1.1 INTRODUCTION

SNT Tooling Systems, established in Bangalore, India, has emerged as a key player in the tooling solutions industry, catering to a diverse range of sectors, including automotive, aerospace, and consumer goods. In an increasingly competitive landscape, customer retention has become a critical focus for businesses like SNT, which rely heavily on maintaining long-term relationships with clients to ensure sustainable growth and profitability. As markets evolve and customer expectations shift, effective marketing strategies play a vital role in fostering loyalty and engagement.

Customer retention is not merely a reflection of customer satisfaction; it encompasses the overall customer experience, brand perception, and the strategic initiatives a company employs to engage its clientele. In the tooling industry, where precision, quality, and innovation are paramount, retaining existing customers often hinges on a company's ability to deliver consistent value and address evolving needs. This study aims to explore the marketing strategies utilized by SNT Tooling Systems to enhance customer retention and identify the key factors that contribute to building lasting customer relationships.

The tooling industry is characterized by long product life cycles, substantial investments, and a limited number of specialized suppliers. As a result, the relationship between tooling manufacturers and their clients often extends over many years, making customer retention essential for long-term success. Retaining customers not only reduces the costs associated with acquiring new clients but also allows companies to leverage existing relationships for upselling and cross-selling opportunities. According to research, it is significantly more cost-effective to retain existing customers than to

1.4 SCOPE OF THE STUDY

The scope of this study on the marketing strategies used by SNT Tooling Systems to retain customers is delineated to provide clarity on the research focus, methodologies, and expected outcomes. This research aims to investigate various facets of marketing strategies that influence customer retention in the tooling industry.

1.5 OBJECTIVES OF THE STUDY

- To analyze the current marketing strategies used by SNT Tooling Systems for customer retention.

- To identify the key factors that influence customer loyalty at SNT Tooling Systems.

- To evaluate the impact of after-sales services on customer satisfaction and loyalty at SNT Tooling Systems.

- To explore the role of product quality consistency in retaining customers at SNT Tooling Systems.

- To propose strategies for enhancing customer retention at SNT Tooling Systems

1.6 RESEARCH METHODOLOGY

A Research design is purely and simply the framework for the study that guides the collection and analysis of data. It's a blue print that is followed in completing a study. Research design simply means a specific presentation of the various steps in the process of research. Research design is the plan, structure, and strategy of investigation conceived to obtain answers to research questions and to control variance. The research design includes an outline of what the researcher will do from writing the hypothesis to the final analysis of data.

TYPE OF RESEARCH

The study will be descriptive in nature. The descriptive design study describes the characteristics of a particular problem or an individual or a group. Descriptive study includes specific predictions concerned with study, facts, and characteristics concerning an individual, a group or situations. Most of the social research is based on descriptive research studies, the questions related to what, why, where, and who need to be answered.

SOURCE OF DATA

Primary data

Primary data is data that has not been collected before. In other words, it did not previously exist. Primary data is data that is collected to address a specific problem. It is collected by observations or by surveys.

The primary data collected was done in the following way.

Questionnaires

A structured questionnaire was prepared and handed over to 120 respondents.

Secondary Data

Secondary data is information that has been collected by persons or agencies for purpose other than marketing research problem at hand. In other words, secondary data is the data that is not collect for the purpose of current research.

Secondary data for my study has been collected from various books, magazines and through internet resources.

SAMPLE SIZE

The sample for the study would be limited to 120 respondents.

TOOLS OF DATA COLLECTION

Primary data:

Primary data will be collected using a structured questionnaire as well as personal interview method.

Secondary data:

The secondary data for this work will be obtained from company magazines and brochures, website, newspapers, internet, text books, reports and other promotional materials.

TOOLS OF ANALYSIS

The data collected from various sources will be tabulated and represented using the percentage and ranking method. Graphical tools like bar diagrams, pie charts etc., will be used to illustrate the tabulated data pictorially. Inferences and interpretation of the data will be done on the basis of tabulated data.

TOOLS FOR DATA ANALYSIS

Data analysis is a process of inspecting, cleansing, transfom1ing, and modeling data with the goal of discovering useful information, informing conclusions, and supporting decision-making. The different statistical method is used.

- Percentage Analysis

PERCENTAGE ANALYSIS

Percentage analysis is the method to represent raw streams of data as a percentage (a part in l00 - percent) for better understanding of collected data. Percentage Analysis is applied to create a contingency table from the frequency distribution and represent the collected data for better understanding.

Data is analyzed through simple Analysis techniques. The data tool is "percentage" method.

Percentage of respondents $= \dfrac{\text{No.of respondents X 100}}{\text{Total no. of respondents}}$

1.7 LIMITATIONS OF THE STUDY

* It was not possible to get an in depth knowledge each as every work in the organization because of the tight schedule

* Time constraint was a major limitation for the study

* The information collected is based on the perception of the respondents.

1.8 CHAPTER SCHEME

* CHAPTER 1: INTRODUCTION

   This Chapter may contain introduction of the topic, statement of the problem, significance, scope, objectives, research methodology and limitations etc, on the chosen topic establishing the need for the study on a scientific basic is desirable.

* CHAPTER 2: REVIEW OF LITERATURE

The chapter contain the literature review of the chosen topic.

* CHAPTER 3: PROFILE OF THE STUDY

   The chapter contain the profile of the company industry relating to the topic of the project.

* CHAPTER 4: DATA ANALYSIS AND INTERPRETATION

   Logical presentation of the results of the study presented in tables, graphs and figures, if any along with necessary interpretation forms part of the chapter.

- CHAPTER 5: FINDINGS, RECOMMENDATIONS AND CONCLUSION

  The focus of this chapter is on broad observations made by the student against each objective specified in chapter 1 along with major conclusions drawn by the study. Appropriate suggestions for the policy makers/ managers on future course of action are approached.