



ACHARYA INSTITUTE OF TECHNOLOGY

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

Date: 25/05/2018

CERTIFICATE

This is to certify that **Mr. Sandeep C** bearing USN **1AY16MBA67** 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 Customer Perception Towards Maruthi Swift Car, Bangalore**” is prepared by him under the guidance of **Prof. Rakesh Nagaraj** in partial fulfillment of the requirements for the award of the degree of Master of Business Administration, Visvesvaraya Technological University, Belagavi, Karnataka.

Signature of Internal Guide

Signature of HOD

Head of the Department
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Signature of Principal

PRINCIPAL
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Mandovi Motors Private Limited

Bommasandra, Yelahanka New Town

Bangalore -560 064



Ref :- MSV/BNG/2018/156

Date : 26-03-2018

CERTIFICATE

This is to certify that **Mr.SANDEEP.C (USN-1AY16MBA67)** from ACHARYA INSTITUTE OF TECHNOLOGY has worked as an intern in our organization on his academic Project entitled "A STUDY ON CONUMER PERCEPTION towards Maruthi Swift Car" He was working as an intern between 15-01-2018 to 24-03-2018

We found him to be punctual and obedient during his tenure with us.

We wish him best of luck

Thanking you,



PRATHAP SINGH.B.H

Marketing Manager

ACKNOWLEDGEMENT

I would like to thank all of those who have helped and supported me in completing this project successfully.

Firstly I thank **Dr.S.C.Pilli** Principal and **Dr.Mahesha.K**, Academic Dean of Acharya Institution of Technology and **Dr.Nijaguna G.** Head of the department of MBA for giving encouragement and support for completing the project.

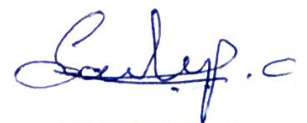
I wish to pay my heartfelt respect and regards to **Mr.Pratap Singh B H** Marketing Manager Mandovi Motors pvt ltd, Bangalore, for the cooperation and support, which helped me successfully to accomplish my project work. Also, I am thankful to them for their valuable guidance given to me during the course of my project.

I take this opportunity to thank our internal guide **Prof. Rakesh Nagaraj** for his constant guidance in completing the project.

Finally, it gives me great pleasure to extend my thanks to my Parents, Family, Friends and all Teaching staff and Non-Teaching staff who have been instrumental either directly or indirectly for this constant encouragement in carrying out this project successfully.

Place: Bangalore

Date: 30/5/18



SANDEEP C

(1AY16MBA67)

DECLARATION

I **SANDEEP C** Hereby declares that the project report entitled **A study on Consumer perception** with reference to **MANDOVI MOTORS PVT LTD** in Bangalore prepared by me under the guidance of **Prof. RAKESH NAGARAJ** of M.B.A Department, **ACHARYA INSTITUTE OF TECHNOLOGY** and external assistance by **PRATAP SINGH B H** also declares that this project work is towards the partial fulfilment of the university regulations for the awards of degree of Master of Business Administration in Visveswaraya Technological University Belgaum. I have undergone a project for the period of ten weeks. I further declare that this project is based on the original study undertaken by me and not has submitted for the award of any degree/ diploma from any other university/institution.

Place: Bangalore

Date: 30/5/18



(SANDEEP C)

(1AY16MBA67)

CHAPTER -1

1.1 INTRODUCTION

MARKET LIBERALISATION

In 1989, the Maruti a thousand became brought and the 970cc three-carriage became India's first contemporary sedan. By 1991, sixty five% of the components of all production automobiles had been localized. After liberalizing the Indian economic system in 1991, Suzuki extended its stake in Maruti to 50%, making the organization a 50-50 joint challenge with the Indian authorities as a shareholder.

In 1993, the 993cc Zen hatchback turned into introduced, and in 1994, the 1298cc Esteem became added. Since it changed into put into production in 1994, Maruti has produced the primary million cars. Maruti's second plant has begun production with an annual manufacturing potential of 2 hundred,000. Maruti has launched a 24-hour emergency automobile service. In 1998, the new Maruti 800 become launched. This is the first layout exchange due to the fact that 1986. The Zen D is a 1527cc diesel hatchback, Maruti's first diesel and redesigned Omni. In 1999, the 1.6-liter Maruti Baleno sedan and Wagon R were released.

In 2000, Maruti have become the first automotive business enterprise in India to release an internal and customer service name center. The new Alto version turned into launched. In 2001, Maruti True Value began promoting and buying used vehicles. In October of the identical yr, Maruti Versa turned into set up. In 2002, Esteem Diesel become added. Two new subsidiaries have additionally began: Maruti Insurance Distribution Services and Maruti Insurance Brokers Limited. Suzuki Motors extended its stake in Maruti to fifty four.2%.

In 2003, the new Suzuki Grand Vitara XL-7 was introduced, whilst Zen and Wagon R have been upgraded and redesigned. After the final touch of the four millionth Maruti Automobile, they installed a partnership with the National Bank of India. Maruti Udyog Co., Ltd. Became indexed at the BSE and NSE after public supplying and turned into oversubscribed by using 10 instances. In 2004, Alto have become India's pleasant-selling car beyond Maruti 800 in nearly two many years. At the time of the Esteem relaunch, the 5 seat Versa 5 turned into a new variation. Maruti Udyog closed its sales of 472,122 motors each 12 months within the economic year 2003-04, which turned into the best for the reason that organization started operations. In April 2005, it released its first 500,000 automobiles (5 million cars). The 1.3-liter Suzuki Swift 5-door hatchback became launched in 2005.

JOINT VENTURE RELATED ISSUES

The courting between the Indian government below the United Front (India) Union and Suzuki Motor Corporation in a joint project has prompted fierce debate in the Indian media until Suzuki Motor Co. Receives a controlling stake. This fairly worthwhile joint undertaking has close to-monopolistic transactions within the Indian automobile marketplace, and the character of the partnerships established previous to this is the root purpose of maximum problems. The achievement of the joint challenge precipitated Suzuki to boom its shareholding from 26% in 1987 to 40%, and it increased to 50% in 1992 and in addition accelerated to fifty six.21% in 2013. In 1982, the 2 joint ventures signed a nomination settlement. The candidates for his or her managing director and each handling director may have a 5-year time period.

MANUFACTURING FACILITIES

Maruti Suzuki has 3 production websites in India. The annual mixed production capacity of all production centers is 1.7 million. The Gurgaon production facility has 3 fully integrated production centers and covers an area of three hundred acres (1.2 rectangular kilometers).

The Gurgaon facility additionally produces 240,000 K-collection engines every 12 months. The Gurgaon facility manufactures Alto 800, WagonR, Ertiga, S-Cross, Vitara Brezza, Ignis and Eeco.

The Manesar production plant became finished in February 2007 and covers a place of six hundred acres (2.4 square kilometers). The initial annual manufacturing capability become 100,000, however it multiplied to three hundred,000 in October 2008. The production capacity further extended the production of Alto 800, Alto K10, Swift, Ciaz, Baleno, Baleno RS and Celerio at the 250,000 Manesar plant.

On June 25, 2012, Haryana State Industrial and Infrastructure Development Corporation asked Maruti Suzuki to pay Rs 23.Five crore for extra land acquisition for its Haryana plant expansion venture. The business enterprise warned Maruti that the non-price will cause similarly litigation and vacated stronger land acquisitions. Dzire's launch took place in May 2017 and the version is stated to have suitable mileage.

The production plant in Gujarat turned into put into operation in February 2017. The factory's current production ability is about 250,000 devices per yr. But with the new investment, Maruti Suzuki plans to elevate it to 450,000 vehicles a yr.

In 2012, the employer determined to merge Suzuki Powertrain India Limited (SPIL) with itself. SPIL changed into started out via a joint mission among Suzuki Motor Corporation and Maruti Suzuki. It has facilities that can be used to fabricate diesel

1.2 INDUSTRY PROFILE

India automobile Industry:

The modern-day pass to globalize our economic system has opened new vistas for automobile producers within the nation. The short put up-autonomy years noticed next to no development in car industry. A bad kingdom like our very own did no longer have an asset to place resources into man or woman transportation.

The Indian customers had to keep up till the mod 1980's, an entire forty years after freedom to see an automobile that the overall population wished. December 1983 envoy a rise up within the Indian vehicle company. Maruti teamed up with Suzuki of Japan to create the number one properly value car for the ordinary Indian.

The maruti800 became the fundamental portrayal of Maruti to hit the Indian transportation in December-1983. From that factor beforehand it is been on a regular ascent.

As of now, the Indian automobile show off had stagnate at the quantity of 30000 to 40000 cars for the remaining decade completing 1983. This became from Maruti assumed manipulate.

The commercial company parent for the yr 1993 came to as much as 196820. The company finished an combination fabricate of a million cars in March 1994 turning into the primary Indian business employer to move this leap forward. It flow the 2 million check in 1997.

After fifteen years, the Indian industrial agency may be very almost the exquisite. It has round 45 fashions of the cars. Today there are round 20 producers in India.

PURCHASER SATISFACTION

All business corporation corporations have understood that marketing and advertising and marketing is a center component of control concept and the manner to its prosperity lies in concentrating extra on the purchaser. That is, it is going to be the purchaser who will pick out in which the organization is heading. In this way the take a look at in advance than the advertiser is to guarantee that they fulfill each patron. Adam Smith in his, the abundance of nations, has stated "utilization is the only cease

and motivation behind all advert and the hobbies of the item ought to be taken care of simply to this point because it is probably essential for advancing the ones of the patron".

This quotation really repeats that the incentive in the back of creation is utilization and one's very personal specific motive could be served just if the client's advantages are taken care of. Here then emerges a completely critical inquiry. By what technique can an advertiser guarantee that his or her agency can react to their purchaser's prerequisite hastily? The reaction to this inquiry lies in the nature of management it's miles putting forth to its clients. This all over again will depend on the customer desires from the item or control. Presumably the person of the object or administration will pick whether it coordinates the purchaser goals or not, but as an alternative the firm and marketplace must agency all endeavors to assure that client achievement is completed.

CUSTOMERISATION

Today client's is paying unique mind to coins. The check earlier than the showcasing is to understand what esteem could claim and convince the customer. Advertisers are endeavoring to enhance the concept of giant well worth thru novel conveyance strategies. They have understood that item gain traits, patron's purpose and discernments and the accessibility of contending picks can be utilized to enhance patron esteem.

Promoting Mix Determination

Promoting Mix is that arrangement of showcasing apparatuses that the firm uses a to follower its marketing and advertising dreams in the aim marketplace. It may be characterized as an affiliation of controllable elements that a company can use to effect the customers response internal a given goal show off. The advertiser needs to take a development of choices on 4 noteworthy fixings habitually alluded to because the showcasing mixture factors. Item, price, vicinity and development. Anyway there are other P's which influences the market situation e.G. Advertising and advertising and marketing aggregate contraptions that the company uses to are searching for after pressing, delight, political clout, tirelessness, open connection eminence and so forth.

The Promotion Mix

Firms pick a mix of constrained time instruments to viably communicate with their goal customer gathering. The exceptional additives of this blend are:

- (a) Advertising
- (b) Personal offering
- (c) Sales development
- (d) Public relations

Not each element is beneficial or a success in all object showcase circumstances. Advancement alternatives are essential as they assist circulate the item from the assembling and to the utilization.

Individual Selling:

Offering is a essential part of promoting. Clients turn out to be greater acquainted with the firm and the item via the businessperson. The photograph is made or discolored by way of the person of supplying exhibited inside the fields via commercial enterprise human beings. They may be arrange takers (after they encompass jolt reaction hypothesis or object situated method) or hassle solvers, specialists, or perhaps someone who is held in regard via the chance. This takes place at the same time as the income representative makes use of require achievement technique and does subjects that help her or him manufacture a superb relationship. A organization call research five tiers - beginning, require studies, advent, overseeing protests and closing. Examining and arranging are the 2 key gadgets required to be successful within the market nowadays.

1.3 Company Profile

Modern entrepreneurs are concentrating at the needs and wants of the humans, and then generating products, which satisfy the ones desires.

A turning point in delivery came at the same time as the wheel come to be invented. One suitable point about imply is that he in no way been glad alongside with his achievements. Heal tactics tries to beautify his residing situations.

As time passes in 1888 Benz Company invented the number one car within the international. In early 1900 365 days, lot of changes happened in lifestyle, life fashion, preferred of residing become improved. So many industries have entered in this subject (four wheelers) to beautify the QUALITY of the product in one-of-a-type parameters.

As nicely as in 1928 the primary imported automobile become brought in India, In 1942 Hindustan Motors become in company and in 1944 Premiere motors changed into started out its manufacture. The increase was very less, however in early 90's incredible adjustments took place in all industries because of Globalization. Many groups have entered, to start its production in India. Because of reasonably-priced availability of sources.

Particularly in India compact automobile segment, within the beyond 8 years many automobile makers have entered India hoping to tap its a lot desired middle class.

Automobile manufacturers in India have, for many years, perpetuated the concept that they know best no longer handiest approximately production and promoting years however also what the client wanted. As a end result even till the early eighty's, patron changed into very regularly now not capable of select the colours of the car or scooter he bought.

Over a time of over two a few years the Indian Automobile Industry has been driving its very own improvement thru levels. The section of Suzuki Corporation in Indian traveler vehicle assembling is regularly pointed because the principle indication of India swinging to a industrial company vicinity financial system. From that point ahead the motors region noticed quick development a apparently endless amount of

time. By overdue-90's the organisation accomplished self perception in motor and segment fabricating from the fame of significant scale service company.

With nearly better rate of monetary improvement price document towards that of awesome international forces, India has become a middle factor of neighborhood and fares enterprise.

The vehicle part has been contributing its offer to the sparkling economic execution of India inside the overdue years. With the Indian working magnificence winning higher in line with capita pay, more individuals are prepared to possess non-public automobiles inclusive of vehicles and motorcycles. Item tendencies and stored a watch on administrations have helped inside the offers of medium and predicted enterprise automobiles for visitor and products transport.

As some distance as Car merchant organizes and authorized administration stations, Maruti sticks out with Dealer systems and workshops the state over. The different driving vehicles makers are additionally attempting to adapt up and are commencing their management stations and merchant workshops in each one of the metros and actual urban groups of the country. Merchants provide moving form of markdown of debts who intern pass it directly to the clients as reduced mortgage prices.

Car Export Numbers

The Key Factors at the back of This Upswing

Arrangements helpers, introduction of new models and moreover varieties joined with trustworthy openness of insignificant exertion subsidize with pleasing compensation options persisted riding hobby and offers of automobiles inside the midst of the underlying two fourth of the prevailing 12 months. The danger of a development within the financing costs, the effect of conceded rainstorm on natural call for, and augmentation inside the expenses of contributions, for example, metallic are the key mindfulness toward the players inside the business.

With almost better charge of economic development fee report against that of awesome overall powers, India has transformed into a focus of private and prices commercial enterprise.

The automobiles department has been contributing its offer to the shimmering monetary execution of India inside the past due years. With the Indian common employees securing higher in line with capita salary, greater people are installation to say non-public vehicles consisting of automobiles and bicycles. Thing improvements and watched out for organizations have reinforced in the offers of medium and anticipated enterprise automobiles for explorer and stock delivery.

As the players keep presenting new fashions and varieties, the restriction may enhance in addition. The limit of the players to incorporate charges and awareness on admissions could be important for the execution of their person institutions.

The vehicle portion has in like manner published essential advancement of 20% of every 2003-04, to reap a commercial enterprise turnover of Rs.30, 640 crore (US\$ 6.7 billion). Further, there is a capacity for better development as a result of outsourcing practices by using average motors mammoths. Today, this element has ascended as another first light territory.

Repudiating the conviction that the development in automobiles enterprise has given nourishment simply to the first-class wage stratum of society, Growth of tolls of 32.Eight % inside the underlying 75 percentage of 2004-05, the fastest improvement in volumes has began from enterprise vehicles as in opposition to voyager motors.

Between 1998-ninety nine and 2003-04, yield of commercial enterprise vehicles has grown 2.Eight times stood out from the two.2 instances augment in explorer motors. In addition, bicycle yield continues charging the quantity bits of knowledge of the fragment. In 2003-04, for each voyager automobile grew to become out by means of the department, there were 7 bicycles conveyed. In the bicycle vicinity, there may be a more unmistakable slant for cruisers took after with the aid of bicycles, with both introduction and personal offers of bicycles extending at quicker costs than for bicycles within the gift and previous years. In any case, mopeds have enlisted low or bad development. Convey improvement quotes were excessive each for bicycles and bicycles.

History of Company:-

Around 1970, Sanjay Gandhi, political counselor and more youthful child to the then Prime Minister of India, Indira Gandhi, imagined the make of an indigenous, financially savvy, low help conservative automobile for the Indian white collar class. Indira Gandhi's bureau passed a consistent dedication for the improvement and era of a "People's Car". Sanjay Gandhi's corporation turned into dedicated Maruti Limited. The name of the automobile became picked as "Maruti", after a Hindu divinity named Marut.

Around then Hindustan Motors' Ambassador changed into the valuable automobile, and a few different participant from Premier Automobiles, the Premier Padmini which grow to be step by step selecting up a chunk of the piece of the pie commanded by using manner of the Ambassador. For the following ten years, the Indian automobile market it had stagnated at a extent of 30,000 to forty,000 vehicles for the ultimate decade completing 1983.

Sanjay Gandhi became granted the restrictive contract and permit to configuration, create and make the "General population's Car". These restrictive privileges of advent produced some feedback in specific quarters, which have become straightforwardly centered at Indira Gandhi. Throughout the subsequent couple of years, the corporation turn out to be sidelined due to the Bangladesh Liberation War and crisis.

In the best 'ol days below the intense support of Sanjay Gandhi, the organization modified into given

After his dying, Indira Gandhi decided that the project should not be allowed to die. Maruti cooperated with Suzuki Motor. The cooperation foreshadowed a revolution inside the Indian automotive industry via generating the Maruti 800. The car started selling on December 14, 1983. It created a record, from layout to launching motors from the manufacturing line. By 1993, the organization offered 1,96820 cars, mainly Maruti 800, which sells its major product. By March 1994, it had produced 1 million automobiles, making it the primary Indian organisation to pass this milestone. In October 2004, it reached 2 million marks, and on April 19, 2003, the four millionth Alto-LX become launched.

For approximately 20 years, Maruti Udyog Limited, a subsidiary of Suzuki Motor Co. Of Japan, has been a pacesetter within the automotive marketplace in India. Its production plant positioned approximately 25 kilometers south of Delhi, Gurgaon, has an established capability of 350,000 cars in keeping with 12 months and can produce about 500,000 motors.

The enterprise has a portfolio of 11 brands which include Maruti 800, Omni, top class small car Zen, international brands Alto and WagonR, off-street Gypsies, medium-sized Esteem, limousine Baleno, MPV, Versa, Swift and luxury SUV Grand Vitara. XL7.

In latest years, Maruti has taken a huge step closer to becoming the goal of Suzuki Motors' Asian R&D middle. It added an upgraded model of WagonR Zen and Esteem, absolutely designed and designed by means of the indoors.

Maruti's contribution as a improvement engine for the Indian automobile enterprise has in reality been widely identified for its impact at the life-style and psychology of the entire Indian center magnificence. Its emotional connection with customers continues

According to the J.D. Power Asia-Pacific 2005 India Customer Satisfaction Index (CSI) examine, Maruti once again refreshed customer satisfaction for the 6th 12 months in a row.

The corporation additionally crowned the Indian Sales Satisfaction Survey. The organisation's satisfactory device and practices had been rated by using the International Standardization Organization's worldwide auditor A V Belgium as "the benchmark for the worldwide automotive industry."

In order to hold its main function, Maruti supports secure riding and visitors management through media facts and the maximum advanced driving education and research establishments managed by means of the Delhi government.

The organization's services include the sale and buy of used motors for used vehicles (True Value), leasing and fleet management offerings, and Maruti Insurance and Maruti Finance corporations at the moment are absolutely operational. In addition to

offering customers with a complete mobile answer, it has helped enhance the financial viability of the company's distributors in a handy and transparent way.

The company is indexed at the Bombay Stock Exchange and the American Stock Exchange.

Maruti Suzuki India Co., Ltd., formerly known as Maruti Udyog Co., Ltd., is a vehicle manufacturer in India. It is a subsidiary of Japanese car and motorcycle manufacturer Suzuki Motors with a fifty six.21% stake. As of January 2017, it occupies a 51% marketplace percentage in India's passenger vehicle marketplace. Maruti Suzuki manufactures and sells famous vehicles which include Ciaz, Ertiga, Wagon R, Alto, Swift, Celerio, Swift Dzire, Baleno and Baleno RS, Omni, Alto 800, SX4, Ignis. The company is headquartered in New Delhi. In February 2012, the organisation bought the 10 millionth vehicle in India.

Maruti Udyog Co., Ltd. (MUL) was hooked up in February 1981, despite the fact that actual production began in 1983. By 2004, Maruti had produced greater than five million vehicles. Maruti sells in India and numerous other international locations, relying on export orders. Cars similar to Maruti (but no longer made by using Maruti Udyog) are bought by way of Suzuki in Pakistan and other South Asian international locations.

Maruti was founded in February 1981 and commenced production of the Maruti 800 based totally on Suzuki Alto in 1983. As of May 2007, the Indian government sold all its stocks to Indian monetary establishments via the Disinvestment Ministry and not owns any shares of Maruti Udyog

UNDER THE MARUTI NAME

On November sixteen, 1970, a personal restrained liability agency named Surya Ram Maruti Technical Services Pte Ltd (MTSPL) become set up on November sixteen, 1970. The enterprise's assignment is to offer technical know-how, layout, manufacture and meeting of "motorcycles". In June 1971, a corporation referred to as Maruti Limited became included beneath the corporation regulation. Maruti Co., Ltd. Entered liquidation in 1977. Maruti Udyog Co., Ltd. Changed into installed via the efforts of V. Krishnamurthy.

AFFILIATION WITH SUZUKI

In 1982, Maruti Udyog Co., Ltd. Signed a licensing and joint assignment settlement (JVA) with Suzuki Japan. At first, Maruti Suzuki was particularly an vehicle importer. In the closed marketplace in India, Maruti received the right to import 40,000 sets of Suzuki inside the first years. Even after that, the early aim turned into to apply best 33% of the indigenous phase. This greatly hit the local producers. There are also worries that the Indian marketplace is simply too small to take in the larger manufacturing of the Maruti Suzuki plan. The authorities even considers adjusting the fuel tax and decreasing the intake tax to growth sales. Finally, in 1983, Maruti 800 become launched. The 796cc hatchback is based on SS80 Suzuki Alto, the primary low cost automobile in India. The initial product plan become forty% vehicles and 60% Maruti Van. Local manufacturing commenced in December 1983. In 1984, the Maruti Van with the same 3-cylinder engine because the 800 become released. The factory established forty,000 devices in Gurgaon.

In 1985, primarily based on Suzuki SJ410 Gypsy, a 970cc four-wheel off-avenue car was released. In 1986, the original 800 become changed with a new version of Suzuki Alto with 796 cc hatchback. The one hundred,000th automobile turned into produced by the company. In 1987, the organization began exporting to the West, when 500 motors were despatched to Hungary. By 1988, the manufacturing capacity of the Gurgaon plant had extended to one hundred,000 every 12 months.

INDUSTRIAL RELATIONS.

Since its establishment in 1983, Maruti Udyog Limited has encountered issues with its team of workers. The Indian workers it employs are very smooth to just accept Japanese paintings lifestyle and cutting-edge production processes. In 1997, possession changed, and Maruti became particularly managed by the government. Shortly thereafter, the struggle between the UF authorities and Suzuki began. In 2000, a prime labor members of the family difficulty commenced and Maruti's employees went on strike indefinitely, requiring, inter alia, main modifications to their wages, awards and pensions.

In October 2000, the use of body of workers slowed down and the revenue connected to incentives turned into revised. At the identical time, the Indian elections and the brand new Central Government headed by the New National Coalition have carried out a divestment policy. Like many other government-owned companies, the brand

new government proposes to sell some of its stocks in Maruti Suzuki by means of way of an open offer. The unions oppose this form of sell-off plan considering that the agency will lose the principle commercial enterprise gain of presidency subsidies and the trade unions will have better protection even as the corporation still controls the government.

The stalemate among the union and management continued until 2001. Management rejected the union's request for improved opposition and decrease profit margins. In 2002, the Central Government privatized Maruti, and Suzuki have become the principle shareholder of Maruti Udiog.

SALES AND SERVICE NETWORK

Maruti Suzuki has 1,820 sales outlets in 1,471 cities in India. The enterprise's intention is to double its income network to four,000 by means of 2020. There are 3,145 service stations in 1,506 towns in India. Maruti's supplier network is even larger than Hyundai, Mahindra, Honda, Tata, Toyota and Ford. Service is the organization's fundamental supply of earnings. Most fuel stations are managed on the basis of franchising, and Maruti Suzuki offers schooling for neighborhood employees. Other car groups have now not been capable of match this benchmark of Maruti Suzuki. Express provider stations help many cars on the road through sending their preservation employees to the vehicle

NEXA

In 2015, Maruti Suzuki released NEXA, its new dealer format for top class vehicles. Maruti currently sells Baleno, Baleno RS, S-Cross, Ciaz and Ignis via NEXA retailers. S-Cross is the primary vehicle offered via NEXA retailers. As part of the employer's mid-time period goal of 2020 annual income of two million, numerous new models may be introduced in these channels.

MARUTI INSURANCE

Maruti Suzuki released in 2002 to offer insurance insurance for its clients with the assist of country wide insurance agencies Bajaj Allianz, New India Insurance and Royal Sundaram. The provider turned into hooked up in two subsidiaries Maruti Insurance Distributors Services Pvt. Ltd and Insurance Brokers Private Limited. Restrained.

This carrier become originally designed to provide clients the advantages or delivered price, and may without problems upgrade. By December 2005, they were capable of sell greater than 2 million insurance rules because their inception

MARUTI FINANCE

To promote its backside line, Maruti Suzuki launched Maruti Finance in January 2002. Prior to this service, Maruti Suzuki has partnered with Citigroup and GE Countrywide to open two joint ventures, Citigroup Maruti and Maruti Countrywide, to assist their customers in acquiring loans. Maruti Suzuki cooperated with ABN Amro Bank, HDFC Bank, ICICI Limited, Kotak Mahindra, Standard Chartered Bank and Sundaram to perform this commercial enterprise, inclusive of its strategic partners in automotive finance. The business enterprise all over again reached a strategic partnership with SBI in March 2003. Since March 2003, Maruti has offered over 12,000 vehicles through SBI-Maruti Finance. SBI-Maruti Finance is presently available in 166 towns in India.

Citigroup Maruti Finance Co., Ltd. Is a joint assignment among Citigroup Finance India and Maruti Udyog Co., Ltd. The enterprise's predominant enterprise is "Maruti Suzuki vehicle hire and financing." Citi Financial India Limited is a wholly-owned subsidiary of Citibank Overseas Investment Corporation of Delaware, and Citibank Overseas Investment Corporation is a 100% completely-owned subsidiary of Citibank. Citi Financial India Limited holds a seventy four% stake, Maruti Suzuki holds the last 26% of GE Capital, and in 1995 HDFC and Maruti Suzuki shaped Maruti Countrywide. Maruti claims that its monetary plan gives its customers with the most competitive rates, with interest prices falling zero.25% to zero.5% from market quotes

MARUTI TRUEVALUE

Maruti Suzuki gives Maruti True services to its customers. This is the marketplace for Maruti Suzuki vehicles. With the assist of this provider in India, humans can buy, sell or exchange used Maruti or non-Maruti cars. As of August 10, 2017, there had been 1,a hundred ninety outlets in 936 towns.

N2N FLEET MANAGEMENT

N2N is an abbreviation for stop-to-stop fleet management and offers organizations with leasing and fleet management solutions. Customers who've signed this carrier consist of the Natural Gas Administration of India, DuPont, Benkirc Rickett, Doordarshan, Indian singers, National Stock Exchange of India and Transworld. This

fleet management service consists of cease-to-stop answers for the whole automobile, inclusive of leasing, upkeep, convenience offerings and remarketing

MARUTI ACCESSORIES

In addition to Maruti Suzuki, many vehicle elements groups have started to offer well suited components and accessories. This poses a critical risk to Maruti Suzuki and a loss of income. Maruti Suzuki started a new initiative underneath the logo call Maruti Genuine Accessories, imparting accessories consisting of aluminum alloy wheels, body coverings, carpets, door visors, fog lamps, stereo systems, seat covers and different vehicle care merchandise. These merchandise are bought via sellers and licensed provider stations during India

MARUTI DRIVING SCHOOL

As part of its company social responsibility, Maruti Suzuki launched Maruti Driving School in Delhi. Later, these services additionally prolonged to other towns in India. These faculties are modeled after worldwide requirements and novices study thru classroom and sensible publications. These schools also train many global practices along with road behavior and attitudes. Participants need to receive simulator schooling earlier than riding an real vehicle.

Jagdish Khattar said on the school's launching rite: "We are very worried approximately the growth in deaths on Indian highways. If the government, enterprise and volunteer departments work together in an integrated manner.

AWARDS AND RECOGNITION

2017

- Maruti Suzuki selected the great car manufacturer of the year at BTVi's "The Auto Show - Automotive India and Indian Bicycle India Awards 2017".
- The 2017 Gold Excellence Award recognizes excellence in occupational fitness and safety within the automotive industry. Maruti Suzuki is commemorated to reap a high general of protection, health and surroundings in the place of work.
- Maruti Suzuki received the famous Golden Peacock Training Award for the second consecutive time.

2016

- Received the Customer Satisfaction Index (CSI) Award for the sixteenth consecutive time
- Maruti Suzuki won the Silver Award for Training and Skills Development at the 2016 ASSOCHAM Summit and Awards Ceremony in Skhaling India.
- Maruti Suzuki received the BML Munjal 2016 Private Sector (Manufacturing) Award.
- SHVS and YRA groups awarded to Maruti Suzuki for the SMC Awards 2015
- Maruti Suzuki Bag 2016 Golden Peacock Training Award
- Maruti Suzuki acquired the excellent D&B Business Award inside the car class
- JD Power's Customer Satisfaction Index ranked 17th
- Maruti Suzuki gained the "Corporate Excellence Award - Outstanding Achievement Award" in its prestigious CII-ITC Sustainability Award 2016 for its company social responsibility sports.

2015

- Maruti Suzuki Alto became "the excellent-promoting small vehicle in the world" in 2014
- Maruti Suzuki received the "Hall of Fame" on the NDTV Car and Bike Grand Prix because of its steady performance over the last 10 years
- Maruti Suzuki Wins Autocar India Award for Driving Safety Corporate Social Responsibility
- Maruti Suzuki and Hero MotoCorp share PCRA Green Award trophies in NDTV Car and Bike Awards
- Maruti Suzuki received the "Golden Peacock Award for Corporate Social Responsibility (CSR) inside the Automotive Industry"
- Maruti Suzuki gained the "Best Private Organization Training Program" Silver Trophy inside the ASSOCHAM India Skilling Summit & Awards
- Maruti Suzuki received two awards at IATIA!
Annual Reader Selection Technology Award: Suzuki Smart Hybrid Vehicle (SHVS)
Automotive Technology Review Annual Environmental Technology Award: Suzuki Intelligent Hybrid Vehicle (SHVS).

2013

- Maruti Suzuki ranked third among TLG Partners, India's a hundred maximum a hit and influential businesses. It is a consulting company in London that advises groups on a way to construct their popularity and shareholder cost. Offer a consultation service
- Relying on wonderful education practices and professional expertise to respond to education and development demanding situations in a unique and revolutionary way, gained the celebrated "-2012 Golden Peacock National Training Award"
- Maruti Suzuki received the celebrated Platinum Award from the Greentech Foundation to apprehend our notable achievements inside the "Best HR Strategy" class.
- Maruti Suzuki received the 2013 12th Green Technology Safety Award. This award is provided to satisfactory protection practices.
- Maruti Suzuki wins CII - EXIM Bank Award - 2013 Business Excellence Award
- Maruti Suzuki India Co., Ltd. Received first place in the INSSAN's 2013 Outstanding Recommendations Program
- Maruti Suzuki won the 2013 Corporate Social Responsibility Award from the World Corporate Social Responsibility Conference
- Maruti Suzuki obtained the 2013 Sustainability Report Award from the World Corporate Social Responsibility Conference
- Maruti Suzuki gained the 2014 Gold Peacock Occupational Health and Safety Award.

2012

- Maruti Suzuki gained the 2012 Business World International Business Award (export car and engineering category)
- Maruti Suzuki gained the 2012 Golden Peacock Award for the popularity of "Occupational Health and Safety" in the car enterprise
- The J.D. Power Asia Pacific 2012 Customer Service Index (CSI) look at ranked Maruti Suzuki with the best score in the 13th consecutive yr with a score of 879

VALUES OF THE COMPANY

RESPONSIBLE – Always rely on the network

DYNAMISM – Always evolving with the needs

OPEN – All the actions are open and transparent

EFFICIENT -Expertise that ensures utmost efficiency

RELIABLE – Safety is number one priority.

LEADERSHIP AT MARUTHI SUZUKI

MR. R. C. BHARGAVA – Chairman

MR. KENICHI AYUKAWA - Managing Director & CEO

MR. OSAMU SUZUKI – Director

MR. TOSHIHIRO SUZUKI – Director

MR. KAZUNARI YAMAGUCHI - Director (Production)

MR. TOSHIAKI HASUIKE – Director

MR. KAZUHIKO AYABE – Director

MR. KINJI SAITO – Director

MR. D. S. BRAR - Independent Director

MR. R.P. SINGH - Independent Director

MS. RENU SUD KARNAD - Independent Director

MS. PALLAVI SHROFF - Independent Director

1.3.1 COMPANY VISION:

The company's vision for the future is to become an internationally competitive company in terms of output, quality, cost, and profit. Their goal is not only to maintain their leading position in India, but also to become a global player. The company's culture, thoughts and actions are in line with their vision.

COMPANY'S MISSION:

To provide a wide range of modern, high quality fuel-efficient vehicles in order to meet the need of different customers, both domestic and export markets.

QUALITY GROUPS:

Each quality group consists of 350 quality circles. There are a total of 450 'Kaizen' groups ('Kaizen' means continuous improvement in the system). The best groups are closed and sent to Japan for training. Every year, 1400 people from Maruti are trained in Japan. They learn various types of working system there and implement them here.

1.3.2 PRODUCTS / SERVICES PROFILE

BUYER PERCEPTION

A showcasing idea that envelops a purchaser's affect, mindfulness and moreover attention approximately an business enterprise or its contributions. Client remark is regularly encouraged through promoting, surveys, advertising and marketing, on-line networking, person encounters and extraordinary channels.

PURCHASER PERCEPTION PROCESS

Recognition sets up the significance about an item or brand when a shopper reaches. In showcasing writing, four unmistakable levels of discernment happen amid patron data managing:

- Sensation,

- Attention,

- Interpretation

- Retention.

RECOGNITION IN CONSUMER BEHAVIOR

The recognitions purchasers have of a commercial enterprise and its gadgets or management dramatically have an effect on buying behavior. That is the motive businesses spend a lot cash promoting themselves, sharpening their purchaser advantage and doing something else they could to undoubtedly effect the view of target shoppers.

RECOGNITION PROCESS

It is the manner toward perceiving and translating tangible boosts. Take inside the which means of reputation, how it's far recognized with the five detects, how it varies from the actual world, and then a few. Prologue to Psychology: Homework Help Resource/Psychology Courses.

Maruti Cars Models

Maruti Udyog Ltd. Has Introduced The Following Models In Last 19 Years:

- 1) MARUTI 800 (796 CC, hatchback car)
- 2) OMNI (796 CC,)
- 3) GYPSY (970 CC, 4 WD off –road vehicles)
- 4) MARUTI 800 (new model)
- 5) MARUTI 1000 (970 CC, 3 box car)
- 6) MARUTI ZEN (933 CC, hatchback car)
- 7) ESTEEM 1.3L (1298 cc, 3 box car) lx
- 8) ESTEEM 1.3L (1298 cc, 3 box car) vx
- 9) ESTEEM 1.3L (1298 cc, 3 box car) ax
- 10) ZEN AUTOMATIC (993 CC,)
- 11) GYPSY KING (1298 cc 4wd off-road vehicle)
- 12) OMNI (E) (796 cc, MUV, 8 seater)
- 13) GYPSY (E) (970 cc, 4WD 8 seater)
- 14) NEW MARUTI 800 (796 cc, STD, & DX)
- 15) THE 1998 ESTEEM (1298 cc, LX, VX, SND AX)
- 16) NEW OMNI AND OMNI E (796 CC, MUV)
- 17) ZEN VX & ZEN VX AUTOMATIC
- 18) ZEN D (1527 cc, diesel)
- 19) ZEN LX (993 cc,)
- 20) ZEN CLASSIC (993 cc,)
- 21) ZEN VXI (993 hatchback car with power steering)
- 22) OMINI XL (796 cc, MUV , high roof)
- 23) BALENO (1590 cc,)
- 24) WAGNO-R (1061CC)
- 25) ALTO
- 26) VERSA
- 27) ALL NEW ESTEEM
- 28) MARUTHI SWIFT
- 29) MARUTHI SWIFT VDI
- 30) MARUTHI ZEN ESTILO

1.3.3 AREA OF OPERATIONS

Maruti has gone beyond being just a house hold name in India. The pulse of India resonates across the globe, as contented Maruti owners drive their vehicle on the roads of fine continents. Maruti's popular vehicles, which combine elegance, efficiency and luxury and are at affordable process, have stormed frontiers from Australia to Chile and from Germany to Zimbabwe. India's greatest automobile success story is now a well - established symbol of universal appeal.

Their main importers are:

- | | |
|--------------|-----------|
| * Australia | * Chile |
| *France | *Germany |
| *Greece. | *Hungary |
| *Italy | *Malta |
| *Netherlands | *Nepal |
| *Poland | *Portugal |
| *Sri Lanka | *Uruguay |
| *Yugoslavia | |

While other importers are:

- | | |
|------------|----------------|
| *Argentina | *Austria |
| *Bahamas | *Bangladesh |
| *Belgium | *Bhutan |
| *Cyprus | *Denmark |
| *Egypt | *Guinea Israel |
| *Lebanon | *New Zealand |
| *Nigeria | *Russia |
| *Ireland | |

During the last two year 32,000 vehicles have been exported. This year it is targeted to 25,000. And so far around 20,000 cars have been exported.

1.3.4 COMPETITORS

1. Honda Motors
2. Toyota Motor Corporation
3. [Nissan](#) [Motors](#)
4. [Hyundai](#) [Motors](#)
5. [Fiat](#)
6. [Mitsubishi](#) [Motors](#)
7. [Chevrolet](#)
8. [Tata](#) [Motors](#)
9. [Skoda](#) [Auto](#)
10. [Volkswagen](#)
11. Ford Motor Company

1.3.5 SWOT ANALYSIS

Strengths

1. Maruti Suzuki is the biggest passenger vehicle enterprise in India, accounting for around forty five% market percentage
2. Over 12,000 human beings are hired with Maruti
- three. Good advertising, product portfolio, self-competing manufacturers
- four. Largest distribution community of dealers and after income provider centres
- five. Strong brand price and strong presence inside the 2d hand vehicle marketplace
6. Having exceptional sales streams like Maruti finance, Maruti Insurance and Maruti riding colleges
7. India sells more than seven-hundred,000 units in line with year, which include 50,000 exports
8. Maruti Suzuki launches NEXA showroom to cater to its top rate car marketplace
- nine. The employer has gained several awards in the car enterprise in India.

Weaknesses

1. Cannot penetrate the international market
2. Staff management, strikes, and workers' wage problems have affected Maruti's past brand image.

Opportunities

1. Developing hybrid cars and fuel efficient cars for the future can be an opportunity for Maruti Suzuki
2. Maruti can target tapping emerging markets across the world and building a global brand
3. Fast growing automobile market and increased purchasing power.

Threats

1. Government guidelines for the car zone across the world
2. Ever growing fuel prices
3. Intense opposition from global car manufacturers and less expensive manufacturers can hurt Maruti Suzuki's commercial enterprise
- four. Substitute modes of public transport like buses, metro trains and so forth

1.3.6 FUTUREGROWTH AND PROSPECTS

MARKET SHARE

In 2017-18, Maruti Suzuki grabbed 50% of the market share in the passenger vehicle market for the first time because its multi-purpose vehicle sales exceeded its competitors.

Maruti, India's biggest car maker, also sold more than 1.5 million units for the first time in its over-threedecade history.

At 1.65 million, Maruti's sales were 14% more than the year before, and almost twice the pace of the passenger vehicles industry. RC Bhargava, chairman of Maruti Suzuki, said that once the agency's investment in diesel generation is lots less expensive than gas, and in the new models and sales community to assist it advantage marketplace proportion.

Bhargava stated that 39% of the marketplace share in FY2013 changed into now not regular, whilst the distance among gas and diesel costs widened to approximately 32 rupees in line with liter.

"The marketplace became to diesel, we don't have enough diesel motors. Since then, we've got invested in diesel ability. The marketplace has normalized. Of direction, we've added many new models and reinforced the distribution network. Nexa has taken off; Suzuki Investing in Gujarat has launched assets.

Although Maruti has constantly been the leader in India's passenger automobile and truck market. It won the top spot for industrial vehicles (UV) only in FY18. Although Mahindra and Mahindra helped the lengthy-term lead inside the March region, Maruti Suzuki's marketplace percentage of 25,000 and 27% indicates the information launched by means of the car groups inside the past few days.

Product profile

Maruti Suzuki Swift changed into released in India in May 2005 and is ready with a 1.3-liter gasoline engine. Later, in early 2007, Maruti launched Swift using the 1.3-liter DDiS engine from Fiat. In 2010, Maruti changed the 1.3-liter gasoline engine with a 1.2-liter K-collection engine due to the new BS IV emission popular. In August 2011, Maruti released a brand new 1/3-generation Swift with a 1.2-liter K-series gas engine and a 1.3-liter DDiS engine. Therefore, the Maruti Suzuki Swift layout originates from the Suzuki Swift that has been on the foreign market earlier than.

TECHNICAL SPECIFICATIONS

Dimension & Weights

Overall Length	3850 mm	Overall Width	1695 mm
Overall Height	1530 mm	Wheel Base	2430 mm
Ground Clearance	170 mm	Boot Space	204 Liters
Kerb Weight	965 Kg		

Engine

Torque	115Nm @ 4000rpm	Displacement	1197 cc
Power	83	Valve Mechanism	DOHC
No of Cylinders	4	Cylinder Configuration	In-line
Valves per Cylinder	4		

Steering

Minimum Turning Radius	4.8 m	Steering Type	EPS
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Capacity

Fuel Tank Capacity	42 Liters	Seating Capacity	5
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Fuel Efficiency

Mileage Highway	17.6 kmpl	Mileage City	12.8 kmpl
Mileage Overall	15 kmpl		

Transmission

Transmission Type	Manual	Gears Speeds	5
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Brakes

Rear Brakes	Drum	Front Brakes	Ventilated Discs
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Awards:-

- 2006 Car - Speeding
- First vicinity in the initial high-quality examine - JD Power
- Total Customer Satisfaction - TNS Research
- Car of the Year - BS Driving
- Car of the Year - CNBC Car
- The fine value for money vehicle - CNBC Autocar
- Best Design and Modeling - CNBC Autocar
- Audience's Choice - CNBC Cars
- Small Vehicles of the Year - NDTV Profits
- Annual Design Car - BBC Top Gear

Chapter - 2

CONCEPTUAL BACKGROUND AND LITERATURE REVIEW

2 LITERATURE REVIEW

Recognition is essentially a living being which depicts someone's obvious image which he expect from any item or management. Perception can be changed or suffering from diverse variables

1. Willard Hom (2000) gives two comprehensively characterised patron loyalty fashions viz. Full scale fashions, which placed the purchaser loyalty amongst an association of associated develops in promoting research and Micro-models, which bet the components of patron loyalty. The paper moreover gives distinct models of purchaser loyalty from the point of view of the showcasing studies train.

2. Vavra, T.G. (1997) in his ebook proposes unique projects to enhance the estimation of customer loyalty in an affiliation. The author depicts 5 basic aptitudes required for this task viz. Sampling/client member choice, poll configuration, talking with/review enterprise, facts exam, and excellent capacity sending constructing hobby designs.

3. Peyton, R.M. (2003) in their strolling paper submitted at the Allied Academies International Conference exhibited an in depth audit of the writing on special Customer Satisfaction and Dissatisfaction (CS/D) speculations proposed. The writings are specifically before the Nineteen Nineties. This audit centers throughout the actual elements of the simple control method, moreover addresses the estimation related troubles pertinent to this assemblage of writing.

4. Vanniarajan and Kubendran (2005) painting that consumer discernment and use of any item may be changed due to progress in nourishment nutritional patterns. On the off threat that wage and urbanization increments in among purchasers then the level of income spent on utilization Increases. The city client for the maximum part like marked objects when contrasted with rustic buyers.

5.Aaker (2000) verify that brand mindfulness assumes a vital component in purchaser remark in particular when their shopping conduct isn't always characterized. Marked things offers the sentiment nature especially in low inclusion items for example cleansers and different ordinary use things, media and commercial are compelling units for mindfulness.

6.Nandagopal and Chinnaiyan (2003) close that the technique of procurement of object additionally affecting buying conduct consequently view of client.

7.Kumaret al.(1987) inspected those variables which effect purchasing picks making of substantial range of respondents for numerous sustenance objects. Nation, supply, and logo of the item affect appropriately and to a top notch volume. Brand of the object is the most essential aspect considering the fact that purchasers more pulled in toward mark. Pay, age and mindfulness are needy additives.

8.Sabesson (1992), expressed that logo of processed food is picked by using its fine, taste of the object and price of object. These are the imperative factor which influences the standards for sustenance mark dedication.

9.Rees (1992), study he clarifies the ones additives which influence client selection of nourishment and taste contains sustenance texture, appearance, taste and high-quality while utilization of microwave and lessening in normal cooking are the variables which impact customer use of item.

Socioeconomics exhibit that use of microwave has modified nutritional patterns. The most vital component is openings for paintings of residence spouses who do not have a great deal time to cook dinner at home. Eighty percent of offer of pressed sustenance in enterprise sectors is additionally taken to be fundamental. Clients are responding to message approximately safety and suitable dieting.

10.(Gary A. Knight, 1999) noticed that country-of-birthplace recognitions and goals activate comprehensions. It likewise places essentialness on unique gadgets and selling traits. These have been taken into consideration as the elements that would get have an impact on to the general population the kingdom of where the item or administrations had been advertise.

CHAPTER - 3

3.1 Statement of the problem

Generally people buy Maruthi Swift Car to meet their needs, wants, taste and to satisfy themselves. Among different brands most of the people prefer MaruthiCars because it is the best Economy Class car. In this context, it is necessary to find out the customer's perception towards Maruthi Swift Cars and it is also necessary to know what customers are expecting from Maruthi. Therefore this study has been conducted to find the customers perception towards Maruthi Swift Cars.

3.2 Need For The Study

1. To understand the client's remark
2. To comprehend the customer's success level.
- Three. To recognize the client disarrays even as buying the object.
4. To realize the customer observation that chooses selections making manner..
5. To realize the factors which influences the client to buy the object.

3.3 Objectives

1. To study customer perception of Maruti Swift Car.
2. To identify customer buying behaviour regarding Maruti Swift car.
3. To study various change customer want in Maruthi Swift Car.
4. To test the satisfaction level of customer regarding Maruthi Swift Car.

3.4 Scope Of The Study

Purchasers of maruti quick vehicles are unfold for the duration of India. Likewise it's miles despatched out to severa international locations, Bengaluru metropolis turned into chosen with the end intention of the exam.

Bengaluru is a noteworthy commercial enterprise town in our nation. It is a area had zone. The range of inhabitants in metropolis is round 7 lakhs. It is modernly all round created city and acclaimed for cotton and material flora, it's miles likewise clearly apprehend region for preparation in our kingdom with offices for all territories of education.

Individuals of various degree of Incomes and from a extensive range of social foundation are observed within the town.

The trendy populace of Bengaluru have been shopping and utilising 4 wheelers specially autos for current years we can see an impressive number of latest vehicles consistently. So consider is led in and round Bengaluru metropolis.

3.5 Research Methodology

The research includes the usage of explanatory studies and spellbinding. The apparatuses and gadget applied the gathering pertinent statistics are:

Essential facts accumulation apparatuses:

- In profundity interviews
- Through prepared polls

Auxiliary facts accumulation gadgets:

- Newspaper articles and distinct productions

- Books

- Websites

- Records of the affiliation

Data Analysis

In the wake of gathering the facts it become exchanged for investigation and expertise of the information. The records identifying with set of destinations had been then arranged and the discoveries had been recorded later the records changed into graphically spoken to.

- Graphs

- Charts

- Diagrams

- Pie-outlines

PLAN OF ANALYSIS

Rate examination was utilized for breaking down the data and the equal is been given the help of the correct diagrams and charts.

3.6 Hypothesis

H0 – purchaser popularity has an effect have no impact on multi mark retail client

H1-buyer observation affects multi mark retail client

3.7 Limitations

Albeit tons exertion has been placed to make an examination extra unique and some distance achieving yet a few limit can't be avoided they're:

- 1) Through maruti short has been sold everywhere in the course of the country, the research is confined to Bengaluru metropolis just attributable to requirements like time, coins and so forth..
- 2) Keeping the imperatives inside the view the degree of respondents changed into pegged at 25 and picked arbitrarily.
- 3) During the examine some respondents have been reluctant to expose the records. Some were now not true and a few gave one-sided facts.
- 4) Car being lavish merchandise alongside these traces, the meeting is taken simply from top white collar elegance of the general public.
- 5) Due to the deficiency of time restrict we can not evaluate complete market.

CHAPTER 4

DATA ANALYSIS AND INTERPRETATION

TABLE 1:

CLASSIFICATION OF RESPONDENTS ON THE BASIS OF THEIR GENDER

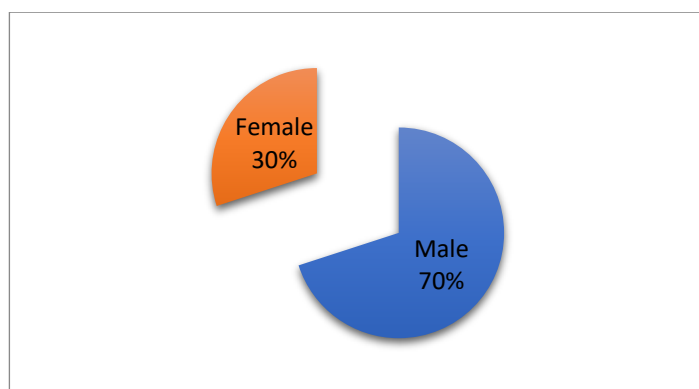
SR. NO.	SEX	TOTAL	PERCENTAGE
01	MALE	100	70%
02	FEMALE	0	30%

Analysis:

From the above table we can see that Male respondents have more decision making power than Females with 70% of the respondents compared to 30 of them in female category.

GRAPH 1:

CLASSIFICATION OF RESPONDENTS ON THE BASIS OF THEIR GENDER



Inference:

Gender plays an important role in any consumable product market. The sex difference has major effects and various consumption & the purchasing pattern. This implies that marketers should neglect any of the sex.

TABLE 2:

CLASSIFICATION OF RESPONDENTS ON THE BASIS OF THEIR OCCUPATION

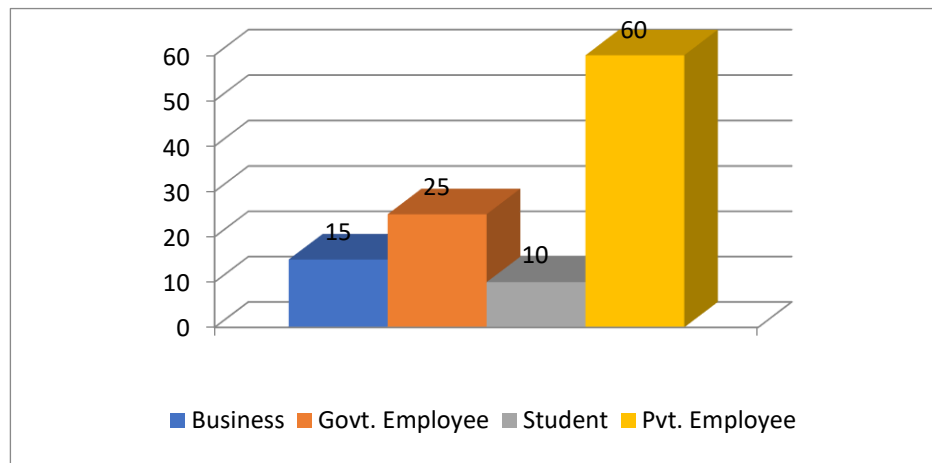
SR.N O	OCCUPATION	TOTAL	PERCENT AGE
01	BUSINESS	15	15%
02	GOVT.EMPLOYEE	25	25%
03	STUDENT	10	10%
04	PRIVATE.EMPLOYEE	60	60%

Analysis

From the above table it is clear that 60% i.e. 60 respondents are in Pvt Sector, followed by 25% or 25 respondents are Govt Employees, 15% or 15 respondents were in Business and 10% Students i.e. 10 respondents being the least.

GRAPH 2:

CLASSIFICATION OF RESPONDENTS ON THE BASIS OF THEIR OCCUPATION



Inference:

Occupation is an important differentiating factor, which the dealer should consider, thus the dealer should have a best interest of this segment. The dealer should concentrate on the business category and the Govt Employees as they are stable category having a say in the market.

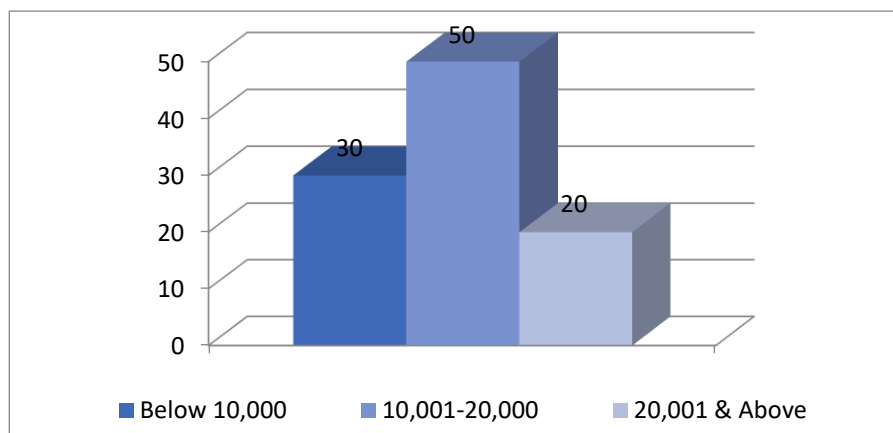
TABLE 3:
CLASSIFICATION OF RESPONDENTS ON THE BASIS OF THEIR INCOME

SR. NO.	INCOME	TOTAL	PERCENTAGE
01	BELOW 10,000	30	30%
02	RS. 10,001 – 20,000	50	50%
03	20,001 & ABOVE	20	20%

Analysis:

From the above table it can be observed that 50% of respondents belong to 10,001 – 20000 income group, followed by 30% in the income group Below 10,000 and 20% in the income group 20,001 and above.

GRAPH 3:
CLASSIFICATION OF RESPONDENTS ON THE BASIS OF THEIR INCOME



Inferences:

Income is an important differentiating factor that influences buying behavior. This income comprises of spend able income and savings from the above graph it is clear that the income of the people varies from below 10000 to 20000 and above and more so the main customer are middle and upper middle class people.

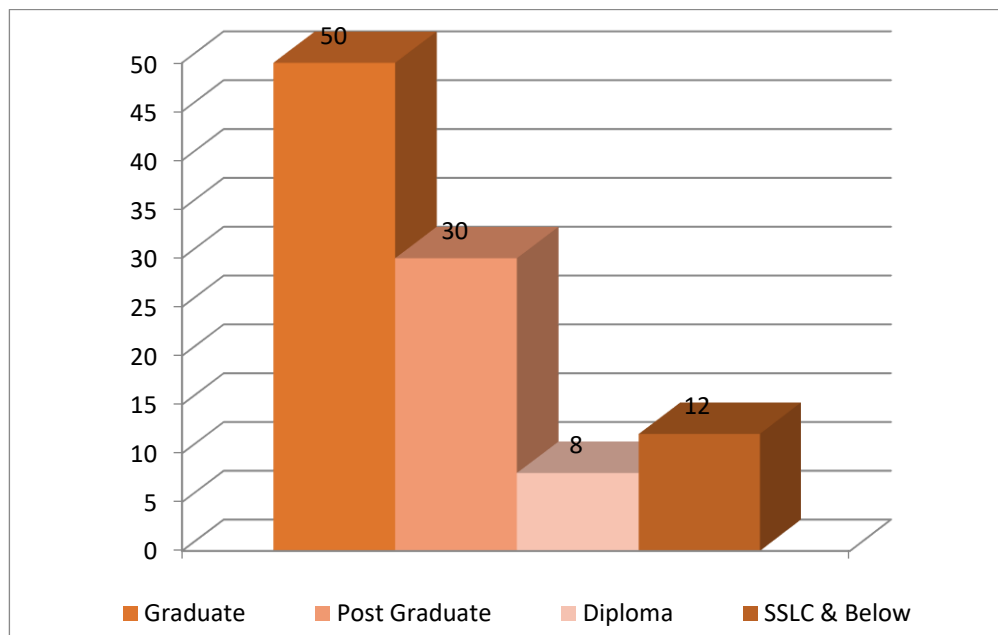
TABLE 4 :
CLASSIFICATION OF RESPONDENTS ON THE BASIS OF THEIR QUALIFICATION

S,No	Education qualification	No of responds
1	Graduation	50
2	Post graduation	30
3	Diploma	8
4	SSLC and BELOW	12

Analysis:

From the above table it can be observed that 50% of respondents belong to graduation, followed by 30% in the postgration, 8% in the diploma and 12% in the SSLC and below.

GRAPH 4:
CLASSIFICATION OF RESPONDENTS ON THE BASIS OF THEIR QUALIFICATION



Inference:

As can be clearly seen from the above figure, customers are educated, so it is easy to understand spare parts and make the right decisions when selecting spare parts. Particular mention should be made of encouraging and acknowledging the authenticity of spare parts for diploma holders and uneducated classes.

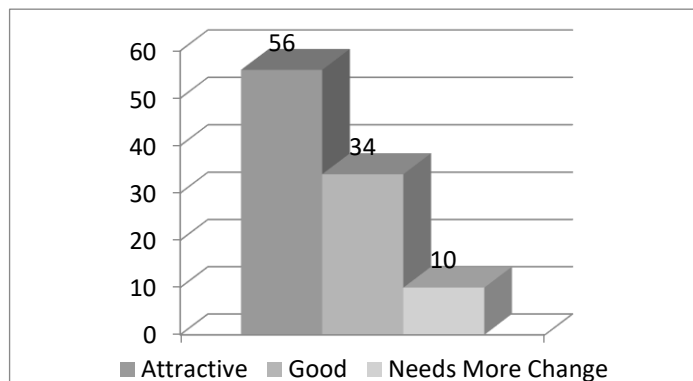
TABLE 5:
CLASSIFICATION SHOWING STYLING OPINION OF MARUTI SWIFT
AMONG THE RESPONDENTS

S.NO	STYLING OPINION	TOTAL	PERCENTAGE
01	ATTRACTIVE	56	56%
02	GOOD	34	34%
03	NEEDS MORE CHANGE	10	10%

Analysis

From the above table 56% i.e. 56 of the respondents find attractive followed by 34% or 34 respondents who find it good and 10% i.e. 10 respondents feeling it needs more change.

GRAPH 5:
CLASSIFICATION SHOWING STYLING OPINION OF MARUTI SWIFT
AMONG THE RESPONDENTS



Inference:

It can be clearly seen from the above figure that the customer feels that its modeling opinion is very attractive, but still feels that it needs to be changed. Most respondents believe that style or appearance is the main factor affecting customers' purchase of specific products.

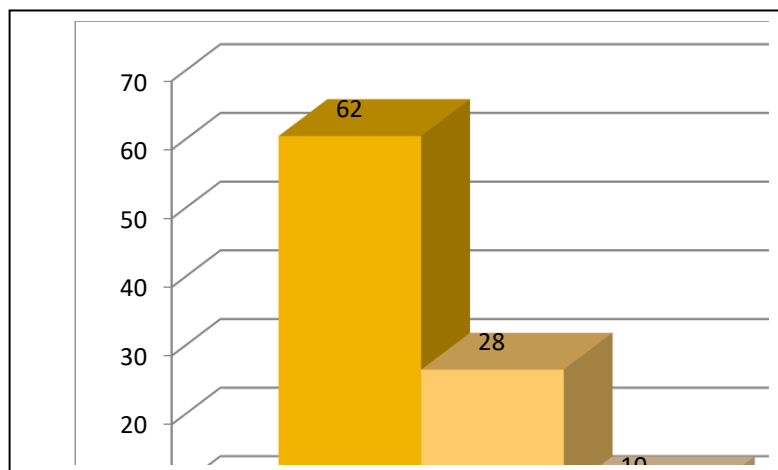
TABLE 6:
CLASSIFICATION SHOWING RESPONDENTS VIEW OF FUEL EFFICIENCY OF MARUTI SWIFT

SR. NO	FUEL EFFICIENCY	TOTAL	PERCENTAGE
01	GOOD	62	62%
02	AVERAGE	28	28%
03	NEEDS TO IMPROVE	10	10%

Analysis

As may be without a doubt seen from the table, sixty two% of respondents trust that fuel efficiency is excessive, even as 28% accept as true with it's miles common and 10% think that development is wanted.

GRAPH 6:
CLASSIFICATION SHOWING RESPONDENTS VIEW OF FUEL EFFICIENCY OF MARUTI SWIFT



Inference:

From the above graph it's miles clean that the Fuel efficiency of the auto is ideal with only a few customers feeling the want for it to enhance. With greater gasoline performance more mileage and better financial savings help in decreasing the cost of petrol budgeting monthly at the owner of the automobile.

TABLE 7:

CLASSIFICATION SHOWING RESPONDENTS VIEW OF POWER OF MARUTI SWIFT CARS

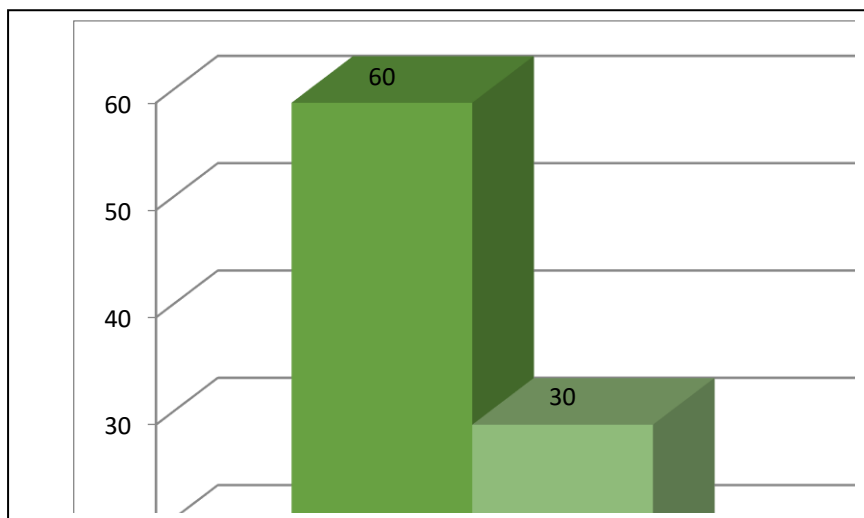
SR. NO.	POWER	TOTAL	
01	GOOD	60	60%
02	AVERAGE	30	30%
03	NEEDS TO IMPROVE	10	10%

Analysis:

From the table it can be clearly seen that 60% of respondents believe that fuel efficiency is high, while 30% of respondents think this is an average level, and 10% indicate that improvement is needed.

GRAPH 7:

CLASSIFICATION SHOWING RESPONDENTS VIEW OF POWER OF MARUTI SWIFT CARS



Inference:

From the above graph it is clear that the view power of the Cars is good with very few customers feeling the need for it to improve. A view is what a person compares between competitors Cars great view power the better is the deal.

TABLE 8:

TABLE SHOWING RESPONDENTS VIEW OF MAINTENANCE OF MARUTI SWIFT CARS

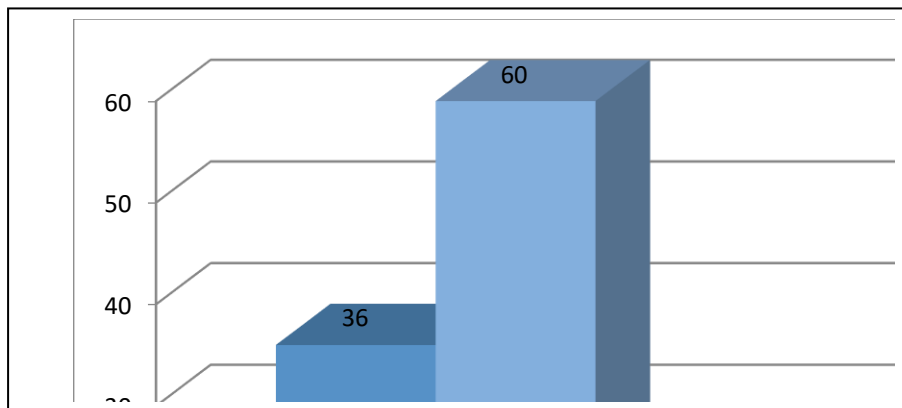
S.NO	MAINTENANCE	TOTAL	PERCENTAGE
01	ZERO MAINTENANCE	36	36%
02	VERY LESS	60	60%
03	MORE MAINTENANCE	4	4%

Analysis:

From the above table 60% of the respondents feel that the Cars require very less maintenance whereas 36% feel it requires Zero maintenance and 4% feeling the maintenance is more.

GRAPH 8:

CLASSIFICATION SHOWING RESPONDENTS VIEW OF MAINTENANCE OF MARUTI SWIFT CARS



Inference:

From the above graph it can be inferred that there is a slight need for improvement but on the whole the maintenance required is very less.

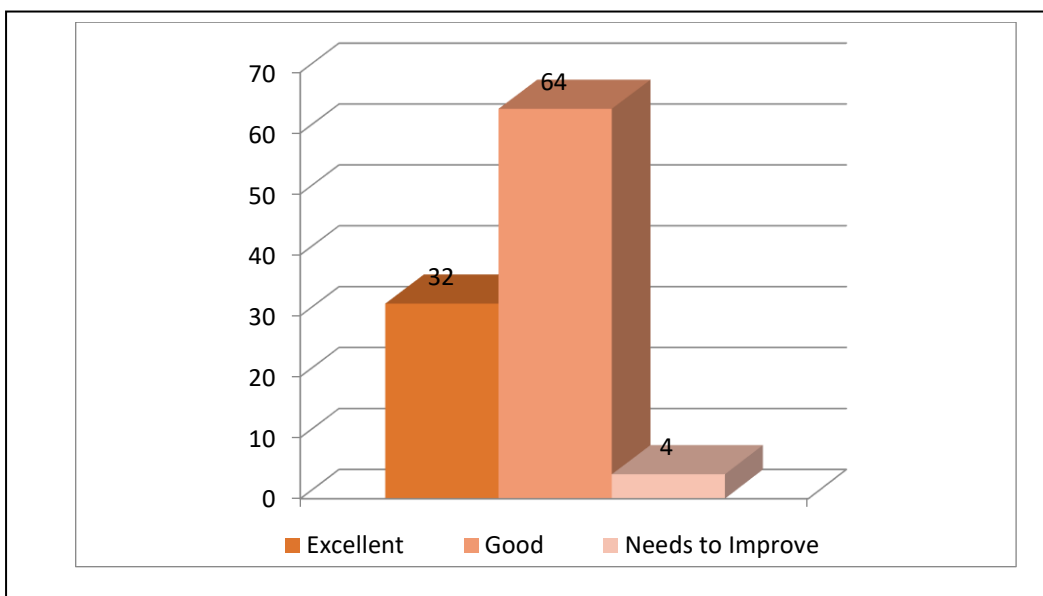
TABLE 9:
CLASSIFICATION SHOWING RESPONDENTS VIEW OF HANDLING OF MARUTI SWIFT

S.NO	HANDLING	TOTAL	PERCENTAGE
01	EXCELLENT	32	32%
02	GOOD	64	64%
03	NEEDS TO IMPROVE	4	4%

Analysis:

From the above table it is clear that the handling of MARUTI swift is good with 64%, followed by 32% of the respondents feeling that it is Excellent and only 4% feel the need for it to improve.

GRAPH 9:
CLASSIFICATION SHOWING RESPONDENTS VIEW OF HANDLING OF MARUTI SWIFT CARS



Inference:

From the above graph it is clear that there is very less need for it to improve but on the whole it is good. Handling costs are expected to be the least and customers feel the need for better performance and ideal handling costs.

TABLE 10:

CLASSIFICATION SHOWING RESPONDENTS VIEW ON PRICING OF MARUTI SWIFT CARS

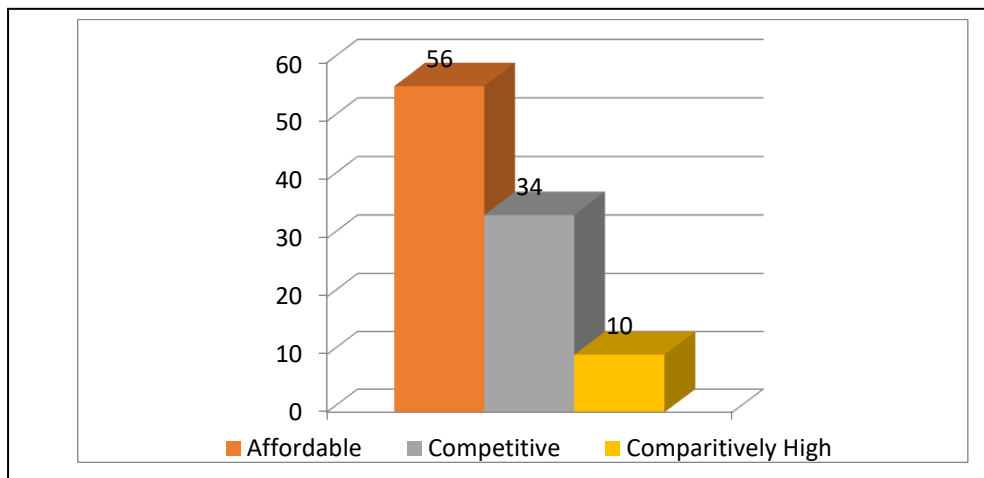
S.NO	PRICING	TOTAL	PERCENTAGE
01	AFFORDABLE	56	56%
02	COMPETITIVE	34	34%
03	COMPARATIVELY HIGH	10	10%

Analysis

From the above table it is seen that 56% of the respondents feel that the pricing of MARUTI swift car is Affordable while 34% feel that it is Competitive whereas 10% feel that the price is comparatively high.

GRAPH 10:

CLASSIFICATION SHOWING RESPONDENTS VIEW ON PRICING OF MARUTI SWIFT CARS



Inference:

From the above graph it is clear that the rates of MARUTI swift cars are Affordable but it still needs some change due to competition. With competitive rates and being on the lower side of other competitors increase in sales will bring more profit and better quality of car to the market.

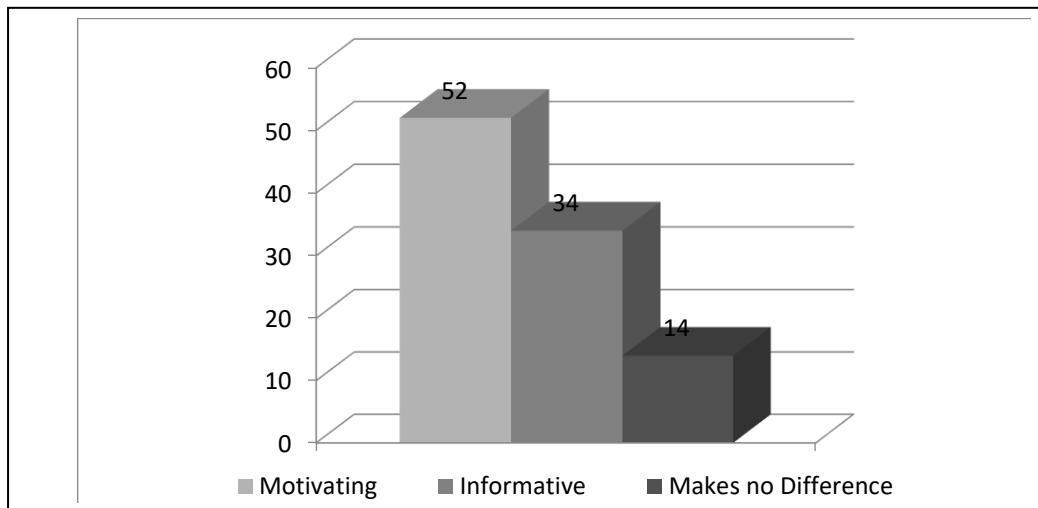
TABLE 11:
CLASSIFICATION SHOWING RESPONDENTS VIEW ABOUT
ADVERTISING STRATEGY OF MARUTI SWIFT CARS

S.NO	ADVERTISING STRATEGY	TOTAL	PERCENTAGE
01	MOTIVATING	52	52%
02	INFORMATIVE	34	34%
03	MAKES NO DIFFERENCE	14	14%

Analysis:

From the above table it is analyzed that 52% of the respondents feel that the advertising strategy is the motivating factor in their purchasing swift whereas 34% feel that it is informative and 14% feel that it makes no difference.

GRAPH 11:
CLASSIFICATION SHOWING RESPONDENTS VIEW ABOUT
ADVERTISING STRATEGY OF MARUTI SWIFT CARS



Inference

From the above graph it is inferred that Advertising strategy is the main motive behind purchasing motor cars. The modern day consumers have a fixed notion that advertisement brings the real essence or a company's standing in the market upon which they can assess the product.

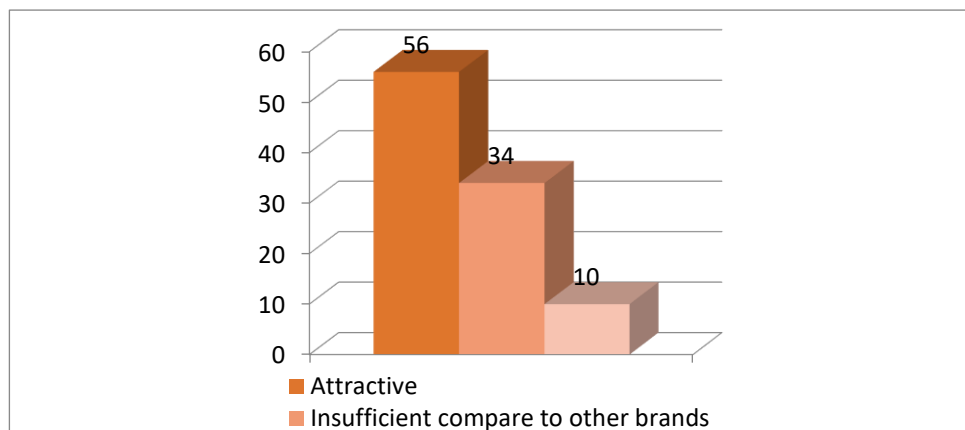
TABLE 12:
CLASSIFICATION SHOWING RESPONDENTS OPINION ON OCCASSIONAL DISCOUNTS / FREE GIFTS OFFERED BY MARUTI SWIFT CARS

S.NO	DISCOUNTS/FREE GIFTS	TOTAL	PERCENTAGE
01	ATTRACTIVE	68	68%
02	INSUFFICIENT COMPARE TO OTHER BRANDS	20	20%
03	MAKES NO DIFFERENCE	12	12%

Analysis:

From the above analysis it is seen that 68% of the respondents feel the occasional discounts and free gifts are attractive to the customers purchasing Swift while 20% of the respondents feel the gifts and discounts are insufficient compared to other companies while 12% feel that it makes no difference.

GRAPH 12:
CLASSIFICATION SHOWING RESPONDENTS OPINION ON CCASSIONAL DISCOUNTS / FREE GIFTS OFFERED BY MARUTI SWIFT CARS



Inference:

From the above graph it is inferred that attractive gifts and occasional discounts are important in attracting customers and the company should improve on its gifting and discounting policies.

TABLE 13:

CLASSIFICATION SHOWING RESPONDENTS OPINION ON THE NUMBER OF NEW MODELS RELEASED BY MARUTI IN A YEAR

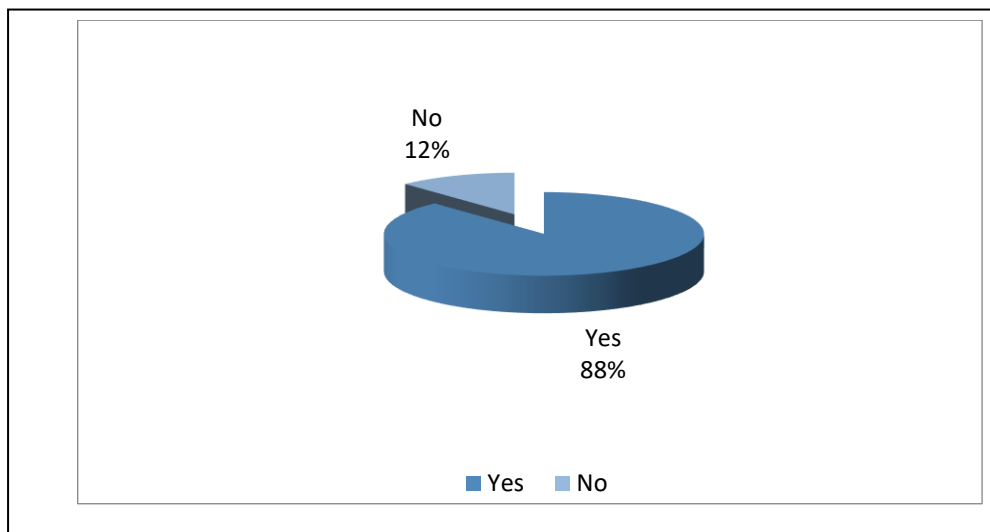
S.NO	SATISFACTION LEVEL	TOTAL	PERCENTAGE
01	YES	88	88%
02	NO	12	12%

Analysis

From the above analysis it is seen that 88% feel that the new models are satisfactory whereas 12% feel that it is below satisfaction level.

GRAPH 13:

GRAPH SHOWING RESPONDENTS OPINION ON THE NUMBER OF NEW MODELS RELEASED BY MARUTI IN A YEAR



Inference:

From the above graph it is inferred that the company has improved on its new Cars and they are above satisfaction level. With changing technologies and improved mechanisms the company can improve on its speed aerodynamics and mileage capacity.

TABLE 14:

CLASSIFICATION SHOWING MODE OF PURCHASE BY THE RESPONDENTS.

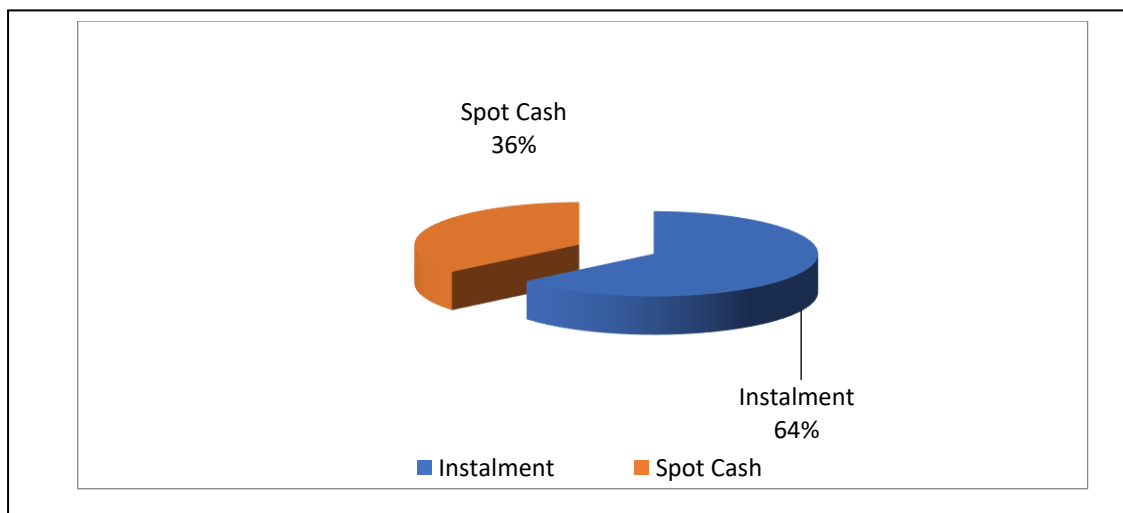
SL.NO	MODE OF PURCHASE	TOTAL	PERCENTAGE
01	INSTALMENT PURCHASE	64	64%
02	SPOT CASH	36	36%

Analysis:

From the above table it is seen that 64 percent of the respondents prefer to buy the car on installment basis whereas only 36% prefer to pay on the spot cash and purchase the vehicle.

GRAPH 14:

CLASSIFICATION SHOWING MODE OF PURCHASE BY THE RESPONDENTS.



Inference

From the above graph it is inferred that the company has to offer lots of credit facilities to improve on its customer base. Taxation has made people feel for installment schemes which on acquiring can be produced to gain tax exemption adhering to this company can give more loans.

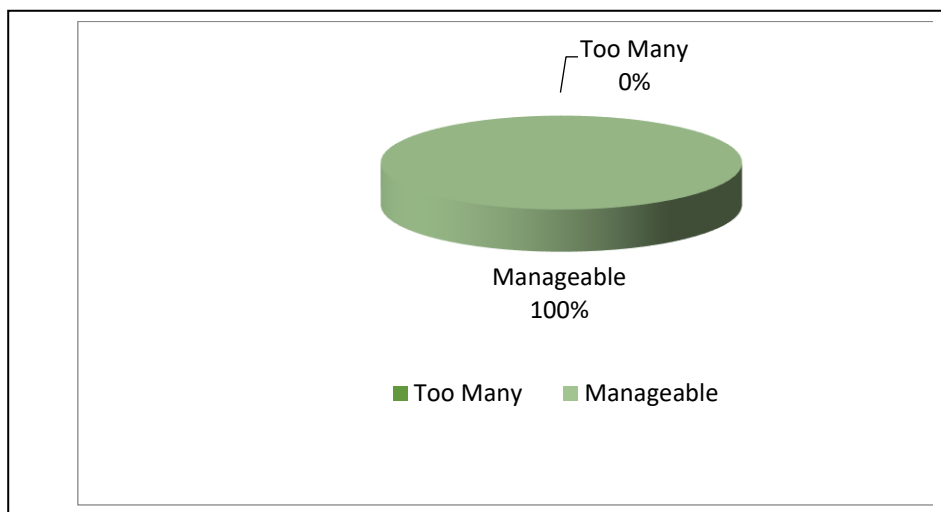
TABLE 15:
CLASSIFICATION SHOWING RESPONDENTS OPINION ON DOCUMENTS
REQUIRED FOR INSTALLMENT PURCHASE

S.NO	DOCUMENTS REQUIREMENT FOR INSTALLMENT PURCHASE	TOTAL	PERCENTAGE
01	TOO MANY	0	0%
02	MANAGEABLE	100	100%

Analysis:

From the above table it is analyzed that the documents required for the installments required to purchase the vehicle is manageable with 100% of the respondents responding to it.

GRAPH 15:
CLASSIFICATION SHOWING RESPONDENTS OPINION ON DOCUMENTS
REQUIRED FOR INSTALLMENT PURCHASE



Inference:

From the above graph it's miles inferred that Maruti suzuki have visible to it that the files required for procuring the car is workable. One or two forms with particular records for purchasing and regulations and rules must be imprinted on the opposite can be less difficult and helpful.

TABLE 16:

CLASSIFICATION OF RESPONDENTS OPINION ON WHETHER THE SHOWROOM IS ATTRACTIVE.

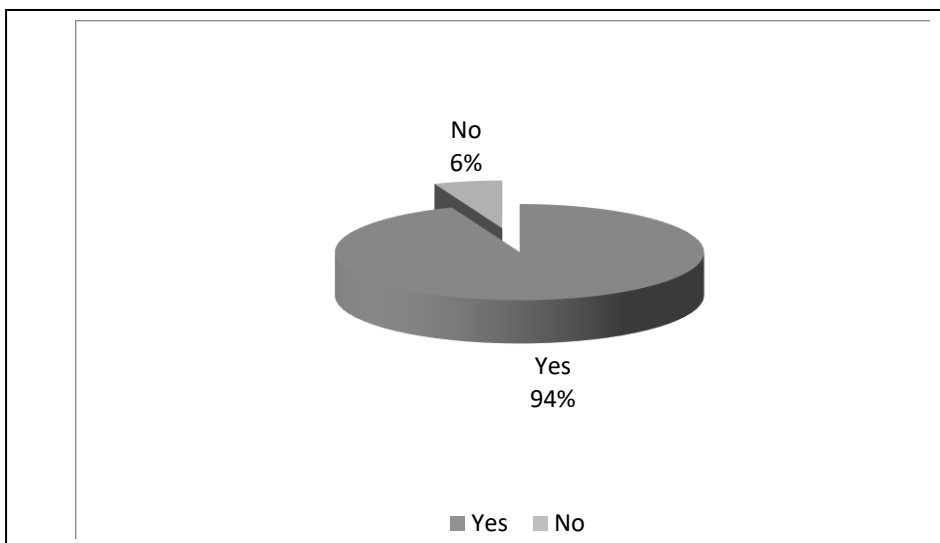
S.NO	IS SHOWROOM ATTRACTIVE	TOTAL	PERCENTAGE
01	YES	94	94%
02	NO	6	6%

Analysis:

From the above table it is analyzed that the Showroom is attractive with 94% adhering to it while 6% feeling it is not attractive and needs change.

GRAPH 16:

CLASSIFICATION SHOWING RESPONDENTS OPINION ON WHETHER THE SHOWROOM IS ATTRACTIVE.



Inference:

From the above table it is inferred that the Showroom has to be attractive for customers to visit it. Displays of products and spares in attractive showcases. New products on a new product shelf are some sought of items by customers, which can be enforced by the customers.

TABLE 17:

TABLE SHOWING RESPONDENTS OPINION ON WHETHER THE LATEST VERSION OF HYUNDAI CARS IS DISPLAYED.

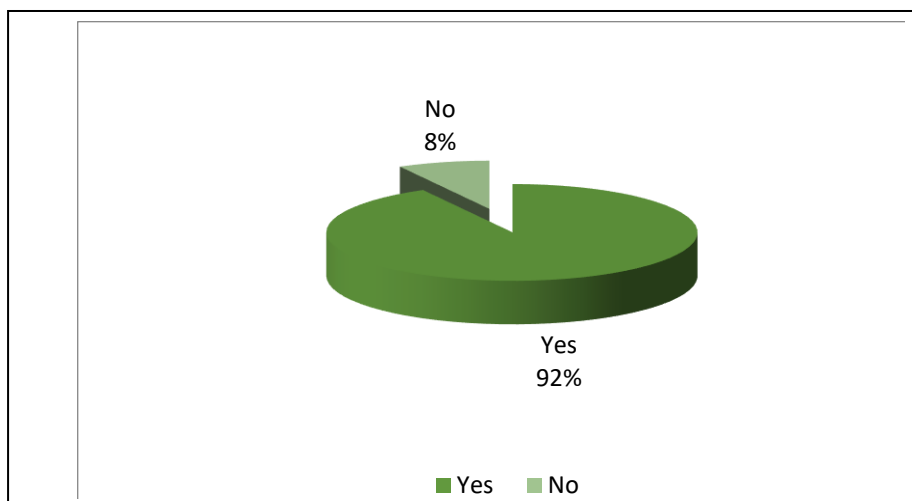
S.NO	DISPLAY OF LATEST VERSION OF HYUNDAI CARS	TOTAL	PERCENT AGE
01	YES	92	92%
02	NO	8	8%

Analysis:

From the above table it is analyzed that Maruti are displaying the latest cars with 92% of the respondents followed by 8% saying that it is not displaying it.

GRAPH 17:

GRAPH SHOWING RESPONDENTS OPINION ON WHETHER THE LATEST VERSION OF MARUTI CARS IS DISPLAYED.



Inference:

From the above Graph it is seen that trident Maruti are keen to improve their sales by displaying New models. Specially lit rotating stands can be a added attraction than still cars on the front of the showroom to capture customers attention. They also keep test rides for eager customers.

TABLE 18:

TABLE SHOWING RESPONDENTS OPINION ON CUSTOMER CARE REPRESENTATIVE'S OVERALL ATTITUDE TOWARDS JOB.

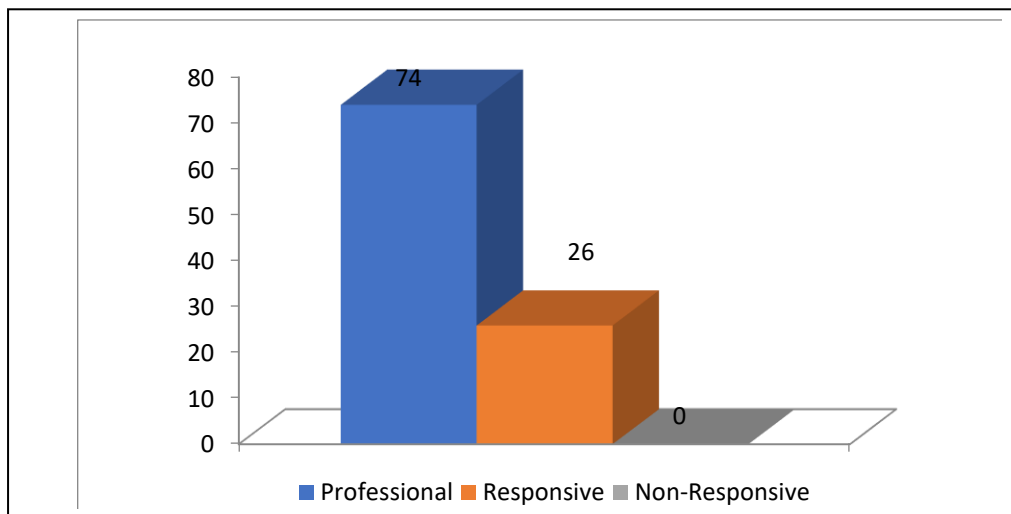
S.NO	OVERALL ATTITUDE TOWARDS JOB	TOTAL	PERCENTAGE
01	PROFESSIONAL	74	74%
02	RESPONSIVE	26	26%
03	NON-RESPONSIVE	0	0%

Analysis:

From the above analysis it is inferred that 74% of the Customer Care Executives are Professional, followed by 26% of them being Responsive.

GRAPH 18:

GRAPH SHOWING RESPONDENTS OPINION ON CUSTOMER CARE REPRESENTATIVE'S OVERALL ATTITUDE TOWARDS JOB.



Inference:

From the above inference it is inferred that Maruti is Professional in its approach but still has to improve on it. Professionalism is the demand of today with stiff competition and many showrooms it is essential to be professional.

TABLE 19:

TABLE SHOWING RESPONDENTS OPINION ON SERVICE OF MARUTI.

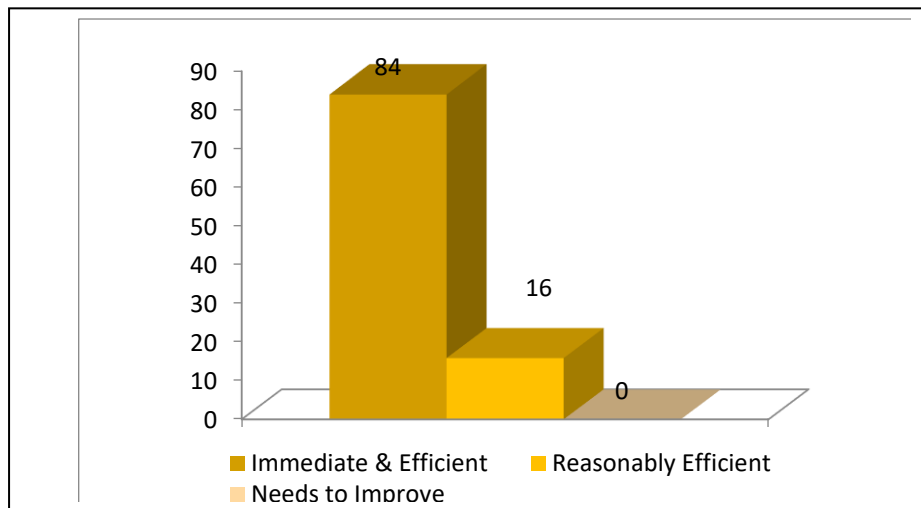
SR. NO.	OPINION ON THE SERVICE	TOTAL	PERCENTAGE
01	IMMEDIATE & EFFICIENT	84	84%
02	REASONABLY EFFICIENT	16	16%
03	NEEDS TO IMPROVE	0	0%

Analysis:

From the above table it is seen that the Service given by Maruti is Immediate and Efficient with 84% of the respondents followed by 16% saying that they are reasonably efficient.

GRAPH 19:

CLASSIFICATION OF RESPONDENTS OPINION ON SERVICE OF MARUTI SWIFT CARS



Inference:

From the above Graph it is seen that they are efficient and immediate in their service towards the customers. The efficiency provides a backbone for the company's future with improvisation more targets can be achieved.

TABLE 20:

CLASSIFICATION SHOWING RESPONDENTS OPINION ON WHETHER RESPONDENT'S FIND ALL THE REQUIRED ACCESSORIES & SPARE PARTS OF MARUTI SWIFT

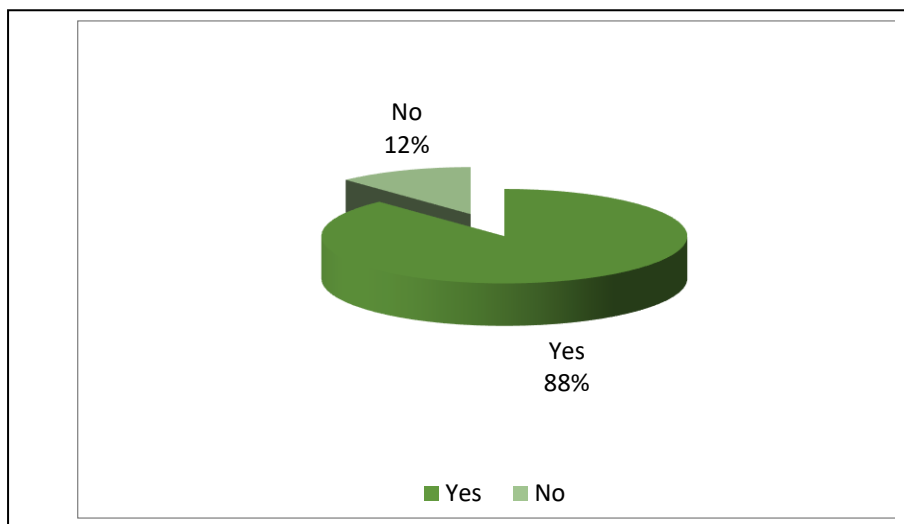
S.NO	ACCESSORIES & SPARE PARTS AVAILABLE	TOTAL	PERCENTAGE
01	YES	88	88%
02	NO	12	12%

Analysis:

From the above table it is analyzed that 88% of the respondents feel that all the required accessories and spares of Maruti swift cars are available, while 12% do not feel the same.

GRAPH 20:

CLASSIFICATION SHOWING RESPONDENTS OPINION ON WHETHER RESPONDENT'S FIND ALL THE REQUIRED ACCESSORIES & SPARE PARTS OF MARUTI SWIFT CARS



Inference:

From the above graph it is inferred that Trident hyundai is the best place for purchasing spares and accessories of Hyundai Motorcycles but still there is slight need for improvement.

CHAPTER 5

SUMMARY OF FINDINGS & CONCLUSIONS

5.1 FINDINGS:

1. One hundred% of the Respondents belong to the Male agency consequently it is able to be determined that Males play an critical role in purchasing choice.
2. Almost majority or 60% of the respondents is from the Private zone.
- Three. Most no of purchaser's i.E 60% who frequently go to Maruti speedy are from the earnings institution Rs. 10001- 20,000.
- Four. 62% of the respondents experience that the gas performance is ideal.
- Five. 60% of the respondents feel that there is very less renovation required for Maruti
6. Maruti is therefore an cheap Car with 56% of the respondents feeling so.
7. The advertising method of Maruti is motivating for the respondents with approximately 52% of them feeling so.
8. About sixty eight% of the respondents experience that the occasional discounts and loose gives supplied via Maruti are attractive.

5.2 CONCLUSION

The take a look at, I actually have performed is that the Maruti Suzuki fast are succeeded fairly properly in popularizing the retail outlet among Bengaluru goal group.

It is now in a role to boom the type of outlets and increase the volume of earnings.

The following topics have become been absorbed at some stage in the look at:

1. The fee of Maruti's speedy goods is cheap and may be regular by using consumers.
2. Maruti suzuki's clients are very company due to the fact they'll exceed 12 months of customers and so forth. So clients patronize and advise Maruti suzuki to their buddies and cherished ones.
3. Some customers go to for at least as soon as a month for regular checkup and to decorate on the add-ons of the automobiles.

Four. Maruti suzuki is a reputed name for the past few years. But it need to beautify on the storage area for accommodating greater spares and add-ons.

Five. Maruti suzuki is a reputed emblem call and has wider purchaser popularity sooner or later of the united states or even remote places therefore the earnings improve the recommendation capability and further profits.

5.3 SUGGESTIONS

1. Because men play an important position in domestic-based totally purchasing choices, corporations must recognition on improving women's market segments in some unspecified time in the future in their advertising campaigns, in order that they have to cognizance on graduates and graduates from profits agencies Rs. More than 10,000.

2. Maruti suzuki ought to reinforce its styling trouble and make it greater attractive.

Three. Gasoline overall performance and protection needs are seen as an essential component affecting the purchase of automobiles. The organization's R&D crew should test the problem to expedite its vehicle sales.

Four. Maruti suzuki's pricing is likewise a prime factor, and because the opposition soars, competition are doing their first-rate to increase sales. Hyundai Motor should see that the price alternate may be very appealing, it could ease humans's interest and capture each person's interest.

5. More and further reductions and better objects assist in gaining extra customers, the enterprise want to innovate sure buy once more schemes and heavy festival offers to enhance its Sales.

6. Maruti suzuki has to have a look at understand how from Foreign companies or even take steerage from state-of-the-art know-how inside the discipline of Cars. It is designed for the various segments of the society much like the young adults, middle aged men and the senior grades ought to be made relying at the consumer handling capability of the customer. Heavy obligation engines and sturdy body make a existence span of the automobile greater. Company want to attention in this element of the customers want.

7. Maruti suzuki has to nonetheless enhance on its processing time for the installment schemes with simpler paperwork and better control buying installment schemes it could lessen on the time factor.

Eight. Customers ought to be made aware that Maruti suzuki cares for them and it's miles the motto of the business enterprise to assist customers to get what they need and reap new spares and devices for the better look and universal performance of the motor cycle.

9. Recommendations help growth the earnings and profile of the employer. With increased opposition, competition are seeing to it that they seize the shoppers and provoke on them that they're the first-class. With stepped forward customer service, better show and better organization paintings profits can be stepped forward.

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- www.Wikipedia.Com
- www.Stay.Com

Books:

- Marketing Management – Appanaiah Reddy Ramanath
- Business Research Methods – Appanaiah Reddy Ramanath

Newspapers:

- Times of India
- Business line
- Bangalore Mirror
- DNA

QUESTIONNAIRE

I am doing a PROJECT WORK TITLED “A STUDY ON CONSUMER PERCEPTION TOWARDS MARUTI SWIFT CAR ”

I am accumulating the following statistics for in simple terms academic reason and statistics might be saved personal.

NAME : _____

AGE : _____

1.SEX : Male Female

2.OCCUPATION : Business Govt Employee
Student Pvt Employee

3.INCOME : Below ten thousand
Rs. 10001 – 20000
Rs. 20001- & Above

4.EDUCATIONAL QUALIFICATION: Graduate
Post Graduate
Diploma
SSLC & Below

5. Styling

Attractive Good Need More Change

6. Fuel Efficiency

Good Average Needs to Improve

7. Power

Good Average Need to Improve

8. Maintenance

Zero Maintenance Very Less
More Maintenance

9. Handling

Excellent Good Needs to Improve

10. What is your opinion on pricing of Maruthi Suzuki fast Cars?

Affordable Competitive Comparatively High

11. How about marketing method of Maruthi Suzuki fast

Motivating Informative Makes no Difference

12. What is your opinion on occasional reductions / loose items provided by Maruthi Suzuki rapid Cars?

Attractive Insufficient compared to other brands
Makes no Difference

13. Are you glad in the quantity of Models launched in a year?

Yes No

14. What turned into your Mode of Purchase?

Installment Purchase Spot Cash

15. Opinion on Documents required for Installment Purchase

Too many Manageable

16. Is the Showroom Attractive

Yes No

17. Do you find the Display of all the cutting-edge version of Maruthi Suzuki rapid Cars?

Yes No

18. What is your opinion on consumer care consultant common mind-set closer to their Job

Professional Responsive NonResponsive

19. What is your opinion on the Service of Maruthi Suzuki rapid Cars

Immediate & Efficient Reasonably Efficient Need to Improve

20. Do you discover all you required add-ons & spare elements of Maruthi Suzuki rapid Cars

Yes No

Any recommendations, kindly specify:

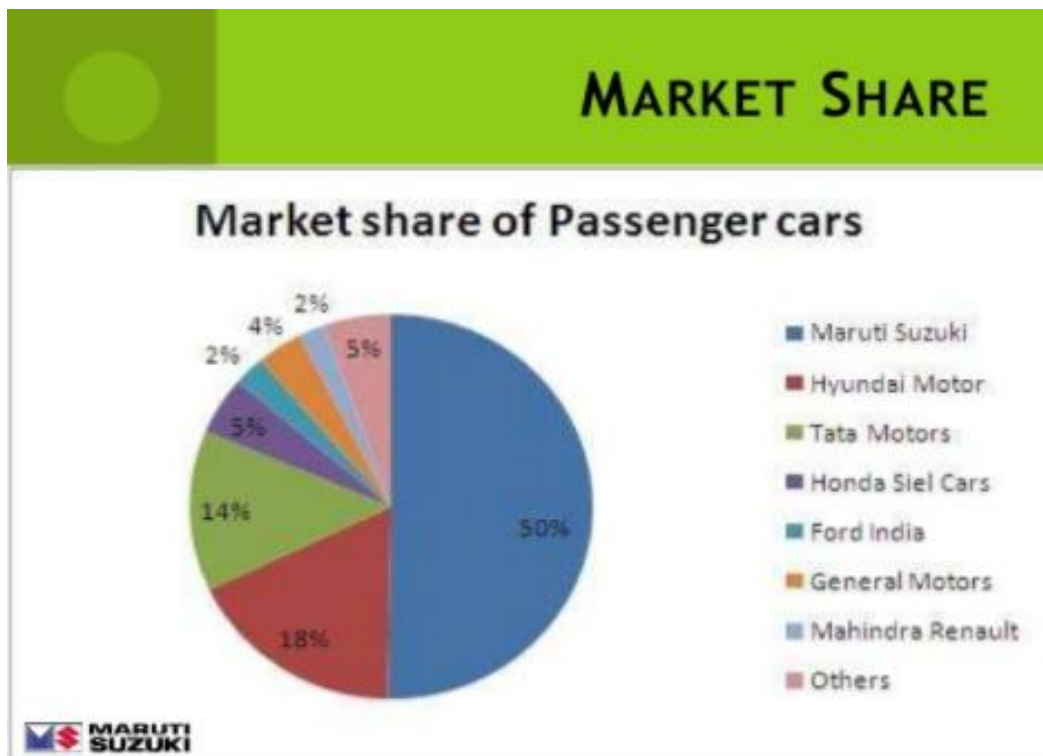
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THANK YOU

HISTORY OF COMPANY



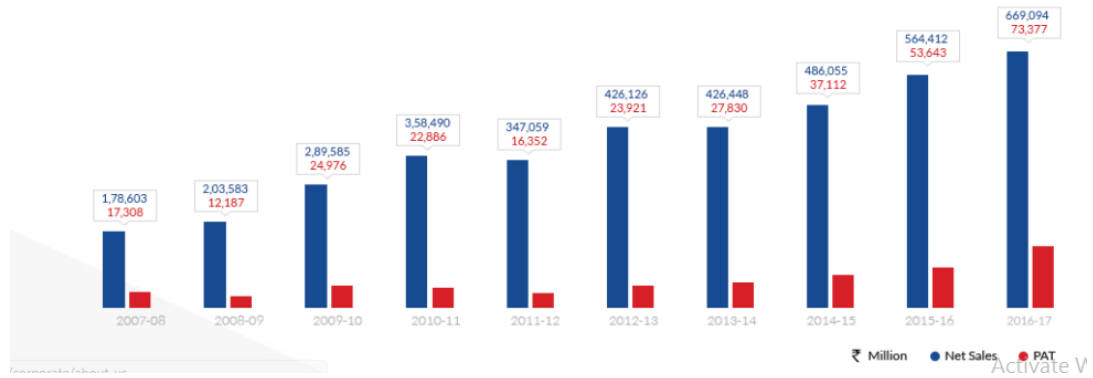
MARKET SHARE



FINANCIAL OVERVIEW

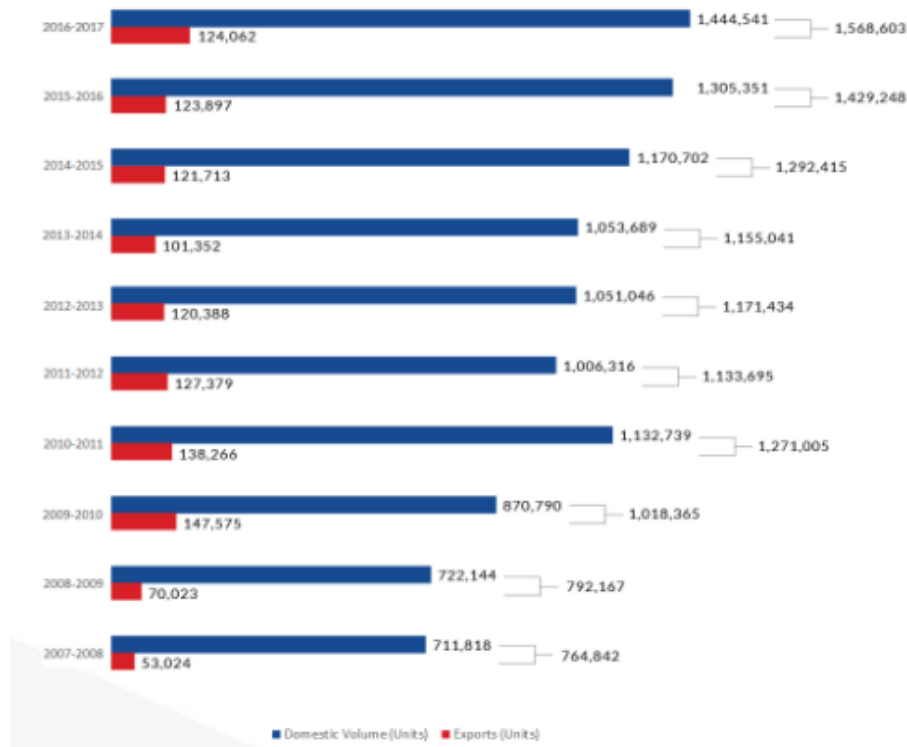
FINANCIALS

NET SALES AND PAT SALES VOLUME



FINANCIALS

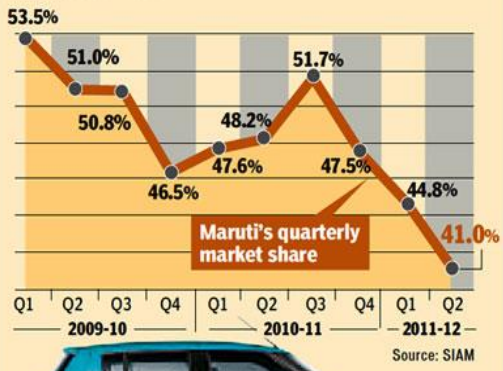
NET SALES AND PAT SALES VOLUME



PRODUCTS



THE DOWNHILL RIDE





ACHARYA INSTITUTE OF TECHNOLOGY
DEPARTMENT OF MBA

INTERNSHIP WEEKLY REPORT (16MBAIN307)

Name of the Student: SANDEEP.C

Internal Guide: Prof. Rakesh Nagaraj

USN No: IIA16MBA67

Specialization: Finance & Marketing

Title of the Project: A Study on Consumer perception towards Maruthi Suzuki Swift Car

Company Name: Mandovi Motors Pvt, Ltd., Yelahanka New Town, Bangalore

Week	Work Undertaken	External Guide Signature	Internal Guide Signature
15-1-2018 to 20-1-2018	Introduction		
22-1-2018 to 27-1-2018	Objectives & Methodology of the study		
29-1-2018 to 3-2-2018	Introduction to Industries and company profile		
5-2-2018 to 10-2-2018	Product and service		
12-2-2018 to 17-2-2018	Literature review		
19-2-2018 to 24-2-2018	Swot analysis		
26-2-2018 to 3-3-2018	Data Collections		
5-3-2018 to 10-3-2018	Data analysis		
12-3-2018 to 17-3-2018	Findings		
19-3-2018 to 24-3-2018	Suggestion and conclusion		

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