

PROJECT REPORT

on

**“A Study on Brand Positioning of TVS Motors With special Reference to
Yelburga Region.”**

Submitted By

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4AL22BA088

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

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Assistant professor

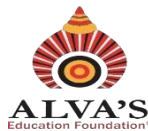
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ALVA's INSTITUTE OF ENGINEERING AND TECHNOLOGY

SHOBHAVANA CAMPUS, MIJAR, MOODBIDRI

SEPTEMBER-2024

Company Certificate



SHREE DODDABASAVESHWAR MOTORS

Dealer For : TVS Motor Company Limited

Opp Manjunatha School Bevoor Road **Yelburga**

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DATE:05/06/2024

Place:Yelburga

TO WHOM SOEVER IT MAY CONCERN


This is to certify that Mr. **SHASHIKUMAR RAMANNA BANGI (USN: 4AL22BA088)** student of 2nd year MBA (4th semester) **Alvas's Institute of Engineering and Technology Mijar, Moodbidri**. Has undergone the Project at **Shri Doddabasaveshwar TVS Motors Yelburga, Koppal**. upon the successful completion of his project titled "A study on brand positioning of TVS Motors with Reference to Yelburga Region" with special reference to TVS Motors Yelburga. In our organization during the period of 21-04-2024 to 05-06-2024.

Ref.AIET/MBA/IP/2023-24/ 67

During this study of Project his character found satisfactory

We wish all the best in his future endeavours.

SHRI DODDABASAVESHWAR MOTORS
OPP: MANJUNATH SCHOOL ,BEVOOR ROAD
Yelburga-583236 Tq:-Yelburga Dt:- Koppal


Branch Manager

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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 NBA (CSE & ECE)

Date: 10/09/2024

CERTIFICATE

This is to certify that **Shashikumar Ramanna Bangi** bearing USN 4AL22BA088, 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 Brand positioning of TVS Motors with special reference to Yelburga region", is prepared by him under the guidance of Dr. Guruprasad Pai, 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.

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DECLARATION

I SHASHIKUMAR RAMANNA BANGI, hereby declare that the project report entitled "A Study on Brand Positioning of TVS Motors with Special Reference to Yelburga Region." prepared by me under the guidance of Dr. Guruprasad Pai, Assistant Professor, Alva's Institute of Engineering and Technology Moodbidri and external assistance by Mr. Vishwas U.

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, 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: Mijar, Moodbidri

Date: 10-09-2024



Signature of The Student

SHASHIKUMAR

4AL22BA088

Acknowledgment

It was my privilege to undergo the company study at Shri Doddabasaveshwara TVS Motors are many people who have helped me to complete this study successfully. It is with the gratitude that I acknowledge the help, which guided my efforts with success.

It is my foremost duty to express my wholehearted thanks to my guide Dr. Guruprasad for the valuable guidance, support and motivation during the course of this study. The inspiration provided by my guide at every stage of my work has helped me immensely in completion of this organization study and preparation of this report. I am also very thankful to Alva's institute of engineering and technology and faculties of the MBA department for their co-operation.

My profound thanks to Mr. Vishwas U who took interest in explaining concepts and imparting necessary inputs pertaining to the organization study, without which it would not have been possible for me to complete this work. I am also very thankful to other executives and staff of the company for their cooperation.

Place: Yelburga

SHASHIKUMAR

Date: 10-09-2024

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Executive Summary

This study examines the brand positioning of TVS Motors in the Yelburga region, focusing on TVS Doddabasaveshwara Motors. The dealership has established itself as a leading player in the local automotive market through its strategic association with TVS Motor Company. This partnership has significantly enhanced the dealership's brand image and created a dedicated customer base. By offering a wide range of TVS two-wheelers, including popular models like the TVS Jupiter, TVS Ntorq 125, and TVS Apache RTR Series, the dealership caters to diverse consumer needs, from daily commuters to enthusiasts, thus expanding its market reach and increasing customer satisfaction.

A major strength of TVS Doddabasaveshwara Motors is its commitment to high-quality service and maintenance. The dealership features modern facilities and a skilled team of technicians, ensuring excellent vehicle care and customer service. This focus on after-sales service is crucial in building customer loyalty and sustaining business in a competitive environment. Additionally, the dealership actively engages in community outreach and CSR activities, such as road safety campaigns and educational programs, which enhance its local reputation and foster goodwill.

The dealership's well-designed infrastructure, including a spacious showroom, customer lounge, service center, and spare parts warehouse, contributes to a seamless customer experience, from initial inquiries to after-sales support. Despite competition from local and international automotive brands, TVS Doddabasaveshwara Motors leverages its strong local presence and strategic TVS partnership to maintain a competitive advantage.

To further enhance its market position, the dealership should focus on improving its digital presence through a user-friendly website and active social media engagement. Expanding its product range to include electric vehicles and implementing a comprehensive CRM system will also be beneficial. Continuous staff training and increased community involvement are recommended to adapt to industry trends and customer preferences. By adopting these strategies, TVS Doddabasaveshwara Motors can continue to thrive and strengthen its role in the Yelburga region's automotive market.