

EXECUTIVE SUMMARY

The MBA programme at Visvesvaraya Technological University offers a one-of-a-kind curriculum that requires MBA students to work on a significant project report with any business house for six weeks during the third semester. I started my project in Kerala State Rubber Cooperative Limited (RUBCO) and passed through various departments of the organization like production, Human Resource (HR) Marketing, and Finance. Hence, I selected the research topic as 'Customer's brand awareness and preference on Rubco mattresses in Rubco sales International Pvt Ltd, Kannur'. Throughout my studies, I was able to effectively communicate with the organization's staff. Staff were eager to provide as much data as possible. After this, I was able to gain first-hand knowledge of the organization's operations and activities. I founded a problem faced by the company for knowing about research Work. The problem is customer is not aware about the particular brand. Due to this customer buy mattresses at cheap quality from local players. For getting the actual reason behind the problem prepared schedule.

Research carried out was descriptive in nature where a structured questionnaire with 20 questions was prepared and used for surveying the customers& manager. The information gathered from various sources is categorised, examined, and summarized. Through the study it is been identified that customer is not that much aware about the particular brand. The report consist of the study of the organization involves the brief profile of the company, history, milestones in the history of the company, apart from this, a brief introduction has been given to each department of the company. This research assisted me in gaining a thorough understanding of Rubco Sales International Pvt, Ltd.