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ITI

ITI LIMITED



Bangalore Plant Dooravaninagar
Bangalore-560016

HUMAN RESOURCES - EMPLOYEE DEVELOPMENT CENTRE

Certificate

This is to certify that

*Ms. Pushpamala K
MBA*

of

Acharya Institute of Technology - Bangalore

has successfully completed

Project on

"Consumer Satisfaction Level on ITI Tag Wallet - Bangalore"

During the period from 19/01/2018 to 27/03/2018



Signature of the
Trainee
Date : 27/03/2018

Issuing Authority
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ACHARYA INSTITUTE OF TECHNOLOGY

(Affiliated to Visvesvaraya Technological University, Belagavi, Approved by AICTE, New Delhi and Accredited by NBA and NAAC)

Date: 14/05/2018

CERTIFICATE

This is to certify that **Ms. Pushpamala K** bearing USN 1AY16MBA53 is a bonafide student of Master of Business Administration course of the Institute 2016-18 batch, affiliated to Visvesvaraya Technological University, Belagavi. Project report on “**A Study on Consumer Satisfaction Towards ITI Tag Wallet**” At **ITI Ltd., Bangalore** is prepared by her under the guidance of **Prof. Monica M** in partial fulfillment of the requirements for the award of the degree of Master of Business Administration, Visvesvaraya Technological University, Belagavi, Karnataka.

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Signature of Internal Guide

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DECLARATION

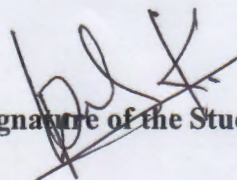
I, PUSHPAMALA.K bearing USN 1AY16MBA53 hereby declared that the project report entitled " Consumer Satisfaction Level on ITI Tag Wallet" with reference to " ITI Ltd" prepared by me under the guidance of Prof. Monica, faculty of MBA Department, AIT and external assistance by Murali Mohan Dy.General Manager-DM&IT Marketing ITI Ltd.

I also declare that this project work is toward the partial fulfillment of the university Regulations for the degree of Master of Business Administration by Visvesvaraya Technological University, Belgaum.

I have undergone a summer project for the period of ten weeks. I further declare that this project is based on the original study undertaken by me and has not been submitted for the award of any degree/diploma from any other University / Institution.

Place: Bengaluru

Date: 22/05/2018


Signature of the Student

ACKNOWLEDGEMENT

I would like to thank my people who have helped and supported me while doing my Project report and work.

There is not enough word to offer vote of thanks to Dr. **Nijaguna G**, Head of the Department of MBA, AIT Bengaluru for his help in initiating the project report in advance for the regular motivation, my guides Prof. Monica M faculty of MBA Department, AIT Bengaluru and Murali Mohan Dy. General Manager- DM & IT Marketing at ITI Ltd for their admirable help, suggestions and opinions on the contribution during and after the project report period. I would also like to thank Roonie Sir, HR Manager at ITI Ltd for giving me the permission to carry my project work.

Place: Bengaluru

Pushpamala.K

Date:

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EXECUTIVE SUMMARY

This project work was done in ITI Ltd KR Puram Bengaluru. The topic which was selected is to do a project report work on “ A study on consumer satisfaction level towards ITI Tag Wallet”.

ITI LTD is India's first ever public sector enterprise which is established in the year 1948. Since its emergence it is considered to be the leading telecom company manufacturing the entire range of telecom equipment's. As the telecom sector is becoming more competitive in the market hence ITI LTD must need to restructure and diversify its level of operations for meeting the competitive needs of consumers in the field of telecom and IT sector products. The ITI must need to examine the awareness, its utility and the needs of the Indian consumers in the so called context of global competition. ITI is one of the leading players in the field of telecom arena desires a study on the needs of the consumers, their satisfaction level and also dissatisfaction level and this is the main reason to switch to other company's product.

The main aim of the project is to analyze the level of satisfaction of the consumers on the ITI'S Digital wallet and analyze the variation in preference to use ITI Tag Wallet between and within Income level of the consumers and also study the relationship between the satisfaction level and recommendation about the ITI Tag Wallet. The descriptive study was conducted with the sample size of 100 selected using snowball sampling technique. The self-designed questionnaire was used to collect the data from consumers. The result shows that there is positive and significant relation between satisfaction and recommending to others. The consumers are satisfied with the ITI tag wallet and they strongly recommend to others to use ITI tag wallet and also shows that irrespective of income levels, consumer prefer to use ITI tag wallet.

CHAPTER 1

INTRODUCTION

1.1 INDUSTRY PROFILE

Telecom services is one of the essential tool for better socio-economic development of the country. It is also recognised globally. Across world India is one of the second largest telecommunication market and also it has remarkable growth in past few years .

Now coming to the Indian mobile economy it has major scope and growing rapidly and it contributes US\$ 400 billion to the Indian GDP, and this is according to the report prepared by the GSMA in collaboration with BCG.

Liberal policies have made the rapid strides in the telecom industry of government of the India. This will provide a great market access for the telecom equipments and for fair regulatory for the framework which will offer telecom services at affordable prices. This sector is recognized has one of the major and important fastest growing sector.

MARKET SIZE

Telecommunication is the prime support services and this helps in growth and modernization of sectors. By adopting data consumption on the handheld devices, the average total mobile services market revenue in the country will reach US\$ 29.8 billion in the year 2014 and also in the upcoming year it reaches upto US\$ 37 billion. India will reach fourth largest smart phone market in the future.

In June 2015 India reached 213 million mobile internet users and 23% rise over in six months period, and this according to the 2014India report.

According to the Randstad India “ telecom sector is growing aggressive at an average 35% a year for close two decades,” said by Mr K Uppaluri CEO, Ranstad India.

INVESTMENTS

There is lot of investments in the sector with the rapidly increasing subscriber base. The industry investment has about FDI of US\$ 16,994.68 million in the period April 2000 to January 2015, this was released by the Industrial Policy Department.

Developments in recent past years:

- ❖ Maxx Mobilink plans it is located in Haridwar plant and it produce mobile handsets.its investment is over 6 crore rupees.
- ❖ Bharti Airtel and HIS they both have made an agreement which will acquire about 1,100 telecom towers across Zambia and Rwanda.
- ❖ Sterlite Technologies Ltd has fund of US\$100,000. The broadband technology research has investments and strengthen Indian economy. This will concentrate on start-ups and works on innovative broadband technologies.
- ❖ Tata Communications in Seabras-1, in Us and Brazil a submarine cable as been developed and also lookin forward in the region of Latin and American.
- ❖ Huawei Technologies is combination of Bharti Airtel and Idea Cellular with the worth of US\$ 120 million and this was done in order to upgrade the network.
- ❖ Ericsson is another investment where it has acquired seven-year deal worth US\$ 1 billion to manage all Reliance network across 11 service areas.

GOVERNMENT INITIATIVES

In telecommunication sector government has several plans to clear all the desired proposals which will allow spectrum trading and also sharing ahead of year end deadline. Important initiatives which are taken by government are as follows:

- ❖ To set up an mobile manufacturing unit the Government of Uttar Pradesh (UP) has investment deals of Rs5000 crores.
- ❖ In the next upcoming years GOI have planned for free high speed wifi in 2500 cities and towns in India, and its investment is uo to Rs 7,000 crore and this is going to be implemented by BSNL.

- ❖ And in public places and all government departments people expect to get a minimum of 2 megabits per second (MBPS) wifi speed.
- ❖ The target of telecom sector is to fetch atleast Rs 64,840 crore (US\$10.43 billion).

1.2 COMPANY PROFILE

ITI Ltd was the first (PSU) in India and it was established in 1948. ITI has contributed 50% national telecom network presently. ITI has located in six locations countrywide and provides network across the country. The company offers telecom products and solutions which covers complete spectrum of switching, Transmission, Access and Subscriber Premises equipment.

The world class vendors of Global System for Mobile is great platform and ITI have joined hands with them and they inaugurated mobile manufacturing facilities at **Mankapur** and Rae Bareli Plants . In the domestic and as well as export markets the company supplies more than nine million lines per annum.

The company has diversification known as Information and Communication Technology (ICT) . The important and major initiatives taken by ITI Ltd is Network Management management systems, Encryption and Networking Solutions for connectivity of Internet.

ITI promises for secure connections and a engineering strategic communication network for Defense forces of India. NMS, IT and Access these are other products which provides a complete solutions which particularly customized to various consumers.

1.3 ITI'S VISION

The ITI vision is all about being a leader in the domestic market and globally. And to give complete solutions to the problems of consumers. And also to build a core competencies to enter the new areas and markets.

- ❖ By providing complete network solutions ITI will perceive **their** consumers.
- ❖ To achieve business objectives the company provides innovative solutions by using the current technologies
- ❖ The company expands the knowledge based on also service based business and this will enhance the shareholder value.

- ❖ The cost will be continuously low in this manufacturing business.
- ❖ The major focused area will be applied by R&D.
- ❖ The company also follow up overseas.
- ❖ The company is all about consumer focused organization and necessary T&D of manpower is done.

ITI'S MISSION

In the field of manufacturing and supply it must retain the leadership with upcoming latest technology of telecom products and services.

To be a topbest solution provider to the consumers.

To enter the new market business areas.

ITI'S MOTO

ITI is being a perceived business partners in providing total telecom solutions for IT.

And ITI aims for offering solutions in the cost competitive manner.

Also aim is to increase the IT hub for manufacturing and also for software development of ITI Ltd services.

Our R&D and marketing efforts will seize the great vast opportunities in the various segments.

ITI'S AIM

- ❖ Consolidating the new technologies for the manufacture of telecom equipment.
- ❖ To sustain as the top service provider across nation.
- ❖ And its aim to consider both internal as well as external consumers.
- ❖ Team work.

ACHIEVEMENTS AND AWARDS

- ❖ Rai Bareli, Palakkad and Bangalore this three plants have won the National Safety Awards for outstanding performance in the year 2004.

- ❖ National Energy Conservation Award for saving tones of energy Rs.384 lakhs in the year 2004.
- ❖ For the quality of the product the ITI has won prestigious ISO 9001-2000 certificate for its excellence.
- ❖ Shri P V Narasimha Rao presented ASCON award.
- ❖ ITI has won award for its quality circle.
- ❖ For quality circle convention 1966 Bangalore plant has won the 1st prize.
- ❖ In fifth annual quality circle convention 1991 it was won 3rd prize.
- ❖ 1st prize in sixth annual quality convention 1992.
- ❖ In state level quality circle ITI has won 5th prize in the year 1997-98

QUALITY POLICY

ITI provides competitive and reliable products, solutions and services.

ITI will achieve through:

- ❖ Sound quality management systems.
- ❖ Empowered human resources.
- ❖ Innovation
- ❖ Mutual respect and consumer delight

CORPORATE HEAD QUARTERS:

ITI Limited, ITI BHAVAN, DOORVANINAGAR, BENGALURU-560016

MANUFACTURING UNITS

- Bangalore
- Naini
- Rae Bareli (UP)
- Mankapur (UP)
- Palakkad (Kerala)
- Srinagar (Jammu and Kashmir)

NETWORK SYSTEM UNITS

Bangalore

AREA OFFICES

There are 28 area offices across the country.

MANPOWER: 3560

R&D BASE: Bangalore, Naini ,Mankapur.

QUALITY SYSTEM: ISO 9000 complaint

INFRASTRUCTURE

- ❖ In-house R&D
- ❖ Capable to undertake Network System Unit turnkey jobs
- ❖ Fully automated assembly lines
- ❖ In circuit tester
- ❖ Machine shops with the modern CNC machines

Facilities

- ❖ PCB manufacturing facility
- ❖ Mechanical fabrications
- ❖ Card assembly
- ❖ SMT line

RESOURCES

Dedicated Network Systems

State of the art manufacturing plants

R&D Centre

1.4 ITI'S PRODUCT PORTFOLIO

ITI products includes all national and international telecommunication networks. It has satellite communication and also optical communication systems. ITI supplies its 95 % of products to the telecommunication department to the significant consumers.

ITI PRODUCTS

- Switching
- Transmission
- Defence
- Access products
- Rural
- Information technologies
- Microelectronics and software

Switching

- Large switches
- Medium switches
- Small switches

Transmission

- Microwave
- Fiber optic
- Satellite communication system
- Radio
- Digital multiplexer
- MCPC

Access products

- Digital loop carrier
- High bit rate digital subscriber line
- Wireless in local loop

- Digital pair-gain
- Terminal equipment
- Basic telephone models
- Magneto
- Multinational oriented telephones integration (MOTI)
- Wide range of models for user

Microelectronics

- Application Specific Integrated Circuits (ASICs)

Defense

- Military EPABX 128 ports
- IP Encryptors
- Field auto telephone
- Secure voice and data for rural communication
- High security voice and data communication
- Bulk encryption units for 2MB E 1 Link
- Secrecy encryption units for transmission purpose
- ASCON

ASCON is a defence product which is very prestigious for the country's telecom network.

Products of ITI



1Source: www.itild-india.com

Fig 1.1



Source: www.itild-india.com Fig 2.2



Source: www.itilt-d-india.com

Fig 1.3



Source: www.itilt-d-india.com

Fig 1.4



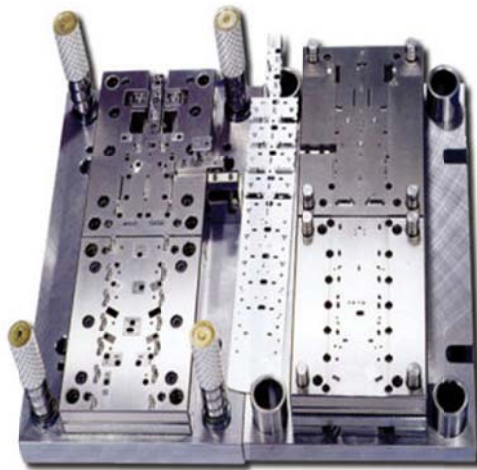
Source: www.itilt-d-india.com

Fig 1.5



Source: www.itilttd-india.com

Fig 1.6



Source: www.itilttd-india.com

Fig 1.7

1.5 ITI PROJECTS

- ❖ State wide area network
- ❖ Data centre services
- ❖ Reform program

- ❖ Managed Leased Line Network

Rural

- ❖ C-DOT RAX2
- ❖ 10 channel digital line

GSM

ITI is getting linked with GSM network for more expanded services.

- Services related to tele-services
- BSS
- OSS
- NSS
- Solutions to network
- Solutions to call centre
- IVRS

1.6 SWOT ANALYSIS

This analysis will clearly measures the business unit performance. SWOT ANALYSIS is a logical order which helps in making various decisions related to business. It describes the plus and minus points of the company.

Strengths:

- ❖ ITI is first telecom sector in India.
- ❖ ITI has about 50 years of experience in the telecom sector.
- ❖ It contributes 60% to the national telecom network system.
- ❖ Various solutions is provided regarding telecom.
- ❖ ITI is known as turnkey service company.
- ❖ ITI also has multi-locations across India.
- ❖ ITI provides complete range of telecom products and services.
- ❖ ITI has good technical expertise in dealing with problems.
- ❖ The market share of ITI is comparatively large in size.

- ❖ ITI follow up the latest technology.

Weakness

- ❖ Stiff competition from Private telecom players
- ❖ As a CPSU, procedural aspects are more.

Opportunities

- ❖ Technology is improvised and better in condition.
- ❖ To improve the quality of the product.
- ❖ The strategies for development and training is one more opportunities.
- ❖ ITI has a very huge amount of capital invested.
- ❖ Telephone with new model is also opportunity.

Threats

- ❖ ITI faces the threats from outside private sector.
- ❖ It has a threat of disinvestment of the government policy.
- ❖ It also faces a threat of frequent fluctuations in the competitive global market.
- ❖ ITI faces a threat of economic policies of government.

1.7 FINANCIAL STATEMENT OF ITI

Ratio Analysis

The ratio analysis is financial statement analysis which is used to find out quick indication of the company's financial performance. It gives a information about P&La/c of the company. This ratio analysis will be calculated on the P&La/c and the balance sheet of the company. This will helps to determine the company position in market.

Table 1.7.1 shows some key ratios of ITI

	Mar 2017	Mar 2016
Current ratio	0.63	0.61

Quick ratio	0.97	0.86
Inventory turnover ratio	10.88	11.49
Earnings per share	5.44	8.72
Return on capital employed	47.79	-125.57

Source: www.itilt-d-india.com

Current ratio is the ratio which gives the idea about the company whether the company is capable of paying the amount of its debts in the upcoming years. Current ratio compares the current assets and current liabilities. In the year 2017 it was 0.63 and in the year 2016 it was 0.61.

Quick ratio is one among the ratios in which it is used to measure the abilities of the firm current liabilities with the help of quick assets. It can be easily converted into cash within a short period of time i.e 90 days. In 2017 it was 0.97 and in the year 2016 it was 0.86

Inventory turnover ratio is the ratio which shows how many times a company inventories can be sold and replaced over a period of time. In the year 2017 and 16 it was 10.88 and 11.49.

Earnings per share is the profitability of the company & it is the indicator which allocates the outstanding of the company's share price. In the year 2017 & 2016 it was 5.44 and 8.72.

Return on capital employed is one of the financial ratio which measures the companies profitability and efficiency in which the capital is employed. In the year 2017 & 2016 it was 47.79 and – 125.57.

CHAPTER 2

2.1 THEORETICAL BACKGROUND OF THE STUDY

MARKET

Market consists of potential consumers who shares a particular needs & wants who might will able to involve in exchange and also in to satisfy that desired needs and wants.

MARKETING

The companies create a interest in the minds of consumers in buying goods and services , this process in general called as marketing. It involves sales techniques, business communication, business developments. Marketing builds a effective consumer relationships and it creates a value for their consumers.

It is a process where it identify the consumer, to satisfy the consumer, and to keep the consumer. Keeping consumers in mind it focus on its activities and thus marketing management is regarded as major components of business managemen

CONSUMER SATISFACTION

Consumer satisfaction which meanly deals with how products and services are being supplied by company to meet its surplus expectations of consumers. It is considered as key performance indicator within its business and also it is a part of four of Balanced Scorecard.

Company business competes for consumers and for this consumer satisfaction is seen as a main key differentiator and increasingly a one more important key element of business strategy.

Its importance will be diminished by when a firm has increased bargaining power.

Verizon it will participate in an industry that is an oligopoly, in which only a very few suppliers of a certain product or the services exists.

Consumer satisfaction means it provides a cross-channel metric to gauge the service providers strengths and also the weakness from the point of view of consumers. This consumer satisfaction occupies a central position in marketing thought and practice.

Consumer satisfaction is termed as multi-dimensional in its nature and it lies with multiple experiences with the service providers.

It involves in achieving a higher satisfaction of its goals.

4P's of MARKETING

The components of marketing mix are here below:

- ❖ Product
- ❖ Price
- ❖ Promotion
- ❖ Place

CONSUMER PREFERENCES

Consumer preferences is nothing but the subjective or individuals tastes where it is measured by the utility of goods and services. Consumer are permitted to rank these goods according to its various utility which they give to the consumer. Preferences are regarded as independent of incomes and prices.

And the ability to purchase a goods that factor won't determine a consumer's likes and dislikes. The underlying foundation of various demand henceforth this is a model of how consumers behave. Consumer preferences are dependent on culture, education and individual tastes among a plethora of other factors.

Need for Consumer Satisfaction

- To improve activities of business and also its vital device.
- To find the benefit which they consider has most vital in business.
- To permit what the consumers really expect.
- To take in more about opposition and what exactly client consider them.

Advantages of Consumer Satisfaction

- Feedback: this is one of the major advantage for consumer satisfaction .feelings comes from the used consumers is one of the essential part for the change of clients , dealers etc.

- Benchmark results: this can be gained by conducting surveys which will allow to compare data over time and benchmark data.
- Consumer satisfaction creates price advantage.
- Corporate crisis can be limited by consumer satisfaction.
- The satisfied consumer will generate new consumers this is one of the important advantages.
- Consumer satisfaction also encourages the one shop shopping eventually.
- Consumer satisfaction leads to successful innovations.
- Consumer maintenance is also one of the advantages where it is the demonstration of avoiding client redirection.

APPROACHES OF CONSUMER SATISFACTION

- Communication: consumer satisfaction is one of the very important essential purposes of the creator so he needs to compare with consumer price, individual etc.
- Conduct client criticism session : the necessary client survey must be conducted accordingly. The client survey consists of complete details and data.
- Study objections and compliments
- Set up a consumer hotline.
- Go online to search for more information and for overview

2.2 LITERATURE REVIEW

Prahalad and Ramaswamy (2000) they both clearly stated about consumers are changing the dynamics of market place. Market is treated as the main forum in which consumers play an active role in creating and competing for value.. Competence that which consumers of the knowledge, skills, and also willingness to learn explore and to conduct experiment and ability to engage in active dialogue.

Krishna and Shylajan (2007) they explained about that awareness and consumer satisfaction. It is concluded that the products , that consumer satisfaction is a significant determinant for buying behavior.

Kennedy and Schneider (2000) they explains about the fluctuating economy. Companies achieve competitive advantage from various factors namely through constant innovation, effective targeting consumers and other services. It is been regarded as important aspect for all organization due to its constant innovation and other related factors.

Oliver S (1999) explains that satisfaction towards consumers is pleasurable fulfillment. The consumer's sense that consumption will provide result which sets a standard of pleasure vs displeasure.

Furse et al (1994) states that satisfaction is a measurement of more options for consumer opinions including the rating of service quality and future behavioral intentions , methods , approaches, consumer self assessment of outcome and satisfaction.

Boulding et al (1993) explains consumer satisfaction which clearly states about difference of transactional specific and also cumulative satisfaction.

Kotler and Armstrong (1993) explains tha it is a mutuall association between consumer's expectations and the product/services perceived performance.

Bitner et al (1996) states that satisfaction is the consumers overview of a product or services whether that product or services has met their expectations.

Fe and Ikova (2004) he added the word consumer satisfaction which influences the activities, which consumer conduct to achieve it. It is identified that it is several dimensional in its form and verify overall satisfaction level.

Giese and Cote (2000) states that consumer satisfaction majorly involves in a essential focus and respected response which arrives over stipulated time and venue etc.

Halstead Hartman and Shmidt (1994) they clearly explained about consumer satisfaction which is considered to be important response which results in consumer's review of product performance to pre-purchase standard.

Webbrook and Oliver (1991) states that consumer satisfaction is a after purchase evaluation and making decision upon one particular product.

Oliver (1987) he clearly observed and tells that satisfaction is an emotion and it is done for the purpose of consumer satisfaction. It is a concept where which mainly deals with coexisting of product consumptions.

Tse and Wilton (1998) explained about consumer satisfaction which is been measured among prior expectations and actual performance.

Mano and Oliver (1993) they examined post consumption experience- product evaluations. Consumer satisfaction is all about post consumption of a product and its review and evaluation.

Kumar and Oliver (1997) states that consumer satisfaction is all about the expectations of the consumers which being met and also which has fair value and content in it.

Cadotte et al (1987) states consumer satisfaction is nothing but the process of which the consumer does the evaluation about the experiences which he has faced earlier.

CoteFoxman and Bob(1989) states that consumer satisfaction is known has the time that evaluation occurs. In other instance consumer satisfaction assessment might be commonly occurring, such as after consumptions and prior to repurchase.

Kristensen et al (1999) explains that consumer satisfaction is an calculative process of the goods or service purchase experience resulting from a comparison of what is expected and at last what is being received.

RajSharma and Shashikala (2006) states that consumer satisfaction is context of perceived values of product quality , product distribution, information about the service and the corporate brand equity which are the major and essential concepts.

CHAPTER 3

REARCH DESIGN

3.1 STATEMENT OF THE PROBLEM

The main aim of the project is to know the level of satisfaction of the consumers on the ITI'S Digital wallet and also study the expectation of the different consumers from this product and also it tells about how to fulfill the gap between the expectations and the present facilities which are available.

ITI Ltd is India's first ever public sector enterprise which is established in 1948. Since its emergence it is known as the best telecom company manufacturing the entire telecom equipment's.

ITI is in the phase of transition due to its introduction of the LPG policy in the year 1991.

As the telecom sector is becoming more competitive in market hence ITI LTD must need to restructure and diversify its level of operations for meeting the competitive needs of consumers in the areas of IT and telecom sector products. The ITI must check the awareness, its utility and the wants of Indian consumers in the so called context of global competition.

ITI is famous players in the area of telecom arena desires a conduct on the wants of the consumers, their satisfaction level and also dissatisfaction level and this is the main reason to switch to other company's product.

This study mainly gives impact on the preferences and satisfaction level of consumers towards one of the products and the ITI- TAG Wallet.

3.2 NEED FOR THE STUDY

Consumer satisfaction plays an major role in the market activities of a firm. Hence the t industry in India has a special strategically positioned to provide the best upgraded services to fulfill the needs of consumers.

The effectiveness of consumer satisfaction is undertaken by ITI can be measured and it will find out if there is any deficiency in the process as well as the connection towards the current situation.

3.3 OBJECTIVE OF THE STUDY

- To examine the consumer satisfaction towards ITI Tag Wallet.
- To assess the relationship between the satisfaction level and recommendation about the ITI Tag Wallet.
- To examine the association various preference to use ITI Tag Wallet and Income level of the consumers.

3.4 SCOPE OF THE STUDY

- The study is limited to ITI LTD Bangalore. Project information was collected from department of marketing.
- The study also helped to understand about various techniques used for the consumer satisfaction of the ITI digital wallet.
- The scope of the study is increased by conducting the research.
- This study helps the employees who are already working in an organization and its scope of the study helps for the future research and the future development in a company.
- The satisfaction level is linked and the retention of consumers is done for the future growth.

3.5 RESEARCH METHODOLOGY

Research Design: Descriptive research includes different kinds of facts finding and inquiries and also the surveys. The important objective of this study research is describing the state of its condition as it exists at the very present moment.

Sample Design and Sample Size: the sampling technique used in the study was a probability convenient sampling. There were sample sizes of 100.

A self-designed questionnaire was distributed to the consumers to collect the necessary data. Population can be the consumer (users). Sample size selected is 100. Data collection is primary

data it is collected through Questionnaire. The sampling method which was used is simple random sampling.

Secondary data also collected through the company's In-house magazine and also from the company's website and other related sites.

TOOLS OF DATA COLLECTION

Primary data was collected by utilizing questionnaires personally and secondary data was collected through the company bulletins, articles, journals and other type of sources inside the company.

Statistical tools which was used is CHI-SQUARE and ANNOVA.

HYPOTHESIS

Hypothesis 1:

H0: There is no relationship between satisfaction towards ITI tag wallet and recommending to others.

Ha: there is relationship between satisfaction towards ITI tag wallet and recommending to others.

Hypothesis 2:

H0: prefer to use ITI tag wallet does not depend upon income level of the consumers.

Ha: prefer to use ITI tag wallet depends upon income level of the consumers.

3.6 LIMITATIONS

- The financial statements contains the historical data which are considered as not true indicators of the future.
- Whether the ratio is useful or not it mainly dependent on what numbers are entered as the inputs to the ratios.
- The ratios are mostly based on the historical data which have little meaning.
- The accurate measurement of financial performance cannot be done using the historical data.

- The study was conducted according to the convenience level of the researcher. So the samples which are collected may not give the proper information.
- The study mostly suffered from the time and cost constraints.
- The respondents would have provided answers which may not be true because the respondents may be subjected to the personal bias.
- It is difficult to generate responses from all the consumers.
- The study was focusing only one product of ITI i.e. ITI TAG-Wallet.
- ITI telephone exchanges supplied throughout the India, but the study was limited up to the users of ITI TAG-Wallet of Bangalore city only.

CHAPTER SCHEME

- Cover page
- Certificate from the Organization
- Certificate from the guide, HOD and Head of the Institution.
- Indicating bonafide performance of project
- Declaration by the student
- Acknowledgement
- Table of contents
- List of tables and graphs
- Executive summary

CHAPTER 1: INTRODUCTION

Introduction, Industry profile and company profile: Promoters, vision, mission & Quality Policy. Products/ services profile areas of the operations, infrastructure facilities, competitors information, SWOT Analysis, Future growth and prospects and Financial Statement.

CHAPTER 2: CONCEPTUAL BACKGROUND AND LITERATURE REVIEW

Theoretical background of the study, Literature review with the research gap (with minimum 20 literature review).

CHAPTER 3: RESEARCH DESIGN

Statement of the problem Need for the study, Objectives, Scope of the study, Research methodology, Hypothesis, Limitations, Chapter scheme.

CHAPTER 4: ANALYSIS AND INTERPRETATION

Analysis and interpretation of the data-collected with the relevant tables and graphs. Results obtained by the using statistical tools must be included.

CHAPTER 5: FINDINGS, CONCLUSIONS, SUGGESTIONS

Summary of findings, Conclusion and Suggestions/ Recommendations

BIBLIOGRAPHY

ANNEXURE relevant to the project such as figures, graphs, photographs etc.

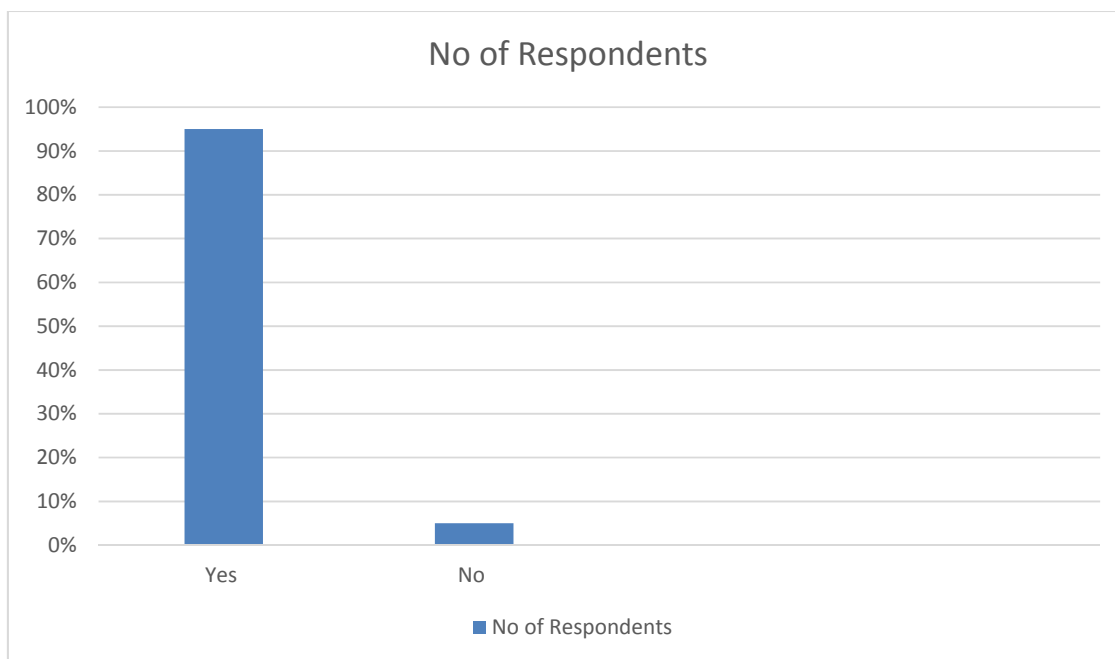
CHAPTER 4

DATA ANALYSIS AND INTERPRETATION

Table 4.1: Do you use ITI-Tag Wallet?

Particulars	No of Respondents	% of Respondents
Yes	95	95%
No	5	5%
Total	100	100%

Graph 1: showing usage of ITI Tag Wallet.



Source :Table 4.1

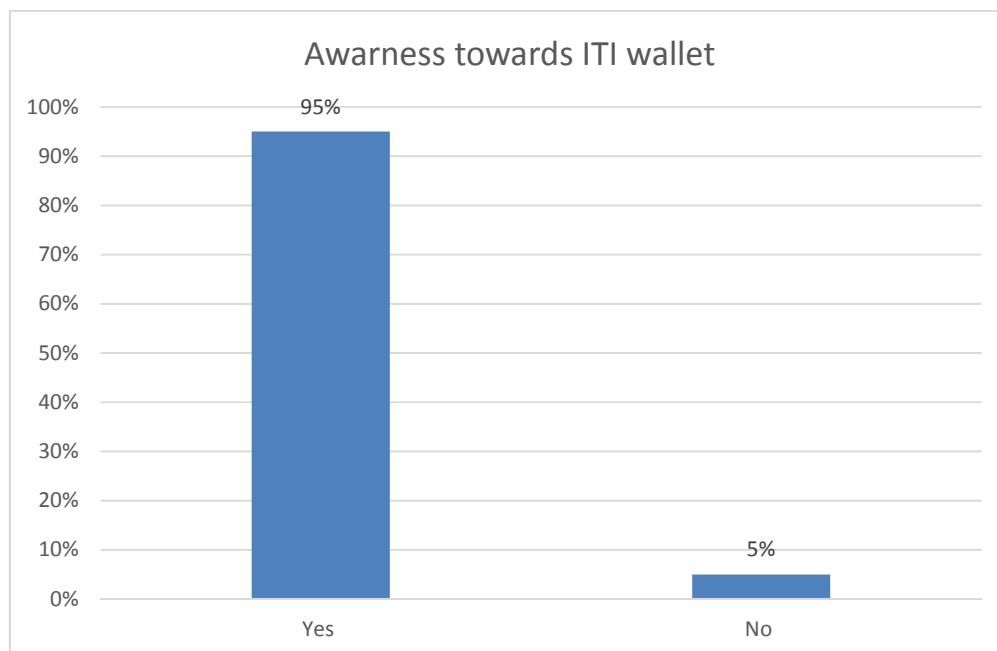
Analysis : As per the above graph 95% of the respondents uses ITI wallet and the rest 5% are not using the product.

Interpretation : Majority of respondents are using ITI Tag Wallet.

Table 4.2 : Are you aware of functionality of E-Wallet?

Particulars	No of Respondents	% of Respondents
Yes	95	95%
No	5	5%
Total	100	100%

Graph 2 : Showing awareness of functionality of ITI Tag Wallet.



Source: Table 4.2

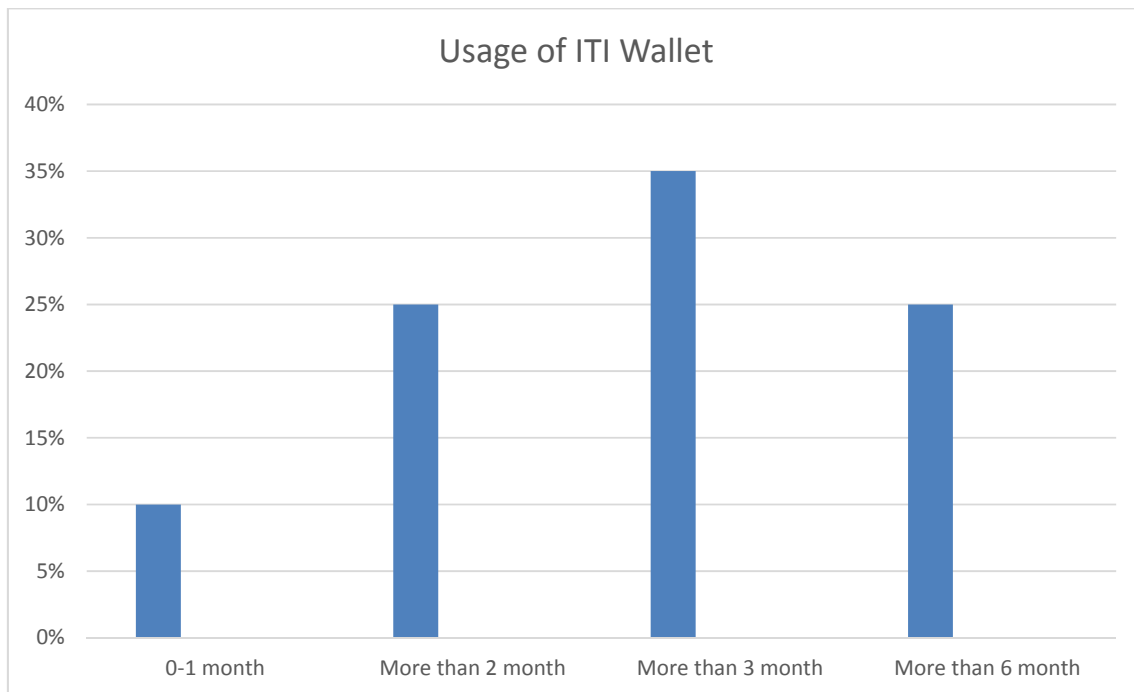
Analysis: As per the above graph 95% of the respondents are aware of ITI wallet and the rest 5% are not aware of the product.

Interpretation: Majority of respondents are aware of ITI Tag Wallet. and hence it states that the people choose ITI Tag wallet when compared to others.

Table 4.3: Since how long you have been using ITI-Tag Wallet?

Particulars	No of respondents	% of respondents
0-1 Month	10	10%
More than 2 months	26	25%
More than 3 months	33	35%
More than 6 months	26	25.00%

Graph 4.3: Showing since how long using the ITI Wallet.



Source table 4.3

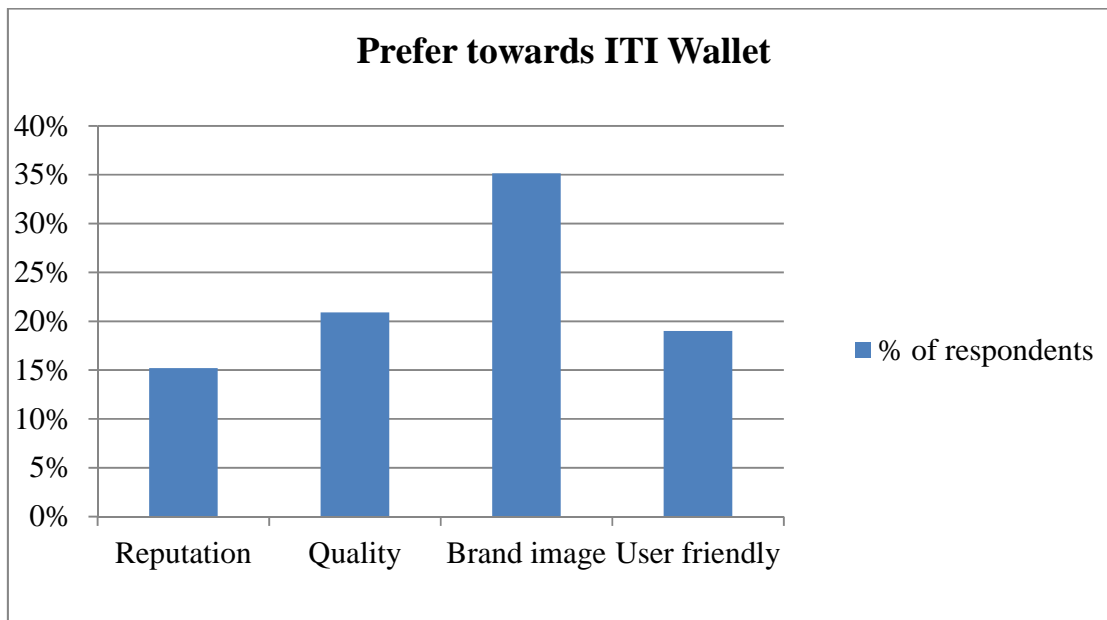
Analysis: From the above table we came to know that 10% people are using since 0-1 month, 25% of the people are using more than 2 months, 35% of the people are using from more than 3 months and 25% of the people are using more than 6 months.

Interpretation: Majority of the people are using from more than 3 months of the total respondents. This states the efficiency and effectiveness of usage of the product.

Table 4.4 : Why do u prefer ITI-Tag Wallet?

Particulars	No of respondents	% of respondents
Reputation	16	15%
Quality	22	21%
Brand image	37	35%
User friendly	20	19.00%

Graph 4.4: Showing preference towards ITI-Tag Wallet.



Source : table 4.4

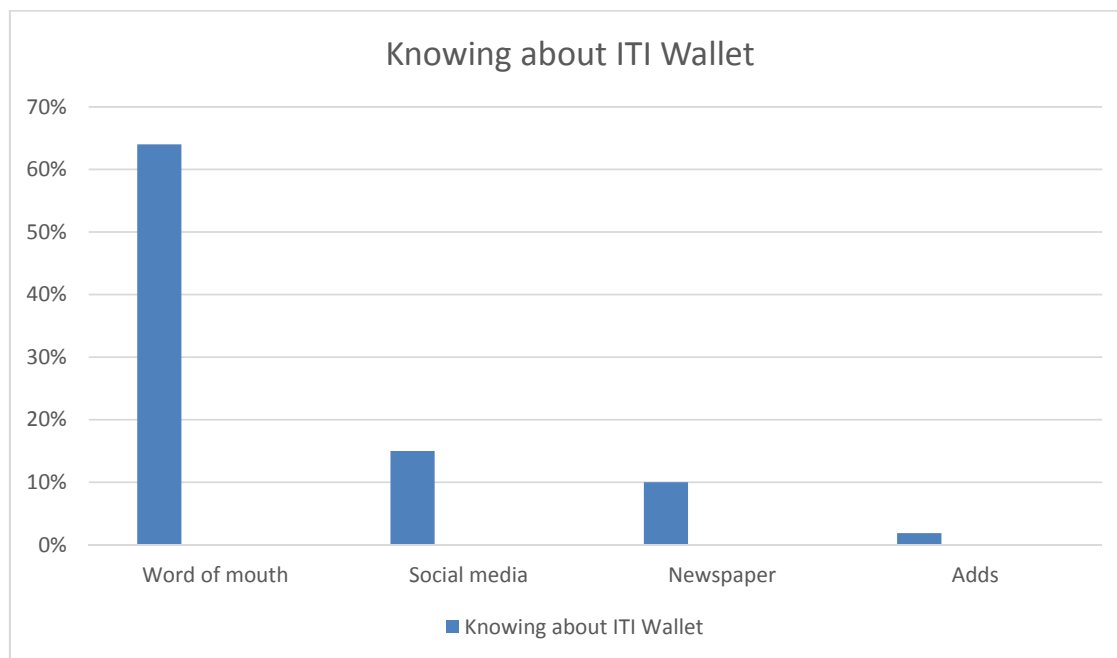
Analysis : From the above table we realize that 15% of the people are preferring the Reputation, 21% of the people are preferred towards quality, 35% of the people are preferred towards the brand image and 19% of the people are preferring the option user friendly.

Interpretation: Majority of the respondents are preferring the option of Brand image of the product when compared to others. And further quality and also the reputation of the product can be improved which in turn increases the effectiveness of the product.

Table 4.5 : How did you come to know about ITI-Tag Wallet?

Particulars	No of respondents	% of respondents
Word of mouth	67	64%
Social media	16	15%
Newspaper	10	10%
Adds	2	1.90%

Graph 4.5 : Showing how did the respondents know about the ITI-Tag Wallet.



Source: Table 4.5

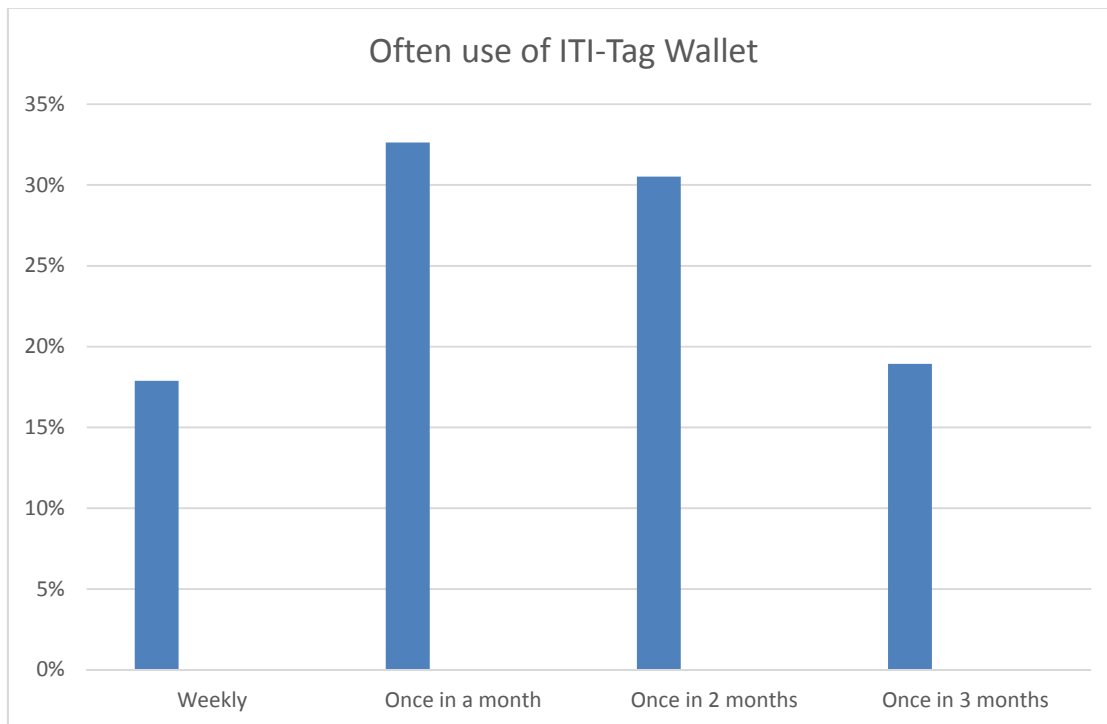
Analysis : From the above table we can analyze that 63.65% of the people know by word of mouth, 15.2 % of the people know the product by social media, 9.5% of the people know by newspaper and rest 1.9 % of the people know about the product through adds.

Interpretation: Majority of the respondents know about the product ITI-Tag Wallet through word of mouth. Other forms of medias like social media and newspaper adds can also be developed.

Table 4.6: How often do you use ITI-Tag Wallet?

Particulars	No of respondents	% of respondents
Weekly	17	18%
Once in a monthly	31	32.63%
Once in 2 months	29	30.52%
Once in 3 months	18	18.94%

Graph 4.6: showing how often respondents use ITI-Tag Wallet.



Source: Table 4.6

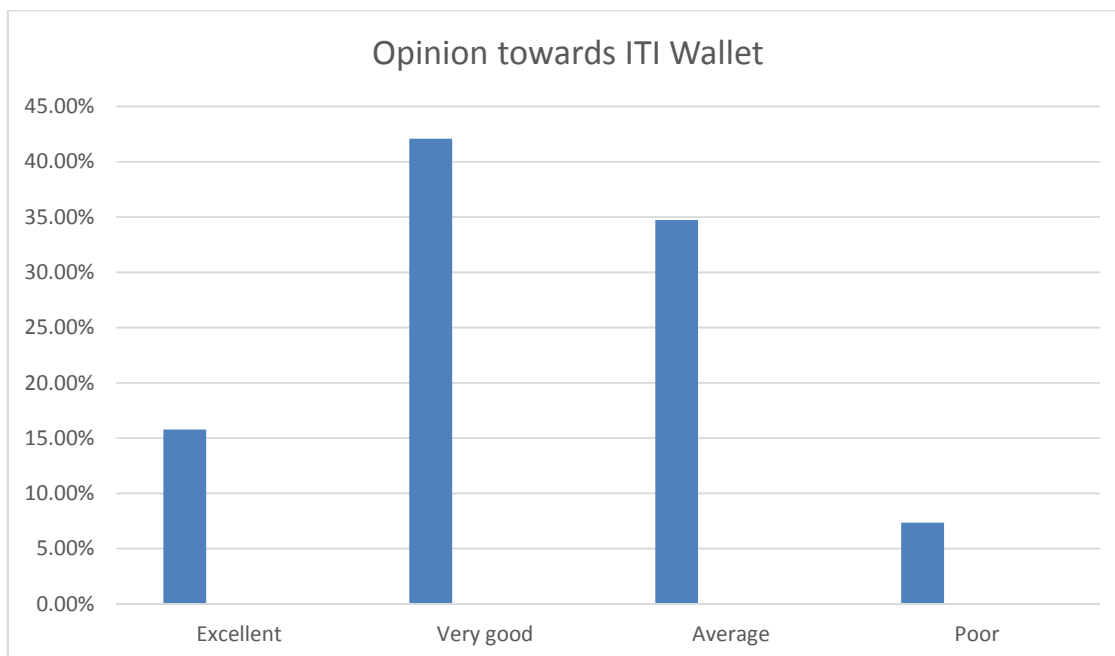
Analysis : From the above table it is clear that 18% of the people use the product weekly, 32.63% of the people use the wallet once in a month, 30.52% of the people are using the product once in 2 months, and 18.94% of the people are using the wallet once in 6 months.

Interpretation: Majority of the people often use the product ITI-Tag Wallet once in a month. The efficiency can be increased by its frequent use of the product.

Table 4.7: Please give your opinion on ITI-Tag Wallet

Particulars	No of respondents	% of respondents
Excellent	15	15.78%
Very good	40	42.10%
Average	33	34.73%
Poor	7	7.36%
Very poor	0	0%

Graph 4.7 : Showing the opinion towards the ITI Wallet.



Source: Table 4.7

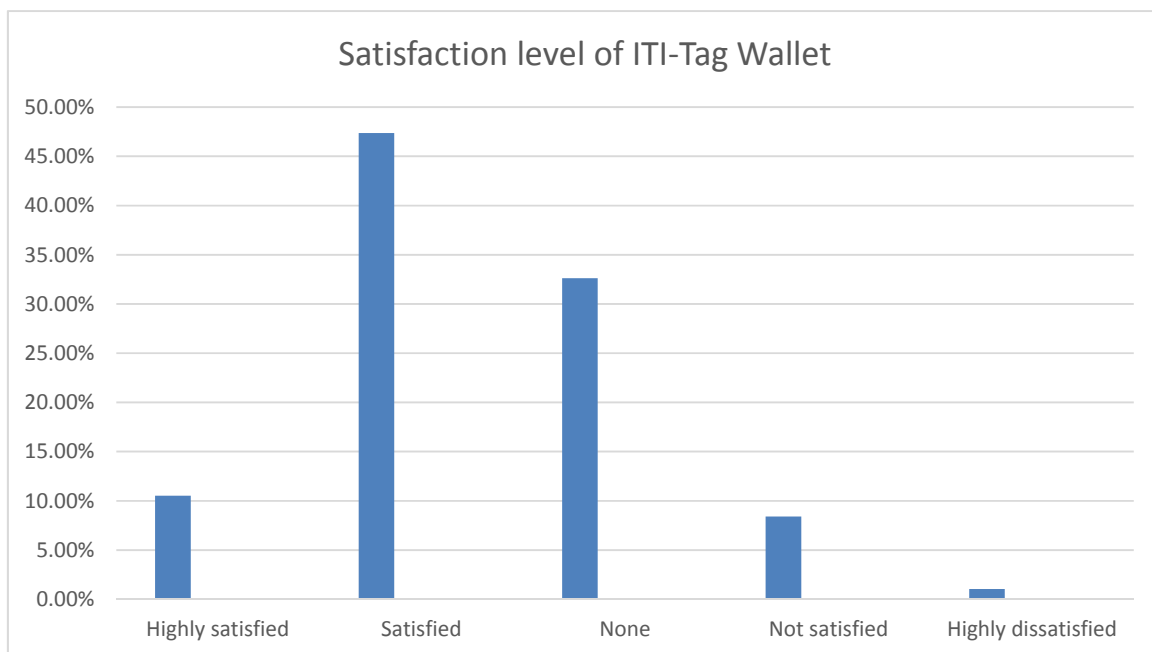
Analysis : From the above table it is clear that 15.78% of the people's opinion is excellent, 42.10% people's opinion is very good, 34.73% opinion is average, 7.36% of the people's opinion is poor and no people voted for very poor option.

Interpretation: Majority of the people has choose the option very good about the ITI Wallet product. Hence the opinion is considered as major key towards the product.

Table 4.8: please comment on Satisfaction Level with the product ITI-Tag Wallet?

Particulars	No of respondents	% of respondents
Highly satisfied	10	10.52%
Satisfied	45	47.36%
Neither satisfied nor dissatisfied	31	32.63%
Not satisfied	8	8.42%
Highly dissatisfied	1	1.05%

Graph 4.8: Showing the satisfaction level of the product.



Source: Table 4.8

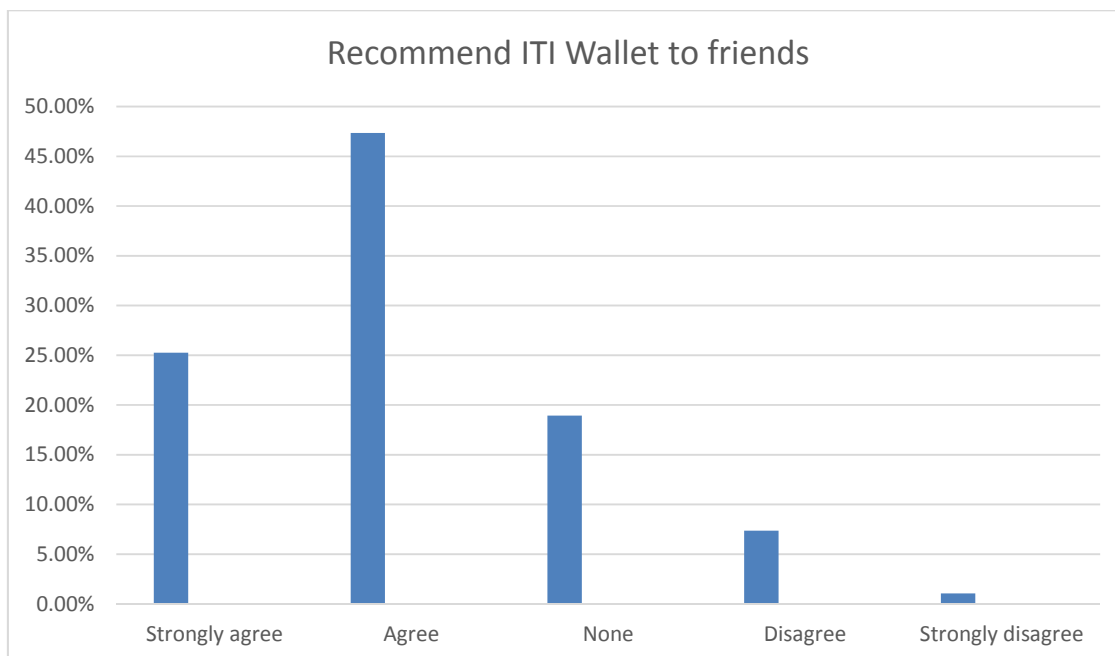
Analysis : From the above table 10.52% of the people are highly satisfied, 47.36% of the people are satisfied, 32.63% of the people are neither satisfied nor dissatisfied, 8.42% of the people are not satisfied, and rest 1.05% are highly dissatisfied.

Interpretation: Majority of the people's satisfaction level with the product ITI-Tag Wallet is satisfactory. Hence people are happy with the service rendered by the product.

Table 4.9: I would recommend ITI Wallet to friends and relatives

Particulars	No of respondents	% of respondents
Strongly agree	24	25.26%
Agree	45	47.36%
Neither agree nor disagree	18	18.94%
Disagree	7	7.36%
Strongly disagree	1	1.05%

Graph 4.9: Showing the recommendation of the products to friends and others.



Source: Table 4.9

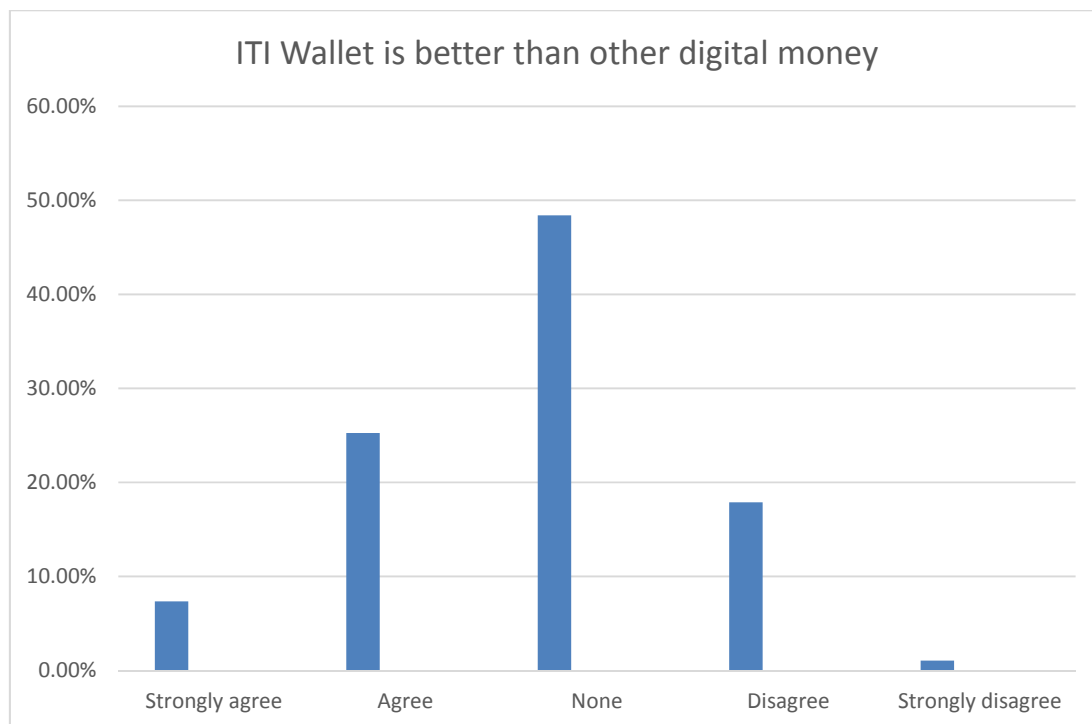
Analysis : From the above table it is clear that 25.26% of the people strongly agree, 47.36% people agree, 18.94% of the people neither agree nor disagree, 7.36% of the people disagree and 1.05% of the people strongly disagree.

Interpretation: Majority of the people have opted for the option agree when compared to others. Hence the recommendation of the product is positive in nature.

Table 4.10: ITI-Tag Wallet is better than any other digital money

Particulars	No of respondents	% of respondents
Strongly agree	7	7.36%
Agree	24	25.26%
Neither agree nor disagree	46	48.42%
Disagree	17	17.89%
Strongly disagree	1	1.05%

Graph 4.10: Showing ITI Wallet is better than other digital money



Source : Table 4.10

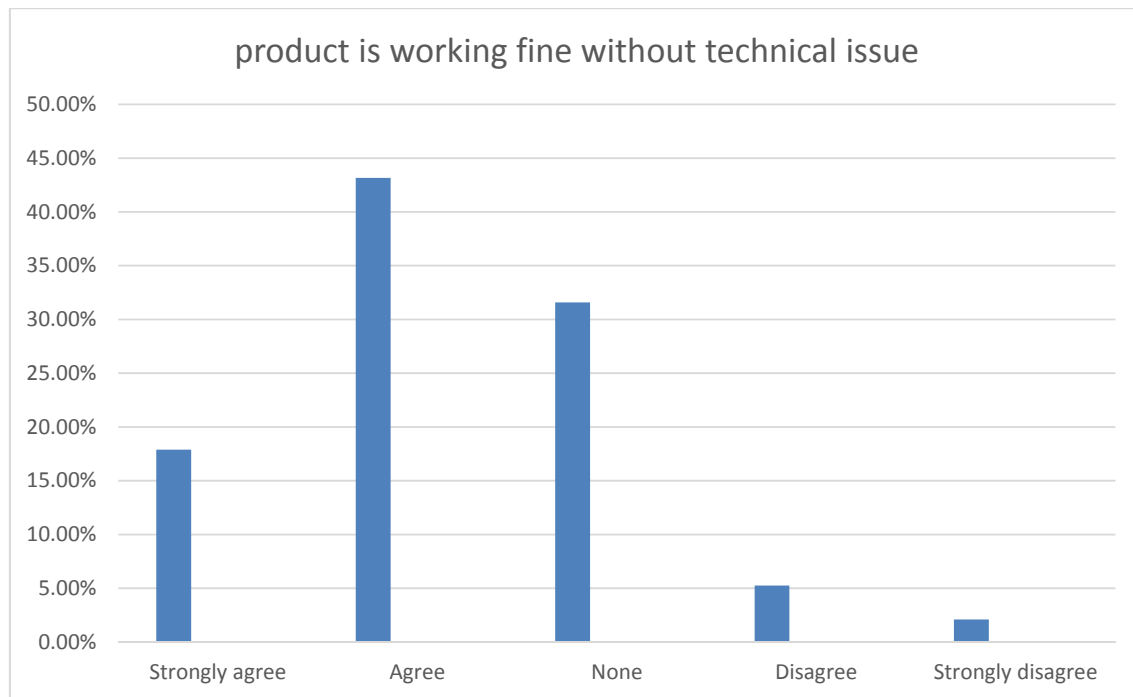
Analysis : From the above table it is clear that 7.36% people strongly agree, 25.26% of the people agree, 48.42% of the people neither agree nor disagree, 17.89% of the people disagree and last 1.05% of the people strongly disagree.

Interpretation : Majority of the people agree that ITI Wallet is better than any other digital money because of its unique feature and also the services which is being rendered.

Table 4.11: Tag Wallet is working fine without technical issue.

Particulars	No of respondents	% of respondents
Strongly agree	17	17.89%
Agree	41	43.15%
Neither agree nor disagree	30	31.57%
Disagree	5	5.26%
Strongly disagree	2	2.10%

Graph 4.11: Showing whether the product is working fine without any technical issue



Source: table 4.11

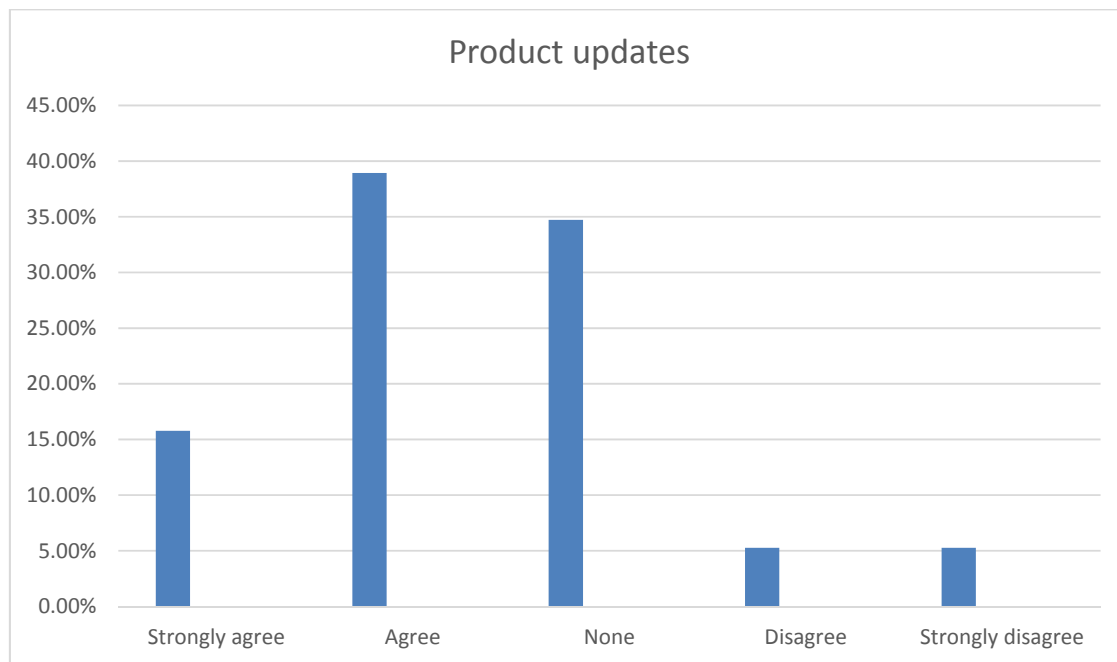
Analysis: From the above we realize that the 17.89% of the people strongly agree, 43.15% of the people agree, 31.57% people neither agree nor disagree, 5.26% people disagree and at last 2.10% of the people strongly disagree.

Interpretation: Majority of the people mainly opted agree has their option for the product is working fine without any technical issue. Technical issue of the product must be reduced.

Table 4.12 : We get regular information about the product upgrades from sales department

Particulars	No of respondents	% of respondents
Strongly agree	15	15.78%
Agree	37	38.94%
Neither agree nor disagree	33	34.73%
Disagree	5	5.26%
Strongly disagree	5	5.26%

Graph 4.12: Showing the regular information about the product upgrades from sales department



Source: Table 4.12

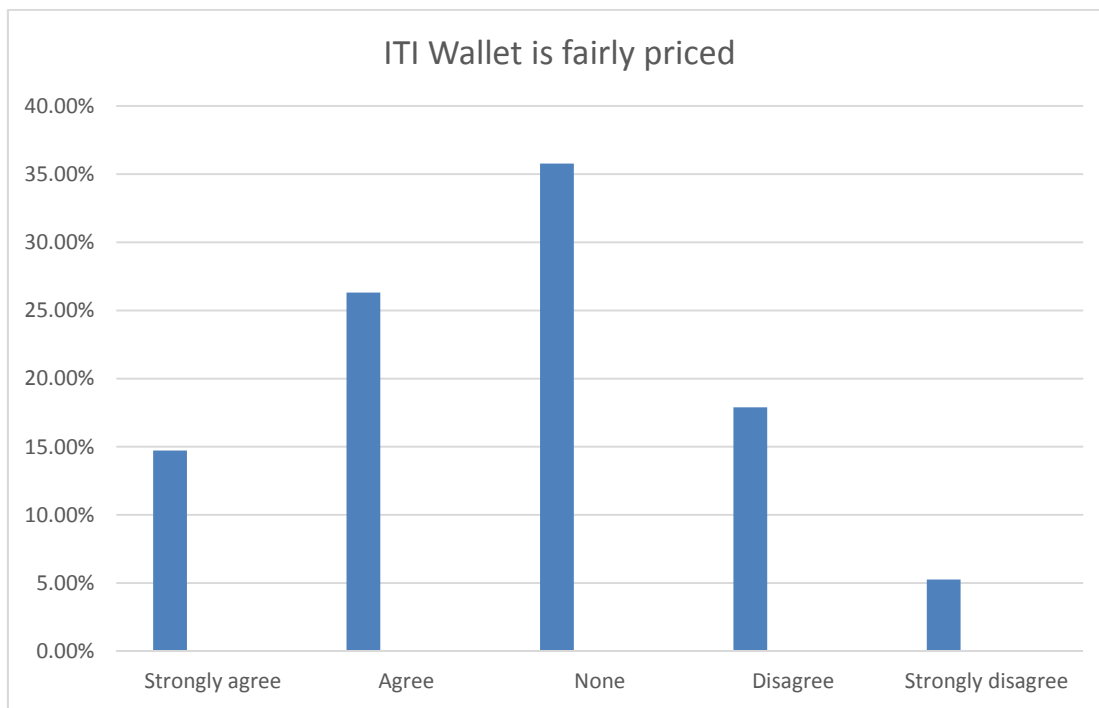
Analysis :From the above table it is clear that 15.78 % of the people strongly agree, 38.94% agree with the regular information, 34.73% of the people neither agree nor disagree, 5.26% of the people disagree and again 5.26% of the strongly disagree.

Interpretation : Majority of the respondents agree with the regular updates from the sales departments. The product is giving the regular updates to the consumers and maintaining stability.

Table 4.13: ITI Tag Wallet is fairly priced compared to others

Particulars	No of respondents	% of respondents
Strongly agree	14	14.73%
Agree	25	26.31%
Neither agree nor disagree	34	35.78%
Disagree	17	17.89%
Strongly disagree	5	5.26%

Graph 4.13: Showing whether the product is fairly priced.



Source: Table 4.13

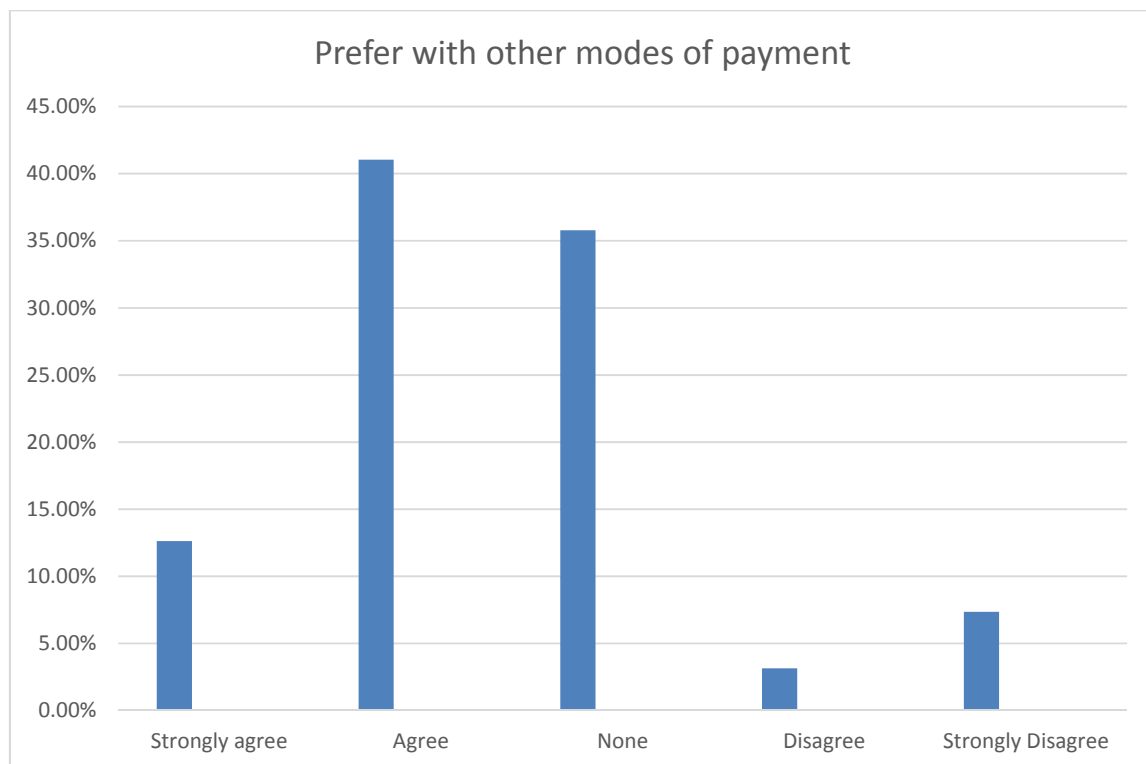
Analysis: From the above table we come to know that 14.73% of the people strongly agree, 26.31% of the people agree and 35.78% of the people neither agree nor disagree, 17.89% of the people disagree and 5.26% of the people strongly disagree.

Interpretation: Majority of the people neither agree nor disagree that ITI Wallet is fairly priced. The price of the product must be fairly priced to increase sales.

Table 4.14: I prefer ITI-Tag Wallet over other modes of payment

Particulars	No of respondents	% of respondents
Strongly agree	12	12.63%
Agree	39	41.05%
Neither agree nor disagree	34	35.78%
Disagree	3	3.15%
Strongly disagree	7	7.36%

Graph 4.14: Showing that respondents prefer ITI-Tag Wallet over other modes of payment.



Source: Table 4.14

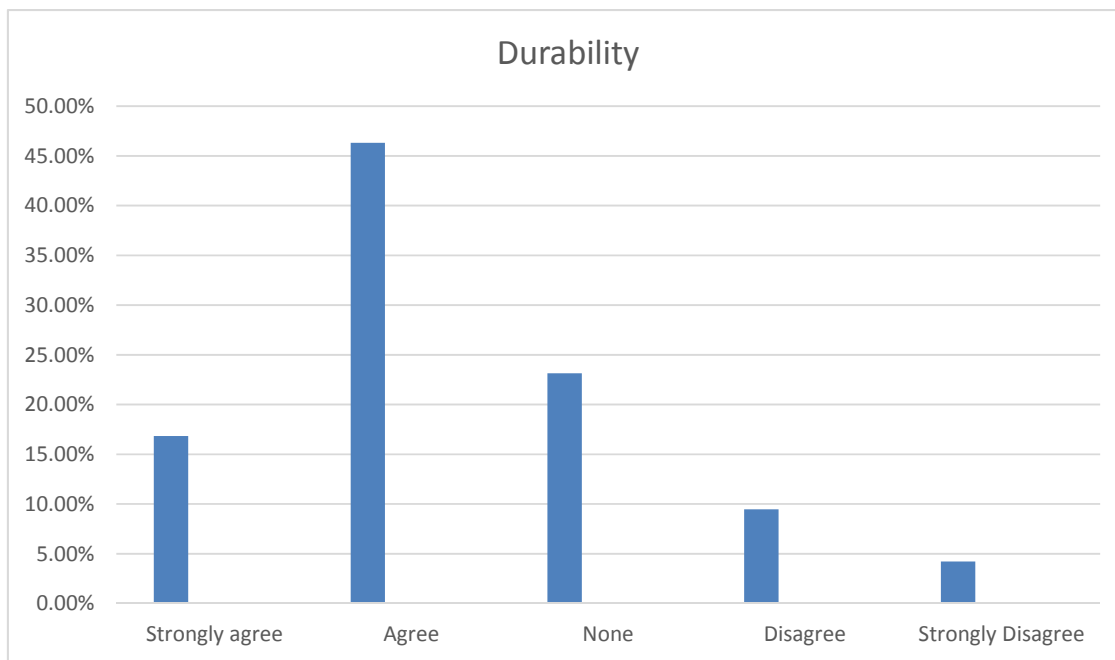
Analysis: From the above table it is clear that 12.63% strongly agree, 41.05% agree, 35.78% neither agree nor disagree, 3.15% disagree and rest 7.36% of the people strongly disagree.

Interpretation: Majority of the people agree that ITI Wallet is good over other modes of payment. The sustainability towards the product is being maintained.

Table 4.15 : ITI Tag Wallet is durable.

Particulars	No of respondents	% of respondents
Strongly agree	16	16.84%
Agree	44	46.31%
Neither agree nor disagree	22	23.15%
Disagree	9	9.47%
Strongly disagree	4	4.21%

Graph 4.15: Showing that ITI Tag Wallet is durable.



Source: Table 4.15

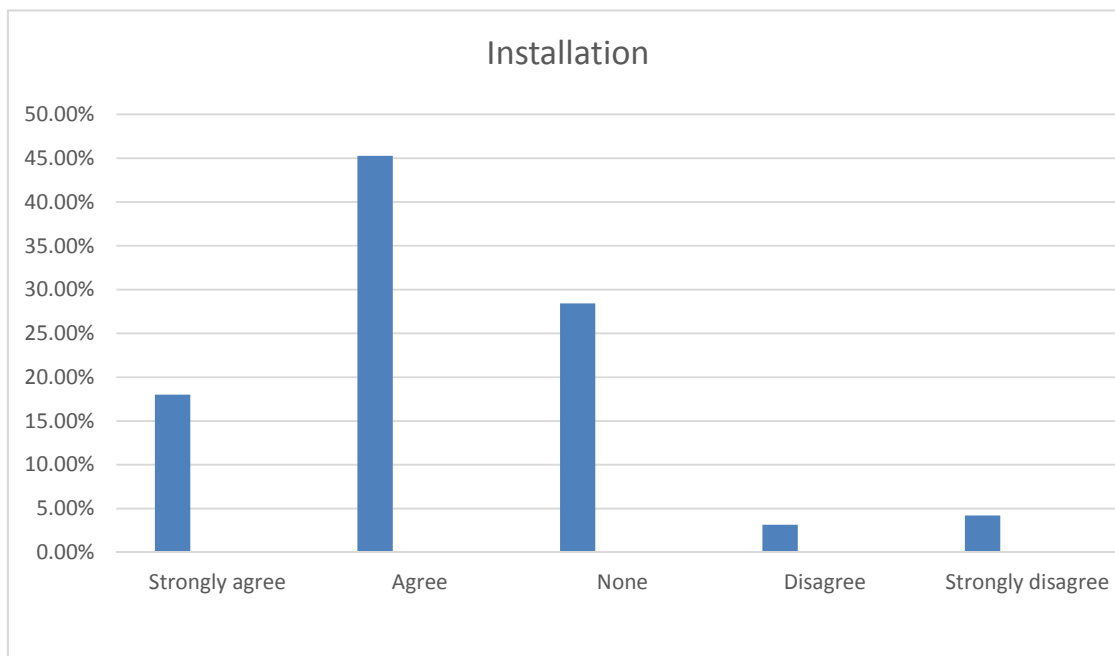
Analysis: From the above table it is clear that 16.84% of the people strongly agree, 46.31% of the people agree, 23.15% of the people neither agree nor disagree, 9.47% of the people disagree and 4.21% of the people strongly disagree.

Interpretation: Majority of the people agree that ITI Wallet is durable. The product is considered has durable in handling and usage of the product.

Table 4.16: The efficiency of ITI Tag Wallet installation is excellent

Particulars	No of respondents	% of respondents
Strongly agree	18	18.94%
Agree	43	45.26%
Neither agree nor disagree	27	28.42%
Disagree	3	3.15%
Strongly disagree	4	4.21%

Graph 4.16: Showing that ITI Tag Wallet installation is excellent.



Source: table 4.16

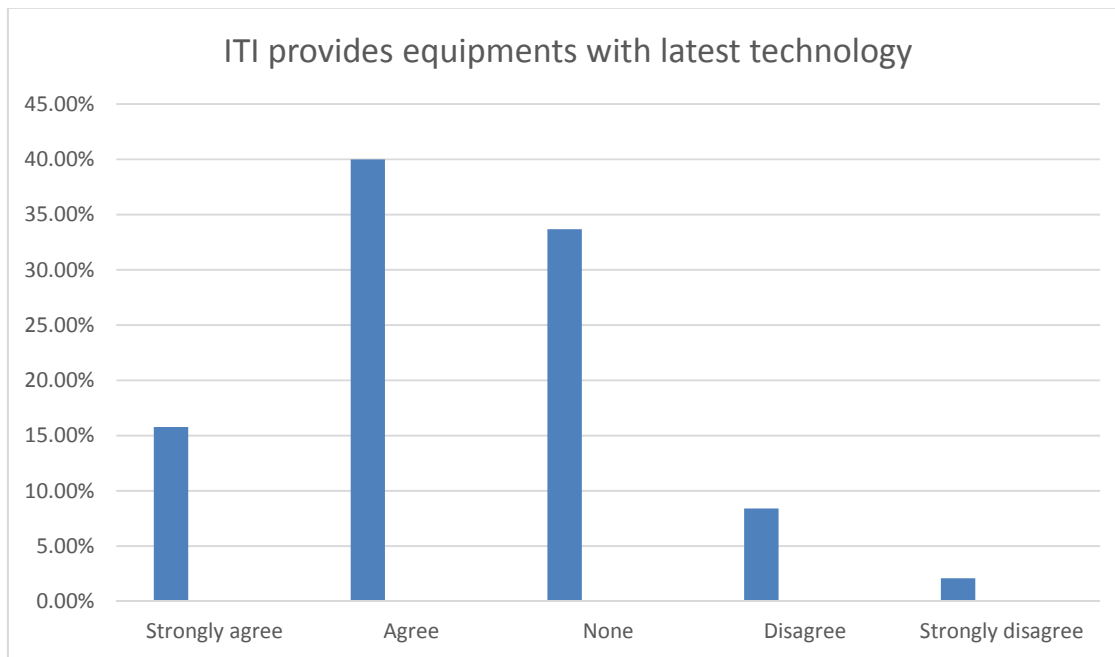
Analysis: From the above table it is clear that 18.94% of the people strongly agree, 45.26% of the people agree, 28.42% of the people neither agree nor disagree, 3.15% disagree and 4.21% strongly disagree.

Interpretation: Majority of the people agree that installation is excellent. The installation process can also be rated as strongly agree in future by its upgradation.

Table 4.17: ITI provides the equipment's backed with latest international technology.

Particulars	No of respondents	% of respondents
Strongly agree	15	15.78%
Agree	38	40%
Neither agree nor disagree	32	33.68%
Disagree	8	8.42%
Strongly disagree	2	2.10%

Graph 4.17: Showing that ITI provides the equipment backed with international technology.



Source: Table 4.17

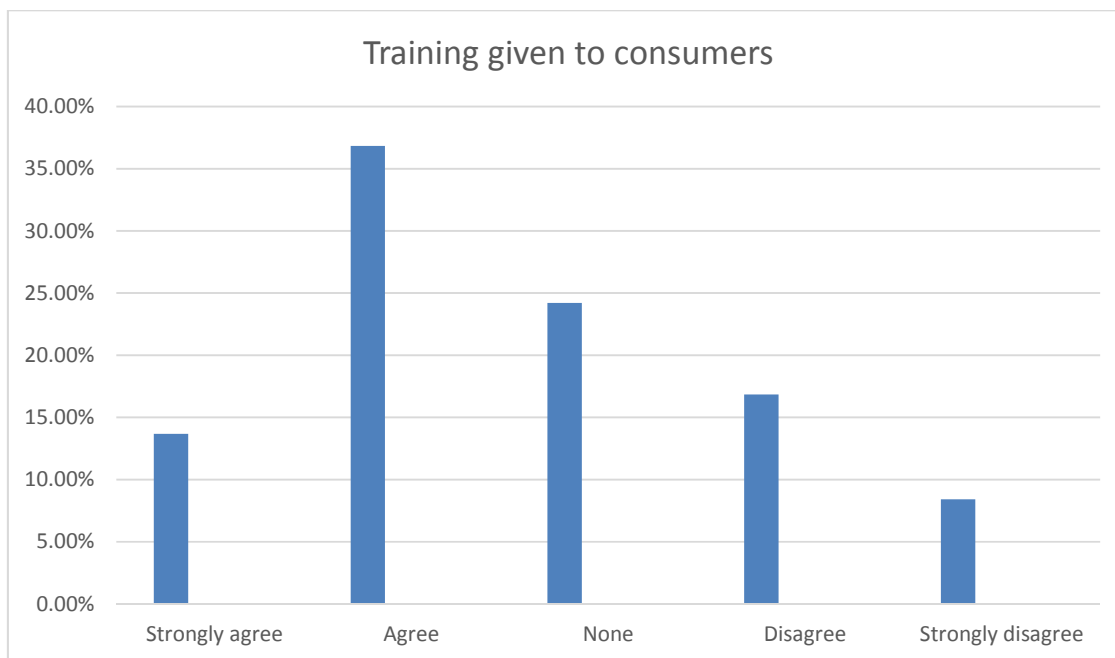
Analysis: From the above table it is clear that 15.78% of the people strongly agree, 40% of the people agree, 33.68% people neither agree nor disagree, 8.42% people disagree and 2.10% of the people strongly disagree.

Interpretation: Majority of the people says that ITI provides the equipment backed with latest international technology. Further technology improvement and innovation must be done.

Table 4.18: The training given to consumers about product usage is good.

Particulars	No of respondents	% of respondents
Strongly agree	13	13.68%
Agree	35	36.84%
Neither agree nor disagree	23	24.21%
Disagree	16	16.84%
Strongly disagree	8	8.42%

Graph 4.18: Showing that the training is given to consumers.



Source: Table 4.18

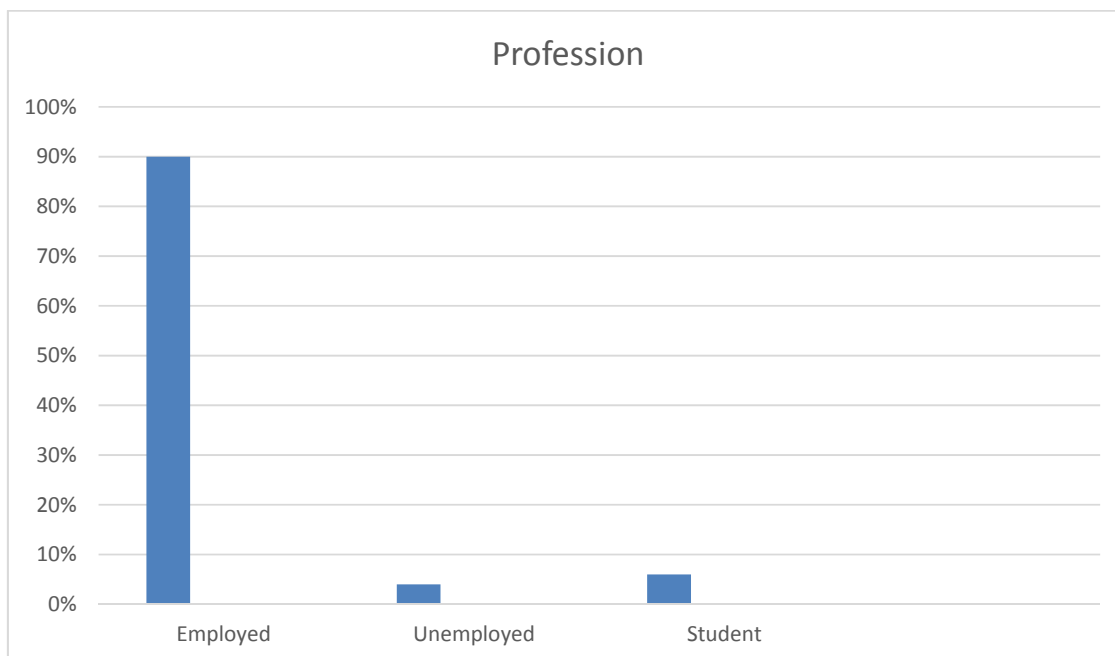
Analysis: From the above table it is clear that 13.68% of the people strongly agree, 36.84% of the people agree, 24.21% neither agree nor disagree, 16.84% of the people disagree and 8.42% people strongly disagree.

Interpretation: Majority of the people say that the training given to consumers about product usage is good. Major training for consumers must be done.

Table 4.19: Profession of the respondents

Particulars	No of respondents	% of respondents
Employed	90	90%
Unemployed	4	4%
Student	6	6%

Graph 4.19: Showing the profession of the respondents.



Source: Table 4.19

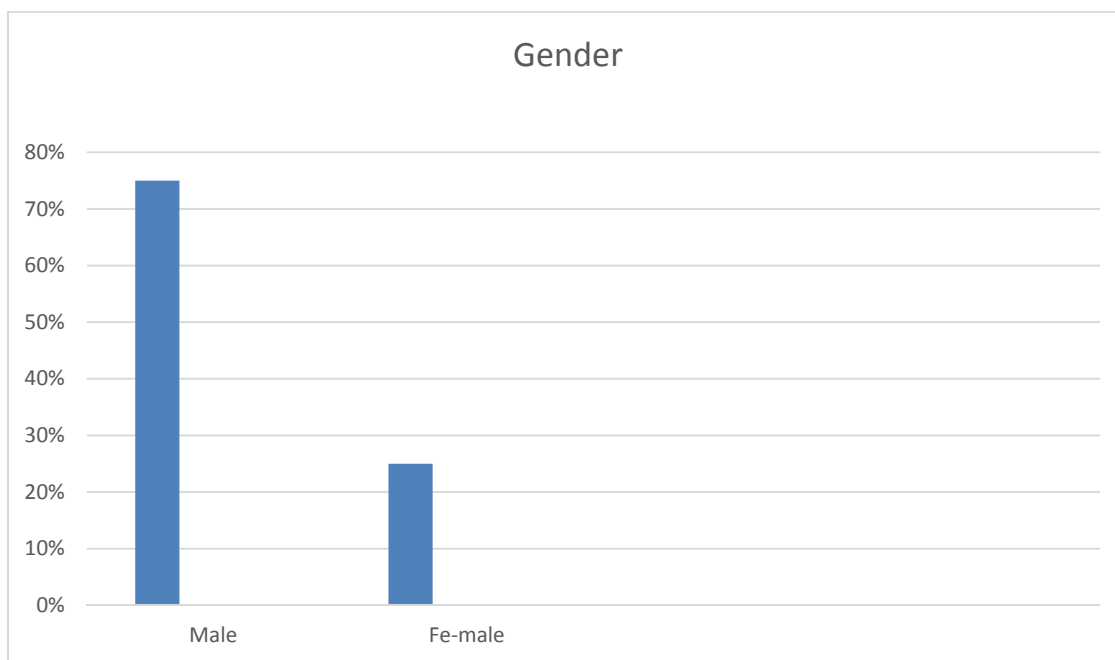
Analysis: From the above table it shows that 90% of the people are employed, 4% of the people are unemployed 6% of the people are students.

Interpretation: Majority of the people who use ITI Tag Wallet are employed professional. Other common people can also use the product.

Table 4.20: Gender

Particulars	No of respondents	% of respondents
Male	75	75%
Fe-male	25	25%

Graph 4.20: Showing the gender analysis



Source: Table 4.20

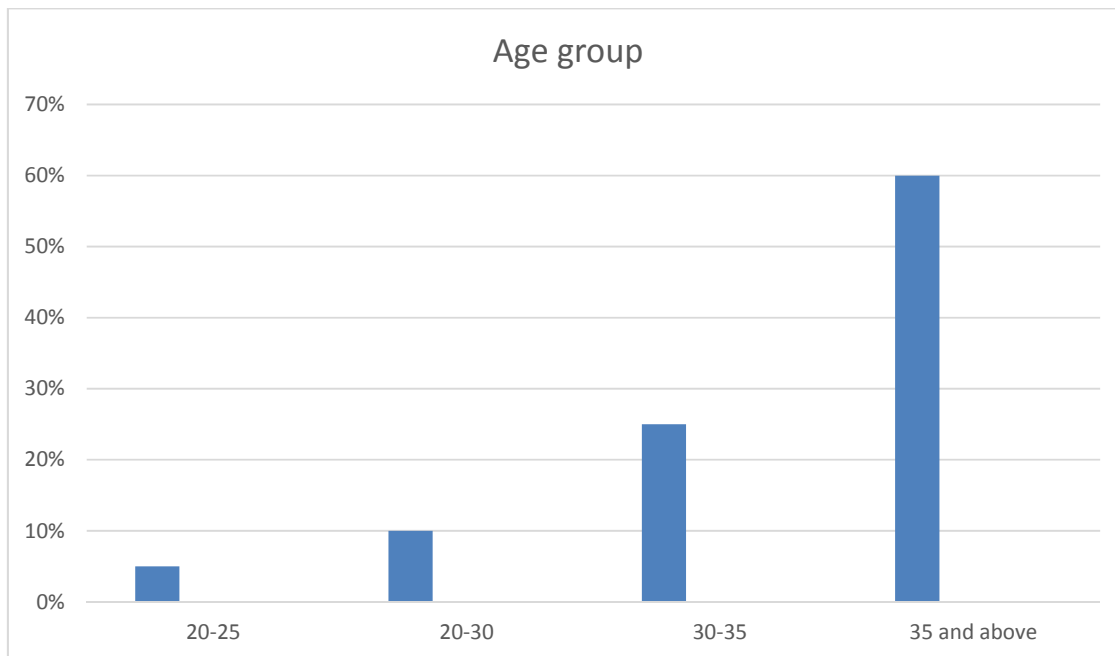
Analysis: From the above table it is clear that 75% of the people are male and 25% of the people are female.

Interpretation: Majorly the number of male are high when compared to females in using ITI Tag Wallet. In upcoming further Fe-male usage of the product must be improved.

Table 4.21: Age group

Particulars	No of respondents	% of respondents
20-25	5	5%
20-30	10	10%
30-35	25	25%
35 and above	60	60%

Graph 4.21: Showing the age group



Source: Table 4.21

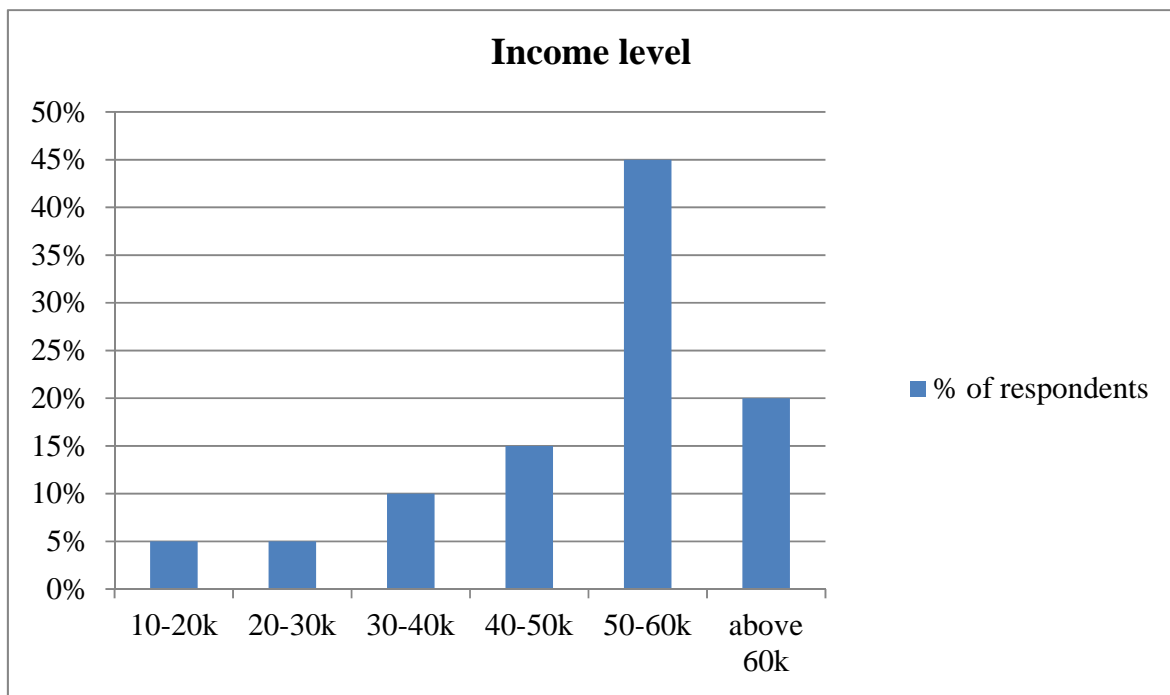
Analysis: From the above table 5% of the people are 20-25 age group, 10% of the people lies between the age group of 20-30, 25% of the people are between the age group of 30-35, and 60% of the people of 35 and above age group.

Interpretation: Majorly 35 and above age group are using the ITI Tag Wallet. other age group people usage towards the product must be further improved.

Table 4.22: Income (monthly)

Particulars	No of respondents	% of respondents
10-20k	5	5%
20-30k	5	5%
30-40k	10	10%
40-50k	15	15%
50-60k	45	45%
above 60k	20	20%

Graph 4.22: Showing the Income level.



Source: Table 4.22

Analysis: From the above table 5% of the people income level is 10-20k, 5% of the people's income is 20-30k, 10% of the people's income is 30-40k, 15% of the people 40-50k, 45% of the people 50-60k, and 20% of the people are above 60k.

Interpretation: Majority of the people income level is 50-60k who are using ITI Tag Wallet.

4.23 H0: There is no relationship between satisfaction towards ITI tag wallet and recommending to others.

Ha: there is relationship between satisfaction towards ITI tag wallet and recommending to others.

Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)	Point Probability
Pearson Chi-Square	53.109 ^a	16	.000	. ^b		
Likelihood Ratio	40.192	16	.001	.000		
Fisher's Exact Test	38.085			.000		
Linear-by-Linear Association	2.267 ^c	1	.132	.146	.076	.016
N of Valid Cases	95					

Interpretation: the relationship has been assessed using chi square shown in the above table. The results shows that there is a relationship between satisfaction towards ITI tag wallet and recommending to others with the significant value 0.00 which is less than 0.01. The alternative hypothesis (Ha) is accepted .The consumers are satisfied with the ITI tag wallet and they strongly recommend to others to use ITI tag wallet.

4.24 H0: prefer to use ITI tag wallet does not depends upon income level of the consumers.

Ha: prefer to use ITI tag wallet depends upon income level of the consumers.

ANOVA

prefer ITI tag wallet

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	9.987	5	1.997	1.958	.093
Within Groups	90.813	89	1.020		
Total	100.800	94			

4.24

Interpretation: the variation with respect to preference to ITI tag wallet has been assessed with the six income groups and the results has been shown in the anova table. Significant value is 0.093 which is greater than 0.05 so the researcher fails to reject the null hypothesis. This shows that irrespective of income levels consumer prefer to use ITI tag wallet.

CHAPTER 5

FINDINGS AND SUGGESTIONS

5.1 FINDINGS

- 95% of the re are using ITI Tag Wallet.
- 95% consumers are being aware of the ITI Tag Wallet.
- 35% of the ITI Tag Wallet users are using the wallet majorly from more than 3 months.
- 35% of the consumers are using ITI Tag Wallet because of its unique features namely reputation, quality, brand image and it is user friendly.
- 64% of the consumers know about the product mainly through word of mouth when compared to any other forms of media.
- 32.63% of the consumers often use the product like once in a month.
- 42.1% of the consumer's opinion towards the ITI Tag Wallet is rated as very good by the consumers who regularly use the product.
- 47.36% of the consumer's satisfaction level of the product ITI Tag Wallet is satisfactory to the consumers.
- 47.36% of the people agreed to recommend the ITI Tag Wallet to their friends, relatives, family etc.
- The ITI Tag Wallet is known for its better service and quality and hence 48.42% of the people considered as the better digital money when compared to any other forms.
- 44.15% of the consumers says that ITI Tag Wallet is working fine without any technical defects or issues and providing better service quality.
- 38.94% of the consumers are happy with the regular information which they receive from the sales department about the product.
- 35.38% of the consumers says that ITI Tag Wallet is considered and termed as fairly priced compared to others.
- 41.05% of the people prefer towards ITI Tag Wallet is high when it is compared with other modes of payment.
- 46.31% of the people says that ITI Tag Wallet is considered to be the most durable product and it is being known by its durability.

- 45.26% of the consumers says that the installation process of the ITI Tag Wallet is highly satisfied with the consumers and it is working efficiently.
- 40% of the people says that ITI Tag Wallet is backed up with the recent trends and also with the international technology.
- 36.84% of the consumers says that the training is given to the consumers about the product usage is considered to be good.
- 90% of respondents are employed persons are using ITI Tag Wallet.
- When it comes to gender 75% males are majorly using the product when compared to females.
- All the age group above 18years are using the ITI Tag Wallet.
- The income level majorly considered for the usage of the product hence all levels of income group people use the product.

5.2 SUGGESTIONS

- The reputation towards the product must be improved for betterment of the product.
- The company must enhance its market divisions, share by expanding its business activities to another level.
- The advertisement towards the ITI Tag Wallet must be improved by giving adds in television, newspapers and also being informative through social media.
- The company must adopted various strategies in order to consider ITI Tag Wallet is better than any other digital money.
- The company must be updated with latest technology equipment to offer more competitive prices.
- The proper training and development programs must be conducted to the consumers who often use the product.
- The company must give more weightage on the product innovation.
- The company have to develop new skills and methods and maintain R&D in the telecom industry.
- The company must give importance towards the motivational factors functions and policies.

- The average working employees are about 50years hence new staffs must be appointed.

5.3 CONCLUSION

It is concluded that

The consumers are satisfied with the product of ITI that is ITI Tag Wallet. The satisfaction level towards the product gives way to the recommendation of the product to other people. The another factor is the preference level of consumers are not majorly dependent upon the income level of the consumers. Irespective of Income level , consumers prefer to use ITI Tag Wallet.

Company can work on various promotional activities so that number of users can be increased.

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www.italtd-india.com

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Consumer satisfaction is worthless, Consumer loyalty is priceless- Jeferry Gitomer

Measuring up satisfaction level- Anne Miner

ANNEXURE

QUESTIONNAIRE ON CONSUMER SATISFACTION LEVEL ON ITI-TAG WALLET

1. Are you aware of functionality of E- Wallet?
 - Yes
 - No
2. Do you use ITI-Tag Wallet?
 - Yes
 - No
3. Since how long you have been using ITI-Tag Wallet?
 - 0-1 month
 - More than 2 months
 - More than 3 months
 - More than 6 months
4. Why do you prefer ITI-Tag Wallet?
 - Reputation
 - Quality
 - Brand image
 - User friendly
5. How did you come to know about ITI-Tag Wallet?
 - Word of mouth
 - Social media
 - Newspaper
 - Adds
6. How often do you use ITI-Tag Wallet?
 - Weekly
 - Once in a month
 - Once in 2 months
 - Once in 3 months

7. Please give your opinion on ITI-TAG Wallet

- Excellent
- Very good
- Average
- Poor
- Very poor

8. Please comment on Satisfaction Level with the product ITI-Tag Wallet?

- Highly satisfied
- Satisfied
- Neither satisfied nor dissatisfied
- Not satisfied
- Highly dissatisfied

Sl. No	Questions	Strongly Agree	Agree	Neither agree nor disagree	Disagree	Strongly Disagree
9	I would recommend ITI-Tag to friends and relatives					
10	ITI-Tag Wallet is better than any other digital money					
11	Tag-Wallet is working fine without technical issues					
12	We get regular information about the product upgrades from sales department					
13	ITI Tag wallet is fairly priced compared to others					
14	I Prefer ITI-Tag wallet over other modes of Payment					
15	ITI-Tag Wallet is durable					
16	The efficiency of ITI Tag wallet installation is excellent					
17	ITI provides the equipment's backed with latest international technology					

18	The training given to consumers about product usage is good					
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19. Would you like to give any suggestions to improve the quality of ITI Tag wallet?

Demographic Questions:

20. Name:

21. Profession:

22. Gender

- Male
- Female

23. Age group

- 20-25
- 20-30
- 30-35
- 35 and above

24. Income (Monthly):

- 10-20K
- 20-30K
- 30-40K
- 40-50K
- 50-60K
- >60K

25. Contact details:

5.1 Profit and loss account

Particulars	Year end		
	31st march 2017	2016	2015
A. What the company earn			
Sales including services	1611	1253	620
Other income	377	486	86
Increase in work in progress, stock in trade and manufactured components	18	0	-2
Total	2006	1739	704
B. What company incurred			
Material	1247	988	399
Employess cost	262	315	321
Depreciation	17	13	15
Financial expenses	153	157	157
Other expenses	187	124	110
Total	1866	1597	1002
C. Profit (A-B)	140	142	-298
D. Prior period adjustments	0	-3	1
E. Profit before extraordinary items and tax	140	139	-297
F. Extraordinary items	165	112	0
G. Profit before tax	305	251	-297
H. Less provision for taxation	0	0	0
I. Profit after tax	305	251	-297

5.2BALANCE SHEET

Particulars	2017	2016	2015
SOURCES OF FUNDS			
Depreciation	17	13	15
Increase in borrowings	40	0	346
Reduction in WC	0	760	0
Revenue grant in aid received	560	494	0
Capital grant in aid received	80	18	21
Increase in non current liabilities	57	0	146
decrease in non current assets	800	0	0
Total	1510	1294	717
APPLICATIONS OF FUNDS			
Loss after tax	56	243	297
Decrease in borrowings	0	82	0
Increase in WC	1344	0	233
Fixed assets	76	107	13
Capital grant in aid utilized	0	4	4
Revenue grant in aid utilized	34	0	0
Decrease in non current liabilities	0	187	0
Increase in non current assets	0	673	170
Total	1510	1294	717



ACHARYA INSTITUTE OF TECHNOLOGY
DEPARTMENT OF MBA

PROJECT WORK WEEKLY REPORT

Name of the Student : Pushpamala.K

Internal guide : Monica M

USN No : 1AY16MBA53

Specialization : Marketing and HR

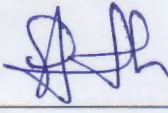
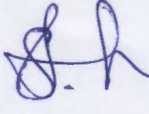
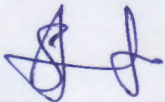
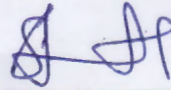
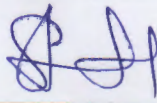
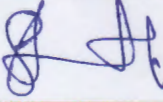
Title of the Project: Consumer satisfaction level on ITI Tag Wallet

Company Name: ITI Ltd

Week	Work Undertaken	External Guide Signature	Internal Guide Signature
19-01-18 to 25-01-18	Introduction about ITI company and its operations		
26-01-18 to 1-02-18	Learning about different operations and products by ITI		
02-02-18 to 08-02-18	Orientation and gathering information about the growth of ITI		
09-02-18 to 15-02-18	Analysis of market position of the ITI		

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Acharya Institute of Technology
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15-02-18 to 22-02-18	Research problem identification		<u>Monica M</u>
23-02-20 to 1-03-18	Preparation of the research instrument for data collection		<u>Monica M</u>
02-03-18 to 08- 03-18	Theoretical background of the study		<u>Monica M</u>
9-03-18 to 15- 03-18	Data collection and data analysis		<u>Monica M</u>
16-03-18 to 21- 03-18	Interpretation of the data gathered during the survey		<u>Monica M</u>
22-03-18 to 27- 03-18	Final report preparation and submission		<u>Monica M</u>

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