

“A STUDY ON CUSTOMER SATISFACTION TOWARDS YAMAHA BIKE”

SUBMITTED BY

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VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI

In partial fulfillment of the requirement for the award of degree in

MASTER OF BUSINESS ADMINISTRATION

INTERNAL GUIDE

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SHOBHAVANA CAMPUS, MIJAR, MOODBIDRI,

JUNE 2020

CERTIFICATE

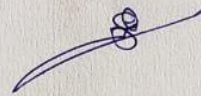
This is to certify that **Rajesha.T(Reg.No. 4AL18MBA54)**, MBA student of Alvas Institute of Engineering and Technology, Mijar, Has undertaken project work from 01-01-2020 to 15-02-2020 and prepared a project work on **“A Study On Service Quality And Its Impact To Customer Satisfaction in Yamaha.”**

During his internship, we found him sincere and hard working.

We wish him all the best for future Endeavour

Date :15-02-2020

Place : Sagar



Managing Director





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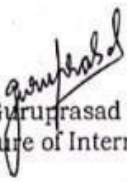
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CERTIFICATE

This is to certify that RAJESHA T bearing USN 4AL18MBA54, 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 Customer Satisfaction Towards Yamaha Bike" is prepared by him 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.


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DECLARATION

I RAJESHA T hereby declare that the project report entitled “A STUDY ON CUSTOMER SATISFACTION TOWARDS YAMAHA BIKE” with reference to “YAMAHA SAGARA” prepared by me under the guidance of PROF GURUPRASAD PAI B faculty of M.B.A department, alva’s institute of engineering and technology and external assistance by project executive director SACHIN. I also declare that this project work is towards the partial fulfillment of requirements of the university.

Regulations for the award of degree of Master of Business Administration by Visvesvaraya Technological University, Belagavi. 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.

A small, square, grayscale image showing a handwritten signature in blue ink on a light-colored, textured background. The signature appears to be 'Rajesha T'.

PLACE: MIJAR

SIGNATURE

DATE:9-06-2020

ACKNOWLEDGEMENT

RAJESHA T II YEAR student of MBA course in, Alva's Institute of Engineering And Technology, Moodbidri, wish to express my deep sense of gratitude to all concerned people who have helped me, to successfully complete this report.

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EXECUTIVE SUMMARY

Project report on “A study on customer satisfaction towards Yamaha”. Before internship there are many questions in mind and internship helped to clear all those questions and doubts. To know the satisfaction level of customers towards Yamaha bikes, to learning the level of customer satisfaction, to understand the various factors which give customer satisfaction after the buying of bikes, to assess the reasonable period taken to delivery service at Sagara wheels. to understand about Yamaha bikes with regard to the specific customer opinion, To assess the satisfaction of the customer towards Sagara wheels. The marvelous evolution of Indian economy helped the development of two wheeler market. As of now more and more organizations came to the Indian market with progressive technology. They gave equal importance to safety, design, performance and durability. Yamaha is able to compete with them in all these fields and it has a good and reliable brand image in the mind of the customer.