



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

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SUMMER INTERNSHIP PROJECT 2023

REPORT TITLE

Customer Buying Behavior of Suzuki Access 125
in the city of Rourkela.

SUBMITTED BY

MD Majid Hussain

MBA Batch: 2022-24

University Regn. No: 2206258174

Faculty Guide

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Corporate Guide

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CERTIFICATE OF INTERNAL GUIDE

This is to certify that Mr. MD Majid Hussain, bearing university registration no 2206258174 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



SINHA SUZUKI

Certificate

Ref.

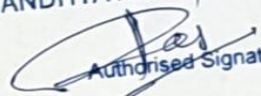
Date.

This is to certify that the Internship Project entitled "**Sales consultant at Sandhya Motors LLP (Sinha Suzuki), Rourkela**" by **Md Majid Hussain**, a student of MBA bearing University Registration No: **2206258174** 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.

(Rajkishore Barik.)

(HR manager
Sandhya Motors LLP.)

SANDHYA MOTORS LLP

Authorised Signatory

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

DECLARATION

I, Mr. MD Majid Hussain Bearing university registration no 2206258174 (2022-24 batch), Hereby declare that the project report titled “Customer buying behavior of Suzuki Access 125 in the city of Rourkela” 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 “A Customer buying behavior of Suzuki Access 125 in the city of 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 Dr. 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. Nishant Kumar Sinha (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

Every organization is compassed of many departments and studying about the roles responsibilities and functions of those departments in one of the most crucial job each department in an organization are inter related and inter dependent with each other and if a single department fails in achieving its objectives the whole cycle gets collapsed.

Co-ordination, co-operation, mutual understanding, exact inter personal conversation and so forth are most amongst the branch heads and sub organization goals and lead the business enterprise to progress.

Sinha Suzuki Pvt. Ltd is one of the proud seller of Suzuki motors cycle and scooters India Pvt. Two M/s Suzuki motors used to be establish with a prime purpose to provide the prestigious Suzuki vary of two wheelers and grant the exception offerings to the customer of this area.

Consumer choice making is undertaking carried out through the customer while arriving to that choice to purchase or no longer to buy a precise product the result of the activity is utilized by using both inner and external variables market has understood is a set a possible customer of client denotes that companies advertising combine source had input in the intellectual system of taking choice or services.

In aid of the meaning promoting is not an cease itself but it is the establishing of income to the performance different sales. Services are the factors that are evaluated by using the client after buying the product or usage of the service with its historical past is critical to find out past buy performance to find carried out in Rourkela city.

The study was once to testify consumer pride closer to employer which has adopted age technology for its product of bike/scooter and aggressive strategy for distribution home places that experience very supportive environment for the product can give the very hard new manufacturing in the market.

INTRODUCTION

CONSUMER BUYING BEHAVIOR

The main aim of the marketing is meet and satisfy target customer need and wants buyer behavior refers to the people or organization conduct activities and together with the impact of various influence on them towards making decision on purchase of product and service in a market. The field of consumer behavior studies how individuals, group and organization select, buy, use and dispose of goods, service, ideas, or experience to satisfy their needs and desires understanding consumer behavior and knowing customer are never simple. The wealth of product and service produced in a country make our economy strong. The behavior of human being during the purchase is being termed as “buyer behavior”. Customer says one thing but do another. They may not be in touch with their deeper motivations. They are responding to influences that change their mind at the last minute. A buyer makes take a decision whether save or spend the money.

Definition of Buyer Behavior

Buyer behavior is all psychological, social and physical behavior of potential customer as they become aware of evaluate, purchase, consume and tell others about product and service.

CONSUMER BUYING DECISION PROCESS

There are following five stages in consumer buying decision process.

1. Problem identification:-

The buying process starts when the buyer recognizes a problem or need. The need can be triggered by internal or external stimuli, marketers need to identify the circumstance that trigger a particular need. By gathering information from a number of consumers, marketers can identify the most frequent stimuli that spark an interest in a product category. They can then develop marketing strategies that trigger consumer interest.

2. Information search

The consumer tries to collect information regarding various product/services. Through gathering information, the consumer learns about competing brands and their features. Information may be collected from magazines, catalogues, retailers, friends, family members, business association, commercial, chamber of commerce, telephone directory, trade fair etc. Marketers should find out the source of information and their relative degree of importance to the consumers

Personal source: family, friends, neighbour, acquaintances.

Commercial source: advertising, sales persons, dealers, packaging, displays.

Public source: mass media, consumer, rating organizations.

Experimental sources: handling, examine, using the product.

3. Evaluation of alternative

There is no single process used by all consumers by one consumer in all buying situations. There is several first, the consumer processes, some basic concepts are: First, the consumer is trying to satisfy need.

Second, the consumer is looking for certain benefits from the product solutions.

The marketer must know which criteria the consumer will use in the purchase decision.

4. Choice of purchasing decision

From among the purchase of alternative the consumer makes the solution. It may be to buy or not to buy, If the decision is to buy. The other additional decisions are:

Which type of bike he must buy?

From whom to buy a bike?

How the payment to be made? And so on.

The marketer up to this stage has tried every means to influence the purchase behavior, but the choice is properly consumers. In the evaluation stage the consumer from preferences among the brand in the choice set. The consumer may also from intention to but the most preferred brand.

5. Post purchase behavior

After purchasing the product, the consumer will experience the same level of product. The marketers Job not End when the product is buying must monitor post-purchase satisfaction, post-purchase action, post-purchase use and disposal.

- **Post purchase satisfaction:-**

The buyer satisfaction is a function of closeness between the buyer's expectation and the product perceiver performance. The larger the gap between expectation and performance, the grater the consumer dissatisfaction.

- **Post purchase Action:-**

The consumers, satisfaction or dissatisfaction with the product influence subsequent behavior. If the consumer satisfied, he or she will exhibit a higher probability of purchasing the product again. Dissatisfaction consumer may abandon and return the product.

- **Post purchase use or disposal:-**

The marketer should also monitor new buyer use and dispose of the product. If the consumer store the product in a close, the product is probably not very satisfying. If the consumer throws the product away, the marketer need to know how they dispose of it; especially it can be hurt the environment.

Characteristic of buyer behaviors

The chief characteristics of the buyer's behavior are as follows:-

- It Consist of mental and physical activities which consumers undertake to get goods and services and obtain satisfaction from them.
- It includes both observable activities such as walking through the market to examine merchandise and making a purchase and mental activities-such as forming attitudes, perceiving advertising material, and learning to prefer particular brands.
- Consumer behavior are very complex and dynamic to constantly changing. Andtherefore, management need to adjust with the change of otherwise market may be lot.
- The Individuals specific behavior in the market place is affected by internal factor, such as need, motives, perception, and attitude, as well as by external of environmental influences such as the family social groups, culture, economics and business influences.

LITERATURE REVIEW

1. **Jansson-Boyd (2010)** the most important elements which dramatically affect a motivation of consumer are Needs, drives and goals. Need is the basic element which provokes consumers to start the certain action to satisfy the certain desire. Other elements can be considered of the same importance as needs, but need is a key element in chain of needs-drive-goals.
2. **According to Lantos (2010)** the consumer buying behavior defined as states of the felt lack of vital physiological requirement for optimal environment conditions.
3. **Kotler (2003)** marketing aims in satisfying the demands of the targeted customers. The domain of consumer behavior deals with issues effecting consumer's buying behavior. It aims in offering a clearer idea about the way consumer makes the selection, buys, utilises and disposes the respective product/service, experiences ideas, attain to satisfaction to the desires.
4. **Lamb et al, (2002)** the process of making decision by the consumer does not happen in vacuum. As against this, social, cultural, psychological and individual concerns influence this subject very strongly.
5. **According to Brain mullen (2001)** from the book "The psychology of consumer behavior" consumer behavior is the decision maker or behavior of the consumer in the market place of the services and goods. From the application of psychology, sociology, and demographics, the marketer can begin to understand why the consumers from the attitude and make decision to purchase the product. Consumer behavior is based on the consumer playing three different roles of buyer payer, user.
6. **According to Schiffman (1993)** consumer behavior is the sum of learned values, customs and beliefs that serve to direct the member of a specific society.
7. **Assail (1998)** in reference to any society, the population get categorised by prestige and power. As a result the hierarchy of class gets decided.
8. **Loudon and Della Bitta (1984)** the consumer behavior is the decision process and physical activity which the individual engage in evaluating, acquiring, using or disposing of goods and services.
9. **Engel et al. (1982)** projected that, customers with different lifestyle show variation in their consuming attitudes. Because the lifestyle of people is influenced by culture, social status, reference group and family, people with different lifestyle have distinct values, personalities and perceptions.

10. According to the Webster (1975) in his article “determining the characteristics of the socially conscious consumer” expressed that the behavior of buyer is all psychological, physical and social of potential customer as they become aware of evaluate purchase consume and tell other people about product and services”.

INDUSTRY PROFILE

India is the second largest manufacturer and producer of two-wheelers in the world. It stands next only to Japan and china in term of the number of two-wheelers produced and domestic sales respectively. The Indian two-wheelers industry made a small beginning in the early 50s when **Automobiles Products of India (API)** started manufacturing scooters in the country. Until 1958, API and Enfield were the sole producers.in 1948, Bajaj auto began trading in imported Vespa scooter and three-wheelers. Finally, in 1960, it set up a shop to manufacture them in technical collaboration with Piaggio of Ital. The agreement expired in 1971. In the initial stages, ARI dominated the scooter segment; Bajaj auto later overtook it. Although various government and private enterprises entered the fray for scooters, the only new player that has lasted till today is LML.

Under the regulated regime, foreign companies were not allowed to operate in India. It was a complete seller market with the waiting period for getting a scooter from Bajaj Auto being as high as 12 years. The motorcycles segment was no different, with only three manufacturing viz Enfield, Ideal Jawa and Escorts. While Enfield bullet was a four-stroke bike, Jawa and the Rajdoot were two-stroke bikes. Enfield 350cc bikes and Escorts 175cc bike initially dominated the motorcycle segment.

The two wheeler market was opened to foreign competition in the mid-80s. And then market leaders-escorts and Enfield-were caught unaware by the onslaught of the 100cc bikes of the four indo-Japanese joint ventures. Demand swelled, resulting in hero Honda – then the only producer of four stoke bikes (100cc category) gaining a top slot.

The first Japanese motor cycle was introduced in the early 80s. **TVS Suzuki and Hero Honda** brought in the first **two-stroke and four-stroke engine** motor cycles respectively. These two players initially started with assembly of CKD kits, and later on progressed to indigenous manufacturing.

COMPANY PROFILE

Suzuki motorcycle pvt ltd. Engages in manufacturing two-wheelers. the company's products includes motorcycles and scooters. It offers its products through 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 stakes in its Indian subsidiary, Suzuki motorcycle India private limited (SMIL), SMIL was set up after Suzuki's re-entry into the 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 in to 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 operation.

Company source have revealed that Suzuki would follow up this 125-cc bike with a high performance 150-cc sibling sometime next year. And for the budget segment, another 100cc bike is expected in the first quarter of 2006 mass market is the initial aim with plans to enter all segments rapidly. They have their facilities located in Gurgaon.

Suzuki had launched bikes by Diwali, which is the auspicious time for buying a new vehicle in Indian families. Their set up in Gurgaon has the capabilities of manufacturing one lakh motorcycles and they are ready to set up massively if the situation arises. They already have setup 40 dealership around the country and are going to establish 4,000-5,000 sq.ft showroom and service stations to provide services to the customers.

The parent company happens to be one of the largest manufacturers of two-wheeler in the world with more than 20 lakh bikes sold per annum. They are popular for their range of high performance road machines, lightweight super bikes, dirt bikes, street bikes, and motocross and fun bikes globally.

VISION, MISSION, & QUALITY POLICY

VISION

- 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 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.

MISSION

- 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

QUALITY POLICY

- Suzuki motorcycle is committed to deliver high quality products and good after sales service to ensure the customer delight through effective implementation of quality management system.

SCOPE OF THE STUDY

- To analyze the benefits accruing to the company as a result of the service.
- This study has been made to find the level of satisfaction the customer has regarding the service provided by the service provider.
- To advice to enhance their offerings standards to the customers.

OBJECTIVE OF THE STUDY

- To study about position of Suzuki bikes in the market.
- To study about consumer behavior for purchasing of bikes.
- To recognize the behavior of consumer towards Suzuki motorcycle.
- To find the ways to develop better relationship with the customers.

LIMITATIONS OF THE STUDY

- When the buyer are busy we can't get accurate data from them.
- Shortage of time.
- During survey some respondents did not give answers in proper manner.
- By busy working time table of executives it is tough to extract higher level information from them.

RESESRCH METHODOLOGY

SOURCES OF DATA

Primary data

This statistics may be accumulated at once from respondents by way of personnel interviewthru questionnaire

Secondary data

This statistics is usually developed and published for some purpose different than for assisting to remedy the trouble at hand. In this find out about the secondary statistics is amassed from interplay and discussion with officers at Sinha Suzuki Pvt. Ltd. showroom at Rourkela; additionally this data accumulate from magazines, websites of the association Suzuki Bike.

Questionnaire

A structure questionnaire will designed to acquire the statistics from the respondents. Before collecting the data a survey of 50 respondents will be executed to be aware of the accuracy ofthe questionnaire and to know the questions which can be effortless to comprehensible by means of the respondents. After this survey the correction will made. And used to acquire facts from 50 respondents from quite a number areas in Rourkela.

METHOD OF SAMPLING

Population: individuals who purchase Suzuki bike from Sinha Suzuki Pvt. Ltd. at Rourkela.

Sample frame: 50 respondents who purchase Suzuki motorcycle from Sinha Suzuki Pvt. Ltd. Rourkela.

Extent: Period of the study: 30days

Sample unit: Individuals (Businessman, students, professionals,)

Sample Method

Random sampling, convenience sampling method. Sample size: 50 respondents. (from each Taluka 10 respondents)

Measurement Technique

During the lookup questionnaires used as dimension methods from acquiring records immediately from the respondents.

Analysis of the Data

In this study the relationship between unbiased variable and biased variable are expressed in the form of percentage of the complete population and information is analyzed with the aid of the use of SPSS software.

SUZUKI MOTORCYCLES GLOBAL HISTORY

In 1909 Michio Suzuki founds the Suzuki Loom Company in Hamamatsu, Japan. He builds industrial looms for the thriving Japanese silk industry. **1937** To diversify activities, the company experiments with several interesting small car prototypes, but none go into production because the Japanese government declares civilian automobiles -non-essential commodities at the onset of WWII.

In 1952 when due to financial problems Suzuki ventured into developing clip on engines to bicycle frames. The first model was called the Power Free (36cc) and the follow-up model was the Diamond Free (60cc). Suzuki produced its first motorcycle in 1954 called the Colleda (90cc). Suzuki built small capacity bikes during the 50s and 60s and had only small export success until the introduction of the X6 (T20 super six), which gave Suzuki much name credibility. **In 1962** Using MZ's technology, Suzuki wins the newly created 50cc class in the World Championship.

The company will win the class every year until '67, and win the 125cc class twice in that period, too. With a well-established name Suzuki dared enter the big bike market and in 1967 Suzuki introduced T500. Which was known as the Titan in America and the Cobra in England

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. Company sources have revealed that Suzuki would follow up this 125cc bike with a high performance 150-cc sibling sometime next year. And for the budget segment, another 100cc bike is expected in the first quarter of 2006. Mass market is the initial aim with plans to enter all the segments rapidly. They have their facilities located in Gurgaon.

Suzuki had launched bike by Diwali, which is the auspicious time for buying a new vehicle in Indian families. Their setup in Gurgaon has the capabilities of manufacturing one lakh motorcycles and they are ready to step that up massively if the situation arises. They already have setup 40 dealerships around the country and are going to establish 4,000-5,000 sq.ft showroom and service stations to provide services to the customers.

The parent company happens to be one of the largest manufacturers of two wheelers in the world with more than 20 lakh bikes sold per annum. They are popular for their range of high performance road machines, lightweight super bikes, dirt bikes, street bikes, and motocross and fun bikes globally.

MISSION OF SUZUKI

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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.

PRODUCTS

- Suzuki Access 125cc
- Suzuki Burgman street
- Suzuki Access 125 SE
- Suzuki Hayabusa
- Suzuki Gixxer
- Suzuki Gixxer SF
- Suzuki Intruder
- Suzuki Gixxer 250
- Suzuki Gixxer SF 250
- Suzuki Hayate EP
- Suzuki GSX R1000
- Suzuki GSX-S750
- Suzuki V-Strom 650XT
- Suzuki DR-Z50
- Suzuki V-Strom 1000
- Suzuki GSX-R1000R
- Suzuki GSX S1000F
- Suzuki GSX S1000
- Suzuki RM-Z450

SALES STRATEGY

Averagely they are selling 3 vehicles per day. Sinha Suzuki is the No.1 dealership 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 remembered 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.

COMPETITORS INFORMATION

- DUA MOTORS (HERO)
- RM BAJAJ (BAJAJ)
- ROYAL ENFIELD SHOWROOM (ROYAL ENFIELD)
- HARSHEEL HONDA (HONDA)

SOCIAL MEDIA PERFORMANCE OF BRANDS



Suzuki Motorcycle India

1.6M likes · 1.6M followers

SMIPL is a subsidiary of Suzuki Motor



Bajaj Auto Ltd

43K likes · 56K followers

Bajaj is the first choice for millions in 70



Royal Enfield

4.3M likes

Official Royal Enfield page on Facebook. Catch latest news, trivia as well as upcoming rides and stay



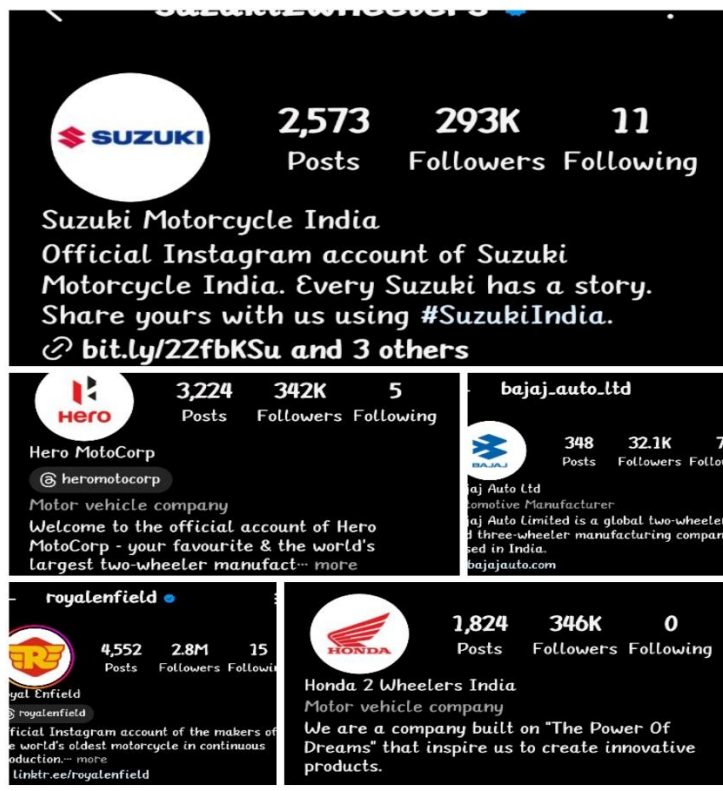
Honda 2 Wheelers India

1M likes · 1M followers

Hero MotoCorp

2.2M likes · 2.2M followers

Welcome to the official account of Hero MotoCorp - your favourite & the world's largest two-wheeler m



INFORMATIONS ABOUT BRANDS IN INDIA

1. 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.

2. 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.

3. 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.

4. 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.

5. 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.

BRANDS COMPARISON

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 & 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 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 SERVICE POLICY

This may not be too important when you're just starting out, but a clearly defined 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? These little niceties can be time consuming and aren't always cost effective, but remember to do them.

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 kept 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.

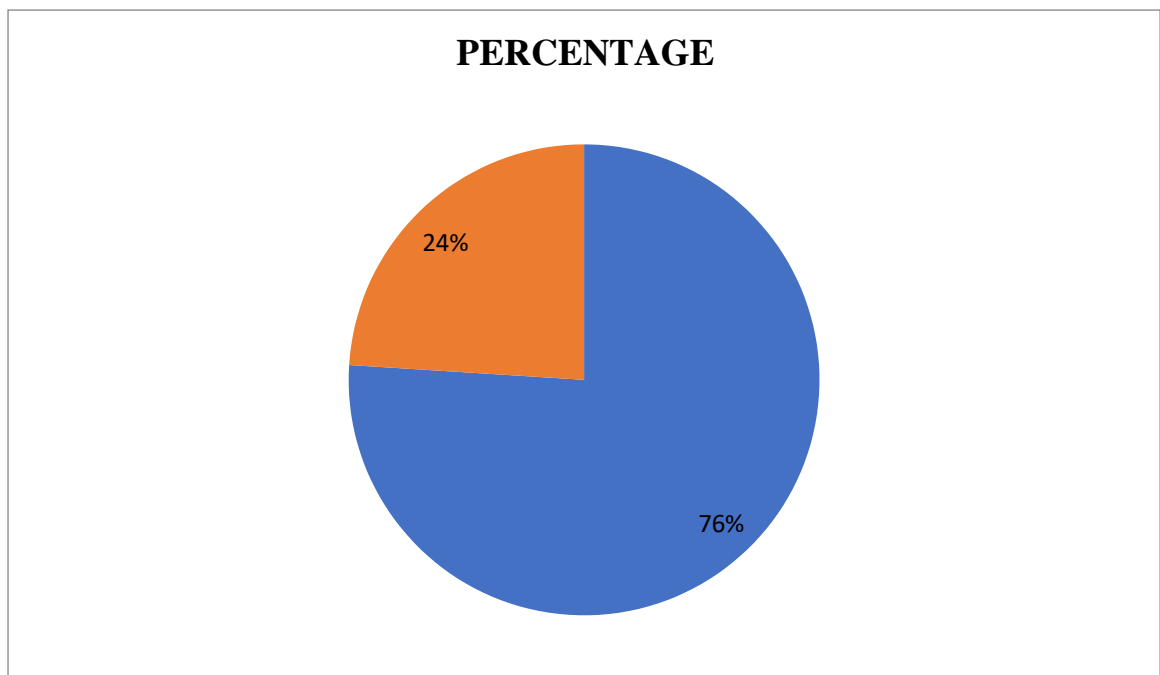
4. Project Management

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

SURVEY AND INTERPRETATION OF THE DATA

1. DO YOU HAVE OWN SUZUKI BIKE

PARTICULAR	NO. OF RESPONDENT	PERCENTAGE
YES	38	76%
NO	12	24%
TOTAL	50	100%

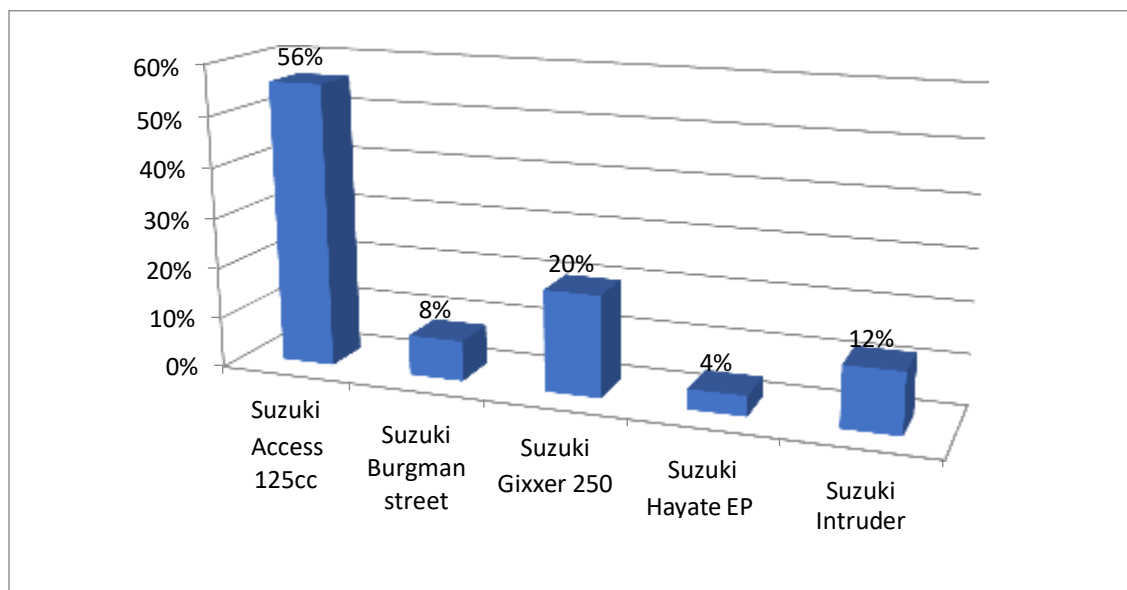


Interpretation

The above table and graph clearly shows that under the 50 of the respondents, maximum no. Of respondents using the Suzuki Bikes i.e. 76% and 24% is using another Bikes.

2. MODELS OF MOTOR CYCLE OF THE RESPONDENTS

PARTICULAR(MOST SELLING BIKES IN ROURKELA)	NO.OF RESPONDENTS	PERCENTAGE
SUZUKI ACCESS125CC	28	56%
SUZUKI BURGMAN STREET	4	8%
SUZUKI GIXXER 250	10	20%
SUZUKI HAYATE EP	2	4%
SUZUKI INTRUDER	6	12%
TOTAL	50	100%

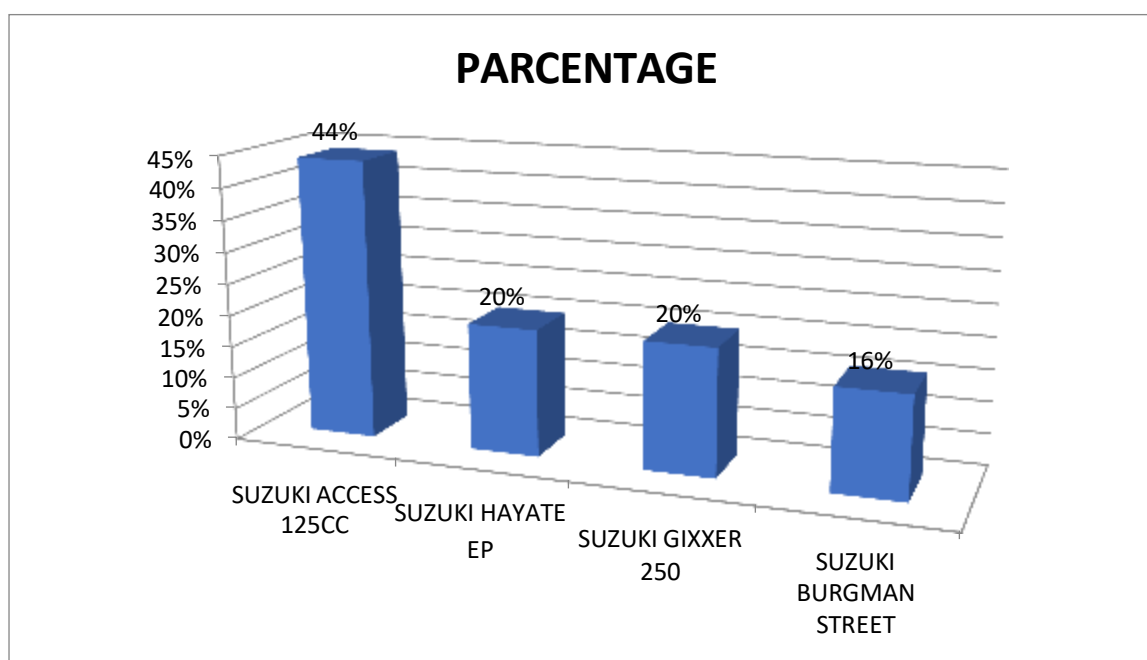


Interpretation

The above table and graph clearly shows that under the 50 of the respondents, 56% maximum respondents using the Suzuki Access 125cc, 8% Respondents using the Suzuki Burgman street, 20% of respondents using Suzuki Gixxer 250 and only 4% using Suzuki Hayate EP, 12% Respondents using Suzuki Intruder.

3. SINCE HOW MANY YEARS RESPONDENT USING THE BIKE

PARTICULARS	DURATION IN MONTH	RERCENTAGE
SUZUKI ACCESS 125CC	22	44%
SUZUKI BURGMAN STREET	8	16%
SUZUKI HAYATE EP	10	20%
SUZUKI GIXXER 250	10	20%
TOTAL	50	100%

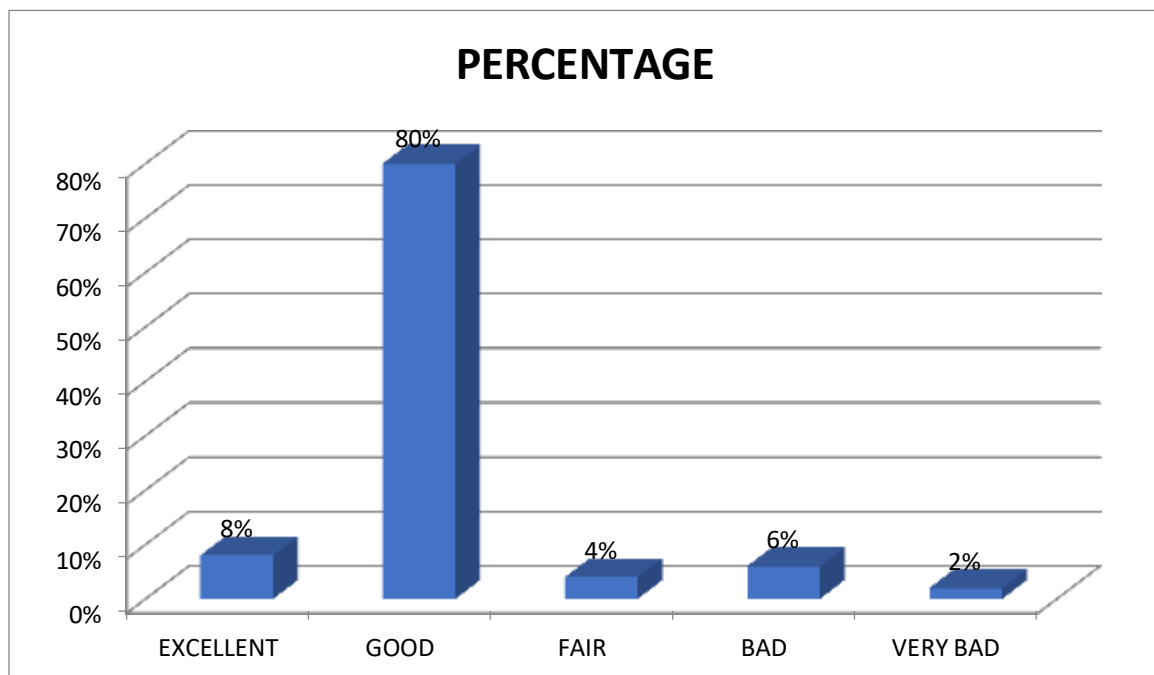


Interpretation

The above graph table clearly shows that under the 50 of respondents, Suzuki Access 125cc model using the maximum 44% of duration & Suzuki Hayate 20% of duration Suzuki Gixxer model using 20% of duration then Suzuki Burgman street 16% of duration using the respondents.

4. CO-OPERATION OF THE STAFF DURING SERVICES

CO-OPERATION	RESPONDENTS	PERCENTAGE
Excellent	4	8%
Good	40	80%
Fair	2	4%
Bad	3	6%
Very Bad	1	2%
TOTAL	50	100%

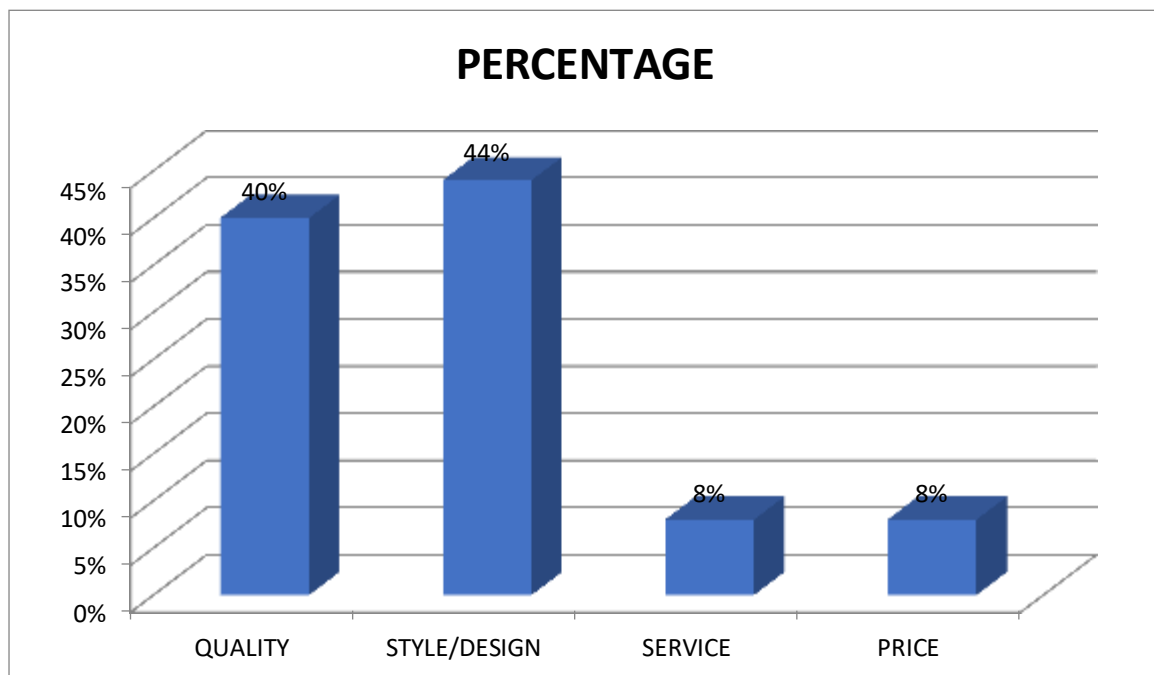


Interpretation

As from the above table and graph it seems that maximum number of the customers of the Sinha Suzuki Pvt. Ltd. that is 80% of the respondents are feel that the approach of the staff during service is excellent that is Excellent that is not satisfactory or dissatisfactory.

5. WHAT IS THE BEST THING IN SUZUKI BIKES?

PARTICULARS	RESPONDENTS	PERCENTAGE
Quality	20	40%
Style/Design	22	44%
Service	4	8%
Price	4	8%
TOTAL	50	100%

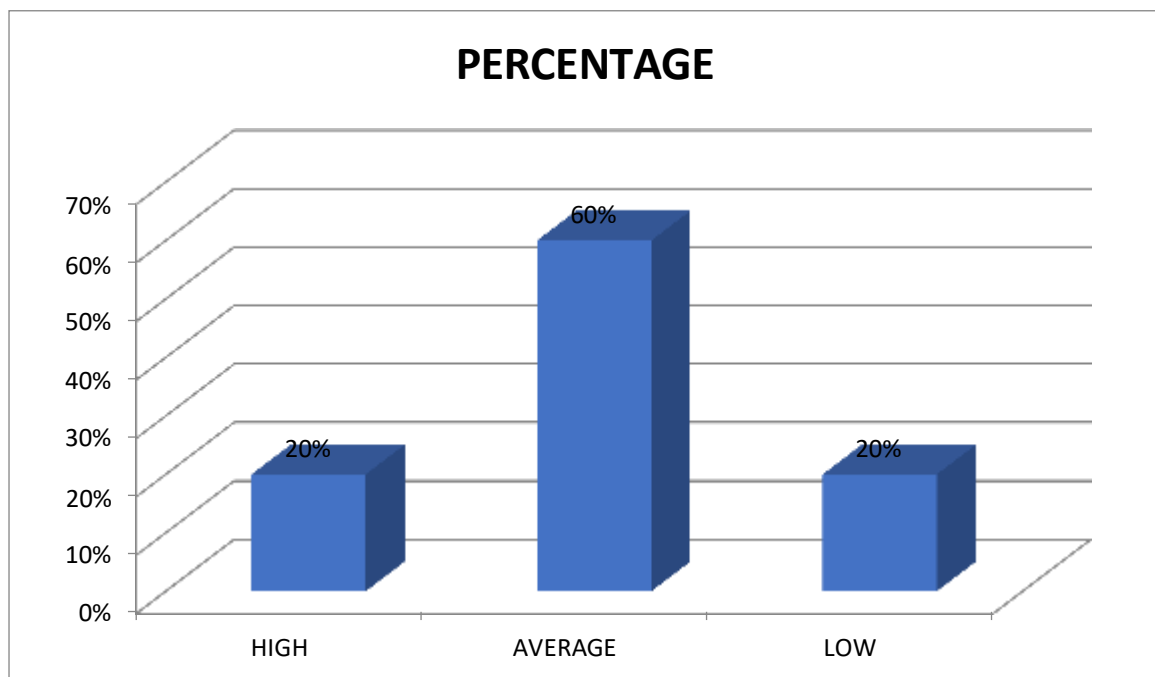


Interpretation

The above table and graph shows that 44% of the respondents maximum like the quality in the Suzuki bikes and 40% of the respondents like the design and style of the Suzuki bikes and 8% of the respondent like the service of the Suzuki bikes and remaining of the respondents like its price.

6. MAINTENANCE COST OF SUZUKI BIKES

PARTICULARS	RESPONDENTS	PERCENTAGE
HIGH	10	20%
AVERAGE	30	60%
LOW	10	20%
TOTAL	50	100%



Interpretation

the above table and graph shows that 60% of the maximum respondents think that Suzuki bikes are Average maintenance and 20% of the respondent think that it is high maintenance and remaining 20% of the respondents think it is low maintenance.

FINDINGS

- In this survey it used to be found that 70% of the respondents in Rourkela city are conscious about whole range of free offerings which are providing with the aid of Sinha Suzuki Pvt. Ltd.
- In this it was discovered that 3% of the respondent unaware about complete number of sub offerings which have given in every free service.
- This suggest that the usual overall performance of the Sinha Suzuki Pvt. Ltd. is good.
- In this survey it was observed that the 80% of the respondents feels that the value of paid carrier is moderate.

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.
- Some of the respondents only absolutely cozy after income offering provided offerings to all respondents.
- 30% of the respondents no longer preferring future paid offering at Sinha Suzuki Pvt. Ltd.
- So it is suggested that service to supply all the respondents will succeed in the future paid services.

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 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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