RESEARCH PROJECT
ON
UNDER PERFORMANCE OF ROYAL ENFIELD MOTORCYCLESOF 500CC BIKES CATEGORY

FOR THE PARTIAL FULFILMENT OF THE REQUIREMENT FOR THE AWARD OF
"BACHELOR OF BUSINESS ADMINISTRATION"

UNDER THE GUIDANCE OF:

Prof. Dr. Manisha Singh

SUBMITTED BY:

Rohit Singh (18GSOB1010065)
Harshal Singh (18GSOB1010005)
Aryan Goel (18GSOB1010054)

Bachelor of Business Administration
(2018- 2021)

GALGOTIAS
U N I V E R S I T Y

SCHOOL OF BUSINESS, GALGOTIAS UNIVERSITY

CERTIFICATE FROM FACULTY GUIDE

This is to certify that the project report title "**Under Performance of Royal Enfield Motorcycles of 500CC Bikes Category**"had been prepared by **Mr. Rohit Singh, Mr. Harshal Singh and Mr. Aryan Goel** under my supervision and guidance. The project report is submitted towards the partial fulfilment of 3Years, full time **Bachelor of Business Administration.**

Name and Signature of Faculty

Date:

DECLARATION

We Harshal singh, Admission No. 18GSOB1010005, Aryan goel, Admission No. 18GSOB1010054, Rohit singh, Admission No. 18GSOB1010065 student of Bachelor of Business Administration of School of Business, Galgotias University, Greater Noida, hereby declare that the research report on "**UNDER PERFORMANCE OF ROYAL ENFIELD MOTORCYCLES OF 500CC BIKES CATEGORY"** is an original and authenticated work done by us. I further declare that it has not been submitted elsewhere.

Sincerely,

Rohit Singh
Harshal Singh
Aryan Goel

ACKNOWLEDGEMENT

I am highly grateful to all the supporting staff who had made my research report easier by helping me and providing me the exact data.

I would like to express my sincerest gratitude to **Dr. Manisha Singh** ma'am for her regular support and guidance that helped me in successful completion of my project.

I would like to thank all my colleague and ground members who made the project a rich learning experience. I express my gratitude to the project in charge.

Dr. Manisha Singh, Associate Professor, Galgotias University for her valuable recommendation and for accepting this research report.

Finally, I express my sincere gratitude to all the member of faculty for their value-able advice and helped me to complete the project successfully.

PREFACE

If we can improve marketing to a long train with multiple compartment then every compartment represent different aspects of marketing according to feature of product. Marketing strategy formulation depends upon the every aspect of related terms and marketing research plays vital roles to connect each compartment to form a cohesive functional unit. The automotive industry is at the center of India's new global dynamic. It plays roles in retaining manufacturing industry growth over 12.5% per annum. The motivation behind the project was to gain clear understanding about marketing research. Through, this report I have tried to understand the complexities involved in gathering of data for drawing inferences. The final objective is to produce a result that is accurate, useful, and free from bias and helps in the successful completion of my report. The project has been presented in a simple format

Self image: Strong Willed, Chivalrous, Freedom loving

Physique : Muscular look, Fuel tank, Bull

Relationship: Best friend, Elder brother, exclusive

Personality: Masculine, Well Built, Confident

Royal Enfield Bullet

Reflection: Well built, Masculine, Confident, Aesthetic

Values: Polite, Firm, Honest, Stand out.

Table of Content

1. **Title Page**
2. **Acknowledgement**
3. **Preface**
4. **Table of Content**
5. **Executive Summary**
6. **Literature Review**
7. **Introduction**
   - ➢ **Problem Analysis**
   - ➢ **Research Objectives**
8. **Research Methodology**
9. **Sampling Design & Plan**
10. **Data Analysis**
    - ➢ **Problems Encountered**
11. **Results**
12. **Limitations**
    - ➢ **Limitations & Learning**
13. **Conclusions**
14. **Recommendations & Suggestions**

EXECUTIVE SUMMARY

This is an attempt to know that how the classroom theories can be applied to practical situation. As a student of BBA, it is a part of study for everyone to undergo for Research Report.

For this purpose, we got opportunity to do my research on Automobile Marketing:

This research is a study which was conducted to measure the performance of the Royal Enfield product, this research is conducted in (Delhi, Jhansi, lucknow). This research was done during the months of February and March 2021.
Hence data displayed has been collected during the mentioned period.

To meet the research objectives, following activities have been performed-

1. An extensive search of relevant literature from news article, internet, magazines. This step guided the development of the methods and instruments for collecting data.

2. Designing the questionnaire (Google form).

3. Analysis was done on the basis of the information.

During this analysis it had been found that Royal Enfield 500CC bikes has underneath performance and conjointly the most reason of underperformance in 500CC criteria. As Royal Enfield Classic 350 unit is additional oversubscribed than the other section of Royal Enfield.

Bharat Royal Enfield Motors an organization that once more stand up in 2014 in Indian market when introducing a replacement outlet in national capital. currently an organization is thought for combining, quality and performance in their bikes, had taken associate initiative to introduce a number of performance driven bike in Bharat this year and declared to land up the assembly of 500CC bike, solely Thunder Bird 500CC are on the market in market.

It conjointly looks that Royal Enfield is that specialize in the lower or common place segments bike that is slated to welcome new players. Royal Enfield hato perpetually initiate and are available up with new merchandise to take care of its dominance within the phase.

LITERATURE REVIEW

The review of the study of client preference for Royal Enfield has been done earlier before launching the bike model within the market. That research was done to understand the market response for a specific bike model. several automobile company create a hunt to understand either their product can grow or not, to survive in market with alternative brands.

Similarly here we've a study associated with Royal Enfield of Ravichandran.
According to them for understanding client want and loyalty towards whole, refers on the standard and repair of the merchandise and techniques that consequently guiding towards the increasing service quality and options of the merchandise. And, a whole ought to be innovative to foster the strategies.

Customer satisfaction was live by 9 item custom-made from Walfried. Researchers have used multivariate analysis analysis to check the impact of service quality on client satisfaction. The results indicated that service quality is a vital antecedent of client satisfaction.

INTRODUCTION

Royal Enfield is an Indian motorbike producing complete with tag of "the oldest world motorbike complete in continuous production", motorbike are factory-made in factories in Madras in Asian nation. licenced from Royal Enfield by the endemic Indian Madras Motors, it's currently a subsidiary of Eicher Motor restricted, AN Indian manufacturing business. the corporate manufacturers the Royal Enfield Bullet and different single cylinder and twin cylinder motorcycles.

First created in 1901, Royal Enfield is that the oldest motorbike complete within the world still in production, with the Bullet model enjoying the longest motorbike production run of all time.

Royal Enfield motorbike additionally served to Indian government because it looked appropriate for its army and police, for patrolling the country's border. The Royal Enfield was chosen most fitted bike for the duty. the govt. ordered 800 units if the 350CC model. In 1955, the Redditch company partnered with Madras Motors in Asian nation to make 'Enfield India' to assemble below license, the 350CC Royal Enfield Bullet motorbike in Madras (Chennai).

In 1990, Royal Enfield collaborated with Eicher cluster, AN automotive company in Asian nation and emerged with it in 1994. excluding bikes Eicher cluster is concerned within the production and sales of economic vehicles and automotive gears.

Chief officer of Royal Enfield is Vinod K. DESAI.
Parent owner is Siddharth Vikram Lal.

TYPE	PUBLIC
FOUNDED	1955; 65 YEAR AGO
HEADQUARTER	CHENNAI, INDIA
KEY PEOPLE	VINOD K. DASARI (CEO)
PRODUCT	MOTORCYCLE
PRODUCTION OUTPUT	846,000 UNITS (2018)
REVENUE	8,965.00 CRORE (2018)
OPERATING INCOME	2,808.00 CRORE (2018)
NET INCOME	1,960.00 CRORE (2018)
PARENT	EICHER MOTORS
WEBSITE	royalenfield.com

- Royal Enfield Motors deals in various segments, are as follows:
- Royal Enfield Classic 350cc
- Royal Enfield Classic 500cc
- Royal Enfield Thunder Bird 350cc
- Royal Enfield Thunder Bird 500cc
- Royal Enfield Desert Storm 500cc
- Royal Enfield Himalayan 500cc
- Royal Enfield Interceptor 650cc
- Royal Enfield Continental GT 650cc

Problem Analysis

Royal Enfield could be a company dealing in class of 350-650cc bikes. Royal Enfield company began in India in 1955 for the primary time once it partnered with Madras Motors. From the year 1955 square measure manufacturing 350cc bikes and these segments bikes are available in market till now, with a decent image in Indian market. Than Royal Enfield launched Bullet 500cc in 1956, that worked well in market. throughout 2000-2010 Royal Enfield started troubled because of less innovation concerning to its bikes. At that point company was on the brink of pack up, however Siddharth Lal once more started a resumed company by adopting technological feature and launched Royal Enfield Classics 350-500cc, with a more modern version in Indian Market. wherever Royal Enfield Classics 350cc happy customers however on the opposite hand Royal Enfield Classics 500cc not happy the purchasers until date,
In comparison to Royal Enfield Classics 350cc.

• Therefore, my analysis on Why Royal Enfield Ltd performance not up to the mark in 500cc bike class in Indian Market.

We now that various forces like economic, political, and restrictive forces area unit reshaping the dynamics of automotive offer and demand throughout the planet, and here is that the best opportunities to grow this business continue to emerge. we tend to found that India, has emerged as a key growth market moreover as supply of competitively priced bike. there's sturdy growth in Indian automotive, power and market opportunities for bike manufacturer.

Proposal

They such a lot of strength like size and scale of parent company (Eicher), committed and dedicated workers, high stress on research and development, expertise within the market as they are operating since time of independence, establish brand , establish market channel. they need such a lot of opportunities on their strength. that the opportunities area unit, growing base phase, growth of target market (include woman), increasing unneeded financial gain. thus rely on their strength to grape the opportunities i might prefer to propose one thing these area unit as follows:-

- The company should be small showroom into big showroom.
- The company should be emphasis on aggressive selling.
- They have to give effective advertisement in all media.
- They have to provide long term standard free service to the entire customer.
- They have to give some offer with their products.
- They have to improve the performance of engine.

On the opposite hand, Royal Enfield company is marketing all possible efforts to create a decent image of its motorcycles.

Research Objectives

Research objectives means that formulating research aim and objectives in a very acceptable manner so as to form an honest thesis. This is because research aim and objectives confirm the scope, depth and overall direction of the research. Researchquestion is that the central question of the study that needs to be answered on the essential of research findings.

Achievement of analysis aims to provide answer to the research question. Research objectives divide analysis aim into many part and address each part separately. Moreover, research aim specifies WHAT need to be studied and research objectives comprises a number of steps that address HOW research aim will be achieved.
.

• To find out the reason behind the underperformance of Royal Enfield motorbike in 500cc class in Indian market.

These objectives of this survey would help us to continue our research and to achieve the required outcomes. The final outcome will be compared with the standards and objectives mentioned above.

RESEARCH METHODOLOGY

Research methodology is the way to systematically solve the research problem to provide an appropriate frame work for a study. A very significant decision in research design process is the choice to be made regarding research approach since it determines how relevant information for a study will be obtained however, the research design process involves many irrelated decisions. The method used for the research is Descriptive Research, to find out our objective. The report has been prepared on the basis of information collected from different sources. After giving through brain storming session, objectives were selected and the set on the base of these objectives, a questionnaire was designed major emphasis of which was gathering new ideas or insight so as to determine and bind out solution to the problems.

Descriptive Research Design is defined as research design that describe the characteristics of the population or phenomenon that is being studied. This methodology focuses more on the "what" of the research subject rather than the "why" of the research subject.

In other words, descriptive research primarily focuses on the describing the nature of a demographic segment, without focusing on "why" a certain phenomenon occurs.

I have selected following method for data selection:-

• Primary method
Refers to raw data, also known as primary data, is data collected from a source. In the context of examination, the raw data might be described as a raw score.

• Secondary method
Refers to data that is collected by someone other than the researcher. Common source of secondary data are government department, organizational records and data that was originally collected for other research purpose.

Primary information is collected through-

Questionnaire and Survey methodology: This method of aggregation information needs preparation of a specific MCQs question or one word queries associated with the analysis. when in preparation of question these square measure sent to completely different aspirants associated with the analysis through numerous modes like mail, whatsapp and numerous social media web site. The man of science request the aspirants to fulfil the answers in keeping with their information, they apprehend and send them back to the man of science.

Secondary information is collected through-

• Service Centers
• Internet
• Journals & Magazines
• Websites

These secondary data helps researchers to save time that would otherwise be spent on collecting data.

SAMPLING & DATA DESIGN

In this research we use systematic sampling to obtain better result from the data. This study is a mix of explorative and formal methodologies adopting monitoring and observing to study the dealership in delhi and communication to elicit responses from customers. This is a cross sectional study done during the months of February and March.

For the customer satisfaction study a questionnaire was formulated containing 10 closed ended questions which were sent out for response through the internet and mainly through personal interview of customers at Royal Enfield dealership. This data was later analyzed, results of this step formed the basis of the recommendation given to the company.

To know the Royal Enfield Classics 500cc underperformance and marketing strategy in motorcycle market, census method was chosen and visited to some dealers in the area of Delhi, I did a market survey by taking open interviews to the dealers and brokers of the market.

There are various types of sampling design are as follows:-

• Systematic Sampling (Applied)
• Stratified Sampling
• Clustered Sampling
• Convenience Sampling
• Quota Sampling
• Judgement Sampling

Data Analysis

The data preparation task is one of the most important part of survey. This part   includes the interpretation of the raw data into a systematic order which can be easily read and write. The data should be clear and visible as result the researcher can obtain the accurate result from it. Data accuracy is more important but if the data will not be accurate it would give the wrong results and outcomes as results, than whole research would be spoiled.

In data analysis, forwarded my questionnaire form to 90(ninty) people of our region (Delhi, Jhansi, Lucknow) To get an appropriate information about the choice and perception of customers regarding Royal Enfield Classics 500cc motorcycle in comparison to other Royal Enfield motorcycles. The method of sampling was systematic.

Size of Sample	90 RESPONSES
Sampling Technique	Systematic
Location from which samples were taken	Delhi, Jhansi, Lucknow

Problems Encountered While data Preparation

Before data can be analyzed, they must be organized into an appropriate form. Data preparation is the process of manipulating and organizing data prior to analysis. Data preparation is typically an iterative process of manipulating raw data, which is often unstructured and messy, into a more structured and useful form that is ready for further analysis. The whole preparation process consists of a series of major activities or task including data profiling, cleansing, integration and transformation.

As, data preparation require everything in a systematic manner which is a difficult task for a new researcher to make it and bring out vulnerable outcomes
Apart from these problems, I gave my best and tried to overcome the problem with new solutions and ideas.

RESULTS

- It is found that Mileage is the main factor which influences to a customer to buy a Royal Enfield 500cc motorcycle.
- Style of the Royal Enfield 500cc motorcycle is similar to Royal Enfield 350cc.
- Roya Enfield 500cc motorcycle service charge is more in comparison to other Royal Enfield motorcycles.
- The advertisement of Royal Enfield is not attractive.
- They did not try to follow up their dealers.
- They did not launch any light weight bike for women in India.

<u>LIMITATIONS</u>

As everyone knows that there are few limitations in every project or research which can't be ignored. Closely in this research project also, I had faced some limitations such as**:**

- The study is restricted only to the organized sector of automotive industry.
- The seriousness of the respondent and their ability to justify their answer may also be a limitation.
- The sample size is small due to the specified reason.
- Findings are based on sample survey.
- All interview questions are undisguised or direct. Hence there is a scope for the respondents to be biased pretentions.
- In telephonic interviews the data collection was bit unsatisfying because we don't know either the selected sample is only giving data or someone else.

<u>Problems Encountered & Learning:</u>

There are many problems encountered while preparing the Research Report, but we took it as an opportunity to learn how to do research and prepare a systematic report. The questionnaire respondent are far away from our places but we managed, by sending our questionnaire with help of Google form. While preparing the report we was not having much knowledge about, how to prepare but guidelines provided by School of Business (Galgotia's University) helped us out and learned how to make it. Through this report we came to learn how to interpret raw data into a systematic order through which results can be obtain.

Lastly, we came to know that every problem come with solution and got the solution and finally ended up by preparing this Research Report.

CONCLUSION

After the completion of project we have seen the different aspects of this research report. Also, gained some new experience about the consumer research. While surveying we have met many peoples, with different perception, with different nature, with different choices and as a result of this we have learnt a lot of things like how to interact with the different person with different behavior.

Royal Enfield main focus is on capturing the Indian market through its products which are best in terms of look and style and is trying to achieve its target. Royal Enfield have shaken the market of its competitors and coming soon launching more motorcycles in Indian market. But country like India where customer prefer mileage giving motorcycle and pricing according to the feature of the motorcycle, which influence customer perception.

RCOMMENDATION & SUGGESTIONS

- Royal Enfield should focus on advertisement of 500cc motorcycle.
- Royal Enfield should focus on the mileage of 500cc motorcycle.
- Royal Enfield company should also launch some new variants of 500cc motorcycle.
- Royal Enfield should follow aggressive concept of selling for 500cc motorcycles.
- Royal Enfield company should improve its dealerships.
- Royal Enfield should improve its after sales service in term of 500cc motorcycles.

RESPONSES

These responses is taken by us which help us in creating this research project. The responses were very positive, and we found that people are in love with the Brand ROYAL ENFIELD, this love shows the Goodwill of the company and the awareness of the brand between the people.

Your Age

90 responses

- ● 10-20
- ● 21-30
- ● 31-40
- ● 41-50
- ● 50 +

77.8%

16.7%

Gender

90 responses

- ● Female
- ● Male
- ● Prefer not to say

86.7%

10%

Which Bike you prefer the most?

90 responses

- ● ROYAL ENFIELD
- ● TVS
- ● SUZUKI
- ● HONDA MOTOR

87.8%
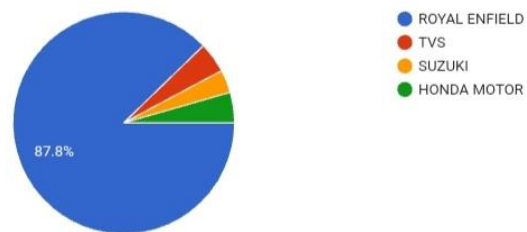
Do you wish to use ROYAL ENFIELD in future?

90 responses

- YES
- NO

17.8%

82.2%
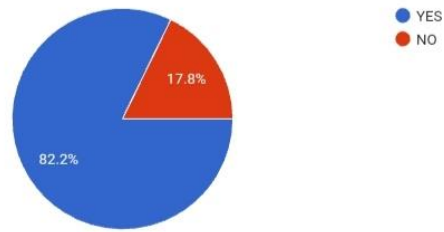
Things you like in ROYAL ENFIELD.

90 responses

- Handling
- Looks
- Suspension

20%

51.1%

28.9%
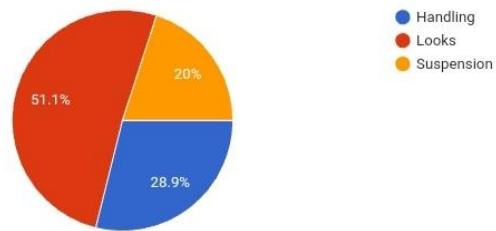
Which category do you like in ROYAL ENFIELD?

89 responses

- 500 cc
- 350 cc

42.7%

57.3%
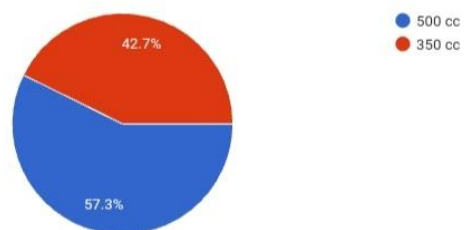
What makes the ROYAL ENFIELD better from other brands?

71 responses

Looks

Its silencer is too big to take

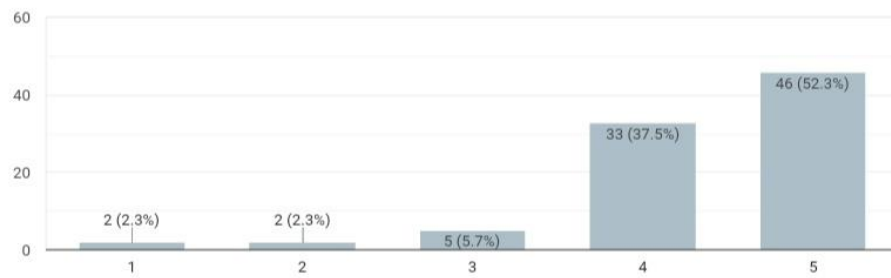The name itself is enough to tell.The body of the bike.

The looks and brand value
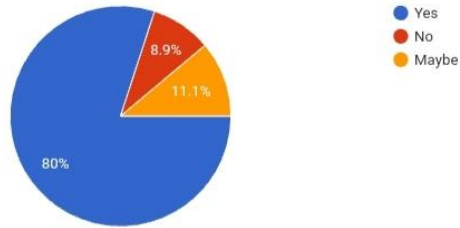
Build quality

Nothing

Looks power

How convenient you find ROYAL ENFIELD for you?
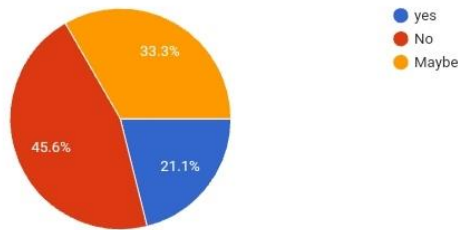
88 responses

BIBLOGRAPHY

MAGAZINES REFERRED

- **The Magazine For All ROYAL ENFIELD Bullet Enthusiasts.**

- **ROYAL ENFIELD Magazine , The BEAT.**

WEBSITE REFERRED

www.google.com

www.royalenfield.com

www.wikipedia.org

www.enfieldmotorcycles.com

AND

GOOGLE FORM for SURVEY

THANKING YOU

HARSHAL SINGH   18GSOB1010005

ARYAN GOEL   18GSOB1010054

ROHIT SINGH   18GSOB1010065

GALGOTIAS
UNIVERSITY