

## **SYNOPSIS**

### **Title: DEALERS PERCEPTION & SATISFACTION TOWARDS** **KESORAM CEMENT**

#### **ABSTRACT**

The Study is about the “DEALERS PERCEPTION & SATISFACTION”. Now a day every company wants to procure more customers. The customers are potential to every company. So the potential is improved when the company knows the people’s want and try to satisfy needs and wants of the people.

The study finds out, the “KESORAM CEMENT” has more customers. The customers want quality network, good service, and low charges.

The methodology which is implemented is to collect data by direct interview, questionnaire, and by referring websites, books magazines,ect. Ultimately most of the customers are high satisfied with the good network, good service, and low charges.

# INTRODUCTION

Marketing in simple terms can be said to be “**a human activity directed at satisfied needs and wants through an exchange process**”. Marketing as a functional area of management is becoming extremely important as compared to other fields. All decisions in modern business organization revolve around information related with marketing decision making situations, which are characterized by distribution strategy, channel members and product decisions. The product decisions, customers assess a product's value by looking at many factors including those that surround the product.

Basic needs like food to live, cloth to wear and shelter to hide affect the common life of people. Shelter is also necessary to protect the life from natural calamities. There were number of changes of the process of constructing houses for the purpose of having shelter. Till early twentieth century lime stone has been the main material for the construction of house.

In India monuments like Taj Mahal, Red Fort, Qutub Minar in the north, Konark and Khajuraha temples in central India, Meenakshi and Madurai temple in south were constructed with lime.

For the early twentieth century dominated the construction field. The availability of ingredients in all over the world in uniform quality entitled by centralized production and strict quality control and above all the advent of RCC made cement an essential and widely used material for construction and permanent structures.

In this modern age cement industry is ranked as a basic industry because for every development effort i.e. from the construction of single household to the building of big multipurpose dams ,cement constitutes a basic ingredient .It is used by the consumers to have a strong and durable construction .they want a material which is capable of strongly uniting masses. Cement, when mixed with sand and water in proper ratio is able to give this benefit to the user.

The cement is of many types .They include ordinary Portland cement, Portland strong cement ,Portland pozzo land cement, white Portland cement ,hydrophobic Portland cement,oilwell cement, rapid hardening cement ,low heat Portland cement, high strength Portland cement ,super sulphated cement and alumina cement.

## **NEED FOR THE STUDY:**

The Indian market is very vast, both in terms of physical size of the territories involved and the diversity of customer the need for arises because the product has to move to the customer in the right quantity, at a specific time, and at the particular place .The need for intermediaries in the delivery of goods is sometime questioned .Particularly because the profit they earn or viewed as adding to the cost of the item. However, this argument is fallacious, since it should be recognized that the function these intermediaries perform or understood to be more efficient and cheaper than what the manufacture can manage. This is rationale for having a distribution channel is to create value for the consumer through the generation of form ,possession time and availability,utility.In other words the major objective of distribution management is to ensure delivery at a minimum cost so the consumers interest is served .

Marketing – channel decision is among the most critical decision facing management. The company’s chosen channels intimately affect all the other marketing decisions .The company’s pricing depending on where it uses mass merchandisers or high quality .The firms sales force and advertising decisions depends on how much training and motivation the dealers need. In additions, the company channel decision involved relatively long time commitment to other firms. Therefore management must choose channels with an eye on tomorrow’s lightly selling environment as well as today’s.

By keeping above points in view the present study is made.

## **OBJECTIVES OF THE STUDY:**

1. To know the sales of kesoram cement
2. To know which grade cement is having much demand in the market.
3. To identify the problems faced by the dealers in distribution process.
4. To identify the complaints received by dealers from the customers.
5. To know the position of kesoram cement in the market.
6. To know the company representatives, visits and their relations with the dealers.
7. To identify which distribution strategy is best.
8. To know which type of advertisement gives more positive results.
9. to study about the level of satisfaction of dealers regarding quality, quantity, price and package

## **RESEARCH METHODOLOGY:**

Research refers to a search for knowledge. One can also define research as a search on a specific topic. Infact, search is an act of scientific investigation.

According to lifford woddy research comprises defining and redefining problems ,formulating hypothesis or suggested solutions ,collecting ,organizing and evaluating data ; making deductions and researching conclusions to determine whether they fit the formulation hypothesis .

For the purpose of the study ,the primary data and secondary data are collected .The ordinary data is collected by following the observational method and survey research method .while taking personal interviews of the stockiest the observational method is used .The survey research method is used to gain and insist knowledge about the opinion of dealers of kesoram cement vis-à-vis the other branch the main research instrument used for the survey is a well structured questionnaire for dealers consisting of questions including both open –end questions and close-end questions .The oral interviews , group discussions and observations have been also used to supplement and support the primary data generated through questionnaire method. The collected data is classified, tabulated, analyzed and interpreted.From analysis, conclusions are drawn and suggestions are offered.

## **RESEARCH DESIGN:**

The study was conducted in Hyderabad district .The research describes the attitudes ,opinion ,and view of the dealers on the kesoram cement service , quality, price, quantity, distribution, delivery etc. and also reason behind it. The research is designed to employ the statistical techniques are used in analyzing the data collected.

## **DATA:**

### A) *NATURE OF THE DATA :*

The study relies to a grant extent on primary data and to some extent secondary data .The primary data consist of data collected from questionnaire .The first hand information was obtained through primary data. Secondary data was obtained from internal sources of the firm.

### B) SOURCES OF DATA:

The study is based on primary and secondary sources of data.

## **PRIMARY DATA:**

Primary data is personally developed data and it gives latest information and offers much greater accuracy and reliability. The primary data is obtained from the survey conducted on the authorized kesoram dealers of Hyderabad.

## **SECONDARY DATA:**

It is published data and already available for use and it saves time .the main sources of secondary data are published market surveys ,government publications, advertising ,research report and internal sources such as sales ,purchase records, sales records, customer complaints and other business records . The secondary data is obtained from the annual reports of Indian cement review (ICR) business magazines and news papers like the economic times and Indian express etc.,.

## **METHODS OF DATA COLLECTIONS:**

A survey was conducted together data. The method adopted to elicit information was from two courses i.e. dealers and internal sources of the firm. The questionnaire method was chosen to know the dealer satisfaction about the quality, service, delivery, price etc. and also due to qualitative nature of the research.



## **SAMPLING**

### **A) SAMPLE DESIGN:**

Sample design is a definite plan for obtaining a sample from a given population. It refers the techniques or the procedure the researchers would adopt in selecting items for the sample

The research universe comprises of the existing customers of kesoram cement. The exact size of universe is unknown. The sampling procedure adopted for the study was convenience sampling.

### **B) SAMPLE SIZE**

For ascertaining the views of dealers regarding the various operational aspects of kesoram cement 150 dealers are selected from various towns in Hyderabad district on the basis of convenient random sampling technique.

## **MAJOR TYPES OF INTERMEDIARIES:**

Retailer: A middleman who sells to ultimate customers.

Wholesaler: A middlemen who sells retailers, commonly found in consumer product marketing.

Dealer: Any middleman with legal authority to act on behalf of the manufacturer.

Broker: A middleman who performs limited selling functions like seeking orders for a principal .usually, brokers have neither title to, nor possessions of the merchandise.

Jobber: Normally used in an industrial marketing context as a limited function wholesaler.

## **FUNCTIONS OF DISTRIBUTION CHANNEL:**

- 1) Helps in production.
- 2) Matching demand and supply.
- 3) Financing and producers.
- 4) Aid in communication.
- 5) Stabilizing the price.
- 6) Promotional activities.
- 7) Rotations of decisions.
- 8) Pricing.
- 9) Forecast the demand.

## **CHANNEL LEVEL:**

Marketing channels can be characterized by the number of channel levels each middleman that performs work in bringing the product and its title closure to the final buyer constitutes a channel level. Since the producer and the final customer both perform work, they are part of every channel.

- A zero level channel or direct marketing channel
- A one level channel
- A two level channel
- A three level channel
- Higher level marketing channel

## **CHANNEL-DESIGN DECISIONS**

Design a channel system calls for:

- Analyzing customer needs
- Establishing channel objectives
- Identifying the major channel alternatives

### **IDENTIFYING THE MAJOR CHANNEL ALTERNATIVES:**

When the company has defined its channel objectives, it should next identify its major channel alternatives in terms of types of intermediaries and the responsibilities of each channel member.

### **NUMBER OF MARKETING INTERMEDIARIES:**

Companies must also determine the number of channel members to use at each level. There strategies is available intensive distribution, exclusive distribution and selective distribution.

#### **a) INTENSIVE DISTRIBUTION:**

Stocking the product in as many outlets as possible.

#### **b) EXCLUSIVE DISTRIBUTION:**

Giving a limited number of dealers the exclusive right to distribute the company's products in their territories

#### **c) SELECTIVE DISTRIBUTION:**

The use for more than one, but favour than all, of the intermediaries who are willing to carry the company's products.

## **RESPONSIBILITIES OF CHANNEL MEMBERS**

Responsibilities of channel members should agree on price policies, conditions of sales, territorial rights, and specific services to be performed by each party. The producer should establish a least price and a fair set of discounts for intermediaries. It must define each channel member's territory, and it should be careful about where it places new resellers. Mutual services and duties need to be spelled out carefully, especially in franchise and exclusive distribution channels.

## **LIMITATIONS OF THE STUDY**

- 1) The survey was limited to in and around Hyderabad District
- 2) The duration of the study is 45 days
- 3) The sample size was restricted 40 because of time constraint.
- 4) The quality of the data collected entirely relies on the opinion of the dealers
- 5) All the limitations of the survey method are applicable to this study

## **CHAPTERISATION**

**Detailed/final Project Report will include the following chapters**

### **CHAPTER –I**

- Introduction
- Significance of the study
- Need of the study
- Objective and scope of study
- Methodology
- Limitations
- Scope

(Details of methodology used in studying and collecting the data and issue will be described)

### **CHAPTER –II**

- Literature review
- Theoretical study

### **CHAPTER –III**

- Industry & company profile

### **CHAPTER –IV**

#### **Analysis of the topic & Interpretation**

(Descriptive work on the topic, this chapter will include analysis and interpretation of data tabulation and categorization)

### **CHAPTER –V**

- Recommendation
- Bibliography
- Appendix

## BIBLIOGRAPHY

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