

EXECUTIVE SUMMARY

The Project is very important part of MBA program, it gives the platform to apply the theory into practical business solutions. I have worked in the “THE .TOTGARS CO-OPERATIVE SALE SOCIETY LTD SIRSI” which is marketing co-operative sale society established on 21st September 1923.

TSS was registered during the year 1923 in Sirsi. It commenced its operation with a vision of spreading its operation to international market and by that creates a global demand for the products of members.

Later the organization emerged with different types of products as well as services like super market, rice mill, sweet supari, loan section etc,

The purpose of project to understand and analyses the “Customer satisfaction” at THE TOTGARS CO-OPERATIVE SALES SOCIETY LTD.

The report begins with introduction about the organization and its location as well as its operation, it will include industry profile and so on the second chapter is all about conceptual background and literature review. The third chapter begins it is research design it covers various sampling techniques as well as data collection. The fourth chapter is about evaluation and interpretation; it is helpful to know customer satisfaction towards various products. The fifth chapter deals with findings, suggestions and conclusions and detail which will be very helpful to deal with essential strategies after the data analysis as done.

- Majority of the customers are related to agriculture business.
- TSS providing Platform to purchase and sale of agriculture product.
- TSS Providing quality inputs and advice for growing betel nut.
- Most of the customers happy for TSS provide quality product and service
- Majority of the customers feel TSS provide one stop solution to the customers

So Totagar’s Co-operative sale society provide good product and service to the customers but suggestion is they have good opportunity increase business throught Karnataka.

CONCLUSIONS:

Majority respondents were aware about the product and service offered by the TSS. The overall TSS co-operative sale society meet the expectation of customer and provide quality product and good service.