

**PROJECT REPORT ON  
A STUDY ON CUSTOMER SATISFACTION WITH REFERENCE  
TO YAZAKI INDIA PRIVATE LIMITED**

*Submitted by*

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**USN:4AL18MBA38**

*Submitted to*



**VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI**

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

**MASTER OF BUSINESS ADMINISTRATION**

*Under the guidance of*

**INTERNAL GUIDE**

**Mr. Guruprasad Pai B**

Assistant Professor

Department of MBA

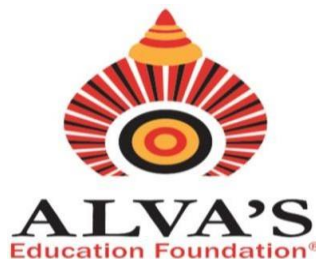
A.I.E.T Mijar

**EXTERNAL GUIDE**

**Mrs. Sarita Shetty**

HR Manager

Yazaki India Pvt Ltd



**DEPARTMENT OF BUSINESS ADMINISTRATION**

**ALVA'S INSTITUTE OF ENGINEERING & TECHNOLOGY**

**MIJAR, MOODBIDRI**

**JUNE 2020**

## CERTIFICATE OF COMPANY



### YAZAKI INDIA PRIVATE LIMITED

Formerly Known as-Yazaki India Limited  
CIN: U34300PN1997PLC015436

#### Plant Office:

Plot No. 's' 314 (P), to 319 (P),  
Bommasandra - Jigani Link Road,  
Industrial Area, Jigani Post,  
Bengaluru South, Bengaluru - 560 105  
Ph : +91 80 27825329/328  
http : //www.yazaki-group.com

Date: 15 February, 2020

#### TO WHOSOEVER IT MAY CONCERN

This is to certify that **Ms. Madhura Manjunatha Shetty** (4AL18MBA38) student of Alva's Institute of Engineering and Technology, Mangalore has completed her Internship training and project report on "A study on customer satisfaction at Yazaki India Private Limited" during the period of 01 January 2020 to 15 February 2020.

During her tenure she was quite enthusiastic & shown keen interest in understanding organizational functions and the completing the tasks assigned to her.

We wish her all the best in her future assignments.

Thanks & Regards,

For Yazaki India Private Limited

Harish Shetty

Plant Manager & HR

Registered Office: Gat No. 93, Survey No. 146, High Cliff Industrial Estate, Waghodi, Rahi Road,  
Keshavnagar, Pune - 412 207, Maharashtra, India. Tel : +91 20 66315000



## ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY

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24 June 2020


### CERTIFICATE

This is to certify that MADHURA MANJUNATHA SHETTY bearing USN 4AL18MBA38, is a bonafide student of PG Department of Business Administration of Alva's Institute of Engineering and Technology, Mijar, affiliated to Visvesvaraya Technological University, Belgavi. The project report titled "A STUDY ON CONSUMER SATISFACTION AT YAZAKI INDIA PVT LTD" is prepared by her under the guidance of Mr. Guruprasad Pai B, Assistant Professor, PG 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.

  
Mr. Guruprasad Pai B  
Signature of Internal Guide

  
Dr. Claret Mendonca  
Signature of HOD

DEAN  
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MIJAR - 574 225

  
Dr. Peter Fernandes  
Signature of Principal  
PRINCIPAL  
Alva's Institute of Engg. & Technology,  
Mijar, MOODBIDRI - 574 225, D.K.

## **DECLARATION**

I, **MADHURA MANJUNATHA SHETTY** Reg. No.(4AL18MBA38), I hereby declare that the project report on “Study on **CUSTOMER SATISFACTION WITH REFERENCE TO YAZAKI INDIA PVT LTD BENGALURU**” is Prepared by me under the guidance of Mr. Guruprasad Pai B, Assistant Professor of MBA Department, at Alva’s Institute of Engineering and Technology Mijar, Moodbidri. I also declare that this summer project work is towards partial fulfillment of the university regulation for the **MASTER OF BUSINESS ADMINISTRATION**.

I have undergone summer project in an organization for a period of one and half month. I further declare that these reports are based on the original study undertaken by me and has not been submitted for award of any degree from any other university/ Institution.

A handwritten signature in blue ink, appearing to read 'Shetty', is centered within a rectangular box.

Date: 21 June 2020

MADHURA SHETTY

Place: BANGALORE

MBA

## ACKNOWLEDGEMENT

At the outset, I would like to take this opportunity to acknowledge the support and cooperation of all those who enabled successful completion of this major concurrent project.

I would like to extend my sincere gratitude to *Mrs. Sarita Shetty HR Manager Yazaki India Pvt Ltd Bengaluru* and their them under whose guidance I undertook this project and completely successfully.

I have immense pleasure in expressing my deepest gratitude to our honorable HR Manager *Mrs. Sarita Shetty* for this guidance, which goes a long way to set my future career.

I extend my thanks to my *Mr. Guruprasad Pai B* and other faculty members of our institute for extending valuable advice and support during the project period.

And also, I would like to thank *Mr. Guruprasad Pai B* Assistant Professor and internal guide for giving direction and valuable suggestion while doing this project work.

Last but not the least there were so many who shared valuable information that helped in successful completion of this project all of whom me also wish to thank.

MADHURA SHETTY

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## **EXECUTIVE SUMMARY**

Tata Yazaki Auto company Limited was incorporated in 1997 as a joint venture between Tata Auto Company System Limited and Yazaki Corporation. During the year 2013, company become 100% subsidiary of Yazaki corporation and became Yazaki India Limited. During the year 2015 the name of Yazaki India Limited was changed to Yazaki India Private Limited.

Customer satisfaction means organization fulfills a consumer needs desires and expectations. Organizations cannot fulfill all needs of the customers as some needs are met others may become more important. Customer expectation may change based on experiences. If the organization satisfying experiences may lead to increasing expectations.

Buyer fulfillment is only fulfillment with the quality to specific item or administration. Fulfillment with the cost-based proportion of an item or administration. Consumer loyalty is significant on the grounds that it expands client life time esteem it diminishes the negative word about the firm. Purchaser dependability extents of how thing and organization gave by association to meet the customer wants. The level of fulfillment gave by the products or administration an organization as estimated by the numbers and rehash clients.

There was conducted thought the questionnaire method and personal interview with the concerned personal of the clients. The findings were analyzed based on analytical tools like tables, charts. Based on the study some suggestions are made.