

A Project Report on
"A STUDY ON MARKET POTENTIAL AND CUSTOMER PERCEPTION ON SRD
LIFECARE PRODUCTS

Submitted By
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4LV17MBA43

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
Mrs. Reema Frank
Assistant Professor
AIET MIJAR
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EXTERNAL GUIDE
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SRD LIFECARE



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Ref.No. SRDLC/MBA/PROJECT/10

Date:16/02/2019

To Whomsoever It may Concern Project Completion Certificate

This is to certify that Ms. **SHIVARANJINI M S**, USN NO: 4LV17MBA43 , MBA (Finance & Marketing) Student of Alvas Institute of Engineering & Techonology, Mijar, Moodbidri has successfully undergone Project Work on "A Study on Market Potential and Customer Perception on SRD Lifecare products, at our Organization under the guidance of Dr. Chandrasekar S B Scientific & Marketing Adviser, from 03.01.2019 to 16.02.2019. During her stay at SRD Lifecare, her character and Conduct was found Good.

We wish Ms. **SHIVARANJINI M S**, **ALL THE BEST** in her futher Endeavours,
for SRD Lifecare

Dr. Chandrasekar S.B,
Scientific & Marketing Adviser.



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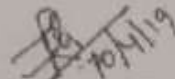
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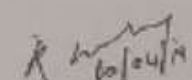
Date: 10th April 2019


Certificate

This is to certify that Ms. SHIVARANJINI M S bearing USN 4LV17MBA43 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 MARKET POTENTIAL AND CUSTOMER PERCEPTION ON SRD LIFECARE PRODUCTS, BANGALORE" is prepared by her under the guidance of Prof. Reema Frank, 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.


Prof. Reema Frank
Internal Guide


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EXECUTIVE SUMMARY

A project titled "A Study on Market potential and customer perception on SRD Lifecare products, Bangalore.

As consumers, we play a very vital role in the health of the economy local, national or international. The decision we make concerning our consumption behaviour affect the demand for the basic raw materials, for the transportation, for the banking, for the production; they effect the employment of workers and deployment of resources and success of some industries and failure of others. Thus marketer must understand this. In order to become a successful marketer, he must know the liking or disliking of the customers. He must also know the time and quantity of goods and services, a customer may purchase, so that he may store the goods or provide the services according to the liking or of the customer. Based on the attribute that different buyer seeks while making purchase decision, marketers has to device appropriate marketing mix to position their product in the targeted markets. Market potential is the entire size of the market for a product at a specific time. It represents the limits of the market for a product. Market potential is usually measured either by sales volume or sales values.

The primary objective of this study is to find out the customer perception towards the SRD Lifecare in Bangalore and the secondary objectives are to know the market potential and customer preferences and attitudes, to find out the satisfaction level of customers, to know the availability of products in different places of Bangalore and to know the factors influencing buying behaviour. Primary data were collected by the books, journals, and company reports. Collected data were analysed through percentage analysis of the sales between the medical shops and the feedback of the Doctors regarding the quality of the products as well as feedback of the customers about the quality of the product. The major findings of the study are all customers are aware about SRD Lifecare brand. SRD Lifecare has a good brand image among the customers. Customers are satisfied with the price, quality and packaging of SRD Lifecare products. Customers are very loyal to SRD Lifecare and overall of rating of SRD Lifecare among the customer are also good.