

LIBRA HYUNDAI

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CERTIFICATE

TO WHOM SO EVER IT MAY CONCERN

This is to certify that Mr. RAJA SENGUPTA (USN. NO.1IA16MBA31), an MBA student of ACHARYA INSTITUTE OF TECHNOLOGY (VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELGAUM). He has successfully done his project entitled as "**A STUDY ON CUSTOMER SATISFACTION IN HYUNDAI SERVICE CENTRE**" from Hyundai, Dhanbad for a period of 10 week, from 15th January 2018 to 24th March 2018.

He has exhibited a high level of enthusiasm and commitment in his work.

We wish him all the best for his future Endeavours.

Sincerely,
Libra Hyundai.

Authorized Signatory

LIBRA HYUNDAI


Authorized Signatory



ACHARYA INSTITUTE OF TECHNOLOGY

(Affiliated to Visvesvaraya Technological University, Belagavi, Approved by AICTE, New Delhi and Accredited by NBA and NAAC)

Date: 25/05/2018

CERTIFICATE

This is to certify that **Mr. Raja Sengupta** bearing USN **1IA16MBA31** is a bonafide student of Master of Business Administration course of the Institute 2016-18 batch, affiliated to Visvesvaraya Technological University, Belgaum. Project report on “**A Study on Customer Satisfaction in Hyundai Service Centre at Libra Hyundai Cars Dealership, Dhanbad**” is prepared by him under the guidance of **Prof. Keerthi H K**, in partial fulfillment of the requirements for the award of the degree of Master of Business Administration, Visvesvaraya Technological University, Belgaum, Karnataka.

Signature of Internal Guide

Signature of HOD

PRINCIPAL

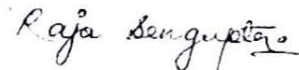
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DECLARATION

I, RAJA SENGUPTA, hereby declare that the Project work entitled "**A STUDY ON CUSTOMER SATISFACTION IN HYUNDAI SERVICE CENTRE AT LIBRA HYUNDAI (Dhanbad)CARS DEALERSHIP**" with reference to "**LIBRA HYUNDAI DHANBAD**" prepared by me under the guidance of Asst. Prof. Keerthi H.K. , faculty of M.B.A Department, Acharya Institute of Technology and external assistance by Sheo Narayan Singh, of "**A STUDY ON CUSTOMER SATISFACTION IN HYUNDAI SERVICE CENTRE AT LIBRA HYUNDAI (Dhanbad)CARS DEALERSHIP**" also declare that this project work is towards the partial fulfilment of the university regulations for the award of degree of Master of Business Administration by Visvesvaraya Technological University, Belgaum.

I have undergone a summer project for a period of Ten weeks. I further declare that this project is based on the original study undertaken by me and has not been submitted for the award of any degree/diploma from any other University / Institution.

Place: Bangalore
Date:28/5/2018



Raja Sengupta

ACKNOWLEDGEMENT

I owe a many thanks to many people who have helped me and supported me while doing my project report. Special thanks to, Asst. Prof. Keerthi H.K and internal guide for the guidance in preparation of project.

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My heartily thanks to the external guide Mr. Sheo Narayan Singh, Business associate, for his support and guidance. He has given time to go through the project and make necessary correction as and when needed. Thanks, and appreciation to the helping nature of employees at **LIBRA HYUNDAI DHANBAD** for their support.

I also extended my heartily thanks to my parents and also my friends.

Place: Bangalore
Date: 28/5/2018

Raja Sengupta
(11A16MBA31)

Raja Sengupta

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EXECUTIVE SUMMARY

This study with a title of “A STUDY ON CUSTOMER SATISFACTION IN HYUNDAI SERVICE CENTRE AT LIBRA HYUNDAI (Dhanbad)CARS DEALERSHIP”. The prior purpose which is attached with the research is the calculation of the level of pleasure in customers, to understand an expectation from the customer side from the service station and service delivery and to find out the gap between both service delivery and the expectation of customer which will influence them.

This study focusses on how to understand a customer on the basis of their satisfaction, expectation, experience and the gap between their expectation and service delivery. This study mainly focusses on the factors which all help to determine the expectation level of the customer. This study helps the company in so many ways so that they can come up with their problems and provide a satisfactory service to the customers so that they become more loyal and get attracted by the service center.

Random sampling method is used by the researcher. The researcher has taken responsibility from 100 respondents randomly to know their opinion, satisfaction level, expectation, problem they are facing and employee performance. Structured questionnaire is used and secondary data was collected from different websites.

Libra Hyundai in Dhanbad is an authorized sales and service dealership, Libra Hyundai in Dhanbad has been in the business ever since the year 2003. In a short span of time, the place made a name for itself as well as increase its patrons based tremendously. Ever since its inception, the showroom has always ensured that it maintains a high standard when it comes to servicing its guests.

The main aspect of this study is to attract customer towards the service station by satisfying them and also to understand the customer demand, perception, thinking, etc. Another aspect is how to make the customer satisfied and feel better at the service station. Also helps to use all the data collected for future perspective to improve the service and employee and service performance.

CHAPTER 1

INTRODUCTION

1.1 Introduction

This project aims at creating some practical things like knowledge, business experience and great exposure for me. It gave me a wonderful opportunity to observe and learn the nature, vision, mission, objectives and function and the activities in the organization and related to the concept and theoretical study so far in the classroom. During this period the theories studied in the classrooms helped me in executing them in real time in business strategies and operations and hence help my company generate sales and promote their services in the market.

Good service as well as customer satisfaction are very important for both small and big companies, but especially for the small companies as they need more customer retention. As we all know now a days competition is increasing day by day that is why good service is becoming more and more important. By making the customers happy and serving them well enough can create long term customer relationship and possibly the company can get free marketing at the same time when the satisfied customer tells about the good service they got. The company will get a positive impact is they provide positive service that is why it is interesting to investigate or knowing the feedbacks of the customers. It is very possible to get useful information of the company customer while measuring customer satisfaction and the results are also useful to improve the company's services.

Measuring customer satisfaction on a continuous basis should be done because if it is done regularly the results will be more beneficial to the company to convert their weaknesses into strengths.

This research is done to get an idea of customer satisfaction the company has not carried out any big research studies before this is one reason why I found it interesting to do the research.

1.2 INDUSTRY PROFILE

Automobile industry, the business of producing and selling self-powered vehicles including passenger cars, trucks, farm equipment, and other commercial vehicles. By allowing consumers to commute long distances for work, shopping and entertainment the auto industry has encouraged the development of an extensive road system, made possible the growth of suburbs and shopping centers around major cities, and played a key role in the growth of ancillary industries such as the oil and travel business. The auto industry has become one of the largest purchasers of many key industrial products such as steel. The large number of people the industry employs has made it a key determinant of economic growth. A vehicle is machine which is used for the transportation of passengers and goods. Car, bus, truck, jeep, tractor, scooter, motorcycles are the example of automobiles. India has a strong export growth expectation for the future and is also a prominent auto exporter. There is also an overall export growth of 15.81 percent between April to February 2017-2018. There are some initiatives taken by government of India and the major automobile company's which will make India a leader in the four-wheeler market by the end of 2020. The auto industry is going to evolve by introducing various electric vehicles. Government of India is expecting to see six million electric cars and hybrid cars at the end of 2020.

In order to meet the growing demand various auto makers have started investing heavily in various segments of the industry. Foreign direct investment of Rs 18.413 billion had been attracted by the industries during the period April 2000 to December 2017. This industry is supported directly or indirectly by various factors such as availability of skilled labor at cheaper cost, various R&D centers and low-cost steel production. The industry also provides various opportunities for investment as well as direct and indirect employment to skilled and unskilled labor.

Some of the major initiatives taken by the Indian government are:

- The Indian government is targeting to make automobile manufacturing the main driver of “MAKE IN INDIA”.
- The government has announced plans to provide credit of Rs 850,000 crore to farmers in the union budget of 2015-16. Which will boost the sales in the tractor segment.
- The government is planning to promote eco friendly cars in the country.
- A scheme for faster adoption and manufacturing of electric and hybrid vehicle’s in India has been formulated by the government.

DIFFERENT NAMES OF THE AUTOMOBILE:

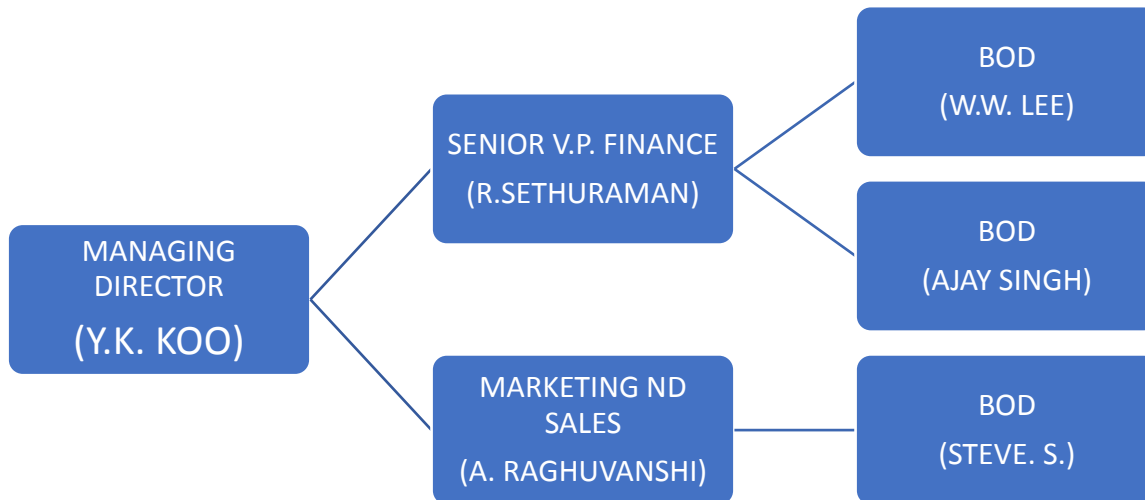
1. Auto
2. Auto car
3. Car
4. Motor car
5. Automobile
6. Auto buggy
7. Motor coach
8. Motor vehicle
9. Motor

1.3 COMPANY PROFILE

Libra Hyundai in Dhanbad is an authorized sales and service dealership, Libra Hyundai in Dhanbad has been in the business ever since the year 2003. In a short span of time, the place made a name for itself as well as increase its patrons based tremendously. Ever since its

inception, the showroom has always ensured that it maintains a high standard when it comes to servicing its guests. The establishment endeavors to achieve the highest level of customer satisfaction and improving the buying experience to its customers. During its time in business the company has constantly made evident effort to keep abreast with the needs of the customer alongside the growing market. Understanding that options are galore this showroom makes the researching buying and selling as well as sales engagement easy and uncomplicated the dealer showroom is located at in bank more locating it aa easy as it gets as it stands bank more- a major landmark in the area undoubtedly this is one of the best car dealers at bank more Dhanbad.

1.3(A) PROMOTERS:



1.3(B)VISSION, MISSION AND QUALITY POLICY

“VISSION”

At this very moment it is developing eco friendly and human oriented technologies for the future and setting up optimized global management system in order to provide the best experience to its customers.

“MISSION”

To create exceptional automotive value for customer by blinding and safety, quality and efficiency. With the diversion they will provide responsible stewardship to the community and environment achieve in stability and security know and future generation.

“QUALITY POLICY”

The fundamental quality policy of Hyundai motors is to provide better product and services to the customer is as follows:

To customer future value through continuous quality improvement.

To secure competitiveness in technology and quality of production and management.

To maximize business efficiency through knowledge management and activation of systematic risk management.

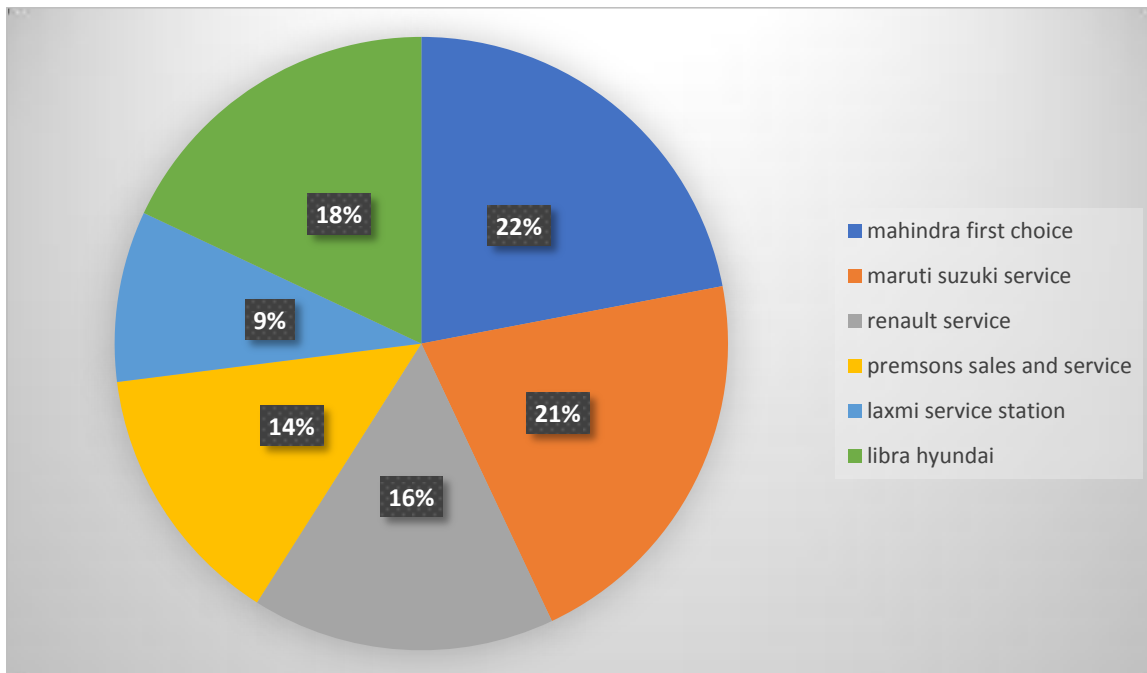
1.3(C) SERVICES OFFERED

- **Services at standard cost:** The services provided there are at a very standard cost as compared to the other automobile company even many local garages are charging high price as compared to libra Hyundai.
- **Discounts and offers occasionally provided to customers:** Loyal customers are provided with some discounts on service and offers like if u take your vehicle 2 times within 2 months then 3rd servicing is free.
- **Stability in prices of services:** Many times, you will see drastic changes in price of automobiles part and many more things related to your vehicle. But Hyundai will provide you everything at genuine rate
- **Management is customer focused:** Customer retention is more important for the libra Hyundai management as they believe in building relationship so basically focusses on customer more than anything.
- **Advise based services:** whatever solutions are required to cope up with vehicle problem will be given by the employees its all on you no external pressure will be give to you for any type of service.
- **Education and training to the staffs:** Every staff are well trained and they have expertise in their field work as they are provided with proper training and education. Each month they have to undergo various trainings and workshop.
- **HOS (Hyundai on road service):** If you are facing any problem anywhere any time such as breakdown of vehicle at any place if you make a call to the customer service number they will come to that place they will solve your issue instantly.
- **HMS (Hyundai mobile service):** If you are too busy but wants to give your vehicle for servicing then you can book your place by calling the service center.

1.3(D) COMPETITOR'S INFORMATION

Major competitor on the basis of geography(area)

1. Mahindra first choice wheels limited.
2. Maruti Suzuki Service.
3. Renault service.
4. Premsons sales and service.
5. Laxmi service station.



In this chart, I would like to explain the area covered by different competitors and local garage. Here we can see easily that the large market is covered by Mahindra first choice wheels (22%) then comes Maruti Suzuki (21%) and libra Hyundai is currently in third position with (18%).

1.3(E) SWOT ANALYSIS

STRENGTHS:

- **GROWING BRAND:** As we all know there are too many brands in automobile sector and the competition is very high Hyundai is coming up with various attractive product and services so that it can owe the market so we can say that it is growing brand.
- **SERVING WORLDWIDE:** As being an international brand it is serving worldwide with its various product and attractive services.
- **RESEARCH AND DEVELOPMENT:** As above mentioned it is a growing brand it has been doing lot of research and development to come out with various product and services which will surely outclass the competitor's.
- **STRONG PROFITS:** As we all know it is serving worldwide it must have been earning strong profits through its sale and service.

WEAKNESS:

- **PRODUCT RECALLS:** There are some defects in product which might lead to return to the product to the seller.
- **SHORTAGE OF SPARE PARTS:** It is one of the main weakness as during my survey many customers have complaints that they are not getting the spare parts on time so the company must have to overcome all those issues.
- **PRODUCTION LOOSES:** They are taking too much time for production and delivery of vehicles due to which they are losing their customers so they have to overcome this weakness for customer retention.
- **LIMITED CAR DESIGNS:** As we all are aware about the products of Hyundai customers think that there is similarity in the design and interior of all the cars so they must have to come up with various design and technologies to attract customers.

OPPURTUNITIES:

- **HYBRID CARS:** The company has a great opportunity to come up with hybrid cars means by introducing various new technologies in new variants with new designs.
- **BOOSTING FUEL EFFICIENCY:** By boosting fuel efficiency the company can attract more and more customers for ex in presents cars the fuel tank is having capacity of 25l on an average so increasing it by 5l will be a great idea.
- **LAUNCH ELECTRIC CARS:** As we all know there is hike in price of petrol as well as pollution is also increasing day by day so by coming up with electric cars will attract too many customers as there are few companies who have come up with electric cars.

THREATS:

- **INFLATION:** Inflation will directly or indirectly affect the sales as well as the production of the company so the company will have to tackle these sorts of problems.
- **HIGH FUEL PRICE:** As abovementioned the price of fuel is increasing day by day due to which the customers can switch to electric cars which will gradually decrease the number of customers.
- **COMPETATION:** Now a day there are large number of companies who have come in market with various products which will attract you customers so the company have to provide excellent goods and services for customer retention as well as to survive in this competitive world.

1.3(F) FUTURE GROWTH AND PROSPECTS

- **ATTRACTIVE DOMESTIC MARKET AND PROXIMITY TO OTHER MARKET:** The domestic market of automobile sector(Hyundai)is very attractive due to their product line as they have various products and services which will help them in becoming an auto hub.
- **POLITICAL AND BUSINESS ENVIRONMENT:** As we all know Indian market is totally business oriented to if u satisfy the Indian customers or fulfill the demands of Indian customer the company is going to earn profit and now a day the government is also coming up with various plans for the automobile sector which are very beneficial in terms of future growth.
- **LOW PRODUCTION COST AND EFFICIENT SUPPLY CHAIN:** The production cost is very cheaper as compared to other countries as you can get skilled labor as well as raw materials very cheaply and the supply chain management is also very good one can also get transportation facility very cheaply which directly benefits the organization.
- **Technological capabilities in particular class of vehicles:** By introducing various innovative technologies in a particular class of vehicles will also help the company to gain more and more customers as the customers are now evolving day by day as they are ready to spend any cost for new technologies introduced in the vehicles.

1.4 FINANCIAL STATEMENT:

PARTICULARS	2016	2015	2014	2013
Total Revenue	24308002	23365959	24538004	22083670
Revenue	24308002	23365959	24538004	22083670
Other revenue	-	-	-	-
Cost of total revenue	19581166	19072656	20005202	18189695
Gross profit	4726836	4293303	4532802	3893975
Total operating expenses	23204010	22115198	23515518	21015865
Operating income	1103992	1250761	1022486	1067805
Interest income (expenses)	94405	515422	115450	399927
Gain on sale assets	-63938	-12506	-95794	-4973
Other net	30511	3376	225246	31907
Net income before tax	1164970	1757053	1267388	1494666
Provision for income tax	251344	351259	198552	375902
Net income after tax	913626	1405694	1068836	1112764
Minority interest	-96749	-75128	-68830	-57324
Equity in affiliates	-	-	-	-
Us GAP Adjustment	-	-	-	-
Net income before extraordinary item	816877	1330566	1000006	1061440
Total extraordinary item	-	-	-	-
Net income	816877	1330566	1000006	1061440
Total adjustment to net income	-	-	-	-
Income available extraordinary item	816877	13305066	1000006	1061440
Dilution Adjustment	-	-	-	-
Dilution net income	816877	1330566	1000006	1061440
Diluted Weighted Average Shares	268.65	268.65	268.5	268.65
Diluted EPS Excluding	3040.64	4952.73	3724.46	3950.97

Extraordinary Items				
DPS - Common Stock Primary Issue	1000	-	3000	-
Diluted Normalized EPS	3929.29	4989.97	4021.2	3950.65

CHAPTER 2

CONCEPTUAL BACKGROUND AND LITERATURE REVIEW

2.1 THEORITICAL BACKGROUND OF STUDY

Customer Satisfaction is a term frequently used in marketing. It is a measure how product and services supplied by a company meet or surpass customer expectation. Customer satisfaction is defined as the number of customers or percentage of total customers whose reported experience with a firm, its product or its services exceeds specified satisfaction goals.

The marketing accountability standard boards endorses the definitions, purposes and construct of classes of measures that appear in marketing metrics as part of its ongoing common language in marketing project. In order to find the Customer Satisfaction for services provided by Libra Hyundai, I adopted Descriptive method for research and collected the details provided by the respondents in Survey. I have chosen a sample size of 100 respondents through a technique of Random Sampling. The survey was conducted through preparing questionnaire in which multiple choice questions were asked by the respondents. By this research I came to know that customer's majority were very much happy by standard in the services provided by Libra Hyundai but they have a problem with the behaviour of the mechanics. There is a communication gap between service advisor and customer and also with mechanics. So the organization has to focus on it and try to rectify the communication gap. There are few of the services where company has to create Customer Satisfaction are washing of the car and body painting. The company also has to concentrate on some of the strategies to improve the Customer satisfaction in services provided by Libra Hyundai and to increase its market value and so attract the customers who are attached with the competitor.

2.1(a) NEED OF CUSTOMER SATISFACTION:

- Customers are the most important assets of any organization.
- Customers directly or indirectly have a role in cashflow of the organization as satisfied customers will clear their outstanding's quickly which will increase the cash flow.

2.1(b) BUSINESS TECHNIQUE OF CUSTOMER SATISFACTION:

- By providing front line employees who can respond quickly is one of the main customer satisfaction technique.
- An organization can retain their customers and also increase their customers by providing after sales service.
- Always have a positive attitude while dealing with customers means having a smile in face.

2.2 LITERATURE REVIEW

According to **Richard Oliver**(1995) “Customer satisfaction is nothing but customer’s response of fulfilment. Satisfaction is a judgment about any service feature or about the service itself which provides a level of pleasure for consumption-related fulfilment”.

Customer satisfaction is evaluation of any service by the customer in terms of need, demand, and its fulfilment by the service provider. It is also useful for understanding the customer, knowing their expectations, awareness about the services and organisation and also idea about how to satisfy the customer and what are the strategies used for this.

Das Prasun (2009) examined in this study that any effort which has been taken for finding a pleasure of customers while buying of services related to any sector is based on the customers. An article on satisfaction of customer’s looks twisty as well as it covers various segments which are accounting, management and marketing, etc. He said that customer satisfaction is related to all the functions and it also depends upon the employee’s performance. Customer satisfaction is one of the best methods of attracting customer by providing better services to the customers so that they become loyal towards the service provider.

Iacobucci (1994, 1995) examined and explained the precise and easy definition of services standards and customer pleasure & happiness. He said that all the service standards will never be misled by the satisfaction of customer, while the pleasure is profitable result of giving better advantage. Here, there’s a huge difference between service standards and customer happiness. But many customers think that it is same. Actually, service quality is a factor which

will influence a customer for their satisfaction like that there are many factors which employee performance are, behave of the employee, price, etc. These all the factors will lead to the customer satisfaction. So that customer will be happy and be brand loyal.

Sulek (1995) examined that the customer satisfaction positively and profitably affects the services. It means the demand of the service will increase day by day. It also says that customers are brand loyal and if they satisfied then they avail the services whether the service charges are high. Customer satisfaction is very profitable for any company to increase their sales, income, revenue, and customer base. So Sulek call it as positively affects the sales of services.

Anderson (2004) examined that there is a positive integration between satisfaction of the customer at company level and (benefited in long-run and enhance the financial performance) for its dealers. Customer satisfaction is the best way which will enhance the financial performance, profitability of the company and number of customers who will directly or indirectly increases the revenue of company. Customer satisfaction also says that if any company has large number of satisfied customer base then the company is the market leader because of their quality service, standard service at low price. Customer satisfaction is now a day's very important factor which will affect the organisation in many different ways.

Babakus (2008) examined that if service quality is linked to the customer satisfaction within service providing firm and found that service quality has a significant impact on the profit of the firm. It means quality of service directly impact on the profit of the firm or service quality leads to the customer satisfaction and it increases the profit of the organisation or firm. Profit is very necessary for any firm to analyse their performance, customer base, brand value, etc.

Cardozo's (1965) examined that the Customer satisfaction has been very popular topic in marketing study and academic research and initial study is all about customer effort, expectations and satisfaction. A customer is satisfied when several factors are included in the services like service quality, awareness of customer, employee performance and also some efforts will be to put by customer, expectation by the customer is not very high so that it will be fulfilled easily by maintaining some quality and standard.

Oliver (1980) examined that pleasure of customer is only an outcome of the evaluation course which contrast pre-purchase expectation with the perception of an act at the time and later consuming experience. Customer satisfaction is all about result which a customer feels and he replies to someone after availing any service facility.

Atkinson (1988) examined that cleanliness, security, value for money and courtesy of staff determine customer satisfaction. These all are the main factors which will help a customer to become satisfied and then analyse the service in later point of time.

Akan (1995) examined the main determinants of customer satisfaction are the behaviour of employees, cleanliness and timeliness. It means manner, behaviour of employee's leads to the customer satisfaction as well as cleanliness and the services at time also leads to satisfaction of customer.

Knutson (1988) examined that room cleanliness and comfort, convenience of location, prompt service, safety and security, and friendliness of employees are important to satisfy the customer. These are the determinants of customer satisfaction, if these all will be included in any service then there is no dissatisfaction.

Hunt (1977) examined that Customer satisfaction has also been defined as “an evaluation rendered that the (consumption) experience was at least as good as it was supposed to be.” Past experience is also a factor which helps any marketer to satisfy the customer easily.

Larcker and Ittner (1998) studied that empiric proof by many customers, businesses and firms helps to measure various financial performances (which includes revenues, revenue changes, margin, sales return, equities market value and the current earning) all are directly related with the satisfaction of customers. It means if a customer is satisfied then it directly impacts on the revenue, profit, sales return, etc.

Dineshkumar, P.Vikkraman (2012) studied that satisfaction of customers are largely remembered as the main component for attracting the customers for the post purchase behaviour. The customers who are satisfied are use to say to other people about their positive experience

and then engaged in word of mouth advertising for positive sense. Word of mouth is the best way of marketing because an experienced customer is attached in such activity.

Dr.T.N.R.Kavitha, Mr.R.Mohana Sundaram (2010) studied that customer satisfaction toward any services is carried out with some objective like determining the customer expectation and to know the satisfaction level. It means if any company is focusing on the satisfaction of customer then there is a motive behind it which is to retain large number of customers and to know the expectation of the customers.

Choi and Chu (2001) studied that staff efficiency; machines and the brand value are the top three factors that determine customer satisfaction in automobile services.

Labagh and Barsky (1992) studied that employee's attitude, service centre location and lounge facilities are the factors which influence the customer satisfaction in service centre of automobile industry.

Ms. Jayshree Chavan, Mr. Faizan Ahmad (2013) studied that today, all the service industries are customer oriented and they are focusing on the customer needs and then start to realise that the company more over depending on the standards of the services offered to all of the customers.

S M Sohel Rana, Abdullah Osman, Md. Aminul Islam (2014) analysed that automobile industry and its services are becoming popular day by day. Companies in this sector are paying more focus for the development of the industry. This fresh research focuses on all the determinants which constitute customer pleasure in the automobile services. Satisfaction of customers in this industry is important indicator and shows how well dealers meet the customer's expectation.

Miguel I. Gomez, Edward W. McLaughlin, Dick R. Wittink (2004) analysed to evaluate a connection between the perception as well as the satisfaction of customer, also between customer pleasure and the sales performances.

CHAPTER 3

RESEARCH DESIGN

3.1 STATEMENT OF THE PROBLEM

This study is a Hyundai marketing service that attempts to identify various factors that contribute to the management of customer satisfaction. The study also attempts to associate certain customer satisfaction factors with the population variables of gender, age, annual income and work experience.

3.2 NEED FOR THE STUDY

In today's modern market, satisfaction among the customers plays an important role in the services turnover of the company. Every company invests heavily in aspect to build strong image and gain market share and also to retain large number of customers. To know the customer satisfaction for the services, provide by Libra Hyundai is the need of the study.

3.3 OBJECTIVES

- To determine the factors contributing to customer satisfaction.
- To assess satisfaction level of customers towards services provided by Hyundai.

3.4 SCOPE OF THE STUDY

- This study covers the customers of Libra Hyundai.
- This study helps to attract more customers who are attached with competitors.
- This study helps to enhance the marketing strategy of Libra Hyundai.

3.5 RESEARCH METHODOLOGY

3.5(a) RESEARCH DESIGN:

Descriptive research design is used to carry out the study.

3.5(b) SAMPLING UNIT:

Customers of libra Hyundai Dhanbad Jharkhand.

3.5(c) SAMPLE SIZE:

100 Customers who came for service in libra Hyundai Dhanbad.

3.5(d) SAMPLING TECHNIQUE:

Simple random sampling technique method was used to do the research.

3.5 (e) DATA COLLECTION:

The sources of information from where it is collected are as follows:

1. Primary data (first)
2. Secondary data (second)

Primary data

I have collected the primary data from customers using questionnaires. Instrument used for questionnaire is been used for data collection. It is composed of close ended questions which are constructed using 5-point rating scale.

Secondary data

All the secondary data is collected from magazines, journals, articles, company's old reports, websites.

3.5(f) Statistical tools:

SPSS and M.S EXCEL are the tools used to carry out the study.

And the method used are percentage method and ANOVA Technique.

3.5(g) HYPOTHESES:

Hypothesis testing

H_0 - There is no relationship between customer satisfaction and the quality of the service provided by the company.

H_1 - There is strong relationship between customer satisfaction and the quality of the service provided by the company.

3.6 LIMITATIONS

- Study is limited to Libra Hyundai dealership.
- The study is purely for academic purpose.
- The study is limited due to time.
- The sample size of this study is limited to 100 respondents.

CHAPTER 4

ANALYSIS AND INTERPRETATION

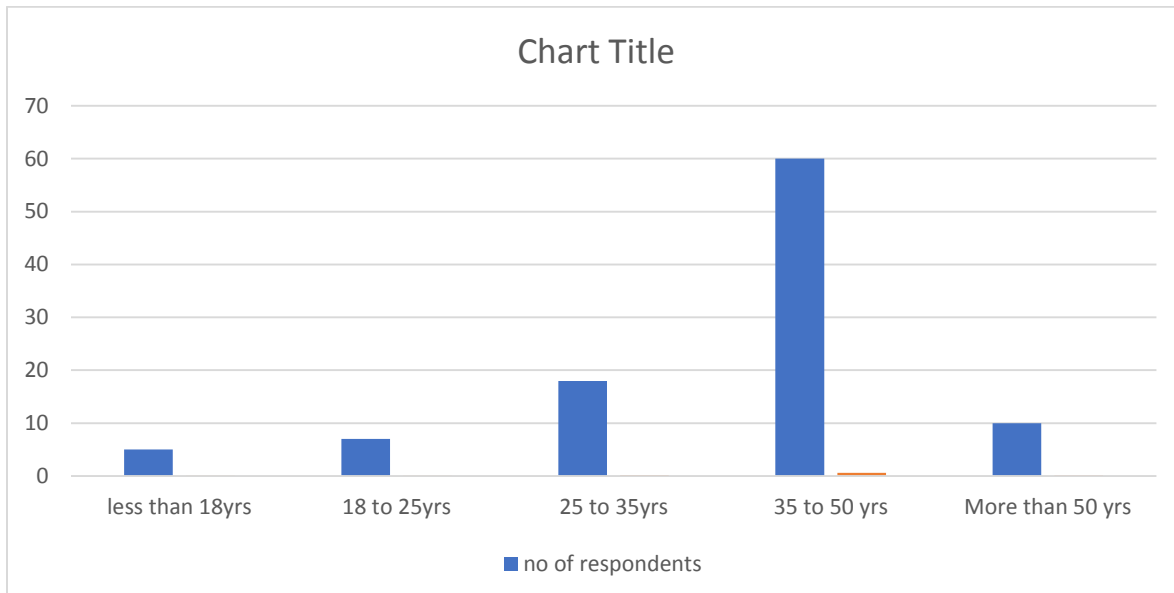
TABLE 4.1:

Table showing Respondents age group

Serial number	Response	Respondents	
1	Less than 18yrs	5	
2	18 to 25yrs	7	
3	25 to 35yrs	18	
4	35 to 50yrs	60	
5	More than 50	10	
Total		100	

CHART 4.1

Chart showing respondents age group



ANALYSIS:

- I found that 60 customers belong to the age class of 35 to 50 yrs.
- 18 customers belong to the age class of 25 to 35 yrs.
- 10 customers belong to the age class of more than 50 yrs.
- I found that 7 customers belong to the age class of 18 to 25 yrs.
- 5 respondents belong to the age class of less than 18 years.

INTERPRETATION:

Most of the respondents in this study belongs to the age group 35-50 years.

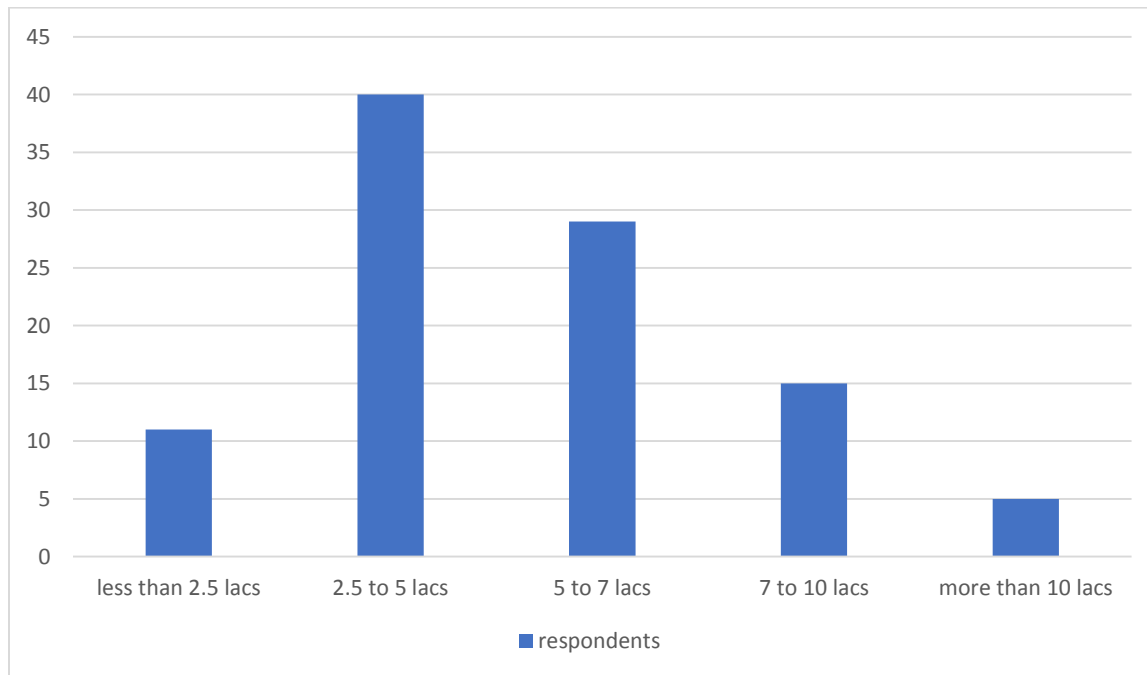
TABLE 4.2:

Table showing Income level of the respondents

Serial Number	RESPONSE	RESPONDENTS	
1	Less than 2.5 Lakhs	11	
2	2.5 to 5 Lakhs	40	
3	5 to 7 Lakhs	29	
4	7 to 10 Lakhs	15	
5	More than 10 Lakhs	5	
Total		100	

CHART 4.2:

Chart showing income level of respondents



ANALYSIS

- Income of 40 customers comes under the level of 2.5 to 5 Lakhs.
- 29 customers come under the income level of 5 to 7 Lakhs.
- 15 customers come under the income level of 7 to 10 Lakhs.
- 11 customers come under the income class of less than 2.5 Lakhs.
- Only 5 of customers comes under the income level of more than 10 Lakhs.

INTERPRETATION

Most of the respondents are having income of 2.5 to 5 lakhs per annum

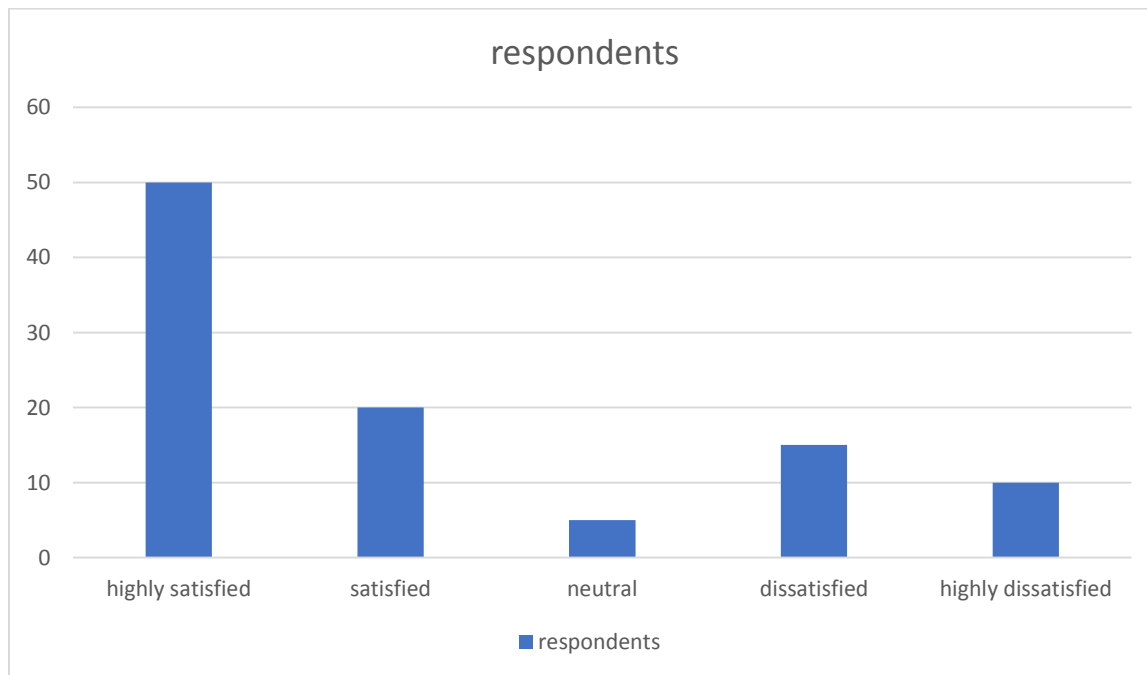
TABLE 4.3:

Table showing Opinion of respondents about quality and technology of Hyundai

Serial Number	RESPONSE	RESPONDENTS
1	Highly Satisfied	50
2	Satisfied	20
3	Neutral	05
4	Dissatisfied	15
5	Highly Dissatisfied	10
Total		100

Chart 4.3

Chart showing opinion of respondents about quality and technology of Hyundai



ANALYSIS

We can see in the graph of the satisfaction side is high so here customers are much satisfied with the quality & technology.

- 50 customers are highly satisfied with the quality and technology provided in the cars by Hyundai.
- 20 customers are satisfied by the quality and technology used in the vehicles.
- 5 customer says that the quality and technology must be neutral for them, it means they may or may not be satisfied.
- 15 customers are dissatisfied by the technology and quality offered.
- 10 customers are very much dissatisfied with the quality and technology.

If we take overall then we can say that 70% of the customers are satisfied with the quality and technology while 25% are dissatisfied and 5% are neutral. We can't say anything for the neutral because they may or may not be satisfied by the offerings.

INTERPRETATION

Most of the respondents are highly satisfied with the quality and technology provided in the cars by Hyundai.

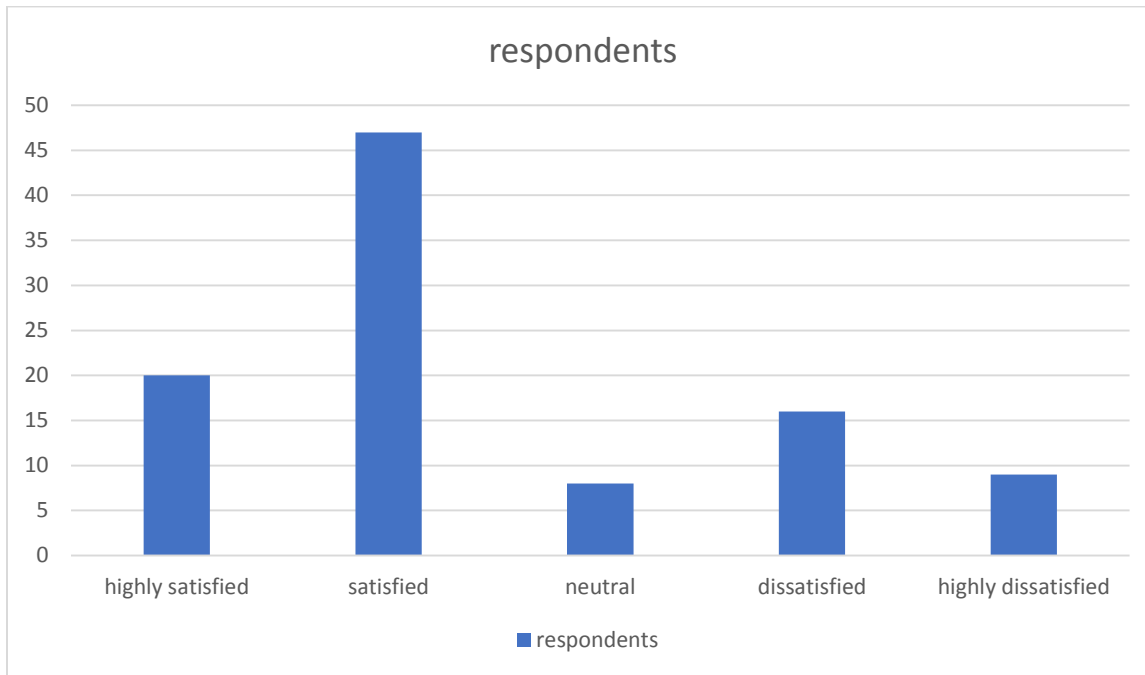
Table 4.4:

Table showing Respondents opinion about the Hyundai luxury and spaciousness.

Serial number	Response	RESPONDENTS
1	Highly Satisfied	20
2	Satisfied	47
3	Neutral	08
4	Dissatisfied	16
5	Highly dissatisfied	09
Total		100

Chart 4.4:

Chart showing respondents opinion about the Hyundai luxury and spaciousness.



ANALYSIS: -

There are many customers who are satisfied with the luxury and spaciousness of the vehicle.

- 20 respondents are highly satisfied with the luxury and space provided in the vehicle.
- 47 customers are satisfied.
- 8 customers are neutral they may or may not be happy with the luxury and spaciousness of the cars.
- 16 respondents are dissatisfied it means they are not happy with the luxury and spaciousness of the vehicle.
- 9 customers are highly dissatisfied.

If we will go for overall result then 67% of customers are satisfied, 8% of the respondents are neutral who are very confusing one and then 25% are much dissatisfied by the luxury and spaciousness of the vehicle offered to them.

INTERPRETATION:

Most of the customers are satisfied with the luxury and spaciousness of the vehicle.

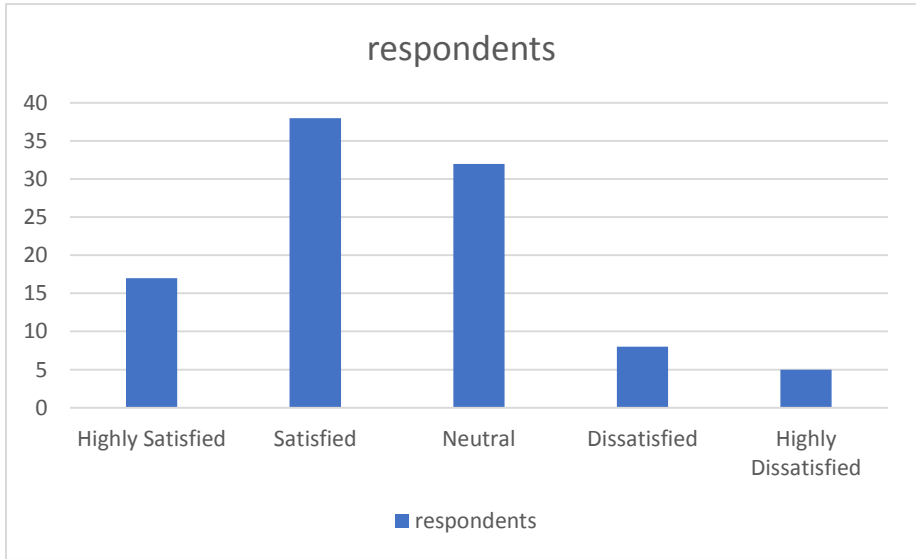
Table 4.5:

Table showing Respondent's response about the price of the vehicle offered by Hyundai

Serial Number	Response	Respondents
1	Highly Satisfied	17
2	Satisfied	38
3	Neutral	32
4	Dissatisfied	08
5	Highly Dissatisfied	05
Total		100

Chart 4.5:

Chart showing respondents response about the price of the vehicle offered by Hyundai.



ANALYSIS: -

There are many customers who are satisfied with the price offered by the company for their vehicle.

- 17 respondents are highly satisfied with the price offered for the vehicle.
- 38 customers are satisfied.
- 32 customer says that they are neutral. They may or may not be satisfied with the price offered.
- 8 customers are dissatisfied with price of the vehicle.

5 customers are highly dissatisfied with the price of the vehicle offered to them. If we will talk about the overall then we can say that 55% of the customers are satisfied, 32% of the customers are neutral and 13% of the customer think that price of the vehicle is high.

INTERPRETATION:

Most of the customers are satisfied with the price of the vehicle.

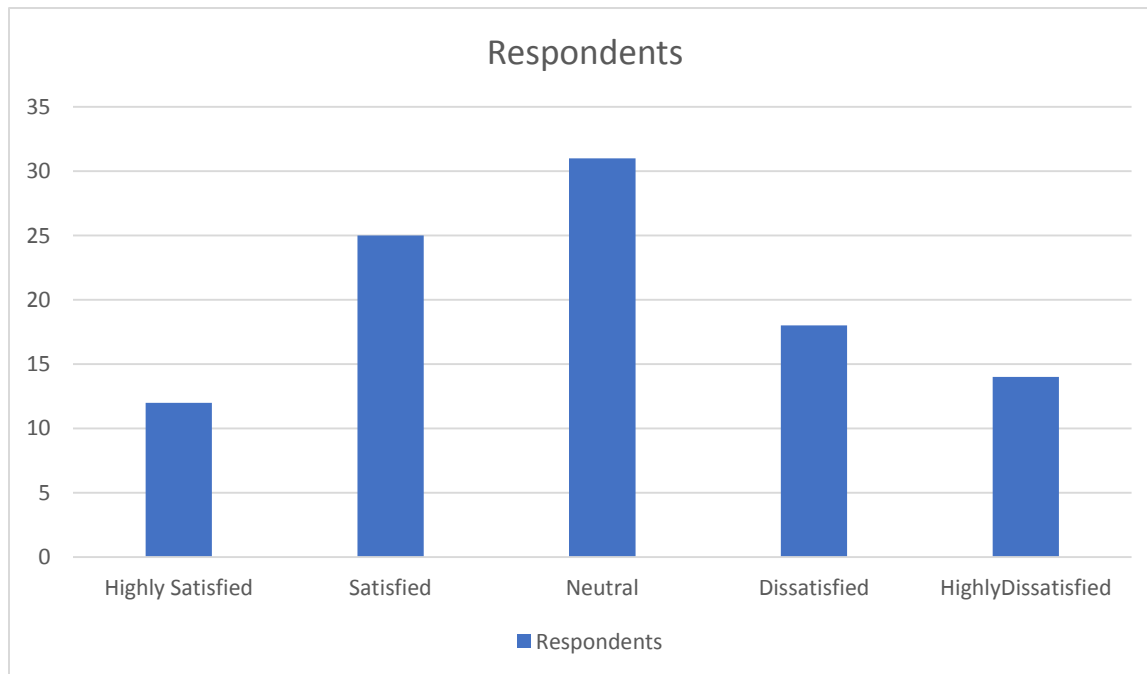
Table 4.6:

Table showing Response of respondents about the price of spare parts of the vehicle

Serial Number	Response	Respondents
1	Highly Satisfied	12
2	Satisfied	25
3	Neutral	31
4	Dissatisfied	18
5	Highly Dissatisfied	14
Total		100

Chart 4.6:

Chart showing response of respondents about the price of spare parts of the vehicle



ANALYSIS: -

There are many customers who are not satisfied with the price of the spare parts of the vehicle.

- 12 respondents are highly satisfied with the price of the spare parts offered.
- 25 customers are satisfied with the price of the spare parts.
- 31 customers give neutral answer it means they may or may not be satisfied with the price of the spare parts.
- 18 responses come out and says that 18% of the customers are dissatisfied with the price of the spare parts.
- 14 highly dissatisfied with the price offered by the company for the vehicles are high.

If we will talk about overall result then we can say that only 37% of the customers are satisfied, 31% are neutral and 32% of them are dissatisfied.

INTERPRETATION:

Most of the respondents are neutral with the price of spare parts of the vehicle.

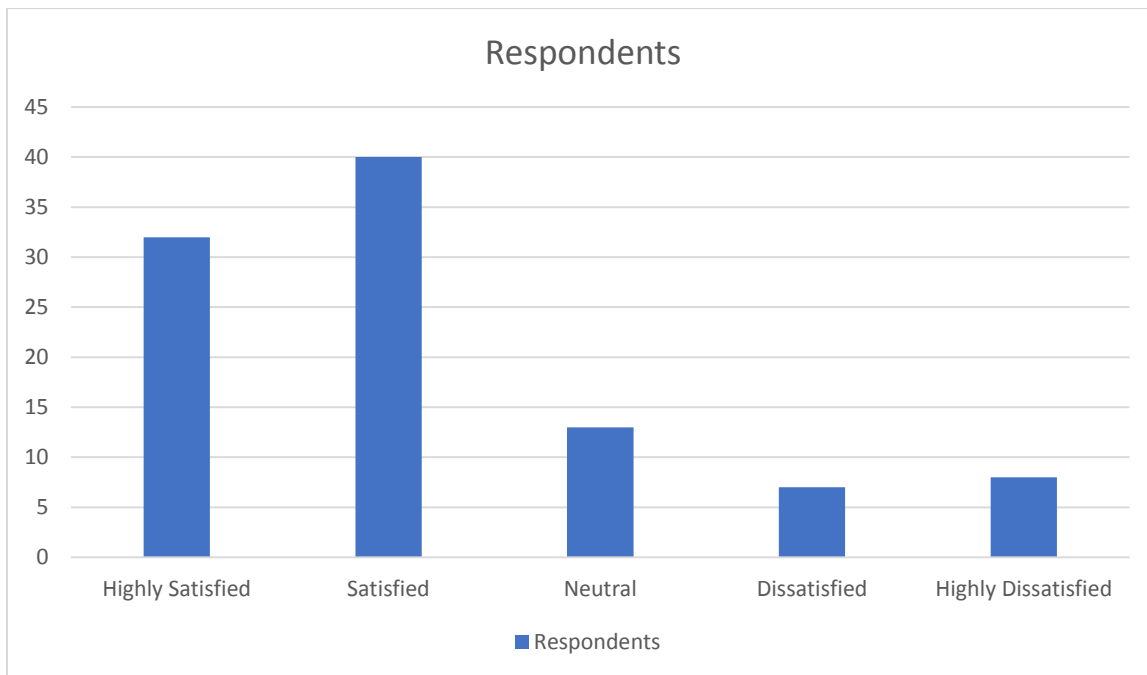
Table 4.7:

Serial Number	Response	Respondents
1	Highly Satisfied	32
2	Satisfied	40
3	Neutral	13
4	Dissatisfied	07
5	Highly Dissatisfied	08
Total		100

Table showing Respondent's opinion about the mileage of the cars

Chart 4.7:

Chart showing respondents opinion about the mileage of the cars



ANALYSIS:

There are many customers who are satisfied with the mileage of the vehicle.

- 32 respondents are highly satisfied with the mileage offered in the vehicle.
- 40 customers are satisfied.
- 13 responses are neutral.
- 7 respondents say that they are dissatisfied by the mileage of the car.
- 8 customers say that they are highly dissatisfied with the mileage of the vehicle.

When we talk about overall then we can say that 72% of customers are satisfied, 13% are neutral and 15% are dissatisfied with the mileage of the car.

INTERPRETATION:

Most of the customers are satisfied with the mileage offered in the vehicle.

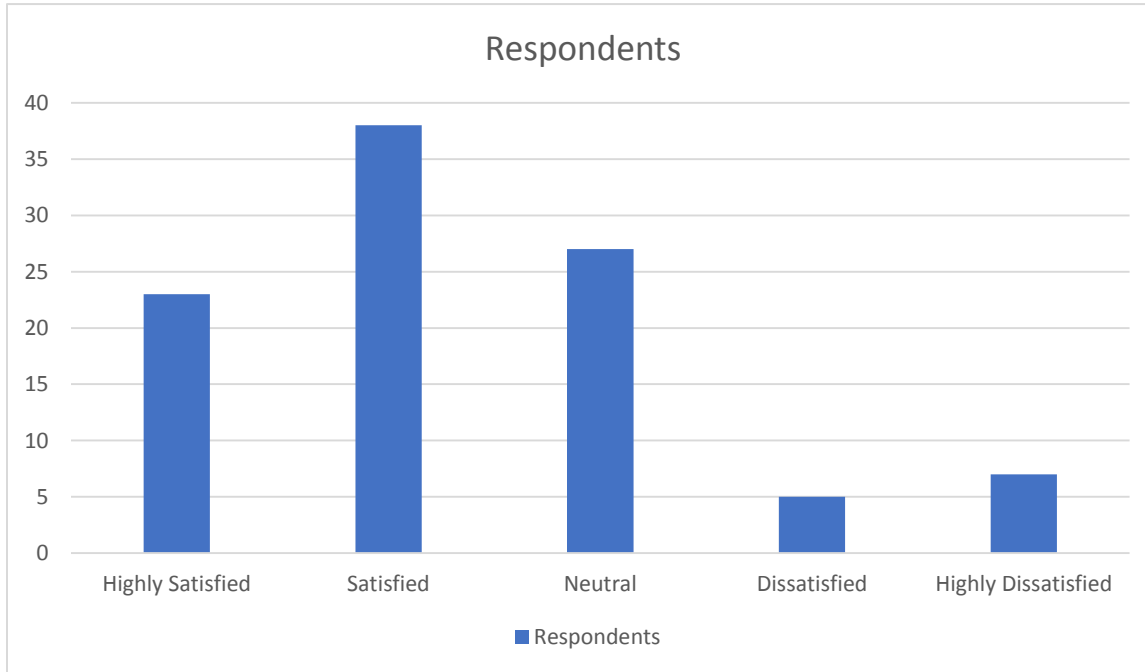
Table 4.8:

Table showing Opinion of respondents about the service network convenience

Serial Number	Response	Respondents
1	Highly Satisfied	23
2	Satisfied	38
3	Neutral	27
4	Dissatisfied	05
5	Highly Dissatisfied	07
Total		100

Chart 4.8

Chart showing opinion of respondents about the service network convenience



ANALYSIS:

There are many customers who are satisfied with the service network convenience.

- 23 respondents are highly satisfied with the service network convenience provided.
- 38 customers are satisfied.
- 27 responses are neutral.
- 5 responses are dissatisfied.
- 7 responses say that the customers are highly dissatisfied.

When we talk about overall result then we find that 61% are satisfied, 27% are neutral and 12% are dissatisfied with the convenience of the service network.

INTERPRETATION:

Most of the customers are satisfied with the service network convenience.

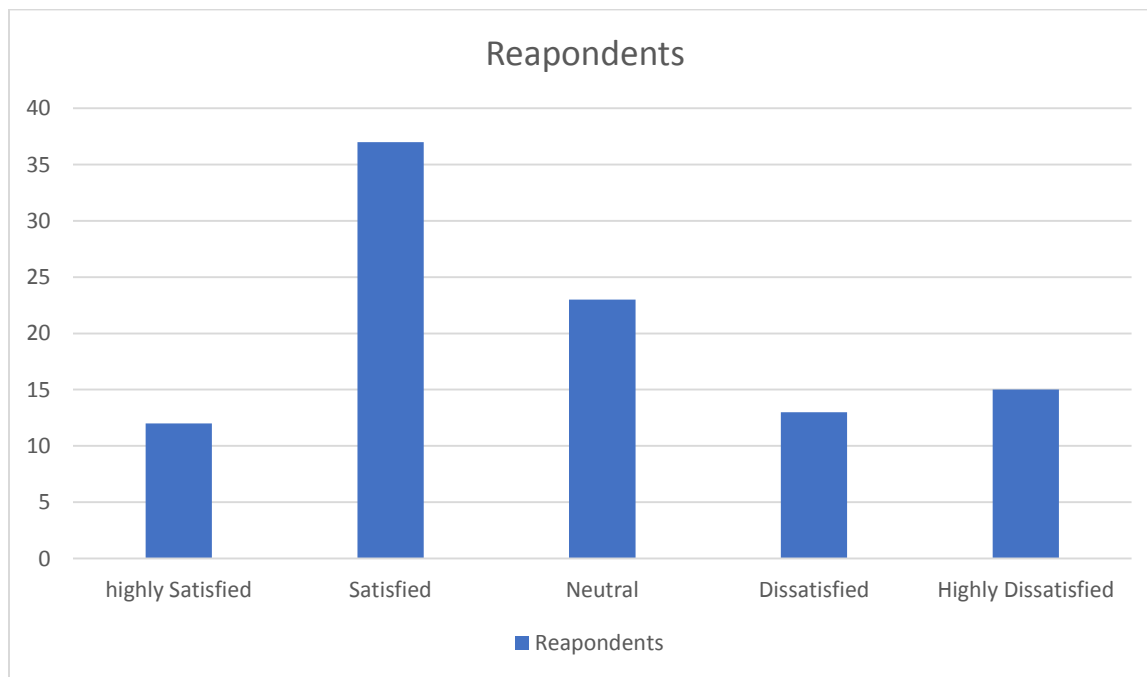
Table 4.9:

Table showing Customer’s response about the helping behaviour of the executives for getting an appointment

Serial Number	Response	Respondents
1	Highly Satisfied	12
2	Satisfied	37
3	Neutral	23
4	Dissatisfied	13
5	Highly Dissatisfied	15
Total		100

Chart 4.9:

Chart showing customers response about the helping behaviour of the executives for getting an appointment



ANALYSIS:

There are so many customers who are satisfied with the helping behaviour of the employees while getting an appointment.

- 12 respondents are highly satisfied with the helping behaviour of the employees.
- 37 customers are satisfied.
- 23 are neutral.
- 13 are dissatisfied with the behaviour of the employees.
- 15 are highly dissatisfied by the behaviour of employees.

Only 49% of customers are satisfied, 23% are neutral and 28% of the customers are dissatisfied by the employee's behaviour while getting an appointment.

INTERPRETATION:

Most of the customers are satisfied with the helping behaviour of the employees while getting an appointment.

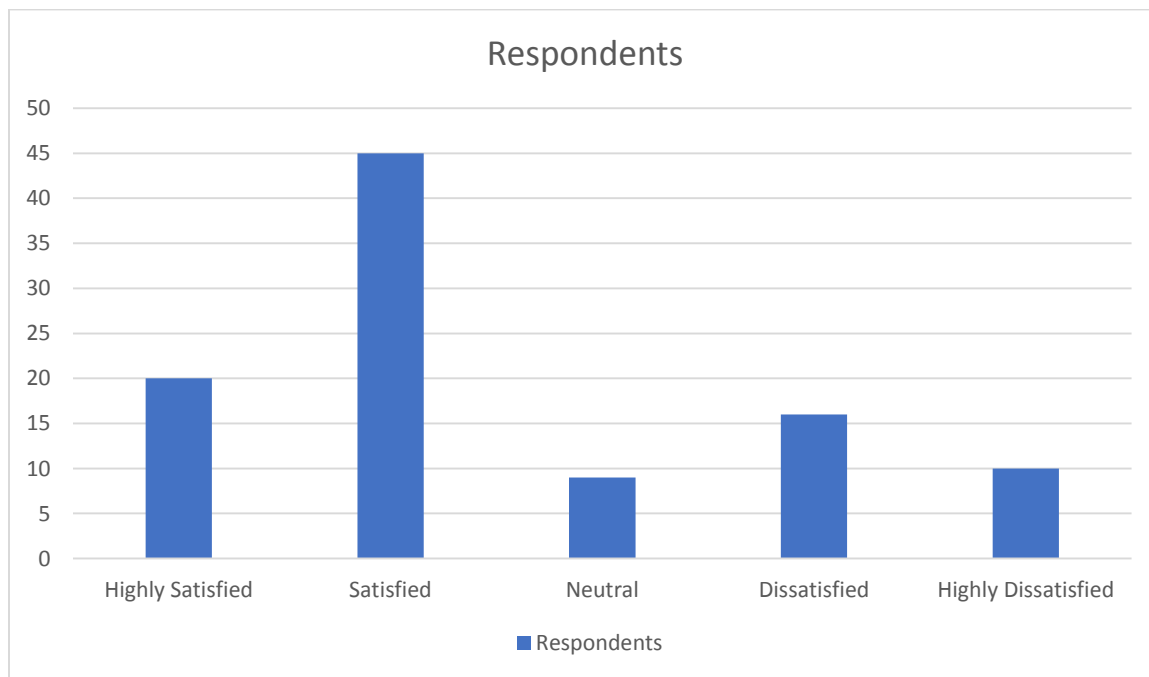
Table 4.10:

Table showing Respondent’s opinion about how they are greeted on the service station by the guard and employees

Serial Number	Response	Respondents
1	Highly Satisfied	20
2	Satisfied	45
3	Neutral	09
4	Dissatisfied	16
5	Highly Dissatisfied	10
Total		100

Chart 4.10:

Chart showing respondents opinion about how they are greeted on the service station by the employees



ANALYSIS:

There are many customers who are satisfied by the welcoming process or greet them while visiting the service centre.

- 20 respondents are highly satisfied by the greeting process while they visit the service centre.
- 45 customers are satisfied.
- 9 responses are neutral.
- 16 customers are dissatisfied.
- 10 customers are highly dissatisfied.

When we talk about the overall responses then we can say that 65% of the respondents are satisfied, only 9% are neutral and 26% of the customers are dissatisfied.

INTERPRETATION:

Most of the customers are satisfied by the welcoming process or greet them while visiting the service center.

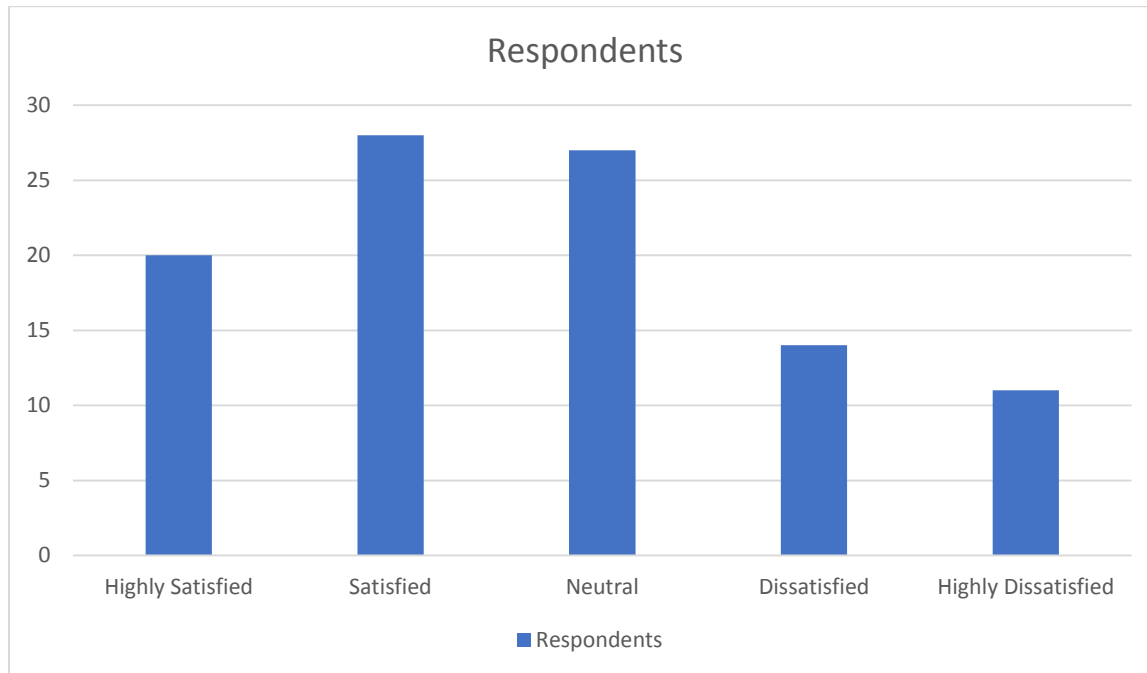
Table 4.11:

Table showing Response of customers about the services offered by the service advisors at the workshop

Serial Number	Response	Respondents
1	Highly Satisfied	20
2	Satisfied	28
3	Neutral	27
4	Dissatisfied	14
5	Highly Dissatisfied	11
Total		100

Chart 4.11:

Chart showing response of customers about the services offered by the service advisors at the workshop



ANALYSIS:

There are several customers who are satisfied with the services provided by the service advisor at workshop.

- 20 respondents are highly satisfied by the service provided by the service advisor at workshop.
- 28 customers are satisfied.
- 27 respondents are neutral about it.
- 14 customers are dissatisfied by the service.
- 11 are highly dissatisfied by the services provided.

Only 48% of respondents are happy by the services offered to them, 27% are neutral about it and 25% of the responses show dissatisfaction.

INTERPRETATION:

Most of the respondents are satisfied with the services provided by the service advisor at workshop.

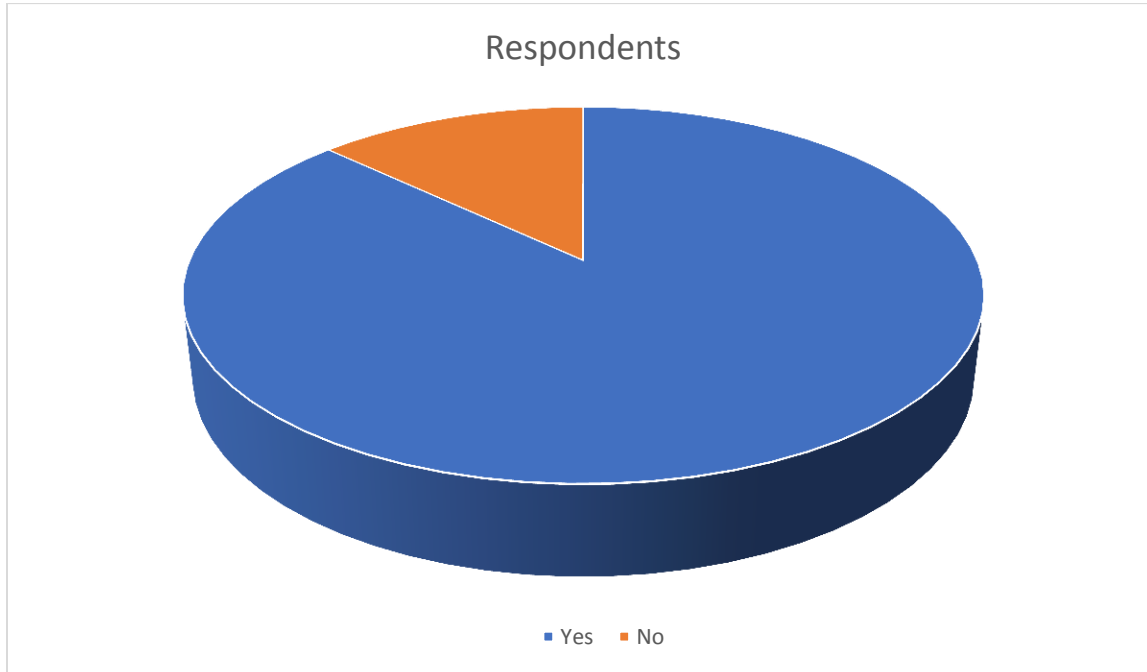
Table 4.12:

Table showing Opinion of customers for vehicle receiving process with documentation

Serial Number	Response	Respondents
1	Yes	87
2	No	13
Total		100

Chart 4.12:

Chart showing Opinion of customers for vehicle receiving process with documentation



ANALYSIS:

There are many customers who share their answers in yes regarding documentation process while receiving the vehicle.

- 87 respondents say yes regarding proper documentation process done at the time of receiving the vehicle.
- 13 customers say no.

INTERPRETATION:

Most of the respondents say yes regarding documentation process while receiving the vehicle.

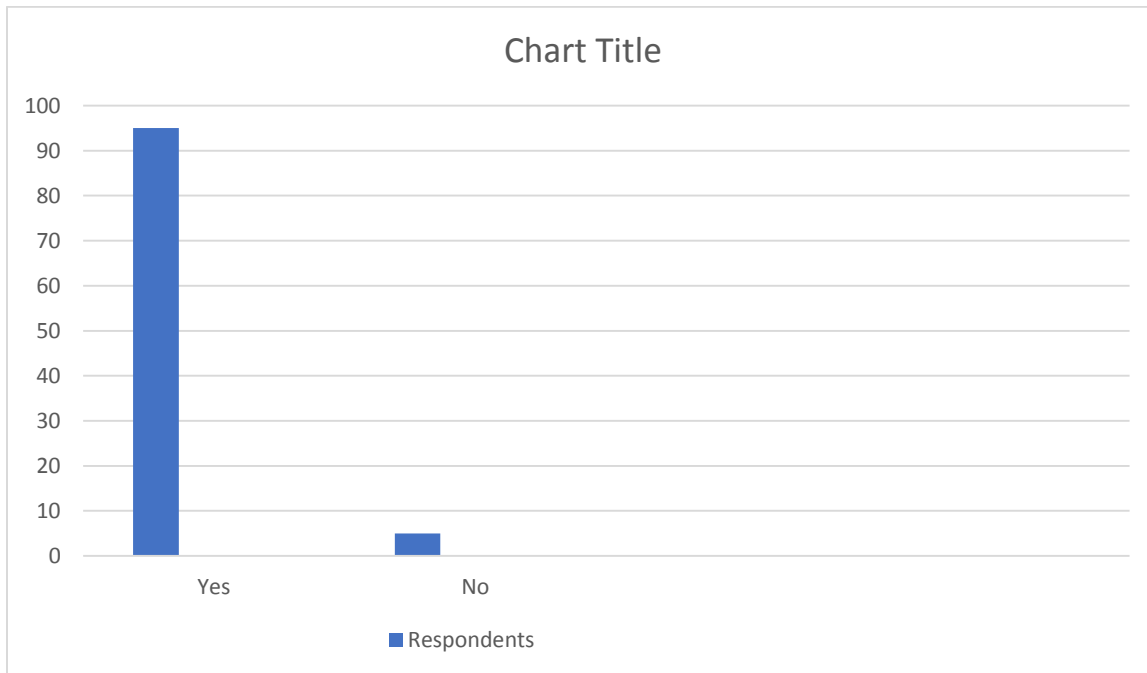
Table 4.13:

Table showing Responses of customers related to the test drive after the completion of services

Serial Number	Response	Respondents
1	Yes	95
2	No	05
Total		100

Chart 4.13:

Chart showing Responses of customers related to the test drive after the completion of services



ANALYSIS:

There are many customers who share their views in yes regarding the test drive taken after the completion of service.

- 95 customers said that yes test drive will be taken after the completion of service.
- 5 customers say no.

INTERPRETATION:

Most of the customer have taken test drive after the completion of the service.

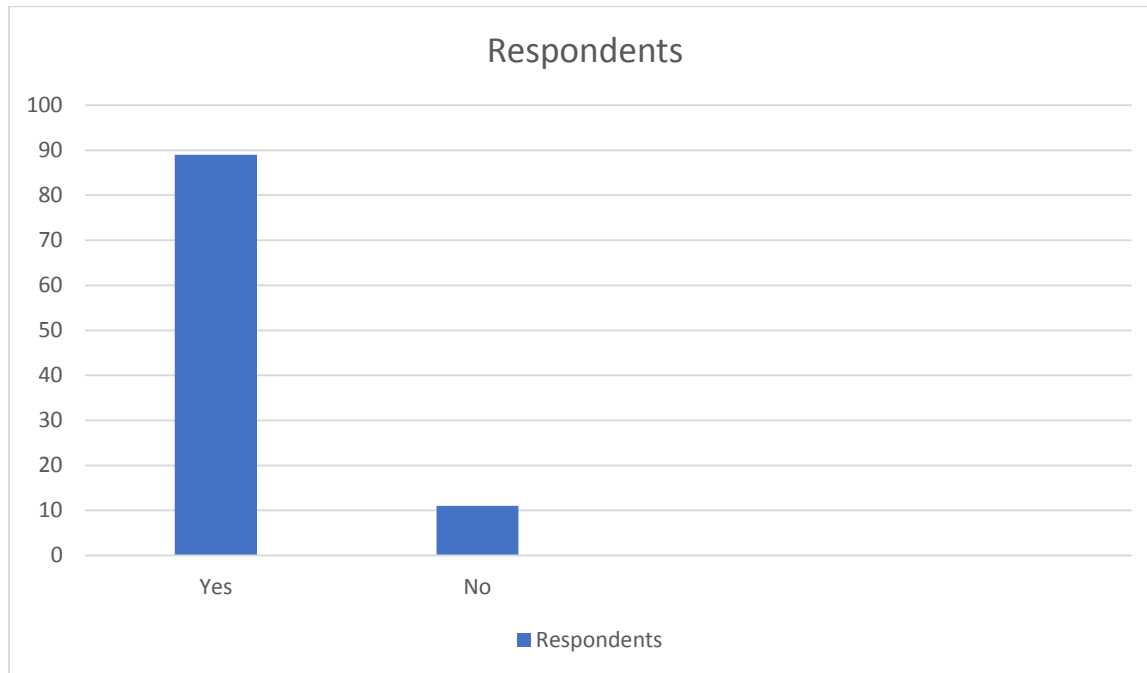
Table 4.14:

Table Showing Opinion of customer about the explanation of services which have been done in the vehicle by the advisor

Serial Number	Response	Respondents
1	Yes	89
2	No	11
Total		100

Chart 4.14:

Chart Showing Opinion of customer about the explanation of services which have been done in the vehicle by the advisor



ANALYSIS:

There are many customers who share their views in yes regarding the explanation of jobs done in the vehicle properly.

- 89 respondents said that yes, they got explained by the service advisor about the job done in the vehicle.
- 11 customers said that the service advisor have not explained the jobs done properly.

INTERPRETATION:

Most of the respondents said that they got explained by the service advisor about the job done in the vehicle.

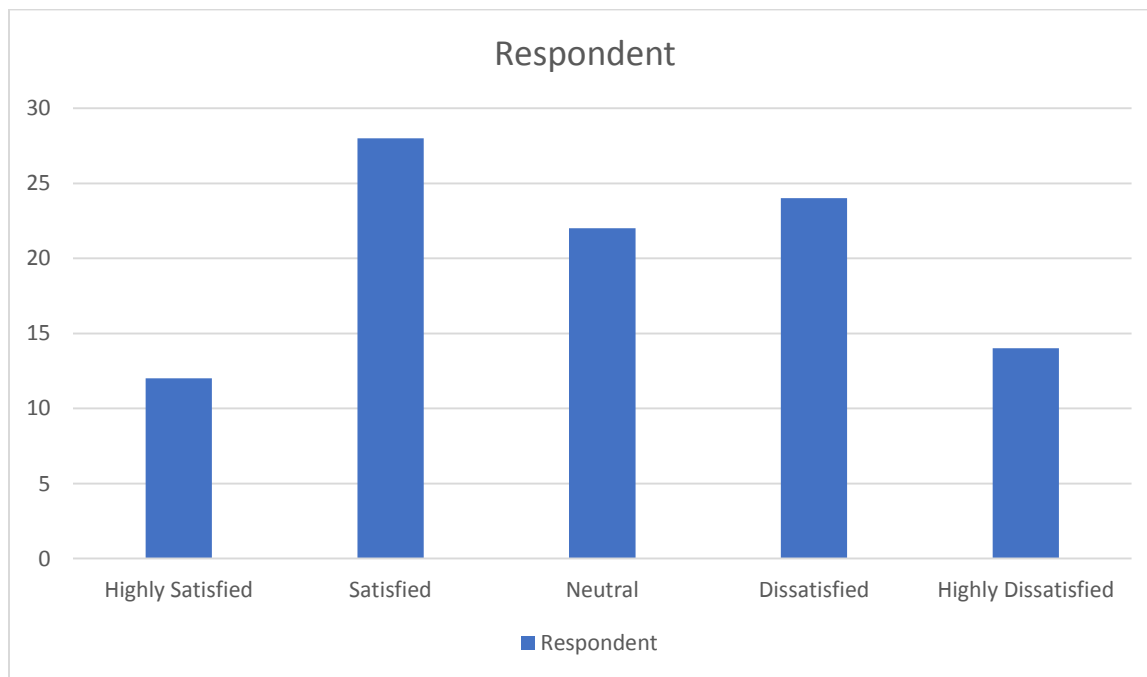
Table 4.15:

Table showing Response of respondents about the washing and cleaning facility offered by the service centre

Serial Number	Response	Respondents
1	Highly Satisfied	12
2	Satisfied	28
3	Neutral	22
4	Dissatisfied	24
5	Highly Dissatisfied	14
Total		100

Chart 4.15:

Chart showing Response of respondents about the washing and cleaning facility offered by the service centre



ANALYSIS:

There are several customers who may not satisfy with the washing and cleaning services provided by the service station.

- Only 12 respondents are highly satisfied by the washing facility provided by the service centre.
- 28 customers are generally satisfied.
- 22 respondents gave neutral answers.
- 24 customers are dissatisfied by the washing facility.
- 14 are highly dissatisfied by the washing and cleaning services provided.

Only 40% of the respondents are happy with the vehicle washing facility offered to them, 22% are neutral about it and 38% of the responses show dissatisfaction by the vehicle cleaning facility.

INTERPRETATION:

Most of the customers are satisfied with the cleaning service provided by the service station.

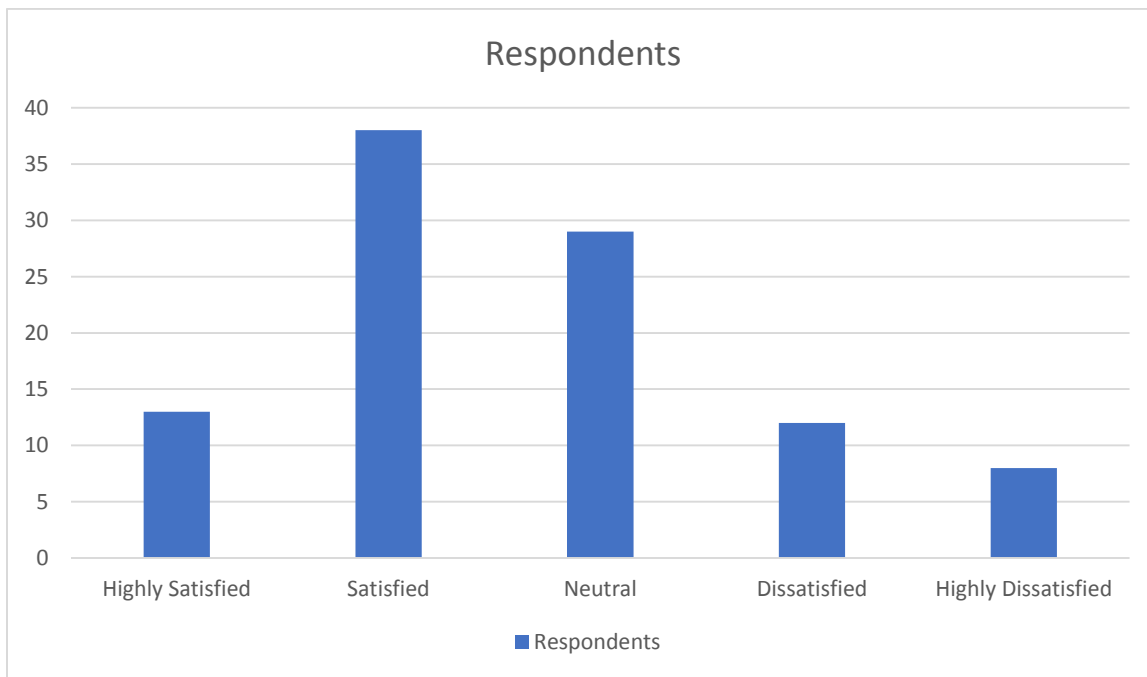
Table 4.16:

Table showing Response of customers about the time taken to deliver the vehicle after the service

Serial Number	Response	Respondents
1	Highly Satisfied	13
2	Satisfied	38
3	Neutral	29
4	Dissatisfied	12
5	Highly Dissatisfied	08
Total		100

Chart 4.16:

Chart showing Response of customers about the time taken to deliver the vehicle after the service



ANALYSIS:

There are many customers who are satisfied with the vehicle delivery time which was taken to deliver the vehicle after the service.

- 13 respondents are highly satisfied by the delivery time taken for completion of service.
- 38 customers are satisfied by the delivery time of the vehicle after its service.
- 29 respondents gave neutral answers.
- 12 customers are dissatisfied by the vehicle delivery time after the service.
- 8 are highly dissatisfied by the time taken to deliver the vehicle.

Only 51% of the respondents are happy with the vehicle delivery time for providing service, 29% are neutral means they can't say anything about it and 20% of the responses show dissatisfaction only because of time taken to deliver the vehicle.

INTERPRETATION:

Most of the respondents give neutral answer with the vehicle delivery time which was taken to deliver the vehicle after the service.

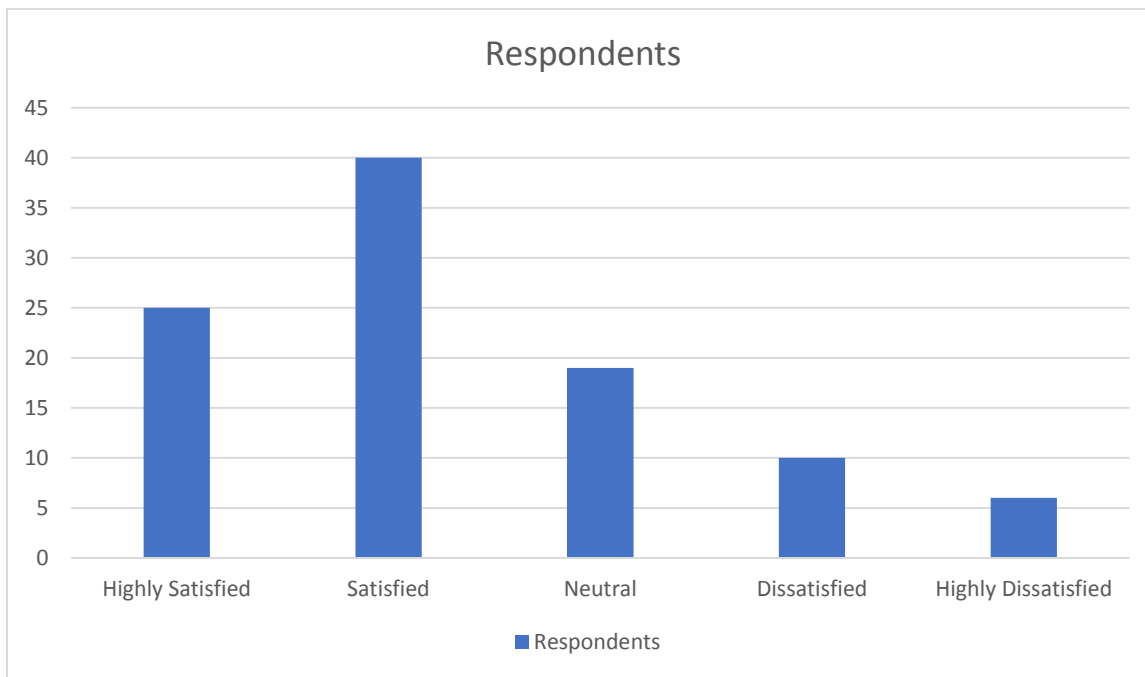
Table 4.17:

Table showing Respondents rating about the help provided for lodging and attending complaints by the customer care executives

Serial Number	Response	Respondents
1	Highly Satisfied	25
2	Satisfied	40
3	Neutral	19
4	Dissatisfied	10
5	Highly Dissatisfied	6
Total		100

Chart 4.17:

Chart showing Respondents rating about the help provided for lodging and attending complaints by the customer care executives.



ANALYSIS:

There are several customers who are satisfied by the customer care executives for helping the customers in lodging and attending of complain regarding the issues.

- 25 respondents are highly satisfied by the customer care executives for their help in solving the complaints.
- 40 customers are satisfied with the helping behaviour of the customer care executives.
- 19 respondents are neutral about this.
- 10 customers are dissatisfied by the customer care executives by their behaviour.
- 6 are highly dissatisfied by the customer care executives not for helping them regarding the complaints.

Only 65% of respondents are happy with the customer care executives helping nature in solving the issues they are facing, 19% are neutral about it and 16% of the responses show dissatisfaction means they said that customer care executives are not helping them regarding the problems.

INTERPRETATION:

Most of the customers are satisfied with the helping behaviour of customer care executive.

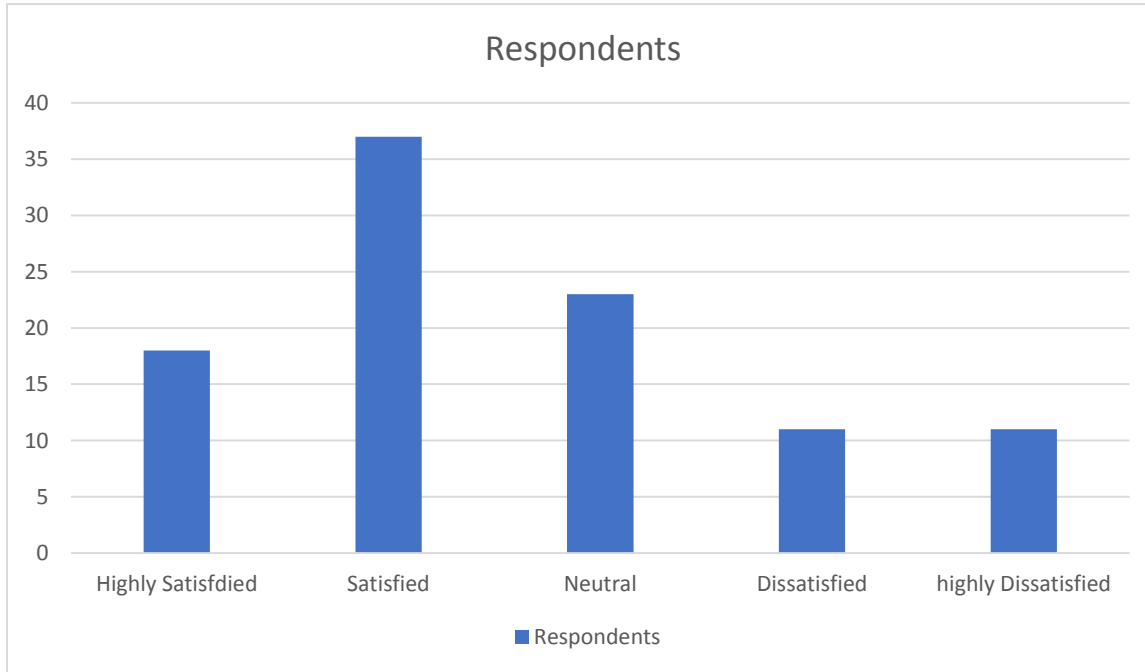
Table 4.18:

Table showing Response of the customers about the facilities offered by Libra Hyundai.

Serial Number	Response	Respondents
1	Highly Satisfied	18
2	Satisfied	37
3	Neutral	23
4	Dissatisfied	11
5	Highly Dissatisfied	11
Total		100

Chart 4.18:

Chart showing Response of the customers about the facilities offered by Libra Hyundai.



ANALYSIS:

There are several customers who are satisfied with the facilities offered by the service centre.

- 18 respondents are highly satisfied by the facilities offered to them.
- 37 customers are satisfied by the facilities offered to them in the dealership.
- 23 respondents are neutral about it.
- 11 customers are dissatisfied by the facilities offered at the service centre.
- 11 are highly dissatisfied by the facilities provided.

Only 55% of respondents are happy by the facilities offered to them, 23% are neutral about it and 22% of the responses show dissatisfaction in facilities offered by the service station.

INTERPRETATION:

Most of the customers are satisfied by the facilities offered to them in the dealership.

Statistical Tools and Result

ANOVA:						
Single Factor						
SUMMARY						
<i>Groups</i>	<i>Count</i>	<i>Sum</i>	<i>Average</i>	<i>Variance</i>		
Q1	4	8	2	1.66667		
Q2	4	20	5	5		
ANOVA						
<i>Source of Variation</i>	<i>SS</i>	<i>Df</i>	<i>MS</i>	<i>F</i>	<i>P-value</i>	<i>F crit</i>
Between Groups	4.4	1	4.4	1.588235	0.2574	5.987376
Within Groups	19	7	2.114285			
Total	23.4	8				

P Value = 0.2574

we will choose alternative hypothesis and null hypothesis is rejected.

CHAPTER 5

FINDINGS, CONCLUSION AND SUGGESTIONS

5.1 SUMMARY OF FINDINGS

- We observe that most of the respondent in this study belongs to 35-50-year age group.
- It is observed that income level of the respondent is high in between 2.5 lacs to 5 lacs per annum.
- Most of the respondents believe that quality and technology of Hyundai is very good.
- Many respondents are happy with the Hyundai luxury and spaciousness.
- Customer felt that price of the vehicle offered by Hyundai is ok as they are satisfied.
- Respondent's are neutral towards the price of spare parts of the vehicle.
- Respondents gave good rating about the mileage of the cars.
- Respondents said that they are satisfied with the service network convenience.
- Respondents are satisfied with the helping behaviour of the executive for getting an appointment.
- Customers are much satisfied with the greetings on the service station by the guard and employees.
- Response of customers about the services offered by the service advisors at the workshop is neutral.
- Customers were very much satisfied with the documentation process at the time of receiving the vehicle.
- Customers are very satisfied related to the test drive after the completion of services.
- Customers like the explanation of services which have been done by the employees.
- Customers are not that much satisfied washing and cleaning facility offered by the service centre.

- There are many customers who are satisfied with the vehicle delivery time which was taken to deliver the vehicle after the service.
- There are several customers who are satisfied by the customer care executive for helping the customers in lodging and attending of complain regarding the issues.
- There are several customers who are satisfied with the facilities offered by the service centre.

5.2 CONCLUSION AND SUGGESTIONS

CONCLUSIONS

- Customers feel that service charge is little high.
- Many of the customers are happy with regard to mileage.
- 65% of the respondent said that the executive performance was good, 19% of the respondent said its ok.
- Customers feel that they are getting information regarding free service provided by the Hyundai.
- The respondents are saying that Libra Hyundai performance is good.
- Libra Hyundai are delivering the vehicle ay promised time.
- Quality and technology used in Hyundai vehicles attract large number of customer.
- Washing and cleaning facility is not good enough.
- Documentation and online entry of every vehicle is very good.
- Price of the spare parts is little high so it will affect the customer.
- Vehicle delivery time is good enough means vehicle will be delivered at promised time.
- Libra Hyundai facilities are very much satisfactory for the customers Complaints will be attended very sharply to help the customer.

SUGGESTIONS

- Service centre has to frame new strategies to gain all the potential customers.
- Libra Hyundai have to come up some potential activities, schemes and offers to attract people.
- Service advisors need training and motivation from the management.
- Libra Hyundai has to improve the washing quality through training of the staffs.
- Company should hire trained and efficient staffs for providing the standard service.

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ANNEXURE

Questionnaire on “A Study on Customer Satisfaction in Hyundai Service centre @ Libra Hyundai dealership”.

Dear sir,

I am a student of Acharya Institute of Technology, Bangalore is conducting a survey on” A Study on Customer Satisfaction in Hyundai Service centre @ Libra Hyundai dealership” for fulfilment of MBA programme.

This information is purely for an academic purpose and is completely confidential. You are requested to fill the below QUESTIONNAIRE.

Rate the following services offered by the company on a five-point scale on the basis of satisfaction level are as follows:

Highly Satisfied (HS), Satisfied (S), Neutral (N), Dissatisfied (D), Highly Dissatisfied (HD)

1. Which age class do you belong?

Less than 18yrs

18 to 25yrs

25 to 35yrs

35 to 50yrs

More than 50yrs

2. What is your income level?

Less than 2.5 Lakhs

2.5 to 5 Lakhs

5 to 7 Lakhs

7 to 10 Lakhs

More than 10 Lakhs

3. Rate the Hyundai quality and technology?

Highly Satisfied

Satisfied

Neutral

Dissatisfied

Highly Dissatisfied

4. Rate the Hyundai luxury and spacious?

Highly Satisfied

Satisfied

Neutral

Dissatisfied

Highly Dissatisfied

5. Rate the price of the vehicle offered by Hyundai?

Highly Satisfied

Satisfied

Neutral

Dissatisfied ()
Highly Dissatisfied()

6. Rate the price of the spare parts offered by Hyundai?

Highly Satisfied ()
Satisfied ()
Neutral ()
Dissatisfied ()
Highly Dissatisfied()

7. Please rate the mileage of the car?

Highly Satisfied ()
Satisfied ()
Neutral ()
Dissatisfied ()
Highly Dissatisfied()

8. Rate the convenience of service network?

Highly Satisfied ()
Satisfied ()
Neutral ()
Dissatisfied ()
Highly Dissatisfied()

9. How do you rate the executives will they help you to get an appointment at the dealership?

Highly Satisfied

Satisfied

Neutral

Dissatisfied

Highly Dissatisfied

10. How do you rate the guard and employees for greeting you at the service station?

Highly Satisfied

Satisfied

Neutral

Dissatisfied

Highly Dissatisfied

11. How do you rate the services offered by the service advisors at the workshop?

Highly Satisfied

Satisfied

Neutral

Dissatisfied

Highly Dissatisfied

12. Did they complete the vehicle receiving process with proper documentation?

Yes ()

No ()

13. Did they take a test drive after completion of the service?

Yes ()

No ()

14. Did they explain the problem and work done in the vehicle after the servicing to make you understand?

Yes ()

No ()

15. How do you rate the washing and cleaning facility of vehicle at the service station?

Highly Satisfied ()

Satisfied ()

Neutral ()

Dissatisfied ()

Highly Dissatisfied()

16. How do you rate the delivery time of the vehicle by the service station?

- Highly Satisfied
- Satisfied
- Neutral
- Dissatisfied
- Highly Dissatisfied

17. Rate the customer care executives for helping you in lodging and attending complaints at the service centre?

- Highly Satisfied
- Satisfied
- Neutral
- Dissatisfied
- Highly Dissatisfied

18. How do you rate Libra Hyundai dealership facility?

- Highly Satisfied
- Satisfied
- Neutral
- Dissatisfied
- Highly Dissatisfied

19 . Do you have any suggestions for Libra Hyundai Dhanbad Dealership?

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.....
.....

!!!!.... Thanking you for providing your valuable Response.....!!!!

**PROJECT BY:
RAJA SENGUPTA**

**Department of MBA Acharya Institute of Technology
Soldevanahalli, Hessaraghatta Main Road, Bangalore-107 2016-18**



INTERNSHIP WEEKLY REPORT (1IA16MBA20)

Name of the Student: Raja Sen Gupta







Internal Guide: prof. Keerthi H.K.


Specialization: Marketing and H.R

Title of the Project: "A STUDY ON CUSTOMER SATISFACTION IN HYUNDAI SERVICE CENTRE AT LIBRA HYUNDAI CARS DEALERSHIP"

Company Name: Libra Hyundai Dhanbad

Week	Work Undertaken	External Guide Signature	Internal Guide Signature
16-01-2018 To 22-01-2018	Introduction about "Libra Hyundai" and its operation.		
23-01-2018 To 29-01-2018	Learning about the different kind of services offered by Libra Hyundai.		
30-01-2018 To 5-02-2018	Gathering the required information about the project and Orientation of the Company Growth.		
6-02-2018 To 12-02-2018	Orientation with Functional of the Project required details study.		
13-02-2018 To 19-02-2018	Identification of Research problem.		
20-02-2018 To 26-02-2018	Preparation of the Research instrument for data collection.		
27-02-2018 To 5-03-2018	Theoretical background of the study.		

6-03-2018 To 12-03-2018	Data collection and Data analysis.		
13-03-2018 To 19-03-2018	Interpretation of the data gathered during the survey.		
20-03-2018 To 26-03-2018	Final report preparation submission.		


 Signature of HOD
 Head of the Department
 Department of MBA
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COMPANY SEAL



COLLEGE SEAL