

PROJECT REPORT
**“A STUDY ON IMPACT OF VISUAL MERCHANDISING
TECHNIQUES ON CUSTOMER ENGAGEMENT AND SALES
AT GIRIAS INVESTMENT LTD”**

Submitted By

NANDA DS

4AL22BA045

Submitted To



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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Assistant professor

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EXTERNAL GUIDE:

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PG Department of Business Administration

ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY
MIJAR, MOODBIDRI, DK-574225

2023-2024



CERTIFICATE OF APPRECIATION

DATE: 21-05-2024

This is to certify that Ms. **Nanda D S**, USN NO: **4AL22BA045** of 2nd year MBA student of Alva's Institute of Engineering and Technology college, Mijar, Moodbidri – 574225 has Successfully Completed her Project from 22-04-2024 to 21-05-2024 on the Topic **"A study on Impact of visual Merchandising and Techniques on Customers Engagement And Sales With Reference to Girias Investment Private Limited."** At Shivamogga.

During the Project Work all the necessary details were provided from our side for the project we wish her the very best in all future endeavors.

GIRIAS INVESTMENT PVT. LTD.
SPRADA JAPPA COMPLEX
OPP. STANCE FIELD B.H. ROAD
SHIVAMOGGA (KARNATAKA)



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 NBA (CSE & ECE)

Date: 10/09/2024

CERTIFICATE

This is to certify that **Nanda DS** bearing **USN 4AL22BA045**, is a bonafide student of Master of Business Administration course of Alva's Institute of Engineering and Technology, Moodbidri for the batch 2022-2024, affiliated to Visvesvaraya Technological University, Belgaum. The Project report on "**A study on impact of visual merchandising techniques on customer engagement and sales with special reference to Girias investment limited Shivamogga**" is prepared by her under the guidance of Dr. Guruprasad Pai, Assistant Professor, in partial fulfilment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belagavi Karnataka.

Signature of Internal Guide

Viva – Voce Examination

Signature of HOD

HOD

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Acknowledgment

It was my privilege to undergo the company study at Girias private Limited are many people who have helped me to complete this study successfully. It is with the gratitude that I acknowledge the help, which guided my efforts with success.

It is my foremost duty to express my wholehearted thanks to my guide Dr. Guruprasad for the valuable guidance, support and motivation during the course of this study. The inspiration provided by my guide at every stage of my work has helped me immensely in completion of this organization study and preparation of this report. I am also very thankful to Alva's institute of engineering and technology and faculties of the MBA department for their co-operation.

My profound thanks to Mr. Arish who took interest in explaining concepts and imparting necessary inputs pertaining to the organization study, without which it would not have been possible for me to complete this work. I am also very thankful to other executives and staff of the company for their cooperation

Place: Shivamogga

NANDA DS

Date:

4AL22BA045

Declaration

I, Nanda DS, hereby declare that the Project report entitled "**A Study on impact of visual merchandising techniques on customer engagement and sales at girias investment ltd**" with special reference to Shivamogga prepared by me under the guidance of Dr. Guruprasad pai. faculty of MBA Department, Alva's Institute of Engineering and Technology and external assistance by Mr. Arish HR. 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, Belagavi. 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 University / Institution.

Place: *Mijar,*
Date:



Signature of the Student
Nanda DS
4AL22BA045

Table of content

S.NO	Particulars	Page. no
1	EXECUTIVE SUMMARY	
2	INTRODUCTION	1-7
	1.1 Introduction 1.2 Company profile 1.3 Ownership pattern 1.4 Vision 1.5 Mission 1.6 Quality policy 1.7 Product and service 1.8 Branches areas of operation 1.9 Infrastructure facilities 1.10Competitors information 1.11SWOT analysis 1.12Future and growth	
3	CONCEPTUAL BACKGROUND AND LITERATURE REVIEW	8-18
	2.1Theoretical background of the study 2.2Literature review with research Gap	
4	RESEARCH DESIGN	19-22
	3.1 Statement of the problem 3.2 Need for the study 3.3 Objective 3.4 Scope of the study 3.5 Research methodology 3.6 Hypotheses 3.7 Limitation	

	3.8 Chapter scheme	
5	ANALYSIS AND INTERPREATION	23-45
	4.1 Analysis and interpretation of the Data- collected with relevant tables and graph 4.2 Results obtained by the using statistical tools must included	
6	FINDINGS, CONCLUSION AND SUGGESTION	46-55
	5.1 Summary of findings 5.2 conclusion and suggestions /Recommendations	
	5.3 Bibliography: Book, Articles names, etc to be mentions as per APA style.	
	5.4 Annexure	

EXECUTIVE SUMMARY.

This study is conducted on “Effectiveness of performance appraisal and its impact on employee performance with special reference Girias private Ltd Shivamogga”. This project reports provides the general information about performance appraisal methods and how it impacts on employee performance.

The study was conducted for the period of 6 Weeks. The main objectives of this study are to understand the effectiveness of performance appraisal system adopted by the organisation and its impact on employee performance.

In the first chapter you will find the details about the company introduction and vision mission and SWOT analysis of the company

In the second chapter you will find the details about conceptual background of the study and literature review.

The 3rd chapter will explain about statement of the problems, Need for the study, Objectives, scope of the study, research methodology, hypotheses, limitation, chapter scheme.

In the 4th chapter you will find analysis and graphical representation the data collected from the sample population choose from the company

The chapter 5 about findings, suggestion and conclusion of the project.

In the end bibliography and annexures are attached relating to the project