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Online Royal Enfield Retailer System

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ABSTRACT: As the objectives of this study are to analyze customer preferences and to determine the level of customer satisfaction at the Royal Enfield complex. The study also investigates services and features that influence customers to purchase Royal Enfield bicycles and determine what customers expect from Royal Enfield.

KEYWORDS: Website for Showroom, Royal Enfield, Classic 350, Bullet, Bike Maintenance

I. INTRODUCTION

The feeling of freedom and unity of nature comes only to the two-wheeler. Indians appreciate two-wheelers because of its little report, low care, and price and easy loan items. The Indian groups are full of people from all the elderly teams which ride two wheels. Two-wheelers shipped by vehicles are seen as a woman of status by humans. Also, in India, they saw four swanky wheels running our right and strong hands: two-wheeler.

II. THE INDIA CONNECTION

The grandfather of the bullet was first produced by Royal Enfield in 1931: a four-valve single cylinder was introduced, given the name "BULLET" in 1932. It had an inclined engine and exposed valve gear. The 1935-G model was the first that assumed the modern look, with vertical cylinder, cast in pushrod tunnel and eventually fully enclosed valve gear. It has a gear-driven magneto and double-ended eccentric coil pump. Over the next few years, the single would sport two, three and four valve cylinder heads.

1948: The first 350-bullet roadster was introduced. Although it was similar in many ways to the 1935-G model bullet, it was a new motorcycle with many design innovations. It was the first British production bike with a rear wing arm. It also had an oil filter (with integral oil tank in the crankcase behind the crank) and alloy primary chaincase. It was a two-valve pushrod design in semi-unit style, with gearbox bolted to crankcase. Rubber knee pads were on the gas tank. It had four gears (one up, three down like most British bikes of that era - apparently triumph was the oddity with high gears up). A trials / scrambler model was also introduced.

1949: the sports model had an unsprung front mudguard.

1951: modifications include smaller front mudguard and silencer, alloy speedometer nacelle and modified fork ends.

1952: a crankcase breather was fitted plus side stands. Trials model gets alloy barrel. Apparently only 16350 bullets made this year. A prototype 500-cc model is shown in an industry motorcycle show.

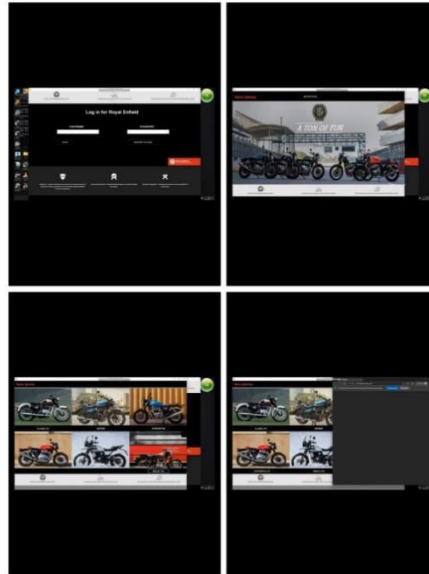
1953: the 500-cc roadster model is introduced. The 350-cc was upgraded to include changes designed for the 500-cc improved bottom end with four main bearings, improved lubrication system, modified frame, larger rear brake, single pilot light under headlamp.

1954: a new casquette (nacelle with speedometer, headlight and twin side lights) replaces headlamp bracket. The exhaust angle and rear spring and shock are changed. The 350 got a frame lug change. The 350 got a frame lug change. Armstrong units were adopted for suspension, giving 50 percent more movement.

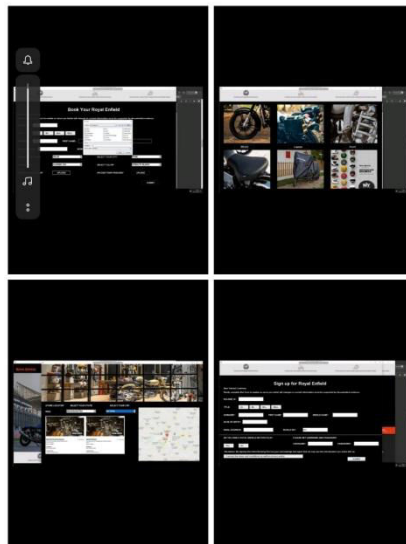
III. RESULT & DISCUSSION

This study also helps the management graduates and fellow researchers who would like to increase their knowledge on the subjects which might be of help in the near future while looking for works.

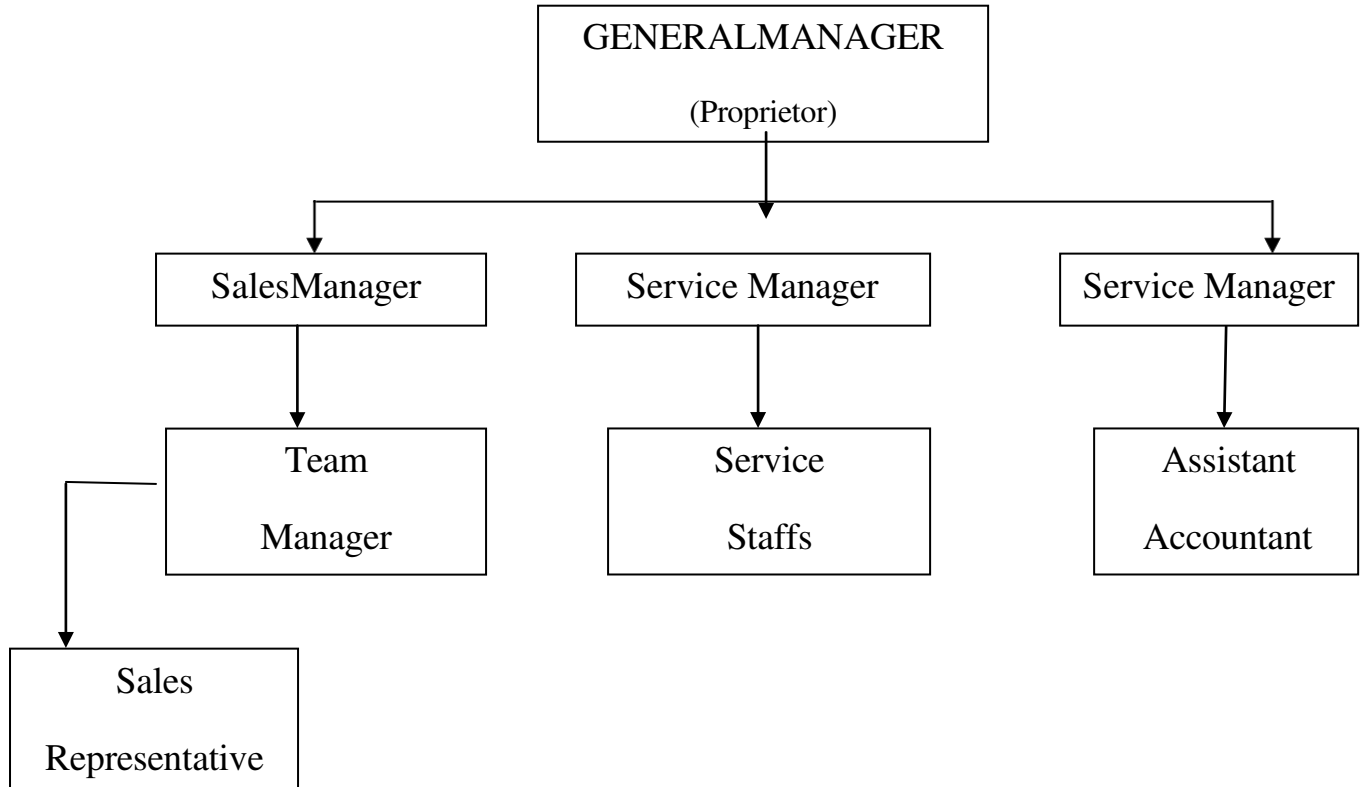
Step 1:



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IV. LITERATURE REVIEW



V. CONCLUSION

The survey helped Royal Enfield retailers understand whether customers are satisfied or not. If not what are the main reasons for customer satisfaction in the seller and what are the ways to improve the level of customer satisfaction in the seller. We can conclude that the younger generation and middle-aged people are more interested in Royal Enfield, buying behavior is dominated by the need for Power and Respect for the iconic Brand and most users are professional men, 20-35 years old, including some students.

Most customers are attracted to the recently released Classic 350/500, and customers can easily purchase a number of Royal Enfield bikes and more loyal customers in the Royal Enfield brand. Royal Enfield should focus on its marketing campaign to reach customers, the mileage of Royal Enfield bikes is very economical and most of them choose to buy their new bike in a showroom with spare parts easily available on the market. Royal Enfield has an excellent level of satisfaction within the customer with its power, pick-up, comfort, safety and after-sales service. It is clear that Royal Enfield checks the registered complaints of their customers regularly to keep track of its product value and all Royal Enfield owners are enthusiastic Royal Enfield fans.

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