

A Project Report on
**“CUSTOMER SATISFACTION AFTER SALES SERVICES WITH REFERENCE TO
SKF ELIXER INDIA PVT LTD”**

BY
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USN: 4AL17MBA15

Submitted to



VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELGAUM

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

MASTER OF BUSINESS ADMINISTRATION

Under the guidance of

INTERNAL GUIDE

Prof. Shiny Joseph

Assistant Professor

AIET, Mijar

EXTERNAL GUIDE

Mrs. Ashwini

Marketing Manager

SKF Elixer India PVT LTD



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May 2019



CERTIFICATE

This is to certify that

LAXMI BASAVARAJ ONKAR

Student of MBA Finance & Marketing (2nd Year – 4AL17MBA15)

Alva's Institute of Engineering and Technology has completed Project on

'Customer Satisfaction of Elixer Water Purifier' in our organization
from 3rd Jan 2019 till 28th Feb 2019.

During the period of her project work, has been found to be keen learning and
displayed good conduct and character.

We wish success in her future career.

HR Manager



HOD, Sales & Marketing

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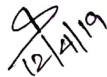
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Certificate

This is to certify that **Ms. LAXMI BASAVARAJ ONKAR** bearing **USN 4AL17MBA15** 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 AFTER SALE SERVICES WITH REFERENCE TO SKF ELIXER INDIA PVT LTD, MOODBIDRI**" is prepared by her 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.


12/4/19

Mrs. Shiny Joseph
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EXECUTIVE SUMMARY

The topic deal with “A study on CUSTOMERS SATISFACTION AFTER SALES SERVICE WITH REFERENCE TO SKF ELIXER INDIA PVT LTD. 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.