

**" A study on customer expectations and satisfaction
level towards power point batteries in Moodabidri "**

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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ALVA'S INSTITUTE OF ENGINEERING & TECHNOLOGY

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POWER POINTTM

BATTERY INDUSTRIES

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visit at : www.powerpointbatteries.com
GSTIN : 29AFGPV0692A1ZC

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
Date. :

CERTIFICATE

To whomsoever it may concern

This is to certify that Mr.Kiran Kumar (USN NO:4AL21BA039) MBA , Alvas Institute of Engineering & Technology Mijar Moodbidri Undergone Project Work in our Organization-POWERPOINT BATTERY INDUSTRIES in the Topic "A Study on customer Expectations and satisfaction level towards PowerPoint Batteries in Moodbidri" for the Period from 17.04.2023 to 28.05.2023 & had successfully completed.

During the period he was found to be sincere & hard working. We wish him all the best for his future endeavors.

For Powerpoint Batteries

Proprietor

Branches

- Moodbidri
- Karkala
- Uppinangady
- Puttur

- Hebri
- Udupi
- Surathkal

- Dharwad
- Mangaluru
- Kalasa
- Kaup



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 **KIRAN KUMAR** bearing USN 4AL21BA039 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 CUSTOMER EXPECTATIONS AND SATISFACTION LEVEL TOWARDS POWER POINT BATTERIES IN MOODBIDRI" 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.

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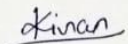
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Declaration

I, KIRAN KUMAR, hereby declare that the Project report entitled "A study on customer expectations and satisfaction level towards power point batteries in moodbidri" with reference to — power point batteries in moodbidri prepared by me under the guidance of Neeraj Rai, faculty of M.B.A Department, ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY and external assistance by Mr. Sathyanarayana Kamath Accounts Manager power point batteries in moodbidri. I also declare that this Project work is towards the partial fulfillment 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 Twelve 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: 4/9/23


Signature of the Student:

ACKNOWLEDGEMENT

I wish to convey my deep sense of gratitude to my internal guide NEERAJ RAI, Assistant Professor, P G Department of Business Administration, for having guided me on every aspect right from the beginning of the project report.

I am Thankful to Mr. Sathyanarayana Kamath, Accounts Manager of PowerPoint Batteries, Moodabidri for granting me the opportunity to take up this project and for giving resources and information about the organization which is very crucial to study and prepare the project report.

I sincerely thank Mrs. Priya Sequeira, Head, PG Department of Business Administration for all her support and encouragement to do a meaningful study.

My thanks to Dr. Peter Fernandez, Principal of Alva's Institute of Engineering and Technology for his whole-hearted support in all our endeavours.

I express my genuine thanks to all the teaching faculties and the support staff of the PG department of Business Administration, Alva's Institute of Engineering and Technology, Mijar, Moodabidri.

I express my deepest thanks to my parents and family members for their active role in my professional development without which my higher studies would have been just a dream.

Finally, I thank my friends for their valuable suggestions offered to me to complete this study Successfully.

KIRAN KUMAR

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EXECUTIVE SUMMARY

As a part of curriculum course of Master of Business Administration Alva's Institute of Engineering and Technology, I had required to undertake a research project in fourth semester. It enables me to know the realities of the business and application of theoretical knowledge in practical. A secondary research study was undertaken to understand the company and product segment.

Sincere efforts have been done to analyse the receivable management, to achieve the objectives of the study and find out the present position of the PowerPoint batteries. Efforts have been done, to suggest the management some of the facts with the outcome of the findings.

In the 1st chapter you will find the details about the industry and company profile of POWER POINT batteries, vision, mission, and SWOT analysis of the company.

In the chapter 2 you will find details about conceptual background of the study and literature review.

The 3rd chapter will explain about Statement of the problem, Need for the study, Objectives, Scope of the study, Research methodology, Hypotheses, Limitations, Chapter scheme.

In the 4th chapter you will find analysis and graphical representations on the data collected from the sample population choose from the company.

Chapter 5 is about the findings, suggestions, and conclusion of the project.

In the end bibliography and annexure are attached relating to the project.