

A Project Report On

**“A study on Consumer Attitude towards Retail Image with Special Reference to LIFE LINE
FEEDS INDIA PVT LTD ”.**

Submitted By

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USN: 4AL17MBA40

Submitted To



VISVESHVARAYA 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. Yogesh Dixit

Assistant Professor

AIET

EXTERNAL GUIDE

Mr. Tejas Prasad Shenava

HR Manager

Life Line Feeds (I) Pvt Ltd

Chikmagalur.

DEPARTMENT OF BUSINESS ADMINISTRATION

ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY

SHOBHAVANA CAMPUS, MIJAR

MOODBIDRI

August 2019-20



Life Line Feeds (India) Pvt. Ltd.,

(An ISO 9001 : 2015 Certified Company)

Ref: LLF/HRD/6356/2018-19
Date: 16-02-2019

Certificate

This is to certify that **Ms.Spandana K.S (USN 4AL17MBA40)** is the student from **Alvas** has undergone Internship work during the period from 03rd Jan 2019 to 16th Feb2019 in our organization at Chikmagalur, Karnataka.

She has given all kind of exposure to complete the above said project.

We wish her all the very best.

For Life Line Feeds (India) Pvt. Ltd

Senior Manager-HR



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Certificate

This is to certify that Ms. SPANDANA K S bearing USN 4AL17MBA40 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 CUSTOMER ATTITUDE TOWARDS RETAIL IMAGE WITH SPECIAL REFERENCE TO LIFE LINE FEEDS (I) LTD, CHIKMAGALUR " is prepared by her under the guidance of Prof. Yogesh Dixit, Assistant 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.

Prof. Yogesh Dixit
Internal Guide

Dr. R. Wranton Perez
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EXECUTIVE SUMMARY

Founded in 1985 as animal feed producer and distributor, Life Line Feeds has successfully defined its objectives and positioned itself as one of the leading organization in the poultry industry in Chikmaglur. Today Life Line Feeds has extended its operations to other cities in Karnataka .With strong dedication and workforce, Life Line Feeds aims at delivering high quality and cost competitive poultry products to its customers.

Life Line industry was commenced with very small working capital .Now it is much popularized in poultry sector in Karnataka. Now the life line's is well organized to make them as top three in Karnataka.

Life Line Feeds (India) Pvt. Ltd are the market leaders in chickmaglur. Most of the consumers are happy about the product. The quality and service are main attributes which will attract the consumer's .But only few consumers are aware about the feeds. Therefore advertisement and creating awareness about the product is necessary. Most selling products are eggs and bird.

The main objective of the study is to know the market standing of Life Line Feeds (India) Pvt. Ltd. This project also defines the Consumer Attitude towards Retail Image with Special Reference to LIFE LINE FEEDS INDIA PVT LTD".