

EXECUTIVE SUMMARY

The project is carried on “**A STUDY ON CUSTOMER SATISFACTION ON SYNERGY INNOVATION**’ at Bangalore. This project mainly about how consumers were buying their products and their behavior patterns. It concentrates on over all purchasing parity of consumers; they were focus on price of the product, quality, offers and discounts, gift vouchers, coupons etc. and responses towards on Big Bazaar in Bangalore. Consumers focused on employee helpfulness, and customer preferences etc. The basic objective of the study is consumer’s perception towards Big Bazaar Bangalore. It may analyzing and interpretation of data for decision making in consumer prospective.Hence the project report entitled “**A STUDY ON CUSTOMER SATISFACTION ON SYNERGY INNOVATION BANGALORE**” is undertaken in partial fulfillment of MBA 4th semester in Acharya Institute Of Technology Bangalore.