EXECUTIVE SUMMARY

The MBA program offered by VISVESVARAYA TECHNOLOGICAL UNIVERSITY, has its own unique syllabus which involves MBA scholars to undertake a project with any prominent corporate organization for a period ranging six weeks after the 3rd semester.

The report is includes "A STUDY OF CUSTOMER SATISFACTION OF ROYAL ENFIELD IN BLUE MOUNTAIN AUTOS, CALICUT". Royal Enfield is one of the best retailer in the country. It's a great pleasure to working with this company. Everyone loved and passionate about this brand. The customer perception of brand offering products, features, quality, and image at the right price is when a customer gets satisfied. Determination of buyer behavior is the key factor of customer satisfaction. Unless a buyer gets a clear image of the product, they won't take any actions. But if the customer is aware of a particular brand, it helps them to take quick decisions and promotes the brand to others.

Customer satisfaction is an unavoidable factor in the current market. A satisfied customer is the most valuable asset for a company. The sustainability of many different companies is only because of satisfaction of customers. Hence customer is the key factor. The true factor is the company should prove that their product is unique and special which will satisfy their need. Satisfaction not only includes feelings but also purchase process, atmosphere before and after the execution of process

The project was carried out as per research. Favorable goals were set for the study. To meet the goals primarily research was undertaken with the help of questionnaire, the target respondents were the customers of Royal Enfield at Kozhikode. Tables and charts were used to translate data into meaningful information.

The report consist of the introduction to the industry and company profile. The rest of the report shows theoretical background, data analysis and interpretation, findings and suggestions, conclusion of the study undertaken. Finally the report has bibliography and the questionnaire attached to it.