**SIKKIM MANIPAL UNIVERSITY**



 PROJECT PROPOSAL

On

**“STUDY OF INTERNATIONAL FOOTWEAR BRANDS IN THE EMERGING INDIAN MARKETS”**

**(A CASE STUDY OF PUMA)**

**UNDER SUPERVISION OF**

**……………………..**

**SUBMITTED BY**

SEAN SANDHU

ROLL NO. : ………………….

*Submitted in partial fulfillment of the requirements for qualifying*

*Post –Graduate Diploma in International Business Operation (PGDIBO)*

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**March, 2016**

**Student Details:**

1. Name of the program :

2. Name of the Student :

3. Roll Number :

4. Session & Year :

5. Name and address of learning centre :

**1. TITLE OF THE PROJECT**

**“STUDY OF INTERNATIONAL FOOTWEAR BRANDS IN THE EMERGING INDIAN MARKETS”**

**(A CASE STUDY OF PUMA)**

**2. STATEMENT OF THE PROBLEM**

While India was a promising market to many international brands, it was not completely immune to the global economic flu. More than its primary impact on the economy, it sobered the mood in the consumer market. Even the core target group for international brands, that had just begun to splurge, apparently without guilt, tightened the purse strings and either down-traded or postponed their purchases.The study of showing International footwear brands value in the Indian Market. It attempts to understand the buyer decision processes/buyer decision making process, both individually and in groups. It studies characteristics of individual consumers such as demographics, psychographics, and behavioral variables in an attempt to understand people's wants. It describes the How marketers can adapt and improve their marketing international brand campaigns and marketing strategies to more effectively reach the consumers for International Brands.

1. **OBJECTIVES OF THE STUDY**

The objective decides where we want to go, what we want to achieve and what is our goal or destination.

## To study the customer perception& awareness towards the International Footwear brands of puma.

1. To find the level of customer satisfaction for International Footwear brands in the Indian Markets.
2. To know the main factor which motivates customer to buy international Footwear brands?
3. To know the main source of awareness in them about the international footwear brands.
4. To study the influence of international brands on Indian young group.

**Scope:**

My scope of study is very wide. The study will also find the international footwear brands in the emerging India markets.

1. **RESEARCH METHODOLOGY**

Research methodology in a way is a written game plan for conducting research. Research methodology has many dimensions. It includes not only the research methods but also considers the logic behind the methods used in the context of the study and complains why only a particular method of technique has been used. The basic task of research is to generate accurate information for use in decision making. Research can be defined as the systematic and objective process of gathering, recording and analyzing data for aid in making business decisions.

**METHODOLOGY ADOPTED**:- This research is aimed at studying the project of International Footwear Brands in the Emerging Indian Markets.

**RESEARCH DESIGN:-** The research design used in this study was both ‘Descriptive’ and ‘exploratory’.

**DATA COLLECTION METHODS:**

The data will be collected using both by primary data collection methods as well as secondary sources.

**PRIMARY DATA**: Most of the information will be gathered through primary sources’. The methods that will be used to collect primary data are:

1. Questionnaire
2. Interview

**SECONDARY DATA**:Secondary data that will be used are web sites and published materials related to International Footwear Brands in the Emerging Indian Marketsrelevant information of Puma.

The **secondary data** will be collected through:

1. Text Book
2. Magazines
3. Journals
4. Internet

**SAMPLE SIZE**: 100

**SAMPLING TECHNIQUE:**-

The selection of respondents will be done on the basis of convenience sampling (Non- Probability).

**STASTICAL TOOLS:**

MS-EXCEL will use to prepare pie- charts and graphs and MS-WORD will use to prepare or write the whole project report.

**METHOD USE TO PRESENT DATA:**

Data Analysis & Interpretation – Classification & tabulation transforms the raw data will be collected through questionnaire in to useful information by organizing and compiling the bits of data contained in each questionnaire i.e., observation and responses are converted in to understandable and orderly statistics are used to organize and analyze the data:

* Simple tabulation of data using tally marks.
* Calculating the percentage of the responses.
* Formula used = (no. of responses **/** total responses) \* 100

**REPORT WRITING AND PRESENTATION**

Report Encompasses – Charts, diagrams

1. **GUIDE DETAILS:**

 Name of Proposed Guide :

Guide registration No. (If available) :

Designation :

Affiliation :

Qualification :

Total Experience :

Communication Address :

Contact No. :

E-mail ID :