

“A STUDY ON ANALYSIS OF WORKING CAPITAL MANAGEMENT AT AUTOMOBILE INDUSTRY SPECIAL REFERENCE TO MARUTI SUZUKI”

Submitted in partial fulfillment of the requirement for the award of

Bachelor of Business Administration

By

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(DEEMED TO BE UNIVERSITY)**

Accredited with Grade “A” by NAAC | 12B Status by UGC | Approved by AICTE

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MARCH - 2021



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BONAFIDE CERTIFICATE

This is to certify that this Project Report is the bonafide work of **S.SAKTHI DHASAN (38280078)** who carried out the project entitled "**A STUDY ON ANALYSIS OF WORKING CAPITAL MANAGEMENT AT AUTOMOBILE INDUSTRY SPECIAL REFERENCE TO MARUTI SUZUKI**" under our supervision from January 2021 to March 2021.

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I **S.Sakthi Dhasan (reg no. 38280078)** hereby declare that the project report entitled **“A study on analysis of working capital management at automobile industry special reference to maruti Suzuki”** done by me under the guidance of **Ms.Sivapriya.M M.com., M.phil, PGDCA at SATHYABAMA INSTITUTE OF SCIENCE AND TECHNOLOGY** is submitted in partial fulfillment of the requirements for the award of bachelor of business administration degree.

DATE: 30-04-2021

PLACE: CHENNAI

S.SAKTHI DHASAN

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ABSTRACT

Maruti Suzuki India limited is India's leading & largest passenger car manufacturer which accounting for nearly 50% of the total industry sales. With a view to cater the demand of all types of customer the company has variety of brands in its basket i.e. ranging from the peoples car maruti 800 to the stylish hatch-back swift, SX4 sedan and luxury sports utility vehicle (SUV) grand vitara. The company has reseeded ample awards and achievements due to its continuous innovations and technological up gradations. The company today is very conscious about safeguarding the environment from vehicle pollution which resulted in launching of its advanced K-series engines. Despite of stiff competition, maruti Suzuki India limited is presently considered as the leading automobile giant due to its remarkable economic, environmental & social performances. The objective of the paper is to evaluate the performance of maruti Suzuki India limited with respect to export, sales, production & sales network.

KEYWORDS: Achievements, domestic sales, export, production, sales network.

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CHAPTER 1

INTRODUCTION

1.1 INTRODUCTION

Maruti Suzuki India Limited (Formally known as Maruti Udyog Ltd) was established in 1981, February 24th. It was organized as a legal corporation beneath the provision of the Indian Companies ACT, 1956 to converge the rising demand of personal transportation by the lack of an efficient public transport system. It is the largest car manufacturing company in India accruing over 50% domestic car market. Suzuki Motor Corporation is the largest manufacture of mini passenger vehicles in Japan. According to Automotive Intelligence, Suzuki is eleventh largest vehicle manufacturing company in the world and fourth in Japan in terms of worldwide sales. The company offered different range of cars from passenger cars to sports cars. From 1982, Maruti Udyog was a subsidiary of Suzuki Motor Corporation of Japan. They licensed and joint venture agreement had been made between two companies on October, 2 1982.

Maruti was also involved in various businesses like manufacturing, sales and purchasing of motor vehicles and parts of automobiles. Other activities of Maruti were facilitation of pre-owned car sales, fleet management and car financing. They have seven subsidiary companies in India are Insurance Business Agency Ltd, Maruti Insurance Distribution Services Ltd, Maruti Insurance agency Solution Ltd, Maruti Insurance Agency Network Ltd, Maruti Insurance Agency services Ltd, Maruti Insurance Agency Logistics Ltd.² all these were affianced with promotion and selling motor insurance policies to motorcycle owners and the seventh one True Value Solution Ltd were in business of sales of certified pre-owned motorcycles under the brand 'Maruti True Value'. They have four manufacturing units in different areas in Haryana state.³

Maruti Suzuki India Ltd takes huge working capital loan to fulfill the requirement of working capital, thus company had paid huge amount of interest on working capital loan. Company raised the funds for working capital through term loan from bank, and

working capital loan from consortium of banks.

In October 2, 1982 the company signed the license and joint venture agreement with Suzuki Motor Corporation, Japan. In the year 1983, the company started their productions and launched maruti 800. In the year 1984, they introduced maruti Omni and during the next year, they launched maruti gypsy in the market. In the year 1987, the company forayed into the foreign market by exporting first lot of 500 cars to Hungary.

In the year 1990, the company launched India's first three-box, sedan. In the year 1992, Suzuki Motor Corporation, Japan increases their stake in the company to 50%. In the year 1993, they introduced the maruti Zen and in the next year they launched maruti esteem in the market.

1.2 INDUSTRY PROFILE:

The automotive industry in India is one of the largest automotive markets in the world. It had previously been one of the fastest growing markets globally. India's passenger car and commercial vehicle manufacturing industry is the sixth largest in the world, with an annual production of more than 3.9 million units in 2011. According to recent reports, India overtook Brazil to become the sixth largest passenger vehicle producer in the world (beating such old and new auto makers as Belgium, United Kingdom, Italy, Canada, Mexico, Russia, Spain, France, Brazil). Throughout the course of 2011 and 2012, the industry grew 16-18%, selling around three million units. In 2009, India emerged as Asia's fourth largest exporter of passenger cars, behind Japan, South Korea and Thailand. In 2010, India beat Thailand to become Asia's third largest exporter of passenger cars. As of 2010, India is home to 40 million passenger vehicles. More than 3.7 million automotive vehicles were produced in India in 2010, India in 2010 (an increase of 33.9%) making the country second (after china) fastest growing automobile market in the world in that year. According to the society of Indian automobile manufactures, annual vehicle sales are projected to increase 4 million by 2015, no longer 5 million as previously projected.

In 1769, a French engineer CAPTAIN NICHOLAS built the first load Vehicle propelled by its own power. It was a three-wheeler, four seated Vehicle fitted with steam engine. It attained a speed of about 21/2 M.P.H for 15 minutes.

The first car was built by LENIOR in 1862. His innovation was a compact of the internal-combustion engine powered by gas. Petrol-powered version soon followed, and the designed was widely adopted.

The first mass production car, the model T ford, was introduced in 1908, and by 15 million gad been sold. Today's engine works on similar principles, although card now are designed for greater efficiency, safety and comfort.

In 1920's the major developments were made in every carry features. The designers tried to produce a vehicle which will function at all conduction and which were comfortable to ride and easy to operate.

Increase life of types, independent, front wheel suspension, for wheeler hydraulic brakes, high compression ratio, high power, use of new materials and hundreds of other changes have been made.

Based on the company's disclosures maruti Suzuki India has a working capital of 0.0. This is 100.0% lower than that of the consumer cyclical sector and 100.0% lower than that of the auto manufactures industry. The working capital for all India stocks is 100.0% higher than that of the company.

1.2.1 WORKING CAPITAL MANAGEMENT:

Based on the company's discloses, Maruti Suzuki India has a working capital of 0.0. This is 100.0% lower than that of the consumer cyclical sector and 100.0% lower than that of the auto manufacturers industry. The working capital for all India stocks is 100.0% higher than that of the company.

The need for working capital to run the day to day business activities cannot be over emphasized. We will hardly find a business firm which does not require any amount of

working capital, indeed, firms differ in their requires of the working capital.

We know that firms aim at maximizing the wealth of shareholders. In its endeavor to maximize shareholders wealth, a firm should earn sufficient return from its operations. Earning a steady amount of profit requires successful sales activity. The firm has to invest enough funds in current assets for the success of sales activity. Current assets are needed because sales do not convert into cash instantaneously. There is always an operating cycle involved in the conversion of sales into cash.

1.3 COMPANY PROFILE:

This chapter consists of overview of maruti Suzuki India limited with respect to manufacturing facilities, corporate milestones, sales and service network with their few popular brands

The story began in early 1980's when the scooters had a waiting period and the Indian car customer had limited options. Maruti Suzuki limited (MSIL) was established in Feb 1981 through an act of parliament as a government company with Suzuki motor corporation of holding 26% of stake. It was entrusted the task of achieving the following:

- Modernization of Indian auto mobile industry
- Production of vehicles in large volumes
- Production of fuel efficient vehicles

Suzuki was an obvious choice because of the unparalleled expertise in small cars. The joint venture agreement was signed between Government of India and Suzuki motor company in Oct 1982.

The company went into production in record time of 13 months and the first car was rolled out from maruti, Gurgoan in December 1983.

The government of India identified the need for small car of Indian masses a car that would be economical, environment friendly yet contemporary in technology. In short “a

people's car". A global search for an efficient technology partner resulted in Suzuki then the leader in small cars in Japan being chosen for the now historical Maruti-Suzuki relationship.

1.3.1 History & milestone of maruti Suzuki limited:

Maruti Suzuki is one of the leading automobile manufacturing companies in India. It is the market leader in the automobile industry both in terms of production and revenue generation. The history of maruti Suzuki is very fascinating.

In the year February 1981, maruti Udyog limited was incorporated under the provisions of the Indian companies act, 1956. The major objectives of maruti Suzuki Udyog were to modernize the Indian automobile industry. To produce fuel-efficient cars and mass number of vehicles

The company was formed as a government company, with Suzuki as a minor partner. To make people's car for middle class India. In October 2, 1982 the company signed the license and joint venture agreement with Suzuki Motor Corporation of Japan. In the year 1983, the company started their productions and launched maruti Suzuki 800. In the year 1983, the company launched as most awaited maruti Omni and in 1985. The company launched maruti gypsy in the Indian market.

CHAPTER 2

REVIEW OF LITERATURE

2.1 Introduction

A review of literature shows that researchers investigate the relationship between attribute and overall customer satisfaction with maruti Suzuki using different car and nature of attributes. In addition, the results of these studies will empirically validate that proposed attributes considerably affects overall customer satisfaction with maruti Suzuki car of service provided.

2.2 List of reviews

Kaur Harpreet (2016) the author tries to examine the qualities & quantities performer of maruti Suzuki co. & how had both impact on its market share in India, For this study secondary data has been collected from annual reports, journals, report automobile sites. Result shows that MSL has been successfully leading automobile sector in India for last few years

Kumar Mohan M.S, Vasu. V. and Narayana T. (2016) the study has been made through using different ratios , mean, standard deviation and Altman's Z score approach to study the financial health of the company. The study reveals there is a positive correlation between liquidity and profitability ratios except return on total assets as well as Z score value indicate good health of the company

Ravichandran, M. & Subramaniam M Venkata (2016) the main idea behind this study is to assessment of viability, stability and profitability of Force motors limited. Operating position of the company can be measured by using various financial tools such as profitability ratio, solvency ratio, comparative statement & graphs etc. This study finds that company has got enough funds to meet its debts & liabilities. Company can further improve financial performance by reducing the administrative, selling & operating expenses.

Kumar Neeraj & Kaur Kuldip (2016) made an attempt to test the size and profitability relationship in the Indian automobile industry. To analyze the relationship linear regression model as well as cross-sectional has been employed for the year 1998 to 2014. For profitability analysis two different measures have been used (i) ratio of net profit to total sales turnover (ii) ratio of net income to net assets plus working capital and for firm size two indicators used namely, total sales turn over and net assets. The time series analysis showed the positive relationship between firm size and profitability but cross-sectional shows no relationship between firm size and profitability.

Kumar Rakesh Rasiklalajani & Bhatt Satyaki J. (2015) the proposed research is intended to examine the trend and pattern of financing the capital structure of India companies. The study is to analyze the determinants of total debt ratios as well as determinants of short term and long term ratios.

Becker Dieter (2015) the report shows about the current state and future prospects of the worldwide automobile industry. This survey report the manufacturer, executive and consumer views about four aspects, mobility culture, technological fit, business model readiness and market share.

Surekha B. & Krishnalah K.Rama (2015) this study reveals the prosperity of Tata Motors Company. It can be concluded that inner strength of company is remarkable. Company can further improve its profitability by optimum capital gearing, reduction in administration and financial expenses for the growth of company.

Anu B. (2015) made an attempt to examine the relationship between capital structure indicators, market price per shares and also to test relationship between debt-equity and market price per share of selected companies in industry. The study concludes that all three companies support the hypothesis that there is relation between debt-equity and MPS.

Maheeswari, V. (2015) made an attempt to analyze the financial soundness of the Hero Honda motors limited have identified three factors, namely liquidity position, solvency position and profitability position based on the study of period 2002 to 2010 using ratio analysis

Nandhini.M & Sivasalithi, V. (2015) has studied the impact of both financial leverage as well as operating language on the profitability of TVS motor company. The result shows that company suffers from certain weakness & suggested to control fixed cost as well as variable cost to gain adequate profits

Agarwal, Nidhi (2015) the study focus on the comparative financial performance of Maruti Suzuki and Tata motors ltd. The financial data and information required for the study are drawn from the various annual reports of companies. The liquidity and leverage analysis of both the firms are done. To analyze the leverage position four ratios are considered namely, capital gearing, debt-equity, total debt and proprietary ratio. The result shows that Tata motors ltd has to increase the portion of proprietor's fund in business to improve long term solvency position

Jothi, K. & Kalaivani, P. (2015) studied the comparative performance of Honda Motors and Toyota Motor that both companies have satisfactory short term liquidity position. As for as cash ratio concerned Honda company has upper hand upper hand in sound cash management practice during the study period. In case of profitability it is rising from the both of companies but remained much higher earning potential in Honda motor ltd.

Krishnaveni , M. & Vidya, R (2015) author has selected 87 companies out of 242 companies in capital line database to discuss the standard current ratio of automobile industry is matched with tractor and four sectors like engine parts, lamps, gears and ancillaries with standard norms. The study concludes that current and liquidity ratio of automobile industry is matched with tractor and the four sectors but other sectors have to improve the repaying capacity to strengthen the financial aspect

Takeh Ata & Navaprabha Jubiliy (2015) Author has made conceptual model to outline the impact of capital structure on the financial performance i.e. capital structure is independent variable that value is measured by using four ratios namely, financial debt, total debt equity, total asset debt and interest coverage ratio where as financial performance is dependent variable that value is measured by using four ratios as return on assets, return on equity , operating profit margin and return on capital employed. Researcher has selected 13 major steel industries and applied various statistical tools like standard deviation; correlation matrix, anova etc are employed for testing hypothesis with help of SPSS22.

Sarwade Walmik Kachru (2015) analyzed the effects of liberalization, government de- licensing and liberal trade policies on the growth of Indian auto mobile industry .The study recommends that investing four- wheeler is going to be smart potion not only in India but all around the world.

Shende Vikram (2014) this research will be helpful for the new entrants and existing car manufacturing companies in India to find out the customer expectations and their market offerings. The objective of study is the identification of factors influencing customer's performance for particular segment of cars.

Azhagaiah R. & Gounasegaran (2014) recognized India's per capita real GDP growth as one of key drivers of growth for country's automobile industry. The central government would be set up various task forces on issue related to taxation, land acquisitions, labour reform and skill development for auto industry.

Buvaneswari .R & Kanimozhip (2014): To study the credit worthiness of selected firms in Indian car industry, tiruchy. Professor Edward Altman of New York University developed method Z score analysis to predict the company failure or bankruptcy. To measure the fiscal fitness of a company combined a set of five financial ratios.

Idhayajothi, Retal (2014) the main idea behind this study is to analyze the financial performance of Ashoka Leyland Ltd. at Chennai. The result shows that financial performance is sound and also suggested to improve financial performance by reducing the various expenses.

Dhole Madhavi (2013): Investigating the impact of price movement of share on selected company performance. It advise due investors consider various factors before choosing the better portfolio. Sentimental factors do play a role in price movement only in short term but in long run annual performance is sole factor responsible for price movement

Daniel A. Moses Joshunar (2013): The study has been conducted to identify the financial strength and weakness of the Tata motors Ltd. using past 5 year financial statements. Trend analysis & ratio analysis used to comment of financial status of company. Financial performance of company is satisfactory and also suggested to increase the loan levels of company for the better performance.

2.3 Conclusion

A literature review may constitute an essential chapter of a thesis or dissertation, or may be a self-contained review of writings on a subject. In either case, its purpose is to place each work in the context of its contribution to the understanding of the subject under review. Describe the relationship of each work to the others under consideration. Identify new ways to interpret, and shed light on any gaps in, previous research. Resolve conflicts amongst seemingly contradictory previous studies. Point the Way forward for further research.

CHAPTER 3

RESEARCH METHODOLOGY

3.1 NEED FOR STUDY

Research methodology is mainly needed for the purpose of framing the research process and the designs and tools that are to be used for the project purpose. Research methodology helps to find the customer experience base for the product. This time research methodology is framed to manage the working capital of automobile industry special reference to maruti Suzuki.

3.2 SCOPE OF THE STUDY

- To study the effectiveness of maruti Suzuki.
- To analyse the problems faced by customer through maruti Suzuki
- To study the enhancement to be made in maruti Suzuki

3.3 OBJECTIVE OF THE STUDY

This project is designed mainly to identify and evaluate the customer's response and to manage working capital at automobile industry special reference to maruti Suzuki.

3.3.1 Primary objective:-

To Study on analysis of working capital management at automobile industry special reference to maruti Suzuki.

3.3.2 Secondary objective:-

- To study about the maruti Suzuki car
- To investigate the consumer satisfaction of maruti Suzuki cars
- To analyse the consumers expectation and developments in vehicle

- To examine the effectiveness of maruti Suzuki.

3.4 RESEARCH DESIGN

3.4.1 Descriptive Research Design

Descriptive research is a study designed to depict the participants in an accurate way. More simply put, descriptive research is all about describing people who take part in the study.

3.5 SOURCES OF DATA

Data collection is the term used to describe a process of preparing and collecting data.

3.5.1 Primary data – Questionnaire given to 140 respondents

3.5.2 Secondary data – Websites and online journals, Published reports & Review of literature from published articles

3.6 STRUCTURE OF QUESTIONNAIRE

The questionnaire was design to know the general opinions of customers, and their experience with maruti Suzuki and to manage the working capital at automobile industry special reference to maruti Suzuki.

3.7 SAMPLING TECHNIQUE

3.7.1 Convenience sampling method

A convenience sample is one of the main types of non-probability sampling methods. A convenience sample is made up of people who are easy to reach.

3.8 PERIOD OF STUDY

The duration of study is from January 2021 to March 2021 which is a three months of study.

3.9 LIMITATIONS OF THE STUDY

- The analysis of the present study has been carried out based on the information has collected from the maruti Suzuki cars.
- The study is an opinion survey; caution may have to be exercised while extending the result to other areas.
- Due to time constrict only 140 numbers of respondents were considered.
- The result fully depends on the information given by the respondents which may be based.

CHAPTER 4

DATA ANALYSIS AND INTERPERTATION

4.1. PERCENTAGE ANALYSIS

TABLE 4.1.1: AGE OF THE RESPONDENTS

S.NO	PARTICULARS	NO.OF RESPONDENT	PERCENTAGE
1	15-25	115	82.7
2	26-35	13	9.4
3	36-50	11	7.9
TOTAL		139	100

SOURCE: Primary data

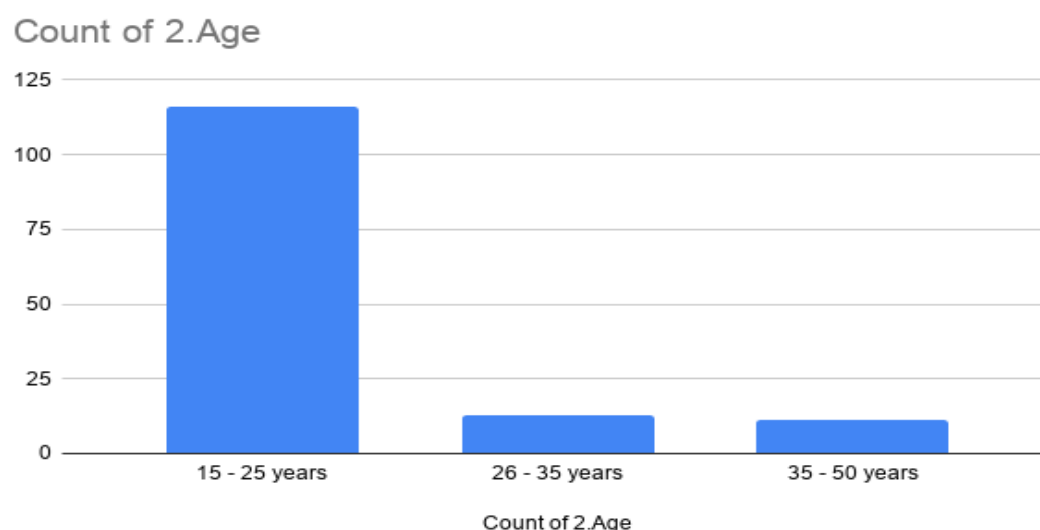


CHART 4.1.1: AGE OF THE RESPONDENTS

INTERPRETATION

From the above table it is interpreted that the number of respondent between 15-25 age of respondent are 82.7%, between 26-35 age of respondent are 9.4% between 35-50 age of respondent are 7.9%.

INFERENCE

Majority (82.7%) of the respondent are age between 15-25 years.

TABLE 4.1.2: EDUCATION

S.NO	PARTICULARS	NO.OF RESPONDENT	PERCENTAGE
1	HIGH SCHOOL	14	10.1
2	INTERMEDIATE	13	9.4
3	DEGREE	95	68.8
4	OTHERS	16	11.6
TOTAL		138	100

SOURCE: Primary data

Count of 3.Education

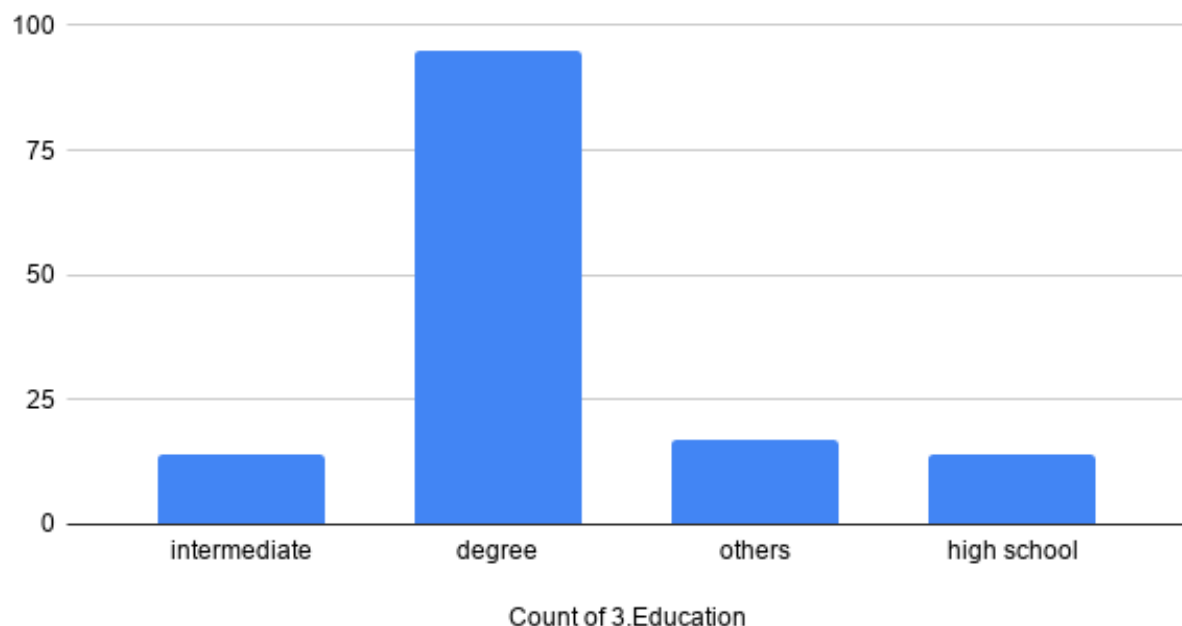


CHART 4.1.2: EDUCATION

INTERPRETATION

From the above table it is interpreted that the 10.1% of the respondents education qualification is high school, 9.4% of respondents education qualification is intermediate, 68.8% of the respondents are degree holders, 11.6% of respondents says their education qualification as other mentions.

INFERENCE

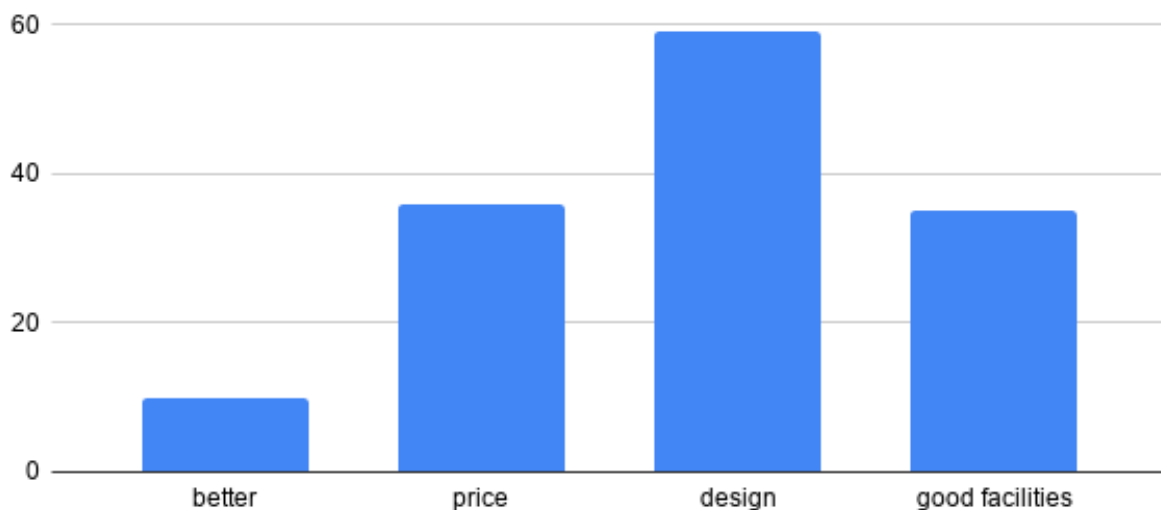
Majority (68.8%) of the respondent are degree holders.

TABLE 4.1.3: WHY FIRST PREFERENCE FOR MARUTI SUZUKI

S.NO	PARTICULARS	NO.OF RESPONDENT	PERCENTAGE
1	GOOD FACILITIES	35	25
2	PRICE	36	25.7
3	DESIGN	59	42.1
4	BETTER	10	7.1
TOTAL		140	100

SOURCE: Primary data

Count of 4.why you are giving first preference to maruti suzuki while buying car ?



Count of 4.why you are giving first preference to maruti suzuki while buying car ?

CHART 4.1.3: WHY FIRST PREFERENCE FOR MARUTI SUZUKI

INTERPRETATION

From the above table it is interpreted that the 25% of the respondents are preferred good facilities, 25.7% of respondents are preferred the price, 42.1% of the respondents are preferred the design, 7.1% of respondents are says better.

INFERENCE

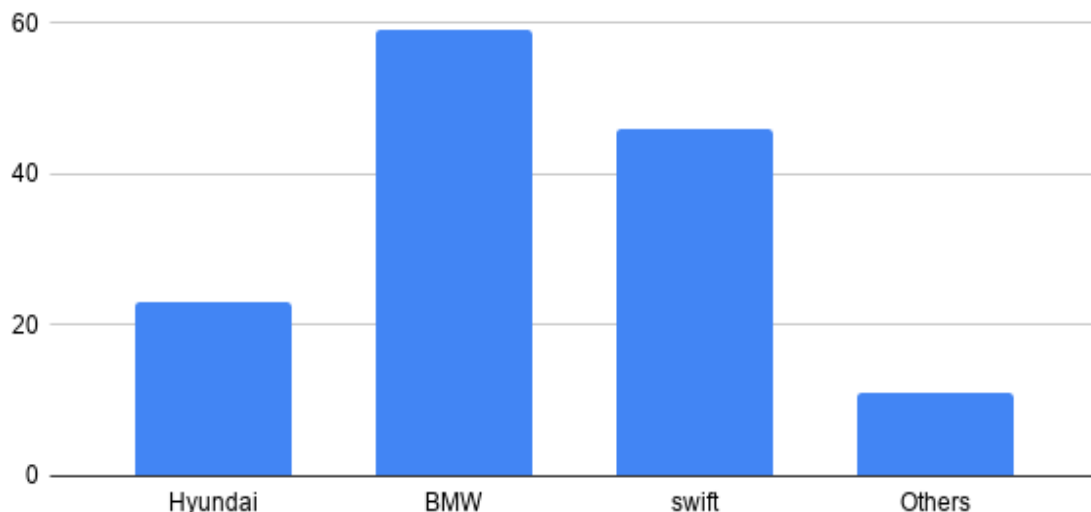
Majority (42.1%) of the respondent are preferred the design.

TABLE 4.1.4: FAVORITE BRAND EXCEPT MARUTI SUZUKI

S.NO	PARTICULARS	NO.OF RESPONDENT	PERCENTAGE
1	HYUNDAI	23	16.5
2	SWIFT	46	33.1
3	BMW	59	42.4
4	OTHERS	11	7.9
TOTAL		139	100

SOURCE: Primary data

Count of 5.Which is your favourite site other than maruti suzuki ?



Count of 5.Which is your favourite site other than maruti suzuki ?

CHART 4.1.4: FAVORITE BRAND EXCEPT MARUTI SUZUKI

INTERPRETATION

From the above table it is interpreted that the 16.5% of the respondents are preferred Hyundai, 33.1% of respondents are preferred Swift, 42.4% of the respondents are preferred BMW, 7.9% of respondents are preferred other options.

INFERENCE

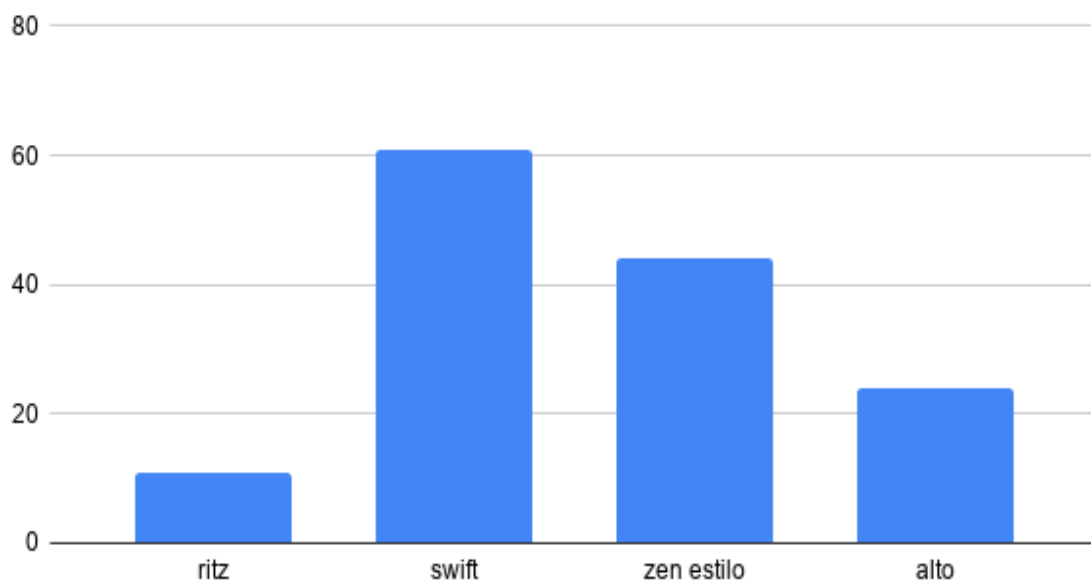
Majority (42.4%) of the respondent are preferred BMW.

TABLE 4.1.5: FAVORITE CAR IN MARUTI SUZUKI

S.NO	PARTICULARS	NO.OF RESPONDENT	PERCENTAGE
1	ALTO	21	17.1
2	ZEN ESTILO	44	31.4
3	SWIFT	61	43.6
4	RITZ	11	7.9
TOTAL		140	100

SOURCE: Primary data

Count of 6.which is your favourite car in maruti suzuki ?



Count of 6.which is your favourite car in maruti suzuki ?

CHART 4.1.5: FAVORITE CAR IN MARUTI SUZUKI

INTERPRETATION

From the above table it is interpreted that the 17.1% of the respondents are preferred Alto, 31.4% of respondents are preferred Zen Estilo, 43.6% of the respondents are preferred Swift, 7.9% of respondents are preferred Ritz.

INFERENCE

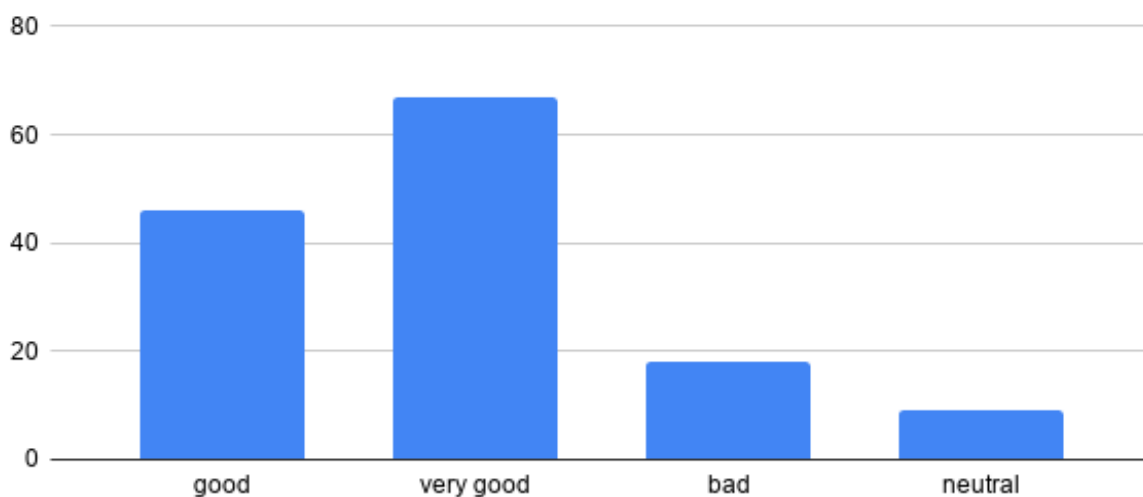
Majority (43.6%) of the respondent are preferred Swift

TABLE 4.1.6: HOW SATISFIED ARE THE CUSTOMERS WITH PRESENT MARUTI SUZUKI

S.NO	PARTICULARS	NO.OF RESPONDENT	PERCENTAGE
1	GOOD	47	32.9
2	VERY GOOD	63	47.9
3	BAD	16	12.9
4	NEUTRAL	15	6.3
TOTAL		141	100

SOURCE: Primary data

Count of 7. How satisfied are you with the present maruti Suzuki car that you owned ?



Count of 7. How satisfied are you with the present maruti Suzuki car that you owned ?

CHART 4.1.6: HOW SATISFIED ARE THE CUSTOMERS WITH PRESENT MARUTI SUZUKI

INTERPRETATION

From the above table it is interpreted that the 32.9% of the respondents are said as good, 47.9% of respondents are said as good, and 12.9% of respondents are said as bad, 6.3% of respondents are said as neutral.

INFERENCE

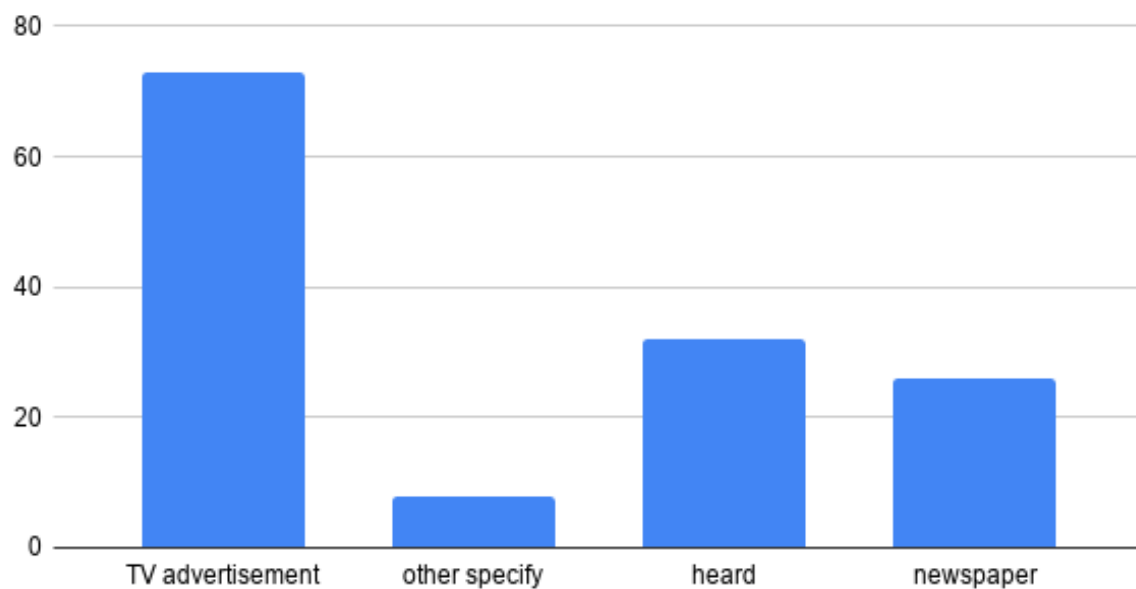
Majority (47.9%) of the respondent are said as good.

TABLE 4.1.7: HOW CUSTOMERS KNOW ABOUT MARUTI SUZUKI

S.NO	PARTICULARS	NO.OF RESPONDENT	PERCENTAGE
1	NEWSPAPER	26	18.7
2	HEARD	32	23
3	TV ADVERTISEMENT	73	52.5
4	OTHER SPECIFY	8	5.8
TOTAL		139	100

SOURCE: Primary data

Count of 8.how did come to know about maruti suzuki ?



Count of 8.how did come to know about maruti suzuki ?

CHART 4.1.7: HOW CUSTOMERS KNOW ABOUT MARUTI SUZUKI

INTERPRETATION

From the above table it is interpreted that the 18.7% of the respondents are preferred Newspaper, 23% of respondents are preferred Heard, 52.5% of the respondents are preferred TV Advertisement, 5.8% of respondents are preferred Other specify.

INFERENCE

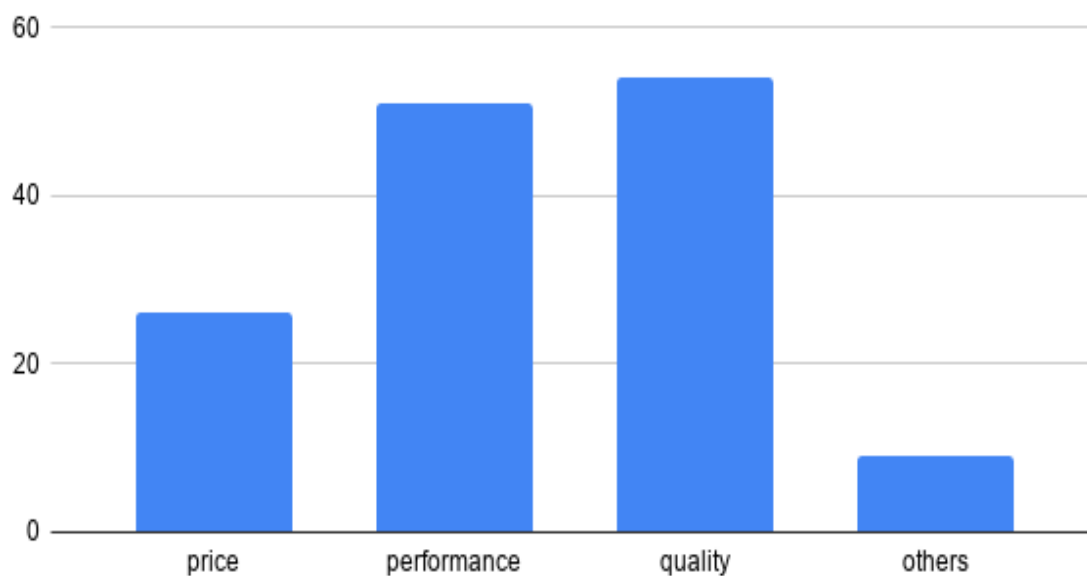
Majority (52.5%) of the respondent are preferred BMW.

TABLE 4.1.8: MAIN FACTOR WHILE BUYING MARUTI SUZUKI

S.NO	PARTICULARS	NO.OF RESPONDENT	PERCENTAGE
1	PRICE	26	18.6
2	QUALITY	54	38.6
3	PERFORMANCE	51	36.4
4	OTHERS	9	6.4
TOTAL		139	100

SOURCE: Primary data

Count of 9.if you considering to buy a maruti suzuki car what matters more ?



Count of 9.if you considering to buy a maruti suzuki car what matters more ?

CHART 4.1.8: MAIN FACTOR WHILE BUYING MARUTI SUZUKI

INTERPRETATION

From the above table it is interpreted that the 18.6% of the respondents are preferred Price, 38.6% of respondents are preferred Quality, 36.4% of the respondents are preferred Performance, 6.4% of respondents are preferred others.

INFERENCE

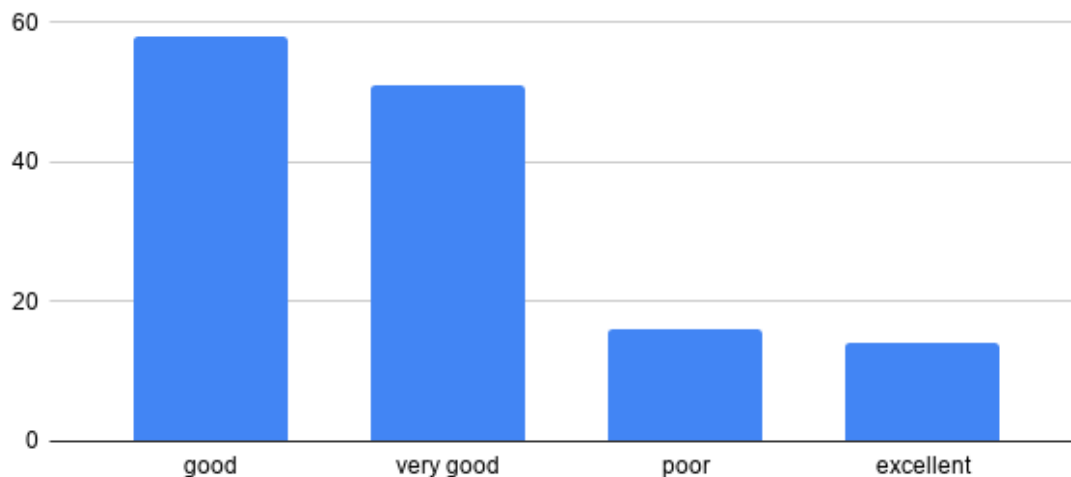
Majority (38.6%) of the respondent are preferred Quality.

TABLE 4.1.9: OPINION FOR MARUTI SUZUKI'S SERVICE WHILE COMPARING TO OTHERS

S.NO	PARTICULARS	NO.OF RESPONDENT	PERCENTAGE
1	POOR	16	11.5
2	GOOD	58	41.7
3	VERY GOOD	51	36.7
4	EXCELLENT	14	10.1
TOTAL		139	100

SOURCE: Primary data

Count of 10.what is your opinion about service of maruti suzuki compairing with others ?



Count of 10.what is your opinion about service of maruti suzuki compairing with others ?

CHART 4.1.9: OPINION FOR MARUTI SUZUKI'S SERVICE WHILE COMPARING TO OTHERS

INTERPRETATION

From the above table it is interpreted that the 11.5% of the respondents are preferred Poor, 41.7% of respondents are preferred Good, 36.7% of the respondents are preferred very good, 10.1% of respondents are preferred excellent.

INFERENCE

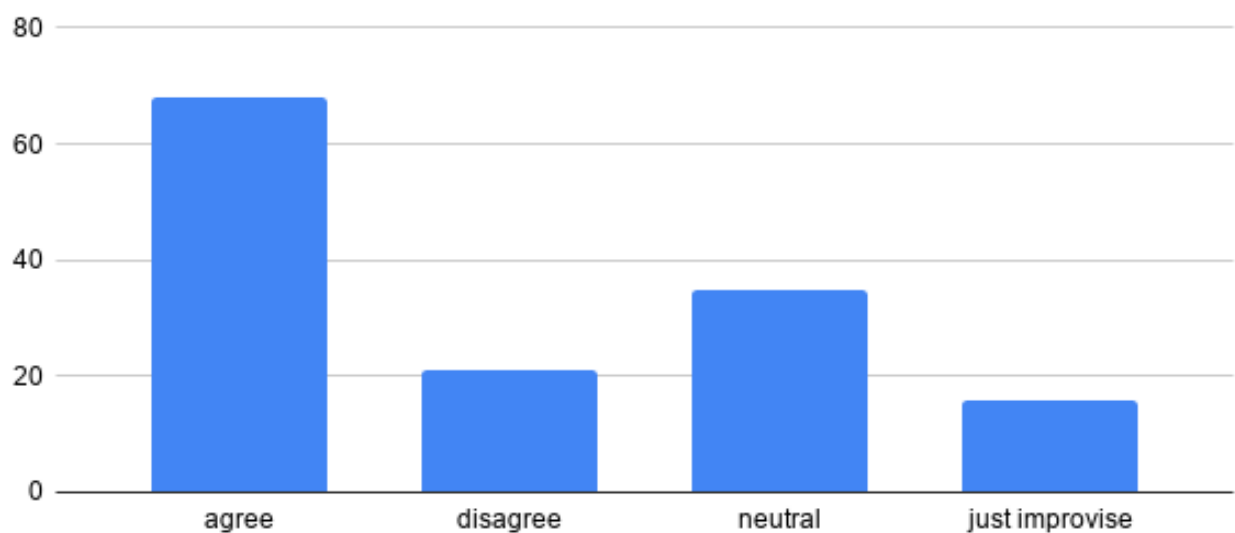
Majority (41.7%) of the respondent are preferred good.

TABLE 4.1.10: CHANGES NEEDED IN MARUTI SUZUKI CARS

S.NO	PARTICULARS	NO.OF RESPONDENT	PERCENTAGE
1	AGREE	65	48.6
2	DISAGREE	26	15.0
3	NEUTRAL	26	25.0
4	JUST IMPROVISE	24	11.4
TOTAL		141	100

SOURCE: Primary data

Count of 11. Do you want any changes in cars of maruti Suzuki ?



Count of 11. Do you want any changes in cars of maruti Suzuki ?

CHART 4.1.10: CHANGES NEEDED IN MARUTI SUZUKI CARS

INTERPRETATION

From the above table it is interpreted that the 48.6% of the respondents are agreed, 15.0% of respondents are disagreed, 25.0% of the respondents are said as neutral, 11.4% of respondents are said as just improvise.

INFERENCE

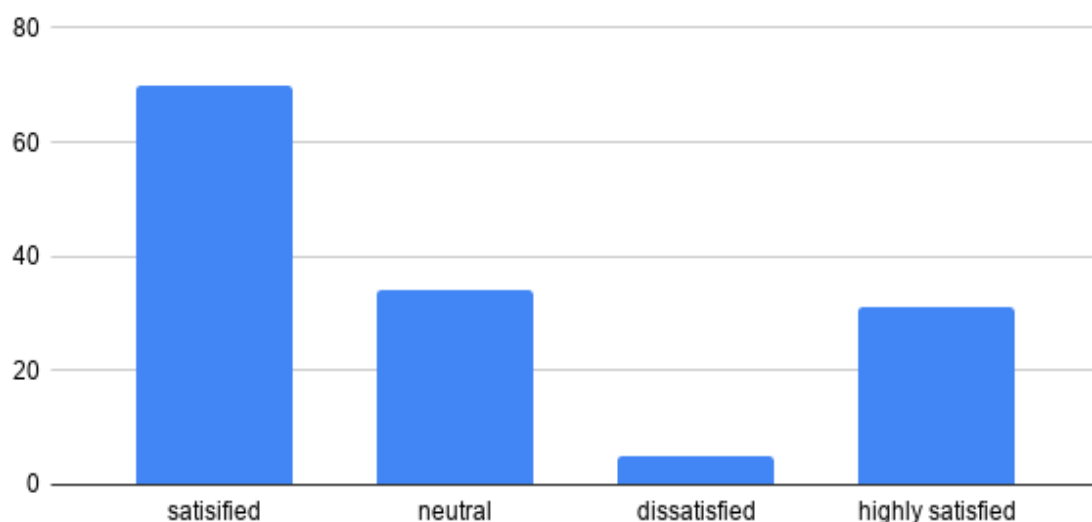
Majority (48.6%) of the respondent are agreed.

TABLE 4.1.11: SATISFACTION LEVEL OF MARUTI SUZUKI'S PRICE

S.NO	PARTICULARS	NO.OF RESPONDENT	PERCENTAGE
1	HIGHLY SATISFIED	23	22.1
2	SATISFIED	46	50
3	NEUTRAL	59	24.3
4	DISSATISFIED	11	3.6
TOTAL		139	100

SOURCE: Primary data

Count of 12.Are you satisfied about the price of maruti suzuki while compairing with others ?



Count of 12.Are you satisfied about the price of maruti suzuki while compairing with others ?

CHART 4.1.11: SATISFACTION LEVEL OF MARUTI SUZUKI'S PRICE

INTERPRETATION

From the above table it is interpreted that the 22.1% of the respondents are preferred Highly satisfied, 50% of respondents are preferred Satisfied, 24.3% of the respondents are preferred Neutral, 3.6% of respondents are preferred Dissatisfied.

INFERENCE

Majority (50%) of the respondent are preferred Satisfied.

TABLE 4.1.12: FAVORITE DESIGN IN MARUTI SUZUKI

S.NO	PARTICULARS	NO.OF RESPONDENT	PERCENTAGE
1	ALTO	21	15
2	ZEN ESTILO	51	36.4
3	SWIFT	55	39.3
4	RITZ	13	9.3
TOTAL		140	100

SOURCE: Primary data

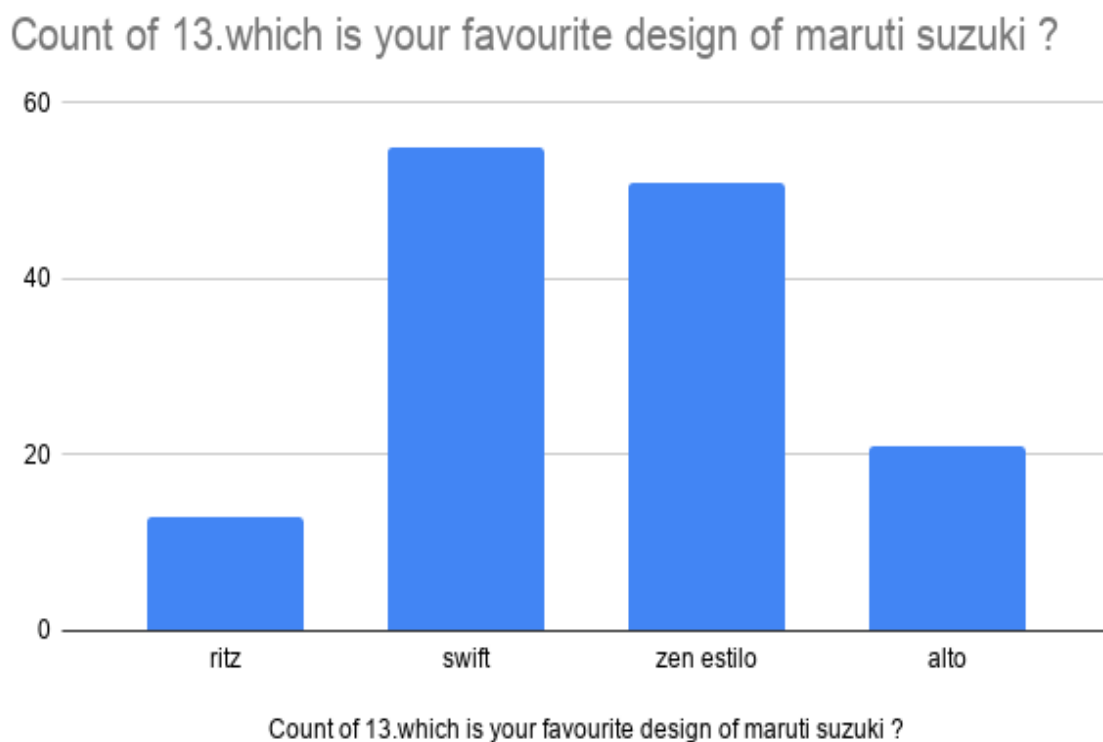


CHART 4.1.12: FAVORITE DESIGN IN MARUTI SUZUKI

INTERPRETATION

From the above table it is interpreted that the 15% of the respondents are preferred Alto, 36.4% of respondents are preferred Zen Estilo, 39.3% of the respondents are preferred Swift, 9.3% of respondents are preferred Ritz.

INFERENCE

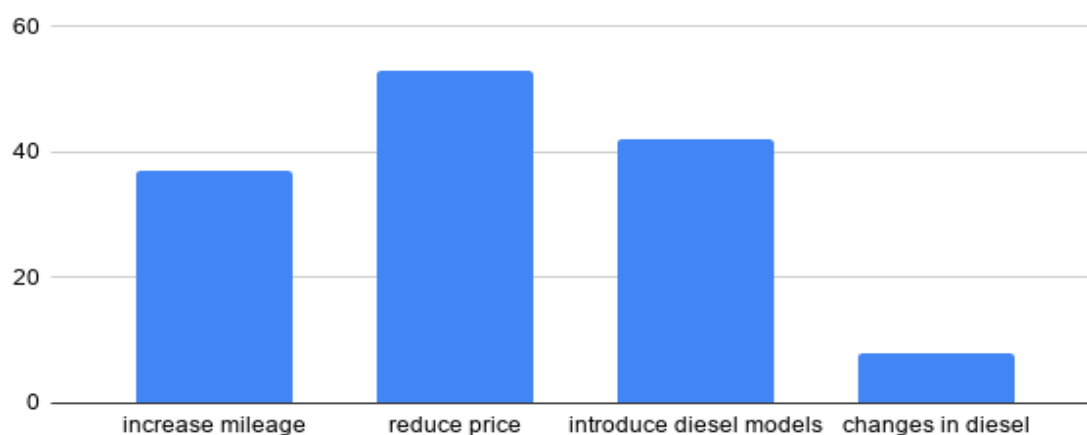
Majority (39.3%) of the respondent are preferred Swift.

TABLE 4.1.13: EXPECTATION OF CHANGES IN MARUTI SUZUKI

S.NO	PARTICULARS	NO.OF RESPONDENT	PERCENTAGE
1	INCREASE MILEAGE	37	26.4
2	REDUCE PRICE	53	37.9
3	INTRODUCE DIESEL MODELS	42	30
4	CHANGES IN DIESEL	8	5.7
TOTAL		140	100

SOURCE: Primary data

Count of 14.what kind of changes are you expecting in maruti suzuki ?



Count of 14.what kind of changes are you expecting in maruti suzuki ?

CHART 4.1.13: EXPECTATION OF CHANGES IN MARUTI SUZUKI

INTERPRETATION

From the above table it is interpreted that the 26.4% of the respondents are preferred Increase Mileage, 37.9% of respondents are preferred Reduce Price, 30% of the respondents are preferred Introduce diesel models, 5.7% of respondents are preferred changes in diesel.

INFERENCE

Majority (37.9%) of the respondent are preferred Reduce Price.

TABLE 4.1.14: IS THERE CUSTOMERS SATISFIED WITH MARUTI SUZUKI

S.NO	PARTICULARS	NO.OF RESPONDENT	PERCENTAGE
1	SATISFIED	67	49.6
2	DISSATISFIED	19	13.9
3	NEUTRAL	27	20.7
4	EXTREMELY SATISFIED	27	15.8
TOTAL		141	100

SOURCE: Primary data

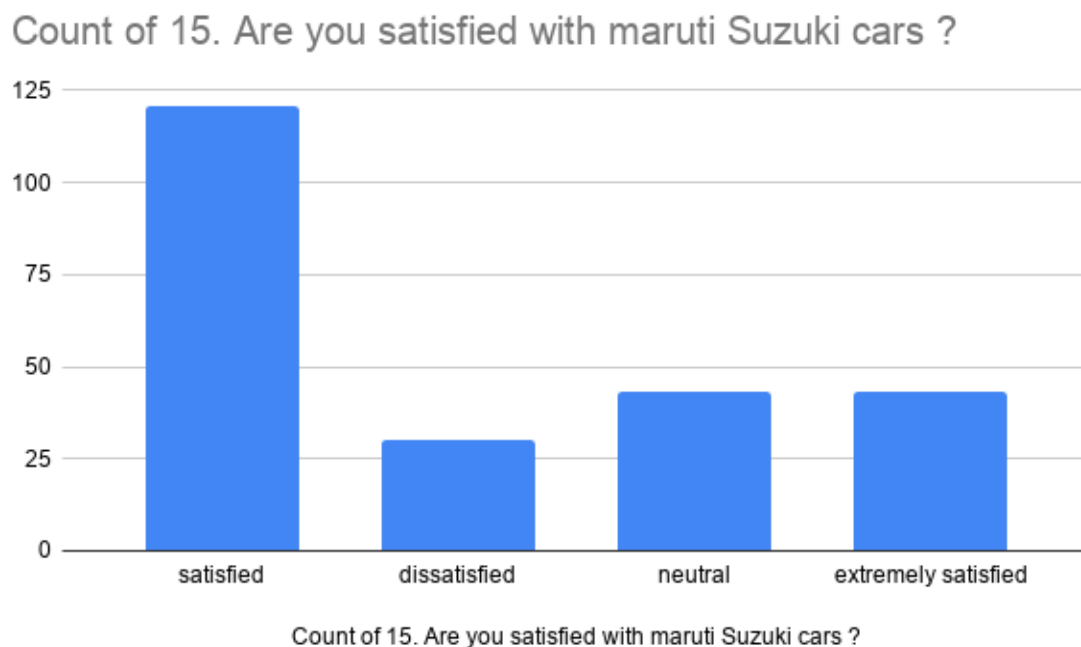


CHART 4.1.14: IS THERE CUSTOMERS SATISFIED WITH MARUTI SUZUKI

INTERPRETATION

From the above table it is interpreted that the 49.6% of the respondents are satisfied, 13.9% of respondents are dissatisfied, and 20.7% of the respondents are said as neutral, 15.8% of respondents are extremely satisfied

INFERENCE

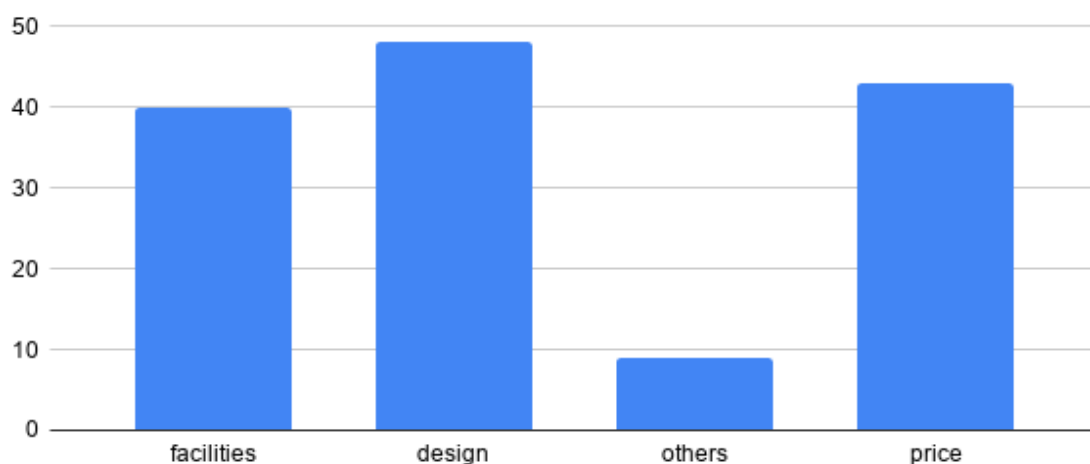
Majority (49.6%) of the respondent are satisfied with maruti Suzuki cars.

TABLE 4.1.15: REASON FOR LESS DEMAND ON A STAR AND ZEN ESTILO

S.NO	PARTICULARS	NO.OF RESPONDENT	PERCENTAGE
1	FACILITIES	40	28.6
2	DESIGNS	48	34.3
3	PRICE	43	30.7
4	OTHERS	9	6.4
TOTAL		140	100

SOURCE: Primary data

Count of 16.a star and zen estilo have less demand than others maruti suzuki small cars what are the reason ?



Count of 16.a star and zen estilo have less demand than others maruti suzuki small cars what are

CHART 4.1.15: REASON FOR LESS DEMAND ON A STAR AND ZEN ESTILO

INTERPRETATION

From the above table it is interpreted that the 28.6% of the respondents are preferred Facilities, 34.3% of respondents are preferred Designs, 30.7% of the respondents are preferred Price, 6.4% of respondents are preferred others.

INFERENCE

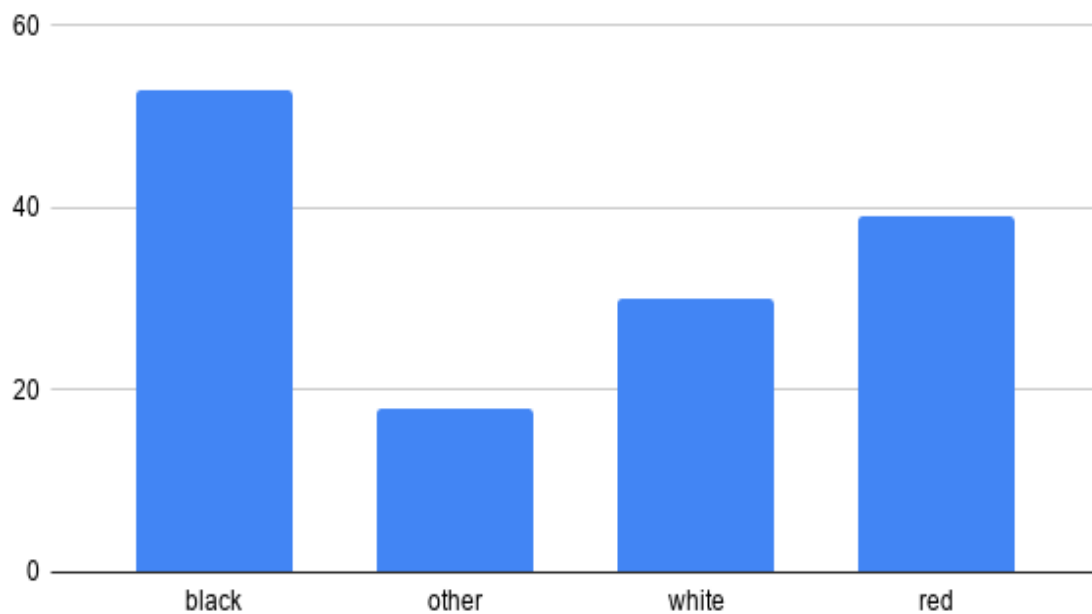
Majority (34.3%) of the respondent are preferred designs.

TABLE 4.1.16: FAVORITE COLOR IN MARUTI SUZUKI

S.NO	PARTICULARS	NO.OF RESPONDENT	PERCENTAGE
1	WHITE	30	21.4
2	BLACK	53	37.9
3	RED	39	27.9
4	OTHERS	18	12.9
TOTAL		140	100

SOURCE: Primary data

Count of 17.what is your favourite color in maruti suzuki ?



Count of 17.what is your favourite color in maruti suzuki ?

CHART 4.1.16: FAVORITE COLOR IN MARUTI SUZUKI

INTERPRETATION

From the above table it is interpreted that the 21.4% of the respondents are preferred white, 37.9% of respondents are preferred black, 27.9% of the respondents are preferred red, 12.9% of respondents are preferred others.

INFERENCE

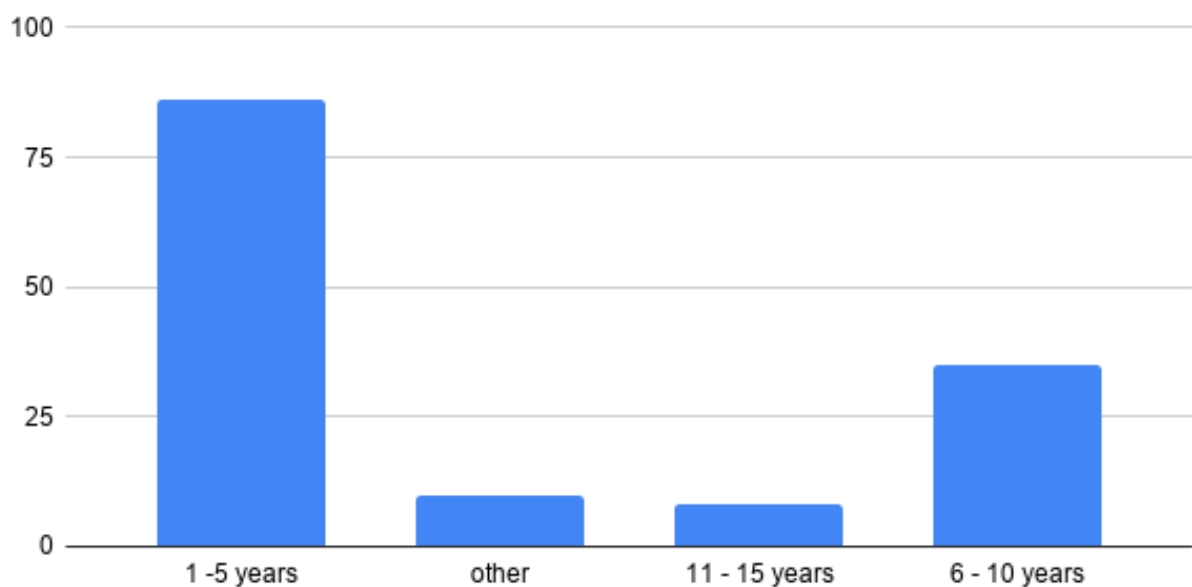
Majority (37.9%) of the respondent are preferred Black.

TABLE 4.1.17: HOW LONG YOU'RE USING MARTI SUZUKI

S.NO	PARTICULARS	NO.OF RESPONDENT	PERCENTAGE
1	1 – 5	86	61.9
2	6 – 10	35	25.2
3	11 – 15	8	5.7
4	OTHERS	10	7.2
TOTAL		139	100

SOURCE: Primary data

Count of 18.how long you have using maruti suzuki ?



Count of 18.how long you have using maruti suzuki ?

CHART 4.1.17: HOW LONG YOU'RE USING MARTI SUZUKI

INTERPRETATION

From the above table it is interpreted that the 61.9% of the respondents are preferred 1-5 Years, 25.2% of respondents are preferred 6-10 Years, 5.7% of the respondents are preferred 11-15 Years, 7.2% of respondents are preferred others.

INFERENCE

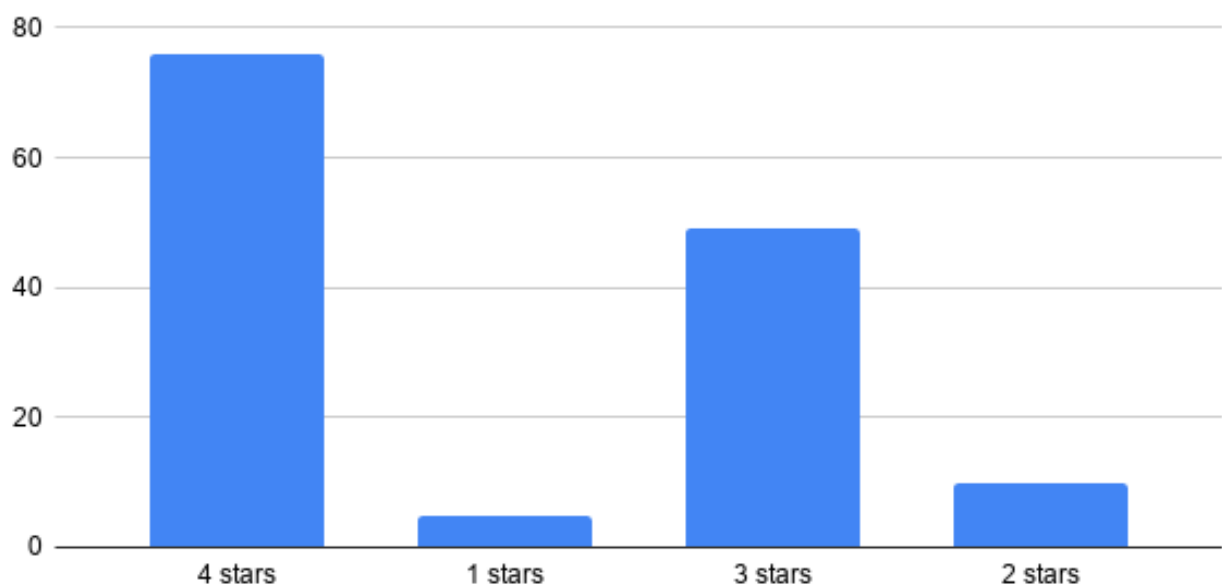
Majority (61.9%) of the respondent are preferred 1-5 Years.

TABLE 4.1.18: RATINGS FOR QUALITY OF MARUTI SUZUKI

S.NO	PARTICULARS	NO.OF RESPONDENT	PERCENTAGE
1	4 STARS	76	54.3
2	3 STARS	49	35
3	2 STARS	10	7.2
4	1 STAR	5	3.5
TOTAL		140	100

SOURCE: Primary data

Count of 19.rate the quality of maruti suzuki cars ?



Count of 19.rate the quality of maruti suzuki cars ?

CHART 4.1.18: RATINGS FOR QUALITY OF MARUTI SUZUKI

INTERPRETATION

From the above table it is interpreted that the 54.3% of the respondents are preferred 4 stars, 35% of respondents are preferred 3 stars, 7.2% of the respondents are preferred 2 stars, and 3.5% of respondents are preferred 1 star.

INFERENCE

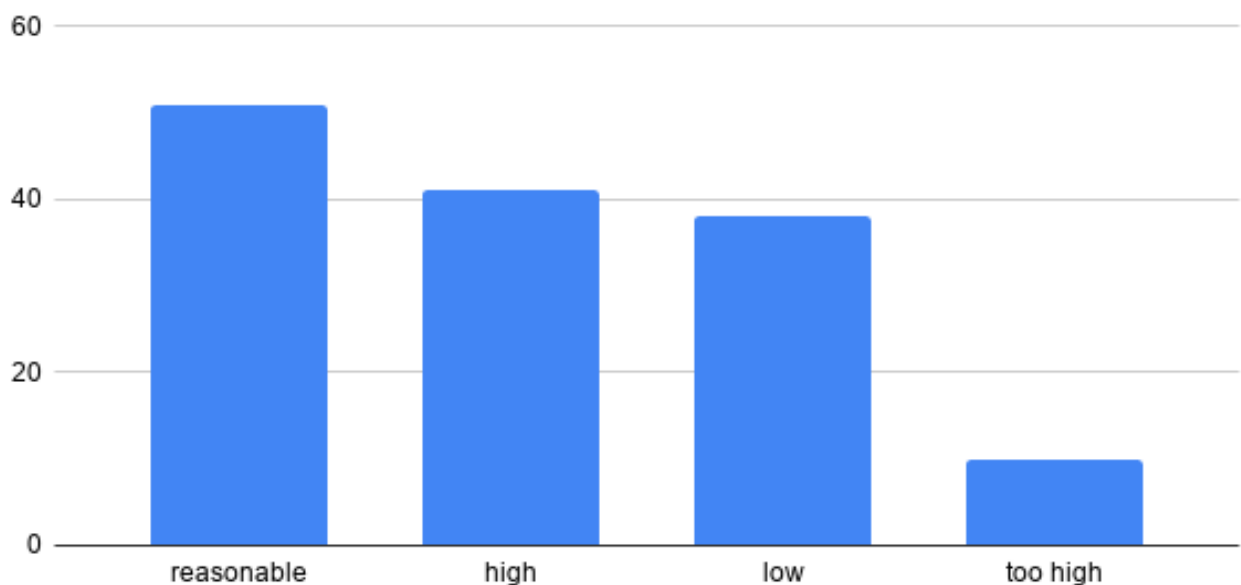
Majority (54.3%) of the respondent are preferred 4 stars.

TABLE 4.1.19: OPINION ABOUT PRICE OF MARUTI SUZUKI

S.NO	PARTICULARS	NO.OF RESPONDENT	PERCENTAGE
1	LOW	38	27.1
2	REASONABLE	51	36.4
3	HIGH	41	29.3
4	TOO HIGH	10	7.1
TOTAL		140	100

SOURCE: Primary data

Count of 20.Your opinion about price of maruti suzuki ?



Count of 20.Your opinion about price of maruti suzuki ?

CHART 4.1.19: OPINION ABOUT PRICE OF MARUTI SUZUKI

INTERPRETATION

From the above table it is interpreted that the 27.1% of the respondents are preferred low, 36.4% of respondents are preferred reasonable, 29.3% of the respondents are preferred high, and 7.1% of respondents are preferred too high.

INFERENCE

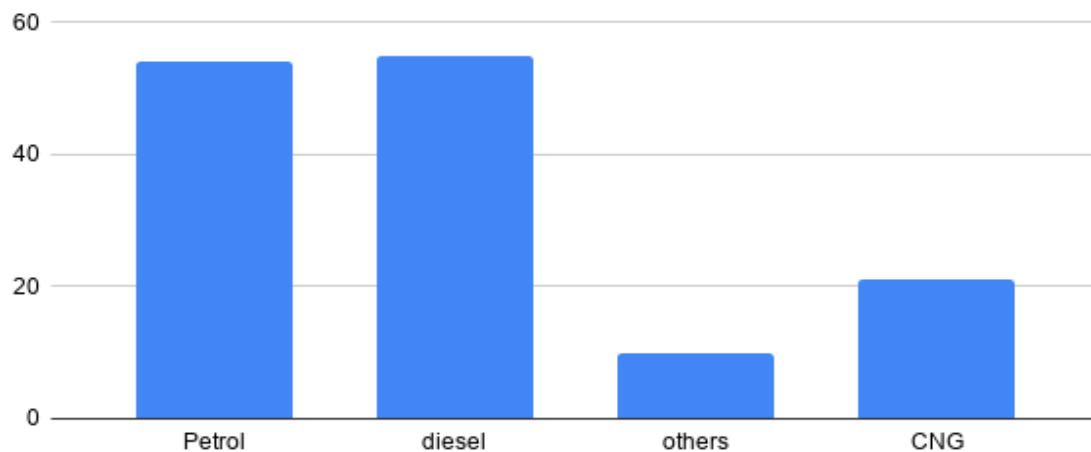
Majority (36.4%) of the respondent are preferred Reasonable.

TABLE 4.1.20: WHICH VARIANT YOU LIKE TO BUY A CAR IN MARUTI SUZUKI

S.NO	PARTICULARS	NO.OF RESPONDENT	PERCENTAGE
1	DIESEL	55	39.3
2	CNG	21	15
3	PETROL	54	38.6
4	OTHERS	10	7.1
TOTAL		140	100

SOURCE: Primary data

Count of 21. In which variant are you like to purchase cars in maruti suzuki ?



Count of 21. In which variant are you like to purchase cars in maruti suzuki ?

CHART 4.1.20: WHICH VARIANT YOU LIKE TO BUY A CAR IN MARUTI SUZUKI

INTERPRETATION

From the above table it is interpreted that the 39.3% of the respondents are preferred diesel, 15% of respondents are preferred CNG, 38.6% of the respondents are preferred petrol, 7.1% of respondents are preferred others.

INFERENCE

Majority (39.3%) of the respondent are preferred diesel.

TABLE 4.1.21: OPINION OF PRICE OF SPARE PARTS IN MARUTI SUZUKI

S.NO	PARTICULARS	NO.OF RESPONDENT	PERCENTAGE
1	LOW	37	26.4
2	HIGH	40	28.6
3	REASONABLE	51	36.4
4	TOO HIGH	12	8.6
TOTAL		140	100

SOURCE: Primary data

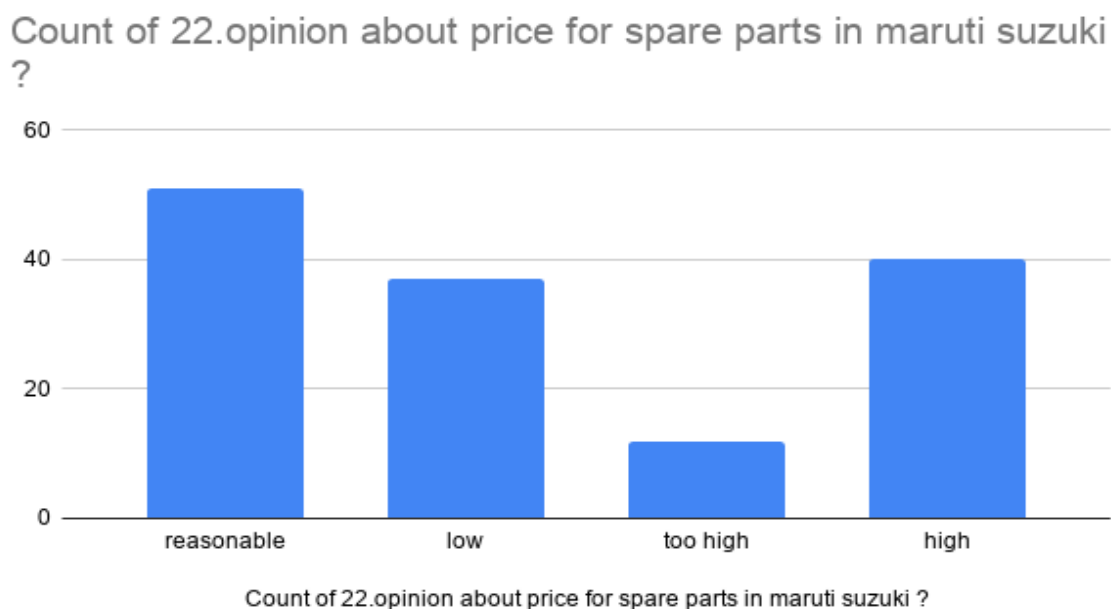


CHART 4.1.21: OPINION OF PRICE OF SPARE PARTS IN MARUTI SUZUKI

INTERPRETATION

From the above table it is interpreted that the 26.4% of the respondents are preferred low, 28.6% of respondents are preferred high, 36.4% of the respondents are preferred reasonable, and 8.6% of respondents are preferred too high.

INFERENCE

Majority (36.4%) of the respondent are preferred Reasonable.

CHAPTER 5

FINDINGS AND SUGGESTION

5.1 FINDINGS

1. Majority (82.7%) of the respondent are age between 15-25 years.
2. Majority (68.8%) of the respondent are degree holders.
3. Majority (42.1%) of the respondent are preferred the design.
4. Majority (42.4%) of the respondent are preferred BMW.
5. Majority (43.6%) of the respondent are preferred Swift.
6. Majority (47.9%) of the respondent are said as good.
7. Majority (52.5%) of the respondent are preferred BMW.
8. Majority (38.6%) of the respondent are preferred Quality.
9. Majority (41.7%) of the respondent are said as good.
10. Majority (48.6%) of the respondent are agreed.
11. Majority (50%) of the respondent are Satisfied.
12. Majority (39.3%) of the respondent are preferred Swift.
13. Majority (37.9%) of the respondent are said to Reduce Price.
14. Majority (49.6%) of the respondent are satisfied with maruti Suzuki cars.

15. Majority (34.3%) of the respondent are preferred designs.
16. Majority (37.9%) of the respondent are preferred Black.
17. Majority (61.9%) of the respondent are using maruti Suzuki cars for 1-5 Years.
18. Majority (54.3%) of the respondent are rated 4 stars.
19. Majority (36.4%) of the respondent are said as Reasonable.
20. Majority (39.3%) of the respondent are preferred diesel.
21. Majority (36.4%) of the respondent are said as Reasonable.

5.2 SUGGESTION:

From the collected details, Most of the respondents are complained about mileage. So, focus and try to improvise it. Some respondents are complained about fuel consumption. So, try to reduce fuel consumption if possible. Some respondents also suggest producing more models with cruise control. So, keep an eye on it. Improve advertising through more mediums, and make it attractive to gain more attention from the consumers.

CHAPTER 6

CONCLUSION

6.1 CONCLUSION:

The findings represents the customer's most preferred suggestions, the suggestions can be use to find what covers customers the mostly, and to find what they think of maruti Suzuki. To analyze both positives and negatives in current business strategy of Maruti Suzuki. To analyze the loop holes leads maruti Suzuki to loss. To know the popularity level of Maruti Suzuki among customers. To know the customers who are primary targets

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QUESTIONNAIRE

1 .NAME : _____

2 .AGE : 15 – 25 Years 26 – 35 Years 35 – 50 Years

3 .EDUCATION : 1) high school 2) Intermediate 3) degree 4) Others

4. Why you are giving first preference to maruti Suzuki while buying car?

- a) Good facilities b) Price
- c) Design d) Better mileage

5. Which is your favorite site other than maruti Suzuki?

- a) Hyundai b) Swift
- c) BMW d) others

6. Which is your favorite car in maruti Suzuki?

- a) Alto b) Zen Estilo
- c) Swift d) Ritz

7. How satisfied are you with the present maruti Suzuki car that you owned?

- a) Good b) bad
- b) Very good d) neutral

8. How did you come to know about maruti Suzuki?

- a) Newspapers b) heard
- c) TV advertisement d) others specify

9. If you considering to buy a maruti Suzuki car what matters more?

- a) Price b) quality
- c) Performance d) others

10. What is your opinion about service of maruti Suzuki comparing with others?

- a) Poor b) good
- c) Very good d) excellent

11. Do you want any changes in cars of maruti Suzuki?

- a) Agree b) just improvise
- c) Disagree d) neutral

12. Are you satisfied about the price of maruti Suzuki cars while comparing with others?

- a) Highly satisfied b) satisfied
- c) Neutral d) dissatisfied

13. Which is your favorite design of maruti Suzuki cars?

- a) Alto b) Zen Estilo
- b) Swift d) Ritz

14. What kind of changes are you expecting in maruti Suzuki cars?

- a) Increase mileage b) reduce price
- c) Introduce diesel models d) changes in design

15. Are you satisfied with maruti Suzuki cars?

- a) Satisfied c) neutral
- b) Dissatisfied d) extremely satisfied

16. A star and Zen Estilo have less demand than other maruti Suzuki small cars what are the reason?

- a) Facilities b) design
- c) Price d) others

17. What is your favorite color in maruti Suzuki cars?

- a) White b) black
- c) Red d) other

18. How long you've using maruti Suzuki cars?

- a) 1-5 years b) 6-10 years
- c) 11-15 years d) other

19. Rate the quality of maruti Suzuki cars?

- a) 4 stars b) 3 stars
- c) 2 stars d) 1 stars

20. Your opinion about price of maruti Suzuki cars?

- a) Low b) reasonable
- c) High d) too high

21. In which variant are you like to purchase cars in maruti Suzuki?

- a) Diesel b) CNG
- c) Petrol d) others

22. Opinion about price for spare parts in maruti Suzuki cars?

- a) Low b) high
- c) Reasonable d) too high

23. Give your suggestions to improve of required maruti Suzuki cars?
