

A PROJECT REPORT ON

**“A STUDY ON CUSTOMER SATISFACTION  
TOWARDS A NEW PRODUCT IN MONSTER SERIES”**

SUBMITTED BY

**Mr. GANESH SANDEEP HARGANE**

BATCH: 2019-21

UNDER THE GUIDANCE OF

**Dr GIRISH BHODHANKAR**

**PROF. KAUSTUBH PUROHIT**

SUBMITTED TO

**SAVITRIBAI PHULE PUNE UNIVERSITY**

**In the partial fulfilment of the requirements for the award of  
Master's in Business Administration (MBA)**

**Through**

**Maharashtra Education Society'**

**Institute of Management & Career Courses, MBA**

**Batch 2019-21**

**MONSTER**<sup>TM</sup>  
*Series*

**Shree Parvati Fitness Hub Pvt. Ltd.**

Address : Shree Sai Sparsh Society, Plot No. 240, Sector 21, Nerul, Navi Mumbai - 400706.

Address : Manihar, Vijan Hospital Lane, College Road, Nashik – 422005.

Contacts -: 0253-2232202, 9422709346

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15/09/2020

**To whom-so-ever it may concern**

This is to certify that Ganesh Sandeep Hargane has completed his Project work on the topic A Study on Customer Satisfaction Towards a new Product in Monster Series during the period from June 2020 to August 2020.

He has been sincere, hardworking & punctual in his work.

We wish her success in her future endeavors.

Designation-Marketing Representative(Pune)



Dhananjay B Kale

Director

## **Annexure "C"**

### **Declaration**

I Ganesh Sandeep Hargane, of MBA-2 : Seat No:-\_\_\_\_\_ hereby declare that the Project work titled A Study on Customer Satisfaction Towards a new Product in Monster Series which has been submitted to University of Pune, is an original work of the undersigned and has not been reproduced from any other source. I further declare that the material obtained from other sources has been duly acknowledged in the report.

Date:

Signature

Place:

Name:Ganesh.Hargane

## ACKNOWLEDGMENT

I would like to express my sincere gratitude to **Mr.Dhananjay.Kale** (Founder) who gave me a chance to be a part of her Organization and gave constant encouragement for the completion of this project report.

I wish to owe my sincere thanks to my Project Guide Dr **Girish Bhodhankar & Prof. Kaustubh Purohit** (Faculty), for his able guidance and useful suggestions which helped me in completing the project work.

Finally I owe my regards to all those who supported & helped me in any respect directly or indirectly during the tenure of this project.

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# **INTRODUCTION**

## **Introduction of the Customer Satisfaction**

**Customer satisfaction is the measure of how the needs and responses are collaborated and delivered to excel customer expectation.** It can only be attained if the customer has an overall good relationship with the supplier. In today's competitive business marketplace, customer satisfaction is an important performance exponent and basic differentiator of business strategies. Hence, the more is customer satisfaction; more is the business and the bonding with customer.

Customer satisfaction is a part of customer's experience that exposes a supplier's behavior on customer's expectation. It also depends on how efficiently it is managed and how promptly services are provided. This satisfaction could be related to various business aspects like marketing, product manufacturing, engineering, quality of products and services, responses customer's problems and queries, completion of project, post delivery services, complaint management etc.

Customer satisfaction is the overall essence of the impression about the supplier by the customers. This impression which a customer makes regarding supplier is the sum total of all the process he goes through, right from communicating supplier before doing any marketing to post delivery options and services and managing queries or complaints post delivery. During this process the customer comes across working environment of various departments and the type of strategies involved in the organization. This helps the customer to make strong opinion about the supplier which finally results in satisfaction or dissatisfaction.

Customer's perception on supplier helps the customer choose among the supplier on basis of money value and how well the delivered products suit all the requirements. The supplier's services never diminishes after the delivery as customer seeks high values post marketing services which could help them use and customize the delivered product more efficiently. If he is satisfied with the post marketing services then there are good chances for supplier to retain the customers to enhance repeated purchases and make good business profits.

It is necessarily required for an organization to interact and communicate with customers on a regular basis to increase customer satisfaction. In these interactions and communications it is required to learn and determine all individual customer needs and respond accordingly. Even if the products are identical in competing markets, satisfaction provides high retention rates. For example, shoppers and retailers are engaged with frequent shopping and credit cards to

gain customer satisfaction, many high end retailers also provide membership cards and discount benefits on those cards so that the customer remain loyal to them.

Higher the satisfaction level, higher is the sentimental attachment of customers with the specific brand of product and also with the supplier. This helps in making a strong and healthy customer-supplier bonding. This bonding forces the customer to be tied up with that particular supplier and chances of defection very less. Hence customer satisfaction is very important panorama that every supplier should focus on to establish a renounced position in the global market and enhance business and profit.

### **Measuring Customer Satisfaction**

For improving customer satisfaction it is essential for the supplier to measure it. It is purely believed that if anything is not measurable then it is not authentic. Customers are the most important asset for any organization as they are only responsible to drives the business. Measuring customer satisfaction helps in identifying specific customer information which is needed to run business smoothly. Following are the information and details that could be generated after measuring customers' satisfaction:

1. **Business Related:** Measuring customer satisfaction helps an organization to identify the efficiency of its business strategies and marketing tactics and encompasses if the organization is customer focused or not. It also provides analyzed details on how many numbers of customers have defected, how much loss the business has incurred and up to what extent the profit is decayed due to customer defect. A customer is usually dissatisfied when his expectations are not met or the commitments from supplier are not fulfilled reasonably and within the given time span. This becomes a serious issue for the customers as the delay will obvious affect their image too. The customer usually shares these problems and issues with other customers which hidens the business of the supplier. Some of these unsatisfied customers launch complaints but most of the other customers simply defect to other suppliers without even informing which creates a big void in the business processes of supplier because they did not get chance to analyze the reasons of customer defection. Loss of customers is directly proportionate to loss of business and profitability. If an organization is able to measure business related aspects of customer satisfaction then they become capable to



bridge the gaps between them and customers to enhance more customer satisfaction among their peer customers.

2. **Customer Related:** By measuring customer related aspects of customer satisfaction following details can be entailed:

- a) How many total numbers of customers have defected?
- b) Specifically which customers have been defected?
- c) Reason why they have defected and where exactly they have defected?
- d) Measurement of customer satisfaction always helps a supplier to analyze appropriate reasons of lost of customers and take measures to avoid this. It also provides analyzed information about the business loss in the coming future. This actually helps the supplier to be profitable because cost involved in acquiring a customer is comparatively higher then the cost involved in retaining an existing customer.
- e) It also helps the supplier to identify the value of their products and services according to the customers' perception. If customer is dissatisfied with products and services then there is a need for supplier to check the performance and quality of the product and services so that other customers could not complaint regarding the same.
- f) It can also analyze the exact need and requirement of customer so that measures are taken accordingly to satisfy each and every customer.

3. **Suppliers Related:** Following are the supplier's specific information that could be generated while measuring customer satisfaction:

- a) It helps the supplier to conclude about his own image, strength and weak points.
- b) It helps the supplier to identify his area of perfection and competency so that they flourish in monopoly of specific products and services.
- c) It helps in encompassing the organization's position according to the benchmark possessed in the market by competitors.

The best way to improve customer satisfaction is to first measure it and then apply methods to enhance it. It helps the supplier to always keep a check on allover business processes by identifying strong and weak aspects and creating strong bond with all their customers to enhance business.

## Why Dissatisfaction in Customers?

- a) When the suppliers are unable to entertain customers or their business strategies fail to build a good relationship with customers, they probably end up with customers' dissatisfaction. There can be many reasons for the customers to become dissatisfied. Some of these reasons are:
- b) Taking example of India, most of the population here are vegetarian. They do not require a bigger space in their refrigerator for deep freeze option. But still, following foreign trend of making refrigerators most of the manufacturers are providing huge capacity deep freezers. If the people are not able to use this space or option, it is waste for them. Obviously they feel dissatisfied with this.
- c) Vacuum cleaner, one of the modest innovative equipment which was invented to reduce manual household works on just click of a button. It is a huge success in European countries where the environment is dusty as compared to other parts of the world and the cost for managing household work is pretty expensive. But in countries like United States where the environment is very different and dust free, there is no need for installing this equipment in house as it would be kept uselessly in house. In India the environment is lot dusty but the cost exempted for managing the household work is very cheap and affordable, so why people will go and buy a vacuum cleaner and invest a lot of money in that, if they can hire a manual cleaner boy without investing much. If they buy a vacuum cleaner and later on feel that it is turning out to be expensive and tedious deal then it brings dissatisfaction among them.
- d) The eating tradition in India is very much different from other countries. In Europe, people usually eat continental food and they have habit of appetizing the main course with bread, so they usually keep a small plate (normally called quarter plate) in the left hand side so that the bread is available to eat in between with left hand. In India, people prefer 'Roti' (Indian version of bread) and they like to eat it with right hand so they want the small plate to be kept on right hand side. But in India, most of the good restaurants are influenced by European traditions and keep on serving the small plates on left hand side on the table. This creates uneasiness for the people to eat food which leads to dissatisfaction.

- e) Problem also occurs when the customers get wrongly customized products. This is because of the communication gaps between supplier and customers and forcing the customer to become dissatisfied due to this.
- f) Apart from delivering good and quality products it is equally important for the suppliers to provide excellent post deal services. For example, a customer bought a Fax machine from a supplier and suddenly something went wrong and the machine stopped sending fax at the time when there was an urgent fax to be sent. Customer called the supplier and asked for urgent support but none of the executive at the supplier's side was available for fixing this issue. Customer finally took some local vendor's help to fix as it was very urgent. Such a situation can develop an irritating gesture for customers against the supplier and to his dissatisfaction.
- g) Apart from the above examples many more similar reasons could lead to customer's dissatisfaction. It is very important for the supplier to concentrate on customer's needs and provide him the required products and services. If desired measures are not taken, customer's dissatisfaction could possibly build poor relationships between the two parties which could break anytime.

### **What is Food Supplements Market Research?**

The Indian dietary supplement market grew at a CAGR of 15% during 2014-2019. A dietary supplement is a concentration of essential nutrients that are either extracted from food sources or are artificially synthesized. The major function of dietary supplements is to fulfill the nutritional requirements of the human body and is usually consumed in the form of a pill, capsule, tablet, or liquid. A supplement can provide nutrition either individually or in combination, depending upon the requirements of the consumer's body. Dietary supplements are rich in vitamins, minerals, herbs, enzymes, amino acids, and various other ingredients. The primary goal of consuming supplements is to fulfill the nutritional gap in the body in order to prevent diseases and other lifestyle related problems. Looking forward, IMARC Group expects the Indian dietary supplement market to continue its strong growth during the next five years.

The primary factor driving the Indian dietary supplements market is the increasing health consciousness among the consumers. Factors such as changes in eating habits, absence of physical activity and rising sedentary life styles have increased the occurrences of various

lifestyle diseases such as diabetes, blood pressure, obesity, cardiovascular problems, etc. Moreover, improving awareness levels have also made consumers more aware on their nutritional requirements. With consumers unable to fulfil their nutritional requirements through their regular diets, they are now recognizing the importance of nutritional supplements to fulfill their nutritional gaps. Other factors driving this market include, rising disposable incomes, upgradation of the healthcare infrastructure, improving distribution networks, etc.

IMARC Group's latest report provides a deep insight into the Indian dietary supplements market covering all its essential aspects. This ranges from macro overview of the market to micro details of the industry performance, recent trends, key market drivers and challenges, SWOT analysis, Porter's five forces analysis, value chain analysis, etc. This report is a must-read for entrepreneurs, investors, researchers, consultants, business strategists, and all those who have any kind of stake or are planning to foray into the Indian dietary supplements market in any manner.

## **Introduction about company**

MONSTER SERIES was founded in 2014 with the idea of providing India with sports nutrition supplements that are specifically focused on Indian customer needs and listens to their sentiments day in day out. MONSTER SERIES has quickly risen as consumer's favourite brand with industry-first concept introductions like authenticity, protein test certificates, scoop on top, clinically researched products, etc.

### **Industry-First Innovations**

Understanding and acting upon the consumer pulse have always driven MONSTER SERIES to provide industry-first solutions. Be it the problem of fake supplements, customers' tussle in finding the scoop in a new jar or low results from a regular protein supplement, MONSTER SERIES had answers to all of them. MONSTER SERIES was the first in India to introduce an SMS based product authenticity mechanism supported by a protein test certificate from NABL certified labs. MONSTER SERIES was also the first to introduce a patented Scoop-on-Top design to end the scoop tussle. And to top it all, MONSTER SERIES Whey is India's first clinically tested product for Indian bodies which helps the consumers with enhanced protein absorption and thus better results and performance.

### **High-Quality Ingredients & Processes**

Our passion for bringing international-grade fitness supplements has made us look around the world to source the very best whey and flavors. At MONSTER SERIES quality doesn't just end at procuring the finest raw materials. The manufacturing of the final products takes place at FSSAI, HACCP certified state of the art plant, which means that your supplement undergoes rigorous testing and multiple quality checks before it reaches you. In order to give more power to your reps and sets, we at MONSTER SERIES work hard to ensure international safety standards. MONSTER SERIES products are tested in accordance with FSSAI standards to assure you complete safety and the highest degree of quality. Put your worries to rest, because it takes a lot for a supplement to become a MONSTER SERIES supplement, your trusted fitness partner

### **Research Oriented**

Driven by the desire to exceed your expectations, we have brought together pharmaceutical expertise and the best experts of the chocolate flavor to create a path-breaking formulation

with unmatched taste. This gave birth to the "Best Tasting Chocolate Whey Protein Shake", which was confirmed by the consumers themselves in a blind taste study done by Nielsen in 2015. The same research orientation was also the bedrock for the formulation of Whey, which was crafted over a 2-year period and clinically tested to provide 50% higher protein absorption. Our commitment to research-backed products helps us in our aim to become a sports nutrition brand that gives you international grade quality supplements and 100% safety assurance at a genuine price.

### **Lac Boxes Sold Till Now**

We've built a strong fitness community of trust which strives on goals that define Monster

### **Leading the Path**

Always the first innovators to provide the best of bodybuilding world to its customers

### **Only Authentic Supplements**

The ingredients to make the supplements are obtained from the most reliable & tested sources  
from across the globe

### **Easy & Secure Payments**

All our payment gateways are completely secure and ensure easy accessibility to all modes of  
transaction

## **OBJECTIVES OF THE STUDY**

- 1) Understanding the expectations and requirements of customers.
- 2) Determining how well company and its competitors are satisfying the expectations and requirements.
- 3) Developing service and/or product standards based on findings.
- 4) Examining trends over time in order to take action on a timely basis.
- 5) Establishing priorities and standards to judge how well to met these goals.



## COMPANY PROFILE

As today health enthusiasts demands High Quality & Expect Measurable Results, for this reason FBL have introduced MONSTER SERIES in India

MONSTER SERIES strives to produce distinctive, affordable, premium-quality products while making every effort to anticipate ever-changing customer needs and meet the demands of a dynamic market with innovative products, effective support materials, and unsurpassed

MONSTER SERIES believes that every consumer should be able to purchase premium products; so we eliminate the middlemen and control the integrity of our brand throughout the entire production and distribution processes... making sure each product is not just top quality, but also among the most competitively priced in the industry

MONSTER SERIES are committed to maintaining the highest standards of ethics to ensure that the product quality and safety remains uncompromised. MONSTER SERIES is a world class sports and performance nutrition brand helping professional sports players,athletes,bodybuilders and fitness enthusiasts reach their fitness goals through diet and nutrition.

MONSTER SERIES ranges of product are based on the revolutionary next generation of sports nutrition.

Our aim is to establish the importance of the dietary supplement to improve sports/exercise performance,increase muscle mass,hasten weight loss and muscle recovery.

MONSTER SERIES products has also been helping fitness enthusiasts experience great workouts in gyms and thus helping them reach to their fitness goals like: develop well defined muscles, weight management programs, more energy, reduce mental fatigue, better cardio workouts ,etc.

MONSTER SERIES ranges of products are completely safe to use with no side effects as they are made under dope free zone and zero-hormone conditions.

## **Founders of the company**

- a) Dhananjay.B.Kale  
(Founder)
  
- b) Tejal.D.Kale  
(Co-Founder)
  
- c) Madhuri.Sawai  
(HR-Head)
  
- d) Prasad.B.Jaigude  
(Marketing Head)

## **Company Location**

Office Address:

Shree Sai Sparsh Society,  
Plot No. 240, Sector 21,  
Nehrul, Navi Mumbai - 400706.

Company Address: Manihar, Vijan Hospital Lane,  
College Road, Nashik – 422005.

Contacts -: 0253-2232202, 9422709346  
Email Address:-healthnmore12345@gmail.com

## **Why Monster Series?**

### **MONSTER SERIES - Leading Bodybuilding & Sports Nutrition Supplement Brand**

Are you training hard in the gym to achieve those body goals that you have been dreaming for long? Well, you need the right nutrition. When your body has the fuel that it requires then only it will be able to develop from the inside out to give you the desired and long-lasting results. Be it muscle building, development or better performance, one of the best ways of getting more from your every session of training is to opt for the best online supplement brand to get the quality gym supplements or bodybuilding supplements.

### **MONSTER SERIES - An Indian Brand You Can Trust**

When it comes to the world of nutrition and fitness, one name that you cannot ignore is MONSTER SERIES. Established in 2012, MONSTER SERIES is an Indian Brand that deals in sports nutrition supplements. MONSTER SERIES offers quality nutritional supplements like whey protein, BCAA, mass gainer, weight gainer, fish oil, multivitamins, fat burners, etc. at affordable prices.

#### **Categories We Offer**

No matter what product you need to sustain your training, you can be sure to find it under the MONSTER SERIES Supplement range. The dedication to innovation gives you several ranges of products under each category that you can choose based on your training level and requirements. The categories of MONSTER SERIES supplements that you can choose from include:

#### **Protein Supplements: Specially Formulated For Better Performance**

Anyone who leads an active lifestyle, a protein supplement is a basic requirement. Physically active individual requires a certain amount of protein to ensure that the body is constantly repairing itself to allow good performance and quick results. You get the supreme quality whey protein supplements including Whey Protein Isolate, Whey Protein Concentrates and even Protein Blends in the MONSTER SERIES Protein section. Protein supplement products are packed in a high amount of quality proteins derived from some of the authentic sources. The body easily absorbs them and is the most convenient option to get the added protein intake you require.

## **Mass Gainers/Weight Gainers: For Your Muscle and Mass Gain Needs**

Finding it extremely hard to gain mass? You might fall in a body type category named ectomorphs, or hard gainers. Gaining mass is not a cakewalk. You require a lot more calories which cannot be fulfilled by your regular diet alone. This is because of time constraints or the inability to eat as many meals as you need for this calorie intake. **MONSTER SERIES** Mass Gainer Supplements give you a safe and easy option to get the right amount of calories from the cleanest sources. At **MONSTER SERIES**, with these quality and pocket-friendly mass gainers & weight gainers, you can be assured of lean muscle development without any unwanted empty calorie intake.

## **Pre/Post Workout Supplements: Helps You To Hustle For That Muscle**

Post/Pre Workout Supplements are formulated to give you nutrients that you need for the power-packed energy during your workout and for quick recovery after training. **MONSTER SERIES** Post and Pre-Workout supplements give you that quick boost of energy and delay muscle fatigue with natural stimulants and necessary nutrients which makes them safe to use. **MONSTER SERIES** Pre/Post-Workout Supplements also provide amino acids like Beta-Alanine and Creatine that ensure a quick recovery and helps in muscle building.

## **BCAAs: Suit Your Bodybuilding Goals**

One thing that is as important as planning a good workout strategy is planning your recovery process. Unless your muscles are able to recover fast, you will not be able to increase the intensity of your training or even sustain your current training regime. **MONSTER SERIES** BCAA Powder and other amino acid supplements pack in the most essential nutrients to help your starved muscles get the nutrition that they need in order to recover faster. An added advantage of supplements like BCAA Supplement is that you can prevent any catabolic muscle loss that may stand in the way of your results.

## **Weight Loss Supplements: Get Rid Of Those Extra Kilos**

Shedding those extra kilos and unwanted fat is one of the daunting and exhausting tasks. Even with seasoned bodybuilders and athletes, maintaining correct body fat is an important part of their fitness journey. To help you get that dream physique, you have a wide range of **MONSTER SERIES** Fat Burners that boost metabolism to help you burn fat naturally and effectively. With these quality weight loss supplements, you do not have to worry about any side effects as they contain natural extracts that help you reach your weight loss goals faster.

## **Fitness Accessories: For Great Workout**

Fitness accessories help you to be comfortable while working out and improve the effectiveness of your exercise. Plus using the right fitness accessories is the ideal weight to engage in your daily fitness workouts and get the most out of it. Whatever the exercise form, a wide range of fitness and workout accessories are available at **MONSTER SERIES**.

## Products of Monster Series

### 1) Monster Series ISO-27:



Monster ISO-27 is the Ultra Premium Protein which is specially and scientifically designed to give maximum support for lean muscle, strength and exercise recovery to your body. This Supplement gives effective and excellent results in a very short time.

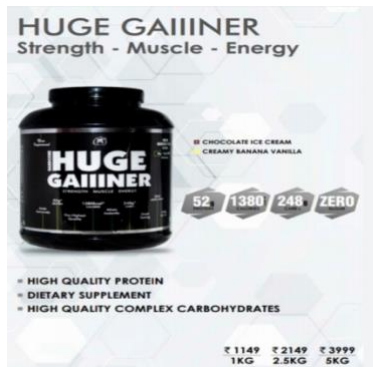
**#27Gm\_ISO\_Per\_Scoop™**

### 2) Monster Series Whey Sensation



Monster 100% Whey Sensation is a precise ratio and superior combination of instantized Whey Protein Isolate, Whey Protein Concentrate, L - Glutamine and instantized BCAA's, resulting in a premium source of protein for maximum performance.

### 3) Monster Series Huge Gainer



Monster Series Huge Gaiiner STRENGTH - MUSCLE – ENERGY High Quality Protein  
Vitamins & Minerals Dietary Supplement High Quality Complex Carbohydrates

### 4) Monster Series Lean Muscle Gainer



#### DESCRIPTION:

Is designed to boost the free lean muscle-building peptides, while reducing craving and increasing energy levels. Monster Series lean muscle is a unique combination of whey protein & Egg Protein. It also contains creatine and L-Glutamine.

## 5) Monster Series Mega Mass



Monster Series Mega Mass Bulk Mass Gaining Formula Gaining Weight Safe & Fast Suitable for Intermediate & Advanced Level Trainers Build Muscle & Strength Balanced Supplement for Muscle Growth & Recovery Low Fat Formulation

## 6) Monster Series Creatine Fuel



Monster Series Creatine Fuel 100% PURE CREATINE MONOHYDRATE Improved Muscle Mass & Strength Enhanced Energy of the Muscles Better Power Output Easily Put On Weight Better Recovery after Work Out.



## 7) Monster Series Terminator Pre-Workout



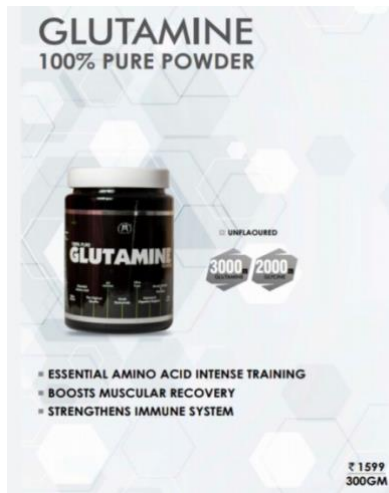
Presenting The All New MONSTER SERIES TERMINTOR PRE-WORKOUT 60 Serving most powerful pre-workout warning - regain With 1/2 Scoop crazy energy explosive muscle pumps focus endurance strength Quick Blend 2000mg Creatine Nitrate Creatine Monohydrate Nitric Oxide Xplosive Blend 5400mg L-Argine alpha ketoglucorate L-Citruline MalateFocus & Stimulant Blend 4800mg Caffien Anhydrous Betaine Anhydrous L-Thorosine Beta Alanine Taurine.

## 8) Monster Series eXpand BCAAs



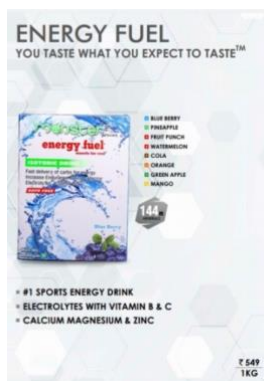
Expand bcaa's is a micronized formula that will maximize your weight training or any athletic activity. If you are serious about enhancing your performance and maintaining energy, then this product is what you are looking for. Not only does expand bcaa's maximize recovery, it actually starts the recovery as you are still training.

## 9) Monster Series Glutamine



Monster Series L-Glutamine 100% pure & safe muscle repair and recovery protects muscle tissue from catabolism increases muscle growth, strength supports immune system function, intestinal health & glycogen synthesis pure Japanese Pharmaceutical Grade

## 10) Energy Fuels



No.1 Sports Energy Drink.... with 8 New Great Flavore Best Taste Best Effect  
117 kcal 29.4g Carbohydratem 144 mg Minerals

# **VISION, MISSION AND VALUES OF THE COMPANY**

## **Mission**

Monster Series is an Active Nutrition company headquarters in India and offices throughout the country with over 6 years of expertise. Our Mission is to provide consumers with the most innovative high quality products that Nutritional Sciences has to offer for living a longer, stronger and healthier life.

Since 2014, the Monster Series Family and brand has developed innovative dietary supplements based off these important aspects:

- **PASSION:** for sports and an active healthy lifestyle that drives us to maintain constant innovation in our products
- **QUALITY:** Meeting all manufacturing and nutritional standards
- **SCIENCE:** Ingredients proven to deliver efficacious benefits the consumer wants
- **KNOWLEDGE:** Worldwide network involving all aspects of health and well-being drawing always from the input of our clients and athletes
- **TRUST:** Products you can rely on to deliver upon your goals
- **INTEGRITY:** Our history of integrity has allowed us to maintain long-lasting relationships with all the stakeholders in the industry.

## **Vision**

Our aim is to be a global leader in sports nutrition and health supplements, to be known for our contribution to raising the quality of life of those who enjoy the benefits of an active lifestyle and a healthy diet, based on smart nutrition.

## **Values**

- Passion for sport, for innovation, for nutrition – passion that drives us to surpass ourselves every day
- Belief in our history, our mission, our employees, our partners and in our clients
- Like in sport, our urge to excel means that we will only achieve our goals by striving to produce better products and better ways of reaching our customers. We set ever higher goals to meet the customers' expectations
- Honesty and integrity in our relations with all the stakeholders in the industry, which favours long-term relationships

## **Competitors**

Monster Series faces competition in the field of Nutrition and Supplementary Industry mainly from 6 competitors –

- **Optimum Nutrition**
- **Ultimate Nutrition**
- **Dymatize**
- **MuscleTech**
- **BigMuscles Nutrition**
- **Avvatar**

### **Optimum Nutrition**

Optimum Nutrition, Inc. (ON) is part of the Glanbia global nutrition group and has been setting the Gold Standard in sports nutrition for more than 30 years - helping performance focused athletes achieve their goals. Before a single machine is turned on in our manufacturing facilities, ON procurement professionals carefully select the most premium raw materials. A Certificate of Analysis is required for every ingredient, which is then tested and retested for compliance. Quality assurance performs daily inspections of our current Good Manufacturing Practices (cGMPs) compliant facilities, which are GMP Registered and GMP for Sport by NSF.

With state-of-the-art production facilities in Aurora, Illinois; Walterboro, South Carolina and Sunrise, Florida, ON is one of the few sports nutrition companies to manufacture in every product category. From the very beginning in 1986, Optimum Nutrition has always taken a hands-on approach to maintaining the very highest standards of quality. ON's strict ingredients selection, quality control, lab testing and manufacturing processes are all done for one reason: to provide you with the highest quality sports nutrition products available. Our company was founded with a mission to bring consistent quality to the marketplace, and we are constantly working on setting even higher standards.

## **Ultimate Nutrition**

Ultimate Nutrition has been a leading sports nutrition and active lifestyle brand for over 40 years. At Ultimate Nutrition, we continue to set the bar high with industry-leading quality and manufacturing standards. Since its inception in 1979 by power lifter Victor H. Rubino, Ultimate Nutrition was one of the first companies to develop sports nutrition products. By the mid-1990's, Ultimate Nutrition was one of the pioneers with launching Whey Protein powder in a bottle. Today, Ultimate Nutrition ProStar® Whey is one of the best-selling and most recognized whey protein powders in the world. Ultimate Nutrition is still a family-owned and operated business. Our commitment to Victor's vision remains the same; to create high quality, highly-researched products that are available worldwide.

Ultimate Nutrition is one of the few sports nutrition companies to manufacture its own products. Our state-of-the-art production facilities are located in Farmington, CT. This is where we receive, inspect, and test all our raw materials prior to production. Each selected ingredient undergoes our thorough review and testing process before ever making it into an Ultimate Nutrition bottle. All of our products are manufactured and tested in our Good Manufacturing Practices (cGMP) compliant facilities.

## **Dymatize**

We believe 2017 will be one of the most exciting years in our 20-plus-year history. We are in essence rebranding our products with new, premium packaging, starting with ISO 100, Elite 100% Whey, and Super Mass Gainer. We're moving into new headquarters in one of the fastest-growing neighborhoods in downtown Dallas. The neighborhood is a good reflection of our energy and our culture.

We also have a robust new-product development pipeline as well. Recently, we launched new Elite protein bars and ISO 100 Clear Protein Drinks, both of which are important protein products for our fitness audience. We wanted to make sure our customers could get Dymatize proteins whenever they wanted. We take tremendous pride in our in-house flavors, which are developed by our food scientists. Our fans can expect to see some great new flavors on our flagship brands this year, too. Rather than get comfortable, though, Dymatize is in the middle of a comprehensive rebrand of its full line of research-backed sports nutrition products.

## **MuscleTech**

MuscleTech® was born out of an obsession to redefine the limits of science and human potential. MuscleTech® supplements are made with the highest quality ingredients in the world. We are dedicated to continuously researching, developing, patenting, producing, and globally marketing the safest, most effective diet and sports supplements to assist you in achieving your personal fitness goals. With our commitment to research, development and innovation, we've been globally recognized as one of the leading sports nutrition brands in the industry and continue to be one of America's elite names for redefining performance through cutting-edge products and high-quality ingredients. Backed by America's #1 selling sports supplement company, and with distribution in over 140 countries, MuscleTech® has emerged as one of the most recognized sports nutrition brands worldwide. For those who strive to be the best they can be, MuscleTech® offers an innovative line of performance supplements to meet the needs of everyone— from fitness enthusiasts to elite athletes who are training to improve their strength, endurance, and power—and maintain their competitive edge. Our passion for bringing international-grade fitness supplements has made us look around the world to source the very best whey and flavors. At MuscleBlaze® quality doesn't just end at procuring the finest raw materials. The manufacturing of the final products takes place at FSSAI, HACCP certified state of the art plant, which means that your supplement undergoes rigorous testing and multiple quality checks before it reaches you.

## **BigMuscles Nutrition**

We are India's leading food supplement brand with a vision to facilitate smooth workouts that ensure effective results. While manufacturing each product, we make sure that it's innovative, affordable & is of top-notch quality. With a range that encompasses everything from gainers to amino, our nutrition undergoes multiple security checks & ticks off all necessary guidelines. With our experts extensive research & knowledge of the ever dynamic industry, we are focused to make you fitter & better. So, prioritize fitness today & let us take it from there! BigMuscles Nutrition products are made in compliance with all the necessary guidelines and they undergo multiple quality checks before being shipped.

# **LITERATURE REVIEW**



**TITLE:-****Dietary supplements**

February 2004 Journal of Sports Sciences 22(1):95-113

**DOI: 10.1080/0264041031000140581**

**AUTHOR: - Ron J Maughan, Doug King, Trevor Lea**

**ABSTRACT:-**

For the athlete training hard, nutritional supplements are often seen as promoting adaptations to training, allowing more consistent and intensive training by promoting recovery between training sessions, reducing interruptions to training because of illness or injury, and enhancing competitive performance. Surveys show that the prevalence of supplement use is widespread among sportsmen and women, but the use of few of these products is supported by a sound research base and some may even be harmful to the athlete. Special sports foods, including energy bars and sports drinks, have a real role to play, and some protein supplements and meal replacements may also be useful in some circumstances. Where there is a demonstrated deficiency of an essential nutrient, an increased intake from food or from supplementation may help, but many athletes ignore the need for caution in supplement use and take supplements in doses that are not necessary or may even be harmful. Some supplements do offer the prospect of improved performance; these include creatine, caffeine, bicarbonate and, perhaps, a very few others. There is no evidence that prohormones such as androstenedione are effective in enhancing muscle mass or strength, and these prohormones may result in negative health consequences, as well as positive drug tests. Contamination of supplements that may cause an athlete to fail a doping test is widespread.

**TITLE:-****Nutritional Supplements for the Treatment of Obesity**

**Commenced** in January 2007, **Paper Count:** 30645, **Edition:** International

**AUTHOR: -** Monika Nuffer, Wesley Nuffer

**ABSTRACT:-**

The problem of obesity is one that continues to be faced in the United States health care system and across the developing world. Prescription medications are available, but are often very expensive with minimal insurance coverage. The over-the-counter diet aid industry is a robust one, selling billions of dollars in products every year. It is important for clinicians to understand the myriad of different nutritional supplements marketed for obesity, and to weigh the evidence behind these products. This manuscript outlines the most commonly used nutritional supplements currently marketed for weight loss, reviewing the evidence with a focus on the efficacy and safety of these products.

**TITLE:-**

**The impact of nutritional supplement intake on diet behavior and obesity outcomes**

**Published: October 9, 2017**

**AUTHOR:-** Sven Anders, Christiane Schroeter

**ABSTRACT:-**

After decades-old efforts to nudge consumers towards healthier lifestyles through dietary guidelines, diet-related diseases are on the rise. In addition, a growing share of U.S. consumers proactively chooses nutritional supplements as an alternative preventative way of maintaining good health, a \$25.5 billion industry in the United States. This paper investigates possible linkages between the economics of consumer supplement choices and the relationship to important dietary and health outcomes. We use National Health and Nutrition Examination Survey (NHANES) data to estimate the impact of nutritional supplements intake on respondent's body weight outcomes, controlling for diet quality.: The focus of this article is to determine whether nutritional supplements takers differ from non-takers with regard to their health outcomes when controlling for differences in diet quality, based on individual Healthy Eating Index (HEI-2010) score. The analysis applies treatment effects estimators that account for the selection bias and endogeneity of self-reported behavior and diet-health outcomes. The analysis demonstrates a negative association between supplement intake and BMI but no significant effect on an individual's diet quality. Our findings suggest that individuals proactively invest into their health by taking nutritional supplements instead of improving diet quality through more nutritious food choices. Our results provide important contributions to the literature on a key food policy issue. Knowledge of the determinants of supplement demand in the context of strong diet-health trends should also be helpful to stakeholders in the U.S. produce sector in their competition over consumer market share.

**TITLE:-****Effects of Creatine Supplementation on Muscle Strength and Optimal Individual Post-Activation Potentiation Time of the Upper Body in Canoeists**

*Nutrients* **2017**, 9(11), 1169; <https://doi.org/10.3390/nu9111169> - 27 Oct 2017

**AUTHOR:- Kuei-Hui Chan, Ming-Ta Yang , Shu-Ching Hsu Shu-Cheng Lin**

**ABSTRACT:-**

Creatine supplementation reduces the impact of muscle fatigue on post-activation potentiation (PAP) of the lower body, but its effects on the upper body remain unknown. This study examined the effects of creatine supplementation on muscle strength, explosive power, and optimal individual PAP time of the upper body during a set of complex training bouts in canoeists. Seventeen male high school canoeists performed a bench row for one repetition at maximum strength and conducted complex training bouts to determine the optimal individual timing of PAP and distance of overhead medicine ball throw before and after the supplementation. Subjects were assigned to a creatine or placebo group, and later consumed 20 g of creatine or carboxymethyl cellulose per day for six days. After supplementation, the maximal strength in the creatine group significantly increased ( $p < 0.05$ ). The optimal individual PAP time in the creatine group was significantly earlier than the pre-supplementation times ( $p < 0.05$ ). There was no significant change in explosive power for either group. Our findings support the notion that creatine supplementation increases maximal strength and shortens the optimal individual PAP time of the upper body in high school athletes, but has no effect on explosive power. Moreover, it was found that the recovery time between a bench row and an overhead medicine ball throw in a complex training bout is an individual phenomenon.

**TITLE:-**

**Effect of Altering Dietary *n*-6:*n*-3 Polyunsaturated Fatty Acid Ratio with Plant and Marine-Based Supplement on Biomarkers of Bone Turnover in Healthy Adults**

*Nutrients* **2017**, 9(10), 1162; <https://doi.org/10.3390/nu9101162> - 24 Oct 2017

**AUTHOR:- Joan Sabaté, Subburaman Mohan, Rajneesh Reghunathan , Ellen Lan Yip, Sujatha Rajaram**

**ABSTRACT:-**

Although there is accumulating evidence for a protective role of *n*-3 polyunsaturated fatty acids (*n*-3 PUFAs) on bone health, there are limited studies that examine the effect of altering dietary *n*-6:*n*-3 PUFA ratio with plant and marine sources of *n*-3 PUFA on bone health. Healthy adults ( $n = 24$ ) were randomized into an eight-week crossover study with a four-week washout between treatments, with each subject consuming three of four diets. The four diets differed in the dietary *n*-6:*n*-3 PUFA ratios and either had an algal oil supplement added or not: (Control diet (10:1);  $\alpha$ -linolenic acid (ALA) diet (2:1); Eicosapentaenoic acid/Docosahexaenoic acid (EPA/DHA) diet (10:1 plus supplement (S) containing EPA/DHA; Combination diet (2:1 + S)). The supplement was microalgae oil that provided 1 g EPA + DHA/day. Flaxseed oil and walnuts provided 8.6 g of ALA/day in the 2:1 diets. Serum levels of c-telopeptide (CTX), procollagen Type I N-terminal peptide, and osteocalcin showed significant correlation with age but none of the bone markers or peroxisomal proliferator-activated receptor- $\gamma$  mRNA expression was significantly different between the diets. Serum CTX was negatively associated with red blood cell membrane linoleic acid and ALA and positively associated with membrane DHA. Neither altering dietary *n*-6:*n*-3 PUFA ratio from a 10:1 to a 2:1 ratio nor adding EPA/DHA supplement significantly changed bone turnover in the short term in healthy adults.

**TITLE:-****Short-Term Effects of a Ready-to-Drink Pre-Workout Beverage on Exercise Performance and Recovery**

*Nutrients* **2017**, 9(8), 823; <https://doi.org/10.3390/nu9080823> - 01 Aug 2017

**AUTHOR:- P. Blaise Collins, Ryan J. Sowinski, Adriana M. Coletta , Richard B. Kreider**

**ABSTRACT:-**

In a double-blind, randomized and crossover manner, 25 resistance-trained participants ingested a placebo (PLA) beverage containing 12 g of dextrose and a beverage (RTD) containing caffeine (200 mg),  $\beta$ -alanine (2.1 g), arginine nitrate (1.3 g), niacin (65 mg), folic acid (325 mcg), and Vitamin B12 (45 mcg) for 7-days, separated by a 7–10-day. On day 1 and 6, participants donated a fasting blood sample and completed a side-effects questionnaire (SEQ), hemodynamic challenge test, 1-RM and muscular endurance tests ( $3 \times 10$  repetitions at 70% of 1-RM with the last set to failure on the bench press (BP) and leg press (LP)) followed by ingesting the assigned beverage. After 15 min, participants repeated the hemodynamic test, 1-RM tests, and performed a repetition to fatigue (RtF) test at 70% of 1-RM, followed by completing the SEQ. On day 2 and 7, participants donated a fasting blood sample, completed the SEQ, ingested the assigned beverage, rested 30 min, and performed a 4 km cycling time-trial (TT). Data were analyzed by univariate, multivariate, and repeated measures general linear models (GLM), adjusted for gender and relative caffeine intake. Data are presented as mean change (95% CI). PLA. No significant differences were observed between treatments in cycling TT performance, hemodynamic assessment, fasting blood panels, or self-reported side effects.

# **RESEARCH METHODOLOGY**

## **Introduction of Research**

Research is an important source of knowledge. It is an activity related to a systematic research for relevant information on a topic for relevant information knowledge. It is based on observing experience or some empirical evidence and so the outcome of research is aimed at the discovery of new facts. It is not always the final solution of any problem and therefore, one research offers field or relating to a particular problem.

Research are conducted both in physical sciences like Physics, Chemistry, Zoology or Geology and Social Sciences like Sociology, Psychology, Economics conducted by a variety of methods like historical method.

Descriptive method, experimental method, field study method or case study method. All these methods have got their own merits and demerits and used as per the need of the researcher. But in all cases, the results are useful in enhancing knowledge in a particular field.

From what has been stated above, we can say that research methodology has many dimensions and research methods do constitute a part of the research methodology. The scope of research methodology is wider than that of research methods. Thus, when we talk of research methodology we not only talk of the research methods but also consider the logic behind the methods we use in the context of our research study and explain why we are using a particular method or technique and why we are not using others so that research results are capable of being evaluated either by the researcher himself or by others. Why a research study has been undertaken, how the research problem has been defined, in what way and why the hypothesis has been formulated, what data have been collected and what particular method has been adopted, why particular technique of analysing data has been used and a host of similar other questions are usually answered when we talk of research methodology concerning a research problem or study.

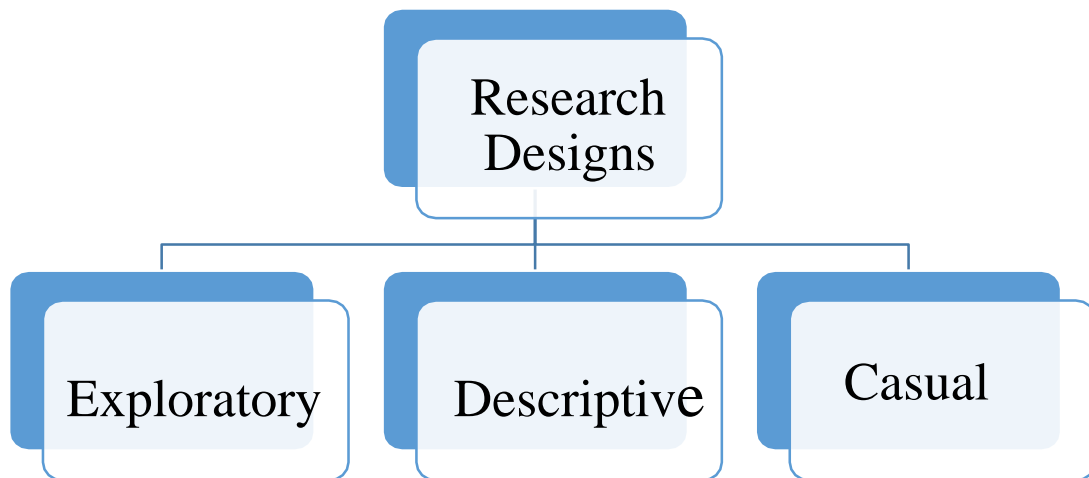
## Research Design

A research design is conceptual framework within which research is conducted; it constitutes the blue print for the collection, analysis and measurement.

Decision regarding what where how much and by what means concerning an inquiry constitutes a research design.

“A research design is the arrangement of condition for collection and analysis of data in a manner that aims to research purpose in the economy in procedure”

**There are three types of researches:**



For my Project Report **DESCRIPTIVE STUDY** is desirable as to find out customers satisfaction at the store I have tried to ask **WHO WHRE WHEN AND WHAT** kind of questions to the customers and tried to find out the attributes that affected them while making their purchase decisions.



## **Data Sources**

There are mainly two types of sources of data collection:-

### **1. PRIMARY DATA:**

Primary data is the one which is collected by the investigator himself for the purpose of a specific inquiry or study.

#### **METHODS OF PRIMARY DATA COLLECTION:**

1. Observation method.
2. Survey method
  - Interview method
  - Questionnaire method
  - Schedules
3. Other method
  - Distributor or store audits
  - Mechanical techniques
  - Depth interview

### **2. SECONDARY DATA:-**

Secondary data are those data which have been already collected and analyzed by some earlier agency for its own use; and later the same data are used by different agency.

#### **METHODS OF SECONDARY DATA COLLECTION:**

1. Internal secondary data.

- Sales analysis
- Invoice analysis
- Accounting records

2. External secondary data

- Libraries
- Literature
- Periodicals

#### **Sample and Data Collection**

The survey is significance in terms of gives the knowledge about the Market Survey, Customer Satisfaction of Monster Series with respect to its competitors and also find out the customer perspective towards the Supplementary products. The universe comprise of the consumer of Pune City. Generally all the consumers were targeted are teenagers and also some small manufacturers.

**Name of Research** – Exploratory

**Data Collection Method** – Survey

**Sampling Unit** – Pune City

**Sampling Size** – 50

**Sampling Method** – Simple Random Sampling

**Source Of Data Collection** – Primary and secondary Data

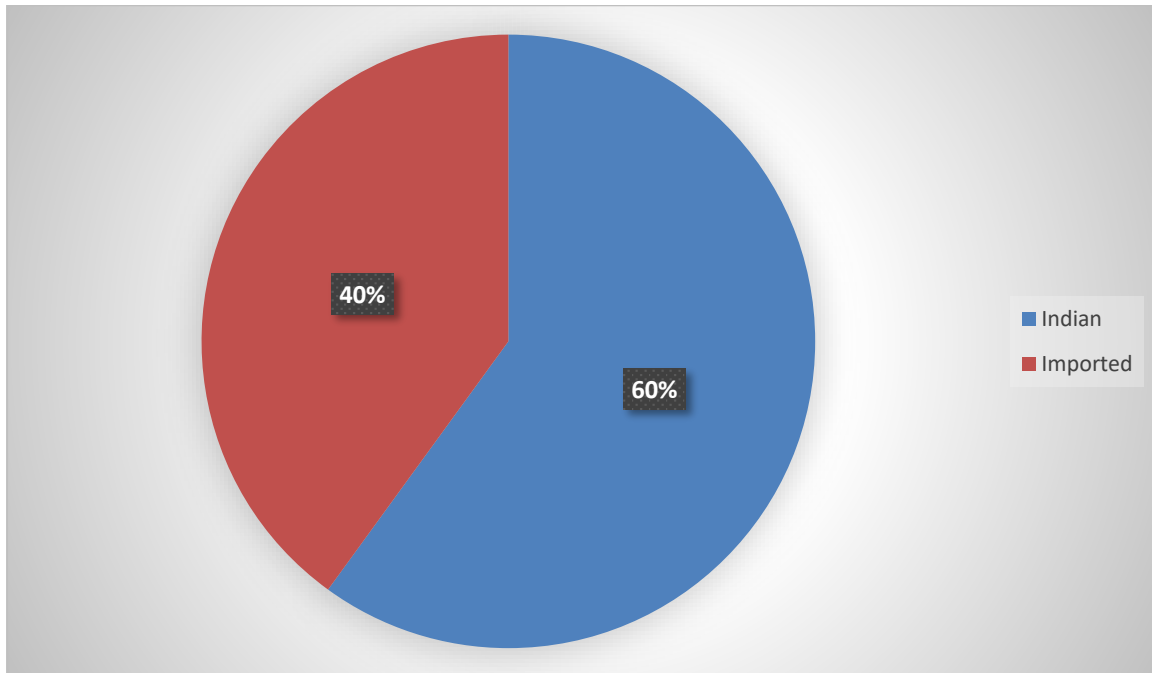
**Primary Data**- Structured Questionnaire

**Secondary Data** – Research Paper, Company Website, Journal.

# **DATA ANALYSIS AND INTERPRETATION**

1) Which category of protein you use?

| Responses | No. of Respondents | Percentage |
|-----------|--------------------|------------|
| Indian    | 30                 | 60%        |
| Imported  | 20                 | 40%        |
|           | 50                 | 100%       |

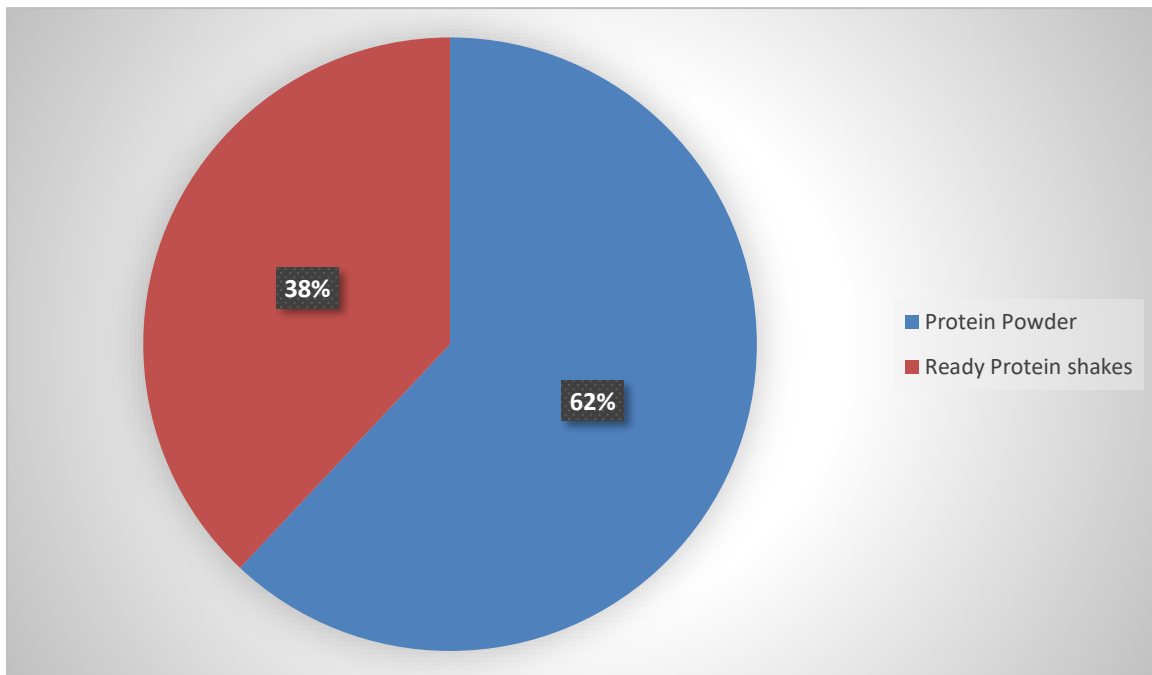


**Interpretation:**

The given table & chart shows that **60% of respondents use Indian protein** & 40% of respondents use imported protein.

2) I prefer :-

| Responses                     | No. of Respondents | Percentage |
|-------------------------------|--------------------|------------|
| Whey/Vegan protein powder     | 31                 | 62%        |
| Ready to drink protein shakes | 19                 | 38%        |
|                               | 50                 | 100%       |

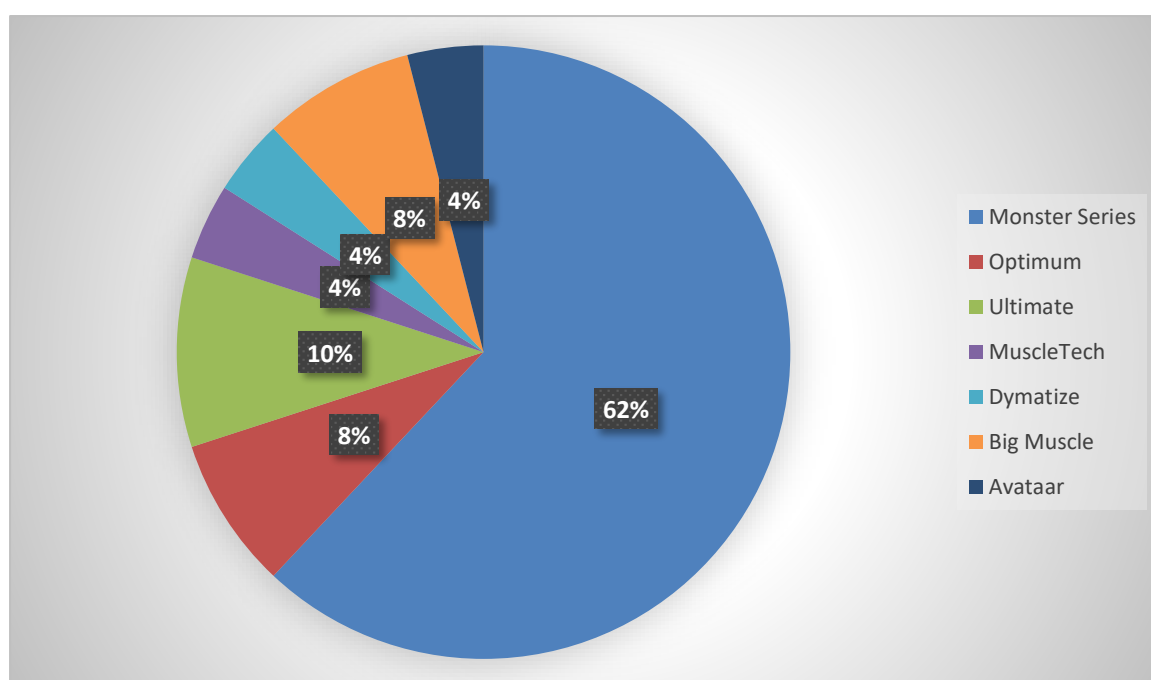


**Interpretation:**

The given table & chart shows that **62% of respondents use whey/vegan protein powder** & 38% of respondents use ready to drink protein shakes.

### 3) Which Brand you prefer?

| Responses            | No. of Respondents | Percentage |
|----------------------|--------------------|------------|
| Monster Series       | 31                 | 62%        |
| Optimum Nutrition    | 4                  | 8%         |
| Ultimate Nutrition   | 5                  | 10%        |
| MuscleTech Nutrition | 2                  | 4%         |
| Dymatize Nutrition   | 2                  | 4%         |
| Big Muscle Nutrition | 4                  | 8%         |
| Avataar Nutrition    | 2                  | 4%         |
|                      | 50                 | 100%       |

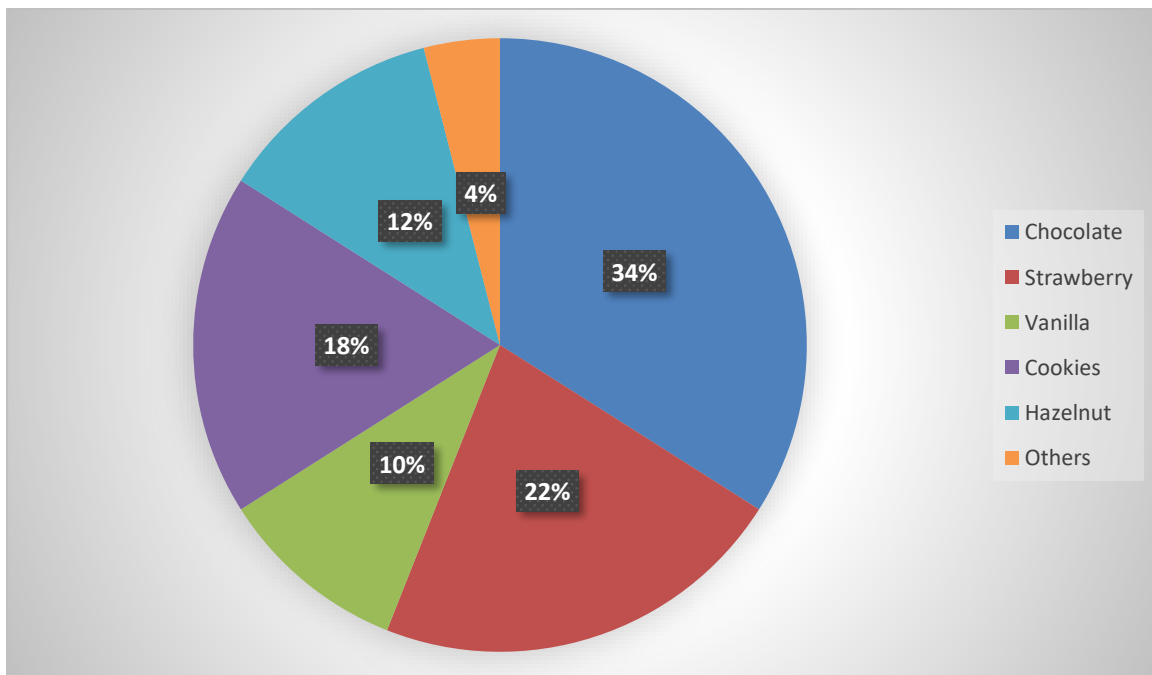


#### Interpretation:

From above it can be analysed that **62% of total respondents often buy Monster Series Brand**, 8% buy Optimum Nutrition, 10% buy Ultimate Nutrition, 4 % both MuscleTech and Dymatize, 8% buys big muscle and other 4% buys Avataar Nutrition.

4) Which flavour do you like the most?

| Responses          | No. of Respondents | Percentage |
|--------------------|--------------------|------------|
| Chocolate          | 17                 | 34%        |
| Strawberry         | 11                 | 22%        |
| Vanilla            | 5                  | 10%        |
| Cookies and Cream  | 9                  | 18%        |
| Hazelnut Chocolate | 6                  | 12%        |
| Others             | 2                  | 4%         |
|                    | 50                 | 100%       |



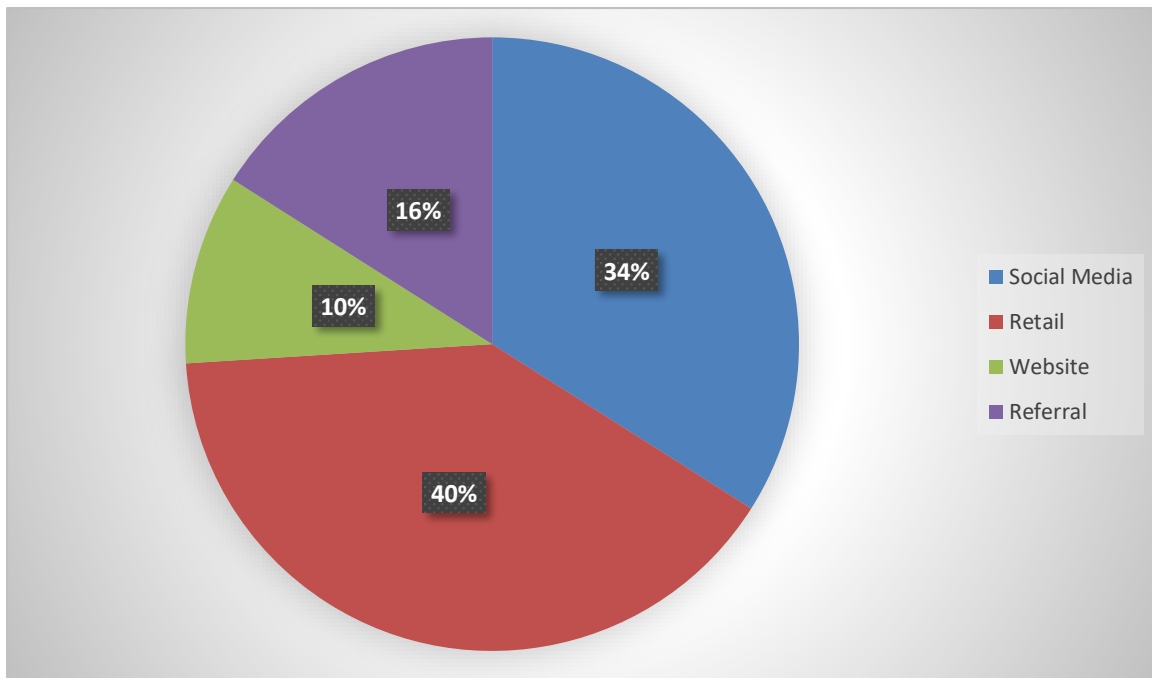
**Interpretation:**

From above it can be analysed that **34% of total respondents like chocolate flavour**, 22% like strawberry flavour, 10% like vanilla flavour, 18% like cookies and cream flavour, 12% like hazelnut chocolate flavour and other 4% like other flavours.



5) How did you find the Product?

| Responses    | No. of Respondents | Percentage |
|--------------|--------------------|------------|
| Social Media | 17                 | 34%        |
| Retail Store | 20                 | 40%        |
| Website      | 5                  | 10%        |
| Referral     | 8                  | 16%        |
|              | 50                 | 100%       |

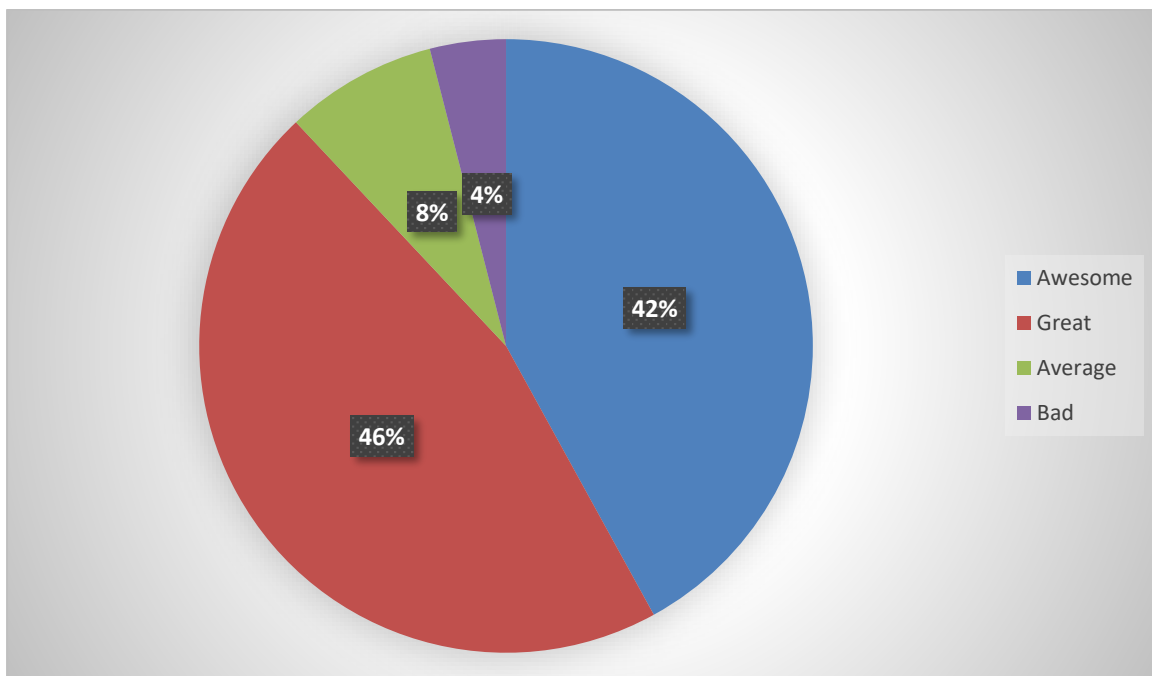


**Interpretation:**

From given table it can be analysed that 34% of respondents knew about the product from Social media, **40% knew form Retail Store**, 10% knew from Website and 16% from Referral.

6) How did you like the taste?

| Responses | No. of Respondents | Percentage |
|-----------|--------------------|------------|
| Awesome   | 21                 | 42%        |
| Great     | 23                 | 46%        |
| Average   | 4                  | 8%         |
| Bad       | 2                  | 4%         |
|           | 50                 | 100%       |

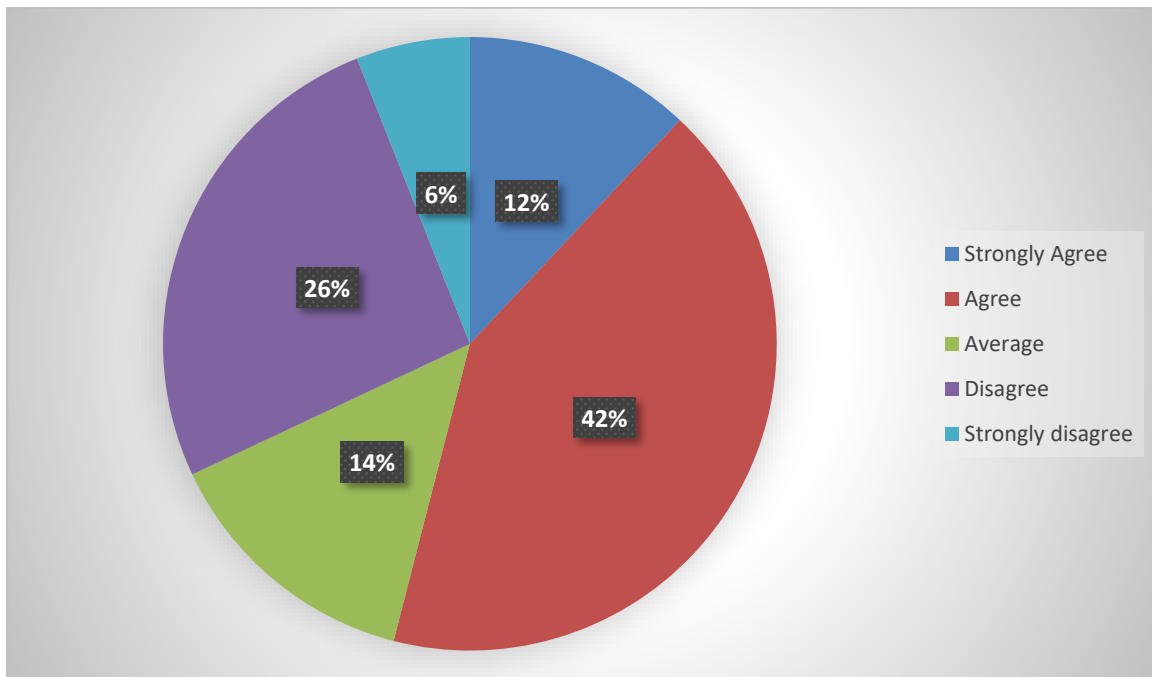


**Interpretation:**

From above chart it is analyzed that 42% of total respondents like the protein taste voted for awesome, **46% voted for great taste**, 8% respondent voted average taste & 4% did not liked the taste.

7) Do you find our protein powder expensive?

| Responses                  | No. of Respondents | Percentage |
|----------------------------|--------------------|------------|
| Strongly Agree             | 6                  | 12%        |
| Agree                      | 21                 | 42%        |
| Neither Agree nor Disagree | 7                  | 14%        |
| Disagree                   | 13                 | 26%        |
| Strongly disagree          | 3                  | 6%         |
|                            | 50                 | 100%       |

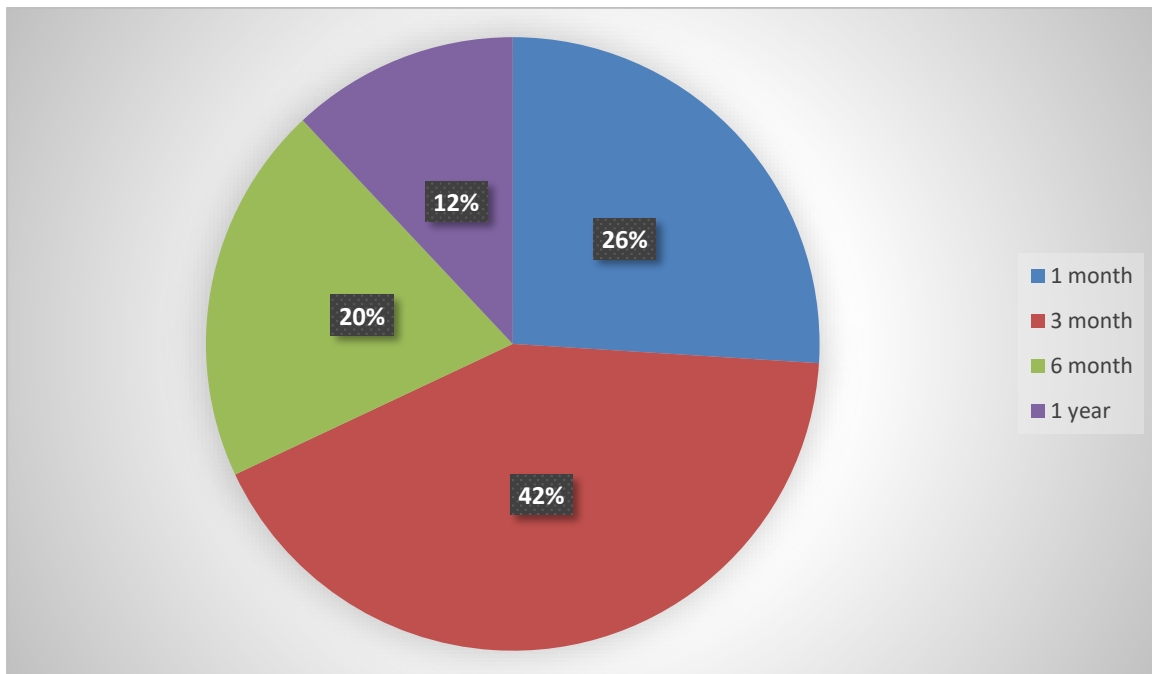


**Interpretation:**

From above chart it is analyzed that 12% of total respondents strongly agree that the protein powder is expensive, **42% agree that the protein powder is expensive**, 14% says that the protein powder is at average range, 26% disagree with the price and 6% strongly disagree with the price.

8) How long do you use our product?

| Responses | No. of Respondents | Percentage |
|-----------|--------------------|------------|
| 1 month   | 13                 | 26%        |
| 3 month   | 21                 | 42%        |
| 6 month   | 10                 | 20%        |
| 1 year    | 6                  | 12%        |
|           | 50                 | 100%       |

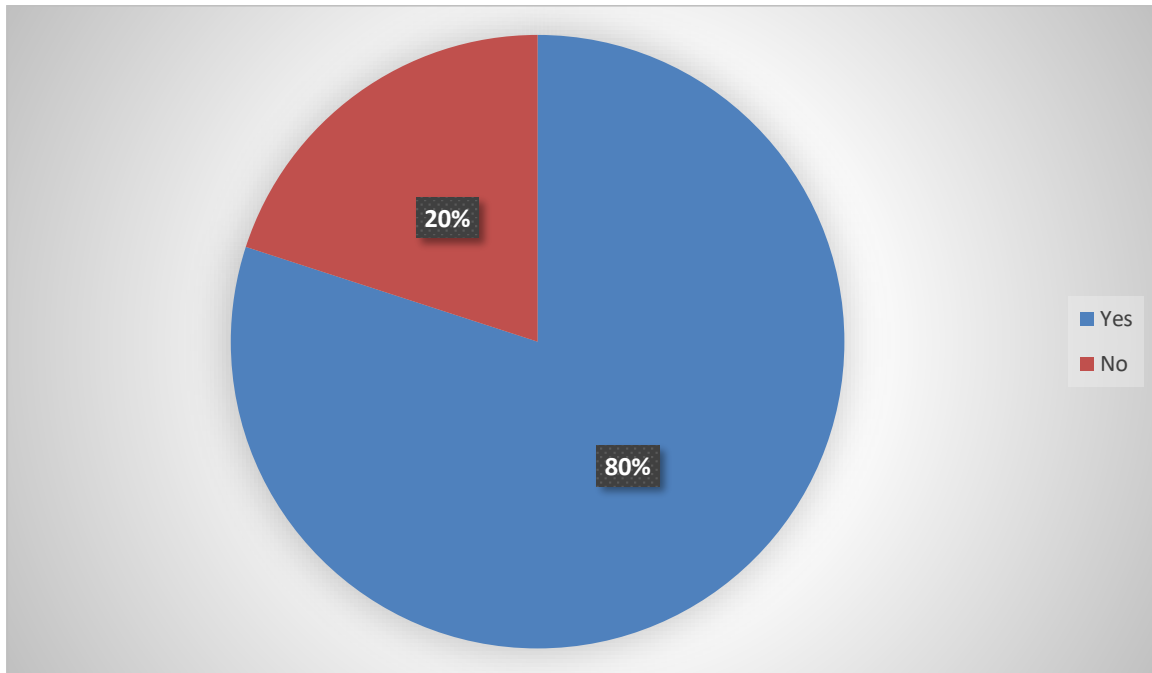


**Interpretation:**

From above chart it can be analysed that 26% of respondents use for a month, **42% use for 3 months**, 20% use for 6 months & 12% use for a year.

9) Would you like the product packaging?

| Responses | No. of Respondents | Percentage |
|-----------|--------------------|------------|
| Yes       | 40                 | 80%        |
| No        | 10                 | 20%        |
|           | 50                 | 100%       |

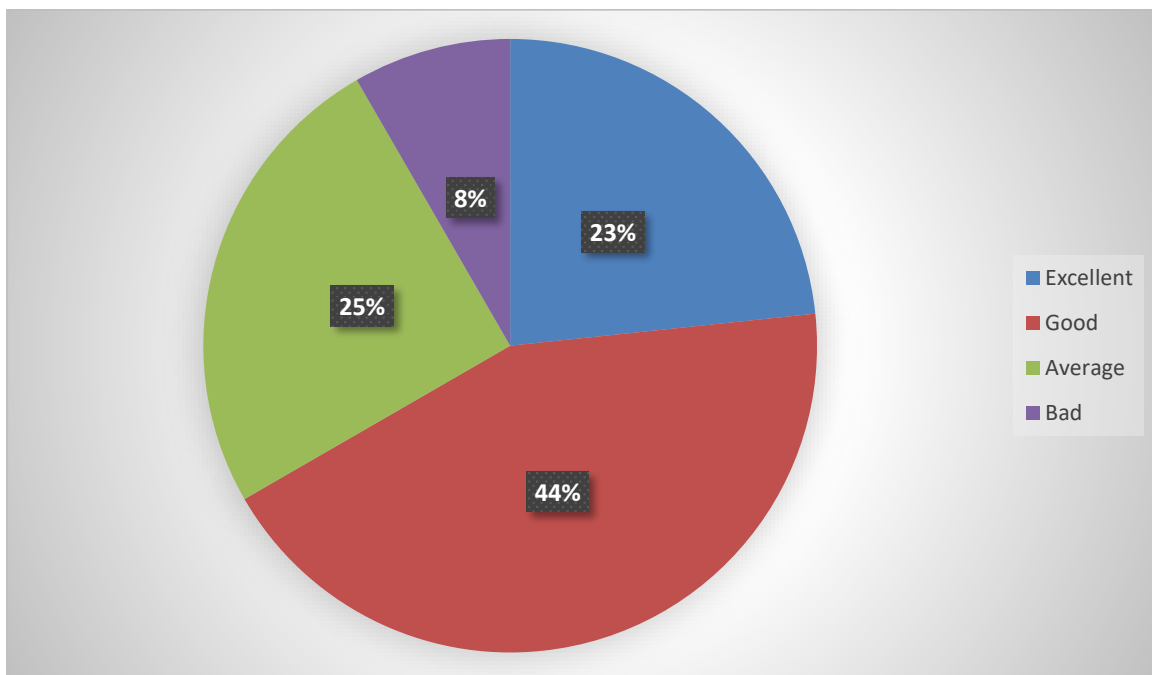


**Interpretation:**

The given table & chart shows that **80% of respondents liked the product packaging** & 20% of respondents did not liked the product packaging.

10) How did you find our service?

| Responses | No. of Respondents | Percentage |
|-----------|--------------------|------------|
| Excellent | 14                 | 23%        |
| Good      | 26                 | 44%        |
| Average   | 15                 | 25%        |
| Bad       | 5                  | 8%         |
|           | 50                 | 100        |



**Interpretation:**

From above chart it is analyzed that 23% of total respondents found excellent service of the company, **44% found good**, 25% found average & 8% found poor.

# **FINDINGS**

- From the survey it concludes that the consumers prefer Indian products more than the imported products.
- Most of respondents use whey/vegan protein powder instead of ready to drink protein shakes.
- Most of the respondents place their order from Monster Series instead of other brands.
- The monster series give variety of flavours for example vanilla, cookies and cream, hazelnut chocolate and they like plain chocolate flavour the most.
- The respondents like the different types of variants in the protein flavours and they also like the taste of the protein.
- Most of the customers found that the monster series have expensive range of products but are worth the money they spend for the products.
- The monster products were used quarterly by most of the respondents.
- Most of the customers like the packaging of the products.
- The respondents found the service of the company good and are satisfied with the service provided.



## **LIMITATIONS OF THE STUDY**

- Expected versus delivered value is being measured customer satisfaction is NOT necessarily a measure of overall value or quality of the firm and its offerings
- High customer satisfaction scores may be simply a reflection of low expectations of the firm
- High customer satisfaction scores may not deliver increased profitability (and may even have a negative financial impact – primarily due to the firm over-delivering increased customer value)
- Existing customers will adjust their expectations to the value regularly being delivered, resulting in most customers being “just satisfied” (reflected in average, not high, customer satisfaction scores). This means that it is difficult (high effort and cost) to maintain very high satisfaction scores over a long period of time
- More engaged and involved customers are more likely to participate in optional market research surveys, such as online surveys, potentially leading to an overestimation of customer satisfaction levels
- There are better measures available – for the aggregate of factors that customer satisfaction is suggested to address (which include of loyalty, customer profitability, likeability of the firm, word-of-mouth potential, and so on).

# **SUGGESTIONS**

- Companies should focus on price so that more customers buy from it.
- The management of the company should conduct more product and service awareness campaign.
- Company should give more effort on product quality to increase the customers and to enhance the order.
- Company should introduce some new products so that the customer will get more range in variety while purchasing
- Company should make their order process more convenient for customers so that they feel more convenient.
- Company needs to improve upon their packaging also because maximum customers neither agreed nor disagreed when asked about the company packaging was up to the mark.
- Company can also improve their services in terms of delivering the products and also make it more convenient to customers.
- The management team should critically evaluate the deviation in means in order to create balance in all dimensions of customer satisfaction measurement tools.
- The customer problems should be solved on time as that would add more value to their assets

# **CONCLUSION**

- The company is working efficiently and effectively in sales and service procedure, but not yet customers are satisfied fully. From the study it is revealed that salespersons influence is more important in present days hence it is better to improve the performance of the digital marketing team and sales person.
- Customer prefer still more personal attention during purchase and after purchase and lastly customers expect good and efficient services.
- The company should increase promotional activities. For e.g.:- Create events in gym, provide free samples in the gym, sports academies, Taalim, etc.
- Company should increase the ratio of free accessories like shakers, gym bags, t shirts, etc. for branding.
- Create brand awareness through social media. For e.g.:- run campaigns on Instagram and provide them free coupons and discount for products.
- Company should work on packaging of products.

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## Websites

Monsterseries.com

Bodybuilding.com

Healthcare.com



# **ANNEXURE**

**I am Ganesh Hargane pursuing my M.B.A from Savitribai Phule University.As a part of my curriculum this study is being conducted purely for the academic purpose.**

**All the information provided by you will be kept completely confidential.**

**Thank you in advance for your participation. I am extremely appreciative of your time and efforts.**

Name:-

Email Id:-

Mobile Number:-

1. Which category of protein you use?

- a) Indian
- b) Imported

2. I prefer:

- a) Whey/Vegan protein powder
- b) Ready to drink protein shakes

3. Which Brand you prefer?

- a) Monster Series
- b) Optimum Nutrition
- c) Ultimate Nutrition
- d) Muscletech Nutrition
- e) Dymatize Nutrition
- f) Big Muscle Nutrition
- g) Avatar Nutrition
- h) Other

h) Which flavor you like the most?

- a) Chocolate
- b) Strawberry
- c) Vanilla
- d) Cookies and cream
- e) Hazelnut Chocolate
- f) Other:

i) How did you find the Product?

- a) Social media
- b) Retail Store
- c) Website
- d) Referral

j) How did you like the taste?

- a) Awesome
- b) Great
- c) Average
- d) Bad

k) Do you find our protein powder expensive?

- a) Strongly agree
- b) Agree
- c) Neither agree nor disagree
- d) Disagree
- e) Strongly disagree

l) How long you use our product?

- a) 1month
- b) 3month
- c) 6month
- d) 1year

m) Would you like the product packaging?

- a) Yes
- b) No

10. How did you find our service?

11. Would you like to recommend it to your friend?

- a) Yes
- b) No

12. Does our product serve the purpose?

- a) Yes
- b) No

13. How did you come to know about us?

14. If you use our protein powder what are your complaints?

- a) Doesn't mix well
- b) Powder makes a mess
- c) Cleaning residual protein from bottle
- d) N/A
- e) Other:

15. In your own words, what do you like the most about our product?

16. Feedback

17. Suggestions for improvement