

**A STUDY ON SATISFACTION LEVEL TOWARDS 3RD PARTY LOGISTICS
PROVIDER AMONG THE DEALERS OF HYUNDAI MOTOR INDIA LTD,**

SRIPERUMBUDUR.

by

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Under the guidance of

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Associate Professor

A PROJECT REPORT

Submitted

In partial fulfilment of the requirements

for the award of the degree of

MASTER OF BUSINESS ADMINISTRATION

**Department of Management Studies
Kumaraguru College of Technology**

(An autonomous institution affiliated to Anna University of Technology, Coimbatore)

Coimbatore - 641 049

May, 2012

CERTIFICATE



BONAFIDE CERTIFICATE

Certified that this project report titled "A STUDY ON SATISFACTION LEVEL TOWARDS 3RD PARTY LOGISTICS PROVIDER AMONG THE DEALERS OF HYUNDAI MOTOR INDIA LIMITED" is the bonafide work of Mr. T.Anandraj, 10MBA03 who carried out the project under my supervision. Certified further, that to the best of my knowledge the work reported herein does not form part of any other project report or dissertation on the basis of which a degree or award was conferred on an earlier occasion on this or any other candidate.

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Submitted for the Project Viva-Voce examination held on 18/05/2012

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External Examiner
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HR / 01/ TR012

May 10, 2012

TO WHOMSOEVER IT MAY CONCERN

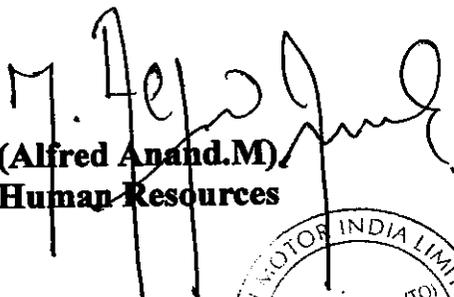
This is to certify that **Mr. Anandraj T**, student of Kumaraguru College of Technology has successfully completed his Project Work at our plant during the period February 10, 2012 to May 10, 2012.

He has submitted a project report titled “**A Study on Satisfaction Level towards 3rd Party Logistics Provider Among the Dealers of Hyundai Motor India**” to our satisfaction.

During the training period, his level of commitment, involvement and attitude were found to be excellent.

We wish **Mr. Anandraj T**, all the best in his future endeavors

For **HYUNDAI MOTOR INDIA LIMITED**


(Alfred Anand.M)
Human Resources



www.hyundai.com
10.01.11.251

DECLARATION

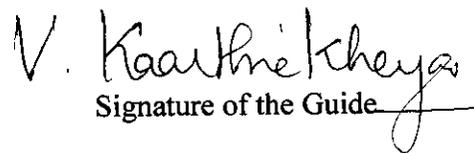
I affirm that the project work titled “A Study on Satisfaction Level towards 3rd Party logistics provider among the dealers of Hyundai motor India Limited” being submitted in partial fulfillment for the award of master of business administration is the original work carried out by me. It does not form the part of any other project work submitted for award of any degree or diploma, either in this or any other university.

Signature of the Candidate

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I certify that the declaration made above by the candidate is true.


Signature of the Guide

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Associate Professor

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Date:

Place: Coimbatore

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ABSTRACT

ABSRTACT

LOGISTICS has been an important part of every economy and every business entity. Logistics cost average about 12% of the World's GDP. With the positive outlook for the 3PL business and the immense competition which is likely to follow, it is critical that 3PL companies recognize that low price is not longer a sure-win strategy. In a study by Sink, Langley and Gibson, it was found that the most important selection criterion for 3PL provider was core competencies. Thus, the objective of this paper is to help 3PL companies identify and categorize the challenges in the business in a broad sense, and to discover potential gaps where research and development can help bridge the gap. The rest of this paper is organized as follows. In the next section, important segments of literature on logistics outsourcing are reviewed. Subsequently, the broad categorization of 3PL challenges is described, followed by detailed discussion and potential gaps identification. A transportation management system (TMS) is a subset of supply chain management concerning transportation operations and may be part of an enterprise resource planning system. A TMS usually "sits" between an ERP or legacy order processing and warehouse/distribution module. A typical scenario would include both inbound (procurement) and outbound (shipping) orders.

CHAPTER I
INTRODUCTION

CHAPTER 1

INTRODUCTION

1.1 Introduction to the study

Indian Economy has undergone a radical transformation in the last three decades. The discoveries and invention in various fields of life is perhaps being the reasons for this transformation. The marketing strategy in India which was practiced in the olden days has either been changed or been refined so as to adjust with this dynamic world. If we consider the early years of development of our economy, it is observed that the producer's consumers as well as production and consumption is becoming more and more complex.

This study is aimed to know on satisfaction level towards 3rd party logistics among Dealers of Hyundai motors limited India. This study measures the time taken by the Hyundai to send the goods after the placement of orders to reach the dealer and also it calculate the performance of the outbound logistics and evokes the dealers' perception. Subsequently it identifies the problem faced between the sub transporters and Glovis Inc which would automatically reflect the Hyundai motors.

.In addition, transportation is a part of outbound logistics which is most important area where effective measures to be taken over a period of time in a highly competitive market, when the objective is to convince automobile industry to carry a product or influence consumers to select it over those of competitors. Similarly, companies should concentrate on dealer's requirement with respective to product variation and ensure that it reaches the destination perfectly.

1.2 Industry profile

Automobile Industry in India has witnessed a tremendous growth in recent years and is all set to carry on the momentum in the foreseeable future. Indian automobile industry has come a long way since the first car ran on the streets of Bombay in 1898. Today, automobile sector in India is one of the key sectors of the economy in terms of the employment. Directly and indirectly it employs more than 10 million people and if we add the number of people employed in the auto-component and auto ancillary industry.

The automobile industry comprises of heavy vehicles (trucks, buses, tempos, tractors); passenger cars; and two-wheelers. Heavy vehicles section is dominated by Tata-Telco, Ashok Leyland, Eicher Motors, Mahindra and Mahindra, and Bajaj. The major car manufacturers in India are Hindustan Motors, Maruti Udyog, Fiat India Private Ltd., Ford India Ltd., General Motors India Pvt. Ltd., Honda Sael Cars India Ltd., Hyundai Motors India Ltd., and Skoda India Private Ltd., Toyota Motors, Tata Motors etc. The dominant players in the two-wheeler sector are Hero Honda, Bajaj, TVS, Honda.

In the initial years after independence Indian automobile industry was plagued by unfavourable government policies. All it had to offer in the passenger car segment was a 1940s Morris model called the Ambassador and a 1960s Suzuki-derived model called the Maruti 800. The automobile sector in India underwent a metamorphosis as a result of the liberalization policies initiated in the 1991. Measures such as relaxation of the foreign exchange and equity regulations, reduction of tariffs on imports, and refining the banking policies played a vital role in turning around the Indian automobile industry. Until the mid 1990s, the Indian auto sector consisted of just a handful of local companies. However, after the sector opened to foreign direct investment in 1996, global majors moved in. Automobile industry in India also received an unintended boost from stringent government auto emission regulations over the past few years. This ensured that vehicles produced in India conformed to the standards of the developed world.

Indian automobile industry has matured in last few years and offers differentiated products for different segments of the society. It is currently making inroads into the rural middle class market after its inroads into the urban markets and rural rich. In the recent years Indian automobile sector has witnessed a slew of investments. India is on every major global automobile player's radar. Indian automobile industry is also fast becoming an outsourcing hub for automobile companies worldwide, as indicated by the zooming automobile exports from the country. Today, Hyundai, Honda, Toyota, GM, Ford and Mitsubishi have set up their manufacturing bases in India. Due to rapid economic growth and higher disposable income it is believed that the success story.

Some of the major characteristics of Indian automobile sector are:

- Second largest two-wheeler market in the world.
- Fourth largest commercial vehicle market in the world.
- 11th largest passenger car market in the world
- Expected to become the world's third largest automobile market by 2030, behind only China and the US.

Even Growth

- Opposing the belief that the growth in automobile industry has catered only to the top income-stratum of society, Growth of exports of 32.8 % in the first three quarters of 2004-05, the fastest growth in volumes has come from commercial vehicles as against passenger cars.
- Between 1998-99 and 2003-04, output of commercial vehicles has grown 2.8 times compared to the 2.2 times increase in passenger cars. Furthermore, two-wheeler output continues to dominate the volume statistics of the sector. In 2003-04, for every passenger car turned out by the sector, there were 7 two-wheelers produced. In the two wheeler segment, there is a greater preference for

motorcycles followed by scooters, with both production and domestic sales of motorcycles increasing at faster rates than for scooters in the current and previous years. However, mopeds have registered low or negative growth. Export growth rates have been high both for motorcycles and scooters.

Fig.1.2.1

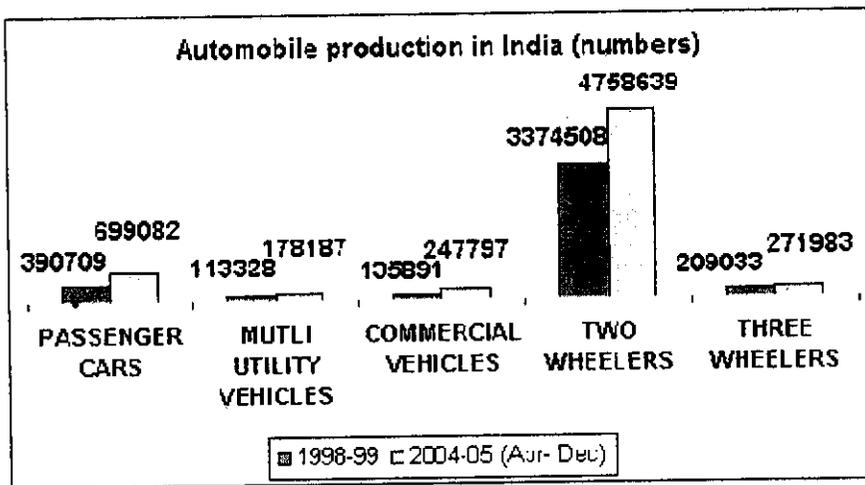


Fig 1.2.2 Domestic market share

2010-11	
Passenger Vehicles	16.25
Commercial Vehicles	4.36
Three Wheelers	3.39
Two Wheelers	76.00

Fig.1.2.3

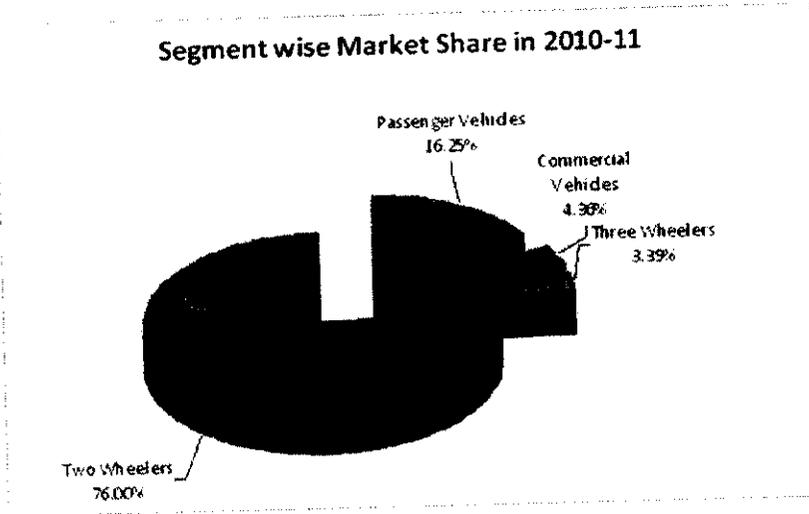
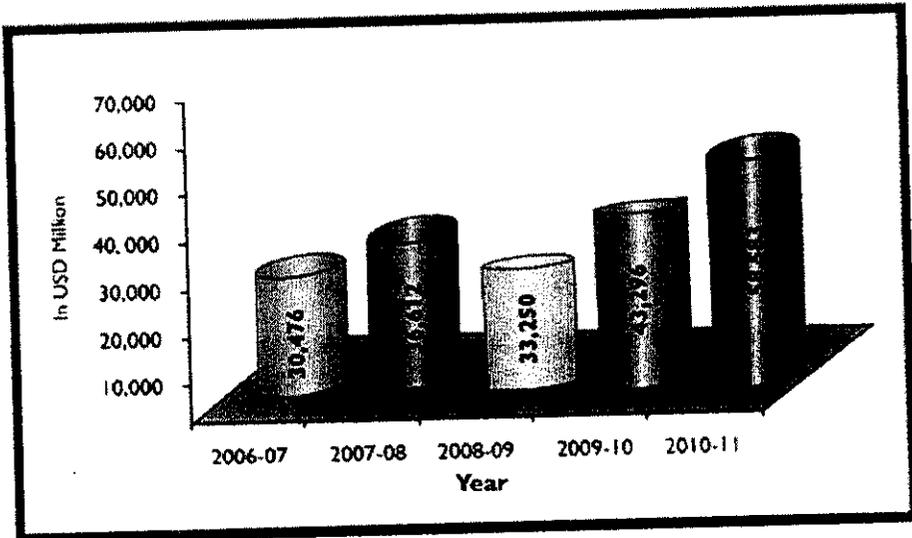


Fig.1.2.4

GROSS TURNOVER OF THE AUTOMOBILE INDUSTRY IN INDIA
2006-07 TO 2010-11



The reason behind the immense growth of the **India Car Industry** can be attributed to the availability of car loans, affordable rates of interest, smooth repayment facilities and the deductions offered to the customers by the retailers. The constant changes in the existing car models with regard to design, innovation, technology, and

colours, have led to a fiercely competitive market. Now that technology and innovation are not alien concepts for Indian car makers, Indian cars are becoming increasingly sleek, stylish, and luxurious.

Major players in the Indian Car Industry:

Fierce competition among the major car players can be witnessed in the Indian Car industry. The India car industry is being dominated by the following major players:

- **Hindustan Motors**
- **Maruti Udyog**
- **Reva Electric Car Co**
- **Daimler Chrysler India**
- **Fiat India Private Ltd**
- **Ford India Ltd**
- **General Motors India**
- **Honda Siel Cars India Ltd**
- **Hyundai Motors India Ltd**
- **Toyota Kirloskar Motor Ltd**
- **Skoda Auto India Private Ltd**
- **Audi ag**
- **Bmw**
- **Chevrolet**
- **Force motors**
- **Nissan motor co. Ltd**
- **Porsche**
- **Rolls-royce motor**
- **San motors**
- **Tata motors**

The latest developments in the car market in India:

In Nashik, a car manufacture plant has been established as a result of a joint venture of Renault and Mahindra & Mahindra to manufacture a comparatively cheap cars (at US\$ 9,700), mainly targeting the Indian middle classes, the youth, and the affluent classes in rural India. Tata Motors has plans to launch a luxury car with an engine of 33 horsepower. The recent reduction in the excise duty of the small cars from 24% to 16% . .

Technical advancements in the Indian Car Industry:

The latest technical advancements in the car market in India include the following features

- Power Steering
- Radial Tires
- Anti-lock Breaking Systems
- Tip-tronic Transmission

1.3. Company profile



HYUNDAI
NEW THINKING. NEW POSSIBILITIES.

Hyundai Motor India Limited (HMIL) is a wholly owned subsidiary of Hyundai Motor Company (HMC), South Korea and is the largest passenger car exporter and the second largest car manufacturer in India. HMIL presently markets 8 models of passenger cars across segments. The A2 segment includes the EON, Santro, i10 and the i20, the A3 segment includes the Accent and the Verna, the A5 segment includes the Sonata Transform and the SUV segment includes the Santa Fe.

HMIL's fully integrated state-of-the-art manufacturing plant near Chennai boasts of the most advanced production, quality and testing capabilities in the country. To cater to rising demand, HMIL commissioned its second plant in February 2008, which produces an additional 300,000 units per annum, raising HMIL's total production capacity.

In continuation with its commitment to providing Indian customers with cutting-edge global technology, HMIL has set up a modern multi-million dollar research and development facility in the cyber city of Hyderabad. It aims to become a centre of excellence for automobile engineering and ensure quick turnaround time to change.

As HMC's global export hub for compact cars, HMIL is the first automotive company in India to achieve the export of 10 lakh cars in just over a decade. HMIL currently exports cars to more than 115 countries across EU, Africa, Middle East, Latin America and Asia Pacific. It has been the number one exporter of passenger car of the country for the sixth year in a row. To support its growth and expansion plans, HMIL currently has a 340 strong dealer network and 783 strong service points across India, which will see further expansion in 2011.

Hyundai Motor India Foundation(Hmif):

Hyundai motor india foundation was formed in the year 2006 with the purpose of 'giving back' to society and to initiate Corporate Social Responsibility (CSR) activities in the areas of health care, educational and vocational training, environment, road safety, art, science, technology, etc. HMIF gets its direct funding from HMIL's earnings as it contributes Rs.100 for every car sold in the Indian market to enable HMIF to carry out its social activities.

Happy Move:

Hyundai Motor India Foundation (HMIF), as part of its Corporate Social Responsibility program recently organises the 'Happy Move Global Youth Volunteers camp'. As part of the initiative, students from India and Korea are work together towards a common cause of community development. The activities in the camp are focused on education and renovation activities. The 'Happy Move Global Youth Volunteers Camp' is also supported by Field Services and Intercultural Learning (FSL), an Indian NGO India, and International.



Hyundai Traffic Squad:

Students Traffic Volunteer Scholarship Scheme is an initiative by HMIF to sponsor the 'economically backward' college students and also help in managing traffic better. A group of carefully chosen students, after proper training by the local traffic police, work as traffic marshals at busy intersections in conjunction with the traffic police to control and manage traffic.



The students are paid a stipend for their efforts and this scheme is successfully running in the cities of New Delhi, Chennai and Kolkata. HMIL will further expand the scheme to other cities of India

Educational and Vocational Training Program:

Hmif under the aegis of hmif is committed to the task of improving conditions in local schools around Sriperumbudur as well as nationally. At regular intervals it donates chairs, tables, computers to the schools to create a better environment for educating children. Till date, over 20,000 school students have benefited through this program. HMIF has adopted ITI's in Assam and Ulundurpet to equip them with latest infrastructure facilities and also provides employment opportunities to students who graduate from here.



Medical Camps for Neighbourhoods:

Hmif conducts a number of free Medical Camps. Apart from this, the Foundation has also entered into an agreement with Sri Ramachandra Medical University for operating a Mobile Health Clinic in villages between Poonamalee and Kanchipuram. The mobile clinic will have a Medical Officer, Pharmacist, Nurse, Attendant and maintain a regular supply of medicines. The van has a Satellite link which enables it to be in direct contact with the hospital and get assistance and advice even in the remotest of villages.



Hyundai Driving School:

As part of skill development, driving school was started by HMIF to train unemployed youth in Kancheepuram & Thiruvallur Dist. Three batches (100) had been trained during 2009 and this will be an ongoing programme.



Hyundai Technology - New Technology:

- Safety
- VSM detects collisions with vehicles in front using a radar sensor and alerts the driver using sound alarms and seatbelt vibrations. We are developing technologies that will enable the vehicle to automatically brake before collisions to provide greater protection for both the vehicle and its driver

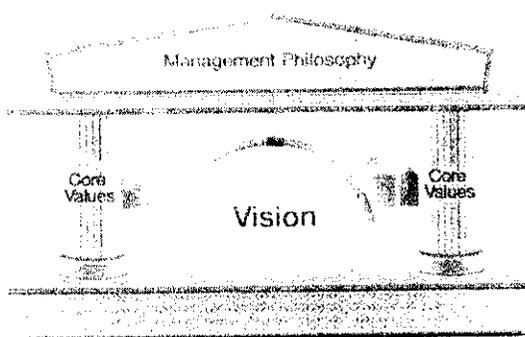
- Automotive Electronics
- The most representative infotainment system is telematics, created by the fusion of telecommunication and informatics. Featuring a state-of-the-art communication terminal with built-in GPS that is connected to various other electronic devices in the vehicle, the system offers various useful information to the driver to promote safer driving. Hyundai-Kia Motors became the first company in Korea to offer an integrated telematics service called Mozen to enhance the comfort and pleasure of driving.
- Power train
- In response to increasingly stringent regulations on exhaust emissions in North America and Europe, our target is to achieve 15% improved fuel efficiency by 2012. Our plan is to realize high-performance, low-displacement engine downsizing by combining gasoline direct injection and turbo technologies, and to expand the application of new fuel efficiency technologies to subcompact and compact models for increased fuel economy competitiveness.
- Package Layout & Ergonomics
- Package layout refers to the series of engineering works required to efficiently structure and arrange various limiting conditions of key elements in terms of the overall vehicle. In sum, it is the process of providing designers with the basic requirements for styling and the technological detailing of the vehicle concept across the entire development process, from coming up with the design concept to mass production. We strive to optimize customer comfort and user convenience through optimized habitability, visibility, ease of entering/exiting the vehicle, ease of operations, ease of loading luggage, assembly operations and maintenance.
- Chassis system
- The steering system is directly controlled by the driver and acts as a two-way communication system between the driver and the vehicle. The system relays

accurate information on the road to the driver, and the driver's intention to the vehicle. This enables the vehicle to nimbly respond to the driver's steering inputs for optimal driving convenience and handling.

- Kinetic energy of the vehicle in motion is turned into heat energy via friction to reduce the speed of the vehicle or bring it to a stop. There are a growing number of brake applications connected to electronic systems to ensure greater safety. The Anti-lock Brake System (ABS) improves braking safety while Electronic Stability Control (ESC) enhances vehicle stability.
- New technologies for driver safety and convenience
- Nano technology is utilized to automatically remove water or dust from the front windshield without the need for wipers. The non-pneumatic tires eliminate the possibility of flat tires with its special honeycomb-shaped tires or wheels that are covered in rubber on the outside.

Hyundai Corporate Philosophy:

Corporate Philosophy Framework



Management Philosophy

Hyundai Motor Company's most fundamental reason for being, and the foundation for its continued existence.

Core Values

Guiding principles for employee behavior and decision making that are essential to realizing our management philosophy and vision.

Vision

Hyundai Motor Company's goal for next decade that will be followed through with concrete business strategies and action plans.

- Vision 2020
- To become a trusted lifetime partner of our customers we will bring a new perspective to automobile through innovative mobility solutions based on human centric ,eco-friendly technologies and services

AWARDS & RECOGNITION

- HMIL gets the 'Automotive Company Of the Year 2011' Golden Steering Award
- Verna gets the 'Sedan Of The Year 2011' Golden Steering Award
- Eon gets the 'Entry-Level Hatchback Of The Year' at ET Zigwheels Awards 2011
- HMIL gets the 'Best Car Manufacturer 2012' award by Motor Vikatan magazine
- New Fluidic Verna wins the 'Reader's Choice Mid-size Car of the Year' at Top Gear Awards 2011
- Santa Fe awarded 'Import SUV of the Year' by CNBC TV18 Overdrive Awards 2011
- Santa Fe awarded 'SUV of the Year' by Business Standard Motoring Awards 2011 and by Car India Awards 2011
- Santa Fe awarded 'Full size SUV of the Year' by NDTV Car & Bike Awards 2011.
- HMIL gets CSR award from Tamil Nadu Deputy Chief Minister Mr. M. K. Stalin
- Hyundai i10 wins 'Small Family Favourite Car Award' by CarWale.com
- Hyundai Motor India Ltd wins the award for 'Customer Service' at the Apollo Auto India Best Brand Awards 2010.
- Hyundai i20 wins the 'Design of the Year' award at the NDTV Profit Car & Bike Awards 2010.
- Hyundai Motor India was named the 'Manufacturer of the Year' award and the 'Best Variant' award for its 'i-10 Kappa' engine at the UTVi Autocar Awards 2009.
- Hyundai Motor India honoured with the 'EXIM Achieved Award' for the year 2008 by Tamil Chamber of Commerce.

- Hyundai Motor India wins the “Highest Resale Value” award at the Apollo Tyres Auto India Best Brand Survey Awards for the year 2009.
- Hyundai Motor India Ltd. (HMIL), has been conferred the 'All India Award for Export Excellence 2008-09 & for 2007-08 by the Engineering Export Promotion Council (EEPC). HMIL was awarded the Gold Trophy in the Large Enterprise category.

In 2006, PM of India Presents “Star Company” Award to Hyundai Motor India

1.4 STATEMENT OF THE PROBELM

Even though Hyundai enjoys a commendable share in the market, it sustains reasonable issues in logistics area and dealer networking. Thus a study on satisfication level towards 3rd party logistics among the dealers of Hyundai motor India is undertaken.

1.5 OBJECTIVE OF THE STUDY

- ✓ To understand the outbound logistics system operated by Glovis Inc, the logistics provider for Hyundai.
- ✓ To conduct a gap analysis between the expectation of dealers and working pattern of sub-transporters.
- ✓ To provide possible suggestions in enhancing a trouble free logistics system.

1.6 SCOPE OF THE STUDY

The research was conducted exclusively for the dealers of HMIL, Sri Perumpudhur .It helps to minimize the transportation cost, time duration and damages in existing process. And also it helps in building strong relationship between dealers and the company. Subsequently it helps HMIL to understand the performance of 3rd Party Logistics provider Glovis INC. Through this research, the organization can get to know the actual persisting reasons for the fair logistics system that exists and the findings & recommendations may help in resolving the issues & thereby further improve the logistics system.

1.7 LIMITATIONS OF THE STUDY

- The data collected is based on the questionnaires, the result may vary according to the opinion of individual.
- Finding of the study is based on the assumption of those respondents and are not given in accordance with true and unbiased information.
- The Dealers behavior is dynamic and it is expected to changes from time to time

CHAPTER II
REVIEW OF LITERATURE

CHAPTER 2

REVIEW OF LITERATURE

Performance Measurement of Logistics Processes, By Bjorn Andersen, Tom Fagerhaug Dec 2003

The purpose of this paper is to introduce and describe an approach to performance measurement of logistics processes. The paper has four main parts. First, an introduction to performance measurement is provided. Then, a performance improvement framework is presented. Third, a new improvement oriented model is outlined. In order to illustrate the approach, text-based and number-based measures for three logistical processes are provided. Finally, the suggested approach is compared with performance measurement and balanced scorecard.

A Framework for evaluating third party logistics By Ganesh Vaidyanathan Nov 1999.

In recent years, companies have increasingly embraced one-stop global logistics services. By allowing companies to concentrate on their core competencies, these third-party logistics (3PL) providers can improve customer service and reduce costs. A 3PL provider can act as a lead logistics provider or a fourth-party logistics (4PL) provider aligned with a host of 3PL providers. This article explores the major considerations in searching for a 3PL provider to expedite the movement of goods and information. With the help of established theories in the literature, we use an evaluation criterion framework built around IT to examine a 3PL provider

Performance issues of Smart Transportation Management systems
Type: Research paper Author(s): Gunnar Stefansson, Kenth Lumsden Source: Volume:
58 2009

The purpose of this paper is to introduce and describe an approach to performance measurement of logistics processes. The paper has four main parts. First, an introduction to performance measurement is provided. Then, a performance improvement framework is presented. Third, a new improvement oriented model is outlined. In order to illustrate the approach, text-based and number-based measures for three logistical processes are provided. Finally, the suggested approach is compared with performance measurement and balanced scorecard

Logistics Service Providers and Their Customers: Gaining Commitment through Organizational Implants, Scott J. Grawe, *Journal of Business Logistics*, 2012, 33(1): 50–63.

This indicates that organizational implantation can lead to greater levels of outcome interdependence between the organizations, which can then generate greater levels of commitment from the LSP toward the customer. Results also suggest that organizational implantation can lead to greater levels of relational capital and responsiveness, which is shown to generate greater levels of commitment from the customer toward the LSP.

Innovation in logistics outsourcing relationship: Proactive improvement by logistics service provide as a drivers, Customer loyalty, Carl Marcus Wallenburwhu, Journal of Supply Chain Management, April 2009

This finding is a composition of two different patterns. Cost improvement, and thus efficiency is the main driver of customer loyalty when the outsourced services are simple and the contracting period relatively short. A clear shift of importance is observable when services increase in complexity and the contracting period lengthens. In such settings, customer loyalty is primarily driven by proactive performance improvement and thus, effectiveness, while cost improvement plays a subordinate role.

CHAPTER III
RESEARCH METHODOLOGY

CHAPTER 3

RESEARCH METHODOLOGY

3.1 Type of Research

Descriptive research design is also called explanatory design. The study is typically guided by an initial hypothesis. A descriptive study required a clear specification of who, what, when, where, when and how aspects of the research.

3.2 Data and sources of data

Primary data

The primary data was collected from respondents by administering a structured questionnaire. Questionnaire was designed in consultation with the experts of the organisation in a manner that it would facilitate the respondents to reveal maximum information

The questionnaire has 23 questions. Seven point and five point rating and four point scales were used

3.3 Time period covered

The time period covered for the data collection is 4 weeks.

3.4 Sampling techniques

Random sampling methodology is used. Out of total 360 dealers existing all over india, 100 dealers were selected through lottery basis and mail questionnaire was sent across to them through the company. 95 questionnaire was received and 2 questionnaire

was summarily rejected for their incompleteness .Hence finally 93 questionnaire were considered for analysis.

3.5 Sampling size

- From the total population, 93 consumers were chosen for study.

3.6 Statistical Tools Used

- Percentage analysis.
- Mean and standard deviation.
- Weighted average method.
- One way Anova

CHAPTER IV
ANALYSIS AND INTERPRETATION

CHAPTER 4:

ANALYSIS & INTERPRETATION

Table 4.1.1: Dealers Service for Hyundai

S.No	Dealers Service for Hyundai	No. Of respondents	Percentage of respondents
1	Less than one year	5	5.4
2	1-2 Years	5	5.4
3	2-3 Years	25	26.9
4	More than 3 years	58	62.4
	Total	93	100

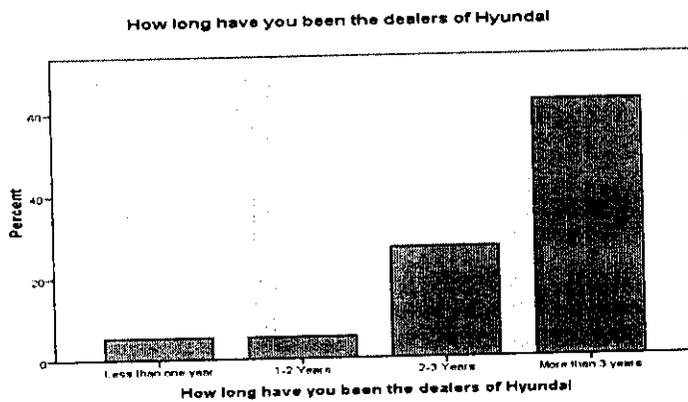


Chart.4.1.1

Interpretation

This table shows that 62.4 of the respondents were dealers of Hyundai for more than 3 years. And 26.9 of respondents were dealers to Hyundai for 2-3 years. And very few of the respondents were dealers of Hyundai for 1-2 years and less than one year.

Table.4.1.2 Proper response from Hyundai towards my orders

Rating scale	Proper response from Hyundai towards my orders	Total No. Of respondents	Percentage of respondents	Mean	Standard deviation	Weight average
5	Strongly agree	53	56.9	4.02	2.004	4.19
4	Agree	16	17.2			
3	Neither Agree nor Disagree	13	14.0			
2	Disagree	11	11.8			
1	Strongly Disagree	0	0			
	Total	93	100.0			

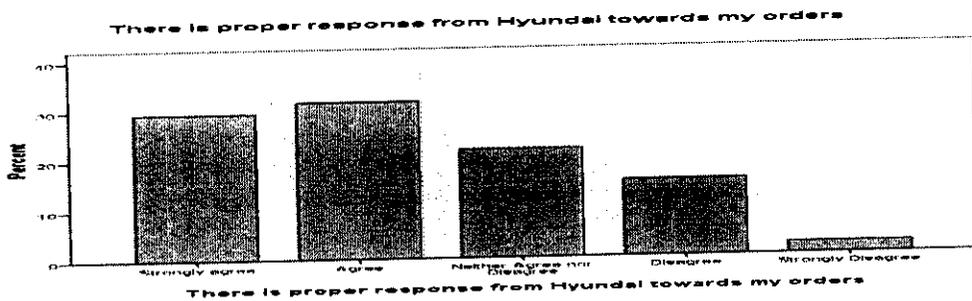


Chart.4.1.2

Interpretation

From this table 56% of the respondents said strongly agree for proper responds from Hyundai towards their orders and 17.2% of the respondents said agree. And 14% of the respondents said neither agree nor disagree and only 11% of the respondents said disagree. Mean and weighted average resulted as Agree.

Table.4.1 3.The goods will reach your destination accurately without any delays

Rated scale	Timeliness	Total No. Of respondents	Percentage of respondents	Mean	Standard deviation	Weighted average
5	Strongly agree	31	33.3	4.29	2.071	4.16
4	Agree	25	26.9			
3	Neither Agree nor Disagree	19	20.4			
2	Disagree	15	16.1			
1	Strongly Disagree	3	3.2			
	Total	93	100.0			

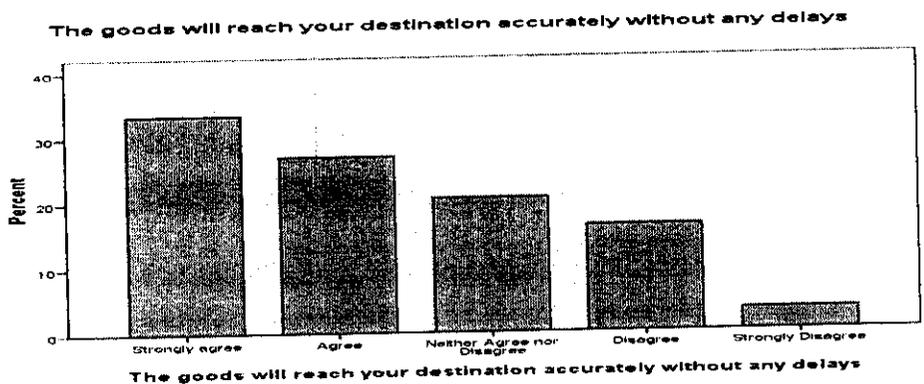


Chart.4.1.3

Interpretation

From this table 33.3% of the respondents said strongly agree and 26.9% of the respondents said agree. 20.4% of the respondents neither agree nor disagree and 16.1% of the respondents said disagree. Only 3.2% said strongly disagree. Mean and weighted average resulted as Agree

Table.4.1.4 Invoice Damage

Rated scale	Invoice Damage	Total No. Of respondents	Percentage of respondents	Mean	Standard deviation	Weighted average
5	No or Never	43	46.2	4.22	2.05	4.16
4	Occasionally	30	32.3			
3	Sometimes Yes, Sometimes No	13	13.9			
2	Frequently	6	6.5			
1	Practically Always	1	1.2			
	Total	93	100.0			

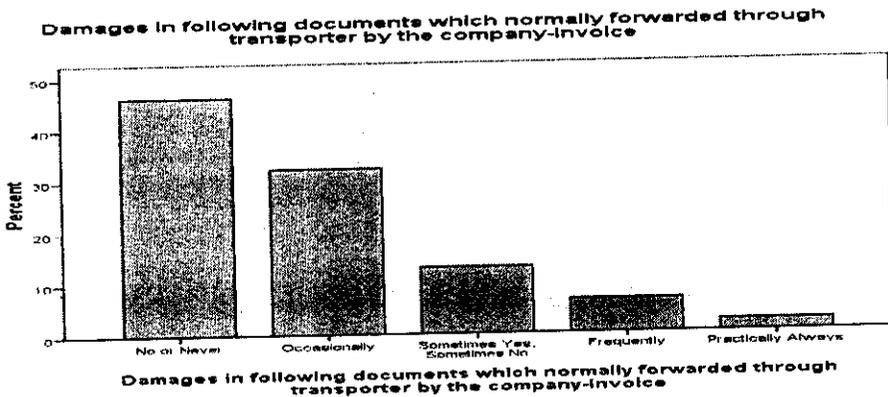


Chart.4.1.4

Interpretation

This table interprets that nearly 46.2% of the respondents said that there will not be any damages with respect to invoice, and 32.3% of respondents said occasionally and 13.9% of the respondents said sometimes yes and sometimes no. Only 6.5% and 1.2% said that frequently and always practical with respect to invoice damages. Mean and weighted average resulted as occasional.

Table.4.1.5 POD Damage

Rated scale	POD Damage	Total No. Of respondents	Percentage of respondents	Mean	Standard deviation	Weighted average
5	No or Never	58	62.2	4.26	2.06	4.30
4	Occasionally	12	12.9			
3	Sometimes Yes, Sometimes No	15	16.1			
2	Frequently	7	7.5			
1	Practically Always	2	2.2			
	Total	93	100.0			

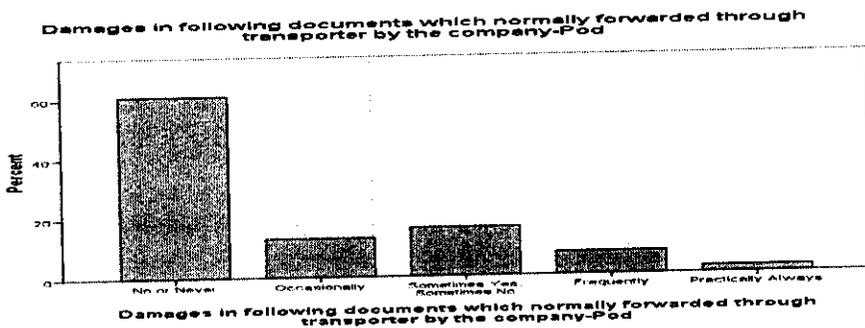


Chart.4.1.5

Interpretation

This table interprets that nearly 62.2% of the respondents said that there will be not any damages with respective to POD, and 12.9% of the respondents said occasionally and 16.1% of the respondents said sometimes yes and sometimes no. Only 7.5% and 2.2% said that frequent and always practical with respect to POD damages. Mean and weighted average resulted as Occasional.

Table.4.1.6 Form 22 Damage

Rated scale	Form 22 Damage	Total No. Of respondents	Percentage of respondents	Mean	Standard deviation	Weighted average
5	No or Never	23	24.7	4.22	2.05	3.93
4	Occasionally	51	54.8			
3	Sometimes Yes, Sometimes No	12	12.9			
2	Frequently	4	4.3			
1	Practically Always	3	3.2			
	Total	93	100.0			

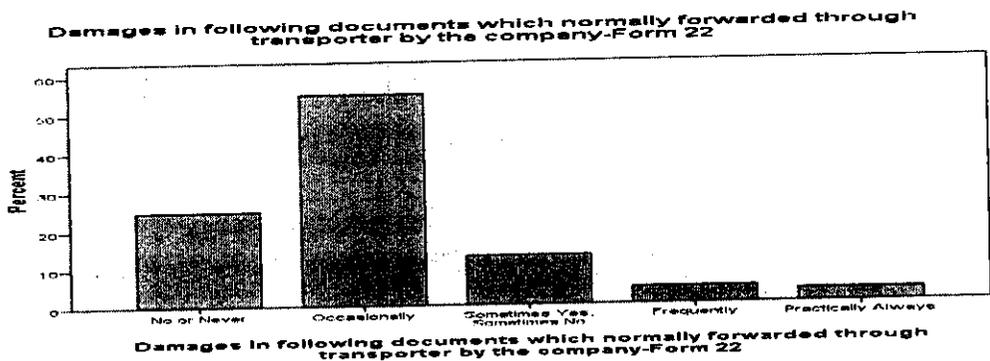


Chart.4.1.6

Interpretation

This table interprets that nearly 24.7% of the respondents said that there will not be any damages with respect to FORM 22, and 54.8% of the respondents said occasionally and 12.9% of the respondents said sometimes yes and sometimes no. Only 4.3% and 3.2% said that frequent and always practical with respect to FORM 22 damages. Mean and weighted average resulted as Occasional.

Table.4.1.7 Consignment note

Rated scale	Consignment note Damage	Total No. Of respondents	Percentage of respondents	Mean	Standard deviation	Weighted average
5	No or Never	19	20.4	4.30	2.07	3.83
4	Occasionally	53	57.0			
3	Sometimes Yes, Sometimes No	11	11.9			
2	Frequently	7	7.5			
1	Practically Always	3	3.2			
	Total	93	100.0			

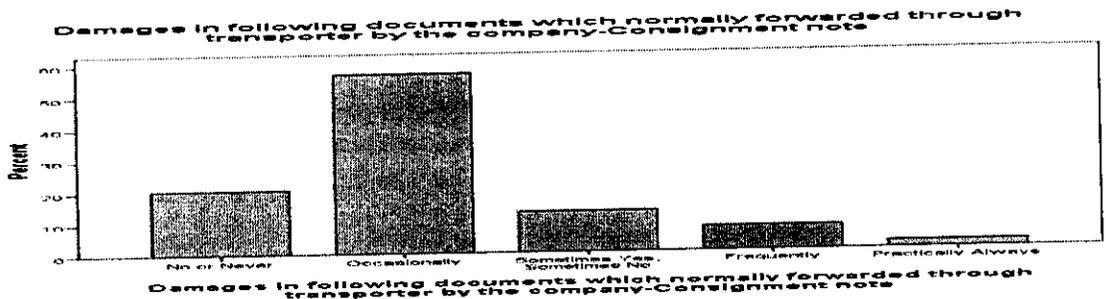


Chart.4.1.7

Interpretation

This table interprets that nearly 20.4% of the respondents said that there will not be any damages with respect to Consignment note, and 57.0% of the respondents occasionally and 11.9% of the respondents said sometimes yes and sometimes no. Only 7.5% and 3.2% said that frequent and always practical with respect to Consignment note damages. Mean and weighted average resulted as Occasional.

Table.4.1.8 Drivers Misbehaving

Rated scale	Drivers Misbehaving	Total No. Of respondents	Percentage of respondents	Mean	Standard deviation	Weighted average
1	More Frequent	0	0	3.74	1.031	4.03
2	Frequent	12	12.9			
3	Neither frequent nor rare	17	18.3			
4	Rare	20	21.5			
5	Very rare	44	47.3			
	Total	93	100.0			

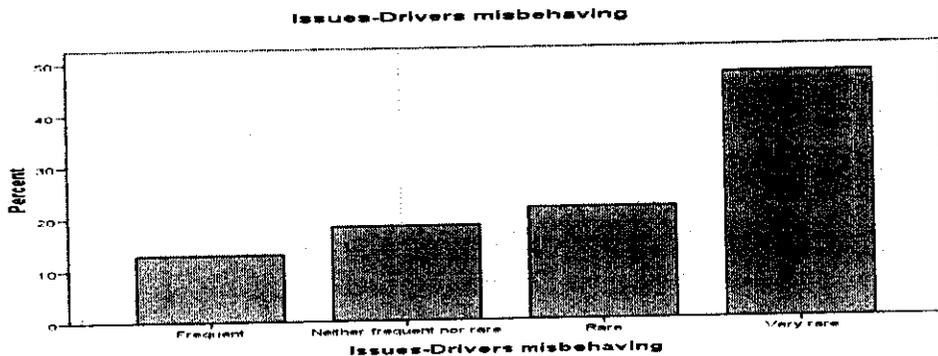


Chart.4.1.8

Interpretation

This table interprets that nearly 47.3% of the respondents said that drivers misbehaviour happens very rarely and 21.5% of the respondents said that drivers misbehaviour happens rarely and 18.3% of the respondents said that neither frequent or rare. Only 12.9% said frequent. Mean and weighted average resulted as Rare.

Table.4.1.9 Drivers carelessness

Rated scale	Drivers carelessness	Total No. Of respondents	Percentage of respondents	Mean	Standard deviation	Weighted average
1	More Frequent	2	2.2	3.75	1.148	3.90
2	Frequent	9	9.7			
3	Neither frequent nor Rare	15	16.1			
4	Rare	20	21.5			
5	Very rare	47	50.5			
	Total	93	100.0			

Issues-Divers carelessness while unloading

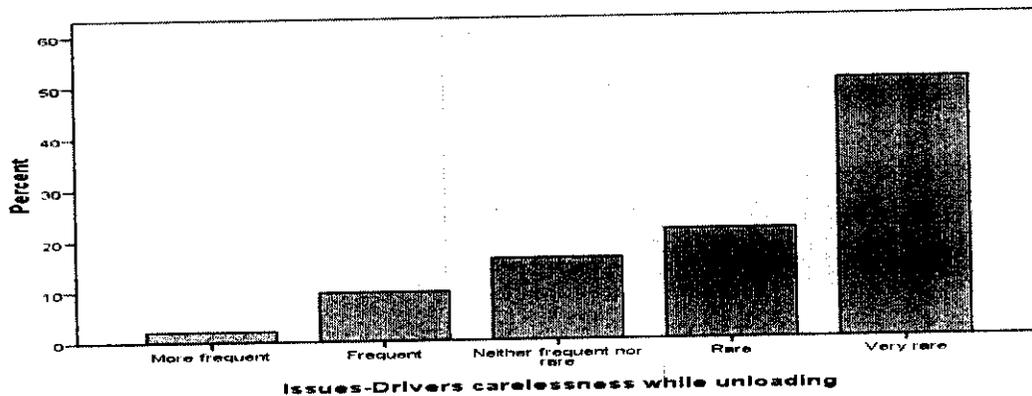


Chart.4.1.9

Interpretation

This table interprets that nearly 50.7% of the respondents said very rarely while unloading and 21.7% of the respondents said rarely and 16.9% of respondents said that neither frequent nor rare. Only 9.9% and 3.2% said that frequent and more frequent of carelessness by the drivers while unloading. Mean and weighted average resulted as Rare

Table.4.1.10 Tools kit missing

Rated scale	Tools kit missing	Total No. Of respondents	Percentage of respondents	Mean	Standard deviation	Weighted average
1	More Frequent	0	0	3.73	1.105	4.05
2	Frequent	11	11.8			
3	Neither frequent nor Rare	19	20.4			
4	Rare	19	20.4			
5	Very rare	44	47.3			
	Total	93	100.0			

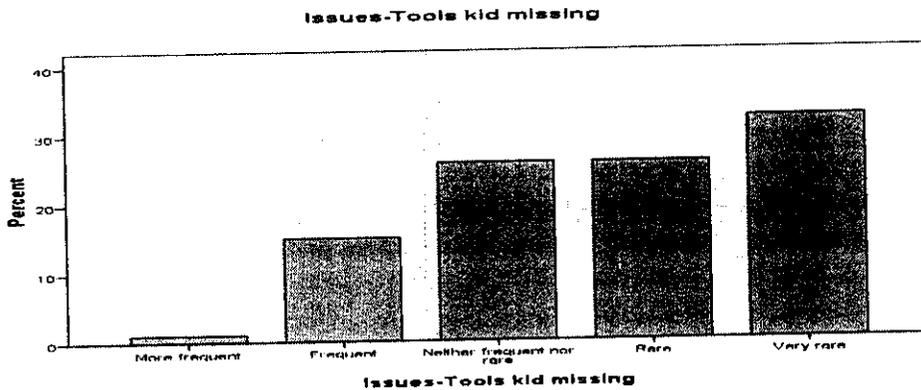


Chart.4.1.10

Interpretation

This table interprets that nearly 47.3% of respondents said very rarely and 20.4% of the respondents said rarely and 20.4% of respondents said neither frequent nor rare. Only 11.8% said that frequent in missing of tools kit. Mean and weighted average resulted as Rare.

Table.4.1.11 Late delivery

Rated scale	Late delivery	Total No. Of respondents	Percentage of respondents	Mean	Standard deviation	Weighted average
1	More Frequent	2	2.2	3.76	1.103	3.75
2	Frequent	12	12.9			
3	Neither frequent nor rare	22	23.6			
4	Rare	28	30.1			
5	Very rare	29	31.2			
	Total	93	100.0			

Issues-Late delivery

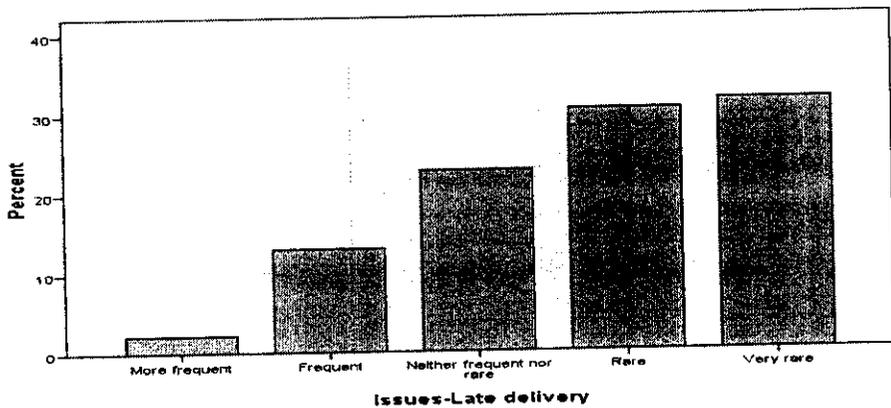


Chart.4.1.11

Interpretation

This table interprets that 31.2% of respondents said very rarely and 31.1% of the respondents said rarely and 23.6% of respondents said that neither frequent nor rare. And 12.9% and 2.2% said that frequent and more frequent of late delivery. Mean and weighted average resulted as Rare.

Table.4.1.12 Accidents

Rated scale	Accidents	Total No. Of respondents	Percentage of respondents	Mean	Standard deviation	Weighted average
1	More Frequent	1	1.1	3.85	1.013	4.29
2	Frequent	14	15.2			
3	Neither frequent nor rare	24	25.1			
4	Rare	24	25.1			
5	Very rare	30	32.2			
	Total	93	100.0			

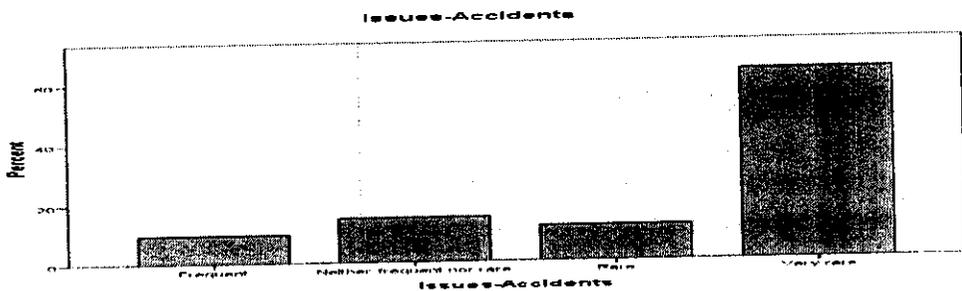


Chart.4.1.12

Interpretation

This table interprets that nearly 32.2% of the respondents said very rare and 25.1% of the respondents said rare and 25.1% of the respondents said neither frequent nor rare. Only 15.2% and 1.1% said frequent and more frequent of accidents related issues. Mean and weighted average resulted as Rare

Table.4.1.13 Fuel inadequacy

Rated scale	Fuel inadequacy	Total No. Of respondents	Percentage of respondents	Mean	Standard deviation	Weighted average
1	More Frequent	4	4.3	3.75	1.139	4.16
2	Frequent	10	10.8			
3	Neither frequent nor rare	20	21.5			
4	Rare	30	32.3			
5	Very rare	29	31.2			
	Total	93	100.0			

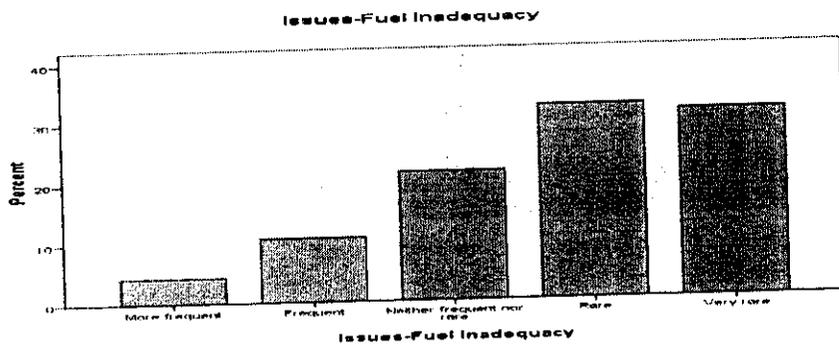


Chart.4.1.13

Interpretation

This table interprets that nearly 31.2% of the respondents said very rare and 32.3% of the respondents said rare and 21.5% of the respondents said that neither frequent nor rare. Only 10.8% and 4.3% said that frequent and more frequent of inadequacy in fuel. Mean and weighted average resulted as Rare

Table.4.1.14 Easy to contact the Person who carries your loads

Rated scale	Easy to contact the Person who carries your loads	Total No. Of respondents	Percentage of respondents	Mean	Standard deviation	Weighted average
5	Strongly agree	41	44.1	4.16	2.22	4.53
4	Agree	25	26.9			
3	Neither Agree nor Disagree	16	17.2			
2	Disagree	11	11.8			
1	Strongly Disagree	0	0			
	Total	93	100.0			

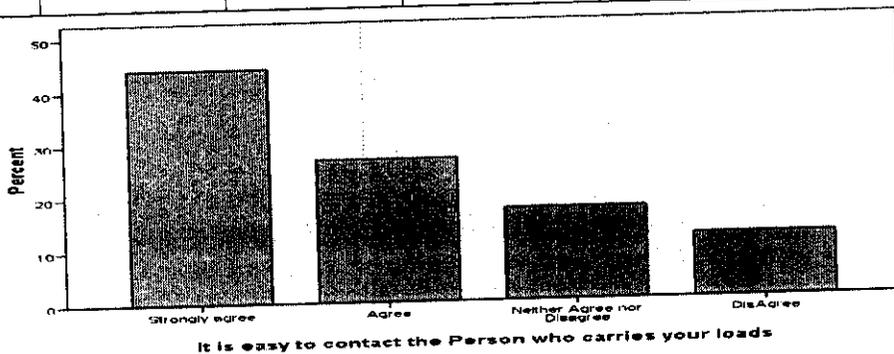


Chart.4.1.14

Interpretation

From this table 44.1% of the respondents strongly agree that easy to contact the Person who carries your loads and 26.9% of the respondents agree. And 17.2% of the respondents neither agree nor disagree and only 11.8% of the respondents disagree. Mean and standard deviation resulted as Agree.

Table.4.1.15 Opportunity for improvement

S.No	Opportunity for improvement	Total No. Of respondents	Percentage of respondents
1	Order processing	18	19.4
2	Transportation	16	17.2
3	Inventory tracking	34	36.6
4	Billing	5	5.4
5	Debits and credits	20	21.5
	Total	93	100.0

Which of the following administrative areas would you say presents the greatest opportunity for impr...

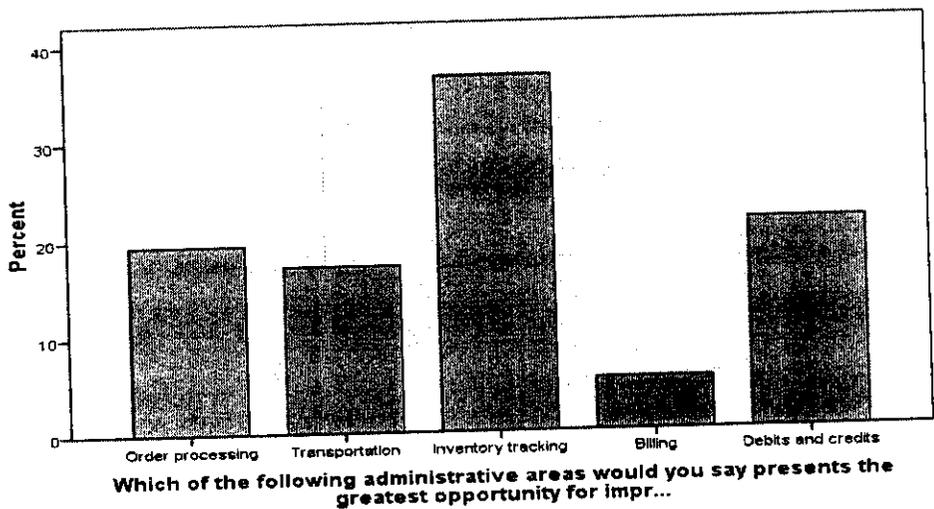


Chart.4.1.15

Interpretation

From this table nearly 36.6% of the respondents said that inventory tracking should be improved. In other hand 21.5% of the respondents said that Debit and credits should also be improved and subsequently with 19.4% and 17.2 % of the respondents recommended for order processing and transportation. Only 5.4% for billing

Table.4.1.16 Satisfy variation

Rated scale	Satisfy variation	Total No. Of respondents	Percentage of respondents	Mean	Standard deviation	Weighted average
5	Strongly agree	28	30.1	4.27	2.066	3.73
4	Agree	32	34.4			
3	Neither Agree nor Disagree	18	19.4			
2	Disagree	10	10.8			
1	Strongly Disagree	5	5.4			
	Total	93	100.0			

The Company is flexible enough to satisfy variation in scheduled orders

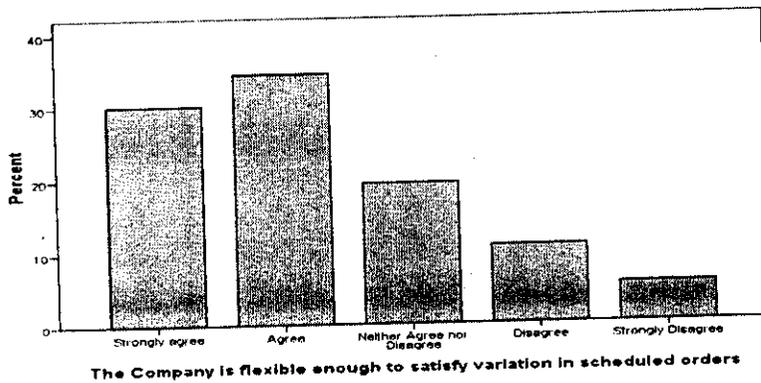


Chart.4.1.16

Interpretation

From this table 30.1% of the respondents strongly agree in satisfying variation and 34.4% of the respondents agree. And 19.4% of the respondents neither agree nor disagree and only 10.8% and 5.4% of the respondents disagree and strongly disagree in satisfying variation. Mean and weighted average resulted as Agree.

Table.4.1.17 Tracking of your truck

Rated scale	Tracking of your truck	Total No. Of respondents	Percentage of respondents	Mean	Standard deviation	Weighted average
5	Strongly agree	27	29.0	4.38	2.227	3.62
4	Agree	29	31.2			
3	Neither Agree nor Disagree	18	19.4			
2	Disagree	13	14.0			
1	Strongly Disagree	6	6.5			
	Total	93	100.0			

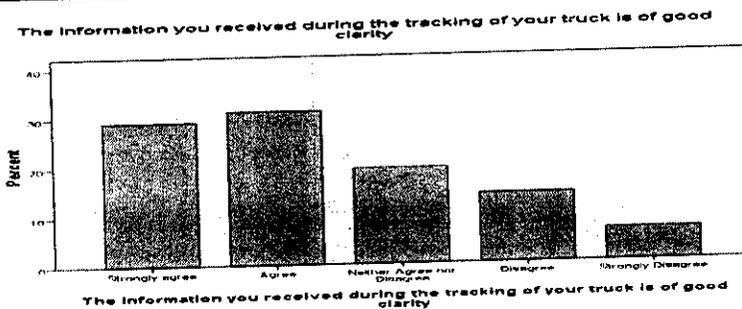


Chart.4.1.17

Interpretation

From this table only 29.0% of the respondents said strongly agree and 31.2 % of the respondents said agree. And 19.4% of the respondents said neither agree nor disagree. Only 14.0% and 6.5% of the respondents said disagree and strongly disagree in clarity of information during the tracking of trucks. Mean and weighted average resulted as Agree.

Table.4.1.18 Timeliness in response

Rated scale	Timeliness in response	Total No. Of respondents	Percentage of respondents	Mean	Standard deviation	Weighted average
5	Very timely	28	30.1	4.43	1.155	3.56
4	Somewhat timely	21	22.6			
3	Mixed	24	25.8			
2	Somewhat slow	16	17.2			
1	Very slow	4	4.3			
	Total	93	100.0			

On average, which of the following best describes (company) management timeliness in response...

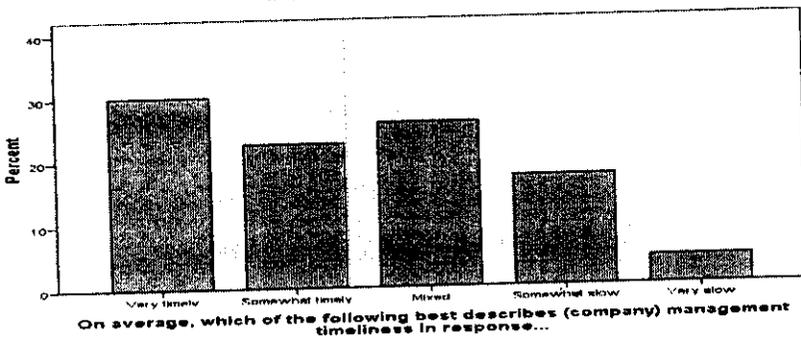


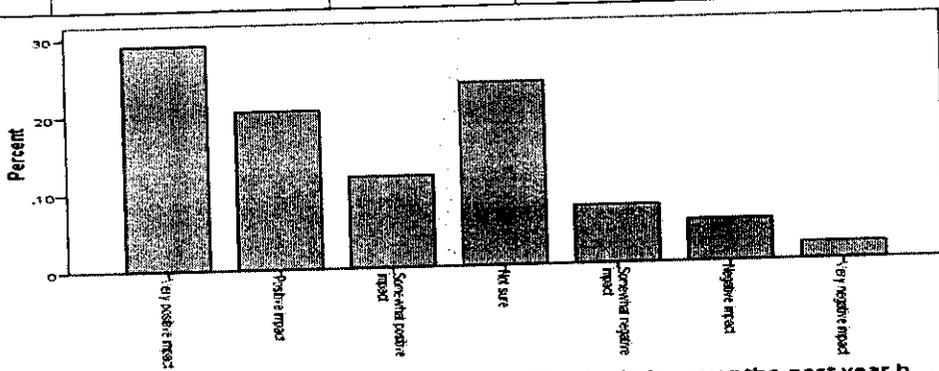
Chart.4.1.18

Interpretation

From this table 30.1% of the respondents said very timely and 22.6% of the respondents said that somewhat timely. And 25.8% of the respondents said mixed. 17.2% and 4.3% of the respondents said somewhat slow and very slow in response to request and inquiries. Mean and weighted average resulted as somewhat timely

Table.4.1.19 Actions taken by (company) for logistics

Rated scale	Actions taken by(company) for logistics	Total No. Of respondents	Percentage of respondents	Mean	Standard deviation	Weighted average
7	Very positive impact	27	29.0	4.85	2.02	5.07
6	Positive impact	19	20.4			
5	Somewhat positive impact	11	11.8			
4	Not sure	22	23.7			
3	Somewhat negative impact	7	7.5			
2	Negative impact	5	5.4			
1	Very Negative impact	2	2.2			
	Total	93	100.0			



Overall, have actions taken by (company) for logistics over the past year h...

Interpretation

From this table only 29.0% of the respondents said there was very positive impact. Moreover 20.4% and 11.8% of the respondents said there was positive impact and somewhat positive impact. 7.5%, 5.4% and 2.2% of the respondents said there was somewhat negative impact, negative impact and very negative impact. 23.7% were not sure. Mean and weighted average resulted as somewhat positive impact.

Table.4.1.20 Coordination by the truck drivers

Rated scale	Coordination by the truck drivers	Total No. Of respondents	Percentage of respondents	Mean	Standard deviation	Weighted average
5	Highly satisfied	27	29.0	4.29	2.07	3.70
4	Satisfied	28	30.1			
3	Neither satisfied nor Dissatisfied	24	25.8			
2	Dissatisfied	12	12.9			
1	Strongly Dissatisfied	2	2.2			
	Total	93	100.0			

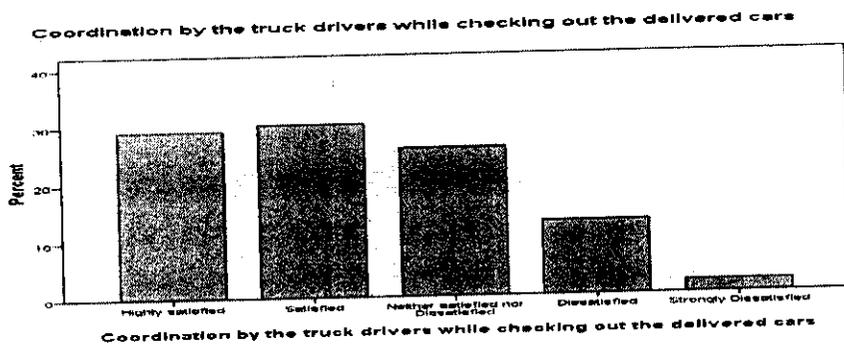


Chart.4.1.20

Interpretation

From this table 29.0% of the respondents said highly satisfied and 30.1% of the respondents satisfied. And 25.8% of the respondents neither satisfied nor dissatisfied and 12.9% and 2.2% of the respondents dissatisfied and strongly dissatisfied with coordination by the truck drivers. Mean and weighted average resulted as Satisfied

Table.4.1.21 Damages occurred during transportation

S.No	Damages occurred during transportation	Total No. Of respondents	Percentage of respondents
1	Yes	39	41.9
2	No	54	58.1
3	Total	93	100.0

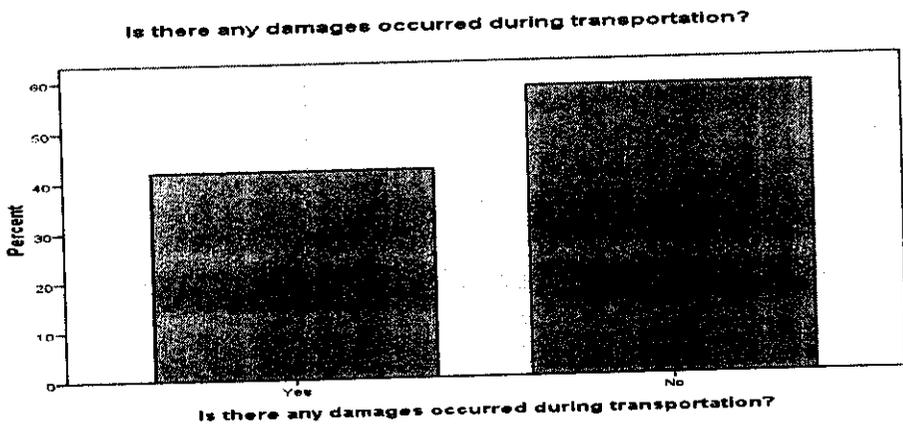


Chart.4.1.21

Interpretation

From this table 41.9% of the respondents said that damages occurred during transportation and 58.1% said no damages occurred during transportation.

Table.4.1.22 Damages occurs the rate

S.No	Damages occurs the rate	Total No. Of respondents	Percentage of respondents	Mean	Standard deviation
3	>0.25 %	25	67.9	1.55	.653
2	0.25-0.5 %	10	21.0		
1	<0.5-0.75 %	4	11.3		
	Total	39	100.0		

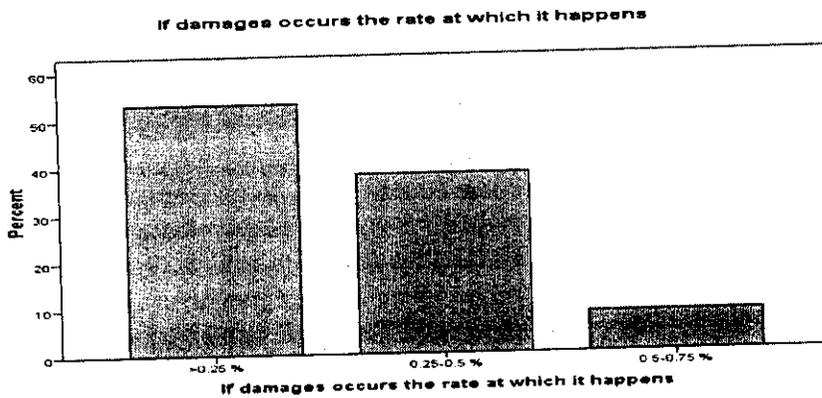


Chart.4.1.22

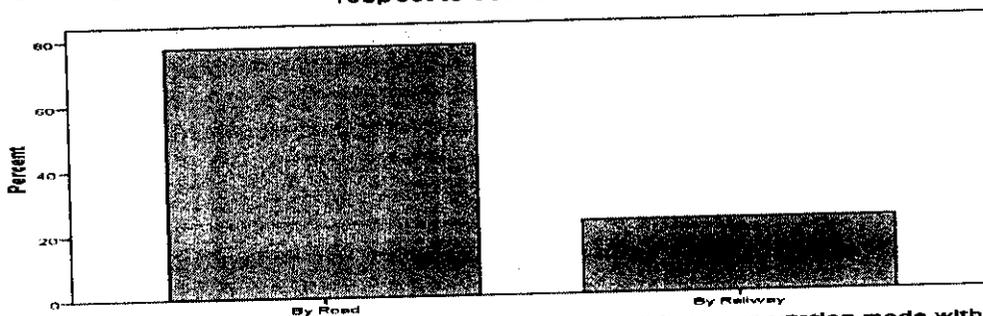
Interpretation

From this table 67.9 % of the respondents said damages were occurred at the rate of less than 0.25%. 21.0% and 11.3% said damages were occurred at the rate of 0.25-0.5% and < 0.5-0.75%. Mean resulted as .25%-0.5%

Table.4.1.23 Best possible transportation mode

S.NO	Best possible transportation mode	Total No. Of respondents	Percentage of respondents
1	By Road	72	77.4
2	By Railways	21	22.6
	Total	93	100.0

According to you, which could be the best possible transportation mode with respect to cost efficie...



According to you, which could be the best possible transportation mode with respect to cost efficie...

Chart.4.1.23

Interpretation

From this table only 77.4% of the respondents said that road way will be the best possible transportation mode with respect to cost efficient and 22.6% said railway.

Table.4.1.24 The balance between Demand and supply

Rated scale	The balance between Demand and supply	Total No. Of respondents	Percentage of respondents	Mean	Standard deviation	Weighted average
4	Very good	30	32.3	4.13	2.03	4.35
3	Good	28	30.1			
2	Average	34	36.6			
1	Bad	1	1.1			
	Total	93	100.0			

How could you rate the balance between Demand and supply?

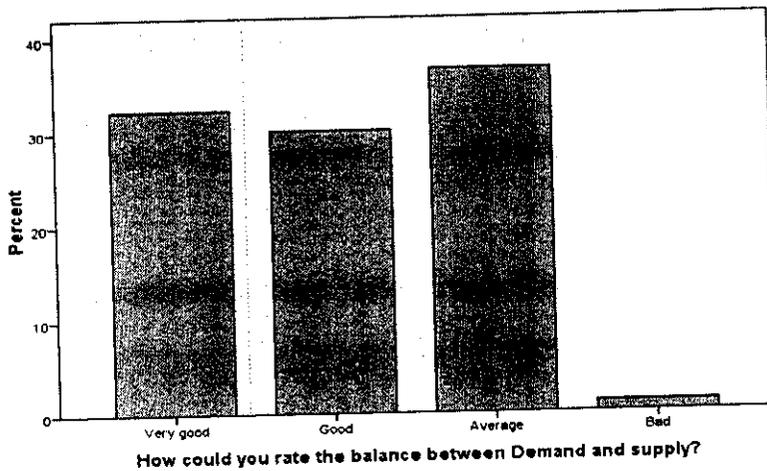


Chart.4.1.24

Interpretation

From this table only 32.3% of the respondents rated very good in balancing between demand and supply. 30.1% and 36.6% rated good and average. 1.1% rated bad. Mean and weighted average resulted as Very good.

Table.4.1.25 Company's support-Quality of service

Rated scale	Company's support-Quality of service	Total No. Of respondents	Percentage of respondents	Mean	Standard deviation	Weighted average
3	High	36	38.7	2.77	.66	3.15
2	Medium	42	45.2			
1	Low	15	16.1			
	Total	93	100.0			

How would you rate your experience with company's support-Quality of service

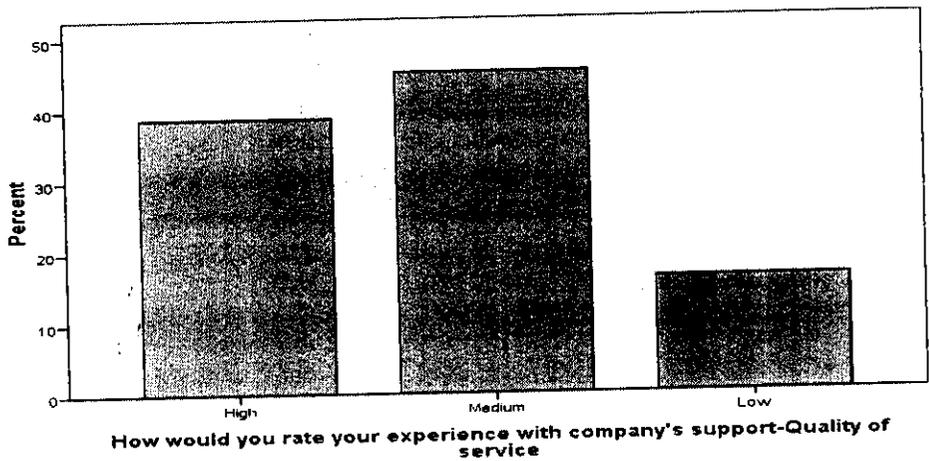


Chart.4.1.25

Interpretation

From this table only 38.7% of the respondents rated high with respect to companies support quality of service. 45.7% of the respondents rated medium and finally 16.2% rated low. Mean and weighted average resulted as High.

Table.4.1.26 Company's support-Helpfulness of representative

Rated scale	Company's support-Helpfulness of representative	Total No. Of respondents	Percentage of respondents	Mean	Standard deviation	Weighted average
3	High	30	32.3	2.86	1.691	2.95
2	Medium	46	49.5			
1	Low	17	18.3			
	Total	93	100.0			

How would you rate your experience with company's support-Helpfulness of representative

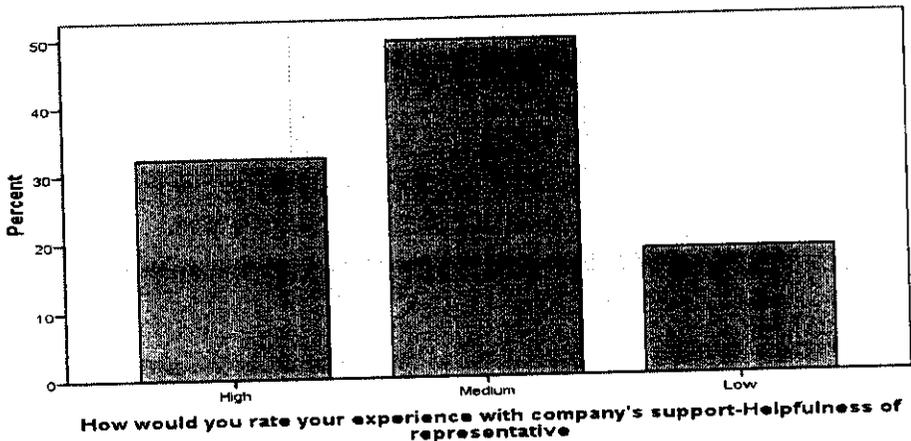


Chart.4.1.26

Interpretation

From this table only 32.3% of the respondents rated high with respect to Company's support-Helpfulness. 49.5% of the respondents rated medium and finally 18.3% rated low. Mean and weighted average resulted as High.

Table.4.1.27 Company's support-promptness of response

Rated scale	Company's support-promptness of response	Total No. Of respondents	Percentage of respondents	Mean	Standard deviation	Weighted Average
3	High	34	36.6	2.81	1.67	3.43
2	Medium	43	46.2			
1	Low	16	17.2			
	Total	93	100.0			

How would you rate your experience with company's support-promptness of response

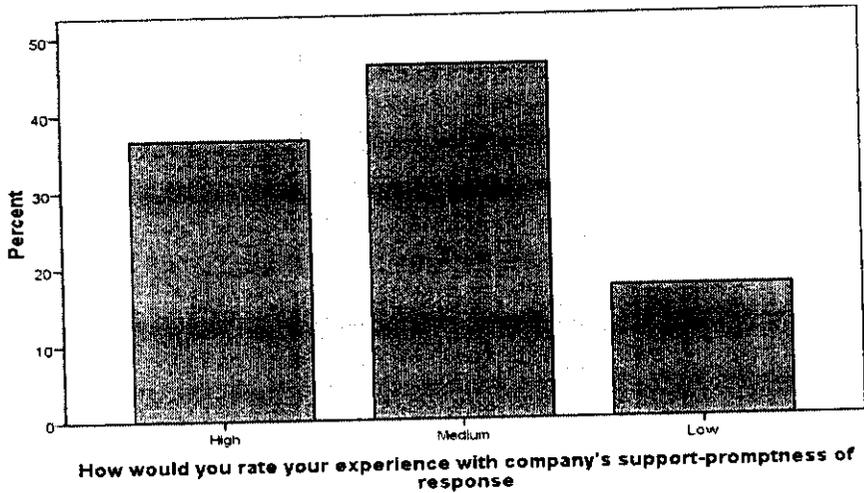


Chart.4.1.27

Interpretation

From this table only 36.6% of the respondents rated high with respect to Company's support-promptness of response. 46.5% of the respondents rated medium and finally 17.2% rated low. Mean and weighted average resulted as High

Table.4.1.28 Products and service Offered by Hyundai

Rated scale	Products and service Offered by Hyundai	Total No. Of respondents	Percentage of respondents	Mean	Standard deviation	Weighted average
5	Highly satisfied	31	33.3	4.16	2.03	3.98
4	Satisfied	38	40.9			
3	Neither satisfied nor Dissatisfied	16	17.2			
2	Dissatisfied	7	7.5			
1	Strongly Dissatisfied	1	1.1			
	Total	93	100.0			

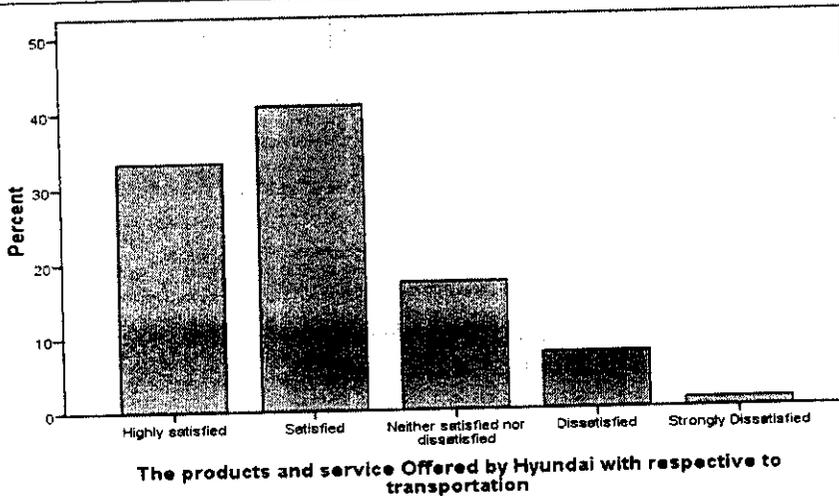


Chart.4.1.28

Interpretation

From this table 33.3% of the respondents highly satisfied and 40.9% of the respondents satisfied. And 17.2% of the respondents neither satisfied nor dissatisfied. 7.5% and 1.1% of the respondents dissatisfied and strongly dissatisfied with Products and service Offered by Hyundai. Mean and weighted average resulted as Satisfied.

4.2 One Way ANOVA

Table .4.2.1 proper response from Hyundai towards orders

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	6.110	3	2.037	1.676	.178
Within Groups	106.966	84	1.216		
Total	113.076	93			

Interpretation

One way ANOVA was performed between dealers with different experience in years against Hyundai's response with their orders. The results show that the different dealers with varying years of experience were treated similarly by Hyundai dealers.

Table.4.2.2 The goods will reach destination accurately without any delays.

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	1.575	3	.525	.366	.778
Within Groups	127.586	90	1.434		
Total	129.161	93			

Interpretation

One way ANOVA was performed between dealers with different experience in years against Hyundai's response with their orders. It can be seen that the different dealers with varying years of experience have no difference in sending goods accurately on time without any delays.

Table.4.2.3 The Company is flexible enough to satisfy variation in scheduled orders

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	3.062	3	1.021	.749	.526
Within Groups	121.217	89	1.362		
Total	124.280	92			

Interpretation

One way ANOVA was performed between dealers with different experience in years against Hyundai's response with their orders. It can be seen that the different dealers with varying years of experience have no difference in satisfy variation in scheduled orders.

Table.4.2.4 Company maintains good relation with the dealers to solve problems or needs

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	5.938	3	1.979	1.514	.216
Within Groups	116.384	90	1.308		
Total	122.323	93			

Interpretation

One way ANOVA was performed between dealers with different experience in years against Hyundai's response with their orders. It can be seen that the different dealers with varying years of experience have no difference in maintaining relationship with the dealers to solve problems or needs.

Table.4.2.5 The information received during the tracking of your truck is of good clarity.

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	1.243	3	.414	.270	.847
Within Groups	136.585	90	1.535		
Total	137.828	93			

Interpretation

One way ANOVA was performed between dealers with different experience in years against Hyundai's response with their orders. It can be seen that the different dealers with varying years of experience have no difference in information received during the tracking of truck.

Table.4.2.6 The balance between Demand and supply

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	3.715	3	1.238	.572	.635
Within Groups	192.737	89	2.166		
Total	196.452	92			

Interpretation

One way ANOVA was performed between dealers with different experience in years against Hyundai's response with their orders. It can be seen that the different dealers with varying years of experience have no difference in balancing Demand and supply.

Table.4.2.7. Products and service offered by Hyundai.

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	3.623	3	1.208	1.086	.359
Within Groups	98.957	90	1.112		
Total	102.581	93			

Interpretation

One way ANOVA was performed between dealers with different experience in years against Hyundai's response with their orders. It can be seen that the different dealers with varying years of experience have no difference in satisfying products and service offered by Hyundai.

CHAPTER V

FINDINGS, SUGGESTION AND CONCLUSION

CHAPTER 5

Findings, Suggestions and Conclusion

5.1 Findings from Data analysis

- ✓ Majority of the respondents were dealers of Hyundai for more than 3 years.
- ✓ Majority of the respondents strongly agreed that Proper response from Hyundai towards my orders. .
- ✓ Majority of the respondents strongly agreed goods will reach your destination accurately without any delays
- ✓ Nearly half of the respondents said that there will not be any damages with respect to invoice.
- ✓ Most of the respondents said that there will not be any damages with respect to POD.
- ✓ Nearly half of the respondents said that there will be damages occasionally with respect to Consignment note.
- ✓ More than half of the respondents said that driver's misbehavior happens very rarely.
- ✓ Nearly half of the respondents said that drivers carelessness happens very rarely while unloading.
- ✓ Most of the respondents [50%] said that very rare of accidents related issues.
- ✓ Nearly more than half of the respondents said that very rare of inadequacy in fuel.
- ✓ Less than half of the respondents strongly agreed that easy to contact the Person who carries your loads.

- ✓ Less than half of the respondents said that very timely in response to dealers request and inquires.
- ✓ Less than half of the respondents said there was very positive impact on action taken by the company for logistics.
- ✓ Nearly half of the respondents satisfied with coordination by the truck drivers while checking the delivered cars.
- ✓ More than half of the respondents said no damages occurred during transportation.
- ✓ Majority of the respondents said that road way will be the best possible transportation mode with respect to cost efficient.
- ✓ More than half of the respondents rated good in balancing between demand and supply.
- ✓ Nearly half of the respondents rated medium for Company's support-promptness of response.
- ✓ Nearly half of the respondents rated medium for Company's support-Helpfulness of representative.
- ✓ Nearly half of the respondents rated medium for Company's support-Quality of service.

5.2 Findings from Weighted Average Analysis

- ✓ The weighted Average Analysis showed the following results.
- ✓ Dealers by large agree for proper response from Hyundai towards the orders.
- ✓ Among the respondents, weighted average resulted as agree for goods reached destination accurately without any delays.
- ✓ Dealers by large occasional with respect to invoice damages.
- ✓ Dealers by large occasional with respect to Form 22 damages.
- ✓ Dealers by large occasional with respect to consignment note damages.
- ✓ Dealers by large rarely in terms of misbehavior from drivers.

- ✓ Dealers by large rarely with respect to Tools kid missing issues.
- ✓ Dealers by large as rarely with respect to late delivery issues..
- ✓ Dealers by large rarely with respect to accidents issues..
- ✓ Dealers by large rarely with respect to Fuel inadequacy issues..
- ✓ Dealers by large agree with respect to easy to contact who carries the load.
- ✓ Dealers by large agree in terms of satisfying variation from Hyundai.
- ✓ Dealers by large agree in terms of tracking of the truck.
- ✓ Dealers by large agree in terms of timeliness.
- ✓ Dealers by large agree for response to your requests and inquiries.
- ✓ Dealers by large somewhat positive impact in terms of action taken by company from Hyundai in logistics.
- ✓ Dealers by large satisfied in terms of coordination by the truck drivers.
- ✓ Dealers by large satisfied in terms of Products and service.

5.3 Finding from One way Anova Analysis.

- ✓ Dealers with different experience in years against the Hyundai' response with their orders. The results show that the different dealers with varying years of experience were treated similarly by Hyundai dealers.
- ✓ Dealers with different experience in years against the timeliness. It can be seen that the different dealers with varying years of experience have no difference in sending goods accurately on time without any delays.
- ✓ Dealers with different experience in years against variation in scheduled orders. It can be seen that the different dealers with varying years of experience have no difference in satisfy variation in scheduled orders.
- ✓ Dealers with different experience in years against solve problems or needs. It can be seen that the different dealers with varying years of experience have no difference in maintaining relationship with the dealers to solve problems or needs.

- ✓ Dealers with different experience in years against the tracking of truck. It can be seen that the different dealers with varying years of experience have no difference in information received during the tracking of truck.

5.2 Suggestions

1. Some of the respondents said that were damages occurs occasionally in terms of invoice and consignment note so Hyundai must carefully deal with documentation and should maintain zero percent damage level.
2. Response to dealers request and inquires have to be improved from Hyundai. Some of the respondents were dissatisfied so the company should create a special desk to manage the request and inquiries.
3. Some of the respondents recommended inventory tracking for improvement subsequently with debit and credit.
4. Some of the respondents were not satisfied with coordination with drivers while unloading. To overcome this issue driver can be advised to act smartly and help the dealers whenever they required.
5. The company is smart enough to balance the demand and supply to few dealers but still there is a lot of scope for the improvement to satisfy remaining dealers.
6. **Vehicle tracking method** can be introduced to know the movement of trucks in order to avoid the late deliveries because some of the dealers were unhappy about the late arrival of trucks.

5.3 Conclusion

In this study we easily understood the dealer's expectation and the area that Hyundai to take amendments to satisfy the dealers as well as the customers. This study evaluates the working pattern and examines the performance of transporters. Finally it gave me an insight about the effectiveness and efficiency of the logistics operation and it pointed out difficulties faced by the dealers like documentation damages, driver's misbehaviour, and late delivery issues. From the study it is clear that performance of the logistics operation in HMIL is average.

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- **TRANSPORTATION MANAGEMENT SYSTEMS: AN INDIAN PERSPECTIVE** written by Ram Mantravadi Ram and Shiv Kumar Manish K Singh

APPENDIX

APPENDIX

**A study on satisfaction level towards 3rd party logistics among
Dealers of Hyundai motors limited India.**

Questionnaire

1. Name of the dealer _____

2. Address _____

3. Email Id:

4. How long have you been the dealers of Hyundai?

- a) Less than one year b) 1-2 Years c) 2-3 Years d) More than 3
years

5. "There is proper response from Hyundai towards my orders."

- a) Strongly agree b) Agree
c) Neutral d) Disagree e) Strongly disagree

6. "The goods will reach your destination accurately without any delays."

- a) Strongly agree b) Agree
c) Neutral d) Disagree e) Strongly disagree

7).Normally how many days it is taking to reach your destination _____

8. "The Company is flexible enough to satisfy variation in scheduled orders."

- a) Strongly agree b) Agree
c) Neutral d) Disagree e) Strongly disagree

9." Company maintains good relation with the dealers to solve problems or needs."

- a) Strongly agree b) Agree
c) Neutral d) Disagree e) Strongly disagree

10. Is there any damages occurred during transportation?

- a) Yes b) No

If yes the rate at which it happens

- 1) <0.25 % 2) 0.25-0.5 % 3) 0.5-0.75 % 4) >0.75%

11. According to you, which could be the best possible transportation mode with respect to cost efficient and time saving?

- a) By Road b) By Railway

12. Damages in following documents which normally forwarded through transporter by the company.

	No or Never	Occasionally	Sometimes Yes, Sometimes No	Frequently	Practically Always
Invoice					
Pod					
Consignment note(Gr)					

13. "Coordination by the truck drivers while checking out the delivered cars."

- a) Highly satisfied b) Satisfied c) Neither satisfied nor dissatisfied
d) Dissatisfied e) Highly dissatisfied

14. Issues

	More frequent	Frequent	Neither frequent nor rare	Rare	Very rare
Drivers misbehaving					
Careless While unloading					
Tools kit Missing					

Late delivery					
Accidents					

Please rank the following accordingly ranging from 1 – 5.

(1-Strongly Disagree, 2- Disagree, 3- Neither agree nor disagree, 4-Agree, 5-Strongly Agree)

15. It is easy to contact the Person who carries your loads.	1	2	3	4	5
16. The problems are Solved with ease.	1	2	3	4	5
17. The products and service Offered by Hyundai with respective to transportation are satisfactory.	1	2	3	4	5
18. The information you received during the tracking of your truck is of good clarity.	1	2	3	4	5

19. Overall, have actions taken by (company) for logistics over the past year had an impact one way or another on your business?

- Very positive impact
- Positive impact
- Somewhat positive impact
- Not sure
- Somewhat negative impact

- Negative impact
- Very negative impact

20. On average, which of the following best describes (company) management's timeliness in response to your requests and inquiries?

- Very timely
- somewhat timely
- Mixed
- Somewhat slow
- Very slow

21. Which of the following administrative areas would you say presents the greatest opportunity for improvement?

- a) Order processing
- b) Transportation
- c) Inventory tracking
- d) Billing
- e) Debits and credits

22. How could you rate the balance between Demand and supply?

- a) Very good b) Good c) Bad d) Very bad

23. Would you like to make any suggestions or comments?

Thank you...

