

## **EXECUTIVE SUMMARY**

This report with a title “Sales and distribution” is conducted to find out the best channel for reaching the customer along with Steermate India pvt ltd, to study the current sales and distribution management system and to study the total distribution cost minimization for product output of Steermate India pvt ltd.

This study mainly focuses on cost minimization and how it results in a positive way for organization and also on efficient supply chain management. If a company has effective distributing channel it will create a positive impact on its customer base, and its helps to different against its competitors. And cost minimisation profit by all means.

Distribution move products from the manufacture to customer and other business. If selling from the manufacture ton customer was always the most effective way, there would be no need for channel of distribution. Sales and distribution control offers a top level view of the income and distribution feature. It discusses various factors of the income characteristics ranging from numerous income enterprise structure to the position of the income supervisor in enhancing sales with the hide of hiring, training, motivation and leading the income force. The main objective of the study was know total distribution cost minimisation for product output for Steermate India pvt ltd and to study the various strategy for effective sales and distribution of Steermate India pvt ltd.

The methodology is the general research strategy that outlines the way in which research is to be undertaken, and among other things, identifies the methods to be used in it. Findings of the study stated that maximum number of employees are under the age of 20-30 years age group shows that young employees are working in the organization, Advertising promotional method is more effect to the customers to buy the product and the price of are discount method of sales promotion is more effective to motivate the customer to buy and the company involves the employees for opinions and idea generation for increase the sales. Automobile market today is very dynamic and competitive the variety of players and products this even helped in sprucing of communication skills, A must have to live on and make it huge in gift world. It even gave a good expertise of customers desire and distributing channels when placed in exceptional situations. It helped in developing the kind of family members one wishes to uphold inside the company world.