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REGISTER NUMBER

TOPIC: CUSTOMER SERVICE TOWARDS BIKE ROYAL ENFIELD

DATE: 15/09/2013

PLACE: SINDAGI

PRESENTED TO : PROF PRAKASH TEJU RATHOD

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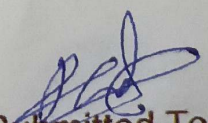
Project Report :
Customer Satisfaction Towards
Bike Royal Enfield



DEPARTMENT OF COMMERCE
G P PORWAL COLLEGE
SINDAGI-586128

2022-2023

Submitted By
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Submitted To
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CHAPTER I

INTRODUCTION

1.1 Introduction

Since the Lambretta scooter was replaced with the flurry of exciting two-wheeler models, Indian two-wheeler business has seen a remarkable change in the way they observe the Indian marketplace. India has now developed into the second largest manufacturer of two-wheelers in the world. Currently there are around ten two-wheeler manufacturers in the country, and they are Mahindra, Royal Enfield, Bajaj, Hero, Honda Suzuki, TVS, and Yamaha.

The two-wheeler industry can be divided into motor cycles, scooters, electric scooter and mopeds. The buyer has changed his preference from mopeds to scooters and then to motor cycles. The trends seen in the past few years females progressively using two-wheelers and various two-wheeler manufacturers designing vehicles specially to furnish to desires of this segment. Last decade saw Bajaj taking an important decision to stop production of Scooter and completely focus on motor cycles, especially asserting change in consumer's preference. The consumers are port without a choice in most cases than to migrate from the old-style scooters of the Indian family to the youthful bikes that one's son rides to college.

With expanding earnings and acquiring intensity of the regular Indian, the interest in bikes in the section has expanded considerably. There additionally have been persistent indications of developing of the market when the producers responded by thinking of advancements, getting consideration of potential purchasers and some of the time making another class of customers or adjusting the inclinations and states of mind of existing buyers.

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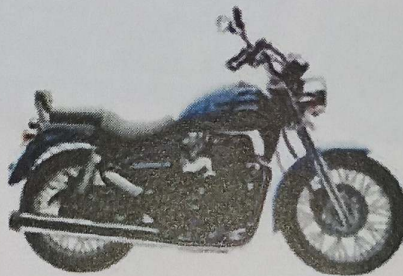
Royal Enfield Plants

Royal Enfield has one manufacturing and assembly facility in Chennai, Tamil Nadu. This manufacturing plant has been functional since 1955 and still produces the Royal Enfield Bullet 350cc and 500cc models.

List of models produced at the plant:



Thunderbird 500



Thunderbird 350



Classic Desert Storm

Table No 4.6

Do you agree that company acts towards the complaints lodged by the customers?

Company acts towards the complaints	Respondents	Percentage (%)
Yes	66	66.00%
No	18	18.00%
Can't Say	16	16.00%
Total	100	100%

According to (B) table 66% respondents are of the view that, agree that company acts towards the complaints lodged by the customers, 18% of them are not agree with this statement, while 16% of them can't say anything. Most of the customer says that the company act towards complaint lodged by customers.

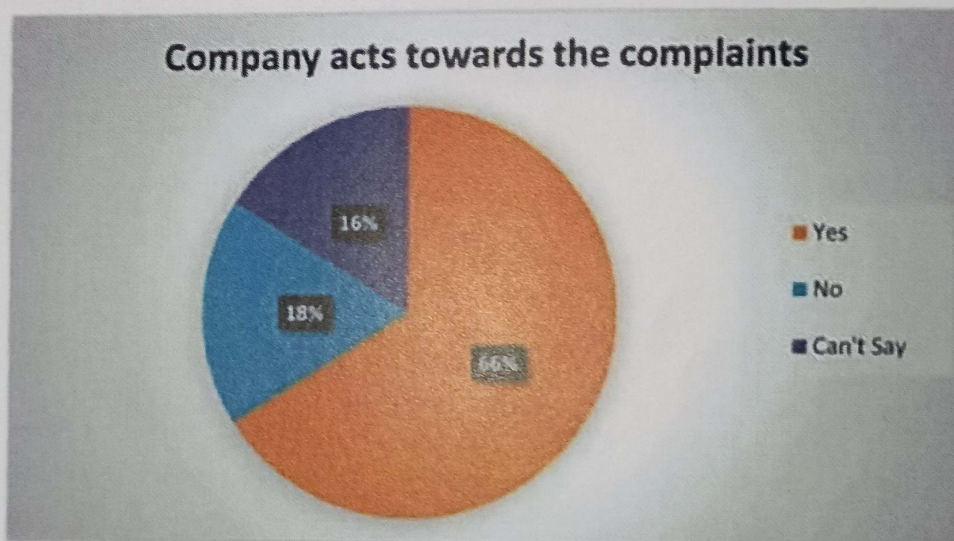
**Graph No 4.6**

Table No 4.7**What is the rate of fuel consumption for Royal Enfield Bike?**

Rate of fuel consumption	Respondents	Percentage (%)
Low	31	31.00%
Average	50	50.00%
High	19	19.00%
Total	100	100%

According to (B) table 50% respondents are of the view that, Royal Enfield bike has average fuel consumption rate, 31% of them are saying that the fuel consumption rate is low, while 19% of them are of the view that it has high fuel consumption rate. It is inferred that half of the respondents feel that the fuel consumption is average as compare to other bikes.

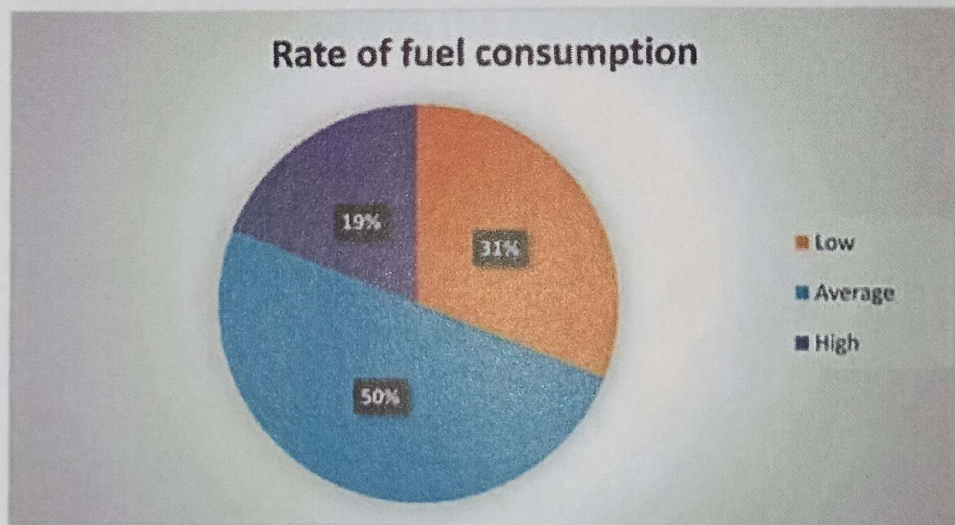
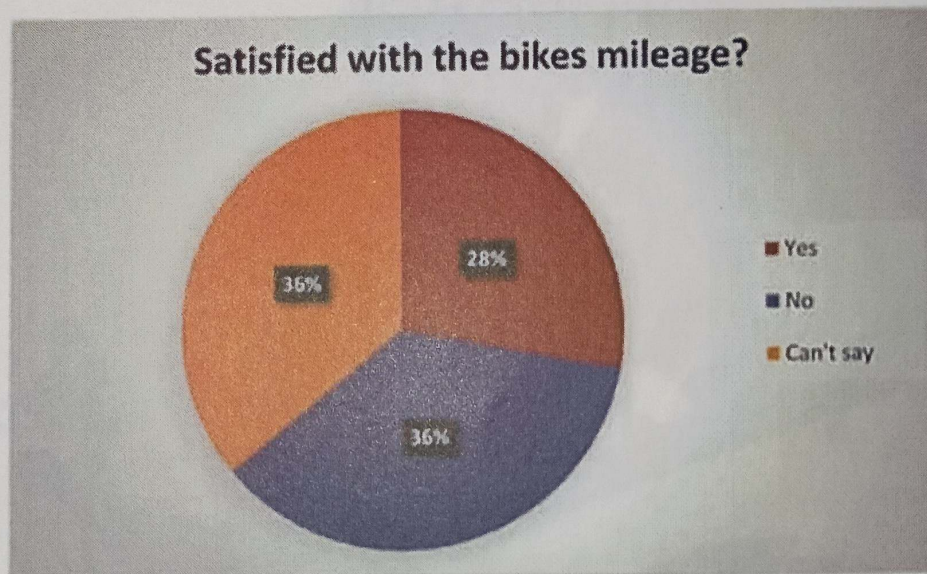
**Graph No 4. 7**

Table No 4.8

Are you satisfied with the bike's mileage?

Satisfied with the bike's mileage?	Respondents	Percentage (%)
Yes	28	28.00%
No	36	36.00%
Can't say	36	36.00%
Total	100	100%

According to (B) table 28% respondents are satisfied with the bike's mileage, 36% of them are not agree with this statement, while 36% of them can't say anything. It is inferred that customers are not fully satisfied with the mileage of Royal Enfield bike.

**Graph No 4.8**

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13. What is the one thing you want to improve in bike?

- ☐ Speed
- ☐ Mileage
- ☐ Look
- ☐ No need to Change

14. According to your opinion what can be done to improve Royal Enfield Bikes' sales in local markets?

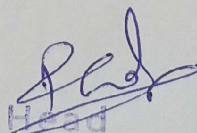
- ☐ Advertise more
- ☐ Provide better service
- ☐ Improve quality
- ☐ Should reduce prices
- ☐ No need to improve

15. Overall satisfaction level has derived as expected from Royal Enfield Bike?

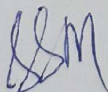
Highly
Dissatisfied

0 1 2 3 4 5 6 7 8 9 10

Delighted



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