

A PROJECT REPORT

on the Topic

“STUDY ON EFFECTIVE CHANNELS OF DISTRIBUTION”

By

NAVEEN KUMAR V

USN: ICR18MBA27

MBA 4th Semester

Submitted to

VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI



in partial fulfillment of the requirements for the award of the degree of

MASTER OF BUSINESS ADMINISTRATION

Under the Guidance of

INTERNAL GUIDE

Mr SUSHANT E

REVANKAR

Assistant professor

Department of Management

Studies

CMR Institute of Technology

BENGALURU



EXTERNAL GUIDE

Mr SADEEQ AHMED

H R manager

SREE SAI MITRA

INDUSTRIES

CHINTAMANI

DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION

C M R INSTITUTE OF TECHNOLOGY

#132, AECS Layout, ITPL Main Road, Kundalahalli,

BENGALURU-560037

JUNE/JULY 2020

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Batch (2018-2020)

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This is to certify that **Mr. Naveen Kumar V** bearing USN **1CRI8MBA27** is a bonafide student of Master of Business Administration Programme of the Institute (2018-20 Batch), affiliated to Visvesvaraya Technological University, Belagavi. Project report on "STUDY ON EFFECTIVE CHANNELS OF DISTRIBUTION" is prepared by him under the guidance of **Mr. Sushanth E Revankar**, Assistant Professor, in partial fulfilment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belagavi in Karnataka.


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Signature of Principal
Principal
CMR Institute of Technology
Bangalore - 560037

Evaluators

1) Name of external evaluator

Signature with Date

2) Name of internal evaluator

CERTIFICATE



SREE SAI MITRA INDUSTRIES

Manufacturers of : SAI MITRA® BRAND UPVC PIPES



CML/L-6200108688

Factory : Sy No. 41/3, Khatha No. 352, Kallahalli (V), Chintamani (T), Chikkaballapur Dist - 560 125,
saimitrapvc@gmail.com

TO WHOM SO EVER IT MAY CONCERN

Mr. NAVEEN KUMAR.V bearing the Register No-USN (ICR18MBA27), he is the student of CMR INSTITUTE OF TECHNOLOGY, NO.132.AECS LAYOUT, IT PARK ROAD, and Bangalore-560037.

Has been Completed Project in our Organization from 03-01-2020 to 17-02-2020.

During his period of project work the student was shown keen interest in learning, hard work & good character.

Topic is Marketing – Channels of Distribution.

We wish him bright future and success in his endeavor.

Thanking You,

For SREE SAI MITRA INDUSTRIES

Authorized signatory

An ISI & ISO 9001:2015 Certified Company
M : 9900138454



DECLARATION

DECLARATION

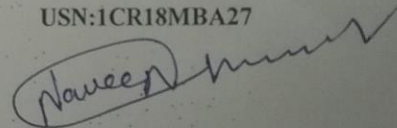
I, NAVEEN KUMAR V hereby declare that the Project report entitled "A STUDY ON EFFECTIVE CHANNELS OF DISTRIBUTION" prepared by me under the guidance of Mr SUSHANT E REVANKAR faculty of MBA Department, CMR Institute of Technology and external assistance by MR SADEEQ AHMED H R MANGAER SREE SAI MITRA INDUSTRIES also declare that this project work is towards the partial fulfillment of the university regulations for the award of degree of Master of Business Administration by Visvesvaraya Technological University, Belagavi. I have undergone a summer project for a period of six weeks. I further declare that this project is based on the original study undertaken by me and has not been submitted to any other University/Institution for the award of any degree/diploma.

Place: Bengaluru

Date: 26-06-2020

NAVEEN KUMAR V

USN:1CR18MBA27



ACKNOWLEDGEMENT

I have been fortunate enough to get good timely advice and support from a host of people to whom I shall remain grateful.

I take this opportunity to express my heartfelt thanks to **Dr. Sanjay Jain**, Principal, CMR Institute of Technology, Bangalore, for his support and cooperation to undertake and complete the project work.

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It gives me immense pleasure to record my thanks to my Internal Guide, **Mr SUSHANT E REVANKAR**, assistant professor of the Department of MBA of CMR Institute of Technology, Bangalore, for her valuable guidance and untiring support and cooperation in completing the project work.

I acknowledge the insights provided by my External Guide, **MR SADEEQ AHMED** which helped me to a great extent in completion of the project work.

And finally, there is deepest of thanks for the patience and cooperation of the family and friends, without whom the endeavour would not have been possible.

NAVEEN KUMAR V

USN : 1CR18MBA27

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EXECUTIVE SUMMARY

The study was managed to know the passage of Distribution SREE SAI MITRA INDUSTRIES. channel refers to a sequence of companies or intermediaries through which a goods or services goes until it reaches the top consumer. It can include wholesalers, retailers, dealer and even the web itself.

The project was administered with the subsequent objectives:

- To study the effectiveness of passage.
- To discover the satisfaction of intermediaries of passage .
- To discover the strengths and weaknesses of passage .
- To learn the methods of channel distribution.

The data was collected through questionnaire. Convenient Sampling method was used and hence the sample size was 25 in number. the info was consumed and analysed using MS-EXCEL. The study was restricted to chintamani city and outskirts of the town .

The research concluded that:

- The respondents revealed that the standard of the merchandise s and therefore the customer preference towards the product is sweet .
- The distributors are satisfied with the margin of profit given by the corporate .
- The main competitor of Sree Sai Mitra Industries is Finolex.
- The transportation is satisfactory.
- Some respondents said that sometimes they face problem thanks to the negligence of middleman.

The project work that I even have administered , helped in bringing the gap between what I even have studied as a part of my course work and therefore the practical realities prevailing within the field. Further, I understood the way a project is undertaken, framing

the questionnaire, data analyzes and interpretation. The project work I even have completed would help me in taking over an honest career in marketing and fulfil the expectations needless to say from the corporate .

CHAPTER 01

INTRODUCTION

Plastic may be a solid material which is consisting of synthetic and it's easily elastic and moulded. Plastics are generally called as biological polymers which has high molecular content. Plastics are often finished or are often instigated from chemicals or from chemicals or form renewable materials. Plastic is definitely obtainable with less cost. one among the most advantage is that using plastics, it's easy to manufacture. Plastics are used even for little products and with manufacturing of huge cargo ships. Plastic is extremely much stretchy and malleable material. Now a day's many of the old-fashioned materials are substituted by plastic. it's essentially used for packing the products in most of the developed and developing countries. Plastics are utilized in the manufacture of containers, jars, utensils etc.

For example, in India 46% of individuals are using plastic for packing. Plastic also are utilized in pharmaceutical and medical fields.

World's first artificial plastic was 'BAKELITE", which was invented in ny within the year 1257 by "LEO BAKELAND", who gave the name "PLASTICS".

Plastics are considerably utilized in the 20th century and it's been reported that it's one among the foremost dangerous material and unsafe to the environment and human health. Now a day's plastic's are being banned by the govt and therefore the usage of plastic is a smaller amount often. Coming towards the top of the century one main step taken concerning that we've to adopt 3 R's techniques namely REDUCE – REUSE- RECYCLE.

Plastics are habitually classified by the biochemical structure. Some of them are listed below.

- "ARCYLICS"
- "POLYESTER"
- "SILICONS"
- "HALOGENATED PLASTICS"

Further classification can be made depending on width, breadth, compactness, strength, temperature etc.

HISTORY

The evolution and progress of plastics has been generated from the usage of natural materials such as gum and rubber. In early 1600BC Americans used natural latex for balls, toys, etc. rubber was also used as stamps in the earliest centuries. In the 1800s, industrial transformation started and came into existence and took a great step in the development and usage of plastics. In 1897, Germans used plastics for the manufacture of chalkboards. In the early 1900s "Bakelite" was used which was fully synthetic in material. After the post-world war 1, standardization and improvement in chemical industries have been made which led to the usage of new forms of plastics. In 1954, "POLYPROPYLENE" was noticed by "GINLIONATTA" and this was used for the construction materials, protection material, cups etc.

Now a day's plastics are used as an auxiliary materials for glass which leads to the manufacturing of water bottles, tins, soft drink bottles etc,

PLASTIC INDUSTRY:

Manufacturing of plastic is one of the major elements of chemical industry and the plastic material stands first in the chemical constituents. Most of the top fifty plastic companies were incorporated in United states, japan and Germany. Many of the components of plastics are "ISO CERTIFIED" and determined by the standards certificates. For the examples, "ISO306-THERMOPLASTICS".

Plastics can be deadly and in toxic. Clean plastic is in toxic because they liquefy in water due to high molecular content.

ENVIRONMENTAL EFFECTS:

Most of the plastics are highly robust which means it can withstand high compression and they are mostly elastic which can break down gradually. We all know that plastic waste is very much harmful to the environment and it leads to pollution. Use of more plastic lead to "Global warming". Plastic packing can also cause water pollution and turns the fresh water into contaminated water, which leads to the death of fresh water animals. The remedy is to not dump the plastic bags or cover into the water.

INDIAN PLASTIC INDUSTRY

Indian plastic industry came into existence in the year 1957 by producing “POLYSTYRENE”. Subsequently the advancement of producing more and more plastic products has been increased very quickly. The plastic industry has more than 3000 exporters. It provides employment opportunities for more than 5 million people and it also consists of more than 32000 processing centres, 90-95 percent consists of small and medium scale industries. Exporting of plastic from India gains an income of US\$8.24 billion in the FY 2016-17. During the FY 2016-17, Some of the major importers of Indian plastic products includes, “China, Germany, UK, Turkey, Saudi Arabia, Nepal, Bangladesh, Italy”. One of the major things is the utilisation of plastic in India is estimated to 25 million metrics tonnes by 2020. The Indian plastic industry produces variety of raw materials, plastic made goods, PVC, stationaries, bags, cloths, wrapping, medical and lab equipment’s, electrical items, sheets and others. Indian plastic industry has a tremendous infrastructural facility with competence and with experienced manpower. It is primarily sustained by many other industries. One of the important things is that there is no difficulty in procuring raw materials because it is abundantly available in our country. Therefore, most of the plastic industries will not depend on importing of materials from other countries.

“PLASTIC EXPORT PROMOTION COUNCIL” is the head of the administration which is mainly responsible for exporting of plastic product to other countries and maintaining healthy relationship with them and by also increasing the foreign exchange. This board will help and motivate the people to attend international expositions, to understand the market exposure of different countries and also it joins hands to involve in various other meetings and activities.

The per capita consumption of the usage of plastic products in India is recurrently growing and it is contributing towards 9% of GDP growth.

Since from the year 1957, the plastic industry in India is very much developing and has achieved and contributed more to the growth of GDP. Starting from the production of “POLYSTYRENE”, manufacture of polymers given below.

- 1957- Polystyrene
- 1959- low density polyethylene
- 1961- Polyvinyl chloride
- 1968- High density polyethylene
- 1978- Polypropylene

MARKET SIZE

Indian market is the emerging and growing market in the economy and the demand for the plastic products has been increased from 3 to 3.5 times to the GDP growth. But it is said that the growth of contribution is lower than the real GDP economic growth. The per capital consumption pattern of plastic is 10KG in India when compared to china which is less than 25KG. Many researches are being made for the development and growth of the production of plastic. Size of the plastic industry is around US\$25billion.

In the year 2017, the export of plastic has been increased gradually. During the year 2006 the export of the plastic was very less and during that period export of plastic products has been slowly started increasing to 22%. Due to this drastic growth, the export of plastic raw materials increased from 60% to 65%. Now a day's plastic industry is growing to an expected rate very rapidly.

Indian market plays a vital role in motivating the entrepreneurs to get upgraded with the technology by producing high quality products and put on hand for the development of plastic industry. Moreover, we have to know that the equal importance is given to the plastic machinery sector which in turn leads to the growth of the plastic industry. Through the development of plastic industry, by producing more and more products it leads to the improvement of service both in the domestic and the overseas market. Today it seems that more than 30000 units are involved in producing the plastic products and materials. Plastics can be used as raw materials, which can be processed, and output can be obtained.

1.1 INDUSTRY PROFILE

Stream water framework may be a quite scaled down scale water framework to possess the possible toward keep water and supplements through empowering water , The starting over the world outside or secured underneath the surface . the target is to place irrigate particularly keep it up the origin zone with verge of collapse dispersal. Stream water framework structures scatter water through an appointment of valves, channels, tubing, and manufacturers.

1.2 COMPANY PROFILE

The committed management with qualified and knowledge team support has provides world class PVC pipe technology to the fulfilment of the many well-known custom made product to habit agricultural, industrial, infrastructure development PVC pipe requirement for any application. the corporate is continually working towards customer satisfaction by providing quality products, services and timely delivery.

the corporate has earned a prestigious name in producer and supplier of PVC pipes for agricultural, domestic, industrial, infrastructure development and lots of more application publicly , private and single utility activities in local, regional and national level and is one of the trusted PVC pipe manufacturer and supplier in Karnataka, also got vision to spread its business area anywhere India.

VISION

To be ability to the market leader by individual to the highest pioneering contributor of maximum worth top cost products and modern answers plus services with least contact on environment also, begin on top by most noteworthy well being standers.

MISSION

- Maintain top position in exhibit by giving best in school things and organizations
- to create future relationship with our customers and clients by provide satisfied and `trusted customer services by pursuing business through innovation and advanced technology.

SWOT ANALYSIS

It is done to know the corporate strength, weakness, opportunity and threats.

SUGGESTIONS:

- most the respondents feel the security at work is vital and that they are satisfied with the security equipment provided. Such safety consciousness among.
- Majority of the respondents aren't satisfied with the housing facility. therefore the company can consider this.
- Since, it's found that majority of the feminine respondents aren't satisfied with restroom facilities, it's suggested that the management can focus and improve upon the restroom facility which are very essential within the organization for workers .

Majority of respondents agreed to possess adequate freedom to try to to their job efficiently.

CONCLUSION:

Sree Sai Mithra pvc pipe industry, Chintamani constitute a satisfied distribution force. They enjoy most of the facilities. Yet, they required certain additional facilities about which this project has made detailed study and analyses. An impartial attainment is formed to highly highlight the strength and weakness of the channels of distribution Sai Mithra Industry.

The analysis of primary data and secondary data has helped to gauge whether the distribution covered under the statutory and non- statutory market. the target of the study was to review the prevailing channels of distribution , existing of awareness and implementation of the purchasers satisfaction the ways through which distribution are often improve the extent of employees satisfaction..

- Similar local and international branded categories.
- Competitor may come up with different production strategy.
- Chances of switching brand to a different .
- An unsatisfactory person may give negative impression on this product.

Future growth and prospects

Currently the corporate is running its operation with within the entire state of Karnataka and also border places of Tamilnadu and Andhra Pradesh.

The major market demand area for sree sai mitra pipes aside from its local place [chintamani] is bagepalli, chikkaballapur, srinivasapur.

The company is getting to expand its trading activity out side the state like South Africa , Malaysia and also some parts of south Asian countries.

CHAPTER 2

Literature review

“producer passage is vital for power to scale back the expenses of economic transaction (williamson ,1981). This power of helpfully carry the competitiveness of firms, there are manufactures , giver , retailer and buyers, due to far that separates them apart, doing channel a big function to reinforce export behaviour. other studies that found quality results of its essential role of chanel to be a determinnt factor for improvement are often found in shuming and carlos et al,2008 ”

”Marketing channels are pair of interdependent organisation involved within the method of making a product or service available to be used on consumption. These are a gaggle of pathways a product or service follows after manufacturer ,culmination in brought and use by the ultimate end user”(PHLIP KOTLER)

MEANING:

A channel could also be a sequence of organisation or intermediaries through which an honest of service passes unit it reaches the more buyer. It involves wholesalers, retailers distributors.

Types of distribution channels

Levels of a Distribution Channel

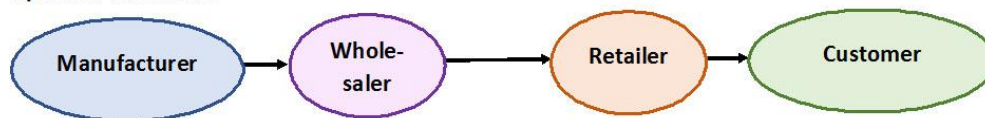
Option 1: Zero Levels (Direct distribution)



Option 2: One Level



Option 3: Two Levels



The PVC'S manufacture action is that's the world biggest one users of chlorine, expending almost 35% of chlorine manufactured worldwide (IARC, 2008, WCC, 2006). Ordinary PVC resin includes of 57% chlorine (Scheirs, 2003).

- Chlorine is produce with decomposition of saturated brine (salt water). They's are 3 primary operation for the electrolytic productions of chlorine. This are the voltaic cell action (developed in 1885), the mercury cell process (developed in 1892), and that's why the membrane cell process (developed in 1970) (EU, 2001).
- The pollution production firm with chlorine producer action that is of most concern is mercury pollution to air, soil and water (EU, 2001).
- Mercury pollution is implicated in many health hazards. Inorganic mercury are often metabolised by anaerobic bacteria to make highly toxic methyl mercury, which is an organic sort of mercury that bioaccumulates within the organic phenomenon(EU, 2001).

- World chlorine creation is predominantly being exchange to the utilization of the membrane cell action. Consistent with the ecu Commission (EC, 2001) the simplest available technology for the manufacture of chlorine is membrane cell and non-asbestos diaphragm idea. The membrane cell process has inherent advantages over both older processes, bcz it doesn't use mercury or asbestos, and it's the foremost energy efficient (EC, 2001).
- North and South American chlorine creation is predicated totally on Asbestos diaphragm technology. This technology has been developed with the introduction in the 1980s of modified diaphragms that have reduced environmental impact.
- In 2006 mercury emissions from chlorine manufacture accounted for fewer than 1% of total global emissions of mercury(natural and human induced emissions combined) (WCC, 2006). Lot of significant sources of mercury emissions are volcano eruptions, coal fired power stations and crematoria.
- The UN Environment Programmes (UNEP) Governing Council meeting in Nairobi in February 2009 agreed to a worldwide treaty to tackle mercury emissions. This treaty are going be enforced by 2013 (UNEP, 2009).

A channel may be a necessity in business. This lesson will discuss these channels, the kinds of distribution systems, and therefore the goods and services that move along these channels.

The distribution function of selling is like the place component of the marketing mix therein both center on getting the goods from the producer to the buyer. A channel in marketing refers to the trail or route through which goods and services travel to get from the place of production or manufacture to the ultimate users. that has at its center shippment and logistical thought.

Work-to-work (W2W) distribution occurs between a manufacturr and industrial users of raw materials needed for the manufacture of finished products. For instance, a logging company needs a distribution system to connect it with the lumber manufacturer who makes wood for buildings and furniture.

Business-to-customer (B2C) distribution occurs between the producer and therefore the final user. As an example, the lumber manufacturer sells lumber to the cabinetmaker, who then makes the furniture and sells it to retail stores, who then sell it to the ultimate customer.

TYPES OF DISTRIBUTION CHANNEL:

In marketing, are often distributed using two main sorts of channels: direct distribution channels and indirect distribution channels.

Direct Distribution

A distribution system is claimed to be direct when the merchandise or service leaves the producer and goes directly to the customer with no middlemen involved. This happens, more often than not, with the sale of services. For behalf both the car wash and therefore the barber utilize direct distribution because the customer receives the service directly from the producer. This'll also occurs with organizations that sell tangible goods, like the jewellery manufacturr who sells that's products directly on to the buyer.

Indirect Distribution

Indirect distribution occurs when their are brokers or agents within the channel . within the wood example, the intermediaries would be the lumber manufacturer, the cabinetmaker, and therefore the retailer. The larger the amount of intermediaries within the channel, the upper the worth is probably going to be for the ultimate consumer. This is often due to the worth adding that happens at each step within the structure.

Direct or indirect distribution structures may include any combination or all of the subsequent entities:

- A wholesaler
- The Internet (direct)
- Catalogs (direct)
- Sales teams (direct)
- The value-added reseller (VAR)
- Agents
- Traders

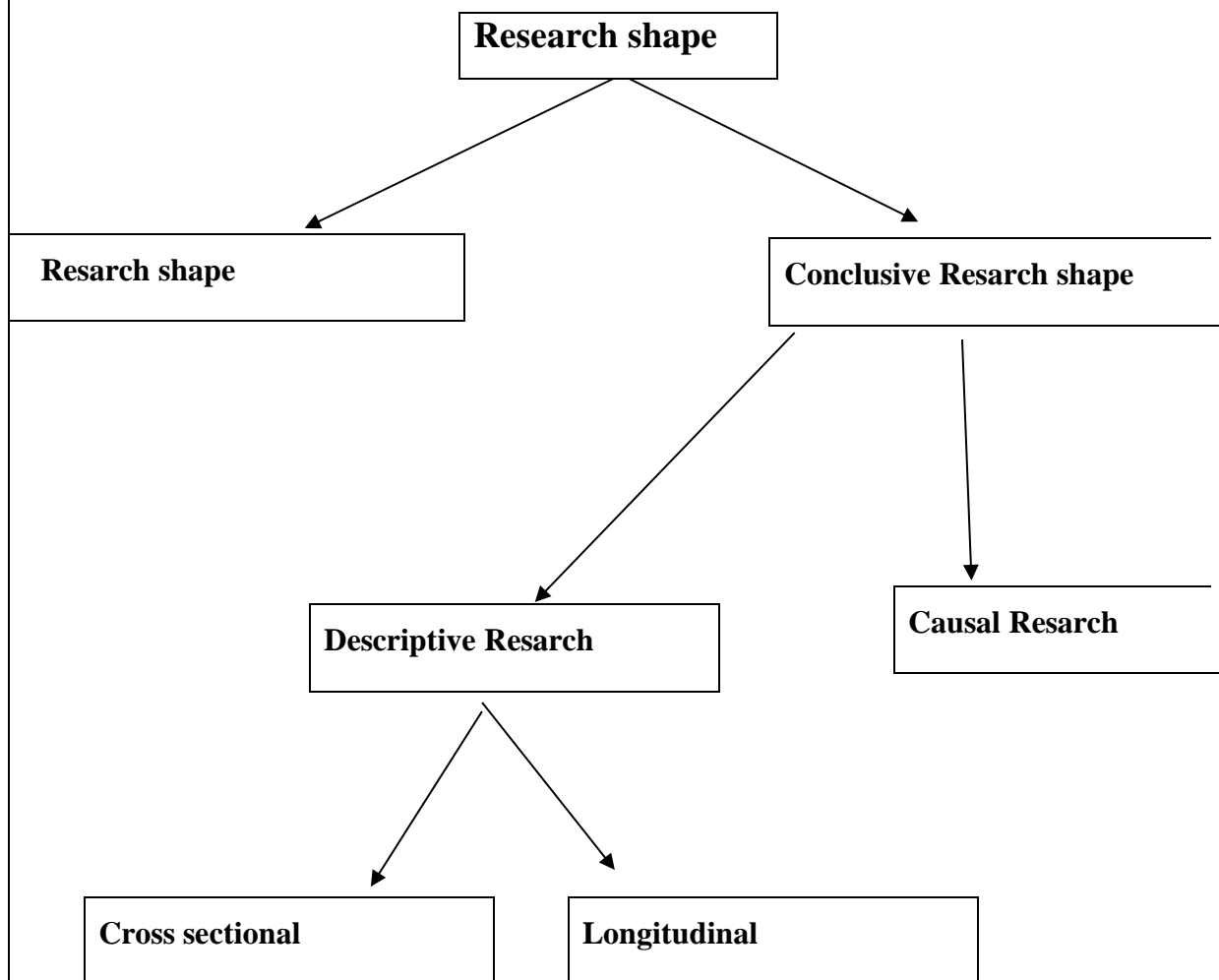
CHAPTER 3

RESEARCH DESIGN

Research design is that the blueprint for the gathering measurement and analysis of knowledge it's the general strategy that we elect to integrate the various components of the study logically.

kinds of analysis shape are like following :

- Descriptive analysis shape
- Causal research shape
- Exploratory analysis



FUNCTION:

1. Buying and assembling
2. Warehousing
3. Categorizing and packaging
4. Transportation
5. Financing
6. Proving marketing
7. Danger carrying

SUBJECT RELATED TO LEARNING :-

This learning on effectiveness of passage related to Sai Mitra Industries

3.1 STATEMENT OF PROBLEM:-

Distribution channel play key role within the carrying the items from the corporate of consumer. There is present now tons of clash within the tube organization and therefore for distribution must carry the items to consumers at proper hour and proper location. it aims of this learning are to seek out of impact the distribution passage runs by doing requires the items of shops who's one requires to shop for this analysing issues is to seek out the hardness within the passage of suppliers.

3.2 NEED FOR THE STUDY

Mark insight is one the fundamental extent of logo decency, every now and again contemplated to be an essential of customers looking for determination since it speak to the real part for example mark inside the worry set. Mark consideration can likewise influence buyers saw danger assessment and their self-faith in the securing result , on account of ability with the channel of distribution and its characteristics.

3.3 OBJECTIVE OF THE LEARNING

The main intention behind this project is to learning and knowing the division passage and this effectives in taking items in right hour and at right location. this intention might incurred

the learning of build up and disadvantage of the passage to learning the various issues faced by the agents and to learning the kinds of passage of division.

This should incurred the under requires:

- selection level of the live distribution passage
- Place is requires for this
- Issues which are related to the live channel
- Satisfaction level of the retailers towards the live channel

3.4 SCOPE OF THE STUDY;-

- business relax a critical role and acts as an knowledge instrument determine a drag and what are all the possible answers to the matter.
- It also help in attain targets for work growth, sales, and latest product improvements.
- When the survey is conducted and therefore the probable determine are found effective plans are often improved.
- The study is confined to the retailers in chintaani district.
- focus on the matter location arising within the sound .

3.5 RESEARCH METHODOLOGY:

• Methodology of research for the study was primarily that of the interview backed by a structured questionnaire. The survey was collected randomly from various departments in Sree sai Mitra Industries by conducting a survey on the effectiveness of channel of distribution in sree sai Mitra Industries.

3.6 LIMITATION OF THE STUDY

- the private interviews weren't idealistic and informative.
- Lot of your time is required to gather the proper information
- thanks to busy schedule of private officers they didn't provide much information required of the study.

- The sample size was restricted to few employees.

1.SOURCES OF KNOWLEDGE COLLECTION:-

Data is one among the foremost important and vital aspect of any research studies. Every research is predicated on data which is analysis and interpreted to urge information, is the basic unit in statistical studies.

mainly 2 methods of knowledge consumption ideas are follows;

- first information collection techniques- primary information collection users surveys, experiments or direct observations.
- Secondary data collection could also be conducted by collecting information from a various source of documents or electronically stored information, Census and market studies are the samples of common sources of secondary data.

2.CLASSIFICATION OF KNOWLEDGE CONSUMPTION;-

here we go to uses the first information for analysis and interpretation. Primary data means original data that has been collection for the primary time. it's the primary hand data collection by the researcher, primary data has not been published yet and is more reliable, authentic and objective. Primary data won't be altered therefore it's more validity, during this study questionnaire is employed to gather the info from the respondents.

3.TRAIL MASS;-

its a crucial matter and prefer for amount ,people are recruit in a peoples there whiling its learning 25 consumers are hired like trailers. 25 trails are hardcore shops in chikkaballapur district.

4.SAMPLEING TECHNIQUE;-

Here on the type of learning benefit trail skills is employed due by the related requires and trail and it not involve the some randomly selected of competents.

5.PILOST LEARNING;-

Before particular survey we have to take 10 pilot learn respondents. supported the pilot learned exits further calculated processed.

6.ANALYSIS EQUIPMENT;-

This for information research and calculation of m s excl is employed .

CHAPTER 4

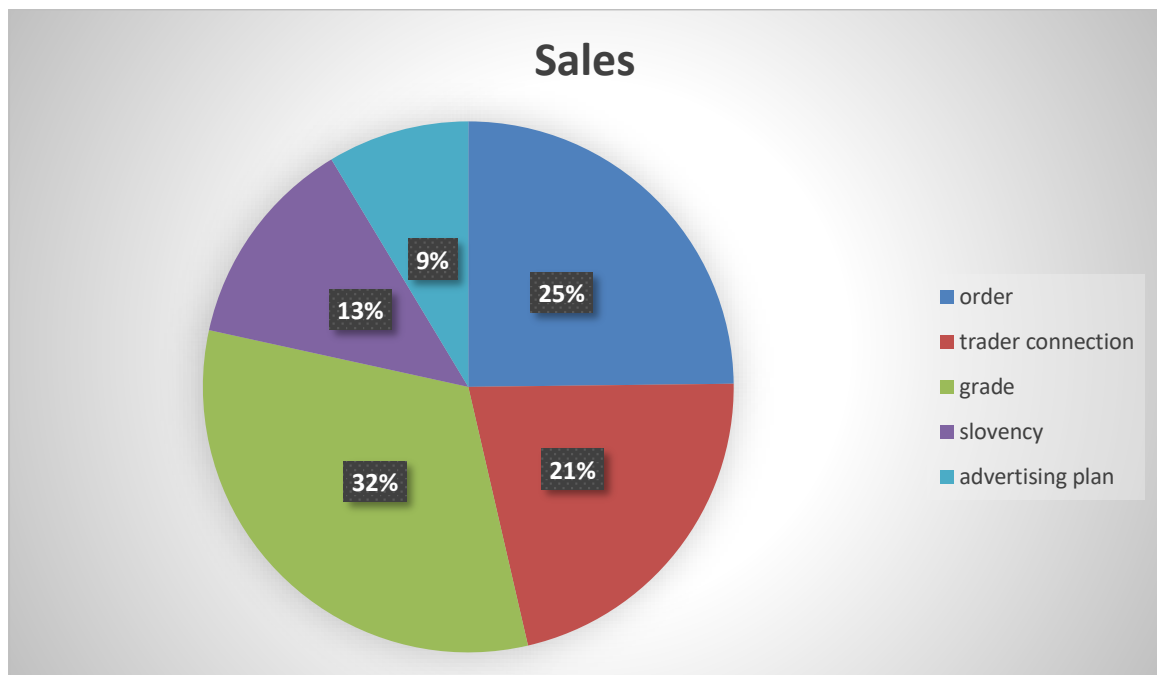
ANALYSIS AND INTREPRETATION:

Table 1

Showing the reasons for selling Sree Sai Mitra Industries products:

Particulrs	No of Respdents	Prcentage
Order	23	25.55%
Trader connection	20	22.22%
Grade	27	33.00%
Solvency	12	13.33%
Advertising plan	8	8.88%
Gross	90	100%

Chart 1



RESEARCH AND INTREPRETATION:

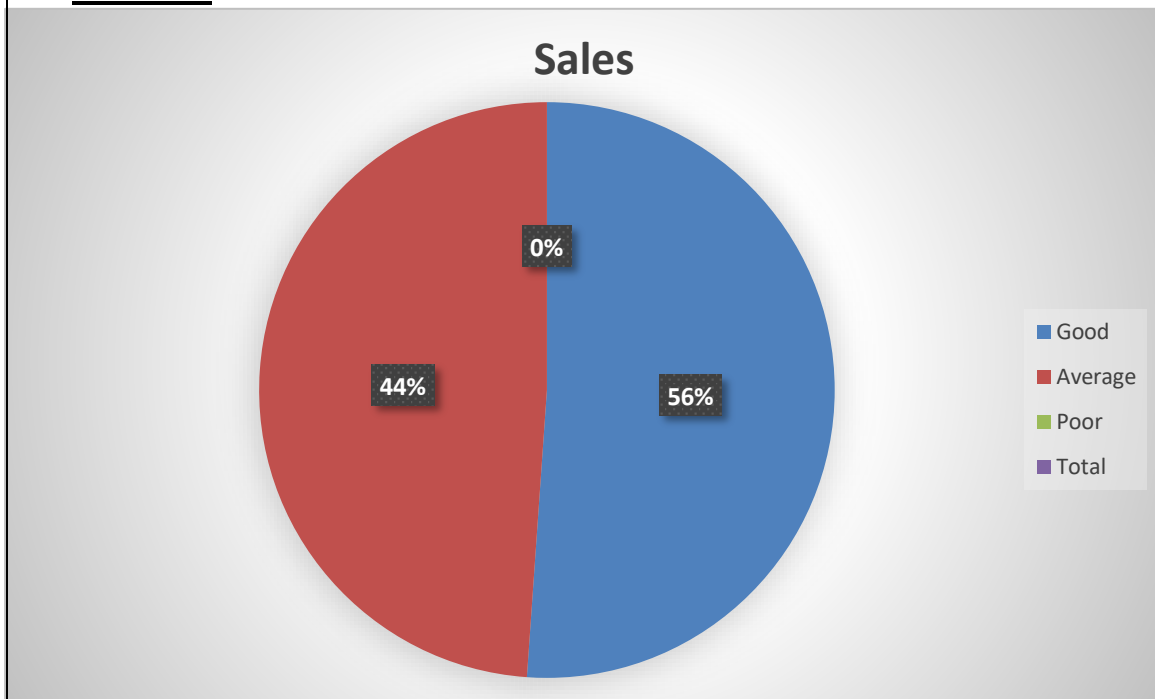
From the above table and chart shows its out of 90 suspects , 12% tells suitable to sloveny,20 % tell this's because of trader connection,23 % peoples replies suitable to order, 27% tell because of grade and 8 % replied advertising plan. From the above table and grape. this is properly understod it lot of suspects review sloveny, trader connection and the mainly cause for providing sree sai mitra items and some of us told grade and advertising plans are the causes for providing.

Table 2

Showing the ratings given by the retailers regarding the grade of items:

Particulrs	No of Respdents	Perentage
Best	48	53.33%
Medium	42	46.66%
Lower	0	0
Gross	90	100%

CHART 2



ANAYSIS AND INTRPRETATION :

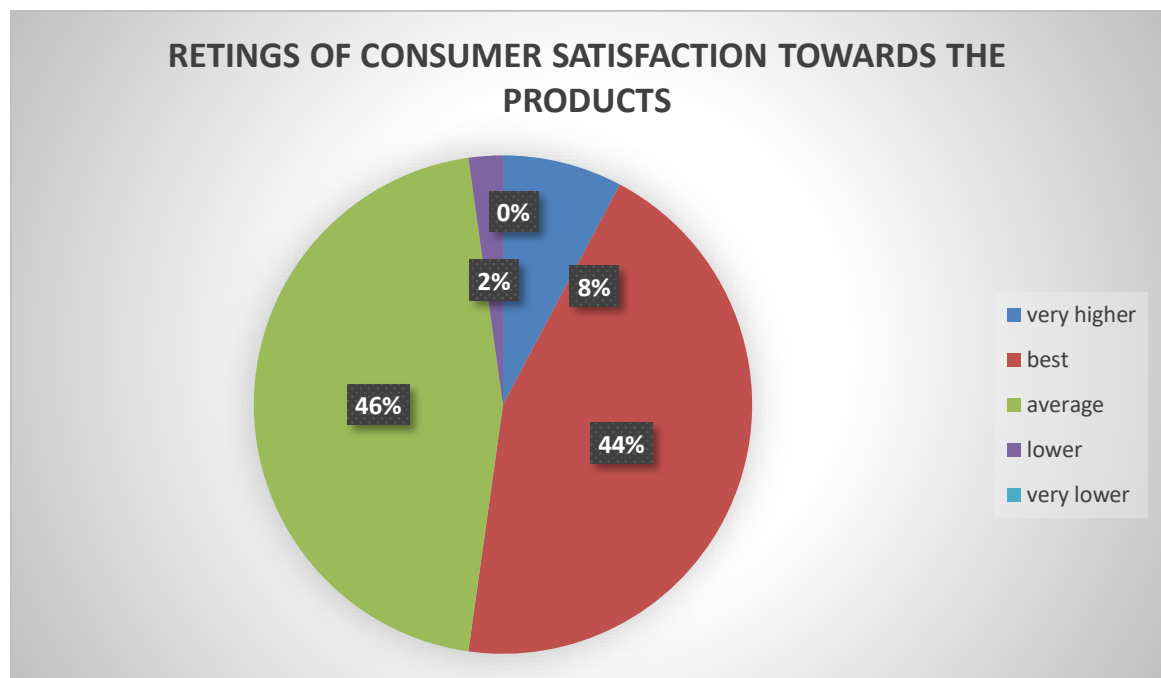
From the above table and chart 51% suspects review the grade is good ,56% of suspects told the grade is of medium types .from the above table and charts it says out of 90 respondents more than half answered that the quality is good .

Table;- 3

Showing the ratings of customer preference towards the products: -

Particulrs	No of Respondnts	Percentage
Very higher	7	7.77%
Best	40	44.44%
Average	41	45.55%
Lower	2	2.22%
Very lower	0	0.00%
Total	90	100%

Chart 3



RESEARCH AND INTERPRETATION :-

In the above list and 44% of suspects told best, 46% suspects told it is average, 8% suspects told very higher, 2% of suspects told lower and remain of the suspects told very lower for the customer liking toward the consumer items. From the up list and chart, more of suspects reveiw that is good and remain of the suspects are unsatisfied with the items.

TABLE 4

Showing whether there is any situation of no stock:-

PARTICULRS	NO OF RESPONDNTS	PERCENTGE
Yess	3	3.33%
Noo	87	96.67%
TOTAL	90	100%

CHART 4



RESEARCH AND INTERPRETATION:-

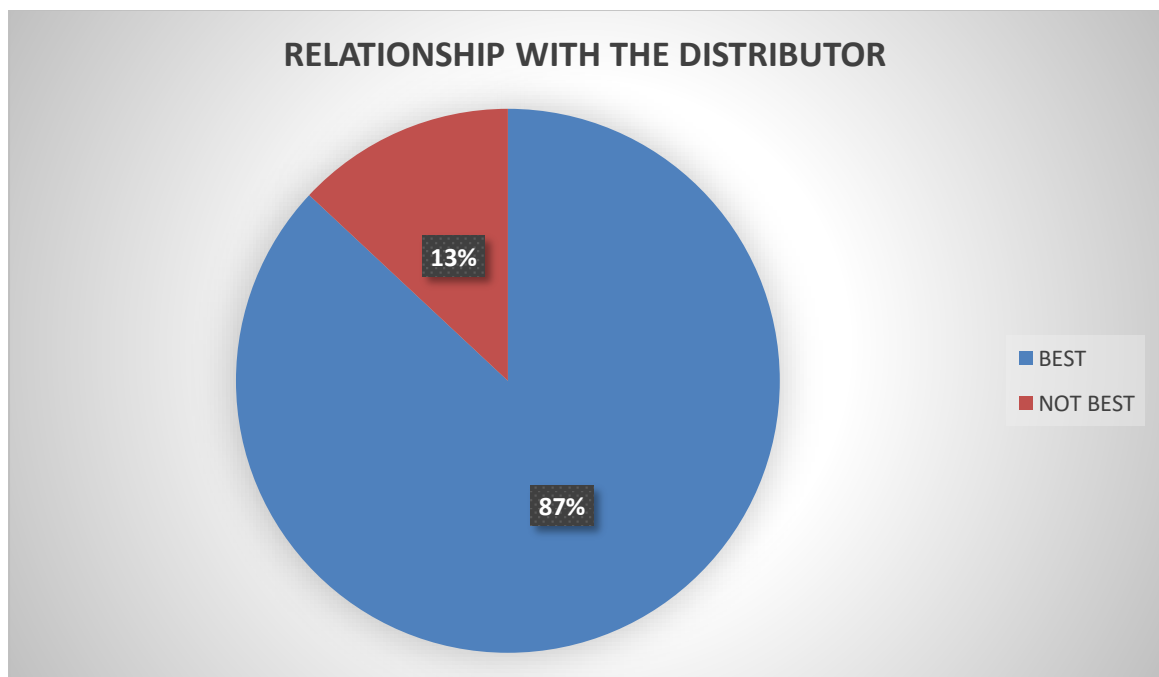
In this list and graph 97% of suspects told no and remaining suspects told yes for the condition of no item. In the upper list and graph, this tells more of suspects are not arising the issues of no stock,

TABLE 5

Showing the relationship with supplier

<u>PARTICULARS</u>	NO OF RESPONDENTS	PERCENTAGE
BEST	80	88.88%
NOT BEST	10	12.22%
GROSS	90	100%

CHART 5



ANAYSIS AND INTERPRETION :-

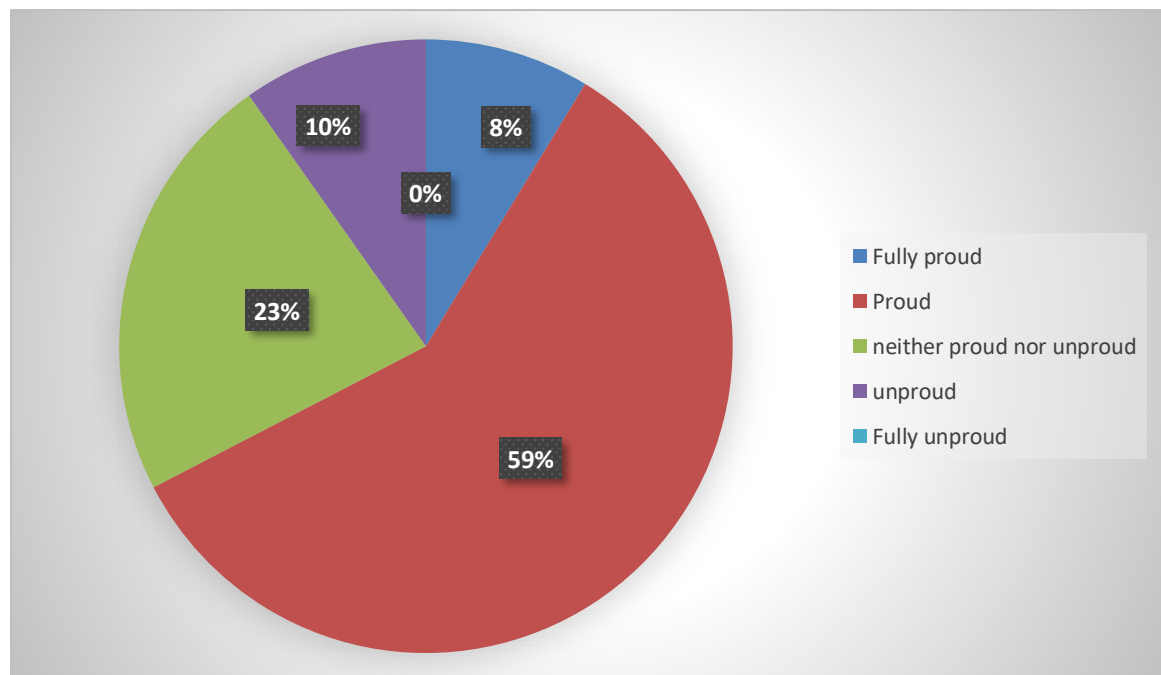
From the above table and chart 88% of suspects are best connection to supplieries 12% of suspects. doesn't have better connection to them, in the upper list and graph more of suspects have a better connection with the suppliers and few doesn't have.

TABLE 6

Showing the level of satisfaction of worth border

PARTICULRS	NO OF RESPONDNTS	PERCENTGE
Fully proud	8	8.88%
Proud	52	57.77%
Neither proud nor unproud	21	23.33%
Unproud	9	10%
Fully unproud	0	0%
Total	90	100%

CHART 6



RESEARCH AND INTERPRETATION :-

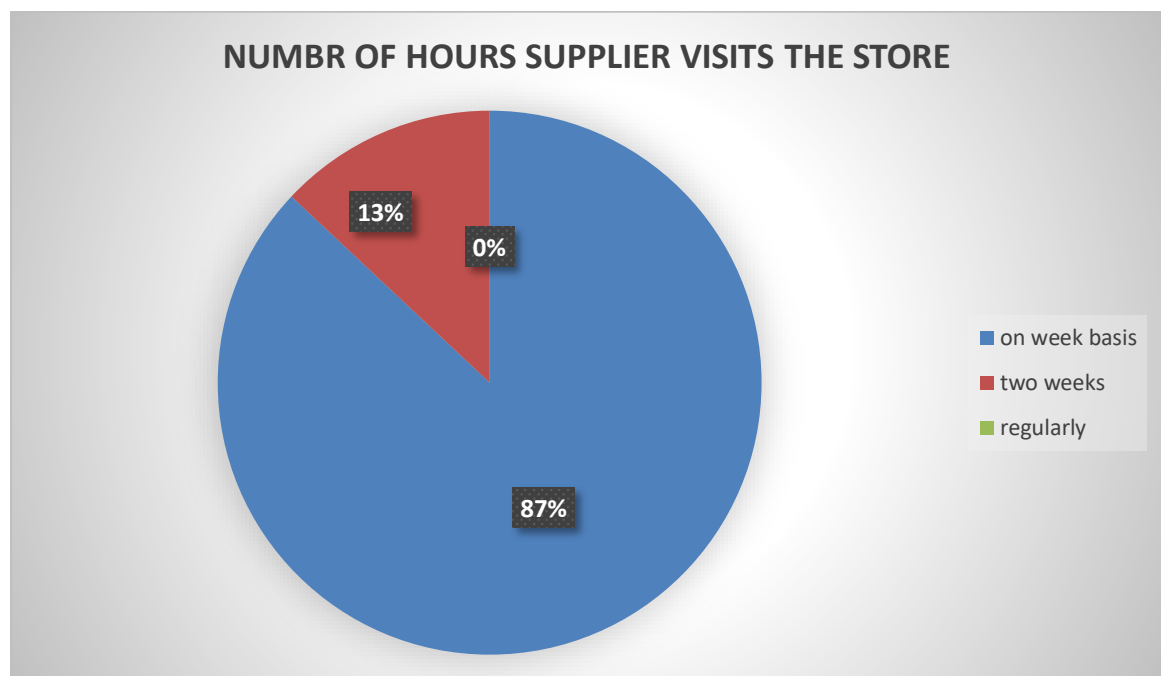
In the upper list and graph 59% of connection said that the worth border is proud 23% of connection are neither proud nor unproud, 10% of connection are unproud and 8% of connection are fully proud and none of the connection are fully unproud. in the above table and chart, it says higher than 1/2 of the people are proud with the worth border and remaining are fully unproud.

TABLE 7

Showing the number of times suppliers call on the store;-

PARTICULRS	NO OF RESPONDNTS	PERCENTGE
On a weekly basis	79	87.77%
Two weeks	11	12.22%
Regularly	0	0%
Gross	90	100%

CHART 7



RESEARCH AND INTERPRETATION :-

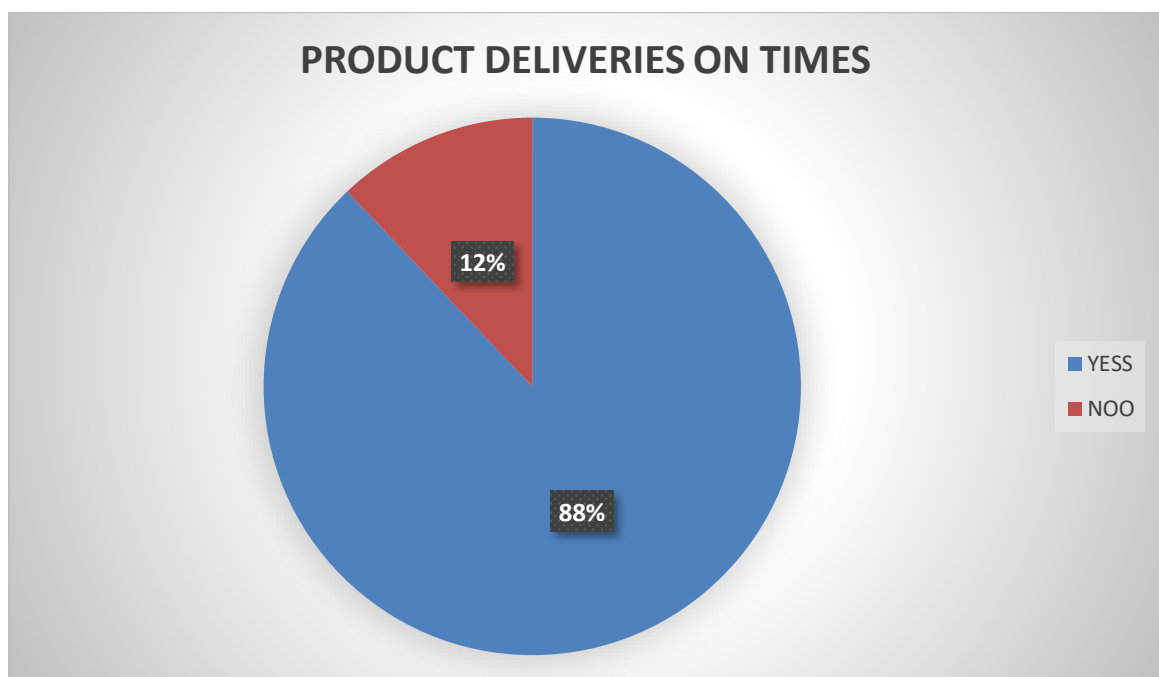
In the upper table and chart 87% of suspects told that supplier visit the store on week basis, 13% of suspects told two weeks and remain told regularly, In above table and chart, more of suspects told that supplier visits the store on weeks basis.

TABLE 8

Showing whether the product delivery on times ;-

PARTICULRS	NO OF RESPONDNTS	PERCENTGE
YESS	80	88.88%
NOO	10	11.11%
TOTAL	90	100%

CHART 8



RESEARCH AND INTERPRETATION :-

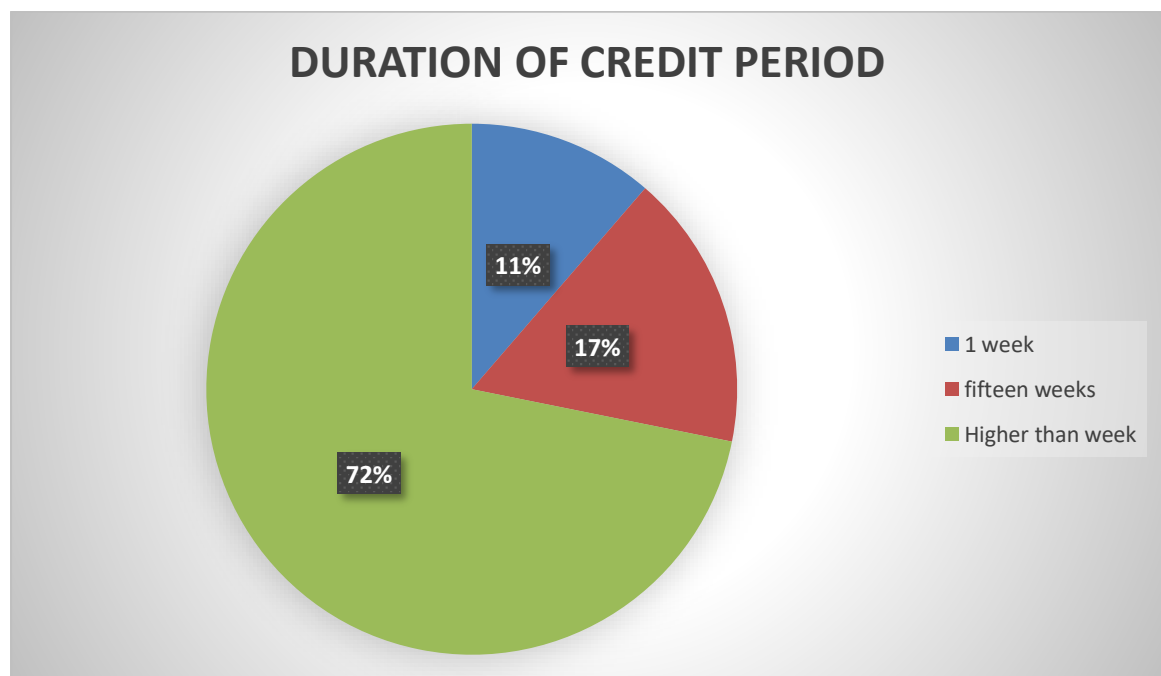
In the upper list and graph ,88% suspects agree that the items are providing on times and 12% suspects told that the items are not providing on times. In the upper list graph ,majority of suspects told that items provided on times.

TABLE 9

Showing the duration of approval time provide by the organisation ;-

PARTICULRS	NO OF RESPONDNTS	PERCENTGE
1 week	11	11.22%
Fifteen days	15	16.66%
Higher than a month	64	71.11%
Gross	90	100%

CHART 9



RESEARCH AND INTERPRETION :-

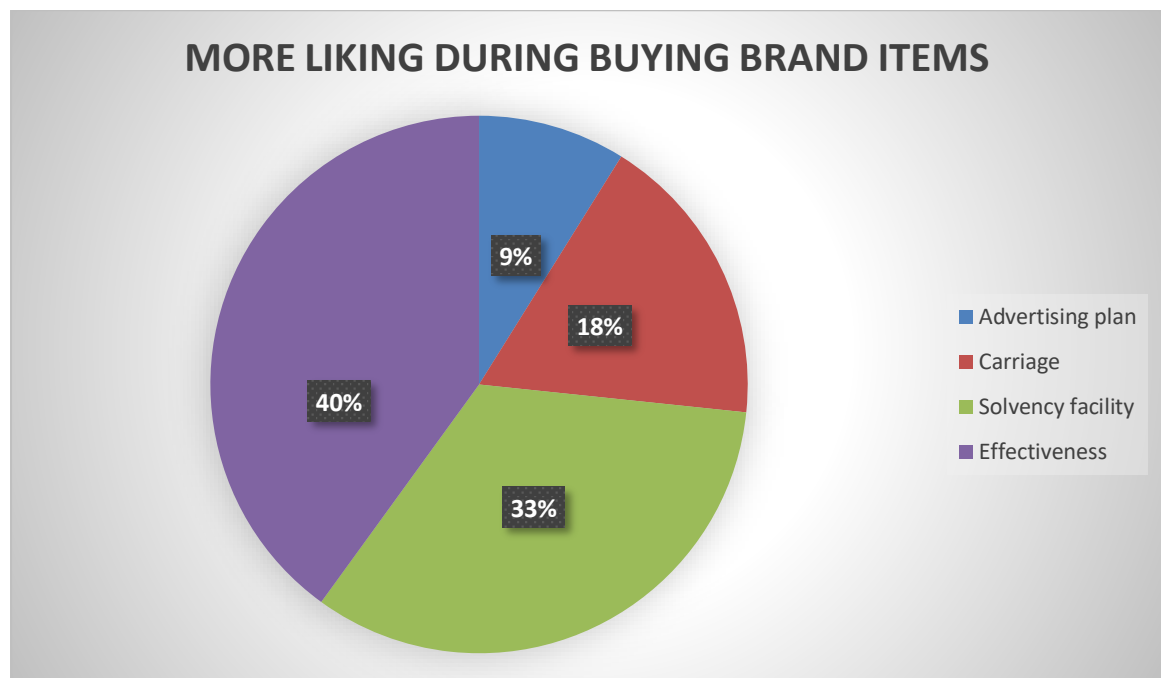
The above visible table and chart, the excess than a one month 73% of respondents are saying, others 17 % respondents are telling 11% and 7days, time is given, from the above table graph , more respondents telling that credit time is greater than one month and others telling that credit time is 15days and 1week.

TABLE 10

Showing the more liking during buying any brand items :-

PARTICULRS	NO OF RESPONDNTS	PERCENTGE
Advertising plan	8	8.88%
Carriage	16	17.77%
Solvency facility	30	33.33%
Effectiveness	36	40%
Gross	90	100%

Chart 10



RESEARCH AND INTERPRETION :-

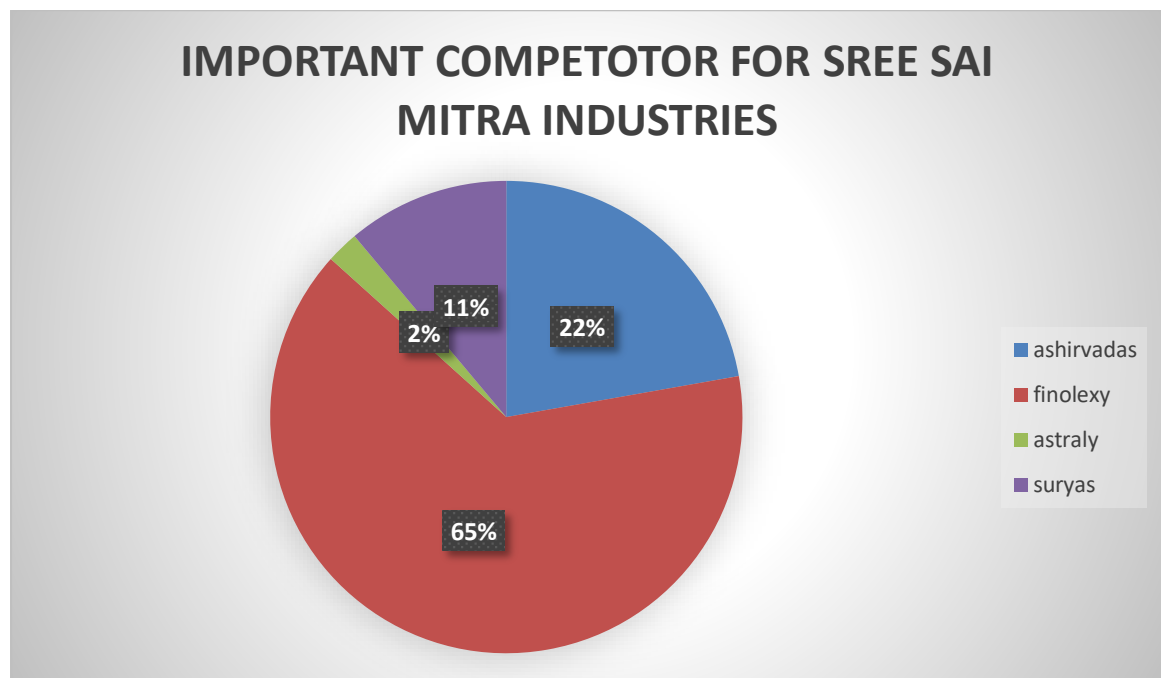
In the above table and chart 33% of suspects told solvency facility given is the very important reason for buying branded products ,40%of suspects told over come effectiveness, 18%of suspects told that out of due to delivered and 9% are suspects told advertising plan to be most situation for buying the brand items. In the above-table and chart, most of the suspects told solvency facility and effectiveness has the main cause for buying brands items

TABLE 11

Showing the major competitor for Sree Sai Mitra Industries products:

Particular	No of Respondent	Percentage
Ashirvadas	20	22.22%
Finolexy	58	64.44%
Astraly	2	2.22%
Suryas	10	11.11%
Gross	90	100%

Chart 11



RESEARCH AND EXPLANATION:

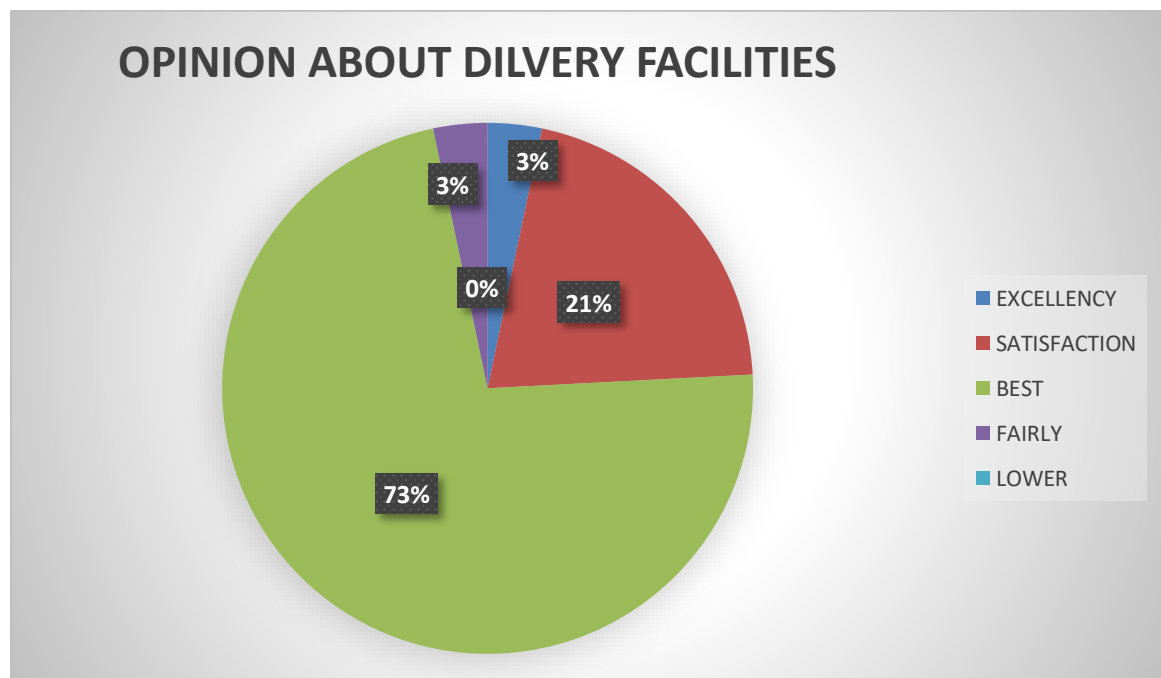
In the upper list and graph 65% of suspects told finolexy is the main challenger , 22% of suspects told ashirvadas , and 11% of suspects told suryas and 2% of the suspects told that astraly as the challenger for sri sai industry . from the above table and chart most of them told that finolexy is the major challenger compare to ashirvadas ,suryas and astraly .

TABLE 12

Showing opinion about transportation of products from the outlet.

Particulrs	No.of respondnts	Percentge
Excellency	3	3.33%
Satisfaction	18	20%
Best	65	72.22%
Fairly	4	4.44%
Lower	0	0%
Gross	90	100%

Graph 12



RESEARCH AND INTERPRETATION:

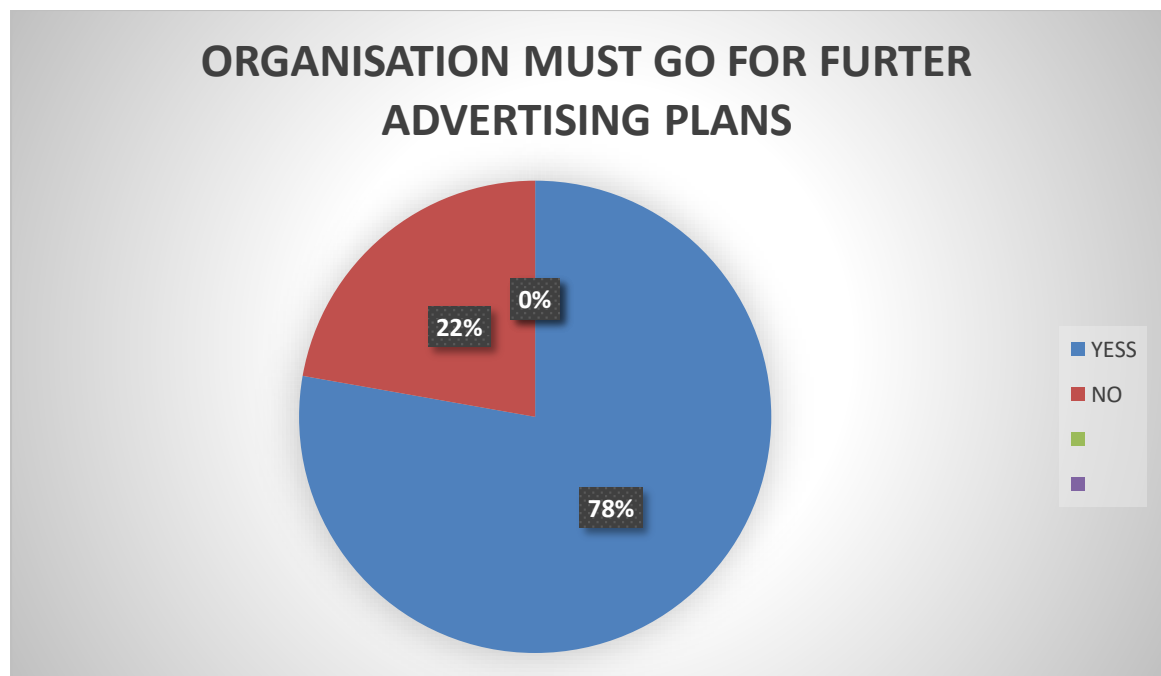
In the upper table and chart , 73% of suspects told best , satisfaction 21% of suspects told that is satisfaction , 3% of suspects told fairly and 3% of suspects told excellency and remaining suspects told lower relating to delivering facilities. From above table and chart , most of told best, few of the suspects told that is satisfaction , counts the peoples told that is excellency and remaining suspects told lower

TABLE 13

Showing whether the organisation must go for further advertising plans.

Particulrs	No.of respondnts	Percentge
Yess	70	77.77%
Noo	20	22.22%
Total	90	100%

Graph 13



RESEARCH AND INTERPRETATION:

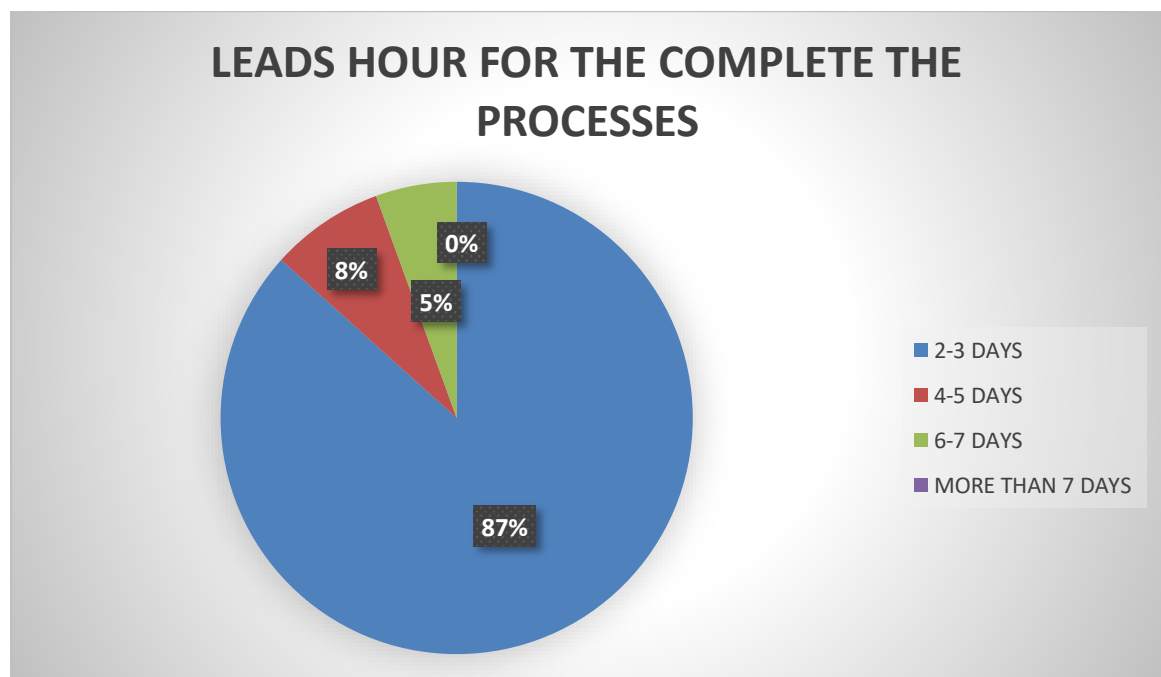
In the above table and chart, 78% of suspects told YES and 22% of suspects told NOO for under going furthers advertising plans. From the above table and chart most of suspects told organisation must go for furthers advertising plans and some of suspects told noo.

TABLE 14

Showing the leads hour for challenger of the steps:

Particulrs	no.of respondnts	Percentge
2-3 dayss	80	88.88%
4-5 dayss	6	6.66%
6-7 dayss	4	4.44%
More than 7 dayss	0	0%
Gross	90	100%

Chart 14



RESEARCH AND INTERPRETATION:

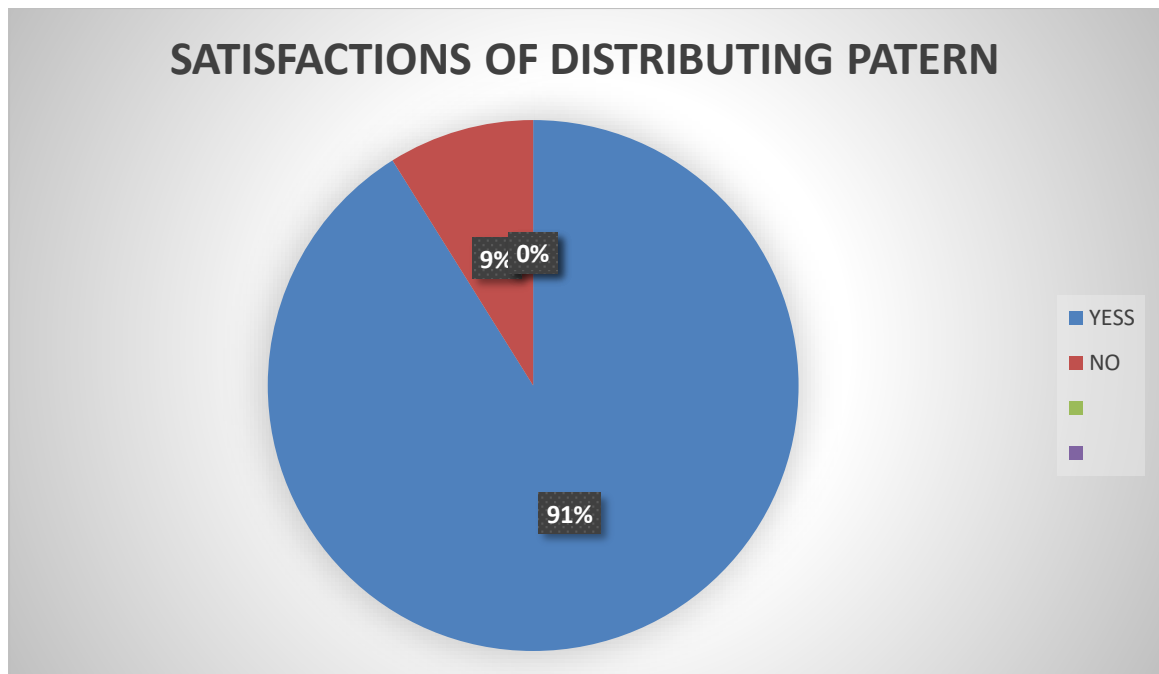
In the above table and chart, 87% of suspects told 2-3 dayss is leads hour for finalisation of action, 8% of suspects told 4-5 dayss, 5% of suspects told 6-7 dayss is the leads hour. From above table and chart majority of suspects told 2-3 dayss is the leads hour for finalising the action.

TABLE 15

Showing the satisfactions of distributing patern:

Particulrs	No.of respondnts	Percentge
Yess	82	91.11%
Noo	8	8.89%
Gross	90	100%

CHART 15



RESEARCH AND INTERPRETATION:

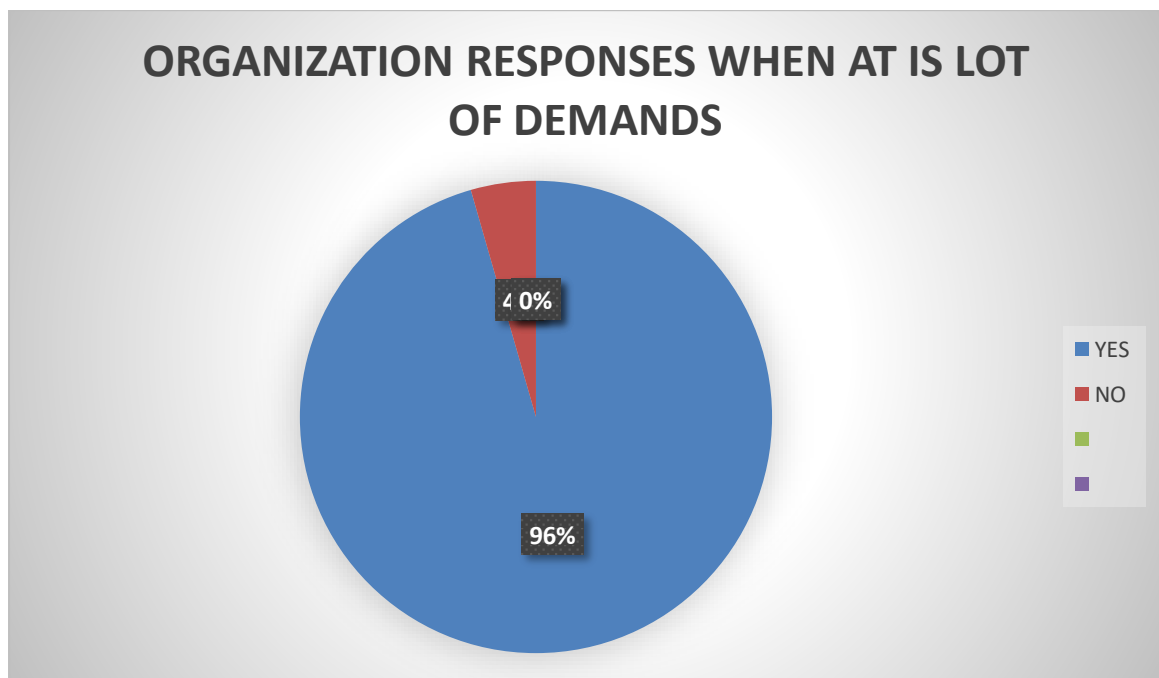
In the above table and chart ,91% of suspects told are satisfy with the distributing patern and 9% of suspects told they were unsatisfy. from the above table and chart, lot of suspects told they were satisfy with the distributing patern and only some of the suspects are unsatisfieds.

TABLE 16

Showing whether the company respond when there is more demand for the products:

Particular	No of Respondent	Percentage
Yes	86	95.55%
No	4	4.45%
Gross	90	100 %

CHART 16



RESEARCH AND INTERPRETATION:

In the upper table and graph ,96% of respondent told the organization will respondent when there is lot demands and 4% of respondent told the organization will no respondent .From above table and chart , lot of respondent told thats the organization respondent when there is lot demands and only few of the respondent told the organisation will not respondent when there is lot demands.

TABLE 17

The table showing the customer rating towards pricing of Sree Sai Mitra Industries pipes.

Particulars	Respondents	Percentage
Reasonably priced	10	10%
Over priced	70	70%
Economically priced	20	20%
Total	100	100%

GRAPH 17



ANALYSIS AND INTERPRETAION:

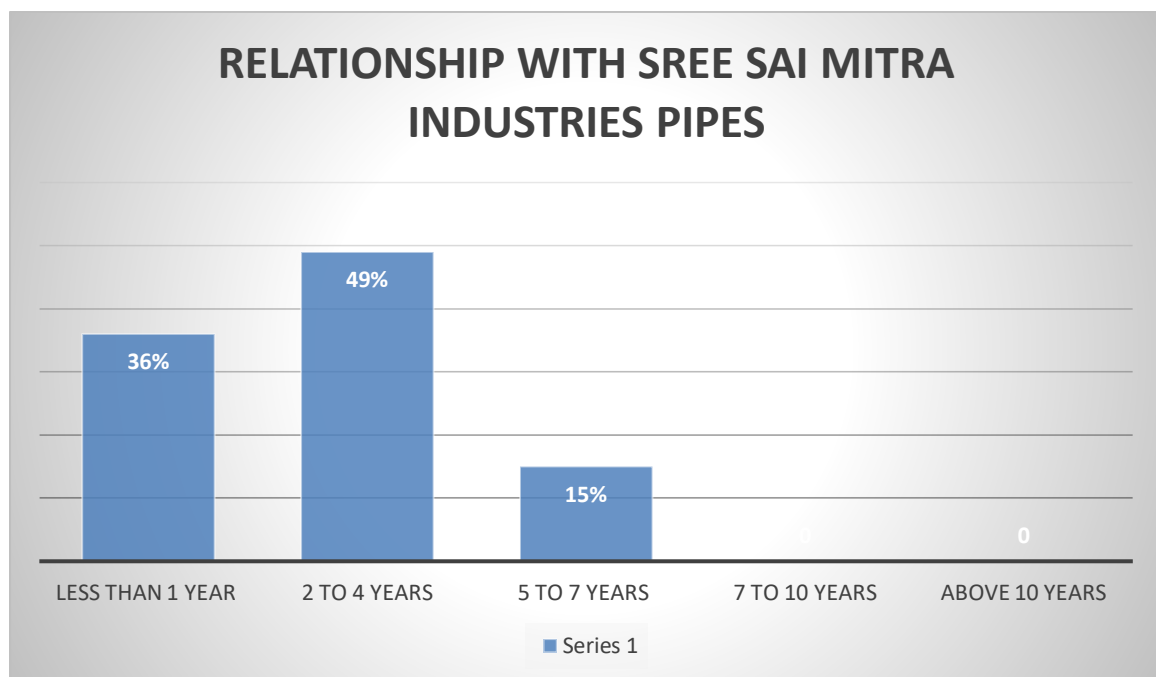
The above table and graph clearly represent that 10% of customers are rated as reasonable price and 70% over price and 20% are economically priced it includes that Sree Sai Mitra Industries pricing strategy regarding apparel is economically priced. The people rated to poor it clearly indicates that price of Sree Sai Mitra Industries pipes are expensive compare to other shop.

TABLE 18

The table showing the relationship with Sree Sai Mitra Industries pipes from how long.

Particulars	No.of respondents	Percentage
Less than 1 year	36	36%
2 to 4 years	49	49%
5 to 7 years	15	15%
7 to 10 years	0	0%
Above 10 years	0	0%
Total	100	100%

GRAPH 18



RESEARCH AND INTERPRETAION

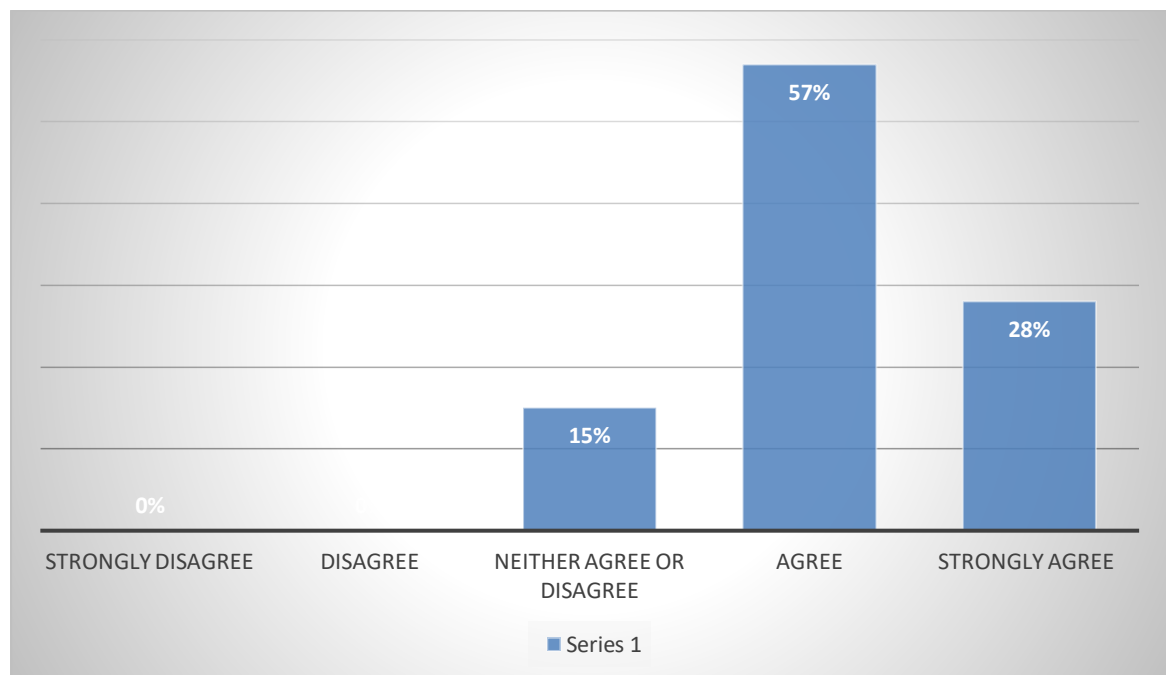
In the upper list and chart we can clearly experiment 36% respondents are less than one year and 49% are below 4 years and 15% are below 7 years. The maximum number of respondents have maintained with Sree Sai Mitra Industries pipes from last 2 to 4 years.

TABLE 19

The table showing whether Sree Sai Mitra Industries pipes fit your requirements:

Particulars	No,of respondents	Percentage
Strongly disagree	0	0
Disagree	0	0
Neither agree or disagree	15	15%
Agree	57	57%
Strongly agree	28	28%
Total	100	100%

GRAPH 19



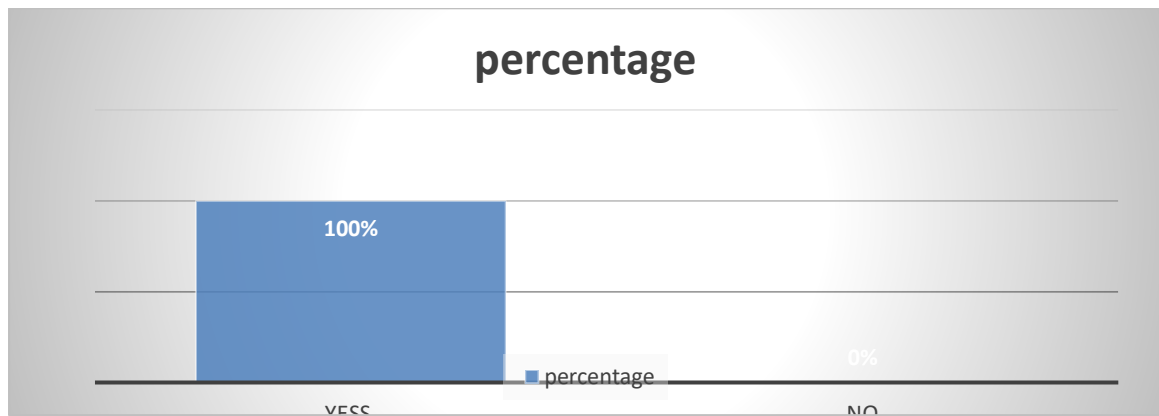
ANALYSIS AND INTERPRETATION:

From above table we can show that 50% are neither agree or disagree,57% are agree and 28% are strongly agree. The maximum number of respondents agreed that Sree Sai Mitra Industries products fit their requirements.

TABLE 20

The table showing customer awareness in Sree Sai Mitra Industries

Particular	No of respondents	Percentage
Yess	100	100%
Noo	0	0%
Grand	100	100%



RESEARCH AND INTERPRETATION:

In the upper list and chart represents promotional activity of Sree Sai Mitra Industries pvc pipes resulting that the customer in chintamani are aware of existence of Sree Sai Mitra Industries as a result all respondents know Sree Sai Mitra Industries PVC PIPES well. The people in chintamani are aware of sree sai pipes when they provide promotion through holdings and advertisement. The people will aware of existence of Sree Sai Mitra Industries in chintamani.

CHAPTER – 5

FINDING, SUGGESTION AND CONCLUSION

5.1 FINDING:

- From the survey more of them told the explanations for trading Sree Sai Mitra Industries items is thanks to corporate solvency policys.
- From the survey more of them suspects told tht the standard of Sree Sai Mitra items has nice.
- From the survey us appear to understand that can the consumer liking toward the merchandise is sweet .
- From the survey majority of answer told it this need not decrease any condition of no stocks.
- From the survey that's been showed it the connection with the provider is sweet .
- From the survey we set up it the dealer is proud with border of profit .
- From the survey we appear to understand it the dealer call on the trade store while a week to need the demand.
- From the survey lot of the answer told the items are delivered in hour a number of them told the carriage are going to be behind.
- From the survey lot of them told the solvency time provided by the corporate is quites a monthh.
- From the survey lot of answer told it the most reasons for buying brand product is grade.
- From the survey lot of answer told finolexy is that the main challenger for Sree Sai Mitra Industries.
- From the survey it's get it the main issue arise by the trader is thanks to the negligences of agents.

- From the survey majority of answer told the corporate should choose other advertising plans.
- From the survey lot of answer told the delivery is satisfaction and a few told they are not satisfactory with the delivery facility.
- From the survey it's founds it the hour interval for the completes of the method is 2-3 day's.
- From the survey lot of answer told it the distributing patterns is sweet and a few they told it is needy .
- From the survey lot of answer told the corporate will responds when there is lot order.

5.2 SUGGESTION:

- A organisation must draw up with other advertising plans so as to draw in the purchasers.
- A organisation must be lot of flexibility and will improve the solvency time in order it the traders could do payments with none hurdle.
- A organisation must be in correct press with the providers to see and reviled weather the items are delivery on hour or not.
- A organisation must sell more products so as to succeed in more customers so as to hide different geographical places in order it them will be a challenger for different organization products.
- A organisation must provides discount to customer so as to grip care of the honesty toward the brands.
- A organisation must conducting review functions in order that they will do any change.
- A organisation must come up with other sort of product and objectives so as to match with the challenger.

5.3 CONCLUSION

A survey was taken on relating the subject “A success of passage of Sree Sai Mitra Industries” .it learning is predicated on which way to efficient is that the delivery patterns and therefore the more aim is to analysis the method of delivery patterns ”.

In the learning ,we appear to understand it there is no issue within the delivery facilities grade of the merchandise ,or solvency time etc, but the matter come out thanks to the neglect of agents while the distribution activity. Even through the corporate furnish the items in hour to the dealers, they’ll do a unexcepted hours providing steps .they’re makes a behind carriage to retailer .while the estimation processes few answer notice a bad issue related the distributors .so as to beat this issue, the company must contacts the dealers common feedback the method or the corporate must higher the border of profit so as to retailer them or the corporate must perform daily assembly with the traders and sellers and check out to unravel the problems and contest alternatively the corporate must traffic jam with different dealers to carry on the distributing activity softly.

QUESTIONNAIRE

1.PERSONAL DETAILS

I. Name:

II. Phone no:

III. Designation:

a. manger() b. Officer() c. Clerical & technical() d. Other ()

iv. Age:

a. 20 – 30years() b.30 – 40years() c. 40 – 50years() d. 50 & above()

v. Sex:

a. Male() b. Female () c. Others ()

vi. Number of years on service:

a. 0 – 2years() b. 2 – 5years() c. 5 – 10years() d. 10 & more()

Dear sir/madam I NAVEEN KUMAR V perusing MBA in, CMRIT college in Bangalore, has

Under taken a project work with the title “EFFECTIVE CHANELLS OF DISTRIBUTION”

In partial fulfilment of master of business administration. I here by request you to spare your

Valuable time in answering this questionnaires has its extremely important to my research &

The information collected will be used for only the purpose of academic & I will assure you

To keep collected data wholly confidential.

THANK YOU

1. Are you selling sri sai product ?
 - a. Yes b. NO

2. Reason for selling sri sai product ?
 - a. Margin
 - b. Promotional schemes
 - c. Demand
 - d. Dealer relationship
 - e. Credit policy
 - f. Other reasons

3. Reason for not selling sri sai products ?
 - a. Credit policy
 - b. Promotional material not supplied on time
 - c. Schemes are not conveyed on time
 - d. Supply of product is not proper
 - e. Don't wish to specify

4. How much time does it take for delivery of sri sai product product after ordering ?
 - a. 6 – 12 hours
 - b. 1 – 2 days
 - c. 2 – 7 days
 - d. More than 7 days

5. How do you rate the schemes of the company ?
 - a. Good
 - b. Average
 - c. Poor

6. How do you rate the credit policy of the company ?

- a. Good
- b. Average
- c. Poor

7. How do you rate the margin of company ?

- a. Good
- b. Average
- c. Poor

8. how do you rate the quality of sri sai product ?

- a. good
- b. average
- c. poor

9. How do you rate the brand pull of the company ?

- a. Good
- b. Average
- c. Poor

10. How do you rate the supply norms of the company ?

- a. good
- b. average
- c. poor

11. does the company executives convey schemes on time ?

- a. yes
- b. no

12. How do you rate the rate the representative behaviour with retailers ?

- a. Highly satisfied
- b. Satisfied
- c. Dissatisfied
- d. Highly dissatisfied

13. How do you rate the damage policy /

- a. Highly satisfied
- b. Satisfied
- c. Dissatisfied
- d. Highly dissatisfied

14. are you getting information about schemes of sri sai product at proper time?

- a. Yes
- b. No

15. Are you satisfied with the distribution channel of sri sai product ?

- a. yes
- b. no

BIBLIOGRAPHY

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BOOKS

Philip Kotler marketing management “Himalaya publisher ltd.”

Suja S Nair, consumer behaviour in Indian prospective 1st

edition,2011,Himalaya publisher .

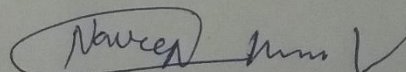
Leon G.schiff men and lestielazerkanuk consumer behaviour

ACTIVITY CHART

ACTIVITY CHART

SL NO	ACTIVITY	ACTIVITY DETAILS	DURATION
1	ACTIVITY 1	Understanding structure, culture and functions of the organisation of business problem from the industry from the literature study.	WEEK 1 03-01-2020 TO 11-01-2020
2	ACTIVITY 2	Discussion with the guide for finalization of research design instrument and presenting the guide.	WEEK 2 13-02-2020 TO 20-01-2020
3	ACTIVITY 3	Collection of data , editing of the collected data, coding, tabulating and presenting to the guide for suggestions for analysis.	WEEK 3 21-01-2020 TO 27-01-2020
4	ACTIVITY 4	Analysis and finalization of report and making presentation to the guide.	WEEK 4 28-01-2020 TO 08-02-2020
5	ACTIVITY 5	Submission of final report to the university before one week of the commencement of theory examination.	WEEK 5 10-02-2020 TO 17-02-2020

Naveen Kumar V



Name and signature of the student