

12/13/16

Internship report on

**“A STUDY ON CUSTOMER EXPECTATIONS & SATISFACTION LEVEL
TOWARDS AFTER SALE SERVICE PROVIDED AT TRIDENT RENAULT”**

By

LAXMISH KRISHNA NAIK

USN: 4AL15MBA31

Submitted to



VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELGAUM

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

MASTER OF BUSINESS ADMINISTRATION

Under the guidance of

INTERNAL GUIDE

Prof. DHARMANAND M.

Department Of Business Administration

AIET, Mijar.

EXTERNAL GUIDE

PRAKASH. H

Assistant Marketing

Trident Renault, Bangalore.



Department of MBA

ALVAS INSTITUTE OF ENGINEERING & TECHNOLOGY

Shobhavana Campus, Mijar, Moodbidri, Mangalore Taluk, D.K. -574225.

Phone: 08258-262725, Fax: 08258-262726.

2015-2017

TRIDENT AUTOMOBILES PRIVATE LIMITED

1, Lower Palace Orchards, Sankey Road, Bangalore - 560 003.
Tel: 91-80-4343 3333 Fax: 91-80-2336 8152 CIN: U50500KA1997PTC023159

Date: 16-05-2017

TO WHOM SO EVER IT MAY CONCERN

This is to certify that Mr. Laxmish Krishna Naik (Reg No: 4AL15MBA31) who is studying at Alva's Institute of Engineering & Technology Moodbidri, has successfully completed his "Project Work for "Customer Expectation and Satisfaction Levels towards after Sales & Service provided" in our organization during the period of 02nd January 2017 to 10th March 2017

His performance & conduct during the internship was good.

We wish his luck for her future endeavor.

Yours sincerely

For Trident Automobiles Pvt Ltd.,


Metha Nanjappa
Dy. General Manager – HR



ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY

A Unit of Alva's Education Foundation (R)

(Affiliated to Visvesvaraya Technological University, Belagavi

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

Shobhavana Campus, Mijar, Moodbidri - 574 225, Mangalore, D.K., Karnataka State.

Phone : 08258-262724 (O), 262725 (P), Telefax:08258-262726

Email : principalaiet08@gmail.com, Web:www.aiet.org.in

Date: 15-May-2017

Certificate

This is certified that **Mr. LAXMISH KRISHNA NAIK** bearing USN 4AL15MBA31 is a bonafide student of Master of Business Administration course of the Institute (2015-17), affiliated to Visvesvaraya Technological University, Belgaum.

The internship report on **A Study on Customer Expectations & Satisfaction Level Towards After Sale Service Provided at Trident Renault and A Study Conducted at Trident Renault Mysore road, Bangalore**, is prepared by him under the guidance of **Prof. Dharmanand M, Assistant Professor, Department of MBA** in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belgaum, Karnataka.

Prof. Dharmanand M.
Project Guide

Prof. P. Ramakrishna Chadaga
Dean - MBA

Dr. Peter Fernandes
Principal

DECLARATION

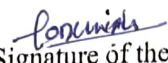
I Laxmish Krishna Naik hereby declare that the internship report entitle **“A study on customer exportation and satisfaction level towards after sales service provided at Trident Renault”** prepared by me under the guidance Professor. Dharmanada M. faculty of MBA department Alva's Institute of Engineering & Technology and External Assistance by Prakash.H Assistant Marketing, Trident Renault.

I also declare that this internship work is towards partial fulfillment of the university regulation 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 10 weeks. I further declare that this project based on the original study under take by me as not been submitted for the award of any degree from any other university/institution.

Place: *MiTar*

Date: 15/May/2017


Signature of the student

(Laxmish Krishna Naik)

ACKNOWLEDGEMENT

It's my honest duty to acknowledge all who have helped me to complete this project work. It was not possible for me to complete project work if trident Renault had not permitted me to do work on the topic of mutual choice in their company.

I express deep sense of gratitude to Prakash. H assistant marketing of Trident Renault Bengaluru who gave me the permission and support to my project

I would like express my sincere thanks to Sunil (service manager) for his permission and faith in me and for his guidance and for spending his precious time even in between his busy schedule

I would like to express my sincere thanks to professor Ramakrishna Chadaga, the dean MBA program for his direction and motivation and honorable principle of our college Dr. peter Fernandes

My project work and this report would have been incomplete without the continues direction and correction. So I should be very grateful to acknowledge my mentor Prof. Dharmanada M. for guiding me thought the project with his vast knowledge and supporting me at all hurdles.

I finally thank my family and friends for their constant support and guidance

(Laxmish Krishna Naik)

USN: 4AL15MBA31

Table of contents

Sl. no	Chapter	Particulars	Page No
1	Chapter 1	Introduction	1-5
2	Chapter 2	Industry and company profile	6-17
3	Chapter 3	Theoretical Background of the Study	18-20
4	Chapter 4	Data Analysis and interpretation	21-56
5	Chapter 5	Summary of Findings, suggestions and conclusion	57-58
Bibliography			59
Annexure			

EXECUTIVE SUMMARY

The intention of the study is to acknowledge the degree of customer expectation and satisfaction towards different models of products and services provided by Trident Renault. For each industry customer satisfaction is important. If the companies properly study the customer expectation to provide Satisfaction, company gets the good result in both profit and popularity. So it is important to study the post service customer expectation and satisfaction. The project titled "A study on customer expectation and satisfaction level towards after sale service provided" was intended to explore the customer behavior and their expectation about Renault product. This project work explored to identify and evaluate the customer response towards after sale service provided at Trident Renault Bangalore. It also identified the change expected in the Renault car segment. This project work would help the company to formulate better strategies to become a dominant player in the market