

PROJECT REPORT ON

**“A STUDY ON CUSTOMER BRAND LOYALTY, WITH SPECIAL
REFERENCE TO BATA INDIA LIMITED, TUMKUR.”**

Submitted by

Ms. NIVEDITHA J

(1SV21BA028)

Submitted to

VISVESVARAYA TECHNOLOGICAL UNIVERSITY- BELAGAVI

In partial fulfillment of the requirement for the award of the degree of

MASTER OF BUSINESS ADMINISTRATION

Under the Guidance of

INTERNAL GUIDE:

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Store Manager

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DEPARTMENT OF MBA

SHRIDEVI INSTITUTE OF ENGINEERING AND TECHNOLOGY

Sira Road, Tumakur-572106, Karnataka.

2021-2023

Bata Shoe bazaar

Aishwarya Arcades "23rd" cross, S.I.T. Main Road, Tumkur-572102

Ref /003/2023

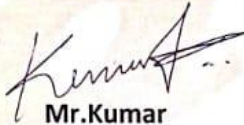
Date: 27.05.2023

This is to certified that **Miss Nivedita J** bearing USN number **15V21BA028** a MBA student of Sridevi Institute of Engineering and Technology has successfully completed her project from 17/04/2023 to 27/05/2023 (6 weeks)

She has completed her project titled "**A study on customer brand loyalty with special reference to Bata India Limited, Tumkur**"

we wish her all the best for her future career....

Bata


Mr. Kumar

BATA INDIA LTD.,
Store Manager
Bata Shoe Stores
Aishwarya Arcade, 23 Cross,
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ESTD 2002



CERTIFICATE

This is to certify that **Ms. NIVEDITHA J** bearing USN (ISV21BA028) is a bonafide student of Master of Business Administration course of **SHRIDEVI INSTITUTE OF ENGINEERING AND TECHNOLOGY (2021-23)** Affiliated to Visvesvaraya Technological University, Belagavi. Project work on "A STUDY ON CUSTOMER BRAND LOYALTY, WITH SPECIAL REFERENCE TO BATA INDIA LIMITED, TUMAKURU", is prepared by her under the guidance of Mr. Praveen Kumar T.M, Associate professor, Department of MBA, in partial fulfillment of the requirement for the award of the degree of "Master of Business Administration" of Visvesvaraya Technological University, Belagavi.

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Date: 04/09/2023

Place: Tumkur