

## **Executive Summary**

**The project is carried on “A Study on Customer Satisfaction on Frozen Bottle Ltd”, Bangalore. This project talks about how consumers were buying their products and their behaving patterns. It concentrates on purchasing parity of consumers. It also focuses on price, the product, quality, offers and discounts, gift vouchers, coupons etc. and responses on Frozen Bottle ltd. Employee helpfulness towards customers and customer preference was also studied. The main objective of the study is analyzing customer’s perception on Frozen Bottle ltd. It may be analyzing and interpretation of data for decision making from a consumer perspective. Hence the project report entitled “A study on customer satisfaction at Frozen Bottle Ltd” is undertaken in partial fulfillment of MBA 4th semester in Acharya Institute of Technology.**