

**Customer retention activities for rental cars for Alcon Hyundai Goa**

An Internship Report for

Course code and Course Title: MGA-652 Industry Internship

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Submitted in partial fulfilment of Master's Degree MBA in

Marketing by

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Seat Number: 22P080073

Under the Mentorship of


**MS Dayanand**

Goa Business School  
Master of Business Administration



**Goa University**

**Date: May 2024**

  
Examined by:  
Dayanand MS



Seal of the Dept.

## **DECLARATION BY STUDENT**

I hereby declare that the data presented in this Internship report entitled, “**Customer retention activities for rental cars for Alcon Hyundai Goa**” is based on the results of investigations carried out by me in the **Master of Business Administration** at the **Goa Business School, Goa University** under the mentorship of **Prof. MS Dayanand** and the same has not been submitted elsewhere for the award of a degree or diploma by me. Further, I understand that Goa University or its authorities will be not be responsible for the correctness of observations or other findings given in the dissertation.

I hereby authorize the University authorities to upload this dissertation on the dissertation repository or anywhere else as the UGC regulations demand and make it available to any one as needed.



Yatish Bharat Bandekar

Seat no:22P080073

Date:03-05-2024

Place: Goa University

**COMPLETION CERTIFICATE**

This is to certify that the internship report "**Customer retention activities for rental cars for Alcon Hyundai**" is a bonafide work carried out by **Mr. Yatish Bharat Bandekar** under my mentorship in partial fulfilment of the requirements for the award of the degree of **Master of Business Administration** in the Discipline Marketing at the Goa Business School at Goa University.

Date: 03/05/2024



Signature and Name of Mentor

MS Dayanand



Signature of Dean

Date: 03/05/2024  
Place: Goa University



Department stamp

## **ACKNOWLEDGEMENT**

I take this opportunity to sincerely acknowledge and gratefully thank the HR manager, officers, staff and all those who helped me in providing necessary assistance, valuable guidance and requisite information to complete my final internship. I would like to thank Gigi Fernandes our HR manager, Mr. Akshay Tanawade our sales manager, Mr. Vibhav, trainer at Alcon Hyundai for guiding me and reviewing my report and motivating me for completing my final internship Project.

I am grateful to the Officers, Managers and employees who spend their valuable time with me and gave their responses during my interaction with them while collecting the data. I would also like to thank my parents for their unwavering support and encouragement throughout this journey.

Lastly, but not least, A Special appreciation is reserved for Asst. Prof. MS Dayanand, Goa Business School, Goa University, Taleigao, Goa for his consistent mentorship and guidance, which ensured the timely completion of my internship project.



### INTERNSHIP ACCEPTANCE LETTER

This is to inform that your internship stands confirmed from the 15<sup>th</sup> of January 2024 to 4<sup>th</sup> of May 2024.

You are requested to Report to our Sales Trainer and also to the HR Department for any kind of support in completion of your project.

For Counto Automobiles Pvt. Ltd.

A handwritten signature in blue ink, appearing to read 'Gigi'.

Gigi Fernandes

Sr. HR Officer



Place: Porvorim— Goa.

Date: 19/01/2024



TO WHOMSOEVER IT MAY CONCERN

This is to certify that Mr. Yatish Bandekar student of MBA from Goa Business School, Goa University has undergone his internship in the Sales department from 15/01/2024 to 04/05/2024 at Alcon Hyundai, Porvorim— Goa.

He was found to be sincere and hardworking during his tenure.

For Counto Automobiles Pvt. Ltd.

A handwritten signature in blue ink, appearing to read 'Gigi'.

Gigi Fernandes  
Sr. HR Officer



Place: Porvorim— Goa.

Date: 04/05/2024

## **Contents**

<b>Profile of the company .....</b>	<b>8</b>
<b>Alcon Hyundai.....</b>	<b>8</b>
<b>Products.....</b>	<b>9</b>
<b>HATCHBACK .....</b>	<b>9</b>
<b>SEDAN .....</b>	<b>10</b>
<b>SUV.....</b>	<b>11</b>
<b>ELECTRIC.....</b>	<b>13</b>
<b>Sections of an organisation .....</b>	<b>14</b>
<b>Sales Department .....</b>	<b>14</b>
<b>Service Department.....</b>	<b>15</b>
<b>SWOT.....</b>	<b>17</b>
<b>Summary of the research part .....</b>	<b>20</b>
<b>Tasks handled at internship .....</b>	<b>21</b>
<b>Conducting an I20 rental business survey .....</b>	<b>21</b>
<b>Challenges .....</b>	<b>23</b>
<b>Conducting an I20 rental business survey .....</b>	<b>23</b>
<b>To understand how a sales executive deals with the customers .....</b>	<b>24</b>
<b>Learnings.....</b>	<b>25</b>
<b>Suggestions .....</b>	<b>26</b>
<b>Conducting an I20 rental business survey .....</b>	<b>26</b>
<b>To understand how a sales executive deals with the customers .....</b>	<b>26</b>
<b>Appendix II .....</b>	<b>27</b>

## **Profile of the company**

Hyundai Motor Company is a multinational automotive manufacturer headquartered in Seoul, South Korea. Founded in 1967 by Chung Ju-Yung, it is now one of the largest automobile manufacturers in the world. In 1967. As of right now, the firm owns 33.88 percent of KIA Corporation in addition to entirely owning two marques: Genesis Motor, the luxury automotive subsidiary, and an electric vehicle sub-brand. Together, these three brands make up the Hyundai Motor Group. In Ulsan, South Korea, Hyundai has the largest integrated vehicle manufacturing facility in the world, with a 1.6-million-unit yearly production capacity. Approximately 75,000 individuals work for the company internationally. Hyundai automobiles are distributed through 5,000 dealerships and showrooms across 193 countries.

## **Alcon Hyundai**

Alcon Hyundai, an authorized sales and service dealership, has been a reputable presence in Goa since its establishment in 2006. Founded by Anil Counto, a Civil Engineering graduate from VJTI Engineering College in Mumbai in 1966, the dealership has swiftly gained the trust of the local community. With a commitment to upholding high standards in servicing, Alcon Hyundai ensures not only the sale of vehicles but also provides comprehensive post-sales services. The sales team is attentive to the needs of potential buyers, offering tailored suggestions by thoroughly explaining vehicle features, specifications, and pricing.

Expanding its reach, Alcon Hyundai has two additional showrooms in Goa, located in Margao and Karaswada (Mapusa), further extending its accessibility to customers across the region. With a workforce comprising 120 on-role employees and 116 off-role employees, the company prioritizes the well-being of its staff by offering a generous leave policy. Employees are entitled



to 9 sick leaves, 18 privilege leaves, 6 casual leaves, and 7 days of COVID-19 leave, which becomes accessible after completing three months from the date of joining the company.

This comprehensive approach to sales, service, and employee welfare underscores Alcon Hyundai's dedication to providing exceptional customer experiences while fostering a supportive and inclusive work environment for its staff.

## **Products**

HATCHBACK

GRAND I10 NIOS



I20



I20 N LINE



SEDAN

AURA



VERNA



SUV

EXTER



VENUE



VENUE N LINE



CRETA



CRETA N LINE



CRETA

ALCAZAR



TUSCON



ELECTRIC

IONIQ 5



KONA



## **Sections of an organisation**

### **Sales Department**

#### **1. Sales Manager**

The Sales Manager at Hyundai Motors occupies a pivotal role, overseeing the entirety of the sales department. They are tasked with setting ambitious yet achievable sales targets, crafting effective strategies, and managing the sales team to ensure objectives are met. With responsibilities ranging from goal-setting to team management, they play a crucial role in driving sales performance and fostering a culture of success within the organization.

#### **2. Sales Team Leaders**

Sales Team Leaders at Hyundai Motors are instrumental in ensuring the cohesion and effectiveness of the sales team. Tasked with supervising and supporting sales representatives, they ensure alignment with sales objectives and strategies. These leaders play a pivotal role in driving team performance by providing guidance, motivation, and support, ultimately fostering a culture of achievement within the sales department.

#### **3. Sales person**

Salespersons at Hyundai Motors serve as the frontline representatives of the company, embodying its values and brand image. Their primary responsibilities include promoting Hyundai vehicles, generating leads, delivering compelling sales presentations, negotiating deals, and closing sales transactions. As the face of the

company to potential customers, they play a crucial role in building relationships and driving revenue growth through effective communication and persuasion.

#### **4. Sales Training manager**

Sales Training Managers at Hyundai Motors are pivotal in ensuring the proficiency and success of the sales team. Responsible for developing and conducting comprehensive training programs, they focus on imparting essential skills such as product knowledge, sales techniques, and customer service. By equipping sales representatives with these necessary skills, they empower them to effectively engage with customers, drive sales, and achieve performance targets, ultimately contributing to the overall success of the sales department.

### **Service Department**

The Service Department at Hyundai Motors plays a critical role in ensuring customer satisfaction and maintaining the quality of vehicles post-sale. Here's a detailed overview of the various roles and functions within the Service Department:

#### **1. Service Management**

Service management oversees the entire service operations, including scheduling appointments, managing workflow, ensuring timely completion of repairs, and maintaining high-quality standards. They are responsible for implementing policies and procedures to optimize efficiency and customer satisfaction.

## **2. Service Advisors**

Service advisors are the primary point of contact for customers visiting the service center. They assist customers in scheduling service appointments, assess vehicle issues by listening to customer concerns and inspecting the vehicle, provide repair estimates, and communicate service recommendations and options to customers.

## **3. Technicians**

Technicians are skilled professionals responsible for diagnosing and repairing vehicles. They conduct thorough inspections to identify problems, perform maintenance services, diagnose complex issues using diagnostic tools and equipment, and execute repairs according to manufacturer standards and specifications.

## **4. Parts Department**

The parts department manages the inventory of spare parts and accessories required for vehicle repairs. They ensure the availability of genuine Hyundai parts, handle parts orders and deliveries, maintain accurate inventory records, and coordinate with suppliers to replenish stock as needed.

## **5. Customer Service**

The customer service team handles inquiries, complaints, and feedback related to service experiences. They provide assistance to customers, address concerns promptly, and ensure that customer expectations are met or exceeded. Customer service representatives strive to build positive relationships with customers and enhance overall satisfaction.



## **6. Training and Development**

The training and development team provides ongoing training programs to service personnel, including technicians, service advisors, and support staff. These programs cover technical skills, customer service techniques, and updates on new technologies and procedures. Training and development initiatives aim to enhance employee competency, job satisfaction, and overall service quality.

## **SWOT**

### **1. STRENGTHS**

- **Broad Product Offering:**

To meet the needs of different client categories and tastes, Hyundai provides a large selection of cars, including sedans, SUVs, electric cars, and commercial vehicles.

- **Strong Brand Reputation:**

Hyundai is the sixth-most well-known automobile brand in the world, with a solid reputation for quality, dependability, and safety.

- **Cost-Effectiveness:**

Hyundai is able to offer competitive pricing due to their effective cost-management and production tactics, which opens up the market for their cars.

- Innovation and Technology:

To stay at the forefront of the industry, Hyundai continuously invests in R&D, concentrating on areas like autonomous driving, connected features, and electric and hybrid vehicles.

- Global Presence:

Hyundai has a sizable market share due to its extensive global network of sales and production operations in several nations.

## 2. WEAKNESS

- Brand Perception:

Though it is getting better, there are still some people who believe Hyundai is a lower-class or budget brand when compared to well-known luxury automakers.

- Dependency on Mature Markets:

Hyundai's sales are primarily derived from developed markets such as the United States and South Korea. The business must increase its presence in developing markets with strong development prospects.

- OPPORTUNITIES

- Electric and Hybrid Vehicles:

Given Hyundai's investments and current product selection in this market, the growing demand for electric and hybrid vehicles offers a significant opportunity for the company.

- Autonomous Driving and Connected Cars:

Hyundai has great prospects to deliver cutting-edge and future-proof vehicles as a result of the development of autonomous driving technology and connected car features.

- Emerging Markets:

Hyundai might see substantial growth from extending its reach into emerging nations where the middle class is expanding and the percentage of people who own cars is rising.

- THREATS

- Competition:

New entrants are fighting for market share in the fiercely competitive automobile sector, where long-standing firms are continuously innovating.

- Variable Raw Material Prices:

The cost of manufacturing and profitability for Hyundai may be considerably impacted by increases in the price of raw materials like steel and aluminium.

- Economic downturns:

Hyundai's sales may be impacted by a decline in consumer expenditure during an economic downturn, particularly in price-sensitive market

### **Summary of the research part**

The research report is based on implementing a customer loyalty program for retaining car buyers in Goa, focusing on Hyundai Motor Company. The report discusses the competitive landscape in the Indian car market, highlighting competitors like Maruti Suzuki, Tata Motors, MG Motor, and Mahindra & Mahindra in the electric vehicle segment. It also provides insights into Hyundai's organizational structure, emphasizing the Hyundai Motor Group and Hyundai Motor Company. Furthermore, the report delves into the importance of customer loyalty programs in the automotive industry, citing sources like Sharma & Sharma (2020) and Goyal (2019). It outlines factors contributing to Hyundai's competitive advantage, such as solid relationships with suppliers, proprietary technologies, financial resources, talented staff, and robust leadership. Additionally, the report includes a Porter's Five Forces Analysis, discussing aspects like the threat of new entrants, substitutes, and the bargaining power of buyers in the auto industry. It also presents survey questions related to loyalty programs and customer feedback for car dealerships in Goa.

The methodology section outlines the target participants for the study, which includes car buyers in Goa, India, who have purchased vehicles from local dealerships. The report aims to analyse existing research on customer loyalty programs, understand their importance, identify

challenges and opportunities, and explore strategies for effective implementation. Overall, the report provides a comprehensive overview of the automotive industry, customer loyalty programs, and the specific focus on implementing strategies to retain car buyers in the Goan market, with Hyundai Motor Company as a key player.

### **Tasks handled at internship**

Conducting an I20 rental business survey

The task assigned to me was to conduct a comparative analysis between Hyundai's i20 and Nexa's Baleno, with a specific focus on identifying differences in features and formulating strategies to promote i20 over Baleno in the Goan rental market. This initiative was prompted by the observation that Baleno held a larger market share compared to i20 in the region.

Upon conducting a thorough comparison, it was discerned that Baleno did not offer substantially more features than i20 at the base variant level, which is particularly pertinent for rental car owners who typically opt for base variants to minimize costs while still providing essential features to customers. Furthermore, our analysis revealed Hyundai's distinct competitive advantages, notably its emphasis on safety and robust build quality, which are pivotal factors that rental car owners prioritize.

The distinguishing factor for i20 lies in its comprehensive safety features and durable construction, which are integral considerations in ensuring customer safety and satisfaction in the rental car market. Hyundai's commitment to incorporating multiple airbags, ABS with EBD, rear parking sensors, and high-strength steel body construction underscores its dedication to providing vehicles that prioritize passenger safety without compromising on quality.

To promote i20 over Baleno, our proposed strategies revolve around leveraging these inherent strengths. Emphasizing i20's superior safety features and sturdy build quality presents a

compelling value proposition to rental car owners, who prioritize the safety and durability of their vehicles. Educational campaigns, test drive initiatives, and assurances of robust after-sales support further reinforce the message of i20's superiority, ultimately aiming to shift consumer preference towards i20 in the competitive rental car market of Goa

To understand how a sales executive deals with the customers

Another task assigned to me was to observe sales executive and their sales techniques, customer interactions, and strategies employed to persuade customers to choose Hyundai cars over competitors. This initiative aimed to gain insights into the sales process and understand how sales representatives engage with customers to influence their purchasing decisions in a competitive market environment.

During the task period, I observed sales executives and how they interacted with customers, addressing their inquiries, showcasing Hyundai vehicles, and guiding them through the sales process. Through these interactions, I gained valuable insights into the various techniques employed by sales executives to sway customers towards choosing Hyundai cars over competitors.

One prominent observation was the emphasis placed on highlighting the unique selling points and advantages of Hyundai cars, such as innovative features, advanced safety technologies, stylish design, fuel efficiency, and value for money. Sales executives adeptly showcased these features, emphasizing how Hyundai cars offered superior benefits compared to competitors in terms of performance, comfort, and overall value.

Additionally, I saw sales executives using active listening strategies and good communication abilities to comprehend the wants, requirements, and worries of their clients. Sales representatives increased the possibility of making a deal by establishing rapport and trust with

customers by actively engaging with them and responding to their questions and concerns in a polite and professional manner.

In addition to product knowledge and communication skills, I noted that sales executives utilized persuasive sales techniques to influence customers' purchasing decisions. This included leveraging limited-time promotions, highlighting exclusive offers, and showcasing customer testimonials and success stories to create a sense of urgency and FOMO (fear of missing out) among customers.

In addition, I saw sales representatives using competitive positioning techniques to set Hyundai vehicles apart from rival models. This required showcasing Hyundai's reputation for dependability, toughness, and first-rate after-sale support in addition to performing comparison studies to demonstrate the benefits of Hyundai vehicles over competing models.

Overall, the experience of shadowing sales executives provided valuable insights into the intricacies of the sales process and the strategies employed to promote Hyundai cars over competitors. It underscored the importance of product knowledge, effective communication, persuasion, and customer relationship building in driving sales success in a competitive market landscape.

Other task was to be with sale executive and to see how they work, talk to customers, how they manipulate to buy their cars over their competitors

## **Challenges**

Conducting an I20 rental business survey

During our endeavor to explore the rental car market in Goa and promote i20 over Baleno, we encountered several hurdles. Baleno had already established a significant presence in the

market, making it challenging to sway customers towards i20. The competitive pricing of Baleno compared to i20 posed a substantial barrier, as convincing rental car owners to opt for i20 despite similar pricing proved to be an uphill task. Moreover, the strong brand loyalty existing among customers towards Baleno posed a significant obstacle, requiring efforts to instill trust in Hyundai's brand reputation. Additionally, there was a notable lack of awareness among customers regarding i20's superior safety features and build quality, further complicating our promotional efforts. Resistance from sales channels associated with Baleno and the potential for competitive responses added to the complexity. Overcoming customer skepticism was paramount, necessitating clear communication and tangible evidence of i20's superiority. Despite these challenges, our focus remained steadfast on accentuating i20's strengths to secure a larger market share in Goa's rental car market.

To understand how a sales executive deals with the customers

During the observation of sales executives, a notable challenge surfaced when engaging with customers who exhibited a high level of awareness regarding cars, variants, and features. These customers actively posed counter questions to the sales team, probing their knowledge and expertise. This situation demanded that sales executives respond with thorough and precise information, while also effectively highlighting Hyundai's strengths. It required a delicate balance of product knowledge and persuasive communication skills to address the inquiries and concerns of these well-informed customers confidently. The sales team had to demonstrate a deep understanding of Hyundai vehicles and provide compelling reasons for customers to choose Hyundai over competitors, despite their extensive knowledge. Successfully navigating these interactions was essential for building trust and credibility with customers who were knowledgeable about the automotive industry.



## **Learnings**

During my internship, I had the opportunity to delve into the thought process of customers as they navigate the decision-making journey when purchasing a car. It became apparent to me that customers approach this decision with meticulous care, considering various factors such as their personal needs, preferences, financial constraints, and the reputation of the brand. Understanding the gravity of this decision for customers helped me realize the importance of providing them with accurate information, addressing their concerns, and fostering trust throughout the entire sales process.

Moreover, I familiarized myself with the intricacies of rival cars, delving into their unique selling points, features, and specifications. This knowledge equipped me to effectively articulate the advantages of Hyundai vehicles over competitors, emphasizing superior safety features, innovative technology, fuel efficiency, and overall value for money. By comprehending the strengths and weaknesses of both Hyundai and rival cars, I gained the ability to handle customer inquiries adeptly, overcome objections, and present compelling arguments in favor of choosing Hyundai.

In addition to product knowledge, I gained insights into the significance of customer satisfaction and loyalty in the automotive industry. I recognized that satisfied customers are not only more likely to return for future purchases but also to recommend the brand to others, thereby contributing to long-term business success. As a result, I learned the importance of delivering exceptional customer service, actively listening to customer feedback, and consistently striving to exceed their expectations.

Overall, my internship experience provided me with invaluable insights into customer behavior, competitor analysis, and the paramount importance of customer satisfaction in the automotive industry. Armed with this knowledge and understanding, I am well-equipped to engage effectively with customers, advocate for Hyundai vehicles, and play a meaningful role in driving the success of the sales team.

## **Suggestions**

### Conducting an I20 rental business survey

To overcome the challenges of promoting i20 over Baleno in Goa's rental car market, several strategies can be employed. First, create marketing campaigns that specifically highlight i20's strengths like safety features and comfort. Next, educate customers about these advantages through brochures, online content, and workshops. Offer discounts to rental car owners to make i20 pricing more attractive. Partner with local businesses and offer special packages to customers. Use testimonials from satisfied i20 users to build trust. Develop good relationships with Baleno-associated sales channels by offering benefits. Continuously gather feedback and improve strategies over time. Finally, be patient and persistent in efforts to increase i20's market share.

### To understand how a sales executive deals with the customers

When sales executives encounter customers who know a lot about cars, it can be tricky. These customers ask tough questions and want detailed answers. Salespeople need to know all about Hyundai cars and explain why they're great. They have to be good at talking convincingly to show why Hyundai is better than other brands, even to customers who already know a lot. It's important for the sales team to be really knowledgeable and communicate well to gain trust

with these customers. They should focus on explaining Hyundai's strengths clearly and confidently, while also being respectful and patient with the customers' questions.

## Appendix II

