



**A**

**PROJECT REPORT ON**

**“General training”**

**UNDERTAKEN AT**

**NANAVATI MOTORS PRIVATE LIMITED.  
(SURAT)**



**CHEVROLET**

**BACHELOR OF BUSINESS ADMINISTRATION  
(B.B.A)**

**Semester – 4**

**Submitted By:**

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**AMBABA COMMERCE COLLEGE &  
MANIBA INSTITUTE OF BUSINESS  
MANAGEMENT**

**SABARGAM (APRIL & MAY, 2009)**



## COLLEGE CERTIFICATE

This is to certify that the project entitled Summer Report Title “GENERAL TRAINING” under taken at NANAVATI MOTORS. Submitted by NIRAJ PATEL in partial fulfillment of the requirement of **VEER NARMAD SOUTH GUJARAJ UNIVERSITY, SURAT** in record of bonofide study work carried out by under my supervision.

The project or any part of it has not been previously submitted for any degree.

I/c Principal  
Dr. Yogesh N Vansiya  
Ambaba Commerce College & MIBM,  
Sabargam

Date:  
Place: Sabargam.



CHEVROLET



CHEVROLET

Date: 18/06/2009

CERTIFICATE  
TO WHOMSOEVER IT MAY CONCERN


This is to certify that **Mr. Niraj Patel** is a student of the Maniba Institute of Business Management. Trust, Sabargam, Surat, has completed his Industrial Training at M/S Nanavati Motors from 17/04/2009 to 17/06/2009.

In his training period we found him punctual, sincere and hard working.

We wish him good luck for the bright future.

Regards

HR Manager

  
Krutika Parekh

**NANAVATI MOTORS**

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## **DECLARATION**

I declare that the project entitled NANAVATI MOTORS 'Submitted in partial fulfillment of the requirement of **VEER NARMAD SOUTH GUJARAJ UNIVERSITY, SURAT** in record of bonofide study work carried out at Ambaba Commerce College & Maniba Institute of Business Management, Sabargam.

The project or any part of it has not been previously submitted for any degree.

Signature of Student

Date:

Place: Sabargam.



## ACKNOWLEDGEMENT

I would like to take this opportunity to bestow my acknowledgement to all the persons who have directly or indirectly aided me in guiding my project.

I am grateful to my college "AMBABA COMMERCE COLLEGE & MIBM, SABARGAM" and university "for giving me the opportunity to give project on this topic which will be the building a step for my bright future.

The assiduous help presumed by Principle **Dr.Yogesh N Vansiya**, And Campus Director **Dr. J.G.PARMAR** & lecturer. **Mr.Atish Patel** my Project guide was the inevitable part of the successful consummation of my project. I sincerely thank him for his guidance and helpfulness through the hard and easy timing during the preparation of the seminar.

I am very thankful to **Mr. Deepak Nanavati** (Manager) who has permission to me for training in the industry. I am also thankful to the staffs of the "**NANAVATI MOTORS**" who provided information of all over the company. And also thankful to sales manager **Mr. Praveen Modi**, service manager **Mr. Anoop Kumar** and, other sales executives who give so many information about car selling and helping me. and big thanks to HR manager **Mr. Mahesh Parmar** is one great person who always give training , knowledge and all time helping with practical.

I am very thankful to my friends, Brother and other people who are directly or indirectly helping me for completes my report.

- **Niraj Patel**  
**S.Y.B.B.A**

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# GENERAL INFORMATION







## GM History - A Brief History

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The founding of General Motors on September 16, 1908, drew little attention. Motorcar firms were appearing virtually everywhere.

Success for the young automotive concern was not predestined. There was no guarantee of a place in the market or assurance of any profit. Of the nearly 1,000 companies that tried to build and sell motor vehicles prior to 1927, less than 200 continued in business long enough to even offer a commercially suitable vehicle.

Most of the companies that comprised the young General Motors Company were weak, and their operations were uncoordinated. Many were in debt. It was not until the 1920s, when a new concept of management was forged and a new concept of product emerged, that GM really began to prosper.

General Motors' sales for its first full fiscal year ending September 31, 1909, totaled 25,000 cars and trucks, 19 percent of total U.S. sales. Net sales totaled \$29,030,000 and its payroll at the peak of the manufacturing season numbered more than 14,000 mostly in Michigan. In 1995, GM sold 8.3 million cars and trucks worldwide with net income of \$6.9 billion and worldwide employment averaging 714,000 workers.



General Motors has 284 operations in 35 states and 158 cities in the United States. In addition GM of Canada operates 21 locations, GM de Mexico operates 5 locations, and GM has assembly, manufacturing, distribution or warehousing operations in 49 other countries, including equity interests in associated companies.

General Motors has operations in 41 countries outside North America and accounts for about 17 percent of the vehicles sold in the world's competitive markets. GM operations outside North American accounts for over one-third of the corporation's vehicle sales. GM products (of all types) are sold in 170 countries around the world.

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## Chairmen and President and Chief Executive Officer



**Frederick A. Henderson**  
President and Chief Executive Officer



**Ray Young**  
GM Executive Vice President and  
Chief Financial Officer



**Thomas G. Stephens**  
GM Vice Chairman,  
Global Product Development



**Karl Slym**  
President and Managing director  
General Motors India Pvt. Ltd

Denotes service in General Motors Company In 1928 General Motors began with assemblage of Chevrolets, trucks, buses and batteries. Although it closed operations in 1954, it has been in Indian market as a part of tie-ups with Hindustan Motors to produce Bedford trucks, Vauxhall cars, Allison transmission and off-highway equipments. In 1994, General Motors India was incorporated as a 50-50 joint venture with C.K. Birla Group of Companies. In 1999 it became a fully owned subsidiary of General Motors when General Motors Overseas Corporation bought the remaining shares.



## **General Motors in India**

Chevrolet has been one of the most recognized brands in India for several decades. They were made popular as the vehicle of choice of the *heroes* in *Bollywood* movies. The model lineup consists of vehicles from cheaper sister brands like Daewoo. General Motors initially entered India with the Opel brand, but the Opel brand was dropped in March 2006 because sales were at an all time low due to high prices and General Motors wanted to focus more on their Chevrolet brand. Since the Chevrolet brand was introduced in India, there have been no new Opel products.

GM's Indian operations were originally a JV between Hindustan Motors and GM, with most of GM's vehicles assembled at Hindustan's plant in Halol, Gujarat. Since then, GM India is now wholly owned by GM.

Cars from Chevrolet are

## **The new slogan for GM INDIA**





**CHEVROLET**

## The General Motors India. Models are: -

MODELS OF CHEVROLET CARS	
MODEL	TYPE
<u>Chevrolet-Aveo</u> <ul style="list-style-type: none"><li>• <u>Aveo 1.4 E</u></li><li>• <u>Aveo 1.4</u></li><li>• <u>Aveo 1.4 LS</u></li><li>• <u>Aveo 1.6 LT</u></li></ul>	<u>Mid Size Cars</u>
<u>Chevrolet Optra</u> <ul style="list-style-type: none"><li>• <u>1.6 Elite</u></li><li>• <u>1.6 LS Elite</u></li><li>• <u>1.6 LT Royale</u></li><li>• <u>1.8 LT</u></li><li>• <u>1.8 LT AT</u></li></ul>	<u>Premium</u>
<u>Chevrolet Tavera</u> <ul style="list-style-type: none"><li>• <u>Tavera B1</u></li><li>• <u>Tavera B2</u></li></ul>	<u>SUV</u>
<u>Chevrolet Tavera Neo</u> <ul style="list-style-type: none"><li>• <u>Neo LS-B3</u></li><li>• <u>Neo SS-D1</u></li></ul>	<u>SUV</u>
<u>Chevrolet Aveo U-va</u> <ul style="list-style-type: none"><li>• <u>Aveo U-VA 1.2</u></li></ul>	<u>Mid Size Cars</u>



<ul style="list-style-type: none"> <li>• <a href="#">Aveo U-VA 1.2 LS</a></li> <li>• <a href="#">Aveo U-VA 1.2 LT</a></li> </ul>	
<p><a href="#">Chevrolet Spark</a></p> <ul style="list-style-type: none"> <li>• <a href="#">Spark 1.0 E</a></li> <li>• <a href="#">Spark 1.0</a></li> <li>• <a href="#">Spark 1.0 LS</a></li> <li>• <a href="#">Spark 1.0 LT</a></li> </ul>	<p><a href="#">Mid Size Cars</a></p>
<p><a href="#">Chevrolet Optra</a></p> <p><a href="#">Magnum</a></p> <ul style="list-style-type: none"> <li>• <a href="#">Chevrolet Optra</a></li> </ul> <p><a href="#">Magnum 2.0 MAX TCDi</a></p> <ul style="list-style-type: none"> <li>• <a href="#">Chevrolet Optra</a></li> </ul> <p><a href="#">Magnum 2.0 LS TCDi</a></p> <ul style="list-style-type: none"> <li>• <a href="#">Chevrolet Optra</a></li> </ul> <p><a href="#">Magnum 2.0 LT TCDi</a></p>	<p><a href="#">Premium</a></p>
<p><a href="#">Chevrolet SRV</a></p> <ul style="list-style-type: none"> <li>• <a href="#">Chevrolet SRV 1.6</a></li> <li>• <a href="#">Chevrolet SRV 1.6 with</a></li> </ul> <p><a href="#">Option Pack</a></p>	<p><a href="#">SUV</a></p>
<p><b>Chevrolet Captiva</b></p>	<p><a href="#">SUV</a></p>

The existing General Motors plant was originally built by Hindustan Motors. In 1994 General Motors modernized it. The plant is located at Halol, near Vadodara, Gujarat.



## Objective of the Study

I have chosen this topic in order to study the satisfaction level of different types of customers towards the services provided by the NANAVATI MOTORS. On the basis of this the company can know their position in the market.

- ✓ To analyze whether customers are satisfied or not after purchasing their Chevrolet Car.
- ✓ To know the consumer's satisfaction with Chevrolet Car and the after sale services provided by NANAVATI MOTORS.
- ✓ To know the purchasing criteria's of the consumer's. With regard to services of NANAVATI MOTORS.
- ✓ To know the expectations and suggestions of the customers towards improvements in the CHEVROLET Car and after sales services.
- ✓ To know the reason for dissatisfaction with the Car and or after sales service of NANAVATI MOTORS.

# The Chevrolet advantages

---

No service cost\*  
No maintenance cost\*  
No labour cost\*  
No parts cost\*

These are use up to 3 years or  
100000 km





The customer assistance center call: 30308080





# Company profile

<b>Chevrolet Motor Division</b>	
 <b>CHEVROLET</b>	
<b>Type</b>	Division of General Motors
<b>Founded</b>	1911
<b>Headquarters</b>	 Detroit, Michigan, USA, United States
<b>Industry</b>	Automobile
<b>Products</b>	Cars and trucks
<b>Parent</b>	General Motors
<b>Slogan</b>	<p>The Feeling is Different (World)</p> <p>An American Revolution (United States)</p> <p>Let's Go/Allons-Y (Canada)</p> <p>Siempre con Vos (Argentina and Uruguay)</p> <p>Siempre Contigo (Hispanic America)</p> <p>Mein großes Plus (Germany)</p> <p>Its a Big Plus (Europe)</p> <p>Conte Comigo (Brazil)</p>
<b>Website</b>	<a href="http://www.chevrolet.com/worldwide">www.chevrolet.com/worldwide</a>



# Profile of Nanavati GM

<b>Name of firm:</b>	Nanavati GM
<b>Situated at:</b>	Puna patiya , near Ganga Hotel, surat
<b>Year &amp; date of Establishment:</b>	16/3/2008
<b>Authorized main dealer :</b>	GM Nanavati for Chevrolet
<b>No of Employee :</b>	at sales department : <u>32</u> at services department : 40
<b>other Nanavati firm</b>	Nanavati Toyota, Nanavati Ashok Leyland
<b>Product Profile:</b>	Sales and service

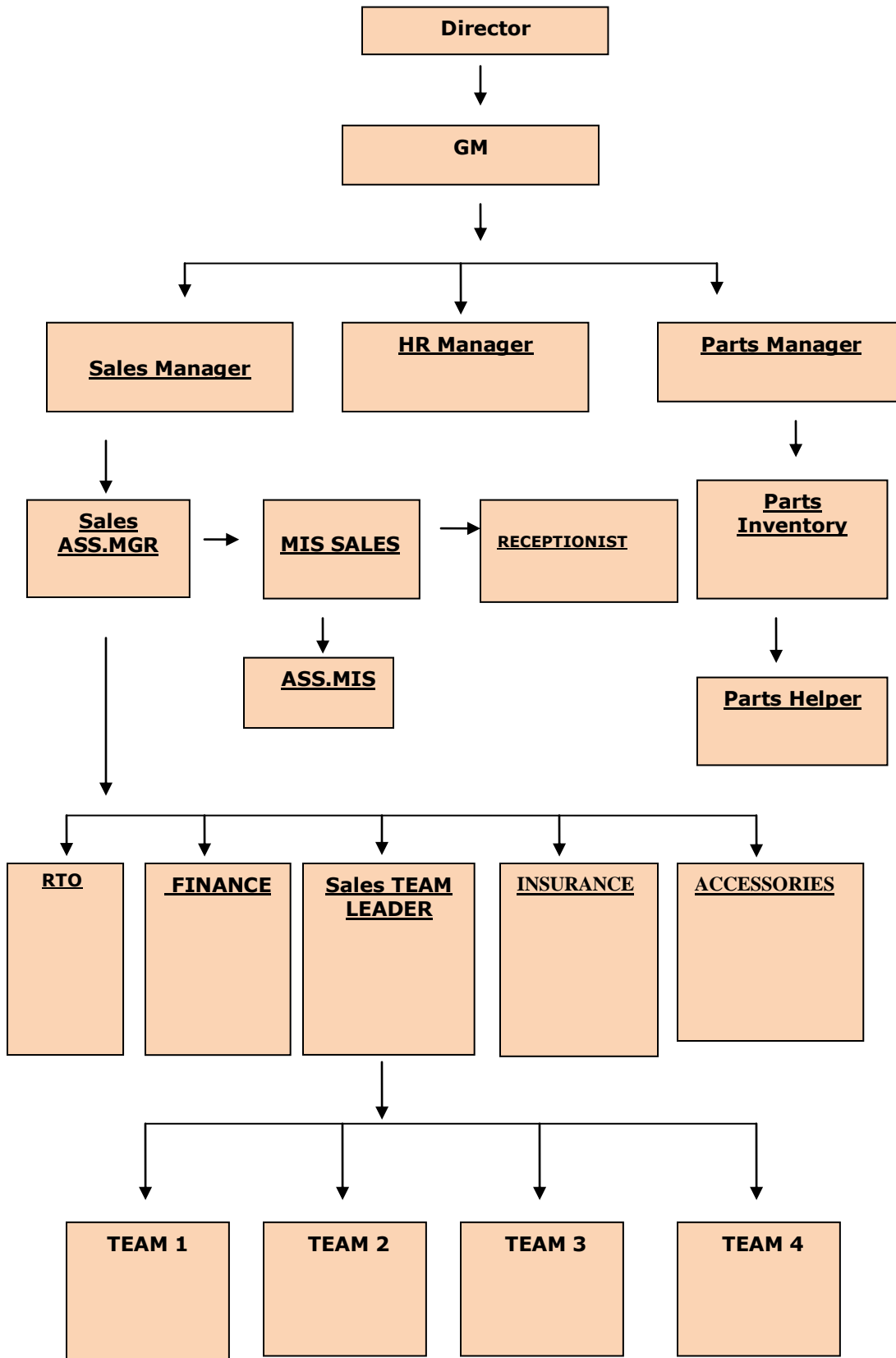
# *BUILDING OF NANAVATI GM*



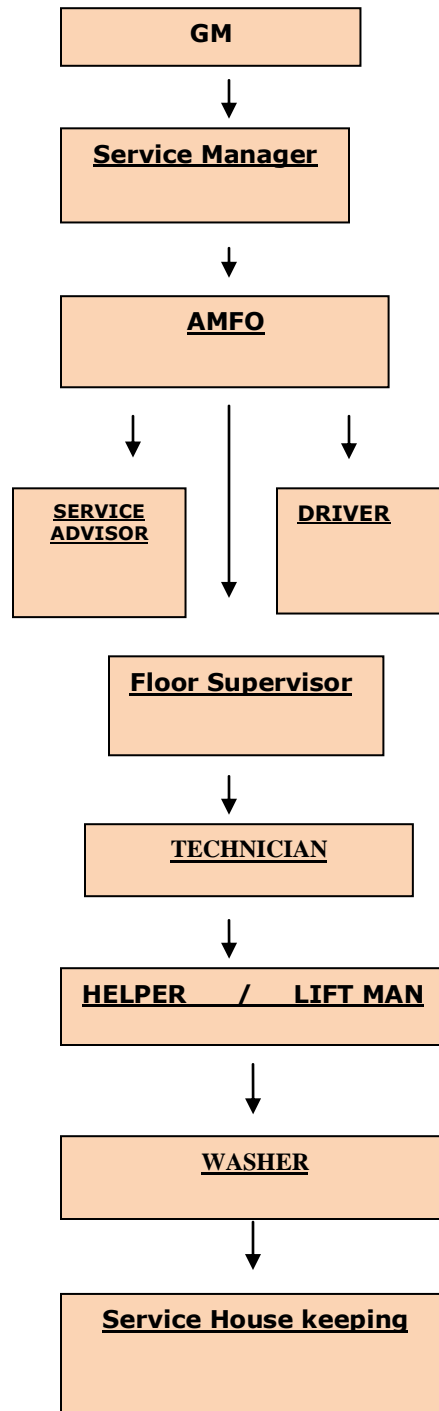
MAJOR PLAYER IN AUTOMOBILE INDUSTRY

 <p><b>Audi</b></p>	 <p><b>HONDA</b></p>	 <p><b>TATA</b></p>
	 <p>Mercedes-Benz</p>	 <p>Hindustan Motors</p>
 <p><b>CHEVROLET</b></p>		
		

## SALES DEPARTMENT



**SERVICES DEPARTMENT**





The Director of Nanavati GM **Deepak Nanavati**

### **Vision**

To be integrated player in “Automobiles” with leadership  
Position in Dealer of General motors and quality of services

### **Mission**

To become first number of car dealer of Gujarat



## **Data collection Method**

### **Primary data:**

Primary data collected through INFORMATION.

### **Secondary data:**

Secondary data collected through newspaper, books, and websites.

### **Contact Method:**

In this survey the contact method is personal interview.

### **Research measurement tools:**

It used here was Gathering“ INFORMATION”

### **Sampling Design:**

Non – probability sampling design has been used in this study.

### **Sampling method:**

Product sampling has been used in this study.



# LIMITATION OF RESEARCH

## **LIMITATION OF RESEARCH**

**“Every coin has two sides as so every activity has limitations.” Some of the man limitations that I have found in my project and research work are as follows.”**

- Since the duration of project is short, there may be a chance of some information left.
- All the information for doing the project is collected from consumer of specific region finding is limited to Surat only.
- Responses to the questionnaire as per respondent understanding, which may differ from respondent to respondent.
- Due to cost limitation the sample size of 250 surveys only could be collected which is small in size.
- The analysis and conclusion used is as per my knowledge of the concerned subject.
- Conclusion made be highly debatable.

**To Err Is Human, To Forgive Is Divine!!!**



# PRODUCTION DEPARTMENT



## **First we defined that what is product:-**

“Product is anything that can be offered to a market to satisfied want or need of customer”. This is the basic definition of the product Here we can discuss the product of General motors which is sell by the Nanavati The Nanavati sells the car of General motors and as we know General Motors is the well prestige in the Indian auto mobile market and also in foreign market so many types of models are available that we shown in detailed.

In the market General Motors’s sales executive are do the market research and find the customer need and requirement and than as per the result company keep change in the products and introduce the new model with extra feature as per the customer requirement. So the customer of General motors fully satisfied with the products.



# Product line of Nanavati GM



# Spark

<u>MODELS</u>	<u>VARIANTS</u>	<u>PRICE(RS)</u>	<u>EMGINE(cc)</u>	<u>AVERAGE (KM/L)</u>	<u>SPECIAL FEATURE</u>
A	BASE	357000	1000	CITY = 12.5 HIGHWAY = 16.9	AC +heater, tubeless tyres
B	PS	375000	1000		A + power steering & AC
C	LS	394000	1000		B + Front Power windows
C	SPEED MUSIC	407000	1000		B + Body color handle, Remote locking
D	LT	426000	1000		C + Double folding seats, central locking
E	LT OPTION PACK	468000	1000		D + ABS system, Air bag, alloy wheels



## AWARDS:

No 1.in quality compact car 2007 & 2008.

And total sales of car in NANAVATI MOTORS are 358 cars in current year. Under that there are most selling car is spark which is 110 cars.



## AVEO U-VA

<u>MODELS</u>	<u>VARIANTS</u>	<u>PRICE(RS)</u>	<u>EMGINE(cc)</u>	<u>AVERAGE (KM/L)</u>	<u>SPECIAL FEATURE</u>
A	u-va 1.2	442000	1200	CITY = 13 HIGHWAY = 16.5	AC +heater, front power windows,
B	1.2 LS	487000	1200		A + spilt folding rear seat, remote locking
C	1.2 LT OPTION	551000	1200		B + Air bag, ABS system,



### AWARDS:

**No.1 in Quality premium compact car 2008.**

And total sales of car in NANAVATI MOTORS are 358 cars in current year. Under that U-VA CARS selling is 58 which are quite less the competitor's car.

## Aveo

<u>MODELS</u>	<u>VARIANTS</u>	<u>PRICE(RS)</u>	<u>EMGINE(cc)</u>	<u>AVERAGE (KM/L)</u>	<u>SPECIAL FEATURE</u>
A	1.4 BASE	625000	1400	CITY = 10 HIGHWAY = 14.6	AC +heater, tubeless tyres
B	1.4 LS	654000	1400		A + power steering & AC
C	1.4 SPECIALEDITION	689000	1400		B + Front Power windows
C	1.6 LT	710000	1600		B + Body color handle, Remote locking
D	1.6 LT OPTION PACK	745000	1600		C + Double folding seats, central locking
E	LT OPTION PACK	785000	1600		D + ABS system, Air bag, alloy wheels



### AWARDS

**No.1 in quality midsize car 2007.**

And total sales of car in NANAVATI MOTORS are 358 cars in current year. Under that AVEO CARS selling is 48 which are quite less the competitor's car.





## Tavera

<u>MODELS</u>	<u>VARIANTS</u>	<u>PRICE(RS)</u>	<u>EMGINE(cc)</u>	<u>AVERAGE (KM/L)</u>	<u>SPECIAL FEATURE</u>
A	B 1	677000	2500	CITY = 9.7 HIGHWAY = 12.8	AC +heater, tubeless tyres,
B	B 2	765000	2500		A + power steering & AC
C	NEO B 3	839000	2500		B + Front Power windows,
D	NEO B 4	847000	2500		B + Body color handle, Remote locking
E	NEO LT-L	920000	2500		C +Dual AC, Double folding seats, central locking
F	NEO D 1	1023000	2500		D +Audio system with speaker, alloy wheels, remote keyless entry



Tavera is Available in 7, 8, 9, And 10 Seater engine work with 4t cylinder. And so many Colors are available.

### AWARDS:

No. 1 Tavera Selling For the Use of Hospital Van at Surat.

And total sales of car in NANAVATI MOTORS are 358 cars in current year. Under that TAVERA selling is 88 which are so good then other rival. And this car is most useful for traveling.

## Optra magnum

<u>MODELS</u>	<u>VARIANTS</u>	<u>PRICE(RS)</u>	<u>EMGINE(cc)</u>	<u>AVERAGE (KM/L)</u>	<u>SPECIAL FEATURE</u>
A	1.6 MAX	858000	1200	CITY = 11.4 HIGHWAY = 16.5	AC +heater, tubeless tyres, TILT steering, central locking,
B	1.6 LS	893000	1200		A + Power steering, mp3 audio system, power window. Double folding seats.
C	1.6 LT	995000	1200		B + Front Power windows, remote keyless entry, Body color handle
D	1.6 LT ABS	1030000	1200		c +, ABS system, Air bag, alloy wheels



### AWARDS

No.1 in quality premium midsize car 2007.

And total sales of car in NANAVATI MOTORS are 358 cars in current year. Under that OPTRA MAGNUM selling is 40 cars, which are not good then other rival. And the cost of car is so higher then competitors car.

## Captiva

<u>MODELS</u>	<u>VARIANTS</u>	<u>PRICE(RS)</u>	<u>EMGINE(cc)</u>	<u>AVERAGE (KM/L)</u>	<u>SPECIAL FEATURE</u>
A	BASE	1900000	2000	CITY = 12 HIGHWAY = 14	Power AC +heater, front & rear power windows & steering, spilt folding rear seat, remote keyless entry,
B	Automatic	2170000	2000		A + Air bag, ABS system,



And total sales of car in NANAVATI MOTORS are 358 cars in current year. Under that CAPTIVA selling is 4 cars, which are not good then other rival. And the cost of car is so higher then competitors car. CAPTIVA is world class cars.

## SRV

<u>MODELS</u>	<u>VARIANTS</u>	<u>PRICE(RS)</u>	<u>EMGINE(cc)</u>	<u>AVERAGE (KM/L)</u>	<u>SPECIAL FEATURE</u>
A	BASE	824000	1600	CITY = 10.6 HIGHWAY = 12.8	Power AC +heater, front & rear power windows & steering, spilt folding rear seat, remote keyless entry,
B	OPTION PACK	895000	1600		A + Air bag, ABS system,



And total sales of car in NANAVATI MOTORS are 358 cars in current year. Under that SRV selling is 10 cars, which are not good then other rival. And the cost of car is so higher then competitors car. SRV is world STYLISH cars.

**The general variants of car are: (All are in new models)**

- ✓ Full wheel covers,
- ✓ A/c and heater,
- ✓ Power window,
- ✓ Power steering,
- ✓ Day and night rear view mirror,
- ✓ Alloy wheels,
- ✓ Sound system with speakers,
- ✓ Wash wipe,
- ✓ Remote keyless entry,
- ✓ Central locking,
- ✓ Leather interior,
- ✓ Tubeless\_tyres



# MARKETING DEPARTMENT



## Definition

Marketing department is mainly depends on satisfy customer want and need, and then after the product are given to know the satisfaction levels.

“Marketing means identifying and satisfying needs and wants of customer is call marketing,”

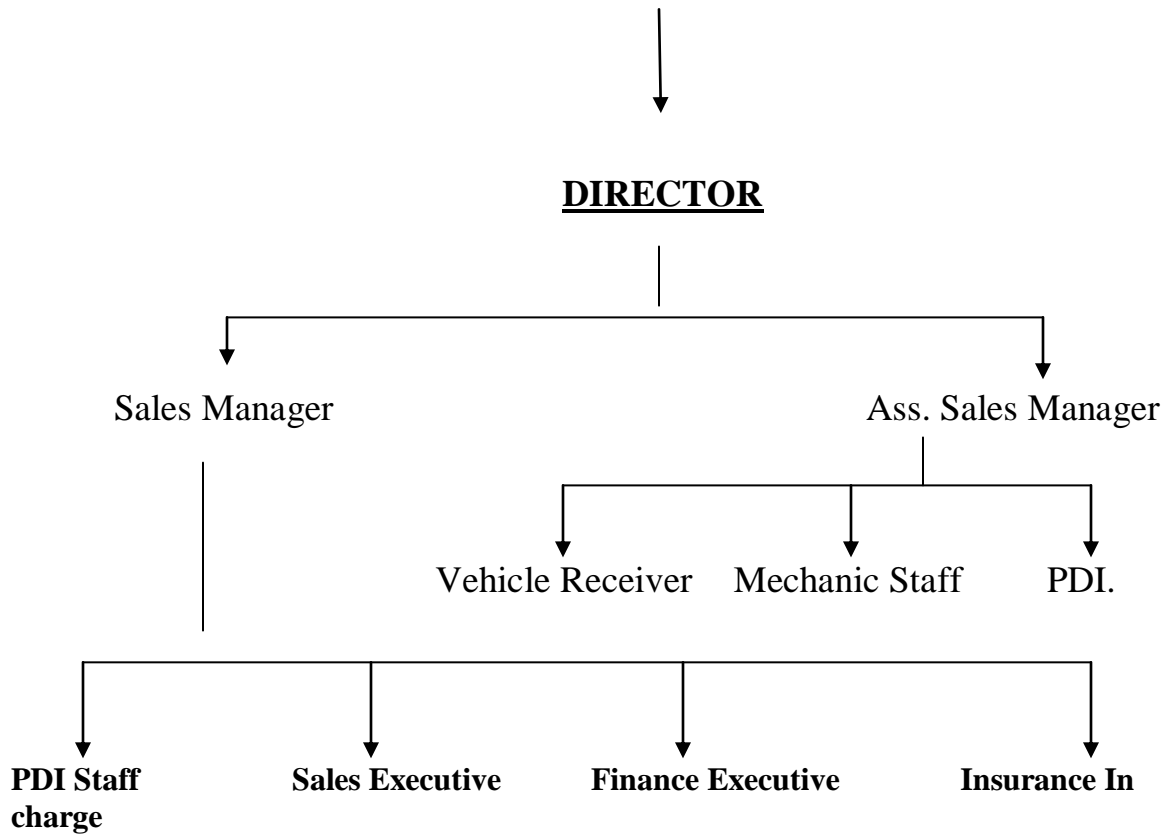
“Marketing offer some combination of product, service, information, and experience offered to a market to satisfy needs and wants of customer,”



Marketing include customer satisfaction and analysis of problem why product sales are decrease with study of 4ps of marketing, which is:

- 1. Product**
- 2. Pricing**
- 3. Promotion**
- 4. Place or distribution**

**Structure of marketing department in NANA VATI GM**



## *Sales process*

Sales process comprises of all the activities from the moment, a customer books the vehicle with the dealership and till the time he/she departs from the dealership, after taking the delivery of the vehicle. It can be broadly divided into two distinct sub processes

- ✓ Pre-delivery process
- ✓ Delivery process.

Each of these is further divide into several activities as shown below:

### **From pre sales process**



{ ENQUIRY TRACKING }

{ ORDER BOOKING }

{ FINANCE PROCESS }



{ DELIVERY MANAGEMENT }

{ DELIVERY EXPLANATION }

{ DELIVERY CEREMONY }

{ VEHICLE DELIVERY }



## Service process

### Work of service

#### F RTP

FIX IT  
RIGHT  
FIRST  
TIME

#### 3G

GO TO THE SPOT  
GATHER ACTUAL CONDITION  
GET CORRECTIVE ACTION

#### 3K

KNOW THE STANDARD  
KEEP THE STANDARD  
KILL THE PROBLEMS

#### 5S

SPOT (ORGANISING)  
SET  
SHINE (CLEANING)  
STANDARDIZE  
SUSTAIN (SALF DISCIPLINE)



## QUALITY CHECKING

Quality is measure of totality of attributes, characteristics of a product or service which import it functional or aesthetic value so as to satisfy the need of customer for given price. And Quality is measure by PDI. And Quality is measured by Pre Delivery Inspection Form.

## QUALITY CHEKING FORM

COLOUR CODE		MODEL	MILEAGE	KEY NO.	RADIO CODE	TOOLS
JACK		BATTERY NO.	DELIVERY DATE	DATE OF ARRIVAL	DATE OF REGISTRATION	
VIN NO.			ENGINE NO. :			
<b>(1) GENERAL STATUS REVIEW</b> Check the remote control unit to ignition key. Check steering and function back/brake pedal glow plug system. (Switch lights mode off. (Push both steering column levers upward for 2-3 seconds until acoustic signal is heard). Check Service Brake and Park and Brake Service. Check Horn. (2) Exterior Check Tire Pressure Check Wheel Fastening (Use Torque Wrench) Check Front Fog Lamps Check License Plate Lamps H-L Wheel Covers Check locks for proper functioning. Bonnet, Doors - rear Seat bench (optional, fuel tank flap, fuel lid. (3) Under Floor Check Handbrake, General Visual Inspection Check Brake Lines and Brake Hoses Check Fuel Lines Check Fuel Filter and Exhaust system Damage / Attachment Check Front Axle / Suspension Damage/Attachment Check Rear Axle/Suspension Damage/Attachment Check Tie rods/Steering Linkages - Damage/Attachment Visually Check agitator for leaks. (4) Engine Compartment Check Battery Check the battery terminal clamps are firmly seated Check Cooling Level Check Engine Oil level Check Power steering for leakage Check Oil/Fuel and Brake fluid level (5) Interior Check HMI Set/size and Time Check and set date. Check operation of radio remote control. (6) Check operation of malfunction Indicator Lamps : Brake electronics and Exhaust warning lights (ABS/ESP) Oil pressure Air bag - ESP/TC Handbrake Generator Headlight Range adjustment <b>DEFECTS NOTICED</b>			OK	NOK	<b>(7) Check Lightening and Signaling equipment :</b> Hazard warning system Turn signal Lamps Parking Lamps including warning buzzer dipped beam/high/low beam, including blue left side Front Fog Lamps including green left side Rear Fog Lamps, including yellow left side Rear Lights Brake Lights - Including third brake light Reversing Light Check Heating/Ventilation & AC Check exterior Mirrors Check Window Wiper operation and programming Check Wiper / Washer Systems <b>(8) Test drive</b> Check functioning of : Speedometer / Trip meter Turn Signal left - cancelling Check for air / noise Check for any abnormal vibration Check Steering wheel position Reset service interval display <b>(9) Prepare vehicle for delivery</b> Clean vehicle interior, photo-copy and windows Inspect for minor paint damages and rectify Check labels for tyre pressure Check labels of AIR Bags Check Owners Manual and Service Booklet Check spare wheel for proper inflation pressure Check that the Tool kit is complete <b>(10) Handover the Vehicle to the customer</b> Hand over Vehicle Key Radio remote Control Instruction in accordance with owners Manual Explanation of Service Schedule Explanation of Warranty conditions Handover the Vehicle documents Others <b>ACTIONS TAKEN</b>	
We hereby certify that the above operations were carried out as per guidelines.			**Features not available should be marked as NA			
Signature						
Name :	Technician	Advisor	Works	Dealer Stamps/Address		



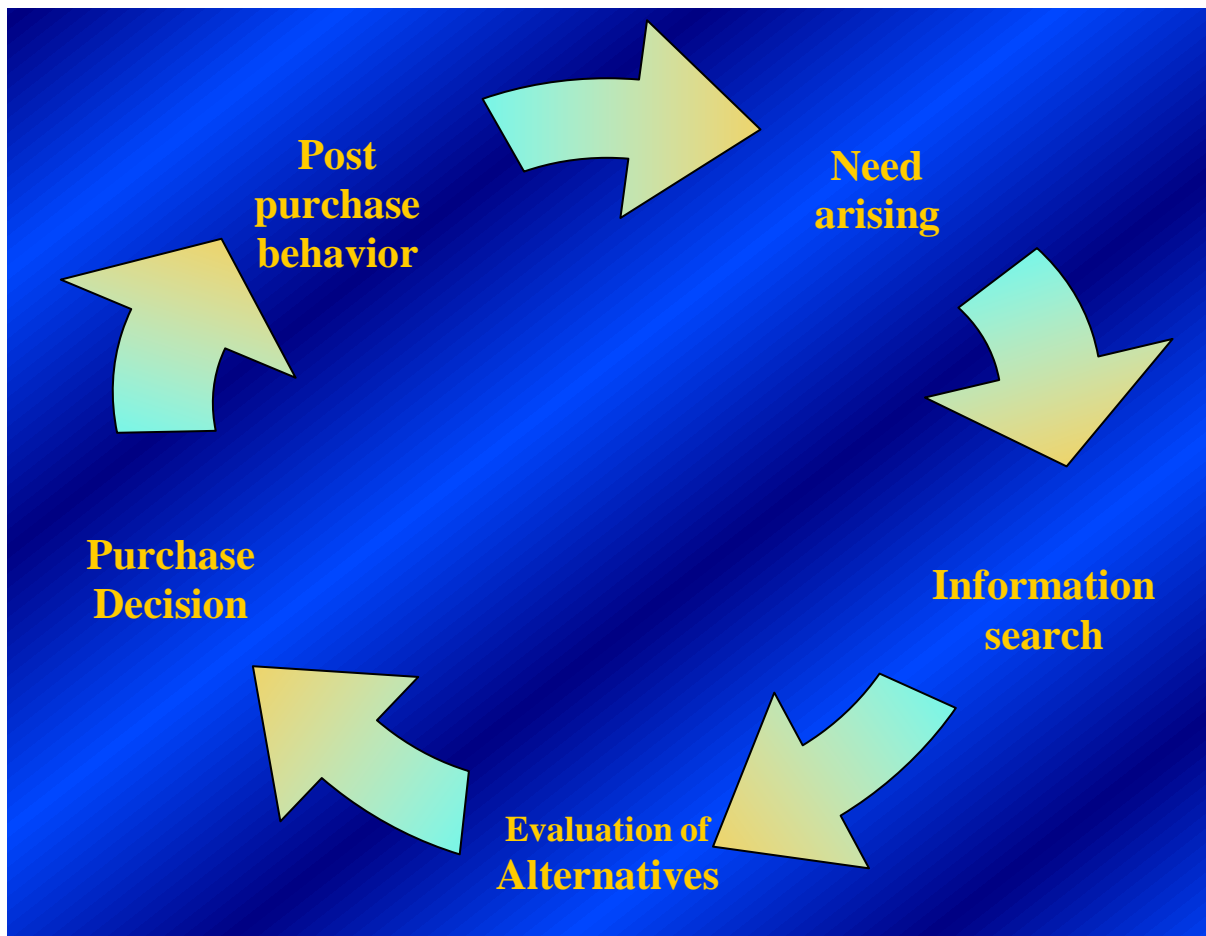
## CONSUMER BUYING BEHAVIOR

Consumer behavior is the study of how consumer select, buy, and use and dispose the product or service.

Consumer Behavior is the response to the marketing stimuli i.e. product, price, place, promotion and the response to the modified marketing mix.

Consumer's buying Behavior is influenced by cultural, social, personal, and psychological factors.

## PROCESS OF CONSUMER BUYING BEHAVIOR



## **Some factor affecting in consumer buying behavior**

### **Cultural**

- ✓ Culture
- ✓ Sub cultures

### **Social**

### **Personal**

- a. Age and stage of life cycle
- b. Occupation
- c. Life style
- d. Personality

### **Psychological**

- ✓ Motivation
- ✓ Learning
- ✓ Belief and attitude



## Promotion and Advertising

Now a day the advertising is the most popular tool of sell any products. Because of the every person show the advertisement and under that the graphical media use in highly basis so the every human being interested to show advertisement.

In the advertising products full detailed are included like products features, all models specification, price, characteristic etc. in this concept the different medias are use, that are news paper, Print & broadcast, motion pictures, brochures, audiovisual material, videotapes etc. This all are the medium of the advertising in that all are the audiovisual material and videotapes are the most popular and the more effective audiovisual material means on the radio which advertise is playing that the best example, in that the only voice is listened by the people not shown. Videotapes means on screen advertising, in that first the advertise is created and than on the big and popular channel play it on the television screen in that the popular actors and actresses play the role and than the best advertising is created. The cold drinks company coca cola give the advertise for it's product thumps up, under that the famous actor Akshay Kumar is play the role, and that gives on all famous channel like star plus, Sony, star world etc.

This is the wall concept of advertising, in the Nanavati GM also the advertising is play the most appropriate role. Nanavati GM gives the advertising in Gujarat samachar news paper, on the fm radio station, in the local channels like real network- hind t.v.,



And yes it places the different and huge holdings around the wall Surat city. Another is Nanavati GM service van is continuously roaming in the city and near city's rural area and mouth to mouth advertise and gives the all information of products. and also give a big events and Demos for promotional efforts.

These are all the source which use Nanavati GM for advertising, and the [Prashant mistry](#) is prepare all broacher and the advertising content and he will try to include all the information of product in the advertising so that any people prefer they can easily understand all the thing and reputation of Nanavati GM is on higher stage in the market.

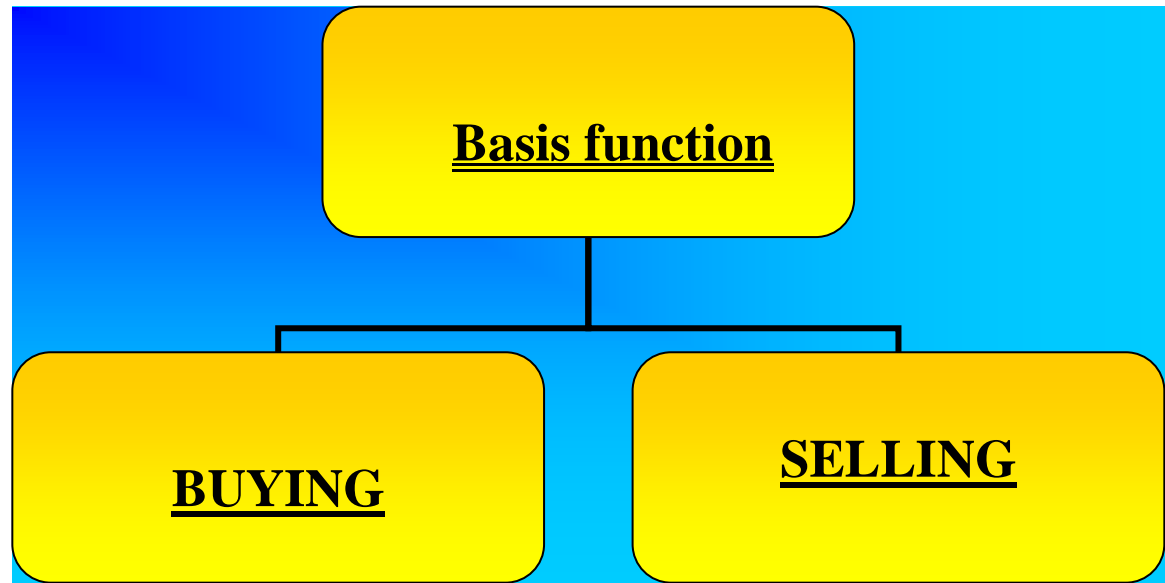
Nanavati GM knows that in the today's market without advertising the product selling of product is not at the maximum stage. That's why Nanavati GM gives more attention on advertisement and the result is also the better.

*Make your customer*

*The center of your culture!!!*

**PHILIP KOTLER**

## Function of marketing department



## Necessary function for Marketing

- i. Pricing
- ii. Promotion
- iii. Risk taking
- iv. Distribution
- v. Labeling

## **Pricing:**

Price may be defining as the exchange of goods or service in terms of money. Price is the exchange value of goods. It is most useful factor for selling a product, the firm use batter policy like as low cost batter product.

## **Sales Promotion:**

Promotion is a broader term while sales promotion is just part of it. Sales promotion consists of giving direct inducements to promote sales. Like a free gift price off, some discount, free service, and insurance package. In a sense all Marketing activities are in part of promotion.

### **Various components of promotion:**

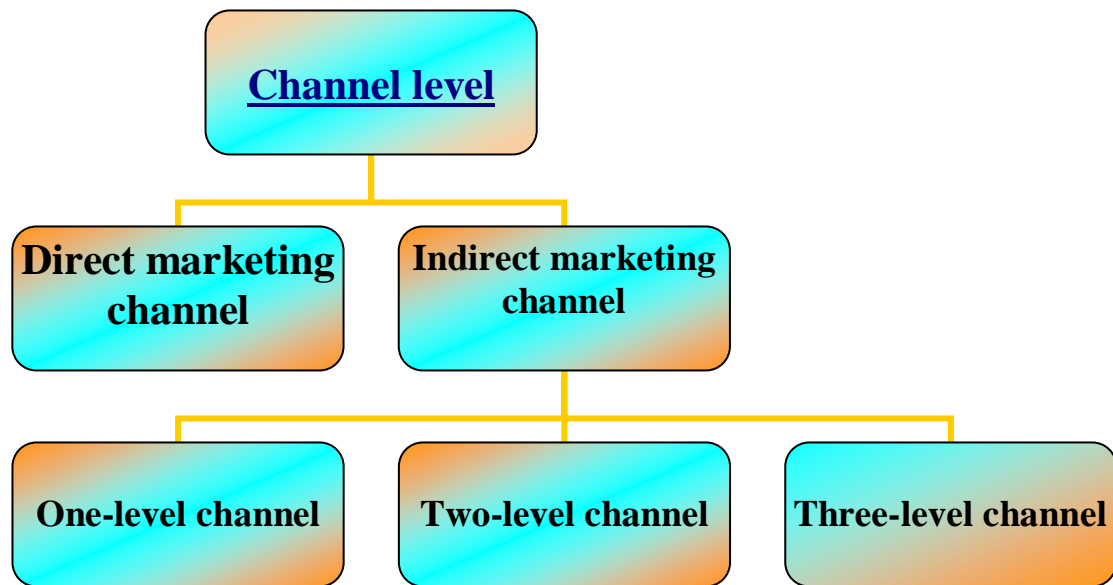
- Advertising
- Personal selling
- Publicity
- Public Relation
- Packaging
- Purchase Display



## Channels of Distribution

“A channels of Distribution is the structure of intra-company organization unit and extra-company agents & Dealers, wholesale & retail through which a commodity, product or service is marketed.”

### Channel level



There are two type of channel of distribution. I.e. direct channel and indirect channel for selling. The NANAVATI MOTORS Use direct marketing channel for selling a product, it consists of a manufacturer selling directly to the final customer.

## Facilitating function

- ▶ Transportation
- ▶ Warehousing
- ▶ Financing
- ▶ Standardization
- ▶ Grading
- ▶ Branding
- ▶ Physical
- ▶ Distribution
- ▶ Viachannels Of distribution

## Modern function

- ✓ Marketing
- ✓ Research
- ✓ Production
- ✓ Planning and develop

## **Marketing:**

Marketing is an organizational function and a set of process for creating, communication and delivering value to customers and for managing customer relationship in ways that benefits the organization.



## **Research:**

Research is the process of identifying and searching the need and the wants of customer and satisfies their need by giving product. And also identify the demand in the market.

## **Production:**

Production department is basic and one of the most important of any organization, because profit can be earned only when we have something sale out and it is possible only through the production goods and services. It includes input Row material processing them and gets the output for selling.

## **Planning and develop:**

Planning is the process of forecasting the future demand in advance, and develops the product by knowing future demand.

## workshop

Workshop of NANAVATI GM where the car service are done with faith. In NANAVATI GM the service Manager is Mr.Anoop Kumar.



## ACCIDENT DEPARTMENT



Accident department first seen the cars that face accident. And then take photographs of damages. And after that register a report in insurance office and make a proper estimate of damages. And cars are sending in workshop. The head is Mr.A.J.Soni.

## **SPARE PART DEPARTMENT**



All sub part of car is store at spare part department. spare part department is handling by Mr.K.I.NAIK. All the spare part is available in stock.

## **ACCESSORIES**



Some extra features are added in car which is given by Accessories. Like audio system with speaker, colorful light, wheel caps, etc. and the head of Accessories is Mr.Himanshu Parmar

## Washing area

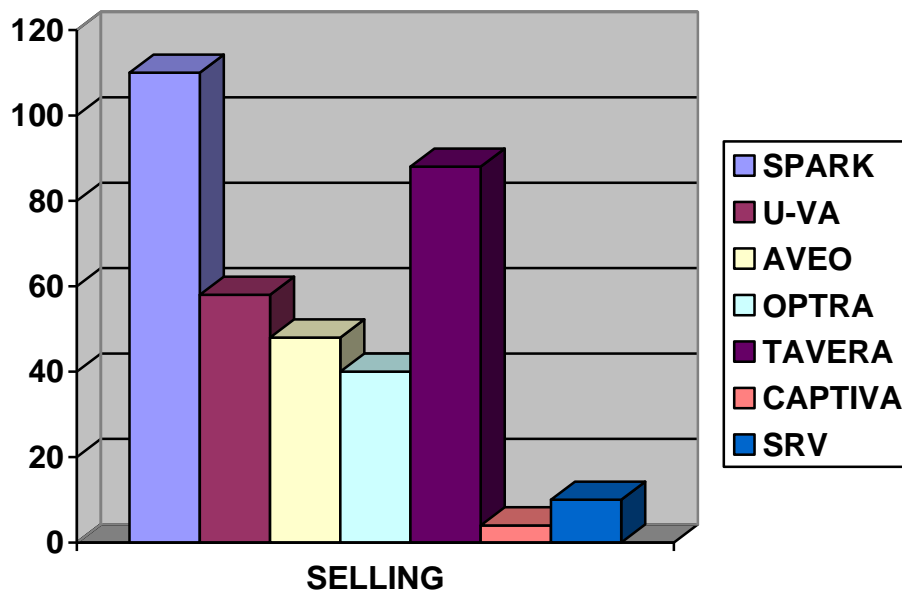


The cars are washing out in this area. With the use of water, air, and other chemicals.

# TOTAL SALES DIAGRAM

(YEAR 2008-2009)

<u>CAR</u>	<u>SELLING</u>
<b>SPARK</b>	<b>110</b>
<b>U-VA</b>	<b>58</b>
<b>AVEO</b>	<b>48</b>
<b>OPTRA</b>	<b>40</b>
<b>TAVERA</b>	<b>88</b>
<b>CAPTIVA</b>	<b>4</b>
<b>SRV</b>	<b>10</b>
<b>TOTAL</b>	<b>358</b>



# Suggestion

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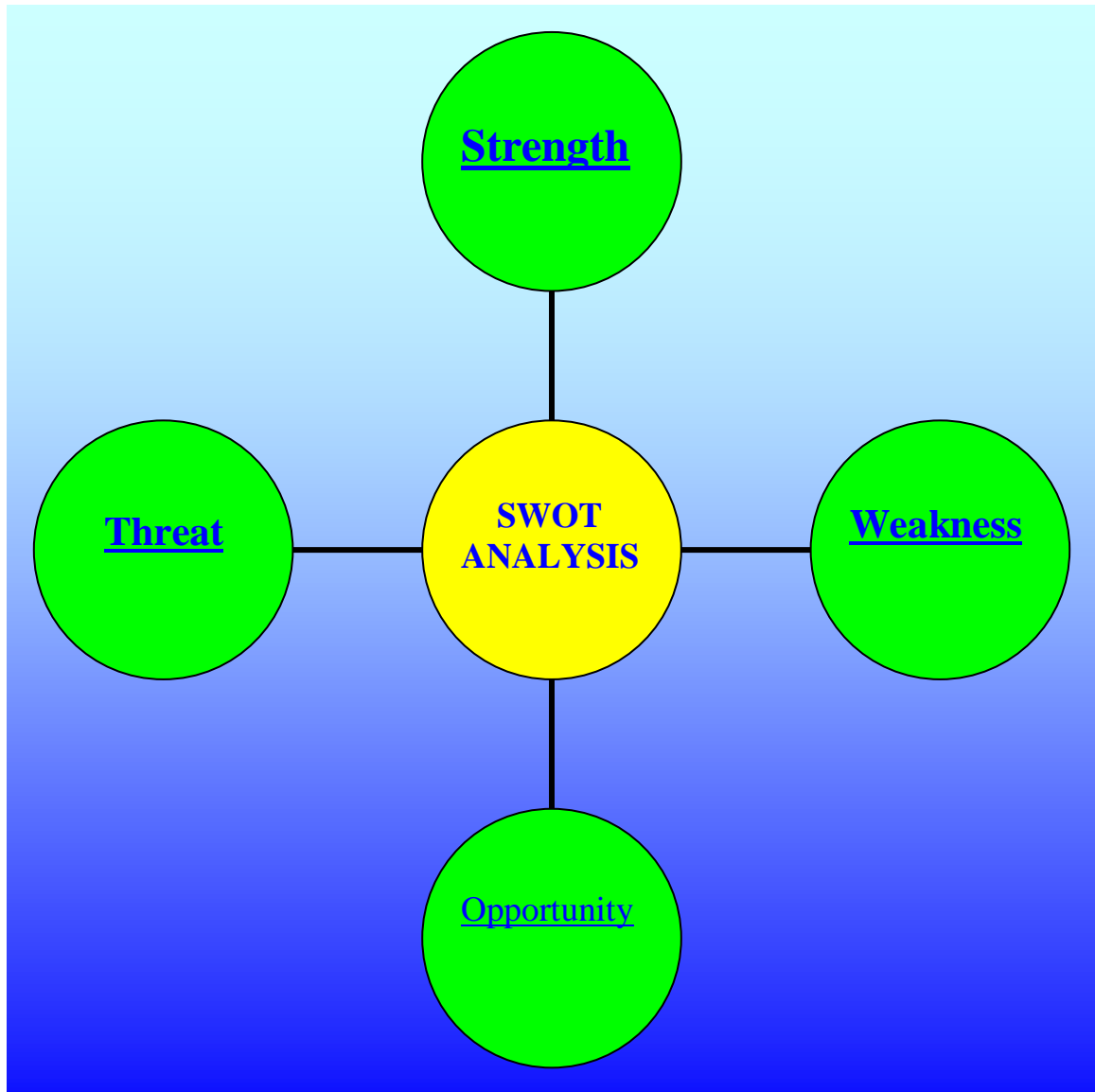
## Suggestion

Suggestion for NANAVATI MOTORS: -

1. 5% customers are not satisfied with the service of car particularly in car washing part. So, the firm must have to improve the service part particularly in car washing.
2. 28% customer were not got full information about the car scheme, discount etc, from the dealer. So, the firm must have to give full information to the customer.
3. Some customers were made to complain about the commitment. So, it is necessary to make a clear commitment with the customer.
4. Some respondents give the suggestion for giving facilities of various schemes to the customer.
5. Some customers give the suggestion that the firm should put the service station in their area. Like varachcha, city,
6. Some customer had made to complain about the cost of service. So, firm makes try to reduce the cost of service. Etc.

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

# SWOT ANALYSIS



## **Strength:**

1. NANAVATI MOTORS have huge area so work easily and comfortable.
2. Provide good service to customer so customer responses is good,
3. Staff member are satisfy with facilities given by firm, like phone bills and transports facilities.
4. In NANAVATI MOTORS all persons are in uniform it make healthy image.
5. Capable and experience sales executive and good marketing channel. So achieve sales target.
6. Proper communication and co-ordination will helpful for the NANAVATI MOTORS.

## **Weakness:**

1. NANAVATI MOTORS is an initial stage so high advertisement cost is done.
2. When the customer gives car for service, Firm not attending a service date properly delivery is not give proper time.
3. The firm is a local area or develops area.
4. The growth and performance of NANAVATI MOTORS has been increasing years by year since starting and also the working of the company is better. So there is no more weakness of NANAVATI MOTORS Sales and Service.



### Opportunity:

1. Because of good and strong market channel, there are chances to increase the Turnover of the Company and Achieve sales target every time and make strong goodwill in market.
2. There is an opportunity to open new branches in other city of Gujarat and other State. And in same city in short period,
3. When areas are developing that time selling goes up.

### Threat:

1. So much competition in present time. So use better policy without it chance to decline the selling.
2. If there will any union, it will cause problem for the Company.
3. Ression and inflation are affected the selling in future.

# Conclusion



## **Conclusion**

The NANAVATI MOTORS, completing the 3 years in distribution channel, it is Initial stage of selling a Chevrolet Car. During these periods the firm, achieve many progressive stage. And they do good advertisement for selling a product with DEMO, EVENTS, HOLDINGS, BENNERS, and PRINT MEDIA. In America the GMcar distribution are closed but in India in was run successful, GM car run successfully because of hard work of various distributor.

It achieves success in every field in his work. The firm getting various AWARD and CERTIFICATE from the various institute for its achievement. Nowadays, the NANAVATI MOTORS is No. 1 Dealer in South Gujarat for TAVERA HOSPITAL and No. 1 in 'Customer Satisfaction' and are still progressing further. It has large area for selling a car. And all experience executive are work well.



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# APPENDIX



