

A PROJECT REPORT ON
“A STUDY ON EFFECTIVE MARKETING STRATEGY AND ITS IMPACT ON
CUSTOMER SATISFACTION WITH REFERENCE TO JODO.PVT.LTD,
BANGALORE”

Submitted By

CHANDRIKA N

4AL21BA021

Submitted To



VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI

Impartial fulfilment of the requirements for the award of the degree of

MASTER OF BUSINESS ADMINISTRATION

Under the guidance of

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External Guide

Miss. Shilajani

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JODO.PVT.LTD

BANGALORE



PG DEPARTMENT OF BUSINESS ADMINISTRATION
ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY,
MIJAR, MOODBIDRI

2023



Date: 22-May-2023

Internship Certificate

This is to certify that **Mr./Ms. Chandrika N** a student of Alva's Institute of Engineering and Technology has completed her/his project in the field of "A Study on Effective Marketing Strategy And Its Impact On Customer Satisfaction" from 18-Apr-23 to 29-May-23 under the guidance of Mr. Atulya Bhat.

During his/ her tenure with us, he/ she had been exposed to different processes and was found diligent, hardworking, and inquisitive.

We wish him/ her every success in his/ her life and career.

Warm Regards,

A handwritten signature in blue ink, appearing to read 'Harsimran Ahuja', with a stylized flourish at the end.

Harsimran Ahuja
General Manager – Talent





ALVA'S INSTITUTE OF ENGINEERING & TECHNOLOGY

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

Affiliated to Visvesvaraya Technological University, Belagavi

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

Date: 01-09-2023

CERTIFICATE

This is to certify that **CHANDRIKA N** bearing **USN 4AL21BA021** 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 EFFECTIVE MARKETING STRATEGY AND ITS IMPACT ON CUSTOMER SATISFACTION WITH REFERENCE TO JODO.PVT.LTD, BANGALORE**" is prepared by her 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.

Signature of Internal Guide

Mrs. Priya Sequeira

Signature of Principal

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DECLARATION

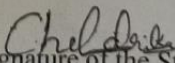
I CHANDRIKA N bearing (USN 4AL21BA021) hereby declare that the Project report on **"A STUDY ON EFFECTIVE MARKETING STRATEGY AND ITS IMPACT ON CUSTOMER SATISFACTION WITH REFERENCE TO JODO.PVT.LTD"** has been prepared by me under the guidance of Mr Guruprasad pai, Assistant Professor, PG Department of Business Administration, Alva's Institute of Engineering and Technology, Mijar, Moodbidri and external assistance by Miss. Shilajani, Marketing department, JODO.PVT.LTD.

I also declare that this project work is towards the partial fulfilment of the university regulation for the award of degree of Master of business administration by VTU Belgaum, Karnataka.

I have undergone a summer project for a period of 45 days. 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 from any other University/Institution.

Date:

Place:


Signature of the Student

ACKNOWLEDGEMENT

I am glad to take this opportunity to thank all those who have supported me, directly and indirectly for the completion of this project.

I like to convey my deep sense of gratitude to my internal guide Mr. Guruprasad pai, Assistant Professor, PG department of business administration, having guided me on every aspects right from the beginning of the project report.

I am thankful to Miss. Shilanjani, Marketing department of JODO.PVT.LTD, who has permitted me to do this project work and facilitated me throughout the study with her valuable suggestions inspite of her extremely busy schedule.

My heart felt gratitude to Mrs. Priya Sequira, HOD, PG Department of Business Administration, Alva's Institute of Engineering and Technology, Mijar for providing me an opportunity to complete the study.

I express my gratitude to all my lecturers for their valuable guidance, support and help during my project.

I am extremely thankful to my family for giving such beautiful feedback during this project, special thanks to my friends who had supported me to complete this project.

Thank you

Chandrika N

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EXECUTIVE SUMMARY

The project report on “**A STUDY ON EFFECTIVE MARKETING STRATEGY AND ITS IMPACT ON CUSTOMER SATISFACTION WITH REFERENCE TO JODO.PVT.LTD**” is submitted in fractional implementation of the requirements for the award of Master of Business Administration (MBA). This project includes industry profile, company profile, statement of the problem, objectives of the project, methodology, analysis and interpretation, findings, suggestion and conclusion.

Marketing strategy and customer satisfaction is an important aspect of company and management. The increasing research in this field and deliberate study on the subject contributed to its conceptualization and meaning which helped to develop a comprehensive outlook of customer satisfaction as an important concept in management.

The study gives the opportunity to identify the present customer satisfaction and how to improve the relationship with customers, look into the factors affecting marketing strategy.

This report is divided into five chapters. First chapter is about introduction, industry profile and company profile in which internship has done. Second chapter shows conceptual background and literature review of the topic studied. Third chapter is about research design which contains statement of the problem, need for the study, objectives, scope of the study, research methodology, hypothesis and limitations of the study. Fourth chapter is about analysis and interpretation of the data which is collected by the people through the questionnaire by using tables and graphs. Fifth chapter is about findings, conclusion and suggestions based on the study.

To collect the data for the study, primary data is gathered through circulating questionnaire to 88 random JODO Customers of the organization and secondary data is collected through company websites and internet and books.

Then it contains bibliography which is about the various journals I have studied and the questionnaire.