

**A PROJECT REPORT ON**  
**"A STUDY ON CUSTOMER SATISFACTION AND IT'S IMPACT ON PRODUCT**  
**MANAGEMENT OF GOAN FRESH MARINE EXPORT PVT LTD".**

Submitted By

**SAVITHA**

**USN:4AL19MBA66**

Submitted To



**VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI**

In partial fulfilment of the requirement for the award of the degree of

**MASTER OF BUSINESS ADMINISTRATION**

Under the guidance of

**INTERNAL GUIDE**

**Mr. Guruprasad pai**

**Assistant Professor**

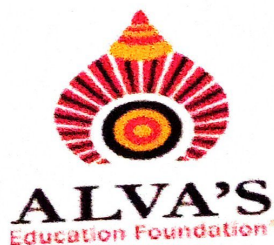
**AIET, Mijar**

**EXTERNAL GUIDE**

**Mr. Biju Gopalan Nair**

**HR Manager**

**Baikady, Brahmavar**



**PG DEPARTMENT OF BUSINESS ADMINISTRATION**

**ALVA'S INSTITUTE OF ENGINEERING & TECHNOLOGY**

**SHOBHAVANA CAMPUS, MIJAR, MOODBIDRI**





**GOAN FRESH MARINE EXPORTS Pvt. Ltd.**

Branch-1, C/o Lewis Natural Foods Ltd., S.No. 31-1A1, Lewis Compound,  
Baikady Village, Brahmavar, Udupi, Karnataka-576213.

Tel : +91-820-2987057

email : goansurimi@gmail.com, website : www.goanfreshmarineexports.com

CIN : U15120KA2009PTC051178, GSTIN : 29AADCG6355Q1ZU

10/04/2021

To Whomsoever It May Concern

**Subject : Internship Completion certificate for Ms.Savitha**

Dear Sir/Madam,

We hereby state on record that Ms.Savitha has completed an internship project in our Marketing Department of Goan Fresh Marine Exports Pvt.Ltd, Branch - 1 from 21<sup>st</sup> February 2021 to 3<sup>rd</sup> April 2021 and the location of Internship was Baikady,Brahmavar.

During this period of internship, Ms.Savitha has successfully met the objectives of the internship as set at the beginning of the internship. We found Ms.Savitha hard working and resourceful.

We wish Ms.Savitha all success in future endeavors.

Thanking You  
Yours Sincerely

For GOAN FRESH MARINE EXPORT PVT. LTD.

A handwritten signature in black ink, appearing to be "S. S.", is written over the printed name "General Manager".

General Manager





# ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY

A Unit of Alva's Education Foundation (AEF)

(Affiliated to Visvesvaraya Technological University, Belagavi)

Approved by AICTE, New Delhi & Recognized by Government of Karnataka

Channarayana Campus, Mijar, Moodbidri - 574 225, Mangalore Dist, Karnataka State

Phone: 08255 252134 (O), 252115 (R), Telex: 05403-702774

Email: principal@alva.org Web: www.alva.org

AIEE MBAID 66

29 July 2021

## CERTIFICATE

This is to certify that **SAVITHA** bearing USN **4AL19MBA66**, 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 AND ITS IMPACT ON PRODUCT MANAGEMENT OF GOAN FRESH MARINE EXPORT PVT LTD"** is prepared by her 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  
Internal Guide

Dr. Claret Mendonca  
HOD

Dr. Peter Fernandes  
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 **Savitha**, student of 4<sup>th</sup> semester MBA, Alva's Institute of Engineering And Technology, Mijar bearing **USN: 4AL19MBA66** hereby declare that the project report entitled "**A STUDY ON CUSTOMER SATISFACTION AND IT'S IMPACT ON PRODUCT MANAGEMENT OF GOAN FRESH MARINE EXPORT PVT LTD**" prepared by me under the guidance of Prof. GURUPRASAD PAI, Faculty of department of MBA, AIET and external assistance by Biju Gopalan Nair Deputy Manager HR, Baikady Bramhavar I also declare that this project work is towards the partial fulfilment of the University regulations for the award of degree of business administration by Visveswaraya technology 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 other university/institution.

**Place: Mijar**

**Date: 04/06/2021**



**Signature of the student**

## ACKNOWLEDGEMENT

It's my honest duty acknowledge all who have helped me to complete this project work. It was not possible for me to complete project work if GOAN FRESH MARINE LTD had not permitted me to do work on the topic of **"A STUDY ON CUSTOMER SATISFACTION AND IT'S IMPACT ON PRODUCT MANAGEMENT OF GOAN FRESH MARINE EXPORT PVT LTD"**.

I express deep sence of gratitude to Biju Gopalan nair, Manager of Goan fresh marine exports ltd, who gave me the permission and support for my project.

I would like to express my sincere thanks to Guruprasad pai Assistant professor of MBA program for his direction and motivation and honourable principal of our college Dr.Peter Fernandes.

My project work and this report would have been incomplete without the continuous direction and correction. So, I should be very grateful to acknowledge my mentor Guruprasad pai Assistant professor for guiding me through the project with her vast knowledge and supporting me at all hurdles.

I finally thank my family and friends for their constant support and guidance.

With sincere regards

Savitha



## TABLE OF CONTENTS

Chapter	Particulars	Page No
1	Introduction  1.1 Industry profile 1.2 Company profile 1.3 Promoters 1.4 Vision, Mission & Quality policy 1.5 Products and Service profile 1.6 Area of operation 1.7 Infrastructure facility 1.8 Competitors information 1.9 Swot analysis 1.10 Awards and achievements 1.11 Future growth and prospects 1.12 Financial statement	1-13
2	Conceptual background of the study  2.1 Theoretical background of the study 2.2 Literature review	14-18
3	Research design  3.1 Statement of problem 3.2 Need of the study 3.3 Objectives of the study 3.4 Scope of the study 3.5 Research Methodology 3.6 Limitations 3.7 Chapter Scheme	19-23
4	Analysis and Interpretation	24-42
5	Findings, Conclusion and Suggestions	43-46
	Bibliography	47
	Annexure	48-52

## LIST OF TABLES

<b>TABLE NO</b>	<b>TITLE OF THE TABLE</b>	<b>PAGE NO</b>
4.1	Representing age of respondents	25
4.2	Showing the gender of the respondents	26
4.3	Showing area of respondents	27
4.4	Showing the marital status of the respondents	28
4.5	Representing education of respondents	29
4.6	Representing experience of respondents	30
4.7	Representing monthly income of respondents	31
4.8	Our product meets your needs	32
4.9	Are you satisfied with the quality of the product	33
4.10	Product are fresh and hygiene	34
4.11	Understanding your needs	35
4.12	Quickly response your needs	36
4.13	Communication difficulty with the staff in charge	37
4.14	Lack of information organization to customers	38
4.15	Varieties of fish products available at Goan fresh marine company	39
4.16	Price of fish products available at Goan fresh marine company are cheaper compare to others	40
4.17	Loyalty of customers effect products selling	41
4.18	I would recommend Goan fresh marine company to my friends	42



## LIST OF CHARTS

GRAPH NO	TITLE OF THE CHART	PAGE NO
4.1	Age classification of respondents	25
4.2	Gender classification of respondents	26
4.3	Classification of areas of respondents	27
4.4	Classification of marital status of respondents	28
4.5	Education classification of respondents	29
4.6	Experience classification of respondents	30
4.7	Monthly income classification of respondents	31
4.8	Classification of our product meets your needs	32
4.9	Classification of quality of the product	33
4.10	Classification of product fresh and hygiene	34
4.11	Classification of understanding your needs	35
4.12	Classification of quickly response your needs	36
4.13	Classification of communication difficulty with the staff in charge	37
4.14	Classification of lack of information from organization to customers	38
4.15	Classification of varieties of fish product available at goan fresh marine company	39
4.16	Classification of price of fish products available at goan fresh marine company are cheaper compare to others	40
4.17	Classification of loyalty of customers effect products selling	41
4.18	Classification of I would recommend goan fresh marine company to my friends	42



## **EXECUTIVE SUMMARY**

Customers are an organization's most valuable resource. This study aims to determine consumer satisfaction with Goan Fresh Marine Company's products and services, which is significant to both customers and the company.

It aids in the acquisition of knowledge about the company's products and services, as well as the measurement of customer satisfaction with those products and services.

The project report on "A STUDY ON CUSTOMER SATISFACTION AND ITS IMPACT ON PRODUCT MANAGEMENT OF GOAN FRESH MARINE EXPORT PVT LTD" contains additional information as well as a financial analysis. As a result, the research will lead to a new way of approaching problems, swot analysis, and company objectives in terms of products and services.

The study's goal was to see if there was a link between service quality and customer satisfaction.