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Internship Report on
CUSTOMER FEEDBACK ON SERVICE EFFECTIVENESS OF ROYAL
ENFIELD, RAICHUR

Submitted By

Mr. SANTOSH KULKARNI

4LV15MBA20

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. Dharmanand M

Assistant Professor

Department of MBA

AIET, Mijar.

EXTERNAL GUIDE

Mr. Baranabasava

Manager

Chukki Motors

Raichur



Department of MBA

Alva's Institute of Engineering and Technology

Shobhavana campus, Mijar, Moodbidri, DK

2015-2017

ROYAL ENFIELD

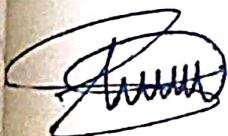
DATE: 10.03.2017

TO WHOMSOEVER IT MAY CONCERN

This is to certify that Mr.Santhosh kulkarni (4LV15MBA20) a MBA student of "Alva's institute of Engineering and technology", Moodbidri has successfully completed his project work and internship on "Customer feedback on service effectiveness of Royal Enfield" in Chukki motors authorized dealer of Royal Enfield Raichur. From 02nd January, 2017 to 10th March, 2017.

During the period of his internship programme with us he was found punctual, hardworking and inquisitive.

We wish him all the very best for his future endeavours.



Sharan Basava

Manager of

Chukki Motors

(Authorised dealer of Royal Enfield, Raichur)

Chukki Motors



ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY

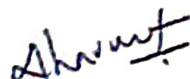
A Unit of Alva's Education Foundation (R)
(Affiliated to Visvesvaraya Technological University, Belagavi
Approved by AICTE, New Delhi & Recognised by Government of Karnataka)
Shobhavana Campus, Mijar, Moodbidri - 574 225, Mangalore, D.K., Karnataka State.
Phone : 08258-262724 (O), 262725 (P), Telefax: 08258-262726
Email : principalaiet08@gmail.com, Web: www.aiet.org.in


Date: 15-May-2017

Certificate

This is to certify that **Mr. SANTOSH KULKARNI** bearing USN 4LV15MBA20 is a bonafide student of Master of Business Administration course of the Institute (2015-2017), affiliated to Visvesvaraya Technological University, Belgaum.

The internship report on "Customer Feedback on Service Effectiveness of Royal Enfield, A Study Conducted at Chukki Motors Raichur" 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

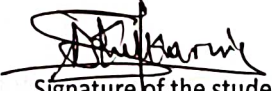
I, **SANTOSH KULKARNI**, hereby declare that the internship report entitled **"CUSTOMER FEEDBACK ON SERVICE EFFECTIVENESS OF ROYAL ENFIELD"** with reference to **Chukki Motors, Raichur** Prepared by me under the guidance of **Prof. Dharmanand M**, faculty of MBA Department, **Alva's Institute of Engineering and Technology** and External assistance by **Mr. Sharanabasava, Manager Chukki Motors Raichur**.

I also declare that this internship work is towards the partial fulfilment 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 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: **15-5-2017**


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.

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 **Prof. Dharmanand M**, Department of Business Administration, for her regular supervision and valuable suggestions.

I am deeply indebted to **Mr. Sharanabasava**, Manager, Chukki Motors, for granting permission and providing requisite information regarding the project.

It's my privilege to thank our principle **Dr. Peter Fernandes** for giving me the opportunity to take up this project. At the outset, I would like to acknowledge my gratitude to **Prof. 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. Santosh Kulkarni**)

USN: 4LV15MBA20

Executive summary

A project report title "A Study on Customer feedback on service effectiveness of Royal Enfield at Raichur". The research is conducted to get a clear view about the customer service at Royal Enfield showroom. The main aim of this study is to know the customer satisfaction with Royal Enfield service, to find out the problem faced by the customer with Royal Enfield service and to come out with necessary suggestions to improve the level of effective service based on the study at Royal Enfield showroom.

A questionnaire was prepared to get accurate information. It was distributed to 100 customers in the company. The primary data collected with the help of questionnaire and direct interaction with customers. Secondary data was collected through the company brochures, magazines, website and journals.

INTRODUCTION