

**A  
PROJECT REPORT  
ON**

**“A STUDY ON CUSTOMER  
SATISFICATION TOWARDS KAIZEN HONDA,  
SOLAPUR”**

**SUBMITTED BY  
PRIYANKA GURUNATH BIRAJDAR**

**HIRACHAND NEMCHAND COLLEGE OF COMMERCE  
M.B.A. PROGRAMME  
SOLAPUR  
2023 – 2024**

**A  
STUDY  
OF  
“A STUDY ON CUSTOMER SATISFICATION  
TOWARDS KAIZEN HONDA, SOLAPUR”  
  
PROJECT REPORT SUBMITTED TO  
HIRACHAND NEMCHAND COLLEGE OF COMMERCE  
AUTONOMOUS UNIVERSITY, SOLAPUR  
IN PARTIAL FULFILMENT FOR AWARD OF DEGREE  
OF  
MASTER OF BUSINESS  
ADMINISTRATION 2022 – 2023  
THROUGH  
THE PRINCIPAL  
HIRACHAND NEMCHAND COLLEGE OF COMMERCE  
M.B.A. PROGRAMME  
SOLAPUR**

**DATE:**

**PRINCIPAL**

# *CERTIFICATE*

*This is to certify that work on the Project Report entitled,*

*“*

\_\_\_\_\_

*”Presented by*

*Mr./Miss \_\_\_\_\_, in the partial*

*fulfilment of the requirement for the award of Master’s Degree in Business Administration (M.B.A.) to the Hirachand Nemchand College of Commerce Solapur University; Solapur has been carried out under my guidance.*

*To the best of my knowledge and belief the matter presented in this report has not been submitted earlier.*

*Principal*

*HNCC, Solapur*

*Date*

*Signature of Guide*

*Dr. Vanita P Mara*

## DECLARATION

*To,*

*The Principal,*

*Hirachand Nemchand College of Commerce,  
Solapur*

*Respected Sir,*

*I, the undersigned, hereby declared that Project Report entitled “A study on Customer Satisfaction Towards Kaizen Honda in Solapur ” written and submitted by me to the Hirachand Nemchand College of Commerce Autonomous MBA, Solapur in the partial fulfilment of the requirement for the award of degree of Masters of Business Administration (M.B.A.) under the guidance of **Dr . Vanita P Mara** is my original work. The empirical findings in this report are based on the data collected by myself. While preparing this report, I have not copied from any other report.*

*I understand that any such copying is liable to be punished in a way the University Authorities may deem fit.*

*Date:*

*Signature of the Student*

*(Priyanka G Birajdar)*

## **ACKNOWLEDGEMENT**

It gives me immense pleasure in thanking all those who helped me in successful completion of this project titled “**A STUDY ON CUSTOMER SATISFACTION TOWARDS ACTIVA HONDA IN SOLAPUR**”.

I express my sincere thanks to our principal, Dr. Satyajit Shah sir and our HOD, Dr. Pravin Bajaj sir for their kind cooperation and their support. I am extremely thankful and pay my gratitude to my Guide Dr. Vanita P Mara Mam for his valuable guidance, time, inspiration and support on completion of this project.

Student Name  
Priyanka G Birajdar

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