

Internship Report on
A STUDY ON CUSTOMER PREFERENCE AND SATISFACTION TOWARDS
BRANDED JEWELLERY WITH SPECIAL REFERENCE TO MALABAR GOLD
AND DAIMONDS, RUWI, OMAN

Submitted By

Ms. Razeen Abdul Rawoof

4LV15MBA11

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:

Shiny Joseph
Assistant Professor
Department of MBA
Diamonds
AIET, Mijar.

EXTERNAL GUIDE

Mr. Vipin P.V.
Marketing Manager
Malabar gold &
Ruwi, Oman.



Department of MBA
Alva's Institute of Engineering and Technology
Shobhavana campus, Mijar, Moodbidri,
DK 2015-2017



MALABAR
GOLD & DIAMONDS

Malbar Gold Jewellery LLC
Post Box :3544, PC-112,
Ruwi High Street, Sultanate of Oman

Date: 10/03/2017

CERTIFICATE

This is to certify that Miss. Razeen Abdul Rawoof (USN:4LV15MBA11) M.B.A Student of Alva's Institute of Engineering & Technology has undergone project cum Internship work on the topic "**Customer Preference and Satisfaction** towards branded Jewellery with special reference to Malbar Gold & Diamonds, Ruwi, Oman" from 02/01/2017 to 10/03/2017.

We have noticed that, during this period she has shown keen interest in her assignment.

We wish her success in her future endeavors.

Thanking You

For:

Vipin P.V

Marketing Manager



ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY


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Date: 15-May-2017

Certificate

This is to certify that Ms. Razeen Abdul Rawoof bearing USN 4LV15MBA11 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 "A study on Customer Preference and Satisfaction towards Branded Jewellery with special reference to Malabar Gold and Daimonds, Ruwi, Oman." is prepared by her under the guidance of Mrs. Shiny Joseph, Assistant 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.


Mrs. Shiny Joseph.
Project Guide


Prof. P. Ramakrishna Chadaga
Dean - MBA


Dr. Peter Fernandes
Principal

DECLARATION

I, Razeen Abdul Rawoof, hereby declare that the Internship report entitled "A Study On Customer Preference And Satisfaction" with special reference to "Malabar Gold & Diamonds Ruwi, Oman" prepared by me under the guidance of Prof. Shiny Joseph, faculty of MBA Department, Alva's Institute of Engineering and Technology and external assistance by Mr. Vipin P.V, Marketing Manager, Malabar Gold & Diamonds, Ruwi, Oman.

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-May-2017



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. Shiny Joseph, Department of Business Administration, for her regular supervision and valuable suggestions.

I am thankful to Mr. Vipin P.V, Marketing Manager, Malabar Gold & Diamonds, 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 **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.

(Razeen Abdul Rawoof)

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EXECUTIVE SUMMARY

Gold has emerged as an important mean for investment and is has been used as symbol of purity, value and royalty wherein it may be the first metal used by humans and was valued for ornamentation and rituals.

The study helps in understanding the behavior of the customers on Jewellery brands, namely

Malabar Gold & Diamonds and it also helps in assessing the company's strengths and weakness against the competing Jewellery brands.

The survey was made to gather the information from the population and the gathered data was analyzed systematically.

This study made to analyses the customer perception as well as the preference towards the Malabar Gold & Diamonds, and it helps to know the various factors of satisfaction towards buying the branded Jewellery.

The survey was conducted for 10 weeks in Ruwi, Oman and got experienced of dealing with various customers with different preferences and perception towards Malabar Gold & Diamonds.