

Project Report (17MBAPR407)

**“A STUDY ON INDUSTRIAL BUYING BEHAVIOUR WITH SPECIAL
REFERENCE TO VJ INDUSTRIES”**

BY
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USN: 1AZ17MBA35
Submitted to

VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI



In partial fulfillment of the requirements for the award of the degree of
MASTER OF BUSINESS ADMINISTRATION
Under the guidance of

INTERNAL GUIDE

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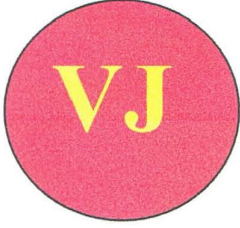
EXTERNAL GUIDE

Mr. SANKET
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March 2019



VJ Industries

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Date 17/02/2019

TO WHOM SO EVER IT MAY CONCERN

This is to certify that Mr. .Ranjith H S bearing USN 1AZ17MBA35.Student of Acharya Institute of Technology. Bonaire, pursuing MBA 4th Semester has successfully completed his Intrenship Training on “A STUDY ON INDUSTRIAL BUYING BEHAVIOUR WITTH SPECIAL REFRENCE TO V J INDUSTRIES” in our organization {V J Industries} for a period of 6 weeks from 03/01/2019 to 22/02/2019 .During this association with us, he executed the work assigned to him very diligently.

During this tenure we found him to be very keen in learning. His conduct during this period was satisfactory.

We wish him all the very best in future endeavors.

FOR,
VJ Industries



Authorized signature



ACHARYA INSTITUTE OF TECHNOLOGY

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

Date: 09/04/2019

CERTIFICATE

This is to certify that **Mr. Ranjith H S** bearing **USN 1AZ17MBA35** 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 Industrial Buying Behaviour with Special Reference to V J Industries, Bangalore**” 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.

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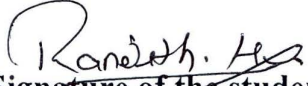
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DECLARATION

I, **Ranjith H S** , hereby declare that the Project report entitled "A STUDY on Industrial Buying Behaviour with Special Refrence To V J Industries " prepared by me under the guidance of ARUNDATHI K L, Asst. Professor, M.B.A Department, Acharya Institute of Techonology and external assistance by Mr SANKET, Marketing Manager, V J Industries.I also declare that this project work is towards the partial fulfillment of the university regulations for the award of degree of Master of Business Administration by Visvesvaraya Technological University, Belagavi. I have undergone a summer project for a period of six weeks. I further declare that this Project is based on the original study undertaken by me and has not been submitted for the award of any degree/diploma from any other University / Institution.

Place:


Signature of the student

Date

ACKNOWLEDGEMENTS

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,Department of MBA,Acharya Institute of Technology,Bengaluru for their kind support and encouragement in completion of the Internship Report.

I would like to thank **ARUNDATHI K L**, Asst. Professor, Department of MBA, Acharya Institute of Technology, Bengaluru and external guide **Mr.SANKET**, Marketing manager, V J Industries,Bengaluru, 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:

RANJITH H S

1AZ17MBA35

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Executive Summary

A significant division of the advertising and selling technique is to be privy to why a purchaser or client make a acquire and lacking of an expertise, organizations discover it difficult to react to the clients wants and needs. A huge a division of the present day creative writing worried about a business client conduct has tend to focal point on modelling and mapping the industrial purchaser conduct. but, scarce research has been found on how the industrial customer behaves whilst faced with an intensive product innovation. This study will offer precious data about business purchaser behavior that is probably useful to entrepreneurs. This thesis may be carried out via the use of a deductive and qualitative technique. A case have a study technique become used with the chosen corporations within the VJ industries Semi-dependent interviews and a survey had been used to acquire primary facts; secondary records end up collected through internet pages. Our findings from this groups show that the economic client behaviour is affected. the use of the purchase grid framework we see that the technique, the stairs, doesn't trade but inside the steps distinct moves are taken. but, the selection centre [selection business enterprise] becomes greater complicated and extra people are concerned in the decision gadget when faced with a thorough product. The maximum notable factors influencing the choice centre in this situation is the dimensions of the organization, the complexity of the product, the functional and economic danger, the significance of the selection accessible and private experience. The provider criterion is going from being fee orientated inside the case with a product inside the route of being extra dealer orientated at the same time as faced with a product. This test does not aim to analyze how corporations should market their merchandise and neither does it try and generalize conclusions about business consumer behaviour. This trouble is because of the small sample used.

key phrases: business client behaviour, enhancements, merchandise, advertising and advertising, commercial buying, enterprise purchaser method.

CHAPTER 1

INTRODUCTION

1.1 Introduction

Commercial and corporate entrepreneurs have frequently been entreated to base their strategy on cautious appraisal of buying behaviour interior key money owed and in essential marketplace segments. business shopping for takes area inside the context of a right corporation influenced by means of manner of a budget, cost and profit issues. moreover, organizational (i.e., enterprise and institutional) buying usually includes many human beings within the preference device with complex interactions among humans and among man or woman and managerial desires. The manufacturing dealer might found a version of customer behaviour beneficial in figuring out those key elements influence reply to selling attempt. it could assist the marketer examine available statistics about the marketplace and discover the need for additional facts. Any such version also could help specify objectives for advertising attempt, the forms of facts wished by diverse buying selection makers, and the requirements to make these selections. A framework for reading managerial shopping for behavior may want to beneficial aid in the layout of advertising and marketing approach.

conventional view of organizational searching for have lacked comprehensiveness. The literature of economics, buying, and, to a restricted degree, advertising has emphasised variables related to the shopping for undertaking itself and "rational" economic factors. In the ones economic perspectives, the goal of buying is to accumulate the minimum fee or the lowest standard charge-in-use {as within the substances control version). a number of the fashions focusing at the buying project have emphasized factors that aren't strictly monetary, which encompass reciprocal buying agreements, and different constraints on the purchaser, collectively with supply loyalty.

exclusive traditional perspectives of managerial searching for err inside the contrary path, emphasizing variables inclusive of emotion, personal desires, and internal politics which is probably involved inside the looking for selection machine but no longer related to the desires of the looking for challenge. This "nontask" emphasis is visible in fashions that emphasize the buying agent's hobby in acquiring personal favors, in improving his very very own ego, or in lowering perceived chance. Different no task fashions have emphasized buyer-salesman interpersonal interplay and the many associations with people worried inside a shopping for manner more the years.

Abstract structure

For you to evaluate the commercial shopping behavior a clear know-how of how those different fields relate to each other. Figure 1 visualizes the relation among the buying center, purchase grid framework and the suppliers' criteria. This targets to assist us in our evaluation, it visualizes the relationships and how it influences each other.

It isn't always clear to develop a model that suits in all situations for business buyer behavior. The purchaser choice system will most often change from one situation to another relying on which factors impact the choice in every unique situation (Parkinson & Baker, 1986). However, Robinson et al (1967) have advanced a model called the purchase grid framework wherein they combine the 8 staged customer decision in technique [fig 4] with the 3 exclusive buying conditions. This framework illustrates the procedure of a commercial client moving through finding a need/identifying a problem toward buying and evaluating it. Depending on the buyclass the exclusive steps end up greater or less critical.

There are 5 distinctive variables that influence the buying middle;

- (1) Buyclasses; have a right away have an impact on the buying center. According to the economic shopping for idea, the shopping for middle searches for greater records if they're facing a new venture and thereby it decreases uncertainty.
- (2) degree of complexity; this variable includes sorts of regions; the complexity of the buying scenario and; the complexity of the product (Dadzie, Johnson et al 1999). In keeping with Bonoma (1982), the better the level of complexity (buying state of affairs & product), the greater people involved in the shopping for center.
- (3) significance; the diploma of significance is described as how plenty the purchase has affect at the corporations productiveness and profitability. Bonoma (1982) argues if the diploma of importance and complexity is low, one single individual can keep all roles in the selection center. (four) danger; if the economic purchaser experience more danger with the acquisition the degree of have an effect on and involvement inside the buying middle increases. This is achieved that allows you to reduce and minimize capacity risks.

The essential statement of our more complete model is so as to directorial trade is a choice-make process performed near using persons, in interplay by different humans, and inside the context of a formal agency. The business enterprise, in flip, is prompted by using a diffusion of forces inside the environment. Consequently, the four training

of variables figuring out organizational shopping for conduct are person, social, organizational, and environmental. interior each elegance, there are sizeable classes of variables: those directly related to the shopping for problem, called assignment variables, and people that increase beyond the buying trouble, known as nontask variables.

The difference among venture and nontask variables applies to all of the instructions and subclasses of variables. it's far seldom viable to choose out a given set of variables as solely undertaking or nontask; rather, any given set of variables may have both undertaking and nontask dimensions, even though one length may predominate. as an instance, reasons will necessarily have each dimensions—the ones pertaining to without delay to the buying trouble to be solved and people within the predominant involved with non-public desires. those motives overlap in plenty of vital respects and want no longer warfare; a sturdy sense of private involvement can create more powerful buying choices from an organizational point of view. Organizational shopping for behavior is a complicated gadget (rather than a single, immediate act) and entails many folks, more than one goals, and probably conflicting desire criteria. It often takes region over an prolonged time body, requires information from many sources, and encompasses many interorganizational relationships. The organizational searching for technique is a form of trouble-solving, and a shopping for scenario is created whilst a person in the organisation perceives a problem—a discrepancy among a desired final results and the triumphing state of affairs that can probable be solved via some buying motion. managerial trade behavior includes all activities of organizational participants as they outline a searching for scenario and pick out, examine, and choose among alternative manufacturers and .carriers. The purchasing for middle includes all participants of the corporation who are concerned in that system. the roles worried are the ones of character, influencer, decider, purchaser, and gatekeeper (who controls the float of statistics into the looking for middle).members of the buying center are encouraged through the use of a complicated interaction of person and organizational goals. Their relationships with one another involve all the complexities of interpersonal interactions. The formal agency exerts its affect on the shopping for center thru the subsystems of tasks, form (verbal exchange, authority, popularity, rewards, and artwork waft), generation, and those. in the end, the entire commercial enterprise enterprise is embedded in a hard and fast of environmental

influences consisting of monetary, technological, bodily, supporting, criminal, and civilizing services.

1.2 INDUSTRY PROFILES

SUMMARY OF VEHICLE MANUFACTURING

The automobile industry in India is one of the largest in-the-world markets. It is one of the fastest growing markets globally, but currently feels flat or bad increases. India's passenger product and industrial vehicle manufacturing industry is the world's sixth largest producer in 2013 with over 3.9 million units annually. According to the current reports, India has surpassed Brazil and is the 6th largest passenger car manufacturer in the world, with 16 to 18 2012 and 2013 by defeating ancient and new automobile manufacturers such as Belgium, the United Kingdom, Italy, Canada, Mexico, Russia, Spain and Brazil. Sold almost 3 million gadgets percentage sales. In 2009, Asia was the fourth largest exporter of passenger products behind Japan, South Korea and Thailand.

By 2010, India is home to 40 million passenger automobiles. In 2010, the number of automobiles in India was three, with an increase of 33.9%. (After China) We have made the fastest growing car market in the 12th month of the world. According to the Society of Indian Car Manufacturers, annual automobile advertising is expected to increase to four million by 2016, but it is not expected to be 5 million previously.

Most of the manufacturing industry industry in India is based on round three groups in South, West and North. The southern cluster with Chennai has 35% of revenue. 33% contribute to the western hub market near Mumbai and Pune and contributes 32% to the North Cluster in the National Capital Region. India has operations of Chennai, Ford, Hyundai, Renault, Mitsubishi, Nissan, BMW, Hindustan Industries, Daimir, Caparo, Mini and Datsun. Chennai accounts for 60% of the United States automobile exports. Gurgaon and Manesar in Haryana form a northern group, based in the United States' largest producer, Maruti Suzuki. The Chakan Hall near Pune, Maharashtra is a western cluster with industries located near the Standard Industries, Volkswagen, Škoda, Mahindra and Mahindra, Tata Industries, Mercedes-Benz, Land Rover, Jaguar, Fiat and pressure industries. The Nashik SUV's assembly unit, Mahindra and Mahindra's main source, is part of the Western Cluster's paper along with Aurangabad's Audi, Škoda and Volkswagen. Another developing cluster is in Gujarat, Tata Nano intentionally intended for the production of Generoc Industries in Hanol and their plot in Sanand. The lifetime of Ford, Maruti Suzuki and Peugeot-Citroen plants is ready to come in Gujarat. Kolkata

and Hindustan Industries, Noida Honda and Bangalore with several automobile manufacturing areas along with Toyota .

South Korea's Kia Industries Corp is close to finalizing the website for its first manufacturing facility in India, attracting US \$ 1 billion (Rs 6, seven-hundred crore) investment. It is taking a long decision in Andhra Pradesh and Maharashtra. The mission of the mission is to end the end of 2018 or 2019.

1.3 COMPANYPROFILE

1. Background

Organizational studies is "the exam of how individuals assemble organizational systems, techniques, and practices and the way these, in turn, shape social family members and create institutions that in the long run impact humans", organizational research incorporate special regions that cope with the distinct factors of the agencies, among the tactics are functionalist however critical studies additionally offer alternative body for knowledge inside the discipline.

Essential to the observe of control is organizational change. With the recent ancient flip, there's developing hobby in ancient organization studies, promising a more in-depth union between organizational and ancient research whose validity derives from historic veracityand conceptual rigor, improving understanding of ancient, contemporary and destiny directed social realities

V J INDUSTRIES personal restrained is a personal constrained company integrated on .it's miles classified as Indian Non-authorities organisation and is registered at RoC-Bangalore. Its permissible quantity funds is Rs. 10000000 in addition to its salaried awake assets is Rs. 9000000.

V J INDUSTRIES personal restricted 's Annual Popular Assembly (AGM) has changed to the final position on 2015-09-30. As is the case with the Ministry of Corporate Affairs (MCA), the closure filed by this industry stable sheet on 2015-03-31.

Registration variety of the agency is 50226. U29253KA2009PTC050226 is the company identity quantity (CIN) of this agency. Its registered cope with is A290, sixth primary, second stage, Bangalore, Karnataka, 560058.

capabilities and Capacities:

methods, Machineries and accessories used for various machining procedure permits to provide complicated profiles and shapes required for precision tooling industry at an accuracy stage of two to five microns. if you want to attain quality standards the entire machining activities are completed in a managed environment, in order that temperature difference doesn't motive any deviations inside the jobs while measured at client give up.

Nature of business

V.J Industries can meet all your metal fabrication needs, from mild fabrication of steel, stainless steel and aluminium. They deliver on spec, on time, and on finances. that is how They establish lengthy-term relationships and the purchaser loyalty they have got loved.

V J Industries private limited was registered at Registrar of businesses Bangalore on 24 June, 2009 and is labeled as employer restrained by using stocks and an Non-executive company.

V J Industries private constrained's corporate identity quantity (CIN) is U29253KA2009PTC050226 and Registration quantity is 050226.

V J Industries personal limited registered cope with on record is A290, 6th primary, second stage Peenya

Industrial Area Bangalore KA 560058 IN,

-

1.4 Promotors

Active Directors
Director Name
Ram Ramanathan
Balakrishnan Srinivasan
Anuradha Ramanathan
Balakrishnan Jagatharini

Department in VJ industries

- ✓ Marketing Department.
- ✓ Store.
- ✓ Guidance responsibility.
- ✓ Designing unit
- ✓ manufacturing section.
- mechanism Tool structure.
- N.C. Shop.
- Warmth action structure.
- Excellence manages.
- Tool meeting.

Techniques used in fabrication:

Whilst fabricating or shaping parts, numerous strategies are used to put off unwanted steel,

Amongst these are:

- Electrical discharge machining

- Grinding (abrasive reducing)
- Multiple edge reducing equipment
- Unmarried aspect cutting gear

other strategies are used to add favoured material. Devices that fabricate components by using Selective addition of cloth are called speedy

Value statement:

- Purchaser satisfaction
- Cost –powerful running
- Passionately ensuring best
- Empowering humans
- Enterprise ethics and transparency business strategies.
- Effective utilization of Man power
- Technology up gradation
- Capacity building

1.5 Vision mission ,quality policy

Vision:

- The VJ industries Pvt ltd vision is:
- To maintain zero customer complaint and produce good products

Mission statement:

The VJ industries PvtLtd missions are:

- agency acknowledges the obligations as corporate residents to foster development and to promote the overall welfare of the society.
- organization will exceed purchaser expectancies thru dependable products, on time delivery, cost-effective solutions with the introduced guarantee of spark off provider.

Quality Policy

- The excellent coverage is suitable to the motive and aims of VJ Industries gadget & production Inc. The goals of this organization are to hold the very best degree of client satisfaction thru continuous development of approaches, and to continually attempt at preserving paintings related accidents to a minimal. those targets are carried out via teamwork and accountable, written

tactics and instructions, which give the framework for the realisation of our high-quality technique.

- Company should direct quality-related exercises observance here intelligence conclusion objective to give clients the most ideal substance.
- Company should watch every single significant law, controls, and contracts, and to constantly enhance quality. By guaranteeing the quality and wellbeing of our items, They will meet our clients' necessities and increment consumer loyalty.

1.6 Product profile

Products

VJ Industries has maintained comprehensive flexible kingdom of the artwork production facility capable of production the most vital and maximum sophisticated sheet metal components,

Assemblies and machined components.

VJ Industries has provided custom prototyping offerings to customers in diverse industries which includes automotive and agriculture. They offer on-web page precision prototyping and product development, to your iron and aluminium products, from concept to functioning machined component. Prototypes are created the use of transient styles, temporary fixtures, and different low price Prototyping tools. They specialize in manufacturing volume starting from a single model as much as short runs. Ductile iron, aluminium, and metallic are machined using our state of the artwork, custom CNC machines. they're machined in sizes as much as 7.87" in diameter and six.30" long for Turning, and 39.four" lengthy, 31.five" huge, and 31.five" high for milled portions. Our engineers paintings throughout disciplines, testing design techniques the usage of sophisticated software and techniques. They meet the very best enterprise standards and authorized quality manage tactics with our merchandise and procedures variety of merchandise supplied by using V J Industries

Automotive

- Iron brake adapter

- Drive shaft flange
- Automotive engine mount
- Steering knuckle
- Front engine accessory drive

production of vehicle components needs a excessive diploma of accuracy to a achieve magnificence-A well-known end. The company provide a huge range of services and products specifically designed to meet the necessities of the automotive enterprise. Our additives are exported to the USA of the USA and utilized by GM (well-known industries) and Freightliner.

Some of the automotive products produced by them are:

- Chassis components
- Chassis brackets
- Rain tray

The business enterprisefabricate custom sheet steel panels for manufacturing facility Automation, electrical Distribution and for the Telecommunication enterprise as in step with I P requirements. they also design and produce intricate electrical enclosures for the electrical drives producers and strength And hydraulic systems manufacturers. The organization have the gap and potential to do big assemblies.

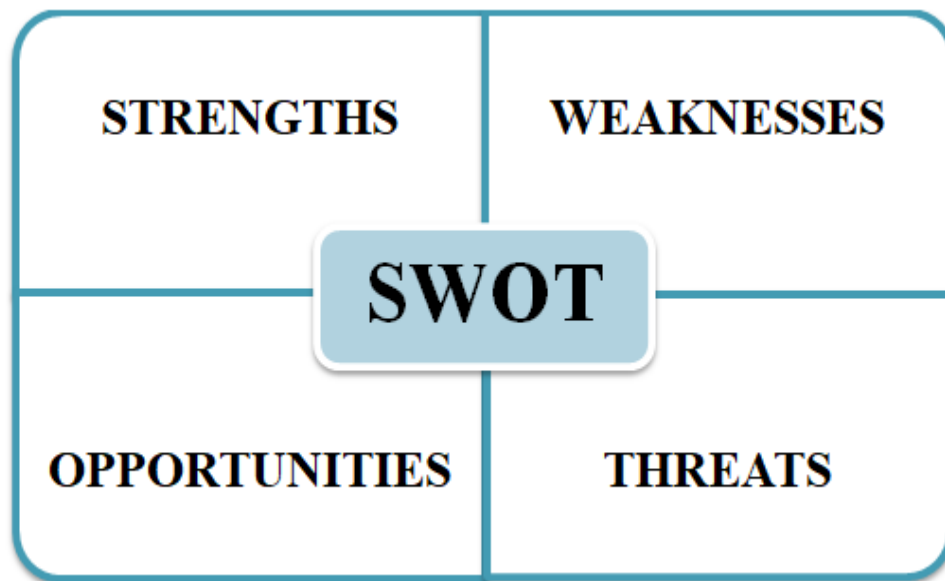
The company is one of the reputed organizations engaged in offering advanced satisfactory control panel for rolling turbines and steel turbines. these manipulate panels are made from excessive first-class of uncooked material which ensures durability at its consumer stop. these merchandise are to be had in market at competitive fees.

1.7 Competitors

- LMW – LAKSHMI MAIL LINE WORKERS
- PMT
- LOKESH
- HASS
- DGM
- JYOTH

1.8 SWOT analysis

SWOT Analysis alludes to the examining the quality shortcoming opportunity and risk of the association. SWOT is a compound of two factor in particular outer components and interior elements. Quality and shortcoming are the interior components which can be controlled by the specialized and work force offices, opportunity and dangers are the outside variables which can't be controlled by the organization. Outer elements may incorporate political components, socio-social variables, specialized elements, demography, condition factors etc.,



STRENGTHS

1. Products of VJ INDUSTRIES PVT LTD are comparatively better in quality
2. Well established manufacturing bases
3. Strong technological base.
4. Unit accredited with ISO 9000 and 9001.
5. Dedicated work force.
6. Good strength in application engineering and tooling.
7. Extensive marketing network.
8. Widest range of machine tools.

WEAKNESSES

1. The company was not able to retain its skilled employees.
2. Insufficient fund for the company's expansion plan.

3. VJ INDUSTRIES PVT LTD has to import a lot of valuable machineries from outside.
4. Old plant and machinery.
5. Unhealthy direct or indirect ratio of employees.
6. Lack of young blood in the execution level
7. Red tapism
8. Difficulty in mobilization of funds

OPPORTUNITYS

1. VJ INDUSTRIES PVT LTD can enter into CNC machine manufacturing market which has a good potential?
2. Diversification of products in the future.
3. Growth in auto mobile sector.
4. Growing trend of multinational outsourcing manufactured components from India.
5. Adopt new technology for production and marketing.
6. Expectation of increase in Export.

THREATS

1. High quality products from technically advanced countries.
2. Increasing price of steel which is a major raw material.
3. Competition from second hand imported machinery.
4. Increase in cost of production through material cost.
5. Products are available at the lower price in the domestic and foreign markets.
6. Increasing unhealthy competition.

1.9 Future growth and prospectus

To solve the energy crisis facing the country over the next 5 years, in 2025 Bengaluru rolled Out grants to machineries, running in multi millions. As a result, companies registered atonal maximum number of machine manufacturing.

1.10 Financial statement in brief

PARTICULARS	2013-14	2014-15	2015-16	2016-17	2017-18
Income:					
Advertisement	29,65,74,6 23	32,64,82,9 51	37,72,73,76 2	47,25,53,5 67	56,86,95,0 91
Other incomes	19,43,713	8,91,885	11,60,179	32,94,231	93,35,415
Stock of finished goods	6,45,271	1,65,735	12,56,376	25,50,300	49,18,388
Total (A)	29,87,63,6 66	32,75,40,5 71	37,96,90,31 7	47,83,98,0 98	58,29,48,8 94
Expenditure:					
Raw materials	18,81,57,0 25	23,49,20,9 56	26,98,95,31 7	31,82,99,8 40	38,87,01,4 83
Transportation expenses	2,15,04,86 2	2,27,93,90 4	2,43,33,769	2,95,78,03 1	3,69,99,48 9
Processing expenses	1,31,41,68 7	1,44,99,53 1	1,59,66,846	2,55,33,71 9	2,94,87,15 7
Selling & marketing expenses	4,08,86,12 3	2,15,47,64 7	2,92,80,599	3,97,79,02 0	5,06,82,44 2
Administrative expenses	1,81,11,78 8	1,45,47,08 4	1,87,70,512	3,04,68,74 3	4,82,69,24 0
Financial expenses	71,69,253	64,65,367	80,00,008	1,34,05,05 3	60,65,819
Depreciation	67,89,681	96,02,545	97,78,554	1,40,64,88 5	1,80,08,60 8
Total(B)	29,57,60,4 19	32,43,77,0 34	37,60,25,60 5	47,11,29,2 92	57,82,14,2 38
Profit for the year before taxation(A-B)	30,03,247	31,63,537	36,64,712	72,68,807	47,34,655

Current tax	9,37,450	18,55,726	22,58,574	13,89,339	9,89,622
Deferred tax	26,682	7,45,143	9,72,385	32,10,488	15,39,827
Profit after taxation	20,39,115	5,62,668	4,33,753	26,68,980	52,84,860

Balance sheets for the past 5 years on VJ Industries Private Limited

SL. NO	PARTICULARS	2013-14	2014-15	2015-16	2016-17	2017-18
A	source of finances					
1.	Shareholders' resources:					
	a. Paid -up capital	1,28,30,000	1,53,10,000	2,32,32,000	2,56,36,000	37025000
	b. Share application money(pending allotment)	25,00,000	-	30,00,000	2,00,000	-
	c. Reserves and surplus	2,22,56,499	2,65,49,453	2,79,56,608	3,22,31,588	201518048
	TOTAL	3,75,86,499	4,18,59,453	5,41,88,608	5,80,67,588	238543048
2.	Loan Funds:					
	a. Secured loans	5,91,61,465	5,84,23,841	7,56,07,065	7,27,73,897	8044070
	b. Unsecured loans	24,67,218	27,64,500	19,87,574	18,72,617	1697785
	TOTAL	6,16,28,683	6,11,88,341	7,75,94,639	7,46,46,514	9741855
3.	Deferred tax liabilities(net)	93,22,617	85,77,474	76,05,089	1,08,15,577	9275750
4.	Current liabilities and provisions					
	a. Liabilities	1,72,30,39	1,53,33,7	3,04,25,9	3,15,30,20	2827032

		1	19	97	7	5
	b. Provisions	21,82,628	18,55,726	2,19,42,266	3,50,93,804	28672897
	Total Current liabilities and provisions	1,94,13,019	1,71,89,445	5,23,68,263	6,66,24,011	56943221
	TOTAL	12,79,50,818	12,88,14,713	19,17,56,599	21,01,53,690	314503875
B	Application of funds					
1.	Gross fixed assets(including intangible assets)	12,10,70,638	12,83,89,043	6,95,92,681	13,47,55,056	139863556
	less: Depreciation	4,87,36,521	5,68,80,512	-	-	-
	Net fixed assets	7,23,34,117	7,15,08,531	6,95,92,681	13,47,55,056	139863556
	Capital work-in-progress	564800.12	843110.56	94843.69	152226.47	46921.28
2.	Investments	77,74,500	77,86,000	77,86,000	77,90,900	182000
3.	Current assets loans and advances					
	a. Inventories	22,7,32,403	2,85,62,782	2,97,86,189	3,67,51,898	68793052
	b. Sundry debtors	42,34,751	51,14,706	47,63,137	99,18,612	13640759
	c. Cash and bank balances	44,72,529	26,06,487	60,95,476	49,79,145	59721917
	e. Loan and advances	1,64,02,518	1,32,36,206	2,21,32,111	1,59,58,079	27851396
	Total Current assets loans and advances	4,78,42,201	4,95,20,182	6,27,76,913	6,76,07,734	170007124
	TOTAL	12,79,50,818	12,88,14,713	19,17,56,599	21,01,53,690	314503875

CHAPTER 2

LITERATURE REVIEW

2.1 Literature Review

The commercial shopping for is defined by using Parkinsson&Baker (1986) as the purchase of a product that's made to delight the entire organization in place of enjoyable simply one man or woman. commercial buying behaviour is considered as being an essential idea when it comes to investigating customer behaviour in all sorts of groups (ibid). Also, commercial use cases may be the greater use of advertising records, the more exploratory purpose and additional formalization of data collection. (Deshpande&Zaltman, 1987) the article via Johnston & Lewin (1996) illustrates that the extensive quantity of research carried out consolidated the lifestyles and relevance of three important dimensions whilst investigating business consumer conduct. it is taken into consideration as quite essential to be aware of why a patron or patron make a buy. lacking such an know-how, corporations find out it difficult to respond to the purchaser's want and desires

(Parkinsson& Baker, 1986). it is vital to be aware of the variations among customer buying and business buying because the industrial consumer behaviour differs from customer buying in many elements along with; the use of greater variables and greater problem to pick out process contributors (Moriarty, 1984).

it is sincerely really worth noting that business searching for behaviour is studied as part of the advertising and advertising and marketing and its essential purpose it to analyze the way how the people, agencies or organizations choose, purchase use and dispose the products and the factors which incorporates their preceding enjoy, taste, price and branding on which the industrials base their buying selections

(Kotler and Keller, 2012). taken into consideration one among such studies of commercial shopping for behaviour has been conducted thru Acebron et al (2000). The aim of the examine have become to analyze the impact of preceding enjoy on searching for behaviour of clean food, specially mussels. in their research the authors used structural equation model in an effort to discover the relationship the various conduct and previous experience on the economic purchasing for choice. Their findings display that personal behavior and previous revel in on of the industrials have

a proper way impact on the industrialists' buy choice in the instance of buying glowing mussels. additionally they located that the photograph of the product has a important impact on the buying choice of the client and further advocated that the product picture have to constantly be improved in an effort to inspire the clients inside the direction of buying.

every other examine achieved with the aid of Variawa (2010) analyzed the have an effect on of packaging on industrial choice making way for immediate transferring patron items. The aim of the research become to investigate the effect of packaging for choice making techniques of low-profits customers in retail shopping for. A survey technique has been used as a way to attain the research goals. In a survey done in well-known man or woman Hyper inside the metropolis of Canterville 250 respondents participated. The findings of the research imply that low-earnings customers have more options towards top rate packaging as this will additionally be re-used after the product has been fed on. despite the fact that the findings endorse that there's a vulnerable dating among the product packaging and emblem enjoy. but, it's been examined with the aid of the findings of the research that low-income clients have greater emblem experience from the acquisition of 'top class' products whilst as compared to their experience from purchasing 'cheap' emblem merchandise.

Lee (2005) done have a look at to research the 5 levels of client choice making way in the instance of China. The researcher focuses on the statistics which have an impact at the client choice making technique on shopping imported health food merchandise, particularly demographic outcomes together with gender, education, income and marital recognition. the author employed questionnaire method so one can achieve the objectives of the studies. analysis of 5 degrees of client choice making machine imply that impact of own family individuals at the consumer desire making manner of purchasing imported health meals products become big.

the writer in addition explains this by using the reality chinese language way of life of looking after young and old family members have lengthy been advanced and marriage is considered to be extremely essential in chinese way of life. This shows in the findings of the observe that the purchase of imported fitness food products made by a person for the humans outside the own family is declined significantly by way of manner of every male and girl chinese language when they get married..

five tiers model of commercial enterprise choice making method has moreover been studied by the use of a number of other researchers. despite the fact that one of a kind researchers provide numerous tendencies in the direction of the definitions of 5 stages, all of them have commonplace views as they describe the degrees in comparable methods. one of the common fashions of business desire making approach has been supplied thru Blackwell et al (2006). in step with him, the 5 degrees of business choice making technique are followings: problem/need recognition, statistics seek, evaluation of alternatives, purchase selection made and positioned up-buy assessment.

every degree is then defined by way of a number of researchers numerous barely however major to a common view about what every degree includes. as an example, in line with Bruner (1993) first level, want reputation takes area while an person acknowledges the difference among what they have got and what they want/want to have. This view is likewise supported with the aid of Neal and Questel (2006) stating that need reputation takes area due to several elements and occasions inclusive of personal, professional and lifestyle which in flip bring about formation of idea of buying.

within the next diploma, patron searches statistics related to favored services or products (Schiffman and Kanuk, 2007). information are seeking approach may be inner and external. whilst inner are seeking for refers to the technique in which customers depend on their non-public reviews and believes, outside searching for involves huge search of facts which includes addressing the media and advertising and marketing or feedbacks from distinctive people (Rose and Samouel, 2009).

As quickly because the relevant statistics approximately the products or services is acquired the following level involves analysing the options. Kotler and Keller (2005) bear in mind this stage as one of the essential tiers because the consumer considers all the sorts and alternatives thinking about the factors which includes duration, exceptional and additionally rate.

Backhaus et al (2007) counseled that purchase choice is one of the essential ranges as this stage refers to occurrence of transaction. In different terms, as soon as the patron recognized the need, searched for applicable facts and taken into consideration the options he/she makes choice whether or not or now not to make the selection. purchasing choice can further be divided into planned buy, in element buy or impulse buy as stated by means of the usage of Kacen (2002) in order to be cited similarly in element in the next chapters.

in the end, put up-purchase desire consists of experience of the customer about their buy. no matter the truth that the importance of this stage isn't always highlighted with the aid of many authors Neal et al (2004) argues that this is likely one of the most important degrees inside the purchaser selection making method because it without delay impacts the customers' purchases of the same services or products from the equal provider inside the destiny.

The maximum noteworthy writers that serve as instructional advocates of The five degree model of commercial enterprise choice making encompass Tyagi (2004), Kahle and close to (2006) Blackwell et al. (2006), and others.

it's miles vital to be conscious that The 5 stage model isn't the best version related to business preference-making, and there also are a range of competing models that encompass Stimulus-Organism-response model of choice Making advanced by the usage of Hebb in 1950's, Prescriptive Cognitive fashions, The theory of trying (Bagozzi and Warsaw, 1990), model of cause Directed Behaviour (Perugini and Bagozzi, 2001) and others. All of those fashions are analysed in wonderful element in Literature evaluation bankruptcy of this artwork.

Carola et al. (2004) argued that consumers use of first-class traits to make milk purchase choices reveal possibilities to create a success advertising strategies. this kind of method could concern food nice. They supplied an article analysing the impact of sure best traits and socio-demographics on consumption styles regarding entire fat milk, skim milk and organic milk. those milk have been chosen due to the increasing cognizance of different fats contents in the meaning of lower fats contents being healthier and the growing importance of the organic grocery store. They diagnosed three middle regions have an impact on consumers quality perceptions: the perception technique, the physical product itself and the conversation about it

CHAPTER 3

RESEARCH DESIGN

3.1 Statement of the Problem

Commercial shopping for performance with unique reference to VJ industries engineering shopping for behaviour is complicated and includes a variety of regions of which want to pay attention on. The buying behaviour between business to business involves a distinct set of decisions which calls upon both the players involved to take critical decisions which involves product quality, raw materials, components and parts. VJ Industries is into manufacture of metal sheets and this requires industries to source metal sheets. In order understand the buying behaviour and the supply chain analysis is undertaken. Value analysis and vendor analysis is one of the ways to understand the buying behaviour. With the view to bring in better implementation of the buying systems the study is undertaken.

3.2 Need for the study

Business buying behaviour is an intricate practice which involve many humans, more than one desires and probably incompatible choice criteria. This technique denotes to the purchase and use behaviour of industrial/business goods customers as well as the mind and decision manner which take vicinity before, in the course of and after product shopping for. Thorough knowledge of the industrial shopping for process is fundamental requirement for the development of business advertising method. Special models are evolved to explain the notion of commercial buying behaviour. Business customers are greater anticipated to purchase products immediately from suppliers or manufacturers and in large portions, than consumers. buying decisions of a consumer marketplace is easy in which it basically relies upon at the desire of purchaser. The reason of this take a look at is to analyse the economic consumer behaviour of corporations within VJ Industries.

3.3 Objectives

1. The number one purpose the observe is to reap the underneath mentioned predetermined targets which might be as observe:
2. To study the profile of clients of VJ Industries
3. To study the concept of Industrial Buying behaviour VJ Industries' clients.
4. To assess the factors responsible in buying decision
5. To provide suggestions based on the study conducted

3.5 Hypothesis of the study

Hypothesis 1

H0: VJ industries products pricing is not par with the auto component industries.

H1: VJ industries products pricing is on par with the auto component industries.

Hypothesis 2

H0: VJ industries industrial activities are not sufficient to be competent in auto component market.

H1: VJ industries buying behaviour activities are sufficient to be competent in auto component market.

Obstacles of the study

- Time is one of the proscribing factor of the have a look at the length of schooling became one month which become too short period to take a look at the whole enterprise.
- Second restricting aspect is the busy time table of the executives. due to which may be very tough to get minute data approximately the organization

3.6 RESEARCH METHODOLOGY

• Descriptive research design:

Descriptive research is studies used to “describe” a situation, challenge, conduct, or phenomenon. it is used to reply questions of who, what, when, in which, and the way related to a particular studies query or hassle. Descriptive studies are regularly described as studies which can be worried with finding out “what is”. It tries to acquire quantifiable facts that can be used to statistically analyze a target audience or a specific subject. Description studies is used to have a look at and describe a studies challenge or hassle without influencing or manipulating the variables in any way. as a result, those research are actually correlational or observational, and not certainly experimental. This type of studies is conclusive in nature, instead of exploratory. consequently, descriptive research does no longer try to solution “why” and isn't always used to find out inferences, make predictions or set up causal relationships.

Sampling Method

As the study looks into the industrial buying behavior, it takes into account the clients who belong to this segment. VJ industries have over 30 buyers who fall in this segment.

All these clients form a part of the study.

Information collection

each number one as well as Secondary studies approach has been included for getting ready this very last record.

main source

A structured questionnaire will be administered among the top clients of VJ industries, which will form the basis for the study.

Secondary supply

- Google seek engine.
- Other net hyperlinks.

Statistics examination

The collected data will tabulate and will be subjected to various analyses to draw inferences, leading on to findings.

Statistical Tools and Use of Technology

The responses will be tabulated, cross-tabulated with independent and dependent variables. Observed variances will be calculated using SPSS, and Ms Excel.

Private Interview

This is a way of number one information series in which questionnaire is used as a facts series device. severa interviewers are despatched to the respondents with interview questionnaire underneath the steering of research in described interview surroundings. it's miles described in phrases of time, region and numerous other factors which have an effect on over interviewees. non-public interviews are labeled into self-administered questionnaires; door-to-door interview, mall intercept surveys, government interview and buy intercept technique.

Smartphone meeting schedule

This is one of the mainly good sized number one information series methods. The good sized functions of the cellphone interview are: deciding on telephone numbers,

call timing, name consequences and get in touch with report. Phone meeting is recognized as dominant and price-powerful approach due to the following motives:

- higher risk to achieve the respondents at any vicinity (geography).
- Saving travel time and price.
- Low normal interview carrying out time of sample in assessment to one of a kind methods.
- better possibilities of random choice of gadgets a few of the populace having cellphone connections.

correspondence review

Correspondence review is a number one statistics collection method wherein survey is used as a facts series device. In mail survey, researchers mail questionnaires to the respondents. The respondents then fill the survey and go back at their comfort. some of the crucial advantages of using mail survey for information collection are given under:

- much less time and fee of facts collection.
- extra residents coverage.
- nonexistence of the interview's partiality.

Attaining out to the client (VJ INDUSTRIES) turned into difficult within the take a look at. On this observe, I've used telephonic time desk interview, personal interview and mail survey to accumulate the information or statistics required to behaviourthey have a take a look at. Many customers are glad with telephonic agenda interview as they allocated a few treasured time of theirs to answer all my questions.

3.7 Chapter Scheme

Chapter-1 Introduction

This chapter deals This chapter deals with the automobile auxiliary industry and profile of the company to give a overview of the study.

Chapter-2 Review of Literature

This chapter deals with the extensive Review of Literature related to the research topics.

Chapter-3 Research Methodology

This chapter deals with the research methodology, statement of problem, scope of the study, objectives of the study, sampling and limitations of the study.

Chapter-4 Data Analysis and Interpretation

This chapter deals with the analysis and interpretation based on the customer feedback through questionnaires and personal interview.

Chapter-5 Findings, Suggestions and Conclusion

This chapter deals with findings, suggestions and conclusion.

CHAPTER 4
DATA ANALYSIS AND INTERPERTATION

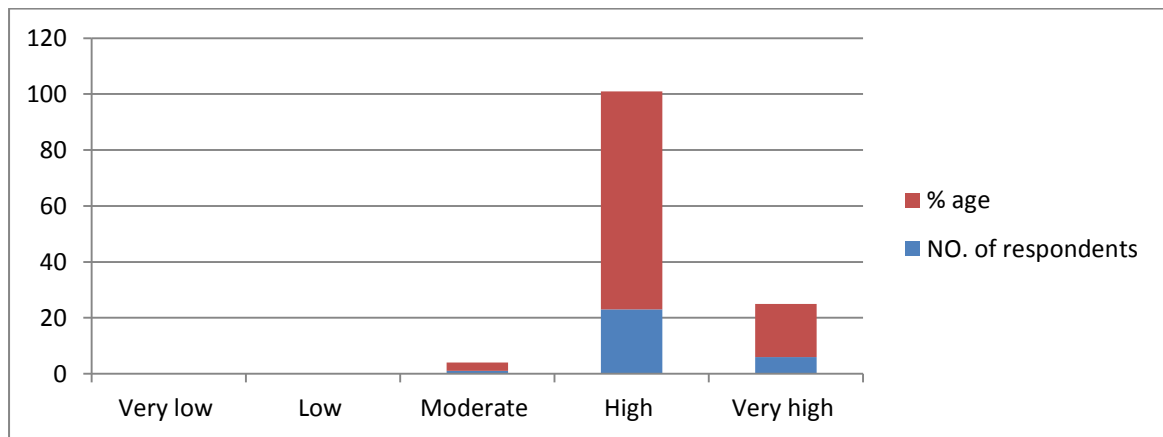
1. Order filling accuracy

The question was asked to understand the order processing abilities of the company which actually gives an insight into the efficiency of the sales and the distribution system.

Table 4.1. Order filling accuracy

The aptitude to load instructions with better accurateness		
	NO. of respondents	% age
Extremely little	0	00
Little	0	00
modest	1	03
Tall	23	78
extremely tall	6	19
Sum	30	100

Graph 4.1. The ability to fill orders with improved accuracy



resource: review

Inference

Majority of the respondent, 78% felt that the VJ Industries had the High ability to fill orders with improved accuracy and 19% opined that the company had Very High ability to fill the orders, 3% felt it was moderate. Therefore 97% of the respondents that is an overwhelming majority felt that the company filled orders with accuracy. This is positive feedback on the order processing of VJ Industries.

2. The potential to forecasting income with extra accuracy

Table 4.2. The capability to forecasting income with more accuracy

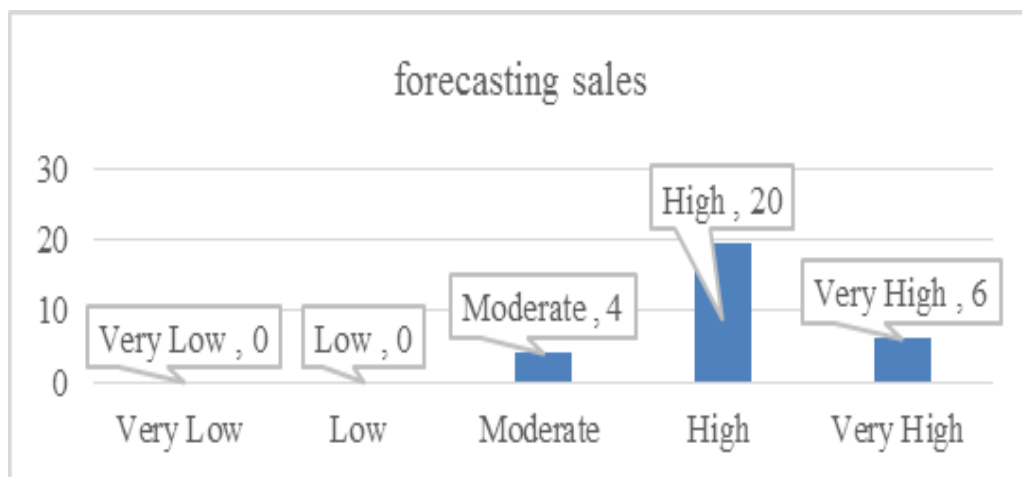
The capability to forecasting sales with accuracy		
	NO. of respondents	% age
extremely little	0	0
little	0	0
fair	4	14
tall	20	65
extremely tall	6	21
sum	30	100

Source: Survey

Interpretation:

The capability to predict sale with extra performance had 5 alternatives that have been very low, low, slight, excessive and really high. 20 respondents that is 65% have said that the company has high ability to forecast sales, 6 respondents that is 21% said very high ability, 4 respondents which is 14% said the ability to forecast sales was moderate. There were no respondents for the low and very low options.

Graph 4.2. The ability to forecasting sales with greater accuracy



Source: Survey

Inference

Majority of the respondent, 65% felt that the VJ Industries had 21% opined that the company had Very High ability to forecast sales, 14% felt it was moderate. Therefore 86% of

the respondents that is an overwhelming majority felt that the company had greater ability in forecasting sales. This is positive feedback on the order processing especially Sales forecasting of VJ Industries.

3. The capacity to issue notice on delivery delays earlier

Table 4.3. The capability to issue note on transport delays in advance

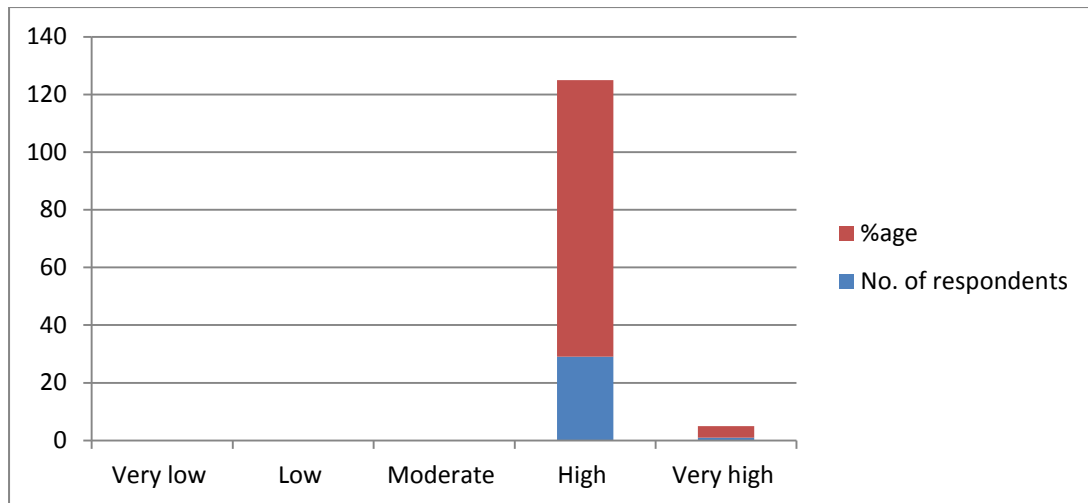
The capability to issue notice on shipping delays in advance		
	No. of respondents	%age
extremely little	0	0
little	0	0
fair	0	0
tall	29	96
extremely tall	1	4
sum	30	100

resource: review

Interpretation:

The capability to difficulty notice on delivery delays earlier had 5 alternatives that have been very low, low, moderate, high and very excessive. 29 respondents this is ninety six% have said that the organization has excessive potential to difficulty word on shipping delays earlier, 1 respondent this is 4 % said the employer had very excessive capability . There had been no respondents for the slight, low and very low alternatives.

Graph 4.3. The ability to problem notice on shipping delays earlier



Source: Survey

Inference

Majority of the respondent i.e., ninety six% felt that the VJ Industries had the excessive capability to trouble notice on delivery delays in advance and 4% opined that the business enterprise had Very excessive capability to issue word on shipping delays. There had been no respondents for slight, low and very low alternatives as cited above. it can be understood therefore that everyone the respondents this is `a hundred % of the respondents, an amazing majority felt that the enterprise intimated shipping delays in advance. That is fantastic remarks on the order processing of VJ Industries. That is in case of delays of cargo, the vendors are nicely notified in advance.

Table 4.4.The capability to respond to a request in a timely manner

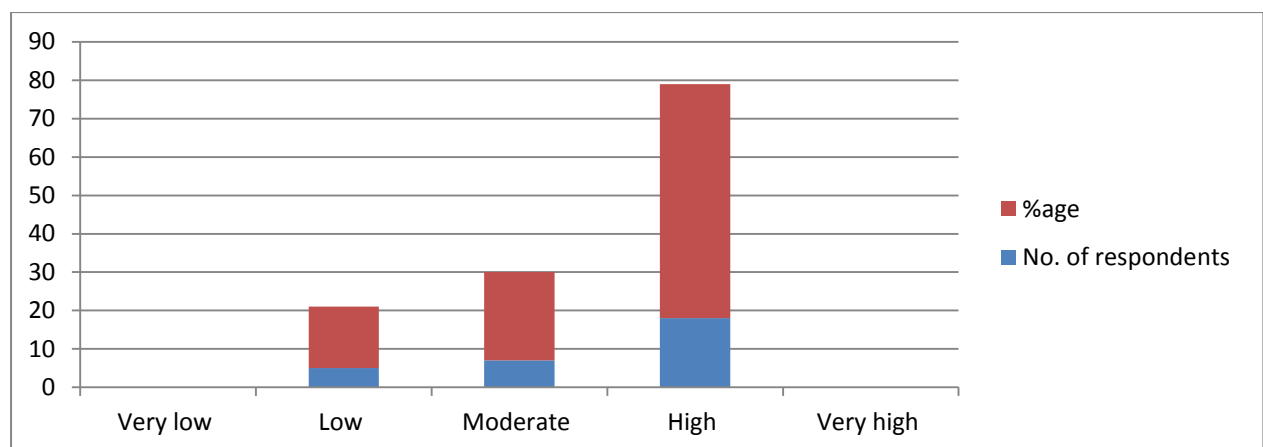
The capability to respond to a request in a timely way		
	No. of respondents	%age
extremely little	0	0
little	5	16
slight	7	23
high	18	61
extremely tall	0	0
general	30	100

Source: Survey

Interpretation:

The ability to respond to requests had five options that were extremely little, little, reasonable, tall and extremely tall. 18 respondents that is 61% have said that the company has high ability to fill orders with accuracy, 7 respondents that is 23 % said moderate ability, 5 respondents which is 16 % said the ability to respond to requests was low. There were no respondents for very high and very low options.

Graph 4.4.The capability to respond to a request in a well-timed manner



Source: Survey

Inference

Majority of the respondent, 61% felt that the VJ Industries had a excessive ability to reply to requests in a timely manner and 23% opined that the agency had mild potential to respond to requests, sixteen% felt it was low. There had been no respondents in the very low and very low categories as referred to above. Consequently 61 % of the respondents felt that could be a

majority felt that the organisation had high potential to respond to requests. That is positive comment on VJ Industries ability to reply to orders. Although the corporation desires to be involved about the final 39% who had been not happy particularly the 16% who rated the capacity as low.

Table 5.The potential to make excessive satisfactory products

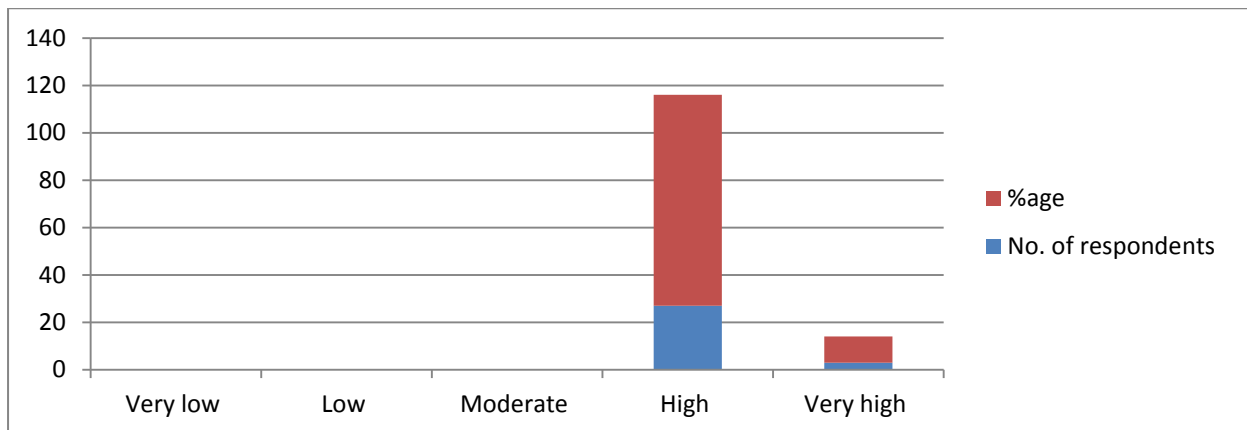
The ability to make high excellent products		
	No. of respondents	%age
extremely little	0	0
little	0	0
fair	0	0
tall	27	89
extremely tall	3	11
sum	30	100

Source: Survey

Interpretation:

The facility to make soaring excellence goods had five options that were very low, low, moderate, high and very high. 27 respondents that is 89% have said that the company has high ability to produce high quality goods, 3 respondents that is 11% said very high ability. There were no respondents for the Moderate, low and very low options.

Graph 4.5.The capacity to make high great products



resource: review

Inference

Majority of the respondent, 89% felt that the VJ Industries had the excessive ability to make high exceptional products and 11% opined that the company had Very high potential to supply excessive first-rate products. Therefore a hundred % of the respondents this is all the respondents felt that the company had the potential to provide high satisfactory products. That is superb remarks at the exceptional of VJ Industries.

Table 6. The capability to bringchoice services

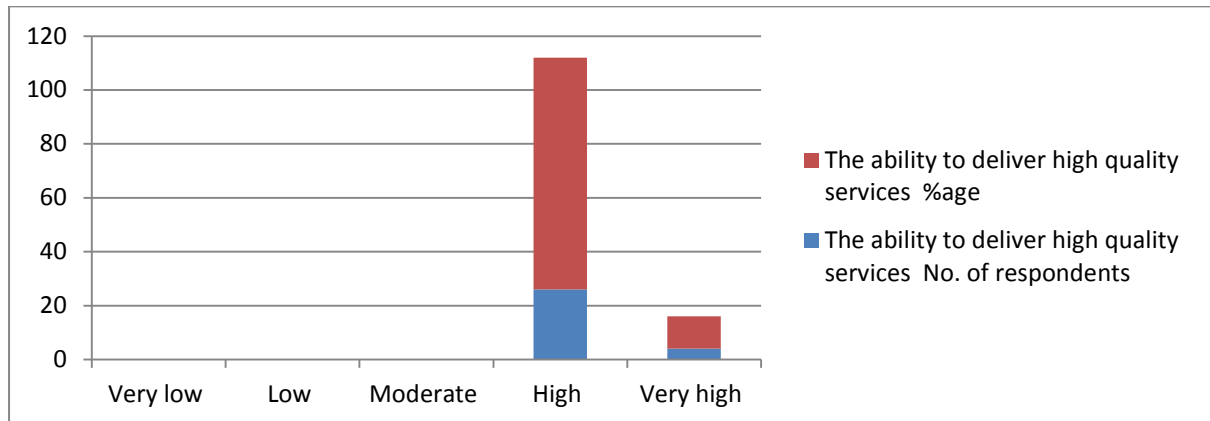
The capability to deliver high quality services		
	No. of respondents	%age
extremely little	0	0
little	0	0
fair	0	0
tall	26	86
extremely tall	4	12
sum	30	100

Source: Survey

Interpretation:

The ability to supply excessive fine offerings had five alternatives that had been very low, low, slight, high and very high. 26 respondents this is 86% have stated that the organisation has high potential to supply high first-rate services, 4 respondents that is 14% said very excessive potential to deliver high pleasant offerings. There had been no respondents for the slight, low and very low alternatives.

Graph 4.6.The potential to supply exceptional services



resource: review

Inference

Majority of the respondent, 86% felt that the VJ Industries had the High capability to give tall- excellencemilitary and 14% opined that the company had Very High ability to give high quality services. Therefore 100% of the respondents that is all the respondents felt that the company had very high and high ability to give quality services. This is positive feedback on the order Processing and the quality of service at VJ Industries.

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Table 4.7.The capability to respond to the desires of key clients

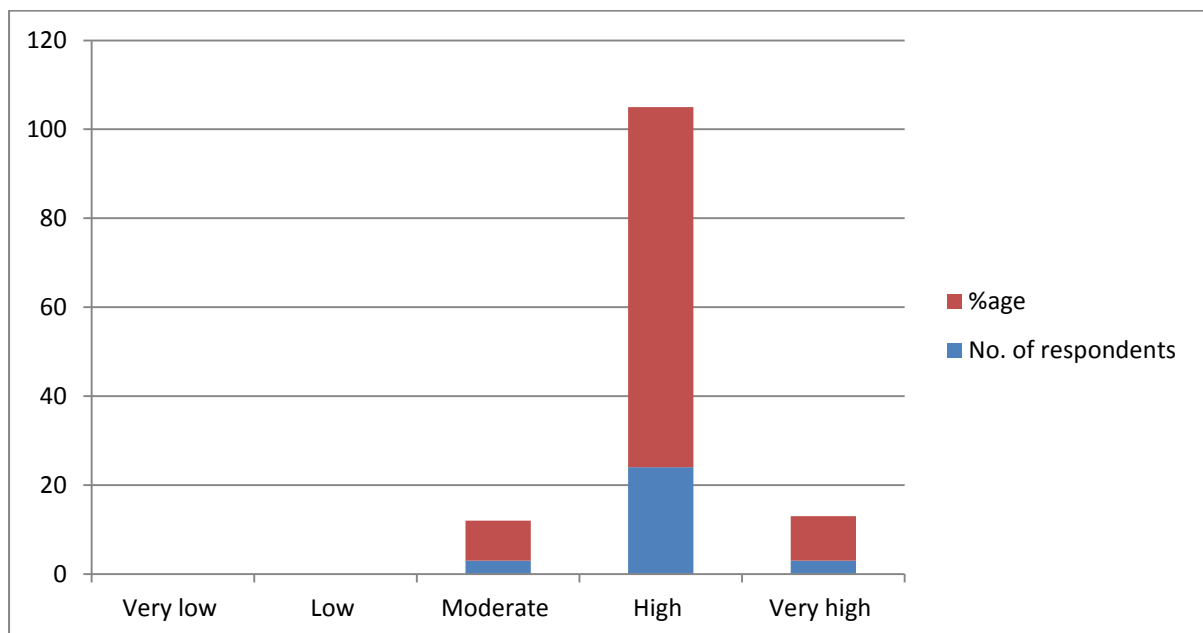
The capability to respond to the needs of key customers		
	No. of respondents	%age
extremely little	00	00
little	00	00
reasonable	03	9
tall	24	81
extremely tall	03	10
sum	30	100

Source: Survey

Interpretation:

The potential to respond to wishes of key customers with advanced performance had 5 alternatives that were very low, low, moderate, high and really high. 24 respondents that is 80% have stated that the organisation has high potential to respond to desires of key clients, 3 respondents that is 10% said very high capacity, three respondents which is 10% said the capacity to respond to needs of key customers changed into mild. There had been no respondents for the low and very low alternatives.

Graph 4.7.The potential to respond to the needs of key customers



resource: review

Inference

Majority of the respondent, eighty% felt that the VJ Industries had the high potential to reply to wishes of customers and 10% opined that the agency had Very excessive potential to fill the orders, 10% felt it was mild. Therefore 90% of the respondents that is an amazing majority felt that the enterprise had high potential to reply to desires of key customers. This is nice remarks on the capacity of VJ Industries to reply to the needs of its clients.

Table 8.The capability to paintings with key suppliers

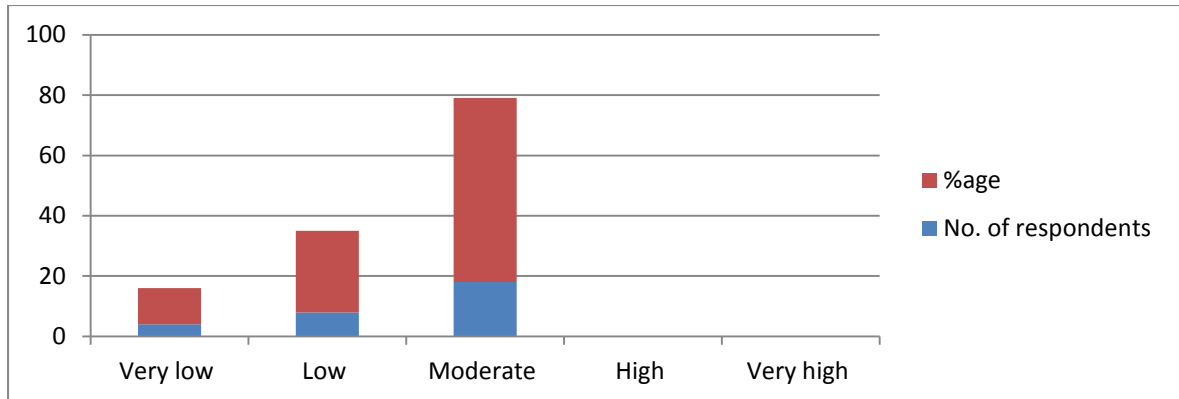
The capability to paintings with key suppliers		
	No. of respondents	%age
Very low	4	12
Low	8	27
Moderate	18	61
High	0	0
extremely tall	0	0
sum	30	100

Source: Survey

Interpretation:

The capability to work with key suppliers had 5 options that were very low, low, moderate, high and really high. 18 respondents this is sixty one% have said that the enterprise has moderate capacity to paintings with key suppliers, 8 respondents that is 27 % have said that they have got low capacity, four respondents that is 12% stated the capacity to work with key suppliers is low. There were no respondents for the high and very excessive options.

Graph 4.8.The capacity to paintings with key suppliers



resource: review

Inference

Majority of the respondent, sixty one% felt that the VJ Industries had slight potential to paintings with key suppliers and 27% opined that the employer had low ability to fill the orders,12% felt it changed into very low. Therefore sixty one% of the respondents that is a majority felt that the organization’s potential to work with key providers is moderate. 39% stated low or very low potential to paintings with key suppliers. Consequently the company has to improve its efficiency in working with key suppliers.

Table 4.9.The capacity to meet a shipping on promised date

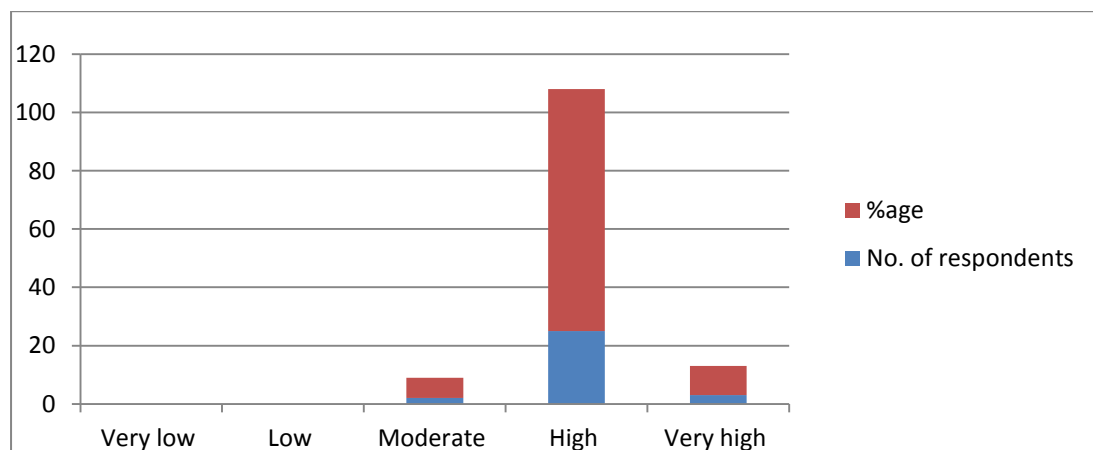
The capability to meet a delivery on promised date		
	No. of respondents	% age
extremely little	0	0
little	0	0
reasonable	2	7
tall	25	83
extremely tall	3	10
sum	30	100

Source: Survey

Interpretation:

The capability to meet delivery on a promised date had 4 options that had been very low, low, slight, excessive and really excessive. 25 respondents this is 83% have stated that the employer has high ability to meet transport on the promised date, 3 respondents this is 10% said very high ability, 2 respondents that is 7% said the ability to deliver goods on the promised date turned into slight. There had been no respondents for the low and really low alternatives.

Graph 4.9. The capability to get together a release on promisetime



resource: review

Inference

Majority of the respondent, 83% felt that VJ Industries had High ability to deliver orders on a promised date and 7% opened that the company had Very High ability to deliver the orders on the promised date ,7% felt it was moderate. Therefore 90% of the respondents that is an overwhelming majority felt that the company delivered orders on the promised date. This is positive feedback on the delivery process of VJ Industries.

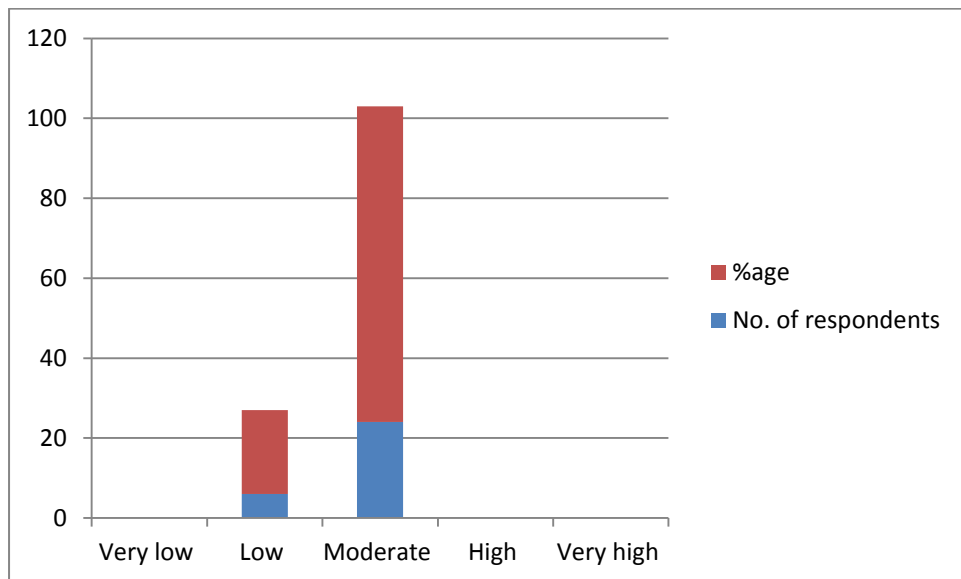
Table 10.The capacity to enhance advertisement function in phrases of integrity

The capability to develop advertisement arrangement in conditions of integrity		
	No. of respondents	%age
extremely little	0	0
little	6	21
reasonable	24	79
tall	0	0
extremely tall	0	0
Total	30	100

Source: Survey

Interpretation

The potential to enhance deliver chains function in phrases of integrity had 4 alternatives that have been very low, low, slight, excessive and very high. 24 respondents this is 79% have said that the corporation has mild capability to fulfill supply chain position in time period of integrity , 6 respondents that is 21% stated low ability. There have been no respondents for. very excessive and high options and the low and very low alternatives



resource: review

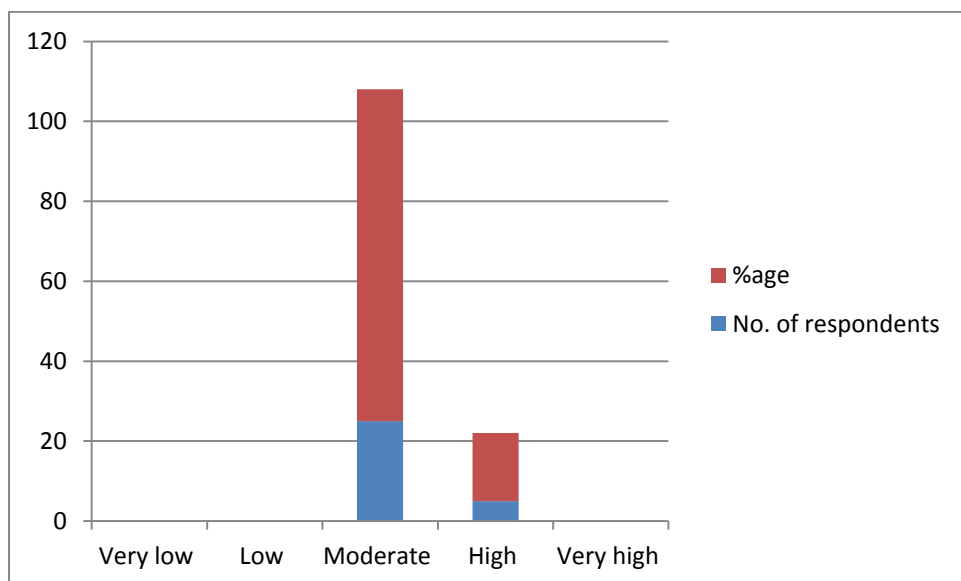
Inference

Majority of the respondent, 79% felt that the VJ Industries had the moderate ability to integrate supply chain position and 21% opined that the company had low ability to integrate supply chain position. Therefore 79% of the respondents that is an overwhelming majority felt that the company had moderate abilities at supply chain integration.

Table 11. The ability to design low-pollution production process

	No. of respondents	%age
extremely little	0	0
little	0	0
reasonable	25	83
tall	5	17
extremely tall	0	0
sum	30	100

The capacity to fill orders with advanced efficiency had four alternatives that had been very low, low, slight, high and really excessive. 25 respondents that is 83% have said that the company has moderate ability to design low pollution process, 5 respondents that is 17% said high ability. There were no respondents for the very high, low and very low options



Resource: review:

Inference

Majority of the respondent, 83% felt that the VJ Industries had the moderate ability to design a low pollution process and 17% opined that the company had High ability to do the same. Therefore 83% of the respondents, a popular of the respondents felt that the company had moderate capability to plan a littlecontaminationmanufactureprocedure. Therefore VJ Industries needs to improve its design process in order to better at pollution free technology.

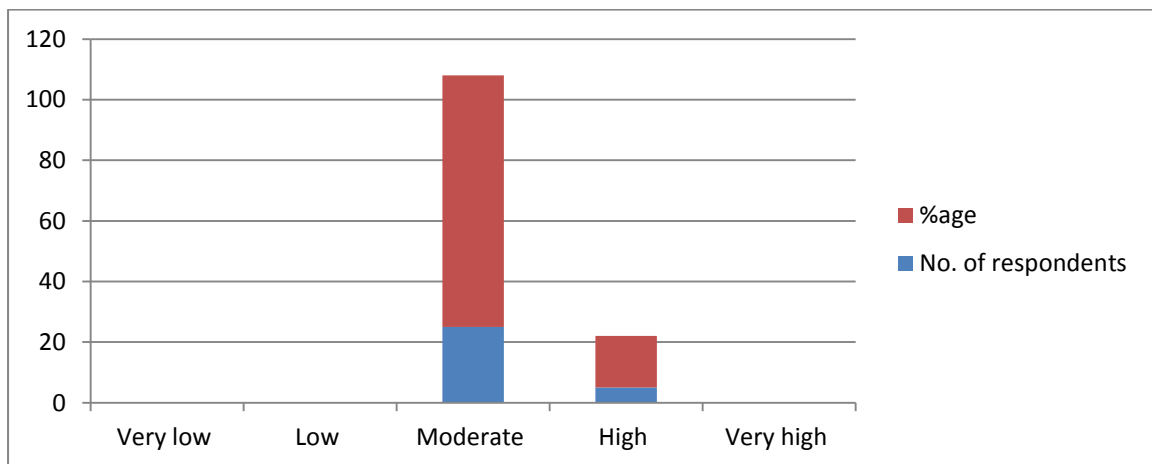
Table 12.The capability to layout low-pollution turning in procedure

The ability to layout low-pollution turning in procedure		
	No. of respondents	%age
extremely little	0	0
little	0	0
reasonable	25	83
tall	5	17
extremely tall	0	0
sum	30	100

Source: Survey

Interpretation:

The capability to fill orders with stepped forward efficiency had 4 alternatives that had been very low, low, slight, high and really excessive. 25 respondents this is 83% have said that the organization has mild ability to layout a low pollution shipping system, five respondents that is 17% said excessive ability. There have been no respondents for the very high, low and really low option.



Resource: review

Implication

popular of the respondent, 83% felt that the VJ Industries had moderate ability to design a pollution free delivery process and 17% opined that the company had High ability to do the same. Therefore 83% of the respondents that is an overwhelming majority felt that the company had moderate ability to design a pollution free design process. VJ Industries has to improve on its design of pollution free delivery process.

S&D Practices

Table 4.13. Close partnership with suppliers

Close partnership with suppliers	No. of respondents	%age
Not at all implemented	4	12
Somewhat implemented	8	27
Half-way implemented	18	61
Mostly implemented	0	0
Fully implemented	0	0
Total	30	100

Source: survey

Interpretation

In the sales and distribution practices four options were given to the respondents that is fully implemented, mostly implement, half way implemented, somewhat implemented and not at all implemented. 18 respondents that is 61% said that close partnership with suppliers is half way implemented, 8 respondents that is 27% said somewhat implemented and 4 respondents that is 12 % said not at all implemented. There were no responses for fully implemented and mostly implemented



resource: assessment

Inference:

Majority of the respondents that is felt that it is half way implemented and felt that it is somewhat implemented and felt that is not all implemented. Therefore VJ Industries has to improve its partnerships with suppliers for better ratings

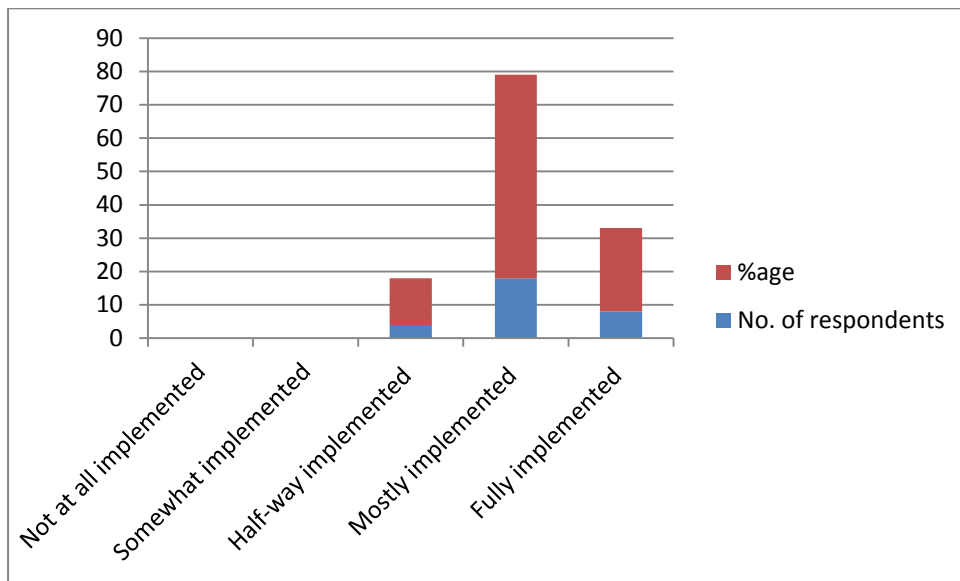
Table 14. Close partnership with customers

Close partnership with customers	No. of respondents	%age
in no way applied	0	0
rather applied	0	0
half of-way applied	4	14
in most cases applied	18	61
fully carried out	8	25
Total	30	100

Source: survey

Interpretation

In the sales and distribution practices four options were given to the respondents that is fully implemented, mostly applied , half way applied , somewhat applied and not at all applied. 18 respondents that is 61% said that close partnership with customers is mostly implemented, 8 respondents that is 25% said fully implemented and 4 respondents that is 14 % said that it is half way implemented. There were no responses for somewhat implemented and not at all implemented



Resource: assessment

Implication:

Majority of the respondents that is 61 % felt that partnership with customers is mostly implemented and 14 % felt that it is half way implemented and 25 % felt that is fully implemented. Therefore, VJ Industries has better relationship with customers.

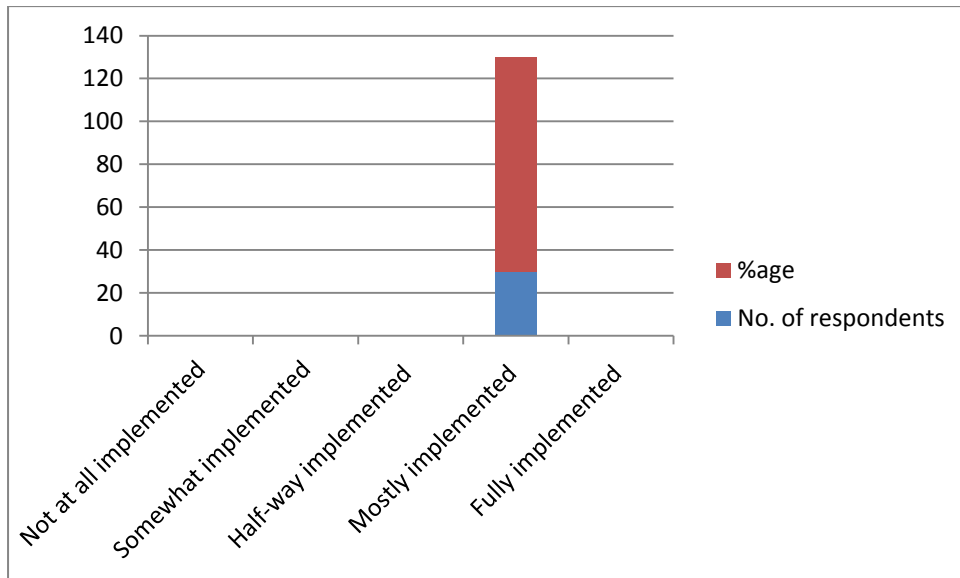
Table 15. Strategic planning

Strategic planning	No. of respondents	%age
on no account apply	0	0
fairly apply	0	0
1/2-way apply	0	0
ordinarily apply	30	100
completely apply	0	0
Total	30	100

Source: survey

Interpretation

In the sales and distribution practices four options were given to the respondents that is fully implemented, mostly applied , half way applied, somewhat implemented and not at all implemented. 30 respondents that is 100% said that strategic planning is mostly implemented.



resource: assessment

Inference:

Absolute Majority of the respondents that is 100 % felt that strategic planning is mostly implemented. Therefore, all the respondents gave a positive feedback of strategic planning at VJ Industries

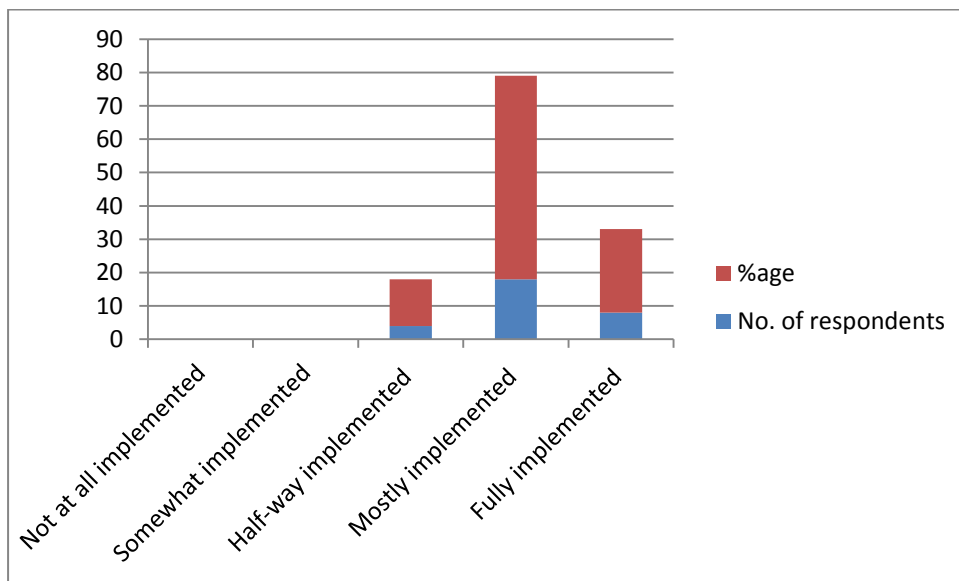
Table 16. Many suppliers

Many suppliers	No. of respondents	%age
on no account implemented	0	0
relatively applied	0	0
1/2-way implemented	4	14
Mostly implemented	18	61
Fully implemented	8	25
Total	30	100

-Source: survey

Interpretation

In the sales and distribution practices four options were given to the respondents that is fully implemented, mostly applied , half way applied, somewhat implemented and not at all implemented. 18 respondents that is 61% said many suppliers is mostly implemented, 8 respondents that is 25% said that it is fully implemented and 4 respondents that is 14 % said that it is halfway implemented. There were no responses for somewhat implemented and not at all implemented.



Source : Survey

Inference:

Majority of the respondents that is 61% felt that many suppliers in the supply chain was mostly implemented and remaining felt that it is halfway implemented Therefore VJ Industries maintains many suppliers in its supply chain.

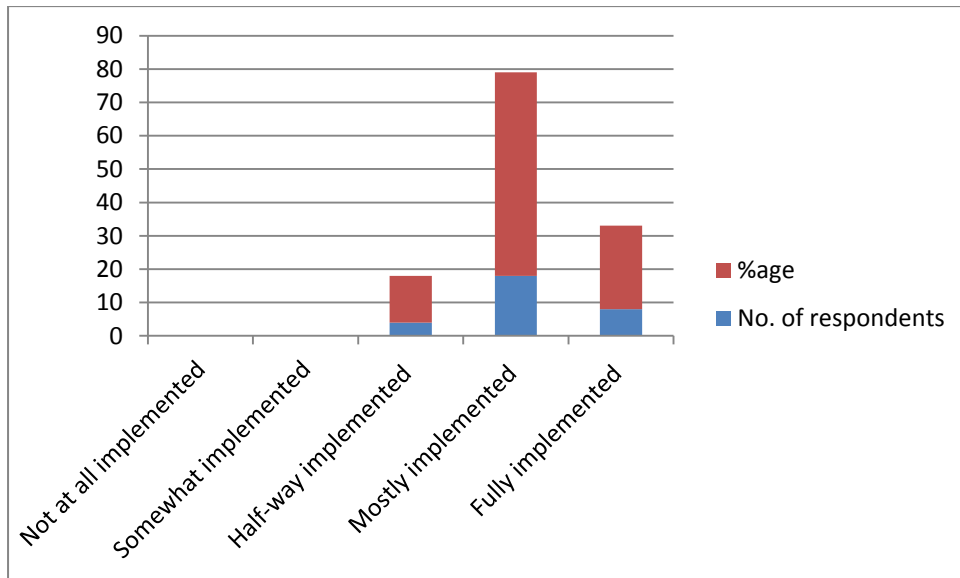
Table 17. Holding safety stock

Many suppliers	No. of respondents	%age
Not at all realize	0	0
Somewhat realize	0	0
Half-way realize	4	14
Mostly realize	18	61
completely realize	8	25
Total	30	100

Source: survey

Interpretation

In the sales and distribution practices four options were given to the respondents that is fully implemented, mostly implemented, half way implemented, somewhat implemented and not at all implemented. 30 respondents that is 100% said that holding safety stock was fully implemented. There were no responses for the other options automatically.



resource: assessment

Inference:

Majority of the respondents that is 100% felt that maintaining safety stock was fully implemented. Therefore, at VJ Industries safety stock is maintained and all the responded agreed to the same. This is a positive feedback to the company

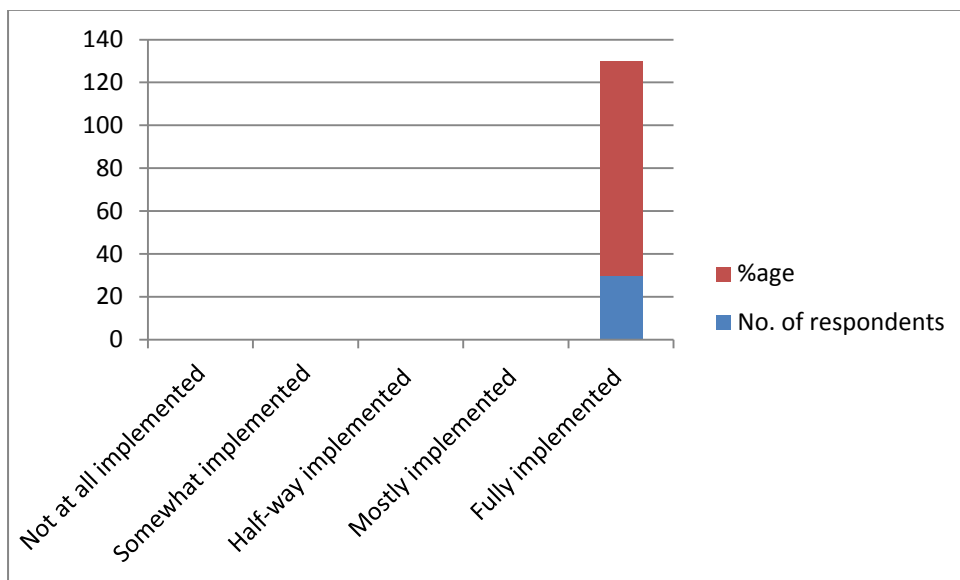
Table 18. Subcontracting

Subcontracting	No. of respondents	%age
in no way implemented	0	0
really applied	0	0
half-manner carried out	0	0
in the main applied	0	0
absolutely applied	30	100
Total	30	100

Source: survey

Interpretation

In the sales and distribution practices four options were given to the respondents that is fully implemented, mostly applied, half way applied, somewhat applied and not at all applied. 30 respondents that is 100% said that subcontracting was fully implemented. There were no responses for the other options automatically



Source : Survey

Inference:

Absolute Majority of the respondents that is 100% felt that sub-contracting was fully implemented at VJ Industries.

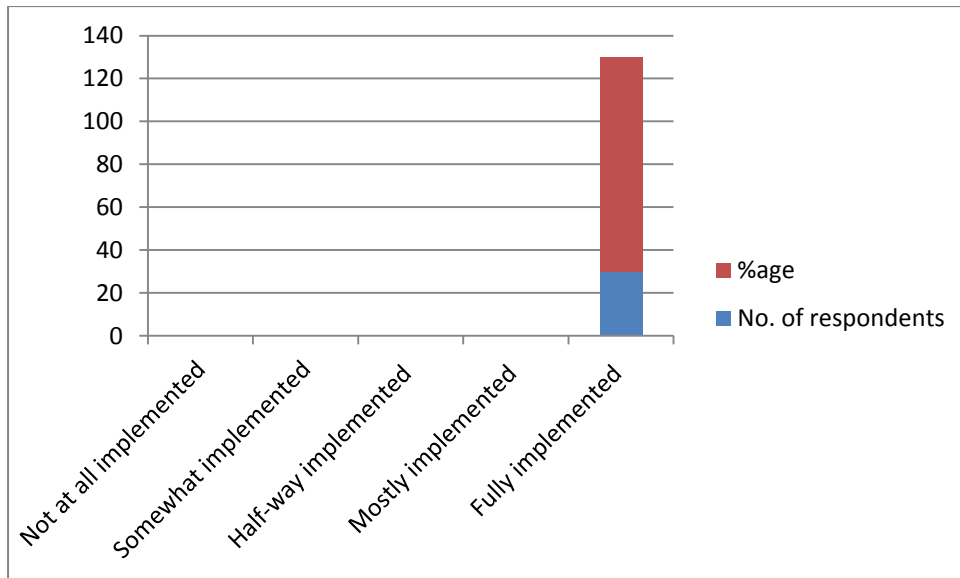
Table 19. E-procurement

E-procurement	No. of respondents	%age
Not at all realize	0	0
Somewhat realize	0	0
Half-way realize	0	0
Mostly realize	0	0
completely realize	30	100
Total	30	100

Source: survey

Interpretation

In the sales and distribution practices four options were given to the respondents that is fully implemented, mostly implemented, half way implemented, somewhat implemented and not at all implemented. 30 respondents that is 100% said that E-Procurement was fully implemented. There were no responses for the other options automatically.



Source : Survey

Inference:

Majority of the respondents that is 100% felt that E-Procurement was fully implemented in VJ Industries. Therefore VJ Industries has a positive feedback on E-Procurements policy.

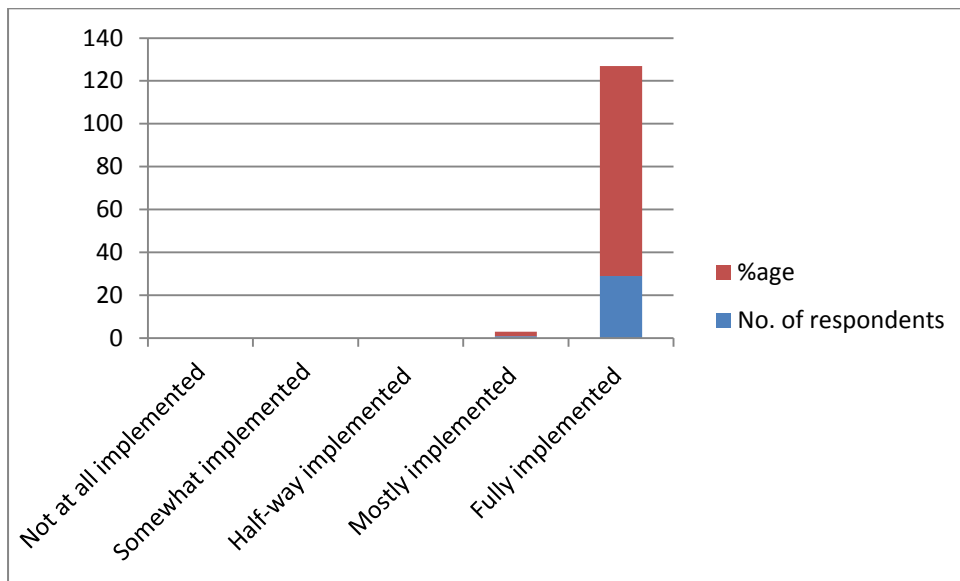
Table 20. Outsourcing

Outsourcing	No. of respondents	%age
Not at all realize	0	0
Somewhat realize	0	0
Half-way realize	0	0
Mostly realize	1	2
completely realize	29	98
Total	30	100

Source: survey

Interpretation

In the sales and distribution practices four options were given to the respondents that is fully implemented, mostly implemented, half way implemented, somewhat implemented and not at all implemented. 29 respondents that is 98% said that outsourcing was fully implemented. 2% said that it was mostly implemented. There were no responses for the other options automatically.



Source: Survey

Inference:

Majority of the respondents that is 98% felt that outsourcing was fully implemented and 2% felt that it is mostly implemented. Therefore VJ Industries has full implementation of its outsourcing policy.

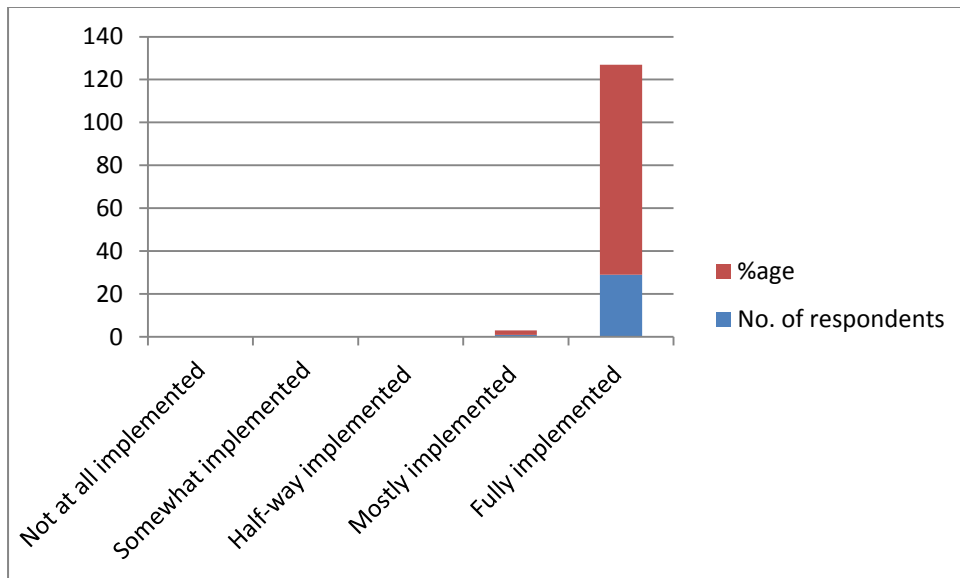
Table 21. Gathering Logistics (3PL)

Third party logistics (3PL)	No. of respondents	%age
Not at all realize	0	0
Somewhat realize	0	0
Half-way realize	0	0
Mostly realize	1	2
completely realize	29	98
Total	30	100

Source: survey

Interpretation

In the sales and distribution practices four options were given to the respondents that is fully implemented, mostly implemented, half way implemented, somewhat implemented and not at all implemented. 29 respondents that is 98% said that 3PL was fully implemented. 2% said that it was mostly implemented There were no responses for the other options automatically



Source: Survey

Inference:

Majority of the respondents that is 98% felt that 3PL is fully implemented. Therefore, VJ Industries has to good 3PL in the company

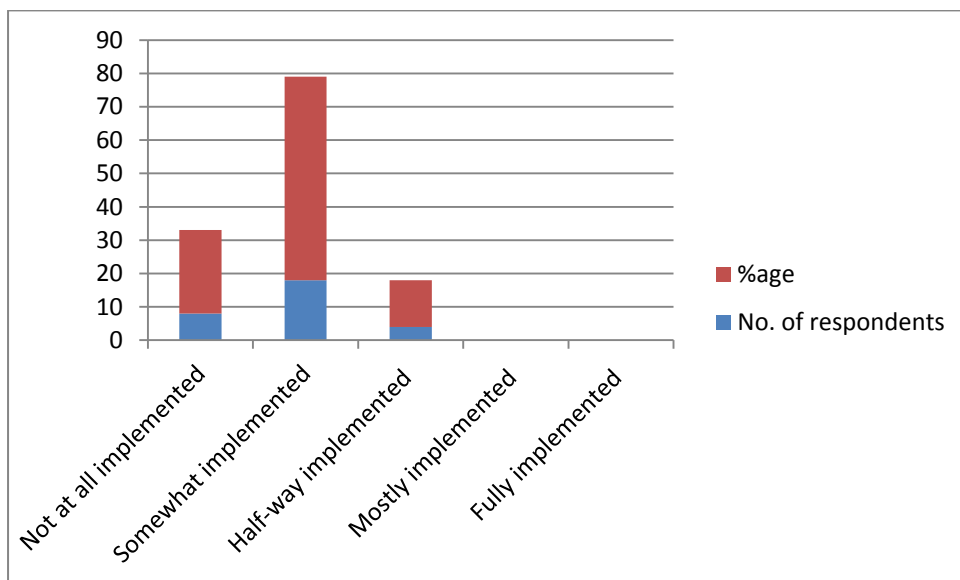
Table 22. Few suppliers

Few suppliers	No. of respondents	%age
Not at all implemented	8	25
Somewhat implemented	18	61
Half-way implemented	4	14
Mostly implemented	0	0
Fully implemented	0	0
Total	30	100

Source: survey

Interpretation

In the sales and distribution practices four options were given to the respondents that is fully implemented, mostly implemented, half way implemented, somewhat implemented and not at all implemented. 18 respondents that is 61% said that few suppliers is somewhat implemented, 8 respondents that is 25% ,said not all implemented and 4 respondents that is 14% said half-way implemented. There were no responses for fully implemented and mostly implemented



Source: Survey

Inference:

Majority of the respondents that is 67% felt that it is somewhat implemented and 27% felt that it is not at all implemented and 8 % felt that is half way implemented. Therefore, respondents felt that few suppliers is somewhat implemented.

CHAPTER: 5

FINDINGS, SUGGESTIONS AND CONCLUSION

FINDINGS

- 97% of the respondents that is an overwhelming majority felt that the company filled orders with accuracy. This is positive feedback on the order processing of VJ Industries.
- 65% have said that the company has high ability to forecast sales, 6 respondents that is 21% said very high ability all the respondents.
- An overwhelming majority felt that the company intimated shipping delays in advance. This is positive feedback on the order Processing of VJ Industries. That is in case of delays of shipment, the distributors are well notified in advance.
- 61% felt that the VJ Industries Auto had a high capability to react to requests in appropriate manner and 23% opined that the company had moderate ability to respond to requests, 16% felt it was low.
- All the respondents felt that the company had the ability to produce high quality products. 100% of the respondents felt that the company had very high and high ability to give quality services.
- 90% of the respondents that is an amazing majority felt that the employer had high capability to reply to wishes of key clients.
- 61% of the respondents that may be a majority felt that the enterprise's capacity to paintings with key providers is mild. 39% said low or very low ability to paintings with key suppliers.
- 90% of the respondents that is an overwhelming majority felt that the company delivered orders on the promised date.
- 79% of the respondents felt that the company had moderate abilities at advertisement integrity. The respondents felt that the facility to develop the advertisement situation in conditions of common accountability was moderate.
- 83% of the respondents, a popular of the respondents felt that the company had moderate facility to invent a low contamination fabrication procedure. The respondents felt that the company had moderate ability to design a pollution free design process.
- Majority of the respondents that is felt that it is half way implemented and felt that it is somewhat implemented and felt that is not all implemented.

- 61 % felt that partnership with customers is mostly implemented and 14 % felt that it is half way implemented and 25 % felt that is fully implemented.
- 91% felt that JIT was mostly implemented and 9% felt that it is fully implemented. 100 % felt that strategic planning is mostly implemented.

SUGGESIONS

VJ Industries ought to keep the guarantees to its client on the time of transport. VJ need to train their commercial executives nicely with ok information and ability to deal with customers. VJ Industries must keep their dedication to promise on the time of delivery and fulfil the consumer expectation.

VJ Industries need to beautify quality goods for its customer on the time of provider and transport. VJ Industries should hold its decorum and principle for its client to enhance the first rate high-quality and excellent provider.

VJ Industries business pressure need to be reliable to its purchaser to withheld them froconverting their brand or sellers. VJ Industries will have enhance it advertising and advertising and marketing mode and improve its method to draw new clients.

VJ Industries should improve it performance and growth to with stand in the marketplace. The increase of VJ Industries is completely depending on the industrial of the Volkswagen products. The agency should interest on the economic by eye-catching the customer's desires.

VJ Industries ought to huge bidding quantity to be in a top list within the seek engine platform to top the dealers listing of Volkswagen. not everybody is nicely privy to VJ industries, so that I endorse that enterprise to pay immoderate bidding quantity to be a top on the serps like Google and yahoo.

VJ Industries need to have remarkable and sufficient consumers courting manipulate to its clients. patron dating management ought to solve the following queries and serve on the exceptional for its customers. The enterprise have to make sure that they provide extra importance to decorate the first-rate and company for its both current and new patron.

CONCLUSION

It's miles concluded that advertisement merchandising is crucial to decorate the commercial of the organization and to gain new customers. Every and each organization need to have a notable strategic plan for their advertising to resist in the market with massive opposition. The reductions and loyalty application within the organization will improve the advertisement thru attracting new clients. The brilliant industrial promoting will help the employer to fulfil the organizational targets. The commercial advertising and marketing is have to beautify their business in every employer. The economic is monitored based totally at the promotional activities practiced by using the use of the enterprise; the agency need to have higher promotional sports practiced in the organisation to estimate the commercial. Consequently, the economic support plays a vital function inside the enterprise to fulfil the organizational desires and objectives. The organization ought to body the excellent strategic plan to satisfy the competition within the marketplace and fulfil the customer desires. Many authors have proved that the commercial promoting is the crucial component that enables the agency to attain the advertisement. Consistent with Philip Austin said that "industrial promoting is a stress that attracts human beings to devour the products" This explains that how advertisement vending influences the patron to shop for a manufactured goods.

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QUESTIONNAIRE

INDUSTRIAL BUYING BEHAVIOUR WITH REFERENCE TO VJ INDUSTRIES

The research instrument/questionnaire used to collect primary data from executives of VJ INDUSTRIES on Industrial Buying Behavior in their organization.

Rate the following practices of INDUSTRIAL BUYING BEHAVIOUR in your organization?

Please mark your response by rounding off the number

Very Low	Low	Moderate	High	Very High
1	2	3	4	5

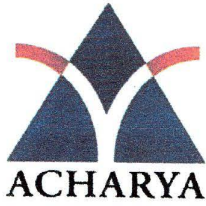
1	The ability to fill orders with improved accuracy	1	2	3	4	5
2	The ability to forecasting sales with greater accuracy	1	2	3	4	5
3	The ability to issue notice on shipping delays in advance	1	2	3	4	5
4	The ability to respond to a request in a timely manner	1	2	3	4	5
5	The ability to make high quality products	1	2	3	4	5
6	The ability to deliver high-quality services	1	2	3	4	5
7	The ability to respond to the needs of key customers	1	2	3	4	5
8	The ability to work with key suppliers	1	2	3	4	5
9	The ability to manage supply chain inventory	1	2	3	4	5
10	The ability to meet a delivery on promised date	1	2	3	4	5
11	The ability to enhance supply chain's position in terms of integrity	1	2	3	4	5
12	The ability to enhance supply chain's position in terms of social responsibility	1	2	3	4	5
13	The ability to design low-pollution production process	1	2	3	4	5
14	The ability to design low-pollution delivering process	1	2	3	4	5

COMMENT ON INDUSTRIAL BUYING BEHAVIOUR in your organization?

Please mark your response by rounding off the number

Not at all Implemented	Somewhat Implemented	Half-way Implemented	Mostly Implemented	Fully Implemented
1	2	3	4	5

1	Close partnership with suppliers	1	2	3	4	5
2	Close partnership with customers	1	2	3	4	5
3	Just in time (JIT) supply	1	2	3	4	5
4	Strategic planning	1	2	3	4	5
5	Supply chain benchmarking	1	2	3	4	5
6	Many suppliers	1	2	3	4	5
7	Holding safety stock	1	2	3	4	5
8	Subcontracting	1	2	3	4	5
9	E-procurement	1	2	3	4	5
10	Outsourcing	1	2	3	4	5
11	Third Party Logistics (3PL)	1	2	3	4	5
12	Few suppliers	1	2	3	4	5



ACHARYA INSTITUTE OF TECHNOLOGY
DEPARTMENT OF MBA

PROJECT(17MBAPR407) -WEEKLY REPORT

NAME OF THE STUDENT: RANJITH H S

INTERNAL GUIDE: Prof. ARUNDATHI K L

USN: 1AZ17MBA35

COMPANY NAME: V J INDUSTRIES

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

HOD Signature

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