

A  
Project Report on  
**“BAJAJ BIKE COMPANY”**



**Palamuru University**

This project Report submitted in partial fulfillment of the requirement for the award of the Degree of  
**“BACHELOR OF COMMERCE”**

**2021-2022**

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**CERTIFICATE**  
**DEPARTMENT OF COMMERCE**

This is to certify that this project work entitled

**“BAJAJ BIKE COMPANY”**

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Of Dr.BRR Govt. Degree College, Jadcherla, Mahabubnagar in partial fulfillment of the requirement for the award of the Degree of Bachelor of Commerce, Palamuru University. This project has not been submitted to any other University or Institution for the award of any UG B.Com/Certificate.

**EXTERNAL EXAMINER**

**INTERNAL EXAMINER**

# DECLARATION

I hereby declare that the project work entitled on “**BAJAJ BIKE COMPANY**” submitted by me to the Department of Commerce is a Bonafide work done by me and it is not submitted to another University to Institution for the award of any UG B.Com/Certificate or published any time before, under the guidance of **Smt.VIJAYA LAXMI DEVI**,( Lecturer in commerce )

The Project embodies the result of original work and studies carried out by me and the contents of the project do not form the basis for the award of any other Degree to me.

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# ***Chapter-1***

# *Introduction*

## ➤ PROFILE OF THE COMPANY( BAJAJ BIKE COMPANY)

### **ABOUT BAJAJ COMPANY**

The Bajaj group is one of India's top ten companies in terms of market capitalization and among the top five intermediates of annual turnover. Its footprint stretches over a wide range of industries, spanning automobiles (two wheelers, and three wheelers), home appliances, iron and steel, insurance, travel and finance.

The group's flagship company, Bajaj auto is ranked as the world's fourth largest two and three-wheeler manufacturer and the Bajaj brand is well-known in over a dozen countries in Europe, Latin America, the U.S., Asia.

The Bajaj group was established in 1945, it was incorporated as a trading company. From 1948 till 1959, it imported scooters and three wheelers from Italy and sold them in India. It then obtained a production license in 1959 and struck a technical collaboration with Piaggio of Italy in 1960. Scooter production commenced in 1961. Three wheeler productions followed in 1962. Its collaboration with Piaggio expired in 1971 and since then the company's scooters and three wheelers are sold under the "Bajaj" brand name. Under the "Horizontal transfer of technology" policy, Maharashtra scooters Ltd, a company with 24% equity participation by the company and 27% participation from Maharashtra state Government's western Maharashtra Development Corporation was formed in 1975. Production facilities are located at Satara in Maharashtra State. This helped augment production capacities. The unit continues to assemble scooters from CKD's supplied by the company. These scooters are marked through the company's distribution network and under the company's brand name.

The company's second plant was set up in 1984 at Aurangabad, in Maharashtra State. In this plant, scooter production began in 1986, three wheeler production commenced in 1987, and scooterettes and motorcycle facilities were commissioned in 1990 & 1991 respectively.

The present chairman and managing director of the group, Rahul Bajaj, took charge of the business in 1965. Under his leadership, the turnover of the Bajaj auto, the flagship company has gone up from Rs.72 millions to Rs.46.16 billion (USD 936 million), its product portfolio has expanded from one to and the brand has found a global market. He is one of India's most distinguished business leaders and internationally respected for his business acumen and entrepreneurial spirit.

- The company has a network of 498 dealers and over 1500 authorized service centers and 162 exclusive three-wheelers spread across the country. Around 1400 rural outlets have been created in towns with a population of 25000 and below. The current dealer network is servicing these outlets.
- Bajaj is convinced that the real impetus of future two-wheeler growth will come from up-country rural India. Bajaj auto has defined specialist dealerships for rural markets, called "Rural Dealerships". During the year 2005-06, four new rural dealers became operational.
- Bajaj has identified a segment of customers "Probikes" who are knowledgeable, appreciative of contemporary technology, they are trendsetters and very choosy about what they ride. Hence, Probikes need to be addressed in a meaningful way that goes beyond the product. Bajaj Auto is in the process of setting up a chain of retail stores across the country exclusively for high-end, performance bikes. Their stores are called, viz, in Pune, Ahmedabad, Chennai, Hyderabad, Kolkata, Navi Mumbai, Chandigarh and New Delhi.

### **BAJAJ BRAND :**

Bajaj Brand is the visual expression of our thoughts and actions. It conveys to everyone our intention to constantly inspire confidence. Bajaj customers are the primary audience for our brand. Indeed, this Brand Identity is shaped as much by their belief in Bajaj as it is by our own vision.

Everything we do must always reinforce the distinctiveness and the power of our brand, we can do this by living our brand essence and by continuously seeking to enhance our customer's experience.

In doing so, we ensure a special place for ourselves in the hearts and the minds of our customers.

### **TOP SELLING BAJAJ BIKES**

<b>Brand Name</b>	<b>Rate of Bike</b>
Bajaj Platina	Rs. 38,115=00
Bajaj XCD Exceed 125cc...	Rs. 42,136=00
Bajaj Discover 135cc DTSi...	Rs. 53,238=00
Bajaj Pulsar 200cc DTSi...	Rs. 72,515=00
Bajaj Avenger DTSi...	Rs. 77,010=00

### **BRAND ESSENCE:**

This Brand Essence is the soul of our brand.

This brand essence encapsulates our mission at Bajaj.

It is the singular representation of our terms of endearment with our customers.

It provides the basis on which we grow profitably in the market. This Brand Essence is Excitement.

Bajaj strives to inspire confidence through exciting engineering.

Blending together youthful creativity and competitive technology to exceed the spoken and the implicit expectations of our customers.

By exploring the unknown and thereby stretching ourselves towards tomorrow, today.

## **OUR BRAND VALUES:**

We live our brand by its values of learning, innovation, perfection, speed and transparency.

Bajaj will constantly inspire confidence through exciting engineering.

## **LEARNING**

Learning is how we ensure proactively.

It is a value that embraces knowledge as the platform for building well informed, reasoned and decisive actions.

## **INNOVATION**



Innovation is how we create the future.

A value that provokes us to reach beyond the obvious in pursuit of that exceeds the ordinary.

## **PERFECTION:**

Perfection is how we set new standards.

It is a value that exhibits our determination to excel by endeavoring to establish new benchmarks all the time.

## **SPEED**

Speed is how we convey clear conviction.

A value keeps us sharply responsive, mirroring our commitment towards our goals and processes.

## **TRANSPARENCY:**

Transparency is how we characterize ourselves.

It is a value that makes us worthy of credibility through integrity, of trust through sensitivity and of loyalty through independence.

## **KEY POLICIES:**

### **Environmental Policy**

Bajaj Auto Ltd., manufacturer of two and three-wheeler vehicles is committed to prevention of pollution, continual improvement of our environmental performance and compliance with all applicable environmental legislation and regulations.

**Towards this, we shall strive to:**

- Create a proactive environmental management system that addresses all environmentally significant aspects related to our products and processes.
- Minimize the generation of waste and conserve resources through better technology and practices, and
- Promote environmental awareness amongst our employees and motivate them to fulfill our commitments.

We, at Bajaj Auto, Pledge ourselves towards creating and preserving a cleaner environment.

### **Quality Policy:**

We at Bajaj Auto continue to firmly believe in providing the customer value for money, for years through our products and services. This we shall maintain and improve.

Quality shall be built into every aspect of our work life and business operations. Quality improvements and customer satisfaction shall be the responsibility of every employee.

### **TPM Policy:**

We at Bajaj Auto adopt Total Productivity Maintenance as a means of creation a safe and participative work environment in which all employees target the elimination of losses in order to continuously enhance the capacity, flexibility, reliability and capability of its processes, leading to higher employee morale and greater organizational profitability.

# **CHAPTER- 2**

## **OBJECTIVES OF THE STUDY**

1. To know the customers perception about Padmini Bajaj Motor cycles.
2. To know the preference for Padmini Bajaj Motor Cycles over other brands.

## **NEED FOR THE STUDY**

Market trends are subject to change therefore regular monitoring and review need to be done. A Change view is the representation at marked needs. This study helps the organization to review its marketing strategies, product performance, product availability and brand building tools and also it produces felt behavior of users, which in turn suggest change in present status of product or package. Thus the study helps the organization to have financial leverage for future investments.

## **LIMITATIONS OF THE STUDY:**

1. The study conducted in the area of Mahabubnagar town only
2. Samples survey taken at random basis
3. Sample size is limited to 50 Respondents

## **RESEARCH DESIGN:**

Research design is the specification of methods and procedures for acquiring the information needed to structure or to solve problems. It is the overall operational pattern or framework of the project that stipulates what information is to collect from which sources, and by procedures.

The three classes of research design are:

1. Exploratory
2. Descriptive
3. Causal

Descriptive studies describe market characteristics of functions. A market potential study is made that describes the number, distribution and socio economic characteristics of the potential customers of a product.

### **Sources of Data:**

The two major sources of data are:

1. Primary Data
2. Secondary Data

### **1. Primary Data:**

The Data which are originally collected by an investigator or agency for the first time for any statistical investigation and used by them in the statistical are termed as primary data.

The methods commonly used for the collection of primary data are enumerated below:

- Direct personal investigation
- Indirect oral interviews.
- Information received through local agencies.
- Mailed questionnaire method.
- Schedules sent through enumerators.

Primary data is the most important source for measuring consumer perception. Primary data is collected mostly from a sample of consumers with the help of a questionnaire.

## **2. Secondary data :**

The chief sources of secondary data may be broadly classified into the following two groups.

- Published sources
- Unpublished sources.

Secondary data is collected from the company records and company website.

## **Research instruments**

The research instrument used was questionnaire method by personal interview for data collection.

# **SAMPLING PLAN:**

## **Sampling plan Defining the population**

1. Owner of the Padmini Bajaj MotorCycles Pvt. Ltd.,
2. In the year 2009-2010

As sample was used to maintain, the speed and timelines to decrease the relative cost, controlling non sample errors and to concentrate on individual cases.

## **Sampling Design:**

### **Type of samples:**

#### **Random sample**

The various Customers were selected by the sampling technique were classified according to the business that they were in

### **Sampling Unit:**

It is the basis of the actual sampling procedure.

### **Sampling Size:**

Directly related to precision the size of the sample was to be a fixed size.

### **Fixed Size:**

50 Respondents were decided in advance. Chosen in such as to achieve some type of balance between sample reliability and sample cost. All observations are taken before data and analyzed.

## **THE AREA OF THE STUDY**

The area of the Mahabubnagar town at Tirumala Devunigutta, Old Bus stand, Hanuman Nagar and New Gunj.



# **CHAPTER-3**

# **CONSUMER BEHAVIOR**

One thing that we have in common is that we are all consumers. In fact, everybody in this world is a consumer. Every body of our life we Eire buying and consuming an incredible variety of goods and services. However we all have different tastes, likes and dislikes and adopt different patterns while making purchases decisions.

‘What’ products and services do we buy, ‘why’ do we buy, ‘how’ often do we buy, from ‘where’ do we buy, ‘how’ do we buy, etc., or the issues which are dealt within the discipline of consumers behavior & consumer behavior can be defined as those acts of individuals (Consumers) directly involved in obtaining of economic goods and services including the decision process that precede and determining these acts.

## **Importance Of Consumer Behaviour For Markets:**

Consumer behavior is helpful in understanding the purchases behavior and preferences of different consumer’s. As consumers, we differ in terms of our sex, age, education, occupation, income, family, setup, religion, nationality and Social status. Because of these different background factors we have different needs and we only buy those products and services, which we think, satisfy our needs. In today’s world of rapidly changing technology consumer tastes are also characterized by past changes. To survive in the market a form as to be innovating and understanding the trends and tastes. Consumer behavior provides invaluable clues and guidelines to marketers on technology frontiers, which they should explore.

## **A Model Of Consumer Behaviour:**

A consumer's decision to purchase a particular product or service is the result of complex interplay of a number of variables. The starting point for the decisions the company providers process's marketing stimuli in the shape of product, promotion, price and distribution strategy.

The potential consumer along with the other stimuli already existing in the environment receives the marketing stimuli. These stimuli may be social, economic, cultural, technological and political in the nature. At the point of receiving the market stimuli, the consumer already has a certain mental, emotional and psychological frame developed over years by this religious, social, family and psychological back ground.

### **Factors influencing consumer behavior:**

Consumer behavior is effected by a host of variables, ranging from personal motivations, needs attitudes and values, personality characteristics, socio-economic and cultural back ground, age, sex, professional status to social influences of various kinds extorted by family, friends, colleagues and society as a whole. The combinations if this various factors produce a different impact on each one of is as manifested in our different behavior as a consumer, psychological factors such as individual consumers needs and motivations perceptions, attitudes, the learning process and personality characteristics are the similarities which operate across the different types of the people and influence their behavior. Among the social influences affecting behavior, we an classify the influences of family, friends, leaders and social class to which the consumer belongs.

### **Psychological facts:**

#### **Consumer Needs and Motivations:**

All human needs can be classified in to five hierarchical categories and this hierarchy is universally applicable.

Abraham Muslow propounded the theory of hierarchy Of. According to Muslow hierarchy all needs can be ranked in order of importance from the low biological needs to the higher level of psychological needs.

1. Psychological Needs Food, Shelter, Water, Air, Sex etc.,
2. Safety and security needs protection, order, stability etc.,
3. Social needs affection, friendship, belonging etc.,
4. Ego needs prestige, status, success, self-respect etc.,
5. Self actualization self-fulfillment.

Maslow hierarchy of human needs helps us understand consumer motivation, it is use full for the marketer who can identify what generic level needs its products its capital of fulfilling on accordingly position his product and back it up with relevant marketing inputs, products such as food and clothes are brought to fulfill physiological needs.

## Perception:

The second major psychological factor influences consumer behavior is perception. Perception can be describes as “How we see world around as”. There are three aspects of perception, which are of immediate interest to the marketer, these are selective exposure, selective distortion and selective retention.

## Learning:

Process of applying result of past experiences to evaluate a new situation are modify future behavior e.g, a bond infants sucking at the feeding bottled instinctive behavior, but a five year old clamoring for chocolate are chowing gum is a result of learner behavior much of an adult human behavior is learned behavior.

## Beliefs and Attitudes:

A descriptive though that an individual as about a product, service, idea are practice is known belief. Enduring and learned tendencies to act in a particular consistent way with regard to a given object or idea is known as attitude.

## Personal factors:

A consumer's purchase decision is also affected by his personal characteristics such as age, sex, stage in life, family life cycle, education, occupation, income, his overall personality and overall self concept.

### Social Factors:

Reference groups as a consumer's decision to purchase and use certain products and services is influenced not only by psychological factors, your personality and life cycle but also by the people around with whom you interact directly or indirectly influence your purchase decision and those their studies great importance of marketers.

A group is defined as two or more people who interact to achieve individual or common goals. The three categories of groups, which are important for the marketer to understand are:

1. Primary and secondary.
2. Formal and informal group
3. Membership and symbolic group.
4. Family
5. Roles
6. Status
7. Group norms
8. Conformity
9. Opinion leaders
10. Diffusion of innovation.

### Cultural factor:

On consumer behavior culture can be defined as the sum total of learned beliefs values and customs and which serve to guide and direct the consumer behavior of all members of that society culture is learned through the following three ways:

1. Formal Learning
2. Informal learning
3. Technical learning.

# **CHAPTER-4**

# ANALYSIS OF DATA

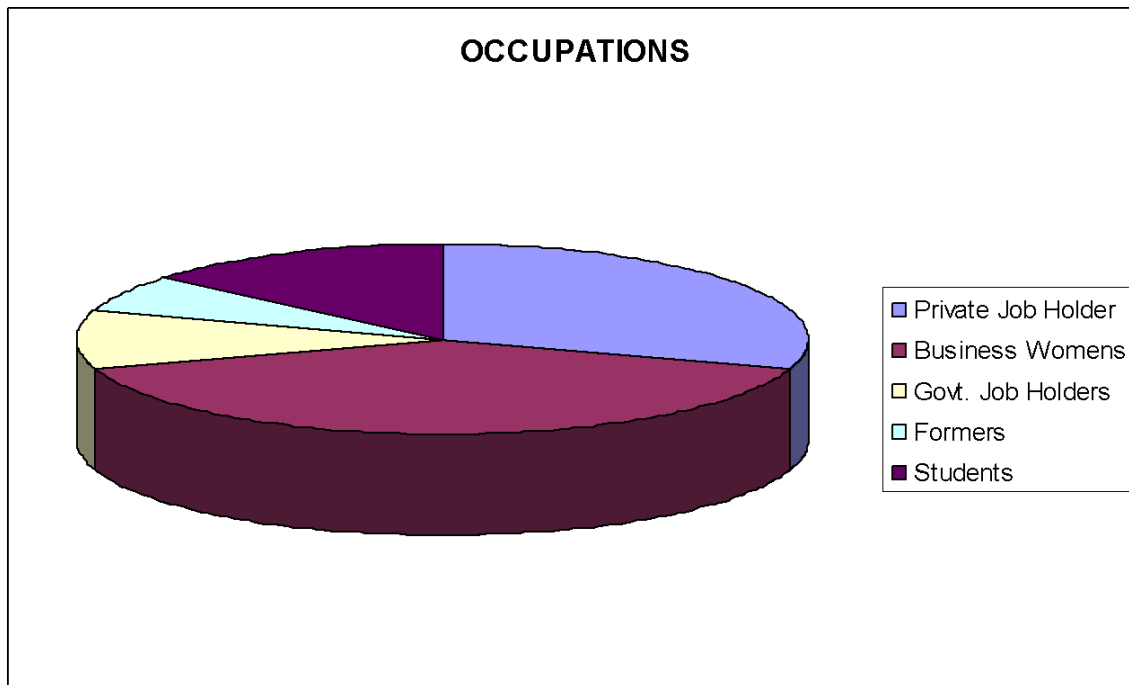
## Charts

### 1. Occupations

#### (A) Profile of Respondents about their Occupation

INDEX	NO. OF RESPONDENTS	PERCENTAGE OF RESPONDENTS (%)
Private Job Holder	15	30
Business man	20	40
Govt. Job Holders	5	10
Formers	3	6
Students	7	14
Total	50	100

Table-1



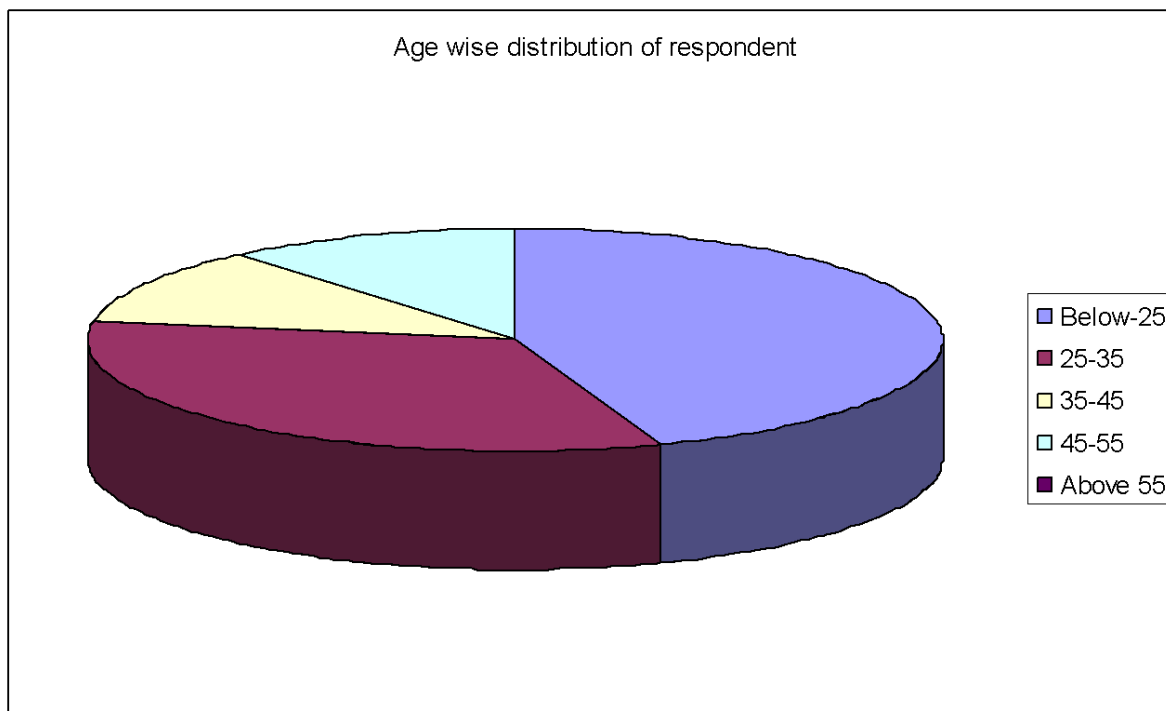


**Interpretation:** In the above table more number of customers are Business man's in percentage of 40% and less number of customers are Formers.

### (B) Age wise distribution of respondents

INDEX	NO. OF RESPONDENTS	PERCENTAGE OF RESPONDENTS (%)
Below-25	5	10
25-35	20	40
35-45	15	30
45-55	5	10
Above 55	5	10
Total	50	100

Table-2

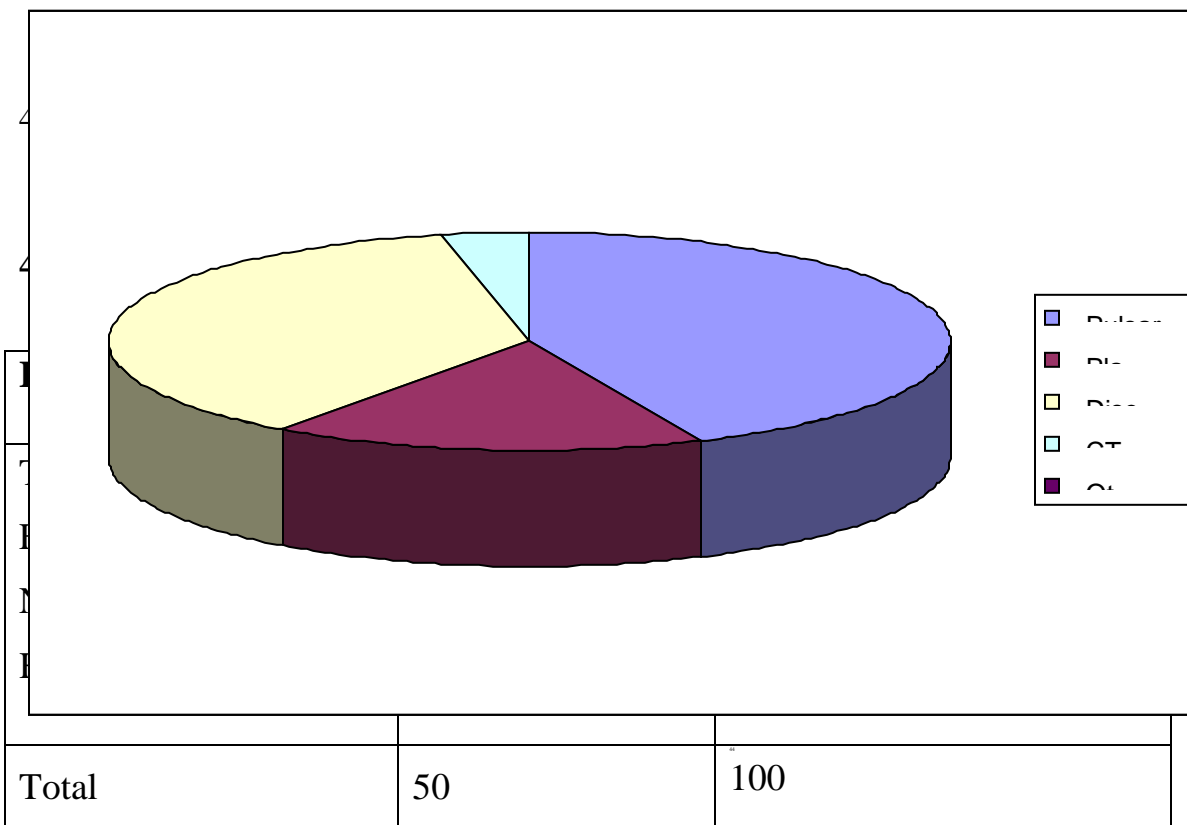


**Interpretation:** In the above table more number of customers are the age of 25 to 35 in percentage of 40% and less number of customers are 45-55 and above 55.

### 3.Bike Model

INDEX	NO. OF RESPONDENTS	PERCENTAGE OF RESPONDENTS (%)
Pulsar dts	20	40
Platina	13	26
Discover	5	10
CT 100	11	22
Others	1	2
Total	50	100

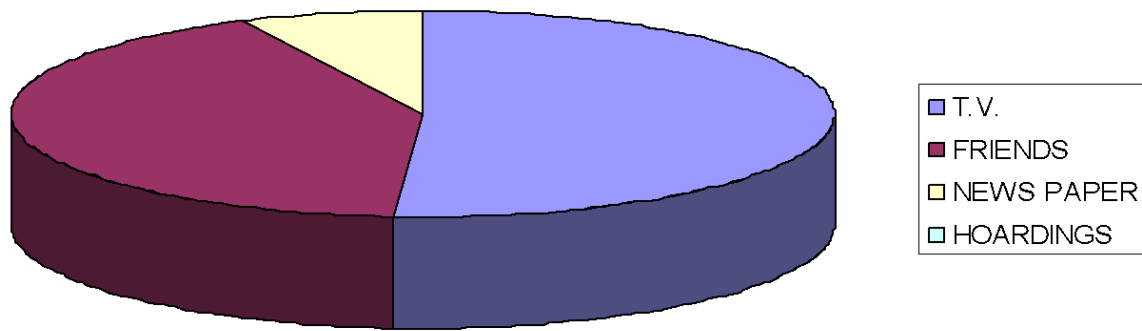
Table-3



t is percentage of

Table-4

### How did come to know about your vehicle



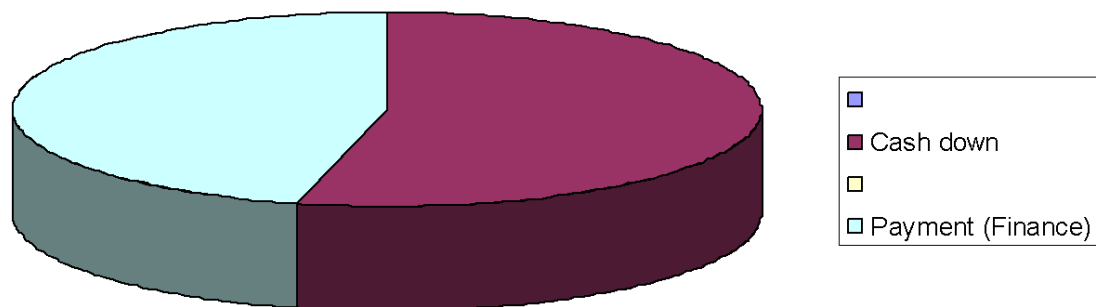
**Interpretation:** In the above table more number of customers is to know the about the Bajaj bikes to friends the percentage of 42% and less number of customers are to know the Bajaj bikes on hoardings in the percentage of 6%.

### 5. Mode of Purchase of bike

Index	NO. OF RESPONDENTS	PERCENTAGE OF RESPONDENTS (%)
Cash down	27	54
Payment (Finance)	23	46
Total	50	100

Table-5

**Mode of Purchase of bike NO. OF RESPONDENTS**



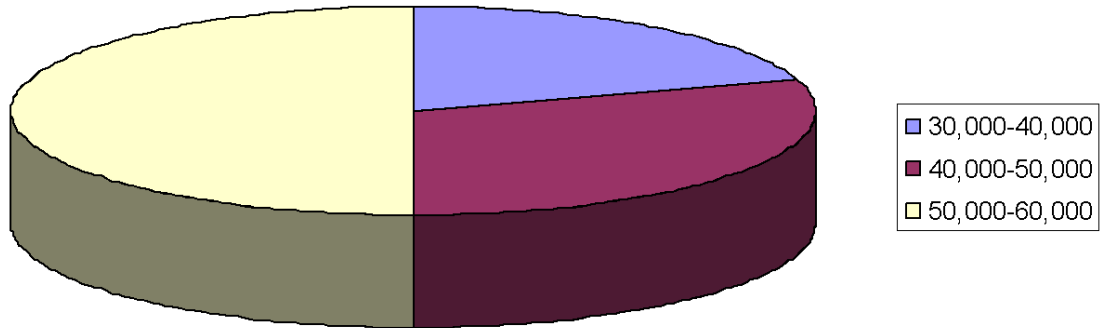
**Interpretation:** In the above table more number of customers are taking the bike on cash down the percentage of 54% and the less number of customers taking the bikes on payment.

## 6. Payment for purchase of the bike

<b>Index</b>	<b>NO. OF RESPONDENTS</b>	<b>PERCENTAGE OF RESPONDENTS (%)</b>
Below 30,000	-	-
30,000-40,000	10	20
40,000-50,000	15	30
50,000-60,000	25	50
<b>Total</b>	<b>50</b>	<b>100</b>

Table-6

### Payment for purchase of the bike

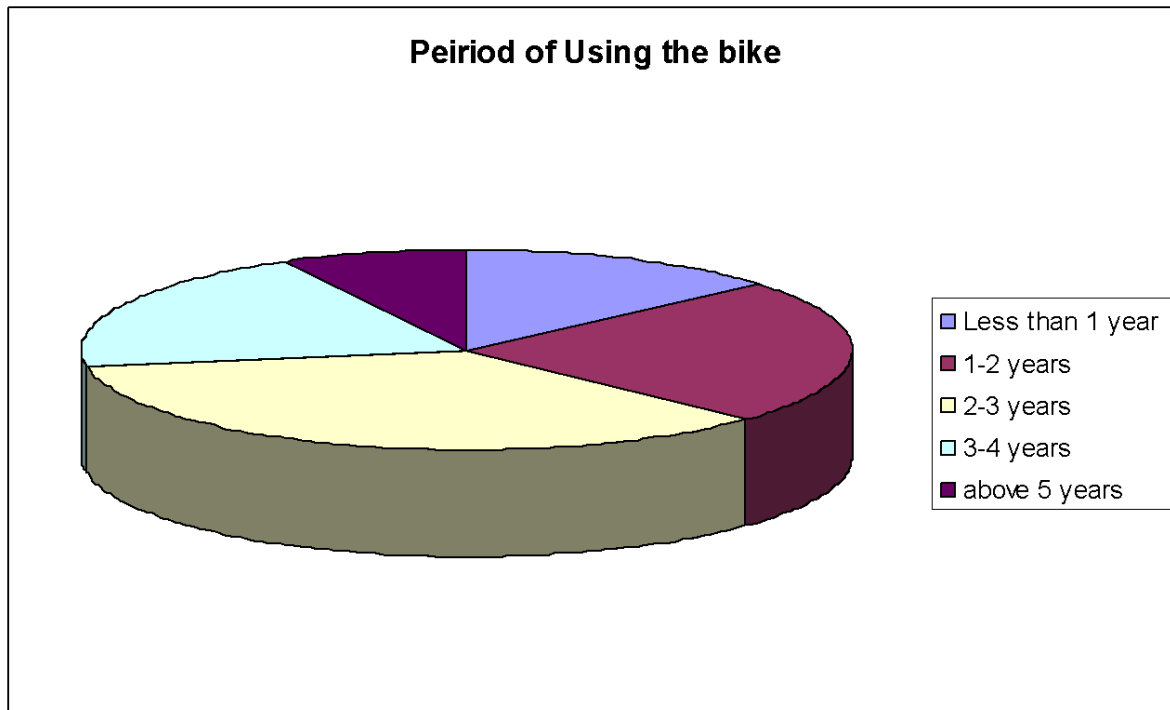


**Interpretation:** In the above table more number of customers purchased the bike by spending 50,000 – 60,000 rupees.

### 7. Period of using the bike

Index	NO. OF RESPONDENTS	PERCENTAGE OF RESPONDENTS (%)
Less than 1 year	7	14
1-2 years	12	24
2-3 years	18	36
3-4 years	10	20
above 5 years	4	8
Total	50	100

Table 7

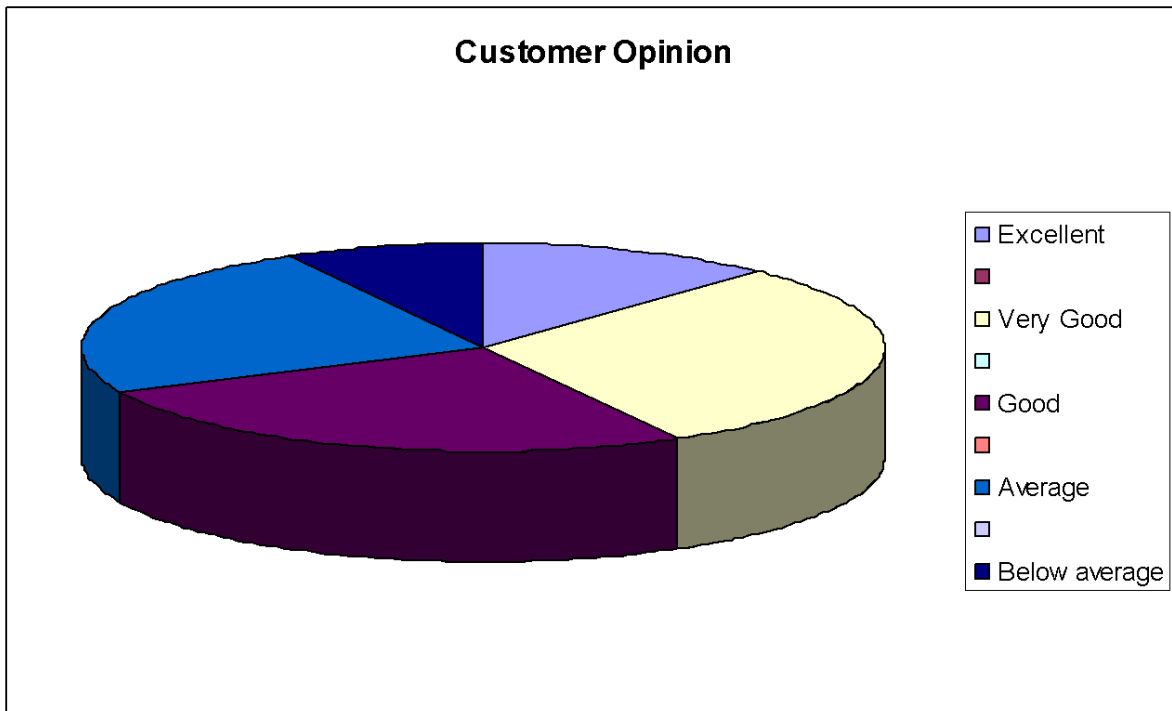


**Interpretation:** In the above table most of the respondents bought Bajaj bikes just 2-3 years only.

## 8. Opinion about bike design

Index	NO. OF RESPONDENTS	PERCENTAGE OF RESPONDENTS (%)
Excellent	6	12
Very Good	15	30
Good	13	26
Average	12	24
Below average	4	8
Total	50	100

Table-8

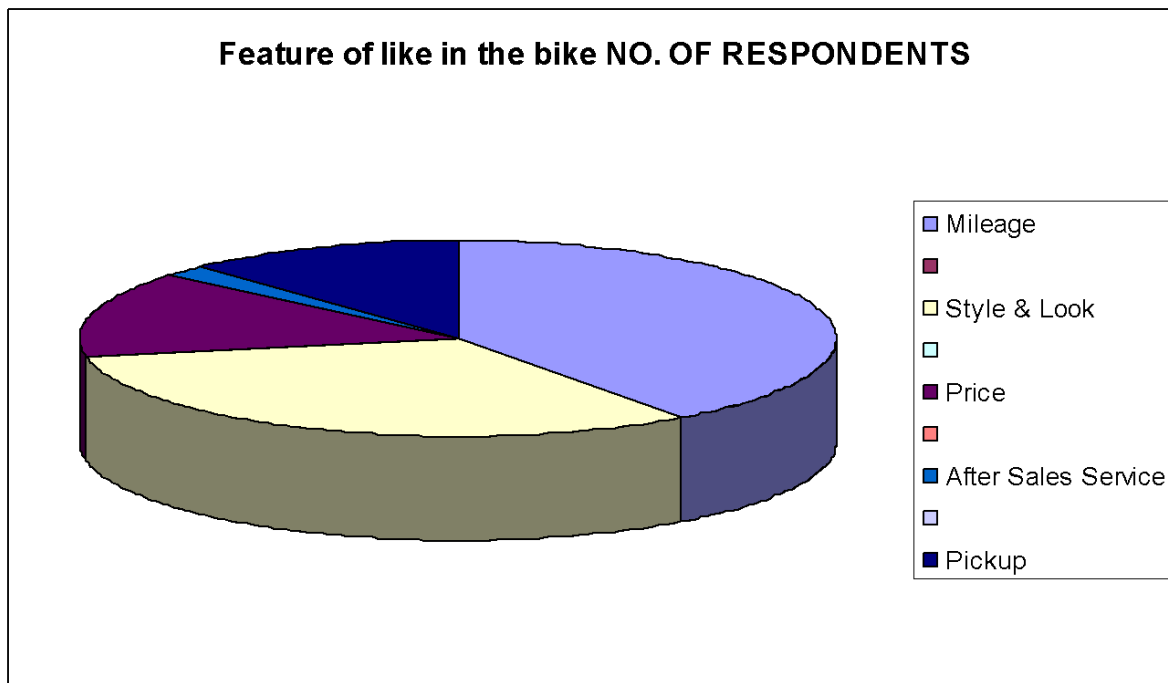


**Interpretation:** In the above table out of 50 respondents only 12% opinion is that the bike design is excellent 15 respondents 30 % is very good.

## 9. Feature of like in the bike

Index	NO. OF RESPONDENTS	PERCENTAGE OF RESPONDENTS (%)
Mileage	20	40
Style & Look	16	32
Price	7	14
After Sales Service	1	2
Pickup	6	12
Total	50	100

Table 9



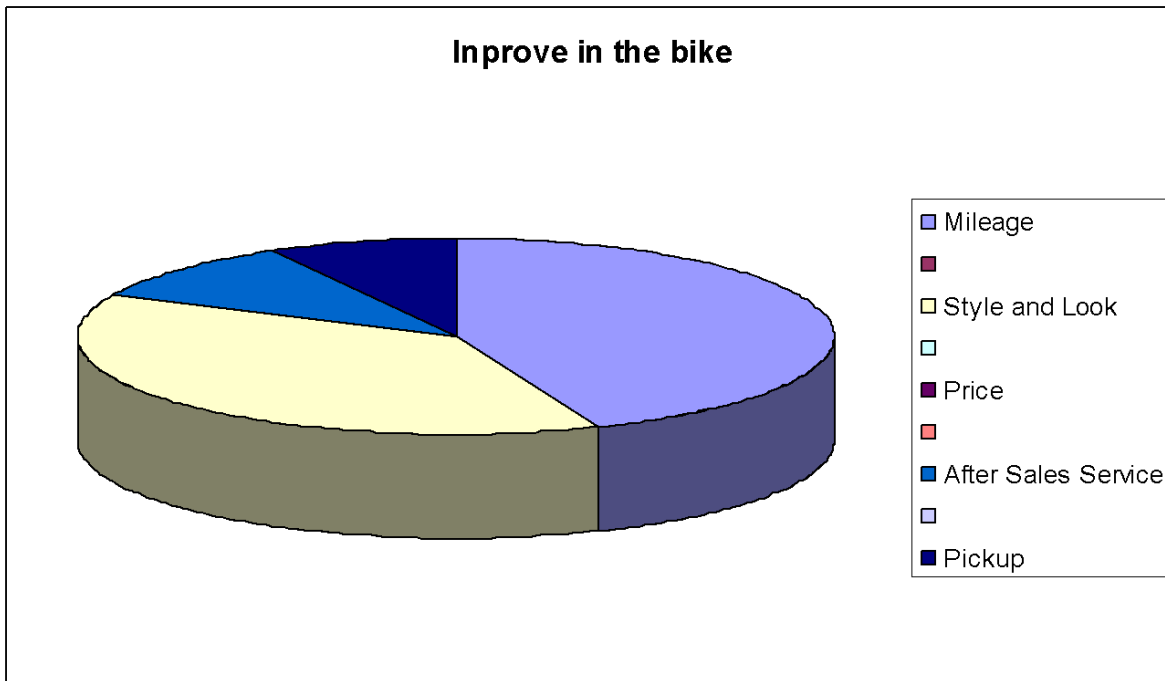
**Interpretation:** The above table representing that out of respondents are preferred mileage and 16 respondents are preferred style & Look.

## 10. Feature of like to improve in the bike

Index	NO. OF RESPONDENTS	PERCENTAGE OF RESPONDENTS (%)
Mileage	22	44
Style & Look	19	36
Price	-	-
After Sales Service	5	10
Pickup	4	8
<b>Total</b>	<b>50</b>	<b>100</b>

Table 10



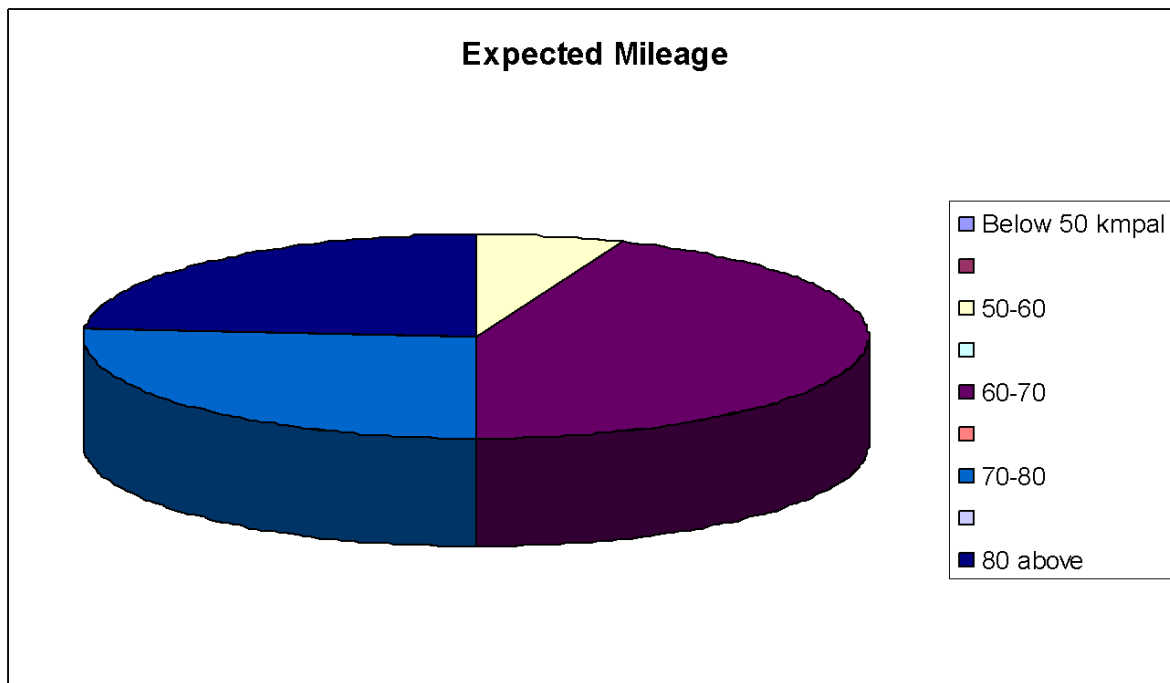


**Interpretation:** In the above table representing that out of 50 respondents 22 respondents to improve the mileage of the bike.

### 11. No of Respondents expected Mileage in the bike.

Index	NO. OF RESPONDENTS	PERCENTAGE OF RESPONDENTS (%)
Below 50 kmpl	0	0
50-60	3	6
60-70	22	44
70-80	13	26
80 above	12	24
Total	50	100

Table 11

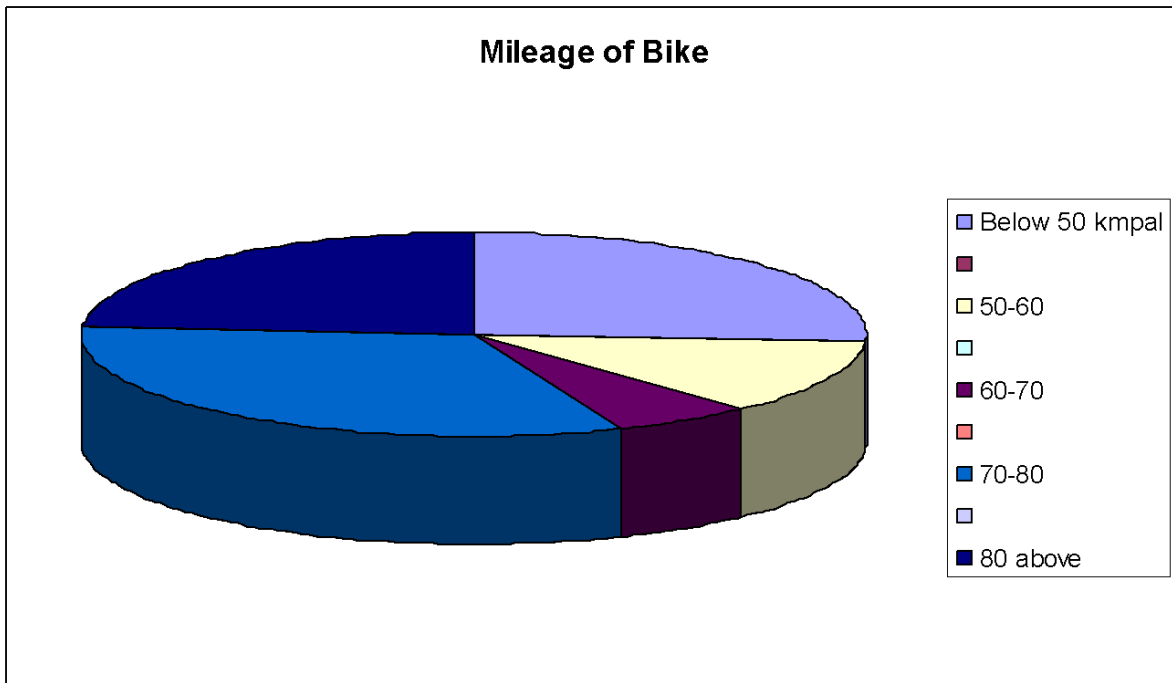


**Interpretation:** In the above table representing that out of 50 Respondents 44% of the respondents expected 60 to 70 kmpl mileage before purchasing the bike.

## 12. Mileage of bike

Index	NO. OF RESPONDENTS	PERCENTAGE OF RESPONDENTS (%)
Below 50 kmpl	13	26
50-60	6	12
60-70	3	6
70-80	16	32
80 above	12	24
Total	50	100

Table-12

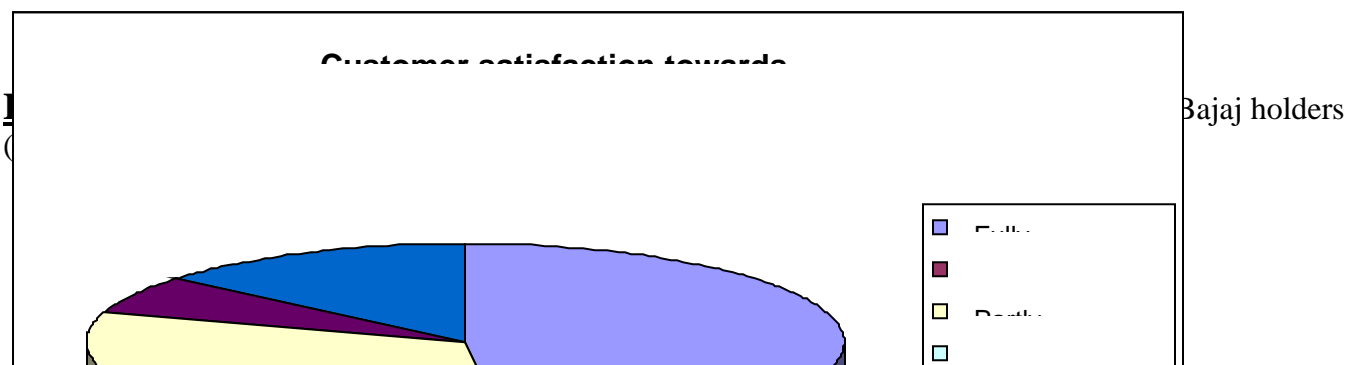


**Interpretations:** In the above table represents that out of 50 respondents most of the respondents agreed that Bajaj gives 70-80 kmpl.

### 13. Customer satisfaction towards Mileage.

Index	NO. OF RESPONDENTS	PERCENTAGE OF RESPONDENTS (%)
Fully satisfied	24	48
Partly Satisfied	16	36
No opinion	3	6
Partly dis-satisfied	7	14
Fully dis-satisfied	0	0
Total	50	100

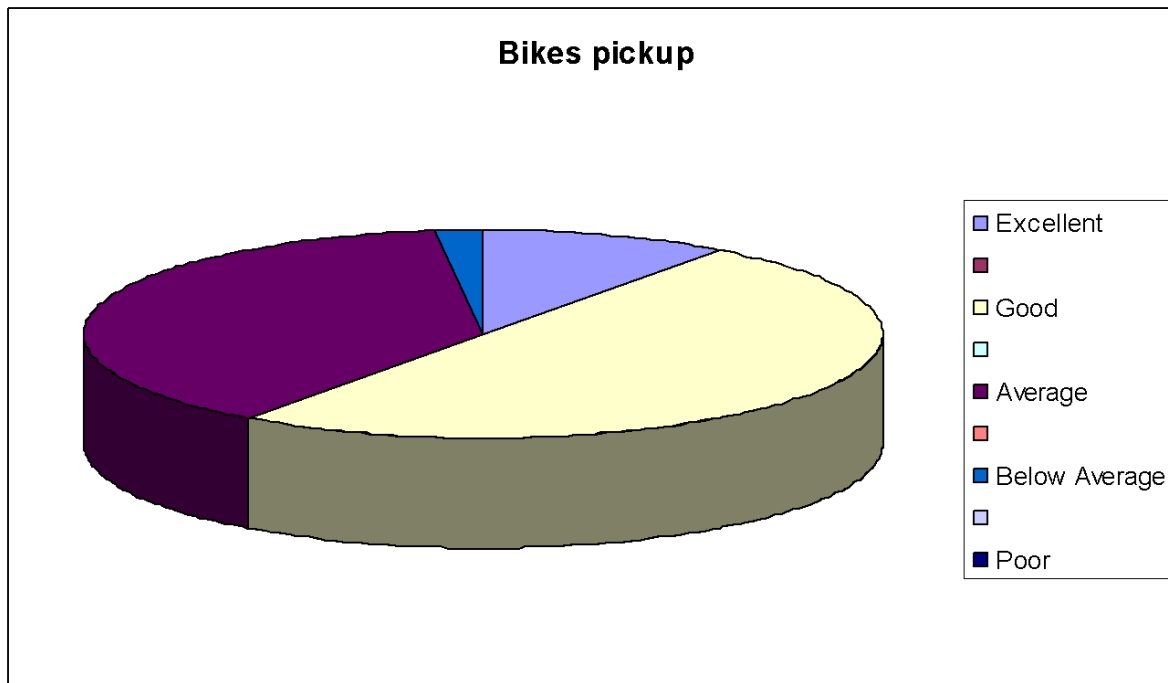
**Table-13**



#### 14. Satisfaction respondents towards bikes pickup

Index	NO. OF RESPONDENTS	PERCENTAGE OF RESPONDENTS (%)
Excellent	5	10
Good	25	50
Average	19	38
Below Average	1	2
Poor	0	0
Total	50	100

Table-14

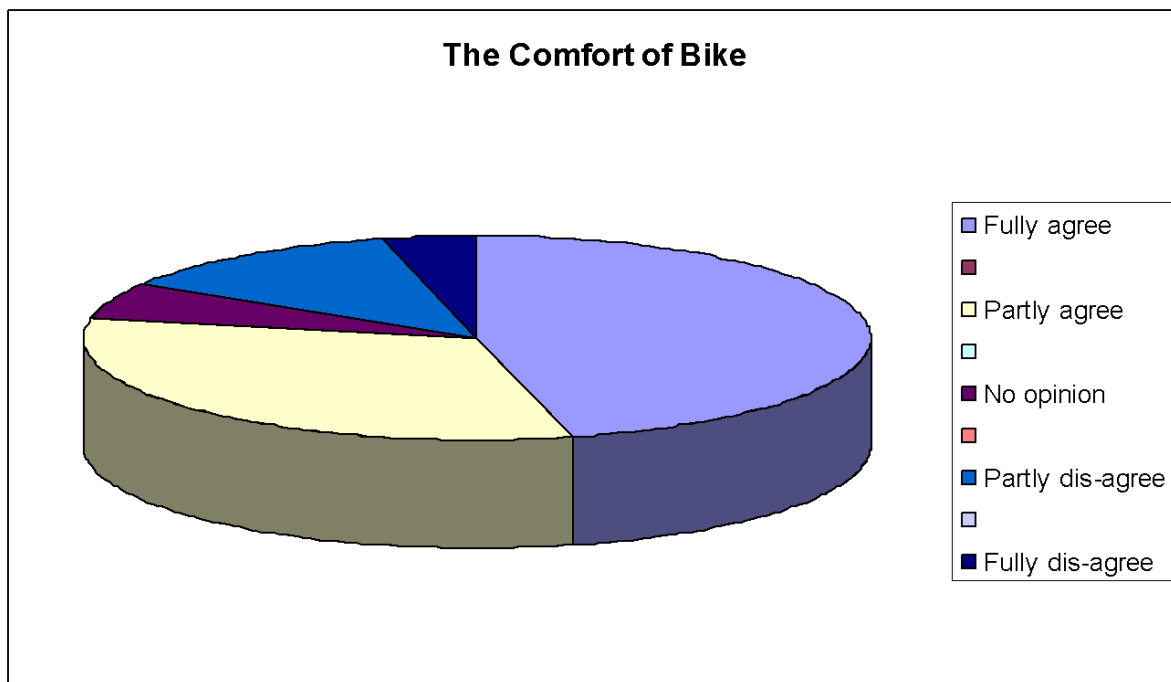


**Interpretations:** In the above table representing that out of 50 respondents 25 respondents (50%) feel that pickup is good.

#### 15. Customer response about the comfort of bike

Index	NO. OF RESPONDENTS	PERCENTAGE OF RESPONDENTS (%)
Fully agree	23	46
Partly agree	16	32
No opinion	3	6
Partly dis-agree	6	12
Fully dis-agree	2	4
Total	50	100

Table-15



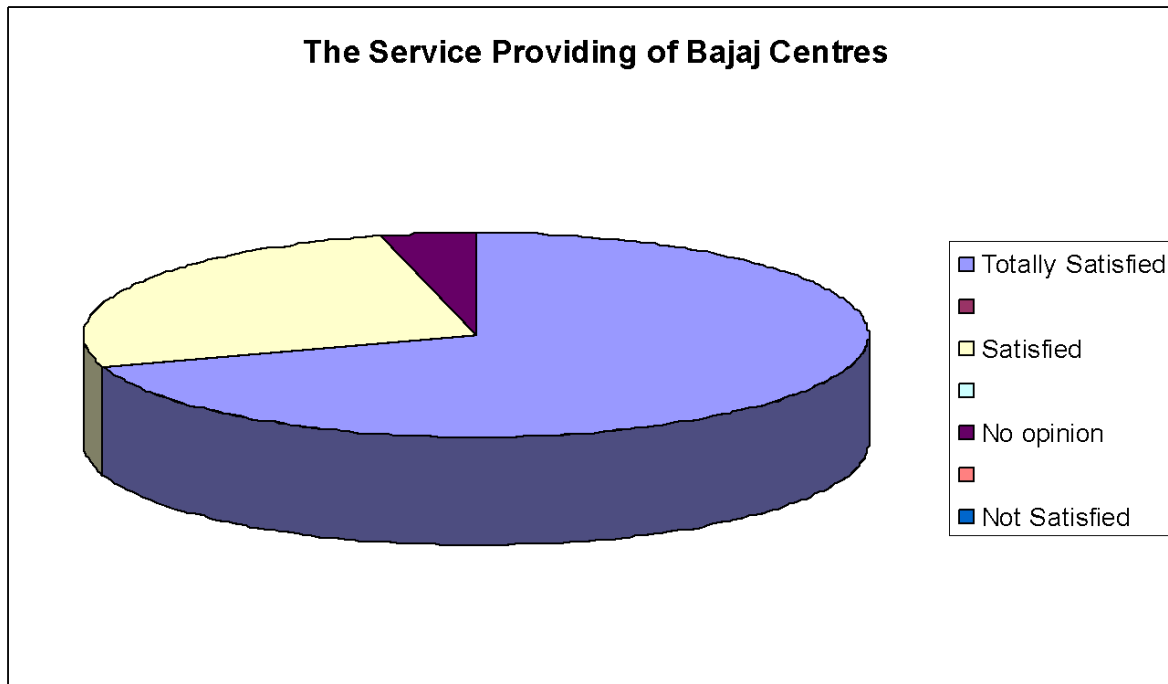
**Interpretations:** In the above table representing that out of 50 respondents 46% opinioned that the bike is confinable fully agree.

## 16. Consumer feeling about the service providing of Bajaj centers

Index	NO. OF RESPONDENTS	PERCENTAGE OF RESPONDENTS (%)
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Totally Satisfied	35	70
Satisfied	13	26
No opinion	2	4
Not Satisfied	0	0
Total	50	100

Table-16



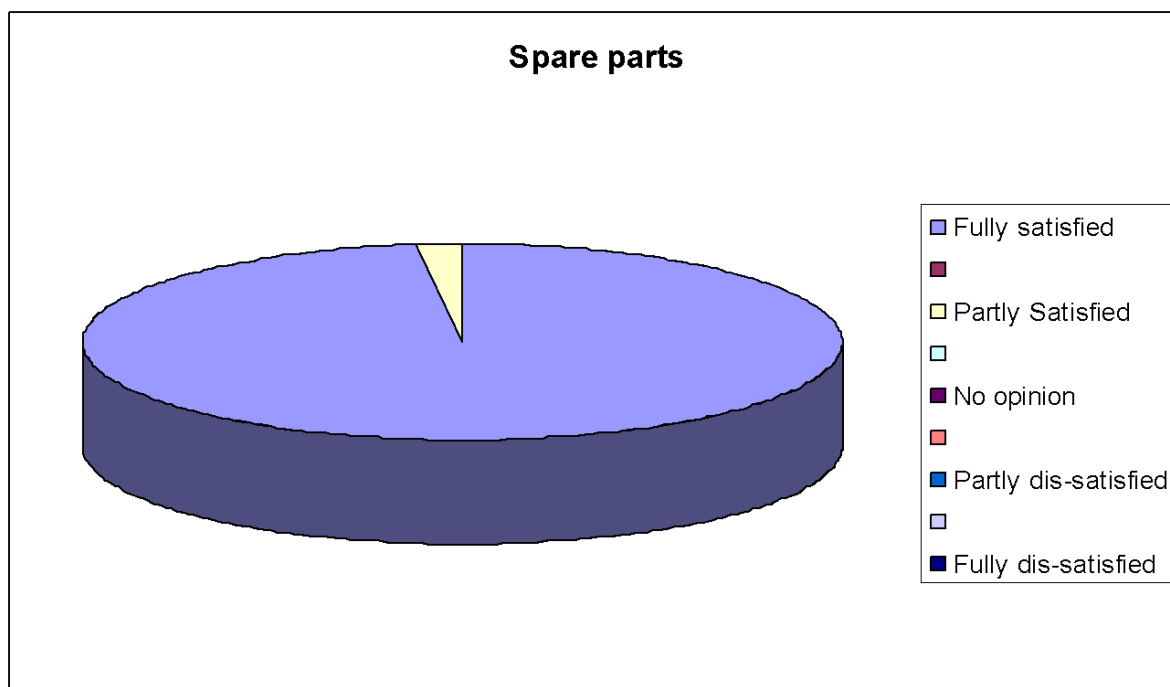
**Interpretation:** In the above table representing that out of 50 respondents 70% of the respondents are totally satisfied with the service centers.

## 17. Availability of spare parts

Index	NO. OF RESPONDENTS	PERCENTAGE OF RESPONDENTS (%)
-------	--------------------	-------------------------------

Fully satisfied	49	98
Partly Satisfied	1	2
No opinion	0	0
Partly dis-satisfied	0	0
Fully dis-satisfied	0	0
Total	50	100

**Table-17**



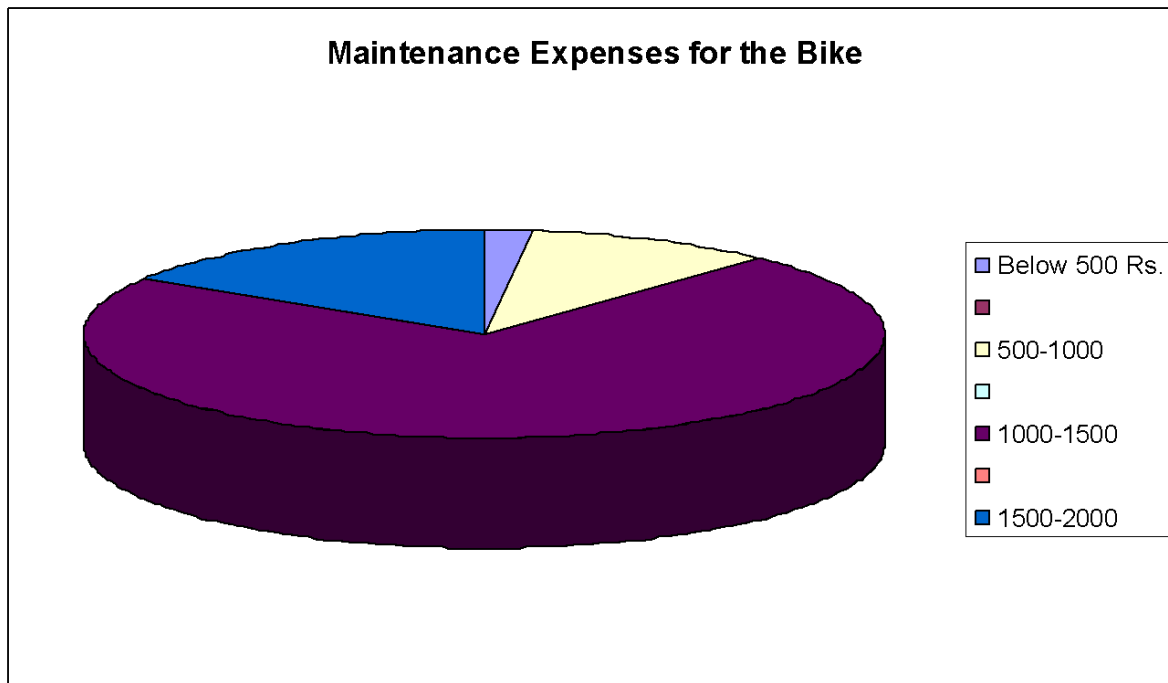
**Interpretation:** The above table representing that out of 50 respondents 98% feel that spare parts of bikes are easily available.

## 18. Maintenance expenses for the bike.

<b>Index</b>	<b>NO. OF RESPONDENTS</b>	<b>PERCENTAGE OF RESPONDENTS (%)</b>
--------------	---------------------------	--------------------------------------

Below 500 Rs.	1	2
500-1000	5	10
1000-1500	36	72
1500-2000	8	16
<b>Total</b>	50	100

Table-18



**Interpretation:** In the above table representing that out of 50 respondents 72% of the bike holders said that the maintenance expenses for the bike is 1000-1500 rupees.

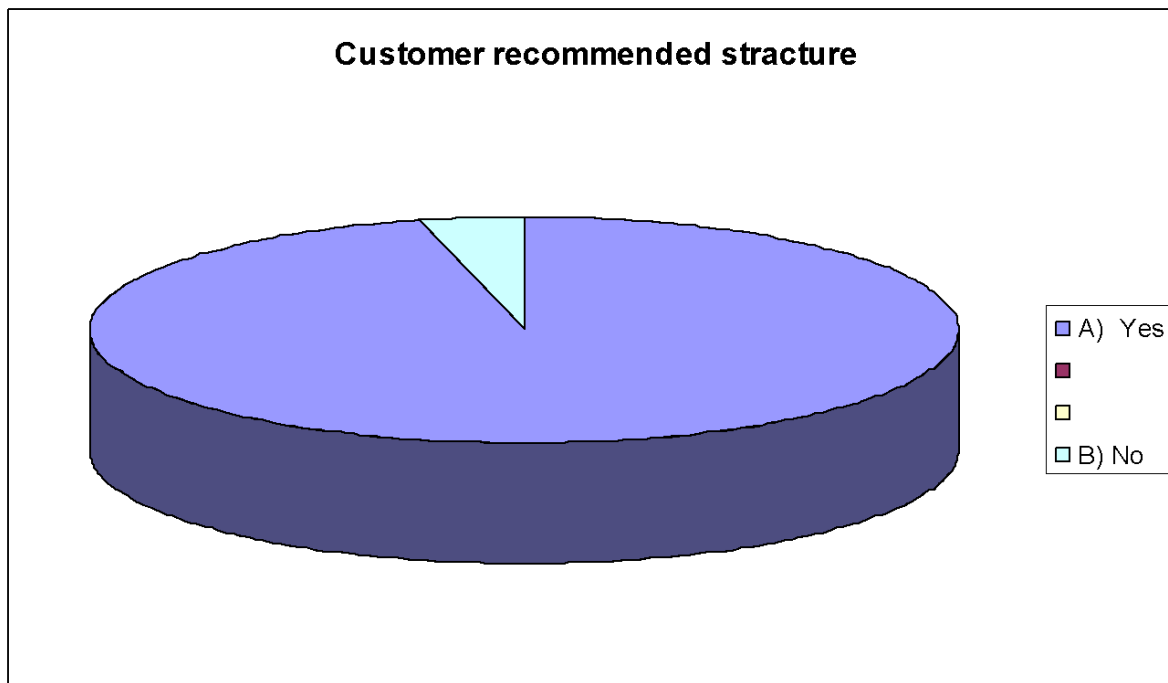
### 19. Customer recommended to buy bikes to others

Index	NO. OF RESPONDENTS	PERCENTAGE OF RESPONDENTS (%)
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A) Yes	48	96
B) No	2	4
Total	50	100

Table-19



**Interpretation:** In the above table representing that out of 50 respondents 96% of respondents recommend to buy bikes to others.

# **CHAPTER- 5**

# FINDINGS

1. More number of respondents are business mans are using the Bajaj bikes.
2. 75% respondents are below 45 age are using the bajaj bikes.
3. Majority of the respondents are influenced by friends for purchasing the bike
4. Most of the respondents purchase the bikes through cash down.
5. Most of the respondents agreed the bikes design is very good.
6. Most of the respondents are want to improve the mileage of the bikes
7. Most of the respondents are satisfied of the Bajaj bikes.
8. Most of the respondents 70% are totally satisfied about the bajaj service providing.

# **SUGGESTIONS**

1. The company should keep updating the models of bikes and adding the new features to the bikes.
2. Nowadays most of the teenagers are concentrating the styles so company has to design more number of styles.
3. Most of the respondents expecting 80 and above kmpl mileage so company should measures to improve mileage.
4. After sales service has to improved and availability of servicing centers.
5. Most of the respondents are know the bajaj bikes only friends nowadays the competition should be high so to improve their advertising activities.