

## **A STUDY OF CUSTOMER SATISFACTION AND SALES DONE IN SUNDIP CONSTRUCTION**

**G. PURUSHOTHAMAN<sup>1</sup> & K. KRISHNAMURTHY<sup>2</sup>**

<sup>1</sup>Research Scholar Thiruvalluvar University, Serkkadu, Vellore, India

<sup>2</sup>Research Supervisor & Guide Department of Commerce Rajeswari Vedachalam  
Govt. Arts College Chengalpattu, India

### **ABSTRACT**

Marketing is the process by which companies advertise products or services to Potential consumer. ” It is an integrated process through which companies create Value for consumer and build strong consumer relationship in order to capture value from consumer in return. Marketing is used to create the consumer, to keep the consumer and to satisfy the consumer. With the consumer as the focus of its Activities, it can be concluded that marketing management is one of the major Components of business management. The evolution of marketing was caused due To mature markets and overcapacities in the last decades. Companies then shifted the focus from production to the consumer in order to say profitable.

The term marketing concept holds that achieving organizational goals depends on knowing the needs and wants of target markets and delivering the desired satisfaction. In propose that in order to satisfy its organizational objectives, an organization should anticipate the needs and wants of consumers and satisfy these more effectively than competitors. A further marketing orientation is the focus on a mutually beneficial exchange. In a transaction in the market economy, firm gains revenue, which thus leads to more profits market share sales

**KEYWORDS:** Sales Done in Sundip Construction