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Internship Report on
"A STUDY ON DEALER SATISFACTION ON RATNA CEMENTS"



Submitted By

-Mr. Ningaraj Chippalakatti

4LV15MBA43

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

Dr. Guru Basava Aradhya S

Associate Professor



Department of MBA

Alva's Institute of Engineering and Technology

Shobhavana campus, Mijar, Moodbidri, DK

2015-2017



Ratna Cements (Yadwad) Limited

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Gokak Taluka, Belgaum Dist,

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

DATE: -14-03-2017

TO WHOM SO EVER IT MAY CONCERN

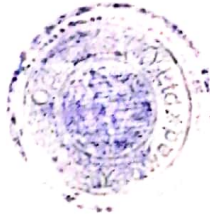
This is to certify that **Ningaraj B Chippalakatti**, Reg.No.4LV15MBA43, MBA 2nd year student of "Alva's Institute of Engineering and Technology" has successfully carried out the project work entitled on "DELAR SATISFACTION" during the period from 02 Jan 2017 to 10 Mar 2017.

He has successfully completed his project work in allotted time.

We wish him all success.

For RATNA CEMENTS (Y) LTD, YADWAD


VICE PRESIDENT (W)



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Date: 15-May-2017


CERTIFICATE

This is to certify that **Mr. Ningaraj Chippalakatti** bearing **USN 4LV15MBA43**, 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 DEALER SATISFACTION ON RATNA GOLD CEMENT YADAWAD**" 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
Dr. Guru Basava Aradhya S
15/5/17


Signature of HOD
Prof. P Ramakrishna
Chadaga


Signature of Principal
Dr. Peter Fernandez

DECLARATION

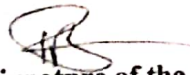
I, **Ningaraj Chippalakatti**, hereby declare that the Internship report entitled "A STUDY ON DEALER SATISFACTION ON RATNA CEMENTS " with reference to "RATNA CEMENTS YADWAD" prepared by me under the guidance of **Dr. Guru Basava Aradhya S**, Associate professor Department of Business Administration, Alva's Institute of Engineering and Technology.

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: 15-May-2017


Signature of the Student
Ningaraj Chippalakatti
USN: 4LV15MBA43

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.

Here by 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 internal guide **Dr. Guru Basava Aradhya S.**, Associate Professor, Department of Business Administration, for her regular supervision and valuable suggestions

I am deeply indebted to **Mr. Shrikant, Godi (HR Manager) Ratna cement Ltd ,Yadawad.** for granting permission and providing requisite information regarding the project.

It's my privilege to thank our Principal **Dr. Peter Fernandez** 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.

(Mr. Ningaraj Chippalakatti)

USN: 4LV15MBA43

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Executive summary

Construction Industry this one of the pillar of Indian economy if a country is to be considered as developed country it is only because infrastructure and standard of the living of the people that's construction play an important role in of a Nation.

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 dealers 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 dealers 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.