

PROJECT REPORT

ON

**STUDY OF INTERNATIONAL
FOOTWEAR BRANDS IN THE
EMERGING INDIAN MARKETS
(A CASE STUDY OF PUMA)**

SUBMITTED BY

STUDENT NAME

ROLL NO.:

UNDER THE SUPERVISION

.....

PROJECT HELD ONLINE

BONAFIDE CERTIFICATE

This is to certify that the project titled **STUDY OF INTERNATIONAL FOOTWEAR BRANDS IN THE EMERGING INDIAN MARKETS:- A CASE STUDY OF PUMA** is an original work of the Student and is being submitted in partial fulfillment for the award of the **“Post –Graduate Diploma in International Business Operation (PGDIBO)of UNIVERSITY NAME.** This report has not been submitted earlier either to this University or to any other University/Institution for the fulfillment of the requirement of a course of study.

SIGNATURE OF SUPERVISOR

Place: New Delhi

Date : / /

SIGNATURE OF STUDENT

Place: New Delhi

Date : : / /

ACKNOWLEDGEMENT

With Candor and Pleasure I take opportunity to express my sincere thanks and obligation to my esteemed guide It is because of his able and mature guidance and co-operation without which it would not have been possible for me to complete my project.

Finally, I gratefully acknowledge the support, encouragement & patience of my family, and as always, nothing in my life would be possible without God, Thank You!

[STUDENT NAME]

[ROLL NO.]

PROJECTHELPLINE.IN

DECLARATION

I hereby declare that this project work titled **STUDY OF INTERNATIONAL FOOTWEAR BRANDS IN THE EMERGING INDIAN MARKETS:- A CASE STUDY OF PUMA** is my original work and no part of it has been submitted for any other degree purpose or published in any other form till date.

[STUDENT NAME]

[ROLL NO.]

PROJECTHELPLINE.IN

TABLE OF CONTENTS

CHAPTER	CONTENTS	PAGE NO.
	Certificate	
	Acknowledgement.....	
	Declaration.....	
	Executive Summary.....	
	Title of the Project.....	
1.	Introduction to the study.....	
	➤ Company Details.....	
2.	Review of Literature.....	
3.	Objective of the Study.....	
4.	Research Methodology	
5.	Data Analysis and Interpretation.....	
6.	Findings and Recommendation.....	
7.	Conclusion	
	References.....	
	Annexure.....	
	Questionnaire.....	

TITLE OF THE PROJECT
STUDY OF INTERNATIONAL FOOTWEAR
BRANDS IN THE EMERGING INDIAN
MARKETS

(A CASE STUDY OF PUMA)

PROJECTHELP.IN

CHAPTER – 1
INTRODUCTION TO
THE STUDY

PROJECTHELP.NET

Indian market is one of the fast booming markets in the world. It attract most of the Indian and international company towards them. Due to the globalization most of international branded company enter in the Indian market and increase the competition between them. There are different international competitors who are present in the Indian market like Lee, Levi's, PUMA, Nike, Mc Donald, Dominos, Elle etc. These companies try to attract most of Indian customer. Most of the Indian people prefer imported stuff because they think imported company provided better look and they charge lower prices but in the case of Shoes and Garments it's not like that. The study of consumer behavior is the most important factor for marketing of any goods and services.

The consumer behavior suggest how individual, groups and organization select, buy, use and dispose of goods, services, ideas or experience to satisfy their needs and wants. It also clues for improving or introducing products or services, setting price, devising channel set. Since liberalization 100% FDI is allowed in India. This has attracted foreign companies to penetrate the Indian market. The marketers always look for emergent trends that suggest new marketing opportunities and here in India a lot of opportunities are available. While India was a promising market to many international brands, it was not completely immune to the global economic flu. Many international brands such as rebook, Puma, and Prada entered India in 2008, targeting the luxury or premium segment

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.

COMPANY DETAILS

PROJECTHELPLINE.IN

We are committed to working in ways that contribute to the world by supporting creativity, sustainability and peace and by staying true to the values of being Fair, Honest, Positive and Creative in decisions made and actions taken.

The foundation for our activities is **PUMAVision** – a concept that we intend to guide our work with its three core programs PUMA.Creative, PUMA.Safe and PUMA.Peace.

PUMA.Safe comprises our initiatives and commitment for environmental protection and improved working conditions that have been in place for many years now. They will be complemented by new programs, which focus on implementing cleaner, safer and more sustainable systems and processes within the supply chain. **PUMA.Peace** supports the global Day of Ceasefire on September 21 every year through its initiative “One Day One Goal”, which aims at getting people to play football with the idea that the power of sports will unite people in peace. The initiatives of **PUMA. Creative** – creativity as the core competence of the brand - aim at bringing together artists and different organizations for a mutual creative exchange and offering them an international platform.

CHAPTER - 2

REVIEW

OF LITERATURE

PROJECTHELP.NET.IN

The literature for review to be collected from secondary sources such as magazines, articles, reports, budgets, news paper etc to highlight the problems and findings of the study done by many research and business professionals.

Doherty, Anne Marie 2000

Research on the internationalization of retail firms has focused on many diverse themes such as the motivations for internationalization, individual company experiences and the direction and extent of international retail activity. One particular aspect of the retailer internationalization process that has remained relatively under researched is entry mode choice. Furthermore, while research on fashion retailing is increasing, the internationalization of the sector has been largely neglected in the literature. The aim of the current work is to provide an initial attempt at redressing this research gap. The paper reports findings from an in-depth study into the entry mode choice decision process of seven major UK international fashion retailers. It is found that entry mode strategy emerges over time as a result of a combination of historical, experiential, financial, opportunistic, strategic and company-specific factors. The globalization of fashion brands has occurred as major fashion designer houses have expanded their product ranges and diversified into middle-market diffusion lines. Central London has been the target for some of this development activity in the 1990s. Charts the growth of designer outlets in the UK capital with particular attention to foreign companies and their market-entry strategies.

A consumer, making a purchase decision will be affected by the following three factors:

1. Cultural and sub culture Factor

2. Social Factor 3. Personal Factor

•Culture and Sub-culture--Culture refers to the set of values, ideas, and attitudes that are accepted by a homogenous group of people and transmitted to the next generation. Culture also determines what is acceptable with product advertising. Culture determines what people wear, eat, reside and travel. Cultural values in the US are good health, education, individualism and freedom. In American culture time scarcity is a growing problem that is change in meals. Big impact on international marketing. Culture can be divided into subcultures

Christopher M. Moore, John Fernie, Steve Burt, (2000)

Addresses an area which has been neglected in the international retailing literature; the internationalization of the fashion designer's brand. Initial exploratory research revealed that there were 114 international fashion design houses competing for a global market of around £24 billion. Further research by postal questionnaire to entrants into the UK market, in addition to semi-structured interviews with European and US designers, confirmed that this market was buoyant, fuelled by the development of diffusion lines for the mass market. Identifies four stages of market development: wholesale channels to department stores; the creation of ready-to-wear flagships; large diffusion flagships; the opening of stores in provincial cities. In order to acquire capital to enable this expansion, over 60 per cent of all fashion designers are now public limited companies. Even then franchising of stages 3 and 4, diffusion line development, is often franchised to third parties with the designer maintaining control over the product and its brand image. Between 20-30 per cent of gross margin is spent on advertising support to create global campaigns to enhance brand image in foreign markets. However, there is increasing tension between the desire to be exclusive

yet becoming involved in product line extensions and widespread distribution which could ultimately dilute the brand's value.

PROJECTHELPLINE.IN

CHAPTER - 3

OBJECTIVES

OF THE STUDY

PROJECTHELP.NET.IN

Fixing the objective is like identifying the star. The objective decides where we want to go, what we want to achieve and what is our goal or destination.

1. To study the customer perception & awareness towards the International Footwear brands of puma.
2. To find the level of customer satisfaction for International Footwear brands in the Indian Markets.

PROJECTHELPLINE.IN

CHAPTER – 4

RESEARCH METHODOLOGY

PROJECTHELP.NET.IN

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 explains why only a particular method or 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 was collected using both by primary data collection methods as well as secondary sources.

PRIMARY DATA: Most of the information was gathered through primary sources'. The methods that were used to collect primary data are:

- a) Questionnaire
- b) Interview

SECONDARY DATA: The **secondary data** was collected through:

- a) Text Book
- b) Magazines
- c) Journals
- d) Internet

CHAPTER – 5
DATA ANALYSIS AND
INTERPRETATION

PROJECTHEPLINE.IN

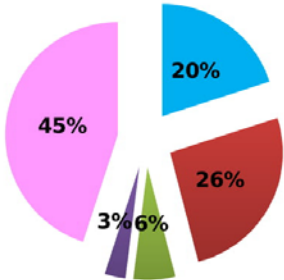
Q1. Do you agree that Puma footwear is good compare to any other international brand?

TABLE -1

Criteria	Frequency	Percentage
Strongly Agree	20	20%
Agree	26	26%
Disagree	6	6%
Strongly Disagree	3	3%
Neutral	45	45%

Percentage

- Strongly Agree
- Agree
- Disagree
- Strongly Disagree
- Neutral



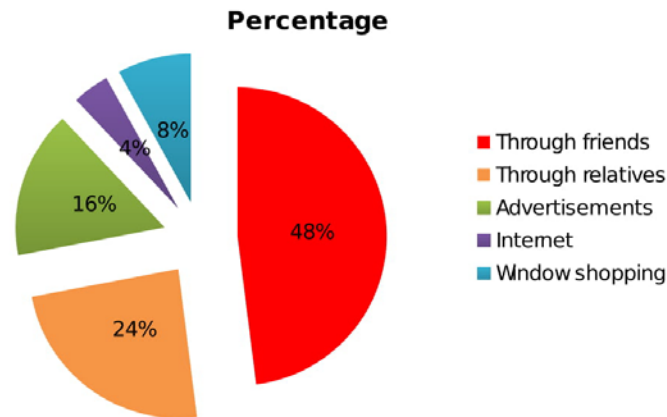
ANALYSIS & INTERPRETATION

As per shown in the above pie graph, 45% of respondent Neutral that Puma footwear is good compare to any other international brand, 26% of respondent said agree, 20% of respondent strongly agree, 6% of respondent said disagree and 2% of respondent said strongly dissatisfied.

Q2. How did you get to know about Puma footwear brands?

TABLE -2

Criteria	Frequency	Percentage
Through friends	48	48%
Through relatives	24	24%
Advertisements	16	16%
Internet	4	4%
Window shopping	8	8%



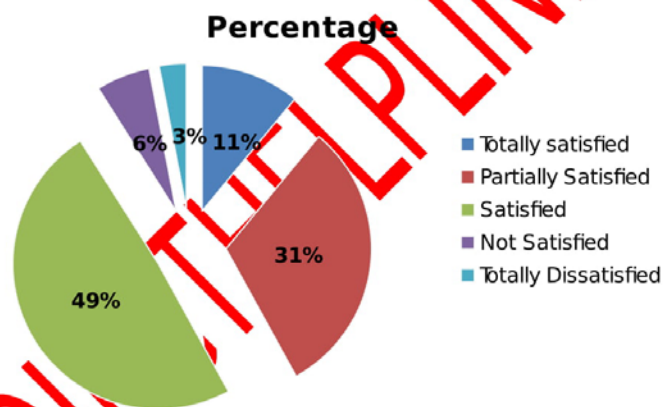
ANALYSIS & INTERPRETATION

As per shown in the above pie graph, 48% of respondent get to know about Puma footwear brands through their friends, 24% of respondent get to know about Puma footwear brands through relatives, 16% of respondent get to know about through Advertisements, 4% of respondent get know through Internet and other 8% of respondent know through Window shopping.

Q3. Is this your first purchase from Puma footwear? Please rate it.

TABLE -3

Criteria	Frequency	Percentage
Totally satisfied	11	11%
Partially Satisfied	31	31%
Satisfied	49	49%
Not Satisfied	6	6%
Totally Dissatisfied	3	3%



ANALYSIS & INTERPRETATION

As per shown in the above graph, 49% of respondent satisfied to their first purchase from Puma footwear, 31% of respondent said Partially Satisfied, 11% of respondent said Totally satisfied, 6% of respondent said Not Satisfied and 3% of respondent said Totally Dissatisfied.

CHAPTER – 6
FINDINGS AND
RECOMMENDATION

PROJECTHELPLINE.IN

1. As per the outcome of the study 45% of respondent Neutral that Puma footwear is good compare to any other international brand, 26% of respondent said agree, 20% of respondent strongly agree, 6% of respondent said disagree and 2% of respondent said strongly dissatisfied.
2. From the outcome of the study it is evident that 48% of respondent get to know about Puma brands products through their friends, 24% of respondent get to know about Puma brands products through relatives.
3. As per the outcome 49% of respondent satisfied to their first purchase from Puma footwear.
4. As per the outcome of the study 46% of respondent agree that Puma footwear have high quality and creative standard, 27% of respondent strongly agree, 21% of respondent Neutral, and 6% of respondent Disagree.
5. Finding that more than 50% of respondent said seasonally they go to buy fashion Footwear from a Puma store.

PROJECTED PINE

Recommendation:

This mere research Recommended that conducted by us is to make the people aware of the international brand in Indian Market.

1. Customer like best quality product on any price, so company should add latest technology to their products.
2. After sales services is the area where Indian and International Company can highly satisfy the existing customer, because they can make more customer through their word of mouth. So Company should provide latest and reliable service to their customers.

PROJECTHELPLINE.IN

CHAPTER – 7

CONCLUSION

PROJECTHELPLINE.IN

CHAPTER – 8

LIMITATIONS OF THE STUDY

PROJECTHELPLINE.IN

REFERENCES

1. Bureau of Labor Statistics, U.S. Department of Labor, Occupational Outlook Handbook, 2010-11
2. <http://www.shemag.com.pk/newsite/2002/de>.
3. <http://easyweb.easynet.co.uk/~sohail/mai...>
4. Yuniya Kawamura: *Fashion-ology. An introduction to Fashion Studies*, Oxford and New York: Berg, 2005, ISBN 1-85973-814-1
5. Gould, J and Dansk, G (1996). Children's Preferences for Product Attributes of fashion Pre-Sweetened Cereals. *Journal of food Products Marketing*, 3(2):19-38.

PROJECTHELP.COM

ANNEXURE

PROJECTHELPLINE

QUESTIONNAIRE

Dear respondents:

I am a student doing **Post –Graduate Diploma in International Business Operation (PGDIBO)** I am underlying a project named **“STUDY OF INTERNATIONAL FOOTWEAR BRANDS IN THE EMERGING INDIAN MARKETS:-A CASE STUDY OF PUMA”**. So by filling this questionnaire please help me in completing my research project.

Name :

Age :

Address :

Gender :

Contact No.:

Q1. Do you agree that Puma footwear is good compare to any other international brand?

- Strongly agree _____
- Agree _____
- Disagree _____
- Strongly disagree _____
- Neutral _____

Q2. How did you get to know about Puma footwear brands?

- Through friends
- Through relatives
- Advertisements

- Internet
- Window shopping

Q3. Is this your first purchase from Puma footwear? Please rate it.

- Totally satisfied
- Partially Satisfied
- Satisfied
- Not Satisfied
- Totally Dissatisfied

Q4. Do you agree that Puma footwear have high quality and creative standard?

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

PROJECTHELPLINE.IN