

EXECUTIVE SUMMARY

TITLE : A study on customer satisfaction towards Bajaj two wheelers at speed motors.

The summer project “customer satisfaction towards Bajaj two wheelers” it is a good platform to learn the recent trends in the manufacturing industry and to know the various products in the manufacturing industry as well as to know the customer satisfaction towards the various products in the industry

The report begins with introduction about the organization and its location as well as its operation, it will include industry profile and so on the second chapter is all about conceptual background and literature review. The third chapter begins it is research design it covers various sampling techniques as well as data collection. The fourth chapter is about evaluation and interpretation, it is helpful to know customer satisfaction towards various products. The fifth chapter deals with findings, suggestions and conclusions and detail which will be very helpful to deal with essential strategies after the data analysis as done.

In each chapter defined above will be helpful to analyze the customer satisfaction towards Bajaj two wheelers

As a study on customer satisfaction towards product quality of the Bajaj two wheelers with the help of questionnaire, the customer satisfaction level is high achieved by Bajaj, and based on study and internship the finding is made on primary data where the most of respondents are male customers and age between 20-40, the majorities were students and employed persons and as per survey the Bajaj two wheelers customer are almost satisfied.

The study has analyzed the existing customer satisfaction in detail. Considering in both theoretical and practical aspects and suggested improvements or changes that can be incorporated.