

**PROJECT REPORT ON**  
**“CUSTOMER SATISFACTION TOWARDS RAINBOW PIPES MANIPAL”**

Submitted by

**Mr.Sharath Nayak**

**4AL18MBA67**

Submitted to



**VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI**

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

**MASTER OF BUSINESS ADMINISTRATION**

**Under the guidance of**

**INTERNAL GUIDE**

Mr.Guruprasad Pai B

Assistant Professor

AIET, Mijar

**EXTERNAL GUIDE**

Mr.K.M Imran

General Manager

Rainbow Pipes Manipal



**DEPARTMENT OF MBA**

**ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY, MIJAR**

**JULY-2020**



MANUFACTURES OF RIGID P.V.C. PIPES

FACTORY & OFFICE PLOT NO.28D & E, INDUSTRIAL AREA MANIPAL - 576 104  
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15<sup>th</sup> February, 2020

**TO WHOMSOEVER IT MAY CONCERN**

This is to certify that **Mr. Sharath Nayak (USN No: 4AL18MBA67)** student of Alva's Institute of Engineering and Technology, Moodbidri has completed internship Training on "Customer Satisfaction towards Rainbow Pipes Manipal" in our organization from 1<sup>st</sup> January, 2020 to 15<sup>th</sup> February, 2020.

During this period Mr. Sharath Nayak has shown keen interest and completed the internship Training successfully.

We wish her success in all her endeavors.

Place: Manipal

For, Rainbow Pipe

  
**PARTNER**  
**(K. M. Imran)**





# ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY

A Unit of Alva's Education Foundation (R)

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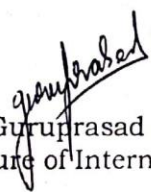
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24 June 2020


## CERTIFICATE

This is to certify that SHARATH NAYAK bearing USN 4AL18MBA67, 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 TOWARDS RAINBOW PIPES, MANIPAL" 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  
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Alva's Institute of Engg. & Technology  
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Dr. Peter Fernandes  
Signature of Principal  
PRINCIPAL

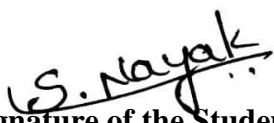
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Mijar, MOODBIDRI - 574 225, D.K

## DECLARATION

I, Sharath Nayak, hereby declare that the project report entitled “Customer Satisfaction towards Rainbow Pipes Manipal” with reference to “ Rainbow Pipes Manipal” prepared by me 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.K.M.Imran, general Manager Rainbow Pipes Manipal. 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

  
**Signature of the Student**

**Date:** 30/06/2020

## **ACKNOWLEDGEMENT**

I would like to thank all the people who have helped me in the preparation of this project report. My first word of gratitude is to MR. K.M IMRAN, GENERAL MANAGER RAINBOW PIPES MANIPAL, who gave me an opportunity for training in Manipal. And I am thankful to him my External Guide, for his support, help and valuable guidance throughout this project. I am thankful to MR.GURUPRASAD PAI B, my internal guide, under whose able guidance this project work was carried out. I thank him for continuous support and guidance during the tenure of the project. I would like to thanks DR.PETER FERNANDES, Principal, ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY and DR.CLARET MENDONCA, Dean of MBA, and all my staff members for their support and cooperation. No work is complete unless parents 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 my project work.

Sharath Nayak

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## **EXECUTIVE SUMMARY**

The study was conducted at Rainbow Pipes Manipal. The title of this project is “Customer Satisfaction towards Rainbow Pipes Manipal”. This study was conducted for six weeks and submitted to the partial fulfillment requirements of the award of Master of Business Administration.

Rainbow Pipes Manipal is the leading in manufacturing of pipes in Udupi district. It was set up in the year 1992, and was registered in the year 1993, in Manipal. On the success of this, they started two or more subsidiary units known as “Rainbow Plastics” and “Rainbow Polyproducts”, in Manipal and one trading unit, “Rainbow Traders” in Bangalore.

The Rainbow Pipes Group are striving in their mission and work area to deliver agricultural and plumbing solutions to esteemed customer under one umbrella. The objective of business will have to be set in relation to its survival of growth as well as it depends on the environment. The firm intends not only to the survival but also to gain rapid growth in its production capacity and in the marketing of its product. The firm measures its growth in terms of its size, investment and market share.

The main aim of the study is to know whether the customers are satisfied with PVC pipes and their level of satisfaction. Various factors are considered to determine the satisfaction level like Price, Color, Size, Service etc. This study tries to give suggestions and recommendation to increase the satisfaction level of the product.