

EXECUTIVE SUMMARY

This project “A Study on Consumer Satisfaction of Power Challenger Tubular Battery” helps to understand how the customers are willing to buy the battery for various purposes. The project involves the studying the market, the company and the customers. The project involves gathering customer’s opinion regarding the battery and its quality, their requirement and what they are looking from the battery for at most satisfaction. The study is carried out by collecting the data from the customers and the analysis is made. The analysis involved preparing the questionnaire, hypothesis and graphically representing the data in the relevant tables and charts.