

K.P.R. SUGAR MILLS PRIVATE LIMITED

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CIN : U1541TZ2006PTC012633

Date :- 24.03.2018

TO WHOMSOEVER IT MAY CONCERN

This is to certify that Mr.Mahantesh Ingalagi bearing USN 1AY16MBA39, Student of Acharya Institute of Technology , Bangalore pursuing MBA 4th semester has successfully completed his project on " A STUDY ON CUSTOMER SATSFACTION TOWARDS KPR SUGAR MILLS PVT LTD ALMEL" for a period 10 week, from 15/01/2018 to 24/03/2018.

During this association with us,be executed the work assigned to him very diligently.

We wish him all the very best in all his future endeavors.

FOR KPR SUGAR MILLS PVT LTD.,



Authorized Signatory





ACHARYA INSTITUTE OF TECHNOLOGY

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

Date: 19/05/2018

CERTIFICATE

This is to certify that **Mr. Mahantesh Ingalagi** bearing USN **1AY16MBA39** is a bonafide student of Master of Business Administration course of the Institute 2016-18 batch, affiliated to Visvesvaraya Technological University, Belagavi. Project report on “**A Study on Customer Satisfaction Towards KPR Sugar Mills Pvt. Ltd Almel” Vijayapur** is prepared by him under the guidance of **Prof. Rakesh Nagaraj** in partial fulfillment of the requirements for the award of the degree of Master of Business Administration, Visvesvaraya Technological University, Belagavi, Karnataka.

Signature of Internal Guide

Signature of HOD

Signature of Principal

PRINCIPAL
ACHARYA INSTITUTE OF TECHNOLOGY
Soldevanahalli Bangalore-560 107

DECLARATION

I MAHANTESH INGALAGI, hereby declare that the project report entitled "A Study On Customer Satisfaction Towards KPR Sugar Pvt Ltd" ALMEL, VIJAYAPURA, prepared by me under the guidance of Prof. **Rakesh Nagaraj**, assistant professor, faculty of MBA department, Acharya Institute of Technology and external assistance by **Mr .Ramesh S MalageDy.Manager-HR**, KPR Sugar Ltd . I also declare that this Project 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: 25/05/2018


Signature of the student



ACKNOWLEDGEMENT

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I express my profound gratitude and sincere thanks to Dr. S C Pilli Principal of Acharya Institute of Technology, Bangalore.

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I would like to express my sincere thanks to all the staff members and all other individuals who helped me in completing this Internship Training.

MAHANTESH INGALAGI



TABLE OF CONTENTS

Chapter No	Titles	Page No
	EXECUTIVE SUMMERY	
Chapter 1	INTRODUCTION	
	1.1 Introduction	1
	1.2 Industry profile and company profile	7
	1.3 Promoters	17
	1.4 Vision , Mission and Quality policy	18
	1.5 Products or Service profile	19
	1.6 Infrastructure facility	20
	1.7 Competitors information	21
	1.8 SWOT analysis	21
	1.9 Future and growth and prospectus	22
	1.10 Financial Performance	23
Chapter 2	CONCEPTUAL BACKGROUND AND LITERATURE REVIEW	
	2.1 Theoretical background of the study	25
	2.2 Literature review	27
Chapter 3	RESEARCH DESIGN	
	3.1 Statement of the problem	30
	3.2 Need for the study	30
	3.3 Objectives	30
	3.4 Scope of the study	31
	3.5 Research methodology	32
	3.6 Limitations	33
3.7 Chapter scheme	34	
Chapter 4	ANALYSIS AND INTERPRETATION	
Chapter 5	4.1 Data analysis	35
	FINDINGS CONCLUSION AND SUGGESTION	
	5.1 Findings	44
	5.2 Suggestion	45
	5.3 Conclusion	46
	Bibliography	47
	Annexures	

LIST OF TABLES

Table no	Title of the table	Page No
1	Preference of variety of Sugar Cane	35
2	Financial Assistance for the production	36
3	Supply of Various pesticide for Sugar cane	37
4	Training Facility to the Customers for sugar cane production	38
5	Behaviour of the sugar mill employees	39
6	Satisfaction about the price of sugar cane	40
7	Satisfaction about the payment of sugarcane through Bank A/c	41
8	Opinion about the period of payment	42
9	Most Important Factors Affecting the Production of Sugar Cane	43

LIST OF CHARTS

Table no	Title of the Charts	Page No
1	Preference of variety of Sugar Cane	35
2	Financial Assistance for the production	36
3	Supply of Various pesticide for Sugar cane	37
4	Training Facility to the Customers for sugar cane production	38
5	Behaviour of the sugar mill employees	39
6	Satisfaction about the price of sugar cane	40
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8	Opinion about the period of payment	42
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EXECUTIVE SUMMARY

The sugar industry is one of the biggest trade in the world. The business will run simply with the generation of sugar cane. To expand the generation of sugar stick Customer's fulfilment is elementary. the various parts that influence the extent of Customer's fulfilment and therefore the execution of sugar method trade area unit taken for this examination. The supposition of the client concerning trade and their proposals for the event of trade area unit likewise taken for this examination. Basic rate methods area unit utilised for elucidation of data. Hundred Customers from KPR venue area unit chosen haphazardly for this investigation. From finding of the investigations the creator has to provide the recommendations to the administration for enhancing Customer's fulfilment basic cognitive process the on top of parts this examination has been taken.

CHAPTER 1

1.1 INTRODUCTION

Sugarcane may be a mechanical yield with land of around four million hectares and generation to the tune of three hundred million tons in India. It provides work to over 1,000,000 folks squarely or in an exceedingly detour save for conducive basically to the national treasury. In business factory farm, the stick is subjected to completely different climate conditions and stresses. In Indian climatic zone infrequent accessibility of moistness and continuous event of red decay malady seriously weaken the potency of stick. Sugarcane may be a mechanical yield with real esatate of around four million hectares and generation to the tune of three hundred million tons in Bharat. It provides work to over 1,000,000 folks squarely or in an exceedingly detour save for conducive altogether to the national treasury. In business farming, stick is subjected to completely different climate conditions and stresses. within the Indian climatic zone arbitrary accessibility of moistness and serial event of red spoil infection very impede the potency of stick.

Most and important cultivated zones in india

Widely there are unit 2 type agro-climatic locations of sugarcane cultivation in Bharat. 5 agro-climatic zones are known principally for the aim of vertical development.

They are

(i)North Western Zone

(ii) North Central Zone

(iii) North jap Zone

(iv) land Zone

(v) Coastal Zone.

Tropical location Shared concerning forty fifth and fifty fifth of the entire sugarcane space and production within the country, severally at the side of the common productivity of seventy seven t/ha (2011-12). Sub-tropical location accounted for concerning fifty fifth and forty fifth of total space and production of sugarcane with a median productivity concerning sixty three t/ha (2011-12)

Tropical Sugarcane

The tropical sugarcane location consists of sugarcane agro zone four (peninsular zone) and 5 (Coastal zone) which has the states of geographical area, province, TN, Karnataka, Gujarat, MP, Goa, Pondicherry and Kerala.

Sub-tropical sugarcane location:

Around fifty five per cent of total cane space within the country is within the sub-tropics. U.P, Bihar, Haryana and Punjab comes underneath this location.

Crop distribution: Sugarcane growing countries of the globe area unit lying between the latitude thirty six.70 north and thirty one.00 south of the equator extending from tropical to sub-tropical zones. In Bharat sugarcane is cultivated everywhere the country from latitude eighty N to 330 N, except cold cragged areas like geographical area depression, Himachal Pradesh and Arunachal Pradesh.

Climatic demand Temperature for various vital stages of sugarcane:

the various vital stages area unit germination, tillering, early growth, active growth and elongation. Optimum temperature for germination (germination) of stem cuttings is 32° to 38°c. It slows down below 25°, reaches tableland between 30°-34°. Temperatures on top of 38° scale back the speed of chemical process and increase respiration. For ripening, however, comparatively low temperatures within the vary of 12° to 14° area unit fascinating.

The sugarcane productivity and juice quality area unit deeply influenced by climate prevailing throughout the assorted sub-periods. Cooler nights with wide diurnal variations and really very little precipitation throughout ripening amount. These conditions favour high sugar accumulation. The weather conditions like terribly extreme temperature or terribly vasoconstrictive deteriorate the juice quality and therefore touching the sugar quality. Favourable climate like heat and wet climate favour the insect pests and diseases, that cause abundant harm to the standard and yield of its juice and eventually saccharose contents.

Sugarcane is Associate in Nursing oldest crop far-famed to man, a significant crop of tropical and sub-tropical locations worldwide. Sugarcane could be a glycophyte, saccharose

storing member of tall growing perennial monocotyledonous grass. Across the globe seventieth sugar is factory-made from sugarcane. Bharat is that the second largest country in sugarcane production within the world (Fig.1). Sugarcane could be a major supply of stuff for sugar industries and different allied cluster of by product industries. The economic importance of the crop is far additional that signification by its share in gross cropped space. the globe economy is presently dominated by technologies that have confidence fossil energy and this can stay the case for abundant of the twenty first century. Recognition of sugarcane as a crucial energy crop was recently heightened by the arrival of large-scale sugarcane-based ethyl alcohol production from syrup and directly from polysaccharide. Sugarcane is one the foremost economical crops within the world in changing alternative energy into energy. Sugar cane is that the best biofuel feedstock in industrial use nowadays and sugar cane ethyl alcohol can contribute to cut back gas up to ninetieth compared to traditional fuels. it's additionally getting used as a feedstock for ensuing generation of advanced bio-fuels, cherish bio-butanol and diesel and plenty of different valuable by merchandise through sugarcane biotechnology (Yadav and male monarch, 2006; male monarch, 2011 a). with the exception of production of sugar and alcohol (biofuel), sugar trade provides stuff to over twenty five different industries. The vital byproducts of this trade ethanoic acid, butanol, paper, laminate and industrial enzymes

Sugarcane plays a significant role within the economy of sugarcane growing areas and, hence, rising sugarcane production can greatly facilitate in economic prosperity of the purchasers and different stakeholders related to sugarcane cultivation. There has been tremendous awareness within the space of developing "Sugar Complexes" that specialize in economic and property utilization of sugar trade by-products. In India, several sugar units have remodeled themselves into Sugar-Agro industrial Complexes, manufacturing a range of chemicals and utility merchandise from sugarcane. saccharose content is that the extremely fascinating attribute in sugarcane because the worldwide demand for efficient bio-fuels is increasing. Sugarcane's high potency in fixing dioxide into carbohydrates for conversion into biofuel has woke up the world's interest within the crop.

The Indian sugar trade is second largest trade within the country, generates surplus exportable power through cogeneration thereby enjoying a significant chemical change role within the socioeconomic transformation of rural population. It encompasses 599 operative sugar mills, 309 distilleries, a hundred and eighty co-generation, varied paper and pulp plants (Solomon,

2011b). there'll be high demand for sugarcane as a supply of biofuel; power and sugar that goes to contribute economy during a larger approach

Future would like of sugar in INDIA (Source Cooperative Sugar, 2010)

Constraints in sugarcane production

<u>YEAR</u>	<u>EXPECTED POPULATION (LAKH)</u>	<u>EXPECED PER CAPITA NEED (KG/YEAR)</u>			<u>COUNTRY'S NEED (LAKH TONES) INCLUDING EXPORT</u>		
		Sugar	Jaggary & Khansary	Total	Sugar	Jaggary & Khansary	Total
2009 -10	11700	17.90	5.10	23.00	209.43	59.67	269.1
2020	15000	26.00	4.00	30.00	390.00	60.00	450.00

In India, sugarcane is cultivated over an area of 4.36 million hectare with an annual production of 281.8 million tones and productivity 64.6 t/ha. Even though the yield per hectare of sugarcane in India increased substantially from 30.9 tons in 1930 to 66.8 tons in 2009, the productivity of sugarcane is still lower when compared to other countries. Sugarcane is a suitable crop for Maharashtrian Customers as there is suitable climate for its cultivation however, Tamil Nadu is now ahead to Karnataka regarding sugarcane yield. Though Karnataka covers only 18 % area of total sugar cane cultivation, it contributes to 35 % in the country's total sugar production because of higher recovery of sugar than any other state. Sugarcane is a long duration crop and faces various abiotic stresses like shortage of water, high temperature during summer, low temperature during winter, flooding during rainy season, nutritional stress, salinity, alkalinity and biotic stresses like fungal diseases as red rot, smut, wilt, rust, pokka boeng, grassy shoot disease by phytoplasma, bacterial, viral diseases like sugarcane mosaic virus, yellow leaf syndrome, sugarcane streak mosaic, pests like sugarcane borer, white fly, white wooly aphid, insects like sugarcane borer, scales, white fly, white wooly aphid, mille bugs and white grub etc. which are responsible for reduced sugarcane yield and sugar productivity. Further excess use of irrigation and chemical

fertilizers the soil has been degraded causing the problems in sustainability of the crop. All the factors put together are responsible for varietal degeneration. Sugarcane is highly productive crop and the biomass yield of sugarcane is the highest than any other crop. Being C4 crop sugarcane has potential of generating high biomass of 381 t/ha and sugar content to 14.5 % and currently it is about 80 t/ha and 10 % respectively Therefore increase in sugarcane productivity is the main concern of sugarcane breeding programs. Early maturing and high yielding multiple stresses tolerant varieties are therefore needed for sustaining sugarcane cultivation.

In Karnataka, CoC 671 sugarcane variety under cultivation; is an early maturing and high sugared variety showing declining trend due to its genetic degeneration. Further, it is also susceptible to many diseases and pests resulting in lower yield and sugar content hence needs to be replaced. Conventional breeding methods have resulted in failure of improvement in this variety and transfer of early maturity and high sugar content trait from this variety to other varieties (Jalaja et al., 2006). Further there are inherent limitations to increase the sugar content by using conventional hybridization (Jackson, 2005). Therefore, alternative is to induce mutations for high sugar content and yield or to transfer high sugar gene utilizing the transgenic techniques. Considering the future demand for sugarcane, there is a need for development of varieties with better agronomic traits like tolerance to abiotic and biotic stresses with early maturity and high sugar content and higher yield.

1.2 INDUSTRY PROFILE

History Indian sugar Industry

In those days sugar was factory-made solely from sugar cane Sugar is one amongst the oldest commodities within the world and traces its origin in four th. however each countries lost their initiatives to the ecu, yankee and Oceanic countries, because the eighteenth century witnessed the event of recent technology to manufacture sugar from sugar beet. However, Asian country is presently dominant player within the world sugar business beside Brazil in terms of production. Given the growing sugar production and therefore the structural changes witnessed in Indian sugar business, Asian country is set continue its domination at the worldwide level.

Indian sugar industry

Indian sugar business is very fragmented with organized players. The Unorganized players primarily turn out Niger-Congo and Khandsari, the less refined types of sugar. Sugar business, one amongst the most important agro-based industrial in Asian country, has been instrumental in resource mobilization, employment generation, financial gain generation and making social infrastructure in rural areas. Indeed, sugar business has expedited and accelerated pace of rural manufacture. the govt. had a dominant grip over the business, that has slowly however steady given thanks to alleviation. the assembly of sugarcane is alternate in nature. thence the sugar production is additionally alternate because it depends on the sugarcane production in Asian country. because the business may be a fragmented one, even leading players don't management over four p.c market in Asian country. However, the case is dynamical and players off late ar nisus to extend their market share either by deed smaller business or by going for inexperienced displacement unit additions. Indian sugar business may be generally lassified in to 2 sub sectors, the organized sector i.e. sugar factories and therefore the unorganized sector i.e. makers of ancient sweeteners like Niger-Congo and khandsari. The latter is taken into account to be a rural business and enjoys abundant bigger freedom than sugar business. the assembly of ancient sweeteners Niger-Congo and khandsari is sort of substantial.

At present, there are 553 registered sugar factories having capital investment of Rs. 50,000 crores and annual production capability of 210 lakhs metric tonnes (ISMA Report, 2008). The annual turnover of business is to the tune of Rs. 30,000 crores. The central and state governments receive annually Rs. 5000 crores as excise duty, purchase tax, and cess. The sugar business within the country uses solely sugarcane as input; hence sugar corporations are established in giant sugarcane growing states like Uttar Pradesh, geographical location, Karnataka, Gujarat, Tamil Nadu, and Andhra Pradesh. These six states contribute over eighty per cent of total sugar production within the country; Uttar Pradesh and geographical location along with Andhra Pradesh contribute over fifty per cent of total production. Indian sugar business has grown horizontally with a sizable amount of little sized sugar plants originated throughout the country as against the consolidation of capability within the remainder of the necessary sugar manufacturing countries, wherever bigger stress has been set on larger capability of sugar plants. Sugar business has brought socioeconomic changes in rural Asian country by method of facilitating entrepreneurial activities like dairies, poultries, fruits and vegetable processing, and providing instructional, health and credit facilities.

Recent provide and Demand Developments

Sugar production is traditionally alternate, and therefore the cycle seems to have become more and more pronounced within the 2000s. It once soared to thirty.8 million tons in 2006-07, thirty per cent over previous record set in 2002-03. Sugar production is based on the area under sugarcane. Around 7.3 million tons within the current 2009-10 year. All of India's sugar is made from sugarcane, and therefore the swings in production are driven primarily by equally giant swings in harvested space of sugarcane. Around 4.25 million hectares in 2009-10 is regarding seventeen per cent below the record quantity in 2006-07. Though over ninety per cent of sugarcane space in Asian country is irrigated, yields are laid low with the share of space that's comparatively high-yielding first growth and, to a lesser extent, by variation in rain. comparatively little shares of first growth in 2008-09 and 2009-10, furthermore as below-normal monsoon rain in 2009, seemingly contributed to reduced average sugarcane yields in 2008-09 and calculable yields for 2009-10.

In distinction to the volatility of production, Indian sugar consumption has continuing to expand comparatively steady thanks to rising per capita incomes and government

interventions to regulate stocks, facilitate trade, and assure adequate monthly convenience. Despite the sharp come by sugar production in 2008-09 and continuing low output in 2009-10, sugar consumption has remained comparatively stable and on trend thanks to monthly releases of “free-sale” sugar into the open market and allocations of sponsored “levy” sugar. However, despite internet imports of two.8 million tons in 2008-09 Associate in Nursingd an anticipated half-dozen.0 million tons in 2009-10, Indian sugar stocks ar forecast to fall to three.5 million tons by Oct 2010, the bottom level since 1993-94.

Domestic open-market costs of Sugar and Niger-Congo, the first substitute sweetener, stay besieged. For the 2008-09 promoting year, wholesale sugar costs averaged forty three p.c higher in real terms than costs a year earlier, whereas Niger-Congo costs averaged fifty three percent higher

Worldwide Production of sugar

Sugar trims in various elements of the planet ar anticipated to grow attributable to rising interest for sugar and totally different uses and customarily high market prices. World sugar creation is relied upon to increment by fifty MT to achieve over 209 MT in 2020-21. The larger a part of the additional sugar generation can originate from the making nations and therefore the principle weight of development can carry on falling on Brazil. Brazil has extended creation quickly within the previous twenty years, but a log jam in interest in new business happened once the monetary fund emergency of 2008, palliative general development in following years. this surge in sugar prices has increased profit and will trigger further speculation to travel ahead stream within the last decade, with yield ascending by around eleven MT to virtually fifty MT by 2020-21.

India, the second biggest worldwide maker and therefore the world’s driving emptor, is needed to support creation significantly to thirty two MT of sugar for each year, by and enormous, within the returning decade, or regarding 0.5 on top of in 2008-10, once generation fell forcefully. Yearly sugar yield can carry on being prone to occasional huge swings in light-weight of the long generation cycle. Some totally different nations of Asia, parenthetically, China and Asian country, ar in addition anticipated that might carry on experiencing milder kinds of generation cycles, that raise changes afoot and their import volumes. Outside this gathering, associate degree extension drive ongoing in Asian nation is relied upon to proceed as venture extends as of currently within the pipeline move stream,

lifting creation to around eight.7 MT by 2020-21, and maintaining its state of affairs because the world's third biggest maker.

Interestingly, to the extension slants within the making scene, the traditional sugar businesses in varied created nations are relied upon to witness static or lower generation over the approaching decade. parenthetically, within the Common Market amount based mostly sugar creation has declined with arrangement modification and is needed to settle around thirteen.4 MT, with a continuation of existing generation shares, to equilibrate the social unit advertise in a very setting of stable utilization, a settled volume of sponsored sends out and anticipated higher imports. Some further out-of-quantity sugar beet generation is relied upon to emerge over the projection timeframe to be used in alcohol creation and therefore the compound business.

Creation of sugar within the US is relied upon to point very little development and to remain well below the eighty fifth least portion level of the 2008 FCE Act. US manufacturers are relied upon to focus on enhancing their sugar edges by cutting expenses and primarily feat United Mexican States to fill the growing hole between stable creation and better US utilization requirements secure access to higher prices within the step by step developing US showcase is needed to empower some more speculation and development in Mexico's sugar creation to 2020-21.

The sugar business in Australia, in spite of the very fact that crushed by flooding and a violent wind in 2010, is relied upon to recoup in returning years. Be that because it could, with continuing with weight on land accessible for sugarcane generation, sugar manufacturers can in all probability focus on higher seven potency, seeable of homestead union and increased stick assortments and better sugar yields, rather than stick territory development, in lifting yield to around five MT in 2020-21.

The sugar business within the land has practised a modification as lately and is anticipated to stay on increasing generation, beneath the boost of high social unit bolster measures, to achieve virtually five MT by 2020-21.

Worldwide sugar utilization has unbroken on increasing in spite of the continuing with money challenges in various created nations, aggravated by the time of high sugar prices and swollen unpredictability. This has hindered sugar use toward the start of the Outlook timeframe and slower utilization development is needed to proceed over the a lot of drawn

out term as world sugar prices traditional higher in real terms. Worldwide utilization is anticipated to develop at two.2% p.a. to 2020-21, and down from two.6% p.a. within the past 10 years.

The making nations can carry on experiencing the foremost grounded development in sugar utilization, fuelled by rising wages and populaces, in spite of the very fact that with spectacular selection between nations. The sugar shortage locales of Asia and therefore the the} Far East and also Africa, are answerable of the overwhelming majority of the event being employed. apparently, sugar utilization in various created nations, with their develop sugar markets, ar relied upon to demonstrate next to zero development. Add up to utilization in these nations is relied upon to increment from 48MT to regarding fifty two MT over the projection timeframe. This reflects, additionally to different things, palliative people development and dietary moves that ar ongoing attributable to increasing welfare heedfulness and worries with stoutness and connected medical issues.

Worldwide Sugar Trade

In the course of the foremost recent decade, there are varied auxiliary changes influencing the advancement of exchange styles which can carry on influencing universal sugar exchanges within the returning timeframe. These incorporate swollen focus in sugar transmit exchange, with fewer worldwide exporters, and a decrease within the volume of white sugar changed universally. The modification of the sugar administration within the Common Market prompted a explosive decrease in white sugar sends out, of the request of 6-7 MT, as generation amounts were dynamically lessened beneath utilization requirements. As a result, the EU has modified from a massive web businessperson of white sugar to an in depth businessperson of for the foremost half crude sugar for in addition refinement and deal within the social unit showcase. The white sugar exchange is relied upon to recoup over the approaching years. this may happen as a lot of sweetening is distributed out by typical exporters attributable to the high white sugar premium toward the start of the Outlook and as new goal refineries in varied nations in Africa and therefore the geographical location ceaselessly move stream and begin to transmit increasing amounts of white sugar to neighboring nations and native markets.

World's 15 largest sugar producing countries in the year of 2015

Rank	Country	Production	Exports	Total Domestic Consumption
1	Brazil	31,850	21,550	11,650
2	India	15,960	176	24,250
3	EU – 27	14,014	1,331	16,574
4	China	13,317	75	14,500
5	Thailand	7,200	5,295	2,000
6	United States	6,883	123	9,501
7	Mexico	5,260	1367	5065
8	Australia	4814	3522	1250
9	Pakistan	3512	75	4175
10	Russia	3200	200	5990
11	Argentina	2420	580	1730
12	Guatemala	2381	1654	744
13	South Africa	2350	1185	1525
14	Columbia	2277	585	1580
15	Turkey	2100	5	2000
TOTAL		143,540	48,860	153,504
Top 15 As a % of world sugar production		82 %	77 %	67 %

World's 15 Largest Sugar Importing Countries 2017

Rank	Country	Imports	Rank	Country	Imports
1	EU- 27	3,173	9	Japan	1452
2	Russia	3100	10	Malaysia	1430
3	United States	2796	11	Egypt	1382
4	India	2786	12	Canada	1350
5	Indonesia	2196	13	Nigeria	1250
6	UAE	1930	14	Algeria	1240
7	Saudi Arabia	1575	15	Bangladesh	1100
8	South Korea	1550			

COMPANY PROFILE

COMPANY BACKGROUND



HISTORY OF KPR SUGARS LTD.

M/s. KPR Sugars restricted (NSL), an organization incorporated on the sixth Dec, 1995 below the businesses Act, 1956 has applied for Term Loan of Rs. 15.90 crores to Sugar Development Fund(SDF) for meeting a part of the opportunity cost of its project envisaging modernization & up-gradation of existing sugar manufactory with Associate in Nursing put in capability of 1250 TCD to 3750 TCD with substantial investment at Kulali cross BIJAPUR Tq. Dist: BIJAPUR, Karnataka State. NSL has included in the scope of the project, the co-generation of surplus power also at a total project cost of about Rs. 97.00 crores. (Sugar unit Rs. 53.00 crores and cogeneration unit Rs. 44.00 crores). Total Cost of the Project, for the Sugar plant expansion Rs. 5300 Lakhs, (Rs. 42.00 Crores for sugar and 11.00 crores loading from co-generation plant cost) consisting of an Equity Contribution of Rs. 5.30 Crores Promoters, Rs. 15.90 crores equity from Sugar development fund of Govt. of India & the balance of Rs. 31.80 crores funded through Term Loans from the Financial Institutions/Banks.

The funding for the cogeneration plant costing Rs. 4400.00 Lakhs is envisaged by obtaining Rs. 3080 Lakhs from IREDA, Rs 440.00 Lakhs from promoter's contribution and Rs. 880 Lakhs from sugar development fund.

M/s. KPR Sugars Limited (NSL) industry registered handled by the Indian Companies Act, 1956, initially as the Private Limited industry, vide registration certificate number 08/19340 of 1995 dated 06.12.1995 by the named of industry in Karnataka, Bangalore, Afterward, the cindustry has been converted into Public Limited Company vide Certificate of Incorporation dated 15.02.2002 by ROC, Karnataka, Bangalore.

The unit was originally established in the year 1997-98 as a modern Khandasari Sugar unit with a devastating capable of 500 tonnes of cane in a day and later converted into white crystal sugar unit. This is one amongst the earliest Khandasari unit in the country, which started with a new technology like:

- (a) High pressure boiler (32.0 ATA)
- (b) Various impact weight evaporator framework with falling – film evaporator and furthermore with hostage control age.

In this way making utilization of the Government of India's changed approach, vide Govt. of India warning DCS/S/14/DTD 02-06-1998, which permitted Khandasari sugar units to use vacuum system, they modernized the unit quickly by adding vacuum pans and vacuum evaporators. The capacity of the plant was increased in stages to its present capacity of 1250 TCD during 2005-06. Now the plant has increased to 7500 TCD.(2008-2010). The plant runs fairly efficiently and is self sufficient in fuel and power. It has recorded an average sugar recovery of over 11 percent during 2008-2009 crushing season.

M/s. KPR Sugar Ltd. Now proposes to expand the sugar factory from the existing dimensions of 7500 TCD to 15000 TCD by adding a new plant of 7500 TCD, retaining the existing plant also. Also 62 MW Cogen Power Plant is part of the expansion. The project appraisal was done by Mitcon Consultancy Services Limited, Pune.

COMPANY BRIEF PROFILE

Name of the company : KPR SUGAR MILLS PRIVATE LIMITED.
BIJAPUR

Address : KPR SUGAR LIMITED No 166, KADANI
ROAD, BIJAPUR – 587313 DIST: BIJAPUR

Regd. Office : BBMP No.003, House No. 4/02, left wing,
First floor, Nehru Nagar, Sheshadripuram,
Bangalore – 560 001

Status of Company : Private limited company.

Constitution of the firm : Registered under companies act 1956

Financial Institutions : K.S.I.D.C and K.S.F.C

Bankers of the Company : SYNDICATE Bank KADANI ROAD
S.B.I BIJAPUR Br.
Bank of India, BIJAPUR.
Punjab National Bank

Products : Sugar (L30, M30, S30)
Molasses, Press Mud, Bagasse

1.3 PROMOTERS

1. Shri. Hanamanth R. KPR - Chairman & Managing Director
2. Shri. Sangamesh R. KPR - Executive Director.
3. Smt. Kamala M. KPR - Director.
4. Shri R V Vatnal - Director (Tech)
5. Shri. S.V. Kariyannavar - Chief Executive Officer.
6. Shri Sadanand E G - Chief General Manager (Tech)
7. Shri. G G Annigeri - General Manager (Cane)
8. Shri Bandivadekar - G.M (Distillery)
9. Shri. M.S. Heggalagi - Sr. Manager
10. Shri. M.M . Hiremath - General Manager (Fin&Accts)

1.4 VISION

- 1.To expand production capability to 15,000 T.C.D
2. To produce 62 mega watt electricity.
- 3.To produce 12,000 liters of plant unit.
- 4.To produce 10,00 ton Bio fertilizers.
- 5.To establish agricultural development and resource center at BIJAPUR.

MISSION

1. we are going to give product of superior quality at competitive value and guarantee sustained profit and growth.
2. we are going to defend the interest of all involved promoters, shareholders, customers, distributors, staff and community.
3. we tend to believe truthful trade observe, standards and try for total customer's satisfaction, keeping the setting eco friendly.
4. we tend to believe that our individuals area unit most respected assets for private and structure growth.
5. we are going to treat our individuals with dignity and appearance once the security and welfare of people and there families.
6. we offer electricity that is major necessity for the country.

QUALITY POLICY

The nature of sugar is of fundamental significance as it frames the main parameter for higher acknowledge in the market. We practice broad quality minds every one of the phases of generation. We have quality division with quality labs outfitted with cutting edge instruments and prepared faculty that works nearly in relationship with the task administrators, to achieve predominant item quality. Accordingly, sugar delivered from Triveni's units has made a specialty for itself in the market.

We deliver in excess of 5 lac MT quality sugar each year out of which 40% (around 2 lacs MT) is quality EEC-II review twofold refined sugar that is created in the refineries of Khatauli and Sabitgarh in western U.P. Over 60% generation of Chandanpur and Rani Nangal plants is being provided reliably to the multinational refreshment organizations.

We have a completely programmed process. The item is untouched by hand till it is stuffed. We are additionally furnished with Air taking care of unit (AHU) to maintain a strategic distance from cross sullyng. We likewise have a completely prepared investigative lab for physio-substance and microbiological examination.

1.5 PRODUCT PROFILE



1.6 INFRASTRUCTURE FACILITY

- Use of Energy effective plans and gear to lessen steam and power utilization.
- Centrally Automated Plant with condition of craftsmanship Distributed Control System(DCS) for productive activities of the plant at ideal expenses.
- A Zero Effluent Discharge (ZED) plan to guarantee contamination free condition and to guarantee strict consistence to statutory standards.
- Production of high review bio-compost (natural manure) to enhance the cultivability of adjacent land .
- Employment age for meriting neighborhood applicants, once the sugar industrial facility resumes tasks at full jackpot.
- Encouragement to little scale ancillaries in the close-by zones, bringing about modern and monetary upliftment of the area.
- Spreading mindfulness through educative projects for neighborhood agriculturists on logical way to deal with cultivating.
- Reduce water utilization through greatest reusing and compelling treatment of waste water.

FACILITY PROVIDED BY THE COMPONY

- To give the data to the agriculturists of the improvement of sugarcane ranch, By utilizing the PCs
- According to the manage of Nationalize bank the premium will be given relying upon the measure of the offer of the part.
- Sugar , Mali and golipend created in the processing plant will be given to the individuals at marked down rate.
- Primary and Secondary schools and an Educational Institute will be built at the processing plant site which incorporates Arts, Science, Commerce , Engineering school, Industrial instructional hub and Agricultural degree courses.

- The offspring of the individuals will get concession in the instructive expense structure.
- By Implementation of the Borewell conspire in the production line region , the most extreme territory will be secured under wet land .

1.7 COMPITATORS

- K K Birla Group
- The Oudh Sugar Mills
- Bajaj Hindustan Limited
- UGSIL
- Davanagere Sugar Company Ltd
- SCS Ltd
- Triveni Industries

1.8 SWOT ANALYSIS

STRENGTH

1. Great R&D abilities effectively presented different advancements to be specific Pressure Feeders, Fiber based single pair, Pressure Evaporation System with Falling Film Type Evaporator Bodies and so on.
2. Pioneer and Largest producer of refined sulphur less sugar in India
3. Most elevated ethanol producing limit in respect to its stick pounding limit, in the nation
4. Coordinated plan of action causes them procure higher edges because of esteem expansion and mitigates the danger of a downturn in the sugar business.
5. Expanding geological nearness because of procurement of sugar processes in Maharashtra.

WEAKNESSES

1. Volatility of sugarcane costs is a worry along with constrained brand review
2. Over reliance on White Crystal Sugar makes the organization defenceless against value change in the Sugar business

OPPORTUNITIES

1. Tremendous potential to expand the profitability of stick and sugar recuperation rate by enhancing innovation more.
2. Growth in residential utilization will drive the interest for sugar.
3. Worldwide presentation and efficient marketing endeavors

THREATS

Modest sugar imports are hurting the sugar processes in India

2. Fall in the sugar costs in both worldwide and local markets
3. Government is topping sugar cost increments

1.9 FUTURE AND PROSPECTUS

The State has made a huge progress in Sugar industry advancement. The enterprises incorporate generation of Sugar, Sugar cubes and Jaggery. The Sugar business arrangement of the Government to accentuation and grow little and modest Sugar industry units especially in rustic territories. However, the area is as yet falling a long ways behind numerous different states/locale to the extent Sugar industry improvement is concerned. With the beginning of monetary changes the concentration has extensively moved to these parts of the nation to hold up under the Sugar industryization. In this way, little scale ventures should assume a huge part in the Sugar business improvement of the area. In spite of the fact that the business Policy of 1991 was very little successful, the new business strategy was begun with a guarantee for receiving a smooth and quick Sugar industryization in the State.

1.10 FINANCIAL PERFORMANCE

	Mar 17	Mar 16	Mar 15	Mar 14	Mar 13
	12 mths	12 mths	12 mths	12 mths	18 mths
EQUITIES AND LIABILITIES					
SHAREHOLDER'S FUNDS					
Equity Share Capital	92.88	92.88	67.13	67.13	67.13
Total Share Capital	92.88	92.88	67.13	67.13	67.13
Revaluation Reserves	1,973.54	0.00	0.00	0.00	0.00
Reserves and Surplus	1,159.62	1,444.90	1,268.56	1,725.86	1,713.37
Total Reserves and Surplus	3,133.16	1,444.90	1,268.56	1,725.86	1,713.37
Total Shareholders Funds	3,226.04	1,537.78	1,335.69	1,793.00	1,780.50
NON-CURRENT LIABILITIES					
Long Term Borrowings	2,064.17	973.37	1,186.76	1,195.77	1,755.98
Deferred Tax Liabilities [Net]	0.00	0.00	71.01	243.09	220.39
Other Long Term Liabilities	0.00	0.00	0.00	0.67	32.96
Long Term Provisions	5.02	5.09	3.26	2.49	2.69
Total Non-Current Liabilities	2,069.19	978.46	1,261.03	1,442.02	2,012.02
CURRENT LIABILITIES					
Short Term Borrowings	1,206.03	2,177.27	2,188.94	790.85	2,229.88
Trade Payables	2,575.32	1,821.94	1,086.42	3,086.02	780.53
Other Current Liabilities	487.74	603.66	784.76	830.91	738.95
Short Term Provisions	0.47	0.33	0.27	40.61	0.14
Total Current Liabilities	4,269.55	4,603.19	4,060.39	4,748.40	3,749.49
Total Capital And Liabilities	9,564.77	7,119.43	6,657.12	7,983.42	7,542.02
ASSETS					
NON-CURRENT ASSETS					
Tangible Assets	4,390.85	2,552.89	2,689.58	2,727.36	2,678.36

Intangible Assets	0.08	1.95	6.26	7.73	4.70
Capital Work-In-Progress	29.42	26.70	24.37	27.04	120.48
Fixed Assets	4,420.35	2,581.53	2,720.21	2,762.14	2,803.54
Non-Current Investments	1,948.97	1,947.47	2,013.96	2,012.89	2,013.49
Deferred Tax Assets [Net]	229.47	83.49	0.00	0.00	0.00
Long Term Loans And Advances	442.91	413.66	387.36	401.67	339.47
Other Non-Current Assets	0.09	0.18	0.26	1.21	3.68
Total Non-Current Assets	7,041.80	5,026.32	5,121.79	5,177.90	5,160.17
CURRENT ASSETS					
Inventories	1,935.24	1,452.29	1,003.39	2,058.84	1,719.16
Trade Receivables	384.44	283.22	248.13	173.51	176.51
Cash And Cash Equivalentents	21.29	91.42	70.97	91.47	10.39
Short Term Loans And Advances	181.92	266.09	211.54	479.23	473.26
OtherCurrentAssets	0.09	0.09	1.30	2.47	2.52
Total Current Assets	2,522.98	2,093.11	1,535.33	2,805.52	2,381.85
Total Assets	9,564.77	7,119.43	6,657.12	7,983.42	7,542.02

CHAPTER 2

2.1 THEORITICAL BACKGROUND

Customer satisfaction is a term frequently used in marketing. It is a measure of how products and services supplied by a company meet or surpass customer expectation. Customer satisfaction is defined as the number of customers, or percentage of total customers, whose reported experience with a firm, its products, or its services (ratings) exceeds specified satisfaction goals.

The Marketing Accountability Standards Board (MASB) endorses the definitions, purposes, and constructs of classes of measures that appear in Marketing Metrics as part of its ongoing Common Language in Marketing Project. In a survey of nearly 200 senior marketing managers, 71 percent responded that they found a customer satisfaction metric very useful in managing and monitoring their businesses.

It is seen as a key performance indicator within business and is often part of a Balanced Scorecard. In a competitive marketplace where businesses compete for customers, customer satisfaction is seen as a key differentiator and increasingly has become a key element of business strategy.

In composing ancestors of satisfaction are considered from different edges. The thoughts extend from mental to physical and from institutionalizing to positive points of view. Regardless, in an extensive bit of the cases the musing is based on two essential creates as customers wants going before purchase or usage of a thing and his relative perspective of the execution of that thing in the wake of using it.

Wants for a customer on a thing uncover to us his anticipated execution for that thing. As it is prescribed in the composition, purchasers may have diverse "sorts" of wants while forming emotions around a thing's predicted execution. For example, four sorts of wants are perceived by Miller (1977): impeccable, expected, minimum reasonable, and charming. While, Day (1977) showed among wants, the ones that are about the costs, the thing nature, the undertakings in getting benefits and in conclusion wants for social characteristics. Seen thing

execution is considered as a basic form on account of its ability to allow making examinations with the wants.

It is seen as that customers judge things on a compelled game plan of norms and characteristics. Olshavsky and Miller (1972) and Olson and Dover (1976) sketched out their asks about as to control honest to goodness thing execution, and their point was to find how observed execution assessments were affected by wants. These examinations took out the discussions about clearing up the complexities among wants and saw execution."

In some examination contemplates, analysts have had the ability to develop that buyer reliability has a compelling enthusiastic, i.e., passionate, part. Still others show that the subjective and loaded with feeling parts of buyer dedication similarly affect each other after some an opportunity to choose general satisfaction.

Especially for extreme stock that are exhausted after some time, there is an impetus to taking a dynamic perspective on buyer dependability. Inside a dynamic perspective, shopper dependability can create after some time as customers again and again use a thing or interface with an organization. The satisfaction experienced with each collaboration (esteem based satisfaction) can affect the all things considered, total satisfaction. Scientists exhibited that it isn't just broad customer devotion, yet moreover customer steadfastness that creates after some time.

2.2 REVIEW OF LITERATURE

Oliver (1999) outlined, "Satisfaction as pleasant fulfilment. Satisfaction is that the customers sense that consumption provides outcomes against a customary of delight versus chafe.

Pakola et al. (2003) surveyed 397 Finnish customer-purchasing motives on one hand and factors poignant operator alternative on alternative the opposite and therefore the result indicates that audibility; worth and other connected factors square measure thought to be the most- necessary within the alternative of the mobile service supplier.

Kotler (2006) also noticed that fulfilment could be a perform of seen execution and desires that recognizes sentiments of somebody resulting from examination a merchandise perceived performance in reference to his/her expectations.

Anderson et al.(1997) The position of the conception is mirrored by its inclusion within the promoting conception that prime client satisfaction ratings square measure wide believed to be the simplest indicator of a companys future profit.

Anderson et al., (1994) happy customers square measure a lot of willing to get the advantages they receive and square measure a lot of possible to be tolerant of will increase in worth. this means high margins and client loyalty. Otherwise, it'll cause client flip over, high replacement prices and high client acquisition prices.

Prahalad and Ramaswamy (2000) have justifiedly states that consumers/customers square measure dynamical the dynamics of the marketplace. The market has become a forum within which customers play a full of life role in making and competitive for price. Customers are getting a bran new supply of competency for the corporation.

Krishna and Shylajan (2007) declared that complete awareness and complete visibility play a very important role beside product options. it's all over that for many of the merchandise, complete awareness could be a vital determinant for purchasing behavior.

Kennedy & Schneider (2000) states, that within the dynamical economy, information is as necessary as product / Service that is changing into globally standardized. firms gain competitive advantage through constant innovation; higher targeting customers and extra service. client satisfaction has been a very important side for each organization thanks to constant innovation in elements or service.

Kotler and Armstrong (1993) declared that consumer/customer satisfaction is set by the link between the customers expectations and products perceived performance.

Bitner et al (1996) sketched out, fulfillment is that the clients investigation of an item or administration as far as regardless of whether that item or administration has lived up to their wants and needs

Furse et al (1994) refers, "Satisfaction because the activity of 1 or a lot of type of client opinions as well as ratings of service quality, future activity intentions, customers self assessment of outcome and satisfaction.

Webbrook and King Oliver (1991) delineate client satisfaction could be a post alternative appraising judgment regarding a particular purchase choice.

Oliver (1987) outlined client satisfaction as associate degree outcome of a purchase/ usage expertise would seem to be a very important variable within the chain of purchase expertise linking product choice with alternative post purchase phenomena as well as favourable spoken and client loyalty.

Halstead, Hartman and Shmidt (1994) found that client satisfaction could be a transaction-specific emotional response ensuing from the customers comparison of product performance to some pre-purchase

Rust and Zahorik (1993) customer fulfillment may well be associated with singular dependability, blend standard for dependability, piece of the overall industry and benefits appeared inside the investigation.

Terblanche & Boshoff (2001) assessed the influence of sure factors on customers level of satisfaction in their study. it's been found that service quality, product quality and merchandise varieties square measure the 3 dimensions that influence client satisfaction.

Ching-chow principle (2003) declared that client satisfaction activity highlights the strength and therefore the space of improvement within the quality of product. Continuous improvement is taken into account one amongst the necessary quality activities for a firm to pursue the simplest quality for its merchandise. Through the continual improvement actions, the enterprise will increase client satisfaction and lift profits.

Bolton (1998) indicates that client satisfaction is completely regarding the period of the link. The quality of the connection between sum times and fulfillment levels relies upon the length of purchasers past involvement with the association.

Taylor (2002) declared that company ought to keep specialise in delivering services quickly and systematically in order that it reaches to client quick.

Fe and Ikova (2004) extra that the view of "fulfillment" impacts the exercises, that a customer direct to accomplish it.

Goodman et al (1995) inspected the connections among levels of association amongst clients and providers, clients assessments of center and fringe factors in their exchanges and clients and generally speaking those less concerned. Peripheral aspects, comparable to provider responsiveness to client inquiries, perceived to influence however customers evaluated a core product similarly as their overall satisfaction.

CHAPTER 3

RESEARCH DESIGN

3.1 STATEMENT OF THE PROBLEM

Problem discovery is the first stage of any decision making and it is the main objective of monitoring research. It is the condition causing state of unrest. Identification of the problem is one of the main objective of research. This study has been conducted in order to know the Customers Opinions and satisfaction towards KPR sugar company limited with reference to Karnataka state. The present study is conducted to find out the main problem faced by the Customers, and the Customers' satisfaction and opinion towards the company rules, regulations, policy toward its Customers. And opinion about service provided by the company. So, this study is conducted to determine the brand loyalty and key driving forces to opinions of Customers.

3.2 NEED FOR THE STUDY

This project report is also concerned with marketing research. The report deals with "A Study on Customers satisfaction towards KPR Sugar Company limited with reference to Karnataka state", attempts have been made to analyze marketing situation and marketing problems confronted and also Customers survey has been undertaken for analyzing their opinions towards KPR Sugar Company. Suggestions have been given for adopting suitable marketing programs ensuring fair return on the capital invested on one hand and Customer satisfaction on the other hand

3.3 OBJECTIVES OF THE STUDY

The primary goal of the examination is to think about the Customer's fulfillment towards sugar process industry. This examination could be useful for sugar process industry in enhancing its association with Customers. The goal incorporates the underneath measurements for distinguishing the effective Customer's fulfillment.

- To think about the different variables, which influence the level of Customer fulfillment
- To assess the sentiment of the Customers around an industry and their development of the business.

- Discoveries of the investigation to know the Customer opinion and satisfaction .toward KPR sugar company.
- To examine performance of KPR sugar company in the market.
- To determine the factor that influence on Customer decision.
- To give effective suggestions to improve the market position of company.
- To examine the sales performance, degree of competition and market trend of KPR sugar company

3.4 SCOPE OF THE STUDY

This study is on Customers satisfaction towards KPR Sugar Company with reference to Karnataka state. Because, as most of the company Customers are spread over Karnataka state. This study attempts to bring about details regarding history, fundamental concepts. And also this attempts to look into the profile of KPR sugar company Private Limited, market share of different brands of sugar companies, and dealer's opinion about KPR sugar company product. In this research, only some of the leading Customers in Karnataka state. Especially in Karnataka Bangalore, ballary, tumkur and Mysore have been taken into consideration because the competition lies in between these Customers and hence it will be easy for me to study their opinions towards KPR Sugar Company.

3.5 RESEARCH METHODOLOGY

Research infers the examination and investigating learning to get the new thoughts. Research technique is a method for tackling the examination issue efficiently. Research Method and Research Methodology, these are two unique yet related terms. Research Method is a piece of Research philosophy.

This says the exploration configuration relies on some normal plan questions like what to consider, for what reason to contemplate, where to examine and what kind of information is required. The need is to take after the deliberate well ordered way to deal with take care of an exploration issue.

Methodology of Data Collection

Sources of data

Study is successfully completed when the data available is appropriate and adequate.

Primary Data

The essential information were gotten from the appropriate responses that respondents gave in the organized survey. A phone meet was directed with the assistance of a survey. The survey contained 17 inquiries with both open finished and shut finished inquiries. The

respondents were requested to give their plain sentiment with respect to the concerned issue and respondents have given profitable data. So as to accumulate related data with respect to sentiments, the investment of Customer is essential. Accordingly, for this investigation, the specialist picked to accumulate supportive data from 100 Customer. Because of different research requirements, for example, time and spending plan, the analyst chose to utilize a littler example estimate. Every one of the respondents are sugar Customer considered for the investigation. Essential information is additionally gathered from the officials by methods for casual meetings and visual perceptions.

Secondary Data

Optional information is gathered from organization sites and brochures. For gathering optional information scientist utilized web, magazines, daily papers and different books. Analyst likewise counseled resources for getting significant data

.Sampling Plan

- **SAMPLE UNIT:**

KPR Sugar Mills Private Limited.

- **SAMPLE SIZE:**

100 Respondents

- **SAMPLE SELECTION:**

Non probability method: Judgment sampling and Area sampling.

3.6 LIMITATIONS OF THE STUDY

- The investigation was constrained to a particular number of respondents, which did not cover the entire populace, so this can't be an aggregate feeling of the considerable number of Customers.
- The investigation has certain impediments in its data.
- The investigation was directed just for one month and it is a period bound examination and the profundity investigation is restricted.

- As it was a period bound examination, the scope of data in discovering the Customer fulfillment is constrained by various inquiries.

HYPOTHESES

The study aims at examining the following hypotheses with the available data and techniques.

1. The financial efficiency ratios have no significant variation among the companies and also among the years.
2. The financial strength is the same for all the sugar companies.
3. The profitability ratios have no significant variation among the companies and also among the years.
4. The profitability ratios are not affected by leverage ratios; turnover ratios, liquidity ratios, size, age, and vertical integration.

3.7 CHAPTER SCHEME

Chapter one includes all detailed data of complete project, information of industry, brief study of company, SWOT of the industry, future prospectus of company.

Chapter two includes complete theory of the topic that is customer satisfaction review of literature of major author projects

Chapter three includes complete details of research details, problem of the study, objectives of project, research methodology sample size and hypothesis will be covered in this chapter

Chapter four describes the analysis part of whole project which includes all data analysis and interpretation

Chapter five includes all results findings suggestion and conclusion ending with bibliography and annexure.

CHAPTER 4

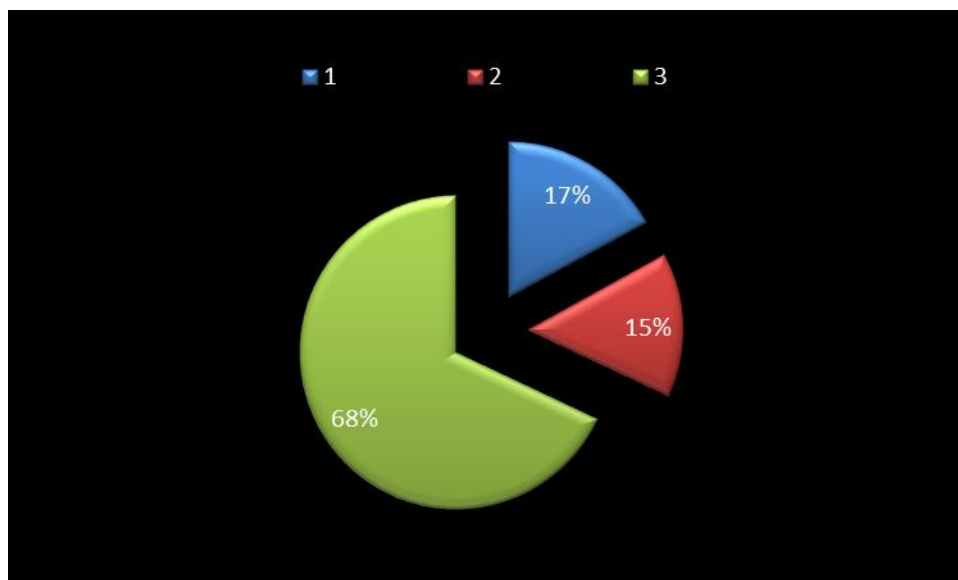
4.1 DATA COLLECTION AND ANALYSIS

The information has been gathered from the Customers through meeting plans. It was gathered out of the blue and was unique in character. In this manner, the essential information is direct information. The information to be gathered present from the respondents or unit of populace specifically by the scientist

Table 1. Table shows the Preference of variety of Sugar Cane

Response	No. of Respondents	Percentage
KPR – 64	17	17
7717	15	15
767	68	68

Graph 1. Graph shows the percentage of Sugar Cane



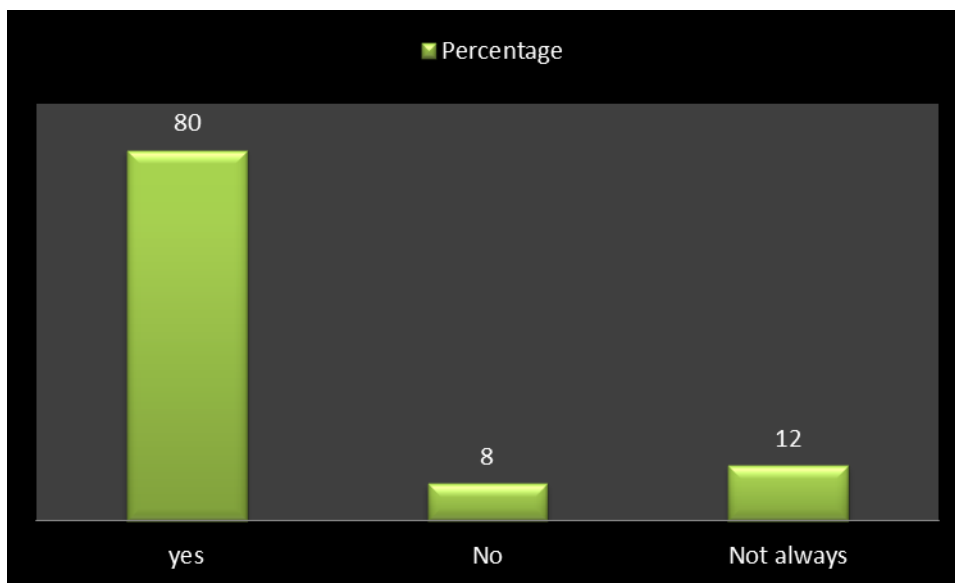
INTERPRETATION:

From the Table 1, plainly 68% of the respondents favoured assortment No. 767. They said that this assortment is more gainful as contrast with other assortment. 17% of the respondents favoured assortment No. J-64 and 15% of the respondents favoured assortment No. 7717.

Table 2. Table shows the Financial Assistance for the production

Response	No. of Respondents	Percentage
Yes	80	80
No	08	08
Not always	12	12

Graph 2. Graph shows the Financial Assistance of the production



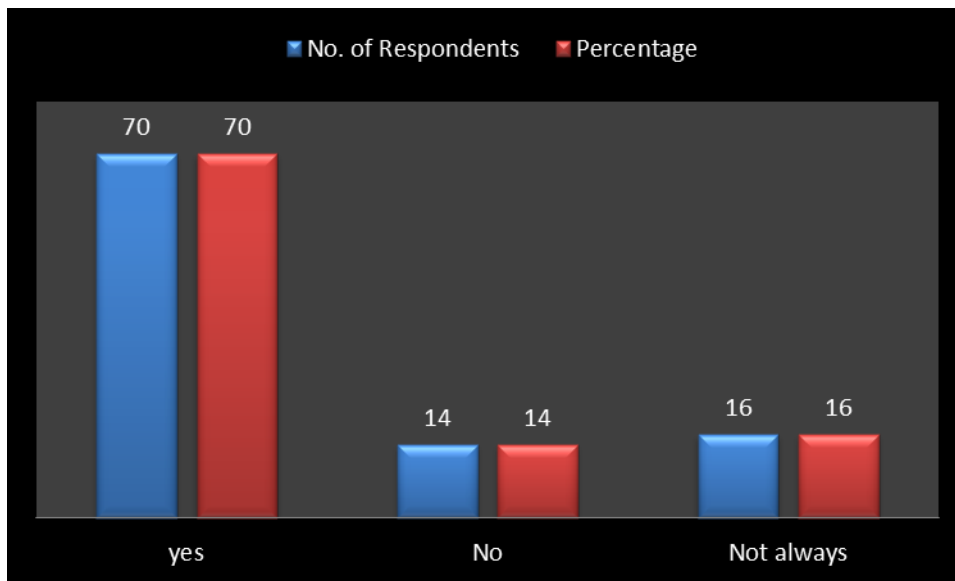
INTERPRETATION:

It is obvious from the above table 2 that 80% of the respondents said that money related help for generation are given by industry. 8% said that it isn't given and 12% said that money related help are not given dependably.

Table 3. Table shows the Supply of various pesticide for sugar cane

Response	No. of Respondents	Percentage
Yes	70	70
No	14	14
Not always	16	16

Graph 3. Graph shows the various pesticide for sugar cane



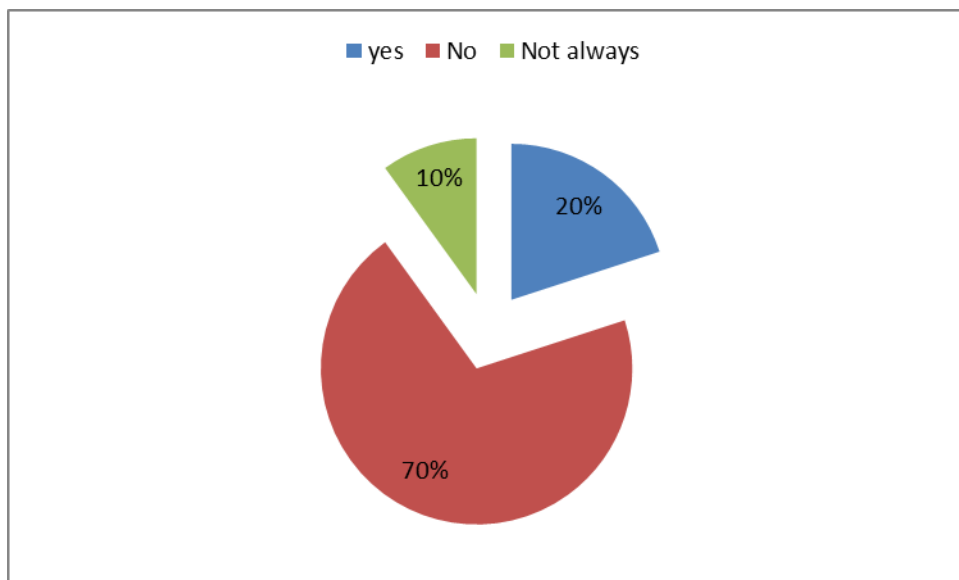
INTERPRETATION:

It is obvious from the above table 3 that 70% of the respondents said that pesticide for sugar stick are provided by industry at concessional rate. 16% said that it isn't provided dependably and just 14% said that pesticides are not provided for sugar stick.

Table 4. Table shows the Training Facility to the Customers for sugar cane production

Response	No. of Respondents	Percentage
Yes	20	20
No	70	70
Not always	10	10

Graph 5. graph shows the Training Facility to the customers for sugarcane production



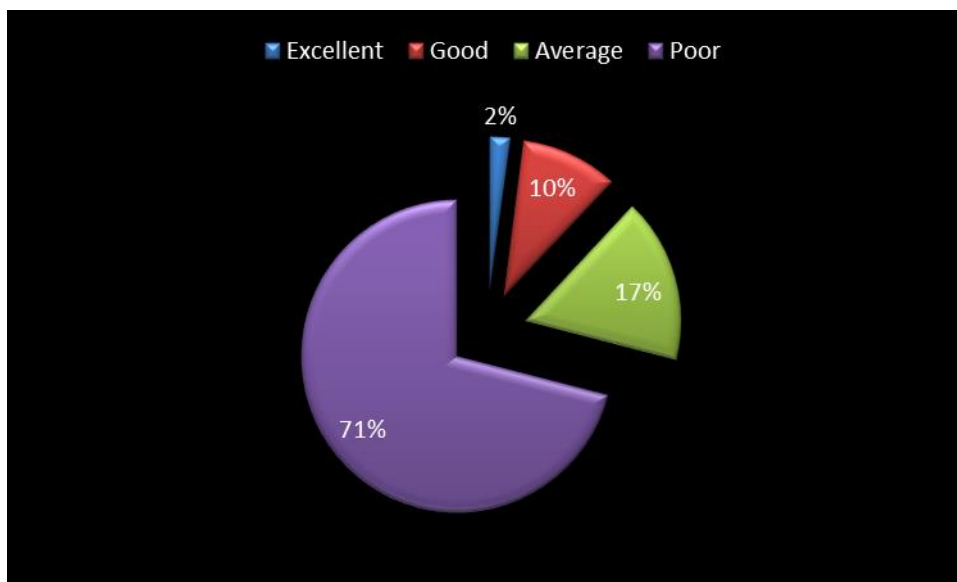
INTERPRETATION:

It is obvious from the above table 4 that 70% of the respondents said that there is no preparation office for sugar stick creation. 20% said that preparation are given and just 10% said that it isn't given dependably.

Table 5. Table shows the Behaviour of the sugar mill employees

Response	No. of Respondents	Percentage
Excellent	02	02
Good	10	10
Average	17	17
Poor	71	71

Graph 5. Graph shows the Behaviour of the sugar mill employees



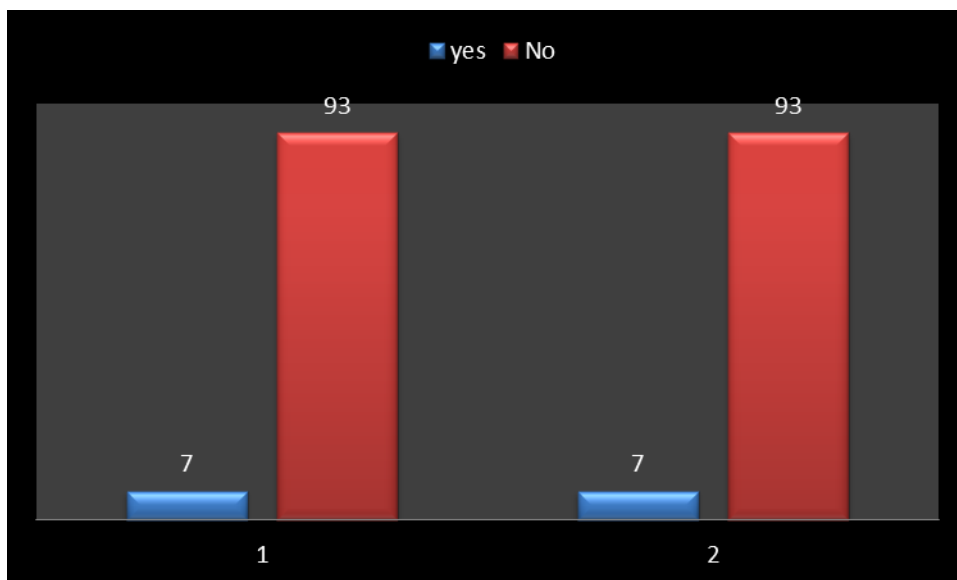
INTERPRETATION:

It is obvious from the above table 5 that 71% of the respondents are not happy with the conduct of the sugar process representatives and just 2% respondents are fulfilled. 10% respondents said that the conduct of sugar process representatives are great. 17% respondents said that the conduct of sugar process workers are normal.

Table 6. Table shows the Satisfaction about the price of sugar cane

Response	No. of Respondents	Percentage
Yes	07	07
No	93	93

Graph 6. Graph shows the satisfaction about the price of sugar cane



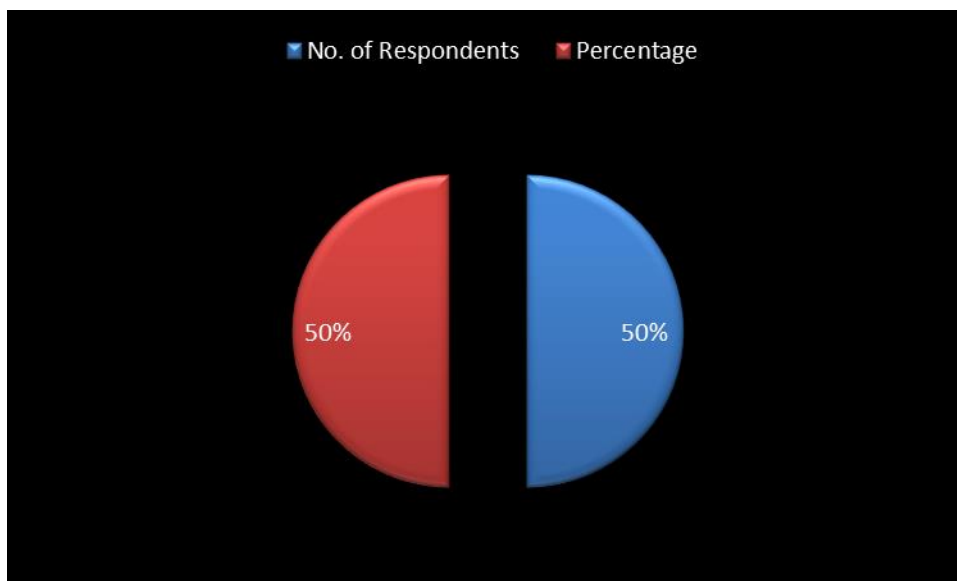
INTERPRETATION:

It is clear from the above table 6 that 93% of the respondents are not satisfied with the price of sugar cane. They said that it is less than as compare to other state. Only 7% respondents are satisfied with the price of sugar cane.

Table 7. Table shows the Satisfaction about the payment of sugarcane through Bank A/c

Response	No of Respondents	Percentage
Yes	82	82
No	18	18

Graph 7. Graph shows the Satisfaction about the payment of sugar cane through Bank A/c



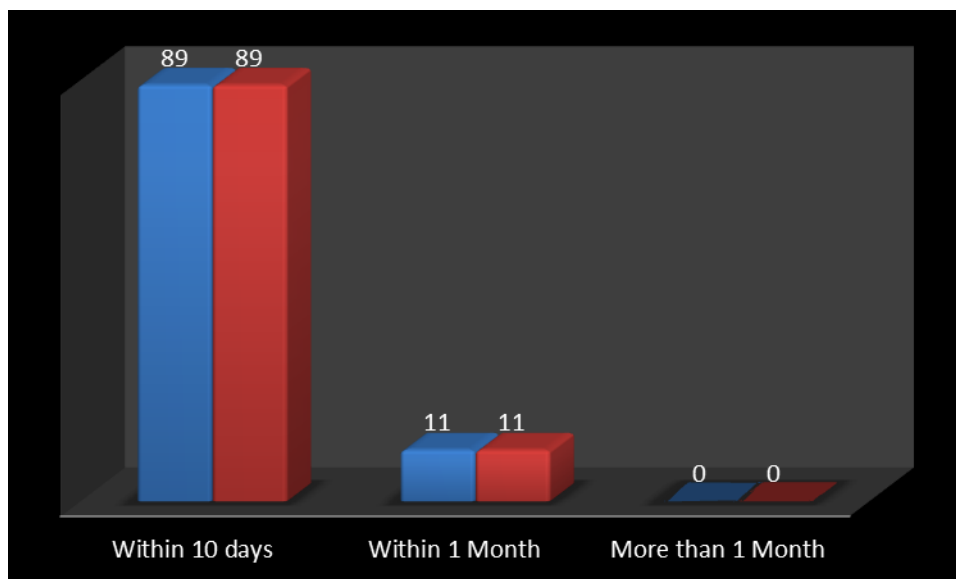
INTERPRETATION:

It is obvious from the above table 7 that 82% of the respondents are happy with the installment of sugar stick through Bank Account. Just 18% respondents are not fulfilled they said that the installment of sugar stick ought to be send at the home of every Customer

Table 8. Table shows the Opinion about the period of payment

Response	No. of Respondents	Percentage
Within 10 days	89	89
Within 1 Month	11	11
More than 1 Month	00	00

Graph 8. Graph shows the Opinion about the period of payment



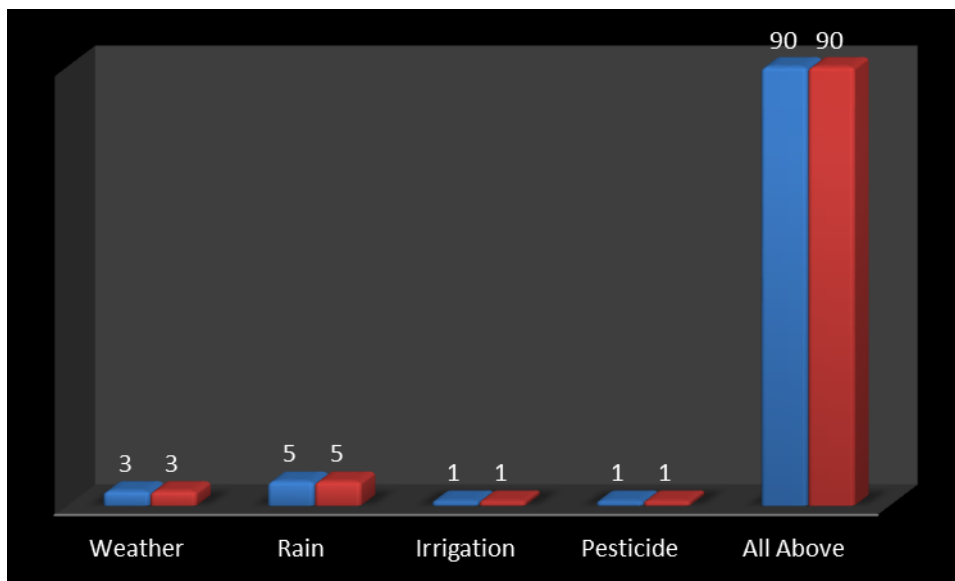
INTERPRETATION:

It is obvious from the above table 8 that 89% of the respondents said that the installment of sugar stick ought to be credited in Bank A/c inside 10 days. Just 11% respondents are concur that it ought to be credited in Bank A/c inside one month

Table 9. Table show Most Important Factors Affecting the Production of Sugar Cane

Response	No. of Respondents	Percentage
Weather	03	03
Rain	05	05
Irrigation	01	01
Pesticide	01	01
All Above	90	90

Graph 9. Graph shows the Most Important Factors Affecting the Production of sugar cane



INTERPRETATION:

It is obvious from the above table 9 that 90% of the respondents said that the whole factor including Weather, Rain, Irrigation and Pesticide influenced the generation of sugar stick. 5% respondents said that the generation of sugar stick influenced by rain. 3% respondents said that the generation of Sugar Cane is influenced by the climate. 1% said that the creation is influenced by the water system and 1% said that the generation is influenced by the pesticide.

CHAPTER 5

FINDINGS, SUGGESTIONS, & CONCLUSIONS

5.1 FINDINGS

1. Regardless of the way that there are unmistakable grouping of Sugar Cane yet 68% of the respondents support collection No. 767.
2. It was perceived from the examination that 80% of the respondents are content with the money related help for the creation given by industry.
3. In the examination guided, it was watched that 70% of the respondents are content with the pesticide for sugar stick gave by the business.
4. In the examination guided, it was watched that 70% of the respondents don't think about the arrangement office gave by the business to Customers.
5. In the examination guided, it was watched that 71% of the respondents said that the direct of the sugar procedure delegates are poor. 17% said that the lead is typical. Only 10% said that lead is awesome and 2% said that direct is incredible.
6. In the investigation drove, it was watched that 93% of the respondents are not content with the cost of sugar stick. They said it isn't precisely as appear differently in relation to other state.
7. In the investigation drove, it was watched that 82% of the respondents are content with the portion of sugar stick through Bank Account.
8. In the examination guided, it was watched that 89% of the respondents are agree that the portion of sugar stick should be credited in Bank Account inside 10 days.
9. In the investigation drove, it was watched that 90% of the respondents are agree that all the factor including atmosphere, rain, water framework and substance affected the production of sugar stick.

5.2 SUGGESTIONS

1. The Industry can give planning office to Customers to the age of sugar stick.
2. The Industry can offer higher rates of sugar stick.
3. The Industry can add latest advancement to improve the recovery of sugar stick.
4. The business can grow the measure of cash related help given to the Customers.
5. The Industry can supply pesticide for the age of sugar stick to Customers at more concessional rate.
6. The direct of the laborers of the business with the Customers should be better.
7. The portion of sugar stick should be credited in Bank Account of Customers at the most punctual opportunity.

5.3 CONCLUSION

A point by point consider has been coordinated to recognize the satisfaction of the Customers towards Sugar Mill Industry, KPR. The examination revealed the distinctive parts of Customers satisfaction From the point by point contemplates drove, it is obviously appreciated that there is a prompt association between Customers satisfaction and riding execution of Sugar Mill Industry, KPR. The examination reveals about the satisfaction of the Customers towards Sugar Mill Industry, KPR and the factors that effect satisfaction.

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QUESTIONNAIRES

1. How do you Prefer the variety of Sugar Cane
 - By Brand
 - By Product
 - By the Taste
 - By the Quality
2. Do you Provide assistance financially for KPR Sugar Cane Industry
 - Yes
 - No
3. Will you Provide Pesticides for Sugar canes
 - Yes
 - No
 - Not Always
4. Whether the company provide training facilities for the customers for producing sugar canes
 - Yes
 - No
 - Not Always
5. Grade the Behaviour of the Sugar Mills Company Employees
 - Excellent
 - Good
 - Average
 - Poor
6. DO customers satisfy the price of Sugar Cane products produced by the company
 - Yes
 - No
7. State whether the satisfaction for the employees or customers regarding payment
 - Yes
 - No

8. Opinion about the period of payment

- Within 15 days
- Within 2 Month
- More than 1 Month

9. Most Important Factors Affecting the production of sugar cane products

- Weather
- Rain
- Irrigation
- Pesticide



ACHARYA INSTITUTE OF TECHNOLOGY
DEPARTMENT OF MBA

PROJECT WEEKLY REPORT (1AY16MBA39)

Name of the Student; MAHANTESH INGALAGI

Internal Guide: PROF RAKESH NAGARAJ






USN No: 1AY16MBA39

Specialization: Finance & Marketing

Title of the Project: A Study on Customer Satisfaction towards KPR Sugar Mills Pvt. Ltd

Company Name: KPR SUGAR MILLS PVT LTD, ALMEL

Week	Work Undertaken	External Guide Signature	Internal Guide Signature
15-1-2018 to 20-1-2018	Introduction about Rittal Ind pvt ltd and its operation		
22-1-2018 to 27-1-2018	Learning about the different operation and services by Rittal ind pvt ltd.		
29-1-2018 to 3-2-2018	Orientation and gathering information about the growth of the company		
5-2-2018 to 10-2-2018	Analysis of the market position of the company		
12-2-2018 to	Research problem identification		

17-2-2018			
19-2-2018 to 24-2-2018	Preparation of the research instrument for data collection		<u>Rh</u>
26-2-2018 to 3-3-2018	Theoretical background of the study		<u>Rh</u>
5-3-2018 to 10-3-2018	Data collection and analysis		<u>Rh</u>
12-3-2018 to 17-3-2018	Interpretation of the data gathered during the survey		<u>Rh</u>
19-3-2018 to 24-3-2018	Final report preparation and submission		<u>Rh</u>

Rh




SIGNATURE OF HOD

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