

Project ID : **1471**

Project Name : **A study on customer satisfaction of water purifiers with special reference to Eureka Forbes**

Project Type : **Marketing**

Project Link : <https://www.readymadeproject.com/FullProjectDetail?id=606>

<https://www.readymadeproject.com/QuickPay?id=606&type=mba>

Project Report Table of Content

EXECUTIVE SUMMARY	4
CHAPTER 1 - INTRODUCTION.....	5
1.1 Market Resarch	5
1.2 Service Quality.....	6
1.3 Consumer Behaviour	11
1.4 Marketing Strategies Analysis	13
CHAPTER 2 - COMPANY ANALYSIS.....	14
2.1 Eureka Forbes Limited—the Organization	14
2.2 Vision.....	16
2.3 Mission.....	16
2.4 Values	17
2.5 Board Of Directors.....	17
2.6 Product Categories Of EFL.....	19
2.7 Strategic Direction	43
2.8 Environment.....	44
2.9 Eureka Forbes Institute of Environment	44
CHAPTER 3 - RESEARCH METHODOLOGY	55
3.1 Indroduction.....	55
3.2 Benefit Of Research Methodology	55
3.3 Objectives of the Research.....	55

3.4 Research Design.....	56
CHAPTER 4 – DATA ANALYSIS & INTERPRETATION.....	58
CHAPTER 5 - LIMITATION OF THE STUDY.....	64
CHAPTER 6 – SUGGESTIONS, FINDING & RECOMMENDATION.....	65
6.1 Suggestions	65
6.2 Finding & Recommendation From The Project.....	65
Bibliography	66
Appendix – Questionnaires	67

Project Synopsis Table of Content

1. Introduction	3
2. Statement of Problem / Scope of the study.....	4
3. Objectives of Study	4
4. Research Methodology	5
5. Project Analysis Plan:.....	6
6. Limitation of the study:	6
7. Chapter Design:	7
8. Literature Review:	8
9. References:	9



Please contact **R. M. Solution.** 📞 +91-9920329254, 📠 +91-22-28550428

✉ : info@readymadeproject.com or ajprofessionals@gmail.com

🌐 <https://www.readymadeproject.com>

** This is readymade project, for new unique, plagiarism free project order please visit
<https://www.readymadeproject.com/TrainingAndDevelopment>