

EXECUTIVE SUMMARY

The MBA program offered by VISHWASHARAI AH TECHNOLOGICAL UNIVERSITY, has a unique syllabus which involves MBA students to undertake a project with a prominent corporate organisation for a period of six weeks in 4th semester.

A STUDY ON EMPLOYEES OPINION ON PRODUCT DEVELOPMENT WITH REFERENCE TO METAL STORAGE SYSTEMS PVT. LTD, Bangalore aims at understanding the perception of employees towards product development and its associates. This study helped me to gain much knowledge about this manufacturing industry. The study also helped to interact the employees of metal storage systems, able to understand different functions associated with product development.

The research was conducted as per the marketing research steps and well subjective to meet its objective. It is done by using research method for collecting data from the employees of the metal storage systems, questionnaire was the instrument used for the data collection for this research. Tables and charts were used to transfer data into meaningful information.

The report consists of introduction to industry and company profile. Later the report deals with theoretical background of the study, data collection and analysis, findings and suggestions, conclusion on study undertaking finally ends with bibliography and questionnaire attached to it.