

A PROJECT REPORT ON
“A STUDY ON CUSTOMER RETENTION STRATEGY,
WITH SPECIAL REFERENCE TO PYRAMID TIMBERS
ASSOCIATES PRIVATE LIMITED, MYSURU”

Submitted By

ARUN

(4AL21BA008)

Submitted To



VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI

In partial fulfilment of the requirements for the award of the degree of
MASTER OF BUSINESS ADMINISTRATION

Under the guidance of

Internal Guide

Mr. NEERAJ RAI

Assistant Professor

PG Department of Business

Administration

Alva's Institute of Engineering and
Technology, Mijar, Moodbidri

External Guide

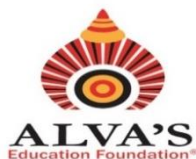
Mr. UNUS PASHA

HR MANAGER

PYRAMID TIMBER

ASSOCIATES PRIVATE

LIMITED, MYSURU.



PG Department of Business Administration

Alva's Institute of Engineering & Technology Shobhavana Campus, Mijar,
Moodbidri, D.K – 574225



PYRAMID TIMBER ASSOCIATE PVT. LTD, 193/2 & 194, HUNSUR ROAD, YELWALA, MYSURU
TEL: +91 82124 03284 / 85 FAX: 0821 2402662 E-mail: ptapl@yahoo.co.in | www.pyramidthimber.com

DATE:29 /05/2023

PROJECT COMPLETION CERTIFICATE

This is certified that **Mr ARUN** bearing **USN: 4AL21BA008**, studying his 4th semester MBA at Alva's institute of engineering and technology, post- Graduation studies mijar moodbidri . Has completed his project work on **"A study on customer retention strategy"** in our organization from 17/04/2023 to 29/05/2023

During the training his conduct and behaviour was found to be good

We take this opportunity to wish him good luck and success in all his future endeavours!

For pyramid timber associate pvt ltd


HR-Head





ALVA'S INSTITUTE OF ENGINEERING & TECHNOLOGY

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

Affiliated to Visvesvaraya Technological University, Belagavi

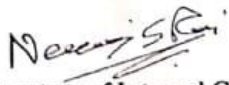
Approved by AICTE, New Delhi & Recognised by Government of Karnataka

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

Date: 01-09-2023

CERTIFICATE

This is to certify that **ARUN** bearing **USN 4AL21BA008** 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 CUSTOMER RETENTION STRATEGY WITH SPECIAL REFERENCE TO M/S PYRAMID TIMBER ASSOCITES, MYSURU"** is prepared by him under the guidance of **Mr. Neeraj S Rai**, Senior 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.


Signature of Internal Guide


Mrs. Priya Sequeira

DEAN
Dept. of Business Administration
Alva's Institute of Engg. & Technology
MIJAR - 574 225


Signature of Principal
PRINCIPAL
Alva's Institute of Engg. & Technology,
Mijar, MOODBIDRI - 574 225, D.K

DECLARATION

I, Anun, hereby declare that the Project report entitled "A STUDY ON CUSTOMER RETENTION STRATEGY" with reference to "PYRAMID TIMBER ASSOCIATES PRIVATE LIMITED", Mysuru prepared by me under the guidance of Mr. NEERAJ RAI, assistant professor, PG Department of Business Administration, Alvas Institution of Engineering and Technology, Mijar and external assistance by Mr. Unus Pasha, HR Manager, pyramid timber associates private limited. 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: Mijar

Date: 4/09/2023



Signature of the Student

ACKNOWLEDGEMENT

Preparing this project report has been a wonderful experience all together without the assistance of certain special people it would be impossible for me to present this project in its current format. To thank them all individually would be a pleasant task but an Endeavour that would fall short of its mark even with the best intentions however I would like to acknowledge a few key people who have been instrumental in my preparation of this project report.

Firstly, I express my heartfelt thanks to the Visvesvaraya Technological University for including project work as a compulsory paper for MBA students that made me get a best knowledge and it will help me for my better future.

I would like to express my sincere thanks to principal **DR. PETER FERNANDEZ**, AIET, Moodbidri, and I express my deep sense of gratitude to **Mrs. Priya Sequeira**, HOD and also to my internal guide **Mr. Neeraj Rai** assistant professor PG Department of Business Administration, Alva's Institution of Engineering and Technology, Mijar for his constant support and encouragement to carry out my project successful without much difficulty.

I am also greatly indebted to external guide **Mr. Unus Pasha**, HR Manager, Pyramid timber associated Private limited for providing me all the necessary help and requirement guidance for the completion of my project and also for the valuable time that he gave me from his schedule.

Table of content

SL. No	content	Page Number
Executive summary		
Chapter-1	INTRODUCTION	
	Industry profile and company profile	1-6
	Product structure	7-10
	Future growth and prospects	11
	SWOT Analysis	12-13
Chapter-2	CONCEPTUAL BACKGROUND AND LITERATURE REVIEW	
	Theoretical background of the study	14-16
	Literature review	17-21
Chapter-3	RESEARCH DESIGN	
	Statement of the problem	23
	Need for the study	24
	Objectives of the study	25
	Hypothesis	25
	Limitation	25
Chapter-4	ANALYSIS AND INTERPRETATION	23-29
Chapter-5	FINDINGS, CONCLUSION AND SUGGESTIONS	26-33
	Summary of findings	35-36
	Conclusion and suggestion	37-38
	Bibliography	39-40
	Annexure	
	Financial Statement	41-43
	Questionnaire	44-47

List of tables and graphs

Table No	Description	Page No
1.1	TABLE REPRESENT THE COMPANY EXECUTIVES	6-7
4.1	TABLE REGARDING GENDER POSITION	24
4.2	TABLE REGARDING AGE POSITIONS	25
4.3	TABLE REGARDING REPRESENTATIVE RESPONSE QUALIFICATION	25
4.4	TABLE REGARDING DESCRIPTIVE STATISTICS (MEAN, MODE)	26
4.5	TABLE REGARDING DESCRIPTIVE STATISTICS (MEAN, SD)	27
4.6	TABLE REGARDING CHI-SQUARE-TEST	28-29

EXECUTIVE SUMMARY

This study titled “**A STUDY ON CUSTOMER RETENTION STRATEGY, WITH SPECIAL REFERENCE TO PYRAMID TIMBERS ASSOCIATES PRIVATE LIMITED, MYSURU**” in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belagavi, Karnataka.

Customer retention encompasses the strategies and efforts undertaken by companies and organizations to minimize customer defection. It signifies a product's or organization's ability to keep customers engaged over a specific duration.

Achieving high customer retention equates to substantial business growth and increased turnover. The process of customer retention commences with the initial interaction between the customer and the company, extending throughout the company's existence. Successfully retaining customers is a time-intensive endeavor.

A company's capacity to attract and retain new customers relies not only on product attributes but also on the quality of service provided to customers. In essence, robust customer retention translates to elevated profits and a soaring growth rate, while poor customer retention results in sluggish growth and diminished profitability.

A successful customer retention strategy encompasses various elements, including brand image, customer loyalty, shareholder value, customer service, and the overall customer experience.

