

PROJECT PROPOSAL

On

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

UNDER SUPERVISION OF

.....

SUBMITTED BY

.....

ROLL NO. :

PROJECTHELP.NET

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.

3. OBJECTIVES OF THE STUDY

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.

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4. RESEARCH METHODOLOGY

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:

- a) Questionnaire
- b) Interview

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

The secondary data will be collected through:

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

5. GUIDE DETAILS:

Name of Proposed Guide :
Guide registration No. (If available) :
Designation :
Affiliation :
Qualification :
Total Experience :
Communication Address :
Contact No. :
E-mail ID :

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