

EXECUTIVE SUMMARY

The report includes “A STUDY ON VISUAL MERCHANDISING OF APPARELS AT BRAND FACTORY”. Brand factory is one of the best discount retailers in the country, it’s main aim is to provide a discount-based apparels to the customers in society. And it mainly flows on discount base activities the primary objective of the study is to find out the part of Visual Merchandising in motivation of purchasing (impulse buying) of customer.

The project report is accepted to carry out by the supervision of BRAND FACTORY a discount retail store it is situated at Heera High Life Keston Rd, Thiruvananthapuram Kerala 695003. The major reason for the project to find out the visual merchandising, will it affect the customer opinion towards the particular product in the store. As for the need of the study I have taken a partly secondary data and primary data.

The visual merchandise gives you an outline of the apparel industry and its affectivity of the process of the sector. The hypothesis end result showing there is a significant relationship between visual merchandising and customers, and the whole performance of company is good, the company should raise the pleasant appearance of Visual Merchandising and window display.