

Project Report (17MBAPR407)

A STUDY ON CUSTOMER PREFERENCES OF BIOXOL LUBRICANTS

BY

**Mr. Dhruvajoti Chakraborty
1AZ17MBA17**

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

Arundathi K L
Assistant Professor,
Department of MBA AIT

EXTERNAL GUIDE

Mr.Arindam Chakraborty
Founder& Director
Bioxol Lubricants



Department of MBA
Acharya Institute of Technology
Soldevanahalli, Hessaraghatta Main Road, Bengaluru-107
March 2019



Ref. No.: B.I.O./18-19/INT-ACH/009
Date: ...20-02-2019.....

TO WHOME IT MAY CONCERN

This is to certify that Mr. **Dhrubajoti Chakraborty**, (USN 1AZ17MBA17) (M.Hr), the MBA student of Acharya Institute of Technology , Bangalore, has successfully, completed the Internship title on “ Retail Market- Supply Chain Management” with his enthusiasm’s efforts and professional behavior with the organization from the date of **03/01/2019** to **16/02/2019**. We also congratulate him for the undertaking project “Customer Preference of Bioxol Lubricants”.

We wish him very good luck and best future Endeavour.

Regards

BIOXOL INDIA GROUP & CO.
BIOXOL INDIA GROUP & CO.



Partner

PARTNER



ACHARYA INSTITUTE OF TECHNOLOGY

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

Date: 25/03/2019

CERTIFICATE

This is to certify that **Mr. Dhruvajoti Chakraborty** bearing USN **1AZ17MBA17** 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 Customer Preference of Bioxol Lubricants,**” at **Durgapur, West Bengal** is prepared by him under the guidance of **Prof. Arundathi K L**, in partial fulfillment of the requirements for the award of the degree of Master of Business Administration, Visvesvaraya Technological University, Belagavi, Karnataka.

Signature of Internal Guide

Signature of HOD

Head of the Department
Department of MBA
Acharya Institute of Technology
Coldevanahalli, Bangalore-560 107.

Signature of Principal/Dean Academics

Dr. Devarajaiah R.M.
Dean-Academics
ACHARYA INSTITUTE OF TECHNOLOGY
Bengaluru-107.

DECLARATION

I **DHRUBAJOTI CHAKRABORTY**, USN: 1AZ17MBA17 hereby declare that this internship in “**BIOXOL LUBRICANTS**” and the project report prepared by me under the guidance of **Prof. ARUNDATHI K L**, Asst. Professor of MBA Department, Acharya Institution of Technology and external guidance of **MR. ARINDAM CHAKRABORTY**, Founder & Director of Bioxol India Group & Co.

I also declare that this internship work towards practical fulfilment of university regulation for the award of Degree of Masters of Business Administration by Visvesvaraya Technological University, Belgaum.

I have undergone internship for a period of 6 weeks. I further declare that this report is based on the original study undertaken by me and has not been submitted for the award of any other any degree/diploma from any other university/institution.

Place: **Bangalore.**

Date: **08/04/2019**

Dhrubajoti Chakraborty
DHRUBAJOTI CHAKRABORTY

USN: 1AZ17MBA17

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. Arundathi K L**, Asst. Professor, Department of MBA, Acharya Institute of Technology, Bengaluru and external guide **Mr. Arindam Chakraborty**, Founder & Director of Bioxol Lubricants Durgapur, West Bengal, 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**

Name: **Dhrubajoti Chakraborty**

Date: **08/04/2019**

USN: **1AZ17MBA17**

TABLE OF CONTENTS

CHAPTERS	TITLES	PAGE NO.
1	INTRODUCTION	2
1.1	INTRODUCTION	3
1.2	INDUSTRY PROFILE	3-4
1.3	COMPANY PROFILE	4-5
1.3.1	VISION, MISION & QUALITY POLICY	5
1.3.2	PRODUCTS/SERVICES PROFILE	6-7
1.3.3	AREA OF OPERATION	8
1.3.4	INFRASTRUCTURE FACILITY	8
1.4	COMPETITORS' & INFORMATION	8
1.5	SWOT ANALYSIS	8-9
1.6	FUTURE GROWTH AND PROSPECTS	9
1.7	FINANCIAL STATEMENT	9
2	CONCEPTUAL BACKGROUND AND LITERATURE REVIEW	10
2.1	THEORETICAL BACKGROUND OF THE STUDY	11
2.2	LITERATURE REVIEW WITH RESEARCH GAP	12-17
3	RESEARCH DESIGN	18
3.1	STATEMENT OF THE PROBLEM	19
3.2	NEED FOR THE STUDY	19
3.3	OBJECTIVES	19
3.4	SCOPE OF THE STUDY	19
3.5	RESEARCH METHODOLOGY	20
3.6	HYPOTHESIS	21
3.7	LIMITATIONS	21
3.8	CHAPTER SCHEME	21-22

4	ANAYSIS AND INTERPRETATION	23
4.1	ANALYSIS,INTERPRETATION	24-43
4.2	STATISTICAL TOOLS RESULTS	44
5	SUMMARY OF FINDINGS, SUGGESTIONS AND CONCLUSION	45
5.1	SUMMARY OF FINDINGS	46
5.2	CONCLUSIONS	47
5.3	SUGGESTIONS/RECOMMENDTIONS	48
	BIBLIOGRAPHY	
	ANNEXTURE-1 QUESTIONNAIRE	

LIST OF TABLES

TABLE NOS.	PARTICULARS	PAGE NOS.
4.1.1	THE TABLE IS SHOWING HOW MANY RESPONDENTS ARE PURCHASING THE BIOXOL PRODUCTS	24
4.1.2	THE TABLE IS SHOWING HOW MANY RESPONDENTS ARE PURCHASING OTHER WHICH COMPANY PRODUCTS	25
4.1.3	THE TABLE IS SHOWING THAT STAFFS ARE HOW MUCH SATISFIED ON MONTHLY SELLING OF BIOXOL PRODUCTS	26
4.1.4	THE TABLE IS SHOWING THAT WHAT KIND OF FEEDBACKS ARE GETTING FROM CUSTOMERS ABOUT BIOXOL PRODUCTS.	27
4.1.5	THE TABLE IS SHOWING THAT WHETHER THE BIOXOL PRODUCTS WILL ABLE TO	28

	COMPETE OTHER LUBRICANTS COMPANIES IN FUTURE OR NOT	
4.1.6	THE TABLE IS SHOWING HOW MUCH CUSTOMERS ARE SATISFIED ON SERVICE DELIVERY	29
4.1.7	THE TABLE IS SHOWING THAT CURRENT MARKET SCENARIO OF BIOXOL LUBRICANTS SATISFACTION LEVEL	30
4.1.8	THE TABLE IS SHOWING THAT SATISFACTION LEVEL OF EMPLOYEE IN THE BUSINESS	31
4.1.9	THE TABLE IS SHOWING THAT BIOXOL LUBRICANTS IS EARNING PROFITS OR NOT	32
4.1.10	THE TABLE IS SHOWING THAT THE REGULARITY OF BIOXOL MARKETING DEPARTMENT IN MARKET VISIT OR SURVEY	33
4.1.11	THE TABLE IS SHOWING THAT THE LEVEL OF BIOXOL BRAND AWARENESS TOWARDS THE CUSTOMERS	34
4.1.12	THE TABLE IS SHOWING THAT THE BIOXOL LUBRICANTS HOW MUCH MOTIVATING THEIR EMPLOYEES FOR THEIR JOB	35
4.1.13	THE TABLE IS SHOWING THAT THE BIOXOL LUBRICANTS WHETHER CONDUCTING TRAINING FOR EMPLOYEES OR NOT.	36
4.1.14	THE TABLE IS SHOWING THAT WHETHER THE BIOXOL LUBRICANTS IS REWARDING THEIR EMPLOYEES FOR “BEST SELLING” OR NOT	37
4.1.15	THE TABLE IS SHOWING THAT WHETHER THE BIOXOL LUBRICANTS HAD RECEIVED	38

	ANY NEGATIVE FEEDBACK OR NOT	
4.1.16	THE TABLE IS SHOWING THAT WHETHER THE BIOXOL LUBRICANTS HAD OPENED THE “CUSTOMER DELIGHT” PROGRAM FOR THEIR CUSTOMERS OR NOT	39
4.1.17	THE TABLE IS SHOWING THAT BIOXOL LUBRICANTS WHETHER THINKING TO MAXIMIZE THE MARKET AREA OR NOT	40
4.1.18	THE TABLE IS SHOWING THAT BIOXOL LUBRICANTS WHETHER THINKING TO OPEN THEIR OWN PRODUCTION	41
4.1.19	THE TABLE IS SHOWING THAT BIOXOL DISTRIBUTORS OR DEALERS WHETHER LIKES TO INVEST FOR DEVELOPING TO THIS COMPANY OR NOT	42
4.1.20	THE TABLE IS SHOWING THAT BIOXOL LUBRICANTS WHETHER FOLLOWING THE “PRODUCT LINE” STRATEGY OR NOT	43

EXECUTIVE SUMMARY

It is true that Customer is God of the market and marketers. Without a customer, a shop, a market, a business is nothing. So it is very important to analyse the customer preference.

The research is based on the Customer Preference on Bioxol Lubricants, start up lubricant company, studying for 6 weeks. Bioxol lubricant is a type of domestic lubricants producer and seller where many varieties of lubricants products are available in a single roof. They are becoming popular in their current market. Now a day's customers are becoming very conscious about the products. Customers are always searching best price, best quality. To fulfil their all kinds of needs and to capturing the large market

Bioxol Lubricants is come to existence in some parts of Indian market since 2018. My research is based on the preference of the customers towards the Bioxol lubricants i.e. either they like Bioxol lubricants or not. After the study on customer preference, it is found that consumers are really like all the products. But this company is scared to take entry in large markets to serve more customers, Because of low financial supports, less opportunities, strongest and more popular competitors etc.

The reason behind this study is to analyse the influential position of customer preferences while buying any products. This research will definitely help the company in knowing the present customers taste and choices. It will also estimating the consumer's future demands and needs.

CHAPTER: 1

Introduction

1.1 INTRODUCTION

The internship is undertaken at Bioxol Lubricants for 6 weeks at Durgapur, West Bengal. The project is done on the topic “**A Study on Customer Preference of Bioxol Lubricants**” before starting final semester of MBA conducted by Visvesvaraya Technological University (VTU).

Customer preference is the important aspect of every business. Customer inclinations are desires different preferences inspirations and tendencies that drive customer acquiring choices. They supplement customers needs in clarifying conduct. Customer preference is also part of consumer behaviour. Bioxol Lubricants products are becoming popular in the small market of West Bengal as well as some places of Jharkhand, Bihar and Odisha.

The study on customer preference acts an important role in any organization. Without measuring the customer preference, it will be difficult to know that what is the customer expectation or what kind of service a customer need basically. In this study I had tried to find out level of customer preference on Bioxol Lubricants products.

1.2 INDUSTRY PROFILE

Lubricant is the blood for any kind of machinery or engine. Bioxol India Group & Co is trying to build their own business in Lubricant industry India is in fifth position in Lubricant market after U.S, China, Russia and Japan. Now on base of economic condition of the country various kinds of domestic and International lubricants companies are There are various kind of famous Lubricant Companies are existing in the worldwide, e.g.: Servo, Castrol, Shell, Gulf, Valvoline, ExxonMobil, Elf etc build up their business. Classifications of Lubricants are basically:

- Industrial lubricants
- Automotive lubricants
- Aviation & Marine grade lubricants

A label may, at best, be considered as the symbol of a manufacturer's authentication of oil's performance claim. A label generally tends to describe the basic performance level of motor oil consistent with its use in an engine application and its viscosity characteristics. Some times special features such as energy conserving ability, smokelessness, chemical and the logical design are also either described or implied by the use of certain labels, special labels like "All Synthetic" signify the use of exotic base fluids. While the Society of Automotive Engineers (SAE) grades are used universally to specify viscosity characteristics and low temperature theology of motor oils, several systems of rating the performance level coexist in the global market place. Apart from the API, there exists several independent motor oil certification and labelling systems including the US military, Committee of Common Market Engine Constructors (CCMC) in Europe and JASO (Japanese Automotive Standards Organization). The Bureau of Indian Standards (BIS) performance categories of Engine crankcase oils are generally drawn from the various API categories, US military specs and CCMC categories. In addition to the performance categories and labels of the above mentioned Technical Societies and Institutions, several labels of approvals by European, Japanese and U.S. OEMs(Original equipment Manufacturers) are also abundantly found on motor oil cans. Such labels are very often used by oil marketers to achieve market/product segmentation and to embellish the performance superiority claim over specification products.

1.3 COMPANY PROFILE

Lubricant is the blood for any kind of machinery or engine. There are various kind of famous Lubricant Companies are existing in the worldwide, e.g.: Servo, Castrol, Shell, Gulf, Valvoline, ExxonMobil, Elf etc. Bioxol India Group & Co is trying to build their own business in Lubricant industry. In 2018 group of three common businessmen did some small investment to establish a separate brand of lubricant product, which know as a Bioxol Lubricants. They had started importing Lubricants in a bulk from their rented plant, which located in Kamrej road, Surat. After that they labelling and packaging with the company name and send it to the Company's main distribution hub, which is located in Durgapur West Bengal. Through the proper supply-chain management products are distributed to all sub distributors and local consumers.

Distributors are basically located in some area of West Bengal state e.g.: Asansol, Raniganj, Bankura and Purulia; some area of Jharkhand state e.g.: Bokaro, Dhanbad, some area of Bihar state including Patna and in the popular city of Odisha state, Raurkella. More than 40 lacs Indian money was invested by **Mr. Arindam Chakraborty, Mr. Shashikant Pandey and Mr. Kamalkant Shastri.**

Till last week of February 2019 they earned with the profit Rs19, 52,505.00/-, now the business is going good. Lots of investors are coming for investing in this company. Company are planning to start a new Lubricant production factory by their own. They are also trying to enter in large market.

1.3.1 VISION & MISSION:

- **“We want to become innovative and unique Lubricants Company by introducing wide range of lubricants products. We want to become innovation-led transnational lubricants Company by introducing wide range of lubricants products.”**- Vision of Bioxol Lubricants.
- **“We want to create a group of people with stand against market leaders.”**- Mission of Bioxol Lubricants.
- **QUALITY POLICY:** Bioxol India Group & Co. values are aimed at developing a customer-focused, good performance based work which creates value for all its business partners. They are result oriented, setting great performance standards for ourselves as individuals and terms. They recognize that each individual convey alternate points of view and abilities to the group and that a solid group is established on an assortment of viewpoints. They need people to dream, esteem contrasts, make and trial in quest for circumstances and accomplish authority through cooperation. They know about their duty to create monetary incentive for Nation. In quest for their objectives, they will make no trade off in consenting to appropriate laws and guidelines at all dimensions.

1.3.2 PRODUCTS :

SL	Product Name	Description	SALE PRICE	Qty. Type
1	AVATAR - CI 4-10 LTR	15w40 CI-4 Premium Diesel Engine Oil	2900	Pieces
2	AVATAR -CF 4 -10 LTR	15w40 CF-4 Diesel Engine Oil	2700	Pieces
3	AVATAR -CF4- 20 LTR	15w40 CF-4 Diesel Engine Oil	5200	Pieces
4	AVATAR -CI 4- 20 LTR	15w40 CI-4 Premium Diesel Engine Oil	5600	Pieces
5	AVATAR CF-4 210 LTR	15w40 CF-4 Diesel Engine Oil	50800	Pieces
6	AVATAR CI 4 210 LTR	15w40 CI-4 premium Diesel Engine Oil	55000	Pieces
7	AVATAR-CF4 -15 LTR	15w40 CF-4 Diesel Engine Oil	3950	Pieces
8	BOOST -10 LTR	20w40 CI-4 Multi-grade Engine Oil	2900	Pieces
9	BOOST-15 LTR	20w40 CI-4 Multi-grade Engine Oil	4250	Pieces
10	BOOST-20 LTR	20w40 CI-4 Multi-grade Engine Oil	5600	Pieces
11	BRAKE FUILD 100 ML	DOT-3	55	Pieces
12	BRAKE FUILD 250 ML	DOT-3	130	Pieces
13	EP 140 - 210 LTR	SAE 140 , GL 4 GEAR OIL	47000	Pieces
14	EP 90 5 LTR	GL 4 GEAR OIL		Piece
15	EP140 -10 LTR	SAE 140 , GL 4 GEAR OIL	2650	Pieces
16	EP140 -20 LTR	SAE 140 , GL 4 GEAR OIL	5300	Pieces
17	EP90- 10 LTR	SAE 90 , GL 4 GEAR OIL	2550	Pieces
18	EP90- 210 LTR	SAE 90 , GL 4 GEAR OIL	45000	Pieces
19	EP90-20 LTR	SAE 90 , GL 4 GEAR OIL	4900	Pieces
20	GEAR OIL 80W90- 10 LTR	SAE 90 , GL 5 GEAR OIL	2600	Pieces
21	GEAR OIL 80W90- 20 LTR	SAE 90 , GL 5 GEAR OIL	5000	Pieces
22	GEAR OIL 80W90-210 LTR	SAE 90 , GL 5 GEAR OIL	46000	Pieces
23	GEAR OIL 85W140 -10 LTR	SAE 140 , GL 5 GEAR OIL	2700	Pieces

24	GEAR OIL 85W140 -20 LTR	SAE 140 , GL 5 GEAR OIL	5300	Pieces
25	GOLD 1 LTR - TWO WHEELER	20W40 SM GOLD -4T-ENGINE OIL	310	Litres
26	GOLD 900 ML - TWO WHEELER	20W40 SM GOLD -4T-ENGINE OIL	280	ML
27	HYDRAULIC OIL 32 - 10 LTR	VG 32- HYDRAULIC FLUID	2500	Pieces
28	HYDRAULIC OIL 32 - 20 LTR	VG 32- HYDRAULIC FLUID	5100	Pieces
29	HYDRAULIC OIL 32 - 210 LTR	VG 32- HYDRAULIC FLUID	45000	Pieces
30	HYDRAULIC OIL 32 - 26 LTR	VG 32- HYDRAULIC FLUID	5600	Pieces
31	HYDRAULIC OIL 46 TH - 10 LTR	VG 46- HYDRAULIC FLUID	2600	Pieces
32	HYDRAULIC OIL 46 TH - 20 LTR	VG 46- HYDRAULIC FLUID	5200	Pieces
33	HYDRAULIC OIL 46 TH - 210 LTR	VG 46- HYDRAULIC FLUID	46000	Pieces
34	HYDRAULIC OIL 46 TH - 26 LTR	VG 46- HYDRAULIC FLUID	6400	Pieces
35	HYDRAULIC OIL 68 HLP - 10 LTR	VG 68- HYDRAULIC FLUID	2700	Pieces
36	HYDRAULIC OIL 68 HLP - 20 LTR	VG 68 - HYDRAULIC FLUID	5300	Pieces
37	HYDRAULIC OIL 68 HLP - 26 LTR	VG 68- HYDRAULIC FLUID	6500	Pieces
38	HYDRAULIC OIL 68-HLP - 210 LTR	VG 68- HYDRAULIC FLUID	47000	Pieces
39	MAX 1 LTR - TWO WHEELER	20W50 SM MAX-4T ENGINE OIL	435	Litres
40	NX6 PRIME- 1 LTR - TWO WHEELER	20W40 SM NX4 -4T-ENGINE OIL	350	Litres
41	NX6 PRIME-900 ML - TWO WHEELER	20W40 SM NX4 -4T-ENGINE OIL	310	ML
42	RICH - 5 LTR	15w40 CI-4 Premium Diesel Engine Oil	1230	Pieces
43	ROYAL - 3.5 LTR	5w40 CI-4 Multi-grade Premium Engine Oil	1500	Pieces
44	ROYAL - 5 LTR	5w40 CI-4 Multi-grade Premium Engine Oil	1900	Pieces
45	UNICORN- 20 LTR	5w40 CI-4 Multi-grade Premium Engine Oil	6800	Pieces
46	UNICORN-10 LTR	5w40 CI-4 Multi-grade Premium Engine Oil	3700	Pieces
47	AVATAR 15W40 CI4- 1LTR	Coming soon	325	Pieces
48	NX6 MAGNUM20W50- 1LTR	Coming soon	435	Pieces

1.3.3 AREA OF OPERATION:

- **Store Operation:** Handling the all staffs with a proper leadership and managerial experience, selling targets, DSR updates.
- **Inventory Operation:** Proper management of stocks, required stocks, daily checking of backup stocks, arrangement of stocks.
- **Transportation Arrangements:** Arranging of transportations to bringing products from factory and product delivery propose.

1.3.4 INFRASTRUCTURE& FACILITIES:

- **Ownership:** Company Own.
- **Total area of Space:** 3100 sq.ft.
- **Floor & Display Space:** 1285 sq.ft.
- **Storage Space:** 1815 sq.ft.
- **Parking Availability:** Yes

1.4 COMPETITOR'S INFORMATION:

- **Servo world-class Lubricants:** This is a popular brand of Indian Oil Corporation Limited.
- **Gulf Oil Lubricants India Ltd:** Another domestic lubricants maker.
- **Castrol Engine Oil & Lubricants:** Globally popular lubricants makers.
These are the most popular and large lubricants maker brand. From long times ago they are doing all in domestic and international markets.

1.5 SWOT ANALYSIS:

- **Strength:** A Group of strong market leaders (Business partners) along with their responsible distributors across various sectors. Purchasing convenience customers and their shopping option all under one roof. Customer loyalty schemes with reward given to the dealers and given special preference.
- **Weakness:** Has not captured the complete market, quite a lot of segments need to be captured.

- **Opportunity:** Entering the rural sub-distribution hub segment advantages due to location. Expansion in the online space with e-retailing.
- **Threat:** Various types of large lubricants makers had already captured a huge market area.

1.6 FUTURE GROWTH & PROSPECT:

- A constant effort to add value to the customer.
- Constant focus on improving service quality through SOP.
- Periodic training to strengthen the team and update relevant technologies.
- Caring for employees.

1.7 FINANCIAL STATEMENT:

SL NO.	CLIENT NAME	INVO . NO.	ISSUE DATE	DUE DATE	AMOUNT (WITHOUT TAX)	AMOUNT (WITH TAX)	PAYMENT	STATUS	AMOUNT PAID	Dr /Cr
Total till date: 16/02/2019					16, 54,632.00	2, 97,878.00	19, 52,505.00		10, 15,532.00	

This is the total financial scenario from starting June 2018 to middle of February 2019. Within 7 to 8 months they had earned Rs. 19, 52,505.00/- where they had invested 40 lacs. The financial statement of Bioxol Lubricant is proving that the business is in good hand. Partners are also happy with the business profits.

CHAPTER: 2

**Conceptual background
and Literature review**

2.1 THEORETICAL BACKGROUND OF THE STUDY:

Customer preference is the important aspect of every business. Customer preferences are expectations likes and dislikes motivations and inclinations that drive customer purchasing decisions. They complement customer needs in explaining behaviour. Customer preference is also part of consumer behaviour.

The study of customer preference is one of the most important in business management education. This study attempts to gather understanding on the customer preference on basis of Consumer Behaviour while reviewing the literature available on the topic.

This is a descriptive study attempted through the help of secondary data. The understanding gathered and presented is indicative in nature and not exhaustive.

The elements of Customer Preference are essentially required to be studied in order to sustain the competitive business environment.

2.2 LITERATURE REVIEW:

Author/Researcher	Title of the Article/Study	Objectives, Outcomes or Findings	Gap Identified
Debanjan Saha and Ramamirtham Gopal (2014)	An analysis of the factors that influence the Influencers' recommendations with regard to the purchase of Automotive Lubricants for Two-Wheelers	The Level of service quality towards the customers.	This report is only able to find out the customer's interest level about the products and service delivery perception of provider.
Dr. T. Srinivasan(2015)	A Study on Consumer Preferences of Petroleum Retail Outlets	To know about the buying behaviour of petroleum products buyers.	This report is simply able to find out about Petroleum corporations those are introducing varieties of schemes to attract the people.
Narayan V. Lyer and Madhav G. Badami (2007)	Two-wheeled motor vehicle technology in India: Evolution, prospects and issues	To know about vehicles contribution in the urban area, energy consumption through petroleum products.	This paper only discusses the evolution of M2W vehicle technology and contributory factors including market forces in India.

N.C. Pahariya and Chandan Mukherjee (2007)	Commodity Revenue Management: India's rapeseed/mustard oil sector	To understanding the relationship between farmers and Indian Government to earning the revenue for agriculture	This study is basically introduces the rapeseed/mustard oil sector. It also highlighted its importance to Indian economy and its earnings of the government and farm sector in India.
Pramod Paliwal, Sanjay Sakariya and Ramendra Singh (2011)	Prabhar Oil Company and distribution challenges in the Indian lubricants industry.	To know about the market challenges, distribution and retailing of Prabhar Oil.	This study focused on factors for doing business in the Indian automotive lubricants market, the importance of distribution, retailing strategies and the associated opportunities and challenges.
Debanjan Saha (2016)	Impact of Marketing Channel and Promotion Strategies on Adoption of synthetic lubricants by two wheeler motor vehicle users A study in select cities of Maharashtra India.	To search about the new categories of lubricants.	This report is able to find out the difference exists in sensitivity to prices and value for money between users and non-users of synthetic lubricants.

<p>Ebtisam K. Heikal, M.S Elmelawy, Salah A. Khalil & N.M Elbasuny (2016)</p>	<p>Manufacturing of environment friendly bio lubricants from vegetable oils.</p>	<p>To identify the usage of commercially available palm oil and Jatropha oil.</p>	<p>This study only able to find out the sources of Bio lubricant from natural oil.</p>
<p>Josiah McNutt, Quan (Sophia) He (2016)</p>	<p>Development of bio lubricants from vegetable oils via chemical modification</p>	<p>To understand the advantages of Bio over mineral lubricants.</p>	<p>This paper only reviewed the most recent advancements in the synthesis of bio lubricants from vegetable oils.</p>
<p>H.M Mobarak, E. Niza Mohamad, H.H Masjuki, M.A Kalam, K.A.H Al Mahmud, M. Habibullah, A.M Ashraful (2014)</p>	<p>The prospects of bio lubricants as alternatives in automotive applications</p>	<p>To know about generating process of eco friendly lubricants.</p>	<p>This study only taking about the potential power of bio lubricants which based on vegetable oil which also can be alternative lubricants in future.</p>

<p>Ponnekanti Nagendramma, Savita Kaul (2011).</p>	<p>Development of eco-friendly/biodegradable lubricants: An overview</p>	<p>To highlight some recent developments in the area of biodegradable synthetic ester base stocks for formulation of new generation lubricants.</p>	<p>This study is basically taking about the improvement of lubricants making process.</p>
<p>Rekha Attri (2013)</p>	<p>Customer purchase behaviour for lubricants in Indore – Insights from Private Players for Oil Marketing Companies in India.</p>	<p>To understand the lubricant market including its factors in Indore.</p>	<p>This study is helps to gathering 1st in hand data from the garage mechanics to understand the customers’ perception about various lubricant brands.</p>
<p>DuttaShomnath (2015)</p>	<p>Study on product awareness & brand image of valvoline lubricant in and around siliguri subdivision of north Bengal</p>	<p>To revision the product awareness and brand image of lubricant in Siliguri.</p>	<p>It analysed only the product awareness and Brand imgae. Analysis etc.</p>
<p>Sudhir Yadav, Sanjay Sakariya, Manish Thaker, (2012)</p>	<p>Petro Retail mix Elements: A Study of Indian Market</p>	<p>To understand the service delivery process in the Indian Public sector of Oil Marketing. (OMCs).</p>	<p>This paper only compares the retail mix elements of various OMCs operating in Indian market.</p>

<p>Kam, Woo-Kyoon, Lee, Sang-Youn (2013)</p>	<p>Case Study for Distribution Channel of Lubricants and Franchise Network of Korea</p>	<p>To summarize the differences between each distribution channels and issues on role and responsibility of manufacturer and distributor.</p>	<p>This study basically explores the knowledge and it's characteristics of lubricant which is essential goods for all transportation including cars and for all industrial facilities to produce their own products.</p>
<p>Santos Manzano, Fidel (2005)</p>	<p>Supply chain practices in the petroleum downstream</p>	<p>To identify the strategies of supply chain which using by various kinds of petroleum producers.</p>	<p>This study only focused on supply chain issues and challenges.</p>
<p>Walter J. Mead (1968)</p>	<p>The Structure of the Buyer Market for Oil shale resources.</p>	<p>To know the degree of concentration prevailing in the industry.</p>	<p>This study analysis is only covering the establishment procedures of oil shale industry.</p>
<p>Kyung Ho Ha, Moon Saeng Kim (2011)</p>	<p>Application to refrigerator plastics by mechanical recycling from polypropylene in waste-appliances</p>	<p>To measure the degradation and heterogeneity of RPP.</p>	<p>The analysis results show that RPP from waste-appliances is the polyethylene (PE) and polypropylene (PP) copolymer enhanced impact property (Impact-PP).</p>

<p>John Franklin Bailey (2011)</p>	<p>Customer buying behaviour at selected petroleum shops in Cape Town</p>	<p>To revisit its strategy to contend with market forces, bearing in mind that globalization, as well as international ownership of competitor companies, play a role.</p>	<p>This research was intended to provide Engine Petroleum Limited with data and information to enable the Western Cape Convenience dealer network to not only grow at the national average, but also to position itself at the forefront of the Convenience Store market.</p>
<p>Diana W. Muthee (2004)</p>	<p>Effective Marketing Communications that influence informed buying decisions of engine oils</p>	<p>To determine the marketing communication that influence that influence an informed buying decision of engine oil products.</p>	<p>Here, respondents did not make the decision on the engine oil to purchase prior to reaching the retail outlet. The respondents started that they were satisfied with the engine oils specifically, Shell Helix, Caltex Havoline and BP Visco.</p>

CHAPTER: 3

Research Design

3.1 STATEMENT OF PROBLEM:

Bioxol lubricants had started their journey at May of 2018. They are able to build up their great relationship with customers. Preference & needs of buyers are going to be change from time to time. The company will find it difficult to make these strategies to excel in business.

3.2 NEED FOR THE STUDY:

- To know the customers preference on the Bioxol Lubricant Products.
- To know the current market scenario of Bioxol Lubricants.
- To measuring the monthly selling satisfaction of distributors.
- To measuring the customers satisfaction level.

3.3 OBJECTIVES OF RESEARCH

- To know about Customer Preference on lubricants products in lubricants markets.
- To know about Customer Satisfaction towards bioxol lubricants products.
- To know about Consumer Response in the lubricants market.
- To know about Service Quality towards bioxol lubricants.

3.4 SCOPE OF STUDY:

- To analysing level of customer satisfaction on Bioxol Lubricants.
- To build the various types of ideas to development of biasness.
- To developing the business in rural markets.
- To analysing the customer expectations.

3.5 RESEARCH METHODOLOGY

“Research is a systematic inquiry to describe, explain, predict and control the observed phenomenon. Research involves inductive and deductive methods.”

- **Descriptive research design:** Descriptive research is a study designed to depict the participants in an accurate way. There is mainly two ways to collect the data are like:

Data Collection:

There are two types of data collection, which are as following:

- **Primary Data:** Primary data has collected Survey, Questionnaire.
- **Secondary Data:** Secondary data has collected from Company’s DSR, Check-List, Website, Distributors database, Billing Software, Customer feedback book etc.

Sampling Methods:

- **Sample Unit:** It consists of company employees, partners, dealers and distributors etc.
- **Sampling Period:** Timing of data collection is 6 weeks. From 3rd Jan. 2019 to 16th Feb. 2019
- **Sample Size:** It constitutes 50 respondents in total.
- **Sample Area:** Some area of West Bengal state e.g.: Asansol, Raniganj, Bankura and Purulia including Durgapur; some area of Jharkhand state e.g.: Bokaro, Dhanbad, some area of Bihar state including Patna and in Raurkella the popular city of Odisha state.
- **Sampling Technique:** Here convenient sampling has been utilized where samples are collected on the basis availability and convenience.

3.6 HYPOTHESES:

H₀: The association between overall monthly selling of Bioxol Lubricant products and customers feedback on Bioxol products is insignificant.

H_a: The association between overall monthly selling of Bioxol Lubricant products and customers feedback on Bioxol products is significant.

3.7 LIMITATION OF STUDY:

- Research timing is less than requires time.
- Distributors should be considering as consumers.
- Market area is frequently distributed quite difficult to study.

Data collection difficulties should be appearing during collecting the data from the distributors through questioners.

3.8 CHAPTER SCHEME:

The project has 5 chapters which consists introduction, background of study and literature review, research methods, data analysis and their interpretation & conclusion. The chapters are shortly described below.

Chapter1: Introduction

This chapter includes introduction of the study, industry profile, company profile, promoters of the company, vision, mission and quality policy of the company, products and service profile provided by the company, areas of operation, infrastructure facilities provided by the company, competitors and their information, SWOT analysis, future growth and prospects about the company.

Chapter 2: Background & literature review

This chapter includes 20 literature reviews about the study and also the theoretical background of the study.

Chapter 3: Research Design

These chapters explain the problem of the statement, the need behind the study, objectives of the study, scopes, research methods, sample size of the research, sample design which is used in the research, hypothesis, limitations of the study, and the chapter scheme.

Chapter 4: Data Analysis & Interpretation

This chapter contains the data of the respondents and their analysis with interpretation. In this the hypothesis testing and results are also shown.

Chapter 5: Findings, Conclusion and Suggestions

This chapter includes the conclusion about the research, findings and the suggestions for the company improvements in future.

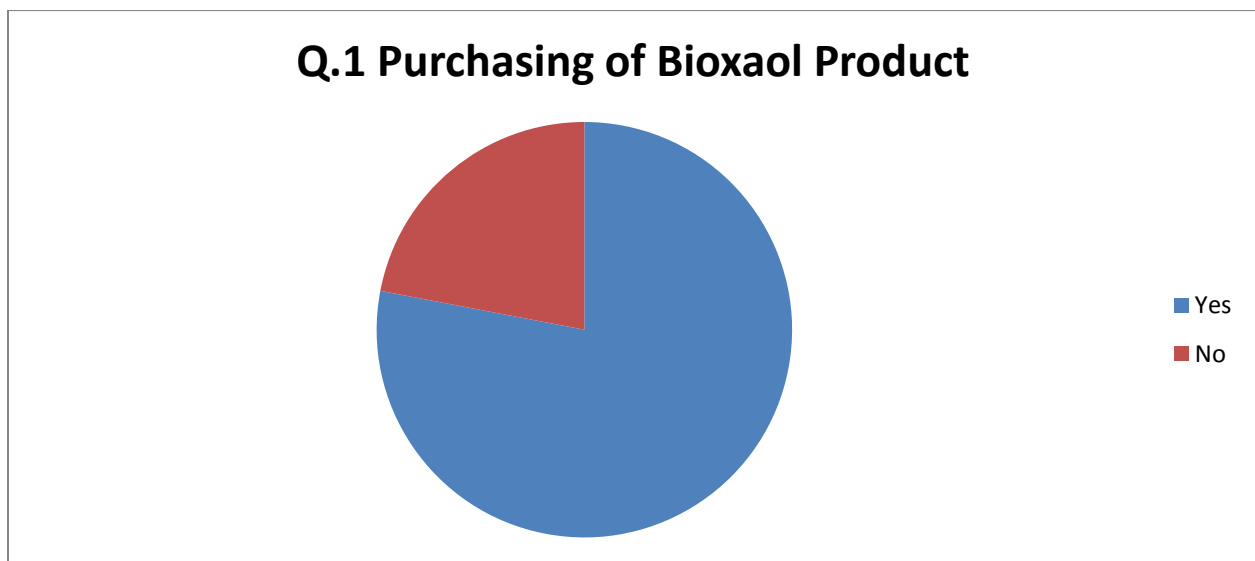
CHAPTER: 4
ANALYSIS & INTERPRETATION

4.1 ANALYSIS & INTERPRETATION OF DATA – COLLECTED WITH RELEVANT TABLES AND GRAPS:

4.1.1 THE TABLE IS SHOWING HOW MANY RESPONDENTS ARE PURCHASING THE BIOXOL PRODUCTS:

Sources	Respondents	Percentage
Yes	39	78%
No	11	22%
Sum	50	100%

- **Analysis:** Above table, depicts those 78% (i.e.,39) respondents responded “Yes” & remaining 22% (i.e.,11) respondents responded “No” as the answers.



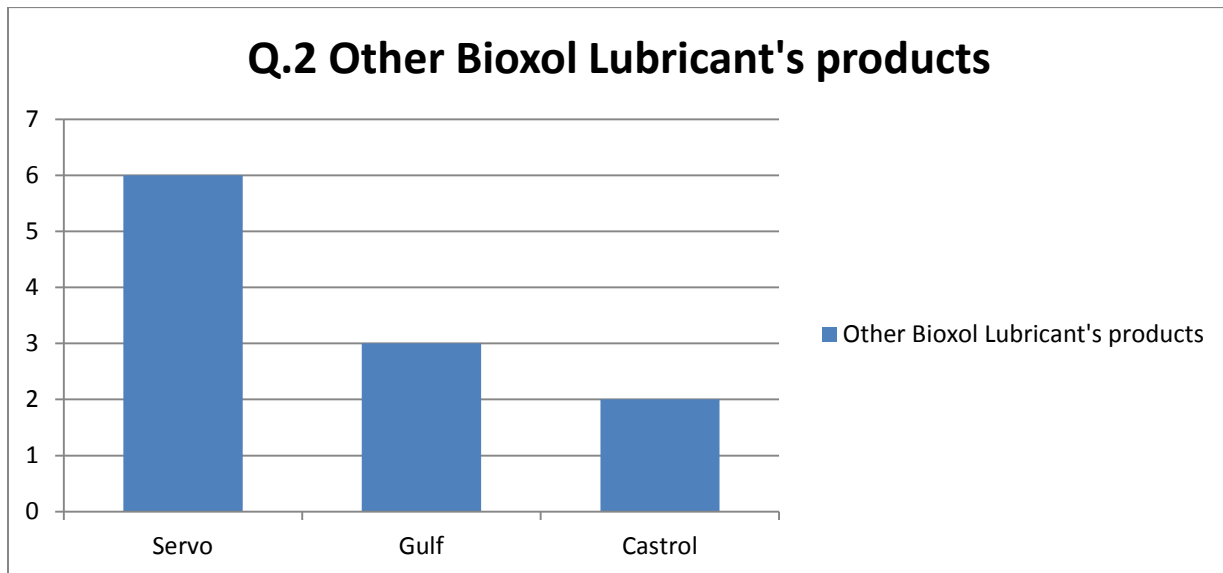
- **Interpretation:** Among 50 no. of respondents 39 said “Yes” so, most of the people are started liking the Bioxol Products.

4.1.2 THE TABLE IS SHOWING HOW MANY RESPONDENTS ARE PURCHASING OTHER WHICH COMPANY PRODUCTS:

Sources	Respondents	Percentage
Servo	6	54.54%
Gulf	3	27.27%
Castrol	2	18.18%
Sum	11	100%

* Previous chart, depicts those who said “No” 11 respondents from previous questioner among them 100%

- **Analysis:** Above chart, depicts those who said “No” (11) in previous questioner among them 54.54 % (i.e., 6) are selling “Servo” company products, 27.27% (i.e., 3) are selling “Gulf” company products and 18.18% (i.e., 2) had selling “Castrol” company products.

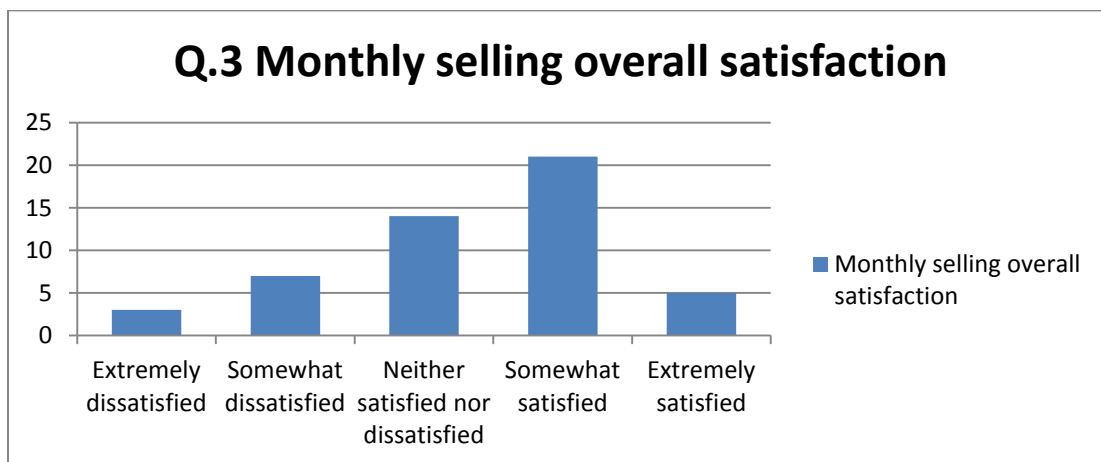


- **Interpretation:** Those who are said “No” in pervious question among them mostly people are linking Servo more than Gulf and Castrol.

4.1.3 THE TABLE IS SHOWING THAT STAFFS ARE HOW MUCH SATISFIED ON MONTHLY SELLING OF BIOXOL PRODUCTS:

Sources	Respondents	Percentage
Extremely Dissatisfied	3	6%
Somewhat Dissatisfied	7	14%
Neither satisfied nor Dissatisfied	14	28%
Somewhat Satisfied	21	42%
Extremely Satisfied	5	10%
Sum	50	100%

➤ **Analysis:** From 50 total number of sampling 6% (i.e.3) are “Extremely dissatisfied”, 14% (i.e. 7) are “Somewhat dissatisfied”, 28% (i.e. 14) are “Neither satisfied nor dissatisfied”, 42% (i.e. 21) are “Somewhat satisfied” and 10% (i.e. 5) are “Extremely satisfied”.

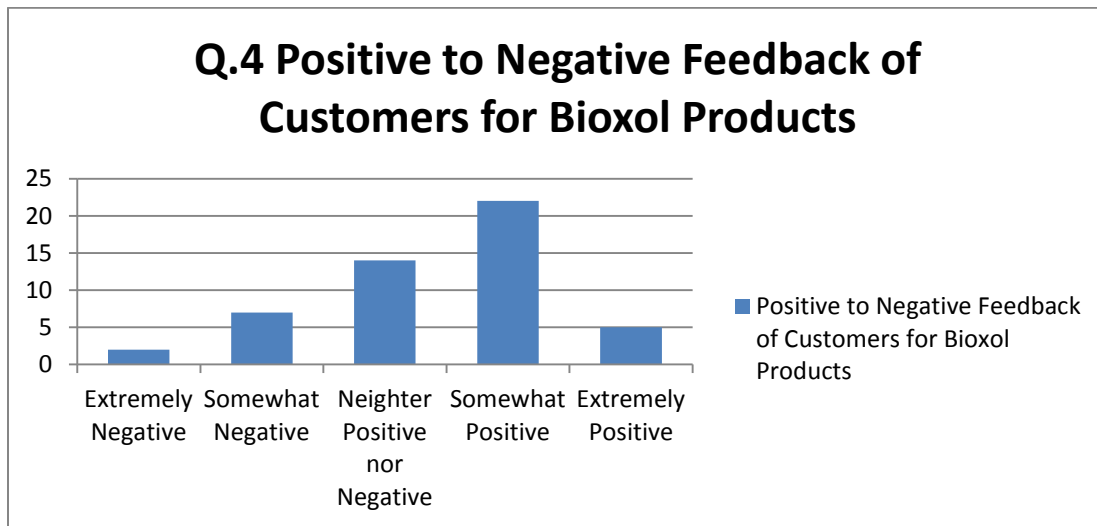


➤ **Interpretation:** As per the analysis the monthly overall selling satisfaction is somewhat satisfied.

4.1.4 THE TABLE IS SHOWING THAT WHAT KIND OF FEEDBACKS ARE GETTING FROM CUSTOMERS ABOUT BIOXOL PRODUCTS:

Sources	Respondents	Percentage
Extremely Negative	2	4%
Somewhat Negative	7	14%
Neither Positive nor Negative	14	28%
Somewhat Positive	22	44%
Extremely Positive	5	10%
Sum	50	100%

- **Analysis:** From 50 total number of sampling 4% (i.e.2) are “Extremely Negative”, 14% (i.e. 7) are “Somewhat Negative”, 28% (i.e. 14) are “Neither Positive nor Negative”, 44% (i.e. 22) are “Somewhat Positive” and 10% (i.e. 5) are “Extremely Positive”.

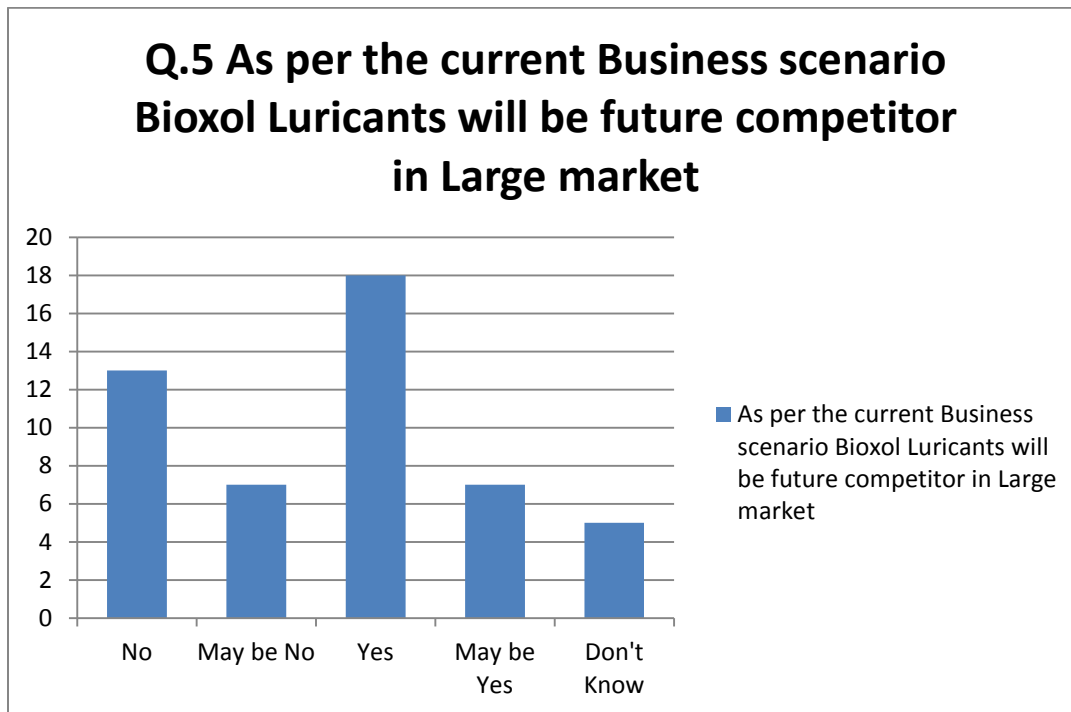


- **Interpretation:** Mostly Customers are given Somewhat Positive feedback on Bioxol products.

4.1.5 THE TABLE IS SHOWING THAT WHETHER THE BIOXOL PRODUCTS WILL ABLE TO COMPETE OTHER LUBRICANTS COMPANIES IN FUTURE OR NOT:

Sources	Respondents	Percentage
No	13	26%
May be No	7	14%
Yes	18	36%
May be Yes	7	14%
Don't Know	5	10%
Sum	50	100%

- **Analysis:** From 50 total number of sampling 26% (i.e.13) are saying “No”, 14% (i.e. 7) are “May be No”, 36% (i.e.18) are saying “Yes”, 14% (i.e. 7) are saying “May be Yes” and 10% (i.e. 5) are saying “Don't Know”.



- **Interpretation:** As per the current Business scenario Bioxol Lubricants will be able to compete their competitors in future.

4.1.6 THE TABLE IS SHOWING HOW MUCH CUSTOMERS ARE SATISFIED ON SERVICE DELIVERY:

Sources	Respondents	Percentage
Extremely Dissatisfied	11	22%
Somewhat Dissatisfied	3	6%
Neither satisfied nor Dissatisfied	6	12%
Somewhat Satisfied	21	42%
Extremely Satisfied	9	18%
Sum	50	100%

➤ **Analysis:** From 50 total number of sampling 22% (i.e.11) are “Extremely dissatisfied”, 6% (i.e. 3) are “Somewhat dissatisfied”, 12% (i.e. 6) are “Neither satisfied nor dissatisfied”, 42% (i.e. 21) are “Somewhat satisfied” and 18% (i.e. 9) are “Extremely satisfied”.

*This data mainly collected from “Customer Feedback Register” of every outlets of Company.

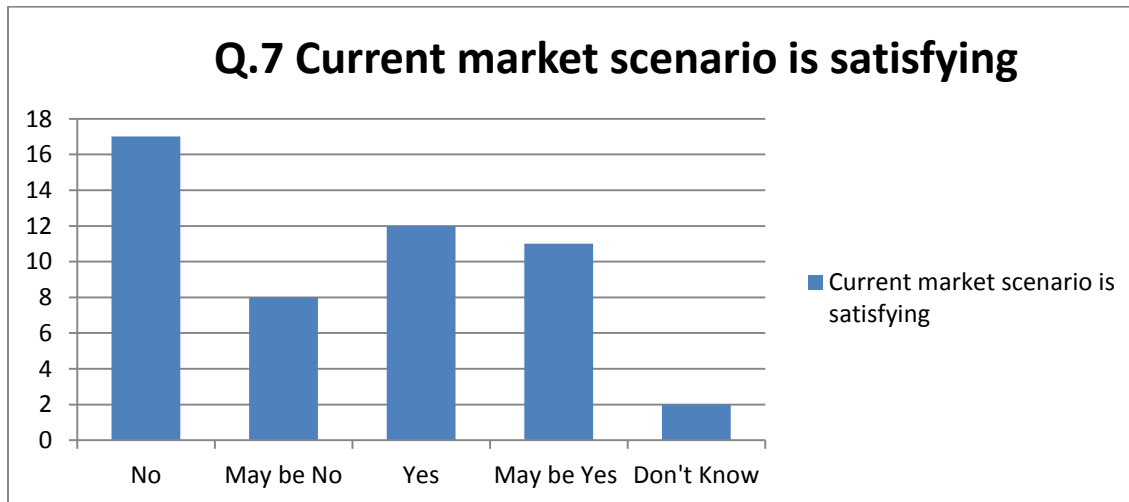


➤ **Interpretation:** Customers are somewhat satisfied with the service delivery.

4.1.7 THE TABLE IS SHOWING THAT CURRENT MARKET SCENARIO OF BIOXOL LUBRICANTS SATISFACTION LEVEL:

Sources	Respondents	Percentage
No	17	34%
May be No	8	16%
Yes	12	24%
May be Yes	11	22%
Don't Know	2	4%
Sum	50	100%

- **Analysis:** : From 50 total number of sampling 34% (i.e.17) are saying “No”, 16% (i.e. 8) are “May be No”, 24% (i.e.12) are saying “Yes”, 22% (i.e. 11) are saying “May be Yes” and 4% (i.e. 2) are saying “Don't Know”.

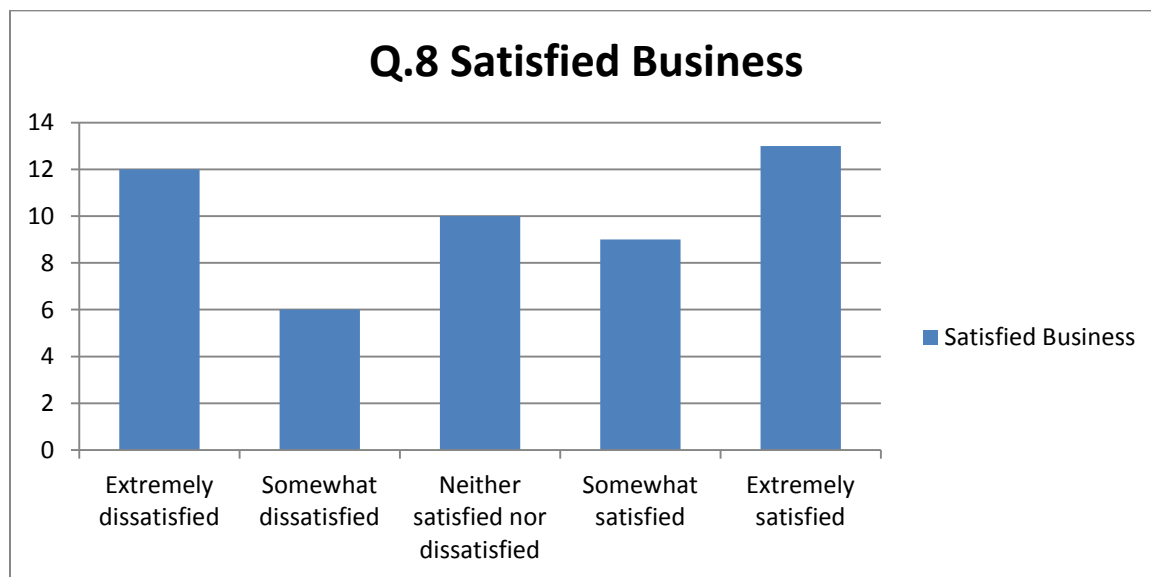


- **Interpretation:** Current market scenario is not satisfied. Bioxol should maximize their market size.

4.1.8 THE TABLE IS SHOWING THAT SATISFACTION LEVEL OF EMPLOYEE IN THE BUSINESS:

Sources	Respondents	Percentage
Extremely Dissatisfied	12	24%
Somewhat Dissatisfied	6	12%
Neither satisfied nor Dissatisfied	10	20%
Somewhat Satisfied	9	18%
Extremely Satisfied	13	26%
Sum	50	100%

- **Analysis:** From 50 total number of sampling 24% (i.e.12) are “Extremely dissatisfied”, 12% (i.e. 6) are “Somewhat dissatisfied”, 20% (i.e. 10) are “Neither satisfied nor dissatisfied”, 18% (i.e. 9) are “Somewhat satisfied” and 26% (i.e. 13) are “Extremely satisfied”.

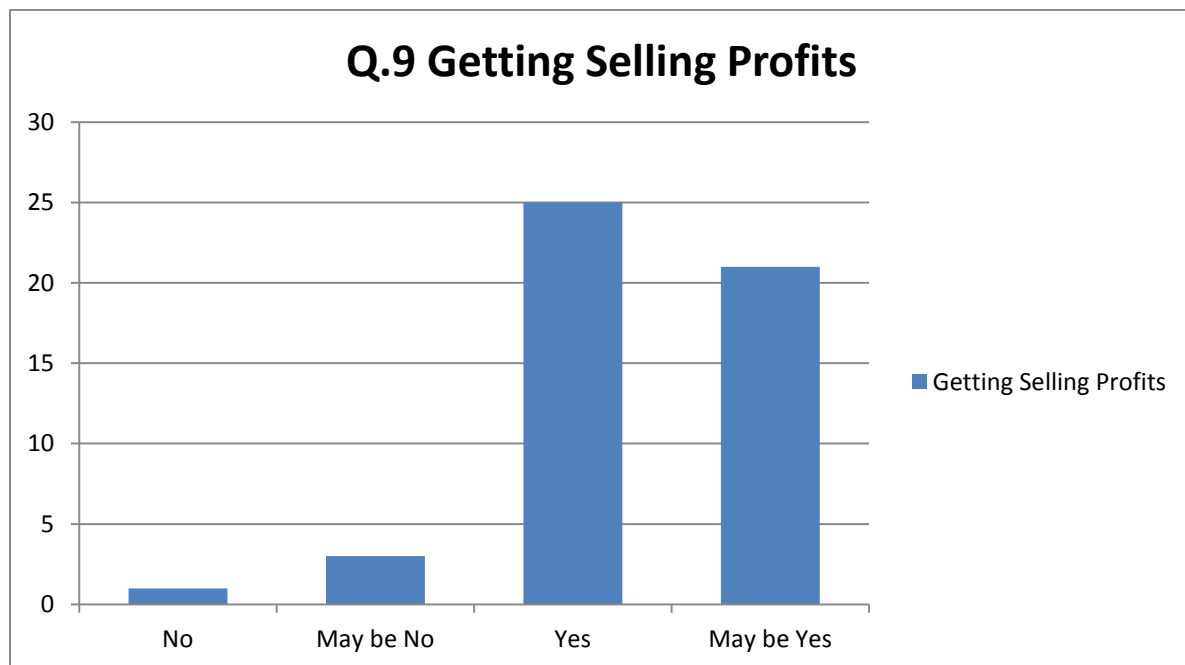


- **Interpretation:** Overall the Business satisfaction is high.

4.1.9 THE TABLE IS SHOWING THAT BIOXOL LUBRICANTS IS EARNING PROFITS OR NOT:

Sources	Respondents	Percentage
No	1	2%
May be No	3	6%
Yes	25	50%
May be Yes	21	42%
	50	100%

Analysis: From 50 total number of sampling 2% (i.e.1) are saying “No”, 6% (i.e. 3) are “May be No”, 50% (i.e.25) are saying “Yes”, 42% (i.e. 21) are saying “May be Yes”.

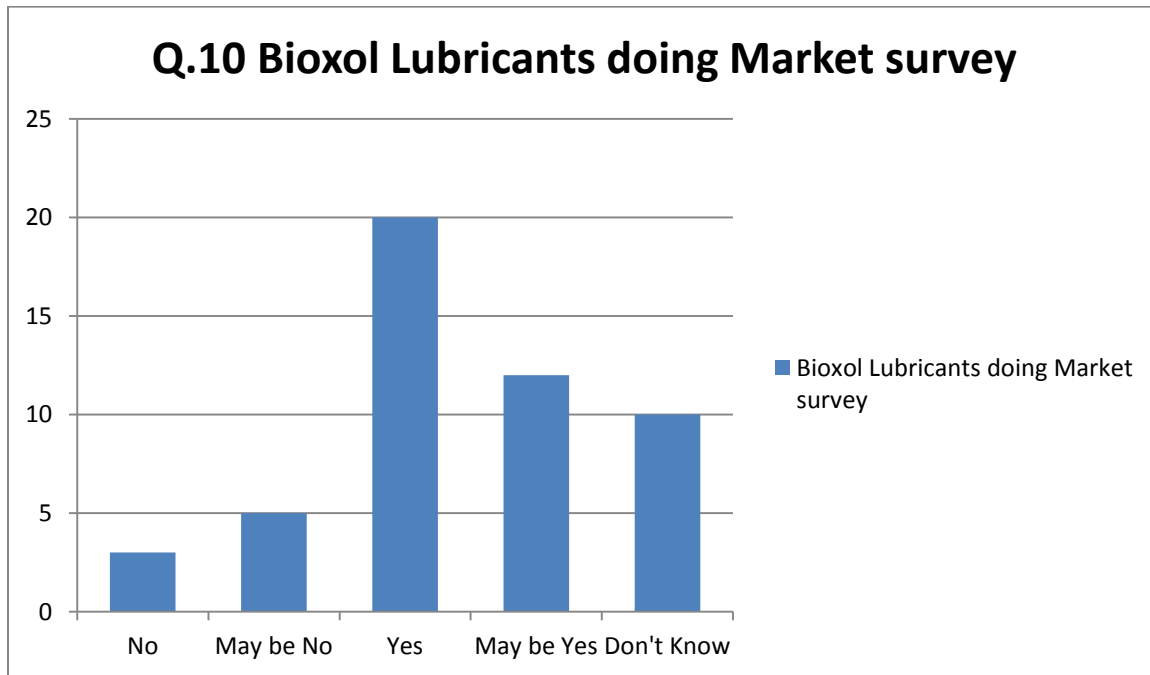


➤ **Interpretation:** Bioxol Lubricants is earning good profits.

4.1.10 THE TABLE IS SHOWING THAT THE REGULARITY OF BIOXOL MARKETING DEPARTMENT IN MARKET VISITS OR SURVEY:

Sources	Respondents	Percentage
No	3	6%
May be No	5	10%
Yes	20	40%
May be Yes	12	24%
Don't Know	10	20%
Sum	50	100%

- **Analysis:** From 50 total number of sampling 6% (i.e.3) are saying “No”, 10% (i.e. 5) are “May be No”, 40% (i.e.20) are saying “Yes”, 24% (i.e. 12) are saying “May be Yes” and 20% (i.e. 10) are saying “Don't Know”.

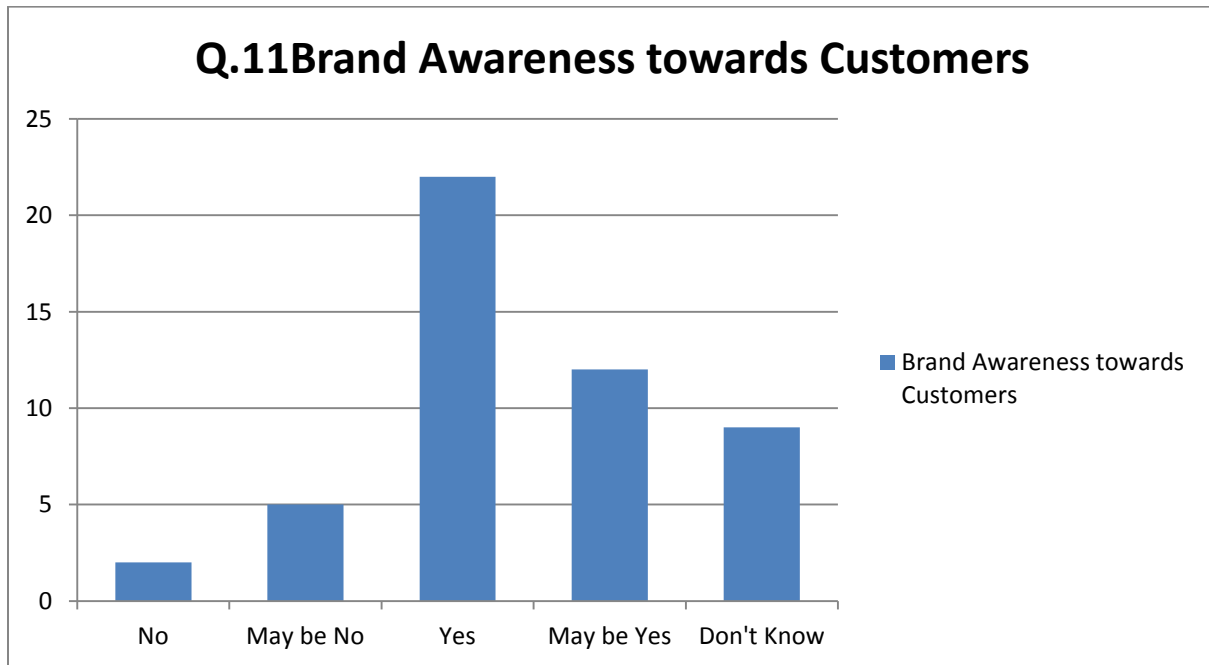


- **Interpretation:** As per the analysis it is proved that the marketing department of Bioxol Lubricants is doing regular market survey.

4.1.11 THE TABLE IS SHOWING THAT THE LEVEL OF BIOXOL BRAND AWARENESS TOWARDS THE CUSTOMERS:

Sources	Respondents	Percentage
No	2	4%
May be No	5	10%
Yes	22	44%
May be Yes	12	24%
Don't Know	9	18%
Sum	50	100%

➤ **Analysis:** From 50 total number of sampling 4% (i.e.2) are saying “No”, 10% (i.e. 5) are “May be No”, 44% (i.e.22) are saying “Yes”, 24% (i.e. 12) are saying “May be Yes” and 18% (i.e. 9) are saying “Don't Know”.

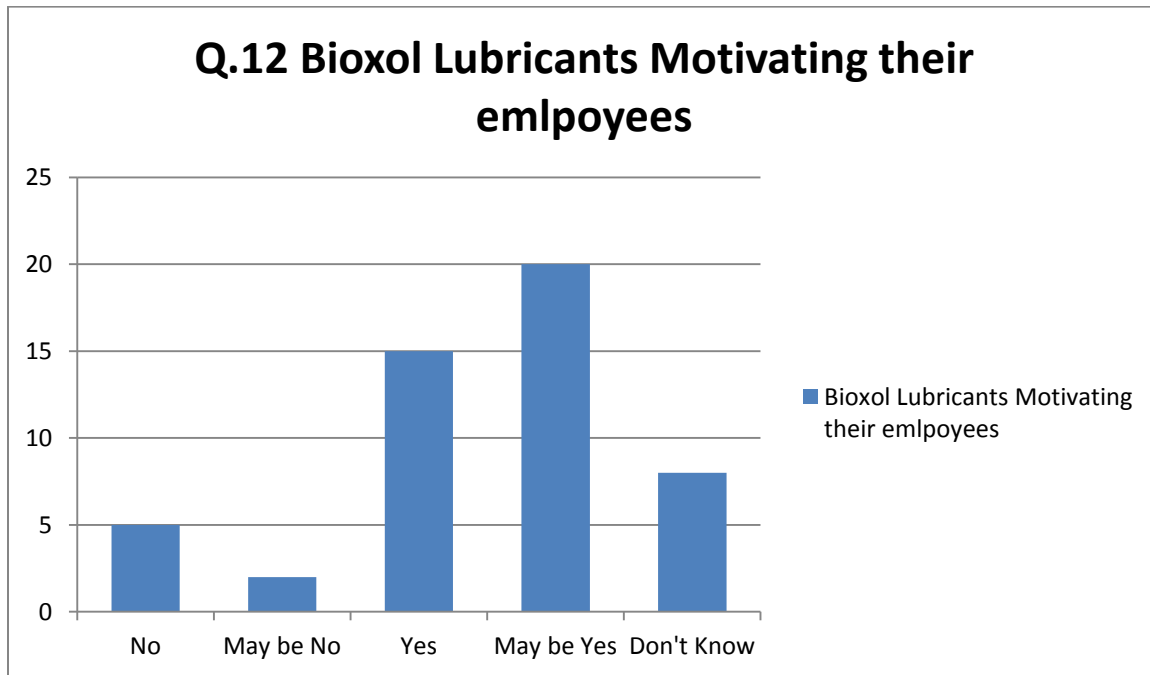


➤ **Interpretation:** As per the analysis the brand awareness of Bioxol lubricants towards their customers is high.

4.1.12 THE TABLE IS SHOWING THAT THE BIOXOL LUBRICANTS HOW MUCH MOTIVATING THEIR EMPLOYEES FOR THEIR JOB:

Sources	Respondents	Percentage
No	5	10%
May be No	2	4%
Yes	22	44%
May be Yes	12	24%
Don't Know	9	18%
Sum	50	100%

➤ **Analysis:** From 50 total number of sampling 10% (i.e.5) are saying “No”, 4% (i.e. 2) are “May be No”, 44% (i.e.22) are saying “Yes”, 24% (i.e. 12) are saying “May be Yes” and 18% (i.e. 9) are saying “Don't Know”.



➤ **Interpretation:** Bioxol Lubricants is motivating their employees for their good works.

4.1.13 THE TABLE IS SHOWING THAT THE BIOXOL LUBRICANTS WHETHER CONDUCTING TRAINING FOR EMPLOYEES OR NOT:

Sources	Respondents	Percentage
No	1	2%
May be No	7	14%
Yes	26	52%
May be Yes	10	20%
Don't Know	6	12%
Sum	50	100%

- **Analysis:** From 50 total number of sampling 2% (i.e.1) are saying “No”, 14% (i.e. 7) are saying “May be No”, 52% (i.e.26) are saying “Yes”, 20% (i.e. 10) are saying “May be Yes” and 12% (i.e. 6) are saying “Don't Know”.

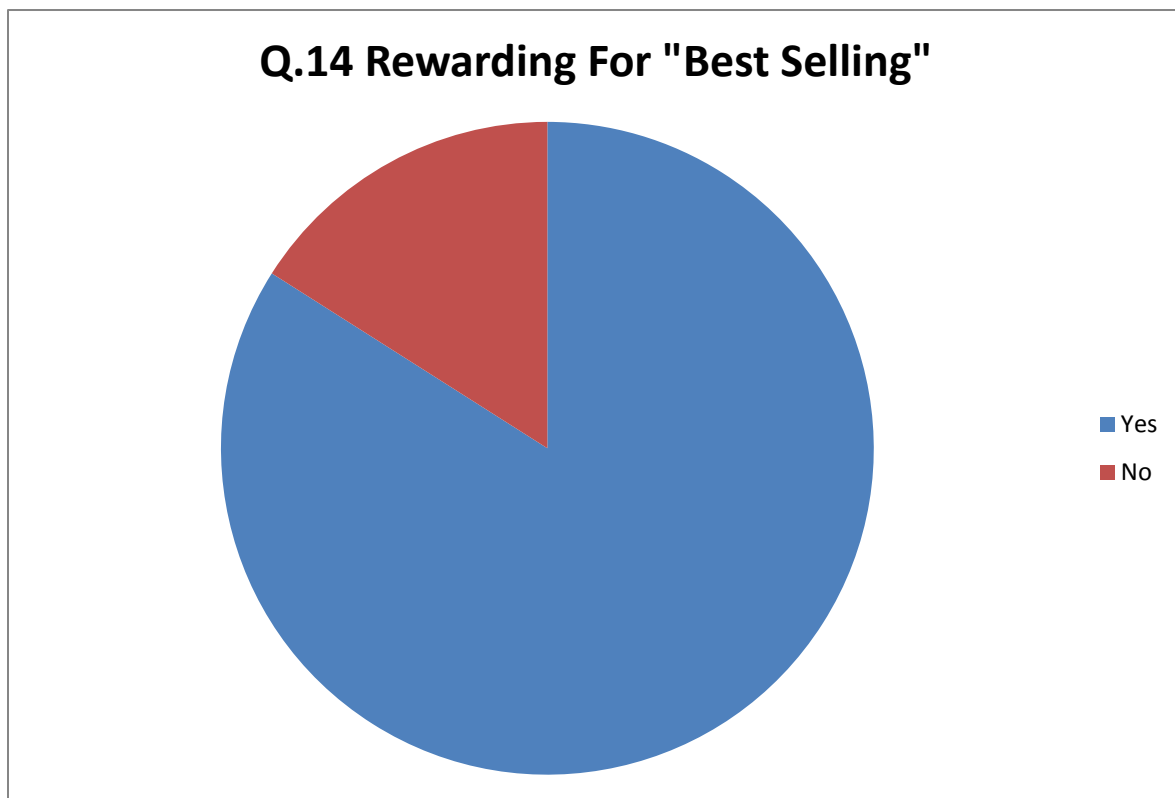


- **Interpretation:** Yes, Bioxol Lubricants is providing selling skill development training for their employees.

4.1.14 THE TABLE IS SHOWING THAT WHETHER THE BIOXOL LUBRICANTS IS REWARDING THEIR EMPLOYEES FOR “BEST SELLING” OR NOT:

Sources	Respondents	Percentage
Yes	42	84%
No	8	16%
Sum	50	100%

- **Analysis:** From 50 total number of sampling 84% (i.e.42) are saying “Yes”, 8% (i.e. 16) are saying “No”.

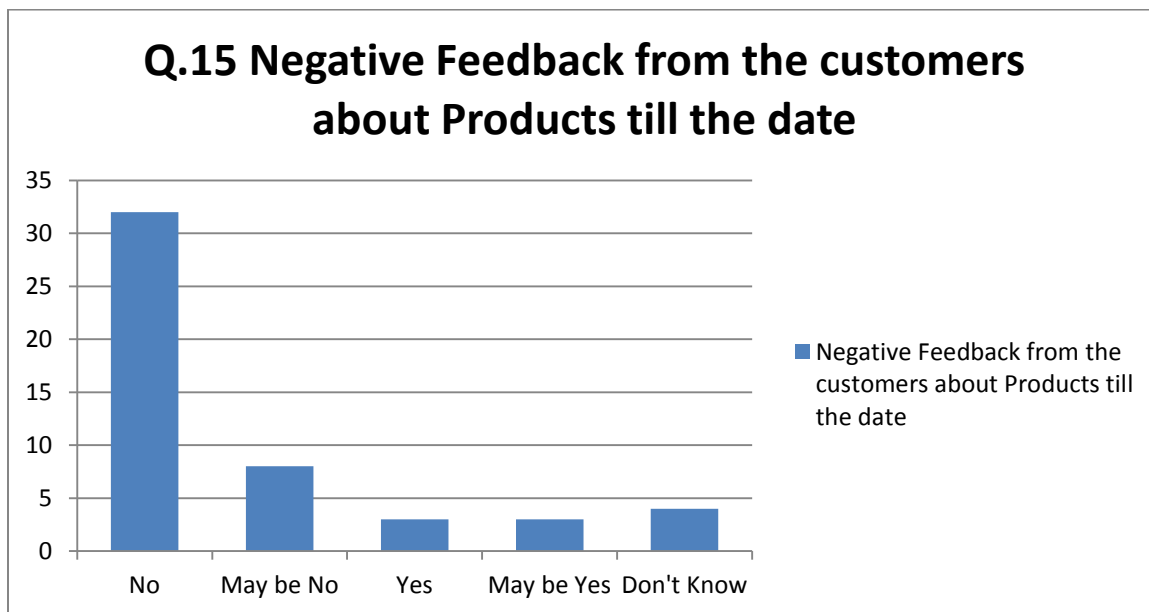


- **Interpretation:** Bioxol Lubricants is rewarding their employees for their best selling.

4.1.15 THE TABLE IS SHOWING THAT WHETHER THE BIOXOL LUBRICANTS HAD RECEIVED ANY NEGATIVE FEEDBACK OR NOT:

Sources	Respondents	Percentage
No	32	64%
May be No	8	16%
Yes	3	6%
May be Yes	3	6%
Don't Know	4	8%
Sum	50	100%

- **Analysis:** From 50 total number of sampling 64% (i.e.32) are saying “No”, 16% (i.e. 8) are saying “May be No”, 6% (i.e.3) are saying “Yes”, 6% (i.e. 3) are saying “May be Yes” and 8% (i.e. 4) are saying “Don't Know”.

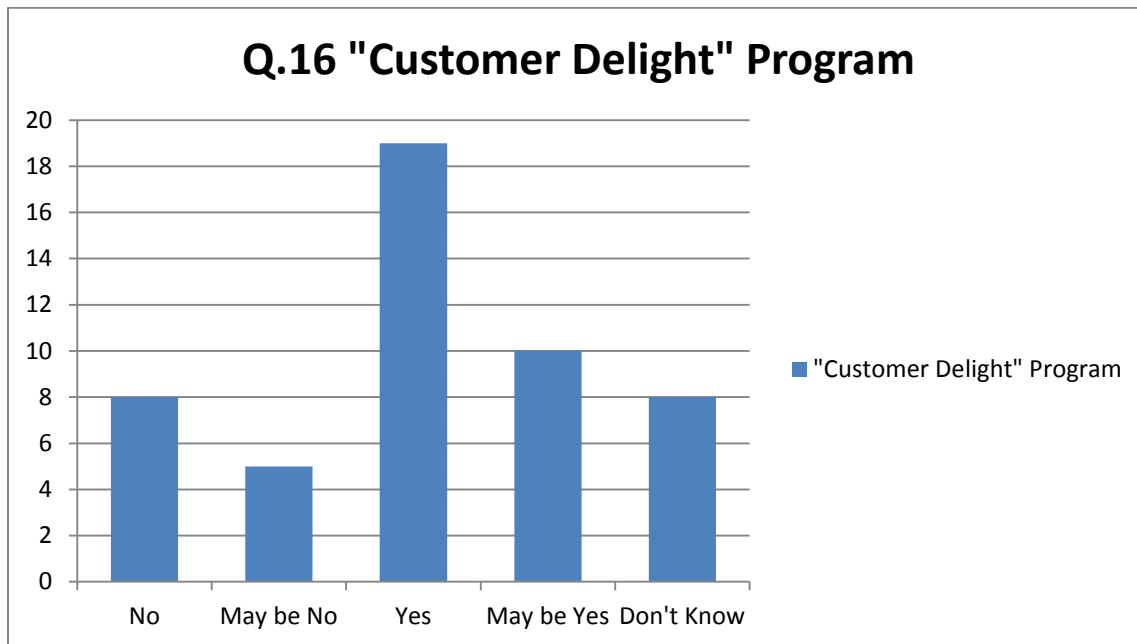


- **Interpretation:** Till now very few negative feedback about Bioxol lubricants products are received by their sellers.

4.1.16 THE TABLE IS SHOWING THAT WHETHER THE BIOXOL LUBRICANTS HAD OPENED THE “CUSTOMER DELIGHT” PROGRAM FOR THEIR CUSTOMERS OR NOT:

Sources	Respondents	Percentage
No	8	16%
May be No	5	10%
Yes	19	38%
May be Yes	10	20%
Don't Know	8	16%
Sum	50	100%

- **Analysis:** From 50 total number of sampling 16% (i.e.8) are saying “No”, 10% (i.e. 5) are saying “May be No”, 38% (i.e.19) are saying “Yes”, 20% (i.e. 10) are saying “May be Yes” and 16% (i.e. 8) are saying “Don't Know”.

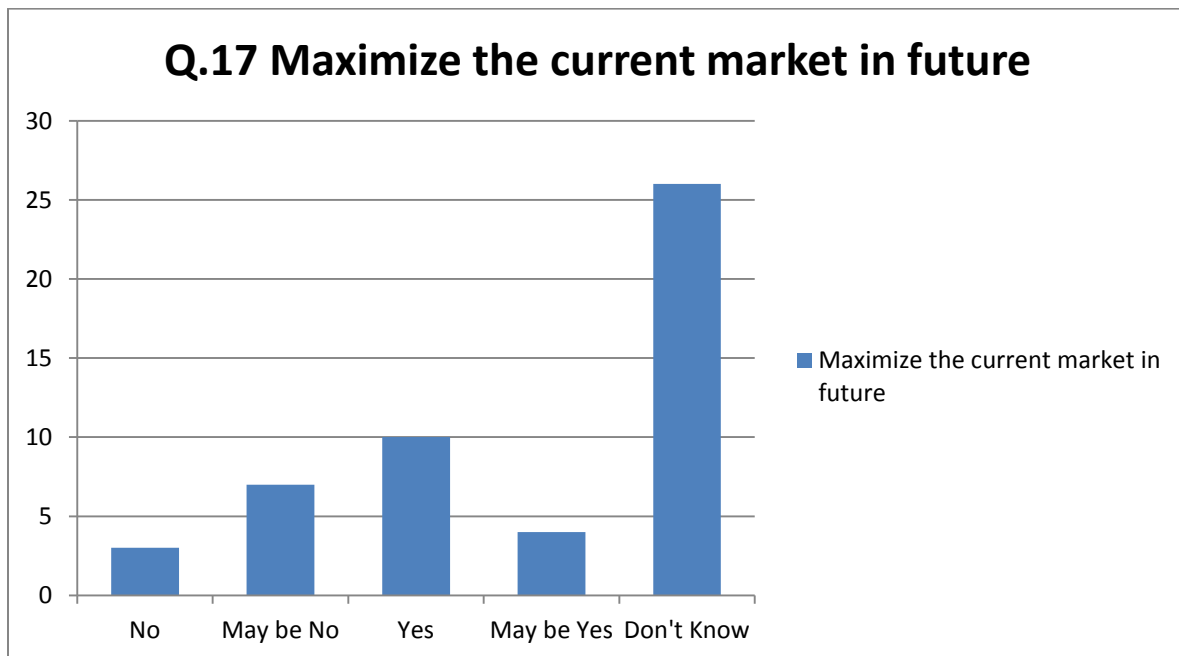


- **Interpretation:** Yes, “Customer Delight” program has been started by the Bioxol Lubricants.

4.1.17 THE TABLE IS SHOWING THAT BIOXOL LUBRICANTS WHETHER THINKING TO MAXIMIZE THE MARKET AREA OR NOT:

Sources	Respondents	Percentage
No	3	6%
May be No	7	14%
Yes	10	20%
May be Yes	4	8%
Don't Know	26	52%
Sum	50	100%

- **Analysis:** From 50 total number of sampling 6% (i.e.3) are saying “No”, 14% (i.e. 7) are saying “May be No”, 20% (i.e.10) are saying “Yes”, 8% (i.e. 4) are saying “May be Yes” and 52% (i.e. 26) are saying “Don't Know”.

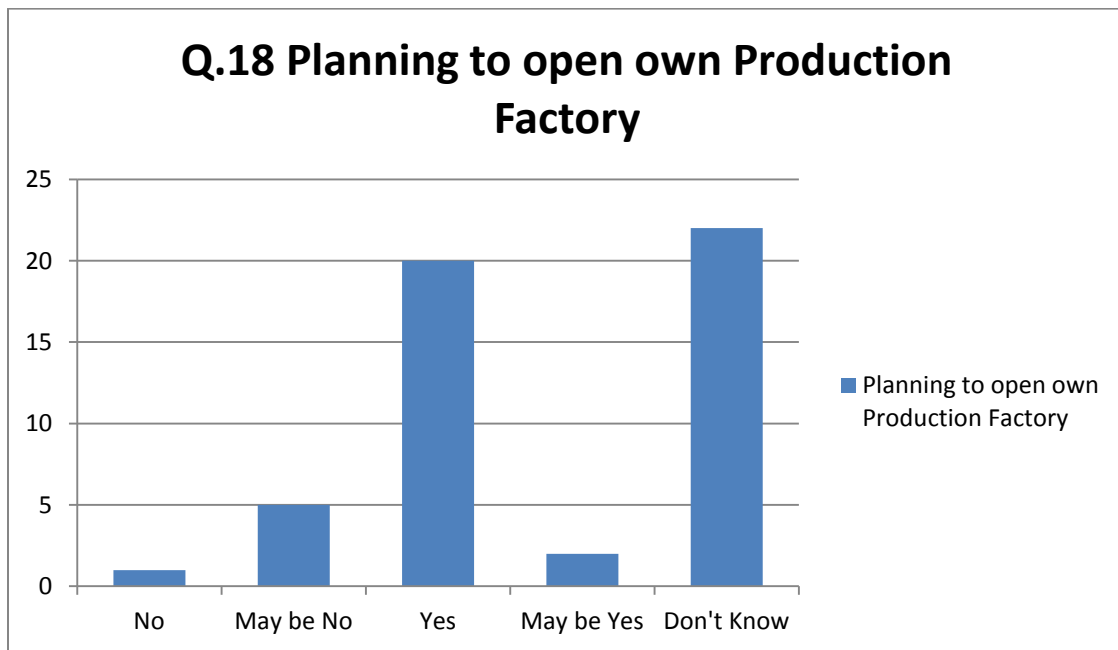


- **Interpretation:** There is some confusion about the maximizing of market by Bioxol Lubricants in future.

4.1.18 THE TABLE IS SHOWING THAT BIOXOL LUBRICANTS WHETHER THINKING TO OPEN THEIR OWN PRODUCTION:

Sources	Respondents	Percentage
No	1	2%
May be No	5	10%
Yes	20	40%
May be Yes	2	4%
Don't Know	22	44%
Sum	50	100%

➤ **Analysis:** From 50 total number of sampling 2% (i.e.1) are saying “No”, 10% (i.e. 5) are saying “May be No”, 40% (i.e. 20) are saying “Yes”, 4 % (i.e. 2) are saying “May be Yes” and 44% (i.e. 22) are saying “Don't Know”.

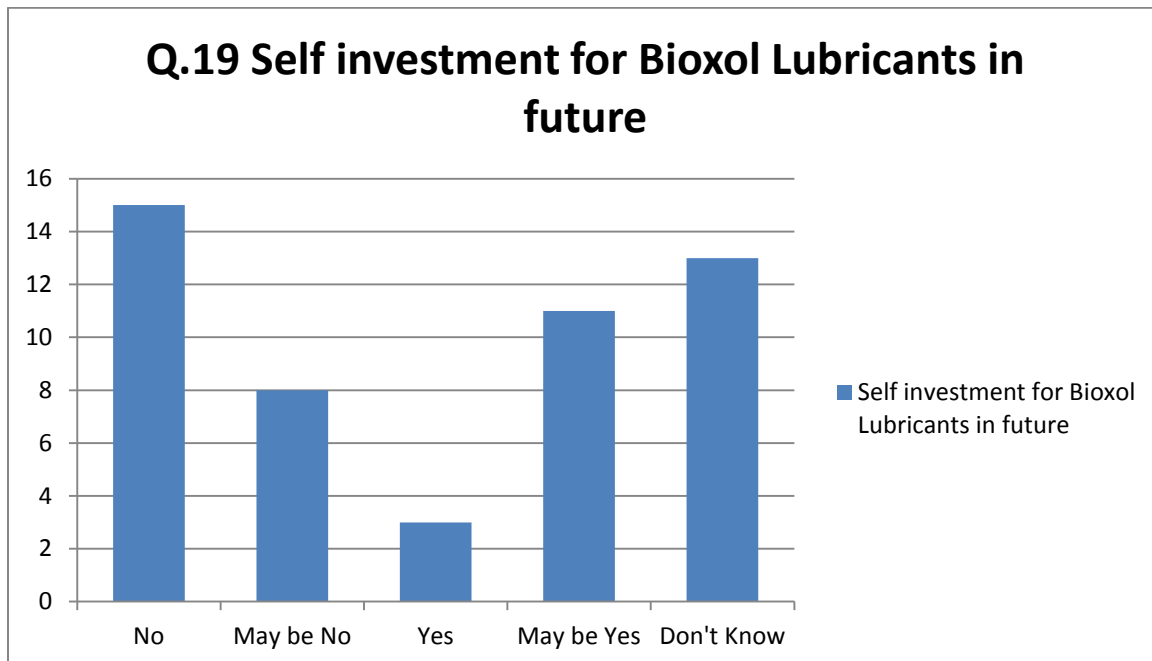


➤ **Interpretation:** Employees are really do not know whether Bioxol Lubricants will open their own factory or not.

4.1.19 THE TABLE IS SHOWING THAT BIOXOL DISTRIBUTORS OR DEALERS WHETHER LIKES TO INVEST FOR DEVELOPING TO THIS COMPANY OR NOT:

Sources	Respondents	Percentage
No	15	30%
May be No	8	16%
Yes	3	6%
May be Yes	11	22%
Don't Know	13	26%
Sum	50	100%

- **Analysis:** From 50 total number of sampling 30% (i.e.15) are saying “No”, 16% (i.e. 8) are saying “May be No”, 6% (i.e.3) are saying “Yes”, 22% (i.e. 11) are saying “May be Yes” and 26% (i.e. 13) are saying “Don't Know”.

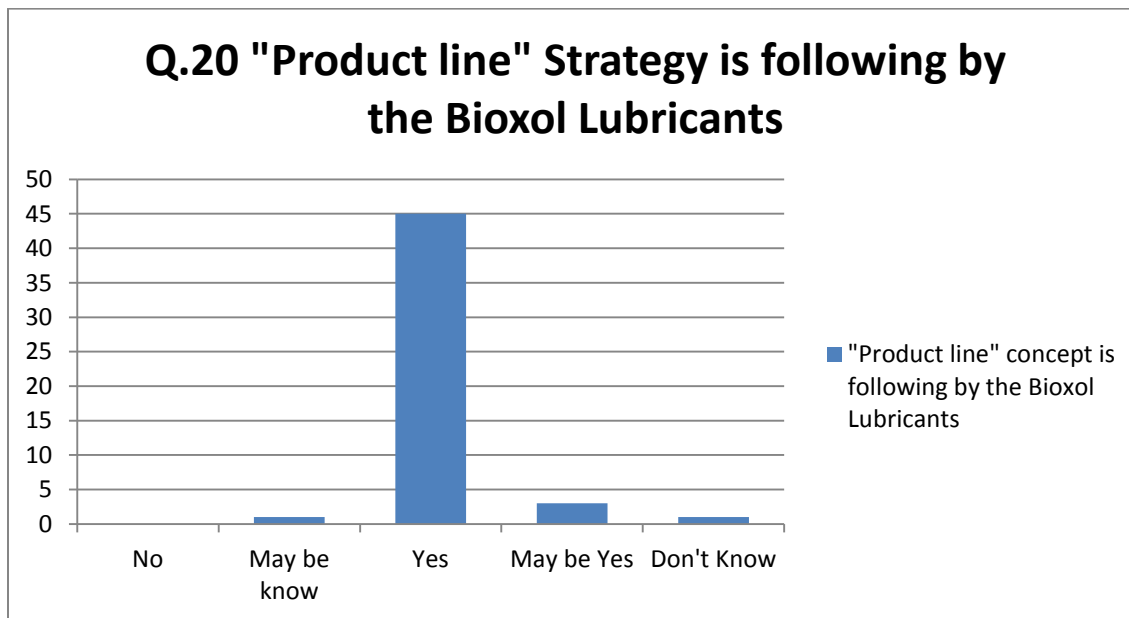


- **Interpretation:** Some Dealers and distributors of Bioxol Lubricants are wants to invest their money in this company from their profits.

4.1.20 THE TABLE IS SHOWING THAT BIOXOL LUBRICANTS WHETHER FOLLOWING THE “PRODUCT LINE” STRATEGY OR NOT:

Sources	Respondents	Percentage
No	0	0%
May be No	1	2%
Yes	45	90%
May be Yes	3	6%
Don't Know	1	2%
Sum	50	100%

- **Analysis:** From 50 total number of sampling 0% (i.e.0) are saying “No”, 2% (i.e. 1) are saying “May be No”, 90% (i.e.45) are saying “Yes”, 6% (i.e. 3) are saying “May be Yes” and 2% (i.e. 1) are saying “Don't Know”.



- **Interpretation:** As per the analysis it is proved that, the Bioxol Lubricants are following “Products Line” strategy to capture more customers.

4.2 STATISTICAL TOOLS RESULTS:

H0: The association between overall monthly selling of Bioxol Lubricant products and customers feedback on Bioxol products is insignificant.

Ha: The association between overall monthly selling of Bioxol Lubricant products and customers feedback on Bioxol products is significant.

Correlations

		Q3. What is monthly selling overall satisfaction level of Bioxol Lubricant Products?	Q4. What kind of positive Feedback of Customers for Bioxol Products?
Q3. What is monthly selling overall satisfaction level of Bioxol Lubricant Products?	Pearson Correlation	1	.304*
	Sig. (2-tailed)		.032
	N	50	50
Q4. What kind of Positive to Negative Feedback of Customers for Bioxol Products?	Pearson Correlation	.304*	1
	Sig. (2-tailed)	.032	
	N	50	50

*. Correlation is significant at the 0.05 level (2-tailed).

Interpretation: The correlation between overall monthly selling and Feedback of customer for Bioxol lubricant products is significant and the significant value is **0.032** with positive which is less than 0.05. It means there is relation between monthly overall Bioxol Lubricant products selling satisfaction level and Customer's feedback on Bioxol Lubricant products. Overall Monthly selling is increasing when customers are started liking the products.

CHAPTER: 5

**SUMMARY OF FINDINGS, SUGGESTION
& CONCLUSION**

SUMMARY OF FINDINGS

- The overall study is able to find out that the company products are really attracting the customers.
- This study is able to measure the current ability of the company for taking entry in large market in future.
- This study is able to find out the relationships between service person and customers.
- This study is able to find out the future investors availability of the company.
- This study is able to find out that how much company thinks about their customers.
- This study is able to find out the negative feedback availability & and the percentage of negative feedback about the products from the customers.
- The study is also finding out the customer perception about the company product in current business situation.
- This study is able to find out the total market control system of company.

SUGGESTIONS

- The relationship between Service staff and Customers should be improved.
- The business communication with the all distributors should be developed.
- The company should open a Complain desk for the customers.
- Product promotional activities should be increase to attracting more customers.
- The company should taking entry in a large market, slowly.
- The company should target the local Motor-garage to sampling the products.
- The company should allow all distributors, if they want to invest their profits for development the business.

CONCLUSION

The basic importance behind studying of customers' preference of products is playing a vital role in our lives. We are basically spent many times directly in the market place for eating or other activities. A large amount of additional time we spent in thinking about the products and services which we wants from the marketers, and also this things discuss with our friends, and also seeing the advertisements about them.

This paper is depending on some important reviews of finding of recent studies aim at identifying the changing trends of customer preference sources by the global organization. While taking decision of this study, it was felt that the findings could reflect the distinct direction and could give us more precise picture of recent and changing trends of using lots of other sources of marketing strategy to identify customer preferences across the lubricant markets.

This study discloses the things related to customers preference of Bioxol Lubricants products, which are only 7 to 8 months old in the selected market. Where various kinds of large and popular competitors are already had capture biggest area of market across the India.

BIBLIOGRAPHY

ARTICLES

- Abdul Brosekhan and Muthu Velayutham (2014), Cultural Factor Highly Influences on Consumers & Their Buying Behaviour – In Indian Context, IOSR Journal of Business and Management, IOSR-JBM, pp. 17-24. www.iosrjournals.org
- IOSR Journal of Business and Management (2015), Volume 17(2), pp. 35-40 www.iosrjournals.org
- Kristy E. Reynolds and Sharon E. Beatty (1999), Customer Benefits and Company Consequences of Customer-Salesperson Relationships in Retailing, Journal of Retailing, Volume 75(1), pp. 1132
- Kritika Joshi and Vandana Gupta (2012), Cultural Influences on Indian Consumer and Their Buying Behaviour, International Journal of Social Sciences & Interdisciplinary Research, Vol.1(6), pp.43-46
- Lubricants and Lubrication. 2nd Ed. Edited by Th. Mang and W. Dresel Copyright 4 2007 WILEY-VCH Verlag GmbH & Co. KGaA, Weinheim ISBN: 978-3-527-31497-3
- Ramendra Singh, Pramod Paliwal and Sanjay Sakariya (2011), Prabhar Oil Company, and distribution challenges in the Indian lubricants industry, Emerald Emerging Markets Case Studies, Vol 4, pp.51 <https://doi.org/10.1108/20450621111110672>
- Saha, Debanjan and Gopal, Ramamirtham (2014), IUP Journal of Marketing Management; Hyderabad, Vol 13(4), pp. 23-37.

- Sameera, P. (2015), A Study on the Customer Satisfaction in the Organized Retail Outlets, EPRA, International Journal of Economics And Business Review, Vol.3(1), pp.21-27
- Svatosova Veronika (2013), Motivation of Online Buyer Behaviour Journal of Competitiveness, Vol. 5(3), pp. 14 – 30.
- Testing Oil Refiners' Conduct in Korea: A Differentiated Product Approach Yangsoo Jin First published: 10 June 2014 <https://doi.org/10.1111/asej.12031>
- Walter J. Mead (1968), Natural Resources Journal, Regents of the University of New Mexico on behalf of its School of Law, Vol. 8(4), pp. 604-631. <https://www.jstor.org/stable/24880013>
- Zain-Ul-Abideen and Salman Saleem (2018), Effective advertising and its influence on consumer buying behaviour, European Journal of Business and Management, Vol 3(3). www.iiste.org
- Zuroni Md Jusoh Goh Hai Ling (2012), Factors Influencing Consumers' Attitude Towards e-commerce Purchases Through Online Shopping, International Journal of Humanities and Social Science, Vol.2(4), pp. 43-48.
- A Market Research and Analysis Report on Vegetable-Based Industrial Lubricants Ronald A. Padavich and Lou Honary SAE Transactions Vol. 104, Section 4: JOURNAL OF FUELS & LUBRICANTS (1995), pp. 845-854 Published by: <https://www.jstor.org/stable/44615134>
- www.bioxol.in

ANNEXURE

Questionnaire

- **Name:**
- **Designation:**
- **Location:**

1. Are you only purchasing the Bioxol Product?

- (a) Yes [] (b) No []

2. If it is “No” then which other lubricant company’s products you are purchasing? Mention the company name.

➤

3. As per your monthly selling of the Bioxol Products how much you are satisfied?

- (a) Extremely dissatisfied []
➤ (b) Somewhat dissatisfied []
➤ (c) Neither satisfied nor dissatisfied []
➤ (d) Somewhat satisfied []
➤ (e) Extremely satisfied []

4. What kind of feedback about Bioxol Products you are getting from your customers?

- (a) Extremely negative []
➤ (b) Somewhat negative []
➤ (c) Neither positive nor negative []
➤ (d) Somewhat positive []
➤ (e) Extremely positive []

5. According to you Bioxol products can be able to compete the other lubricants companies in future?

- (a) No []
- (b) May be No []
- (c) Yes []
- (d) May be Yes []
- (e) Don't Know []

6. According to your "Customer Feedback Register" how much your customers satisfied through your service delivery?

- (a) Extremely dissatisfied []
- (b) Somewhat dissatisfied []
- (c) Neither satisfied nor dissatisfied []
- (d) Somewhat satisfied []
- (e) Extremely satisfied []

7. Current market scenario of the Bioxol Lubricants is satisfying you?

- (a) No []
- (b) May be No []
- (c) Yes []
- (d) May be Yes []
- (e) Don't Know []

8. Are you really satisfied with this company's business?

- (a) Extremely dissatisfied []
- (b) Somewhat dissatisfied []
- (c) Neither satisfied nor dissatisfied []
- (d) Somewhat satisfied []
- (e) Extremely satisfied []

9. Are you getting profits from selling of the Bioxol Products?

- (a) No []

- (b) May be No []
- (c) Yes []
- (d) May be Yes []

10. Is Marketing department regularly doing the market visit or survey in your area?

- (a) No []
- (b) May be No []
- (c) Yes []
- (d) May be Yes []
- (e) Don't Know []

11. Is Brand awareness towards the customers developing by Bioxol Lubricants?

- (a) No []
- (b) May be No []
- (c) Yes []
- (d) May be Yes []
- (e) Don't Know []

12. Is Bioxol Lubricants really motivating you for your job?

- (a) No []
- (b) May be No []
- (c) Yes []
- (d) May be Yes []
- (e) Don't Know []

13. Is Bioxol Lubricants conducting training to developing your selling techniques?

- (a) No []
- (b) May be No []
- (c) Yes []
- (d) May be Yes []
- (e) Don't Know []

14. As per the “Best Selling”, is Bioxol Lubricants rewarding you?

- (a) Yes []
- (b) No []

15. Till the date any Negative feedback on Bioxol Products did you had received?

- (a) No []
- (b) May be No []
- (c) Yes []
- (d) May be Yes []
- (e) Don't Know []

16. Is “Customer Delight” program opened for the customers?

- (a) No []
- (b) May be No []
- (c) Yes []
- (d) May be Yes []
- (e) Don't Know []

17. Is Bioxol Lubricants thinking to maximize the market area?

- (a) No []
- (b) May be No []
- (c) Yes []
- (d) May be Yes []
- (e) Don't Know []

18. Is the Bioxol Lubricants thinking to open their own Lubricant producing factory?

- (a) No []
- (b) May be No []
- (c) Yes []
- (d) May be Yes []
- (e) Don't Know []

19. Would you like to invest from your profit to development of Bioxol Lubricants?

- (a) No []
- (b) May be No []
- (c) Yes []
- (d) May be Yes []
- (e) Don't Know []

20. Is the "Product Line" concept followed by Bioxol Lubricants for more selling?

- (a) No []
- (b) May be No []
- (c) Yes []
- (d) May be Yes []
- (e) Don't Know []



ACHARYA INSTITUTE OF TECHNOLOGY
DEPARTMENT OF MBA

PROJECT(17MBAPR407) -WEEKLY REPORT

NAME OF THE STUDENT: DHRUBAJOTI CHAKRABORTY

INTERNAL GUIDE: PROF. ARUNDATHI K.L

USN: 1AZ17MBA17

COMPANY NAME: BIOXOL LUBRICANTS

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		

BIOXOL INDIA GROUP & CO.

Partner

Company Seal



College Seal

HOD Signature

Head of the Department
Department of MBA
Acharya Institute of Technology
Jidevanahalli, Bangalore-560 10.