

"Customer's satisfaction and perspective about choosing
between imported and local brand of tyres."



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A research project submitted in partial fulfillment
of the requirement for the degree of MBA

Department of Management Sciences (GS)

Bahria Institute of Management and Computer
Sciences

Bahria University Islamabad
2012.

FINAL PROJECT APPROVAL SHEET

Viva-Voice Examination

Date / /

Topic of Research: Customer's Satisfaction and Perspective about choosing between local and imported brand of tyres.

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Executive Summary

The focus of this research study is the Tyre industry of Pakistan in General and particularly the operations of General Tyre and Rubber Company of Pakistan. Tyre industry which includes manufacturing as well as trading businesses has grown significantly due to a considerable increase in the automobile sector and there are plenty of reasons behind it. Some may attribute it towards the behavior of the consumers whereas some may also attribute it to competence of the industry itself and the debate can go on.

Success of the business depends upon the perception of customers. If customers perceive the product in a positive manner then the business will become successful but if the customers negatively perceive the product the business is liable to become a failure. Similarly customer perception plays a vital role as far as selection between local brand of tyres and imported brand of tyres are concerned. This study is an effort to explore the factors that effect customers thinking and their impact on the choice made by customers while they are choosing between local and imported brand of tyres. At the same time this study will also explore and analyze reasons that despite being the leading manufacturer of tyres in Pakistan why the product of General Tyres and Rubber Company of Pakistan is negatively perceived by the customers.

ACKNOWLEDGEMENTS

I don't have words to express my feelings and gratitude towards Allah's uncountable bounties. Allah, the only creator and lord of this universe enabled me to complete this research thesis. I am grateful to my parents and families who always guided and supported me in the completion of this task.

Besides the graciousness of Allah that has always been bestowed, I would formally thank my thesis advisor Mr. Naveed Umar for his deep involvement in the research of this study and consistent guidance.

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