

I have started my internship in Matha Agencies on 20/08/2021 to 28.08.2021. Mr. Savarimuthu P. an instructor who guided me how to be active and learn and how to promote the company. They gave us daily task and we had to complete it and submit it before 4pm. They also gave us score according to the tasks.

Introduction :

Matha Agencies is a Bike Service Center located in Kalayarkoil, Sivaganga, Tamil Nadu. It deals with products from brands like Hero. The business strives to make for positive experience through its offerings. Customer centricity is at the Core of Matha Hero in Kalayarkovil, Sivaganga and it is this belief relationship. Ensuring a positive customer experience, making available goods and services that are of top-notch quality is given prime importance.

India's leading B2B market place, Jd Mart ensures engaging in business activities is a seamless process for small and medium enterprises as well as large business to reach their audience, this portal lets them showcase their offering in terms of the products and services through a digital catalogue. This business has a wide range of product offerings and the product/catalogue list includes Hero.

OBJECTIVES:

- ❖ To find out the attribute which are consider by consumer while purchase two-wheeler.
- ❖ To determine the perception of consumer about different HeroHonda two-wheeler.
- ❖ To know the image of Hero-Honda in the mind of consumer. The different Hero Honda two-wheeler models and demographic variables with respect to satisfaction.

Day 1

Our first day the instructor explained the various types of Hero products vehicles are in Matha Agencies like Splendor Plus, Pleasure +, Hero Splendor, etc. I have learned about the product name and model of the bikes. Each bikes has different usage mile.

Hero bike price starts from Rs. 51,957. Hero offers 15 new models in India with most popular bikes being splendor Plus. The most expensive Hero bike is Xplus 200 4V, which is priced at Rs. 1,28,150.

Day 2

On the second day the instructor explained me how to explain the customer about the product and usage of mile. Example the Hero Splendor plus is powered by a 97.2 cc engine. This Splendor plus engine generates a power of 8.02PS @ 8000rpm and a torque of 8.05 Nm @6000 rpm. Hero Splendor Plus gets Drum brakes in the front and rear. The kerb weight of splendor Plus is 112kg. Hero Splendor Plus has Tubeless Tyre and Alloy Wheels.

Day 3

On third day I have been learned about the offers free Services on all its two –wheelers. They should avail these services within the stipulated conditions of time period or km range, whichever condition gets satisfied earlier from the date of purchase. After the completion of free services or its validity period they must continue availing paid services. Each paid service needs to be available after every 3000kms or 90 days from the previous service whichever is earlier. Proper care and Maintenance are paramount for trouble free operation and optimum performance two wheeler.

Day 4

On the fourth day I experienced that how the sales man deals with customer to sell the bikes. They way sales man explained to customer about product and usage to them. It's easy to them understand and buy the bikes with clear idea and stratification. From that experience I learn how to sell the products with correct data.

Day 5

On this fifth day I learn the product name called Hero Maestro Edge 110 BS6. A new 110cc engine is powering the scooter and offers a pleasant delight in the road. The scooter features a front wheel of 12 inches and a rear wheel of 10 inches. The Maestro features a big 22-liter underseat storage compartment which can store the two helmets conveniently.

Day 6

On this sixth day I learn the product name called Maestro Edge 125 BS6 comes with a single cylinder, 125cc air-cooled engine and carbohydrate fuel delivery system. The scooter has drum brake units of 130 mm on both sides but the brake strength is tremendous and the brakes are controlled unexpectedly always well. The Maestro has a large 22-liter under-seat storage that can comfortably store the two rider's helmets.

- ❖ Ex-showroom Price : Rs. 72,930/-
- ❖ RTO Tax : Rs. 4,376/-
- ❖ Insurance : Rs. 6,958/-
- ❖ On Road Price : Rs. 84,264/-

Day 7

On the Seventh day I learn about the Advantages and Disadvantages of the Two –Wheeler. The instructor tell the

Advantages of Two –Wheelers:

- Structurally poor utilization of material
- Crumple zone –lower rate of death
- serious injury,More resistant to torsional flexing.

Disadvantages of Two-Wheelers:

- Complicated to design
- Noister (stresses may pass into the body)
- Difficult to repair after accidents.

Day 8

On this last day I learned that most of the Hero bikes are purchased by young generation 18 to 30 because they prefer stylish looks and rest of the models are Hero Moto Corp are purchased more by daily users who needs more average of bikes then looks. Hero Moto crop is consider to be most fuel –effiient bikes on Indian roads.Services & spare parts are available throught india in local markets

also. Majority of the respondents had brought the motor cycle for more than 3 years.