

RBG

**Internship Report on**  
**"Customer perception and satisfaction level on the Homeneeds super market"**



Submitted By

**Mr. Suneel Kore**

**USN: 4LV15MBA31**

Submitted to

**VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELGAUM**

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

**MASTER OF BUSSINESS ADMINISTRATION**

*Under the guidance of*

**INTERNAL GUIDE**

**Dr.Nagendra .S.**  
**Department of MBA.**  
**A.I.E.T, Mijar, Moodbidri.**

**EXTERNAL GUIDE**

**Mr. Dattatreya**  
**Manager of Homeneeds**  
**Super Market, Gangavathi**



**Department of MBA**

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

**Shobhavana campus, Mijar, Moodbidri**

**2015-2017**



# Home needs

# ಹೋಮ್ ನೀಡ್ಸ್

Super market

ಸೂಪರ್ ಮಾರ್ಕೆಟ್

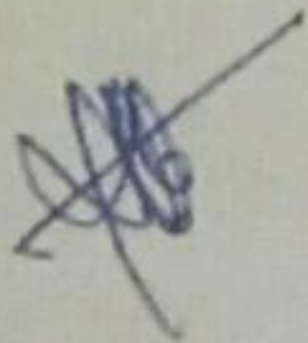
DATE: 10.03.2017

## TO WHOMSOEVER IT MAY CONCERN

This is to certify that Mr.Suneel Kore (4LV15MBA31) a MBA student of "Alva's Institute of Engineering and technology", Moodbidri has successfully completed His project work and internship on "Customer perception and satisfaction level on the Homeneeds super market", Home needs super market Gangavathi. From 02<sup>nd</sup> January, 2017 to 10<sup>th</sup> March, 2017.

During the period of his internship programme with us he was found punctual, hardworking and inquisitive.

We wish him all the very best for his future endeavours.



Manager & co-owner

Dattatreya

Home needs Super market

Gangavathi

Near Bank of Baroda Bus stand Road Gangavathi – 583227 Mob No : 9880470084





## ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY

A Unit of Alva's Education Foundation (R)

( Affiliated to Visvesvaraya Technological University, Belagavi

Approved by AICTE, New Delhi & Recognised by Government of Karnataka )

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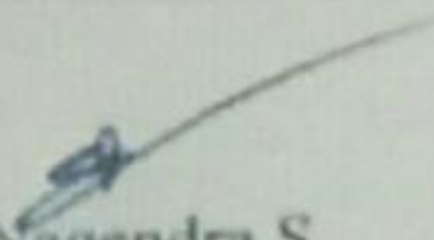
Email : principalaiet08@gmail.com, Web:www.aiet.org.in

Date: 15-May-2017

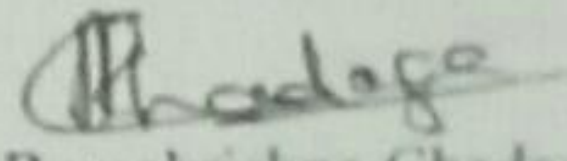
### Certificate

This is to certify that Mr. SUNEEL.S.KORE bearing USN 4LV15MBA31 is a bonafide student of Master of Business Administration course of the Institute (2015-17), affiliated to Visvesvaraya Technological University, Belgaum.

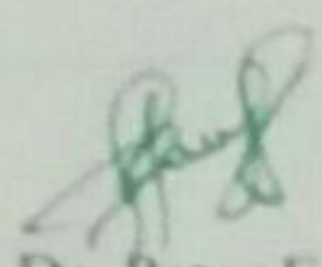
The internship report on "Customer perception and satisfaction level on home needs super market" is prepared by him under the guidance of Dr.Nagendra S, Associate Professor, Department of MBA in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belgaum, Karnataka.

  
Dr. Nagendra S.

Project Guide

  
Prof. P. Ramakrishna Chadaga

Dean - MBA

  
Dr. Peter Fernandes

Principal



## DECLARATION

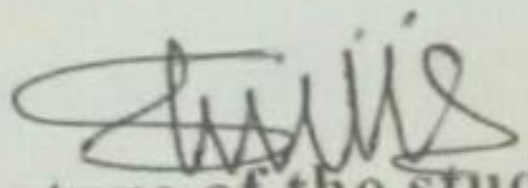
I, SUNEEL.S.KORE, hereby declare that the Internship report on "CUSTOMER PERCEPTION AND SATISFACTION LEVEL OF HOMENEEDS SUPER MARKET" prepared by me under the guidance of Dr. Nagendra S, Associated Professor of M.B.A Department, ALVA's Institute of Engineering and Technology and external assistance by Mr. Dattatreya manager of the homeneeds super market gangavathi .

I also declare that this Internship work is towards the partial fulfillment 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 twelve 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: 18/5/2017

  
signature of the student



### Acknowledgement

For the completion of any 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.

Hereby I make a humble effort to place on record, my sense of gratitude and sincerity to all my well wishers for the help I received for the successful completion of my project report.

I acknowledge my fullest gratitude to my faculty guide **Dr. Nagendra.S** Department of Business Administration, for his regular supervision and valuable suggestions.

I am deeply indebted to **Mr.Dattatreya. Manager of Homeneeds super market Gangavathi** And his staff for granting permission and providing requisite information regarding the project.

It's my privilege to thank our principal **Dr. Peter Fernandes** for giving me the opportunity to take up this project. At the outset I would like to acknowledge my gratitude to **Mr. 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 I extend my gratitude to my parents and family members for the continual encouragement and blessings and also my friends for their support to finish my project successfully.

Place: Mijar

Signature of the student

Date : 15/May/2017.



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## EXECUTIVE SUMMARY

A project report titled "A Study on customer perception and satisfaction level on home needs super market at Gangavathi". The research is conducted to get a clear view about the customer perception and satisfaction of customers towards the home needs. The main aim of this study is to know the competitiveness of Home needs super market, to study customers perception towards Home needs Super market, to know the customer satisfaction and to provide a valuable suggestion to the company based on the study.

A questionnaire was prepared to get accurate information. It was distributed to 100 employees in the organisation. The primary data collected with the help of questionnaire, observation and interview. Secondary data was collected through the company brochures, magazines, website and journals.