

**Project Report on**  
**“A Study on Customer Satisfaction Towards Service Provided by Bhavani Agro Eng.  
Services Swaraj Tractor Company” Vijayapura**

**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**

**INTERNAL GUIDE**

**Mrs. Priya Sequeira**  
**HOD**

**EXTERNAL GUIDE**

**Mr. Baburav T. Tarase**  
**Dealer**



**Department of MBA**

**ALVAS INSTITUTE OF ENGINEERING & TECHNOLOGY**

**SHOBHAVANA CAMPUS, MIJAR, MOODBIDRI.**



# M/s. BHAVANI AGRO ENGG. SERVICES

DEALERS FOR: SWARAJ TRACTORS & IMPLEMENTS

Near Railway Bridge, Sindagi Road,  
VIJAYAPUR-586104. (Karnataka) INDIA

|| Shri Bhavani Prasanna ||



## SWARAJ

Cell: 9449823439

9448124439

Ref. No.

Date: \_\_\_\_\_

14.08.2023

### TO WHOM SO IT MAY CONCERN

This is to certify that Mr. SWAMI G.S a student of Master of Business (MBA) "ALAVA'S INSTITUTE OF ENGINEERING & TECHNOLOGY" Moodbidari DK, has completed his project work on "A STUDY ON CUSTOMER SATISFACTION TOWARDS SERVICE" Provided by our organization M/s. Bhavani Agro Engg. Services, Swaraj Tractor dealer for Vijayapur district, to customers.

During his internship, he was placed under marketing function. He has worked on project given to him for six week. The marketing project name as "A STUDY ON CUSTOMER SATISFACTION TOWARDS SERVICE"

We wish him all the best to his future endeavors.



For, Bhavani Agro Engg. Service

*[Signature]*  
Partner

For Bhavani Agro Engg. Services

TIN No. : 29910042919

GSTIN : 29AABFB2770R1ZY

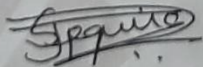
Authorised Dealers: **SWARAJ** TRACTORS, SALES, SERVICE & SPARES

722FE - 724FE - 724 ORCH - 834FE - 735 - 843XM - 744FE - 855FE - 960FE - 963FE

Date: 01-09-2023

## CERTIFICATE

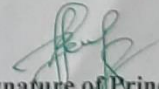
This is to certify that **SWAMI G S** bearing **USN 4AL21BA096** is a bonafide student of Master of Business Administration course of the Institute in 2021-23, affiliated to Visvesvaraya Technological University, Belgaum. Project report titled **"A STUDY ON CUSTOMER SATISFACTION TOWARDS SERVICE PROVIDED BY BHAVANI AGRO ENG SERVICES SWARAJ TRACTOR VIJAYAPURA"** 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  
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MIJAR - 574 225



**Signature of Principal**

PRINCIPAL

Alva's Institute of Engg. & Technology,  
MIJAR, MOODBIDRI - 574 225, D.K



### DECLARATION


I, SWAMI G. S., hereby declare that the Project report entitled "A Study on Customer Satisfaction Towards Service Provided by Bhavani Agro Eng. Services Swaraj Tractor Company" prepared by me under the guidance of Priya Sequeira, HOD, Sr. Assistant Professor, M.B.A Department, Alva's Institute of Engineering and Technology, Mijar and external assistance by Baburav T. Tarase, dealer at Bhavani Argo Eng. Swaraj tractor Services Vijayapura.

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, Belagavi.

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: -VIJAYAPURA

DATE: -01/09/2023

  
SIGNATURE

## ACKNOWLEDGEMENT

I am truly grateful to my external guide **Baburav T. Tarase**, Dealer at, **Bhavani Agro Eng. Services Swaraj Tractor Company.**, and my internal project Guide, **Prof. Priya Sequeira**, for their project guidance, encouragement, and opportunities provided.

I wish to thank all the respondents from the firms 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.

PLACE: - MIJAR

SIGNATURE

DATE: -

## TABLE OF CONTENT

SL. No	Content	Page Number
	<b>Executive summary</b>	
<b>Chapter-1</b>	<b>INTRODUCTION</b>	<b>1-13</b>
	Industry profile and company profile	
	Infrastructure facilities	
	Competitor's Information	
	SWOT Analysis	
	Future growth and prospects	
	Financial statement	
	Chapter Scheme	
<b>Chapter-2</b>	<b>CONCEPTUAL BACKGROUND AND LITERATURE REVIE</b>	<b>14-24</b>
	Theoretical background of the study	
	Literature review	
<b>Chapter-3</b>	<b>RESEARCH DESIGN</b>	<b>25-30</b>
	Statement of the problem	
	Need for the study	
	Objectives	
	Scope of the study	
	Research methodology	
	Hypotheses	
	Limitation	
<b>Chapter-4</b>	<b>ANALYSIS AND INTERPRETATION</b>	<b>31-49</b>
<b>Chapter-5</b>	<b>FINDINGS, CONCLUSION/ RECOMMENDATION</b>	<b>50-54</b>
	Findings	
	Suggestion and Recommendation	
	Conclusion	
	<b>Bibliography</b>	<b>55-58</b>
	<b>Annexure</b>	<b>59-61</b>

## **LIST OF TABLES**

<b>TABLE NO</b>	<b>TABLE</b>	<b>PAGE NO</b>
1	Balance sheet	
2	Ratio Analysis	
3.1	Hypothesis, Observed Frequency	30-32
4.1	Table show that age group classification of customer	33
4.2	Table shows that occupation of the respondents	33
4.3	Table shows that annual income of respondents	34
4.4	Table shows that swaraj tractor superior than other brands	35
4.5	Table shows that influenced of decision to purchase a swaraj tractor	35
4.6	Table shows that factor considers when choosing a tractor	36
4.7	Table shows that satisfaction of overall quality of swaraj tractors product	37
4.8	Table shows that often experienced any issues with swaraj tractor	38
4.9	Table shows that satisfaction with the design of swaraj tractor	38
4.10	Table shows that satisfaction with pricing of swaraj tractor product	39
4.11	Table shows that satisfaction with the performance of swaraj tractor product	40
4.12	Table shows that the how satisfied with the post-sale service	41
4.13	Table shows that satisfaction with the response time of swaraj tractor customer service	42
4.14	Table shows that satisfaction with the availability of swaraj tractors spare parts	42
4.15	Table shows that the satisfaction with the delivery timing and installation procedure of spare parts for swaraj tractor	43
4.16	Table shows the how likely recommend swaraj tractor products to others	44
4.17	Table shows that the satisfaction with the safety features of swaraj tractors product	45
4.18	Table shows that satisfaction level with the fuel efficiency of swaraj tractors product	45
4.19	Table shows that the whether dealers charges for only real faults	46
4.20	Table shows that whether receive any information of service due date from showroom	47
4.21	Table shows that were tractor all spare parts available in showroom time of service	47
4.22	Table shows that satisfaction level of time taken for the repairing by the services of dealers	48
4.23	Table shows that price of swaraj genuine spare & lubricants in the market v/s swaraj dealership	49
4.24	Table shows that the prices charges for repair	50
4.25	Table shows that type of improvements customers wants to suggest after sales services	50

## LIST OF GRAPHS

<b>TABLE NO</b>	<b>TABLE</b>	<b>PAGE NO</b>
3.1	Graph showing Observed Frequency	30
4.1	Graph show that age group classification of customer	33
4.2	Graph shows that occupation of the respondents	34
4.3	Graph shows that annual income of respondents	34
4.4	Graph shows that swaraj tractor superior than other brands	35
4.5	Graph shows that influenced of decision to purchase a swaraj tractor	36
4.6	Graph shows that factor considers when choosing a tractor	36
4.7	Graph shows that satisfaction of overall quality of swaraj tractors product	37
4.8	Graph shows that often experienced any issues with swaraj tractor	38
4.9	Graph shows that satisfaction with the design of swaraj tractor	39
4.10	Graph shows that satisfaction with pricing of swaraj tractor product	40
4.11	Graph shows that satisfaction with the performance of swaraj tractor product	40
4.12	Graph shows that the how satisfied with the post-sale service	41
4.13	Graph shows that satisfaction with the response time of swaraj tractor customer service	42
4.14	Graph shows that satisfaction with the availability of swaraj tractors spare parts	43
4.15	Graph shows that the satisfaction with the delivery timing and installation procedure of spare parts for swaraj tractor	43
4.16	Graph shows the how likely recommend swaraj tractor products to others	44
4.17	Graph shows that the satisfaction with the safety features of swaraj tractors product	45
4.18	Graph shows that satisfaction level with the fuel efficiency of swaraj tractors product	46
4.19	Graph shows that the whether dealers charges for only real faults	46
4.20	Graph shows that whether receive any information of service due date from showroom	47
4.21	Graph shows that were tractor all spare parts available in showroom time of service	48
4.22	Graph shows that satisfaction level of time taken for the repairing by the services of dealers	48
4.23	Graph shows that price of swaraj genuine spare & lubricants in the market v/s swaraj dealership	49
4.24	Table shows that the prices charges for repair	50
4.25	Table shows that type of improvements customers wants to suggest after sales services	51



## **EXECUTIVE SUMMARY**

This study focuses on evaluating customer satisfaction regarding the services provided by Bhavani Argo Eng. Services, an authorized distributor of Swaraj tractor products. The research aims to understand customers' viewpoints, preferences, and experiences related to various aspects of the distributor's services. Both product quality and service excellence are essential in all industries, including the Swaraj tractor sector. They contribute to enhancing economic conditions for employees, industries, farmers, and the overall country. The primary objective of this project is to assess customer satisfaction with Swaraj tractor products and services, as well as to gauge brand awareness of Swaraj tractors in Vijayapura district.

The process of data collection encompassed both primary and secondary methodologies. Primary data was occupied over observations, personal interviews, and questionnaires. Secondary data was originated from websites, reference books, and magazines. Using random sampling, a sample size of 100 respondents was nominated for the market survey conducted within Vijayapura city.

The study demonstrates that customers have primarily drawn to purchasing Swaraj tractors due to their superior performance, advanced technology, appealing design, competitive pricing, quality, and strong brand reputation. These tractors are designed to cater to the needs of farmers, construction businesses, and other applications. Swaraj tractors play a pivotal role in enhancing the rural economy, contributing positively to the financial well-being of families.