"A STUDY ON CUSTOMER SATISFACTION ON AFTER SALES SERVICE WITH REFERENCE TO POWERPOINT BAGS INDUSTRY LIMITED, KARKALA"

Submitted by

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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

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POWER POINT™ BAG INDUSTRIES

Date: 26/06/2020

TO WHOMSOEVER IT MAY CONCERN

This is to certify that Mr. Pramod Bhat, (USN 4AL18MBA51) a MBA Programme course student of ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY, Moodbidri-574225 has successfully completed the internship project at our organization from 1-1-2020 to 15-2-2020 as a part of his curriculum requirement.

His performance and conduct during the project were good.

We wish him all the success in his future endeavors.

For Power Point Bag Industry

Mahaveer Hegde
(Managing Director)

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CERTIFICATE

This is to certify that **PRAMOD BHAT** bearing USN **4AL18MBA51**, is a bonafide student of PG Department of Business Administration of Alva's Institute of Engineering and Technology, Mijar, affiliated to Visvesvaraya Technological University, Belagavi. The project report titled **"A STUDY ON CUSTOMER SATISFACTION ON AFTER SALES SERVICE WITH REFERENCE TO POWERPOINT BAGS INDUSTRY LIMITED, KARKALA"** is prepared by him under the guidance of Mrs. Priya Sequeira, 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.

Mrs. Priya Sequeira
Signature of Internal Guide

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DECLARATION

I, **PRAMOD BHAT**, hereby declare that the project report entitled **"CUSTOMER SATISFACTION ON AFTER SALES SERVICE"** with reference to **"POWERPOINT BAGS INDUSTRY LIMITED, KARKALA"** prepared by me under the guidance of Mrs. Priya Siquera, Assistant Professor, P G Department of Business Administration,, Alva's Institute of Engineering and Technology and external assistance by Mr. Mahaveer Hegde, Managing Director, Power Point bags industry limited, karkala. I also declare that this project work is towards the partial fulfilment of the university regulation for the award of degree of Master of Business Administration by Visvesvaraya Technological University, Belgaum. I have undergone a summer project for a period of Six weeks. I further declare that, this project is based on the original study undertaken by me and has not been submitted for the award of any degree/diploma from any other university/institution.

Place: Mijar **(Pramod Bhat)**

Date: 03-07-2020

ACKNOWLEDGEMENT

It is with great pleasure I wish to express my heartfelt gratitude to all those who have contributed to the successful completion of this project report.

I am thankful to Mr Vivek Alva, Managing Trustee, Alva's Education Foundation and Dr. Peter Fernandes, Principal, Alva's Institute of Engineering and Technology, Mijar, Moodbidri for their encouragement and support to carry out a purposeful internship which would give valuable exposure to the corporate world.

I am much obliged to Dr. Claret Mendonca, Head, PG Department of Business Administration, AIET and my guide Mrs. Priya Siquera, Assistant Professor for her continued guidance and direction in successfully completing the project.

I am thankful to Mr. Mahaveer Hegde, Managing Director, Power Point Bags Industry Limited, Karkala, my external guide for providing me the opportunity to undertake this project in their reputed organization. I thank him for continued assistance and guidance during the course of this study.

I cannot forget to thank my parents, family and friends for always being there for me.

Pramod Bhat
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EXECUTIVE SUMMARY

The topic deal with “A STUDY ON CUSTOMER SATISFACTION AFTER SALES SERVICE WITH REFERENCE TO POWER POINT BAGS”. 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 the company, organisation structure, mission, vision, achievement etc. in short it gives 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 analysed and interpreted with the help of tables and charts. It is the comprehensive coverage of forecasting concept and techniques, which shows analyse of data through tabulation, computation and graphical representation of data.

The last chapter contains the findings, suggestions and conclusion. 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 of the study was a good experience. This study explained the success of the 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.