



Need for measuring customer satisfaction.

Marketing starts with the customer and ends the customer. So an organization, small or big serves the customer. Earth is not the center of universe but revolves around the Sun. Similarly, we have come to believe that business firm is not the center of economic universe but revolves around the customer. Build customer and not only products. Building customers is not a single step exercise but a process. -----

- 1) How do you measure the success of a business? Profitability is the key indicator.
- 2) How do you measure the success of a business? Profitability is the key indicator.
- 3) How do you measure the success of a business? Profitability is the key indicator.
- 4) How do you measure the success of a business? Profitability is the key indicator.
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- 8) How do you measure the success of a business? Profitability is the key indicator.
- 9) How do you measure the success of a business? Profitability is the key indicator.
- 10) How do you measure the success of a business? Profitability is the key indicator.
- 11) Why you are not satisfied with the company's performance? Profitability is the key indicator.
- 12) How do you measure the success of a business? Profitability is the key indicator.
- 13) How do you measure the success of a business? Profitability is the key indicator.
- 14) How do you measure the success of a business? Profitability is the key indicator.
- 15) How do you measure the success of a business? Profitability is the key indicator.
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- 20) How do you measure the success of a business? Profitability is the key indicator.



RESEARCH METHODOLOGY

Research is an art of scientific investigation through search for new facts in any branch of knowledge which start from with a question or problem.

As marketing does not address itself to basic or fundamental question, it does not qualify as basic research. On the contrary, it tackles problems which seem to have immediate commercial potential. In view of the major consideration, marketing research should be regarded as applied research.

We may also say that marketing research is of both types problem solving and problem oriented. Marketing research is as systematic and objectives study of the problems pertaining to the marketing of the goods and services. It may be emphasized that it is not restricted to any particular area of marketing, but is applied to all the phases.



OBJECTIVE OF THE STUDY



- To determine the present position and satisfaction of customer is MNYL. NEW YORK LIFE INSURANCE. The main objective of the present study is to measure customer satisfaction of MNYL with reference to its LIFELINE, MAFKASHAN, and also present position of the company.
- To determine the market share of different brands. The second objective of the present study is to determine the market share of different brands available in the market. There was a search conducted for the brand in the market. Therefore to present study, consumers had to make its comparison analysis and need to determine where to they need.
- Recognize of customer's' Responses from their voice could be through survey and for the questionnaire were prepared for both of them.
- Benefits derived by assessing customer satisfaction are:
 - Feedback to organization regarding product.
 - Understanding customer's requirements.
 - Providing superior service to customer.
 - Strengthens the relationship with customers.
 - Formulating sales strategies.
- Identify pros and cons of the brand. Because a fundamental objective of the marketing research is to identify the pros and cons of the brand. In other words, what are the brand's, as had to do with them in order to establish the brand in the market.
- Diagnosis and recommendations. The objective of the research was not only to find out the problem but also the identification of solutions or suggestions of the problems.

METHOD OF DATA COLLECTION

In order to determine the present position and satisfaction of customer of MNYL.

Primary data

The solution phase of MNYL. The solution phase of other brands available in the market. Responses of consumers. The solution phase of other brands.

secondary data

Company Profile. Product Profile. Market Overview. Profile. This research data were collected through the internet and company's financial data.

Data Evaluation

The data was collected and analyzed. The data was analyzed and interpreted. The data was analyzed and interpreted. The data was analyzed and interpreted.

CONCLUSIONS

The data was collected and analyzed. The data was analyzed and interpreted. The data was analyzed and interpreted. The data was analyzed and interpreted.

Data interpretation & analysis

17.03% people are of 28-35

RECOMMENDATIONS

Company should improve their service. The return to insurance plan should be fixed because insurance is not a trade. Government should allow being the status of foreign collaboration. Insurance is not a trade. Government should allow being the status of foreign collaboration. Insurance is not a trade. Government should allow being the status of foreign collaboration.

Sun Life Financial: A Potential Indian Life Insurance Joint Venture

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Theme: Knowledge for application Caseism.com

Basis for Segmenting
market

Product
strategies

Caseism.com



application

Caseism.com

Company

profile

Caseism.com

VMV

VISION,
MISSION

,VALUES

Caseism.com

How New york life entered
indian markert

Caseism.com

The MAX VIJAY New
product development
process