

**PROJECT REPORT ON**  
**A STUDY ON NATIONAL HIGHWAY EXPANSION AND ITS**  
**IMPACT ON RETAIL SHOPS WITH REFERENCE TO KARKALA-**  
**MANGALORE HIGH WAY**

**Submitted by**

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**Submitted to**



**VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI**

**In partial fulfillment of the requirements for the award of the degree of**

**MASTER OF BUSINESS ADMINISTRATION**

**Under the guidance of**

**INTERNAL GUIDE**

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**ALVA'S INSTITUTE OF ENGINEERING & TECHNOLOGY**

**MIJAR, MOODBIDRI,**

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# ALVA'S INSTITUTE OF ENGINEERING & TECHNOLOGY

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

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Date: 01-09-2023

## CERTIFICATE

This is to certify that **MOHAMMED ISHAK** bearing **USN 4AL21BA045** 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 NATIONAL HIGHWAY EXPANSION AND ITS IMPACT ON RETAIL SHOPS WITH REFERENCE TO KARKALA-MANGALORE HIGH WAY**" 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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## Declaration

I Mohammed Ishak , hereby declare that the Project report entitled “A Study on national highway expansion and its impact on retail shops with refence to Karkala – Mangalore high way ” 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 fulfillment of the university Regulations for the award of degree of Master of Business Administration by Visvesvaraya Technological University, Belgaum.

I have undergone a summer project for a period of six 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

  
Signature of the Student

Date: 05/09/2023

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## **EXECUTIVE SUMMARY**

The expansion of national highways is a significant infrastructure development that can have profound effects on local businesses, including retail shops. This study aimed to investigate the impact of national highway expansion on retail shops, with a focus on analyzing the opportunities and challenges that arise for these businesses. The study considered both positive and negative effects of highway expansion on retail establishments

improved road access due to highway expansion can benefit retail shops by making them more accessible to customers from a wider geographic area. This can lead to increased sales and revenue.

The expansion of national highways often leads to increased foot traffic near retail shops located along these routes. This can result in higher visibility and potential customer visits to these businesses.

Some retail shops may face intensified competition from larger chain stores that take advantage of improved highway access. Small, independent retailers may struggle to compete on price and marketing efforts.

National highway expansion projects can have a multifaceted impact on retail shops. While they offer opportunities for increased visibility and access, they also present challenges such as heightened competition and environmental concerns. The ability of retail businesses to adapt to these changes and innovate in response to evolving market dynamics will be crucial in determining their long-term success in areas affected by highway expansion.