

**PROJECT REPORT ON**  
**“IMPACT OF PROMOTIONAL FINANCING ON SALES GROWTH AND**  
**PROFITABILITY IN YAMAHA SHOWROOM MANGALORE”**

**Submitted By**

**KRITHIK K M**

**4AL22BA038**

**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**

**Mrs. Princy P F**

**Assistant Professor**

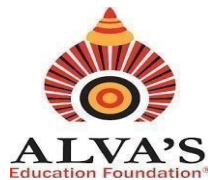
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**MAY-2024**



## MOTO WORLD

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Ref:

Date: 06.06.2024

### CERTIFICATE

This is to certify that MR.KRITHIK K M student of MBA IV semester (register no.4AL22BA038) Alva's Institute of Engineering & Technology Shobhavana Campus, Mijar, Moodbidri, has successfully completed her training from 23.04.2024 to 06.06.2024 in our organization on the Topic of "A STUDY ON IMPACT OF PROMOTIONAL FINANCING ON SALES GROWTH AND PROFITABILITY OF YAMAHA SHOWROOM MANGALORE" as a partial fulfillment of MBA Course as prescribed by the Visvesvaraya Technology University, Belgaum.

During the tenure we found him to be sincere, hardworking and efficient with good conduct and aptitude to gain knowledge.

We wish success in him future endeavors.

Thanking You,

With Regards  
For Moto World

Authorized Signature





# ALVA'S INSTITUTE OF ENGINEERING & TECHNOLOGY

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Accredited by NBA (CSE & ECE)

Date: 09/09/2024

## CERTIFICATE

This is to certify that **Krithik K M** bearing **USN 4AL22BA038**, is a bonafide student of Master of Business Administration course of Alva's Institute of Engineering and Technology, Moodbidri for the batch 2022-2024, affiliated to Visvesvaraya Technological University, Belagavi. The Project report on "A Study on Impact of Promotional Financing on Sales Growth Profitability of Yamaha Showroom" is prepared by him under the guidance of Mrs. Princy P F, Assistant Professor, in partial fulfilment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belagavi Karnataka.

  
Signature of Internal Guide

Viva – Voce Examination

  
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Mijar - MOODBIDRI - 574 225, D.K

Signature of Internal Examiner  
(Name & Affiliation)

Signature of External Examiner  
(Name & Affiliation)

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## DECLARATION

I krithik K M, bearing USN 4AL22BA038 hereby declares that the Project Title entitled “**A study on impact of promotional financing on sales growth and profitability of Yamaha showroom**” prepared by me under the guidance of Mrs Princy P F, faculty of MBA Department, Alva's Institute of Engineering and Technology and External Guidance by Mr.Thilak.

I also declare that this Project 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 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: *09/09/2024.*



Signature of the Student

## ACKNOWLEDGEMENT

I would like to take this opportunity to express my sincere gratitude to all those who have helped me throughout this project. It gives me immense pleasure to acknowledge all those who have rendered encouragement and support for the successful completion of this work.

I express my deep sense of gratitude to my internal guide **Mrs. Princy P F** Assistant Professor Dept. of the MBA., for his constant support and encouragement to carry out my project successfully without much difficulty.

I am grateful to **Mrs. Priya Sequeira**, HOD, MBA department, Alva's Institute of Engineering and Technology, Mijar, Moodbidri. whose timely suggestions and encouragement support me to complete this project.

I would like to express my sincere thanks to **Dr. Peter Fernandes**, Principal Alva's Institute of Engineering and Technology, Mijar, Moodbidri.

With regards,

Krithik K M

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## **EXECUTIVE SUMMARY**

This project investigates the impact of promotional financing strategies on the sales growth and profitability of Yamaha showrooms. The primary objective is to analyse how various financing offers influence unit sales, gross profit, and overall showroom profitability. Given the competitive nature of the automotive market, understanding these dynamics is crucial for optimizing financial offerings and ensuring sustainable profitability.

The study employs a mixed-methods approach, utilizing both primary and secondary data. Historical sales data, including unit sales and revenue generated from different financing options, is gathered to assess trends and correlations. The research also includes a hypothesis that posits a significant relationship between sales and finance receivables, which will be tested through statistical analysis.

Key findings from the research indicate that promotional financing significantly affects consumer purchasing behavior, leading to increased unit sales. The analysis reveals that attractive financing options not only enhance customer interest but also contribute to higher gross profits for the showrooms. Furthermore, the long-term sustainability of these financing strategies is examined, providing insights into how Yamaha can maintain competitive advantage in the market.

The implications of this study are substantial for Yamaha showrooms. By optimizing financing offers based on the findings, dealerships can improve sales performance and ensure a more sustainable profit model. The research highlights the importance of continuous evaluation of financing strategies to adapt to changing market conditions and consumer preferences.

In conclusion, this project underscores the critical role of promotional financing in driving sales and profitability for Yamaha showrooms. The insights derived from this study will serve as a valuable resource for decision-makers aiming to enhance financial offerings and achieve long-term success in the automotive industry.