



# Impact of Promotional Activities on Bike Sales at Vaibav Bajaj

**S.SANJAI**

*B.Com General Final Year, Jeppiaar University*

*Guided By*

**Mrs.Naveena**

*Assistant Professor, School of Arts Humanities and Management, Jeppiaar University*

\*\*\*

**Abstract** - An organizational study helps in understanding the structure, functions, operational activities and overall performance of a company. This report presents a detailed organizational study conducted at Vaibav Bajaj, an automobile dealership and service organization engaged in the sales and servicing of Bajaj two-wheelers. The study was carried out to understand the internal working environment, departmental coordination, customer service practices, operational efficiency, and business performance of the company.

The study focused on major departments such as Sales Service, Spare Parts, Finance, Human Resources, and Customer Relationship Management. Information was collected through direct observation, employee interaction, discussions with management, and analysis of company records. The report evaluates the organizational structure, workflow process, customer handling methods, inventory management, and service quality standards maintained by the company.

The findings reveal that Vaibav Bajaj maintains strong customer relationships, effective service quality, and efficient teamwork among departments. The company has developed a positive reputation in the local automobile market due to timely service delivery and customer satisfaction. However, the organization also faces certain challenges such as increasing market competition, dependency on manual processes in some operational areas, and the need for stronger digital marketing strategies.

The study concludes that Vaibav Bajaj has strong growth potential in the automobile industry through technological adoption, improved customer engagement, enhanced employee training, and modernization of operational systems. Recommendations such as implementation of advanced management software, expansion of online services, and strengthening customer feedback systems can further improve organizational efficiency and business performance.

**KEYWORDS:** Organizational Study, Automobile Industry, Bajaj Dealership, Customer Satisfaction, Sales Management, Service Quality, Business Operations, Two-Wheeler Industry

## INTRODUCTION

In today's competitive business environment, organizational studies play an important role in understanding how companies function internally and how different departments contribute toward achieving organizational goals. Such studies help students and researchers gain practical knowledge about management practices, workflow systems, employee coordination, and customer relationship management.

Vaibav Bajaj is a well-known automobile dealership involved in the sales and servicing of Bajaj two-wheelers. The company provides a variety of services including vehicle sales, maintenance, spare parts supply, customer support, and financial assistance for vehicle purchases. Through its customer-oriented approach and quality service standards, the organization has built a strong reputation in the regional market.

The organizational study was conducted during the internship period to gain practical exposure to the functioning of an automobile dealership. The study helped in understanding the company's structure, operational activities, customer handling systems, and departmental coordination. It also provided insights into the challenges faced by the automobile industry and the strategies used by the organization to maintain customer satisfaction and operational efficiency.

This report presents a comprehensive overview of Vaipav Bajaj, including its organizational structure, departmental functions, operational processes, findings, limitations, and suggestions for improvement.

## OBJECTIVES OF THE STUDY

1. To study the organizational structure of Vaipav Bajaj.
2. To understand the functions performed by different departments.
3. To analyze the sales and service process followed by the company.

4. To study customer relationship management practices
5. To evaluate employee coordination and operational efficiency
6. To identify the strengths and weaknesses of the organization
7. To understand the challenges faced by the automobile dealership industry
8. To provide suitable suggestions for organizational improvement

### NEED FOR THE STUDY

The automobile industry is one of the fastest-growing sectors in India, and dealership organizations play a vital role in connecting manufacturers with customers. Understanding the functioning of such organizations is important for management students and researchers

The study helps in gaining practical exposure to organizational activities such as sales operations, service management, inventory control, customer handling, and employee coordination. It also helps in understanding how companies maintain customer satisfaction and compete in a dynamic market environment

This study was conducted to bridge the gap between theoretical knowledge and practical business operations. It provides insights into the real-time working environment of an automobile dealership and helps in understanding modern business practices followed in the industry

### SCOPE OF THE STUDY

1. The study covers the organizational structure and operational activities of Vaibav Bajaj
2. It includes analysis of major departments such as Sales, Service, Spare Parts, Finance, HR, and Customer Support
3. The study focuses on customer handling practices, employee coordination, and service quality
4. It helps in understanding inventory management and workflow systems
5. The findings may be useful for students, researchers, and small business organizations
6. The study provides practical knowledge regarding the functioning of automobile dealerships

### LITERATURE REVIEW

organizational structure, According to Robbins and Coulter (2018), structure defines how job tasks are formally divided, grouped and coordinated within a company. A well-designed organizational structure improves communication, efficiency and employee performance

stated that customer satisfaction Kotler and Keller (2017) plays a major role in the success of automobile dealerships. Companies that maintain strong customer relationships achieve higher customer retention and improved brand image

explained that employee coordination and Gupta (2020) service quality are essential factors influencing operational efficiency in the automobile sector. Effective teamwork between sales and service departments helps organizations improve customer trust and business growth

emphasized the importance of Mehta and Sharma (2021) digital marketing and technological advancement in automobile businesses. The adoption of customer management software and online service systems helps organizations improve operational efficiency and customer engagement

The literature review indicates that organizational efficiency, customer satisfaction, employee coordination, and technological adoption are major factors influencing the success of automobile dealership organizations

### COMPANY PROFILE

Vaibav Bajaj is an authorized dealer and service provider for Bajaj two-wheelers. The company offers a wide range of motorcycles and scooters along with vehicle servicing, maintenance, spare parts supply, and customer support services

The organization aims to provide high-quality products and reliable services to customers while maintaining professional business standards. The dealership focuses on customer satisfaction through timely service delivery, transparent communication, and efficient after-sales support

The company consists of various departments working together to achieve organizational objectives. These departments include Sales, Service, Spare Parts, Finance, Human Resources, and Customer Relationship Management

### ORGANIZATIONAL STRUCTURE



The organizational structure of Vaibav Bajaj follows a functional structure where different departments are managed by specialized supervisors and managers Major Departments

### 1. Sales Department

Responsible for vehicle sales, customer interaction, product explanation, test rides, and achievement of sales targets

### 2. Service Department

Handles vehicle servicing, maintenance, repair work, and technical support

### 3. Spare Parts Department

Maintains spare parts inventory and ensures availability of required components

### 4. Finance Department

Assists customers with loan processing, insurance, billing, and financial documentation

### 5. Human Resources Department

Manages employee recruitment, training, attendance, and welfare activities

### 6. Customer Relationship Management

Focuses on customer satisfaction, feedback collection, and complaint handling

## RESEARCH METHODOLOGY

The research methodology adopted for this study is descriptive in nature. Both primary and secondary data were used for collecting information

## PRIMARY DATA

### Primary data was collected through

#### Direct observation

- Interaction with employees
- Discussions with supervisors and management
- Informal interviews
- Customer feedback analysis
- Secondary Data
- :Secondary data was collected from
- Company records
- Reports and manuals

- Websites and journals
- Articles related to the automobile industry
- Reference books

## SAMPLING METHOD

Convenience sampling method was used for collecting employee responses and customer opinions

- Tools Used for Analysis
- Percentage analysis
- Observation method
- SWOT analysis
- Comparative analysis

## DATA ANALYSIS AND INTERPRETATION

### Employee Department Distribution

The study identified that the majority of employees were working in the Service and Sales departments. The Service department played a major role in customer satisfaction and operational performance

### Customer Satisfaction Analysis

Most customers expressed satisfaction regarding vehicle servicing quality, staff behavior, and service completion time. However, a few customers suggested improvements in waiting area facilities and online appointment systems

## OPERATIONAL EFFICIENCY

The organization maintains proper coordination among departments which helps in reducing service delays and improving workflow management

## INVENTORY MANAGEMENT

The spare parts department maintains adequate stock levels to support servicing activities. However, certain high-demand spare parts occasionally face shortages during peak service periods

## SWOT ANALYSIS

### Strengths

- Strong brand reputation of Bajaj
- Skilled service technicians
- Good customer relationship management

- Effective teamwork and coordination
- Reliable after-sales service

### Weaknesses

- Limited automation in some operational areas
- Dependence on manual documentation
- Increasing operational costs
- Limited digital marketing activities

### Opportunities

- Expansion of online booking and digital services
- Growing demand for two-wheelers
- Improvement in customer engagement strategies
- Adoption of advanced management software

### Threats

- Intense market competition
- Economic fluctuations affecting sales
- Rapid technological changes in the automobile industry
- Customer preference shifts toward electric vehicles

### FINDINGS

1. Vaibav Bajaj maintains effective coordination among departments
2. Customer satisfaction levels are generally high due to quality service
3. Skilled technicians contribute significantly to service quality
4. The company has a strong reputation in the local market.
5. Digital marketing and online customer engagement need improvement
6. Some operational activities still depend on manual processes
7. Inventory management is effective but can be improved further

8. Employee teamwork supports smooth business operations
9. The organization provides efficient after-sales support
10. Technological upgrades can improve operational efficiency

### SUGGESTIONS

1. Implement advanced ERP and customer management software
2. Strengthen digital marketing and social media presence
3. Introduce online service booking and tracking systems
4. Conduct regular employee training programs
5. Improve customer waiting area facilities.
6. Enhance inventory management systems.
7. Increase promotional activities to attract new customers
8. Adopt modern technologies for operational efficiency.
9. Improve customer feedback collection mechanisms.
10. Focus on electric vehicle service training for future growth.

### LIMITATIONS OF THE STUDY

1. The study was limited to a single organization
2. The duration of the study was limited
3. Some company information was confidential
4. Employee responses may contain personal bias
5. The study focused mainly on internal organizational activities
6. Financial data access was limited
7. Customer opinions collected were limited in number.
8. The findings may not apply to all automobile dealerships

### CONCLUSION

The organizational study conducted at Vaibav Bajaj provided valuable practical knowledge regarding the functioning of an automobile dealership organization. The study helped in



understanding the organizational structure, departmental activities, customer relationship practices, service quality standards, and operational management systems followed by the company

Vaibav Bajaj has established itself as a reliable dealership through effective teamwork, quality customer service, and strong operational coordination. The organization maintains a positive relationship with customers and provides satisfactory after-sales support. The company's skilled workforce and customer-oriented approach contribute significantly to its business success

However, the organization also faces challenges such as increasing competition, technological advancements, and the need for improved digital transformation. By adopting modern technologies, strengthening online services, and improving operational automation, the company can further enhance efficiency and customer satisfaction

Overall, the study successfully bridged the gap between theoretical learning and practical industrial exposure. It provided meaningful insights into business operations and organizational management practices followed in the automobile dealership industry

## **REFERENCES**

Management (14th Edition). Robbins, S. P., & Coulter, M. (2018). Pearson Education

Marketing Management .Kotler, P., & Keller, K. (2017). Pearson Education

Organizational Efficiency in Automobile Dealerships. Gupta, R. (2020). Journal of Business Studies

Digital Transformation in Automobile Industries. Mehta, S., & Sharma, D. (2021). Industrial Management Review

Company Records and Internal Reports of Vaibav Bajaj

Automobile Industry Articles and Business Journals

Bajaj Auto Official Publications and Dealer Information