

**Maharashtra Education Society's
Institute of Management & Career Courses MBA,
Pune, Maharashtra**

Name of the student: _____

MBA-2, Roll No : _____

Name of the Company: _____

Name & contact no of the Company Guide: _____

Project Title: _____

Sign. of Student: _____

Sign. of Internal Guide: _____

**SUMMER INTERNSHIP PROJECT
HANDBOOK**

(FOR PRIVATE CIRCULATION ONLY)

A Project Report

On

ANALYSIS OF CUSTOMER SATISFACTION

For

Engineered Food Concepts Pvt. Ltd.

Submitted By

Shruti S. Chincholikar

Under the Guidance of,

Dr. Girish Bodhankar

Submitted To

Savitribai Phule Pune University

In the partial fulfillment of the requirements for the award of

Master's in Business Administration (MBA)

Through

Maharashtra Education Society'

Institute of Management & Career Courses, MBA

Batch 2020-22



Engineered Food Concepts Pvt. Ltd.

December 13th 2021

Sub : Internship Completion Letter

To whom-so-ever it may concern

This is to certify that **Ms. Shruti Satish Chincholikar**, Student of MES Institute of Management and Career Courses has completed her internship program as "**Sales Intern**" at our firm during the period from 11th October 2021 to 11th December 2021.

She has been sincere, hardworking and punctual in her work. Her association with our company was fruitful and we wish her all the success in her career and future endeavors.

Thanks and Best Regards,



Mr. Rahul Nanal

Managing Director

ENGINEERED FOOD CONCEPTS PVT. LTD.

Registered Office: Flat No. 12, Rachana Heritage, off Prabhat Raod, Erandawane, Pune 411 004.

Corporate Office: 6, 4th Floor, Maurya Paradise, Shailesh Society, Karve Nagar, Pune Maharashtra 411 052.

Factory: Gut No. 108, Chitegaon, Taluka Paithan, Aurangabad Road, District Aurangabad, Maharashtra 431 105.

Website: www.efcpl.co.in / www.indiacurrys.com **Central FSSAI:** 11521999000573 / **State FSSAI:** 11520034000651

CIN: U74900PN2015PTC155468 / **Email Id:** rahul@efcpl.co.in / **Mobile no:** +91 9673996676

Declaration

I _____, of MBA-2 : Seat No _____ hereby declare that the Project work titled ANALYSIS OF CUSTOMER SATISFACTION 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: _____

AKNOWLEDGEMENT

I am deeply indebted to many people for the successful completion of this project.

I would like to take this opportunity and go on record to thank all of them for their help and support.

I am thankful to the MES Institute of Management & Career Courses for all the support provided for this project.

I express my deep sense of gratitude and sincere feelings of obligation to my Project Guide Prof. Dr. Girish Bodhankar who helped me in overcoming many difficulties and who me the necessary conceptual knowledge.

I would like to extend my heartfelt thanks to the founder of EFCPL, Mr. Rahul Nanal and his team for their constant support and guidance throughout the internship period.

I wish to thank all my teachers and friends too. For their helpful inputs, insightful comments, steadfast love and support.

EXECUTIVE SUMMARY

This project entitled “**ANALYSIS OF CUSTOMER SATISFACTION** “ in food industry is aimed to study and research the essential factors of sales of EFCPL who want to expand their business as well as want revenue evaluating their existing as well as new customer needs, satisfaction.

The Company wants to know what the various parameters on which basis they are can easily expand their business. The Project was focused on the study and analysis of the data collected from the interaction between the existing customer, new customers and the sales executives of the company.

The purpose was to know the overall satisfaction level of existing customers attracting new customers, market trend or scenario with help of new customer, and effective promotional tool, etc. to ensure that these points can be refined more so that the current customers can be retained easily and new customers are attracted.

To achieve the objective, researcher underwent training, interacted with Current clients and prospects. After collecting a decent amount of data, researcher was able to analyze the data and conclude Major as well as minor key elements of business development in industry. From this project researcher conclude that customer satisfaction, study of market current scenario are prime factors for the business development in food industry.

RESEARCH OBJECTIVES

- **Objectives of study:**

- To understand detail working of frozen food in B2B.
- To explore new market opportunities for frozen food segment.
- To focus on the customer satisfaction and generating leads from them.
- To analyze the customer's suggestion and feedback for improvement of company's performance.
- To understand work of dealer's network.

SCOPE

- It provides suggestions for the company to improve their product sales.
- Preference of customers will be enlightened.
- The scope of project is limited only to the B2B sector.
- It would continue with the consumer's behavior regarding these products.
- It provides suggestions for the company to improve their product sales.
- The project work done will definitely prove to be a helping hand to the firm as well.

COMPANY PROFILE



About the Company:

I would like to take this opportunity to introduce EFCPL as one of the best manufacturers of ready-to-eat and ready to cook frozen food. They have developed their own recipes for standard Indian dishes as well as provide a “Contract Manufacturing” facility to our customers who have specific product requirements.

Engineered Food Concepts Pvt. Ltd. is dedicated to excellence in product & after sales service. They believe in innovation, superior quality and taste of the products.

Taste being the priority, all their products have **NO PRESERVATIVES** and have **LONG SHELF LIFE**.

History-

Engineered Food Concepts Pvt. Ltd. was founded in 2015. It is a 5 year old startup catering HoReCa sector in India and Exporting to Arab and American countries.

Head Office: Pune, Maharashtra

Manufacturing Unit: The products are manufactured in a state-of-the-art facility in Aurangabad, Maharashtra that has international certifications for food safety, quality, and hygiene having capacity to produce 3 tons of stock per day

Vision:

Today, the biggest challenge faced by HoReCa (Hotel/Restaurant/Café) sector is the management of kitchen staff. It has become extremely difficult to find and retain Chefs, cooks and other helping staff in kitchens. So the mission is to become a one stop solution for all kitchen problems faced HoReCa by providing excellent quality RTE and RTC Frozen food that they can just Heat and Serve.

RESEARCH METHODOLOGY:

Research Methodology is a way to systematically solve the research problem. It may be understood scientifically by studying how research is done scientifically. In this study various steps are generally adopted by the researcher in studying his research problem along with the logic behind them. It is necessary for the researcher to know not only the research methods/techniques but also the methodology

The scope of research methodology is wider than that of research methods. Thus the research methodology talks about the research methods and also considers the logic behind the methods used in the context of the research study and explains why to use a particular method or technique and not using others so that research results are capable of being evaluated either by the researcher himself or by others.

EXPLORATORY RESEARCH:

It was an exploratory research and the aim of exploratory research is to gain familiarity with the phenomenon or to achieve new insights into it. So, the study has tried to find how the company should frame its strategy in order to attract customers. Sources of Data:

For accomplishing this data gathered through both primary and secondary sources of data-

Primary Data

Primary data was collected through of survey method of structured questionnaire of 120 samples

Secondary data

Secondary data was collected through literature survey and available articles Secondary

Data was sourced by

. Websites

. Journals

[The work done in the project]

The need for research is felt, when a problem or a difficult situation arises or there is a need for an improvement in the existing infrastructure / system so as to improve upon the flaws. It, with the help of various tools and scientific methods, tries to find the solution to the problem. With the help of detailed analysis and study one tries to study the systematic flaws in the system or ways to improve upon it further. This report too with the help of research tries to address one of the aspects of any organization.

In order to accomplish the objective of this project, I first did the exploratory research wherein I collected the existing data from the company's database.

Data collection method

The method that was used to collect the data for interpretation was questionnaire method. In this method a list of research or survey questions are asked to the respondents, the questions are designed to extract specific information. It serves four basic purposes

- Collect the appropriate data
- Make data comparable and amenable to analyse
- Minimize bias in formulating and asking questions
- Make questions engaging and varied

Sample Plan:

The following points have to be decided within the scope of sample plan.

Sample Unit:

The sample unit here was Pune City.

Sample Size:

The sample size was 15 respondents.

Sampling Procedure:

The sampling procedure carried out was random sampling.

LIMITATIONS

- People are unaware about the trends in the market.
- The data taken was very small, therefore it can be said that the chosen sample is not representative of the whole population.
- The time duration of the project was very short.
- Respondents may not have been true in answering various questions and may be biased to certain other questions.

DATA ANALYSIS AND INTERPRETATION

QUESTIONNAIRE

Client Information:

1. Name:
2. Email Id:
3. How did you come to know about our services?
 - o Business Portals
 - o Internet
 - o Reference
4. How long have you been using our Products?
 - o Less than 3 month
 - o 3 to 6 months
 - o More than a year
 - o Never1 to 6 months
5. Rate our Product (For this linear scale ranging from 1 to 5 was given)
 - a. Taste
 - b. Quality
 - c. Packaging
6. Before Sales Services

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Knowledge of sales Person					
Followup					
Meetings					
Company person behaviour					

7. After Sales Services

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Complaint Handling					
Prompt Solution					
Follow Up					

8. Overall, how satisfied are you with the product?

(For this linear scale ranging from 1 to 5 was given)

9. Does the company understands the Product needs of the prospects?

YES

NO

10. Would you recommend Our Product to colleagues / contacts?

YES

NO

11. Would you recommend any changes in our Product and services?

12. Suggestions(if any)

DATA INTERPRETATION

FINDINGS AND SUGGASTIONS

CONCLUSION

The study was started so as to know whether the customers are satisfied with products of Engineered Food Concepts Pvt. Ltd. The analysis was done based on the information collected in the form of questionnaire from the customers of the firm.

After a brief analysis few findings were derived. Based on findings the suggestions and the conclusion were made that,

Quality and taste are the main dominating aspects which influences consumer to purchase Products from EFCPL. Product and service by the EFCPL was very useful and it was satisfying the majority of the customers using it. Customers are also impressed with before sales and after sales services that were conducted by the sales person. Moreover many people are interested in doing business with EFCPL in the future.

The report was very helpful for the company to know how and the suggestions of the customer in the services of axis bank.

