

Summer Internship Project Report On

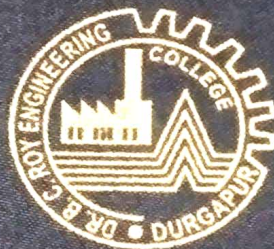
"A Study to Identify the Factors Affecting Consumer Purchase Intent for Women's Western Formal Wear Section at Shoppers' Stop, Durgapur"



SHOPPERS STOP

START SOMETHING NEW

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



**Dr. B. C ROY ENGINEERING COLLEGE
FACULTY OF MANAGEMENT STUDIES**

Report Submitted by:

Name	: Sohini Sen
Roll No	: 12000922052
Institute	: Dr.B.C.Roy Engineering College, Durgapur
Course	: MBA (2022-2024)
Project Mentor	: Dr. Arunava Mukherjee
Company Name	: Shoppers Stop Limited
Industry Mentor	: Soham Bose

CERTIFICATE FROM THE ORGANIZATION

SHOPPERS STOP

16th August 2023

TO WHOM IT MAY CONCERN

This is to certify that Ms. Sohini Sen a student of Dr. B.C. ROY ENGINEERING COLLEGE, Durgapur has successfully completed her Internship project from 15.06.2023 till 14.08.2023 at Operations Department of Shoppers Stop Limited - Junction Mall, Durgapur.

During the period of her Internship, she was found punctual, hardworking and inquisitive.

We wish every success in her life.

From Shoppers Stop Limited,
SHOPPERS' STOP LIMITED

Soham Bose.
Customer Care Associate
And Unit HR Head

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

Shoppers Stop Limited
Junction Mall, Mooda - Landmark: T3, Bldg-74, City Center Durgapur, Dist. Bardhaman, Durgapur - 713216, West Bengal. T + 91 343 660666.
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(Customer Care) T + 91 22 625 97500 (Toll Free) T + 1 800 499 6666 (Toll free to 9 pm)