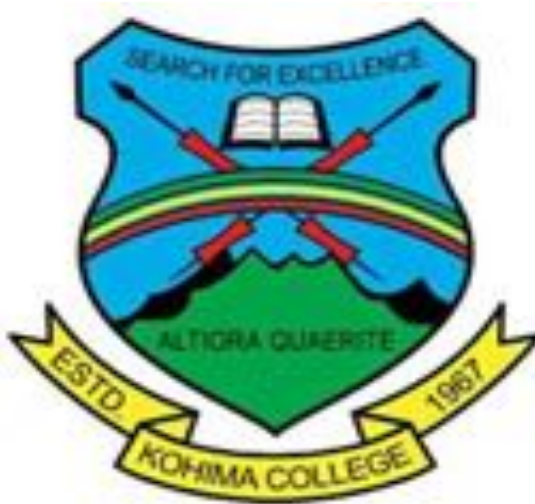


**PROJECT REPORT ON
A BRIEF STUDY ON ROYAL ENFIELD SHOWROOM
KOHIMA**

*Project report submitted to Nagaland University in partial fulfillment
for the award of the degree of Bachelor of commerce*

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2021

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Date: 08/05/2021

DECLARATION

I declare that the project report entitled “A BRIEF STUDY ON ROYAL ENFIELD SHOWROOM KOHIMA” submitted by me for the award of the degree of **Bachelor of Commerce** of Nagaland University is my own work. The project report has not been submitted for any other degree of this University or any other university.

NAOMI TRAKHA

CERTIFICATE

We recommend that this project report be placed before the examiners for evaluation.

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Acknowledgment

It is great pleasure for me to undertake this project,

I feel highly doing the project entitled "A brief study on Royal Enfield showroom
Kohima"

I would like to extend my sincere and heartfelt gratitude
to my teacher Miss Ngiplon Rachel Chohwanglim who has helped me in this endeavor
and has

always been very cooperative and without her help, cooperation, guidance &
encouragement the project could not have been what it evolved to be.

I am also thankful to my parents for their cooperation and
encouragement. At last but not the least, gratitude to all my friends who helped me a
lot in

finalizing this project within the limited time frame.

Above all, the Great Almighty, the author of knowledge and wisdom, for his countless
love.

CONTENTS

SL.NO	TITLE	PAGE.NO
	Chapter-1	
1.1)	Introduction	1
1.2)	Review of Literature	2-3
1.3)	Objective of study	4
1.4)	Research Methods	5
	Chapter-2	
2.1)	Layout of Show Room	6
2.2)	Organizational Structure	7
2.3)	Types of Royal Enfield	8-13
2.4)	Findings	14
2.5)	Viewpoints and challenges	15-16
	Chapter-3	
3.1)	Recommendation	17
3.2)	Conclusion	17
3.3)	Data Analysis	18-20
3.4)	Bibliography	21
3.5)	Questionnaires	22-23

CHAPTER-1

(1.1) INTRODUCTION

Royal Enfield is a well-known automobile company that primarily deals in manufacturing of motor cycles and cycles. Apart from that, it produces lawnmowers, stationary engines and rifles. Royal Enfield the fastest growing motorcycle brand in the world. In Nagaland it is established in the year 2018 under KK motors. Kekhrieletuo Kelie proprietor of KK opened its showroom with automated servicing center in Kohima under the name KK motors at North Hill Arcade, opposite Vishal mart, Kohima. Delivering the brand philosophy of pure motorcycling in every aspect of ownership experience, Royal Enfield exclusive store is the 2nd in Nagaland and 37th in the North East.

(1.2) REVIEW OF LITERATURE

'Concentrate on the automobile service quality proposed that perception of service quality is Multi-layered and comprises of overall customer's perception of quality (physical attributes, reliability, personal interaction, problem solving and policy). The presence of these elements improves the assessment towards the service. Research suggests that the SERVQUAL model cannot be applied for all service research studies and modifications'. (Dabholkar 1996)

'This study is a concentrate to explore a relative to important of a service quality across a select service context. The results suggest that the all service quality is equally important as no proper order of their importance could be established, the service performance in relation to the expectations is poor in respect of nearly all the select services and the nature of service does not seem to have a role in establishing is an order of importance of the service quality'. (Sheetal B. Sachdev, Harsh V. Verma 2004)

'This research article aims at investigating and determining the nature of the service quality construct and it's relationship with those of customer perception. Customer satisfaction, customer experience and behavioral intensions. Moreover, this study aims at identifying the dimension that is the best predictor of overall service service quality, in terms of generating outcome that identifies dimension regarding service quality in car showroom'. (Ali Araghchi 2007)

'Their study highlights the important dimensions of service quality from customer's perception in a car service agency. Additionally, it aimed at identifying difference between expectations and perceptions of customers from service quality dimensions and comparing difference across agencies.' (S. Keshwaraz, S. M, Yazdi 2009)

'Concentrate the discusses and analysis expectations and perceptions about service quality in car service center. The aim is to analyse and research about the role of service quality for creating customer perception and to find out the gap between expectations and perceptions through the customer point of view. The perception can be described as

satisfaction or lack of satisfaction. The survey was conducted as a case study and was based on the quantitative method. ‘ (Md. Hussain Kabir and Therese)

(1.3) OBJECTIVE OF STUDY

1. To analyze the relationship between service quality and customer satisfaction
2. To gain a better understanding of the service quality dimensions that affects customer satisfaction from customer perspective.
3. To find the problems regarding service quality.

(1.4) RESEARCH METHOD

Primary data: -In order to find out the showroom of Kohima's Royal Enfield, primary data was collected by personally visiting the dealership and showroom. With the help of well laid questionnaire. I took feedbacks from the manager and employees, while interviewing them, which helped me to prepare the research report.

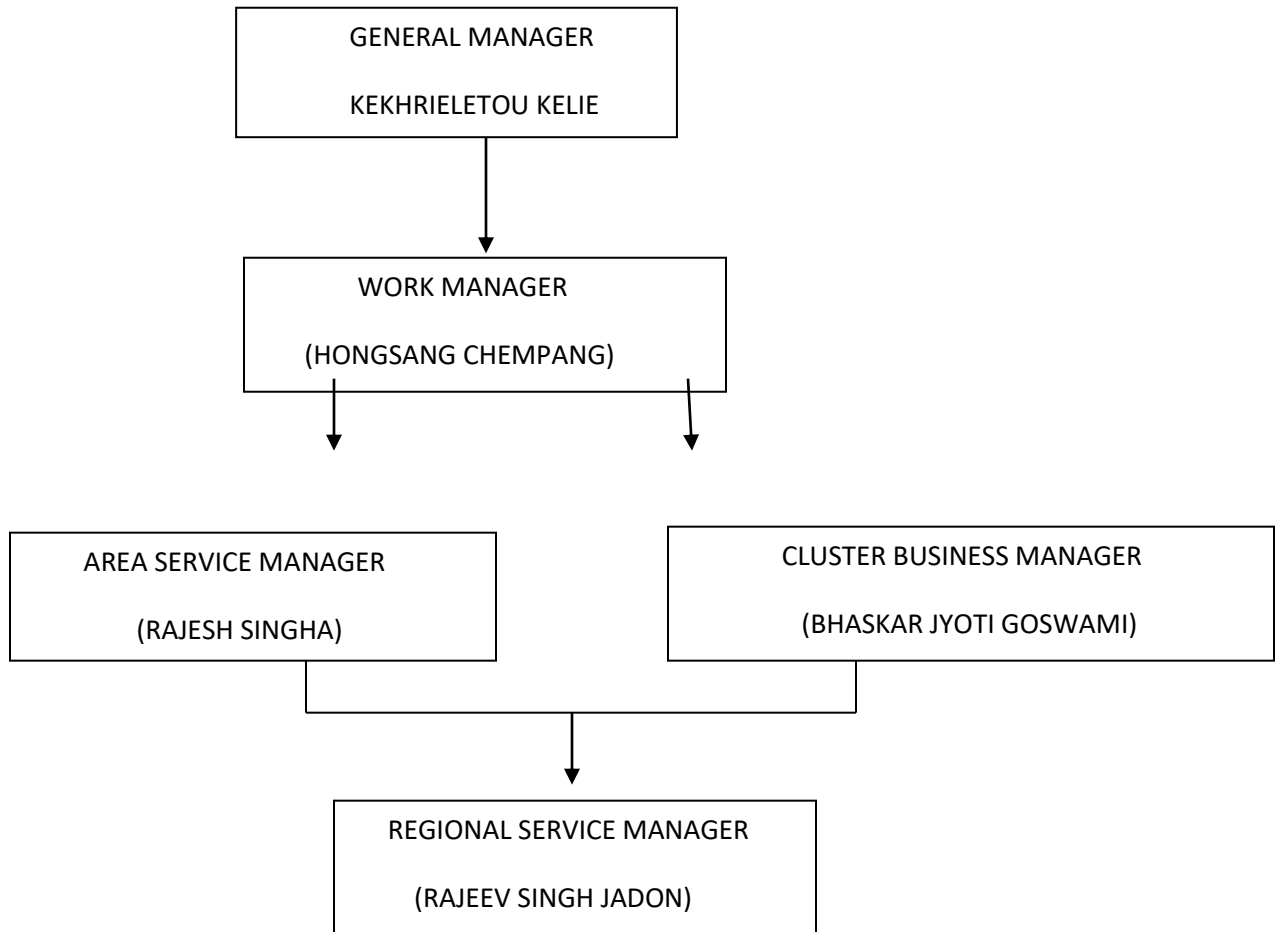
Secondary data: - the secondary data collection involved internet source, browsing magazine, newspaper and articles. To analyze the relationship between service quality and customer satisfaction. To gain a better understanding of the service quality dimensions that affects customer satisfaction from customer perspective.

CHAPTER-2

(2.1) LAYOUT OF SHOWROOM

1. Royal Enfield showroom is located at High School junction, North Hill Arcade, New secretariat Road, Kohima, Nagaland.
2. Interior is designed fashioned.
3. *Stone black* is the theme of the showroom.
4. Proper place for discussion.
5. Responsive was good.
6. Clients are treated in a polite manner.
7. The facilities, services and installations needed for the functioning of the enterprise is plausible.

(2.2) ORGANISATIONAL STRUCTURE



(2.3) TYPES OF ROYAL ENFIELDS

1. Royal Enfield Himalayan:

The Himalayan is the most affordable adventure bike that you can buy in the Indian market. The Himalayan is quite popular among enthusiasts and Royal Enfield launched a new version of the bike with critical changes that increases its reliability. This powered by an all-new 411- cc LS engine that develops a maximum of 23 Bhp.



2. Royal Enfield classic 350:

The classic 350 is a cruiser bike available at a starting price of Rs. 1, 67,569 in India. It is available in 7 variants and 13 colors with top variant price starting from Rs. 1, 93,015. The classic 350 is powered by 346cc BS6 engine which develops power of 19.1 bph and a torque of 28Nm. With both front rear disc brakes, Royal Enfield classic 350 comes up with anti-locking braking system. This classic 350 bike weights 195kg and has a fuel tank capacity of 13.5 liters.



3. Royal Enfield continental GT 650:

The continental 650 is a bike available at a price of Rs. 2, 86,390 in India. It is available in 3 variants and 5 colors with top variant price starting from Rs.3,07,713. The continental GT 650 is powered by 648cc BS6 engine which develops a power of 47 bhp and a torque of 52 Nm. With both front and rear disc braking system. It is an anti-locking braking system. It weights 198 kgs and has a



fuel tank of 12.5 liters.

4. Royal Enfield Thunderbird 350:

Royal Enfield has decided to pass on the GST tax benefits to its customers. As part of the new GST tax structure, prices for the bike have reduced between Rs 2,000 to Rs 2,300 depending on the state of purchase. The new Thunderbird comes with all the bells and whistles one could possibly ask from Royal Enfield. The shapely 20-litre fuel tank, the information-loaded twin pod cluster, the mini ape-hanger handlebar- not only looks cool, but are also purposeful. Another useful feature is the hazard lamp function. The bike also comes with both front and rear discs as standard. When it comes to value for money and features, the Thunderbird is hard to beat.



5. Royal Enfield Thunderbird 350X: A test mule of the 2020 Royal Enfield Thunderbird 350X was spotted recently with a number of accessories. They include a windshield, crash guard and saddle stays for better touring capabilities. Other updates for the 2020 model include a new BS6-compliant engine and altered ergonomics. Underpinnings include telescopic fork up front and twin shock absorbers at the rear. The bike comes to halt using disc brakes on both ends with dual-channel ABS as standard. We expect the company to launch the motorcycle early next year, for a price tag somewhere between Rs 1.80 lakh and Rs 1.85 lakh.



6. Royal Enfield interceptor 650:

The Royal Enfield Interceptor 650 BS6 continues to use the same 647.9cc air-cooled and fuel-injected power plant. It delivers the same 47PS and 52Nm as its BS4 predecessor. It gets a 6-speed gearbox with a slipper clutch. The Royal Enfield Interceptor 650 BS6 continues to use the same underpinnings as before. It gets a dual-cradle frame with telescopic forks and dual gas-charged shock absorbers. Braking is via a 320mm front and 240mm rear disc brake with dual-channel ABS. It gets 18-inch aluminium wheels shod with Ceat Zoom Cruze tyres.

7. Royal Enfield bullet 350:

The Royal Enfield Bullet 350 BS6 uses the same 346cc single-cylinder thumper as the Royal Enfield Classic 350 BS6. The motor produces 19.3PS at 5250rpm and 28Nm at 4000rpm. The gearbox continues to remain a 5-speed unit. The engine nestles inside a traditional single down tube frame linked to a telescopic front fork and twin rear shock absorbers. Braking hardware remains the same as the BS4 version, with a front 280mm disc and 153mm rear drum brake. Royal Enfield had introduced single-channel ABS back in 2019 itself.



8 .Royal Enfield bullet trials:

It is a scrambler themed motorcycle that gets several aesthetic changes on it. Based on the bullet series, the trials get both 350cc and 500cc engine options while the power and mechanical configuration stays the same.



(2.4) FINDINGS

- From the study it is found that more percentage of respondents belongs to age groups of 20-40
- More number of customers of is using Royal Enfield for necessity.
- Royal Enfield is used mainly for its power and pick up.
- Most preferred model of Royal Enfield is classic 350/500
- The most preferred colour of Royal Enfield is Black
- It is found that majority of respondents got to know about Royal Enfield through the word of mouth by family and friends.
- Majority of the respondents have rated Royal Enfield as satisfied with the advertisement.
- It is found that majority are influenced by appearance in Television.
- It is found that majority of respondents are satisfied by dealer service.
- Market shares are usually very small in Nagaland.

(2.5) View points and challenges

- It is a new business in Kohima, with small market n small parameters.
- Everything is done individually during the time of establishment, like getting their business license, go through interviews and market surveys.
- Since Royal Enfield is new in Nagaland there are no alternate suppliers, no enough resources or enough stocks.
- Doing business in Nagaland is a little difficult, as they depend on other businesses to raise or lower the price. They don't have the freedom of fixing prices.
- To run an automobile company in Nagaland, it is a little difficult at present, since there are no qualified candidate or professional candidates in the field of automobile.
- Taxation are made by different departments like GST, CGST, SGST, Income tax, Kohima Municipal Council and Underground taxes. To run a business in Nagaland double taxes have to be paid.
- Bikes are directly imported from Chennai by road. For which the transportation charges are made directly from the bank through annual basis.
- It take a lot of time since it is transported through road and they sometimes failed to satisfy their customer's demand.
- Damages during transportation are claimed through the insurance companies.
- Most of Royal Enfield riders are from the age groups between 20- late 40s
- From the context of Nagaland, most of the customers are very economic and demanding. They have categories them in three different groups:
 - a. Economic customers: They usually go for prices instead of checking out the features, benefits and quality. They are also very difficult to negotiate with.
 - b. Resourceful and genuine customers: they go for the benefits, features and comfortability. Before purchasing they do a thorough research on the brand and they take time to purchase. Sometimes instead of the employees, they tend to know more about the product, which makes them difficult to answer all their questions.

- c. Demanding/aggressive customers: before knowing anything about the brand, they go for the price and discount. They put sales executive in miserable due to their high demand.

CHAPTER - 3

(3.1) RECOMMENDATION

Royal Enfield should concentrate on building around the iconic status it already enjoys if it plans to attract customers migrating to other manufacturers

The showroom employees need further training on managing high profile customers. Training in the area of attitude, sales can be provided to make them more successful.

(3.2) CONCLUSION

It can be concluded that younger generation and middle age people are more interested in Royal Enfield Bullet, the buying behavior is governed predominantly by the need for power and respect for the iconic Brand and users are mostly professional males, 20-30 years of age, including some students. Most of the customers are attracted to newly release classic 350/500. Royal Enfield Bullet has an excellent satisfaction in terms of comfort and safety. The Royal Enfield is the largest producer and seller to two wheelers to retain existing and attract new prospect fulfillment of expectation is necessary. Fulfillment of customer expectations, efficient marketing strategies can only increase the Market share and can compete with their rivals.

The finding also highlighted that employee consciousness does not influenced on users perception. Hence, it is concluded that showrooms employees need further training on manage high profile customers. Training in the areas of attitude, sales can be provided to make them more successful.

(3.3) DATA ANALYSIS AND INTERPRETATION

Data analysis of collected data, presented in the appealing formats using tables and figures, and requirements provides the result of the data.

1. Number of bikes sell annually :

Number of bikes	Percentage
2 – 3	10%
4 – 6	30%
7 - 10	60%
Total	100%

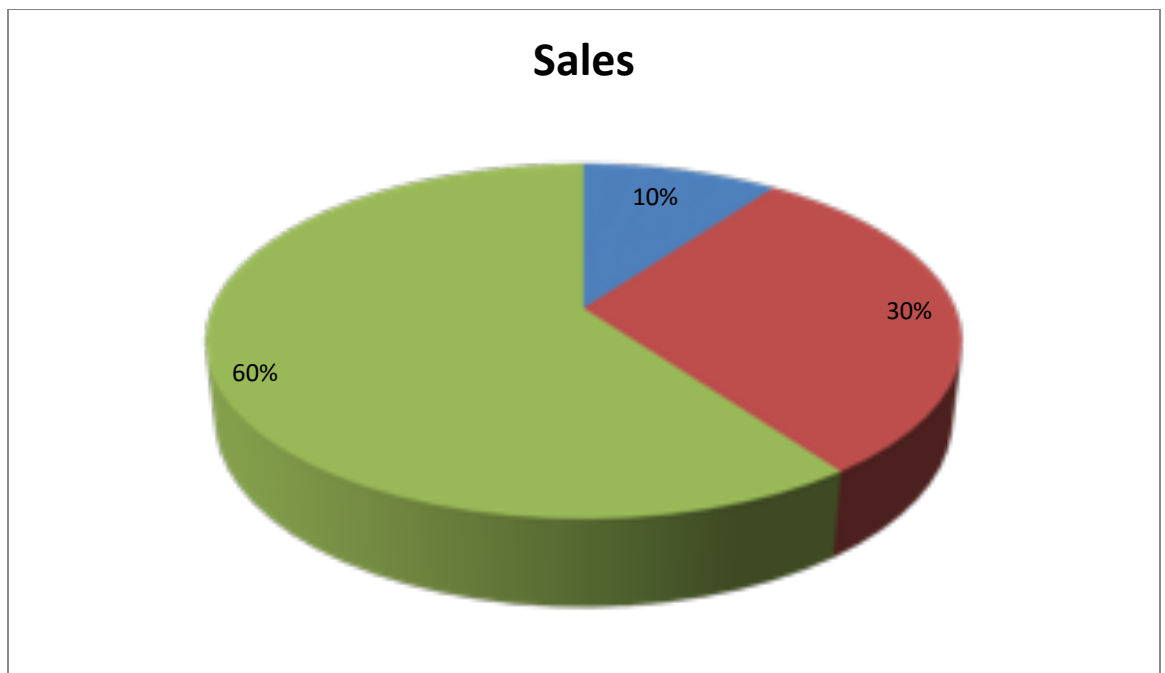


Fig.1. It shows that the number of bikes sells between 7 – 10 annually on the demand of the customer.

2. Customers demand on the type of bike models:

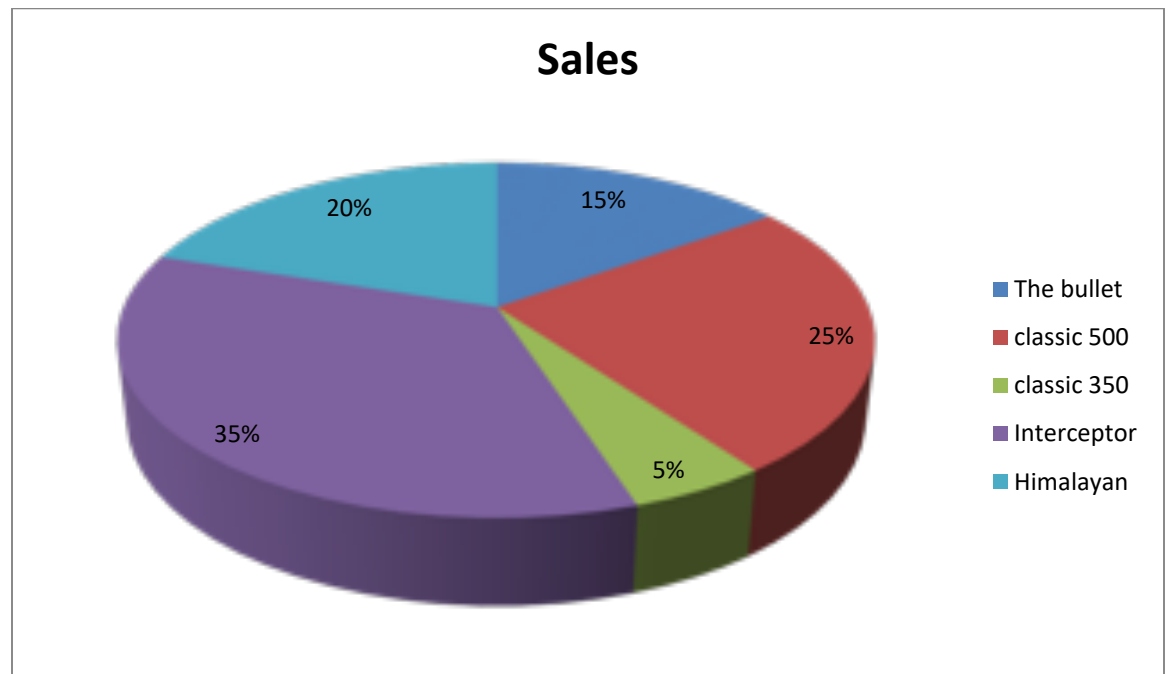


Fig .2 : The interceptor 650 Royal Enfield has the highest demand of the customer in Kohima, Royal Enfield showroom.

3. What are the average charges on transportation of goods?

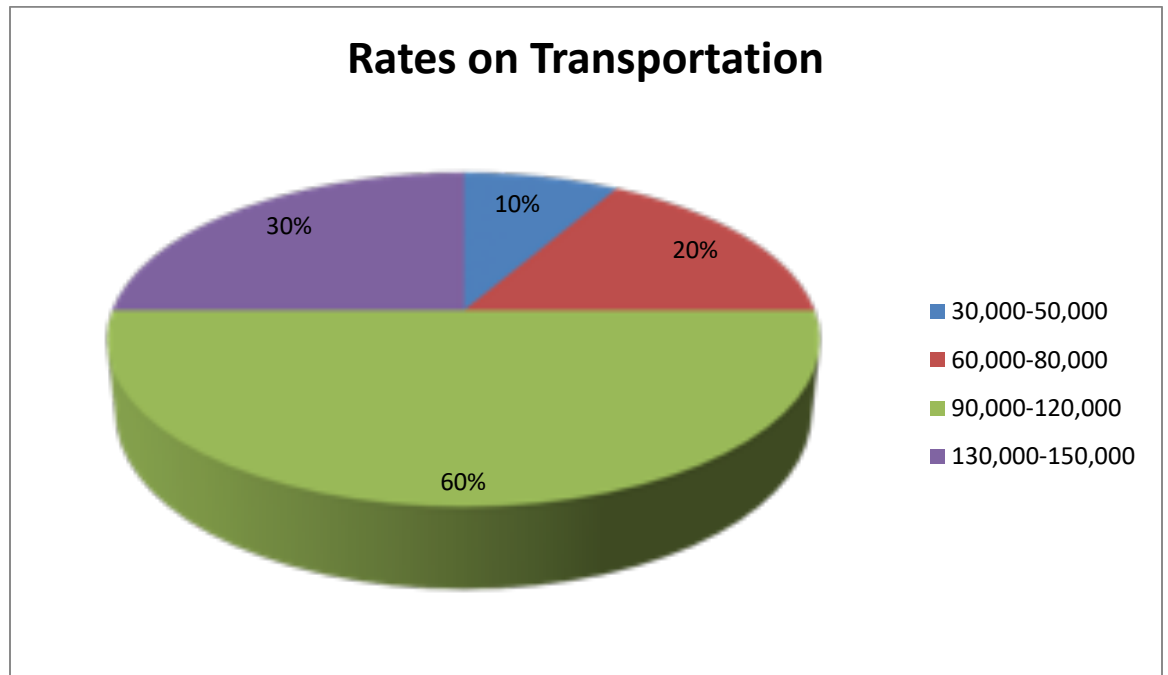


Fig.3: The charges on transportation are mostly exercises between Rs.90,000-Rs.120,000.

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Primary data:- Interviews and Questionnaires

Secondary data:- Internet source

- **K.B. Kishan, K.G. Hemalatha. Department of Business Administration, Dayananda Sagar College of Engineering Bangalore, India**
- **Dr. R. Kanthiah Alias Deepak. Department of Business Administration, G. Venkataswamy Naidu College, Kovilpatti**
- **Vivek R. Department of MBA Acharya Institute of Technology, Soldevanahalli, Hesaragatta Main Road, Bengaluri.**

QUESTIONNAIRE

1. Name of the enterprise:

Royal Enfield

2. Age:

a) 20-30

b) 30-40

c) 40 and above

3. Gender:

a) Male

b) Female

c) Both

4. Martial status:

a) Married

b) Unmarried

5. Number of employees:

17

6. Number of working days

8 hours

7. Number of working days

Mon-Sat

8. Do you like your work nature?

a) Yes

b) No

9. Are you satisfied with the working conditions?

a) Yes

b) No

10. Are you satisfy with your present salary?

a) Yes

b) No

11. Is job security provided?

a) Yes

b) No

12. Is your business a partnership?

a) Yes b) No

13' Payment of workers

Monthly basis

14. Are you satisfied with leave policy provided by the organisation?

a) Yes b) No