

**"A STUDY ON THE EFFECTIVENESS OF SALES STRATEGIES WITH RESPECT
TO SOUTHWEST MOTORCORP INDIA PVT LTD, AUTHORISED DEALER OF
ROYAL ENFIELD MOTORCYCLE, KANHANGAD, KERALA"**

Submitted by

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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

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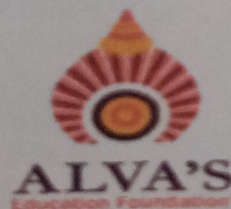
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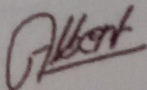
Date: 07th April 2021

WHOMSOEVER IT MAY CONCERN

This is to Certify that **Mr. FREDIN SEBASTIAN** bearing USN - 4AL19MBA16 Academic year 2020-2021 pursuing MBA Degree at ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY, MOODBIDRI, has undergone a project on "A STUDY ON THE EFFECTIVENESS OF SALES STRATERGIES WITH RESPECT TO SOUTHWEST MOTORCORP INDIA PVT LTD, AUTHORISED DEALER OF ROYAL ENFIELD MOTORCYCLES, KANHANGAD, KERELA "in our organization from 22nd February 2021 to 3rd April 2021.

We found that the student is Disciplined and committed to his work. We wish him every success in the future endeavors.

HR Department



Southwest Motorcorp India Pvt Ltd





ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY

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CERTIFICATE

This is to certify that **FREDIN SEBASTIAN** bearing USN **4AL19MBA16**, 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 THE EFFECTIVENESS OF SALES STRATEGIES WITH RESPECT TO SOUTHWEST MOTORCORP INDIA PVT LTD, AUTHORISED DEALER OF ROYAL ENFIELD MOTORCYCLE, KANHANGAD, KERALA**" 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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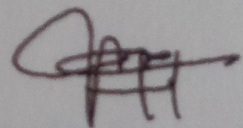
DECLARATION

I, Fredin Sebastian hereby declare that the Project report entitled "A STUDY ON EFFECTIVENESS OF SALES STRATEGIES WITH RESPECT TO SOUTHWEST MOTORCORP INDIA PVT. LTD., AUTHORISED DEALER OF ROYAL ENFIELD MOTORCYCLE, KANHANGAD, KERALA "prepared by me under the guidance of Asst Prof. Guruprasad Pai faculty of MBA Department Alva's Institute of Engineering and Technology and External assistance by Albert Philip, HR in Southwest Morcorp India Pvt Ltd.

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 6 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: 10/5/2021



Signature of the student

ACKNOWLEDGMENT

Completion of task in an effective and efficient way within the period of given time, the assistance and hard work of many people are complementary. There is a pleasure to acknowledge to those many people are complementary. There is a pleasure to acknowledge to those many people whose timely support went a long way in the completion of project report.

Firstly I thank almighty god for showing his blessings and keeping me in good health throughout the tenure of the project.

I am extremely grateful to my research guide **Asst Prof. Guruprasad Pai**, MBA Department, for his regular supervision and valuable suggestions.

I am thankful to **Mr ALBERT PHILIP**, HR manager in **Southwest Motorcorp India Pvt Ltd** for granting permission in this covid pandemic and providing requisite information regarding this project.

It's my privilege to thank our principal **Dr. Peter Fernandes** for giving me the opportunity to take up this project. At the outset I would like to acknowledge my gratitude to **Mrs. Claret Mendonca** HOD of Department of Business Administration, Alva's Institute of Engineering and Technology, Mijar, Moodbidri.

Finally there are heart full of thanks to my parents and family members for the continuous encouragement and blessings and also my friends for their support to finish my project successfully.

FREDIN SEBASTIAN

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EXECUTIVE SUMMARY

The main aim of the study was to know the customer preference towards different products and also to know the effectiveness of the market potential. The study conducted at Southwest Motorcorp India Pvt. Ltd, authorized dealer of Royal Enfield Motorcycle, Kanhangad. The study was designed to find out the most suitable sales promotion strategies to improve sale in the company.

As sales strategy is a company's plan to build its brand to generate sales and increase revenues. A sales strategy needs to always keep the end- user in mind- the customer who is buying the product and service. This is more than simply understanding who your ideal customers are.

Two wheelers are one of the most Versatile forms of transportation. The adaptive ability of a motorized two wheeler can be characterized by its usage. The two wheeler sector witnessed a complete transformation in the level of completion and growth rates as motorcycle lead the way in offering a wide choice at competitive prices.

The Enfield cycle company is responsible for the design and original production of the Royal Enfield Bullet, the longest lived motorcycle design in history, Royal Enfield is an Indian motorcycle manufacturing brand with the tag of "the oldest global motorcycle brand in continues production" manufactured in factories in Chennai in India.

By looking at topic more specifically, this study concentrate on marketing aspect like sales strategy, role of advertising, brand image and other aspects like customer response and attitude towards Royal Enfield promotional activities and so on. This study also includes detailed information about the different sales strategies adopted in two wheeler industry in the present scenario and disclose facts about what the customer think about Royal Enfield.