

PREFACE

- In today's competitive business world, there is an intense competition between different brands of cars available in the market. The businesses are all in a race of gaining more and more customer for their brand. The new trends, style and technologies develop interest amongst customers and attract them.
- These days I see regular changes in technology in every business. Better technology leads to better features, and more features with good quality provide more customers. But for a brand to be successful it's not just the features which are important, several other features like brand image, economical are equally important.
- So, this research shall include main threats and opportunities that Volkswagen faces in the Indian market. A questionnaire was prepared by us in order to conduct market survey. The questionnaire was based on different parameters to judge and understand the consumer behaviors and determine the best possible strategies, which could be used to attract customers. The research carried out in this project was descriptive in nature. The study was aimed at knowing the buying behavior of different people. This project helped in understanding what exactly a customer looks in a car before buying it.