

A project report on  
**“BRAND AWARENESS AND CUSTOMER ATTITUDE TOWARDS E-LAND  
APPARELS PVT LTD”**

BY

**Mr GANESH S**

**USN: 4LV17MBA08**

*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**

**Dr G V JOSHI**

**Assistant Professor**

**AIET, Mijar**

**EXTERNAL GUIDE**

**Mr. SWAMY**

**Planning Executive**

**E-apparels pvt ltd**

**Bangalore**



**Department of Business Administration**

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

**Shobhavana Campus, Mijar, Moodbidri.**

**February-2019**



**E-Land Apparel Limited**  
(Formerly Known as "Mudra Lifestyle Limited")  
Unit-4, No.16/2B, Sri Vinayaka Ind. Estate,  
Singasandra, Near Dakshin Honda Showrooms,  
Hosur Road, Bangalore - 560 068.  
Karnataka, INDIA  
Phone: 080-4254 8800  
Tel:- 080-4254 8800, Fax: 080-4142 5694

February 16, 2019

TO WHOMSOEVER IT MAY CONCERN

This is to certify that Mr. Ganesh S (USN:4LV17MBA08), studying MBA 2- year at Alva's Institute of Engineering & Technology, Moodbidri.

He has undergone Project titled "Brand Awareness-Customer Attitude" at our company situated at Unit-2, Basapura Village Road, Electronic city Post, Begur Hobli, Bangalore for the period from January 03, 2019 to February 16, 2019.

During the above period, he has been found punctual, hardworking and inquisitive.

We wish him the very best in his future endeavor.

Thanking you,

For E-Land Apparel Limited

Shivaraju B

Manager-HR & Admin





## 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 )

Shobhavana Campus, Mijar, Moodbidri - 574 225, Mangalore, D.K., Karnataka State.

Phone : 08258-262724 (O), 262725 (P), Telefax:08258-262726

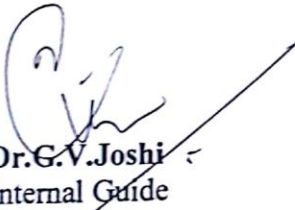
Email : principalaiet08@gmail.com, Web:www.aiet.org.in

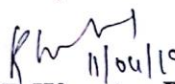
Date: 11<sup>th</sup> April 2019

### Certificate

This is to certify that **Mr. GANESH S** bearing **USN 4LV17MBA08** is a bonafide student of Master of Business Administration course of the Institute (2017-19) affiliated to Visvesvaraya Technological University, Belagavi.

The project report on "**A STUDY ON BRAND AWARENESS AND CUSTOMER ATTITUDE TOWARDS E-LAND APPARELS PVT LTD, BANGALORE**" is prepared by him under the guidance of **Dr. G.V.Joshi**, Professor, Department of Business Administration, in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belagavi, Karnataka.

  
**Dr. G.V. Joshi**  
Internal Guide

  
**Dr. R. Wranton Perez**  
HOD, MBA

  
**Dr. Peter Fernandes**  
Principal

## EXECUTIVE SUMMARY

The summer project report titled “**Brand awareness and Customer attitude towards E-Land Apparels pvt ltd**” was conducted in E-land apparel pvt ltd, Bangalore. It is a Multi-National Company, headquartered in Seoul, South Korea. This firm helped me to understand how the market department manages its operations. Their function is to plan, organize, implementing, and controlling its company’s marketing by doing the company’s brand promotion and customer satisfaction which is later passed on to the higher authority and the management.

Today’s global market has increased its competition tremendously. Hence, they mainly focus on making long term marketing strategy rather than short term, which directly helps to increase the company’s brand and the shares value.

Furthermore, the management uses effective way of communication system. It provides all the necessary and relevant information to the management to set future goals and objectives. Likewise, they also provide the reliable information to the public for their investments on a continuous basis.

The marketing research reports usually reflect the marketing department and actual results and such reports are used to improve the overall marketing trend of the company through motivating the employees and increasing the sale of quantity products. It has a strong and widest distribution of network with the expanded brand scape which is spread across various countries.