

EXECUTIVE SUMMARY

The Indian hospitality industry plays a major role in driving growth of the services sector in India. It has emerged into an industry that caters to its customers needs and is sensitive to the desires of people. Quality management as one of the major concepts of marketing management in hotel industry has helped the industry to evolve.

The topic chosen for the study is **“A STUDY ON CUSTOMER SATISFACTION TOWARDS NANDHANA FOODS PVT. LTD BANGALORE.”** This particular topic of customer satisfaction is chosen to study the customers satisfaction level, view and desire towards **“NANDHANA HOTEL”**. The study helps to obtain suggestions for the improvement of the product and also helps for finding out satisfaction level of customers.

The research design adopted in this study is descriptive research design. Survey was carried out in the field and through online. Primary data is collected through survey by allocating questionnaires. The reviews are distributed to the customers of **“NANDHANA HOTEL”**. Secondary data is collected from company records, websites and journals.

It is suggested to create an awareness about Nandhana Hotel, the management has to create media advertising in order to generate awareness. Boarding and banquette facility packages should be designed accordingly to the latest trends and competitors, so that the services of the hotel may increase their profits.

Finally, it can be concluded that they should adopt a strategy as per the competitive market to overcome their competitors. The hotel has to renovate their hotel rooms, ambience and parking facilities so that customers are attracted and often they use their services facilities of the hotel, they should also improvise on promotional facility to increase in sales and expansion of the hotel in their future aspects, which improves customer satisfaction and the hotel may be able to reach new heights and better their profit margin.