



Internship report on

**“A STUDY ON SALES PROMOTION IN NANDINI LAYOUT RELIANCE
FRESH AT RELIANCE RETAIL PRIVATE LIMITED, BANGALORE”**

BY

THOKCHOM PRATIBHA CHANU

USN: 4LV15MBA45

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. Dr Ravikulkarni

Department of Business Administration

A.I.E.T, Mijar

EXTERNAL GUIDE

Mrs Mahadeva k s

HR Manager

Reliance Retail Limited

Bangalore



Department of MBA

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Reliance Retail Ltd

23rd February, 2017

To whom so ever concern

This is to certify that **Ms. Thokchom Pratibha Chanu** (Reg no: 4LV15MBA45) MBA student of Alva's Institute of Engineering and Technology, Managalore, has undergone Case Study on "A Study on Sales Promotion in Reliance Fresh at Reliance Retail Pvt Ltd, Bangalore from 02.01.2017 to 19.02.2017. Under the guidance of Mr.Mahadeva KS, Manager-HR.

We wish her all the best in her future endeavor.

For Reliance Retail Ltd

For Reliance Retail Limited

Mahadeva KS
Manager HR. **Authorized Signatory**



ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY

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Certificate

This is to certified that Ms. THOKCHOM PRATIBHA CHANU bearing USN 4LV15MBA45, is a bonfire student of Master of Business Administration course of the Institute (2015-17), affiliated to Vishvesvaraya Technological University, Belgaum.

The internship report on "A Study On Sales Promotion In Reliance Fresh At Reliance Retail Private Limited" is prepared by her under the guidance of Dr. Ravi Kulkarni, Assistant Professor, Department of MBA in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Vishvesvaraya Technological University, Belgaum, Karnataka.

Dr. Ravi Kulkarni
Project guide

Prof. P. Ramakrishna Chadaga
Dean MBA

Dr. Peter Fernandes
Principal

DECLARATION

I, Thokchom Pratibha Chanu, hereby declare that the internship entitled, "A STUDY ON SALES PROMOTION IN RELIANCE FRESH AT RELIANCE RETAIL LIMITED BANGALORE" is prepared by me under the guidance of Prof. Dr. Ravikulkami, Department of M.B.A, Alva's Institute of Engineering and Technology and external assistance by Mr. Mahadeva, Reliance retail limited, Bangalore.

I also declare that this internship work is toward the partial fulfilment of the university regulation for the award of degree of Master of Administration by Visvesvaraya Technology University, Belgaum.

I have undergone a summer project for a period, 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 from any other University/Institution.

Place: Mijar, Moodbidri

Signature of the student

Th. Pratibha

Date: 15/2/17

ACKNOWLEDGEMENT

I, **Thokchom Pratibha Chanu**, II year MBA student of **Alva's Institute of Engineering and Technology, Mijar, Moodbidri**, wish to express my gratitude to all concerned people who have helped me, to successfully complete this report.

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I'm extremely thankful to **Mr. Mahadeva k s, Senior HR manager, Reliance Retail limited, Bangalore**, for guiding me and for extending full support at all stages of this project.

I express my heartfelt gratitude to my guide **Prof. Dr. Ravikulkarni, faculty, MBA Department**, for his valuable advice and guidance rendered to me complete this project successfully.

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Thokchom Pratibha Chanu

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EXECUTIVE SUMMARY

This project entitled "A study on sales promotion in Reliance fresh at Reliance Retail Private Limited Bangalore" is intended to determine to attract new customers, tools and technique and analyze the purchasing behaviour of the customer. The study will support us to get a better representation what the customers expect about the company services.

The project includes taking feedback from the customers to identify their increase sale promotion towards the services provided and about the products offered by the company.

The research has adopted convenience sampling method for the study. The answers given by the respondents are documented by conducting a survey with the support of questionnaire. The questionnaire has been planned in such a way that to bring the most accurate data. The information collected from the survey has been properly analysed and it has interpreted in significant way to get the proper findings and suggestion on improving the performance.