



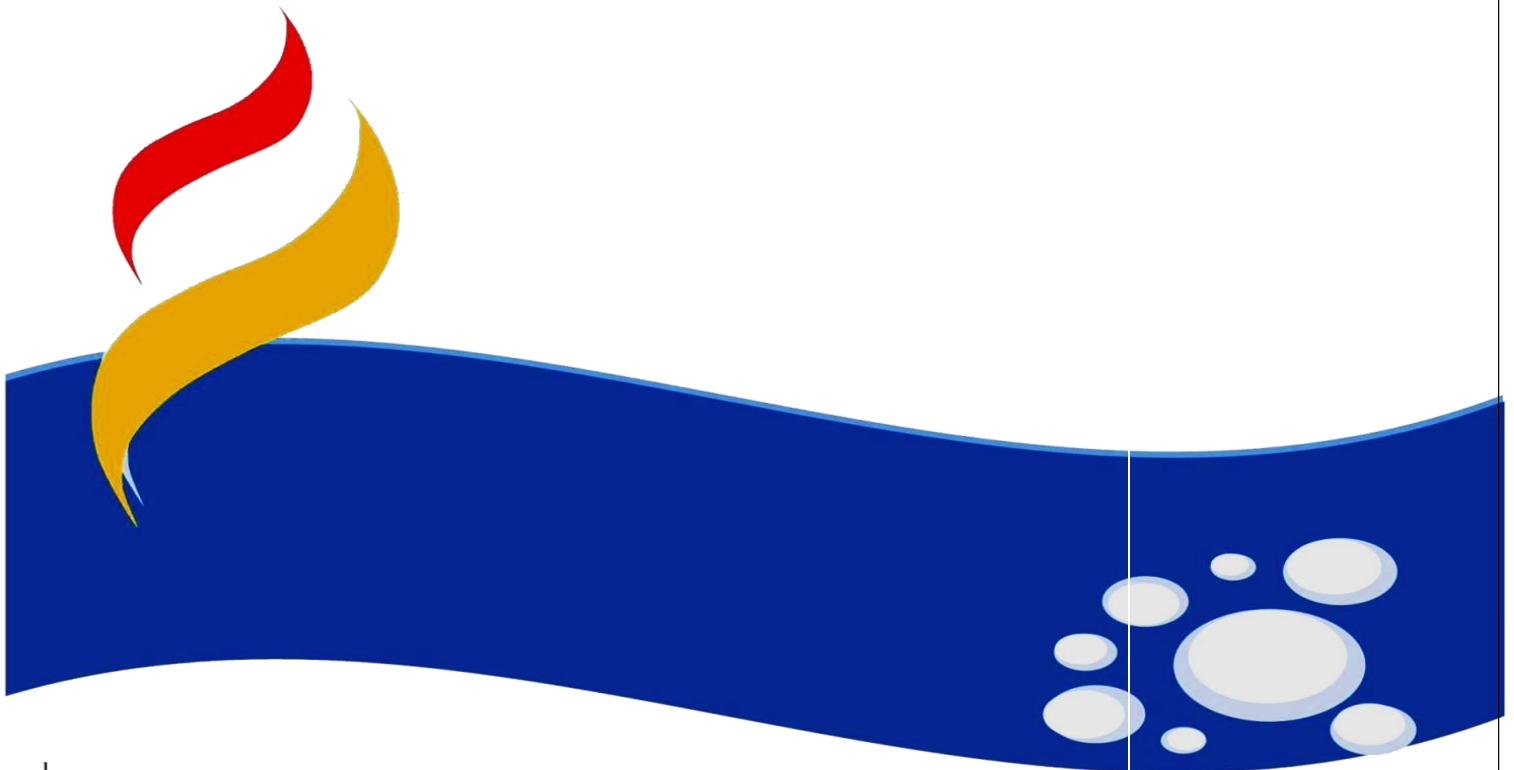
BIJU PATNAIK INSTITUTE OF IT & MANAGEMENT STUDIES

SUMMER INTERNSHIP REPORT 2021

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2006258133

INTERNAL GUIDE:
Dr. Vivek Mishra
Prof (Marketing)





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SUMMER INTERNSHIP REPORT 2021

**A STUDY OF CUSTOMER SATISFATION AT ADITYA HYUNDAI
CAR CARE PVT. LTD.**

SUBMITTED BY

PRATIK KUMRA SAHOO
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UNDER THE GUIDENCE OF

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INTERNAL GUIDE CERTIFICATE

This is to certify that the report entitled “**A STUDY OF CUSTOMER SATISFATION AT ADITYA HYUNDAI CAR CARE PVT. LTD**”. It has been prepared by **Mr. PRATIK KUMAR SAHOO** under my supervision and guidance **Dr. VIVEK MISHRA, PROF IN MARKETING, BIITM** for the fulfillment of virtual summer internship program of Master in Business Administration. His fieldwork is satisfactory.

Vivek Mishra

(Signature guide)

Dr.vivek mishra

Prof. (marketing), BIITM

DECLARTION

I PRATIK KUMAR SAHOO, of batch 2020-22, BIJU PATNAIK INSTITUTE OF IT & MANAGEMENT STUDIES, hereby declare that project work titled, “A STUDY OF CUSTOMER SATISFATION AT ADITYA HYUNDAI CAR CARE PVT. LTD” submitted to Biju Patnaik Institute management & Information Studies, affiliated to Biju Patnaik University of Technology (BPUT), is a record of research work done by me under the guidance of Dr. Vivek Mishra, Prof (Marketing), Sincerely regret any unintended discrepancies in this report.

This Summer Internship report has the requisite standard for the partial fulfillment of the MBA program at BIITM, BPUT. To best of my knowledge and belief no part of this report has been reproduced from any other report and the contents are based on live experiences that I faced during a period of 40 days from 15th DEC 2021 to 25th JAN 2022.

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ACKNOWLEDGMENT

I am using this opportunity to express my gratitude to everyone who supported me throughout the course of this SIP project. I am thankful for their aspiring guidance, invaluable constructive criticism and friendly advice during the project work. We are sincerely grateful to them for sharing their truthful and illuminating views on a number of issues related to the project.

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I would like to thank **Dr. P.K. Tripathy, Principal, BIITM** for giving me a chance to gain & Exposure in the corporate world.

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Last but not the least I would like to thank **Mr.K.Chandrasekhar, Associate Prof.GM cum Head Training & Placement department** for bringing me into exposure to such a wonderful company.

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EXECUTIVE SUMMARY

Present world is the world of competition. There is huge competition in each and every sector. Every one wants to be ahead of their competitors. The competitive landscape, rapidly changing technologies, increased complexity of products and services and more aware and demanding customers are all pushing the Organization to adopt the customer centric focus.

In the present dynamic business environment customer play a vital role and is of centric value to the Organization. Hence satisfying a customer by providing excellent services is of prime importance to the company.

First of all a proper outline of the entire survey work was decided like research objectives, research approach. The main objective of the research was to find out the satisfaction level of the customers from products offered by the company in the market. The next step was decide upon other areas of research design. To meet the main objectives of the research program me a proper sample size was decide upon, which represents the entire population and help in getting results. Structured questionnaire was used as research instrument and personal interview method was used for data collection in the whole survey. Analysis and interpretation were drawn from the entire data so as to focus on the major problems. Analysis and interpretation were further used to reach the results and findings of the survey and were also helpful in making the suggestions

Chapter-I INTRODUCTION

(Topic, Objectives, Introduction)

Chapter-1 Introduction

Topic

“A STUDY OF CUSTOMER SATISFATION AT ADITYA HYUNDAI CAR CARE PVT. LTD”.

Objective of study

- (I) To introspect into the satisfaction level of customers with respect to Hyundai motors.
- (II) To find out the satisfaction level of customers about services provided by Hyundai motors
- (III) To find out why customers preferred Hyundai motors Product in that Category of other cars.

The topic has been already given by the company to collect information about Current happening in the market. It also helps to makes improvements in service and quality of the product, for their long time existence in the market and getting profit. Simultaneously, it was also helpful for me to learn the channel of Distribution and observe the demand of particular products

Introduction

The Indian automotive component industry is dominated by around 500 players which account for more than 85% of the production. The turnover of this industry has been growing at a mammoth 28.05% per annum from 2002-03 onwards as illustrated in Fig which clarifies its emergence as one of India's fastest growing manufacturing sectors. During 1990s, the auto components market in India used to be dominated by supplies to the aftermarket with only 35% exports sourced by global Tier 1 OEMs (Original Equipment Manufacturers). The industry made a sustained shift to the global Tier 1 market and today, the component manufacturers supply 75% of their exports to global Tier 1 OEMs and the remaining to the aftermarket. This is largely due to the growing capability of The Indian component suppliers in understanding technical drawings, conversance with global automotive standards, economically attractive costs (manufacturing costs are 25%-30% lower than its western counterparts), flexibility in small batch production and growing information technology application for design, development and simulation.

Besides The burgeoning demand of auto components from global majors, the domestic automobile industry has been showing a sparkling growth caused by increasing customer base and affordable loans. Based on this, the turnover of The Indian auto component industry is expected to touch US\$ 18.7 billion by 2009 and estimated to reach US\$ 40 billion by 2014.

CHAPTER -II

COMPANY PROFILE

(Brief background, marketing mix, Marketing tactics, Business analysis SWOT Analysis)

Chapter-2 Company Analysis

Brief background

COMPANY PROFILE

Type Public	(KRX: 005380, LSE: HYUD)
Founded	1967
Founder	Chung Ju-Yung
Headquarters	Seoul, South Korea
Area served	International
Key people	Chung Mong-Koo, Chairman and CEO
Industry	Automobile manufacturer
Products	Automobiles
Revenue	₩ 62.1 billion (2014)
Net income	2.4 billion (2014)
Employees	150,000 (as of March 31, 2014) Parent Hyundai Kia Automotive Group
Website	Hyundai-Motor.com

Hyundai Motor Company

A Korean: division of the Hyundai Kia Automotive Group, is the world's fourth largest automaker in terms of units sold^[2] and one of the Big Asian Four (with Toyota, Honda and Nissan).^[3] Headquartered in Seoul, South Korea, Hyundai operates the world's largest integrated automobile manufacturing facility in Ulsan, which is capable of producing 1.6 million units annually. The Hyundai logo, a slanted, stylized 'H', is said to be symbolic of two people (the company and customer) shaking hands. Hyundai means "modernity" in Korean. The company's success is driven by the commitment of approximately 150,000 employees in more than assembly plants, Hyundai vehicles are sold in 198 countries through some 8,000 dealerships and showrooms worldwide.

History

Chung Ju-Yung founded the Hyundai Engineering and Construction Company in 1947. Hyundai Motor Company was later established in 1967, and the company's first model, the Cortina, was released in cooperation with Ford Motor Company in 1968.^[11] When Hyundai wanted to develop their own car, they hired George Turnbull in February 1974, the former Managing Director of Austin Morris at British Leyland. He in turn hired five other top British car engineers. They were body designer Kenneth Barnett, engineers John Simpson and Edward Chapman, John Crosthwaite, formerly of BRM, as chassis engineer and Peter Slater as chief development engineer. In 1975, the Pony, the first South Korean car, was released, with styling by Giorgio Giugiaro of ItalDesign and powertrain technology provided by Japan's Mitsubishi Motors. Exports began in the following year to Ecuador and soon thereafter to the Benelux countries. Hyundai entered the British market in 1982, selling 2993 cars in their first year there

In 1984, Hyundai began exporting the Pony to Canada, but not to the United States, as the Pony would not pass emissions standards there. Canadian sales greatly exceeded expectations, and it was at one point the top-selling car on the Canadian market. In 1985, the one millionth Hyundai car was built.^[17] Until the 1986 introduction of the larger Hyundai Grandeur, Hyundai offered a locally assembled Ford Granada for the South Korean executive market. The import of these knocked-down kits was permitted as long as Hyundai exported five cars for every single Granada brought in (the same demands were placed on Kia).^[18]

In 1986, Hyundai began to sell cars in the United States, and the Excel was nominated as "Best Product #10" by Fortune magazine, largely because of its affordability. The company began to produce models with its own technology in 1988, beginning with the midsize Sonata. In the spring of 1990, aggregate production of Hyundai automobiles reached the four million mark.^[17] In 1991, the company succeeded in developing its first proprietary gasoline engine, the four-cylinder Alpha, and also its own transmission, thus paving the way for technological independence.

In 1996, Hyundai Motor India Limited was established with a production plant in Irungattukottai near Chennai, India.^[19]

In 1998, Hyundai began to overhaul its image in an attempt to establish itself as a world-class brand. Chung Ju Yung transferred leadership of Hyundai Motor to his son, Chung Mong Koo, in 1999.^[20] Hyundai's parent company, Hyundai Motor Group, invested heavily in the quality, design, manufacturing, and long-term research of its vehicles. It added a 10-year or 100,000-mile (160,000 km) warranty to cars sold in the United States and launched an aggressive marketing campaign.

In 2004, Hyundai was ranked second in "initial quality" in a survey/study by J.D. Power and Associates in North America.^{[21][22]} Hyundai is now one of the top 100 most valuable brands worldwide according to Interbrand.^[23] Since 2002, Hyundai has also been one of the worldwide official sponsors of the FIFA World Cup.

In 2006, the South Korean government initiated an investigation of Chung Mong Koo's practices as head of Hyundai, suspecting him of corruption. On 28 April 2006, Chung was arrested, and charged for embezzlement of 100 billion South Korean won (US\$106 million).^[24] As a result, Hyundai vice chairman and CEO, Kim Dong-jin, replaced him as head of the company.

On 30 September 2011, Yang Seung Suk announced his retirement as CEO of Hyundai Motor Co. In the interim replacement period, Chung Mong-koo and Kim Eok-jo will divide the duties of the CEO position.^[25]

In 2014, Hyundai started an initiative to focus on improving vehicle dynamics in its vehicles and hired Albert Biermann, former Vice President of Engineering at BMW M to direct chassis development for Hyundai vehicles; stating "The company intends to become a technical leader in ride and handling, producing vehicles that lead their respective segments for driver engagement."^[26]

On 14 October 2020, Euisun Chung was inaugurated as the new chairman of the Hyundai Motor Group. His father, Chung Mong-Koo, has been made Honourary Chairman.^[27]

In April 2021, the company said that its profits rose by 187%, the highest rise in four years. The company recorded a profit of \$1.16 billion from the beginning of 2021 until March.^[28]

Business



The world's largest automobile manufacturing plant in Ulsan, South Korea, produces over 1.6 million vehicles annually.

In 1998, after a shake-up in the South Korean auto industry caused by overambitious expansion and the Asian financial crisis, Hyundai acquired the majority of rival Kia Motors.^[32]

In 2000, the company established a strategic alliance with DaimlerChrysler and severed its partnership with the Hyundai Group. In 2001, the Daimler-Hyundai Truck Corporation was formed. In 2004, however, DaimlerChrysler divested its interest in the company by selling its 10.5% stake for \$900 million.

Hyundai has invested in manufacturing plants in North America, India, the Czech Republic, Russia, China and Turkey as well as research and development centers in Europe, Asia, North America and the Pacific Rim. In 2004, Hyundai Motor Company had \$57.2 billion in sales in South Korea making it the country's second largest corporation, or chaebol, after Samsung. Worldwide sales in 2005 reached 2,533,695 units, an 11 percent increase over the previous year. In 2011, Hyundai sold 4.05 million cars worldwide and the Hyundai Motor Group was the world's fourth largest automaker behind GM, Volkswagen and Toyota.^{[33][34]} Hyundai vehicles are sold in 193 countries through some 5,000 dealerships.

In February 2021, CNBC reported that Apple and Hyundai-Kia are close to finalizing a deal to build an autonomous Apple car. The vehicle was said to be completely designed by Apple and would be built in Hyundai or Kia plants, and could potentially go into production in 2024.^[35] However, Hyundai Motor announced shortly after that it is no longer in talks with Apple.^{[36][37]}

In June 2021, Hyundai Motor Group completed its acquisition of a controlling interest in the robotics firm, Boston Dynamics. Hyundai Motor Group now takes an 80% share of the company.^[38]

MARKETING MIX

First model of Hyundai Motor Group was Cortina in year 1968 and it was co-produced with Ford Motor Company. In year 1975, company launched its first solo-effort car Pony and started its export to different countries like Ecuador and later to Canada. In 1986, Hyundai launched its vehicles in United States and its car Excel was declared one of the best ten products. Currently Hyundai's product folio includes engines, commercial vehicles and automobiles and some of the most popular ones are as follows-

- **Sedans, sports car and hatchbacks** like Aslan, Accent, Genesis, Eon, Elantra, i20, I10, Marcia, Santa Fe, Xcent and Hyundai Sonata
- **Vans and SUVs** include Tucson, Terracan, Santa Fe Sport and Porter 2
- **Commercial vehicles** include Hyundai 1620 urban bus, Aero City, Chorus, e-Mighty, HD160, Mega Truck, Mighty II, Super Truck and Universe
- **Concept car** include Vision G, Clix, Excel Electric-vehicle, Sonata Electric-vehicle, TB Concept Car and i-oniq

Note that within the above product lines, there are various product depths and product length as well. So an I20 will also have an I20 asta, I20 Magna and other variants. The low value, medium value and high value variants are present in most cars of Hyundai.



Place in the Marketing mix of Hyundai motors

Hyundai is fourth-largest manufacturer of vehicles in global market in 2016 and has largest manufacturing facility for integrated automobile in world. It is located in Ulsan, in South Korea and has 1.6 million units of production capacity on annual basis. Hyundai believes in its own qualitative products and services and hence has opened various manufacturing plants in different regions. Its European plant is located in *Nosovice* and has a capacity of manufacturing 300,000 vehicles annually. Company has also opened R&D facilities in places like *Hyderabad* which employs nearly 450 engineers to provide engineering and technical support in development of vehicles.

Vehicles belonging to Hyundai Motor Company are sold in nearly one hundred and ninety three countries in and across globe. It has a proficient distribution channel that comprises of dealers, salespersons, retailers and all these are possible because of nearly 5,000 showrooms and dealerships. Company employs nearly 75,000 employees, who are competent enough to manage good revenues. Hyundai has to penetrate all markets and hence has undertaken numerous steps to reach rural parts of every country with a number of dealership outlets.



Important in the place element of Hyundai is also the fact that their dealerships have beautiful outlets. Most of the dealerships have multiple sales personnel to attend to the numerous customers walking in. Once the customer walks in, a sales person presents all the options of cars with them and also understands the customers demography and requirement. Accordingly, the deal is finalised. The sales executives are well trained with ample competitive knowledge to close the customer who has walked in. The company takes care of the training. The same outlet also acts as service center so that the customer feels confident about the service part as well.

Price in the Marketing mix of Hyundai motors

Hyundai is a global brand that has been tapping the emerging markets successfully. Its pricing policies have helped it to maintain its position as one of the best automakers in industry. In order to cater to different sections of society it has manufactured numerous vehicles and kept varied pricing policies for them. Some of its cars belong to competitive pricing category, whereas others like luxury car Genesis belongs to premium pricing category.

In order to make its penetration policy successful it has managed to keep its prices affordable for consumers. Hyundai has been known for supplying value-based products and its prices have been set at a competitive rate when compared to competitors. It can also be said to be value based pricing, because as the value provided in each model changes, the price of the car rises. It gives several trade benefits as well to its dealers to promote the products from time to time.

Promotions in the Marketing mix of Hyundai motors

Hyundai recognises the potential of promotional activities and hence has always gone for different and varied marketing strategies to create positive brand awareness. In year 2012, company started a brand campaign globally that emphasised on its Modern Premium thinking process.

Hyundai wanted each and every customer to relate his/her vehicle with moments of happiness and good memories. Company has been associated with different sports to create its brand visibility. It has entered motorsport in year 1998 and 1999, competing in *world Rally Championships*. It has various sponsorship deals in sports like FIFA, A-League, Korea Football Association, Brisbane Lions and Hyundai Hockey Helpers.

In year 2015 *Santa Fe* became Pope-mobile officially for Pope Francis. Hyundai has made various ads and commercials that are telecast on television, radio, print media like magazines, newspapers, hoardings. It has also started utilising online facilities for promoting its products as it realizes it's true potential. Superstar *Shahrukh Khan* has been associated with Hyundai as its brand ambassador.

Marketing Strategy of Hyundai Motors

Hyundai Motor Co. is a South Korean automobile MNC which started its operation in 1967 and it never looked back. It is mainly in manufacturing and marketing of automobiles, commercial vehicles and engines in 195+ countries worldwide.

Being majorly in the economy segment, in many developing nations it is in leadership positions while in some it is in 2nd position. Due to stagnant growth rate, fuel price volatility, government regulations and environmental conditions; automobile industry is facing downturn and that's why the company like Hyundai is focusing on satisfying customer needs through improving in product performance, design & service.

Segmentation, targeting, positioning in the Marketing strategy of Hyundai Motors –

Hyundai uses behavioural & psychographic segmentation variables to segment the market in homogeneous groups. It is majorly in an economic segment and is entering the premium segment through its offerings in SUV's segment and new showroom setup i.e. Hyundai Motorstudio.

Differentiated targeting strategy is used by Hyundai to target the customers and satisfy their needs and wants.

Positioning is the most important aspect that is driving the market forces. Hyundai uses a mix of product & value-based positioning strategies to create an experience for their customers rather than just selling its products.

Strengths in the SWOT analysis of Hyundai

- Hyundai India has such a brand equity that it is almost assumed to be an Indian brand, with lot of good accolades for being India's second most selling brand next to MUL in market share
- Hyundai Motor India limited is the largest car exporter from Asian Market which showed a 10% growth compared to last FY
- The domestic sales is increasing at an average rate of 19.1%
- HMIL is known for its quality products which has better performance and it has constantly been ahead in the race with Maruti Udyog limited in many parameters
- The product length includes around 8 cars, starting from new Eon in small car segment to SUV segment Santa Fe
- Among the automobile players only HMIL is known for its CSR activities
- Hyundai products never fail to win laurels in each segment from various automobile ratings ever since its operations in India
- Hyundai , has the largest network of showrooms and service station next to Maruti in India
- An article in Economic times quoted that "Hyundai Eon launched , treads on Alto territory" indicated that Eon will act as a threat to reduction in Alto's market share



	HYUNDAI EON	MARUTI ALTO
Pricing	₹2.7 Lakh	₹2.32 Lakh
Engine	814 cc petrol	800 cc petrol
Mileage	21.1 kmpl	19.73 kmpl
Advantage	Styling & Space	Reliable Brand & Wide Service Network
Odds	Over Priced	Dated Design & Engineering
Average Monthly Sales	10,000 (Targeted)	32,000

Weaknesses in the SWOT analysis of Hyundai

- HMIL took a long time to gain the market share as its not the first mover in India
- In terms of most reliable and trusted brand; Maruti is more strong in Indian subcontinent
- Spare parts of Hyundai vehicles are comparatively priced higher and spare parts do not have PAN India presence
- In SUV segment both Tucson and its next model Santa Fe didnt make a major impact
- Increase in commodity prices such as steel, aluminium and ancillary parts has affected margins
- Since HMIL concentrates on both domestic and International sales there are higher risks of exchange rate fluctuations
- As Hyundai majorly concentrates on quality, most of its product are in premium category in each segment. Hyundai is still struggling to make a better impact in small car segment in terms of cost efficiency like other manufactures
- Hyundai doesn't have any product match to compete in Corporate orders like Tata Indica V2, Tata Sumo, Tata Indigo, Chevy Tavera, Ford Fiesta etc. These vehicles are most preferred in both cab segment and government booking for bulk orders

Opportunities in the SWOT analysis of Hyundai

- SIAM – Society of Indian automobile Manufacturers, have stated that there is steady increase in Car sales both Domestic and Indian contributing a valuable share in India's Gdp
- The export markets growth rate is 22.30% compared to last fiscal year
- The saving consumption pattern of India is an added advantage for any segment doing business in India. This was one of the major reason for Indian market to survive amidst global recession
- There is more scope of HMIL to enter into small car segment as its has dedicated R&D plant in Hyderabad, India. Hyundai is one of the very few companies that has widest R&D network across the world located in Korea, Europe, India, US, Japan
- Hyundai has very good opportunity in entering into commercial vehicles and Recreational vehicles as they are already doing well outside India. Currently HMIL has its focus only on Passenger car segment

Threats in the SWOT analysis of Hyundai

- Though Hyundai claims itself to have no direct competitors other than MUL, there are Indian players like Tata, Mahindra imposing a strong threat for Hyundai Motors India to expand its product category
- Foreign Direct Investments flowing in Indian automobile space are not good signs for already existing Giants like MUL and Hyundai.
- Almost all major automobile players have started invading India to open up their market and their manufacturing plant in India."Chennai" is referred to as the Detroit of Asia!

Chapter-III INDUSTRY ANALYSIS

Auto-mobile in India, Market size growth

•

Industry Analysis

In 2020, India was the fifth-largest auto market, with ~3.49 million units combined sold in the passenger and commercial vehicles categories. It was the seventh-largest manufacturer of commercial vehicles in 2019.

The two wheelers segment dominate the market in terms of volume owing to a growing middle class and a young population. Moreover, the growing interest of the companies in exploring the rural markets further aided the growth of the sector.

India is also a prominent auto exporter and has strong export growth expectations for the near future. In addition, several initiatives by the Government of India and major automobile players in the Indian market is expected to make India a leader in the two-wheeler and four-wheeler market in the world by 2020.

Market Size

Domestic automobiles production increased at 2.36% CAGR between FY16-20 with 26.36 million vehicles being manufactured in the country in FY20. Overall, domestic automobiles sales increased at 1.29% CAGR between FY16-FY20 with 21.55 million vehicles being sold in FY20. In FY21, the total passenger vehicles production reached 22,652,108.

In October 2021, the total production volume of passenger vehicles (except for BMW, Mercedes, Tata Motors & Volvo Auto), three wheelers, two wheelers and quadricycles reached 2,214,745 units.

Two wheelers and passenger vehicles dominate the domestic Indian auto market. Passenger car sales are dominated by small and mid-sized cars. Two wheelers and passenger cars accounted for 80.8% and 12.9% market share, respectively, accounting for a combined sale of over 20.1 million vehicles in FY20.

In July-September 2021 quarter, the luxury car market registered sales of 8,500 units.

Overall, automobile export reached 4.77 million vehicles in FY20, growing at a CAGR of 6.94% during FY16-FY20. Two wheelers made up 73.9% of the vehicles exported, followed by passenger vehicles at 14.2%, three wheelers at 10.5% and commercial vehicles at 1.3%.

Indian automobile exports stood at 1,419,430 units from April 2021 to June 2021 as compared to 436,500 units in April 2020 to June 2020.

EV sales, excluding E-rickshaws, in India witnessed a growth of 20% and reached 1.56 lakh units in FY20 driven by two wheelers. According to NITI Aayog and Rocky Mountain Institute (RMI) India's EV finance industry is likely to reach Rs. 3.7 lakh crore (US\$ 50 billion) in 2030. A report by India Energy Storage Alliance estimated that EV market in India is likely to increase at a CAGR of 36% until 2026. In addition, projection for EV battery market is forecast to expand at a CAGR of 30% during the same period.

- Premium motorbike sales in India recorded seven-fold jump in domestic sales, reaching 13,982 units during April-September 2019. The luxury car market is expected to register sales of 28,000-33,000 units in 2021, up from 20,000-21,000 units sold in 2020. The entry of new manufacturers and new launches is likely to propel this market in 2021.

Investments

To keep up with the growing demand, several auto makers have started investing heavily in various segments of the industry during the last few months. The industry attracted Foreign Direct Investment (FDI) worth US\$ 30.51 billion between April 2000 and June 2021 accounting for ~5.5% of the total FDI during the period according to the data released by Department for Promotion of Industry and Internal Trade (DPIIT).

Some of the recent/planned investments and developments in the automobile sector in India are as follows:

- In November 2021, Indian Oil Corporation (IOC) and two other public sector oil firms announced that they will install 22,000 electric vehicle (EV) charging stations over the next 3–5 years.
- In November 2021, Tata Motors announced that they will establish vehicle scrappage centres under a franchise set up at Ahmedabad, Gujarat, by the first quarter of the next fiscal year.

- In November 2021, Skoda Auto announced plans to locally manufacture electric cars in India. However, the firm may bring its first EV, the Enyaq, through the CBU route, before committing to local manufacturing.
- In November 2021, Hero Motor (HMC), the parent company of Hero Cycles, entered a joint venture partnership with Yamaha, a Japanese two-wheeler major, to make electric motors for e-bicycles for the global market.
- In October 2021, Tata Motors announced that private equity group TPG along with ADQ of Abu Dhabi has agreed to invest Rs. 7,500 crore (US\$ 1 billion) in its EV division.
- In September 2021, Hero Electric announced plans to expand production capacity at its facility in Ludhiana, Punjab, to >5 lakh units by March 2022, up from the existing capacity of 1 lakh units per year.
- In September 2021, Hero Electric announced plans to expand production capacity at its facility in Ludhiana, Punjab, to >5 lakh units by March 2022, up from the existing capacity of 1 lakh units per year.
- In August 2021, Hindustan Zinc Ltd. announced a US\$ 1 billion investment across its eight mines to replace diesel-powered trucks and equipment with battery EVs.
- In July 2021, Maruti Suzuki India announced a Rs. 18,000 crore (US\$ 2.42 billion) investment in a new manufacturing facility in Haryana, with an installed capacity of 7.5-10 lakh units per annum. As it prepares to protect its market dominance, the company aims to increase capital spending by 67% to Rs. 4,500 (US\$ 605 million) crore in FY22.
- In July 2021, Hyundai Motor India opened its new corporate headquarters in Gurgaon, backed by a Rs. 2,000 crore (US\$ 269 million) investment.
- In April 2021, Mahindra & Mahindra announced a three-year investment plan in the electric vehicles segment of Rs. 3,000 crore (US\$ 403 million).
- Between January and July 2021, EV component makers, electric commercial vehicles and last-mile delivery companies invested a total of Rs. 25,045 crore (US\$ 3.67 billion) on electric vehicles.
- In FY21, passenger vehicles sales reached 27.11 lakhs units, two-wheelers reached 151.19 lakhs units, commercial vehicles sales reached 5.69 lakhs units and for three-wheelers it was 2.16 lakhs units.
- In 2019-20, the total passenger vehicles sales reached ~2.8 million, while ~2.7 million units were sold in FY21.
- In February 2021, the Delhi government started the process to set up 100 vehicle battery charging points across the state to push adoption of electric vehicles.
- In January 2021, Fiat Chrysler Automobiles (FCA) announced an investment of US\$ 250 million to expand its local product line-up in India.
- A cumulative investment of ~Rs. 12.5 trillion (US\$180 billion) in vehicle production and charging infrastructure would be required until 2030 to meet India's electric vehicle (EV) ambitions.
- In January 2021, Lamborghini announced it is aiming to achieve sales in India higher than the 2019-levels, after recovering from pandemic-induced disruptions.
- In January 2021, Tesla, the electric car maker, set up a R&D centre in Bengaluru and registered its subsidiary as Tesla India Motors and Energy Private Limited.

Government Initiatives

The Government of India encourages foreign investment in the automobile sector and has allowed 100% foreign direct investment (FDI) under the automatic route.

Some of the recent initiatives taken by the Government of India are -

- In November 2021, the union government added >100 advanced technologies, including alternate fuel systems such as compressed natural gas (CNG), Bharat Stage VI compliant flex fuel engines, electronic control units (ECU) for safety, advanced driver assist systems and e-quadracycles, under the production-linked incentive (PLI) scheme for the automobiles.

- In September 2021, the Union Minister for Road, Transport and Highways, Mr. Nitin Gadkari announced that government is planning to make it mandatory for car manufacturers to produce flex-fuel engines after getting the required permissions from the Supreme Court of India.
- In September 2021, the Indian government issued notification regarding a PLI scheme for automobile and auto components worth Rs. 25,938 crore (US\$ 3.49 billion). This scheme is expected to bring investments of over Rs. 42,500 (US\$ 5.74 billion) by 2026.
- The Indian government has planned ~US\$ 3.5 billion in incentives over a five-year period until 2026 under a revamped scheme to encourage production and export of clean technology vehicles.
- As of June 2021, Rs. 871 crore (US\$ 117 million) has been spent under the FAME-II scheme, 87,659 electric vehicles have been supported through incentives and 6,265 electric buses have been sanctioned to various state/city transportation undertakings.
- In July 2021, India inaugurated the national automotive test tracks (NATRAX), which is Asia's longest high-speed track to facilitate automotive testing.
- In Union Budget 2021-22, the government introduced the voluntary vehicle scrappage policy, which is likely to boost demand for new vehicles after removing old unfit vehicles currently plying on the Indian roads.
- In February 2021, the Delhi government started the process to set up 100 vehicle battery charging points across the state to push adoption of electric vehicles.
- The Union Cabinet outlaid Rs. 57,042 crore (US\$ 7.81 billion) for automobiles & auto components sector in production-linked incentive (PLI) scheme under the Department of Heavy Industries.
- The Government aims to develop India as a global manufacturing centre and a Research and Development (R&D) hub.
- Under NATRiP, the Government of India is planning to set up R&D centres at a total cost of US\$ 388.5 million to enable the industry to be on par with global standards.
- The Ministry of Heavy Industries, Government of India has shortlisted 11 cities in the country for introduction of EVs in their public transport systems under the FAME (Faster Adoption and Manufacturing of (Hybrid) and Electric Vehicles in India) scheme. The Government will also set up incubation centre for start-ups working in the EVs space.
- In February 2019, the Government of India approved FAME-II scheme with a fund requirement of Rs. 10,000 crore (US\$ 1.39 billion) for FY20-22.

Achievements

Following are the achievements of the Indian automotive sector:

- In H12019, automobile manufacturers invested US\$ 501 million in India's auto-tech start-ups according to Venture intelligence.
- Investment flow into EV start-ups in 2019 (till end of November) increased nearly 170% to reach US\$ 397 million.
- On 29th July 2019, Inter-ministerial panel sanctioned 5,645 electric buses for 65 cities.
- NATRiP's proposal for "Grant-In-Aid for test facility infrastructure for EV performance Certification from NATRIP Implementation Society" under the FAME Scheme was approved by Project Implementation and Sanctioning Committee (PISC) on 3rd January 2019.
- Under NATRiP, following testing and research centres have been established in the country since 2015.
 - International Centre for Automotive Technology (ICAT), Manesar
 - National Institute for Automotive Inspection, Maintenance & Training (NIAIMT), Silchar
 - National Automotive Testing Tracks (NATRAX), Indore
 - Automotive Research Association of India (ARAI), Pune
 - Global Automotive Research Centre (GARC), Chennai

- SAMARTH Udyog - Industry 4.0 centres: ‘Demo cum experience’ centres are being set up in the country for promoting smart and advanced manufacturing helping SMEs to implement Industry 4.0 (automation and data exchange in manufacturing technology).

Road Ahead

The automobile industry is supported by various factors such as availability of skilled labour at low cost, robust R&D centres, and low-cost steel production. The industry also provides great opportunities for investment and direct and indirect employment to skilled and unskilled labour. Indian automotive industry (including component manufacturing) is expected to reach Rs. 16.16-18.18 trillion (US\$ 251.4-282.8 billion) by 2026.







The Indian auto industry is expected to record strong growth in 2021-22, post recovering from effects of COVID-19 pandemic. Electric vehicles, especially two-wheelers, are likely to witness positive sales in 2021-22.

References: International Organization of Motor Vehicle Manufacturers, Media Reports, Press Releases, Department for Promotion of Industry and Internal Trade (DPIIT), Automotive Component Manufacturers Association of India (ACMA), Society of Indian Automobile Manufacturers (SIAM), Union Budget 2021-22







Chapter-IV (PRODUCT ANALYSIS)

(Differential competitors)









 Price ₹ 10.22 Lakh onwards	 Mileage 17 to 21 kmpl	 Engine 1353 to 1497 cc
 Transmission Manual, Automatic (CVT), Automatic (Torque Converter) & Automatic (Dual Clutch)	 Fuel Type Petrol & Diesel	 Seating Capacity 5 Seater









 Price ₹ 4.86 Lakh onwards	 Mileage 20 to 30 km/kg	 Engine 1086 cc
 Transmission Manual & AMT	 Fuel Type Petrol & CNG	 Seating Capacity 5 Seater









 Price ₹ 6.99 Lakh onwards	 Mileage 17.52 to 23.4 kmpl	 Engine 998 to 1493 cc
 Transmission Manual, Clutchless Manual & Automatic (Dual Clutch)	 Fuel Type Petrol & Diesel	 Seating Capacity 5 Seater









 Price ₹ 9.32 Lakh onwards	 Mileage 17.7 to 25 kmpl	 Engine 998 to 1497 cc
 Transmission Manual, Automatic (CVT), Automatic (Torque Converter) & Automatic (Dual Clutch)	 Fuel Type Petrol & Diesel	 Seating Capacity 5 Seater



 Price ₹ 6.98 Lakh onwards	 Mileage 19.65 to 25.2 kmpl	 Engine 998 to 1493 cc
 Transmission Manual, Automatic (CVT), Clutchless Manual & Automatic (Dual Clutch)	 Fuel Type Petrol & Diesel	 Seating Capacity 5 Seater



 Price ₹ 6.00 Lakh onwards	 Mileage 20 to 28 kmpl	 Engine 998 to 1197 cc
 Transmission Manual & AMT	 Fuel Type Petrol, CNG & Diesel	 Seating Capacity 5 Seater

Chapter-V (COMPETITOR ANALYSIS)

(Differential competitors)

Competitors

A person, product, company etc. That is trying to compete others, for example, by trying to make bigger sales in a particular market. Where one company competes to other to get more revenue.

Competitor analysis

Competitive analysis in marketing and strategic management is an assessment of the strengths and weakness of current and potential competitors'. This analysis provides both an offensive and defensive strategic context to identify opportunities and threats.

Top 13 Hyundai Competitors

Hyundai is a popular automotive manufacturing company that was set up during the year 1967 and is headquartered in Seoul, South Korea. Having started as a construction company, Hyundai has faced many restructuring in its business operations and currently being named as Hyundai Motor Company. The company designs manufacture and sells vehicles worldwide. Hyundai vehicles are produced with great care and it becomes a lifetime companion for the customer.

The company possesses good brand equity and is considered the largest exporter of cars in the Asian market. Hyundai's product line is huge and produces about eight products that start from small car segments like Eon to big car segments SUV segments. Their vehicles are produced with great designs and have good safety features.

Hyundai being one of the top automobile industries, it does face some strong competitors. Through this article, let us discuss the top Hyundai competitor.

1) Toyota Motor Corporation



A top Hyundai competitor, Toyota is a popular automotive manufacturing company formed during the year 1937 and headquartered in Aichi, Japan. To meet the market requirements and its competitors, Toyota produces many vehicles that are designed by their team.

It has a stronghold in research that has seen its way in producing motor-powered vehicles. The various products of Toyota are cars, SUVs, 4WDs, and hybrids. Amongst the revenue, Toyota is ranked fifth in the world.

The company produces approximately 10 million vehicles per year with the help of their huge human power. Toyota's vehicles are looked upon while making choice during purchase. Toyota's vehicles are known for using great technology. The company produces vehicles using great technology. Their vehicles have a unique design thereby being popular worldwide. It provides a great customer service and due to which it is a top Hyundai competitor.

2) Volkswagen



Also a top Hyundai competitor, Volkswagen is a well-known brand in the automotive industry. Volkswagen was formed during the year 1937 and is headquartered in Germany. The company produces buses, cars, heavy trucks, motorcycles, light trucks, engines, and maritime machinery.

The company serves in almost 117 countries worldwide. It is estimated that the company produces about 10 million vehicles per year. Volkswagen is the largest brand in the automotive sector produces many brands like Volkswagen Beetle, Volkswagen Jetta, Volkswagen Phaeton, Volkswagen Passat, Volkswagen Vento, Volkswagen Polo, and Volkswagen Touareg.

The buyers have a wide range of cars to be chosen from. The company has an excellent marketing strategy by means of TVs, print media, online ads etc. Volkswagen has a great image and has its existence across the world. Each and every product is unique and due to which it is a top Hyundai competitor.

3) Ford Motors



Ford is an international automobile company that was established during the year 1903 and is headquartered in Michigan, United States. The company designs manufacture and sells various automobile vehicles. Ford vehicles are designed for a commercial purpose and it meets the security and quality that every user would prefer. Ford vehicles are known for reducing emission to a great extent.

Ford has its great innovation in the automobile sector and takes great effort to manufacture the vehicles. It designs its own vehicles and Ford vehicles are available in small and big size. It also provides great customer service to their customers. It approximately has a brand value of \$19.771 billion as per the report of Brand Finance and is top 46 in the list.

It has excellent Research & Development wing that is devoted to the improvement of vehicle performance with respect to fuel efficiency, safety and develops new products. Few of the new technology that it has worked with is fuel efficiency like six-speed transmissions, direct injection of gasoline, and plug-in hybrid powertrain. It has a great market share and due to which Ford is a top Hyundai competitor.

4) Nissan



Yet another top Hyundai competitor, Nissan is a popular automobile industry that was established during the year 1933 and is headquartered in Yokohama, Japan. Nissan's popular brands are Datsun, Nissan, and Infiniti. It is also famous for its largest producers of the electric vehicle across the globe.

It is estimated that their sale of electric vehicles is about 275,000 per year. Nissan has its presence in about 191 countries across the world. The company has a strong Research and Development team thereby having a lot of innovations in the automobile sector. Nissan main market attraction is Russia, China, Japan, and the US.

Nissan produces huge products like sports utility vehicles, passenger cars, zero-emission vehicles, luxury cars and many more. Nissan plans to add commercial autonomous vehicles by 2020 and has partnered with NASA for it. It has a strong geographic presence in about 20 countries and sale in 170 countries, due to which it is indeed a top Hyundai competitor.

5) Honda Motors



Honda is a popular automobile industry that was established during the year 1946 and is headquartered in Tokyo, Japan. It is the largest manufacturer of motorcycle and the internal combustion engine. It produces approximately 14 million internal combustion engines per year.

The main key to success for this brand is having an excellent R&D. The manpower employed in R&D provides tremendous support for the development of various products and due to which Honda comes up with stylish and efficient designs that are a great hit in the market.

Honda's vehicles are equipped with great technology and due to which it has seen many people opting for their vehicles. Honda leads in the manufacturing of high-powered vehicles worldwide and it keeps delivering hit products every time. Due to its excellent strength factors,

Honda has a major market share in most of the products that it manufactures. The product portfolio of Honda is huge and a great hit, due to which it is considered a top Hyundai competitor.

6) Fiat



Fiat Automobiles commonly known as Fiat is a popular automotive brand that was established in the year 1899 and is headquartered in Piedmont, Italy. Fiat is the abbreviation for Fabbrica Italiana Automobili Torino. It is a major manufacturer of the automobile in Italy. Its business operations include design, production, and sale of vehicles and its related components.

Fiat vehicles have a unique design, stylish in look and are available at an affordable rate. Fiat produces about two million cars per year and is known for the technology included in their vehicles. It operates in many foreign markets that have helped them to deal with businesses in the right way. Fiat has a strong association with old and luxury cars.

The automobiles brand Ferrari and Maserati are associated with Fiat. The company produces sedans, hatchbacks, and SUVs. Fiat has an excellent brand image and due to which it is considered one of the top Hyundai competitor.

7) Renault



Yet another Hyundai competitor, Renault is a French automobile manufacturing company that was formed during the year 1899 and is headquartered in France. Renault produces cars, vans, trucks, tractors, buses, coaches, and auto rail vehicles.

It is known for its stylish design and durability. The company has a strong customer base that has made this brand a popular one. Over the years it has also accumulated many loyal customers which have bought this brand to this level. One more key highlight of this brand is the strong international presence that it possesses. It is not just confined to Europe but widespread across the world.

Renault's cars are manufactured for every part of society thereby it designs and manufactures cars that vary from small cars to SUVs. As it deals with a huge range of cars, it is seen separate in the market. Renault is available in about 110 countries and has about 125,000 people working for them. As these cars are available for feasible prices, it is indeed a top Hyundai competitor.

8) Volvo



A popular automotive manufacturing company, Volvo was formed during the year 1927 and is headquartered in Gothenburg, Sweden. The main business operations of Volvo are production, distribution, and sale of trucks, buses, and construction equipment. Apart from these it also produces systems for the marine and industrial drive.

Volvo cars are believed for their safety standards and classic style. It is placed as a safe car to drive by having innovative safety features. The main strength of Volvo cars is its efficiency and excellent safety features. It has a high inclination in maintaining a quality of driving. Volvo cars have about 2,300 dealers and hence their vehicles are available worldwide.

The brand focuses on quality, durability, and safety of the vehicle by focusing on the materials used in its production. It has a diverse portfolio and its business operations are well balanced and provide an end-to-end solution. Due to its lead in the automobile industry, it is a top Hyundai competitor.

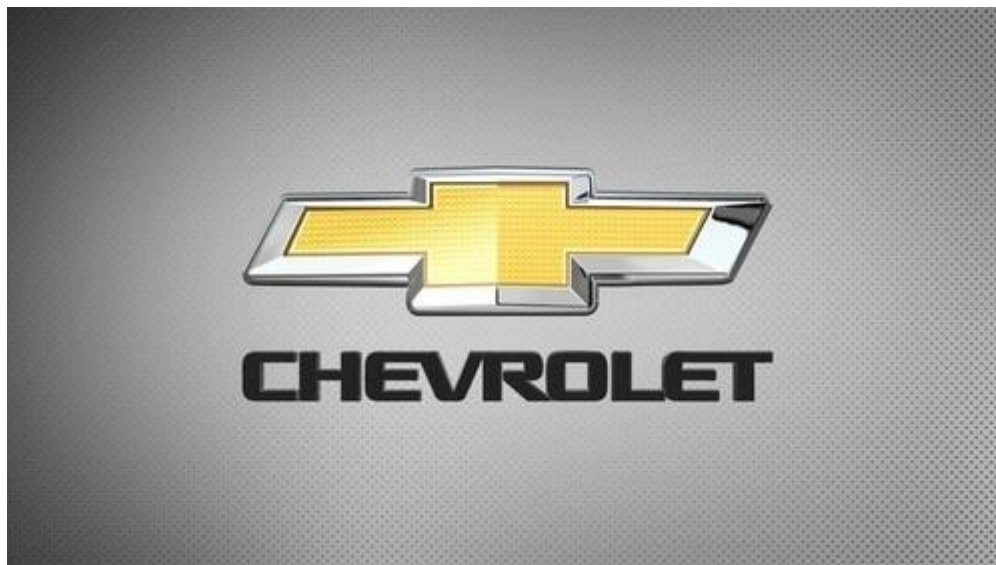
9) Peugeot



Peugeot is an automotive manufacturing company that is formed during the year 1810 and headquartered in Sochaux, France. It has its large manufacturing plant in France. The company designs and produces cars, luxury cars, sports car, and commercial vehicles. Peugeot is known for its innovative design and their cars are reliable. Peugeot has received many international awards for their vehicles that include five European cars of the year awards.

It is also ranked second for average CO₂ emission amongst all the brands in Europe. These cars have also dominated the World Rally Championship. Having a strong legacy ever since its formation, has bought Peugeot to become one of the top Hyundai competitors.

10) Chevrolet



A popular automotive company Chevrolet was formed during the year 1911 and is headquartered in Michigan, United States. Chevrolet's vehicle is sold in most of the automotive markets worldwide. It is a flagship brand of its umbrella brand, General Motors.

Chevrolet key factor for success is their quality, innovation, and safety features seen in their vehicles. Chevrolet has its business operations in many countries worldwide with major operations in the USA. The company sells the majority of their cars in the USA. It manufactures vehicles in

almost 37 countries under 13 brands. Chevrolet has a good history of product innovation and technological advancement. It also invests in hybrid and plug-in vehicles for both cars and trucks.

The company has more than three lakhs skilled employees working for them across many countries producing great products. Its parent company is General Motors is a famous brand in the automotive sector and due to which Chevrolet is a top Hyundai competitor.

11) Mazda



Mazda Motor Corporation commonly known as Mazda is a Japanese manufacturer of automobile that was formed during the year 1920 and is headquartered in Hiroshima, Japan. The company produces many products and some of the popular ones are Mazda MX, Mazda CX, and Mazda MX 5 Miata. It deals with products like trucks, SUVs, convertibles, and crossovers.

Mazda has two plants located in Hiroshima and Yamaguchi. The company's vehicles are popular for its sturdiness and performance of the vehicles even for rough roads. The main feature of Mazda vehicle is the Wankel Rotary engine that was used for first time in Cosmo sport during the year 1967. Their vehicles are popular for their ease of use and its high power.

Mazda introduced the convertible sports car which is a great hit even today. The company provides great importance in innovation and makes use of it for car design that is trendy, environmental safety, and comfort. It has a strong focus on research to streamline productivity and due to which it is indeed a top Hyundai competitor.

12) Maruti Suzuki



Yet another Hyundai competitor, Maruti Suzuki is a popular brand in the automobile industry that was formed during the year 1981 and is headquartered in New Delhi, India. The company became famous after the production of the evergreen car Maruti 800.

It is a market leader in India has great brand equity. It is excellent in terms of its service it provides to the customers. Maruti is in the leadership position in the automotive market by having a market share of about 48.74. The main strength of Maruti is having a large network of dealers and after-sales service centers across the country.

The company has the highest number of domestic sales by showing about 9, 66,447 units sold in the previous financial year. It has a strong brand value and loyal customer base. It has about 15 vehicles in its product portfolio and has good product lines with good fuel efficiency.

13) Tata Motors



Tata Motors is a popular automotive industry that was established during the year 1945 and is headquartered in Mumbai, India. It is one of the oldest and trusted brands and has an extensive distribution with strong market penetration in India.

The various segments of this company are Sedan, Hatchback, and SUV. It is placed top in the automobile market by focusing on innovative technologies to deliver value to customers. Tata Motors has expert professionals and provide excellent service to customers. Having associations with Jaguar, Hispanic, Land Rover, Macropolo, etc has increased the international presence of Tata Motors.

The company has a strong Research and Development department to bring out new products and to enhance the features in the vehicles. Having the parent brand as Tata, the company has a strong legacy and due to which it is a top Hyundai competitor.

Conclusion

The automotive industry is involved in design, manufacturing, and selling of motor vehicles and always brings out the best products in the market. Hyundai Company has a huge product line and brings out new products to beat its competitors.

Chapter-VI (CUSTOMER ANALYSIS)

Over the years we have been trained to understand the four basic personality types. Some use animals as examples such as lions, monkeys, giraffes and turtles. Others use the terms dominant, expressive, amiable and analytical. These trainings have been very effective in understanding your customers and teaching you how to meet their needs. However, times have changed, and so has the world around us. What we find is that the pressures of the modern-day world can often alter many of our customers' personality types. No one ever seems to be the same at all times. Without a clear understanding of this, we find ourselves failing to meet our customers' needs by using the basic personality training. It only takes one bad experience to lose a customer for life.

What the modern-day sales associate needs is a new road map to find a greater success. It all starts with building on the foundation that has been laid with the four-personality-type training.

What I have discovered is that all customers fit into four basic customer types no matter what their personality is. They are as follows: simple-minded, demanding, analytical and guarded. Every customer who enters your store will fall into one of these four customer types. Learning how to sell each customer type will allow you to achieve the ultimate goal of building a large and loyal customer base. Let's examine each customer type and how to meet their needs better. Keep in mind that there is a deeper understanding to be had of each customer type, but for the sake of this article, I will share with you some basics.

Let's start with the demanding customer. These are often the most feared by many sales associates. They can range from high-maintenance time consumers to pushy and confrontational. Notice that the two mentioned are different personality types yet can both be categorized in the demanding customer field. There are many ways to handle such a customer. However, there are two weapons you can use that will work every time. Kill them with kindness and compliments. It is very hard for someone to be demanding when they are being treated well and feel respected. Another beneficial way to sell a demanding customer is to keep things simple. Make your answers precise and to the point and then move on. The more you speak, the more you allow time to be wasted and opportunities for discussion to take place. Try these simple steps and you will see these customers are not to be feared, as they can become life-long customers.

The next customer type we will examine is the analytical customer. This customer can range from a person needing information to a skilled genius who likes to play a mental game of chess with you. The best way to sell this customer is to know your product well and sell with confidence. Any sign of weakness or uncertainty can lead to a lengthy sales process. Be sure you make good eye contact and stay focused while engaging these customers. Most importantly, make sure to speak to them on their level. You would certainly sell an educated customer much differently than an uneducated customer. Try putting yourself in their shoes. If you knew very

little about cars, how would you feel going to get your car fixed? Pretty vulnerable, unless you had someone who took the time to explain in detail what exactly was going on.

Now we turn our attention to the guarded customer. This customer is the famous “I am just looking” customer. For a variety of reasons, these customers have an invisible wall up and you must earn their trust before they will open up the door for you. Trying to scale their walls without permission or tricking them can be disastrous. These customers must feel that you are being 100-percent honest and have their best interests in mind. You do this by serving them rather than selling them. Create an obligation of trust by offering a free oil change or a service that is beneficial to them. It could be as simple as offering a cold beverage or coffee. You will be amazed at how quickly these customers will open up to you.

Finally, there is the simple-minded customer. This is the customer that is familiar with you and trusts you completely. Your goal with every customer you serve should be to turn them into a simple-minded customer. Once you have given them excellent service, a bond of trust is created and these customers offer you little resistance. They know that you care about them with the birthday, anniversary and Christmas cards you send them throughout the year. They become the foundation of your success year in and year out. You no longer are just a sales associate, but their friend.

The next time you greet a customer, I challenge you to focus on these basic concepts. Make sure that every customer you sell is given the proper service to meet their needs. What you will find is a new world of success as you build your customer base with a loyalty that is unmatched. Remember that with an intense focus and desire for success, beautiful things can happen.

Chapter-VII

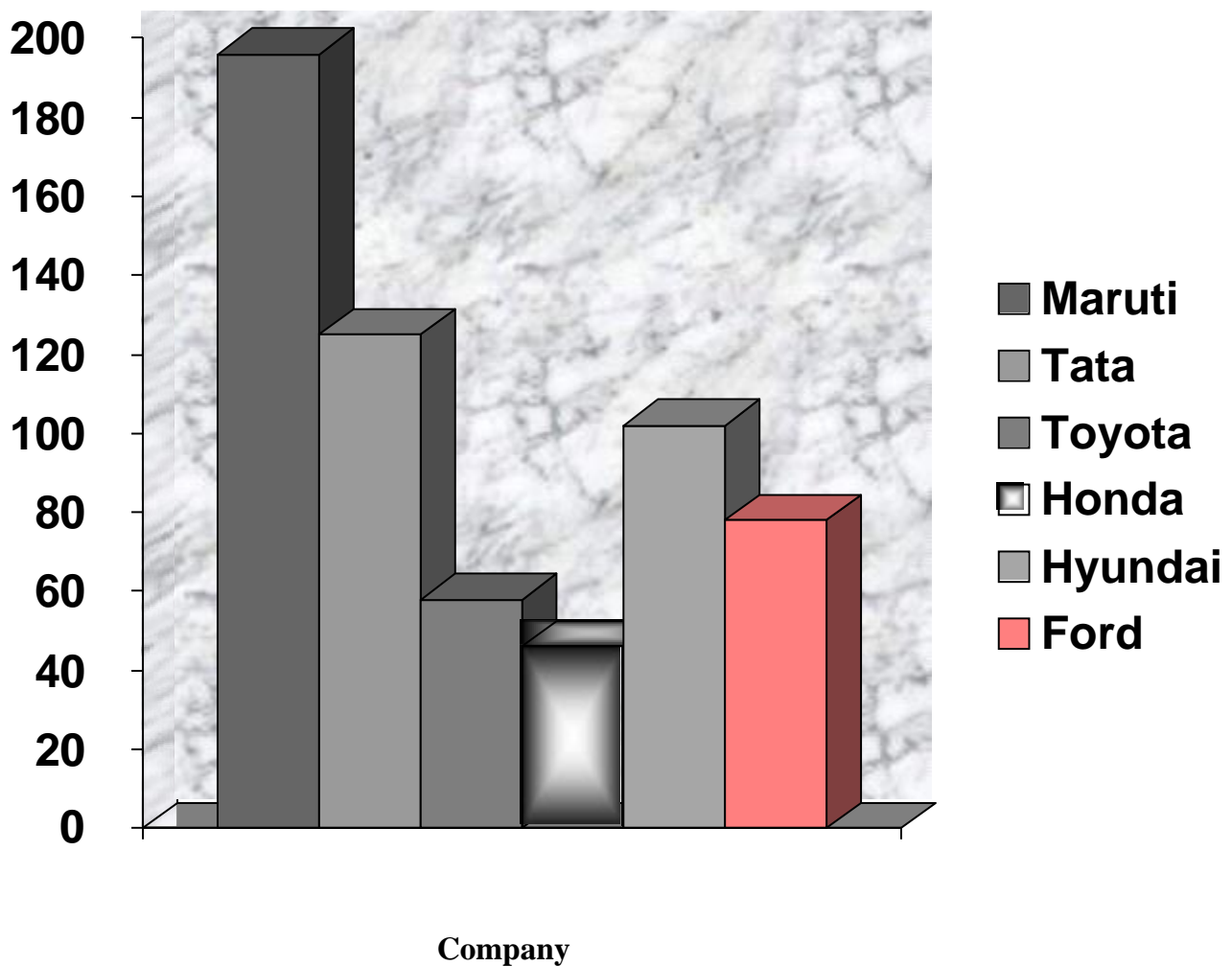
(DATA ANALYSIS & FINDINGS)

DATA ANALYSIS The customer information centre for Delhi the study covered 100 corporate customers who were using cars between July 2014 and August 2014. It for the first time over across the globe that any manufacturer with the largest market share has attained the top rank Hyundai Motors. Hyundai boasts of the maximum share and has the maximum number of vehicles on Indian roads which means that great effort and sound planning is required to keep vehicle problems to a minimum going by the result Hyundai has done quite well Hyundai share the top spot with Honda in the problems experienced section of corporate customer. But Honda ciders only the luxury car segment whereas Hyundai keeps nearly 65% vehicles on Indian roads. According corporate information higher level employees mostly like Hyundai Sonata, Hyundai Santro, santro xing, ,Getz and Accent ,Hyundai-i10,Hyundai-i20 and Elentra.

Table 1

Break-up on the basis of cars using by the respondents

Cars	In numbers	In %
Maruti	196	32
Tata	125	21
Toyota	58	9
Honda	46	8
Ford	78	13
Total	605	100



Interpretation:

The 15 corporates under the study are using a total of 605 cars. Under this 605 cars 196 cars are of Hyundai's. 32 % of the total cars under the study. 125 cars are of Tata Motors, 21% of the total cars. They are followed by Hyundai with 102 cars. The other companies like Toyota, Honda, Ford have a number of 58, 46, and 78 respectively.

Table 2.

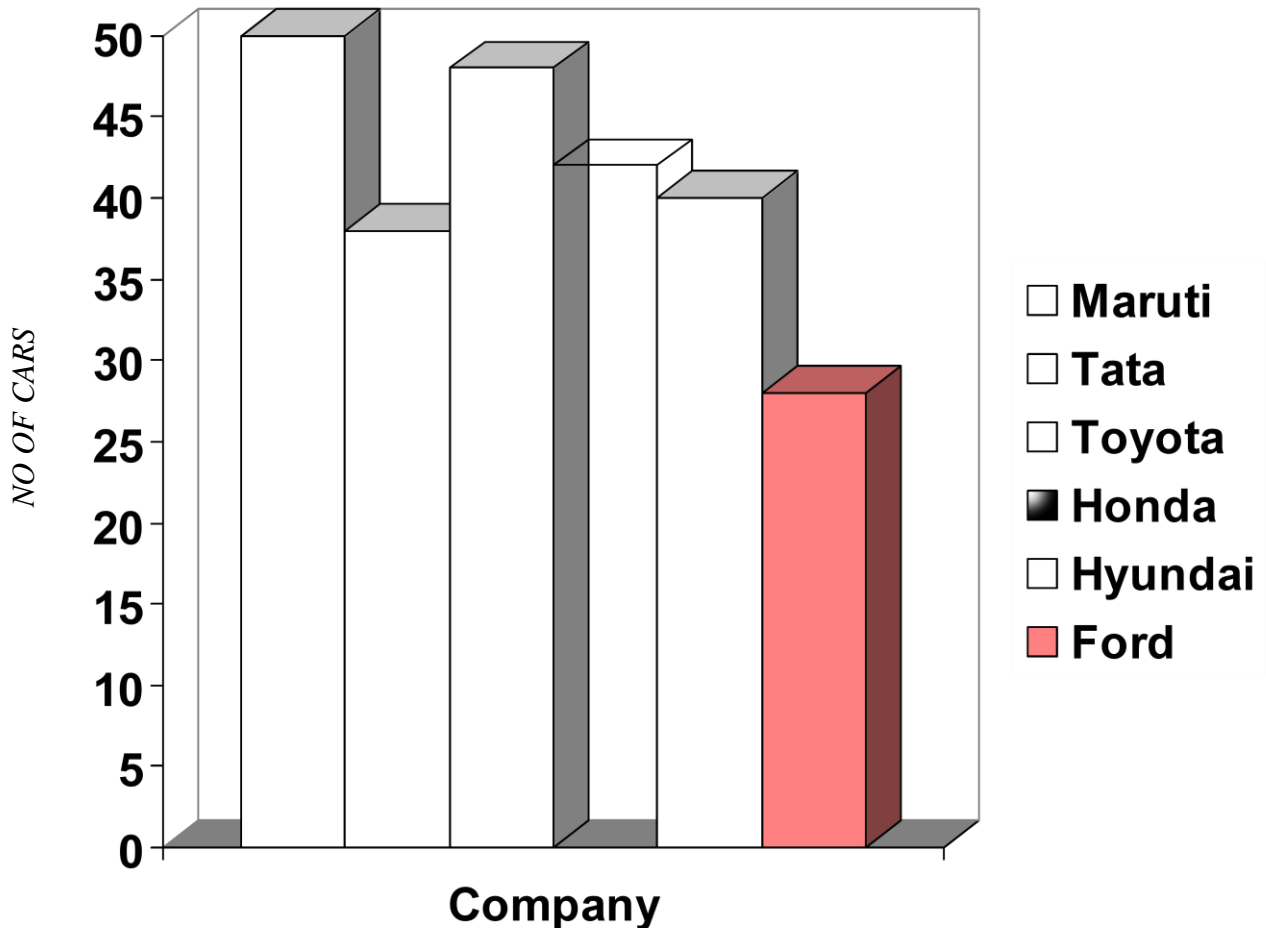
Break-up on the basis of cars using by the Top level Employees

Cars	In Numbers	In %
<i>Maruti</i>	50	20
<i>Tata</i>	38	16
<i>Toyota</i>	48	20
<i>Honda</i>	42	17
<i>Hyundai</i>	40	16
<i>Ford</i>	28	11
<i>Total</i>	246	100

Out of 15 corporate higher level employees are using different companies' cars. In total they are using 246 cars of different companies. Hyundai and Toyota have more customers with 20% customers each. Followed by Honda 17% and Tata and Hyundai equally have 16%

Customer Satisfaction With Cars Used By Top Level

Employees (In Numbers)



The 15 corporate under the study, the top level employees are using 246 cars.

Out of this 246 cars 50 cars are of Hyundai's. 20 % of the total cars and Toyota's 48 around 20% also.. 42 cars are of Toyota, followed by Hyundai with 40 cars, Tata's 36 and fords 28. From these data we can analyze that the Toyota and Honda have more preference by the top level employees, because their number compared with the total is very high.

Table 3:

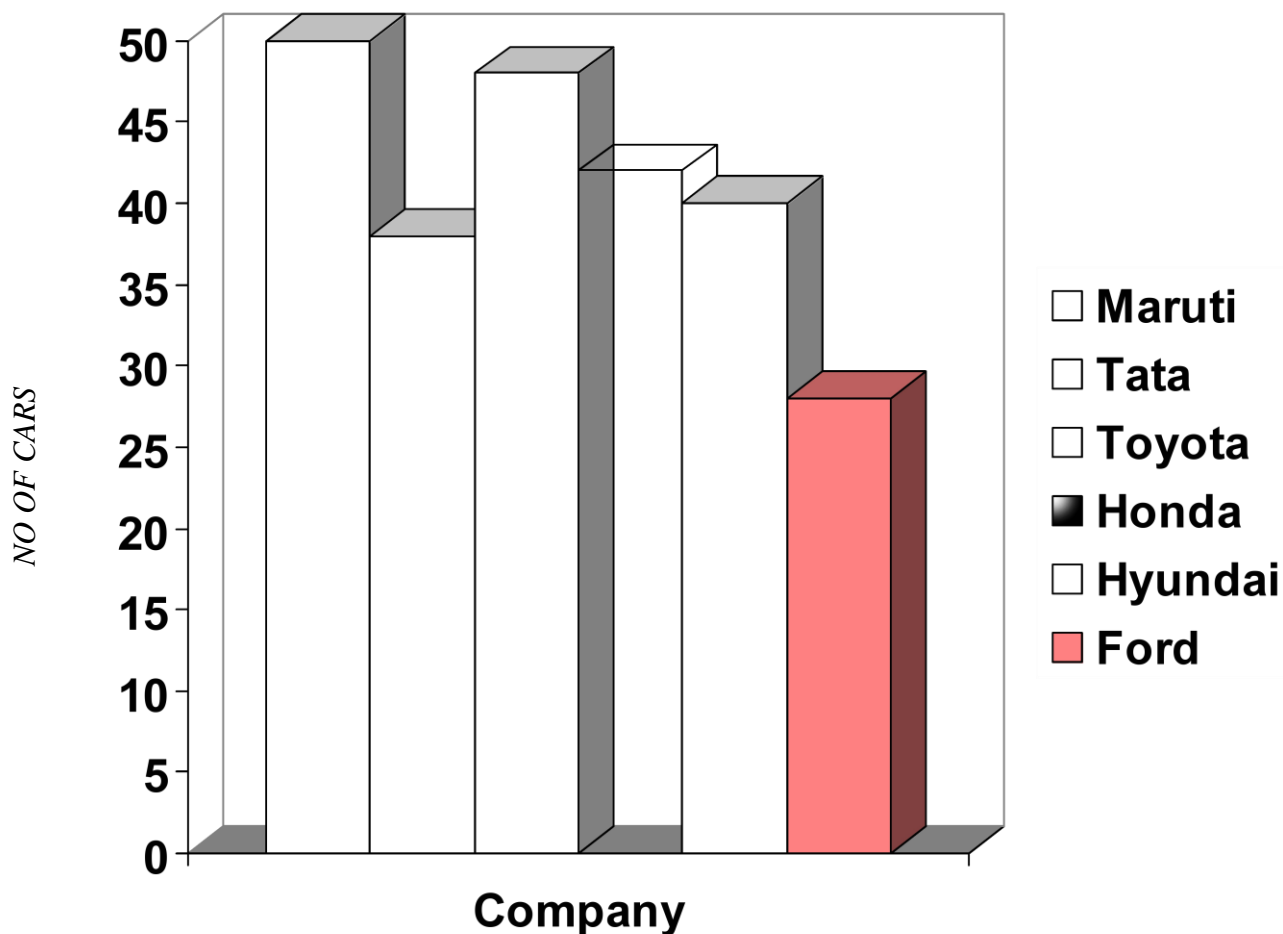
Break-up on the basis of cars using by the Medium and Lower level Employees

Cars	In Numbers	In %
<i>Maruti</i>	146	41
<i>Tata</i>	87	24
<i>Toyota</i>	10	3
<i>Honda</i>	4	1
<i>Hyundai</i>	62	17
<i>Ford</i>	50	14
<i>Total</i>	359	100

Out of 15 corporate' medium and lower level employees are using different companies' cars. In total they are using 359 cars of different companies. Hyundai and Tata have more customers with 41% and 24% respectively customers each. Followed by Hyundai 17% and Ford 14%.

Customer Satisfaction With Cars Used By Top Level

Employees (In Numbers)



Interpretation:

The 15 corporate under the study, the medium and lower level employees are using 359 cars. Out of this 359 cars 146 cars are of Hyundai's. 41 % of the total cars and Tata's 87 around 24% also.. 62 cars are of Hyundai, 17% of the total cars used by this segment, followed by Ford with 50 cars, (14%). From these data we can analyze that the Hyundai and Tata have more preference by the lower level employees, because their number compared with the total is very high. From it is clear that the medium and lower level employees preference is for Hyundai and Tata. This is mainly due to price affordability, availability of spare parts and Diesel engine facilities

Table 4

Split up on the basis of the satisfaction level of Hyundai customers about the vehicle.

<i>Status</i>	<i>Number of Customers</i>	In %
Satisfied	12	80
Unsatisfied	3	20
Total	15	100

The above table shows that 12 customers who are using Hyundai cars are satisfied with the vehicle i.e. 80% of the total. At the same time 3 customers are using Hyundai cars are not satisfied, 20% of the total.

Are You Satisfy With The Hyundai cars (15 Customers)



Interpretation:

The above graphical representation of the satisfaction level towards the Hyundai cars services shows that around 87% (13 in numbers) of the customers are satisfied. But a 13% of the customers are not satisfied with the performance of the vehicle. . From this it is clear that the service of Hyundai cars is very good

FINDINGS

- 1) Firm wants to know that customer are satisfied or not about the company product and according to Questionnaires Company know that more of people satisfy from the company's product.
- 2) The satisfaction level towards the Hyundai cars shows that around 80% (12 in numbers) of the customers are satisfied
- 3) The customers who are using Hyundai cars are satisfied with the service of Hyundai car i.e. 87% of the total.
- 4) Firm uses company brochures, leaflets, and people adequate for giving the knowledge about the Hyundai Vehicle's product.
- 5) Here is a question that does customer satisfy with guarantee and warranty with the product? And firm knew that more than 95% customers are satisfy with the guarantee and warrantee of the product.
- 6) It is very necessary that customers know about the new product and services from time to time.
- 7) From where customer go for service and according to survey many customers go to authorized service station and they also want to purchase spare parts from authorized service station because they are satisfy with the service of authorized service station.
- 8) Hyundai cars were mostly liked by corporate employees.

CHAPTER-VIII

(SUGGESTIONS AND CONCLUSION)

SUGGESTIONS

- 1. MILEAGE:** The company is not consistent as for the mileage is concerned. Some of the people are quite satisfied while some are not at all satisfied, extensive communication is thus needed to overcome this problem.
- 2. PICK UP:** Hyundai Santro engine car is very poor especially while the A/C is on. The improvement on the technical aspects should be performed.
- 3. COST OF SPARE PARTS:** The spares Parts of Hyundai are more expensive as compared to the competitor's. People are not too much aware of the outlets. An effective advertising in this respect is needed.
- 4. COMMUNICATION:** Communication improves customers and dealer relation & interaction. Ineffective communication is creating a big too gap between the customers and the company. Thus it must be improved.
- 5. ADVERTISING:** The advertising policy of the company is not very good. So that improvement should be done to build brand image. These are the suggestions which throws light on the weaknesses of the company and where the company needs to give attention .The marketing department needs to give more attention and position the car again. So that the customer loyalty towards the company can be ascertained.

CONCLUSION

The customer information under the study covered 100 corporate houses/respondents/customers, who brought cars between June2014 and August2014 in Meerut, Delhi & NCR..

Hyundai has second largest share and has the second largest number of vehicles on the Indian Roads. It means that great effort and sound planning is required to keep vehicle problems to the minimum.. I observe that there is a great demand of skilled & talented employees. There must be a procedure to make the customer aware about different product of the company which is suitable for him. Hyundai has done quiet well regarding customer satisfaction. Hyundai share is the First Top among higher income corporate customer According to corporate information, high level employees mostly like luxury cars Accent, Sonata, Elentra. Etc. and lower level employees preferring Hyundai santro, Hyundai-i10 ,& i20.

Lastly, I must say that this training was very knowledgeable & interesting for me.

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Thank You!