

Internship

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7th January 2022 -30th April 2022



*Submitted to Goa University
For the Partial Fulfillment of course in*

MASTERS OF BUSINESS ADMINISTRATION - PART II

By

Suveeta Bhomker

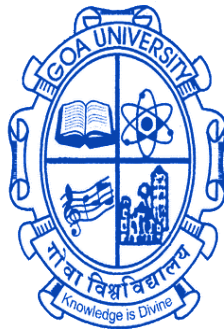
Roll No:-2006
Batch: 2020-2022

Under the guidance of

Dr. Suraj Velip

Assistance professor of management studies
Goa Business School

Goa University



March 2022

DECLARATION

I, the student of M.B.A. Part II of Goa Business School, Goa University, hereby declare that the project entitled “**EMPIRICAL ANALYSIS ON EMPLOYEE RETENTION IN ALCON HYUNDAI COUNTO AUTOMOBILES PVT LTD**” has been prepared by me towards partial fulfilment of the degree of Master of Business Administration under the guidance of my faculty guide Dr. Suraj Velip. This project is neither in full nor in part has previously formed the basis for the award of any other degree of either this University or any other University.

Date: 9th May 2022

Place: Goa University

Name: Suveeta Ashok Bhomker

Roll No.: 2006



TO WHOMSOEVER IT MAY CONCERN

This is to certify that Ms. Suveeta Bhomker student of MBA from Goa Business School, Goa University has undergone her internship in the HR department from 07/01/2022 to 30/04/2022 at Alcon Hyundai, Porvorim- Goa.

She was found to be sincere and hardworking during her tenure.

For Counto Automobiles Pvt. Ltd.

Sapna Asolkar
HR Executive



Place: Porvorim- Goa.

Date: 02/05/2022

Counto Automobiles Pvt. Ltd.
Survey No. 2011, NH-66, Porvorim, Goa - 403501
Tel: 0832-2415123/24
www.alcon.hyundaimotor.in

CIN : U34201GA1997PTC002295

ACKNOWLEDGMENT

The internship opportunity I had with Alcon Hyundai Counto Automobile Pvt. Ltd. Goa was a great chance for learning and professional development. Therefore, I consider myself as a very lucky individuals as I was provided with an opportunity to be a part of it. I am very grateful to our **Goa Business School, Department of Management Studies** for providing me this opportunity to do my internship.

I would like to thank **Ms. Sapna Naik** (HR executive) for letting me do the internship in their organization. I would also like to thank **Ms. Gigi Fernandes** (HR trainee) for helping me throughout my internship I am also grateful to respect the Alcon Hyundai Counto Automobiles Pvt. Ltd. Team for being cooperative with me and helping me out to complete my project.

I express my deepest thanks to **Dr. Suraj Velip** of Goa Business School, Department of Management studied for taking part in useful decision and giving me necessary advice and guidance throughout my project

I perceive this opportunity as a big milestone in my career development. I will strive to use gained skills and knowledge in the best possible way

Lastly, I would like to thank my parents, friends and family for their constant support

Thank you

INDEX

SR NO.	CONTENTS	PAGE NO.
1	INTRODUCTION	6
2	LITERATURE REVIEW	6
3	BREIF NOTE ON COMPANY	7-8
4	BREIF NOTE ON STRATEGIC ANALYSIS	
	i) VRIN ANALYSIS	9
	ii) SWOT ANALYSIS	10
5	INDUSTRY ANALYSIS WITH PORTERS 5	11
6	FORCES ANALYSIS	
6	PESTLE ANALYSIS	12-13
7	PROJECT QUESTION	13
8	RESEARCH OBJECTIVE	13
9	RESEARCH METHODOLOGY	13-14
10	PROJECT DATA ANALYSIS	14-19
11	PROJECT FINDING	20
12	RECOMMENDATION TO THE COMPANY	21
13	CONCLUSSION	21
14	LEARNING DERIVED	22-23
15	REFERENCES	23
16	ANEXURE	24

Introduction

Employee retention means the organization ability to prevent employee turnover in certain period either voluntarily or involuntarily. Employee retention plays important role in the organization. The purpose of the study is to examine the factors influencing the employee Retention such as work environment, compensation, career growth and employees and employer's relation, employees and employees' relation etc. and to study the employee expectation such as hygiene, canteen facility etc. The research would be done through a survey method by framing a structured questionnaire. The sample size would 60 for this research out of which 53 have responded. The research would help to understand the factors which are responsible for employee retention and to know what their employee expects from the organization. This would help the organization to retain their valuable employees.

Literature Review

Dibble (1999) in his research identified that employee retention starts with orientation. Organization mission, vision, policies are part of employee retention. The acceptance of this by the employees comes through effective leadership communication. Also he identified that key components should be provided in order to make the employee stay with company.

(Harris, 2000) states that it is important for the organization to create such type of environment in where employees would be willing to stay, Moreover it is also important to recognize the commitment of employee to an organization.

(Abbasi and Hollman 2000) Stated that if important employee is leaves the organization, the organisation may have to face negative impact of it such as delay in providing service to customers or delay in delivery of product may occur. Ultimately it will affect the customer satisfaction hence the profitability of the organisation may be affected.

(Frank et. al 2004) defines employee retention as “the effort by an employer to keep desirable workers in order to meet business objectives”.

(Ramlall's 2004) talks about that training and development has a significant impact on employee retention, since training and development has economic impact on employees also it motivates the employees to stay with the company if proper training and development is done as it is also helpful for their career growth which makes the employee stay with the company.

(Akuoko, 2012) States that only satisfied employees have intentions of staying with the company, which in turn would decrease the employee turnover. Hence it is important to satisfy the needs of employees and also create positive work environment.

(Bell & Martin 2014) talked about communication between the employer and employee. There should be a healthy communication with the employees on all levels. If there is no proper communication within company it might result is poor work culture, which also leads to employee turnover. Hence proper communication with all level of employees in the organization is important which might also decrease the employee turnover.

A BREIF NOTE ON COMPANY: ALCON HYUNDAI

Hyundai Motor Company, often abbreviated to Hyundai Motors and commonly known as Hyundai is a South Korean multinational automotive manufacturer headquartered in Seoul, South Korea. Hyundai Motor Company was founded in 1967. Currently, the company owns 33.88 percent of KIA Corporation, and also fully owns two marques including its luxury cars subsidiary, Genesis Motor, and an electric vehicle sub-brand, those three brands altogether comprise the Hyundai Motor Group.

Hyundai operates the world's largest integrated automobile manufacturing facility in Ulsan, South Korea which has an annual production capacity of 1.6 million units. The company employs about 75,000 people worldwide. Hyundai vehicles are sold in 193 countries through 5,000 dealerships and showrooms. Hyundai Motor India Limited (HMIL) was formed on 6 May 1996. During the entry of Hyundai in 1996, fellow South Korean Daewoo had entered the Indian automobile market just three years before, while Ford, Opel and Honda had entered less than a year back. Hyundai's first car in the country, the Hyundai Santro was launched on 23 September 1998 and was considered a success. It became the second best-selling car in the country from 2000. Hyundai Motor India Limited is currently the second largest auto exporter from India. It is making India the global manufacturing base for small cars. Hyundai has two manufacturing plants in India located at Sriperumbudur in the Indian state of Tamil Nadu. Both plants have a combined annual capacity of 600,000 units.

In the year 2007, Hyundai opened its R&D facility in Hyderabad, employing now nearly 450 engineers from different parts of the country. Hyundai Motor India Engineering (HMIE) gives technical & engineering support in vehicle development to Hyundai's main R&D centre in Namyang, Korea. In 2007, Hyundai started its support engineering centre with CAD/CAE teams in Hyderabad, India. Hyundai expanded its engineering activities in India with Vehicle Engineering team in 2010. In 2011, Hyundai started its design activities at Hyderabad R&D Centre with Styling, Digital Design & Skin CAD Teams and Packaging team. Indian engineers are heavily involved in the making of Indian-oriented Hyundai vehicles including the i10, i20, along with other global cars. In June 2017, The Competition Commission of India imposed ₹87 crore (\$13.6 million) penalty for unfair business practices with respect to providing discounts for cars.

Alcon Hyundai is an authorized sales and service dealership. It has been in Goa since 2006. In short span of time they have become a trusted name in Goa. Founder of Alcon Hyundai was Anil Counto graduated as a Civil Engineer from VJTI Engineering College in Mumbai in 1966, they ensured that they maintain high standards when it comes to servicing to their guests. Apart from ensuring sales of the vehicles, the outlet also offers post sales services.

The sales staff plays a keen attention to the requirements of the potential buyers and makes appropriate suggestions by explaining the features, specification and pricing of vehicles. Additionally, there are two more showrooms in Goa of Alcon Hyundai, they are located in Margao and Karaswada (Mapusa). There are 120 on role employees and 116 off role employees. The company offers 9 sick leave, 18 privilege leave, 6 casual leaves and also 7 days covid leaves. An employee gets the leaves only after completing 3 months from the date of joining the company.

Vision

We aspire to be pioneering leaders and the most trusted business conglomerate

Mission

We create and deliver superior products and services to enrich the ‘Quality of life’ of our customers

Core values

- Integrity
- Commitment
- Trust
- Teamwork
- Quality excellence

Products offered by Alcon Hyundai

- Hyundai i20
- Hyundai Kona electric
- Hyundai Tucson
- Hyundai Venue
- Hyundai Grand I10 Nios
- Hyundai Verna
- Hyundai Santro
- Hyundai Aura
- Hyundai Elantra
- Hyundai Creta

A BREIF NOTE ON STRATEGIC ANALYSIS

VRIN (VALUABLE, RARE, INIMITABLE & NON-SUBSTITUABLE)

Resources	Valuable	Rare	Inimitable	Non-Substitutable	Competitive advantage
Awareness of Brand	YES	YES	NO	YES	Sustainable competitive advantage
High Customer Rating/ experience	YES	NO	YES	YES	Long term competitive advantage
Employee Training	YES	YES	NO	YES	Strong competitive advantage
Human resource	YES	NO	YES	NO	Long term competitive advantage

SWOT (STRENGTH, WEAKNESS, OPPORTUNITY & THREATS)

<p style="text-align: center;"><u>STRENGTH</u></p> <ul style="list-style-type: none"> • Good brand image • Best customer service • It has 2 other showrooms in Margao and Mapusa. Having two different locations creates a geographical advantage for Hyundai as it helps to increase the awareness and the market in different geographical location. • Timely servicing of cars • Customer complaints are handled in very efficient manner and solved quickly. Which helps them retain their customers. • Hyundai offer fuel efficient cars these cars are affordable also and good for middle class so this gives an advantage for people to buy Hyundai cars. Hence this can be one of the strength of Hyundai. • Companies website 	<p style="text-align: center;"><u>WEAKNESS</u></p> <ul style="list-style-type: none"> • Attrition rate is high in the company which is one of the weakness for Hyundai as it can lead to low productivity. • Lack of parking space
<p style="text-align: center;"><u>OPPORTUNITY</u></p> <ul style="list-style-type: none"> • Having one more showroom in south South Goa will be an opportunity for Hyundai, since this will enable company to have wide range of market and will attract more customer. 	<p style="text-align: center;"><u>THREAT</u></p> <ul style="list-style-type: none"> • Competition from other showrooms which are well known in the market • Volatility in petrol prices is one of the biggest disadvantage for company. Hike in price lead to low sales due to high running cost. • Substitutes vehicles such as buses, trains etc., can be a threat for Hyundai Company.

Industry analysis with 5 Forces Analysis

❖ Threat of new entrants

A large investment is required in order to establish a car brand so it is very difficult for new brand to enter in the automobile industry. Also there are existing brands in the market which would increase the level of competition unless the new entrant brings up differentiated and innovative product. Brand and reputation is a major challenge for new players. Also they will have to set up distribution network, manufacturing facilities etc., which will involve huge investment. Access to raw materials could be easy but achieving economics of scale could be difficult for small players.

❖ Bargaining power of suppliers

In automobile industry bargaining power of the supplier is weak. The suppliers have to play according to the rules set by the car brands. The vehicle brands like BMW, Ford, Toyota and VW hold immense clout because the raw material is always available in plenty, so therefore switching from one supplier to another is not that difficult for them. Hence, suppliers bargaining power is considerably low.

❖ Bargaining power of buyers

Corporations and government agencies which buys many vehicles are in a position to bargain for lower prices. However small or large buyers can easily switch to a new brand. Mostly buyers are price sensitive and would switch to another brand that offers a better product at lower price. Brands focus on building customer loyalty through design, quality and by offering competitive prices. Competition in the automobile industry has grown intense and changing consumer trends have also led to growth in the bargaining power of customers.

❖ Threat of substitutes

There are many substitutes and alternative mode of transportation such as buses, train, taxis etc. Since people are now becoming environment friendly and hence they are ready to take up alternatives that are more environmentally friendly. In automobile industry threat of substitute is determined by affordability and availability of potential substitutes, technology and customer acceptance. Substitutes are mostly provided by the same automobile firms. In this case, the intensity of threat of substitutes in the industry is weak making the industry attractive and profitable.

❖ Competitive rivalry in the industry

In automobile industry the factors influencing competitive rivalry in the industry are brand image, reputation of its competitors. Competitive rivalry is strong among the leading brands. Brands compete based on price, design, technology etc. they are trying to maximise customer satisfaction by providing best customer experience. They are also investing in growing their sales and distribution network as well as focus on after sales service is higher now. Hence competition in automobile industry is strong.

PESTLE (POLITICAL, ECONOMICAL, SOCIAL, TECHNOLOGICAL, LEGAL, ENVIRONMENTAL)

The PESTEL analysis of the automobile industry shows how different external factors can affect their business. As the lifestyle of people is changing, the automobile industry is also emerging. PESTEL analysis of the automobile industry shows the problems that they can face in the future. Thus, allowing companies to find out the ways to solve them.

Political factors

In many countries government has issued regulations on the production of automobile parts in order to ensure the safety of passengers. If the company fails to fulfil this requirement then their licence might be cancelled. The company should also have a test running before launching in the market. In the import and export, automobile industry has to depend on government decision. In high quality parts are imported at lower rate than they can have a better profit margin.

Economic factors

The spending's of people depend on their stable income and emerging economics zones are increasing every day. Hence it is the reason that demand for cars are increasing. However there are countries which have imposed taxes on luxury items which have increased their prices because of which specific section of buyers may not choose to buy. The demand for luxury car may decrease in those countries. If company launches cars at cheaper price there may be increase in sales also if the price of car parts increases then the cost of making car would also increase, which can lead to decrease in demand for automobiles.

Social factor

Before launching a new car companies should find out what customer likes and consider their choices, as nowadays cars have become as fashion statement for people. If company brings up a vehicle which is not as per customers preference then there not be good sale. Population distribution of a country also impacts the sales of cars. A state with a dense population and large families tends to have a good sale of big cars like SUVs. The culture and tendency of communities also affect the automobile industry. The countries which have well-connected bus services may see less number of people owning cars. There is also a tendency of developed countries to possess one or more cars.

Technological factors

Sale of automobile companies is impacted by technological condition. Since there is a constant innovation in technology the automobile industry should try to find out innovative technology in order to ensure the safety of the people and to make car as safe as possible. The modern technology should be used to keep the emission rate in check. They need to promote electric vehicle self-driven cars which may gain more customer in future.

Environmental factors

Since pollution is increasing it can become threat for automobile industry. Hence electric cars, battery driven cars can be solution to this problem which can ultimately help in reducing the rate of emission. Government has also set up different policies related to environment for which automobile manufacturer are required to abide the rules. However it can reduce the profit margin for automobile industry. The research unit of the automobile companies needs to be

strict with the testing. They should debut a unit in the market if only it can pass the strict pollution tests.

Legal factors

Many countries have laws for automobile industry such as to decrease the number of vehicles on road and this laws and regulation can affects the business of automobile industry. Law is another important factor that gets to affect the profitability and performance of the vehicle brands. Vehicles selling in the international market are subject to laws related to product quality and safety. The pollution laws have grown stricter. The vehicles being exported overseas have to pass strict emission controls. Next are the laws related to product safety that have an important impact on the sales of the vehicles. Automobile industry should follow the tax and environmental laws and if the company fails to do, then they may be banned in that country.

Project question(s)

1. What is employee retention?
2. What are the different factors influencing employee retention?
3. How employee expectation play a role in retaining the employees?

Research Objectives

- ❖ To identify the factors influencing the employee Retention in Alcon Hyundai Counto Automobiles pvt ltd
- ❖ To know and understand the employee expectation in Alcon Hyundai Counto Automobiles pvt ltd

Project Methodology

Data period:

The data period for this project would be for 2 weeks

Sample size:

For this project research the sample size is 60 out of which only 53 have responded. The questionnaire were given to only lower level employee.

Sources of data:

The data is collected by using primary and secondary data

Primary data was collected by giving a structured questionnaire to the employees and through discussion with the HR related to employee retention.

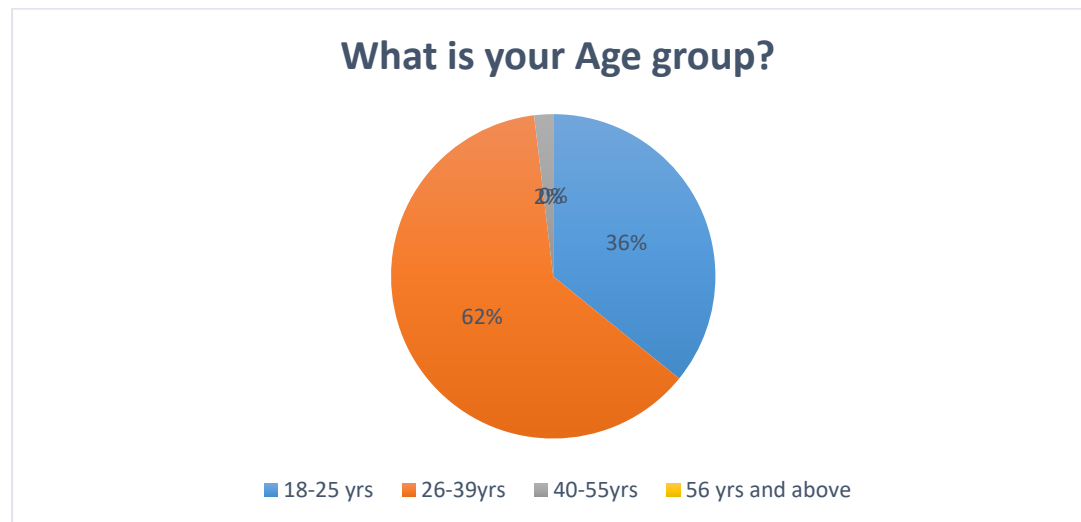
The secondary data was collected through referring to various articles etc.

Tools and techniques

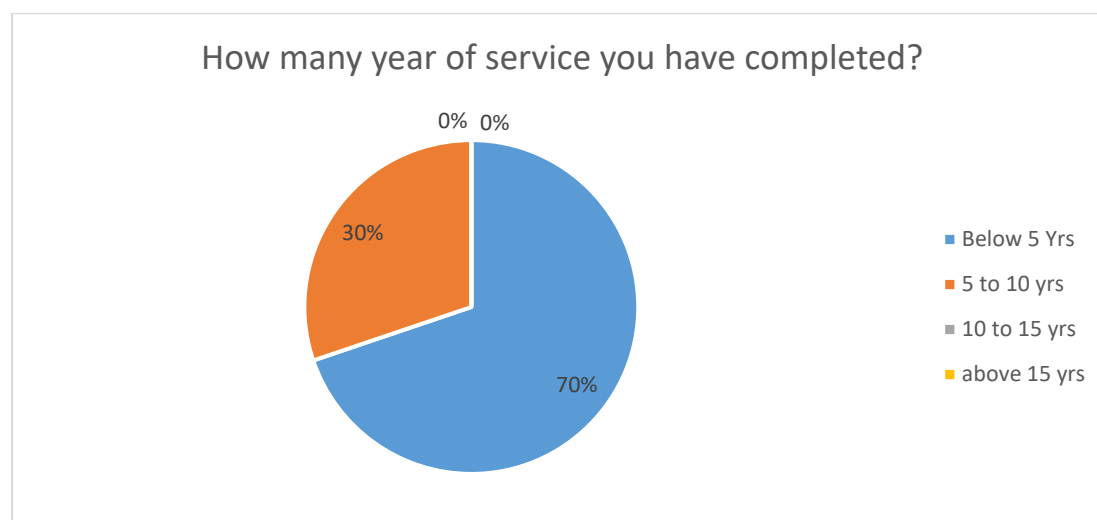
This study research would is done by using percentage analysis and data collection tool would be a survey. In the questionnaire there are open ended question and also close ended question. Open ended questions means the respondent is not just limited to the set options, the respondents can answer this type of question based on their understanding, and feelings etc.

close ended questions means the respondents should select the set options(e.g.: yes/no). Also likert scale question would be used in close ended question which would help in gathering the data.

Project Data Analysis

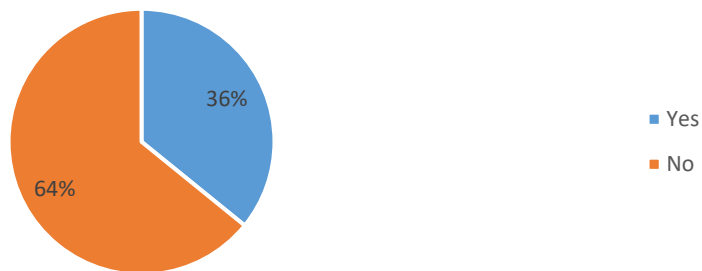


From the above pie chart we can see that 62% of employees are between the age group of 26-39 yeas, 36% of employees are between the age group of 18-25 years and 2% of employees are between the age group of 40-55years



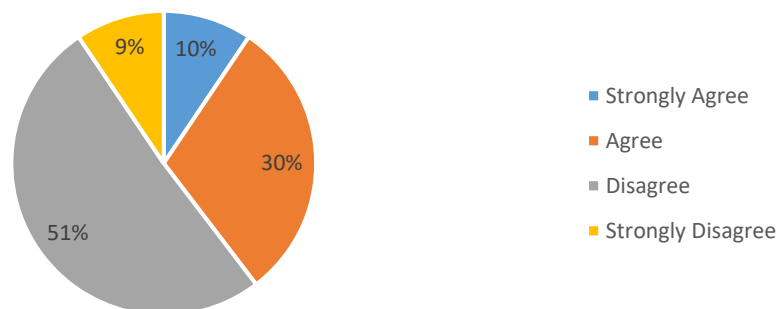
The above pie chart shows the number of years employee completed in the organization, where 30% of employees have completed 5 to 10 years and 70% have completed below 5 years of service.

Does your employer rewards you for your job performance?



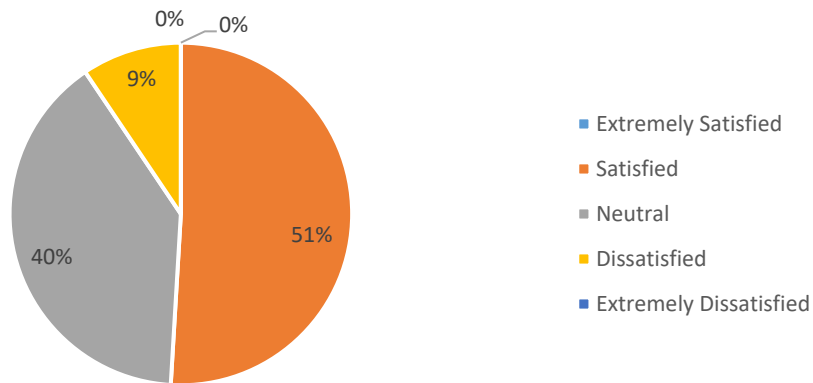
From the above pie chart 64% of respondents have said that the employer does not reward for their performance and 36% of respondents have said that the employer gives reward for their performance.

compensation package offered by Alcon Hyundai is competitive compared to other companies in the industry



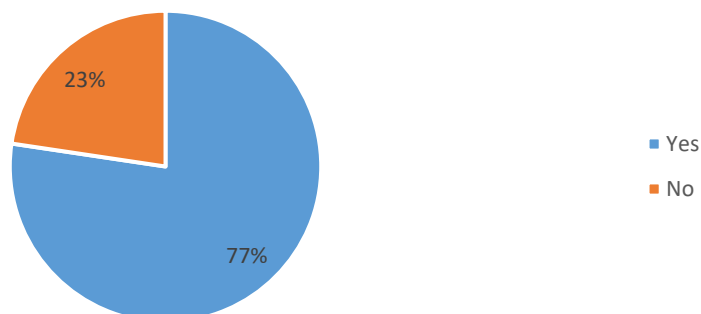
From the above pie chart, we can see that 10% have strongly agreed with compensation package offered by Alcon Hyundai is competitive compared to other companies, 30 % of employees have responded that they agree with it, 9% of employees strongly disagree and 51 % of employees have responded that they disagree.

Employees opinion about the work environment



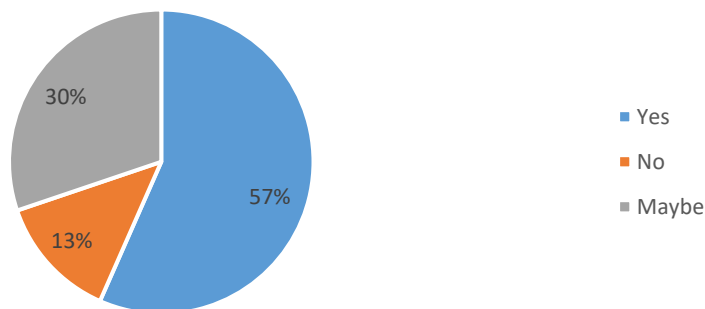
It is evident from the above pie chart that 51% of respondents are satisfied with the work environment, 40% of employees are neutral about their work environment, however 9% of employees have responded dissatisfied with the work environment

Is there a good relation between you and your colleagues?



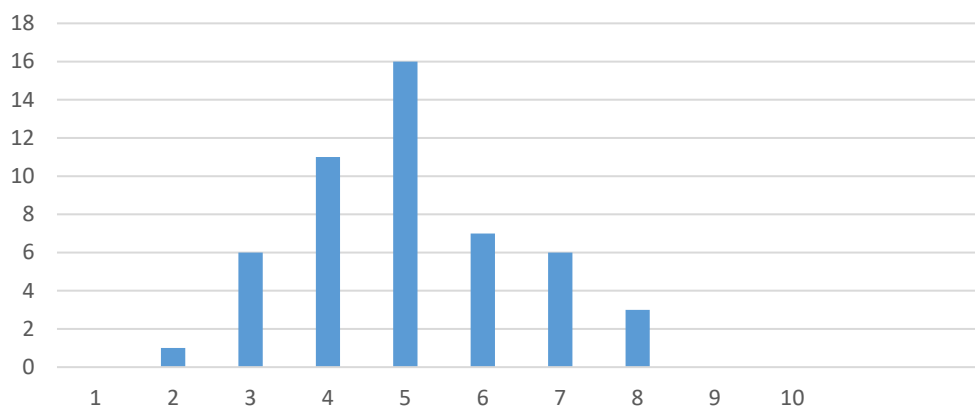
It is evident from the above pie chart that 77% of respondents said yes that there is a good relation between employee and colleagues, however 23% of respondents have said no.

Do you feel like you are reaching your full potential with this position?



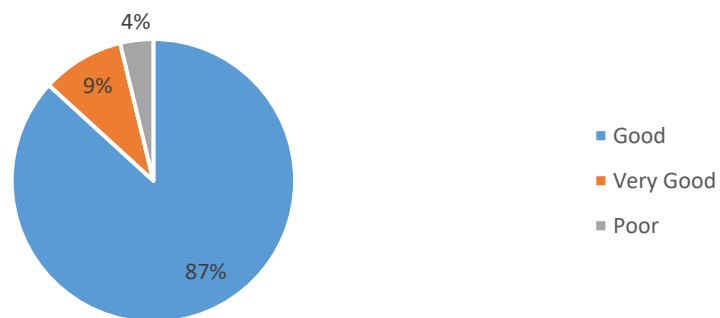
From the above pie chart, we can see that 57% of employees have said yes that they are reaching to their full potential with their current position, 13% have said No and 30% have responded maybe

Career growth opportunity in the Alcon Hyundai Company.



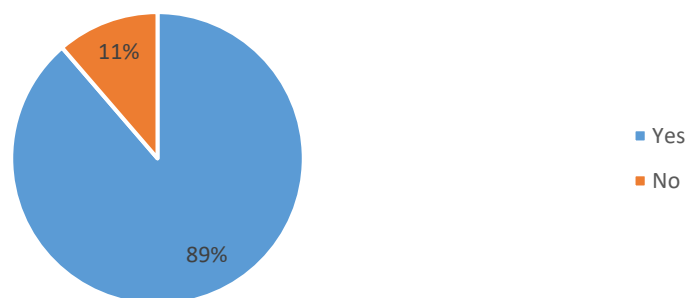
The above bar graph shows the employee career growth opportunity in Alcon Hyundai Company. 1 employees have rated on 2 points, 6 employees have rated on 3 points, 11 employees have rated on 4 points, 16 employees have rated on 5 points, 7 employees have rated on 6 points, 6 employees have rated on 7 points, and 3 employees have rated on 8 points.

Do you feel that there is proper communication between you and your employer?



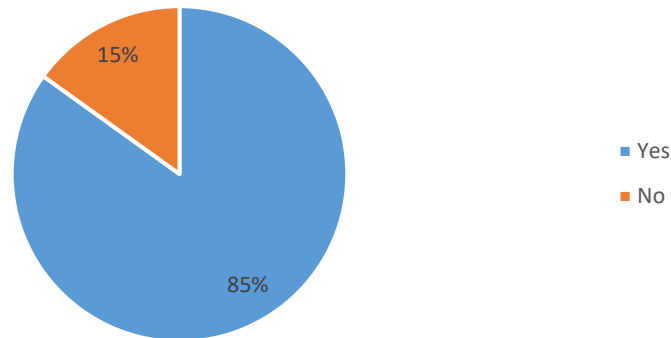
It is evident from the above pie chart that 87% of employees have responded good for the proper communication between the employer and employee, 9 % of employees have responded very good and 4% have responded poor.

Are you satisfied with the hygienic condition in the company



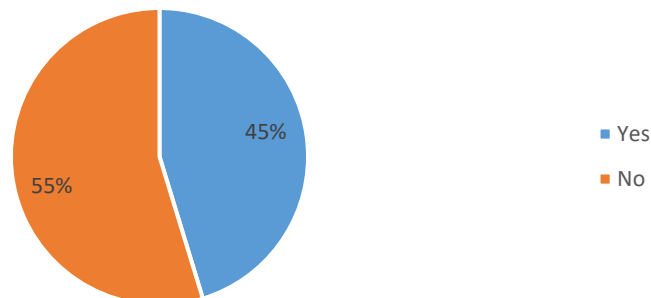
It is evident that employees are satisfied with the hygienic condition in the company as 89% of people have said yes and 11% have said No

Do you expect company to have canteen facility?



From the above pie chart we can see that 85% of employees have said yes to the canteen facility whereas 15 % of employees have said No for canteen facility.

Are you happy with the job you perform?



From the above pie chart we can see that 45% of employees have said yes that they are happy with the job that they perform and 55 % of employees have said no. Most of the employees have said no because of the workload that particular job carries, Also because of job timing and reward and recognition.

Project Findings

The factors which were analyzed in this survey was reward, compensation, work environment, career growth, relationship between the employee and colleague, communication between the employee and employer. Factors such as work environment, relationship between the employee and colleague, communication between the employee and employer affects the employee retention positively in the organization.

Based on the above analysis it has been observed that most of the employees are satisfied with the work environment in the company, since work environment is one of the factor which influence the employee retention hence this factor is managed by the company and can continue to follow the same thing which will help to retain the employees. Most of the employees responded that their employers does not reward for the job performance. If the employees are not appreciated for the work they do they might feel demotivated hence in order to retain the employees employer should give non-monetary and monetary reward keeping in mind companies budget.

Also it is found that employer does not give competitive compensation compared to the competitors. Compensation is another main factor which influence the employee retention therefore in order to retain potential employees, company should revise the compensation policy and should provide competitive compensation package after considering companies budget.

For every employee their career growth is important. Therefore employee should also be provided with the career growth opportunities at the work. In this survey it has been found that most of the employees have rated career growth scale on point 5 in order to add value to the Employees career growth employer should identify the training and development need of the employee in which his legging hence suitable training should be given to the Employees which will help them in the their career growth, they can be taught new skill which may be needed for higher position, this will indirectly motivate them and they might stay with the company for a longer period. It is also found that there is a good communication between the employer and the employee which also help to retain the employees and hence the company continue the same communication between both.

Employee expect many things from the company some of the employee expectation included in this survey was hygiene condition, canteen facilities, whether the employee is happy with the job they perform or not and no what are the reason. Most of the employees are satisfied with the hygiene condition in the company. Employees also said yes to have in facility in the company. Since there is no nearby restaurant, the company can have a canteen facility for their employees after considering the companies budget. Employees also responded that they are not happy with the job they perform because of workload, timing and reward recognition. Most of the attrition is due to the workload and timing. Hence employer should reduce the workload in order to retain the employees.

Recommendation to the company

Based on the above finding and my experience with a project I would like to suggest that the company should revise their compensation packages as employee does not find it competitive in enough. Hence employees would be attracted by the competitors for better packages which may cause attrition in the company. So in order to retain the employee's competitive compensation package should be offered to the employees

Also company should carry out a survey every year to know the performance of the employee. This would help to know employee weaknesses and suitable training and development can be provided to them, which will also add to their career growth.

Company should help the employee to manage the workload by making a plan for their work and to develop time management skill which would help them to reduce their stress.

I would also like to suggest that company should develop a grievance management procedure and grievance box to be installed in each department as some employees hesitate to come to the employer due to fear etc., this would help to retain the employees if their problems are address quickly and they would feel that they are also the important part of the company.

CONCLUSION

Every organization should have employee retention strategy however it is very difficult to retain the potential employees. From the research conducted it is found that employee find environment to the satisfied in company and should continue the same in order to retain the talent and increase the employee morale. The more focus should be kept on the employee workload as most of the employee have said that they are not happy due to the workload and also reward and recognition. Hence

Learnings derived

- **To communicate with the candidates in order to call them for interview**
There was a vacancy for technician post so they had told me to call the various ITI in Goa nearby to the showroom and get the list of the passed out candidates and to contact them in order to call them for interview.
- **Arranging of employee files**
In the start of my internship first task given to me was to arrange the employee files as per their employee code and making a separate files for the new joiner and sorting out different documents of employees like appointment letters.
- **Data entry in excel regarding employee details**
I was given task to make the excel sheet for the employees wherein their name, address, contact etc., should be entered. So that it can help them to know their details immediately rather than searching a hardcopy.
- **Learning of employee attendance**
From this I learned how they maintain the attendance of employees. So they have app named as GraytHR which helps them in recording employee attendance. If the employees forgets to punch their card in the morning or in evening then they have to fill the on duty slip and give to the HR after which the employee is marked present for that day.
- **Learning of recruitment and selection procedure**
Advertisement regarding hiring are putted on different platforms then when they receives suitable CVs matching with the job requirements, those candidates are called for an interview, the interviewing and selection of candidate is done by that particular department Manager where the candidate has to be hired.
- **Calculation of leaves of employees and making a leave cards**
Suppose in the last year if the employees has taken 9 leaves out of 18 leaves then his remaining 9 leaves are carried forward to the next year that is $18(\text{current year leave}) + 9$ which comes to 27 leaves. Hence, the remaining leaves are carried forward every year with a limit of 94 leaves.
- **Learning of how performance appraisal done in the company**
The performance appraisals are given only to the white collar employees in the company wherein they have to fill data regarding their responsibility about the job performed by them. Then the forms are given to their supervisor and scores them based on their performance.

- **Learned to calculate employee travel expense who goes for training from the company**
Employees are given a certain amount by the company which is calculated by considering the number of days they will be going for the training in Mumbai multiplied by per day expense.
- **Learning to register employee punching card on their system**
- **Making of soft copy of performance appraisals as per department wise**
- **Learned to organise event for Women's day Celebration**
- **Making of Employee engagement calendar from April 2022 to April 2023**

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- <http://www.jkhighereducation.nic.in/newsletter/jkki/issue2/11.pdf>
- <https://www.shrm.org/resourcesandtools/tools-and-samples/toolkits/pages/managingforemployeeretention.aspx>
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Annexure

PART A

(Demographic profile: Demographic analysis is the study of a population-based on factors such as age, race, and sex. Demographic data refers to socioeconomic information expressed statistically, including employment, education, income, marriage rates, birth and death rates, and more)

- 1) Gender
 - ☐ Male
 - ☐ Female
 - ☐ other
- 2) What is your Age group?
 - ☐ 18-25yrs
 - ☐ 26-39yrs
 - ☐ 40- 55 yrs
 - ☐ 56 yrs and above
- 3) Academic qualification
 - ☐ Upto 10th
 - ☐ Upto 12th
 - ☐ Graduate
 - ☐ Post graduate
- 4) Designation
 - ☐ CRE
 - ☐ Technician
 - ☐ Accountant
 - ☐ Others _____
- 5) Department
 - ☐ Sales
 - ☐ Service
 - ☐ Accounts
 - ☐ Others _____
- 6) Marital status
 - ☐ Married
 - ☐ Unmarried

PART B

To examine the factors influencing the employee Retention in Alcon Hyundai
(Employee retention is one of the main factor in company, retention strategy helps in keeping employees loyal and engaged with company. Under this objective, study of different factors by which retention of employee is affected, covering different facilities and benefits given to employees)

- 1) How many year of service you have completed?
 - ☐ Below 5 yrs
 - ☐ 5 to 10 yrs
 - ☐ 10 to 15 yrs
 - ☐ Above 15 yrs
- 2) Does your employer rewards you for your job performance?
 - ☐ Yes
 - ☐ No
- 3) Compensation package offered by Alcon Hyundai is competitive compared to other companies in the industry
 - ☐ Strongly agree
 - ☐ Agree
 - ☐ Disagree
 - ☐ Strongly Disagree
- 4) Employees opinion about the work environment?
 - ☐ Extremely satisfied
 - ☐ Satisfied
 - ☐ Neutral
 - ☐ Dissatisfied
 - ☐ Extremely dissatisfied
- 5) Is there a good relation between you and your colleagues?
 - ☐ Yes
 - ☐ No

If no, then why?

 - ☐ Conflict
 - ☐ Miscommunication
 - ☐ others _____
- 6) Do you feel like you are reaching your full potential with this position?
 - ☐ Yes
 - ☐ No
 - ☐ Maybe

7) Career growth opportunity in the Alcon Hyundai Company.
Rate from 1 to 10 where 1 is lowest and 10 is highest.

•	•	•	•	•	•	•	•	•	•
1	2	3	4	5	6	7	8	9	10

8) Do you feel that there is proper communication between you and your employer?

- ☐ Good
- ☐ Very good
- ☐ Poor

If Poor then why?

- ☐ Do you feel scared to communicate
- ☐ Even after talking there won't be solution to the problem
- ☐ Other _____

PART C

To study the employee expectation in Alcon Hyundai
(Employee expectations is also one the major factor for employee retention, under this objectives, what is the level of expectations do employees have from the company. Factors like work environment, relation with colleagues is covered)

1) Are you satisfied with the hygienic condition in the company

- ☐ Yes
- ☐ no

If no then what you expects from the company in order to improve it

- ☐ clean washrooms
- ☐ clean floors
- ☐ other

2) Do you expect company to have canteen facility?

- ☐ Yes
- ☐ No

3) Are you happy with the job you perform?

- ☐ Yes
- ☐ No

If no, what is your expectation from the company?

- ☐ Reward and recognition
- ☐ Work load balance
- ☐ Timing
- ☐ Other _____

THANK YOU