

SYNOPSIS

ON

“TITLE OF THE PROJECT”

UNDER SUPERVISION OF:

.....

SUBMITTED BY

.....

ENROLLMENT NO :

Submitted in partial fulfillment of the requirements for qualifying

.....



**INSTITUTE OF MANAGEMENT TECHNOLOGY
CENTRE FOR DISTANCE LEARNING
GHAZIABAD
YEAR**

1. TITLE OF THE PROJECT

IMT.PROJECTHELPLINE.IN

2. STATEMENT OF THE PROBLEM

The study will be related to strategies for promoting retailers brands of Big Bazaar. There is a wide range of marketing elements that retailers may consider in obtaining the competitive advantage on the market, such as: selection of adequate merchandise, pricing policy, layout, customer service policy, etc.

3. OBJECTIVES OF THE STUDY

1. To identify the various strategies for promoting Big Bazaar retailer brands in Delhi.

4. RESEARCH METHODOLOGY

Methodology: Primary Data

Method you will use to present data: Classification & tabulation transforms the raw data will be collected through questionnaire in to useful information by organizing and compiling the bits of data contained in each questionnaire

Method you will use to classify data: PRIMARY DATA:
SECONDARY DATA:

No. of respondent 50

Location of study:

Explain the criteria for selection of sample population and size : Sampling unit of our study will be in Big Bazaar, Delhi. We will select 50 employees from Big Bazaar.

Company name:

5. COMPANY PROFILE

6. QUESTIONNAIRE

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7. REFERENCES

- Amine, A. and Cadenat, S. (2013), —Efficient retailer assortment: a consumer choice evaluation perspective, International Journal of Retail & Distribution Management, Vol. 31 No. 10, pp. 486-97.
- Berman, B. and Evans, J.R. (2012) Retail Management, Prentice Hall, Upper Saddle River, New Jersey.
- Borden, N. H. "The Concept of Marketing Mix." Journal of Advertising Research. Vol.4 No. June, (2012): 2-7.

8. CHAPTERISATION

Detailed/final Project Report will include the following chapters

1. Introduction
2. Objectives of the study
3. Review of Literature
4. Research Methodology
5. Data Analysis and Interpretation
6. Findings and Recommendations of the study
7. Conclusion
8. Limitations of the study

Bibliography

Annexure