

PROJECT REPORT ON
"A STUDY ON QUALITY OF SERVICE AND CUSTOMER
SATISFACTION WITH REFERENCE TO OKINAWA TWO
WHEELERS – PAVOORCHATRAM, TAMIL NADU"

Submitted by

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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

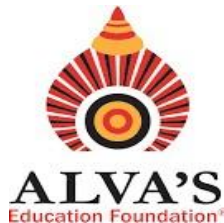
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SUB: Project completion letter

This is to certify that **Mr. SUBBURAJ N.** bearing **USN: 4AL21BA092**, MBA, student of **ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY, MOODBIDRI** has Successfully completed his project with reference to **OKINAWA TWO WHEELERS** on the topic of " **A STUDY ON QUALITY OF SERVICE AND CUSTOMER SATISFACTION WITH REFERENCE TO OKINAWA TWO WHEELERS – PAVOORCHATRAM, TAMIL NADU** " from 13/04/2023 to 27/05/2023. During this tenure, all necessary details were provided from our side for the project.

We wish him the very best in all future endeavors.

Thank you.

For AJJ Electric Scooters (Okinawa Scooters)


Authorized Signature



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 **SUBBURAJ N** bearing **USN 4AL21BA092** 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 QUALITY OF SERVICE AND CUSTOMER SATISFACTION WITH REFERENCE TO OKINAWA TWO WHEELERS-PAVOORCHATRAM, TAMIL NADU"** 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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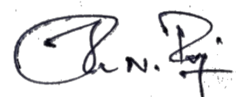
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DECLARATION

I, SUBBURAJ N, hereby declare that the Project report entitled " **A study on quality of service and customer satisfaction with reference to Okinawa two wheelers**" Is prepared by me under the guidance of MR. GURUPRASAD PAI assistant professor, PG Department of Business Administration, Alva's Institute of Engineering and Technology. I also declare that this Project work is towards the partial fulfilment of the university Regulations for the award of the 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



Signature of the Student

Date: 06/09/2023

4AL21BA092

ACKNOWLEDGEMENT

I wish to convey my gratitude to my internal guide Mr. GURUPRASAD PAI, Assistant Professor, P G Department of Business Administration, for having guided me on every aspect right from the beginning of the project report. For giving resources and information about the topic which is very crucial to study and preparing the project report.

My thanks to Dr. Peter Fernandes, Principal of Alva's Institute of Engineering and Technology for his wholehearted 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, Moodbidri.

I express my deepest gratitude 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.

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EXECUTIVE SUMMARY

The Project work “A study on quality of service and customer satisfaction with reference to Okinawa two wheelers”, as required by the Alva’s Institute of Engineering & Technology, PG Department of Business Administration, Visvesvaraya Technological University, Belagavi.

Objectives of the study:

- To realize the relationship between the cost, speed, riding range, battery life, maintenance cost, after sales support, reliability, running cost and customer satisfaction to the Okinawa Electric bike.
- To study about the factors which are influencing the customer satisfaction towards Okinawa Electric bike

This report is divided into five chapters. The first chapter is about the Introduction and company Profile of Okinawa Autotech. The second chapter shows the Conceptual background and Literature review of the topic studied. The third chapter is about Research design which contains a statement of the problem, need for the study, objectives, scope of the study, research methodology, hypotheses, and limitations of the study. The fourth chapter is about the analysis and interpretation of the data which is collected from Okinawa electric vehicle users through questionnaires using tables. The fifth chapter is about findings, conclusions, and suggestions based on the study. Then it contains a bibliography which is about the various websites used to collect the literature reviews and secondary data for the project. Annexure contains the questionnaire.