

## EXECUTIVE SUMMARY

The Indian Retail Industry, which is the largest industry in the country, contributes 10% of gross domestic product ( GDP) and about 8% of employment and 5% of its annual compound growth rate. The retail industry in India is one with a number of players and sufficient numbers of competition, one of the most dynamic and fast-growing industries.

The project was carried out in Major Bazar, Bangalore. This is a forerunner of the future group, a retail company with a turnover of 20,000 cores per annum.

The key aim of the analysis was to assess the effect on sales of Rajajinagar Bangalore visual merchandising in Big Bazaar. Visual merchandising is a practice in the retail industry that designs and creates a three-dimensional display that draws consumers and maximizes sales. The promotions, offers and launches for a new product, window displays and for brand name awareness can be illustrated for all products and services.

Visual merchandising is essential part of Retail sector where stores showcase their innovation through product and goods display. To attract the customer through their products and services which are need for the customer for their daily chores it also helps the consumer to buy the products. Through signs and boards which are systematically arranged in the Big Bazaar that is an art they have been practiced to make easily available of essential goods for the customer.