



INTRODUCTION

It gives me an immense pleasure to present you this entire project. The topic Is “A **STUDY REPORT ON CUSTOMER SATISFACTION AND SERVICE ANALYSIS OF MANICKBAG TVS IN BELGAUM CITY**” the study is undergone at Manickbag TVS.

The project report focuses on customer satisfaction and post sale services, of Manickbag TVS motors. A two wheeler showroom in Belgaum city.

EXECUTIVE SUMMARY

Topic of the study: “A study report on customer satisfaction and service analysis of Manickbag TVS in Belgaum city”

Need for study:

To understand the satisfaction level of the customer regarding the service provided by Manickbag TVS, to understand what are the customer requirement and improvement required by them in service .

Objective of the study:

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

Research Design:

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

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/sendee 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 cerate 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.



TVS MOTOR COMPANY

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

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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



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STATEMENT OF THE PROBLEM**MANAGEMENT PROBLEM:**

Through this project, the sales and operation manager want to know the post sales service performance and to analyze the satisfaction level by the feedback of the customers. To know the quality of service and improvement to be made in the service provided by Manickbag TVS.

Research problem:

To find the problems faced by the customers and to know the new area of improvement with the help of customer feedback.

Through this project, the sales and operation manager want to know the post sales service performance and feedback of the consumers, Organization want to know the quality of service and improvement to be made in the service provided by Manickbag TVS

Purpose of the Study : To understand the satisfaction level of the customer regarding the service provided by Manickbag TVS, to understand what are the customer requirement and improvement required by them in service .

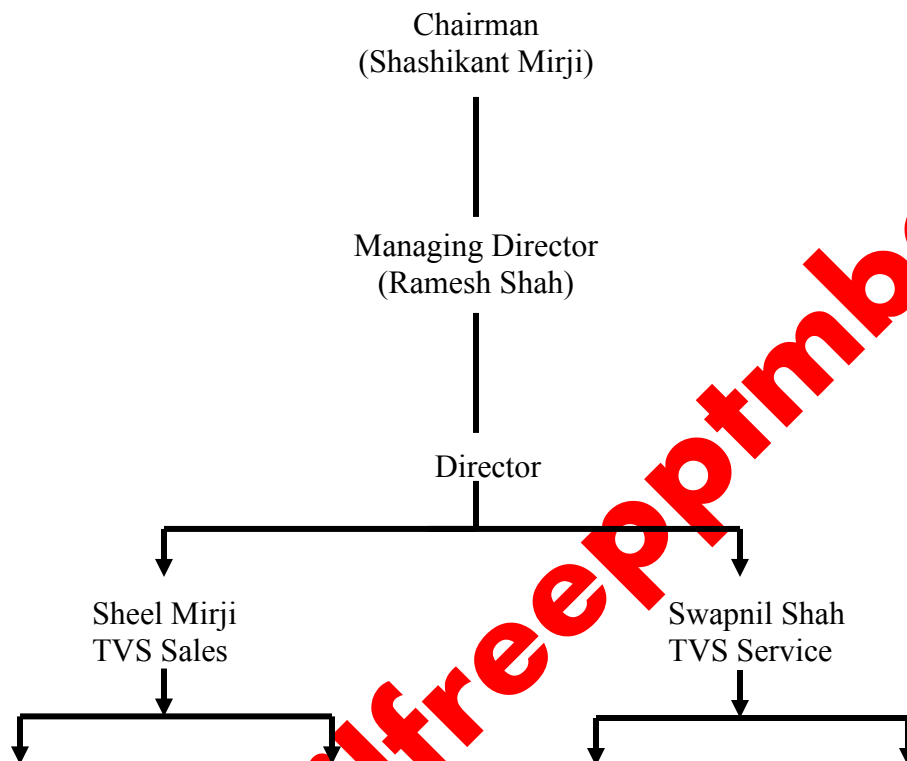


Scope of the study: Belgaum City.

Objectives of the study:

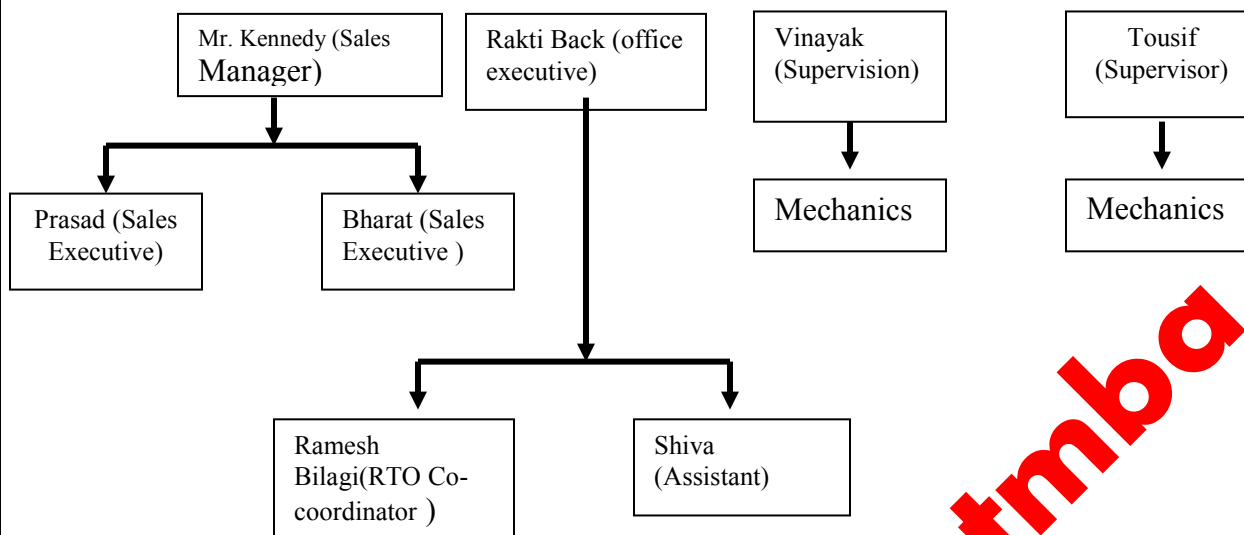
- To know the customer satisfaction level towards services of Manickbag TVS.
- To know the problems presently faced by the customers at Manickbag TVS
- To know the post sales service performance.
- To know the new area of improvement.

ORGANIZATION CHART





TVS MOTOR COMPANY





ORGANISATION PROFILE

Name of the Organisation : Manickbag TVS

Address of the company : Manickbag TVS
360, Dharwad Road
Belgaum.

Year of Establishment : 1983

Board of Directors : Shashikant Mirji (Chairman)
Ramesh Shah (MD)
Sheel Mirji (Director TVS sales)
Swapnil Shah (Director TVS sales)

MANICKBAG TVS MOTORS

Manickbag TVS motors is a part of Manickbag Automobiles. Manickbag automobiles is one of the major automobile dealers in Belgaum 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 Belgaum 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.

The History:

1920: the business started with the landmark of mill and oil mill.

1950: one of partners being educated in the field of engineering with mechanical and electrical started with the business in automobiles.

1951: Manickbag automobile came into light, known for dealers in automobile.

1954: Manickbag automobiles got the dealership of MICO and PERKINGS ENGINES.



ENGINES.

1958: Manickbag automobiles came the big screen by getting the dealership of Ashok Leyland (heavy commercial vehicles) from hinduja groups. Along with the dealership of Ashok Leyland, Manickbag even stepped in the dealership of international tractors.

1959 –60: Strated with machine shop in the name of Manickbag garage and industries.

1983 – 84: Got the dealership of two wheelers from TVS automobiles and strated with dealership of TVS mopeds, later with motorbike-IND SUZUKI, and finally also with dealership scooterettes... TVS scooty, Suzuki fiero, victor.

1992 - Gave up the dealership of Ashok Leyland (heavy commercial vehicles) of the hinduja group and diverting towards TATA MOTORS. Where it had the various types of vehicles to the customer, LCV-light commercial vehicle, HVC-Heavy commercial vehicles, MUV-Multi Utility Vehicles, PCD-Passenger Car Division, since from the year 1998.

Apart from the above-mentioned business diversified taken up by Manickbag automobiles. It also has the dealership of BOSCH, mico Blaupaunkt (Car stereo) also runs a pollution check center approved by the government of Karnatak and RTO.

Head office of Manickbag automobile if situated in Hubli where it again deals with TATA vehicles (LCV, HCV, MUV, PCD). Apart from having the head office, Manickbag automobiles has it branch office at Ankola and Bijapur also.....



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 manufacturer 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 manufacturers 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.

Products:

TVS Victor

4-Stroke, 125cc, performance motorcycle with VT-I technology.





TVS MOTOR COMPANY

TVS Apache: 4-Stroke, 150cc high performance motorcycle.



TVS Scooty: 4-Stroke, 90cc scooterette for the new generation.



TVS Centra: 4-Stroke, 150cc premium performance motorcycle.



TVS Star: 4-Stroke, 100cc value for money economy motorcycle for good mileage and rugged terrain.

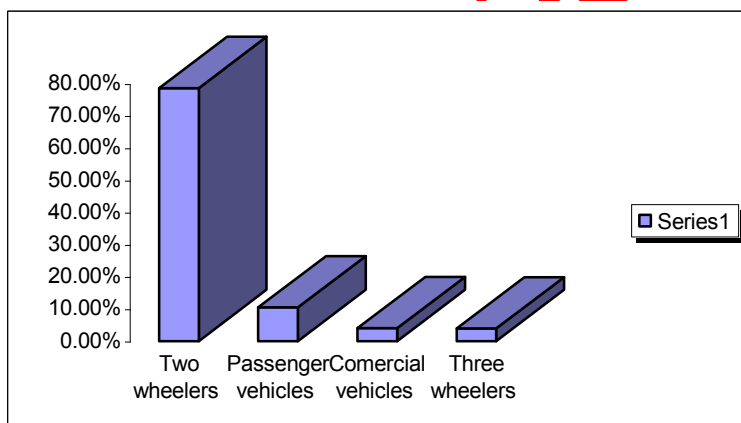


HISTORY OF TWO- WHEELER INDUSTRY IN INDIA

According to a study conducted by global consulting firm Frost and Sullivan, the two-wheeler industry will be the fastest-growing segment of the Indian automobile industry.

The study said that of all personal transportation vehicles, the motorcycle segment will grow the fastest, followed by passenger cars.

Automotive sales in the country will get a boost from cuts in the excise duty, new model launches, higher disposable incomes and a changing consumer mindset. The Indian automotive market is now a buyers market and the general economic slowdown makes it imperative for industry participants to stay ahead of demand trends, said the firm.



Two wheelers	78.63%
Passenger vehicles	10.44%
Commercial vehicles	4.03%
Three wheelers	3.90%

Two-wheelers: Market Size & Growth

In terms of volume, 4,613,436 units of two-wheelers were sold in the country in 9MFY2005 with 256,765 units exported. The total two-wheeler sales of the Indian industry accounted for around 77.5% of the total vehicles sold in the period mentioned.

Segmental Growth of the Indian Two Wheeler Industry

After facing its worst recession during the early 1990s, the industry bounced back with a 25% increase in volume sales in FY 1995. However, the momentum could not be sustained and sales growth dipped to 20% in FY 1996 and further down to 12% in FY 1997. The economic slowdown in FY 1998 took a heavy toll of two-wheeler sales, with the year-on-year sales (volume) growth rate declining to 3% that year. However, sales picked up thereafter mainly on the strength of an increase in the disposable income of middle-income salaried people (following the implementation of the Fifth Pay Commission's recommendations), higher access to relatively inexpensive financing, and increasing availability of fuel efficient two-wheeler models. Nevertheless, this phenomenon proved short-lived and the two-wheeler sales declined marginally in FY2001. This was followed by a revival in sales growth for the industry in FY2002. Although, the overall two-wheeler sales increased in FY2002, the scooter and

moped segments faced de-growth. FY2003 also witnessed a healthy growth in overall two-wheeler sales led by higher growth in motorcycles even as the sales of scooters and mopeds continued to decline. Healthy growth in two-wheeler sales during FY2004 was led by growth in motorcycles even as the scooters segment posted healthy growth while the mopeds continued to decline. Figure 1 presents the variations across various product sub-segments of the two-wheeler industry between FY1995 and FY2004

Demand drivers

The demand for two-wheelers has been influenced by a number of factors over the past five years. The key demand drivers for the growth of the two wheeler industry are as follows:

- Inadequate public transportation system, especially in the semi-urban and rural areas;
 - Increased availability of cheap consumer financing in the past 3-4 years;
 - Increasing availability of fuel-efficient and low-maintenance models;
 - Increasing urbanization, which creates a need for personal transportation;
 - Changes in the demographic profile;
 - Difference between two-wheeler and passenger car prices, which makes two-wheeler the entry-level vehicles;
 - Steady increase in the per capita income over the past five years; and
 - Increasing number of models with different features to satisfy diverse consumer needs.
- With the demand drivers listed here operate at the broad level, segmental demand is influenced by segment-specific factors.

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 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



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Segmental Market Share

The Indian two-wheeler industry has undergone a significant change over the past 10 years with the preference changing from scooters and mopeds to motorcycles. The scooters segment was the largest till FY 1998, accounting for around 42% of the two-wheeler sales (motorcycles and mopeds accounted for 37%) and 21 % of the market respectively, that year). However, the motorcycles segment that had witnessed high growth (since FY1994) became larger than the scooter segment in terms of market share for the first time in FY1999. Between FY1996 and 9MFY2005, the motorcycles segment more than doubled its share of the two-wheeler industry to 79% even as the market shares of scooters and mopeds stood lower at 16% and 5%, respectively.

Trends in Segmental Share in Industry Sales (FY1996-9MFY2005)

While scooter sales declined sharply by 28% in FY2001, motorcycle sales reported a healthy growth of 20%), indicating a clear shift in consumer preference. This shift, which continues, has been prompted by two major factors: change in the country's demographic profile, and technological advancements.

Over the past 10-15 years the demographic profile of the typical two-wheeler customer has changed. The customer is likely to be salaried and in the first job. With a younger audience, the attributes that are sought of a two-wheeler have also changed. Following the opening up of the economy and the increasing exposure levels of this new target audience, power and styling are now as important as comfort and utility.

The marketing pitch of scooters has typically emphasized reliability, price, comfort and utility across various applications. Motorcycles, on the other hand, have been traditionally positioned as vehicles of power and style, which are rugged and more durable. These features have now been complemented by the availability of new designs and technological innovations. Moreover, higher mileage offered by the executive and entry-level models has also attracted interest of two-wheeler customer. Given this market positioning of scooters and motorcycles, it is not surprising that the new set of customers

has preferred motorcycles to scooters. With better ground clearance, larger wheels and better suspension offered by motorcycles, they are well positioned to capture the rising demand in rural areas where these characteristics matter most.

Scooters are perceived to be family vehicles, which offer more functional value such as broader seat, bigger storage space and easier ride. However, with the second-hand car market developing, a preference for used cars to new two-wheelers among vehicle buyers cannot be ruled out. Nevertheless, the past few years have witnessed a shift in preference towards gearless scooters (that are popular among women) within the scooters segment. Motorcycles, offer higher fuel efficiency, greater acceleration and more environment-friendliness. Given the declining difference in prices of scooters and motorcycles in the past few years, the preference has shifted towards motorcycles. Besides a change in demographic profile, technology and reduction in the price difference between motorcycles and scooters, another factor that has weighed in favour of motorcycles is the high re-sale value they offer. Thus, the customer is willing to pay an up-front premium while purchasing a motorcycle in exchange for lower maintenance and a relatively higher resale value.

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.

Impact Analysis - Two wheelers

Robust demand to continue

After an 11.4 per cent growth in 2003-04, two-wheeler sales surged by over 17 per cent year-on-year (Y-o-Y) for the first 10 months of 2004-05. Sales growth, led by the sales of motorcycles, escalated consistently during the April to January period due to increasing household incomes, easy availability of finance, and the success of certain new models launched during the period.

Two-wheeler demand is expected to grow at a healthy rate of 11-12 per cent from 2004-05 to 2005-06. Rising household incomes, frequent new model launches and the increasing penetration of finance and distribution will act as key growth drivers.

The motorcycle segment witnessed stupendous growth in 2004-05 (20.3 per cent Y-o-Y) after a moderate performance (growth of 13.7 per cent Y-o-Y) in 2003-04. The buoyant growth in this segment will be maintained on account of the entry of global players like Honda Motors and Suzuki (entry expected in 2005) and the domestic players' growing focus on motorcycles. The segment is expected to grow by 12-13 per cent in 2005-06.

Led by the ungeared segment, scooter sales are likely to grow by 8 per cent, while moped

Sales are expected to stagnate or decline marginally in 2005-06.

Budget Impact

Neutral impact on the two-wheeler segment

- A. The reduction in the import duty on used two-wheelers will not affect the industry...
- B. The hike in the excise duty on steel will not affect the industry, as cenvat credit can be availed for the same.
- C. The extension up to March 2007 of 150 per cent deduction on R&D expenditure will marginally benefit domestic two-wheeler players, such as TVS Motors, Bajaj Auto and Kinetic.
- D. The reduction in personal tax rates will increase household disposable income, which is a positive for two-wheeler demand.

Prices and Duties.

Two wheelers Tariffs				
(Per cent)	Customs		Excise	
	2004-05	2005-06	2004-05	2005-06
Two wheelers	61.2	61.2	16.3	16.3
Steel items	5.1	5.1	12.2	16.3
Engines and engine parts	20.4	15.3	16.3	16.3
Other components	20.4	15.3	16.3	16.3
Secure: CRIS INFAC				

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 Sundaram Iyengar and Sons Limited operates through the three following divisions:

TVS Sundaram Motors Madras Auto Service

1. TVS and Sons distribute Heavy duty Commercial Vehicles, Jeeps and Cars. It represents premier automotive companies like Ashok Leyland, Mahindra and Mahindra Ltd. Fiat and Honda. It also distributes automotive spare parts for several leading manufacturers.
2. TVS & Sons has grown into a leading logistics solution provider and has set up state-of-the-art warehouse all over the country. It has also diversified into distributing Garage equipment that ranges from paint booths to engine analyses and industrial products.
3. Sundaram Brake Linings Limited- First Indian company to manufacture asbestos-free brake linings, woven clutch facings and disc pads for automotive applications.
4. Sundaram Fasteners Limited- India's largest manufacturer of radiator caps to GM in USA.

5. Sundaram Finance Limited – Leading consumer finance company in India.
6. Sundaram Industries Limited - with a reputation built over five decades, comprises several division: custom moulded rubber products, tyre service and coach building. Also specializes in refrigerated trucks and bunk beds.
7. Sundaram Clayton Limited - Sundaram Clayton Limited was established in 1962 in collaboration with Clayton Dewandre Holdings Plc. (WABCO Automotive) pioneering the manufacture of air brake systems in India. SCL enjoys a major share of the Indian OEM market as well as the domestic aftermarket, which it caters to through a strong and well spread-out distribution network SCL-Brakes division is the first company in India and fourth company outside Japan to win the Deming award for achieving distinctive performance improvements through TQM.
8. Sundaram Motors – Major dealer for Indian and foreign cars in South India and foreign cars in South India. Established in 1966, Sundaram Fasteners Limited (SFL) is today the largest manufacturer of high tensile fasteners in India. SFL is also the principal supplier of radiator caps to General Motors, North America. Powder metal parts include rotors & gears, shock absorber components, valve train components, structural components and bushes. Cold extruded parts include gear blanks transmission parts, cams, starter sleeves & pinions and CV joint parts. The radiator caps range includes oil filter caps and fuel filter caps, both metallic and plastic.

Branched off into three divisions:

Rubber Division started in 1962, manufactures moulded rubber products for the export and inland markets.

Coach Division, started in 1960, has its main plant in Madurai with two branches. It employees about 900 persons.

Tyre Service Division, with 28 branches and a workforce of 600: Sundaram Finance and associate companies promote Transenergy Limited. It was incorporated in 1981 in technical collaboration with deltec Fuel System BV, Holland, internationally fuel charging systems for Internal Combustion Engines using Gaseous Fuels as LPG (Liquefied Petroleum Gas) and CNG (Compressed Natural Gas). The factory and R&D Unit are located at Chennai.

A JV established in 1995 by T V Sundaram Iyehgar & Sons Limited, Asia Match Company Limited, Ashok Leyland Holdings Limited, Ashok Leyland investments.

Limited from India with Worldwide Enterprises Pvt. Ltd of Sri Lanka. The commercial operations were commenced from 1997 and the Company has established a vast network of over 60 dealers across the length & breadth of the Country. Initially the focus was on distribution of genuine replacement parts from Ashok Leyland and Tata commercial vehicles from Quality auto component manufacturers from India, the JV is now looking at expanding the scope of distribution to cover distribution of spare parts for Japanese vehicles also. The core strength of the company is its large supplier base from India and vast network of dealers.



TVS MOTOR COMPANY

TVS Interconnect System Limited was incorporated in the year 1999. The company has its manufacturing facility located at Madurai. The Business Development and Marketing Functions are head quartered at Bangalore. The regional marketing offices are located at Bangalore, Hyderabad, Mumbai and Delhi.

Manufacture and assembly of Electronic connectors, Rf Coax Product, Cable Assemblies, Fiber optic Products and accessories.

Company Network:

TVS Motor Company has one of the most extensive network with over 500 dealers and 2500 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 facilities 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.

Supply Chain Management

Forming the inner of the extended TVS family; our suppliers are involved at every stage of product development.

We extend core values and best practices to all our suppliers. Through continuous training forums we impart TPM (Total Productivity Maintenance) and JIT (Just in Time) practices.

TVS suppliers are committed to quality through continuous improvement and up gradation of processes. This has helped them obtain prestigious international certifications like ISO 9000, QS 9000 & TS 16949.

The TVS Motor Company R&D team has a strong pool of technical talent supported by state-of-the-art infrastructure capable of developing new and innovative designs. Currently, more than 400 engineers work on developing radically new products and cutting edge engine technologies. Our R&D team has developed the revolutionary Variable Timing Intelligent (VT-i) Engines, one of the most innovative technologies developed in the two wheeler industry.

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.



Quality is the way of life

At TVS Motor Company, every department works in tandem to produce quality product. The people from the pillars of support, strengthening the overall quality standards and moving towards total customer satisfaction.

In our quest to achieve world class levels in quality as well as improvements in design and processes, the company has formed special task forces to monitor quality related performance. The basis tents of TQM, including daily work management, Policy management, Kaizen (continuous improvement), training and standardization are followed across our organization.

Acknowledges by the Japanese for Quality. We at TVS Motor Company are proud to have been awarded the prestigious and coveted Deming Prize, instituted by JUSE (Union of Japanese Scientists and Engineers). TVS Motor Company is the only 2-wheeler company in the world to have received this award.

TVS Motor Company was also awarded the prestigious “TPM Excellence award First category” by Japan Institute of Plant Maintenance (JIPM), rated as the benchmark in TPM excellence in India.

Social responsibility

This extended arm of the company believes in social responsibility and has involved itself in several community development initiatives that have significantly improved the standard of living of the people in 51 villages across the country.

Economic development

The program enables people below the poverty line these adopted villages to earn their livelihood by involving them in activities that generate income.

Health

Health is one of the main focus areas of the Srinivasan Service Trust. Dental care camps; eye camps, health check-up and nutrition programs are conducted. The initiative also focuses on primary health, maternal health, child-care and leprosy eradication.

Infrastructure Development

The Company is actively in the community development of the villages by providing infrastructure facilities such as housing, sanitation, roads drains, bus shelters, medical centre and natural resources management.

Rebuilding Quake Hit Villages

Suppurated by Rural Research & Development Society and Kutch Nav Nirman Abhiyan, the Company has rebuilt "Goyersama" a village in the District of Gujarat, which was hit by an earthquake of unprecedented scale and magnitude on 26th Jan 2001.

Education and literacy

In addition to providing infrastructure facilities like new building for school, the Company helps establish computer education programs for school children. The Srinivasan Service Trust has successfully achieved 98% primary school enrollment in the adopted villages.



TVS MOTOR COMPANY

The performance in January 2006 represents the shape of things to come in the coming months. While the performance of new brands launched last year, in particular, StaR City continue to beat expectations, TVS Apache, the new 150 cc motorcycle in the premium segment promises to be a winner as it has already won several coveted awards for its overall performance and style.

TVS StaR City is amongst the few bikes that have crossed the sale of 50,000 units per month StaR City has enabled the company to make significant inroads in the economy segment of the motorcycle market.

TVS Scooty recorded 17,957 units in January 2006 compared to 14,724 units in the same period last year recording a growth of 22% Scooty Pep+ won the best “Scooter of the year award 2006” by OVERDRIVE and it continues to be a dominant player in the ungeared scooter category.

In the export front, TVS Motor Company continued its robust performance having exported 6,374 units in January 2006. Exports recorded a growth of 147% compared to the same period last year.



Awards:

TVS APACHE bags 5 coveted awards by leading Auto Magazines

“Bike of the Year”

CNBC-TC18 AUTOCAR AWARDS 2006

“Bike of the Year”

OVERDRIVE Awards 2006

“Bike of the Year”

Business Standard Motoring Awards 2006

“Indigenous design of the year”

OVERDRIVE Awards 2006

“Design of The year 2006-Two wheeler”

BBC Top Gear design awards 2006

SCOOTY PEP PLUS

“Scooter of the year”

OVERDRIVE Awards 2006

ISOTOPE 200 (CONCEPT BIKE FROM TVS motor Company)

“Design of the Year- Concept Vehicles”

Top[Gear design awards 2006

Strategy:

CONSOLIDATION is the current theme at TVS Motor. In the intervening period that is, before new models are rolled out – the company seems to be truing to refocus and offer potential customers more choice with the launch of new variants under the existing badges.

The new variants have been fine-tuned based on customer feedback. They will attempt to offer more value to the customer, even as competitors have been nibbling away at the company’s market share.

The new variants are basically spruced up versions of bikes that have either been performing below expectations or attracting customers only in specific markets.

So, the obvious two to get the cosmetologist treatment are the TVS Victor GX and the Star.

The 110cc Victor GX was not finding many takers from either the 100cc or the 125cc segments. Designed to attract the entry-level bike buyer interested in a bit more of power and style, the Victor GX (and for that matter the GLX) has not been able to stir up the same level of interest among potential customers that the original Victor had managed to do.

Now, TVS is replacing the Victor GX with newly developed Victor Edge, and the principal change is the heart transplant. The old 110cc engine has been hauled out and a slightly tweaked version of the GLX's 125cc engine has been in its place.

The new, fine-tuned 125cc engine delivers a higher 9.2 bhp of peak power against the 8.1 bhp that the earlier 110cc engine managed.

The extra power should give the Edge an advantage in the premium entry-level bikes category. However, TVS has not chosen to replace the four-speed gearbox with a Five-speed shifter, a feature that more bikes in this segment want as part of the package.

The Victor Edge's engine performance has been aided by a roller cam follower for reducing friction losses, and this is expected to improve fuel-efficiency. The engine also features larger valves and a reworked air-box for better air induction.

Overall, the changes boost peak torque to a high 10 Nm at a low 4,000 rpm.

The Edge also features changes to the chassis, including an increased wheelbase and a new box section swing arm for greater stability and better maneuverability, handling and ride. The Edge's wheelbase has been increased from 1,200mm to 1,240mm, and comes with gas filled shock absorber at the rear.



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The other additions are optional alloy wheels and disc brakes, new dual tone side panel stickers with five colour theme options, enhanced grip levers for better feel, and slightly reworked switchgear that feels more sturdy and reliable.

The Edge is priced at Rs. 40,990 (ex-showroom, Chennai).

Along with the launch of the Victor edge, TVS has unveiled a new version of the company's barebones, entry-level 100cc bike.

The Star (spelt as StaR) had replaced TVS' long standing two-stroke entry-level bike series – the erstwhile Max 100 and Max 100R – last year.

After the launch of the Star DLX, the slightly jazzed-up version of the basic stripped down model, the TVS Star City, launched earlier this month, will now attempt to offer the entry-level biker who wants to continue to stick within the bounds of this segment, a bit more style and finish.

The Star City will target potential, fuel-efficiency conscious 100cc bike buyers who live in the city and will be willing to pay a marginally higher price for more features and better looks and finish quality.

With that target audience, the bike is being offered with a new headlamp fairing and halogen bulb combo, easy-to-read instrumentation with a new blue backlight, push-cancel indicator switches, new spring shock absorbers with a hand-operated pre-load adjustment lever and a new sporty silencer and heat shield combo that feature the same diagonally chopped-off design that Yamaha first brought to the market.

Seat width on the Star City has also been increased slightly to improve ride comfort for long distance travel. The roller cam follower technology that TVS first adopted in the Centra has been inducted into the Star City for friction reduction and increased mileage.



The bike will also sport a new, more rigid, reinforced chassis frame and wider three-inch tyres at the rear for improved stability and road holding.

Dual tone colours are also being offered and TVS will soon launch a new advertising campaign for all its three new variants-Sciity Pep+, Victor Edge and the Star City.

There was a time, not long ago, when a two-wheeler meant a Bajaj Chetak or an LML Vespa. In the past five years or so, sales of motorcycles have outstripped sales of nearly all other two-wheelers.

Consumer preferences have shifted in favour of motorbikes and though this is partly related to price factors, it is also due to the fact that motorcycles are actually being seen as better vehicles than the heavy and unwieldy geared scooters.

The sales tax rationalization that took place in the 2001 budget resulted in scooters becoming more expensive than before. In addition the government began to enforce strict Euro-emission norms which forced scooter manufacturers to install catalytic converters in existing vehicles or to go in for four-stroke engines to reduce pollution, thus adding to the costs of scooters. But, fortuitously, motorcycles were already in tandem with these new norms.

Motorcycle, being more suited for commuting than any other vehicle, combines a variety of factors such as comfort, ability to handle bad roads and intrinsic stability. All this makes it extremely suitable for the Indian market.

Here comes gearless but, curiously enough, in the past one year the scooter has not only back, but is surging ahead in sales-and this time it is sleeker, lighter and, most importantly, without gears. Indeed, in a number of B and C cities and small towns across India, women and teenagers are taking to gearless scooters like “ducks to water”.

It's easy to see why. Gearless scooters are light and easy to handle, have sufficient compartments to carry goods and go easy on fuel, much like mopeds, with their almost legendary fuel-saving ability.

In fact, in recent times, auto industry experts say there has been a discernible shift of buyers from mopeds to gearless scooters as the latter cost just a couple of thousand more and come with sturdier bodies and better looks.

Around two year ago when sales of geared scooters started falling, a number of companies led by Honda Motor and Scooters India, which did not have a motorbike model in the market, launched gearless scooters in an effort to grow this segment.

The gearless scoters segment (75-125 cc) comprises four major players: Honda with the Active and the Dio; Kinetic with the Zoom and the Nova; Bajaj with the Sunny and the Saffire; and TVS with the Scooty.

The Honda Active's fast growth has encouraged other players to come out with new offerings to increase the market shar. One example is Kinetic Engineering; wit sister company Hinetic Motor, who are the pioneers in the gearless scooters segment and the largest manufacturer of gearless scooters in India starting from humble beginnings with the Luna moped in 1970.

Kinetic energy:

In the past one year the Kinetic group has launched a number of automatic scooter models in the domestic market, which has helped it to get customers who might have otherwise opted for motorcycles. The company is focusing on designing scooter modles specifically suited for Indian conditions.

For instance, its 115-cc four-stroke Kinetic Nova is designed for Indian conditions in its styling and utility. Its success has encouraged the company launch new variants with special features. The company has also come out with a two-year warranty for its Nova, launched last year, as an added attraction to foster customer retention.

In January 2003 the Kinetic group launched the premium Nova DLX priced at Rs. 35,576 ex-showroom price Delhi, and announced that it would launch another gearless scooter by the end of the year.

Also recently, the Nova DLX launched the Mileage Expert, an electronic device, which keeps the rider informed of fuel efficiency during the ride and the company claims it improves efficiency by 10 percent.

Southern spirit:

The South-based TVS Motor is another major player in the gearless scooters market. It is also aspiring to become a leadership position in the gearless scooters segment.

TVS is planning a new Scooty with a 100-plus cc engine and as part of the flexible and low-cost product development strategy, the new Scooty is expected to share the engine with the TVS Victor, which comes with a 110 cc four-stroke engine. Company sources say the Victor engine can be easily fitted into the new Scooty with minor modification.

Currently, the Scooty is available in the sub-75cc scooterette segment where it competes against Bajaj Auto's Sprit and Sunny. While the lower-priced variant comes with a 60cc engine, the launched Scooty Pep has 75cc four-stroke engine.

TVS is also a major player in the mopeds segment with its TVS Champ and hopes to replicate its success with gearless scooters as well. The new Scooty launch is part of TVS' larger plan to beef up its product portfolio.

In all, TVS plans to roll out six new models of scooters and motorcycles next fiscal with a total investment of Rs. 600 corer during the next three years to expand its product range in the domestic market.

India is the second largest manufacturer and producer of two-wheeler in the world. It stands next only to Japan and China in terms of the number of two-wheelers produced and domestic sales respectively.

Two Wheeler segment as a whole during the year 2004-05 grew by over 15% Backed by Government's initiative on rural roads and better connectivity with major towns and cities, improved agricultural performance, upward trend of purchasing power in the hands of rural people, the two wheeler industry was able to achieve the record performance of crossing 6 million two wheelers with exact sales standing at 6,208,860 during the year 2004-05.

Hero Honda 47%

Bajaj Auto 30%

TVS Motors 17%

Future Focus

In the future TVS Motor Company will be one among the top two 2 wheeler companies in India and one among the top five 2-wheeler companies in Asia.

We will have profitable operations overseas, especially in Asian markets, capitalizing on our expertise in the areas of manufacturing, technology and marketing. The Company

will hone and sustain its cutting edge of technology by constant benchmarking against international leaders. TQM will be a way of life and guide all our endeavors.

Performance vis-a-vis competitors:

With rise in per capita income, lowering of interest rates, changes in consumer preference towards trendier two-wheelers, there was a conscious shift in the composition of two wheeler industry led by increase in the demand of motorcycle as against scooters and moped. In FY04 out of the total two-wheeler industry of 506 m units, the share of motorcycle was 77% as against 42% in FY99. During the period FY97 to FY04, while two-wheeler industry grew CAGR of 10% the demand for motorcycle grew at 27% CAGR. However, TVS managed to achieve a CAGR of 11%. Thus while competitors were cashing on this boom, TVS' market share was declining due to lack of a 4 stroke model in its stable. This fall has been somewhat restricted with the introduction of 'Victor' in 2003.

SAMPLING

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

Data collection methods

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

Measuring Tools

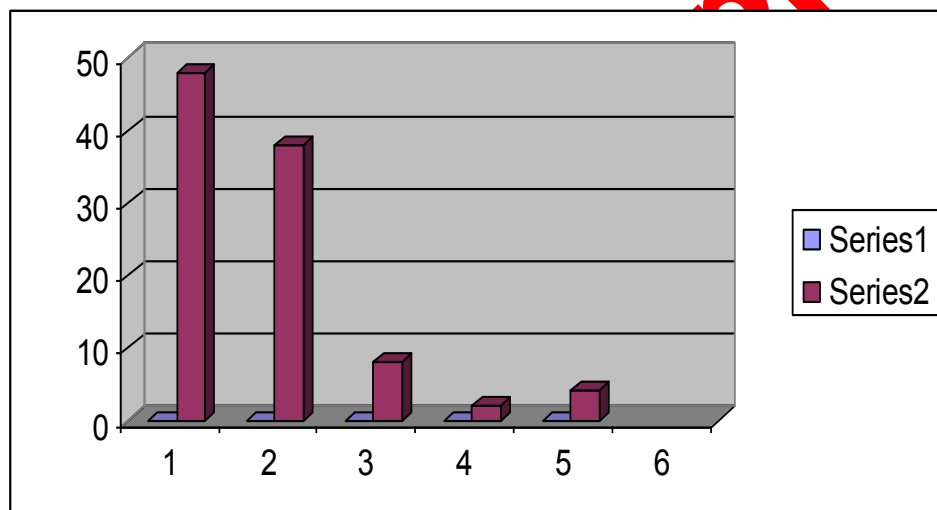
The measuring tools used for the study is Graphical and simple percentage method.

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ANALYSIS & FINDINGS

1. TVS two wheeler model

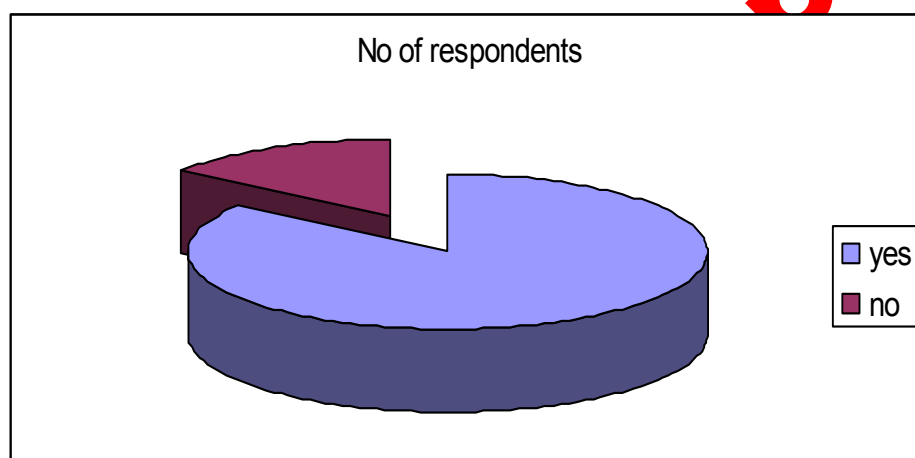
	No. of Respondents	Respondents in %
scooty	48	48%
victor	38	38%
Fiero	8	8%
Starcity	2	2%
Centra	4	4%



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?

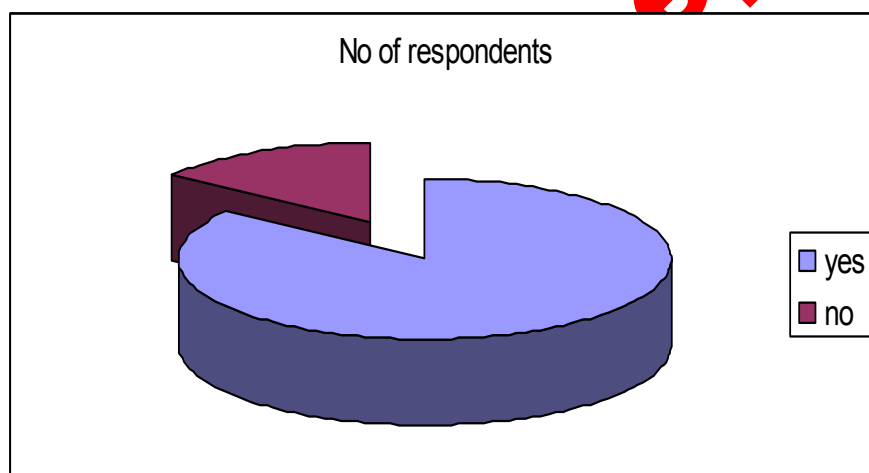
	No of respondents	respondents in %
yes	72	72%
no	28	28%



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

3. 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

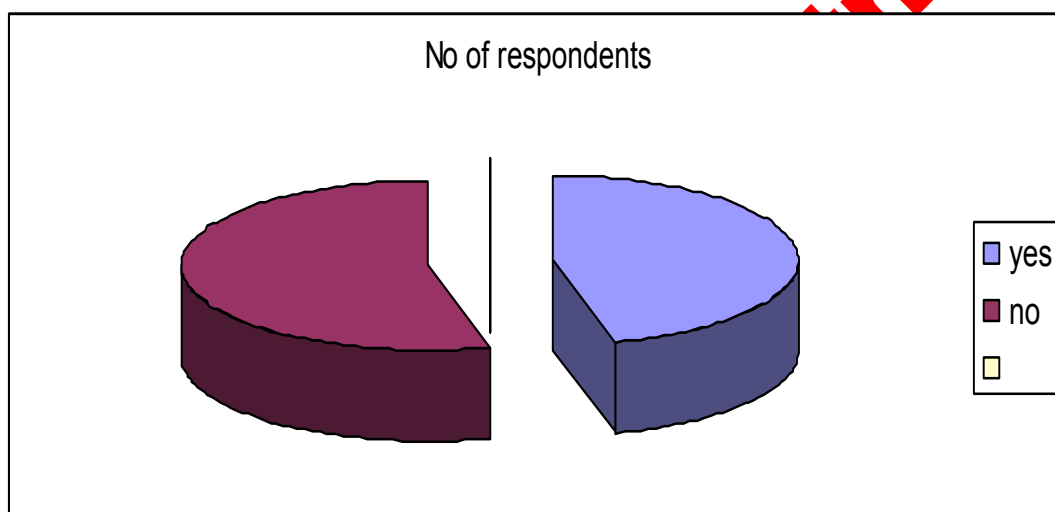


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4. Were you offered a test drive during your visit to our showroom?

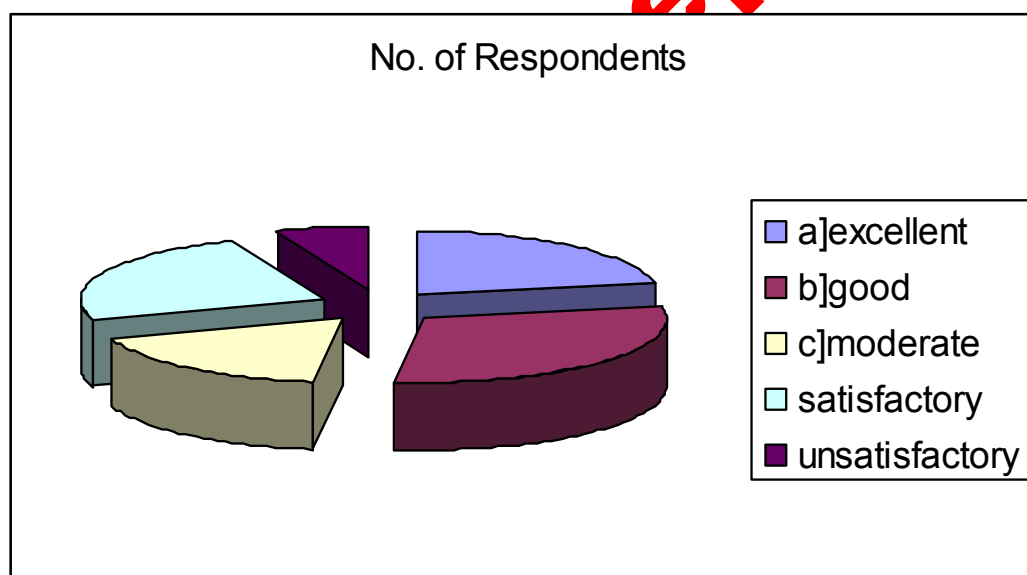
	No of respondents	respondentsin %
yes	60	60%
no	40	40%



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

5. How do you feel about TVS two wheeler vehicles?

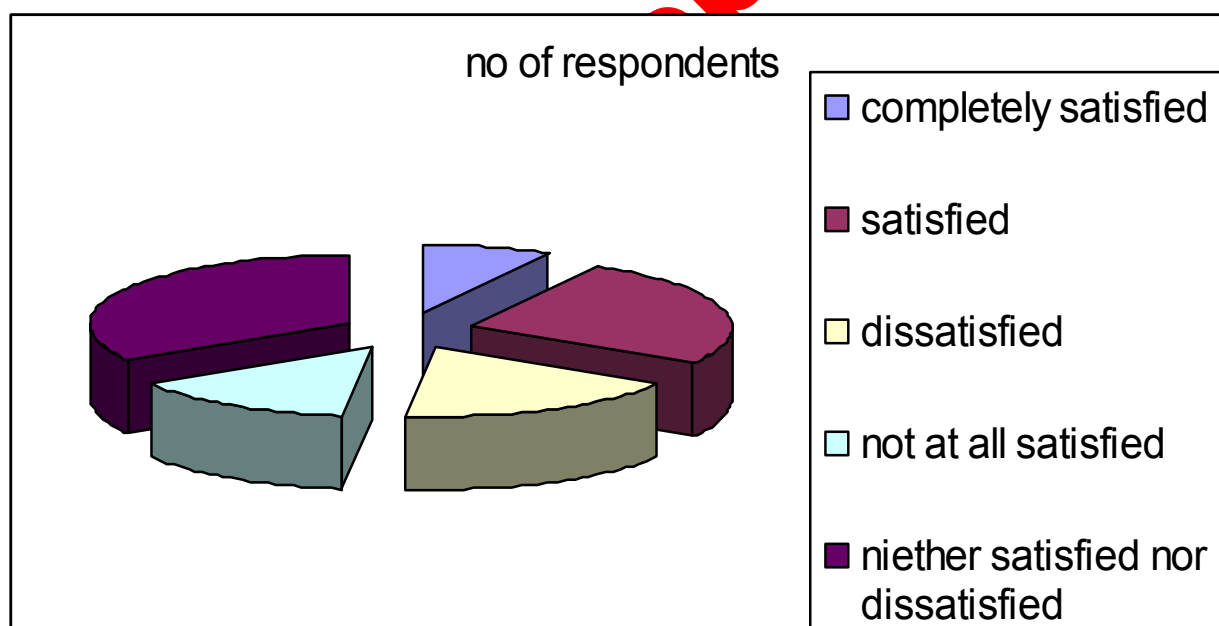
	No. of Respondents	Respondents in %
a]excellent	22	22%
b]good	30	30%
c]moderate	18	18%
satisfactory	24	24%
unsatisfactory	6	6%



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

6. State the level of satisfaction for the service provided by Manickbag 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 dissatisfied 14%of respondents are not at all satisfied and 8% respondents are fully satisfied

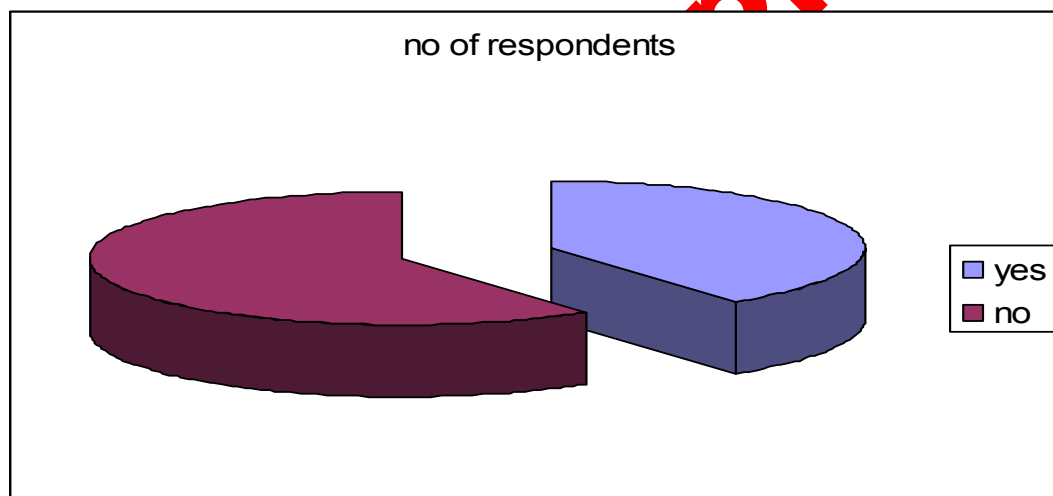


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7. Whether brand name plays important role in purchase of TVS two wheeler?

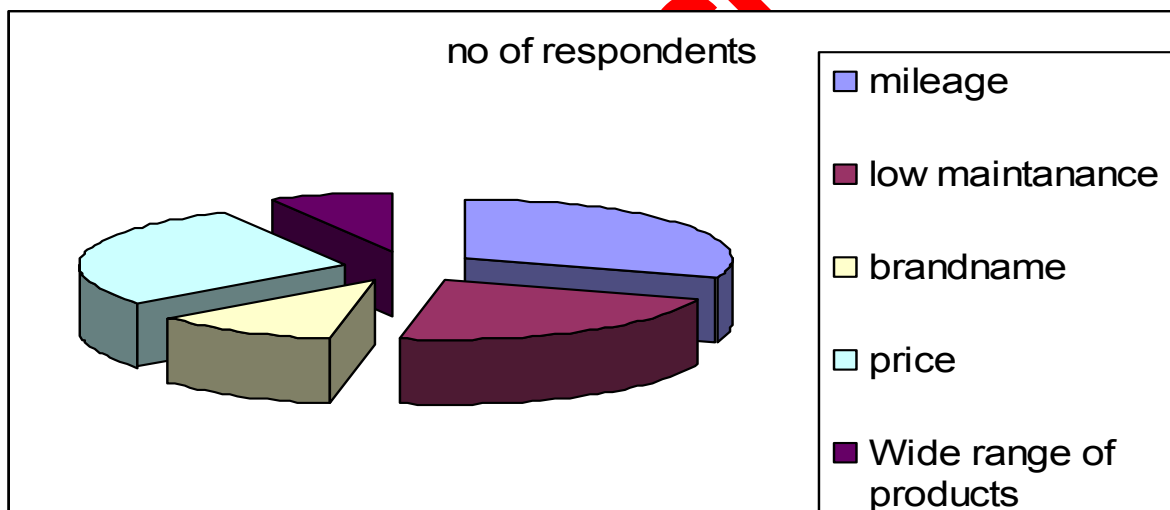
	no of respondents	respondents in %
yes	40	40%
no	60	60%



Most of the respondents(60%) feel brandname is important 40% of the respondents feel brandname is not important

8. What are the reasons to purchase TVS vehicles?

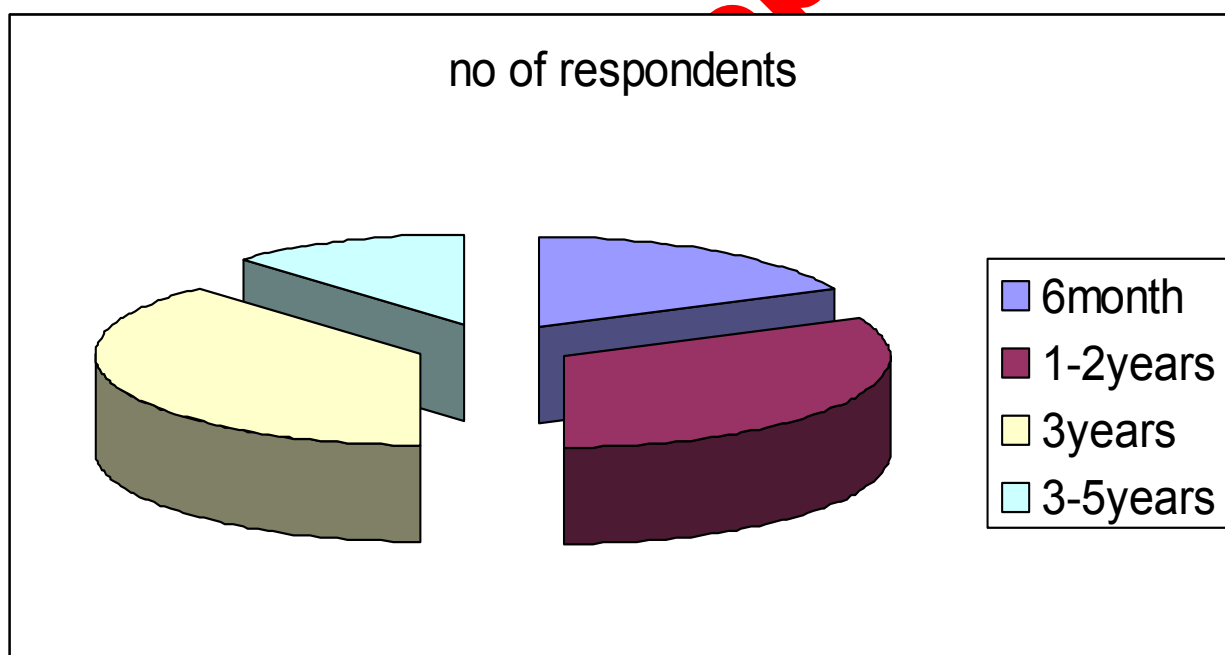
	no of respondents	respondents in %
mileage	80	80%
low maintainance	60	60%
brandname	30	30%
price	75	75%
Wide range of products	20	20%



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

9. When did you owned TVS vehicles?

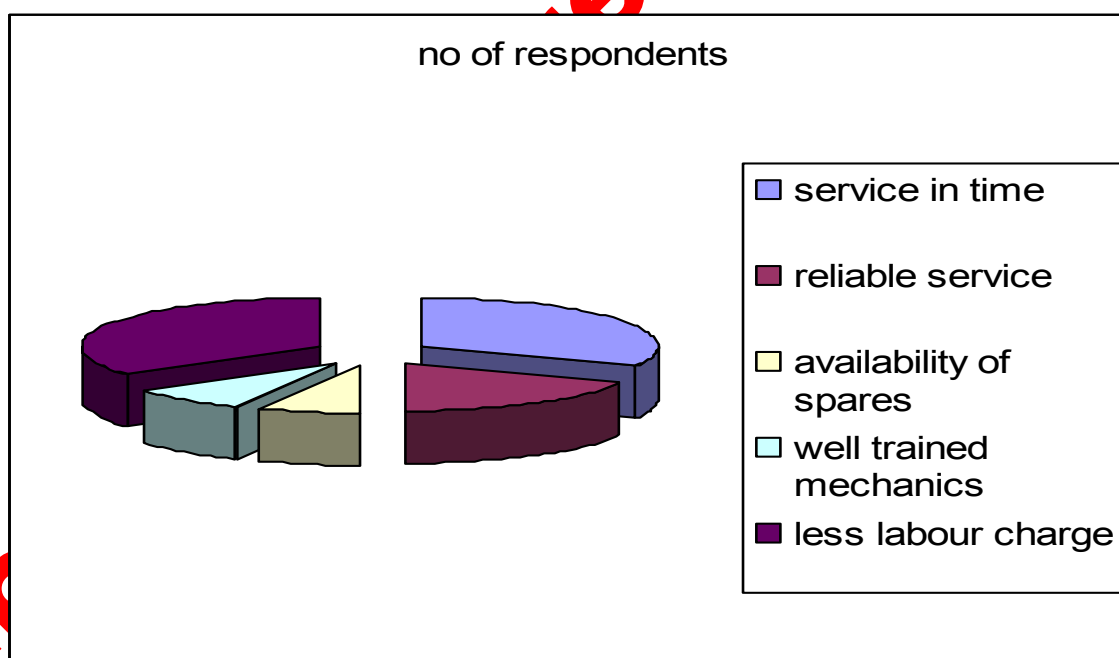
	no of respondents	respondents in %
6month	18	18%
1-2years	32	32%
3years	38	38%
3-5years	12	12%



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

10. What are the improvements in service that you need from Manickbag TVS Motors?

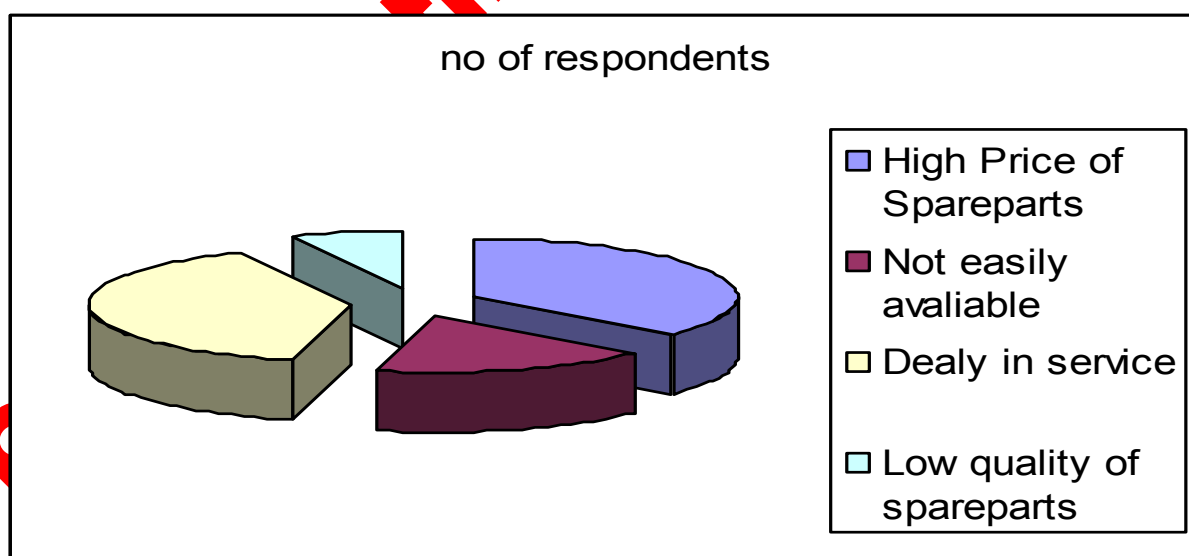
	no of respondents	respondents in %
service in time	32	32%
reliable service	18	18%
availability of spares	7	7%
well trained mechanics	8	8%
less labour charge	35	35%



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%)

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

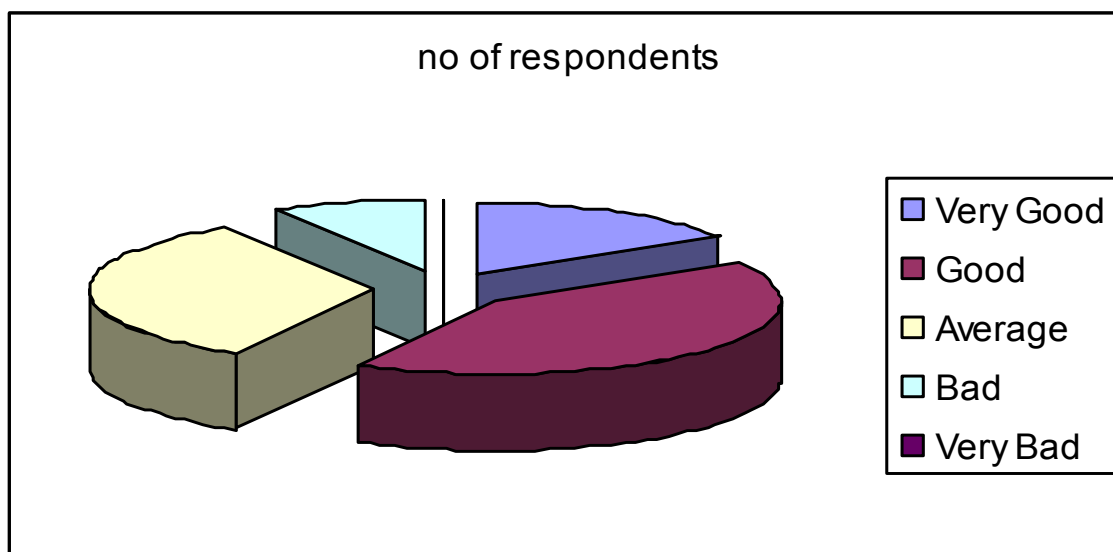
	no of respondents	no of respondents in %
High Price of Spare parts	36	36%
Not easily available	17	17%
Delay in service	39	39%
Low quality of spare parts	7	7%



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%)

12. How do you rate the service performance of Manickbag TVS.

	no of respondents	no of respondents in %
Very Good	16	16%
Good	42	42%
Average	33	33%
Bad	9	9%
Very Bad	0	0%





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%)

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FINDINGS

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

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

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

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

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

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

Most of the respondents(60%) feel brandname is important 40% of the respondents feel brandname is not important

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

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

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%)

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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%)

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

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



SUGGESTIONS

To fulfill the needs of the respondents Manickbag 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 Manickbag 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 Manickbag TVS motors
2. Less labour charge 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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QUESTIONNAIRE

Dear Sir / Madam,

1] TVS two wheeler model_____

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

Yes ☐

No ☐

3] Was the vehicle delivered on promised time?

Yes ☐

No ☐

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

Yes ☐

No ☐

5] How do you feel about TVS two wheeler vehicle?

a] Excellent ☐

b] good ☐

c] Moderate ☐

d] satisfactory ☐

e] unsatisfactory ☐



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6] State the level of satisfaction for the service provided by Manickbag TVS?

a] Completely satisfied ☐ b]satisfied ☐ c] Dissatisfied ☐

d] Not at all satisfied ☐ e] Neither satisfied nor dissatisfied ☐

7] Whether brand name plays important role in purchased of TVS two wheeler?

Yes ☐ No ☐

8] What are the reasons to purchase TVS vehicles?

a] mileage ☐ b] low maintenance ☐ c] Price ☐

d] Wide range of products ☐ e] Brandname ☐

9] When did you owned TVS vehicle

a) 6 month ☐ b) 1-2 years ☐

c) 3 years ☐ d) 3-5 years ☐

10] Do you suggest any improvement in Manickbag TVS?



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11] What are improvements in service that you demand from Manickbag TVS?

a] Service in time ☐

b] reliable service ☐

c] well trained mechanics ☐

c] less labor charge ☐

12] What are the different problems that you face at the time of service of your vehicle?

a] High price spare parts ☐

b] Not easily available ☐

c] Delay in service ☐

d] Low quality of spare parts ☐

13 How do you rate the service performance of Manickbag TVS?

A] Very Good ☐

b] Good ☐

c] Average ☐

D] Bad ☐

e] Very bad ☐

14] Do u have any complaint, problem regarding availability of spares parts & other services?

15] Name and Address:



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