



CERTIFICATE

This is to certify the project work entitled
“A STUDY OF CUSTOMER SATISFACTION TOWARDS OLA ”

Is done by

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As a part of their Curriculum in the Department of Commerce

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[Signature]
EXTERNAL EXAMINER

ANNEXURE-1

DECLARATION

I hereby declare that the project entitled "A STUDY OF CUSTOMER SATISFACTION TOWARDS OLA " 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

SANA BANO



SIGNATURE OF THE STUDENT

IDEAL DEGREE COLLEGE FOR WOMEN

OBJECTIVES

RESEARCH OBJECTIVES

- To ascertain the importance of cab services in Smart cities.
- To study the influences of price consciousness of customers while selecting the cab services.
- To ascertain the customers perception towards online app based cab services.
- To know the impact of Ola services in Salem.
- To know the satisfaction level of the customers hailing Ola services.
- The objective of this paper is to study the brand awareness and customer satisfaction towards OLA Cabs.

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CONCLUSION

Ola has seen a tremendous growth in the taxi market sector. Revenue of Ola has increased almost 10 folds over the past four years. Today, it is the largest cab service provider in the country. Ola has successfully achieved public support and has created a buzz about its brand in the market. Furthermore if some more technological advancement is done at Ola then the customer base can be increased by providing better experience to the customer.

Ola now has shifted its focus on target markets and is focused on providing desired service to the people in the target market. The study however concludes that, due to a large number of benefits provided to the travelers, app based taxis are being very popular day by day, not only in the metro cities of India but also in the other urban areas. However, a consistency in quality will make them able to survive in future.

So OLA has been and will be a great technology platform for transportation and offering flexible options of booking and payment to customers and flexible timings and facilities to drivers. And shortly, we are going to experience a big boom and great facility of getting our grocery delivered to us with ease.

OLA is a popular mobile app for personal transportation in India. OLA started as an online cab aggregator in Mumbai, now based out of Bengaluru and is among the fastest growing businesses in India. On July 21st 2015, OLA has formally launched "OLA Store" for groceries and daily needs. The catalog of products available looks extensive. Apart from the general needs like vegetables, fruits, dairy products, frozen foods, grocery and staples etc, interesting additions are sexual wellness, electrical products and health supplements and medicines.

To conclude, the market for OLA Cabs depends on the customer preference, creating awareness and customer satisfaction. The factors like convenient, brand, low cost, quick and safe, easy to book and timely pick and drop facility etc which influence the customer decision to opt for OLA cabs. In addition to this, brand