

EXECUTIVE SUMMARY

A challenge file at the Customer A **STUDY ON CUSTOMER EXPECTATION TOWARDS PRODUCT AND SERVICES OFFERED BY K-MART** for period of six weeks is a knowledgeable and practice publicity to find out about the Industry **K-MART**.

The objective of this document is to summarize the activities I apprehend as a part of my six weeks mission at **K-MART** I needed to work in coordination with the enterprise's all branch's humans to get the specified records and to realize the operating surroundings.

The undertaking record became carried out at "**K-MART**" with an intention to recognize the customer courting control of industry and it's miles to analyse the business enterprise and to learn in sensible manner.

Overall examine associated with **K-MART**, it includes enterprise and enterprise profile, its background and the nature of business, Vision and Mission, Quality Policy, Product and Service profile, Competitors Information, Future Growth and Prospectus of the organization.

SOWT Analysis version with case examine of **K-MART**. Conceptual Background and economic announcement for the final two years are executed to apprehend the enterprise present repute.