

RB9

**Internship Report on**

**A STUDY ON CUSTOMER SATISFACTION TOWARDS NANDINI MILK AND  
NANDINI MILK PRODUCTS WITH SPECIAL REFERENCE TO KMF MOTHER  
DAIRY YELAHANKA, BANGALORE.**

Submitted By

**Mr. Darshan**

**4AL15MBA14**

Submitted to



**VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELGAUM**

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

**MASTER OF BUSINESS ADMINISTRATION**

*Under the guidance of*

**INTERNAL GUIDE:**

**Dr. Guru Basava Aradhya . S**

Associate Professor

Department of MBA

AIET, Mijar.

**EXTERNAL GUIDE**

**Mr. Acharya .G**

Marketing Manager

Mother Dairy, Yelahanka

Bangalore.



**Department of MBA**

**Alva's Institute of Engineering and Technology**

**Shobhavana campus, Mijar, Moodbidri, DK.**

**2015-2017**

**KMF MOTHER DAIRY**  
Yelahanka, Bangalore.



Date: 12-05-2017



**CERTIFICATE**

This is to certify that Mr. Darshan (USN - 4AL15MBA14) a student of Alva's Institute of Engineering and Technology, Mijar. has completed his summer internship from 2-01-2017 to 8-03-2017 at KMF Mother dairy, Yelahanka. And has submitted his project report entitled "Customer satisfaction towards Nandini milk and Nandini milk products with special reference to KMF Mother dairy Yelahanka"

During his stay with us the performance was very good as a direct result of his hard work strong focus and ability to rise to any challenge he faced.

Marketing Manager

( Acharya , G )

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Mother dairy  
Unit of Karnataka co-operative,  
Milk Producers Federations LTD.,  
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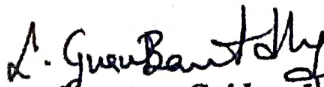
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Date: 15-May-2017

### CERTIFICATE

This is to certify that Mr. Darshan bearing USN 4AL15MBA14, is a bonafide student of Master of Business Administration course of the Alva's Institute of Engineering and Technology (2015-2017), affiliated to Visvesvaraya Technology University, Belgaum.

Internship report on "A STUDY ON CUSTOMER SATISFACTION TOWARDS NANDINI MILK AND NANDINI MILK PRODUCTS WITH SPECIAL REFERENCE TO KMF MOTHER DAIRY, YELAHANKA" is prepared by him under the guidance of Dr. Guru Basava Aradhya S, in partial fulfilment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belgaum Karnataka.

  
Signature Guide 15/5/17

Dr. Guru Basava Aradhya S

  
Signature of HOD

Prof. P Ramakrishna

Chadaga

  
Signature of Principal

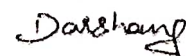
Dr. Peter Fernandez

### DECLARATION

I, **Darshan**, hereby declare that the Internship report entitled “A Study on Customer Satisfaction ” with reference to “Nandini milk and Nandini milk products , Bangalore” prepared by me under the guidance of **Dr. Guru Basava Aradhya.S**, Associate Professor, MBA Department, Alva’s Institute of Engineering and Technology and External Assistance by **Mr. Acharya G, Marketing Manager, Mother dairy , Yelahanka ,Bangalore city.**

I also declare that this Internship work is towards the partial fulfilment of the university regulations for the award of degree of Master of Business Administration by Visvesvaraya Technological University, Belgaum.

I have undergone a summer project for a period of Ten 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

**Signature of the student**

**Date:** 15/may/2017



## ACKNOWLEDGEMENT

Completion of task in an efficient and effective way within the period of given time, the assistance and hard work of many people are complementary. There is a pleasure to acknowledge to those many people whose timely support went a long way in the completion of project report.

Firstly I thank almighty God for showering his blessing and keeping me in good health throughout the tenure of the project.

I am extremely grateful to my research guide **Dr. Guru Basava Aradhya.S**, Department of Business Administration, for his regular supervision and valuable suggestions.

I am thankful to Mr. Acharya .G, Marketing Manager, Mother dairy Yelahanka , for granting permission and providing requisite information regarding the project.

It's my privilege to thank our principle **Dr. Peter Fernandes** for giving me the opportunity to take up this project. At the outset I would like to acknowledge my gratitude to **Prof. P. Ramakrishna Chadaga**, Dean of Department of Business Administration. My profound gratitude to all the faculty members of the department of Business Administration, Alva's Institute of Engineering and Technology, Mijar, Moodbidri.

Finally there are heart full of thanks to my parents and family members for the continual encouragement and blessings and also my friends for their support to finish my project successfully.

**Darshan**

**USN: 4AL15MBA14**

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## **EXECUTIVE SUMMARY**

A project report titled "A Study on customer satisfaction towards Nandini milk and milk products. Bangalore." This study main purpose is to know customer satisfaction towards Nandini milk and milk products. The primary information was obtained by questionnaire which consists of open end questions and close end questions and company's records are used as a source of secondary data. This study used the simple analytical methods like bar charts, pie charts, etc., are used to analyse the data collected.

From the study it was found that services are provided by the Nandini milk are effectively satisfied their customers. In this study methods were used that service quality dimensions are Reliability, Responsiveness, Assurance, Empathy, Tangibles based on these dimensions questionnaires are prepared. In the analyse it is found that customers well satisfied by the products and services of the Nandini milk and milk products.