

EXECUTIVE SUMMARY

The summer project “customer perception towards solar water pump products” at Mecwin Technologies India private limited. It is the good platform to learn the present and future trends in the manufacturing industry. The perception of the customer towards the renewable energy products depends on the product, quality, price and their marketing efforts.

The report begins with introduction about the organization and its location as well as its process, 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 perception 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.

In each chapter defined above will be helpful to analyse the customer perception towards the solar water pump products.

This study provides detailed information about the perception towards the solar water pump products, with the help of questionnaire, by this Mecwin can analysis its customer satisfaction level and also exception of the customers