

REPORT on “Survey to Understand Consumer Preferences Towards Quality of Food and Health Benefits thereof to Enhance the Operations, Marketing and Merchandising Aspects of Swagat Bhandar”

Introduction:

The Marketing department of MKSSS's Smt. Hiraben Nanavati Institute of Management and Research emphasizes on providing contemporary education to the students through various activities and initiatives. This semester the department signed a MoU with Swagat Bhandar for undertaking Sales Activity at Swagat Bhandar at Laxmi Road, Pune.

The activity was scheduled for 3 consecutive days in the month of November 2019. Total number of 8 students from Marketing specialization participated in this activity.

Objectives:

The objectives of the activity were:

1. To Understand Consumer Preferences Towards Quality of Food and Health Benefits thereof.
2. To conduct in depth study on perception of customer about store image, product mix, store operations and service to Enhance the Operations, Marketing and Merchandising Aspects of Swagat Bhandar.

