

PROJECT REPORT ON
“A STUDY ON DEALER SATISFACTION LEVEL ON THE MANUFACTURING UNIT OF
THE MOULD”

Submitted by
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4AL17MBA30

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

Dr. G V Joshi
Professor
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ALVA'S INSTITUTE OF ENGINEERING & TECHNOLOGY

Shobhavana Campus, Mijar, Moodbidri, Mangalore Taluk, D.k -574225

APRIL 2019



DANFIL MOULD

PLASTIC MOULD ENGINEERS - MANUFACTURERS - IMPORTERS & EXPORTERS

A/5 & 6, B/3 & 4, Nand Bhuvan Industrial Premises Co-op. Society Ltd, Mahakali Caves Road,
Andheri (East), Mumbai-400 093. • Tel : 022- 8351556, 022 - 66989880, 022 - 6692 3976, 022 - 66923977
Email : info@danfilmould.com / jestin.fernandes@yahoo.com

TO WHOMSOEVER IT MAY CONCERN

This is to certify that, **MISS. SHETTY AISHWARYA JAYARAMA**, USN : - 4AL17MBA30, a student of **Master of Business Administration (FINANCE AND MARKETING)**, **ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY (AIET)**, has successfully completed her Project work on "**A Study on Dealer Satisfaction level on the Manufacturing unit of the Mould**" in our organization in the field of Marketing from **03.01.2019** to **16.02.2019**. She had worked under my supervision during her internship period. We are pleased to state that she worked hard in preparing this report and she has been able to present a good picture of the concerned work. The information and finding presented in the report seem to be authentic.

MISS. SHETTY AISHWARYA JAYARAMA possesses a good moral character and pleasing personality.



PARTNER

(JESTIN FERNANDES)

Date:- 16th February, 2019



ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY

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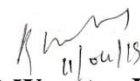
Date: 11th April 2019

Certificate

This is to certify that **Ms. SHETTY AISHWARYA JAYARAMA** bearing USN **4AL17MBA30** 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 DEALER SATISFACTION LEVEL ON THE MANUFACTURING UNIT OF THE MOULD AT DANFIL MOULD, MUMBAI**” is prepared by her 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.


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Internal Guide


Dr. R. Wranton Perez
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EXECUTIVE SUMMARY

A project report titled “A Study on Dealer Satisfaction Level on the Manufacturing Unit of the Mould”. The research is conducted to get a clear view about Dealer perception at Danfil Mould. A marketing concept that encompasses a dealer’s impression, awareness and/or consciousness about a company or its offerings. Dealer perception is typically affected by advertising, reviews, public relation, social media, personal experience and other channels. Any other moulding products, sales of giving mould is dependent on how well company plans out their marketing strategies which helps to increase visibility and build a brand image. The intense competition is very necessary for company to make a name for themselves in dealer’s mind. So the opinion of dealer’s play an vital role in making marketing strategies. Hence this study will provide the company to what dealer’s perceive about Danfil Mould. It will help to come across out the brand picture of Danfil Mould in the minds of dealer’s. A questionnaire was prepared to get accurate information. It was distributed to 100 dealers from the company. The primary data collected with the help of questionnaire observation and interview. Secondary data was collected through the owners, website and journals.