

PROJECT REPORT
ON
The study of customer Satisfaction and after sales service in tvs

**Submitted in partial fulfillment of the requirements for the
award of the degree**

BACHELOR OF BUSINESS ADMINISTRATION

PREPARED BY
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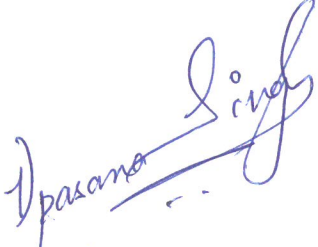


UNDER THE GUIDENCE OF
Dr. Upasana Singh

JK LAKSMIPAT UNIVERSITY
JAIPUR-302026

CERTIFICATE

This is to certify that Tej Pratap Singh Balot, student of BBA, Institute of Management, JK Lakshmipat University has undertaken his summer internship at Parth Motors The topic titled "The study of customer satisfaction and after sales service in TVS". His summer internship report is original piece of work out by the candidate under my guidance.



Dr. Upasana Singh
(Faculty Guide)

ACKNOWLEDGEMENT

I sincerely thanks to Dr. Upasana Singh for encouraging and guiding me to complete my summer internship report.

I am heartly grateful to Mr. Mahipal Bhati for accepting my request to do my Summer Internship and completing my project report on "Customer Satisfaction of TVS Motor sunder his guidance

EXECUTIVE SUMMARY

“A study report on customer satisfaction and service analysis of Parth TVS in Jalore city”. To understand the satisfaction level of the customer regarding the service provided by Parth TVS, to understand what are the customer requirement and improvement required by them in service .

Research Design:

- Primary Source: Questionnaire & Personal interaction.
- Secondary Source: Company data through Internet.
- Sample Size: 100 customers □ □ Location: Jalore.

Out come& Benefits of the study:

The outcomes of the this project would give the Organization a clear understanding about the customer feedback as well as there satisfaction level and also to understand what the problems faced at the time of service. With the help of this study report the organization come to know the customer feedback and make improvements in the required area.

LITERATURE REVIEW :

About customer satisfaction

Customer satisfaction occurs when the experience obtained from transaction match expectation. Customer may forget experience that match expectation although, customers will generally notice and also remember those experience that deviated from expectation.

This stage is particularly known as dissatisfaction results in to a feeling of dissonance in case where an experience obtains from product/service falls short of expectations.

In opposite situation i.e. state of satisfaction it may result in to repurchase of product /service as case may be.

One has to accept the fact that people i.e. employee in an organization play a crucial role in determining, and delivering of the level of service quality and ultimately consumers satisfaction. It has been observed that even manufacturing organization have gradually realized the fact that along with tangible offering, intangible customer service the only possible distinct way to create a point of differentiation and positioning in to the competitors. It is needless to state companies need to manage customer contact effectively where the desired outcome is a satisfied customer.

Customer's satisfaction data customer data provides early warning sing of problems before they show up in revenue and down in profit.

Customer satisfaction

Customer satisfaction is the to success. Getting your customer to tell you What's good about your products or services, and where you need improvement Helps you to ensure that your business measures up to their expectations. The Attached file contains a customer satisfaction survey form designed to help gather. This important information .it was designed to make

it easy for customer to fill out and To make it easy for you to quickly customize to exactly match your company activities. It also includes suggestion for distributing the form. Ensuring that customer that will Return the form, and following up on comments.

Here are a few principles given by Steve smith.

- The goal is to exceed customer expectation.
- The more the employee satisfaction, the more the customer satisfaction. Customer satisfaction is necessary, but not sufficient how many times do
- satisfied customer switch brands? Answer, a lot.
- All initiative must be derived from defined problems. For instance ,
- dissatisfied customers don't buy. That's an example of a clear problem.
- Initiative must produce either measurable or conceptual benefits. Distinguish between the two benefits types.
- The plan must be clear and congruent.
 - The plan must be resonate with the VP and at least a minority of managers who agree with the objective and initiative.

The following items amplify customer satisfaction given by stevesmith

- Quality of a company's product and service.
- Quality of the relationship between the co agent the customer.
 - ❖ Responsiveness
 - ❖ Thoroughness
 - ❖ Creativity

Objectives of the study:

- To know the customer satisfaction level towards services of Parth TVS
- To know the problems presently faced by the customers at Parth TVS
- To know the post sales service performance.
- To know the new area of improvement.

PROFILE OF THE COMPANY

Name of the Organisation Parth TVS

Address of the company	ParthTVS ,Opp new bus standJalore.
Year of Establishment	1983
Board of Directors	Mahipal Bhati (Chairman)

PARTH TVS MOTORS

Parth TVS motors is a part of Parth Automobiles Parth automobiles is one of the major automobile dealers in Jalore city, is located at 360, Dharwad road, which is spread into various diversified, run by two of the eminent families, Mirji family and Shah Family. Though the people of Jalore may know it just in the name of dealer of automobiles but it has spread its net into various business units. So let me tell its profile right from beginning of its inception if the foundation of the business it started with.

TVS GROUP:

TVS Group was established in 1911 by Shri. T.V. Sundaram Iyenger. As one of India's largest industrial entities it epitomizes Trust, Value and Service.

TVS Motor Company Limited, the third largest two-wheeler manufacturer in India and among the top ten in the world, with an annual turnover of over USD 650 million.

The year 1980 is one to be remembered for the Indian two-wheeler industry, with the roll out of TVS 50, India's first two-seater moped that ushered in an era of affordable personal transportation. For the Indian Automobile sector, it was a breakthrough to be etched in history.

TVS Motor Company is the first two-wheeler manufacture in the world to be honored with the hallmark of Japanese Quality –The Deming Prize for Total Quality Management.

TVS Motor Company Limited is one of the largest two-wheeler manufactures and also among the fastest growing companies in the country. It is the largest manufacturer of sub 100cc (50cc, 60cc & 70cc category) 2-wheeler in the world.

It has the unique distinction of having sold nearly 4 million the highest ever in India. It exports its range of products to 17 countries worldwide. Its unrelenting pursuit of customer satisfaction in all aspects of manufacturing of 2-wheeler is reflected in over 6 million satisfied owners of mopeds, motorcycles and scooters. Its 4000 highly motivated employees manufacture high quality vehicles from two manufacturing plants in Hosur and Mysore, with a wide dealer network of around 410.

Products:

Two Wheelers in India was set up as a joint venture between TVS and Dunlop, UK in 1960. The company supplies wheels as Original Equipment to all major vehicle manufacturers in the country. Wheels India is entering into collaboration with Titan, the world leader in off-highway vehicle wheels relating to earthmoving, construction and agricultural equipment. Manufacturing Plants are located at Chennai, Tamil Nadu, Rampur, UP and Ranjangaon, Maharashtra. Wheels India has a workforce of 100.

Products and Service

Wheels for commercial vehicle, cars, jeeps, tractors construction equipment / earth mover and defense vehicle, wire wheels for export and air suspension systems for commercial vehicle.

Launched Models:

1. India's first 2 seater 50cc Moped TVS 50, launched in Aug 1980.
2. First Indian Company to introduce 100cc Indo-Japanese motorcycles in Sept 1984.
3. Launched India's first indigenous Scooterette (sub-100 cc variomatic scooters), TVS Scooty in June 1994.
4. Introduced India's first catalytic converter enabled motorcycle, the 110cc Shogun in Dec 1996.
5. Launched India's first 5-speed motorcycle, the Shaolin in Oct 1997.
6. Launched TVS Fiero, India's first 150 cc, 4 stroke motorcycle, in April 2000.

Launched TVS Victor, 4-stroke 100 cc motorcycle, in august 2001; India's first fully indigenously designed and manufactured motorcycle.

7. Launched TVS Centra in January 2004, a world-class 4-stroke 100 cc motorcycle with the revolutionary VT-I Engines for best-in-class mileage.
8. Launched TVS Star in Sept 2004, a 100 cc motorcycle which is ideal for rough terrain.

MARKET CHARACTERSTICS

DEMAND

Segmental classification and Characteristics

The three main product segments in the two-wheeler category are scooters, motorcycles and mopeds. However, in response to evolving demographics and various other factors, other sub-segment emerged, viz scooterettes, gearless scooters, and 4-stroke scooters. While the first two emerged as response to response demographic changes, the introduction of 4-stroke scooters has followed the imposition of stringent pollution controls norms in the early 2000. Besides, these prominent sub-segments, product group within these sub-segments have gained importance in the recent years. Examples include 125cc motorcycles, 100-125 cc gearless scooters, etc. The characteristics of each of the three broad segments are discussed.

Two-Wheeler: Comparative Characteristics

	Scooter	Motorcycle	Moped
Price* (Rs. as in January 2005)	>22,000	>30,000	>12,000
Stroke	2-stroke, 4-Stroke	Mainly 4-stroke	2-stroke
Engine Capacity(cc)	90-150	100, 125, >125	50, 60
Ignition	Kick/electronic	Kick/Electronic	Kick/Electronic
Engine Power(bph)	6.5-9	7-8 and above	2-3
Weight(Kg)	90-100	>100	60-70
Fuel Efficiency (kms Per liter)	50-75	50-80+	70-80
Load carrying Lowest	High	Highest	Low

SUPPLY

Manufacturers

As the following graph indicates, the Indian two-wheeler industry is highly concentrated, with three players-Hero Honda Motors Ltd (HHML), Bajaj Auto Ltd (Bajaj Auto) and TVS Motor Company Ltd (TVS) - accounting for over 80% of the industry sales as in 9MFY2005. The other key players in the two-wheeler industry are Kinetic Motor Company Ltd (KMCL), Kinetic Engineering Ltd (KEL), LML Ltd (LML), Yamaha

Motors India Ltd (Yamaha), Majestic Auto Ltd (Majestic Auto), Royal Enfield Ltd (REL) and Honda Motorcycle & Scooter India (P) Ltd (HMSI).

Although the three players have dominated the market for a relative long period of time, their individual market shares have undergone a major change. Bajaj Auto was the undisputed market leader till FY2000, accounting for 32% of the two-wheeler industry volumes in the country that year. Bajaj Auto dominance arose from its complete hold over the scooter market. However, as the demand started shifting towards motorcycles, the company witnessed a gradual erosion of its market share. HHML, which had concentrated on the motorcycle segment, was the main beneficiary, and almost doubled its market share from 20% in FY2000 to 40% in 9MFY2005 to emerge as the market leader. TVS. On the other hand, witnessed an overall decline in market share from 22% in FY2000 to 18% in 9MFY2005. The share of TVS in industry sales fluctuated on a year on year basis till FY2003 as it changed its product mix but has declined since then.

Major Players

Company name	Impact	Impact factors
Bajaj Auto Ltd.	Neutral	A,B,C,D
Hero Honda Motors Ltd.	Neutral	A,B,C,D
TVS Motors Company Ltd.	Neutral	A,B,C,D

Subsidiaries of TVS Group :

TV Sundaramlyengar and Sons Limited operates through the three following divisions:

Company Network:

TVS Motor Company has one of the most extensive network with over 500 dealers and 250000 Customer touch points.

We are the first in the two-wheeler industry to measure customer satisfaction, audited by external consultants of international repute.

We have taken care to standardize facilities across all customer touch points. Up gradation of faculties and continuous improvement in all processes is given importance. The company also takes an active part in imparting training and capability building in all areas including sales, service and business management. All our dealers are connected through the extended network of SAP, ensuring operational efficiency.

TVS R&D Engineers have published multiple technical papers in international conferences on engine and vehicle technologies. They also have a number of patents to their credit.

SAMPLING

Sampling Method adopted Systematic sampling the scope of the study is Jalore city the number of samples collected is 100 units.

Data collection methods

- Primary Source: Questionnaire & Personal interaction.
- Company data through Internet/
- Sample Size: 100 customers
- Location: Jalore

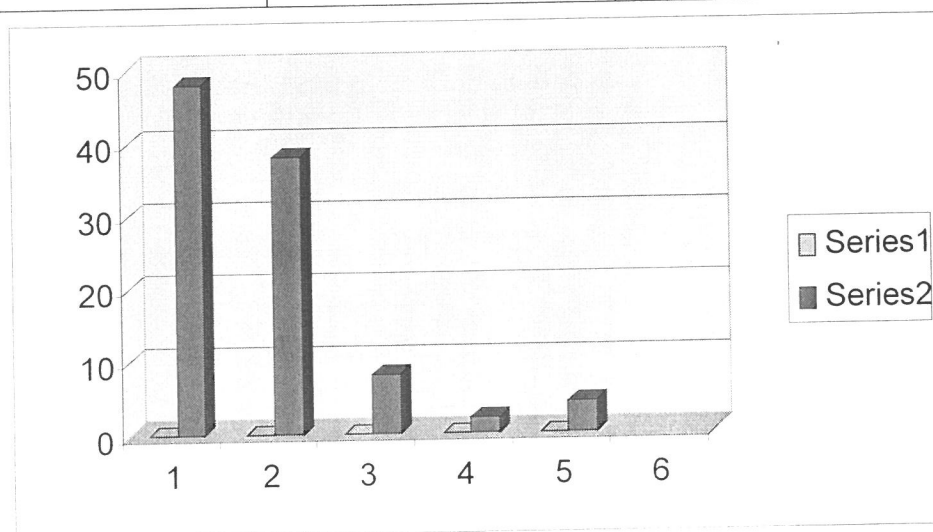
Measuring Tools

The measuring tools used for the study is Graphical and simple percentage method.

ANALYSIS & FINDINGS

1. TVS two wheeler model

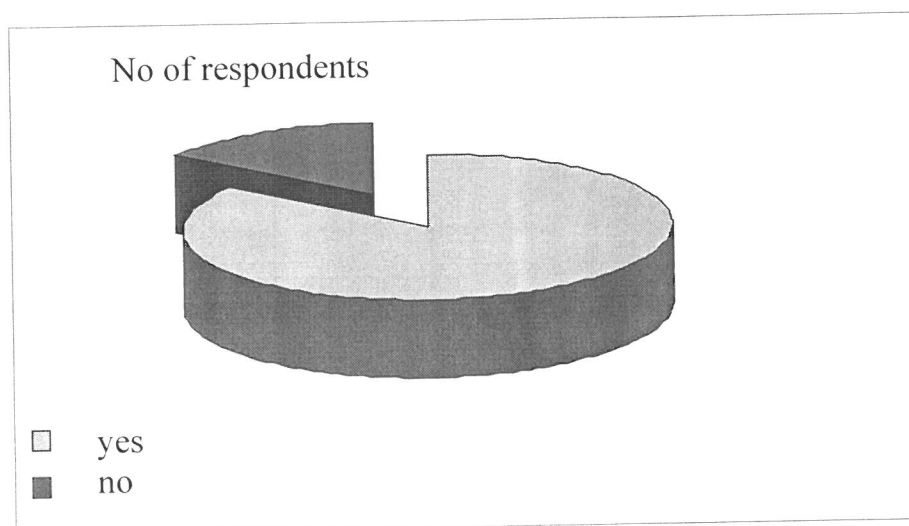
	No. of Respondents	Respondents in %
scooty	48	48%
Victor	38	38%
Fiero	8	8%
Starcity	2	2%
Centra	4	4%



According to the survey it is found that most of the respondents have scooty (48%) and victor(38%)and few of respondents have fiero ,starcity and centra

2. Did the salesperson spend sufficient time with you and explain everything about the vehicle?

	No of respondents	respondents in %
Yes	72	72%
No	28	28%

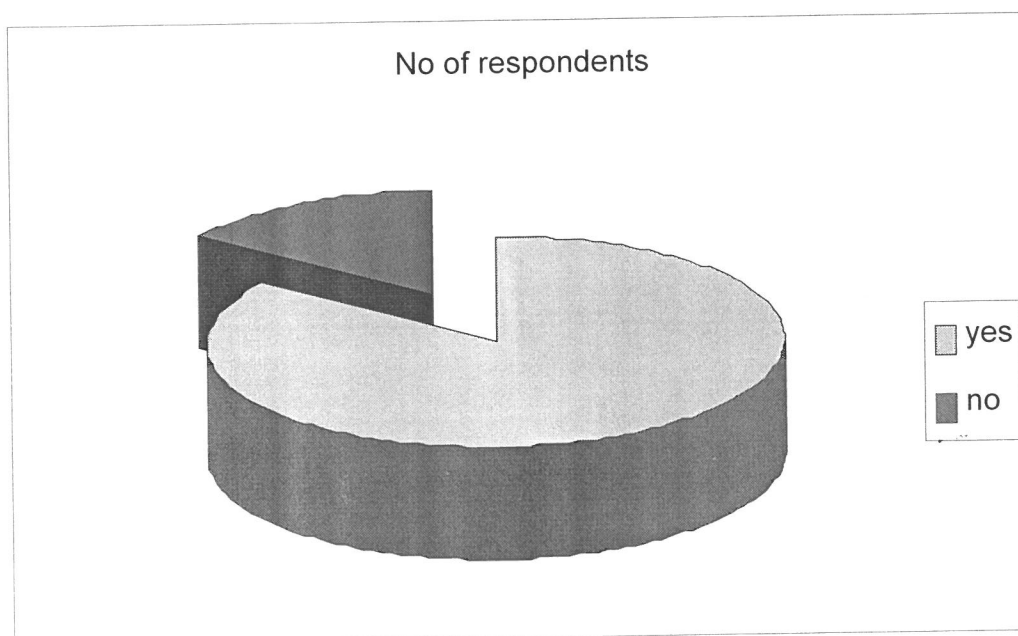


Most of the respondents (72%) are satisfied with the service of the salesman and least number of respondents (28%) are not satisfied.

The Customer who said Yes because they are actually interested in buying TVS vehicle so they ask all the queries from sales person and the customers who said no they are not interested in buying TVS vehicle.

Was the vehicle delivered on promised time?

	No of respondents	respondents in %
Yes	85	85%
No	15	15%

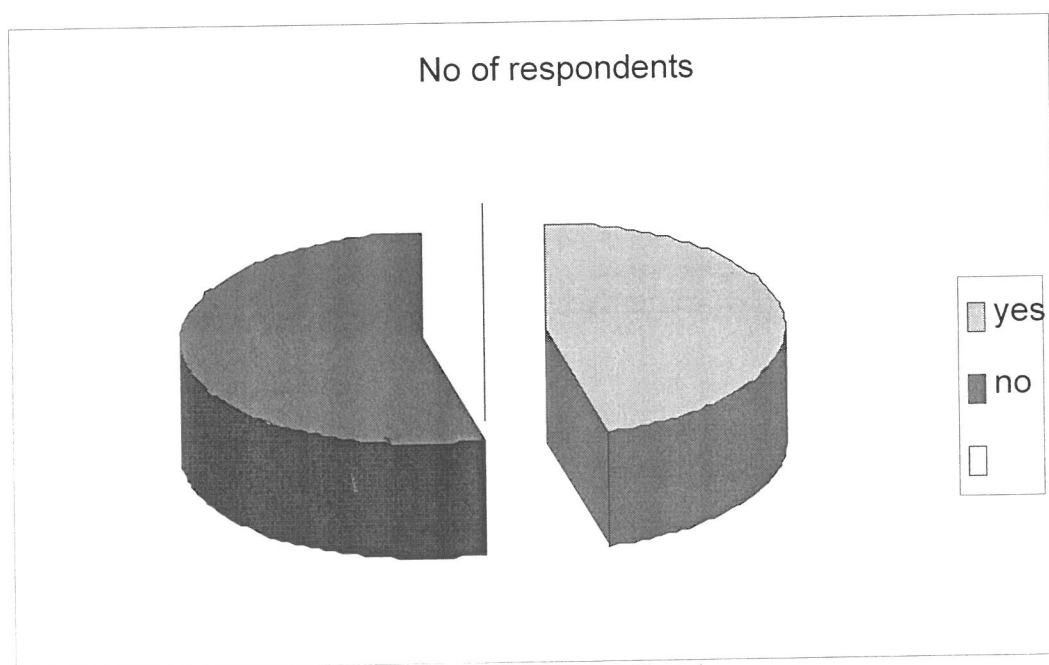


To most of the respondents (85%) the vehicle is delivered on promised time. Only to few of the respondents (15%) vehicle is not delivered on promised time

The vehicle is not delivered on promise time because sometimes the customer want extra accessories and some different color which is not available at that time in showroom so they ordered them from company so its takes some time in delivering the vehicle.

Were you offered a test drive during your visit to our showroom?

	No of respondents	respondents in %
Yes	60	60%
No	40	40%

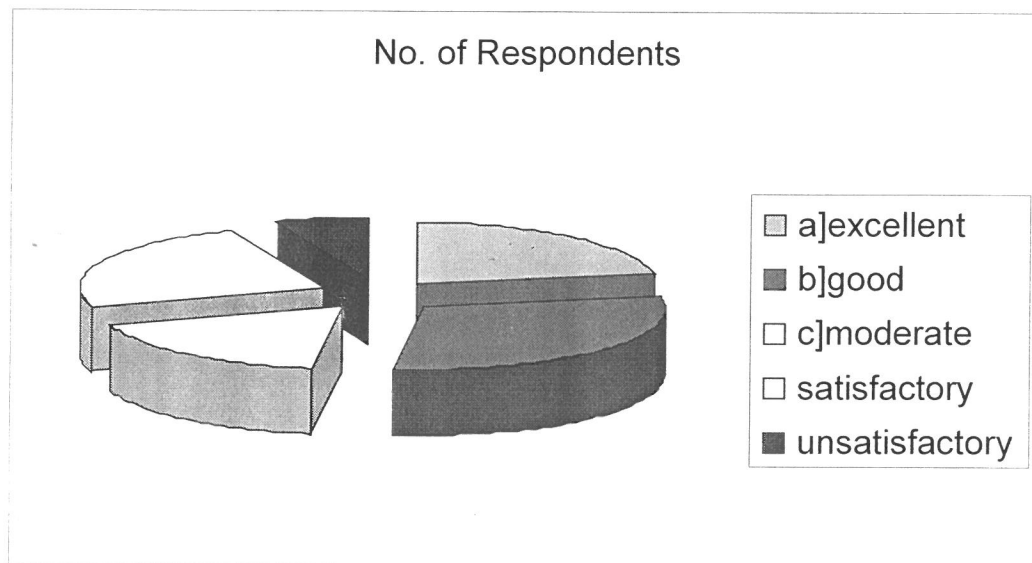


60% of the respondents were offered test drive and 40% of Respondents were not offered the test drive.

This is because the customer just come to ask price of the vehicle and they do not want test drive and before any one ask for test drive they leave the showroom.

How do you feel about TVS two wheeler vehicles?

	No. of Respondents	Respondents in %
a]excellent	22	22%
b]good	30	30%
c]moderate	18	18%
Satisfactory	24	24%
Unsatisfactory	6	6%

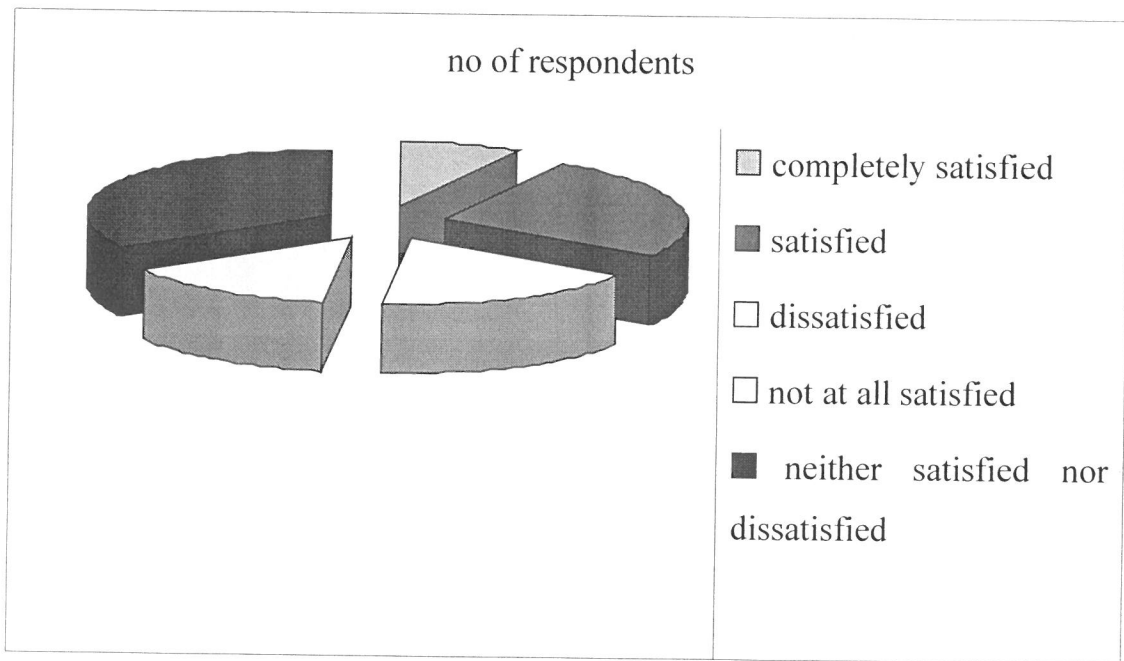


Some of customer says that tvs two wheeler is excellent because they found better maintenance in low cost and few customer are unsatisfy because they don't interestd in tvs products

According to the survey 30% of the respondents feel good and 24%Of respondents feel satisfactory and 22% of the respondents feel excellent 18% of respondents feel moderate and 6% of respondents feel unsatisfactory

State the level of satisfaction for the service provided by Parth TVS showroom?

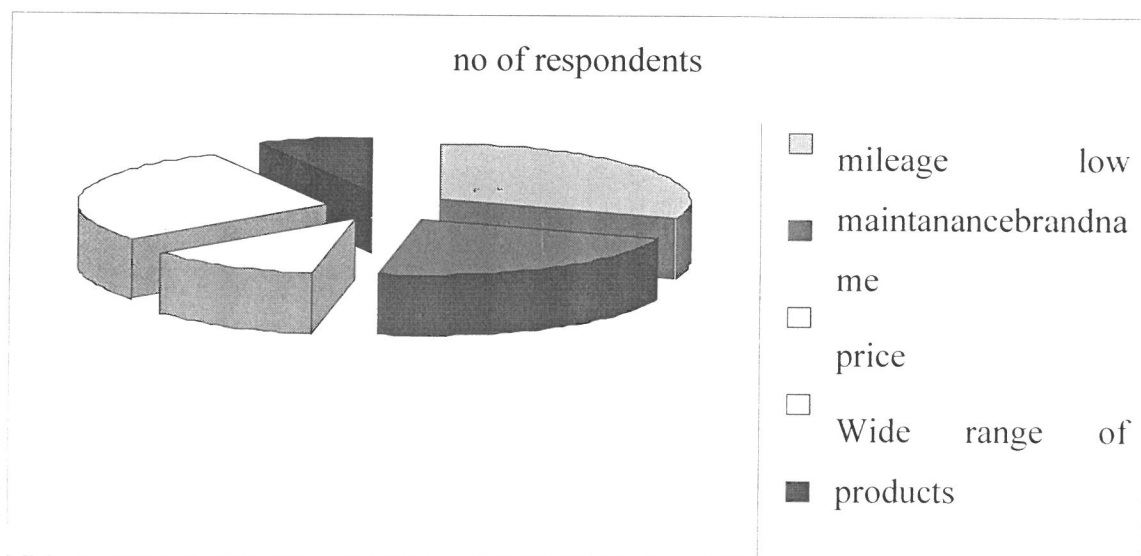
	no of respondents	respondents in %
completely satisfied	8	8%
Satisfied	34	34%
Dissatisfied	18	18%
not at all satisfied	14	14%
niether satisfied nor dissatisfied	26	26%



Most of the respondents(34%) are satisfied and 26% of respondents Are niether satisfied nor satisfied 18% of respondents are dissatisfied14%of respondents are not at all satisfied and 8% respondents are fully satisfied

2. What are the reasons to purchase TVS vehicles?

	no of respondents	respondents in %
Mileage	80	80%
low maintenance	60	60%
Brandname	30	30%
Price	75	75%
Wide range of products	20	20%

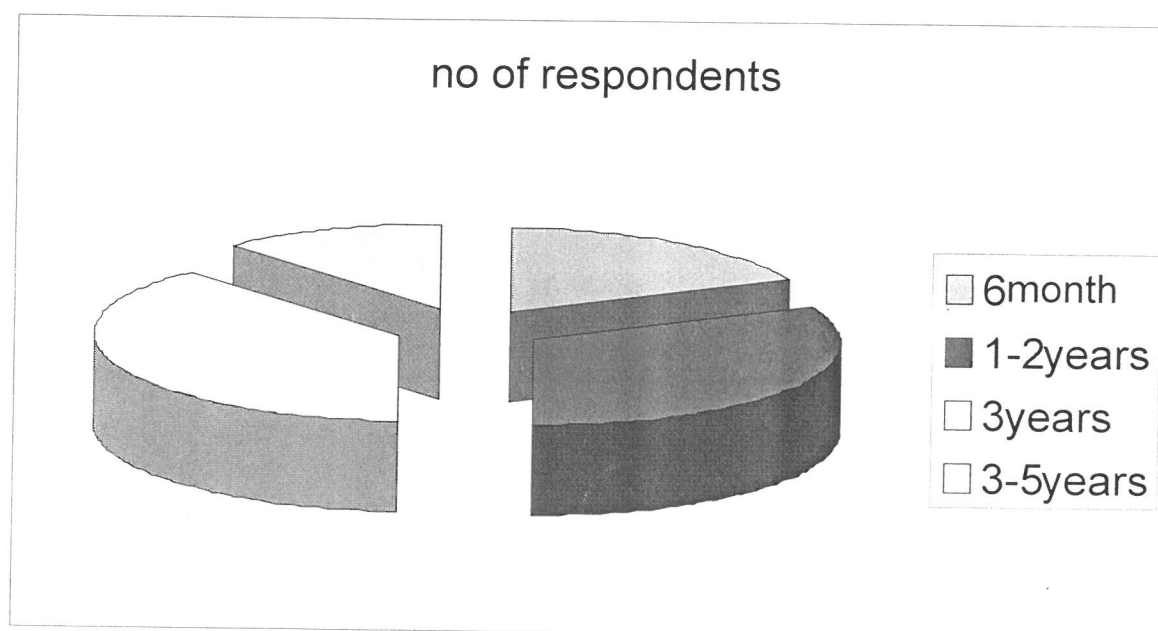


Most of the respondents feel mileage(80%) price(75%)and low maintenance (60%) and 30% of respondents feel brandname is important 20% of respondents feel wide range of respondents is important

In these customer found that tvs gives better maintenance in low cost in many wide range of product

3. When did you owned TVS vehicles?

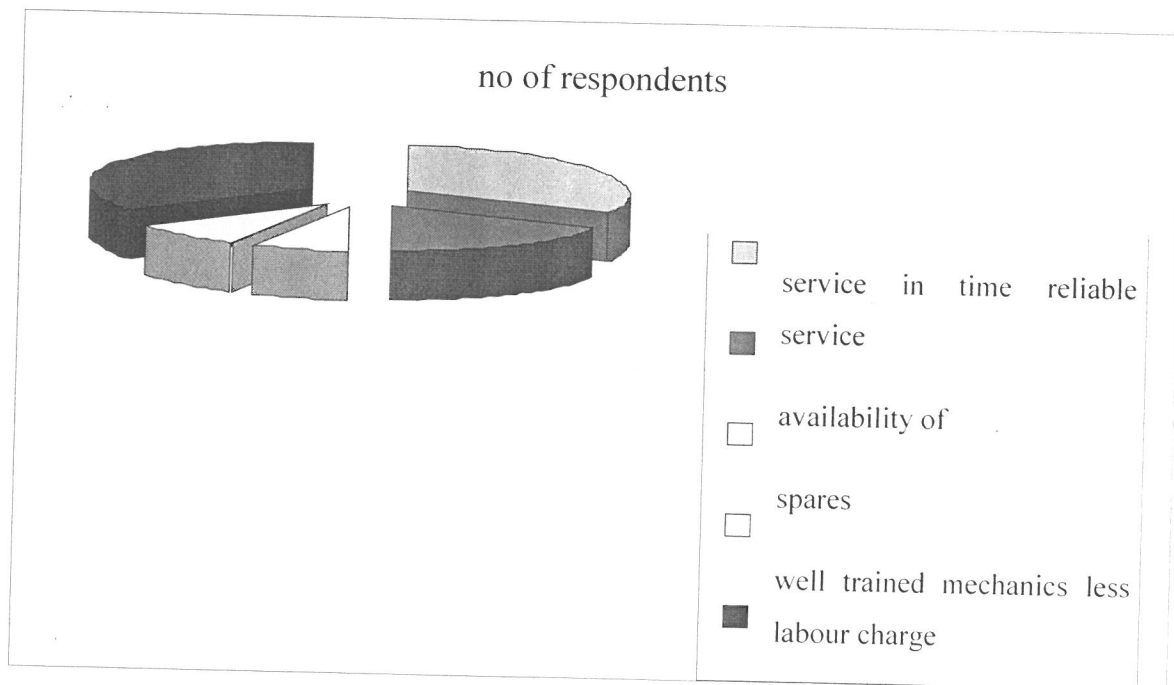
	no of respondents	respondents in %
6month	18	18%
1-2years	32	32%
3years	38	38%
3-5years	12	12%



38% respondents purchased Vehicles before 3 years 32% of Respondents purchased before 1- 2 years 18% of respondents Purchased before 6 months and 12% of respondents purchased before 3 – 5 years

4. What are the improvements in service that you need from Parth TVS Motors?

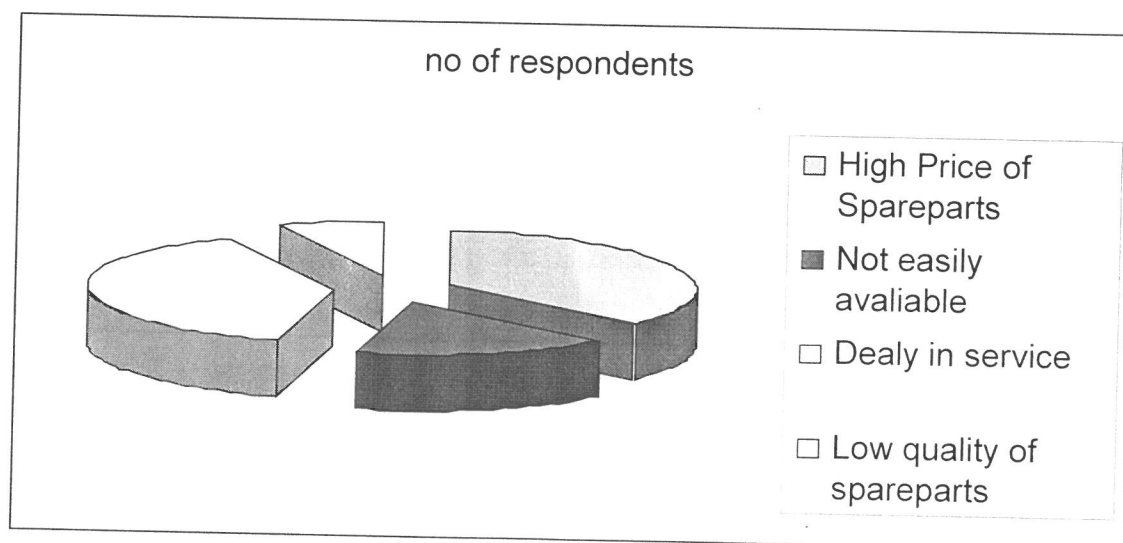
	no of respondents	respondents in %
service in time	32	32%
reliable service	18	18%
availability of spares	7	7%
well trained mechanics	8	8%
less labour charge	35	35%



Most of the respondents are need of less labour charges (35%) And Service in time (32%) and 18% of respondents need reliable Service and few of the respondents need well trained mechanics (8%) And availability of Spares (7%)

5. What are the different problems that you face at the time of service of your vehicle?

	no of respondents	no of respondents in %
High Price of Spare parts	36	36%
Not easily available	17	17%
Delay in service	39	39%
Low quality of spare parts	7	7%



Most of the respondents face the problem of delay in service (39%) And high price of spare parts (36%) some of the respondents face problem of not easily availability of spares (17%) and low quality Of spare parts (7%)

FINDINGS

1. According to the survey it is found that most of the respondents have scooty(48%) and victor(38%)and few of respondents have fi ero ,starcity and centra
2. Most of the respondents(72%) are satisfied with the service of the salesman and least number of respondents(28%) are not satisfied.
3. To most of the respondents (85%) the vehicle is delivered on promised time. Only to few of the respondents(15%) vehicle is not delivered on promised time
4. 60% of the respondents were offered test drive and 40% of Respondents were not offered the test drive
5. According to the survey 30% of the respondents feel good and 24% Ofrespondents feel satisfactory and 22% of the respondents feel excellent 18% of respondents feel moderate and 6% of respondents feel unsatisfactory
6. Most of the respondents(34%) are satisfied and 26% of respondents Are niether satisfied nor satisfied 18% of respondents are dissatisfied 14%of respondents are not at all satisfied and 8% respondents are fully satisfied
7. Most of the respondents(60%) feel brandname is important 40% of the respondents feel brandname is not important
8. Most of the respondents feel mileage(80%) · price(75%)and low maintanance(60%) and 30% of respondents feel brandname is important 20% of respondents feel widerange of respondents is important
9. 38% respondents purchased Vehicles before 3 years 32% of Respondents purchased before 1- 2 years 18% of respondents Purchased before 6 months and 12% of respondents purchased before 3 – 5 years
10. Most of the respondents are need of less labour charges (35%)And Service in time (32%) and 18% of respondents need reliable Service and few

of the respondents need well trained mechanics (8%) And availability of Spares (7%)

11. Most of the respondents face the problem of delay in service (39%) And high price of spare parts (36%) some of the respondents face problem of not easily availability of spares (17%) and low quality Of spare parts (7%)

12. Most of respondents rate the service performance as good (42%) And Average (33%) some of the respondents rate as very good (16%) And bad (9%)

13. Most of the respondents are need of increase in number of service stations to reach maximum number customers.

14. Most of the respondents have complaint about delay in availability of spare parts and high price.

SUGGESTIONS

To fulfill the needs of the respondents Parth TVS should set new branches in the Tilakwadi and near JNMC to reach the maximum number customers.

According to the survey most of the respondents are in the need of the improvement in providing service in time and lesslabour charge Parth TVS should take action by recruiting well trained service staff and. And implement machineries to provide service in time.

To know the problems faced by the customers at the time of post sale service should conduct free check up camps and collect the feedback of at the time of service

CONCLUSION

1. Most of the respondents are satisfied with the services of Parth TVS motors
2. Less labourcharge and service in time service in time and increase in number of service station they are three major parameters in demand.
3. The sale of scooty and victor are high as compared other vehicles.
4. Most of the respondents feel good about TVS two-wheeler vehicles.

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