

SUMMER INTERNSHIP PROJECT REPORT

On

“A STUDY OF CONSUMER SATISFACTION TOWARDS URATOM SOLAR ENERGY PRODUCTS AND SERVICES”

PREPARED BY

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UNDER THE GUIDANCE OF

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A Project Submitted to

Darshan University in Partial Fulfillment of the Requirements for the
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MBA (Trimester - IV)

June to July – 2024



DARSHAN UNIVERSITY

Rajkot – Morbi Highway,
Rajkot- 363650, Gujarat, India

DECLARATION

I hereby declare that the Summer Internship Project Report titled “**A STUDY OF CONSUMER SATISFACTION TOWARDS URATOM SOLAR ENERGY PRODUCTS AND SERVICES**” in **URATOM SOLAR INDIA PVT. LTD** is a result of my own work and my indebtedness to other work publications, references, if any, have been duly acknowledged. If I am found guilty of copying from any other report or published information and showing as my original work, or extending plagiarism limit, I understand that I shall be liable and punishable by the university, which may include ‘Fail’ in examination or any other punishment that university may decide.



Place: Rajkot

Darshan Tank

Date: 07/08/2024

23041801054



CERTIFICATE

This is to certify that the Summer Internship Project work embodied in this dissertation titled "A Study of Consumer Satisfaction Towards Unumom Solar Energy Products And Services." was carried out by Mr. /Ms. Darshan Tomk, Enrollment No. 23041801054 at Darshan Institute of Management for partial fulfillment of MBA degree to be awarded by Darshan University. This project work has been carried out under my guidance and supervision and it is up to my satisfaction.

Date: 07/08/2024

Place: Rajkot

B. Joshi
CBHAVIN JOSHI
ASST - PROFESSOR

Dean
Dr. Alpesh Gajera

Date: 29/07/2024

TO WHOM SO EVER IT MAY CONCERN

This is to certify that **Mr. Darshan Tank**, a student of (**Darshan Institute of Management**) **Darshan University – Rajkot** has successfully completed his internship in our organization. During his internship period from **01-06-2024** to **29-07-2024** we observed him as a very sincere and disciplined student. He has successfully completed all the task assigned him and also submitted the required work-related reports. He was found to be very active and hardworking during his internship and his conduct has been excellent during this period.

We wish him good luck for all his future endeavours.

For, **Uratom Solar (India) Pvt. Ltd.**



Bhavesh Dholaria
(Managing Director)

Uratom Solar (India) Pvt. Ltd.

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PREFACE

According to the syllabus of the university, M.B.A. students are required to report on their summer internship project. M.B.A. program serves as a link between worlds management and business education as well as experience. These support students in the transition to professional life with background.

The main part of business courses is practical training. Current, fast the evolving business environment requires young, dynamic people. I am proud to explain this message; on which I worked really hard on.

The following project report is about "**URATOM SOLAR INDIA PVT. LTD.**"

ACKNOWLEDGEMENT

I would like to extend my sincere gratitude to everyone who helped make this project possible, whether directly or indirectly.

I would like to express my gratitude to **Dr. Alpesh Gajera**, Dean of Darshan Institute of Management, for approving my summer internship application with Uratom solar India Pvt. Ltd. In addition, I want to acknowledge and express my gratitude to Uratom solar India Pvt. Ltd. as a whole. Also, especially **Mr. Bhaveshbhai Dholaria**, Managing Director of the company. I also like to thanks all team members of Uratom solar. I would like to express my sincere gratitude to **Prof. Bhavin joshi**, who has actively supported, guided, coordinated, and help at every level of my summer internship.

SUBJECT INDEX

Introduction.....	1
1.1 Introduction of Renewable energy:.....	1
1.2 Sources of Renewable energy.....	2
1.3 Introduction of Solar Energy:	3
Company Profile	4
2.1 History of Company.....	7
2.2 Vision and Mission of the Company.....	8
2.3 Owner and Directors of Company	9
2.4 Brand Ambassador.....	10
2.5 Nature and Size of Industry	11
2.6 Special Achievement	12
2.7 Contribution in Industry.....	14
2.8 Logo and Tagline	15
SWOT Analysis.....	16
PESTEL Analysis.....	18
Marketing Department.....	20
5.1 Introduction.....	20
5.2 Organization Departmental Chart	21
5.3 Marketing Research	22
5.4 Distribution channel.....	24
5.5 Introduction of 4 P's	26
Finance Department	27
6.1 Introduction.....	27
6.2 Organization Departmental Chart	28
6.3 Sources of Fund	29
HR Department.....	30
7.1 Introduction.....	30
7.2 Recruitment & Selection.....	31
7.3 Training and Development.....	33
7.4 Time Keeping.....	35
7.5 Leave Management.....	35
7.6 Payroll	36

Production Department	37
8.1 Introduction.....	37
8.2 Organization Departmental Chart	38
8.3 Row Material	39
8.4 Products of Uratom Solar.....	41
Research Methodology	44
9.1 Introduction of Study	44
9.2 Research Problem	45
9.3 Background of Study	46
9.4 Literature Review.....	47
9.5 Research Objective	50
9.6 Research Plan.....	51
9.7 Formulation of Hypothesis	52
9.8 Data Interpretation	53
9.9 Solution of Hypothesis.....	69
Future plan of company	70
Findings and Observations	71
Suggestion	72
Conclusion	73
Bibliography	74
Annexure (Questionnaire)	75

Introduction

1.1 Introduction of Renewable energy:

Renewable energy is the name for energy obtained from natural sources that are practically inexhaustible, either due to the huge amount of energy they contain or because they can be regenerated by natural means. We can name, for example, solar energy, wind energy, geothermal energy, fuel cells, etc.

Fossil fuels have been consumed enormously on Earth for years and years, so they have been rapidly depleted, making their use more difficult and expensive.

Renewable energy is energy that comes from a supply that is constantly and naturally replenished over a relatively short period of time. Renewable energy sources include wind, solar, geothermal, biomass and hydropower. The efficient use of renewable resources has significant potential both in stimulating the economy and in reducing pollution.

The definition of renewable energy would be energy that comes from naturally replenished (renewable) energy sources such as sunlight and wind. Renewable energy sources are green energy sources that do not pollute our environment and do not contribute to climate change and global warming like traditional sources.

"Energy derived from natural processes that are replenished faster than they are consumed"

- International Energy Agency

1.2 Sources of Renewable energy



Wind energy is generated by capturing the kinetic energy of moving air. Wind turbines convert wind into electricity through a generator. Wind power is a rapidly growing source of clean energy worldwide.



Hydropower uses the energy of flowing water to generate electricity. Dams and turbines are used to harness the power of rivers and streams. Hydropower is an advanced technology and an important source of renewable energy.



Biomass energy is obtained from organic materials such as wood, crops and waste. These materials are burned or converted into biofuels to produce heat or electricity. Biomass energy is renewable and helps reduce greenhouse gas emissions.



Geothermal energy is produced from the heat of the Earth below the surface. Hot water or steam from geothermal reservoirs is used to generate electricity. Geothermal power plants can operate 24/7 and provide a stable source of renewable energy.

This all are renewable Energy Sources but, main, last and powerful Source if
Solar Energy

1.3 Introduction of Solar Energy:

Solar energy is the energy we get from the sun through heat and light. Its production and use have no harmful effects on the environment, making it a "clean" and "green" energy.

In our daily lives, solar energy is used for various purposes, including heating water in large reservoirs to save resources and electricity, cooking food in solar cookers, and generating electricity.

Its applications can be a boon to people living in remote corners of the world. Solar energy will be a better option for supplying energy needs in the future, although its use is currently limited and not widely accepted by the general public.

"Solar energy is energy that is harnessed from the sun's rays and converted into electricity or heat for various purposes."

- David E. Newton



Company Profile

Name of Company	Uratom Solar India Pvt. Ltd.
Year of Establishment	1984
Form of Organization	Private Ltd. Company
Size of Organization	Small Scale Company
Chairman	Mr. Raghavjibhai Dholaria
Managing Director	Mr. Bhaveshbhai Dholaria
Directors	Mr. Chetanbhai Dholaria Mr. Nihitbhai Dobaria Mr. Amitbhai Dobaria
Address	NH 27, Near Chordi Village, Gondal- 360311
Website	https://uratom.com/
E-mail ID	care@uratom.com
Products	Solar Energy Products
No. of Employees	110
Size of Unit	18,210 SM



Introduction of Uratom Solar

Uratom Solar has been working in the field of "Renewable Energy" since 1984, more than 39 years with rich experience in solar solutions, "Hiramrut Group" is back with innovative products impressive name (URATOM) Yes, Uratom Solar (India) Pvt. Ltd. (USIL) – AN ISO 9001 and an ISO 14001 certified company. It is one of the largest manufacturers in Gujarat for eco-friendly and non-polluting renewable energy products like solar water heater, solar roof System, On & Off Grid Inverters, Solar Pumping System and EPC System. USIL is obliged manufacturers - high-quality, reliable, long-lasting -solar products for a clean and green environment for the next generation.

Uratom Solar (India) Pvt. Ltd. Having a large working area of 18,210 sq. Mtr., automation of tank production, well-equipped factory premises, state-of-the-art tools, technically perfect machines, extremely qualified and technically proficient well drawing engineers and design and has more than 75 qualified and well- trained employees for marketing and services.

Having state-of-the-art production line supported by its own research and development, USIL ensures high quality with higher efficiency solar products for domestic, commercial and industrial purposes. Uratom Rooftop Inverters are also widely used in India. Making, drawing and designing them prepared and completed under the strict supervision of qualified engineers.

One of the prestigious projects was carried out in cooperation between the German and Indian governments. On Lay for space heating. Where solar energy accumulates and heats the space at night.

Uratom are approved by MNRE as partner for solar water heater, Solar Rooftop and a solar cooker.

The company has four branches in India at Ahmedabad, Pune, Aurangabad & Roorkee.

Uratom has a wide dealer network in Gujarat, Rajasthan, Maharashtra, Chhattisgarh, Madhya Pradesh, Karnataka, Andhra Pradesh, Delhi, Haryana, Himachal Pradesh, Punjab and Jammu & Kashmir.

2.1 History of Company

1984

Founder Mr. Raghavjibhai Dholaria was started Manufacturing of Solar water heaters.

2000

The Sunray brand solar water heater was launched on the market.

2003

India's first production ETC system.
(Evacuated tube collectors)

2010

Became India's first developer of ETC pressure systems.

2013


The Uratom brand was launched.

2016

Solar Rooftop Project of SECI – (Solar Energy Corporation of India) successfully completed.

2022

Uratom launched the most modern European production plant with a capacity of 100 MW.

2.2 Vision and Mission of the Company



- Developing and delivering innovative solar solutions.
- Making the solutions accessible, viable and affordable.
- Achieving and enhancing complete consumer satisfaction.



- Creating a sustainable and eco-friendly future for our mother earth by making optimal use of solar energy.

2.3 Owner and Directors of Company



Bhaveshbhai Dholaria

As the name suggests, MD involves managing day-to-day operations as well as consulting in effective decision-making is the **heart** of Uratom solar (India) private limited.



Chetanbhai Dholaria

He is the head of the research and development department. His skill is helping society solving technical problems related to customers. Is the **backbone** of Uratom solar (India) pvt. ltd.



Nihitbhai Dobaria

He monitors all legal affairs and PV department. He also Handles the external concerns and keep his organization out of legal troubles. He is the brain of Uratom solar (India) pvt. Ltd.



Amitbhai Dobaria

Assists the entire production plant, monitors the production process and product standards, product quality, product dispatch and productivity. It is the **blood** of Uratom solar (India) pvt. Ltd.

2.4 Brand Ambassador



Manoj Bajpayee

A very famous movie celebrity and brand ambassador for the Uratom solar water heater mention that “The Uratom Solar Water Heater offers great savings by replacing the use electric geyser and gas geyser with solar renewable energy. The result is monetary savings and a pollution-free environment. Thanks to this careful approach and the ability of Hiramrut Group I decided to support this brand.”

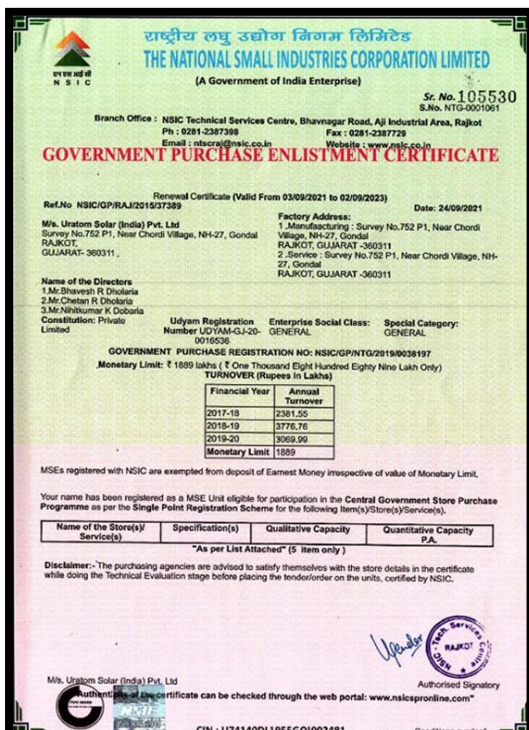
2.5 Nature and Size of Industry

The scope of the industry is significant in the type of classification. They are included Following:

- **Small Scale Industries:** There are establishments with capital investment of more than Rs. 3crore but less than Rs. 5crore.
- **Medium Scale Industries:** Any industrial unit with capital investment exceeding Rs. 5crore but below Rs.10crore is considered as medium size unit.
- **Large industries:** Large industries are defined as any industrial unit with capital investment of more than Rs.10 crores.

Uratom Solar India Pvt. Ltd. is Small Scale Company.

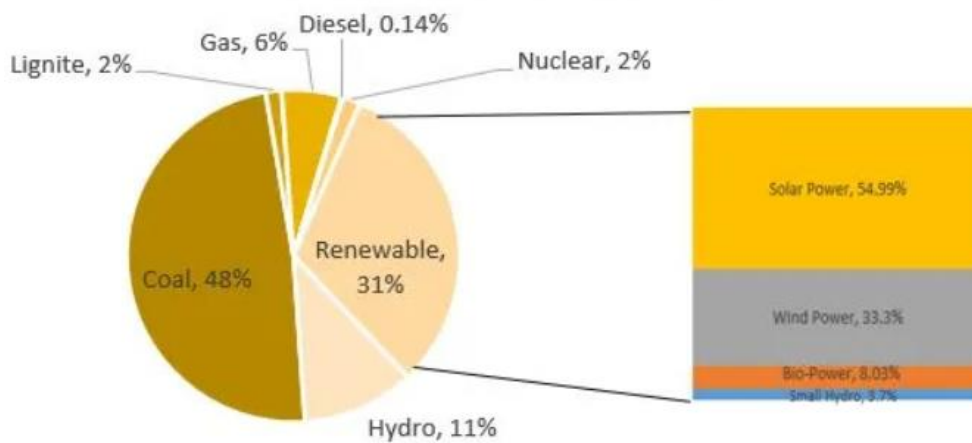
2.6 Special Achievement



At Uratom, quality is the highest priority. We are committed to providing the highest standards quality in every aspect of our operations, from product design and development to production and customer service.

- ❖ **(24-09-2021)** Certificate of Inclusion in Government Procurement Certified by the National Small Industry operation limited.
- ❖ **(20-01-2021)** Quality Management System (ISO-9001) Certificate Certified by BQC.
- ❖ **(20-01-2021)** Environmental management system (ISO-14001) certificate Certified by BQC.
- ❖ **(31-12-2019)** Regional testing laboratory-technical backup unit for solar thermal devices Certified Sardar Patel Renewable Energy Research Institute.
- ❖ **(28-12-2019)** The solar PV inverter is tested according to the relevant IS test standard Certified by HI Phsix testing and calibration laboratory.
- ❖ **(02-06-2018)** Incorporation Certification Certified by Government of India.
- ❖ **(06-09-2016)** IEC System for Mutual Recognition of Test Certificates for Electrical Equipment (IECEE) CB Scheme certified by a national certification body.
- ❖ **(17-06-2016)** Channel partner ETC based on a solar water heating system for the purpose MNRE Program Certified by Government of India for new renewable resources energy.
- ❖ **(26-07-2013)** Memorandum of entrepreneurs for the establishment of a micro, small or medium-sized enterprise Certified by Rajkot District Industrial Centers by Gujarat Government.

2.7 Contribution in Industry



The clean energy sector's contribution to solar product manufacturing and GDP varies according to the degree of industrialization, financial regulations and technical facilities nation. Clean energy contributed just under 5% to GDP growth in 2023, largely from investment in new solar capacity.

Solar energy accounts for 17% of installed power capacity in India, total renewable energy exceeds 31% as of January 2024.

2.8 Logo and Tagline



“Better Energy for Changing World”

SWOT Analysis



In this case, "Uratom" performs a SWOT analysis to provide value to customers input that is the foundation of any business.

❖ Strengths

- Healthy atmosphere in the office
- Good teamwork among employees
- Employee satisfaction
- Utilization of employee skills
- Cost effective products
- Customer satisfaction
- Top quality products

❖ Weaknesses

- Lack of market connectivity
- Shortage of raw material
- Minor optimization of marketing strategy
- Choosing a location for the product
- Less government supports

❖ Opportunities

- Globalization
- Covering the entire market
- Increase in sales
- Increase in imports and exports

❖ Threats

- Competitors
- Maintaining product quality
- Supply Chain
- Technology is changing
- Disasters
- Legislation
- Data security
- Manufacturing process

PESTEL Analysis



❖ Political Factor

Political stability in India may affect the regulatory environment for solar companies. Government policies and incentives for renewable energy projects may affect the growth of Uratom Solar India Pvt. Ltd. Changes in tax policies related to solar energy may affect the company's profitability.

❖ Economic Factor

Fluctuations in exchange rates may affect the cost of importing solar equipment for Uratom Solar India Pvt Ltd. Economic growth and consumer spending patterns can affect the demand for solar energy solutions. Interest rates and inflation rates can affect a company's borrowing costs and overall financial health.

❖ Social Factor

Awareness and adoption of renewable energy sources among the Indian population can drive the demand for Uratom Solar India Pvt Ltd.'s products. Demographic factors such as population growth and urbanization trends can affect a company's target market. Social trends towards sustainability and environmental awareness can create opportunities for society.

❖ **Technological Factor**

Rapid advances in solar technology may affect Uratom Solar India Pvt Ltd.'s competitiveness. Innovations in energy storage solutions can increase the efficiency of the company's solar products. Technological disruptions in the solar industry can present challenges and opportunities for the company.

❖ **Environmental Factor**

Growing concerns about climate change and environmental sustainability may lead to the adoption of solar energy solutions. Adherence to environmental regulations and sustainability standards is fundamental to the operations of Uratom Solar India Pvt Ltd. Natural disasters and extreme weather fluctuations can affect a company's infrastructure and operations.

❖ **Legal Factor**

Compliance with local and national regulations regarding solar power generation is essential for Uratom Solar India Pvt Ltd. Changes in environmental laws and regulations may affect the Company's operations and expansion plans. Litigation or litigation related to intellectual property rights may affect the Company's competitiveness.

Marketing Department

5.1 Introduction

"Marketing is the total system of interacting business activities designed to plan, price, promote, and distribute products and services that will satisfy the needs of current and potential customers."

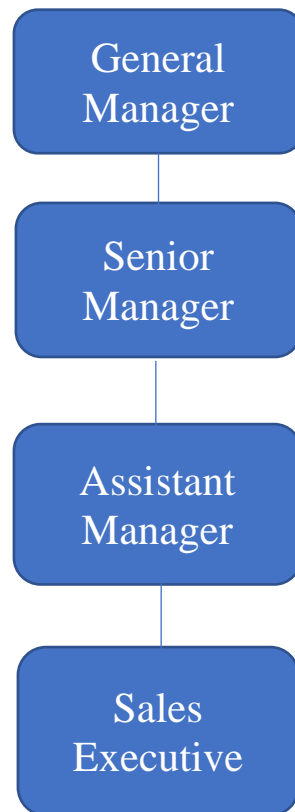
- William j. Stanton

Now a days, product marketing is an essential part. Marketing is a broad term which covers all the tools and steps needed to target customers together in the distribution process. Marketing focuses on understanding and satisfying social and human needs. "The fulfilment of needs profitably" is one of the marketing objectives.



A systematic way of advertising and selling goods and services to a specific target markets known as marketing. It includes a number of production-oriented actions communicating, delivering and exchanging value with clients, which ultimately drives the business growth and meeting client requirements or demand. Market research to determine consumer preferences, competitive analysis, product development, pricing strategies, distribution methods, advertising, branding, and customer relationship management are all essential components of marketing. In addition to creating a positive brand image and meeting organizational goals, effective marketing aims to attract, engage and retain customers. A dynamic field is constantly changing in response to changes in innovation, market trends and customer behavior.

5.2 Organization Departmental Chart



5.3 Marketing Research

Developing accurate options for marketers and senior management of the company requires the use of marketing research. Market research can require highly specific skills beyond the knowledge covered in this lesson. Every trader should be familiar with basic methods and approaches used in marketing research.

A marketing professional will likely need to manage internal marketing research project or work with an outside marketing research company to conduct a research study. Managers who are familiar with the research process will be better able to frame problem and evaluate the proposals of research experts. Moreover, they are better off position to assess their conclusions and proposals.

Marketers may have to solve their own problems without the help of marketing research experts from inside and outside the organization. If you are familiar with the basic methods marketing research, you can manage and even perform effectively good searches required information.

Marketing Research Process



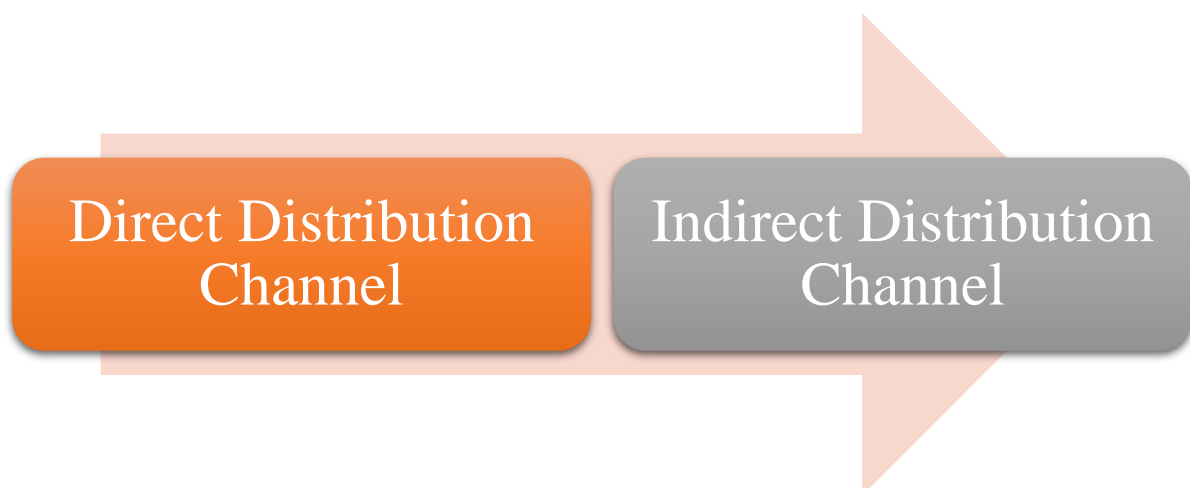
5.4 Distribution channel

Distribution simply refers to the distribution of something to a designated consumer base. For this reason, the phrase "distribution channels" refers to the various media for which they are used distribution. Distribution or channels distribution the way a product or service takes over its producer to end user is called channel. Real distribution of products or change of ownership is reflected in the flexibility of the items.

It is a network of intermediaries, wholesalers, retailers, distributors, agents, etc. who carry out a whole series of interrelated and coordinated activities in the movement of goods from their resources to the destination.

A distribution channel is a network of companies or intermediaries that are a commodity or service passes through before reaching the final customer or buyer. Wholesalers, merchants, distributors and even the Internet are examples of distribution channels.

Types of Distribution Channel



❖ Direct Distribution Channel (Zero Level):

Direct channel, also known as zero level channel, is when the manufacturer or producer offers the items to the customers directly without using any intermediaries.



❖ Indirect Distribution Channel:

• One Level Channel:

This channel uses a single intermediary, or retailer, who then sells them to the final consumers. It is frequently use for specialized items.



• Two Level Channel:

The wholesaler and retailer function as the link between the manufacturer and the consumers in the channel.



• Three Level Channel:

Manufacturers give products to their representatives, who then give them to wholesalers and retailers. This level is usually used when a manufacturer wants to reach a large market producing a small number of items.



Uratom Solar use Zero level & One level Distribution level.

5.5 Introduction of 4 P's



Uratom Solar India Pvt. Ltd. offers a wide range of solar products including solar panels, inverters, SWH and mounting structures. The company's products are designed to be efficient, durable and environmentally friendly.



Uratom Solar India Pvt. Ltd. offers competitive prices for its solar products and services. The company provides transparent pricing with no hidden costs and offers financing options to make solar more affordable for customers.



Uratom Solar India Pvt. Ltd. has a wide distribution network across India with offices and service centers in key cities. The company's products are available through the platforms of authorized dealers and distributors.



Uratom Solar uses a combination of traditional and digital marketing strategies to promote its products and services. The company participates in trade shows, exhibitions and events to showcase its solar solutions.

Finance Department

6.1 Introduction

“Financial management is the operational activity of a business, which is responsible for obtaining and effectively using the funds necessary for efficient operation.”

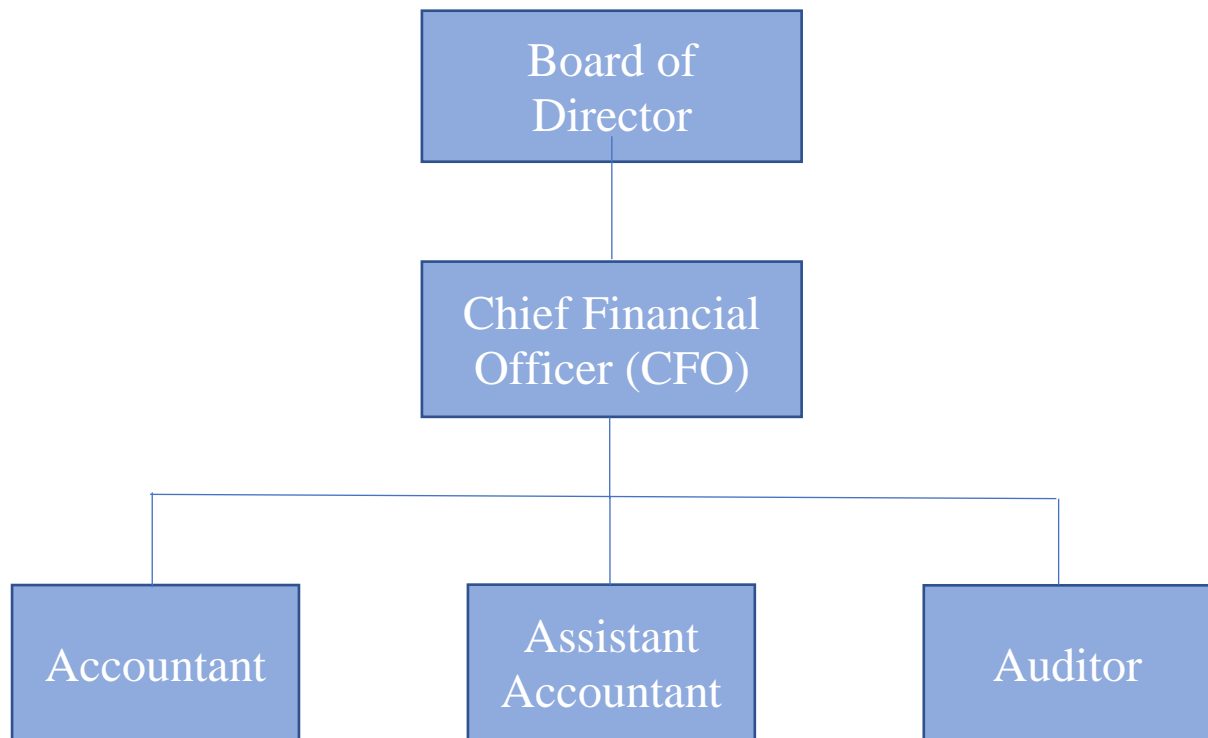
- Joseph. L. Massie

Simply put, it is about creating sufficient cash at the lowest possible costs and using it effectively in the company. It mostly covers the financial affairs of the company.

The finance department is responsible for a wide range of tasks, including ensuring sufficient cash to cover both capital and revenue costs. The success of financial management is determined by the ease with which funds are made available for the operation of the business and the ease with which funds are made available for business development as needed.



6.2 Organization Departmental Chart



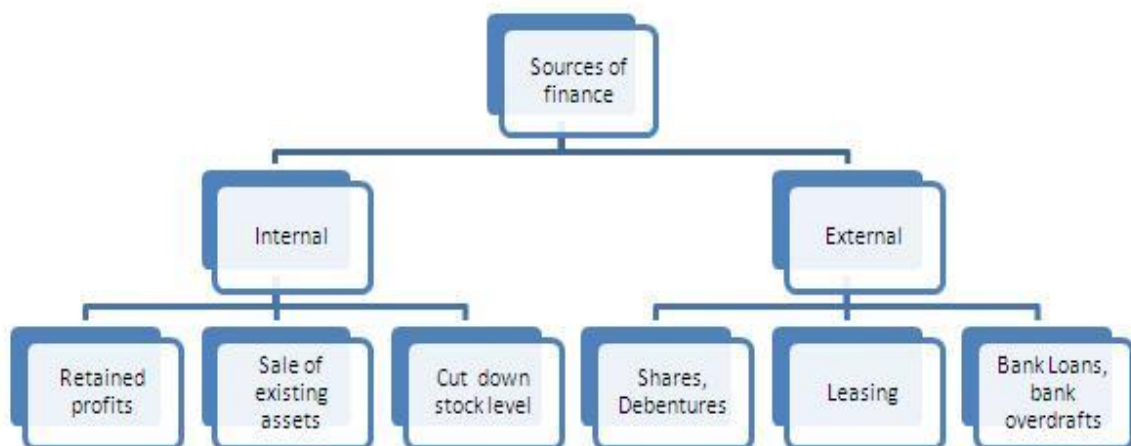
6.3 Sources of Fund

No one's business can survive without money. A company needs money constantly throughout its existence. Companies generate money primarily to meet different types of needs listed below:

- To cover the initial costs of setting up a business.
- Support ongoing business activities and cash flows.
- To Financing expansion and growth Company.

A business may generally have two main sources of financing that are necessary for its operation. They are internal and external sources of funding.

Internal sources of finance are funds generated within a company from its own operations, such as retained earnings, while external sources are funds obtained from outside, such as loans, bonds, and equity.



HR Department

7.1 Introduction

HRM is the process of managing people in an organization with a human approach. The HR approach to the workforce allows the manager to see people as an important resource. It is an approach through which an organization can utilize the workforce not only for the benefit of the organization but also for the growth, development and self-gratification of the people involved.

HRM is a system that focuses on the development of human resources on the one hand and the effective management of people on the other hand so that people enjoy human dignity in their jobs.

"Human resource management includes the planning, organization, management, purchasing control, development, compensation, integration, maintenance, and allocation of human resources to achieve individual, organizational, and social goals."

- Edwin Flippo



7.2 Recruitment & Selection

- **Recruitment**

The process of recruiting suitable candidates with the right skills, attitude and experience can be referred to as recruitment. It comes with a number of conditions, including selection.

The talent acquisition process starts with recruitment, continues with selection and continues until placement in accordance with the recruitment and selection policy.

There are primarily two sources for hiring.

- Internal Source
- External Source

Internal Source of Recruitment is the process of filling open positions within an organization from existing employees. Instead of releasing positions to the labour market, the HR department decides to advertise the vacancy internally so that existing employees can apply for it.

The company uses advertising, employment agencies and other experts as another external source. This Source motivating the skilled and more efficient candidates outside of the organization.

- **Selection**

“The selection process can be defined as the process of selecting and choosing the right candidates with the necessary qualifications and skills to fill vacancies in the organization.”

Due to the many steps that need to be taken before a final decision is made, the selection process is quite lengthy and difficult. The selection process involves selecting the best and most qualified individuals from a list of applicants.

Selection Process of Uratom Solar:

- When the requirement of workers is created in the plant, it is reported by the HOD to HRD.
- According to necessity, HRD first look into the past employee's details to identify the right application. Than advertising the vacancy.
- An interested Candidates for a job send his Resume or CV to HRD.
- All the applications received by HRD forwarded to the HOD where the eligible candidates are called for interview.
- After conducting an interview, they finally choose the best selection for the desired position.

7.3 Training and Development

- **Training**

Training is the process of learning a number of specified behaviors; it is the application of knowledge and provides people with an awareness of the rules and protocol that should regulate their behavior.

It deals with the development of a specific skill to the required level through teaching and practice. It is a very useful tool that can put employees in a position where they can do their job correctly, efficiently and conscientiously.

The Two types of training Employees Receive:

- ✓ On the job training
- ✓ Off the job training

❖ On the job training:

On-the-job training is a type of training that is usually on the job. This may be related to the ease of use of such techniques and the perception that they are cheaper to use. On-the-job training places workers in a real work environment and gives them the impression that they are immediately productive. It is experiential learning.

❖ Off the job training:

Off-the-job training includes a variety of techniques such as classroom lectures, films, demonstrations, case studies and other simulation exercises and programmed learning.

- **Development**

Training employees and supporting someone to improve their performance is less important than developing management, which is more focused on learning and the future. By education, we suggest that management development activities focus on improving the ability to understand and interpret information rather than on disseminating a set of sequential facts or instructing a specific set of physical abilities. Therefore, development deals primarily with the development of the individual.

To support continuous learning, Uratom Solar offers e-learning modules that provide employees with flexible access to a wealth of resources related to solar energy and sustainable practices. Career development is another focal point, with personalized plans and mentoring programs designed to help employees progress within the company.

By investing in its people, Uratom Solar ensures a safer, more compliant and innovative work environment that drives the company's growth and success in the renewable energy industry.



7.4 Time Keeping

Uratom Solar has clear guidelines for recording working hours and breaks. Employees are required to clock in and out using designated timekeeping tools. The company enforces strict adherence to scheduled work hours to maintain productivity.

The company uses **biometric attendance system** to accurately track employee attendance. A biometric system uses a computerized device to scan employees' fingerprints or other unique physical characteristics such as voice prints, face scans, palm prints, etc.

7.5 Leave Management

Leave management refers to the systematic and organized process of handling employee leave requests, tracking absences, and ensuring compliance with company leave policies and regulations. It is a critical aspect of workforce management that includes managing different types of leave such as vacation, sick, maternity or paternity leave and other authorized absences.

Uratom Solar primarily considers these types of leaves:

- Holiday leave
- Sick leave
- Accidental leave
- Loss of Pay leave

7.6 Payroll

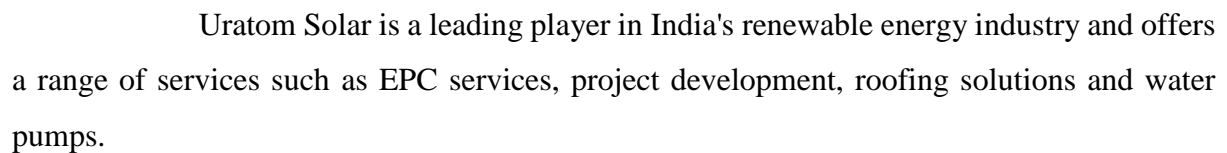
The collection of attendance and timesheet information from various departments begins in the payroll cycle. Payroll system uses this information to calculate employee compensation based on elements such as hours worked, overtime, vacation taken, and any necessary deductions or contributions.

Uratom Solar's salary structure is designed to be transparent and effective employees are classified based on their role, experience and factors for a salary process that follows all legal and regulatory requirements.

The use of compensation management is growing as businesses begin to understand the value of using their human resources to gain an edge over the competition.



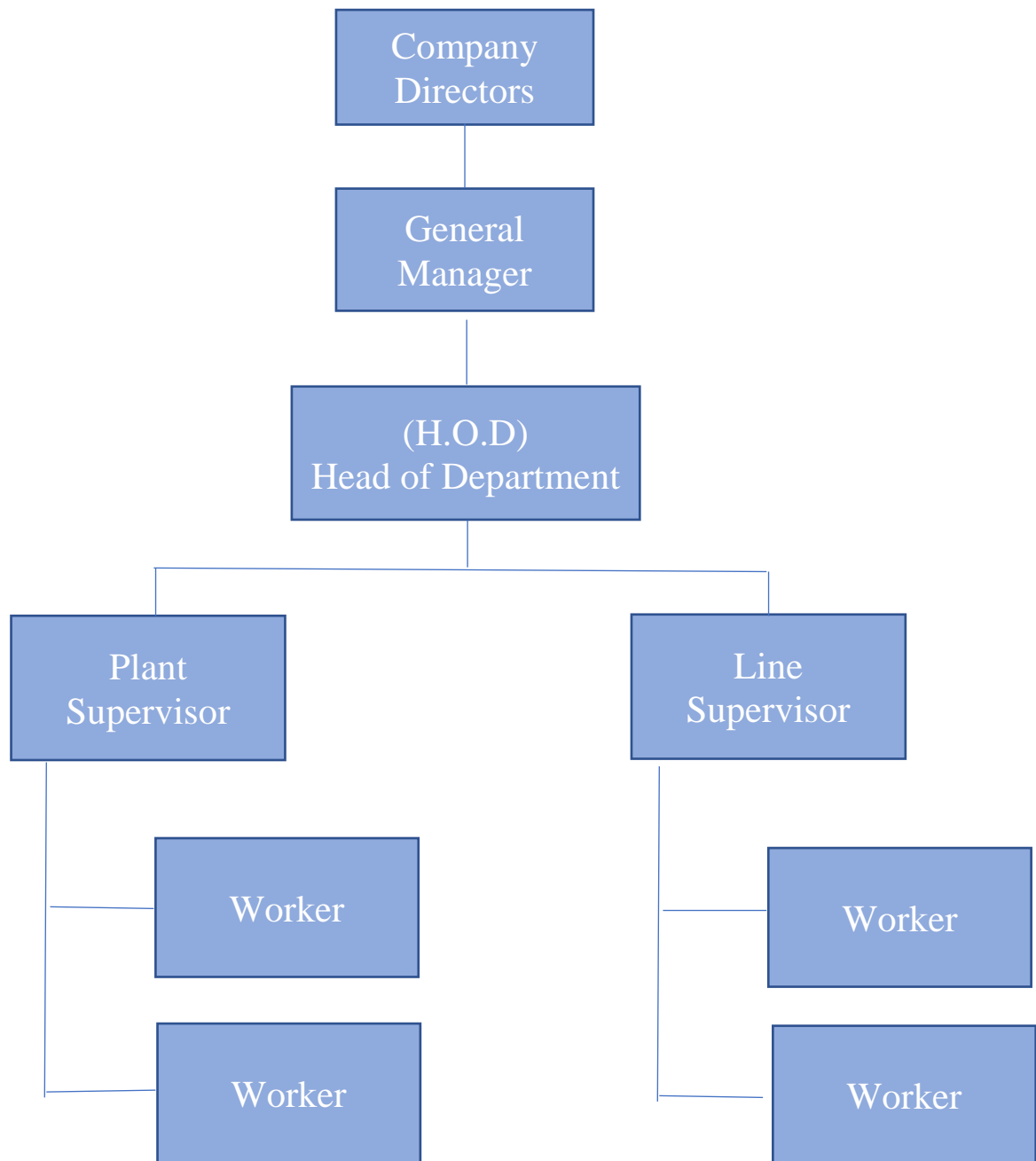
8.1 Introduction



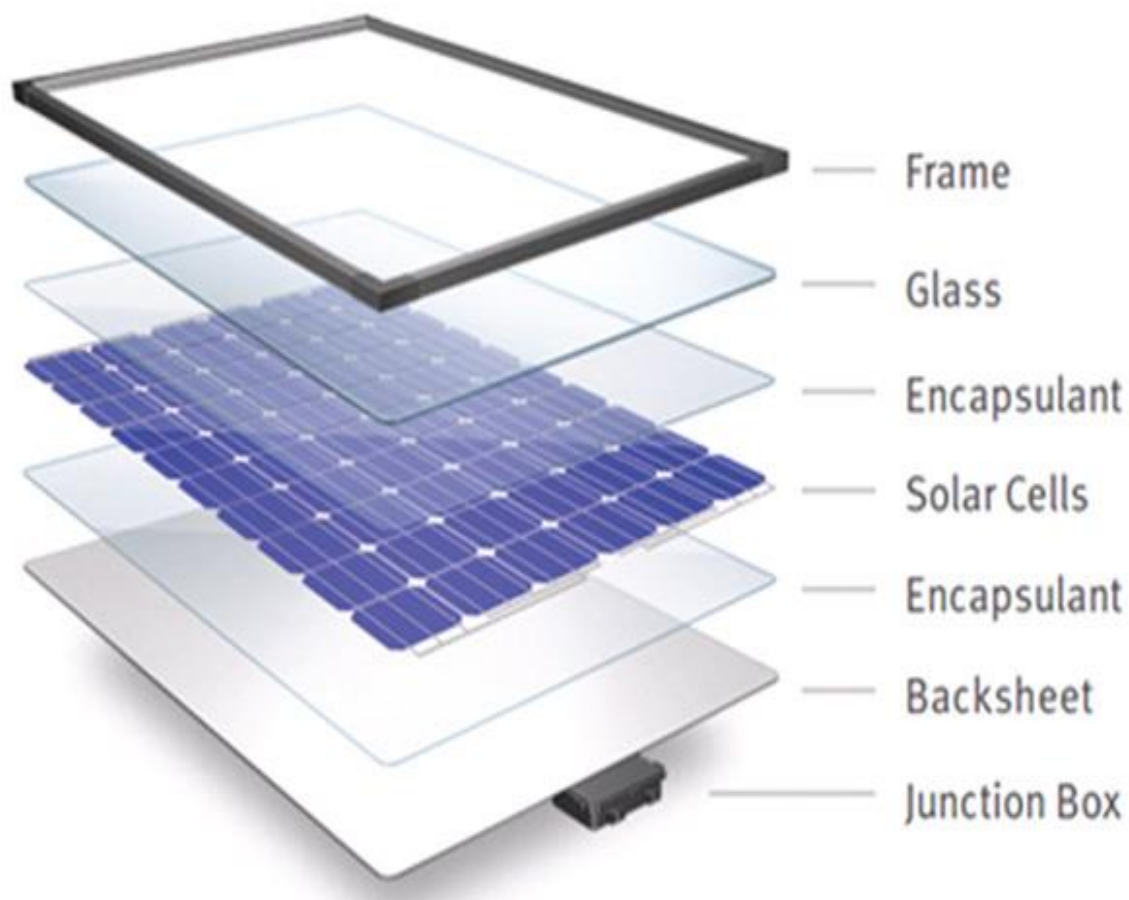
Uratom is one of the largest manufacturers of eco-friendly renewable energy products in Gujarat. The company is committed to producing high-quality solar products that are reliable and long-lasting, helping to create a cleaner, greener environment for future generations.

- A.W. Field

8.2 Organization Departmental Chart



8.3 Raw Material



- **Aluminum Frame**

The most important part of creating solar panels is the sturdy solar panel frames that hold the whole structure together. These aluminum frames provide structural support and also protect the delicate solar cells on the inside. They provide the necessary stability to the overall combination of glass, solar encapsulation, solar cell and back film.

- **Glass**

The front cover of the solar panel is usually made of tempered glass, known for its transparency, durability and ability to withstand extreme weather conditions. This transparent layer allows sunlight to pass through while offering protection to the underlying solar cells.

- **Encapsulant**

Solar Encapsulants play a vital role in protecting solar panels from external factors such as moisture, dust and physical damage. They are applied on both sides of the solar cells, which ensures their protection.

- **Solar Cells**

A solar cell (also known as a photovoltaic cell or PV cell) is defined as an electrical device that converts light energy into electrical energy through the photovoltaic effect.

- **Back-sheet**

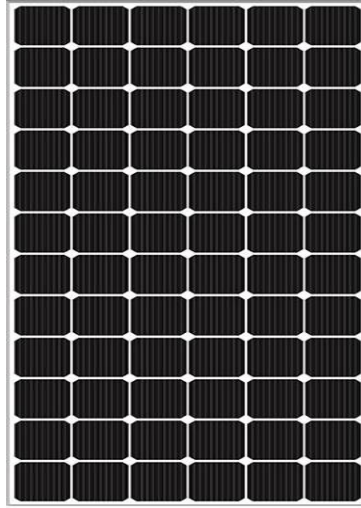
Solar back-Sheets act as the first line of defense for solar modules. Placed on the back of the solar panel, these films protect sensitive components from moisture, physical or electrical shocks, and UV radiation, increasing the panel's durability.

8.4 Products of Uratom Solar

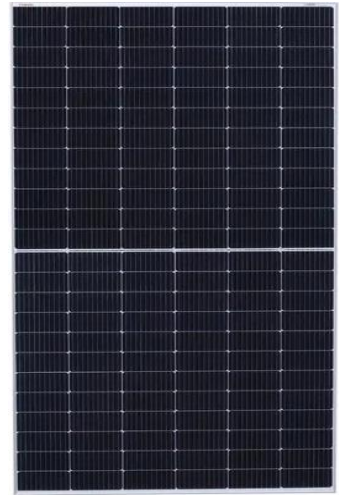
Solar Rooftop Panels



Bhaskar Poly



Sienna Mono



Helios Mono

Solar Water Heater



Bharg Model



Ray Model



Solar Heat Pump

Solar Inverter



BLDC Solar Water Pump

New Product of Uratom Solar:



Uratom E- bicycle

- Electric bicycle, electric cycle or e-bike is a type of bicycle that is powered by an electric motor.
- Uratom specializes in manufacturing e-bikes that are equipped with BLDC electric motors, rechargeable batteries, disc brakes and other features that make them eco-friendly, energy efficient and comfortable for riders.
- E-bikes have a range of up to 30 miles on a single charge, making them ideal for commuting and do local tours.

9.2 Research Problem

This study focuses on customer satisfaction towards solar products. In a market, consumer will buy products when that product meets their needs. Today the consumption of electricity in the world is high and its cost is also high, so consumers go to for solar products as an alternative to electronic products. Solar energy products are replacing electronic products. But consumers are expecting more from solar energy manufacturing companies, where they expect good quality of products as well as proper services. Current research is conducted to find out the level of consumer satisfaction on solar energy products and its services.

9.3 Background of Study

Customer satisfaction is defined as a measurement that determines how satisfied customers are with a company's products, services, and capabilities.

Nowadays, the level of competition has greatly increased due to the growing solar industry. So, it is very important to know customer satisfaction to survive in it. And which can be recognized by the company's product used by customers, its quality, performance, usage time, timely service, product warranty and other company services.

Consumer satisfaction information, including surveys and rating, can help a company determine how best to improve or change its products and services.

9.4 Literature Review

(N SrinivasaRagavan, may - 2020) Consumer satisfaction is the key to the success of any business. Being truly consumer centric make business owners reap good dividends. As Kristin Smaby once said, when consumers share their story, they are not just sharing pain point. They are actually teaching you how to make your product, service, and business better. Your customer services organization should be designed to effectively communicate those issues. once we understand the factors that influence the consumer satisfaction level, approach can be easy to devise strategies to increase their satisfaction quotient. This study attempts to evaluate the consumer satisfaction with installation of solar plants.

(Dr.M.Venkatraman, 2014) This study examines the view of Indian consumers towards solar energy devices. Purchase of these devices are hindered by their high cost and setup requirements, the fact that they are marketed as energy-saving and environmental awareness tools, and solar energy has benefits for both the environment and people. As consumer mind are changing as a result of growing environmental concerns associated with traditional energy sources, it is important know how they are moving towards solar technology.

(Bindiya Kansal, 2016) The study examined the factors affecting the adoption of solar energy in Panjab, a state heavily dependent on pollution. Solar energy is unlimited and clean energy with minimal harmful impact on the environment. Surveying six districts, based on the primary data obtained, the same basic statistical methods were used. The research aims to explain why consumer do not agree to implement solar PV system in their house as a result of consumer satisfaction different form city to city, and lack of financial support from the government is a major barrier limiting the spread of solar energy.

(C.N. Rajendra, June 2017) Solar energy is the most easily available source of energy. It is a significant sustainable clean and green source of energy. Solar water heater and solar rooftop lead to direct energy saving as well as increased energy production. The main objective of this study was to identify consumer satisfaction towards using solar energy products in Chennai for which 100 consumers were selected and collected their satisfaction level about using solar energy products using random sampling method. In which male respondents have experienced high level of satisfaction and only faced the problem of high purchase price of solar energy products.

(Prajapati, April 2022) The study examines factors influencing solar rooftop user's satisfaction. Solar energy is seen as a crucial, clean energy source for economic growth and quality of life improvement. The research surveyed 216 individuals to identify key satisfaction factors: Environmental concerns, rooftop performance and government support. This finding will marketers in understanding and targeting consumers effectively.

(Goel, July 2016) The solar rooftop has emerged as a potential green technology to address climate change issues by reducing reliance on conventional fossil fuel-based energy. With a strong commitment to increase renewable energy capacity to 175 GW by 2022, India aims to install 100 GW of solar power capacity. Current Indian goals, problems and challenges in achieving them and future development trends are discussed.

(Jojomon, 2018) Solar energy is a crucial renewable resource used by various technologies. This energy can be obtained and used through passive or active methods. Passive method includes building design and structure design to optimize solar heat gain. Active methods use many solar products, such as solar rooftop and solar water heater to convert sunlight directly into usable energy.

(Somayeh Azoor, July 2019) This paper considers the relationship between solar energy users and customer satisfaction. It investigates the role and importance of price and promotion on customer satisfaction. Most of the reviewed papers are from 1979 to 2018. Majority of the data are primary and have been collected through questionnaires and interviews by the researchers. Out of 68 papers have been reviewed for this study. We conclude that households are satisfied with solar rooftop system because of energy saving, low dependence on kerosene and increase study time at night and improving in standard of living.

(Satish Kumar Yadav, June 2019) Solar rooftop PV technology has matured enough to sustainably meet India's decentralized electricity needs. In this study, four rooftop solar PV systems with different capacities were selected to evaluate the energy, economic and environmental performance.

(Mahure, 2023) This study examines the awareness and attitudes of consumers towards solar water heaters in Akola North Zone. Due to the growing energy crisis and environmental concerns, solar energy is gaining importance as a clean alternative. The aim of the research is to assess consumer perceptions and identify factors influencing the adoption of solar water heaters. Analyzing data from 120 randomly selected respondents, the study seeks to provide recommendations to support the use of solar energy in homes.

9.5 Research Objective

- To determine customers are satisfied with the quality of Uratom solar products.
- To assess how satisfied customers are with the services for Uratom Solar.
- To Understand the customers opinions on the pricing and government support of solar products.
- To know that the problem encountered during the use of solar products are easily and timely solved by the Company.
- By using the information and rating received by consumers, company estimate the which necessary correction and changes required.

9.6 Research Plan

Research Design	Descriptive Research Design
Source of Data Collection	Primary sources
Population of the Study	Consumers of Uratom Solar India Pvt. Ltd.
Sample Unit	Consumers
Sample Size	100 Consumers
Tools and Technique	Questionnaire
Sample Area	Rajkot, Gondal, Junagadh, Amreli and other City
Sampling Methods	Convenience Sampling

9.7 Formulation of Hypothesis

➤ What is Hypothesis:

A hypothesis is an assumption, an idea that is proposed for the sake of argument so that it can be tested to see if it might be true.

H0: Null Hypothesis

H1: Alternative Hypothesis

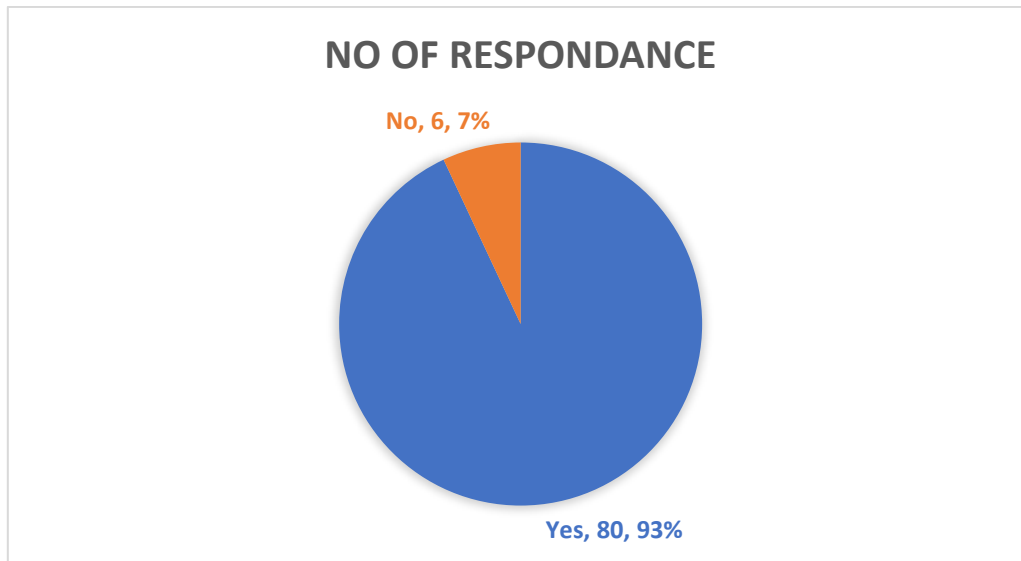
H0: There is no Significant Difference Between the Consumer Satisfaction level with the duration of use of Uratom solar Products and services.

H1: There is Significant Difference Between the Consumer Satisfaction level with the duration of use of Uratom solar Products and services.

9.8 Data Interpretation

1) Do you know about Uratom solar company and its Products?

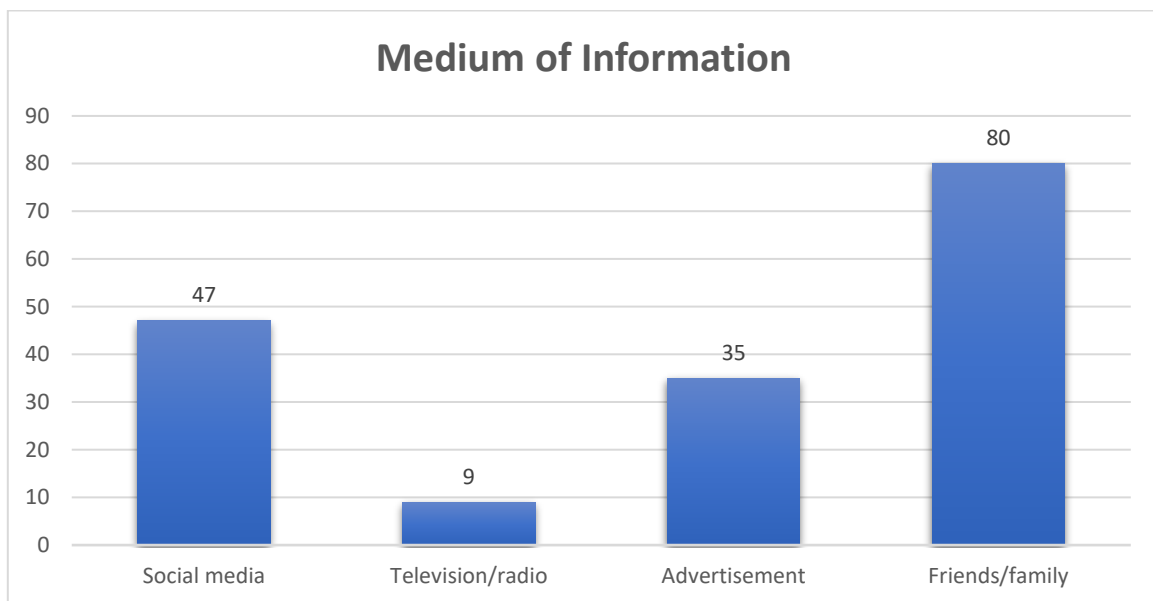
Answer of Respondent	No of respondent
Yes	80
No	06



- The graph represents that how many consumers are known about company and its products.
- There are 80 consumers are aware about Uratom solar company and its products but, 6 consumers are not aware and 14 consumers not answer the question about company and its products.
- Therefore, from the about chart we can say the most of consumers know about company and its products.

2) What medium did you get information about solar products?

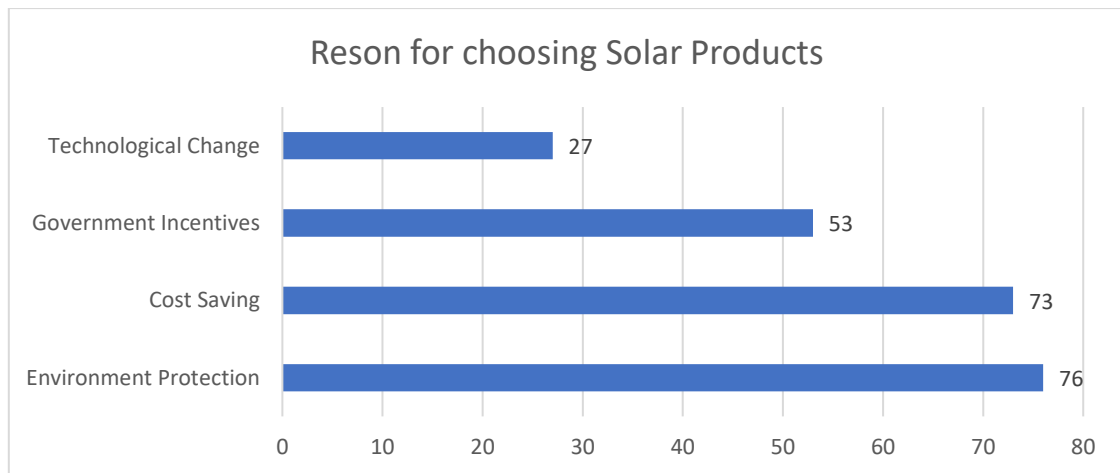
Medium	No of respondent
Social media	47
Television/radio	09
Advertisement	35
Friends/family	80



- This chart shows in which medium consumers get information about solar products.
- There 47-consumers were getting information about product in social media and 9-consumers were getting information in television/radio.
- Other hand, 35-consumers are received information in advertisement and almost 80-consumers received information of communication with friends/family.
- As you see, in current time word of mouth medium people trust in family/friends.

3) What was the primary reason for choosing solar products?

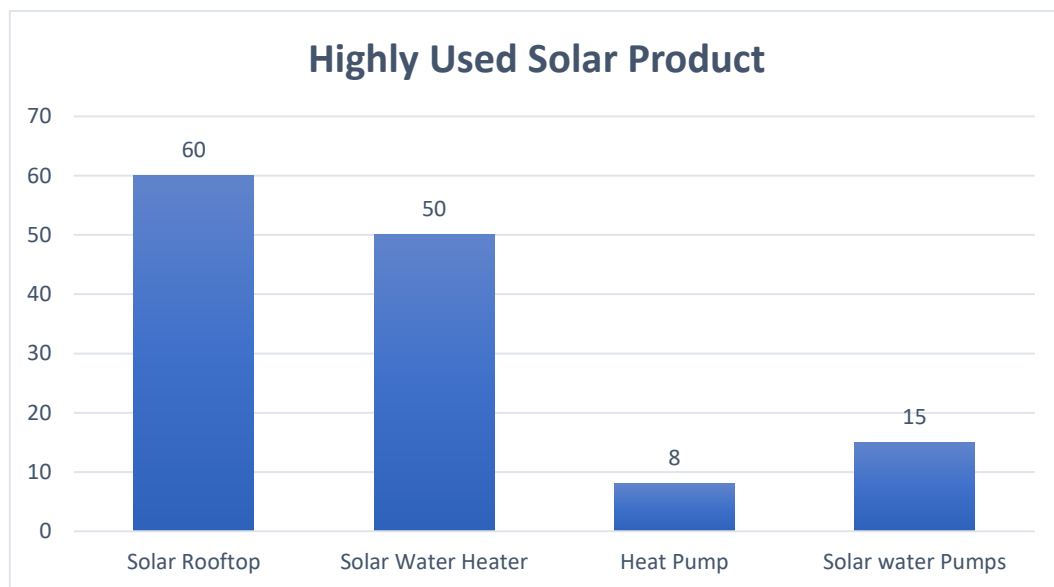
Primary Reasons	No of respondent
Environment Protection	76
Cost Saving	73
Government Incentives	53
Technological Change	27



- The above chart shows which primary reason consumers choosing solar products.
- According to data received, more than 50% of the customers are getting solar products at low cost due to environment protection and benefit provided by the government, this reason consumers choosing solar products.
- On the other hand, 27-respondents cited changing technology as the reason for choosing solar products.

4) Which Uratom solar Products are you using?

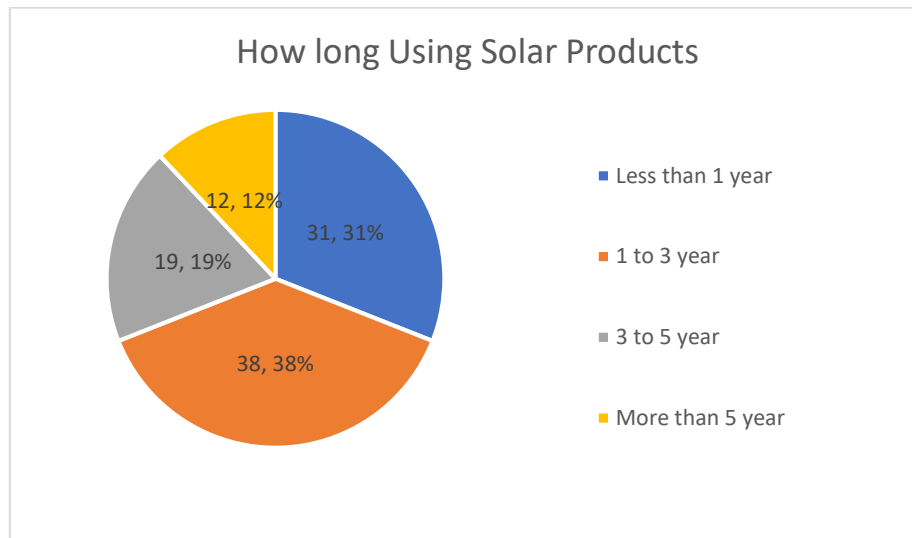
Uratom Products	No of Consumer use products
Solar Rooftop	60
Solar Water Heater	50
Heat Pump	8
Solar water Pumps	15



- The above chart defines consumers which Uratom solar products used.
- In current market trend almost 60-consumers are used solar rooftop and 50-consumers are used solar water heater of Uratom solar.
- On the other hand, 8-consumers are used solar heat pump and 15-consumers are used solar water pump.
- So as seen in the chart, almost 50% up consumers were used Uratom main products solar rooftop and solar water heater.

5) How long have been using Uratom solar products?

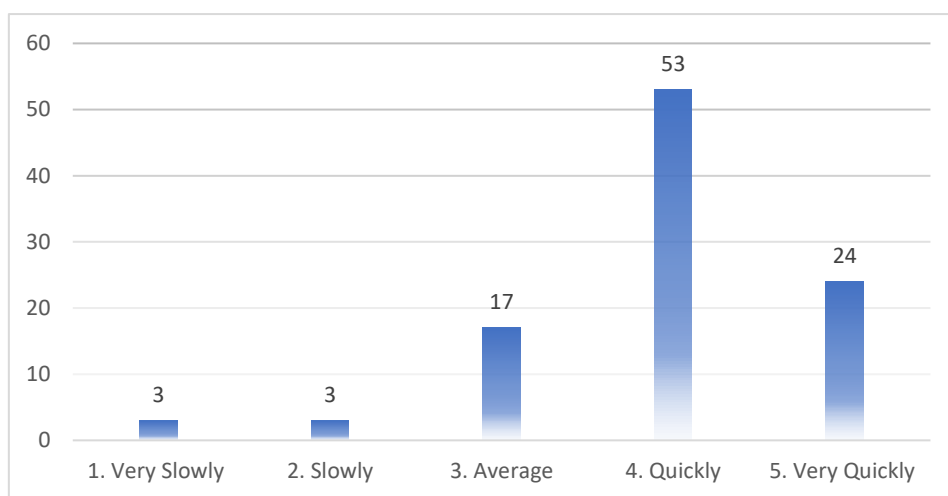
Time Duration	No of Respondent
Less than 1 year	31
1 to 3 year	38
3 to 5 year	19
More than 5 year	12



- The Graph presents the how long customers have been using Uratom solar products.
- According to the data received, there are 31% respondents who have been using solar products for less than 1 year.
- Hear, 38% respondents are using solar products for 1 to 3 years.
- 19- respondents are using products since 3 to 5 years and 12-respondents are using solar products since more than 5 years.
- As seen in the above graph, most of the consumers have been using Uratom solar products for less than one year to three years.

6) How quickly you received a response to your initial inquiry at time of purchase?

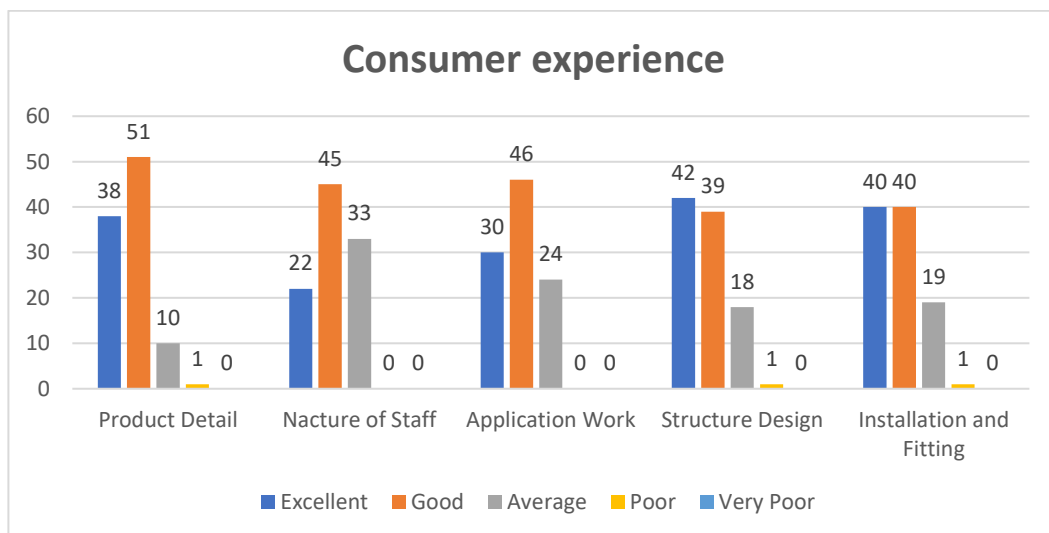
Response	No of Respondent
1. Very Slowly	03
2. Slowly	03
3. Average	17
4. Quickly	53
5. Very Quickly	24



- The above chart defines how quickly consumers receive a response to an inquiry at time of purchase.
- 24-consumers who had received inquiry response very quickly.
- Hear, 53-consumers received inquiry response quickly and 17-consumers average received response of inquiry.
- On the other hand, the 3-3 consumers who received the response to the inquiry were slowly and very slowly.
- So as seen in the chart, most of the customers who made inquiries to purchase the product got a quick response.

7) How would you rate the following points effectively provided by the company.

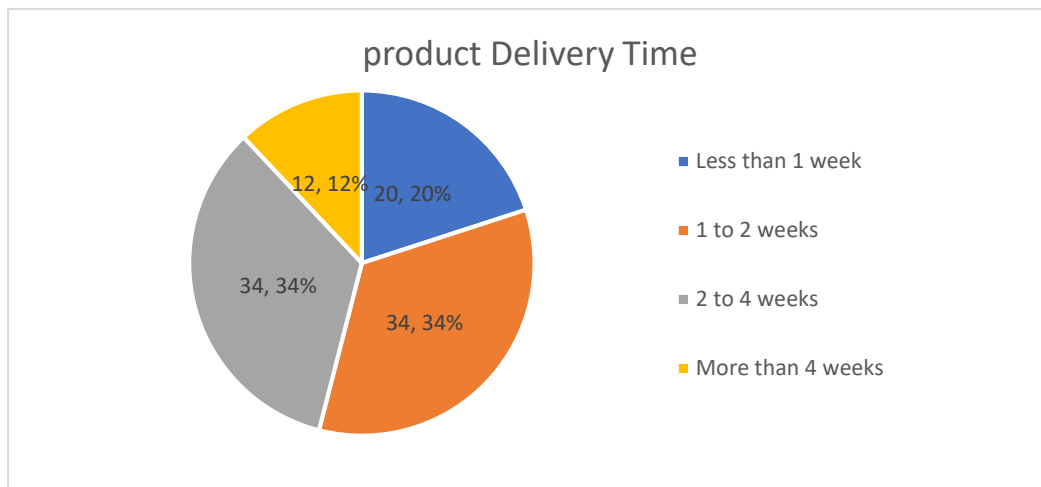
Points	Excellent	Good	Average	Poor	Very Poor
Product Detail	38	51	10	1	-
Nature of Staff	22	45	33	-	-
Application Work	30	46	24	-	-
Structure Design	42	39	18	1	-
Installation and fitting	40	40	19	1	-



- In this chart, on the basis of product details provided by the company, nature of the staff members is known, in which more than 60% of consumers have Excellent and good experience.
- On the other hand, more than 75% respondents have experienced excellent and good in the application work, structure design and installation and fitting work done by company.
- A relatively small numbers of respondents rated average, poor and very poor.
- Overall, the result defines that almost all consumers have excellent and good experience with all service provide by company.

8) How long did it take you to receive its delivery, after ordering the product?

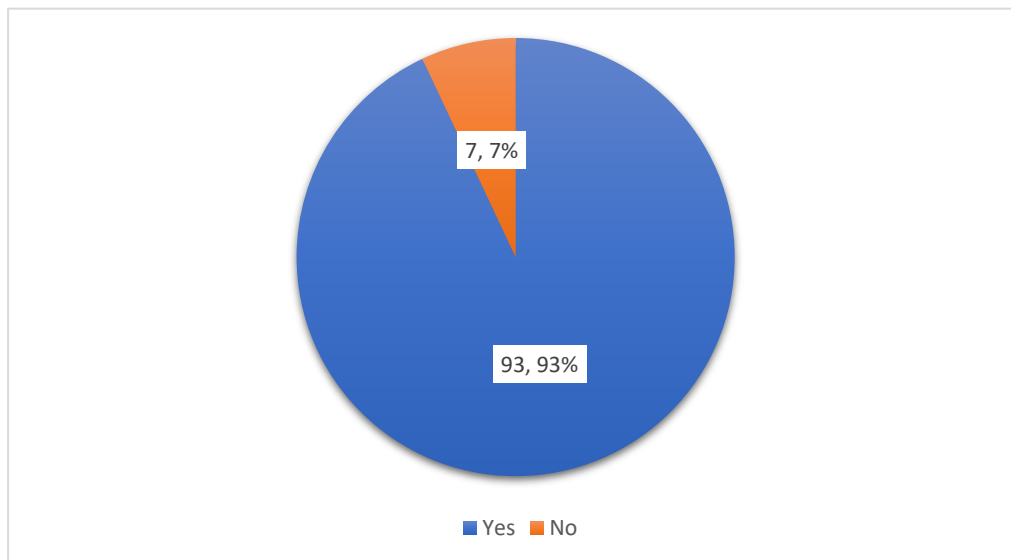
Time Duration	No of Respondent
Less than 1 week	20
1 to 2 weeks	34
2 to 4 weeks	34
More than 4 weeks	12



- The graph shows how long it take for the company to deliver the product after the consumers placing the order.
- There are 20-consumers who received product delivery in less than 1 week.
- 34-consumers received their product delivery within 1 to 2 weeks and other hand 34-consumers received their product delivery within 2 to 4 weeks.
- 12-consumeras received their products in more than 4 weeks.
- As seen the above graph, most of the consumers received product delivery within one to two weeks and two to four weeks.

9) Was the installation and fitting work completed within expected time duration?

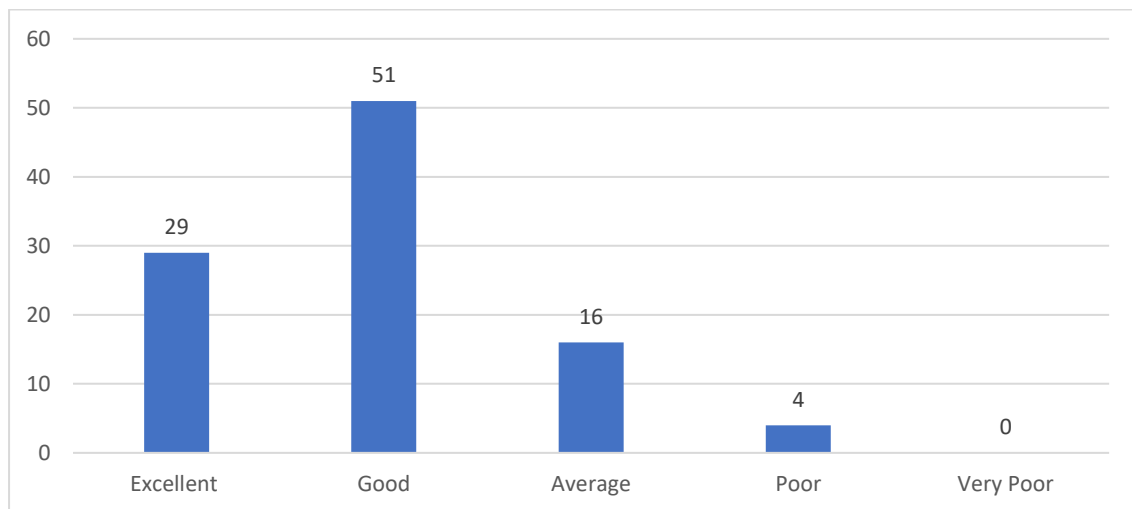
Answer of Respondent	No of respondent
Yes	93
No	07



- From the graph it was observed that the installation and fitting work of 39-consumers was completed within expected time duration.
- On the other hand, the installation and fitting work of 7-consumers was not completed within expected time duration.
- So, from the above chart we can say that almost the installation and fitting work of consumers has been completed within a reasonable period of time.

10) How would you rate the performance and efficiency of installation team?

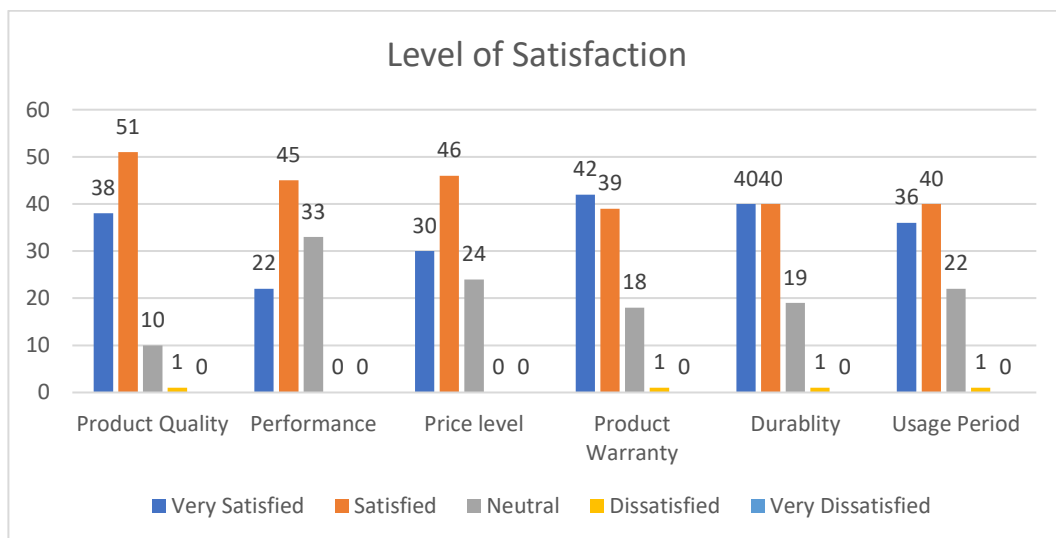
Performance and efficiency of installation team	No of Respondent
Excellent	29
Good	51
Average	16
Poor	04
Very Poor	00



- The above graph shows the rate given by the consumers for the performance and efficiency of installation team.
- There, 29 consumers rated the performance and efficiency of the installation team as excellent.
- 51 consumers have given good rate and 16 consumers have given average rate.
- 4 consumers who rated the performance of the installation team as poor but none of the customers gave a very poor rating.
- Looking at the chart, almost consumers are satisfied with the performance and efficiency of the installation team.

11) How satisfied are you with use of Uratom products on the point below mentioned.

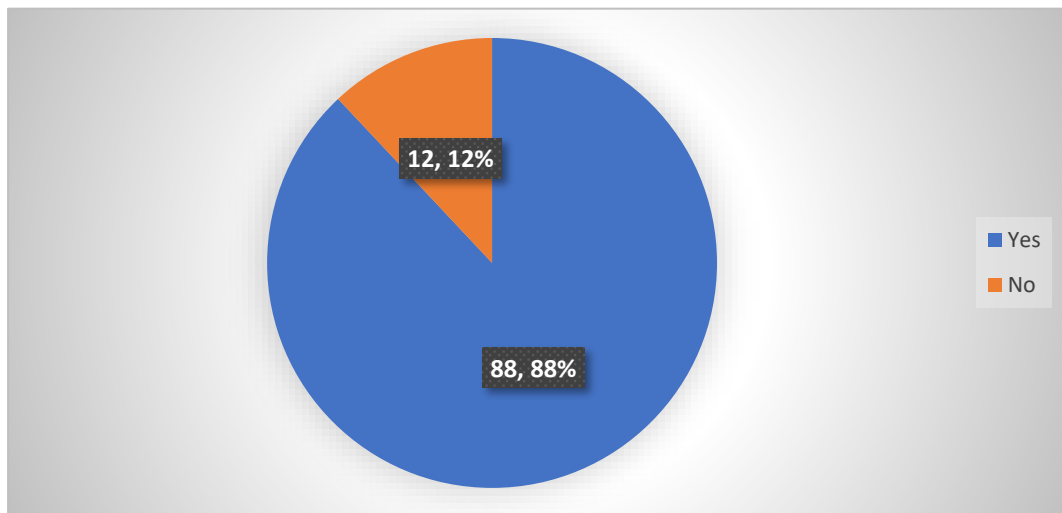
Points	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Product Quality	38	51	10	1	-
Performance	22	45	33	-	-
Price level	30	46	24	-	-
Product Warranty	42	39	18	1	-
Durability	40	40	19	1	-
Usage Period	36	40	22	1	-



- The above chart shows how satisfied the consumers are with the features of the products while using Uratom products.
- more than 75% consumers Using products are highly satisfied and satisfied with quality of product and its performance, price level, durability and product duration of use.
- On the other hand, few consumers satisfaction level is neutral and 1% consumer is dissatisfied.

12) Can you easily contact Uratom customer care at the time of product issue?

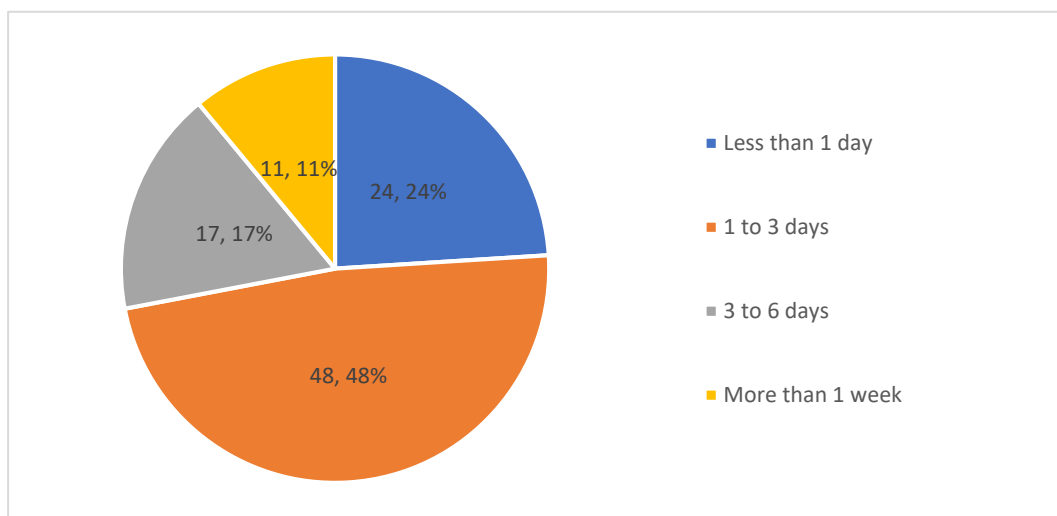
Answer of Respondent	No of respondent
Yes	88
No	12



- The above graph shows whether the consumers can easily connect with the company's customer care at the time of product issue.
- 88 out of 100 respondents indicated that they can easily contact Uratom customer care.
- 12-respondents experienced difficulty in contacting customer care.
- This indicates that most customers have a positive experience when trying to reach customer service.

13) How long Uratom customer service team respond too your inquiry and resolve your issue?

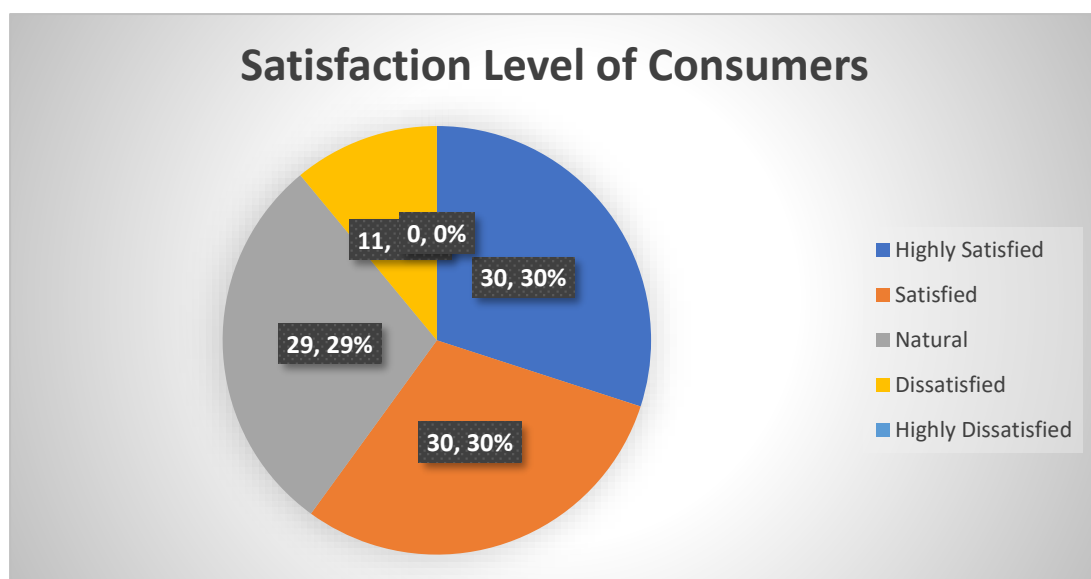
Time Duration	No of Respondent
Less than 1 day	24
1 to 3 days	48
3 to 6 days	17
More than 1 week	11



- The graph shows the time taken by the company's customer service team to respond to inquiries and resolve issues.
- There are 24-consumers who get their queries answered and their issue resolved in less than 1 day.
- 48-consumers received their query response and problem resolution within 1 to 3 days and 17-consumers received their query response and problem resolution within 3 to 6 days.
- 11-consumers took more than 1 week to get inquiry response and problem solution.
- As seen the consumers feedback, most of consumers inquiries are responded to and problem responded within 1 to 3 days.

14) How satisfied are you with overall performance of the solar products and services of Uratom solar Company?

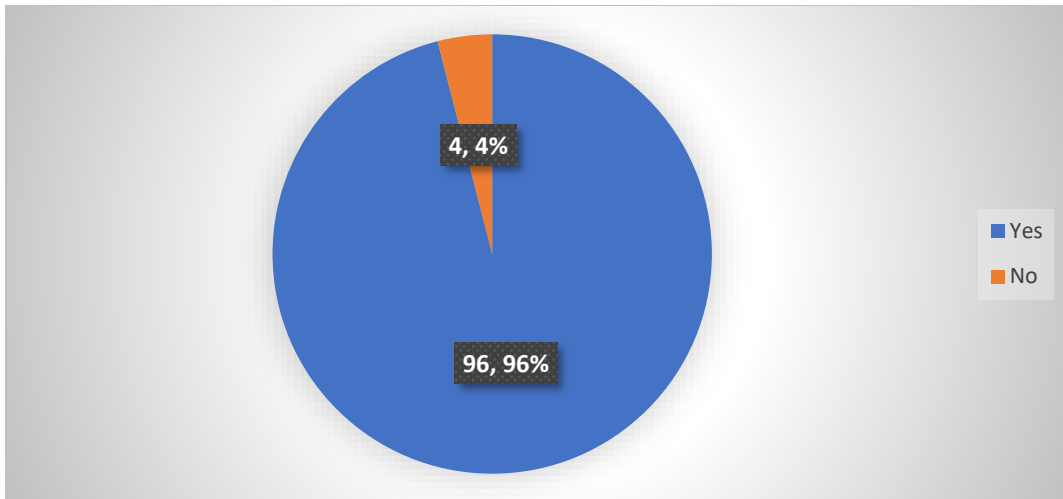
Performance of products and services	No of Respondent
Highly Satisfied	30
Satisfied	30
Natural	29
Dissatisfied	11
Highly Dissatisfied	00



- The above chart represents the level of satisfaction with the overall performance of solar products and services of Uratom solar.
- From the above chart, it is seen that 30% of the consumers are highly satisfied and 30% of the consumers are satisfied with the overall performance of the company as well as the usage of products and services.
- There are 29% consumers who have given a natural response about their satisfaction.
- In addition, 11% of the consumers are dissatisfied, but none of the consumers are highly dissatisfied.
- Most of the consumers or respondents, according to my poll, are satisfied with the company's overall performance as well as the usage of solar products and services.

15) Would you consider purchasing additional solar products from Uratom solar?

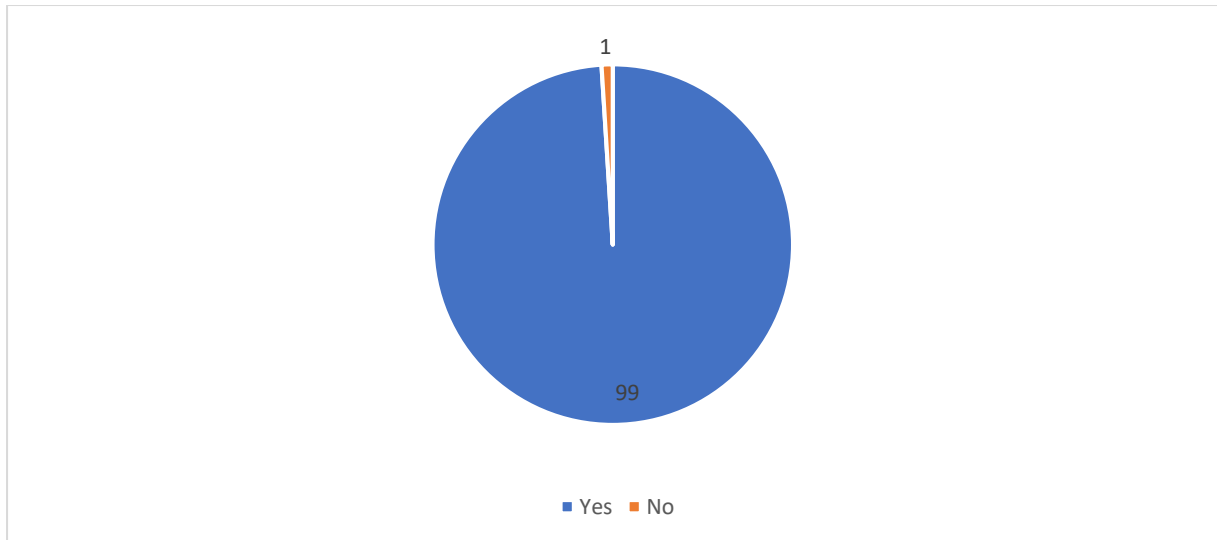
Answer of Respondent	No of respondent
Yes	96
No	4



- The graph represents that consumers are willing to purchase additional solar products from Uratom solar.
- 96 out of 100 respondents expressed their willingness to purchase additional solar product from Uratom solar.
- Other hand, only 4 respondents not willing to purchase additional solar product from Uratom solar.
- This indicates a high level of satisfaction and trust in the brand.

16) Given your satisfaction with Uratom's product, would you recommend our solar products to other?

Answer of Respondent	No of respondent
Yes	99
No	01



- From the above graph, it is observed that 99 consumers are satisfied with Uratom solar products and would recommend solar product to others.
- On the other hand, only 1-consumer is not satisfied for any reason so as not to recommend the Uratom solar product to others.
- Therefore, based on the chart each consumer is satisfied with Uratom products and will recommend the product to others.

9.9 Solution of Hypothesis

➤ Observed Value:

	less than 1 year	1 to 3 years	3 to 5 years	more than 5 years	Grand Total
1. Very Dissatisfied	0	0	0	0	0
2	5	2	3	1	11
3	9	9	6	5	29
4	10	13	3	4	30
5. Very Satisfied	7	14	7	2	30
Grand Total	31	38	19	12	100

➤ Expected Value:

	less than 1 year	1 to 3 years	3 to 5 years	more than 5 years	Grand Total
1. Very Dissatisfied	0	0	0	0	0
2	3.41	4.18	2.09	1.32	11
3	8.99	11.02	5.51	3.48	29
4	9.3	11.4	5.7	3.6	30
5. Very Satisfied	9.3	11.4	5.7	3.6	30
Grand Total	31	38	19	12	100

P Value	0.61631
Chi-Square Value	0.99993

H0- Accept and H1- Reject

It means, there is no Significant Difference Between the Consumer Satisfaction level with the duration of use of Uratom solar Products and services.

Future plan of company

- At present the company is working on a large order of 87000 solar panels received by from Maharashtra government.
- 500Mw inverter development projects all over India by company in future.
- Uratom solar is considering an IPO within the next two to three years.
- The project is being considered by the company to increase the sales of solar manufacturers in selected cities or pincode by placing them on online platform like website and shopping apps.

Findings and Observations

The study was conducted to find out the level of consumers satisfaction with usage of Uratom solar energy products and services, the results of which are as follows:

- The study shows that consumers are environmentally conscious and they are satisfied with solar products at low cost due to the subsidy benefits provided by the government.
- Consumers also satisfied with the product details, staff nature as well application work, structure design and installation and fitting work.
- In this study, Customers satisfaction and trust likely decrease due to longer time taken by company for product delivery.
- Consumers feel satisfied as the installation and fitting work completed on time by the installation team even in case of delayed delivery.
- consumers are satisfied with product quality, performance, price level, warranty, durability and usage period given by company.
- The time taken for response or resolution of customers queries or problems is likely to reduce customer interest.
- Now a day's people use word of mouth medium so they trust friends and family/relatives more, that's why sufficient customer satisfaction attract new customers for the company.

Suggestion

According to report, Customers are satisfied with the usage of Uratom solar products and its services. But I found out from this survey that about 30% consumers satisfaction level is natural and 10% consumers also dissatisfied due to many reasons. It means that company needs many changes and improvement to increase level of consumers satisfaction.

I suggest to the company has separated both the inquiry team and customer care team so that the inquiries and problems of the customers can be answered immediately. Also, to prepare a network that solves problem in a timely manner.

Advance planning of the products by the sales department of the company, so that the consumers get delivery of the product in the scheduled time.

A team should be prepared by the company to know the customers experience after using the product shortly after the purchase, so that consumer's connection with the company increases.

Conclusion

I am very grateful to Uratom solar India Pvt. Ltd. for helping us prepare our project report and for providing us with helpful training regarding the marketing and finance department. It was a wonderful experience visiting the company, and all of the staff members there are very helpful and cooperative.

In addition to my academics, I learned many other things throughout my training term. I have direct experience with the actual work patterns covered in our study. I gained knowledge on how to apply my academic to real-world work in the organization.

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Annexure (Questionnaire)

“A Study of Consumer Satisfaction Towards Uratom Solar Energy Products and Services”

I Darshan Tank, student of MBA, thank you for participating in this survey. The objective of this study is to assess consumers satisfaction towards usage of Uratom solar energy products and services. The responses will provide insights into the product quality, customer service and overall experience, helping company to identify areas for improvement and enhance customer satisfaction.

(1). Name

(2). Gender

(3). City

- ☐ Rajkot
- ☐ Gondal
- ☐ Amreli
- ☐ Junagadh
- ☐ Other: _____

(4). Location

- ☐ Urban
- ☐ Rural

(5). Education

(6). Occupation

(7). Do you know about Uratom solar company and its products?

☐ Yes

☐ No

(8). What medium did you get Information about solar products?

- ☐ Social media
- ☐ Television/radio
- ☐ Advertisement
- ☐ Friends/Family
- ☐ Other: _____

(9). What was the primary reason for choosing solar products?

- ☐ Environmental protection
- ☐ Cost Saving
- ☐ Government incentives
- ☐ technological Change
- ☐ Other: _____

(10). Which Uratom solar products are you using?

- ☐ Solar Rooftop
- ☐ Solar Water heater
- ☐ Heat Pumps
- ☐ Solar Water Pumps

(11). How long have you been using Uratom solar products?

- ☐ less than 1 year
- ☐ 1 to 3 year
- ☐ 3 to 5 year
- ☐ More than 5 years

(12). How quickly you received a response to your initial inquiry at time of purchase?

	1	2	3	4	5	
Very Slowly	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Very Quickly

(13). How would you rate the following points effectively provided by the company?

	Excellent	Good	Average	Poor	Very Poor
Product Detail	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Nature of Staff member	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Application Work	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Structure Design	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
installation and fitting	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

(14). How long did it take you to receive its delivery, after ordering the product?

☐ less than 1 week

☐ 1 to 2 week

☐ 2 to 4 week

☐ more than 4 week

(15). Was the installation and fitting work completed within the expected time duration?

☐ Yes

☐ No

(16). How would you rate the performance and efficiency of the installation team?

	1	2	3	4	5	
Very poor	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Excellent

(17). How satisfied are you with use of Uratom products on the points mentioned below

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Product Quality	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Performance	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Price Level	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Product Warranty	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Durability	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Usage Period	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

(18). Can you easily contact Uratom customer care at the time of product issue or problem?

- ☐ Yes
- ☐ No

(19). How long does the Uratom customer service team respond to your inquiry and resolve your issue?

- ☐ Less than 1 day
- ☐ 1 to 3 days
- ☐ 3 to 6 days
- ☐ More than 1 week

(20). How Satisfied are you with the overall performance of the solar products and services of Uratom solar company?

	1	2	3	4	5	
Very dissatisfied	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Very satisfied

(21). Would you consider purchasing additional solar products from Uratom solar?

- ☐ Yes
- ☐ No

(22). Given your satisfaction with Uratom's product, would you recommend our solar products to others?

- ☐ Yes
- ☐ No

(23). Any other comments or suggestion for improvement:
