

A PROJECT REPORT

on the Topic

“ A Study on effectiveness of distribution channel of sharada cashaw products with a view of retailer in kumta city “

By

Mr.Niteshkumar ukaram dahiya

USN: (1CR18MBA30)

MBA 4th Semester

Submitted to VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI
in partial fulfillment of the requirements for the award of the degree of
MASTER OF BUSINESS ADMINISTRATION

Under the Guidance of

INTERNAL GUIDE

Prof: “ M.Sandeep kumar”
(HOD)

EXTERNAL GUIDE

Mr.Babulal patel
Sharada cashaw product
(owner)



DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION

C M R INSTITUTE OF TECHNOLOGY

#132, AECS Layout, ITPL Main Road, Kundalahalli,
BENGALURU-560037

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CERTIFICATE

This is to certify that Mr. Niteshkumar bearing USN **1CR18MBA30** is a bonafide student of Master of Business Administration course of the Institute (2018-20 Batch), affiliated to Visvesvaraya Technological University, Belagavi. Project report on “(A study on effectiveness of distribution channel of sharada cashaw products with a view of retailer in kumta city)” is prepared by him under the guidance of **Prof, M.Sandeep kumar(HOD)**, in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belagavi in Karnataka.

Signature of Internal Guide

Signature of HOD

Signature of Principal

Viva-voce Examination:

Signature of Internal Examiner with date:.....

Name, Designation & affiliation

Signature of External Examiner with date:.....

Name, Designation & affiliation

CERTIFICATE

This is to certify that **Mr.Niteshkumar** bearing USN **1CR18MBA30** has done project work in our company for six weeks duration from January 01st to February 15th. The project report on “ A Study on effectiveness of distribution channel of Sharada Cashew products with a view of retailer in Kumta city “ is prepared by him under the guidance of **Mr.Babulal Patel**, Designation in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belagavi in Karnataka.

Mr.Babulal Patel,
Sharada Cashew products
(Owner)



**SHARDA
GROUP**

SHRI SHARADA CASHEW INDUSTRY

c/o Babulal patel,
Industrial area,
plot no.41 hegde road,Kumta
<https://www.cashewexportpromotioncouncil.>

CERTIFICATE OF COMPLETION

This is to certify that Mr.Nitesh kumar Ukaram Dahiya (1CR18MBA30),student of master of business administration (MBA) major in marketing and finance - 4th semester,CMRIT Institute of technology,Bangaluru (560 037).Kumta has successfully completed 45days (From 1st january,2020 to 15th february,2020) long internship programme at this Branch/Company.During the period of his internship with us he was found punctual,hardworking and inquisitive.

During the tenure of his stay ,he conducted himself well and was found to be sincere.

We wish him every success in life.

For,Sharada cashew products Ltd.

*Babulal
Patel.*

Authorized signature



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DECLARATION

I, Mr.Niteshkumar, hereby declare that the Project report entitled “(A Study on effectiveness of distribution channel of sharada cashaw products with a view of retailer in kumta city “)” prepared by me under the guidance of Prof, M. Sandeep kumar faculty of MBA Department, CMR Institute of Technology and external assistance by Mr.Babulal patel (Owner) Sharada cashaw products kumta. 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

(**Mr.Niteshkumar.**)

Date:

USN:1CR18MBA30

ACKNOWLEDGEMENT

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

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

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It gives me immense pleasure to record my thanks to my Internal Guide, **Prof. M. Sandeep kumar**, CMR Institute of Technology, Bangalore, for his valuable guidance and untiring support and cooperation in completing the project work.

I acknowledge the insights provided by my External Guide, **Mr.Babulal patel (Owner) Sharada cashaw products kumta** which helped me to a great extent in completion of the project work.

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(**Mr/ Niteshkumar**)

USN : 1CR18MBA30

TABLE OF CONTENTS

Chapter No.	CONTENTS	Page No.
	Certificate Declaration Acknowledgement List of Table List of Charts	
	EXECUTIVE SUMMARY	
1	INTRODUCTION 1.1 Industry Profile 1.2 Company Profile Promoters, Vision, Mission, Quality Policy. Products / services, Infrastructure facilities, Competitors' information, SWOT Analysis, Future growth and prospects and Financial Statement Analysis	
2	CONCEPTUAL BACKGROUND AND LITERATURE REVIEW 2.1 Theoretical Background of the Study 2.2 Literature Review 2.3 Research Gap	
3	RESEARCH DESIGN 3.1 Statement of the Problem 3.2 Need for the Study 3.3 Objectives of the Study 3.4 Scope of the Study 3.5 Research Methodology 3.6 Hypotheses 3.7 Limitations of the Study 3.8 Chapter scheme	
4	DATA ANALYSIS AND INTERPRETATION	
5	SUMMARY OF FINDINGS, SUGGESTIONS AND CONCLUSION 5.1 Findings of the Study 5.2 Suggestions 5.3 Conclusion	
	BIBLIOGRAPHY	
	ANNEXURE	

LIST OF TABLES

Table No.	TITLE OF TABLES	Page No.
1.1	Table showing.....	

LIST OF CHARTS

Chart No.	TITLE OF CHARTS	Page No.
1.1	Table showing.....	

EXECUTIVE SUMMARY

- Cashew is one of the most sought after nuts among dry fruits obtained from an exotic tree species. It is the poor man's crop, rich man's food. The commercial cultivation of cashew is taken up mainly in eight states in India namely Andhra Pradesh, Goa, Kerala, Karnataka, Orissa, Maharashtra, Gujarat and Tamil Nadu. The current production in India accounts for 19.46 per cent of global production. Cashew nut is formed outside the fleshy fruit known as cashew apple. At the time of maturity, the cashew apple along with seed falls down on the ground. These are collected and processed to get cashew nut. The cashew apple being fleshy and sweet in taste is used to prepare a fermented fruit drink known as Feni. Kerala is the leading state in processing of cashew. More than two third of cashew processing units are in Kerala, whereas remaining are scattered in the other states. The seeds are separated from cashew apple and dried in the sun for 4-5 days. The dried raw cashew seeds are processed to cashew nut for marketing. In India, processing of cashew is manual and highly labour intensive process. The cashew industry is highly unorganized and scattered. Women constitute almost 90 per cent of labour force in cashew industry.

- I have selected Sharada Cashaw Product to do my project, this company undertakes the processing, marketing and sales activity of the variety of cashew nut. Sharada Cashaw Product process wide range of cashew nut of various range, mainly concentrating the retail sector, bakery and hotel. The primary objective of the study was to ascertain the major factors that are influencing the effective distribution of Sharada Cashaw Products manufacture. The respondents are retailers. Retailers include supermarkets, general stores, Kirana store, Bakery etc.

Distribution channels as the set of interdependent marketing institutions participating in the marketing activities involved in the movement the flow of goods or services from the primary producers to ultimate consumers. Channels of distribution for a product the route taken by the title to goods they are from the producers to the ultimate consumers. It is very important because product in one place while the consumption scattered in many place. So there is big gap between producers and the consumers. So through channels of distribution can only fill the gap. A channel of distribution connects a link between the producers and the consumers. Channel of Distribution plays a very important role in achieving the marketing objectives of a company. Undoubtedly, the manufacturer of product or services creates involve utility but the distribution channels create time and place utilities. According to Drucker, "both the market and distribution channels are offer more crucial than the product. They are primary; the product is secondary. Distribution channel is very important aspects in every business it helps to reach the goods for the right customer in right time at right place. Without the effective distribution channel the goods will not reach the customer appropriately. Thus the study will helps to know the strength and weakness of distribution channel.

The study includes questionnaire which consists of structured, both open and closed ended question. Face to face interview is conducted to collect the responses of the respondents. For study purpose the sample size for survey is taken as 50. After collecting the responses the data

is analysed through the Spss software. Findings have been made for the study. Based on these findings, suggestions are given to the company to improve the performance to enhance the customer satisfaction.

Need for the study:-

The growing demands for dry fruits in today's world have led to the emergence of various types of Cashew processing industries. It is very important for any company to know how their distribution channel are working. Cashew nuts are used widely in many areas and it is greatly demanded due to their certain outstanding characteristic features. Basically Sharada Cashaw will not have direct contact with the customer ,they will distribute their products to the dealer and dealer will take the responsibility to deliver the products to the customer. So in this competitive industry it is necessary to know the effectiveness of distribution channel to gain more profit as well as to know strength and weakness of the existing channel This study will helps to understand the distribution channels and by this the company can alter its channel according to the customer need.

Project Title:

“A STUDY ON EFFECTIVENESS OF DISTRIBUTION CHANNEL OF SHARADA CASHAW PRODUCTS WITH A VIEW OF RETAILER IN KUMTA CITY”

Objectives of the study:

- To study the distribution channel of Sharada Cashaw Products.
- To know performance of the existing distribution channel.
- To ascertain the retailers satisfaction towards the effectiveness of distribution channel of Sharada Cashaw Products on the parameters of: (a) Service(b) Products range (c) Delivery (d) Sales man behaviour,(e)Other support etc.

LIMITATIONS OF THE STUDY:

- Convenient sampling method is used the sample may not be representing all types of customers.
- Study is conducted for a limited period &hence it may not be exhaustive.

RESEARCH DESIGN

Type of Research : Descriptive Research Design

Primary Data : Personal Interactions, Through Questionnaire

Area of Research : Kumta

Research Instruments : Questionnaire

SAMPLING

Method : Non Probabilistic Convenience Sampling

Size : 50

Major Findings:-

1. It is found that 28 % get supply for order in next day of order placed,64% after two days and 8% more than two day.
2. It is found that 10% retailers get display through banners and 40% said nothing.
3. It is found that that 44% retailers are satisfied with distributor channel, 36% are neutral, 20% are highly dissatisfied
4. It is found that 22% retailers are satisfied with delivery on time of Sharada cashaws 26% are neutral and 52% are highly dissatisfied.
5. It is found that 64% retailers are highly satisfied with the package of Sharada cashaws and 36% are satisfied.
6. It is found that 52%are highly satisfied with the product range 34% are satisfied 14% are neutral

Recommendation:-

- 1 Sharada Cashaw products should keep a well stock of all cashews as the retailer gives order whenever required.
- 2 They should make a specific distribution strategy like
 - Deciding the delivery according to distance like if distance is within 10-30 km delivery should made in 24 hours
 - within 30- 60km delivery time should be 48 hours
 - within 60-100km delivery time should be 72 hours
- 3) they should give a special training to. Their sales men to develop a them through external sources
 - A) institutions or colleges

B) personal trainer

4) they should look more over providing over all support to the retailers like on time delivery friendly behavior easy replacement policy

5) replacement policy should be made more flexible like

a) proper rules of replacement policy should be told to retailers

b) should make easy replacement policy for regular and royal customers.

CONCLUSION:-

In the study of “ Effectiveness of distribution towards Sharada Cashaw Products with view of Retailers in Kumta city.” I have experienced that distribution plays a vital role in the success of a company..Nothing is of a greater importance for a marketer than distribution. In Kumta retailers have good image towards Sharada Cashaw. Some respondents not having good image about the factors like sales man behaviour, replacement option, on time delivery etc. etc. The awareness of the Sharada Cashaw Product are also good even though facing a tough competition from Kaladhar Cashew, Reliable cashew, Sahyadri Cashew etc.

INTRODUCTION TO INDUSTRY

Dry Fruit Industry

With an diverse mix of uses, dried fruits and nuts in India dates as far as the prehistoric times of Hindu wisdom captured in the Charaka Samhita, An ancient Indian Sanskrit text on ayurveda. Almond, Cashew nut, chestnut, coconut, groundnut, peanut, pistachio, etc are very rich in proteins. The oil inside these provides natural lubricants and fat necessary for the body's mechanical and other functions. The nuts and dry fruits were made more popular by the Mughals.

Current standing:-

The nut and dried fruit industry in India is currently pegged at INR 15000 crores (USD 2 billion) and is estimated to grow to INR 30000 crores (USD 4 billion) by 2020 with over 1 million tonnes in volume term. Consumers are becoming aware about the health benefits associated with dry fruit consumption. Factors such as increasing awareness of health needs, increasing disposable income levels, better availability, right packaging, consistent quality, adequate product communication (labeling), newer products such as Hazelnuts, Pecan Nuts, etc, are leading to a healthy growth of more than 10% year on year. This is much ahead of the CAGR growth rate of 5.3% for the dry fruit market and 6.5% for the nuts market in the Asia-Pacific, he added. Importers, processors and marketers of the nuts and dry fruits category in the country need to be better prepared for the huge growth anticipated in the coming years.

Drivers and challenges in the dry fruit market:-

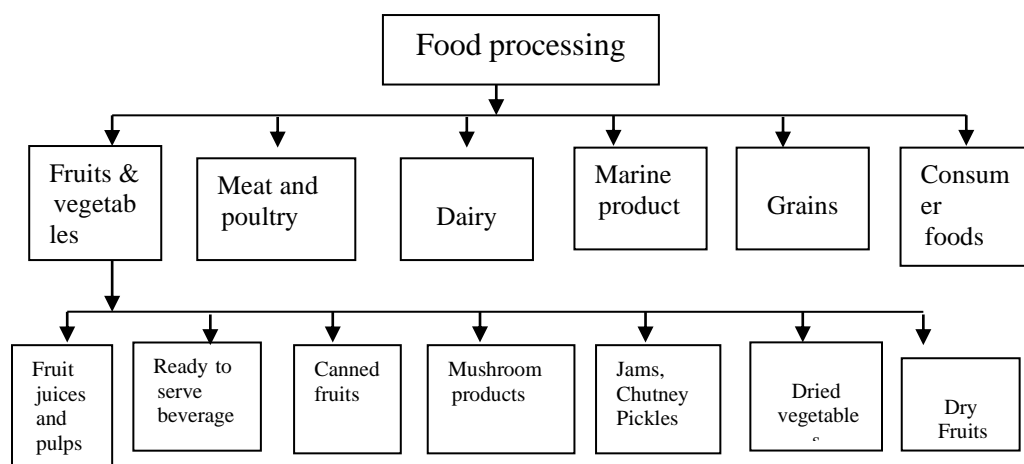
Drivers:-

- Festivals and gifting culture
- Increasing health awareness
- Growth of user Industries
- Booming retail market

Challenges:-

- Rise in packaging cost
- Shortage of cold storage
- Deficit in power supply

Market Segmentation :-



Dry fruits refers to those fruits which are devoid of any moisture content either naturally or those which had been dried artificially using machines such as dehydrators. Globally a wide variety of dry fruits are consumed which includes almonds, brazil nut, cashew nut, raisin, peanuts etc.

General Introduction:-

The Cashew Nut is native of North-east Brazil. During the 16th century, the Portuguese introduced it into India and Portuguese colonies in Africa such as Mozambique. From India, cashew trees spread all over South-east Asia. The tree grows in tropical areas with an annual rainfall ranging from 400 to 4,000 mm, and it grows from sea level to an altitude of 1,000 m. Cashew is cultivated primarily in India, Vietnam, Côte d'Ivoire, Guinea-Bissau, Tanzania, Benin, Brazil, and other countries in East and West Central Africa and South East Asia. Plantings have also been established in South Africa and Australia.

Cashew (*Anacardium occidentale*.) is a native of tropical America from Mexico to Peru and Brazil and also the West Indies. Four centuries ago, the adventurous Portuguese came sailing down the Indian coasts and brought with them the priceless nut tree to control soil erosion on the coasts. Cashew came, conquered and took deep root in the entire coastal region of India. The crop found the Indian soil more homely than its homeland. The first introduction of cashew into India was made in Goa from where it spread to other parts of the country's west and east coasts, especially in the states of Kerala, Tamil Nadu, Karnataka and Andhra Pradesh (Sham Singh in 1963). In the beginning it was mainly considered as a crop for a forestation and soil binding to check erosion. Although its commercial exploitation began from the early 60s, only marginal land and denuded forests were set apart for plantation development. The word 'cashew' is derived from the Portuguese name for the nut 'Kaju', which was adopted by

them from the native name 'cuju'. The cashew is a low, sprawling evergreen tree with a gnarled or twisted trunk, possessing alternate, simple, leathery, oval or oblong glabrous leaves (10-12.5 cm long, 5-10 cm wide) that are rounded and often notched at the apex. The wood of the tree exudes a yellow gum. The flowers are borne in clusters on lax terminal panicles at the end of the branches. The fruit consists of a soft, shiny, pear-shaped, swollen, juicy basal portion commonly known as cashew apple. In fact, the swollen peduncle and receptacle is reddish or yellow in colour when ripe.

The cashew apple bears at its summit a kidney-shaped, single-seeded nut with a hard, grey-green or shell. This true fruit attains its full size before the enlargement of the receptacle. The shell of the nut contains an acrid juice or sap that causes severe irritation of the skin resulting in painful blisters. The seeds are exalbuminous with reddish brown testa, two large white cotyledons and a small embryo. They are inedible when raw and must be cooked or roasted to drive off the volatile oil before it is opened or shelled. In the field of international development, cashew cultivation has attracted considerable interest from the development agencies, producers, governments and advocates of sustainable economic and environmental development. As a resilient and drought resistant tree that is adaptable to poor soil conditions, it offers environmental benefits in the fight to combat deforestation and soil erosion. Most importantly, its cultivation and exploitation are regarded as economically promising for both rural growers and urban industrial processors in terms of employment generated and value added to emerging economies.

Cashew nuts have a relatively high fat content (12 g per ounce and 2 g saturated fat), but it is considered "good fat". Even with a relatively high fat content, cashew nuts are considered to be a "low-fat" nut. In fact, cashew nuts contain less fat per serving than many other popular nuts commonly found in grocery stores and health food stores, including almonds, walnuts, peanuts and pecans. Cashew is composed mainly of unsaturated fatty acids (nearly 80%), which in humans raise the levels of high density lipoproteins (HDLs), which are associated with a decreased risk of atherosclerosis and coronary heart disease. Cashew kernels contain polyunsaturated fatty acids in a 1:1 ratio with saturated fatty acids, which also is considered to have potential good health effects (Nair, 2009). There are various recommendations for use of cashew nut consumption for diet and weight loss. Cashew nuts have a high energy density and high amount of dietary fibers, both of which have been credited as having a beneficial effect on weight control, but only when eaten in moderation. The flowers are produced in a panicle to 26 cm long, each flower small, pale green at first then turning reddish, with five slender, acute petals 7 to 15 mm long. Flowering is similar to the close relative mango, individual flowers are 1/4 across, with crimson petals of ten striped longitudinally and reflexed. Flowering may

occur over several weeks, and it is not uncommon to have ripening fruit and flowers on the same time.

Cashew belongs to the Anacardiaceae family, which includes about 60 genera and 400 species, among mango and pistachio are also included. Cashew trees are evergreen and can grow rapidly up to 20 m, but usually reach 8-12 m height. *Anacardium occidentale* is a species, with male and hermaphrodite flowers on the same plant and in the same panicle. Edible cashew kernels have been used as snack for centuries. They are used as a major ingredient in sweets and cooking, particularly in Asian cuisine. Cashews are also used as an ingredient in chocolate, cookies, and ice cream. Recently, cashew milk has also become popular as a lactose-free milk substitute. As with other nuts, cashews are healthy and packed with minerals and nutrients such as phosphorous, copper, and magnesium, not commonly found in other foods. Cashews, along with pistachios, have the lowest fat content among nuts. Almost 80% of the fat in cashews is unsaturated, which helps maintain healthy cholesterol levels. They are also rich in tocopherols and phytosterols. The cashew kernel occurs within a shell, which contains an inedible phenolic oil, also known as cashew nut shell liquid (CNSL) which has wide industrial uses thanks to its polymerizing and friction-reducing properties. The nut hangs under an edible false fruit called the cashew apple, which is very high in Vitamin C. The fruit can be eaten fresh, mixed in fruit salads, or made into juice, which can be distilled to produce alcoholic drink.

Overview of Cashew Production:-

World production of cashew is stabilized between 470,000 and 580,000 metric tons (kernel basis) per year. India, with 150,000-190,000 metric tons of annual production ranks first, followed by Vietnam with 70,000-95,000 metric tons each, and Brazil with 40,000-60,000 metric tons..

Seasons

Flowering takes place from December to April in the Northern hemisphere, and from June to December in the Southern hemisphere, with a higher concentration from September to November. The cashew has crossed fertilization. About a week after fertilization, the green nut with a puny apple (false fruit) appears. The nut rapidly grows till it reaches almost 80% of its final size. The fruit starts growing to become wider and apple-shaped after the nut attains its full size. The apple has a thin green skin and as it matures the colour turns red or yellow and becomes fragrant. Meanwhile, the nut's shell becomes hard and turns grey in colour and the kernel grows within the nut. Nut and apple fall to the ground when fully mature. The time for fruit maturity varies from 2-3 months depending on the variety, the health of the tree, and the climate conditions during fruit growth. Harvest takes place during dry weather and nuts

are harvested only when the apples are fully ripe. Three to four flowering and fruiting in a 3-4 month horizon makes multiple harvesting necessary. The nut remains firmly attached to the apple and consequently the bulk of the harvest consists of the cashew apples. The nuts are separated from the fruits, sun-dried for 2-3 days, and sent to factories for de-shelling and further processing. The fruits are generally consumed at the farm and at proximate markets. Overall harvesting seasons are similar in the producing countries, depending on the location relative to the equator. Countries north of the equator, including India, Vietnam, and West Africa, start harvesting early in the calendar year until approximately mid-year. Countries south of the equator, including Brazil and East Africa, harvest from September or October to early in the following calendar year.

India and the World Cashew Market:-

India is among the top producers of cashew nuts, next to Vietnam, Nigeria and Ivory Coast. These four countries contribute to 70 % of the global cashew production. The area under the crop is 4.71 million worldwide with a production of 2.75 million tonnes annually. In 2010, India produced 0.61 million tonnes of in-shell nuts from an area of 0.92 million. This corresponds to 17.10 % of the global cashew production from 19.6 % of the global area under cashew cultivation (FAOSTAT, 2010). Major contributions within the country are from Maharashtra (32.3 %), Andhra Pradesh (16.15 %), Orissa (13.7 %), Kerala (10.76 %) and Tamil Nadu (9.8 %), indicating maximum growth of the crop in the peninsular region (Personal communication, 2010). In the context of imports, India is the major importer, particularly from various countries of the African sub-continent. Indian Cashew Industry India was the first country to enter the global cashew trade. The country processed about 1.14 million tonnes of cashew in 3650 cashew processing mills scattered around the country. The number of cashew processing mills shows an increase from 170 units in 1959 to over 3500 in 2008. The industry provides employment to around 0.5 million people and about 95 % of them are women (Anon, 2009). Forty-six per cent of cashew processing is in the organised sector while 54 % is in the unorganised sector. Annual demand on the Indian cashew processing industry is in the order of 1.5 million tonnes, only a half of which is met by the existing production. To meet the rising demand, India imports raw in-shell cashew from Congo, Tanzania, Indonesia and Thailand. India exports processed nuts to USA, UK, Japan, Netherlands, Australia, Canada and Germany.

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The Cashew Export Promotion Council of India (CEPCI) is the nodal agency for promoting exports of Cashew Kernel and its allied products, functioning at Cashew Bhavan, Kollam, Kerala. Cashew industry is one of the oldest and traditional industries of our country and providing gainful employment to over 1 million workers in the farms and factories. Cashew is cultivated in 17 states of our country. The total area under cultivation is 10.41 lakh hectares and the estimated production is about 7.80 lakh MTs with an average production of 753 Kg / ht and accounting 25% share in the world production. India is the largest producer of Raw Cashew Nut (7.8 lakh MTs) and processor of cashew (16 lakh MTs) as well as largest consumer of cashew (2.70 lakh MTs) in the world. The export of cashew kernel during 2016-17 is Rs.5169 Cr. (US\$771) and accounting around 21% of the total global cashew export as against the share of Vietnam at 62%.

Cashew is an important traditional and labour intensive industry. Currently 17 states in the country are actively involved in cultivation of cashew. It fetches gainful employment for 10 lakh workers in farm and factories, a vast majority of whom are women folk belonging to socio-economic backward communities. The economy of many a village in rural and semi urban India are dependent on this industry. On an average, the industry fetches foreign exchange equivalent to Rs.5200 crore to the nation per annum.

Challenges to Indian cashew industry

I. Internal challenges

- 1) Imposition of Import Duty
- 2) Misuse on Imports of Cashew Kernels
- 3) High Cost of Production.
- 4) Stringent Factories & Labour laws.

ii. External Challenges

- 1) Competition from other Producing countries
- 2) External funding for competitors from international agencies
- 3) High level of Export incentives in Competing countries

4) High Price of Raw material.

The salient features of the industry are:

- India accounts for about 25% of the total world production of raw cashew nuts and during 2016-17, our production of raw cashew nut was estimated at 7.8 lakh MTs.
- Cashew cultivation is undertaken in 17 States of India covering an area of 10.41 lakh hectares.
- India is the largest cashew processor in the world (Processing about 16 lakh MT of raw cashew nut per annum).
- Export of cashew and allied products consisting of cashew kernels, roasted & salted cashew kernels, cashew nut shell liquid (CNSL) and Purified CNSL from India amounted to Rs. 5213 Cr., (US\$ 778) during 2016-17.
- The exports of cashew kernels during 2016-17 valued at Rs. 5169 Cr. (US\$ 771) and India accounts for about 21 per cent of the total global cashew exports.
- The average export price of cashew kernels has increased three times during the last 10 years, from Rs.200/- per Kg during 2007-08 to Rs.628/- per Kg during the year 2016-17.
- India has direct exports of cashew kernels to more than 80 countries, major markets being the UAE, USA, Saudi Arabia, Japan, The Netherlands, Germany, Belgium, Korea Rep., Spain, France, UK , Kuwait and Singapore.
- UAE is now the largest market for Indian cashew kernels, followed by USA and Saudi Arabia, while Indian Cashew Nut Shell Liquid is largely exported to South Korea, followed by Spain, USA, Belgium and China.
- Indian domestic consumption of cashew kernels is the largest in the world estimated at about 2.70 lakh MT during 2016-17. The domestic consumption has increased by 70% during the last 10 years.
- Around 97 % of Indian exports of cashew kernel are in plain form and in bulk packing. Export of value added / consumer packs accounts to less than 3 percent.

Major cashew producing clusters are given as under:

1. Maharashtra (Ratnagiri, Sindhudurg, Raipad, Kolhapur, Nashik etc.)
2. Andhra Pradesh (Srikakulam, East Godavari, West Godavari etc.)
3. Odissa (Koraput, Malkanpuri, Dhenkanal, Ganjam, Kordha etc.)

4. Karnataka (Dakshinkannada, Udupi, Belgaum, Uttar Kannad, Kolar etc.)
5. Kerala (Kannur, Kasaragod, Kozhikode, Malappuram, Palakkad etc.)

Import of raw cashew nut by India:-

High demand of cashew nut in India has resulted in growth of cashew processing industry in India. The installed capacity of cashew processing units presently (16.43 lakh MT8 / annum) is almost double (218 per cent) of the production (as per the production of 2016-17). Therefore, many of cashew processing units import raw cashew nut, process them and export the same after processing. India is the second largest importer of raw cashew nut in the world. It can be observed from Table that we import 0.70 to 0.90 million MT of raw cashew nut, which is almost 50 per cent of total world imports of raw cashew. The raw material availability is the major challenge for cashew processing units. The domestic production of cashew nut meets half of the demand by cashew processing units. The import of raw cashew nut lead to higher raw material cost and low margins to the processors forcing processors forcing processors to keep their units shut due to non availability of raw cashew

Import of cashew by India and world:-

Year	Cashew-nut(with shell) imported by India (in MT)	Cashew imported (with shell) all over the world in MT)	Cashew (with shell % imported by India of the total worlds imports of cashew (with shell)
2009	0.66	0.72	92.4
2010	0.56	0.67	84.4
2011	0.80	0.97	82.6
2012	0.82	1.21	67.9
2013	0.83	1.58	52.7
2014	0.91	1.53	59.4
2015	0.97	1.93	50.4
2016	0.73	1.43	50.8
Total	2.30%	9.00%	

History of cashew nut:-

The cashew tree native to Brazil, was introduced Mozambique and then India in 16th century i.e four centuries ago, by the adventurous Portuguese who came sailing down the Indian coasts and brought with them the priceless tree nut “Cashew” the wonder nut of the world. Cashew came conquered and took deep in the entire coastal region of India. Cashew found the Indian soil more homely than its homeland. It was actually planned as a means of controlling coastal erosion.

The cashew tree is a curious plant with multiple uses, yet we are only familiar with one of its fruits, the cashew nut. The cashew tree also produces an edible, pear-shaped fruit called the cashew apple. The cashew apple, extremely rich in vitamin C, is eaten raw, as well as made into jam, marmalade, candy, and juices. In Brazil, one of the areas where the cashew tree grows indigenously, cashew apple juice has become one of the most popular beverages. The juice can also be fermented to make an alcoholic beverage. Because the cashew apple spoils quickly. Other countries that grow and export cashews include Sri Lanka, China, Malaysia, the Philippines, Thailand, Colombia, Guatemala, Venezuela, the West Indies, Nigeria, Mozambique, Tanzania, and Kenya. The United States is the largest importer of cashew nuts.

The true fruit of the cashew tree is a kidney or boxing-glove shaped drupe that grows at the end of the pseudo fruit. Actually, the drupe develops first on the tree, and then the peduncle expands into the pseudo fruit. Within the true fruit is a single seed, the cashew nut. Although a nut in the culinary sense, in the botanical sense the fruit of the cashew is a seed. The seed is surrounded by double shell. Other vernacular names include cajueiro, cashu, casho, acajuiba, caju, acajou, acaju, acajaiba, alcayoiba, anacardic, Andi parippu (in Malayalam), cacajuil, godambi (in Kannada). It got its name Anacardium because of its heart like shape. The actual nut is attached to the lower end of the fruit (the cashew apple). Locally, this fruit is used in beverages, jams, and jellies. After the fruit is picked (by hand), the nut is detached and sun-dried. Before the nut can be eaten, there are 2 shells and a skin that must be removed. The outer shell contains a poisonous oil that can blister the skin; it was once believed that uncooked cashew nuts were also poisonous. However, the shell oil does not in any way contaminate the raw nut. To remove this shell, and to get rid of this oil, the nuts are either placed among burning logs until the oil catches fire (the fumes of which are injurious to the eyes and skin) or put in modern roasting cylinders. Later, the inner shells are cracked open, also by hand, and the kernels heated to remove the skins. The raw cashew nut is enclosed in a tough, leathery shell that contains caustic, toxic substances including cardol and anacardic acid. Despite their caustic nature, these compounds have economic value and are used in industry. Together they are extracted in processing, as cashew nut shell liquid, referred to as CNSL.

Cashew Nut Shell Liquid:-

The challenge in cashew processing is to separate the edible nut from the toxic CNSL. Because of this, cashews require more extensive processing than other nuts. Important points in processing are as follows:-

1) **Pre-conditioning:-**

The in-shell nuts are piled in heaps and kept wet with water for 1-2 days, -or- the in-shell nuts are steamed for 8-10 minutes.

2) **Pre-treatment:-**

The in-shell nuts are then immersed in a hot oil bath, kept at 170-200 deg C, for about 90 seconds. The oil bath removes some of the CNSL. Following the oil bath, the nuts may be placed in a heated centrifuge for further CNSL extraction.

3) **Shelling:-**

Mechanical or manual (Indian factories use mostly manual labour)

4) **Drying:-**

The kernels are dried to a moisture content of 3%, in special chambers, at 70 degrees

5) **Peeling :-**

Manual (as needed), or other process. One process calls for freezing the kernels, then peeling them automatically in a revolving drum.

Cashew Tree Products

The cashew tree produces a soft, shiny, and juicy fruit, known as cashew apple which bears a single-seeded nut in its bottom covered with a hard grey shell. This nut is the most valued product and is commonly consumed as snack or used in confectionery and cooking. Cashew nuts are rich in unsaturated fatty acids, palmitoleic, vaccenic, linolenic, and gadoleic acids, and especially oleic and linolenic acids. The nuts are also a good source of protein, carbohydrates, and dietary fiber. The cashew apple's juice is mainly used to make drinks, both natural and fermented. Furthermore, the fruit pulp can be made into jelly, syrup, candied fruit, and preserves. The cashew apple juice is rich in vitamin C, antioxidants, minerals, and sugars. The liquid enclosed in the shell of the nut (cashew nut shell liquid, CNSL) is commonly used for industrial purposes. The liquid is nocuous, contains cardol and anacardic acid, and has polymerizing and friction-reducing properties. It is used in many industrial processes in developing lubricants, varnishes, cements, drugs, antioxidants, and fungicides, among other uses. Cashews are mostly consumed as snacks raw, roasted, salted, or flavoured. Cashews are

also used as an ingredient in Indian sweets, savouries, and cooking. The manufacturing industries are increasing the use of cashews as ingredients in new recipes.

Medicinal Action and Uses

- The cashew nut shell oil used in the manufacture of brake linings and is sometimes applied to metals as an anti-corrosive agent.
- The shell oil is also used for waterproofing and as an adhesive.
- The oil must be used with great caution, but has been successfully applied to corns, warts, ringworms, cancerous ulcers and even elephantiasis
- It has been used in beauty culture to remove the skin of the face in order to grow a new one.
- The nuts are eaten either fresh or roasted, and contain a milky juice which is used in puddings.
- The fruit is a reddish yellow and has a pleasant sub-acid stringent taste, the expressed juice of the fruit makes a good wine.
- The fruit itself is edible, and its juice has been found of service in uterine complaints and dropsy. It is a powerful diuretic.
- The black juice of the nut and the milky juice from the tree after incision are made into an indelible marking-ink- the stems of the flowers also give a milky juice which when dried is hard and black and is used as a varnish.
- A gum is also found in the plant having it is imported from South America under the name of Cadjii gum, and used by South American bookbinders, who wash their books with it to keep away moths and ants.
- The caustic oil found in fruit is rubbed into the floors of houses in to keep white ants away.
- The cashew apple is used for its juicy but acidic pulp, which can be eaten raw or used in the production of jam, chutney.
- Cashew nuts are a common ingredient in Asian cooking. They can also be ground into a spread called cashew butter similar to peanut butter.
- Oil is used topically as an antifungal and for healing cracked heels

CASHEW NUT CHART				
Nutrients	Cashew Nuts, dry roasted, without salt		Cashew Nuts, oil roasted, with salt	
	Amount	% Daily Value*	Amount	% Daily Value*
Serving Size	1 oz (28g)		1 oz (28g)	
Calories	160		170	
Fat Calories	120		120	
Total Fat	13g	20%	14g	20%
Sat Fat	3g	15%	2g	12%
Trans Fat	0g		0g	
Polyunsaturated Fat	2g		2.5g	
Monounsaturated Fat	8g		7g	
Cholesterol	0mg	0%	0mg	0%
Sodium	5mg	*	85mg	0%
Potassium	160mg	5%	180mg	6%
Total Carbohydrate	9g	3%	9g	3%
Fiber	1g	4%	1g	4%
Sugars	1g		1g	
Protein	4g		5g	
Iron		10%		10%
Vitamin E		*		*

Export import analysis:-

Description	Unit	2009-10	2010-11	2011-12	2012-13	2013-14	2014-15	2015-16	2016-17
Domestic Production of Raw Cashew Nuts	MT	596000	634000	661000	704274	736560	725420	670300	779335
Imports of Raw Cashew Nuts	MT	752854	529370	809825	892365	771356	939912	958339	770446
Export of Cashew Kernels	MT	117991	105755	130869	100105	114791	118952	96346	82302

From the above table it can be seen that the domestic production of Raw Cashew Nuts during 2016-17 was increased by 16 % compared to the production during 2015-2016 and in the case of Imported Raw Cashew Nut, it showed a decrease of 20% compared to 2015-2016. Increase in domestic production of Raw Cashew Nut (RCN) is mainly due to good climatic condition, support from the Government etc. The major reasons for decrease in import of RCN are imposition of duty on imported RCN and increase it can be seen that the domestic

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Problems in Cashew Processing in India

1. Supply-Demand Imbalances
2. Energy losses
3. Inferior Product Quality
4. Health and Safety Issues
5. Environmental Issues

The cashew industry is a traditional agro-based industry in India. It is considered traditional mainly because of the low level of technology involved in the processing of cashew nut. Though cashew nut was brought to India in the 16th century, it gained economic importance

only in 1920 with the export of 10,160 tonnes of nuts to the U.S.A. Until 1920, cashew nuts were collected from the markets in villages and distributed among small-scale processors. Cashew nuts were mixed with sand and roasted in open pots (Chattis) by the people of those days. Cashew processing on commercial basis was initially started in Mangalore in the present Karnataka State.' But by 1925 the business was started in Kollam in Kerala State which later became the centre of the trade. The credit goes to Mr. Swaminathan, a native of Tamil Nadu, for starting the first cashew processing industrial unit in Kollam. Joseph Periera, an enterprising industrialist was the first to start a cashew nut factory in Kollam in 1925 and introduced the modern method of roasting. 3Many factories were started in the later years. Availability of raw cashew nuts, low wages, railway and harbour facilities were stated to be the reasons that prompted the starting of cashew processing units in Kollam. Though the units had a humble beginning as small scale units, now they have become large-scale units of Kerala.

Cashew Export Promotion Council of India (CEPC)

The Cashew Export Promotion Council of India (CEPC) was established by the Government of India in the year 1955, with the active cooperation of the cashew industry, to promote exports of cashew kernels and CNSL from India. Through its very set up, the Council

provides the necessary institutional frame-work for performing the different functions that serve to intensify and promote export of cashew kernels and CNSL. The Council provides the necessary liaison between foreign importers and member exporters of cashew kernels. The enquiries received from foreign importers are circulated amongst Council members. The Council also extends its role to settling complaints amicably in the matter of exports/imports, either on account of quality and/or variation in fulfillment

INTRODUCTION TO COMPANY

General Introduction:-

The North Canara district which is blessed with nature's abundance has not progressed to the extent which it is expected to be. Through it has its uniqueness geographically, culturally it is leading towards stagnation and facing a danger of extinction of its natural wealth flora and fauna. The main reason is that employment opportunities are not created. The handicraft based on forest products are totally neglected. Agriculturally based jobs, fishing and prawn culture, all these are cursed by nature and thousands of people lost employments. The five times increase in population also contributed to the gravity of the problem of unemployment. Heavy and large industries cannot be welcomed here as they pose a great threat to our greenery and wild life, thereby causing pollution problem. But tiny and cottage industries based on the forest and agricultural produce can be encouraged to create employment and even other business. But still it is insufficient to develop our district. Therefore tourism is the only one area, which can create a lot of job opportunities for the future generation.

There is no other country which has such varieties of vegetation, diversified animals, creatures and birds, insects, creepers and medicinal plants. The rivers as such Kali, Sharavati, Aghanashini, Gangavali other many springs and small rivers, waterfalls.

Cashew is often regarded as 'poor man's crop and rich man's food' and is an important cash crop and highly valued nut in the global market. The area under cashew cultivation is the highest in India. However, it is not so in the case of productivity, processing and quality. In reality, the Indian cashew industry has a high untapped potential to support the livelihood of cashew farmers, provide numerous employment opportunities and improve returns through global trade. The present work projects the need for important changes to be made in the existing system, so as to find a substantial improvement in the growth of the Indian cashew industry.

Cashew Industries in Karnataka:-

In Karnataka cashew is growing over an area of about 63000 hectares with a production of 191000 tonnes of raw nuts during 1984-85. During 1986-87, the total area in south Canara has been 29019 hectares with a production capacity of over 14000 metric tonnes of raw nuts. In Karnataka most of the industries of cashew nuts are concerned in south Canara district more than 175 cashew industries. Hardly 25 industries are established in North Canara district. Here the cashew industries developed as small scale rather big industries. This pattern of development of industries believes in "Distribution of profit with rather that concentrating with few."

In Karnataka the cashew industries main raw material, raw cashew nut is cultivated in all the coastal districts. Now it is also cultivated in other parts of the state. The private land

owners, forest department and Karnataka cashew development corporation mainly grow in the area like hills and hill slopes. The cashew which is growing in forest area and Karnataka Cashew Development Corporation is tendered or auctioned. The private producers sell the raw cashew directly to the factory at the prevailing rate. There are different processing of raw cashew nuts. The processor in north kannada district are using steam roasting method. The special cutters operated manually cut the steam roasting cashew nuts.

The nut shelled by these cutters are efficient and almost 95% wholes can be obtained from the cashew kernels without breaking the kernels into pieces. The shelled kernels without breaking the kernels into pieces. The shelled kernels are dried for one day in the specially constructed hot chambers by the bricks and moisture is removed. After drying the kernels are packed and husk is removed. After drying the kernels are packed and husk is removed. Then the cashew are graded according to its size, colour, quality and other characteristics. The graded kernels are packed and sealed airtight in a tin. Then tins are packed in a corrugated cartons and sealed and are ready for dispatch. The export of the cashew kernels is possible only after the inspection of Export Inspection Agency and after their approvals for export. Thus the cashew Industries in Karnataka being established in rural areas of the state are playing a major role in rural development by providing employment in large scale to rural woman and enhancing the standard of living.

History and development of Cashew Industries in North Kanara:-

Cashew processing unit has been first started in North Kanara by Shri. G.V.Chittal. He is the pioneer. This unit was started in 1966.It was started in Ankola. It went for few years but after 11 years from the commencement it was closed due to internal reasons. The main reason was due to lack of co-operation among the partner members of the units.

Financial Assistance to Cashew Industries:-

Fixed investments in cashew industries are comparatively less with respect to working capital. Banks provide loans facility.

- Karnataka State Financial Co-operation(KSFC)
- State Small Scale Industry Corporation(SSSIDC)
- Commercial Banks.

Introduction to Sharada Cashaw Product:-

- 1) Organization name :- Sharada Cashaw Product.
- 2) Owner :- Babulal Patel
- 3) Manager :- Sharda Patel
- 4) Nature of the Industry :- Processing Industry
- 5) Address and Location :- Industrial Area, Plot No. 41 Hegde Road ,KUMTA
- 6) Plan Capacity :- 540 tonnes kernels per annum
- 7) Total investment :- 40 lakh
- 8) Date :- 21/3/2010
- 9) No. Of working days :- 300 days
- 10) Administrative Staff :- 9
- 11) No. Of Staffs :- 90
- 12) No. Of Shifts :- 9.30 – 6

Sharada Cashaw Products firm is started in 21/3/2010. It is started as small scale production and processing unit of cashew nut but now they have 4 branch in surrounding area of Kumta like Koojalli, Kodkani, Hegde, Masoor. Babulal patel started this factory by understanding the rich heritage of raw cashew nut in coastal area Karnataka. The amount of human resource available in Hegde and surroundings also acted as an aid to start this particular industry. They will bring raw cashew nut from Reliable cashew industry, imports from Australia, Tanzania and as the factory is located in the surroundings of cashew growing region the farmers themselves bring to factory for selling. They will purchase the cashew nut from farmers

according to market rate. When they started this factory there were only 20 people but currently there are 90 people working in factory.

They started Shelling branch in Masoor in 2011. As shelling of cashew nut needs care and handiness this work is only done by women. In Masoor the women population is high they set up selling branch in Masoor. They started one more branch in Koojalli 2012 with well equipped infrastructure and technology.

Required quality and quantity of the raw cashew nuts are available in Karnataka, Kerala, Goa states as well as near the factory. The major cashew nut dealers are dealing with raw cashew nuts in Karwar, Kumta, Kundapura, Karkala and Udupi taluk. The partners with their experience have negotiated with the local partner for required raw materials. In addition to the above it is proposed to procure raw cashew nuts of required quality from local former, collecting agents. Further it is imported raw cashew nuts from South Africa, countries.

In the main branch Hegde is an old building of 3240 sq. ft in the purchased land which will be used as additional godown. The main factory and Koojalli building consist of different sections like cutting hall, drying section, peeling section, grading and packing section, and raw material godown. The total area of building consists of 9400 sq. ft and drying yard about 4000 sq.mt. The total cost of the technical building is Rs. 65.45 lakhs. The total capacity of the main branch is 540 tonnes.

The unit established with high tech cashew processing activity by buying automatic and new technology. Machineries installed in the factory are Boiler, Steam pipe line, Cashew Cooker, Dryer, Semi-automatic peeling machine, cutting machine with Table, Peeling Table, Grading Table, Packing Machine, DG set and Crates etc. The total cost of plant and machinery includes erection power wiring transportation is Rs. 61.521 lakhs.

The power required for factory is 50HP power which is easily available because factory is situated near the K.E.B and there will be less chance for power cut. When it comes to water the factory has open well. During summer they will take water from municipality.

The unit has one TATA model LP 712 goods vehicle for transportation raw materials and finished products and another two TATA model LP 410 and SFC 909 passenger vehicle for transportation of man power/workers. The total cost of vehicles is Rs. 32.62lakhs.

Management:

Main pillars of Sharada Cashaw are :-

- 1) Babulal Patel
- 2) Sharada Patel
- 3) Kishan Patel
- 4) Saraswati Patel

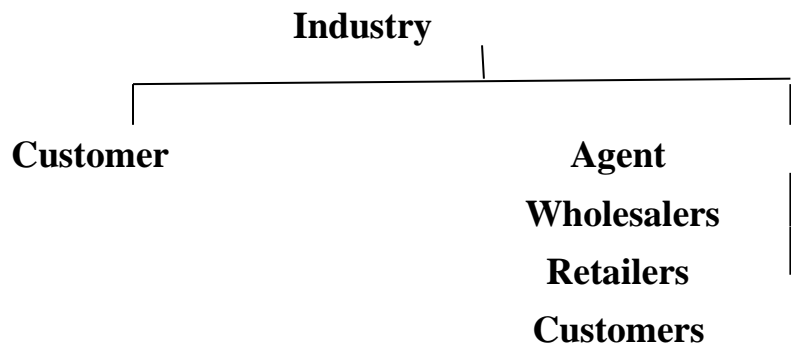
These are the people who work hard for the factory. They are responsible and authorised to do and manage all day today affairs of industry.

DEPARTMENTS IN SHARADA CASHAW PRODUCTS

There are seven departments in Sharada Cashaw Products. They are as follows.

- Human resource department
- Marketing Department
- Distribution department
- Production department
- Shelling department
- Packaging department
- Grading department

DISTRIBUTION DEPARTMENT:-



The local marketer for the kernel is very small. The export market to this industry is very large when compare to the domestic market. It is having market not only in Karnataka but also in other states. The processed kernels will be delivered on contact to the agent. Some time they are selling directly to the retailers , wholesalers also. They have their agents in Mangalore and Mumbai. The dealers are spread across the cities. They will sell their cashew to Goa, Madgon, Hubli, Cancon etc.

This department is headed by Mr. Babulal only. Distribution plays an important role in each and every business. There are 15 people working under this department. The company has 3 vehicles to distribute cashew nut.

HUMAN RESOURCE DEPARTMENT:-

In early stage they had only 20 employees and now there are 90 people working in factory. Without the hard work of the worker the company will not be succeed. As cashew industry is labour oriented industry it provide employment to surrounding areas. There is no particular department in Sharada Cashaw but this department is headed by Sharada Patel. She will take care of the employees by providing help, giving salary at correct time. She goes to each and every employees and ask about their problem and she arrange the meeting of staff once in a month and gives response to their problem.

Employee Welfare Activity:

Provident fund:-

The company makes promotion. For security of old aged employees after retirement or for his /her department in case of his/her early death the provision is made on 12%otal sale.

Bonus:-

Workers get bonus during the festival. The bonus is paid at 8.3% of the total salary.

Medical Facility:-

During the working if any accident happens for the employees the company will bears all medical expenses of employee.

Compensation:-

If any workers get injured they will get compensation.

Other facilities:-

- Morning tea, coffee, breakfast, afternoon lunch is given in the factory for its all workers.
- Rest room, wash room facilities there in the factory.
- Uniform and glouses provide to workers.
- Transportation facilities provided to all workers.
- Holiday provided during all government holidays and for local fest and when there is shortage of stock in the factory.
- Attendance register in maintained by factory.

Wage Payment:-

Labours are paid fixed wages and paid weekly basis. They are paying 150 per day.

Recruitment:-

For the recruitment of the office they will give advertisement in the newspaper.

Training:-

In this company on the job training method is adopted to train the worker. The unskilled employee receive training from their immediate supervisors while performing their regular works. The duration of training depends upon mental ability of employee.

MARKETING DEPARTMENT:-

Marketing is essential for every business. There is no particular department in Sharada cashew nut. The marketing activities like advertisement, sales, promotion etc are managed by the owner Mr. Baburaw himself. He takes care of each and every activities. Under him there are 4 workers working.

Marketing Mix Of Sharada Cashaw:-

4 P'S of marketing:-

➤ **Product** :-

Unpilled cashew nuts, cashew nut shell, powdered cashew nut, White whole cashew, Pieces of cashew, 30 gms,50 gms,100 gms 250,500, 1000gms. They will sell local cashew during Feb, Tanzania cashew during September, January.

➤ **Price:-**

They will price the cashew on the basis of crispy, colour, Size, Grading. They currently buying the raw cashew from the farmers at Rs. 112/kg, from the industries at the rate of 125/kg.

➤ **Place:-**

The factory is located near to the place where cashew is growing and it is near to the market they will not face any problem of distribution. They will sell their cashews to Goa, Panji, Karwar, Bellary, Madgon, Cancon etc.

➤ **Promotion:-**

Word of mouth, News paper, Advertisement in Local channels.

ACCOUNT DEPARTMENT:-

Account department is headed by Nagaratna Hegde. Under this department there are 2 workers working as accountant. They has to look after the balance sheet, bank statements, invoice , they are responsible for providing salary to each department on time. They should maintain the daily expenses, profits etc. They has to report each day transaction to department head Nagaratna and she provide information to the owner of the company.

PRODUCTION DEPARTMENT:-

Production department is very important as it helps to convert the raw cashew to Cashew nut. The production department is managed by Mr. Harish Patagar. There are 3 departments under production department. Under him there are 3 supervisors working.

Shelling department:-

Shelling department is supervised by Narayana Naik. Shelling activities are done in Masoor branch of Sharada Cashaw. In this department there are 25 people working and all workers are women only. Shelling is next important process of extracting the cashew kernels. As shelling requires caring work cashew factories employ only women for this purpose. Shelling means the removal of the shell covering the cashew kernel. This work is done by breaking the shell with wooden hammer and handmade cutter machine specially designed for the purpose. One woman can remove shell from at least 7 to 12 kilograms of kernels in eight hours.

Work of the supervisor is bringing the cashew nut from main branch, supervising the work done by workers, providing the gloves and Castro oil to the employees as it is very risky, supplying the shells to the Reliable cashew factory for extracting CNSL, supplying shell to the main branch for further process, providing wages to employees at correct time.

GRADING DEPARTMENT:-

Grading department is headed by Mr. Manjunath Patagar. There are 10 people working under him. Grading is done in main branch Hegde. Cashew nut is graded on the basis of the colour and on how the kernel is broken. The grading of cashew as per Agmark standards is available.

The standard specification for Indian cashew kernel is prescribed under the Export (Quality Control and Inspection) Act, 1963. The processors involved in export of kernels only follow the specification very strictly. A high degree of cleanliness is maintained in the grading section. The kernels are sorted out into wholes, splits, broken etc and the wholes are graded into different sizes on the basis of the number of wholes per pound, according to the specification. All the operations are done manually. Function of supervisor is supervise the work of the employees, he should guide the employees about the grading, he should divide the cashew nut, supply the graded cashew to the next process, maintaining the grading books.

PACKING DEPARTMENT:-

Packing department plays an important role. Packing of the product will encourage the customer to buy the product. There are 10 people working under this department. The packing department is headed by Mr. Ramachandra Naik.

Graded kernels are packed in 25-lb (11.34 kg) capacity tins on weight basis. The tins are subsequently evacuated and filled with carbon dioxide gas with the assistance of packing unit, called 'Vita pack', for suppressing the possible insect attack. This also helps in bringing

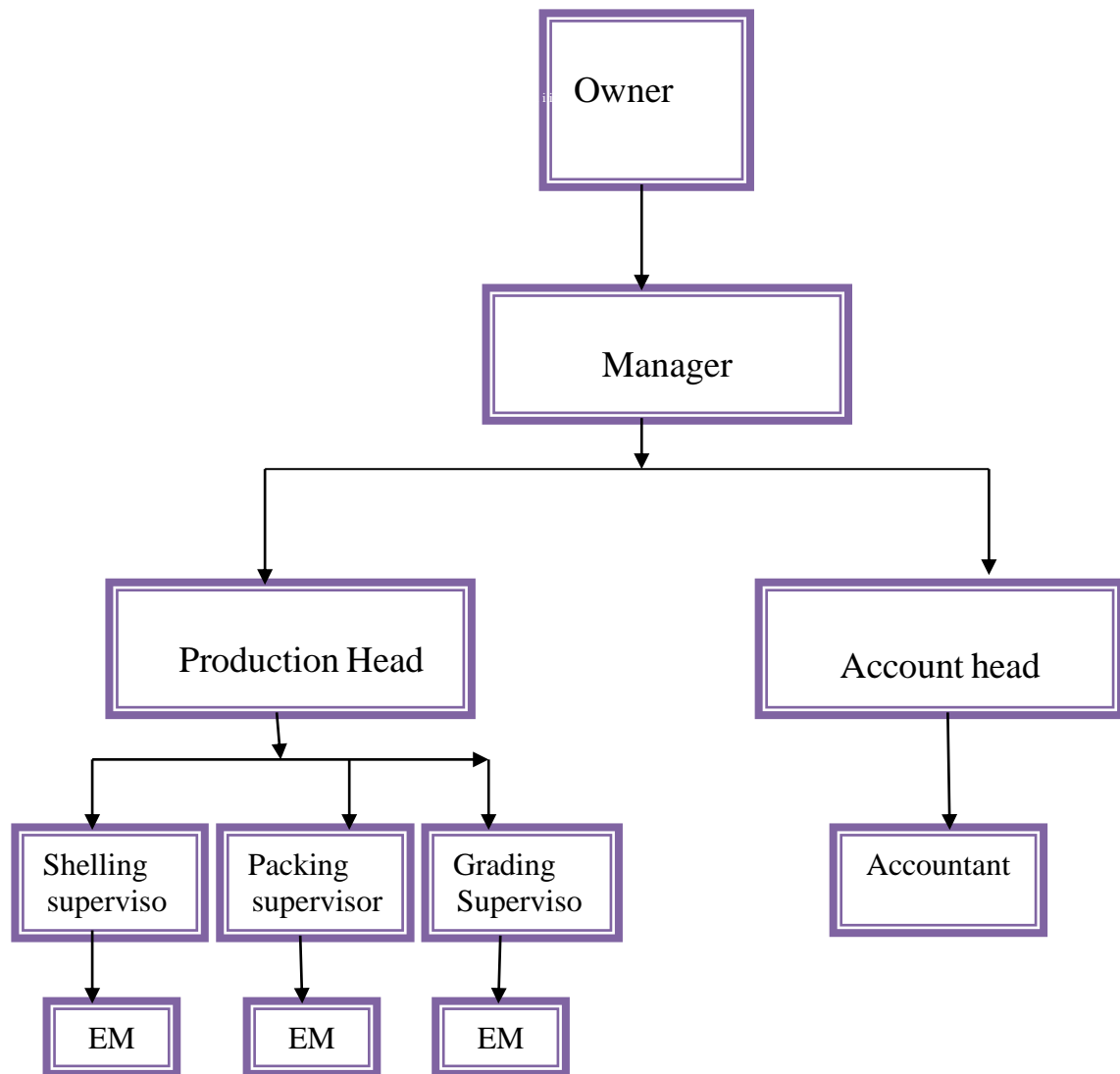
down the likelihood of rancidity. Kernels filled in containers and inert gas is soldered afterwards. Packed tins are then labelled as per grades across the lid, by using special temper proof adhesive. Two tins that contain 25 lb of cashew kernels are packed in a corrugated cardboard carton that is bound by nylon strapping for the purpose of exports. Standard markings are printed on the carton. They include brief description, name of packer, gross and net weight etc. that are printed on the carton. Vita packing system is followed in about 80% of the industries. Tin containers of 25 pound capacity are used for packaging kernel and these tins are packed in carton boxes. In a kernel-filling machine, 4-6 tins are placed on a vibrating platform, while filling by a chute. Blowers that are provided across the chute remove dust and kernels with less weight. The tins are vaccumised and flushed with CO2 with the help of VITAPACK machine and sealed afterwards. The use of CO2 brings down oxidative rancidity and also assists in checking leakage. Any leakage in filled containers can be detected by the hollow sound that comes out while tapping the sides of the tin. Tin tester is also used for checking airtight packing by dipping in water.

Function of supervisor:-

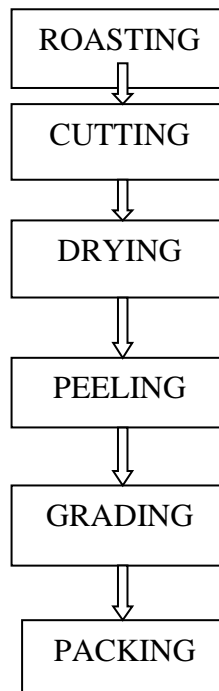
- 1) He should check the quality of the cashew nut
- 2) He should send the cashew for reconditioning if the cashew nut are not good.
- 3) He should provide necessary packages on time to pack the cashew nut
- 4) Before packing the supervisor should check the weights of the cashew nut.
- 5) He should supervise the packed cashew nut before sending it to distribution.
- 6) He must supply the packaged cashew to distribution department.
- 7) He must inform the production manage about the quantity of cashew nut packed during the day.

Organization Chart:-

The organization chart of Sharada Cashaw Products are as follows



Flow chart for Processing process



The promoters with their background and experience introduced the latest technology on cashew processing activity to get the quality and also increase the production and reduce the man power. The detailed manufacturing process is given below.

1.Raw cashew nut procurement:

Raw cashew kernels are obtained either directly from formers, collecting agents, or by reliable industries. These raw kernels are dried for 3 days and packed in gunny bags and stored in warehouse. The dried raw nuts used after 2 month to avoid more broken pieces of kernels.

2.Conditioning:

Raw kernels are cleaned by passing them through a perforated drum to remove dust are later washed in dipping them in cold water in a tank. Then they are heaped on the flour or stored in a iron tanks for 24 to 72 hour (two to three days) and during this period water is sprinkled periodically. To keep the nut in wet condition. It is necessary that if the kernels are not observed sufficient amount of water, the oil recovery is less and will result in more broken kernels.

3.Roasting:

Presently steam roasting is well accepted than other methods. In view of the fact that the quality of kernels coming is better and this process required less Labour. Sun dried cashew kernels are put into steam and roasting is carried out for 7 to 8 minutes and there after sent for shelling.

4.Shelling (Cutting):

The steam roasted cashew kernels are on the cutter to break open remove the shells. Cutting and de -shelling requires skill, because of the uneven sizes the kernels have to be conveyed and kept in position at the cutting edge by hand. Unskilled workers result in more kernel breakages as well hurting their fingers.

5.Prying or Drying:

The kernels after removing the shell have to be dried in order to loosen the red skin adhering to the kernels for peeling. The drying is done normally in hot chambers, which are indirectly heated on three sides by using fuel. Heating well is done from 3-7 hours to get uniform heating after kernel is heated to be satisfaction. Time temperature depends upon Moisture contents of shelled kernels. Kernels are kept in metallic wares for 24 to 48 hours they are sent for peeling.

6. Peeling:

The peeling is to remove the red skin on the kernel which is done by Automatic peeling machine with latest technology.

Peeling grades

- a. WW (Mixture of W180, W210, W240, W320,W450)
- b. SW (Mixture of SW240, SW360 and SSW)
- c. PKW (Mixture of PKW, PKW1, GRADING REJECTION)
- d. DW (Mixture of DW, RW, BW, OW, PW, PW1)
- e. S
- f. LWP
- g. SWP
- h. SS
- I. SP
- j. SSP
- k. BB
- l. DP
- m. PKP
- n. K
- o. PKP
- p. KLP
- q. BB2
- r. Husk
- s. Peeling Browns

7.Grading:

After peeling the red skin, the kernels are stored out into kernels, splits; broken, full kernels are graded into different sized on the basis of number of kernels per lb. It is done by Labour. Skilled Labour is trained for this work. Two type of grading is there 1) Indian Grades 2) Export Grades. Sharada cashew presently following export grading as per the instruction of Mangalore Reliable Company. Some of the export grades are as follows:

WHITE WHOLES

- **W180:** one pound contains 160 to 180 nuts, Ivory color, free from infestation, Allow 5% Next Lower Size Grades and white pieces.
- **W210:** one pound contains 200 to 210 nuts Ivory color, free from infestation, Allow 5% NLSG, NLG and White pieces.
- **W240:** one pound contains 200 to 240 nuts Ivory color, free from infestation, Allow 5% NLSG, NLG and White pieces.
- **W320:** one pound contains 300 to 320 nuts, Ivory color, free from infestation, Allow 5% NLSG, NLG and White pieces.
- **W450:** one pound contains 400 to 450 nuts, Ivory color, free from infestation, Allow 5% NLSG, NLG and White pieces.

WHITE PIECES

- **JH (Jumbo Half):** W180, W210, W240 kernels split lengthwise, Ivory color, free from infestation, Allow 5% NLSG, NLG(splits).
- **S (Splits):** W320, W450, kernels split lengthwise, Ivory color, free from infestation, Allow 5% NLSG, NLG(Scorched Split).
- **K (King):** Kernels are broken into two pieces, Ivory color, free from infestation, Allow 5% NLSG, NLG.
- **LWP (Large white pieces):** Kernels broken into more than two pieces, Ivory color, free from infestation, Allow 5% NLSG, NLG (Scorched white and Scorched pieces together) and not passing through 4 mesh 16 SWG.
- **SWP (Small white pieces):** Broke kernels smaller than those described on LPW, Ivory color, free from infestation, Allow 5% NLSG, NLG (Baby Bite and Scorched small pieces together) and not passing through 6 meshes 20 SWG.
- **BB (Baby Bits):** Plemules and broken kernels smaller than described as SWP, Ivory color, free from infestation, Allow % cashew powder and not passing through 10 meshes 24 SWG.
- **BB (Baby Bits 1):** Plemules and broken kernels smaller than those described as SWP with tests, Ivory color, free from infestation.

SCORCHED WHOLES:

- **SW240 (Scorched whole 240):** One pound contains 220 to 240 nuts, kernels may be scorched/ Slightly darkened due over heating while steaming or Drying in bormah, free from infestation, Allow 7.5% NLSG, NLG(Scorched whole seconds)
- **SW360 (Scorched whole 360):** One pound contains 320 to 360 nuts, kernels may be scorched/ Slightly darkened due to overheating while steaming or drying in bormah, free from infestation, Allow 7.5% NLSG,NLG(Scorched whole second)
- **SSW (Second Whole Second):** Kernels may be Immature, Shriveled (pirival), Speckled (karanirm), discolored and light blue, free from infestation, Allow 7.5% NLSG, NLG (Dessert wholes).
- **DW (Dessert Whole):** Kernels may be deep scorched, deep brown, deep blue, Speckled, discolored and black spotted, free from infestation.
- **BW (Blue Wholes):** Kernels may be blue color, deep blue, immature, Shriveled discolored and speckled, free from infestation.
- **RW (Rad Wholes):** Kernels may be deep scorched darkened due to overheating while steaming and drying in bormah. Free from infestation.

SCORCHED PIECES:

- **SS (Scorched splits):** Kernels splits lengthwise, kernels may be scorched/Slightly darkened due to overheating while roasting or drying in bormah. Free from infestation.
- **SPS (Scorched pieces second):** Kernels broken into pieces, kernel may be over scorched, immature, Shriveled, Speckled, discolored and light blue, free from infestation. Not passing through 4 meshes 16bSWG.
- **SP (Scorched pieces):** Kernels broken into pieces, kernel may be scorched or slightly darkened due to overheating while steaming or drying in bormah. Free from infestation. Not passing through 4 meshes 16 SWG.
- **SSP (Scorched Small Pieces):** Kernels broken into pieces, kernel may be scorched or slightly, darken due to overheating while steaming or drying in bormah pieces smaller than SP, free from infestation. Not passing through 6 meshes to 20 SWG.
- **BB2 (Baby Bits 2):** Plemules and broken kernels with testa scorched color, free from infestation. Not passing through 10 meshes 24 SWG.

8.Conditioning:

During summer months kernels become very dry during processing. If such kernels are immediately packed when they reach destination many of the whole become splits. To overcome these kernels are kept in trays in a small room which are humidified by water sprays over wall or using evaporative type of air coolers. Then the conditioned kernels sent for packing.

9. Packing:

Kernels graded and conditioned are normally packed in packets. After filling and weighting. The packets are vacuumed and filled with carbon dioxide with the help of vita pack. Filled packets in cartons for marketing.

Various machine used in manufacturing process

BOILER

The steam boiler is used for a closed vessel in which water or other fluid is heated. The heated or vaporized fluid exist the boiler for use in various processes or heating application. In Shree cashew the boiler is used for steaming and drying purpose. The steam produced from boiler also used as fuel in preparing food for workers. Steam pipes are connected to kitchen room.

COOKER:

Cooker is used for the steaming of raw cashew nuts. As the shell of the cashew nut is leathery, it is necessary for the raw nuts to be steamed before the kernels can be extracted from them. During the process of steaming, cashew kernels is extracted from the shell, which at the same time, is made brittle and easier to break.

Construction details: It is hollow vertical cylinder with two opening, one at the top (to feed the raw cashew nuts) and one at the bottom (to remove steamed nuts). There is a steam line provided to the cooker to supply the hot steam. There are two cookers in Sharada Cashaw. The maximum capacity of one cooker is 4.5 bags (360 kg) hence total capacity of two cookers are 9 bags (720 kg)

STEAM DRYER (BORMAH MACHINE)

Steam dryer is a hot chamber which is used to heat the shelled kernels to remove the moisture. The heating is done using the steam generated by the boiler.

Why drying is needed :- The shelled kernels have a pink skin covering which has to removed before the kernels are made edible. This skin attached to the kernels and can only be loosened after the kernels have been dried and the moisture in the peel or husk is removed by contract with hot air. After the kernels are kept for several hours in a hot room or a drying chamber, they lose much of their, moisture and shrink slightly. There after the skin is removed with ease.

SWOT ANALYSIS:

Strength Weakness Opportunity Threat of Sharada Cashaw are as follows:-

Strength:

- The existence of two way communication and good relationship between the management and workers.
- Highly skilled and energetic workers.
- Good quality raw nuts and ISO standards.
- Pollution free environment.
- Workers who are committed to organization.

Weakness:

- High Labour turnover and shortage of employee.
- Shortage of electricity power.
- Less capital investment.
- Lack of modern machine and technology.
- Lack of research and developments.

Opportunity:

- The domestic market as well as international markets is very high.
- The Cashew Board of India and Cashew Export Promotion Council of India extend its full support small processing unit for its growth.
- Availability of advanced technology.
- Availability of skilled laborers.

Challenges:

- Strong competition.
- Shortage of raw materials.
- Fluctuation in International Market.
- Economic condition and rising price.
- Already existing large South Indian cashew units.

COMPETITORS OF SHARADA CASHAW :-

- Kaladhar cashew
- Reliable cashew Industry
- Gurukripa Cashew
- Shree Cashew
- Krapakara Cashew

- Sahyadri Cashew

Products of Sharada Cashaw

- King Cashew
- Jumbo Cashew
- Unpilled Cashew
- Scorched Cashew
- Cashew Powder

INTRODUCTION TO STUDY

In the modern world, production and distribution have become very complex. Goods are produced in a faraway place, whereas consumers are scattered throughout country and abroad. Under the circumstances, the producer will not be able to sell goods directly to the ultimate consumers. The reasons are many : the producer lacks the financial resources, he has to maintain a large sales force, the products may not justify the establishment of separate sales outlets, problems of management and control arise, instead of spending a lot of time and energy on distribution, one can concentrate on production. The task of distribution involves transfer of ownership and physical possession of products and services from the manufacturer to the consumers. Transfer of ownership is an exchange process and it comprises the channels of distribution. Transfer of possession involves problems of warehousing and transportation, called physical distribution.

THE CONCEPT OF MARKETING CHANNEL

A channel of distribution may be defined as “an organized network of agencies and institutions, which, in combination performs all of the activities required to link producers with users and users with producers in order to accomplish the marketing tasks”. The channel enables the seller to find out the users of its merchandise and help the buyer to obtain the products he wants. Generally a channel includes three parties – the manufacturer, the middleman (wholesaler/retailer/agent) and the consumer. A channel of distribution represents the path for the movement of title, possession and payment for goods and services.

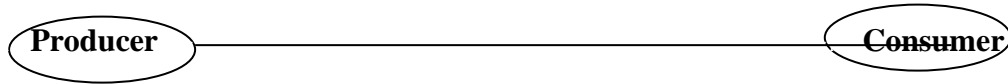
DISTRIBUTION CHANNELS

The distribution of goods is the most important activity in the process of marketing. We can define the distribution channel as the set of marketing institutions participating in the marketing activities in the movement or the flow of goods or services from the primary producer to the ultimate consumer. Distribution channels are grouped into two major groups: (i) Direct and (ii) Indirect. In a direct channel or route, there are no middlemen and marketing functions are performed by the producer or manufacturer and goods directly pass on from him to the consumer. In an indirect channel or route, there is more than one middleman in distribution, linking producer and consumer. They perform the marketing functions.

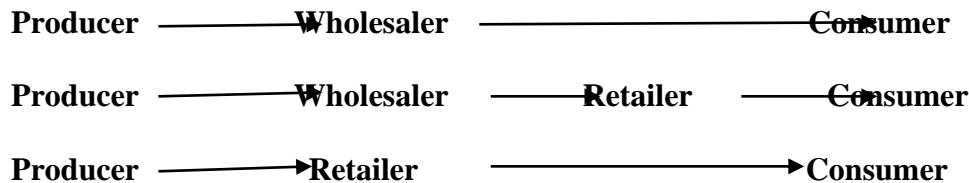
CHANNELS OF DISTRIBUTION IN MARKETING OF CASHEW INDUSTRY

The most common routes for bringing the products to the market i.e. from the producer to the consumer are shown in the figures show below

DIRECT CHANNEL:-



INDIRECT CHANNEL:-



IMPORTANCE OF MARKETING CHANNELS

Channels of distribution have a vital role to play, especially in the distribution of consumer goods. The most innovative product offered at an attractive price would be of no use unless there is an efficient distribution system. The consumer will not search for the product; it has to be made available at a convenient place from where he can obtain it easily. The distribution channel provides three types of utilities –time, place and ownership. Time utility means the products should be made available when consumers want them. Place utility is provided by making the product available at a location where a consumer wants it. Ownership utility is created when the physical possession and title to the product are transferred to the consumer. Market channels play a far more important role than the mere transporting of goods from producer to consumers. The economic function of the various institutions that make up a channel are cost reduction, financing, co-operation in setting prices, communication link between the buyer and the user, promotional assistance, and reduction in the number of transactions.

FUNCTIONS OF MARKETING CHANNELS:

The channels of distribution perform the following functions:

- Channels provide the route to link the producers and users. Goods produced in faraway places are made available to the users.
- Goods are stored by the middlemen in the channel and released to the market depending on demand. They facilitate storage of goods.
- Introduction of new products / merchandising is made easier. They bring to the notice of their customers new products and help the manufacturer in demand creation. They also act as good salesmen in promoting new products.
- Channel members “break the bulk ” i.e; products are offered in small quantities to the buyers.
- Channels provide the financing function. They advance money to the manufacturers and render credit facilities to the retailers.
- Physical possession and transfer of title to goods are made easier.
- They provide market information to the buyers
- They bring products nearer to the consumer.

CHANNEL CHOICE:-

The problem of selecting the most suitable channel of distribution for a product is a complex one. A number of factors have to be considered such as the nature of a product, market trends, competition outlook, pricing policies, typical consumer goods and the needs of the manufacturer himself.

PRODUCT CONSIDERATIONS:-

- a) If a commodity is perishable or fragile, a producer prefers a few controlled levels of distribution. For perishable goods, a speedy movement needs a shorter route of distribution.
- b) For durables and standardized goods, a longer and diversified channel may be necessary
- c) For a custom made product, direct distribution to a consumer or an industrial user may be desirable
- d) For a technical product requiring specialized selling and serving talent, we have the shortest channel
- e) Products of a high unit value are sold directly by travelling salesmen and not by middlemen

MARKET CONSIDERATIONS

- a) For the consumer goods market, retailers are essential, but from the industrial market we may eliminate the retailer.
- b) If the market size is larger, we have many channels; in a small market, direct selling may be profitable
- c) For highly concentrated markets, direct selling is adequate enough; but for widely scattered and diffused markets we must have many channels
- d) The size and average frequency of consumer's orders influence the decision about the use of a particular channel of distribution For the sale of food products, we need both the wholesaler and retailer. A market implies people who have money and who are willing to purchase want satisfying goods. The age, income group, sex, vocation, and religion of the customers will have to be studied to secure adequate information about market segments or target markets. The buying habits of customers and dealers will also influence our choice of a channel.

MARKET COVERAGE

Once a unit decides on the general channels to be used, it has to determine the number of middlemen it needs in each channel, i.e., the intensity of distribution. There are three alternatives:

a) INTENSIVE DISTRIBUTION:-

The strategy of intensive distribution, seeks to obtain maximum exposure of product at retailer level or wholesaler level. Ultimate consumers will not go out of their way to purchase a product or will readily accept substitutes, when brand is not available. The appropriate strategy is to saturate every suitable retail outlet with the brand.

b) SELECTIVE DISTRIBUTION:-

At the retail level, a strategy of selective distribution restricts the sale of the product to a limited number of outlets. Each store selected must meet the company's performance standard while appealing to select target market. As distribution becomes more selective, the manufacturer may expect a greater effort on the part of retailer. Retailers are expected to be more willing to accept the manufacturers' suggestions and control on marketing strategy. If the product has a long and useful life and if consumer brand preference can be established, Selective distribution will be very profitable.

c) EXCLUSIVE DISTRIBUTION:-

When a product requires aggressive personal selling, a complete inventory of the product line, repair service, or other special effort on intermediary may be granted to an exclusive area under exclusive distribution. The manufacturer can have greater control over prices and markets and he can get the maximum co-operation from middlemen.

Retailing:-

A business or company that sells to the consumer directly. A retailer will buy goods from a manufacturer, distributor or wholesaler and sell them on to the customer at a marked up price. Retailers need to be registered and may be official retailers for a certain line of products. An example of a registered retailer would be a business that sells a certain brand of mobile phone. As a registered outlet and retailer not only will he sell the mobile phones but will also be able to honour the sale with a guarantee from the manufacturer. When purchasing things such as electronic goods it is always advisable to buy them from official retailers. People often think of large retailers like Wal-Mart, Tesco and Target when the term retailer is mentioned, but retailers can also be small retailers like a corner grocery store or a family operated pharmacy.

In nearly all cases a retailer does not manufacture the products they sell. Naturally there are exceptions, but typically the retailer is just the final link in the distribution chain. They are the businesses that deliver goods and services directly to consumers. This makes them different from wholesalers who sell directly to other businesses (often retailers). In general there are four main product categories sold by retailers. These product categories are foods, durable goods (those that last a long time such as appliances and cars), soft goods (those that last a shorter life-span such as clothes), and discretionary products such as books, art, and gifts. While you might think of a retailer as a business with a physical location, not all retailers have a brick-and-mortar presence. Two of the largest retailers in the world are Amazon and Alibaba, both of which sell their products online. The term retailer can also be used to describe the less traditional sellers as well. An artist who sells carvings or paintings at markets or fairs is also a retailer. So is a food truck if they are selling to the public with the aim of making a profit. In addition to selling products, retailers can also be service providers. For example, most appliance retailers also offer insurance on their products in the form of extended warranties, and some also offer delivery, set-up or repair services.

RESEARCH METHODOLOGY

METHODOLOGY

Project Title:

“A STUDY ON EFFECTIVENESS OF DISTRIBUTION CHANNEL OF SHARADA CASHAW PRODUCTS WITH A VIEW OF RETAILER IN KUMTA CITY”

Objectives of the study:

- To study the distribution channel of Sharada Cashaw Products.
- To know performance of the existing distribution channel.
- To ascertain the retailers satisfaction towards the effectiveness of distribution channel of Sharada Cashaw Products on the parameters of: (a) Service(b) Products range (c) Delivery (d) (e) packing etc

RESEARCH METHODOLOGY

TYPE OF RESERCH:

I have used Descriptive Research design in this project

Descriptive Research is used to describe things or a characteristics of a population being studied such as the satisfaction towards the products offered and the market potential. It does not answer questions about how/when/why the characteristics occurred.

Steps in the descriptive research:

- Statement of the problem
- Identification of information needed to solve the problem
- Selection or development of instruments for gathering the information
- Identification of target population and determination of sampling Plan.
- Design of procedure for information collection
- Collection of information
- Analysis of information
- Generalizations and/or predictions

2) TECHNIQUES

CONVENIENCE SAMPLING

Convenience sampling is followed in the study. This method is where in the existing and non existing customers of Rainbow pipes will be selected as samples, and any of the customers may be selected as the sample according to my convenience. The technique will be Non Probabilistic convenience Sampling, as the samples will not be having equal and probabilistic

chance of getting selected as a sample.

3) DATA COLLECTION

Primary Data :

These are the data which are collected for the first time

- 1) Questionnaire
- 2) Personal interaction and phone contact with customer of Sharada Cashaw Products

Secondary Data :-

These are the datas which are already collected like papers magazines etc

- 1) Company documents
- 2) Cashew Export Promotion Council website

4) POPULATION:

In this project I took the population as existing retailers of Kumta city.

5) SAMPLING SIZE:-

The number of elements to be included in the study. Sampling size is units 50.

6) QUESTIONNAIRE DESIGN

There are total of 9 questions that aim to cover all aspects of the factors which help to investigate customer satisfaction.

7) SAMPLING DURATION:-

60 days

8) ANAYLISIS

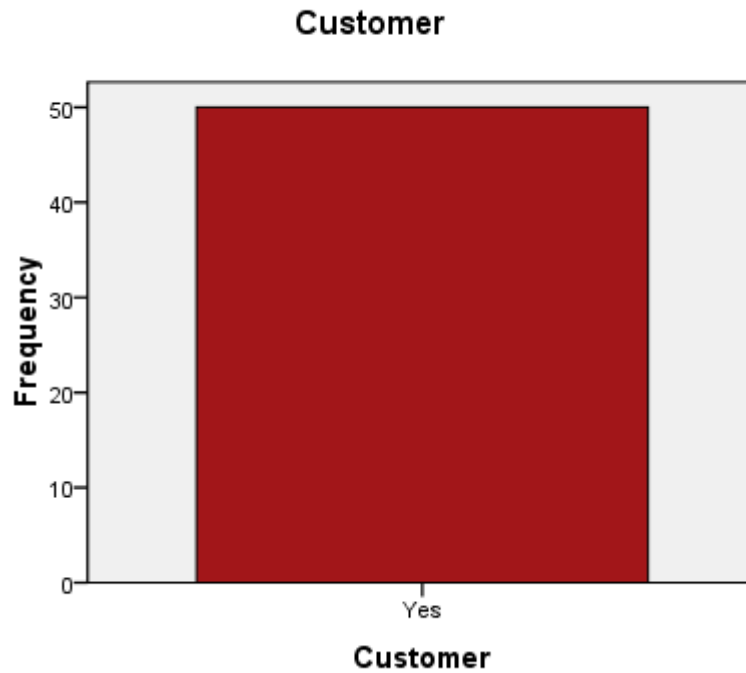
I have used SPSS tool to analyse the data

ANALYSIS

1)Are you a customer of Sharada Cashaw Product if yes please continue

Customer				
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	50	100.0	100.0	100.0

Graph:- 1



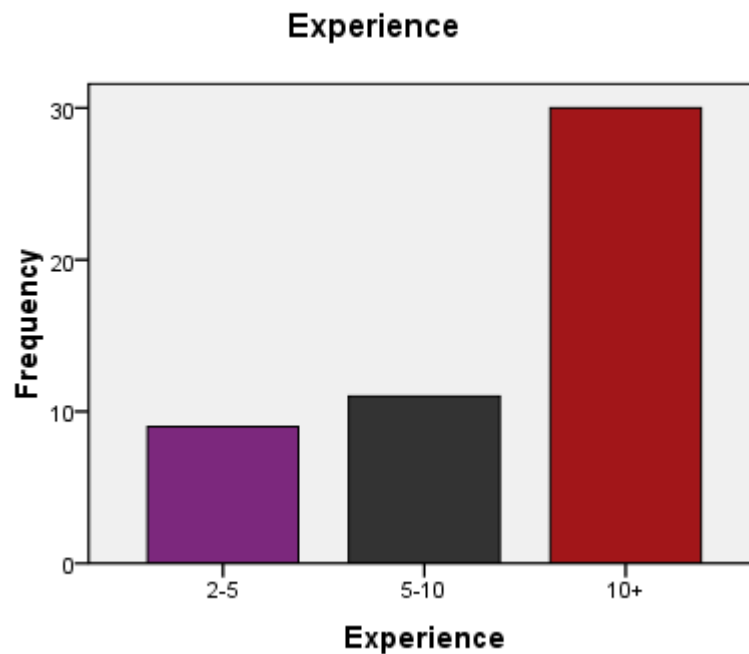
Interpretation:-

From the graph no. 1 we can understand that all respondents are the customer of the Sharada Cashaw Products.

2) From how many years are you into business of selling Cashew nut?

Experience					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2-5	9	18.0	18.0	18.0
	5-10	11	22.0	22.0	40.0
	10+	30	60.0	60.0	100.0
	Total	50	100.0	100.0	

Graph no:-2



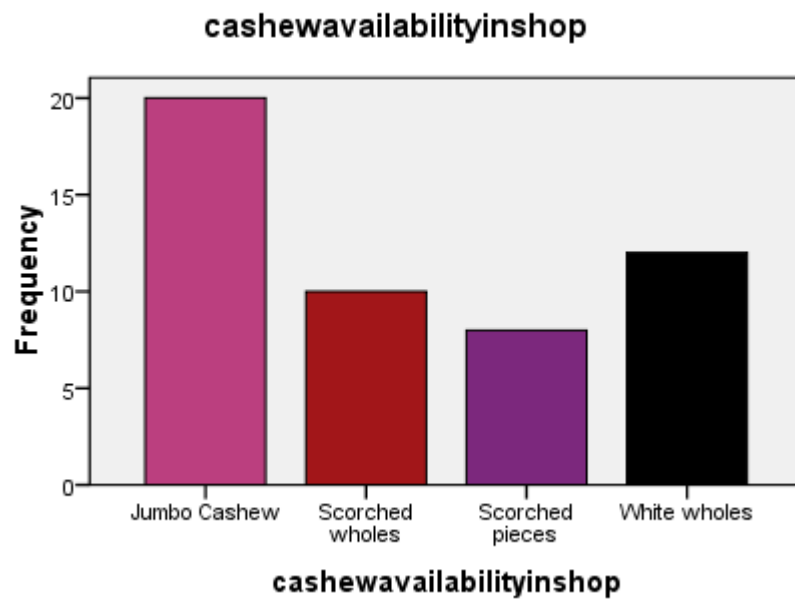
Interpretation:-

From the graph no.2 we can understand that about 18% of retailer are selling cashew nut from 2-5 years, 22% of retailers are selling cashew nut from 5-10 years and 60 % of the retailers are selling cashew nut from more than 10 years

Range of Cashew available in outlet

Cashew availability in shop					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Jumbo Cashew	20	40.0	40.0	40.0
	Scorched wholes	10	20.0	20.0	60.0
	Scorched pieces	8	16.0	16.0	76.0
	White wholes	12	24.0	24.0	100.0
	Total	50	100.0	100.0	

Graph No.:-3



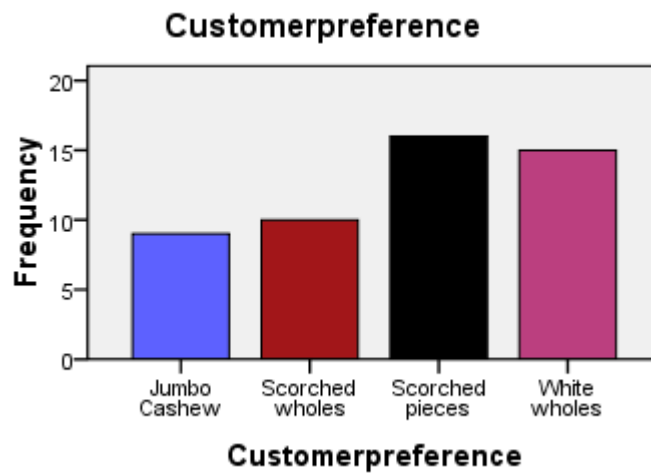
Interpretation:-

From the graph no. 3 we can understand that about 40 % of retailers will sell jumbo cashew, 20% scorched wholes , 16 % with scorched pieces and 26% with white wholes available in there shop.

4) Which product does the customers prefer once they visit the outlet ?

Customer preference					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Jumbo Cashew	9	18.0	18.0	18.0
	Scorched wholes	10	20.0	20.0	38.0
	Scorched pieces	16	32.0	32.0	70.0
	White wholes	15	30.0	30.0	100.0
	Total	50	100.0	100.0	

Graph No:-4



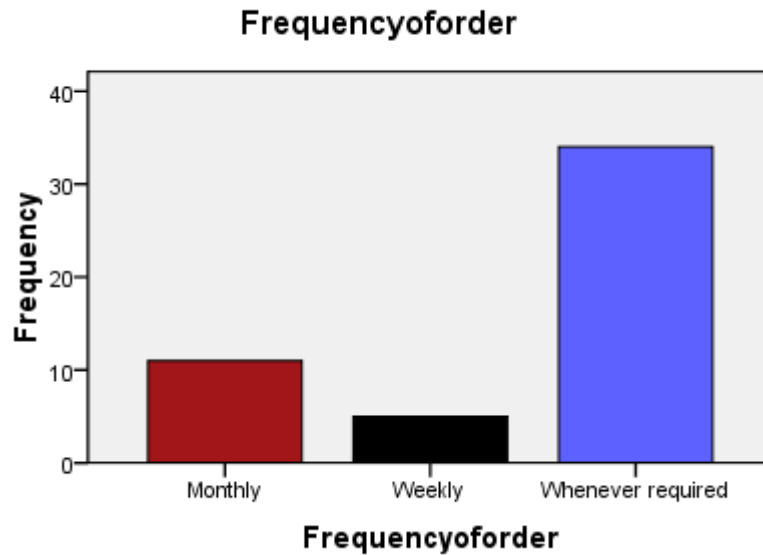
Interpretation:-

From the graph no. 4 we can understand that about 18% of customers will prefer Jumbo cashew, 20% will prefer scorched wholes, 32% will prefer scorched pieces, 30% will prefer white wholes when they visit to the outlet.

5) How frequently you place the order?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Monthly	11	22.0	22.0	22.0
Weekly	5	10.0	10.0	32.0
Whenever required	34	68.0	68.0	100.0
Total	50	100.0	100.0	

Graph No:-5



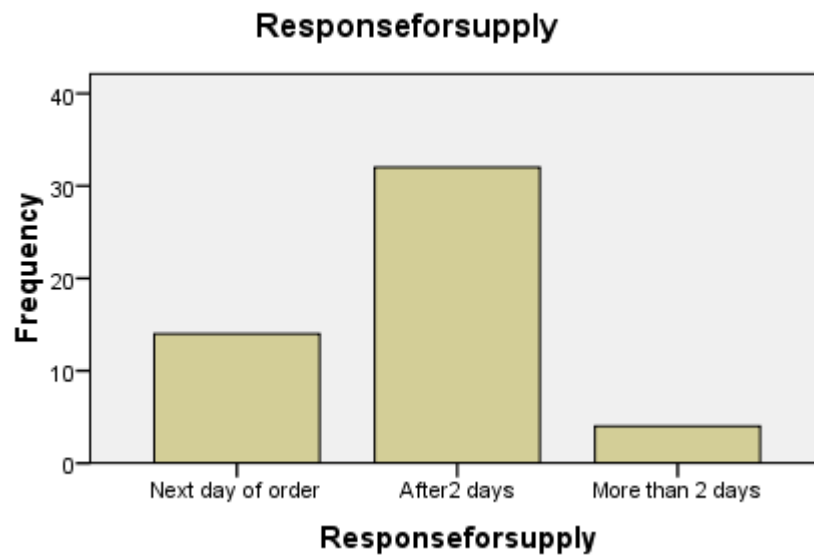
Interpretation:-

From the above graph no.5 we found that 10% of retailers place orders once a month 5% weekly and 35% retailers whenever required

6) When do you get supply for your order?

Response for supply					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Next day of order	14	28.0	28.0	28.0
	After2 days	32	64.0	64.0	92.0
	More than 2 days	4	8.0	8.0	100.0
	Total	50	100.0	100.0	

Graph No.:-6



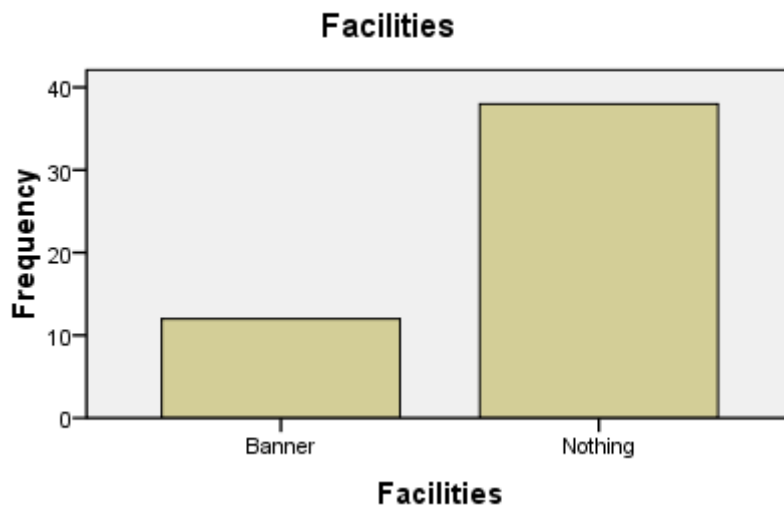
Interpretation:-

From the graph no.6 we found that 28 % get supply for order in next day of order placed,64% after two days and 8% more than two day.

7) Which display facilities does distributor provide you

		Facilities			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Banner	12	24.0	24.0	24.0
	Nothing	38	76.0	76.0	100.0
	Total	50	100.0	100.0	

Graph No.7



Interpretation

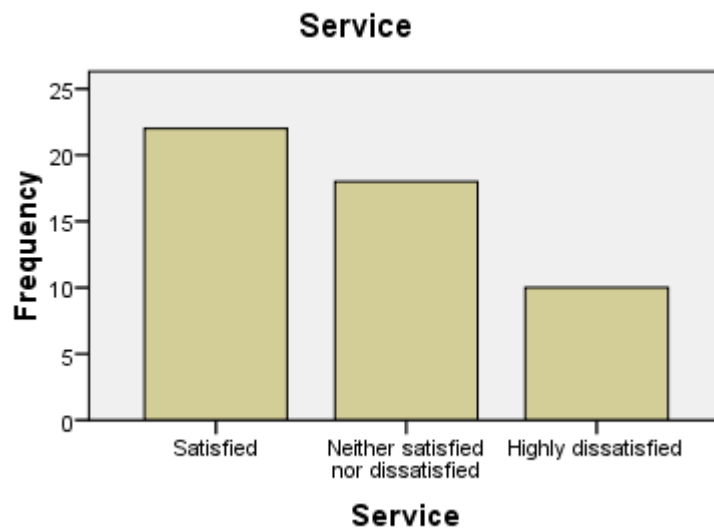
From the above graph no.7 we found that 10% retailers get display through banners and 40% said about nothing

8) Tick the following parameters of Distribution channel of Sharada Cashaw Products

A) Service

Service				
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Satisfied	22	44.0	44.0	44.0
Neither satisfied nor dissatisfied	18	36.0	36.0	80.0
Highly dissatisfied	10	20.0	20.0	100.0
Total	50	100.0	100.0	

Graph No.:-8(a)



Interpretation:-

From the above graph no. 8(a) we found that 44% retailers are satisfied with distributor channel, 36% are neutral, 20% are highly satisfied

B) Delivery on time

Delivery on time					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Satisfied	11	22.0	22.0	22.0
	Neither satisfied nor dissatisfied	13	26.0	26.0	48.0
	Highly dissatisfied	26	52.0	52.0	100.0
	Total	50	100.0	100.0	

Graph No:-8(b)



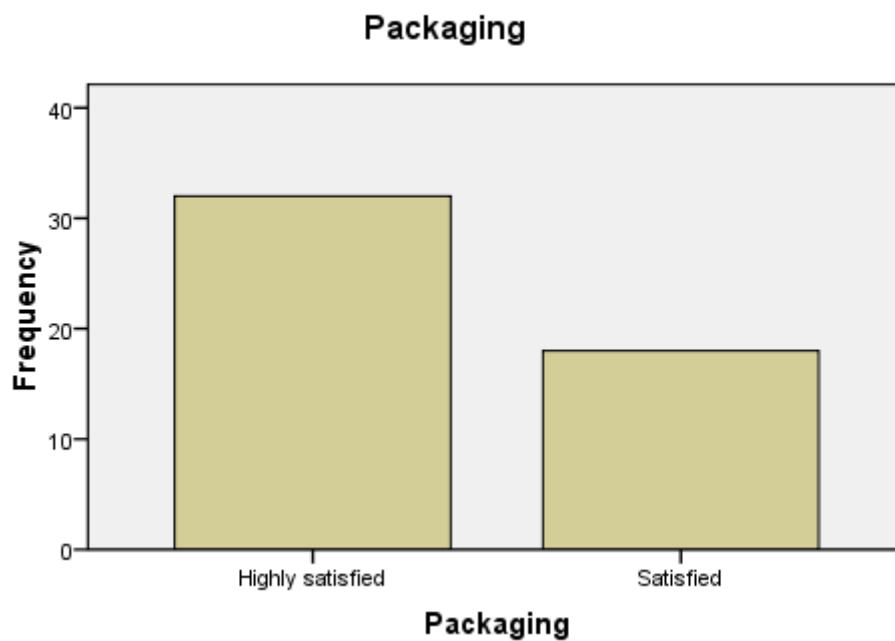
Interpretation:-

From the above graph no. 8(b) we found that 22% retailers are satisfied with delivery on time of Sharada cashaws 26% are neutral and 52% are highly dissatisfied.

C) Satisfaction with packaging

		Packaging			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Highly satisfied	32	64.0	64.0	64.0
	Satisfied	18	36.0	36.0	100.0
	Total	50	100.0	100.0	

Graph No:-8(c)



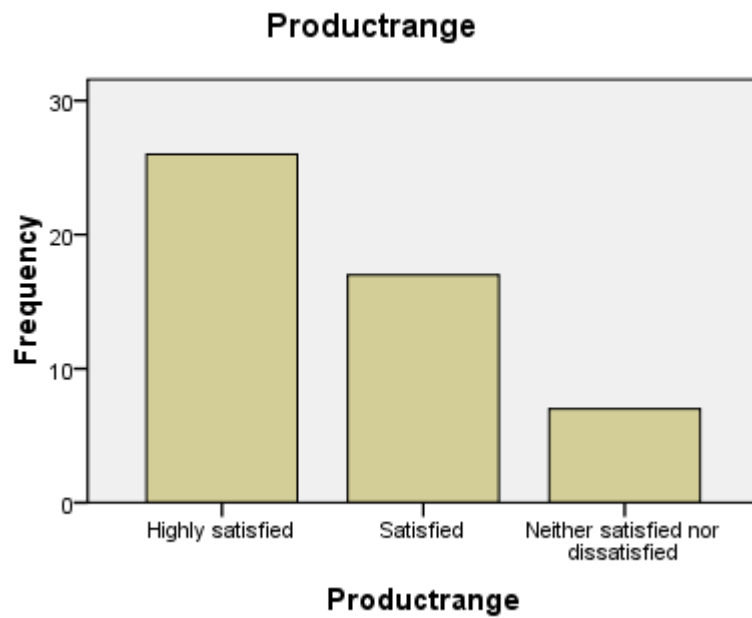
Interpretation:-

From above graph no. 8(c) we found that 64% retailers are highly satisfied with the package of Sharada cashews and 36% are satisfied

D) Product range

Product range				
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Highly satisfied	26	52.0	52.0	52.0
Satisfied	17	34.0	34.0	86.0
Neither satisfied nor dissatisfied	7	14.0	14.0	100.0
Total	50	100.0	100.0	

Graph No.:-8(d)



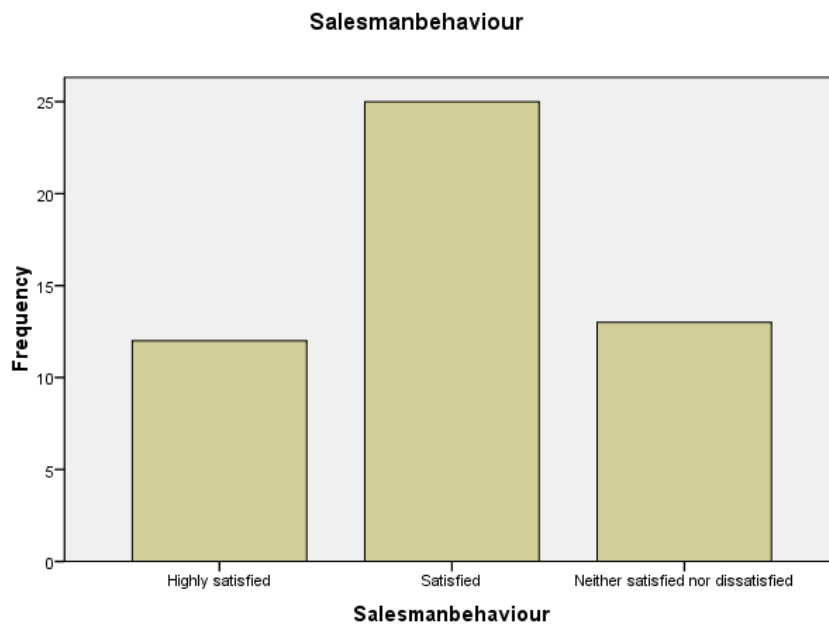
Interpretation:-

From the above graph no. 8(d) we found that 52% are highly satisfied with the product range 34% are satisfied 14% are neutral

E) Salesman behaviour

Salesman behaviour					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Highly satisfied	12	24.0	24.0	24.0
	Satisfied	25	50.0	50.0	74.0
	Neither satisfied nor dissatisfied	13	26.0	26.0	100.0
	Total	50	100.0	100.0	

Graph No.:-8(e)



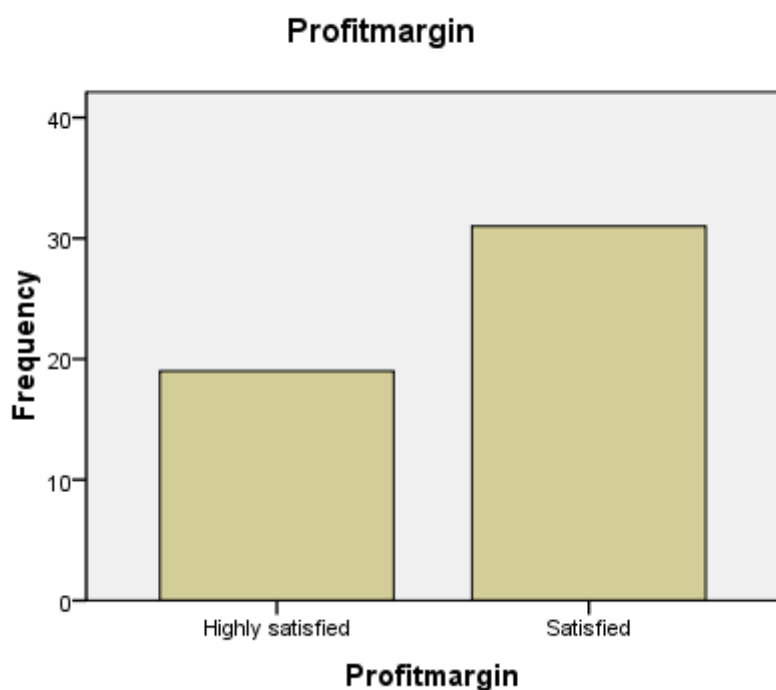
Interpretation:-

From the above graph no.8(e) we found that 24% retailers are highly satisfied with the salesman behavior 50% are highly satisfied and 26% are neutral

F) Profit margin

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Highly satisfied	19	38.0	38.0	38.0
Satisfied	31	62.0	62.0	100.0
Total	50	100.0	100.0	

Graph no:-8(f)



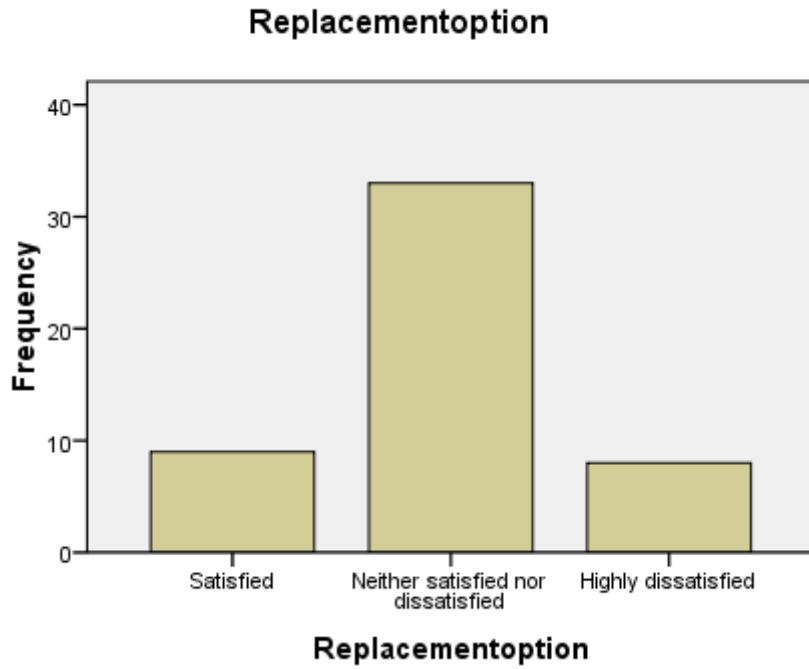
Interpretation:-

From the above graph no. 8(f) we found that 38% retailers are highly satisfied with profit margin 62 %are satisfied.

G) Replacement Option

		Replacement option			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Satisfied	9	18.0	18.0	18.0
	Neither satisfied nor dissatisfied	33	66.0	66.0	84.0
	Highly dissatisfied	8	16.0	16.0	100.0
Total		50	100.0	100.0	

Graph no:- 8(g)



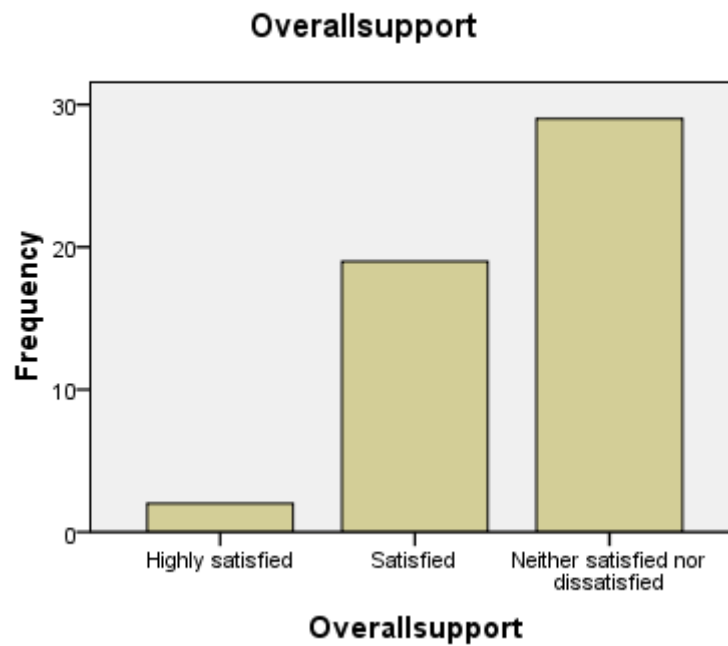
Interpretation:-

From the above graph no. 8(g) we found that the 18% retailers are satisfied with the replacement policy, 66% are neutral and 16% are highly dissatisfied.

H) Overall support

		Overall support			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Highly satisfied	2	4.0	4.0	4.0
	Satisfied	19	38.0	38.0	42.0
	Neither satisfied nor dissatisfied	29	58.0	58.0	100.0
	Total	50	100.0	100.0	

Graph no:-8(h)



Interpretation:-

From the above graph no 8(h) we found that the 4% are highly satisfied with the overall support from Sharada cashaws 38% are satisfied and 56% are neutral .

FINDINGS

- 1)According to table and graph 1 it is found that all respondents are the customer of the Sharada Cashaw Products.
- 2)According to table and graph 2 it is found that about 18% of retailer are selling cashew nut from 2-5 years, 22% of retailers are selling cashew nut from 5-10 years and 60 % of the retailers are selling cashew nut from more than 10 years.
- 3)According to table and graph 3 it is found that about 40 % of retailers will sell jumbo cashew, 20% scorched wholes , 16 % with scorched pieces and 26% with white wholes available in there shop.
- 4)According to table and graph 4 it is found that about 18% of customers will prefer Jumbo cashew,20% will prefer scorched wholes, 32% will prefer scorched pieces,30 % will prefer white wholes when they visits to the outlet.
- 5)According to table and graph 5 it is found that 10% of retailers place orders once a month 5% weekly and 35% retailers whenever required.
- 6)According to table and graph 6 it is found that 28 % get supply for order in next day of order placed,64% after two days and 8% more than two day.

- 7)According to table and graph 7 it is found that 10% retailers get display through banners and 40% said nothing.
- 8)According to table and graph 8(a) it is found that that 44% retailers are satisfied with distributor channel, 36% are neutral, 20% are highly dissatisfied
- 9)According to table and graph 8(b) it is found that 22% retailers are satisfied with delivery on time of Sharada cashaws 26% are neutral and 52% are highly dissatisfied.
- 10)According to table and graph 8 (c) it is found that 64% retailers are highly satisfied with the package of Sharada cashaws and 36% are satisfied.
- 11)According to table and graph 8 (d) it is found that 52%are highly satisfied with the product range 34% are satisfied 14% are neutral.
- 12)According to table and graph 8(e) it is found that 24% retailers are highly satisfied with the sales man behavior 50% are highly satisfied and 26% are neutral.
- 13)According to table and graph 8(f) it is found that 38% retailers are highly satisfied with profit margin 62 %are satisfied.

14)According to table and graph 8(e) it is found that the 18% retailers are satisfied with the replacement policy, 66% are neutral and 16% are highly dissatisfied.

15)According to table and graph 8(f) it is found that the 4% are highly satisfied with the overall support from Sharada cashaws 38% are satisfied and 56% are neutral .

RECOMMENDATION

- 1) Sharada Cashaw products should keep a well stock of all cashews as the retailer gives order whenever required.
- 2) They should make a specific distribution strategy like
 - Deciding the delivery according to distance like if distance is within 10-30 km delivery should made in 24 hours
 - within 30- 60km delivery time should be 48 hours
 - within 60-100km delivery time should be 72 hours
- 3) They should give a special training to. Their sales men to develop a them through external sources
 - institutions or colleges
 - personal trainer
- 4) They should look more over providing over all support to the retailers like on time delivery friendly behavior easy replacement policy
- 5) Replacement policy should be made more flexible like
 - proper rules of replacement policy should be told to retailers
 - should make easy replacement policy for regular and royal customers.

CONCLUSION:-

In the study of “ Effectiveness of distribution towards Sharada Cashaw Products with view of Retailers in Kumta city.” I have experienced that distribution plays a vital role in the success of a company..Nothing is of a greater importance for a marketer than distribution. In Kumta retailers have good image towards Sharada Cashaw. Some respondents not having good image about the factors like sales man behaviour, replacement option, on time delivery etc. etc. The awareness of the Sharada Cashaw Product are also good even though facing a tough competition from Kaladhar Cashew, Reliable cashew, Sahyadri Cashew etc.

ANNEXTURE

QUESTIONNAIRE

I Niteshkumar Ukaram Dahiya a student of MBA 4th semester from CMRIT Institute of Technology and management of studies bangalore, undertaking a Major Concurrent Project (MCP) project work titled “a study on effectiveness of distribution channel of Sharada Cashaw products with a view of retailer in Kumta city”

I request your kind co-operation in my project study by completing the questionnaire given below. I thank you for your valuable time and support in undertaking this study. I assure you that the information provided by you will be treated as confidential and will be used only for this study only.

Personal information:-

Name :- _____

Address: _____

Phone No. _____

1) Are you a customer of Sharada Cashaw Product

Yes [] No []

2) From how many years are you into business of selling Cashew nut?

a) 0-2 years []

b) 2-5 years []

c) 5-10 years []

d) 10+ years []

3) Range of Cashew available in outlet

a) Jumbo Cashew

b) Scorched wholes

c) Scorched pieces:

d) White wholes

e) White Pieces

4) Which product does the customers prefer once they visit the outlet ?

a) Jumbo Cashew

b) Scorched wholes

c) Scorched pieces:

d) White wholes

e) White Pieces

f) Others _____

5) How frequently you place the order?

- a) Monthly []
- b) Weekly []
- c) Fortnightly []
- d) whenever required []

6) When do you get supply for your order?

- a) On spot []
- b) Next day of order []
- c) After 2 days []
- d) More than two days []

7) Which display facilities does distributor provide you

- a) Banners []
- b) Hoardings []
- c) Menu []
- d) Racks []
- e) Nothing []

Factors	Highly satisfied	Satisfied	Neither satisfied nor dissatisfied	Highly dissatisfied	Dissatisfied
Service					
Delivery					
Packaging					
Product range					
Salesman Visit					

8)	Over all support					
	Replacement Option					

Tick the following parameters of Distribution channel of Sharada Cashaw Products

9) Opinions/Suggestions:

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