



CERTIFICATE

This work is to certify the project work entitled
"A STUDY ON TELEMARKETING" FORTUNE FORD

Is done by

NAME:-MAYA JANVI

ROLL NO:-110420405137

As a part of their Curriculum in the Department of Commerce

IDEAL DEGREE COLLEGE FOR WOMEN

HYDERABAD-500007

This work has been carried out under my guidance

B. Madhusudhan

PRINCIPAL: B.MADHUSUDHAN

S. Bhagya Laxmi

MENTOR: S.BHAGYA LAXMI



[Signature]

EXTERNAL EXAMINER

ANNEXURE-1

DECLARATION

I hereby declare that the project entitled "**A STUDY ON TELEMARKETING**" **FORTUNEFORD** is an original work done by me and has been submitted to the Department of Commerce Osmania University, Hyderabad in partial fulfillment for the award of the Degree of Bachelor of Commerce (Computer Applications).

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

Name and address of the student

MAYA JANVI

M. Janvi

SIGNATURE OF THE STUDENT

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Abstract

Motor Insurance in India deals with the insurance covers for the loss or damage caused to the automobile or its parts due to natural and man-made calamities. It provides accident cover for individual owners of the vehicle while driving and also for passengers and third party legal liability. Motor Insurance is the branch of insurance that mostly directly affects the general public. With over 55 million vehicles on Indian roads on a legal requirement for insurance for every vehicle on road, it is easy to mark why this portfolio plays such a major role in insurance services. This project gives a gist about various policies under different types of motor insurance in India, the procedure for buying the policy, need and importance and also how one can apply for claim in case of any mishap to the motor vehicle.

FINDINGS

- Brand awareness has got a great range of influence on buying behavior. Now-a-days people are Brand conscious. Products or Services having a good Brand image has got a great range of influence on buying behavior.
- The brand image of FORD is Excellent. Everyone is aware of Ford as it is the fourth largest automobile company.
- In hatch back cars millage plays a major role on buying behavior. People who are choosing hatch back car segment are mostly from employees and middle class. They cannot effort more.
- Maintenance of Ford vehicles is more. Ford is positioned in the minds of people as high maintenance that is the one of the reason why Ford is not a big success in the Indian market.
- The products “go fida” the “ford FIESTA” and “ford FIGO” many features when compared to any car in hatchback segment. No car in the hatchback segment is competitor for Figo and Fiesta. Figo is having a number of features like dual air bags, ABS with EBD etc.
- Major competitor of Ford Figo is Maruti Swift. Everyone in the market is comparing the ford to Maruti swift as Maruti is the leader for the hatchback segment. Its product Swift is a success model.
- Customer’s perspectives, Many of the Ford customers are buying the cars by seeing its brand name only. The no. of customers satisfied with the fuel efficiency is very low.