

**A PROJECT REPORT ON MARKETING TACTICS OF
MANDOVI MOTOR PRIVATE LIMITED, MANGALORE.**

BY

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USN: 4AL18MBA88

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 guidance of

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Assistant Professor

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HR Manager

**Mandovi Motors Pvt Ltd
Mangalore**



Department of Business Administration

Alva's Institute of Engineering and Technology,

Shobhavana campus, mijar, Moodbidri

June-2020



MANDOVI MOTORS PRIVATE LIMITED

(AUTHORISED DEALER FOR MARUTI SUZUKI VEHICLES)

Arvind Building, Dr. Shivarama Karantha Road, Hampankatta, Mangaluru - 575 001.

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

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

GST NO: 29AACCM4309H1ZI PAN: AACCM4309H CIN: U34300KA1999PTC024799

MARUTI SUZUKI

Way of Life!

REF: MANG/HRD/3308/2020-21

DATE: 25/06/2020

TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Mr. VIJAY KUMAR A**, student of MBA IV semester, REG No. – USN 4AL18MBA88, 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 **13th January 2020 to 22nd February 2020** and submitted report on “**A Project Report on Marketing Tactics**” 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.,

For **MANDOVI MOTORS PRIVATE LIMITED**

RAJESH BHAT M
HR Manager




ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY


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24 June 2020


CERTIFICATE

This is to certify that VIJAY KUMAR A bearing USN 4AL18MBA88, 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 MARKETING STRATEGY OF 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

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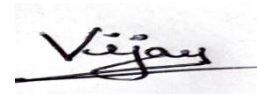

Dr. Peter Fernandes
Signature of Principal
PRINCIPAL
Alva's Institute of Engg. & Technology,
Mijar, Moodbidri - 574 225, D.K

DECLARATION

I, VIJAY KUMAR, hereby declare that the Project report entitled on “MARKETING TACTICS OF MANDОВI MOTORS PRIVATE LIMITED, MANGALORE.” prepared by me during the year 2019-20 under the guidance of Mr. Guruprasadpai 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: 25-06-2020

A handwritten signature in black ink, appearing to read 'Vijay', with a horizontal line drawn underneath it.

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. Guruprasadpai 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.

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EXECUTIVE SUMMARY

Undertaking REPORT ON MARKETING TACTICS OF MANDОВI MOTORS PRIVATE LIMITED, MANGALORE.

Mandovi Motors Pvt Ltd, is one of the principle unmistakable businesses of Maruti Suzuki vehicles in Karnataka. This organization attempts deals and administration movement of Maruti Suzuki vehicles in Karnataka. It happens to be the preeminent automobile vendor to get first situation in JD power client satisfaction study.

This investigation advantages to know Mandovi Motors have solid brand picture in advertise.

The organization is exceptionally occupied in the Marketing and offer of engine vehicles it is long haul plan which contains organizations promoting esteem ,destinations, data on the objective client.