

PROJECT REPORT ON
“A STUDY ON EFFECTIVE MARKETING STRATEGY AND ITS
IMPACT ON CUSTOMERS WITH REFERENCE TO AMANA
TOYOTA, WAYANAD”.

Submitted By

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4AL21BA005

Submitted To



VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAUM

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

MASTER OF BUSINESS ADMINISTRATION

Under the guidance of

INTERNAL GUIDE:

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ASSISTANT PROFESSOR

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MARKETING HEAD

AMANA TOYOTA, WAYANAD



P G DEPARTMENT OF BUSINESS ADMINISTRATION

ALVAS INSTITUTE OF ENGINEERING AND TECHNOLOGY

SHOBHAVANA CAMPUS, MIJAR, MOODBIDRI 2022-23



**AMANA TOYOTA
VPK MOTORS (P) LTD.**

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CERTIFICATE

This is to certify that **Mr. Anees V I**, (Reg No. 4AL21BA005) Fourth Semester MBA student of Alvas Institute of Engineering and Technology, Mijar, Moodbidri has successfully completed his project work on the topic "A Study on effective strategy and its impact on customers with reference to Amana Toyota" with us, VPK Motors Pvt. Limited, Amana Toyota (the authorised dealers of Toyota vehicles) for a period of 6 weeks.

During the period of his project work, we have found him hardworking, sincere and innovative in his approach. We wish him a bright future.

For AMANA TOYOTA,

for Shsh

Sajan.K

Manager (HRD & Admin.)



5th August, 2023

Wayanad



ALVA'S INSTITUTE OF ENGINEERING & TECHNOLOGY

(A Unit of Alva's Education Foundation @ Moodbidri)

Affiliated to Visvesvaraya Technological University, Belagavi

Approved by AICTE, New Delhi & Recognised by Government of Karnataka

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

Date: 01-09-2023

CERTIFICATE

This is to certify that ANEES V I bearing USN 4AL21BA005 is a bonafide student of Master of Business Administration course of the Institute in 2021-23, affiliated to Visvesvaraya Technological University, Belgaum. Project report titled "A STUDY ON EFFECTIVE MARKETING STRATEGY AND ITS IMPACT ON CUSTOMERS WITH REFERENCE TO AMANA TOYOTA, WAYANAD" is prepared by him under the guidance of Mr. Guruprasad Pai, 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, ANEES V I, hereby declare that the Project report entitled "A_STUDY ON EFFECTIVE MARKETING STRATEGY AND ITS IMPACT ON CUSTOMERS WITH REFERENCE TO AMANA TOYOTA, WAYANAD" prepared by me under the guidance of MR. GURU PRASAD PAI, faculty of MBA Department, ALVAS INSTITUTE OF ENGINEERING AND TECHNOLOGY, MIJAR, and external assistance by MR. VISHNU, MARKETING HEAD, AMANA TOYOTA, WAYANAD.

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 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: moodbidri

Signature of the Student:

Date: 05/09/2023



ACKNOWLEDGEMENT

I wish to express my sincere thanks to our respected Principal, Dr. Peter Fernandes and deep sense of gratitude to Mrs. Priya Sequeira, HOD Department of MBA, Alvas Institute of Engineering and Technology, Moodbidri for their kind support and encouragement in completion of the project Report.

I would like to thank Mr. Guruprasad Pai, Asst. Professor, Department of MBA, Alvas Institute of Engineering and Technology, and external guide Mr. Vishnu, Marketing Head of AMANA TOYOTA WAYANAD, who gave me golden opportunity to do this wonderful Project in the esteemed organization, which helped me to learn various concepts.

Finally, I express my sincere thanks to my Parents, Friends and all the Staff of MBA department of AIET for their valuable suggestions in completing this Project Report.

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EXICUTIVE SUMMMERY

Project is an exchange of knowledge and experience exchange between the students as well as the organization. The project helps students from deciding whether they want to stay in their current job path or change it. A project is a commitment to working for an organization for a set, limited period of time.

The project also aids in the creation of a network of contacts, the collecting of reference letters that may be included on a resume, and the addition of particular knowledge to a resume. Projects are commonly utilized as a technique to build capabilities while learning in a working background by applying theory in practice. We get to learn about various positions and duties that can be useful in the future while working on a project with an organization. As a result, this helps the interns to fulfil their responsibilities when still in graduation.

The fourth semester project, which lasted for six weeks, helped us to gain knowledge and experience about the corporate world.

The topic mentioned earlier enables us for understanding essential component of every organization and its importance of knowing how it affects customers. The introduction to the project is covered in the first chapter of this study. The first chapter is an overview of the industry, followed by a chapter on the company, which includes a background on the company's SWOT analysis and other general information about the company. The third chapter is based on an examination of the literature, followed by a chapter on the theoretical background, followed by a chapter on data analysis and the interpretation of respondents' collected data, and the final chapter provides information on the summary of findings and any necessary recommendations. An essential component of the VTU MBA curriculum is the project work Provide exposure to and knowledge about this industry.