

Project Report on
**“A STUDY ON CONSUMER ATTITUDE TOWARDS TEXTILES AT SHREE
SAASTHA TEXTILES.”**

Submitted by
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4AL17MBA33

Submitted to



VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELGAUM

In partial fulfillment of the requirements for the award of the degree of

MASTER OF BUSINESS ADMINISTRATION

Under the guidance of

EXTERNAL GUIDE

Ms Yogita Kothavale
Manager,
Shree Saastha Textiles,
Navi Mumbai

INTERNAL GUIDE

Dr. G V Joshi
Assistant Professor
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Department of MBA

ALVA'S INSTITUTE OF ENGINEERING & TECHNOLOGY

Shobhavana Campus, Mijar, Moodbidri, Mangalore Taluk, D.k -574225

APRIL 2019

SHREE SAASTHA TEXTILE

Add : SWAMI SAMARTH BUNGLOW SHOP 03, SECTOR 12E, OPP NAIK NURSING HOME,
BONKODE, KOPARKAIRNE, NAVI MUMBAI, MAHARASHTRA.

WEBSITE : www.shreesaasthatextiles.com E-MAIL : shreesaastha@gmail.com PHONE NO : 8080808242
MFGR : LINEN FABRICS • BEDSHEETS • MATTRESS • UNIFORMS

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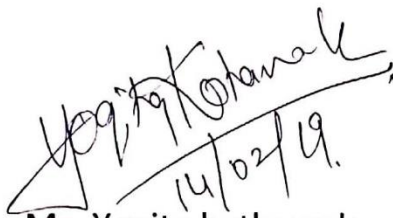
Date- 14th February 2019

TO WHOSOEVER IT MAY CONCERN

This is to certify that MR. SHETTY PUSHPARAJ MAHABAL, MBA student from Alva's Institute of Engineering and technology, Mijar, bearing USN 4AL17MBA33 has undergone the project work on "**A Study on Brand Engagement: Consumer attitude towards textiles**" in our organization from 1st January 2019 to 13th February 2019 at Mumbai location.

During the tenure we found him to be sincere, hardworking and efficient with good conduct and aptitude to gain knowledge.

We wish him all the success in his future career.


14/02/19.
Ms. Yogita kothawale
Manager-Admin



ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY

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(Affiliated to Visvesvaraya Technological University, Belagavi
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Date: 11th April 2019

Certificate

This is to certify that **Mr. SHETTY PUSHPARAJ MAHABAL** bearing USN **4AL17MBA33** 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 CONSUMER ATTITUDE TOWARDS TEXTILE AT SHREE SAASTHA TEXTILES, NAVI MUMBAI**" 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

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Mijar, MOODBIDRI - 574 225, D.K.

EXECUTIVE SUMMARY

I, Pushparaj Shetty completing MBA from Visvesvaraya Technology University, Belgaum. I am doing my project on “Consumer attitude towards Textiles at Shree Saastha Textiles, Navi Mumbai.

It is analysis of consumer attitude towards the textiles and observation on growth of the sales rate of Shree Saastha textiles. At this point there were merits and demerits. There were positive and negative responses from the respondents. The employees were very generous and cooperative enough in the organization to help me understand the whole sales process as well as meeting customers and they also clarified my doubts regarding work. Primary data was collected through questionnaire, personal interviews and telephone interviews and secondary data taken from Books, Magazines, and Web. 100 respondents were taken in the process of research.

The survey helped me to find out the satisfaction level of Shree Saastha Textiles and their opinions about Shree Saastha Textiles, Navi Mumbai.