

Internship Report on

“A STUDY ON CUSTOMER SATISFACTION TOWARDS MYPOL PRODUCTS,”

MYSORE

Submitted By

Mr. Prathapu Y S

4LV15MBA07

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:

Prof. Dr. Nagendra
Department of MBA
AIET, MIJAR

EXTERNAL GUIDE

Mr. Nagabhushana
AGM-Marketing
MYPOL, MYSORE.



Department of MBA

Alva's Institute of Engineering and Technology

Shobhavana campus, Mijar, Moodbidri, DK

2015-2017



Date: 05.03.2017

CERTIFICATE

This is to certify that Mr Prathapu Y.S. (USN 4LV15MBA07), MBA student from Alvas Institute of Engineering & Technology, Mijar, Moodbidre has completed his project report on "A STUDY ON CUSTOMER SATISFACTION TOWARDS MYPOL TUBES" in our organization from 2nd January to 2nd March 2017 at our organization, for the partial fulfillment of MBA course.

He was found to be sincere to the work assigned and prompt in his assignments.

We wish him all the success in his future endeavors.

**For MYSORE POLYMERS & RUBBER
PRODUCTS LTD.**

M. Nagabhushana
AGM – Marketing
***Ksp**



ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY

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Certificate

This is certified that **Mr.PRATHAPU Y S** bearing USN **4LV15MBA07** 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 Satisfaction towards MYPOL products at Mysore polymers and rubber products Private Ltd, Mysore**" is prepared by under the guidance of **Dr. Nagendra S**, Associate Professor Department of **Business Administration** in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belgaum, Karnataka.

Dr. Nagendra S

Project Guide

Prof. P. Ramakrishna Chadaga

Dean - MBA

Dr. Peter Fernandes

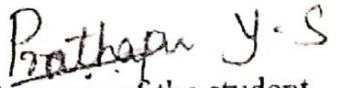
Principal

Declaration

I, PRATHAPU Y S, hereby declare that the internship report entitled "A STUDY ON CUSTOMER SATISFACTION TOWARDS MYPOL PRODUCTS" with reference to "MYPOL COMPANY". Prepared by me under the guidance of Prof. Dr. Nagendra, Department of Business Administration, Alva's Institute of Engineering and Technology. External assistance by "M. nagabhushana marketing manager in MYPOL Company."

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 Twelve 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.


Signature of the student.

Place: Mijar

Date: 8/May/2017.

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 guide **Prof. Dr. Nagendra**, Department of Business Administration, for his regular supervision and valuable suggestions.

I am deeply indebted to **Mr. M.Nagabhushana**. Marketing Manager. **Ms. Sowmya** Asst. Manager MYPOL Mysore.

First and foremost, I acknowledge my deepest gratitude to **Dr. M Mohan Alva**, Chairmen, Alva's Education Foundation, Moodbidri, for his encouragement for my sports as well as academics.

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. 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 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.

PRATHAPU Y S

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Executive Summary

The study carried out on topic “A study on customer satisfaction towards MYPOL products” was intended to explore the objectives like

To know the customer satisfaction level,

To know the attributes which influences customer satisfaction among MYPOL tubes users

To know the valuable suggestions and expectations of the customers

To find out the sales promotion tools that help increase in sales

To find out the market share of MYPOL Brand.

The study was focused on customer satisfaction on MYPOL products (tires and tubes).

The study would help the company to know the customers perception on products quality and services. This project study concludes with the valid suggestion which would help the company to know their places in the customers mind.

The analysis part of the study focuses on the objectives of the study and tried to give in-depth explorative analysis.

Finally the study come out with some of the valuable suggestions