

PROJECT REPORT ON
A PERCEPTUAL STUDY OF RELATIONSHIP BETWEEN BRANDING
& CUSTOMER LOYALTY TOWARDS CHOCOLATES OF CAMPCO
LTD

BY
MUSTHAFA
USA:4AL17MBA20

Submitted to



VISVESVARAYA TECHNOLOGICAL UNIVERSITY,BELGAUM

In partial fulfillment of the award of the Degree of
MASTER OF BUSINESS ADMINISTRATION

Under the guidance of

INTERNAL GUIDE

PROF .JOHNSON FERNANDES
ASSISTANT PROFESSOR

EXTERNAL GUIDE

MR.RADESH K
GENERAL MANAGER



DEPARTMENT OF BUSINESS ADMINISTRATION
ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY, MOODBIDRI
2017-2019

Est.2/186/2018-19 / 3950

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CERTIFICATE

This is to certify that, Mr.Musthafa, USN: 4AL17MBA20, MBA student of Alva's Institute of Technology, Mijar, Moodabidre has completed his project work on the subject of "A Perceptual Study of Relationship Between Branding and Customer Loyalty Towards Chocolates of Campco Ltd, Puttur", during the period from 26.12.2018 to 15.02.2019, as a part of his MBA Course. During the above period his conduct and performance are found good. We wish him all the best for his future endeavors.


DY. GENERAL MANAGER

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ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY

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Certificate

This is to certify that **Mr. MUSTHAFA** bearing **USN 4AL17MBA20** is a bonafide student of Master of Business Administration course of the Institute (2017-19) affiliated to Visvesvaraya Technological University, Belagavi.

The project titled "**A PERCEPTUAL STUDY OF RELATIONSHIP BETWEEN BRANDING AND CUSTOMER LOYALTY TOWARDS CHOCOLATES OF CAMPCO LTD, PUTTUR**" is prepared by him under the guidance of **Prof. Johnson Fernandes**, Assistant Professor, Department of Business Administration, in partial fulfillment of the requirements for the award of the degree of Master of Business Administration by Visvesvaraya Technological University, Belagavi, Karnataka.

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Internal Guide

Dr. R. Wranton Perez
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EXECUTIVE SUMMARY

This project entitled “A perceptual study on relationship between branding and customer loyalty” is submitted in partial fulfilment of the requirement for the award of Master of Business Administration.

This project report includes industry profile, company profile and objectives of the report, methodology, analysis and interpretation, findings suggestions and conclusion. I have used sample questionnaire and take the information from the frequent customer of campco puttur to collect the data.

This internship has been done **CAMPCO LTD, PUTTUR** for a period of 6 weeks. This internship program has exposed me to many facts of an organization and also helps me to gain practical knowledge .In this report we can know the history, vision and mission, SWOT analysis of the company.

branding and customer loyalty is an assets for the company. CAMPCO LTD. provides healthy as well as quality products to its customers at least cost. In Puttur region, there are, majority of the respondents are loyal customers towards CAMPCO Ltd. Customer like to recommend the CAMPCO chocolates to their friends and relatives because they felt that, quality of CAMPCO chocolates is good and availability of chocolates are at reasonable price. CAMPCO chocolates do have loyal customers for their products but they have to improve their branding strategies to grab people’s attention and to retain the loyal customers. The report gives brief knowledge about the organization’s core concepts and relationship with branding and customer loyalty. This study has been great learning experience