

RANI CHANNAMMA UNIVERSITY BELAGAVI



Internship Report on

"A Project Report on Shiva Super Market Badami

BACHELORS OF COMMERCE



SRI SIDDARAMAPPA BASAPPA MAMADAPUR

ARTS, COMMERCE AND SCIENCE COLLEGE

BADAMI -587201

SUBMITTED BY

Mr Anil Dharawad

B.Com VI Semester

Reg No: U15JF22C0026

RANI CHANNAMMA UNIVERSITY, BELAGAVI



Shri Veerpulkeshi vidya vardhaka Samstha's

SHRI SIDDARAMAPPA BASAPPA MAMADAPUR ARTS . COMMERCE AND SCIENCE COLLEGE BADAMI



BACHELORS OF COMMERCE

2024-25.

PROJECT REPORT ON

"A PROJECT REPORT ON SHIVA SUPER MARKET BADAMI

Internal Guide :

Miss Y S Bavikatti

HOD of Department

Miss .S I makandar

SUBMITTED BY

Mr Anil Dharawad

B.Com VI Semester

Reg No: U15JF22C0026



Shri Sidramappa Basappa Mamadapur Arts, Commerce & Science College, Badami - 587201

AISHE CODE : C-10059

College Code : E-82



st : Bagalkote)

ACCREDITED WITH GRADE **B⁺⁺** BY NAAC CGPA-2.91 (State : Karnataka
 ri **R.S.Mulimani** M.Sc
Principal

www.veerpulikeshidegreecollege.in

College : 08357-220116

Mobile : 9241419752 (Principal)

ssbmbdm10@gmail.com

Ref.No:SSBMACSB /

/ /

Date :

WHOM SO EVER IT MAY CONCERN

B.Com –VI Semester students of our college (Commerce Department) are required to prepare project and submit its report, to the Rani Channamma University Belagavi, in the partial fulfillment of their UG Degree students.

So, I request you Sir/Madam, kindly co-operative, provide required information/data, suggestions and extend hands of co-operation at the students need.

Hope your kind honor will do the needful.

Thanking You Sir/Madam,

Your's Faithfully



Principal
S.S.B.M. Arts, Commerce
& Science College, Badami

ACKNOWLEDGEMENT

It is my privilege to extend the words of thanks to those people who have helped and encouraged me in completing this study successfully.

I would like to avail this opportunity to express my gratitude and sincere thanks to S. S. Bavikatti professor of commerce department for giving me permission as well as guidance to undertake my project in his markets on the topic Project Report on Shiva Super Market Badami. I express my sincere thanks to Prof. R.S. Mulimani, Principal of SSBM Degree college for his constant support. I am thankful to the HOD B.com department Miss.S.I.Makandar for her constant support and motivation towards me in completing the project.

I also express my gratitude to all the other faculty members of the department for their help to prepare this report.

Anil Dharwad

DECLARATION

Undersigned Anil Dharawad hereby declare that, I have prepared the project report entitled "Project Report on Shiva Super Market Badami" Under the guidance and direction of Y S Bavikatti Lecturer of SSBM Degree college badami. Commerce department in partial fulfillment of award of the bachelor's Degree in commerce from Rani Channamma University Belagavi, during the academic year 2024-25. I further declare that this project is the result of my own efforts and has not been submitted to any other university or institute for award of Bachelors of Degree.

PLACE: BADAMI

Anil Dharawad

DATE:

REG NO: U15JF22C0026

CHAPTER-01

INTRODUCTION

Introduction

An internship consists of an exchange of services for experience between the intern and the organization. Internships are used to determine whether the intern still has an interest in that field after the real-life experience. In addition, an internship can be used to build a professional network that can assist with letters of recommendation or lead to future employment opportunities. The benefit of bringing an intern into full-time employment is that they are already familiar with the company, therefore needing little to no training. Internships provide current college students with the ability to participate in a field of their choice to receive hands-on learning about a particular future career, preparing them for full-time work following graduation.

Internships for professional careers are similar in some ways. Similar to internships, apprenticeships transition students from vocational school into the workforce. The lack of standardization and oversight leaves the term "internship" open to broad interpretation. Interns may be high school students, college and university students, or post-graduate adults. These positions may be paid or unpaid and are temporary. Many large corporations, particularly investment banks, have "insights" programs that serve as a pre-internship event numbering a day to a week, either in person or virtually.

Meaning of Internship:

An internship is a professional learning experience that offers meaningful, practical work related to a student's field of study or career interest. An internship gives a student the opportunity for career exploration and development, and to learn new skills.

CHARACTERISTICS OF INTERNSHIP:

1) Learning Focus:

Internships prioritize the learning and professional development of the intern. The primary purpose is to provide practical experience and opportunities for skill development, rather than solely focusing on completing tasks or projects.

2) Supervision and Mentorship:

Interns are typically assigned a supervisor or mentor who guides and supports their work. This person provides feedback, advice, and opportunities for learning and growth throughout the internship.

3) Duration:

Internships have a specific duration, which can vary depending on the program and organization. They are often structured to provide a substantial period of time for the intern to gain meaningful experiences and contribute to projects or initiatives.

4) Educational Component:

Internships are designed to complement the intern's educational pursuits. They aim to bridge the gap between academic knowledge and practical application, allowing interns to apply what they have learned in a real-world context.

5) Practical Experience:

Internships provide hands-on experience in a professional setting. Interns are actively involved in tasks, projects, or responsibilities that align with their area of study or career interests. This practical experience helps them develop skills and gain a deeper understanding of their field.

6) Networking Opportunities:

Internships offer the chance to network and build professional connections within the industry or organization. Interns have the opportunity to interact with professionals, colleagues, and potential clients or customers, expanding their network and potential career opportunities.

7) Reflection and Evaluation:

Internships often involve reflection and evaluation processes, where interns have the opportunity to assess their progress, identify areas for improvement, and set goals for their professional development. This reflection allows interns to gain self-awareness and enhance their learning experience.

8) Formal or Informal Training:

Internships may include formal or informal training opportunities to enhance the intern's skills or knowledge in specific areas. This training can be provided through workshops, seminars, online courses, or on-the-job learning.

9) Integration into Organizational Culture:

Interns are typically integrated into the organizational culture and given exposure to different departments, teams, or functions. This helps them gain a broader understanding of the organization's operations and work dynamics.

10) Evaluation and Feedback:

Interns receive feedback and evaluation on their performance during the internship. This feedback helps interns understand their strengths, areas for improvement, and provides guidance for their professional development.

OBJECTIVES OF THE INTERNSHIP:

- 1) Explore career alternatives prior to graduation.
- 2) Integrate theory and practice.
- 3) Assess interests to study.
- 4) Learn to appreciate work and its functioning in the economy.
- 5) Develop work habits and attitudes necessary for job success.
- 6) Develop communication; interpret and use critical skills in the job interview process.
- 7) Build a record of work experience.
- 8) Acquire employment contacts leading directly to a full-time job.

ADVANTAGES OF THE INTERNSHIP:

1) Practical Experience:

Internships provide valuable hands-on experience in a real-world work setting. This practical experience allows students to apply their theoretical knowledge, develop practical skills, and gain a deeper understanding of their field of study or industry.

2) Skill Development:

Internships offer opportunities for skill development and enhancement. Students can acquire industry-specific skills, technical abilities, and transferable skills such as communication, teamwork, problem-solving, and critical thinking. These skills are highly valued by employers and contribute to students' overall employability.

3) Networking Opportunities:

Internships provide students with valuable networking opportunities. They can connect with professionals in their field, establish relationships with mentors, supervisors, and colleagues, and expand their professional network. Networking can lead to future job opportunities, references, and valuable industry connections.

4) Industry Exposure:

Internships offer students firsthand exposure to the industry or specific sector they are interested in. By working in a professional environment, students gain insights into industry practices, trends, challenges, and opportunities. This exposure helps them make informed career decisions and better understand their field of interest.

5) Resume Building:

Internships enhance students' resumes by showcasing their practical experience, skills, and achievements. Having internship experience demonstrates initiative, motivation, and a commitment to professional growth, making students more attractive to potential employers.

6) Career Exploration:

Internships provide opportunities for students to explore different career paths within their chosen field. By working on various projects or tasks and interacting with professionals, students can gain clarity about their career goals, strengths, and interests. This exploration can help them make more informed decisions about their future career paths.

7) Professional Development:

Internships contribute to students' professional development. They learn workplace etiquette, develop a strong work ethic, and gain insights into professional norms and expectations. Internships also provide opportunities for personal growth, self-confidence, and adaptability.

8) Mentorship and Guidance:

Many internships offer mentorship and guidance from experienced professionals. Mentors provide valuable advice, support, and career guidance to help students navigate their professional journey. They can offer insights into the industry, provide feedback on performance, and assist with personal and professional development.

9) Increased Job Prospects:

Internships can significantly enhance students' job prospects. Employers often value internship experience when hiring, as it demonstrates a candidate's practical skills, industry knowledge, and readiness for the workplace. Internships can lead to job offers or serve as a stepping stone to full-time employment.

10) Personal and Professional Growth:

Internships provide a platform for personal and professional growth. Students gain self confidence, independence, and a sense of accomplishment through their work experiences. They also learn to adapt to new environments, handle challenges, and develop resilience.

TYPES OF THE INTERNSHIP:

1) Summer Internship

These internships typically take place during the summer months when students have a break from their regular academic studies. Summer internships are often full-time and provide an immersive learning experience within a specific industry or organization.

2) Part-time Internship:

Part-time internships are structured to accommodate students or individuals who are pursuing their studies or have other commitments. They involve working fewer hours per week, allowing interns to balance their internship with other responsibilities.

3) Virtual or remote Internship:

Virtual or remote internships have gained popularity, especially with advancements in technology. In these internships, individuals work remotely and communicate with their supervisors and team members through digital platforms. Virtual internships offer flexibility and the opportunity to work with organizations located in different geographic locations.

4) Paid Internship:

Paid internships provide a stipend or monetary compensation to interns for their work. These internships aim to provide practical experience while also providing financial support to interns. The compensation can vary based on factors such as industry, organization size, and location.

5) Unpaid Internship:

Unpaid internships do not provide monetary compensation to interns. Instead, they focus on providing valuable learning opportunities and work experience. Unpaid internships are often offered by non-profit organizations, startups, or smaller companies with limited resources.

6) Research Internship

Research internships are prevalent in academic and scientific fields. They involve working closely with researchers or professors on research projects, conducting experiments, collecting data, analyzing findings, and contributing to scholarly work.

7) Corporate Internship:

Corporate internships typically take place within large corporations or multinational companies. These internships provide exposure to corporate culture, operations, and specific departments such as marketing, finance, human resources, or information technology.

8) Non-profit/Government Internship:

Non-profit and government internships involve working with organizations that focus on social welfare, public service, or policy development. These internships provide insight into the workings of the non-profit or public sector, including community engagement, program management, and policy implementation.

9) Professional Development Internship:

Professional development internships focus on enhancing specific skills or gaining experience in a particular field. For example, an internship in digital marketing, graphic design, or project management may provide hands-on training and mentorship in those areas.

10) Cooperative Education Internship:

Cooperative education (co-op) internships are structured programs that alternate periods of academic study with work experience. Co-op internships are typically longer in duration and allow students to gain practical skills and apply their academic knowledge in a professional setting.

11) Part-Time Internships:

These internships are flexible and allow interns to work fewer hours, often while attending school or university.

12) Full-Time Internship:

Interns work full-time hours, similar to a regular job, but with a temporary contract, this is typical for post-graduate internships.

CHAPTER-02

PROFILE OF THE ORGANISATION

PROFILE OF THE ORGANISATION

SUPERMARKET:

A super market is a self service shop offering a wide variety of food, beverages, and household products, organized into sections.

Asupermarketisalargeandhasawiderselectionthanearliergrocerystores,butissmallerandmore limited in the range of merchandise than a hypermarket or big –box market.

The supermarket retail format first appeared around 1930 in the United state as the culmination of almost two decades of retail innovations, and begun to spread to other countries after extensive worldwide publicity in -1956.

FEATURES OF SUPERMARKET:

- 1) **Selfservice:** Customers pick products from shelves and take them to the billing counter.
- 2) **Widerange of products:** Includes food items, beverages, cleaning supplies, and household goods.
- 3) **Organized layout:** Products are engaged in sections.
- 4) **Fixed prices:** Unlike traditional markets, prices are pre-determined and displayed on products.
- 5) **Discounts and Offers:** Frequent discounts, seasonal sales, and loyalty programs for customers.
- 6) **Cash and Digital Payment Options:** Accepts cash, credit/debit cards, UPI, and digital wallets for convenience.
- 7) **Bulk Purchasing:** Customers can buy products in larger quantities, often at lower prices.
- 8) **Centralized Checkout System:** Multiple billing counters with barcode scanners for quick transactions.

ADVANTAGES OF SUPERMARKET:

1) Wide selection of products:

Supermarkets offer a vast array of products under one roof, making it convenient for customers to find what they need.

2) One-stop shopping:

Supermarkets provide a one-stop shopping experience, saving customers time and effort.

3) Competitive prices:

Supermarkets often offer competitive prices due to economies of scale and efficient supply chain management.

4) Convenient payment options:

Supermarkets offer various payment options, including cash, credit/debit cards, and digital wallets.

5) Self-service model:

Supermarkets allow customers to browse and select products at their own pace, reducing waiting time.

Shiva Super Market Badami



Shiva Super Market Badami

Name of the market	Shiva Super Market Badami
Manager	I K Hiremath
Address	Badami
Head office	Badami
Year of Establish	March, 2017
Shop size	40*70
Market reach	All over Lokapur and surrounding
Technology	Card usage, online payment, POS System
Main Products	Household items, Kitchenware, Confectionary items, Cosmetics, baked goods etc..

BACKGROUND:

Shiva Super Market established on 2017 March at

Basically, it is a partnership firm and now it's I K Hiremath maintaining and managing by director Mr. I K Hiremath. The super bazaar was invested the capital of RS 16 Lakh. The market has increased the 25% profit per year.

The super bazaar which offers a wide variety of goods and it is designed to meet the everyday needs of customers by providing an extensive selection of food, household items, and other products.

VISION:

The vision of a supermarket is a forward-looking statement that outlines its aspirations and goals for the future. It serves as a guiding principle for the organization's strategic planning and decision-making processes.

Here's an example of a comprehensive vision for a supermarket:

"To be the leading supermarket that delivers unparalleled value, quality, and service, fostering a sustainable and inclusive community where every customer enjoys a delightful and convenient shopping experience."

MISSION:

The mission of a supermarket defines its core purpose, values, and operational goals, serving as a foundation for its strategies and day-to-day activities.

Here's an example of a well-rounded mission statement for a supermarket:

"To provide our customers with a diverse selection of high-quality products at competitive prices, while delivering exceptional service, fostering a sustainable environment, and contributing positively to our community."

OBJECTIVES OF SUPERBAZAR:

- 1) **Providing Essential Goods:** Ensuring the availability of necessary products for daily life.
- 2) **Consumer/Customer Satisfaction:** Meeting the needs and expectations of shoppers to create a positive experience.
- 3) **Employment Generation:** Creating job opportunities for the community.
- 4) **Ensuring Quality and Standardization:** Maintaining consistent quality and standards in products and services.
- 5) **Expanding Consumer Reach:** Making products and services accessible to a wider customer base.
- 6) **To improve sustainability:** Implement practices that are environmentally and socially responsible.
- 7) **To increase sales and revenue:** Grow the business by increasing the amount of goods sold and money earned.

SCOPE OF SUPERMARKET:

- 1) **Widerange of products:** Super Bazar offer a diverse selection of goods to cater to various customer needs.
- 2) **Retail and consumer services:** These establishments provide retail services and focus on customer satisfaction.
- 3) **Employment opportunities:** Super Bazar create jobs for people in various roles, contributing to the local economy.
- 4) **Economic and social benefits:** They contribute to the economy and provide social benefits to the community they serve.
- 5) **Technology advancement:** Super Bazar may implement technology to improve operations and customer experience.
- 6) **Potential for future growth:** They have the potential to expand and adapt to changing market conditions.
- 7) **Economic growth:** Super Bazar contribute to economic growth by generating revenue and supporting related industries.

SWOT ANALYSIS:

SWOT (strengths, weaknesses, opportunities, and threats) analysis is a framework used to evaluate a company's competitive position and to develop strategic planning.

SWOT analysis assesses internal and external factors, as well as current and future potential.

STRENGTHS:

The strength of a supermarket lies in its ability to meet a wider range of consumer needs efficiently and effectively.

Here are some key strengths of a supermarket:

1) Wide Product Range

Supermarkets offer a broad array of products, including fresh produce, meats, dairy, packaged foods, household items, personal care products, and more, catering to various customer needs. Customers can find everything they need under one roof, saving time and effort.

2) Convenience

Supermarkets are often located in convenient, easily accessible areas.

Many supermarkets operate with extended hours, some even 24/7, providing flexibility for customers.

3) Competitive Pricing

Due to their size and purchasing power, supermarkets can negotiate better prices with suppliers, passing the savings on to customers. Regular sales, discounts, and loyalty programs help attract and retain customers.

4) Customer Service

Trained and friendly staff assist customers, enhancing their shopping experience. Many supermarkets offer extra services such as home delivery, online shopping, and in-store pharmacies.

5) Technological Integration

Efficient checkout processes with modern point-of-sale systems. Many supermarkets have robust online platforms, allowing customers to shop from home. Apps for smartphones enhance the shopping experience by providing features like digital coupons, shopping lists, and product availability checks.

WEAKNESSES:

While supermarkets have many strengths, they also face several weaknesses that can impact their operations and customer satisfaction.

Here are some key weaknesses of supermarkets:

1) High Operating Costs

Supermarkets incur significant costs for rent, utilities, salaries, and maintenance.

Costs associated with inventory management, including storage, handling, and spoilage of perishable goods.

2) Intense Competition

The supermarket industry is highly competitive, with many players vying for market share. Frequent price wars can erode profit margins and make it challenging to maintain profitability.

3) Dependence on Suppliers

Reliance on a complex supply chain can lead to vulnerabilities, such as delays, shortages, and increased costs due to disruptions.

Dependence on key suppliers for specific products can create risks if relationships sour or if there are changes in supplier terms.

4) Perishable Goods

Managing fresh produce and other perishable items involves challenges related to spoilage and waste. Balancing stock levels to minimize waste while ensuring product availability can be difficult.

5) Customer Service Challenges

Variability in customer service quality can lead to customer dissatisfaction. High turnover rates among staff can affect service consistency and increase training costs.

OPPORTUNITIES:

Supermarkets have several opportunities to grow, innovate, and improve their operations to better serve customers and stay competitive.

Here are some key opportunities for supermarkets:

1) E-commerce Expansion

Develop and enhance online shopping platforms to cater to the growing demand for online grocery shopping. Expand home delivery and curbside pickup services to provide convenience for customers.

2) Technological Integration

Implement AI and automation technologies for inventory management, customer service (chatbots), and personalized shopping experiences. Introduce cashier-less checkout systems and self-service kiosks to streamline the checkout process and reduce wait times.

3) Sustainability Initiatives

Increase the range of sustainable, organic, and eco-friendly products to meet the growing demand for environmentally responsible choices.

Implement initiatives to reduce food waste and plastic use, such as composting, recycling programs, and offering reusable packaging options.

4) Health and Wellness Trends

Expand product lines to include more health-oriented options, such as gluten-free, low-sugar, plant-based, and non-GMO products. Offer nutrition consulting services, healthy cooking classes, and wellness workshops to engage health-conscious consumers.

5) Local and Ethical Sourcing

Strengthen partnerships with local farmers and producers to offer fresh, locally sourced products. Increase the availability of fair trade and ethically sourced products to appeal to socially conscious consumers.

THREATS:

Supermarkets face several external threats that can impact their operations, profitability, and long-term sustainability.

Here are some key threats to supermarkets:

1) Intense Competition

Companies like Amazon and other online retailers pose significant threats with their ability to offer a wide range of products, often at lower prices, with the convenience of home delivery. Discount chains and warehouse clubs like Walmart, Costco, and Aldi attract price-sensitive consumers, intensifying competition.

2) Economic Downturns

Economic recessions and downturns can lead to reduced consumer spending, impacting sales and profitability. Rising costs for goods, labor, and utilities can squeeze profit margins, especially if supermarkets are unable to pass these costs on to consumers.

3) Supply Chain Disruptions

Disruptions in the global supply chain due to geopolitical issues, natural disasters, or pandemics can lead to shortages and increased costs. Challenges in transportation and logistics, such as fuel price hikes and driver shortages, can affect product availability and delivery times.

4) Technological Challenges

Increasing reliance on technology makes supermarkets vulnerable to cyberattacks and data breaches, which can compromise customer information and disrupt operations. Rapid technological advancements require continuous investment in upgrades and new systems, posing financial and operational challenges.

5) Changing Consumer Preferences

The growing preference for online shopping over traditional in-store experiences can reduce foot traffic and sales in physical stores. Consumers' increasing focus on health and sustainability requires supermarkets to constantly adapt their product offerings and practices, which can be costly and complex.

CHAPTER-03

SALES AND SERVICES SALES AND SERVICES OF SUPERMARKET

CATEGORY MANAGEMENT:

Category management is a strategic approach used in supermarkets to manage and optimize product categories to meet customer needs and to generate business results.

Category management is a crucial aspect of a supermarket's operations, as it enables the store to optimize its product assortment, pricing, and promotions to meet customer needs and drive sales growth.

IMPORTANCE OF CATEGORY MANAGEMENT IN SUPERMARKET:

1) Improved customer satisfaction:

By effectively managing product categories, supermarkets can better meet customer needs and preferences, leading to higher satisfaction.

2) Increased sales and revenue:

Optimizing product placement, pricing, and promotions within categories can drive sales and increase overall revenue.

3) Improved productivity:

Efficient category management streamlines operations, reduces waste, and improves inventory turnover, boosting productivity.

4) Optimize product assortment, pricing, and promotions:

Category management involves analyzing data to make informed decisions about which products to stock, how to price them, and how to promote them effectively.

5) Meet diverse needs of customers:

By offering a wide range of products within each category, supermarkets can cater to the diverse needs and preferences of their customer base.

BENEFITS OF CATEGORY MANAGEMENT:

1) Increased sales and revenue:

By optimizing product assortment and placement, supermarkets can attract more customers and encourage larger purchases. This leads to higher sales and overall revenue growth.

2) Improved customer satisfaction:

Category management focuses on understanding customer needs and preferences, ensuring the right products are available at the right time. This enhances the shopping experience and increases customer satisfaction.

3) Better supply chain management:

Efficient category management involves close collaboration with suppliers, leading to streamlined inventory management, reduced stockouts, and optimized logistics.

4) Enhanced competitiveness:

By effectively managing product categories, supermarkets can differentiate themselves from competitors, attract and retain customers, and gain a competitive edge in the market.

5) Increased efficiency:

Category management optimizes resource allocation, improves store layout, and enhances promotional strategies, resulting in increased operational efficiency and cost savings.

6) Better risk management:

By closely monitoring market trends and customer behavior, supermarkets can anticipate and mitigate potential risks, such as changing demand or supply chain disruptions.

PRODUCT CATEGORISATION:

Product categorization is the process of grouping similar products together based on their characteristics, features, and uses.

Product categorization is crucial for effective merchandising, inventory management, and customer satisfaction.

Benefits of product categorization:

1) Improved Customer Experience:

Product categorization makes it easier for customers to find what they're looking for, improving their overall shopping experience.

2) Increased Sales:

By grouping similar products together, supermarkets can increase sales by encouraging customers to purchase related items.

3) Better Inventory Management:

Product categorization helps supermarkets manage their inventory more effectively, reducing stockouts and overstocking.

4) Enhanced Supply Chain Efficiency:

Product categorization can help supermarkets optimize their supply chain operations, reducing costs and improving delivery times.

5) It saves customer time:

Product categorization helps customers save time by grouping similar products together, making it easier for them to find what they need.

Household Items:

Household items are essential for maintaining cleanliness, hygiene, and organization in the home.

- 1) Detergents
- 2) Soaps
- 3) Cleaning liquids
- 4) Dishwasher
- 5) Room fresheners
- 6) Brooms

Kitchenware Items (Groceries):

Kitchenware items, also known as groceries, are essential for food preparation and cooking. Cereals.

- 1) Spices (Salt, Pepper)
- 2) Nuts
- 3) Oils (Cooking oils)
- 4) Sugar, Jaggery
- 5) Tea powders and coffee powders
- 6) Dry Fruits

Snacks Items (Confectionery):

Snacks offer a solution to satisfy the hunger and cravings of the customers.

- 1) Biscuits
- 2) Chocolates
- 3) Chips
- 4) Soft soda
- 5) Cakes
- 6) Ice cream

Cosmetics:

Cosmetics play an important role in customers' daily lives, offering benefits beyond beauty.

- 1) Face wash
- 2) Sunscreens
- 3) Shampoo
- 4) Perfumes
- 5) Moisturizers
- 6) Conditioners
- 7) Body lotion

Daily Usage Products:

The availability of all the daily needs of the people which makes the supermarket more productivity.

- 1) Paper Plates
- 2) Floor mats
- 3) Toothbrush
- 4) Toothpaste
- 5) Wallet
- 6) Keys
- 7) Tub and buckets

SUPPLY CHAIN MANAGEMENT

1) Suppliers:

These are the manufacturers or producers who create the goods. They supply raw materials or finished products to distributors.

2) Distributors (Wholesalers):

Distributors act as intermediaries between suppliers and retailers. They buy in bulk from suppliers and sell in smaller quantities to retailers.

3) Retailers:

Supermarkets fall under this category. They purchase goods from distributors/wholesalers and sell them directly to consumers.

4) Logistics:

This involves the transportation and storage of goods. It ensures that products reach the retailers on time and in good condition.

5) Inventory Management:

Supermarkets must manage their stock efficiently to avoid overstocking or stock shortages. This includes tracking product demand and replenishing inventory as needed.

6) End Consumer:

The final stage of the supply chain, where customers purchase goods from the supermarket.

SUPERMARKET STRATEGIES:

Super Markets use a variety of strategies to attract the customers, increase sales, and maintain a competitive edge in the retail industry.

Supermarkets use various strategies to succeed. They focus on offering good prices, convenient locations, and quality products. They also try to build strong relationships with customers and make their operations efficient to reduce costs.

ADVANTAGES OF SUPERMARKET STRATEGIES:

1) Increased Sales & Revenue:

Effective strategies like discounts, loyalty programs, and promotions encourage customers to buy more.

2) Customer Loyalty:

Reward programs and personalized discounts help in retaining customers.

Efficiency:

Automation, supply chain optimization, and bulk purchasing reduce costs.

Diverse Product Offerings:

Supermarkets offer a wider range of products under one roof, attracting more customers.

Competitive Edge:

Strategies like price matching and private-label products help compete with other retailers.

Impulse Buying:

Placement of products near checkout and promotional displays increase unplanned purchases.

Convenience for Customers:

Strategies like online ordering, home delivery, and self-checkout improve the shopping experience.

DISADVANTAGES OF SUPERMARKET STRATEGIES:

1) High Operational Costs:

Large-scale operations require significant investment in inventory, staff, and infrastructure.

2) Price Wars:

Frequent discounts and competition with other supermarkets can reduce profit margins.

3) Stock Management Challenges:

Overstocking leads to wastage, while understocking results in lost sales.

4) Dependence on Consumer Behavior:

Strategies may fail if consumer preferences change rapidly.

5) Security Risks:

Theft, fraud, and cyber threats (for online operations) can impact profitability.

6) Small Business Competition:

Local retailers may struggle to compete, leading to monopolization.

7) Supply Chain Disruptions:

Dependence on multiple suppliers can create risks during crises (e.g., pandemics, strikes).

These strategies can be broadly categorized into the following types:

TYPES OF SUPERMARKET STRATEGIES:

> PRICING STRATEGIES:

These strategies determine how prices are set to attract customers and increase sales.

1) Competitive Pricing:

Setting prices based on competitors' prices to stay attractive in the market.

2) Everyday Low Pricing (EDLP):

Keeping prices consistently low rather than offering occasional discounts.

3) High-Low Pricing:

Alternating between high prices and discounts or sales to attract bargain shoppers.

4) Loss Leader Pricing:

Selling certain products at a loss to draw customers in, hoping they will buy other profitable items.

5) Psychological Pricing:

Using tactics like ₹99 instead of ₹100 to create an impression of lower prices.

6) Bundle Pricing:

Offering multiple products together at a lower combined price than buying them separately.

7) Dynamic Pricing:

Adjusting prices based on demand, time, and competition (e.g., online pricing algorithms).

➤ OPERATING STRATEGIES:

Operational strategies of a supermarket focus on managing inventory, customer service, pricing, and efficiency. Here are some simple key strategies:

1) Inventory Management:

Stock the right products in the right quantity to avoid shortages or excess stock. Use technology like barcode scanning and automated ordering.

2) Customer Experience:

Ensure clean aisles, quick billing, and friendly staff to enhance shopping experience.

3) Pricing Strategy:

Offer competitive prices, discounts, and loyalty programs to attract customers.

4) Supply Chain Efficiency:

Maintain a strong relationship with suppliers for timely restocking and cost reduction.

5) Marketing & Promotions:

Use advertisements, flyers, and social media to promote offers and new products.

6) Store Layout & Design:

Organize products in a way that encourages more purchases, such as placing essentials at the back so customers pass through other sections.

7) Technology Integration:

Use self-checkout counters, online ordering, and digital payments for convenience.

8) Waste Reduction:

Manage perishable goods carefully to reduce waste and losses.

9) Security Measures:

Implement CCTV and security staff to prevent theft and ensure safety.

10) Staff Training & Efficiency:

Train employees for better customer service and operational efficiency.

➤ **PRODUCT ASSORTMENT STRATEGIES:**

1) Wide assortment strategy:

Offering a broad variety of products to cater to diverse customer needs and preferences.

2) Localized assortment strategy:

Tailoring product offerings to suit the specific demands and tastes of the local customer base.

3) Seasonal assortment strategy:

Adjusting the product mix based on the time of year, holidays, or seasonal trends.

4) Price-based assortment strategy:

Focusing on products within certain price ranges to attract specific customer segments.

5) Convenience-based assortment strategy:

Prioritizing products that are easy to find, access, and purchase, enhancing the shopping experience.

6) **Complementary assortment strategy:**

Stocking products that are often purchased together, encouraging cross-selling and increasing basket size.

➤ **MARKETING AND PROMOTION STRATEGIES:**

1) **Attractive store layout:**

Designing the store to be visually appealing and easy to navigate.

2) **Discounts and offers:**

Providing price reductions and special deals to attract customers.

3) **Advertising:**

Promoting the supermarket through various channels.

4) **Home delivery:**

Offering the convenience of delivering groceries to customers' homes.

5) **Loyalty programs:**

Rewarding repeat customers to encourage their continued patronage.

➤ **SUSTAINABILITY AND SOCIAL RESPONSIBILITY STRATEGIES**

1) **Waste reduction:**

Implementing measures to minimize waste generation.

2) **Sustainable sourcing:**

Procuring products from environmentally and socially responsible suppliers.

3) Eco-friendly packaging:

Using packaging materials that have a reduced environmental impact, such as reducing plastic use.

4) Employee welfare:

Ensuring the well-being and fair treatment of employees.

5) Customer awareness:

Educating customers about sustainability and social responsibility initiatives.

CHAPTER-04

COMMUNITY ACTIVITIES

COMMUNITY ACTIVITIES

Supermarkets engage in various community activities to build relationships with local residents, support social causes, and enhance their brand image.

These activities benefit both the supermarket and the community by fostering goodwill, increasing customer loyalty and contributing to social development. Community activities held by a supermarket play a vital role in engaging local customers and building strong relationships.

Examples:

- Food Donations
- Eco-friendly initiatives, like plastic-free campaigns
- Sponsoring local events
- Health and wellness campaigns

IMPORTANCE OF COMMUNITY ACTIVITIES BY SUPERMARKET:

1) Customer Engagement:

Events like food fairs, health check-ups, and cooking demonstrations attract more customers and create a stronger bond between the supermarket and the community.

2) Brand Awareness and Loyalty:

Hosting activities enhances the supermarket's reputation and builds trust, encouraging repeat customers.

3) Support for Local Businesses:

Collaborating with local farmers, artisans, or vendors during events promotes local economic growth.

4) Health and Wellness Promotion:

Activities like nutrition workshops and fitness challenges encourage healthy living among customers.

5) Community Development:

Supermarkets can support schools, charities, and local organizations through donation drives, sponsorships, and volunteering initiatives.

6) Sustainability and Environmental Awareness:

Events focused on recycling, reducing food waste, and eco-friendly shopping habits help promote sustainability.

7) Enhancing Customer Experience:

Festivals, contests, and themed events make shopping more enjoyable and increase foot traffic.

COMMUNITY ACTIVITIES PERFORMED BY SUPERMARKET:

1) Charity and Donations:

Food Donations: Supermarkets often donate surplus food to food banks, shelters, and NGOs to help reduce hunger and food waste.

Monetary Contributions: Some supermarkets contribute a portion of their profits to local charities or sponsor community welfare programs.

Product Donations: Essential goods like toiletries, clothes, and school supplies are donated to needy families and institutions.

2) Sustainability and Environmental Initiatives:

Plastic-Free Campaigns: Encouraging the use of reusable bags and reducing plastic packaging.

Recycling Programs: Setting up collection bins for used plastic, paper, and e-waste.

Energy Conservation: Using solar energy, LED lights, and energy-efficient refrigeration to reduce carbon footprint.

Organic and Local Sourcing: Supporting local farmers and eco-friendly products to promote sustainability.

3) Community Engagement and Events:

Health & Wellness Programs: Organizing free health check-ups, fitness sessions, and nutrition workshops for customers.

Cooking Demonstrations: Inviting chefs to demonstrate healthy cooking techniques and recipes using supermarket products.

Local Festivals & Celebrations: Hosting special events during festivals, offering discounts, and sponsoring cultural programs.

4) Employment and Skill Development:

Local Hiring Initiatives: Prioritizing hiring from the local community to provide employment opportunities.

Internship & Training Programs: Collaborating with educational institutions to provide students with hands-on retail experience.

Employee Welfare Programs: Offering fair wages, skill development workshops, and career growth opportunities.

5) Customer Loyalty and Support Programs:

Loyalty Rewards: Running membership or discount programs to reward regular customers.

Customer Feedback Mechanisms: Engaging with customers through surveys and suggestions to improve services.

Special Discounts for Senior Citizens & Differently-Abled Individuals: Providing exclusive shopping hours and discounts for vulnerable groups.

6) Disaster Relief and Emergency Assistance:

Quick Response to Natural Disasters: Providing essential supplies and monetary aid to victims of floods, earthquakes, or other calamities.

Emergency Food Distribution: Partnering with local governments and NGOs to supply food and water during crises.

7) Educational and Awareness Campaigns:

Financial Literacy Workshops: Teaching budgeting and smart shopping habits to customers.

Hygiene & Sanitation Awareness: Promoting cleanliness, handwashing habits, and proper food storage.

Food Safety Education: Informing customers about expiration dates, food preservation, and healthy eating habits.

8) Sports and Recreational Sponsorships:

Sponsoring Local Sports Teams: Supporting school or community sports teams with uniforms and equipment.

Organizing Fun Runs & Marathons: Promoting physical fitness through participation-based events.

Hosting Family Day Activities: Creating a fun and engaging shopping experience with games, contests, and giveaways.

POSITIVE OUTCOMES BY PERFORMING COMMUNITY ACTIVITIES:

1. Customer Engagement & Loyalty:

Organizing events, charity drives, or educational workshops fosters a strong bond with the local community, leading to increased customer loyalty.

2. Social Responsibility & Goodwill:

Supporting food donation programs, sustainability initiatives, or local farmers enhances the supermarket's reputation as a socially responsible business.

3. Economic Growth:

By sourcing products from local suppliers and hiring local employees, supermarkets contribute to economic development in their area.

4. Environmental Benefits:

Implementing eco-friendly practices like waste reduction, recycling, and sustainable packaging helps reduce environmental impact.

5. Health & Nutrition Awareness:

Hosting health camps, free nutrition consultations, or promoting organic and fresh produce educates customers about healthy eating.

6. Stronger Community Relations:

Supporting local schools, NGOs, or disaster relief efforts build trust and goodwill among residents.

7. Enhanced Brand Image:

Being actively involved in community development improves the supermarket's public image and attracts socially conscious customers.

8. Increased Sales & Foot Traffic:

Events and promotions encourage more people to visit the store, boosting sales and profitability.

CHAPTER-
05 CONCLUSION

CONCLUSION

The functioning of a supermarket plays a vital role in the modern retail industry by offering a wide variety of goods under one roof, ensuring convenience and efficiency for consumers. It operates through a well-structured system involving procurement, inventory management, product display, pricing, billing, and customer service. Supermarkets are designed to meet the daily needs of customers while maintaining smooth operations, cost control, and effective space utilization.

A key aspect of a supermarket is its ability to manage stock efficiently. Goods are categorized and systematically arranged to enhance the shopping experience and ensure quick access. The use of technology in areas like billing, inventory tracking, and sales analysis adds to the speed and accuracy of operations. Supermarkets also play a critical role in supply chain management by directly connecting manufacturers or wholesalers to the end customers.

Customer service is another pillar of a successful supermarket. Cleanliness, staff behavior, proper signage, and organized layouts all contribute to customer satisfaction and repeat visits. Supermarkets also adopt various promotional strategies like discounts, loyalty points, and combo offers to attract more customers and stay competitive in the market.

In conclusion, the supermarket is an essential component of the retail ecosystem, providing convenience, product variety, and efficient service to customers. Its structured operations and customer-focused approach make it a successful and sustainable business model in today's fast-paced world.

PHOTOGALLERY



RANI CHANNAMMA UNIVERSITY, BELAGAVI



Shri Veerpuikeshi vidya vardhaka Samstha's

**SHRI SIDDARAMAPPA BASAPPA MAMADAPUR
ARTS , COMMERCE AND SCIENCE
COLLEGE BADAMI**



BACHELORS OF COMMERCE

2024-25.

PROJECT REPORT ON

**A STUDY ON CUSTOMER SATISFACTION TOWARDS KTM
PRODUCT AT BAGALKOT**

Internal Guide :

Miss Y.S. Bavikatti

HOD of Department

Miss .S I makandar

SUBMITTED BY

MR Vinod javali

B.Com VI Semester

Reg No: U15JF22C0022

RANI CHANNAMMA UNIVERSITY, BELAGAVI



Shri Veerpulkeshi vidya vardhaka Samstha's

**SHRI SIDDARAMAPPA BASAPPA MAMADAPUR ARTS . COMMERCE AND
SCIENCE COLLEGE BADAMI**



BACHELORS OF COMMERCE

2024-25.

PROJECT REPORT ON

**"A STUDY ON CUSTOMER SATISFACTION TOWARDS KTM PRODUCT
AT BAGALKOT"**

Internal Guide :
Miss Y.S. B. vikatti

HOD of Department
Miss .S I makandar

SUBMITTED BY
MR Vinod javali
B.Com VI Semester
Reg No: U15JF22C0022

ಶ್ರೀ ವೀರ : 1956



Shri Veer Pulikeshi Vidya Vardhak Samstha's

ಶ್ರೀ ವೀರ : 1982

Shri Sidramappa Basappa Mamadapur
Arts, Commerce & Science College, Badami - 587201

AISHE CODE : C-10059

College Code : E-82



Dist : Bagalkote)

ACCREDITED WITH GRADE **B⁺⁺** BY NAAC CGPA-2.91

(State : Karnataka

Shri R.S.Mulimani M.Sc
Principal

www.veerpulikeshidegreecollege.in
ssbmbdm10@gmail.com

College : 08357-220116
Mobile : 9241419752 (Principal)

Ref.No:SSBMACSB /

/ /

Date :

WHOM SO EVER IT MAY CONCERN

B.Com -VI Semester students of our college (Commerce Department) are required to prepare project and submit its report, to the Rani Channamma University Belagavi, in the partial fulfillment of their UG Degree students.

So, I request you Sir/Madam, kindly co-operative, provide required information/data, suggestions and extend hands of co-operation at the students need.

Hope your kind honor will do the needful.

Thanking You Sir/Madam,

Your's Faithfully

Principal -
S.S.B.M. Arts, Commerce
& Science College, Badami



ACKNOWLEDGEMENT

It is my privilege to extend the words of thanks to those people who have helped and encouraged me in completing this study successfully.

I would like to avail this opportunity to express my gratitude and sincere thanks to Miss Y S Bavikatti professor of commerce department for giving me permission as well as guidance to undertake my project in his markets on the topic A STUDY ON Customer SATISFACTION towards KTM Product At Bagalkot

I express my sincere thanks to Prof. R.S. Mulimani, principal of SSBM Degree college for his constant support. I am thankful to the HOD of B.com department Miss.S.I.Makandar for her constant support and motivation towards me in completing the project.

I also express my gratitude to all the other faculty members of the department for their help to prepare this report.

. Vinod javali

DECLARATION

I undersigned Shashank Gulappanavar hereby declare that, I have prepared the project report entitled "A STUDY ON Customer SATISFACTION towards KTM Product At Bagalkot

Under the guidance and direction Miss Y S Bavikatti Lecturer of SSBM Degree college badami. Commerce Department in partial fulfilment of award of the bachelor's Degree in commerce from Rani Channamma University Belagavi, during the academic year 2024-25. I further declare that this project is the result of my own efforts and has not been submitted to any other university or institute for award of Bachelors of Degree.

PLACE: BADAMI

Vinod javali

DATE:

REG NO: U15JF22C0022

Chapter 1 : Introduction

Introduction
Significance
Objectives
Need of Study
Scope of Study
Limitation

Chapter 2 : Conceptual framework

Research Data
Sources Of Data
Collection Of data

Chapter 3 : Company Profile

History Of Company
Mission
Vision
Product Profile

Chapter 4 : Data Analysis and Interpretation

Analysis Of Data
Interpretation Of Data

Chapter 5 : Conclusion

Findings
Conclusion
Suggestion
Annexure

CHAPTER - 1

INTRODUCTION

INTRODUCTION

The two-wheeler industry has been expanding rapidly. Grown are the days when processing a two-wheeler was seen as a luxury. Now a days it is viewed as a mere necessity. Prior, sale of two wheelers was mainly confined to urban areas but lately in rural areas the bicycles are being placed by power driven two wheelers such as scooters and motorcycles. Not only this, then industry has also customers ranging from all demographic segments. It has been common that even school going children are driving two wheelers. The women customers are also increasing due to increasing women literacy and employment. If getting a new customer is difficult, then retaining a current customer is more difficult one and not only that is estimated that the cost attracting of a new customer is five times retaining the current customer. It requires a great deal of effort to induce satisfied customer to switch away from their current preferences. Thus, customer attitude is been given top priority in today's comparative world.

SIGINIFICANCE:

The study gives information about the services and facilities provided in the bikes. The study gives information of competitors sale and share position in the past years. It can help to improve and adopt new techniques in the upcoming KTM products. It can also provide suggestions to the company to improve the problems according to the needs of customers and dealers.

OBJECTIVE OF THE STUDY:

1. To know consumer behavior for purchase of KTM bike
2. To identify the factor which influences on consumer decision to purchase KTM bike
3. To identify possible facts for improvement in the KTM Products
4. To know the market position of KTM products

Need for the Study of KTM Showrooms

1. Understanding Customer Experience:

Customer Insights: Analyzing how customers interact with KTM showrooms can provide valuable insights into their preferences, expectations, and satisfaction levels. This information is crucial for improving customer service and enhancing the overall buying experience.

Pain Points: Identifying common pain points or issues faced by customers can help in addressing them effectively, leading to increased customer retention and loyalty.

2. Optimizing Sales Performance:

Sales Strategies: Evaluating current sales strategies and their effectiveness can lead to improved sales performance. Understanding what drives sales and what hinders them can help in refining sales tactics.

Sales Trends: Studying sales data can uncover trends and patterns, allowing KTM to adjust inventory and marketing strategies in response to changing consumer demands.

3. Enhancing Showroom Layout and Design:

Layout Efficiency: Analyzing showroom layout and design can reveal how these factors impact customer behavior and sales. This information is valuable for optimizing showroom space to better showcase products and facilitate customer flow.

4. Improving Employee Performance:

Training Needs: Assessing employee performance and customer interactions can identify areas where additional training or support is needed. This can lead to more knowledgeable and effective staff.

5. Benchmarking Against Competitors:

Competitive Analysis: Comparing KTM showrooms with those of competitors can provide insights into industry best practices and areas for improvement. This benchmarking can help KTM stay competitive in the market.

Market Positioning: Understanding how KTM showrooms are perceived relative to competitors can aid in refining marketing and branding strategies.

Scope of Study for a KTM Showroom

1. Customer Experience:

Assessment: Evaluate customer satisfaction, service quality, and overall experience.

Interactions: Analyze customer interactions with showroom staff and service.

2. Sales Performance:

Metrics: Study sales figures, conversion rates, and sales trends.

Strategies: Examine the effectiveness of current sales and marketing strategies.

3. Showroom Layout and Design:

Space Utilization: Analyze how the showroom layout impacts customer flow and product visibility.

Design Elements: Assess the influence of showroom design on customer engagement and brand perception.

4. Product Range:

Inventory: Review the variety and availability of KTM motorcycles and accessories.

Product Display: Evaluate how products are showcased and their impact on customer interest.

5. Employee Performance:

Staff Training: Examine the effectiveness of staff training and its impact on customer service.

Motivation: Assess employee satisfaction and its effect on performance.

Limitations :

1. Scope Restrictions:

Geographical Focus: The study may be limited to specific regions or showrooms, which may not represent all KTM showrooms globally or in other regions.

2. Sample Size and Representation:

Limited Sample: The research might involve a limited number of showrooms or customers, affecting the generalizability of the findings.

3. Time Constraints:

Short Duration: The study's timeframe might not capture seasonal variations or long-term trends in customer behavior and sales performance.

4. Methodological Constraints:

Survey Bias: Customer surveys and feedback might be subject to self-reporting bias or incomplete responses.

Data Accuracy: Reliability of sales and performance data might be affected by incomplete or inconsistent reporting.

5. Resource Limitations:

Budget Constraints: Limited financial resources may restrict the scope of research tools, sample size, or depth of analysis.

Technology Access: Lack of advanced data analysis tools or technology could limit the study's analytical capabilities.

6. External Factors:

Market Changes: Economic fluctuations, changes in KTM's marketing strategies, or industry trends during the study period may impact results.

Competitor Actions: Competitive actions and market dynamics that occur outside the study's control could influence findings.

7. Employee and Customer Variability:

Staff Differences: Variations in employee performance and training levels across different showrooms may affect the study's outcomes.

Customer Diversity: Differences in customer demographics and preferences may lead to varied results across different locations.

CHAPTER -2

CONCEPTUAL FRAMEWORK

CONCEPTUAL FRAMEWORK

A research design is considered as the framework or plan for the study that guides as well as helps data collection and analysis of data. Present study is an analytical and descriptive in nature and based on empirical study. The data was collected from both primary and secondary source. The primary source of data is respondents concerned and collected by using a predefined questionnaire. The secondary sources include books, articles, periodicals, newspapers and various websites.

RESEARCH METHODS:

- SOURCES OF DATA
- COMPLETION OF DATA
- SAMPLING PLAN

RESEARCH DESIGN:

A research design is simply a framework or plan for study that is used as a guide in collecting and analysing the data. It is blue print that is followed in complementing the project.

The research design specifies the methods and procedures for acquiring the information needed. It is overall operations pattern of framework of the project that stipulates what information needed. It is overall operations pattern on framework of the project that stipulates what information is to be collected from which sources and by what procedure.

There may not be single, standard and correct method of research. There may be different types of designs to suit different types of research designs to suit different purpose of research.

There is design, they are;

- Exploratory Research:
- Descriptive Research:

Depending upon the objective of research, marketing research designs is selected.

According to the research objective I plan to choose exploratory research.

EXPLORATORY RESEARCH :

The major emphasis of exploratory research is to extract new insight into the problem. The research will help to know some facts about people preferences and choice.

It helped me in knowledge the following information;

- What are the preferences of people towards purchasing the motorcycles of particular brand?
- How they rate a certain brand?
- How effectiveness are the advertising activities carried out by the brands for its sale?

SOURCES OF DATA:

The next step is to gather information. There are two types of data they are;

- PRIMARY DATA
- SECONDARY DATA

PRIMARY DATA:

First of all, all the sources of primary data from various sources should be explored and examining the possibility of their use for study.

In many cases the data may not be inadequate or unusual and therefore may realize the first hand information.

The method by which the primary data is collected

- **QUESTIONNAIRE METHOD**

SECONDARY DATA:

Advantages

1. The major advantage is the secondary data it is more economical as the cost of controlling original data is saved.
2. It saves much of the time of the researcher. This leads to promot completion of the project.
3. Search for secondary data is helpful, not only because secondary data may be useful but because familiarity with such data indicates.
4. The deficiencies and gaps. As a result, the primary data can be collected more specially and more relevant to the study.
5. Finally, the secondary data can be used as a basis for comparision with primary data.

COLLECTION OF DATA:

Primary Data:

It involves two aspects. The techniques and tools that are used in collecting data are as follows.

Techniques

The techniques of collecting primary data.

- Observation

Secondary Data:

The secondary data is collected from various websites, journal, research papers, articles, annual reports, and various magazines. The secondary data gave me brief overview of the current market situation, the history of the company and the sales figure of the latest quarter.

SAMPLE PLAN:

Sample plan is very important for research after deciding on sample instrument and research approach, sampling plan calls for following decisions.

Sample unit:

This is very important for research to decide as to who going to be surveyed or what the sample unit is. In this research different category of people, KTM riders, and servicing boys where targeted to gather correct and reliable information.

Universe:

The universe of the research have where the people or dealer from different areas.

Sample Population:

The survey was conducted in NIGDI area.

SAMPLE PLAN:

Sample plan is very important for research after deciding on sample instrument and research approach, sampling plan calls for following decisions.

Sample unit:

This is very important for research to decide as to who going to be surveyed or what the sample unit is. In this research different category of people, KTM riders, and servicing boys where targeted to gather correct and reliable information.

Universe:

The universe of the research have where the people or dealer from different areas.

Sample Population:

The survey was conducted in NIGDI area.

Sample Size:

For the purpose of proper survey, there is need of perfect research instruments to find out sample size for more accurate result about buying behaviour of two wheelers. The sample size in 50respondents.



CHAPTER - 3 COMPANY PROFILE



Name: KTM Sport motorcycle AG

Type: Private

Founded: 2018

Products: Motorcycles, sports cars

Production Output: 5 vehicles

Operating income: 80 lakh

Divisions:, KTM Asia

Website: ktm.com

ktmgroup.com

MISSION:

Based in Austria, KTM is Europe's largest manufacturer of motorsports vehicles. The company focuses on sport-oriented motorcycles, underscoring its "READY TO RACE" philosophy. In short, KTM's mission is to produce motorcycles with exacting standards of excellence.

"We are driven by constant innovation, week after week, race after race," says Philipp Habsburg, head of research and development at KTM. "Furthermore, if we see that an innovation works in our racing motorcycles, we quickly introduce it into our production bikes from our high-performing naked bikes to our children's motocross lines. Everything we make is based on product excellence and the engineering behind it."

Unlike many other manufacturers, KTM engineers everything in-house. That includes the engine, chassis, suspension elements and lots of other parts. Habsburg says that kind of control helps the company optimize every part of the bike, maximizing performance.

"My vision is to break into the podium of the global sports bike segment in the coming five years and unseat Kawasaki. In the coming years, we are aiming to sell over 4 lakh units globally and about 1.8 lakh units will come from Chakan," added Pierer. Chakan is KTM-Bajaj plant near Pune in Maharashtra.

Vision

1. Leading Destination: Aim to be the top choice for motorcycle enthusiasts.
2. Exceptional Customer Experience: Provide outstanding service and a memorable buying experience.
3. Innovative Products: Showcase the latest KTM motorcycles and accessories.
4. Dynamic Environment: Create an engaging and modern showroom atmosphere.
5. Embodiment of KTM's Values: Reflect KTM's commitment to performance and innovation

PRODUCT PROFILE:

KTM Manufacturers sport motorcycles they are as follows;

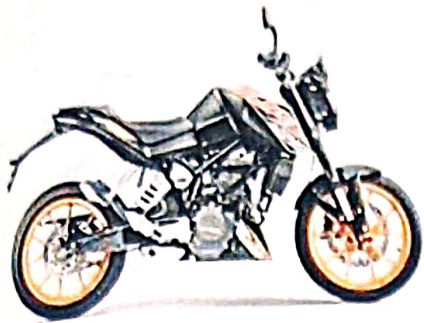
Sports Motorcycles

- Duke 125
- Duke 200
- Duke 250
- Duke 390
- Duke 390 Adventure
- Duke 790
- RC 125
- RC 200
- RC 390

Detail Information about some KTM Sport bikes



1. KTM 125 Duke



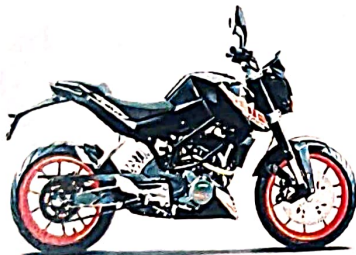
Displacement 124.7 cc

Kerb Weight 148 kg

Colours Orange, Black, White

MaxPower 14.3 bhp @9,250 rpm

2. KTM Duke 200



Displacement 199.5 cc

Mileage 35 kmpl

Top Speed 135 Kmph

Kerb Weight 148 k

3. KTM Duke 250



Displacement 199.5 cc

Kerb Weight 137 kg

Colours Black, White

Max Power 25.1 bhp

4. KTM Duke 390



Displacement 373.2 cc

Mileage 23 kmpl

Kerb Weight 163 kg

Colours Orange, White, Ceramic, Silver, Metallic

5. KTM Duke 390 Adventure



Displacement 373.2 cc

Kerb Weight 147 kg

Colours Black with Orange

Max Power 42.3 bhp

6. KTM Duke 790



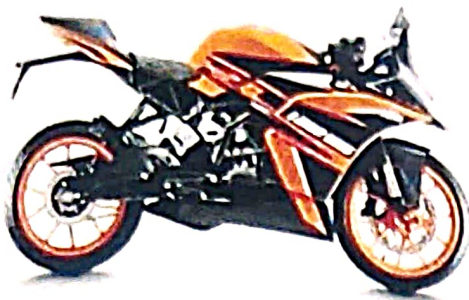
Displacement 373.2 cc

Kerb Weight 147 kg

Colours Black with Orange

Max Power 42.3 bhp

7. KTM RC 125



Displacement 124.7 cc

Colours Orange and Black, White and Black

Max Power 14.3 bhp @ 9,250 rpm

8. KTM RC 200



Displacement 199.5 cc

Kerb Weight 137 kg

Colour Black, White

Max Power 25.1 bhp

9. KTM RC 390



Displacement 373.2 cc

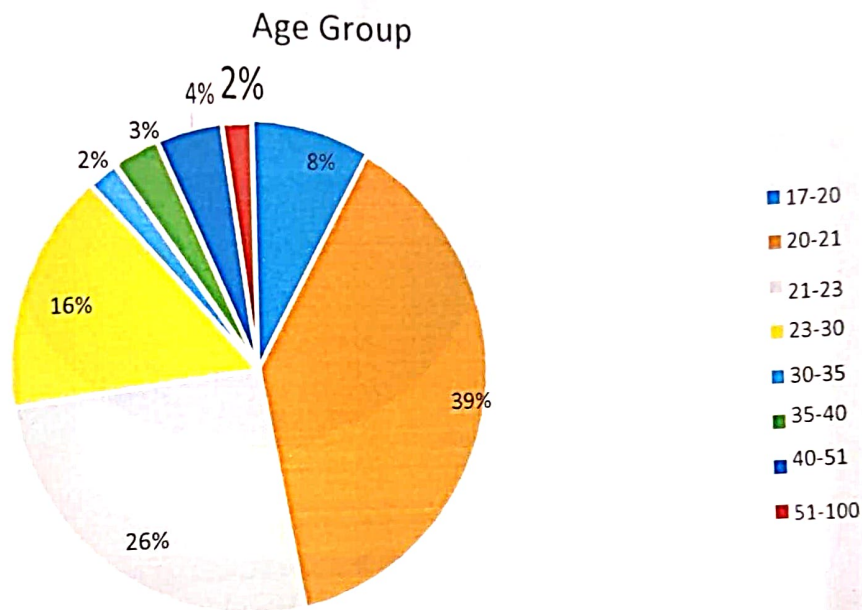
Kerb Weight 147 kg

Colours Black with Orange

Max Power 42.3 bhp

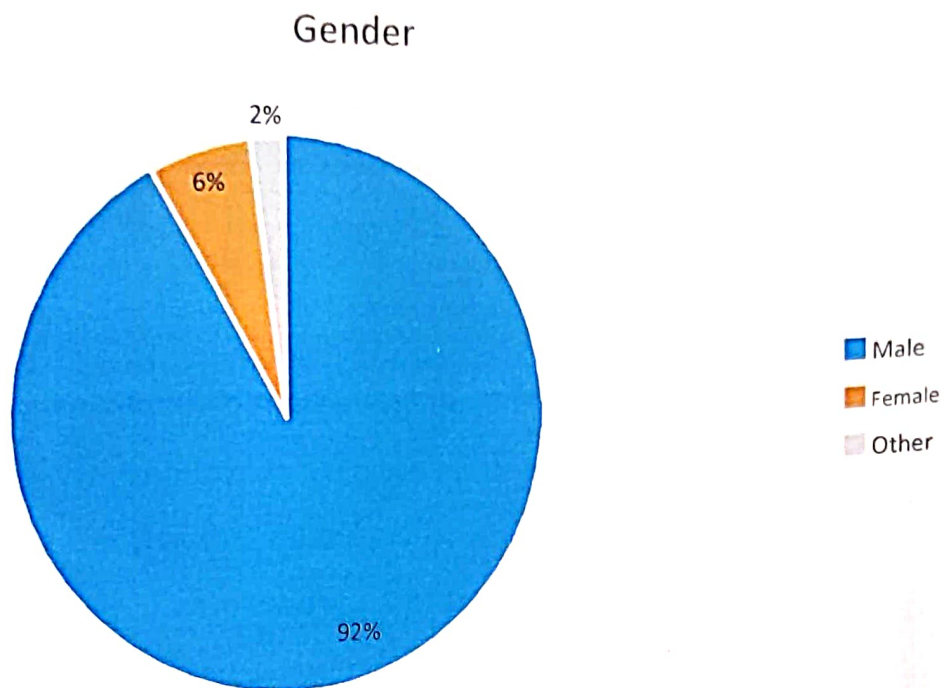
Chapter-4 DATA ANALYSIS AND INTERPRETATION

Analysis:



Interpretations: It is inferred that people for age group 20 responded 39% in the total. After age group 21 is the second highest respondent with 26% of replies. And the third highest age group is 23 with 16% of response.

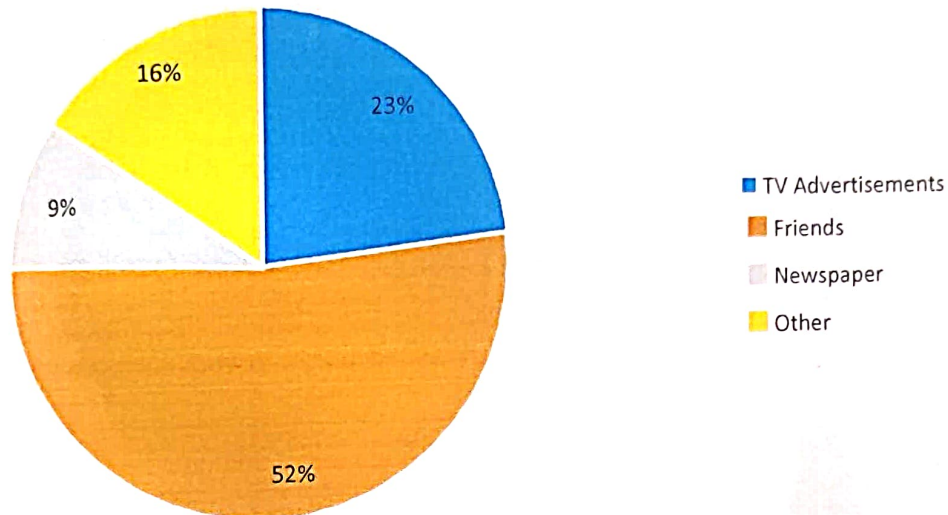
Analysis:



Interpretation: It is inferred that 92% of respondents are Males and remaining 6% are Females and Others are 2.4%.

Analysis:

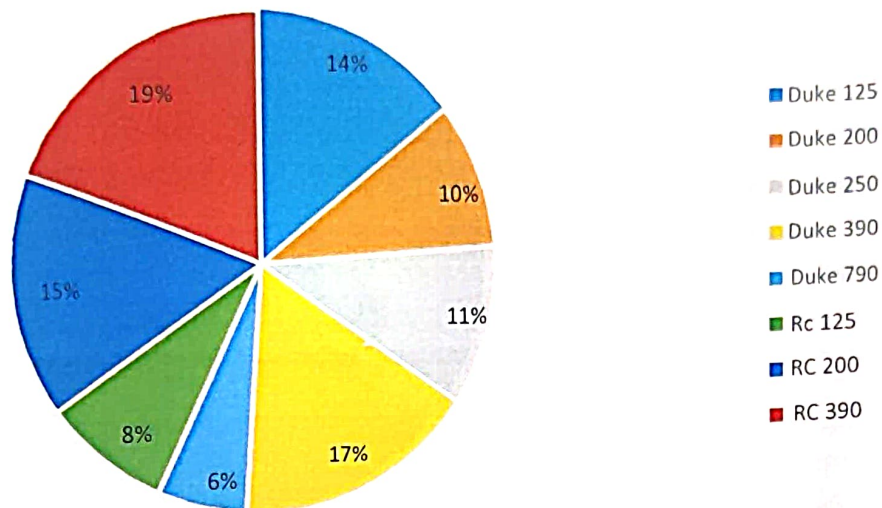
Awareness about the KTM Products



Interpretation: Above chart shows that 52% respondents are aware of KTM Bikes through their friends, 23% respondents are aware from tv advertisements, 9% are aware from newspaper advertisements.

Analysis:

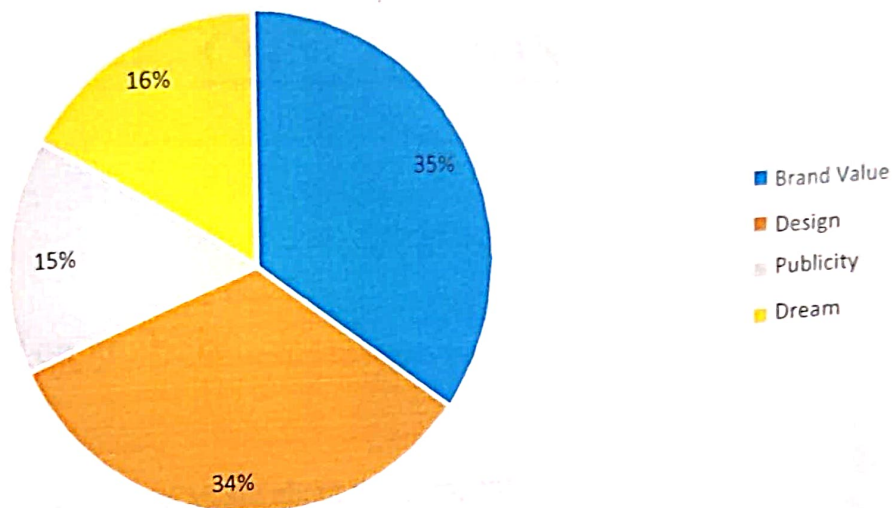
Respondents preference to purchase these Bikes



Intrepretations: Above chart showing that 19% respondents are prefer RC 390 sportmotorcycle to purchase, 6% respondents prefer to purchase Duke 390, 15% respondents prefer to purchase RC 200 and other respondents are prefer to Duke 250,200,125 and other models.

analysis:

Why did you purchase KTM bikes ?



Intrepretations: 35% respondents are purchased KTM Bikes for the Brand Value, 34% are purchase for best or awesome design, 16% are purchased for dream bike and other respondents are purchased for publicity purpose.

CHAPTER- 5

CONCLUSION

Findings based on analysis:

- All the respondents were aware about this company.
- KTM brand is the most famous in market. So advertising is not mostly useful.
- 100% respondents are satisfied their own bikes.
- According to respondent's brake system is best of KTM bikes.

Conclusions:

A study was useful to understanding the customer satisfaction level or buying behaviour for KTM bikes among a various, customers launching new formulation can make KTM market segments. KTM has been one of the fastest growing two-wheeler brands in India with a compounded annual growth rate of 48% in past five years which helps the Indian GDP and day to day Globalization of the country. KTM was inferred that most customers of high-income group preferred the supply of KTM bikes. Most of the customers agree that KTM is the best quality with reasonable price Some people are about the quality of KTM bikes but some other people are asking for improvement in the quality.

Suggestion:

Company should setup service centres at dealer level itself. They should train some personnel for exclusive maintenance of those two wheelers. They should provide home services to the customer.

1. Company should give some incentive to the dealers for promoting the products KTM. they should not neglect dealers. They select good dealer, which they can give customer satisfaction.
2. More features should be added to the bike according to the needs of the customers, because their competitors are coming either new model.

ANNEXURE:

Q.1 What is your Name?

Q.2 What is your Age?

Q.3 You belong to which gender?

- ☐ Male ☐
- ☐ Female ☐
- ☐ Other

Q.4 How do you know about KTM Bikes

- ☐ Tv Advertisements
- ☐ Friends
- ☐ Newspapers
- ☐ Others

Q.5 Which model do you prefer to purchase?

☐ Duke 125



☐ Duke 200



☐ Duke 250



○ Duke 390



○ Duke790



○ RC 125



○ RC 200



○ RC 390



Q.6 Why did you purchase KTM Bike?

- Brand Value
- Design
- Publicity
- Dream

Q.7 After the KTM bike Test Drive what will you feel about Driving comfort?

- Excellent
- Good
- Average
- Poor

Q.8 Which features of bike customer would like to prefer most while purchasing?

- ☐ Mileage
- ☐ Design
- ☐ Power/BHP
- ☐ Pickup
- ☐ Colour
- ☐ Comfort

Q.9 How do you feel about the breaking- system, safety features of KTM Bikes?

- ☐ Excellent
- ☐ Good
- ☐ Average
- ☐ Poor

Q.10 What do you feel about the quality of KTM Bikes?

- ☐ Excellent
- ☐ Good
- ☐ Poor
- ☐ Better

Q.11 What was the top speed you noticed while riding KTM Bike?

- ☐ 80
- ☐ 100
- ☐ 120
- ☐ 170
- ☐ 210

Q.12 Do you know which Petrol is better for KTM bike?

- ☐ Shell
- ☐ HP
- ☐ Indian Oil
- ☐ Essar

Q.13 Do you know which Petrol is better for KTM bike?

- ☐ Yes
- ☐ No