

Sales And Distribution At Kesoram Industries Ltd

Moula Sravan Kumar Goud, Master of Business Administration,

Mr. Venkat Reddy, Assistant Professor, Department of Master of Business Administration,

Mr. Subbareddy, Assistant Professor, Department of Master of Business Administration,

St. Martin's Engineering College, Hyderabad, Telangana – 500014.

ABSTRACT

A sale is the pinnacle activity involved in selling products or services in return for money or other compensation. It is an act of completion of a commercial activity.

A sale is completed by the seller or the provider of the goods or services to an acquisition or appropriation or request followed by the passing of title (property or ownership) in the item and the application and due settlement of a price, the obligation for which arises due to the seller's requirement to pass ownership, being a price he is happy to part with ownership of or any claim upon the item. The purchaser, though a party to the sale does not execute the sale, only the seller does that. To be precise the sale completes prior to the payment and gives rise to the obligation of payment. If the seller completes the first two above stages (consent and passing ownership) of the sale prior to settlement of the price, the sale is still valid and gives rise to an obligation to pay.

A service is the intangible equivalent of a good. Service provision is often an economic activity where the buyer does not generally, except by exclusive contract, obtain exclusive

ownership of the thing purchased. The benefits of such a service, if priced, are held to be self-evident in the buyer's willingness to pay for it. Public services are those society pays for as a whole through taxes and other means.

By composing and orchestrating the appropriate level of resources, skill, ingenuity, and experience for effecting specific benefits for service consumers, service providers participate in an economy without the restrictions of carrying stock (inventory) or the need to concern themselves with bulky raw materials. On the other hand, their investment in expertise does require consistent service marketing and upgrading in the face of competition which has equally few physical restrictions. Many so-called services, however, require large physical structures and equipment, and consume large amounts of resources, such as transportation services and the military.

1. INTRODUCTION:

NEED FOR THE STUDY

Consumer satisfaction is the most important objective for any manufacturing concern to successfully market its products. Penna has from gradually and would want to take a stock

of the satisfaction level of consumers and define areas where possible improvement may be made. The research work has been therefore selected in this area.

The company which produces products doesn't give life to sustain in competition without sales of products. So sales are important function of the manufacturing company to get profits. Through sales only wealth maximization is possible.

Distributions are also one of the important functions in marketing. Through distribution only one company can sell its products. Here the distribution channels contain the dealers. Who are very near to the customers and act as middlemen between the organizations. So there is a need to study sales and distribute on strategies.

Distribution system includes distribution channels. Which are sets of independent organizations involved in the process of making a product (or) a service available for the consumption. Distribution network is necessary for smooth flow of goods.

OBJECTIVES OF THE STUDY

Primary objective:

To assess the role of dealers in Kesoram Cement Industries Limited.

Secondary objective:

1. To assess the channel effectiveness in Kesoram Cement.
2. To find dealers' opinion on various issues of the present market situation

and furthering (strengthening) channel effectiveness.

3. To offer suggestion in building effective channel strategy to Kesoram Cement Industry

SCOPE OF THE STUDY

The study aims to measure satisfaction level of the dealers regarding Kesoram Cement industries. The area within which the study was conducted regarding the information the primary data is collected in the form of questionnaire collected from the dealers in Rangareddy district. To sum up the project had within the scope of the study in the area of "EFFECTIVENESS of SALES and DISTRIBUTION CHANNEL" of Kesoram Cement dealers in Rangareddy district for a particular time

METHODOLOGY OF STUDY:

In view of the objectives of the study, an exploratory design has been adopted. Further the researcher also touched the descriptive researcher design and causal analysis to relate between different variables. Exploratory research is one which largely interprets the available information on the study and it lays emphasis on the analysis and interpretation of the existing and available information. This research is generally useful when we use the information collected from three sources, viz., study of secondary sources, discussion with individuals and analyzing the some specific case.

Sources of Data:

To perform the Research study by Researcher, the sources of data obtained are:

Primary Data:

This data is obtained by interacting and interviewing the dealers in Rangareddy district.

Secondary Data:

This data is obtained directly from the company in the form of brochures, charts, diagrams, document and other forms.

Data Collection Tool:

Questionnaire:

This is one of the data collection tools. It is quite popular particularly in case big enquires. It is being adopted by private individuals, research worker, private and public organization and even government. In this method, a questionnaire is issued to the persons concerned with a request to answer the questions and return the questionnaire. A questionnaire consists of number of questions printed or typed in a definite order or a form or set of forms.

The researcher used the structured questionnaire in which the questions were:

- Open-ended questions
- Close-ended questions
- Dichotomous questions
- Multiple choice questions

Sampling Design

The researcher has done his research study on the dealers of Kesoram Cement to know their present satisfaction and expectation from this brand. The researcher selected the dealers of Kesoram Cement at Rangareddy district for his research study.

Sampling Plan

Sample size: Sample size consists of 50 dealers.

Sampling unit: The Sampling unit includes all the dealers of Kesoram Cement products present in Rangareddy District.

Sampling method: For collecting information from dealers, non-probabilistic simple random sampling method is used.

Tools of analysis:

The data collected through survey has been carefully and meaningfully analyzed by using well established statistical tool and techniques. Important statistical technique is percentage method.

Hypothesis:

Hypothesis is a part of research that enables the researcher to predict about the future based on the present trend. It is very much essential in any research activity to develop the policies for a better working of the system. Based on the above concept, the hypothesis for the study developed by the researcher at the various stages of analysis.

Limitations of the study:

The selected sample members are conspicuous and inconspicuous in nature. So, there is chance to arise some errors in the courts of survey.

The errors may be as follows:

Respondents may not disclose the right information, because the researcher is very stranger to them.

Respondents may give pleasing answers to the researchers even though it is not correct from the prospective.

The perceptual values like status, not-disclosure of the correct information and difficulty in expressing their personal feeling to an unknown researcher can bring wrong opinion poll ton filling the questionnaire.

Since, the sample size is small; a perfect mix of the respondents may not be available for the researcher to conduct the opinion survey.

2. LITERATURE SURVEY

EMPLOYEE SATISFACTION

Job satisfaction is often analyzed concept in the research studies conducted in organizational behavioral research. Job satisfaction explains the atmosphere in which an employee operates. At the same time it also indicates the individual’s affective attitude or orientations towards his/her work.

Job satisfaction is affected by many factors. Factors influencing job satisfaction can be divided into two main categories: the intrinsic satisfactory factors related to work it and the extrinsic satisfactory factors not directly related to work. This division is supported by many other researchers for example, personal attributes and environment were considered to play major role in influencing job satisfaction.

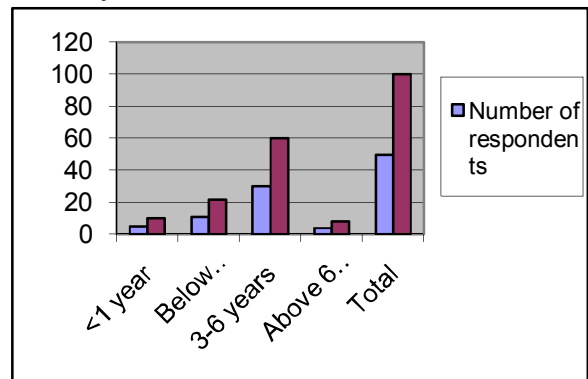
And in the study conducted by indicates that the worker himself/herself, work and organizational characteristics are the factors affecting job satisfaction.

High performance work system brings out increase in production and higher job

satisfaction in organizations; hence some researchers consider it as an effective method to deal with job satisfaction.

3. DATA ANALYSIS & INTERPRETATION

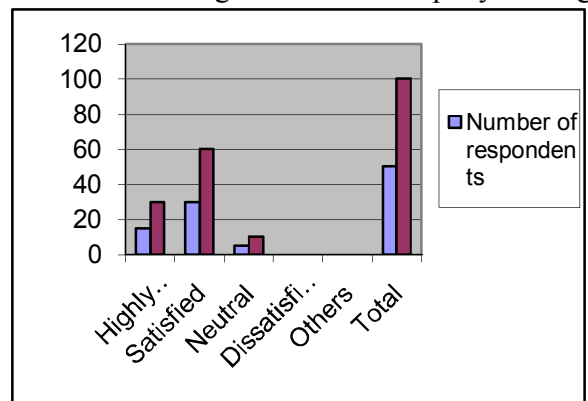
Dealers relation with Kesoram Cements Industry



Inference: -

8% of the dealers have more than 6-years experience. 60% of the dealers have 3-6 years experience. Followed by 22% of the dealers having less than 3 years and 10% of the dealers have one year experience.

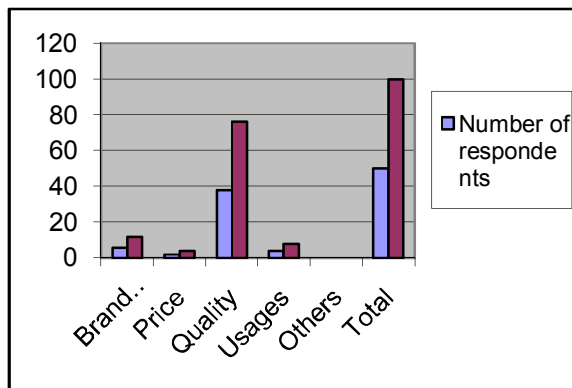
Dealers feeling about Company Image



Inference:-

30% of the dealers falling highly satisfied about companied image and 60%of the dealers were feeling moderately satisfied, 10% of the dealers were feeling satisfied about companies image.

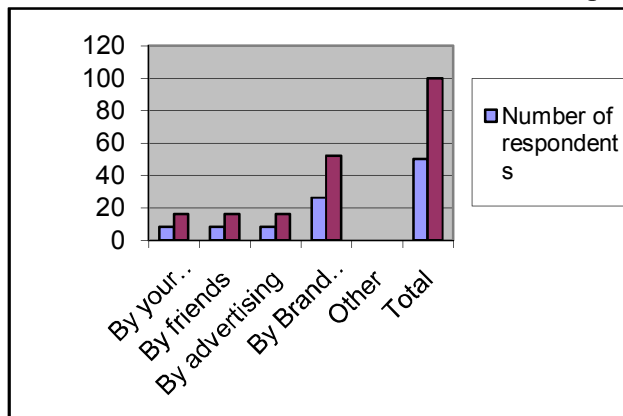
To know on which aspects the customer gets more satisfaction



Inference: -

Majority of the respondents are gibing fist preference to quality, second preference to brand name, then followed by product, usage and price.

Customers come to shop

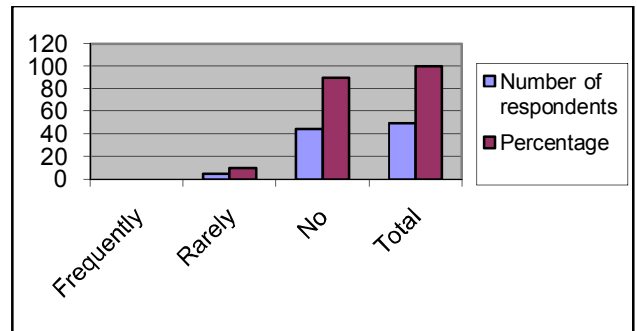


Inference: -

From the above table it is inferred that majority of the customers come to retail outlets by the

influence of brand name of Kesoram cement and followed by advertising, dealers influence.

Stock out problems



Inference: -

90% of the dealers are getting satisfied with the supply of Kesoram cement by expressing that they do not come across stock out problem.

4.FINDINGS OF THE STUDY

- Majority of the dealers having 3 to 6 years experience, and less number of dealers having above 6 years experience.
- Majority of dealers just satisfied about the company’s image, remaining are neutral, Highly satisfied.
- Majority of the customers satisfying about the quality of the product next preference given brand name followed by usages, price.
- Most of the dealers expresses customers visit to shop by brand name only. And followed dealers influence, by friends, by advertising.
- The entire dealers were saying they do not face any difficulties to deal with the customers to selling the product.
- Majority of the dealers saying they do no come across stock out problems.

- Majority of the dealers satisfying with the supply from the company and very few members satisfied, dissatisfied.
- All the dealers were saying the entire floor space were providing only for goods storing purpose.
- Majority of the dealers satisfied with the mode of dispatch by the company. And few members were moderately satisfied, highly satisfied.
- Majority of the dealers they estimate the demand for various products by the orders and followed by seasonal base and past sales.
- All the dealers were saying they do not face any difficult in dealing with the company.
- Majority of the dealers were saying about the fright it incurs 2% to receive goods from company to your stock point

5. RECOMMENDATIONS

- Provide opportunity for new entrants in the business.
- To create awareness about the company, using of various ways of promotional activities such as advertisement, to maintain the better relation with dealers.
- If possible increase the quality of the product and reduce the price.
- Company and dealers should try to maintain customer good relationship as much as the possible.
- Try to maintain better supply chain in order to improve the services. Supply the products with in time to the dealers.
- Try to provide discounts to dealers and credit facilities.

- Customers, who purchase the huge amount of products, provide free home delivery to customers place

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