

SUMMER INTERNSHIP PROJECT REPORT,

ON

“A Study to Identify the Factors Affecting Consumer Purchase Intent for Women's western Casual Wear Section at Shoppers' Stop, Durgapur”

SHOPPERS STOP

START SOMETHING NEW

This Project is submitted for the partial fulfilment of Master of Business Administration from MAKAUT University



**DR. B.C ROY ENGINEERING COLLEGE,
FACULTY OF MANAGEMENT STUDIES**

Report submitted by:

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Institute-Dr. B.C. Roy Engineering College, Durgapur

Course- MBA (2022-2024)

Project Mentor- Prof. Dr. Arunava Mookherjee

Company Name – Shoppers' Stop

Industry Mentor-- Soham Bose

SHOPPERS STOP

TO WHOM IT MAY CONCERN

We wish every success in her life.

Soham Bose
Customer Care Associate &
Unit HR Head
Shoppers Stop Limited

Shoppers Drug Limited

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