

INTRODUCTION

Not too many years back, for the Indian consumer a car meant either the sturdy Ambassador or the Fiat. Same was the case with other vehicles. The collaboration of the Japanese car giants with India and entry of international giants brought in a flood of models.

Increase in disposable incomes. Wider choice in selecting car models and lower interest rates on loans are expected to drive car sales up to 9.5% at a compounded annual rate in India by the year **2006-07**, according to report. Car sales are expected to touch 9.09 lakh units in the next 5 years.

Research Company Cris Infac, in its report also accepts lowering excise duties to be one of the reasons for upturn. Passenger car sales has already touched 9.8% in the first nine months of the fiscal ,thanks to the higher discounts offered to the customers.

According to the report highest sales of 12% are expected in the B segment, or the higher life style cars with affordable prices which will offer the widest variety of models. Car makers well continue to “aggressively launch” new models in this segment. Sales of luxury cars of the A segment is expected to grow at a marginal rate at 2.7% with most sales expected in the smaller towns.

The C D and E segments are expected to grow at a high pace but will continue to form a small portion of total car sales, according to the report.

Availability of cheap finance will lead to an increase in the sales of utility vehicles which are likely to grow at 4.5%, the report says. The report predicts that competition will not only lead to several new models being introduced but also higher Ad spends by car makers. This will prevent car companies from fully passing on increases in cost of production to the customers and will put pressure on margins.

The report believes that favorable government regulations can encourage demand in passenger cars and utility vehicles. Currently, duties have a cascading effect, Pushing car prices higher by 60%.

The new auto policy 2002 augurs well for the automobile industry as it has done away with the export commitments and indigenization clauses as well as allowed approval of 100% foreign equity in the Indian automobile industry, according to the report

MODERN MARKETING CONCEPT

Modern market is an on going process of:

Discovering and translating consumer needs and desires into products and services, through planning and planned products. Creating demand for these products and services through promotions and placing. Serving, the consumer demand through planned physical distribution with the help of various distribution channels.

Expanding the market even in the phase of keen competition through research and feedback got. The marketing concepts hold the key to achieving organizational goals consists in determining the needs and wants of target markets and delivering the desired satisfaction more efficiently and effectively than competitors.

DEFINITION OF MARKETING

We define marketing as a social and managerial process by which individuals and groups obtain what they need and want through creating and exchanging products and value with others.

CORE MARKETING CONCEPTS

The core marketing concepts are:

1. Needs, wants and demands
2. Products

3. Value, Satisfaction and quality
4. Exchange, transactions and relationships
5. Markets.

STATEMENT OF THE PROBLEM

The growth and success of the organization depends on the level of the customer's satisfaction. So it is essential to make the customers satisfied by providing quality customer services.

As "Metro Ford Pvt. Ltd is the major player in the Karnataka market it is necessary for them to have a feedback report from its customer. So the study aims to find out the customers satisfaction level and which additional facilities they expect towards the consumers.

In this era of intense competition the company wants to identify the factors that leads to higher customer satisfaction which in turn help the company to retain its existing customers through creating brand loyalty & attract the new customers.

All these problems led the company to undertake the systemic & detailed survey on the **“Customer satisfaction after sales and service of Ford Cars”**.

OBJECTIVES OF THE STUDY

The following are the objectives that were set up to study the various aspects of “**Customer Satisfaction after sales and service of Ford Cars** “

To find out:

- Consumer perceptions towards ford cars.
- To gauge the level of customer satisfaction.
- To find new methods and techniques to increase the level of satisfaction.
- To enhance the facilities being provided to the customers.
- To provide the quality customer services and to build the loyalty Base of customer and thus building their long-term relationship.

SCOPE OF THE STUDY

A detailed survey of the **Customer Satisfaction after sales and service** of Ford customer was under taken in Bangalore city on behalf of Metro Ford Pvt.Ltd.

The scope of the study is defined below:

- ❖ Since the survey was conducted in Bangalore city it gives a good generalization on the suitability of Ford car for the urban customers.
- ❖ The survey method used in the study could be further used by other researchers to carry out the customer satisfaction in other parts the country.
- ❖ The report gives detailed information of industrial and company profile, which can be used as a data bank for further researches.
- ❖ On the basis of information received from the customers of Ford, the company can improve its after sales service accordingly.
- ❖ The study gives a detailed view on the positive & negative points of the product to the management.
- ❖ The study will also help in launching new products with new features in the market.
- ❖ Conclusion & recommendations have been given at the end of the study, which can be used by the company to improve its performance & customer service.

METHODOLOGY

The considerations which enter into making decision regarding what, where, when, how much, by what means constitute a plan of study or a research design. The main aim of the study is to find out the **Customer Satisfaction after sales and service** of Metro Ford in Bangalore city. The study is descriptive in nature. Surveys are the best-suited methods for descriptive research, so survey method is used for the study.

Taking into account the time factor, a survey was planned in the city of Bangalore. In this city there are substantial number of customers for Ford car by which we can get the idea about the customer psychology, perception and customer satisfaction.

A structured non-disguised questionnaire was designed for the respondents. The question asked was in a pre-arranged order and the object of the enquiry was revealed to the respondents so as to take them into confidence. Four types of questions were included in the questionnaire. They are -

- Dichotomous
- Multiple choice
- Open ended
- Ranking type

The customers of Metro Ford were surveyed at different parts of Bangalore. In a time frame of four weeks of fieldwork, 100 customers were surveyed.

Sampling Technique

Shoppers often sample a small piece of cheese before purchasing any. They decide from one piece what the largest chunk will taste like. A chemist does the same thing when takes a sample of alcohol from a still, determines that it is 90 proof, and infers that all the alcohol in the still is 90 proof. If the chemist tests all the alcohol or

the shoppers taste all the cheese, there will be none to sell. Testing the entire product often destroys it and is unnecessary. To determine the characteristics of the whole, we have to sample only a portion.

The simple random sampling method was used to collect the data for the study. Random sampling refers to the sampling technique in which each and every item of the population is given an equal chance of being included in the sample. The section is thus free from personal bias because the investigator does not exercise his discretion or preference in the choice of items. Since selection of items in the sample depends entirely on chance, this method is also known as Chance Selection. For method of study 100 customers (existing users) were selected in random.

Sample Size:

Sample size (100 customers) refers to the number of elements to be included in the study. Important qualitative factors which were considered in determining of the sample size included:

The importance of the decision, the nature of the research, the number of variables, and the nature of analysis, sample sizes used in the similar studies, incidence rates, completion rates and resource constraints.

Sample Description:

No research work can be undertaken without the co-operation of the respondents, who are interviewed from which data was collected through questionnaire. Therefore, respondents play an important role in these types of studies. The data collected were through questionnaire. The customers of Ford motors have filled the questionnaire. The data regarding suggestions were through general talk.

Instrumentation Techniques:

For the purpose of collecting primary data, questionnaire method has been selected by the researcher. And, the same has been gathered from 100 respondents, observation method and interview schedules have also been adopted wherever necessary.

In the study secondary data were collected from various magazines, text books were referred to get an insight into the subject matter of customer satisfaction and retention. Information was collected from various web sites on Ford motors and Customer Relationship Management. All the sources of information are presented in bibliography.

Actual Collection of Data:

The study is descriptive, the mode of collecting the data was mainly through questionnaire. The questionnaire has been designed extensively for Metro Ford customers those who had bought Ford cars. The responses were noted down on the questionnaire. These responses especially, the comments were helpful during the analysis.

Other Software used for Analysis:

Software used is Microsoft Word and Microsoft Excel. Microsoft Word was used to type all the necessary information and Microsoft Excel was used for graphical representation of the findings of the study.

FIELD WORK

To collect the data, a fieldwork was undertaken for the period of four weeks in Bangalore city. The researcher interviewed the customers of Ford car at different parts of Bangalore city. A formal permission was taken from the regional office of Metro Ford Pvt.Ltd. to carry out the research.

A direct personal interview was taken from the customers of Ford car. The researcher tried his best to make the respondents answer the entire questions and got the proper answers.

To increase the accuracy of the survey the researcher interviewed the customers belonging to different parts of Bangalore and different service stations in Bangalore.

PLAN OF ANALYSIS

The collected data will be analysed with the help of statistical tools and techniques. Wherever possible to make the presentation effective tables, charts, diagrams and graphs will be used.

LIMITATIONS OF THE STUDY

- ❖ Sample size was not large enough to represent an entire population and was limited to 100 respondents.
- ❖ The study was constrained only to Bangalore city. A more intensive study would be necessary to arrive at exact conclusion.
- ❖ The study was limited only to Metro Ford Pvt.Ltd., and survey revealed the **Customer Satisfaction after sales and service** for Ford car only.
- ❖ The time frame was only four weeks due to which every respondent could not be covered.
- ❖ The entire respondent did not answer each and every given in the questionnaire.
- ❖ The survey includes mainly the urban customers i.e., the response of the rural customers is not included, thus leading to some level of error in the analysis.

Though due care was taken by the researcher to make the interview completely unbiased, there might be some sign of the interview results getting adversely affected by the interviewer's mode of asking questions and interaction

CHAPTER SCHEME

Chapter 1-Introduction: It include an introduction to the broad area of the topic chosen, specific area of the topic chosen, introduction to the topic itself, and an overview of industry in general.

Chapter 2-Research design: This chapter provides a plan of the study which should include statement of the problems, scope of the study, methodology, sample design, sources of data, tools and techniques for data collection, plan of analysis, limitation and overview of chapter scheme.

Chapter 3-Industrial and Company profile: It include a complete profile including history, nature of business, products and services, organization structure, competitors etc

Chapter 4-Dealer profile: It includes a complete profile including history and nature of business of the dealer

Chapter 5-Analysis and Interpretation of data: This chapter includes analysis of the data with required interpretation.

Chapter 6-Summary of Findings, Suggestion and Conclusion: This chapter includes summaries the findings under each objective, suggestion and conclusion based on the findings.

Bibliography: It include list of the books and websites that were referred and useful for research study.

Annexure: It include questionnaire.

INDUSTRY PROFILE

BIRTH OF CARS

The birth of cars as known today occurred over a period of years. It was only in 1885 that the first real car rolled down on to the streets. The earlier attempts, though successful, were steam powered road vehicles.

The first self-propelled car was built by Nicolas Cugnot in 1769 which could attain speeds of upto 6 kms/hour. In 1771 he again designed another steam-driven engine which ran so fast that it rammed into a wall, recording the world's first accident.

This car first saw the light of the day in 1886. The season of experiments continued across the seas in the United States where Henry Ford began work on a horseless carriage in 1890. He went several steps forward and in 1896 completed his first car the Quadricycle. This was an automobile powered by a two cylinder gasoline engine. The Ford Motor Company was launched in 1903 and in 1908 he catapulted his vehicle, Model T Ford to the pinnacle of fame. Continuing with his innovations he produced this model on a moving assembly line. Thus introducing the modern mass production techniques of the automobile industry. The modern car, therefore comes from a long list of venerated ancestors and its lineage will, hopefully grow longer as we progress"

HISTORY OF CARS

With the invention of the wheel in 4000 BC, man's journey on the road of mechanized transport had begun. Since then he continually sought to devise an automated labor-saving machine to replace the horse. Innumerable attempts reached conclusion in the early 1760s with the building of the first steam driven tractor by a French Captain, Nicolas Jacob Cugnot.

It was however left to Karl Benz and Gottlieb Daimler to produce the first vehicles powered by the internal combustion engine in 1885. It was then that the petrol engine was introduced, which made the car a practical and safe proposition. The cars in this period were more like the cars on our roads today. With cars, came the era of speed. The first ever land-speed record was established about a 100 years back, in 1898. Count Gaston de Chasseloup-Laubat of France drove an electric car (in Acheres near Paris) at a speed of 39.24 miles per hour. This flagged off the era of 'Wheels racing', which lasted till 1964, after which jet and rocket -propelled vehicles, were allowed. Then onwards, it has been one big journey... on the roads.

EVENTS AND MILESTONE

A behind-the-scenes look into the making of one of India's most vibrant industries. The landmarks along the way...

1928- The first imported car was seen on Indian roads

1942- Hindustan Motors incorporated

1944- Premier automobiles started

1948- First car manufactured in India

1953- The Government of India decreed that only those firms which have a manufacturing program should be allowed to operate

1955. Only seven firms, namely, HM, API, ALL, SMPIL, PAL, M& M and TELCO received approval

1960 - 1970 - The two, three wheeler industry established a foothold in the Indian scenario.

1970 - 1980 - Not much change was witnessed during this period. The major factors affecting the industry were the implementation of the MRTP Act (Monopolies and Trade Restrictive Practices Act), FERA (Foreign Exchange Regulation Act) and the Oil Shock of 1973 and 1979.

1980 - 1990 - The first phase of liberalization was announced by the Govt. –With the liberalization of the Government's protectionist policies the advantages hitherto enjoyed by the Indian car manufacturers like monopoly, oligopoly, slowly began to disappear. This period is also marked by the entry of a large number of firms in the

market. Japanese manufacturers entered the Commercial Vehicle and Two-Wheeler market.

The Government agreed to the demand for allowing foreign collaboration in the automobile sector.

The industry witnessed resurgence due to major policy changes like relaxation in MRTP and FERA delicensing of some ancillary products, broad banding of the products and modification in the licensing policy

The Government of India tied up with Suzuki Inc. of Japan which produced India's most successful car- the Maruti.

1991 - Under the Government's new National Industrial Policy, the license raj was dispensed with, and the automobile industries were allowed to expand freely. 1993 - With the winds of liberalization sweeping the Indian car market, many multinationals like Daewoo, Peugeot, general Motors, Mercedes-Benz and Fiat came into the Indian car market.

1997 - The Government also laid down the emission standards to be met by car manufacturers in India in the coming millennium. There were two successively stringent emission levels to be met by April 2000 and April 2005, respectively. These norms were benchmarked on the basis of those already adopted in Europe hence the names Euro I (equivalent to India 2000) and the Indian equivalent of Euro II.

COMPANY PROFILE

Ford Motor Company entered the business world on June 16, 1903, when Henry Ford and 11 business associates signed the company's articles of incorporation. With \$28,000 in cash, the pioneering industrialists gave birth to what was to become one of the world's largest corporations. Few companies are as closely identified with the history and development of industry and society throughout the 20th century as Ford Motor Company.

Mass Production on the Line

Perhaps Ford Motor Company's single greatest contribution to automotive manufacturing was the moving assembly line. First implemented at the Highland Park plant (in Michigan, US) in 1913, the new technique allowed individual workers to stay in one place and perform the same task repeatedly on multiple vehicles that passed by them. The line proved tremendously efficient, helping the company far surpasses the production levels of their competitors—and making the vehicles more affordable.

The First Vehicles

Henry Ford insisted that the company's future lay in the production of affordable cars for a mass market. Beginning in 1903, the company began using the first 19 letters of the alphabet to name new cars. In 1908, the Model T was born. 19 years and 15 million Model T's later, Ford Motor Company was a giant industrial complex that spanned the globe. In 1925, Ford Motor Company acquired the Lincoln Motor Company, thus branching out into luxury cars, and in the 1930's, the Mercury division was created to establish a division centered on mid-priced cars. Ford Motor Company was growing.

Becoming a Global Company

In the 50's came the Thunderbird and the chance to own a part of Ford Motor Company. The company went public and, on Feb. 24, 1956, had about 350,000 new stockholders. Henry Ford II's keen perception of political and economic trends in the 50's led to the global expansion of FMC in the 60's, and the establishment of Ford of Europe in 1967, 20 years ahead of the European Economic Community's arrival. The company established its North American Automotive Operations in 1971, consolidating U.S., Canadian, and Mexican operations more than two decades ahead of the North American Free Trade Agreement.

Ford Motor Company started the last century with a single man envisioning products that would meet the needs of people in a world on the verge of high-gear industrialization. Today, Ford Motor Company is a family of automotive brands consisting of: Ford, Lincoln, Mercury, Mazda, Jaguar, Land Rover, Aston Martin, and Volvo. The company is beginning its second century of existence with a worldwide organization that retains and expands Henry Ford's heritage by developing products that serve the varying and ever-changing needs of people in the global community.

Ford Vision

To become the world's leading Consumer Company for automotive products and services.

Ford Mission

We are a global family with a proud heritage passionately committed to providing personal mobility for people around the world. We anticipate consumer need and deliver outstanding products and services that improve people's lives.

Ford Values

Our business is driven by our consumer focus, creativity, resourcefulness, and entrepreneurial spirit.

We are an inspired, diverse team. We respect and value everyone's contribution. The health and safety of our people are paramount.

We are a leader in environmental responsibility. Our integrity is never compromised and we make a positive contribution to society.

We constantly strive to improve in everything we do. Guided by these values, we provide superior returns to our shareholders.

Ford in India

Ford began its operation in India in 1907 when the country received its first Model A. In 1926, Ford India was established, but operations were discontinued in 1954. Ford re-entered the market in 1969, producing tractors in a joint venture with Escorts Ltd., until 1991.

In 1995, Ford received government approval to establish Mahindra Ford India, Limited (MFIL), a 50:50 joint venture with Mahindra & Mahindra Limited (M&M). Just 10 months after government approval, Mahindra Ford launched the best-selling European Escort.

Significant milestones

- ◆ First Indian-built Ford Escort rolls off the assembly line in 1996.
- ◆ Its operational efficiencies and customer focus enabled Ford to create history in the Indian car industry by ensuring simultaneous delivery of the Ford Escort in seven major cities just a month after booking.
- ◆ The launch in India of the Special Value Pack (SVP) programme, an established and successful Ford marketing strategy, implemented in automobile markets worldwide, in 1997, with the commemorative

'Freedom', followed by the petrol and diesel driven 'Anniversary'. Recent SVPs have included the Orion, the Alpha and Sport-E.

- ◆ Ford Escort has won the J D Power Award in the India Initial Quality Survey in 1997.
- ◆ Ford has topped the Customer Satisfaction Index (CSI) ratings for two consecutive years, in 1997 and 1998, in the Customer Satisfaction Survey conducted by J D Power & Associates.
- ◆ Ford has introduced Quality Care, Ford's branded service initiative that provides car owners with a superior service experience at its dealerships countrywide. India is the first country after the US to implement Quality Care.
- ◆ Ford India's new, integrated manufacturing plant was dedicated in March 1999. Ford's second car, the IKON, is built here.
- ◆ Ford IKON was launched on November 22, 1999 in three variants: two petrol models, 1.6 ZXi and CLXi, and one diesel model, 1.8 ZXi. All Ford IKON models are Euro II compliant at launch. Mr. Jacques A Nasser, President and CEO, Ford Motor Company, drove the first customer car off the assembly line.
- ◆ IKON declared the Business Standard Motoring Car of the year 1999-2000

Ford India's Integrated Manufacturing Facility

An Overview

- ◆ Set up at Maraimalai Nagar near Chennai with a project outlay of Rs.1700 crores.
- ◆ Commissioned to manufacture Ford India's products.
- ◆ A reinforcement of Ford's commitment to the country and to Indian customers.
- ◆ Sets global standards in automobile manufacturing through the infusion of world-leading technology and processes.
- ◆ Fulfils an over 70 per cent indigenization in the manufacturing process at the time of its commissioning.
- ◆ Supports a manufacturing capacity of 100,000 units per annum at full stream on commissioning.

- ◆ Incorporates the Best Practices and processes of Ford Motor Company.
- ◆ A significant initiative in Ford Motor Company's plans for India and the Asia-Pacific region.
- ◆ Assessment Centre' set up to evaluate coordination, mechanical aptitude and soft skills for selection of engineers.

Stamping plant

- Initial capacity of 50,000 units per annum.
- Capable of immediate up gradation to 100,000 units per annum.
- Equipped with six stage Schuler 1000 ton press line.
- Equipped with automatic blank feed and wash, unloading of all its presses and scrap collection, and a full-service tool-room.
- Staffed with multi-functional manufacturing engineers covering all production and engineering positions.

Body construction

- Capable of scaling up to a capacity of 100,000 units per annum
- Initial capacity of 50,000 units per annum in a two shift operation.
- Equipped with end-to-end powered roller bed conveyors and hoists for body transfer.
- CMM for full-body measuring, with additional 'soft' gauging for in-process assembly checking.
- Outfitted by UK-based Lamb Technicon.

Paint shop

- Waste water treatment plant installed and operational.
- Immediate capacity of 100,000 units per annum at full stream.
- Single primer/top-coat booth installed ESTA rotary bell automation for primer/clear coat application, 100 per cent base coat/clear coat process with seven colour capability.
- Outfitted by the German firm Durr.

TCF (trim, chassis, final assembly)

- Equipped for final quality testing.
- Automated application of PU to windshield glass.
- Non-contact wheel alignment, headlamp aim, rolls and brake test, outside water test and shake & rattle test.
- Calcutta-based Vinar and Bangalore-based Webb India are the appointed conveyor suppliers.

Waste water treatment plant

World class plant to treat waste water after usage for recycling. The very first mass produced vehicle was the model T, built in 1908, in Ford plants around the world. Ever since the company has been coming out with models, with breakthrough technology. Now the company stands tall among all automobile manufacturers and now houses some of the world's most favourite brands of cars. If there is anything that's made this possible its Ford's "Can Do" philosophy. The philosophy that triggered Ford's growth worldwide. In India, this is reflected in the company's sprawling, 350 acre manufacturing plant in Maramalai Nagar near Chennai.

A project that has been set up with a investment of Rs.1700 crores. Ford India Limited is a subsidiary of Ford Motor Company; currently Ford has a 78% stake, which is going upto 92% soon. The Maraimalai Nagar Plant of Ford India Limited, located roughly 45k.m.from Chennai, provides employment to over 20000 people. The plant has the capacity to manufacture one lack vehicles per annum, equipped with state-of-the-art vehicle manufacturing technology from Ford.

Presently offering seven different models, Ford India Limited (FIL) is catching up fast with the Indian consumer. Looks like FIL is all set to conquer the Indian market like rest of the world.

DEALER PROFILE

Metro Ford is an authorized dealer for **Ford India Limited**, who is one of the leading manufacturers of top quality cars in India, with many variants in the offering.

Three entrepreneurs, M/s. Thiruvengkadaswami Mudaliyaarand and V P Thiruvengadaswami conceived the idea of the dealership in October 1996. All of them are highly qualified and dynamic professionals whose constant endeavor has been to earn the goodwill of customers and usher in professional excellence in all spheres of an automotive franchise. The Chairman of the **Metro Ford** dealership is Mr.V P Thiruvengada swami, a doyen in Karnataka's industry circle.

Metro Ford markets and services the ever-popular **Ford Ikon**, through its sales and service outlets at Bangalore, Hubli, and Bellari. **Ford Escort**, which was marketed by **Metro Ford** can be serviced at any of our Service Centres. The sales and service outlets are located at strategic points in all the cities, providing convenient and easy access to both the proud owners as well as prospective buyers.

The workforce at **Metro Ford** is committed to excellence in serving all esteemed customers.

The Sales Team is made up of dedicated showroom and field executives who are professionally trained by **Ford India Limited**. They are adept at guiding the customer through the entire sales process right from assisting in the choice of model, colour and features to lending a helping hand in providing attractive buyback options and also arranging finance at competitive rates.

The Service Centre is armed with the state-of-the art equipment and is inline with Ford's exacting Global standards. The service team is technically qualified and trained to analyze and provide solutions adhering to Quality Care, in order to satisfy even the most demanding customers.

The **Metro Ford** dealership maintains a high standard of excellence in sales

and services by sending its personnel for training on a regular basis to Ford India Limited, to update them with the latest technological advances in the automotive sphere.

Facilities

Experience a Ford philosophy that goes beyond mere customer satisfaction. Experience the delight of being part of the **Ford Global Customer Family**.

Metro Ford offers a wide range of world class facilities to ensure that all customers get the best out of their cars.

Service Centre

Test Drive

Body Shop

Service Booking

Insurance

Auto Finance

Escort Servicing

PRODUCTS



ford *ENDEAVOUR*

When it comes to SUVs there's just one name, Ford. And for good reason. America's largest-selling SUV for 12 years and counting, is from the Ford stable. Simply put, it isn't a complete SUV, till it's a Ford SUV.



Welcome to the World of Ford cars. A world where there is no place for worries. Where every road is a bed of roses. Where you get insights into the seemingly unsolvable. Where your adrenaline flows faster than the mountain river. Look the new face of josh right in the eye. The chiseled, all new front end. The integrated, round fog lamps. And sparkling eyes that reveal the rest. In your Nxt life, every road will feel like a ramp.

Ford Endeavour SUV XXL

The largest SUV in its class, the Ford Endeavour is clearly the big brother of SUVs. A 2.5 litre intercooled turbo diesel engine. A length that extends close to 5 metres. All resting proudly on the widest tyres in its class. Welcome big boy.



The brilliant new **Mondeo** has gone straight to the top of the class. The list of strengths is almost endless. Even on the bumpiest Spanish roads and on the wettest French ones, handling and stability were never less than outstanding. Ford **Mondeo's** Intelligent Protection System activates relevant safety systems within milliseconds to provide ultimate protection. The inspiring performance of the refined 145 PS engine allows safe overtaking in situations where others fear to tread.

Branches

Bangalore (Sales and Services) Hubli (Sales and Service) Bellari (Sales and Service) .

- The following are some of the facilities provided by **Metro Ford** to all customers:
- **24 hours Service Assistance** available.
- The **Ford Extended Warranty** Schemes from our parent company, Ford India Limited to all customers at a very nominal extra cost.
- Servicing facilities include **Pickup** and **Drop** facilities of cars.
- Availability of full complement of spares to ensure **minimum downtime** of cars.
- **Free check ups** for corporate customers, from time to time.
- **Customer Care** executives are available to attend to all customer queries regarding all Ford products and maintenance.
- **24 hours Emergency Assistance** available.

The proud owners of Global brands, **Ford Ikon** and **Ford Escort** can service their cars at the **Metro Ford Service Centre**, which is a state-of-the-art facility. It incorporates the latest equipment and technology and is manned by Ford trained technicians. These qualified, talented professionals lay emphasis on quality of workmanship and can attend to 50-60 cars on any given day.

Moreover, a strategically located and well-stocked parts warehouse ensures minimum downtime of cars. An exhaustive library and a comfortable customer lounge, completes the picture.

Service Centre

- ❖ The following facilities at the Service Centre take care of the complete car.
- ❖ The Service station is fully equipped as per global standards.
- ❖ Emission check and certification (with Pollution Control Board's approval).
- ❖ Separate customer interactive reception bay with two post lifts for joint inspection and thorough understanding of every vehicle.
- ❖ Appointment system for personalised reception and prompt attention at the **Metro Ford** dealership.
- ❖ Extended working hours from 7.00 am to 9.00 pm.
- ❖ Round the clock breakdown assistance- Just call
- ❖ Certified Ford trained technicians.
- ❖ Refrigerant management systems.
- ❖ Computerised wheel balancing alignment.
- ❖ Computerised engine analyser.
- ❖ Hi - tech jig to correct deformities of body, chassis and other structural geometry of accident vehicles.
- ❖ Modern paint booth with baking facility.
- ❖ Exhaust gas analyser, head light beam aligner and key cutting machine.
- ❖ Auto colour paint mixing system.

Quality Care

This Ford Global Policy has been incorporated by Metro Ford into each and every activity that it carries out. Whether it is the Sales personnel's interaction with a customer or servicing of a car, the Quality Care philosophy is a way of life with Metro Ford.

Sales Standards

1. The Sales facility is clean, tidy and welcoming making customers comfortable in purchasing Products and Services.
2. Customers are courteously acknowledge within two minutes of their arrival and advised that a Sales consultant is available upon request.
3. The Sales Consultant's appearance and dress will be of the highest standard.

4. An advisory relationship is established between the customer and knowledgeable sales consultant who listens to the customer, identifies their needs and ensures that they are met.
5. A pleasant, non - pressured purchase experience will be provided during which a thorough demonstration of the vehicle features and benefits will be made.
6. A test drive will be offered to all customers.
7. Using a check list, the sales consultant delivers the vehicle in perfect condition when promised.
8. Customers will be contacted within 1 week after delivery to ensure total satisfaction.

Service Standards

1. An efficient Service facility allows a customer to avail all the services provided by Metro Ford, in a clean and welcoming environment.
2. An appointment is available within 5 working days of a customer's request.
3. Customers are courteously acknowledged within two minutes of their arrival and the write - up will begin within 5 minutes.
4. Service needs are courteously identified, accurately recorded on the repair order and verified with the customer.
5. The vehicle is serviced right on the first visit.
6. The vehicle is ready on the agreed upon time.
7. A thorough explanation of work done, warranty coverage and charges is given to the customer.
8. All service repair work will be followed up within five working days.
9. Each vehicle will be washed before being returned to the customer.
10. Over a period of time, **Metro Ford** has built long-standing relationships with many of its customers.

Metro Ford - a name synonymous with quality, commitment and service in the auto dealer arena - was established in 1996 at Bangalore. Needless to say that it is the most worthy dealership of Ford India Limited, evident when it won the most coveted National President's Award for "Dealership Excellence" for the year 2000. **Metro Ford** has won other awards too. For instance, the best "Dealership Display" award in 1996.

Backed by the dynamic yet practical approach of its management, **Metro Ford** has tasted tremendous growth and success over years and enjoys the honour of being the highest seller of Ford cars in Karnataka.

With luxurious showrooms, courteous staff and top-of-the-line after-sales service already at Bangalore, Hubli and Bellari, **Metro Ford** is now concentrating on starting a new service station at Shimoga coming to Mangalore, the showroom is a masterpiece by itself. Situated at ABCO Trade Centre, Kottara Chowki, it compares well with its Bangalore counterpart, which has a huge built-up area on five and a half acre of land and houses under one roof all its sections.viz: showroom, service station, stores, accessories. This is one of the manifestations of its steadfast commitment to customer satisfaction.

CORPORATE		
Infosys	Wipro	Brittania
Siemens	Arthur Anderson	ABB
IBM	ITPL	GEITC
TVS Suzuki	TITAN	ALCATEL
Microland	Planetasia	Microsoft
Sun Micro Systems	E4E Labs	E-Connect
EASI Technology	Texas Instruments	Lucent Technology
HLL	INTEL Technology	ORACLE Software
Hewlett Packard	Manipal Group	PHILIPS
Bajaj	Reliance	Kshema Technologies
VOLVO India	UB	Huawei Technologies
Cambridge	Indian Airlines	HCL Perot
Aditi Technologies	TATA	Eureka Forbes
Le Meridian	Jet Airways	

TRAVELS

Carzonrent	Vins Overseas	Cabs India
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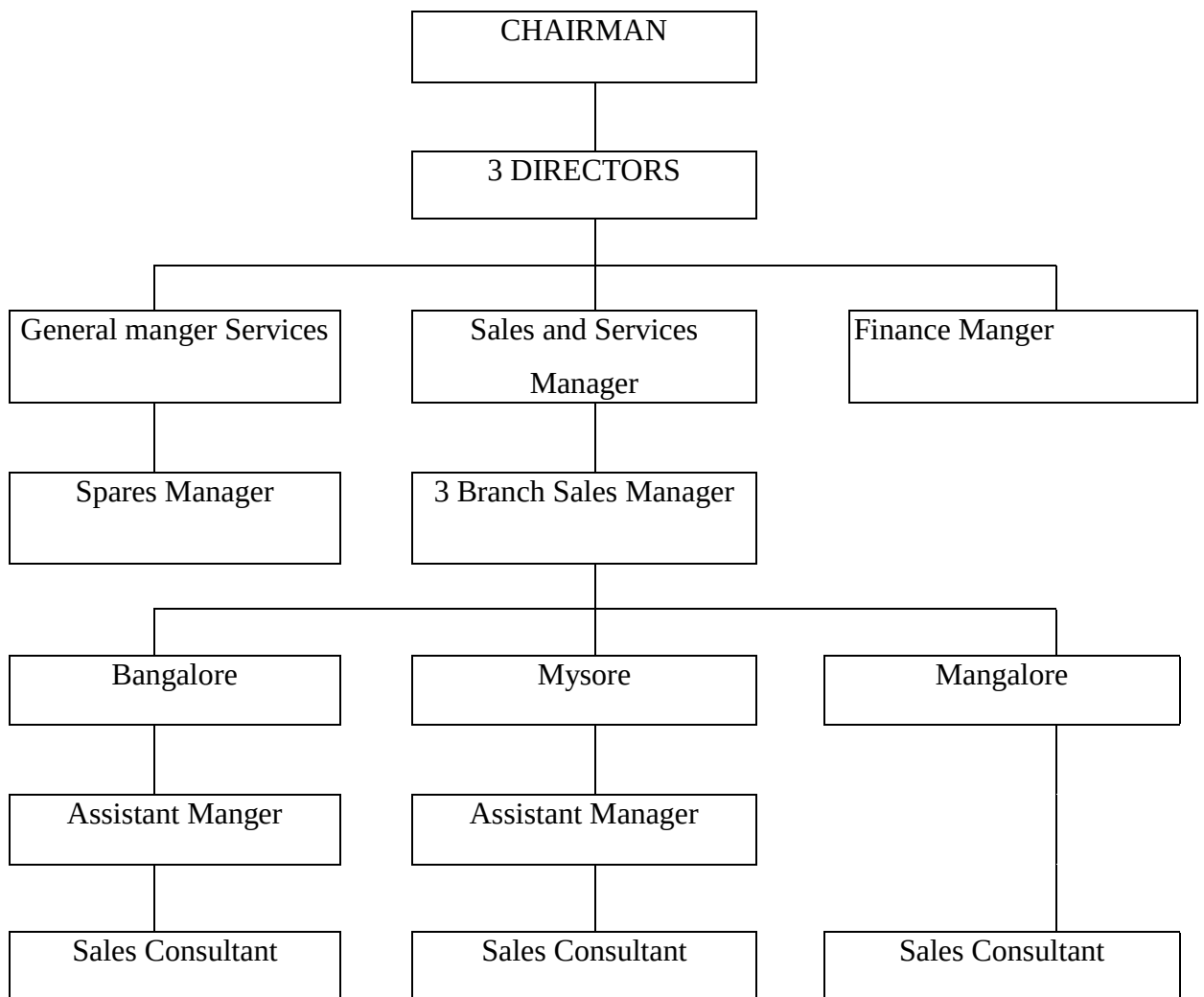
BANKS

Canara Bank	Vysya Bank	SBI
Karnataka Bank	SBM	HDFC

HOSPITALS

Narayana Hrudayala	Mallige	Mallya Hospital
Wockhart	MANIPAL	Nimhans
Jayadev Institute of Cardiology	KIMS	St.Johns
Bagawan Mahaveer Jain Hospital		

ORGANIZATION CHART



CUSTOMER RELATIONSHIP MANAGEMENT

EVOLUTION OF CRM

"CRM is about acquiring, developing, and retaining satisfied loyal customers; achieving profitable growth; and creating economic value in a company's brand".

In today's world, when the customers walk into store or log on to website or call a sales center most of them already know what they want and how much they're willing to pay. With easy access to mountains of information, today's customers do their homework, and they now have the upper hand in most purchase transactions. CRM wave starts from early 90s (as shown in the figure below).

The Evolution of CRM			
Early '90s	CRM Wave 1 Call Center/Sales Force Effectiveness	CRM Wave 2 Multi-Channel Integration	CRM Wave 3 Conversational Marketing Today
CRM Goals	Improving channel efficiency Increasing customer satisfaction	Improving Customer Interactions Increasing customer retention	Predicting customer behavior Building brand and lifetime customer value
CRM Strategy	Provide more efficient means of customer interaction	Provide customers with multiple points of contact; gather insights	Integrate communications and brand across channels
Resulting	Customers enjoyed	Customers had	Customer is given a

Customer Experience	more convenient transactions, but channels were not integrated	more options to interact with the company, but the experiences were fragmented across contact Points	seamlessly integrated experience across all channels
Marketing Focus	Customer acquisition Product sales	Customer Retention doss-selling	Customer conversation Brand equity

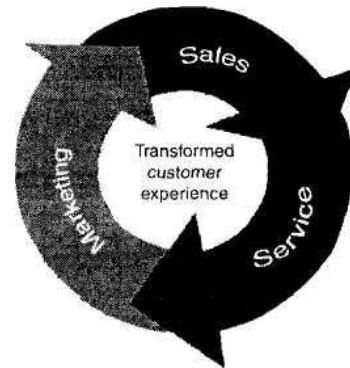
Till today three waves of CRM technology has been implemented to provide the best services to customers in order to maximize profit. But the very definition of CRM i.e. analyzing customer data in order to enhance sales and marketing processes, maximizing all contact points with customers on a consistent basis across all channels and identifying the most profitable customers and tailoring products and services accordingly is still lacking today. While incremental improvements have occurred, CRM has not yet delivered its ultimate promise the transformed customer experience. Today, the challenge is focus on building lasting and profitable customer dialogues at all interaction and transaction touch points to build customer and brand value.

We believe the third wave of CRM will bring about the ultimate transformation of customer experiences not just by strengthening sales and service or even promoting interactions with your customers but also by creating a series of "intelligent conversations" that build over time into a long-term, meaningful dialogue. In this next evolutionary phase of CRM, information will be exchanged and acted on in real time. Consumer history will be recorded (and remembered) and the expectations of both parties will be met.

CRM Today



CRM Tomorrow

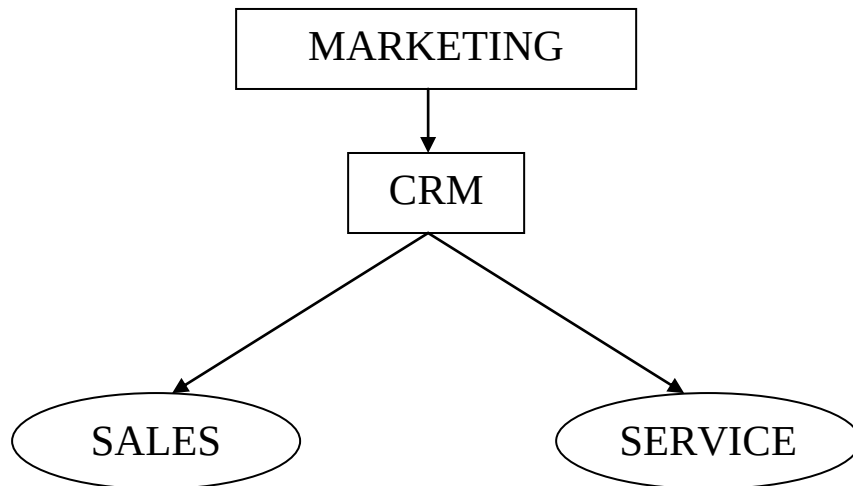


Today, that is changing. Companies realize that marketing contributes most when it converges completely with traditional CRM "sell" and "serve" applications. Marketing insights and analysis can be used to develop fact-based business cases. Seamless marketing campaigns, relying on deep customer insights drawn from individual (yet integrated) customer interactions, can be targeted to increase brand value and dramatically boost profits. In short, marketing is now being "revitalized," taking its rightful place on the CRM stage. We have seen CRM shift its emphasis from transactions to interactions to lasting relationships. It is these relationships, enabled by operational, creative and analytical marketing excellence that now enable companies to build true brand equity and correctly predict consumer behavior. When integrated fully with sales and service efforts, marketing completes the CRM solution that provides the customer a seamlessly integrated experience across all channels.

OVERVIEW OF CRM

As mentioned briefly in the introduction section, "customer relationship management" is about automating and enhancing customer-centric business processes. It is a business philosophy that touches upon many independent parts of the organization. CRM is a concept that requires a new customer-centric business model, which must be supported by a set of applications integrating the front and back office processes.

CRM addresses the sales, marketing and service activities of the organization. It is shown in the figure below:



CRM is a win-win situation for both the customer and the enterprise. The end-user receiver increased value while management gains constant up-to-date knowledge regarding the enterprise operation relative to its customer.

Analysts predict that CRM will become the largest application area of all time and therefore must not be ignored. IDC predict a market growth from \$ 4 billion in 2000 to \$ 12 billion by 2003. (See figure below)

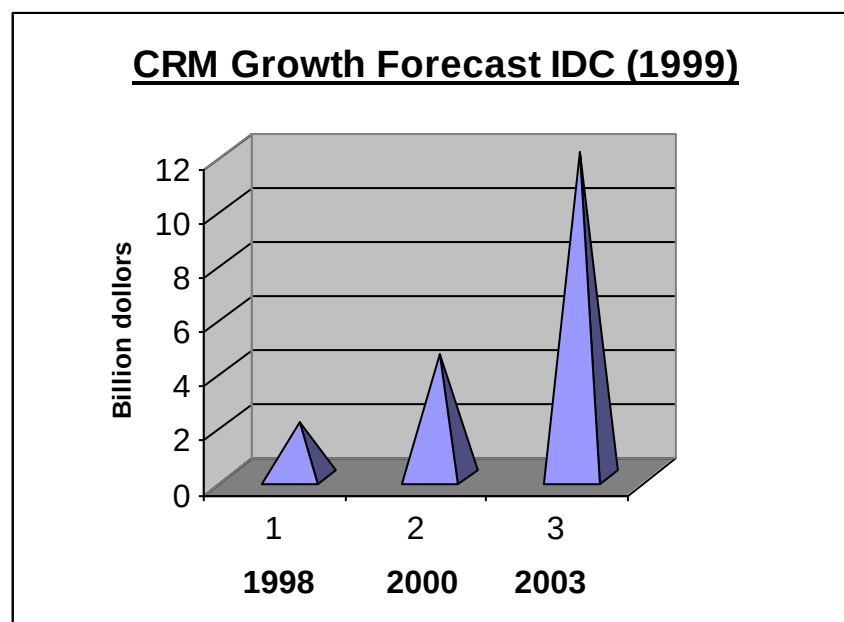


Table-1

AWARENESS OF FORD CAR

SL. NO	SOURCE	NO. OF RESPONDENTS	PERCENTAGE (%)
1	MAGAZINES	30	30
2	TELEVISION	35	35
3	NEWS PAPER	20	20
4	PEER GROUPS	15	15
	TOTAL	100	100

Analysis:

From the above table it is stated that,

30% of the customers came to know about Ford car through Magazines.

35% of the customers came to know about Ford car through Television.

20% of the customers came to know about Ford car through Newspaper.

15% of the customers came to know about Ford car through Peer Groups.

Inference

From the table it is inferred that, most of the customers i.e., 65% came to know about the Ford car through Magazines and Television.

Graph-1

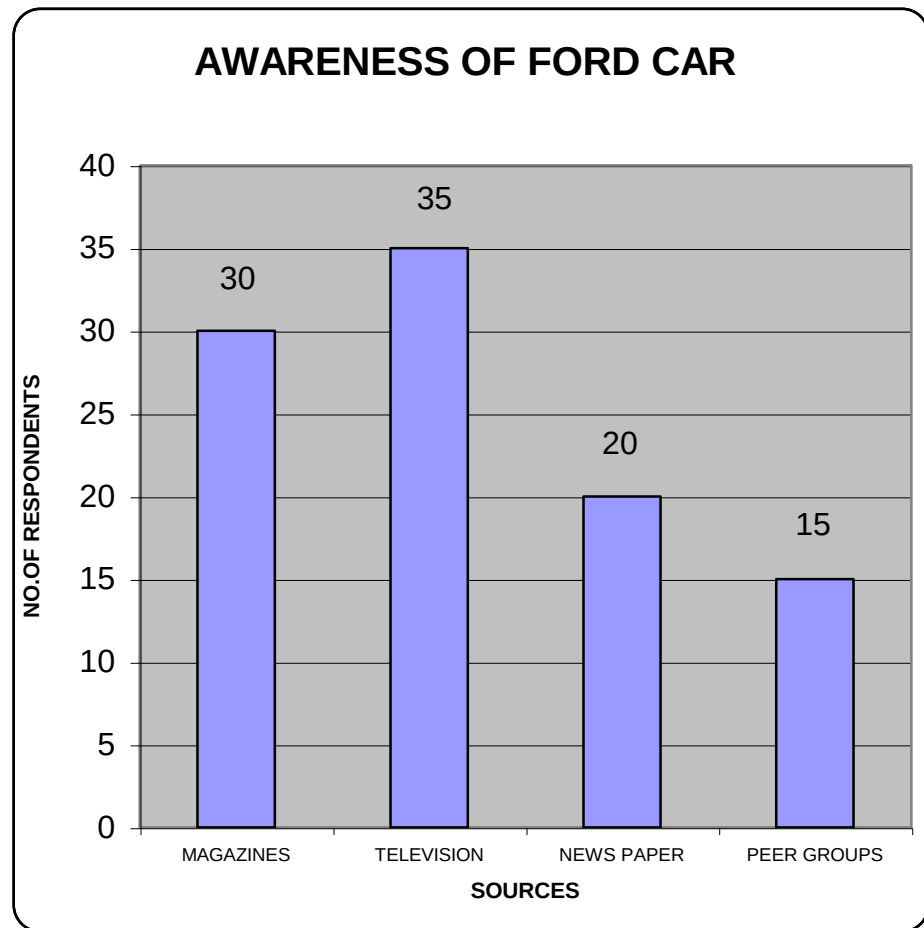


Table-2

PURCHASED FORD CAR FROM DEALER

SL.NO	DEALER	NO.OF RESPONDENTS	PERCENTAGE (%)
1	METRO	69	69
2	CAUVERY	31	31
	TOTAL	100	100

Analysis:

From the above table it is stated that,

69% of the customers purchased from Metro Ford.

31% of the customers purchased from Cauvery Ford.

Inference:

From the table it is inferred that, most of the customers purchased from Metro Ford.

Graph-2

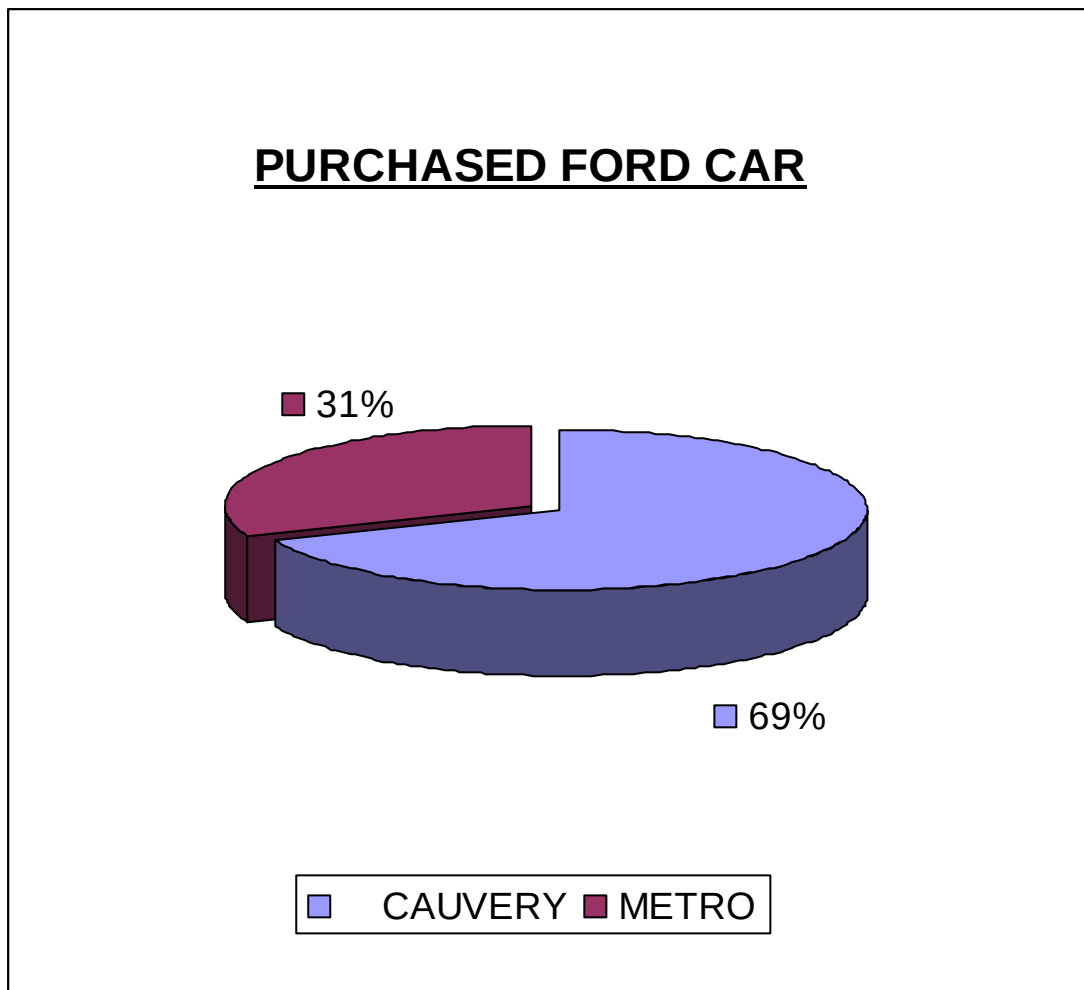


Table-3

INFLUENCER TO BUY FORD CAR

SL.NO	SOURCE	NO.OF RESPONDENTS	PERCENTAGE (%)
1	FAMILY	15	15
2	FRIENDS	24	24
3	MEDIA	11	11
4	NEIGHBOURS	5	5
5	RELATIVES	4	4
6	DEALERS	41	41
	TOTAL	100	100

Analysis:

From the above table it is stated that,

15% of the customers were influenced by their Family.

24% of the customers were influenced by their Friends.

11% of the customers were influenced by the Media

5% of the customers were influenced by their Neighbours.

4% of the customers were influenced by their Relatives

41% of the customers were influenced by Dealers.

Inference:

From the table it is inferred that, most of the customers were influenced by the dealers i.e., 41%.

Graph-3

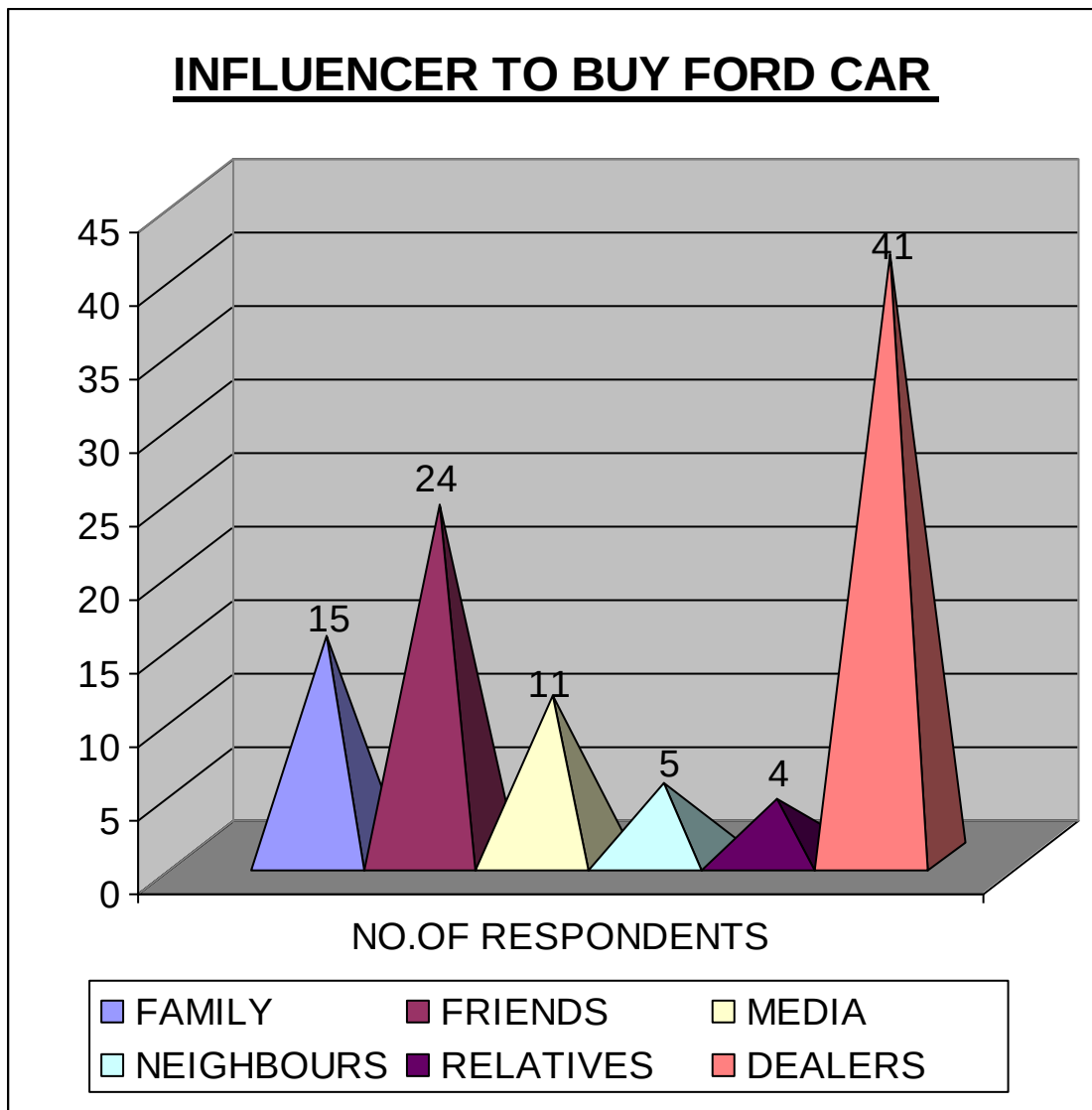


Table-4

PRESENT FORD MODEL OWNED

SL.NO	MODEL	NO.OF RESPONDENTS	PERCENTAGE (%)
1	FORD IKON	36	36
2	FORD FLAIR	25	25
3	FORD NXT	30	30
4	FORD ENDEAVOUR	7	7
5	FORD MONDEO	2	2
	TOTAL	100	100

Analysis:

From the above table it is stated that,

36% of the customers are possessing Ford Ikon.

25% of the customers are possessing Ford Flair.

30% of the customers are possessing Ford Nxt

7% of the customers are possessing Ford Endeavour

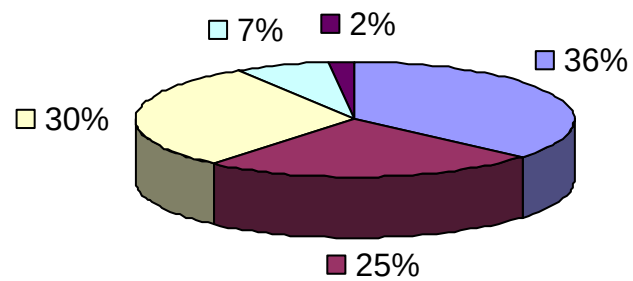
2% of the customers are possessing Ford Mondeo.

Inference:

From the analysis and the table it shows that, around 36% of the customers are possessed to Ford Ikon and 2% of the customers are towards Ford Mondeo because of high price.

Graph-4

FORD MODEL OWNED



■ FORD IKON	■ FORD FLAIR
■ FORD NXT	■ FORD ENDEAVOUR
■ FORD MONDEO	

Table-5

CUSTOMERS OFFERED TEST DRIVE

SL.NO	OPINION	NO.OF RESPONDENTS	PERCENTAGE (%)
1	YES	100	100
2	NO	0	0
	TOTAL	100	100

Analysis:

From the above table it is stated that,
100% of the customers offered test drive.

Inference:

From the table it is inferred that, here every customer has been offered for test drive.

Graph-5

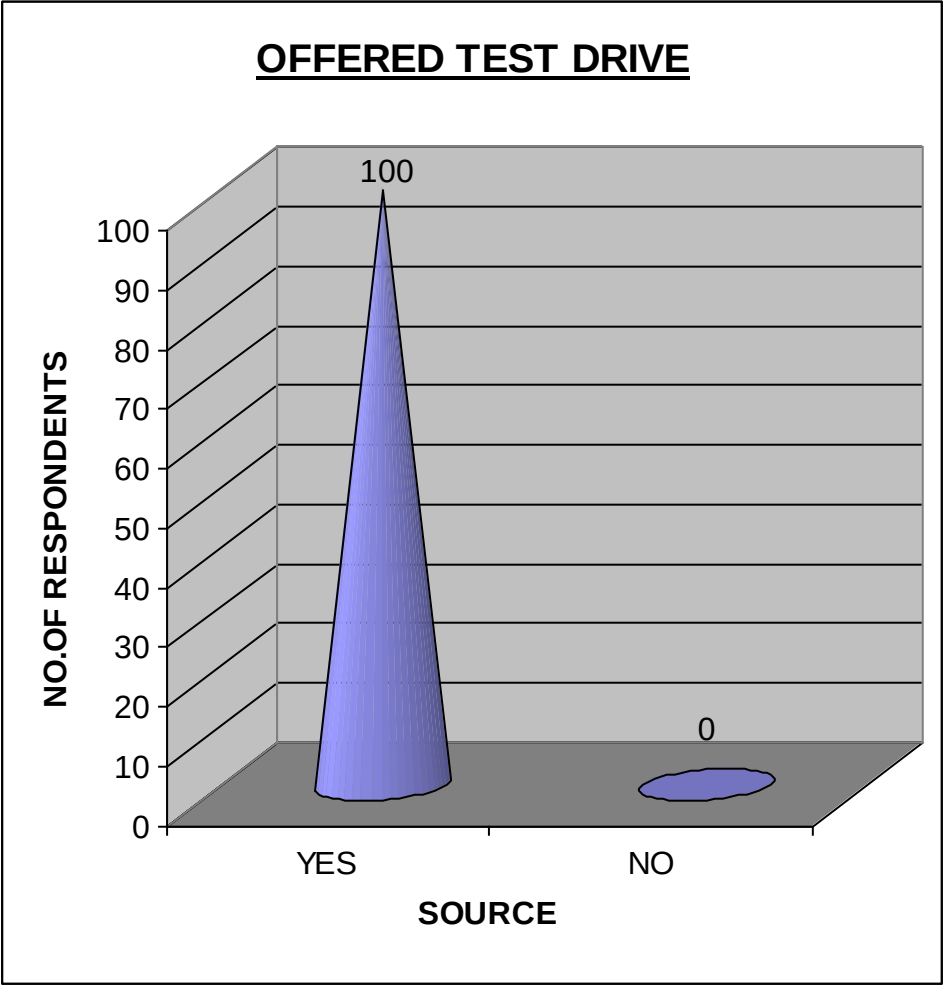


Table-6

AWARENESS OF FINANCIAL SCHEMES

SL.NO	OPINION	NO.OF RESPONDENTS	PERCENTAGE (%)
1	YES	100	100
2	NO	0	0
	TOTAL	100	100

Analysis:

From the above table it is stated that,
100% of the customers were briefed about the financial scheme available.

Inference:

From the table it is inferred that, all the customers were briefed about the financial scheme available by the Dealers.

Graph-6

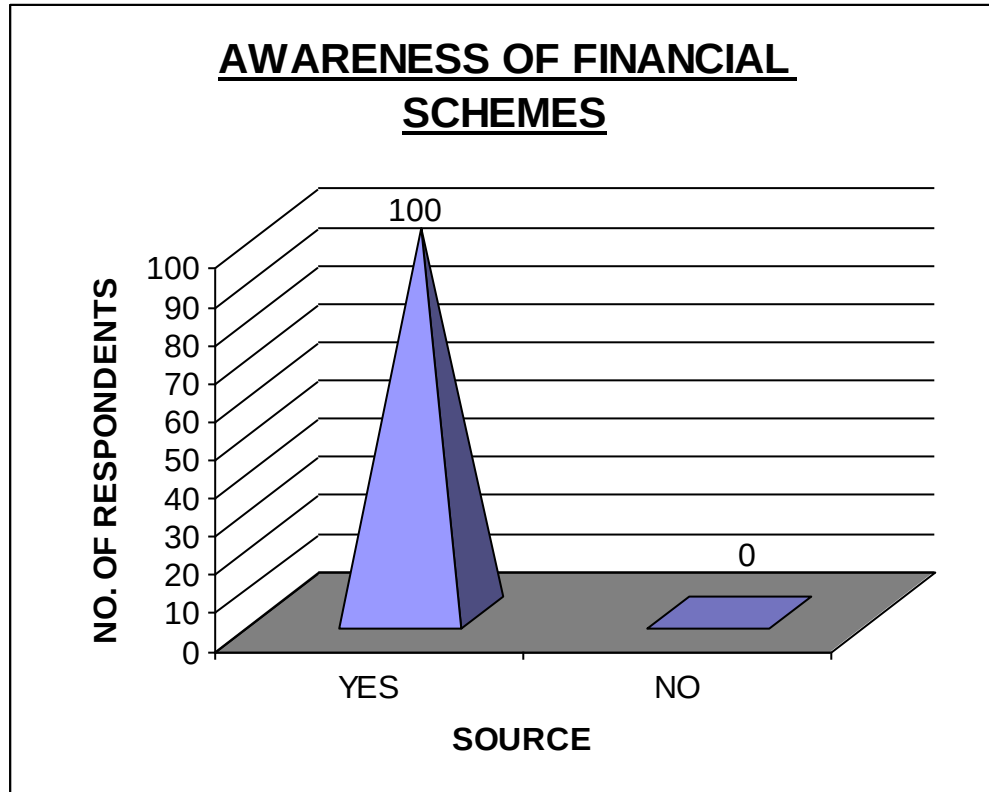


Table-7

MODE OF PURCHASE

SL.NO	MODE	NO.OF RESPONDENTS	PERCENTAGE (%)
1	CASH	42	42
2	PRIVATE LOAN	18	18
3	BANK LOAN	40	40
	TOTAL	100	100

Analysis:

From the above table it is stated that,

42% of the customers have purchased through Cash.

18% of the customers have purchased through Private Loan

40% of the customers have purchased through Bank Loan

Inference:

From the table it is inferred that, 18% of the customers have purchased from private loan. This shows that the interests charged by the private loan lenders are high when compared to Bank loan.

Graph-7

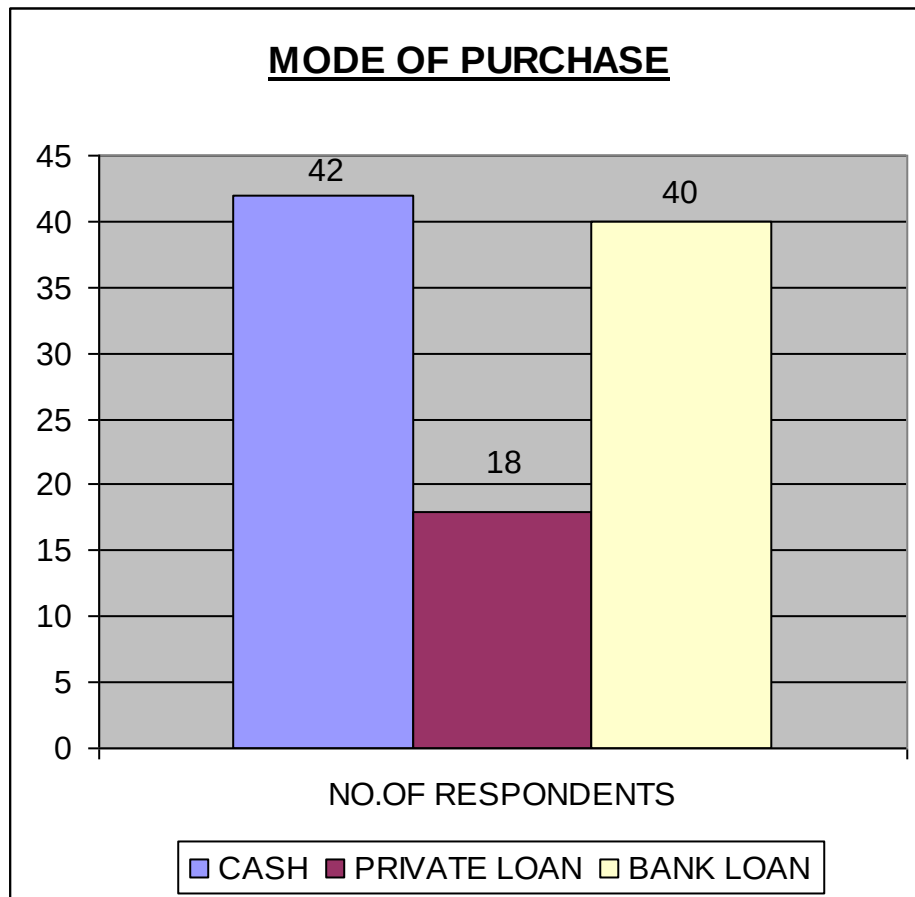


Table-8

DELIVERY TIME OFFERED TO CUSTOMERS

SL.NO	PERIOD	NO.OF RESPONDENTS	PERCENTAGE (%)
1	LESS THAN A WEEK	26	26
2	ONE WEEK TO 3 WEEKS	42	42
3	3 TO 5 WEEKS	21	21
4	MORE THAN 5 WEEKS	11	11
	TOTAL	100	100

Analysis:

From the above table it is stated that,

26% of the customers received the car within a week.

42% of the customers received the car within one week to three weeks.

21% of the customers received the car within three to five weeks.

11% of the customers received the car more than five weeks.

Inference:

From the table it is inferred that, most of the customers i.e., 42% received the car between one to three weeks.

Graph-8

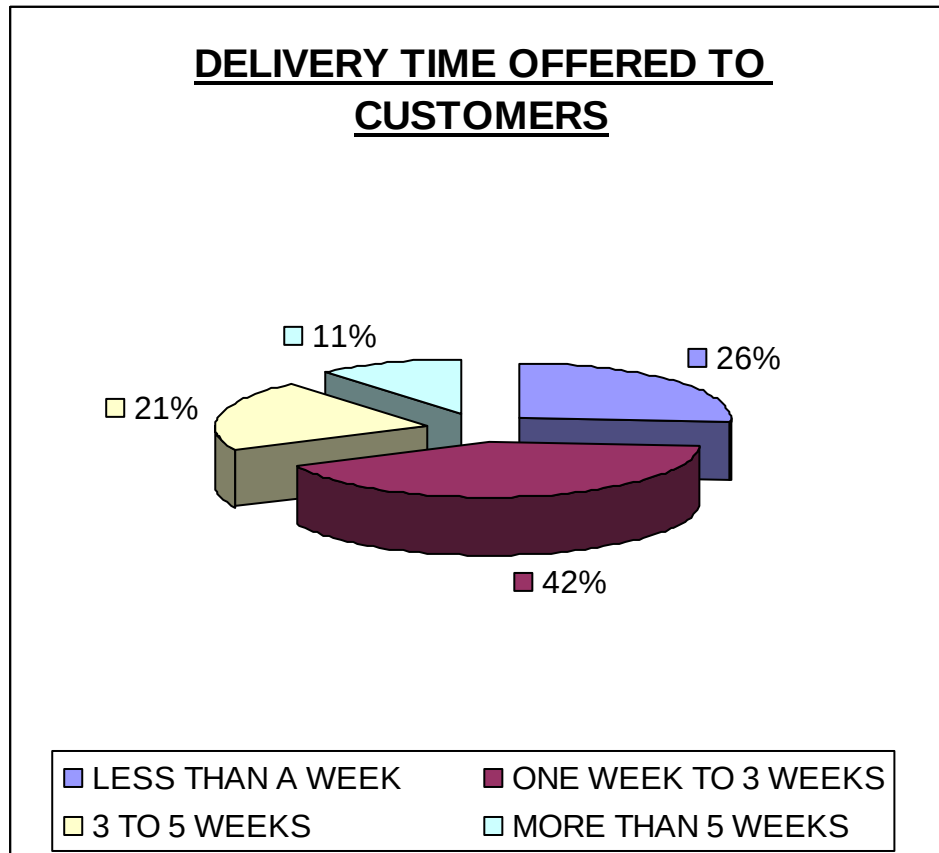


Table-9

USAGE PATTERN

SL.NO	USAGE	NO.OF RESPONDENTS	PERCENTAGE (%)
1	FAMILY USE	31	31
2	OFFICE	48	48
3	PLEASURE TRIPS	15	15
4	ANY OTHERS	6	6
	TOTAL	100	100

Analysis:

From the above table it is stated that,

31% of the customers are using Ford car for Family use.

48% of the customers are using Ford car for Office use.

15% of the customers are using Ford car for Pleasure trips.

6% of the customers are using Ford car for other purposes.

Inference:

From the table it is inferred that, most of the customers are using the Ford car for office use which shows that the users are officials.

Graph-9

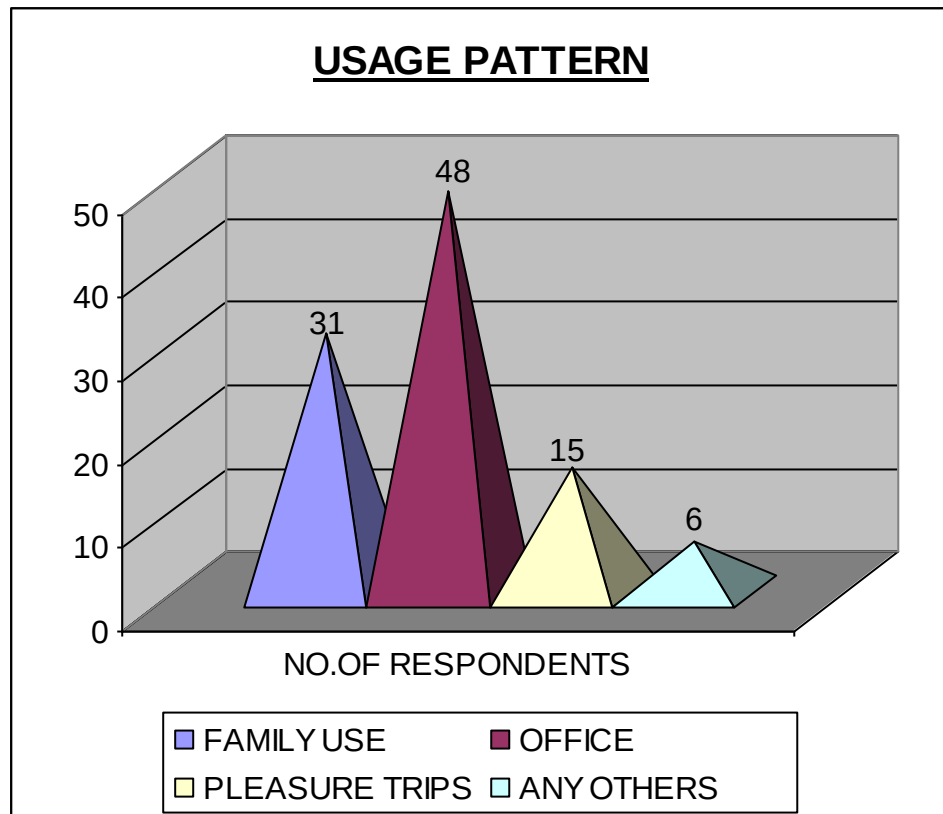


Table-10

AMBIENCE OF THE SHOWROOM

SL.NO	GRADE	NO.OF RESPONDENTS	PERCENTAGE (%)
1	VERY GOOD	19	19
2	GOOD	60	60
3	AVERAGE	21	21
4	POOR	0	0
	TOTAL	100	100

Analysis:

From the above table it is stated that,

19% of the customers have expressed the ambience of the showroom as very good.

60% of the customers have expressed the ambience of the showroom as good.

21% of the customers have expressed the ambience of the showroom as average.

Inference:

From the table it is inferred that, majority of the customers have expressed the ambience of the showroom as good and none of the customers have rated the showroom as poor.

Graph-10

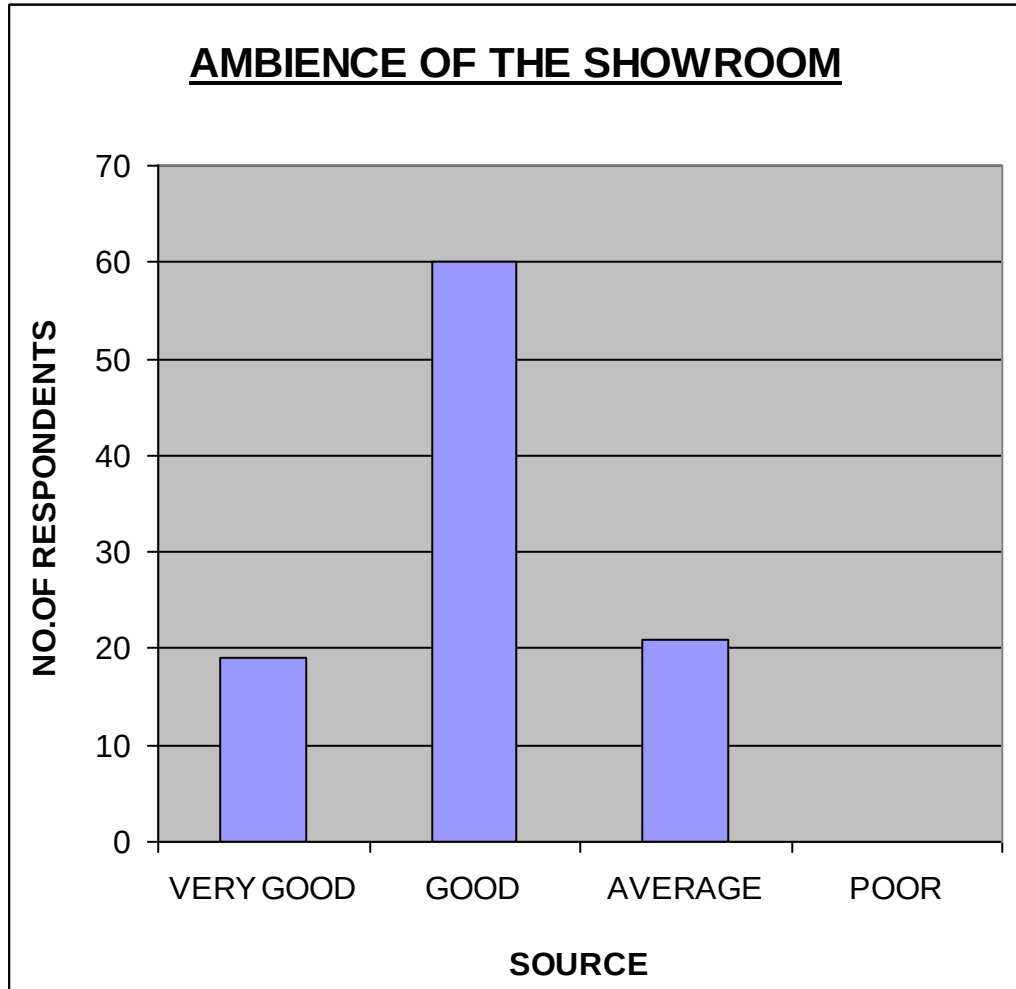


Table-11

ATTITUDE OF SALES PERSON

SL.NO	GRADE	NO.OF RESPONDENTS	PERCENTAGE (%)
1	VERY GOOD	15	15
2	GOOD	55	55
3	AVERAGE	30	30
4	POOR	0	0
	TOTAL	100	100

Analysis:

From the above table it is stated that,

15% of the customers have expressed the attitude of the salesperson as very good.

55% of the customers have expressed the attitude of the salesperson as good.

30% of the customers have expressed the attitude of the salesperson as average.

Inference:

From the table it is inferred that, half of the customers have expressed the attitude of the salesperson as good.

Graph-11

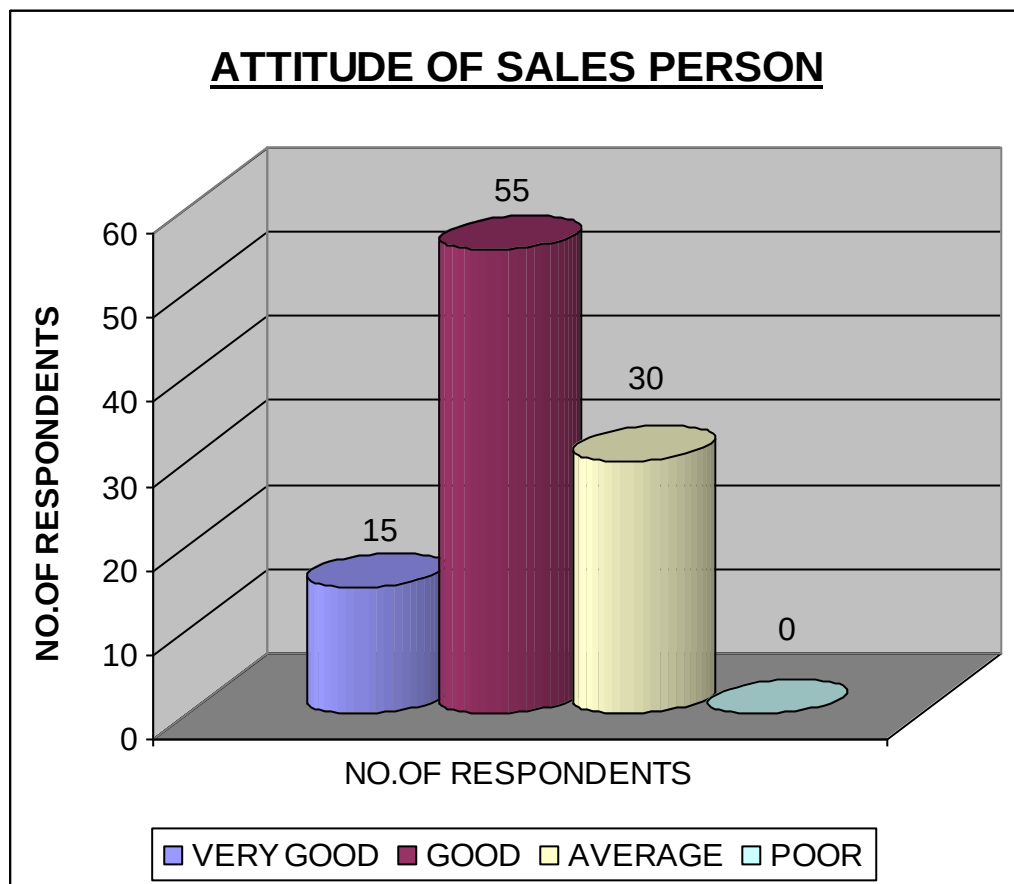


Table-12

EXTENT OF COMPLAINTS NOTED

SL.NO	OPINION	NO.OF RESPONDENTS	PERCENTAGE (%)
1	YES	87	87
2	NO	13	13
	TOTAL	100	100

Analysis:

From the above table it is stated that,
87% of the customer's complaints were noted down by the service in charge.
13% of the customer's complaints were not noted down by the service in charge.

Inference:

From the table it is inferred that, majority of the customer's complaint were noted down by the service in charge.

Graph-12

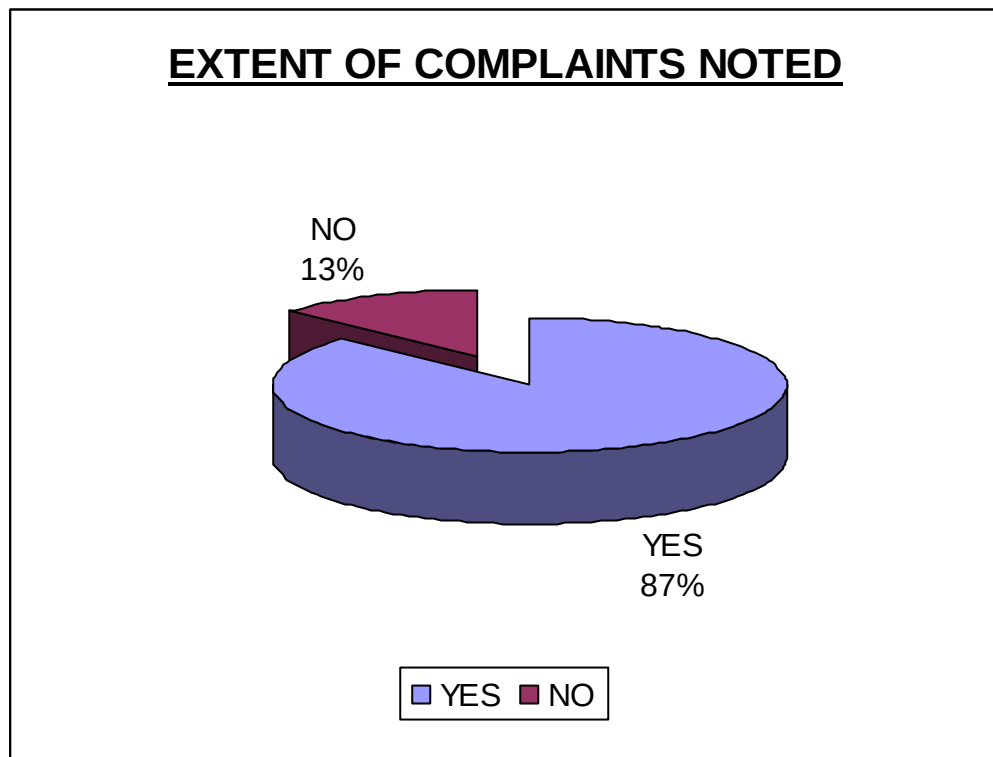


Table-13

EXTENT OF COMPLAINTS ATTENDED

SL.NO	OPINION	NO.OF RESPONDENTS	PERCENTAGE (%)
1	YES	79	79
2	NO	21	21
	TOTAL	100	100

Analysis:

From the above table it is stated that,

79% of the customer's complaints were attended properly by the service person.

21% of the customer's complaints were not attended properly by the service person.

Inference:

From the table it is inferred that, majority of the customer's complaint were attended properly by the service person.

Graph-13

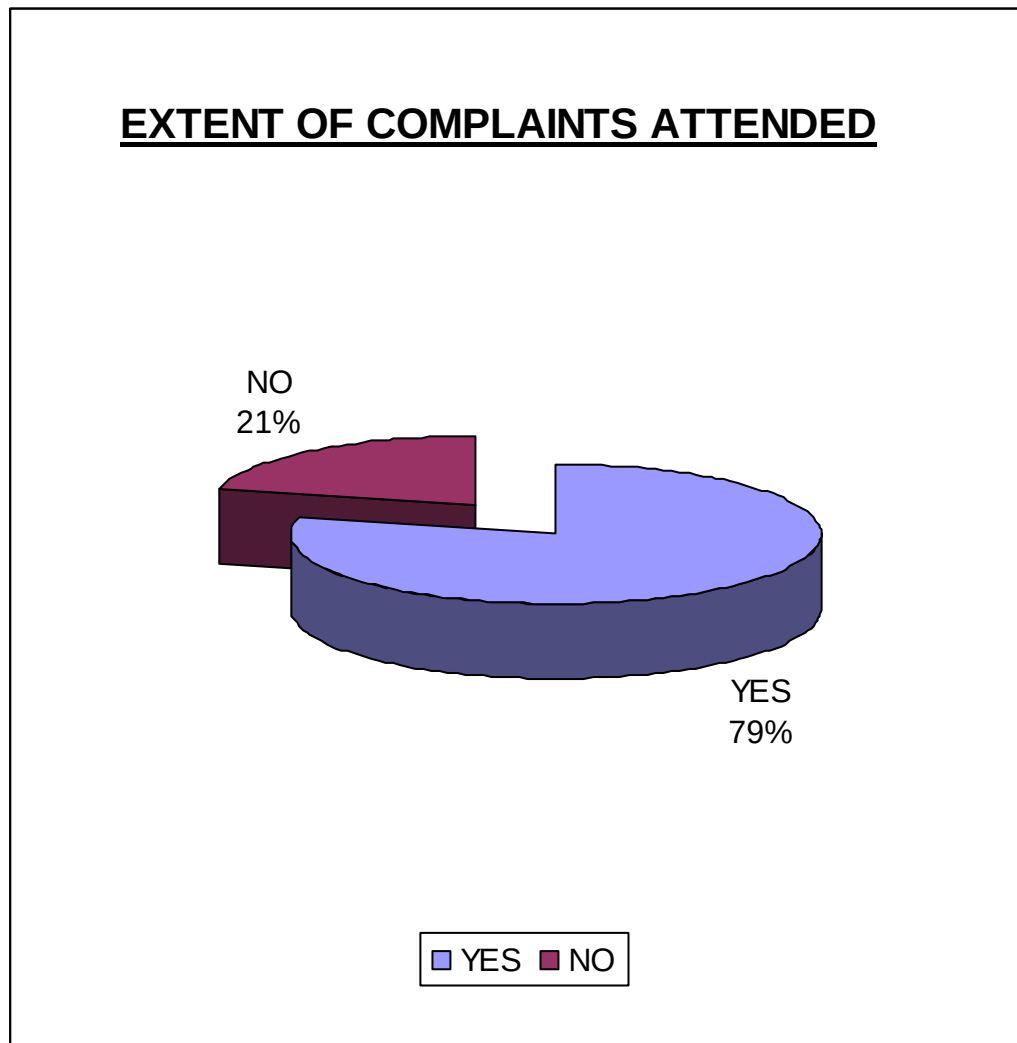


Table-14

AWARENESS OF LOYALTY SCHEMES OFFERED BY THE DEALER

LOYALTY SCHEME	NO. OF RESPONDENTS		PERCENTAGE (%)
Reward points on purchase	Aware	00	00
	Not Aware	100	100
Special invitations for discount sales	Aware	17	17
	Not Aware	83	83
Special invitations for promotional activities	Aware	14	14
	Not Aware	86	86
Dedicated parking space for loyalty scheme member	Aware	00	00
	Not Aware	100	100
Free movie show tickets	Aware	00	00
	Not Aware	100	100
Any other schemes	Aware	14	14
	Not Aware	86	86

Analysis:

From the above table it is stated that,

100% of the customers are not aware of reward points on purchase.

17% of the customers are aware of special invitation for discount sales.

85% of the customers are not aware of special invitation for discount sales.

14% of the customers are aware of special invitation for promotional activities.

86% of the customers are not aware of special invitation for promotional activities.

100% of the customers are not aware of dedicated parking space for loyalty scheme member.

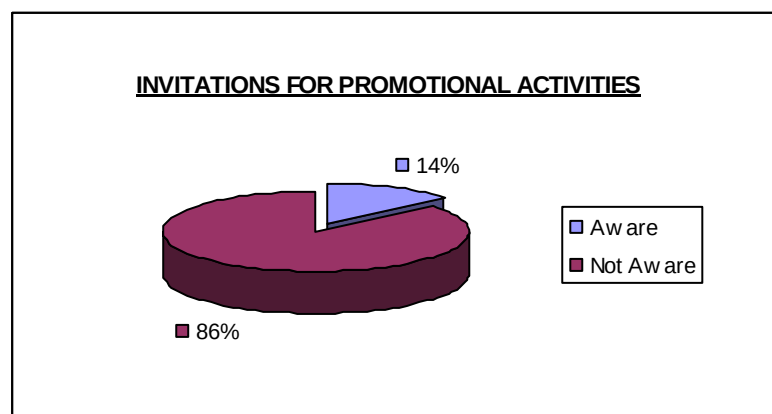
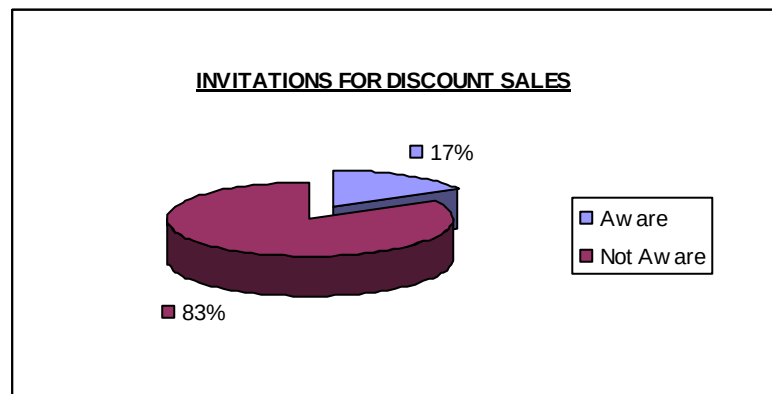
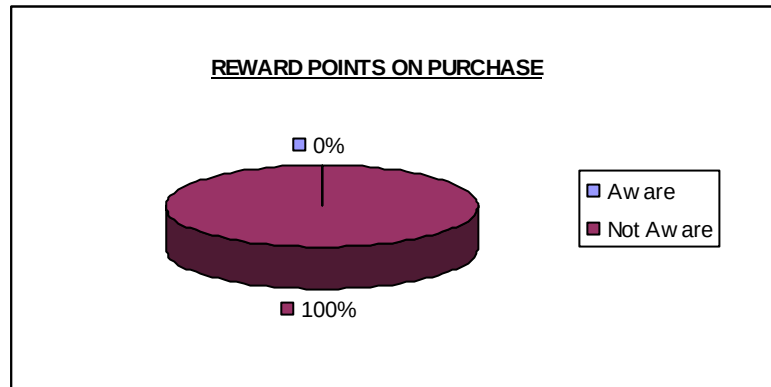
Inference:

From the table it is inferred that, most of the customers were not aware of the loyalty schemes like, rewards points on purchase i.e.,100%, special invitations for discount sales i.e.,83%, special invitations for promotional activities i.e.,86%, dedicated parking space for loyalty scheme member i.e.,100%, free movie show

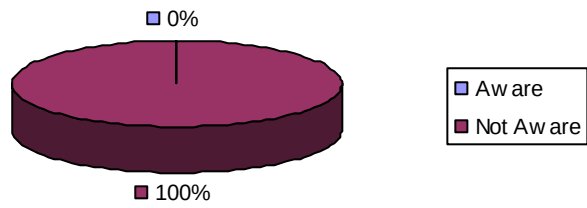
tickets i.e.,100% and any other, i.e,86%.

Graph-14

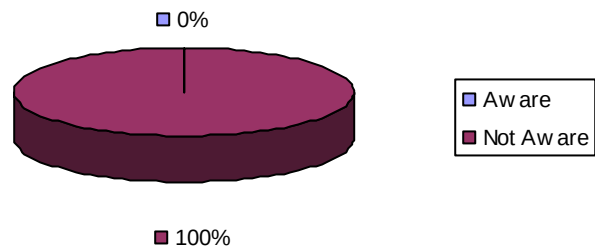
AWARENESS OF LOYALTY SCHEMES OFFERED BY THE DEALER



DEDICATED PARKING SPACE



FREE MOVIE SHOW



OTHER SCHEMES

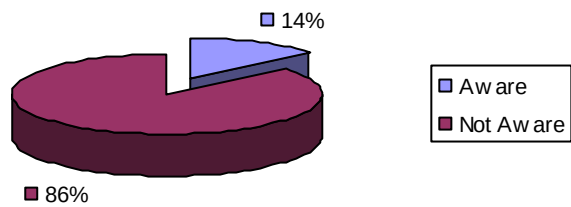


Table-15

SATISFACTION OF THE SERVICE PROVIDED

SL.NO	GRADE	NO.OF RESPONDENTS	PERCENTAGE (%)
1	VERY SATISFACTORY	15	15
2	SATISFACTORY	48	48
3	VARIES	37	37
4	DISSATISFIED	0	0
	TOTAL	100	100

Analysis:

From the above table it is stated that,

15% of the customers are very satisfied with the service provided.

48% of the customers are satisfied with the service provided.

37% of the customers are satisfaction varies with the service provided.

None of the customers are dissatisfied with the service provided.

Inference:

From the table it is inferred that, most of the customers i.e., 48% are satisfied with the service provided and none are dissatisfied.

Graph-15

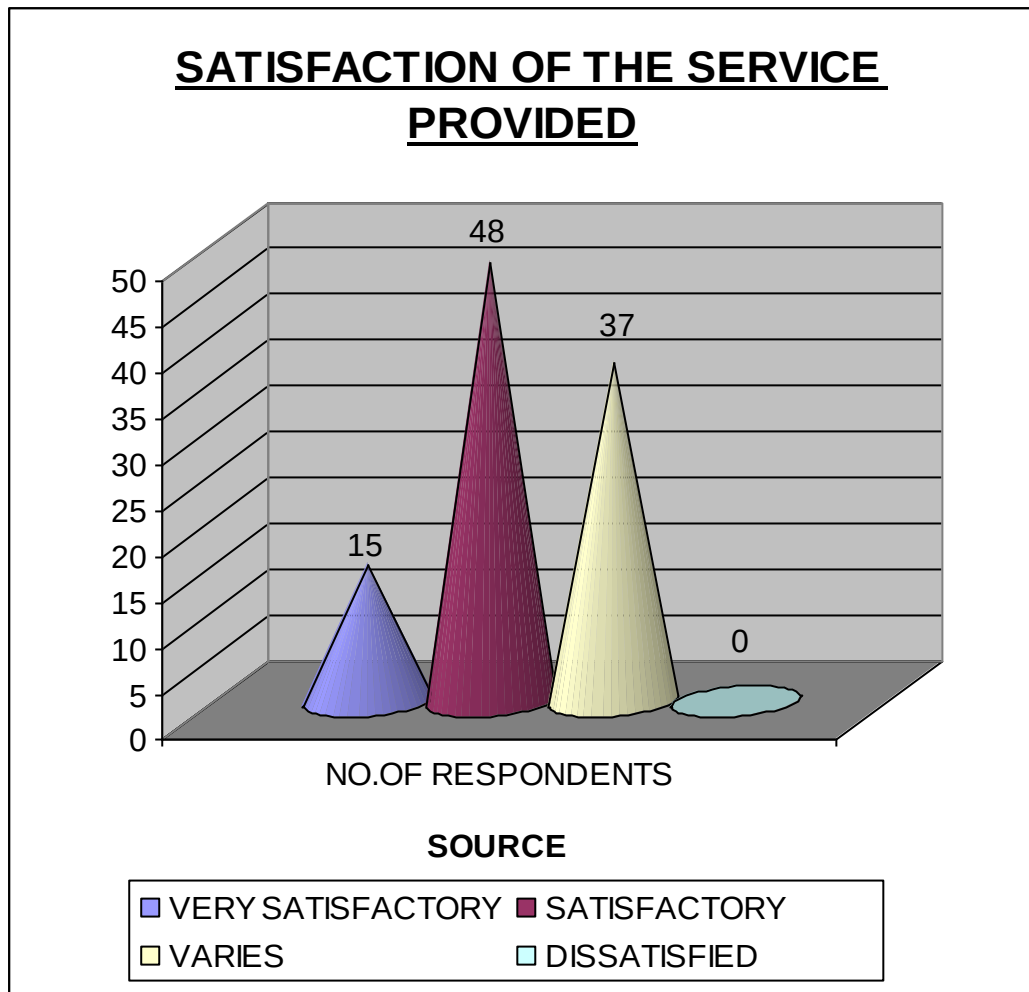


Table-16

CUSTOMER'S DISSATISFACTION WITH DEALERS

SL.NO	OPINION	NO.OF RESPONDENTS	PERCENTAGE (%)
1	YES	0	0
2	NO	100	100
	TOTAL	100	100

Analysis:

From the above table it is stated that,

None of the customers were dissatisfied with the dealers.

100% of the customers were satisfied with the dealers.

Inference:

From the table it is inferred that, most of the customers were satisfied with the dealers.

Graph-16

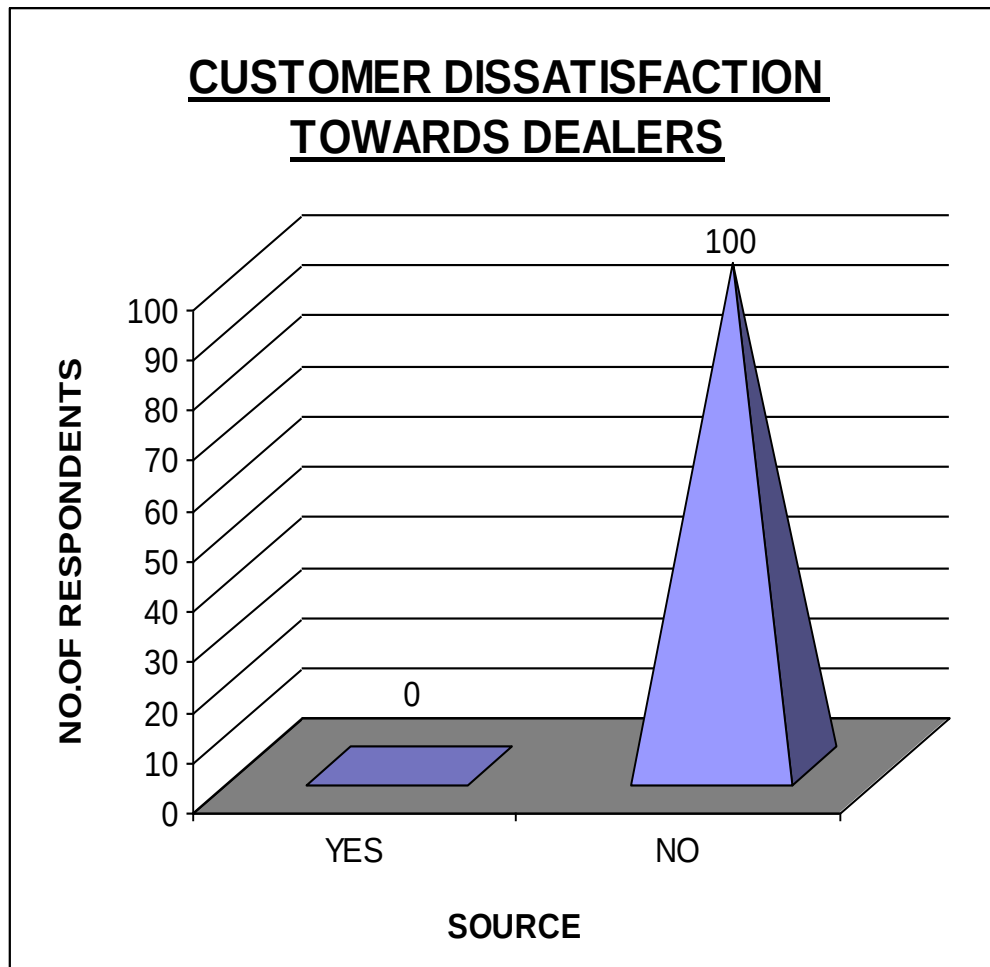


Table-17

**CUSTOMER REQUIREMENTS OF ADDITIONAL SERVICES OFFERED BY
THE DEALER**

SERVICES	NO. OF RESPONDENTS		PERCENTAGE (%)
4 free services	Need	33	33
	Don't need	67	67
Discount coupons	Need	67	67
	Don't need	33	33
Spot repair	Need	67	67
	Don't need	33	33

Analysis:

From the above table it is stated that,

33% of the customers need of four free services.

67% of the customers have no need of four free services.

Majority of the customers, which is 67%, need discount coupons.

33% of the customers do not need discount coupon.

Majority of the customers which is 67% needs spot services.

33% of the customers do not need spot services.

Inference:

From the table it is inferred that, most of the customers do not in need of four free services but do need spot services and discount coupons.

Graph-17

CUSTOMERS REQUIREMENTS OF ADDITIONAL SERVICES OFFERED
BY THE DEALER

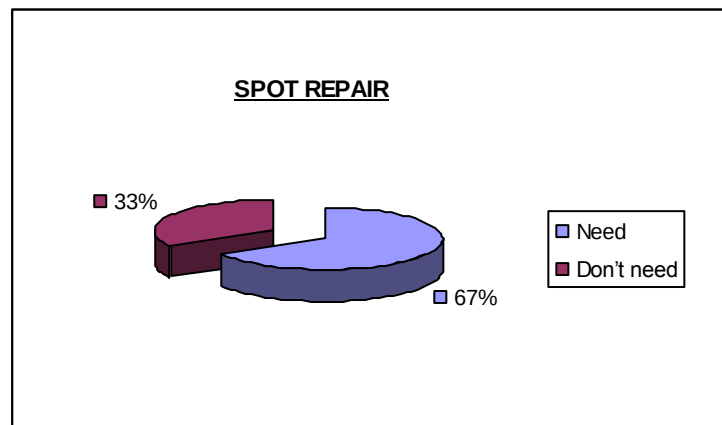
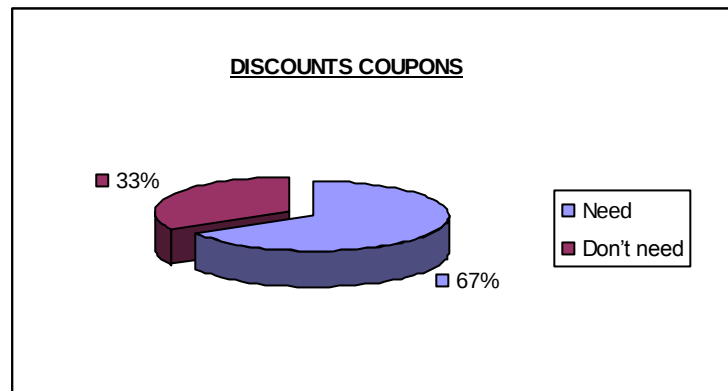
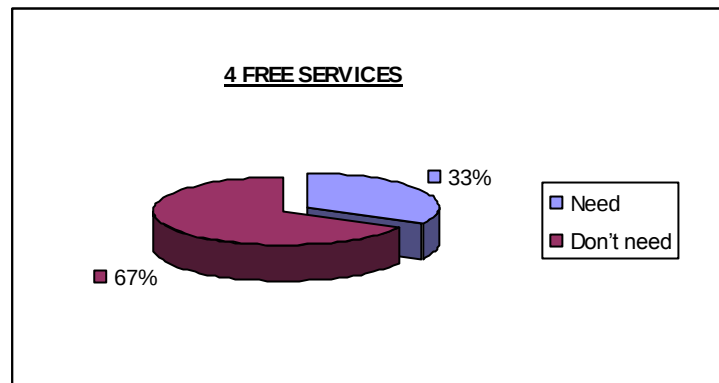


Table-18

UNIQUE SERVICES OFFERED BY THE DEALERS THAT ARE SATISFIED

SERVICES	NO. OF RESPONDENTS		PERCENTAGE (%)
3 free services	Need	66	66
	Don't need	34	34
Polishing	Need	46	46
	Don't need	54	54

Analysis:

From the above table it is stated that,

66% of the customers are satisfied by Three Free Services given by the dealer.

34% of the customers are not satisfied by Three Free Services given by the dealer.

46% of the customers are satisfied by the Polishing given by the dealer.

54% of the customers are not satisfied by the Polishing given by the dealer.

Inference:

From the table it is inferred that, 66% of the customers were satisfied by Three Free Services given by the dealer whereas, 54% of the customers were not satisfied by the Polishing given by the dealer.

Graph-18

UNIQUE SERVICES OFFERED BY THE DEALERS THAT ARE SATISFIED

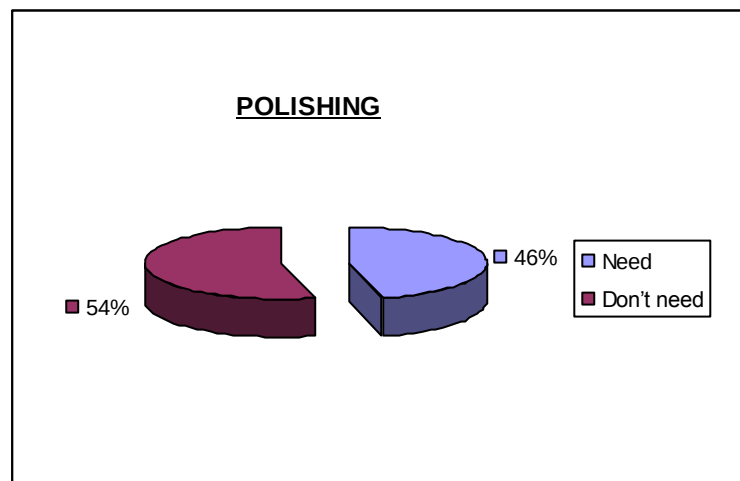
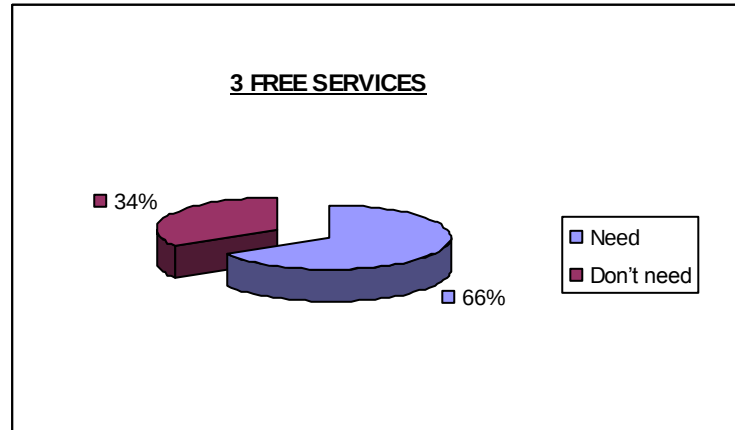


Table-19

SERVICE DONE FOR FORD CAR

SL.NO	PLACE	NO.OF RESPONDENTS	PERCENTAGE (%)
1	AUTHORISED DEALERS	60	60
2	AUTHORISED SERVICE STATIONS	35	35
3	LOCAL MECHANICS	5	5
	TOTAL	100	100

Analysis:

From the above table it is stated that,

60% of the customers get their Ford car serviced from the Authorized Dealer.

35% of the customers get their Ford car serviced from the Authorized Service Stations.

5% of the customers get their Ford car serviced from the Local Mechanics.

Inference:

From the table it is inferred that, majority of the customers get their service done from Authorized Dealers only.

Graph-19

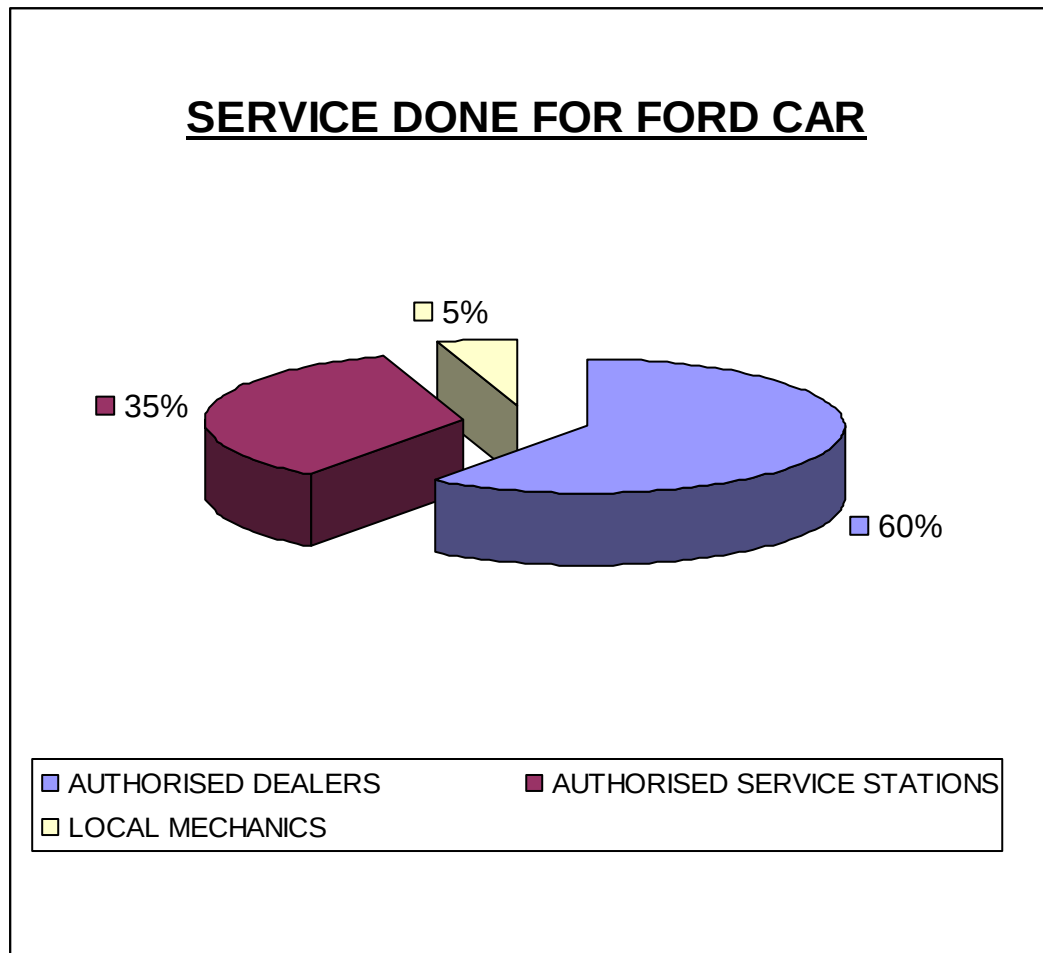


Table-20

ALTERNATIVE MODEL IF PURCHASED

SL.NO	MODEL	NO.OF RESPONDENTS	PERCENTAGE (%)
1	HYUNDAI ACCENT	37	37
2	OPEL ASTRA	20	20
3	MARUTI	31	31
4	FIAT	12	12
	TOTAL	100	100

Analysis:

From the above table it is stated that,

37% of the customers would like to buy Hyundai Accent car.

20% of the customers would like to buy Opel Astra car.

31% of the customers would like to buy Maruti car.

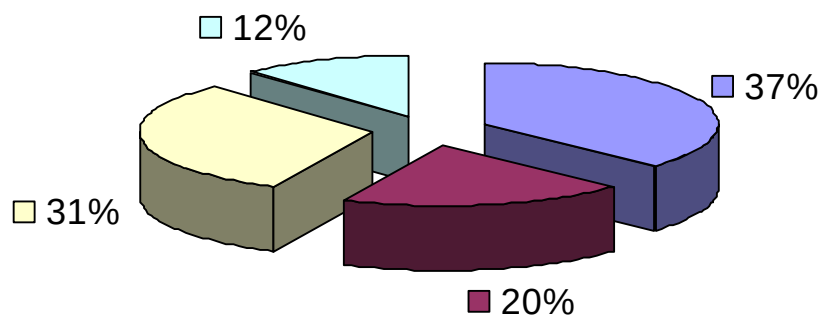
12% of the customers would like to buy Fiat car.

Inference:

From the table it is inferred that, most of the customers would like to purchase Hyundai Accent or Maruti car if given, as an alternative model.

Graph-20

ALTERNATIVE MODEL
IF PURCHASED



■ HYUNDAI ACCENT ■ OPEL ASTRA ■ MARUTI ■ FIAT

Table-21

FIVE TOP REASONS FOR CONSIDERING FORD CAR

SL.NO	PARAMETER	NO.OF RESPONDENTS	PERCENTAGE (%)
1	BRAND LOYALTY	10	10
2	POWER	27	27
3	STYLE	8	8
4	MILEAGE	30	30
5	LOW MAINTENANCE	25	25
	TOTAL	100	100

Analysis:

From the above table it is stated that,

10% of the customers have considered Brand Loyalty for purchasing the Ford car.

27% of the customers have considered Power for purchasing the Ford car.

8% of the customers have considered Style for purchasing the Ford car.

30% of the customers have considered Mileage for purchasing the Ford car.

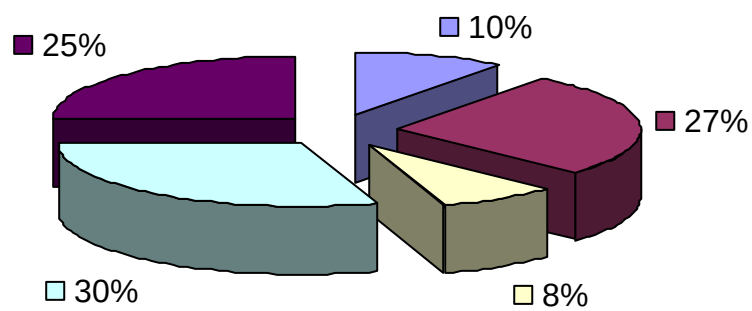
25% of the customers have considered Low Maintenance for purchasing the Ford car.

Inference:

From the table it is inferred that, most of the customers have stated Mileage as the top reason for considering the Ford car, followed by Power i.e., 27% and Low Maintenance i.e., 25%.

Graph-21

**5 TOP REASONS FOR CONSIDERING
THE FORD CAR**



BRAND LOYALTY	POWER
STYLE	MILEAGE
LOW MAINTENANCE	

Table-22

OVERALL SATISFACTION ON FORD CAR

SL.NO	OPINION	NO.OF RESPONDENTS	PERCENTAGE (%)
1	YES	82	82
2	NO	18	18
	TOTAL	100	100

Analysis:

From the above table it is stated that,

87% of the customers are satisfied with the Overall Performance of the Ford car.

18% of the customers are not satisfied with the Overall Performance of the Ford car.

Inference:

From the table it is inferred that, most of the customers i.e., 87% are satisfied with the Overall Performance of the Ford car.

Graph-22

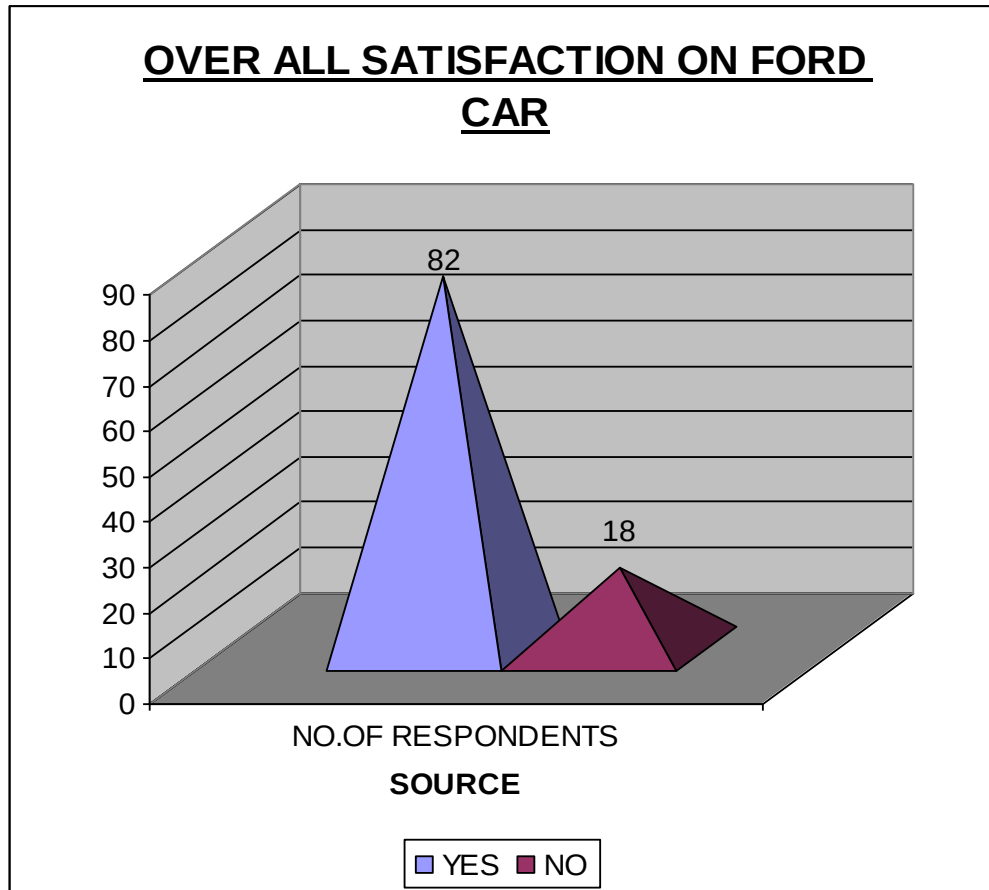


Table-23

RECOMMENDING FORD CARS TO OTHERS

SL.NO	OPINION	NO.OF RESPONDENTS	PERCENTAGE (%)
1	YES	85	85
2	NO	15	15
	TOTAL	100	100

Analysis:

From the above table it is stated that,

85% of the customers are recommending the Ford car to others.

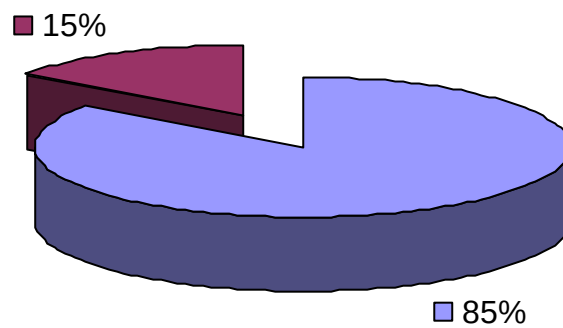
15% of the customers are not recommending the Ford car to others.

Inference:

From the table it is inferred that, most of the customers i.e., 85% are recommending the Ford car to others.

Graph-23

RECOMMENDING FORD CAR TO
OTHERS



■ YES ■ NO

FINDINGS

- 1) 35% of the Ford Car owners came to know about the car from Television and 30% from Magazines.
- 2) 69% of the Ford Car owners have purchased from Metro Ford and 31% from Cauvery Ford.
- 3) 41% of the Ford Customers were influenced to buy the car by their dealers and 24% by their friends.
- 4) 36% of the Ford Car owners have purchased Ford Ikon and 30% have purchased Ford NXT.
- 5) 100% of the Ford Customers were offered Test Drive.
- 6) 100% of the Ford Customers were informed about the Financial Scheme available.
- 7) 42% of the Ford Customers have purchased the Car through Cash and 40% from Bank Loan.
- 8) 42% of the Ford Customers received the delivery of car within one week to three weeks and 26% within a week.
- 9) 48% of the Ford Customers are using Ford Car for Office use whereas, 31% for Family use.
- 10) 60% of the Ford Customers have expressed the Ambience of the Show Room as good.
- 11) 55% of the Ford Customers have expressed the Attitude of the Sales Person as good and 30% as Average.

- 12) 87% of the Ford Customer's complaints were noted down by the Service-in-charge.
- 13) 79% of the Ford Customer's complaints were attended properly.
- 14) Most of the customers were not aware of the loyalty schemes like, rewards points on purchase i.e.,100%, special invitations for discount sales i.e.,83%, special invitations for promotional activities i.e.,86%, dedicated parking space for loyalty scheme member i.e.,100%, free movie show tickets i.e.,100% and any other schemes i.e.,86%.
- 15) 48% of the Ford Customer's are satisfactory with the Service Provided whereas, 37% customer's varies.
- 16) None of the Ford Customers are dissatisfied with the dealers.
- 17) 67% of the Ford Customers do not need Four Free Services whereas, 67% need Discount Coupons and Spot Services.
- 18) 66% of the Ford Customers are satisfied by Three Free Services given by the dealer and 54% of the Customers are not satisfied by the Polishing given by the dealer.
- 19) 60% of the Ford Customers get their Car Serviced from the Authorized Dealers and 35% from Authorized Service Stations.
- 20) 37% of the Ford Customers are considering Hyundai Accent as an alternative model and 31% as Maruti.

- 21) 30% of the Ford Customers have considered Mileage as the Top Reason for buying the Ford Car, followed by 27% for Power and 25% for Low Maintenance respectively.
- 22) 82% of the Ford Customers are satisfied with Overall Performance of the car.
- 23) 85% of the Ford Customers are willing to Recommend Ford Car to others.

SUGGESTIONS

- 1) Ford Motors should increase the Awareness among the customers about this car. The good features about this car like spare availability, comfort, luxury, ease of driving, mileage and the good news like 'Car of the Year', Topper in the Customer Satisfaction Index Ratings for two consecutive years etc., should be highlighted and advertised more frequently in Television, Magazines, Press and Hoardings.
- 2) Exchange offers should be provided for the customers.
- 3) Loyalty Schemes for the customers should be given.
- 4) The dealers should provide Spot Repairs of cars in case of any brake down.
- 5) When the company should conduct research every year to know about Customer Satisfaction Level and what they expect more from the company.
- 6) The company should also benchmark the performance of Ford car with its nearest competitor i.e., Hyundai Accent so as to improve quality and bring about necessary changes.
- 7) The company should bring out the vehicles in some new alternative colours.
- 8) The company should try to maintain a significance price differential advantage in order to counter the other advantages of its close competitor i.e., Hyundai Accent.
- 9) Metro Ford can build a strong customer base and develop stronger Service Camps by providing certain privileges to its regular customers.

- 10) The car should be aimed at Businessmen and Entrepreneurs, people owning Small/Medium Scale Industries and at the Corporate level. As observed from the study, these formed a huge chunk of the respondents. The Corporate segment is the latest bulk buyer of luxury cars.
- 11) The company should adopt the 'Mutual- Win Strategy' i.e., it should satisfy the need of clearly defined focused customers through timely delivery of its superior value product.
- 12) The company should encourage its dealers to provide effectively After Sales Service since the sale is only the starting point of the relationship with customers. However, it is After Sales Service which helps in Customer Retention and attracting new customers.

CONCLUSION

The study was conducted at “Metro ford” is one of the ford dealer in Bangalore city. The study has helpful to know customer satisfaction after sales and service of ford cars.

The main purpose of this market analysis is to get the feed back of the customers of ford cars perhaps the most important principle to understand in starting a business is that “there are no such things as a sure things” however by analyzing and controlling risk when you choose a site ,you can increase your chance of success.

So steps should be adopted to increase level of richness of the service provided to the customers. The company should emphasis more on the quality of the services.

Being a trainee of the metro ford “I gained so much confidence to work any where .the project work was helpful to understand present market scenario and customer perception. The dignity and prestige of this firm still lingers and will always be the foundation to my career growth.

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ANNEXURE

Dear Sir/Madam,

I am **Nainar Shereef E.M** of final year MBA of Al-Ameen College of Management Studies, Lal Bagh, Bangalore, hereby conducting this research to know about loyalty offered by “**Metro Ford Pvt. Ltd.,**” as part of my curriculum. I would be highly obliged to you if you could spend some time to fill my questionnaire.

Name:

Age:

Sex:

Occupation:

Income (p/m):

Q1. How did you come to know about “Ford Car”?

- | | | | |
|----------------|--------------------------|-------------------|--------------------------|
| (a) Magazine | ☐ | (c) T.V | ☐ |
| (b) News Paper | ☐ | (d) Word of Mouth | ☐ |

Q2. Ford car purchased from

- | | | | |
|-----------|--------------------------|-------------|--------------------------|
| (a) Metro | ☐ | (b) Cauvery | ☐ |
|-----------|--------------------------|-------------|--------------------------|

Q3. Who influenced you to buy Ford Car?

- | | | | |
|-------------|--------------------------|---------------|--------------------------|
| (a) Family | ☐ | (d) Neighbors | ☐ |
| (b) Friends | ☐ | (e) Relatives | ☐ |
| (c) Media | ☐ | (f) Dealer | ☐ |

Q4. At present which Ford model do you own?

- | | | | |
|----------------|--------------------------|--------------------|--------------------------|
| (a) Ford Ikon | ☐ | (d) Ford Endeavour | ☐ |
| (b) Ford Flair | ☐ | (e) Ford Mondeo | ☐ |
| (c) Ford Nxt | ☐ | | |

Q5. Were you offered test drive by the sales person?

- | | | | |
|-----|--------------------------|----|--------------------------|
| Yes | ☐ | No | ☐ |
|-----|--------------------------|----|--------------------------|

Q6. Were you briefed about the financial scheme available?

- | | | | |
|-----|--------------------------|----|--------------------------|
| Yes | ☐ | No | ☐ |
|-----|--------------------------|----|--------------------------|

Q7. Specify the mode of purchase?

- | | | | |
|------------------|--------------------------|---------------|--------------------------|
| (a) Cash | ☐ | (c) Bank Loan | ☐ |
| (b) Private Loan | ☐ | (d) Others | ☐ |

Q8. What is the delivery time offered by your dealer?

- | | | | |
|------------------------|--------------------------|-------------------------|--------------------------|
| (a) Less than a week | ☐ | (c) Three to five weeks | ☐ |
| (b) One to three weeks | ☐ | (d) More than 5 weeks | ☐ |

Q9. For what purpose do you use the car?

- | | | | |
|----------------|--------------------------|--------------------|--------------------------|
| (a) Family Use | ☐ | (c) Pleasure trips | ☐ |
| (b) Office | ☐ | (d) Others | ☐ |

Q10. How do you find the ambience of the show room?

- | | | | |
|---------------|--------------------------|-------------|--------------------------|
| (a) Very good | ☐ | (c) Average | ☐ |
| (b) Good | ☐ | (d) Poor | ☐ |

Q11. How was the sales person's attitude towards you (Greeting, Seating and Selling)?

- | | | | |
|---------------|--------------------------|-------------|--------------------------|
| (a) Very good | ☐ | (c) Average | ☐ |
| (b) Good | ☐ | (d) Poor | ☐ |

Q12. Were all the complaints noted by the service in charge? ☐

Yes ☐ No ☐

Q13. Were all the complaints attended during the service? ☐

Yes ☐ No ☐

Q14. Have you been informed about any of the loyalty schemes offered by your dealer?

SL.No.	Loyalty Scheme	Aware (Yes / No)
1.	Reward points on purchases	
2.	Special invitations for discount sales	
3.	Special invitations for promotional activities	
4.	Free movies show tickets	
5.	Dedicated parking space for loyalty scheme members	
6.	Any other scheme (please mention)	

Q15. Are you satisfied with service provided by the dealer?

(a) Very satisfactory ☐ (c) Varies ☐

(b) Satisfactory ☐ (d) Dissatisfied ☐

Q16. Are there any instances where you have been dissatisfied with your dealers?

Yes ☐ No ☐

If yes, can you tell us about the incident and the solution offered by the dealers to solve the issue: -

.....

.....

Q17. What additional services are required from your dealer to improve your services level?

1.....

2.....

3.....

Q18. What are the unique services offered by your dealer, which satisfied you, the most?

- 1.....
- 2.....
- 3.....

Q19. Where do you get your car serviced?

- (a) Authorized dealers ☐
- (b) Authorized service stations ☐
- (c) Local mechanics ☐
- (d) Others (please specify).....

Q20.If this vehicle was not available, which alternative model would you have purchased?

- (a) Hyundai Accent ☐ (c) Opel Astra ☐
- (b) Maruti ☐ (d) Fiat siena ☐

Q21. Reason for considering alternative model.

Q22. What were your reasons for considering this model? (5 top reasons)

- (a) Brand Loyalty ☐ (d) Mileage ☐
- (b) Power ☐ (e) Low Maintenance ☐
- (c) Style ☐

Q23. Overall, are you satisfied with the vehicle?

Yes ☐ No ☐

If No, Please specify the reason

Q24. Will you recommend the vehicle to others?

Yes ☐ No ☐

*****Thank You*****

