

Project report on
“A STUDY ON PROMOTIONAL ACTIVITY AT HARSHA”

BY
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Submitted to



VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELGAUM

In partial fulfillment of the requirement for the award of degree of
MASTER BUSINESS ADMINISTRATION

Under guidance of

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TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Mr. Abhishek H D** bearing Reg No 4AL18MBA02, M.B.A student from Alvas Engineering and Technology, Moodubidri, has done his project on "**Promotion Activity**" in Harsha Mangaluru 1 from 01.01.2020 to 16.02.2020.

During the project he was taking keen interest in learning those subjects connected to his studies. He was found hard working and sincere.

We wish him every success.

For **PRAKASH RETAIL PVT.LTD,**


B.N.AMIN
GENERAL MANAGER HR





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CERTIFICATE

This is to certify that **ABHISHEK H D** bearing USN **4AL18MBA02**, is a bonafide student of PG Department of Business Administration of Alva's Institute of Engineering and Technology, Mijar, affiliated to Visvesvaraya Technological University, Belagavi. The project report titled "**A STUDY ON PROMOTIONAL ACTIVITIES AT HARSHA**" is prepared by him under the guidance of Mrs. Priya Sequeira, Assistant Professor, PG 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.

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DECLARATION

I, ABHISHEK H D bearing **USN: 4AL18MBA02**, hereby declare that project report on **“PROMOTIONAL ACTIVITY AT HARSHA”** is prepared by me under the guidance of Mrs. **PRIYA SEQUEIRA** Assistant professor, PG Department of Business Administration studies, Alva’s Institute of Engineering and Technology.

I also declare that this project report works towards the partial fulfillment of the university regulation for the award of Degree of Master of Business Administration by Visvesvaraya Technological university, Belgaum.

I have undergone an internship project for a period of six weeks. I further declare that this project based on original study undertaken by me and has not been submitted for the award of any degree/ diploma from any other institute/ university.



Place: Mijar

Date: 29/06/2020

Signature of the student

(4AL18MBA02)

ACKNOWLEDGEMENT

I wish express my sincere gratitude to all those who have spent their valuable time and continued to encourage me in completion of my project work at **HARSHA** in Mangalore. My special thanks to management of **HARSHA** for granting me the permission to undertake this study on “**STUDY ON PROMOTINAL ACTIVITY AT HARSHA**”. Without their support it would not have possible to complete this project. I am very grateful to my external guide **Mr. B. N. Amin, General Manager, HR Department**, for providing me the necessary inputs and guiding me throughout the project.

I am extremely thankful to the HOD **DR CLARET MENDONCA**, PG Department of Business Administration, Alva’s institute of engineering and technology, also thankful. **MS Priya Sequeira, Assistant Professor, PG** Department of Business Administration. Alva’s Institute of Engineering and Technology, Moodbidri.

I would like to extend my thanks to my family and all my friends who helped to me the completing this project successfully.

Place: Mangalore

Date: 29-06-2020

ABHISHEK H D

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Executive Summary

Indian retail sector is witnessing one of the most hectic marketing activities of all times. The companies are fighting to win the hearts of customers who is 'God' said by the business tycoons. There is always first mover advantage' in an upcoming sector. Here, that advantage goes to "HARSHA". It has brought about many changes in the buying habits of people. It has created formats, which provides all items under one roof at low rates, or so it claims. In this project, I studied its promotional activities.

The project titled "A study on promotional Activities at Harsha" helped me to understand the effect of promotional strategy which is responsible for attracting customers towards Harsha. This study is helpful to top level management to improve the present promotional strategy of Harsha.

The project was carried out as per the steps of marketing research. The well supportive objectives were set for the study. To meet the objectives primary research was undertaken. The data collection approached adopted was experimental research and survey research. The target respondents were the visitors of Harsha, with the samples of 100 for the study of sales promotional activities of the company. Tables and chart were used to translate responses into meaningful information to get the most out of the collected data.