

EXECUTIVE SUMMARY

The productivity of all commercial companies is dependent on the behavioural aspects of consumers in the development of global competition. This topic offers an improvement of the product from the urban cooperative bank of the people of Kochi. This report covers 5 single-species chapters, the record begins with the introduction of the organisation, its operating region, its business form, its accomplishments, etc.

The second chapter is the study and literature review concepts and the short idea of advanced products and services delivered by the People's Urban Cooperative Bank in Kochi, Kerala, where the project is carried out.

The third chapter covers the design of the research, the methodology used in the preparation of this report. This includes sampling, data types used, data collection methods and study requirements, limitations etc.

The fourth chapter provides an overview of the techniques of prediction concepts which show data analysis and interpretation by means of graphic representation, ratio analysis and survey-collected data.

The fifth chapter deals with the results, proposals and conclusions that are extremely important after analysing them.

Every bankruptcy has been planned in each of the 5 chapters as defined above to allow the reader to easily comprehend the content material, and it is supported through figures and information that are important to help the reader develop a clear understanding of the subject.