

A PROJECT REPORT
(18MBAPR407)
on the Topic
**A STUDY ON DEALER'S PERCEPTION TOWARDS
PROTECH ENGINEERING LIMITED**

By
Ms. DEVAKHI P
1CY18MBA13
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

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CERTIFICATE

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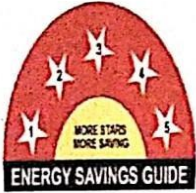
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Signature with Date

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Name of internal evaluator

PROTECH ENGINEERING

AN ISO 9001 : 2008 COMPANY



Mfrs: SUBMERSIBLE PUMPS V8", V6", V4", OPENWELL SUBMERSIBLE PUMPS

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TO WHOM SO EVER IT MAY CONCERN

This is to certify that **Ms. DEVAKHI .P (USN No. 1CY18MBA13) MBA,** Studying in **CMR Institute of Technology, Bangalore** has successfully completed her project in our concern from 02.01.2020 to 16.02.2020 Her conduct and behavior during the training period was good. We wish success for her future.

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DECLARATION

I, **Ms. DEVAKHI P**, hereby declare that the Project report entitled “**(A Study on Dealer’s Perception Towards Protech Engineering Limited)**” prepared by me under the guidance of **Prof PREKSHA YADAV**, faculty of MBA Department, CMR Institute of Technology and external assistance by Mr. **SATISH KUMAR** (HR Manager, Protech Engineering). I 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: Bangalore

(Ms. DEVAKHI P)

Date: 26-06-2020

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Ms. DEVAKHI P

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EXECUTIVE SUMMARY

Pumps assume a predominant job in the segments like horticulture, creation of oil and flammable gas, oil refining, power age, residential and family unit utilities, and so forth, and contribute a significant part in country's economy. The Indian siphon makers have commonly considered the prerequisites of nearby market. In India, siphons are basically utilized for siphoning water from wells in family unit. With the impact of LPG (Liberalization, Privatization and Globalization) the Indian siphons makes have begun trading to outside nations, where siphons are utilized for different purposes in various parts like, oil treatment workplaces, steel miles, mines, and so forth.

My general involvement with Protech Engineering merited learning and I have accumulated information about my examination. I have attempted my best to meet the necessity by making this report is profoundly illustrative and plainly clarifying ideas that I have gotten the hang of during my preparation period. I have additionally given enough consideration towards my report titled as 'A Study on Dealer's Perception Towards Protech Engineering Limited'. This undertaking truly improved my handy information on the diverse administration territories, which will be especially useful for me in future.

CHAPTER 1

INTRODUCTION

INDUSTRY PROFILE

A pump is a gadget that moves water or liquids by mechanical activity. Most siphoning applications utilize divergent siphon, which changes over the information capacity to lift the water or fluid. The siphon has different parts, for example, siphon packaging, impeller and sleeve associated with engine shaft. At the point when liquid enters the siphon through the eye of the impeller which turns at fast, the liquid is quickened fundamentally outward from the siphon packaging. As in this connection the pump manufacturing industries got a great potential to reduce energy consumption, this could bring not only, business opportunities, new challenges but also a great help to the electricity board and for the society as a whole. Since the potential for electric current savings are huge in energy efficiency pump sets. Realizing the opportunity to manufacture and market the energy efficient pump sets, Coimbatore has got a major role.

Coimbatore is one of the most important business and business center points in the territory of Tamil Nadu. It is otherwise called the most extreme income yielding locale in the state in front of different urban areas, subsequently it is considered as the quickest developing second-level metro urban communities in India. According to Food and Agriculture Organization (FAO) of United Non corporate document repository report 2012, Coimbatore is also known as Manchester of South India and the economy of Coimbatore is greatly influenced by many industries like textile, pumps, hosiery, Information Technology, poultry, etc. and thus Coimbatore is positioned fifteenth in the rundown of generally serious cities. Today the ability of siphon fabricates in Coimbatore City has reached out past India's shores to numerous nations

around the world. The Indian market for pump is estimated at Rs.70, 000 million, with an expected annual growth rate around 18 to 20 percent over the coming years addressed by Chaitanya Koranne, Chief Executive Officer, International Division CRI Pump during the press meet in 2012. These pumps are the first of its kind among the organized pumps sectors from Coimbatore city, as their motto is to provide better value for money through manufacturing and marketing of energy efficient pumps, after sales service support and strong support of dealer network management. The organized industry is facing a stiff competition from unorganized sector, who are also known as assemblers of pump set from local market. In this scenario it is challenging job to those organized sector to manufacture and market energy efficient pump sets to meet the market demand and to maintain better quality on competitive price front.

According to Coimbatore Special Economic Zone, CSR Report 2012, Coimbatore is otherwise called Pump City in South India. It has huge number of siphon makes who adds to the green unrest that 3 rethought India's of thriving. The City has large number of small, medium and large scale pump manufactures. In fact the first motor made in India, came out from a building shop in Coimbatore. Today, the siphon and engine producing segment is positioned at the verge top among the largest engineering activities in Coimbatore city. The pump manufacturing industry in Coimbatore holds a major portion of the total Indian market share (Milton Snodgrass and Wallace 1970). Throughout the long term, the city is notable for its vitality effective siphons, specialized predominance of the extra parts. It has assisted the siphon segment with providing food both homegrown and worldwide requests. The motor and pump (organized sector) from Coimbatore supplies over 60 percent of India's requirements having 3.45 million population (Government of India census report 2011).

The Southern India Engineering Manufacturers' Association (SIEMA) established in 1952 has around 215 members; most of them manufacture motors and pumps of various types (Industrial profile of Coimbatore District 2012-13 MSME Development Institute). Also it is noteworthy that the organized sector pumps manufactured in this city are according to the specifications of the Bureau of Indian Standards. In the top list of organized pump sector to name a few Texmo, Aquatex, Suguna, CRI, Kirloskar, Mahindra, Deccan, etc., have their manufacturing base in Coimbatore city.

COMPANY PROFILE



Set up in the year 1995, Protech Engineering in Sowripalayam, Coimbatore is a top part in the class Submersible Pump Dealers in the Coimbatore. This outstanding establishment goes about as a one-stop objective altering customers both close by and from various bits of Coimbatore. Through the range of its trip, this business has set up a firm foothold in its industry. The conviction that shopper reliability is as huge as their things and organizations, have helped this establishment acquire a colossal base of customers, which continues growing continually. This business uses individuals that are submitted towards their different positions and put in a huge amount of effort to achieve the essential vision and greater targets of the association. Before long, this business intends to develop its line of things and organizations and oblige a greater client base. In Coimbatore, this establishment includes an obvious zone in Sowripalayam. It is a simple task in heading to this establishment as there are various strategies for transport instantly available. It is at Sakthi Nagar Mk Palayam Main Road, Next To National Model School, which makes it basic for first-time visitors in

discovering this establishment. It is known to offer top help with the going with characterizations: Submersible Pump Dealers, Self-Priming Pump Manufacturers, and Submersible Pump Part Manufacturers.

Protech Engineering has become famous in the rundown of top providers of Submersible Pumps and Pumping Equipment in India. The provider organization is situated in Coimbatore, Tamil Nadu and is one of the main venders of recorded items. Protech Engineering is recorded in Trade India's rundown of checked dealers offering preeminent nature of Open Well Domestic Submersible Pumps, V4 Borewell Domestic Submersible Pump and so forth. Purchase Submersible Pumps, Pumps and Pumping Equipment in mass from us for the best quality items and administration.

Protech Engineering is a Pump producing industry in Coimbatore associated with making Openwell siphons and Vertical sort Submersible water siphons with related Controls Panels for the sake of "TEXPRO", "SHARPTECH" and "PROTEX". Over long periods of involvement with the siphon business, they have effectively built up a cost proficient siphon sets with indigenous innovation. The organization has additionally acquired BIS Certificate for ISI Mark in 2003. Through ceaseless cycle improvement and smoothing out, they have a quality framework at standard with the worldwide principles.

Protech Engineering is a set up Engineering Company began in 2001. Protech Engineering envelops "Projecting FOUNDRY", "CNC MACHINE SHOP" and "Siphon MANUFACTURING UNIT". They are situated in the city of Coimbatore, in South India, a city clamoring with a great deal of designing exercises.

Protech Engineering is an ISO: 9001: 2008 confirmed organization and 5 star rating in significant models. Protech Engineering deals with the client's need by providing them the quality according to norms for their complete fulfillment. They have a jobbing foundry making Gray Iron Casting. Their own Machine shop has CNC Turning Centers and CNC Machining Centers with complex Quality Control Equipment like CNC Co-ordinate Measuring Machines. Their siphons are collected with their own castings and machined parts. They have empowered Pump Testing unit to guarantee the quality. The organization is completely dedicated to opportune conveyance and to broadened powerful administrations other than keeping up the quality levels. In quest for greatness, the organization will receive rehearses that help preservation, food and revival of vitality, condition and common assets. This would be accomplished by instructing our kin, ceaseless improvement of innovation and cycles and utilization of examination. This arrangement has been imparted to all representatives and will be made accessible to open on request.

PROMOTERS

Protech Engineering's promoters are their customers (dealers and non-dealers). Protech Engineering has dealers at Tamilnadu, Kerala, Andhra Pradesh and some parts of Maharashtra. Some of their dealers are listed below:

- Sree Lakshmi Agencies.
- Masimalayan Industries.
- Sushila Agency.
- Sigma Industries.

VISION

- Protech Engineering is planning to be most favored provider of the best quality in the worldwide siphon industry.

- To be recognized as a specialized pioneer in the realm of siphon industry.
- They plan to give higher client worth and need to get a standout amongst other client esteem suppliers in the comparative business.
- Set new norms for morals and uprightness.
- They consistently endeavor hard to grow increasingly more proficient siphon innovation.

MISSION

- To surpass their client desires in quality, conveyance and cost through persistent improvement and client cooperation.
- To be known as the most genuine maker in siphon industry.
- They propose to benchmark its items, administrations and frameworks with top tier Company in India.
- It would accomplish this status through item quality, on time conveyance, value, seriousness, absolute client arrangements, robotization through IT \ applications across association including business cycles and exploration, advancement and development.
- To make a protected work environment by decreasing wounds, mishaps and natural effect for current and people in the future.

QUALITY POLICY

Protech Engineering is resolved to accomplish absolute consumer loyalty by, producing great siphons with worldwide seat mark meeting client desires, giving opportune gracefully and incredible administrations to our clients through cooperation and ceaseless improvement. They are additionally dedicated to the earth security, wellbeing, wellbeing and government assistance of our workers, and meeting desires for other invested individuals including the general public.

PRODUCT OR SERVICE PROFILE

TYPES OF PRODUCTS

OPENWELL PUMPSETS

Openwell submarine siphons are supplanting radiating siphons at various spots due to a portion of the inborn points of interest, for example:

- o No separate establishment is required.
- o Cooling is greatly improved and consequently longer life.
- o Convenient to move here and there.
- o Foot – Valve isn't needed.
- o Suction head is killed.

DESIGN - OPENWELL SUBMERSIBLE PUMPS

- o No Foundation – No pump house required.
- o Pump operates under water, hence no foot valve – no priming – no suction problems- less possibility of burn-out of motor.
- o Long life due to, cast iron construction – water lubricated journal & thrust bearings – dynamically balanced all rotating parts – motor designed to withstand wide voltage fluctuation.
- o For safety, earthing terminal is provided.

Application

Domestic, Garden, Irrigation, Drip & Sprinkler irrigation, Public water supply, Industrial & rural water supply.

Special Features

- No suction & priming problems.
- No need of pump house.
- Noiseless operations.
- Single shaft for pump and motor ensures permanent correct alignment.
- Suction head is eliminated.
- High operating efficiency.
- Extremely hard wearing water lubricated bearing.
- Highly durable water cooled rewind able motor.
- Can be easily dismantled and repaired.

SUBMERSIBLE PUMPSET V4

Single or multistage radial siphons in siphon cover or in ring area structure. Outspread or blended stream water driven frameworks; Suction packaging fitted among engine and siphon with sifter to shield the siphon from coarse particles/sand in the liquid. Siphons with check valve (non-return valve) in alternative are provided. Accessible with strung especially reasonable for vertical establishment in tight profound wells. Extra direction are fitted relying upon the quantity of stages. Tempered Steel embeds are fitted to the impeller. The impeller center point is ensured by tempered Steel embeds are fitted relying upon the quantity of stages. This plan improves the beginning force and has the impact that strong particles, for example, sand are impelled outside.

Application

Water system, Domestic, Civil water gracefully, Fountains, Industrial, Rural water flexibly, Firefighting, Pressure boosting units, Ponds, Gardens, Sprinkler frameworks and Mining.

SUBMERSIBLE PUMPSETS V6 & V8

6" Stainless steel arrangement submarine siphons are made of erosion opposition tempered steel with worked in hardened steel check valve for a considerable length of time of difficulty free assistance. All essential parts are made of hostile to destructive great 304/316 evaluation tempered steel and the pole in SS 431/329 and all around intended for the most ideal pressure driven productivity. Siphons are multistage divergent sort and the ideal plan of impellers and diffusers empowers the most ideal water powered effectiveness. The siphon is solidly coupled to a sub electrical engine which works lowered underneath the outside of water. Implicit check valve forestalls reverse and lessens the danger of water pounding.

VERTICLE AND HORIZONTAL PUMPS

These multistage openwell submersible pumps are preferably reasonable for Openwell/lake/dam where there is wide fluctuation in water level, consequently attractions and Priming issues don't emerge, main players is of wet kind, water greased up engine.

Application

Flat or Vertical Openwell borewell submarine siphon is intended for different applications like:

- Sprinkler and dribble water system frameworks.
- Siphoning from in-well bores.
- Siphoning from sumps for tall structures and industry.
- Waterway and trench lift-water system.
- Openwell siphoning for horticulture and water system highlights.

- Submerged in water permanently so no need of separate cabin.
- Compact design suitable for minimum water level.
- It also works on low voltage.
- Noiseless and vibration free operation.
- Installation without foot valve.
- Easy installation and servicing ion.

SELF PRIMING PUMPS

- Locked impeller design for noise free.
- Durability.
- Low Power Consumption.
- Rugged Construction.

SPARES

- 1 Year Warranty Free Company Service for all models.
- 2 Year Warranty Company Service for all models.

INFRASTRUCTURE FACILITIES

They have set up a vigorous foundation that is isolated into different divisions, for example, creation unit, R and D unit and quality testing lab. Extended over a broad zone, our assembling unit is fitted with most recent machines, apparatuses and hardware. Because of our machines, apparatuses and gear, we can manufacture electrical and electronic items according to characterized industry principles.

Texpro Pumps makes the vast majority of the siphon parts in house and secures not many from devoted providers. The greater part of the assembling machines, for example, Lathes, Presses, welding Unit and Winding Systems are accessible in-house for assembling of segments. Undeniable gathering offices for engines and siphons are accessible including adjusting machine, painting offices. Electronic Testing offices are made in order to test and acquire test reports. These offices are used for testing of siphon sets created by the creation division staff and furthermore for formative purposes. Modernized bookkeeping and managerial offices are made for smooth and proficient working with the goal that consumer loyalty can be augmented.

A portion of the machines introduced at their assembling unit involve:

- Molding machines
- Cutting machines
- Soldering machines
- Drilling machines

Their machines are discontinuously checked by their accomplished workforce to guarantee smooth creation measure. Also, in our testing lab, our electrical and electronic items are severely checked to ensure faultless items.

COMPETITOR'S INFORMATION

Protech Engineering in Coimbatore has many competitors around them.

Some of them listed below:

- Protex.
- Bindhu Pumps.
- Kirloskar Pumps.
- V-Guard Pumps.
- AquaForce Pumps.

- Rajtulsi Pumps.

SWOT ANALYSIS

SWOT examination is a structure used to evaluate an association's not kidding position and to make key organizing. SWOT examination assesses internal and outside factors, similarly as current and future potential. A SWOT examination is proposed to empower a reasonable, fact based, data driven gander at the characteristics and inadequacies of an affiliation, its drives, or an industry. The affiliation needs to keep the examination careful by avoiding pre-thought about feelings or murky circumstances and somewhat focusing in on certifiable settings. Organizations should utilize it as a guide and not really as a solution. Protech Engineering SWOT investigation is as follows:

STRENGTH

- Comprehensive scope of items.
- Excellent building organization.
- Commitment to innovative reestablishment.
- Strong social and moral qualities.
- Proven structure and item improvement ability.
- Skilled in assembling vitality effective pumps.
- Entrenched cross country seller organization.

WEAKNESS

- Absence of select help plans in country zones.
- No plans for the end client.
- Greater expenses because of extract obligation and other duty disservices and obligatory consistence required with different

work and mechanical laws.

OPPORTUNITIES

- Huge development sought after in both agribusiness and homegrown segments.
- Expanding significance of the modern part.
- Expanded interest for excellent engine siphons brought about by way of life changes and expanding urbanization.
- Advancement of the Indian economy and huge changes in the power age division.
- Very much situated to showcase its items all around the world this remains constant for sourcing of crude materials.

THREATS

- Developing rivalry from the chaotic segment.
- Expanding worldwide rivalry because of the decrease of customs obligations on water siphons.
- Flood of modest Chinese items.
- No passage hindrances.
- Absence of a productive financing framework for the acquisition of water siphons.

FUTURE GROWTH AND PROSPECTS

The market is fragmented by Type Borewell Submersible pumps, Openwell Submersible pumps, and Non-obstruct Submersible pumps. The market for submersible pump is required to develop at a CAGR of over 5.64% during 2020 – 2025. Main considerations driving the market are the exacting guidelines for wastewater treatment across ventures, recuperation in the oil and gas and mining industry, development in the development business, and flood in modern foundation. Be that as it may, this market faces certain difficulties, for example, high support and activity expenses, and unpredictability in oil and gas costs. These components go about as a barricade to the development of the market. We are altogether mindful there is a cutoff to item effectiveness. As we draw nearer as far as possible, the size of investment funds which siphons, engines and variable speed drives alone can understand, is diminishing.

The market is divided by Type Borewell Submersible pumps, Openwell Submersible pumps, and Non-discourage Submersible pumps. The market for submersible siphon is required to create at a CAGR of over 5.64% during 2020 – 2025. Fundamental contemplations driving the market are the demanding rules for wastewater treatment across adventures, recovery in the oil and gas and mining industry, improvement in the advancement business, and flood in present day establishment. Nevertheless, this market faces certain troubles, for instance, high help and action costs, and unusualness in oil and gas costs. These segments go about as a blockade to the advancement of the market. We are altogether mindful there is a breaking point to item productivity. As we draw nearer as far as possible, the extent of investment funds which pumps, engines and variable speed drives alone can understand, is diminishing.

FINANCIAL STATEMENT

The financial statement of Protech Engineering shows that they're earning a good profit.

Operating Revenue	INR 1 cr – 100 cr
EBITDA	2.46%
Net worth	15.80%
Debt or Equity Ratio	1.52
Return on Equity	15.34%
Total Assets	3.17%
Fixed Assets	9.51%
Current Assets	3.14%
Current Liabilities	-0.55%
Trade Receivables	4.82%
Trade Payables	-7.83%
Current Ratio	1.25

CHAPTER 2

CONCEPTUAL BACKGROUND AND LITERATURE REVIEW

THEORETICAL BACKGROUND OF THE STUDY

INTRODUCTION TO MARKETING

“Marketing is the process by which a firm profitably translates customer needs into revenue.”

INTRODUCTION

Showcasing is the investigation of tending to the necessities of a customer by giving huge things to customers by utilizing the aptitude of the affiliation, all the while, to achieve various leveled targets. Showcasing is activities of an association related with buying and selling a thing or organization. It joins advancing, selling and passing on things to people. People who work in promoting divisions of associations endeavor to get the thought of target swarms by using witticisms, packaging structure, VIP backing and general media introduction.

Promoting is one of the old callings on the planet. When the laymen understood that he ought to practice just in action to which he was most appropriate and he discovered to be his favorable position to use administration of others when they could show improvement over him. This specialization lead to the need of trade and the establishment for exchange and business were laid.

Marketing however involved a significant spot in all phases of financial life, from straightforward trade economy to the current day, its scale utilization thusly let to new strategies for advertising with aftereffect of promoting with the consequence of advertising turning into an additionally energizing and

testing zone.

Advertising is cultural cycle by which individual and gatherings acquire what they need through making offering and unreservedly trading items and administrations of significant worth with other. Showcasing as regularly been depicted as "the specialty of selling items". Showcasing (the board) is the way toward arranging and executing the trades that fulfill individual and association objectives.

THE 4'P OF MARKETING

- **PRODUCT**

- Product refers to an item or items a business intends to sell. The product be marketed with a secondary product and are there substitute products in the market.

- **PRICE**

- Price alludes to how much the item is probably going to cost. When setting up value, contemplations should be given to cost the unit cost value, advertising expenses, and dispersion costs.

- **PLACE**

- Place refers to the distribution of the product. Key considerations include whether the product is going to be sold through a physical store front, online or made available through both distribution channels.

- **PROMOTION**

- Advancement alludes to the incorporated promoting interchanges crusade. Limited time exercises may incorporate publicizing, individual selling, deals advancements, advertising, direct showcasing, sponsorship and guerrilla promoting. Advancements are probably going to shift being reliant on what phase of item life cycle

the item is right now in. advertisers must know that shoppers partner an item's cost and dissemination with its quality, and would be judicious to consider when formulating the general showcasing methodology.

Promoting has both inbound and outbound activities. Inbound activities by and large spot on finding the prerequisites and need of the normal customers. The total get-together of all potential customers is known as a market. Masterminding these prerequisites into bundles is called division. Sifting through business areas into pieces allows a producer to even more astutely close how to best offer some advantage to that social affair of likely customers. The examination of market segment needs; assessment of existing arrangements and efficiency; the depictions, plan and introduction of new things; and the assessment of competitor commitments are furthermore inbound activities that are noteworthy anyway not often seen by individuals when all is said in done.

Outbound activities fuse all pieces of teaching the market that a thing is open, passing on that thing, and enabling the purchase decision. These activities consolidate publicizing, headway, deftly chain, bargains maintain, thing planning, and customer care.

To everyone, the most generally perceived relationship with advancing is the put in it contacts the request of arrangements through publicizing. This correspondence prompts a regular disarray that displaying is only this piece of progression.

INTRODUCTION TO DEALERS PERCEPTION

Dealers acts as an intermediary in trading. They are important in creating liquidity in the market and boost long-term growth. Dealer can be an

individual or a firm. Dealer's work is to buy goods from a producer and sell it. They are important in the supply channel. The business is in any case called 'retail wholesaler'. They are like a distributorship aside from that a vendor will sell the item just to people in general. For example in automobile industry, a significant seller will convey contending items, regularly in a similar site, yet these will be separated by being each in its own structure.

DEALING A PARTICULAR BRAND:

By working as a vendor for a marked item, the business basically members, yet at second hand, in the item's all out promoting plan – appreciating public publicizing support, accepting preparing and exploiting motivation programs. By participating in seller gatherings, vendors likewise go about as a criticism system for the maker passing on experiences picked up by managing the client.

SECURING A DEALERSHIP:

So as to figure out which business opportunity or establishment to put resources into, it is imperative to do cautious exploration. While the benefit of putting resources into a business opportunity or establishment is that, it very well may be a "turnkey activity". It is basic to design and examine the venture significantly more altogether than with a customary innovative exertion. Before making a vendor one should audit the establishment prospects, beginning with perusing the Uniform Franchise Offerings Circular (UFOC) or the business divulgence explanation. On the off chance that the establishment organization doesn't have one, the maker ought to have worry about the constancy of the business.

INITIAL INVESTMENT:

A magnificent factor to be viewed as with regards to vendor is beginning speculation. There are two kinds of expenses related with establishments - the first startup charge or price tag, and continuous charges or item costs. The price tag may rely upon whether the little financial specialist is putting resources into a "turnkey" activity, for example, a vehicle sales center, or a less complete establishment. Forthcoming franchisees ought not be hesitant to arrange the price tag and terms of the business opportunity. It ought to be noticed that both dispersion and business arrangements will in general have a shorter term than a customary establishment understanding. Circulation and business arrangements regularly are restored on a yearly premise, by common understanding. A customary establishment arrangement ordinarily covers at least five years.

BENEFITS AND COSTS OF DEALERSHIPS:

A vendor will in general be nearby and requires less beginning up capital. A vendor can zero in their endeavors on the administration and accomplishment of one area. The vendor works intimately with a merchant so it pays the person in question to sustain that relationship too. Maker seller connections have inherent clashes too the smooth goal of which is key to gainful long haul activities. Makers may wish to "push" more item into the channel than the channel truly needs at different occasions, particularly when an item truly removes, the channel can't get enough items to satisfy need. Viable members in this channel pay a decent arrangement of consideration regarding the gatherings. Makers will develop kindness down the channel. Sellers will "stretch" to address maker issues by loading somewhat more and will profit when item is short by being preferred choice for shipments.

CHALLENGES FOR DEALERSHIPS:

One ongoing test for vendors are changes in the relationship with the first maker or franchiser. For instance, General Motors in the mid 1990s needed to set up 10 percent of their businesses as production line possessed, as per Robert Ulrich in Modern Tire Dealer. GM was hoping to keep up its image name at its vendors, huge numbers of which had started selling more than one vehicle line under their rooftops.

Existing autonomous businesses were worried that industrial facility possessed vendors would get special treatment in the zones of publicizing, administration arrangements, advancements, and even stock. Businesses saw their capacity to sell more than one brand as an open door for strategically pitching into the GM brand when the purchaser may have been at first intrigued by another brand.

The coming of the Internet has additionally changed the way that businesses work. Vendors rose as organizations when assembling organizations were new and zeroing in on creation, instead of circulation. As creation costs lessen with expanded weight for benefits, many assembling organizations are searching for a greater bit of the pie. Business-to-business selling has expanded drastically.

Makers have started selling their items straightforwardly to people in general, and the Internet is a moderately modest technique for doing as such. While this may remove a few deals from the vendor, a maker's Web website can likewise profit its sellers. Numerous makers utilize the site as a storage facility for data on the organization and its items, giving planned merchants required data that its vendors can't convey to obscure business sectors or dealers.

While they may participate in direct online deals, it is to the greatest advantage of the maker to likewise guide guests to the vendors themselves, giving another channel of chance to the seller. So as to improve their odds at getting that deal, a seller ought to set up its own Web nearness. While web based buying capacities are undoubtedly past the assets of a vendor, a webpage gives the maker something to guide the client to and gives another advertising chance to the seller.

Distributorships can be extraordinary business open doors for the planned business person. The advantages of built up brands, no assembling expenses, and showcasing and preparing support from a bigger organization include some major disadvantages, however may mean the distinction among progress and disappointment.

INTRODUCTION TO DEALERS SATISFACTION

Vendor is an individual or firm occupied with business buy and deal. Vendor may mean firms that purchase or exchange items at retail or discount premise. A maker can't sell every one of his items legitimately to purchaser; he needs to rely on middle people to push, off, his items. A vendor is a delegate who assists with promoting an item. A vendor is one who buy and sells items.

Individuals or firms buy stock from a creator or distributor for rebate just as retail trading. A merchant is a central part of the business and not an administrator other than vendors) the dealers became critical when trades were irksome with buyers and it was basic to have a state of spread. The merchants help the producers by working up the game plan of creators as demonstrated by the intrigue and support them in making the business segments for their product. The merchants moreover vindicated the makes from importance of having bargains division. The makes are not obliged for the task of social

event and ensuring about solicitations and the amounts of records they have to open are lesser appeared differently in relation to dealing with the customers.

Vender by and large enters in to move contracts for deftly of product with the results that creates don't stack up heavy items. The sellers in close contact with purchasers so they are the best people to appeal the producer by giving suitable contribution about the customer's requirements. The merchant includes a critical position; He helps the amassing just as goes about as the association in the chain of spread between the maker and clients, for which reason the vender keeps up a viable and thorough firm. The dealer can survey everybody and mass intrigue and see that alluring product are made in perfect sum, appropriately protecting the maker from wasteful and general creation similarly as the purchaser against items which are neither satisfaction nor disillusionment of good worth. Colossal producer's relies upon seller to sell their things, as needs be genuine relations are commonly fundamental to them. Each amassing as such needs to spike his assignment channel to sell a more noteworthy measure of their things. Here the producer must see that merchants are themselves fund administrators and must be viewed as customers and individuals rather than mechanical components for stream of his things.

The dealers are excited about boosting their advantages and consequently incredible merchant relations can be cultivated if the way is clear to his venders in his mien. For instance sales reps of certain makes dump their items on vendors through contentious selling and expanded promoting. From that point, the seller discovers hard to sell when stocks are lying at weighty on all fours can't sell those items sufficiently. Publicizing of the items is the field of the worry the maker should flexibly his sellers with restricted time material. They should pass on to them as regularly as critical to show that the maker is there to help the merchants with selling and thusly makes advantage for them.

Satisfactory exchange limits, show offices and challenges among the sellers are encouraged to awaken them towards better results.

The gathering should see that the association vendors are more huge assets. If they are assisted with restricted time help they with willing worth the undertakings and would be more searched after to help the association crusades in publicizing. Fulfillment in level of people felt state coming about because of organization's items understand execution corresponding to the individual's desires. Fulfillment is a method of the distinction between the apparent presentation and real desires. Organization looks to win in the present market. They should follow their desires; see organization execution and vendors fulfillment.

Vendor fulfillment and disappointment isn't simply by investigating grumblings and clients recommendations. While regarding seller's protests as minor they will be caused to feel unacceptable which truly achieves less merchants for the association. As opposed to using complaints as a limit of settling on a choice about vender satisfaction by driving irregular outline it's more astute to find the end to get precise results. Numerous vendors are more agreeable in select channels for their items and administrations. This is a procedure where the producer permits just certain worries to convey its items. Restrictive arrangements are valued by vendors. This is an understanding where the maker expects that these sellers ought not to keep contenders' items and that procedure is exceptionally famous among the vendors.

LITERATURE REVIEW

- 1) **Dr. K.P.Balakrishnan (2016)** ¹This study is undergone by the author to

understand the contributing factors that make the dealers to buy the product. The Primary Data were gathered through survey from Consumers and Dealers. The Secondary Data were gathered from organization profile, magazines, market sources and web. The discoveries express that, it is found from the examination that dominant part of 41.7% of the respondent are not happy with the cost of Birla in addition to solidify. The creator recommends since the respondents are not happy with the cost of the Birla Plus concrete in light of its significant expense the organization should focus the cost with contenders and can expand the deals of the Birla Plus concrete. The creator closes the investigation that on the off chance that the association completely contemplates the proposal and actualizes the recommendations, at that point, there is no uncertainty that it would consistently stay fulfilling the Consumers and Dealers.

2) **S.P.Karuppasamy Pandian and S.P. Nivetha Varthani (2013)**

Dealership is a rising segment in India. It incorporates all the exercises associated with selling products or administrations straightforwardly to conclusive shoppers for individual, non-business use. Objective is to contemplate the variables affecting sellers' observation and desire towards Pepsi in Tiruchirappalli, Tamilnadu. The researcher carried out the study with descriptive research with five point Likert-type scale. It is evident from the study that dealers play important role in increasing company's profit and product preference. The author suggests that dealers need to focus on building positive image regarding the product. The study is concluded by stating that dealers need to be rewarded with respect to the performance to the sales.

3) **Md Moniruzzaman (2015)** This examination is to inspect the vendor's discernment, buyer brand inclination, wellsprings of mindfulness,

seller's desire and unique references to Beacon siphon. The target of the examination is to know brand inclinations of vendors regarding Beacon siphon and furthermore need to discover which components impact sellers. This examination depends on essential information that were gathered by study technique from Chennai. 120 information were gathered out of 350 examples. From the study it has been discovered that solitary 1.6% respondents are managing Beacon siphon. The creator expresses that the mindfulness for Beacon brand name is extremely low, so the organization ought to embrace a mindfulness mission to advise the vendors about their item. The creator has closed the investigation by expressing that the organization should attempt to recognize likely sellers and approach them to advance their item and offer all the necessary help.

- 4) **BS Viswanatha et al (2017)** ⁵The study was aimed to analyze the profile of aqua dealers and their perception on aqua feed business in Andhra Pradesh. The major market competitors for aqua feed business were Avanthi and CP. The personal interview method was employed for collection of primary data from the aqua dealer respondents. The study reports that the major competitors in the feed business were Avanthi (38%), CP (31%), both Avanthi and CP together (19%). The study concludes with a fact that the young aqua dealers had higher education and get attracted to the aqua dealership business since the aquaculture sector has seen a phenomenal growth rate.
- 5) **C. T. Nisha and P. Biju Augustine (2016)** ⁶The goal of the examination was to know the vendor view of elastic items, to comprehend the seller's fulfillment level in the offer of elastic items according to other people. An itemized writing overview was done and built up a survey with 27 inquiries for estimating the observation and its decided elements. It is found from the investigation that 78%

vendors are fulfilled in administration of the distributors, 83% sellers saw the organization's reaction to the grumbling is acceptable. The examination is closed by creator expressing that most extreme factor weight is gotten for selling the item consistently and the base factor weight got for the notice, deals limited time movement gave by the organization.

- 6) **Christina Liza Sleeba (2019)** ⁷The author has focused on dealers and their satisfaction level and brand perception on major products of Orient Electrics Limited. The study involves descriptive research. Essential information is gathered through an overview. The study is completed by the methods for self-controlled, organized survey and optional information is gathered from articles. Discoveries of the investigation express that the quality (57%) of electronic item is generally excellent. The most significant special factor which impacted the sellers to pick dealerships with many brands is the brand name (85%).The author suggests that electronic goods companies must focus on the quality of the goods. The study concludes that dealer should focus on customer acceptance for promoting sales.

- 7) **Gomathy M (2015)** ⁷The objective of the study is to identify the consumer buying behavior towards soy products in retail outlets. The study is based in descriptive research. A field survey was conducted in Minjur village of Thiruvallur district. Selected sample size is 30. The findings state that in dealers' view, most of consumers consume Neuterlla and Sakthi soya. 13% of the consumers select soya products for nutritional value. Through the study the author makes a suggestion that the manufacturer should be transparent enough to provide details about soya products nutritional value of soya products. The study is concluded by stating that only 4% are influenced by newspaper

advertisements.

- 8) **Anumesh Kariappa and Maharoo Mahamood Akv (2016)** ⁸The objective of this study is to discover the vendor's fulfillment level with ACC concretes and to inspect the variables affecting the sellers to manage ACC concretes. It is clear from the investigation that about 48% of the vendors are managing ACC concretes for its interest, 25% for quality and 4% are managing by observing edge. About 34% of the sellers evaluated awesome toward the vendors fulfillment of ACC concretes, 40% of sellers appraised great, 24% of sellers appraised fulfilled and staying 02% appraised poor toward nature of ACC concretes. The investigation finished up by expressing that the significant help needed to vendors is special plans and administration from the organization. In general 85% of the vendors appraised ACC concretes as Good.
- 9) **S. T. Saravana Kumar, B. Angupriya** ⁹The study was set out with an objective to evaluate the satisfaction level of dealers of Arya Vaidya Pharmacy in Coimbatore and how to improve it. Descriptive design has been used along with a sample size of 40 dealers. Primary and secondary forms of data were collected using questionnaire and by using journals, magazines and official websites. The findings state that 15% of the dealers are satisfied with the quality, 35% feel that the quality was very good. The author suggests that the company should increase more promotional activities. The study is concluded by stating that the company is facing a lot of competition and that the dealers are satisfactory towards the company.
- 10) **Inderpreet Singh (2017)** ¹⁰The motive of the study is to study the perception of dealers about electric fans. The study is descriptive with 100 respondents from Delhi. By weighted ranking method it is found that dealers have ranked the timely delivery as the first, services has

been ranked second and that Havells fans has been chosen by many dealers due to affordability. The study concludes by stating that followed by Havells, Orient and Usha has made good brand awareness among people.

- 11) **Mahanaz Hoque (2015)** ¹¹This study's motive is to find the level of satisfaction of dealers towards the Mufasa Metals and their working period. Data was collected through questionnaire and observation with a sample size of 40. The study states through findings that dealers could buy the same product from other companies for a lesser amount and that dealers do not pay money on time. The author recommends that the fault products should be collected by the company itself to maintain a goodwill. The study concludes that this study can be done from consumer's perception too and that company should make time to hear the opinions of dealers.

- 12) **F.Mohamed Sabura et al (2012)** ¹²The motive behind this study is to analyze the satisfaction level of dealers toward Britannia biscuits. The study includes primary form of data collected from questionnaire and secondary forms of data collected from previous researches and books with a sample size of 250. It found from the study that 51.6% and 53.6% of the respondents are happy with the cost and accessibility of the product. The author suggests that the company should do cyclic promotional activities. The study concludes that the dealers are more committed towards Britannia than Sun Feast biscuits.

- 13) **Dr.R.Renganathan et al (2018)** ¹³This study was conducted with an aim to understand the perception of dealers towards Bharat Petroleum Corporation Limited. The study included 60 respondents to collect

data. It is evident from the study that 86.7% of the dealers use mobile phones and 13.3% of the dealers use emails to share information with BPCL. It is clear that 57% of the dealers would recommend BPCL to others. It is suggested by the author that the grievance handling system should be more effective. The conclusion states that the supply chain performance is optimal.

14) **Nur Hazwani Zolkifly et al (2018)** ¹⁴The objective that the author had with the study is to understand the car dealer's perception with correspondence to National car showroom in Malaysia. Primary data was collected from respondents in 4S car dealership. The study's findings state that dealership don't provide enough empirical evidence and that there is much effectiveness in outdoor dealership. The study concludes that the car dealers find it useful in having dealership with showroom since it is promotional and creates awareness.

15) **Dr. V Rana Pratap (2018)** ¹⁵The study has been made with an objective to find out the opinion of dealers on Karani products. The study has been made with primary forms of data collected from 110 dealers of Karani spices with questionnaire. It is inferred from the study that 47% of the dealers prefer 500 grams pack and 42% of the respondents purchase stock on a weekly basis. The suggestion made by the author is that the brand can be introduced into organized retails like Reliance Retail and concludes that innovative marketing strategies will help the brand face the competition effectively.

16) **G. Ramanjaneyulu and Y. Subbarayudu(2017)**

In this examination, the goal of the analyst is to realize the components impacting retailer's recognition and to recognize the picture held by Sri

Ganesh ventures. The research methodology involved a structured questionnaire, personal interview and descriptive study. It is clear from the study that 34% ranks the quality 34% ranks the brand, 20% ranks the availability and 12% of respondents ranks price as their priority in choosing Kottha's Ganesh Masala. The author has suggested that it is better to give more discounts on Kottha's Ganesh Masala, so the sales will increase and to improve some more transportation facilities in rural areas. The study concludes that there is positive recognition on Ganesh Masalas and there is developing business sector for Ganesh Masalas in kadapa area.

- 17) **Janet Webster, Ravi Balasubramanian and Raja Peter** (Massey University, New Zealand): they have conducted a study based on an investigation of dealer perception on apparel sizing issues. The study has found that dealers are facing some sort of common problems in the delivery system and always find issues in the sizing problem of apparels.
- 18) **Manjutha, K and Maruthi .B** (Assistant Professor, Department Of Commerce, Ranni Channamma University Pg Centre, Bijapur, and Karnataka): has conducted a study on the dealer's perception towards Davenger Sugar Company with special reference to Karnataka State. The study has concluded that sellers are happy with the administrations and benefits provided by the Davenger sugar company and its performance.
- 19) **Ghorbani m, Mahmoudi h, (2007)** the investigation center on shopper requests and inclinations of natural items. It gives important experiences to the advertisers about the need of natural items and will help the makers in planning their special techniques.

20) **Coughlan et al., (2006)** the advertising channel blend utilized by a producer ought to be changed likewise to fit the prerequisites of the market. Makers ought to decide for every one of their contributions whether restrictive, particular or wide circulation is generally appropriate for their items.

CHAPTER 3

RESEARCH DESIGN

STATEMENT OF THE PROBLEM:

Dealer's perception towards products is dynamic. They change from one product to another depending on the promotional measures, advertisements, supply, quality and quantity and demand level of the product. Offers also influence dealer's perception to a certain extent. Satisfaction level of the dealers plays another imperial factor. To know the actual selling point of the product, the companies are in need of dealers. This study is to identify the main problem faced by the dealers, and the dealers' satisfaction and opinion towards the company rules, regulations, policy toward its dealers and opinion about service provided by the company.

NEED FOR THE STUDY

- Due to the cut-throat competition in the market it is necessary to know how the dealers work.
- To analyze marketing situation and marketing problems confronted by the dealers.
- To identify they major competitors and how the dealers work to create awareness of the product among other competitive products.
- To know the view of the dealers on the promotional activities and advertisements of the products.
- To get suggestions from the dealers regarding service provided by the product to improve sales.

OBJECTIVES

This examination is attempted with the accompanying targets.

- To examine the components impacting the dealer's to buy a product.
- To know the dealers opinion, satisfaction and brand loyalty plays towards products.
- To know how the dealers play in the market share of competitive brands.
- To determine how the advertisements and promotional activities impact the dealers.
- To know how the dealers play in creating awareness among the consumers.

SCOPE OF THE STUDY

- To understand how dealers and dealership works.
- Analyzing the problems faced by the dealers in marketing can help come up with effective solutions to promote the product.
- To understand how dealers help in creating awareness of the product.
- Understanding the view of the dealers on the advertisements and promotional activities will boost up the sales.
- Getting suggestions from the dealers will give an understanding as to where the satisfaction level of the dealers lies with.

RESEARCH METHODOLOGY

Examination by and large intended to look for information. Exploration can likewise be characterized as a logical and orderly for substantial data on a particular subject. Examination likewise alluded to specialty of logical examination. Examination Methodology is an approach to efficiently take care of the exploration issues. It might be comprehend as a study of concentrating

how examination is done experimentally. The exploration technique in the current examination includes Dealer and Non-Dealer Towards Protech Engineering Limited as the intended interest group for directing examination.

The investigation depends on both essential and optional information. The legitimacy of any exploration relies upon the methodical technique for gathering the information and breaking down them in a progressive solicitation. System speaks to the inspecting plan, information sources, Tools for information assortment of survey, pilot study and the edge work examination.

Primary Data

The significant wellspring of the information used to do the investigation is essential information. Field review strategy was utilized to gather the essential information from 83 respondents through a very much confined poll. The respondents with fluctuating foundation in Protech Engineering restricted sellers dependent on their segment viewpoints like age, sexual orientation were chosen for the examination.

Secondary Data

The auxiliary information in particular writing identifying with the examination was assembled from the public and global diary, paper, magazines, articles and different records.

Research Instrument

Questionnaire containing close ended questions.

Sampling Design

The essential information was gathered through the field overview in the investigation territory. Direct data relating to Dealer Perception and Dealer Satisfaction was collected from 83 respondents to identify the factors.

Sampling Size

The research selected 83 samples of Dealer from Protech Engineering Limited and Non Dealer.

Sampling Techniques

Convenience sampling technique used to the sample.

Classification

It is course of action of arranged information in a way. The examination includes making table for recording information. An ace table is set up with the assistance of the filled meeting planned. These tables are huge assistance to dissect by utilizing the measurable instruments.

Pilot Study

The survey was pre tried with a couple of tests among the chose test respondents in the investigation territories. Contemplating the recommendations of the chose test respondents, essential alterations and changes were consolidated in the poll after the pilot study.

Framework of Analysis

To come to certain end results with respect to the theory progressed in the current examination, the accompanying factual apparatuses for investigation of information were utilized to merge, group and dissect the information regarding the chose targets of the examination. i.e., Simple Percentage Analysis, Weighted Average Score, Chi-Square Test and One-Way ANOVA examination.

Simple percentage Analysis

Rate examination is a least difficult device of all. It is utilized to

give the obvious data about the investigation.

$$\text{Percentage} = \frac{\text{Individual respondents}}{\text{Total number of respondents}} \times 100$$

Descriptive Statistics

The unmistakable factual examination limits speculation to the Particular gathering of individual watched. No ends are reached out past this gathering and any likenesses to those external the gathering can't be expected. The information portray one gathering and that bunch just much basic activity research includes graphic investigation and gives significant data's about the idea of specific gathering of people. Descriptive statistics was used to describe the sample with reference to the variable taken for the study. The following are the different statistical techniques used for the present study.

Standard deviation:

The standard deviation is by far the most important and most widely used of variability. It makes complete use of information's on variability contained in the data and is much more meaningful. It significant lives in the way that it is liberated from those imperfections from which the previous techniques endure and fulfills the greater part of the properties of a decent proportion of scattering.

Chi-Square Test (χ^2)

Chi-Square test is a non-parametric test is utilized for contrasting as test fluctuation with a hypothetical populace of change. The Chi-square test is applied if the cell number of Respondents is more than 5.

ONE-WAY ANOVA

$$F = \frac{MST}{MSE}$$

Anova is a quantifiable test which separates vacillation. It is helpful in making relationship of in any event two techniques which engages an expert to draw various results and desires around at any rate two courses of action of data. Anova test fuses single bearing anova, two-way anova or different anova depending on the sort and game-plan of the data. Single course anova has the going with test measurements:

Where,

F = Anova Coefficient

MST = Mean entirety of

squares MSE = Mean

whole of squares

because of mistake.

Equation for MST is

given underneath:

$$MST = \frac{SST}{p - 1}$$

$$SST = \sum n(x - \bar{x})^2$$

Where,

SST = Sum of squares due

to treatment

p = Total number of

populations

n = Total number of

samples in a population.

Formula for MSE is given below

$$MSE = \frac{SSE}{N - p}$$

$$SSE = \sum (n - 1)S^2$$

Where,

SSE = Sum of squares due to error

S = Standard deviation of the samples

N = Total number of observations.

LIMITATIONS

No examination study can be completed without specific constraints because of spot, individuals, conditions and time impediments are those conditions outside the ability to control of the examiner that may put limitations on the finishes of the investigation and their application to different circumstances. The current examination has following restrictions,

- With a restricted timeframe, it is preposterous to expect to direct the exploration concentrate in a huge scope.
- The investigation was restricted to 83 respondents.
- It is limited to Dealers and Non-Dealers of Protech Engineering Limited, Coimbatore.
- The study is definitely not a delegate of the whole state.
- Few questions just have been decided for the current examination.

CHAPTER SCHEME

Keeping considering the destinations referenced before, the current examination is included five parts alongside the tables and annexure.

CHAPTER 1

The first chapter covers Introduction, Industry profile, Company profile, Promoters, Vision, Mission, Quality Policy, Product profile, Areas of Operation, Infrastructure facilities, Competitors information, SWOT analysis, Future growth & aspects and financial statement.

CHAPTER 2

The second chapter gives a brief summary of previous research works undertaken in this area.

CHAPTER 3

The third chapter describes the research methodology undertaken for this study, statement of the problem, need for the study, objectives, Scope of the Study, Limitations of the study, and ChapterScheme.

CHAPTER 4

In tune with the objectives, the data analysis and interpretation were presented in systematic manner with necessary tables and exhibits.

CHAPTER 5

This chapter provides brief summary of findings and suggestions which is drawn from the analysis and interpretation. The conclusion is drawn from the findings of the study.

CHAPTER 4

ANALYSIS AND INTERPRETATION

TABLE 4.1 RELATIONSHIP WITH PROTECH ENGINEERING LIMITED

Relationship	No. of Respondents	Percentage
Dealer	72	69.90
Non-Dealer	31	30.10
Total	103	100

INTERPRETATION:

The table 4.1 catalogues the relationship of Protech Engineering with dealers and Non-Dealers. Protech Engineering has relationship with 69.9% of Dealers and 30.1% of Non-Dealer.

The result inferred that majority 69.9% of the respondents are Dealers only.

CHART 4.1 RELATIONSHIP WITH PROTECH ENGINEERING LIMITED

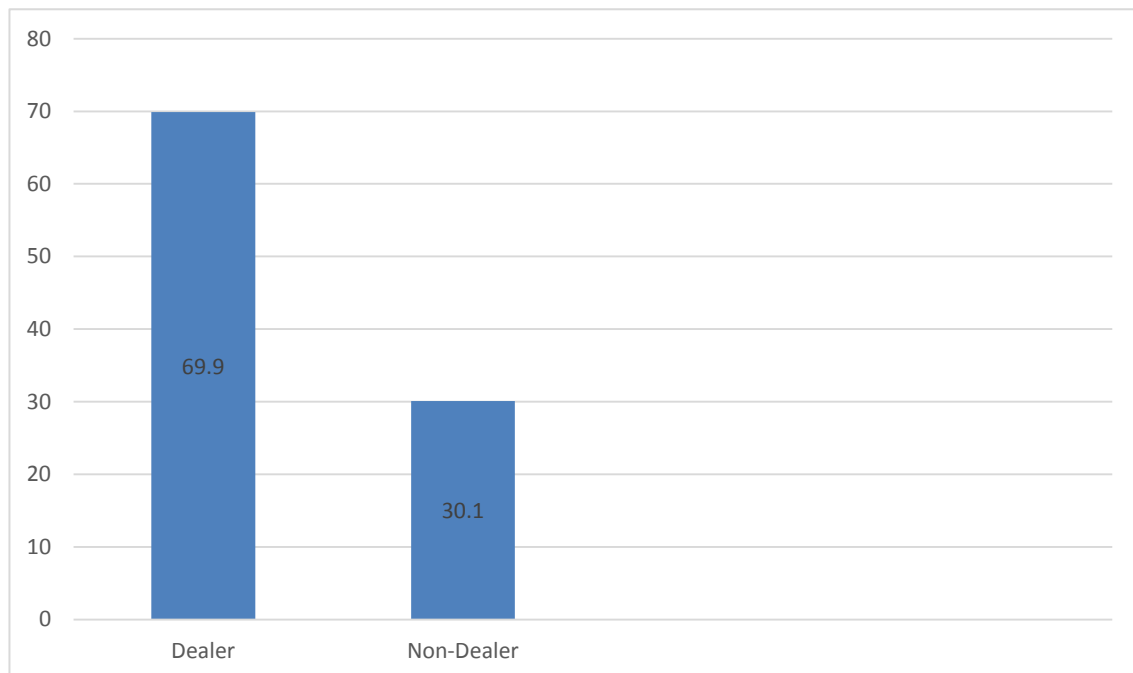


TABLE 4.2 NUMER OF YEARS DOING BUSINESS WITH PROTECH ENGINEERING LIMITED

Business Dealing in years`	No. of Respondents	Percentage
Less than 1 year	14	13.59
Less than 1 -5 years	42	40.77
Between 6 -10 years	21	20.38
More than 10 years	26	25.24
Total	103	100

INTERPRETATION:

Table 4.2 shows the number of years the respondents have been having business deals with Protech Engineering. 13.59% has been having Less than a year, 40.7% has been having ‘between 1-5 years, 20.38% has been having between 6-10 years, 25.4% has been having more than 10 years.

The result inferred that 40.7% of the dealers have been doing business with Protech Engineering between 1-5 years.

CHART 4.2 NUMBER OF YEARS DOING BUSINESS WITH PROTECH ENGINEERING LIMITED

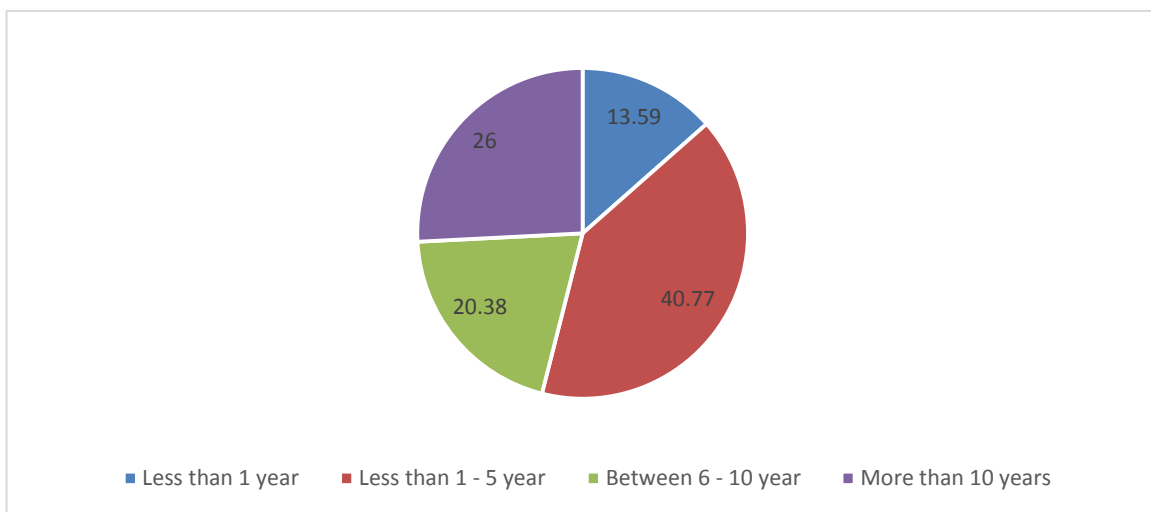


TABLE 4.3 LOCATION OF THE BUSINESS

Location	No. of Respondents	Percentage
Rural	41	39.92
Urban	25	24.27
Semi-Urban	37	35.92
Total	103	100

INTERPRETATION:

Table 4.3 shows the location of business. 39.92% have stated that their business is Rural, 24.27 have stated that that their business is Urban, 35.92% have stated that that their business is Semi-Urban. The highest is 39.92% having their business in Rural.

CHART 4.3 LOCATION OF THE BUSINESS

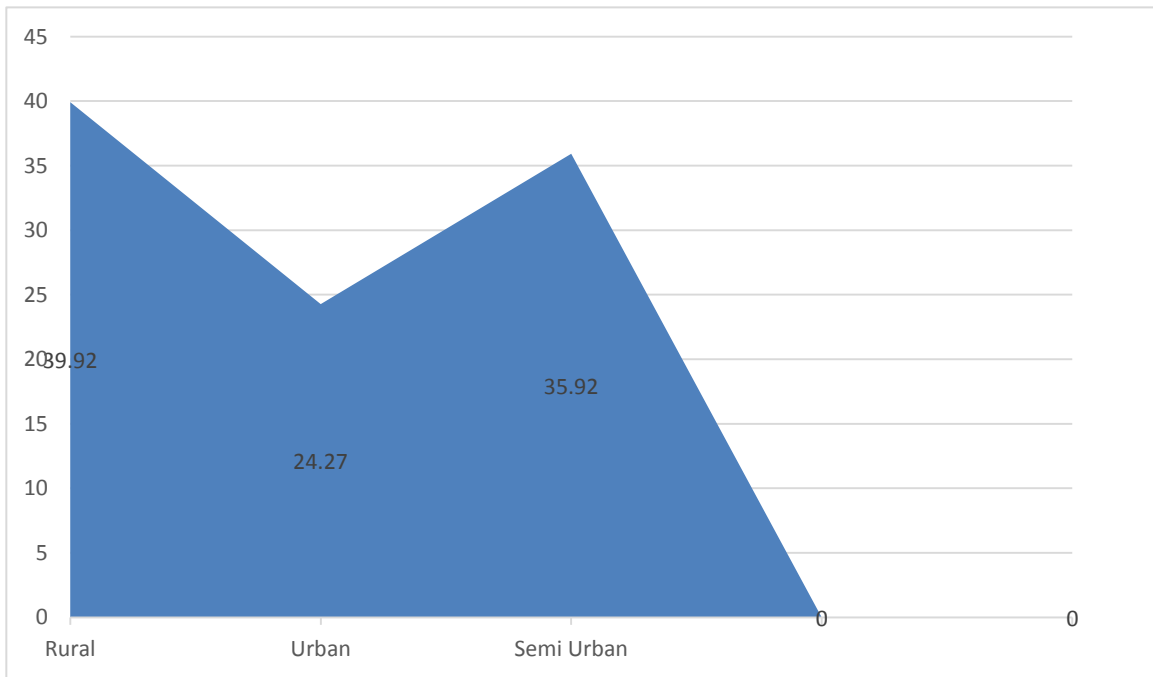


TABLE 4.4 AVERAGE PROTECH PRODUCTS SOLD PER MONTH

Quantity of Protech Products Sold per month	No. of Respondents	Percentage
Below 100 No.s	21	20.38
100 to 200 No.s	31	30.09
Above 200 to 500 No.s	42	40.77
Above 500 No.s	9	8.73
Total	103	100

INTERPRETATION:

Table 4.4 shows the average number of products sold in a month. 20.38% stated Below 100 No.s 30.09% stated 100 to 200 No.s and 40.77% stated Above 200 to 500 No's and 8.73% stated Above 500 No.s. The result inferred that 40.77% stated that the average Protech products sold per month is Above 200 to 500 No.s.

CHART 4.4 AVERAGE PROTECH PRODUCTS SOLD PER MONTH

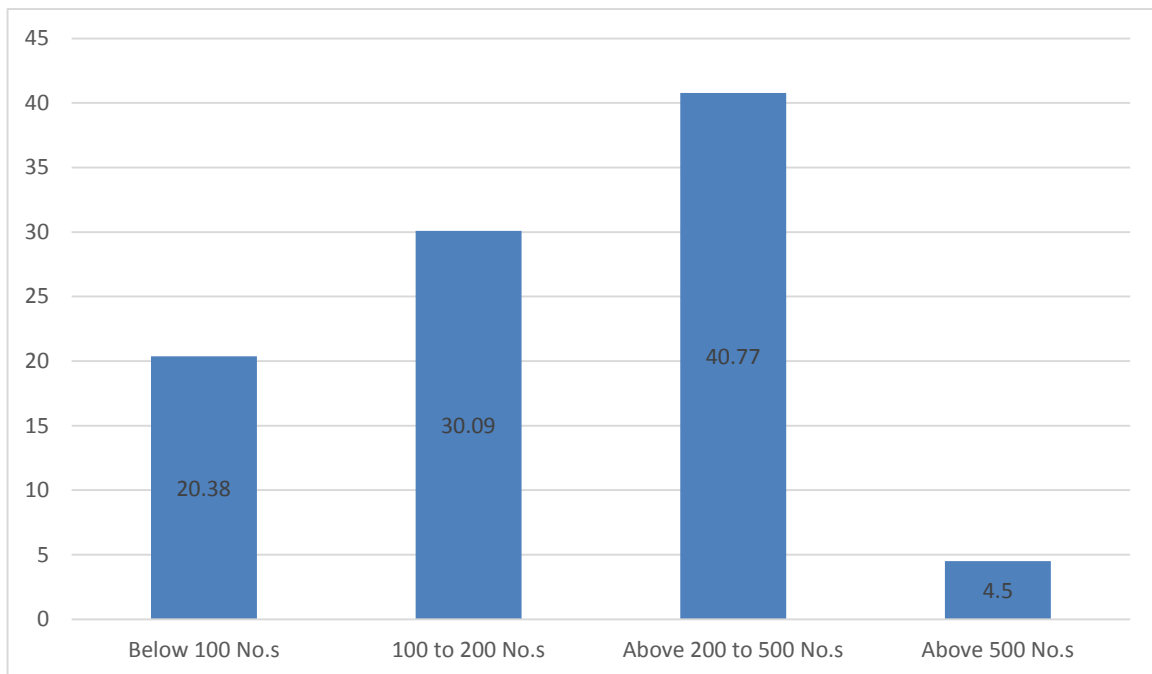


TABLE 4.5 LEVEL OF SATISFACTION WITH THE DEALER PROMOTIONS GIVEN BY PROTECH ENGINEERING LIMITED

Level of Satisfaction with the Dealer Promotions	No. of Respondents	Percentage
Highly dissatisfied	4	3.88
Dissatisfied	4	3.88
Neither Satisfied nor dissatisfied	3	2.91
Satisfied	29	28.15
Highly satisfied	63	61.16
Total	103	100

INTERPRETATION:

Table 4.5 states the level of satisfaction with the dealer promotions given by Protech Engineering Limited. 3.88% are Highly dissatisfied with the dealer promotions given by Protech Engineering Limited, 3.88% are Dissatisfied with the dealer promotions given by Protech Engineering Limited, 2.91% are Neither Satisfied nor dissatisfied with the dealer promotions given by Protech Engineering Limited, 28.15% are Satisfied with the dealer promotions given by Protech Engineering Limited, 61.6% are Highly satisfied with the dealer promotions given by Protech Engineering Limited.

The result inferred that majority 61.6% are Highly satisfied with the dealer promotions given by Protech Engineering Limited.

CHART 4.5 LEVEL OF SATISFACTION WITH THE DEALER PROMOTIONS GIVEN BY PROTECH ENGINEERING LIMITED

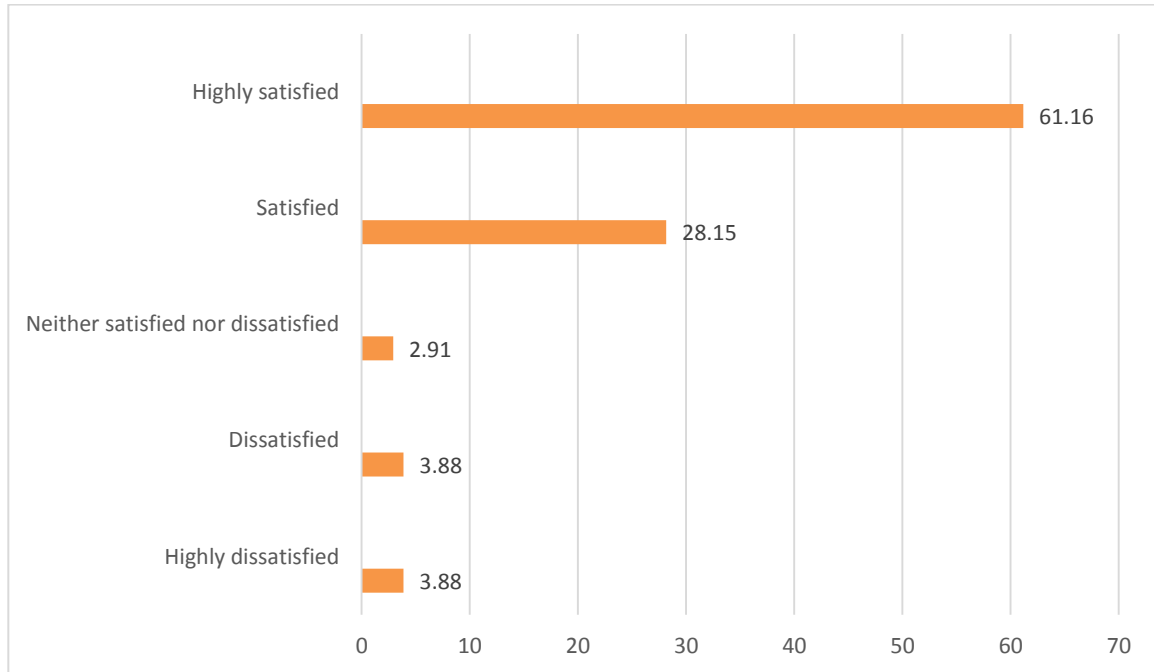


TABLE 4.6 COMPANY REPLACE THE DAMAGED PRODUCT IMMEDIATELY

Company replace the damaged product immediately	No. of Respondents	Percentage
Strongly Disagree	1	0.97
Disagree	3	2.91
Neutral	12	11.65
Agree	31	30.09
Strongly Agree	56	54.36
Total	103	100

INTERPRETATION:

Table 4.6 is about the company replacing the damaged product immediately. 0.97% strongly disagree about the company replacing the damaged product immediately. 2.91% Disagree about the company replacing the damage

product immediately. 11.95% are Neutral to the idea. 30.09% Agree about the company replacing the damaged product immediately. 54.36% strongly agree about the company replacing the damaged product immediately. The result inferred that majority 54.36% strongly Agree about the company replacing the damaged product immediately.

CHART 4.6 COMPANY REPLACE THE DAMAGED PRODUCT IMMEDIATELY

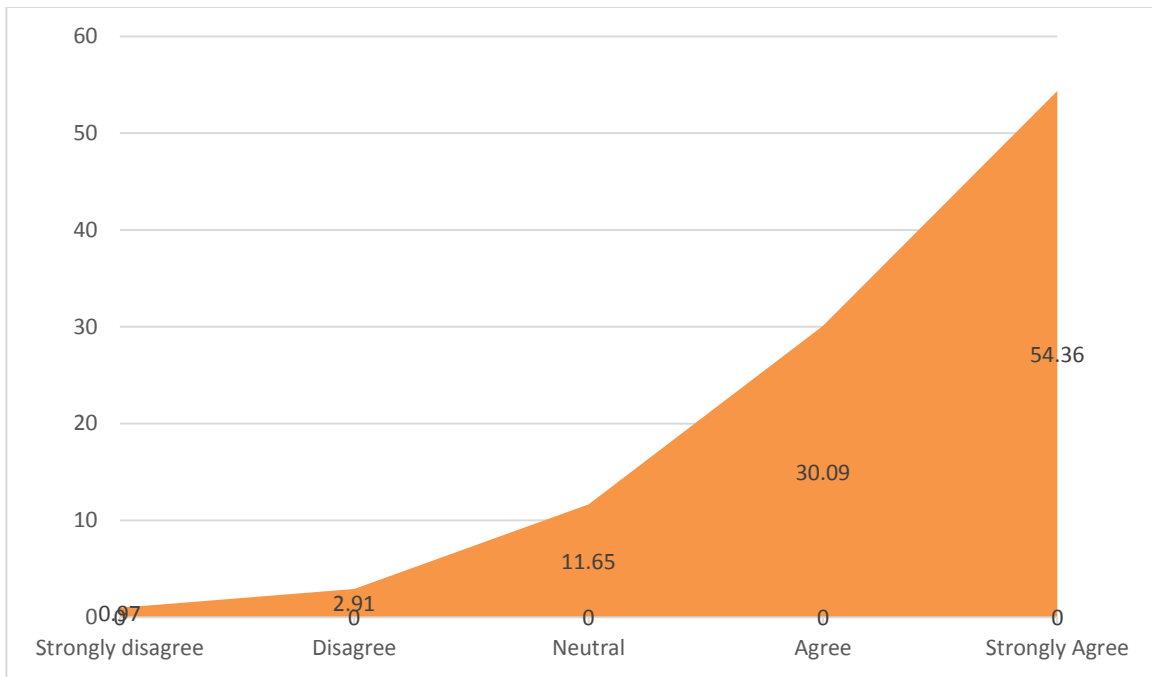


TABLE 4.7 MOST PREFERRED BRANDS BY THE CUSTOMERS

Most preferred brand by the customers	No. of Respondents	Percentage
Protex	50	48.54
Bindhu Pumps	13	12.62
Kirloskar Pumps	11	10.67
V-Guard Pumps	8	7.76
AquaForce Pumps	7	6.79
Rajtulasi pumps	8	7.76
Others	6	5.82
Total	103	100

INTERPRETATION:

Table 4.7 shows what most preferred brand by the customers is. 48.54% prefer Protex. 12.62% prefer Bindhu Pumps, 10.67% prefer Kirloskar Pumps, 7.76% prefer V-Guard Pumps, 6.79% prefer AquaForce Pumps, 7.76% prefer Rajtulasi pumps, and 5.82% prefer Others. The result inferred that Protex is preferred the most with the highest percentage of 48.54%.

CHART 4.7 MOST PREFERRED BRAND BY THE CUSTOMERS

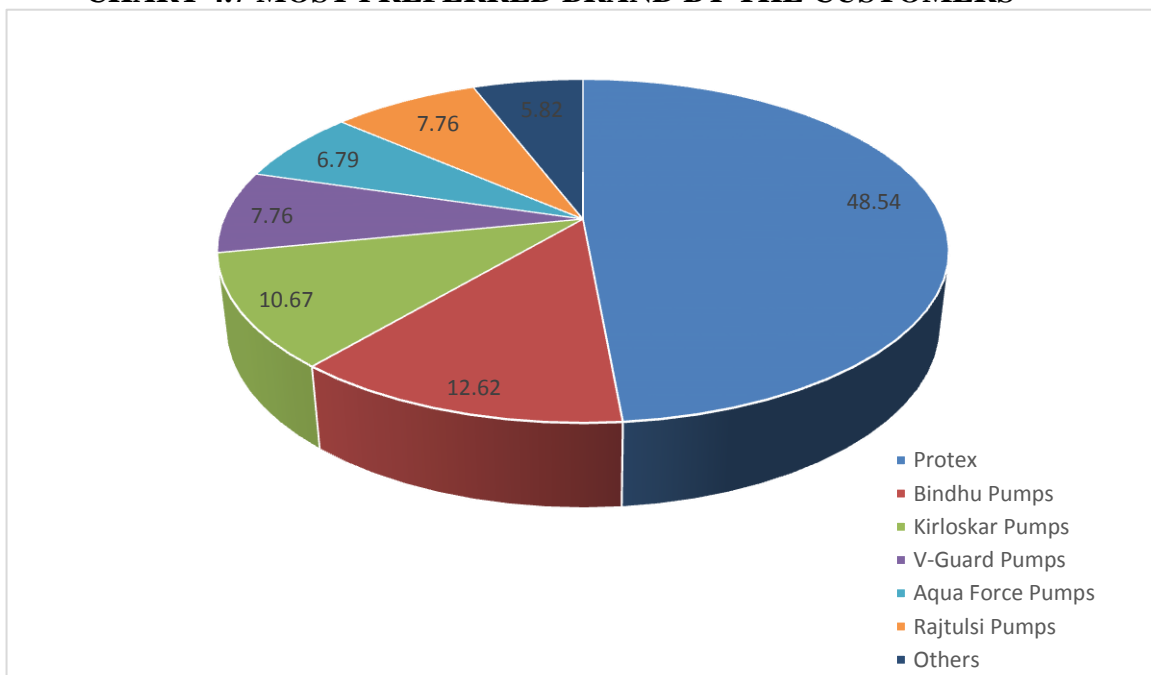


TABLE 4.8 AVERAGE SALES/MONTH

Average Sales/Month	No. of Respondents	Percentage
Below Rs.25000	21	20.38
Rs.25000 to Rs.1 Lakh	31	30.09
Above Rs.1 Lakh to 2 Lakhs	32	31.06
Above Rs.2 Lakh to 5 Lakhs	10	9.70
Above Rs.5 Lakhs	9	8.73
Total	103	100

INTERPRETATION

Table 4.8 shows the average sales/month. 20.38% stated the average sales/month as Below Rs.25000. 30.09% stated the average sales/month as Rs.25000 to Rs.1 Lakh. 31.06% stated that the average sales/month as Above Rs.1 Lakhs to 2 Lakhs. 9.70% stated the average sales/month as Above Rs.2 Lakhs to Rs.5 Lakhs. 8.73% have stated the average sales/month as Above Rs.5 Lakhs. The result inferred that 31.06% stated that the average sales/month as Above Rs.1 Lakhs to 2 Lakhs.

TABLE 4.9 PROTECH PRODUCTS USED FOR

Protech Products used for	No. of Respondents	Percentage
Textile works	17	16.50
Building Works	52	50.48
Power wiring works	12	11.65
Automotive works	12	11.65
Others	10	9.70
Total	103	100

INTERPRETATION:

Table 4.9 shows what for Protech products are used. 16.50% use Protech products for Textile works. 50.48% use Protech products for Building Works. 11.65% use Protech products for Power wiring works. 11.65% use Protech products for Automotive works. 9.70% use Protech products for Others. It is clear that majority 50.48% use Protech products for Building Works.

CHART 4.9 PROTECH PRODUCTS USED FOR

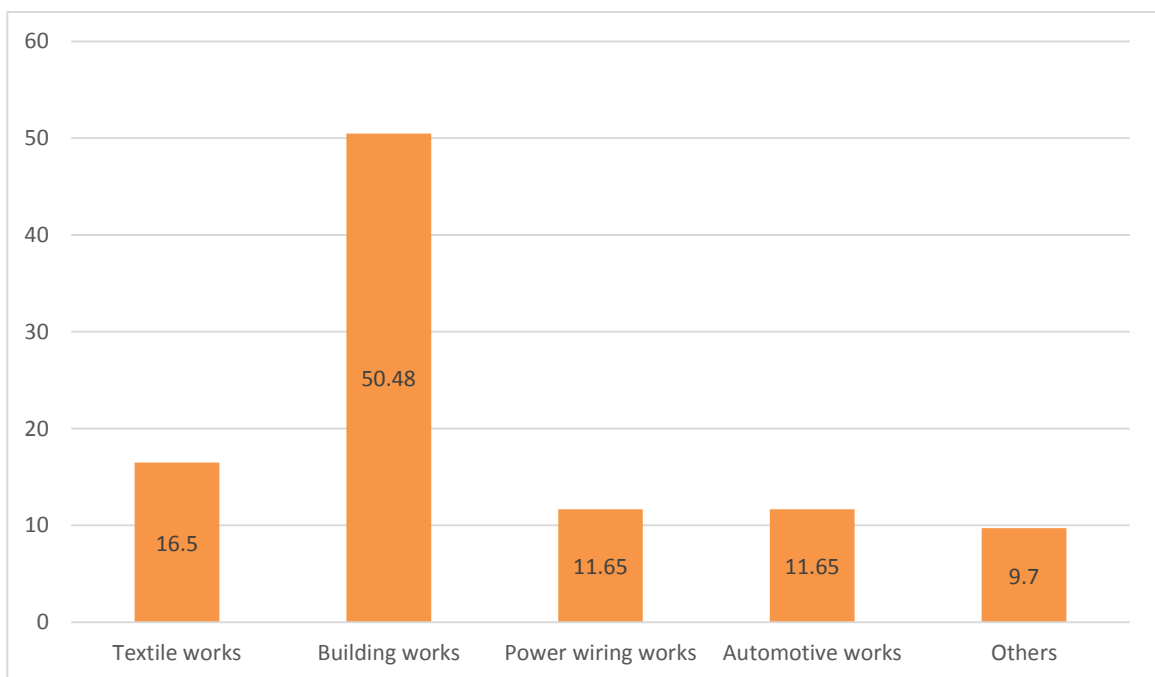


TABLE 4.10 LEVEL OF MARGIN FIXED FOR EVERY PROTECH PRODUCTS

Level of margin	No. of Respondents	Percentage
Below 5 %	21	20.38
5 – 10 %	31	30.09
11% - 20%	42	40.77
Above 20%	9	8.73
Total	103	100

INTERPRETATION:

Table 4.10 shows the level of margin fixed for every Protech products. 20.38% have stated that the level of margin fixed for every Protech products is Below 5 %, 30.09% have stated the level of the margin fixed for every Protech products 5 – 10 %. 40.77% have stated the level of the margin for fixed for every Protech products 11% - 20%. 8.73% have stated the level of the margin for fixed for every Protech products Above 20%.

40.77% have stated the level of the margin for fixed for every Protech products 11%-20%.

CHART 4.10 LEVEL OF MARGIN FIXED FOR EVERY PROTECH PRODUCTS

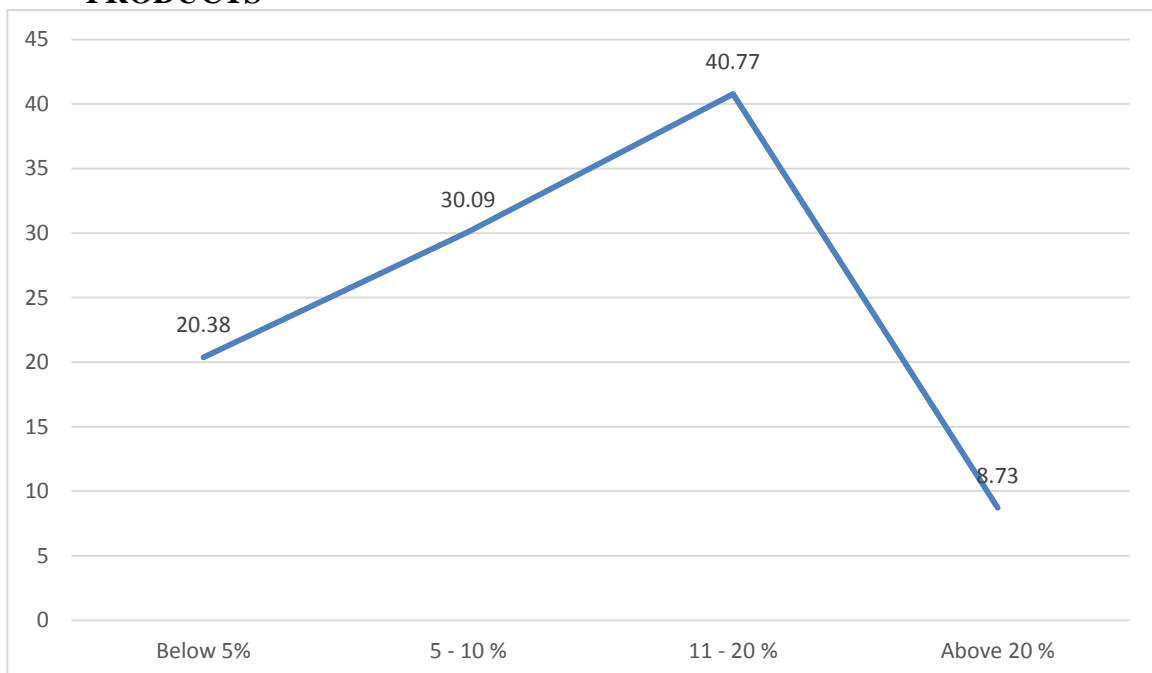


TABLE 4.11 RECOMMEND PROTECH PRODUCT TO A SIMILAR KIND OF COMPANY/INDUSTRY

Recommend Protech Product	No. of Respondents	Percentage
Definitely will	69	66.99
Probably will	29	28.15
Might or might not	3	2.91
Probably will not	4	3.88
Definitely will not	4	3.88
Total	103	100

INTERPRETATION:

Table 4.11 shows how many will recommend the Protech product to a similar kind of company/industry. 66.99% Definitely will recommend the Protech product to a similar kind of company/industry. 28.15% Probably will recommend the Protech product to a similar kind of company/industry. 2.91% Might or might not recommend the Protech product to a similar kind of company/industry. 3.88% Probably will not recommend the Protech product to a similar kind of company/industry. 3.88% Definitely will not recommend the Protech product to a similar kind of company/industry.

The result inferred that 66.99% Definitely will recommend the Protech product to a similar kind of company/industry.

CHART 4.11 RECOMMEND PROTECH PRODUCT TO A SIMILAR KIND OF TABLE COMPANY/INDUSTRY

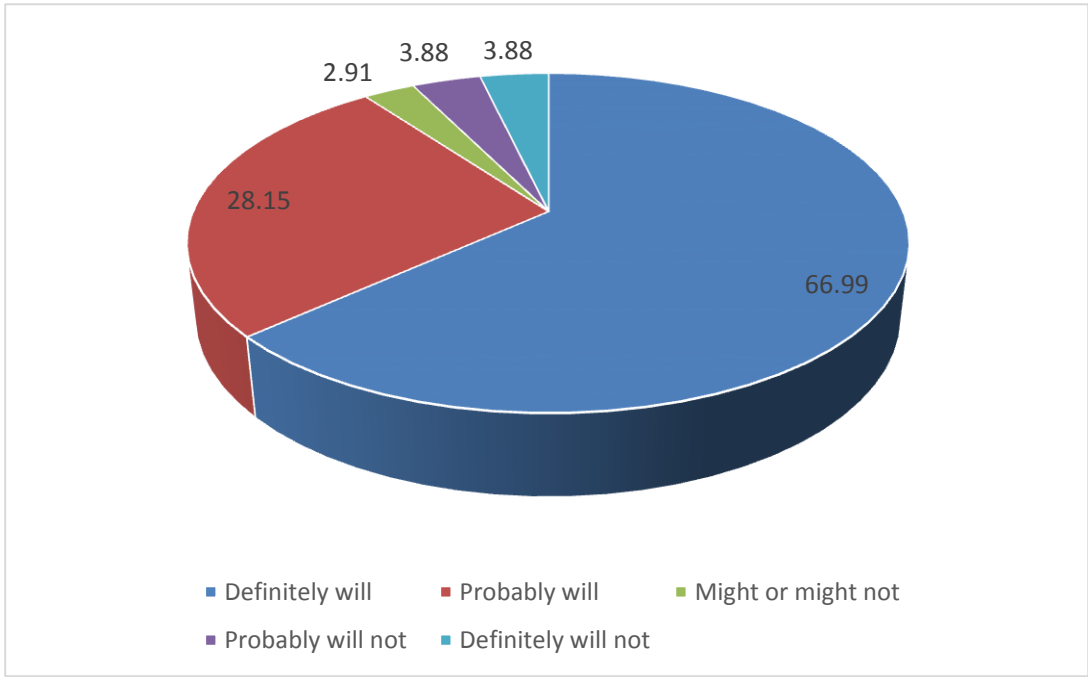


TABLE 4.12 PROTECH ENGINEERING LIMITED UNDERSTANDS THE SERVICE NEEDS OF MY ORGANIZATION

Protech engineering limited understands the service needs of my organization	No. of Respondents	Percentage
Strongly disagree	4	3.88
Disagree	5	4.85
Neutral	21	20.38
Agree	31	30.09
Strongly agree	42	40.77
Total	103	100

INTERPRETATION:

Table 4.12 has shown Protech engineering limited understands the service needs of my organization. 3.88% Strongly agree that the Protech engineering limited understands the service needs of my organization. 4.85% Disagree that the Protech engineering limited understands the service needs

of my organization. 20.38% are neutral to the idea. 30.09% agree that the Protech engineering limited understands the service needs of my organization. 40.77% strongly agree that the Protech engineering limited understands the service needs of my organization.

It is clear that 40.77% strongly agree that the Protech engineering limited understands the service needs of my organization.

CHART 4.12 PROTECH ENGINEERING LIMITED UNDERSTANDS THE SERVICE NEEDS OF MY ORGANIZATION

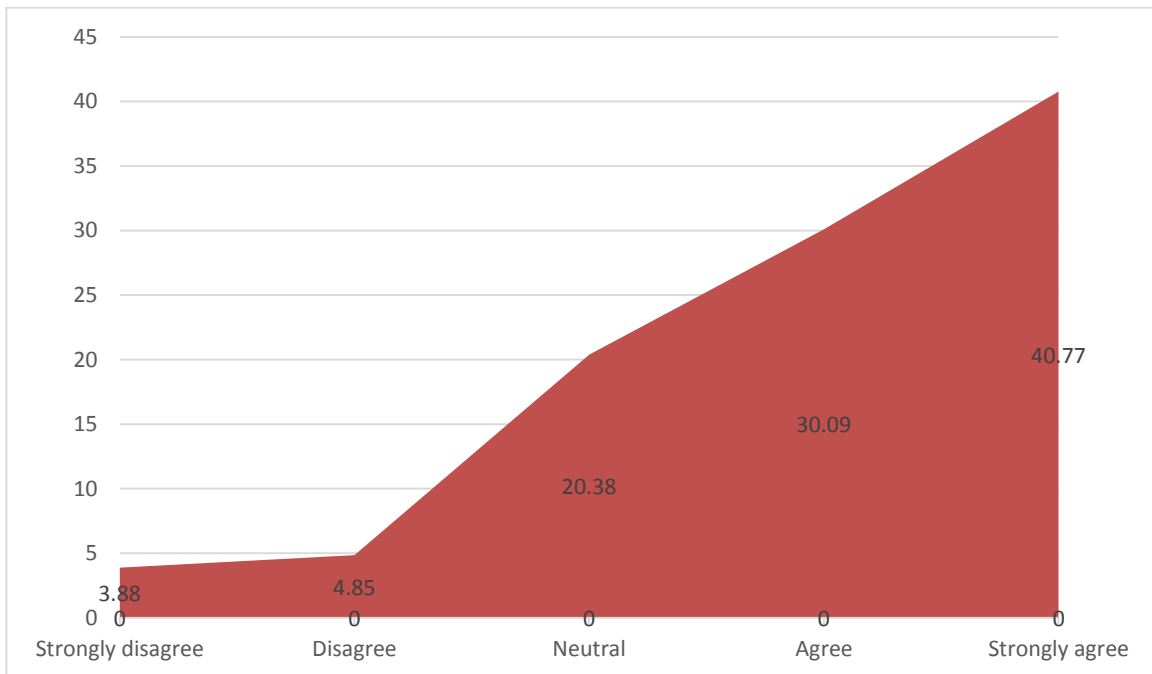


TABLE 4.13 PROTECH ENGINEERING LIMITED PROVIDES BETTER SERVICES THAN OTHER COMPANY

Protech engineering limited provides better services than other company	No. of Respondents	Percentage
Strongly disagree	6	5.82
Disagree	7	6.79
Neutral	17	16.50
Agree	28	27.18
Strongly agree	45	43.68
Total	103	100

INTERPRETATION:

Table 4.13 shows the satisfaction level as in how Protech Engineering limited provides better services than other company. 5.82% strongly disagree that Protech Engineering limited provides better services than other company. 6.79% Disagree that Protech Engineering limited provides better services than other company. 16.50% Neutral that Protech Engineering limited provides better services than other company. 27.18% Agree that Protech Engineering limited provides better services than other company. 43.68% Strongly agree that Protech Engineering limited provides better services than other company.

It is clear that 43.68% Strongly agree that Protech Engineering limited provides better services than other company does.

CHART 4.13 PROTECH ENGINEERING LIMITED PROVIDES BETTER SERVICES THAN OTHER COMPANY

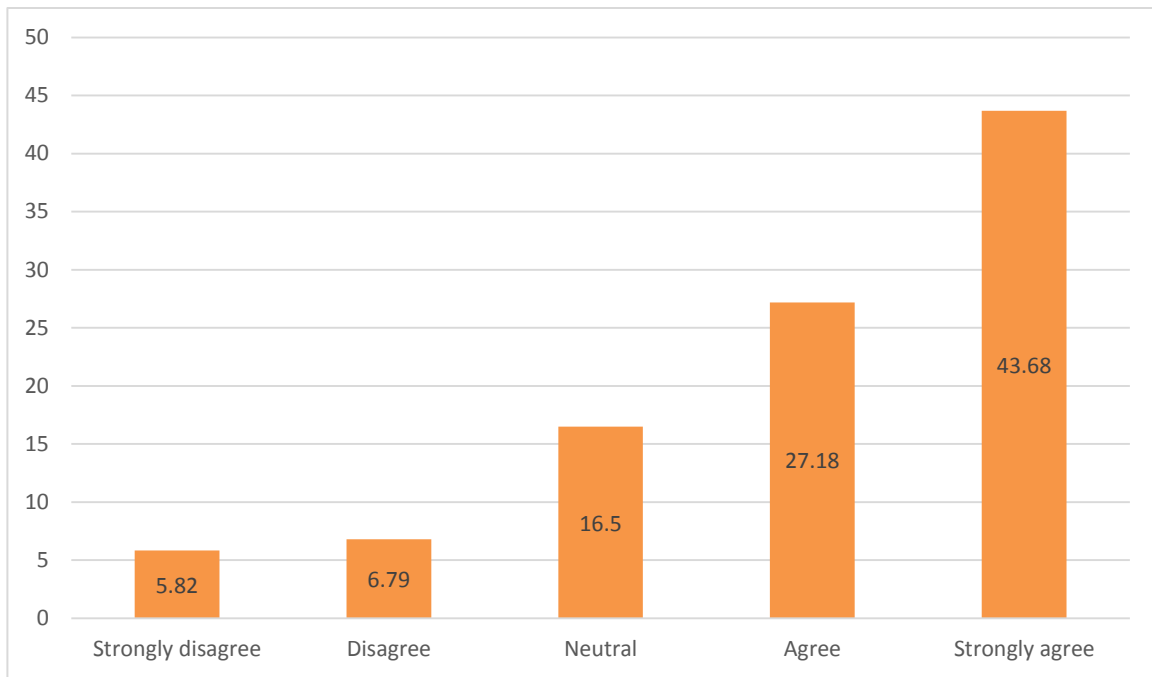


TABLE 4.14 NORMAL ORDER CYCLE TIME TAKEN BY THE COMPANY

Normal order cycle time taken by the company	No. of Respondents	Percentage
Less than 5 days	25	24.27
5-10 days	41	39.80
Above 10 Days	37	35.92
Total	103	100

INTERPRETATION:

Table 4.14 shows the normal order cycle time taken by the company. 24.27% stated that normal order cycle time taken by the company as Less than 5 days. 39.80% stated that normal order cycle time taken by the company as 5-10 days. 35.92% stated that average order cycle time taken by the company as Above 10 Days. It is clear that 39.80% stated that normal order cycle time taken by the company as 5-10 days.

CHART 4.14 AVERAGE ORDER CYCLE TIME TAKEN BY THE COMPANY

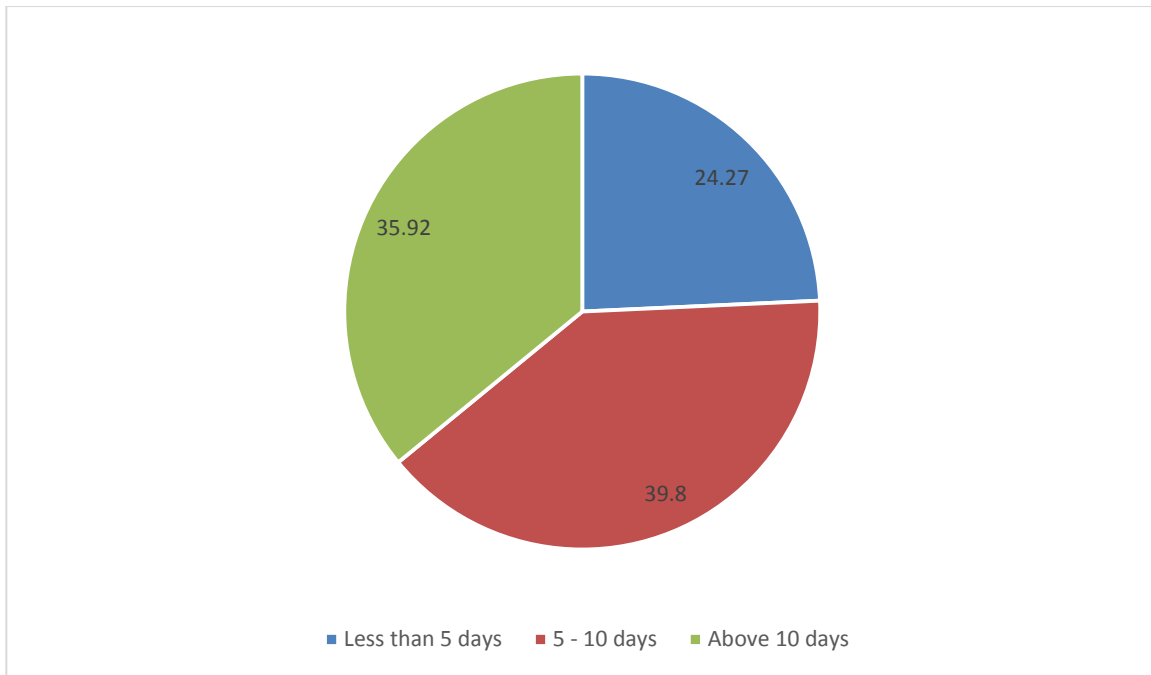


TABLE 4.15 BEST FACTOR IN PROTECH ENGINEERING LIMITED

Best factor in protech engineering limited	No. of Respondents	Percentage
Promotional scheme	20	19.41
Product quality	32	31.06
Company policy	28	27.18
Margin	10	9.70
Credit period	13	12.62

INTERPRETATION:

Table 4.15 shows the best factor in Protech engineering limited. 19.41% stated that Promotional scheme is the best factor in Protech engineering limited. 31.06% stated that Product quality is the best factor in Protech engineering limited. 27.18% stated that Company policy is the best factor in Protech engineering limited. 9.70% stated that Margin is the best factor in

Protech engineering limited. 12.62% stated that Credit Period is the best factor in Protech engineering limited.

It is clear that 31.06% stated that Product quality is the best factor in Protech engineering limited.

CHART 4.15 BEST FACTOR IN PROTECH ENGINEERING LIMITED

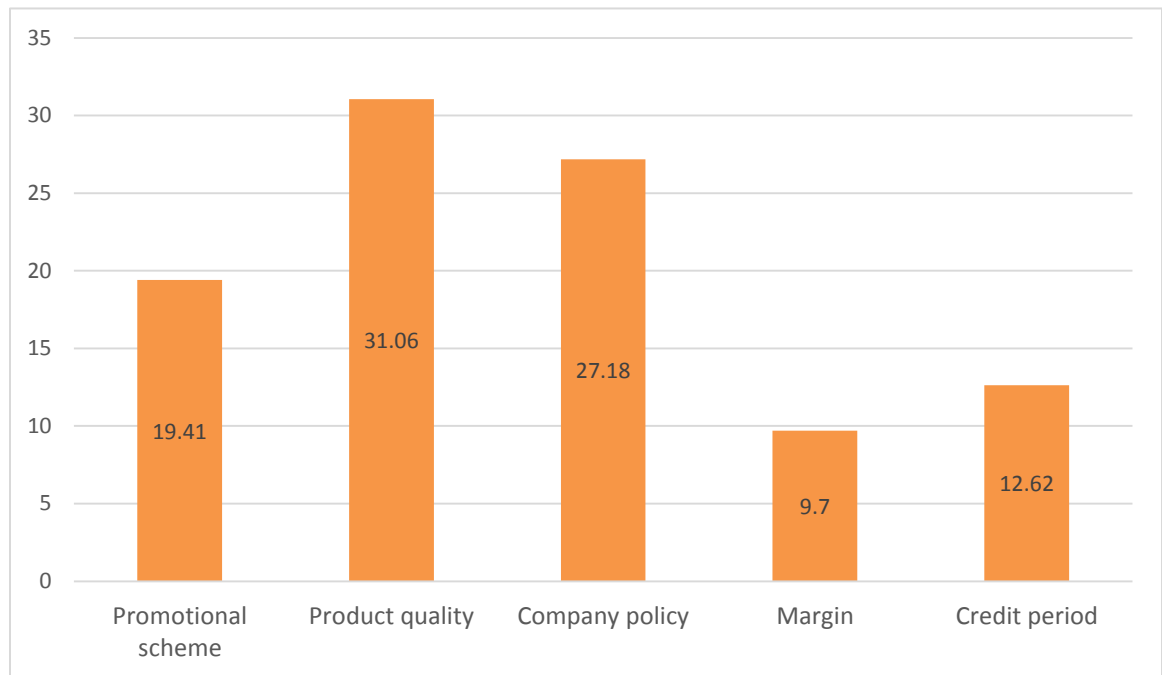


TABLE 4.16 TYPE OF PROMOTIONAL ACTIVITY PREFERRED WITH MODERN PIPES

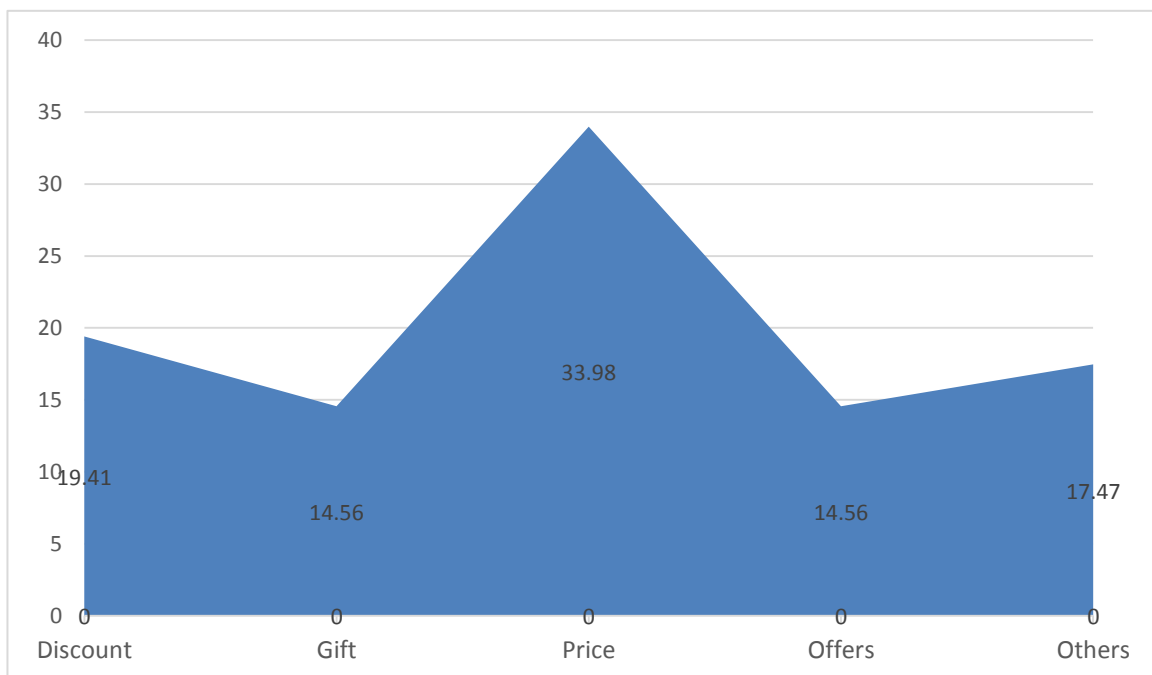
Type Of Promotional Activity	No. of Respondents	Percentage
Discount	20	19.41
Gift	15	14.56
Price	35	33.98
Offers	15	14.56
Others	18	17.47
Total	103	100

INTERPRETATION:

Table 4.16 shows type of promotional activity preferred with modern pipes. 19.41% stated Discount. 14.56% stated Gift. 33.98% stated Price. 14.56% agreed Offers. 17.47% stated Others.

It is clear that 33.98% stated Price is the preferred promotional activity with modern pipes.

CHART 4.16 TYPE OF PROMOTIONAL ACTIVITY PREFERRED WITH MODERN PIPES



DESCRIPTIVE STATISTICS

TABLE 4.17 LEVEL OF OPINION TOWARDS BRANDS

Factors	N	Descriptive Statistics			Std. Deviation
		Minimum	Maximum	Mean	
Protex –Brand	103	1.00	4.00	2.4078	1.05195
Bindhu	103	1.00	4.00	1.9903	1.19226
Kirloskar	103	1.00	4.00	2.3883	1.28516
V-Guard	103	1.00	4.00	1.4175	.77364
Aqua Force	103	1.00	4.00	2.2621	1.22042
Rajtulsi	103	1.00	4.00	2.1553	1.24268
Others	103	1.00	4.00	1.4175	.77364
Valid N (list wise)	103				

INTERPRETATION:

Table 4.17 shows level of opinion towards brands. Protex brands are positioned first with a mean estimation of 2.41. Kirloskar is positioned second with a mean estimation of 2.39. Water Force is positioned third with a mean estimation of 2.26. Rajtulsi is positioned fourth with a mean estimation of 2.15. Bindhu is positioned fifth with a mean estimation of 1.99. V Guard and Other Brands' are ranked sixth with a mean value of 1.42.

It is clear that Protex brands are ranked first with a mean value of 2.41 and V Guard and Other brands are ranked sixth with a mean value of 1.42.

TABLE 4.18 AVERAGE SALES MOVEMENT IN THE SHOP

Descriptive Statistics					
Factors	N	Minimum	Maximum	Mean	Std. Deviation
Openwell pumpsets – Products	103	1.00	5.00	3.7767	1.29805
Submersible pumpset v4	103	1.00	5.00	3.4757	1.32728
Submersible pumpsets v6 & v8	103	1.00	5.00	3.5534	1.23454
Vertical and horizontal pumps	103	1.00	5.00	3.6990	1.37081
Self-priming pumps	103	1.00	5.00	3.1845	1.49343
Valid N (list wise)	103				

INTERPRETATION:

Table 4.18 shows average sales movement in the shop. Openwell pumpsets –Products is positioned first with a mean estimation of 3.78. Vertical and level siphons is positioned second with a mean estimation of 3.71. Submarine pumpsets v6 and v8 is positioned third with a mean estimation of 3.55. Sub pumpset v4 is positioned fourth with a mean estimation of 3.48. Self-preparing positioned fifth with a mean estimation of 3.18. It is clear that Openwell pumpsets – Items is positioned first with a mean estimation of 3.78 and Self making preparations positioned fifth with a mean estimation of 3.18.

TABLE 4.19 LEVEL OF OPINION TOWARDS PROTECH PRODUCTS

Descriptive Statistics					
Factors	N	Minimum	Maximum	Mean	Std. Deviation
Price – Factors	103	1.00	5.00	3.6505	1.15222
Availability	103	1.00	5.00	3.9612	1.11954
Durability	103	1.00	5.00	3.3786	1.33664
Quality	103	1.00	5.00	3.5922	1.24803
Value	103	1.00	5.00	3.6117	1.24643
Valid N (list wise)	103				

INTERPRETATION:

Table 4.19 level of opinion towards Protech products. Availability is positioned first with a mean estimation of 3.96. Cost – Factors is positioned second with a mean estimation of 3.65. Quality and Worth is positioned third with a mean estimation of 3.61. Toughness is positioned fourth with a mean estimation of 3.38. Accessibility is positioned first with a mean estimation of 3.96 and Toughness is positioned fourth with a mean estimation of 3.38.

TABLE 4.20 BEHAVIORS OF THE SALES EXECUTIVES

Descriptive Statistics					
Factors	N	Minimum	Maximum	Mean	Std. Deviation
Before sales - Factors	103	1.00	5.00	3.6602	1.21714
During sales	103	1.00	5.00	3.5728	1.27265
After sales	103	1.00	5.00	3.3592	1.37095
Dispatch	103	1.00	5.00	3.5631	1.14335
Valid N (list wise)	103				

INTERPRETATION:

Table 4.20 shows the behavior of the sales executives. Before sales –

Factors has the first rank with a mean estimation of 3.66. During deals has the second position with a mean estimation of 3.57. Dispatch has the third position with a mean estimation of 3.56. After deals has the fourth position with a mean estimation of 3.36. Prior to deals – Factors has the primary position with a mean estimation of 3.66 and After deals has the fourth position with a mean estimation of 3.36.

TABLE 4.21 LEVEL OF SATISFACTION TOWARDS THE SERVICE OFFERED BY PROTECH PRODUCTS

Factors	Descriptive Statistics				
	N	Minimum	Maximum	Mean	Std. Deviation
Dealership Offers	103	1.00	5.00	3.7767	1.15412
Credit period	103	1.00	5.00	3.9612	1.04715
Price	103	1.00	5.00	3.8350	1.08553
After sales service	103	1.00	5.00	3.7282	1.06821
Valid N (list wise)	103				

INTERPRETATION:

Table 4.21 shows level of satisfaction towards the service offered by Protech products. Credit period has the first rank with a mean value of 3.96. Price has the second rank with a mean value of 3.84. Dealership Offers has the third rank with a mean value of 3.78. After sales service has the fourth rank with a mean value of 3.73.

Credit period has the first rank with a mean value of 3.96 and After sales service has the fourth rank with a mean value of 3.73.

CHI-SQUARE ANALYSIS

NUMBER OF YEARS DOING BUSINESS AND THE LEVEL OF SATISFACTION WITH THE DEALER PROMOTIONS.

Null Hypothesis (H_0): There is no critical connection between number of years working together and the degree of Satisfaction with the dealer promotions.

Alternative Hypothesis (H_a): There is a noteworthy connection between number of years working together and the degree of Satisfaction with the dealer promotions.

Years of doing business	Highly dissatisfied	Dissatisfied	Neither nor dissatisfied	Satisfied	Highly satisfied	Total
Less than 1 year	4	4	0	0	6	14
Less than 1 -5 years	0	0	3	15	24	42
Between 6 -10 years	0	0	0	2	19	21
More than 10 years	0	0	0	12	14	26
Total	4	4	3	29	63	103

Table Value	Calculated Value	Degrees of Freedom
21.026	69.65	12

ONE-WAY ANOVA ANALYSIS

NUMBER OF YEARS DOING BUSINESS AND LEVEL OF OPINION TOWARDS VARIOUS FACTORS

Null Hypothesis (H_0): There is no huge connection between number of years working together and level of opinion towards various factors.

Alternative Hypothesis (H_a): There is a critical connection between number of years working together and level of opinion towards various factors.

Source:

Primary Data

INFERENCE:

The ANOVA table indicates the probability value of ANOVA at 5% level of significance stated that the null hypothesis is accepted between the number of years doing business and the level of opinion towards Durability and Value. There is no significant association between the number of years doing business and the level of opinion towards Durability and Value.

ANOVA							Remarks
		Sum of Squares	df	Mean Square	F	Sig.	
Price	Between Groups	28.275	3	9.425	8.709	.000	Rejected
	Within Groups	107.143	99	1.082			
	Total	135.417	102				
Availability	Between Groups	26.444	3	8.815	8.606	.000	Rejected
	Within Groups	101.401	99	1.024			
	Total	127.845	102				
Durability	Between Groups	9.623	3	3.208	1.840	.145	Accepted
	Within Groups	172.610	99	1.744			
	Total	182.233	102				
Quality	Between Groups	18.980	3	6.327	4.477	.005	Rejected
	Within Groups	139.894	99	1.413			
	Total	158.874	102				
Value	Between Groups	7.153	3	2.384	1.560	.204	Accepted
	Within Groups	151.313	99	1.528			
	Total	158.466	102				

CHAPTER 5

FINDINGS, CONCLUSION AND SUGGESTIONS

FINDINGS

SIMPLE PERCENTAGE ANALYSIS

- The simple percentage analysis has found that Protech Engineering has relationship with 69.9% of Dealers and 30.1% of Non-Dealer.
- 40.7% of the dealers have been doing business with Protech Engineering between 1-5 years. 39.92% have stated that their business is Rural.
- 40.77% stated above 200 to 500 No's as the Protech Engineering's average number of products sold in a month.
- 61.6% are highly satisfied with the dealer promotions given by Protech Engineering Limited.
- 54.36% strongly agree about the company replacing the damaged product immediately. Protex is preferred the most with the highest percentage of 48.54%.
- 31.06% stated that the average sales/month as Above Rs.1 Lakhs to 2 Lakhs.
- 50.48% of the respondents use Protech products for Building Works.
- 40.77% have stated the level of the margin for fixed for every Protech products 11% - 20%.
- 66.99% of the respondents have stated that they definitely will recommend the Protech product to a similar kind of company/industry.
- 40.77% strongly agree that the Protech engineering limited understands the service needs of my organization.

- 43.68% strongly agree that Protech Engineering limited provides better services than other companydoes.
- 39.80% of the respondents stated that average order cycle time taken by the company as 5-10 days. 31.06% of the respondents have stated that Product quality is the best factor in Protech engineering limited.
- 33.98% stated that Price is the most preferred promotional with modern pipes.

DESCRIPTIVE ANALYSIS

Descriptive analysis shows the level of opinion towards brands. Protex brands are ranked first with a mean value of 2.41 and V Guard, Other Brands are ranked sixth with a mean value of 1.42. Bad packing – Factors is ranked first as the most problematic with a mean estimation of 3.99 and No problem Factors is positioned with fifth with a mean estimation of 1.36 as the least problematic. Open well pump sets –Products is positioned first with a mean estimation of 3.78 as the most moving product and Self priming pumps is positioned first with a mean estimation of 3.18 as the least moving product.

Approach of staff has the first rank with a mean value of 3.96 having the good opinion and Offers and discounts has the tenth is positioned first with a mean estimation of 3.31 having the least of the opinions. Availability is positioned first with a mean estimation of 3.96 as the good opinion and Durability is positioned first with a mean estimation of 3.38 as the one that needs improving. Before sales – Factors has the first rank with a mean value of 3.66 as the opinion on the behavior of the sales executives and after sales has the fourth rank with a mean value of 3.36 as the opinion on the behavior of the sales executives. Credit period has the first rank with a mean value of 3.96 as the highly satisfying factor in Protech products and After sales service has the fourth rank with a mean value of 3.73 as the least satisfying factor in Protech products.

HYPOTHESES

- o There is a critical connection between number of years working together and the degree of Satisfaction with the vendor advancements.
- o There is a huge connection between the area of business and best factor in Protech designing restricted.
- o There is no noteworthy relationship between the quantity of years working together and the degree of feeling towards Durability and Value.

SUGGESTIONS

The study states that dealers are mostly rural but unlike metropolitan business sectors, nation markets are difficult to anticipate and have interesting characteristics. The featured people is fantastically uninformed, have low compensation, depicted by unusual compensation, nonattendance of month to month pay and stream of pay fluctuating with the rainstorm winds. Thus legitimate examination ought to be made about the market.

The examination has discovered that 39.2% are rustic sellers. Rustic business sectors face the essential issues of Distribution, Understanding the commonplace purchaser, Communication and Poor establishment. The promoter needs to strengthen the allocation and assessing frameworks. The nation buyer foresees that regard for money and owing ought to have unpredictable and abandoned status of step by step compensation; extending the nuclear family pay and improving appropriation are the suitable procedures that must be adjusted to tap the massive capability of the market.

The company to hold its market authority must move in deals advancement

exercises, which would upgrade the deals of its items. The advancement ought to be cyclic. Media reach is a solid explanation behind the entrance of merchandise which are just utilized by the metropolitan individuals. Expanding mindfulness and information on various items and brands quicken the interest. In order to get good will from low level retailers, the dealer should allow credit facilities to some extent.

A Grievance handling center may be instituted for handling customer's grievances related to products if any. Exceptional projects can be composed to inspire the vendors and retailer to get mindfulness about the different plans and furthermore to push the deals. Prompt delivery on specified date should be done by dealers when order is placed. From the investigation, limit of the respondents are happy with the cost of the item. The organization ought to keep up the estimating as such with contenders and can build the deals of the item.

Study states that only 54.36% agree that the company replace the damaged ones. Hence the company should collect their fault product from the dealer for increasing company's goodwill and should maintain their product quality for continuous attraction of buyers toward company's products. The company should maintain international labor laws in this reason foreign buyer easily invest in these companies and should arrange some training for self-preservation in this reason increase employees skills and they know how to create safety.

CONCLUSION

Dealers are the significant promoting channels clearing approach to better client relationship. Sellers assume significant function in expanding organization's benefit and item inclination. They are the finish of the promoting correspondence measure giving compelling reach of the item and in

this way expanding brand estimation of the organization. Henceforth, vendors should be inspired for the adequacy of association's advertising rehearses.

The investigation empowers us to comprehend vendor's observation, buyer brand inclination, wellspring of mindfulness, seller's desire, etc. The investigation assists with improving the deals of Protech Engineering Limited with execution of new techniques. It assists with understanding the vendors that would future be able to assist with improving the interest of Protech Engineering Limited. The organization ought to give certain advantages to the vendors so as persuade them to advance their items like mass limits, standard handyman meeting with sellers, furnish vendors with pennants, divider artworks, blessing challenges and so on. The organization as being new one can attempt to choose a specific territory or area and pack in that specific zone just and gradually begin extending. The organization ought to include itself in bad-to-the-bone showcasing as it has very little offer in market. The organization should attempt to recognize likely sellers and approach them to advance their item and offer all the necessary help.

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ACTIVITY CHART

Sl. No.	Activity	Activity Details	Duration
1	Activity-1	Understanding Structure, culture and the functions of the organization/identification of business problem from the Industry from the literature study.	Week-1 [02/01/2020 – 08/01/2020]
2	Activity-2	Discussion with the guide for finalization of research design and instrument and presenting the same to the guide.	Week-2 [09/01/2020 – 15/01/2020]
3	Activity-3	Collection of data, editing of the collected data, Coding, tabulating and presenting to the guide for suggestions for analysis.	Week-3 [16/01/2020 – 22/01/2020]
4	Activity-4	Analysis and finalization of report and making presentation to the guide	Week-4 [23/01/2020 – 29/01/2020]
5	Activity-5	Submission of final Report to the University before one week of the commencement of theory examination	Week-5 [30/01/2020 – 05/02/2020]

Name and Signature of the Student

(DEVAKHI P)

P. Devakhi