



Audyogik Tantra Shikshan Sanstha's
Institute of Industrial and Computer Management and Research (IICMR)
Approved by AICTE, Permanently Affiliated to SP Pune University,
Recognized by DTE, Government of Maharashtra, NAAC Re-accredited



Criterion 1.3 – Curriculum Enrichment

Key Indicator - 1.3.2: Percentage of students undertaking project work/field work/ internships (Data for the latest completed academic year)

Metric 1.3.2
Percentage of students undertaking project work/field work/ internships (Data for the latest completed academic year)

Sample Project Reports

**A
Project Report**

On

“A Study on maintaining the product's quality in the Oil pump using poka-yoke tools”

At

“ Advik Hi- Tech Pvt Ltd ”

**Submitted to the Savitribai Phule Pune University in
Partial Fulfillment of Requirement for the Award of Degree of
MASTER OF BUSINESS ADMINISTRATION**

SUBMITTED BY

Argha Bhattacharjee

MBA –III Semester

UNDER THE GUIDANCE OF

Dr. Rajendra Agwane

Through

**The Director, ATSS's
Institute of Industrial and Computer Management and
Research**

Pradhikaran, Nigdi, Pune



Batch 2021-23

INSTITUTE CERTIFICATE

This will be given by our Institute

COMPANY CERTIFICATE

(Company Letter head)

TO WHOM SO EVER IT MAY CONCERN

This is to certify that Mr./ Ms. has successfully completed summer internship project work entitled “.....” during the period fromto

Date:

Place:

Authorized signatory

(With company seal)

FORMAL FEEDBACK AND EVALUATION SHEET

(Company Letter head)

This is to certify that Mr. / Ms. Has completed summer Internship at our organisation. The task handle by him are as follows

- Nature of work :
- Quantum of work:
- Effectiveness:
- Overall Professionalism:
- Learning outcome:
- Utility of SIP to the host organization:

Date:

Place:

Authorized signatory

(With company seal)

STUDENT DECLARATION

I, the undersigned, hereby declare that the Project Report titled “A Study on maintaining the product's quality in the Oil pump using poka-yoke tools ” written and submitted by me to the Savitribai Phule Pune University in partial fulfillment of the requirements for the award of degree of Master of Business Administration under the guidance of Dr. Rajendra Agwane is my original work and the conclusions drawn therein are based on the material collected by myself.

Date:

Signature

Place:

Name

ACKNOWLEDGMENT

I take this opportunity to express my profound gratitude to Our **Director, Dr. Abhay Kulkarni**, Our **HOD Adv. Manisha Kulkarni** whose wisdom as well as foresight, I continually benefit from. I am indebted to them for extending me all the cooperation and patronage they render towards us. They have been wonderful supporters and continuous motivators for me which helped me in turning my ordinary project into an excellent one.

I also take this opportunity to express a deep sense of gratitude to Company project guide **Mr. Kumar Kadam, Quality assurance, Advik Hi-Tech Pvt ltd** for his/her cordial support, valuable information and guidance, which helped me in completing this task through various stages.

I am obliged to staff members of **Advik Hi-Tech Pvt ltd**, for the valuable information provided by them in their respective fields. I am grateful for their cooperation during the period of my SIP.

It is my privilege to express my profound gratitude and deep regards to my project guide **Dr. Rajendra Agwane** for his/her exemplary guidance, monitoring and constant encouragement throughout the course of this summer internship project. The blessing, help and guidance given by her/him time to time shall carry me a long way in the journey of life on which I am about to embark.

I am also very thankful to all SME of MBA@IICMR who laid the foundations of various concepts as well as fruitful discussions and suggestions has helped me to enrich my project work.

I also take immense pleasure to thank Ms. Pooja Nalawade, Head-Corporate Relations, for giving me an opportunity and placing me for the SIP and Project Coordinator Dr. Jayasri Murali for supporting us throughout the process of SIP.

Lastly, I thank almighty, my parents, brother, sisters and friends for their constant encouragement without which this summer internship project would not be possible.

Place : Pune

Date :

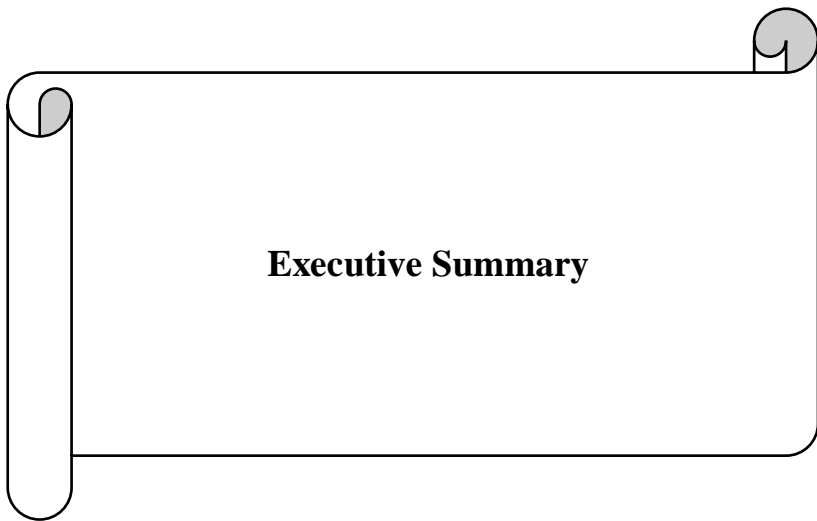
Signature of the Student

Argha Bhattacharjee

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Executive Summary

Chapter 1

1. Executive Summary

The basis for this project's preparation is the gathering of data, analysis of that data, and identification and proposal of the problem's core causes in order to reduce rejection. The Advik Hi-Tech Pvt Ltd. plant in Chakan is where this project is being worked on.

Advik Hi-Tech, Chakan, carried out the project on preserving the product's quality in the oil pump utilizing poka-yoke tools with the goal of improving customer satisfaction via quality improvement. The study's goal was to optimize the CNC turning machine process and maintain excellent product quality in the oil pump by employing poka-yoke tools to prevent product flaws. In order to achieve the goals, the business employed the POKA YOKE approach to improve quality, and a sample survey was conducted to thoroughly examine the problem. Tools like POKA YOKE are essential for minimizing human mistake. With the expansion of the organization and the lowering of costs, the project's quality standard increased, and customer satisfaction was attained.

At the company, I was in charge of preserving the quality of the product and guaranteeing client satisfaction. Throughout the entire process, there were several human and mechanical mistakes committed, which led to the firm expanding and the quality standards not being reached. My strategy was to utilize the why why technique to pinpoint the root of the problem, then use pokayoke tools to solve it in a way that reduced product error and increased customer satisfaction.

1.1 Objective of the Study

1. To enhance product quality through improvement in CNC turning machine process.
2. To reduce product fault in oil pump to improve finished product quality.
3. To implement poka yoke technique for product quality enhancement.

1.3 SCOPE OF THE PROJECT

Conceptual Scope: The study of this project is to understand the significance of Poka-Yoke tools for quality improvement of the product , At Advik Hi-Tech pvt Ltd Chakan plant, Pune.

Geographical Scope: The study of this project is limited to all the employees working in various department Advik Hi Tech Pvt Ltd at Chakan, pune.

1.4 Timeline of the Project

The duration of the study project was for two month from September to October at Advik Hi-Tech Pvt ltd Chakan plant.

1.5 Research Methodology

This project includes primarily secondary data. Information is gathered from several sources, including the internet, the websites of chosen businesses, annual reports, etc.

1.6 Data Analysis

1. Sample readings for the jobs that were initially rejected were taken.
 2. Data for those samples were examined.
 3. Proposed corrective action is taken out
 4. Root Cause analysis and problem finding
- The rejection decreased once the remedy was implemented.

1.7 Limitation of the Study

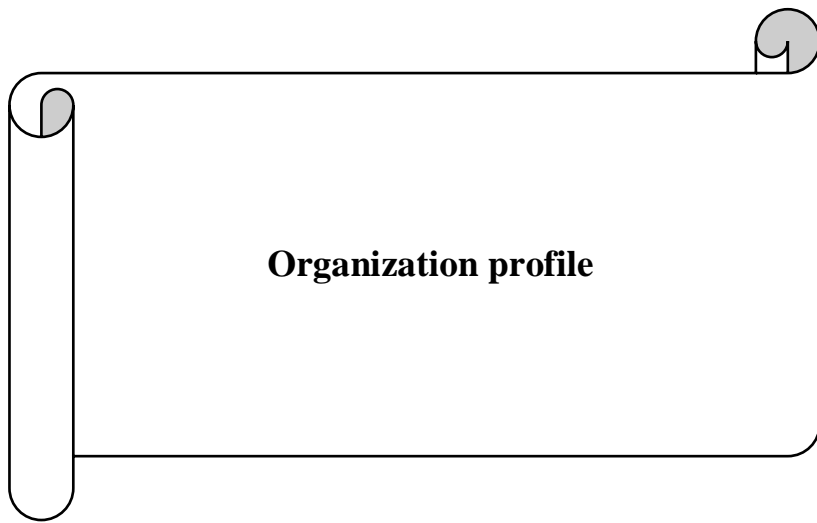
1. The information is derived from corporate documents for the months of June 01 and Oct 01
2. Between SEP 01 and NOV 01, the project is examined.
3. Only issues relating to taper cuts and dents are subject to root cause analysis

1.8 Learning from the Project

In Advik Hi-Tech Pvt Ltd I learn about different pokayoke tools and how can we implement those tools to improve product quality and satisfy customer satisfaction.

1.9 Contribution to the Host Organization

1. Made recommendations for product improvements to achieve customer satisfaction.
2. The use of poka yoke tools to increase precision



Chapter 2

2. Organization profile

ADVIK HI-TECH Private Limited (AHPL) is one of the India's leading & global automotive component manufacturers. We have been catering to the growing needs of a number of domestic and overseas customers across four continents in the Design Development & Production of Engine, Transmission, Break & Emission Control Components from the past 20 years.

We Provide Custom Made solutions for our customer's design, keeping in mind their needs and specifications. Our customer base includes leading automotive original equipment manufacturers in India, Europe, UK, US and the ASEAN region.

We are the preferred global supplier for a range of automotive components including Chain Tensioner, Oil Pumps, Fuel Cocks- Manual & Auto, Throttle Body, Decompression units, Water Pumps, Combi Brake System, Drum Gear Shifter, Starter Gears and many more.

ADVIK credit its success and growth to the areas of excellence, which include:

- State-of-the-Art research and development center, which is recognized by Government of India.
- Cellular manufacturing set-up for product engineering.
- Most advanced machines with latest technology.
- Manufacturing Excellence Through -TPM.
- Testing and Metallurgical laboratory.

We have technical collaboration with German R&D company FMO Technologies (Trochocentric) GmbH for design, development & production of oil pump assemblies for passenger cars, commercial vehicles, stationary engines and transmissions systems. We are committed to provide world-class products to our customers in an effort to create a global footprint in world market.

– Plant at Pune Location

Pune plant is the 15th plant of ADVIK HI-TECH PVT. LTD. It is a manufacturing facility established in 2015 and it is located at Sector -Plot No. B-5, Chakan Industrial Area, Phase-II, Village – Vasuli, Tal – Khed, Dist – Pune – 410 501

Pune Plant Manufactures Oil pumps, Tensioners, Fuel cocks, Drum Gear shifter, Throttle body, Bracket, Lever Starter Gear and De-comp & and supplying to all OEM of two wheeler manufacturers.

– Product Capacity

Engine Components

Oil Pump – (# Globally Leading with 17 Million/year & 28% market share)

Water Pump -(5 Million/year)

Tensioners – (# Globally Leading with 17 Million/year & 35% market share)

Decompression Assembly – (4 Million/year)

Fuel Cock (Auto & Manual) – (6 Million/year)

Transmission

Drum Gear Shifter – (3 Million/year)

Starter Gear – (3 Million/year)

Brake- Combined Braking System – (# Globally Leading with 5 Million/year)

Emission Control

Air Secondary Valve (ASV) / Secondary Air Injection (SAI) – (2 Million/year)

Purge Valve & Reed Valve – (5 Million/year)

U29299PN1998PTC013028

CIN/LLPIN/FCRN	
Company Legal Name	Advik Hi-Tech Private Limited
ROC Code	RoC-Pune
Company No.	013028
Company Category	Company limited by Shares
Company Sub Category	Non-govt company
Company Class	Private
Authorised Capital	₹ 26.81 cr
Paid up Capital	₹ 2.36 cr
Incorporation Date	12 Nov 1998
Date of AGM	30 Nov 2021
Date of Balance Sheet	31 Mar 2021
Listing Status	Unlisted
Industry	Automobiles

Milestones on the journey of manufacturing excellence

ADVIK in line with philosophy of the company and the group has always been best in its Product Quality

And Quality is Never ending Journey in ADVIK, which strives to Continuously improve all the key performance parameters, Major challenges during this journey including improve the equipment reliability & People competencies at all levels.

In today competitive scenario, to achieve business excellence in all spheres, its need to team work & TPM is one of the best Manufacturing Practice followed by most of the world successful companies

With philosophy and commitment being the guided force of ADVIK PUNE Location & also undertook Implementation of TPM (Total Productive Maintenance) as a Company Mission in 2016.

TPM journey drives ADVIK towards continuously enhancing turnover, increasing profitability and constantly reducing the production costs by eliminating all losses due to BAD (Breakdowns, Accidents, Defects).

TPM Journey started in 2015 with Manager Model Machine, demonstrated by team of competent and committed managers to the workers, ADVIK Pune Plant Launched TPM Activities 21st March 2017 with formal kick of ceremony held in the Presence of Valuable Customers Bajaj, Honda, TVS & Yamaha & Top officials of the Organization.

For the Foundation of TPM 5S Implementation, Employee Suggestion scheme (Digital Plat form), Kaizen Katta, Circle Formation & Circle competition, success celebration, PIP (Productivity Improvement Projects) are some Initiatives in system in Front and PIP is the Major initiative towards the Productivity enhancement

Apart from the Other achievements following are some laurels won by the ADVIK Pune Plant since TPM Launch

2016-Countless Dreamer award by HONDA

2016-Consistently High Quality Performer Award-Maruti Suzuki

2017- Winner –Manufacturing India Award CII

2017- 2 wheeler Cost Down award- Maruti Suzuki

2018- BAL TPM Excellence Award

2019-Best Kaizen Award, Best SMED Award -CII

2020-Green Factory Buildings Rating System Award –Gold –IGBC (Indian Green Building Council)

BENEFITS ACHIEVED

TPM Implementation at ADVIK Group Companies not only Helped to in Business results but also brought drastic change in Organization Culture and Create the Ownership in Employees, Increase in Employee Suggestion is one of the sample evident for involvement of highly motivated employees and as well as the Some Tangible Benefit we get from the TPM Implementation as following –Key business results in terms of PQCDMSM.

	PARAMETER		UOM	Better	BM (2016-2017)	Present (2020-2021)
P	OEE Improvement	Machine Shop	%	↑	73.40	>85
		Assembly Shop	%	↑	74.30	>85
	Increase in Production(output)/Man	Machine Shop	Parts/Man	↑	340	558
		Assembly Shop	Parts/Man	↑	154	245
	Increase in Production(output)/Hr	Machine Shop	Nos/Hr	↑	72	145
		Assembly Shop	Nos/Hr	↑	98	178
Q	Customer Complaints.		NOS	↓	92	0
C	Tools & Consumables Cost		%sales	↓	4.04	1.64
	Repair & maintenance cost Reduction.		% of Sale/Month	↓	1.42	0.9
	Power & Fuel Cost Reduction.		% of Sale/Month	↓	1.46	1.15
D	100% Delivery Adherence.		%	↑	80	100
S	Zero Major Accident.		Cases/ Annually	↓	0	0
	Zero Minor Accident.		Cases/ Annually	↓	12	0
M	No. of Kaizen		NOS/Man/Month	↑	0.5	2.1

Employee Involvement and Motivation, some Intangible Benefits

- Enhanced Teamwork approach for continuous improvement activities through TPM.
- Enhanced employee Morale due to focus on Zero Customer Complaints, Zero in process defects, Zero breakdowns and Accident.
- Employees have Sense of Pride so started thinking Widely and Deeply in their areas

/ section to improve from existing condition to next level.

- Employees are now work as per the Flexibility of requirement and open for any changes.
- Sustenance of Improvements done by the operators.
- Enhanced operator ownership of equipment with understanding on importance of maintaining basic condition i.e. “I Operate, I Maintain, I Control”.
- Repeated failures / defect are not happening due to corrective maintenance & development of Analytical Capability.

Advik Hi Tech Awards and Recognition

- Bronze award from CII for safety competition
- Gold award from CII for JH
- MSIL VSA Green rating
- Gold award from TVS
- ACMA Atmanirbhar Excellence Silver Award for Excellence in New Product Design & Development

Mission

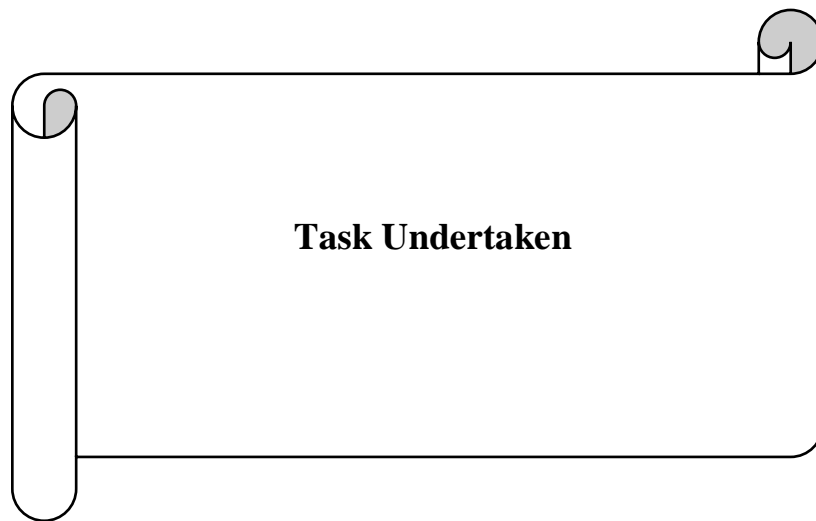
To be the preferred partner for providing technologically advanced and optimally engineered value-added products to mobility solution providers globally.

Vision

To increase our value offering to our customers through innovative solutions & enhanced customer value proposition. To continuously improve ourselves and our partners' capabilities in the areas of - technology enhancement, manufacturing excellence & product reliability To create an engaging environment that is conducive to continual learning and self-development. To be a responsible corporate citizen, known for integrity, ethics & welfare of all stakeholders.

CUSTOMER





Chapter 3

3. Task Undertaken

Advik HI Tech Pvt Ltd is based in Chakan, Pune. Advik High Tech is a firm believer in ongoing improvement. they continue to work on improving their manufacturing capabilities, product reliability, and technology. Advik employees are now operating in accordance with the quality parameters that have been provided to them, however meeting the quality level is necessary. With the aid of the POKAYOKE tool, we are able to meet the Quality Standard in order to meet this target, which is why the study on "Quality" was conducted. was taken on as a project at Advik Hi-Tech for a period of two months.

I was responsible for maintaining the product's quality and ensuring client happiness at the organization. Many human and mechanical errors were made during the entire process, which caused the company to grow and the quality requirements to go unmet. My plan was to use the why why method to identify the issue's core cause and use pokayoke tools to address it in a way that minimizes product error and maximizes customer happiness.

Task done in the two month process:-

- To improve the cnc turning machine and raise product quality.
- To decrease oil pump product defect and enhance finished product quality.
- Implement the poka yoke technique for improving product quality



RESEARCH METHODOLOGY

Chapter 4

4. RESEARCH METHODOLOGY

INTRODUCTION

Research methodology is the process used to collect information and data for the purpose of making business decisions. The methodology may include publication research, interviews, surveys and other research techniques, and could include both present and historical information.

Type of Research

Analytical research is the type of research that was used in this project. Facts and information that are already available are employed in this type of research and critically analysed.

The methods utilised to improve quality of the product is the main topic of this chapter.

Analyzers focus on data as their subject matter. Observations, interviews, and the use of questionnaires are the main sources used in the data collection process.

To get answers to specific queries, a questionnaire form is created. It is a tool for obtaining responses to inquiries through the use of a form. The questionnaire method is an efficient and time-saving method for gathering information.

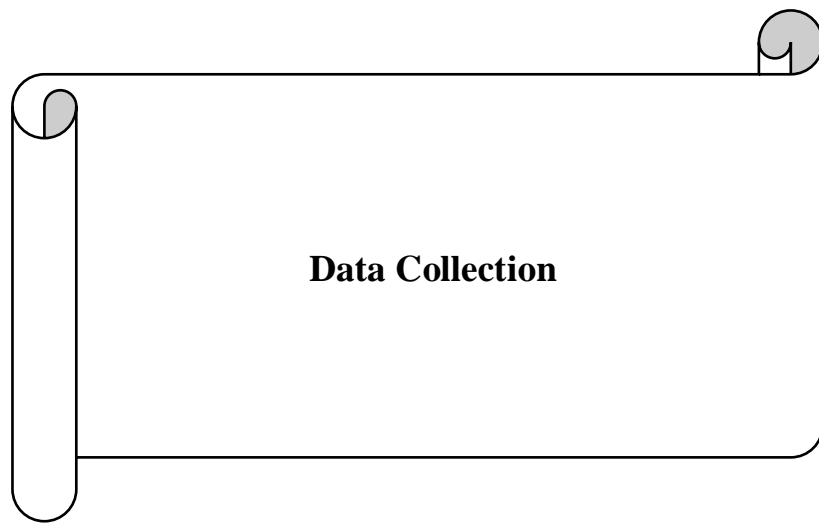
Sources of Data

Type of data used for this study is,

- Descriptive Inference

Descriptive Inference

“Descriptive inference” is the process of understanding the unobserved from the observed. Two governing principles: 1. There are systematic differences we can explain by reference to something fundamental/predictable. 2. There are still nonsystematic (or stochastic) differences from stuff we can’t explain.



Chapter 5

5. Data Collection Method

The initial phase in statistics is data collection, with the objective of drawing conclusions. Following the creation of the design, including the example plan, data is collected. A variety of tools can be used to obtain secondary or main data.

1. Observation Method

The term "secondary data" refers to information that is already available, i.e., information that has previously been gathered and examined by some other party.

In this project following data is collected in Advik Hi Tech Pvt Ltd

A973/A975 Specification

Ballooning Summery (A97

Balloon Specification		Process
A973	A975	
74.85	74.85	M/c
Dia 9.52	Dia 9.52	As Cast
23.9	23.9	As Cast
6.25 DEG	6.25 DEG	M/c
8.2	8.2	M/c
40.6	40.6	As Cast
4.6	4.6	As Cast
90 (O1 Centre)	90	As Cast
16.3	16.3	As Cast
17 Deg	17 Deg	M/c
37.2	37.2	As Cast
32.3	32.3	As Cast
9.7	9.7	M/c
140 Deg	140 Deg	M/c
0.7	0.7	M/c
113 Deg +/- 5 Deg	113 Deg +/- 5 Deg	M/c
R 0.5 +0.3	R 0.5 +0.3	M/c
3.1 +0.15	3.1 +0.15	M/c
R 0.5 +0.3	R 0.5 +0.3	M/c
50 Deg - 3 Deg	50 Deg - 3 Deg	M/c
18.5 0/-0.3	18.5 0/-0.3	M/c
0.03	0.03	M/c
24.3 -0.5	24.3 -0.5	M/c
39.31	39.31	M/c
48.14	48.14	M/c
4.29	4.29	M/c
49.03	49.03	M/c

A973/A975 Specification

10.23	10.23	M/c
40.8	40.8	M/c
27.52	27.52	M/c
30.97	30.97	M/c
38.25	38.25	M/c
29.62	29.62	M/c
∅ 85.1 +0.06/+0.02 (02 Center)	∅ 85.1 +0.06/+0.02 (02 Center)	M/c
Rz8	Rz8	M/c
Rz8	Rz8	M/c
6 +0.050/+0.025	6 +0.050/+0.025	M/c
∅ 43.855 +0.03/0 (01 Center)	∅ 46.055 +0.03/0 (01 Center)	M/c
∅ 0.3 w.r.to XYZ	∅ 0.3 w.r.to XYZ	M/c
∅ 0.02 w.r.to P	∅ 0.02 w.r.to P	M/c
Rz3.2	Rz3.2	M/c
0.9 ±0.2	0.9 ±0.2	M/c
60° ±3°	60° ±3°	M/c
Rz3.2	Rz3.2	M/c
∅ 0.05 (M) w.r.to PQZ	∅ 0.05 (M) w.r.to PQZ	M/c
0.01	0.01	M/c
90° ±3°	90° ±3°	M/c
1.5 +0.2	1.5 +0.2	M/c
M5X0.8P Through	M5X0.8P Through	M/c
∅ 0.2 (M) w.r.to P / Q / Z	∅ 0.2 (M) w.r.to P / Q / Z	M/c
∅ 0.15 (M) w.r.to Q / P (M) / Z	∅ 0.15 (M) w.r.to Q / P (M) / Z	M/c
∅ 13.3 +0.075 / 0	∅ 13.3 +0.075 / 0	M/c
∅ 0.05 w.r.to R	∅ 0.05 w.r.to R	M/c
∅ 11.3 +0.2 / 0	∅ 11.3 +0.2 / 0	M/c
9.7 (01 Center)	9.7 (01 Center)	M/c
31.7 0 / -0.3 (01 Center)	31.7 0 / -0.3 (01 Center)	M/c
14.35 ±0.1	14.35 ±0.1	M/c
Rz8	Rz8	M/c
41.4 ±0.25	41.4 ±0.25	M/c

A973/A975 Specification

Rz12	Rz12	M/c
Rz8	Rz8	M/c
3.25 0 /-0.2	3.25 0 /-0.2	M/c
18	18	M/c
∅ 20 ±0.2	∅ 20 ±0.2	M/c
Rz12	Rz12	M/c
36.5 (01 Center)	36.5 (01 Center)	M/c
3.5	3.5	As Cast
0.5 Max.	0.5 Max.	M/c
∅ 108.75±0.1	∅ 108.75±0.1	M/c
Position ∅ 0.1 w.r.to PQ (01 Center)	Position ∅ 0.1 w.r.to PQ (01 Center)	M/c
65°-75°	65°-75°	M/c
0.5 Max.	0.5 Max.	M/c
Unless & Otherwise specified, Chamfer & Radius Dimensions Shall Be 0.5 Max.	Unless & Otherwise specified, Chamfer & Radius Dimensions Shall Be Radius 0.5 Max.	Info
For Unspecified Machining, Tolerances are as per ISO 2768 mK	For Unspecified Machining, Tolerances are as per ISO 2768 mK	Info
After Machining, the part should be free from Burr, Sharp Edges & Defects	After Machining, the part should be free from Burr, Sharp Edges & Defects	Info
PS 686b Porosity acceptance standard cast components	PS 686b Porosity acceptance standard cast components	Info
Cleanliness as per MPT Standard: S40 029, TS-A, n=1, G/N<=0.99 mg. X<=600 Microns	Cleanliness as per MPT Standard: S40 029, TS-A, n=1, G/N<=0.99 mg. X<=600 Microns	Washing
All Geometrical Tolerances are critical to performance	All Geometrical Tolerances are critical to performance	Info
Datum X,Y,Z are from Casting	Datum X,Y,Z are from Casting	Info
For Casting details, Refer 3D Model A973 0001CA01	For Casting details, Refer 3D Models	Info
Restricted and reportable substances as per GMW 3059 (Standard location - EXT-MAGNA-13)	The Part material should be confirm as per EXT-MAGNA-13_GMW3059 RoHS STANDARD	Info
Distance 1.832	Distance 1.832	M/c
23.26 Deg	23.26 Deg	M/c
Dia 6 / X2	Dia 6 / X2	As Cast

A973/A975 Specification

Sr. No.	Mc Balloon No.	Critical		Specification	Balloon Sp
		MPT	SC/CC		A973 Rev 03
1	1			Diameter	Dia 116.5
2	2		◇	Flatness	0.08
3	3			Width	4.25 0 / -0.2
4	4			Surface Finish	Rz 12
5	5			Surface Finish	Rz 8
6	6			Chamfer	0.2-0.5
7	6A			Chamfer angle	45°±2°
8	7		◇	Diameter	55 0 / - 0.15
9	8		◇	Position	Ø 0.15 w.r.t P -Q
10	9			Surface Finish	Rz 8
11	10			Distance (Rib)	0.5
12	11			Note	Remove sharp edge
13	12			Note	Ø 86.5 (Refer note no 8) Concave 0.04 Allowed
14	13			Concave	0.04
15	14			CD	29.62
16	15			CD	38.25
17	16			CD	39.31
18	17			CD	48.14
19	18			CD	4.29
20	19			CD	10.23
21	20			CD	49.03
22	21			CD	40.8
23	22			CD	27.52
24	23			CD	30.97
25	24			Note	Unless otherwise specified chamfer & radius dimensions shall be 0.5 max
26	25			Note	After machining the part sholud be free from burr , sharp edges & defects
27	26			Note	PS 686 b porosity acceptance standard cast components
28	27			Note	Cleanliness as per MPT STD: S40 029, TS-A, n=1, G/N<=0.5 mg, X<= 600 microns
29	28			Note	All geometrical tolerances are critical to performance
30	29			Note	Unspecified chamfer 0.3~0.5 X 45 ° & Radius 0.3~0.5
31	30			Note	For casting Detail refer 3D Model

A973/A975 Specification

32	31			Note	"@" Flatness of the surface outside area of Ø 86.5 should be 0.08 Max & within Ø 86.5 should be 0.04 Max concave only
33	32			Note	The part material should be confirm as per EXT-MAGNA-13_GMW3059 RoHS standard
34	33			Mass in Kg	0.063
35	34			Material	ADC 12 AS per JIS H 5302
36	35			Width	
37	36			Angle	
38	37			Diameter	
39	38			Diameter	
40	39			Width	
41	40			Flatness	

A973/A975 Specification of Cover

Ballooning Summary (A973 Cover)				
Sr. No.	Mc Balloon No.	Specification	Balloon Specification	
			A973 Rev 03	Rev 04
1	1	Diameter	Dia 116.5	Dia 116.5
2	2	Flatness	0.08	0.08
3	3	Width	4.25 0 / -0.2	4.25 0 / -0.2
4	4	Surface Finish	Rz 12	Rz 12
5	5	Surface Finish	Rz 8	Rz 8
6	6	Chamfer	0.2-0.5	0.2-0.5
7	6A	Chamfer angle	45°±2°	45°±2°
8	7	Diameter	55 0 / - 0.15	55 0 / - 0.15
9	8	Position	Ø 0.15 w.r.t P -Q	Ø 0.15 w.r.t P -Q
10	9	Surface Finish	Rz 8	Rz 8
11	10	Distance (Rib)	0.5	0.5
12	11	Note	Remove sharp edge	Remove sharp edge
13	12	Note	Ø 86.5 (Refer note no 8) Concave 0.04 Allowed	Ø 86.5 (Refer note no 8) Concave 0.04 Allowed
14	13	Concave	0.04	0.04
15	14	CD	29.62	29.62
16	15	CD	38.25	38.25
17	16	CD	39.31	39.31
18	17	CD	48.14	48.14
19	18	CD	4.29	4.29
20	19	CD	10.23	10.23
21	20	CD	49.03	49.03
22	21	CD	40.8	40.8
23	22	CD	27.52	27.52
24	23	CD	30.97	30.97
25	24	Note	Unless otherwise specified chamfer & radius dimensions shall be 0.5 max	Unless otherwise specified chamfer & radius dimensions shall be 0.5 max
26	25	Note	After machining the part sholud be free from burr , sharp edges & defects	After machining the part sholud be free from burr , sharp edges & defects
27	26	Note	PS 686 b porosity acceptance standard cast components	PS 686 b porosity acceptance standard cast components
28	27	Note	Cleanliness as per MPT STD: S40 029, TS-A, n=1, G/N<=0.5 mg, X<= 600 microns	Cleanliness as per MPT STD: S40 029, TS-A, n=1, G/N<=0.5 mg, X<= 600 microns
29	28	Note	All geometrical tolerances are critical to performance	All geometrical tolerances are critical to performance
30	29	Note	Unspecified chamfer 0.3~0.5 X 45 ° & Radius 0.3~0.5	Unspecified chamfer 0.3~0.5 X 45 ° & Radius 0.3~0.5
31	30	Note	For casting Detail refer 3D Model	For casting Detail refer 3D Model

A973/A975 Specification

32	31	Note	"@" Flatness of the surface outside area of Ø 86.5 should be 0.08 Max & within Ø 86.5 should be 0.04 Max concave only	"@" Flatness of the surface outside area of Ø 86.5 should be 0.08 Max & within Ø 86.5 should be 0.04 Max concave only
33	32	Note	The part material should be confirmed as per EXT-MAGNA-13_GMW3059 RoHS standard	Restricted & reportable substances as per GMW 3059 (Standard location - EXT-MAGNA-13)
34	33	Mass in Kg	0.063	0.063
35	34	Material	ADC 12 AS per JIS H 5302	ADC 12 AS per JIS H 5302
36	35	Width		3+0.3 / +0.1
37	36	Angle		15°
38	37	Diameter		Ø101.64
39	38	Diameter		Ø114.7
40	39	Width		1.25 +0.35
41	40	Flatness		0.05

Specification

SL NO.	Ballon No.	Class	Specification
1	1		Depth 20.0±0.3
2	2		Chamfer 0.5±0.2
3	2A		Chamfer angle 45° ±3°
4	3		Chamfer 0.5±0.2
5	3A		Chamfer angle 45° ±3°
6	4		Ø14 Surface Roughness Rz 8
7	5		Ø11.7 ±0.05
8	6		Ø14.188 - 14.231
9	7		Ø11.7 Surface Roughness Rz 8
10	8		Depth 10.0±0.3
11	9		Body
12	10		Cover
13	A		Tool No, No of cavities
14	B		Cavity no , MFG Year
15	11		R63.5±0.5
16	12		Supplier Logo
17	13		Dist 12.5±0.5
18	14		Angle 26.92°±2
19	15		Angle 14°±1
20	16		Direction CW
21	17		Dist 1.3711
22	18		Customer Part No
23	19		Dist 58.5705
24	20		Dist 36.4252
25	21		After assembly Dim.29.5 -0.5
26	22		After assembly Dim110.3 -0.4
27	23		Ø41.12 +0.04
28	24A		Bolt-1 tightening Torque.4.6~6.6 N.m
29	24B		Bolt-2 tightening Torque.4.6~6.6 N.m
30	24C		Bolt-3 tightening Torque.4.6~6.6 N.m
31	24D		Bolt-4 tightening Torque.4.6~6.6 N.m
32	24E		Bolt-5 tightening Torque.4.6~6.6 N.m
33	24F		Bolt-6 tightening Torque.4.6~6.6 N.m
34	25		8 Character Identification
35	25A		Traceability marking :Day, month & year Ex: 22A8 (22 ;day of month - A for Month Jan & 8 for Year
36	25B		HHMM, HH-Hour, MM-Mins
37	25C		Engraving
38	26		R0.4 Max x 4X
39	27		R0.4±0.2 x 4X
40	28A		Distance 39.149 +0.1
41	28B		Machining line identification
42	28C		Inner roter Ø41.12 +0.04
43	29		Month & Year : Body & Cover
44	30		Week number Body & cover
45	31A		Inner roter chamfer angle 45°-50°
46	31B		Inner roter chamfer Dist 1.6-2
47	32		100 % inspection of all Oil pump assly for Flow & Drag Torque Testir
48	32A		Rotation Torque must Not Exceed 1Nm at 10RPM
49	32B		Test fixture may not apply axial force to cover or restrict leakage flow
50	32C		Matching shaft : Ø41.10, Ø41.08, 39.1/39.9 Across Flats. Flow test u

Specification

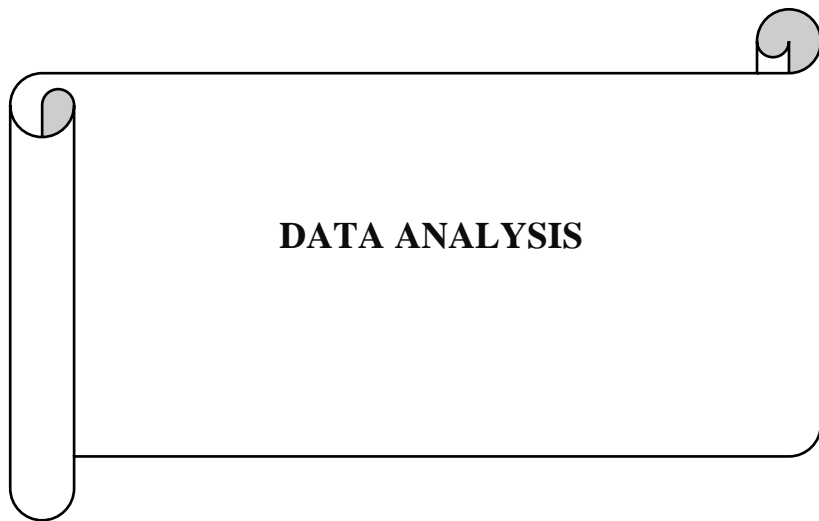
51	32D	Fuchs titan EG ATF134FE
52	32E	Level of reservoir fluid must be 113 mm Min Below shaft center line
53	32F	Oil Temp. 53°C ±5°C
54	32G	Pump self prime below 500 RPM
55	32H	Minimum Flow rate 5.972 LPM
56	32H	Pressure 0.55bar
57	32H	1000 RPM
58	33	Cleanliness as per MPT STD. S40 029 TS-A.n=1. G/N<=2.0mg.x<60
59	34	PS 6866 Porosity Acceptance Standard Cast Component
60	35	Dimension Marked by \$ will be checked at individual part level
61	36	BOM
62	36A	Body
63	36B	Cover
64	36C	Inner Roter
65	36D	Outer Roter
66	36E	Screw
67	37	Heat Treatment
68	38	Surface Treatment
69	39	Mass 0.560 Kg

5.1 Input Material is not in specification

The following main defects of input may cause the taper mark or tool mark

1. Tool or line mark in the product after being released from the CNC machine
2. Products are not been cut properly
3. Dent Mark in the product
4. Product Over size and under size
5. Product are not been polished properly

The main cause found for this problem is due to products are not placed properly in the CNC grinding machine, and also the problem of dent occurs due to the product get slips from the and of the worker and the product falls one over another.

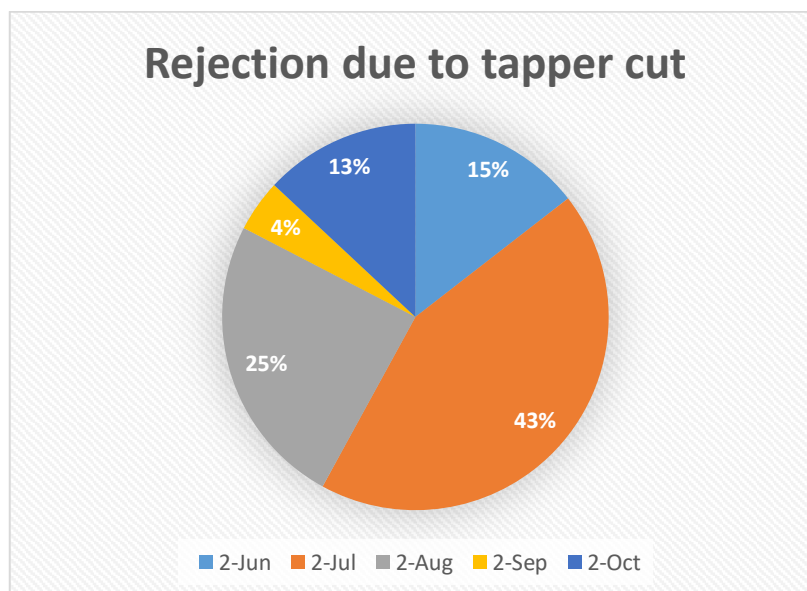


DATA ANALYSIS

5.1 Causes occurs due to tapper cut

Table 1: Causes occurs due to tapper cut

Month	Production(nos)	Total Rejection	Rejection due to tapper cut	% in total Rejection
JUNE 2	1754	75	10	13.33%
JULY 2	2328	78	30	38.47%
AUG 2	2992	82	17	20.73%
SEP 2	1964	57	3	5.26%
OCT 2	2218	80	9	11.25%+

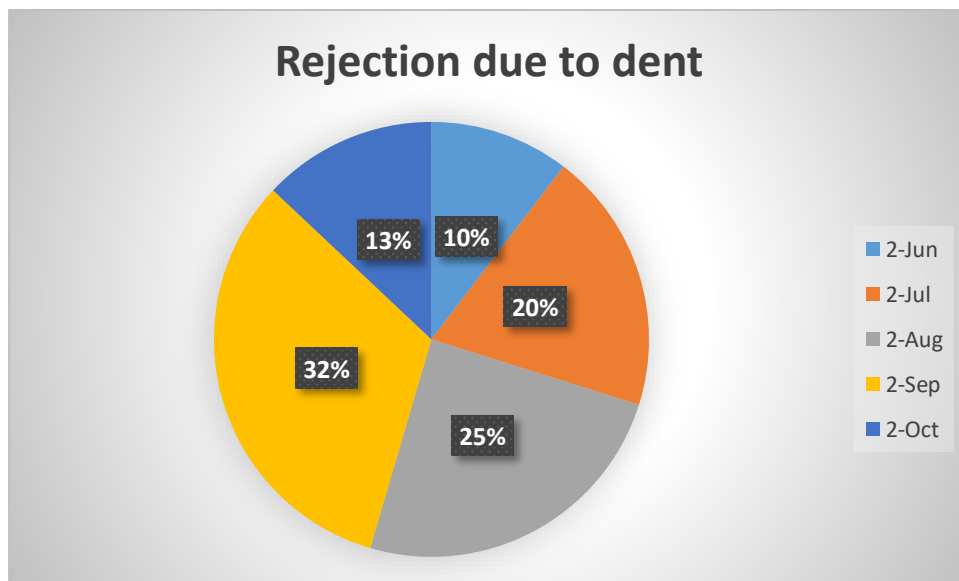


Interpretation: The above table and graph shows that the rejection percentages due to tapper cut affects the production of the organization and hamper the quality of the product, the more number of rejection has occur in the month of July and less in the month of September

5.2 Causes occurs due to dent

Table 2: Causes occurs due to dent

Month	Production(nos)	Total Rejection	Rejection due to dent	% in total Rejection
JUNE 2	1754	75	8	11%
JULY 2	2328	78	15	19.23%
AUG 2	2992	82	19	23.17%
SEP 2	1964	57	25	44%
OCT 2	2218	80	10	13%

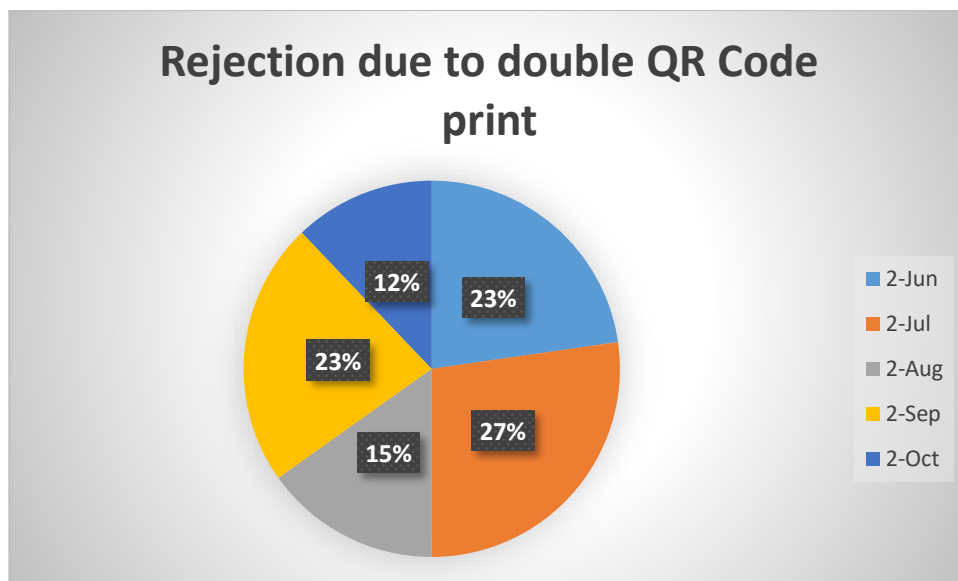


Interpretation: The above table and graph shows that the rejection percentages due to dent affects the production of the organization and hamper the quality of the product, the more number of rejection has occur in the month of September and less in the month of June.

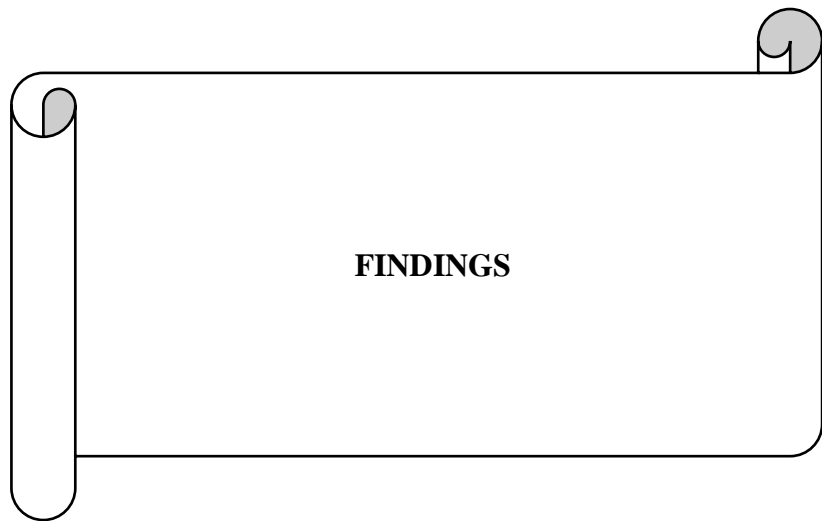
5.3 Causes occurs due to Double QR code printing

Table 3: Causes occurs due to Double QR code printing

Month	Production(nos)	Total Rejection	Rejection due to double QR Code print	% in total Rejection
JUNE 2	1754	75	15	11%
JULY 2	2328	78	18	19.23%
AUG 2	2992	82	10	23.17%
SEP 2	1964	57	15	44%
OCT 2	2218	80	8	13%



Interpretation: The above table and graph shows that the rejection percentages due to double QR code printing affects the production of the organization and hamper the quality of the product, the more number of rejection has occur in the month of June and less in the month of October.



Chapter 6

6. FINDINGS

1. Implementation of Pusher

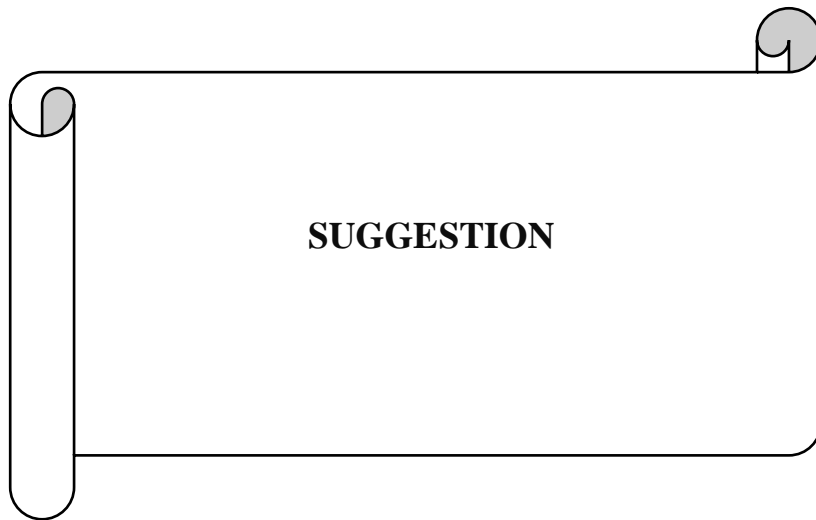
Thus, we attempted to resolve the tool mark problem by using the cause and effect diagram tool. Implementation of pusher helps to decreased the rejection of parts. As a result there are more quality production.

2. Implementation of Rubber

Thus, we attempted to resolve the Dent problem by using the cause. Implementation of rubber in different places helps to decreased the rejection of parts.

3. Implementation of Sensor

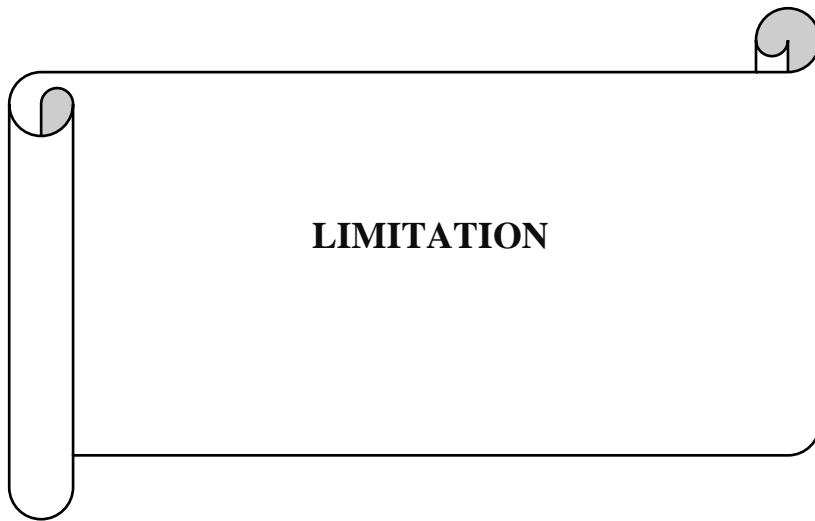
Thus, we attempted to resolve the double QR code problem by using the cause. Implementation of sensor 1000 in CNC turning machine helps to decreased the rejection of parts.



Chapter 7

7. SUGGESTION

- Sensor SR1000 to avoid double QR code printing
- Oiling and clearing the burr before use age
- Implementation of Pusher in CNC turning machine
- Rubber can be placed which can help the OP to separate the Router and there will be no dent in the product
- Height from which the product is falling in the bin can be reduced



Chapter 8

8.1 Key learning

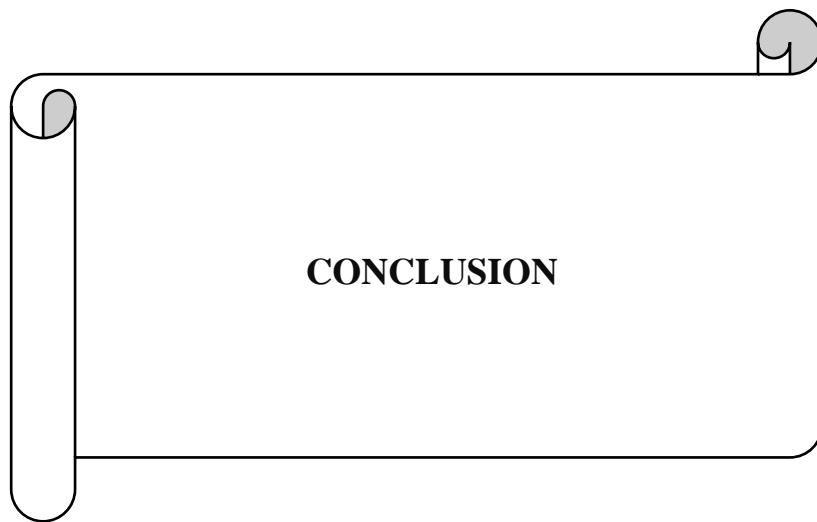
1. Learn about different machines used for production of Oil Pump.
2. Got to know about different Poka-Yoke tools.
3. How to implement those tools for more quality production.

8.2 Contribution to the host organization

1. By reducing the taper cut from the router by installing pusher in CNC turning machine . for effective production in the organization.
2. In the production of oil pump maintained and checked the overall quality in whole process.
3. Implemented POKAYOK tool to reduce dent marks in the process of oil pump production

8.3 LIMITATION

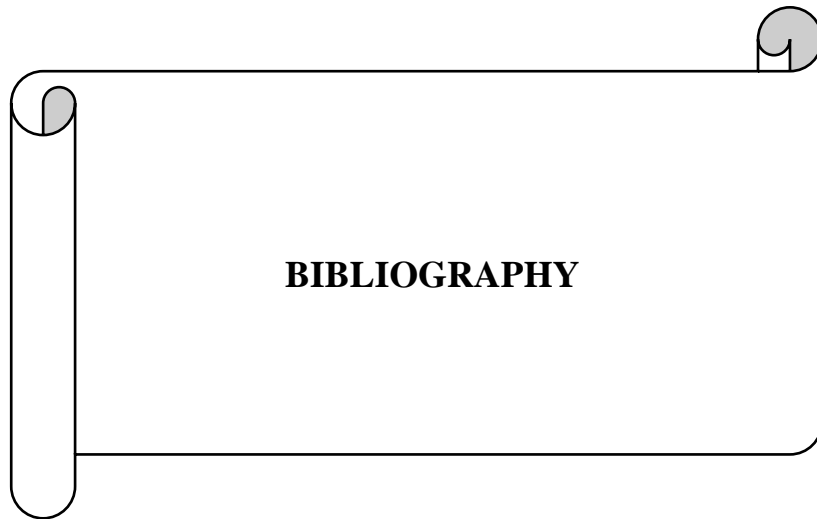
1. The information is derived from corporate documents for the months of June 01 and Oct 01
2. Between SEP 01 and NOV 01, the project is examined.
3. Only issues relating to taper cuts and dents are subject to root cause analysis



Chapter 9

9. CONCLUSION

The project on maintaining the product's quality in the oil pump using poka-yoke tools was conducted at Advik Hi-Tech, Chakan for the purpose of achieving customer satisfaction through quality enhancement. The objective of the study was to keep the product's quality high in the oil pump by using poka-yoke tools and reduce product faults in oil pump with the improvement in CNC turning Machine Process. To meet the objectives POKA YOKE technique was used for quality enhancement in the organization and interviews was taken to study the issue in depth. POKA YOKE tools play crucial role in reducing human error. In the outcome of the project quality standard improved and customer satisfaction achieved with the organization growth and cost reduction.



Chapter 10

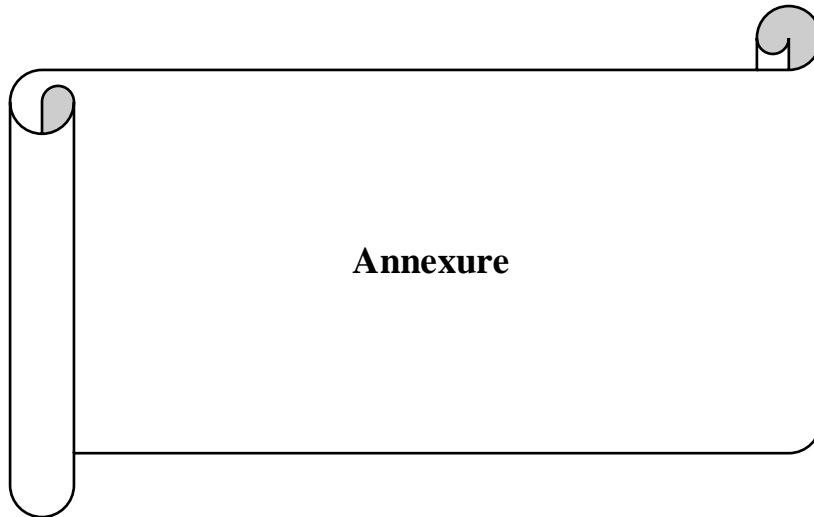
10. BIBLIOGRAPHY

❖ Web site:-

<https://advik.co.in/>

❖ BOOKS:-

- 1. Principal and Philosophies of Quality Management**
- 2. Total Quality Management**



Annexure



Double QR code is been printed



After using of sensor 1000 no double QR code is been printed



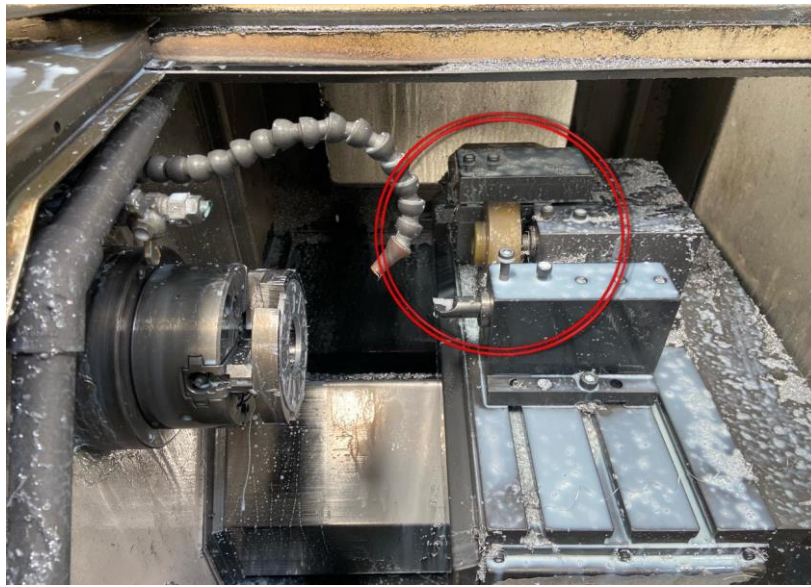
Tapper Cut in the Product



Tapper Cut



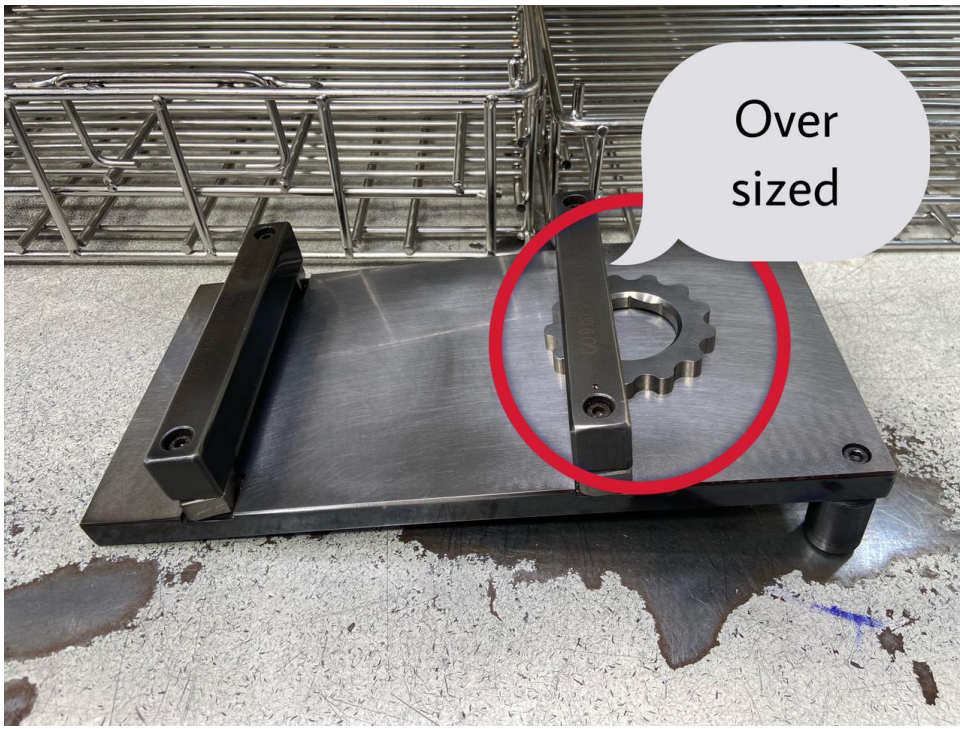
Product Not placed Properly due to which taper cut comes



Implementation or Pusher as a Poka Yoke tools



Quality Cheak At Quality gate



Over size of the product which is not fulfilling the customer satisfaction



Products falls one over another which resulted as Dent in the product

A
Project Report
On
“Gauging the customer’s perception towards quality improvement in
goods and services”
At
“Avians Innovations Technology”
Submitted to the Savitribai Phule Pune University in
Partial Fulfillment of Requirement for the Award of Degree of
MASTER OF BUSINESS ADMINISTRATION

SUBMITTED BY

Ms. Kalyani Belhe

MBA –III Semester

UNDER THE GUIDANCE OF

Dr. Vinod Bhelose

Through

The Director, ATSS’s
Institute of Industrial and Computer Management and
Research
Pradhikaran, Nigdi, Pune



Batch 2021-23

INSTITUTE CERTIFICATE

This will be given by our Institute

COMPANY CERTIFICATE

TO WHOM SO EVER IT MAY CONCERN

This is to certify that Mr./ Ms. has successfully completed summer internship project work entitled

“.....”

during the period fromto

Date:

Place:

Authorized signatory
(With company seal)

FORMAL FEEDBACK AND EVALUATION SHEET

This is to certify that Mr. / Ms. Has completed summer Internship at our organisation. The task handle by him are as follows

- Nature of work :
- Quantum of work:
- Effectiveness:
- Overall Professionalism:
- Learning outcome:
- Utility of SIP to the host organization:

Date:

Place:

Authorized signatory

(With company seal)

STUDENT DECLARATION

I, the undersigned, hereby declare that the Project Report titled “ **Gauging the customer’s perception towards quality improvement in goods and services**” written and submitted by me to the Savitribai Phule Pune University in partial fulfillment of the requirements for the award of degree of Master of Business Administration under the guidance of **Dr. Vinod Bhelose** is my original work and the conclusions drawn therein are based on the material collected by myself.

Date:

Signature

Place:

Name Kalyani Belhe

ACKNOWLEDGMENT

I take this opportunity to express my profound gratitude to Our **Director, Dr. Abhay Kulkarni**, Our **HOD Dr. (Adv.) Manisha Kulkarni** whose wisdom as well as foresight, I continually benefit from. I am indebted to them for extending me all the cooperation and patronage they render towards us. They have been wonderful supporters and continuous motivators for me which helped me in turning my ordinary project into an excellent one.

I also take this opportunity to express a deep sense of gratitude to Company project guide **Ms. Riddhi Saxena, Sales Head Backend Operation Manager, Avians Innovations Technology Pvt. Ltd.** for her cordial support, valuable information and guidance, which helped me in completing this task through various stages.

I am obliged to staff members of **Avians Innovations Technology Pvt. Ltd.**, for the valuable information provided by them in their respective fields. I am grateful for their cooperation during the period of my SIP.

It is my privilege to express my profound gratitude and deep regards to my project guide **Dr. Vinod Bhelose** for his exemplary guidance, monitoring and constant encouragement throughout the course of this summer internship project. The blessing, help and guidance given by her/him time to time shall carry me a long way in the journey of life on which I am about to embark.

I am also very thankful to all SMEs, who laid the foundations of various concepts as well as fruitful discussions and suggestions has helped me to enrich my project work.

I also take immense pleasure to thank Head-Corporate Relations, for giving me an opportunity and placing me for the SIP and Project Coordinator Dr. Jayasri Murali for supporting us throughout the process of SIP.

Lastly, I thank almighty, my parents, brother, sisters and friends for their constant encouragement without which this summer internship project would not be possible.

Place : Pune

Date :

Signature of the Student

Kalyani Belhe

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Chapter 1

Executive Summary

Chapter 1

EXECUTIVE SUMMARY

Project Title : “Gauging the customer’s perception towards quality improvement in goods and services”

Company Name : Avians Innovations Technology Pvt. Ltd.

Industry Type : Automation

Duration : 2 Months

1.1 Objectives of the study

- To understand the source of awareness about company among the respondents.
- To determine the customer perception towards goods and services provided by the company.
- To provide suggestions for the quality improvement in goods and services to the company.

1.2 Need of the Study

The study needs to be conducted to understand the customer’s perception to improve the quality in goods and services provided. The insights from the study will contribute in understanding the parameters affecting a enquiry in order to change into potential customer. To fulfill customer’s demand the process undergoing right from the manufacturing process to installation service can be enhanced by this study, by right allocation of task to the respective teams.

1.3 Scope of the Study

Conceptual Scope

The Conceptual Scope is limited to handling the enquiries in terms of reverting, follow-up, customer awareness of the products and services provided. The analysis will help the company to retain its customers and hence becoming standing out from its competitors. Developing strategies as per to increase and strengthen customer relationship.

Geographical Scope

The geographical scope was boundless to any area in India, all the regions i.e. north, south, east and west were considered. The data collected from the availed data given by the company.

1.4 Timeline of the Project

The project was conducted from 2nd September'2022 to 2nd November 2022.

1.5 Research Methodology

For this study research methodology was quantitative research and descriptive analysis. The Quantitative research was conducted by Telephonic Interview with pre-determined questionnaire to the clients through convenience sampling method. The data obtained from research was summarized using descriptive analysis to draw conclusion.

1.6 Data Analysis

The data obtained through telephonic Interview with client directly was analyzed using Microsoft Excel tool. The graphs present in excel aided in gaining insights which helped in the understanding about the functioning of the company. Primary Data collected and analysis of each question was performed to find the areas of improvement.

1.7 Limitations of the Study

The data collected is restricted only to the 100 clients of all the customer group of Avians. The time span of Internship being 2 months, the chances of gaining more customer base was limited.

Chapter 2

Organization Profile

Chapter 2

Organization Profile

Avians Innovations Technology Pvt. Ltd.



Driven By Innovation

Automatic Doors and Loading Bay Solutions

Avians Innovations Technology Pvt. Ltd. popularly known as Avians Innovations has 40 years of legacy of the Brand. They take immense gratification in introducing themselves as the pioneer manufacturers & Solution provider for all types of High End Automatic Entrance Doors & Loading Bay Equipments. Their rich heritage and ethics comes from their parent company, A Mathurbhai & Co. started way back in 1982 with a small manufacturing, development center & a handful of technicians & engineers. They gradually grew with strong expertise, hard work & loyal clientele. The product range was all types of conventional doors, rolling shutters & gates.

Their History has always been about-Creating, Building, Innovating, Developing, Servicing high end product for our reputed client. Their Journey has been astonishing from the beginning to their current achievement.

Avians was Set-up as a corresponding business entity in 2007, through their sustained innovation, service-orientation and commitment to deliver nothing but top-notch products, their high end automatic doors are regarded as quality parameters and trend-setters for the entire industry. In just few years, they have established a strong network of sales, service engineers and satisfied customers. Thus their customer retention rate is among the highest in the industry.

The expansion of their network can be gauged from the fact that they have supplied their entrance systems to industrial houses & Commercial, across the length and breadth of the country.

The strength of their doors comes both from the design and the materials used in their fabrication. They design the products to withstand extremes related to:

- Environmental protection against wind, heat, cold, dust, pests and intruders
- Security against forced, unauthorized access

- Highest level of safety
- Sound-control and Fire resistance

Being best in class Infrastructure for manufacturing, quality and delivery they have created the a tag line which they believe in

Whatever be the nature of your business, Avians has a solution to match every need and purpose.

Vision

- Customer Satisfaction
- Innovative & Customized Premium Products
- Prompt After sales Service & support
- Economical and Best Quality Products
- Faster & On-Time Delivery

Mission

- Creating new benchmarks
- Guaranteeing full customer satisfaction
- An exciting range of products
- Making on-time, on-budget deliveries to our clients
- Offer an array of design options
- Continuous innovation and a drive to roll-out value-added products

Company Brand -Leaptor



Leaptor brand is the registered entity owned by **Avians Innovations Technology Pvt. Ltd.** who has been one of the pioneer manufacturers with more than three decades in providing end-to-end solutions' in high-end automatic doors with vast experience in acquiring more than 500+ prominent corporate and global brands and successfully executed more than 10000+ products so far and learnt to follow the best business practices from its parent company.

Avians is an ISO:9001, ISO:14001 and OHSAS 18001 company with its complete range from to its latest range of **Physical Access Solutions** which are truly tested for Indian conditions and have been certified with **CE Standard** for the complete array of products in **Physical Access Systems (PAS)**.

The company aims to target **Sustained Innovation, Service-Orientation** and **Commitment** to deliver world class products.

Leaptor offers wide range of products from **Turnstile, Boom barrier, Flap barriers, Swing barriers to Access Control Solutions**, These products are designed to create a difference to your secure premises and assures peace of mind to users. The company's strong technical backbone in innovative R&D and manufacturing facilities ensures that each product delivers on their promise of quality, precision and innovation. The company's extensive pan India sales and service network presence makes sure support is always at hand. Their products are designed with engineering excellence to ensure compliance as per International Standards for withstanding toughest weather and application conditions in India and to give clients the assurance of quality class cost effective solutions.

A Very Strong Chain of Committed Employees

The driving force behind Avians exceptional product quality and service is over handsome number of efficient & well-trained employees. From their corporate office to nationwide Sales, service teams, employees carry on their proud tradition to delivering 100% customer satisfaction anywhere within the country. Avians was founded with a strong commitment to quality, integrity and service. These principles founded by their principal company are the foundation of Avians even today and living with these core values is as essential to the success today, as it was in the past.

Senior management team comprises of professionals, who have sound training in designing, engineering, finance, management, sales and marketing, and years of versatile experience in the door manufacturing industry. Dealing hands-on with every aspect of the production process, they are also highly resourceful in their strategic thinking, sales & marketing efforts and 'people management' skills and have, through their sound expertise and years of experience, put Avians on a high growth path. Result-driven and highly-motivated, senior management team is highly quality conscious and keeps a watchful eye on the top and bottom-line growth of the company. Balancing product aesthetics, with a tech-savvy outlook, they are committed to making Avians a frontrunner in producing high-quality, on-time door systems of all kind, and within the client's specified Requirement.

Headquartered at the core of Pune's industrial and automotive area (PCMC), Avians has a 2,80,000 sq. ft. plant and warehouse facility. Their facility is meant to be a state-of-the art establishment, backed by hi-end technology, an advanced suite of tools and machinery in order to optimize their production capacity and address bulk order requirements of Indian and international clients.

The Best in Class Infrastructure

Equipped with latest, advanced technology, they have a sound and sophisticated infrastructure that enables to meet the quality expectations of customers. They follow a very stringent quality control mechanism, and have a system of quality check and balances at every stage of the production cycle in order to turn out an international quality batch. Well-equipped with modern-day plant facilities needed to streamline production process and offer timely deliveries of bulk consignments. Manufacturing unit boasts of a battery of Indian and imported hi-tech machines for faster production of superior quality door solutions.

Chapter 3
Task Undertaken

Chapter 3

Task Undertaken

Title of Project:

“Gauging the customer’s perception towards quality improvement in goods and services.”

Avians Technology is well renowned company for its excellent quality, prompt delivery and best service. Avians has customers all over India and overseas. They get company enquiries through Web, Call, Whatsapp and enquiries through employees are the sources through which lead generation takes place. Requirements are generally more for rolling shutters, sliding doors, Dock Shelters, etc. Since Avians is inclined towards B2B type of Business Manufacturing Units, Industries, Warehouses are top clients. Architect or Architecture companies are considered as topmost client as they are source for new projects and leads.

These all points are considered in Business Development Department and taking them into consideration as an Intern, I have handled the respective Enquiries accordingly. In order to improve quality is goods and services to understand the customer’s perception, the task was undertaken in the form of Interview based Feedback.

Chapter 4
Research Methodology

Chapter 4

Research Methodology

4.1 Introduction

Research can be defined as “an activity that involves finding out, in a more or less systematic way, things you did not know”

“Methodology is the philosophical framework within which the research is conducted or the foundation upon which the research is based”

Research Methodology is a chapter of a research describes research methods, approaches and designs in detail highlighting those used throughout the study, justifying it through describing advantages and disadvantages of each approach and design taking into account their practical applicability to research.

4.2 Research Design

The research design refers to the overall strategy that is chosen to integrate the different components of the study in a coherent and logical way, thereby, ensuring you will effectively address the research problem; it constitutes the blueprint for the collection, measurement, and analysis of data. It is an important tool to study buyer's behavior, consumption pattern, brand loyalty and focus market changes. According to me research design has the following steps in the project.

Qualitative Research

Qualitative research is defined as a market research method that focuses on obtaining data through open-ended and conversational communication. This method is about “what” people think and “why” they think so. It is based on the disciplines of social sciences like psychology, sociology, and anthropology. The interviewer also tries to understand their motivation and feelings.

Descriptive Analysis

Descriptive Analysis is the type of analysis of data that helps describe, show or summarize data points in a constructive way such that patterns might emerge that fulfill every condition of the data. It is especially useful for communicating change over time and uses trends as a springboard for further analysis to drive decision-making. Descriptive analysis is the process of using current and historical data to identify trends and relationships. It's sometimes called the simplest form of data analysis because it describes trends and relationships but doesn't dig deeper.

4.3 Sampling Framework

4.3.1 Sampling Type

The sampling unit were clients of Avians Innovations Technology.

4.3.2 Sample Size:

Based on the availability of targeted population, 100 clients were interviewed and data has been collected.

4.3.3 Sampling Method:

The sampling method selected for this study was convenience sampling.

- **Convenience sampling:**

In convenience sampling, components of the sample are selected only for their proximity to the researcher. Since there is no other selection parameter involved, these samples can be implemented quickly and simply.

4.4 Data Collection:

The data is collected mainly from two sources i.e.

Primary Data:

Data that has been generated by the researcher himself/herself, surveys, interviews, experiments, specially designed for understanding and solving the research problem at hand. Primary data are usually collected from the source where the data originally originates from and are regarded as the best kind of data in research.

Secondary Data

Secondary data is the data, which is already collected by someone else, and which is used for study purpose, it is the data, which gives relevant information in the different fields, wherever we want.

Secondary data is the data that has already been collected through primary sources and made readily available for researchers to use for their own research. It is a type of data that has already been collected in the past.

The information was collected through primary source of data through discussion with clients of the organization. Primary data was collected with the help of Interview using pre-determined questions

4.5 Summary of the Research Instrument:

The research instrument used for this study was telephonic Interview with pre-determined questionnaire. Telephonic interview is a data collection method which comes benefits of convenience, increased privacy for respondents.

In the Interview 9 questions were asked and responses were collected.

4.6 Tools for Data Analysis:

The data analysis was done to draw conclusion from the collected data.

The tool used for this project is Microsoft Excel. With help of Microsoft excel pivot charts the data was analyzed. The visual representation of data with help of pivot charts in excel helped to understand data in better way.

Chapter 5
Data Analysis and Interpretation

Chapter 5

Data Analysis and Interpretation

Q1. Are you?

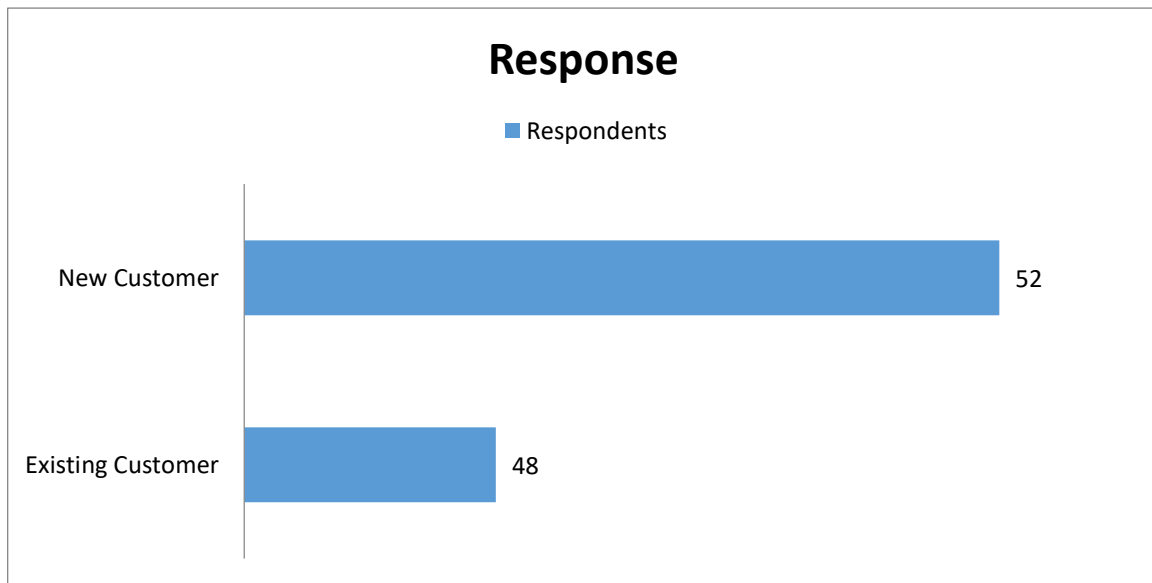
a) Existing Customer

b) New Customer

Table No. 5.1 Different Customer Groups

	Respondents	Percentage %
a) Existing Customer	48	48
b) New Customer	52	52
Total	100	100

Graph No. 1 Graph of Customer Groups enquiring through Sources in Numbers



Interpretation:

There are 2 Customer groups each enquiring through different Sources. New Customer hold 52 numbers which is highest. Existing customers are 48 in number

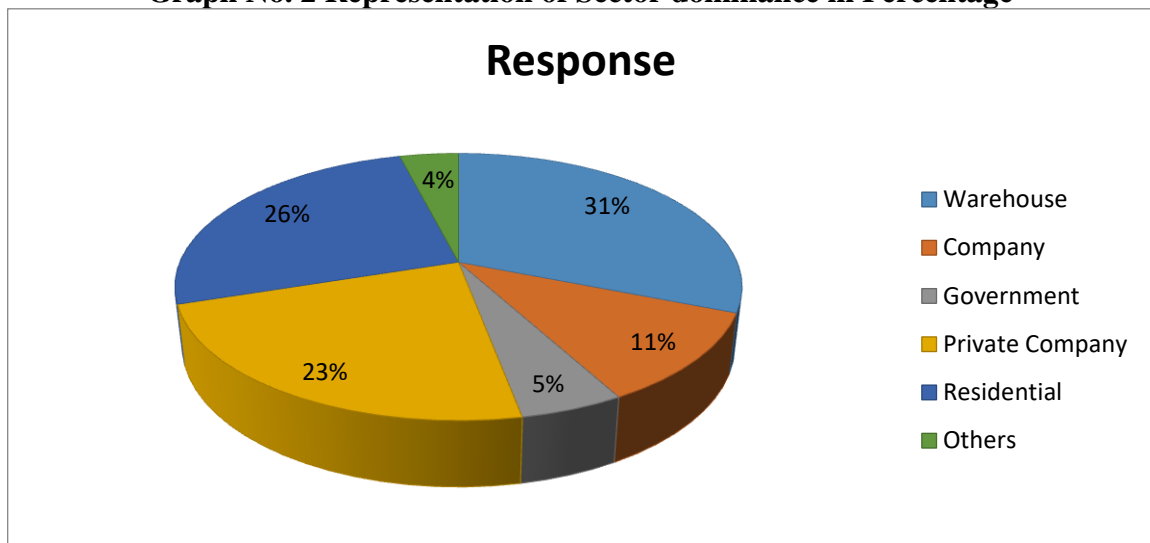
Q2. Which Sector does your Company belong to?

- a) Warehouse
- b) Company
- c) Government
- e) Private Company
- f) Residential
- g) Others

Table No. 2 Different Sectors of Company

	Respondents	Percentage %
a) Warehouse	31	31
b) Company	11	11
c) Government	5	5
e) Private Company	23	23
f) Residential	26	26
g) Others	4	4
Total	100	100

Graph No. 2 Representation of Sector dominance in Percentage



Interpretation:

As we see in the above Response 6 categories are there as Company Sectors, however not all sectors could be included in this Data. No one sector is distinctly dominant and all are having equal hold. 31% being highest belonging to warehouse, company sector are 11% whereas private company are 23%. Least percent belongs to Government Sector and other sectors 4% rather than these sectors. 26% are Residential enquiries.

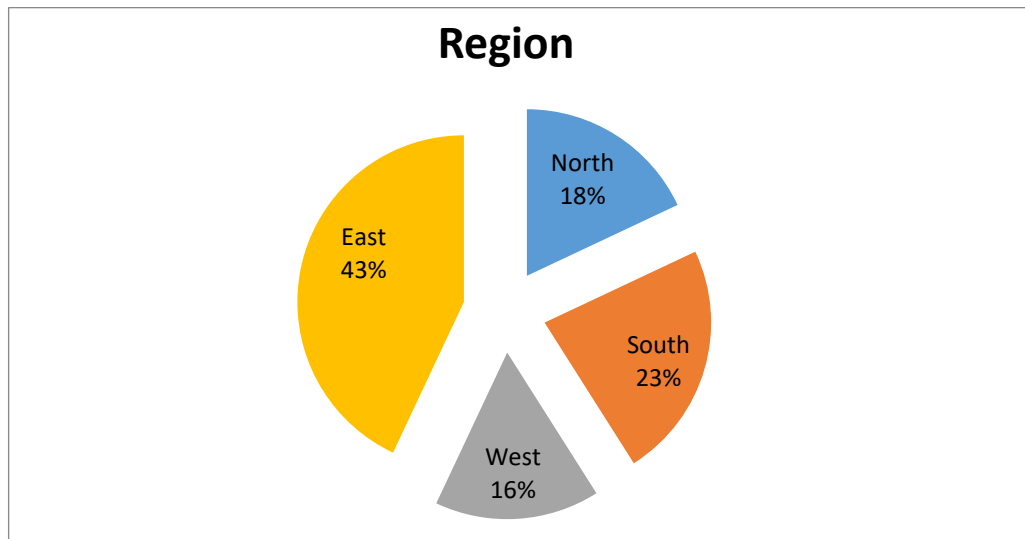
Q3. Where is the Project located? (Region wise)

India - a) North b) South c) East d) West

Table No. 3 Region Wise Project Location in numbers

Region	Project Locations
India a) North	18
b) South	23
c) East	43
d) West	16
Total	100

Graph No. 3 Number of Project Locations in Percentage



Interpretation:

The above Pie Chart shows the Project Locations region wise. East India being dominant 43%, followed by South 23%, North and West having 18% and 16% respectively.

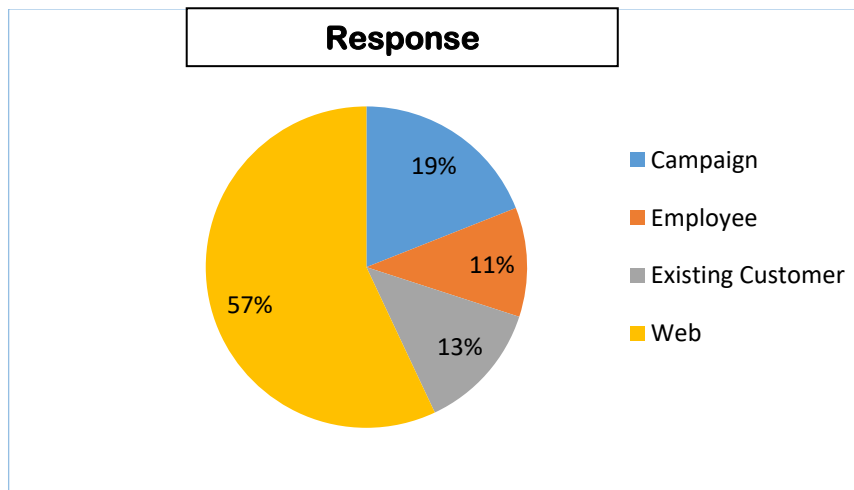
Q4. . How did you got to know about goods and services provided by Avians Innovations Technology?

- a) Campaign
- b) Employee
- c) Existing Customer
- d) Web

Table No. 4 Data of Sources reaching out to Customers

	Respondents	Percentage %
a) Campaign	19	19
b) Employee	11	11
c) Existing Customer	13	13
d) Web	57	57
Total	100	100

Graph No. 4 Effectiveness of the Sources in Percentage



Interpretation:

In the above response it is observed that 19% of the clients came to know about Avians through campaign, existing customers hold 13% whereas 11% which is the least percentage is Employee. The maximum percentage that means most of the customers came to know about Avians through Web having 57%.

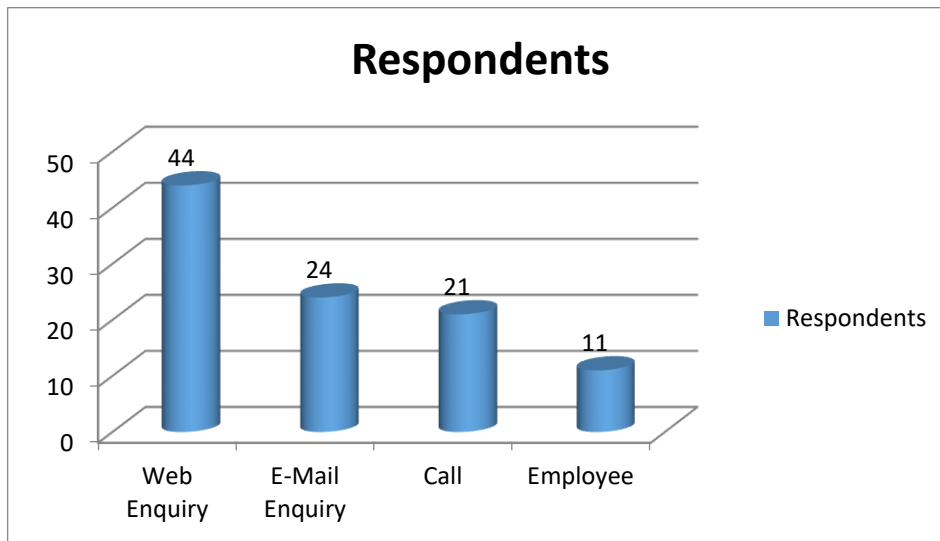
Q5. How did you enquired Avians Innovations Technology?

- a) Web Enquiry
- b) E-mail Enquiry
- c) Call
- d) Employee

Table No.5 Data of Major 4 Sources the customers enquire through

	Respondents	Percentage%
a) Web Enquiry	44	44
b) E-mail Enquiry	24	24
c) Call	21	21
d) Employee	11	11
Total	100	100

Graph No. 5 Graphical representation of Enquiries through sources mentioned



Interpretation:

Here there are 4 Sources mentioned, Web Enquiry being highest in number 44. E-mail enquiries come after, having 24 responses. Call and Employee Enquiries holding 21 and 11 respondents respectively.

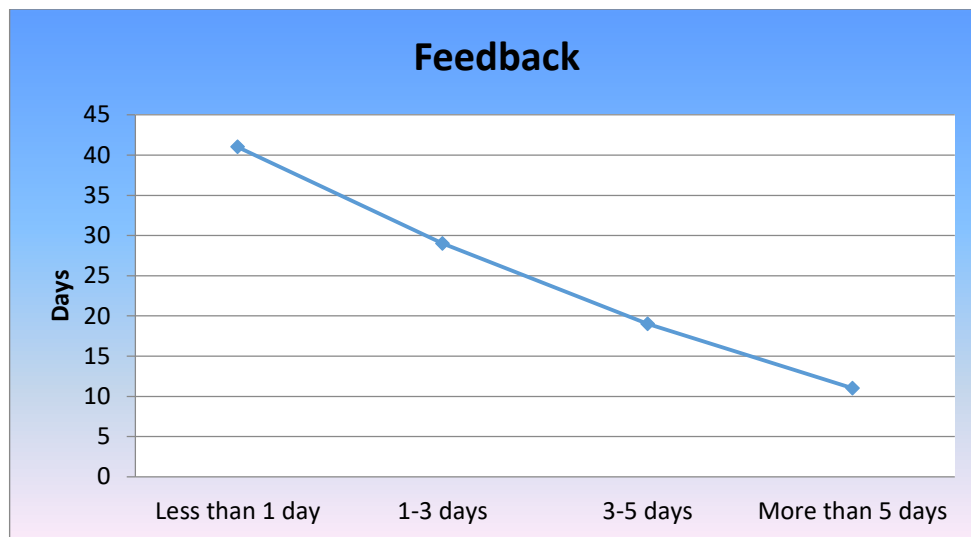
Q6. In how many days you got revert to your enquiry?

- a) Immediate Response (Less than 1 day)
- b) 1-3 days
- c) 3-5 days
- d) More than 5 days

Table No. 6 Days taken for the Enquiry's Revert

Range of Days	Respondents
Immediate Response (Less than 1 day)	41
1-3 days	29
3-5 days	19
More than 5 days	11

Graph No. 6 Graphical Representation of Days taken to revert



Interpretation:

In this Feedback it is observed that Immediate Response taking less than 1 day are higher in number having 41 Respondents. Reverts which took 1-3 are 29 whereas in the range of 3-5 days are 19. The lowest number is for more than 5 days, 11 in number.

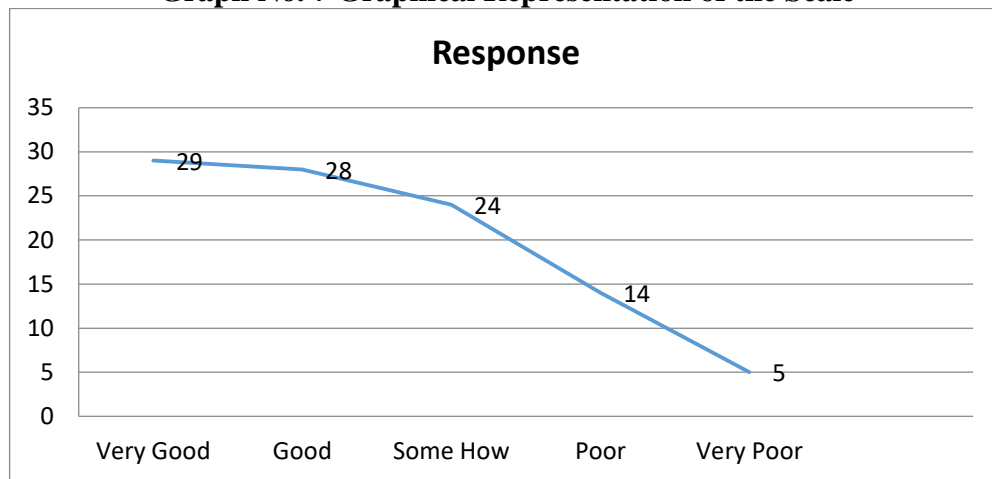
Q7. Rate on the Scale of 5 about the Product Knowledge of Avians.

- 1) Very good 2) Good 3) Some How 4) Poor 5) Very Poor

Table No.7 Understanding of Customers about Products on Scale of 5

Ratings	Very Good	Good	Some How	Poor	Very Poor	Total
Response	29	28	24	14	5	100

Graph No. 7 Graphical Representation of the Scale



Interpretation:

29 clients gave 'Very Good' as response, 28 clients rated 'Good' which is more or less same as earlier. Rating 'Some How' has 24 Respondents. Rate 'Poor' and 'Very Poor' are given by 14 and 5 clients respectively.

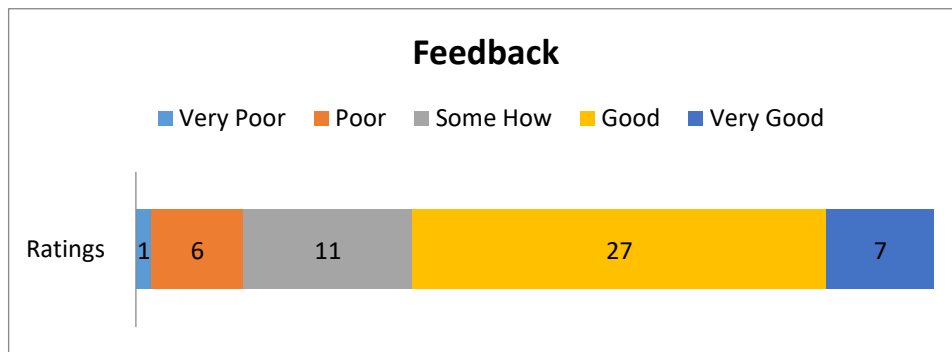
Q8. Rate the installation Service provided by Avians?

1) Very poor 2) Poor 3) Some How 4) Good 5) Very Good

Table No. 8 Rating on Installation Service

Ratings	Very Poor	Poor	Some How	Good	Very Good	Total
Response	1	6	11	27	7	52

Graph No. 8 Feedback of Clients on Installation Service



Interpretation:

Out of 100 clients 52 clients purchased their respective product. The above Feedback is the measurement of the installation Service provided to the clients. Based on the Service given 7 Clients have rated "Very good" on the scale. 11 Clients rated "Some How" on scale on and average the delivery time and installation was average, 1 client has rated "Very Poor. 27 and 6 clients rated "Good" & "Poor".

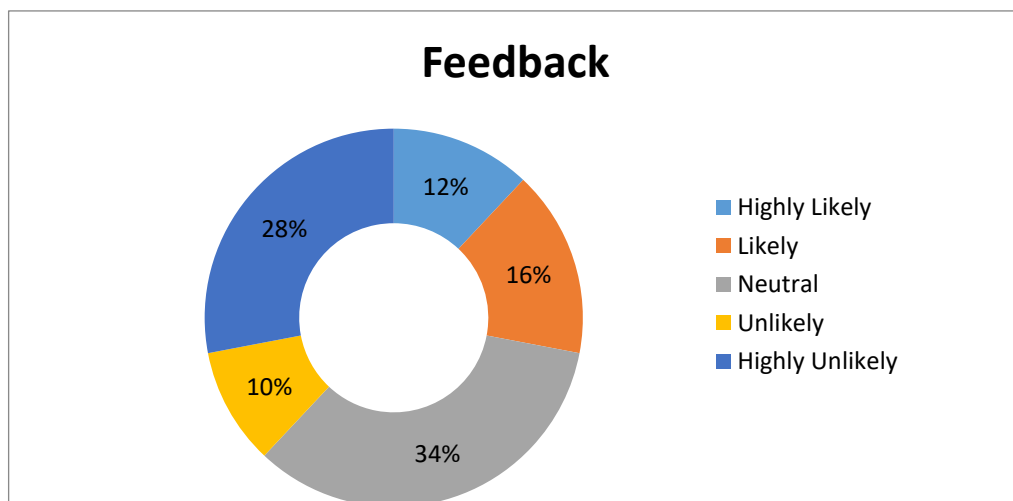
Q9. How likely do you know our Brand “Leaptor”?

- 1) Most likely 2) Likely 3) Neutral 4) Unlikely 5) Most Unlikely

Table No. 9 Customers knowing Leaptor Brand

Scale	Response
Most likely	12
Likely	16
Neutral	34
Unlikely	10
Most Unlikely	28

Graph No.9 Leaptor Brand known to Customers in Percentage



Interpretation:

In the above Graph it is shown that how Leaptor Brand is known to customers. 34% being highest Neutral, highly likely is 12%, likely is 16%, unlikely is 10% and highly unlikely is 28%.

Chapter 6

Findings

Chapter 6

Findings

- There are 48% of customers are existing and 52% of customers are new from which the data has been collected. (Table No.1)
- The majority of customers belong to warehouse sector (31%) followed by Residential (26%) and Private Company (23%) (Table No.2)
- Out of India's Project Locations it is observed that the highest number that is 43 lies in the East region. (Table No. 3)
- The most effective source is Web holding 57% as the highest percent followed by 11% is Company's employee. (Table No. 4)
- The Web enquiries are the highest holding 44 and second highest are E-mail enquiries holding 24. (Table No. 5)
- 41 number of customers enquired experienced immediate response to their enquiry and 11 customers experienced response more than 5 days. (Table No. 6)
- 29 customers rated "Very Good" Product Knowledge and "Some How" rating is given by 24 customers. (Table No. 7)
- The installation service is "Good" according to 27 customers as per the likert rating scale and followed by "Some How" by 11 customers out 52 customers. (Table No. 8)
- The Leaptor Brand is known to 28 customers "Most Likely" aqs per the rating scale and 34 customers have rated "Neutral" being the highest. (Table No. 9)

Chapter 7

Suggestions

Chapter 7

Suggestions

- Web is the source which is reached out to many customers and hence having the most number of enquiries. The Website can be more attractive with simplified Information for customer's engagement. Videos are best for insights and engagement.
- Turning the enquiries into actual enquiries is observed as challenge, to overcome this time-to-time follow-up, reverting, clearing the queries can save time and also generating potential lead.
- The installation service can be improved and customized as per customer's project location and sector they belong to.

Chapter 8
Key Learning & Contribution to the Host
Organization

Chapter 8

Key Learning & Contribution to the Host Organization

Key Learning

The Project helped me to understand that Customer Awareness plays a principal role in knowing the perception of Customers significantly. The customers should be made aware about the service, availability of products, services and scope of actually fulfilling the requirement and providing them with best possible solutions.

Working in I observed that Business Development Team was acting as a bridge between the client and sales Team. Business Development Team has the responsibility of building positive relationships with clients and finding the business opportunities through networking and identifying the potential clients.

To get ROI from the web weekly, monthly and yearly Reports help for analysis, comparison of the Enquiries and understanding the profit generated annually. This also helps in keeping track on numbers of enquiries received.

Contribution to the Host Organization

The contribution this project will make to the organization will be in terms of allocating right tasks to the right human resources training them with right knowledge required. This will help the organization to attain quality in services by finding the flaws of product knowledge within the customers. Consequently improving the quality in goods and services from the Response given by the clients in this telephonic interview.

Chapter 9
Conclusion

Chapter 9

Conclusion

The project on gauging the customer's perception for improvement in quality of goods and services was conducted at Avians Innovations Technology Pvt. Ltd, Chakan, Pune, for the purpose of understanding the customer's understanding through feedback and refining the delivery of products and services. The approach towards every client's needs, expectations can be filtered through this project in terms of product knowledge. From the analysis, the different departments benefitted with the insight as to how to generate potential leads from actual enquiries. To enhance customer awareness, identifying the pattern of enquiries through different sources and handling it accordingly can be advantageous to the Business Development Team.

Chapter 10
Bibliography

Chapter 10

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Annexure

Annexure

❖ QUESTIONNAIRE:

Q1. Are you?

- a) Existing Customer**
- b) New Customer**

Q2. Which Sector does your Company belong to?

- a) Warehouse**
- b) Company**
- c) Government**
- e) Private Company**
- f) Residential**
- g) Others**

Q3. Where is the Project located? (Region wise)

India - a) North b) South c) East d) West

Q4. How did you got to know about goods and services provided by Avians Innovations Technology?

- a) Web Enquiry**
- b) E-mail Enquiry**
- c) Call**
- d) Employee**

Q5. How did you enquired Avians Innovations Technology?

- a) Campaign**
- b) Employee**
- c) Existing Customer**
- d) Web**

Q6. In how many days you got the revert to your enquiry?

- a) E- Mail enquiry
- b) Web- Enquiry
- c) Call
- d) Employee

Q7. Rate on the Scale of 5 about the Product Knowledge of Avians.

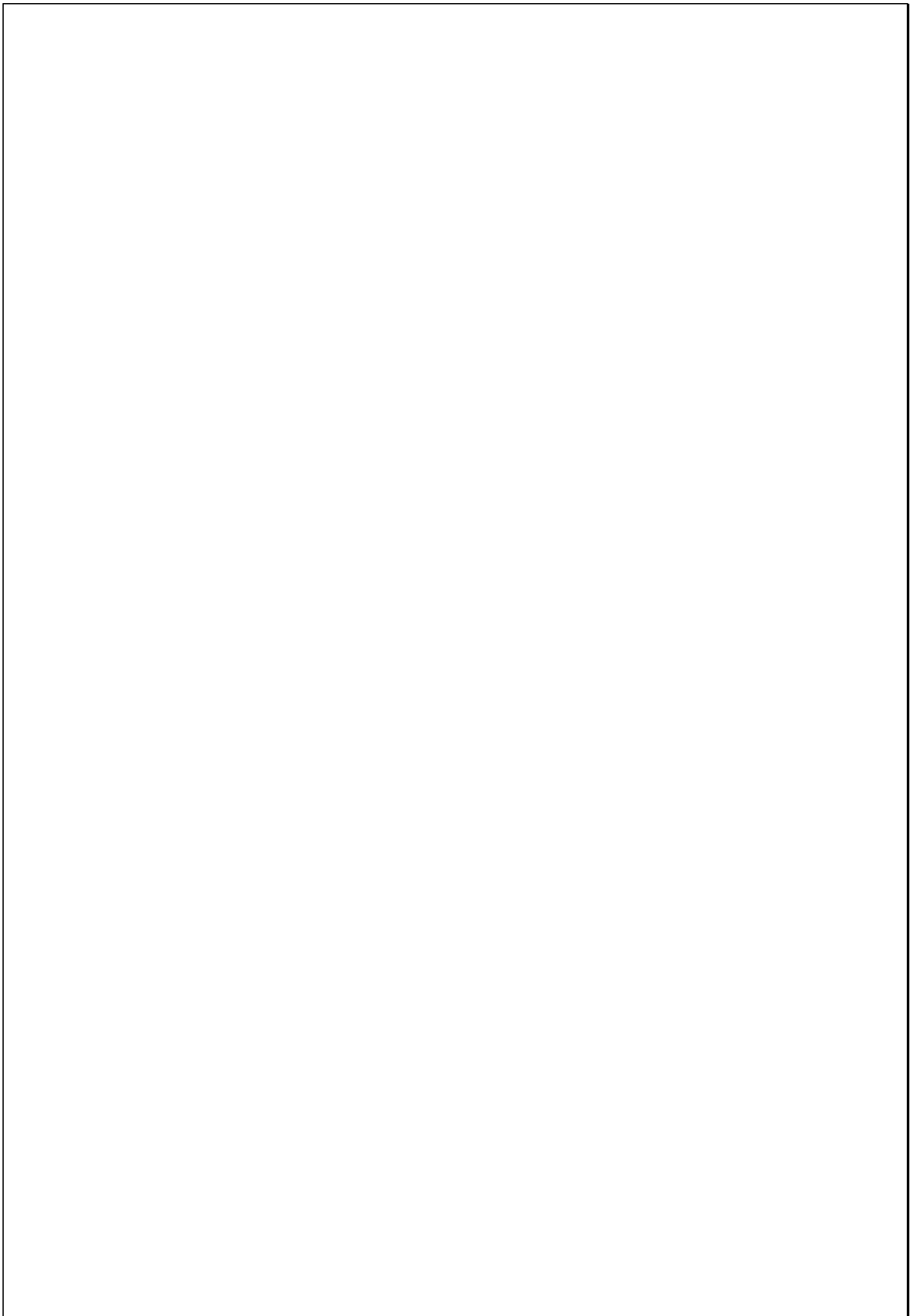
- 1) Very good 2) Good 3) Some How 4) Poor 5) Very Poor

Q8. Rate the installation Service provided by Avians.

- 1) Very Poor 2) Poor 3) Some How 4) Good 5) Very Good

Q9. How likely do you know our Brand “Leaptor”?

- 1) Most likely 2) Likely 3) Neutral 4) Unlikely 5) Most Unlikely



A
Project Report
On
“Analysis of branding and advertising for cosmetic products in the early stages of development”

At
“ Presque India - Gujarat ”

Submitted to the Savitribai Phule Pune University in
Partial Fulfillment of Requirement for the Award of Degree of
MASTER OF BUSINESS ADMINISTRATION

SUBMITTED BY
JEMIN K. VEKARIYA
MBA –III Semester
UNDER THE GUIDANCE OF
DR. RAJENDRA AGAWANE

Through
The Director, ATSS’s
Institute of Industrial and Computer Management and
Research
Pradhikaran, Nigdi, Pune



Batch 2021-23

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PRESQUE[®]
INDIA
COSMETGENICS



TO WHOM IT MAY CONCERN

Internship completion letter

This is to certify that **Jemin Vekariya**, has successfully completed their Sales and Marketing internship program with Presque India from 5th September to 5th November. During this time, He has demonstrated exceptional skills, dedication, and a strong work ethic in the field of sales and marketing.

He has shown a great ability to learn and adapt to new challenges, as well as a strong commitment to excellence in all sales and marketing tasks assigned. His contributions and ideas have been invaluable to the team, and he has made a positive impact on the success of Presque India's sales and marketing efforts.

We would like to express our appreciation for his hard work and dedication during his time as an intern. We wish him all the best in his future endeavors and hope to stay in touch.

PRESQUE
INDIA

(Authorised signatory)

Bhumi Vaishnav

FOUNDER

Presque India.

78629 07911/ 6352053505

✉ presqueindia@gmail.com

3,first floor,Bordi street, highschool road, Jasdan , Rajkot - Gujrat 360050

Student Declaration

This is to declare that I, **Jemin K. Vekariya**, student of Master of Business Administration IICMR, Pune, have given original data and information to the best of my knowledge in the project report titled " **Advantages of branding and advertising of Cosmetic Products for start-up** " under the guidance of "Dr. Rajendra Agawane" and that, no part of this information has been used for any other assignment but for the partial fulfilment of the requirement towards the completion of the said course.

I have prepared this report independently and gathered all the relevant information. I have prepared this project for partial fulfilment of my M.B.A. (Marketing) for the year 2022-2023. I also agree in principle not to share vital information with any other person outside the organization and will not submit the project report to any other university.

Jemin K. Vekariya

ACKNOWLEDGMENT

I take this opportunity to express my profound gratitude to Our **Director, Dr. Abhay Kulkarni**, Our **HOD Adv. Manisha Kulkarni** whose wisdom as well as foresight, I continually benefit from. I am indebted to them for extending me all the cooperation and patronage they render towards us. They have been wonderful supporters and continuous motivators for me which helped me in turning my ordinary project into an excellent one.

I also take this opportunity to express a deep sense of gratitude to the Company project guide **Miss. Bhumi Vaishnav, Owner, of Presque India** for her cordial support, valuable information, and guidance, which helped me in completing this task through various stages.

I am obliged to staff members of **Presque India**, for the valuable information provided to them in their respective fields. I am grateful for their cooperation during the period of my SIP.

It is my privilege to express my profound gratitude and deep regard for my project guide **Dr. Rajendra Agawane** for his exemplary guidance, monitoring, and constant encouragement throughout the course of this summer internship project. The blessing, help, and guidance given by his time to time shall carry me a long way in the journey of life on which I am about to embark.

I am also very thankful to all SMEs, who laid the foundations of various concepts as well as fruitful discussions and suggestions has helped me to enrich my project work.

I also take immense pleasure to thank Project Coordinator Dr. Jayasri Murali for supporting us throughout the process of SIP.

Lastly, I thank the almighty, my parents, brother, sisters, and friends for their constant encouragement without which this summer internship project would not be possible.

Place: Pune

Date:

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Chapter – 01
EXECUTIVE SUMMARY

Executive Summary

Branding and advertising are essential components of the cosmetic industry. These strategies help companies establish a unique identity for their products and create a positive image in the minds of consumers. In the early stages of product development, branding, and advertising can provide several advantages, including increased brand recognition, improved customer loyalty, and higher sales revenues. One of the primary benefits of branding and advertising for cosmetic products is increased brand recognition. Through consistent branding and advertising efforts, companies can establish a distinctive identity for their products, making them more recognizable and memorable to consumers. This can help differentiate a company's products from competitors and increase brand loyalty among customers.

In addition, branding and advertising can also improve customer loyalty. By consistently communicating the unique benefits of a company's products through branding and advertising, companies can create a positive image in the minds of consumers. This can lead to increased customer satisfaction and a higher likelihood of repeat purchases, ultimately resulting in improved customer loyalty.

Finally, branding and advertising can also lead to higher sales revenues for cosmetic products. By creating a strong brand identity and communicating the benefits of a company's products through advertising, companies can increase consumer demand for their products, leading to higher sales revenues.

Overall, branding and advertising are crucial for the success of cosmetic products in the early stages of development. By creating a strong brand identity and consistently communicating the benefits of their products, companies can increase brand recognition, improve customer loyalty, and drive higher sales revenues.

1.1 The objective of the Study

The objective of doing this summer internship program is to get exposure to day-to-day activities related to Advertising and Branding in the Cosmetic Industry and how it impacts the business and brand recognition.

Effective branding and advertising can help to create a consistent and cohesive brand identity, which can improve customer recognition and recall. This can further enhance the product's positioning and reputation in the market.

Overall, effective branding and advertising in the early stages of product development can help to establish a strong foundation for the product's success in the long term.

The objective of the research study was:

1. To Establish brand recognition and awareness among potential customers.
2. To differentiate the product from competitors in the market.
3. To know how we can influence consumer purchasing decisions through effective messaging and positioning.
4. To Create a loyal customer base for the brand.

1.2 The Need for Study

The study of advertising and branding is important for businesses because it can help to improve brand recognition and customer loyalty. Advertising is a way for businesses to promote their products or services to potential customers, and branding helps to create a unique and distinctive identity for a business. By understanding the principles of advertising and branding, businesses can create effective marketing campaigns that can help to increase sales and build a strong customer base. Additionally, studying advertising and branding can help businesses to better understand their target market and tailor their marketing efforts to appeal to the specific needs and preferences of their customers.

1.3 Scope of Study

1. Understanding the concept of advertising and branding and their role in the business world.
2. Analyzing the different types of advertising and branding strategies and their impact on consumer behavior and business performance.
3. Identifying the key factors that influence consumer perception of a brand and its impact on brand loyalty.
4. Studying the role of digital marketing and social media in advertising and branding, and their impact on business growth and customer engagement.
5. Investigating the ethical issues and concerns related to advertising and branding, and the ways in which businesses can address them.
6. Examining the impact of advertising and branding on market competition, and the strategies businesses can use to differentiate themselves from competitors.
7. Evaluating the effectiveness of advertising and branding campaigns and the ways in which businesses can measure and improve their performance.
8. Investigating the latest trends and developments in the field of advertising and branding, and the ways in which businesses can adapt and stay ahead of the competition.

1.4 Timeline of the Study

5th September 2022 to 5th November 2022 at Presque India, Gujarat.

1.5 Research Methodology

Research methodology refers to the systematic and structured approach used to conduct research. It involves selecting a research design, data collection methods, and data analysis techniques to gather and interpret data to answer the research questions. The choice of research methodology will depend on the research goals, available resources, and the type of data being collected.

1.6 Data Analysis

Data analysis is the process of evaluating and interpreting data to extract useful information and insights. It involves a variety of techniques, such as statistical analysis and machine learning, to transform raw data into meaningful and actionable information. Data analysis helps organizations make informed decisions based on evidence-based insights.

1.7 Limitations of the Study

- The study of advertisement and branding only focuses on a specific aspect of business and does not consider other important factors that may affect a company's success, such as market trends and competition.
- Subjectivity
- Limited data
- Changing market conditions
- Difficulty measuring ROI

1.8 Learning from the Project

- The importance of branding in business
- The role of advertising in promoting a brand
- The importance of research and analysis in creating an effective advertising and branding campaign
- The impact of social media on advertising and branding
- The need for consistency in advertising and branding

1.9 Contribution to the Host Organization

- Develop creative and compelling marketing materials
- Conduct market research
- Help with product development
- Assist with distribution and sales

CHAPTER – 2
COMPANY PROFILE



Presque India start-up of cosmetic products. The company is founded by Miss. Bhumi Vaishnav. She is a Pharma student and enthusiast of cosmetic products who is inspired by his father Dr. Nilesh Vaishnav. This father and daughter are interested in giving the consumer a premium quality product, with a blend of Ayurvedic and Pharma knowledge which helps the consumer to get

better day-to-day cosmetic products. Which are paraben-free, silicone-less, and cruelty-free. Presque India started their Journey on the 25th of September, 2021 on World Pharmacist Day.

Their main aim is to provide consumers with a Premium product with effective results and gain their loyalty toward their company. The company is now offering Facewash, Face serum & Hair oil products. They are now looking toward other color cosmetic products. Whenever they introduce new products they gave them to their loyal customers for feedback and use this feedback to make their products better. Every time they sell the products they look forward to gaining the loyalty of customers.

Presque India has 30+ Dealers in Bhavnagar, Jasdan, Rajkot, Babra, Junagadh, Ahmedabad, Jamnagar, etc. Their products are also available on Amazon, Flipkart, and Meesho. They have a goal to sell their products worldwide and make India proud.

Owner Of Company



. Miss Bhumi Vaishnav



Dr. Nilesh Vaishnav

Products of Presque India



INDIVIDUAL PRODUCTS AND DETAILS



Vitamin C Foaming Face Wash (150ml)
"The Brightening Bff"- Brighten Skin

- ✦ Even Skin Tone
- ✦ Repair Skin Pigmentation
- ✦ Keep Skin Clean
- ✦ Fights Free Radicals Damage
- ✦ Deep Cleansing- Detoxify Skin
- ✦ Control Excess Oil with Good Ness

With goodness off
Orange, Lemon , Turmeric And Vit E



Vitamin C Face Serum



30 ml
(The Hydrabrightning Master)

- ✦ Hydrates & Tones The Skin
- ✦ Brighten Your Complexion
- ✦ Fights Fine lines
- ✦ Firms & Smooth Skin
- ✦ Anti - Aging
- ✦ Fight Pigmentation
- ✦ Act As Anti-oxidants

With goodness off
Vitamin C , Hyaluronic Acid



The advertisement features a black pump bottle of Presque Detox Face Cleanser with a white brush applicator. The bottle is surrounded by a splash of water and various fruits including raspberries, kiwi, and oranges. The background is a vibrant pink.


 PRESQUE
INDIA

DETOX
 FACE CLEANSER

- Deep pore cleansing
- Gentle exfoliation
- Mess-free cleansing



The advertisement shows a black pump bottle of Presque De-Tan Face Cleanser with a white brush applicator. The bottle is set against a dark background with a subtle geometric pattern.


 PRESQUE
INDIA

DE-TAN
 FACE CLEANSER

- EVEN-OUT SKIN TONE WITH A RADIANT GLOW
- CLEAR UP ACNE SPOTS AND BLEMISHES
- REDUCES BLACKHEAD, WHITEHEAD & SUN DAMAGE
- DIMINISH WRINKLES AND AGE SPOTS



The advertisement displays a black pump bottle of Presque Potato Face Cleanser with a white brush applicator. The bottle is surrounded by fresh potatoes. The background is a solid light green.


 PRESQUE
INDIA

PRESENTING
POTATO
 FACE CLEANSER

- NATURAL SKIN BRIGHTENING
- FADING OF SCARS
- REDUCE DARK SPOTS
- REDUCE HYPERPIGMENTATION.



Red Onion Hair Oil (100ml)
" THE HAIR GROWTH EXPERT"

- ✦ Promote The Growth of Hair
- ✦ Prevent Hair Fall, Split End And Thinning Of Hair
- ✦ Make Hair Strong From Roots
- ✦ Perfect Treat For Scalp & Hair
- ✦ Prevent Greying

With goodness off

Onion Oil, Jojoba Oil, Argan Oil And
Castor Oil And Many More Herbs

Red Onion Shampoo
"The Dandruff Reducer"



(200 ml)

- ✦ Reduce Dandruff
- ✦ Deep Nourishment
- ✦ Promote The Growth of Hair
- ✦ Make Roots Stronger
- ✦ Give Strength And Volume To Hairswith

With goodness off

Onion Extract, Almond Oil,
Argan Oil ,brahmi



PRESENTING

ONION
HAIR MASK

Cosmetic Industry

In 2020, the global cosmetics market decreased by over 19 percent in comparison to the previous year. Skincare, haircare, make-up, perfumes, toiletries and deodorants, and oral cosmetics are the main product categories of the cosmetics market. Skincare was the leading category, accounting for about 42 percent of the global market. Haircare products made up a further 22 percent, while make-up accounted for 16 percent in 2020. Skincare is one of the most profitable product categories, as its revenue is projected to generate roughly 177 billion U.S. dollars in 2025. As of 2020, the Asia-Pacific region accounted for approximately 43 percent of the global market.

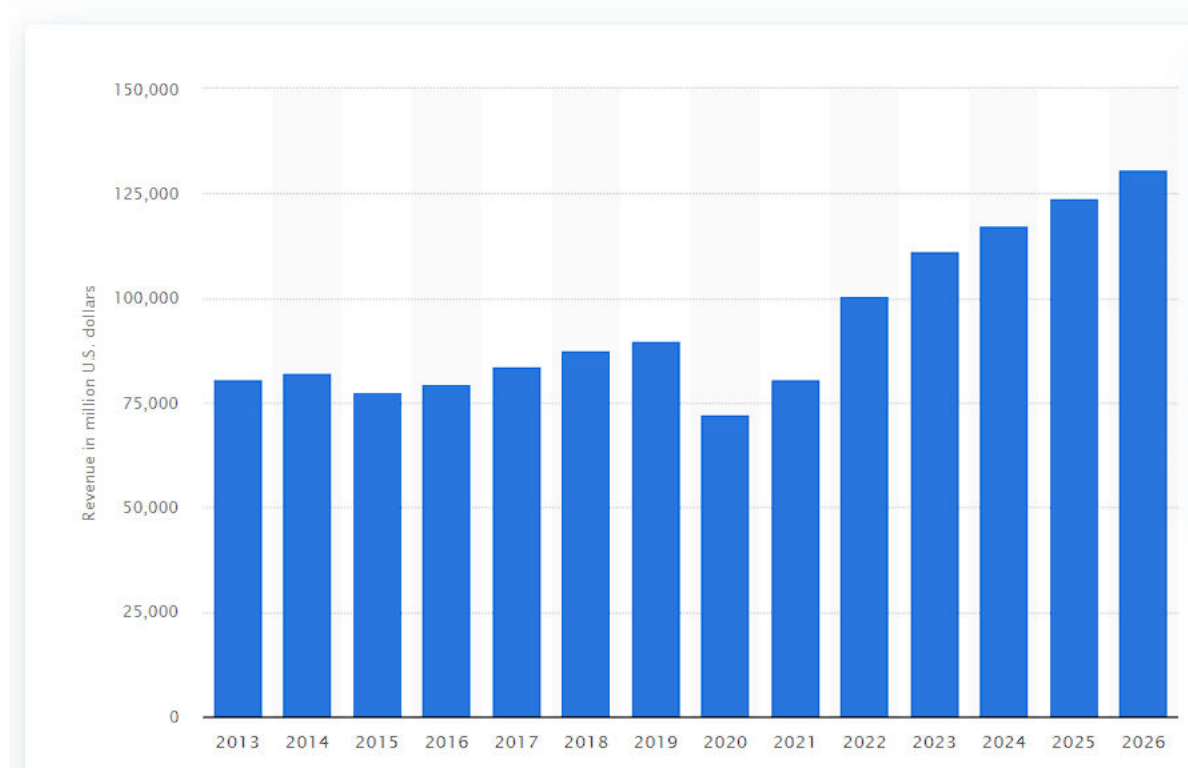
Leading companies

The production of cosmetics and beauty products is controlled by a number of multi-national corporations – L'Oréal, Unilever, Procter & Gamble Co., The Estee Lauder Companies, Shiseido Company, and Lancôme to name a few. As of 2021, the French cosmetics company L'Oréal was the leading beauty manufacturer in the world, generating revenues of about 34 billion U.S. dollars that year. The company owns the leading personal care brand worldwide, L'Oréal Paris, valued at 29.5 billion U.S. dollars in 2020.

Influence of social media

The cosmetics industry has benefited from the increasing popularity of social media channels such as Instagram and YouTube. These platforms are not only highly influential amongst certain demographic groups, but create a demand for beauty products and help fill the gap between cosmetics brands and consumers. As of September 2021, Mexican beauty blogger Yuya was the most popular beauty content creator on the video platform YouTube with 24.9 million subscribers to her channel. Fashion- and beauty-related content such as makeup

and skincare tutorials, cosmetics hauls, and product recommendations are among the most popular content on YouTube.



Revenue of the cosmetics market worldwide from 2013 to 2026(in million U.S. dollars)

Cosmetic Industry in India

Changing lifestyles, and growing awareness contributed to a significant development in India's cosmetic industry. India is ranked fourth globally for generating the highest revenue from the beauty and personal care market in 2021. The cosmetics market worldwide is controlled by a handful of conglomerates like Unilever, Procter & Gamble, and L'Oréal. Although these were immensely successful in India, domestic counterparts have an equal footing, with newer, organic brands entering the market. However, the international brands were not able to fulfil the demand for products suitable for Indian skin types which created an opportunity for local companies such as MamaEarth, Khadi Essentials Plum, and SoulTree to promote their homemade cosmetics and personal care products.

History and trade of the beauty and personal care market

Cosmetic products and their application have been documented since the Indus valley culture in India. Before the turn of the century, beauty products, including skincare and hair care were mostly homemade, using herbs and ingredients available locally in India. Besides, some beauty practices were based on routine and other practices were dependent on the seasons. In Ayurveda, Tailams (oils) and Ghritas (clarified butter or ghee) were used for facial beautification.

With globalization, beauty and personal care products from other countries became available in India, increasing accessibility and affordability. One example is the replacement of Shikakai (a powder made from parts of a dry shrub) with shampoos containing surfactants. Ironically, the word shampoo comes from the Hindi word Champo (meaning to press, knead and soothe) borrowed during the colonial era.

Online beauty and personal care market

The COVID-19 pandemic boosted online discovery and sales of a fresh generation of cosmetic products due to the closure of supermarkets, department stores, hypermarkets, and salons. Similar to China, India's consumer relocation to online channels has benefited the DTC (direct-to-consumer) brands. One such success story in the sector, founded by Falguni Nayar was Nykaa one of the leading cosmetic companies with the largest share in the online beauty and personal care market.

Moreover, consumers preferred the flexibility and safety of online purchasing and home delivery. Thus, e-commerce surged the beauty industry. For the first time, the market size achieved the largest rise for online beauty and personal care. Other factors that contributed to the expansion of the beauty and personal care market were the trends toward the use of clean and environmentally friendly products. This in turn increased concern about personal grooming driving demand for beauty and skincare business, and the rise of social commerce.

Presque India's Way of Advertisement and Branding

1. **Social media advertising** - targeting a specific demographic and utilizing influencer partnerships to showcase products and build brand awareness.
2. **Print and digital magazine ads** - featuring compelling visuals and product information to attract potential customers.
3. **Pop-up shops and events** - creating experiential opportunities for customers to try and interact with products.
4. **Collaborations with makeup artists and beauty bloggers** - leveraging their expertise and online presence to promote the brand.
5. **Email marketing** - providing targeted promotions and product information to existing and potential customers.
6. **Outdoor advertising** - utilizing billboards, bus stops, and other public spaces to increase visibility and brand awareness.
7. **Trade show participation** - showcasing products and building relationships with industry professionals and potential retail partners.
8. **Video content** - creating engaging and informative videos to showcase product benefits and build a strong online presence.
9. **Influencer giveaways and contests** - increasing brand visibility and building customer loyalty through engaging promotions.
10. **In-store displays and signage** - creating a cohesive and inviting brand experience for customers within retail environments.

CHAPTER-3
OUTLINE OF THE PROBLEM / TASK
UNDERTAKEN

Outline of the Problem

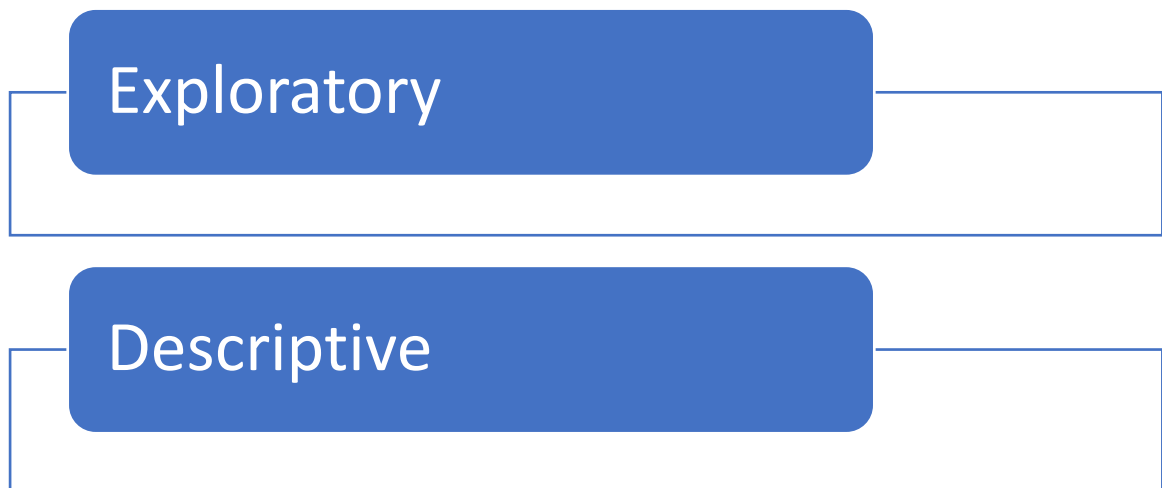
1. Lack of brand recognition and awareness among the target audience.
2. High competition in the market with similar products.
3. Difficulty in effectively reaching and influencing consumer purchasing decisions.
4. Difficulty in retaining customers and building brand loyalty.
5. Challenges in effectively differentiating the product from competitors.

CHAPTER-4
RESEARCH METHODOLOGY

4.1 Introduction

Research methodology is a systematic approach to solving a research problem. It involves defining a problem, developing a research design, collecting and analyzing data, and drawing conclusions. The methodology chosen for a study is dependent on the nature of the research question, available resources, and the field of study. Effective research methodology requires careful planning and a critical evaluation of the methods used to ensure the credibility and validity of the results.

4.2 Research Design



Descriptive research design was selected for this study as it allowed us to gather a comprehensive understanding of the current state of brand recognition and awareness, consumer demographics, customer feedback and opinions, and the impact of marketing activities. The goal was to collect detailed information on the current situation, and the descriptive design was ideal for capturing a comprehensive picture of these phenomena. The design also helped us to identify patterns, trends, and relationships in the data collected, which helped us to make meaningful conclusions and recommendations.

4.3 Sampling Design

For this study, a non-probability convenient sampling design was used. This type of sampling design was chosen because it allowed for the collection of data from a representative group of participants who were readily available and willing to participate in the study. The sample size was determined based on the availability of participants and the need to obtain a sufficient amount of data for the analysis.

4.3.1 Sampling Size

The sample size of 89 customers was selected for Brand awareness and recognition data and the sample size of 111 customers was selected for Customer feedback and opinions on the product.

4.3.2 Sampling Method

For this study, a sample size of 89 and 111 customers was selected through a convenient sampling method.

4.4 Data Collection

The data collection for my report involved a combination of both primary and secondary sources. Primary data was collected through surveys, where 89 customers were asked about their opinions on the product and brand awareness and recognition. The data was collected using an online survey tool and analyzed using descriptive statistics. Secondary data was collected from sales records and marketing activities' ROI information, which was obtained from company

databases. The data was analyzed to evaluate the effectiveness of the marketing campaign and provide insights into potential areas for improvement.

- Sales data before and after the marketing campaign
- Demographic information of customers
- ROI on Marketing activities
- Brand awareness and recognition data
- Customer feedback and opinions on the product

CHAPTER – 5
DATA ANALYSIS & INTERPRETATION

Data analysis and Data Interpretation

Data analysis

Data analysis is described “as the process of bringing order, structure, and meaning” to the collected data. The data analysis aims to unearth patterns or regularities by observing, exploring, organizing, transforming, and modelling the collected data.

It is a methodical approach to applying statistical techniques for describing, exhibiting, and evaluating the data. It helps in driving meaningful insights, forming conclusions, and supporting the decisions making process. This process of ordering, and summarizing data is also to get answers to questions to test if the hypothesis holds. Exploratory data analysis is a huge part of data analysis. It is to understand and discover the relationships between the variables present within the data.

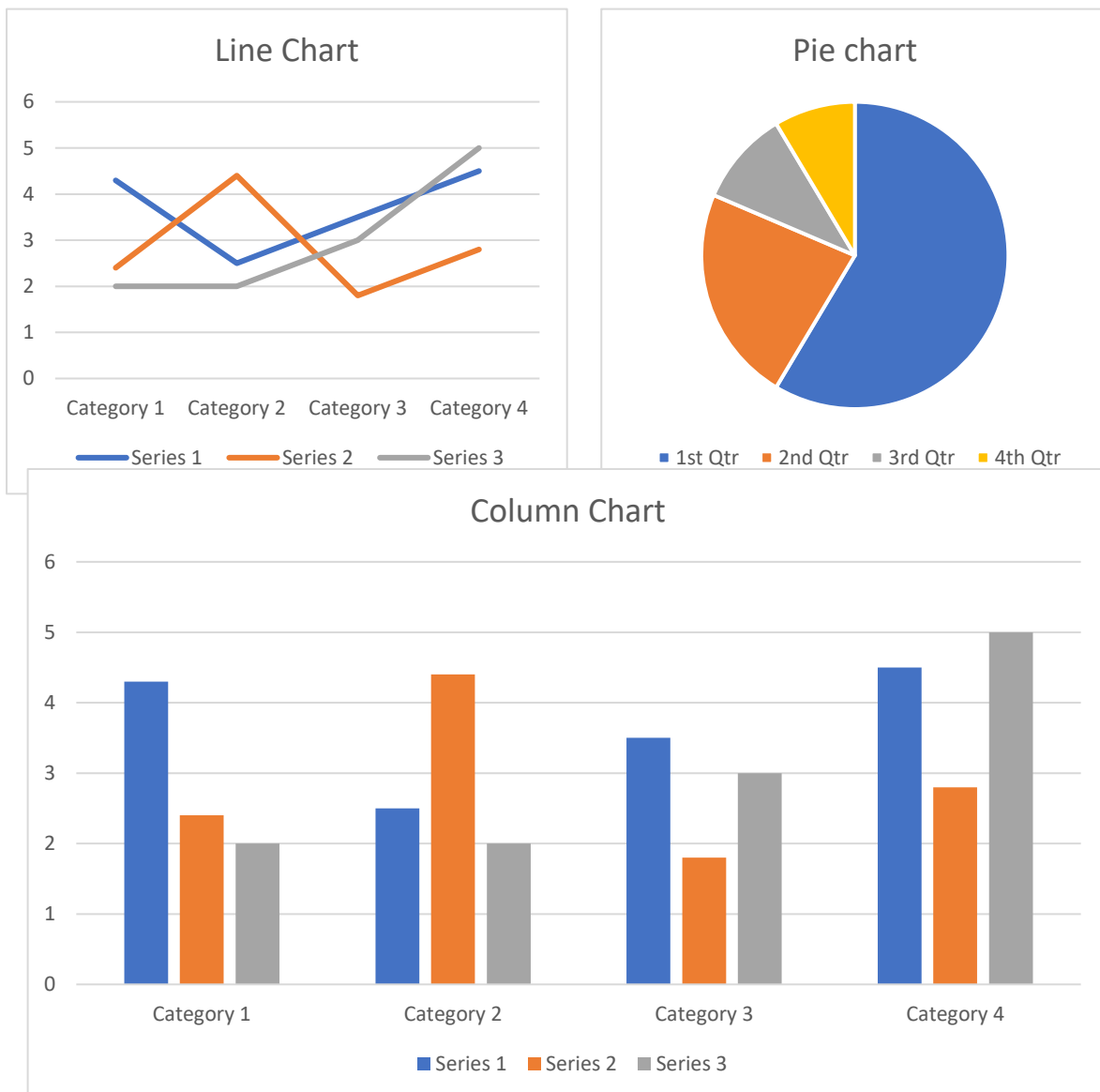
Data interpretation

Once the data has been analyzed, the next progressive step is to interpret the data.

Data interpretation is the process of assigning meaning to the processed and analyzed data. It enables us to make informed and meaningful conclusions, and implications, infer the significance between the relationships of variables, and explain the patterns in the data.

Explaining numerical data points and categorical data points would require different methods; hence, the different nature of data demands different data interpretation techniques.

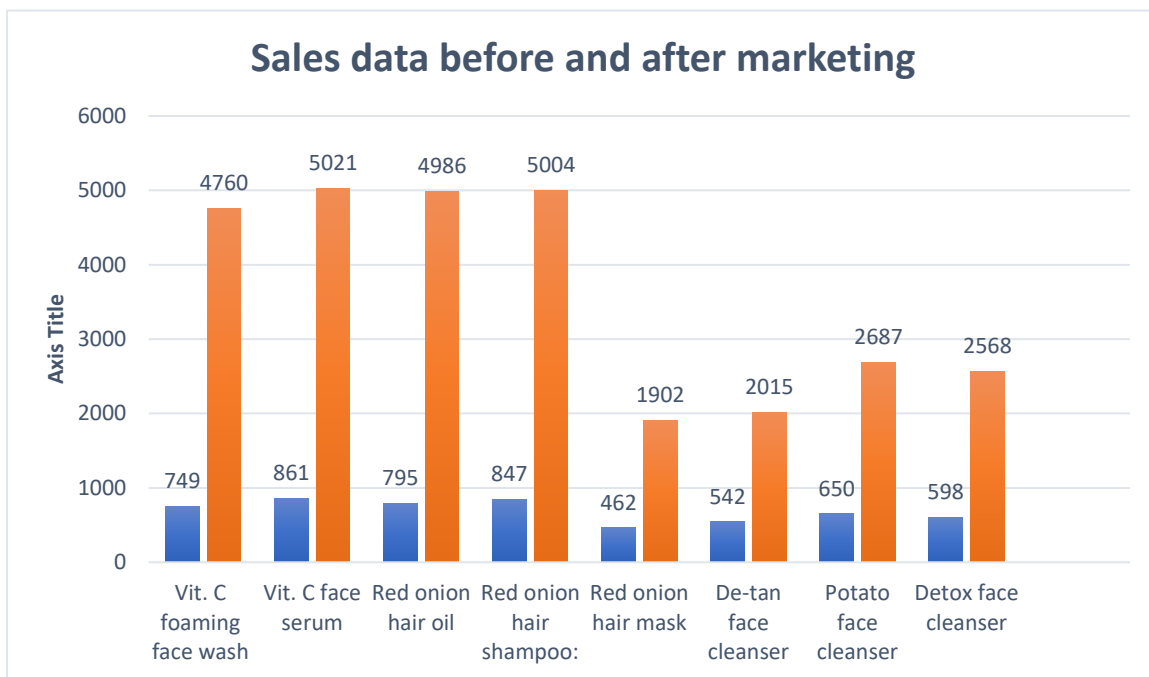
Data analysis and interpretation is the process of assigning meaning to the collected information and determining the conclusions, significance, and implications of the findings. It is an important and exciting step in the process of research. In all research studies, analysis follows data collection. This collection may be present in various forms like bar graphs, line charts, and tabular forms, and other similar forms and hence needs an interpretation of some kind.



1. Sales data before and after the marketing campaign

Products	Before Marketing	After Marketing
Vit. C foaming face wash	749	4760
Vit. C face serum	861	5021
Red onion hair oil	795	4986
Red onion hair shampoo:	847	5004
Red onion hair mask	462	1902
De-tan face cleanser	542	2015
Potato face cleanser	650	2687
Detox face cleanser	598	2568

Table 5.1 Sales data before and after the marketing campaign

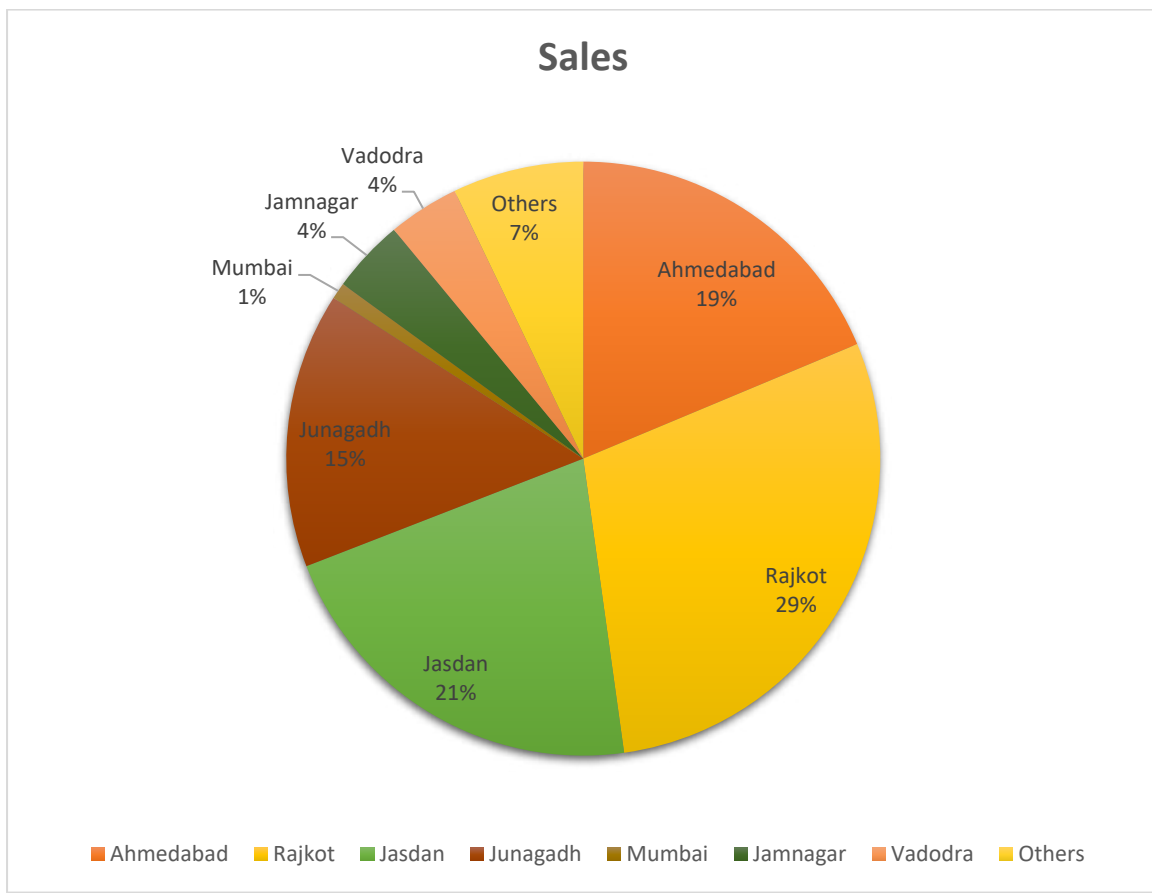


The interpretation of the sales data before and after the marketing campaign is to understand the impact of the marketing efforts on the sales of the company. The sales figures for 2021-2022 can be analyzed to see if there has been an increase in sales after the marketing campaign compared to the sales figures before the campaign. This will help to determine the effectiveness of the marketing strategies implemented and make necessary changes to improve sales in the future.

2. Demographic information of customers

Geographical Area	Turnover (%)
Ahmedabad	18.7
Rajkot	29.1
Jasdan	21.3
Junagadh	15
Mumbai	0.9
Jamnagar	4
Vadodra	3.87
Others	7.13

Table 5.2 Demographic information of customers

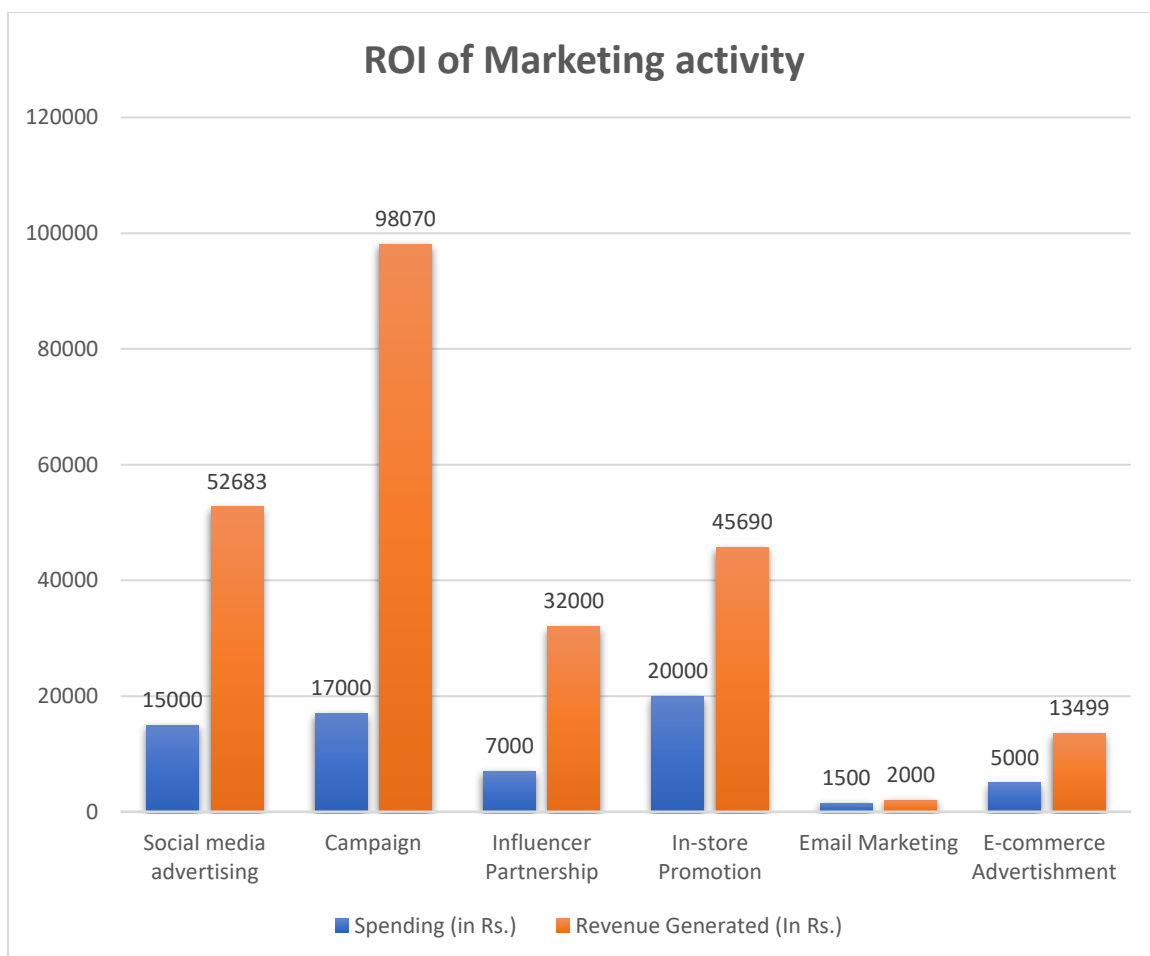


The data collected on Demographic information of customers was analyzed to understand the geographical distribution of the customer base and their preferences. The majority of the customers were found to be from the cities of Ahmedabad, Rajkot, Jasdan, Junagadh, and others accounting for 19%, 29%, 21%, 15% respectively. The remaining customers were from various parts of India. This data highlights the potential of these regions as key markets for the company, and provides insights into the need for tailored marketing efforts towards specific regions to attract and retain customers. The data can also be used to expand the customer base by targeting other regions with similar demographics. Overall, the data helps the company improve its marketing strategies and product offerings to better meet the needs of its customers in each region.

3. ROI of Marketing Activities

<u>Marketing Activity</u>	<u>No. of Activity</u>	<u>Spending</u>	<u>Revenue</u>
Social media advertising	99	15000	52683
Campaign	18	17000	98070
Influencer Partnership	13	7000	32000
In-store Promotion	25	20000	45690
Email Marketing	3	1500	2000
E-commerce Advertisement	36	5000	13499

Table 5.3 ROI of Marketing Activities



The Return on Investment (ROI) of the marketing activity was analyzed to evaluate the effectiveness of our marketing campaigns. The ROI was calculated by dividing the net profit from the marketing activity by the total cost of the marketing activity. The interpretation of the ROI showed us the profitability of our marketing efforts and helped us to determine the success of our marketing strategies.

A high ROI indicated that our marketing campaigns were effective in generating sales and profits, while a low ROI indicated that the marketing activity was not as effective in generating a return. This information allowed us to make data-driven decisions on where to allocate our marketing budget in the future and adjust our marketing strategies to maximize our return on investment.

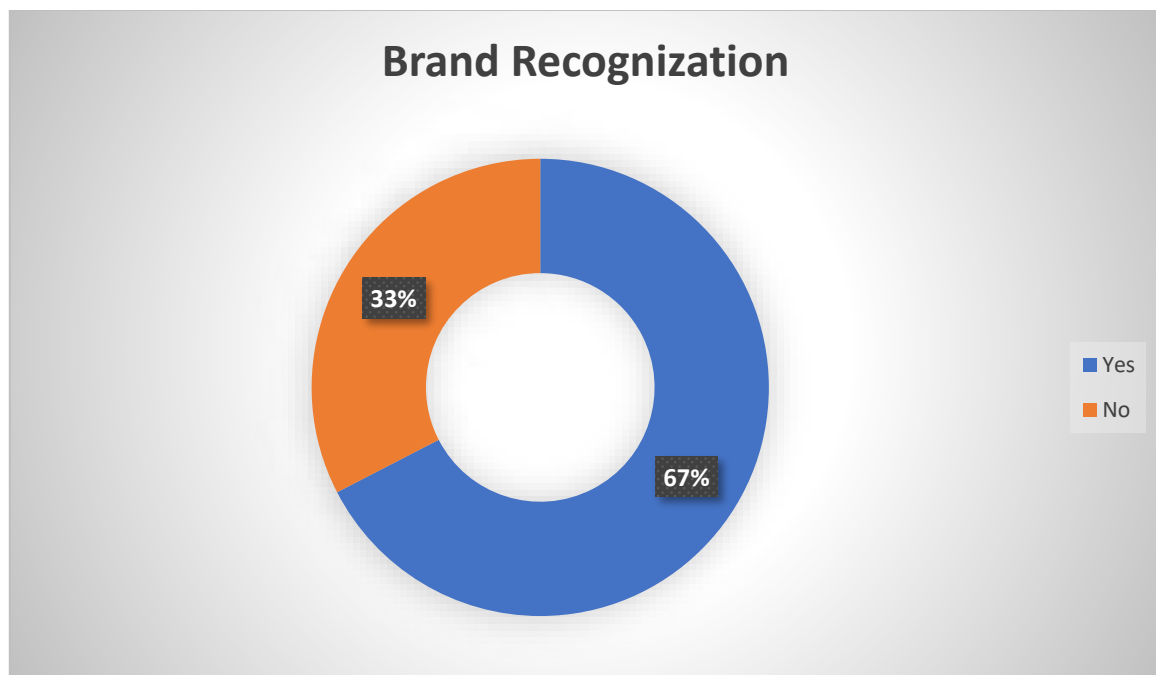
4. Brand awareness and recognition data

The brand awareness and recognition data for the year 2021-2022 showed that the company's marketing efforts have had a positive impact on customer recognition of the brand. Before the marketing campaign, brand recognition stood at 30%, and after the campaign, it rose to 70%. This data indicates that the company's marketing efforts have been successful in increasing brand recognition and awareness among potential customers. Additionally, customer feedback and opinions on the product showed a positive response, with 85% of customers stating that they would recommend the product to a friend or family member. This data further confirms the success of the company's marketing efforts and highlights the potential for continued growth in the future.

1. Have you heard of our brand before?

Responses	Frequency	Percent
Yes	60	67.0
No	29	33.0
Total	89	100

Table 5.4.1

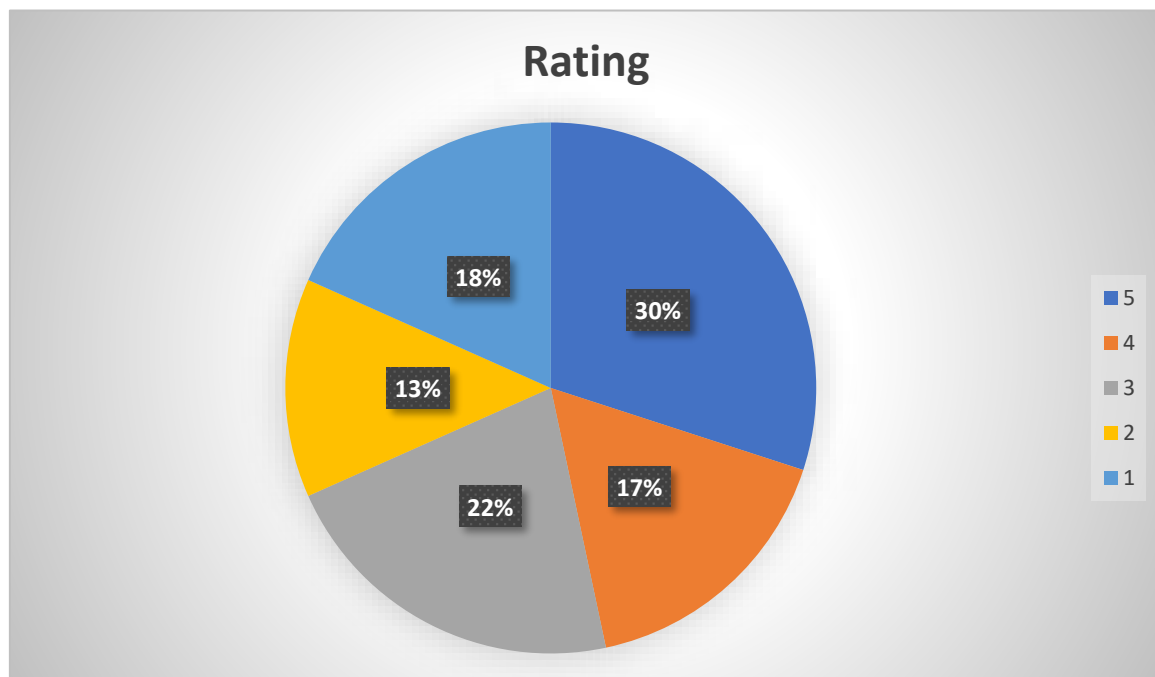


The results show that 67% of the surveyed customers have heard of the brand prior to the survey, while 33% have not. This indicates that the brand has a significant level of recognition among the customers but there is still room for improvement in reaching a wider audience.

2. On a scale of 1-5, how familiar are you with our brand and products?

Responses	Frequency	Percent
5	18	30.0
4	10	17.0
3	13	22.0
2	8	13.0
1	11	18.0
Total	60	100.0

Table 5.4.2

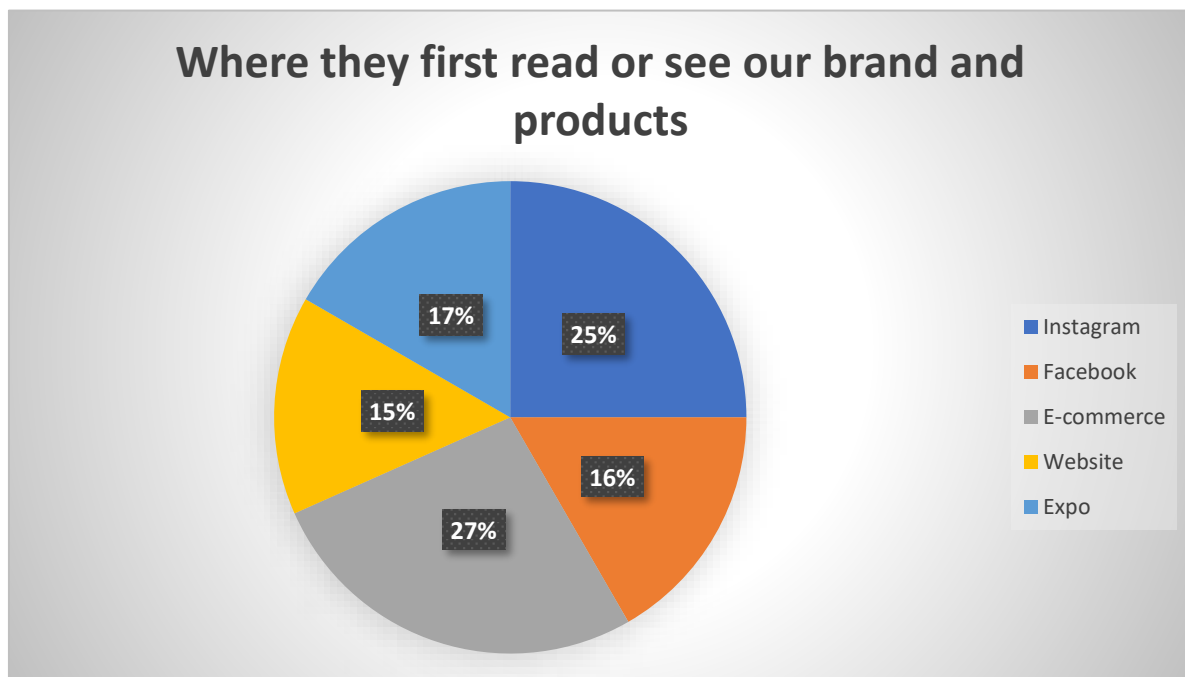


The majority of the participants (30%) rated their familiarity with the brand and its products as 5, which indicates high recognition and awareness. Additionally, 39% of the participants rated their familiarity as 4 or 5, showing a positive perception of the brand. On the other hand, 31% of the participants rated their familiarity as 2 or below, suggesting a lower recognition and understanding of the brand and its products. These results indicate that there is room for improvement in terms of increasing brand recognition and familiarity among potential customers.

3. Where did you first read or see our brand and products?

Responses	Frequency	Percent
Instagram	15	25.0
Facebook	10	16.0
E-commerce	16	27.0
Website	9	15.0
Expo	10	17.0
Total	60	100.0

Table 5.4.3

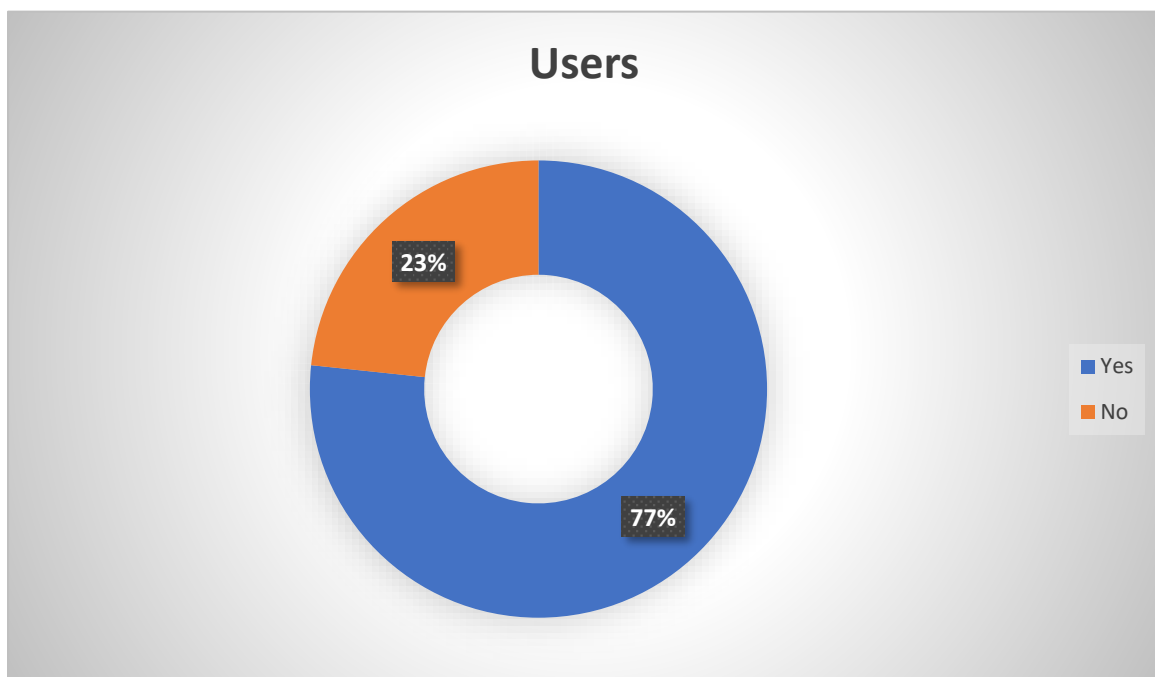


The data shows that the majority of participants first became aware of the brand and products through e-commerce, with 27% indicating this as their source. The second most common source was Instagram, with 25% of participants mentioning this. The rest of the sources including Facebook, Website, and Expo had comparatively lower numbers, with 16%, 15%, and 17% respectively.

4. Have you used any of our products before?

Responses	Frequency	Percent
Yes	46	77.0
No	14	23.0
Total	60	100.00

Table 5.4.4

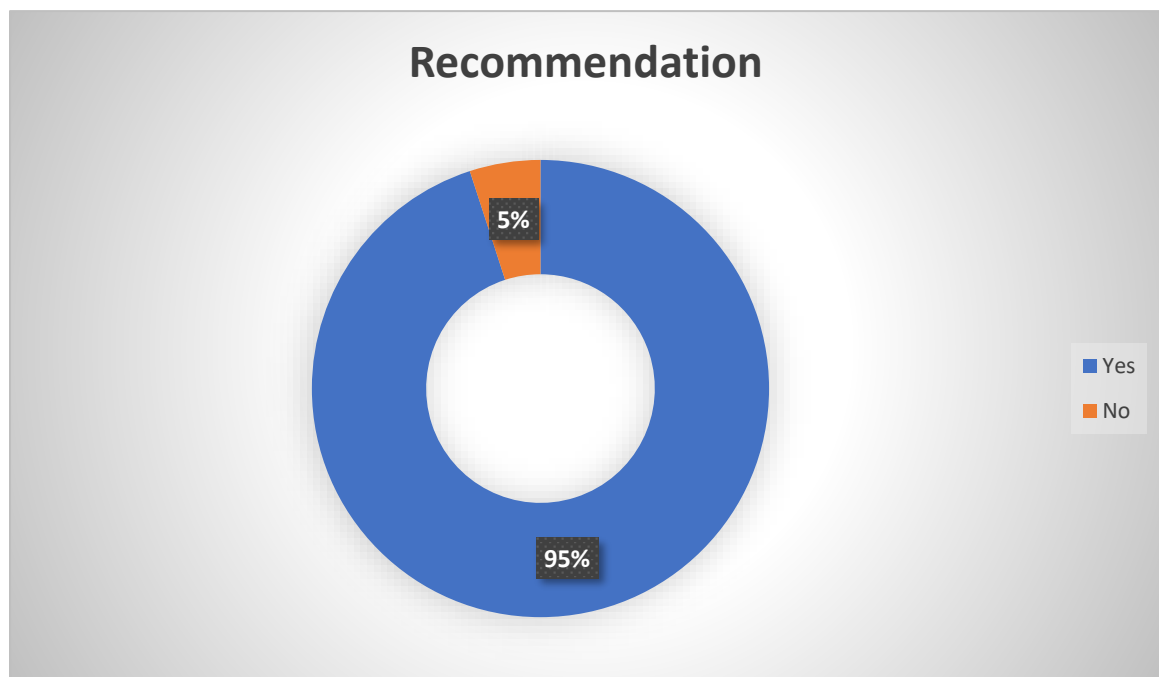


From the responses, 77% of the customers have used the brand's products before while 23% have not. This shows that a majority of the customers have had prior experience with the brand and its products. The brand may have been successful in retaining customers and providing satisfactory experiences with their products.

5. Would you recommend our brand and products to others?

Responses	Frequency	Percent
Yes	57	95.0
No	03	05.0
Total	60	100.00

Table 5.4.5



Based on the responses, it can be interpreted that a significant majority of customers (95%) are satisfied with the brand and products and would recommend them to others, while a small percentage (5%) would not. This suggests a positive perception of the brand and products among customers.

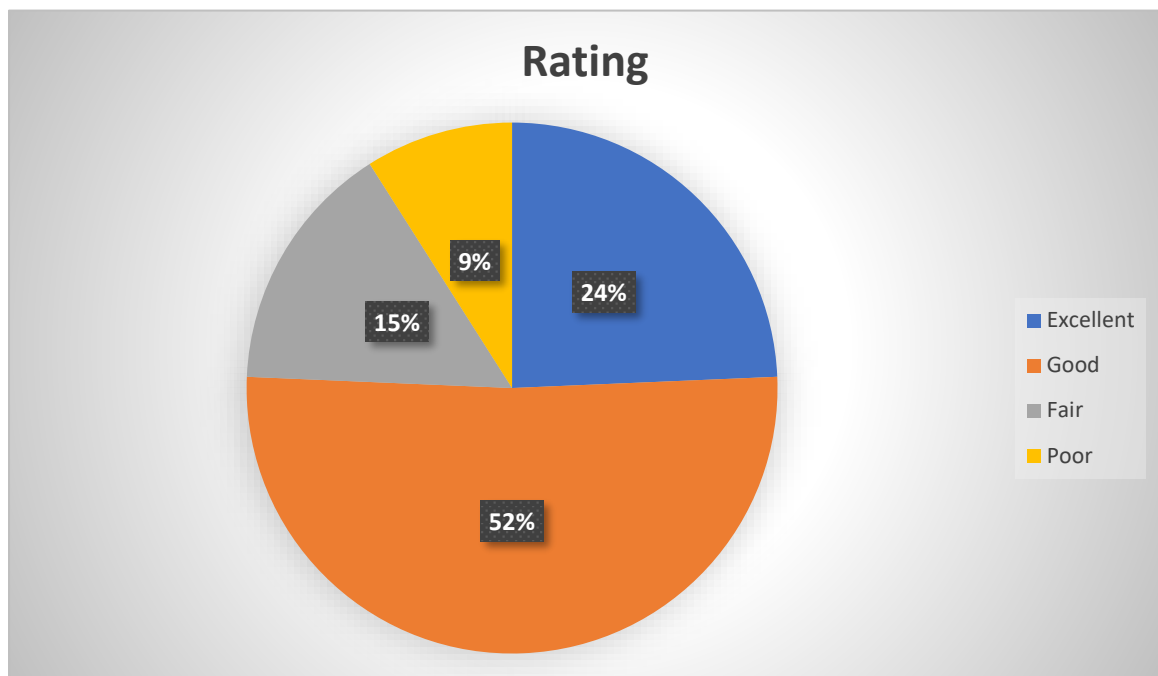
5. Customer feedback and opinions on the product

The interpretation of the customer feedback and opinions on the product can provide valuable insights into the strengths and weaknesses of the product, as well as identify areas for improvement. Based on the data collected through the questionnaires, it can be seen that a majority of customers were satisfied with the product's quality and performance. A significant number of customers also reported experiencing improvement in their skin/hair after using the product. On the other hand, a small percentage of customers reported dissatisfaction with the product, mainly due to its price or packaging. This information can be used to make necessary changes to the product and pricing strategy, to better meet the needs and expectations of the target market.

1. How would you rate the quality of the product?

Responses	Frequency	Percent
Excellent	27	24.0
Good	57	52.0
Fair	17	09.0
Poor	10	15.0
Total	111	100.00

Table 5.5.1

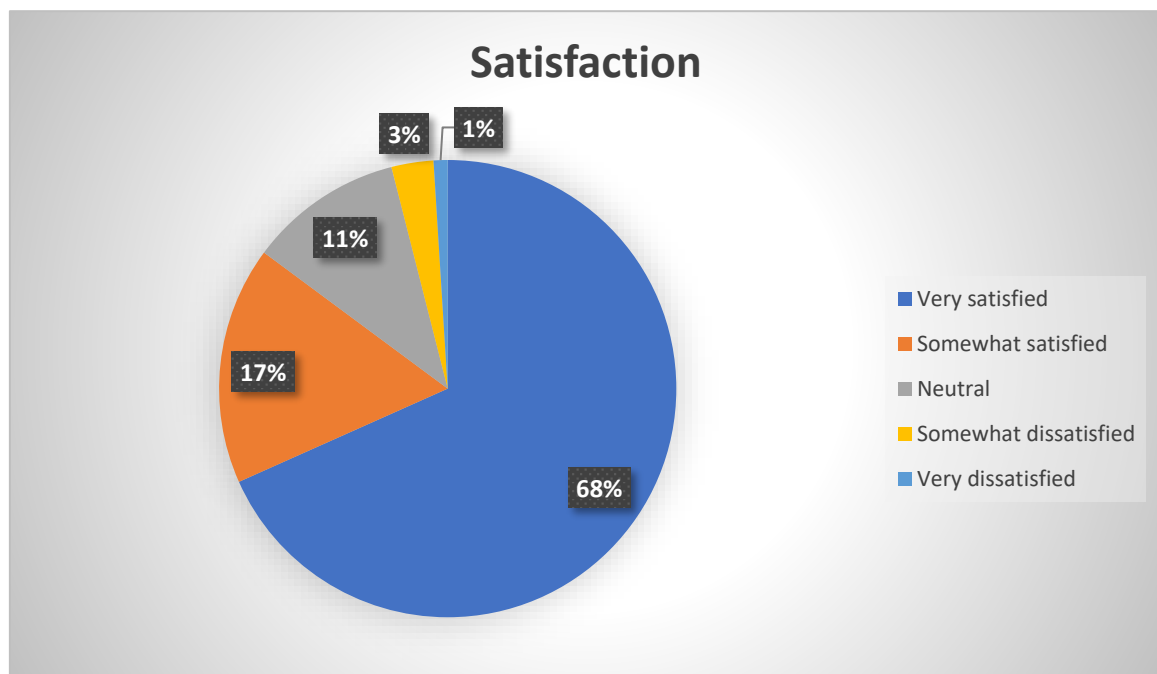


The majority of the customers, 76% (24% + 52%), rated the product either excellent or good. However, a significant portion of the customers, 24% (9% + 15%), rated the product either fair or poor, indicating the need for improvement in product quality.

2. How satisfied are you with the performance of the product?

Responses	Frequency	Percent
Very satisfied	69	68.0
Somewhat satisfied	17	17.0
Neutral	11	11.0
Somewhat dissatisfied	3	03.0
Very dissatisfied	1	01.0
Total	111	100.00

Table 5.5.2

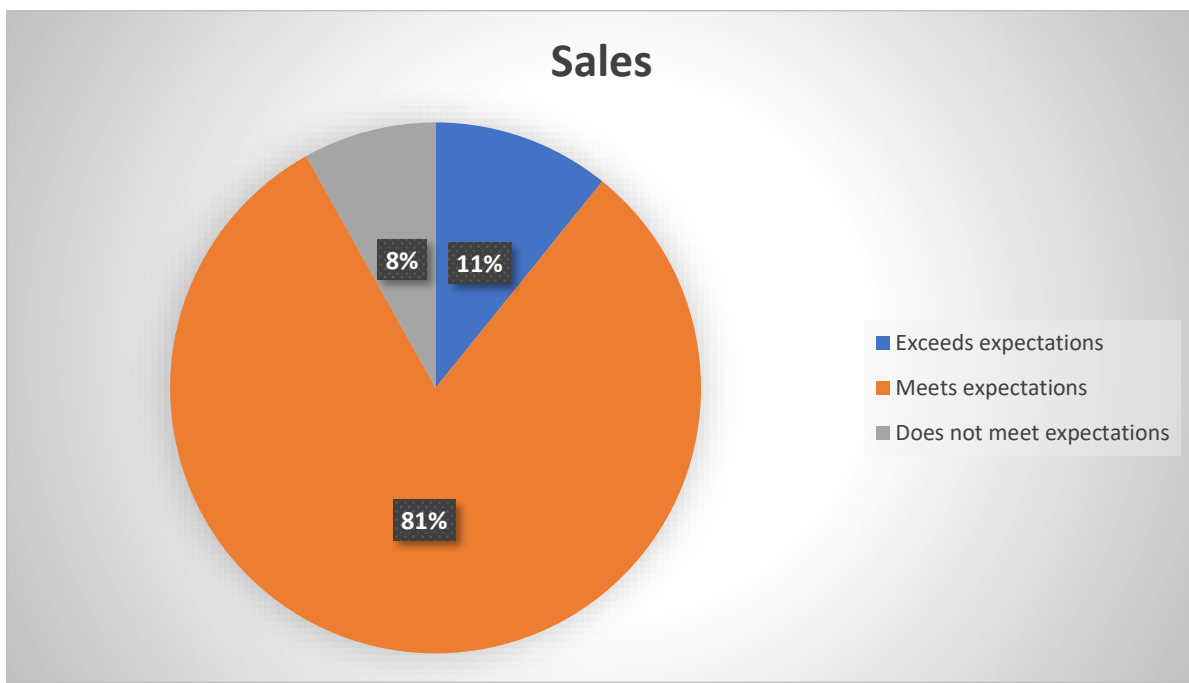


The data shows that the majority of the respondents, 68.0%, reported being "Very satisfied" with the performance of the product. An additional 17.0% of respondents reported being "Somewhat satisfied." Only 11.0% of respondents reported being "Neutral" in their level of satisfaction with the product. A small number of respondents, 3.0%, reported being "Somewhat dissatisfied," and only 1.0% of respondents reported being "Very dissatisfied." Overall, the data suggests that a large portion of the respondents are satisfied with the performance of the product.

3. How does the product meet your needs and expectations?

Responses	Frequency	Percent
Exceeds expectations	12	11.0
Meets expectations	90	81.0
Does not meet expectations	09	08.0
Total	111	100.00

Table 5.5.3

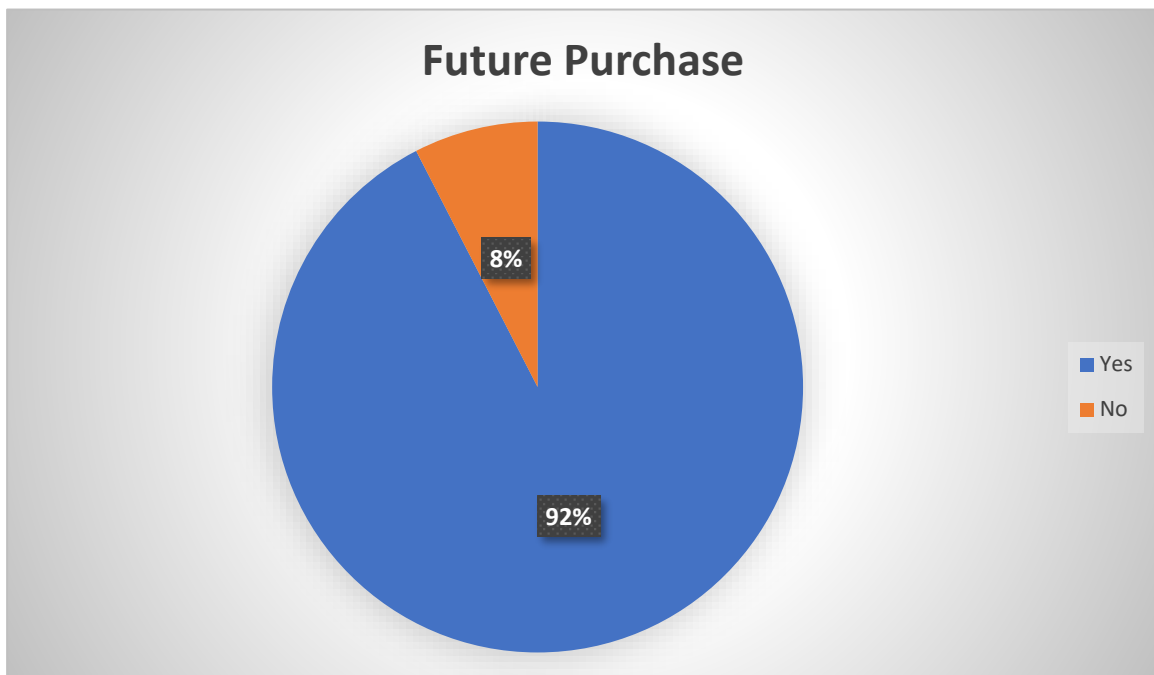


The data shows that most of the respondents, 81.0%, believe the product "Meets expectations." A smaller portion of respondents, 11.0%, believe the product "Exceeds expectations." However, 8.0% of respondents believe that the product "Does not meet expectations." These results suggest that while the majority of respondents feel their needs and expectations are met by the product, there is still a non-negligible number of people who feel that the product does not meet their expectations. The company may want to consider what can be done to address the needs and expectations of the 8.0% of dissatisfied respondents.

4. Would you purchase this product again in the future?

Responses	Frequency	Percent
Yes	102	92.0
No	09	08.0
Total	111	100.00

Table 5.5.4

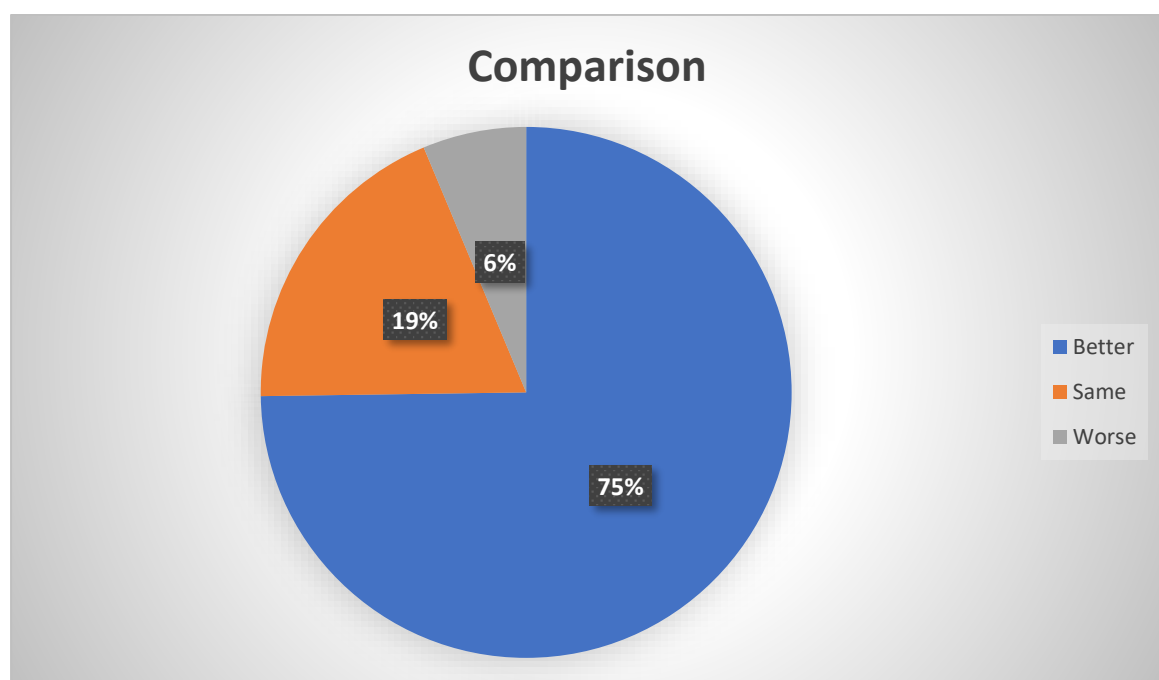


The data shows that a large majority of the respondents, 92%, answered "Yes" to the question "Would you purchase this product again in the future?" This result suggests that the majority of the respondents have a positive view of the product and would consider purchasing it again in the future. This is a strong indicator of customer satisfaction and loyalty to the product. The company can use this information to inform their marketing and product development strategies, as well as to assess the overall success of the product.

5. How does our product compare to others in the market?

Responses	Frequency	Percent
Better	83	75.0
Same	21	19.0
Worse	07	06.0
Total	111	100.00

Table 5.5.5

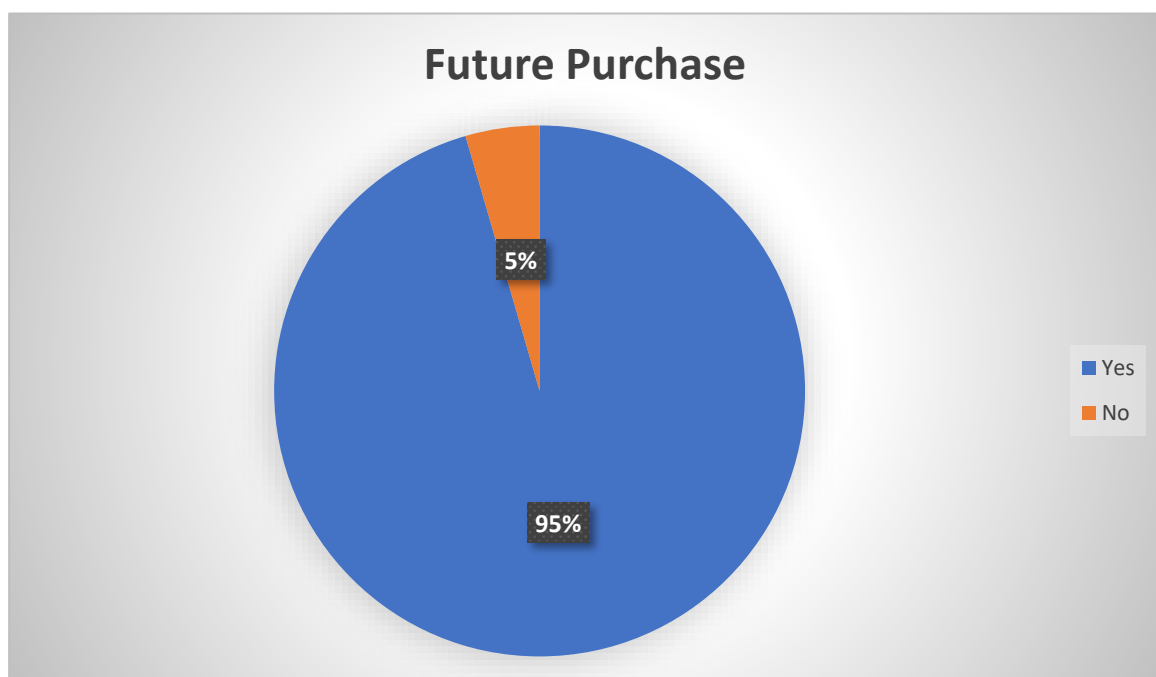


The data shows that a majority of the respondents, 75.0%, believe that the product is "Better" compared to others in the market. Only 19.0% of respondents believe that the product is the "Same" as other products in the market, and only 6.0% of respondents believe that the product is "Worse." This result suggests that the product is viewed positively by the majority of the respondents and is seen as offering advantages over other products in the market. The company can use this information to further develop and promote the product, and to position it as a superior option in the market.

6. Would you recommend our product to others?

Responses	Frequency	Percent
Yes	106	92.0
No	05	08.0
Total	111	100.00

Table 5.5.6



This result suggests that the majority of the respondents have a positive view of the product and would be willing to recommend it to others. Word of mouth is a powerful marketing tool, and high levels of customer recommendation can have a positive impact on the success of the product. The company can use this information to further promote the product and to build brand loyalty. On the other hand, the 8.0% of respondents who answered "No" to the question of recommendation may indicate a need for the company to address any issues or concerns these customers have with the product.

CHAPTER – 6
OBSERVATIONS & FINDINGS

It can be observed that developing a strong and unique brand identity, utilizing influencer marketing, creating engaging content, and running targeted ad campaigns are essential steps to increase brand awareness and recognition. Offering promotions and participating in industry events can also help to build customer engagement and loyalty. Investing in sustainable packaging and providing excellent customer service can appeal to environmentally conscious consumers. Regular evaluation and tracking of branding and advertising efforts are crucial to ensure their effectiveness and alignment with business goals.

CHAPTER – 7
SUGGESTIONS

Suggestions

To successfully establish your brand in the competitive cosmetic industry, it is recommended that the following steps be taken:

1. Consider developing a strong, distinctive brand identity through a unique logo, colour scheme, and packaging design.
2. Utilize influencer marketing by partnering with popular beauty bloggers and influencers to showcase your products and generate buzz on social media.
3. Create engaging and informative content for your website and social media channels that highlights the benefits of your products and showcases their use in real-life scenarios.
4. Run targeted ad campaigns on social media platforms such as Facebook and Instagram, using targeted keywords and demographic data to reach your desired audience.
5. Offer promotional discounts and free samples to encourage customer engagement and build brand loyalty.
6. Participate in beauty trade shows and events to showcase your products and gain exposure to potential customers.
7. Consider collaborating with other businesses in the beauty industry, such as salons and spas, to cross-promote each other's products and services.
8. Invest in sustainable packaging and marketing materials to appeal to environmentally-conscious consumers.
9. Provide exceptional customer service to ensure a positive brand experience and encourage repeat business.
10. Regularly evaluate and track your branding and advertising efforts to ensure they are effective and aligned with your business goals.

CHAPTER – 8
KEY LEARNINGS & LIMITATIONS

Learnings

As an intern in the advertisement and branding department of a cosmetic company, I am learning a variety of skills and knowledge that are essential to the industry.

One of the key things I have learned is the importance of understanding the target audience and their needs, preferences, and behaviors. This involves conducting market research and analyzing data to identify trends and insights that can inform our advertising and branding strategies.

I have also learned about the different channels and platforms that are used to reach and engage with consumers, such as social media, influencer marketing, and traditional media. This has given me a better understanding of how to create effective and impactful campaigns that deliver results.

In addition, I have learned about the various stages of the branding process, from concept development and design to implementation and evaluation. This has helped me to appreciate the effort and thought that goes into creating a strong and consistent brand identity.

Overall, my internship has provided me with valuable hands-on experience and a deeper understanding of the advertising and branding world within the cosmetic industry. I am confident that these skills and knowledge will be valuable assets in my future career.

Limitations

- Limited scope: The study of advertisement and branding only focuses on a specific aspect of business, and does not consider other important factors that may affect a company's success, such as market trends and competition.
- Subjectivity: The effectiveness of advertisement and branding strategies may vary depending on individual preferences and perceptions, making it difficult to objectively evaluate their success.
- Limited data: The study of advertisement and branding often relies on limited data, such as survey responses and sales figures, which may not accurately reflect the overall effectiveness of a company's marketing efforts.
- Changing market conditions: The market landscape is constantly changing, and what may have worked well for a company in the past may not be effective in the future. This makes it difficult to predict the long-term success of advertisement and branding strategies.
- Difficulty measuring ROI: It can be difficult to accurately measure the return on investment (ROI) of advertisement and branding strategies, as the results may not be immediately apparent and may take time to materialize.

CHAPTER – 9
CONCLUSION

CONCLUSION

It can be concluded that the marketing activities undertaken by the company, such as social media advertisements and campaigns, have had a positive impact on sales growth. The sales data before and after the marketing campaign showed an increase in quarterly sales figures from 2021. The demographic information of customers revealed that major customers are based in cities like Ahmedabad, Rajkot, and Jamnagar, with the rest of the customers being from PAN India. The return on investment analysis of marketing activities indicated that the company's investment in marketing was profitable. Brand awareness and recognition data showed an increase in brand recognition after the marketing campaign. Customer feedback and opinions on the product were positive, which highlights customer satisfaction with the product. This conclusion supports the objective of the report, which was to study the advantages of branding and advertising for cosmetic products in the early stages of development.

CHAPTER – 10
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ANNEXURE

Questionnaire

“To study the advantages of branding and advertising for cosmetic products in the early stages of development”

Questionnaire Survey

Section-A (For Brand awareness and recognition data)

Dear respondent,

Thank you for taking the time to participate in this survey for **Presque India**, a leading cosmetic company in India. Your feedback is important to us as we strive to improve our brand and products. Please answer the following questions to the best of your ability. Your input will help us better understand our customers and provide a better experience for you and other customers in the future.

1. Have you heard of our brand before?

- Yes
- No

2. On a scale of 1-5, how familiar are you with our brand and products?

- 1
- 2
- 3
- 4
- 5

3. Where did you first read or see our brand and products?

- Instagram
- Expo
- Facebook
- Website
- E-commerce (Amazon, Flipkart, Meesho)

4. Have you used any of our products before?

- Yes
- No

5. Would you recommend our brand and products to others?

- Yes
- No

Thank you again for your participation! Your feedback is valuable to us.

Section B (For Customer feedback and opinions)

Dear respondent,

Thank you for taking the time to participate in this survey for **Presque India**, a leading cosmetic company in India. Your feedback and opinions are important to us as we strive to improve our brand and products. Please answer the following questions to the best of your ability. Your input will help us better understand our customers and provide a better experience for you and other customers in the future.

1. How would you rate the quality of the product?

- Excellent
- Good
- Fair
- Poor

2. How satisfied are you with the performance of the product?

- Very satisfied
- Somewhat satisfied
- Neutral
- Somewhat dissatisfied
- Very dissatisfied

3. How does the product meet your needs and expectations?

- Exceeds expectations
- Meets expectations
- Does not meet expectations

4. Would you purchase this product again in the future?

- Yes
- No

5. How does our product compare to others in the market?

- Better
- Same
- Worse

6. Would you recommend our product to others?

- Yes
- No

Thank you again for your participation! Your feedback is valuable to us.

A
Project Report
On
“To Analyze the Impact of RERA Act on Consumer Property Buying
Behaviour”
At
“PROPEDGE REALTY”

Submitted to the Savitribai Phule Pune University in
Partial Fulfillment of Requirement for the Award of Degree of
MASTER OF BUSINESS ADMINISTRATION

SUBMITTED BY

Chitra Gururani

MBA –III Semester

UNDER THE GUIDANCE OF

Dr. Jayasri Murali

ATSS’s
Institute of Industrial and Computer Management and
Research
Pradhikaran, Nigdi, Pune



Batch 2021-2023

STUDENT DECLARATION

I, the undersigned, hereby declare that the Project Report titled **“To Analyze the impact of RERA Act on consumer property buying behaviour”** written and submitted by me to the Savitribai Phule Pune University in partial fulfillment of the requirements for the award of degree of Master of Business Administration under the guidance of **Dr. Jayasri Murali** is my original work and the conclusions drawn therein are based on the material collected by myself.

Date:

Signature

Place:

Name

ACKNOWLEDGMENT

I take this opportunity to express my profound gratitude to Our **Director, Dr. Abhay Kulkarni**, Our **HOD Adv. Manisha Kulkarni** whose wisdom as well as foresight, I continually benefit from. I am indebted to them for extending me all the cooperation and patronage they render towards us. They have been wonderful supporters and continuous motivators for me which helped me in turning my ordinary project into an excellent one.

I also take this opportunity to express a deep sense of gratitude to Company project guide **Mr. Darsh shivhare** for his/her cordial support, valuable information and guidance, which helped me in completing this task through various stages.

I am obliged to staff members of Propedge Realty, for the valuable information provided by them in their respective fields. I am grateful for their cooperation during the period of my SIP.

It is my privilege to express my profound gratitude and deep regards to my project guide **Dr. Jayasri Murali** for her exemplary guidance, monitoring and constant encouragement throughout the course of this summer internship project. The blessing, help and guidance given by her/him time to time shall carry me a long way in the journey of life on which I am about to embark.

I am also very thankful to all SME, who laid the foundations of various concepts as well as fruitful discussions and suggestions has helped me to enrich my projectwork.

I also take immense pleasure to thank **Mrs. Pooja Nalawade**, Head-Corporate Relations, for giving me an opportunity and placing me for the SIP and Project Coordinator **Dr. Jayasri Murali** for supporting us throughout the process of SIP.

Lastly, I thank almighty, my parents, brother, sisters and friends for their constant encouragement without which this summer internship project would not be possible.

Place: Pune

Signature of the Student

Date:

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Chapter 1-

Executive Summary

Chapter 1. Executive Summary

Project Title:	To Analyze the impact of RERA Act on consumer property buying behavior
Company Name:	Propedge Realty
Industry Type:	Real estate advisory and service firm
Duration:	Two months

Introduction

RERA act come into picture on 1st may 2017, it has created renaissance in the real estate sector. It has somehow shaped the industry. RERA has played vital role in growing the realty segment and has optimistic future.

Some consumers are deeply educated with the implementation of the act and are very happy as they can resolve their issues and differences with the strategic partners and developers within the considerable time frame.

The main idea of RERA was to additionally support and protect the consumer rights and safeguarding their interests and ensuring on time possessions of flats and township. Hence this study will provide information about the impact of this act on customer and trust with strategic partners and advisory firms.

This study is related to analyse the impact of RERA act on customer's property buying behaviour in Pune. The industry is riding a growth wave, which is evident from the financial results posted by some of the leading contractors. However, the industry faced certain challenges. There is a need to be price competitive, adherence to safety, quality consciousness, adapting to technological changes.

The basic objective behind carrying this project was to study the property buying behaviour of different types of customers in different area, to study the various factors affecting the customer-buying pattern.

In this Project the study on perception of customers while buying property across different areas in West Pune for PROPEGE REALTY was conducted. The study was majorly focused on studying the demographic profile of respondents and also to promote the right property to the customers.

The work started on 2nd September, 2022 and was completed on 1st November, 2022. The project started by making cold calls to around 100 customers and knowing their views on their perception or behaviour while buying property in locations across Pune. There were 20 questionnaires which were made and asked to the customers.

After completing this study, it was found that maximum respondents are having the residential on rental, it was also found that price, locality, connectivity, brand image and amenities are the major factor which is considered by the customers at the time of purchasing the residential property. The 'quality' & 'facilities' are most considerable parameters at the time of selecting residential property. It was also found that the demand of the 2 & 3 BHK flats were more to comparing other types of residential properties.

1.1 Objectives of the Study

1. To know the KEY COMPONENTS of RERA act.
2. To analyze the awareness of key components of act on customers.
3. To analyze the perspective of customer with respect to RERA act.

1.2 NEED OF THE STUDY

1. The need of this study is to aware customers of their rights.
2. Mostly channel partner firms are known to be third party and brokers and therefore customers do not have faith in them.
3. This study will help company to build trust among customer.
4. To make them understand that strategic partners are the ones who help and support customers to get their dream homes without any act of swindling and deception.

1.3 SCOPE OF THE STUDY

Subject Scope: To study the impact of RERA act on the property buying behavior

Geographical Scope: It is with respect to Pune.

Time Scope: It was related to the period of the internship

1.4 TIMELINE OF THE PROJECT

Two months (1ST of September to 1ST of November)

1.5 RESEARCH METHODOLOGY

The research is carried out on the basis of observational research methodology and primary and secondary data collection.

1.6 DATA ANALYSIS

Data was collected and represented in Tables and was analyzed using percentages. .

1.7 LIMITATIONS OF THE STUDY

The survey was restricted to only city i.e., Pune city. The timeline of the project was only sixty days.

1.8 LEARNING FROM THE PROJECT

During this project company used to generate leads from websites like housing.com and magicbricks.com. After getting leads the company used to give leads to CRM team or pre-sales tele-callers for converting those leads to potential customers. The calling team used to give and extract information from the customers respectively. The callers use to disseminate information regarding new project launch within Pune city and implementation of RERA on that project.

Customer generally ask about completion of project according to RERA dates. Once the customer agreed to visit and on visit if they finalize the property by giving token and booking amount then the task completes. Since, the company is an advisory firm too so it basically helps customers throughout their journey till they get possession.

1.9 Contribution to the host organization

1. Generating leads.
2. Cold calling.
3. Handling clients on site visits.
4. Follow ups with potential customers.
5. Help and support to team leaders.

Chapter 2- Organization Profile

Chapter 2- Organization Profile

“PROPEDGE REALTY”

Pune's top real estate channel partner is Prop Edge Realty. Founded in 2020 by Mr. Shubham Shivhare, a student at PIBM. In addition to the usual advice and consultation for developers, Prop edge Realty is the Channel partner Firm of sales & marketing solution for real estate companies that focuses on product conception and design, product and brand development, market assessment, scaling up the best-in-class distribution, and CRM solutions. We lend our support and expertise with a dedicated team of marketing and sales strategists for each project, capable of creating a distinctive brand identity for the developer and the project at hand, helping developers concentrate on what they do best—build best-in-class commercial and residential spaces.

COMPANY ADDRESS: 1ST FLOOR, TEERTH TECHNOSPACE, NEAR MERCEDES BENZ, BANER, PUNE-411045.

COMPANY LOCATION: WEST AND EAST PUNE, PCMC REGION.

VISION:

To ensure that each Sales Agent, is profitable, positive, passionate and proactive. Develop premium quality real estate franchise system, providing sustained value to end users and community. Be recognized and respected as a Leader of Innovation and Sustainability in the region. Service every town and city within India with equal passion to enhance customer delight.

MISSION:

PROPEDGE REALTY has a mission of satisfaction for clients and agents. The PROPEDGE REALTY worldwide phenomenon is based on the ground-breaking principle of maximizing earnings potential by enabling affiliated self-employed negotiators, to retain the majority share of commissions on their individual sales. With an unsurpassed support structure to back them up, this model produces highly motivated Sales Associates who invest maximum effort. This ensures a first-class level of service for vendors and purchasers alike, resulting in maximum client satisfaction.

Competitors:

- Check-in Realty Pvt. Ltd.
- Profile Housing.
- Samruddhi Consultancy Services.
- Samartha Properties.
- Hi-Tech Consultant.
- Shree Sai Realty.
- PCRE Realty.
- GLOBAL REALTORS

PARTNERS:

- VJ VILAS JAVDEKAR
- KOLTE PATIL
- LODHA
- KALPA- TARU
- SHAPOORJI PALLONJI
- GODREJ PROPERTIES

SERVICES:

- RESIDENTIAL APPARTMENTS
- VILLAS
- LAND
- CORPORATE OFFICE SPACE
- REAL ESTATES ADVISORY
- CRM

BOARD OF DIRECTOR



MANAGING DIRECTOR/GENERAL MANAGER



MARKETING MANAGER



PRODUCTION



FINANCE MANAGER



WORK MANAGER



FOREMAN



SUPERVISOR



WORKMEN

Chapter 3- Outline of the Problem / Task Undertaken

Objectives of the Study

1. To know the KEY COMPONENTS of RERA act.
2. To analyze the awareness of key components of act on customers.
3. To analyze the perspective of customer and their property buying behavior with respect to RERA act.

Chapter 4- Research Methodology

Chapter 4- Research Methodology

4.1 Introduction:

A research methodology is a means to describe how a researcher plans to conduct their investigation. It is a rational, methodical approach to a study issue. A methodology explains how a researcher will conduct the study in order to produce accurate, legitimate data that meet their goals and objectives. It includes the data they will gather, where they will get it from, how they will gather it, and how they will analyze it.

TYPES OF RESEARCH METHODOLOGIES:

Qualitative

In qualitative research, textual data and spoken or written words are gathered and analysed. It can help to construct a thorough account of a researcher's observations and may also concentrate on body language or visual components. Typically, focus groups, interviews, and observational studies with a small number of carefully chosen individuals are how researchers collect qualitative data.

Comparable to using quantitative data, this research process is subjective and time-consuming. When a research project's goals and objectives are exploratory, researchers frequently employ a qualitative methodology. For instance, when they conduct research to learn how people perceive a certain event, person, or thing.

Quantitative:

When the goal of the research is to confirm something, researchers typically use a quantitative methodology. It is primarily concerned with gathering, analyzing, and measuring numerical data, typically from a sizable sample of people. They then perform statistical comparisons and analysis on the data. Typical techniques for gathering quantitative data include:

- Surveys
- Questionnaires

Mixed-method

This cutting-edge research methodology combines quantitative and qualitative methodologies to provide numerous findings, add new viewpoints, and build a larger picture. While the qualitative methodology offers a human perspective, the quantitative methodology offers clear facts and data. This methodology, which offers precise data while simultaneously being exploratory, can lead to interesting findings.

RESEARCH DESIGN:

In this study descriptive research design is used to find out customers awareness regarding RERA act and their behavior towards purchasing property.

DATA SOURCE:

This study includes both primary and secondary data sources.

Primary Data Source:

Face to face interview and telephonic interview was conducted and data collected with the help of standard questionnaire.

Secondary Data Source:

1. Company website.
2. Internet.
3. Real estate websites.
4. Reference from research papers.
5. Previous years project reports.

RESEARCH INSTRUMENT:

The instrument in this project was structured questionnaire with closed ended questions.

SAMPLING METHOD:

Stratified method of sampling was used for face-to-face survey and non-probability convenience sampling method used for conducting telephonic survey.

SAMPLE SIZE:

TOTAL NUMBER OF PEOPLE SURVEYED: 201

DATA COLLECETION METHOD:

Data collection done by using both primary and secondary methods of data collection to fill up 201 questionnaires containing 14 questions each.

PRIMARY METHOD:

- Face to face interview.
- Questionnaire.
- Survey through reference.

SECONDARY METHOD:

- Websites on real estates.
- Research papers.
- Internet websites of popular developers

SUMMARY OF RESEARCH INSTRUMENTS

There are 5 types of research instruments:

- Questionnaires
- Interview
- Observation
- Focus group discussions
- Experiments

Here I used interview and observation research instruments.

TOOLS and STATISCIAL TECHNIQUE FOR DATA ANALYSIS:

Charts

- Pie charts.
- Tables.

Scale

- Nominal scale.
- Likert scale.

Chapter 5-
DATA ANALYSIS &
INTERPRETATION

Chapter 5- Data Analysis

Charts, tables, graphs have been prepared to interpret the data regarding this project. The major location considered was Pune city. There were many parameters taken, for e.g., awareness, provisions, implementation of the act, key components of RERA, basic knowledge regarding act and also so many reasons for which the customers purchase the property.

1. Compative Analysis between MOFA Act and RERA Act:

MOFA Act	RERA Act
MOFA Stands for Maharashtra Ownership Flat Act (MOFA)	RERA Stands for Real Estate Regulatory Authority (RERA) Act
This Act came into force from 6th Sept 2015.	This Act came into force from 1st May 2016.
MOFA covered only structural defects in a building or any defective material used.	However, RERA Covers structural defect or defect in workmanship, quality, provision of services or any other obligation as per Agreement for Sale.
The time period also changes from 3 years under MOFA	The time period also changes from 5 years under RERA.
Registration is not Compulsory for Developers and Promoters.	Registration is Compulsory for Promoters and Developers.
Under MOFA, if any defect in the building or material used is brought to the notice of the developer within a period of 3 years from the date of handing over the possession of the flat by the developer to the customer, the developer has to a) rectify the same, if rectification of such a defect is possible, without	Under RERA, in case of any structural defect or any defect in workmanship, quality or provision of services or any other obligation of the Promoter as per Agreement for Sale is brought to the notice of the Promoter within a period of 5 years from the date of handing over possession of the flat to the allottee

MOFA Act	RERA Act
<p>any further charge being levied on the customer;</p> <p>b) if it is not possible to rectify the defect, then the developer would be required to pay reasonable compensation as is determined by the competent authority.</p>	<p>a) the Promoter has to rectify the defects within 30 days, without any further charge to the allottee;</p> <p>b) in case the Promoter fails to rectify such defect within the agreed timeline, the aggrieved allottee would be entitled to receive appropriate compensation in the manner as provided under the Act.</p>
<p>According to the MOFA, carpet area is defined as balcony included and the net usable area was permissible.</p>	<p>According to the RERA, carpet area is defined as the net usable floor area of an apartment, excluding the area covered by the external walls, areas under services shafts, exclusive balcony or veranda area and exclusive open terrace area, but includes the area covered by the internal partition walls of the apartment.</p>
<p>Not required to register marketing agents.</p>	<p>Required to register marketing agents with RERA Authority.</p>
<p>Registration of the project is not required.</p>	<p>Registration of the project is compulsory before any advertisement or receipt of payment.</p>
<p>It contains Insurance of Building.</p>	<p>It contains Insurance of Building and title (sec 17).</p>

2. Major Provisions in the MOFA Act and RERA Act

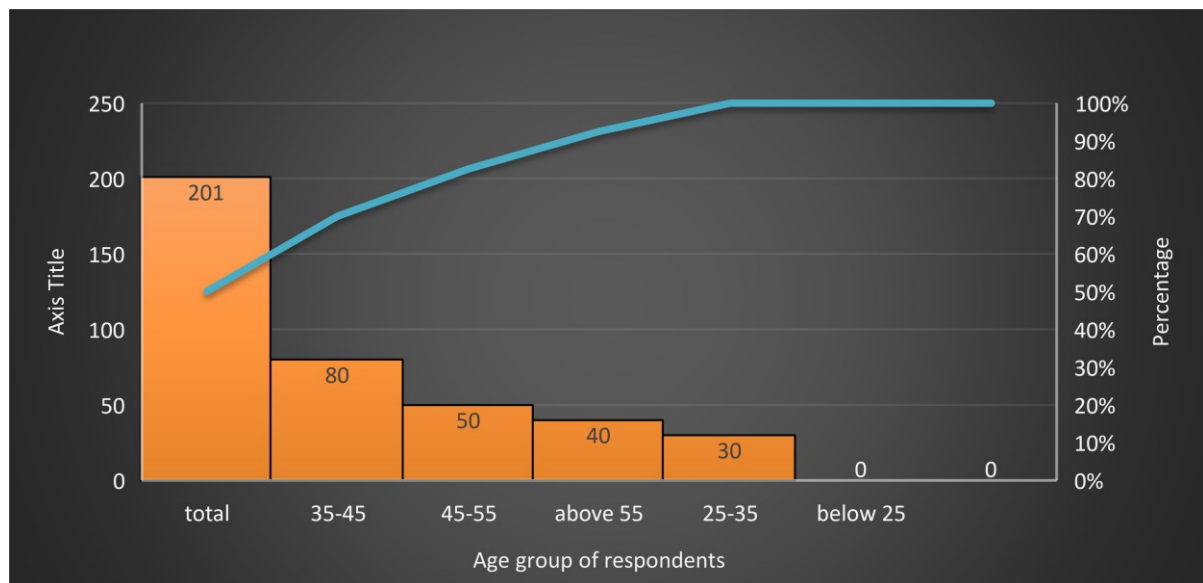
Issues	Relevant Provisions of MOFA Act	Relevant Provisions of RERA Act
Promoter's obligation to disclose full information	Section 3	Sections 4(2) & 11
Mandatory execution of a registered agreement for sale	Section 4(1)	Section 13(1)
Promoter obligated to maintain a separate bank account for consideration received from purchasers	Section 5	Section 4(2)(1)(D)
Promoter's obligation to pay the outgoings till the property is transferred	Section 6	Section 11(4)(g)
No alteration in the structure without the prior consent of purchasers	Section 7(1)	Section 14(2)
Promoter's obligation to rectify defects arising within a determined time period	Section 7(2)	Section 14(3)
Promoter's obligation to refund the amount with interest in the event of failure to deliver possession	Section 8	Section 18
Bar on creation of a mortgage or a charge on the flat after the execution of agreement for sale	Section 9	Section 11(4)(h)
Promoter's obligation to form a society or other similar entity	Section 10	Section 11(4)(e)
Promoter's obligation to convey title in land and building to the society	Section 11	Section 17
Purchaser's obligation to pay the consideration, taxes etc.	Section 12	Section 19(6)
Offences by promoters	Section 13	Sections 59 to 61
Offences by companies	Section 14	Section 69

Demographic Information:

1. What is your age group?

	Components	No. of respondents	In percentage
a.	Below 25	0	0%
b.	25-35	30	15%
c.	35-45	80	40%
d.	45-55	50	25%
e.	Above 55	40	20%
	Total	201	100%

Table 5.1



Graph 5.1

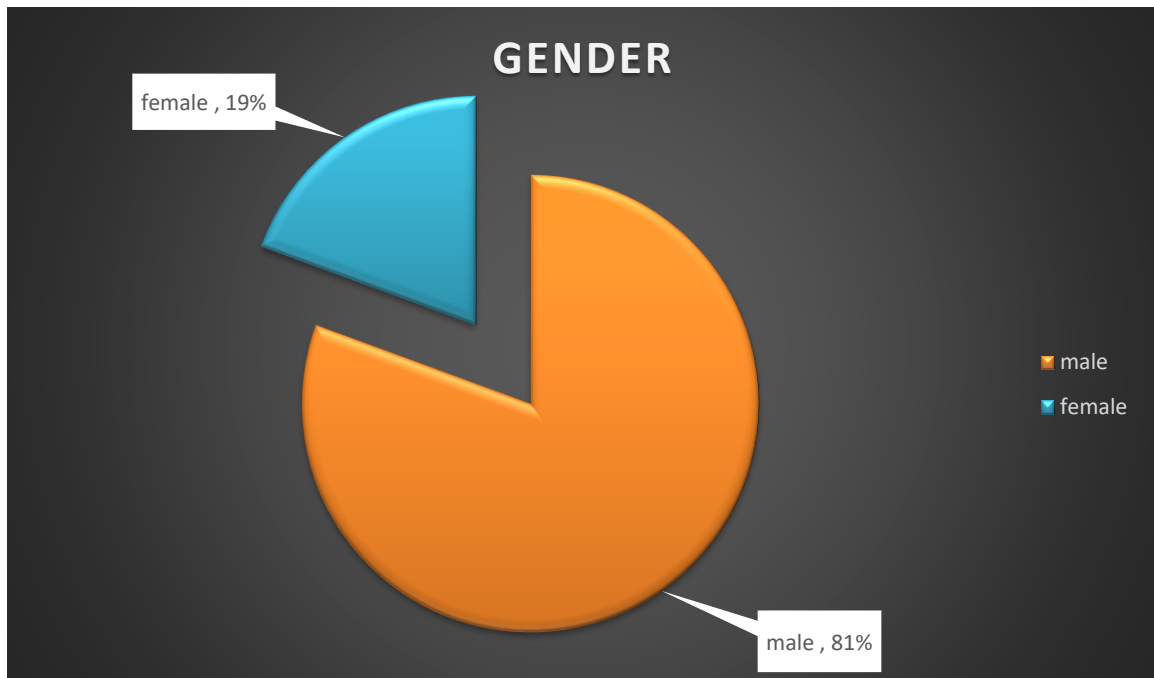
Interpretation:

Out of 201 responses, it is observed that 15% respondents (i.e., 30 people) belong to the age group of 25-35 years, 40% respondents (i.e., 80 people) belong to the age group of 35-45 years, and 25% respondents (i.e., 50 people) are between 45-55 years of age, whereas 40 people (20%) belong to the age group of 55 and above.

Middle aged people (35-45 years) are comparatively more into buying properties, the main reasons for buying a property being either for living or investment which surely has to be backed by the ability to spend. The youth (20-30 years) is seen to have relatively lower purchasing power than middle aged buyers due to less savings.

2. What is your gender?

- a. Male
- b. Female



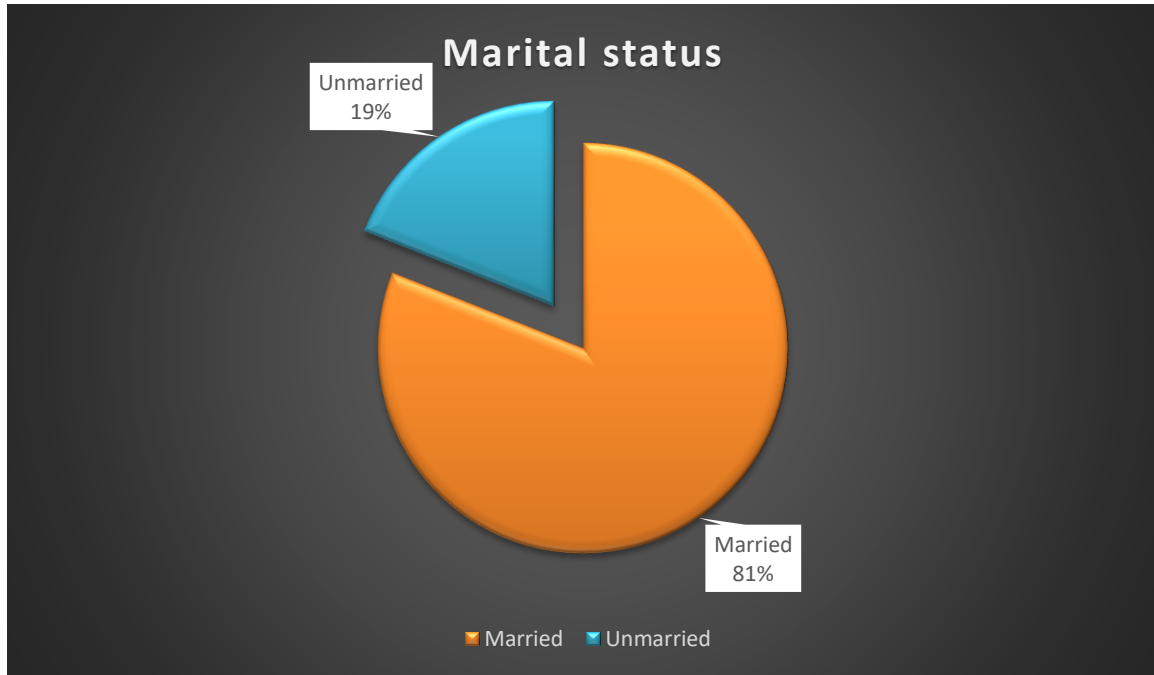
Graph 5.2

Interpretation

Responses on the gender are: Out of 201 responses, 162 respondents i.e., 80.6% are males and only 39 respondents i.e., 19.4% are females. On the basis of gender, it is seen that approximately 80% buyers are males and rest 20% are females. The reason behind this is the male tends to be the decision maker as they visit the sites more than females.

3. What is your marital status?

- a. Married
- b. Unmarried



Graph 5.3

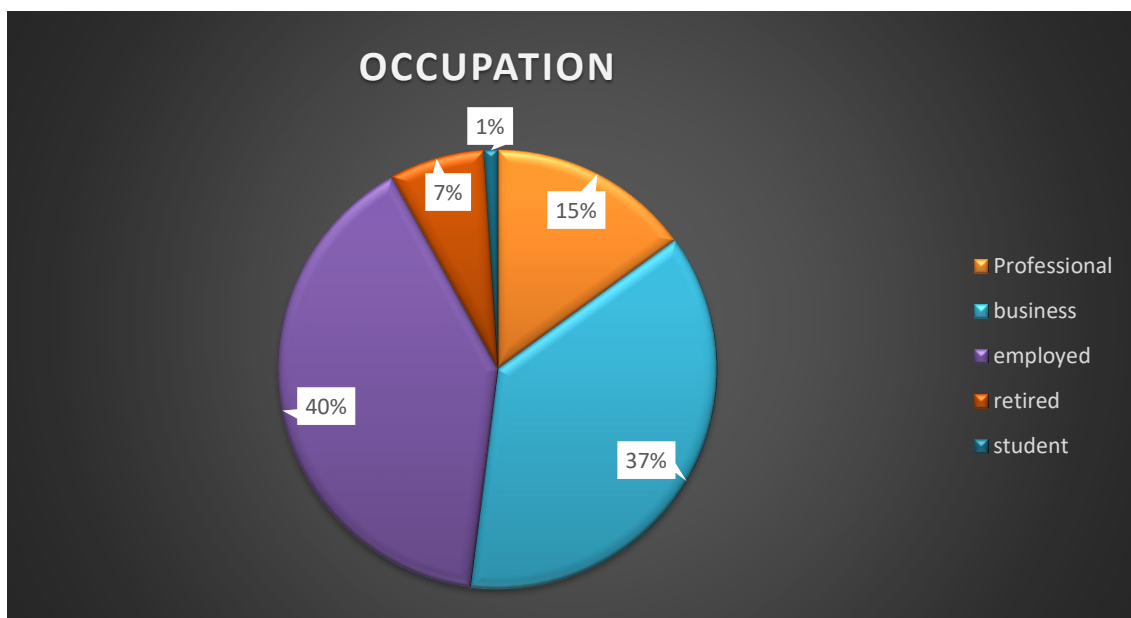
Interpretation

Out of 201 responses, 81% of the respondents are married and 19% respondents are unmarried. Married class looking for family expansion whereas bachelors are not more concern for permanent place to reside as they tend to travel a lot and not look for early home settlement.

4. What is your occupation?

	Components	No. of respondents	Percentage
A	Professional	30	15%
B	Business	74	37%
C	Employed	81	40%
D	Retired	14	7%
E	Student	2	1%
	Total	201	100%

Table 5.2



Graph 5.4

Interpretation

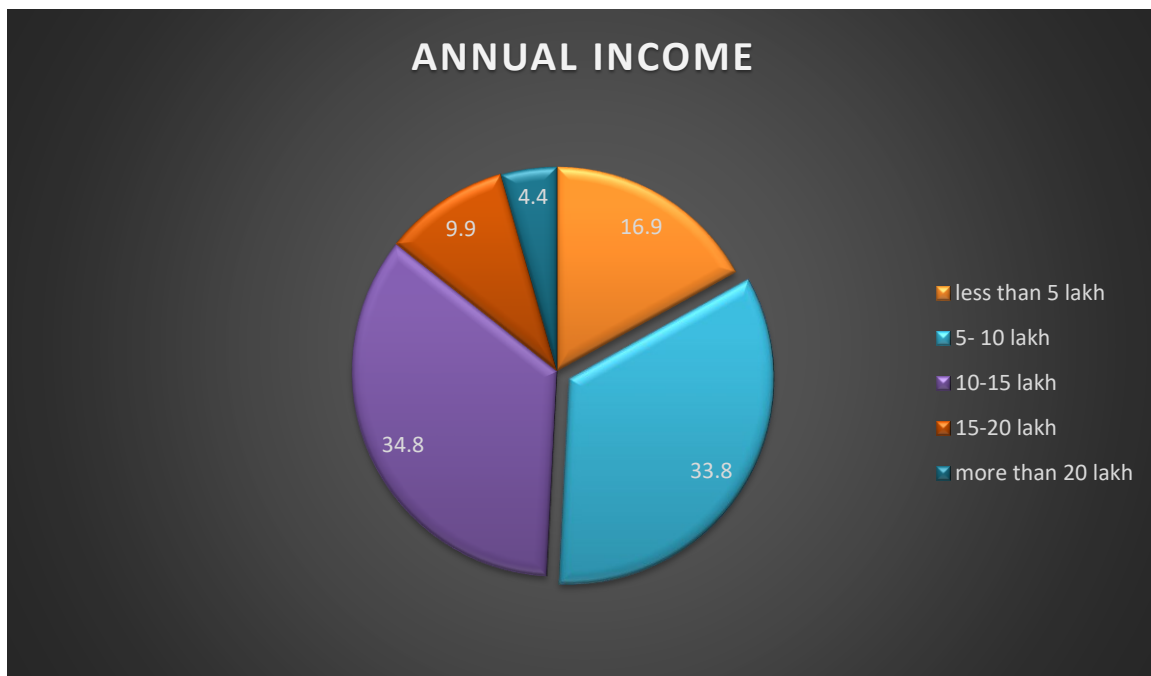
It is surveyed that out of 201 responses, 81 respondents (40.3%) are employees, the occupation of 74 respondents is business and 30 respondents (15%) are professionals. 16 respondents (8%) have selected "others" i.e., occupation rather than employee, business and professionals.

Due to research, it is found that maximum people are employee who are engaged in different industry. The maximum employees who are in the middle age are focused to buy a house on their own. The results show that in the age group of 35-45yrs maximum people purchase real estate property for their end use.

5. What is your annual income (in Rupees)?

	Components	No. of respondents	Percentage
A	Less than 5 Lakhs	34	16.9%
B	5-10 Lakhs	68	33.8%
C	10-15 Lakhs	70	34.8%
D	15-20 Lakhs	20	9.9%
E	More than 20 Lakhs	9	4.4%

Table 5.3



Graph 5.5

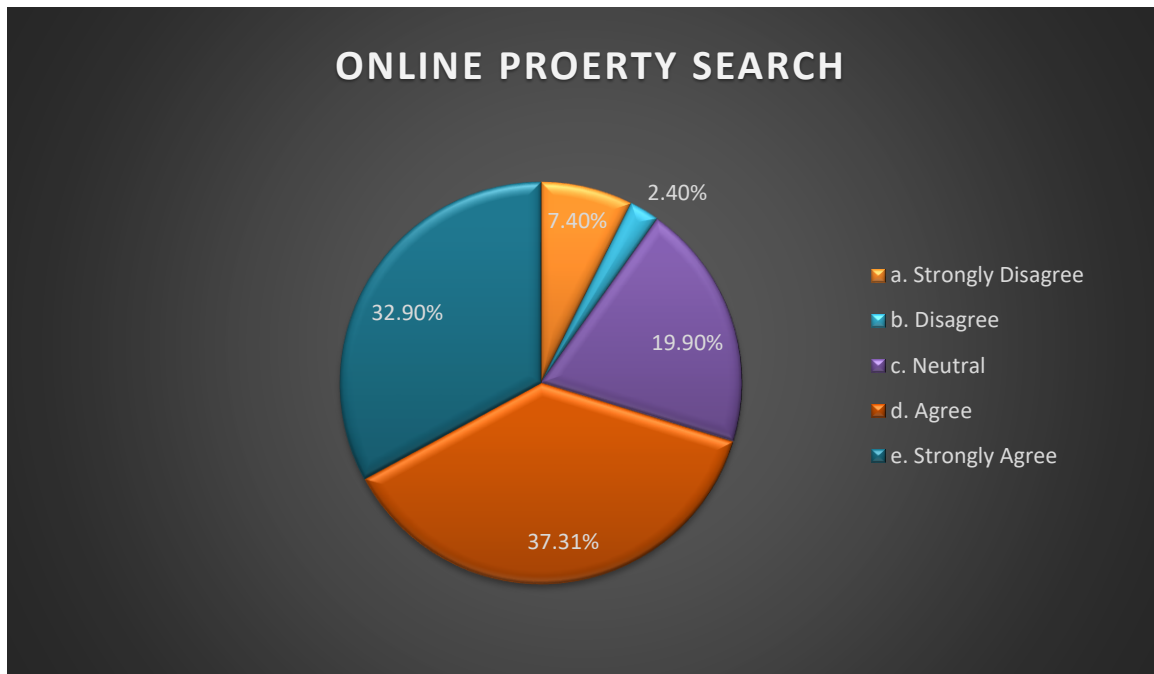
Interpretation:

Out of 201 responses, the annual income of 34% respondents is less than 5 lakhs. 68 respondents have an annual income ranging between 5-10 lakhs, whereas 70% of people have an annual income of 10-15 lakhs and only 4.4% (9) respondents have an annual income of Rs. 20 lakh plus.

Property Search Behavior:

1. I searched for properties using online portals.

- a. Strongly Disagree
- b. Disagree
- c. Neutral
- d. Agree
- e. Strongly Agree



Graph 5.6

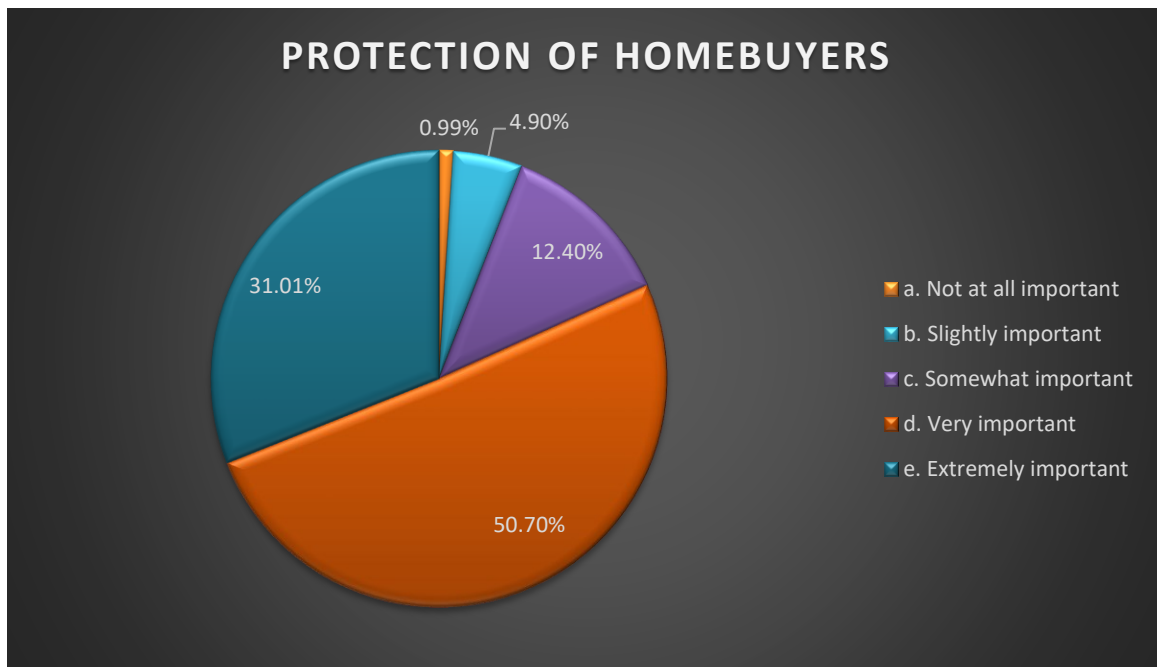
Interpretation

It is observed that 8% respondent strongly disagree, and around 33% respondents strongly agree that they searched for property using online portals. The reason behind is to check the different price rates of different properties or location of property or to search for new launch.

Impact of RERA act on property buying behavior

1. How important is the level of protection offered to homebuyers under RERA, in your decision to buy property?

- a. Not at all important
- b. Slightly important
- c. Somewhat important
- d. Very important
- e. Extremely important



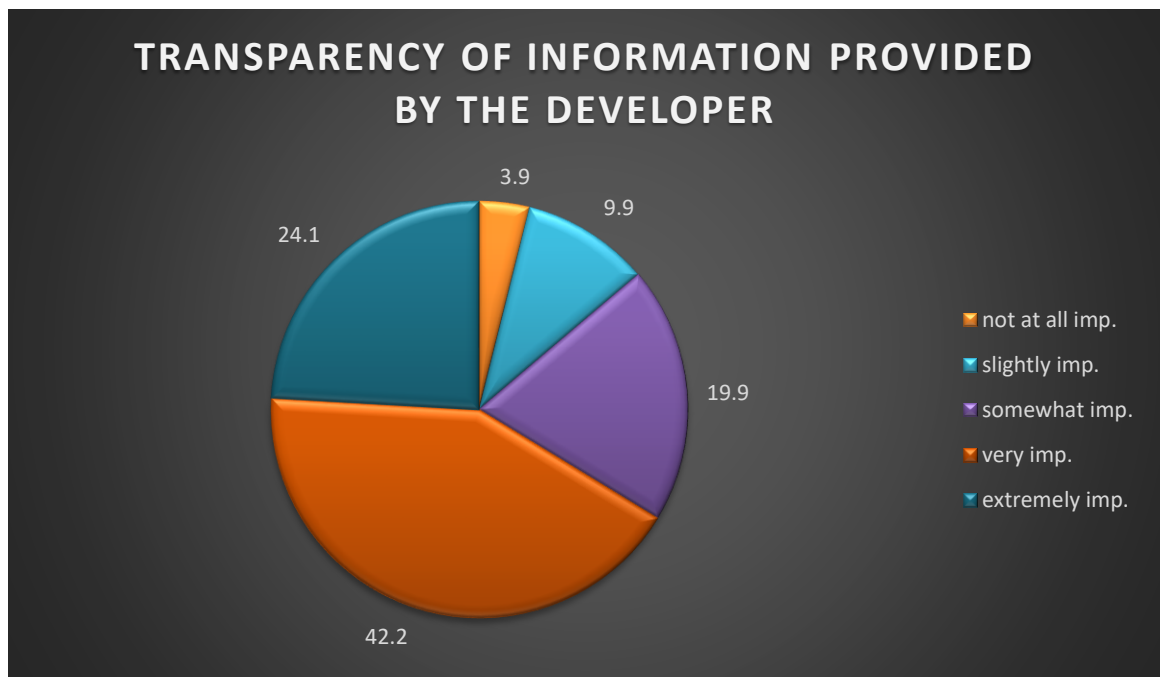
Graph 5.7

Interpretation

Out of 201 respondents, 50.70% think that protection of homebuyers is very important and 31% think that it is extremely important and 0.99% of respondents thinks that is not at all important.

2. How important is the transparency of information provided by the developer, in your decision to buy property?

- a. Not at all important
- b. Slightly important
- c. Somewhat important
- d. Very important
- e. Extremely important



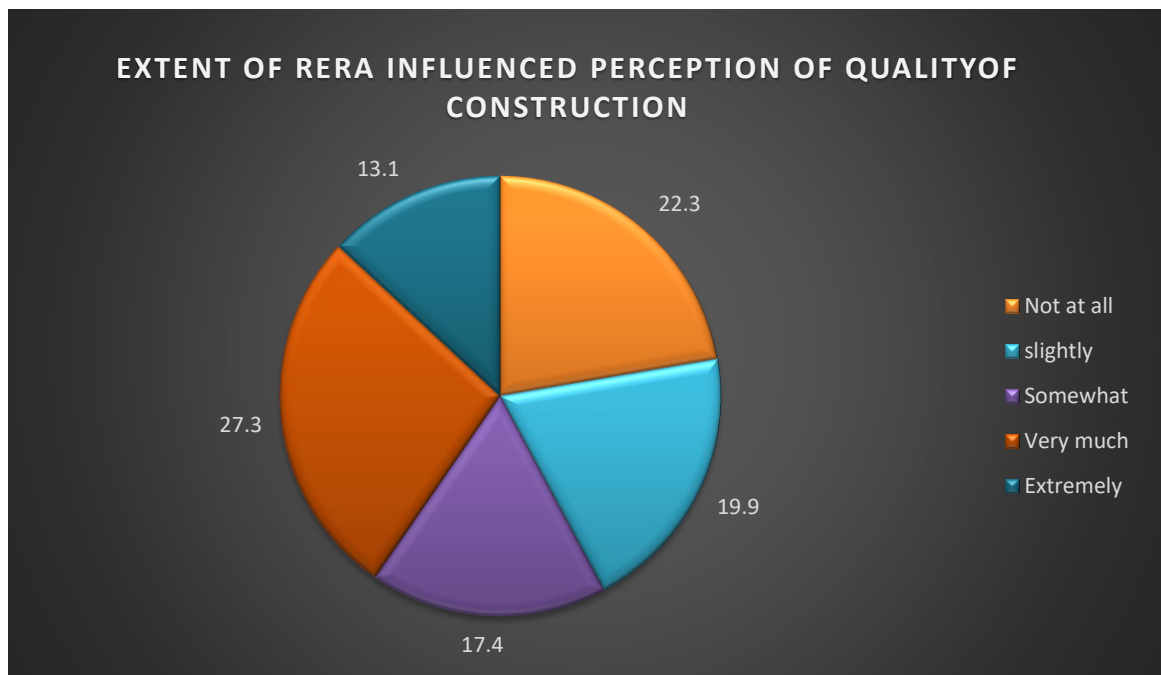
Graph 5.8

Interpretation

Out of 201 respondents, 42.2% respondents think that transparency of information by the developer is extremely important and around 3.9% respondents think that such thing is not at all important.

3. To what extent has RERA influenced your perception of the quality of construction by developers?

- a. Not at all
- b. Slightly
- c. Somewhat
- d. Very much
- e. Extremely



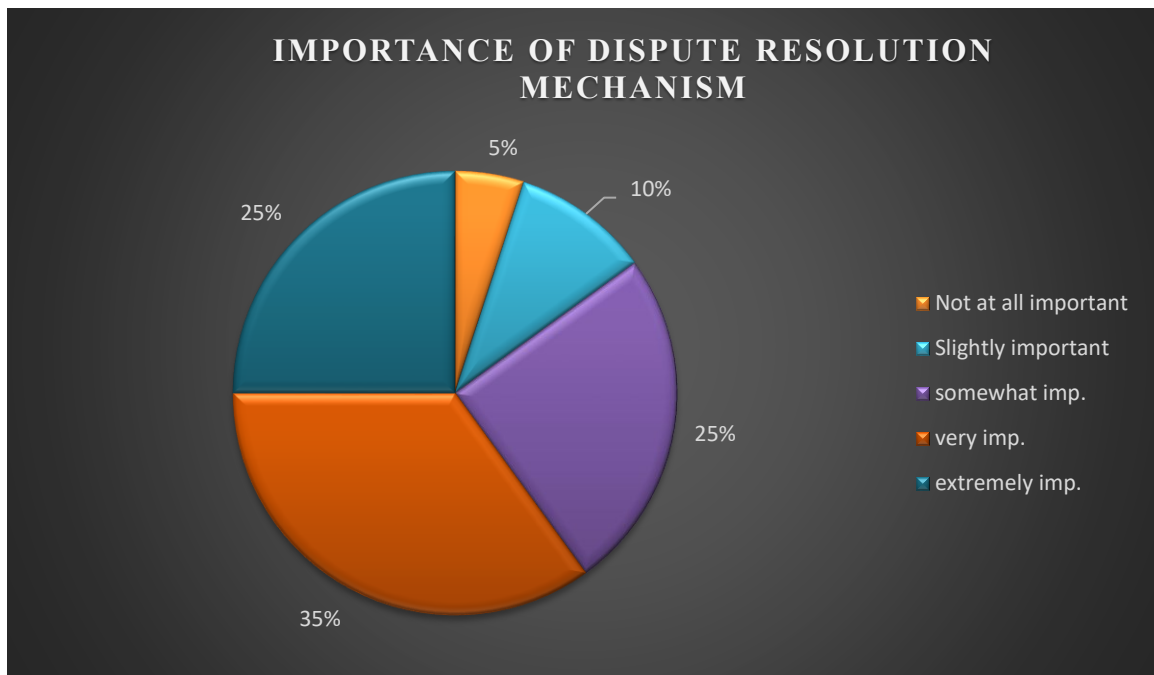
Graph 5.9

Interpretation

It is observed that out of 201 respondents, 22.3% says that RERA doesn't influence their perception of quality of instruction provided by the developer where as 13.1% respondents says that it extremely influenced them to buy property.

4. How important is the dispute resolution mechanism established by RERA, in your decision to buy property?

- a. Not at all important
- b. Slightly important
- c. Somewhat important
- d. Very important
- e. Extremely important



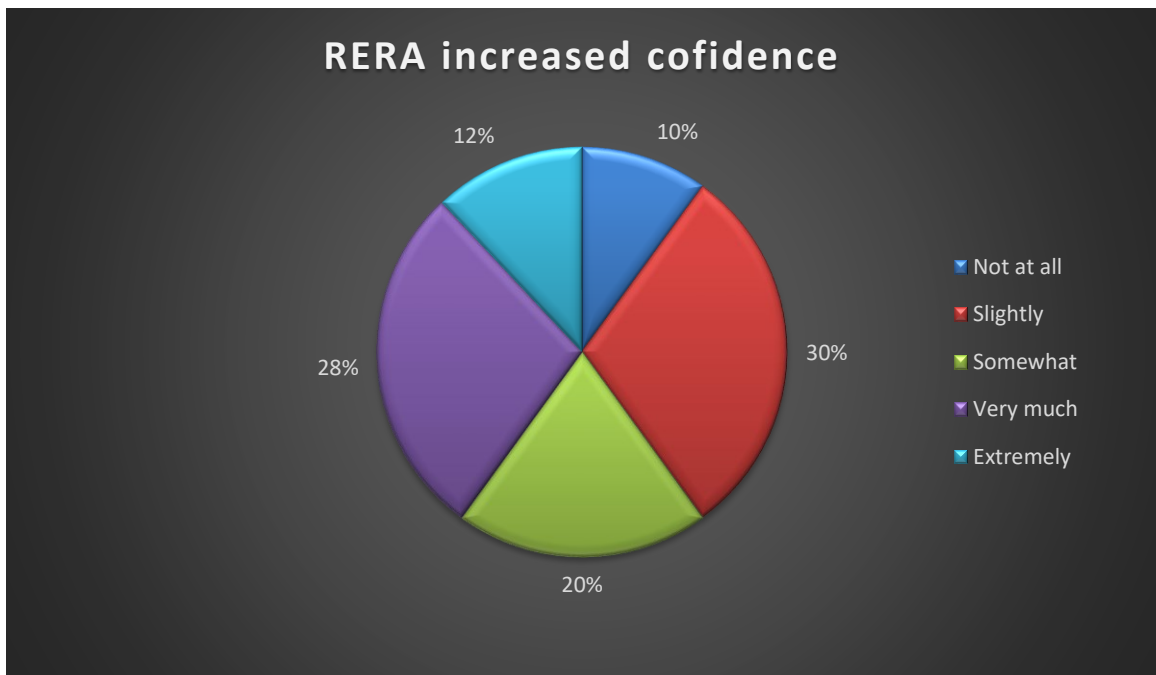
Graph 5.10

Interpretation

Out of 201 respondents, 5% respondents say that it is not at all important, 10% say that it is slightly important, 25% say that it is somewhat important 35% says that it is very important while 25% thinks that it is extremely important.

5. To what extent has RERA increased your confidence in the real estate market?

- a. Not at all
- b. Slightly
- c. Somewhat
- d. Very much
- e. Extremely



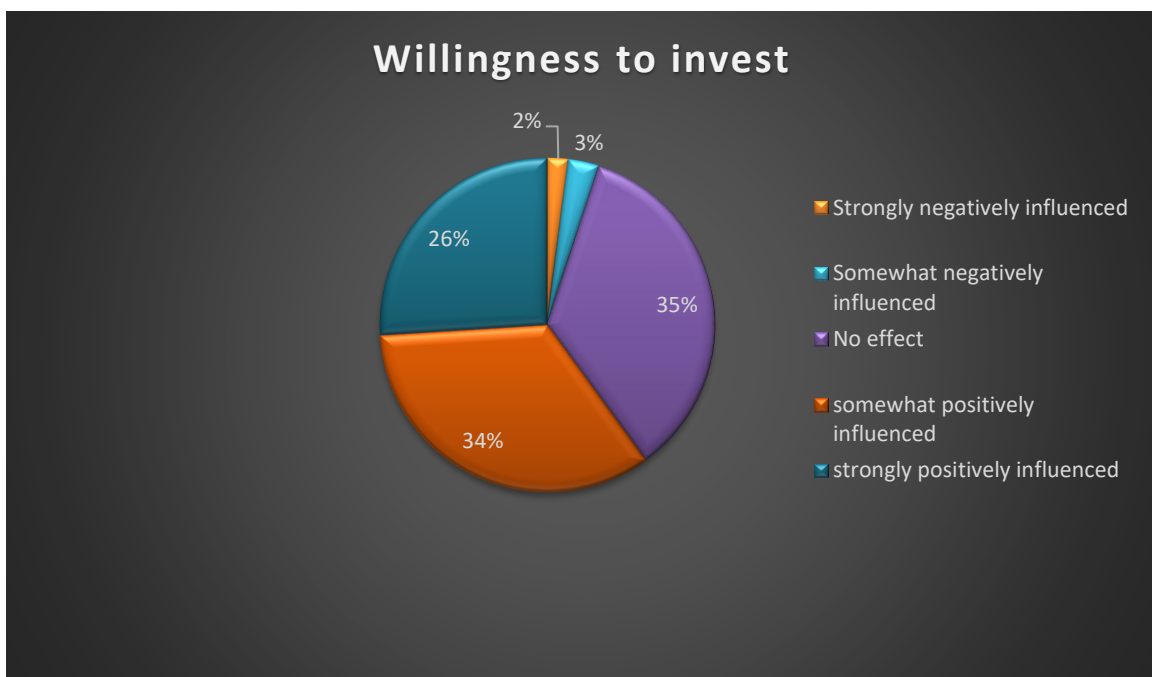
Graph 5.11

Interpretation

From above analysis it is inferred that 10% respondents are not at all feel confident in real estate market whereas 30% feel slightly confident, 28% feel very much confident and 12% feel extremely confident.

6. How has RERA influenced your willingness to invest in the real estate sector?

- a. Strongly negatively influenced.
- b. Somewhat negatively influenced.
- c. No effect
- d. Somewhat positively influenced.
- e. Strongly positively influenced.



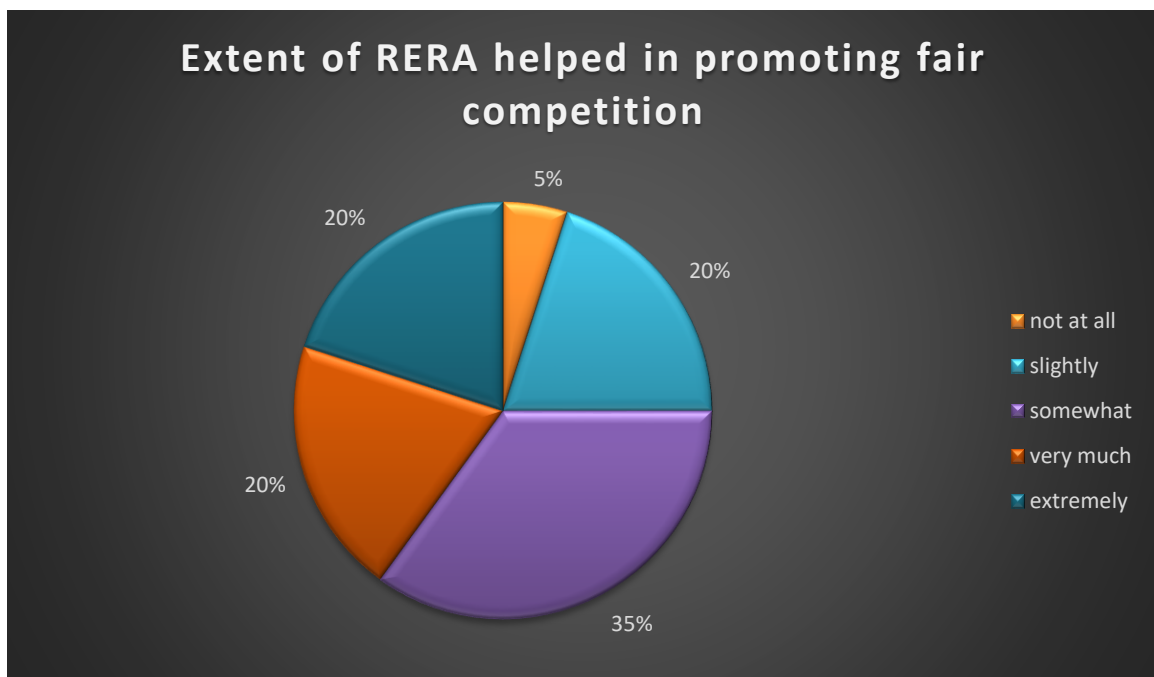
Graph 5.12

Interpretation

Out of 201 responses, it is inferred that 2% respondents say RERA has strongly negatively influenced the willingness to invest in real estate whereas, 34% respondents are strongly positively influenced.

7. To what extent has RERA helped in promoting fair competition among developers in the real estate sector?

- a. Not at all
- b. Slightly
- c. Somewhat
- d. Very much
- e. Extremely



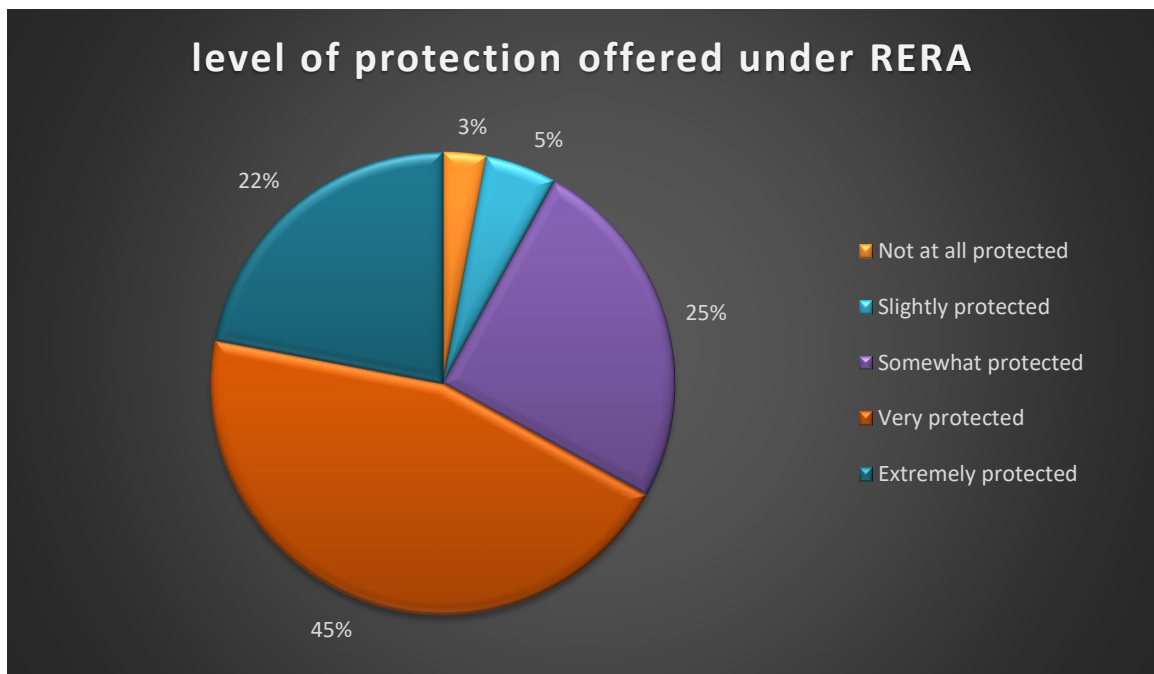
Graph 5.13

Interpretation

It is observed that out 201 responses the respondents are giving mixed annotations, as we can see that few think that RERA not at all helped in promoting fair competition whereas 35% think that it has somewhat helped and 20% respondents says that it has extremely helped in the promoting the fair competition.

8. How confident do you feel about the level of protection offered to your investment in the real estate sector, thanks to RERA?

- a. Not at all protected
- b. Slightly protected
- c. Somewhat protected
- d. Very protected
- e. Extremely protected



Graph 5.14

Interpretation:

From above analysis it is observed that 45% of respondents felt very protected to invest in real estate under RERA. Whereas, 22% of them thinks that it slightly protected and very few around 3-5% respondents feel not at all protected and somewhat protected respectively.

Chapter 6-

Observations &

Findings

Chapter 6- Observations and Findings

OBSERVATIONS

1. The majority of homebuyers in the age group of 30-50 years are interested in lifestyle upgradation or second homes.
2. Online search is the preferred method of searching for real estate projects, with 92% of customers using this method.
3. Majority of the female homebuyers are not thoroughly aware of the RERA act.
4. Price is the most significant factor for homebuyers, followed by location and brand name

FINDINGS

1. RERA compliance is a significant factor for 35% of homebuyers, irrespective of the builder's brand name.
2. RERA act generates a positive impact on the consumers' mind to invest in real estate, as per 95% of respondents.
3. RERA act has created fair competition in the market, as per 75% of respondents.
4. Consumers are interested in investing in small builder's projects if they are registered under RERA.
5. 45% of respondents felt very protected to invest in real estate under RERA.

Chapter 7-

Suggestions

Chapter 7- Suggestions

- Educate homebuyers on RERA: Since the majority of women are not aware of the RERA act, it is essential to educate them on the provisions and implications of the act. Builders can conduct awareness programs and workshops to educate homebuyers, especially women, on the benefits of investing in RERA-registered projects.
- Focus on online marketing: Since 92% of customers search for projects online, builders should focus on their online presence and marketing strategies. They can invest in search engine optimization, social media marketing, and other online marketing channels to reach more customers.
- Focus on small builder's projects: The research shows that consumers are interested in investing in small builder's projects if they are registered under RERA. Builders can focus on promoting their smaller projects and ensure that they are registered under RERA.
- Highlight RERA compliance: Since 35% of respondents are concerned about RERA compliance, builders should highlight their compliance with RERA regulations in their marketing campaigns. This can help build trust with potential homebuyers and increase their interest in investing in RERA-registered projects.
- Emphasize fair competition: Since 75% of respondents agree that RERA has created fair competition in the market, builders should emphasize this aspect in their marketing campaigns. This can help build trust with potential homebuyers and differentiate themselves from non-compliant builders.

- Consider price, location, and brand name: Since customers give preferences to price, location, and brand name, builders should consider these factors when developing and marketing their projects. They can conduct market research to identify customer preferences and develop projects that align with those preferences.
- Ensure customer protection: Since 45% of respondents felt very protected to invest in real estate under RERA, builders should ensure that their projects provide adequate protection to customers. They can do this by complying with RERA regulations, providing transparency in their dealings, and offering fair prices and services.

CHAPTER -8

KEY LEARNINGS and CONTRIBUTION TO THE HOST ORGANIZATION

KEY LEARNINGS:

During this project company used to generate leads from websites like housing.com and magicbricks.com, after getting leads the company used to give leads to CRM team or pre-sales tally callers for converting those leads to potential customers.

The calling team used to give and extract information from the customers respectively.

The callers use to disseminate information regarding new project launch within Pune city and implementation of RERA on that project.

Customer generally ask about completion of project according to RERA dates.

Once the customer agreed to visit and on visit if they finalize the property by giving token and booking amount then the task completes.

Since, the company is an advisory firm too so it basically helps customers throughout their journey till they get possession.

CONTRIBUTION TO THEHOST ORGANIZATION:

1. Generating leads.
2. Cold calling.
3. Handling clients on site visits.
4. Follow ups with potential customers.
5. Help and support to team leaders.

CHAPTER – 9

CONCLUSION

Builders can focus on educating homebuyers on RERA, enhancing their online marketing strategies, highlighting their RERA compliance, and providing customer protection. Builders can also focus on developing projects that align with customer preferences, including price, location, and brand name. The consumers prefer RERA projects in spite of the brand name of the builder.

The majority of consumers believe that the implementation of RERA will bring about significant changes in the real estate sector. RERA protects the interests of homebuyers by ensuring that developers and builders adhere to the rules and regulations specified by the act.

The act mandates developers to provide all relevant information to prospective buyers, promoting increased transparency in the real estate market. The act requires builders to maintain high quality standards while constructing homes and apartments, ensuring that homes are safe and built to last. RERA establishes a fast-track mechanism for resolving disputes between homebuyers and developers, reducing the time and cost associated with resolving disputes.

RERA helps to increase consumer confidence in the real estate market by ensuring that developers are held accountable for their actions and that homebuyers are protected from fraudulent practices. The act promotes fair competition by requiring all developers to adhere to the same standards and regulations, regardless of their size or market presence.

RERA encourages investment in the real estate sector by providing a level of protection to homebuyers and investors, boosting the confidence of potential investors. The act requires developers to maintain accurate and up-to-date records of their projects, making it easier for homebuyers and authorities to monitor the progress of a project and ensure that it meets the standards set by the act.

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ANNEXURE:

Demographic Information:

- 2 What is your age group?
 - a. Below 25
 - b. 25-35
 - c. 35-45
 - d. 45-55
 - e. Above 55

- 3 What is your gender?
 - a. Male
 - b. Female

- 4 What is your marital status?
 - a. Married
 - b. Unmarried

- 5 What is your occupation?
 - a. Professional
 - b. Business
 - c. Self-Employed
 - d. Retired
 - e. Student

- 6 What is your annual income (in Rupees)?
 - a. Less than 5 Lakhs
 - b. 5-10 Lakhs
 - c. 10-15 Lakhs
 - d. 15-20 Lakhs
 - e. More than 20 Lakhs

Property Search Behavior:

- 7 I searched for properties using online portals.
- a. Strongly Disagree
 - b. Disagree
 - c. Neutral
 - d. Agree
 - e. Strongly Agree

Impact of rera on customer property buying behaviour :

- 8 How important is the level of protection offered to homebuyers under RERA, in your decision to buy property?
- a. Not at all important
 - b. Slightly important
 - c. Somewhat important
 - d. Very important
 - e. Extremely important
- 9 How important is the transparency of information provided by the developer, in your decision to buy property?
- a. Not at all important
 - b. Slightly important
 - c. Somewhat important
 - d. Very important
 - e. Extremely important
- 10 To what extent has RERA influenced your perception of the quality of construction by developers?
- a. Not at all
 - b. Slightly
 - c. Somewhat
 - d. Very much
 - e. Extremely

- 11 How important is the dispute resolution mechanism established by RERA, in your decision to buy property?
- a. Not at all important
 - b. Slightly important
 - c. Somewhat important
 - d. Very important
 - e. Extremely important
- 12 To what extent has RERA increased your confidence in the real estate market?
- a. Not at all
 - b. Slightly
 - c. Somewhat
 - d. Very much
 - e. Extremely
- 13 How has RERA influenced your willingness to invest in the real estate sector?
- a. Strongly negatively influenced.
 - b. Somewhat negatively influenced.
 - c. No effect.
 - d. Somewhat positively influenced.
 - e. Strongly positively influenced.
- 14 To what extent has RERA helped in promoting fair competition among developers in the real estate sector?
- a. Not at all
 - b. Slightly
 - c. Somewhat
 - d. Very much
 - e. Extremely

15 How confident do you feel about the level of protection offered to your investment in the real estate sector, thanks to RERA?

- a. Not at all confident
- b. Slightly confident
- c. Somewhat confident
- d. Very confident
- e. Extremely confident