



**DHIRAJLAL GANDHI COLLEGE OF TECHNOLOGY, SALEM**

**DEPARTMENT OF COMPUTER SCIENCE AND ENGINEERING**

**ACADAMIC YEAR 2022-2023**

**DATE:**

|                                      |  |
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| <b>DOMAIN NAME</b>                   | <b>CLOUD APPLICATION<br/>DEVELOPEMENT</b>  |
| <b>PROJECT TITLE<br/>[TENTATIVE]</b> | <b>CUSTOMER CARE REGISTRY</b>  |
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**ABSTRACT:**

This study explores the issues that influence consumer's satisfaction on beauty parlour. The determinant of consumer satisfaction on beauty parlour has been examined in the Rangpur city according to the perception of Bangladesh. A conceptual framework has been constructed and the research hypothesis has also been developed in order to focus the attention on seven service factors that influence customer satisfaction and loyalty towards the services of the beauty parlour. The analysis examines the effect of different variables (12) on customer satisfaction where seven of them are contributed to enhancing customer satisfaction and five of them are contributed to developing customer loyalty. The result of the study will assist the beauty service provider to increase customer satisfaction and loyalty by developing a superior and sustainable marketing strategy in the changing, competitive business environment .This can be achieved by the technologies like PYTHON,FLASK,IBM DB2,DOCKER, kubernetes,IBM CLOUD,etc.