

**PROJECT REPORT ON**  
**“A STUDY ON EFFECT OF DIGITAL MARKETING STRATEGIES ON SALES WITH**  
**REFERENCE TO KLASSIK ENTERPRISES PVT LTD BANGALORE”**  
**VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI**

**Submitted By**  
**DHRUVAKUMAR AV**  
**USN: 4AL22BA024**



**Submitted To**  
**In partial fulfilment of the requirements for the award of the degree of**  
**MASTER OF BUSINESS ADMINISTRATION**  
**Under the guidance of**

**INTERNAL GUIDE**

**DR. GURUPRASAD PAI**  
ASSISTANT PROFESSOR  
PG DEPARTMENT OF ADMINISTRATION

**EXTERNAL GUIDE**

**N.RADHAKRISHNA**  
HR MANAGER  
KLASSIKENTERPRISES



**PG Department of Business Administration**  
**ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY MIJAR,**  
**MOODBIDRI, DK-574225**  
**2023-2024**

**TO WHOMSOEVER IT MAY CONCERN CERTIFICATE**

This is to certify that **Mr. Dhruva Kumar A V(4AL22BA024)** student of Alva's Institute of Engineering and Technology, Moodbidiri has successfully completed his Internship as a "Guest Relations Executive" at our Company from 23<sup>rd</sup> April 2024 to 6<sup>th</sup> June 2024

During his Internship in our Company, we found his performance and conduct are good

We wish him all the best in his future endeavors

**For KLASSIK ENTERPRISES PVT LTD**



**Authorised Signatory**

Place: Bangalore

Date: 06.06.2024





# 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 **Dhruvakumar AV** bearing **USN 4A122BA024**, 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, Belgaum. The Project report on "A study on effect of digital marketing strategies on sales with special reference to Klassik enterprises Private limited ,Bangalore" 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.

Signature of Internal Guide

Signature of HOD  
HOD

Signature of Principal  
PRINCIPAL

Viva - Voce Examination

PG Dept. of Business Administration Alva's Institute of Engg. & Technology,  
Alva's Institute of Engg. & Technology Mijar, MOODBIDRI - 574 225, D.K  
Mijar - 574225

Signature of Internal Examiner  
(Name & Affiliation)

Signature of External Examiner  
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### DECLARATION

I Dhruvakumar AV, bearing USN 4AL22BA024 hereby declares that the Project Title entitled "A STUDY ON EFFECT OF DIGITAL MARKETING STRATEGIES ON SALES WITH REFERENCE TO KLASSIK ENTERPRISES PVT LTD BANGALORE" prepared by me under the guidance of Dr Guruprasad paí, Asistant professor faculty of MBA Department, Alva's Institute of Engineering and Technology and External Guidance by Mr. N. Radhakrishna HR Manager Klassik Enterprises Pvt Ltd.

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: Mijora

Date: 9/9/2024



Signature of the Student

Dhruvakumar AV  
(4AL22BA024)



## **ACKNOWLEDGEMENT**

I would like to take this opportunity to express my sincere gratitude to all those who have helped me throughout this Project work. It gives me immense pleasure to acknowledge all those who have encouraged and supported the successful completion of this work.

I would like to express my sincere thanks to Principal **Dr. Peter Fernandes**, AIET, Moodbidri. I would like to express my gratitude to **Mrs. Priya Sequeira**, HOD, Department of Business Administration, AIET for this her excellent guidance, suggestions and support. And I express my deep sense of gratitude to my Internal guide **Dr. Guru Prasad**, Assistant Professor of the MBA department, his for constant support and encouragement to carry out my report successfully without much difficulty.

I express my heartfull thanks for their constant encouragement and support during the entire report.

I extend my sincere thanks to my External guide **N. Radhakrishna** for the guidance.

Finally, I express my sincere thanks to my parents, family, friends, and all the staff of the MBA department, whose support and encouragement kept me going in times of need. My deepest thanks to you all. They are all indeed the reason for the successful completion of this report.

**Place:** Mijar, Moodbidri

**Date:**

**DhruvakumarAV**

4AL22BA024

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## **EXECUTIVE SUMMARY**

This study is conducted on **“A STUDY ON EFFECT OF DIGITAL MARKETING STRATEGIES ON SALES WITH REFERENCE TO KLASSIK ENTERPRISES PVT LTD BANGALORE”** This project report provides comprehensive insights into the effectiveness of digital marketing initiatives by Klassik Enterprises and their influence on sales outcomes.

The study was conducted over a period of 6 weeks, focusing on the objectives of understanding the various digital marketing strategies utilized by the company and assessing their impact on customer engagement and sales performance.

In the first chapter, you will find an introduction to Klassik Enterprises, including its vision, mission, and a SWOT analysis that highlights the company's strengths, weaknesses, opportunities, and threats in the competitive landscape.

The second chapter delves into the conceptual background of the study, providing a literature review that contextualizes the importance of digital marketing in the real estate sector.

The third chapter outlines the research design, including the problem statement, the need for the study, objectives, scope, research methodology, hypotheses, limitations, and the chapter scheme.

In the fourth chapter, data analysis is presented, featuring graphical representations of the data collected from a sample population of 100 respondents. This analysis reveals key insights into customer perceptions and the effectiveness of various digital marketing channels.

Chapter five discusses the findings, suggestions, and conclusions drawn from the research, emphasizing the successful implementation of digital marketing strategies and their correlation with improved sales performance.

The report concludes with a bibliography and annexures related to the project. The data sources include both primary and secondary data. Primary data was collected through surveys and interviews with customers, while secondary data was sourced from industry publications, research studies, and online databases. Various statistical tools, including MS Excel and SPSS software, were employed for data analysis and interpretation.



**PROJECT REPORT**  
**“A STUDY ON IMPACT OF VISUAL MERCHANDISING  
TECHNIQUES ON CUSTOMER ENGAGEMENT AND SALES  
AT GIRIAS INVESTMENT LTD”**

**Submitted By**

**NANDA DS**

**4AL22BA045**

**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:**

**Dr. GURUPRASAD PAI**  
**Assistant professor**

**PG Department of Business Administration**

**EXTERNAL GUIDE:**

**Mr. ARISH.S**  
**HR Manager**

**Girias Shivamogga**



**PG Department of Business Administration**

**ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY**  
**MIJAR, MOODBIDRI, DK-574225**

**2023-2024**



**CERTIFICATE OF APPRECIATION**

**DATE: 21-05-2024**

This is to certify that Ms. **Nanda D S**, USN NO: **4AL22BA045** of 2<sup>nd</sup> year MBA student of Alva's Institute of Engineering and Technology college, Mijar, Moodbidri – 574225 has Successfully Completed her Project from 22-04-2024 to 21-05-2024 on the Topic **"A study on Impact of visual Merchandising and Techniques on Customers Engagement And Sales With Reference to Girias Investment Private Limited."** At Shivamogga.

During the Project Work all the necessary details were provided from our side for the project we wish her the very best in all future endeavors.

GIRIAS INVESTMENT PVT. LTD.  
SPRADA JAPPA COMPLEX  
OPP. STADIUM FIELD B.H. ROAD  
SHIVAMOGGA (KARNATAKA)



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Accredited by NBA (CSE & ECE)

Date: 10/09/2024

## CERTIFICATE

This is to certify that **Nanda DS** bearing **USN 4AL22BA045**, 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, Belgaum. The Project report on "**A study on impact of visual merchandising techniques on customer engagement and sales with special reference to Girias investment limited Shivamogga**" is prepared by her 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.

Signature of Internal Guide

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Signature of HOD

HOD

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Alva's Institute of Engg. & Technology  
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PRINCIPAL

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## **Acknowledgment**

It was my privilege to undergo the company study at Girias private Limited 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. Arish 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: Shivamogga**

**NANDA DS**


**Date:**

**4AL22BA045**

### Declaration

I, Nanda DS, hereby declare that the Project report entitled "**A Study on impact of visual merchandising techniques on customer engagement and sales at girias investment ltd**" with special reference to Shivamogga prepared by me under the guidance of Dr. Guruprasad pai. faculty of MBA Department, Alva's Institute of Engineering and Technology and external assistance by Mr. Arish HR. I also declare that this Project work is towards the partial fulfillment 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 University / Institution.

Place: *Mijar,*  
Date:

  
Signature of the Student  
Nanda DS  
4AL22BA045

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## **EXECUTIVE SUMMARY.**

This study is conducted on “Effectiveness of performance appraisal and its impact on employee performance with special reference Girias private Ltd Shivamogga”. This project reports provides the general information about performance appraisal methods and how it impacts on employee performance.

The study was conducted for the period of 6 Weeks. The main objectives of this study are to understand the effectiveness of performance appraisal system adopted by the organisation and its impact on employee performance.

In the first chapter you will find the details about the company introduction and vision mission and SWOT analysis of the company

In the second chapter you will find the details about conceptual background of the study and literature review.

The 3<sup>rd</sup> chapter will explain about statement of the problems, Need for the study, Objectives, scope of the study, research methodology, hypotheses, limitation, chapter scheme.

In the 4<sup>th</sup> chapter you will find analysis and graphical representation the data collected from the sample population choose from the company

The chapter 5 about findings, suggestion and conclusion of the project.

In the end bibliography and annexures are attached relating to the project

**PROJECT REPORT ON**  
**"BIODEGRADABLE PLASTICS: A STUDY TOWARDS**  
**ENVIRONMENTAL SUSTAINABILITY" WITH SPECIAL**  
**REFERENCE TO KONSPEC.**

**SUBMITTED BY**

**SANKETH S**

**4AL22BA083**

**Submitted to**



**VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI**

**In partial fulfillment of the requirements for the award of the degree of**

**MASTER OF BUSINESS ADMINISTRATION**

**Under the guidance of**

**INTERNAL GUIDE**

**Dr. Guruprasad Pai**

**Assistant Professor**

**AIET Mijar, Moodbidre**

**EXTERNAL GUIDE**

**Mr. Gautham Chawta**

**HR Manager**

**KONSPEC Pvt. Ltd.**



**P G DEPARTMENT OF BUSINESS ADMINISTRATION**  
**ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY**  
**SHOBHAVANA CAMPUS, MIJAR, MOODBIDRI**

**September-2024**



**KONKAN  
SPECIALITY  
POLYPRODUCTS  
PRIVATE LIMITED**



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KSPPL/HR/2024-25

02.08.2024

Ref:.....

Date : .....

**CERTIFICATE**

This is to certify that Mr. Sanketh S (Reg No: 4AL22BA083), 2<sup>nd</sup> MBA student of Alva's Institute of Engg. & Technology, Mijar, has undergone Project in our company on the title "Biodegradable Plastics: A Study Towards Environmental Sustainability" special reference to Konkani Speciality Polyproducts Private Limited Baikampady, Mangalore during as a partial fulfillment of degree in MBA Program from April 23<sup>rd</sup> 2024 to June 06<sup>th</sup> 2024.

During this period we found him sincere, hard working and he bears a good moral conduct. We wish him all the very best for his future endeavors.

**For KONKAN SPECIALITY POLYPRODUCTS PVT.LTD.**



**AUTHORIZED SIGNATORY**

Regd. Office : B-129, Baikampady Industrial Estate, Mangalore - 575 011.  
CIN : U02520KA1987PTC008643





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Approved by AICTE, New Delhi & Recognised by Government of Karnataka

Accredited by NBA (CSE & ECE)

Date: 01/08/2024

## CERTIFICATE

This is to certify that **Sanketh S** bearing USN 4AL22BA083, is a bonafide student of Master of Business Administration course of Alva's Institute of Engineering and Technology, Moodbidri for the year 2022-2024, affiliated to Visvesvaraya Technological University, Belgaum. The Project report on "**Biodegradable Plastics: A Study towards environmental Sustainability**" with special reference to KONSPEC Mangalore, 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.

Signature of Internal Guide

Viva – Voce Examination

Signature of HOD

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### DECLARATION

I, Sanketh S hereby declare that the Project report entitled "BIODEGRADABLE PLASTICS: A STUDY TOWARDS ENVIRONMENTAL SUSTAINABILITY" with reference to KONSPEC (Konkan Speciality Poly Products Pvt Ltd Mangalore)." prepared by me under the guidance of Dr. Guruprasad Pai, faculty of M.B.A Department, Alva's Institute of Engineering and Technology, Mijar, Moodbidri and external assistance by Mr. Goutham Chawta, H.R Manager Konkan specialty poly Products Pvt Ltd. Mangalore. I also declare that this Project work is towards the partial fulfillment 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 Twelve 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: Moodbidri

Date: 23-09-2024

  
Signature of the Student

## **ACKNOWLEDGEMENT**

I wish to convey my gratitude to my internal guide Dr. Guruprasad Pai Professor, PG 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 endeavors.

A special note of gratitude goes to the organization Konkan Speciality Poly Products Private Limited Mangalore for providing me an opportunity to undergo the project study.

I am gratefully indebted to my external guide Mr. Gautham Chawta , for encouraging me and for his constant support throughout the course of the project work and helping me completing it successfully.

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 to complete this study successfully.

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## **EXECUTIVE SUMMARY**

This study on "Biodegradable Plastics: A Study Towards Environmental Sustainability with Special Reference to KONSPEC" reveals significant consumer support for biodegradable plastics, driven by environmental concerns and awareness of the negative impact of non-biodegradable options. Despite high overall awareness and a strong preference for eco-friendly solutions, there are notable gaps in consumer understanding and confidence, necessitating targeted educational campaigns. Most consumers occasionally or frequently purchase biodegradable plastics, particularly valuing their role in reducing plastic pollution and accelerating decomposition. However, practical concerns and varied confidence levels influence some purchasing decisions. To enhance adoption, the study suggests addressing practical issues, promoting key applications in food and household products, and advocating for supportive government policies. Konspec is well-positioned to lead these efforts, integrating consumer feedback into sustainable practices and providing clear information to strengthen consumer confidence and promote informed purchasing decisions.



# **PROJECT REPORT**

**on**

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

**Submitted By**

**SHASHIKUMAR RAMANNA BANGI**

**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*

**INTERNAL GUIDE:**

**Dr. GURUPRASAD PAI**

**Assistant professor**

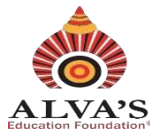
**PG Department of Business Administration**

**EXTERNAL GUIDE:**

**Mr. VISHWAS U**

**HR Manager**

**TVS Motors, Yelburga**



**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**

Cell No.: 8884247143, 6364440541, 6364440542.

Ph : 08534-220143

E\_mail : doddabasaveshwartvs@gmail.com

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 2<sup>nd</sup> year MBA (4<sup>th</sup> 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

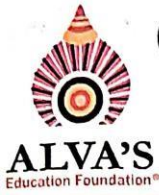
  
Branch Manager

VISHWAS U  
(Yelburga-Koppal)



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## College Certificate



# 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.

Signature of Internal Guide

Signature of HOD

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

Viva - Voce Examination

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PG Dept. of Business Administration  
Alva's Institute of Engg. & Technology  
Mijar - 574225

Signature of Internal Examiner  
(Name & Affiliation)

Signature of External Examiner  
(Name & Affiliation)

Shobhavana Campus, Mijar, Moodbidri - 574225, Mangalore, Karnataka, India

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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

4AL22BA088

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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.

# **PROJECT REPORT**

**on**

**“A study on the relationship between customers post purchase satisfaction and perception towards Royal Enfield bikes with special reference to Belagavi District.”**

**Submitted By**

**SHODHAN JAIN**

**4AL22BA089**

**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:**

**Dr. GURUPRASAD PAI**

**Assistant professor**

**PG Department of Business Administration**

**EXTERNAL GUIDE**

**Mr. VASANT RAO**

**HR Manager**

**MUNISHWAR PVT LTD**



**ALVA's INSTITUTE OF ENGINEERING AND TECHNOLOGY**

**SHOBHAVANA CAMPUS, MIJAR, MOOBBIDRI**



DATE: 05/06/2024

Place: Belagavi

This is to certify that Mr. **SHODHAN JAIN** (USN: 4AL22BA089) student of 2nd year MBA (4th semester) Alvas's Institute of Engineering and Technology Mijar, Moodbidri. Has undergone the Project at ShriMunishwarpvt Ltd . upon the successful completion of his project titled "A study on effect of post purchase satisfaction and perception towards Royal Enfield bikes with special Reference to Belagavi district" In our organization during the period of 21-04-2024 to 05-06-2024.

During this study of Project his character found satisfactory We wish all the best in his future endeavours.



**SHRI MUNISHWAR MOTORS PVT LTD.**

Showroom: 5647/2, Bamane Tower, Khanapur Road, Goaves, BelgaumKarnataka, 590001  
Workshop : No. 73/7, Ground Floor, Saraswati Timber Sales, Airport Road, Behind Lake View Hospital,  
Gandhi Nagar, Belagavi Karnataka, 590001 Mobile no : 9036882773,7204606064



# ALVA'S INSTITUTE OF ENGINEERING & TECHNOLOGY

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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 **Shodhan Jain** bearing USN 4AL22BA089, 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 customers post purchase satisfaction and perception towards Royal Enfield bikes with special reference to Belagavi District", 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.

Signature of Internal Guide

Signature of HOD

Signature of Principal

Viva – Voce Examination

PG Dept. of Business Administration Alva's Institute of Engg. & Technology,  
Alva's Institute of Engg. & Technology Mijar. MOODBIDRI - 574 225, D.K  
Mijar - 574225

Signature of Internal Examiner  
(Name & Affiliation)

Signature of External Examiner  
(Name & Affiliation)

### DECLARATION

I Shodhan Jain, bearing USN 4AL22BA089 hereby declares that the Project Title entitled **"A STUDY ON CUSTOMER POST SATISFACTION AND PERCEPTION TOWARDS ROYAL ENFIELD BIKES WITH SPECIAL REFERENCE TO BELAGAVI DISTRICT"** prepared by me under the guidance of Dr Guruprasad pai, Asistant professor faculty of MBA Department, Alva's Institute of Engineering and Technology and External Guidance by Mr. Vasant rao HR Manager Munishwar Pvt Ltd Belagavi.

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: **Mijan**  
Date: **09/09/24**



Signature of the Student  
Shodhan Jain  
(4AL22BA089)

## **Acknowledgment**

It was my privilege to undergo the company study at Shri munishwar pvt ltd Royal Enfield 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. Vasant rao he 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.

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## **EXECUTIVE SUMMARY**

The Project work “A study on the relationship between customers post purchase satisfaction and perception towards Royal Enfield bikes with special reference to Belagavi District”, as required by the Alva’s Institute of Engineering and Technology, PG Department of Business Administration, Visvesvaraya Technological University, Belagavi

This report is divided in to five chapters. First chapter is about Introduction and History of shri munishwar pvt ltd . Second Chapter shows Conceptual background and Literature review of the topic studied. Third chapter is about Research Design which contains statement of the problem, need for the study, objectives of the study, scope of the study, Research methodology, Hypotheses and limitations of the study. Fourth chapter is about Analysis and Interpretation of the data which is collected to understand the satisfaction level on Royal Enfield Bikes by the Questionnaire by using tables. Fifth chapter is about Findings, Conclusion and Suggestions based on the study. Then it contains Bibliography which is about the various websites used to collect the Literature Review and Secondary Data for the Project. Annexure contains the Questionnaire.

**PROJECT REPORT ON**  
**A STUDY ON IMPACT OF PRODUCT DIFFERENTIATION**  
**STRATEGY ON SALES PERFORMANCE WITH REFERENCE**  
**TO POWER POINT BATTERIES, MOODBIDRI.**

**Submitted By**  
**SHRESHTA JAIN**  
**USN - 4AL22BA096**



**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**

**Dr. Guruprasad Pai B**  
**Assistant professor**  
**PG Department**  
**AIET, Mijar**

**External guide**

**Mr Satyanarayana Kamath**  
**Marketing head**  
**Power point batteries**  
**Moodbidre**



**PG DEPARTMENT OF BUSINESS ADMINISTRATION**  
**ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY**  
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**2023-24.**

## CERTIFICATE FROM THE INDUSTRY.



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Email : powerpointbatteryinds.com

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visit at : www.powerpointbatteries.com  
GSTIN : 29AFGPV0692A1ZC

Ref. : .....

Date : .....

### THIS IS TO CERTIFY THAT

**Ms. Shreshta jain [ USN: 4AL22BA096] student of 2<sup>nd</sup> Year MBA of ALVAS INSTITUTE OF ENGINEERING AND TECHNOLOGY, MIJAR had completed her Project Work in our organisation from 23-04-2024 to 06-06-2024**

#### Theme of Project Work-

**“A study on impact of product differentiation strategy on sales performance of power point batteries, moodbidri.Powerpoint Batteries Moodabidre”**

At the time of Project Work, her Character was good.

We wish her all the Best for her Future Endeavours.

Regards

For Powerpoint Battery Industries

Yours faithfully

#### Branches

- Moodbidri
- Karkala
- Uppinangady
- Puttur

- Hebri
- Udupi
- Surathkal

- Dharwad
- Mangaluru
- Kalasa
- Kaup

# CERTIFICATE FROM COLLEGE



## ALVA'S INSTITUTE OF ENGINEERING & TECHNOLOGY

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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 **Shreshtha Jain** bearing **USN 4AL22BA096**, 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, Belgaum. The Project report on "**A study on impact of Product differentiation strategy on sales performance with special reference to Power Point batteries Moodbidri**" is prepared by her 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.

Signature of Internal Guide

Signature of HOD

Signature of Principal

Viva – Voce Examination

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

Signature of Internal Examiner  
(Name & Affiliation)

Signature of External Examiner  
(Name & Affiliation)

## DECLARATION

I Shreshtha Jain, hereby declare that the Project report entitled “**A study on impact of Product differentiation strategy on sales performance with reference to Power Point batteries Moodbidri**” is prepared by me under the guidance of Assistance professor **Dr. Guruprasad Pai B.** faculty of MBA department, Alvas institute of engineering and technology, Mijar, and external assistance by Mr. Satyanarayana Kamath marketing head at Power point batteries.

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 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: 20/9/2024



SIGNATURE

SHRESHTA JAIN

4AL22BA096

## **ACKNOWLEDGEMENT**

I'm genuinely grateful to my external guide Mr. Satyanarayana Kamath marketing head at Power Point batteries and my internal guide Dr Guruprasad Pai B for their project guidance, encouragement, and opportunities provided.

I wish to thank all the respondents who spent their valuable time in filling the questionnaire. And also, the employees of the firms for discussing with me and giving valuable data and information which is required. I deem it a privilege to thank our principal Mr. Peter Fernandes for 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 of Alvas 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 continuous support.



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## **Executive summary**

Product differentiation is a marketing strategy where a company distinguishes its product or service from competitors by highlighting unique features, benefits, or qualities. This helps the organization to create a perceived value and gives customers the reason to choose one product over the other in the same market. In an increasing competitive and dynamic commercial setting, each and every company need to identify, anticipate, and care for customer to maximize profit, meet the requirements of stakeholders and to get competitive advantage. A firm can easily improve its position inside a sector through its choice of strategy. The main purpose of this study was to assess the effect of product differentiation strategy on sales performance and growth of power point batteries. The study is primarily conducted to determine the role of product differentiation strategies in Power Point batteries and to study the different types of batteries and its features and the factor which effecting the sales of batteries. The survey also reveals the purchasing power and the willingness of the customer and hence guiding the company to frame competitive pricing strategies to attract different customer segments. This study is also focuses on customer satisfaction and its impact on sales performance. The study was about the impact of product differentiation strategy on sales performance of Power Point batteries.

The survey is done through primary data using questionnaire method and secondary data by referring some journals, articles and Internet sources. The study was significant and provided an empirical evaluation on the relationship between differentiation strategy and the organizations sales performance. This study also reveals about the customer satisfaction and its impact on sales performance. The study therefore suggests that product differentiation should be adopted because they have the highest relationship with sales performance and customer satisfaction will also play a major role to increase the sales of the company. Factors such as quality of the product, overall features, pricing strategy, location of the store, after sales services, feedback from the customers will impact for the sales growth of the company.

## **PROJECT REPORT**

### **“A STUDY ON SERVICE QUALITY AND IT’S IMPACT OF CUSTOMER RETENTION WITH REFERENCE TO MANDОВI MOTORS PVT LTD MANGALORE”**

**SUBMITTED BY**

**SHREYA JAIN**

**4AL22BA098**

**SUBMITTED TO**



**VISVESVARAYA TECNOLOGICAL 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**

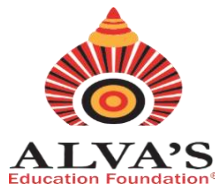
**DR. Guruprasad pai**

**Assistant professor**

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**MR. Shivaprasad**

**HR manager**



**PG Department of Business Administration**

**ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY**

**MIJAR, MOODBIDRI, DK-574225**

**2023-2024**



## MANDOVI MOTORS PRIVATE LIMITED

(AUTHORISED MARUTI SUZUKI DEALER)

Arvind Bldg., Balmatta Road, Hampankatta, Mangalore - 575 001

Service: 0824-2410123, 9845 7 12 365

Fax: 0824-2422877 E-mail: service@mandovi.net Website: www.mandovimotors.in

GSTIN No.: 29AACCM4309H1Z1 C.S.T.: 30167840 dt. 22-02-1999, STC No.: AACCM 4309 H ST001



Ref: MANG/HR/ 5139/2024-25

Date: 31/08/2024

### TO WHOM SO EVER IT MAY CONCERN

This is to certify that, **Ms. Shreya Jain (Reg. 4AL22BA098)** studying 2<sup>nd</sup> year MBA in ALVA'S Institute of Engineering & Technology, Mijar, Moodbidri, D K - 574242 has undergone Project work on "A Study on service quality and its impact of customer retention" with reference to Mandovi Motors Pvt Ltd Mangalore from 23<sup>rd</sup> April, 2024 to 8<sup>th</sup> June 2024.

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

We wish her all the success in her future career.

For Mandovi Motors Private Ltd

Shiyaprasad A  
Manager- HR



SERVICE ABOVE SELF

Balmatta : 96864 72113 Nexa: 99729 20362 MOS: 99000 12365 Yeyyadi (Body Shop) / Yeyyadi (Airport Road): 72042 07377

Surathkal: 97417 52363 Adyar: 81970 77111 B C Road: 80889 36068 Uppinangady: 91081 53957

Kadaba: 96069 64318 Sullia: 77607 09999 Vittala: 63607 51907 Naravi: 97403 92005





# 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 **Shreya Jain** bearing USN **4AL22BA098**, 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, Belgaum. The Project report on "**A study on service quality and its impact of customer retention with special reference to mandovi motors Mangalore**" is prepared by her 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.

Signature of Internal Guide

Signature of HOD

Signature of Principal

Viva – Voce Examination

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## DECLARATION

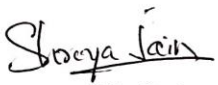
I Shreya Jain, bearing hereby declares that the Project Title entitled **"A STUDY ON SERVICE QUALITY AND IT'S IMPACT OF CUSTOMER RETENTION WITH REFERENCE TO MANDОВI MOTORS PRIVATE LIMITED MANGALORE"** is prepared by me under the guidance of **Dr. Guruprasad Pai**, faculty of MBA Alva's Institute of Engineering and Technology and External Guidance by Mr. Shivaprasad HR Manager Mandovi Motors Pvt Ltd Mangalore.

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: 21/09/2024

  
Signature of the Student

(Shreya Jain)

## 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 encouraged and supported for the successful completion of this Work.

I would like to express my sincere thanks to Principal **Dr. Peter Fernandes**, AIET, Moodbidri. And I express my deep sense of gratitude to my Internal Guide **Dr. Guruprasad Pai** assistant professor, for the Constant support and encouragement to carry out my report Successful without much difficulty. I express my heartfelt thanks for their constant encouragement and support during the entire report.

My profound thanks to **Mr. Shivaprasad**, HR Manager Mandovi Motors Pvt Ltd Mangalore, who took interest in explaining concepts and imparting necessary inputs pertaining to the Project work, 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 co-operation.

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**

This report presents a comprehensive study on the service quality and its impact on customer retention at Mandovi Motors, Mangalore. Conducted by Shreya Jain as part of the requirements for the Master of Business Administration degree, the research aims to analyse how service quality influences customer satisfaction and loyalty in the automotive dealership sector.

Mandovi Motors, a leading dealer for NEXA in Karnataka, has a robust network comprising 34 workshops, 10 dealerships, and a dedicated workforce of over 3,600 professionals. The company has serviced more than 4.1 million automobiles and sold over 370,000 cars, establishing itself as a prominent player in the automotive market. The study highlights the company's commitment to excellence in customer service and its continuous efforts to enhance the buying and post-sale experience.

The research methodology includes a detailed literature review, surveys, and data analysis to assess customer perceptions regarding the accuracy and reliability of information provided by Mandovi Motors. The findings indicate that 72.6% of respondents are satisfied with the information accuracy, suggesting a strong level of transparency. However, there remains an opportunity for improvement in addressing the concerns of neutral and dissatisfied customers.

Key recommendations from the study emphasize the importance of refining communication strategies, gathering customer feedback, and enhancing service offerings to build trust and satisfaction. The report concludes that by prioritizing service quality and customer engagement, Mandovi Motors can strengthen customer retention and maintain its competitive edge in the automotive industry.

This executive summary encapsulates the essence of the research, providing insights into the significance of service quality in fostering customer loyalty and the strategic directions for Mandovi Motors to enhance its service delivery and customer relationships.



# **PROJECT REPORT**

**“A STUDY ON IMPACT OF SERVQUAL MODEL WITH REFERENCE  
TO SWITCHGEAR AND CONTROL TECHNICS PRIVATE LIMITED”**

**SUBMITTED BY**

**SUVITH SHETTY**

**4AL22BA111**

**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:**

**Dr. Guruprasad pai**

**Assistant professor**

**PG Department of Business  
Administration**

**EXTERNAL GULDE:**

**Ms. Gelinta Theress**

**Senior Executive HR& Admin  
SCTPL**



**PG Department of Business Administration**

**ALVA's INSTITUTE OF ENGINEERING AND TECHNOLOGY**

**MIJAR, MOODBIDRI, DK-574225**

**2023-20224**



REF: SCTPL: HR: INT/2024-25  
21<sup>st</sup> May 2024

To,  
Mr.Suvith Shetty,  
Student of Alva's Institute of Engineering & Technology (AIET)  
Mangaluru-574225

Sub: Completion of internship with Switchgear and Control Technics Pvt. Ltd.

**This is to certify that "Mr.Suvith Shetty" has successfully completed his internship with Switchgear and Control Technics Pvt. Ltd. from 12<sup>th</sup> April 2024 to 21<sup>st</sup> May 2024. The subject on which internship was carried out is on Marketing.**

**His internship was on Marketing at Switchgear and Control Technics Pvt. Ltd. under the guidance of Ms. Gelinta Theres, Senior Executive-HR &Admin. During the period of his internship with us, he was found to be punctual, hardworking, and inquisitive.**

**We take this opportunity to wish him a very bright and successful career ahead.**

For Switchgear and Control Technics Pvt. Ltd,

Authorised Signatory

Harshith Shekar Shetty

Director & CFO



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Switchgear and Control Technics Private Limited



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(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 **Suvith Shetty** bearing USN 4AL22BA111, 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, Belgaum. The Project report on "A study on impact of SERVQUAL model with special reference to Switchgear and control technics private limited" 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.

Signature of Internal Guide

Viva – Voce Examination

Signature of HOD

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## DECLARATION

I **Suvith Shetty**, bearing hereby declares that the Project Title entitled “**A STUDY ON IMPACT OF SERVQUAL MODEL WITH REFERENCE TO SWITCHGEAR AND CONTROL TECHNICS PRIVATE LIMITED**” is prepared by me under the guidance of **Dr. Guruprasad Pai**, Faculty of MBA Alva's Institute of Engineering and Technology and External Guidance by Ms. Glinta Theres , Senior Executive HR&Admin Switchgear and control Technics Private Ltd Bangalore.

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: 21/09/2024

  
Signature of the Student

(Suvith Shetty)

## **ACKNOWLEDGEMENT**

I wish to convey my deep sense of gratitude to my internal guide Asst Prof. Dr. GURUPRASAD PAI, Alva's Institute of Engineering & Technology Department of PG, for having guide me one very aspect right from the beginning of the project report.

I sincerely thank Prof. Priya Sequeira, Head, PG Department of Business Administration, for all her support and encouragement in helping me complete this project report successfully

My thanks to Dr. Peter Fernandes, Principal of Alva's Institute of Engineering & Technology for his whole hearted support in all our endeavour's.

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 & Technology.

I express my deepest thanks 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 would like to thank my friends for their valuable suggestions, which helped me successfully complete this project report.

Thank you.

Place: Moodbidre

Date:

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## **EXECUTIVE SUMMARY**

This research examines the impact of the **SERVQUAL model** on customer satisfaction at Switchgear and Control Technics Pvt. Ltd. The SERVQUAL model assesses service quality across five key dimensions: **tangibles, reliability, responsiveness, assurance, and empathy**. By evaluating these dimensions, the study identifies areas where the company excels and areas needing improvement in its service delivery.

**Tangibility** in Switchgear and Control Technics encompasses the physical elements that shape customer perceptions, such as the quality and presentation of switchgear products, the professionalism of customer-facing documentation, and the office environment. These tangible aspects play a crucial role in forming positive first impressions and enhancing perceived service quality.

**Reliability** is essential for Switchgear and Control Technics, ensuring the consistent delivery of high-quality electrical switchgear products within agreed timelines. By meeting deadlines, minimizing defects, and ensuring accurate technical specifications, the company fosters strong customer trust and satisfaction.

**Responsiveness** is crucial for Switchgear and Control Technics, as timely handling of technical queries, installation issues, and after-sales support ensures customer satisfaction. Delays can frustrate clients, especially in industries reliant on reliable electrical systems.

**Assurance** focuses on employee knowledge and courtesy to instill trust in customers. At Switchgear and Control Technics, it's crucial for the workforce to have high technical expertise and effective communication skills to build confidence in product safety and performance.

**Empathy** in customer service means offering personalized attention and understanding each client's unique needs. For Switchgear and Control Technics, providing tailored solutions instead of standardized products can strengthen client relationships and build loyalty.

The study shows that service quality, measured by the SERVQUAL model, significantly impacts customer satisfaction in the switchgear and control industry. Companies like Switchgear and Control Technics Pvt. Ltd. that prioritize reliable performance and strong customer support are more likely to build long-term loyalty. Enhancing responsiveness and empathy can improve customer experiences, leading to higher satisfaction and a competitive edge in the demanding electrical equipment market.

**PROJECT REPORT ON  
A STUDY ON IMPACT OF COCOA AND ARECANUT PRICE VOLATILITY  
WITH REFERENCE TO CAMPCO**

**Submitted By  
AKSHITHA M  
USN: 4AL22BA006**

**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 Francis  
Assistant Professor  
Department of MBA**

**EXTERNAL GUIDE**

**Ramesh Shetty  
Ramesh Shetty  
CAMPCO**



**DEPARTMENT OF BUSINESS ADMINISTRATION**  
**ALVA'S INSTITUTE OF ENGINEERING & TECHNOLOGY**  
**MIJAR, MOODBIDRI**  
**2022-2024**



**THE CENTRAL ARECANUT & COCOA MARKETING  
& PROCESSING CO-OPERATIVE LIMITED**

P.B. No. 223, Varanashi Towers, Mission Street, Mangaluru - 575001,  
Reg. No: RCS No. 2598/73-74 No. L11016/42/87-L&M



EST.2/186/2024-25 / 620

06.06.2024

**CERTIFICATE**

This is to certify that Ms.Akshitha M, USN:4AL22BA006, MBA Finance student of Alvas institute of Engineering & Technology, Mijar, Moodabidre has completed her Project study at CAMPCO Chocolate Factory, Puttur on the subject of "A Study on impact of cocoa and arecanut price volatility with special reference to CAMPCO" during the period from 23.04.2024 to 06.06.2024. During the above period her conduct and performances are found good. We wish her all the best in her future endeavors.

  
DY.GENERAL MANAGER

Ms. Akshitha M  
USN: 4AL22BA006  
MBA Finance  
Alvas institute of Engineering & Technology,  
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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 **Akshitha M** bearing **USN 4AL22BA006**, 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 Cocoa and Arecanut Price Volatility with reference to CAMPCO, Puttur.**" is prepared by her 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

  
Signature of HOD

  
Signature of Principal  
PRINCIPAL  
Alva's Institute of Engg. & Technology,  
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Viva – Voce Examination

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## DECLARATION

I **Akshitha M**, hereby declare that this project report entitled “**A Study on Impact of Cocoa and Arecanut Price Volatility with reference to CAMPCO, Puttur**” prepared by me under the guidance of **Mrs. Princy P F**, Assistant Professor of M.B.A Department, Alva's Institute of Engineering and Technology, Mijar and external assistance by **Mr. Ramesh Shetty**, Senior Manager, CAMPCO, Puttur.

I also declare that this project report is towards the partial fulfilment of the university regulation 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 6 weeks. I further declare that this project report is based on the original study undertaken by me and not been submitted for the award of any degree 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 encouraged and supported for the successful completion of this work.

I would like to express my sincere thanks to Principal **Dr Peter Fernandes**, AIET, Moodbidri. And I express my deep sense of gratitude to my internal guide **Mrs Princy P F Assistant Professor of MBA department**, for the constant support and encouragement to carry out my report successful 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 express my heartfelt thanks to the Manager and staff of CAMPCO for their constant encouragement and support during the entire project.

I extend my sincere thanks to my external guide Mr Ramesh Shetty and HR Mr Radhesh for his guidance. Finally, I express my sincere thanks to my parents, family, friends and all the staff of MBA department, whose support and encouragement kept me going at times of need. Deepest thanks to you all. They are all indeed the reason for the successful completion of this report.

Thank You,

**Akshitha M**

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## **EXECUTIVE SUMMARY**

This study focuses on “Impact of Cocoa and Arecanut price volatility with reference to CAMPCO.” It highlights the challenges faced by the cooperative due to fluctuating raw material costs, which affect operational stability and profitability. By analysing historical price trends and market dynamics, the research identifies key factors influencing price fluctuations, including global economic conditions and government policies. The study emphasizes the need for CAMPCO to adopt effective risk management strategies and improve data collection methods to mitigate adverse effects.

This report is divided into five chapters. First chapter is about Introduction, Industry profile and company profile which is all about the company in which internship has done. Second chapter shows Conceptual background and Literature review of the topic studied. Third chapter is about Research design which contains statement of the problem, need for the study, objectives, scope of the study, research methodology, hypotheses and limitations of the study. Fourth chapter is about analysis and interpretation of the data collection and analysis, the study reveals significant trends in price increases and their implications for cost management and profitability of the CAMPCO. Fifth chapter is about findings, conclusion and suggestions based on the study. The findings underscore the importance of robust risk management and continuous market monitoring to ensure CAMPCO's sustainable growth and competitiveness. Then it contains bibliography which is about the various journals I have studied.

**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**

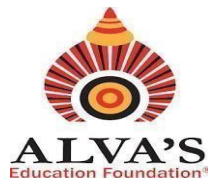
**Department of MBA AIET Mijar**

**EXTERNAL GUIDE**

**Mr. Thilak**

**Manager**

**Mangalore**



**Department Of MBA**

Alva's Institute of Engineering & Technology, Shobhavana Campus,

Mijar, Moodbidri, D.K – 574225

MAY-2024



## MOTO WORLD

*Authorized Dealer for Yamaha Motors*

Opp. Bangera Lane, Ullalabail, Thokkottu, Mangaluru - 575 020,  
Email: motoworldmangalore@gmail.com

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

(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: 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

  
Signature of HOD

HOD  
PG Dept. of Business Administration  
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Signature of Principal  
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Shobhavana Campus, Mijar, Moodbidri - 574225, Mangalore, Karnataka, India

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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.

**“A study on financial analysis of light technology and their impact on Leksa  
Lighting company export”**

**Submitted by**

**MEGHA**

**4AL22BA041**

**Submitted to**



**VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELGAVI**

**In partial fulfillment 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**

**PG Dept. Of Business Administration**

**AIET, Mijar**

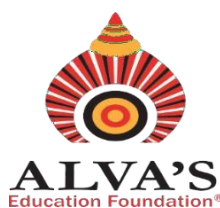
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**Mr. Sharath**

**Finance Manager**

**Leksa Lighting Technologies**

**Private Limited**



**PG Department of MBA**

**ALVA'S INSTITUTE OF ENGINEERING & TECHNOLOGY**

**SHOBHAVANA CAMPUS, MIJAR, MOODBIDRI**

**2024**

Ref no: LLT/HR/Training Letter/2024-25

Date: 06-06-2024

**TO WHOMSOEVER IT MAY CONCERN**

This is to certify that, **Ms. Megha (USN: 4AL22BA041)**, a student of **MBA** from **Alva's Institute of Engineering and Technology, Mijar Moodbidri**, has completed one & half months of project training from **April 23<sup>rd</sup> 2024** to **June 06<sup>th</sup> 2024**. Her project titled **"A study on financial analysis of light technology trends and their impact on lighting company export"**, was conducted under our guidance.

She has understood the process and we have found her disciplined and keen to learn new things.

We wish her all the very best for her future endeavors.

Thanking you

**For LEKSA Lighting Technologies Pvt. Ltd.**



**Mr. Arvin Moras**  
**Deputy Manager – HR & Admin**


Date: 10/09/2024

## CERTIFICATE

This is to certify that **Megha** bearing USN 4AL22BA041, 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 Financial analysis of Light Technology and their Impact on Leksa Lighting Company Export" is prepared by her 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

  
Signature of HOD

  
Signature of Principal  
Alva's Institute of Engg. & Technology,  
Moodbidri - 574 225, D.K

Viva – Voce Examination

HOD  
PG Dept. of Business Administration  
Alva's Institute of Engg. & Technology  
Mijar - 574225

Signature of Internal Examiner  
(Name & Affiliation)

Signature of External Examiner  
(Name & Affiliation)



## DECLARATION

I, Megha, hereby declare that the Project report entitled "A study on financial analysis of light technology and their impact on Leksa Lighting company export" with reference to Leksa Lighting Technologies Pvt Ltd, Moodbidri prepared by me under the guidance of Mrs. Princy P F, faculty of MBA Department, Alva's Institute of Engineering and Technology and external assistance by Mr. Sharath, Finance Manager, Leksa Lighting Technologies Pvt Ltd. I also declare that this Project work is towards the partial fulfillment 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 University / Institution.

Place: *Mysor*

Date: *20.09.2024*

*Megha*  
Signature of the Student

Megha

(4AL22BA041)

## ACKNOWLEDGEMENT

The Research project needs co-ordination and support from many, for its successful completion and I am fortunate enough in this direction. It gives me great pleasure to acknowledge and to express my deep sense of gratitude to those who have helped me throughout this work.

I express my genuine thanks to **Dr. Peter Fernandes**, Principal of Alva's Institute of Engineering & Technology for his whole hearted support in all our endeavors.

I sincerely thank **Mrs. Priya Sequeira**, Head, PG Department of Business Administration for all her support and encouragement to do a meaningful study.

I wish to convey my deep sense of gratitude to my internal guide **Mrs. Princy P F**, Assistant Professor of Alva's Institute of Engineering & Technology Department of PG, for having guide me one very aspect right from the beginning of the Organization Study.

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 & Technology.

I am deeply indebted to **Mr. Sharath**, Finance Manager, Leksa Lighting Technologies Private Limited for giving me an opportunity to undertake my internship in their esteemed organization and who guided me with necessary inputs, in carrying out this exercise.

I express my deepest thanks 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.

Thank You.

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## **EXECUTIVE SUMMARY**

The project titled "Financial Analysis of Light Technology and its Impact on Leksa Lighting Company's Export" provides an in-depth examination of how advancements in lighting technology, particularly LED and smart lighting systems, affect the financial and export performance of Leksa Lighting. Founded in 2016, Leksa Lighting has rapidly grown to become a leading manufacturer of professional lighting solutions, offering products across various sectors such as TV studios, theatres, architecture, and specialized lighting. This study explores the company's financial statements, analyzing key metrics such as revenue growth, profitability ratios, and export sales trends over recent years.

The study was conducted for the period of Six Weeks. The first chapter deals with the Introduction, Industry profile and company profile along with the products that are offered, areas of operations etc. The Second chapter talks about the theoretical background of the study and the literature review. The Third chapter contracts with the Research design such as problem statement, need, objectives, scope, methodology, hypothesis and limitations of the study. The fourth chapter deals with Analysis and interpretation of the collected data. The fifth and the final chapter deals with the findings, Conclusion and suggestions given for the study conducted.

**“A STUDY ON IMPACT OF INVENTORY MANAGEMENT ON  
FINANCIAL PERFORMANCE WITH REFERENCE TO SKF  
ELIXER INDIA PVT LTD”**

**Submitted By :**

**POOJA C**

**USN - 4AL22BA053**



**Submitted To:**

**VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI**

**In Partial fulfilment of the requirements for the degree of  
MASTER OF BUSINESS ADMINISTRATION**

**Under the Guidance of**

**Internal Guide**

**Mrs.Princy Francis**

**Assistant Professor**

**PG Department of Business Administration**

**AIET, Mijar**

**External Guide**

**Mrs. Sumana**

**HR Manager**

**SKF Elixer India Pvt Ltd,**

**Moodubidri - 575011**



**ALVA'S**  
**Education Foundation®**

**PG DEPARTMENT OF BUSINESS ADMINISTRATION  
ALVA'S INSTITUTE OF ENGINEERING & TECHNOLOGY**

**Shobhavana Campus, Mijar, Moodubidri**

**2023 - 24**

Date: 06-06-2024

## CERTIFICATE

This is to certify that **Pooja C**, bearing USN No. **4AL22BA053**, pursuing an MBA degree at Alva's Institute of Engineering and Technology, Mijar, has completed her project titled "**A study on impact of inventory management on financial performance**" at SKF Elixer India Pvt Ltd, Moodubidre during the period 23/04/2024 to 06/06/2024.

We found the student dedicated and committed to her work. We wish her every success on her future endeavours.

For SKF Elixer India Private limited

  
AGM-HR



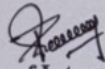
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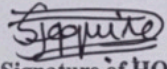
(A Unit of Alva's Education Foundation @ Moodbidri)  
Affiliated to Visvesvaraya Technological University, Belagavi  
Approved by AICTE, New Delhi & Recognised by Government of Karnataka  
Accredited by NBA (CSE & ECE)

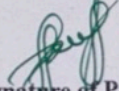
Date: 10/09/2024

## CERTIFICATE

This is to certify that **Pooja C** bearing USN **4AL22BA053**, 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 Inventory Management on Financial Performance with reference to Skf Elixer India Pvt Ltd**" is prepared by her 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

  
Signature of HOD

  
Signature of Principal  
PRINCIPAL  
Alva's Institute of Engg. & Technology,  
Mijar. MOODBIDRI - 574 225, D.K

Viva – Voce Examination

HOD  
PG Dept. of Business Administration  
Alva's Institute of Engg. & Technology  
Mijar - 574225

Signature of Internal Examiner  
(Name & Affiliation)

Signature of External Examiner  
(Name & Affiliation)

Shobhavana Campus, Mijar, Moodbidri -574225, Mangalore, Karnataka, India

☎ 08258-262724 (O), 262725 (P)

✉ principalaiet08@gmail.com

🌐 www.aiet.org.in



## DECLARATION

I Pooja C, hereby declare that the project report entitled "**A Study on impact of Inventory Management on Financial Performance with reference to SKF Elixer India Pvt Ltd**" prepared by me under the guidance of **Mrs. Princy P F, Assistant Professor, PG Department of Business Administration Alva's Institute of Engineering and Technology, Mijar** and External Guide **Mrs. Sumana, HR Manager, SKF Elixer India Pvt. Ltd.**

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.

Date: 10/09/24

Place: Mijar

*Pooja*  
Signature of Student  
USN: 4AL22BA053

# ACKNOWLEDGEMENT

I, Pooja C, student of Alva's Institute of Engineering and Technology, Mijar studying Master of Business Administration hereby taking this opportunity to express my sincere gratitude to my internal guide Mrs. Princy, Assistant Professor, PG Department of Business Administration, Alva's Institute of Engineering and Technology for her idea guidance and encouragement throughout the course.

I also take this opportunity to express my deep sense of gratitude to Mrs. Sumana, HR Manager, SKF Elixer India Pvt Ltd, Moodbidri for showing me immense support with valuable guidance and helped mw in getting the information.

I would like to express my sincere gratitude to Mrs. Priya Sequeira, Head of Department, PG MBA Department, Alva's Institute of Engineering and Technology, Mijar for her guidance and support in carrying out this project.

I am extremely thankful to Dr. Peter Fernandes, Principal of Alva's Institute of Engineering and Technology for providing me a chance to carry up this project.

I am grateful to the staff of SKF Elixer Pvt Ltd, Moodbidri for providing me the useful information with the co-operation during the period of study.

I thank everyone who helped me directly or indirectly in completing my project.

Thank you



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# **EXECUTIVE SUMMARY**

The project includes “A study on the impact of inventory management on the financial performance with reference to SKF Elixer India Pvt Ltd”.

The study mainly aimed at inventory management in the company.

The report includes 5 chapters which are shown as follows:

The introduction, industry profile, company biography, vision, mission, SWOT analysis, and the financial statement of the business are all included in the first chapter.

A conceptual backdrop and a review of the relevant literature are provided in the second chapter.

The third chapter contains the research design, which comprises the problem statement, justification for the investigation, goal of the study, research methods, constraints and chapter structure.

The company's financial statement is the basis for the analysis and interpretation in the fourth chapter, which is followed by recommendations, conclusions, and results in the final chapter.

**PROJECT REPORT ON**  
**“A STUDY ON IMPACT OF INVENTORY MANAGEMENT**  
**PRACTICES ON FINANCIAL PERFORMANCE OF SWITCHGEAR**  
**AND CONTROL TECHNICS PVT. LTD.”**

**Submitted by**  
**POOJARY VINISHA VISHWANATH**  
**USN: 4AL22BA055**

**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 Francis**  
Assistant Professor  
AIET, Mijar

**EXTERNALGUIDE**

**Ms. Susheela N**  
Asst.Manager-Accounts& Finance  
Banglore



**PG DEPARTMENT OF BUSINESS ADMINISTRATION**  
**ALVA'S INSTITUTE OF ENGINEERING & TECHNOLOGY**  
**SHOBHAVANA CAMPUS, MIJAR, MOOBBIDRI.**



REF: SCTPL: HR: INT/2024-25  
21<sup>st</sup> May 2024

To,  
Ms.Poojary Vinisha Vishwanath,  
Student of Alva's Institute of Engineering & Technology (AIET)  
Mangaluru-574225

Sub: Completion of internship with Switchgear and Control Technics Pvt. Ltd.

**This is to certify that “Ms.Poojary Vinisha Vishwanath” has successfully completed her internship with Switchgear and Control Technics Pvt. Ltd. from 12<sup>th</sup> April 2024 to 21<sup>st</sup> May 2024. The subject on which internship was carried out is on Finance.**

**Her internship was on Finance at Switchgear and Control Technics Pvt. Ltd. under the guidance of Ms. Susheela N, Asst.Manager-Accounts& Finance. During the period of her internship with us, she was found to be punctual, hardworking, and inquisitive.**

**We take this opportunity to wish her a very bright and successful career ahead.**

For Switchgear and Control Technics Pvt. Ltd,

Authorised Signatory

**Harshith Shekar Shetty**

**Director & CFO**



CIN No. U40109KA2004PTC033356  
Plot No. 152, Bommasandra Industrial Area,  
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Website:www.switchgear.in

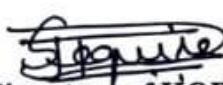
Switchgear and Control Technics Private Limited

Date: 10/09/2024

## CERTIFICATE

This is to certify that **Poojary Vinisha Vishwanath** bearing USN 4AL22BA055, 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 Inventory Management Practices on Financial Performance Switchgear and Control Technics Pvt. Ltd" is prepared by her 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

  
Signature of HOD

  
Signature of Principal  
PRINCIPAL  
Alva's Institute of Engg. & Technology,  
Mijar. MOODBIDRI - 574 225, D.K

Viva – Voce Examination

HOD  
PG Dept. of Business Administration  
Alva's Institute of Engg. & Technology  
Mijar - 574225

Signature of Internal Examiner  
(Name & Affiliation)

Signature of External Examiner  
(Name & Affiliation)

## DECLARATION

I, Poojary Vinisha Vishwanath, hereby declare that the Project report entitled " **A Study On Impact Of Inventory Management Practices On Financial Performance Of Switchgear And Control Technics Pvt. Ltd.** " prepared by me under the guidance of **Mrs. Princy Francis**, faculty of M.B.A Department, Alva's Institute of Engineering and Technology and external assistance by **Mrs. Susheela N.** 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: Mijar

Date: 19/09/2024



Signature of the Student



## ACKNOWLEDGEMENT

Any successful project is backed by the efforts of many people, directly as well as indirectly in the form of silent encouragement. This report wouldn't be complete without expressing gratitude to every one of those people.

I would like to express my gratitude to our Principal **Dr. Peter Fernandes**, AIET, Moodabidri., for providing me congenial environment to work.

I feel delighted to have this page to express my sincere thanks and deep appreciation **Mrs. Priya Sequeira**, HOD, PG Department of Business Administration, AIET, Mijar for her valuable guidance, keen interest and constant encouragement throughout the entire project report.

My utmost gratitude to my internal guide, **Mrs. Princy Francis**, Faculty of MBA Department, who has enthusiastically imparted relevant information, guided and supported me in carrying out this project.

I would like to express my sincere gratitude to **Mr. Susheela N**, Asst.Manager accounts & finance for her support, co-operation and for providing all necessary information required for the project.

I would like to thank my parents, dear and near ones and all my friends who have helped me in the completion of the project.

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## **EXECUTIVE SUMMARY**

This report presents a comprehensive analysis of the impact of inventory management practices on the financial performance of Switchgear and Control Technics Pvt. Ltd. (SCTPL). Conducted as part of a Master of Business Administration degree from Visvesvaraya Technological University, the study spans a six-week period and aims to provide insights into how effective inventory management can enhance the company's profitability and operational efficiency.

The report is structured into five main chapters. Chapter 1 introduces the project, detailing the industry context and company profile, including the promoters' vision, mission, quality policy, and a SWOT analysis that highlights the company's strengths, weaknesses, opportunities, and threats. Chapter 2 offers a conceptual background and literature review relevant to the study, establishing a theoretical framework that underpins the analysis of inventory management and financial performance.

Chapter 3 outlines the research design, including the statement of the problem, objectives, scope, and methodology employed in the study. It also discusses the limitations encountered, such as the availability of data and the confidentiality of certain financial information, which restricted the analysis to specific metrics.

In Chapter 4, the analysis and interpretation of data are presented, focusing on key financial performance indicators such as inventory turnover ratio, return on investment, and cash flow. This chapter aims to identify areas for improvement in inventory management practices and suggests potential strategies for optimizing inventory levels to enhance financial outcomes.

Finally, Chapter 5 summarizes the findings, offering recommendations and conclusions based on the analysis. The report emphasizes the critical role of effective inventory management in achieving financial stability and competitive advantage for SCTPL. Overall, this study serves as a valuable resource for stakeholders interested in understanding the financial implications of inventory management practices and provides a foundation for future research and strategic initiatives within the company.

**Project report on**  
**“A Study on Financial Performance Analysis**  
**with reference to Mahabell Industries (India)**  
**Pvt.ltd.Bengaluru”**

**Submitted by:**

**Mr. Rakshith Jain**

**USN: 4AL22BA072**

**Submitted to:**



**VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELGAVI**

**In partial fulfilment of the requirements for the award of degree**

**MASTER OF BUSINESS ADMINISTRATION**

**Under the guidance of**

**INTERNAL GUIDE**

**Mrs. Princy P F**

**Assistant Professor**

**AIET, Mijar**

**EXTERNAL GUIDE**

**Mr.Veeresh Heremat**

**Manager (Finance)**

**Mahabell, Bangalore**



**PG DEPARTMENT OF BUSINESS ADMINISTRATION**

**ALVA'S INSTITUTE OF ENGINEERING AND**  
**TECHNOLOGY,**

**SHOBHAVANA CAMPUS, MIJARMOODBIDRI**

**2023-24**


## CERTIFICATE

This is to certify that Mr, **RAKSHITH JAIN**, has completed the Internship Training in “**FINANCIAL PERFORMANCE ANALYSIS**” from 23/04/2024 to 06/06/2024, under the guidance of Accounts Manager and embodies original work done under his supervision and guidance.

During his internship period we found him to be diligent, inquisitive, and eager to learn.

We wish him all the success in his future endeavors.

For MAHABELL INDUSTRIES (INDIA) PVT. LTD



Branch Head

---

**MAHABELL INDUSTRIES (INDIA) PVT. LTD.**

CIN U36999KA2016PTC092459

B-61,62 Devasandra Industrial Estate, Mahadevapura Post, Bangalore-560048

Ph: 9036001429 / Email: info@mahabell.com

Date: 10/09/2024

## CERTIFICATE

This is to certify that **Rakshith Jain** bearing USN 4AL22BA072, 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 financial performance analysis with reference to Mahabell Industries (india) Pvt .Ltd. Bengaluru" 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

  
Signature of HOD

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

Viva – Voce Examination

HOD  
PG Dept. of Business Administration  
Alva's Institute of Engg. & Technology  
Mijar - 574225

Signature of Internal Examiner  
(Name & Affiliation)

Signature of External Examiner  
(Name & Affiliation)

## DECLARATION

I Rakshith jain, bearing USN4AL22BA072 hereby declares that the Project Title entitled "A STUDY ON FINANCIAL PERFORMANCE ANALYSIS WITH REFERENCE TO MAHABELL INDUSTRIES (INDIA) PVT .LTD. BENGLORE" 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. Veeresh heremat.

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: 20/09/2024

  
Signature of the Student

RAKSHITH JAIN

(4AL22BA072)



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## 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 encouraged and supported for the successful completion of this work.

I would like to express my sincere thanks to Principal **Dr.Peter Fernandes**, AIET, Moodbidri. And I express my deep sense of gratitude to my Internal Guide **Mrs.Princy P F**, Professor of MBA Department, for the constant support and encouragement to carry out my report successful without much difficulty. I express my heartfelt thanks for their constant encouragement and support during the entire report.

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I express my deepest gratitude to my parents and finally 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.

## **EXECUTIVE SUMMARY**

The project titled “A Study on Financial Performance Analysis with reference to Mahabell Industries (India) Pvt.ltd.Bengaluru” was carried out over a six-week period. This report is structured into five chapters. The first chapter provides an introduction and a historical overview of Mahabell Industries (India) Pvt.ltd.Bengaluru. The second chapter presents the conceptual framework and a literature review related to the subject of the study. The third chapter outlines the research design, detailing the statement of the problem, the need for the study, objectives, scope, research methodology, and the limitations encountered during the research process. The fourth chapter delves into the analysis and interpretation of the data collected from the company, primarily utilizing balance sheets, tables, and graphical representations for clarity. The fifth and final chapter concludes the study with key findings, conclusions, and suggestions based on the research. The report concludes with a bibliography listing the websites and sources used to gather secondary data and conduct the literature review. The annexure includes the balance sheet and profit and loss account of Mahabell Industries (India) Pvt.ltd.Bengaluru.

# **“A STUDY ON IMPACT OF AUTOMATION ON MANUFACTURING COST AND INDIA, PVT., LTD”**

**Submitted By :  
SHARANYA SHETTY  
USN - 4AL22BA087**



**Submitted To:  
VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI  
In Partial fulfilment of the requirements for the degree of  
MASTER OF BUSINESS ADMINISTRATION**

**Under the Guidance of**

**Internal Guide**

**Mrs.Princy Francis**

**Assistant Professor**

**PG Department of Business Administration  
AIET, Mijar**

**External Guide**

**Mrs. Sumana**

**HR Manager**

**SKF Elixer India Pvt Ltd,  
Moodubidri - 575011**



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**PG DEPARTMENT OF BUSINESS ADMINISTRATION  
ALVA'S INSTITUTE OF ENGINEERING & TECHNOLOGY  
Shobhavana Campus, Mijar, Moodubidri  
2023 - 24**

Date: 06-06-2024

## CERTIFICATE

This is to certify that **Sharanya Shetty**, bearing USN No. **4AL22BA087**, pursuing an MBA degree at Alva's Institute of Engineering and Technology, Mijar, has completed her project titled "**A study on impact of automation on manufacturing cost and profitability**" at SKF Elixer India Pvt Ltd, Moodubidre during the period 23/04/2024 to 06/06/2024.

We found the student dedicated and committed to her work. We wish her every success on her future endeavours.

For SKF Elixer India Private limited



AGM-HR



# ALVA'S INSTITUTE OF ENGINEERING & TECHNOLOGY

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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 **Sharanya Shetty** bearing USN 4AL22BA087, 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 Automation on Manufacturing Cost and Profitability of Skf Elixer India Pvt. Ltd" is prepared by her 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

Signature of HOD

HOD

Viva – Voce Examination

PG Dept. of Business Administration  
Alva's Institute of Engg. & Technology  
Mijar - 574225

Signature of Principal  
PRINCIPAL

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

Signature of Internal Examiner  
(Name & Affiliation)

Signature of External Examiner  
(Name & Affiliation)



## DECLARATION

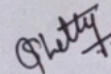
I **Sharanya Shetty**, hereby declare that the project report entitled "**A Study on impact of automation on Manufacturing cost and Profitability of SKF Elixer India Pvt Ltd**" prepare by me under the guidance of **Mr. Princy P F, Assistant Professor, PG Department of Business Administration Alva's Institute of Engineering and Technology, Mijar** and External Guide by **Mrs. Sumana, HR Manager, SKF Elixer India Pvt. Ltd.**

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.

Date: 10/09/24

Place: Mijar



Signature of Student

USN: 4AL22BA087



# **ACKNOWLEDGEMENT**

I, Sharanya Shetty, student of Alva's Institute of Engineering and Technology, Mijar studying Master of Business Administration hereby taking this opportunity to express my sincere gratitude to my internal guide Mrs. Princy Fransis, Assistant Professor, PG Department of Business Administration, Alva's Institute of Engineering and Technology for her idea guidance and encouragement throughout the course.

I also take this opportunity to express my deep sense of gratitude to Mrs. Sumana, HR Manager, SKF Elixer India Pvt Ltd, Moodbidri for showing me immense support with valuable guidance and helped me in getting the information.

I would like to express my sincere gratitude to Mrs. Priya Sequeira, Head of Department, PG MBA Department, Alva's Institute of Engineering and Technology, Mijar for her guidance and support in carrying out this project.

I am extremely thankful to Dr. Peter Fernandes, Principal of Alva's Institute of Engineering and Technology, for providing me a chance to carry up this project.

I am grateful to the staff of SKF Elixer Pvt Ltd, Moodbidri for providing me the useful information with the co-operation during the period of study.

I thank everyone who helped me directly or indirectly in completing my project.

Thank you

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# **EXECUTIVE SUMMARY**

The project includes “A study on the impact of automation on manufacturing cost and profitability of SKFELixer India Pvt Ltd”.

The study mainly aimed at inventory management in the company.

The report includes 5 chapters which are shown as follows:

First chapter includes introduction, industry profile, company profile, Vision, Mission, SWOT Analysis and also the financial statement of the company.

The second chapter includes a conceptual background and literature review of the reference topics.

Third chapter includes the research design like statement of the problem, need for the study, objective of the study, research methodology, limitations and chapter scheme.

The fourth chapter includes the analysis and interpretation based on the financial statement of the company and the findings, conclusion, and suggestions in the final chapter.

**AN PROJECT REPORT ON**  
**A STUDY ON IMPACT OF MACRO ECONOMICS FACTORS ON THE**  
**PROFITABILITY OF ADITYA BIRLA SUN LIFE INSURANCE**

**Submitted By**  
**SHREYAS H DEVADIGA**  
**USN - 4AL22BA100**



**VISVESVARAYA TECHNOLOGY UNIVERSITY, BELAGAVI**  
**In Partial fulfilment of the requirements for the degree of**  
**MASTER OF BUSINESS ADMINISTRATION**

**Under the guidance of**  
**MRS. PRINCY FRANCIS**  
**Asst. Professor**  
**PG Department of Business Administration**



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**Shobhavana Campus, Mijar, Moodubidre**  
**September 2024**

Aditya Birla Sun Life Insurance Company Ltd.



adityabirlacapital.com

Date: 10-06-2024

This is to certify that Mr. Shreyas H Devadiga, bearing USN: 4AL22BA100 a student of Alvas Institute of Engineering and Technology, Mijar, Moodbidri had done an Internship at Aditya Birla Sun Life Insurance Co. Ltd. From 22-04-2024 to 06-06-2024 in our Mangalore Branch under the Guidance of Mr. Hilary Dsouza, Regional Training Manager, Aditya Birla Capital.

He has completed the project work and submitted the report on the same.

We wish him all the best in his future endeavors.

For Aditya Birla Capital Ltd

A handwritten signature in blue ink, appearing to read "H.D. Dsouza", written over a horizontal line.

Hilary Donald Dsouza

Regional Training Manager

ADITYA BIRLA SUNLIFE INSURANCE CO.LTD.  
KAYARMANJ, 3<sup>rd</sup> Floor, M.G. Road  
Above P.C. Jewellers, Ballalbagh  
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Aditya Birla Sun Life Insurance Company Ltd.  
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Accredited by NBA (CSE & ECE)

Date: 10/09/2024

## CERTIFICATE

This is to certify that **Shreyas H Devadiga** bearing **USN 4AL22BA100**, 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 Macro Economics Factors on the Profitability of Aditya Birla Sun Life Insurance**" 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

  
Signature of HOD

  
Signature of Principal  
PRINCIPAL

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Alva's Institute of Engg. & Technology,  
Mijar. MOODEIDRI - 574 225, D.K

Signature of Internal Examiner  
(Name & Affiliation)

Signature of External Examiner  
(Name & Affiliation)



## DECLARATION

I **Shreyas H Devadiga**, bearing USN **4AL22BA100** hereby declares that the Project Title A Study on Impact of Macro Economics Factors on The Profitability of Aditya Birla Sun Life Insurance prepared by me under the guidance of **Mrs. Princy Francis**, faculty of MBA Department, Alva's Institute of Engineering and Technology and External Guidance by **Mr. Hilary Donald Dsouza**.

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:

Date:

Signature of the Student

Shreyas H Devadiga

(4AL22BA100)

## 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 encouraged and supported for the successful completion of this work.

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## **Executive Summary**

This project examines the financial performance of Aditya Birla Sun Life Insurance (ABSLI), a major player in India's insurance sector, in response to key macroeconomic factors such as GDP growth, inflation, interest rates, and unemployment. ABSLI, part of the Aditya Birla Group, offers a variety of insurance products including life, health, and retirement solutions. With a strong distribution network and partnerships, the company has shown resilience in a highly competitive market.

The study highlights the evolving landscape of the insurance industry, driven by technological advancements and changing consumer needs. ABSLI's growth prospects are analyzed in the context of India's expanding insurance market, with a focus on the company's ability to innovate and adapt to meet customer demands. The project also emphasizes the importance of macroeconomic conditions in shaping ABSLI's profitability, identifying key factors such as inflation and interest rates that influence the company's investment income and operational costs.

Financial ratio analysis reveals ABSLI's consistent performance, with stable operating and net profit margins despite external economic pressures. However, challenges such as fluctuating return on equity (ROE) and return on assets (ROA) are noted, indicating potential areas for improvement in profitability and asset utilization.

The project concludes with strategic recommendations for ABSLI to enhance its financial performance by better aligning with macroeconomic trends, optimizing debt management, and improving capital efficiency. The company's future growth will depend on its ability to innovate, expand its customer base, and strengthen cost management practices in a competitive and dynamic market.