

MY TVS PROJECT ( BBA )

PROJECT REPORT

ON

“Satisfaction Level of Customers For Service Provided By Shrenik Motors Pvt Ltd

SUBMITTED BY

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6th SEM

GUIDED BY

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SUBMITTED

TO

R. K. DESAI COLLEGE OF COMMERCE AND MANAGEMENT

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TO

VEER NARMAD SOUTH GUJARAT UNIVERSITY,

SURAT



V. P. ROAD,

VALSAD ( GUJARAT )

PHONE – ( 02632 )

CERTIFICATE

DATE:

TO WHOME SO EVER IT MAY CONCERN

THIS IS TO CERTIFY THAT PATEL DHAVAL M. HAS SUCCESSFULLY COMPLETED HIS TRAINING PROGRAMME FOR THE SUBJECT OF " CONSUMER SERVICE SATISFACTION " FROM 1ST DECEMBER TO 1ST MARCH, 2009.

DURING HIS TRAINING PROGRAMME HIS PERFORMANCE WAS SATISFACTORY. WE WISH HIM ALL THE BEST FOR HIS FUTURE.

FOR SHRENIK TVS MOTORS PVT. LTD.

BRANCH MANAGER

DECLARATION

I undersign Dhaval a student of BBA 6th SEM declares that I have prepared this project on “Satisfaction Level of customers for service provided by Shrenik TVS Motors Pvt Ltd & preference and criteria for Servicing TVS company’s two-wheeler” under Mr. and by

I also declare that this project is my own preparation and not copied from anywhere else.

DHAVAL M PATEL

ROLL.NO. 15

DATE - .....

PLACE -.....

## ACKNOWLEDGEMENT

Here comes the golden opportunity for me to express over heartfelt gratitude to the person who have supported me and gave me their precious time full with opinion and suggestion that I required.

It was very difficult for me, as to from and how information could be gathered, moreover it requires a great help and guidance form the well-experienced faculty members.

First of all I take an opportunity to express my gratitude to respected Mrs. Celina mem ( Principal of RKDCCM ), and I would like to than Prof .Mrs. Poonam Yadav who has been my guide through out the project and his guidance was most valuable.

This report is an outcome of the project sponsored by Shrenik Motors Pvt Ltd., an authorized dealer of TVS Company from Valsad in Gujarat.I am heartly thankful to Mr.for granting us a permission and for providing all required information.

I Sincerely and wholeheartedly thank Prof. and whose utmost guidance and valuable insights imparted during the tenure of this project have helped me in not only successful completing this project but have also helped me to learn a lot.

I also thank all, who have helped me directly or indirectly for my training and preparing this project report.



## EXECUTIVE SUMMARY

It was a very educating and learning experience while doing the project in Shrenik Motors for TVS Motor Company Limited. As per my view it is working efficiently. I had done research study on “Satisfaction Level of customers for service provided by Shrenik Motors Pvt Ltd & preference and criteria for buying & Servicing TVS company’s two-wheeler”

TVS Motor Company Limited is an existing profit making and dividend paying company, Engaged in servicing of two-wheeler manufacturer in India. Main TVS branch have own them four branches.

This project contains the details about the TVS Motor Company Ltd. and research for Shrenik Motors pvt Ltd. There is quite a lot of discussion available on the two wheelers Market as it is the project at “TVS Motors Ltd”.

I have conducted research in Valsad city and my objective of research was as under:

☐ To assess the consumers’ preference and criteria for buying TVS company’s two-wheeler.

☐ To assess the Satisfaction Level of customers for service provided by

Shrenik Motors Pvt Ltd.

In my research I had collected the data through questionnaire method and in my research I found that there's huge awareness of Tvs two wheelers and also I found that people are satisfied with service provided by Shrenik Motors Ltd.

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## CHAPTER 1.

## INTRODUCTION OF STUDY

Two-wheeler is one of the rare industries, which are capital as well as labor intensive. The setting up of a green field venture and ancillary network require enormous capital investment. The assembly operation is highly labor intensive.

Necessity they say is the mother of all inventions, as the scooter emerged out of a necessity of transport rather than anything else after the Second World War. Though the traces of scooters can be found in the United States of America, it was in Italy that these wonderful set of two-wheelers got a new lease of life. Italy was ravaged after the Second World War, their roads were destroyed and transportation system was in a mess. The need of the hour was an affordable transportation system, which the Italians could use to maneuver the war ravaged roads without digging a hole in their pockets.

An Italian company Piaggio who were into the manufacturing business, and had aircrafts in their portfolio. So a company which was into manufacturing huge machines actually thought small and it really clicked.

The major players in the two-wheeler market include Bajaj Auto, Hero Honda, TVS Suzuki and LML. Motorcycle market is the fastest growing segment in the industry.

Motorcycles have a larger wheelbase and are preferred for their fuel efficiency, economy and low maintenance. They usually have a four-stroke engine for better fuel economy and low pollution level. Hero Honda, Bajaj Motors, Kinetic, TVS, Yamaha motorcycles, Royal Enfield motors are some of the companies which produce motorcycles in India. The four stroke engines of the motorcycles are mainly responsible for the growth of this segment of two wheelers in the country.

## RESEARCH OBJECTIVES OF STUDY

The purpose of research is to discover answer to questions through the application of scientific procedures. The main claim of research is to find out the truth, which is hidden, and which has not been discovering get. So, each research study has its own specific purpose or objectives. The objectives of this research study are as under:

## Main Objective

To know satisfaction level of customers for service provided by Shanti motors Ltd.

## Sub Objective

To know what customer wants extra from Shrenik Motors Ltd.

- ❑ To know the popularity of Shrenik Motors Ltd.
- ❑ To know preference and criteria of customers for buying a two-wheeler.
- ❑ To know which color of two wheeler customer prefer most.
- ❑ To know the most preferable or popular brand of TVS Company in Moped segment and Motorbike segment.
- ❑ To know most preferable payment scheme (Cash payment or EMI).
- ❑ To know the potential demand for TVS two-wheeler within next one year in Valsad area.
- ❑ To know the market share of TVS Company in Valsad area.
- ❑ To know the market share of different company's in valsad.

## LIMITATION OF STUDY

Concentrating on the first part, we can say that no body is 100% perfect in what he/she does. By knowingly or unknowingly he commit mistake. Along with the analysis of the data, we have also tried to analyze the problems we faced and the limitations that came on our way which are as follows:

- Due to the bad experiences people had with salespersons in Valsad, they were not allowing us to enter their shops or residence. (However, we have convince many of them)
- We has taken 250 samples from Halar Road, Tithal Road, Mogarawadi, and Taiwad Area of Valsad city. The findings are based on these samples. Hence we cannot be 100% sure that they are representing the population of Valsad.
- In addition, the opinion expressed by the respondents may be biased.

Though there were limitations and problems in our way, we have tried our level best to bring out the right picture, which is nearly reflecting the true situation that is prevailing in the market.

## RESEARCH METHODOLOGY

Research is an art of scientific investigation, which helps to search for knowledge. Research methodology considers following items:

Research Design:

The nature of this research is exploratory one. Because exploratory research studies are normally concerned with finding out the general nature of the problem and the different variables that are related to the problem. These kinds of research are very flexible, convenient and done by simple survey. It gives subjective evaluation of the research.

Type of Data:

There are main two types of data,

☐ Primary data are those, which are collected for the first time and thus happen to be original in character.



☒ Secondary data on the other hand are those, which have already been collected by someone in the past.

For this research study we have used primary data.

Unit of analysis:

The researcher turn to the task of analyzing the data, which is collected.

from the field.

☒ Editing

☒ Coding

☒ Tabulation

☒ Computer processing

Tabulation is a part of the technical procedures other in the classified data are put in to table. There are main two method of tabulation, coefficient and percentage comparison. For analyzing the data simple percentage comparison method is used because it is an easier way to accurate result.

Sampling Design:

Target Population: -

The population for this research study consists of the residence of Valsad.

Sampling Unit: -

In this study the sampling unit is an Individual.

Sampling Size: -

250 Samples.

Sampling method: -

The samples are selected by using convenience-sampling method. A convenience sample is one in which the only criterion for selecting the sampling unit is the convenience of the samples.

Data collection Method:

For collecting primary data these are main two important methods.

- ☐ Observation method
- ☐ Interview method
- ☐ Personal interview
- ☐ Telephone interview
- ☐ Mail Interview
- ☐ Questionnaires method
- ☐ Schedule method

For this research study primary data are collected through personal interview method, questionnaires method, A questionnaire is used as a data collection instrument for collecting the primary data by taking personal interview of the consumer in the field. A questionnaire consists of a numbers of questions printed or typed in a definite order on a form or set of form

CHAPTER 2.

Theoretical

Definition of customer service satisfaction:-

According to Garbrand, " Customer satisfaction equals perception of performance divided by expectation of performance. The usual measures of customer satisfaction involves a survey with a set of statements using a likert technique or scale. "

Classification of customer service satisfaction:-

In 1980's by professor Noriaki Kano that classifies customer preference into five categories,

1. Attractive,
2. One Dimensional,
3. Must be,
4. Indifferent,
5. Reverse.

The Kano model offers some insight into the product attributes which are perceived to be important to customers.

Activities of customer service satisfaction:-

1. Inter team co-ordination activities as a source of customer satisfaction.
2. To promote and support customer satisfaction activities by collecting customer problem and to try solve it.
3. Customer satisfaction and customer characteristic in festival activity.

Literature

Institute:-

1. Cranfield School of Management,  
Royaume University,  
UK.

2. The web usability partnership,

Royaume University,

UK.

Resume Abstract:-

This article reports the result of customer service satisfaction level study into firm resource it involves a comparative study of activities contributing to service delivery into similar but differently performing division one perceived by customer to be a high service provider, the others a lower service provider the result indicate that there where difference in the insider of inter team co-ordination activities under defective inter team co-ordination was a critical factor in delivering increase customer satisfaction. This suggest that these activities, by causing staff to interact across internal boundaries, may constitute a resource advantages we proposed that activities are critical for both the co-ordination of service delivery activities and knowledge exchange. And that contextual factor may have an impacts on this activities.

Conclusion:-

The study makes a contribution to the resource base view and strategy his practice literature and illustrates how a practice oriented approach can inform the resource base view



## CHAPTER 3.

WEL\_COME TO SHRENIK TVS MOTORS PVT LTD



## COMPANY DETAIL

TVS Motor Company was established in 1911 by Shri.T V Sundaram Iyengar. As one of India's largest industrial entities it epitomizes Trust, Value and Service. And Shrenik Tvs was establish in 1987.

With steady growth, expansion and diversification, TVS commands a strong presence in Serviceing of two-wheelers, auto components and computer peripherals. We also have vibrant businesses in the distribution of heavy commercial vehicles passenger cars, finance and insurance.

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 servicing and saling of the Tvs products.

TVS Motor Company has one of the most extensive networks with over 500 dealers and 2500 Customer touch points And Shrenik is one of them. We are the first in the two-wheeler industry to measure customer satisfaction, audited by external consultants of international repute.

They 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.

## MISSION

The mission statement indicates what an organization wants to achieve. An organization exists to accomplish something or achieve something. The mission statement may be changed periodically to take advantage of new opportunities or respond to new market conditions. Rather it is combination of several things like:

- Customer service of the highest order
- Value for money to the customers
- Professionalism in carrying out business
- Use of technology to improve service standards

- Increase market share.
- Winning consumers heart.

Company's mission statement is clear and thoughtful which guide geographically dispersed employees to work independently yet collectively towards achieving the organization's goals.

## VISION

Company's vision is crystal clear and mind frame very directed "To improve the quality of life through technology". And continue to grow at a healthy pace, year after year, decade after decade.

## GOALS

- To consolidates its position as a global player in the two wheelers market.
- To leverage technological skills to drive growth.

## COMMITMENT

- To our customers.
- To our people .
- To our community.
- To our shareholders.

## VALUES

- The top management believes that human resources are extremely important resources and ensured that they are treated more humanely.
- Personnel policies are framed to facilitate employee welfare and development.
- Seniors take active interest in their juniors and help them learn their job.
- Top management all seniors do believe that employee's behavior can be changed and developed at any stage of their life.
- Employees feel free to express or discuss their feelings with each other.

## CULTURE

- Family kind of relationship respective each other and trust each other.
- Love and Order
- Work together and become helpful to each other to work as a team.
- Open culture every employee has freedom see top management people at any time.
- "Catch them doing right thing".



BOARD OF DIRECTORS

TVS MOTOR COMPANY LIMITED:

Chairman & M.D: Mr. Venu Srinivasan.

Directors: Mr. Gopal Srinivasan. Mr. T.K.Balaji. Mr. N. Ganga Ram. Mr. C.R.Dua. Mr. H. Lakshmanan

Mr. T. R. Prasad.

Mr. K.S.Bajpai.

President: K.N. Radhakrishnan

Sr.Vice President – Finance: S. G. Murali

Secretary: T.S.Rajagopalan

Head Office: TVS Motor Company Jayalakshmi Estate V

Floor,

8, Haddoas Road,

Chennai-600006.

Factories: TVS Motor Company

P .O. Box No.

Harita,

Hosur -635109.

## QUALITY OBJECTIVES

At TVS Motor Company, every department works in tandem to produce quality products. The people form 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 basic tenets of TQM, including Daily work management, Policy management, Kaizen (continuous improvement), Training and standardization are followed across our organization.

"We believe that "Quality" is the responsibility of all employees; the quality of our products and consequently the future of our company is a direct result of the everyday actions of our employees, in all departments and at all levels."

These processes help us produce defect free vehicles known for their durability and reliability.

## ACHIVEMENTS

☐ India's first 2 seater 50cc Moped TVS 50, launched in Aug 1980.

☐ First Indian Company to introduce 100cc Indo-Japanese motorcycles in Sept 1984.

☐ Launched India's first indigenous Scooterette (sub-100 cc variomatic scooters), TVS Scooty in June 1994.

☐ Introduced India's first catalytic converter enabled motorcycle, the 110cc Shogun in Dec 1996.

☐ Launched India's first 5-speed motorcycle, the Shaolin in Oct 1997.

- ❑ Launched TVS Fiero, India's first 150 cc, 4 stroke motorcycle in April 2000
- ❑ Launched TVS Victor, 4-stroke 110 cc motorcycle, in August 2001, India's first fully indigenously designed and manufactured motorcycle.
- ❑ 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.
- ❑ Launched TVS Star in Sept 2004, a 100 cc motorcycle which is ideal for rough terrain.

## AWARDS

### The Deming Prize

- ❑ TVS Motor Company is the only two-wheeler company in the world to be awarded the world's most prestigious and coveted recognition in TQM.
- ❑ Technology Award 2002.
- ❑ From ministry of science, gove. Of India for the successful commercialization of indigenous technology for TVS Victor.
- ❑ TPM Excellence Award.
- ❑ First category by Japan Institute of Plant Maintenance.
- ❑ Asian Network for Quality Award 2004.
- ❑ TVS Scooty Pep won the prestigious 'Outstanding Design Excellence Award' from Business World and National Institute of Design.
- ❑ Star of Asia Award to Mr. Venu Srinivasan, CMD TVS Motor Company by Business Week.
- ❑ Venu Srinivasan, Chairman and Managing Director, TVS Motor Company was Honored with Doctorate in Science by University of Warwick, U.K
- ❑ Best Managed Company award from Business Today, one of India's leading business magazines.
- ❑ Most Investor friendly company by Business Today, one of India's leading business magazines.
- ❑ Acknowledged 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.

## RESERCH AND DEVELOPMENT

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.

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.

Our 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.

## SOCIAL RESPONSIBILITY

To give back to society, TVS Motor Company has formed and funded the Srinivasan Services Trust to undertake all activities relating to community development.

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 adopted villages across the country.

### Economic development

The program enables people below the poverty line in 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 Services 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 involved in the community development of the villages by providing infrastructure facilities such as housing, sanitation, roads, drains, bus shelters, medical center and natural resources management.

## SUPPLY CHAIN MANAGEMENT

Forming the inner rung 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.

Our 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.

We also facilitate knowledge sharing by reputed international consultants in order to build & enhance management expertise within our supplier base.

## FUTURE FOCUS

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.

## INDUSTRY DETAIL

### Two-wheeler Industry:

The feeling of freedom and being one with the Nature comes only from riding a two-wheeler. Indians prefer the two wheelers because of their small manageable size, low maintenance, and pricing and easy loan repayments. Indian streets are full of people of all age groups riding a two-wheeler. The populace sees motorized two wheelers as a symbol of status. Thus, in India, we would see swanky four wheels jostling with our ever reliable and sturdy steed: the two-wheeler.

Two-wheeler is one of the rare industries, which is capital as well as labor intensive. The setting up of a green field venture and ancillary network require enormous capital investment. The assembly operation is highly labor intensive.

Two-wheeler production entails an assembly of over 700 components, including those sourced from vendors / independent service (about 60-70%). In the engine plant, engine components (cast/ forged parts) are machined and assembled along-with other components. The engine is then transferred to the main plant and assembled with the body and bought out components.

Engine is the heart of an automobile. The function of an automobile engine is to convert chemical energy of the fuel into mechanical energy, to power the vehicle. In the engine, petrol and air mixture is burnt from the spark ignited by a spark plug in a cylinder. The combustion builds up pressure, which pushes the piston. The reciprocal movement of the piston (riveted to a crankshaft) is converted in rotating motion. The power is transmitted from the crankshaft to the wheels by a mechanism of gears.

The engines can be broadly classified as two and four stroke engines based on number of strokes used to produce a single power stroke. In a four-stroke engine - suction, compression, power and exhaust operations are carried out by four different strokes of the piston. Therefore four-stroke engine produces one power stroke out of every four strokes of the piston. In a two-stroke engine one power stroke is produced out of every two strokes of the piston.

Scooters originated in Italy and were designed for ladies, particularly nuns. It has no bar in the front and the engine and wheels are covered for the convenience of women riders. The scooter engine is shaft driven.

In India, Bajaj Auto started scooter manufacturing in 1972 in collaboration with Piaggio, Italy. With the passage of time, scooters have taken considerable position in domestic transport as they are considered

as rugged yet safe family vehicle. This perception was due to a larger board area, which can be used to carry groceries and a better carrying capacity, which helps in driving three adults on the vehicle. But the scooters suffered from poor aesthetics, low fuel efficiency and difficulty in driving.

The introduction of ABS body along with variometric transmission by Kinetic Honda changed the perception leading to a shift in demand from moped users like youngsters and working women.

Motorcycle - the name is evolved from motorised cycle. A motorcycle has an engine, wheels and chain exposed. Moreover, it is chain driven. Two-stroke motorcycles are positioned as power bikes by making use of their high power delivery to cater the young generation. Four-stroke motorcycle is positioned as fuel-efficient and environment friendly vehicle.

Mopeds - the motorcycle with pedals is the entry-level two-wheeler. Mopeds are the cheapest category of two wheelers, having low power compared to scooters and motorcycles. Mopeds are most popular amongst college students, ladies and low-income households. These vehicles cost in the range of Rs12,000 and onwards. Mopeds are predominantly used for small distance transportation. Mopeds are also used as the second vehicle in the family along with car or scooter/motorcycle.

Autorickshaw, as the name TVS KING ZX indicates is a motorised cycle rikshaw, a three-wheeler. The shortage of personal and mass commute transport in the country, easy maneuverability on narrow and crowded roads and low operation costs gave rise to exponential growth for three-wheeler industry in the country. Three-wheelers are also used as goods transport vehicles for small distance transportation within the city limits.

The Indian three-wheeler industry is dominated with petrol and new cng engine vehicles. But the dominance was threatened to an extent with the introduction of diesel engines from Crompton Greaves, which provides a benefit of low operating cost. But higher vibration and maintenance cost lead to drop in sales of diesel engine three-wheelers.

Two-wheelers emit harmful pollutants such as carbon monoxide and hydrocarbons. The emission norms are becoming stringent the world over. In India, the norms are being implemented in two phases. While the first phase Euro 1 norms have become applicable since April 1996, even more stringent norms Euro 2 will come into effect from April 1, 2000. The details about emission norms.

For the two-wheelers new emission norm for year 2000 will be an acid test as none of the present models except four stroke vehicles confirm to the norms. To full-fill emission norms the manufacturers have three options: to switch to four-stroke engines, to fit catalytic converters for the existing models, to improve upon the existing two-stroke engine.

PRODUCT DETAIL

TVS Scooty Pep+ :

TVS Scooty Pep+ launched by TVS Motor Company has been designed keeping in mind the needs of the upwardly mobile and modern woman. Its newly refined 90cc engine along with other host of enhancements make it more pepped up as well as sporty, just right for young girls. With its 'EZ stand' technology it is much lighter and proves to be of superb convenience for women riders. Though a marked change has been made in its power, Scooty Pep+ retains its trendy and sexy looks. A whole lot of rich features have also been incorporated in the new Scooty Pep+, like greater storage facility, mobile charger, lights under the seat storage and fluorescent ignition key slot. TVS Scooty Pep+ signifies freedom and is a more bubbly and cute scooterette.

The TVS Scooty Pep Plus is a modern 4 stroke 90cc scooter that is ideal for the ladies. Its powerful engine generates maximum power of 5 bhp@ 6500rpm and maximum torque of 5.8nm@ 4000 rpm.

Some of the best features of the Scooty Pep Plus are jewel box headlamp, integrated tail lamp, chrome plated exhaust, multi reflector indicators, and the striking pillion grab rail. Besides these, there are many other features to this scooterette that prove very user-friendly- auto choke, bag hooks, compartmentalized utility box, auto fuel tap, glove box push and pull bag holder among others.

The Pep Plus Scooty comes in dual texture colors and arresting graphics. The TVS Scooty Pep Plus is available in following colors:

- ❑ Pink
- ❑ Green.
- ❑ Red.
- ❑ Blue.
- ❑ Black.
- ❑ White.

TVS Sooty TeenZ Eletric:

Tvs scooty is one of the electric moped from the competitors product.Tvs TeenZ have 60cc engine. Motor rated power is 800w and motor rated torque is 33nm @ 150 rpm. Motor rated voltage is 48 V. Its wheelbase is 1220 mm. Its average on the road is 40. Scooty TeenZ have so many additional innovate like Low charge indicator, Puncture resistant tyres, mobile charger, EaZy center stand, etc. In the new market 60% consumers feedback is excellent. The TVS Scooty TeenZ is available in following colours:

☒ Carnation Red

☒ Lily Lilac

☒ Tulip Black

TVS Fiero F2:

TVS Fiero F2, launched by TVS Motor Company, is a product of TVS' constant commitment to push the performance benchmarks to the hilt. A powerful 150cc 4-stroke bike, which also won the National Motocross Championship, TVS Fiero F2 is a mean machine engineered and perfected to set new standards in style and performance. Its 8.95 KW (12 bhp) dynamic engines, capacity of 7000 rpm and the capability of delivering a striking acceleration of 0-60 in just 6 seconds sets TVS Fiero F2 apart from other motorcycles in this category. Human engineering at its best, the Econometer allows the rider to choose between better pick up and better fuel economy. Also, its dual mapped ignition system enables the engine to provide power or economy as per the rider's choice. And last, but not the least, its intelligent CV carburetor operates on a pressure sensitive diaphragm in constant vacuum for smooth power transitions resulting in superior mileage efficiency.

TVS Victor GLX125:

TVS Victor GLX 125 introduced by TVS Motor Company has got the new version of the 125cc engine along with an electric start option. The other unique feature offered by this bike is the air suspension system which works on gas filled shock absorbers for better riding experience. TVS Victor GLX 125 is the machine of choice for those who are on a lookout for style, power and performance. The fuel tank has an aircraft styled fuel filler lid. Small cowls have been placed below each side of the tank filling up the void between the tank and the engine. Fairing bits and tank have been decorated with smart dual tone

decals. The pillion footrests have been ingeniously mounted on attractive aluminum sub frame sections, below which runs a heat-shielded silencer in chrome.

Colors: Red, Blue And Black-Silver.

Price: Rs. 42,950

TVS Victor GX:

TVS Victor GX, a quality product from TVS Motor Company, the makers of TVS Apache - The Bike of the Year, has been launched and it is really a victor when it comes to power, performance and style. Loaded with a powerful 110cc engine which generates 6 KW (8.1 bhp) of awesome power, TVS Victor GX has got coated anti-friction pistons along with thin piston rings for superior power transmission which results in longer engine life and lower maintenance. Latest laser streaked body graphics, bold and big headlamp, sporty and attitude driven looks, Ride Switch for adjustment of the rear shock absorbers to provide optimum shock absorption in presence or absence of a pillion rider to ensure a smooth and jerk free ride on any kind of road. Its specially designed Anti-skid special compound tyers with custom designed new contours which provide unmatched grip on any kind of road conditions and last but not the least an Econometer, a high tech visual guidance system connected to the digital CDI, along with Economy and Power mode indicators helps the rider to keep a check on fuel economy or power thereby gaining total control over mileage it is a complete package incorporating style and performance.

Colors: Red, Black, Metallic olive green, Blue and Metallic

Price: Rs 39,390

TVS Star:

The TVS Star is powered by a 4-stroke 100cc engine that generates maximum power of 5.50 kW (7.5 bhp) @ 7500 rpm and a maximum torque of 7.5 Nm @ 5000 rpm. This bike has been specially designed for the economy section of the nation. Although the style and looks of TVS Star might be minimal, its performance is impressive.

The TVS Star is equipped with single-spine frame and telescopic forks as front suspension and dual shock absorbers at the rear that assures smooth riding experience on the uneven roads. With a wheelbase of 1250 mm, the bike also offers a steady and comfortable ride.

TVS Apache:

The Honda Apache is a 150 cc, 4 stroke engine, motorcycle that assures a maximum power of 9.95 Kw / (13 bhp) @ 8500 rpm and a maximum torque of 12.3 Nm @ 6000 rpm. The glossy body panels give it a

very chic appearance. And its brawny engine makes it look very masculine and sporty, which is what makes this bike a hot favorite among the youth. Since the bike is equipped with shorter wheelbase, driving in the traffic becomes easier for the rider. Its suspension power provides a great riding experience even on the rocky roads. The Honda Apache Bike has won awards such as:

Viewers Choice Bike of The Year '06 from CNB NDTV.

Inenious Design Of The Year '06 from Over Drive.

Best Design Of The Year '06 from BBC Top Gear .

Bike Of The Year '06 from Overdrive, Autocar.

TVS Apache RTR 160:

The Honda Apache is a 159.7cc, 4 stroke engine, motorcycle that assures a maximum power of 11.19 kw@ 8500 rpm and a maximum torque of 13.1nm @ 6000 rpm. The glossy body panels give it a very chic appearance. And its brawny engine makes it look very masculine and sporty, which is what makes this bike a hot favorite among the youth. Since the bike is equipped with shorter wheelbase, driving in the traffic becomes easier for the rider. Its suspension power provides a great riding experience even on the rocky roads. Its wheelbase is 1300 mm.

TVS FLAME:

The Flame is powered by a 4-stroke 124.8cc engine that generates maximum power of 7.7kW @ 7500 rpm and a maximum torque of 10nm @ 6000 rpm. This bike has been specially designed for the economy section of the nation. Although the style and looks of TVS Flame might be minimal, its performance is impressive.

The TVS Flame is equipped with single double-spine frame and telescopic forks as front suspension and dual shock absorbers at the rear that assures smooth riding experience on the uneven roads. With a wheelbase of 1320 mm, the bike also offers a steady and comfortable ride. Its have also new additional like a digital consul, tween lamps, Aerodynamic delta design and also so many way to be attract to consumer.

Competitors Details

Bajaj Auto limited Ltd.

Bajaj Auto limited is one of the largest two-wheeler manufacturing companies in India apart from producing two wheelers they also manufacture three wheelers. The company had started way back in 1945. Initially it used to import the two wheelers from outside, but from 1959 it started manufacturing of two wheelers in the country. By the year 1970 Bajaj Auto had rolled out their 100,000th vehicle. Bajaj scooters and motor cycles have become an integral part of the Indian milieu and over the years have come to represent the aspirations of modern India. Bajaj Auto also has a technical tie up with Kawasaki heavy industries of Japan to produce the latest motorcycles in India, which are of world-class quality The Bajaj Kawasaki eliminator has emerged straight out of the drawing board of Kawasaki heavy industries. The core brand value of Bajaj Auto limited includes Learning, Innovation, Perfection, Speed and Transparenc.

Bajaj Auto has three manufacturing units in the country at Akurdi, Waluj and Chakan in Maharashtra, western India, which produced 1,814,799 vehicles in 2004-05. A network of backs the sales after sales service and maintenance work shops all over the country.

Then main models of the company are as follows

- ❑ BAJAJ AVENGER
- ❑ BAJAJ CT 100
- ❑ BAJAJ PULSAR
- ❑ BAJAJ DISCOVER
- ❑ BAJAJ WAVE
- ❑ BAJAJ PLATINA

Kinetic Motor Co Ltd.

Kinetic has launched India's first motoscooter in the form of Kinetic Blaze. Kinetic Blaze is a 165 cc scooter which seeks to revolutionize the diminishing scooter market in the country. The product is a first of the seven series of vehicles which Kinetic want to acquire from the Italian two-wheeler giant Italjet Spa. However the beginning of the company has been much more modest. The company has revolutionized the concept of personalized transportation in India with the launch of Kinetic 'Luna' moped in 1972 thus ushering in the era of mopeds into the country.



Kinetic has three manufacturing facilities located at Goregaon Bhima, Ahmednagar and Pithampur to produce more than 4 lakh vehicles per year.

Some products of Kinetic Company are as follows

- ❑ Kinetic Comet.
- ❑ Kinetic Aquila.
- ❑ Kinetic Challenger.
- ❑ Kinetic Nova.
- ❑ Kinetic Marve.
- ❑ Kinetic Zoom.
- ❑ Kinetic Zing.
- ❑ Kinetic Luna.
- ❑ Kinetic-4S.
- ❑ Kinetic-Boss-115.
- ❑ Kinetic-GF-125.
- ❑ Kinetic-GF-170-laser.
- ❑ Kinetic-Kine.
- ❑ Kinetic-King-100.

Yamaha motor company.

Yamaha is one of the few Japanese companies, which have given the traditional manufactures of motorbikes the US, and the European companies a run for their money. It has to be remembered that the history if two wheelers in Japan is not more than 50 years old while that in the US and Europe go far beyond that. Yamaha motor company was founded as a motorcycle manufacturer in 1955, and with in a decade they diversified into other areas like powerboats and outboard motors. In India the company had got into a joint venture with Escorts in 1995.

However by the turn of the century Escorts had sold its' stake to leave Yamaha fend on its own in the Indian market. Yamaha Motor India Private Limited is a 100% owned subsidiary of Yamaha Motors

Company Limited of Japan, and now it comes with a wide range of products to capture a large share of the two-wheeler market.

The two-wheeler was durable and coupled with its excellent load carrying capacity the two-wheeler was an excellent motorcycle for the rural Indian roads. Similarly the Rx 100 and Rx135 were quite popular among the youth as they provided the extra throttle the young and restless look for.

However in the recent years Yamaha has concentrated on the urban 100cc deluxe category introducing motorcycles like the Yamaha Libero. These set of two wheelers come with international style, cutting edge technology, fuel efficiency, power delivery, and stylized graphics.

The company is also riding on the popularity of current Bollywood heart throb John Abraham for the marketing of its' two wheelers. Yamaha is all set to rock the country with a slew of new products designed for the Young that put power and performance into a generation that is raring to go all out.

Yamaha believes that its products have huge appeal for this youth segment that seeks performance and the pleasure of a great drive with technology that is ahead of competition on style, performance, features and quality. Yamaha believes that these new youth oriented models will set new standards in the Indian market and help Yamaha gain leadership position in the market.

Some of the models of Yamaha motor company are

- ❑ Yamaha Gladiator
- ❑ Yamaha G5
- ❑ Yamaha Crux

Hero Honda Motors Ltd.

When Hero Cycles and Honda Motor Company of Japan inked their joint venture in India in April 1984, few could have imagined that the two would go on to create history and become the subject of a case study at business schools, internationally.

But that's the Hero Honda saga for you. In a little over two decades, the world's largest manufacturer of bicycles and the global leader in motorcycles have created not only the world's single largest motorcycle company but also the most endearing and successful joint venture for Honda Motor Company worldwide. The company has sold over 15 million motorcycles and has consistently grown at double digits since its inception and today, every second motorcycle sold in the country is a Hero Honda.

What makes Hero Honda well, Hero Honda, is synergy. The two partners, leaders in their respective domains, have been able to consistently draw on each other's strengths. The Hero Group's deep domain knowledge of the Indian market and its supplier network has meshed with Honda's mastery over four-

stroke engine technology to create modern and fuel-efficient machines at affordable prices for India 's 250-300 million strong middle class.

Progressively through the 1980s, the 1990s and now in the 2000s, Hero Honda has relied on 3 R's-- Reach, Research and Reliability as its basic building blocks. Using feedback from the market, a fully equipped R&D center has consistently created best practices in designing, testing and harmonization, besides placing strong emphasis on road safety and ride quality. This emphasis has helped Hero Honda build products that are ahead of their time.

In the 1980s, for example, Hero Honda became the first company in India to prove that it was possible to drive a vehicle without polluting the roads. The company introduced new generation motorcycles that set industry benchmarks for fuel thrift and low emission. A legendary 'Fill it - Shut it - Forget it' campaign captured the imagination of commuters across India , and Hero Honda sold millions of bikes purely on the commitment of increased mileage.

The best is yet to come. Hero Honda is powering its way through a market that is still to unleash its true potential, as barely two per cent of the population has been penetrated so far!

It isn't surprising that the company is in no mood to take its hand off the throttle. As Brijmohan Lall Munjal, the Chairman, Hero Honda Motors succinctly puts it, "We pioneered India's motorcycle industry, and it's our responsibility now to take the industry to the next level. We'll do all it takes to reach there."

Some of the models of hero Honda are

- ❑ CD-Dawn
- ❑ CD-Delux
- ❑ Pleasure
- ❑ Splender plus, karizma.
- ❑ Super Splender,achiever.
- ❑ Passion plus,Glamour.

LML India Ltd.

The company which is popularly known as LML had its beginning with the manufacturing of synthetic yarn machine in technical collaboration with ARCT, France. In 1984 the company ventured into two wheelers read scooters, when a technical collaboration with Piaggio of Italy was signed and within a couple of year's time it rolled out its' first model in the form of LML NV. The company is credited with revolutionizing the scooter industry in the country; the company had taken another bold step by getting into a tie up with the Daelim Motor Company of South Korea to produce state of the art motorcycles in India. The launch of the LML Freedom motorcycle catapulted the company into the top 5 two-wheeler

manufacturer of the country. LML Freedom comes with attractive graphics and all the safety and comfort features one is looking for in a bike. LML Freedom LX comes with the 109.1 cc 4 stroke single cylinder air-cooled engine delivering maximum power of 8.5 bhp @ 7550 rpm. It is a perfect bike, which targets the office goers and middle level executives. It comes with a wider wheelbase to provide that extra grip on the not so smooth Indian roads.

The company has built metal-bodied scooters for nearly two decades, these set of two wheelers come with attractive body graphics to appease the taste of scooter lovers all over the country. The scooters have a wide seat for a comfortable ride; the LML Select II also comes with a backrest for the comfort of the rider. The scooter also comes with a self-start option to add convenience to riding.

Though the company is going through a bad phase in the recent years it still continues to manufacture the classic style scooter LML STAR 125E DLX DISC. The scooter comes with electric start, hydraulic grimeca front brake and a 12 months warranty.



## CHAPTER 4.

## DATA ANALYSIS & INTERPRETATION

For analysis and Interpretation we have used sequence of question so that it is very easy for reader of this project.

(1) Are you aware of any TVS's dealers?

Table 4.1 Awareness of TVS dealers

Figure 4.1

From Figure 4.1 we can see that out of 250 respondents 181 respondents are aware about TVS Company's dealers so from this we conclude that awareness level of TVS dealer is very high.

(2) Which TVS dealers are you aware of ?

Table 4.2 Awareness of different TVS Dealers

| TVS Dealers        | Frequency |
|--------------------|-----------|
| Shrenik Motors Ltd | 149       |
| Shanti Motors Ltd  | 81        |
| Rohini Motors Ltd  | 80        |

Figure 4.2

From the above Figure, we can see that out of 250 respondents 149 are aware of Shrenik Motors Ltd, 81 were aware of Shanti Motors Ltd, 80 were aware of Rohini Motors Ltd.

(3) Have you visited Shrenik Motors Showroom ?

Table 4.4 Visit to Shrenik Motors Showroom.

| Visited | Frequency | Percent Valid | Percent | Cumulative Percent |
|---------|-----------|---------------|---------|--------------------|
| Yes     | 139       | 55.6          | 61.0    | 61.0               |
| No      | 89        | 35.6          | 39.0    | 100.0              |



|                |     |       |       |
|----------------|-----|-------|-------|
| Total          | 228 | 91.2  | 100.0 |
| Missing System | 22  | 8.8   |       |
| Total          | 250 | 100.0 |       |

Figure 4.4

From the above Figure, we can conclude that 61% of the respondents have visited Shrenik Motors Ltd for different purposes.

(4) How would you rate your experience with TVS Motors Ltd ?

(For Purchase,Service,inquiry).

Table 4.6 Experience of Purchase:

| Return    | Frequency | %    | Valid percent | Cumulative percent |
|-----------|-----------|------|---------------|--------------------|
| Excellent | 80        | 32   | 11.1          | 11.1               |
| Good      | 70        | 28   | 55.6          | 66.7               |
| Ok        | 150       | 22.2 | 88.9          |                    |
| Total     | 250       | 100  | 100.0         |                    |

Figure 4.6

From the above Figure, we can see that out of 18 respondents who have visited TVS Motors Ltd for the purpose of Purchase. They have rated the experience in below mention way

2 respondents have rated their experience with Shrenik Motors Ltd as Excellent.

10 respondents have rated their experience with Shrenik Motors Ltd as Good.

4 respondents have rated their experience with Shrenik Motors Ltd as OK.

2 respondents have rated their experience with Shrenik Motors Ltd as Bad.

From this we conclude that approximately 80% of the respondents rated their experience with Shrenik Motors Ltd at the time of Purchase as Good experience.

Please rate the following, as per your preference and experience with Shrenik Motors ?

For Purchase:-

Table 4.9 Behaviors of Staff

| Rating             | Frequency | Percent Valid | percent | Cumulative percent |
|--------------------|-----------|---------------|---------|--------------------|
| Very satisfied     | 8         | 3.2           | 44.4    | 44.4               |
| Somewhat satisfied | 10        | 4.0           | 55.6    | 100.0              |
| Total              | 18        | 7.2           | 100.0   |                    |
| Missing System     | 232       | 92.8          |         |                    |
| Total              | 250       | 100.0         |         |                    |

Figure 4.9

From the above Figure, we can see that out of 18 respondents who have visited Shrenik Motors Ltd for the purpose of Purchase. They have rated the experience in below mention way.

8 respondents are very satisfied with the behavior of the Staff of Shanti Motors TVS.

10 respondents are Somewhat satisfied with the behavior of the Staff of Shrenik Motors Pvt Ltd.

From this we conclude that all the respondents who have visited Shanti Motrors for the purpose of purchase are satisfied with the behavior of staff of TVS.

Table 4.10 Location

| Rating             | Frequency | Percent Valid | percent | Cumulative percent |
|--------------------|-----------|---------------|---------|--------------------|
| somewhat satisfied | 12        | 4.8           | 66.7    | 66.7               |
| Indifferent        | 6         | 2.4           | 33.3    | 100.0              |
| Total              | 18        | 7.2           | 100.0   |                    |

|                |     |       |
|----------------|-----|-------|
| Missing System | 232 | 92.8  |
| Total          | 250 | 100.0 |

Figure 4.10

From the above Figure, we can see that out of 18 respondents who have visited TVS showroom for the purpose of Purchase. They have rated the experience in below mention way.

12 respondents are Somewhat satisfied with the Location of showroom.

6 respondents are Indifferent with the Location of showroom.

From this we conclude that approximately 60% of the respondents who have visited TVS for the purpose of purchase are satisfied with the Location of showroom.

Table 4.11 Service

| Rating             | Frequency | %     | Valid percent | Cumulative percent |
|--------------------|-----------|-------|---------------|--------------------|
| somewhat satisfied | 6         | 2.4   | 33.3          | 33.3               |
| Indifferent        | 10        | 4.0   | 55.6          | 88.9               |
| Very dissatisfied  | 2         | .8    | 11.1          | 100.0              |
| Total              | 18        | 7.2   | 100.0         |                    |
| Missing System     | 232       | 92.8  |               |                    |
| Total              | 250       | 100.0 |               |                    |

Figure 4.11

From the above Figure, we can see that out of 18 respondents who have visited TVS for the purpose of Purchase. They have rated the experience in below mention way.

6 respondents are somewhat satisfied with the Service of TVS.

10 respondents are Indifferent with the Service of TVS

2 respondents are very dissatisfied with the Service of TVS

From this we conclude that approximately 33% of the respondents who have visited TVS for the purpose of purchase are somewhat satisfied while approximately 50% are indifferent and 17% are very dissatisfied with the Service of TVS at purchasing time.

Table 4.12 Time taken for service

| Rating                | Frequency | %     | Valid percent | Cumulative percent |
|-----------------------|-----------|-------|---------------|--------------------|
| very satisfied        | 2         | .8    | 11.1          | 11.1               |
| somewhat satisfied    | 8         | 3.2   | 44.4          | 55.6               |
| Indifferent           | 2         | .8    | 11.1          | 66.7               |
| somewhat dissatisfied | 6         | 2.4   | 33.3          | 100.0              |
| Total                 | 18        | 7.2   | 100.0         |                    |
| Missing System        | 232       | 92.8  |               |                    |
| Total                 | 250       | 100.0 |               |                    |

Figure 4.12

From the above Figure, we can see that out of 18 respondents who have visited TVS for the purpose of Purchase. They have rated the experience in below mention way.

2 respondents are very satisfied with the Time taken of Service by TVS.

8 respondents are somewhat satisfied with the Time taken of Service by TVS.

2 respondents are Indifferent with the Time taken of Service by TVS.

6 respondents are somewhat dissatisfied with the Time taken of Service by TVS.

From this we conclude that approximately 56% of the respondents who have visited TVS for the purpose of purchase are satisfied while approximately 11% are indifferent and 33% are somewhat dissatisfied with the Service of TVS at purchasing time.

For Service :-

Table 4.13 Behavior of Staff

| Rating                | Frequency | Percent | Valid percent | Cumulative percent |
|-----------------------|-----------|---------|---------------|--------------------|
| Very satisfied        | 79        | 31.6    | 73.8          | 73.8               |
| Somewhat satisfied    | 26        | 10.4    | 24.3          | 98.1               |
| Somewhat dissatisfied | 2         | .8      | 1.9           | 100.0              |
| Total                 | 107       | 42.8    | 100.0         |                    |
| Missing System        | 143       | 57.2    |               |                    |
| Total                 | 250       | 100.0   |               |                    |

Figure 4.13

From the above Figure, we can see that out of 107 respondents who have visited TVS for the purpose of Service. They have rated the experience in below mention way.

79 respondents are very satisfied with the behavior of the Staff of Shrenik Motors Pvt Ltd.

26 respondents are somewhat satisfied with the behavior of the Staff of Shrenik Motors Ltd.

2 respondents are somewhat dissatisfied with the behavior of the Staff of Shrenik Motors Ltd.

From this we conclude that all the respondents who have visited Shrenik Motors Pvt Ltd. for the purpose of service are very satisfied with the behavior of staff of Shrenik Motors Pvt Ltd.

Table 4.14 Location

| Rating                | Frequency | Percent | Valid Percent | Cumulative Percent |
|-----------------------|-----------|---------|---------------|--------------------|
| very satisfied        | 4         | 1.6     | 3.7           | 3.7                |
| Somewhat satisfied    | 93        | 37.2    | 86.9          | 90.7               |
| Indifferent           | 6         | 2.4     | 5.6           | 96.3               |
| Somewhat dissatisfied | 2         | .8      | 1.9           | 98.1               |

|                    |     |       |       |
|--------------------|-----|-------|-------|
| very dissatisfied2 | .8  | 1.9   | 100.0 |
| Total              | 107 | 42.8  | 100.0 |
| Missing System     | 143 | 57.2  |       |
| Total              | 250 | 100.0 |       |

Figure 4.14

From the above Figure, we can see that out of 107 respondents who have visited Shrenik Motors Pvt Ltd. for the purpose of Service. They have rated the experience in below mention way.

4 respondents are very satisfied with the Location of Shenik Motors Pvt Ltd.

93 respondents are somewhat satisfied with the Location of Shrenik Motors Ltd.

6 respondents are indifferent with the Location of Shrenik Motors Ltd.

2 respondents are somewhat dissatisfied with the Location of Shrenik Motors Ltd.

2 respondents are very satisfied with the Location of Shrenik Motors Ltd.

From this we conclude that approximately 60% of the respondents who have visited Shrenik Motors Ltd. for the purpose of service are satisfied with the Location of Shrenik Motors Pvt Ltd.

Table 4.15 Service

| Rating                | Frequency | %     | Valid Percent | Cumulative Percent |
|-----------------------|-----------|-------|---------------|--------------------|
| very satisfied        | 15        | 6.0   | 14.0          | 14.0               |
| Somewhat satisfied    | 20        | 8.0   | 18.7          | 32.7               |
| Indifferent           | 36        | 14.4  | 33.6          | 66.4               |
| somewhat dissatisfied | 24        | 9.6   | 22.4          | 88.8               |
| very dissatisfied     | 12        | 4.8   | 11.2          | 100.0              |
| Total                 | 107       | 42.8  | 100.0         |                    |
| Missing System        | 143       | 57.2  |               |                    |
| Total                 | 250       | 100.0 |               |                    |

Figure 4.15

From the above Figure, we can see that out of 107 respondents who have visited Shrenik Motors Ltd. for the purpose of Service. They have rated the experience in below mention way

15 respondents are very satisfied with the Service of Shrenik Motors Ltd.

20 respondents are Somewhat satisfied with the Service of Shrenik Motors Ltd.

36 respondents are Indifferent with the Service of Shrenik Motors Ltd.

24 respondents are Somewhat dissatisfied with the Service of Shrenik Motors Ltd.

12 respondents are very dissatisfied with the Service of Shrenik Motors Ltd.

From this we conclude that approximately 14% of the respondents who have visited Shrenik Motors Ltd. for the purpose of service are very satisfied while approximately 19% are somewhat satisfied and approximately 34% are indifferent and 22% are somewhat dissatisfied and approximately 11% are very dissatisfied with the Service of Shrenik Motors Pvt Ltd. at service time.

Table 4.16 Time taken for service

| Rating                | Frequency | Percent | Valid percent | Cumulative percent |
|-----------------------|-----------|---------|---------------|--------------------|
| very satisfied        | 75        | 30.0    | 70.1          | 70.1               |
| somewhat satisfied    | 16        | 6.4     | 15.0          | 85.0               |
| Indifferent           | 14        | 5.6     | 13.1          | 98.1               |
| somewhat dissatisfied | 2         | .8      | 1.9           | 100.0              |
| Total                 | 107       | 42.8    | 100.0         |                    |
| Missing System        | 143       | 57.2    |               |                    |
| Total                 | 250       | 100.0   |               |                    |

Figure 4.16

From the above Figure, we can see that out of 107 respondents who have visited Shrenik Motors Ltd. for the purpose of service. They have rated the experience in below mention way

75 respondents are very satisfied with the Time taken of Service by Shrenik Motors Ltd.

16 respondents are somewhat satisfied with the Time taken of Service by Shrenik Motors Ltd.

14 respondents are Indifferent with the Time taken of Service by Shrenik Motors Pvt Ltd.

2 respondents are somewhat dissatisfied with the Time taken of Service by Shrenik Motors Pvt Ltd.

From this we conclude that approximately 85% of the respondents who have visited Shrenik Motors Pvt Ltd. for the purpose of purchase are satisfied while approximately 13% are indifferent and 2% are somewhat dissatisfied with the Service of Shrenik Motors Pvt Ltd. at the service time.

For Inquiry :-

Table 4.17 Behavior of Staff



| Rating                | Frequency | Percent | Valid percent | Cumulative percent |
|-----------------------|-----------|---------|---------------|--------------------|
| Very satisfied        | 17        | 6.8     | 45.9          | 45.9               |
| somewhat satisfied    | 12        | 4.8     | 32.4          | 78.4               |
| Indifferent           | 4         | 1.6     | 10.8          | 89.2               |
| somewhat dissatisfied | 4         | 1.6     | 10.8          | 100.0              |
| Total                 | 37        | 14.8    | 100.0         |                    |
| Missing System        | 213       | 85.2    |               |                    |
| Total                 | 250       | 100.0   |               |                    |

Figure 4.17

From the above Figure, we can see that out of 37 respondents who have visited Shrenik Motors Pvt Ltd. for the purpose of Inquiry. They have rated the experience in below mention way

17 respondents are very satisfied with the behavior of the Staff of Shrenik Motors Ltd.

12 respondents are somewhat satisfied with the behavior of the Staff of Shrenik Motors Ltd.

4 respondents are indifferent with the behavior of the Staff of Shrenik Motors Ltd.

4 respondents are somewhat dissatisfied with the behavior of the Staff of Shrenik Motors Ltd.

From this we conclude that all the respondents who have visited Shrenik Motors Ltd. for the purpose of inquiry are very satisfied with the behavior of staff of Shrenik Motors Pvt Ltd. because approximately 78% respondents are very satisfied and approximately 11% respondents are indifferent and approximately 11% respondents are somewhat dissatisfied.

Table 4.18 Location

| Rating | Frequency | Percent | Valid percent | Cumulative percent |
|--------|-----------|---------|---------------|--------------------|
|--------|-----------|---------|---------------|--------------------|

|                       |     |       |       |       |
|-----------------------|-----|-------|-------|-------|
| very satisfied        | 2   | .8    | 5.4   | 5.4   |
| somewhat satisfied    | 17  | 6.8   | 45.9  | 51.4  |
| Indifferent           | 14  | 5.6   | 37.8  | 89.2  |
| somewhat dissatisfied | 4   | 1.6   | 10.8  | 100.0 |
| Total                 | 37  | 14.8  | 100.0 |       |
| Missing System        | 213 | 85.2  |       |       |
| Total                 | 250 | 100.0 |       |       |

Figure 4.18

From the above Figure, we can see that out of 37 respondents who have visited Shrenik Motors Ltd. for the purpose of Inquiry. They have rated the experience in below mention way

2 respondents are very satisfied with the Location of Shrenik Motors Ltd.

17 respondents are somewhat satisfied with the Location of Shrenik Motors Ltd.

14 respondents are Indifferent with the Location of Shrenik Motors Ltd.

4 respondents are somewhat dissatisfied with the Location of Shanti Motors Ltd.

From this we conclude that approximately 51% of the respondents who have visited Shrenik Motors Ltd. for the purpose of inquiry are satisfied and approximately 38% are indifferent and approximately 11% are somewhat dissatisfied with the Location of Shrenik Motors Ltd. at the inquiry time.

About TVS Two-wheeler:

Do you own any two-wheeler?

Table 4.19 Ownership of Two Wheeler

| Ownership | Frequency | Percent Valid percent | Cumulative percent |
|-----------|-----------|-----------------------|--------------------|
| Yes       | 216       | 86.4                  | 86.4               |
| No        | 34        | 13.6                  | 100.0              |

Total 250 100.0 100.0

Figure 4.19

From the above Figure, we can see that out of 250 respondents 216 respondents already owned two wheeler or we can say that approximately 86% people of Valsad have a vehicle only 14% people do not have vehicle.

Which of the following two wheeler do you have?

Table 4.20 Type of two wheeler own by respondent

| Type of Two wheeler | Frequency | Percentage |
|---------------------|-----------|------------|
| Motorbike           | 135       | 39.94%     |
| Scooter             | 72        | 21.13%     |
| Moped               | 131       | 38.76%     |
| Total               | 338       | 100%       |

Figure 4.20

From the Figure we can see that the ratio of owning two-wheeler is as per below

☒ Out of 216 respondents who owned the two wheeler,

40% respondents owned Motorbike

21% respondents owned Scooter

39% respondents owned Moped

It shows that ownership of Motorbike and Moped is more as compared to Scooter.

Which company's two-wheeler do you have?

Table 4.21 Market share of every Company

| Company Name | Frequency | Percentage |
|--------------|-----------|------------|
| TVS          | 142       | 41.17%     |
| HERO HONDA   | 76        | 22.35%     |
| YAMAHA       | 18        | 5.29%      |
| LML          | 19        | 5.58%      |
| BAJAJ        | 83        | 24.40%     |
| OTHERS2      |           | 1.21%      |
| Total        | 340       | 100%       |

Figure 4.21

From the Figure we can see that the ratio of owning type of two wheeler is as per below

☐ Out of 216 respondents who owned the two wheeler,

41% respondents owned the two wheeler of TVS Company.

22% respondents owned the two wheeler of Hero Honda Company.

5% respondents owned the two wheeler of Yamaha Company.

6% respondents owned the two wheeler of LML Company.

24% respondents owned the two wheeler of Bajaj Company.

2% respondents owned the two wheeler of Other than the above Company.

It shows that ownership of TVS company's two wheeler is more as compared to the other company so there is nice opportunity for the Service Centre of Shrenik Motors Pvt Ltd.

Do you intend to buy any Two Wheeler within next one year?

Table 4.22 Intension of buying

| Intension of buying | Frequency | Percent Valid | Percent | Cumulative Percent |
|---------------------|-----------|---------------|---------|--------------------|
| YES                 | 67        | 26.8          | 26.8    | 26.8               |
| NO                  | 183       | 73.2          | 73.2    | 100.0              |
| Total               | 250       | 100.0         | 100.0   |                    |

Figure 4.22

From the above Figure, we can see that out of 250 respondents 67 respondents or we can say 27% respondents are interested in buying vehicle within next one year so there is potential demand of two wheeler within next one year.

Which type of two wheeler do you want to buy?

Table 4.23 Type of Two Wheeler Intended

| Type           | Frequency | %     | Valid Percent | Cumulative Percent |
|----------------|-----------|-------|---------------|--------------------|
| Motorbike      | 49        | 19.6  | 73.1          | 73.1               |
| Scooter 4      | 1.6       | 6.0   | 79.1          |                    |
| Moped 14       | 5.6       | 20.9  | 100.0         |                    |
| Total          | 67        | 26.8  | 100.0         |                    |
| Missing System | 183       | 73.2  |               |                    |
| Total          | 250       | 100.0 |               |                    |

Figure 4.23

From the Figure we can see that out of 67 respondents who want to buy two-wheeler within next one year, there are

73% respondents wants to buy Motorbike

6% respondents wants to buy Scooter

21% respondents wants to buy Moped

Which Company two wheeler do you intend to buy?

Table 4.24 Intended companies

| Company Name   | Frequency | %     | Valid Percent | Cumulative Percent |
|----------------|-----------|-------|---------------|--------------------|
| TVS            | 20        | 8.0   | 29.9          | 29.9               |
| HERO HONDA     | 24        | 9.6   | 35.8          | 65.7               |
| YAMAHA         | 4         | 1.6   | 6.0           | 71.6               |
| LML            | 2         | .8    | 3.0           | 74.6               |
| BAJAJ          | 11        | 4.4   | 16.4          | 91.0               |
| OTHERS         | 6         | 2.4   | 9.0           | 100.0              |
| Total          | 67        | 26.8  | 100.0         |                    |
| Missing System | 183       | 73.2  |               |                    |
| Total          | 250       | 100.0 |               |                    |

Figure 4.24

From the above Figure, we can see that out of 67 respondents who are interested in buying two-wheeler within next one year

20 respondents are interested in buying two-wheeler of TVS company.

24 respondents are interested in buying two-wheeler of Hero Honda company.

20 respondents are interested in buying two-wheeler of Yamaha company.

20 respondents are interested in buying two-wheeler of LML company.

20 respondents are interested in buying two-wheeler of Bajaj company.

20 respondents are interested in buying two-wheeler of other than the above company.

Are you aware about TVS Company?

Table 4.25 Awareness of TVS Company

| Rating | Frequency | %     | Valid percent | Cumulative percent |
|--------|-----------|-------|---------------|--------------------|
| Yes    | 238       | 95.2  | 95.2          | 95.2               |
| No     | 12        | 4.8   | 4.8           | 100.0              |
| Total  | 250       | 100.0 | 100.0         |                    |

Figure 4.25

From the above Figure, we can see that out of 250 respondents 238 respondents or we can say approximately 95% respondents are aware about to TVS company So it shows good sign for company.

Which Brand of TVS company's two-wheeler are you like most?

Table 4.26 Most Likable Bike of TVS

| Model | Frequency | % | Valid percent | Cumulative percent |
|-------|-----------|---|---------------|--------------------|
|-------|-----------|---|---------------|--------------------|

|                |     |       |       |       |
|----------------|-----|-------|-------|-------|
| Flame          | 124 | 49.6  | 52.1  | 52.1  |
| Apache RTR 160 |     |       | 40    | 16.0  |
| Victor         | 36  | 14.4  | 15.1  | 84.0  |
| Star           | 22  | 8.8   | 9.2   | 93.3  |
| Other          | 10  | 4.0   | 4.3   | 97.5  |
| None           | 6   | 2.4   | 2.5   | 100.0 |
| Total          | 238 | 95.2  | 100.0 |       |
| Missing System | 12  |       | 4.8   |       |
| Total          | 250 | 100.0 |       |       |

Figure 4.26

From the above Figure, we can see that out of 238 respondents who is aware about TVS Company there are

52% respondents like most the Flame brand of TVS company.

17% respondents like most the Apache RTR 160 brand of TVS company.

15% respondents like most the Victor brand of TVS company.

9% respondents like most the Star brand of TVS company.

4% respondents like most the other brand of TVS company than given Above.

3% respondents are not like any brand of TVS company.

Table 4.27 Most Likable Moped of TVS Company

| Models       | Frequency | %    | Valid percent | Cumulative percent |
|--------------|-----------|------|---------------|--------------------|
| Scooty TeenZ | 106       | 42.4 | 44.5          | 44.5               |



|                |     |      |       |       |
|----------------|-----|------|-------|-------|
| Scooty pep     | 128 | 51.2 | 53.8  | 98.3  |
| Other          | 2   | .8   | .8    | 99.2  |
| None           | 2   | .8   | .8    | 100.0 |
| Total          | 238 | 95.2 | 100.0 |       |
| Missing System | 12  | 4.8  |       |       |
| Total          | 250 | 100  |       |       |

Figure 4.27

From the above Figure, we can see that out of 238 respondents who is aware about TVS company there are

44% respondents like most the Scooty TeenZ brand of TVS company in moped segment

54% respondents like most the Scooty Pep brand of TVS company in moped segment

1% respondents like most the other brand of TVS company than given above in moped segment

1% respondents are not like any brand of TVS company in moped segment

Which color of two wheeler attracts you most

Table 4.28 Most Likable Color

| Color | Frequency | % | Valid percent | Cumulative percent |
|-------|-----------|---|---------------|--------------------|
|-------|-----------|---|---------------|--------------------|

|        |     |      |       |       |
|--------|-----|------|-------|-------|
| Black  | 74  | 29.6 | 29.6  | 29.6  |
| Blue   | 49  | 19.6 | 19.6  | 49.2  |
| Silver | 49  | 19.6 | 19.6  | 68.8  |
| Red    | 40  | 16.0 | 16.0  | 84.8  |
| Green  | 24  | 9.6  | 9.6   | 94.4  |
| Other  | 14  | 5.6  | 5.6   | 100.0 |
| Total  | 250 | 100  | 100.0 |       |

Figure 4.28

From the above Figure, we can see that out of 250 respondents

74 respondents like most black color for their two-wheeler

49 respondents like most blue color for their two-wheeler

49 respondents like most silver color for their two-wheeler

40 respondents like most red color for their two-wheeler

24 respondents like most green color for their two-wheeler

14 respondents like other color than given above for their two-wheeler

It gives idea to the company that on which color's two-wheeler company should give more concentration.

Which payment scheme do you like more for buying two-wheeler?

Table 4.29 Payment Scheme

| Payment scheme | Frequency | % | Valid percent | Cumulative percent |
|----------------|-----------|---|---------------|--------------------|
|----------------|-----------|---|---------------|--------------------|

|              |     |       |       |       |
|--------------|-----|-------|-------|-------|
| Cash Payment | 181 | 72.4  | 72.4  | 72.4  |
| EMI          | 69  | 27.6  | 27.6  | 100.0 |
| Total        | 250 | 100.0 | 100.0 |       |

Figure 4.29

From the above Figure, we can see that out of 250 respondents

181 respondents are interested in Cash Payment

69 respondents are interested in Installation

It gives the idea that the people of V.P.Road prefer the Cash payment as compared to the Installment.

Up to what percent would you like to avail Finance facility?

Table 4.30 Percentage of down payment

| Down payment   | Frequency | %     | Valid Percent | Cumulative Percent |
|----------------|-----------|-------|---------------|--------------------|
| up to 50%      | 22        | 8.8   | 31.9          | 31.9               |
| up to 75%      | 39        | 15.6  | 56.5          | 88.4               |
| 100%           | 8         | 3.2   | 11.6          | 100.0              |
| Total          | 69        | 27.6  | 100.0         |                    |
| Missing System | 181       | 72.4  |               |                    |
| Total          | 250       | 100.0 |               |                    |

Figure 4.30

From the above Figure, we can see that out of 69 respondents interested in Installment. From that the respondents want to pay down payment in percentage is given below

32% respondents are interested in paying up to 50% down payment

57% respondents are interested in paying up to 75% down payment

11% respondents are interested in paying up to 100% down payment

What should be the ideal loan period?

Table 4.31 Period of Loan

| Period         | Frequency | %     | Valid percent | Cumulative percent |
|----------------|-----------|-------|---------------|--------------------|
| 12 months      | 6         | 2.4   | 8.7           | 8.7                |
| 24 months      | 31        | 12.4  | 44.9          | 53.6               |
| 36 months      | 32        | 12.8  | 46.4          | 100.0              |
| Total          | 69        | 27.6  | 100.0         |                    |
| Missing System | 181       | 72.4  |               |                    |
| Total          | 250       | 100.0 |               |                    |

Figure 4.31

From the above Figure, we can see that out of 69 respondents interested in Installment. From that the respondents want the ideal period of loan is given below

9% respondents wants 12 months as ideal loan period

45% respondents wants 24 months as ideal loan period

46% respondents wants 36 months as ideal loan period

Rate the following attributes as per your preference from most important to least important.

Table 4.32.1 Price

| Rating       | Frequency | %     | Valid Percent | Cumulative Percent |
|--------------|-----------|-------|---------------|--------------------|
| most imp     | 52        | 20.8  | 20.8          | 20.8               |
| Very imp     | 85        | 34.0  | 34.0          | 54.8               |
| Important    | 64        | 25.6  | 25.6          | 80.4               |
| not much imp | 35        | 14.0  | 14.0          | 94.4               |
| least imp    | 14        | 5.6   | 5.6           | 100.0              |
| Total        | 250       | 100.0 | 100.0         |                    |

Figure 4.32.1

From the Figure we can say that out of 250 respondents

52 respondents are rated price as a most important attribute

85 respondents are rated price as a very important attribute

64 respondents are rated price as an important attribute

35 respondents are rated price as a not much important attribute

14 respondents are rated price as a least important attribute

So we can say that price is a most important attribute at the time of buying the two-wheeler.

Table 4.32.2 Fuel Efficiency

| Rating   | Frequency | %    | Valid Percent | Cumulative Percent |
|----------|-----------|------|---------------|--------------------|
| Most imp | 43        | 17.2 | 17.2          | 17.2               |

|              |     |       |       |       |
|--------------|-----|-------|-------|-------|
| Very imp     | 75  | 30.0  | 30.0  | 47.2  |
| Important    | 95  | 38.0  | 38.0  | 85.2  |
| Not much imp | 28  | 11.2  | 11.2  | 96.4  |
| Least imp    | 9   | 3.6   | 3.6   | 100.0 |
| Total        | 250 | 100.0 | 100.0 |       |

Figure 4.32.2

From the Figure we can say that out of 250 respondents

43 respondents are rated price as a most important attribute

75 respondents are rated price as a very important attribute

95 respondents are rated price as a important attribute

28 respondents are rated price as a not much important attribute

9 respondents are rated price as a least important attribute

So we can say that Fuel Efficiency is a most important attribute at the time of buying the two-wheeler.

Table 4.32.3 Maintenance Cost

| Rating       | Frequency | %     | Valid percent | Cumulative percent |
|--------------|-----------|-------|---------------|--------------------|
| most imp     | 22        | 8.8   | 8.8           | 8.8                |
| very imp     | 125       | 50.0  | 50.0          | 58.8               |
| Important    | 53        | 21.2  | 21.2          | 80.0               |
| not much imp | 45        | 18.0  | 18.0          | 98.0               |
| least imp    | 5         | 2.0   | 2.0           | 100.0              |
| Total        | 250       | 100.0 | 100.0         |                    |

Figure 4.32.3

From the Figure we can say that out of 250 respondents

22 respondents are rated maintenance cost as a most important attribute

125 respondents are rated maintenance cost as a very important attribute

53 respondents are rated maintenance cost as a important attribute

45 respondents are rated maintenance cost as a not much important attribute

5 respondents are rated maintenance cost as a least important attribute

So we can say that maintenance cost is a most important attribute at the time of buying the two-wheeler.

Table 4.32.4 Style/Looks

| Rating       | Frequency | %    | Valid percent | Cumulative percent |
|--------------|-----------|------|---------------|--------------------|
| most imp     | 96        | 38.4 | 38.4          | 38.4               |
| very imp     | 59        | 23.6 | 23.6          | 62.0               |
| Important    | 38        | 15.2 | 15.2          | 77.2               |
| not much imp | 36        | 14.4 | 14.4          | 91.6               |
| least imp    | 21        | 8.4  | 8.4           | 100.0              |
| Total        | 250       | 100  | 100.0         |                    |

Figure 4.32.4

From the Figure we can say that out of 250 respondents

96 respondents are rated Style/Looks as a most important attribute

59 respondents are rated Style/Looks as a very important attribute

38 respondents are rated Style/Looks as a important attribute

36 respondents are rated Style/Looks as a not much important attribute

21 respondents are rated Style/Looks as a least important attribute

So we can say that Style/Looks is an important attribute at the time of buying the two-wheeler.

Table 4.32.5 Sturdiness

| Rating       | Frequency | %    | Valid percent | Cumulative percent |
|--------------|-----------|------|---------------|--------------------|
| most imp     | 22        | 8.8  | 8.8           | 8.8                |
| very imp     | 117       | 46.8 | 46.8          | 55.6               |
| Important    | 62        | 24.8 | 24.8          | 80.4               |
| not much imp | 41        | 16.4 | 16.4          | 96.8               |
| least imp    | 8         | 3.2  | 3.2           | 100.0              |
| Total        | 250       | 100  | 100.0         |                    |

Figure 4.32.5

From the Figure we can say that out of 250 respondents

22 respondents are rated sturdiness as a most important attribute

117 respondents are rated sturdiness as a very important attribute

62 respondents are rated sturdiness as a important attribute

41 respondents are rated sturdiness as a not much important attribute

8 respondents are rated sturdiness as a least important attribute

So we can say that sturdiness is a most important attribute at the time of buying the two-wheeler.



Table 4.32.6 Pick up & Power

| Rating       | Frequency | %    | Valid percent | Cumulative percent |
|--------------|-----------|------|---------------|--------------------|
| most imp     | 61        | 24.4 | 24.4          | 24.4               |
| very imp     | 60        | 24.0 | 24.0          | 48.4               |
| Important    | 61        | 24.4 | 24.4          | 72.8               |
| not much imp | 62        | 24.8 | 24.8          | 97.6               |
| least imp    | 6         | 2.4  | 2.4           | 100.0              |
| Total        | 250       | 100  | 100.0         |                    |

Figure 4.32.6

From the Figure we can say that out of 250 respondents

61 respondents are rated pick up and power as a most important attribute

60 respondents are rated pick up and power as a very important attribute

61 respondents are rated pick up and power as an important attribute

62 respondents are rated pick up and power as not much important attribute

6 respondents are rated pick up and power as a least important attribute

So we can say that sturdiness is a most important attribute for approximately 72% respondents and not much important attribute for 28% respondents at the time of buying the two-wheeler

Table 4.32.7 Resale Value

| Rating    | Frequency | %    | Valid percent | Cumulative percent |
|-----------|-----------|------|---------------|--------------------|
| most imp  | 26        | 10.4 | 10.4          | 10.4               |
| very imp  | 66        | 26.4 | 26.4          | 36.8               |
| Important | 48        | 19.2 | 19.2          | 56.0               |

|              |     |       |       |       |
|--------------|-----|-------|-------|-------|
| not much imp | 72  | 28.8  | 28.8  | 84.8  |
| least imp    | 38  | 15.2  | 15.2  | 100.0 |
| Total        | 250 | 100.0 | 100.0 |       |

Figure 4.32.7

From the Figure we can say that out of 250 respondents

26 respondents are rated Resale value and power as a most important attribute

66 respondents are rated Resale value as a very important attribute

48 respondents are rated Resale value as an important attribute

62 respondents are rated Resale value as not much important attribute

6 respondents are rated Resale value as a least important attribute

So we can say that Resale value is a most important attribute for approximately 56% respondents and not much important attribute for 44% respondents at the time of buying the two-wheeler.

Table 4.32.8 After Sale service

| Rating       | Frequency | %    | Valid percent | Cumulative percent |
|--------------|-----------|------|---------------|--------------------|
| most imp     | 25        | 10.0 | 10.0          | 10.0               |
| very imp     | 85        | 34.0 | 34.0          | 44.0               |
| Important    | 70        | 28.0 | 28.0          | 72.0               |
| not much imp | 50        | 20.0 | 20.0          | 92.0               |
| least imp    | 20        | 8.0  | 8.0           | 100.0              |
| Total        | 250       | 100  | 100.0         |                    |

Figure 4.32.8

From the Figure we can say that out of 250 respondents

25 respondents are rated after sale service as a most important attribute

85 respondents are rated after sale service as a very important attribute

70 respondents are rated after sale service as an important attribute

50 respondents are rated after sale service as not much important attribute

20 respondents are rated After sale service as a least important attribute

So we can say that after sale service is a most important attribute for approximately 72% respondents and not much important attribute for 28% respondents at the time of buying the two-wheeler.

Table 4.32.9 Brand Image

| Rating       | Frequency | %    | Valid percent | Cumulative percent |
|--------------|-----------|------|---------------|--------------------|
| most imp     | 48        | 19.2 | 19.2          | 19.2               |
| very imp     | 71        | 28.4 | 28.4          | 47.6               |
| Important    | 53        | 21.2 | 21.2          | 68.8               |
| not much imp | 48        | 19.2 | 19.2          | 88.0               |
| least imp    | 30        | 12.0 | 12.0          | 100.0              |
| Total        | 250       | 100  | 100.0         |                    |

Figure 4.32.9

From the Figure we can say that out of 250 respondents

48 respondents are rated Brand image as a most important attribute

71 respondents are rated Brand image as a very important attribute

53 respondents are rated Brand image as an important attribute

48 respondents are rated Brand image as not much important attribute

30 respondents are rated Brand image as a least important attribute

So we can say that Brand image is a most important attribute for approximately 69% respondents and not much important attribute for approximately 31% respondents at the time of buying the two-wheeler.

Table 4.33 Age of Respondent

| Age group      | Frequency | %     | Valid percent | Cumulative percent |
|----------------|-----------|-------|---------------|--------------------|
| 18 to 25 years | 54        | 21.6  | 21.6          | 21.6               |
| 25 to 35 years | 126       | 50.4  | 50.4          | 72.0               |
| > 35 years     | 70        | 28.0  | 28.0          | 100.0              |
| Total          | 250       | 100.0 | 100.0         |                    |

Figure 4.33

From the above Figure we can say that out of 250 respondents

54 respondents are between the age of 18 to 25 years

126 respondents are between the age of 25 to 35 years

70 respondents are age of more than 35 years

Table 4.34 Income of Respondent

| Income            | Frequency | %    | Valid percent | Cumulative percent |
|-------------------|-----------|------|---------------|--------------------|
| < 50000           | 6         | 2.4  | 2.4           | 2.4                |
| 50001 to 1,00,000 | 50        | 20.0 | 20.0          | 22.4               |
| 100001 to 150000  | 123       | 49.2 | 49.2          | 71.6               |
| 150001 to 200000  | 57        | 22.8 | 22.8          | 94.4               |
| more than 200000  | 14        | 5.6  | 5.6           | 100.0              |

Total 250 100 100.0

Figure 4.34

From the above Figure, we can see that out of 250 respondents

6 respondents have annual income of less than 50000

50 respondents have annual income between 50001 and 100000

123 respondents have annual income between 100001 to 150000

57 respondents have annual income between 150001 to 200000

14 respondents have annual income of more than 200000

## SWOT ANALYSIS

Strength of TVS Motor Company LTD.

# Machine: Using all top machines of the world.

# Money: Finance has never been a problem

For

# Motor: Because of it's proper financial management. And reputation and have huge group of investors.

# Material: TVS Motor Company LTD. never faces problem in case of raw Materials because of good contacts.

# Management: TVS Motor Company Ltd. has got excellent Management because workers are relived without any chaos.

# Monitoring: TVS Motor Company Ltd. has got excellent monitoring System, which helps in smooth working of industry.

#### Other characteristics:

- ❑ Good Quality Product.
- ❑ High quality manpower.
- ❑ Product competitiveness: less competition.

#### WEAKNESS:

- ❑ Number of Two Wheeler based industry across the country is less compare to Competitors.
- ❑ Due to different machines big machines parts are required, as inventory and no specific products there fore huge inventory of row material is also required money is block.
- ❑ Due to composite unit they have to follow all the rules & regulation of governments.

#### OPPORTUNITY:

- ❑ There is a golden opportunity for the company, if it uses its brand name effectively and advertises it effectively.
- ❑ Opportunity to capture more market shares if it increases its strength.
- ❑ Opportunity to use the experience for creating more awareness and capture more business.
- ❑ Scope of matching all international market standards.

#### THREATS:

- ② Threat from the competitor regarding the way of doing business.
- ② Threat regarding mal- practices
- ② Increase in new players enter the business

CHAPTER 5.



## FINDINGS

### FOR SHRENIK MOTORS PVT. LTD.

- Awareness Level of TVS dealer is very high, out of 250 respondents 181 respondents are aware of TVS dealers
- Awareness level of Shrenik Motors Ltd. is very low because out 125 respondents who are no the customers of Shrenik Motors Ltd. only 32 respondents are aware of shrenik Motors Pvt Ltd.
- 61% respondents have visited shrenik Motors Pvt Ltd. for different purposes
- From analysis we came to know that out of 139 respondents who have visited Shrenik Motors Ltd. 107 have visited Shrenik Motors Ltd. for the purpose of service which indicate that customers mostly prefer to visit Shrenik Motors Pvt Ltd. for the purpose of Service
- 80% of the respondents who have visited Shrenik Motors Ltd. for the purpose of purchase have rated their experience as a good experience
- In case of the respondents who have visited shrenik Motors Ltd. for the purpose of service 57% of the respondents have rated their experience for service in Shrenik Motors Ltd. as bad experience
- In case of the respondents who have visited Shrenik Motors Ltd. for the purpose of inquiry 67% of the respondents have rated their experience as good experience with Shrenik Motors Ltd..
- In case of satisfaction level of customer who have visited Shrenik Motors Pvt Ltd. for Purchase

☒ Approximately all the respondents are satisfied with the behavior of the Staff

☒ 67% respondents are somewhat satisfied with location and 33% are indifferent

☒ 6 respondents are somewhat satisfied with service, 10 respondents are indifferent and 2 are somewhat dissatisfied

☒ More than 60% of the respondents are satisfied with the time taken for service by Shrenik Motors Pvt Ltd.

- In case of satisfaction level of customer who have visited Shrenik Motors Pvt Ltd. for inquiry

☒ Out of 37 respondents 29 respondents are satisfied with behavior of staff

☒ Out of 37 respondents 19 are satisfied while 14 are indifferent and 4 are somewhat dissatisfied

For TVS Company

- Out of 250 respondents 216 respondents have owned two-wheeler

- Out of 216 respondents 135 have owned motorbike, 72 have owned scooter, 131 have owned moped

- Out of 216 respondents

☒ 41.17% have owned TVS company's two-wheeler

☒ 22.35% have owned Hero Honda company's two-wheeler

☒ 5.29% have owned Yamaha company's two-wheeler

☒ 5.58% have owned LML company's two-wheeler

☒ 24.40% have owned Bajaj company's two-wheeler

☒ 1.21% have owned other than the above company's two-wheeler

- Out of 250 respondents, 67 respondents are interested in buying two-wheeler within next one year

- Out of 67 respondents who are interested in buying two-wheeler within next one year,

☒ 49 are interested in buying motorbike

☒ 4 are interested in buying scooter

☒ 14 are interested in buying moped

- Out of 67 respondents

☒ 8% are interested in buying TVS company's two-wheeler

- ☐ 9.6% are interested in buying Hero Honda company's two-wheeler
- ☐ 1.6% are interested in buying Yamaha company's two-wheeler
- ☐ 0.8% are interested in buying LML company's two-wheeler
- ☐ 4.4% are interested in buying Bajaj company's two-wheeler
- ☐ 2.4% are interested in buying other than above company's two-wheeler

- Awareness level of TVS company is very high out of 250 respondents 238 respondents are aware about TVS company

- Victor is most preferable brand of motorbike of TVS company out of 250 respondents 126 respondents prefer Victor

- Scooty TeenZ is most preferable brand of moped of TVS company. Out of 250 respondents 130 respondents prefer Scooty TeenZ

- Black color is most preferable color of two-wheeler by respondents. Out of 250 respondents 74 respondents prefer Black color of their two-wheeler after that the Silver and Blue color can take place

- In case of Payment Scheme out of 250 respondents 181 respondents are interested in cash payments.

## CONCLUSION

After completing my training in SHRENİK MOTORS PVT LTD. I came to conclude that the TVS is company progressing day by day. The present condition of the company is fair because each and every individuals, groups, department etc. is well coordinate to improve the level of standard.

The company for its development purpose must see its employee's works together as a family, for this the company needs to take steps for motivating them.

Finance department is booming phase there is a big hike in the profit every year and company is constantly trying to restrictor is financial liabilities and make it s financial based stronger. It is trying to maintain zero level inventories so that money is not block.

Today the TVS stand tall at the forefront of the industry in India. The Sterling TVS operates sound business in diverse areas like two wheeler product.

## RECOMMENDATION & SUGGETION

For Shrenik Motors Pvt Ltd.

- Our main suggestion to Shrenik Motors Pvt Ltd. is that they should concentrate on the Publicity of their showroom so that awareness level of the people of this area should be increase

☒ Distribute attracting pamphlets containing whole information of Shrenik Motors Ltd. in Valsad.

☒ Give advertise on Television through local channel or cable of Valsad.

- They should appoint out a beautiful female receptionist cum office assistance to attract more people to visit Shrenik Motors Ltd.

- Computerized database about customers to be maintain, to be in touch with customers

- For maintaining good relationship and contact with customers greeting should be sent to the customers greeting should be sent to the customer on the occasion of Diwali, Birthday of the customers

- Training and guidance to be provided to the employee that how to behave with customers so that they should behave in more proper way with customers

- They should provide a scheme of 10% discount on the service or one service should be provided free to the customers who came service for five times

For TVS Motors

- New model should be introduced in moped segment with more mileage

- More concentration should be given on different models of motorbike, like Centra, Star Because people are less aware about these models

- Now days people are more interested in buying motorbike instead of Scooter so that aggressive selling effort should be made by introducing different schemes.

CHAPTER 6.





## QUESTIONNAIRE

Research study on “Satisfaction Level of customers for service provided by Shrenik Motors Pvt Ltd. & preference and criteria for buying & Servicing TVS company’s two-wheeler”

Dear Respondent,

My self Dhaval Patel BBA 6th semester student from R.K.Desai college of Commerce & Management, Vapi. I request you to fill up the following questionnaire for my research project as a part of my curriculum for completing my B.B.A Programme. I assure you that information revealed here will remain confidential & will be used for academic purpose only.



Do you aware of any TVS's dealers?

Yes  No

Which TVS dealers are you aware of?

Shrenik Tvs Motors Pvt Ltd.

Central Sales & services

Are you aware of Shrenik Motors Pvt Ltd.?

Yes  No

Have you visited Shrenik Motors Pvt Ltd.?

Yes  No

What was your purpose for visiting Shrenik Motors Ltd.?

For Purchase  For Service

For Inquirys

How would you rate your experience with Shrenik Motors Pvt Ltd.? (For Purchase)

Excellent  Good

O.K  Very Bad

How would you rate your experience with Shrenik Motors Pvt Ltd.? (For Service)

Excellent  Good

O.K  Bad

Very Bad

☒ How would you rate your experience with Shrenik Motors Pvt Ltd.? (For Inquiry)

Excellent  Good

O.K

☒ Please rate the following, as per your preference and experience with Shrenik Motors Pvt Ltd..

For Purchase:-

1. Behavior of Staff at the time of Purchase

Very Satisfied

Somewhat Satisfied

2. Location at the time of Purchase

Indifferent

Somewhat Satisfied

3. Service at the time of Purchase

Indifferent  Somewhat Satisfied

Very Dissatisfied

4. Time taken for service at the time of Purchase

Very Satisfied  Somewhat Satisfied

Indifferent  Somewhat Dissatisfie

For Service: -

1. Behavior of Staff at the time of Service

Very Satisfied       Somewhat Satisfied

Somewhat Dissatisfied

2. Location at the time of Service

Very Satisfied       Somewhat Satisfied

Indifferent     Somewhat Dissatisfied

Very Dissatisfied

3. Service at the time of Service Of Vehicle

Very Satisfied       Somewhat Satisfied

Indifferent     Somewhat Dissatisfied

Very Dissatisfied

4. Time taken for service at the time of Service

Very Satisfied       Somewhat Satisfied

Indifferent     Somewhat Dissatisfied

For Inquiry: -

1. Behavior of Staff at the time of Inquiry

Very Satisfied     Somewhat Satisfied

Indifferent     Somewhat Dissatisfied

2. Location at the time of Inquiry

Very Satisfied  Somewhat Satisfied

Indifferent  Somewhat Dissatisfied

•About TVS Two-wheeler

•Do you own any two-wheeler?

Yes  No

☒ Which of the following two wheeler do you have?

Motorbike  Scooter

Moped

☒ Which company's two wheeler do you have?

TVS  HERO HONDA

YAMAHA  LML

BAJAJ

☒ Do you intend to buy any two-wheeler within next one year?

Yes  No

☒ Which type of two-wheeler do you want to buy?

Motorbike  Scooter

Moped

☒ Which Company two wheeler do you intend to buy?

TVS  HERO HONDA

YAMAHA  LML

BAJAJ  OTHERS

☒ Are you aware about TVS Company?

Yes  No

☒ Which Brand of TVS company's two-wheeler are you like most?

1. Most Likable Bike of TVS

VICTOR  CENTRA

STAR  FIEARO

OTHERS  NONE

2. Most Likable Moped of TVS Company

SCOOTY TEENZ  SCOOTY PEP

OTHERS  NONE

☒ Which color of two-wheeler attracts you most?

BLACK  BLUE

SILVER  RED

GREEN  OTHERS

☒ What should be the ideal loan period?

12 MONTHS  24 MONTHS

36 MONTHS

Rate the following attributes as per your preference from most important to least important.

1. Price

MOST IMP  VERY IMP

IMPORTANT  NOT MUCH IMP

LEAST IMP

2. Fuel Efficiency

MOST IMP  VERY IMP

IMPORTANT  NOT MUCH IMP

LEAST IMP

3. Maintenance Cost

MOST IMP  VERY IMP

IMPORTANT  NOT MUCH IMP

LEAST IMP

4. Style/Looks

MOST IMP  VERY IMP

IMPORTANT  NOT MUCH IMP

LEAST IMP

5. Sturdiness

MOST IMP  VERY IMP

IMPORTANT  NOT MUCH IMP

LEAST IMP

6. Pick up & Power

MOST IMP  VERY IMP

IMPORTANT  NOT MUCH IMP

LEAST IMP

7. Resale Value

MOST IMP  VERY IMP

IMPORTANT  NOT MUCH IMP

LEAST IMP

8. After Sale service

MOST IMP  VERY IMP

IMPORTANT  NOT MUCH IMP

LEAST IMP

9. Brand Image

MOST IMP  VERY IMP

IMPORTANT  NOT MUCH IMP

LEAST IMP

10. Age of Respondent

18 TO 25 YEARS  25 TO 35 YEARS

> 35 YEARS

11. Income of Respondent

< 5000  50001 to 100000

100001 to 150000  150001 to 200000

>20000 Contents of Figures

## BIBLIOGRAPHY

Books:

- David J Luck & Ronald S. Rubin, "Marketing Research" (7th Edition), Prentice Hall Edition, New Delhi.

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