

**PROJECT REPORT ON  
"A STUDY ON INVESTIGATION INTO AN EFFICIENT MARKETING  
APPROACH AND CUSTOMER'S PREFERENCE OF BRANDED CLOTHES"  
WITH REFERENCE TO TEXPORT OVERSEAS PVT LTD, BANGALORE.**

**SUBMITTED BY**

**SHRAVYA**

**4AL21BA073**



**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**

**MR. PRAJWAL BK**

**Assistant professor**

**PG Department of business administration**

**AIET, Mijar**

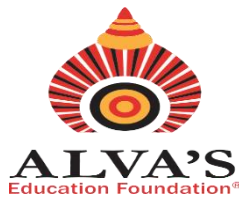
**EXTERNAL GUIDE**

**MISS. SAI SHRUTHI**

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**PG DEPARTMENT OF BUSINESS ADMINISTRATION**

**ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY,**

**MIJAR, MOODBIDRI**

**2022-2023**

## CERTIFICATE FROM ORGANIZATION

### TEXPORT OVERSEAS PVT LTD

#86D-1, Industrial Suburb, 2<sup>nd</sup> Stage, Yeshwanthpur, Bangalore-560022.

DATE: 15/07/2023

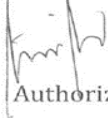
#### CERTIFICATE

This is to certify that **Ms. SHRAVYA. (Reg.No.4AL21BA073)** MBA student of Alva's Institute of Engineering & Technology College, Moodbidri, Dakshina Kannada has undergone Internship Training in our company for 6 weeks.

During the period of her Internship Training, she was found sincere and had also taken keen interest on Organizational activities.

Our best wishes for her career growth.

For TEXPORT OVERSEAS PVT. LTD.



Authorized Signatory



## CERTIFICATE FROM HOD



### 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 **SHRAVYA** bearing USN 4AL21BA073 is a bonafide student of Master of Business Administration course of the Institute in 2021-23, affiliated to Visvesvaraya Technological University, Belgaum. Project report on "A STUDY ON INVESTIGATION INTO AN EFFICIENT MARKETING APPROACH AND CUSTOMERS & PREFERENCE OF BRANDED CLOTHES WITH REFERENCE TO TEXPORT OVERSEAS PVT LTD, BANGALORE" is prepared by her 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.

Signature of Internal Guide

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#### DECLARATION

I, Shravya, hereby declare that the Project report entitled "A STUDY ON INVESTIGATION INTO AN EFFICIENT MARKETING APPROACH AND CUSTOMER'S PREFERENCE OF BRANDED CLOTHES" WITH REFERENCE TO TEXPORT OVERSEAS PVT LTD, BANGALORE, prepared by me under the guidance of Prajwal Bk, faculty of M.B.A Department, Alvas institution of engineering and technology, Mijar and external assistance by Mrs. Sai Shruthi Texport Overseas Bangalore. I also declare that this Project work is towards the partial fulfilment 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

Date: 2/09/23

  
Signature of the Student

# **Acknowledgement**

With regard to the project work conducted on Texport Overseas Bangalore, I would like to thank each and everyone who have helped me by offering their guidance and all the required help provided to me in the process of study.

Firstly, I would like to express my gratitude to my guide Mr. Prajwal Bk, assistant professor, Department of Business Administration, AIET for his excellent guidance, timely suggestions and support.

I am privileged to thank Mrs. Priya Sequeira, HOD, Department of business administration, Alva's institution of engineering and technology, Mijar.

I express my sincere gratitude to Miss. Sai Shruthi who cooperated and spent her valuable time and shared the information with me.

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## **EXECUTIVE SUMMARY**

**The project report on "A STUDY ON INVESTIGATION INTO AN EFFICIENT MARKETING APPROACH AND CUSTOMER'S PREFERENCE OF BRANDED CLOTHES" WITH REFERENCE TO TEXPORT OVERSEAS PVT LTD, BANGALORE,** is submitted in fractional implementation of the requirements for the award of Master of Business Administration (MBA). This project includes industry profile, company profile, statement of the problem, objectives of the project, methodology, analysis and interpretation, findings, suggestion and conclusion.

Marketing strategy and customer satisfaction is an important aspect of company and management. The increasing research in this field and deliberate study on the subject contributed to its conceptualization and meaning which helped to develop a comprehensive outlook of customer satisfaction as an important concept in management. The study gives the opportunity to identify the present customer satisfaction and how to improve the relationship with customers, look into the factors affecting marketing strategy. This report is divided into five chapters. First chapter is about introduction, industry profile and company profile in which internship has done. Second chapter shows conceptual background and literature review of the topic studied. Third chapter is about research design which contains statement of the problem, need for the study, objectives, scope of the study, research methodology, hypothesis and limitations of the study. Fourth chapter is about analysis and interpretation of the data which is collected by the people through the questionnaire by using tables and graphs. Fifth chapter is about findings, conclusion and suggestions based on the study.

To collect the data for the study, primary data is gathered through circulating questionnaire to 88 random employees with the organization and secondary data is collected through company websites and internet and books.

Then it contains bibliography which is about the various journals I have studied and the questionnaire.