



CERTIFICATE

This is to certify the project work entitled
“CONSUMER DURABLE MARKET IN LG ELECTRONICS”

Is done by

NAME : **BUSHRA BEGUM**

ROLL NO : **110420405038**

As a part of their Curriculum in the Department of Commerce

IDEAL DEGREE COLLEGE FOR WOMENS

HYDERABAD – 500007

This work has been carried out under my guidance

B. Madhusudhan

PRINCIPAL: **B.MADHUSUDHAN**



SP

External **EXAMINER**

B

MENTOR: **S. BHAGYA LAXMI**

ANNEXURE -1

DECLARATION

I here by declare that the project entitled "CONSUMER DURABLE MARKET IN LG ELECTRONICS" is an original work done by me and has been submitted to the Department of Commerce Osmania University, Hyderabad in partial fulfilment for the award of the Degree of Bachelor of Commerce (Computer Applications).

This report has not been submitted anywhere else for award of any other degree or diploma or certificate.

Name and address of the student

BUSHRA BEGUM



Signature of the student

Ideal Degree College for Women

ABSTRACT

A Research project has been done on customer satisfaction on LG Electronics India Pvt. Ltd from the study it came to know that customer satisfaction. Enjoys high levels of satisfaction as they derive good experience while shopping at ape actors. As a satisfaction levels on sales and services is very high ,responded are willing to recommend to their friends any associated . Minority of responds complained about delay in delivery process. It is suggested to take effective measures to speed up delivery process and avoid and delay in providing better customer service .

DECLARATION

A

COMPANY PROFILE

INTRODUCTION

INTERPRETATION

LIST OF

SUGGESTIONS

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CONCLUSIONS

1. Nearly half of the respondents are satisfied by the features
2. 85% of respondents are satisfied to the models in the LG colour televisions
3. many of the respondents are LG CTV;s recommended to other
4. Most of the respondents are said to develop the dealerships and media.
5. many of the consumers said to increase the warranty time period
6. Most of the respondents are said that develop the print media and also sales persons.