

PROJECT REPORT ON

**“A STUDY ON LEVERAGING CUSTOMER FEEDBACK AND MARKET
RESEARCH TO ENHANCE PRODUCT INNOVATION AND QUALITY OF
CAMPCO CHOCOLATE FACTORY”**

Submitted By

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Submitted To



VISVESVARAYA TECHNOLOGICAL UNIVERSITY BELGAVI

In partial fulfilment of the requirements for the award of the degree of

MASTER OF BUSINESS ADMINISTRATION

Under the guidance of

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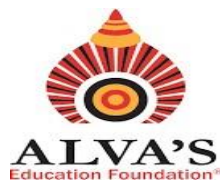
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ALVA'S INSTITUTE OF ENGINEERING & TECHNOLOGY

SHOBHAVANA CAMPUS MIJAR, MOODBIDRI

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**THE CENTRAL ARECANUT & COCOA MARKETING
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CERTIFICATE

This is to certify that, Ms.Prajna, Reg No: 4AL21BA057, IInd year MBA student of Alva's Institute of Engineering and Technology, Mijar, Moodbidre, has completed the Project work on the subject of "A Study on leveraging customer feedback and market research to enhance product innovation and quality of Campco Chocolate Factory", Puttur, during the period from 17.04.2023 to 27.05.2023 as a part of her curriculum. During this period her conduct and performance are found good. We wish her all the best for her future endeavors.

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Accredited by NAAC with A+ Grade and NBA (CSE & ECE)

Date: 01-09-2023

CERTIFICATE

This is to certify that PRAJNA bearing USN 4AL21BA057 is a bonafide student of Master of Business Administration course of the Institute in 2021-23, affiliated to Visvesvaraya Technological University, Belgaum. Project report on "A STUDY ON LEVERAGING CUSTOMER FEEDBACK AND MARKET RESEARCH TO ENHANCE PRODUCT INNOVATION AND QUALITY OF CAMPCO CHOCOLATE FACTORY" is prepared by her under the guidance of Mr. Johnson Fernandes, Assistant Professor, PG Department of Business Administration in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belgaum Karnataka.

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DECLARATION

I Prajna, hereby declare that the Project report entitled "A study on leveraging customer feedback and market research to enhance product innovation and quality of CAMPCO chocolate factory" prepared by me under the guidance of Mr. Johnson Fernandes, a faculty of M.B.A. department, AIET Mijar and external assistance by Mr. Radhesh Kundalpady HR Manager, CAMPCO chocolate Puttur. I also declare that this Project work is towards the partial fulfilment of the university Regulations for the award of the degree of Master of Business Administration by Visvesvaraya Technological University, Belagavi. I have undergone a summer project for a period of six 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: Mijar

Date: 4/09/2023


Signature of the student

ACKNOWLEDGEMENT

“A successful project can never be prepared by the single effort to whom the project is assigned, but it also demands the help and guardianship of some conversant person or group who helps in the undersigned actively or passively in the completion of successful project”

With regard to the Project report titled “A STUDY ON LEVERAGING CUSTOMER FEEDBACK AND MARKET RESEARCH TO ENHANCE PRODUCT INNOVATION AND QUALITY OF CAMPCO CHACOLATE FACTORY, PUTTUR” I would like to thank each and everyone who have helped me by offering their guidance and all the required help provided to me in the process of study.

It is my privilege to express my profound gratitude to Dr. Peter Fernandes, AIET, Moodbidri. And I express my deep sense of gratitude to my internal guide Mr. Johnson Fernandes Assistant Professor of MBA department, for constant support and encouragement to carry out my report successful without much difficulty.

I extend my sincere thanks to Mr. Radhesh Kundalpady, HR manager of CAMPCO chocolate factory and other staff of the company. I appreciate the patience and whole- hearted co-operation they have rendered out of their busy schedule.

Finally, I express my thanks to my family, friends and all the staff of MBA department, whose support and encouragement kept me keep going at times of need. Deepest thanks to you all. They are all indeed the reason for the successful completion of this report.

Thank you,

PRAJNA

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EXECUTIVE SUMMARY

“A STUDY ON LEVERAGING CUSTOMER FEEDBACK AND MARKET RESEARCH TO ENHANCE PRODUCT INNOVATION AND QUALITY OF CAMPCO CHOCOLATE FACTORY” is the name of the project. Marketing areca nut and cocoa products is very important to the chocolate manufacturer CAMPCO LTD. Through this study, the CAMPCO chocolate factory can acquire understanding into customer inclinations, anticipations, and requisites. This data can be utilized to enhance product excellence and conception, resulting in increased customer contentment and allegiance. By using market research, the company can identify emerging trends and new opportunities in the market, which helps them in developing new and innovative products. Customer feedback can also provide useful insights into product features, pricing and packaging that can improve the product’s appeal and competitiveness in the market. Campco chocolate factory’s market share and profitability can be increased by improving product innovation and quality. Higher customer satisfaction and loyalty can also lead to increased repeated business and word of mouth referrals also can help the company expand its customer base and revenue.

In an ever-evolving and competitive chocolate industry, Campco Chocolate Factory recognizes the paramount importance of continuous product innovation and quality enhancement to maintain its market leadership. This study delves into the significance of harnessing customer feedback and market research as invaluable tools in achieving these objectives.

In conclusion, leveraging customer feedback and market research is essential for Campco Chocolate Factory's sustained growth, product innovation, and quality enhancement. By embracing these insights and acting upon the recommendations, Campco Chocolate Factory is well-positioned to remain a frontrunner in the competitive chocolate industry, meeting the evolving needs and expectations of its valued customers.