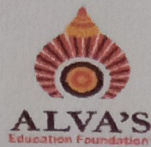


**THE STUDY REPORT ON TRADERS AND CUSTOMERS SATISFACTION OF  
LUMENS AIRCON PVT LTD.**

**Submitted by Dheeraj**

**USN-- 4AL19MBA15**

**Submitted to:**



**VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI**

**In partial fulfilment of the requirements for the award of the degree of**

**MASTER OF BUSINESS ADMINISTRATION**

**Under the guidance of**

**Internal guide**

**Dr. Vishnu Prasanna K N**  
**Professor, PG department**  
**of business administration**

**External guide**

**Teren Philips. S**  
**Manager – Sales and**  
**Marketing**



**PG DEPARTMENT OF BUSINESS ADMINISTRATION**  
**ALVA'S INSTITUTE OF ENGINEERING & TECHNOLOGY**  
**SHOBHAVANA CAMPUS, MIJAR, MOODBIDRI,**

**JULY -2021**



MANUFACTURERS OF : LED LIGHTING & DRIVERS ■ SOLAR LED LIGHTING ■ ELECTRICAL CONTROL PANELS  
OFFICE MODULAR FURNITURE ■ CABLE TRAYS & SHEET METAL COMPONENTS

Factory : Plot No 5C, KIADB Industrial Area, Hoskote, Bangalore 562114.  
Tel : 080 - 27971137 / 138 | Email : sales@lumensindia.com / gm.lapl@lumensindia.com

Date: 12.04.2021

## TO WHOM SO EVER IT MAY CONCERN.

This is to clarify that Mr. Dheeraj bearing USN NO 4AL19MBA15. Student of Alva's Institute of Engineering and Technology had successfully completed the project on "Traders and Customers Satisfaction of Lumens Aircon Pvt. Ltd. In Bangalore Market" at Hoskote Bangalore, in our esteemed organization, under the guidance of Mr. Teren Philips from 1<sup>st</sup> March 2021 to 12<sup>th</sup> April 2021.

We appreciate the exemplary conduct and discipline shown by Mr. Dheeraj during his tenure in our organization.

We wish him best of luck for his future endeavours.

For Lumens Aircon Pvt Ltd

For LUMENS AIRCON PVT. LTD.

Mr. Ritheesh Shetty .

As Director Signature,





# ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY

A Unit of Alva's Education Foundation (R)

( Affiliated to Visvesvaraya Technological University, Belagavi

Approved by AICTE, New Delhi & Recognised by Government of Karnataka )

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AIET/MBAID/30

20 July 2021

## CERTIFICATE

This is to certify that **DHEERAJ** bearing USN **4AL19MBA15**, 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 TRADERS AND CUSTOMERS SATISFACTION OF LUMENS AIRCON PVT LTD,BANGALORE**" is prepared by him under the guidance of Dr. Vishnu Prasanna K N, 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.

Dr. Vishnu Prasanna K N  
Internal Guide

Dr. Claret Mendonca  
HOD

Dr. Peter Fernandes  
Principal  
**PRINCIPAL**

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

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

Viva-Voce Examination

Date:

Signature of Internal Examiner  
Name & affiliation

Signature of External Examiner  
Name & affiliation



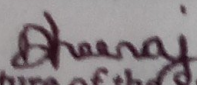
## DECLARATION

I, **DHEERAJ**, hereby declare that the internship report entitled "**A STUDY ON TRADERS AND CUSTOMER SATISFACTION OF LUMENS AIRCIN PVT LTD IN BANGALORE MARKET**" prepared by the under the guidance of Professor Dr. Vishnu Prasanna faculty of MBA Department, Visveswaraya Technological University and external assistance by Mr. Teren Philips Manager / sales and marketing Lumens Aircon Pvt Ltd Bangalore.

Regulations for the award of degree of Master of Business Administration by Visveswaraya 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: 24-07-2021

  
Signature of the Student

(4AL19MBA15)



## ACKNOWLEDGEMENT

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

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

I wish to express my heartfelt gratitude to a number of people who have been associated with me throughout this project. At the outset I would like to acknowledge my gratitude to **Prof. Dr Vishnu Prasanna, KN PG Department of Business Administration.**

I am deeply indebted to my faculty and research guide Prof. Dr. Vishnu Prasanna, PG department of business administration to her regular supervision and valuable suggestion.

I am Thankful to Mr. Teren Philips. S of "**Lumens Aircon Pvt Ltd**" and staff for granting permission and providing requisite information regarding the project.

It's my privilege to thank our beloved principal **Dr. Peter Fernandes** for giving me the opportunity to take up this project. And specially thanks for **Dr Claret Mendonca** Head of PG Department. My profound gratitude to all my faculty members of the department of business administration, Alva's institute of Engineering and Technology, Mijar, Moodbidri.

Finally, I extend my gratitude to my parents and friends for their constant co-operation, encouragement and support without which this work would not have completed this work successfully.

Place: Mijar

Date: 24- 07-2021

*Dheeraj*  
Dheeraj



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## **Executive Summery**

As the title of the project suggest, this project is all about the study of the “Traders and customer satisfaction of towards Lumens Aircon Pvt. ltd in “Bangalore Market”. Traders’ satisfaction is one of the most important factors for a manufacturing company as they distribute the product to the customers from company and they have direct contact with the customers.

As this is all about the detail study of Lumens product in BANGALORE market, a lot of survey is conducted, by which all the primary information about the level of satisfaction of dealer and customer were collected. In this process several distributors, dealers. Customers were surveyed. All the required secondary information is gathered from the company as well as from the internet, books, and journals. In order to find out the Brand and their price preference, service level, product quality, margin, promotional offer, after sale service they want from the company, a questionnaire has been prepared. The questionnaire for the existing dealers and customer will help to interpret the satisfaction level of traders and customers. At last, by analyzing the response of the questionnaire by different chart and we can draw a conclusion about the traders and customers satisfaction towards Lumens LED products.