

**A STUDY ON  
SUPPLY CHAIN MANAGEMENT AND LOGISTICS WITH  
REFERENCE TO BIG BAZAAR ATTAVAR, MANGALORE**

Submitted By  
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Submitted To

**VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELGAUM**

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

**MASTER OF BUSINESS ADMINISTRATION**

Under the Guidance Of

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**POST GRADUATION DEPARTMENT OF BUSINESS ADMINISTRATION**  
**ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY**  
**SHOBHAVANA CAMPUS, MIJAR, MOODBIDRI**

**2018 – 2020**

# FUTURE RETAIL

15.02.2020

## TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Ms. Srilaxmi Bhat** reg no: 4AL18MBA75 pursuing II MBA, affiliated to Visvesvaraya Technological university Belagavi, student of **Alva's Institute of Engineering & Technology** completed her Internship from **1st January 2020 to 15th February 2020** in our organization.

Her performance during Project work was Good.

We wish all the best for her future tenure..

**FUTURE RETAIL LIMITED**

**Big Bazaar, Mangalore**



**Rakesh Acharya**

**HR Manager**

**BIG BAZAAR**  
(Div of Future Retail Ltd.)  
Shanker Vittal Compound, N.G. Road  
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MANGALORE 575001 KARNATAKA

**Future Retail Limited** [Formerly known as Bharti Retail Limited]

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24 June 2020

### CERTIFICATE

This is to certify that **SRILAXMI BHAT** bearing USN **4AL18MBA75**, 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 on "**A STUDY ON SUPPLY CHAIN MANAGEMENT AND LOGISTICS WITH REFERENCE TO BIG BAZAAR, ATTAVAR, MANGALORE**" is prepared by her under the guidance of Mrs. Maithri, Senior Lecture, 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.

Mrs. Maithri  
Signature of Internal Guide

Dr. Claret Mendonca  
Signature of HOD

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Dr. Peter Fernandes  
Signature of Principal

PRINCIPAL  
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### **DECLARATION**

I, **SRILAXMI BHAT**, hereby declare that the Project report entitled “**A Study on SUPPLY CHAIN MANAGEMENT AND LOGISTICS** ”with reference to “**BIG BAZAAR,ATTAVAR,MANGALORE** ” prepared by me under the guidance of **MRS.MAITHRI RAO** , Senior Lecturer of M.B.A Department, Alva’s Institute of Engineering and Technology, MIJAR and external assistance by**MR.ASHISH BARETTO** , Store Manager, Big Bazaar , Mangalore . I also declare that this Project work is towards the partial fulfilment of the university regulations for the award of degree of Master of Business Administration by Visvesvaraya Technological University,BELGAUM.I have undergone a summer project for a period of twelve weeks. I further declare that this project is based on the original study undertaken by me .



Signature of the student

Place :

Date :

## **ACKNOWLEDGEMENT**

Acknowledgement is a valuable feeling expressed to valuable people in our life. I take this opportunity to express my deep sense of gratitude to my external guide **Mr. Ashish Baretto** for his guidance and allowance for me to undergo summer internship / project in his branch.

I also express my deep sense of my gratitude to my internal guide **Mrs. Maithri**, Senior Lecturer, Dept. of MBA at Alva's Institute of Engineering and Technology.

I extend my heartfelt thanks to my beloved HOD Dr. Claret Mendonca and Dr. Peter Fernandez, the Principal of Alva's Institute of Engineering and Technology for their valuable support and motivation.

My deep sense of gratitude to the entire team of BIG BAZAAR for their continuous and steadfast support and encouragement during my project.

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## **EXECUTIVE SUMMARY**

**BIG BAZAAR follows** values such as Leadership, Respect and Humility Valuing and Nurturing Relationships Simplicity and Positivity, Adaptability. This research helped me in analysing the customers view regarding the product and services offered by BIG BAZAAR and awareness by promotion and also identifying the market potential of BIG BAZAAR.

The project was carried out in with an objective of knowing satisfaction level of customer at BIG BAZAAR and do customers are aware about the different type's product and service and different offers provided at BIGBAZAAR. The total sample size taken was one hundred (100) from various customers of Mangalore at BIG BAZAAR.

The research shows that the customer satisfaction at BIG BAZAAR is very good and so many customers are not aware of the product and services provided by the BIG BAZAAR which are not provided by any other retail stores. On the other hand, BIG BAZAAR has its own existing customers who are more satisfied by the working style of retail store. The regular customers demand continuous updates about the new offers and other products at BIG BAZAAR.