SUMMER INTERNSHIP REPORT

Undertaken at

INDIAN OIL CORPORATION LIMITED

on

Study Of Business Potential Through Service Marketing At Petrol Pumps

SUBMITTED BY:
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TRAINING REPORT

On

Study of business potential through service marketing at petrol pumps

Submitted by:
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Under the guidanceof
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State Retail Sales Manager (Lubes)

Indian Oil Corporation Limited.

Acknowledgement

I would also like to extend my sincere gratitude towards ***Mr. Sarbojit Gooptu (State Retail Sales Manager (Lubes)),***for his guidance and continuous support during the complete duration of the project. He consistently encouraged us during the project and provided valuable inputs to proceed with the project.

My sincere thanks and appreciation for all the officers in the Marketing Division of the U.P. State office of Indian Oil, dealers and the pump attendants for their immense support, resources and inputs, which helped in the timely completion of the project. Their inputs have been of immense value to this project.

Last but not the least I am thankful to each and every customer(passenger vehicle owners) and service station employees who participated in the survey and provided me with their valuable feedback.

Aishwarya Verma

AishwaryaVerma

Integrated BBA+MBA (Oil & Gas Marketing)

Abstract

This project has been undertaken taken to assess the financial viability of setting up service facilities at a petrol pump of Indian Oil.

This study is to get the customer feedback on their preference of availing services from a petrol pump if it is provided by professional groups. Indian Oil customers present at the petrol pump are surveyed to see their satisfaction level and also their expectations of the services offered at a petrol pump. The customer survey also tries to understand the behavior of the customers towards a petrol pump.

The downstream oil companies play a very crucial role in capturing this gap in business opportunity by providing service stations at petrol pumps where at least routine maintenance and minor repairs can be undertaken. These outlets can be also the primary contact points for the customers who will always find the petrol pumps the most suitable and convenient place. For higher requirement of services like major repairs &accident repairs, the vehicles can be taken to the bigger format workshops. Since the petrol ump dealers may not have the required expertise in this business, collaboration can be made with OEMs or OEM dealers for providing these services with mutually agreed terms and conditions

The findings from the study would help the company with insights into areas that need to be improved. Finally, the study will also address the potential of such business at petrol pumps and financial viability of the business.

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Introduction

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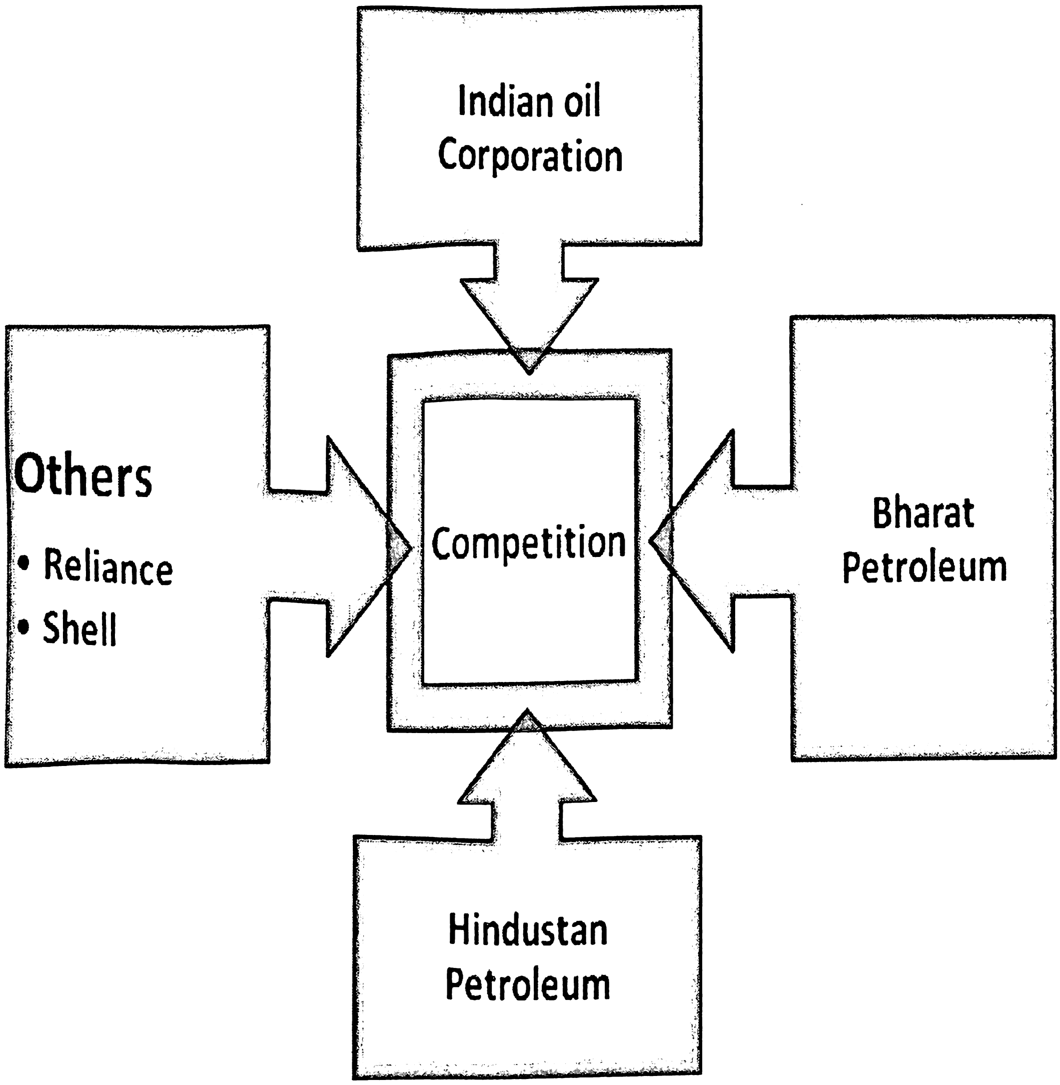
Other Oil Marketing Companies: Competitor's profile



INDIAN OIL: COMPANY PROFILE

India's flagship national oil company and downstream petroleum major, Indian oil corporation Ltd.(Indian oil) celebrated its Golden jubilee during 30th June 1st September 2009.

Established as an oil marketing entity on 30thJune 1959, Indian oil company Ltd. Was renamed Indian Oil Corporation limited on 1st September 1964 following the merger of Indian Refineries Ltd. (established in August 1985) with it. The integrated refinery &marketing entity has since grown into the country's largest commercial enterprise and Indian's No.1 Company in the prestigious Fortune 'Global 500' listing of the world's largest corporate, currently at 82ndposition. It is also the 18th largest petroleum company in the world.

Indian Oil Corporation has registered a profit of Rs.3332 crore for the third quarter of the financial year 2012-13 as compared to a profit of Rs. 2488 crore for the corresponding quarter of the previous financial year; mainly due to release of Government assistance to the tune of Rs.13475 crore partly compensating under recoveries on sale of three sensitive products i.e. Diesel, PDS Kerosene and LPG (Domestic).

The unaudited financial results of the Corporation were taken on record at the meeting of the Board of Directors here today. Indian Oil's turnover for the third quarter of the current financial year rose by 12% to Rs.107686 crore from Rs.96006 crore during the corresponding quarter last year.

Mr. R.S. Butola, Chairman, IndianOil, said, "IndianOil's product sales volumes including exports rose by 0.419 Million Tonnes to 19.706 Million Tonnes during the third quarter of FY 2012-13 as compared to the corresponding quarter of the previous financial year. The quarterly refining throughput went up marginally by 0.042 Million Tonnes to 14.208 Million Tonnes as compared to the corresponding quarter of the previous financial year. The throughput of the Corporation's countrywide pipelines network went up by 1.111 Million Tonnes to 19.471 Million Tonnes as compared to the corresponding quarter of the previous year."

Set up a mandate of achieving in self-sufficiency in refining and marketing operations for a nascent nation set on the path of economic growth and prosperity ,Indian oil today accounts for nearly half of India's petroleum consumption, providing precious petroleum to millions of people every day though a country wide network of 35,000 sales points. They are backed for supply by 167 bulk storage network and depots, 101 aviation fuel stations and 89 IndaneLPG bottling plants. For the year 2008-09, Indian Oil sold 62.6 million tonnes of petroleum products, including 1.7 million tonnes of natural gas.

The Indian Oil group of companies owns and operates 10 of India's 20 refineries with a combined capacity of over 60 MMTPA, accounting for 34% of national refining capacity, after excluding EOU refineries. Project under execution will take the capacity further to 80 MMTPA by the year 2011-12. Besides setting up state of art facilities to raise product quality to global standards, IndianOil has undertaken chartering of ships of crude oil imports on its own and is expanding its basket of crude and upgrading its refineries to handle a wider of crudes, including high-sulphur types.

Indian Oil and its subsidiaries account for 49% petroleum products market share, 40.4% refining capacity and 69% downstream sector pipelines capacity in India. Being the flagship oil company of India, it reaches its petroleum product through 34000 sales points. It has the largest and widest network of petrol and diesel stations in India, numbering over 17900. It also produces the Indane cooking gas and reaches to millions of households in around 2700 markets through around 5000 Indane distributors.

Indian Oil also has a wholly owned subsidiary Indian Oil Technologies Ltd. which is engaged in commercializing the innovation and technology developed by the R&D wing of the company.

BUSINESS MODEL

The major businesses of Indian Oil are in the fields of

- Refining
- Pipelines
- Marketing
- Research and Development
- Petrochemicals

Indian Oil is the largest refinery in India. It has a refining capacity of 60.2 million metric tonnes per annum (MMTPA). Although the Core business of Indian Oil is refineries, it is also into many other businesses related to crude oil.

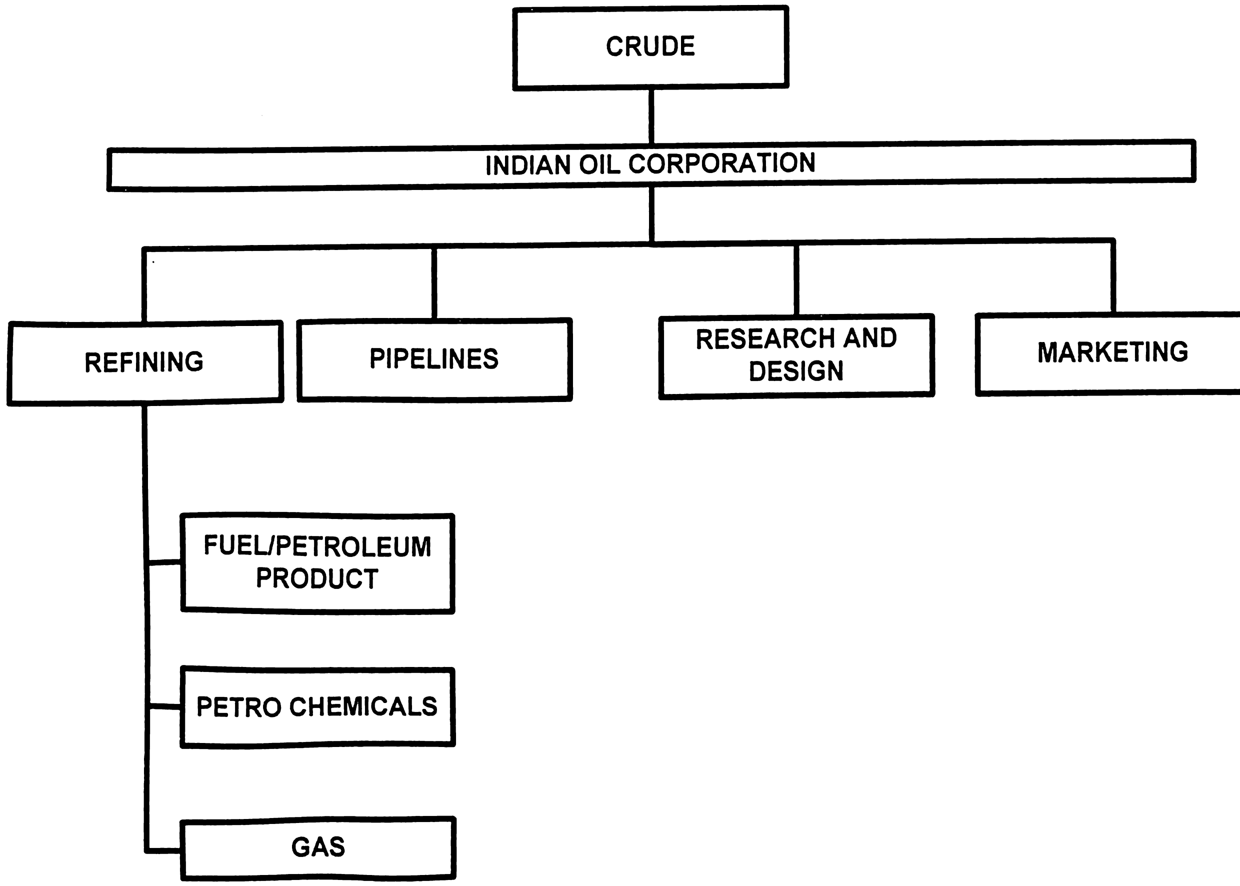


Figure 1: BUSINESS MODEL OF IOCL

Indian Oil also caters to its large volume consumer segment by providing them complete Fuel Management Solutions. It has proper storage and dedicated facilities for its customers who have bulk requirements. The tankages of Indian Oil are strategically located across the country and are custom-designed to maintain low-cost supplies that can be rapidly transported through a sophisticated supply-chain management system.

Indian Oil has a strong R&D support which continuously works on the product quality improvement, evaluation of catalysts and additives, health assessment of catalysts, material failure analysis, troubleshooting and in improving overall efficiency of operations. It has also launched initiatives in the field of exploiting alternative sources of energy like hydrogen and Biofuel.

The marketing and distribution network of Indian Oil is very strong with around 34000 marketing touch points and its petrol/diesel stations spread across the country. Its marketing efforts have made its brand recognized not only nationally but also internationally. It has always come with innovative product schemes such as XTRA PREMIUM and XTRACARE.

UPPLY CHAIN OF INDIAN OIL

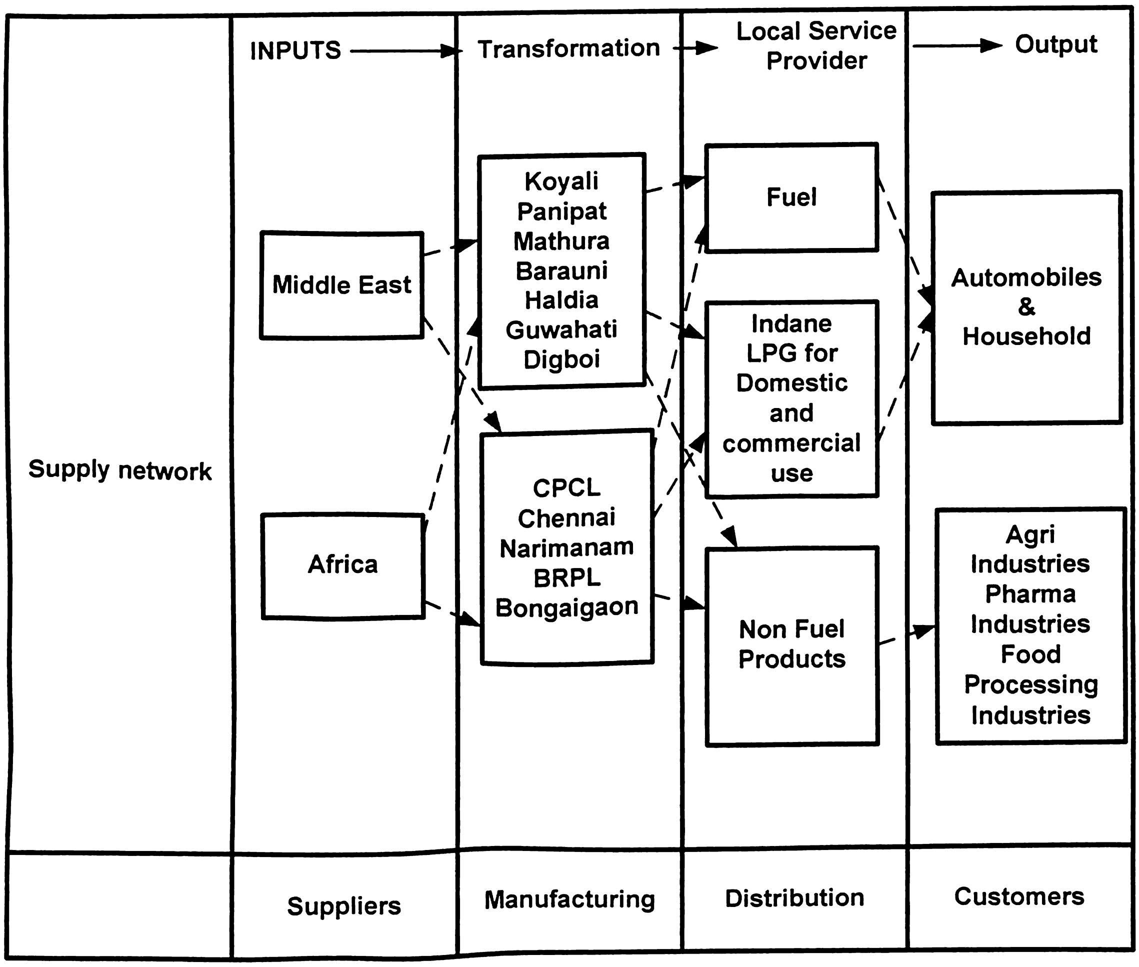


Figure 2: Supply Chain Network

- **XTRAPOWER FLEET CARD (For diesel customers)**

The XTRAPOWER Fleet Card program is a complete smart card-based fleet management solution for fleet operators and Corporate for cashless purchase of fuel & lubes from designated retail outlets of Indian Oil through flexible prepaid and credit facilities

The fleet card program also offers an exciting rewards program and unique benefits like personal accident nsurance cover and vehicle tracking facilities. In just under two years of its launch, Indian Oil's XTRAPOWER Fleet Card has emerged as the largest fleet card in the country with the widest retail outlet coverage.

- **"SWAGAT" HIGHWAYS FLAGSHIP RETAIL OITLETS**

There are number of such retail outlets planned across the country out of which many have been commissioned with a complement if fuel and non- fuel. Non-fueling offering through 'Best-in-class' alliance on exclusive basis wherever possible communication, food, rest, healthcare, parking vehicle care etc.

- **XTRA CARE**

The launch of Xtra Care was the culmination of a series of plans in retail design, product and service up gradation, capability training, automation, loyalty program, retail site management techniques all benchmark to global standards. While the industry standard is to take samples on a quarterly basis, Indian Oil has moved several steps ahead by introducing fortnightly random sampling with specific importance given to Research Octane Number (RON) sampling which is truly the definitive test for quality and quantity. So far over 400 Xtra care retail outlets have been set up, around 1500 Xtra Care retail outlets will be ready soon.

- **XTRAREWARDS LOYALTY PROGRAM (For petrol customers)**

Indian Oil XTRAREWARDS is India's first on-line rewards program that seeks to inculcate the habit of redeeming points. The loyalty program rewards customers paying by cash, credit and debit cards.

Each transaction is confirmed on-line through a charge slip and customers can earn points on fuel/lube purchases at participating Indian Oil Retail Outlets. Additional points can also be earned outside the Indian Oil network, covering prominent FMCG, Food, Automobile, Travel, Entertainment, Apparel and Hospitality sectors.

Literature Review

- **En.wikipedia.org**

  Service marketing is a sub field of marketing, which can be split into the two main areas of goods marketing (which includes the marketing of fast moving consumer goods (FMCG) and durables) and the marketing of services. Services marketing typically refers to both business to consumer (B2C) and business to business (B2B) services, and includes marketing of services like telecommunications services, financial services, all types of hospitality services, car rental services, air travel, health care services andprofessional services.

Services are economic activities offered by one party to another. Often time-based, performances bring about desired results to recipients, objects, or other assets for which purchasers have responsibility. In exchange for money, time, and effort, service customers expect value from access to goods, labor, professional skills, facilities, networks, and systems; but they do not normally take ownership of any of the physical elements involved.

Due to the increasing homogeneity in product offerings, the attendant services provided are emerging as a key differentiator in the mind of the consumers. In case of two fast food chains serving a similar product, more than the product it is the service quality that distinguishes the two brands from each other. Marketers are able leverage on the service offering to differentiate them from the competition and attract consumers.

Relationships are a key factor when it comes to the marketing of services. Since the product is intangible, a large part of the customers' buying decision will depend on the degree to which he trusts the seller. Hence, the need to listen to the needs of the customer and fulfill them through the appropriate service offering and build a long lasting relationship which would lead to repeat sales and positive word of mouth.

Given a highly competitive scenario where multiple providers are vying for a limited pool of customers, retaining customers is even more important than attracting new ones. Since services are usually generated and consumed at the same time, they actually involve the customer in service delivery process by taking into consideration his requirements and feedback. Thus they offer greater scope for customization according to customer requirements thus offering increased satisfaction leading to higher customer retention.

When the physical product cannot easily be differentiated, the key to competitive success may lie in adding valued services and improving their quality. Rolls-Royce has ensured its aircraft engines are in high demand by continuously monitoring the health of its 3000 engines for 45 airlines through live satellite feeds. Under its "TotalCare" program, airlines pay Rolls a fee for every hour an engine in flight, and Rolls assumes the risks and costs of downtime and repairs in return.

The 7 P's of service marketing:

The first four elements in the services marketing mix are the same as those in the traditional marketing mix. However, given the unique nature of services, the implications of these are slightly different in case of services.

Product: In case of services, the 'product' is intangible, heterogeneous and perishable. Moreover, its production and consumption are inseparable. Hence, there is scope for customizing the offering as per customer requirements and the actual customer encounter therefore assumes particular significance. However, too much customization would compromise the standard delivery of the service and adversely affect its quality. Hence particular care has to be taken in designing the service offering.

Pricing: Pricing of services is tougher than pricing of goods. While the latter can be priced easily by taking into account the raw material costs, in case of services attendant costs - such as labor and overhead costs - also need to be factored in. Thus a restaurant not only has to charge for the cost of the food served but also has to calculate a price for the ambience provided. The final price for the service is then arrived at by including a markup for an adequate profit margin.

Place: Since service delivery is concurrent with its production and cannot be stored or transported, the location of the service product assumes importance. Service providers have to give special thought to where the service would be provided. Thus, a fine dine restaurant is better located in a busy, upscale market as against on the outskirts of a city. Similarly, a holiday resort is better situated in the countryside away from the rush and noise of a city.

Promotion: Since a service offering can be easily replicated promotion becomes crucial in differentiating a service offering in the mind of the consumer. Thus, service providers offering identical services such as airlines or banks and insurance companies invest heavily in advertising their services. This is crucial in attracting customers in a segment where the services providers have nearly identical offerings.

The final three elements of the services marketing mix - people, process and physical evidence - are unique to the marketing of services.

People: People are a defining factor in a service delivery process, since a service is inseparable from the person providing it. Thus, a restaurant is known as much for its food as for the service provided by its staff. The same is true of banks and department stores. Consequently, customer service training for staff has become a top priority for many organizations today.

Process: The process of service delivery is crucial since it ensures that the same standard of service is repeatedly delivered to the customers. Therefore, most companies have a service blueprint which provides the details of the service delivery process, often going down to even defining the service script and the greeting phrases to be used by the service staff.

Physical Evidence: Since services are intangible in nature most service providers strive to incorporate certain tangible elements into their offering to enhance customer experience. Thus, there are hair salons that have well designed waiting areas often with magazines and plush sofas for patrons to read and relax while they await their turn. Similarly, restaurants invest heavily in their interior design and decorations to offer a tangible and unique experience to their guests.

- **Forbes.com**

Why Customer Service Is The New Marketing

Treat yours customers as if they were newspapers reporters; this is the new mantra for savvy companies of all sizes.

As consumers, we've become disenchanted with advertising and marketing of all sorts, having being duped, tricked or made to feel foolish on more than one occasion. The last true medium that holds sway is referrals from friends, colleagues, or online reviews from the likes of Yelp, Angies List or Trip Advisor. According to a survey by the American Marketing Association, 90 percent of consumers trust peer reviews and 70 percent trust online reviews. It's the last, true, medium that many consumers turn to when faced when inundated with choice, and confused by similar-sounding sales pitches.

Perhaps it is because reviews are the last sacred ground that a flurry of outrage spread like wildfire across the Internet when news leaked that Reverb Communications (a PR agency) was paying interns to write positive reviews on iTunes for their clients Apps. Or when the occasional Amazon.com author gets ousted for disparaging competing books while positively reviewing their own. If you can't trust advertising messages, and you can't trust reviews, what else is left?

Based on my experience growing 99designs into a company that earns 7-figures per month, based largely on word of mouth, here are my three golden rules:

1. **Think long-term reputation vs. short-term profit.** Trying to optimize profit on a sale-by-sale basis is a fool's game, leads to frustrated customers and lost repeat business. When FedEx left an eBags

2. package without a signature at our office building over the weekend which got stolen, a single email to the company resulted in a quick refund to my credit card. Compare that to a recent experience with a National Retailer, where a request for an exchange or refund took two store visits, three people, and more than 90 minutes of waiting while employees scoured the back-room for inventory that turned out to be non-existent. Even Apple lived up to its reputation recently, happily issuing me a partial refund on a laptop order after I failed to claim a discount I was eligible for. It would have been easy to transfer me around different departments, put me on hold, or outright say "no" to retroactively applying the discount. But the first person I spoke to happily made it happen even though they had no idea that we had 90+ employees on Mac-book's that we regularly refresh, spending thousands in the process. You never know who the customer is on the other end.

3. **Identify your top customers and make them feel special.** With many companies, the most reverently loyal customers represent a disproportionately huge chunk of revenue. Knowing who those people are — and giving them special attention — is a must-do for every company. I recently had a conversation with the founder of a large Las Vegas based conference that's been running for more than 10 years who used Klout.com to identify his most influential attendees. By offering just a little bit extra (free limo service to and from the airport), a dozen influencers directly contributed to over 100 additional tickets being sold with almost no additional marketing costs.

4. **Make yourself available.** I had my personal cell phone number on sitepoint.com for 10-years (a site visited by more than 2.5 million people every month and ranked Top 1000 in the world), and was happy to answer more than 30 calls on Christmas Day, when a special deal we were running on the website went wonky. These days, we have dedicated support reps for us on three continents, and we've never outsourced to a call center to cut costs.

Tony Hsieh from Zappos says his company loves to talk to customers, and classifies customer service as a marketing investment, rather than an expense that must constantly be slashed and analyzed. Zappos has no metrics that reps have to hit around calls per hour, average time per call, or other silly nonsense that leads frustrated customers.

Some businesses are even taking it a step further, by turning their most prolific fans into advocates and online sales people. Under Armour and Skullcandy have recruited an online sales force made up of their most loyal and knowledgeable customers and are paying them with cash and gear for answering live chat requests from prospective customers on their websites. After all, who better to make authentic product recommendations and answer detailed product questions, than the customers already using them? No outsourced call center team can match the passion, product knowledge and helpfulness of your most ardent supporters.

The Problem of Defining Professional Services Marketing Expertise

By Suzanne Lowe |

January 16, 2007

Marketingprofs.com

In an early November post on my blog, I posed the question: "Do we marketers have any idea what makes one marketer more expert than the other?" It sparked some healthy debates: What is the definition of "expertise" in the role of professional services marketing? Do a firm's fee-earning practitioners have appropriate expectations for the marketing function?

The multiple opinions that followed revealed a tremendous fragmentation in the expectations of professional services marketers.

Is marketing's role to "move the sale ahead" and to "stand behind the firm's professionals, whose job it is to create value?" In this model, marketers are expected to help grow the business within the confines of the firm's current service offerings and service delivery parameters. This model also implies that marketers exist to save the practitioners' time, money, and effort, freeing them up to do critical work that they could not do otherwise.

I'd wager that the majority of professional firms, and the majority of marketers themselves, see the role in this light.

Or should marketing's role be to "create value itself" and to "find and match marketplace opportunities with the firm's value propositions?" This model implies that marketers are deeply embedded within the business, have an astute understanding of the firm's current and potential value proposition, and have the skills, judgment, and advisory talent to help the firm carve out new or expanded market opportunities. This conceptualization of the marketing role embraces the notion of innovation, creativity, and instinct.

It appears that these differing expectations, and the evolution of the role of professional services marketer, have begun to fall into two distinct camps, both of which are grounded in expertise: the efficiency specialist, and the analytical specialist/market creator.

The Efficiency Specialist

The Efficiency Specialist's job is to help make selling happen. This type of marketer has expertise in getting potential clients to take specific actions; effectively moving the marketing tactical machine; teaching and motivating practitioners to build the firm's favorable awareness; and spending marketing budgets astutely, no matter what their size.

"Success" manifests itself in exceeding client expectations in the delivery of a marketing program—for example, a surprisingly engaging advertisement, Web site, holiday gift, client event, internal training program, and the like.

Interestingly, this is the very same area that has recently received the most scrutiny and criticism regarding its productivity and return on investment. (It's no accident that our 2006 study was titled "Increasing the Effectiveness of Marketing in Professional Firms.")

The Analytical Specialist/Market Creator

The Analytical Specialist/Market Creator embodies a role far different from the Efficiency Specialist's. This person helps create opportunities that weren't there before.

Consider the examples of Howard Schulz (Starbucks), Walt Disney (Disneyland), and Larry Page and Sergey Brin (Google). They have vividly demonstrated their expertise at anticipating the emerging needs of a particular market segment, preemptively developing a differentiated value proposition that matched those needs. They literally created markets.

The competencies and talent for the Analytical Specialist/Market Creator are significantly different as well. This type of marketer has the ability to grasp the fundamentals of unique value creation within the service sector: architecture, accounting, law, etc. In this case, expertise resides in the deep and critical understanding of the profession, its target buyers, and its services lifecycle.

"Success" manifests itself in achieving breakthrough epiphanies regarding potential new value propositions, anticipating competitor moves, and comprehending deep buyer motivations. The firm can grow or sustain itself from there.

In my writing, I have cited examples of firms that have employed this model: executive search firm EgonZehnder International, management consultants Marakon Associates and L.E.K. Consulting, engineering firms Malcolm Pirnie and Nitsch Engineering, and accounting/business consultants RSM McGladrey, to name a few.

Not surprisingly, because of the consensus-oriented nature of many professional service firms, truly breakthrough value propositions are few and far between. To date, most have had to rely on sudden market shifts to force them to seek new ways to create value (SOX in the accounting profession, for example). Also not surprisingly, marketers who have successfully occupied this role are often partners or on a partner track, or have grown up from within the profession. Some have left their firms to create their own enterprises. Tom Peters is a good example of this model.

Professional service firm executives will increasingly seek talent in this arena—analytical specialists and market creators who have distinctly different skills than the efficiency specialists. These professional service marketers will have increased business acumen and credentials; experience and skills in employing accepted market research techniques; and more comfort in leading innovation initiatives. By definition, value creators are also likely to have a stronger entrepreneurial streak than efficiency specialists, and are thus more likely to require an equity stake in the firms they join.

Professional services marketers must decide which role they want—and build expertise within it

There is clear evidence that we are in the midst of a pendulum swing regarding these two camps. This evidence appears most often in the comments from experienced marketers who have spent a career perfecting their skills in the Efficiency Specialist role, and who are increasingly being asked to provide proof that they've made a difference in a professional service firm's success. Thanks to Michelle Golden for the following very relevant points, made in her blog comment regarding successes over the last 20 years in accounting and law firm marketing:

- Most firms don't know what to look for (skill wise) when they hire marketing professionals.
- Many [marketers] report to people who have no idea how to utilize or measure their efforts, evaluate their recommendations, and no authority to approve their initiatives.
- [Many firms] hired people with very creative ideas and they proceeded to stifle them by rejecting the most innovative ideas, failing to provide dollars, support persons for the pros to work with…
- Budgets for the marketers to work with (if they are even formalized) are ridiculously low compared to all other industries. This amount includes many items that the marketer tells the firm will have little or no ROMI, such as obligatory sponsorships, sporting tickets used mostly by employees and friends, etc.—usually expenses over which the marketer has little or no control or input.
- Many marketers don't even have access to their firm's financial information, including revenues by sector and historical or projected marketing expenditures.
- Marketers get sucked into non-client activities in the firm such as party-planning, morale building, and recruiting….
- [Most marketers] operate in environments in which feedback of any sort is scarce, written marketing plans and budgets are the exception and not the rule, and getting "time" with decision-makers is not easy.

In these and several other points made in her post, Golden crisply articulates the Efficiency Specialist's biggest frustrations: The marketer's efforts at effectively managing the process are hindered by the firm's internal clients (the practitioners and firm leaders), thus reducing the marketer's ability to be productive at supporting the firm's business development.

It's tempting for both marketers and revenue-generating practitioners to miss a key point: Expertise and "success" in this arena are about creatively and innovatively becoming more efficient at supporting the sales of the firm's services. Expertise lies in one's increasing ability to judge and employ the most effective process-techniques (technology will play heavily here). It's not about creatively and innovatively identifying new market opportunities.

In fact, both sides often have unrealistic expectations for the other. Everyone seeks more recognition for their future contributions (watch the pendulum swing!), while forgetting that they could improve their current effectiveness if only they'd view their role objectively for the benefits it provides.

What's next for the profession of professional services marketing?

The bottom line: professional service firms' revenue-generating practitioners need to recognize their own role in the success of their marketers. They can do this by...

- More clearly identifying their need for a marketing efficiency specialist or an analytical specialist/market creator
- Appropriately assigning expectations for the role, based on the individual's level of expertise (novices certainly can't be expected to perform like seasoned professionals)
- Building an infrastructure that allows that individual's talents and expertise to flourish
- Celebrating the effectiveness and lessons learned from the initiatives that were undertaken
- Recalibrating their own support of the function they originally intended or hiring for a different role instead

And marketers need to be clearer about their preferred accountabilities and the direction they envision for their own area of expertise. If a marketer is indeed in a role that requires efficiency of process, it may not be necessary to sit on the firm's executive committee or participate in strategy decisions. If a marketer desires to lead the "analysis and market creation" function, be prepared to gain expertise in the foundational aspects of this role.

Just like any industry, the field of professional services marketing occupies a place on a life cycle. We're growing up, and sometimes it can be painful.

Objectives

Primary Objective : The purpose of the study is to analyze the business potential through service marketing : petrol pumps where IOCL will provide extra benefits like minor repairs and servicing to vehicle owners.

Secondary Objective: To summarize the findings and give recommendations to the company in regard its business potential.

Scope

he report would be useful to the company to:

Find the gap between the actual performance of service stations and the performance expected by the customers in the functioning of service stations of passenger vehicles.

It will help to cope the gap between the company's offerings and what the customer needs.

Data collection

- The research involved primary data collection.
- **Primary Data** is collected through survey of passenger vehicle owners (customers) and structure interview with service workshop as per the questionnaires attached above.

Following are the formatted questionnaires which were used in surveying the workshops as well as passenger vehicle owners (customers) :-

Survey of Workshop

ame of workshop:
....

.ace: .... District: .... State:
....

ype of workshop:	1.	OEM Authorized (name the OEM.............................)
›lease tick)	2.	Other organized (name of the brand, if any ....)
	3.	Unorganized (local garage)

ame of Owner/ Head Mechanic:
....

o of years of operation: ....

.verage no of vehicles serviced per day: ....
\pprox number serviced in month divided by no of days of operation)

.verage lube & greases oils sold/ changed per month ....lit/kg

'o of vehicles that can be serviced at a time/ no of service bays available: ....

/hat are the approximate areas for different facilities in the workshop. Mention nil is not available.

ɛrvice area	Customer lounge	Office area	Stores	Others. Pl specify

/hat are the equipments/ Tools positioned:

[ame of equipments/ tools	Number (qty)	Approx cost per equipment/set
ther equipments that may be necessary for better customer service (feedback from mechanic)		

)ther facilities including branding provided at the workshop to be noted. Approximate cost of such facilities to be ıssessed.

)ther facilities provided	Approx. cost	How relevant to the workshop operation

ervices provided (if required write overleaf or on separate sheet)

ervices available	Rate per such service	Approx income per month from these services

/Ianpower cost

:ype	Number	Total cost per month
/lechanic		
Ielper		
)thers (pl specify)		

)ther expenditure incurred by the workshop (please specify}:

QUESTIONNAIRE

\ survey is being conducted on the need for organized auto service of passenger

1	**Category of your vehicle (by length):**	Mini (A1) upto 3.4M	Compact (A2) >3.4M	Midsize (A3) >4.0M to 4.5M	Executive (A4) >4.5M to 4.7M	Premium (A5) >4.7M to 5M	Luxury (A6) above 5M	Van (B1)	MPV/SUV (B2)

2 **Make of the vehicle:** ______ **Model:** ______

3	**Your link with the vel**	Owner but chauf	Owner & self driven	Driver but not owner
4	**Status of ownership?**	t owner	2nd owner	3rd & more

5	**Purchase price of the vehicle (Rs/lakhs)?**	Upto 3	More than 3 & upto	More than 5 & upto	More than 7 &	More than 10

6	**Use of the vehicle?**	Private	Commercial

7	**Age of your vehicle (in years)?**	upto 2	More than 2 & upto	More than 4 & upto	More than 6 &	More than 8 & upto	More than 10

8	**Annual income slab of the owner (Rs in lakhs)?**	upto 10	More than 10 & upto	More than 20 & upto 30	More than 30 & upto	beyond 40

9	**Category of your place of residence?**	Metro city (Tier-	Big city/ town	small town (Tier-	Rural area	**Name of State:**	

10 **Where did you avail**

	Authorised	Other branded	Unorganized
For routine maintena			
For minor repair			
For major repair			
For accidental repair			

11 **How frequently did you have to visit workshops for the following**

	Nil	Once a year	Twice a year	Thrice a year	more than thrice in a
For routine maintena					
For minor repair					
For major repair					
For accidental repair					

12 **How satisfied are you on services if availed by you ever at these workshops ?**

	Authorised	Other	Unorganized
For routine maintenar			
For minor repair			
For major repair			
For accidental repair			

13 **What was your approx. expenditure (Rs. per year) in the recent times?**

Routine maintenance	Not yet	Upto 1000	1001-3000	3001-5000	5001-7000	7001-10000	Above 10000
Minor repair	Not yet	Upto 1000	1001-3000	3001-5000	5001-7000	7001-10000	Above 10000
Major repair	Not yet	Upto 5000	5001-10000	10001-15000	15001-20000	20001-25000	Above 25000
Accidental repair	Not yet	Upto 10000	10001-20000	20001-30000	30001-40000	40001-50000	Above 50000

14 **How important are the following factors to you?**

	Very High	High	Moderate	Low	Very Low
Cost of service					
Genuinity of spares					
Quality of repair					
Service time					
Timeliness in delivery					
Access to oversee repair					
Equality in treatment					
Attention given for minor					
Transparency in billing					
Efficiency in dealing for					
Professional approach					

15 **How satisfied are you on the above factors with your service providers?**

	Highly satisfied	Satisfied	Neither satisfied nor dissatisfied	Dissatisfied	Highly dissatisfied
Cost of service					
Genuinity of spares					
Quality of repair					
Service time					
Timeliness in delivery					
Access to oversee repair					
Equality in treatment					
Attention given for minor					
Transparency in billing					
Efficiency in dealing for					
Professional approach					

16 **How likely you may visit a multi-brand car service outlet for servicing your**

Most likely	Likely	Neutral	unlikely	most unlike.

16 **How likely you may visit a multi-brand car service outlet for servicing your vehicle if**

	Most likely	Likely	Neutral	unlikel y	most unlikely
For routine maintenance					
For minor repair					
For major repair					
For accidental repair					

17 **How likely you may visit a petrol pump which provides multi-brand car service**

	Most likely	Likely	Neutral	unlikel y	most unlikely
For routine maintenance					
For minor repair					
For major repair					
For accidental repair					

ıank you very much for your kind cooperation.

ʟesearch Methodology

he project was completed in three phases:

The first phase involved thequestionnaire survey of passenger vehicle owners through direct survey method.

Second phase involved the questionnaire survey of service workshops through direct survey method.

Finally the third phase involved analysis of both the questionnaire surveys to estimate likelihood among the different customer/vehicle demographic profiles to avail vehicle care services at a petrol pump and assessment of service revenue potential from the group of customers who have shown their preference to avail services from a petrol pump and the potential of lube sales through such service outlets.

̓uestionnaire development and pre-testing

ʰhe questionnaire was properly designed keeping in mind the requirements of the company and customer ind set so that every customer no matter what his/her qualification is could easily understand it. In this ɩestionnaire special care is taken to ensure that the questions are deigned in such a way that the can draw ·oper information required from the respondent without taking much of his valuable time. There were both ɔen end and close end questionsin the questionnaire. The questions were mostly objective in nature.This rangementwas done to reduce the interview time for the respondent so that he could answer correctly and ficiently.

ımpling Technique

ımpling is done to select a target audience for the purpose of determining the characteristic of the whole ·pulation. In my research I have used **random sampling**technique to collect sample and used **percentage ɜthod** to draw meaningful conclusions from the collected data.

ample Size

- Customers surveyed : 400
- Service Stations surveyed : 60

The customers(owners of passenger vehicles) were surveyed everyday on working. The types of vehicle were:

- Mini (A1)
- Compact (A2)
- Midsize (A3)
- Executive (A4)
- Premium (A5)
- Luxury (A6)
- Van (B1)
- MPV/SUV

ata Analysis

)2 responses

ımmary

Category of the vehicles (by length)

ini (up to 3.4 M)	**19**	5%
›mpact (3.4 - 4 M)	**163**	39%
:dsize (4 - 4.5 M)	**75**	18%
.ecutive (4.5 - 4.7 M)	**35**	8%
ɜmium (4.7 - 5 M)	**34**	8%
ıxury (above 5 M)	**24**	6%
ın	**27**	7%
PV/SUV	**36**	9%

Make of the vehicle

rd hyundai Honda fiat TATA CHEVROLET marutisuzuki marutisuzuki marutisuzuki TATA Maruti
zuki Hyndai hyundai hyundai marutisuzuki Maruti honda TATATATA marutisuzuki honda TATA Force honda hyundai Renau
Maruti Suzuki hyundai marutisuzuki hyundai honda mahindra marutisuzuki mahindra volkswagenmahindra maruti
zuki skoda Toyota Hyundai hyundai hyundai CHEVROLET Ford TATA Hyndai hyundai Maruti
zuki Tata hyundai TATA Chevrolet alto mahindraHyundai marutisuzuki Renault Maruti
zuki marutisuzuki Hyundai CHEVROLET TATA audi hyundai TOYOTA marutisuzuki Chevrolet marutisuzuki Honda marutis
uki Honda marutisuzuki Renault Maruti Suzuki marutisuzuki skoda TATA marutisuzuki fiat hyundai Ford honda Maruti
zuki Maruti Suzuki marutisuzuki TOYOTAhyundai honda marutisuzuki ford maruti
uki Hyundai TATA maruti CHEVROLET Hyundai A NISSAN audi hyundai maruti
uki TOYOTA TOYOTA marutisuzukimarutisuzuki honda volkswagen marutisuzuki volkswagen fiat volkswagen maruti
uki Ford TOYOTA Hyundai TOYOTA tata chevvrolet NISSAN Honda maruti
ukiTOYOTA TOYOTA TATA hyundai Maruti Suzuki Maruti
uki honda CHEVROLET honda hyundai hyundai volkswagen marutisuzuki honda hyundai mercedez fordmarutisuzuki merce
: maruti suzuki mahindra hyundai Tata mahindra Hindustan TATA skoda audi TATA maruti
uki TATA marutisuzuki Hyndai Tata Tata marutisuzuki TATA maruti
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uki CHEVROLET Hyundai Maruti Hyundai honda hyundai Tata Maruti
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uki TATA marutisuzukimahindra tata mercedez fiat Renault marutisuzuki tata Force honda TATA Maruti
uki TATA marutisuzuki CHEVROLET maruti
uki Maruti fiat CHEVROLETHyndai hyundai Honda tata Tata NISSAN hyundai Tata TATA skoda CHEVROLET Honda Ho
TATA TATA Hyundai mercedez maruti
uki MarutiSuzukiMaruti TATA marutisuzuki honda volkswagen Hyundai Hyundai marutisuzuki volkswagen honda alto merce
mahindra skoda marutisuzuki Honda TOYOTAhyundai TATA marutisuzuki Mahindra Ford hyundai TATA mahindra marutis

ıki Toyota marutisuzuki marutisuzuki TATA marutisuzuki Hindustan Tata fiatNISSAN Toyota marutisuzuki volkswagen maru
uzuki TATA hyundai skoda hyundai CHEVROLET hyundai CHEVROLET NISSAN Hyundai maruti
uki RenaultHindustan chevvrolet TATA Hyndai marutisuzuki Hyndai TATA TOYOTA honda maruti

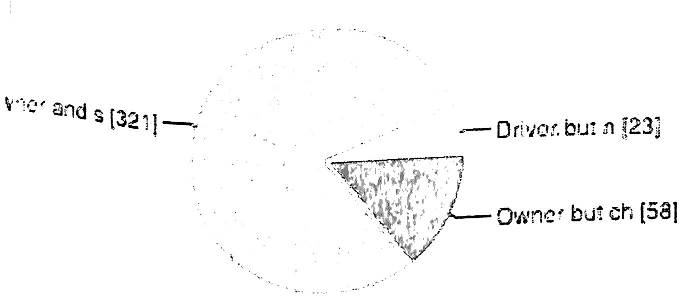
uki Chevrolet hyundai Maruti Renault CHEVROLET CHEVROLET TataCHEVROLET Renault hyundai hyundai mahindra
ruti Suzuki marutisuzuki Maruti mercedez CHEVROLET honda marutisuzuki volkswagen Maruti
uki mahindrahonda Chevrolet TATA Hyundai marutisuzuki Maruti
uki mahindra marutisuzuki bmw marutisuzuki marutisuzuki honda Honda honda marutisuzuki Hyundai marutisuzuki maruti
uki hyundai TATA TOYOTA Maruti TATA TATA TATA honda honda marutisuzuki hyundai mahindra marutisuzuki CHEV
LET bmw marutisuzukimahindra Toyota hyundai marutisuzuki ford hyundai honda TATA Tata marutisuzuki marutisuzuki hy
lai marutisuzuki TATA ford Chevrolet TATA Maruti
ukihyundai TATA Renault Renault Renault skoda hyundai Hyundai hyundai marutisuzuki honda volkswagen Hyundai maruti
uki Hyndai Ford CHEVROLET MitsubishiTATA hyundai fiat marutisuzuki marutisuzuki

odel

o i20 Amaze linea indigo beat a star ZEN a
indica Zen Veina i20 i20 sx4 Zen city safari sumo ZEN amaze indigo one city I10 Pulse AltoI10 eeco EON brio verito vibe a
verito vibe vento scorpio ZEN superb Innova eon I10 I10 cruze Figo indica Veina eon Ritz Nano eon indigo Tavera800 verito
e eon ZEN Pulse 800 SWIFT Verna UVA winger a7 i20 INNOVA sx4 Beat ZEN city wagon r Jazz wagon
ılse Ritz eeco superb indica a star punto elantra Figo city Alto Ritz a star etios I10 city wagon
on SWIFT Eon winger eeco UVA Verna S teana a7 I10 swift
re INNOVAcorolla ZEN alto city vento sx4 vento punto vento sx4 Fiesta INNOVA i20 corolla nano spark teana City omni cor
INNOVA indica i20 Zen Ritzaccord beat brio I10 i20 polo wagon r city elantra Benz figo alto Benz a
XUV i20 Nano scorpio Ambassador winger superb a7 sumo alto SAFARIa
Veina Nano Nano omni NANO eeco brio VERNA eon spark eon UVA Pulse etios a star alto NANO City Alto wagon
ark Alto Scorpio fiesta Benz figo indigo a
spark eon Ritz Santro city santro Safari Alto i20 vento Brio enjoy Primo indigo figo indica ikon Ikon VERNA XUV benz Puls
o beat ZEN venture ZEN verito vibe indica benz punto Pulse sx4 nano one accord SAFARI Ritz SAFARI eeco UVA alto A-
r linea spark Veinaeon civic indica Nano teana VERNA Nano SAFARI laura spark CRV CRV venture NANO eon benz alto 8
800 indica omni city polo i10 ElantraZEN vento city 800 benz XUV superb alto Brio corolla santro indica eeco Scorpio Figo V
NA venture verito
e eeco Innova ZEN alto SAFARI ZENAmbassador Nano punto sunny Innova RITZ polo ZEN winger VERNA laura eon UVA
N UVA COOPER Verma eeco Pulse Ambassador spark indigoVeina alto Veina venture INNOVA city ZEN Tavera VERNA

r Pulse beat TAVERA Nano cruze Pulse elantra i20 scorpio Alto ZEN Swift benz UVAaccord alto vento Ritz scorpio amaze T
ra venture eon a star Alto Scorpio a star m series a star Omni city Brio city Omni i10 ZEN a
r I10 indigoINNOVA Alto SAFARI venture indica CRV city alto accent scorpio a star spark m series ZEN XUV Innova I10 a
r figo elantra brio NANO Nano ZEN swift
re eon ZEN NANO figo Tavera indica Ritz accent venture Pulse Pulse Pulse superb i20 Verna i20 eeco accord vento Verna om
Veina Figocruze Pajero winger i20 linea ZEN omni

Link with the vehicle.

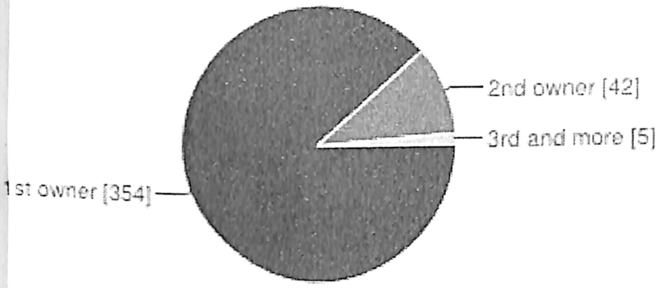


vner but chauffer driven **58** 14%

vner and self-driven **321** 80%

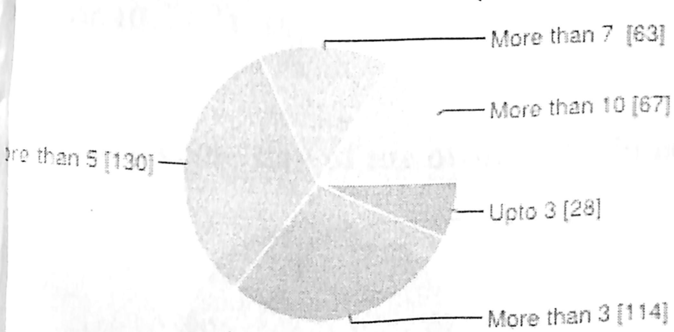
iver but not owner 23 6%

Status of ownership.



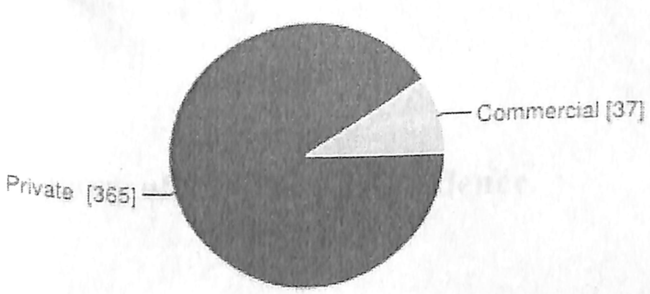
owner	**354**	88%
1 owner	**42**	10%
. and more	**5**	1%

Purchase price of the vehicle (Rs Lakh).



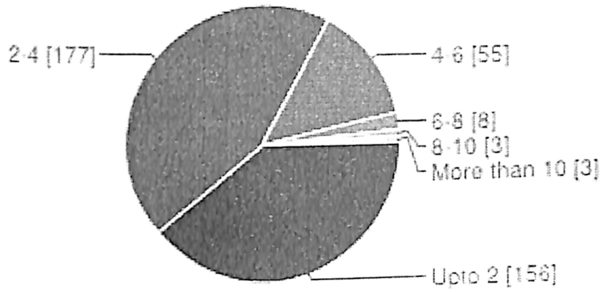
pto 3	**28**	7%
ore than 3 and upto 5	**114**	28%
ore than 5 and upto 7	**130**	32%
ore than 7 and upto 10	**63**	16%
ore than 10	**67**	17%

Use of the vehicle.



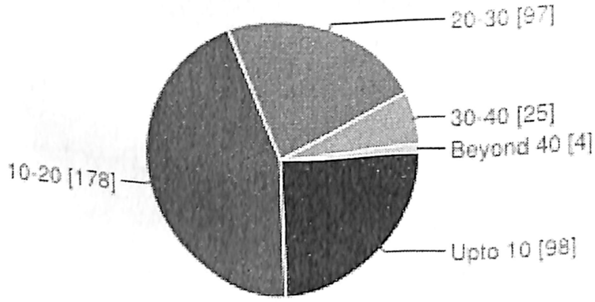
ivate	**365**	91%
ɔmmercial	**37**	9%

Age of the vehicle (in years).



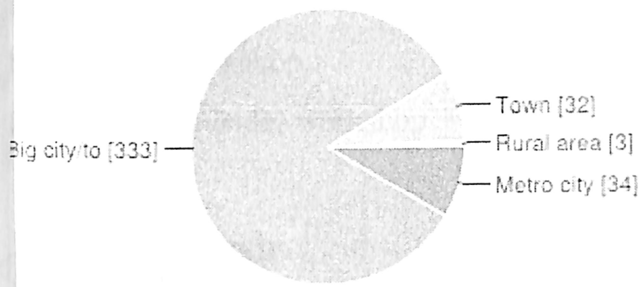
ıto 2	**156**	39%
ł	**177**	44%
;	**55**	14%
;	**8**	2%
10	**3**	1%
ɔre than 10	**3**	1%

Annual income slab of the owner (Rs in lakhs).



ı to 10	**98**	24%
-20	**178**	44%
-30	**97**	24%
-40	**25**	6%
ɛyond 40	**4**	1%

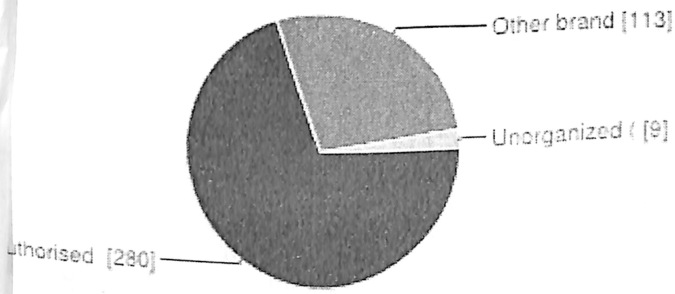
Category of the place of residence.



tro city	**34**	8%
city/town	**333**	83%
wn	**32**	8%
ral area	**3**	1%

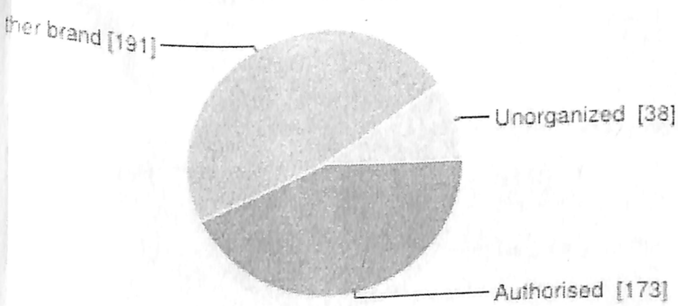
. Last servicing availed from.

For routine maintenance.



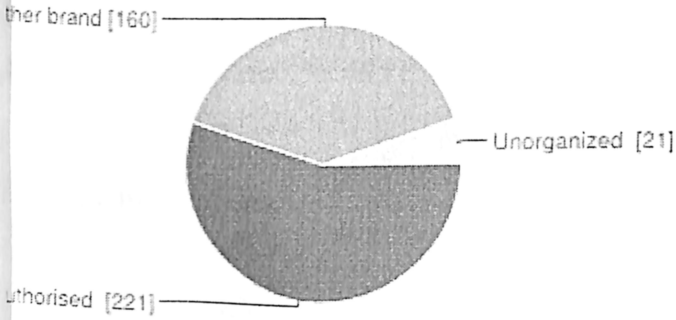
thorised workshop	**280**	70%
her branded workshop	**113**	28%
organized (roadside) workshop	**9**	2%

For minor repair.



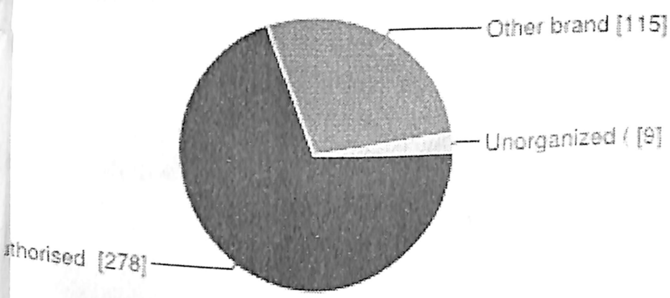
uthorized workshop	**173**	43%
her branded workshop	**191**	48%
norganized (roadside) workshop	**38**	9%

For major repair.



thorized workshop	**221**	55%
ner branded workshop	**160**	40%
organized (roadside) workshop	**21**	5%

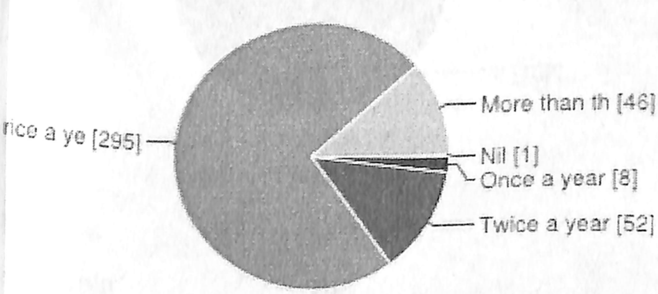
For accidental repair.



thorized workshop	**278**	69%
ner branded workshop	**115**	29%
organized (roadside) workshop	**9**	2%

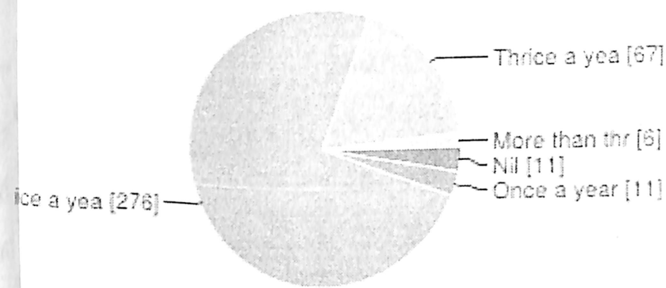
Frequency of visit to workshops for the following services in recent times.

For routine maintenance.



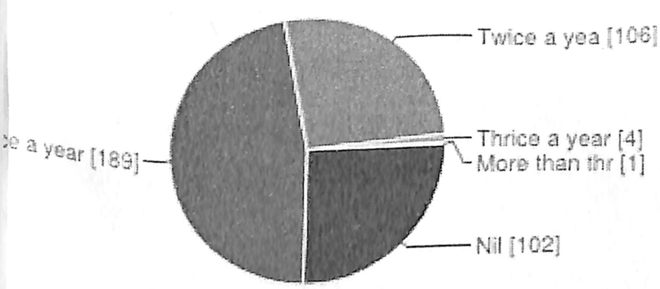
l	**1**	0%
ıce a year	**8**	2%
ʻice a year	**52**	13%
rice a year	**295**	73%
ɔre than thrice a year	**46**	11%

For minor repairs.



	11	3%
ce a year	**11**	3%
ice a year	**276**	74%
ice a year	**67**	18%
re than thrice in a year	**6**	2%

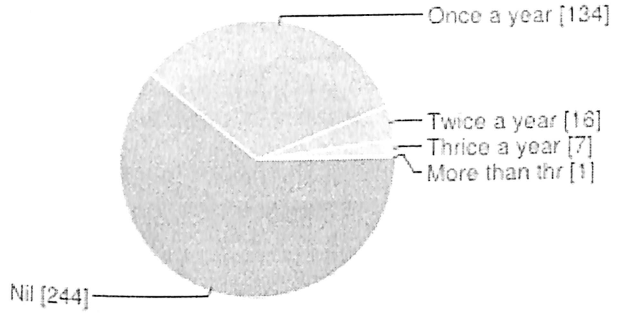
For major repairs.



	102	25%
e a year	**189**	47%
ce a year	**106**	26%

ırice a year	**4**	1%
ɔre than thrice a year	**1**	0%

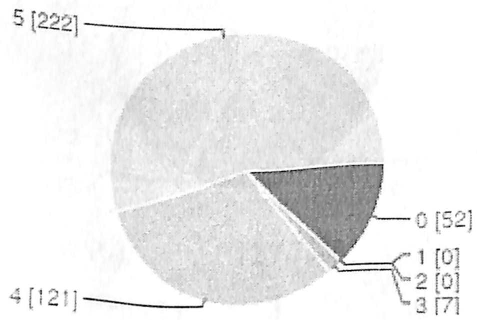
For accidental repairs.



	244	61%
ɔe a year	**134**	33%
ice a year	**16**	4%
ice a year	**7**	2%
re than thrice a year	**1**	0%

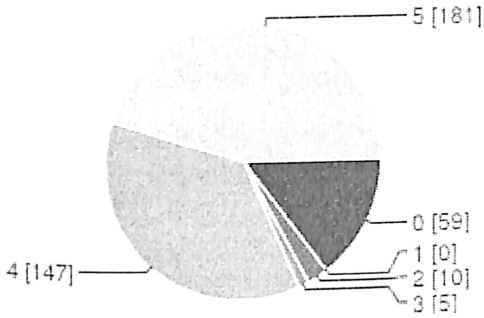
Level of satisfaction.

For routine maintenance (Authorized workshop).



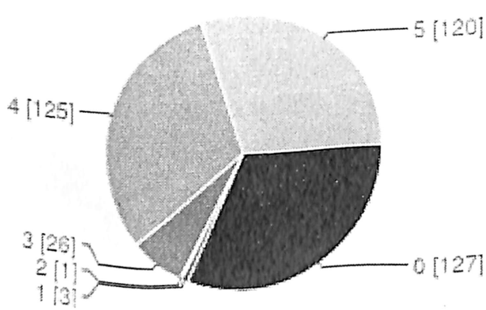
experience(0)	**52**	13%
hly dissatisfied (1)	**0**	0%
satisfied (2)	**0**	0%
ıtral (3)	**7**	2%
sfied (4)	**121**	30%
hly satisfied (5)	**222**	55%

For Minor Repair (Authorized Workshop).



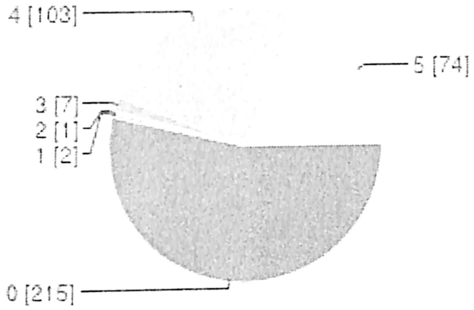
experience (0)	**59**	15%
hly dissatisfied (1)	**0**	0%
satisfied (2)	**10**	2%
tral (3)	**5**	1%
sfied (4)	**147**	37%
hly satisfied (5)	**181**	45%

For Major Repair (Authorized Workshop).



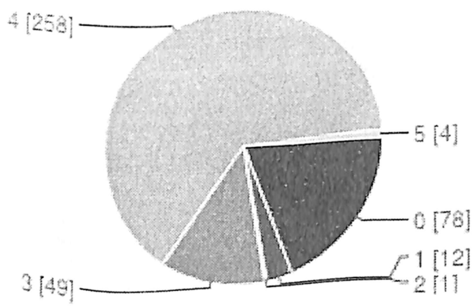
experience (0)	**127**	32%
hly dissatisfied (1)	**3**	1%
satisfied (2)	**1**	0%
tral (3)	**26**	6%
sfied (4)	**125**	31%
hly satisfied (5)	**120**	30%

For Accidental Repair (Authorized Workshop)



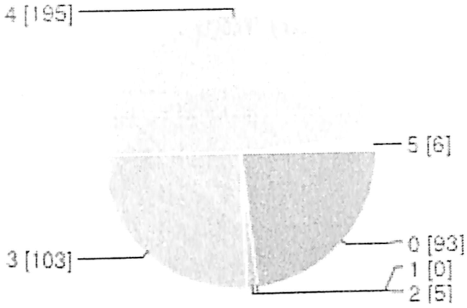
:xperience (0)	**215**	53%
hly dissatisfied (1)	**2**	0%
;atisfied (2)	**1**	0%
tral (3)	**7**	2%
sfied (4)	**103**	26%
ıly satisfied (5)	**74**	18%

'or Routine Maintenance (Other Branded Workshop).



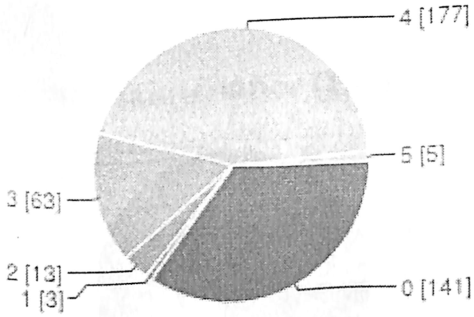
experience (0)	**78**	19%
;hly dissatisfied (1)	**12**	3%
'satisfied (2)	**1**	0%
ıtral (3)	**49**	12%
isfied (4)	**258**	64%
;hly satisfied (5)	**4**	1%

'or Minor Repair (Other Branded Workshop)



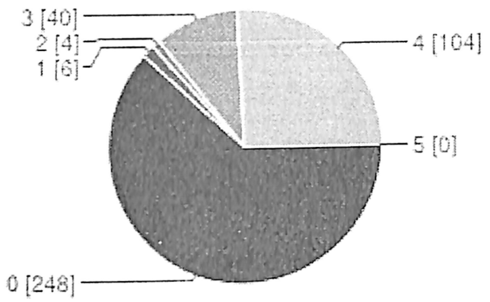
o experience (0)	**93**	23%
ighly dissatisfied (1)	**0**	0%
issatisfied (2)	**5**	1%
eutral (3)	**103**	26%
atisfied (4)	**195**	49%
ighly satisfied (5)	**6**	1%

For major repair (other branded workshop)



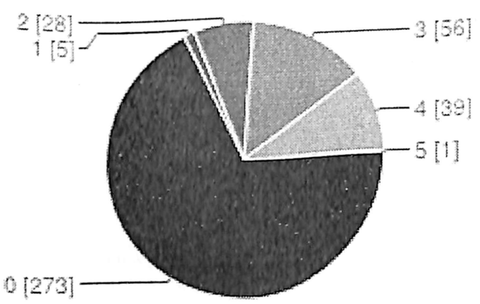
) experience (0)	**141**	35%
ghly dissatisfied (1)	**3**	1%
ssatisfied (2)	**13**	3%
eutral (3)	**63**	16%
atisfied (4)	**177**	44%
ighly satisfied (5)	**5**	1%

For accidental repair (other branded workshop)



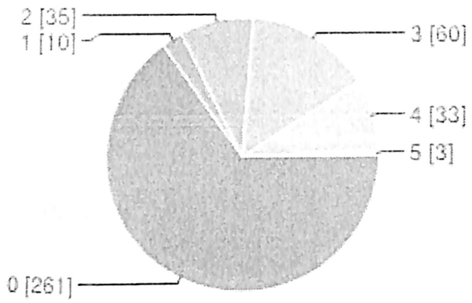
experience (0)	**248**	62%
ghly dissatisfied (1)	**6**	1%
ssatisfied (2)	**4**	1%
utral (3)	**40**	10%
tisfied (4)	**104**	26%
ghly satisfied (5)	**0**	0%

For routine maintenance (Unorganized workshop)



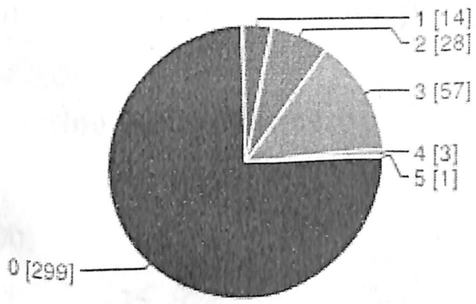
experience (0)	**273**	68%
ighly dissatisfied (1)	**5**	1%
issatisfied (2)	**28**	7%
eutral (3)	**56**	14%
atisfied (4)	**39**	10%
ighly satisfied (5)	**1**	0%

For minor repair (unorganized workshop)



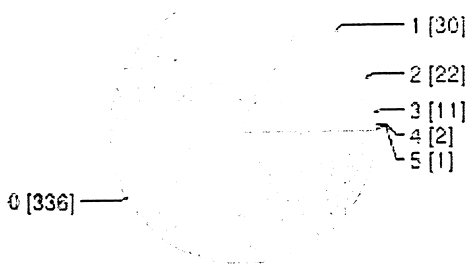
ɔ experience (0)	**261** 65%
ighly dissatisfied (1)	**10** 2%
ssatisfied (2)	**35** 9%
eutral (3)	**60** 15%
tisfied (4)	**33** 8%
ghly satisfied (5)	**3** 1%

For major repair (unorganized workshop)



ɔ experience (0)	**299** 74%
ighly dissatisfied (1)	**14** 3%
issatisfied (2)	**28** 7%
eutral (3)	**57** 14%
atisfied (4)	**3** 1%
ighly satisfied (5)	**1** 0%

For accidental repair (unorganized workshop)



ɔ experience (0)	**336**	84%
ighly dissatisfied (1)	**30**	7%
issatisfied (2)	**22**	5%
eutral (3)	**11**	3%
tisfied (4)	**2**	0%
ighly satisfied (5)	**1**	0%

. Approx. expenditure (in Rs. per year) in recent times.

For routine maintenance.

ot yet	**0**	0%
to 1000	**0**	0%
00-3000	**35**	9%
00-5000	**137**	34%
00-7000	**148**	37%
00-10000	**58**	14%
ove 10000	**24**	6%

For Minor Repair.

ot yet	**9**	2%
to 1000	**19**	5%
00-3000	**114**	28%
00-5000	**141**	35%
00-7000	**87**	22%

00-10000	**29**	7%
ove 10000	**3**	1%

For Major Repair.

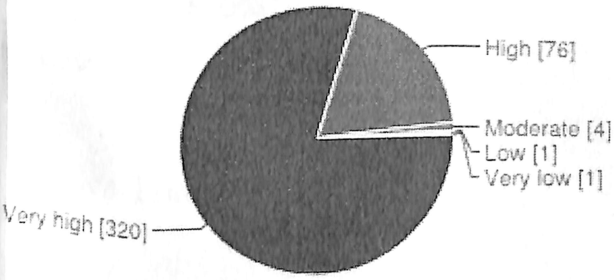
ot yet	**95**	24%
to 5000	**93**	23%
00-10000	**148**	37%
000-15000	**44**	11%
000-20000	**21**	5%
000-25000	**1**	0%
ove 25000	**0**	0%

For Accidental Repair.

ot yet	**218**	54%
to 10000	**99**	25%
000-20000	**43**	11%
000-30000	**34**	8%
000-40000	**7**	2%
000-50000	**1**	0%
ove 50000	**0**	0%

. Factors influencing the decision making process of the customer.

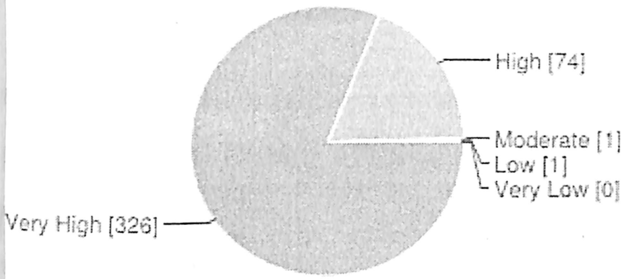
Cost.



ry high	**320**	80%
gh	**76**	19%
oderate	**4**	1%

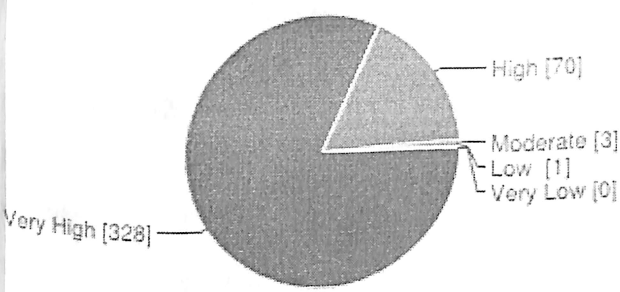
ow	**1**	0%
ery low	**1**	0%

) Genuinity of spares.



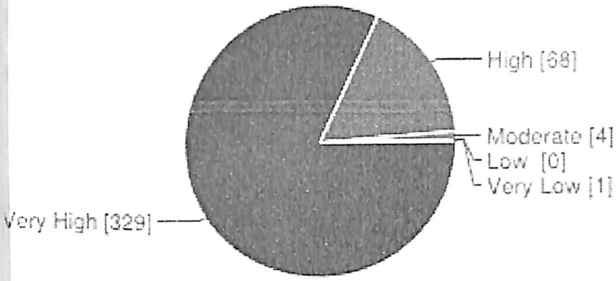
ery High	**326**	81%
gh	**74**	18%
oderate	**1**	0%
w	**1**	0%
ery Low	**0**	0%

Quality of repair.



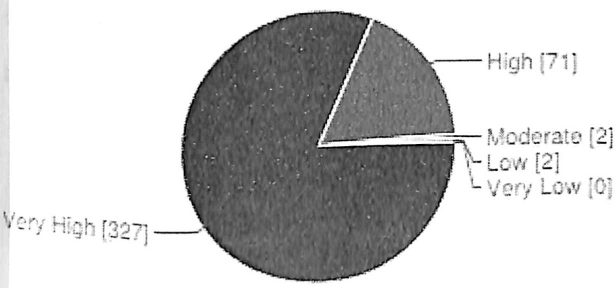
ery High	**328**	82%
gh	**70**	17%
oderate	**3**	1%
w	**1**	0%
ery Low	**0**	0%

Service Time.



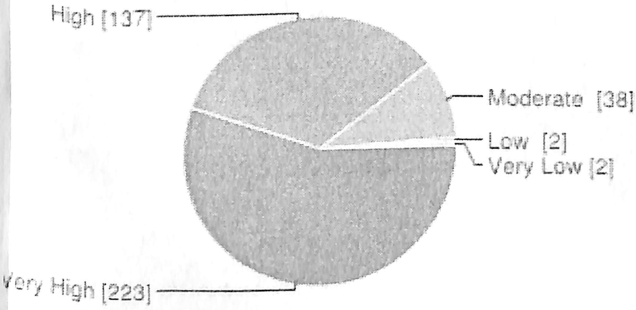
ry High	**329**	82%
gh	**68**	17%
oderate	**4**	1%
w	**0**	0%
ry Low	**1**	0%

Timeliness in delivery.



ry High	**327**	81%
gh	**71**	18%
oderate	**2**	0%
w	**2**	0%
ry Low	**0**	0%

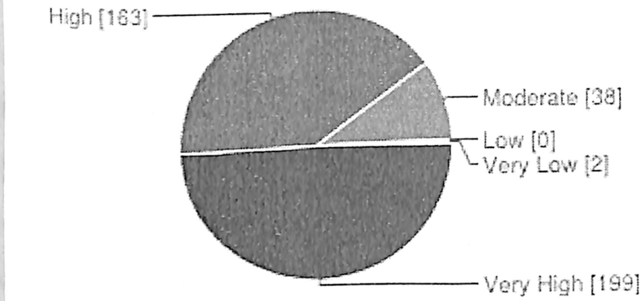
Access to oversee repair works at the workshop.



ry High	**223**	55%
gh	**137**	34%
oderate	**38**	9%

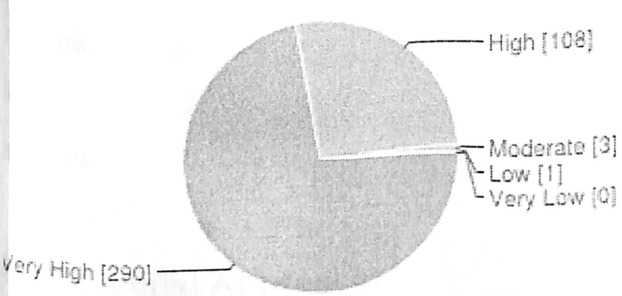
w	**2**	0%
ry Low	**2**	0%

Equality in treatment regardless class of vehicle.



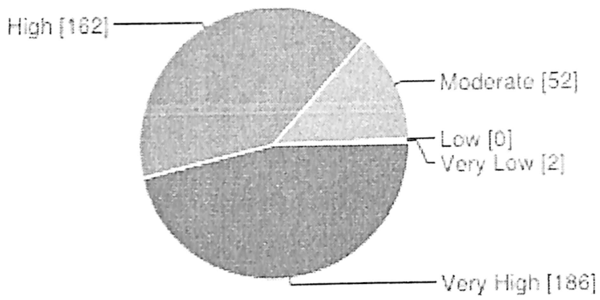
ry High	**199**	50%
gh	**163**	41%
oderate	**38**	9%
w	**0**	0%
ry Low	**2**	0%

Attention given for minor works.



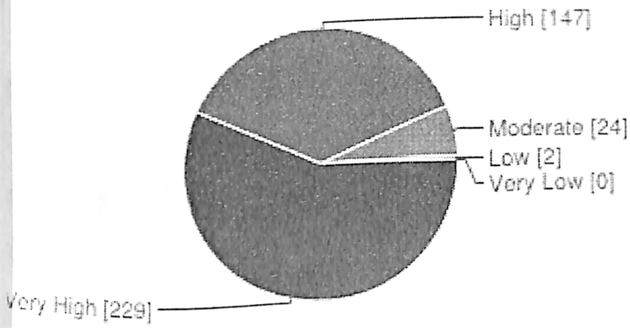
ry High	**290**	72%
gh	**108**	27%
oderate	**3**	1%
w	**1**	0%
ry Low	**0**	0%

Transparency in billing.



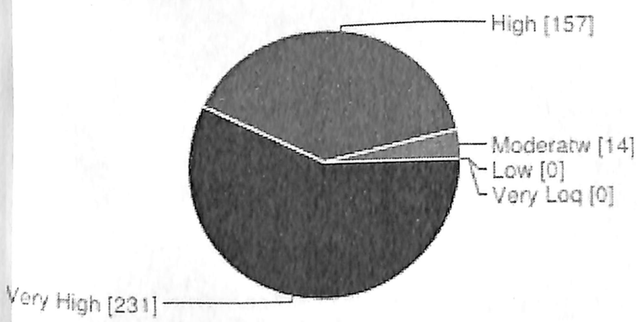
ry High	**186**	46%
gh	**162**	40%
derate	**52**	13%
w	**0**	0%
ry Low	**2**	0%

Efficiency in dealing for insurance claim in case of accidental repair.



ry High	**229**	57%
gh	**147**	37%
oderate	**24**	6%
w	**2**	0%
ry Low	**0**	0%

Professional Approach.

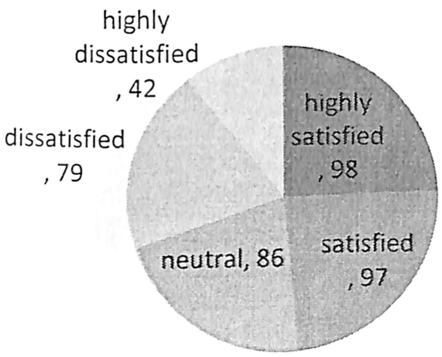


ry High	**231**	57%
gh	**157**	39%
oderate	**14**	3%

·w	0	0%
·ry Low	0	0%

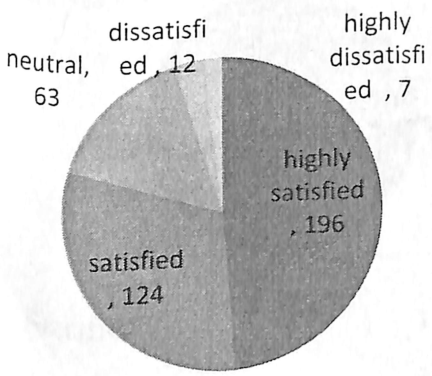
. Level of satisfaction of the customer with the service provider.

Cost.



ghly Satisfied	**98**	25%
tisfied	**97**	24%
·ither satisfied nor dissatisfied	**86**	21%
ssatisfied	**79**	20%
ghly Dissatisfied	**42**	0%

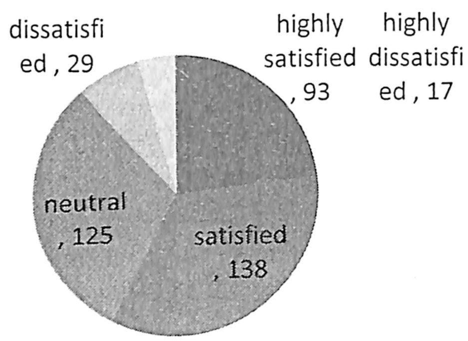
Genuinity of Spares.



ghly Satisfied	**196**	49%
tisfied	**124**	31%
·ither Satisfied nor Dissatisfied	**63**	16%
ssatisfied	**12**	3%

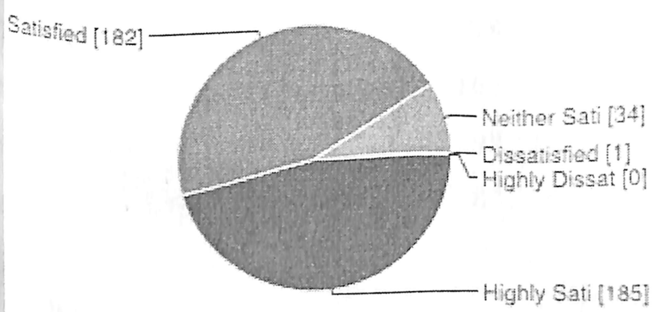
ghly Dissatisfied	**7**	1%

Quality of repair.



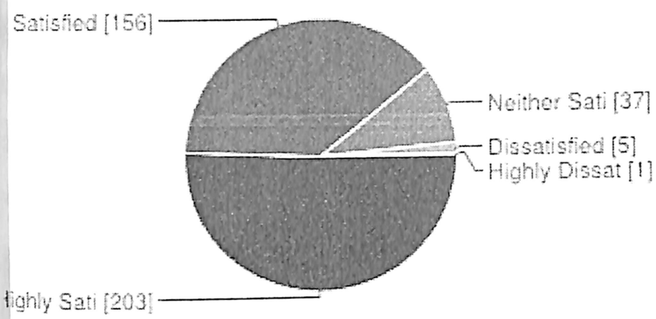
ghly Satisfied	**93**	24%
isfied	**138**	35%
ither Satisfied nor Dissatisfied	**125**	31%
ssatisfied	**29**	7%
ghly Dissatisfied	**17**	4%

Service Time.



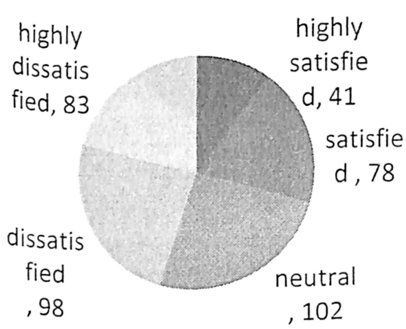
ghly Satisfied	**185**	46%
tisfied	**182**	45%
ither Satisfied nor Dissatisfied	**34**	8%
ssatisfied	**1**	0%
ghly Dissatisfied	**0**	0%

Timeliness in Delivery.



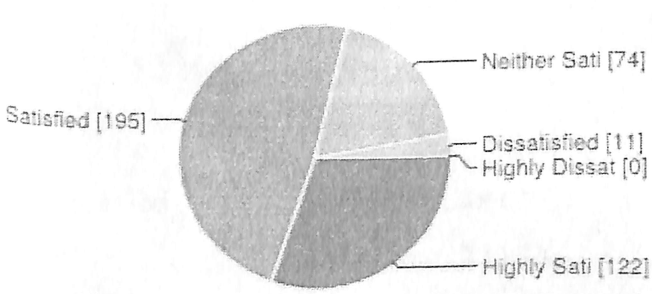
ghly Satisfied	**203**	50%
:isfied	**156**	39%
ither Satisfied nor Dissatisfied	**37**	9%
ssatisfied	**5**	1%
ghly Dissatisfied	**1**	0%

Access to oversee repair works at the workshop.



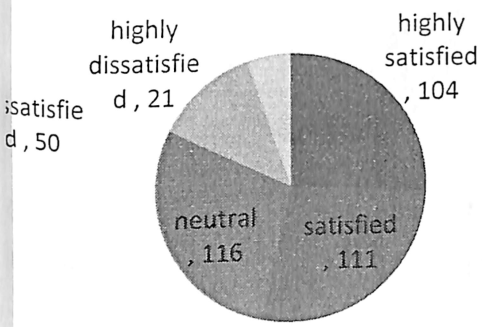
ghly Satisfied	**41**	10%
tisfied	**78**	19%
:ither Satisfied nor Dissatisfied	**102**	26%
ssatisfied	**98**	24%
ghly Dissatisfied	**83**	21%

) Equality in treatment regardless class of vehicle.



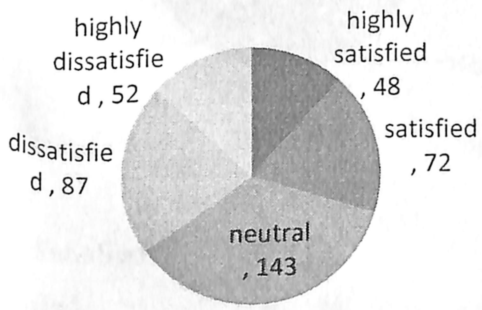
ghly Satisfied	**122**	30%
tisfied	**195**	49%
ither Satisfied nor Dissatisfied	**74**	18%
ssatisfied	**11**	3%
ghly Dissatisfied	**0**	0%

Attention given for minor works.



ghly Satisfied	**104**	26%
tisfied	**111**	28%
ither Satisfied nor Dissatisfied	**116**	29%
ssatisfied	**50**	12%
ghly Dissatisfied	**21**	05%

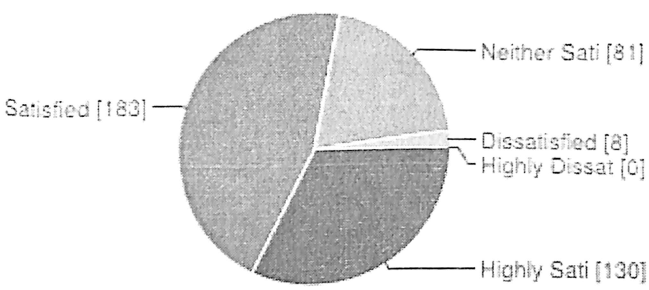
Transparency in billing.



ghly Satisfied	**48**	12%
tisfied	**72**	18%

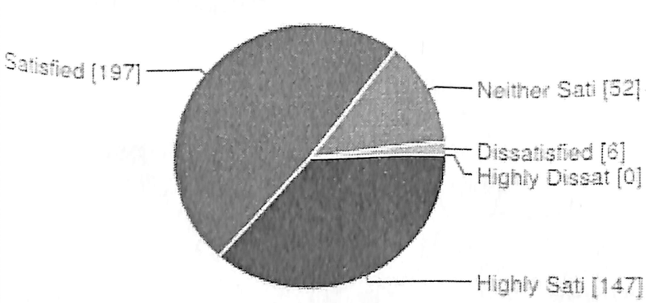
either Satisfied nor Dissatisfied	**143**	35%
issatisfied	**87**	22%
ighly Dissatisfied	**52**	13%

Efficiency in dealing for insurance claim in case of accident repair.



ghly Satisfied	**130**	32%
tisfied	**183**	46%
ither Satisfied nor Dissatisfied	**81**	20%
ssatisfied	**8**	2%
ghly Dissatisfied	**0**	0%

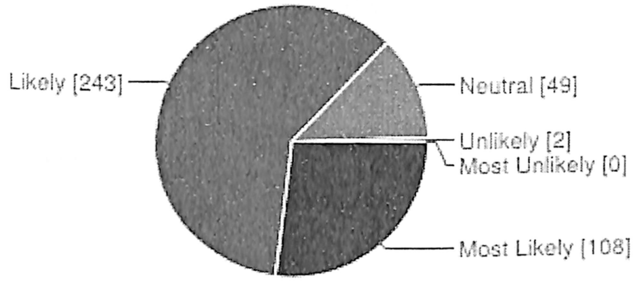
Professional Approach.



ghly Satisfied	**147**	37%
tisfied	**197**	49%
ither Satisfied	**52**	13%
ssatisfied	**6**	1%
ghly Dissatisfied	**0**	0%

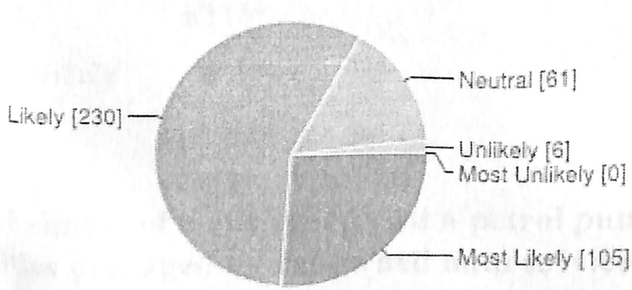
6. Likeliness of a customer to visit a multi-brand car service outlet for servicing their vehicle if the outlet is managed by renowned professional groups (like auto-OEMs, authorized OEM dealers, reputed multi brand operators) with expertise in auto service.

) For routine maintenance.



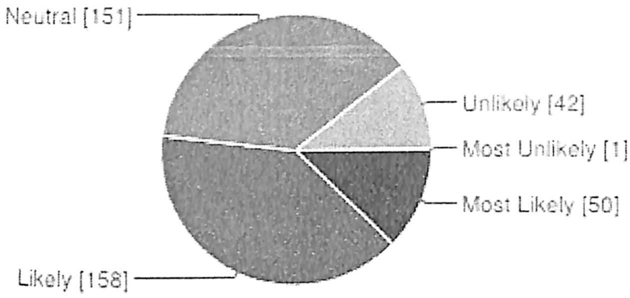
Most Likely	108	27%
ikely	243	60%
eutral	49	12%
nlikely	2	0%
ost Unlikely	0	0%

) For minor repair.



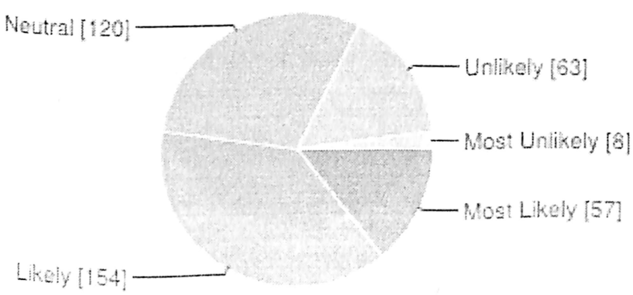
ost Likely	105	26%
kely	230	57%
utral	61	15%
likely	6	1%
ost Unlikely	0	0%

For major repair.



ɔst Likely	**50**	12%
‹ely	**158**	39%
utral	**151**	38%
likely	**42**	10%
ɔst Unlikely	**1**	0%

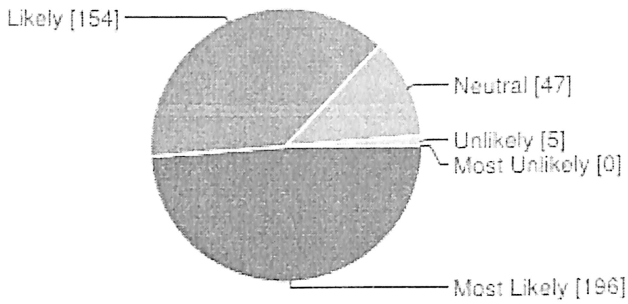
For accidental repair.



›st Likely	**57**	14%
‹ely	**154**	38%
utral	**120**	30%
likely	**63**	16%
›st Unlikely	**8**	2%

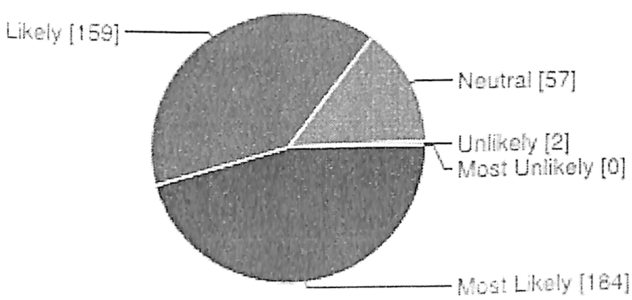
· likeliness of a customer visit a petrol pump which provides multi-brand car service cilities managed by renowned auto service providers(like auto-OEMs, authorized OEM alers, reputed multi brand operators) for the following services.

For routine maintenance.



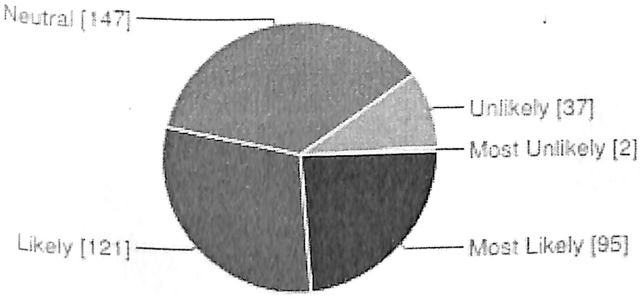
ost Likely	**196**	49%
kely	**154**	38%
:utral	**47**	12%
ılikely	**5**	1%
ɔst Unlikely	**0**	0%

For minor repair.



ɔst Likely	**184**	46%
‹ely	**159**	40%
ıutral	**57**	14%
ılikely	**2**	0%
ɔst Unlikely	**0**	0%

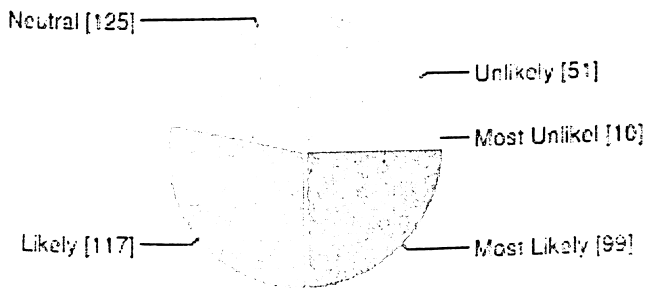
For major repair.



ɔst Likely	**95**	24%
kely	**121**	30%
:utral	**147**	37%

ılikely	**37**	9%
ost Unlikely	**2**	0%

For accidental repair.



ɔst Likely	**99**	25%
‹ely	**117**	29%
·utral	**125**	31%
ılikely	**51**	13%
ɔst Unlikely	**10**	2%

:onclusions

A) From customer feedback:

ased on the customer (passenger vehicle owners) feedback and interview with the service workshops as per .e questionnaires designed, the following findings were inferred:

- Majority of the vehicles were compact (A2) with 39% share in and around Lucknow.
- Customers owning older vehicles were more likely to get it serviced in a multi-branded or unorganized workshop. According to analysis vehicles which have exceeded their free service i.e. approximately 2 years. (62%) were most likely to opt for vehicle care at petrol pumps.
- Lower the purchase price of the vehicle, more likely is the customer to get it serviced at unorganized or another branded vehicle care workshop which makes the vehicles up to Rs. 5 lacs (35%) more keen towards service station set up at petrol pumps whereas the following categories – luxury, premium or executive (22%) were less likely to avail vehicle care at petrol pumps.
- The 2nd and 3rd ownership (11%) is more positive at the idea of vehicle care at petrol pumps rather than the 1st owners.
- It was also observed that the vehicle owners from metro city (8%) in Lucknow-UP were least inclined towards service maintenance at petrol pumps while the remaining 92% from other nearby cities were comparatively more likely towards service maintenance at petrol pumps. This might be due to lower income slab in comparison to expensive vehicle owners with higher incomes.
- Customers who availed routine maintenance and minor repair services from multi-branded and unorganized workshops last (29% for routine maintenance and 57% for minor repairs) could be the potential customers for vehicle care workshop set up at their petrol pumps by IOCL.
- Vehicle care workshop providing routine maintenance and minor repair services to four or two wheeler passenger vehicles is most viable to be set up by Indian Oil at their petrol pumps. Providence of major and accidental repairs can be neglected because a) customers trust authorized service stations for these services more and b) these services require heavy equipment and larger service area which would not be feasible near any petrol pump.
- The segment of customers which is either dissatisfied or neither satisfied nor dissatisfied by routine maintenance and minor repair services provided by authorized workshops(5%),other branded workshops (42%) and unorganized workshops (48%) **[12-a, b, e, f, i, k**of data analysis] are the target customer of the proposed service station set up at petrol pumps.
- Customers opting for routine maintenance and minor repairs at unorganized workshops (60%) **[12-I & j** of data analysis] are the potential customers for workshop at petrol pumps.
- Various services provided by Indian oil at its service stations could have an edge over authorized and other branded workshops from where the customers are either highly dissatisfied or dissatisfied or neutral like: a) access to oversee repair works at the workshops (neutral to highly dissatisfied- 71%) , b) attention given to minor works (neutral to highly dissatisfied- 46%), c) transparency in billing

(neutral to highly dissatisfied- 70%) and cost (neutral to highly dissatisfied- 51%). **[15- f ,h ,i & a** of data analysis]

- It is estimated by the feedback of customer survey that 87% of the customers are likely and most likely to visit a multi brand service outlet for routine maintenance and 83% are likely and most likely for minor repairs which is the most potential target segment for multi brand vehicle care at petrol pumps. **[16- a & b]**
- It is inferred from the feedback of passenger vehicle owners that 87% of customers are likely and most likely to visit a petrol pump service station for routine maintenance and 86% are likely and most likely to visit it for minor repairs. **[17- a& b].**

B) From service stations:

- There was no provision to oversee repairs in authorized workshops.
- Services like pick and drop or shuttle service are generally provided for free by authorized or multi brand workshops.
- The service station owners were not comfortable in answering questions related to profit gained or cost incurred.
- Average lube and greases oils sold/changed per day was around 45 lts for four wheeler workshops when no of vehicles serviced was 10-15 per day.

.ecommendations

ased on the passenger vehicle owners' feedbacks, data analysis of the responses and research findings, ere are a few recommendations upon the business potential of a multi brand service station at petrol ımps:

- The service station should be targeting the providence of only routine maintenance and minor repair services to its customers due to paucity of space near any existing petrol pumps and also likelihood of customers for authorized service stations for major repair and accidental repairs over multi brand.
- It would be profitable for the companies since majority of customers are very keen to receive routine maintenance and minor repairs at petrol pumps and the frequency of availing these services by customers is very high. Also, these services don't require very heavy and expensive equipment and huge investment as compared to the case for providing major and accidental repairs.
- The employees could be paid at a fixed monthly rate which will increase the profit margin with an increase in number of customers coming for services per day.
- Customer base could be increased by extensive service marketing about which literature review has been attached above.
- The proposed multi brand service station at petrol pump should provide services to both two as well as four wheeler vehicle owners so as to compete against both the category of authorized and other branded service stations.
- There are various services which could be provided to the passenger vehicle owners (customers) like: a) free pick and drop service. b) Washing. c) Coating. d) Shuttle service. e) Loaner car if possible. f) Service appointment. g) Running repair. h) Breakdown attend
- The workshop would require certain equipment and the company would incur cost as an initial investment to the business. (Few basic equipment are mentioned below based on the response of service station questionnaires):

  Air Pipe
  Gun Pipe
  Motor bike ramp
  Trolley
  AC recycler
  Denting machine
  Nut runner
  Tyre remover
  Battery tester
  Car plug tester

Limitations

he project had the following limitations:

- Customers coming at the petrol pump were generally in ahurry and it was difficult to keep them waiting for answering the questionnaire.
- In checking their satisfaction level the customers often gave biased responses. It can be attributed to various factors. The psyche of the customers and his mood at that time could influence his responses. Also many a times customers did not give honest responses thinking that it might involve some action against the dealer.
- Due to paucity of time, sample size was kept at 400 which is small considering the type of project assigned.

Bibliography

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(Lowe, January 16 2007)

(iocl.com)