

A Project Report on
**“CUSTOMER SATISFACTION TOWARDS RELIANCE DIGITAL RETAIL
LIMITED, PUTTUR”**

BY

Ms. JUNAID K

USN: 4AL17MBA14

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

Mrs. Shiny Joseph

Assistant Professor

AIET, Mijar

EXTERNAL GUIDE

Mr. Ranjith

Brand Executive

**Reliance Digital Retail limited,
Puttur.**



Department of Business Administration

Alva's Institute of Engineering and Technology

Shobhavana Campus, Mijar, Moodbidri

2017-2019



Reliance Digital, Ground floor, First and second floor, Forum Heights , Darbe,
Puttur - 574202, Karnataka
Email : reliancedigital@ril.com, website : www.reliancedigital.in
Ph. No : 08251 232807


TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Mr. JUNAID K** ,student of Alvas Institute of Engineering and Technology Mijar, Moodbidri has undergone Project work on the topic of “**A study on Customer satisfaction at Reliance Digital Puttur**” in the Marketing Department of our organization, for a period of six week starting from 03/01/2019 to 15/02/2019.

During his work period we found him very sincere and hardworking. We wish him all the success in his future endeavor.

Place : Puttur

Date : 15/02/2019


Reliance Retail Limited
Authorized Signatory and Seal
Sy. No. 244-1(P1),(P2), Forum Heights
Mangalore Madikeri Road
Darbe, Puttur - 574 201
Tel: 08251 - 232807 / 233807



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

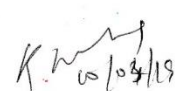
Date: 10th April 2019


Certificate

This is to certify that **Mr. JUNAID K** bearing **USN 4AL17MBA14** 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 SATISFACTION TOWARDS RELIANCE DIGITAL RETAIL LTD,PUTTUR KARNATAKA**" 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.


Mrs. Shiny Joseph
Internal Guide


Dr. R. Wranton Perez
HOD, MBA


Dr. Peter Fernandes
Principal

PRINCIPAL
Alva's Institute of Engg. & Technology,
Mijar, MOODBIDRI - 574 225, D.K

EXECUTIVE SUMMARY

This project is based on the study on “Customer Satisfaction towards Reliance Digital Retail Limited Puttur”. This study very much helpful to the researcher to know the Customer satisfaction of the firm. Here the objectives of the study included; to understand the current existing practice of Customer satisfaction towards Reliance Digital Retail Limited Puttur. To study the significance of Customer Satisfaction at Reliance Digital Retail Limited. To study the needs of the customers at Reliance Digital Retail Limited. To find the effectiveness of Customer satisfaction followed by Reliance Digital Retail Limited Puttur.

This study mainly divided in into five chapters. The initial chapter gives the Introduction, introduction about the internship, statement of problem, study topic chosen for the study is objectives of the study, need for the study, scope of the study, methodology adopted, literature review and limitation of study. The second chapter gives a clear history of industrial profile as well as company profile, vision, mission and quality policy, products profile, areas of operation, competitors information.

The third chapter is theoretical background of the study it includes Meaning, Definition, Importance of customer satisfaction, Methods, factors and level of customer satisfaction. The fourth chapter includes the contains the data analysis and the interpretation where analysis is done on Customer satisfaction level using tables and charts. The fifth chapter provides findings, suggestions, and conclusion. At last bibliography and questionnaire are appended in this report.

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