

Executive summary:

A study on customer perception on servicing towards Sindol Bajaj Motors. in this project the primary data is collected from personal meeting with the customers of Bajaj Motors user and the information collected by the customers from the scheduled questionnaires. And the sample size of the respondents is 50 and the data analysis and the interpretation were prepared with the help of secondary data these data collected from the company website and books.

The main objectives of this study are to know the customer satisfaction towards the Bajaj bike after sale service. To study customer opinion regarding behavior of the staff during services. To study customer perception towards Sindol Bajaj Motors.

Findings from the survey it was found that most of the respondents are aware about total number of free services provided by the Sindol Bajaj Motors. Maximum numbers of Bajaj bike users are satisfied with respect to addressing their complaints. This indicates that Sindol motors has given proper response to the customer problems, most of the customers are satisfied with the after sales service of the sindol Bajaj motors.

this project includes industry profile, company profile, vision mission quality policy, product profile service profile swot analysis, background a literature review, research design, finding suggestions and conclusion and questionnaires