A

PROJECT REPORT

ON

"A Study of customer satisfaction of Akrutitech "

Project Report Submitted to

SAVITRIBAI PHULE PUNE UNIVERSITY

In partial fulfilment of the requirement for the award of the Degree of

Summer Internship Project

For

MASTER'S OF BUSINESS ADMINISTRATION

(M.B.A)

Submitted By

Mr.Mayur Devidas Lade

Under guidance of

Prof. Mr. Krishna Sharma

SINHGAD TECHNICAL EDUCATION SOCIETY'S

Smt. Kashibai Navale College Of Engineering,

Department Of Management Studies,

Vadgaon, PUNE-411041

(2018-2020)

<u>DECLARATION</u>

I **Mr. Mayur Devidas Lade ,** undersigned, hereby declare that the project titled **"A Study of customer satisfaction of Akrutitech "** written and submitted by me to the **Savitribai Phule Pune University**, in partial fulfillment of the requirement for the award of degree of Master of Business Administration under the guidance of **Prof. Mr.Krishna Sharma** is my original work and the conclusion drawn therein are based on the material collected by me.

Place**: PUNE**   **Mr. Mayur Devidas Lade**

Date: MBA, SKNCOE Pune

<u>ACKNOWLEDGEMENT</u>

I would like to express the deepest appreciation to my industry mentor **Mr. Aditya Yadav** and the entire staff of Akruti Tech. I am highly indebted to Akruti Tech for their guidance and constant supervision as well as for providing necessary information regarding the project and also for their support in completing the project.

I would like to express gratitude towards my parents & faculty mentor **Prof. Mr. Krishna Sharma** for their kind co-operation and encouragement which help me in completion of this project.

My thanks and appreciation also go to my colleagues in developing the project

and people who have willingly helped me out with their abilities.

I owe my thanks to **Prof. Mr.Krishna Sharma** under his guidance and support which enabled me to complete this project successfully.

Mr. Mayur Devidas Lade

Sinhgad Institutes

INDEX

CHAPTER NO.1

EXECUTIVE SUMMARY

This project has been prepared in accordance with the guidelines provided by **Smt. Kashibai Navale College Of Engineering's Department Of Management Studies** as a part of summer internship program during the course of MBA. The duration of this project was 2 months .

My mentor during internship was **Mr.Aditya Yadav** who provided me with a great opportunity of getting insights of Social Media Marketing at **Akrutitech**. I was given sufficient time to know about the services and what company doing. The main aim was to understand online marketing emergence and generating leads. Initially my company guide given me the information about the all the customers of the company. Main objective was to know the need of the customer and how to fulfill that in the best way.

Thus it give me the opportunity to learn about all services and with the range of services Return on web offered it made the task a bit easier as we could fulfill the need of the customer in the better way. My task was divided in 3 phases :

1.**Services** knowledge: This include the theoretical knowledge about the field and services which needed to be marketed .

2.**Pitching** in real estate and fitness sector: This include the implementation of the knowledge

Imparted to me and the test of my marketing skills. Initially I was accompanied by company guide so that I can learn how to deal with the customer and understand the need .This also enhance interpersonal skills and confidence level.

3.**Work**: This include working in social media and Youtube channel.

CHAPTER NO. 2

INTRODUCTION
(INCLUDING OBJECTIVES, SCOPE AND LIMITATIONS)

Introduction

To begin with, as a part of the curriculum a summer internship programme was to be conducted for a period of two month. Given a choice one was allowed to choose the field in which researcher was interested. As my interest and curiosity was in online or social media marketing. I choose to work with a company name **AkrutiTech**. AkrutiTech has completed about 2 year in industry based online marketing and designing firm focused on providing business-centric strategic solution to the company. I choose the small company because with small firm I can explore myself and why social media marketing because is tremendous and expected to grow more.

Due to summer internship, I learnt every aspect of social media marketing include (Business Development process, content writing, sharing and advertising). Social media marketing start-up companies follow a standard process of approaching clients.

In social media marketing your team should be strong enough to deliver what your client expecting, as under social media marketing everyone work is interconnected and with a team only one campaign can get ready.

I was learned difference use of social media channels for use on business purpose. I was handle Akruti Tech clients through Facebook, Instagram, and YouTube channels.

Objectives:

- To study the role of digital marketing in Return on web.
- To study the effectiveness and implementation of social media marketing for different business.
- To study how to promote business through social media marketing.
- To study Building a reputation recognition or improving Brand Awareness.
- To study the growth of Digital marketing.

Scope:

This study aims at studying and building brand awareness via innovative use of social media marketing.

This study helps me to get the reality check of market where actual comparison between the classroom knowledge and the real situation can be done. By just learning theory and facing actual situation it concepts and practices might vary. The study helps to understand the different concept of digital marketing, but while implementing it might differ from situation to situation.

This study helps to understand and know about different technique of brand awareness, how

We can create brand awareness by facebook, Instagram and YouTube.

.

Limitations:

- Summer Internship was limited for only two month.
- Include only digital media platform other aspect are ignore.
- Primary data I have collected is not sufficient because there is limitation to collect
  . data I used observation and discussion method.
- As a trainee and temporary employee of the company so I was unable to got detailed
  Information about my task.
  Applicability of finding are not universal as it is not tested.

CHAPTER NO. 3

PROFILE OF ORGANIZATION

AKRUTI

DIGITAL MARKETING COMPANY

AkrutiTech Compay Profile

Company Information and Contact Details:

Business Name: AkrutiTech

E-Mail:yadavgaditya94@gmail.com

Phone:+(91)8888531284

Website: https://akrutitech.com/

Facebook Profile: https://www.facebook.com/akrutitech/

Instagram: https//www.instgram.com/akrutitech/

Company Overview

The marketing world is changing and we are the reflection of this change!

Technology has enabled the internet to be a significant part of our lives. Consumer buying decisions are increasingly being formed by what is seen on the web. As brands, we need to consciously create our digital identity and position ourselves appropriately in a market that will get increasingly crowded and competitive.

AkrutiTech aids brands to stay ahead of the digital curve and helps them interactively engage with this transformed mindset of consumers.

AkrutiTech is a full-service digital solutions firm, specializing in creating high-impact business solutions for digital and social savvy public. Our very versatile and dynamic portfolio of services include social media communication, website development, design, branding & services, performance marketing, staffing services, web hosting and 3D modelling. We recommend and suggest result-oriented and tailor-made strategies to our clients without compromising on quality, which has led to greater customer satisfaction and prolonged client loyalty.

AkrutiTech write stories for brands to engage trust with customers our digital marketing services empower your business presence on every possible online channel. Akruti tech are certified marketers and we understand the customers journey from awareness to consideration and purchase .from organic to paid marketing campaign we do everything to uplift the value of as brand

Our 'Magic'al Journey

In Aug 2017, Akruti Tech commenced business as a digital marketing company. Taking

cognizance of emerging trends in the digital space, Akruti Tech established itself as a

full-service digital marketing solutions firm in 2018. Today our business is

part of a bouquet of digital services that we provide. As new trends keep emerging in

the digital world, we continue to expand our product and service portfolio.

Primary Offerings:

1.Social Media Marketing

2.Search Engine Optimization

3.Google Adwords

4.Email Marketing

5.Branding

6.Web Designing

7.App.Develpoment

8.DM Consultancy & Training
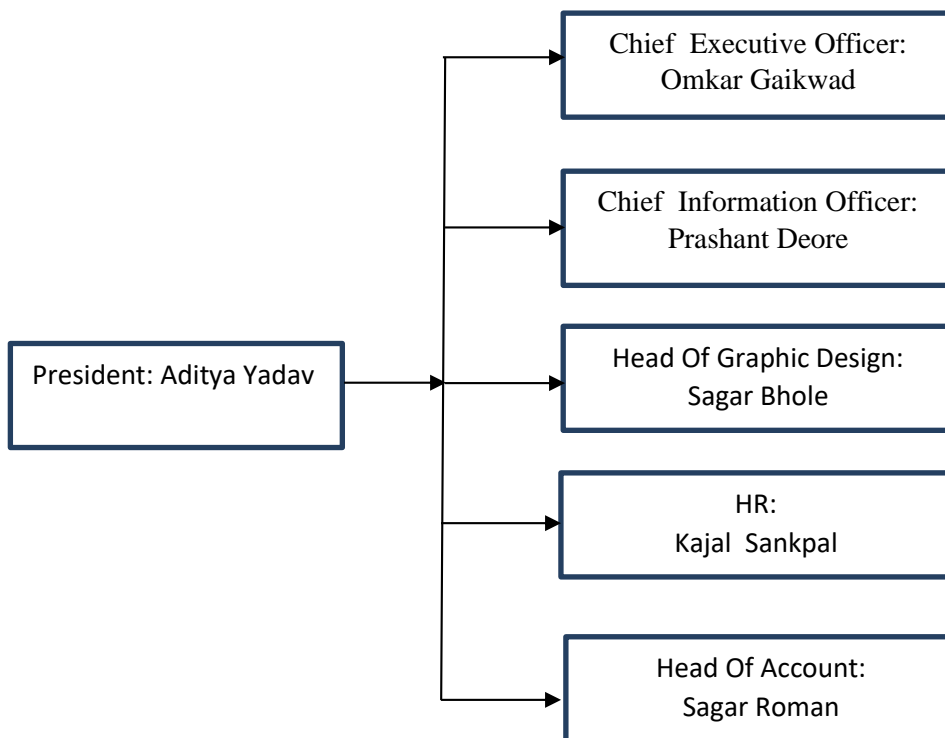
9.Content Marketing

10.Advertising

11.360 degree Marketing

Mission Statement:

We enable business to amplify visibility across the digital space.

Vision Statement:

Optimization Systems is the Best Professional Internet Marketing Company in India with lots of creative minds ready to boost your business. Primary Motto being providing Premium services at Affordable prices helping you to optimize your way towards success.

Organization Structure:

```
                                    ┌─────────────────────────────┐
                                    │ Chief  Executive Officer:   │
                               ┌───▶│ Omkar Gaikwad               │
                               │    └─────────────────────────────┘
                               │
                               │    ┌─────────────────────────────┐
                               ├───▶│ Chief  Information Officer:  │
                               │    │ Prashant Deore              │
                               │    └─────────────────────────────┘
                               │
 ┌──────────────────────────┐  │    ┌─────────────────────────────┐
 │ President: Aditya Yadav   │─▶├───▶│ Head Of Graphic Design:     │
 └──────────────────────────┘  │    │ Sagar Bhole                 │
                               │    └─────────────────────────────┘
                               │
                               │    ┌─────────────────────────────┐
                               ├───▶│ HR:                         │
                               │    │ Kajal  Sankpal              │
                               │    └─────────────────────────────┘
                               │
                               │    ┌─────────────────────────────┐
                               └───▶│ Head Of Account:            │
                                    │ Sagar Roman                 │
                                    └─────────────────────────────┘
```
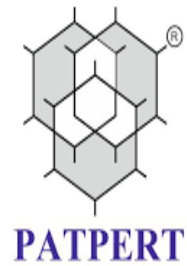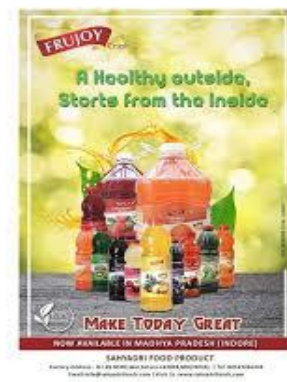
Major Clients Of Akruti Tech :

Started in 2017,Akruti Tech has gone from strength to strength each year. The path for our success was traversed by providing effective solution to our clients and being a part of their business growth.

Here are a few of our clients who made our business stronger with their presence.

ज्ञानवेद
डिजिटल नॉलेज बँक
www.dnyanved.com

Green 9
Multicuisine Restaurant

साईबा
अमृततुल्य

Serene Ravine
HOME STAY

Sapna
PAV BHAJI

साक्षात

www.yashivf.com

PATPERT

TVS

THE SHELAR TVS

हरमन
चहावाला...

JAWA

FRUJOY

A Healthy outside,
Starts from the Inside

MAKE TODAY GREAT

NOW AVAILABLE IN MADHYA PRADESH (INDORE)

SAHYADRI FOOD PRODUCT

RASAI MOTORS

RutuGandh
HERITAGE
Restaurant

ROHIT WADEWALE
SINCE-2001

रुक्मीणी मसाले

Model
Developers & Builders

cafune FOODS

NSG
Infraprojects | Real Estate | Pharmaceuticals
A Ganesh Nanasaheb Gaikwad Group

भोसले अमृततुल्य

Datta Bhel
चटपटी
चवीची अखंड परंपरा...

CHAPTER NO. 4

RESEARCH METHODOLOGY

4.1) What is Research?

According to **Waltz and Bausell**, "Research is a systematic, formal ,rigorous and precise process employed to gain solution to problem or to discover and interpret new facts and relationships. The search for knowledge through objective and systematic method of finding solution to a problem is research. The systematic approach concerning generalization and the formulation of a theory is also research.

Marketing research is a systematic and objective study of the problems pertaining to the marketing of the goods and services. It can also be defined as the systematic gathering, recording,   and   analysis   of qualitative and quantitative data   about   issues   relating to marketing products and services. It may emphasize that, it is not restricted to any particular area of marketing, but is applied to all phases and aspects. The goal of marketing research is to identify and assess how changing elements of the marketing mix impacts customer behaviour.

4.2) Research Approaches

There are basic two types of approaches or methodology of research, viz., Quantitative approach and Qualitative approach. The former involves the generation of data in quantitative form which can be subjected to rigorous quantitative analysis in a formal and rigid fashion. This approach can be further sub-classified into inferential, experimental and simulation approaches to research. The purpose of inferential approach to research is to form a data base from which to infer characteristics or relationships of population

Qualitative approach to research is concerned with subjective assessment of attitudes, opinions and   behaviour. Research in such a situation is a function of researcher's insights and impressions. Such an approach to research generates results either in non-quantitative form or in the form which are not subjected to rigorous quantitative analysis. Generally, the techniques of focus group interviews, projective techniques and depth interviews are used

Delivery optimization - Assure your presence on retailer shelves through delivery techniques such as direct-store-delivery and Just-In-Time (JIT) replenishment

Research methodology adopted in this research project is Quantitative since data generated from all the social media platform is in quantitative form.
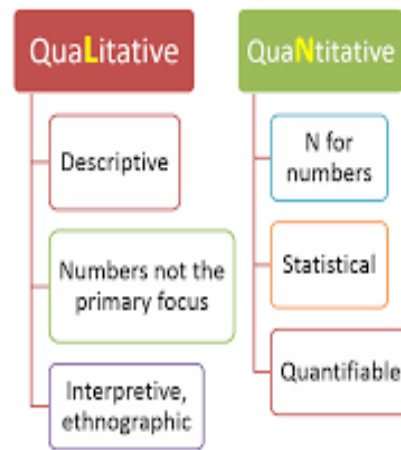
4.3) Type of research

1. Descriptive Research
2. Analytical Research
3. Quantitative Research
4. Qualitative Research
5. Conceptual Research

1. Descriptive Research

- It includes surveys and fact-finding enquiries of different kinds.
- The major purpose of descriptive research is description of the state of affairs as it exists at present.
- In social science and business research we quite often use the descriptive research studies.
- The main characteristic of this method is that the researcher has no control over the variables, he can only report what has happened or what is happening.
- Most of research projects are used for descriptive studies in which the researcher seeks to measure items

2. **Analytical Research**

   - On the other hand, the researcher has to use facts or information already available, and analyze these to make a critical evaluation of the subject or material

3. **Quantitative Research**

   - Quantitative research is based on the measurement of quantity or amount. It is applicable to phenomena that can be expressed in terms of quantity.

4. **Qualitative Research**

   - Qualitative Research is concerned with qualitative phenomenon, that involving quality or kind.

   - For instance, when we are interested in investigating the reasons for human behaviour, Research like satisfaction level, efficiency and effectiveness.

5. **Conceptual Research**

   - Conceptual research is that related to some abstract idea or theory.
   - It is generally used by philosophers and thinkers to develop new concepts or to reinterpret existing ones.

Research Type Used in project

Descriptive research is used in this project. Descriptive research tries to find answer of 'What' question. It is used to describe the characteristics of population or situation. In this project, characteristics of number of users on social media platforms are being studied. Also, descriptive research is used to arrive at prediction on statistical data. This project also tries to arrive at predication based on statistical data.

4.4) Sampling Design

4.4.1) Sampling Frame

Sampling frame is a list of all elements in the population from which the sample is drawn. Following is the list of sources from which sampling frame is derived:

- Facebook Page likes
- Facebook page fans profile
- Twitter followers & their profile
- Linked-In followers & their profile

4.4.2) Sampling Unit

Sampling unit is a single section selected to research and gather statistics of the whole.

4.4.3) Sampling Size

Sampling size is undefined, as number of likes & following on SMP's cannot be predicted. Data collected across all the social media platforms during period of internship is taken for analysis.

4.5) Sources Of Data

4.5.1) Primary Data

Primary data is a type of information that is obtained directly from first hand sources by means of surveys, observation or experimentation. It is data that has not been previously published and is derived from a new or original research study and collected at the source such as in marketing.

Methods of Primary Data Collection

1. **Observation:** Observation is the collection of data through observing people, their actions and the situation they are in.
2. **Surveys:** Data is collected by asking other people a series of questions about their personal knowledge, emotions, attitude, preferences and buying behaviour.
3. **Experimentation:** Experimentation is the practice of gathering data by selecting matched groups of people, giving them different treatments, controlling related factors and checking for different responses.

Primary data is collected using observation method. Following are the sources from which primary data was collected:

- Profiles of fans & followers on Facebook, Twitter, Linked-In
- Facebook Ad-campaigns data from Facebook
- Google analytics data

4.5.2) Secondary Data

- Secondary data is information used in research that has already been collected for another purpose, rather than collected directly by the researcher. Secondary data was collected from Facebook brand page 'Insights'

CHAPTER NO. 5
DATA ANALYSIS

Q.	DATA OF AKRUTIRECH (CUSTOMER SATISFACTION)	NO. OF PEOPLE
	Total No. of Customer (Sample size)	**50**
	Gender	
	Male	**45**
	Female	**5**
	Age	
	16-25	**3**
	26-35	**30**
	36-45	**17**
	46+	**0**
1	**How much are you aware about digital marketing services ?**	
	a) Mostly	**20**
	b) Just an idea	**20**
	c) Not at all	**10**
2	**In which domain you do business ?**	
	a) Real Estate	**10**
	b) Agriculture	**8**

	c) I.T	**2**
	d) Other	**30**
3	**How do you come to know about Akrutitech ?**	
	a) Advertisement	**7**
	b) Social Media	**28**
	c) Reference	**8**
	d) Mouthly Publicity	**7**
4	**What brought you to Akrutitech ?**	
	a) Performance	**11**
	b) Suggested	**7**
	c) Experience	**2**
	d) Enthusiastic Approach	**30**
5	**What was your marketing strategy before approaching Akrutitech ?**	
	a) Newspaper	**28**
	b) Hoardings	**12**
	c) Television	**10**
6	**Which Platform of social media you prefer most for advertisement of your product or service ?**	

	a) Facebook	**19**
	b) Instagram	**15**
	c) Pinterest	**6**
	d) Other	**10**
7	**What differentiate Akrutitech from any other digital marketing competitors ?**	
	a) Advance	**2**
	b) Team work	**8**
	c) 24/7 Available	**30**
	d) Proper R&D	**4**
8	**Does Akrutitech understand your needs ?**	
	a) Yes	**43**
	b) No	**7**
9	**Are you comfortable about your queries asking to Akrutitech ?**	
	a) Yes	**46**
	b) No	**4**
10	**Would you suggest Akrutitech to any of colleagues and friends ?**	

	a) Yes	**42**	
	b) No	**8**	
11	**Are you satisfied with the work of Akrutitech with comparison to money paying to them ?**		
	a) Highly Satisfied	**35**	
	b) Satisfied	**8**	
	c) Not Satisfied	**7**	
12	**How would you rate the customer service of Akrutitech ?**		
	a) 0-3	**4**	
	b) 4-7	**11**	
	c) 8-10	**35**	

	Frequency	Percentage
Male	**45**	**90**
Female	**5**	**10**
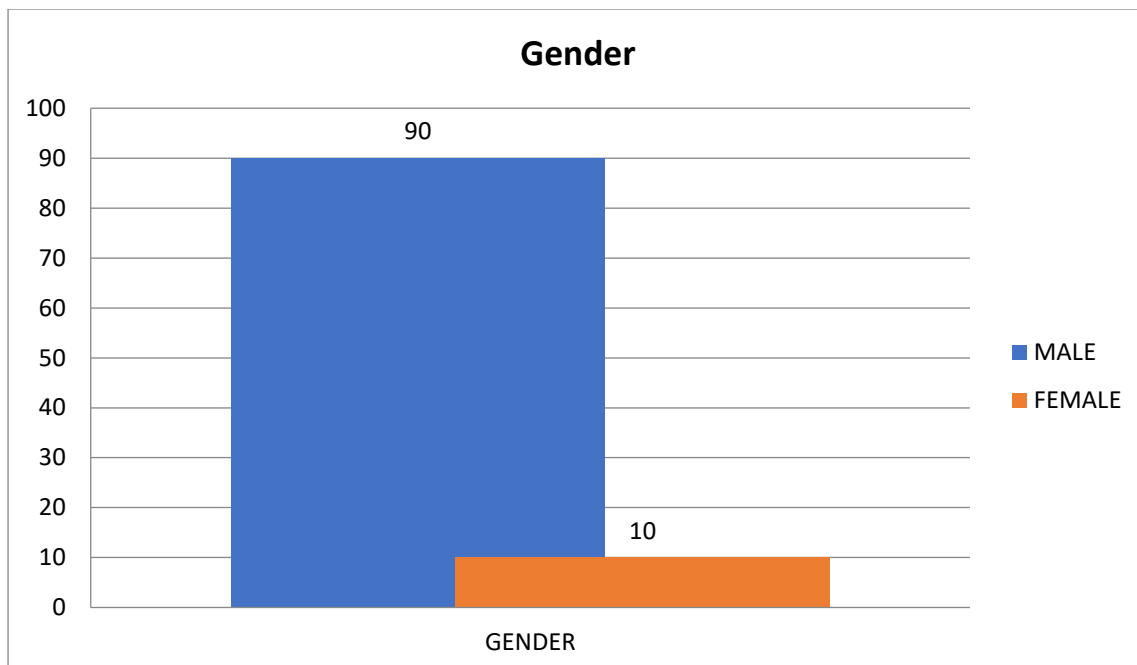
Interpretation:-

From This Graph It Is observed that there are 45 Males and 5 Females
Respectively Which Prefer Akrutitech for Digital Marketing

➢ **AGE**

	Frequency	Percentage
16-25	3	6
26-35	30	60
36-45	17	17
46+	0	0
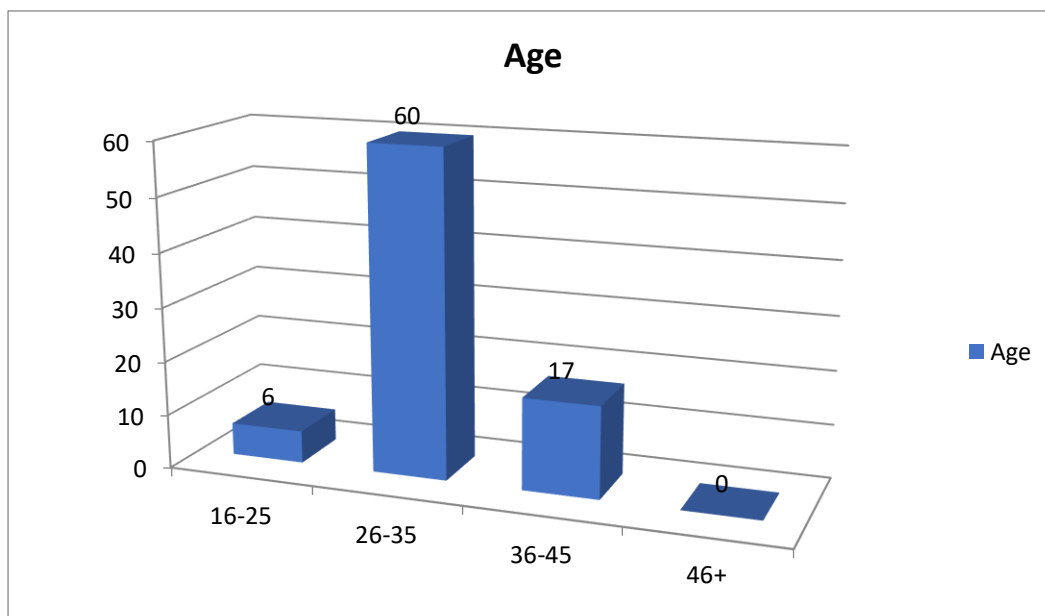
Interpretation:-

As we can see that most of the clients were from 26-35 .It describes that the youth and professional people preferred Akrutitech.

1)How much are you aware about digital marketing services ?

	Frequency	Percentage
Mostly	**20**	**40**
Just an idea	**20**	**40**
Not at all	**10**	**20**

Customer Satisfaction Level Of Akrutitech
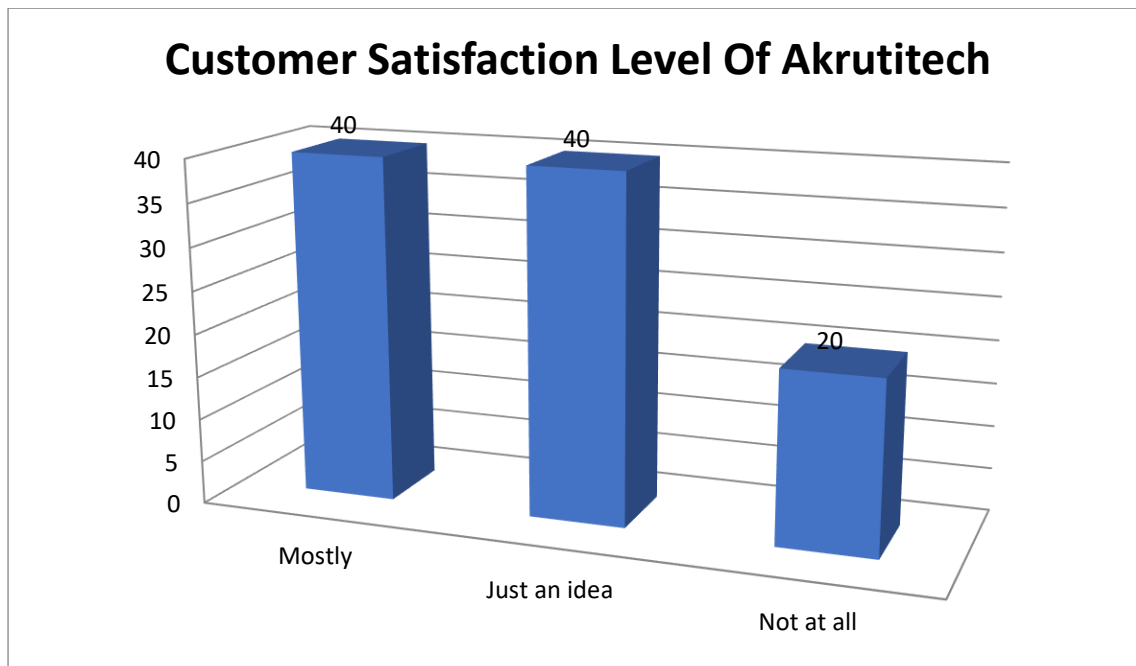
INTERPRETATION:

From the above graph we can see that the no. of clients that knows about digital marketing .40 percent of clients said that they knows about the digital marketing. Whereas 40 percent of clients have just an idea and 20 percent of people don't know about digital marketing .

2)In which domain you do business ?

	Frequency	Percentage
Real Estate	10	20
Agriculture	8	16
I.T	2	4
Other	30	60

Customer Satisfaction Level Of Akrutitech
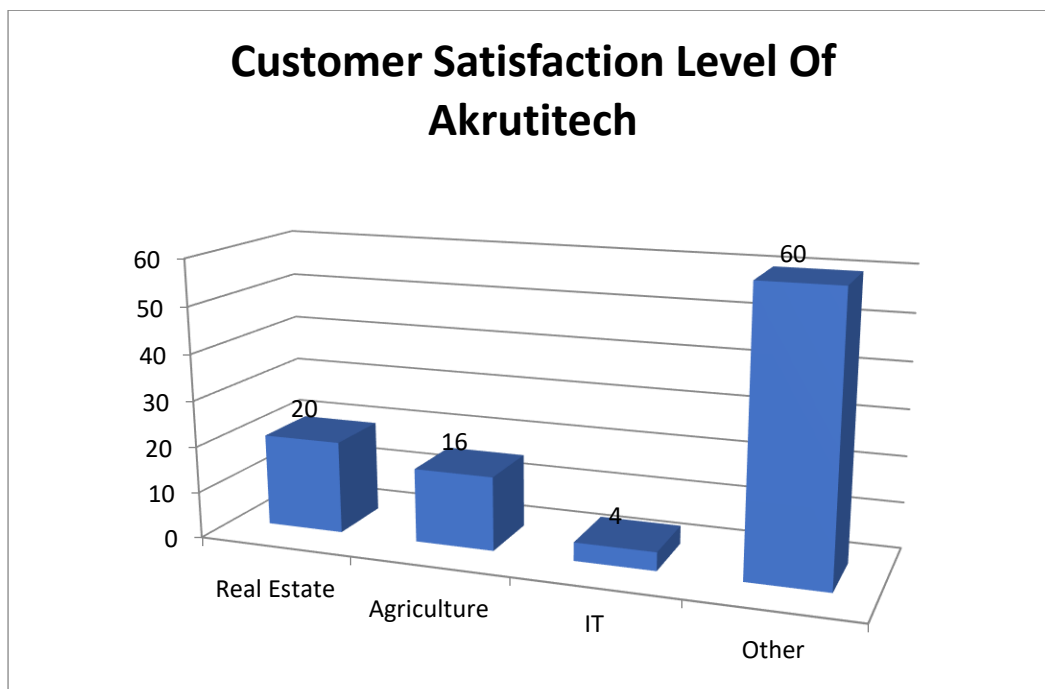
INTERPRETATION:

From the above graph we come to know that most of the clients are form other domain(Hotels ,Automobile etc) were aware of the Ideas product and services.90 percent of people were aware about idea telecom services. Whereas 10 percent of people said that they weren't aware about idea telecom services.

3)How do you come to know about Akrutitech ?

	Frequency	Percentage
Advertisement	7	14
Social Media	28	56
Reference	8	16
Mouthly Publicity	7	14

Customer Satisfaction Level Of Akrutitech
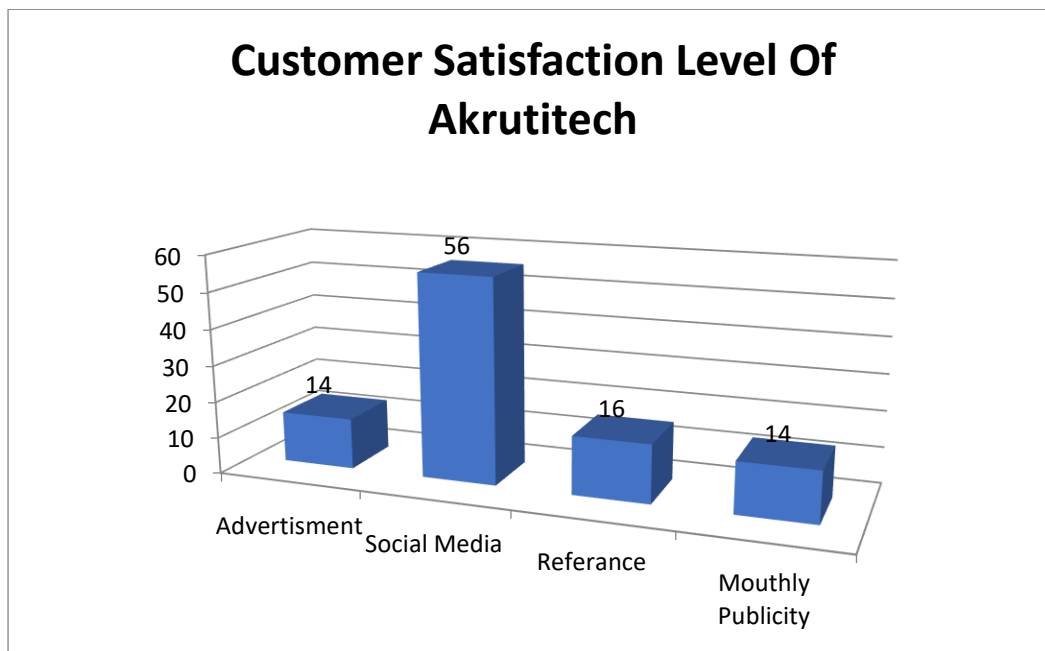
4)What brought you to Akrutitech ?

	Frequency	Percentage
Performance	11	22
Suggested	7	14
Experience	2	4
Enthusiastic Approach	30	60

Customer Satisfaction Level Of Akrutitech
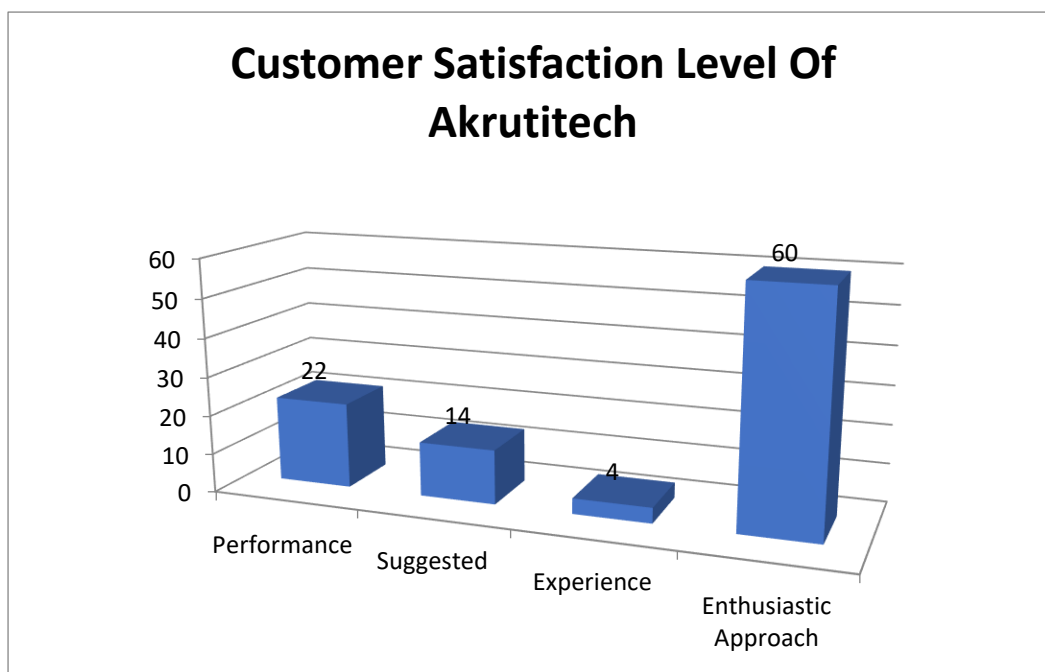
5)What was your marketing strategy before approaching Akrutitech ?

	Frequency	Percentage
Newspaper	28	56
Hoarding	12	24
Television	10	20
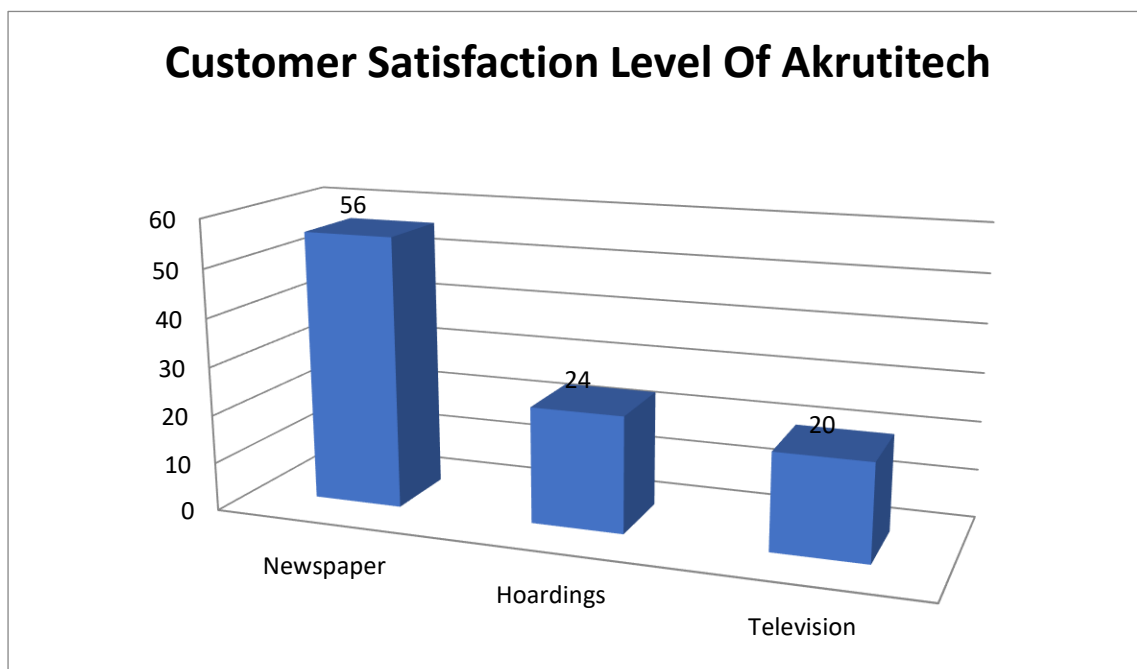
6) Which Platform of social media you prefer most for advertisement of your product or service ?

	Frequency	Percentage
Facebook	19	38
Instagram	15	30
Pinterest	6	12
Other	10	20
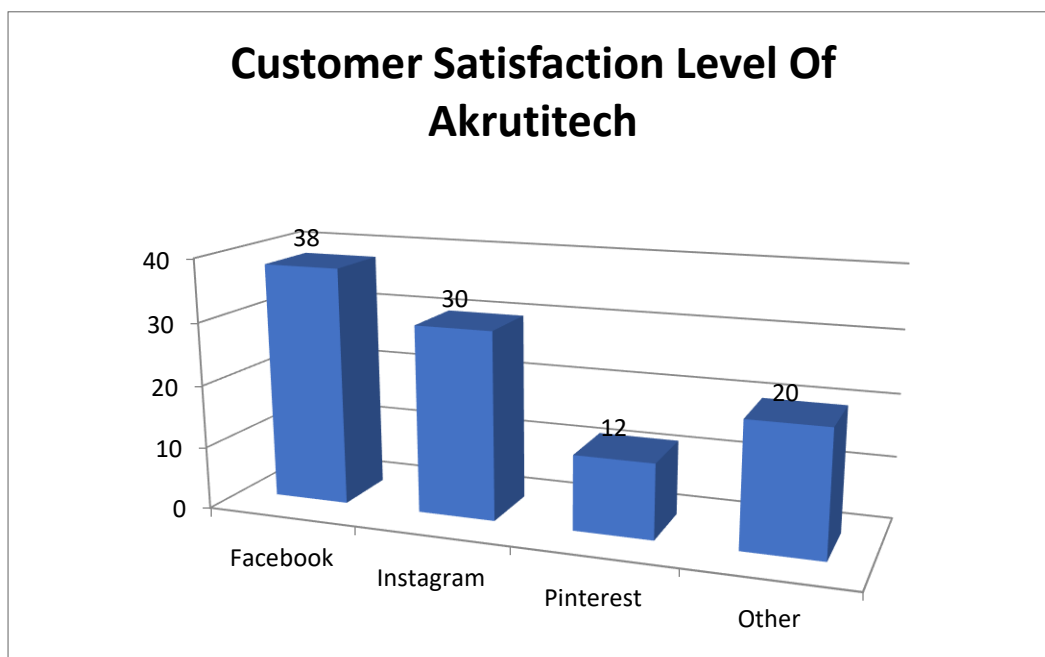
7)What differentiate Akrutitech from any other digital marketing competitors ?

	Frequency	Percentage
Advance	2	4
Team Work	8	16
24/7 Availability	30	60
Proper R&D	4	8
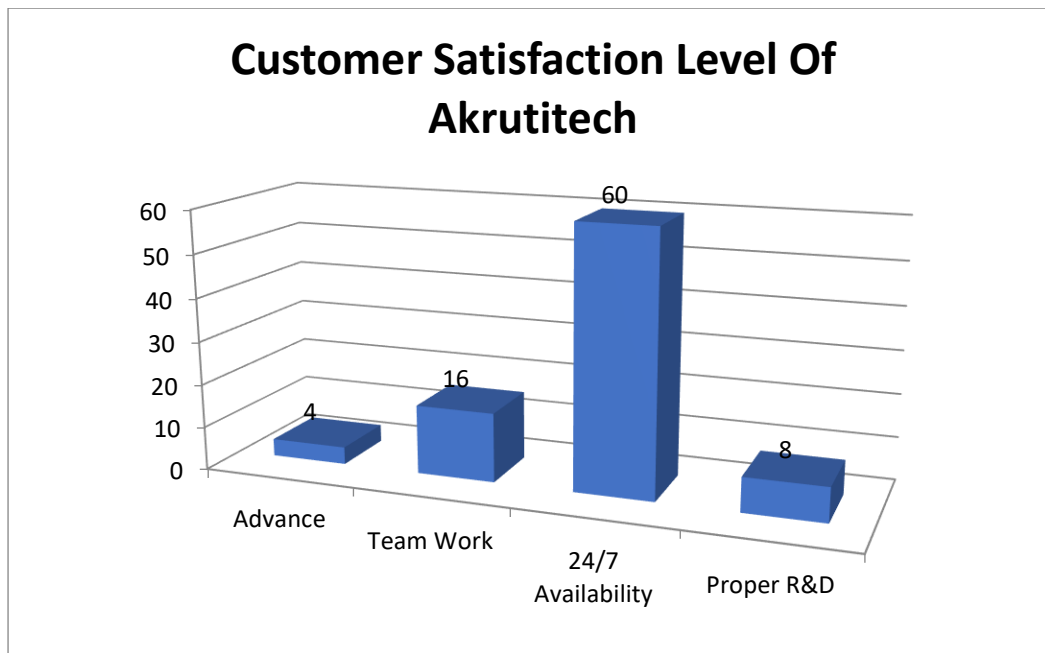
8)Does Akrutitech understand your needs ?

	Frequency	Percentage
Yes	43	86
No	7	14

Customer Satisfaction Level Of Akrutitech
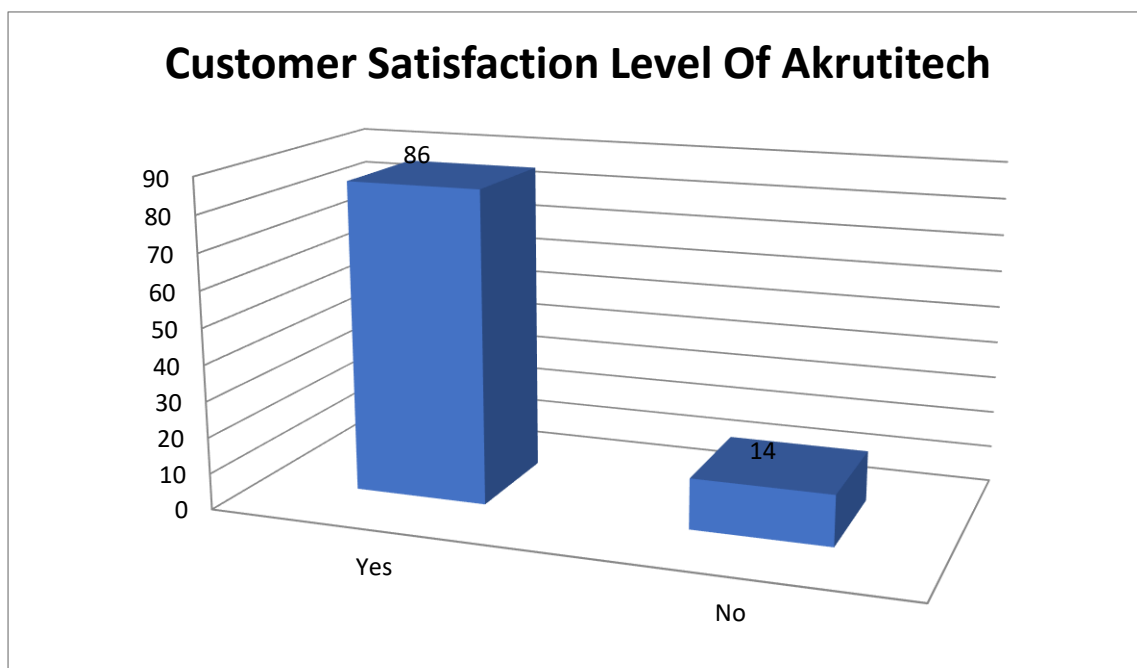
9)Are you comfortable about your queries asking to Akrutitech ?

	Frequency	Percentage
Yes	46	92
No	4	8

Satisfaction level after visit to Idea Service Centre

10)Would you suggest Akrutitech to any of colleagues and friends ?

|	Frequency	Percentage
Yes	42	84
No	8	16
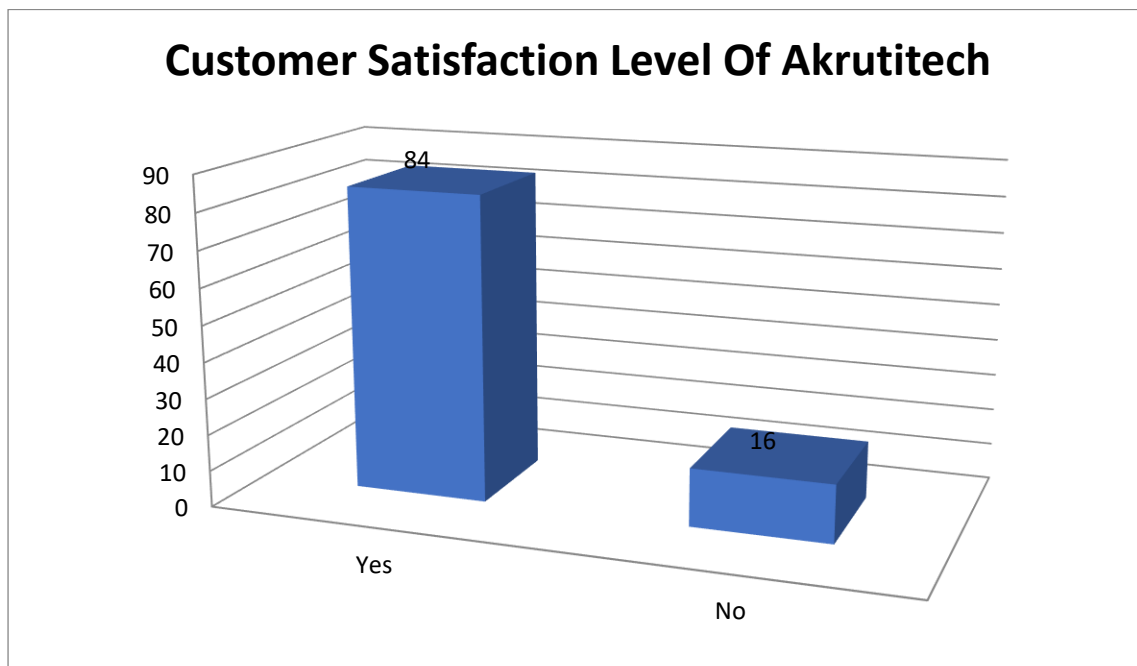
11)Are you satisfied with the work of Akrutitech with comparison to money paying to them ?

	Frequency	Percentage
Highly Satisfied	**35**	**70**
Satisfied	**8**	**16**
Not Satisfied	**7**	**14**

Customer Satisfaction Level Of Akrutitech
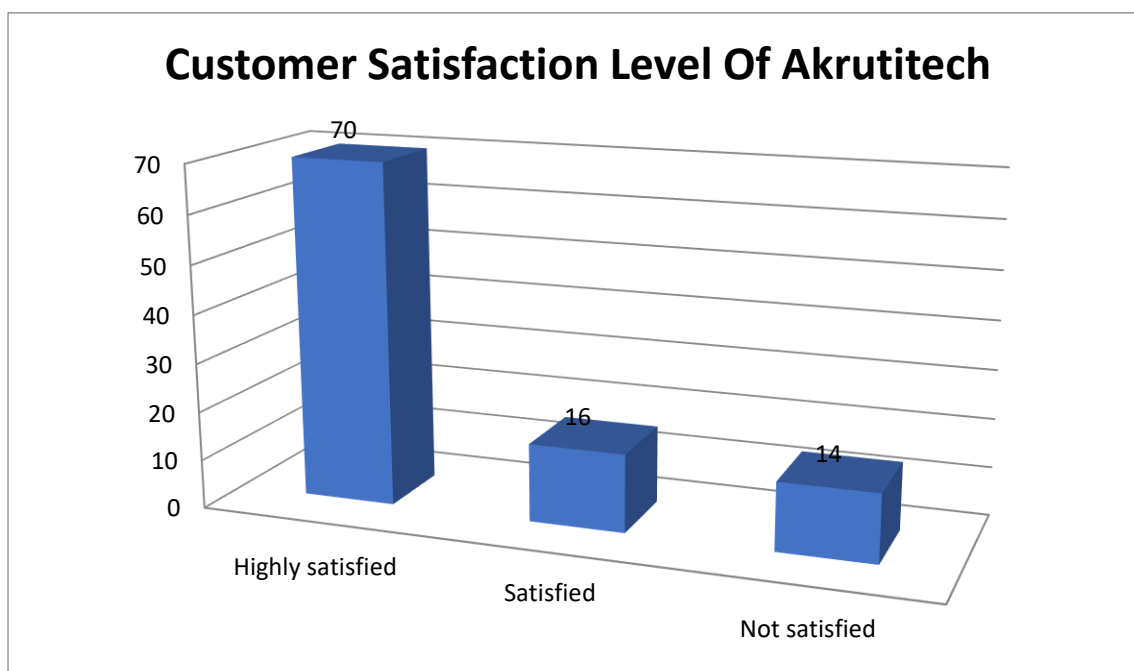
12)How would you rate the customer service of Akrutitech ?

	Frequency	Percentage
0-3	4	8
4-7	11	22
8-10	35	70

Customer Satisfaction Level Of Akrutitech
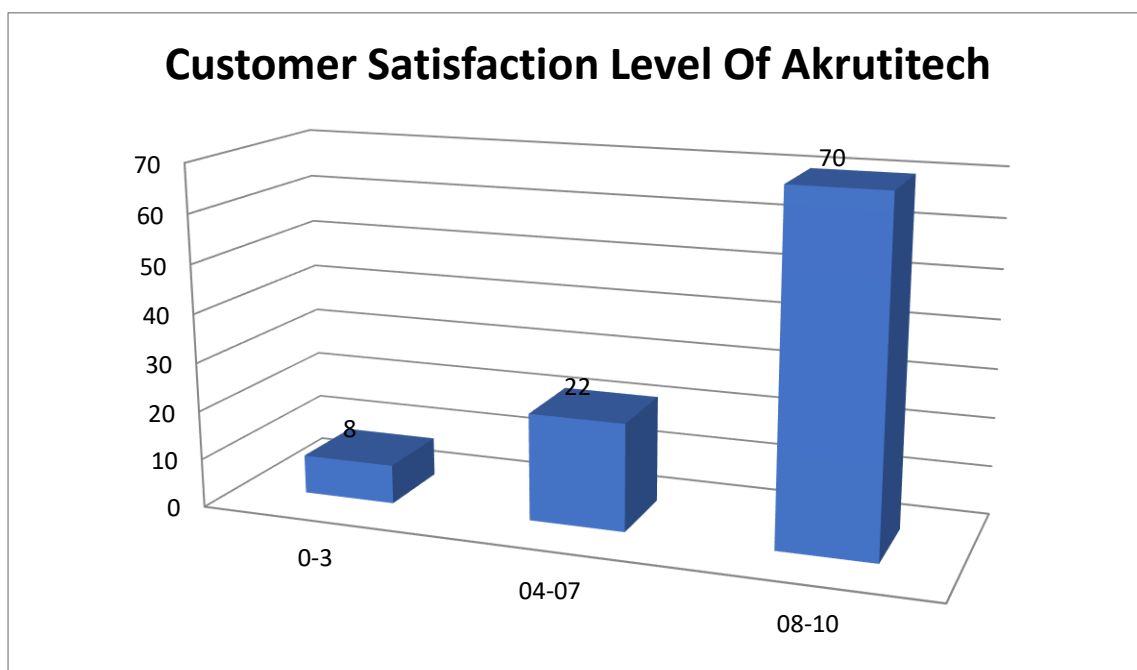
CHAPTER NO. 6

FINDINGS, SUGGESTIONS, LIMITATION AND CONCLUSION

➢ FINDINGS

- . There has been drastic changes in the world of marketing after arrival of digital marketing.

- The business which earlier used traditional marketing has been switching to digital at more extent. Digital marketing consumes less time as compared to others.

- It is seen that advertisement through social media and particularly on facebook has major effect on the sales and other market related activities.

- Social media helps the organization the desired consumer with the required demographic characteristics.

- Effectiveness of social media in advertisement can be increased by increasing the customer groups and social groups.

- Facebook is the most favoured and popular social networking site.

- The study says that people will prefer your firm on the basis of availability, performance, advance, suggestions

- The best ways for the advertisement are facebook, instagram, twitter, linkedin etc..

- In coming days digital marketing will ruling marketing field.

- Digital marketing has been seen supporting small scale firms to great extent.

➢ SUGGESTIONS

Following are the few suggestions from my point of view-

- Company (Akrutitech) should give time to clients for their common doubts and queries.

- Company (Akrutitech) should give more efforts on good service to increase their clients.

- Company (Akrutitech) can also improve these service in term of relation with
- clients.
- Company (Akrutitech) should make more efforts to reach out more and more new clients.
- The customer problem will be solved on time as that would add more value to their performance.

> LIMAITATION OF THE STUDY

- The research validity is for the particulars period only.
- The availability of data is collected only Akrutitech firm
- It is hard to extract response from the clients in busy work schedule.
- Since the feedback of the clients was done through Questionnaire major limitation was unavailability of customers thus leading to highly low success rate.
- Time factor

> LEARNINGS AND CONTRIBUTION

- ✓ How to put business on internet and how to reach to more customer and provide them information about business for aching business objectives
- ✓ Get to know about challenges and opportunities for business with digital marketing
- ✓ Fulfilling every requirement of Business is very important regardless of whether that requirement is small or big.
- ✓ How to marketing of product and services to targeted people with using different tools and techniques of digital marketing.
- ✓ How to increased improving customer relationship with business and how to communicate with customer

➤ CONTRIBUTION TO THE ORGANISATION

Here I learned skills in Leadership and Innovation program to promote an awareness of Incredible Digital Solution among potential clients; expand the mission of the organization; and built an identity and brand image." It strengthened my social media image and helped me to bring my online presence to a new level..

➤ CONCLUSION

- Digital marketing for business is about utilizing digital technology to achieve business and marketing objectives. There is no essential need.

- Business and customer are easily connected with each other throw using internet services .

- Customer is always update about services of the business and get quick services.

- They business growth is very fast with the digital marketing use

- Useful for customer to find right products and right services