

PROJECT REPORT ON
“A STUDY ON CUSTOMER SATISFACTION OF MILK PRODUCTS WITH
REFERENCE TO KMF, MYSORE”

Submitted By

Mr. HARSHA M G

USN: 4LV17MBA09

Submitted to



VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI

In partial fulfilment of the requirements for the award of the degree of

MASTER OF BUSINESS ADMINISTRATION

Under the guidance of

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EXTERNAL GUIDE

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APRIL-2019



ಮೈಸೂರು ಜಿಲ್ಲಾ ಸಹಕಾರಿ ಹಾಲು ಉತ್ಪಾದಕರ ಸಂಘಗಳ ಒಕ್ಕೂಟ ನಿ.
Mysuru Dist. Co-operative Milk Producer's Societies Union Ltd.




No.467: Admn:2019

Date 20.02.2019

CERTIFICATE

This is to certify that Mr.Harsha.M.G (Reg.No.4LV17MBA09)
studying MBA in Alva's Institute of Engineering & Technology,
Moodbidri has done the Project work on "**Customer
Satisfaction**" from 02.01.2019 to 16.02.2019 in our Union
successfully.


Deputy Manager (Admin)
DEPUTY MANAGER (ADMN).
MYSORE DISTRICT CO-OPERATIVE MILK
PRODUCER'S SOCIETIES UNION LTD;
MYSORE-570 011



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Certificate

This is to certify that **Mr. HARSHA M G** bearing **USN 4LV17MBA09** is a bonafide student of Master of Business Administration program(2017-19) of the Institute affiliated to Visvesvaraya Technological University, Belagavi.

The project report on “**A STUDY ON CUSTOMER SATISFACTION OF MILK PRODUCTS WITH REFERENCE TO KMF, MYSORE**” is prepared by him under the guidance of **Mrs. Shiny Joseph**, Assistant 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.


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EXECUTIVE SUMMARY

The topic deal with “A study on CUSTOMER SATISFACTION OF MILK AND MILK PRODUCTS OF KMF, MYSORE the project is divided into five chapters. The first chapter brings the introduction to the topic, literature review of the different author, speakers and through internet view of the topic objectives of the project, methodology and gives the statement of the problem ,scope and limitation of the study.

The second chapter deals mainly about the company its founder, history of company, organizational structure, mission, vision, achievements etc in short it give a brief introduction of company.

The third chapter deals with the conceptual and theoretical framework of the study.

The fourth chapter the data is collected through the primary source which is then calculated and which is analyzed and interpreted with the help of tables and charts. It is the comprehensive coverage of forecasting concepts and techniques, which shows the analyze of data through tabulation, computation and graphical representation of data.

The last chapter contains the findings, suggestions and conclusions. Findings are giving reasons to the data interpreted, suggestions are given to the company to improve the area where they are lacking and conclusion is completely conclusion of the project. Lastly there is the bibliography.

On the whole the study was of a good experience. This study explained the success of company after overcoming problems and challenges in dealing and also in marketing strategies. This has not only helped me to complete my academic accomplishment but also dealing in a successful manner.