

EXECUTIVE SUMMARY

JK Tyre a prominent player in the tyre industry. As its expansion plan, The study was conducted to understand the how effeiciently JK Tyre maintaing there distribution system and existing market practices and learn from the leaders. The report aims at discovering various factors affecting dealers satisfaction. Understanding these factors will help develop better strategies to attract & retain dealers. The study also aims at identifying factors influencing coustmer satisfaction. Dealers/Retailers are the most prominent channel partners as they directly interact with the customer and represent the company. For the purpose of research the data was collected via interviews, observation and structured questionnaire: The study has discovered that coustmer's are highly satisfied by (Price, Quantity, Brand, Durability). The dealers were most motivated to push the products because of (Commision , New Scheme, Service, Quality, and Brand). The company can also consider the importance of the above discussed factors to improve their market interaction with dealers and motivate customer to buy their products.