



To,

The Head of the Department

Acharya Institute of Technology

Bangalore-560090

Date: 25th March 2018

Dear Madam/Sir,

Sub: Completion of Project Report

CERTIFICATE

This is to certify that Mr. Shikshan Krishna S B (1AY16MBA73) has successfully completed the project training that was entitled to him is "A STUDY ON CUSTOMER SATISFACTION TOWARDS KENNAMETAL INDIA LIMITED" at Kennametal India Limited, Bangalore for the period of 10 weeks commencing from 15th January 2018 to 24th March 2018.

He has successfully completed the project.

We wish him best wishes to his future.

Thanking you,

Yours Faithfully,

For Kennametal India Limited


Dilip Kumar



Human Resources



ACHARYA INSTITUTE OF TECHNOLOGY

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

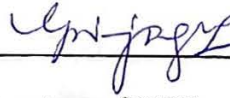
Date: 24/05/2018

CERTIFICATE

This is to certify that **Mr. Shikshan Krishna S B** bearing USN **1AY16MBA73** is a bonafide student of Master of Business Administration course of the Institute 2016-18 batch, affiliated to Visvesvaraya Technological University, Belgaum. Internship report on “**A Study on Customer Satisfaction Towards Kennametal India Ltd,**” Bangalore is prepared by him under the guidance of **Prof. Suhas Patel**, in partial fulfillment of the requirements for the award of the degree of Master of Business Administration, Visvesvaraya Technological University, Belgaum, Karnataka.



29/5/18

Signature of Internal Guide



Signature of HOD

Head of the Department
Department of MBA
Acharya Institute of Technology
Soldevanahalli, Bangalore-560 107


Signature of Principal

PRINCIPAL
ACHARYA INSTITUTE OF TECHNOLOGY
Soldevanahalli Bangalore-560 107

DECLARATION

I, Shikshan Krishna S B, hereby declare that the Project report entitled "A STUDY ON CUSTOMER SATISFACTION TOWARD KENNAMETAL" with reference to "Kennametal, Bangalore" prepared by me under the guidance of **Prof. Suhas Patel**, faculty of M.B.A Department, **Acharya Institute of Technology** and external assistance by **Mr. Dilip Kumar, Human resources, Kennametal**. I also declare that this Project work is towards the partial fulfilment of the university Regulations for the award of degree of Master of Business Administration by Visvesvaraya Technological University, Belgaum. I have undergone a summer project for a 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: *29/5/18*

S.B. Shikshan Krishna
Signature of the student:

ACKNOWLEDGEMENT

"The successful completion of any task would be incomplete without mentioning the people who made it possible and whose constant guidance and encouragement secured us our success".

I am indebted to **Mr. Suhas Patel** (Professor, AIT) for his perfect guidance in every step of my project, which has always been my source of inspiration and motivation. I extend my sincere thanks for his constant support and guidance.

I would like to express my sincere & heart filled thanks to **Mr. Dilip Kumar**, Human resources for his perseverance and eagerness to help me in all possible ways and giving me an opportunity to do my project in this esteemed organization.

SHIKSHAN KRISHNA S B

1AY16MBA73

TABLE OF CONTENT

SL NO	CHAPTER	TITLE	PG NO
1	1.0	Introduction	2-5
	1.1	Industry profile	5-6
	1.2	Company profile	6-8
	1.3	Mission, vision and quality policy	8-9
	1.4	Organization structure	9-16
	1.5	Product profile	16-18
	1.6	Areas of operation	18-18
	1.7	Infrastructure facilities	18-20
	1.8	Competitors information	20-20
	1.9	Swot analysis	21-22
	1.10	Financial statement (ratio analysis)	22-27
2	2.0	Conceptual background and literature review	
	2.1	Theoretical background of study	28-39
	2.2	Literature review	39-45
3	3.0	Research design	
	3.1	Statement of problem	47-47
	3.2	Needs for the study	47-47
	3.3	Objectives	46-46
	3.4	Scope	46-47
	3.5	Research methodology	48-49
	3.6	Limitations	49-49

4	4.0	Data analysis and interpretation	51-69
5	5.0	Findings, suggestion and conclusion	
	5.1	Findings	71-71
	5.2	Suggestion	72-72
	5.3	Conclusion	73-73
		Bibliography	

LIST OF TABLES

SL NO	CHAPTER	TITLE	PG NO
1	1	Financial statement	22-27
2	4.1	Table representing location of the customer	51-51
	4.2	Table representing years of usage of Kennametal products	52-52
	4.3	Table representing source about Kennametal	53-53
	4.4	Table representing decision to purchase Kennametal products	54-54
	4.5	Table representing ease of doing business with Kennametal	55-55
	4.6	Table representing procedure for providing quotes (price)	56-56
	4.7	Table representing availability of company products when ordered for standard products	57-57
	4.8	Table representing satisfaction with overall product and service line	58-58
	4.9	Table representing satisfaction with quality of products	59-59
	4.10	Table representing satisfaction with installation of equipment	60-60
	4.11	Table representing satisfaction with the product packaging	61-61
	4.12	Table representing efforts to communicate about availability of new material	62-62
	4.13	Table representing satisfaction of delivery of products and service	63-63
	4.14	Table representing satisfaction of accessibility of sales representative	64-64
	4.15	Table representing satisfaction of technical support	65-65
	4.16	Table representing satisfaction of customer support	66-66

	4.17	Table representing satisfaction of how the company conduct business	67-67
	4.18	Table representing satisfaction of company as a business partner	68-68
	4.19	Table representing satisfaction of customers after sales	69-69

LIST OF CHARTS

SL NO	CHAPTER	TITLE	PG NO
4	4.1	Chart representing location of the customer	51-51
	4.2	Chart representing years of usage of Kennametal products	52-52
	4.3	Chart representing source about Kennametal	53-53
	4.4	Chart representing decision to purchase Kennametal products	54-54
	4.5	Chart representing ease of doing business with Kennametal	55-55
	4.6	Chart representing procedure for providing quotes (price)	56-56
	4.7	Chart representing availability of company products when ordered for standard products	57-57
	4.8	Chart representing satisfaction with overall product and service line	58-58
	4.9	Chart representing satisfaction with quality of products	59-59
	4.10	Chart representing satisfaction with installation of equipment	60-60
	4.11	Chart representing satisfaction with the product packaging	61-61
	4.12	Chart representing efforts to communicate about availability of new material	62-62
	4.13	Chart representing satisfaction of delivery of products and service	63-63
	4.14	Chart representing satisfaction of accessibility of sales representative	64-64
	4.15	Chart representing satisfaction of technical support	65-65
	4.16	Chart representing satisfaction of customer support	66-66
	4.17	Chart representing satisfaction of how the company conduct business	67-67

	4.18	Chart representing satisfaction of company as a business partner	68-68
	4.19	Chart representing satisfaction of customers after sales	69-69

EXECUTIVE SUMMARY

My internship project report on “A study on customer satisfaction towards Kennametal India limited”. Before internship there were many questions and confusions in my mind but internship helped me to clear all those confusions.

In Indian market Kennametal is a booming industry, here customers are ever dynamic in nature and they were not satisfied with the same product. They always wanted to upgrade their products to new and advanced ones so customer retention is a Hercules task to the company. So, they give more importance to customer satisfaction. I had chosen Kennametal for my study; main objective of my study is to know the level of customer satisfaction towards the product. Major questions are formed on the basis of objectives of the study.

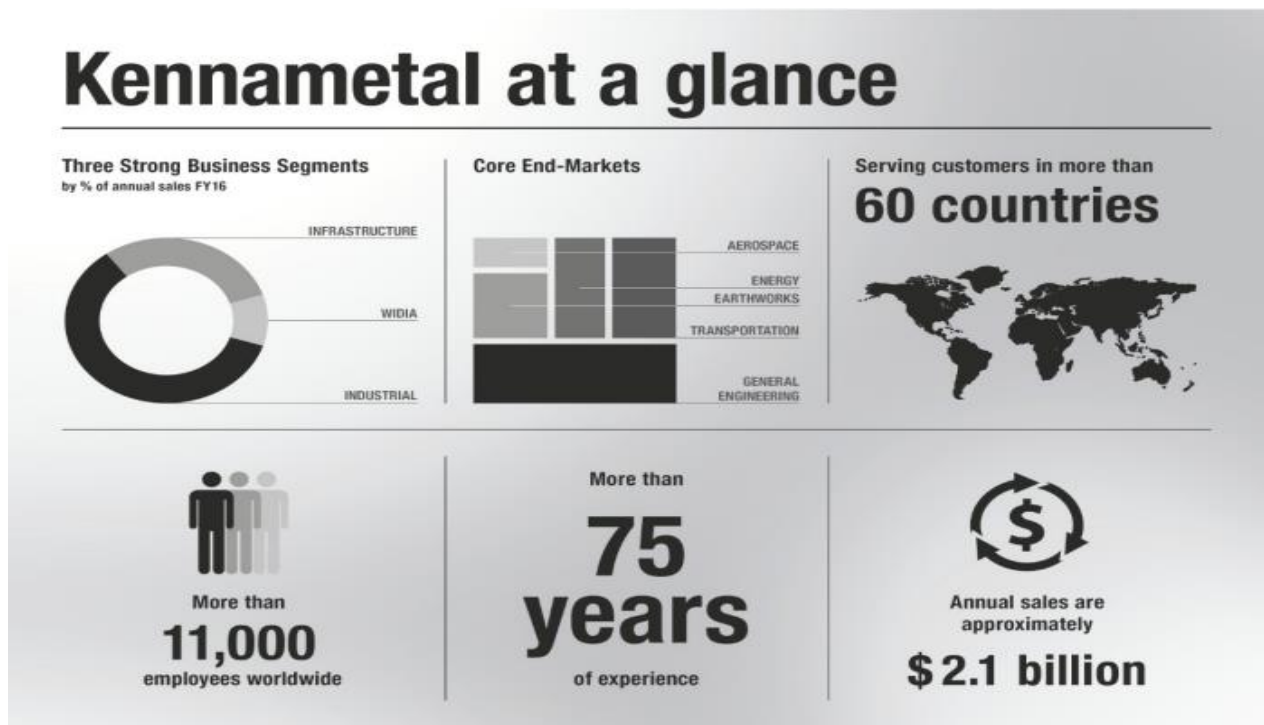
Kennametal helped me to know my marketing, how to approach a customer? And how to converse with a customer? ETC. I had lot of new experience at the time of my internship.

As an intern in the organization learned

- Working environment
- How to initiate the research
- How to take the sample
- How to do field work
- How to manage customers
- How to conduct the research

CHAPTER- 1
INTRODUCTION

1.0 INTRODUCTION



Corporate Culture

Safety First

100% Safe represents Kennametal's foundational commitment to protect both people and the environment. We make this commitment to our employees, our coworkers, families, and communities, and everyone who works with us or relies upon the products and expertise.

Ethics & Integrity

In 2018 Kennametal was named one of the World's Most Ethical Companies for the 7th consecutive year by the Ethisphere Institute. All Kennametal team members regardless of roles, responsibilities or location, work diligently to conduct business with utmost integrity and highest ethical principles.

Respect & Citizenship

To be successful in business, we also must be successful in meeting, and exceeding, our environmental and social responsibilities and be a good corporate citizen in our communities.

History



The Early Years

Innovation, perseverance and close attention to customer needs have characterized Kennametal since its founding. In 1938, after years of research, metallurgist Philip M. McKenna created a tungsten-titanium carbide alloy for cutting tools that provided a breakthrough in the machining of steel. "Kennametal®" tools cut faster and lasted longer, and thereby facilitated metalworking in products from automobiles to airliners to machinery. With his invention, Philip started the McKenna Metals Company in Latrobe, Pennsylvania. Later renamed Kennametal, the corporation has become a world leader in the metalworking industry and remains headquartered in Latrobe.

McKenna Metal's first full-year sales, with a staff of 12 employees, totaled some \$30,000. But World War II saw American heavy industry shift into high gear. Kennametal's annual sales approached \$10 million and employment was nearly 900 as the company's tools were used extensively in the war-time economy.

When the wartime boom ended, Kennametal sought new ways to exploit the toughness and wear resistance of tungsten carbide alloys. In the mid-1940s, the company pioneered the use of carbide tooling for mining, which led to the development of the continuous mining machine. Kennametal also found uses for tungsten carbide in demanding specialty applications where resistance to wear was vital, such as in valves, dies, drill bits and snowplow blades.

Global growth

Kennametal developed an international presence from the start. Philip sold early patent rights to British industrialists who later also began Kennametal of Canada. Exports through the

company's first five years totaled more than \$2.5 million, and by 1955 Kennametal had representation in 19 countries. The company's overseas manufacturing started in 1957 with a joint venture in Italy. A joint venture in the United Kingdom and a German sales subsidiary soon followed. Between 1972 and 1981, foreign sales grew from 17 to 34 percent of the total.

In 1993, Kennametal acquired Hertel AG, a tooling systems manufacturer headquartered in Furth, Germany, with operations throughout Europe and worldwide. This enabled the corporation to compete more effectively in Western Europe, gain better access to emerging markets in Eastern Europe, and offer additional product lines in Asia Pacific. The Asia Pacific effort was further expanded to include manufacturing joint ventures for mining tools in China and a metalworking tool manufacturing plant in Shanghai. In 2002, Kennametal acquired Widia, a leading manufacturer and marketer of metalworking tools in Europe and India.

A Technological Leader

Kennametal was founded on the strength of a technological breakthrough, and a list of highlights demonstrates that it has continued to lead its industry in innovation.

In 1946, the company introduced the Kendex line of mechanically held, indexable insert systems that accelerated tool changing and increased machining precision.

Kennametal's unique, patented Thermit process for producing impact-resistant microcrystalline tungsten carbide today remains the best way to produce extremely tough tool materials for demanding applications such as mining.

In 1964, Kennametal introduced tungsten-carbide-tipped Kengrip tire studs. Although studs clearly contributed to safe winter travel, they became controversial amid speculation about their role in road deterioration. After legislation limited the use of carbide studs, Kennametal left the business in 1977. Leader in the development of silicon-nitride based "sialon" ceramics for the machining of exotic aerospace materials.

First to develop cobalt-enriched substrates for coated inserts was first to commercially introduce physical-vapor-deposition (PVD) coated cemented carbide cutting tools and created the first commercially viable diamond-coated carbide inserts. Leader in the development of quick-change systems that today lead the world in versatility, speed and accuracy.

Kennametal maintains its technological leadership through its \$30-million Technology Center in Latrobe, Pennsylvania, and complementary facilities in various locations around the globe. The facilities are dedicated to rapid development of products engineered to meet specific customer requirements.

Kennametal has been named a four-time best-practice partner for excellence in our world-class product development and portfolio management processes by the APQC, a non-profit organization and internationally recognized leader in benchmarking, knowledge management, measurement and quality programs.

1.1 INDUSTRY PROFILE

Industrial production first started at the beginning of the 19th century. It generally replaced the manufacture of the goods by hand by craftsmen. The 'Industrial Revolution' which found its origin in the new production methods was made possible through, among other factors, the inventions of the steam engine and the electric motor. These permitted the mechanization of the power source of production machines.

In the area of the metalworking industries the development of machine tools began at that time. In India machine tools were manufactured as early as 1890, but poor in quality and lacked standardization. After 1930 machine tools of a reasonably good quality began to be produced in India principally by PN DATTA & company in Calcutta, Cooper engineering works at Satara & the Indian machinery company at Dasanagar near Calcutta. These enterprises which were the pioneer of machine tools making in India made mostly sliding, surfacing and screw cutting lathe of the head stock types. However, all the enterprises suffered from the competition from established manufacturers in England.

Growth and development

The outbreak of World War II, India became the main base of supply and production of war materials for the British and the allies' army in east. There were tools, although, import of machines tools continued on a reduced scale. Throughout 1936 and 1940 the situation became increasing more precarious.

In 1941 the government of India passed the machine tool industry in India. In India machine tool industry started with a production of Rs.1 crore in 1956 and its output touched Rs.1200 crore in 1995; the growth in this sector averaged to 18% during the 70s and 13% during the 80s and fell to minus 18% during 1993 due to recession. In 1995 the growth rate touched 15%. The production in this sector is expected to reach a level of Rs.3000 crores by the year 2000. In 1994 India ranked 18th among major machine tools producing nations. This sector has an investment base of Rs.700 crore for manufacturing facilities. Automobile and Defence Sectors have played key roles in sustaining the industry's growth.

Business environment of the Industry

An industry, which has undergone a radical shift in its paradigm thinking, the Indian machine tool industry is now recognized as a provider of low cost high quality lean manufacturing solutions. The industry resiliency supports all its users to enhance productivity as well as improve competitiveness for the betterment of the final customer.

Being an integral sector, growth of the machine tool industry has an immense bearing on the entire economy, especially India's manufacturing industry. And is even more crucial for development of the country's strategic segments such Defence, Railways, Space and Atomic energy.

In India as well, indigenous machine tools have the highest impact on capital output ratios. Machine tool consumption of Rs.1000 crore truly supports the advancement of the country's engineering sector, output of which is estimated to be worth over Rs. 1,50,000 crores

1.2 ORGANIZATION PROFILE

Company overview

Founded in 1938

More than 11,000 employees worldwide

Annual sales are approximately \$2.1 billion

Headquartered in Latrobe, Pennsylvania, USA

Serving customers in more than 60 countries

First or second in every market we serve

Global market leader in tooling for the mining and highway construction industries

Kennametal Inc., named as one among The World's Most Ethical Companies, a badge of outstanding honor which speaks about the dedicated, talented team they have!!! Their employees consistently demonstrate the values and beliefs that set Kennametal apart as a leader in industry, enabling us to give our best to our customers, shareholders, communities and everyone we serve. Kennametal Inc., one of the world's premier tooling solutions companies. Headquartered in Latrobe, Pennsylvania, USA, Kennametal is represented in more than 60 countries. The company's annual sales are over \$2.1 billion. With 11,000 employees worldwide, Kennametal is well on its way to double its sales turnover to \$6 billion by this year (2016).

Kennametal India Limited (KIL) is a part of Kennametal Inc., and a publicly listed company in India. The company's annual sales are, INR 500 plus crores and employee strength is around 1400. KIL is headquartered in Bangalore and have sales offices in Bangalore, Chennai, Pune and Gurgaon. The Bangalore facility houses the Plant, Corporate office and the support functions. Strategically we have aligned our businesses into - Industrial and Infrastructure. our products and services touch nearly every manufacturing process right from the light switch they turn on to the car they drive. In addition to this, KIL has Machining Solutions Group (MSG) as one of its vertical. MSG is into providing machining solutions, building customized machines and tooling. Kennametal India has another entity, namely

Kennametal Shared Services Pvt Ltd. (KSSPL), Bangalore. KSSPL provides Technology and IT support to Kennametal across the globe.

Ethics & Compliance

our Code of Business Ethics & Conduct is a major component of the Kennametal Value Business System (KVBS). The Code addresses the importance of fair dealing and compliance in all aspects of Kennametal's business and focuses on the concept of simply doing the right thing every day. See our Ethics & Compliance section for details.

Ethics is Good Business

Kennametal policies are designed to proactively promote honest and ethical behavior; to protect the valued reputation of Kennametal and the Directors, officers and employees; to help in operate as a good corporate citizen around the World; and to continue to demonstrate that the can be successful while maintaining Kennametal's values which have served well over the years. Kennametal has always been committed to operating their business with the utmost integrity and highest ethical standards. Kennametal's employees and those who support this work are expected to treat each other, their customers, their suppliers and other fairly and honestly in all their dealings. They expect their customers, suppliers, business partners and others who support their work with whom they do business to operate similarly

Kennametal expects to be successful in the marketplace because of the quality and integrity of the directors, officers and employees, and the products and services they provide, even more so as business becomes increasingly more complex. In addition, state, federal and national governments in many countries where Kennametal have its business are increasing requiring companies to monitor their actions to insure conformity with applicable laws and regulations and to report violations appropriately.

1.3 Mission, vision and Quality policy

Mission

Kennametal delivers the productivity to customers seeking peak performance in demanding environments by providing innovative custom and standard wear resistant solutions. This productivity is enabled through their advanced materials sciences and application knowledge.

The commitment to a suitable environment provides additional value to their customers. Kennametal's portfolio of well-respected brand names and broad global presence enable them to help customers of all sizes in virtually every geography drive success at every stage of their value chain. Strategically aligned across their two-core business industrial and infrastructure their products and services touch these results throughout many aspects of their day, from the light switches they turn on to the car they drive.

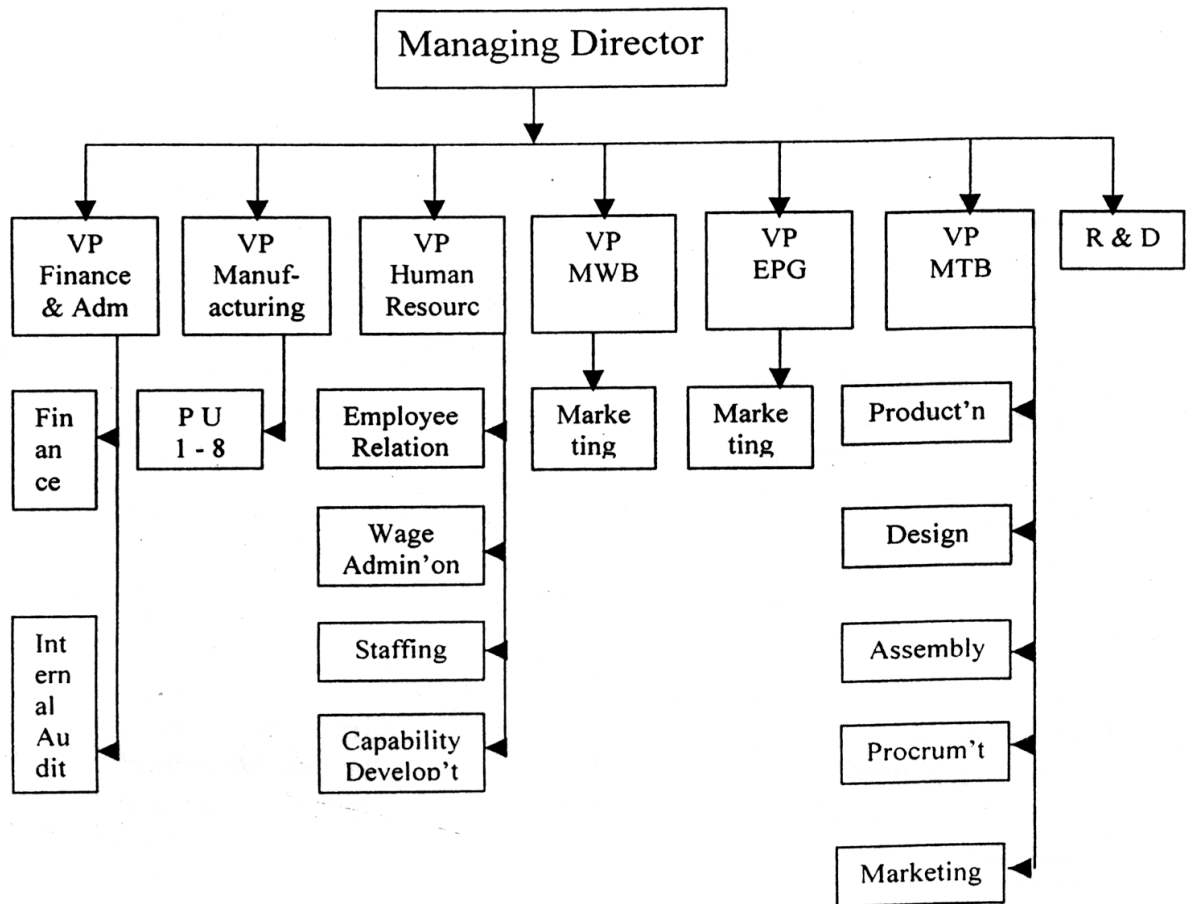
Vision

To be recognized as a premier, customer driven enterprise that delivers their promise of exceptional value, growth and productivity solutions to their customers, consistent returns for shareholders and rewarding careers to employee.

Quality profile of Kennametal

- We will ensure the **QUALITY** of our work and products meet customer requirements.
- We will comply with the requirements of **QUALITY MANAGEMENT SYSTEM** and continually improve the effectiveness of it.
- We will establish and review **QUALITY OBJECTIVES**.
- We will strive for **CoNTINUAL IMPRoVEMENT**. In quality of our processes, products and services.
- We will aim to continue as a market leader by **SATISFYING CUSToMER**.

1.4 organizational Structure



Legend:

MWB - Metal Working Business

EPG - Engineered Product Group

MTB - Machine Tool Business

PIT - Product Unit (PU-1, PU-2, -----, PU-8)

R&D - Research & Development

1.4.1 Production Units

There are 9 Manufacturing plants across the Kennametal India Campus, It is abbreviated as PU (Production Units) and it is named from PU-1 to PU-9

- **PU1: Powder preparation:** In this production unit, tungsten trioxide powder imported from China and Thailand is carburized to obtain tungsten carbide. This is then mixed with cobalt and other pre-alloys and sintered to make it hard. This is called Ready Mix Powder (RMP) and is the raw material to be used in other PU's.
- **PU2: Pressing, Shaping and Sintering (INFRASTRUCTURE):** In this PU tungsten carbide is pressed to the required shape and then sintered with cobalt as binder. Inputs for this PU are RMP from PU1, worksheet and drawings. output is finished product part of which is dispatched to customers and part is supplied to PU5 to PU7.
- **PU3: Metal forming tools (INFRASTRUCTURE):** The PU does metal forming tools, copper tungsten and lamination dies and products are supplied to Defence units and Blade manufacturing companies and Electrical Industries.
- **PU4: Round tools:** This plant does products like Gun drills, Gun reamers and other multi points. Both Solid carbide and Brazed tools are done here. CNC machines are conventional machines are used for the operations.
- **PU5: Inserts or Cutting tools and Coating:** This PU does pressing of the carbide powder; final sintering insert on thickness and periphery by Diamond Grinding Wheels. Later the components are inspected, Laser etched and packed for dispatch to the customers.
- **PU6: Carrier bodies:** This PU is concerned with the manufacture of carrier bodies circular saws and brazed tools.
- **PU7: Press tools:** The press tools are manufactured and supplied to Pu5 and PU2. The special and conventional machines are used for manufactured process.
- **PU8: Special Purpose machines (INFRASTRUCTURE):** These machines are used for in house applications. These machines are exported to China it is expected to make its debut on European market soon.

1.4.2 Research and Development

Kennametal was founded on the strength of a particular innovation and has continued to invest heavily in research and development ever since. More than 700 highly trained and creative research scientists and development engineers are hard at work right now. They are creating new advanced materials for demanding applications and are designing proprietary components that deliver superior performance for our customers.

Kennametal's R&D efforts lead to an average of 30 US patents every year. Many of these find commercial applications with more than 40% of Kennametal's revenue coming from products less than 5 years old. Sure, they have plenty of tried and true solutions to choose from. But no one is better at improving them replacing them or leapfrogging them. Their \$30 million technology center in Latrobe and complementary facilities around the world ensure their customers will maintain the technological leadership they have helped them attain each of these facilities, in Germany, India and across US is dedicated to rapid development of solutions engineered to meet specific customer requirements.

Previous Acquisitions

- November 4, 2013 - ATI Tungsten Materials Business
- August 1, 2013 - Comercializadora Emura S.R.L.
- March 2, 2012 - Deloro Stellite
- May 7, 2009 - Romicron
- October 1, 2008 - Tricon Metals & Services, Inc.
- May 14, 2007 – Remaining ownership Interest in Spanish Affiliate, KENCI, S.A
- May 2, 2007 – International Specialty Alloys, Inc.
- January 31, 2007 – Federal Signal's Cutting Tool Business
- September 18, 2006 – Camco
- July 10, 2006 - Sintec

We also continue to expand our reach through our distribution and channel / brand strategy touching more customers through our strong distribution partnerships. Brand portfolio management drives down our cost-to-serve as we continue to grow and makes our brands more distinct for our customers.

"Kennametal" cut faster and lasted longer in thereby facilitated metal working in products from automobiles to machinery. With this invention, Philip started the Kennametal Company in Latrobe, Pennsylvania.

Later named Kennametal, the corporation has become a world leader in metal working industry and remains head quartered in Latrobe.

Kennametal Inc. aspires to be the premier tooling solutions supplier in the world with operational excellence throughout the value chain and best in class manufacturing and technology. Kennametal strives to deliver superior shareowner value through top-tier financial performance.

Kennametal is strategically organized along three global business units' metal working solution and service group. Advanced materials solutions group and full-service supply. The company provides customers a broad range of technologically advanced tools, tooling systems and engineering services aimed at improving customers, manufacturing competitiveness, Kennametal products utilize highly complex and material science in tungsten carbide powders and other materials that is particularly resistant to heat, abrasion, pressure and wear.

Kennametal serves a vast array of markets, including industries such as aerospace, automotive, construction farm machinery, power generation and transmission equipment, and home appliance, oil and gas explorations. Kennametal markets its products and services through multi-channel network that includes highly trained and skilled direct sales forces, direct meeting, internet, integrated supply programmed and a network of industrial distributors.

Today Kennametal has almost become a generic name, synonymous with tungsten carbide the world ores and has been marketing significant contribution towards the growth of core sector of Indian industries such as automobiles, heavy engineering. Railways, power generation, aviation & mining.

The product range of Kennametal encompasses more than 20,000 products covering metal cutting, metal forming and mining. Keeping pace with modernization & emerging technological trends new products are aggressively introduced.

1.4.4 Nature of the Business

Kennametal India Limited is a major player in the metal cutting tools, metal forming tools and machine tool business. Headquartered in Bangalore. Kennametal India Ltd has three strategic business units' Machine tools, metal cutting tools and Metal forming tools. With the realignment of the business groups, the company now has a more focused approach to its business segments.

Kennametal Inc. is committed to transfer of technology to Kennametal India along with significant investments in technical up-gradation. The company has introduced several measures to streamline processes at its manufacturing location in Bangalore. Kennametal has a strong focus on implementation and also on the implementation of an organizational environment that is consistent with its "Lean Manufacturing office" policy world wide a process that involves the development of lean practices. In addition, soft skills and cross - functional training have been introduced in the organization across various functions.

Going ahead, Kennametal will be the vehicle for bringing the benefits of Kennametal's global range of products and technologies to the Indian manufacturing. Mining and construction Industries. As part of Kennametal's global manufacturing operations, Kennametal has commenced supply of products through Kennametal's global sales channels to customers outside India. Kennametal is however also committed to ensuring that its Indian customers need for products and services are tailored to their requirement, as serving Indian manufacturing is as important as is being part of Kennametal's world global manufacturing. All of this will in the end translate into a world - class product and quicker delivery of products and services to the customers. The company's customers include organizations from varied industries like auto, general engineering and defense establishments.

The company has its manufacturing facility in India at Bangalore. It currently has 1000 employees across the manufacturing plant and nine sales officers and an annual sales turnover in excess of Rs.250 crores.

1.5 Product Profile

The product range of Kennametal India encompasses more than 20000 products covering metal cutting, metal forming and mining; keeping pace with modernization and emerging technological trends new products all aggressively introduced CNC machines. The machine tool division was thus formed specializing in design of special purpose machine to machines to suit specific requirements of customer. PRODUCTS ARE: -

- **Metal cutting tools: -**

Widia tool holders, Widia boring bars and cartridges, Widia flex and rotaflen tooling system, Widian XNC adapters, and Widia hard metal tips topped tools.

- **Metal forming tools: -**

Widia cold heating dies, Widia hot forging dies, Widia extension dies. Widia powder compacting dies and core rods, Widia blanking tools.

- **Mining tools: -**

Widia tungsten carbide rock roller bits, Widia milled tooth rock roller bits, Reno button bits for down the whole hammers, Widia flat and rounder cutter picks.

- **Special purpose machines (SPM): -**

Widia deep hole drilling machines, Widia deep hole drilling boring, Widia 6 axis and 4 axis CNC tool and cutter grinder, Widia CNC Hub grinding machine, Widia CNC cylinder block boring machine.

- **Metalworking tools**

Kennametal has wide range of metal working tools for turning, milling, hole making, and tooling systems applications

- **STELLRAM Cutting tools**

It anticipates faster metal remover rates, reduced production costs, and less machining time with Kennametal's wide selection of Stellram Indexable Milling, Solid Carbide Endmills, Hole making Turning and Threading tools



- Milling

Kennametal offers a wide range of solid Carbide Endmills for finishing, roughing, high speed, micro and material specific needs. Kennametal's line of Indexable milling tools are available in both inch and metric sizes.



- Hole making

High performance solid carbide drills, modular drills, high performance combination tools, indexable drilling, precision hole finishing, indexable inserts



- Turning

Explore high performance and general-purpose carbide inserts, tool holders, boring bars and more. Also achieves consistent tool performance, excellent surface finishing and superior tool life with Kennametal's grooving systems



- Threading

Kennametal offers solid carbide and high-speed steel taps for every application and material, high performance/general purpose and metric/inch. Kennametal's grooving tools offer accurate indexing and superior clamping.



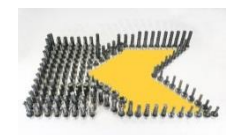
- Tooling Systems

Count on Kennametal's tooling systems the manufacturer's manufacturing needs. Manufactured from premium materials and the latest specification standard, Kennametal's variety of systems will exceed the manufacturer's expectation.



- Global Engineered Solutions

Kennametal meets the specific needs of the customers, work piece materials, and workpiece configuration for aerospace, transportation, general engineering, machine tool, and energy industries



Applications of the Products

- Automobile industry.
- Heavy engineering Industries.
- Steel plants.
- Railways.
- Machine tool manufacturers.
- Light and general engineering.
- Power generation.
- Watch Making.
- Bearing Industries.
- Mining Industries.

Product Integrity

Kennametal's products must meet the required specifications. There can be no unauthorized substitutions. Kennametal strives to be the supplier of choice and is committed to providing the best quality, delivery and service. Their reputation depends on diligent adherence to customer and contractual specifications. Any unauthorized deviation could violate the contract and customers' faith in the integrity of the products. They are aware of the following:

1. Third party products repackaged or relabeled as company branded products without specific authority of the third party
2. Production of the products from proprietary third-party specifications without permission
3. Excessive wear, abrasion or failure rates for the materials specified
4. Unsupported properties or features of a product which give the impression of a false productivity claim.
5. Unsubstantiated claims of recycled content or "green" product attributes.

1.6 Area of operation

It is a MNC from operations spread across Asia, Europe and America. It operates in 60 countries and has marketing presence in 120 countries. In India production is carried out only in Bangalore. Sales offices are located throughout the country in various major cities. They are: Bangalore, Baroda, Bhopal, Chandigarh, Chennai, Coimbatore, Delhi, Gurgaon, Hyderabad, Jamshedpur, Kanpur, Kolkata, Mumbai, Nagpur, Pune

It exports carbide tools and 5PM's to countries like: -

China, Thailand, Germany, Malaysia, Australia, South Africa, Singapore, United Kingdom, Japan, Korea, Bangladesh

1.7 Infrastructural Facilities

Kennametal India is located in Bangalore Tumkur National Highway on a 33 acres land. Each department is situated in a separate building. Moreover, each production unit has a separate building. 5S+1 technique is followed not only on the shop floor but also outside in the sense that buildings are white washed every year. There is good communication and transport support to the employees. Also, a good information technology support is available. Healthy food is provided free of cost and cleanliness is given utmost importance in canteen, and other facilities like Training hall, overhead projectors, sounds system, library computers accessories, Medical facilities and safety equipment's.

Achievement and Awards

Widia has made a long journey on the path of Indian Industry. The whole organization in terms of its performance can be defined as:

W - Wonderful

I -Innovative

D - Doers

I - In

A - Action

Its achievements can be explained in terms of awards it has bagged. To name a few:

- Company standardization Award
- National HRD Award.
- Rajeev Gandhi National Quality Award.
- ISO-9001, FIE Award at IMTEX
- National productivity Award.
- National safety Award

It is still moving ahead on its excursion nice with the support of the metal working company Kennametal. Today the company is leader cemented cubicle tools.

They have attained this position through:

- Innovation
- Exemplary customer's service
- Effective team work.

Hence to establish lead in a high-tech area the need to constantly innovative and keep ahead of competition in product and process is absolutely criteria

1.8 Major competitors for Kennametal Widia Products

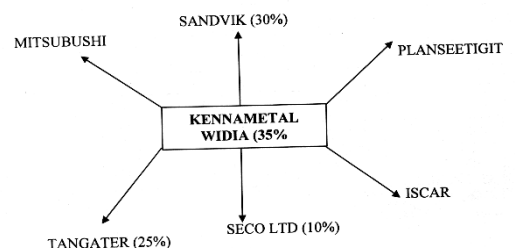
What makes Kennametal Widia different from Competitors? The Special Kennametal Widia touch is

A feeling for the customer's needs.

Prompt & Appropriate response to customers.

Product specialties which have been failure made to suit specific requirements Customers.

others: Rapicut carbide Ltd, Carbide India, Electronic. Its major competitors like Sandvik Asia and Taegutec India Private Ltd. Corporate Fact Sheet



1.9 STRENGTH WEAKNESS OPPORTUNITIES THREATS (SWOTANALYSIS)

	Positive factors	Negative factors
Internal factors	Strengths	Weaknesses
External factors	Opportunities	Threats

Strengths

- Wide product range.
- State of the art manufacturing facilities.
- Trained manpower.
- Good marketing network.
- ores distributors in 9 branches.
- ores 50 sales engineers.
- In house research & development department for product development.
- Technologies backup from Kennametal.
- Good stocking and service backup.
- Continuous product up gradation.
- organization is customer driven.

Weaknesses

- Not able to reduce lead time for specials in line with competition.
- Company's response to changes in technology is slow.

opportunities

- Manufacturing sector on a growth path.
- Growing at over 8%.
- Good demand from key sectors like auto ancillary steel, defense etc.,
- New products are demanded.
- Customers looking are demanded.
- Customers looking for continuous up gradation, shorten cycle times etc.

Threats

- Several Competitions
- Product differentiation getting harrowers.
- Price - deciding factor.
- Innovative product from competition.
- Gradual reduction in customer. Duties on imports has further Lowered trade barrier.

1.10 KENNAMETAL INDIA's 5 Years Financial Statement

Parameters	JUN'17 (₹ Cr.)	JUN'16 (₹ Cr.)	JUN'15 (₹ Cr.)	JUN'14 (₹ Cr.)	JUN'13 (₹ Cr.)
EQUITY AND LIABILITIES					
Share Capital	21.98	21.98	21.98	21.98	21.98
Share Warrants & outstanding's					
Shareholder's Funds	377.08	361.63	333.40	316.33	301.48
Long-Term Borrowings	0.00	0.00	0.00	0.00	0.00
Secured Loans	0.00	0.00	0.00	0.00	0.00
Unsecured Loans	0.00	0.00	0.00	0.00	0.00
Deferred Tax Assets / Liabilities	-10.91	-9.36	-6.44	-1.62	-1.87
other Long-Term Liabilities	0.00	0.00	0.00	0.00	0.00
Long Term Trade Payables	0.00	0.00	0.00	0.00	0.00
Long Term Provisions	222.29	209.86	191.47	181.84	13.31
Total Non-Current Liabilities	211.38	200.50	185.03	180.22	11.44
Trade Payables	71.29	61.50	45.32	58.78	64.18
Current Liabilities					
other Current Liabilities	40.20	38.09	36.26	30.72	51.53
Short Term Borrowings	0.00	0.00	0.00	0.00	0.00
Short Term Provisions	6.11	5.67	5.73	5.28	5.73

Total Current Liabilities	117.60	105.26	87.31	94.78	121.44
Total Liabilities	706.06	667.39	605.74	591.33	434.36
Non-Current Assets	0.00	0.00	0.00	0.00	0.00
ASSETS					
Gross Block	382.38	358.00	346.72	338.93	322.02
Less: Accumulated Depreciation	275.66	256.62	232.52	213.38	191.49
Less: Impairment of Assets	0.00	0.00	0.00	0.00	0.00
Net Block	106.72	101.38	114.20	125.55	130.53
Lease Adjustment A/c	0.00	0.00	0.00	0.00	0.00
Capital Work in Progress	16.40	5.86	5.22	12.61	10.65
Intangible assets under development	0.00	0.00	0.00	0.00	0.00
Pre-operative Expenses pending	0.00	0.00	0.00	0.00	0.00
Assets in transit	0.00	0.00	0.00	0.00	0.00
Non-Current Investments	0.50	0.00	0.00	0.00	0.65
Long Term Loans & Advances	258.66	235.94	214.31	202.44	25.55
other Non-Current Assets	0.11	1.08	0.04	0.04	0.06
Total Non-Current Assets	382.39	344.26	333.77	340.64	167.44
Total Reserves	355.10	339.65	311.42	294.35	279.50

Current Assets Loans & Advances					
Currents Investments	0.00	0.00	0.00	0.65	0.00
Inventories	113.30	94.40	95.63	95.02	103.36
Cash and Bank	66.04	94.79	56.60	53.71	44.83
other Current Assets	3.75	9.18	1.71	2.52	1.92
Short Term Loans and Advances	21.19	13.88	10.20	10.11	13.92
Total Current Assets	323.67	323.13	271.97	250.69	266.92
Net Current Assets (Including Current Investments)	206.07	217.87	184.66	155.91	145.48
Total Current Assets Excluding Current Investments	323.67	323.13	271.97	250.04	266.92
Miscellaneous Expenses not written off	0.00	0.00	0.00	0.00	0.00
Total Assets	706.06	667.39	605.74	591.33	434.36
Contingent Liabilities	31.86	29.70	24.60	19.60	14.00
Total Debt	0.00	0.00	0.00	0.00	0.00
Book Value (in ₹)	171.56	0.00	151.68	143.92	137.16
Adjusted Book Value (in ₹)	171.56	0.00	151.68	143.92	137.16

Accounting and Auditing Matters

Kennametal's financial statements and the books and records on which they are based must accurately reflect all Company transactions. Their policy requires that all costs, receipts and disbursements of funds must be promptly and accurately recorded and that our records must disclose the nature and purpose of all transactions. There are special provisions for record keeping pertaining to activities with government entities and authorities, and the office of the general counsel is available to assist with any questions.

It is their policy to cooperate fully with the internal and external auditors and to disclose to them all required information on a timely, complete and accurate basis so that they can help us ensure compliance with these principles. No person acting on behalf of the Company may attempt to influence, coerce, manipulate or mislead any auditor or accountant engaged in an audit of the Company

The Company's Audit Committee oversees this area. If anyone has concerns regarding questionable accounting or auditing matters, they may report their concerns to the office of the General Counsel or call the Helpline, which can be utilized on an anonymous and confidential basis, in their local language, 24 hours a day. It is of vital importance that they promptly report:

1. False, misleading or omitted entries in records
2. Failure to follow proper accounting procedures, or use of off-book accounts
3. Improper bookings, or delayed or irregular shipping, receiving or inventory management practices that impact balance sheets payable for payables and receivables
4. Falsifying expenses claimed, or delayed or irregular shipping, receiving or inventory management practices that impact balance sheets for payables and receivables
5. Falsifying expenses claimed for reimbursements
6. Improper use of company-sponsored purchasing or credit cards
7. Improper use of company-provided vehicles
8. Failure to pay company-sponsored credit card account when due.

9. Improper or incomplete records with respect to payments made to the government, government contractors, customers, agents and/or distributors with respect to business transactions made on company's behalf.

CHAPTER-2

CONCEPTUAL BACKGROUND OF

STUDY

2.1 THEORETICAL BACKGROUND OF THE STUDY

MARKET

Showcase includes all the potential customers sharing a particular need or needs who may will and prepared to take an interest consequently to satisfy that need or needs.

Showcasing:

“Showcasing is basis to the point that it can't be considered as suction capacity. It is the entire business seen from focuses the perspective of this last outcomes, that is from client perspective... business achievement is not dictated by the maker but rather by the client”

PROMOTING MANAGEMENT

Showcasing administration is the path toward masterminding and executing the start, esteeming, progression and dissemination of items organizations and contemplations to make exchanges with target accumulates that satisfy customer and Legitimate objective

SIGNIFICANCE OF MARKETING:

- Marketing is perceived as the most noteworthy exercises in our general public.
- Marketing thinks about consistently customer request which is fluctuated and element.
- Marketing is the key associating like amongst makers and purchasers.
- Marketing is straightforwardly capable to keep up the balance between large scale manufacturing and mass utilization.
- Marketing framework assumes a novel part in changing the advantages of large scale manufacturing.

ASSESSMENT OF IMPORTANT CUSTOMER AND CUSTOMER SATISFACTION

Generation period:

This is the period in the middle of the modern insurgency of seventeenth century and late 1920's. Amid this period, the market was a vender's market. The explanation for this the

lesser number of provision when contrasted with request. organizations amid this period concentrate on the Creation of products at quicker and less expensive rate. Item highlight were not given much inclination since it was felt that client was concerned just about the accessibility of the item, and not about its component.

Deals time:

This is the period in the middle recently 1920's and mid 1950's. Amid this timeframe makers' trusted that the achievement of their business relies upon surpassing the opposition. organizations understood the requirement for item advancement and dispersion. organizations likewise understood that they could utilize data on different preferences of clients in creating promotions to empower request

Advertising period:

This period started from mid-1950's and is continuing till date. During this period associations curiously comprehended the hugeness of customer needs and needs in the exchange methodology I between the buyer and merchant. Associations' begun fulfilling customer needs and needs and started focusing on satisfying customer. Along these lines, a period of customer need began and it in light of the way that a key part in the business segment, By and by in the present business part of 21st century, a forceful business focus where associations follow customer, buyer faithfulness is viewed as a key differentiator and dynamically has transformed into a key segment of business framework.

Clients:

A client alludes to people or families that buy products and ventures created inside the economy. The word verifiably gets from "custom" signifying "propensity" a client was somebody who frequented a specific shop, who made it a propensity to buy products there, and with whom the businessperson needed to keep up a relationship to keep his "custom" which means expected buy it future. Client needs might be characterized as the products or administrations a client requires to accomplish particular objectives. Diverse requirements are

of differing significance to the client. Client desires are impacted by social qualities, promoting, showcasing, and different correspondences, both with the provider and with different sources.

DIFFERENT TYPES OF CUSTOMERS

The cutting-edge business periods have seen various sorts of clients with various purchasing propensities and with various dispositions. Some of these clients are said underneath:

a) Impulsive Customers

These are the general population who have no persistence. They are pursuing in nature and plan to satisfy their prerequisites on least time. While taking care of these sorts of clients, the businessperson ought to show just those exercises which are required by them and finish the business assignment and influence the deals at the most punctual.

b) Timid Customers

They are timid and anxious in nature. They are reluctant in basic leadership. The better method for managing these sorts of purchasers is to win certainty and empower them to decide.

c) Snobbish Customers

These sorts of clients are self-controlled and think themselves to be excessively complimenting. The fitting method for managing them is that the sales representative ought to fulfil their assortment.

d) Deliberate Customers

These are the general population who are handy in nature. They consider their item before their buy. They may request satisfactory data for which they may ask a few inquiries to the businessperson.

e) **Argumentative Customers**

These are the general population who are occupied with making contentions and test every purpose of the businessperson.

f) **Price Minded Customers**

These are the clients who are keen on the cost. As it were they are cost cognizant. The sales representative with careful contentions should persuade such a client, to the point that cost ought to be considered in connection to the quality, sturdiness and the execution.

g) **Women as Customers** It is said that ladies have more honed sense and quicker taste when contrasted with men. They can't be effortlessly satisfied.

h) **Talkative Customers** they are bad audience members. So as to manage them, the businessperson must show graciousness.

i) **Silent Calm and Inactive Customers** These are the clients who are exceptionally noiseless and quiet. It is exceptionally troublesome for the sales representative to appreciate what is going in the psyche of the client.

j) **Suspicious Customers** they are likewise called as doubting purchasers. They generally presume every clarification of the businessperson and are constantly anxious of falling in the trap of the sales representative. The main method for fulfilling them is by solid evidence and genuine showing or execution.

CUSTOMER SATISFACTION:

Consumer loyalty is a business term which is utilized to catch measuring how fulfilled a venture's clients are with the association's endeavors in a commercial center. Consumer loyalty is the key for the achievement of any item when the delivering is putting forth genuine incentive for the cash spend, client would clearly fulfil. on the off chance that the

esteem offered against the cash spent is more than the cost of the item, the client is said to be fulfilled more. If the esteem offered is less than the sum spending, he or she would be less fulfilled.

Customer imagines, sees and will have a couple wants before making any purchase. Toward the day's end, if the thing satisfies customer's goals then he is satisfied. Customer will be satisfied when the thing 'meets the essential needs set in this manner utility of a thing is just customer's estimation of things. Shopper devotion is an outrageous purpose of all money related development. Customers are the goal budgetary social occasion who are battle by open and private fiscal decision. Buyer dedication is an outrageous purpose of any business. Both survival of business Customer satisfaction is a component of saw shows and depend on upon shopper faithfulness goals.

SIGNIFICANCE OF CUSTOMER SATISFACTION

- The significance of consumer loyalty is evident when you understand that, without clients, you don't have a business. A solitary unsatisfied client can send more business far from your organization than 10 fulfilled clients.
- The more you concentrate on client maintenance and client bolster, the all the more long-haul business you'll get. It's justified, despite all the trouble to concentrate on consumer loyalty.
- Strategies, no matter how huge or little your organization is. Understanding the necessities of the client is basic. A business relationship, much the same as whatever other relationship. Depends on both individuals getting their needs met. Regardless of what sort of business you are in, all clients need a similar thing.
- They need to feel invited, increased in value by you and your staff. They don't need get the feeling that are simply being utilized by you for cash. Little collaboration like "Thank you" and a decent grin can go far towards a consumer loyalty.
- If client generally expects a specific method of conduct from you and your workers, you ought to convey it to them every single time.

GADGETS FOR TRACKING AND MEASURING THE ATTITUDE OF THE SATISFIED CUSTOMER:

The prepared association set up structure to screen the disposition of customers by checking changing levels of purchaser dependability before they impact gives it makes a move. The basic aura structures are:

1. Discords and suggestion system
2. Customer board
3. Customer outline

Discords and suggestion system

A customer orchestrated association records, Analysis and responds to grumblings and tries to right issue by new thought and should welcome dissents and endeavor to right issue by new thought and should help customers. Various lodgings, restaurants and banks use this info system to gage shopper faithfulness. Protestations dealing with fortifies buyer trader relationship by building trust.

Taking after the LIST system to deal with disputes:

L-List to challenges of customer

I-Isolate focus issue through request

S-Solve issue from keeping customer information

T-Take contribution from customers to guarantee he is satisfied or not.

Customer Panels

Associations should run sheets of customers who need to pass on irregularly. Sheets are more illustrative of the extent of customer airs. Sheets would reveal sorts of people who responded to headway.

Customer Surveys

It is directed to make sense of how thing has affected brand choice lead, what they thought of it as facilitated measure of satisfied customers. Associations discontinuously send survey or make telephonic call to a discretionary example to arranged customers to evaluate satisfaction level on 5-point scale [Very baffled, frustrated, Neutral, Satisfied, Highly satisfied] And get some data about nature of organization and distinctive perspectives. organization considers these rating and can arrive at purchaser reliability level, estimation of customers repurchases objective or enthusiasm to recommend the thing to other are also judged.

COMPONENTS DETERMINANTS OF CUSTOMER SATISFACTION:

Item and Service quality:

on the off chance that an item or administration is outlined by the need and longing of client. Which can fulfil their requests as for all measurements then a client is said to be fulfilled. The nature of administration and item ought to have the capacity to please the client.

Brisk administration:

It is the reaction or moves made as for client inquiries or issue.

Well-disposed worker:

Representatives are to be inviting with the clients while taking care of their issue and attempt to make them comprehend about a specific issue obviously and altogether.

Evaluating:

Evaluating ought to be settled by the capacity of the client to pay also it ought to be settled as for the quality and amount of the item

Circulation:

Items or administrations ought to be effortlessly accessible to client's reach.

WORKING TOWARDS ENHANCING CUSTOMER SATISFACTION

In the current business environment, markets are turbulent and client quick evolving. organizations ought to alternatives for approaches to include an incentive for their clients by offering items or administrations simply the way they need it. At the point when the client needs to browse a vast and confusing number of alternatives, components, evaluating structure and conveying techniques, offering an exceptional item to each individual client will go far in increasing the value of the client basic leadership prepare.

Consumer loyalty is a consistent which does not start or end with a buy. It covers the whole Proprietorship encounter from selecting an item to buy, through aftercare to rehash buy. obviously, there are 3 stages in the consumer loyalty handle, in particular: -

A) PRE-SALES:

Amid this stage the client's desires and intrigue is excited about the item through different data sources like publicizing, verbal exchange et cetera.

- Sales Promotion Activities
- Conducting occasional deals drives
- Availability of every single required model at all business outlets
- Easy access to data about its different items and models
- Information about item profile.

B) DURING SALES:

At the point when the client is occupied with encountering on the best way to manage enquiries and offer items.

- Free Trial runs and Test Drives
- opportunity to review the items
- Providing all specialized data for client's assessment

- Creating helpful deals environment.
- Courteous and incite consideration amid client's visits
- Reasonable and dependable conveyance
- Enhancing nature of products or administrations.
- Freedom to pick without undue deals weight.
- Tie up financing firms to encourage credit and portion deals.

C) AFTER SALES SERVICES

This alludes to the period when the client has begun utilizing the item. Along these lines clients' desires and their experience will together decide the level of fulfilment.

- The required fundamental support or guidance for better utilization of vehicles administrations.
- Prompt offers if vital.
- Laying down smooth and straight forward protestations method.
- Efficient repair and support benefit
- Developing great Customer's Relations Management programs.

AFTER SALES SERVICE TECHNIQUES:

- Deals specialists need to stay, in contact with the customers even after the game plan never neglect their calls.
- Call them every so often to exchange good times.
- Give them basic support.
- Anything found relaxed or up a hurt condition must be exchanged rapidly by the business capable.
- Create a region in your affiliation's site where the customers can select their challenges.
- Take input of the items and administration from the client.
- The trade approaches must be straightforward and for the client.

STRATEGIES TO INCREASE CUSTOMER SATISFACTION:

- Meet their desires.
- Believe their protests.
- Empower client.
- Involve clients.
- Measure the nature of your administration and discuss it with your client.
- Train the client about the utilization of item or administration.

ADVANTAGE OF CUSTOMER SATISFACTION:

Increment in client reliability:

Client reliability is a measure of how likely clients is repurchased and take part in relationship exercises. Therefore, a fulfilled client can include himself in repurchase of administration or item and subsequently get to be distinctly faithful to the association.

POSITIVE VERBAL:

It is trusted that a fulfilled client helps in spreading positive verbal exchange about the item or administration. A fulfilled client can help in impacting the others to purchase the item or administration.

MAINTANANCE OF OLD CLIENT:

Consumer loyalty concentrates on addressing the need and needs of client and attempt to satisfy their request this accordingly help to hold the old client.

PASS ON OF MESSAGE THAT CLIENT IS ESTEEMED:

Consumer loyalty program me likewise pass on the message to client that the firm thinks about their prosperity and qualities client input concerning its operations.

MAKE ASSOCIATION WITH CLIENT:

A fulfilled client accompanies arrangements or proposal about how enhance the item properties and thereby build up a specialty in the aggressive market.

EFFECT OF CUSTOMER SATISFACTION:

1. Customer remains longer with organization.
2. Lower showcasing and offering costs.
3. Customers show less value affectability
4. Lower guarantee costs.
5. Buy more as organization present new items and redesigns existing items.
6. Pay less regard for contending brands and promoting.
7. offers item or administration thoughts to the organization.

EFFECT OF CUSTOMER DISSATISFACTION:

1. Customer change to the contenders.
2. Increasing costs.
3. Negative informal.
4. May cause legitimate inconvenience too.

2.2 REVIEW OF LITERATURE

ZasimHussain, WaheedakbarBhatti&AznarJilani (20): A correct examination of after arrangements organization and purchaser reliability, conveyed in organization and exhibiting challenges for the data society, vo .6, no.4, in today's continually changing forceful condition, business can't survive unless they satisfied their customers. The transport of after arrangements organization by an association is fundamental in satisfying customer needs and perceptions. With particular ultimate objective to have quality after arrangements advantage a fitting movement must be set up. This is correct review on after arrangements nature of Pakistan's auto battery producer. The investigation measured the way of organization in guide book battery, offering thing with the brand name of AGS by using the Seroquel method. The

data was accumulated using an instrument from past review to consider the impact of nature of after arrangements on buyer dependability. The essential factors influencing purchaser faithfulness are thing quality and social commitment. The results reveal that customer reliability increases with better organization transport.

Paolo Gaiardelli & Nicola Saccani, Lucrezia Songini (2007): performance estimation of the after arrangements organization frameworks evidence from the auto business, 2007 Elsevier B.V All rights held, the after arrangements activities are presently a day perceived as a critical wellspring of wage, advantage and high ground in most amassing business wanders. Top and focus organization, in like manner, should focus on the importance of a structure business execution estimation system for the after arrangements business also, since various performing specialists are incorporated along the, after arrangements organization stock system. Regardless, little contemplations were given by sensible and regulatory written work to this subject. The paper goes for filling this hole and proposes a planned framework for the after arrangements framework execution estimation and gives a trial application to two auto case associations and their official organization framework. The case shows that execution estimation structures of different stock system performing specialists should be balanced in order to achieve crucial consistency.

Albert Caruana (2002): association persistence the impacts of association quality and intervening some segment of client relentlessness, flowed in European diary of publicizing, vol.36, no.7/8,2002 Service responsibility, with its continue going impact on repurchasing by clients, seems to have gotten to be generally little thought. This audit begins by first outlining the likelihood of association responsibility and continues seeing association quality and purchaser endurance. A meditational. Fitting measures are seen and a postal survey is attempted among retail managing a record client. A reaction rate of 20.5 percent is gotten. occurs demonstrate that purchaser steadiness has an interceding impact in the impact of association quality on association reliability. The impacts of number of measurement signs on association dedication are in like way uncovered. Recommendations are dissected, deterrents of the survey is noted and conceivable degrees for further research are delineated.

James G. Maxham (200): Service recovery's effect on purchaser satisfaction, positive verbal, and purchase points, disseminated in journal of business examination 54(200). This paper reports two reviews that investigate the effects that different levels of organization recovery have, on satisfaction, purchase objectives, and one's slant to spread positive verbal. The Results show that immediate to high organization recovery tries basically fabricating post dissatisfaction level of satisfaction, purchase desire, and positive verbal. Then again, poor organization recoveries evidently intensify the discontent attributed to an organization frustration. The result doesn't support a recovery riddle, whereby post recovery satisfaction is grater then that satisfaction going before the organization disillusionment. Besides, thinks about recommend that associations may not for the most part benefit by organization recovery attempts a long way past a direct level.

D.GRoSSIn CIo Magazine (Aug, 997): After the plan... tells over the traverse recently years the procurement of parts and association to auto proprietors and leases has stretched out in vitality. In actuality, something near 985 and 995, the rate of preferred standpoint from parts association ascended from 5 percent, to 45 percent, as indicated by New York based coopers Lybrand. At dealership Saturn of Grand Rapids, much client can orchestrate association approaches and request parts by email. Ford motor Co's section star structure has put the affiliation's parts stock on the web. "Today, the merchant parts manager can go into our national and find where our stock is. right when the dealership is shut, clients furnished with lobby auto sharp cards will be able to punch in data, request parts or make association demands

Dr N. Chandrasekaran: investigated the prerequisites of the clients are deliberately considered by driving surveys on purchaser coordinate. The concentration moreover knows unmistakable displaying variables, for example, cost and thing joins this will get of expend to incline toward a specific brand and the issues went such brands. information about the impact up against by them utilizing such brands.

As indicated by Lewis & Boom: advantage quality is considered as a measure of how well the association passed on matches clients looks for on giving a predominant association then the client expect different levelled check confined time approach ought to be set up on making movement offer and things, making cost inviting worth driven bundles and evaluations, offering quality associations after courses of action association and capacity to make scratches off without getting slice and besides to give less expensive cost of calls to different structures.

oliver (999) [2] defined, "Satisfaction as pleasurable fulfilment. Satisfaction is the customer's sense that consumption provides outcomes against a standard of pleasure versus displeasure.

It is judgment that a product or service feature, or the product or service itself, provides a pleasurable level of consumption related fulfilment." Furse et al (994) [22] refers, "Satisfaction as the measurement of one or more variety of customer opinions including ratings of service quality, 'future behavioral intentions, customer's self-assessment of outcome and satisfaction.

Boulding et al (993) [23] stated another perspective of customer satisfaction, which deals with the difference between transaction specific and cumulative customer satisfaction. Customer satisfaction is viewed as a post-purchase evaluative judgment of a specific purchase occasion according to transaction-specific perspective. Cumulative customer satisfaction is an overall evaluation based on the total purchase and consumption experience with goods or service over time. Cumulative satisfaction is a more fundamental indicator of the firm's past, current and future performance and its cumulative satisfaction that motivates a firm's investment in customer satisfaction.

Kotler and Armstrong (993) [24] stated that consumer/customer satisfaction is determined by the relationship between the customer's expectations and product's perceived performance.

Customer satisfaction is important because a company earns sales from new customers and retained customers. Satisfied customers buy a product again, talk favorably to others about the product, pay less attention to competing brands and advertising.

Fe and Ikova (2004) [26] added that the perception of the word "satisfaction" influences the activities, which a customer conduct to achieve it. Researchers have also identified customer satisfaction as a multi-dimensional in nature and viewed overall satisfaction as a function of satisfaction with multiple experiences with the service provider.

Giese & Cote (2000) [27] studied various literatures and indicated that customer satisfaction is a response (emotional or cognitive), the response pertains to a particular focus (expectations, product, consumption experience, etc) and the response occurs at a particular time (after consumption, after choice, based on accumulated experience, etc).

Cote, Foxman and Bob (1989) [36] suggest that satisfaction is determined at the time the evaluation occurs. In some cases, satisfaction assessment may be a naturally occurring, internal response such as after consumption, or prior to repurchase. In some case of the assessment of satisfaction may be externally driven.

Kristensen et al. (1999) [38] states customer/customer satisfaction is an evaluative response of the product purchase and consumption experience resulting from a comparison of what was expected and what is received. The overall conclusion from his study is that expectations influence customer satisfaction and the effect can be positive, negative or non-existent.

Terblanche & Boshoff (200) [60] assessed the influence of certain factors on customer's level of satisfaction in their study. It has been found that service quality, product quality and product varieties are the three dimensions that influence customer satisfaction.

Fornell et al (1996) [6] has introduced the American Customer Satisfaction Index (ACSI), a new type of customer-based measurement system for evaluating the performance of firms, industries, economic sectors and national economies. ACSI measures the quality of the goods and services as experienced by the customers. They found that customer satisfaction is determined by customization. Customer expectations and quality drives customer satisfaction that value or price.

Turel and Serenko (2004) [62] studied validation of American Customer Satisfaction Model in mobile telecommunication sector and found that there is a positive association between perceived customer expectations, perceived quality, value and satisfaction and a negative link between satisfaction and customer complaints.

Poeths et al (2000) [63] proposed an unconventional way of monitoring customer satisfaction based upon promoting the expressing of customer perceptions from the frame of reference of the customers, not from the frame of reference of the investigator.

Churchill, Jr. & Suprenant (1982) [64] investigated whether it was necessary to include disconfirmation as an intervening variable affecting satisfaction as was commonly argued, or whether the effect of disconfirmation was adequately captured by expectation and perceived performance. Further, they modelled the process for two types of products using experimental procedures in which three levels of expectations and three levels of performance were manipulated for each product in a factorial design. Each subject's perceived expectations, performance evaluations, disconfirmation, and satisfaction were subsequently measured by using multiple measures for each construct. The results suggested that the effects were different for the two products. For the non-durable good, the relationships were as typically hypothesized. The results for the durable goods were different in important respects. First, neither the disconfirmation experience nor subjects initial expectations affected subjects' satisfaction with it. Further, their satisfaction was determined solely by the performance of the

durable good. Expectations did combine with performance to affect disconfirmation, though the magnitude of the disconfirmation experience did not translate into an impact on satisfaction. Finally, the direct performance satisfaction link accounts for most of the variation in satisfaction.

Ching-chow Yang (2003) [66] stated that customer satisfaction measurement highlights the strength and the area of improvement in the quality of product. Continuous improvement is considered one of the important quality activities for a firm to pursue the best quality for its products. Through the continuous improvement actions, the enterprise can increase customer satisfaction and raise profits.

Woodside et al (1989) [67] found from the research study that customer judgment of service quality is positively associated with overall satisfaction with the service encounter. The overall satisfaction varies with the service quality and customer satisfaction. Overall customer satisfaction with the service encounter is associated with behavioral intention to return to the same service provider.

Now, quality is an important factor in determining the customer satisfaction. Service quality and customer satisfaction are important concepts as a means of creating competitive advantages and customer loyalty. According to Berry et al (1997) [68], service quality has become a significant differentiator and the most powerful competitive weapon, which all the service organizations want to possess.

CHAPTER-3
RESEARCH DESIGN

3.1 STATEMENT OF THE PROBLEM

The examination depends on the investigation of "A study on consumer satisfaction towards Kennametal" and to enhance the item and administrations keeping in mind the end goal to build up a long-haul relationship to win over yonder contenders.

3.2 NEED FOR STUDY

The growth and the success of the organization depends on the level marketing strategy. So, it is essential to make the customer satisfied by providing quality customer service. In this modern world we can notice the intense competition in all the industries from pin to plane. Customers taste, preferences are very dynamic they can change at any time they always in search of new things.

3.3 OBJECTIVES OF THE STUDY

The surroundings of objectives are the corner of orderly study. The study willpower to productive one when the origin laid downwards is a physical one they stand for the looked for the solution to the dilemma and it help in appropriate employment of opportunities.

The objective of the study

- To identify satisfaction level towards Kennametal products with respect to sales.
- To study role of service persons in maintaining customer loyalty towards brand.
- To understand client's price sensitivity towards products & services.
- To study companies, support & communication level for after sales service.

3.4 SCOPE OF THE STUDY

- The study helps to understand complements which are providing by company.
- Study helps to create awareness in the mind of customers.
- Study helps to create effective service after the sales.
- The study helps to understand the customer behavior.
- Study helps building strong between organization and the customer.

- Study to understand the consumer loyalty level towards the organization.

3.5 RESEARCH METHODOLOGY

“The research design is the method and process for the conducting particular study, broadly speaking; it can be grouped in the three main categories – Exploratory, Descriptive and Causal.

Type of design

“The research design is the method and process for the conducting particular study, broadly speaking;

It can be grouped in the three main categories – Exploratory, Descriptive and Causal.



Descriptive

- Descriptive study is used when researcher interested in knowing the features of certain group like age, sex, educational level, operation etc.”
- This research conducted is a descriptive research. This is descriptive in nature because the study is focused on fact finding investigation in a well-structured form and is based on primary data.

Two methods of data collection are:

- **Primary Data:** Primary data has been used in the form of a questionnaire in order to collect data. The respondents were chosen from a convenient basis, the questionnaire was design according to the objectives of my study.
- **Secondary Data:** It is the data which is already collected or exists in the organization in the form of past records, websites and related journals, and the data was collected from the books, company website, Google and other related records.

TEST SIZE FOR THE PROJECT WORK

Since Kennametal organization's items are locked in just in B2B showcase, the example size was 50 Respondents.

The specimen decided for the review was 50 client of Kennametal in Karnataka state.

3.6 LIMITATIONS OF THE STUDY

- Since the street to change is endless, so this review likewise experiences certain confinements, some of them are as per the following.
- Kennametal is occupied with B2B advertise and because of absence of time and trouble to discover Kennametal clients test size was just 50.
- The region secured was exceptionally restricted.
- Questionnaire strategy includes some instability of reaction collaboration on part of the witnesses, sometimes was hard to assume.
- The venture was time of 10 weeks and is done only for the scholastic reason.
- Travelling set aside affirm long opportunity to cover the clients for the examples.
- It is conceivable that data provided by the witnesses might be wrong, so the review may need precision.

CHAPTER-4
ANALYSIS AND INTERPRETATION

4.0 DATA ANALYSIS AND INTERPRETATION

Location of customer

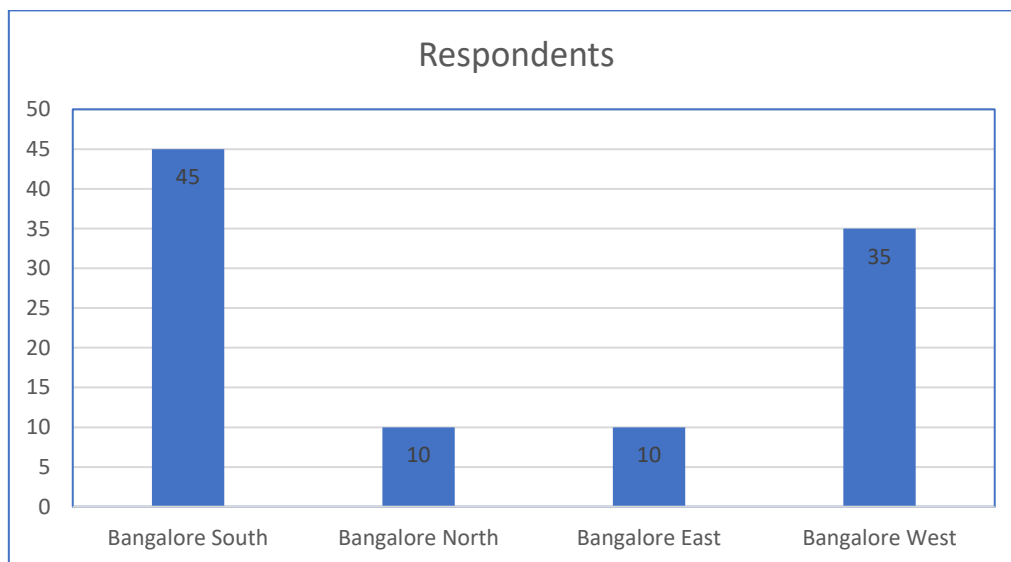
Table 4.1

Particulars	Respondents	Percentage
Bangalore South	45	45%
Bangalore North	10	10%
Bangalore East	10	10%
Bangalore West	35	35%

Analysis

The table showing above location of the customer is 45% in Bangalore South, 35% in Bangalore West & 10% each in Bangalore North & East.

Chart 4.1



Interpretation

The most of the respondents are from Bangalore south.

For how long you are using the Kennametal products?

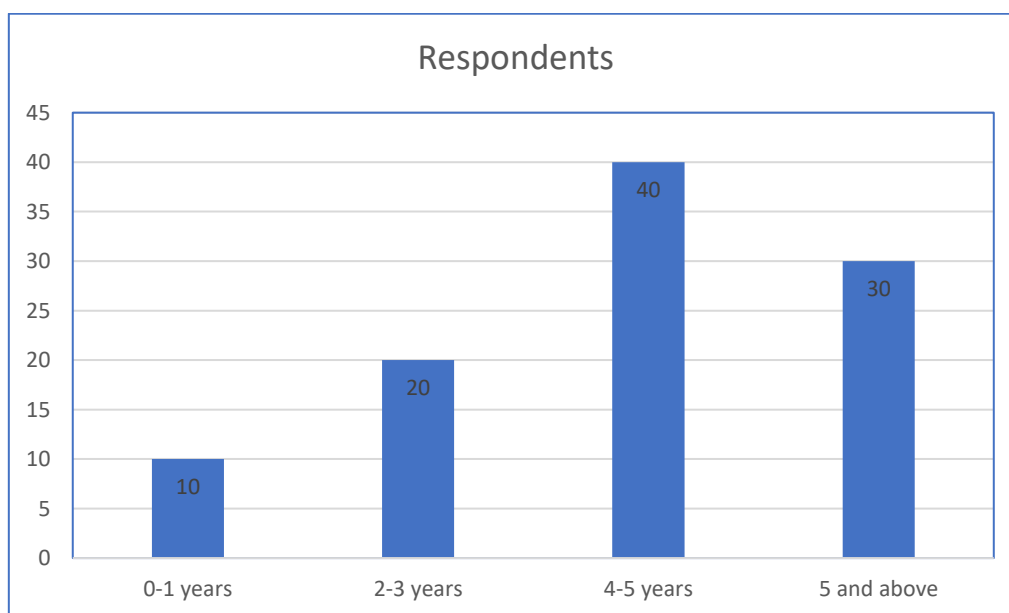
Table 4.2

Particulars	Respondents	percentage
0-1 years	10	10%
2-3 years	20	20%
4-5 years	40	40%
5 and above	30	30%

Analysis

The above table shows that 40% of respondents say that they are using the products for 4-5 years, 30% of them say they are using the products for 5 years and above, 20% of them say they are using from 2-3 years and 10% of them say they are using the products from 0-1 year.

Chart 4.2



Interpretation

The most of respondents are using the products of Kennametal from 4-5 years.

How do you come to know about Kennametal?

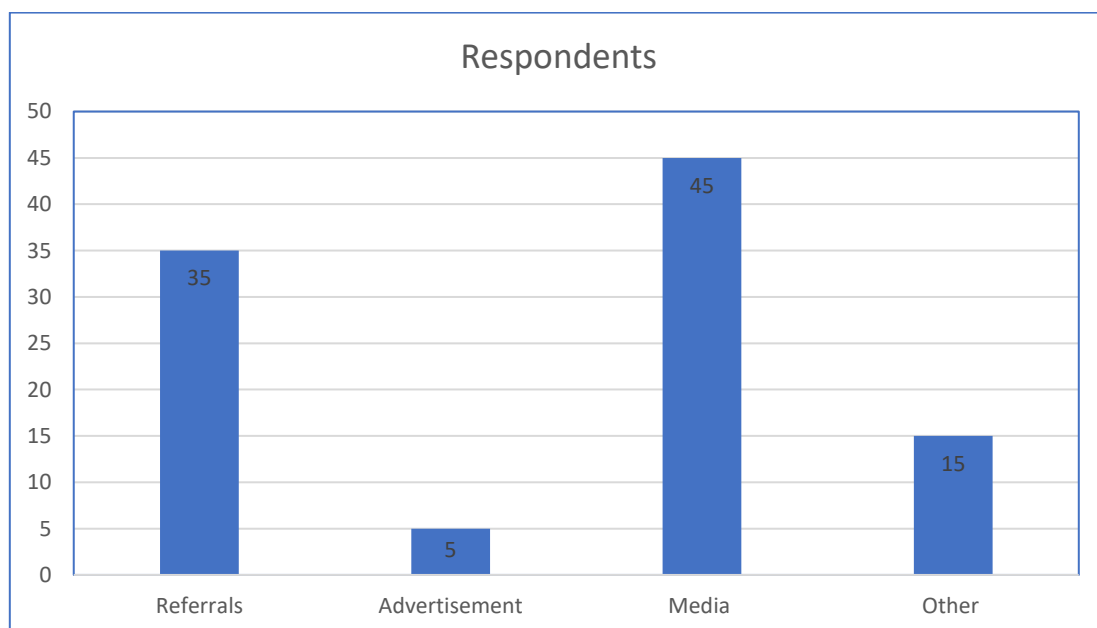
Table 4.3

Particulars	Respondents	Percentage
Referrals	35	35%
Advertisement	5	5%
Media	45	45%
other specify	15	15%

Analysis

The table showing information is 45% from Media, 35% from referrals, 15% from other specify & 5% from Advertisement.

Chart 4.3



Interpretation

The Most of the company's information is known from Media.

What made you to buy Kennametal products?

Table 4.4

Particulars	Respondents	Percentage
Brand image	30	30%
Competitive price	15	15%
Good service	20	20%
Quality	35	35%

Analysis

The table showing that 35% of the customers purchase our product for quality, 30% of customers purchase for Brand image, 20% for good service and 15% for competitive price.

Chart 4.4



Interpretation

The majority of the customers purchase Kennametal products for Quality.

How do you rate the ease of doing business with Kennametal?

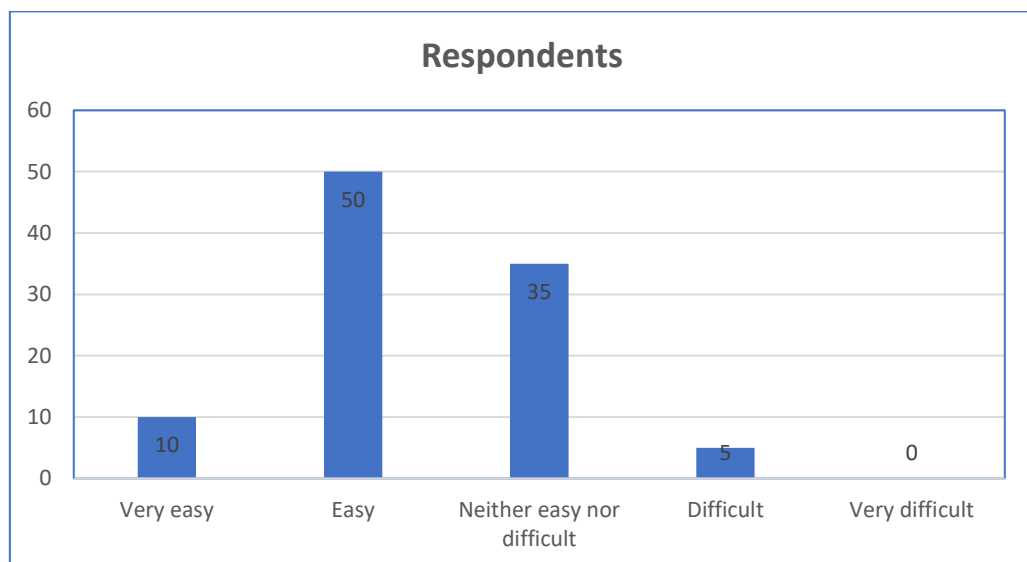
Table 4.5

Particulars	Respondents	Percentage
Very easy	10	10%
Easy	50	50%
Neither easy nor difficult	35	35%
Difficult	5	5%
Very difficult	0	0%

Analysis

The table showing that 50% of customers find it easy to do business, 35% of them say its neither easy nor difficult to do business and 10% say it is very easy to do business with Kennametal.

Chart 4.5



Interpretation

The most of respondents say it is easy to do business with Kennametal.

How satisfied are you with the procedures we use for providing quotes (price)?

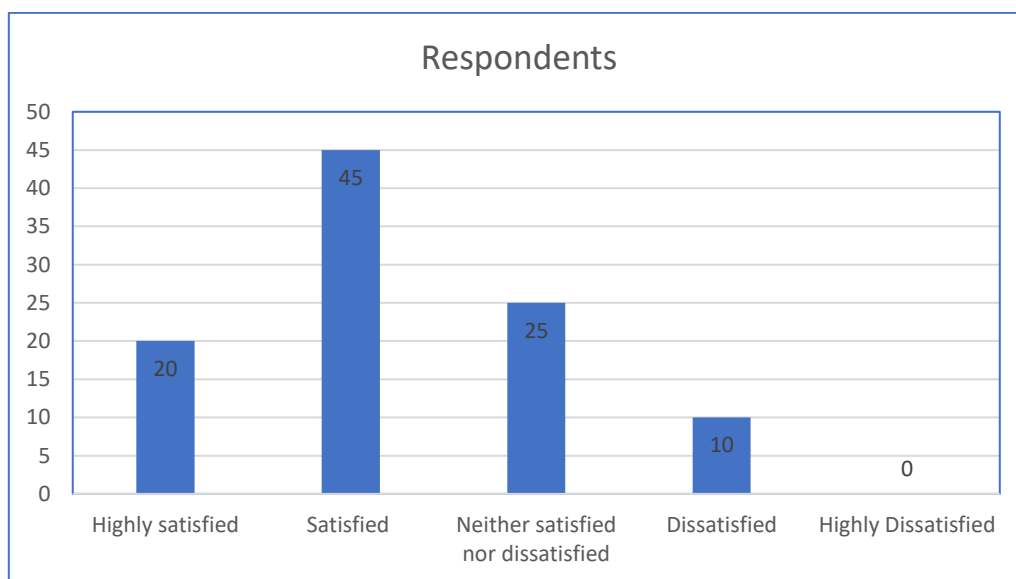
Table 4.6

Particulars	Respondents	Percentage
Highly satisfied	20	20%
Satisfied	45	45%
Neither satisfied nor dissatisfied	25	25%
Dissatisfied	10	10%
Highly dissatisfied	0	0%

Analysis

The above table showing 45% of respondents are satisfied with the quotes, 20% of respondents are neither satisfied nor dissatisfied, 20% of respondents are Highly satisfied and 10% of respondents are dissatisfied.

Chart 4.6



Interpretation

The most of the respondents are satisfied with providing quotes of the company.

How do you rate availability of Kennametal products when ordered for standard products?

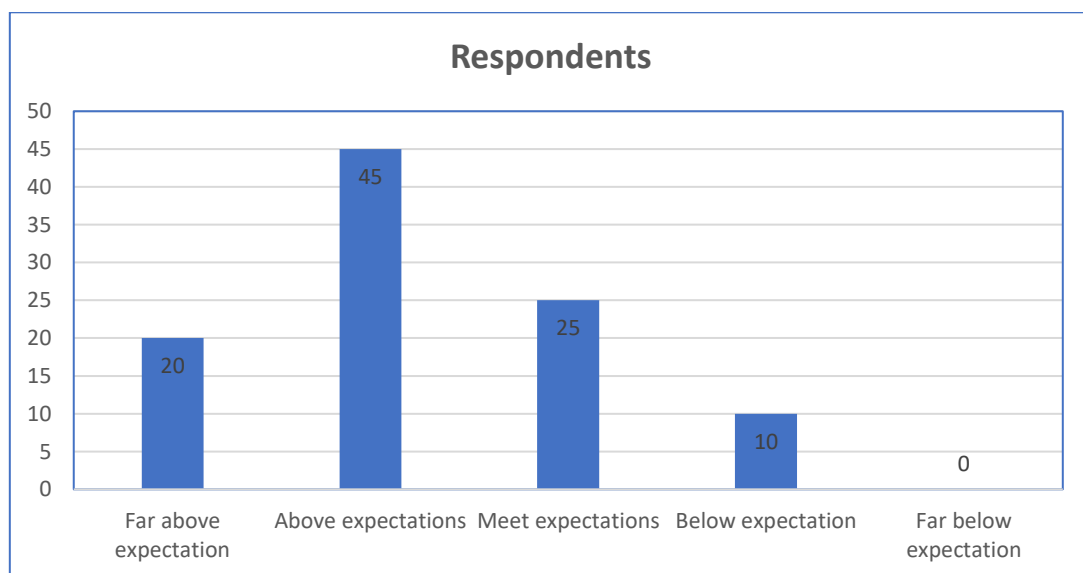
Table 4.7

Particulars	Respondents	Percentage
Far above expectation	20	20%
Above expectations	45	45%
Meet expectations	25	25%
Below expectation	10	10%
Far below expectation	0	0%

Analysis

The above table showing 45% of respondents have above expectations when ordered for the standard products, 25% say company has met the expectation, 20% of respondents say company has provided far above expectation and 10% say company has given below expectation.

Chart 4.7



Interpretation

The most of the respondents say company has provided above expectation when ordered for standard products.

How satisfied are you with the overall product and service line?

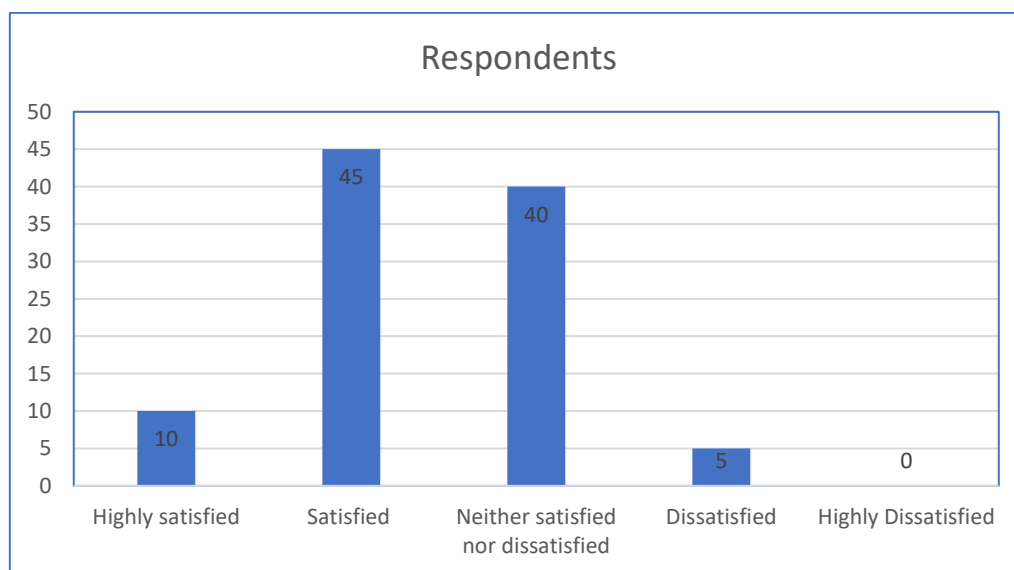
Table 4.8

Particulars	Respondents	Percentage
Highly satisfied	10	10%
Satisfied	45	45%
Neither satisfied nor dissatisfied	40	40%
Dissatisfied	5	5%
Highly dissatisfied	0	0%

Analysis

The above table showing 45% of respondents are satisfied with the overall product and service line, 40% of respondents are neither satisfied nor dissatisfied, 10% of them say they are Highly satisfied and 5% of them say they are dissatisfied.

Chart 4.8



Interpretation

The most of the respondents say they are satisfied with the overall product and service line.

How satisfied are you with the quality of Kennametal products?

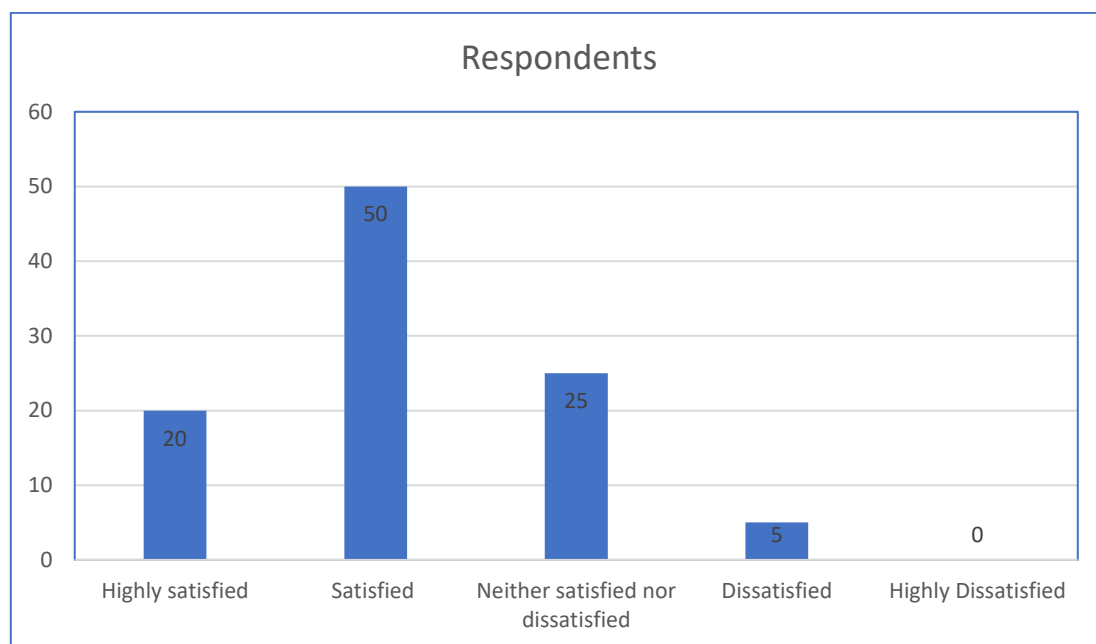
Table 4.9

Particulars	Respondents	Percentage
Highly satisfied	20	20%
Satisfied	50	50%
Neither satisfied nor dissatisfied	25	25%
Dissatisfied	5	5%
Highly dissatisfied	0	0%

Analysis

The above table showing that 50% of respondents are satisfied with the quality of the products, 25% of them say that they are neither satisfied nor dissatisfied with the product, 20% of them say they are Highly satisfied and 5% of them say that they are dissatisfied.

Chart 4.9



Interpretation

The most of the respondents say that they are satisfied with the quality of the product.

How satisfied are you with the installation of the equipment?

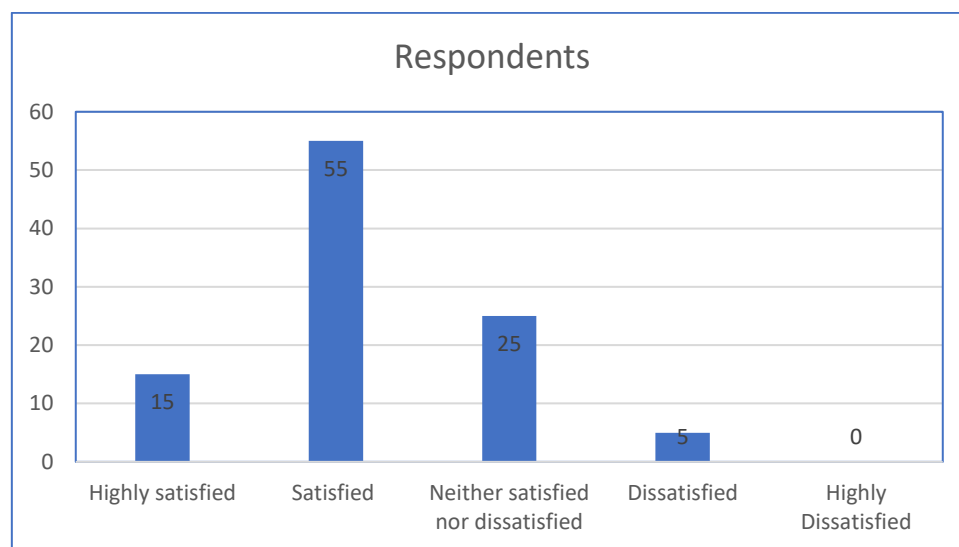
Table 4.10

Particulars	Respondents	Percentage
Highly satisfied	15	15%
Satisfied	55	55%
Neither satisfied nor dissatisfied	25	25%
Dissatisfied	5	5%
Highly dissatisfied	0	0%

Analysis

The Above table showing that 55% of respondents are satisfied with the installation of equipment, 25% of them say neutral, 15% of them say they are Highly satisfied and 5% of them say they are dissatisfied.

Table 4.10



Interpretation

The most of the respondents say they are satisfied with the installation of equipment.

How satisfied are you with the product packaging?

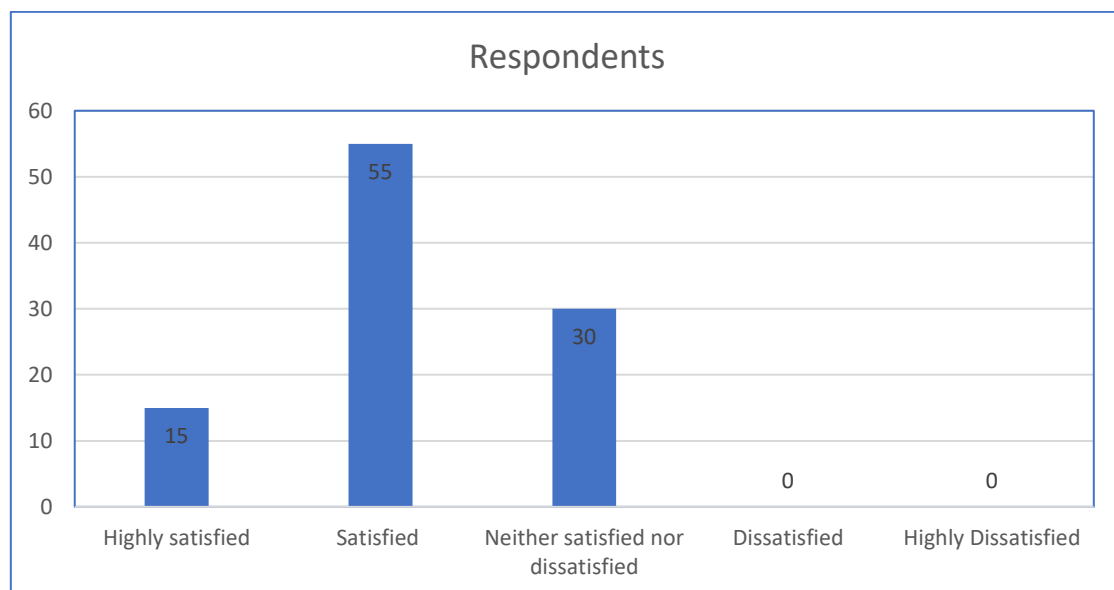
Table 4.11

Particulars	Respondents	Percentage
Highly satisfied	15	15%
Satisfied	55	55%
Neither satisfied nor dissatisfied	30	30%
Dissatisfied	0	0%
Highly dissatisfied	0	0%

Analysis

The above table showing that 55% of respondents are satisfied with the product packaging, 30% of them say neutral and 15% of them say they are Highly satisfied with the packaging.

Chart 4.11



Interpretation

The most of the respondents say that they are satisfied with the packaging.

How satisfied are you with the efforts to communicate the availability of new products?

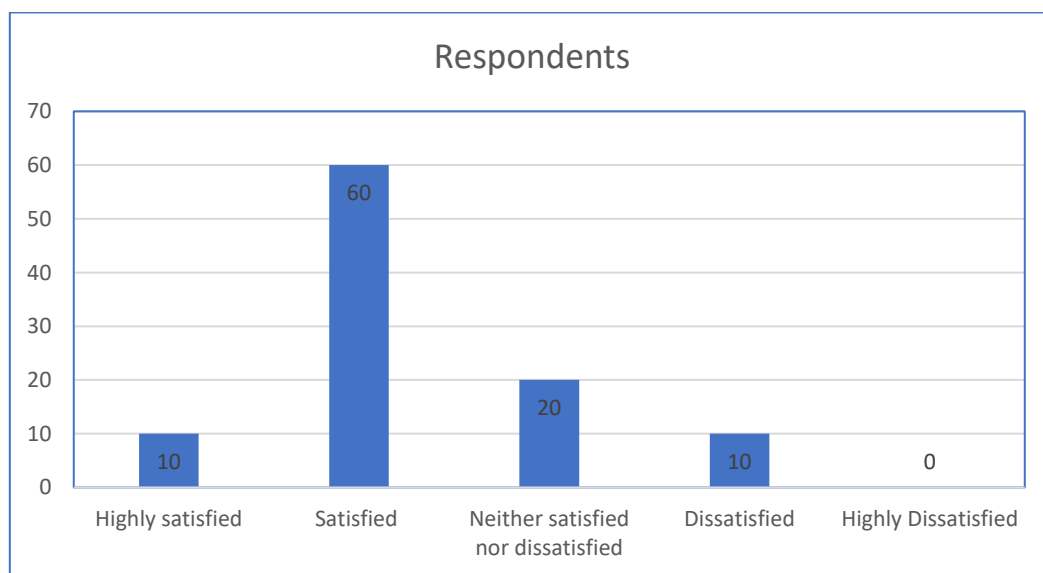
Table 4.12

Particulars	Respondents	Percentage
Highly satisfied	10	10%
Satisfied	60	60%
Neither satisfied nor dissatisfied	20	20%
Dissatisfied	10	10%
Highly dissatisfied	0	0%

Analysis

The above table showing that 60% of respondents are satisfied with our efforts to communicate the availability of new products, 20% of them say they are neither satisfied nor dissatisfied, 10% of them say they are Highly satisfied and 10% of them say they are dissatisfied.

Chart 4.12



Interpretation

The most of the respondents are satisfied with our efforts to communicate the availability of new products.

How satisfied are you with the delivery of the product and services?

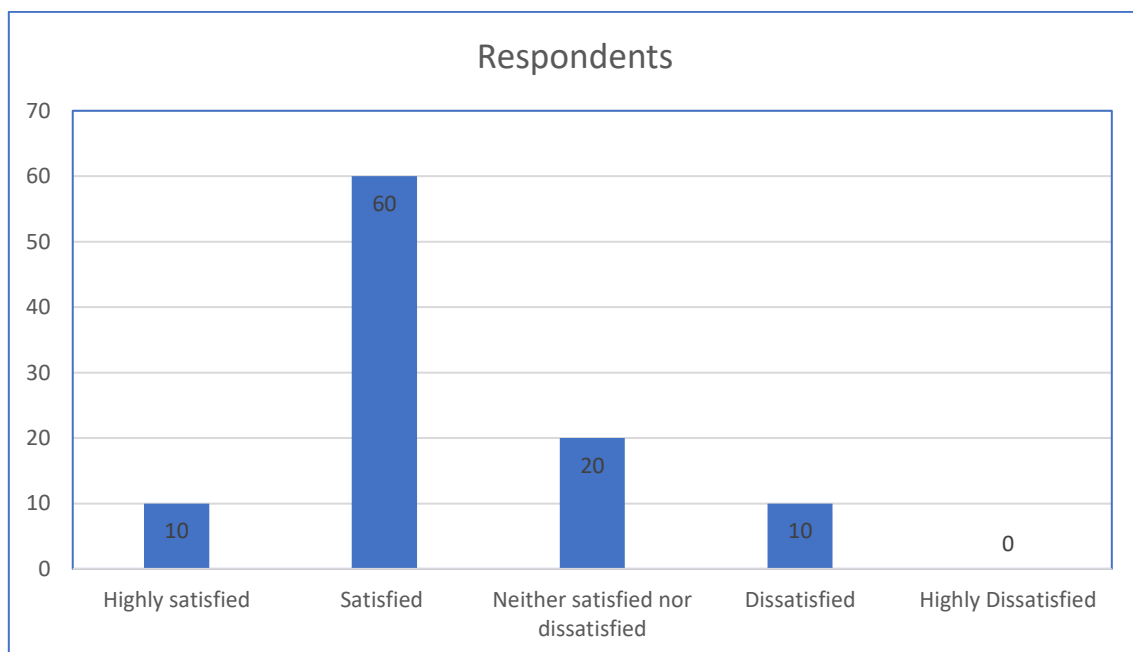
Table 4.13

Particulars	Respondents	Percentage
Highly satisfied	10	10%
Satisfied	60	60%
Neither satisfied nor dissatisfied	20	20%
Dissatisfied	10	10%
Highly dissatisfied	0	0%

Analysis

The above table showing that 60% of respondents are satisfied with the delivery of product and service, 20% of them say they are neither satisfied nor dissatisfied, 10% of them say they are Highly satisfied and 10% of them say they are dissatisfied.

Chart 4.13



Interpretation

The most of the respondents say that they are satisfied with the delivery of product and service.

How satisfied are you with the accessibility of the sales representative?

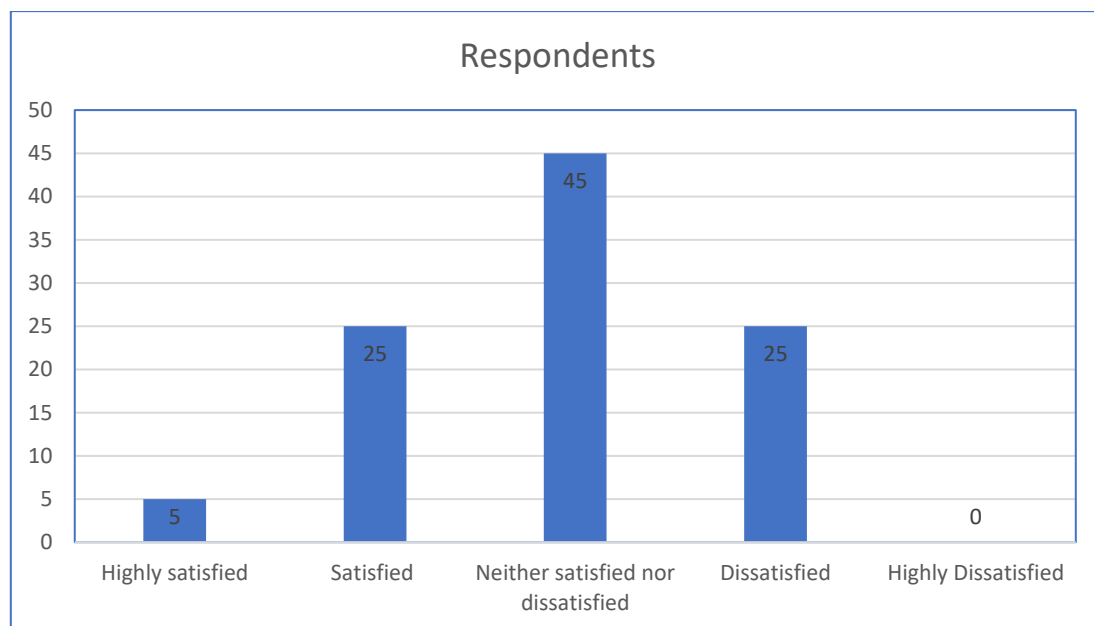
Table 4.14

Particulars	Respondents	Percentage
Highly satisfied	5	5%
Satisfied	25	25%
Neither satisfied nor dissatisfied	45	45%
Dissatisfied	25	25%
Highly dissatisfied	0	0%

Analysis

The above table showing that 45% of respondents are neither satisfied nor dissatisfied with the accessibility of our sales representative, 25% of them say they are satisfied and 25% of them say they are dissatisfied and 5% say they are Highly satisfied.

Chart 4.14



Interpretation

The most of the respondents say that they are neither satisfied nor dissatisfied with the accessibility of sales representative.

How satisfied are you with the technical support provided by the company?

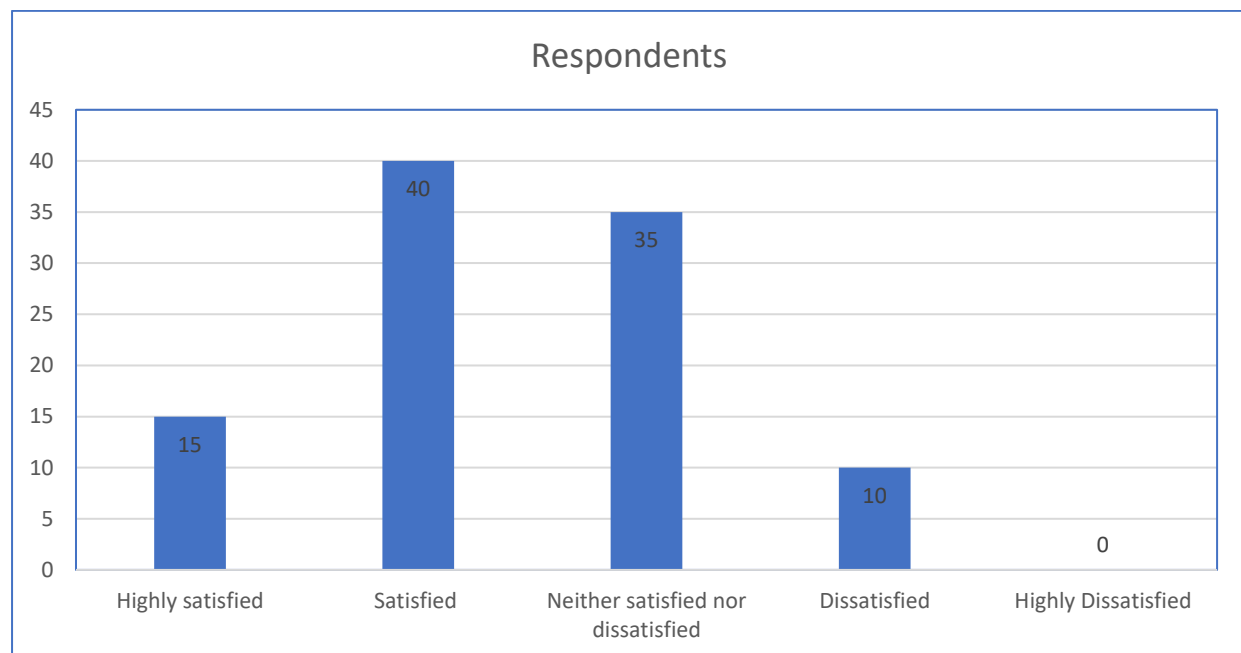
Table 4.15

Particulars	Respondents	Percentage
Highly satisfied	15	15%
Satisfied	40	40%
Neither satisfied nor dissatisfied	35	35%
Dissatisfied	10	10%
Highly dissatisfied	0	0%

Analysis

The above table showing that 40% of respondents are satisfied with the technical support provided by the company, 35% of respondents are neutral, 15% of respondents are Highly satisfied and 10% of respondents are dissatisfied

Chart 4.15



Interpretation

The most of the respondents are satisfied with the technical support given by the company.

How satisfied are you with the level of customer support provided by the company?

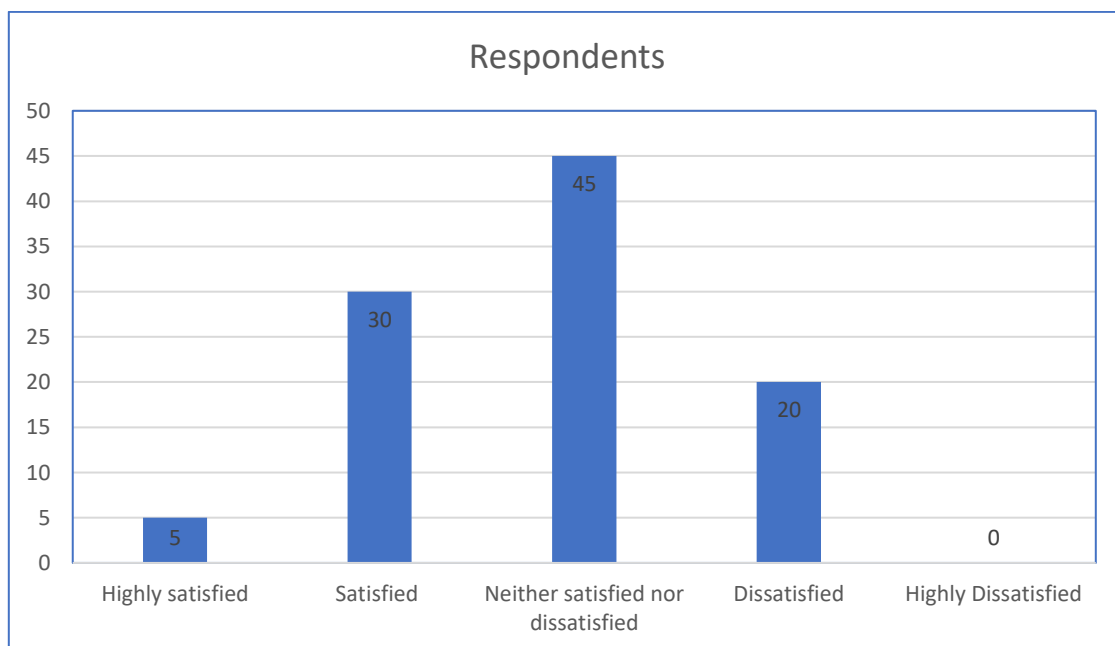
Table 4.16

Particulars	Respondents	Percentage
Highly satisfied	5	5%
Satisfied	30	30%
Neither satisfied nor dissatisfied	45	45%
Dissatisfied	20	20%
Highly dissatisfied	0	0%

Analysis

The above table shows that 45% of respondents are neither satisfied nor dissatisfied with the customer support provided by the company, 30% of respondents are satisfied, 20% of respondents are dissatisfied with the company and rest 5% of respondents are satisfied with the company's customer support.

Chart 4.16



Interpretation

The most of the respondents are neither satisfied nor dissatisfied with the customer support provided by the company.

How satisfied are you with the way company conduct business?

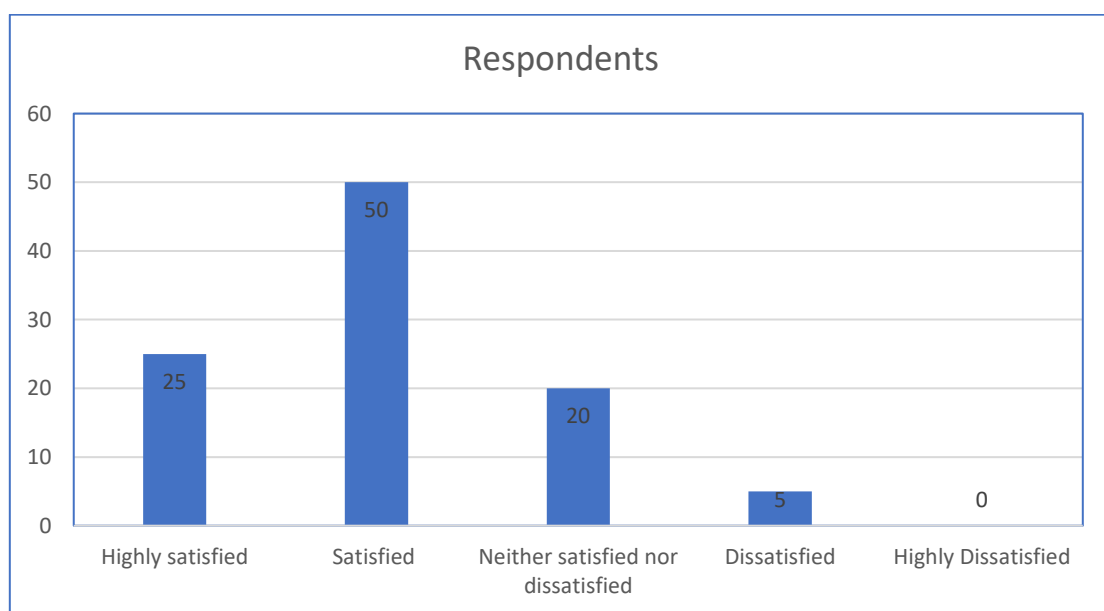
Table 4.17

Particulars	Respondents	Percentage
Highly satisfied	25	25%
Satisfied	50	50%
Neither satisfied nor dissatisfied	20	20%
Dissatisfied	5	5%
Highly dissatisfied	0	0%

Analysis

The above table shows that 50% of respondents are satisfied with the way we conduct business, 25% of respondents are Highly satisfied, 20% of respondents are neutral and rest 5% are dissatisfied with the way the company conduct business.

Chart 4.17



Interpretation

The most of the respondents are satisfied with the way the company conduct business.

How satisfied are you with Kennametal as a business partner?

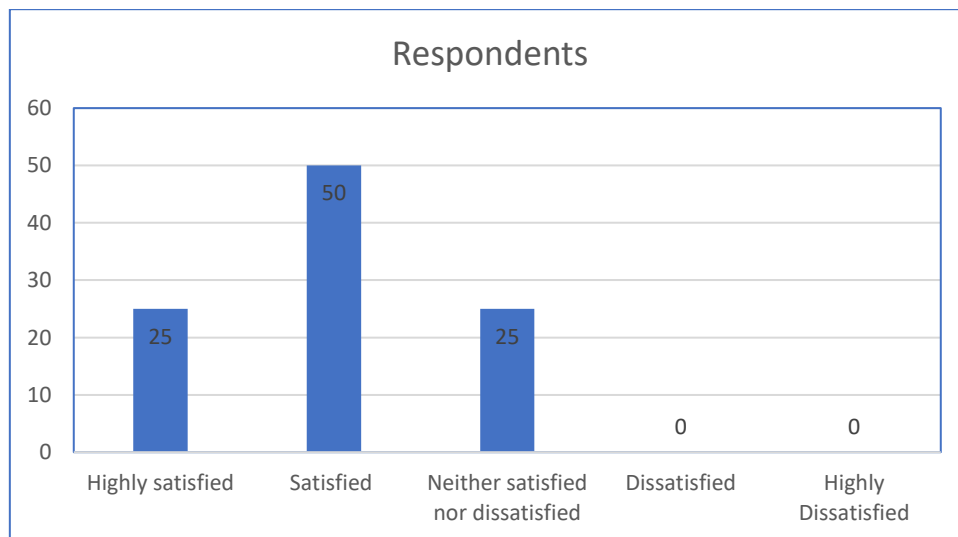
Table 4.18

Particulars	Respondents	Percentage
Highly satisfied	25	25%
Satisfied	50	50%
Neither satisfied nor dissatisfied	25	25%
Dissatisfied	0	0%
Highly Dissatisfied	0	0%

Analysis

The above table shows that the respondents are 50% satisfied with the company as a business partner, 25% of respondents are Highly satisfied and 25% of respondents are dissatisfied with the company as a business partner.

Chart 4.18



Interpretation

The most of the respondents are satisfied with the company as a business partner.

How satisfied are you with the after sales services given by the company?

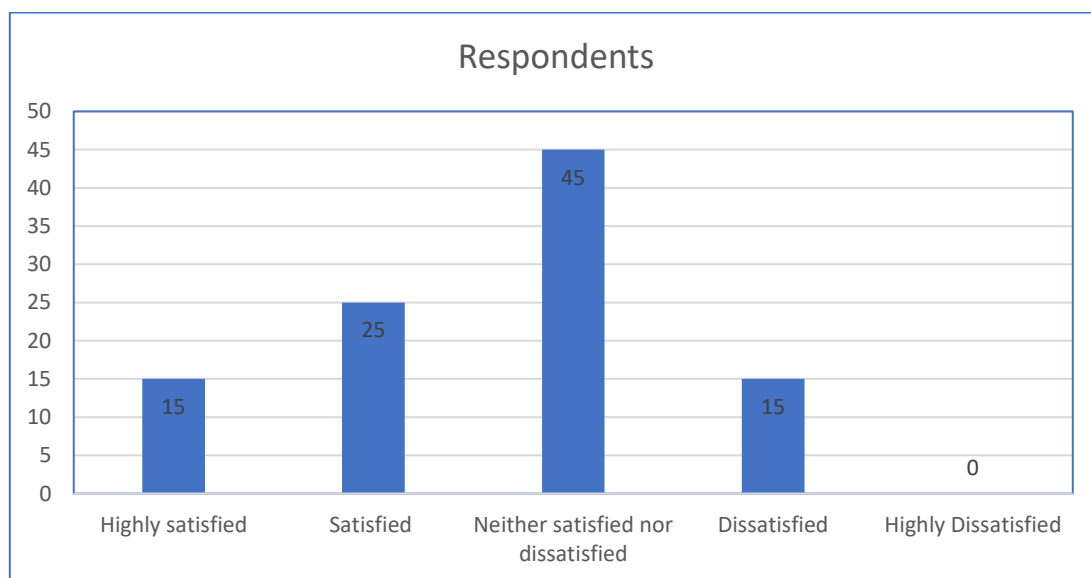
Table 4.19

Particulars	Respondents	Percentage
Highly satisfied	15	15%
Satisfied	25	25%
Neither satisfied nor dissatisfied	45	45%
Dissatisfied	15	15%
Highly Dissatisfied	0	0%

Analysis

The above table shows that 45% of the respondents are neither satisfied nor dissatisfied with the after sales services of the company, 25% of respondents are satisfied, 15% of respondents are highly satisfied and 15% of the respondents are dissatisfied.

Chart 4.19



Interpretation

The most of the respondents are neither satisfied nor dissatisfied with the after sale services of the company.

CHAPTER-5
FINDINGS, CONCLUSION AND SUGGESTIONS

5.1 FINDINGS:

- The Majority 45% of respondents are from Bangalore south.
- The majority 40% of respondents are using the products of Kennametal from 4-5 years.
- The Majority 45% of the company's information is known from Media.
- The majority of 35% customers purchase Kennametal products for Quality.
- The 50% majority of respondents say it is easy to do business with Kennametal.
- The majority 45% of respondents are satisfied with providing quotes of the company.
- The majority 45% of respondents say company has provided above expectation when ordered for standard products.
- The majority 45% of respondents say they are satisfied with the overall product and service line.
- The majority of 50% say that they are satisfied with the quality of the product.
- The majority 55% of the respondents say they are satisfied with the installation of equipment.
- The majority 55% of them say they are satisfied with the packaging.
- The majority 60% of respondents are satisfied with our efforts to communicate the availability of new products.
- The majority 60% of the respondents say they are satisfied with the delivery of product and service.
- The majority 45% or the respondents say that they are neither satisfied nor dissatisfied with the accessibility of sales representative.
- The majority 40% of respondents are satisfied with the technical support given by the company.
- The majority 45% of respondents are neither satisfied nor dissatisfied with the customer support provided by the company.
- The majority 50% of respondents are satisfied with the way we conduct business.
- The majority 50% of respondents are satisfied with the company as a business partner.

5.2 SUGGESTIONS

- The company has to find its customer from other parts of Bangalore.
- The company must retain its old customers and must find new customers.
- The company must advertise its product through other sources.
- The company has to improve its quality.
- The company has to satisfy its customers by providing expected product and service.
- Sales representatives of the company must provide good support and must be available to respond to customers all the time.
- The company must follow up with the supplied products and must provide good technical support for their customers.
- The company has to improve its way of doing business with its customers.
- The company must provide good products to its old customers and must make new customers as their business partner.

5.3 CONCLUSION

The study was started so as to know whether the customers are satisfied with products and services of Kennametal.

The project has been done on the customer's satisfaction towards the products and services. The analysis was done based on the information collected in the form of questionnaire from the customers of Kennametal. This has been done in Kennametal branch, Bangalore.

The major part of the analysis is based upon the percentage analysis.

After a brief analysis few findings were derived. Based on findings the suggestions and the conclusion were made.

Thus, the report says that the product and services by the Kennametal was very useful and it was satisfying the majority of the customers using it. Moreover, many people are interested in doing business in the future. The report was very helpful for the Kennametal to know how and the suggestions of the customer in the services of Kennametal.

MBA Research project Questionnaire

Topic – A STUDY ON CUSTOMER SATISFACTION TOWARDS KENNAMETAL INDIA LIMITED

Hello, I am Shikshan Krishna S B pursuing MBA in Acharya Institute of Technology. I am conducting a survey on the above-mentioned Topic. This survey is conducted as my research project, which shall be submitted as part of fulfillment of the Master of Business Administration degree

Please try to answer all of the questions as honestly and accurately as possible. The findings from this survey is purely for academic purpose

The survey will take less than 15 minutes. Your participation is very much appreciated.

1. Name :
2. Gender :
3. Designation :
4. Work experience
 - a. 0-1 years
 - b. 1-3 years
 - c. 3-5 years
 - d. More than 5 years

1. Location of customer

- Bangalore south
- Bangalore north
- Bangalore east
- Bangalore west

2. For how long you are using the Kennametal products?

- 0-1 year
- 2-3 years
- 3-5 years
- 5 years and above

3. How do you come to know about Kennametal?

- Referral
- Advertisement
- Media
- other:

4. What made you to buy Kennametal products?

- Brand image
- Competitive price
- Good service
- Quality

5. How do you rate the ease of doing business with Kennametal?

- Very easy
- Easy
- Neither easy nor difficult
- Difficult
- Very difficult

6. How satisfied are you with the procedures for providing quotes (price)?

- Highly satisfied
- Satisfied
- Neither satisfied nor dissatisfied
- Dissatisfied
- Highly Dissatisfied

7. How do you rate availability of Kennametal products when ordered for standard products?

- Far above expectation
- Above expectation
- Meet expectation
- Below expectation
- Far below expectation

8. How satisfied are you with our overall product and service line?

- Highly satisfied
- Satisfied
- Neither satisfied nor dissatisfied
- Dissatisfied
- Highly Dissatisfied

9. How satisfied are you with the quality of the products?

- Highly satisfied
- Satisfied
- Neither satisfied nor dissatisfied
- Dissatisfied
- Highly Dissatisfied

10. How satisfied are you with the installation of the equipment?

- Highly satisfied
- Satisfied
- Neither satisfied nor dissatisfied
- Dissatisfied
- Highly Dissatisfied

11. How satisfied are you with the product packaging?

- Highly satisfied
- Satisfied
- Neither satisfied nor dissatisfied
- Dissatisfied
- Highly Dissatisfied

12. How satisfied are you with the efforts to communicate the availability of new products?

- Highly satisfied
- Satisfied
- Neither satisfied nor dissatisfied

- Dissatisfied
- Highly Dissatisfied

13. How satisfied are you with the delivery of the product and services?

- Highly satisfied
- Satisfied
- Neither satisfied nor dissatisfied
- Dissatisfied
- Highly Dissatisfied

14. How satisfied are you with the accessibility of sales representative?

- Highly satisfied
- Satisfied
- Neither satisfied nor dissatisfied
- Dissatisfied
- Highly Dissatisfied

15. How satisfied are you with the technical support provided by the company?

- Highly satisfied
- Satisfied
- Neither satisfied nor dissatisfied
- Dissatisfied
- Highly Dissatisfied

16. How satisfied are you with the level of customer support that company provide?

- Highly satisfied
- Satisfied
- Neither satisfied nor dissatisfied
- Dissatisfied
- Highly Dissatisfied

17. How satisfied are you with the way company conduct business?

- Highly satisfied
- Satisfied

- Neither satisfied nor dissatisfied
- Dissatisfied
- Highly Dissatisfied

18. How satisfied are you with the company as a business partner?

- Highly satisfied
- Satisfied
- Neither satisfied nor dissatisfied
- Dissatisfied
- Highly Dissatisfied

19. How satisfied are you with the after sales services given by the company?

- Highly satisfied
- Satisfied
- Neither satisfied nor dissatisfied
- Dissatisfied
- Highly Dissatisfied

BIBLIOGRAPHY

Websites:

<https://www.kennametal.com>

www.wikipedia.com

Books:

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

References:

- ZasimHussain, WaheedakbarBhatti & AznarJilani (2011):
A correct examination of after arrangements organization and purchaser reliability, conveyed in organization and exhibiting challenges for the data society, vo1.6, no.4,1in today's continually changing forceful condition, business can't survive unless they satisfied their customers.
- Paolo Gaiardelli & Nicola Saccani, LucreziaSongini (2007):
performance estimation of the after arrangements organization frameworks evidence from the auto business.
- Albert Caruana (2002):
association persistence the impacts of association quality and intervening some segment of client relentlessness
- James G. Maxham (2001):
investigate the effects that different levels of organization recovery have, on satisfaction, purchase objectives, and one's slant to spread positive verbal.
- D.GROSSIn CIO Magazine (Aug.1997)
After the plan... tells over the traverse recently years the procurement of parts and association to auto proprietors and leases has stretched out in vitality
- Dr N. Chandrasekaran The concentration moreover knows unmistakable displaying variables
- Lewis &Boom:
advantage quality is considered as a measure of how well the association passed on matches clients looks for on giving a predominant association then the client expect different levelled check confined time approach ought to be set up on making movement offer and things
- Oliver (1999)
"Satisfaction as the measurement of one or more variety of customer opinions including ratings of service quality

- Boulding et al (1993) [23]
perspective of customer satisfaction, which deals with the difference between transaction specific and cumulative customer satisfaction.
- Kotler and Armstrong (1993) [24]
stated that consumer/customer satisfaction is determined by the relationship between the customer's expectations and product's perceived performance.
- Fe and Ikova (2004) [26]
perception of the word "satisfaction" influences the activities, which a customer conduct to achieve it.
- Giese & Cote (2000) [27]
studied various literatures and indicated that customer satisfaction is a response (emotional or cognitive)
- Cote, Foxman and Bob (1989) [36]
satisfaction assessment may be a naturally occurring, internal response such as after consumption, or prior to repurchase
- Kristensen et al. (1999) [38]
states customer/customer satisfaction is an evaluative response of the product purchase and consumption experience resulting from a comparison of what was expected and what is received
- Terblanche & Boshoff (2001)
assessed the influence of certain factors on customer's level of satisfaction in their study
- Fornell et al (1996) [61]
has introduced the American Customer Satisfaction Index (ACSI), a new type of customer
- Turel and Serenko (2004)
studied validation of American Customer Satisfaction Model in mobile telecommunication sector and found that there is a positive association between perceived customer expectations
- Pothas et al (2001) [63] proposed an unconventional way of monitoring customer satisfaction based upon promoting the expressing of customer perceptions from the frame of reference of the customers
- Churchill, Jr. & Suprenant (1982) [64] investigated whether it was necessary to include disconfirmation as an intervening variable affecting satisfaction as was commonly argued, or whether the effect of disconfirmation was adequately captured by expectation and perceived performance
- Ching chow Yang (2003) [66] stated that customer satisfaction measurement highlights the strength and the area of improvement in the quality of product
- Woodside et al (1989) [67] found from the research study that customer judgment of service quality is positively associated with overall satisfaction with the service encounter



ACHARYA INSTITUTE OF TECHNOLOGY
DEPARTMENT OF MBA

INTERNSHIP WEEKLY REPORT (1AY16MBA73)

Name of the Student : Shikshan Krishna S B

Internal Guide : Prof. Suhas Patel






USN No : 1AY16MBA73

Specialization : HR and Marketing

Title of Project : A study on customer satisfaction towards Kennametal India Limited.

Company Name: Kennametal India Limited

Week	Work undertaken	External Guide Signature	Internal Guide Signature
15-01-2018 to 19-01-2018	Introduction about Kennametal and its operation		
22-01-2018 to 26-01-2018	Learning about different operations and Products by Kennametal		
29-01-2018 to 02-02-2018	Orientation and Gathering Information about the company		
05-02-2018 to 09-02-2018	Analysis of Market Position of the company		
12-02-2018 to 16-02-2018	Research problem Identification		

19-02-2018 to 23-02-2018	Preparation of the research instrument for data collection	Stephen	
26-02-2018 to 02-03-2018	Theoretical background of the study	Stephen	
05-03-2018 to 09-03-2018	Data collection and Data analysis	Stephen	
12-03-2018 to 16-03-2018	Interpretation of the data gathered during the survey	Stephen	
19-03-2018 to 23-03-2018	Final report preparation and submission	Stephen	



Company seal



College seal

Head of the Department
Department of MBA
Acharya Institute of Technology
Soldevanahlli, Bangalore-560 107