

# **SUMMER INTERNSHIP PROJECT**

**“A Study on Factors Influencing Customer Services Provided  
at Nangia Cars Pvt. Ltd., Nagpur with reference to  
MG Motors”**

Submitted to:

**DMSR**

**G.S. College of Commerce and Economics, Nagpur  
(An Autonomous Institution)**

Affiliated to:

**Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur**

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Accredited "A" Grade Institution**



**Academic Year 2022-23**



## CERTIFICATE

This is to certify that the investigation describes in this report titled “**A Study On Factors Influencing Customer Services Provided at MG Motors, Nagpur**” has been carried out by **Miss. Pallavi Kale** during the summer internship Project. This study was done in the organization of “**Nangia Cars Pvt. Ltd.**”, in partial fulfillment of the requirement for the degree of Master of Business Administration of G.S. College of Commerce & Economics (An Autonomous Institute) affiliated to R.T.M.N.U., Nagpur. This work is the own work of the candidate, complete in all respect and is to sufficiently high standard to warrant it's submission to the said degree. The assistance and resources used for the work are duly acknowledged.

**Prof. Shubhangi Jepulkar**  
(Faculty Guide)

**Dr. Sonali Gadekar**  
(MBA Co-ordinator)



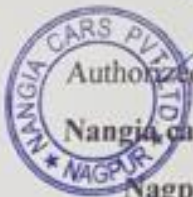
MORRIS GARAGES  
Since 1924

## INTERNSHIP CERTIFICATE

Date 30/11/2022

This is to certify that Ms. Pallavi kale, student of MBA of Department of Management Science & Research (DMSR) G.S. College of Commerce & Economics, Nagpur, has undergone training with us from 13/09/2021 to 30/11/2022. During the said period, she has completed Summer Internship Programme in Marketing Management successfully. She is sincere and hardworking.

we wish her all the best in future endeavours



*[Signature]*  
Authorized Signatory

Nangia cars pvt ltd

Nagpur

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CIN : U50404MH2019PTC323585

## ACKNOWLEDGEMENT

It is a matter of pride and privilege for me to have done a summer internship project at “**Nangia Cars Pvt. Ltd.**” and I am sincerely thankful to them for providing this opportunity to me.

I am thankful to **Senior Manager Mr. Kishor Shinde** for guiding me throughout this internship and continuously encouraging me. It would not have been possible to complete this project without his support.

I am also thankful to all the faculty members of Department of Management Sciences and Research, G.S. College of Commerce and Economics, Nagpur and particularly to my mentor **Prof. Shubhangi Jepulkar** and coordinator **Dr. Sonali Gadekar** for helping me during this project.

I'm thankful to the principal of G.S. College of Commerce and Economics, Nagpur, **Dr. Swati S. Kathaley** and to the Dean of DMSR, **Mr. Anand Kale**.

Finally, I am grateful to my family and friends for their unending support.

PALLAVI KALE

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**MARKETING MANTRA**  
**.....FOR THE ECONOMY!**

“It is no longer enough to satisfy customers.  
You must delight them”

## **1.INTRODUCATION**

The automotive industry in India is the fourth-largest in the world as per 2021 statistics. In 2022, India became fourth largest country in the world by valuation of automotive industry. As of 2022, India is the 3rd largest automobile market in the world, surpassing Japan and Germany in terms of sales.

Currently India's auto industry is worth of more than US\$100 billion and contributes 8% of the country's total export and accounts for 2.3% of India's GDP. India's major automobile manufacturing companies includes MG Motor

It is true fact if you are satisfied you recommended to others. Word of mouth and customer satisfaction play a vital role in deterring perception about an automobile. It is market perceptions that determine the success of a company and so it is very important for the car manufacturer to measures the “willingness of existing users of product to recommend it to others”. The same is a lot interest of customers as well for it helps them make the repurchases decision. A car is one of the most significant purchases that an Indian household makes, and this project addresses the most important question that perplexes car manufacturers and distributors.

**“What makes the perfect car service that influence will willfully repurchase?”**

The project highlights factors that influence the service provided at car dealers to consumer.

## **2. COMPANY PROFILE**

### **ABOUT MG MOTOR**

#### **MG Motor History:**

MG Motor, or Morris Garages, is a British marque known for its sports cars and mini cars. It was founded in 1924 by Cecil Kimber. Over the years, with its glorious history, the ownership of the company has changed hands across diversified business conglomerates to finally being owned by Chinese state-run SAIC Motor. For the uninitiated, SAIC is the seventh largest automotive design and manufacturing company in the world.

#### **The Indian Journey:**

Nearly two years ago, in September 2017, MG Motor India inaugurated its manufacturing facility in Halol, Gujarat and announced its plans for India. These included introducing a premium mid-size SUV in the heart of the market, followed by an all-electric SUV. The program also included the opening of 120 MG touch-points across the country by June 2019 and increase it to over 250 showrooms by September.



## **Mission and Vision of Mg Motors**

### **Mission Statement**

Our mission is “to become the world’s most preferred ‘one-stop supplier’ of multi products and multi services by setting and implementing the highest standards of customer satisfaction on a global scale”.

Absolute customer satisfaction is indeed the greatest goal and we are genuinely committed to reaching this goal without compromising the principles and values that have been the source of our customers’ satisfaction and root of our existence.

Customer is the focus of everything we do. Our top priority is to create value for our customers and to promptly respond to their expectations with a quality service. Understanding and effectively meeting our customers’ needs is fundamental to our success.

### **Vision & Values**

Our vision is to economically as well as intangibly uplift our clients, partners and personnel to such a height that will enable us to create the most successful and merriest multi-cultural business community where everyone is proud member of the Multi Group family.



## Company logo



<b>Type</b>	<a href="#">Subsidiary</a>
<b>Industry</b>	<a href="#">Automotive</a>
<b>Founded</b>	2017; 6 years ag
<b>Headquarters</b>	<a href="#">Gurugram, Haryana</a> , India
<b>Area served</b>	<a href="#">India</a>
<b>Key people</b>	Rajeev Chaba ( <a href="#">President</a> & <a href="#">MD</a> ) <sup>[1]</sup>
<b>Brands</b>	<a href="#">MG Motor</a>
<b>Number of employees</b>	3,000+ <sup>[2]</sup> (2023)
<b><a href="#">Parent</a></b>	<a href="#">SAIC Motor</a>
<b>Website</b>	<a href="http://www.mgmotor.co.in">www.mgmotor.co.in</a>

## PRODUCT LINE OF MG MOTOR



**MG HECTOR**



**ZS EV**



**MG GLOSTER**



**MG HECTOR PLUS**



**ZS ASTOR**

## **SALES PROCESS:**

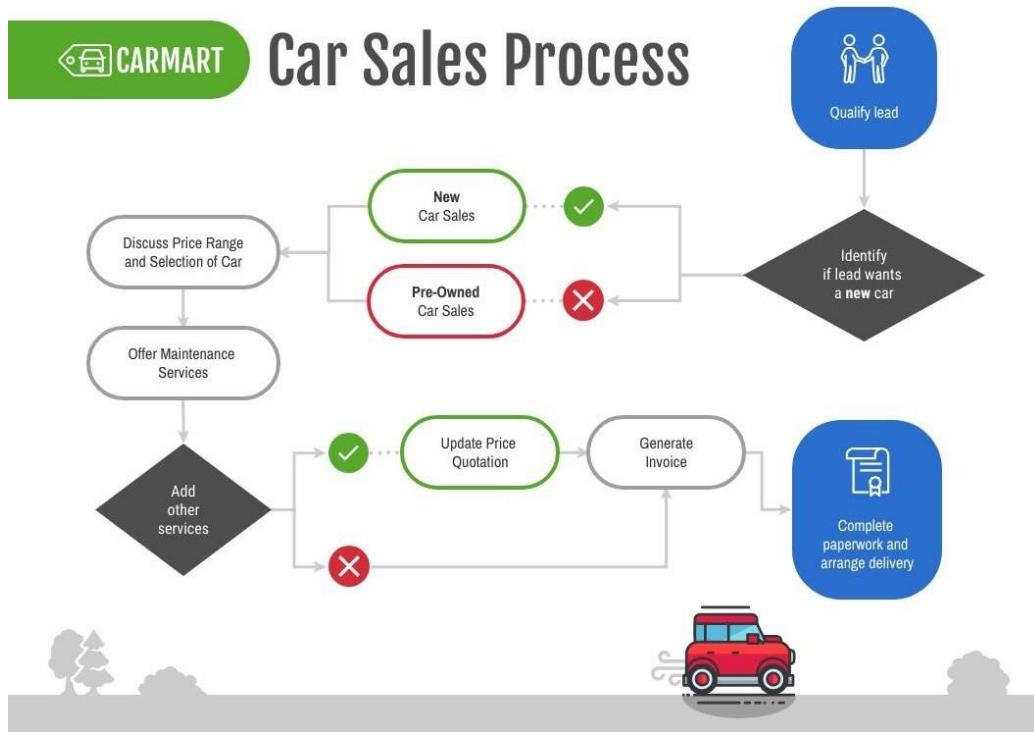
### **What is a sales process?**

A sales process is a set of important steps that your sales team can follow to complete a sales cycle. By following a sales process, your sales can take prospects from the stage of being aware or unaware of their needs, to paying for your offerings to meet these needs.

### **Automobile Sales Process:**

The process involved in selling cars is that the dealership advertises automobiles they have available and provide a location for prospective customers to see the cars. The salesperson then qualifies the prospect to see what type of automobile is desired. He shows or demonstrates the car.

Then the salesperson tries to convince the prospect to buy the car, often through negotiation. If the decision is positive, the prospect becomes the customer who purchases the vehicle.



The process of selling a new or used automobile consists of advertising, to let potential customers know what is available and where to go to see it. The salesperson then qualifies the prospect to see what type of automobile is desired and demonstrates the car. He tries to convince the prospect to buy the car, often through negotiation. The person will either agree to buy the car or go elsewhere.

### **3. OBJECTIVE OF STUDY**

- To find out customer expectations regarding after sales service at Nangia motors Pvt. Ltd
- To know the Repairs work finished by the time promised.
- To know the reasons for dissatisfaction with after sales service of Nangia motors.
- To know customers expectation form Nangia motors.
- To know Service at MG motors are capable to solve all query

#### **4. SCOPE OF STUDY**

- ‖ Understand new horizons of customer relationship management.
- ‖ know the future intentions of various customers regarding purchase from Nangia Motors Pvt. Ltd., Nagpur.
- ‖ know whether existing buyer would advice their friends & relative to buy MG cars.
- ‖ To know whether after sales service help in building the image of “MG” company

## **5. NEED FOR THE STUDY:**

- ‖ Surveying the relevant consumer base through exhaustive questionnaire.
- ‖ Understand the elements underplaying in each segment.
- ‖ Deducting an analytical overview through different statistical methods.



## **6. CONTRIBUTION DURING SIP**

While applying for the internship, I had send my application from college to the MG Motors, then I received an appointment call asking me to complete my internship at his dealer at nagpur

The branch used to open at 9.30 a.m. and the staff was expected to achieve before 9.00 a.m., during my internship I was placed in various departments to get clear understanding of the sales/service operation and their processes.

### **1st and 2nd week –**

1. Studied their various product.
2. Studied ways to attain a customer at showroom.

### **3rd and 4th week –**

1. Studied data entry process of customer details
2. Identified and analyzed different document required for different purpose
3. Assisted the officers in data verification and data entry.

### **5th and 6th week –**

1. Got to know about the payment process and various others transaction method
2. Studied CRM process

### **7th and 8th week –**

1. studied their software uses
2. Studied CRM process
3. Studied various aspect related to service

## 7. LIMITATIONS

The most important limitation in internship I faced the work given is initially a new concept to understand which needs time to thoroughly know it. And also, can you be able do it as per their expectations

Being an intern, the organizations don't give us full detail about their structure so it becomes difficult for us to learn everything that we desire to know.

The employees sometimes hesitate to give you work in dilemma whether you can do it or not.

One of the limitations in internship I faced is time constraint. The time given for completion of work is very less as compared to the time usually required.

## **8. LITERATURE REVIEW**

### **Process: -**



### **Problem Identification:**

The first & the foremost stage of the research process are to identify the research problem. In a very real sense problem identification is the “heart” of the research process. It is said that “A problem well defined is half solved”, as poorly defined problem will not yield useful result. The problem must give the maximum outcome from the research work. The time has gone when seller only concentrate on the selling of the goods & not even following their customers about the liking & disliking about product purchased. Now, the time has changed. The customers are can’t as the controlling function & marketing as the integrative function. Apart from that importance of After Sales Service has increased, as consumer would come to you for a free service & not for a paid service as outside a showroom a customer would get service and parts at a low cost. Maruti Suzuki is not spaced out from all, which is dealing car wheeler industry. So, I have identified the research problem as following. “To know the after sales services, provide by an MG Motors Nagpur.”

**Choice of research design:** A research design specifies the method & procedure for conducting the particular study. I have selected research design used in this project work is descriptive in nature. In descriptive I have selected Gross Sectional design.

**Sampling type:** - My research is based on the “Non – probability sampling”. In non – probability sampling I have used convenience & Judgment sampling has been used because of time and cost constraints.

**Sampling unit:** - It means, “Who is to be surveyed?” The sampling unit consists of people who come for service of their cars 2nd time every 3rd customer.

**Sampling frame:** - A list of elements, which the sample may be drawn. Customer who came for their car to be service at Nangia motors Pvt. Ltd., Nagpur.

**Sampling size:** - I have selected sample survey of 100 respondents those who come for a service of their cars at Nangia motors, Nagpur.

**Field area:** My field area is within Nagpur region.

**Duration:** Duration of my project is of 45 Days. [13<sup>th</sup> Sep to 30<sup>th</sup> Nov 2022]

**Data collection method: -**

I have selected survey method for collection of information. I have use Questionnaire as my research instrument.

**Data analysis & inspection:**

For determining descriptive characteristics percentage method have been used for nominal scale data. It is used when the type of data are interval in nature. Test provide the method for testing the association between the dependent, & independent variables.

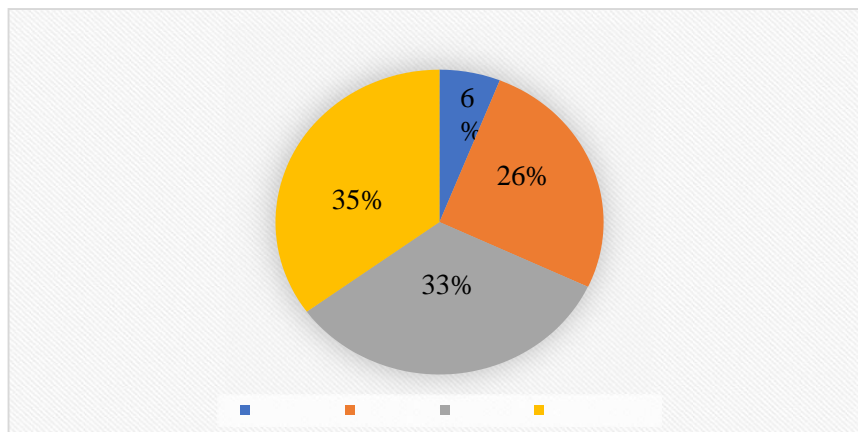
**Research report preparation:**

Once the data have been tabulated, interpreted & analyzed the next step is to prepare a report & give a recommendation.

## **9. DATA ANALYSIS AND INTERPRETATION**

### **1. Age**

Options	No. of Respondents	Result
Below 25	6	6 %
26 to 35	26	26 %
36to 45	33	33 %
45 and above	35	35 %
Total	100	100

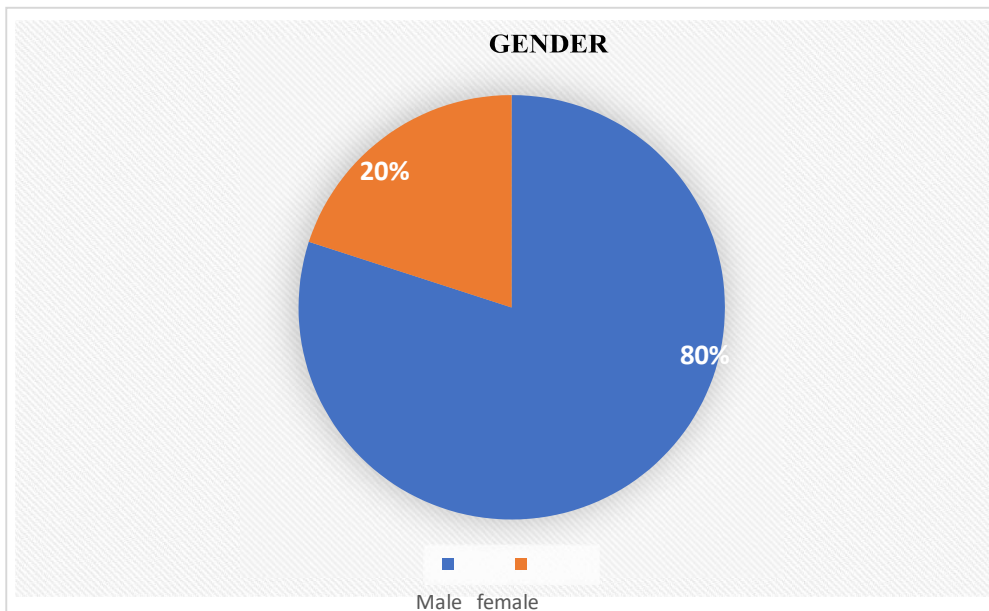


### **Interpretation:**

Out of 100 customers interviewed, it is found that 6 % customers are of a age 18-25, 26 % people are of a age 26-35, 33% of customers are of 36-45 years and 35 % customers are more than 45 years of age. So we can say that majority of customer who come for service at Nangia Motors, Nagpur are of age between 28 to 37 years as majority of a cars come for a service are own by a businessman.

## 2. Gender

Option	No. of Respondents	Percentage
Male	80	80%
Female	20	20%
Total	100	100%

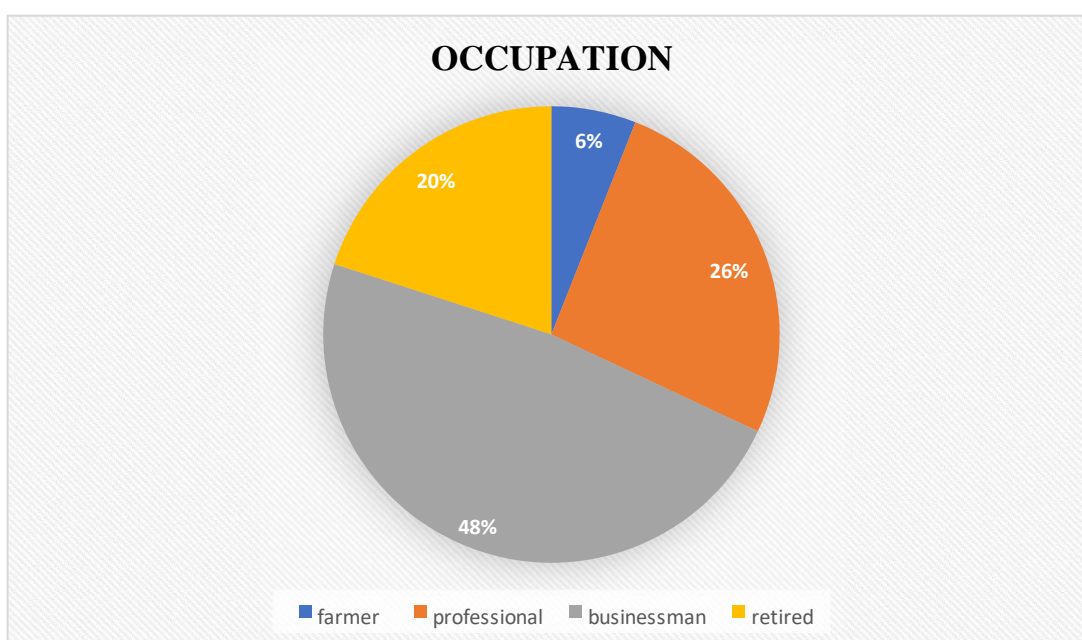


### Interpretation:

80% of the respondents are male and 20% respondents are female.

### 3. Occupation:

Option	No. of Respondents	Percentage
Farmers	6	6%
Professionals	26	26%
Businessman	48	48%
Retired	20	20%
Total	100	100%



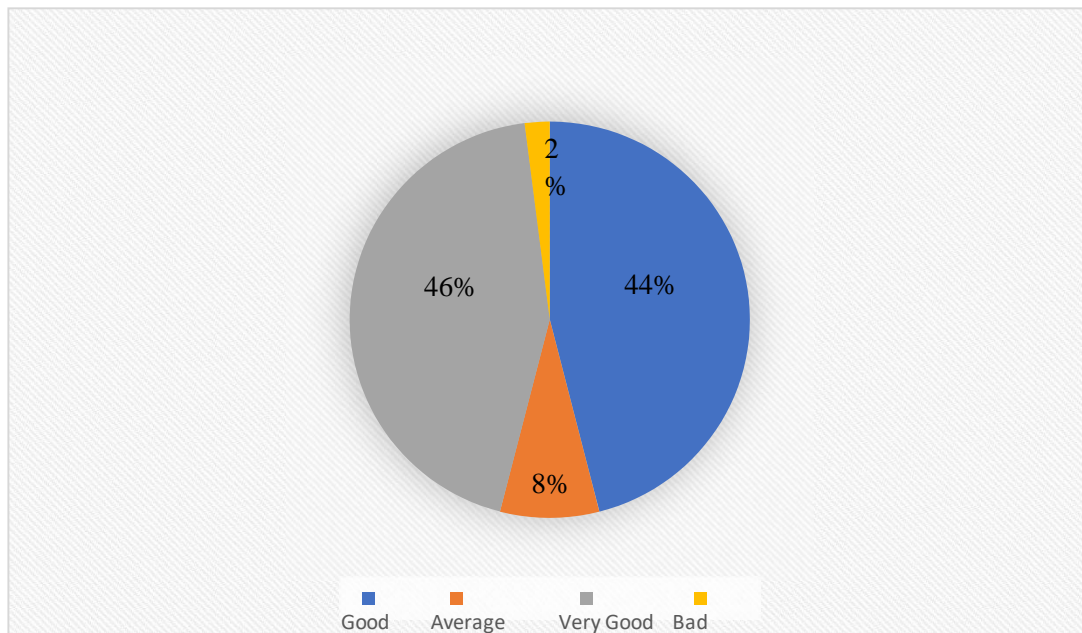
#### Interpretation

From this graph we can see that the occupation of a businessman is more than others i.e., 48%  
Businessman need to purchase a car and less is of farmer i.e., 6%.  
The use of car transportation is mostly Prefer by the businessman in compare with others.



#### 4. What your perception about MG cars service?

Options	No. of Respondent	Percentage
Very good	46	46%
Good	44	44%
Average	8	8%
Bad	2	2%
Total	100	100%

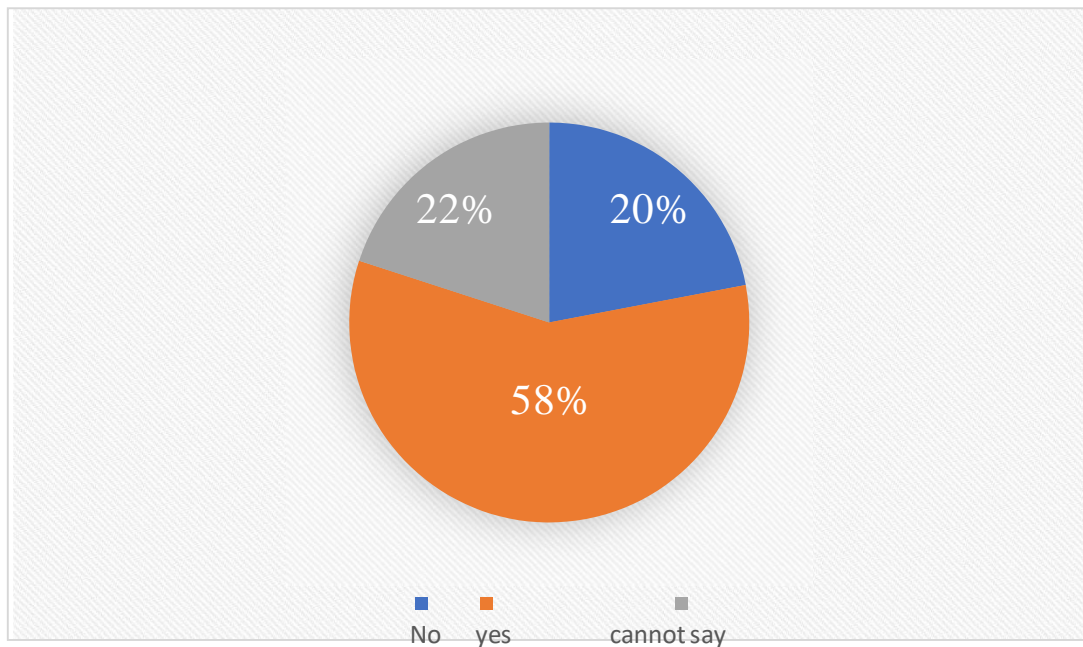


#### Interpretation

From above Graph table it is analyzed that 46% perception of very good, 44% Good perception about MG cars, 8% people of average of perception of MG cars, and only 2% of people bad perception of MG cars.

**5. Do you think that Service at MG motors are capable to solve all query?**

Option	No of respondent	Percentage
No	22	22%
Yes	58	58%
Cannot say	20	20%



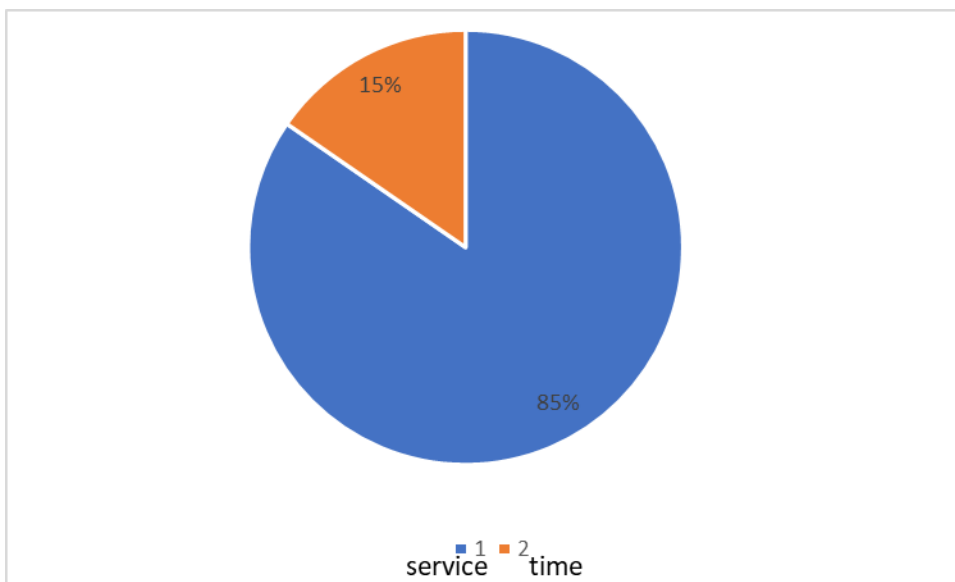
**Interpretation**

Form the above chart analyzed that 22% of respondent choose yes option and 58% of choose no option over there 20% of respondent go with the can-not say

## 6. How frequently you get service for your vehicle?

**Purpose:** This question enabled me to know on what bases customer service their vehicle.

Option	No of respondent	Percentage
On Service basis	85	85%
Time basis	15	15%
Total	100	100%



### Interpretation

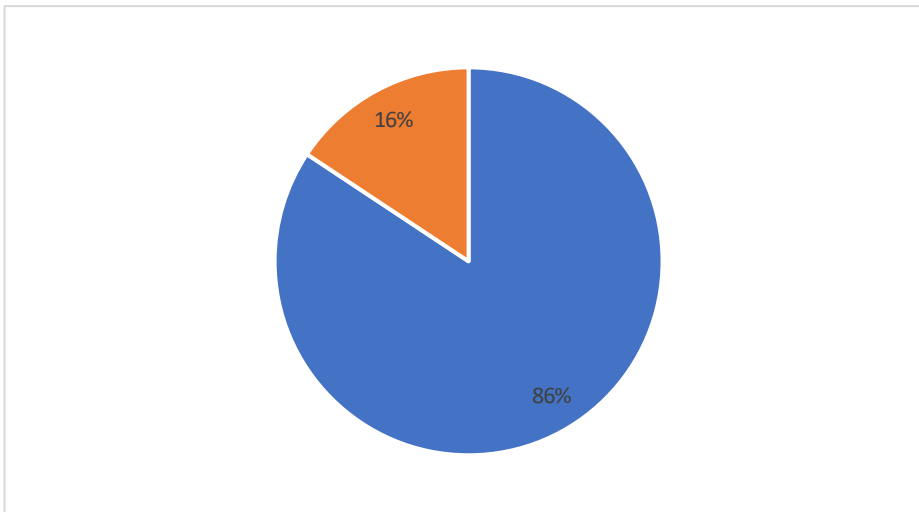
Out of 100 customers interviewed, it is found that 85% of customer do their car service on kms bases & 15% do on time bases.

**7. Was the service work finished by the time promised?**

**Purpose:**

This question enabled me to know do a Nangia motors give a delivery to a car by a time promised.

Option	No of respondent	Percentage
On time	86	86%
Not On Time	16	16%
Total	100	100



**Interpretation:**

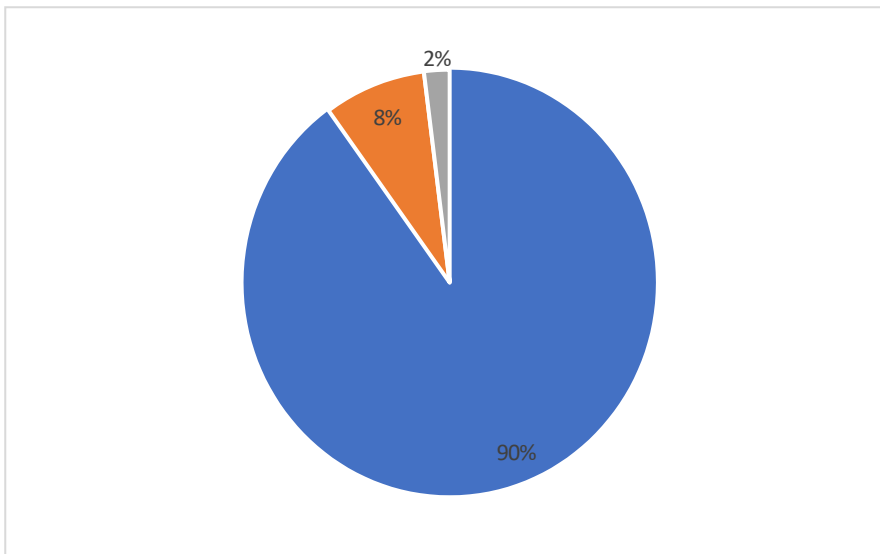
Out of 100 customers interviewed, it is found that 86% get repair work finisher on time & 16% don't get on a time promised.

**8. How the vehicle was performed after the service done?**

**Purpose:**

The main purpose behind asking this question is to know condition of a vehicle after the repair work at Nangia motors service center.

Option	No of respondent	Percentage
problems resolved	90	90%
redone	8	8%
problem remain	2	2%
Total	100	100



**INTERPRETATION:**

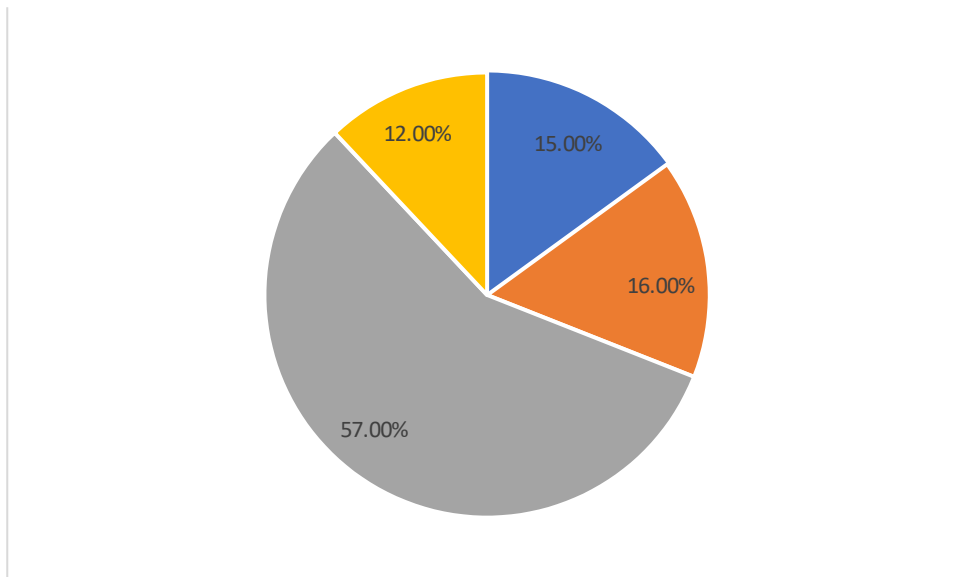
Out of 100 customer who come at a service at Nangia Motors, Nagpur. 90% say that after the work complete there problems resolved at first time only, 8% repair work had to be redone, 2% customer problem remain & different problems developed.

## 9. Reasons for dissatisfaction with Nangia motors?

### Purpose:

The main purpose behind asking this question is to know reason for dissatisfactions with Nangia motors.

Option	No of respondent	Percentage
Poor Mechanic Knowledge	12	15%
Repair take a long time	15	16%
Expensive service charges	57	57%
Not pay attention to their complains	16	12%
Total	100	100



### INTERPRETATION:

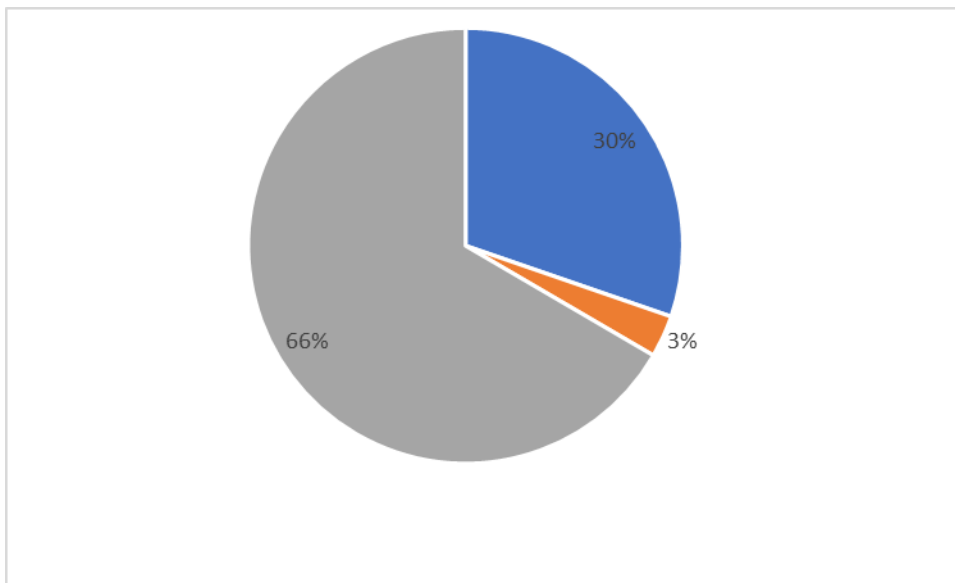
Out of 100 customer interview 12% are dissatisfaction with Nangia motors due to poor Mechanic Knowledge, 15% are dissatisfaction due to repair take a long time, 16% are dissatisfaction due to they think that Nangia Motors does not pay attention to their complains & majority are dissatisfaction due to a expensive service charges.

## 10. What is your expectation form Nangia motors?

### Purpose:

This question helps in getting information about what do customer expectation from Nangia motors.

Option	No of respondent	Percentage
Complain Solve at first time	30	30%
Open at weekend	3	3%
Charge fairly	66	66%



### INTERPRETATION:

Out of 100 customer interview 30% expect that there complain should be solve at first time only, 3 % expect that Nangia Motors should be open at weekend & majority of customer expect that Nangia Motors should charge fairly.

## **10. FINDINGS**

It is found that the control methods used by the Nangia Cars Pvt. Ltd. are perfectly optimized and the day to day business operations are neatly undertaken by the concerned employees and departmental heads.

Various business operations of the Nangia Cars Pvt. Ltd. such as, Sales, Service, CRM, Finance, customer identification, etc. are work under the rules and regulations of organization.

85 % of respondents service their vehicle at certain kms.

95 % of respondents get their vehicle by time promised for delivery.

90 % of respondent's problems resolved at first time only.

2 % of respondent say different problems develop while service vehicle.

72 % of respondents are not satisfied with Nangia Motors due to expensive service charges.

Following were the working attribute that I observed:

1. Proper documentation is carried for each and every Department
2. All the KYC norms are properly fulfilled by the customer.
3. Maintaining good relationship with the existing customer and Building a relationship with prospects is crucial at the organization.
4. Only sales is not an objective and providing good quality services to the customers are a priority
5. In place like Nagpur MG car has become a symbol of social also. Customers are purchasing the cars not only as a means of transport bus as status symbol also.



## 11. **CONCLUSION:**

Customer expectations, regarding after sales service at Nangia motors Pvt.

Ltd are:

- Finishing service work within given promised time improves the service quality.
- Solving complaints at the first place creates a great influence on building trust and effectiveness of the services provided.
- Charging service charges fairly may attract customers and retain the value for money aspect which plays a vital role in building quality of the service.

As a result, service provider today is keenly focused on not only technical aspects of servicing but also the softer aspects of customer management. The objective of this report is to identify the critical factors which affect the service quality recovery. Mainly factors were identified these are management focus, Customer focus, Customer expectation, dissatisfaction, Expenditure focus and Effective service network. These factors treat quality improvement efforts as investments and assume that these efforts must be financially accountable. These factors help the organization for tracking the efforts taken on service quality which can estimate the revenue generation and organization profit. On every aspect organization must focus for improving service quality better and better.

## **12. RECOMMENDATIONS:**

The satisfaction level of the customer for MG cars is too high. It can be utilized witnessed from the fact the most of them will recommended to others to buy the MG Product.

Dealers, as per the study finding, play a very important role in building up the brand perception of the cars. Since dealers are the connecting link between the customers and the manufacturers thus becoming the most important link in joining the company to its customers as he is the person who will sell the product, will deliver it and will keep on providing the after sales service to the customers as and when required.

From study there are various major classes of consumer behavior determinants and expectations, namely socioeconomic, psychological, geographical, and demographic and product & technology.

Also, this segment requires value for money, best features, customer comfort , technology and customer friendly vehicles

### 13. SUGGESTION

Survey of any topic ends when surveyor with the help of the survey notes suggestions. Company tries to increase the satisfaction level of consumer. Following are the recommendation for this project:

MG Motors may increase the number of incentives provide to the customer.  
i.e. discount to overcome expensive service charges.

Satisfied customer will continue to purchase again in the future but dissatisfied will stop purchasing from MG Motors & are likely to spreads the word among friends. So Nangia motors may work to satisfy the customer who have not visit an Mg motors service center after competition of free services.

Before introduce any new facilities in after sales service MG Motors can meet existing customer & ask for their opinions.

MG Motors even think about to run award programs to recognize the best performing & outstanding employees.

MG Motors can achieve 100% success in customer's satisfaction in term of after sales service, if they will motivate their employees with handsome incentives & reward for creating customer delight. Many global automotive giants are practicing this marketing strategy these days.

#### **For example –**

MG Motors may set aside a special fund of Rs. 100,000 for those customers who complain regarding the service [cars]. If any customers complaint, then after paying the actual amount whatever is left is distribute the remaining amount equally among the employees. This means that if no one complains, then Rs. 100,000 will be equally distributed among the staff members. If there are 100 employees, then each one will get Rs. 1000 more their salary. This will definitely motivate the employees to 1005 satisfy customer & create customer delight.

MG Motors have to think carefully on its labor's charges price, cut off will enable a huge market share & it will force the customers to switch off to other service provider.

**“Love the Customers, Not the Profit”.**

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[https://en.wikipedia.org/wiki/MG\\_Motor\\_India](https://en.wikipedia.org/wiki/MG_Motor_India)

<https://photoadking.com/templates/flowchart-templates/sales-process-flowchart/>

**THANK YOU!**