

Project Report -17MBAPR407

On

**A Study on “Factors Influencing Dealer’s Buying Behaviour Towards
Sadanand PVC Pvt.Ltd”**

BY

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1AY17MBA41

Submitted to

VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI



In partial fulfilment of the requirements for the award of the degree of

MASTER OF BUSINESS ADMINISTRATION

Under the guidance of

INTERNAL GUIDE

PROF.OM PRAKASH .C

Asst. Professor

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EXTERNAL GUIDE

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March 2019



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CERTIFICATE

This is to certify that **Mr.Rayagond Belagali** bearing USN **1AY17MBA41**, Student of the acharya Institute of Technology ,Bengaluru has Completed his Project work as part of his academic requirement program from 3rd January,2019 to 16th February ,2019 on **“Factors Influencing Dealer’s Buying Behavior” Of Sadanand PVC Pvt.Ltd**

We wish him a bright future in his academic carrier





ACHARYA INSTITUTE OF TECHNOLOGY

(Affiliated to Visvesvaraya Technological University, Belagavi, Approved by AICTE, New Delhi and Accredited by NBA and NAAC)


Date: 04/04/2019

CERTIFICATE

This is to certify that **Mr. Rayagond Belagali** bearing USN **1AY17MBA41** is a bonafide student of Master of Business Administration course of the Institute 2017-19 batch, affiliated to Visvesvaraya Technological University, Belagavi. Project report on “**A Study on Factors Influencing Dealer`s Buying Behaviour towards Sadanand PVC Pvt. Ltd, Siddapur**” is prepared by him under the guidance of **Prof. Om Prakash. C**, in partial fulfillment of the requirements for the award of the degree of Master of Business Administration, Visvesvaraya Technological University, Belagavi, Karnataka.

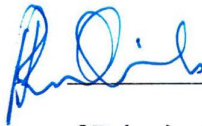

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DECLARATION

I, **RAYAGOND BELAGALI**, hereby declare that the Project report entitled “**Factors Influencing Dealer’s Buying Behaviour Towards Sadanand PVC Pvt.Ltd**” prepared by me under the guidance of **Prof. Om Prakash**, Asst. Professor, Department of MBA, Acharya Institute of Technology and external assistance by **Sadanand Savadi**, Manager, Sadanand PVC Pvt. Ltd, Siddapur.

I also declare that this Project work is towards the partial fulfilment 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 Twelve weeks. I further declare that this Project is based on the original study undertaken by me and has not been submitted for the award of any degree/diploma from any other University / Institution.

Place: Bangalore
Date: 08/04/2019



Signature of the student

ACKNOWLEDGEMENT

I wish to express my sincere thanks to our respected Principal, **Dr. Prakash M R**, beloved Dean-Academics, **Dr. Devarajaiah R M**, and deep sense of gratitude to **Dr. M M Bagali**, HOD, Acharya Institute of Technology, Bengaluru for their kind support and encouragement in completion of the Internship Report.

I would like to thank **Prof. Om Prakash .C**, Asst. Professor, Department of MBA, Acharya Institute of Technology, Bengaluru and external guide **Mr. Sadanand Savadi**, Manager, Sadanand PVC Pvt. Ltd, Siddapur, who gave me golden opportunity to do this wonderful Project in the esteemed organization, which helped me to learn various concepts.

Finally, I express my sincere thanks to my Parents, Friends and all the Staff of MBA department of AIT for their valuable suggestions in completing this Project Report.

Place: Bangalore

Date:08/04/2019

RAYAGOND BELAGALI

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EXECUTIVE SUMMARY

Sadanand PVC Pvt Ltd-Jamkhandi. Is one of the progressive organization in the manufacturing industry. Sadanand PVC Pvt Ltd-Jamkhandi, has given me a golden opportunity to do internship for 6 weeks. This study includes various information and many data which make it more understandable and interesting.

This training program was undertaken in Sadanand PVC Pvt Ltd-Jamkhandi It gave the overall knowledge about manufacturing industry. This project work gives an insight of the Manufacturing Industry. This study aimed in gaining the complete knowledge on production, marketing, and advertisement, departmentation with in different departments.

In this regard the meaningful information had been collected from the organization and the personal experience what is gained also helpful to make this project. This report gives the complete insight includes from procurement till customer service. Through this work it is understood what all the strategies are needed to run this type of business which ultimately helps in achieving the organization's goals.

The last portion of this report contains conclusion and recommendation. It has been found that Sadanand PVC Pvt Ltd-Jamkhandi has a strong base of manufacturing in India.

CHAPTER 1
INTRODUCTION

CHAPTER 1

INTRODUCTION

1.1 Introduction About the project:

The study was undertaken to know the factors influencing consumer buying behavior towards Sadanand pipes. The study was carried out at Sadanand PVC Pvt. Ltd. for a period of 6 weeks. Internship is an integral part of academic activities which gives the student a practical exposure and encourages learning by doing an In-service project.

The study was undertaken by collecting information through structured questionnaire on five-point likert scale. This study helped me to understand products & services offered by Sadanand & other brands offering PVC Pipes.

1.2 Industry Profile

PVC is one of the oldest synthetic materials with a longer history in industrial production. Early history is multiple, it is discovered in different places at different times. In the first investigation, PVC is defined at least twice in the 19th century. The first, in 1838, was by German Eugene Baumann.

In 1913, the German inventor Friedrich Heinrich August Kaltte obtained a patent on PVC. The most important advances occurred in the United States. However, the material was threatened by the recession in the 1920s.

During the 1950s, many more companies started producing PVC and volumes increased worldwide. The developer found more innovative uses and refined methods to improve durability. In the middle of the 20th century, five companies produced PVC. PVC products quickly became essential for the construction industry. Improvements in the resistances of materials to allow PVC to transport water to thousands of homes and industries.

The main application of PVC in India is basically in pipes. India is eighth major consumer of plastic in the world and the plastic industries are expected to grow around 10-20% per annum for the next five years (if that was not banned). The global PVC pipes demand is expected to grow around by 4% per annum. Further on-going irrigations benefit program given in infrastructure developed in India.

As per latest estimation, global demand for PVC is growing at 4% per annum and the Indian industry is expected to grow at 10% in coming years. Considering the recent government policy increasing private demand, requirement of PVC pipes is expected to grow at about 20% over the next five years.

PVC and pipes are more demanded in housing, rainwater harvesting and irrigation projects along with domestic demand and other small-scale industries. The micro irrigation opportunity in the country is around Rs.61,500 crore in the next decade and more than 85% pipes requirement from PVC sector only.

Today, PVC is the world's third best-selling plastic in the world after polyethylene and polypropylene. Low PVC costs, excellent durability and processing capacity make it suitable for dozens of industries such as healthcare, IT, textile and construction.

Extrusion lines are the world's largest plastics processors and can be considered the most important production machines in the plastics industry. Commercially, extrusion lines are designed to provide operating cost benefits (production per hour). It can be manufactured along extrusion films, foils, profiles, pipes, tubes, rods, wire coatings, coatings, filaments, blow molds, and many more. Pipes are one of the most important extrusion pieces and have a wide range of application, especially in the industry. The two main reasons that make them attractive to processors and markets are their almost unlimited range of application to their continuous manufacturing capabilities that meet new market challenges.

The production of thermoplastic pipe systems is an important industry that represents a significant volume of polymers. The use of plastics in construction is the world's second largest polymer market. For tube production, this represents the total market demand in Europe from 2000 to almost 3 million tones.

Plastic pipes began commercial production in the late 1930s. There are various definitions that are usually associated with different industries (plumbing, gas pipelines, beverages, medicines, mining, etc.). The best known and most acceptable one is that the tube is a stiff piece, hollow, long and larger in diameter than the pipes. The pipes are essentially the same except that they are flexible and smaller in diameter with thin walls up to 6 inches.

This document deals with the production of extrusion PVC tubes, market studies and the machinery and equipment necessary for the PVC extrusion line.

Sadanand PVC Pvt. Limited.

The PVC pipes of Sadanand Pvt. Ltd. is a private company incorporated on December 27, 2013. It is classified as non-governmental. Company and is registered in the Company Register, Bangalore. Its authorized capital stock is Rs .1,00,000. Its paid capital is Rs.2,00,000 and it is involved in the manufacture of plastic products

1.3 Company Profile

Name of the company	Sadanand PVC Pvt. Ltd.
Type of ownership	Private Limited
Company type	Private
Business type	Manufacturing
Initial investment	25crore
Location	At-Post: Siddapur, Tq: Jamkhandi Dist: Bagalkot
Registered office	Belagavi
Registered on	27-12-2013
First production on	21 st April 2015
Phone	08353-220872
E-mail	SadanandPVC.@gmail.com
Number of employees	70
Number of employees: Official workers Non-official workers	30 40
Production capacity (normally) PVC Pipe Drip	150 pipes

	25000 miters
Machine procurement	Diu Daman

Management Team

Chairman's	Mr. Umesh Mahabalashetti Mr. Siddu Savadi
Managing Director	Mr. M I Pattan
Executive Directors <ul style="list-style-type: none"> • Marketing • Production • Administration and HR 	Mr. Yegappa Savadi Mr. M I Pattan Mr. Umesh Mahabalashetti

Key Managerial Persons

Name	Designation
Mr. Santosh Hatti	General Manager (Finance)
Mr. Virupax Timmapur	General Manager (Marketing)
Mr. Hanmant Ligade	General Manager (HR)
Mr. Magadum	Production Manager

The modern plant at Siddapur, Jamkhandi, Bagalkot Dist. Karnataka State. Spread over 4 acres of land to manufacture a wide range of high-grade high performance, rigid PVC pipes and fittings with competitive costs and the experience required to satisfy the demand of customers in all industries.

1.3 Promoters

Siddu Savadi

Umesh mahabalshetty

Yegappa Savadi

1.4 Vision, mission and quality policy.

Vision

It is to maintain the hegemony as the most reliable provider of high-quality PVC products to meet the diverse requirements of distribution of drinking water, domestic plumbing and life irrigation. Our goal is to make each of our products a model of quality and technical excellence. Through our constant research and innovation effort, we strive to find new products that help architects and builders to stay ahead of the times.

Mission:

Serve water projects, construction activities and agriculture globally to ensure customer satisfaction.

Quality politics:

- We are committed to producing and supplying products to meet the needs of our customers.
- We will continually strive to improve the effectiveness of our quality management system.
- We will train and motivate our employees for continuous improvement.
- We are aware of our responsibility towards safety, health and the environment.
- Quality is what you think, act and believe.

1.5 Product profile:

- Rigid PVC pressure pipes: manufactured according to IS 498: 2000 standard. It is available from 20 mm to 250 mm in size, in different pressure classes and in both types of joints, that is, type of solvent cement and type of rubber seal
- Molded accessories: manufactured according to IS 7834 standard and available in a wide range.
- Handmade accessories (manufactured): manufactured according to IS 10124 and Available in wide range.
- Drip irrigation pipes: manufactured according to the IS standard.

Rigid PVC pipes:

Manufactured according to IS: 4985: 2000 standard and available in different pressure classes 2.5 kg / cm², 4 kg / cm², 6 kg / cm², 8 kg / cm² and 10 kg / cm², which are used in a variety of applications such as

- Irrigation
- water supply
- sewage system
- agriculture
- Industrial process lines.
- domestic use

• **U PVC Selfit Pipes**

As per IS: 4985: 2000 Specifications



Dimension of Unplasticised PVC Pipes

Nominal outside diameter	Mean outside diameter mm		Wall Thickness										
			Class1(pn)		Class2(pn)		Class3(pn)		Class4(pn)		Class5(pn)		
			2.5kgf/cm		4kgf/cm		6kgf/cm		8kgf/cm		10kgf/cm		
Mm	Min	Max	Min	Max	Min	Max	Min	Max	Min	Max	Min	Max	
20	20.0	20.3										1.1	1.5
25	25.0	25.3							1.2	1.6		1.4	1.8
32	32.0	32.3							1.5	1.9		1.8	2.2
40	40.0	40.3					1.4	1.8	1.8	2.2		2.2	2.7
50	50.0	50.3					1.7	2.1	2.3	2.8		2.8	3.3
63	63.0	63.3			1.5	1.9	2.2	2.7	2.8	3.3		3.5	4.1
75	75.0	75.3			1.8	2.2	2.6	3.1	4.4	4		4.2	4.9
90	90.0	90.3	1.3	1.7	2.1	2.6	3.1	3.7	4	4.6		5	5.7
110	110.0	110.4	1.6	2	2.5	3	3.7	4.2	4.9	5.6		6.1	7.1
125	125.0	125.4	2.9	3.4	4.3	5							
140	140.0	140.5	2	2.4	3.2	3.8	4.8	5.5	6.3	7.3		7.7	8.9

160	160.0	160.5	2.3 2.8	3.7 4.3	5.4 6.2	7.2 8.3	8.8 10.2
180	180.0	180.6	2.6 3.1	4.2 4.9	6.1 7.1	8 9.2	9.9 11.4
200	200.0	200.6	2.9 3.4	4.6 5.3	6.8 7.9	8.9 10.3	11 12.7
225	225.0	225.7	3.3 3.9	5.2 6	7.6 8.8	10 11.5	12.4 14.3
250	250.0	250.8	3.6 4.2	5.7 6.5	8.5 9.8	11.2 12.9	13.8 15.9

Range: Selfit (solvent cement joint) Selfit pipes are manufactured in the range from 20mm to 250mm

• U PVC Plumbing Pipes

As per ASTM D 1785 Specifications



Dimension and water pressure rating at 23 OC for pipes

Nomin al bore (inch)	Outside diameter (mm)	Schedule 40		Schedule 80	
		Wall thick mm	Working pr Kg/cm2/ psi	Wall thick mm	Working pr Kg/cm2/ psi
1/2"	21.34+0.10	2.77+0.51	41.4/600	3.73+0.51	58.6/850

3/4"	26.67+0.10	2.87+0.51	33.1/480	3.91+0.51	47.6/690
1"	33.40+0.13	3.38+0.51	31.0/450	4.55+0.53	43.4/630
1 1/4"	42.16+0.13	3.56+0.51	25.5/370	4.85+0.58	35.9/520
1 1/2"	48.26+0.13	3.68+0.51	22.8/330	5.08+0.61	32.4/470
2"	60.32+0.15	3.91+0.51	19.3/280	5.54+0.66	27.6/400

Plumbing pipes applications

- a) Water connection for buildings. places, kitchens and toilets in the residential blocks
- b) Tube well connections
- c) Pipe lines for chemicals



Type A- Used for Ventilation and Rain-water System

- **SWR Pipes**

As per IS: 13592 Standards

Type B- Used for Soil and Waste Discharge System

SWR Pipes Specifications:

Nominal diameter	Mean outside Diameter		Type A		Type B	
			Wall thickness		Wall thickness	
Mm	Min	Max	Min	Max	Min	Max
75	75	75.3	1.8	2.2	3.2	3.8
90	90	90.3	1.9	2.3	3.2	3.8
110	110	110.4	2.2	2.7	3.2	3.8
160	160	160.5	3.2	3.8	4	4.6

- **Drip Irrigation Pipes**

As per IS Standards

5M/lot 8/11mm PVC Drip Irrigation Hose



Dimension of Inline Flat Drip Pipes

Nominal diameter	Inside diameter	Tolerance I.D	Minimum Wall Thickness in mm				Standard coil length in meter
			Class1 0.100Mpa	Class2 0.125Mpa	Class3 0.250Mpa	Class4 0.400Mpa	
12	10.50	+0.2-0.00	0.4-0.5	0.6-0.7	0.8-1.0	1.1-1.3	100,250,500
16	14.20	+0.2-0.00	0.5-0.6	0.7-0.9	1.0-1.2	1.3-1.5	100,250,400
20	18.00	+0.2-0.00	0.7-0.8	0.9-1.1	1.2-1.4	1.5-1.7	100,250

1.6 Infrastructure Facilities:

Sadanand PVC is located near Siddapur. The company has 3 acres of land for factory. It has 2 PVC pipe manufacturing plants and 1 drip manufacturing plant. The office is also there in Jamkhandi and Siddapur.

Plant and Machinery:

The plant will have all indigenous machinery of following specification

1. Twin screw Extruder.
2. High speed mixer and cooler.
3. Chilling plant.
4. Scrap grinder.
5. Lathes.
6. Ancillary equipment's like printing, socketing etc.
7. Centrifuge and Agitator for solvent cement Manufacturing

Production flow chart:

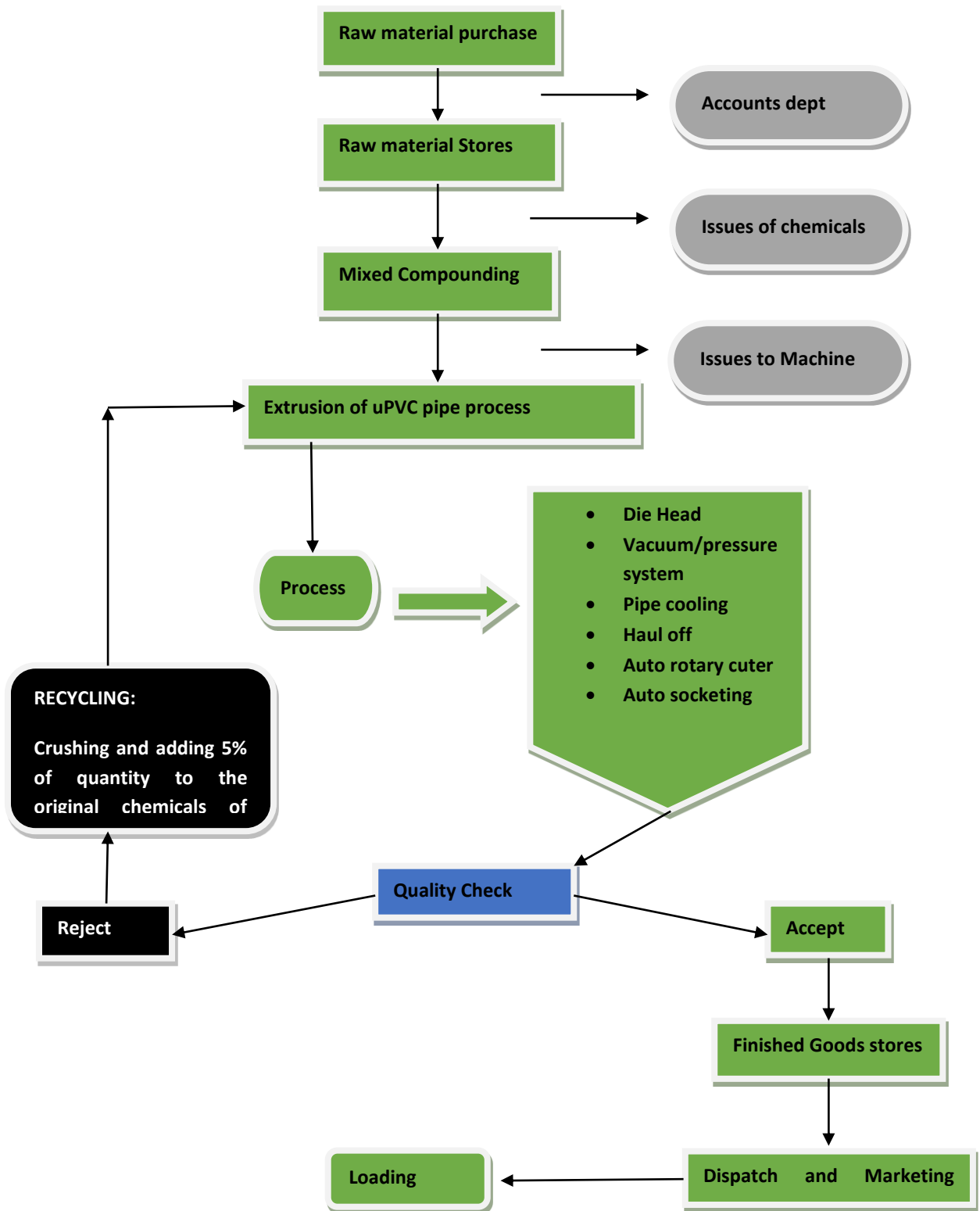


Figure No.1.61 Production flow chart

Production Process:

1. Raw material purchase:

On demand and capacity of production, finance department finances the factory to purchase raw materials as per third party's quotation.

2. Raw materials stores:

Immediately after the purchase of raw materials, unloading is done to stores/warehouse in the factory to which particular indent has to be sent to the accounts department.

3. Mixed composition:

As it requires more than one chemical, it must be combined to obtain homogeneous mixtures. The person in charge of the store emits the chemical products using a fixed formula for the production of PVC pipes.

4. Extrusion of the uPVC pipe process:

- Raw material conveyor / dryer.
- Hopper (supply of granulated material).
- Extruder.
- Sizing plate / sleeve.
- Vacuum chamber for sizing.
- Water cooling bath.
- Removable assembly.
- Automatic rotary cutter.
- Automatic fitting unit (reheating process).
- Manage operations

1.7 Area Of Operation

The company is operating in Bagalkot district.

In Jamkhandi taluk area of operation are

- Savalgi
- Adihudi
- Algur
- Kumbarhall

In Mudhol area of operations are

- Lokapur
- Shirol

In Teradal taluk area of operations are

- Sasalatti
- Chimmad

In Banahatti taluk area of operations are

- Banahatti
- Rabakavi

1.8 Competitors Information

- Finolex tubes.

Finolex Industries Limited is the leading manufacturer of PVC-U pipes and fittings and the second largest PVC resin. We have cutting-edge manufacturing plants that serve in Pune and serve as headquarters, Ratnagiri in Maharashtra and Masar in Gujarat. They also carry out the distribution from their warehouses in Chinchwad. They are famous for their quality products.

- Jain pipes

Jain pipes began in 1887. In 1980, the manufacture of PVC pipes began with a small annual capacity of 300 MT, which was increased to over 35,600 MT per year in 1997, making it the largest producer of pipes of PVC in the country. A very close distribution network of distributors in rural areas, together with continuous automation and the improvement of the product installations and the internal R & D for the maximum use of capacity, has kept us at the forefront. This helped them even more to expand the range to Casing & Screen Piping Systems, so it continues to contribute to the growing export volumes

- Kothari pipes.

Kothari Agritech Pvt. Ltd. 'founded on 12 October 1997 Mohol, a site of Tehsil in Sholapur District. Although the company did not have a good source and the road was also traumatic, it produced PVC pipelines and pipeline pipelines. With these quality products, the company has developed a belief in farmers. As a result of this uncomfortable belief, the company has products of its products, not only dairy products, but throughout the country, as well as countries such as Karnataka, Andhra Pradesh, Tamilnadu, Gujrat, Rajasthan, Madhya Pradesh, Chhattisgarh . quality, service and faith to customers, the company is winning the ISO reputation. In the future, the company has a plan to start production equipment in Gujarat and Karnataka again.

- Astral packets

Astral Poly Technik Limited was established in 1996 with the aim of producing the plumbing and water system in India. As we serve the needs of millions of pipelines, the company adds to the growing Indian economy. Their contribution to the pipeline industry as a means to become actively established as a sign of unbeaten quality. Astral Poly Technik has facilities for Santej & Dholka (Gujarat), and Hosur (Tamil Nadu) to produce pipelines, finance, cropping, commercial and electrical products for all kinds of materials . • Captain's Pipes • KSI Pipe • Watering of the Goldline.

1.9 Future growth and prospects of the company

Future growth

Due to the nature of the construction industry, the demand for pipe products tends to be cyclical, with reflections in the economy. The prices of rapidly fluctuating polymers and the pressure on prices by the consumer have led to an unstable environment with the erosion of producer margins. Many years of recession, especially in the construction industry, have slowed the development of the market, which is plagued by excess capacity. The structure of the industry, therefore, has been subject to considerable changes and upheavals in recent years

Twenty percent of all the resin sold in the world today consists of PVC. It is the second most used plastic material in the world. The size of the global PVC market in 2007 was around 32.2 million tons, and the forecast for 2016 is around 45 million tons, according to the researched data. In the world, while the Brazilian market was responsible for only 2% of world consumption. The pipes and fittings constitute the application of greater volume in 40% of the global market with profiles in 17%. The consumption of PVC per capita in 2006 in Brazil was approximately 4 kg / inhabitant, a low consumption compared to the consumption of North America that was around 15 kg / inhabitant. After many years of stagnation, the Brazilian PVC market is facing a very good moment, especially due to construction and the construction industry. The Brazilian government increased the housing credit from \$ 2.5 billion to \$ 5.1 billion to reduce the housing deficit, 350,000 homes were financed last year and it is expected that there will be 560,000 in 2016

1.10 SWOT Analysis:

Strengths:

- The company has good brand image among the customer.
- Quality management team.
- Good capacity of production.
- Focuses on quality of the product.
- Dedicated marketing force with effective promotion strategy.
- Products accepted all over the district with quality.
- Good market penetration.
- Well defined supplies motivated channel partner

Weakness:

- Limited branches.
- Advertisement are done through print media & Wall paint only.
- Complaint handling was not up to mark.
- Supply in certain area is irregular.

Opportunities:

- Introduction its new production.
- Agricultural promotion schemes by government and other agencies.
- New irrigation works.
- Availability of resources

Threats:

- Competitors have a better distribution network with more sales positions.
- Rapid development in technology.
- Since PVC is a cause of non-biodegradable environmental pollution, it may face a ban in the future
- In the changing world of technology, a better substitute may sometimes arise over PVC

CHAPTER 2
CONCEPTUAL BACKGROUND AND LITERATURE
REVIEW

2.1 Theoretical Background Of The Study

Customer behavior is a personalized study, a group or organization and the methods they use to choose, protect, use and discard products, services, experiences or ideas to meet their needs and needs. It is also concerned about the social and economic impacts of buying and using the use of the system with individual consumers and a large community. Customer behavior combines elements of mental, social, national, economic and economic practices, especially ethics. It examines how attitudes, feelings, and interests affect behavior. Qualifications of individual consumers such as human beings, behavioral behaviors and behaviors such as performance standards, use of experience, honesty, good reputation, willingness to provide stamps, trying to understand needs people and their use are all assessed in the ethics of consumer behavior. Learning about consumer behavior also investigates the influence, customers, groups such as family, friends, sports, group meetings and the general public.

Learning about the behavior of consumers is concerned with all aspects of behavior - from the first purchases to the consumer after purchasing and evaluating activities. It is also concerned about all the people involved, whether directly or indirectly, to buy decisions and activities that are used to involve people with strong influence and emotional leaders. Research has shown that consumer behavior is difficult to predict, even in the field ministry. However, new methods of research such as ethnography and hearing aids provide new information about how consumers make decisions.

The Customer Relationship Management Databases (CRMs) have become an asset for analyzing customer behavior. The volumetric data generated by these databases provides a thorough analysis of behavioral factors that contribute to other behavioral intentions such as customer willingness to return money, customer retention, loyalty and willingness to give positive recommendations. As a trademark, they participate or participate in citizenship of clients. Databases also help market segmentation in behavioral units, such as the development of loyalty units that can be used to develop personalized and targeted marketing strategies. (See Also: Marketing Relationships)

2.2 Literature Review:

Table No: -2.21 Literature Review

Author/Researcher	Title of the Article/Study	Objectives, Outcomes or Findings	Gap Identified
David M. Szymanski and David H. Henard ⁴ (2001)	Long-term interactive communications for new marketing progress	businesses that have more against less satisfied customers	Satisfaction of customer
Jonathan, Lee, Janghyuk, Lee, Lawrence and Feick(2001)	The Impact of Switching Costs on the Customer Satisfaction-loyalty Link	By moderating the role of cost transfer in relation to customer satisfaction and loyalty connectivity and identifying customer segments	switching costs
Robert C. Ford, Cherill P. Heaton and Stephen W.Brown(2001)	Delivering Excellent Service Lessons from the Best Firms	stated that many companies see investments in complaint handling as means of increasing customer commitment and building customer loyalty	complaint handling
Wilksa(2001)	New Technology and Young People's Consumer Identities	The research indicated that addictive use among women occurs and is related to the trendy and impulsive consumption styles	related to trendy and impulsive consumption styles
Balasubramanian, Paterson and	Exploring the Implications of M-convenience for Markets and Marketing	unique intrinsic attributes mentioned by the end users are unhindered time and space	unique intrinsic attributes

S.L.Jarvenpaa (2002)		attributes of the mobile phone	
Bhave and Ashish (2002)	Customer Satisfaction Measurement	found that the opinion that customer's perception towards service and quality of a product determines the success of that product or service in the market	quality
K.E. Lommeruda and L.Sorgard (2003)	Entry in Telecommunication	telecommunication services are like undifferentiated products	undiffere ntiated products
Michael Draganska and Dipal Jain (2003)	Consumer Preferences and Product Line Pricing Strategies	decrease in ARPU Mobile service providers who are planning to attract Mobile subscriber to their service with less affordable price	affordabl e price
J. Pakola, M. Pietila and R. Svento (2003)	An Investigation of Customer Behavior in Mobile Phone Markets in Finland	price and properties are the major influential factors affecting the purchase of a new mobile phone	price and propertie s
Stephen Y.Walters(20 03)	The New Telephony- Technology, Convergence, Industry Collision	competition and change are not new issues in telecommunications. But the internet has forced an entirely new set of changes on the phone business	competiti on and change
<u>Jule B.</u> <u>Gassenheime</u>	Supplier involvement and dealer satisfaction:	suppliers use a variety of strategies to gain a preferred	Supply network

<u>r, Roger J.</u> <u>Calantone, J</u> <u>oseph I.</u> <u>Scully,</u> (1995)	implications for enhancing channel relationships	position within their dealers' supply network.	
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CHAPTER 3

RESEARCH DESIGN

CHAPTER 3

RESEARCH DESIGN

3.1 Statement of the problem

"Factors Influencing Dealer's buying behavior towards Sadanand PVC Products ".

3.2 Need for the study:

The study was conducted to understand the marketing strategies provided by Sadanand and to determine various adopted at Sadanand. It was helpful in finding out the service, quality & dealers' difficulties while dealing with pipe products and Factors influencing customer's buying behavior towards Sadanand PVC product.

3.3 Objectives of the Study:

1. To understand Client perception of Sadanand Pipes.
2. To find out why the Sadanand brand of PVC pipes is preferred by dealers.
3. A study of the marketing strategy adopted by Sadanand.
4. Understand the forms of promotion by company.

3.4 Scope of the study:

This study covers the Dealer buying behavior of dealers of Sadanand PVC Pipes.

3.5 Limitations of the study:

Limitations are the shortcomings of the study which were occurred during the project.

- Language was a major problem, as respondents found it difficult to understand the questions framed in the English language.

- This research is restricted to dealers only.

3.6 Research methodology for the study

Research Method: Descriptive Research

- Sample Units: Dealers
- Sample size: 108
- Sampling Methodology: Convenience Sampling
- Area of research: Towns of Jamkhandi, Banahatti, Rabakavi, Mahalingpur, Mudhol.
In Bagalkot district
- Research instruments: Structured Questionnaire Method
- Analysis Tool: MS Excel

Data sources:

- **Primary Data:**

A primary data collected by administering a structured questionnaire. The study was conducted for 108 respondents (Dealers) and there was no correction required in the questionnaire.

- **Secondary data:**

The secondary data will analyze the data received by someone else for reference or research purposes or for the purpose of study

- Internet
- Websites
- Journals
- Magazines

Need for study of Consumer Behavior:

It helps all consumer behavior analyzes because they are all consumers. It is imperative that merchants should succeed in these competitive environments for the survival and marketing of consumers. The following reasons emphasize the behavior of consumers as disciplines

Factors influencing customer behavior:

1. Culture

2. Social

- Reference Group
- Family
- Roles and statuses

3. Personal

- The age and stage of life
- Work
- The economic situation
- Lifestyle
- The identity and self-esteem

4. Psychology

- Motivation
- Perception
- training

CHAPTER 4
ANALYSIS AND INTERPRETATION

CHAPTER 4 ANALYSIS AND INTERPRETATION

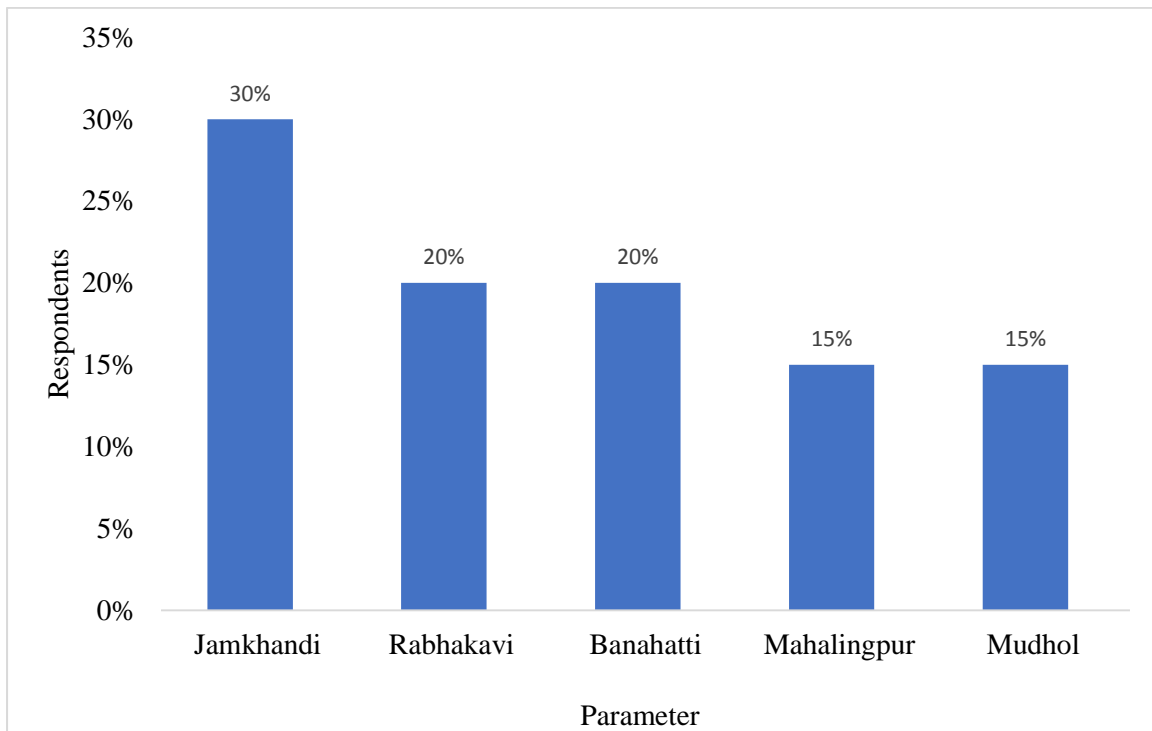
Data analysis and interception

1. Location of dealer

Table NO 4.01: Indicating Location of dealer

Parameter	Jamkhandi	Rabhakavi	Banahatti	Mahalingpur	Mudhol	Total
No	32	22	22	16	16	108
Respondents	30%	20%	20%	15%	15%	100%

Graph No4.01: Representing the Location



Analysis

From the above table it can be interpreted that 30% of Dealers are from jamkhandi, 20% of dealers are from Rabhakavi, 20% of dealers from Banahatti, 15% are from Mahalingpur And 15% are from Mudhol.

Inference

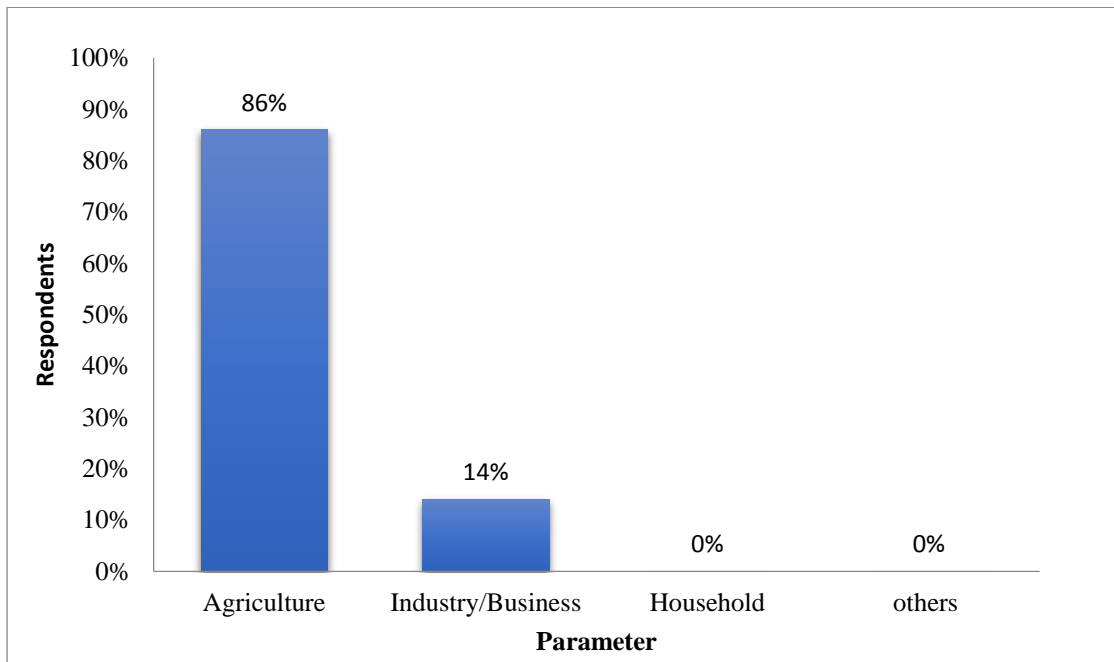
As Jamkhandi is big taluk a greater number of dealers are there Mahalingpur is small town a smaller number of dealers are there.

2. For which of the following purposes of sales do you purchase PVC pipes?

TABLE No 4.02: Indicating the purpose of purchasing PVC pipes

Parameter	Agriculture	Industry/Business	Household	others	Total
No	93	15	0	0	108
Respondents	86%	14%	0%	0%	100%

Graph No 4.02: Representing whether PVC pipes are purchased to trade.



Analysis:

The above Table represents 86% deals with Agriculture (i.e. B2C) and remaining 14% which deals with the Industry and Business purpose, (i.e. B2B).

Inference

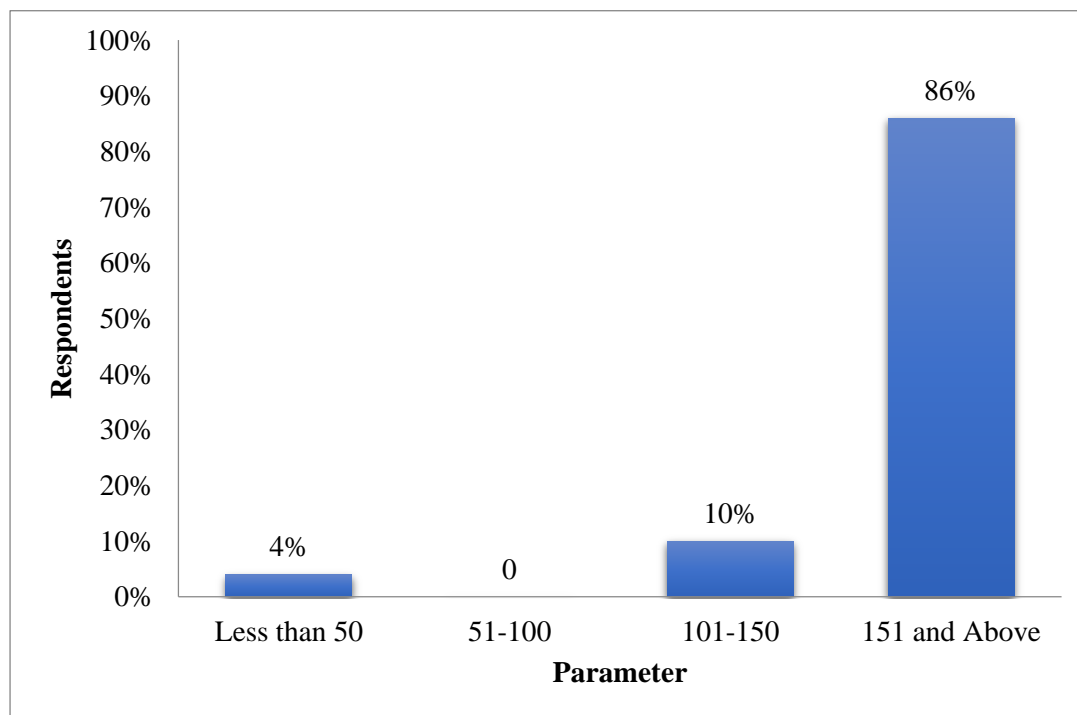
Since products of Sadanand pipes are mainly related to agriculture majority of the respondents belong to agriculture. Since less industries are there so need is also less

3. How many number of pieces (units) do you purchase Monthly?

Table No 4.03: Indicating the quantity of purchases at a time

Parameter	Less than 50	51-100	101-150	151 and Above	Total
No	6	0	9	93	108
Respondents	4%	0	10%	86%	100%

Graph No 4.03: Representing the quantity of purchases at a time



Analysis:

The above Table which represents about the purchase in units/ pieces monthly, the highest number of dealers with 86% buy 151 units and above, whereas 4% of dealers buy less than 50 units.

Inference

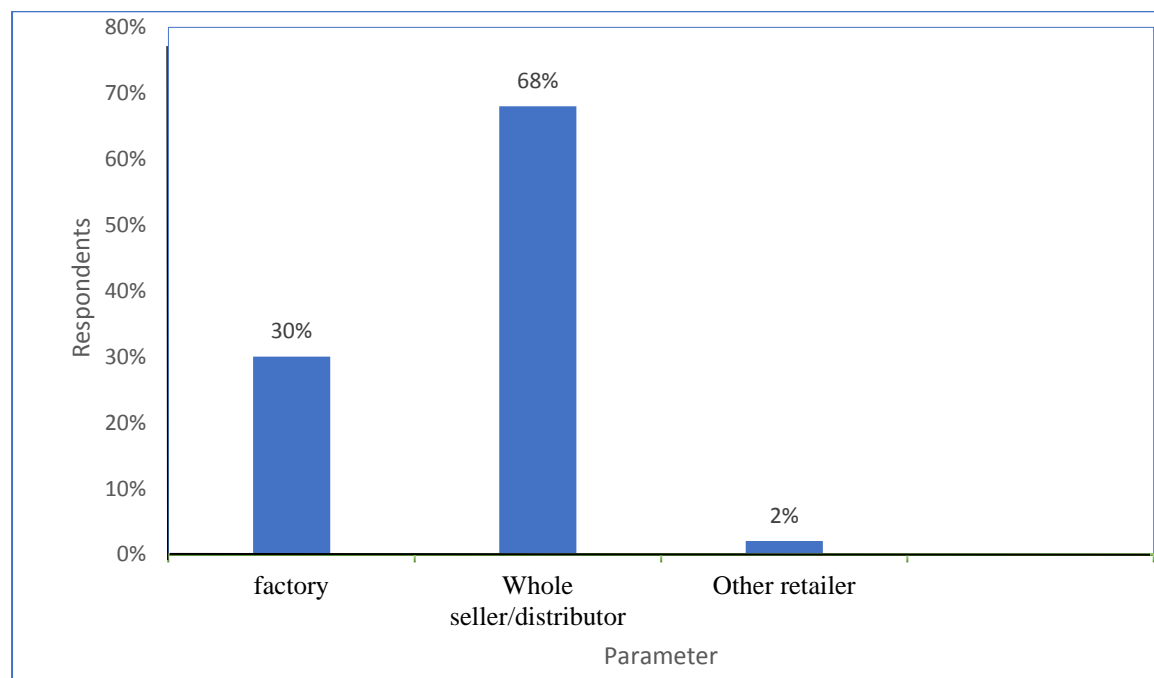
The area of operation is more so dealers purchase more units for sales.

4. Often where do you visit to purchase PVC pipes?

TABLE No 4.04: Indicating the purchases point

Parameter	Factory	Wholesaler/ Distributor	Other Retailers	Total
	32	73	3	108
Respondents	30%	68%	2%	100%

Graph No 4.04: Representing the purchases point



Analysis:

The above Table represents that 68% of the dealers purchase PVC pipes from wholesalers/ Distributors. And 30% of dealers purchase PVC pipes directly from the factory, only 2% purchases from other retailers and are buying according to their need and convenience.

Inference

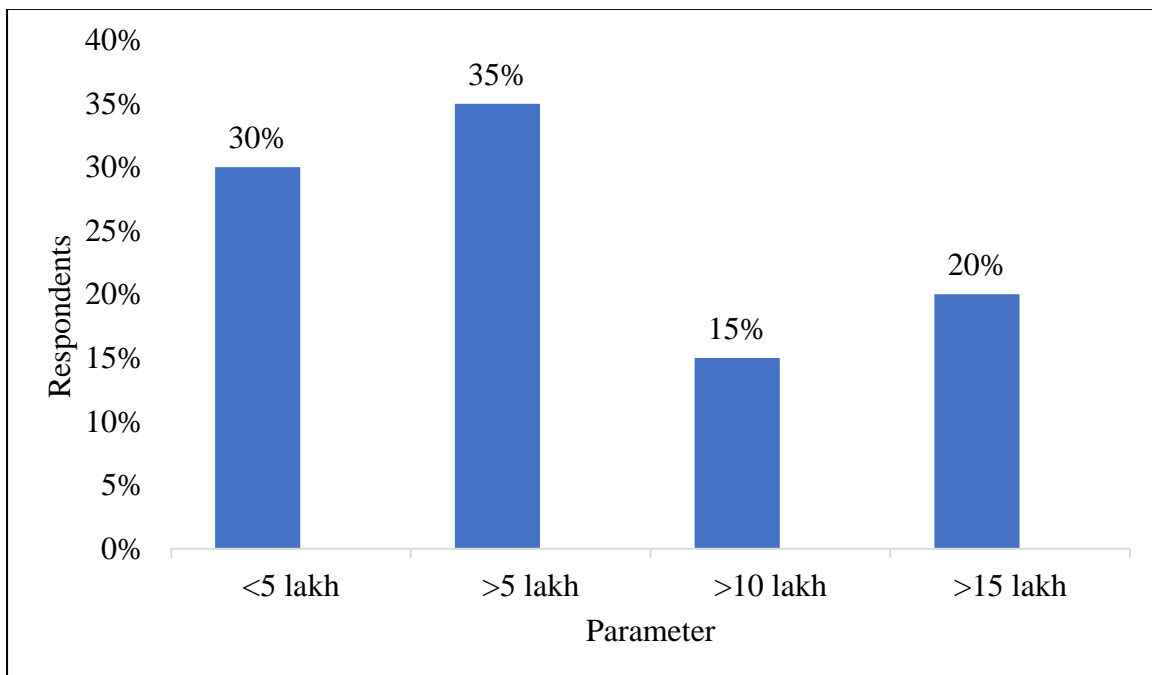
All the dealers purchase more pipes from directly through whole seller or distributor because of convenience. The one who don't have knowledge will buy from other sources

5. Monthly Turnover

Table No: 4.05 Indicates monthly turnover

Parameter	< 5lakh	>5 lakh	>10lakh	>15lakh	Total
No	33	37	16	22	108
Respondents	30%	35%	15%	20%	100%

Graph No4.05: Represents monthly turnover



Analysis:

The above Table represents that 30% of dealers have below 5 lakh turnover, 35% above 5 lakh turnover, 15% dealers have above 10 lakh and 20% dealers have more than 15 lakh turnover.

Inference

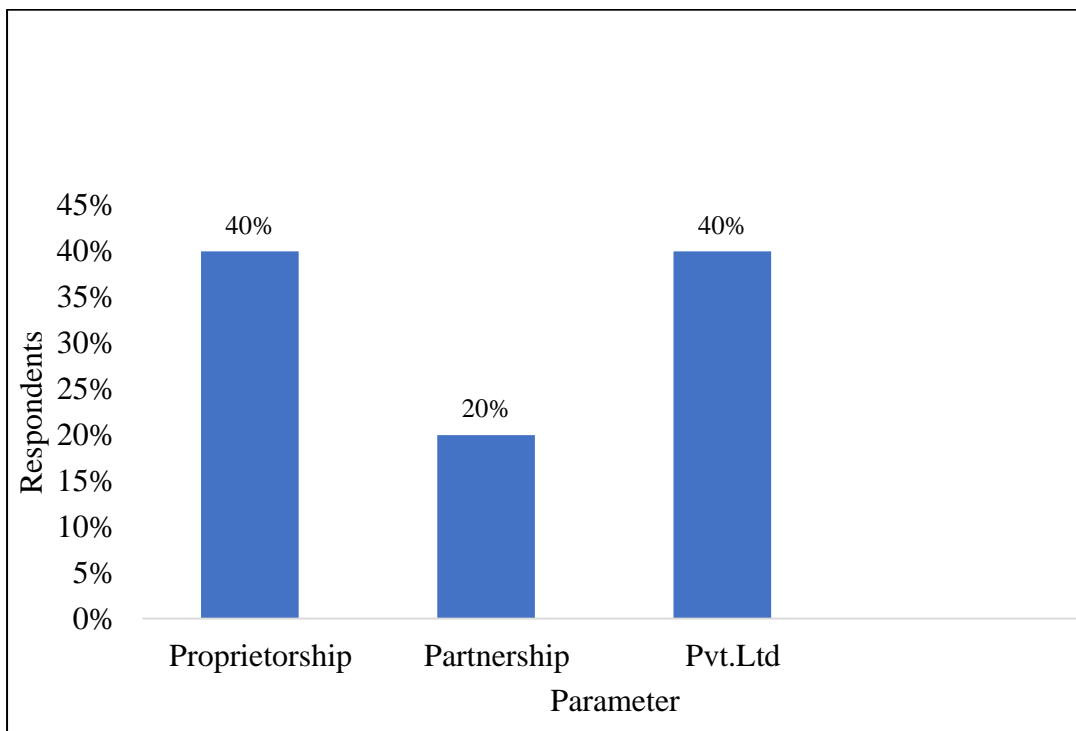
As the agriculture area is more so pipes are required for the customers is more.

6. Ownership pattern?

Table No 4.06: Indicating ownership pattern

Parameter	proprietorship	Partnership	Pvt.Ltd	Total
No	43	22	43	108
Respondents	40%	20%	40%	100%

Graph No 4.06: Representing ownership pattern



Analysis

From the above table it can be interpreted that 40% of distributor are having proprietorship ,20% are Partnership and Reaming 40% are having Pvt.Ltd.

Inference

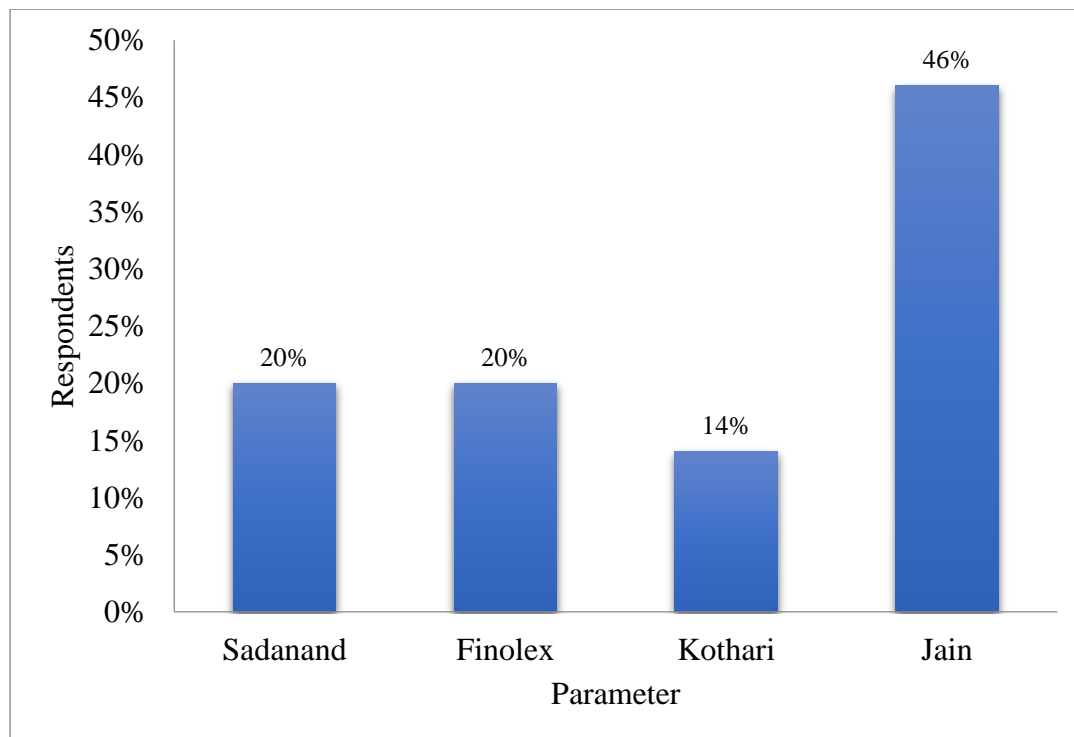
Usually all the dealers are start their own business without partnership.

7. Rank your priorities among the following brand according to quality?

Table No 4.07: Indicating the priorities to brands by dealers.

Parameter	Sadanand	Finolex	Kothari	Jain	Total
No	21	21	16	50	108
Respondents	20%	20%	14%	46%	100%

Graph No 4.07: Representing the priorities to brands by dealers.



Analysis

The above Table represents that 46% of the dealers' preferences goes to Jain pipes, next to that. 20% of each to Sadanand and Finolex and 14% preferences are with Kothari pipes.

Inference

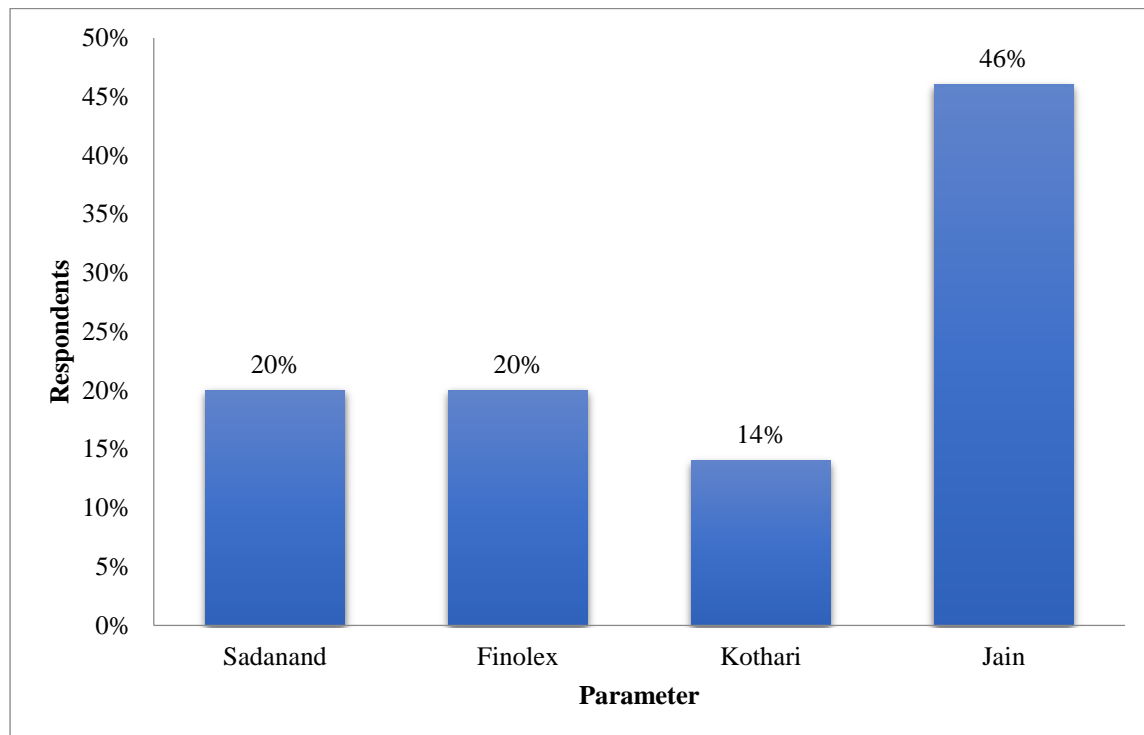
More dealers give rating to Jain because of high quality pipes. Kothari pipes quality is low so ranking is given less.

8. When it comes to the part of price negotiation, which of the following brands is flexible for you?

Table No 4.08: Indicating the satisfaction level for price negotiation.

Parameter	Sadanand	Finolex	Kothari	Jain	Total
No	21	21	16	50	108
Respondents	20%	20%	14%	46%	100%

Graph No 4.08: Representing the satisfaction level for price negotiation



Analysis

The above Table represents about price negotiation and satisfaction. It is as same as the brand preferences by dealers on the question No.6. 46% dealer's satisfaction is with Jain pipes, 20% of each is with Sadanand and Finolex pipes remaining 14% satisfaction is with Kothari pipes.

Inference

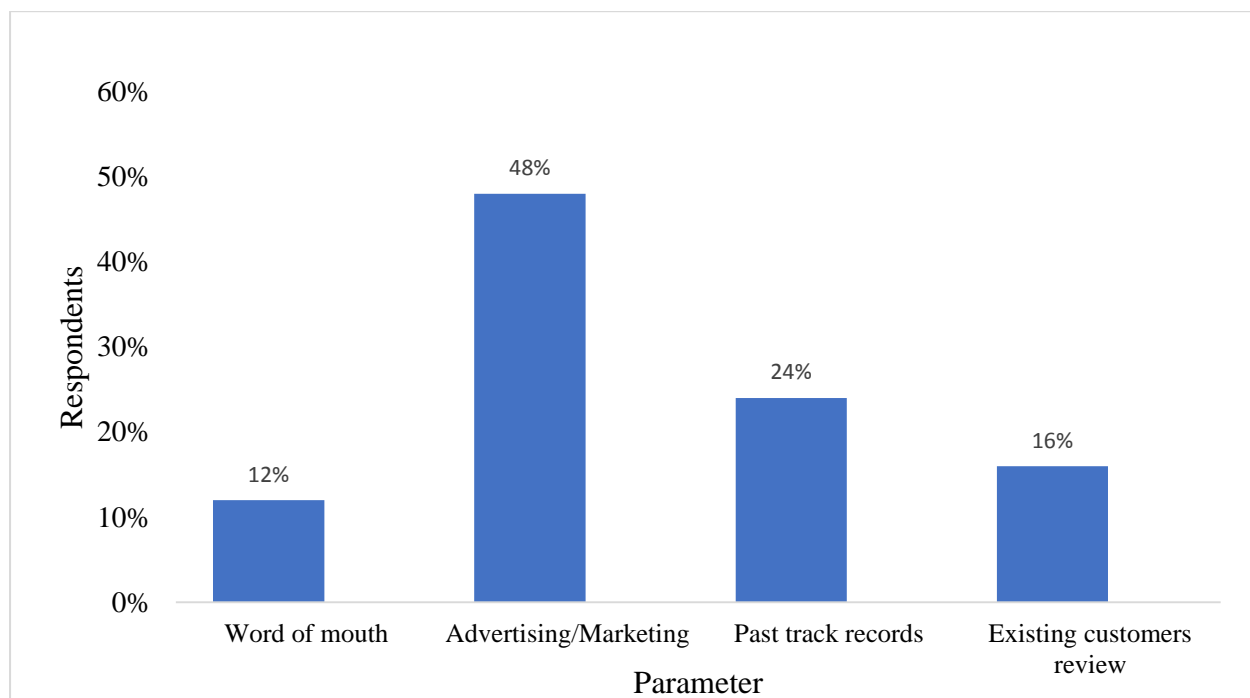
As Jain irrigation is big company and acquired more market so they are comes in 1st for price negotiation. Kothari market share is less so they are not giving negotiation.

9. Out of the following sources, which source shall be your reference in purchasing Sadanand pipes (present and future)?

Table No 4.09: Indicating the references of customers in purchasing from Sadanand

Parameter	Word of mouth	Advertisement/ Marketing	Past track records	Existing customers Review	Total
No	13	50	24	21	108
Respondents	12%	48%	24%	16%	100%

Graph No 4.09: Representing the references of customers in purchasing from Sadanand



Analysis

The above Table represents about the reference made by dealers in selection of the Brand Sadanand pipes (present and future). As 48% reference goes with their advertisement and marketing, whereas only 12% dealers would choose by word of mouth.

Inference

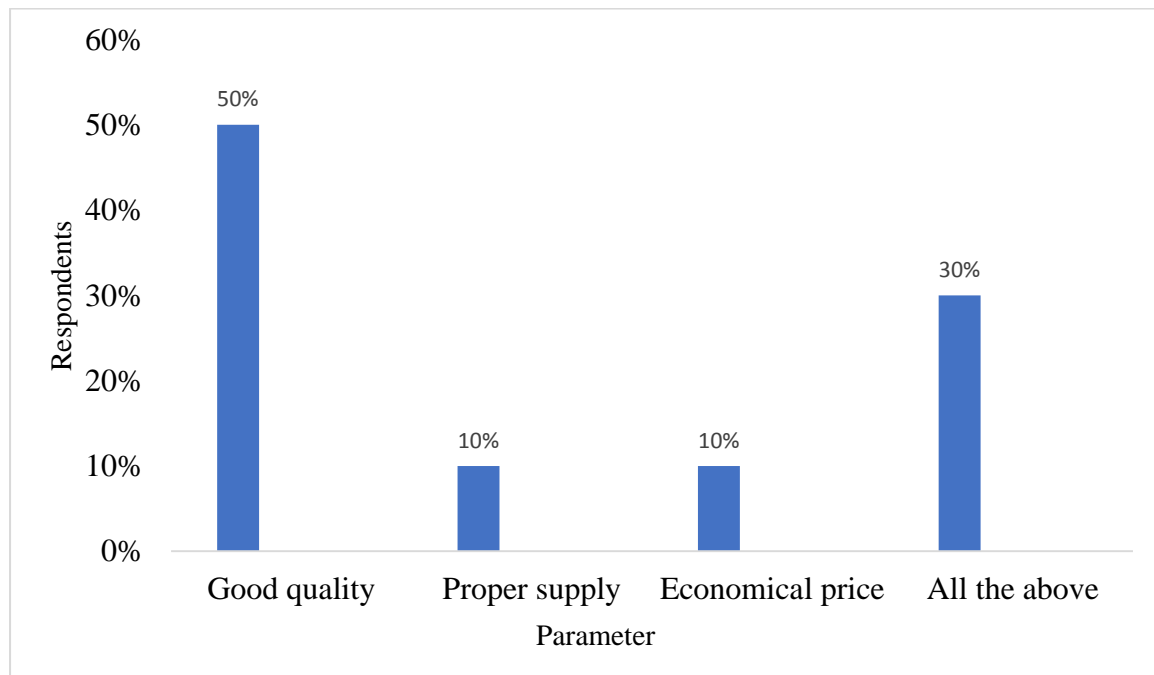
Most of dealers are purchase by seeing the advertisement and marketing as Sadanand PVC is giving more advertisement and there is less dealers who say to buy Sadadand PVC.

10. According to you, for which of the following attributes/properties, is Sadanand famous for?

Table No 4.10: Indicating the public image of the brand Sadanand

Parameter	Good quality	Proper supply	Economical Price	All the above	Total
No	54	11	11	32	108
Respondents	50%	10%	10%	30%	100%

Graph No 4.10: Representing the public image of the brand Sadanand



Analysis

The above Table represents about the perception of all the dealers towards the brand Sadanand pipes, as 50% of dealers talk about good quality ,10% dealers talk about the proper supply,10% people talk about economical price and remaining30% say all the above ,No. 4 which includes Quality, Proper supply, Price.

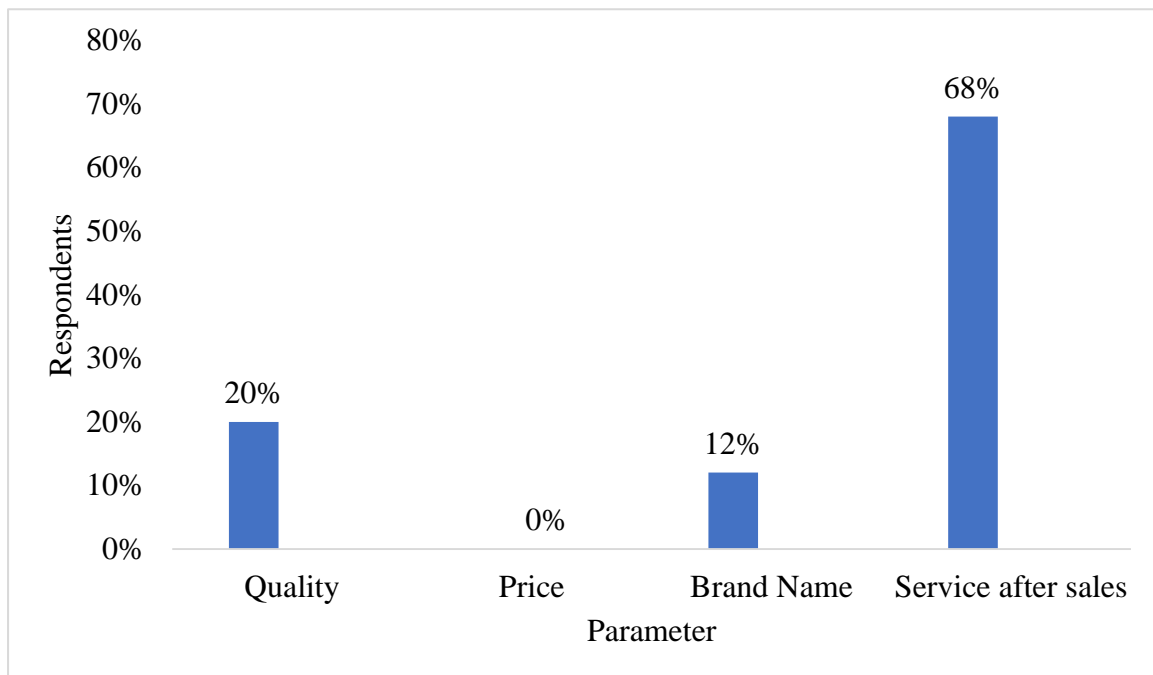
Inference

As Sadanand pipes is giving good quality products product because to maintain the market share and competition with the other companies.

11. Factors considered most while purchasing from Sadanand PVC Pipes?

Table No 4.11: Indicating the considering factors before purchases.

Parameter	Quality	Price	Brand Name	Service after sales	Total
No	21	0	13	74	108
Respondents	20%	0%	12%	68%	100%



Graph No 4.11: Representing the considering factors before purchases.

Analysis

The above graph represents about the considering part in the selection of brand Sadanand, 20% of dealers considered Quality, 12% dealers consider Brand name and 68% of Dealers consider Service after sales

Inference

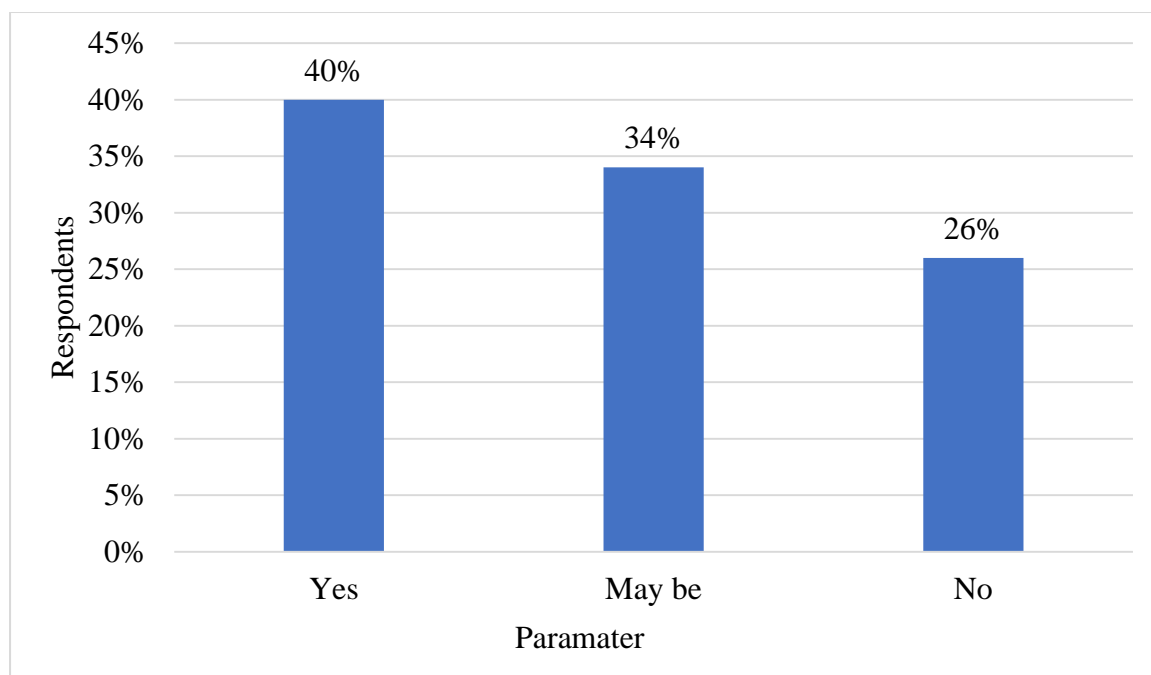
While purchasing the pipes dealers check the all aspects like quality, price, brand name.

12. Do you want Sadanand's marketing team to come for approaching you every time prior to the purchase?

Table No 4.12: Indicating the approaching to dealers by sales executives

Parameter	Yes	May Be	No	Total
No	43	36	29	108
Respondents	40%	34%	26%	100%

Graph No 4.12: Representing the approaching to dealers by sales executives



Analysis

The above Table represents about the approach to dealers by sales representatives of Sadanand company in purchasing their pipes that 40% of dealers asks each and every time to be approached whereas, 34% dealers says may be its of their mood which determines .of dealers don't ask to be approached every time, remaining 34%.

Inference

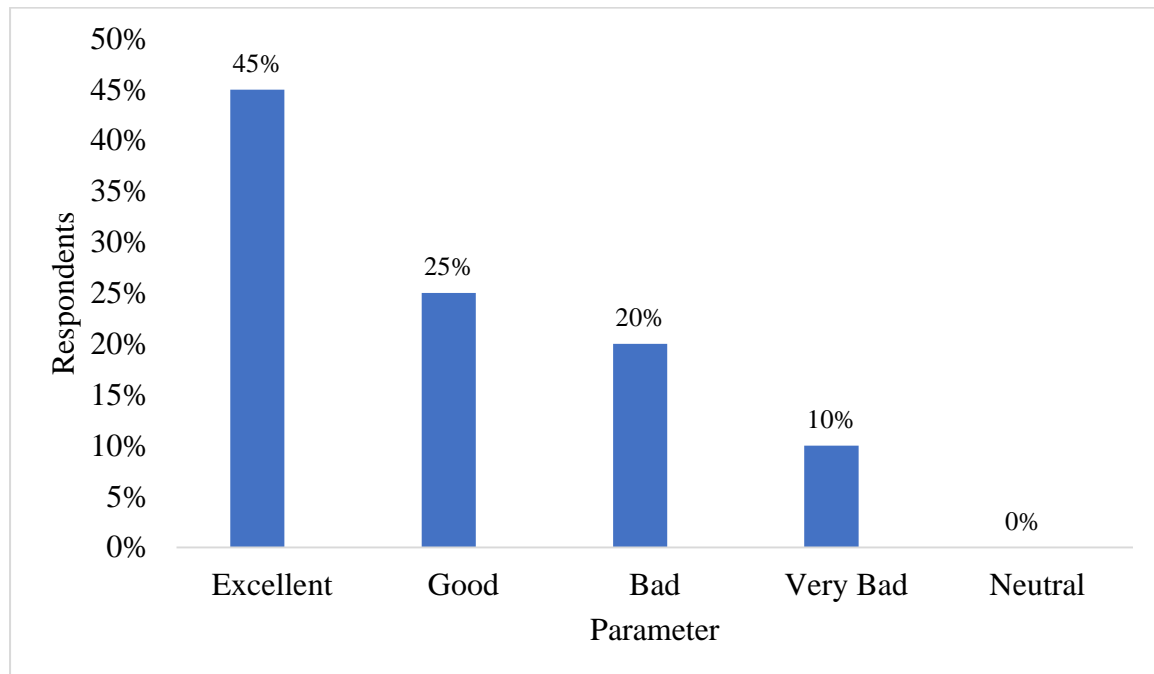
Most of the dealers buy the pipes when marketing team come to them and explains about the pipes and some dealers know about the company, they don't want marketing team coming their shop.

13. How is the "Customer Relationship Management" at Sadanand PVC Pipes?

TABLE No 4.13: Indicating the importance of Customer Relationship Management.

Parameter	Excellent	Good	Bad	Very Bad	Neutral	Total
No	47	27	22	12	0	108
Respondents	45%	25%	20%	10%	0%	100%

Graph No 4.13: Representing the importance of Customer Relationship Management



Analysis

The above Table represents about the customer relationship management in company 45% of people say Excellent, 25% of people say good, 20% of people say Bad and 10% Say Very Bad

Inference

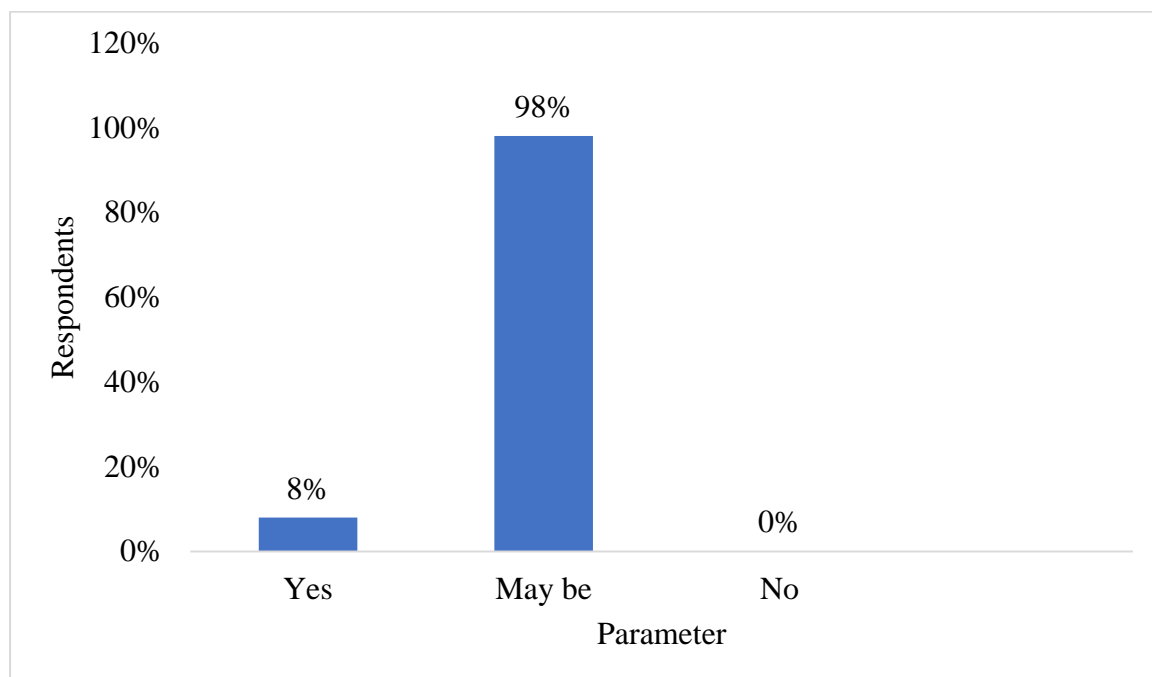
Customer relationship management is very important to retain the customers and it's also important to increase the sales of the company.

14. Would you consider renting pipe fixtures from Sadanand, if they are rendering you this Irrigation Systems hiring facilities?

TABLE No 4.14: Indicating dealers consent towards Irrigation systems facilities.

Parameter	Yes	May be	No	Total
No	10	98	0	108
Respondents	8%	92%	0%	100%

Graph No 4.14: Representing dealers consent towards Irrigation systems facilities.



Analysis

The above Table represents 92% of dealers may hire from Sadanand if they are rendering the irrigation systems facilities like others, whereas 8% of dealers have consent and will hire from Sadanand in future on such facilities.

Inference

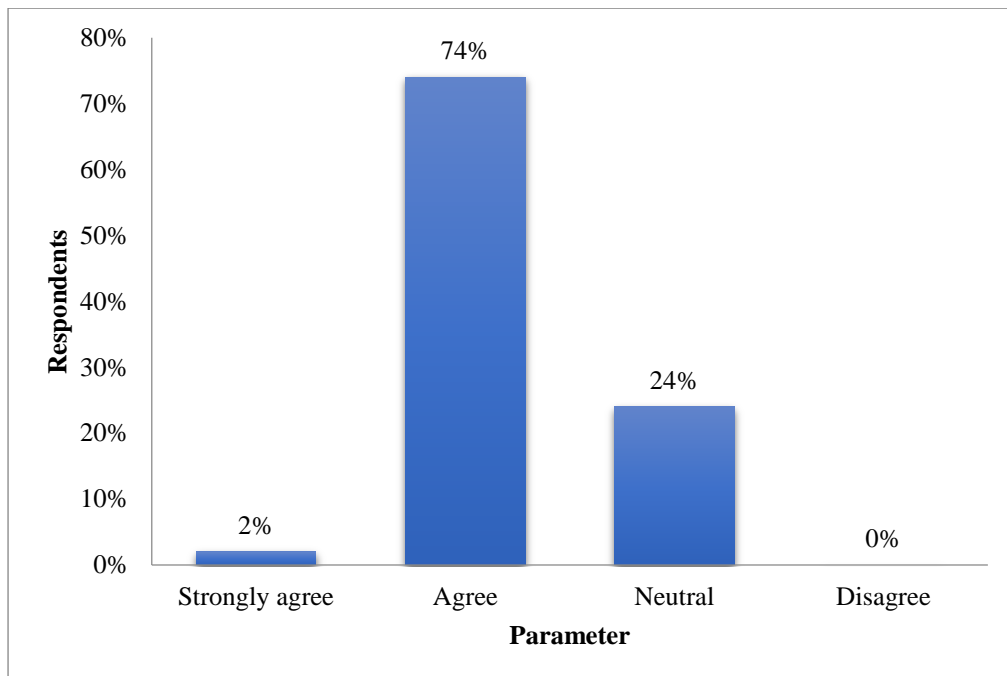
The dealers are not conform about the renting pipes to the customers Because the customers may use pipes rough. More peoples saying may be they will not know about this concept they will study about that and Later they will say their opinion.

15. Do you believe Sadanand is a good brand and serving good to its customers?

TABLE No 4.15: Indicating rating level of Sadanand pipes as a brand among respondents

Parameter	Strongly agree	Agree	Neutral	Disagree	Total
No	4	78	26	0	108
Respondents	2%	74%	24%	0%	100%

Graph No 4.15: Representing rating level of Sadanand pipes as a brand among respondents



Analysis

From the above table it can be interpreted that 74% of the dealers agree that Sadanand is good company and serving the best in the market, 2% dealers strongly agree to the above sentence, whereas 24% of the dealers are neutral with the above sentence.

Inference

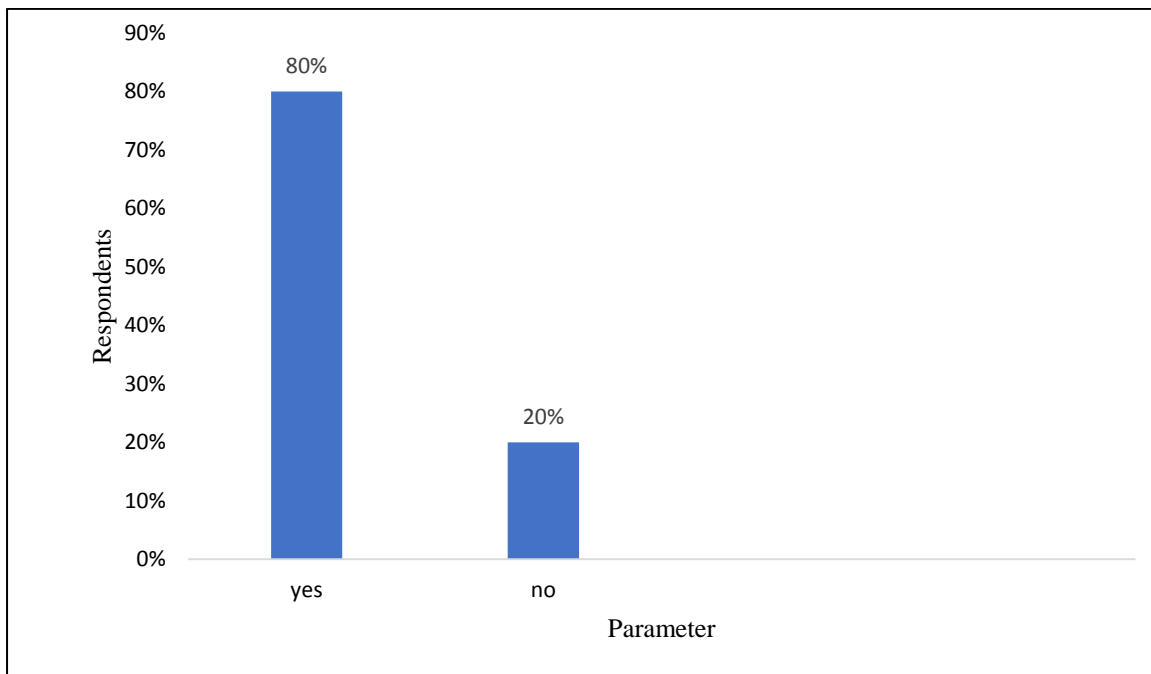
Sadanand pipes is serving best to its dealers for its future growth and to maintain brand value

16. The design of Sadanand pipes is good?

Table No 4.16: Indicating the design of Sadanand pipes

Parameter	yes	no	Total
No	86	22	108
Respondents	80%	20%	100%

Graph No 4.16: Representing design satisfaction



Analysis

From the above table it can be interpreted that 80% of the dealers like the design of Sadanand pipes and other 20% dealers not like the design.

Inference

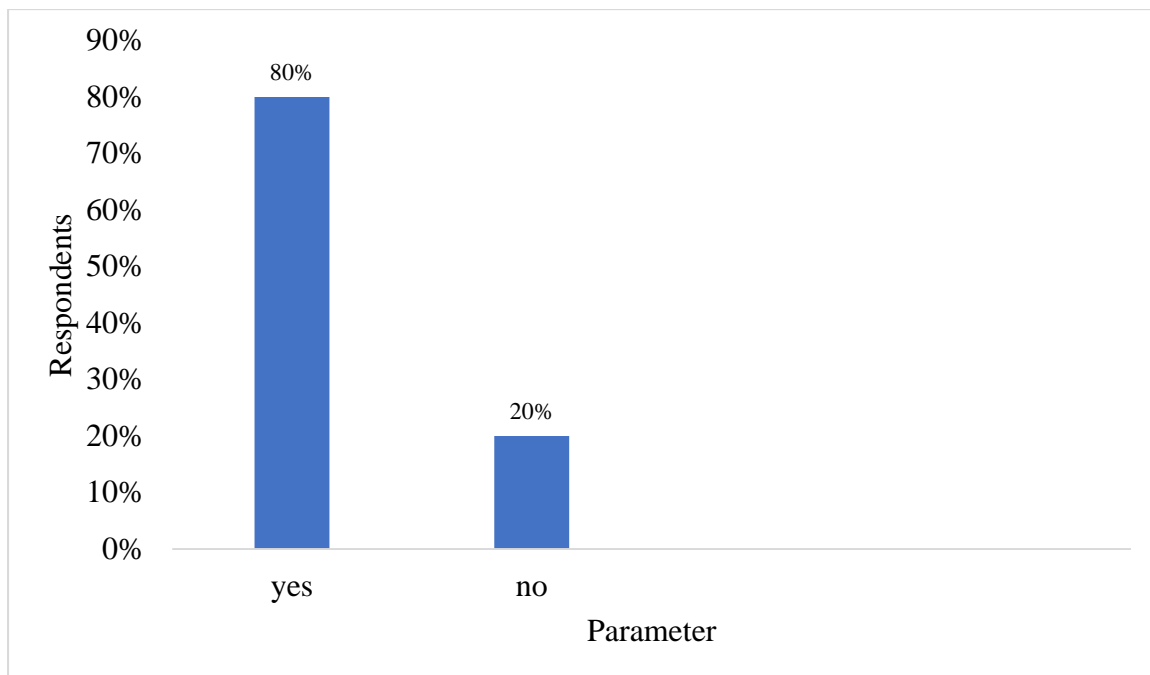
The design of the Sadanand pipes is good so all the dealers are saying the design is good. Sadanand Pipes using best design for the free flow of water.

17. will you recommend Sadanand pipes?

Table No 4.17: Indicating recommendation of Sadanand pipes

Parameter	Yes	No	Total
No	86	22	108
Respondents	80%	20%	100%

Graph No 4.17: Representing the recommendation level



Analysis

From the above table it can be interpreted that 80% of dealers wanted to suggest Sadanand pipes to the peoples and other 20% dealers are not recommend the Sadanand pipes.

Inference

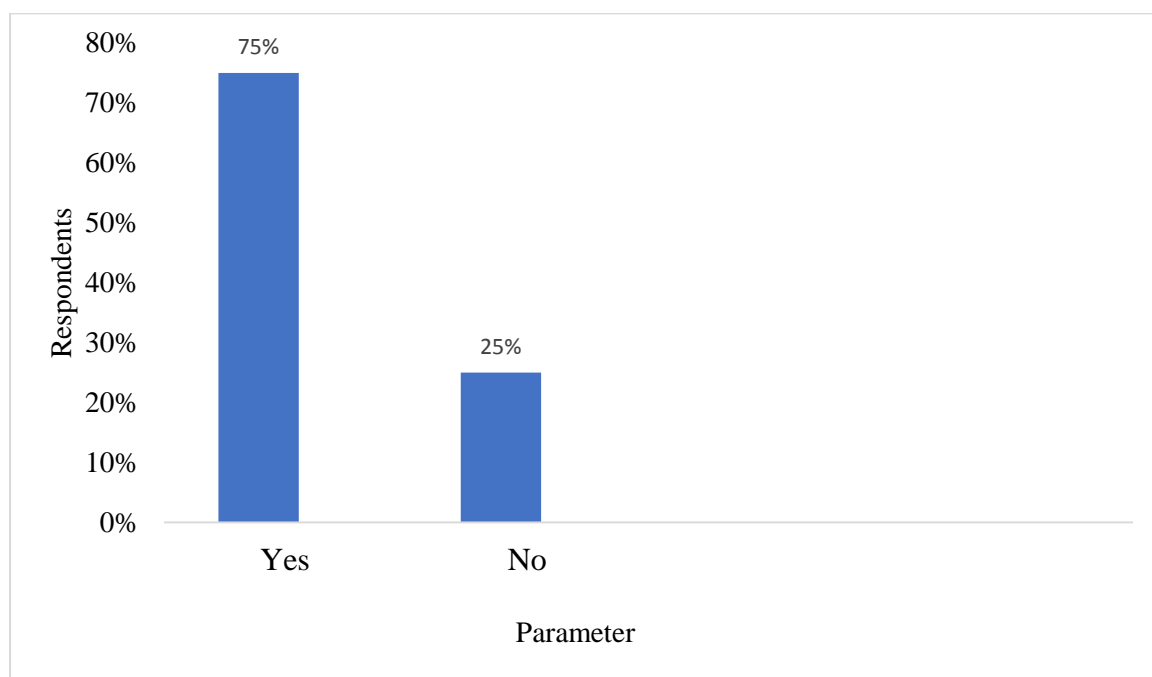
All the dealers are close relationship with the owner of Sadanand pipes so usually they will prefer the Sadanand pipes. Also Sadanand Maintaining Good relationship with customers.

18. Sadanand pipes are durable?

Table No 4.18: Indicating durability of Sadanand pipes

Parameter	yes	no	Total
No	80	28	108
Respondents	75%	25%	100%

Graph No 4.18: Representing the durability



Analysis

From the above table it can be interpreted that 75% dealers say that Sadanand pipes are durable for the use and remaining 25% of the dealers say that Sadanand pipes are not durable.

Inference

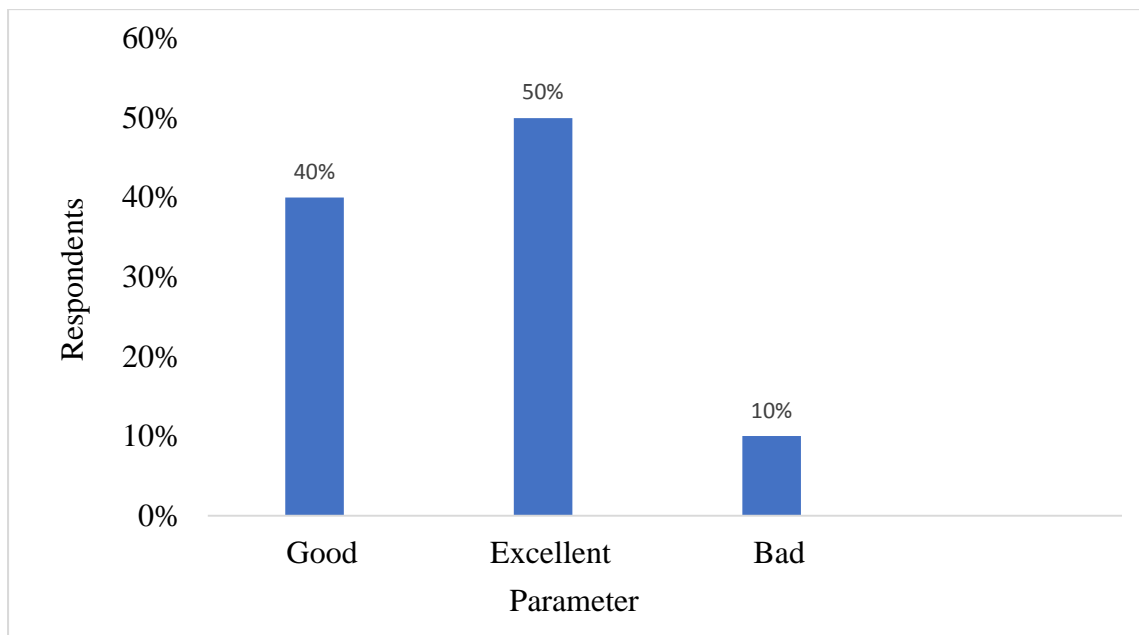
Sadanand pipes provide the durable pipes to get the brand image and increase market share. Sadanand Pipes use good quality of raw materials.

19. Give the rating about overall performance of Sadanand PVC pipes

Table No 4.19: Indicating the performance

Parameter	Good	Excellent	Bad	Total
No	42	54	12	108
Respondents	40%	50%	10%	100%

Graph No4.19: Representing performance of Sadanand PVC



Analysis

From the above table it can be interpreted that Ranking of overall performance of Sadanand PVC 40% of dealers gave Good ,50% dealers gave Excellent ,10% dealers gave Average and 10% dealers gave Bad rank.

Inference

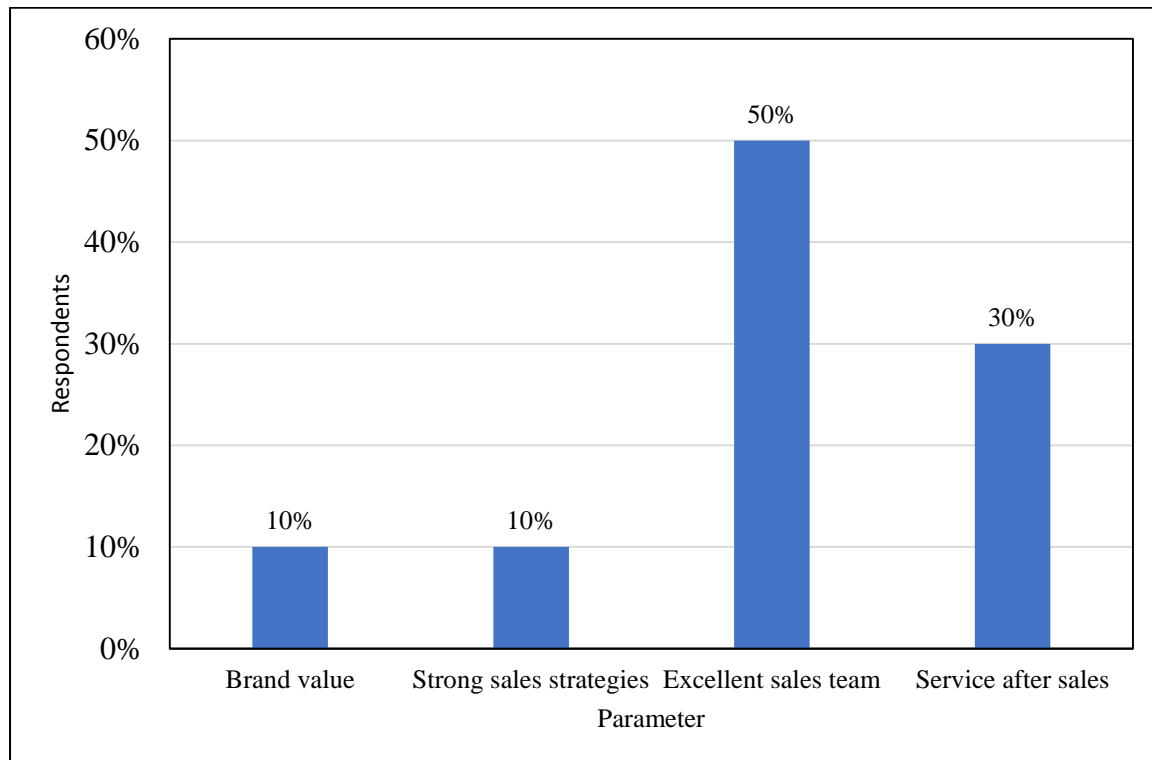
As Sadanand pipes is giving good quality products to sustain in the market. Sometimes the product quality may be low Due to negligence and mistake during production process.

20. According to you, which of the following qualities are must to any company to serve better?

TABLE No 4.20: Indicating the qualities that are must to any company.

Parameter	Brand value	Strong Strategies	Excellent team	Service after sales	Total
No	12	12	52	32	108
Respondents	10%	10%	50%	30%	100%

Graph No 4.20: Representing the qualities that are must to any company



Analysis

The above Table represents about the qualities of the company to serve someone the best, to which 50% of dealers asks the excellent team, 10% of each to the prestige and strong strategies and 30% of dealers asks all the qualities to serve them the best.

Inference

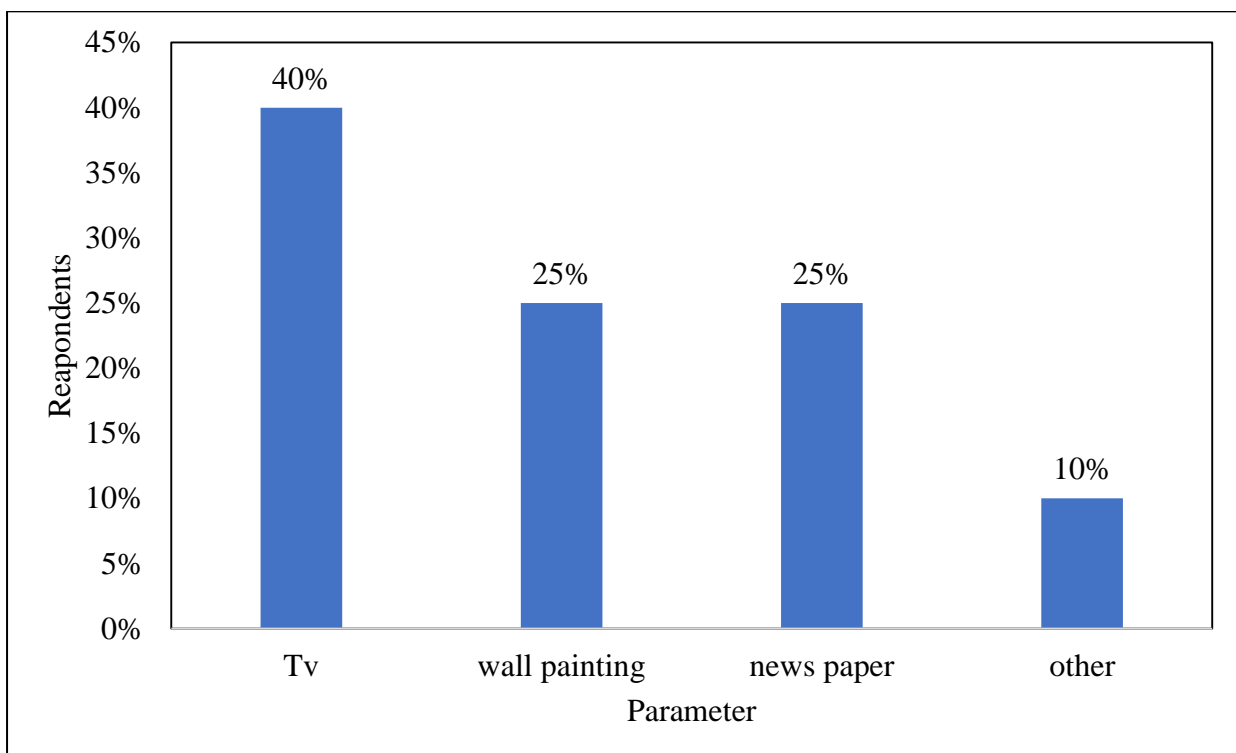
The main thing for all the companies is team work. Not all the dealers consider the branch name while purchasing PVC Pipes.

21. How the most of the companies advertise to promote their brand?

Table No 4.21: Indicating promotion activities source

parameter	Tv	Wall painting	News	other	Total
No	42	27	27	12	108
Respondents	40%	25%	25%	10%	100%

Graph No 4.21: Representing the advertisement source



Analysis

From the above table it can be interpreted that 40% of promotion is carried out by tv Because the most people watch tv daily,25% wall painting ,25% news and 10% is carried out by the other sources.

Inference

Most of the people watch Tv daily so all companies promote their brand by Tv only.

Hypothesis

H1: After Sales service influences Customer relationship Management

HO: After Sales service does not influence Customer relationship Management

Chi-Square Tests

How is the "Customer Relationship Management" at Sadanand PVC Pipes

Table No 4.22: Indicating CRM

	Observed N	Expected N	Residual
Excellent	47	27.0	20.0
Good	27	27.0	.0
Bad	22	27.0	-5.0
Very Bad	12	27.0	-15.0
Total	108		

Factors considered most while purchasing from Sadanand Company

Table No 4.23: Indicating factors considered most while purchasing

	Observed N	Expected N	Residual
Quality	21	36.0	-15.0
Brand Name	13	36.0	-23.0
Service after Sales	74	36.0	38.0
Total	108		

Table No4.24: Indicating chi square Results

	How is the "Customer Relationship Management" at Sadanand PVC Pipes	Factors considered most while purchasing from Sadanand Company
Chi-Square	24.074 ^a	61.056 ^b
Df	3	2
Asymp. Sig.	.000	.000

A. 0 cells (.0%) expect less than 0.5. The minimum expected cell frequencies is 27.0.

B. Cells (.0%) have expected frequencies less than 0.5. The minimum expected cell frequency is 36.0.

ANOVA^b

Table No 4.25: Indicating ANOVA

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	38.174	1	38.174	51.340	.000 ^a
Residual	78.817	106	.744		
Total	116.991	107			

a. Predictors: (Constant), Factors considered most while purchasing from Sadanand Company

- a. Predictors: (Constant), Factors considered most while purchasing from Sadanand Company
- b. Dependent Variable: How is the "Customer Relationship Management" at Sadanand PVC Pipes.

Interpretation:

The value 0.000 hence Alternative hypothesis is accepted. Hence After Sales service is Influence the Customer Relationship Management.

CHAPTER 5
FINDINGS, CONCLUSIONS AND SUGGESTIONS

CHAPTER 5

FINDINGS, CONCLUSIONS AND SUGGESTIONS

5.1 Summary of Findings

- It tells us that all the dealers are purchasing PVC pipes to trade to end-users.
- It was found that the demand for PVC pipes is more from Agriculture background.
- Everyone in the region are well aware of brand name “Sadanand”.
- It shows that most of the purchases are made through Wholesalers and Distributors.
- Jain pipes is the most preferred brand among dealers.
- For all companies Advertisement/ Marketing is the most referred source in purchase decision making.
- All the dealers talk positively about Sadanand’s Quality.
- It was found that Quality, Price, Brand name all the three matters much with the considering factors for present purchases.
- It was found that marketing team has to approach dealers at difficulties of times before selling to them.
- It was found that “Customer Relationship Management” is very much important in retention of each dealer.
- It shows that excellent marketing team is the main reason to serve them better.
- It shows that all dealers agree that Sadanand is good brand and serving its best in the market.
- It was found that all companies promote their brand by TV advertisement.
- From the survey new concept of renting pipe emerges.
- It shows that design of PVC Pipes is very important to sustain in market.
- It was found that negotiation in Sadanand PVC is less.

5.2 Suggestion

- Other than Agriculture purpose piping, Company should also concentrate on household piping's.
- Sadanand PVC Pipes should expand its dealings to other parts/ regions from existing ones to acquire market shares.
- Company should concentrate on price and negotiation part.
- Company should also concentrate on “CRM” in retention of valuable customers.
- Company should build and invest little more on marketing team so that communication will be so powerful to compete to the tough brands like Jain and Finolex.
- The company needs to improve its advertising methods to reach more customers. Cleaning and order should be further improved.
- The need for advertising improves.
- Improve security measures by using electronic devices all the time.
- Annual medical screening for all workers and workers. You can deduct a small amount of wages once

5.3 Conclusion

It shows that the Survey Factors Influencing Consumer Buying Behavior towards Sadanand PVC pipes. In addition, It tells about Marketing strategies and production process of Sadanand PVC Pvt. Ltd, Siddapur. It shows the reasons for the pros and cons of dealers towards Sadanand pipes.

When compared with other brands like Jain pipes, Finolex pipes. Sadanand PVC is a startup company, which requires some time to stand for the tough competition with tough brands. Although it has acquired good share in the local market.

Even though it's difficult but when it can concentrate on best quality and economical price, people will defiantly switch to Sadanand pipes from others.

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www.wikipedia.com

www.sadanandpvc.com

www.princepipes.com

www.jainpipes.com

QUESTIONNAIRE

The following data is collected from dealers of Sadanand PVC pipes. This is Part of MBA project work. This data will not miss used, it's purely for research process.

Trader Name:

Date: -

1. Location of dealer

- a) Jamkhandi
- b) Rabhakavi
- c) Banahatti
- d) Mahalingpur
- e) Mudhol

2. For which of the following purposes of sales do you purchase PVC pipes?

- a. Agriculture
- b. Industry/ Business
- c. Household
- d. Others

3. How many number of pieces (units) you purchase monthly?

- a. Less than 50 units
- b. 51-100 units
- c. 101-150 units
- d. More than 151 units

4. Often, where do you purchase PVC pipes?

- a. Factory
- b. Wholesalers/ Distributor
- c. Other retailers

5. Monthly Income

- a. <5 Lakh
- b. >5 Lakh
- c. >10 Lakh
- d.>15 Lakh

6.Ownership pattern

- a. Proprietorship
- b. Partnership
- c .Pvt.Ltd

7. Rank your priorities among the following brands according product quality

- | | | | | |
|-----------------------|---|---|---|---|
| a. Sadanand PVC pipes | 1 | 2 | 3 | 4 |
| b. Finolex pipes | 1 | 2 | 3 | 4 |
| c. Kothari pipes | 1 | 2 | 3 | 4 |
| d. Jain pipes | 1 | 2 | 3 | 4 |

8. When it comes to the part of price negotiation, which of the following brands is flexible is convenient for you?

- | | | | | |
|-----------------------|---|---|---|---|
| a. Sadanand PVC pipes | 1 | 2 | 3 | 4 |
| b. Finolex pipes | 1 | 2 | 3 | 4 |
| c. Kothari pipes | 1 | 2 | 3 | 4 |
| d. Jain pipes | 1 | 2 | 3 | 4 |

9. Out of the following sources, which source shall be your reference in purchasing Sadanand pipes (present and future)?

- | | | | | |
|------------------------------|---|---|---|---|
| a. Word of mouth | 1 | 2 | 3 | 4 |
| b. Advertisement/ Marketing | 1 | 2 | 3 | 4 |
| c. Past track records | 1 | 2 | 3 | 4 |
| d. Existing customers review | 1 | 2 | 3 | 4 |
| e. Website/ Internet | 1 | 2 | 3 | 4 |

10. According to you, for which of the following attributes/properties, is Sadanand famous for?

- | | | | | |
|---------------------|---|---|---|---|
| a. Good quality | 1 | 2 | 3 | 4 |
| b. Timely supply | 1 | 2 | 3 | 4 |
| c. Economical price | 1 | 2 | 3 | 4 |
| d. All the above | 1 | 2 | 3 | 4 |

11. Factors considered most while purchasing from Sadanand Company?

- | | | | | |
|---------------------------|---|---|---|---|
| a. Quality | 1 | 2 | 3 | 4 |
| b. Price | 1 | 2 | 3 | 4 |
| c. Brand name | 1 | 2 | 3 | 4 |
| d. Service after purchase | 1 | 2 | 3 | 4 |

12. Do you want Sadanand's marketing team to come for approaching you every time prior to the purchase?

- a. Yes
- b. No
- c. Maybe

13. How is the "Customer Relationship Management" at Sadanand PVC Pipes ?

- a. Excellent
- b. Good
- c. Average
- d. Bad
- e. Very Bad

14. Would you consider renting pipe fixtures from Sadanand, if they are rendering you this Irrigation Systems hiring facilities?

- a. Yes
- b. No
- c. Maybe

15. Do you believe Sadanand is a good brand and serving good to its customers?

- f. Strongly agree
- g. Agree
- h. Neutral
- i. Disagree
- j. Strongly disagree

16. The design of Sadanand pipes good?

- a) Yes
- b) no

17. Will you recommend Sadanand pipes to your customers?

- a) Yes
- b) No

18. Sadanand pipes are durable?

- a) Yes
- b) No

19. Give the rating about Overall performance of Sadanand PVC pipes

- a) Good
- b) Excellent
- c) Average
- d) Bad

20. According to you, which of the following are must to any company to serve better?

- | | | | | |
|----------------------------|---|---|---|---|
| a. Brand value | 1 | 2 | 3 | 4 |
| b. Strong sales strategies | 1 | 2 | 3 | 4 |
| c. Excellent sales team | 1 | 2 | 3 | 4 |
| d. Service after sales | 1 | 2 | 3 | 4 |

21. How do most of the PVC pipe companies advertise to promote their brand?

- a) Tv
- b) Wall painting
- c) News paper
- d) Other



ACHARYA INSTITUTE OF TECHNOLOGY
DEPARTMENT OF MBA

PROJECT(17MBAPR407) -WEEKLY REPORT

NAME OF THE STUDENT: RAYAGOND BELAGALI

INTERNAL GUIDE: Prof. Om PRAKASH

USN: 1AY17MBA41

COMPANY NAME: SADANAND PVC

WEEK	WORK UNDERTAKEN	EXTERNAL GUIDE SIGNATURE	INTERNAL GUIDE SIGNATURE
3 rd Jan 2019 – 9 th Jan 2019	Industry Profile and Company Profile		
10 th Jan 2019 – 17 th Jan 2019	Preparation of Research instrument for data collection		
18 th Jan 2019 – 25 th Jan 2019	Data collection		
26 th Jan 2019 – 2 nd Feb 2019	Analysis and finalization of report		
3 rd Feb 2019 – 9 th Feb 2019	Findings and Suggestions		
10 th Feb 2019 – 16 th Feb 2019	Conclusion and Final Report		



Company Seal



College Seal

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