

36  
Internship Report on

**"A STUDY ON CUSTOMER SATISFACTION AND PERCEPTION  
TOWARDS TSS SUPERMARKET SIRSI, UTTAR KANNADA"**

Submitted By

**Mr. Mallikarjun G Naik**

**4AL15MBA35**

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**

**Gurudatt Somayaji**

**Department of MBA, AIET, Mijar**

**EXTERNAL GUIDE**

**Ravindra Hegde, Marketing**

**Manager, TSS supermarket Sirsi**



**Department of MBA**

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

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

**2015-2017**



# The Totgars' Co-operative Sale Society Ltd.,

SIRSI - 581 402 (Uttara Kannada) Karnataka State

(ISO-9001:2000/2008 certified Co-operative)

☎ (08384) 236371, 236007

Fax: (08384) 236579

website: www.tssindia.in

e-mail: tss@tssindia.in



Ref No 589/10/2017/18




Date: 15-05-2017

## CERTIFICATE

This is to certify that MR.MALLIKARJUN G NAIK student of MBA in ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY has successfully completed his project from 2-01-2017 to 10-03-2017. During this period his conduct is satisfactory and has taken all necessary information about our organisation for the completion of his project report.

For The Totgars' Co-operative  
Sale Society Ltd., Sirsi (U.K.)

  
General Manager



## 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

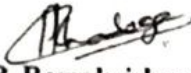
**Date: 15-May-2017**

### CERTIFICATE

This is certified that **Mr. Mallikarjun G Naik** bearing **USN 4AL15MBA35** is a bonafide student of Master of Business Administration course of the Institute (2015-17), affiliated to Visvesvaraya Technological University, Belgaum.

Internship report on "**A Study on Customer satisfaction and perception towards TSS supermarket SIRSI (Uttar kannada)**" is prepared by him under the guidance of **Prof. Gurudatt Somayaji, 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.

  
**Prof. Gurudatt Somayaji**  
Project Guide

  
**Prof. P. Ramakrishna Chadaga**  
Dean - MBA

  
**Dr. Peter Fernandes**  
Principal



## DECLARATION

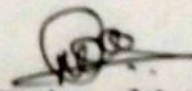
I, **Mallikarjun G Naik**, hereby declare that the internship report entitled "**A Study on customer satisfaction and perception towards TSS Supermarket**" prepared by me under the guidance of **Prof. Gurudatt Somayaji**, faculty of MBA Department, Alva's Institute of Engineering and Technology and External guidance by **Mr.ravindra hegde**, Marketing manager TSS Ltd Sirsi

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

Date: 16-05-2017

  
Signature of the student

## ACKNOWLEDGEMENT

I would like to assemblage my whole hearted gratitude to all who have encouraged me and helped me to complete this project work and I would like to extend my thank to various departments heads of the company .

I would like to express my sincere thanks to Mr. Ravindra Hegde, manager of SIRI for spending his treasured time.

I would like to express my sincere thanks to **Prof.Ramakrishna Chadaga**, Dean MBA program for his direction and motivation

I am very grateful to **Prof.Gurudatt Somayaji** my internal guide for the direction and encouragement during the course of my project

I am grateful to Principal, Dr. Peter Fernandes, Alva's Institute of Engineering and Technology, Mijar

(Mr. Mallikarjun)

USN: 4AL15MBA35



## TABLE OF CONTENT

Chapter	Particular	Page No
1	Introduction about the Internship	1-6
2	Industry profile and company profile	7-31
3	Theoretical background of the study	32-39
4	Data Analysis and Interpretation of the study	40-61
5	Summary of the finding, conclusion and suggestions	62-64

## **EXECUTIVE SUMMARY**

This study is made to concentrate on Customer satisfaction and Perception towards TSS supermarket SIRSI. It considers history of the organization ownership pattern, background, vision and mission of the company, organization chart, competitor's information of the TSS organization.

The study is based on the information collected from the respondents through the questionnaire. The data analysis is presented through graphs and on the basis of answer given by the employees. Findings and suggestion are given based on that analysis.

This research work also render precious recommendation to the organization to active on those areas identified where the possibility for growth exist, which could assist the future improvement of the company. Finally I find that TSS supermarket is one of the most leading businesses in Sirsi area.