

EXECUTIVE SUMMARY

Bremels Rubber Industries Private Limited is a Tyre Retreading Company which carries its operations all over India. It works locally covering the needs and requirements of customers pertaining to the retreading with different patterns. This study is on the perception of customers towards retreading from the Bremels' and its customers, along these lines the study was proposed to know the customer's perception.

This study is a descriptive research and sampling was done by non-probability convenient sampling method with a sample of 100 respondents and primary data was accumulated by study which was arranged to know customer's perception through particular request and secondary data was collected by locals, journals and other source to analyse the report. Simple co-relation was used and excel for percentage analysis.

The study revealed that higher percentage of customers are in favor of products been manufactured by Bremels Rubber Industries Pvt. Ltd. like PCTR, CTR, Curing Envelopes etc. due to their high value for money and long lasting quality which are much ahead of other competing brands. While some respondents were not in favor of Bremels' products at all especially in case of Bonding Gum due to their high pricing that demotivated a whole group of customers into various other substitute offerings. So it is in need of the firm to create a promotional activity that can attract customers into various outlets with proper trained staff or employees who have to be paid adequate salary to reduce the employee turnover that in turn increases the profitability as well as the productivity of Bremels in the future work environments.