

Preface

Projects are an indispensable part of any kind of formal education. To make the theoretical knowledge gained in professional courses like MBA stronger, students are assigned certain projects under different organizations. These projects help the budding students to get an idea of the practical working styles and get an exposure to the professional world.

I am highly privileged and honoured to be assigned to work in TI Ford Motors Pvt. Ltd. The topic of study assigned to me is **“Customer Satisfaction towards products and after sales services offered by Ford Motors”**.

In my study, I have visited the TI Ford Motors Showroom during the suggested period of one month, i.e., 30 days, to avail the necessary information about services they provide, how they handle the customers and mainly how the dealer satisfy their customers need in order to meet their expectation. The knowledge acquired and blend of learning during the time period spend at the showroom is presented in this project.

The project contains eight chapters, the first chapter is an introduction of the project, the second chapter contains information about the organisation, the third chapter contains the methodology of the research, the fourth chapter consists of needs, objectives, scope and limitations of the study, the fifth chapter consists the data analysis, the sixth chapter consist of the findings of the project, the seventh chapter includes suggestions and recommendations and the last chapter is the conclusion of the project.

In order to make the data and findings easily understandable, efforts have been made to present the information in a simplified, lucid and organized manner. Whenever possible, tables and figures have been made on the basis of findings herein.

The project gave me exposure to the practical working patterns and environment. It would give me immense pleasure and satisfaction, if the organization gets benefited from the study and its analysis and findings.