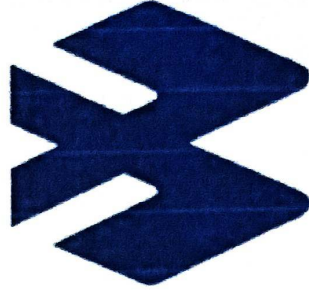


PROJECT REPORT

Name of the Company : Bajaj Bike Company Ltd



BAJAJ

B.Com VI – Internship Programme

(Session 2022-23)



**G. P Porwal Arts, Commerce and V. V Salimath Science
College Sindagi – 586128**

RANI CHANNAMMA UNIVERSIT, BELAGAVI

Submitted To:

**Prakash Teju Rathod
Assistant Professor**

**Department of
Commerce**

**Dept. of Commerce
G. P. Porwal Arts, Commerce & V. V. Salimath Science
College, Sindagi-586128**

Submitted By:

Akash P Poojari

Reg no. : C2060804

Principal,

Coordinator IQAC

G. P. PORWAL ARTS, COM &

V. V. SALIMATH Sc. College

SINDGI-586128

G. P. Porwal Arts, Commerce &

V. V. Salimath Science College

SINDGI-586128

ACKNOWLEDGEMENT

I am pleased to acknowledge my sincere thanks to G. P. PORWAL ARTS, COMMERCE & V. V. SALIMATH COLLEGE for their kind encouragement in doing this project and for completing it successfully. I am grateful to them. I convey my sincere thanks to Prof. PRAKASH TEJU RATHOD Head of Commerce for providing me necessary support and details at the right time during the progressive reviews. I would like to express my sincere and deep sense of gratitude to my Project Guide Prof. PRAKASH TEJU RATHOD, for his valuable guidance, suggestions and constant encouragement paved way for the successful completion of my project work. I wish to express my thanks to all Teaching and Non-teaching staff members of the School of Business Administration who were helpful in many ways for the completion of the project.

Akash Poojari


Head

Dept. of Commerce
G.P.P. Arts, Commerce & V.V.S. Science
College, SINDGI-586128



Coordinator IQAC
G. P. PORWAL ARTS, COM &
V. V. SALIMATH Sc. College,
SINDGI-586128.


Principal,

G. P. Porwal Arts, Comm
V. V. Salimath Sc. College,
SINDGI-586128. College Code.

DECLARATION

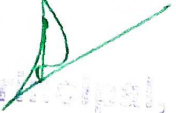
Akash Poojari (C2060804). Hereby declare that the Project Report entitled "A STUDY ON CUSTOMER SATISFACTION TOWARDS BAJAJ BIKE done by me under the guidance of Prof PRAKASH TEJU RATHOD, G. P. PORWAL ARTS, COMMERCE & V. V. SALIMATH SCIENCE COLLEGE is submitted in partial fulfillment of the requirements for the award of Bachelor of commerce degree.

PLACE: SINDAGI

Akash Poojari


Head
Dept. of Commerce
G.P.P. Arts, Commerce & V.V.S. Science
College, SINDAGI-586128


Coordinator IQAC
G. P. PORWAL ARTS, COM &
V. V. SALIMATH Sc. College
SINDGI-586128.


Principal,
G. P. Porwal Arts, Comm
V. V. Salimath Sc. College
SINDGI-586128 College Code

Introduction

➤ PROFILE OF THE COMPANY(BAJAJ BIKE COMPANY)

ABOUT BAJAJ COMPANY

The Bajaj group is one of India's top ten companies in terms of market capitalization and among the top five intermediates of annual turnover. Its footprint stretches over a wide range of industries, spanning automobiles (two wheelers, and three wheelers), home appliances, iron and steel, insurance, travel and finance.

The group's flagship company, Bajaj auto is ranked as the world's fourth largest two and three-wheeler manufacturer and the Bajaj brand is well-known in over a dozen countries in Europe, Latin America, the U.S., Asia.

The Bajaj group was established in 1945, it was incorporated as a trading company. From 1948 till 1959, it imported scooters and three wheelers from Italy and sold them in India. It then obtained a production license in 1959 and struck a technical collaboration with Piaggio of Italy in 1960. Scooter production commenced in 1961. Three wheeler productions followed in 1962. Its collaboration with Piaggio expired in 1971 and since then the company's scooters and three wheelers are sold under the "Bajaj" brand name. Under the "Horizontal transfer of technology" policy, Maharashtra scooters Ltd, a company with 24% equity participation by the company and 27% participation from Maharashtra state Government's western Maharashtra Development Corporation was formed in 1975. Production facilities are located at Satara in Maharashtra State. This helped augment production capacities. The unit continues to assemble scooters from CKD's supplied by the company. These scooters are marked through the company's distribution network and under the company's brand name.

The company's second plant was set up in 1984 at Aurangabad, in Maharashtra State. In this plant, scooter production began in 1986, three wheeler production commenced in 1987, and scooterettes and motorcycle facilities were commissioned in 1990 & 1991 respectively.

The present chairman and managing director of the group, Rahul Bajaj, took charge of the business in 1965. Under his leadership, the turnover of the Bajan auto, the flagship company has gone up from Rs.72 millions to Rs.46.16 billion (USD 936 million), its product portfolio has expanded from one to and the brand has found a global market. He is one of India's most distinguished business leaders and internationally respected for his business acumen and entrepreneurial spirit.

- The company has a network of 498 dealers and over 1500 authorized service centers and 162 exclusive three-wheelers spread across the country. Around 1400 rural outlets have been created in towns with a population of 25000 and below. The current dealer network is servicing these outlets.
- Bajaj is convinced that the real impetus of future two-wheeler growth will come from up-country rural India. Bajaj auto has defined specialist dealerships for rural markets, called "Rural Dealerships". During the year 2005-06, four new rural dealers became operational.
- Bajaj has identified a segment of customers "Probikes" who are knowledgeable, appreciative of contemporary technology, they are trendsetters and very choosy about what they ride. Hence, Probikes need to be addressed in a meaningful way that goes beyond the product. Bajaj Auto is in the process of setting up a chain of retail stores across the country exclusively for high-end, performance bikes. Their stores are called, viz, in Pune, Ahmedabad, Chennai, Hyderabad, Kolkata, Navi Mumbai, Chandigarh and New Delhi.

BAJAJ BRAND :

Bajaj Brand is the visual expression of our thoughts and actions. It conveys to everyone our intention to constantly inspire confidence. Bajaj customers are the primary audience for our brand. Indeed, this Brand Identity is shaped as much by their belief in Bajaj as it is by our own vision.

ANALYSIS OF DATA

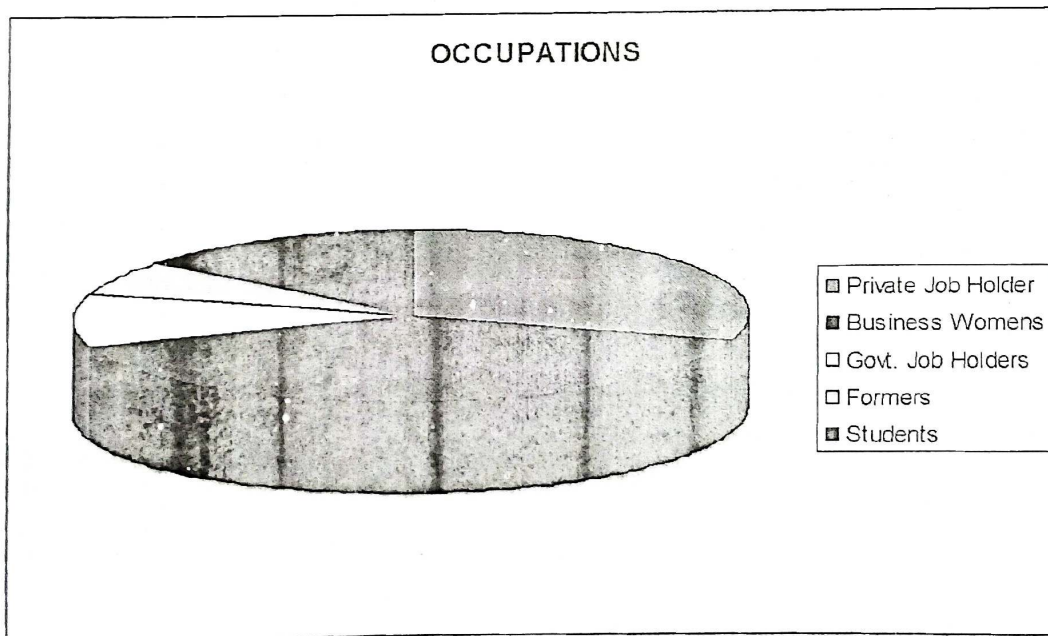
Charts

1. Occupations

(A) Profile of Respondents about their Occupation

INDEX	NO. OF RESPONDENTS	PERCENTAGE OF RESPONDENTS (%)
Private Job Holder	15	30
Business man	20	40
Govt. Job Holders	5	10
Formers	3	6
Students	7	14
Total	50	100

Table-1

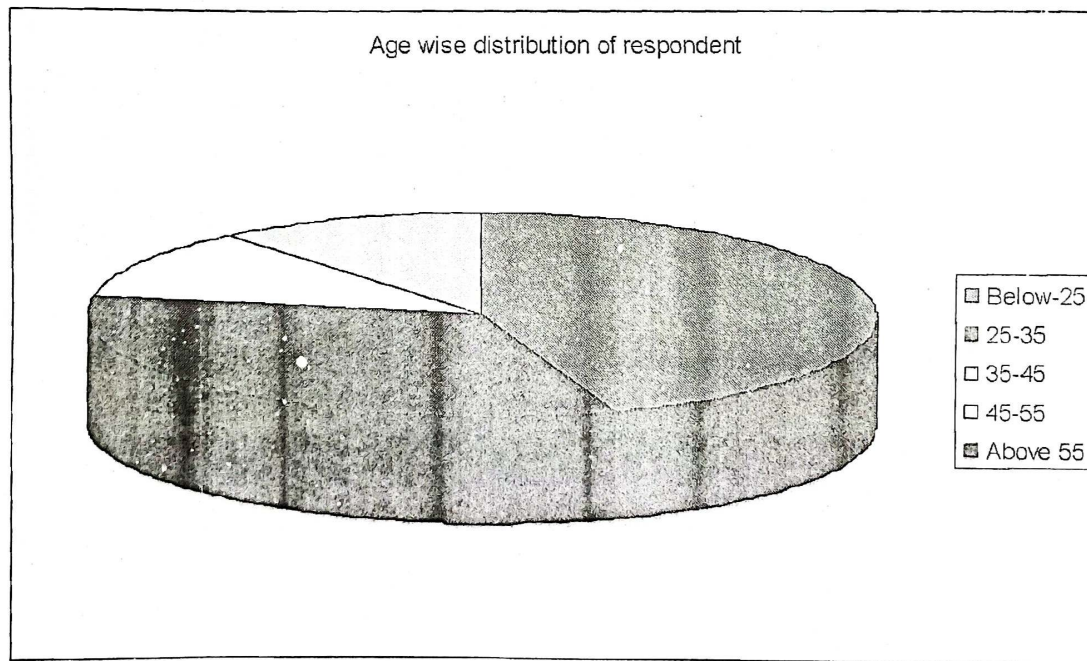


Interpretation: In the above table more number of customers are Business man's in percentage of 40% and less number of customers are Formers.

(B) Age wise distribution of respondents

INDEX	NO. OF RESPONDENTS	PERCENTAGE OF RESPONDENTS (%)
Below-25	5	10
25-35	20	40
35-45	15	30
45-55	5	10
Above 55	5	10
Total	50	100

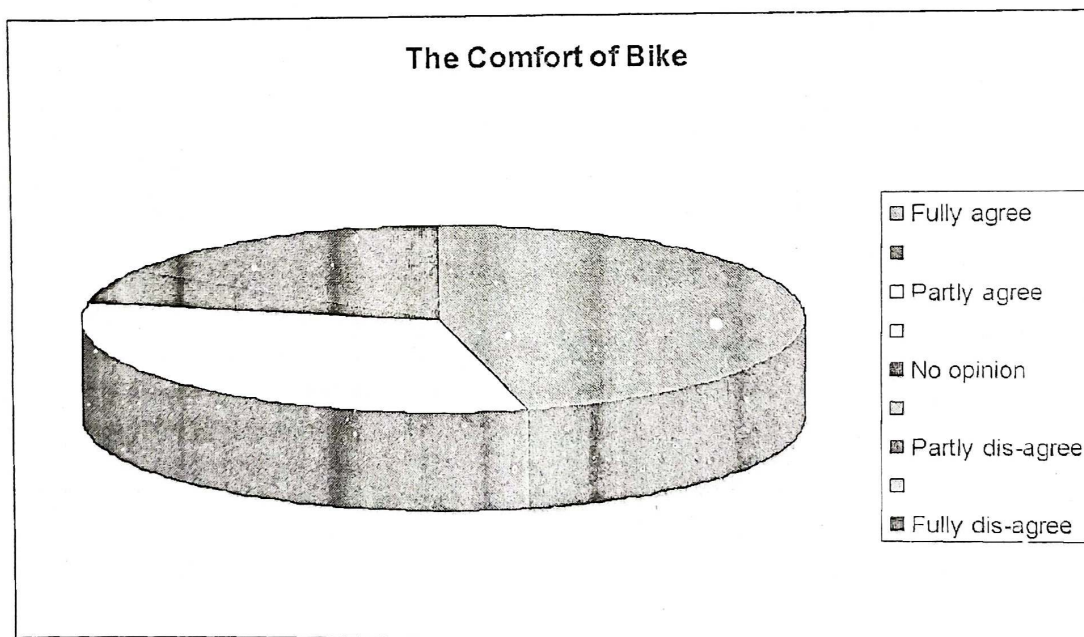
Table-2



Interpretation: In the above table more number of customers are the age of 25 to 35 in percentage of 40% and less number of customers are 45-55 and above 55.

Index	NO. OF RESPONDENTS	PERCENTAGE OF RESPONDENTS (%)
Fully agree	23	46
Partly agree	16	32
No opinion	3	6
Partly dis-agree	6	12
Fully dis-agree	2	4
Total	50	100

Table-15



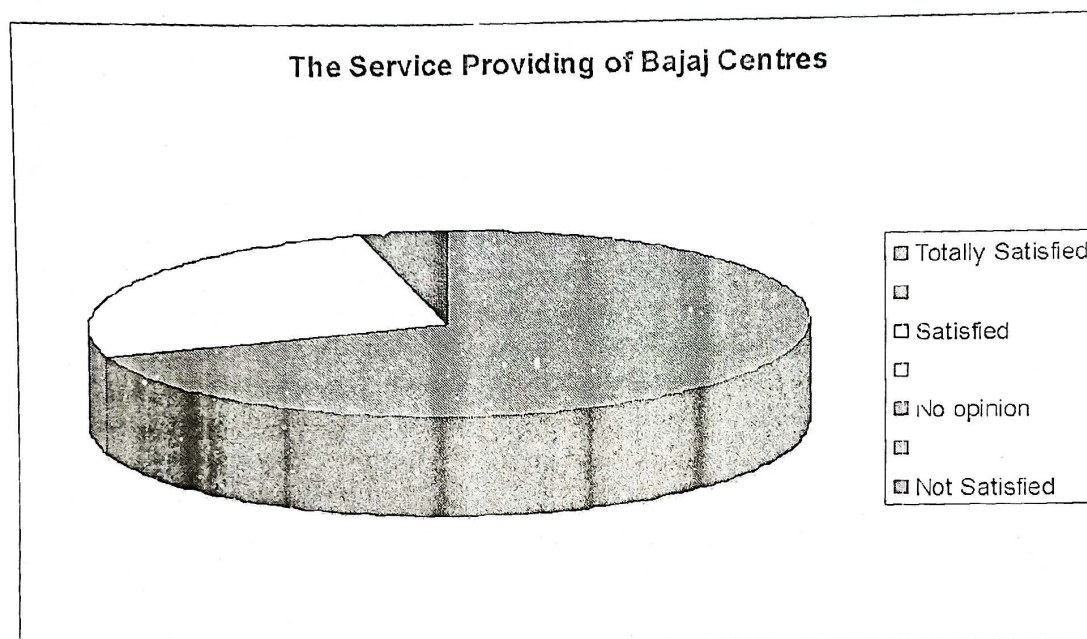
Interpretations: In the above table representing that out of 50 respondents 46% opinioned that the bike is confinable fully agree.

16. Consumer feeling about the service providing of Bajaj centers

Index	NO. OF RESPONDENTS	PERCENTAGE OF RESPONDENTS (%)
-------	--------------------	-------------------------------

Totally Satisfied	35	70
Satisfied	13	26
No opinion	2	4
Not Satisfied	0	0
Total	50	100

Table-16



Interpretation: In the above table representing that out of 50 respondents 70% of the respondents are totally satisfied with the service centers.

17. Availability of spare parts

Index	NO. OF RESPONDENTS	PERCENTAGE OF RESPONDENTS (%)
-------	-----------------------	----------------------------------

FINDINGS

1. More number of respondents are business mans are using the Bajaj bikes.
2. 75% respondents are below 45 age are using the bajaj bikes.
3. Majority of the respondents are influenced by friends for purchasing the bike
4. Most of the respondents purchase the bikes through cash down.
5. Most of the respondents agreed the bikes design is very good.
6. Most of the respondents are want to improve the mileage of the bikes
7. Most of the respondents are satisfied of the Bajaj bikes.
8. Most of the respondents 70% are totally satisfied about the bajaj service providing.


Head
Dept. of Commerce
G.P.P. Arts, Commerce & V.V.S. Science
College, SINDAGI-586128


Coordinator IQAC
G. P. PORWAL ARTS, COM &
V. V. SALIMATH Sc. College,
SINDGI-586128.

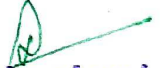

Principal,
G. P. Porwal Arts, Comm &
V. V. Salimath Sc. College
SINDGI-586128, Colindale 52

SUGGESTIONS

1. The company should keep updating the models of bikes and adding the new features to the bikes.
2. Nowadays most of the teenagers are concentrating the styles so company has to design more number of styles.
3. Most of the respondents expecting 80 and above kmpl mileage so company should measures to improve mileage.
4. After sales service has to improved and availability of servicing centers.
5. Most of the respondents are know the bajaj bikes only friends nowadays the competition should be high so to improve their advertising activities.


Head
Dept. of Commerce
G.P.P. Arts, Commerce & V.V.S. Science
College, SINDGI-586128


Coordinator IQAC
G. P. PORWAL ARTS, COM &
V. V. SALIMATH Sc. College
SINDGI-586128.


Principal,
G. P. Porwal Arts, Comm
V. V. Salimath Sc. Colleg
SINDGI-586128. College Code.