

1. Project Report On : Customer Satisfaction
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Chapter-1(Introduction)

1.1. Market THEORITICAL BACKGROUND

Market: A market is a place where people exchange things they want or need. Think of it like a giant store where you can buy or sell items. When you go to a supermarket and choose fruits to buy, you're participating in a market.

Marketing: Marketing is how businesses try to understand what people want and then create and promote products or services to satisfy those wants. It's like a company trying to make something that people will like and then telling them about it. For example, when a company makes a new smartphone and advertises its features, that's marketing.

Definition of Marketing: Marketing means everything a company does to create, promote, and sell its products or services. It involves understanding what people need and want and making sure they can get those things. Just think of it as the way companies connect with people to provide things they want.

Buyer Behavior: Buyer behavior is how people make decisions about what to buy. Imagine you want to buy a new pair of shoes. First, you realize you need new shoes because your old ones are worn out. Then, you might look online for different shoe options and read reviews to help you choose. After considering your options, you pick the shoes you like the most and buy them. Finally, after wearing them for a while, you decide if you made a good choice.

Stages in Buying Decision Process:

1. **Problem Recognition:** Let's say your phone keeps freezing, and you're frustrated with it. You realize you need a new phone because your current one isn't working well.
2. **Information Search:** You start looking online and asking friends about different phone options. You check out websites, read reviews, and compare features to find a better phone.
3. **Evaluation of Alternatives:** Based on your research, you narrow down your choices to a few phones that seem good. You think about their prices, features, and how they look.

4. **Purchase Decision:** You finally decide on a particular phone that suits your needs and preferences. You go to the store or order it online and make the purchase.
5. **Post Purchase Behavior:** After using the new phone for a while, you decide if you're happy with your choice. If it works well and meets your expectations, you'll likely feel satisfied with your decision. If not, you might regret the purchase.

Different Marketing Concepts:

1. **Production Concept:** This concept focuses on making a lot of products at a low cost. An example is a company that produces basic T-shirts in bulk, so they're cheap and widely available.
2. **Product Concept:** Here, the focus is on making products that are high-quality and have advanced features. An example is a smartphone brand that focuses on adding the latest technology and features to its phones.
3. **Selling Concept:** This concept believes that products won't sell themselves, so companies need to aggressively promote and sell them. An example is a car dealership that uses strong sales tactics to convince customers to buy cars.
4. **Marketing Concept:** This idea centers on understanding what customers want and then creating products that fulfill those wants better than competitors. An example is a company that develops a fitness tracker based on what customers really need for tracking their health.
5. **Societal Concept:** This concept considers not only customer wants but also the well-being of society. An example is a company that focuses on making environmentally-friendly products that benefit both customers and the planet.

These concepts help companies decide how to approach their marketing strategies and better serve their customers.

1.2. Introduction to Customer Satisfaction:

Customer satisfaction is how happy or disappointed someone feels about a product compared to what they expected. If the product is better than they thought, they're satisfied; if it's worse, they're dissatisfied. Companies want high customer satisfaction because satisfied customers are more likely to stick around, even when better options come along. For example, if a restaurant's food tastes even better than customers expected, they're likely to be satisfied.

Customer Retention: Most businesses usually focus on attracting new customers, but it's important to keep the ones you already have. The key to keeping customers is making them satisfied. When people are really happy with a product or service, they're more likely to stay loyal and not switch to another option. For instance, if an online streaming service provides a great

experience, customers will continue to use it and not look for alternatives.

How Customers Are Satisfied: Imagine you buy a smartphone with certain expectations based on its brand. If the phone performs just as you expected, you're satisfied. If it performs even better than you thought, you're very satisfied. On the other hand, if it doesn't meet your expectations, you might be disappointed. So, satisfaction depends on how well the product matches or exceeds what you hoped for.

Study Design: Let's say a company named XYZ makes shoes. They want to understand how aware people are of their brand and how satisfied customers are with their shoes in different aspects. To do this, they'll talk to 120 customers and ask them questions about their experiences. They'll also look at their company's promotions to see if they're effective in increasing sales. However, this study's findings might not apply to all customers in the city, and busy customers might not spend much time answering questions.

Research Methodology: The company XYZ will collect information in two ways. They'll directly ask customers questions through surveys and interviews, which will give them accurate and fresh data. They'll also use existing data from company reports and other sources. They'll study customers in two cities, Ongole and Guntur, by asking 120 customers in those areas. They'll use statistical techniques like graphs and tests to analyze the data and find meaningful patterns.

Statistical Techniques Applied: One way to understand the data is by using a statistical tool called the chi-square test. This tool helps analyze quantitative data and compare proportions. For example, if XYZ wanted to see if there's a connection between shoe color and customer satisfaction, they could use the chi-square test. They'll also create graphs like pie charts and bar charts to show the information in an easy-to-understand way.

In simpler terms, all these topics are about figuring out what customers like, why they like it, and how a company can keep them happy. Just like how a good experience at your favorite restaurant makes you want to go back, companies want their customers to feel the same way about their products or services.

Company profile

Plastics in Modern Life: Plastics are everywhere in our daily lives, becoming a symbol of modern living. They're known for being lightweight, corrosion-

resistant, and versatile. Plastics have replaced materials like wood, metal, and glass in various applications. For instance, the plastic used to make water bottles is lightweight and doesn't break easily like glass.

Plastics in Different Sectors: Plastics are widely used in different fields, from making baskets and shopping bags to automotive parts and electronics. They're chosen for their properties like being lightweight and durable. Imagine the plastic parts inside your car's dashboard or the plastic casing of your TV remote control – these are all examples of plastics being used in various sectors.

Plastics in Agriculture and Water Management: Plastics are even used in farming, like in drip irrigation systems. They help conserve water and improve crop yields. Plastic pipes and tubes are used to efficiently deliver water to plants, reducing waste. Picture a farm where plastic pipes are distributing water to crops, ensuring they grow well.

Plastics in Engineering: Plastics are replacing metals in many engineering applications due to their properties. For example, in the electronics industry, plastic parts are often used because they are lightweight and can be molded into different shapes easily. Think about the plastic casing of your computer's keyboard or the cover of your smartphone.

Types of Plastics: There are different types of plastics with specific uses:

- **Low Density Polyethylene (LDPE):** Used in various applications, including making plastic bags. It's lightweight and flexible.
- **High Density Polyethylene (HDPE):** Used for products like plastic bottles or containers because it's strong and durable.
- **Poly Vinyl Chloride (PVC):** Used for pipes, cables, and more. It's durable and resistant to chemicals.
- **Polystyrene:** Used for packaging materials and disposable items like cups and plates. It's lightweight and easy to shape.
- **Acrylonitril Butadiene Styrene (ABS):** Used in products like computer keyboards due to its strength and heat resistance.

Plastic Export and Role in Economy: India exports plastic products to many countries. This boosts the economy and provides jobs. Plastics contribute to various industries, like agriculture, transportation, and construction. For example, plastic pipes help distribute power and gas efficiently.

Advantages of Plastics: Plastics offer several benefits:

- **Lightweight:** They are easy to carry and use.
- **Moldability:** Plastics can be shaped into different forms easily.
- **Colors:** They come in attractive colors, making products visually appealing.

- **Energy Efficient:** They require less energy to produce and transport.
- **Low Cost:** Manufacturing and maintaining plastics is cost-effective.
- **Low Maintenance:** Plastic products need less upkeep compared to other materials.

In essence, plastics have revolutionized the way we live and interact with the world around us. From the packaging of our food to the parts in our electronics, plastics play a significant role in our daily lives and various industries.

COMPANY PROFILE

Company Profile Simplified:

Origin and Growth: In an economically backward area of Andhra Pradesh, an entrepreneur named Sri. S.P.Y. Reddy started a pipe manufacturing unit in 1977. Initially, it faced challenges but overcame them with hard work and support from local banks. The company shifted to making PVC pipes and eventually became "Sujala Pipes Pvt. Ltd." It grew by focusing on agriculture needs, improving water flow, and maintaining quality.

Products and Sizes: The company makes various sizes of PVC pipes, ranging from 4 to 10 inches, to suit different conditions.

Packing and Payment: Packing is optimized for efficient transportation. For Nandi brand, cash payment is required before delivery, while for Monarch and Sagar brands, a week's credit is given.

Coverage and Transportation: The company operates in Andhra Pradesh, parts of Karnataka, Tamil Nadu, and Kerala. Its efficient transportation helps dealers maintain low inventory levels and save capital.

Quality and Uniqueness: The company's lab ensures quality, and Nandi Pipes are known for their ISI trademark. Workers are dedicated and non-unionized. The company is located in Nandyal and has good communication networks.

Financial Department: The company is financially stable and mostly self-financed. Cash and carry policy is followed for Nandi brand, while the financial department works closely with marketing for transactions.

Marketing Department: The marketing department is well-organized, with a manager, assistant manager, and sales representatives. They effectively manage marketing mix and advertising.

Personnel Department: The personnel department oversees executive and worker details. Recruitment is done by a panel, and the company offers attractive salaries and healthcare facilities.

Purchasing Department: PVC region scarcity is a challenge, as 50% demand is met through imports. Major petrochemical companies supply raw materials.

Brands: Nandi, Rani, and Jala are well-known brands for PVC pipes. These brands are highly regarded in the market.

ITL Pipes: Integrated Thermoplastics Limited (ITL) is a company taken over by Nandi Pipes. It manufactures various types of pipes and is known for high-quality products.

Monarch Pipes: Monarch Pipes, also taken over by Nandi Pipes, is a leading PVC pipe manufacturer in South India. Its products are reliable and economical.

Applications of PVC Pipes: PVC pipes find use in agriculture, water supply, gas and oil lines, industrial purposes, building installations, and more.

Customers: Nandi Pipes has a list of esteemed customers, including large projects and government initiatives.

In a nutshell, Nandi Pipes Pvt. Ltd. started as a small venture, overcame challenges, and became a leader in the PVC pipes market by focusing on quality, growth, and customer satisfaction.

DATA ANALYSIS AND INTERPRATAION