

EXECUTIVE SUMMARY

This project primarily concentrate on the “A Study Of Acceptance And Implementation Of Safety And Security Features Of Prakash Bus Series” towards S.M KANNAPPA AUTOMOBILES. A Client may comprise set of wellbeing, profit, attitude and life style prior to purchase a manufactured goods. But nearby it might be a foremost change in his undergo of preference after the procure has been prepared. In such a situation it is complicated for the vendor to know the deeds of the customer. Amid this vision in intellect the research study will be conducted to come across the client preference towards safety and security features.

To hold on the study the research has been conducted as per the marketing research method. As the study require the client (probable) opinion it will also help to know the attentiveness level of acceptance and implementation of safety and security features in Bangalore district and also the opinion regarding the vehicle as well as the overall performance of S.M Kannappa Automobiles.

The research will besides help us to recognize the factors that influence to accept the safety measures as well as implementing security features which will be helpful to company for better development of the vehicles & client requirement.

For this research I have unruffled the primary data through questionnaire and the company catalogues, brochures are collected for secondary data. To collect primary data, study is conducted on individuals (potential clients) this research is limited to the Bangalore only. The sample size that I had taken is 102. This research will moreover help organization to know the client as well as there requirement, desire and Satisfaction towards Prakash Bus Series Services of S.M Kannappa Automobiles.