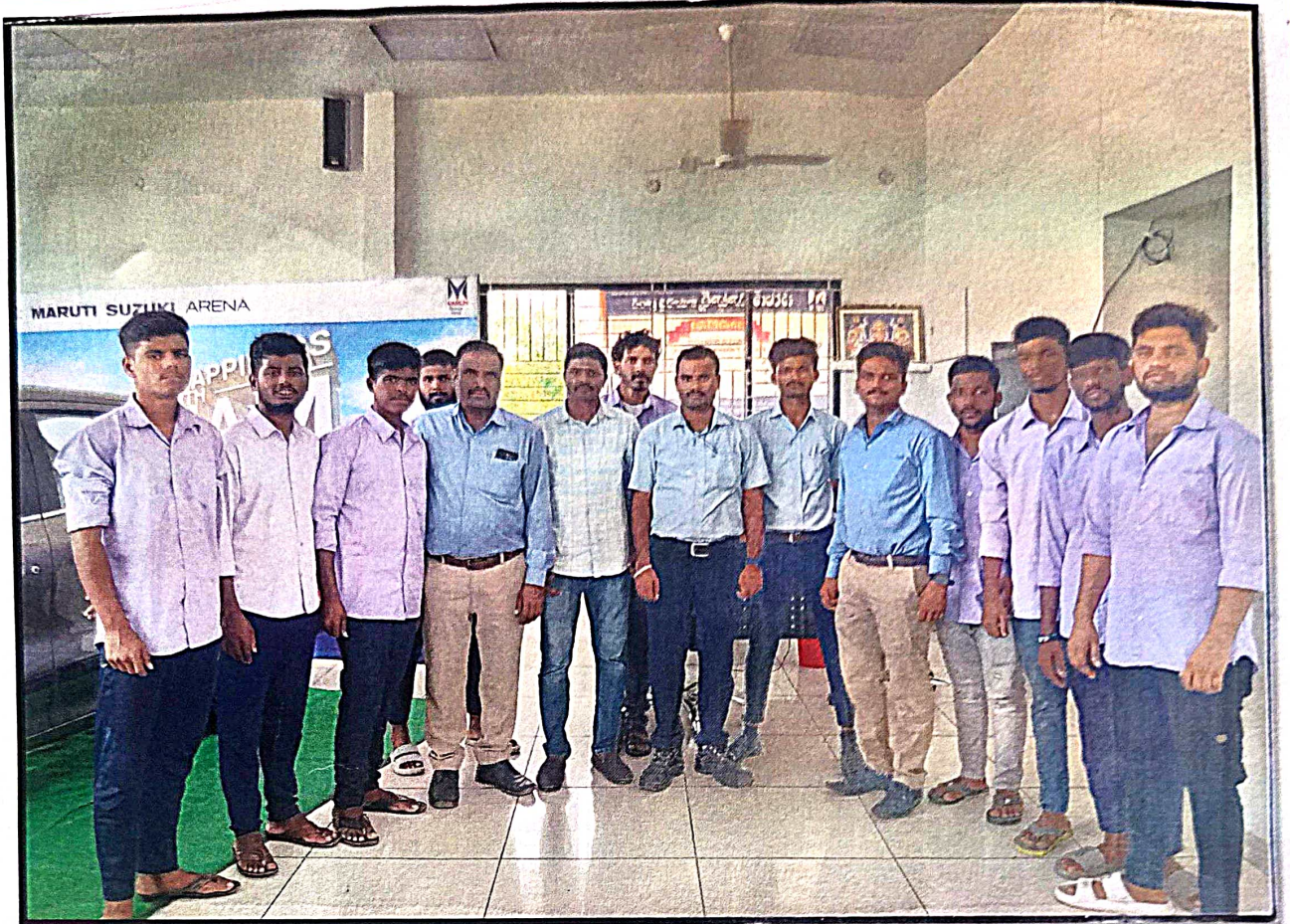


A.Y: 2019-20



Maruti Suzuki Arena Pvt Ltd at Kamareddy

S.No	Name of the Student	Roll No	Course	Signature
1	C.H. Prem Singh	1705508040002	B.Com (CA)	Prem Singh
2	G. Prany Kumar	1705508040004	B.Com (CA)	Prany
3	H. Narendra	1705508040005	B.Com (CA)	Narendra
4	K. Anil Kumar	1705508040008	B.Com (CA)	Anil Kumar
5	M. Lachiram	1705508040009	B.Com (CA)	Lachiram
6	N. Rajeshwar	1705508040010	B.Com (CA)	Rajeshwar
7	N. Ravindhar	1705508040011	B.Com (CA)	Ravindhar
8	P. Akshay Kumar	1705508040013	B.Com (CA)	Akshay Kumar
9	P. Anjan Kumar	1705508040015	B.Com (CA)	Anjan Kumar
10	R. Mohan	1705508040017	B.Com (CA)	Mohan
11	B. Vamsi	1805504080009	B.Com (CA)	Vamsi
12	Ch. Ranaprath	1805504080010	B.Com (CA)	Ranaprath
13	D. Dathath	1805504080011	B.Com (CA)	Dathath
14	D. Jayraj	1805504080012	B.Com (CA)	Jayraj
15	M. Vinay	1805504080013	B.Com (CA)	Vinay

121



ShowRoom Outside view.



Findings from Field Trip :- Students Interaction with manager & staff

⇒ Students interacted with manager B. Rakesh Kumar. He gave reply to the questions raised by students. Also other staff from different department also gave answer in all dimension of questionnaire.

* There are two types of showrooms Maruti is having. One is 'ARENA' - this showroom is known for middle class vehicles - like Sedan, Hatchback. Another one is NEXA - in this top variant SUV vehicles prime vehicles.

* Their main promotional strategy is light vehicle with high mileage.

- * Financing option also Flexible - masuki organization having lot of Undertakings with Fintech companies & Government banks.
- * post purchase service also attracted customer in purchasing masuki vehicle
- * Spare parts also one of the source of income to showroom
- * Employee Engagement - efficient team in Repair & maintenance service also attracting the customers
- * pricing also affordable - looks like common man's vehicle.

1. Aravind
A. Naveen Kumar
2. Aravind
M. Neelima

Aravind