



BIJU PATNAIK INSTITUTE OF INFORMATION TECHNOLOGY & MANAGEMENT STUDIES (BIITM), BHUBANESWAR

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Plot No. F/4, Chandaka Industrial Estate, Infocity, Patia, Bhubaneswar-24

SUMMER INTERNSHIP PROJECT

2023

REPORT TITLE

An Analytical study of Sinha Suzuki Pvt. Ltd. Rourkela

SUBMITTED BY

Reshav Kumar Singh

MBA Batch 2022-24

University Regn. No: 2206258216

Faculty Guide

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BIITM, Bhubaneswar

Corporate Guide

Mr. Nishant Kumar Sinha
Manager
Sinha Suzuki, Rourkela

CERTIFICATE FROM INTERNAL GUIDE

This is to certify that Mr. Reshav Kumar Singh, bearing university registration no 2206258216 of 2022-24 batch, has completed his/her summer internship at Sinha Suzuki Pvt. Ltd from 04/09/2023 to 4/10/2023 under the supervision of Mr. Nishant Kumar Sinha and has submitted this project report under my guidance in partial fulfilment of the requirements for award of the degree of Master of Business Administration at Biju Patnaik Institute of Information Technology and Management Studies, Bhubaneswar. To the best of my knowledge and belief, this project report has been prepared by the student and has not been submitted to any other institute or university for the award of any degree or diploma.

Date:
Place: Bhubaneswar

Signature of the Internal Guide
Name: Dr. Sujit Kumar Prusty
Designation: Asst. Prof. in Marketing

CERTIFICATE FROM COMPANY GUIDE



SINHA SUZUKI

Certificate

Ref.....

Date.....

This is to certify that the Internship Project entitled "Sales consultant at Sandhya Motors LLP (Sinha Suzuki), Rourkela" by Reshav Kumar Singh, a student of MBA bearing University Registration No: 2206258216 of "Biju Pattnaik Institute of IT and Management, Rourkela" in the partial fulfillment of MBA has been carried out during the period from 04.09.2023 to 04.10.2023 under the supervision and guidance of us.

We wish all the success in his future endeavor.

SANDHYA MOTORS LLP

(Rajkishore Barik.)
(HR manager
Sandhya Motors LLP.)

SINHA SUZUKI, SANDHYA MOTORS LLP, INFRONT OF SHANI MANDIR,
PANPOSH ROAD, ROURKELA - 769004, PH.: 7077704214

DECLARATION

I, Mr. Reshav Kumar Singh Bearing university registration no 2206258216 (2022-24 batch), hereby declare that the project report titled An Analytical study of Sinha Suzuki Pvt. Ltd. is based on my internship at Sinha Suzuki Pvt. Ltd. , during the period 04/09/2023 to 04/10/2023 and is an original work done by me under the supervision of Mr. Nishant Kumar Sinha and Dr. Sujit Kumar Prusty. This report is being submitted to Biju Patnaik Institute of Information Technology and Management Studies, Bhubaneswar, affiliated to Biju Patnaik University of Technology, Odisha, in partial fulfilment of the requirements for the award of the degree of Master of Business Administration. This project report has not been submitted to any other institute/university for the award of any degree or diploma.

Date:

Place: Bhubaneswar

Signature

ACKNOWLEDGEMENT

While preparing this SIP report entitled –An Analytical study of Sinha Suzuki Pvt. Ltd. Rourkela, got the co-operation and guidance of various persons, teachers and experts. It is my duty to express vote of thanks towards them. First I express my sincere thanks to my guide Mr. Sujit Kumar Prusty (Associate Professor) who has guided me time to time and co-operate me for the preparing this SIP report.

Secondly I express my sincere thanks to Er. Manoj Kumar Rout Head of the Operations Department who has guided me time to time and co-operate me for the preparing this SIP report. I also express my sincere thanks to the principal of BIITM College Dr. Mihir Ranjan Nayak sir who has co-operated me throughout the year. Thanks to all my friends and respected persons who helped me to prepare a SIP report, Thanks to Mr. (Sales Manager) of Sinha Suzuki Pvt. Ltd., Rourkela. It would not have been possible without your help.

Place: Rourkela

Date:

Signature

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EXECUTIVE SUMMARY

Satisfaction is a person's feeling of pleasure or disappointment resulting from a comparing perceived performance in relation to his or her expectation. If the performance falls short of expectation, the consumer is dissatisfied. If the performance matches the expectations, the consumer is satisfied. If the performance exceeds expectation, the customer is highly satisfied or delighted.

The study widely concentrates on the level of satisfaction amongst customers for which I did Research to check the satisfaction level amongst the customers of Suzuki Gixxer & Access 125. This research was conducted in the Rourkela city. This research was done during the months of September-October. Hence the data displayed has been collected during the before mentioned period.

To meet the research objectives, following activities have been performed.

- An extensive search of relevant literature from news articles, internet, books. This step guided the development of the methods and instruments for collecting data.
- Designing the questionnaire.

- Survey has been carried away by, one-on-one interviews. TheSurvey included open-ended questions, and multiple- choice question.
- To know the image of product in the mind of consumer.
- To compare the level of satisfaction before purchasing and afterpurchasing the Scooter.
- To find out where people want to see the promotion schemes
- To find out suitable location preferred by consumer
- To know the most popular media for advertisement
- To check the loyalty of the consumer towards the Suzuki brand
- To know the most motivating factor for purchasing the bike
- To know the preferable price from the customer
- During this research it was found that Suzuki's launched Access 125 has increased its market share by attracting new customers andhelped to retain its old customers.

INTRODUCTION

INFORMATION ABOUT ROURKELA

Rourkela is a planned city located in the northern district Sundargarh of Odisha, India. It is the third-largest Urban Agglomeration in Odisha after Bhubaneswar and Cuttack. It is situated about 328 kilometres (204 mi) west of state capital Bhubaneswar and is surrounded by a range of hills and encircled by the rivers Koel, Sankha, & Brahmani. The city is also popularly known as *Ispat Nagar* and *Steel City of Odisha* as well. One of the largest integrated steel plants set up with German collaboration Known as Rourkela Steel Plant, of Steel Authority of India Limite (*SAIL*). It also has one of the premier national level technical institute known as National Institutes of Technology (*NIT Rourkela*). Every year, on 3 March *Rourkela Day* has been celebrated.

The city has been selected as smart city in the third phase of the National Smart Cities Mission on 20 September 2016, which is to drive economic growth and improve the quality of life of people by enabling local area development. Rourkela has been declared India's Fastest Moving City (East Zone 2–10 Lakh).Rourkela is third largest city of Odisha state & categorised as a Tier-2 city.

HISTORY

The name *Rourkela* originates from the local language of Sadri which means "Your Village" (*Rour* = Your & *Kela* comes from the word "Kila" which means Village). It comes under Sundargarh district of the Indian state of Odisha.

The twin towns of Rourkela and Fertilizer Township, as well as their developed periphery, are located in areas that were once covered by dense forests. These forests were once a favourite hunting ground for the kings in the past. According to the census report of 2011, Rourkela has a population of 483,038 (Rourkela Industrial Township is 273,217 and Rourkela Town is 210,412) and the urban metropolitan area population is 536,450. Then railway station of Rourkela was within the revenue village of Mahulpali.

n.

SCOPE OF THE STUDY

My project was based on the SINHA SUZUKI PVT LTD and data was taken in the City Rourkela only. Marketing research shows more competition level in the market and it provide current information about market share of moter bikes & Scooters. At time which company is more better to his competitor.

This project is helpful leasing the risk involved in marketing decisions into two ways by providing as follows-

(a) Current information for the marketing manager to take decisions.

(b) Generalized knowledge of theory about the making decisions process.

OBJECTIVE OF THE STUDY

- The main objective was to study the customer behavior towards motor vehicle with special reference to Suzuki motorcycles & Scooters in the City of Rourkela. The Various sub objectives were to find out the following:
- To find the market share of Access 125 according to the segmentation.
- To find the ways to develop better relationship with the customer
- To the customers preferences towards two wheelers.

LIMITATION

- This research is geographically restricted to Rourkela city only. Hence the result cannot be extrapolated to other places.
- The study is restricted only to the organized sector of two wheeler industry
- The seriousness of the respondents and their ability to justify their answers may also be a limitation.
- The sample size is small.

RESEARCH METHODOLOGY

RESEARCH OF THE STUDY

Survey research is the systematic gathering of information from respondents for the purpose of understanding and/or predicting some aspects of the behaviors of the population of interest. It is the most common method of collecting primary data for marketing decisions. Survey can provide data on attitudes, feelings, beliefs, past and intended behaviors, knowledge, ownership, personal characteristics and other descriptive items.

Survey research is concerned with administration of questionnaires (interviewing). The survey research must be concerned with sampling, questionnaire design, questionnaire administration and data analysis. The administration of questionnaire to an individual or group of individuals is called an interview. A questionnaire is simply a formalized set of questions for eliciting information. As such, its function is measurement and it represents the most common form of measurement in marketing research.

Profile Of the Industry

SUZUKI MOTORCYCLES INDIAN HISTORY

Suzuki Motorcycle India Pvt., Ltd. engages in manufacturing two wheelers. The company's products include motorcycles and scooters. It offers its products through a network of dealers. The company was incorporated in 1997 and is based in Gurgaon, India. Suzuki Motorcycle India Pvt., Ltd. operates as the subsidiary of Suzuki Motor Corp.

Suzuki Motor Corporation (SMC), a global giant of motorcycle manufacturing is headquartered in Japan. It holds major stake in its Indian subsidiary, Suzuki Motorcycle India Private Limited (SMIL). SMIL was set up after Suzuki's re-entry into the Indian two-wheeler market after it severed ties with partner TVS in 2000-01. Suzuki was then the technology provider in the erstwhile joint venture company TVS Suzuki.

Suzuki Motorcycle India Pvt Ltd (SMIPL) is the latest entry into the already crowded Indian two-wheeler segment with players like Hero Honda, Bajaj Auto, Honda, and TVS. SMIPL have started their Indian operations with a 125-cc mass-market motorcycle. It has made an initial investment of Rs. 200 crores to start their Indian operations.

PRODUCTS OF SUZUKI MOTORCYCLES

1. GSX-R1000
2. Bandit 1250S
3. Hayabusa 1300
4. Intruder M1800R
5. GS150R
6. Zeus
7. SlingShot
8. Gixxer
9. Access 125
10. Avnees 125
11. V-Storm 250

MISSION OF SUZUKI

The core philosophy of SUZUKI is to provide -VALUE-PACKED PRODUCTS|. Since the founding of SUZUKI Motor Corporation, the Organization's Endeavour has always been to provide -VALUE- PACKED PRODUCTS| as one of the manufacturing philosophies.

SUZUKI believes that -VALUE-PACKED PRODUCTS| come from the effort to carry out Product development from customer's point of view. This policy has been in effect since Company's inception and has helped the Organization to meet customer's needs. As a result, Suzuki's Products have become well received throughout the World.

SUZUKI is fully committed to create Products that meet customer's demand by utilizing its dynamic, long-nurtured technological advantage coupled with its fresh and active human resources.

- Develop products of superior value by focusing on the customers
- Establish a refreshing and innovative company through teamwork
- Strive for individual excellence through continuous improvement

PRODUCT PROFILE



NEW SUZUKI ACCESS 125 FEATURES

- Xtra Torque Performance for more power and faster pick-up
- Telescopic front fork suspensions for comfortable riding
- Suzuki Eco Performance (SEP) Engine
- Tail lights that are trendy and attractive

- Long seat & long floor board for comfort seating & riding
- Large size underseat compartment
- Centralized ignition key switch, with shutter
- Convenient dual luggage hooks & Front pocket
- Multi-reflector lights for better visibility
- Stylish, Chrome-plated silencer cover
- 3D Access 125 logo
- Mobile Charger DC socket
- Digital Speedometer / Twin trip meter / Service indicator
- Suzuki Easy start system
- Best in class mileage of 64 km/L

SUZUKI ACCESS 125 TECHNICAL SPECIFICATIONS

Dimensions And Weight	
Overall length	1870 mm
Overall width	655 mm
Overall height	1160 mm
Wheelbase	1265 mm
Ground clearance	160 mm
Seat height	780 mm
Curb Mass	102 kg
Wheels	Steel / Alloy
Fuel Tank	5.6 L

Underseat space	22 L
-----------------	------

Engine	
Type	4-Cycle, Air-cooled
Number of cylinders	1
Value system	SOHC,2-Value
Displacement	124 cm ³ (cc)
Bore x Stroke (mm)	52.5 x 57.4 mm
Engine output	8.7ps @ 7000 rpm
Torque	10.2N-m @ 5000 rpm
Fuel system	Carburettor
Transmission	CVT
Starter system	Kick & Electric

Suspension	
Front	Telescopic
Rear	Swing-arm
Brake	
Front	Drum / Disc
Rear	Drum
Tyre Size	
Front	90/90 -12 – Tubeless

Rear	90/100 -10 – Tubeless
Electrical	
Battery	Maintenance Free 12V, 3Ah
Headlight	12V 35/35W

SUZUKI GIXXER SF TECHNICAL SPECIFICATIONS:

- Smart digital instrumentation with gear position and RPM Indicator
- 7-Step adjustable rear mono shock suspension
- Xtra Torque Performance for more power and faster pick-up
- Suzuki Eco Performance (SEP) Engine
- Sporty twin exhaust
- Rear disc-brake

Dimensions And Weight	
Overall length	2050 mm
Overall width	785 mm
Overall height	1085 mm
Wheelbase	1330 mm
Ground clearance	160 mm
Seat height	780 mm
Curb Mass	140 kg
Fuel Tank	12 L

Engine	
Type	4-Stroke, Air-cooled
Number of cylinders	1
Value system	SOHC,2 Value
Displacement	154.9 cm ³ (cc)
Bore x Stroke (mm)	56.0 mm x 62.9 mm
Engine output	14.8 ps @ 8000rpm
Torque	14 Nm @ 6000rpm
Fuel system	Carburettor / FI
Transmission	5 Speed, MT
Starter system	Kick & Electric

Suspension	
Front	Telescopic
Rear	Swing-arm, Mono Suspension
Brake	
Front	Disc
Rear	Disc
Tyre Size	
Front	100/80 – 17 – Tubeless
Rear	140/60R - 17 – Radial Tubeless
Electrical	
Battery	Maintenance Free 12V, 3Ah
Headlight	12V 35/35 W
Tail light	LED

SALES STRATEGY

Averagely they are selling 3 vehicles per day.Sky Suzuki is the No.1dealership in sales and other Activities?

It is a QLAD (quality leader through quality dealer).

At Sky Suzuki they gave the quality service to the customers why because –The cost is long forgotten but the quality is remebered for ever. They treat quality has a...

Q Quest for excellence

U Understanding customer's needs

A Action to achieve customer's appreciation

L Leadership determined to be a leader

I Involving all the people

T Team Spirit to work for a common goal

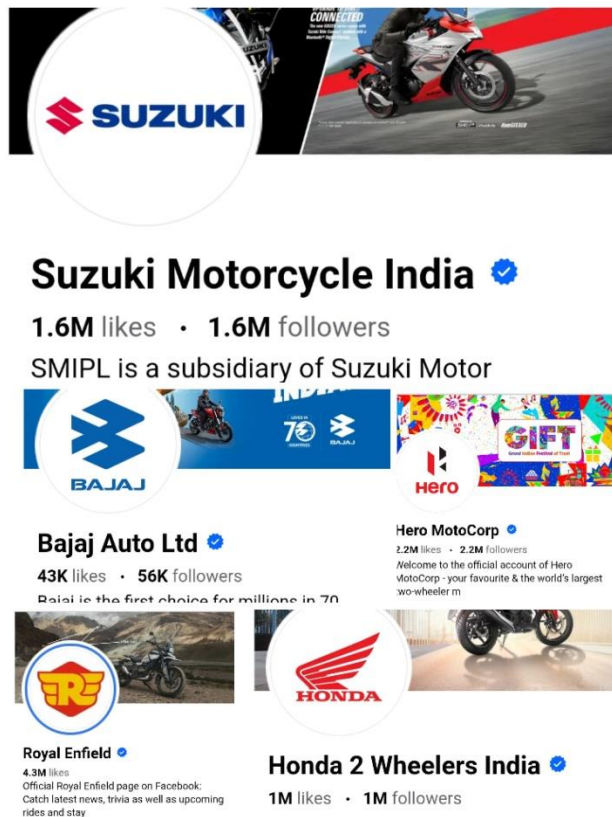
Y Yard sticks to measure programs.

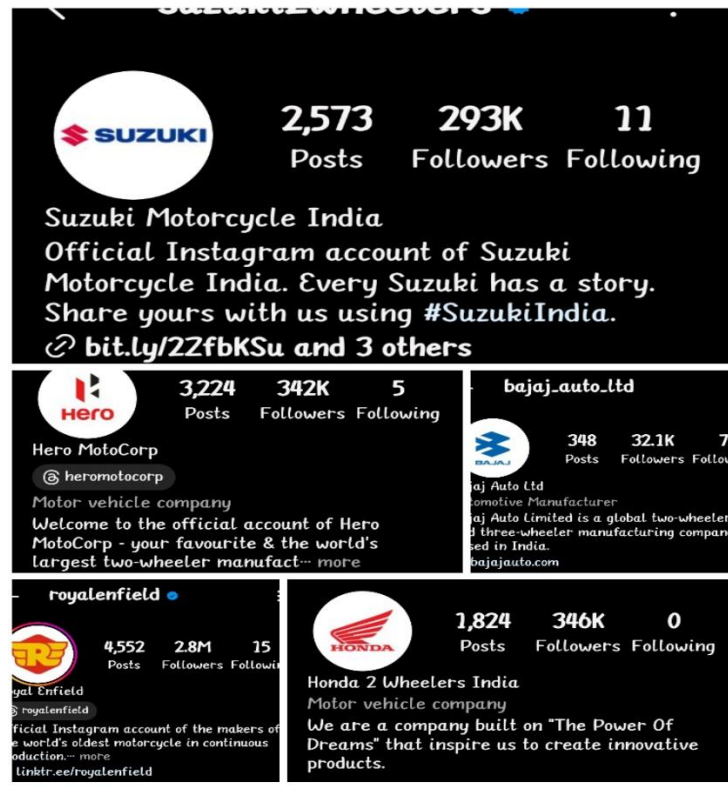
COMPETITOR ANALYSIS AND CUSTOMER ANALYSIS

COMPETITORS NAME

1. DUA MOTORS (HERO)
2. RM BAJAJ (BAJAJ)
3. ROYAL ENFIELD SHOWROOM (ROYAL ENFIELD)
4. HARSHEEL HONDA (HONDA)

SOCIAL MEDIA PERFORMAN





INFORMATION OF DIFFERENT BRANDS IN INDIA

SUZUKI

- Suzuki has a decent presence in India with a network of authorized dealers and service centers.
- They offer a range of commuter bikes and scooters, as well as some performance-oriented motorcycles.
- Suzuki showrooms typically provide good after-sales service and maintenance support.

Hero

- Hero MotoCorp is one of the largest two-wheeler manufacturers in India.
- They have an extensive network of dealerships and service centers across the country.
- Hero focuses on commuter bikes and has a reputation for delivering fuel-efficient and reliable motorcycles.

Honda

- Honda is another major player in the Indian two-wheeler market.
- They have a wide network of dealerships and service centers.
- Honda offers a range of scooters and motorcycles, including both commuter and performance-oriented models.
- Honda showrooms often emphasize a combination of style and reliability.

Royal Enfield

- Royal Enfield is known for its iconic, classic-style motorcycles.
- While their network may not be as vast as some other brands, they have a strong presence in India.
- Royal Enfield showrooms offer a unique experience and cater to enthusiasts of classic and adventure bikes

Bajaj

- Bajaj is a well-established manufacturer of motorcycles and three-wheelers.
- They have a wide network of dealerships and service centers.
- Bajaj offers a range of bikes, including sporty, commuter, and premium models.
- Bajaj showrooms often emphasize performance and innovation.

1.Brand Reputation and History

- Honda and Suzuki are renowned global brands with a long history of producing motorcycles.
- Hero is a well-established and highly popular Indian brand.
- Royal Enfield has a strong heritage and is known for its classic and retro-style motorcycles.
- Bajaj is a prominent Indian motorcycle manufacturer with a history of innovation.

2. Range of Models

- Honda, Suzuki, and Bajaj offer a wide range of models, from commuter bikes to sports bikes.
- Hero specializes in commuter motorcycles.
- Royal Enfield is known for its classic and cruiser-style bikes.

3. Technology and Innovation

- Honda and Suzuki are known for their advanced technology and innovative features in their bikes.
- Bajaj is recognized for its innovation, such as the Pulsar range.
- Hero focuses on providing reliable and cost-effective options.
- Royal Enfield emphasizes classic design and simplicity.

4. Fuel Efficiency

- Hero is known for its fuel-efficient commuter bikes.
- Honda and Suzuki also offer fuel-efficient options across various segments.
- Bajaj and Royal Enfield bikes may have varying fuel efficiency, depending on the model.

5. Performance and Features

- Honda, Suzuki, and Bajaj offer bikes with a range of performance levels and features, including advanced technology and safety features.
- Hero focuses on providing practical and cost-effective features.
- Royal Enfield prioritizes a classic and retro design with a balance of performance.

6. Price Range

- Hero typically offers more budget-friendly options.
- Honda and Suzuki bikes cover a wide price spectrum, from affordable commuters to premium offerings.
- Royal Enfield's bikes are positioned in the mid to high price range.
- Bajaj offers a mix of budget-friendly and premium models.

7. Resale Value

- Royal Enfield often maintains good resale value due to its iconic status.
- Honda and Suzuki bikes tend to have decent resale value.
- Hero bikes generally offer good resale value.
- Bajaj bikes may vary in resale value depending on the model.

8. Service and Network

- Honda, Suzuki, Hero, and Bajaj have extensive service networks across India.
- Royal Enfield, while growing, may have a more limited service network compared to the others.

9. Customer Reviews and Satisfaction

- Each brand has a mix of satisfied and dissatisfied customers, so researching specific models and reading user reviews can provide valuable insights.

CUSTOMER RELATIONSHIP

It's a well known fact that no business can exist without customers. In the business of Website design, it's important to work closely with your customers to make sure the site or system you create for them is as close to their requirements as you can manage. Because it's critical that you form a close working relationship with your client, customer service is of vital importance. What follows are a selection of tips that will make your clients feel valued, wanted and loved.

1 ENCOURAGE FACE-TO-FACE DEALINGS

This is the most daunting and downright scary part of interacting with a customer. If you're not used to this sort of thing it can be a pretty nerve-racking experience. Rest assured, though, it does get easier over time. It's important to meet your customers face to face at least once or even twice during the course of a project. Suzuki believes that if a potential client spends over half the meeting doing the talking, you're well on your way to a sale. In SMPIL always face to face dealing with customer.

2. RESPOND TO MESSAGES PROMPTLY AND KEEP YOUR CLIENTS INFORMED

This goes without saying really. We all know how annoying it is to wait message and you'll contact them about it as soon as possible. Even if days for a response to an email or phone call. It might not always be practical to deal with all customers' queries within the space of a few hours, but at least email or call them back and let them know you've received their you're not able to solve a problem right away, let the customer know you're working on it.

Suzuki always listen customer problem and solve his queries and always have communication with customer.

3 BE FRIENDLY AND APPROACHABLE

It's very important to be friendly, courteous and to make your clients feel like you're their friend and you're there to help them out. There will be times when you want to beat your clients over the head repeatedly with a blunt object - it happens to all of us. It's vital that you keep a clear head, respond to your clients' wishes as best you can, and at all times remain polite and courteous.

In Suzuki showroom all workers are trained and well behave with customer. Suzuki showroom's staff very friendly with clients.

4 .HAVE A CLEARLY-DEFINED CUSTOMER SERVICEPOLICY

This may not be too important when you're just starting out, but a clearlydefined customer service policy is going to save you a lot of time and effort in the long run. If a customer has a problem, what should they do? If the first option doesn't work, then what? Should they contact different people for billing and technical enquiries? If they're not satisfied with any aspect of your customer service, who should they tell?

There's nothing more annoying for a client than being passed from person to person, or not knowing who to turn to. Making sure they know exactly what to do at each stage of their enquiry should be of utmost importance. So make sure your customer service policy is present on your site -- and anywhere else it may be useful.

In Suzuki all terms & conditions are clearly mentioned so that no doubt in customer mind

5 ATTENTION TO DETAIL (ALSO KNOWN AS 'THE LITTLE NICETIES')

Have you ever received a Happy Birthday email or card from a company you were a client of? Have you ever had a personalized sign-up confirmation email for a service that you could tell was typed from scratch?

Even if it's as small as sending a Happy Holidays email to all your customers, it's something. It shows you care; it shows there are real people on the other end of that screen or telephone; and most importantly, it makes the customer feel welcomed, wanted and valued.

Suzuki has keep detail of all customers and make them happy on specific occasion.

6 ANTICIPATE YOUR CLIENT'S NEEDS & GO OUT OF YOUR WAY TO HELP THEM OUT

Sometimes this is easier said than done! However, achieving this supreme level of understanding with your clients will do wonders for your working relationship.

Suzuki always tries to know about customer needs and make the product according to them.

7 HONOUR YOUR PROMISES

It's possible this is the most important point in this article. The simple message: when you promise something, deliver. The most common example here is project delivery dates. Clients don't like to be disappointed. Sometimes, something may not get done, or you might miss a deadline through no fault of your own. Projects can be late, technology can fail and sub-contractors don't always deliver on time.

ACTUAL WORK DONE

1. Marketing and Sales

- Assist with marketing campaigns and promotional events.
- Conduct market research and analysis to understand customer preferences and industry trends.
- Support sales and customer relations activities.

2. Supply Chain and Logistics

- Gain insights into supply chain management by helping with inventory, procurement, and logistics tasks.
- Optimize supply chain processes for efficiency and cost savings.

3. Customer Service and Support

- Interact with customers and provide technical support or assistance.
- Handle customer inquiries and issues related to automotive products or services.

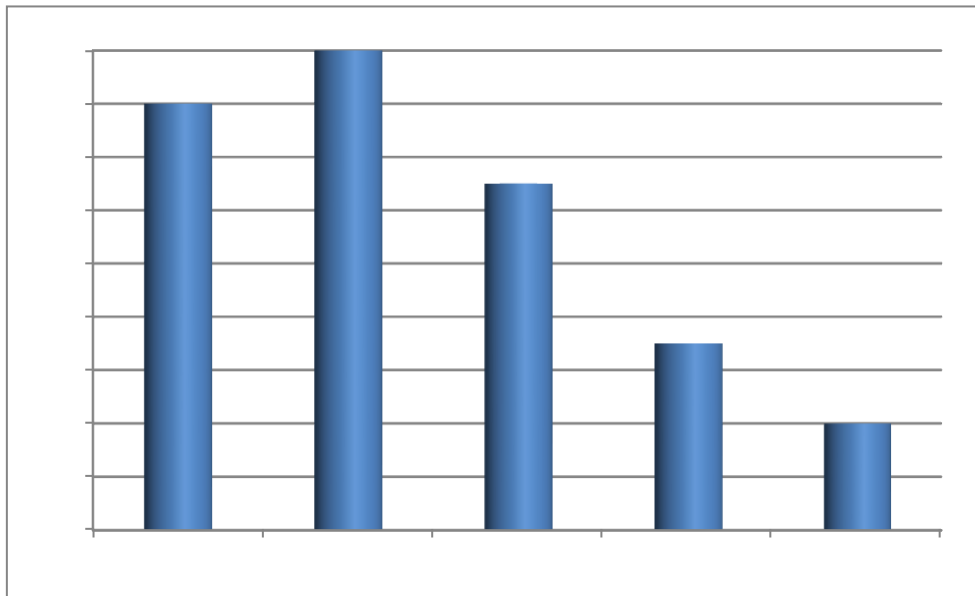
4. Project Management

- Assist in project planning, coordination, and execution.
- Manage and track project timelines, resources, and deliverables.

DATA ANALYSIS & INTERPRETATION

1. Customers awareness about the scooter brands

Type of scooter brand	Suzuki Access	Honda Activa	TVS Scooty/pep	Hero Honda pleasure	Others	Total
Customer awareness (%)	80%	90%	65%	35%	20%	100

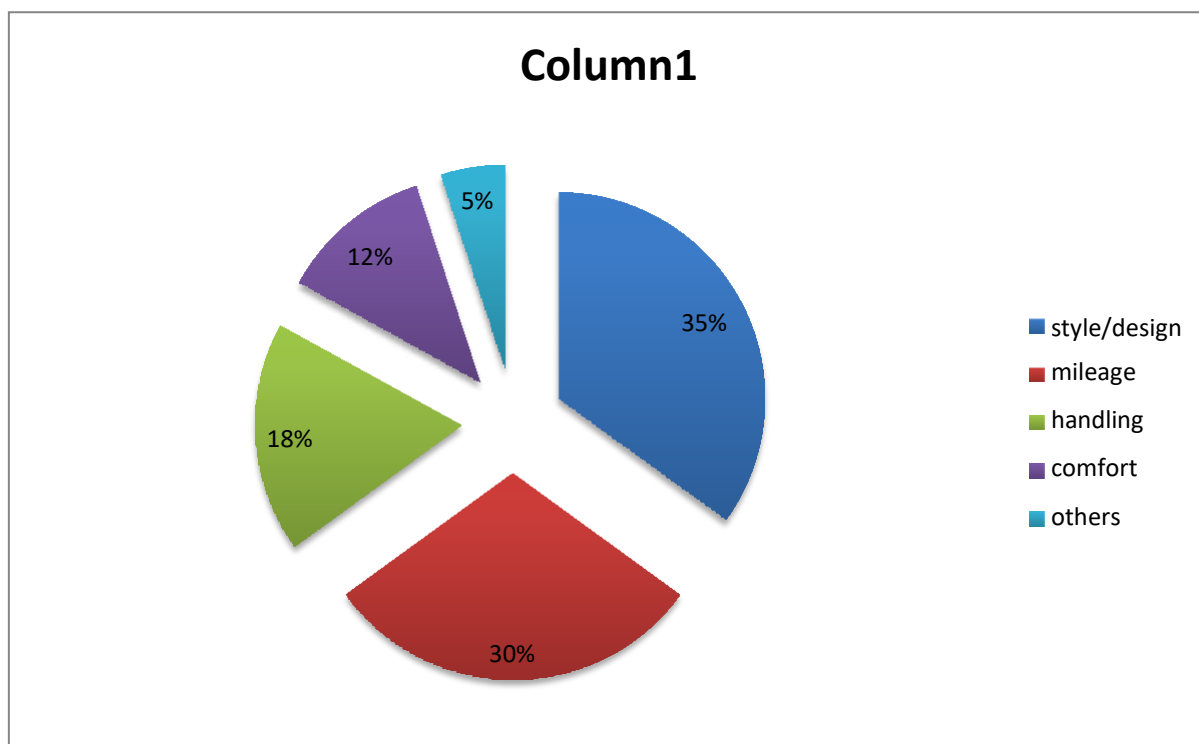


Analysis:

Respondents were asked about the scooter brands that they were aware of. Majority (90%) of the respondents said that they were aware of the brand Activa. Around 80% of the respondents said that they were aware of the Suzuki Access 125.

2. Features preferred as most important by customers of Scooter

Type of features	Looks /design	Mileage	Easy Handlin g	Comfort	Others	Total
No. of Customers	35	30	18	12	5	100

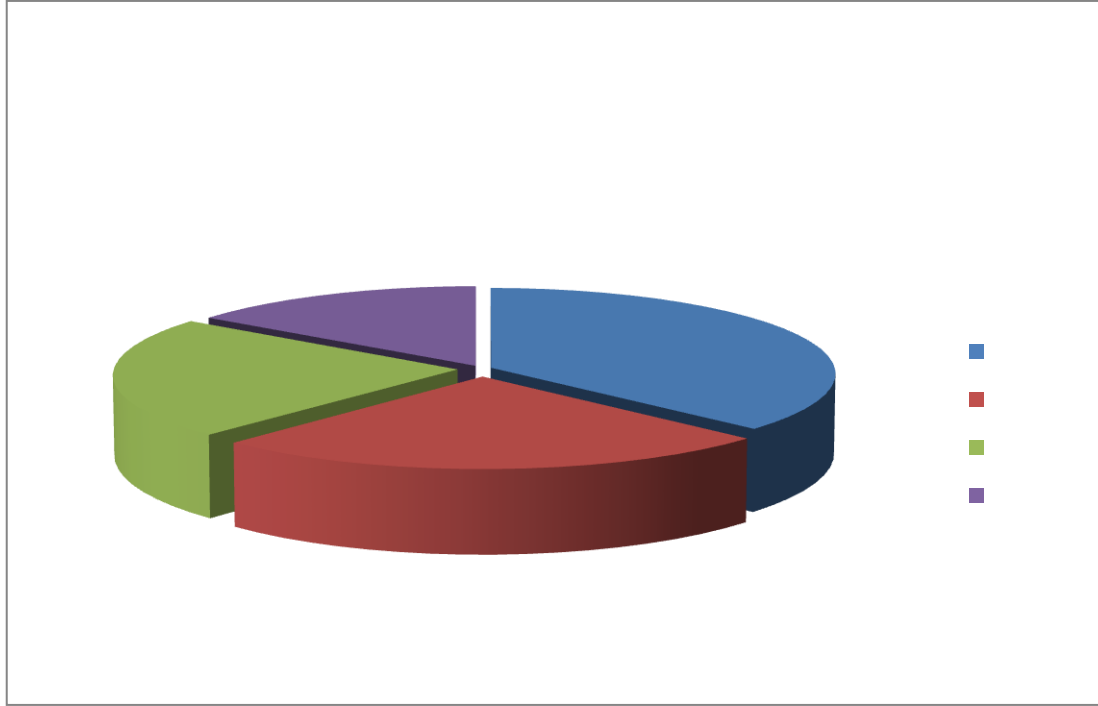


Analysis:

Looks play a major role in the scooter market as 35 percent prefer looks as the most important feature over mileage which is preferred by 30% customers

3.Features considered by the customers while purchasing a particular brand.

Features	Percentage of Customers
Looks	37
Mileage	25
Comfort	23
safety	15
Total	100

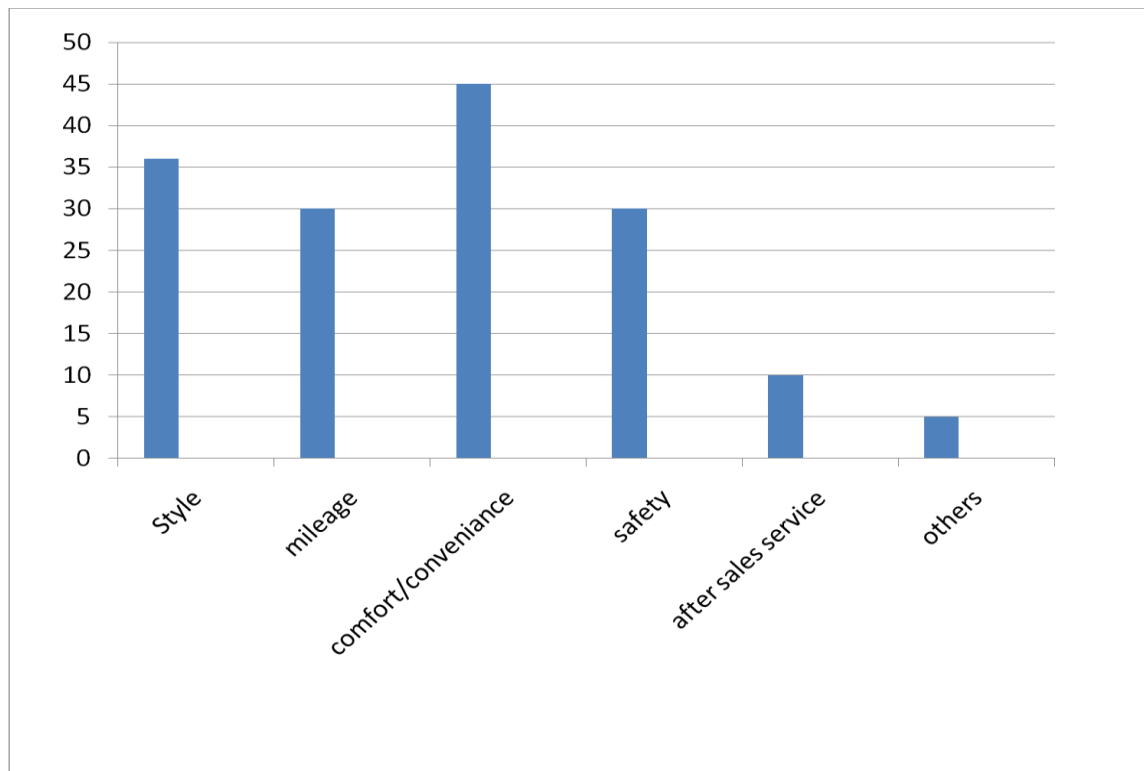


Analysis:

More than 25% respondents said that they consider mileage as the most important parameter while purchasing the scooter of any brand.

4. Most important feature which are like by the customers in Suzuki Access 125cc.

Features	Number of Customers
Style	36
Mileage	30
Comfort/Convenience	45
Safety	30
After sales service	10
Others	5



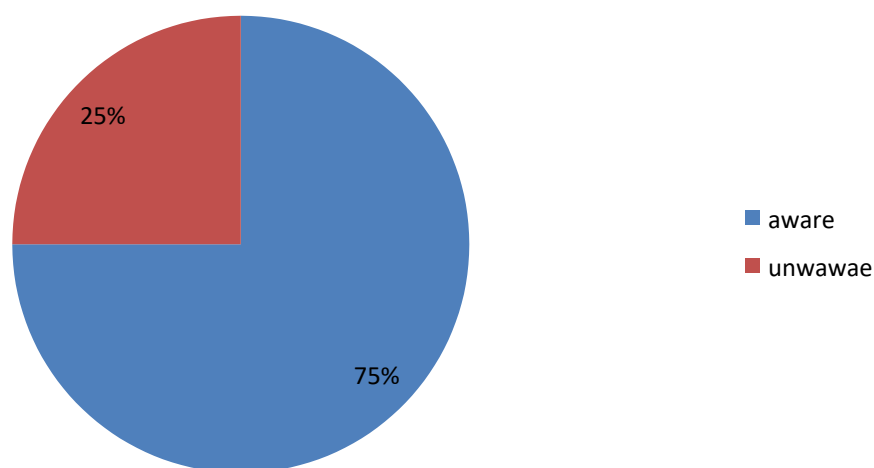
Analysis:

Majority of the customers liked the comfort they get while driving the Suzuki Access 125cc. Many of them were satisfied about the mileage.

5.Respondents awareness about Suzuki Access.

Respondents aware about the Suzuki Access	Respondents did not aware about the Suzuki Access
75	25

Awariness about Suzuki Access

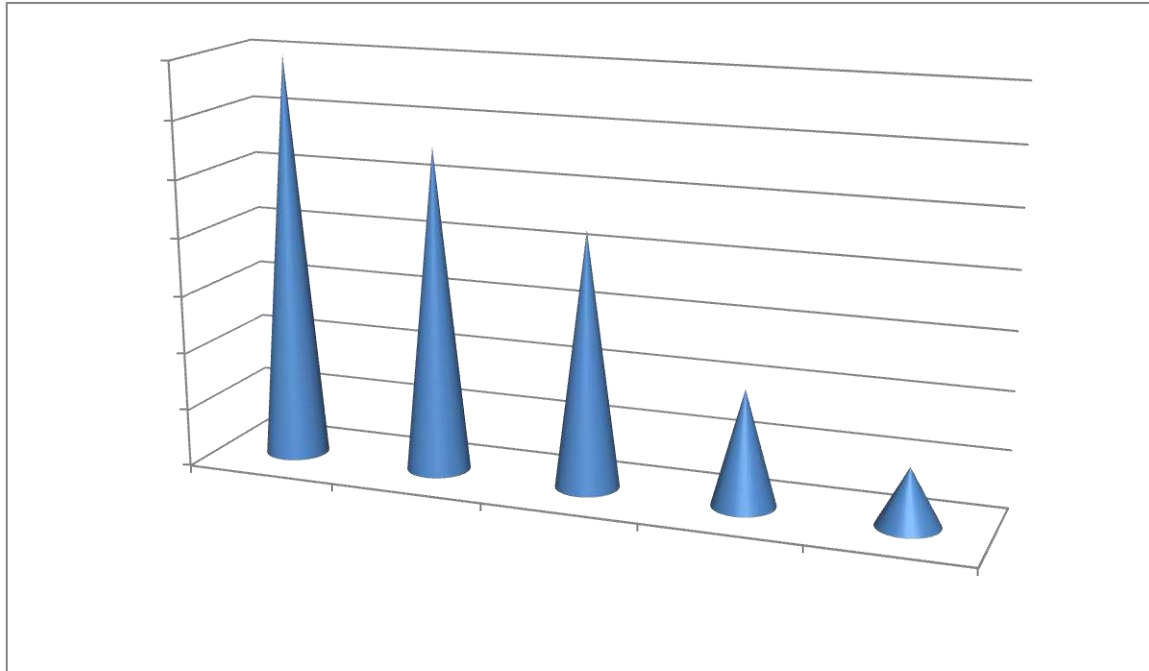


Analysis:

Out of the total customers who are the probable buyers it was found that about 75 percent were aware of the Suzuki Access 125.

6.Customer's perception about overall performance of Suzuki Access 125.

Type of Performance	Excellent	Very Good	Good	Average	Below average
Percentage	35	28	22	10	5



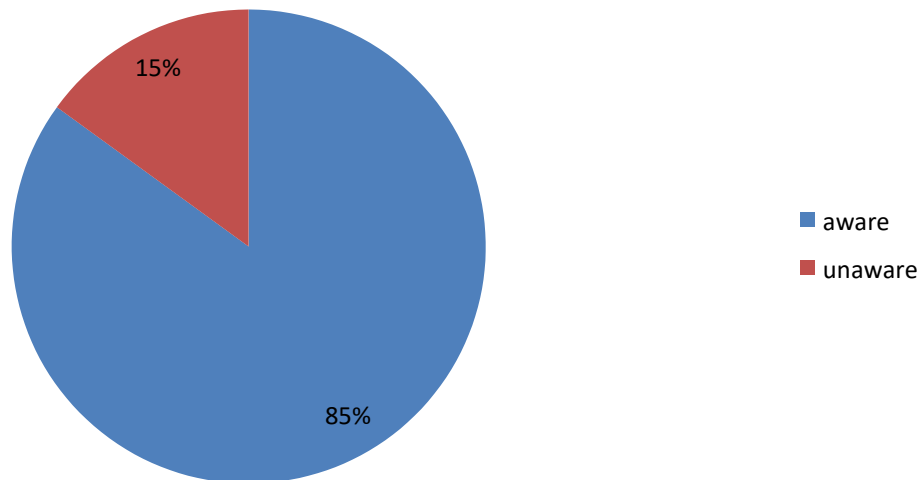
Analysis:

Nearly 85 % respondents are satisfied about the performance of the Suzuki Access 125 while the remaining 10% are not satisfied about the performance of Suzuki Access 125. Out of them 5% told that the performance of Suzuki Access is below average.

7. Percentage of respondents satisfied with the Suzuki Access.

Percentage of respondents satisfied with Suzuki Access	
Yes	85
No	15

Percentage of respondents satisfied with Suzuki Access

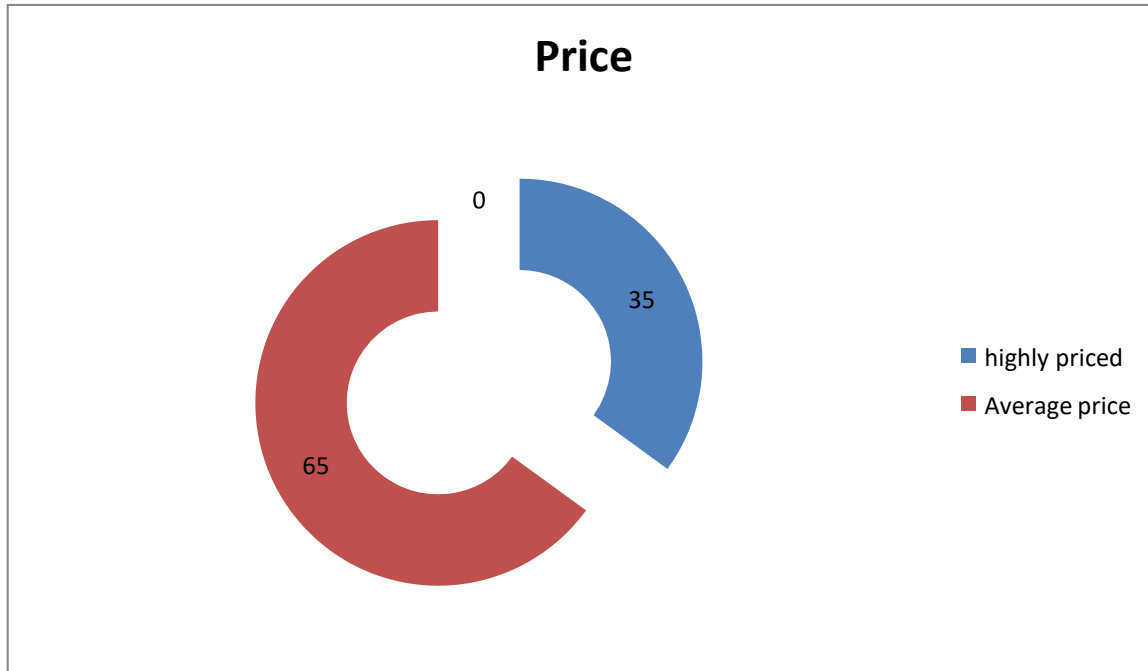


Analysis:

85 % of scooter users are satisfied while 16% are unhappy with their Suzuki Access.

8. WHAT ABOUT THE PRICE OF SUZUKI ACCESS 125?

	HIGHLY PRICED	AVERAGE PRICE
RESPONDENTS	35	65
PERCENTAGE (%)	35	65

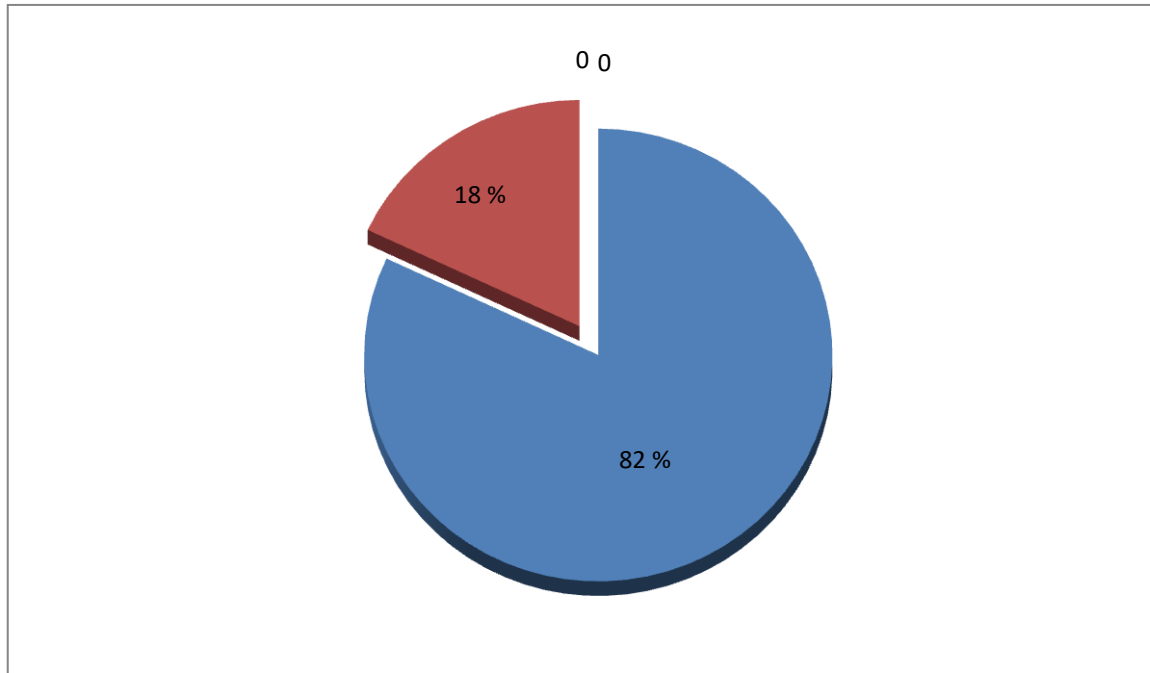


Analysis:

In this pie chart 65% customer are think that Suzuki Access 125 price is average and 35% customer are think that Suzuki Access 125cc price is high.

9.SATISFIED WITH SERVICE FROM THE SHOWROOM?

	YES	NO
RESPONDENT	82	18
PERCENTAGE (%)	82	18



Analysis:

In this pie chart we can see that 82% customer is satisfied with free service from the showroom so the company showroom maintain his service & customer relationship

FINDINGS

- The survey shows that looks play the major role in the scooter market as 35% prefers looks as most important feature
- The survey shows that majority of the customers liked the comfortness of Suzuki access 125
- The survey shows that 60% customers like Suzuki Access 125 and 40% are average .
- The survey shows those 43% customers are believed that quality is the best thing in Suzuki Access 125.

SUGGESTIONS

- Some of the respondents are unaware of the complete variety of sub offerings which Sinha Suzuki pvt. ltd. service station they should stick a pamphlet or hoarding which offers facts about sub services which attract consumer for buying.
- Maximum Number of respondents Accept as true with that the paid provider at Sinha Suzuki pvt. ltd

CONCLUSION

Indian 2-wheeler industry is the second largest in Asia after China. After the separation with TVS Motors the main focus of Suzuki has been to capture the Indian Market through its Product which are Best in terms of Style & Design and is trying to achieve more target of which it has laid down for the coming years its Recent Launched Bikes like Suzuki Hayabusa, Gixxer / Gixxer SF and Scooter Suzuki Access 125 have shaken the market leader Like Bajaj, Hero Honda & Honda is giving them a tough competition & soon going to launch few more Bikes in the market. But in a country like India where customer generally appreciates mileage it becomes necessary for a company like Suzuki which produces Bikes whose prices are towards the higher end to focus on other factors to which influence the consumer choice of Product like Prices, after sale services and many more.

After deep research, analysis and getting information about customer of Suzuki Access 125 as formulated that Suzuki Access has success in the market and people satisfied this product.

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