

EXCECUTIVE SUMMARY

The aim of the study relation maintained by the company with consumers on different parameters. The project comprising of beverage industry profile, which gives you profound that knowledge of industry, there is a concise investigation towards what are the products they offer to the consumers.

The research was conducted based on the existing consumer in the study area. The researcher had chosen 100 respondents in the study area. Overall, 16 closed ended questions used in this survey. Survey was conducted to know the consumers perception and how it works in the company, to know about the satisfaction level of the consumers from CRM polices.

The analysis is done based on the answers given, Graphical reports of each and every question is generated with valid interpretation. Hypothesis testing was conducted using SPSS software. The analysis focuses mainly on how to manage relationship with customer and what really influence the satisfaction of the customer. The findings are based on the analysis done and the results generated. The findings came out with various limitations. Proper suggestions based on the limitations are provided related to relationship building with the consumers.

Consumer's perception is a process mainly used to acquire and retain the potential consumers, which are assets of the company. Consumers are retained by the company only in the product and services reaches to the end users.

This study will help companies overcome different obstacles by improving their relationships with consumers. The emphasis on performance by linking various parameters helps organizations to identify area of progress.