

**“A STUDY ON EXPLORING INNOVATION AND ITS IMPACT ON BRAND
LOYALTY IN A SATURATED MARKET THROUGH THE EYES
OF GENERATION Z”**

Submitted By:

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Submitted To:

VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI

**In Partial fulfilment of the requirements for the degree of
MASTER OF BUSINESS ADMINISTRATION**

Under the Guidance of

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TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Ms. Ramyashree** bearing USN. No **4AL22BA076** the MBA student of Alva's Institute of Engineering and Technology has completed her Internship on **"Marketing" Role at Harsha Mangalore - 2** from 23.04.2024 to 06.06.2024.

During the Internship she was taking keen interest in learning those subjects connected to her studies. She was found hard working and sincere.

We wish her every success.

For **PRAKASH RETAIL PVT.LTD,**

B.N.AMIN
GENERAL MANAGER HR





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Date: 09/09/2024

CERTIFICATE

This is to certify that **Ramyashree** bearing **USN 4AL22BA076**, 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, Belgavi. The Project report on "**Exploring Innovation and its Impact on Brand Loyalty in a Saturated Market Through the Eyes of Generation Z**", is prepared by her under the guidance of Mrs. Priya Sequeira, 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

Signature of HOD

HOD

Viva – Voce Examination

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DECLARATION

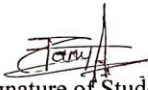
I Ramyashree, hereby declare that the project report entitled “Exploring Innovation and Its Impact on Brand Loyalty in a Saturated Market Through the Eyes of Generation” with reference to “PRAKASH RETAIL PRIVATE LIMITED, MANGALORE” prepare by me under the guidance of Mrs. Priya Sequeira, HOD, PG Department of Business Administration Alva’s Institute of Engineering and Technology, Mijar and External Guide by Mrs. Shwetha Hegde, HR Manager, Prakash Retail Pvt. Ltd.

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, 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 other University/ Institution.

Place: Mijar

Date: 21/09/2024


Signature of Student
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ACKNOWLEDGEMENT

I **Ramyashree**, student at **Alva's Institute of Engineering and Technology, Mijar** studying **Master of Business Administration** hereby taking this opportunity to express my sincere gratitude to my internal guide **Mrs. Priya Sequeira**, HOD, PG Department of Business Administration, Alva's Institute of Engineering and Technology, for his ideal guidance and encouragement throughout the course.

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I would like to express my sincere gratitude to **Mrs. Priya Sequeira**, Head of Department, PG MBA Department, Alva's Institute of Engineering and Technology, Mijar for her guidance and support in carrying out this project.

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EXECUTIVE SUMMARY

The document explores the **Indian retail industry**, emphasizing the growing competitiveness and expansion, especially in online and offline retail. Key trends include omni-channel tools, same-day delivery, mobile commerce, and automated technology to manage labor shortages. Major players like Reliance dominate, but smaller stores and private label sales offer growth opportunities, especially in rural areas where demand is growing rapidly.

Harsha Enterprises, part of the Prakash Group, focuses on selling consumer electronics and household appliances. Its mission is to provide high-quality products and excellent customer service, with offerings ranging from TVs and refrigerators to free delivery and repair services. The company has expanded to 16 outlets and is known for after-sale services and community engagement through events like "Harshotsava" and "Monsoon Magic."

The **SWOT analysis** of Harsha highlights its strengths, including wide market reach, goodwill, and strong supplier relationships. However, high showroom rents and advertising costs are significant weaknesses. Opportunities lie in expanding to new markets and adding product lines, while threats include rising competitors like D-Mart and online e-commerce giants.

Future growth prospects for Harsha involve expanding nationally, increasing e-commerce focus, and leveraging aggressive promotional activities. Financial statements indicate steady growth, with key investments in technology, labor, and marketing to support its expansion goals.

In conclusion, Harsha's commitment to quality and service has secured its strong market position, but it must continue innovating and adapting to the evolving retail landscape to maintain its competitive edge.

