

**“A study on Customer Satisfaction with special reference to Bangalore
home health care”**

BY

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1AZ16MBA14

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MASTER OF BUSINESS ADMINISTRATION

Under the guidance of

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ACHARYA INSTITUTE OF TECHNOLOGY

(Affiliated to Visvesvaraya Technological University, Belagavi, Approved by AICTE, New Delhi and Accredited by NBA and NAAC)

Date: 24/05/2018

CERTIFICATE

This is to certify that **Mr. Arun V** bearing USN **1AZ16MBA14** is a bonafide student of Master of Business Administration course of the Institute 2016-18 batch, affiliated to Visvesvaraya Technological University, Belgaum. Internship report on **“A Study on Customer Satisfaction Towards Bangalore Home Health Care” Bangalore** is prepared by him under the guidance of **Prof. Suhas Patel**, in partial fulfillment of the requirements for the award of the degree of Master of Business Administration, Visvesvaraya Technological University, Belgaum, Karnataka.


28/5/18

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27th march 2018

CERTIFICATE

TO WHOM SO EVER IT MAY CONCERN

SUB: completion of project report by Mr. Arun v on topic "A study on customer satisfaction with special reference to Bangalore home health care" BHHC Pvt Ltd, Register no. 1AZ16MBA14, 4TH Semester MBA in marketing and hr specialization at acharya institute of technology.

This is to certify that **Mr. Arun v (1AZ16MBA14)** has successfully completed the project that was entitled to him at **BANGALORE HOME HEALTH CARE**. Bangalore from 15th January 2018 to 26th march 2018.

He has successfully completed the project.



DECLARATION

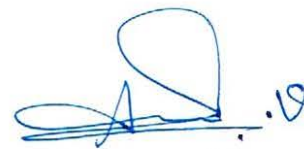
I, **ARUN V**, hereby declare that the internship report entitled “**A study on Customer Satisfaction**” with reference to “**Bangalore home health care**” prepared by me under the guidance of Prof. Suhas Patel, faculty of M.B.A Department, Acharya Institute of Technology and external assistance by Mr. Harish Kumar, Marketing Manager of BHHC pvt Limited.

I also declare that this Internship work is towards the partial fulfilment of the university regulations for the award of degree of Master of Business Administration by Visvesvaraya Technological University, Belgaum.

I have undergone a summer project for a period of Ten weeks. I further declare that this project is based on the original study undertaken by me and has not been submitted for the award of any degree/diploma from any other University / Institution.

Place: Bangalore

Date: 28/05/2018



Signature of the student

ACKNOWLEDGEMENT

I am truly grateful to my external guide Mr. Harish Kumar, Marketing manager, BHHC pvtLimited. and my internal research Guide, Prof. suhas Patel, for their research guidance, encouragement, and opportunities provided.

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EXECUTIVE SUMMARY: -

The organizational study was conducted at Bangalore home health care Bangalore. The objective of the study is:

- To study the organizational structure.
- To study about the structure and functioning of marketing departments.
- To study how the management control various departments for the attainment of the organizational objectives.

Training and learning in a class room will make an individual knowledgeable in theory of the various functions of a company. But a person comes out from class room and visits various industries, in this situation he can learn more from them. In such a situational real experience in the practical functioning and operations of a company can be of very much use to the management studies.

CHAPTER 1

1.1 INTRODUCTION

There are various standard definitions of advertising. Even as the words used by every is quite unique, its apparent all pursuits of advertising are closer to purchaser, concerned about attracting them and keeping them.

Advertising is a business operate and the entire set of processes involved in creating, supplying and communicating price to the customer. Which is followed by using managing consumer relationships, which results in mutual advantages for both trade and its stakeholders.

Advertising can also be the science of determining target market through market evaluation and segmentation, with a comprehensive advantage of buying behaviour, aiming to furnish the high-quality client price.

Nevertheless, advertising is victorious most effective when the organizations vision, mission, and venture and ability to leverage technology align with and complement each and every other, and the trade as a whole.

Although marketing is considered as an indicator for industry success, it's a topic of standpoint.

For illustration: manufacturers like Toyota, Nissan, and nestle have got to rely on marketing to develop and preserve their patron base. For regulated industries like utilities and hospital treatment and small organizations with certain products, marketing could also be low a key and restrained to flyers.

1.2 INDUSTRY PROFILE

Organizations on this industry furnish a variety of expert is nursing and different wellbeing care services, as well as personal care services, to sufferers of there is properties, foremost companies comprise AMEDISYS, Apria healthcare is crew, kindred at residence (a part of kindred healthcare) and linkage holdings (all based in US) together with allied healthcare (UK), LVL scientific team (France) and saint Elizabeth wellbeing care placed in Canada.

Expenditures and expenditures charged through home wellbeing care differentiate from each and every nation to country. In line with world wellbeing company (WHO) most

European international locations spend between 1% to five% of their health care budget to house wellness care offerings (in the USA, residence wellness care money owed for 3% of wellness care expenditure, in step with the Kaiser loved ones foundation) funding sources incorporate confidential pay, taxation (in these international locations with nationalized wellbeing care systems), obligatory or voluntary coverage, and charitable contributions or funding from non-governmental companies.

The U.S. Home wellbeing care enterprise include about 31,000 establishment (single-region organizations and branches of multi-region firms) with combined annual earnings of about \$78 billion.

Competitive panorama

wellbeing reforms effort are using down compensation for clinical offerings, together with residence wellbeing care, and payments are more and more cantered on whether or not vendors meet excellent requisites. All even as, care is being pushed into minimize-rate settings, giving home health care agencies an advantage as they provide a substitute to high priced nursing residence and sanatorium care populations are getting older in international locations worldwide.

1.3 Company profile

Bangalore home health care (BHHC) is a licensed house care company and supplemental staffing service that suggest a full range of residence take care of the aged, ailing or residence bound in Bangalore. Founded n -as a neighbourhood provider group. Bangalore house wellness care (BHHC) is a licensed house care centre.

Bangalore home wellbeing care (BHHC) presents a full variety of excessive best, coat effective and powerful residence wellbeing care and personal care offerings for the elderly, ailing or house sure. They also present chiefly informed paediatric. If any harm. Hospitalization or different medical situation necessities. House care services, whether on an hourly, daily, brief time period or long-time period foundation. Bangalore home wellness care (BHHC) will in shape your character care necessities with the ready employees high acceptable to meet your needs.

1.4 VISION

BHHC truly care in regards to the sufferers and loved ones they serve, their order for delivering exceptional care and tremendous carrier makes them depended on choice for healthcare at dwelling.

Probably the finest relationship they've in lifestyles are those rooted in usual trust,

The house care professionals at Bangalore dwelling wellbeing care work carefully with sufferers and families every day in orders achieve trust, they try this via expressing working out for their situations, taking time to guide them makes instructed choices, and offering the best possible degree of care within the enterprise.

1.5 MISSION

- Get higher pleasant of lifestyles by using promoting independence
- keep patients comfy at their own house
- offer fine in-house care services
- educate contributors to present high great dwelling care and suggest gainful employment for those within our communities.

1.6 QUALITY POLICY

A wide variety of house care choices. Their trusted good-proficient employees of listed nurses, home wellbeing aides and individual care aides are all entirely screened and insured.

1.7 PRODUCTS AND SERVICES OF BHHC

- customized maintain each situation
picking to ask caregivers into your lifestyles and into your dwelling is a gigantic decision. At Bangalore home wellness care (BHHC) they pride themselves on delivering the best possible high-quality home care offerings that you would be able to find, and providing them with compassion, excellence and reliability.
They had the privilege of supplying in residence care to thousands of purchasers nationwide considering Bangalore home wellbeing care (BHHC) has a long time of experience. Each of these clients has had them possess set of individual needs, and they have got worked with everyone to enhance and provide a customized care plan headquartered on their health goals. On account that Bangalore home wellbeing care (BHHC) offers a wide type of offerings, they are ready to readily adjust your care plan and services must your wants exchange.

Listed below are some of the offerings they offer to their customers. Your personalised care plan would compromise offerings from or extra of those discipline depending on your individual desires.

- personalised care and companionship offerings

help at dwelling for each day pursuits can bring freedom and peace of intellect, especially for families residing with Alzheimer's sickness or dementia. Care is provided in shifts of two as much as 24 hours a day, with on name help accessible 24 hours a day.

- exclusive obligation nursing care

Ongoing compassionate maintain persons with spinal cord accidents, shocking brain accidents, ALS, MS, and more, is provided hourly via nurses from 2 to 24 hours a day, with on name aid obtainable 24 hours a day.

- home wellbeing care

Bangalore residence wellbeing care (BHHC) clinicians talk over with your residence to furnish custom-made, surgeon prescribed care after a health centre stay, ailment or injury to guide you rehabilitate and attain your most excellent degree of independence or to proactively control persistent conditions to help stop useless hospitalization. Provider many include:

Their expertise nurses, psychoanalyst, and aides centre on each special patient or patron to provide the suitable clinical and rehabilitative, or emotional and support desires or every character and his or her loved ones.

- dwelling wellness care offerings for high first-rate care

If patients have become better from health problem, damage or surgery, BHHC's incredibly skilled scientific workforce of care givers will create a cosy, worthwhile and specialised environment in their house. They promise to hold the highest first-class requisites in our delivery of residence health care.

Their approach o sufferer care is headquartered on the faith every patient is a certain character with detailed necessities. Their committed employees coordinate with patient's healthcare professional, loved ones, care givers, and group carrier.

They're devoted to sufferer's full recovery and return to a pleasant life with offerings that incorporate:

- skilled nursing

expert nursing presents a kind of offerings which contains of disorder administration, put up-surgical care, and wound care. Bhp's informed case managers coordinate and guide every patient's overall plan for care.



- bodily cure

bhp's bodily therapists have a depth of potential in helping patients recover from fall wound, joint substitute surgeries and stroke related disabilities. Bodily treatment offerings support the sufferer in studying the best way to reinstate operate by means of coaching on walk make use of stick, walker, wheel chair. Synthetic limb. Vigour conservation and return to work fame.



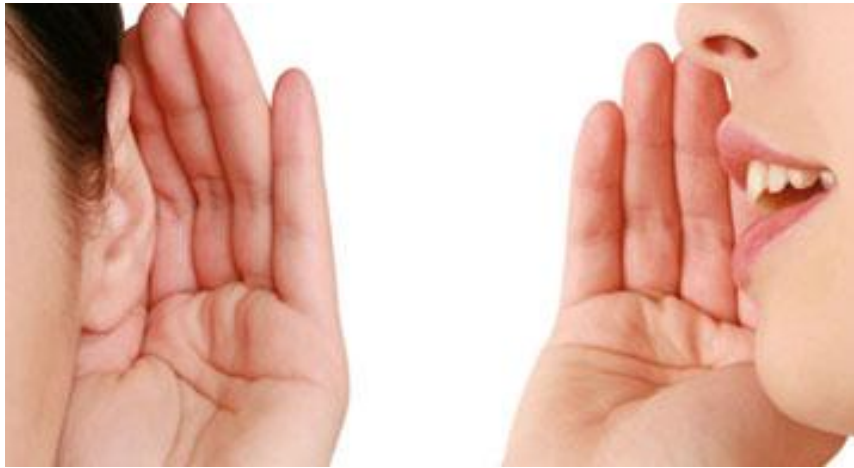
- work related treatment

work related treatment services aid the sufferers in studying easy methods to carry our daily dwelling talents such as bathing, easy up, dressing and toileting to guide return to their prior stage of independence and mobility. Bhp also behaviour a fall risk comparison on the sufferer's residence and make advice to get better patient defence.



- speech healing

this kind of provider aid the sufferer in restoring language and verbal exchange abilities to get better satisfactory of life.



- scientific social worker
clinical social employee asks with the patient regarding financial, social, and transportation problems and assist to installed long term plans, catastrophe intervention and counselling.



- certified house wellness aide
in combination with skilled nursing services and remedy services, Bangalore home health care furnish aid with bathing dressing light meal practise, and minimal loved one's tasks on.



- long term care

term care is a specialised carrier supplied by means of our experts and also affiliated services like supplying residence-care offerings like nursing, clinical/non-medical offerings, assisting the patients or humans who are bodily/mentally disabled.



- new born and mother care

bhnc nurses can provide specialised care for premature or low birth weight toddlers, toddlers with underlying scientific conditions, or those who experienced beginning trauma.



- NRI deal with family overseas care by way of health care for the reason that this, bhhc have launched a unique personal management service to aid the NRIs in a fashion that one would love and serve his possess family. Their whole personal management services are completely designed to aid the NRIs and their family. The services incorporate child care, father or mother care, domestic care, wellbeing care, property administration, event, administration, tours and travel administration and economic management.



- publish-surgical care with the aid of health care when a surgical procedure, healing or system is vital, getting is scheduled and dealing via the logistics can get concerned and elaborate. They ae completely

customized and wholly flexible to make their clients comfy and present peace of intellect to loved one who fear from a long way.

1.7 AREA OF OPERATION

Bangalore house wellbeing care (BHHC) operates far and wide Bangalore, from east to west, north to south, there are proper now jogging cases from distinct ingredients of Bangalore for instance from jakkur, bannerghata, Koramangala and many others....

As it's an -up which has effectively accomplished a year has only branch located in Kaggadasapura.

1.8 INFRASTRUCTURAL FACILITY

As this is provider founded industry, accordingly the infrastructural facility available are in terms of facilities availed to their consumers. They're within the type of:

- Transportation facility to our workers (opt for and drop to workers)
- pre-assessment to patients
- different scientific tie B.S.Ch. as diapers and other clinical instruments
- customised offerings according the patron's necessity
- on the spot response to the purchaser's standards
- substitute of staffs if now not adjusted
- handy monetary transactional choices
- pg facility for the employees.

1.9 COMPETATORS INFORMATION

1. India residence health care
2. Dwelling care nursing Bangalore

- three. Nightingales dwelling wellbeing offerings and physical treatment clinic
4. Dwelling nursing offerings Bangalore
5. Samkhya house nursing offerings Mara thalli
6. Neuro rehabilitation centres in Bangalore old age homes, health care centre, rehabilitation centre.
7. United wellbeing care
8. Well being heals
9. Apollo home care
10. Auralike house healthcare
- eleven. Ragas residence care offerings
12. Darshan home nursing services in Bangalore
- thirteen. Omega healthcare management services exclusive restricted
14. Prana healthcare
15. Bio care house health care services
- sixteen. Lifestyles care

1.10 SWOT ANALYSIS

Strength

- The fee of working a residence well being care is frequently low
- as more and more folks grow to be sixty five or older, the demand for these services is as a rule expected to broaden radically
- their revenues are immune from terrible alterations in the economy as these offerings are well known despite whether there's monetary progress or a recession.
- the barriers to entry are moderate given the licensure necessities foe these firms.

WEAKNESS

- competitors is most commonly excessive
- unavailability of skilled labour

- clients changing wishes and needs
- unhealthy circumstances

OPPORTUNITIES

- increasing to ancient age homes
- obtaining small character start ups
- Tie up with reputed hospitals
- research of good staff

Threats:

- reduction of reimbursement schedules among confidential coverage and publicly centered healthcare programs
- competitive threats
- government coverage
- legal problems
- Unavailability of cases
- Low marketing spirit

1.11 FUTURE GROWTH AND PROSPECTS

Develop in want: thousands of men and women are accomplishing an age the place they are going to need some style of homecare, growing the expanse of the enterprise. With so many humans in want, the industry will reply by means of developing to fulfil every person's demand.

Affordability: many people are realizing that house care is a way cheaper route to supplying humans with the assisted dwelling services and nursing houses.

Aging in location: persons are starting to fully grasp the value of serving to the aged be competent to age in location or keep in them possess dwelling. This helps them maintain some independent, be happier, and be able to stay of their loved one's environment, dwelling care is the option that enables them to do that.

Comfort: rather than taking the aged or sick out of the home for appointments the house care enterprise can carry a lot of these to the man or woman. This presents a handy route to getting folks the assistance they want.

CHAPTER 2

2.1 THEORETICAL BACKGROUND OF THE STUDY

In keeping with Philip Kotler, a carrier is “any activity or improvement that one get together can offer to yet another i.e. Essentially intangible and does not outcome in the possession of anything.” The American advertising organization defines services as – “events, advantages and satisfactions which might be offered on the market or are provided in connection with the sale of items. “the defining characteristics of a service are:

1. Intangibility: services are intangible and do not have a bodily existence. Hence services cannot be touched, held, tasted or smelt. That is most defining function of a service and that which in particular differentiates it from a product. Additionally, it poses a targeted project to those engaged in advertising a carrier as they have got to attach tangible attributes to an or else intangible offering.
2. Heterogeneity/variability: given the very nature of offerings, each and every provider delivering is designated and cannot be pprecisely repeated even through the same carrier supplier. Whilst products may also be homogeneous the equal is just not real of offerings.
3. Perishability: services are not able to be saved, saved, back or resold as soon as they have got been used. As soon as rendered to a customer the carrier is completely consumes and are not able to be delivered to another customer.
4. Inseparability/simultaneity of creation and consumption: this refer to the truth that services are generated and consumed with the same time period.

With regards to provider marketing, the expertise of the client is what counts the most and additionally it is the hardest part to market. A service rendered relies also on the moods of the purchaser at that specific time. These causes make offerings advertising particularly difficult. An essential part of carrier advertising is determined by the relationship the seller is in a position to establish with the patron. Their degree of trust can also be larger in folks they are accustomed to. Marketer ought to recall this and perpetually create just right relationships with their shoppers. To realise each customers psyche is not possible when a trade might have many buyers, but one has to recollect the most of human behaviour is particularly identical in nature regardless of their age, race etc.... The solution to having a massive quantity of patrons is creating a demographic of in a similar

fashion behaving contributors, understanding the demographic and catering to their needs. It is particularly significant to hold fine in terms of product and repair for it to be a success.

Carrier marketing combine

the provider advertising and marketing combine is also known as an improved advertising combine and is an essential a part of a service blueprint design. The product marketing mix contains the 4ps which pricing, product, promotions and placement are. The multiplied provider advertising and marketing mix contains three further p's men and women, procedure and bodily evidence. All of those explanations are fundamental for most beneficial carrier supply.

Product- the product in service advertising mix is intangible in nature. Like physical products akin to cleaning soap or a detergent, carrier products cannot be measured. Tourism enterprise will also be an high-quality illustration.

At the same time service are heterogeneous, perishable and are not able to be owned. The service product accordingly needs to be handles with care.

Place- place in case of service determine the place is the carrier product going to be placed.

Promoting- it has come to be a imperative component within the carrier marketing mix. Offerings are effortless to be duplicated and as a consequence it's ordinarily the company which sets a provider aside from its counterpart.

Pricing- pricing in case of services is as a substitute more complicated than in case of merchandise. Most of the time, service pricing includes taking into account labour, material price and overhead expenses. By means of including a profit mark-up, you get your final carrier pricing.

Humans- humans is among the elements of carrier marketing combine. Individuals outline a carrier. In case of provider marketing, people could make or wreck an institution. This many organizations have involved into mainly getting their employees knowledgeable in interpersonal capabilities and customer carrier with a centre of attention in the direction of consumer delight. Actually, many corporations have got to bear accreditation to exhibit that their staff is healthier than the leisure. Definitely a USP in case of offerings.

Procedure- provider approach is the way wherein a provider is delivered to the top purchaser. As a result, the method of a provider company in supplying its product is of maximum importance. It is also a central component within the service blueprint, wherein earlier than beginning the provider, the corporation defines precisely what should be the process of the provider product attaining the top patron.

Physical proof- the final detail in the carrier advertising combine is an awfully foremost element. As mentioned before, offerings are intangible in nature. Nonetheless, to create a better client expertise tangible element are additionally delivered with the service. A number of occasions, bodily proof is used as a differentiator in carrier marketing.

Customer delight

consumer pleasure is a advertising and marketing time period that measures how products o services offered with the aid of a organization meets or surpass a client's expectation. Patron pride is foremost due to the fact it presents marketers and industry house owners with a metric that they are able to use to manipulate and fortify their corporations.

Here are the top six causes why customer satisfaction is so principal:

- It's a factor of differentiation
- It reduces negative phrase of mouth
- It's a leading indicator of client repurchase intensions and loyalty
- It reduces patron churn
- It's a more cost effective to hold patron than gather new ones
- It increases client lifetime price

It's a point of differentiation: in a competitive marketplace where industry compete for customers; client delight is seen as a key differentiator. Firms who achieve these cut-throat environments are those that make consumer delight a key element of their trade technique.

Picture two firms that offer the certain identical product. What's going to make you choose one over the other one?

If you happen to had suggestion for one business would that sway your opinion?

Commonly. So how does that suggestion originally begin?

Almost certainly it's on the again of an excellent purchaser experience. Firms who present potent patron experiences create environments where pleasure is excessive and customer advocates are plenty. This can be a example of where patron pride goes full circle. Not handiest can customer delight help you preserve a finger on the pulse of your existing shoppers, it will probably additionally act as a factor of differentiation for brand spanking new buyers.

It reduces negative phrase of mouth

McKinney fond that a sad consumer tells between 9 to fifteen humans about their expertise in fact, thirteen% of unhappy shoppers tell over 20 men and women about their experience.

That's a loss to manufacturer!

How much will that impact your corporation and the brand and the status for your enterprise?

Purchaser satisfaction is tightly linked to earnings and repeat purchases, what customarily gets forgotten is how client satisfaction negatively influences the trade. Its one factor to lose a purchaser considering they wee unhappy. Its one more thing completely to lose customers for the reason that of some bad phrase of mouth. To eliminate bad phrase of mouth you ought to measure consumer satisfaction on an ongoing groundwork. Monitoring alterations in pride will help you identify if buyers are definitely completely happy together with your provider.

It's a leading indicator of client repurchase intensions and loyalty

purchaser delight is the satisfactory indicator of how seemingly a customer will make a purchase one day. Asking customer to fee their satisfaction on a scale of 1 to 10 is a good way to see identification they're going to grow to be repeat buyers or even advocates.

Any patrons that provide you with a ranking of seven and above, may also be regarded as convinced, and which you can safely count on them to return back and make repeat purchases. Buyers who give you a ranking of 9 or 10 are your talents client advocates who which you could leverage to end up evangelists on your company. Rankings of 6 and under are warning that a patron is unhappy and at risk of resigning. These consumers need to be placed on a consumer watch record and adopted up so that you may assess their low satisfaction reasons.

It reduces client churn

An Accenture world patron pride document of 2008 found that cost just isn't most effective the primary cause for client churn, it's really due to the total terrible excellent of consumer carrier.

Client satisfaction is the metric that you should use to curb client churn. Through measuring and monitoring customer pleasure that you would be able to put new techniques in position to develop the overall satisfactory of your patron provider. Thus, they advise on exceeding consumer expectations and wowing buyers at each opportunity. Doing this for six months, then, measuring pride once more to seek out whether your new initiatives have had a confident or terrible pleasure.

It's cheaper to keep shoppers than collect new ones.

This is in most cases the most publicized patron satisfaction statistic available in the market. It charges six to seven instances more to acquire new purchasers than it does to keep existing customers.

If that stats don't not even strike in accordance with then you definitely there may be now not much else anyone can do display why customer pride is most important. Purchasers fees a lot of money to collect. Marketing group spend lot of money on getting attention of possibilities, nurturing them into leads and shutting them into earnings.

2.2 LITERATURE REVIEW

1. **Denhardt, Denhardt and Aristeguieta (2008)** define 4 examples. Motivation isn't:(1) directly observable, (2) the same as pleasure, (three) perpetually mindful, and (four) immediately controllable.

2. **Bruce and Peptone (1999)** advocate an interesting point of view consistent with which managers are not able to motivate employees, managers can handiest impact what employees are motivated to do.

3. **Galen's and Roussel, (1999)** even as a employee could also be very satisfied through the compensation of their job, there are countless occasions the place these employees usually are not entirely influenced to continue doing.

4. **Takayuki Nakanishi** is a lecturer at Ibaraki institution in Japan. His research interests are second language motivation, and phone application.

5. **Campbell and Pritchard (1976)** outline motivation as being the set of psychological approach that purpose the initiation, course, depth, and persistence of habits.

6. **Dwayne Devenish, (2007)** for this reason, recommends managers to adopt a proactive approach in terms of accomplishing self- motivation practices.

7. **Wylie (2004)** moreover recommends focusing on unique variant of intangible motivational instruments such as celebrations of birthdays and different important dates with the participation of whole crew.

8. **Shields (2007)** The function of facilitating first-rate subordinate- advanced communicate at various levels easily employing a broad variety of verbal exchange

channels has been praised in phrases of its positive contribution in boosting worker morale.

9. **Victor Vroom (1964)** It emphasizes that motivation is founded on the quantity of effort required to gain a particular end result. This framework states basically that motivation plus effort results in efficiency, which then results in outcomes.

10. **Lockley, (2012)** in keeping with supplying training and progress programs that easily contributes to private and respectable progress of contributors is a further mighty employee motivation strategy.

11. **Lawrence Nurse, Dwayne Devenish, (2007)** stresses two specified expertise of this sort of apply that relate to offering staff a risk to raise their considerations and put across their features related to quite a lot of elements of their jobs.

12. **Abraham Maslow (1943)** established on Hierarchy of wants theoretical framework proposed through in line with which there is a detailed hierarchy for individuals and more human needs have to be convinced to ensure that the subsequent degree desires to be as motivation.

13. **Dorney (1996)** Motivation to be trained a second language is a complicated and eclectic psychological construct that entails several non-social motives as well.

14. **Lopes (2012)** alternative working patterns reminiscent of job-sharing, and flexible working were as strong motivational instruments. Lopes argues that motivational elements of substitute working patterns together with other advantages are liked via number of businesses.

15. **Thomas (2009)** in keeping with him the fundamental project of motivation in offices is identifying what motivates every person employee taking into consideration his or her man or woman variations.

16. **Clement (1994)** outlined motivation into three phases that are language degree, learner degree & studying quandary degree. These phases meet the constituents of the 2nd language learning system (target language, language learner, learning atmosphere) and in addition mirror the three elements of language (social, personal, and educational area matter dimension).

17. **Gardner & Lambert (1972)** proposed that motivation is influenced by using two orientations to language studying. An integrative orientation is natural of any person who identifies with and values the goal language and community, who systems language study with the intention of coming into that neighbourhood.

18. **Herzberg (1968)** conception posited a two- component model of labour motivation, specifically” job satisfiers” and “job dissatisfies”. Job dissatisfies outlined extrinsic work motivational motives. The absence of those conditions at surest levels induced job dissatisfaction.

19. **Mayo’s group, such as Fritz Roethlisberger, & T.N Whitehead,** discovered that opposite to scientific administration concepts, “international variables make the change in motivating humans-things like awareness paid to staff as members, manage over them possess work, variations between character’s needs, the willingness of managers to pay attention, staff norms, and direct feedback”.

20. **Nitti Sharma & Sonika Sharma (2012)** This factor has been explained by insisting that unique practices akin to engaging in optimistic arguments and dialogues in

office can prove to be particularly motivational for the representatives of Western tradition, the identical set of practices can show to be counterproductive for workers from Asian countries as a result of mammoth go- cultural differences

CHAPTER 3

3.1 STATEMENT OF THE PROBLEM

The principal assignment home cares face is their ability to deliver first-rate care to residents. Already in frail health, residents of nursing homes are more likely to experience fast decline in their wellness popularity if they're subjected to inappropriate or inadequate private healing and hospital therapy. Questions stay about whether inappropriate or insufficient medication is due to understaffing or negative employees training. Additional, there's nonetheless much that is unknown about what types of healing are appropriate and robust for this susceptible populace. Efforts in latest years have fascinated with setting up measurable best requisites for nursing home care. Such requirements serve the twin motive of certifying the high-quality of care for regulatory functions and as a foundation for purchaser determination selection making about entering, or placing a frail based, in a nursing house.

3.2 Need for the study

- To provide individual care at very To provide private comfortable zone.
- To advertise the option of speedy therapy and recuperation
- To fully grasp the base to make the residents independent.
- To make the family and pals to be in consistent touch.
- To increase the defence of sufferers
- To avoid error.

3.3 Objective of the study

- To find out motives which influence the customer's shopping choice regarding BBHC
- To know about the offerings provided by way of BHHC
- To recognize the desires and expectation of patron closer to BHHC products
- To discover delight levels and motives for dissatisfaction.

- To propose suggestion and build a powerful advertising approach

3.4 Scope of the study

The be trained will expose the wide advertising proposal and its implications out there. It's going to help the corporation to be trained the patron behaviour and their satisfaction stage toward the corporation and its products and offerings concentrating on nursing offerings.

This be trained is confined to the customers who are the patrons of BHHC products and covers their attitudes, perception, and preferences and pleasure stages.

This learn entails understanding the reward function of BHHC restricted and likewise this study is valuable for the enterprise to take better selection concerning the gift pattern.

This learn can be beneficial to the employees who're working in an supplier and scope of this learn may be very useful to the longer term study and development of the manufacturer.

3.5 Research Methodology

The method of study is descriptive research, describes knowledge and characterises in regards to the populace or phenomenon being studied. Descriptive study which can also be outlined as statistical study answers the questions similar to who, what, where and how?

Even though the information description is factual, correct and systematic, the research can't describe what caused a hindrance. Thus, descriptive research cannot be used to create a causal relationship, the place one variable impacts a different. In other phrases, descriptive study cab be said to have a low requirement for internal validity.

Sample design

easy random sampling process was adopted. The customers of BHHC had been interviewed through questionnaires.

Sampling measurement

A sample of one hundred respondents had been taken

process of information assortment

The learn being descriptive in nature usually relies on primary data and secondary data.

Principal study (also known as field research) which entails the conduction and compilation of study for the cause it was supposed.

Secondary study (also known as desk research) is at the beginning conducted for on reason, but regularly used to help the other intent and purpose.

3.6 Limitation of the study

- The be taught used to be carried out according to the convenience of the researcher. So, the samples collected may not supply out right knowledge.
- The be trained suffered from the time and rate constraints
- The respondents would have supplied solutions which might not be real, in view that the respondents could had been subjected to personal bias.
- Drawback in getting response from each person as a result of lack of curiosity
- The gain knowledge of used to be focusing most effective on betterment of BHHC
- BHHC's staffs are furnished throughout Bangalore but the learn is most effective restricted to buyers of south.

3.7 Chapter scheme

Chapter 1: introduction about the subject of be trained performed, in this case its is advertising, industry profile of the enterprise with its own overview, promoters, vision, mission, and nice coverage of the company. Merchandise and offerings furnish by using the enterprise, infrastructural facility, most important competitaors, swot analysis, future development and financial progress of the corporation.

Chapter 2:

Conceptual heritage of the learn carried out and literature review of at lest 20 references.

Chapter 3:

statement of the obstacle, want for the gain knowledge of, objectives, scope of the gain knowledge of, study methodology, hypothesis, limitations, chapter scheme.

Chapter 4:

analysis and interpretation of the information accumulated with principal tables and graphs through making use of statistical instruments need to be integrated.

Chapter 5:

abstract of findings, conclusion and suggestions

Bibliography

Annexure principal to the challenge equivalent to figures, graphs, portraits etc....

CHAPTER 4

Data Analysis and Interpretation

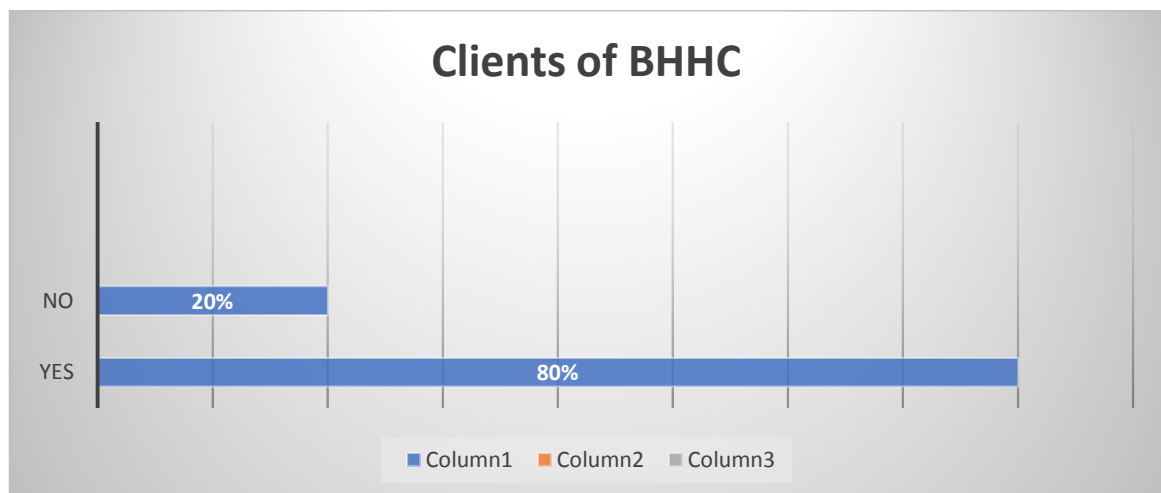
Table no: 4.1.1

Are you a client of BHHC?

CLIENTS	RESPONDENTS	PERCENTAGE
Yes	80	80%
No	20	20%
Total	100	100%

Chart no 4.1.2

Showing the percentage of clients of BHHC



Analysis

The above chart and table shows that among the respondents 80% are clients of BHHC home care, and 20% are not the clients of BHHC home care.

Interpretation

The above table indicates that the organization has maximum consumers and but to attain few extra shoppers in the coming years to come.

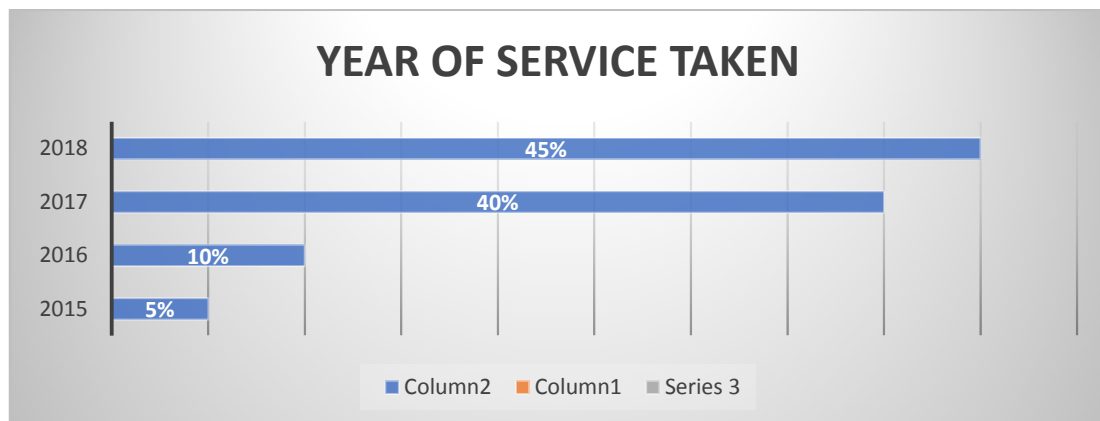
Table no 4.2.1:

What is the year of service taken?

YEAR	RESPONDENTS	PERCENTAGE
2015	05	05%
2016	10	10%
2017	40	40%
2018	45	45%
Total	100	100%

Chart no 4.2.2:

Showing the year of service taken?



Analysis

The above table and chart shows that most of the clients have taken service from BHHC in the year of 2018, and many of them at the year 2017, and few of them at 2016, and none of them at at 2015. Hence its proved that the business has been improving from year to year.

Interpretation

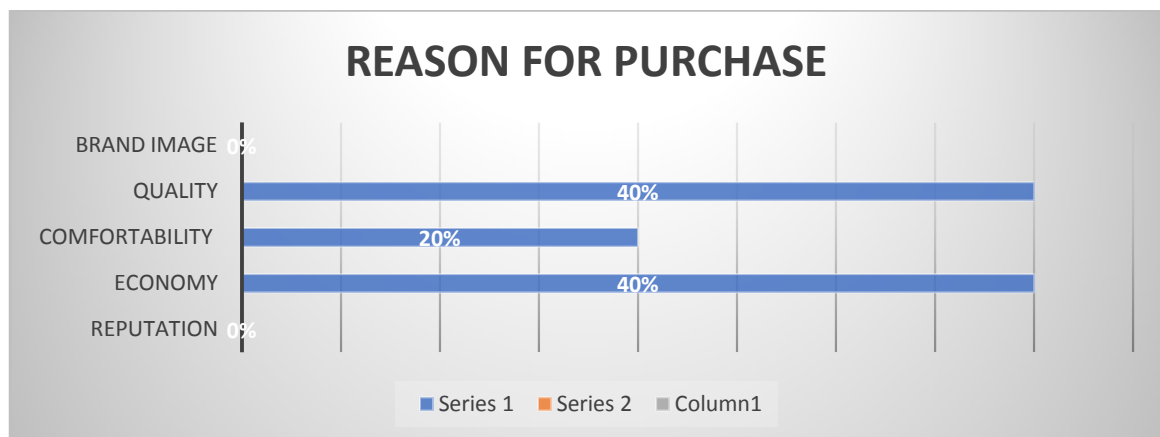
The above table shows that the clients have expanded in numbers from 12 months to 12 months, and has marked absolute best percentage in 2018 which suggests it may expand in future.

Table no 4.3.1

Why do you prefer service to be rendered from BHHC?

SERVICE	RESPONDENTS	PERCENTAGE
Reputation	00	00%
Economy	40	40%
Comfortability	20	20%
Quality	40	40%
Brand image	00	00%
Total	100	100%

Chart no 4.3.2



Analysis:

The above table and chart shows that the customers prefer BHHC'S services because of its economic value and quality of service provided although comfortability plays a little role of about 10%, brand image and reputation bth fail to attract any customers.

Interpretation:

The above desk and chart represents that the cause behind the purchase of service from BHHC is regularly both financial system or high-quality of service and the enterprise indicates pleasant commitment towards it.

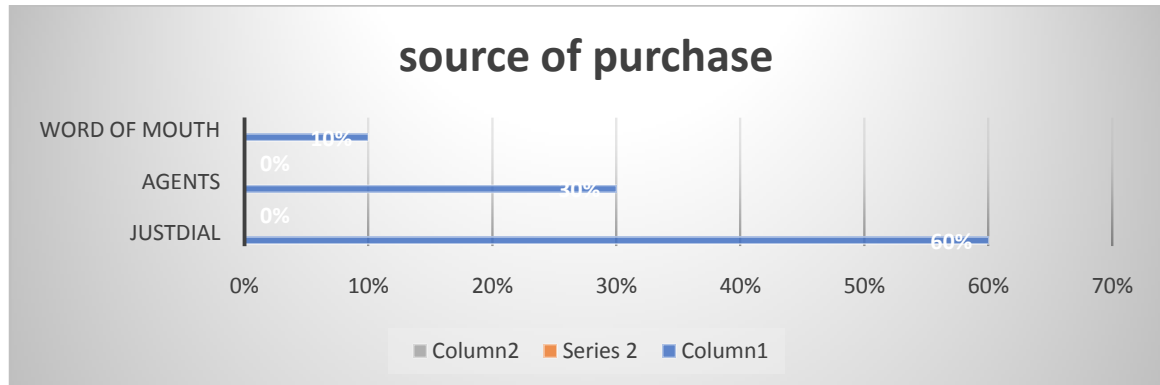
Table no 4.4.1:

How did you get to know about BHHC?

SOURCE	RESPONDENTS	PERCENTAGE
Justdial	60	60%
Newspaper	00	0%
Agents	30	30%
Television	00	00%
Word of mouth	10	10%
Total	100	100%

Chart no 4.4.2:

Showing the source of information about BBHC



Analysis:

The above table and chart shows that more of customers are sourced through Justdial, many from agents, and only few word of mouth, and none from television and newspaper.

Interpretation:

The above desk shows that sources of understanding concerning the company is broad and the many of the useful supply is Justdial which is extensively used by many humans all around the globe.

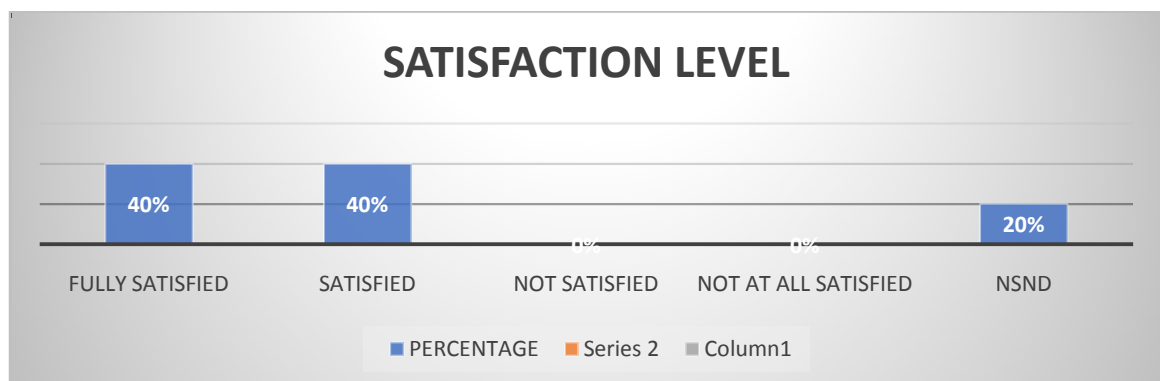
Table no 4.5.1:

Satisfaction level of customers about service provided?

LEVELS	RESPONDENTS	PERCENTAGE
Fully satisfied	40	40%
Satisfied	40	40%
Not satisfied	00	00%
Not at all satisfied	00	00%
Neither satisfied not dissatisfied	20	20%
Total	100	100%

Chart no 4.5.2:

Showing the satisfaction level of customers.



Analysis:

The above table and chart shows that many of the customers are fully satisfied with the service provided by them and equally satisfied, and few of them or neither satisfied nor dissatisfied, and none of them are not satisfied or not at all satisfied.

Interpretation:

The satisfaction of consumers suggests no so much excitement for the corporation it simplest indicates average pleasure degree from clients side which have to be looked after with the aid of the company in future.,

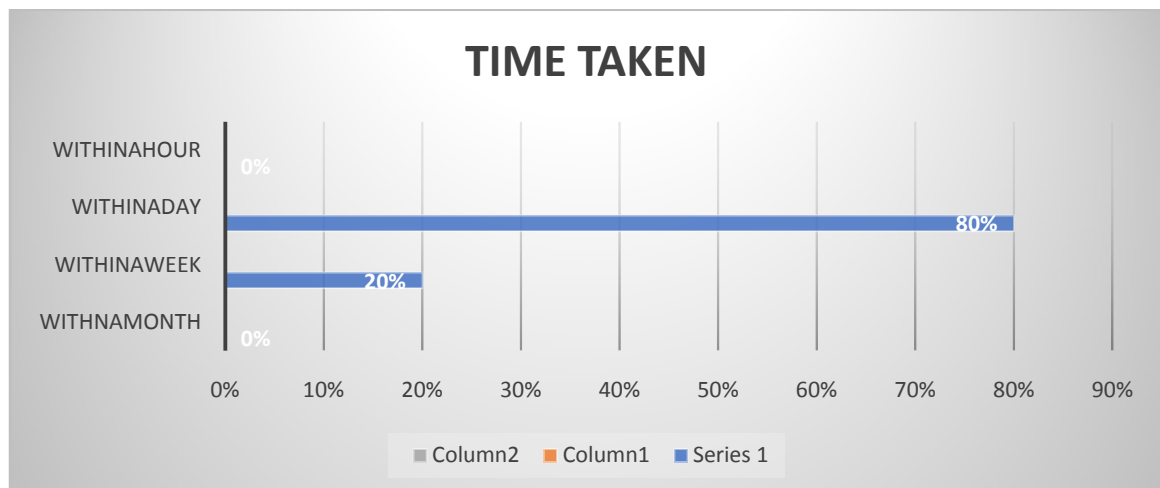
Table no 4.6.1:

What is the time taken by company to solve any problem occurred?

TIME TAKEN	RESPONDENTS	PERCENTAGE
Within a month	00	00%
Within a week	20	20%
Within a day	80	80%
Within an hour	00	00%
Total	100	100%

Chart no 4.6.2:

Showing the time taken by BHHC to resolve the issue if occurred.



Analysis:

the above table and chart shows most of the customers are addressed to the issue within a day of problem arises, and many of them with in a week, and none of them are addresses within an hour (as earlier) or within a month (as later).

Interpretation:

The above table and chart shows that the desolation of the limitation is carried on well via the enterprise and it most takes position inside a minimum interval of time for patrons remedy.

TABLE NO 4.7.1:

What is your opinion about training provided to staff of BHHC?

TRAINING	RESPONDENTS	PERCENTAGE
Excellent	65	65%
Very good	20	20%
Good	00	00%
Average	15	15%
Poor	00	00%
Total	100	100%

Chart no 4.7.2:



Analysis:

The above table and chart shows that most of the customers feel that the training given to customers is excellent, and many of the customers feel that its very good, and few of them feel that its average, and none of them feel its either good or poor.

Interpretation:

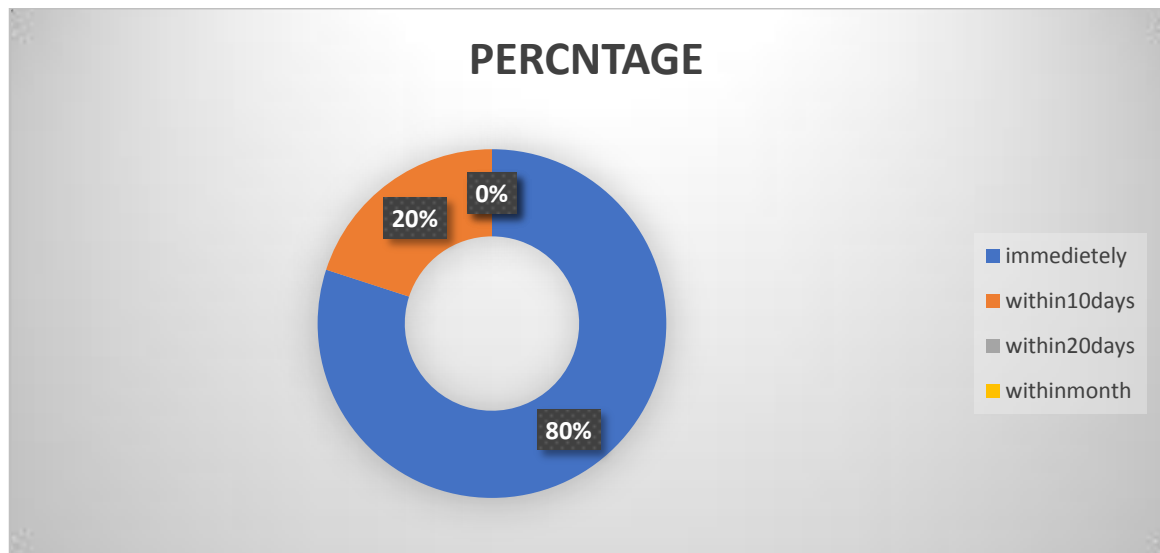
From the above table it is clearly shows that the training facility provided from the company towards the staff is working good and making some effect on the satisfaction provided from the company.

Table no 4.8.1:

How does the replacement take place?

PREOCESS	RESPONDENTS	PERCENTAGE
Immediately	80	80%
After 10 days	20	20%
After 20 days	00	00%
After a month	00	00%
Total	100	100%

Chart no 4.8.2:



Analysis:

The above table shows that the replacement of staff happens immediately most of the time and some feel it happens within 10 days and none of them feels it takes within 20 days or within a month.

Interpretation:

The above desk shows that the replacement of the staff from the residence of clients is usually performed very early giving no choice for late replacement which may cause trouble to the clients.

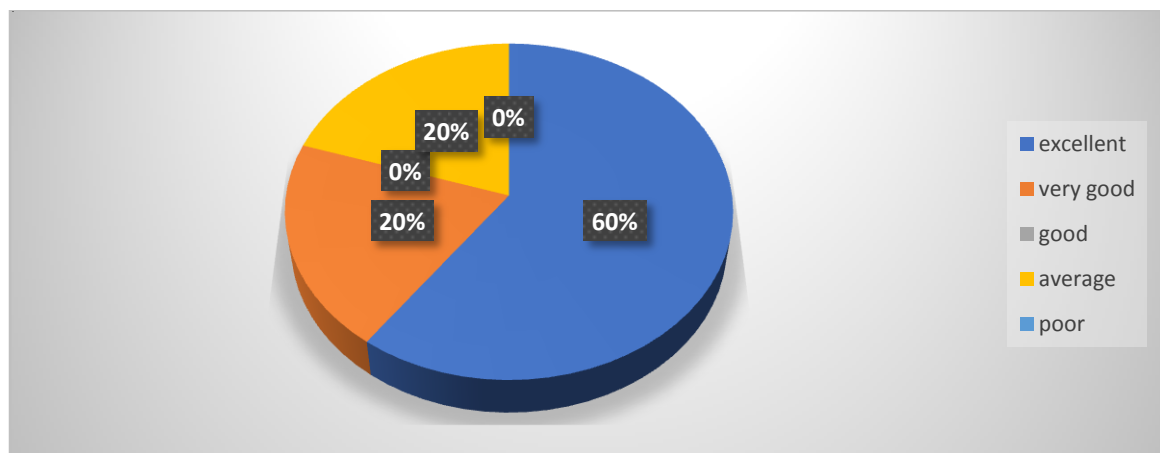
Table no 4.9.1:

Rate the customer care service?

SERVICE	RESPONDENTS	PERCENTAGE
Excellent	60	60%
Very good	20	20%
Good	00	00%
Average	20	20%
Poor	00	00%
Total	100	100%

Chart no 4.9.2:

Showing the degree of customer service provided.



Analysis:

The above table and chart shows that most of the customers feel that customer service at BHHC is excellent, and many of them feel that average, and many of them feel that its very good, and neither of them feel its poor or good.

Interpretation:

The above table and chart shows that customer service facility provided company either online or offline is kind of working well for the company helping them to build the strong clients line.

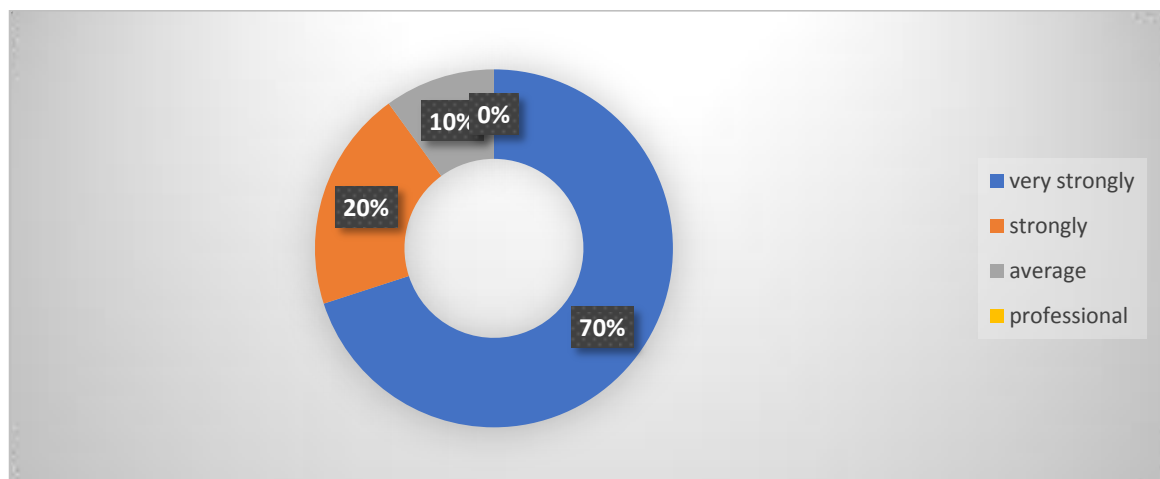
Table no 4.10.1:

Does BHHC maintain a strong customer relationship?

CUSTOMER RELATIONSHIP	RESPONDENTS	PERCENTAGE
Very strongly	70	70%
Strongly	20	20%
Average	10	10%
Professional	00	00%
Total	100	100%

Chart no 4.10.2:

Showing the degree of customer relationship.



Analysis:

The above table and chart shows that the customer relationship maintained in BHHC is very strong and some of them feel its strong, only few feel its average, and none feel its professional.

Interpretation:

BHHC maintains a strong customer relationship by keeping a eye on the staff on daily basis, they also exercise a great deal of care to the patients.

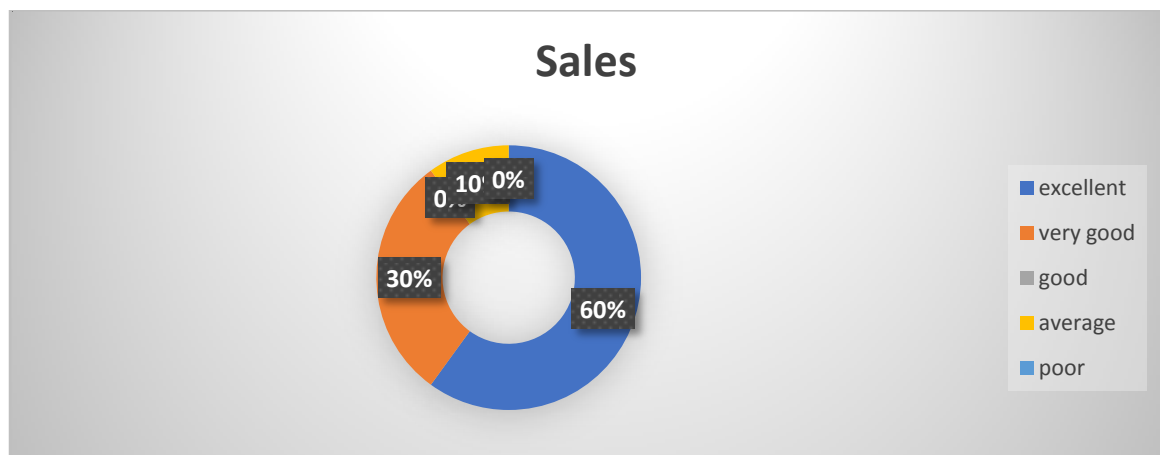
Table no 4.11.1:

Rate the behaviour of staff?

BEHAVIOUR	RESPONDENTS	PERCENTAGE
Excellent	60	60%
Very good	30	30%
Good	00	00%
Average	10	10%
Poor	00	00%
Total	100	100%

Chart no 4.11.2:

Showing the degree of behaviour showcased by staff of BHHC.



Analysis:

The above table and chart shows that so many of customers feel that the behaviour of staff is excellent, and many of them feel its very good, few of them feel its average and none of them feel its neither good or poor.

Interpretation:

The above table and hart shows that the behaviour shown by the staff of customers is very good and most of the response by customer is excellent which shows that clients are very happy and delighted by the behaviour.

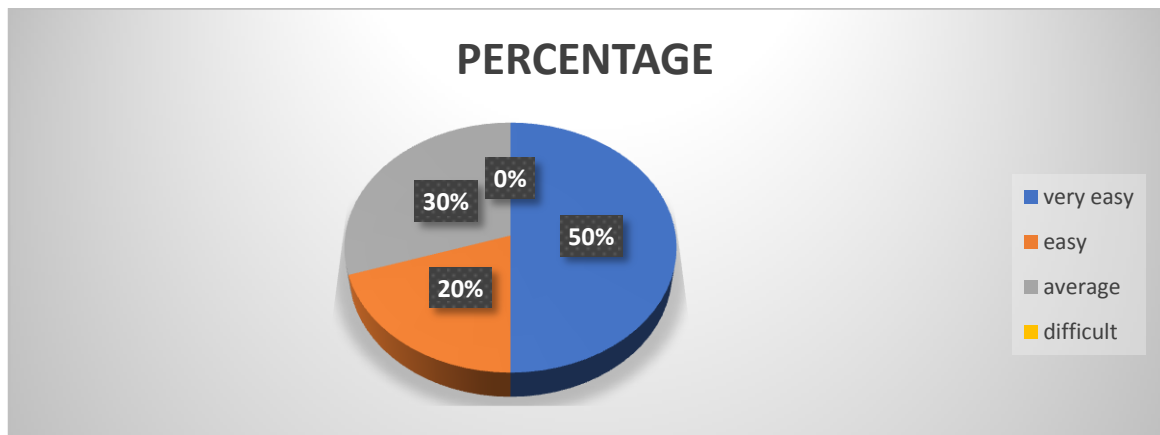
Table no 4.12.1:

How is the payment options availability to customers?

PAYMENT OPTIONS	RESPONDENTS	PERCENTAGE
Very easy	50	50%
Easy	20	20%
Average	30	30%
Difficult	00	00%
Total	100	100%

Chart no 4.12.2:

Showing the availability of payment options.



Analysis:

The above table and chart shows that the payment option available to customers are mostly very easy, and many feel its average, and few feel its easy, and none feel it's difficult.

Interpretation:

the above table shows that there is no much risk given to customers regarding the payment of fees monthly the payment options which is provided to customers are wide and they are quite relieved by the options and they are making easy payments.

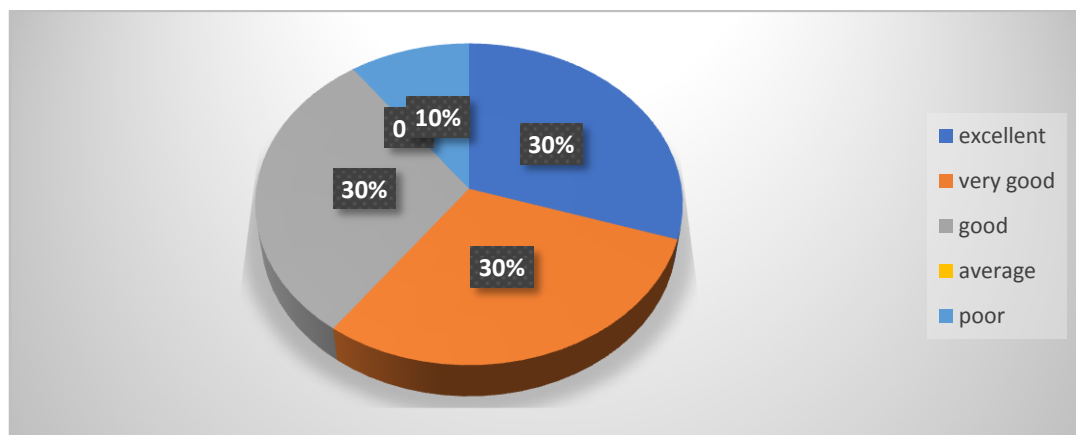
Table no 4.13.1:

Rate BHHC services among competitors?

SERVICES	RESONDENTS	PERCENTAGE
Excellent	30	30%
Very good	30	30%
Good	30	30%
Average	10	10%
Poor	00	00%
Total	100	100%

Chart no 4.13.2:

Showing the degree of popularity.



Analysis:

The above table and chart shows that the customers consider BHHC over their competitors at a equally among excellent, good and very good level and few at an average level and non at a poor level.

Interpretation:

The above table and chart shows that among the competition in the city BHHC has been popularised heavily on the basis of promotions and advertisement.

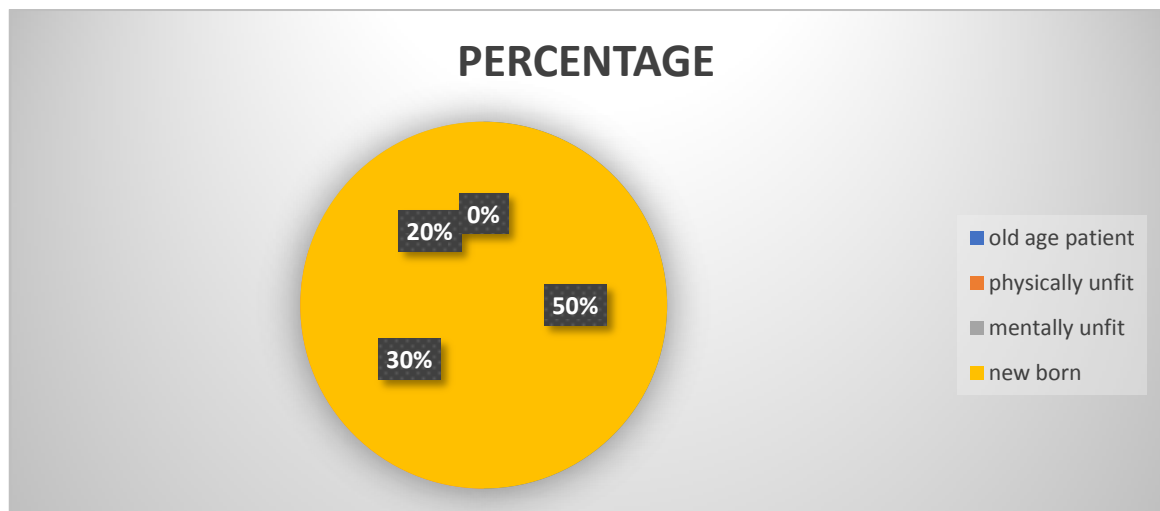
Table no 4.14.1:

Which category of target population you belong to?

POPULATION	RESPONDENTS	PERCENTAGE
Old age patient	50	50%
Physically unfit	30	0%
Mentally unfit	20	20%
New born babies	00	00%
Total	100	100%

Chart no 4.14.2:

Showing the category of target population.



Analysis:

The above table and chart shows that most of the target population of the company is old aged patients, and many are physically unfit, and few are mentally unfit, and none of them are new born babies.

Interpretation:

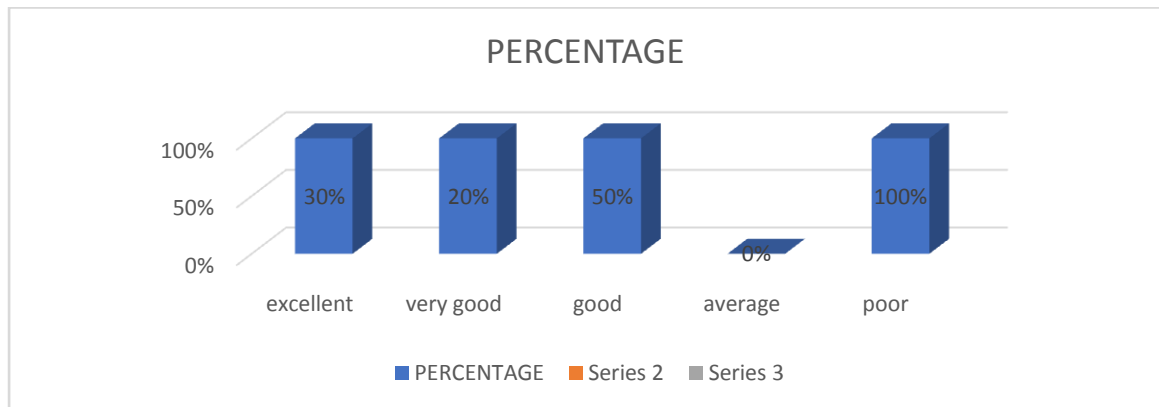
The above table and chart clearly represents that most of the target populations are old aged patients as they are the ones who would require treatment at their residence

Table no 4.15.1:

How is the after-sale services provided from BHHC?

SERVICES	RESPONDENTS	PERCENTAGE
Excellent	30	30%
Very good	20	20%
Good	50	50%
Average	00	00%
Poor	00	00%
Total	100	100%

Chart no 4.15.2:



Analysis:

The above table and chart shows that the after-sale service from BHHC is mostly excellent, many feel its very good and few feel it's good and none feel its either average or poor.

Interpretation:

Both chart and table represents the degree of satisfaction level by customers towards after ssale service provided by the company and its clearly seen that most of them are very much satisfied.

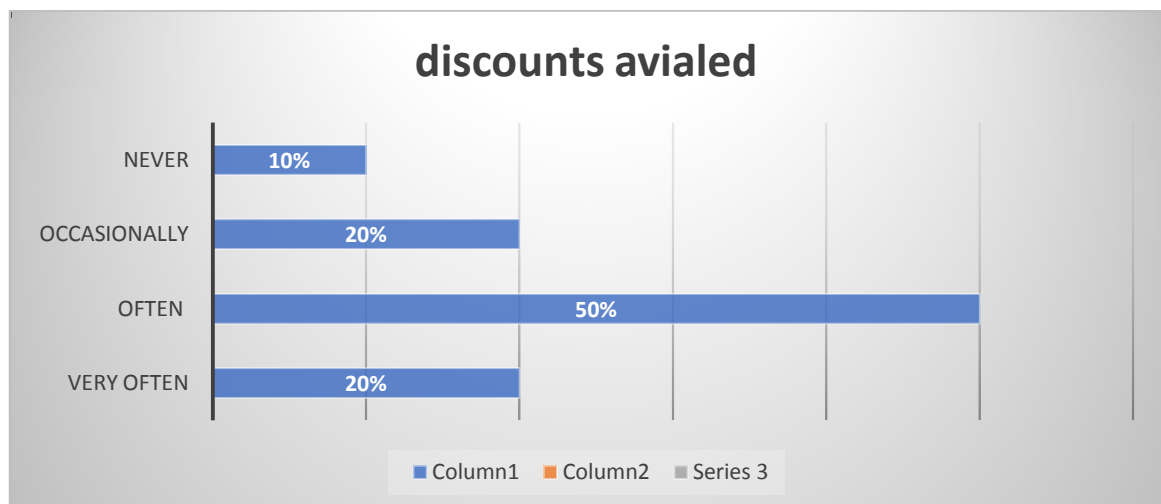
Table no 4.16.1:

How are the discounts availed to customers?

TIME SPAN	RESPONDENTS	PERCENTAGE
Very often	20	20%
Often	50	50%
Occasionally	20	20%
Never	10	10%
Total	100	100%

Chart no 4.16.2:

Showing the discounts availed period.



Analysis:

The above table and chart shows that the discounts on price is mostly often given to customers and many of them are often, occasionally given and none feel that it's never given at all.

Interpretation:

The above table and chart shows that most of the respondents feel that the discounts availed to customers are often, and beneficiary to them in making economical payments.

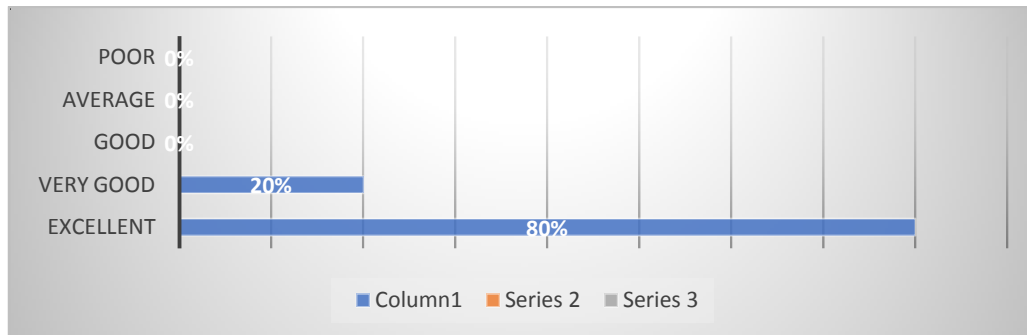
Table no 4.17.1:

Rate the overall quality of service?

QUALITY	RESPONDENTS	PERCENTAGE
Excellent	80	80%
Very good	20	20%
Good	00	00%
Average	00	00%
Poor	00	00%
Total	100	100%

Chart no 4.17.2:

Showing the overall quality of service provided?



Analysis:

The above table and chart shows that the overall quality of service provided is excellent, and many feels that its very good and none feel that its either good, average or poor.

Interpretation:

The above table and chart clearly shows that the overall quality of service provided to clients are excellent, and few feel its good none have negative comments on it.

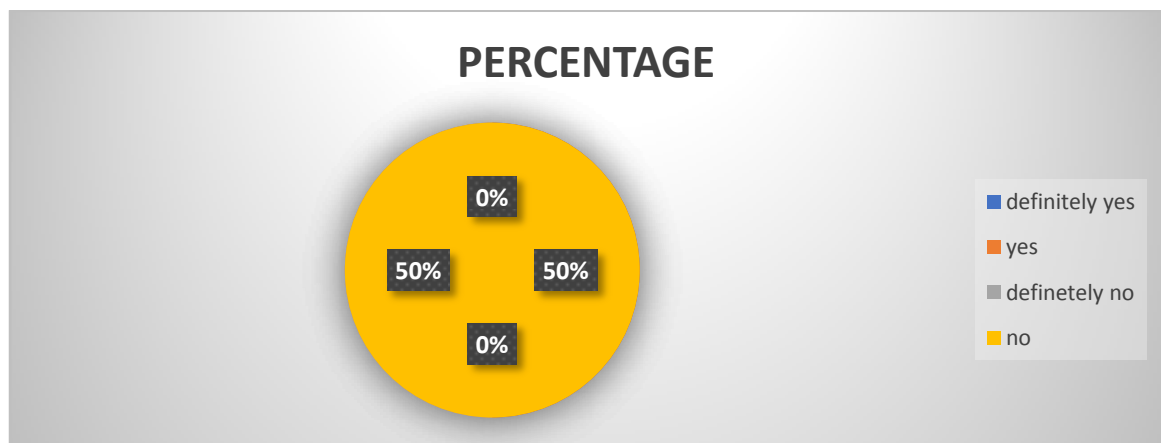
Table no 4.18.1:

Has BHHC helped the patients in building positivity?

PARTICULARS	RESPONDENTS	PERCENTAGE
Definitely yes	50	50%
Yes	00	00%
Definitely no	50	50%
No	00	00%
Total	100	100%

Chart no 4.18.2:

Showing the effect of nursing on patients.



Analysis:

The above table shows that among the respondent's equal percent of people that the positivity of patients has increased after taking service from BHHC.

Interpretation:

The table and chart clearly shows that the nursing facility provided by the staff at the clients residence is very much acceptable in a positive way from clients.

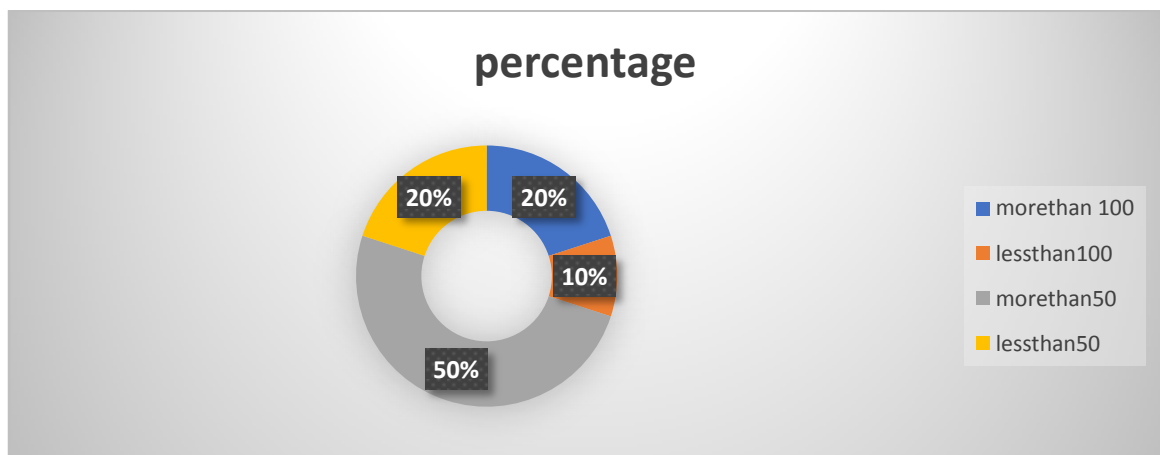
Table no 4.19.1:

What is the level of increase of cases every year?

PARTICULARS	RESPONDENTS	PERCENTAGE
More than 100	20	20%
Less than 100	10	10%
More than 50	50	50%
Less than 50	20	20%
Total	100	100%

Chart no 4.19.2:

Showing the degree of increase in business every year?



Analysis:

The above table and chart shows that the patients range vary from 50 to 100 increase every year.

Interpretation:

The above table and chart shows that there is increase in number of clients to BHHC every year it is observed that the graph keeps increasing and not decrease any year.

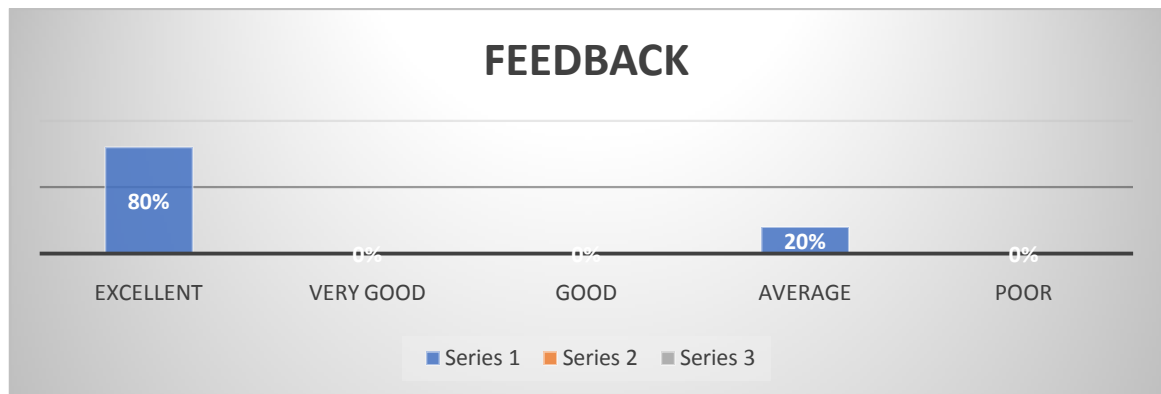
Table no 4.20.1:

Overall feedback of customers on service provided by BBHC up to date?

FEEDBACK	RESPONDENTS	PERCENTAGE
Excellent	80	80%
Very good	00	00%
Good	00	00%
Average	20	20%
Poor	00	00%
Total	100	100%

Chart no 4.20.2:

Showing the overall satisfaction by customer.



Analysis:

The above table and chart shows that majority of customer’s feedback is excellent, and many of them is average and none feel its average, very good, good or poor.

Interpretation:

the above table and chart shows that many customers are very happy and feel excellent about the service provided and only few feel its average and none feel its negative.

Chapter 5:

5.1 FINDINGS, CONCLUSION, AND SUGGESTION:

5.1SUMMARY OF FINDINGS:

- Among the many respondents most of them are the customers of BHHC.
- 2018 marks the maximum customers within the organization.
- Many of the shoppers prefer carrier to be taken from the corporation seeing that of factors like financial system and excellent of services.
- Probably the most useful supply of provider for enterprise is Justdial.
- At reward there's a high pleasure stage confirmed via shoppers.
- Organization suggests satisfactory curiosity in resolving the quandary as early as possible.
- First-rate training is supplied to staff of the manufacturer in an effort to curb the chance factor.
- Substitute takes location with none extend causing no harm to clients.
- There's a line of member who are in regular touch with the attenders of sufferer to make certain there is not any trouble induced to them.
- They maintain a great consumer relationship
- The employees of BHHC are totally well behaved and behave appropriately.

5.2 SUGGESTION/ RECOMMENDATION

- It will have to diminish their pointless expenditure at this factor of time.
- In this aggressive generation, the enterprise can enhance its market share through increasing into new trade hobbies by supplying customised service and accelerated offerings at competitive prices.
- It must provide extra significance to motivational capabilities and policies.
- Should keep in mind is the obligations that they are asking for will also be accomplished in distributed time you're scheduling.
- Create a private emergency kit.
- Hold a file for each patient and preserve day to day documents.
- Have their medication record equipped
- Have a vigour of legal professional assigned within the event the patron is unable to pay the costs.
- Keep a observe on the customer's strengthen directives and wellness care recommendations,
- Keep a name and phone of folks who will have to be contacted by way of employees on the time of emergency.
- Provide safeguard of staff too.

5.3 CONCLUSION:

With the aid of the survey carried out with the aid of me for the enterprise BHHC, I feel that the company may just develop rather massive on this precise enterprise. The rationale for concluding this includes:

- High satisfaction stage of buyers
- Increase of customers on each year foundation
- Develop in fame of the enterprise
- There's a emotional connection between the employees and clients
- There is a broaden in building of positivity in sufferers
- It has outcome as one of the crucial great competition amongst many gigantic names within the industry
- Excellent employment opportunity leading to excellent economic development of the company

BIBLIOGRAPHY

1. **Denhardt, Denhardt and Aristeguieta (2008)** define 4 examples. Motivation isn't:(1) directly observable, (2) the same as pleasure, (three) perpetually mindful, and (four) immediately controllable.
2. **Bruce and Peptone (1999)** advocate an interesting point of view consistent with which managers are not able to motivate employees, managers can handiest impact what employees are motivated to do.
3. **Galen's and Roussel, (1999)** even as a employee could also be very satisfied through the compensation of their job, there are countless occasions the place these employees usually are not entirely influenced to continue doing.
4. **Takayuki Nakanishi** is a lecturer at Ibaraki institution in Japan. His research interests are second language motivation, and phone application.
5. **Campbell and Pritchard (1976)** outline motivation as being the set of psychological approach that purpose the initiation, course, depth, and persistence of habits.
6. **Dwayne Devenish, (2007)** for this reason, recommends managers to adopt a proactive approach in terms of accomplishing self- motivation practices.
7. **Wylie (2004)** moreover recommends focusing on unique variant of intangible motivational instruments such as celebrations of birthdays and different important dates with the participation of whole crew.

8. **Shields (2007)** The function of facilitating first-rate subordinate- advanced communicate at various levels easily employing a broad variety of verbal exchange channels has been praised in phrases of its positive contribution in boosting worker morale.

9. **Victor Vroom (1964)** It emphasizes that motivation is founded on the quantity of effort required to gain a particular end result. This framework states basically that motivation plus effort results in efficiency, which then results in outcomes.

10. **Lockley, (2012)** in keeping with supplying training and progress programs that easily contributes to private and respectable progress of contributors is a further mighty employee motivation strategy.

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ANNEXURE

Questionnaire

1. Are you a client of BHHC?

Yes	
No	

2. Which is the year of service taken?

2015	
2016	
2017	
2018	

3. Reason for choosing services from BHHC?

Reputation	
Economy	
Comfortability	
Quality	
Brand image	

4. Overall satisfaction level about provided service from BHHC?

Fully satisfied	
Satisfied	
Not satisfied	
Not at all satisfied	
Neither satisfied nor unsatisfied	

5. How did you get to know about BHHC?

Television	
Newspaper	
Agents	

Word of mouth	
Agents	

6. How long does the company take to resolve the issue occurred?

Within a month	
Within a week	
Within a day	
Within an hour	

7. What is your opinion on training provided to staff?

Excellent	
Very good	
Good	
Average	
Poor	

8. How does the replacement of staff take place?

Immediately	
After 10 days	
After 20 days	
After a month	

9. Rate the customer service of BHHC?

Excellent	
Very good	
Good	
Average	
Poor	

10. How is the customer relationship in BHHC?

Very strongly	
Strongly	

Average	
Professional	

11. Rate the behaviour of the staff?

Excellent	
Very good	
Good	
Average	
Poor	

12. How are the payment options available at BHHC?

Very easy	
Easy	
Average	
Difficult	

13. Rate BHHC services among the competitor?

Excellent	
Very good	
Good	
Average	
Poor	

14. Which category of target population you belong to?

Old aged patients	
Physically unfit	
Mentally unfit	

New born babies	
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15. How are the after-sale services from BHHC?

Excellent	
Very good	
Good	
Average	
Poor	

16. How often is discounts availed to customers?

Very often	
Often	
Occasionally	
Never	

17. Rate the overall quality of services?

Excellent	
Very good	
Good	
Average	
Poor	

18. Has BHHC been successful in achieving the positivity of patients?

Definitely yes	
Yes	
Definitely no	
No	

19. What is the level of increase yearly?

More than 100	
More than 50	
Less than 100	
Less than 50	

BIBLIOGRAPHY

1. **Denhardt, Denhardt and Aristeguieta (2008)** define 4 examples. Motivation isn't:(1) directly observable, (2) the same as pleasure, (three) perpetually mindful, and (four) immediately controllable.
2. **Bruce and Peptone (1999)** advocate an interesting point of view consistent with which managers are not able to motivate employees, managers can handiest impact what employees are motivated to do.
3. **Galen's and Roussel, (1999)** even as a employee could also be very satisfied through the compensation of their job, there are countless occasions the place these employees usually are not entirely influenced to continue doing.
4. **Takayuki Nakanishi** is a lecturer at Ibaraki institution in Japan. His research interests are second language motivation, and phone application.
5. **Campbell and Pritchard (1976)** outline motivation as being the set of psychological approach that purpose the initiation, course, depth, and persistence of habits.
6. **Dwayne Devenish, (2007)** for this reason, recommends managers to adopt a proactive approach in terms of accomplishing self- motivation practices.
7. **Wylie (2004)** moreover recommends focusing on unique variant of intangible motivational instruments such as celebrations of birthdays and different important dates with the participation of whole crew.

8. **Shields (2007)** The function of facilitating first-rate subordinate- advanced communicate at various levels easily employing a broad variety of verbal exchange channels has been praised in phrases of its positive contribution in boosting worker morale.

9. **Victor Vroom (1964)** It emphasizes that motivation is founded on the quantity of effort required to gain a particular end result. This framework states basically that motivation plus effort results in efficiency, which then results in outcomes.

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ACHARYA INSTITUTE OF TECHNOLOGY

DEPARTMENT OF MBA

INTERNSHIP WEEKLY

REPORT(16MBAPR407)

Name of the Student: Arun v

Internal Guide: Prof. Suhas Patel

USN No: 1AZ16MBA14

Specialization: marketing & HR

Title of the Project: customer satisfaction

Company Name: Bangalore home health care.

Company Address: aishwarya lakeview, kagdasapura c v raman nagar.

Week	Work undertaken	External Guide Signature	Internal Guide Signature
15-01-18 to 20-01-18	Introduction About TIEI and its Operation		1
22-01-18 to 27-01-18	Learning about different operations and products by TIEI		2
29-01-18 to 03-02-18	Orientation and gathering information about the growth of the company		3
05-02-18 to 10-02-18	Analysis of the position of the company		4
12-02-18 to 17-02-18	Research Problem Identification		5
19-02-18 to 24-02-18	Population of the Research instrument for data collection		6

26-02-18 to 03-03-18	Theoretical background of the study	<i>Harish</i>	7 <i>[Signature]</i>
04-03-18 to 10-03-18	Data collection and Data analysis	<i>Harish</i>	8 <i>[Signature]</i>
12-03-18 to 17-03-18	Interpretation of data gathered during the survey	<i>Harish</i>	9 <i>[Signature]</i>
19-03-18 to 24-03-18	Final report preparation and submission	<i>Harish</i>	10 <i>[Signature]</i>



HOD *[Signature]*
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