

**“Paradigm Shift InThe Buying Pattern Of Watches Post Covid At
Shoppers Stop, Durgapur” –A Study**



A Summer Internship Project Report

SUBMITTED BY:

RICHIK SAHA

UNIVERSITY ROLL NO.-12000921022

SUBMITTED TO:

Faculty Of Management Studies



Under The Supervision Of:

Internal Guide:

Dr. Arunava Mookherjee
Professor (Marketing Management)
Faculty of Mgt. Studies, BCREC

External Guide:

Soham Bose
HR Of Shopper's Stop
Durgapur

MAULANA ABUL KALAM AZAD UNIVERSITY OF TECHNOLOGY

CERTIFICATE

SHOPPERS STOP

1st September 2022

TO WHOM IT MAY CONCERN

This is to certify that Mr. Richik Saha a student of **Dr. B.C. ROY ENGINEERING COLLEGE,** Durgapur has successfully completed his internship project from **04.07.2022** till **01.09.2022** at Operations Department of Shoppers Stop Limited – Junction Mall, Durgapur.

During the period of his internship he was found punctual, hardworking and inquisitive.

We wish every success in his life.

From Shoppers Stop Limited,

Soham Bose

Soham Bose

Customer Care Associate &

Unit HR Head

Shoppers Stop Limited

Shoppers Stop Limited

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T + 91 22 4979093, F + 91 22 2809897, CN : 151904MF199791C08758. E-mail: ss at customer.care@shoppersstop.com ,
Customer Helpline T + 020 62386400 Toll Free No. T + 1-800-149-6565 (9 am to 9 pm).