

**PROJECT REPORT ON**  
**“A STUDY ON CUSTOMER RELATIONSHIP MANAGEMENT WITH REFERENCE**  
**TO PARVATHI PARAMESHWARA TRANSLOGISTICS PVT LTD, BANGALORE”**

Submitted By  
**HEMANTHA KUMARA**

**USN: 4AL19MBA20**

Submitted To



**VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELGAUM**

In partial fulfillment of the requirements for the award of the degree of

**MASTER OF BUSINESS ADMINISTRATION**

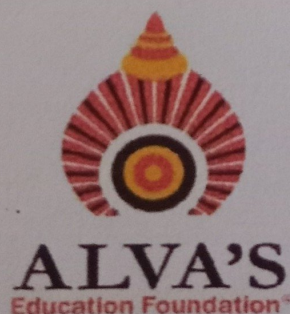
Under the guidance of

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**ASSISTANT PROFESSOR**  
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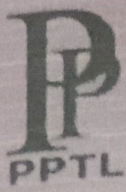
**EXTERNAL GUIDE**

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**PG DEPARTMENT OF BUSINESS ADMINISTRATION**  
**ALVAS INSTITUTE OF ENGINEERING AND TECHNOLOGY**

**2020-21**



# PARVATHI PARAMESHWARA TRANSLOGISTICS PVT LTD.

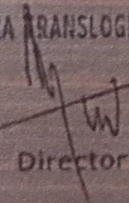
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## CERTIFICATE

This is to certify that **Mr. HEMANTHA KUMARA**, bearing USN : 4AL19MBA20, 2<sup>nd</sup> year MBA student of Alva's Institute of Engineering and Technology, Shobavana Campus, Mijar has undertaken the project work entitled " A Study on Customer Relationship Management in Parvathi Parameshwara Translogistics Pvt. Ltd." from 22-02-2021 to 03-04-2021 in Parvathi Parameshwara Translogistics Pvt. Ltd., Bangalore. During his Project work in our company, we found his character and conduct is good.

This project on evaluation fulfills all the stated criteria and the student findings are his original work. We wish him all the best for his future endeavors.

For PARVATHI PARAMESHWARA TRANSLOGISTICS PVT. LTD.

  
Managing Director



# ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY

A Unit of Alva's Education Foundation (R)

( Affiliated to Visvesvaraya Technological University, Belagavi

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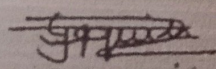
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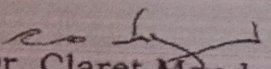
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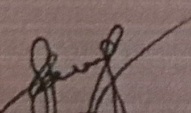
22 July 2021

## CERTIFICATE

This is to certify that **HEMANTHA KUMARA** bearing USN **4AL19MBA20**, 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 RELATIONSHIP MANAGEMENT WITH REFERENCE TO PARVATHI PARAMESHWARA TRANSLOGISTICS PVT LTD, BANGALORE**" is prepared by him under the guidance of Mrs. Priya Sequeira, 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.

  
Mrs. Priya Sequeira  
Internal Guide

  
Dr. Claret Mendonca  
HOD

  
Dr. Peter Fernandes  
Principal  
PRINCIPAL

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Mijar, MOODBIDRI - 574 225, D.K.

Viva-Voce Examination

Date:

Signature of Internal Examiner  
Name & affiliation

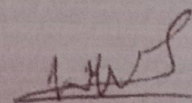
Signature of External Examiner  
Name & affiliation

### DECLARATION

I, HEMANTHA KUMARA hereby declare that the internship report entitled "A STUDY ON CUSTOMER RELATIONSHIP MANAGEMENT WITH REFERENCE TO PARVATHI PARAMESHWARA TRANSLOGISTICS PVT LTD, BANGALORE" prepared by me under the guidance of Mrs. Priya Sequeira, Assistant Professor, P G Department of Business Administration, Alva's Institute of Engineering & Technology and external assistance by Mr. Ramakrishnaiah, Department head (Sales Manager) PPTL. I also declare that this Project work is towards the partial fulfilment 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 from any other university /institution

Place- Mijar

Date- 24/07/2021



Signature of the Student

4AL19MBA20

## ACKNOWLEDGEMENT

It's my honest duty to acknowledge all who have helped me to complete this project work. It was not possible for me to complete project work if "**PARVATHI PARAMESHWARA TRANSLOGISTICS PVT LTD, BANGALORE**" had not allowed me to do work on the topic. I express deep sense of gratitude to my internal guide Mrs. Priya Sequeira and external guide Mr. Manjunath CS and Mr. Amith Sir who gave me the permission and support for my project. I would like to express my sincere thanks to Dr Claret Mendonca, the HOD, PG Department of Business Administration for her direction and motivation. I would also like to express my gratitude towards Honourable Principal of our college Dr. Peter Fernandes. My project work and this report was done with my own interest. I finally thank the P G Department of Business Administration and Gokaldas Exports for the support.

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## EXECUTIVE SUMMARY

The project includes "A study on customer relationship management with reference to Parvathi Parameshwara Translogistics Pvt Ltd, Bangalore"

The study mainly aimed About the Customer Relationship Management in the company. The report includes 5 chapters which shows as follows:

First chapters which includes everything about the introduction, industry profile, market size, history, company profile. SWOT Interpretation of the study, Vision and mission and also the financial statement of the company.

Second chapter which includes conceptual background and literature review of the reference topics.

Third chapter includes the research design like statement of the problem, need of the study, objective of the study, scope of the study, Research Methodology, Research Instrument, data collection, sample size, statistical tool, and limitations.

Fourth chapter includes the Interpretation done based on the questionnaire based on Customer Relationship Management and given findings, suggestions and conclusions in the final chapter.

Finally summary of findings, suggestion and conclusions which provides the clear picture of my finding about the study and my solutions on the basis of the technical Interpretation and finally about the overall study.