

Project Report On  
**“A STUDY OF BUSINESS RELATION OF MARUTI SUZUKI WITH  
CUSTOMERS”**

Submitted by  
**PUSHAPA RAMPRIT  
YADAV**

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Project Guidance by  
Professor: Mrs SUSHAMA PATIL



UTTARI BHARTI SABHA'S  
RAMANAND ARYA D.A.V COLLEGE OF COMMERCE AND SCIENCE  
DATAR COLONY, BHANDUP (EAST)

**RamanandArya D.A.V. College**

**Bhandup (East) Mumbai 400042**

***Certificate***

This is to certify that PUSHAPA RAMPRIT YADAV has worked and duly completed her Project Work for the degree of Master in Commerce under the Faculty of Commerce in the subject of MANAGEMENT OF BUSINESS RELATIONS and his project is entitled, “**A STUDY OF BUSINESS RELATION OF MARUTI SUZUKI WITH CUSTOMERS**” under my supervision.

I further certify that the entire work has been done by the learner under my guidance and that no part of it has been submitted previously for any Degree or Diploma of any University.

It is his own work and facts reported by his personal findings and investigations.

**Co-Ordinator:**

DR. SUSHAMA PATIL

**Principal:**

DR. AJAY M. BHAMARE

**Project Guide/Internal Examiner:**

Mrs. SUSHAMA PATIL

**External Examiner:**

**RamanandArya D.A.V. College**

**Bhandup (East) Mumbai 400042**

***Declaration by learner***

I, the undersigned **PUSHAPA RAMPRIT YADAV** declare that the work embodied in this project work hereby, titled “**A STUDY OF BUSINESS RELATION OF MARUTI SUZUKI WITH CUSTOMERS**” forms my own contribution to the research work carried out under the guidance of **Prof SUSHAMA PATIL** is a result of my own research work and has not been previously submitted to any other University for any other Degree to this or any other University.

Wherever reference has been made to previous works of others, it has been clearly indicated as such and included in the bibliography.

I, here by further declare that all information of this document has been obtained and presented in accordance with academic rules and ethical conduct.

Name of the learner: **PUSHAPA RAMPRIT  
YADAV**

Signature:

**Certified by**

Name of the Guiding Teacher: **Mrs. SUSHAMA PATIL**

Signature:

## **Acknowledgment**

To list who all have helped me is difficult because they are so numerous and the depth is so enormous.

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**Signature of the Student**

**PUSHAPA RAMPRIT YADAV**

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## INTRODUCTION

In the last few years, the Indian Maruti Suzuki car industry has seen spectacular growth. The country stands next to the China and Japan in terms of production and sales respectively. This distinction was achieved due to variety of reasons like restrictive policy followed by the government of India towards the passenger car industry. Majority of Indians, especially the youngsters prefer rather than cars.

The first car that the company produced was a four-door Maruti 800 and the second car that the company produced was a Multi-Utility Vehicle called the Omni. Between 1994 and 1996 Maruti released the Esteem, the Gypsy, the Omni, the Gypsy King, Zen and Esteem. It also opened a second plant in Manesar whose capacity at the time of opening was 2,00,000 units. Business always starts and closes with the customers and hence the customers must be treated as the king of the market. The progress of the business is based on profit, status, images etc. and also depends upon the customers. Hence, it is important for all the organizations to meet the customers' expectations. Customer satisfaction is a broad concept and involves such factors as the quality of product, the quality of the service provided, the atmosphere of the location where the product or service is purchased, and the price of the product or service. Businesses often use customer satisfaction surveys to measure customer satisfaction. These surveys are used to gather information about customer satisfaction. Typical areas addressed in the surveys include quality of product, value of product relative to price- a function of quality and price, time issues, such as product availability, availability of sales assistance and delivery time, atmosphere of store, such as cleanliness, organization, service personnel issues, such as politeness, attentiveness, and helpfulness, convenience, such as location, and hours of operation. Customer satisfaction is essential for business success in today's marketplace. Customer satisfaction measures how well the expectation of a customer concerning a product or service provided by your company has been met. Maruti Suzuki India Limited (Formally known as Maruti Udyog Ltd) was established in 1981, February 24th. It was organized as a legal corporation beneath the provision of the Indian Companies ACT, 1956 to converge the rising demand of personal transportation by the lack of an efficient public transport system. It is the largest car manufacturing company in India accruing over 50% domestic car market. Suzuki Motor Corporation is the largest manufacture of

mini passenger vehicles in Japan. According to Automotive Intelligence, Suzuki is eleventh largest vehicle manufacturing company in the world and fourth in Japan in terms of worldwide sales. The company offered different range of cars from passenger cars to sports cars. From 1982, Maruti Udyog was a subsidiary of Suzuki Motor Corporation of Japan. They licensed and joint venture agreement had been made between two companies on October, 2 1982.

1. Maruti was also involved in various businesses like manufacturing, sales and purchasing of motor vehicles and parts of automobiles. Other activities of Maruti were facilitation of pre-owned car sales, fleet management and car financing. They have seven subsidiary companies in India are Insurance Business Agency Ltd, Maruti Insurance Distribution Services Ltd..

2. All these were affianced with promotion and selling motor insurance policies to motorcycle owners and the seventh one True Value Solution Ltd were in business of sales of certified pre-owned motorcycles under the brand ‘Maruti True Value’. They have four manufacturing units in different areas in Haryana state.

3. The first commercial car from the joint venture company was launched in 1983 called Maruti 800 which was very popular. In 1984 they launched Maruti Omni which fits one full size family. In 1985 they introduced Maruti Suzuki Gypsy. In 1997 company exposed to foreign market and imported 500 cars to Hungary. In 1990 they launched three box cars with 1000cc engine; this was the major transformation in the company. In 1992 Suzuki Motor Corporation increased its share value to 50% in Maruti. Later year they launched with Maruti Zen and in 1994.

4. Maruti has inaugurated its second plant in 1995. In 1997, Maruti started Maruti Service Master as model workshop to take care of its sales in India. In 2002, Suzuki Motor Corporation increased the share in Maruti to 54.2%. By 2002 they established 10 finance companies in which 8 of them were finance companies and two were joint ventures. They started a new business strategy for its purchase, sales and trade of old cards is Maruti True Value. With the first worlds strategic model with the help of Suzuki Motor Corporation they launched ‘the SWIFT’ in 2005 5. Maruti started working on new car plant and the diesel engine facility at Manesar plant, Haryana in 2006-07. They opened a new institute of Driving Training and Research (IDTR) in 2006 is a mutual project with Delhi Government for better Research in the field of automobile. They introduced diesel cars like Swift and SX4 luxury sedam in 2007. Maruti launched Multi Utility Vehicle (MUV) called Grand Vitara stylish, muscular and 5 setter car in 2007. They

Also went into other joint venture agreement with Futaba Industrial Co Ltd and formed FMI Automotive Components Ltd for manufacturing Exhaust System Components. In 2008-09, they introduced a new A2 segment car, A-star in India and in Europe as new alto. They also raised their production capacity to 1million cars. In 2008, they launched a dual fuel called Maruti 800 6. Report submitted by commission of government in 1982 discloses among the major goals with maruti is to modernization of the Indian automobile industry, Fuel efficient vehicles production, to manufacture huge number of vehicles, gain from foreign technology, and the production of 'people's car' was suitable for Indian people and the climatic conditions which creates possibility of earning foreign exchange by exporting Maruti products and improving employment by starting new industries in the market. By improving the research in the market is determined by manufacturing of better cars would be in demand in Indian market. The main aim of the Maruti Suzuki production is to take help from Japanese company in its working model, working culture and in Indian industry they mainly focus on hierarchical discrimination, inadequate labor, low labor involved, and labor conflict and low recognition with the company.

Operational CRM at Maruti includes customer contact (sales, marketing and service). Tasks resulting from these processes are forwarded to employees responsible for them, as well as the information necessary for carrying out the tasks and interfaces to back-end applications are being provided and activities with customers are being documented for further reference. Operational CRM provides the following benefits:

- Delivers personalized and efficient marketing, sales, and service through multi-channel collaboration
- Enables a 360-degree view of the customer while you are interacting with them

Sales people and service engineers can access complete history of all customer interaction with the company, regardless of the touch point . The operational part of CRM typically involves three general areas of business at Maruti:



**Sales force automation (SFA)**

SFA automates the critical sales and sales force management functions of Maruti, i.e., lead/account management, contact management, quote management, forecasting, sales administration, keeping track of customer preferences, buying habits, and demographics, as well as performance management. SFA tools are designed to improve field sales productivity. Key infrastructure requirements of SFA are mobile synchronization and integrated product configuration.

**Customer service and support (CSS)**

CSS at Maruti automates the service requests, complaints, product returns, and information requests. The internal help desk and inbound call-center support for customer inquiries have been evolved into the –customer interaction center (CIC), using multiple channels (Web, phone/fax, face-to-face, kiosk, etc). Key infrastructure requirements of CSS include computer telephony integration (CTI) which provides high volume processing capability, and reliability.

**Enterprise marketing automation (EMA)**

EMA of the company provides information about the business environment, including competitors of Maruti, industry trends, and macro environmental variables. It is the execution side of campaign and lead management. The intent of EMA applications is to improve marketing campaign efficiencies. Functions include demographic analysis, variable segmentation, and predictive modeling occur on the analytical (Business Intelligence) side. Integrated CRM software is often also known as –front office solutions. Of Maruti, This is because they deal directly with the customer of the company.

Maruti uses CRM software to store all of their customer's details. When a customer calls at maruti, the system is used to retrieve and store information relevant to the customer. By serving the customer quickly and efficiently, and also keeping all information on a customer in one place, the management at Maruti aims to make cost savings, and also encourage new customers.

## **ANALYTICAL CRM**

In analytical CRM, data gathered within operational CRM and/or other sources are analyzed to segment customers or to identify potential to enhance client relationship. Customer analysis typically leads to targeted campaigns to increase share of customer's wallet. Examples of Campaigns directed towards customers are:

- Acquisition: Cross-sell, up-sell
- Retention: Retaining customers who leave due to maturity or attrition.
- Information: Providing timely and regular information to customers about Maruti.
- Modification: Altering details of the transactional nature of the customers' relationship.

Analysis typically covers but is not limited to:

- Decision support: Dashboards, reporting, metrics, performance etc.
- Predictive modelling of customer attributes
- Strategy and research.

Analysis of Customer data relates to the following analyses:

- Campaign management and analysis
- Contact channel optimization
- Contact Optimization
- Customer Acquisition / Reactivation / Retention
- Customer Segmentation
- Customer Satisfaction Measurement / Increase
- Sales Coverage Optimization
- Fraud Detection and analysis
- Financial Forecasts
- Pricing Optimization
- Product Development
- Program Evaluation
- Risk Assessment and Management

Data collection and analysis is viewed as a continuing and iterative process. Ideally, business decisions are refined over time, based on feedback from earlier analysis and decisions. Therefore, a successful analytical CRM projects take advantage of a data warehouse to provide suitable data.

### **COLLABORATIVE CRM**

Collaborative CRM facilitates interactions with customers through all channels (personal, letter, fax, phone, web, e-mail) and supports co-ordination of employee teams and channels. It is a solution that brings people, processes and data together so company can better serve and retain their customers. Collaborative CRM provides the following benefits:

- Enables efficient productive customer interactions across all communications channels
- Enables web collaboration to reduce customer service costs
- Integrates call centers enabling multi-channel personal customer interaction
- Integrates view of the customer while interaction at the transaction level

### **PURPOSES OF CUSTOMER RELATIONSHIP MANAGEMENT**

CRM, in its broadest sense, means managing all interactions and business with customers. This includes, but is not limited to, improving customer service. The CRM program allows Maruti to acquire customers, service the customer, increase the value of the customer to the company, retain good customers, and determine which customers can be retained or given a higher level of service. A good CRM program can improve customer service by facilitating communication in several ways :

Provide product information, product use information, and technical assistance on web sites that are accessible 24 hours a day, 7 days a week.

Identify how each individual customer defines quality, and then design a service strategy for each customer based on these individual requirements and expectations.

Provide a fast mechanism for managing and scheduling follow-up sales calls to assess post-purchase cognitive dissonance, repurchase probabilities, repurchase times, and repurchase frequencies.

Provide a mechanism to track all points of contact between customer and the company, and do it in an integrated way so that all sources and types of contact are included, and all users of the system see the same view of the customer (reduces confusion).

Help to identify potential problems quickly, before they occur.

Provide a user-friendly mechanism for registering customer complaints (complaints that are not registered with the company cannot be resolved, and are a major source of customer dissatisfaction) Provide a fast mechanism for handling problems and complaints (complaints that are resolved quickly can increase customer satisfaction).

- Use internet cookies to track customer interests and personalize product offerings accordingly.
- Use the Internet to engage in collaborative customization or real-time customization.
- Provide a fast mechanism for managing and scheduling maintenance, repair, and on-going support (improve efficiency and effectiveness).
- The CRM can be integrated into other cross-functional systems and thereby provide accounting and production information to customers when they want it.

## **IMPROVING CUSTOMER RELATIONSHIPS**

CRM programs also are able to improve customer relationships. Proponents say this is so because:

- CRM technology can track customer interests, needs, and buying habits as they progress through their life cycles, and tailor the marketing effort accordingly. This way customer get exactly what they want as they change.
- The technology can track customer product use as the product progresses through its life cycle, and tailor the service strategy accordingly. These way customers get what they need as the product ages.
- In industrial markets, the technology can be used to micro-segment the buying centre and help coordinate the conflicting and changing purchase criteria of its members.
- When any of the technology-driven improvements in customer service (mentioned above) contribute to long-term customer satisfaction, they can ensure repeat purchases, improve customer relationships, increase customer loyalty, decrease customer turnover, decrease marketing costs (associated with customer acquisition and customer –training!), increase sales revenue, and thereby increase profit margins.
- Repeat purchase, however, comes from customer satisfaction – which in turn comes from a deeper understanding of each customer, their individual business challenges and proposing solutions for those challenges rather than a –one size fits all approach.
- CRM software enables sales people to achieve this one on one approach to selling and can automate some elements of it via tailorable marketing communications. However, all of these elements are facilitated by or for humans to achieve – CRM is therefore a company-wide attitude as much as a software solution.

### **Setting up “Express Service Bays” & “2 – Technician Bays”**

As the name suggests the company set out to delight its customers by offering them faster car service by introducing new concepts such as Express Service Bays & 2- Technicians Bays. These are done for customers who are hard pressed for time. Both the initiatives undertaken in

this direction have helped improve customer interface and also helped increase the productivity and capacity of existing workshops.

### **Mega Camps**

The company aggressively conducts ‘Mega Camps’ throughout the country round the year. Activities undertaken during a mega camp include complimentary car wash, AC & Pollution check up, oil and fuel top ups, wheel alignments etc. Apart from mega camps workshop camps like A/C checkup camps, PUC and general check-up camps, Locality camps , Pre monsoon camps etc are also regularly conducted as part of customer connect initiatives..

### **Service at Door Step through Maruti Mobile Support**

Another unique initiative is the door step service facility through Maruti Mobile Support. Maruti Mobile Support is a first of it’s kind initiative and is expected not only to help the company reach out customers in metro cities but also as a mean to reach semi urban /rural areas where setting up of new workshop may not be viable.

### **Car Safety device**

The company used technology to meet customer needs and even delight them. Following feedback that the company’s cars were more prone to theft owing to their resale value, the company worked on an anti-theft immobilizer or –I-Cats; system for all its new cars.

### **Complete car needs**

The company’s effort of providing all car-related needs — from learning to drive a car at Maruti Driving Schools to car insurance, extended warranty and eventually exchanging the existing car for a new one — under one roof at dealerships also enhances customer satisfaction. In these competitive times the challenge is to keep inventing newer ways of doing things to keep the customers in your fold. Over the last few years, the company strengthened the existing practices and experimented with many new initiatives by way of kaizens (continuous improvements) to delight its customers. These initiatives ranged from product design and quality to network expansion, and included new service programs to meet unsaid needs of customers.

### **Key Initiatives**

### **Servicing customers 24X7 ..... 365 days....**

The company takes great pride in sharing that customers have rated Maruti Suzuki first once again in Customer Satisfaction Survey conducted by independent body, J.D.Power Asia Pacific. It is 9th time in a row. The company was first car company in India to launch a Call Centre in the year 2000. The award mirrors the company's commitment towards –Customer Obsessionl.

### **Car pickup & delivery facility for women car owners.**

Quote Unquote: —The study finds that vehicle pickup and delivery before and after service has a strong impact on customer satisfaction. In particular, customers who say that their vehicle was picked up from their doorstep before service and delivered to the same point after service are notably more delighted with their after-sales service experience, compared with customers who do not receive this service....|| Maruti also launched mission to promote safe driving habits jointly with Institute of Driving Training and Research.It also launched ‘Dil Se’ – a special program for Indians living abroad or NRIs, to facilitate them to gift Maruti cars online to friends and relatives at home.

### **Maruti Suzuki launches customer loyalty program**

Maruti SuzukiÂ launched an all-new customer loyalty-cum-rewards programme which will benefit new as well as the existing five million Maruti customers across India The programme will work through a unique three-in-one Autocard to be issued by Maruti which will be a petro card, a loyalty card and an international credit card. The new customers as well as the existing Maruti owners can opt for the card as long as they possess valid ownership proof.

## **COMPANY PROFILE**

Maruti Suzuki is one of india's leading automobile manufacturers and the market leader in the car segment, both in terms of volume of vehicles sold and revenue earned. Until recently, 18.28% of

the government held an initial public offering of 25% of the company in June 2003. As of May 10, 2007, Govt. of India sold its complete share to Indian financial institutions. With this, Govt. of India no longer has stake in Maruti Udyog.

Recently to ward off the growing competition, Maruti has completed Rs. 4 billion expansion project at the current site, which has raised the total production capacity to over 3,20,000 vehicles per annum. With the coming of each and every year, the total production of the company exceeded by 4,00,000 vehicles.

Maruti Suzuki India Limited (MSIL, formerly known as Maruti Udyog Limited) is a subsidiary of Suzuki Motor Corporation, Japan. Maruti Suzuki has been the leader of the Indian car market for over two and a half decades. The company has two manufacturing facilities located at Gurgaon and Manesar, south of New Delhi, India. Both the facilities have a combined capability to produce over 1.5 million (1,500,000) vehicles annually. The company plans to expand its manufacturing capacity to 1.75 million by 2013. The Company offers 15 brands and over 150 variants ranging from people's car Maruti 800 to the latest Life Utility Vehicle, Ertiga. The portfolio includes Maruti 800, Alto, Alto K10, A-Star, Estilo, WagonR, Ritz, Swift, Swift DZire, SX4, Omni, Eeco, Kizashi, Grand Vitara, Gypsy and Ertiga. In an environment friendly initiative, in August 2010 Maruti Suzuki introduced factory fitted CNG option on 5 models across vehicle segments. These include Eeco, Alto, Estilo, Wagon R and SX4. With this Maruti Suzuki became the first company in India to introduce factory fitted CNG vehicles.

#### **Maruti Udyog Limited (MUL)**

was established in February 1981, though the actual production commenced in 1983 with the Maruti 800, based on the which at the time was the only modern car available in India, its only competitors - the and were both around 25 years out of date at that point. Through 2004, Maruti Suzuki has produced over 5 Million vehicles. Maruti Suzukis are sold in India and various several other countries, depending upon export orders. In 2009-10, the company sold a record 10,18,365

units including 1,47,575 units which we exported primarily to Europe, the remaining 870,790 sold in India. In the third quarter of 2009-2010, the company sold 258,026 units. Thus, in March 2010, Maruti Suzuki had a India market share of 53.3 per cent of the Indian passenger car market of 16,33,752 passenger.



## **MISSION**

An Organisation's mission is the purpose or reason for the organization's existence, means, what the company is providing to society.—Maruti seeks to create a more prosperous society through automotive manufacturing. Mission critical attitude and fiscal prudence has been a way of life within Maruti, good or bad times notwithstanding. And what has fuelled this over the last 18 months is the Japanese major's 3-G philosophy pushed by Nakanishi, which now refers to as 'going back to basics'. Maruti's fundamental mission is to contribute to people's lifestyle, society, and the economy through automotive manufacturing. In upholding this mission, we have always focused on the futures of the automobiles industry when deciding how best to position our company.

## **VISION**

While the global economy is design in the recession roil and its tremors being felt in india, the country's largest automakers seems unfazed, What is helping Maruti today, is the company's ability to constantly innovate even beyond product, so the compan's vision is 'We have to ensure that any disruption in the environment doesn't jeopardize your market position. If we say this vision in one line then it is -Maruti's aims to achieve long-term, stable growth in harmony with the environment, the global economy, the local communication it serves, and its stakeholders.

### **Road Safety And Maruti Suzuki**

Maruti Suzuki has already trained around 450,000 persons in safe driving in the last few years. Through the National Safety Mission, the company plans to touch a total of million persons in the next few years. Maruti Suzuki contributes towards road safety through its IDTR and MDS initiatives.

### **National Road Safety**

- ☐ Taking forward its commitments to Road Safety, Maruti Suzuki has adopted a National Road Safety Mission.
- ☐ Under the mission Maruti Suzuki will Train 50,00,000 peoples in safe driving in the next 3 years across india.
- ☐ Of the 500,000 people to be trained, at least 100,000 will be people from.
- ☐ Underprivileged section of society, who are keen to take driving as a profession.
  
- ☐ In addition, Maruti Suzuki will continue to support to government and industry in their efforts for road safety.
- ☐ While utilizing the existing 2 Institute of Driving Training and Research(IDTR) in Delhi and the 50 Maruti Driving Schools (MDS) across the country the company will enter into partnerships with state governments for more IDTRs and with its dealers for more MDS.

### **Company Product**

Offers these models of cars such as :

- ☐ Maruti 800 launchedn -1983
- ☐ Maruti Omni launched – 1984
- ☐ Maruti Gypsy launched – 1985
- ☐ Maruti Zen launched – 1990
- ☐ Maruti Alto launched – 2000
- ☐ Maruti Wagon R launched -2002
- ☐ Maruti Versa launched – 2003
- ☐ Maruti Grand Vitara launched -2004
- ☐ Maruti Zen Estilo launched-2006
- ☐ Maruti Suzuki SX 4 launched 2007
- ☐ Maruti Swift Dzire launched -2008
- ☐ Maruti A –Star launched -2008
- ☐ Maruti Suzuki Ritz launched -2009 etc.

## **Awards/Recognition won by Maruti Suzuki**

Because of outstanding performance and continuous innovations and business relation with customer, Maruti Suzuki got various awards and achievements as follow:

- ☐ Business Standards India's company of the years 2011 awards
- ☐ Ranked amongst the top ten most admired companies by Wall Street Journal
- ☐ 11<sup>th</sup> time in a row, the Company ranked the highest in JD Power Asia Pacific 2010 India Customer Service Index (CSI) STUDY
- ☐ NASSCOM and CNBC TV 18 IT users awards
- ☐ NHRDN (National HRD Network) Trailblazer Award 2010 for HRD Excellence
- ☐ Maruti's Alto ranked no. 1 in TNS four wheeler Total Customer Satisfaction 9(TCS) study

## **SWOT analysis of Maruti Suzuki**

Maruti Suzuki is the market leader in India and has an amazing brand equity. Maruti is known for the service it provides and is synonymous with Maruti 800 – the longest running small car in India. Here is a SWOT of maruti suzuki, its strengths, weaknesses, opportunities and threats.



## **Strengths in the SWOT analysis of Maruti Suzuki**

- Maruti Udyog limited (MUL) is in a leadership position in the market with a market share of 48.74

- Major strength of MUL is having largest network of dealers and after sales service centers in the country.
- Good promotional strategy is adopted by MUL to transfer its thoughts to the people about its products.
- Maruti Suzuki recorded highest number of domestic sales with 9,66,447 units from 7,65,533 units in the previous fiscal. It recently attained the 10million domestic sales mark.
- Strong Brand Value and Loyal Customer Base are big strengths for MUL
- There are around 15 vehicles in Maruti Product portfolio. Has good product lines with good fuel efficiency like Maruti Swift, Diesel, Alto etc
- Alto still beats the small car segment with highest number of sales
- MUL is the first automobile company to start second hand vehicle sales through its True-value entity.
- MUL has good market share and hence it's after sales service is a major revenue contributor.

### **Weaknesses in the SWOT analysis of Maruti Suzuki**

- Low interior quality inside the cars when compared to quality players like Hyundai and other new foreign players like Volkswagen, Nissan etc.
- Government intervention due to having share in MUL.
- Younger generations started getting a great affinity towards new foreign brands
- The management and the company's labor unions are not in good terms. The recent strikes of the employees have slowed down production and in turn affecting sales.

### **Opportunities in the SWOT analysis of Maruti Suzuki**

- MUL has launched its LPG version of Wagon R and it was a good move simultaneously
- MUL can start R&D on electric cars for a much better substitute of the fuel.
- Maruti's Cervo 600 has a huge potential in tapping the middle class segment and act as a strong threat to Nano

- New DZire from Maruti will capture the market share and expected to create the same magic as Maruti Esteem(currently not available)
- Export capacity of the company is giving new hopes in American and UK markets
- Economic growth of the country is constantly increasing and the government is working hard to increase the gdp to double digit.

### **Threats in the SWOT analysis of Maruti Suzuki**

- MUL recently faced a decline in market share from its 50.09% to 48.09 % in the previous year(2011)
- Major players like Maruti Suzuki, Hyundai, Tata has lost its market share due to many small players like Volkswagen- polo. Ford has shown a considerable increase in market share due to its Figo.
- Tata Motors recent launches like Nano 2012, Indigo e-cs are imposing major threats to its respective competitor's segment
- China may give a good competition as they are also planning to enter into Indian car segment
- Launch of Hyundai's H800 may result in the decline of Alto sales

## **OBJECTIVES**

- To observe the customer awareness about Maruti Suzuki
- To analyze the customer buying behaviour
- To study the effect of event and promotion
- To analyze the technique used by the Maruti Suzuki in maintaining CRM.
- To observe how the Maruti Suzuki became sucessfull in the market.

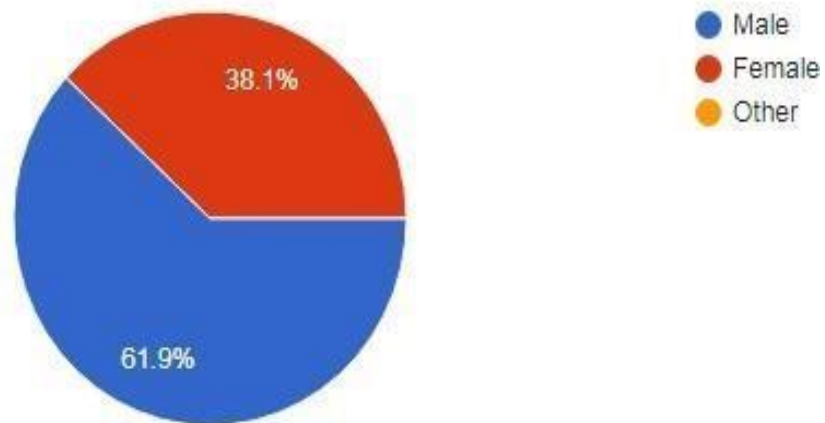
## **RESEARCH METHODOLOGY**

In the present study, response from various respondent were coded and tabulated. This process was used for the each type of questionnaire. The responses of individuals have been given in all the pie-chart in terms of percentage.

**SECONDARY DATA:** Secondary data is collected from different websites and from textbook of management of business relation

Gender

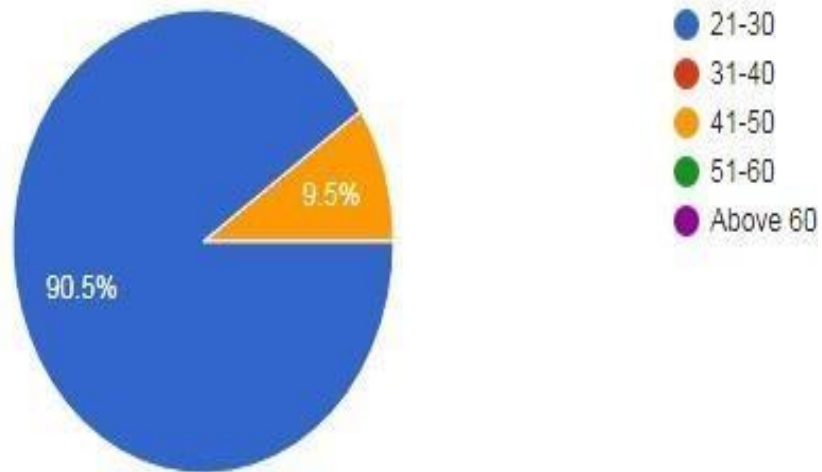
21 responses



This questionnaire is prepared to get the knowledge about the business relation of maruti Suzuki with their customer. I handed my questionnaire to male and female among them male responded more as compare to female. You can see from my pie-chart that what percent of male and female are there. 61.9% of males and 38.1% of females are responded.

Age:

21 responses

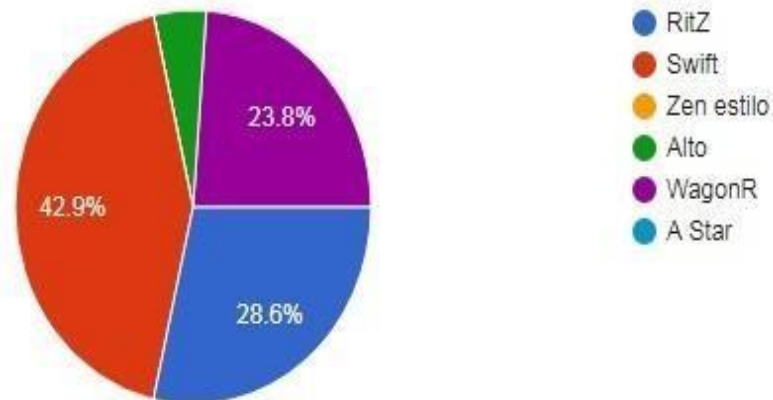


From the information shown in this pie chart the large light blue area resembles those who are between the age of 21-30 .Its clear from the information given in this pie chart that the responses 21-30 is more than all others age group. After that 41-50 age group responses also there which is 9.5%. And 90.5% is highest among other .



Which is your favorite small car in Maruti Suzuki?

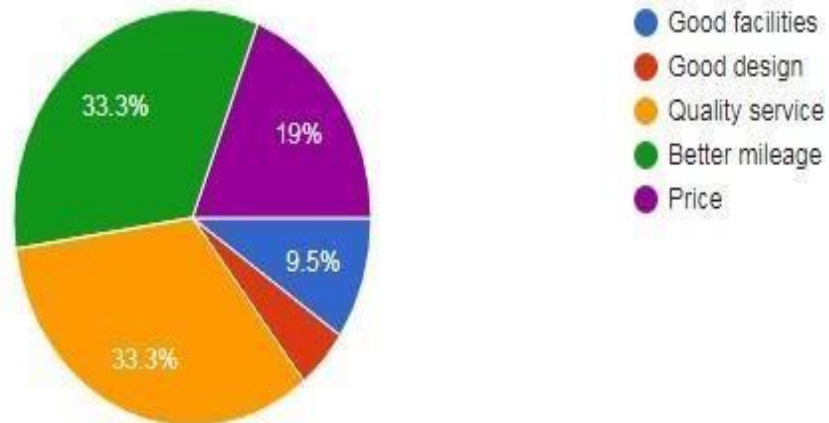
21 responses



As shown in the small pie-chart the majority of people answering in the survey that swift is there favorite small car.28.6% people likes to prefer RitZ. And 23.8% of peoples likes to prefer WagnoR. As we can see in this pie-chart there is less difference between WagonR and RitZ percentage. There is very less users of alto according to my survey.

Why you are giving first preference to Maruti Suzuki while buying small car?

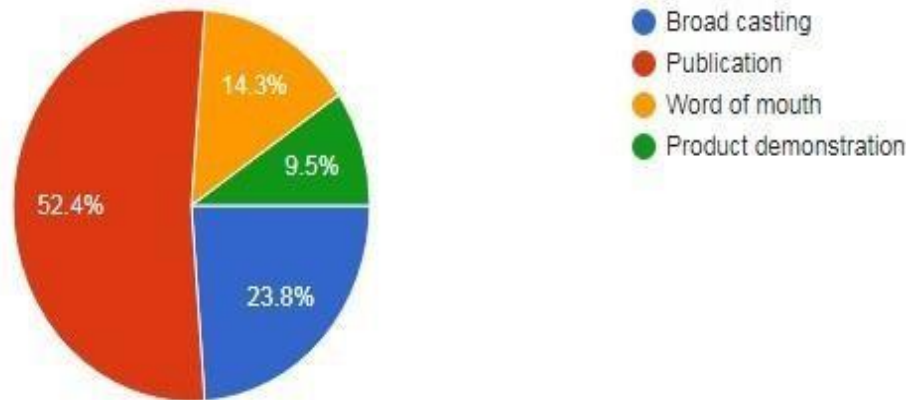
21 responses



As we can see in this pie-chart the majority of people is impressed by the quality service and better mileage of the maruti Suzuki. The percentage of both is same that is 33.3%. Some of the people are more comfortable with the prices maruti cars. And 9.5% of people prefer maruti because of good facilities provided by them.

Which promotional media is influencing you to buy small cars of Maruti Suzuki?

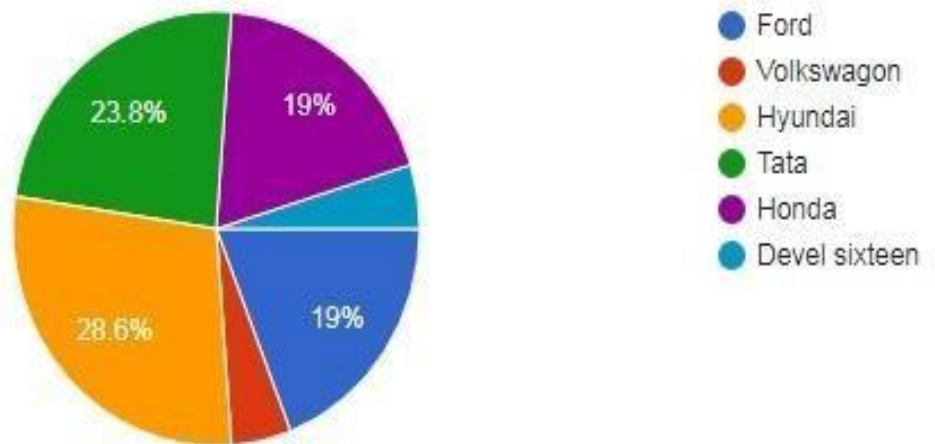
21 responses



From the above given chart we can analyse that 52.4% customers are influenced by the publication. As per analysis people are influencing by the broad casting also that is 23.8%. And many of the people are also influenced by the word of mouth which is 14.3%. And remaining are influenced by the product demonstration.

Which company is your second choice while buying small car?

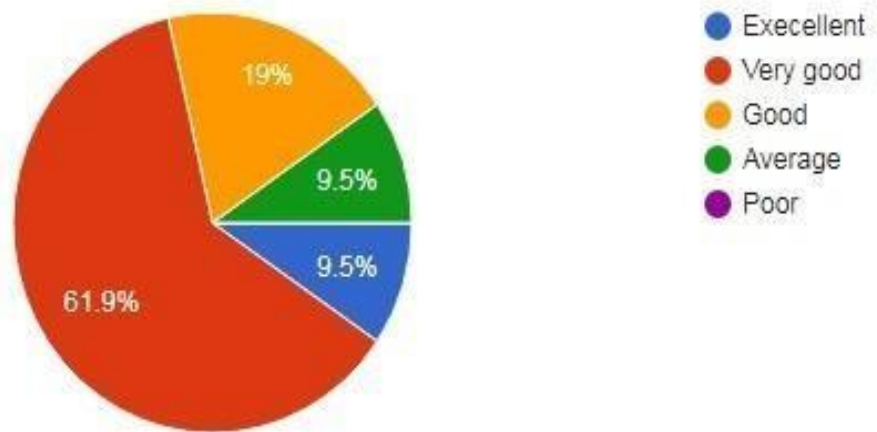
21 responses



As we can see in the above chart that many people like Hyundai that is there second choice which is about 28.6%. About 23.8% of the people are attracted by the tata car. And we can see the percentage of Honda and ford are the same that is 19 %. The demand of volkswagon car is very less as per my survey .

What is your opinion about service of Maruti Suzuki comparing with other?

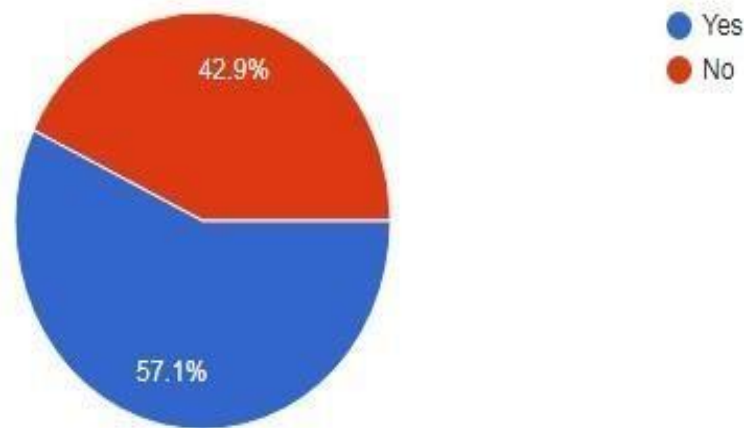
21 responses



This table shows that there is 61.9% customer responded for the very good services of company and 19% for the good .and 9.5% are for the average and excellent. As we can see no one responded for the poor its means maruti is giving very good service to there customer.

Do you want any changes in cars of Maruti Suzuki?

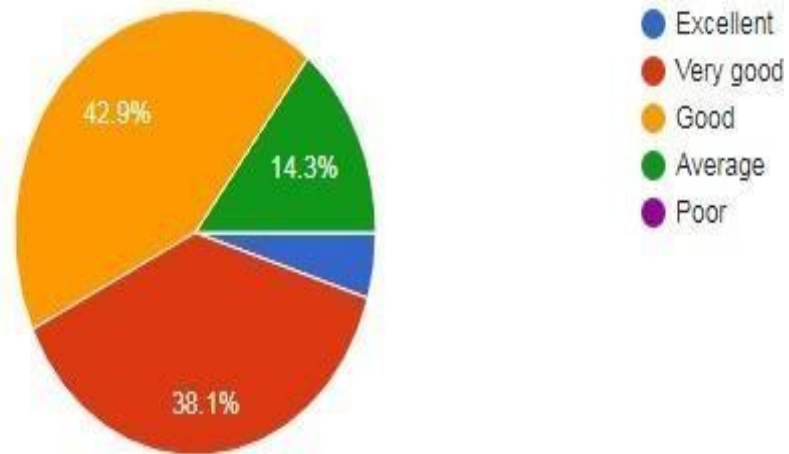
21 responses



As we can see in the above pie-chart that 57.1% of the people want the changes in the cars of maruti may be in size aur may be in the services. And some people are satisfied by that they don't want any changes that is 42.9%.

How was the sales executives attitude toward you?

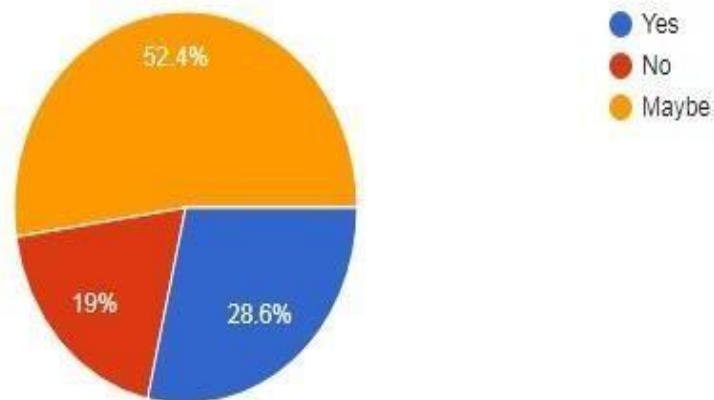
21 responses



The above chart shows that there is 42.9% responded good for the sales executive attitude toward them. And 38.1% for the very good attitude of executives toward them. And there is 14.3% people respond for average. No one responded for poor and very less people responded for excellent.

Do you feel that the introduction of more models with in the small car segment will improve sale of Maruti Suzuki?

21 responses

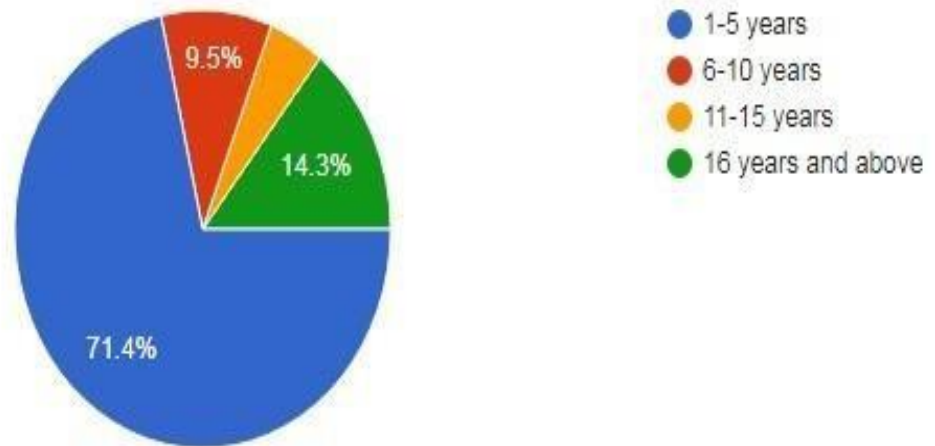


As per the analysis 52.4% of the customer thinks that introduction of more models with in the small cars segment maybe improve sale of maruti Suzuki. And the customer about 28.6% of customer are sure that this strategy will workout. And remaining 19% of customer are not agree with this statememt.



Since how long you are using Maruti Suzuki cars?

21 responses

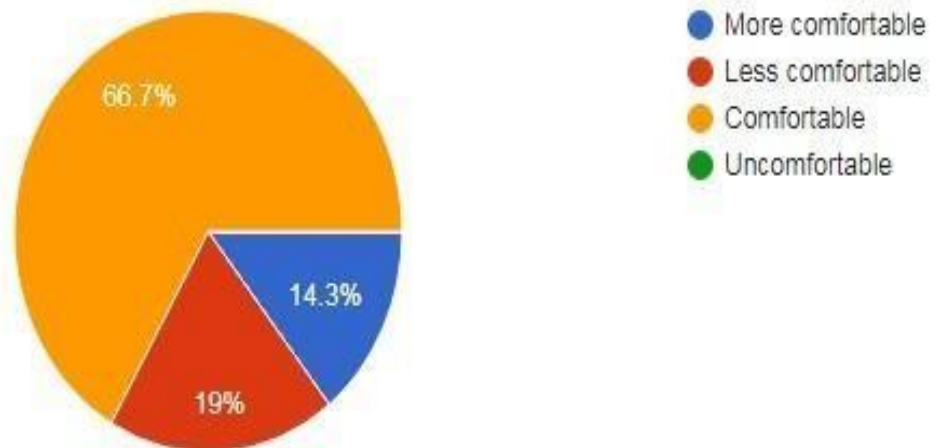


From the information shown in this pie-chart the large blue area resembles those who are using maruti cars from last 1-5 years. And the green area shows that 14.3% customers are using it from 16 years and above. And the 9.5% of the customer are using it from 6-10 years.

This pie chart shows that most of the people are using it from 1-5 year.

How do you feel when you drive your Maruti Suzuki cars?

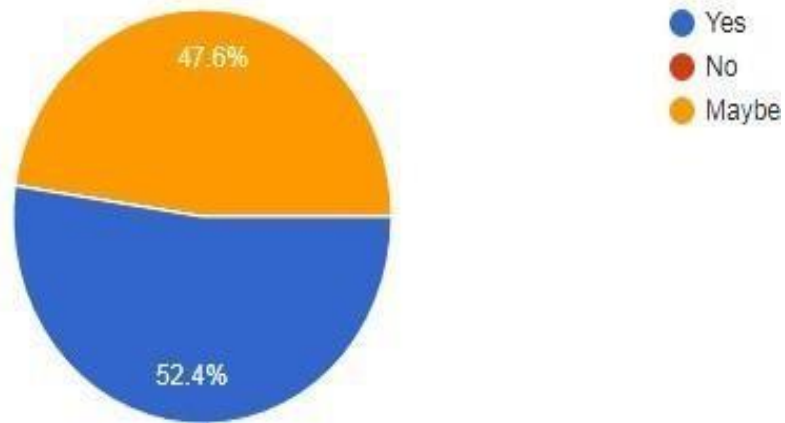
21 responses



According to the above chart we can see that 66.7% customers are comfortable while they driving the maruti car. And the other 19% of the people are less comfortable by this and the remaining 14.3% of the people are more comfortable it means they are satisfied by the maruti cars.

Do you think Maruti cars are worth their price?

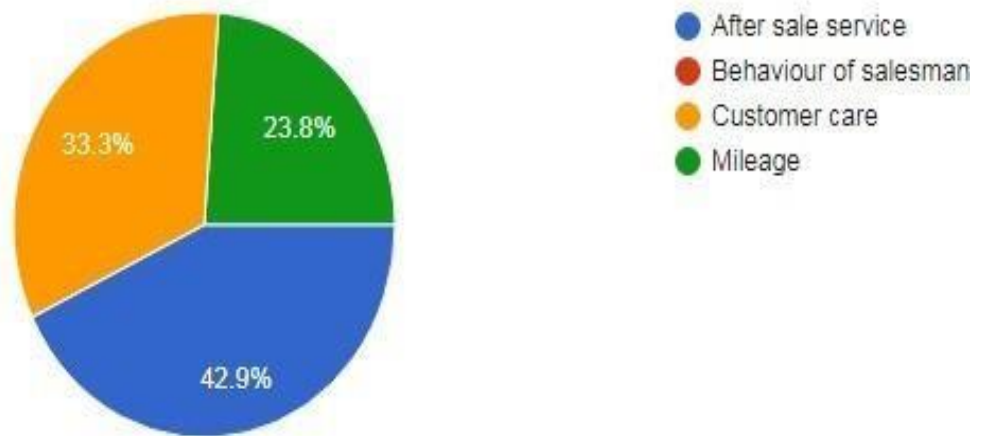
21 responses



As we can see the above pie-chart that most of the people are agree with that maruti cars are worth there price which is 52.4% of people are agree. But at the same time 47.6% are not agree with this statement .Maybe they think that there is need to do some improvement. In this survey no one said that it not worth their price.

According to you what are the areas of improvement is needed?

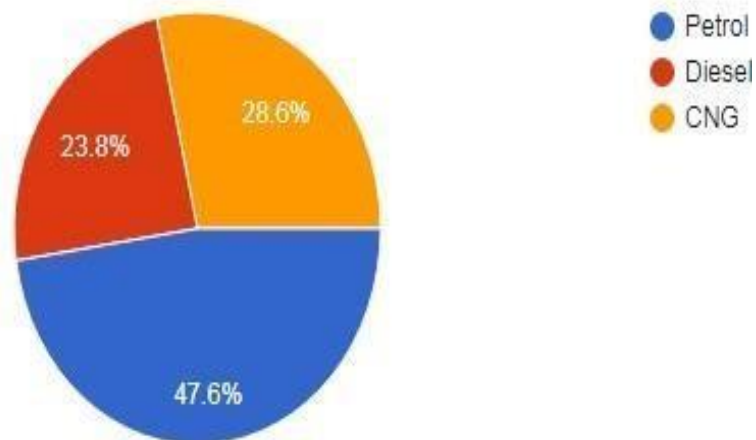
21 responses



According to the above chart we can understand that, 42.9% customer need improvement in after sale service, while 33.3% says about customer care, and 23.8% says about mileage of cars should improved. After analysis we can say that customers are not getting after sale service properly so the improvement is needed.

Which version do you have of Maruti Suzuki?

21 responses



From the given chart we can conclude that according to the survey 47.6% of the customer are having petrol version which is highest percentage. 28.6% of the people having CNG version and rest of the people which is 23.8% having the diesel version. This shows that the petrol version are more according to survey.

## LITERATURE REVIEW :

A review of literature shows that researchers investigated the relationship between attribute and overall customer satisfaction with Maruti Suzuki using different car and nature of attributes. In addition, the results of these studies will empirically validate that proposed attributes considerably affects overall customer satisfaction with Maruti Suzuki car of service provided.

**Rana and Lokhande (2013)** study showed that in March 2008 Maruti Suzuki's sales were Rs.21221 crore which was more than March 2007 by Rs. 21.559. The industrial sales of Maruti Suzuki in the year March 2008 were Rs.20070.9 crore which is 23.26% greater than previous year. It concluded that in today's scenario the success of company lies in structuring and restructuring the marketing strategies and continuous innovation of product and service.

**Singh and Srivatava (2013)** study showed various factors affecting customer satisfaction towards Maruti Suzuki. Exceptional customer service results in greater customer retention, which in turn results in higher profitability. Customer loyalty is a major contribution to sustainable profit growth. Measuring customer satisfaction provides an indication of how successful the organization is at providing products or services to the marketplace. It also concluded that all the factors considered in the study have significant effect on the overall satisfaction of the customers. It conducted that satisfaction levels for pricing attributes (such as Car price, discounts and service charges) are generally lower than product related attributes.

**Ranjith and Snekalatha (2013)** focused on the customer's brand loyalty and satisfaction towards Maruti car. Maruti Suzuki India Limited is India's leading & largest passenger car manufacturer which accounting Vol-3 Issue-4 2017 IJARIE-ISSN(O)-2395-4396 5999 [www.ijarie.com](http://www.ijarie.com) 495 for nearly 50 per cent of the total industry sales. Customer loyalty is a major contribution to sustainable profit growth to achieve success. This study found that Maruti Udyog Ltd has various brands of car, but majority of respondent prefer Omni. They are satisfied with price, band, image, convenience, appearance quality and require less maintenance cost. **Parthian and Rajendran (2014)** study was carried on customer preference toward Maruti Suzuki. Main aim of this study was to understand the mind of customers whether they was eager and satisfied to handle. Even though most of the customers were satisfied with present model and service, few customers were not satisfied about the facilities provided by the car. If the Maruti

car service providers give enough attention regarding this, they can ensure a large level of customer preference.

**Akhila and Thayyullathi (2015)** in his study on customer satisfaction toward Maruti Suzuki in Coimbatore found that majority of the respondents were using SUV (Sport utility vehicle) type cars. They found that Maruti Suzuki cars were the best and fast moving brands. There were increasing trend because of easy handling, safety, security and high performance, which makes the advanced technologies to adopt new model.

**Suganthi and Renuka (2016)** focused on data collected through convenience sampling of 200 consumers of Maruti Suzuki Swift car users of Udumalpet Taluk. Later the data was analysed with statistical tools like mean and the hypothesis was tested by using Chi-Square analysis. Maruti Suzuki Swift is most preferred brand by the majority of the customer. It is going to pose great challenges to other small cars in India. Most of the customers are satisfied with the mileage and fuel efficiency of the car and they preferred Maruti Suzuki Swift.

## **OBSERVATION**

It is observed that

1. The prospective segment is from the business and self employed class.
2. The company should concentrate on the age group 26-34.
3. Maruti should continue to maintain the standard of the service.
- 4 . It is observed that , 42% of the respondent are of opinion that vehicles are as per expectation, and 20% are saying its below expectation.
- 5 . Company should improve its post sales service.
6. The customer highest priority is for the mileage.
7. Maruti Suzuki needs to improve its awareness about Add-on-Services like any time Maruti, MEW etc.
8. Customer are highly satisfied with the service which help in customer retention
- 9 . It is observed that, 46 % of the customers are of opinion that Maruti should improve in quality, and 16% of the opinion that Maruti should improve in price.
10. Customers are highly satisfied which help in customer retention.
11. Company has created goodwill among the customers which will help them to recommend car to friends and relatives.
12. Maruti Suzuki needs to educate the customers about the benefits of M-Finance. They can motivate the cash customers to offer M-Finance.
13. It is observed that , 86 % of the customers are ready to prefe r M - Insurance, 14% are not ready to prefer M-Insurance



### **LIMITATIONS OF STUDY:**

Though the research was conducted properly, the probability of errors & biases kept is minimum; still some errors occurred because of certain limitation.

#### **These are as follows:-**

- a) This is time consuming research method & the respondents did not have sufficient time for giving Information for such type of research.
- b) People were reluctant to give responses for such type of research.
- c) Study is restricted to only Amravati city. I have honestly and sincerely tried to present the facts and figures but some error still might have cropped up.

## CONCLUSION

The automobile industry is considered an engine for economic growth of the country. Maruti Suzuki has proven that it is always ahead than its competitors because of continuous innovations and technological upgradations. The company has set a benchmark of excellence because of Research & Development activity as Maruti Suzuki believes that this activity will enable the company to offer superior and environment friendly products to customer with complete satisfaction. Maruti Suzuki's environmental performance is really uncountable. Considering the growing vehicle pollution, the company introduced advanced K-Series engine in its vehicles which resulted in reduction of CO, THC and NOx emissions by almost 50 percent. As far as economic performance is concerned, Maruti Suzuki's last few year's statistics of Domestic sales, Export, narrates that still Maruti Suzuki is the leader of Indian Automobile sector.

The research work was successfully identifying by the studying the relationship management of Maruti Suzuki with the customer. The conclusion can be drawn from this study may be:-

- ☐ Maruti Suzuki is india's one of the leading automobiles manufactures and also the leader of the market both in terms of volume and revenue generated.
- ☐ The Maruti Suzuki cars are best and fast moving brands. Now a days the demand for the cars by customer shown increasing trend, at the same time they expected easy handling, safety and security, higher performance etc. which makes the advance technologies and adopts new models.

Automobiles have become the basic necessity of life. With rising income levels, the standard of the living of the people has been increasing. There are a lot of consumers who are buying cars and there is more and more direction towards buying behaviours in cars as they are competitively priced and there is a lot of variety in terms of brands, models, colours, etc. Before finalizing a purchase Its smarter to think about the emotion and attitudes. If marketers are to do a better job of what a cars offers to the consumer's image of the offerings. This meanwhile, is quite unlike the west buyers consider comfort and safety, not necessarily in that order.

With the rapid increase in car brands, consumers really have to think hand while making a choice or deciding for the Maruti Suzuki car to be done by the marketing department so as to understand the purchase behavior of the consumers. Therefore this study would help the companies in understanding the factors that influence the purchase decision of the consumers and their

expectations from the passengers cars. The launch of swift had brought maruti in lime-light and various global international automobiles manufacturers announced their plans to boost their investment in india and launch competing cars. The competition was expected to intensify to grab the customer base.

After the survey, it can be concluded that Maruti Suzuki cars have a very good future in india. Market share of Maruti Suzuki cars is increasing very rapidly. Brands like Hyundai, Honda and Tata are the most preferred cars. Also it can be concluded that majority of the respondents are satisfied with the Maruti Suzuki cars

## **RECOMMENDATION**

- ☐ Provide a users-friendly mechanism for registering customer complaints ( complaints that are not registered with the company cannot be resolved, and are a major source of customer dissatisfaction).
- ☐ Provide a fast mechanism for handling problems and complaints (complaints that are resolved quickly can increase customer satisfaction).
- ☐ Use the internet to engage in collaborative customization or real-time customization.
- ☐ Provide a fast mechanism for managing and scheduling maintenance, repair, and on-going support (improve efficiency and effectiveness).
- ☐ Use internet cookies to track customer interests and personalize product offerings accordingly.
- ☐ There should be easy process of car servicing.
- ☐ Attractive offer should be given time to time, to increase customers interest.

## REFERENCES

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<http://www.marutisuzuki.com/freshers.aspx>

## **ANNEXURE**

1. Which is your favorite small car in maruti suzuki?

- |               |           |
|---------------|-----------|
| a) Ritz       | b) Swift  |
| c) Zen estilo | d) Alto   |
| e) WagonR     | f) A star |
| g) Other      |           |

2. Why you are giving first preference to maruti suzuki while buying small car?

- |                    |                   |
|--------------------|-------------------|
| a) Good facilities | b) Good design    |
| c) Quality service | d) Better mileage |
| e) Price           | f) other          |

3. Which promotional media is influencing you to buy small cars of maruti suzuki?

- |                  |                          |
|------------------|--------------------------|
| a) Broad casting | b) Publication           |
| c) Word of mouth | d) Product demonstration |
| e) Other         |                          |

4. What is your opinion about service of Maruti Suzuki comparing with other?

- |              |              |
|--------------|--------------|
| a) Excellent | b) Very good |
| c) Good      | d) Average   |
| e) Poor      |              |

5. Do you want any changes in cars of Maruti Suzuki?

- |        |
|--------|
| a) Yes |
| b) No  |

6. How was the sales executives attitude toward you?

- a) Excellent
- b) Very good
- c) Good
- d) Average
- e) Poor

7. Do you feel that the introduction of more models with in the small cars segment will improve sale of Maruti Suzuki?

- a) Yes
- b) No
- c) Maybe

8. Since how long you are using Maruti Suzuki cars?

- a) 1-5 years
- b) 6-10 years
- c) 11-15 years
- d) 16 years and above

9. How do you feel when you drive your Maruti Suzuki cars?

- a) More comfortable
- b) Less comfortable
- c) Comfortable
- d) Uncomfortable

10. Do you think Maruti has a wide variety of cars?

- a) Yes
- b) No

11. Do you think Maruti cars are worth theirs price?

- a) Yes
- b) No
- c) Maybe

12. According to you what are the areas of improvement is needed?

- a) After sales service
- b) Behaviour of salesman
- c) Customer care
- d) Mileage
- e) Other

13. Which version do you have of Maruti Suzuki?

a) Petrol

b) diesel

c) CNG