

**“A PERCEPTUAL STUDY OF RELATIONSHIP BETWEEN BRANDING AND
CUSTOMER LOYALTY TOWARDS CHOCOLATES OF GARUDA POLYFLEX
FOODS PVT LTD”**

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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 guidelines of

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DEPARTMENT OF BUSINESS ADMINISTRATION

ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY, MIJAR, MOODBIDRI

(2019-2020)



In Partnership With Polyflex

GARUDA POLYFLEX FOODS PRIVATE LIMITED



REFF : GPFL/HRD/2020/A1793

DATE : 24/02/2020

CERTIFICATE

This is To Certify That **Ms. Jyothi, 4AL18MBA33**, MBA student of **Alva's Institute of Engineering & Technology, Mijar, Moodabidre** has Successfully Completed her Project work on the subject of "A Perceptual study of relationship between Branding and customer royalty towards chocolates of Garuda Polyflex Foods Pvt Ltd Bangalore", during the period from 01.01.2020 to 15.02.2020, as a part of her MBA course. During the above period her conduct and performance are found good. We wish her all the best for her future endeavours.

For M/S Garuda Polyflex Food Pvt Ltd.,

Mr. Shrinidhi Thulapule

General manager



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CERTIFICATE

This is to certify that **JYOTHI** bearing USN **4AL18MBA33**, 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 PERCEPTUAL STUDY OF RELATIONSHIP BETWEEN BRANDING AND CUSTOMER LOYALTY TOWARDS CHOCOLATES OF GARUDA POLYFLEX FOODS PVT LTD**" is prepared by her 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, JYOTHI, hereby declare that the Project report entitled "A PERCEPTUAL STUDY OF RELATIONSHIP BETWEEN BRANDING AND CUSTOMER LOYALTY TOWARDS CHOCOLATES OF GARUDA POLYFLEX FOODS PVT LTD" with reference to "GARUDA POLYFLEX FOODS PVT LTD, BANGALORE" prepared by me under the guidance of Mrs PRIYA, Assistant professor, faculty of MBA department, ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY and External assistance by Mr. Srinidhi, Marketing Manger, Garuda Polyflex Foods Pvt Ltd, Bangalore. I also declare that this project work is towards the partial fullfilment of the university. Regulations for the award of degree of Master of Business Administration by Visvesvaraya Technological University, Belgum. I have undergone a summer project for a period of Six weeks. I further declare that this project is based on the original study undertaken by me and has not been submitted for the award of any degree/diploma from any other University/ Institution.

Place: Mijar

Date: 20/06/20.



JYOTHI

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“Gratitude is not a thin-g of expression: it is more matter of feeling”.

There is always a sense of gratitude which one express toward other for their help and supervision in achieving the goal. The formal piece of acknowledgement is an attempt to express the feeling of gratitude towards people who helpful me in successfully completing of my training.

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With sincere regards

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EXECUTIVE SUMMARY

This project entitled “A perceptual study on relationship between branding and customer loyalty” is submitted in partial fulfillment 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 Gerry Gone Mad chocolates Bangalore to collect the data.

This internship has been done Garuda Polyflex Foods Pvt ltd, Bangalore 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 are an asset for the company. GP FOODS LTD. provides healthy as well as quality products to its customers at least cost. In Bangalore region, there are, majority of the respondents are loyal customers towards GP Ltd. Customer like to recommend the GERY GONEMAD chocolates to their friends and relatives because they felt that, quality of GERY GONEMAD chocolates is good and availability of chocolates are at reasonable price. GONE MAD 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.