

**“A STUDY ON CONSUMER PERCEPTION AND PREFERENCE AT  
STOVEKRAFT PVT LTD, BENGALURU RURAL”**

Submitted by

**Mr. SHREEKANTH V**

**USN: 4AL17MBA35**

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

**INTERNAL GUIDE**

**Dr. G V Goshi**

**Department of MBA**

**AIET, Mijar**

**EXTERNAL GUIDE**

**Mr. Mahesh N**

**HR Manager**

**Stovekraft Privet Ltd.**



**DEPARTMENT OF BUSINESS ADMINISTRATION**

**ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY**

**APRIL-2019**



**Date: 20/02/2019**

This is to certify that SHREEKANTH .V Reg. 4AL17MBA35, the MBA Student of Alva's Institute of Engineering & Technology, Moodabidri, Mangalore, Has successfully completed his project report on "A Study on Consumer Perception And Preference" at Stovekraft Private Limited in our organization for the period from 03/01/2019 to 16/02/2019.

The performance and conduct his stay in the company were found to be good.

**FOR STOVEKRAFT PRIVATE LIMITED.**

**HR MANAGER**



**Gilma**  
live in tomorrow

**Stove Kraft Private Limited**

# 81/1 Medamaranahalli Village, Harohalli Hobli, Harohalli Industrial Area,  
Kanakapura Taluk, Ramanagara District, Karnataka - 562 112  
Tel: +91 80 28016222, Fax: +91 80 28016209, E-mail: info@stovekraft.com  
Website : www.stovekraft.com



## 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: 12<sup>th</sup> April 2019

### Certificate

This is to certify that **Mr. SHREEKANTH V** bearing **USN 4AL17MBA35** 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 PERCEPTION AND PREFERENCE AT STOVEKRAFT PVT LTD, BANGALORE RURAL**” 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**  
12/04/19  
HOD, MBA

  
**Dr. Peter Fernandes**  
Principal

## **EXECUTIVE SUMMARY**

Report contains present scenario in kitchen appliances of selling via dealer's chain.

In a report I have introduced with the work regarding different views of dealers end how I have linked theory with the practical issues in kitchen appliances market.

The first part includes general information about industry, company, and literature review, and the second part objective study, research methodology, data collection and interpretation, findings and analyses of dealers about kitchen appliances market and conclusion and recommendations.

Kitchen appliances industry in India is facing stiff competition after liberalization and modernization.

A cooker hoods and built in hobs segment has expanded and various foreign companies are getting into Indian markets to earn a share of the new profits. With increased purchasing power and decreased waiting time. People are now getting more and more attracted towards this segment. They want new technologies with best quality and features. However, a consumer considers various factors during this process of purchase.

Dealers are also attracted towards this segment. With a view to good margin and service of the company.

A research report contains information, which collected field survey in Bangalore rural. The examination on the kitchen appliances includes learning the procedure of the establishment and fixes. Kitchen Thyme wants each customer to have an experience that no other facility in the area can provide. Kitchen Thyme's goals are to create a culinary arts facility where caterers, chefs, food trucks, culinary students, home-based bakers, and restaurants can prepare food to be sold for profit, teach the community how to prepare food, perfect cooking techniques, and for overflow for their existing space.