

**A PROJECT REPORT ON CUSTOMER PREFERENCES AND THEIR  
SATISFACTION TOWARDS MARUTI SUZUKI CARS IN MANDОВI MOTORS  
PRIVATE LIMITED, MANGALORE.**

BY

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**USN: 4AL18MBA62**

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**

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Assistant Professor

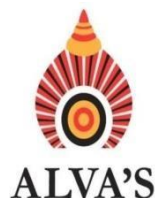
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**DEPARTMENT OF BUSINESS ADMINISTRATION  
ALVAS INSTITUTE OF ENGINEERING AND TECHNOLOGY  
SHOBHAVANA CAMPUS, MIJAR, MOODBIDRI  
June-2020**



## MANDOVI MOTORS PRIVATE LIMITED

(AUTHORISED DEALER FOR MARUTI SUZUKI VEHICLES)

Arvind Building, Balmatta Road, Hampankatta, Mangalore - 575 001

Ph.: Sales: 0824-2410128, Fax: 0824-2422877, Mob.: 9980180128

Website: www.mandovimotors.in Email: sales@mandovi.net

GST NO: 29AACCM4309H1Z1 PAN: AACCM4309H CIN: U34300KA1999PTC024799

MARUTI SUZUKI

Way of Life!

REF: MANG/HRD/3253/2019-20

DATE: 11/03/2020

### TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Mr. SAMAD**, student of MBA IV semester, REG No. USN 4AL18MBA62, Department of Business administration, Alva's Institute of Engineering and Technology, Shobhavana Campus, Mijar, Moodbidri. He completed his Internship towards the partial fulfillment of the requirements for the course of Master of Business Administration in our organization.

He has worked as an Intern from 13<sup>th</sup> January 2020 to 22<sup>nd</sup> February 2020 and submitted report on "A Project Report on Customer Reference and Their Satisfaction towards Maruti Suzuki Cars" with reference to Mandovi Motors Private Ltd" Mangalore.

His conducts and character was good during the period of internship.

This certificate is issued on request of the student as support document to be furnish along with project report.

We wish him good luck.

For Mandovi Motors (P) Limited.,

RAJESH BHAT M  
HR MANAGER

B.C.Road: 08255-280123 Uppinangady: 08251-252128 Sullia: 08257-233128  
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## ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY

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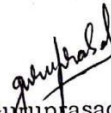
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24 June 2020


### CERTIFICATE

This is to certify that SAMAD bearing USN 4AL18MBA62, 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 PREFERENCES AND THEIR SATISFACTION TOWARDS MARUTI SUZUKI CARS IN MANDОВI MOTORS PRIVATE LIMITED, MANGALORE" 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.

  
Mr. Guruprasad Pai B  
Signature of Internal Guide

  
Dr. Claret Mendonca  
Signature of HOD

DEAN  
Dept. of Business Administration  
Alva's Institute of Engg. & Technology  
MIJAR - 574 225

  
Dr. Peter Fernandes  
Signature of Principal

PRINCIPAL  
Alva's Institute of Engg. & Technology,  
Mijar, MOODBIDRI - 574 225, D.K

### DECLARATION

I, **SAMAD**, hereby declare that the Project report entitled on “**CUSTOMER PREFERENCES AND THEIR SATISFACTION TOWARDS MARUTI SUZUKI CARS IN MANDОВI MOTORS PRIVATE LIMITED, MANGALORE.**” prepared by me during the year 2019-20 under the guidance of **Mr.Guruprasad Pai B** faculty of M.B.A Department, Alva’s Institute of Engineering and Technology, Mijar and external assistance by, **Mr. Rajesh Bhat, HR Manager, Mandovi Motors Pvt. Ltd Mangalore.** I also declare that this Project work is towards the partial fulfillment of the university regulations 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**

**Date: 15/06/2020**



**Signature of the student**

## **ACKNOWLEDGEMENT**

Completion of a task by shaping and achieving the objective is often a result of valuable contribution from number of individuals, directly or indirectly.

Firstly, I thank almighty God for showering his choicest blessing and keeping me in good health throughout the tenure of the project.

I am using this opportunity to express my gratitude and respect towards **Dr. Claret Mendonca**, Dean and HOD of MBA Department, AIET Mijar.

I wouldn't have ventured into this study without the support of my internal guide, **Mr. Guruprasad Pai B**, Department of MBA, who wholeheartedly agreed to guide me in my study work and giving me complete support throughout this project.

I profusely thank **Mr. Rajesh Bhat**, HR Manager, Mandovi Motors Pvt. Ltd Mangalore, for rendering extraordinary co-operation in providing all the necessary details and making things easy for me.

It's my privilege to thank our beloved principal **Dr. Peter Fernandes** for giving me the opportunity to take up this project. My profound gratitude to all the faculty member of the Department of Business Administration, Alva's Institute of Engineering and Technology, Mijar, Moodbidri.

Finally, I extend my gratitude to my parents for their love and encouragement. And I thankful to my friends for their consent co-operation and support to completed successfully.

**Samad**

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## **EXECUTIVE SUMMARY**

This internship report is a foundation of outcomes from the learning done on the topic “**A PROJECT REPORT ON CUSTOMER PREFERENCES AND THEIR SATISFACTION TOWARDS MARUTI SUZUKI CARS IN MANDОВI MOTORS PRIVATE LIMITED, MANGALORE.**”

Mandovi Motors Pvt Ltd, is one of the main prominent dealerships of Maruti Suzuki cars in Karnataka. This company undertakes sales and service activity of Maruti Suzuki cars in Karnataka. It is best automobile merchant in south India to cross a sale of 50,000 cars and even the best wholesaler in Karnataka to cross a sale of 1,00,000 cars. It's the only dealer in Karnataka to service more than 12,000 cars every month. It occurs to be the foremost auto dealership to get first position in JD power customer fulfilment study.

This study benefits to distinguish the altered forms of service presented by Mandovi Motors Pvt Ltd. and measure the fulfilment position of the consumers. The response from consumer is composed through designed survey. Random sample of 100 customers (Respondents) are selected for the study.

The overall conclusion is presented through tables and graph. Also, proper recommendation is given to the enterprise for which part is perfection is necessary. It is suggested for the upcoming growth of the organization to catch the upcoming market.