

Internship Report on

**"A STUDY ON CUSTOMER SATISFACTION TOWARDS RATNA  
CEMENTS."**

Submitted By

**Mr. SHIVARAJ B KURATTI**

**USN: 4LV15MBA27**

Submitted to

**VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELGAUM**

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

**MASTER OF BUSSINESS ADMINISTRATION**

*Under the guidance of*

**INTERNAL GUIDE**

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Associate Professor

Department of MBA.

A.I.E.T, Mijar, Moodbidri.

**EXTERNAL GUIDE**

Mr. Mohan kondly

Marketing Manager

Rathna cement yadwad



**Department of MBA**

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

**Shobhavana campus, Mijar, Moodbidri 2016-2017**



RBY



## **Ratna Cements (Yadwad) Limited**

**FACTORY ADDRESS:**

Survey No. 251/1, Yadwad Village - 591136

Gokak Taluka, Belgaum Dist,

Tel : 08334-292020 Email : ratnacements@rediffmail.com

DATE: -14-03-2017

### **TO WHOM SO EVER IT MAY CONCERN**

This is to certify that Shivaraj B Kuratti. Reg.No.4I.V15MBA27, MBA 2<sup>nd</sup> year student of "Alva's Institute of Engineering and Technology" has successfully carried out the project work entitled on "CUSTOMER SATISFACTION" during the period from 02 Jan 2017 to 10 Mar 2017.

He has successfully completed his project work in allotted time.

We wish him all success.

**For RATNA CEMENTS (Y) LTD, YADWAD**

  
VICE PRESIDENT (W)





## ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY

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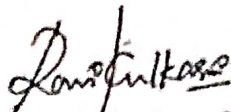
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### Certificate

This is to certified that Mr. SHIVARAJ B KURATTI bearing USN 4LV15MBA27 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 "CUSTOMER SATISFACTION ON RATNA GOLD CEMENT" is prepared by him under the guidance of Dr, RAVI KULKARNI, Associate Professor, and 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.

  
Dr. Ravi kulkarni.  
Project Guide

  
Prof. P. Ramakrishna Chadaga  
Dean - MBA

  
Dr. Peter Fernandes  
Principal

## DECLARATION

I, **Shivaraj Kuratti**, hereby declare that the internship report entitled "**A study on CUSTOMER SATISFACTION TOWARDS RATHNA CEMENTS**". Prepared by me under the guidance of **Dr.Ravi kulkarni**, Department of Business Administration, **Alva's Institute of Engineering and Technology** and External assistance by **Manager rathna cement yadawad**.

I also declare that this internship work is towards the 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 five 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: 16/May/2017.

*S.B. Kuratti*

Signature of the student



## ACKNOWLEDGEMENT

For the completion of any 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.

Hereby I make a humble effort to place on record, my sense of gratitude and sincerity to all my well wishers for the help I received for the successful completion of my project report.

I acknowledge my fullest gratitude to my faculty guides **Dr. Ravi Kulkarni** Department of Business Administration, for his regular supervision and valuable suggestions.

I am deeply indebted to **Mohan kondli Marketing Manager Rathna cement** and his staff for granting permission and providing requisite information regarding the project.

It's my privilege to thank our principal **Dr. Peter Fernandes** for giving me the opportunity to take up this project. At the outset I would like to acknowledge my gratitude to **Mr. Rama Krishna 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 I extend my gratitude to my parents and family members for the continual encouragement and blessings and also my friends for their support to finish my project successfully.

**Shivaraj Kuratti**

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## **Executive summary**

Ratna Cement is one of the past growing brand in North Karnataka the company is holding good market share which is the good effort made by the company management and executives we can conclude that supply and quality factors fetching to the movement of brand, the company is having good dealer network and it is making a good relation with them that is the service rate of the company good costly with ideal promotional strategy and satisfactory level of customer the company can grow become a market leader in future.

Ratna Cement is one of the premier cements available in the market, the study was conducted to understand the satisfaction level of customer Ratna Cement it was found that price, packing and brand image for the product was excellent compare to other brands in the market. It is also found that high availability of product and awareness created by them was excellent, Ratna Cement out prepared other brands in the fitness and packing.