

EXECUTIVE SUMMARY

The summer project “customer satisfaction towards brand image of soaps” at maharaja soap industries private limited. 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 process, 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 the brand image of soaps and Products.

As a study on customer satisfaction towards product quality in Shashi soap with the help of questionnaire, the customer satisfaction level is high achieved by Shashi soap, and based on study and internship the finding is made on primary data where the most of respondents are female customers and age between 30-40, the majorities were house wife and employed persons are most users of Shashi and as per survey, Shashi soap customer are almost satisfied ,so they can expand their business in south India.

The Shashi soap, Davangere had head branch in Davangere has been becoming smart city so the Shashi soap had good opportunity in the market and providing satisfied customer so they can expand their business and make competition by its unique way of sales. Considering finding and suggestion it is hoped that customer can get help full to make better quality to customers in future.