

**Internship Report on**  
**“A STUDY ON CUSTOMER RELATIONSHIP MANAGEMENT WITH SPECIAL**  
**REFERENCE TO MANDОВI MOTORS PVT LTD MANGALORE”**

Submitted By

**Mr. FRANKY BAPTIST FALLEIRA**

**USN: 4LV17MBA07**

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 G V Joshi**

**Assistant Professor**

**AIET, Mijar**

**EXTERNAL GUIDE**

**Mr. Rajesh Bhat**

**HR Manager**

**Mandovi Motors Pvt Ltd.**

**Mangalore**



**DEPARTMENT OF BUSINESS ADMINISTRATION**

**ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY**

**March-2019**

## MANDOVI MOTORS PRIVATE LIMITED



(AUTHORISED DEALER FOR MARUTI SUZUKI VEHICLES)

MARUTI SUZUKI

Arvind Building, Balmatta Road, Hampankatta, Mangalore - 575 001

Ph.:Sales: 0824-2410128, Fax: 0824-2422877, Mob.: 9980180128

Website: www.mandovimotors.in Email: sales@mandovi.net

GST NO: 29AACCM4309H1ZI PAN: AACCM4309H CIN: U34300KA1999PTC024799

Way of Life!

REF: MANG/HRD/3014/2018-19

DATE: 27/02/2019

### TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Mr. FRANKY BAPTIST FALLEIRA**, student of MBA, USN-4LV17MBA07, Department of Business Administration, Alva's Institute of Engineering and Technology, Mijar, Moodbidri. He completed his Internship towards the partial fulfillment of the requirements for the course of Master of Business Administration (MBA) in our organization.

He has worked as an Intern from **03<sup>rd</sup> January 2019 to 16<sup>th</sup> February 2019** and submitted report on "Customer Relationship Management with Special Reference to Mandovi Motors Pvt Ltd" Mangalore.

His conducts and character was good during the period of internship.

This certificate is issued on request of the student as support document to be furnish along with project report.

We wish him good luck.

RAJESH BHAT M  
MANAGER HR



## ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY

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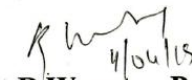
Date: 11<sup>th</sup> April 2019

### Certificate

This is to certify that **Mr. FRANKY BAPIST FALLEIRA** bearing USN **4LV17MBA07** is a bonafide student of Master of Business Administration course of the Institute (2017-19) affiliated to Visvesvaraya Technological University, Belagavi.

The project report on “A STUDY ON CUSTOMER RELATIONSHIP MANAGEMENT WITH SPECIAL REFERENCE TO MANDОВI MOTORS PVT LTD, MANGALORE” is prepared by him under the guidance of **Dr. G.V.Joshi**, 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, Belagavi, Karnataka.

  
**Dr. G.V. Joshi**  
Internal Guide

  
**Dr. R. Wranton Perez**  
HOD, MBA

  
**Dr. Peter Fernandes**  
Principal  
PRINCIPAL  
Alva's Institute of Engg. & Technology,  
Mijar, MOODSIDRI - 574 225, D.K.

## **EXECUTIVE SUMMARY**

This project is based on the study on “Customer Relationship Management with special reference to Mandovi Motors Pvt. Ltd”. This study very much helpful to the researcher to know the Customer Relationship Management of the firm. Here the objectives of the study included; to understand the current existing practice of Customer Relationship Management by Mandovi Motors Pvt. Ltd. To study the significance of Customer Relationship Management at Mandovi Motors Pvt. Ltd .To study the needs of the customers at Mandovi Motors Pvt. Ltd .To find the effectiveness of Customer Relationship Management followed by Mandovi Motors Pvt. Ltd .

This study mainly divided in into five chapters. The initial chapter gives the Introduction, introduction about the internship, topic chosen for the study, and objectives of the study, need for the study, scope of the study, methodology adopted literature review as well as limitations of the study. The second chapter gives a clear history of industrial profile as well as company profile, promoters, vision, mission and quality policy, products profile, areas of operation, competitor’s information, SWOT analysis, future growth and prospects, and financial statement of the company by calculating different type of ratios.

The third chapter includes theoretical background of the study, which refers to the elaborative the topic on “Customer Relationship Management”. The fourth chapter includes the contains the data analysis and the interpretation where analysis is done on Customer Relationship Management using tables and charts. The fifth chapter provides findings, suggestions, and conclusion. At last bibliography and questionnaire are appended in this report.