

**PROJECT REPORT ON**  
**“EFFECTIVENESS OF AFTER SALES SERVICES AT BISINEER®**  
**ENGINEERING INDIAN PVT.LTD”**

Submitted by

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Submitted to



**VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI**

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

**MASTER OF BUSINESS ADMINISTRATION**

Under the guidelines of

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**ALVA'S**  
**DEPARTMENT OF MBA**

**Alva's Institute of Engineering and Technology Mijar, Moodbidri**

**July 2020**



**Bisineer**<sup>®</sup>  
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AN ISO 9001:2015 COMPANY



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
### CERTIFICATE

We here by certify that MR. SAMPATH with Register NO..4AL18MBA63 student of MBA from M/S. ALVAS INSTITUTE OF ENGINEERING AND TECHNOLOGY MOODBIDRI-574225, he has satisfactorily completed his internship from 01/01/2020 to 15/02/2020 in our organization M/S. BISINEER SALES & MARKETING NO. 6, 29/1-B, KONANKUNTE INDUSTRIAL AREA, AMRUTHNAGAR MAIN ROAD, BANGALORE – 560062.

We wish his success in his entire future and endeavour

Thanks & regards

For **BISINEER SALES & MARKETING**  
For **Bisineer Sales & Marketing**

  
ASHOK S. BHAT

Total Water Solutions



## ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY

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### CERTIFICATE

This is to certify that SAMPATH bearing USN 4AL18MBA63, 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 EFFECTIVENESS OF AFTER SALES SERVICES AT BISINEER ENGINEERING" 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, **SAMPATH**, bearing USN: **4AL18MBA63** hereby declare that the project report entitled **“EFFECTIVENESS OF AFTER SALES SERVICE”** with reference to **“BISINEEE® ENGINEERING INDIAN PVT. LTD”** 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. 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 ant other University/Institution.



Place: Mijar

**Signature of the student**

**Date: 29-06-2020**

**4AL18MBA63**

## ACKNOWLEDGEMENTS

I would like thank all the people who have helped me in preparation of this project report. My first word gratitude is to **BISINEEE® ENGINEERING INDIAN PVT. LTD**, who gives me an opportunity for training in Bangalore. And I would also like to thank my external guide **Mr. VINAY HEGDE**, for his constant guidance and support, which helped me successfully complete the project undertaken.

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No work is complete unless presents bless it. I would like to take immense pleasure of thankfulness towards my respected and loving parents and all my friends who have given me constant support, useful advice, moral support and encouragement to all my project work.

SAMPATH

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## **Executive Summary**

In Indian economy, solar sector is one of the fastest developing sectors. The greatest players of the world will definitely go with the portion of the competition. After the IT sector, the solar sector is one of the edges of the huge sector. Albeit solar sector is not as solid as retail market, but rather it is required to develop manifolds by the year 2020. The size of the Indian solar industry are presently around 8,000 crores. The solar sector is contributing 8% of the work and 7.1% of the India's gross domestic product. At the rate of 7%, it will be developed in every year. The Indian solar market is to relied upon to be doubled by the year 2020.

This study is based on the effectiveness of after sale service and its influence on the customers. This study will provide how the after-sale service effect the customer buying choice. The main objective of the study is to know about the effectiveness of sales service carried by the sales persons of Bisineersolar. The internship involves the three main aspects majorly Industry profile, Company profile and the Analysis. In industry profile about the solar sector, in company profile history of the organization, achievements, a detailed study has been done. In the analyst part, objectives and data collection method, sampling design, sampling size, sampling method and mainly I have collected the primary data using questionnaires. The major finding in the survey conducted show that bulk of the customers are highly satisfied with time and cost savings. Finally, recommendations, limitations and conclusions are derived.