

12/15/19

**Internship Report on**

**A STUDY ON CONSUMER ATTITUDE TOWARDS SHASHI SOAPS WITH  
SPECIAL REFERENCE TO DAVANAGERE CITY**

Submitted By

**Mr. Rudresha D**

**4LV15MBA13**

Submitted to



**VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELGAUM**

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

**MASTER OF BUSINESS ADMINISTRATION**

*Under the guidance of*

**INTERNAL GUIDE:**

**Prof. Gurudatt Somayaji**

Faculty

MBA Department

AIET, Mijar

**EXTERNAL GUIDE**

**Mr. Shekhar M S**

HR MANAGER

MSIPL

Davanagere.



**Department of MBA**

**Alva's Institute of Engineering and Technology**

**Shobhavana campus, Mijar, Moodbidri, DK**

**2015-2017**

Trade Name - SHASHI & SAVAAL  
PIN - 570001 KRS  
GST Code - 4402021118(MSO)



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## MAHARAJ SOAPS INDUSTRY (P) Ltd.,

MS SHASHI & SAVAAL, Disturbed Lines, Freeding Powder, Soaping Powder, Glycerin Bar & Soap

Plot No. 15A/10, 1st Stage Main Road, Near Industrial Area, DAVANGERE 577005, KARNATAKA, INDIA

Website: www.shashi-soaps.com e-mail: maharaj\_industries@rediffmail.com

Ref No

Date

Ref : MSIPL/102/2016-17

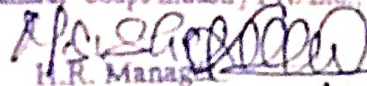
12-03-2017

### CERTIFICATE

This is to certify that MR.Rudresha.D with the Reg No 4LV15MBA13, studying 2<sup>nd</sup> year MBA in ALVA'S Institute of Engineering & Technology, moodbidri, has successfully completed the project work " A Study on Consumer Attitude towards Shashi soaps with special reference to Davangere city" at MAHARAJ SOAPS INDUSTRY PVT LTD. Form 02-01-2017 to 10-03-2017. Under the guidance of Mr Shekar M S HR Manger.

During the study we found that the student is sincere and eager to gather the required information.

For Maharaj Soaps Industry Pvt. Ltd.,

  
H.R. Manager





## ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY

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### CERTIFICATE

This is to certify that Mr. RUDRESHA D, bearing USN 4LV15MBA13, is a bonafide student of Master of Business Administration course of the Alva's Institute of Engineering and Technology (2015-2017), affiliated to Visvesvaraya Technological University, Belgaum. The Internship report on "A Study on Consumer Attitude towards Shashi Soaps with special reference to Davangere City" is prepared by him under the guidance of Prof. Gurudatt Somayaji, Department of MBA in partial fulfilment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belgaum Karnataka.

  
Prof. Gurudatt Somayaji

Project Guide

  
Prof. P. Ramakrishna Chadaga

Dean - MBA

  
Dr. Peter Fernandes

Principal

### DECLARATION

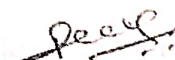
I, Rudresha D, hereby declare that the internship report entitled A Study on Consumer attitude towards Shashi soaps with reference to Davanagere city, Prepared by me under the guidance of Prof. Gurudatt Somayaji, faculty of MBA Department, Alva's Institute of Engineering and Technology and external assistance by Mr. Shekhar m s, HR Manager, Maharaj soaps industry pvt Ltd Davanagere.

I also declare that this internship 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 Ten 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:

Date: 15/05/2017

  
Signature of the student



## ACKNOWLEDGEMENT

Completion of task in an effective way within the period of given time, the Assistance and hard work of many people are complementary. There is a pleasure to acknowledge to those many people whose timely support went a long way in the completion of project report.

Firstly I thank almighty God for showering his blessing and keeping me in good health throughout the tenure of the project.

I'm very thankful to Visvesvaraya Technological University for giving opportunity to undertake this project study as a part of the fulfilment of Master of Business Administration.

I am extremely grateful to my research guide **Prof. Gurudatt Somayaji**, Department of Business Administration, for his valuable advice and guidance rendered to me complete this project successfully.

I am thankful to **Mr Shekhar M.S. HR Manager**, Maharaj soaps industry pvt. Ltd Davanagere, for granting permission and providing requisite information regarding the project.

It's my privilege to thank our principle, **Dr. Peter Fernandes** for giving me the opportunity to take up this project. At the outset I would like to acknowledge my gratitude to **Prof. P Ramakrishna Chadaga**, Dean of Department of Business Administration. My profound gratitude to all the faculty members of the department of Business Administration, Alva's Institute of Engineering and Technology, Mijar, Moodbidri.

Finally there are heart full of thanks to my parents and family members for the continual encouragement and blessings and also my friends for their support to finish my project successfully.

(Rudresha D)

USN: 4LV15MBA13

## TABLE OF CONTENTS

Chapter No.	Content	Page No
	Executive Summary	
1	Introduction	1-6
2	Industry Profile & Company Profile	7-22
3	Theoretical Background of the study	23-34
4	Data Analysis and Interpretation	35-56
5	Summary of Findings, Suggestions and Conclusion	57-58
	Bibliography	
	Annexure	

## **EXECUTIVE SUMMARY**

The study was conducted at Maharaja Soap's industry pvt, Ltd Davanagere. A project report titled "A Study on Consumer attitude towards Shashi soaps with reference to Davanagere city". The main aim of this study is to know the overall consumer attitude towards Shashi soaps and giving certain suggestions to the company based on the study. It helps to increase their need of their future growth.

This project is mainly contain Company and Industry profile, objectives, need, SWOT analysis, research methodology based on the primary and secondary data, data analysis and the interpretation, findings, suggestions and the conclusion those are relating to the study of consumer attitude towards Shashi soaps.

A questionnaire was prepared to get relevant information by the respondents. It was distributed to the 100 respondents at Davanagere. Where the primary data was collected with the help of questionnaire and the secondary data was collected with the help of journals, records of the organization, company website and the published data.