

**"EXPLORING DEALERS SATISFACTION - A STUDY
WITH REFERENCE TO JSW STEEL'S VIJAYANAGAR
PLANT, BALLARI, KARNATAKA"**

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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TO WHOMSOEVER IT MAY CONCERN

This is to certify that Mr Tejendrapratap V Chawan, MBA Finance Marketing student of Alva's Institute of Engineering and Technology, has successfully completed his internship/project work in our organization from 19/04/2023 to 03/06/2023

He took keen interest in the work assigned to him. His conduct and behaviour was found good.

We wish him success in all his future endeavours.

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This is to certify that **TEJENDRAPRATAP V CHAWAN** bearing USN 4AL21BA100 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 "**EXPLORING DEALERS SATISFACTION-A STUDY WITH REFERENCE TO JSW STEEL'S VIJAYANAGAR PLANT, BALLARI, KARNATAKA**" 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.



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DECLARATION

I, Tejendrapratap V Chawan hereby declare that the Project report entitled "Exploring dealers satisfaction - A study with reference to jsw steel's Vijayanagar plant, Ballari, Karnataka “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 Roshan Lal CSD Marketing at jsw steels Vijayanagar Plant .

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.

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ACKNOWLEDGEMENT

I am truly grateful to my external guide Roshan Lal, CSD Marketing in, jsww steels Vijayanagar plant Ballari and my internal project Guide, Prof Priya Sequiera, 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 Fernandez, for giving me the opportunity to do the project, which has been a very valuable learning experience.

I extend my genuine and deep appreciation to the entire faculty members at the MBA Department of Alva's Institute of Engineering and Technology for their invaluable assistance and direction last, but not least, I want to express my deep appreciation to my parents for their unstinted support

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Executive Summary:

The study titled "Exploring Dealers Satisfaction - A Study with Reference to JSW Steel's Vijayanagar Plant, Ballari, and Karnataka" is a comprehensive examination of the satisfaction levels of dealers associated with JSW Steel's Vijayanagar Plant. This research endeavour is driven by the paramount importance of dealer satisfaction in the competitive steel industry, where partnerships with dealers are integral to market success.

The study begins by outlining the background and context of JSW Steel's Vijayanagar Plant, emphasizing its significance in the steel manufacturing landscape. The main objective is to analyse and understand the factors influencing dealer satisfaction within this context.

To achieve this, a mixed-methods approach was employed, combining surveys, interviews, and data analysis. The research identified key determinants of dealer satisfaction, including product quality, supply chain efficiency, communication, and after-sales support. These findings were corroborated through in-depth interviews with select dealers.

One of the notable findings is that dealers value not only the quality of JSW Steel's products but also the company's commitment to sustainable and environmentally responsible practices, which aligns with their own values and market positioning.

The study concludes by providing actionable recommendations for JSW Steel to enhance dealer satisfaction, thereby strengthening its dealer network and market presence. These recommendations include continuous quality improvement, streamlined communication channels, and dedicated after-sales support teams.