

A STUDY CONDUCTED ON RETAILER'S PERCEPTION TOWARDS BISLERI HAND
PURIFIER WITH SPECIAL REFERENCE TO BISLERI INTERNATIONAL PVT. LTD
BANGALORE

BY

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Submitted To



VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI

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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Assistant Professor

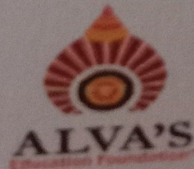
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EXTERNAL GUIDE

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Project Manager

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PG DEPARTMENT OF BUSINESS ADMINISTRATION
ALVA'S INSTITUTE OF ENGINEERING & TECHNOLOGY
SHOBHAVANA CAMPUS, MIJAR, MOODBIDRI, 2020-21



BISLERI INTERNATIONAL PVT. LTD.

5th April, 2021

CERTIFICATE

This is to certify that **Mr. Chalthanya Kumar Shetty** (Reg. no. 4AL19MBA13) a student of MBA at Alva's Institute of Engineering & Technology, Mangalore, affiliated to VTU University, has completed his summer internship project with Bisleri International Pvt. Ltd. from 25th Feb, 2021 to 05th April, 2021 with our guidance and supervision.

During the period, we have found him to be hardworking and sincere.

We wish him good luck in all his future endeavor.

For Bisleri International Pvt. Ltd.,

Authorized Signatory

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CERTIFICATE

This is to certify that **CHAITHANYA KUMAR SHETTY** bearing USN **4AL19MBA13**, 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 CONDUCTED ON RETAILERS PERCEPTION TOWARDS BISLERI HAND PURIFIER WITH SPECIAL REFERENCE TO BISLERI INTERNATIONAL PVT. LTD, BANGALORE**" is prepared by him under the guidance of Mrs. Priya Sequencia, 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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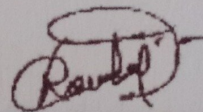
Signature of Internal Examiner
Name & affiliation

Signature of External Examiner
Name & affiliation

Declaration

I, Chaithanya Kumar Shetty, hereby declare that the project report entitled "A study conducted on Retailers perception towards Bisleri hand purifier with special reference to Bisleri International Pvt. Ltd, Bangalore" prepared by me under the guidance of prof. Priya Sequeira, faculty of MBA department, Alva's Institute of Engineering and Technology Moodbidri and external assistance by Mr. Sandeep M.M, Bisleri International Pvt. Ltd Bangalore. 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 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.



Signature of the student

Place: Mijar, Moodbidri

Date: 19/07/2021

Acknowledgement

The completion of a task by shaping and achieving the objective often a result of valuable contribution of number of individuals, directly and indirectly.

Firstly, I thank almighty god for showering his choicest blessing and keeping me in good health the tenure of the project.

I wish to express my heartfelt gratitude to a number of people who have been associated with me throughout this project. At the outset I would like to acknowledge my gratitude to **Prof. Priya Sequeira, PG Department of Business Administration**, to her regular supervision and valuable suggestion. I am Thankful to **Mr. Sandeep M.M** of "**Bisleri International Pvt. Ltd**" and staff for granting permission and providing requisite information regarding the project.

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Executive Summery

The research project entitled **“A Study conducted on Retailers perception towards Bisleri hand purifier with special reference to Bisleri International Pvt. Ltd, Bangalore”** is an attempt to know the retailer's perception and opinion about the Bisleri Hand Purifier, in order to recognise the prospective customers, retailers and their opinion which helps in developing the product in better way. Bisleri hand Purifier is a newly launched product in 3 fragrances namely Citrus, Fresh and Floral. Since the company has diversified the product the project anticipated to collect the perceptions of retailers and customer's awareness on these products.

Bisleri International Pvt. Ltd has launched its products when the products does not had much demand over market and during the phase a lot of local and branded products are already entered into the market. These products are already has created the image in the minds of the customer and gained the trusts of retailers. Hence the Bisleri hand purifier has the tough competition from the market from existing producers.

The sole purpose of this study is to understand retailer's opinion about the product and its performance in terms of sales; other objectives include identifying expectations of retailers towards the product in terms of profit margin, schemes and offerings. This study also serves as guidelines for the respective company.

The descriptive research method will be used as a research method. In this study the data was collected from the retailers or dealers of Bisleri International Pvt. ltd through personal interview using structured questionnaire. The population for the study is retailers or dealers of Bisleri International Pvt. Ltd and the size of sample is 100. The data for study was collected to convenience of researcher.