

A PROJECT REPORT ON
A STUDY ON PROMOTIONAL ACTIVITY ADAPTED BY MORE RETAILER,
BANGALORE

Submitted by
Mr. LOHITH G.P
4AL21BA040



VISVESVARAYA TECHNOLOGICAL UNIVERSITY BELAGAVI

In partial fulfilment of the requirements for the award of the degree of

MASTER OF BUSINESS ADMINISTRATION

Under the guidance of

INTERNAL GUIDE

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Assistance Professor

EXTERNAL GUIDE

Mr. Kumar S

Marketing Manager



PG DEPARTMENT OF BUSINESS ADMINISTRATION
ALVA'S INSTITUTE OF ENGINEERING & TECHNOLOGY
SHOBHAVANA CAMPUS MIJAR, MOODBIDRI.

September 2023



DATE: 04/09/2023

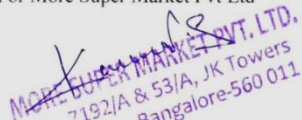
SUB: Project completion letter

This is to certify that MR. LOHITH GP, bearing USN: 4AL21BA040 MBA, student of ALVAS INSTITUTE OF ENGINEERING AND TECHNOLOGY has successfully completed his project with reference to on the topic of MORE “**A study on PROMOTIONAL ACTIVITY ADAPTED BY MORE RETAILER**” from 13/04/2023 to 27/05/2023. During this tenure, all necessary details were provided from our side for the project.

We wish him very best in all future endeavors.

THANK YOU.

For More Super Market Pvt Ltd


MORE SUPER MARKET PVT. LTD.
No. 7192/A & 53/A, JK Towers
Jayanagar, Bangalore-560 011
Manager

Store No.7192/A & 53/A, 4th Cross Road, 8th Block, Jayanagar, Bengaluru,
Karnataka, 560011



ALVA'S INSTITUTE OF ENGINEERING & TECHNOLOGY

(A Unit of Alva's Education Foundation @Moodbidri)

Affiliated to Visvesvaraya Technological University, Belagavi

Approved by AICTE, New Delhi & Recognised by Government of Karnataka

Accredited by NAAC with A+ Grade and NBA (CSE & ECE)

Date: 01-09-2023

CERTIFICATE

This is to certify that **LOHITH G P** bearing **USN 4AL21BA040** is a bonafide student of Master of Business Administration course of the Institute in 2021-23, affiliated to Visvesvaraya Technological University, Belgaum. Project report titled "**A STUDY ON PROMOTIONAL ACTIVITY ADAPTED BY MORE RETAIL BANGALORE**" is prepared by him under the guidance of **Mr. Prajwal B K, Assistant Professor**, PG Department of Business Administration in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belgaum Karnataka.

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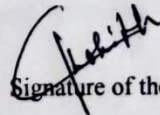
🌐 www.aiet.org.in

DECLARATION

I, Lohith G.P, hereby declare that the Project report entitled "**A STUDY ON PROMOTIONAL ACTIVITY ADAPTED BY MORE RETAILER BANGALORE**" is prepared by me under the guidance of MR. PRAJWAL B K ASSISTANT PROFESSOR, PG Department of Business Administration, Alva's Institute of Engineering and Technology. I also declare that this Project work is towards the partial fulfilment of the university Regulations for the award of the degree of Master of Business Administration by Visvesvaraya Technological University, Belgaum. I have undergone a summer project for a period of Twelve weeks. I further declare that this Project is based on the original study undertaken by me and has not been submitted for the award of any degree/diploma from any other University / Institution.

Place: *Mijar*

Date: *05/09/2023*


Signature of the Student

4AL21BA040

ACKNOWLEDGEMENT

I wish to convey my gratitude to my internal guide Mr. Prajwal B K, Assistant Professor, P G Department of Business Administration, for having guided me on every aspect right from the beginning of the project report. For giving resources and information about the topic which is very crucial to study and preparing the project report.

My thanks to Dr. Peter Fernandes, Principal of Alva's Institute of Engineering and Technology for his wholehearted support in all our endeavours.

I express my genuine thanks to all the teaching faculties and the support staff of the PG Department of Business Administration, Alva's Institute of Engineering and Technology, Mijar, Moodbidri.

I express my deepest gratitude to my parents and family members for their active role in my professional development without which my higher studies would have been just a dream.

Finally, I thank my friends for their valuable suggestions offered to me to complete this study successfully.

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EXECUTIVE SUMMARY

The study on promotional activities adopted by More Retailer in Bangalore delves into the various marketing strategies employed by the retail giant to attract and engage customers in the highly competitive retail market of Bangalore, India. The research investigates the effectiveness and impact of these promotional activities on consumer behavior and brand loyalty.

This study utilizes a combination of qualitative and quantitative research methods, including surveys, store visits, and data analysis, to assess the promotional campaigns and strategies adopted by More Retailer. Findings reveal that More Retailer employs a diverse range of promotional activities, including discounts, loyalty programs, in-store events, and advertising campaigns, to capture the attention and loyalty of consumers.

The study also uncovers that while price-based promotions are effective in driving footfall and sales, loyalty programs and personalized marketing efforts contribute significantly to enhancing customer retention and loyalty. These findings can assist More Retailer in optimizing its promotional mix, tailoring its marketing strategies to better align with customer preferences, and maintaining its competitive edge in the dynamic retail market of Bangalore. Ultimately, the study provides valuable insights for retailers seeking to excel in promotional activities and customer engagement.