

EXECUTIVE SUMMARY

The summer time project “Customers satisfaction towards Maruti Suzuki motors” at Muneer Cars. it is a great platform to study the recent trends within the car industry and to recognize the various merchandise inside the car enterprise as well as to know the patron pride toward the various merchandise in the enterprise.

The record starts with advent about the corporation and its location as well as its operation, it will encompass industry profile and so on the second bankruptcy is all approximately conceptual heritage and literature overview. The third chapter begins it's far research layout it covers various sampling techniques as well as information collection. The fourth chapter is set assessment and interpretation; it's far useful to recognise customer pride towards various merchandise. The 5th bankruptcy offers with findings, guidelines and conclusions and detail which will be very beneficial to cope with essential strategies after the statistics analysis as done.

In every chapter described above could be helpful to examine the patron satisfaction closer to the services furnished through Maruti Suzuki motors.

As a have a look at on patron delight towards Maruti Suzuki vehicles in Muneer cars with the assist of questionnaire, the patron satisfaction stage is high completed with the aid of Muneer motors, and based totally on study and internship the finding is made on primary information in which the maximum of respondents are male clients and age between 30-70, the majorities had been employed folks are most users Maruti Suzuki motors and as according to survey the Muneer vehicles client are nearly happy ,so they can amplify their commercial enterprise in south India.

In each of the bankruptcy as described above , every economic wreck has been scheduled in a manner at the manner to permit the reader to realise the content material fabric with out troubles.