

Internship Report on
A STUDY ON COMPETITIVE ADVANTAGE IN ORGANISED RETAIL
INDUSTRY WITH REFERENCE TO MYSURU

Submitted By

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4AL15MBA26

Submitted to



VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELGAUM

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

MASTER OF BUSINESS ADMINISTRATION

Under the guidance of

INTERNAL GUIDE

GURUDATT SOMAYAJI

Faculty

MBA Department

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EXTERNAL GUIDE

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Shobhavana campus, Mijar, Moodbidri, DK

2015-2017



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Date: 09-05-2017

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To whomsoever it is concern

It is hereby certified that **KARTHIK GOWDA HA** bearing **USN 4AL15MBA26** student of the Master of Business Administration course of the Alva's Institute of Engineering and Technology, Mijar (2015-2017), affiliated to Visvesvaraya Technological University, Belgavi, have undergone internship and submitted a report on **"COMPETITIVE ADVANTAGE IN ORGANIZED RETAIL INDUSTRY WITH REFERENCE TO MYSORE"** is prepared by her under the guidance of **Mr. Raghavendran V, Director** from period on 2nd Week of December 2016 to 2nd Week of February 2017.

His conduct and discipline was satisfactory

Yours truly,

Yours truly,

FOR YOU-NIQUE TALENT HUB

Managing Director





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Date: 15 May 2017

CERTIFICATE

This is to certify that **Mr. KARTHIK GOWDA HA** bearing **USN 4AL15MBA26**, is a bonafide student of Master of Business Administration course of the Alva's Institute of Engineering and Technology (2015-2017), affiliated to Visvesvaraya Technology University, Belgaum. Internship report on "A Study on "COMPETITIVE ADVANTAGE IN ORGANISED RETAIL INDUSTRY WITH REFERENCE TO MYSORE" is prepared by him under the guidance of **Prof. Gurudatt Somayaji**, in partial fulfillment 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, **KARTHIK GOWDA H A.**, hereby declare that the Internship report entitled "**A STUDY ON COMPETITIVE ADVANTAGE IN ORGANISED RETAIL INDUSTRY WITH REFERENCE TO MYSURU**" prepared by me under the guidance of **GURUDATT SOMAYAJI**, faculty of MBA Department, Alva's Institute of Engineering and Technology and external assistance by **Mr. RAGHAVENDRAN V** You-nique talent hub Mysuru.

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: Mijar

Date: 15-05-2017

Karthik Gowda H A
Signature of the student

ACKNOWLEDGEMENT

Completion of task in an efficient and 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 am extremely grateful to my research guide **Prof. Gurudatt Somayaji**, MBA Department, for his regular supervision and valuable suggestions.

I am thankful to **Mr. RAGHAVENDRAN V, Managing Director**, You-nique talent hub Mysore 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. 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.

(**KARTHIK GOWDA H A**)

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EXECUTIVE SUMMARY

A project report titled “A Study on competitive advantage in organized retail industry with reference to Mysuru. This main purpose of the study is to know how the retail stores competitive advantage in the retail sector. The primary information was obtained by questionnaire and survey method, the secondary data was collected from the journals, internet. The information collected from the above sources is represented in the form of a bar graph.

From the study it was found that retailers are able to provide more information with the help of the retail stores. Mysuru is a place which is growing very rapidly which can be witnessed by the existence of malls which in turn portrays the growth of the retail sector. By the above statement it can be seen that due to the increase in the retail stores consumers have wide range of opportunities to evaluate the product and buy the best they have.