

**THE STUDY ON BUSINESS PROSPECTS AND OPERATIONS OF KIA MOTOR**

Submitted to

**VIJAYANAGARA SRI KRISHNA DEVARAYA UNIVERSITY**

**BALLARI**

(In partial fulfillment of the requirement for the award of the degree)

**BACHELOR OF COMMERCE**

Project Guide

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**DEPARTMENT OF COMMERCE & MANAGEMENT**

**2023-24**

## **CERTIFICATE**

This is to certify that the project report “ **THE STUDY ON BUSINESS PROSPECTS AND OPERATIONS OF KIA MOTOR**” which is being submitted here with for award of the Degree of Bachelor of Commerce, of **Vijayanagara Sri Krishnadevaraya University, Ballari** and it is the result of original research work completed by **MOUNIKA** bearing **Reg No :- U16VB21C0001** under my supervision and guidance and to the best of my knowledge and belief the work embedded in this project report has not formed earlier the basis for the award of any degree or similar title of this or any other university or examining body.

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## **DECLARATION**

I, **MOUNIKA** the undersigned, hereby declare that the project entitle “**THE STUDY ON BUSINESS PROSPECTS AND OPERATIONS OF KIA MOTOR**” written and submitted by me to **Vijayanagar Sri Krishnadevaraya University, Ballari** in partial fulfilment of requirement for the **Award of Degree of Bachelor of Commerce** under the guidance of Sri. ASHOK OMKAR M.com, M.phil is my original work and the conclusion drawn there in are based on the date and information collected by me,

Place :- Ballari

Signature

Date :-

## **ACKNOWLEDGEMENT**

I wish to express my deep sense of gratitude to HOD **Sri ASHOK OMKAR M.com (M. phil)**, Veerashaiva College, Ballari for giving an opportunity to do this project.

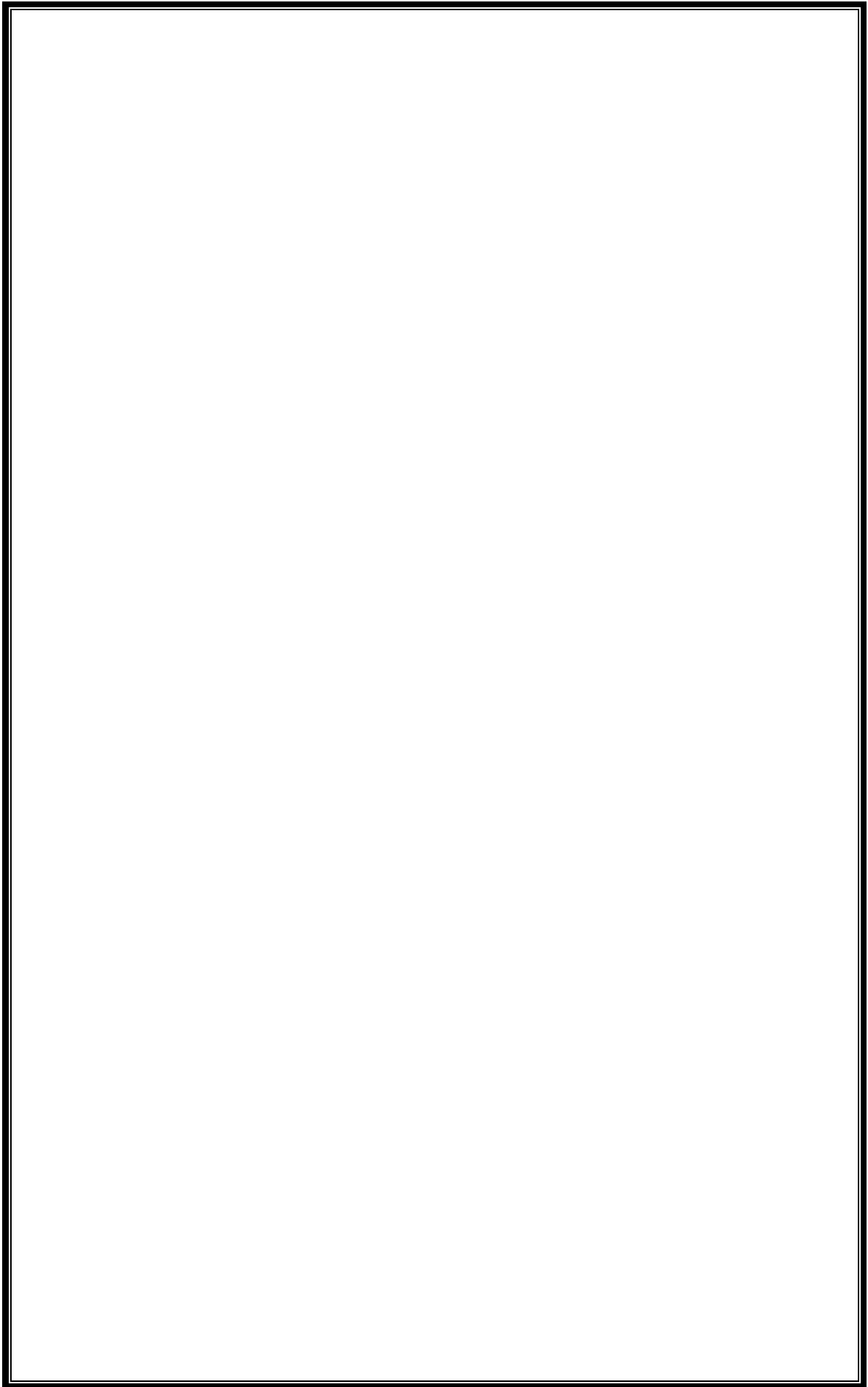
I sincerely express my deep sense of gratitude to my beloved guide **Sri ASHOK OMKAR M.com (M. phil)** . HOD in Department of Commerce and Management Studies in Veerashaiva College , Ballari for their valuable guidance in preparing this project.

I thank specially to my family members for their love and sustained encouragement in making this project success.

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# **CHAPTER 1**

# **INTRODUCTION**

# **THE STUDY ON BUSINESS PROSPECTS AND OPERATIONS OF KIA MOTORS**

## **1.1 INTRODUCTION**

This analysis starts with the detailed studying of one of the main manufacturing divisions in the Automobile industry by the focuses on the business prospects and responsibilities of KIA engines. Hyundai Motors group consisting of subsidiary KIA MOTORS has become a leading brand for its Excellence in quality creativity as well as super superior design around the world. The study in detail Kia positioning in the market, competitive strategies, financial performance, and Operation strategies. What makes KIA outstanding is its ability to respond to the Consumers needs without losing concentration on entering in a way to technology and sustainability, Interesting in it. Robust research and develop development acumen. KIA constantly introduces fresh vehicles models which are visitor and come with advanced future, including green alternatives, as well as that this study exploit strategic plans for the new market entry. The global expansion and the partnerships formation which put the company among the leaders in the automated industry, the attention to the company, supply chain management, production, process, and distribution network, which makes the study reveal the KIA ability to operate, remain effective in the markets condition, essentially, the research throws light on the business plan and functions that helps Kia motors to sustain itself and remain competitive.

## **1.2 STATEMENT OF THE PROBLEM**

Exploration: after discovering the essential factors which generate Kia motors significance in term of growth and efficiency, the topic of the research that has been presented in the insufficient performance of managers, looking into the changes in the making market condition. Business prospects and operation. That procedures implies considering the functioning of the market policies and solutions for technological barrier and deceive, customer taste, expansion, difficulties and competition as well. The impact of internal and external environment needs to be given advocate attention. The instability of macroeconomic factors and regulatory measures. It should include the consequences of adoption of new technologies. in environmentally sound technologies, robust supply chain management, sustainable operation, operation from corporate social responsibility should be factored in, especially in strategic court decision making flow, which is also beneficial for the company to have a clear long-term view. Soul of the rivalry as well as sustainability in the automotive industry.



# **THE STUDY ON BUSINESS PROSPECTS AND OPERATIONS OF KIA MOTORS**

## **1.3 BACKGROUND OF THE STUDY**

The KIA Motors corporate strategy and possibility in automated industry are monitored in Kia motors business perspective and operation study there Kia engines has now in constant advantage in the world market. As being a part of the Hyundai engine company organization Kia engine has become more organized as an official dependent enterprise with a different novel plans and reliable vehicles by grasping market tactic, novel technology and also the research and development. It was possible to figure out the companies from South Korea. The sustainability these innovative utilizing this mainly technical approaches the company created concern all over the world. The central team of the investigation will reflect on Kia vehicles, sales strategy, production, practicing management, financial performance, as well as sustainability factors with the insights into the factors enhancing competitive advantage, the challenges and future growth, prospect as an intern trainer as well as in the light of the newly emerged market trends and consumer preference can be obtained to throw the above-mentioned aspects. It is relevant to all the managers time and research limits of the study. Hence will be used by any understanding and planning regarding the Kia motors operations, and the automated sector.

## **1.4 IMPORTACNCE OF THE STUDY**

In fact, diverse customers may be different from the Kia motors, which is even extended to auto industry as well as beyond, are willing to explode. The chances from the partnership with Kia, following that it will be the duty of an investor to learn about the business model of Kia and its results in order to know and to make the right decision as regards the use of resources in the automobile industry. The image Kia generates acts of its operations, both of competitor and also of the industry and analyst becomes the critical thing to consider while recreating the strategies. From the standpoint of this year, due to accreditation when you know that a Priority, you can lay the foundation for the government bodies and share to them into trailer, made strategies that addresses the matters of customer, safety and Environmental preservation.

# THE STUDY ON BUSINESS PROSPECTS AND OPERATIONS OF KIA MOTORS

## 1.5 SCOPE OF THE STUDY

The topic market penetration strategies, consumer behavior, technological advancement, supply chain management, financial accomplishments, as well as environment, environmental conservation issues are duly treated in the paper that is aimed at Kia motors, business development and activities. Analyzing the role of the global market and its involved dynamics like a competitive positioning under response to external changes, such as a regulator shifts or an economic downtime, make up the whole body of the given exercise of set. Further to technical advancement, corporate social responsibility and executive. Effective alliances strategies are also some other social economic stratus that can determine Kia motors evaluation and production process. The purpose of the study is to realize the strategies problems and threats that the auto company will need to resolve to establish a durable base of its long-term success.

## 1.6 OBJECTIVES OF THE STUDY

The following are the objectives of the study they are:

- Evaluate **Kia Motors'** recent financial statistics, including sales increases and earnings.
- Assess **Kia Motors'** financial stability and sustainability.
- Analyze **Kia Motors'** market positioning and presence among competitors.
- Examine **Kia Motors'** market share, sales growth, and brand perception.
- Investigate **Kia Motors'** approach to innovation, focusing on technological advances, sustainability, and future diversity.

# **THE STUDY ON BUSINESS PROSPECTS AND OPERATIONS OF KIA MOTORS**

## **1.7 REASERCH METHODOLOGY**

The study survey of this investigation is written not only depending on the academic literature review, but also on my own knowledge on marketing and loyalty. Membership or reply received from 100. People was about as much as between my social media company post on the Google form. Based on the criteria I have drawn from this data asset; I am using factor analysis and multiple linear dictation from 12 variable for factor analysis and multiple dictation SPS a software will be applied undefined. Daily random sampling is used to collect primary data from social media users, comparing the results to the expected hypothesis and validating the samples. The Business Prospects and Operations of Kia motors Sample study unit consist of different individuals who are the data providers elaborated both the internal and external realities like market analysis, consumer behavior, financial results, and sustainability efforts. Number of 100. Quantitative analysis is demanded and by doing so one will gain knowledge about the management of Kia motors.

### **A. Sample Unit**

The Business Prospects and Operations of Kia motors Sample study unit consist of different individuals who are the data providers elaborated both the internal and external realities like market analysis, consumer behavior, financial results, and sustainability efforts. Number of 312. Quantitative analysis is demanded and by doing so one will gain knowledge about the management of Kia motors.

### **B. Sample Method**

Daily random sampling is used to collect primary data from social media users, comparing the results to the expected hypothesis and validating the samples

# THE STUDY ON BUSINESS PROSPECTS AND OPERATIONS OF KIA MOTORS

## **1.8 PRIMARY AND SECONDARY DATA**

The primary data collection for the research on Kia motors, business prospects, and operation shall be based on questionnaire and service that are sent out to the key state, including consumers and policy makers and automotive professional. These methods of primary data collection and propose to collect information from those who are in order, study of motors market position, strategic initiative, and operation effectiveness.

### **• Instrument for data Collection**

The instrument of data collection describes any tool to approach a technical employee to obtain information from people growths a source when analysing or searching something. This could be, for example, questioned interviews, observations, experiments and other things. The instrument selected depends on the kind of data is being collected objectives of research and preference of researcher.

### **Factor analysis:**

Factor analysis is one of the statistical methods used to reveal any hidden issue. Or composition which may exist in the data as it is used especially in situations. When the data set is large as it helps to tackle down the information into smaller number of favorable or components by pertaining as much of the original data various as possible.

# **THE STUDY ON BUSINESS PROSPECTS AND OPERATIONS OF KIA MOTORS**

## **1.9 LIMITATIONS OF THE STUDY**

1. Incomplete statistics can narrow the study's scope, affecting the analysis depth of business operations.
2. The study's goal was to gather business site and management information, but financial validity might not apply to all automated industries, raising questions about generalizability.
3. The study's scope might change due to prior colleagues, resource limitations, and the complexity of assessing multiple aspects of Kia Motors' business.
4. Some interesting topics may be left out or require additional research due to resource constraints and multifaceted business aspects.

# **CHAPTER SCHEME**

| SL.NO | CHAPTER NAME                      |
|-------|-----------------------------------|
| 1     | Introduction                      |
| 2     | Literature Review                 |
| 3     | Company Profile                   |
| 4     | Data Analysis And Interpretation  |
| 5     | Findings ,Suggestions, Conclusion |
| 6     | Bibliography                      |
| 7     | Questionnaire                     |

# **CHAPTER 2**

# **LITERATURE REVIEW**

# THE STUDY ON BUSINESS PROSPECTS AND OPERATIONS OF KIA MOTORS

## Literature review

### 1." (Smith, 2019)."

Kia Motors' Rise as a Global Expansion Case Study" This paper examines the key strategies, obstacles, and successes that have led KIA Motors to its current position as a major player in the automotive industry. The journey of the company's global expansion is the primary focus.

### 2. "(Lee, (2021))

A Study of KIA Automobiles: Innovation and Competitive Advantage. This study looks at how KIA Motors' innovation practices affect gaining and keeping a competitive advantage in the automotive market. It focuses on important innovations and their strategic implications".

### 3. "(Gupta, (2017))

"Market Expansion Strategies in Emerging Markets: "The Case of KIA Motors in Asia". This study examines KIA Motors' key challenges and opportunities as well as its strategies for expanding into Asia-specific emerging markets. "Market Expansion Strategies In Emerging Markets: "The Case of KIA Motors in Asia".

### 4. "(Park, (2021))

"Digital Transformation in the Automotive Industry: An Investigation of KIA Motors' Online Sales Platforms". The efforts of KIA Motors' digital transformation on customer engagement, sales performance, and market reach, particularly its online sales platforms, are the subject of this study."



# **CHAPTER 3**

## **COMPANY PROFILE**

### **3.1 Company profile**

As the Kia motors Corporation which belongs to Hyundai motors headquarters situated in Seoul at South Korea, Kia is the leading global car manufacturer. Residing among the most reputed automobile law, manufacturer of the world, CAR company was established in 1944. It is worldwide known for the fact that it offers only quality protects reliability and sophistication. Kia is a company that has been selling a vast array of product like the compact and SUV CAR, including the latest module of EV electrical vehicle in many countries on the global market. The company adopt the programs on sustainability, technical process and research development and engineering as the strategies to steel to become a year cut visionary company with the marketable competitive industry.



Movement that inspires

### **3.2 Kia India**

In April 2017, Kia India signed a memorandum of understanding (MOU) with the State Government of Andhra Pradesh, India, to build a new manufacturing facility at Anantapur District. Kia commenced mass production in August 2019 and has an annual production capacity of approximately 300,000 units. In April 2021, Kia India reimagined itself in line with its new brand identity, “Movement that Inspires” aimed at offering customers meaningful experiences backed by innovative products and services. Under the new brand identity, Kia has set out to find ways to achieve new benchmarks and inspire consumers to be more and do more. Till date, Kia India has launched five vehicles for the Indian market – the Seltos, the Carnival, the Sonet, the Carens, and the EV6. Kia India has completed over 6.3 lakh dispatches from its Anantapur plant, including 5 lakh domestic sales and over 1.5 lakh exports. With over 2 lakh connected cars on Indian roads, it is among the connected Car leaders in the country. The brand has a widespread network of 339 touchpoints and is focused on strengthening its footprints across the country.

### **3.3 About - Kia Corporation**

Kia ([www.kia.com](http://www.kia.com)) is a global mobility brand with a vision to create sustainable mobility solutions for consumers, communities, and societies around the world. Founded in 1944, Kia has been providing mobility solutions for more than 75 years. With 52,000 employees worldwide, a presence in more than 190 markets, and manufacturing facilities in six countries, the company today sells around three million vehicles a year. Kia is spearheading the popularization of electrified and battery electric vehicles and developing a growing range of mobility services, encouraging millions of people around the world to explore the best ways of getting around. The company's brand slogan – ‘Movement that inspires’ – reflects Kia’s commitment to inspire consumers through its products and services.

### **3.4 Athena Kia Showroom Ballari**

Discover 1 Kia Showrooms in Bellary. Car Dekho partners you with supported Kia Showrooms and merchants in Bellary with their area and complete contact information. For more information on Kia Cars Price, Offers, EMI options and test drive contact the under referred to sellers in Bellary. Snap here for Certified Kia Service Centers in Bellary. Similarly get your Kia vehicle security reenergized and save up to 75% using Insurance Dekho vehicle assurance cost analyst.

### **3.5 MODELS OF KIA MOTORS**

#### **1. SONET**



The Kia Sonet is a subcompact SUV that debuted in 2020, known for its stylish design, feature-rich interior, and competitive pricing. It offers multiple engine options, including a 1.2-liter petrol, 1.0-liter turbocharged petrol, and a 1.5-liter diesel. Transmission choices include manual, automatic, and intelligent manual transmission (iMT).

The Sonet's interior features a modern dashboard, a large touchscreen infotainment system with Apple Car Play and Android Auto, and available high-end features like a sunroof and ventilated seats. Safety features include ABS, dual airbags, and rear parking sensors, with higher trims offering more advanced safety technologies. The Sonet competes with other subcompact SUVs like the Hyundai Venue and Maruti Suzuki Vitara Brezza, making it a strong contender in its segment.

## THE STUDY ON BUSINESS PROSPECTS AND OPERATIONS OF KIA MOTORS

### 2.SELTOS



The Kia Seltos is a compact SUV introduced in 2019, recognized for its bold design, spacious interior, and advanced technology. It offers a range of engine options, including a 1.5-liter petrol, 1.4-liter turbocharged petrol, and a 1.5-liter diesel, paired with various transmission choices like manual, automatic, and CVT.

The Seltos boasts a well-designed interior with high-quality materials, a large touchscreen infotainment system featuring Apple CarPlay and Android Auto, and available features such as a sunroof, Bose audio system, and ambient lighting. Safety features include multiple airbags, ABS, electronic stability control, and advanced driver assistance systems in higher trims.

With its blend of style, technology, and performance, the Kia Seltos competes strongly against other compact SUVs like the Hyundai Creta and Nissan Kicks.

### 3.CARENS



The Kia Carens is a compact multi-purpose vehicle (MPV) that offers a blend of practicality and style. Known for its spacious interior, it seats up to seven passengers comfortably, making it ideal for families. The Carens comes with a variety of engine options, including both petrol and diesel, and features modern technology such as a touchscreen infotainment system, advanced safety features, and driver assistance systems. It is appreciated for its versatile seating arrangements, ample storage space, and smooth driving experience.

### 4.EV6



The Kia EV6 is an all-electric crossover SUV that marks a significant step in Kia's move towards electric mobility. It features a sleek, modern design with a spacious and high-tech interior. The EV6 offers impressive performance with quick acceleration, long-range capabilities, and fast-charging options. Equipped with advanced technology, it includes a digital cockpit, augmented reality head-up display, and a suite of driver assistance features. The EV6 is praised for its eco-friendly credentials, dynamic driving experience, and innovative features, making it a standout in the growing electric vehicle market.

### 5.CARNIVAL



The Kia Carnival is a versatile and spacious multi-purpose vehicle (MPV) designed for families and large groups. It offers seating for up to eight passengers with ample legroom and cargo space. The Carnival combines functionality with luxury, featuring a high-quality interior, advanced infotainment system, and numerous safety features. Its powerful engine options provide a smooth and capable driving experience. The Carnival is well-regarded for its comfort, practicality, and premium amenities, making it a popular choice for those seeking a reliable and stylish family vehicle.



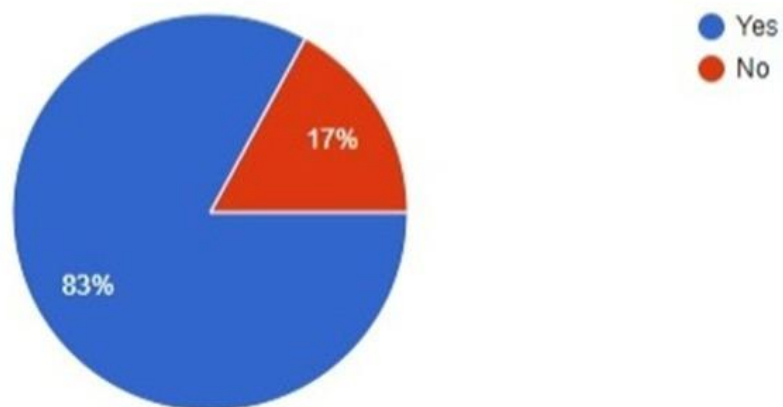
# **CHAPTER 4**

## **DATA ANALYSIS & INTERPRETATION**

## THE STUDY ON BUSINESS PROSPECTS AND OPERATIONS OF KIA MOTORS

### 4.1 Have you visited Kia Website?

| Particulars | No of respondents | Percentage |
|-------------|-------------------|------------|
| Yes         | 83                | 83%        |
| No          | 17                | 17%        |



### INTERPRETATION

This pie chart represents the responses of 100 people to the question, "Have you visited the Kia Website?"

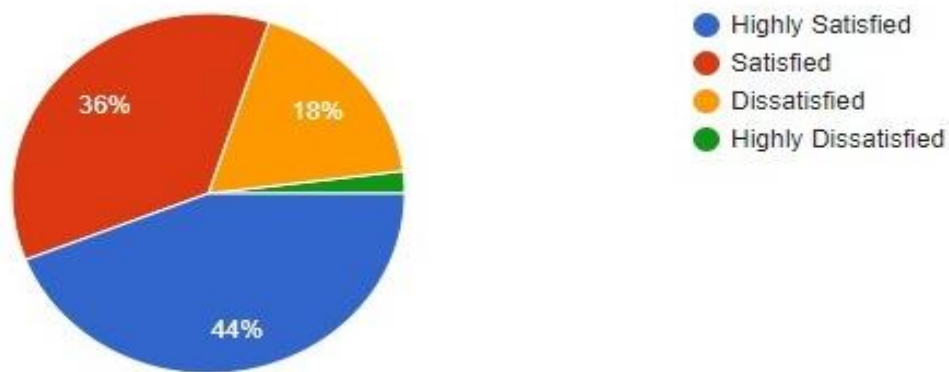
- The blue section, which makes up 83% of the chart, indicates the proportion of respondents who have visited the Kia website.
- The red section, which makes up 17% of the chart, represents the respondents who have not visited the Kia website.

In summary, the majority of respondents have visited the Kia website.

## THE STUDY ON BUSINESS PROSPECTS AND OPERATIONS OF KIA MOTORS

4.2 When you had visited Kia showroom were you satisfied with facility and hospitality i.e parking facility, welcoming by receptionist, offering of tea and coffee?

| Particulars         | No of respondents | Percentage |
|---------------------|-------------------|------------|
| Highly Satisfied    | 44                | 44%        |
| Satisfied           | 36                | 36%        |
| Dissatisfied        | 18                | 18%        |
| Highly Dissatisfied | 2                 | 2%         |



### INTERPRETATION

The pie chart shows the levels of satisfaction among respondents. Here are the percentages for each category:

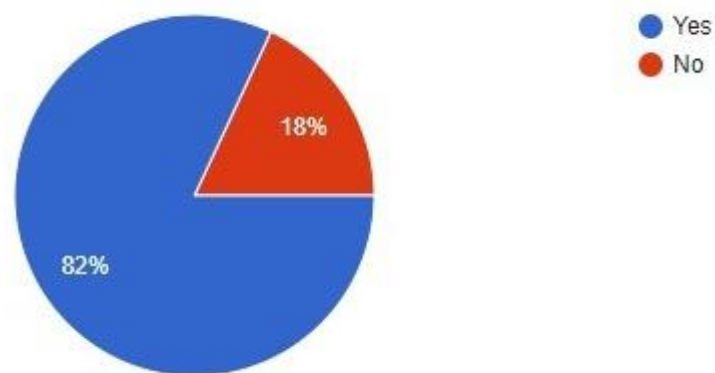
- \*Highly Satisfied\*: 44%
- \*Satisfied\*: 36%
- \*Dissatisfied\*: 18%
- \*Highly Dissatisfied\*: 2%

In summary, the majority of respondents (80%) are either highly satisfied or satisfied, while 20% are dissatisfied or highly dissatisfied.

## THE STUDY ON BUSINESS PROSPECTS AND OPERATIONS OF KIA MOTORS

### 4.3 Did consultant have good product knowledge?

| Particulars | No of respondents | Percentage |
|-------------|-------------------|------------|
| Yes         | 82                | 82%        |
| No          | 18                | 18%        |



### INTERPRETATION

The picture shows a pie chart representing the results of a survey with 100 responses. The question asked was "Did the consultant have good product knowledge?"

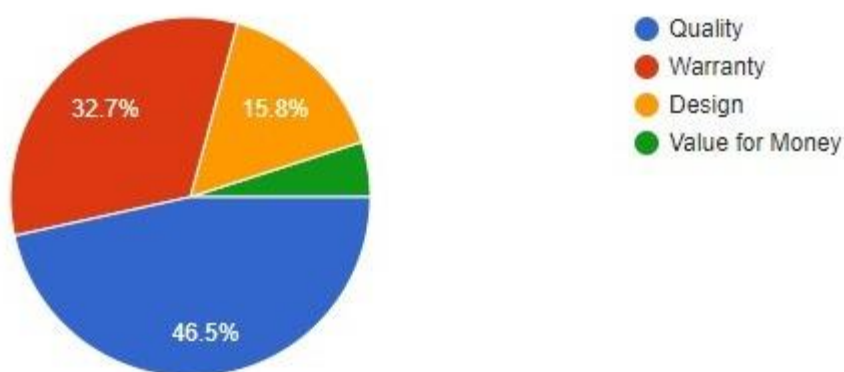
82% of respondents answered "Yes", while 18% answered "No".

This indicates that the majority of people surveyed felt that the consultant did have good product knowledge.

## THE STUDY ON BUSINESS PROSPECTS AND OPERATIONS OF KIA MOTORS

4.4 In your opinion, how reputable is the KIA Motors brand?

| Particulars     | No of respondents | Percentage |
|-----------------|-------------------|------------|
| Quality         | 32.7              | 32.7%      |
| Warranty        | 15.8              | 15.8%      |
| Design          | 46.5              | 46.5%      |
| Value for Money | 5                 | 5%         |



### INTERPRETATION

The pie chart shows people's opinions on what makes the KIA Motors brand reputable. Out of 101 responses:-

46.5% of people think the brand's \*quality\* is most important.

32.7% believe the \*warranty\* is key.

15.8% value the \*design\*.

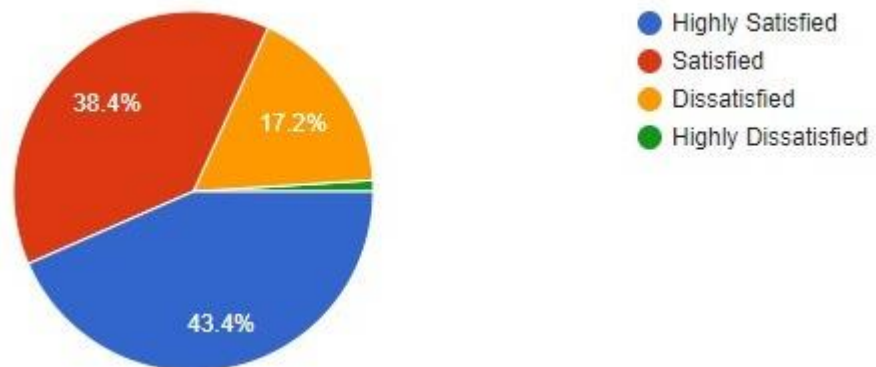
5% consider the \*value for money\* as the most reputable aspect.

Overall, the chart reveals that quality and warranty are the two most significant factors contributing to KIA Motors' reputation according to the surveyed group. Design also plays a considerable role, while value for money is less emphasized but still important to some respondents

## THE STUDY ON BUSINESS PROSPECTS AND OPERATIONS OF KIA MOTORS

4.5 How likely are you to purchase another vehicle from KIA Motors in the future?

| Particulars         | No of respondents | Percentage |
|---------------------|-------------------|------------|
| Highly Satisfied    | 43.4              | 43.4%      |
| Satisfied           | 38.4              | 38.4%      |
| Dissatisfied        | 17.2              | 17.2%      |
| Highly Dissatisfied | 1                 | 1%         |



### INTERPRETATION

This pie chart shows people's likelihood of purchasing another vehicle from KIA Motors in the future, based on 99 responses:

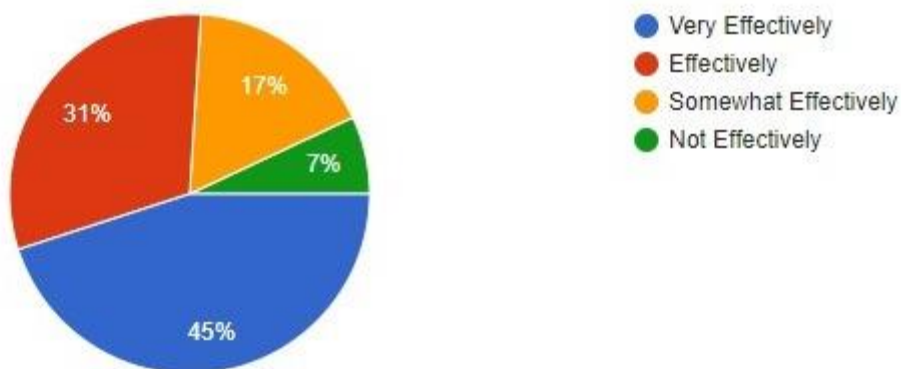
- \*43.4% (Highly Satisfied)\*: Nearly half of the respondents are highly satisfied and likely to purchase another KIA vehicle.
- \*38.4% (Satisfied)\*: A significant portion is satisfied and somewhat likely to buy from KIA again.
- \*17.2% (Dissatisfied)\*: A smaller group is dissatisfied and less likely to make another KIA purchase.
- \*1% (Highly Dissatisfied)\*: A very small percentage is highly dissatisfied and unlikely to buy another KIA vehicle.

Overall, most respondents are positive about buying another KIA, with a majority being either satisfied or highly satisfied.

## THE STUDY ON BUSINESS PROSPECTS AND OPERATIONS OF KIA MOTORS

4.6 How effectively do you think KIA Motors integrates technology into its vehicles?

| Particulars          | No of respondents | Percentage |
|----------------------|-------------------|------------|
| Very Effectively     | 45                | 45%        |
| Effectively          | 31                | 31%        |
| Somewhat Effectively | 17                | 17%        |
| Not Effectively      | 7                 | 7%         |



### INTERPRETATION

This pie chart shows the results of a survey with 100 responses, asking people how effectively they think KIA Motors integrates technology into its vehicles.

Here's what it tells us:

45%: of people think KIA does it very effectively.

31%: think they do it effectively.

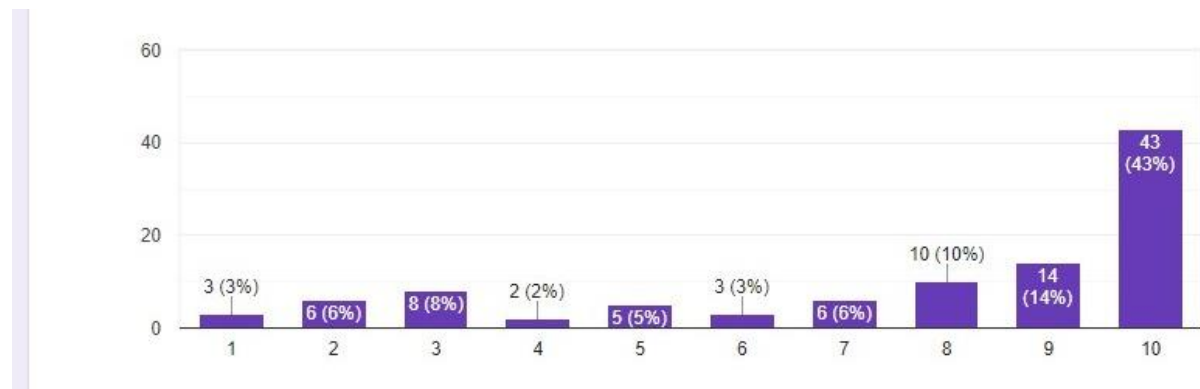
17%: think it's done somewhat effectively.

7%: believe it's not effective.

In simple words, most people believe KIA is doing a good job integrating technology into its vehicles.

## THE STUDY ON BUSINESS PROSPECTS AND OPERATIONS OF KIA MOTORS

4.7 How satisfied are you with the quality of work carried out on your car ?



### INTERPRETATION

The graph shows the results of a survey asking customers how satisfied they were with the quality of work carried out on their car.

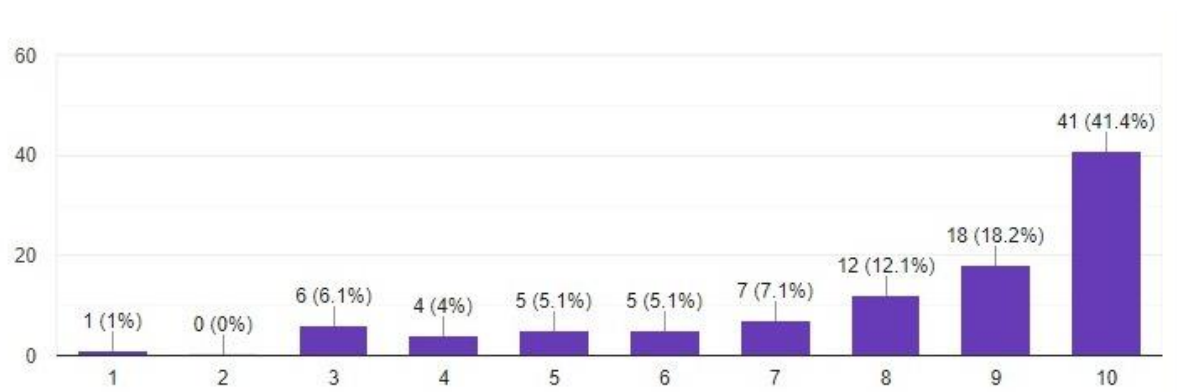
Most customers (43%) were very satisfied, giving a rating of 10. The next most common rating was 9, with 14% of customers choosing this option.

Overall, the majority of customers seemed to be happy with the work done on their cars, with only a small number (3%) giving a low rating of 1.



## THE STUDY ON BUSINESS PROSPECTS AND OPERATIONS OF KIA MOTORS

4.8 How satisfied are you with cleanliness & condition of vehicle at the time of receipt ?



### INTERPRETATION

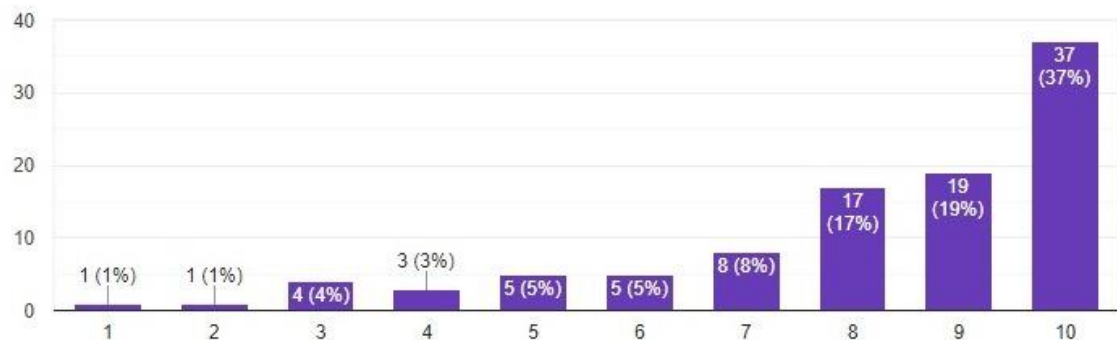
The graph shows customer satisfaction with the cleanliness and condition of a vehicle upon receiving it.

Most customers (41.4%) gave a rating of 10, indicating high satisfaction. Ratings of 8 and 9 were also common, suggesting overall positive experiences.

Very few customers gave low ratings, with only 1% giving a rating of 1. This indicates that the majority of customers were happy with the cleanliness and condition of the vehicle when they received it.

## THE STUDY ON BUSINESS PROSPECTS AND OPERATIONS OF KIA MOTORS

### 4.9 How satisfied are you with fairness of Vehicles cost?



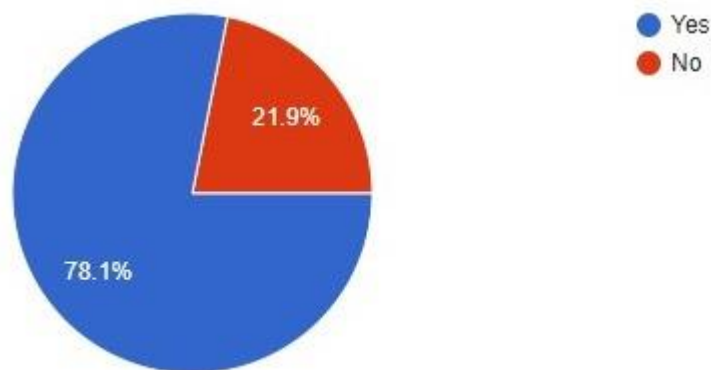
### INTERPRETATION

The graph shows a survey of 100 people on how satisfied they are with the fairness of vehicle costs. Most people rated their satisfaction at a 9 or 10, with 37% choosing 10 and 19% choosing 9. This indicates that the majority of people are quite satisfied with the cost of vehicles. Very few people rated their satisfaction below a 7, which means most people feel the cost is at least somewhat fair.

## THE STUDY ON BUSINESS PROSPECTS AND OPERATIONS OF KIA MOTORS

4.10 Were the consultant properly groomed through out the sales process?

| Particulars | No of respondents | Percentage |
|-------------|-------------------|------------|
| Yes         | 78.1              | 78.1%      |
| No          | 21.9              | 21.9%      |



### INTERPRETATION

The pie chart shows the results of a survey with 96 responses to the question: "Were the consultant properly groomed throughout the sales process?"

78.1% of respondents answered "Yes," while 21.9% answered "No."

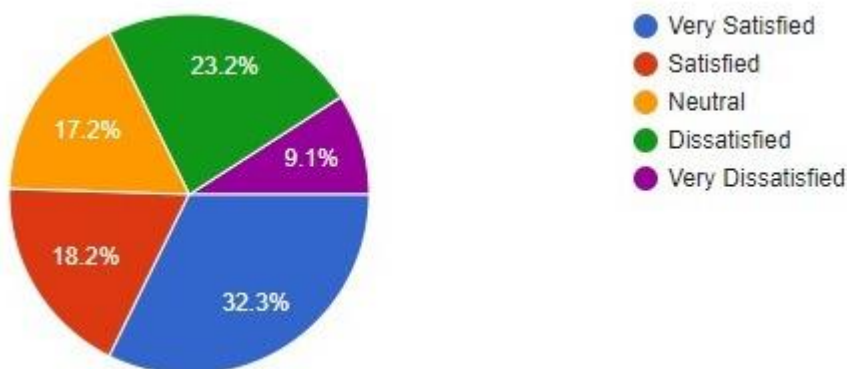
This means that most people who took the survey felt that the consultant was properly groomed throughout the sales process.

In simpler words, the majority of people thought the consultant looked presentable and professional during the sales process

## THE STUDY ON BUSINESS PROSPECTS AND OPERATIONS OF KIA MOTORS

4.11 How satisfied are you with the condition of the vehicle upon delivery?

| Particulars       | No of respondents | Percentage |
|-------------------|-------------------|------------|
| Very Satisfied    | 32.3              | 32.3%      |
| Satisfied         | 18.2              | 18.2%      |
| Neutral           | 17.2              | 17.2%      |
| Dissatisfied      | 23.2              | 23.2%      |
| Very Dissatisfied | 9.1               | 9.1%       |



### INTERPRETATION

This pie chart shows the results of a survey asking people how satisfied they were with the condition of a vehicle upon delivery.

Key points:

Most people (32.3%) were very satisfied, 23.2% were satisfied, 18.2% were neutral, 17.2% were dissatisfied, and The smallest group (9.1%) were very dissatisfied.

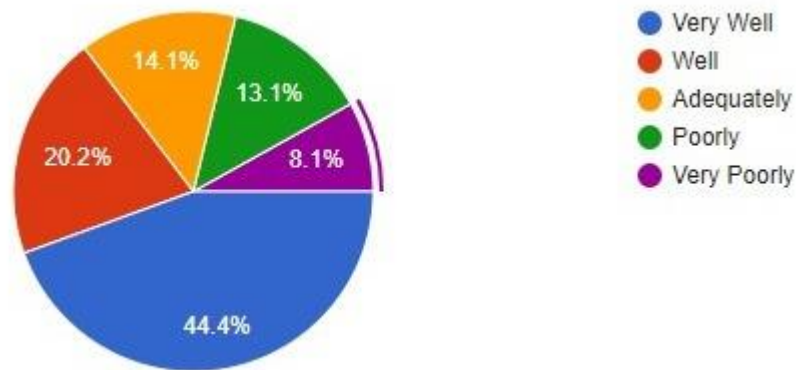
Overall, the majority of people were satisfied or very satisfied with the condition of the vehicle upon delivery.

Note: 99 people responded to the survey.

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4.12 How well did the sales team explain the features and benefits of the vehicle?

| Particulars | No of respondents | Percentage |
|-------------|-------------------|------------|
| Very Well   | 44.4              | 44.4%      |
| Well        | 20.2              | 20.2%      |
| Adequately  | 14.1              | 14.1%      |
| Poorly      | 13.1              | 13.1%      |
| Very Poorly | 8.1               | 8.1%       |



### INTERPRETATION

The pie chart shows customer feedback on how well the sales team explained the features and benefits of a vehicle.

Most customers (44.4%) were very satisfied with the explanation, while 20.2% rated it as "Well."

A smaller portion, 14.1%, felt the explanation was only "Adequate."

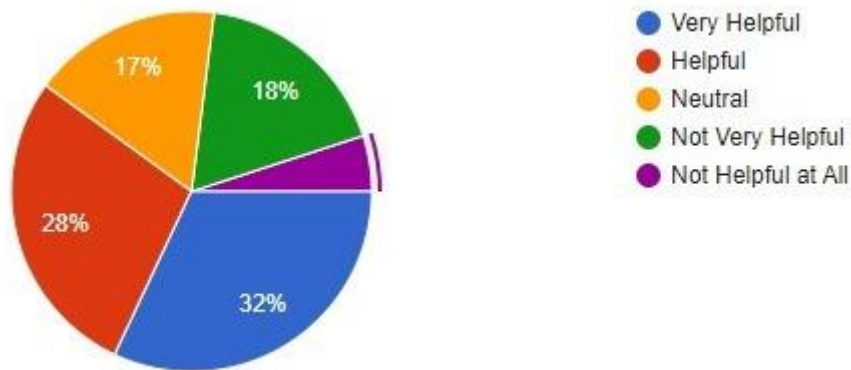
On the negative side, 13.1% rated the explanation as "Poorly," and 8.1% as "Very Poorly."

Overall, the majority of customers were happy with the sales team's explanation, but there is room for improvement for a significant minor.

## THE STUDY ON BUSINESS PROSPECTS AND OPERATIONS OF KIA MOTORS

### 4.13 Was the vehicle demonstration helpful in making your decision?

| Particulars        | No of respondents | Percentage |
|--------------------|-------------------|------------|
| Very Helpful       | 32                | 32%        |
| Helpful            | 28                | 28%        |
| Neutral            | 18                | 18%        |
| Not Very Helpful   | 17                | 17%        |
| Not Helpful at All | 5                 | 5%         |



### INTERPRETATION

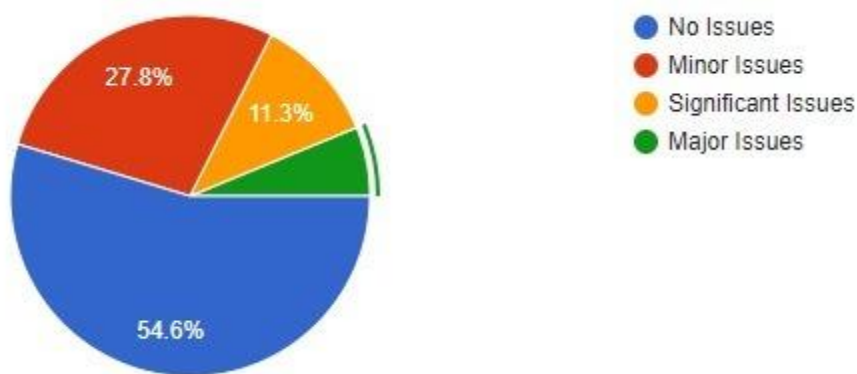
The pie chart shows the results of a survey asking 100 people if a vehicle demonstration was helpful in making their decision. 32% found it very helpful, 28% found it helpful, 17% found it neutral, 18% found it not very helpful, and 5% found it not helpful at all.

In summary, the majority of people (60%) found the vehicle demonstration helpful in making their decision.

## THE STUDY ON BUSINESS PROSPECTS AND OPERATIONS OF KIA MOTORS

4.14 Did you experience any issues with scheduling or appointments?

| Particulars        | No of respondents | Percentage |
|--------------------|-------------------|------------|
| No Issues          | 54.6              | 54.6%      |
| Minor Issues       | 27.8              | 27.8%      |
| Significant Issues | 11.3              | 11.3%      |
| Major Issues       | 6.2               | 6.2%       |



### INTERPRETATION

The pie chart shows the responses of 97 people to the question "Did you experience any issues with scheduling or appointments?".

Most people (54.6%) reported no issues. A smaller proportion (27.8%) experienced minor issues, 11.3% had significant issues, and a small minority (6.2%) faced major issues

# **CHAPTER 5**

## **SUMMARY OF FINDINGS, SUGGESTIONS, CONCLUSION**



## **5.1 FINDINGS**

1. Kia Motors shows financial stability and growth despite economic challenges.
2. Kia has a strong global market presence with expanding sales and brand loyalty.
3. Kia attracts modern customers with innovative electric and autonomous vehicles.
4. Kia achieves operational efficiency through improved manufacturing and cost management.
5. Kia expands its market reach with geographic diversification and robust dealership networks.
6. Kia emphasizes transparency, accountability, and ethics in its corporate governance.
7. Kia invests in research and development to drive innovation and stay competitive.

## **5.3 SUGGESTIONS**

1. Invest in R&D for advanced car technology and design.
2. Boost efficiency with lean techniques and automation.
3. Expand by researching new markets and forming partnerships.
4. Prioritize eco-friendly vehicle manufacturing.
5. Strengthen customer relationships with personalized marketing.
6. Stay compliant with changing regulations.
7. Use digital tech for better customer engagement and productivity.
8. Foster innovation through creative thinking and collaboration.

## **5.3 CONCLUSION**

Lastly, the results of the study illuminate the advantages, challenges, and invasion of Kia motors in the global auto industry, offering the insights about the business prospects and operation operational strategies of the corporation. Through the analysis of the company's performance in the financial sector, the dynamics of the market production, innovation, operations, efficiency, innovative direction to the market, expansion, governance, practices, customer and external are shaping. Its operation provides a number of social infant Kia Mota underscore resilience and stable Ness mainly through impressive revenue growth and process, even the hardship of the automobile industry. this company has solid support of its competitive position in the market, which is based on a high brand perception, market share and customer loyalty. Thanks to initiate you in line with product innovation, operational efficiency and market extension. Kia motors is for continuing growth and competitiveness in the auto motors industry. Does Kia motors distinguish itself from the other of its focuses on the product, innovation and applications of technological advancement which my advantage over the competitors. Through maximization of production process and effective supply chain management, productive efficiency measures lead to increase the profitability and decreased to costs.

# **CHAPTER 6**

## **BIBLIOGRAPHY**

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# **CHAPTER 7**

## **Questionnaire**

## 5.5 Questionnaire:

1. Have you visited Kia Website?

A. Yes B. No

2. When you had visited Kia showroom were you satisfied with facility and hospitality i.e parking facility, welcoming by receptionist, offering of tea and coffee?

A. Highly Satisfied B. Satisfied C. Dissatisfied D. Highly Dissatisfied

3. Did consultant have good product knowledge?

A. Yes B. No

4. In your opinion, how reputable is the KIA Motors brand?

A. Quality B. Warranty C. Design D. Value for Money

5. How likely are you to purchase another vehicle from KIA Motors in the future?

A. Highly Satisfied B. Satisfied C. Dissatisfied D. Highly Dissatisfied

6. How effectively do you think KIA Motors integrates technology into its vehicles? .

A. Very Effectively B. Effectively C. Somewhat Effectively D. Not Effectively

7. How satisfied are you with the quality of work carried out on your car ?

1 2 3 4 5 6 7 8 9 10

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8. How satisfied are you with cleanliness & condition of vehicle at the time of receipt ?

1 2 3 4 5 6 7 8 9 10

9. How satisfied are you with fairness of Vehicles cost?

1 2 3 4 5 6 7 8 9 10

10. Were the consultant properly groomed through out the sales process?

A. Yes B. No

11. How satisfied are you with the condition of the vehicle upon delivery?

A. Highly Satisfied B. Satisfied C. Neutral D. Dissatisfied E. Highly Dissatisfied

12. How well did the sales team explain the features and benefits of the vehicle?

A. Very Well B. Well C. Adequately D. Poorly E. Very Poorly

13. Was the vehicle demonstration helpful in making your decision?

A. Very Helpful B. Helpful C. Neutral D. Not Very Helpful E. Not Helpful at All

14. Did you experience any issues with scheduling or appointments?

A. No Issues B. Minor Issues C. Significant Issues D. Major Issues

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## **THE STUDY ON BUSINESS PROSPECTS AND OPERATIONS OF KIA MOTORS**

