

A PROJECT REPORT ON
A STUDY ON CUSTOMER PERCEPTION TOWARDS MRF TYRES, WITH
SPECIAL REFERENCE TO MARATHAHALLI BRANCH, BANGALORE

Submitted by

Mr. SHASHANK A S

4AL21BA070



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

Mrs. Priya sequiera

Head of department

EXTERNAL GUIDE

Mr. Ashok

Marketing Manager



PG DEPARTMENT OF BUSINESS ADMINISTRATION
ALVA'S INSTITUTE OF ENGINEERING & TECHNOLOGY
SHOBHAVANA CAMPUSMIJAR, MOODBIDRI.

April 2022 - 2023



MRF

MRF Limited, P.B. No. 2, Vadavathoor P.Q. Kottayam-686 010.

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29.08.2023

CERTIFICATE

This is to certify that Mr. Shashank A S, Student of MBA IV Semester (Reg. No.4AL21BA070), Alva's Institute of Engineering & Technology Shobhavana Campus, Mijar, Moodbidri, has successfully completed his training from 12.05.2023 to 24.06.2023 in our organization on the topic of "A study on Customer perception with special reference to MRF Tyres." as a partial fulfillment of MBA Course as prescribed by the Visvesvaraya Technology University, Belagavi.

We further certify that his conduct during the training period was satisfactory.

We wish his success for all his future endeavor.

For MRF Limited

MARKETING MANAGER



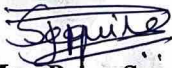
Registered Office : No. 114 Greams Road, Chennai – 600 006

Website: www.mrftyers.com

Date: 01-09-2023

CERTIFICATE

This is to certify that **SHASHANK A S** bearing **USN 4AL21BA070** 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 PERCEPTION TOWARDS MRF TYRES WITH REFERENCE TO MARTHAHALLI BRANCH BANGALORE**" is prepared by him under the guidance of **Mrs. Priya Sequeira**, 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.



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, Shashank A S, hereby declare that the Project report entitled "Study on Customer perception towards MRF Tyres" with reference to Marathahalli branch Bangalore prepared by me under the guidance of Priya sequiera, faculty of M.B.A Department, Alva's institute of engineering and technology, Mijar and external assistance by Ashok, Marketing manager at MRF showroom.

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: 1/09/2023

Shashank

SIGNATURE OF STUDENT

ACKNOWLEDGEMENT

I am truly grateful to my external guide Ashok, Marketing manager in MRF Tyres Marathahalli and my internal project Guide, Prof Priya Sequeira, for their project guidance, encouragement, and opportunities provided.

I wish to thank all the respondents who spent their valuable time in discussing with me and giving valuable data by filling up the questionnaire. I deem it a privilege to thank our Principal, Peter Fernandes, for having given me the opportunity to do the project, which has been a very valuable learning experience.

My sincere and heartfelt thanks to all my faculties at the Department of MBA, Alva's Institute of Engineering and Technology for their valuable support and guidance. Last, but not least, I want to express my deep appreciation to my parents for their unstinted support.

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EXECUTIVE SUMMARY

This study is conducted on “A STUDY ON CUSTOMER PERCEPTION TOWARDS MRF TYRES WITH SPECIAL REFERENCE TO MRF TYRES, Marathahalli Bangalore”. This project report provides general information about customer perception towards MRF Tyres.

The study was conducted for the period of 6 weeks. The main objective of this study is to understand the customer perception about MRF tyres.

In the 1st chapter you will find the details about the industry and company profile of MRF Tyres, 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 annexures are attached relating to the project.