

Project Report on
**“ STUDY ON CONSUMER ATTITUDE TOWARDS MAHINDRA TRACTORS WITH
REFERENCE TO SHUBHAM ENTERPRISES.”**

Submitted by
SHUBHAM RAI
(4AL17MBA39)

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

EXTERNAL GUIDE

Mr. Umesh Singh
General Manager
Mahindra Tractors

INTERNAL GUIDE

Mr. Yogesh Dixit
Professor
A.I.E.T., Mijar



Department of MBA

ALVA'S INSTITUTE OF ENGINEERING & TECHNOLOGY

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

APRIL 2019

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7408404248



SHUBHAM ENTERPRISES

Naubatpur (Chqpost), Chandauli

Authorised Dealer- Mahindra Tractors Implements & Spares

Ref.....

Date.....
20, Feb-2019

CERTIFICATE

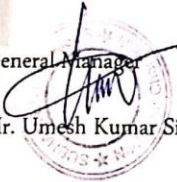
It is to certify that Mr. SHUBHAM RAI S/O PREM RAI, MBA Reg.no.-4AL17MBA39 a student of alvas Insitute of Engineering and Technology. Moodbidri has undertaken a project work on "STUDY ON CONSUMER BEHAVIOUR TOWARDS MAHINDRA TACTORS ,CHANDUALI" at Shubham Enterprises chanduali,U.P a unit of Mahindra automobiles from date-03/01/2019 to 20/02/2019.

We value his contribution and wish him good luck for his future endeavours.

Best Regards

General Manager

Mr. Umesh Kumar Singh





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)

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Date: 10th April 2019

Certificate

This is to certify that **Mr.SHUBHAM RAI** bearing **USN 4AL17MBA39** 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 CUSTOMERS ATTITUDE TOWARDS MAHINDRA TRACTORS WITH SPECIAL REFERENCE TO SHUBHAM ENTERPRISES,CHANDAUILLI**" is prepared by him under the guidance of **Prof.Yogesh Dixit**, 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.Yogesh Dixit
Internal Guide

Dr. R.Wranton Perez
HOD, MBA

Dr. Peter Fernandes
Principal
PRINCIPAL

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Mijar, MOODBIDRI - 574 225, D.K

EXECUTIVE SUMMARY

I, Shubham Rai completing M.B.A from Visvesvaraya Technological University, Belgaum. I am doing my project on “entitled “study on customers attitude towards Mahindra tractors with special reference to Shubham Enterprises, U.P.”

It is an analysis of consumer attitude towards the Mahindra Tractors and observation on growth of sales rate. At this point there were both negative as well as positive responses from the customers, the employees were very kind and cooperative enough in the organization to help me understand the whole sales process as well as meeting the customers and they also clarified my doubts regarding work. Primary data was collected through questionnaires and personal interviews, and Secondary Data were taken from Books, Magazines, and Websites. 50 respondents were taken in the process of research.

The survey helped to find out the satisfaction level of Mahindra customers and their opinions about Mahindra Tractors.