

Date: 05.05.2018

TO WHOM SO EVER IT MAY CONCERN

This is to certify that **Mr. MIVIN KUMAR, USN No:1AY16MBA41**, second year MBA student of Acharya Institute of Technology, Bangalore have successfully completed the project work on the topic: **“A STUDY ON DEALER SATISFACTION TOWARDS BFW PRODUCTS”** in our organization under the guidance of **Mr. SUNIL SHENOY** from **15th Jan 2018** to **24th March, 2018**. He has fulfilled all requirements for the project work.

His performance & conduct during his stay with us was found good.

We wish him success in all his future endeavors.



PRASHANTH S

(Manager-Skill Development)

Place: Bangalore





ACHARYA INSTITUTE OF TECHNOLOGY

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

Date: 17/05/2018

CERTIFICATE

This is to certify that **Mr. Mivin Kumar V** bearing USN **1AY16MBA41** is a bonafide student of Master of Business Administration course of the Institute 2016-18 batch, affiliated to Visvesvaraya Technological University, Belgaum. Project report on “**A Study on Dealer Satisfaction Towards BFW Products**” At **Bharat Fritz Werner Pvt Ltd, Bangalore** is prepared by him under the guidance of **Dr. Nijaguna G** in partial fulfillment of the requirements for the award of the degree of Master of Business Administration, Visvesvaraya Technological University, Belgaum, Karnataka.

Signature of Internal Guide

Signature of HOD

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

Signature of Principal

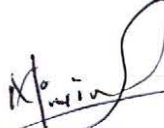
PRINCIPAL
ACHARYA INSTITUTE OF TECHNOLOGY
Soldevanahalli Bangalore-560 107

DECLARATION

I Mivin Kumar V bearing USN : 1AY16MBA41, hereby declare that the project report entitled "A study on dealer satisfaction towards BFW products" with reference to Bharat Fritz Werner Ltd, Bangalore prepared by me under the guidance of Dr Nijaguna G, HOD of MBA department, Acharya Institute of Technology and external assistance by Mr. Sunil Shenoy, AGM Marketing, BFW Ltd. I also declare that this Project work is towards the partial fulfilment of the university regulations for the award of degree of Master of Business Administration by Visvesvaraya Technological University, Belgaum. I have undergone a summer project for a period of ten weeks. I further declare that this project is based on the original study undertaken by me and has not been submitted for the award of any degree/diploma from any other University/Institution.

Place: Bangalore

Date: 25/05/18


Signature of the student

ACKNOWLEDGEMENT

The success and the final outcome of this project required a lot of guidance and assistance from many people and I'm extremely privileged to have got this all along the completion of my project. All that I have done is only due to such supervision and assistance and I would not forget to thank each one of them.

I thank Dr.S.C. Pilli Principal and Academic Dean Dr.Mahesha K. of Acharya Institute of Technology, Bangalore and Dr.Nijaguna G internal guide and HOD of MBA department for their cooperation in completing the project work.

I respect and thank Mr. Sunil Shenoy for providing me an opportunity to do the project work in BFW Ltd, Bangalore and giving me all the support and guidance which made me complete the project duly. I am extremely thankful to them for providing such a nice support and guidance, although he had busy schedule managing the company's tasks.

I owe my deep gratitude to all faculty members of Acharya Institutes and Supporting staff of the company for their indebted support all along, till completion of my project work.

Place: Bangalore

Mivin Kumar V

Date:

USN: 1AY16MBA41

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EXECUTIVE SUMMARY

This project was conducted on 'the study of dealer satisfaction towards BFW products'. This study was mainly conducted in order to discover the dealer's satisfaction level towards BFW products.

Bharat Fritz Werner Limited, generally called as BFW, is one of the country's leading machine tool manufacturer. BFW has broad product range. In inclusion to all frequently in need of machine tools, they have created more than two hundred special deviant. They have beyond 30,000 BFW products on all parts of world.

Study of conceptual background and literature review this is done in order to define the research gap and gives description, summary and evaluation of the research problem which is done by others.

The research design consists of statement of the problem; need for the study, objective of the study, sampling techniques used and limitation of the problems are discussed.

Data was analysed and interpreted with respected to satisfaction of dealers using self designed questionnaire consists of both open ended and close ended questionnaire with the sample of 100 respondent's selected using simple random sampling.

Descriptive research has considered various factors to analyze the satisfaction level such as BFW products, services given, handling complaints, credit facilities, advertisement and sales promotion, availability of spare parts. Results shows that majority of the respondents are satisfied with sales quality and the major priority is given to price, product range, supply and sales quality, one of the main findings is that the dealers have given very good responses to the quality of the BFW products which is an added advantage for the company and another main finding is that 84% the dealers says yes to the absence of credit facilities, by analysing this it can be suggested that the company have to give the dealers some credit facilities in order to achieve high satisfaction rate from the dealers.

The discoveries of this paper will be gainful both to the essential organization and in addition to the dealers of machinery industry in India.

CHAPTER 1

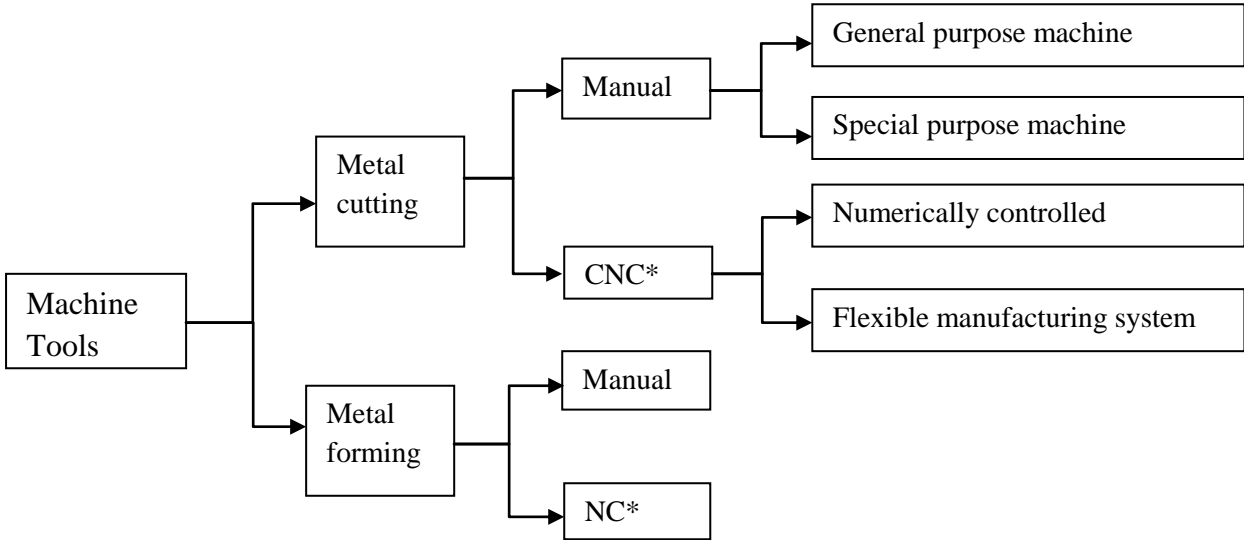
INTRODUCTION

1.1 INDUSTRY OVERVIEW

India is the eighteenth biggest maker of machine tools on planet. Machine tools industry comprises of around 450 assembling units, of which around 150 are in composed division, universal organizations like Doosan, DMG and Makino which imports machines for offering. Top 10 makers represent nearly 70% of the yield. Local producers represent around 45% of aggregate Indian machine instrument showcase.

Indian machine tool units have dormant development since start of 21th century as interest in assembling segment backed off significantly. In mid 2002, Indian Engineering Sector, particularly the automobile division, saw expanded speculations as worldwide majors outsourced assembling to India. This prompted a spurt sought after for machine devices. The machine tool industry, from that point forward, is developing in solid pace.

Machine tool industry of India is presently in such a situation to trade broadly useful and standard machine instruments to modern propelled nations. With an index of industrial production reaching new highs and accentuation of capital speculation by administration, machine tool industry is good to witness uncommon development.



*CNC: Computer numerically controlled *NC: Numerically controlled

Machine tool industry could be arranged by sorts of machines that is metal cutting and metal framing. Both sorts of machines could be additionally characterized in to physically worked machines and numericaly controlled. Mindfulness of new innovation is expanding, an ever growing number of individuals are deciding on further developed NC and CNC machines.

Class 1

Class 1 contains big multinational companies of generation set up in India. {Eg : Kennametal India Pvt Ltd, BFW}

Class 2

This involves big Indian firms {Eg: HMT Machine Tools, ACE Mfg Systems, TAL Manufacturing Solutions, Batiliboi, Laksmi Machine Works}

Class 3

Indian mid sized companies contributes to Class 3 of machine tool players. {Eg.: Jyothi CNC Automation Ltd., PMT Machines Ltd., Mac-power CNC machine private Ltd., Miven machine tool}

Class 4

This involves small scale Indian industries {Eg:. Precision tools Pvt Ltd, Mahalakshmi industries, Kamala dials Private Ltd}

Class 5

Organizations straightforwardly bringing in India of which have their after deals benefit division in the country comes in Class 5 {Eg:. DMG India Private Ltd., HAAS Automation, MoriSeiki Ltd}

Class 6

Contains organizations which just import machines however doesn't have after deals benefit division in the country {Eg.: Dalain Machine Tool, Francis Klein and Company private Ltd.}

Class 7

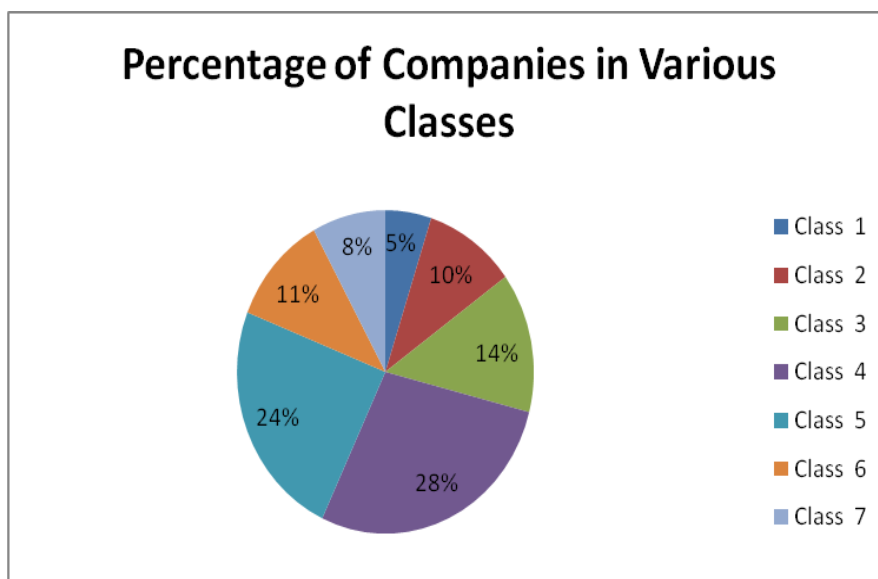
Little organizations who purchase utilized machines from outside the country and retro Fit frame Class 7. {Eg.: Askaar Microns private. Ltd, Harkram Enterprises}

PERCENTAGE OF COMPANIES IN VARIOUS CLASSES

Table No. 1.1

Classes	Percentage of Companies in Various Classes
Class 1	5
Class 2	10
Class 3	14
Class 4	28
Class 5	24
Class 6	11
Class 7	8

Chart No. 1.1



Larger number of the machine Tool manufacturer in country is little in size {Class 4} and the greater number of companies makes part of unorganized segment. While industry developing at good pace, these companies is likely to go up to top in chain that are Class 2 and class 3.

TYPE OF THE COMPANIES AND HOME LOCATION

Table No. 1.2

NAME	TYPE OF COMPANY	HOME LOCATION
LMW	Public Ltd	Coimbatore
ACE	Pvt. Ltd	Bengaluru
BFW	Pvt. Ltd	Bengaluru
Jyothi	Pvt. Ltd	Rajkot
Batiliboi	Private Ltd	Rajkot
Lokesh	Pvt. Ltd	Hyderabad
TAL	Pvt. Ltd	Pune
HMT	Public Ltd	Bengaluru
DMG Mori	Importer	Japan
Mazakk	Importer	Singapore
HAAS	Importer	USA
Doosan	Importer	Korean
Makino	Importer	USA
Feeler	Importer	Taiwan

ABOUT THE DEALERS MARKET

Merchant is a man or company involved in business buy and sell. Dealer may denote firms who buy or exchange things at retail or discount ways. A manufacturer can't offer each of his items especially to shopper; manufacturer needs to depend on mediators to sell his items. Dealer is a go-between who showcases items. They is who buys and sells items. They might become a distributor or retailer or wholesaler or any other operators.

Quantity of offers highly relies on effectiveness of a merchant who determines the brain science of customers and finds a way to tender an item. They recommend to the producers appropriate media of ad and other promo tools. They are scanning for fresh advertising procedures to bring in and hold clients. They fit in all exercises associated with pitching goods and ventures to those buying for resale or business utilize. They purchase from the manufacturers and sell it to industrial consumers or retailers.

DEALER SATISFACTION

They require good marginal gains from producers. Primary motive of dealers is winning high profits. Their business is not same as other businesses. The unique highlight of them is handling at least one comparative item. They receive commission for items sold from the producers. The commission hinge on estimation of offers on both money and credit. Present days interest for concrete amplify each year.

Makers aren't ready to cover every one of the shoppers specifically. With aid of dealers none other than them can reach customers. They expect remuneration from business in light of fact that there is chance of getting more commission from this business. They ask for more commission from makers, dealers cover whole marketplace within their territory.

PROMPT DELIVERY

Almost all business contention are unavoidable, information, right price, proper delivery and so on., are main manners of which anyone can pull in additional customers. Proper delivery of each item to industrial consumer will pull in each extra consumer. If there is postpone, small deferral of maybe a couple of days or flat hours may cause strange set back in buyer fulfilment.

There is many ways we can fulfil purchasers. One of those is a general supply and prompt delivery of products to its clients. Even though the fact that quality is superb and cost are sensible we cannot fulfil purchasers, except there is immediate proper delivery of merchandise.

QUICK REALIZATION OF MONEY AFTER SALES

Merchants will receive their bonus swiftly after each transaction. This can encourage merchants to expand the business sales volume. If deals have good growth then remuneration will also grow. For the most part commission will be paid in each deal. "More deals are added commission and less deals is a smaller amount of commission" is principle of dealership.

CREDIT FACILITIES

Business depends on real good confidence, certain and general hope. Back then businesses depended on money basis. Be that as it may, now business depends on credit basis. Added finished deal basis of business out additionally impractical for each business in light of need for assets. Commercial basis of businesses is all inclusive recognized and exceptionally less challenging for agents.

Credit offered to loyal clients and real consumers will upgrade the business. There a few purchasers who buys for the most part in credits and make the instalment at customary interims. There are part of confirmation between procurer and vender for a credit buy. This thoughtful likewise covers in terms of instalment trade concession, money return and so forth., for even and regular customary instalment of money. Acclaim offers structure is helpful for both procurer and merchants. There can be a great development on both the sides. Enabling credit to consumer will lead to enhancement and extension.

ENDOWMENTS FROM COMPANY

Most of prestige organizations will offer various gifts to their merchants and wholesalers. Their blessings will enhance deals in every zones. They will be quite positive when endowments are offered by producers. Blessings is extraordinary sort of inspiration, which will lead the dealers to increase their sales.

Fundamental goal of contribution of endowments to merchant and wholesalers are to progress or develop deals to most extreme point. Competitor with ease can be handled when endowments are presented to merchant, different types of endowments is given below.

- Value of offers in Rupees.
- Value of offers in units
- Seasonal endowments.

Endowments to merchants will assume a more noteworthy part in advertising. This will spur the full merchants to improve the situation and this will likewise empower better deals.

1.2 COMPANY PROFILE



Bharat Fritz Werner Pvt. limited (BFW) located at Yeshwantpur industrial area, bengaluru is a leading machine tool manufacturer in India.

- It was established in 1961 in techno commercial collaboration along with Fritz Werner AG of Germany.
- During 1966, BFW become division of Kothari Group and subsequently in 1977, become an associate company of Bukhardt+Weber, Germany.
- In 2003, BFW become a wholly owned company of the Kothari Group.

BFW houses the latest state of the art manufacturing technology and also reinforced with dedicated team bearing qualified engineers frequently occupied in updating technology and developing new machines. BFW's R & D department is identified by ministry of Science and Technology, Govt of India. And the company have won a number awards from the Govt of India.

Bharat Fritz Werner Limited, generally called as BFW, is one of the country's whopping machine tool manufacturer. BFW has broad product range. In inclusion to all frequently in need of machine tools, BFW have created more than two hundred special deviant. They have beyond 30,000 BFW products on all parts of world. Our products discover claims in a broad range of industries.

BFW is an ISO 9001 : 2008 and ISO 14001 : 2004 machine builder, with their head manufacturing space situated at Bangalore city.

BFW products are accessible through huge network, in both native and international. They are the beneficiary of several rewards and recognitions. BFW are appreciated both for its product standard and environment preservation efforts. They are one of the few private ltd machine tool companies in India who have accomplished 50 years of performance.

Headquarters

Bangalore, Karnataka

Year founded

1961

Company type

Private Limited

Company size

4,000 employees

Specialties

CNC VMC (Vertical machining centres) CNC HMC (Horizontal machining centres, CNC HTC (Horizontal turning centres), CNC VTC (Vertical Turning Centers), Special Machines, and Knee type Milling Machines

HISTORY

- 1961 : BFW was established by Late Sri G.D. Kothari, later chairman of Kothari group of companies. Their first product was kneetype milling machines. This product was produced in technical collaboration with Fritz Werner West Germany. Hindustan Machine Tools (HMT) was the sole other machine tool producers in India at that period.
- 1970 : BFW extended out into production and supply of (SPM) Special Purpose Machines.
- 1979 : In this year the industry obtained its first mass machine order.
- 1983 : BFW is one of first exporters of machine tools and held record exports of its products for the erstwhile USSR (Union of Soviet Socialist Republics).
- 1985 : Company started its first research and development provision after obtaining the formal acceptance from the ministry of science & sechnology, Govt. of India.
- 1990 : Beginning of 90's BFW became the SPM (Special Purpose Machines) producer and in 1993, BFW gave their first cylinder block and cylinder head transfer line. The other half of the 90's, BFW began to manufacture high speed machining centres and began conducting business with two wheelers manufacturer in India.
- 2002 : In 2002 BFW was clearly noticeable for their swoop into serving the textile machinery section. At a slow pace, BFW extended out into several latest product lines like double column VMC's (Vertical Machining Centres), high speed VMC's, Vertical Turret Lathes (VTL's) and 5-axis VMC's and HMC's.
- 2011 : In 2011, BFW finished 50 successful years of performance. BFW moved into a strategic partnership along with Spinner GBH for offering CNC Turning Centres (HTL's) to the Indian market.
- 2012 : And BFW bought MATEC GBH, a producer of travelling column and Gantry-type 5 axis VMC's.
- 2016 : BFW introduced the Dr APJ Abdul Kalam centre for innovation.
- 2017 : They publicized an extensive facility expansion for its Hosur and Bengaluru areas.

1.3 PROMOTERS

Main promoter of BFW is Kothari Groups.

Kothari Group of Industries is the brought up baby by Late Shri R.G. Kothari who happen to be one of experience person of 40 years in Lead Metal Industries. KGI having its intension to provide all its products as according to the standards to its valued customers.KGI enjoy its good position in domestic and international markets becomes a leading upcoming private sector in Lead Industries in INDIA.

List of board of directors (BFW).

Mr. A.K. Kothari	Chairman
Mrs. P.D. Kothari	Director
Mr. Shailhesh Shet	Director
Mr. Parabhrahman T.	Director
Mr. Ajith Khandelawal	Director
Mr. Rajeev kaitan	Director
Mr. Ravi Ragavan	CEO and Managing director
Mr. Sujay gupta das	Chief financial officer
Mr. Prafula Shende	Chief sales & marketing officer
Mr. Venkataramana P	Chief operating officer

Table No. 1.3

1.4 VISION, MISSION AND QUALITY POLICY

VISION STATEMENT

BFW targets to be one of the top twenty machine-tool manufacturers universally by positioning the upcoming generation standards and quality of excellence and the technology guidance with happy and energetic stakeholders.

MISSION STATEMENT

BFW lives to enable advancement. We manufacture machine tools that aid to produce other machines. Every machine tool developed aids to create machines that manufacture products that increase the quality of life and the progress of mankind.

QUALITY POLICY

BFW products are recognized for their durability.

They trust that quality is the result of a process that starts with brilliant design and carried forward through careful testing. Every product is carefully tested for functionality, accuracy under different conditions, reliability, adherence to performance parameters, safety, environment protection, and other aspects. A strict quality check is done that assures they never fail our customers.

VALUES

BFW grabs the pride in a small number of values that aids to evaluate everything we do, and aids to remain grounded to the reasons of existence.

AWARDS AND RECOGNITION

1. EEPC Silver Shield 2013 - Beneficiary of govt of India Silver Shield award from the engineering export promotion Council for their excellence in export performance in year 2013.
2. FIEs Foundation Award 2013 - Winner of FIEs Foundation Award for research and development and for thier Innovation in India machine tool section in 2013.
3. Kirloskars Ferrous Special Award 2013 - BFW is the winner of special Appreciation from Kirloskars ferrous limited for the supply of production line in 2013.

4. India design identification for Agni and Dhruva 2012 - India Design identification for CNC Vertical machining Centres (VMC's), Agni and Dhruva., 2012.
5. AAM India Supplier Recognition Award 2010.
6. Ashok leyland appreciation 2010: Ashok leyland appreciation for BFWs donation to their Pantnagar plant in 2010.
7. FIE Foundation for best Exhibit Award at IMTEX, 2007.
8. HMSIs award for their Machinery, 2006-07.
9. Obtained the best stall award at IMTEX in 2001.
10. Horticulture reward 2015 - BFW got the Mysore Horticultural Society Cup for fourth consecutive time in 2012 for the remembrance of the GREEN CAMPUS at Peenya.

1.5 PRODUCTS

PRODUCT PROFILE

BFW initially started with the manufacturing of Knee type milling machines in various sizes. Subsequently BFW entered in the CNC sector and into area of (SPM) special purpose machine. Now BFW offers broad varieties of general purpose machines, special purpose machines, Cnc machining centres etc. to meet the demands of the customers. Every single product is supported by best engineering inputs which naturally lead to high quality machine tools to meet today's user standards and they have found ready acceptance worldwide.

The company produces various lines of CNC machine tools for variety of industry segments. BFW products are of 400 variants .

- Vertical machining centres {VMC's}
- Horizontal machining centres {HMC's}
- Turning centres : Horizontal turning centres and vertical turning centres
- Milling machines
- Special purpose machines (SPM's)

Product range includes:

- 1.) CNC Vertical Machining:

- i. Chandraa+
- ii. Dhruva+
- iii. Gaurav
- iv. Agni+
- v. Agni++
- vi. Vayu
- vii. Chakraa
- viii. Suraj
- ix. Astraa
- x. Vajraa
- xi. Viraat
- xii. Pentaxes
- xiii. DMC
- xiv. Matec 30
- xv. Matec 40 P

2.) CNC Horizontal Machining Centers :

- i. ORION
- ii. PRIMA
- iii. Vegaa
- iv. Teja
- v. Shaksham
- vi. Airaavat

3.) Special purpose machines:

- i. Front beam axles machines
- ii. Pin crank milling machines
- iii. Centering facing machines
- iv. Duplex milling machines
- v. Gantry type machines
- vi. Pipe Chamfering machines
- vii. Crank Shaft Oil Hole Drilling Machines

4.) CNC Vertical Turning Machines:

- i. Sudarshan BVL550H & 700H
- ii. Sudarshan BVL800H
- iii. Sudarshan BVL800ML
- iv. Sudarshan BVL1200 R/RL
- v. Spinner
- vi. Spinner DP
- vii. Spinner U

5) CNC Horizontal Turning centers

- i) Orbitur& Orbitur + Series
- ii) Neo Series
- iii) Rhino Series
- iv) PL Series

6.) Non CNC milling Machines (Conventional Type)

- i. Knee Type Milling Machines of different Sizes: Size1, Size2 and Size 3.5(Both Vertical & Horizontal Versions)

7.) Automation-- IRIS Product

1.6 AREAS OF OPERATION

FOUNDRY

BFW have a completely developed foundry at Hosur. The foundry is furnished with furnaces, sand mixing., shot blasting equipment, and reclamation machinery, and an in house laboratory. The foundry gives up to 600 tonnes of grey iron, SG iron and Ni hard castings monthly.

MOTHER MACHINES

The company consists of many machines including the following:

- Mitsubishi 5 axis plano milling machine for finishing of large and heavy components.

- Nissin boring machine for high accurate boring and 4 axis milling for heavy components.
- Vertical jig boring machine for medium components.
- Waldrich Coburg grinding machine for the accurate finishing of heavy components.

TESTING AND INSPECTION

- Leitz coordinate measuring machine for the large components with volumetric length measuring error of 1.6 microns and probing error of 1.2 micron.
- Carl Zeiss coordinate measuring machine with volumetric length measuring error of 2 microns and probing error of 1 micron.

SPINDLE MANUFACTURING

Almost all BFW products are assembled with spindles manufactured in the company. The different types of the grinding machines in the company is Kellenberger, Studer, Voumard and Toss BDU.

DESIGN FACILITIES

BFW uses SOLID WORKS latest edition for their design and development of the machines.

1.7 INFRASTRUCTURE FACILITIES

They own 5 definite product departments at BFW which produces different product lines. Each department possesses its own complete manufacturing equipment, design, stores and different facilities.

CERTIFICATIONS

BFW is certified by ISO 9001 : 2000 and ISO 14001 : 2004. The company has finished the certification process that is needed to affix the CE mark to its products.

1.8 SWOT ANALYSIS



SWOT examination implies estimating the quality, shortcoming, opportunity and risk of the organization. S and W are inside variables to the organization and the O and T are external variables to the organization.

STRENGTH

- BFW exists past 56 years in Machine Tool Manufacturing Line
- BFW manufacturers both CNC Milling & CNC Turning Centers and has good product mixture, adding to this also manufactures Special Purpose Machines.
- BFW has good infrastructure i.e In-house manufacturing facility, Foundry and sales offices spread across PAN India Basis
- BFW has team of dedicated Technically skilled work force
- In addition Sales Team, BFW has technically qualified Channel Partners to assist sales team in generation leads in specific pockets to cover each and every corner of India
- BFW products are well accepted in Market due to good quality

WEAKNESS

- In spite of several strengths mentioned above, BFW is not able to make much penetration in Global Market.
- Servicing needs to be improved compared to competitors

OPPORTUNITY

- BFW able to get good orders from Government business specially defence and Aeronautical sectors
- Got good orders due to expansion and start of new manufacturing set up by Maruti, TATA Motors, Honda Motors and Ashok Leyland.
- BFW has developed SPM machines specially for machining of Front and Rear Axles of TATA Vehicles
- And TATA Motors are very happy with technology and all their vendors like Ramakrishna Forging, MM Forging etc have placed orders

THREATS

- Many foreign players have entered into Indian Markets with high end Technology machines and set up their own sales and service set upto cater Indian needs
- BFW need to develop 5 axis and above machines to cater the needs of market with Robot Interfacing for pick and place.

1.9 COMPETITORS

- **Pragati Machine Tools** is BFW's biggest rival. Pragati Machine Tools was founded in null, and is headquartered in Gondal, Gujarat. Pragati Machine Tools generates \$473.7M more revenue vs. BFW.
- **Micromatic Grinding Technologies** is one of BFW's top competitors. Micromatic Grinding Technologies's headquarters is in Uttar Pradesh, Uttar Pradesh, and was founded in null. Micromatic Grinding Technologies generates 8.42% of BFW's revenue.

- **Jyoti Cnc Automation** is seen as one of BFW's top competitors. Jyoti Cnc Automation is in the Industrial Machinery & Equipment field. Compared to BFW, Jyoti Cnc Automation has 53 more employees.

PRODUCTS OFFERED BY MAJOR PLAYERS

Product Category	ACCURATE	ACE	ACUMAC	ALEX	AMC	ASKAR	BATLIBOI	BFW	EMI INDIA	HMT	JYOTI	KENNAMETAL	LMW	OMTEC	PAL	PRAGA	WIDIA
Turning machines		*				*	*			*	*		*			*	
Machining centres		*					*	*		*	*		*			*	
Flexible mfg systems										*							
Milling machines							*	*		*							
Drilling machines							*			*							
Gear cutting machines										*					*		
Broaching machines										*			*				
Grinding machines			*	*												*	
Cutting tools/holders												*		*			
Honing, lapping & polishing machines				*													
Heat treatment equipment						*			*	*							
Testing equipment														*			
Die casting machines										*							
Plastic injection moulding machines	*																
Special purpose machines								*		*							*
CNC systems												*					
Tool room machines					*					*		*					*
Press brake, shearing machines					*												

1.10 FUTURE GROWTH AND PROSPECTS

- Bharat Fritz Werner has come up with a determined sketch to enlarge its trade throughout together natural and not natural path for assets spending of Rupees 350 crore by upcoming 5 years.
- Along with that they are diligently seeing for acquirement of small scale and medium scale ranged machine tool industries in the Europe. They considered some companies in germany,Italy, and spain and they are discussing with them.
- Even the company is still to determine on right cost of venturing and acquiring companies, BFW have placed apart Rupees 150 to160 crores for this requirement.
- BFW aims to slice out its spindles & aerospace trade departments into two different subsidiaries to cultivate business. BFW is eyeing at laying up two separate production division for spindles & aerospace.
- BFW has designated Rupees 115 cr to obtain latest equipments and add shop floors to house latest lines of invention from the present plant in bengaluru.
- Machine tool company is composed for a high priest development. From the past 4 decades BFW has been continuously innovating and providing latest machines. BFW are eyeing at a thrilling and forceful increase in development for them.
- Also BFW awaits to protect notable orders from aeroplane manufacturers and defence division as an outcome of an balance article. It has previously obtained an order from (HAL) Hindustaan Aeronautical Ltd for the delivery of small precision machine components like turbine blades for jet propulsion engine.

1.11 FINANICAL STATEMENT

The company did not disclose their financial statement as they mentioned that the project is done on marketing basis.

CHAPTER 2

CONCEPTUAL BACKGROUND AND LITERATURE REVIEW

2.1 THEORITICAL BACKGROUND OF THE STUDY

Effective merchant's fulfillment reviews augment the preservation of present clients & aid undertakings to improve situation themselves among intended clients. Be that as it may, merchant's fulfillment studies that won't disclose client observations or requirements augment client dependability or aid undertaking to create changes are essentially pointless.

In a period of high rivalry and desires, merchant's fulfillment studies are basic devices for tuning in to clients about their fulfillment levels, and for creating procedures for development. The state of fulfillment bank upon physical and mental factors which be in contact with fulfillment practices., for example., return and prescribe rate. Stage of fulfillment can similarly change delegation upon diverse choices the merchants may have and diverse items beside which the merchants can believe about the relations items. Essential purposes behind evaluating merchant's fulfillment are to augment client maintenance, and to pick up and assemble client devotion. Merchant are production network part who straightforwardly manages client so if merchant are fulfilled then they can ready to fulfilled client successfully with their administrations and overseeing connection with them for work force and friends advantage. It is far less exorbitant to continue existing merchants than to make new merchants. Offering one angle is identified with relationship so if your client is know your organization through merchant then its need to keep up great connection with merchant as far as fulfillment and different parameter which consider by merchant for more prominent productivity. Realize that merchant's fulfillment doesn't liken to consumer steadfastness. Just fulfilled customers will modify to contestant that will exceed their wishes, mainly in exceedingly focused market, inside the flicker of an eye. True upper hand along these lines necessitate that merchants are completely fulfilled. Also, it is critical to light up merchant's winding up matter, that their responses will actuate alter within company.

2.2 REVIEW OF LITERATURE

Philip Kotler (1989) on showcasing effective "go-to-advertise" techniques require incorporating merchants wholesalers and strategic association. In spite of the fact that the staggering mass (97 percent) of merchandise and ventures is sold through merchants and wholesalers. The merchant's item collection must match the objective market's desires. The merchant needs to settle on item – arrangement breadth and profundity

General Electric (1990) before the late 1990s, GE worked a customary arrangement of endeavouring to stack its merchants with GE applications. At that point merchants get to GE's request handling framework 24 hours every day, they get GE's best value, GE financing, and no intrigue charge for initial 90 days. In return, merchants must focus on offering 9 noteworthy GE item classes, creating 65 percent of their deals in GE items. Presently GE gives web substance to every one of its 1,500 online merchants.

Merchants wholesalers have confronted mounting weights as of late from new wellspring of rivalry. So when that the organization give their administration at the fulfilment level of merchants. They are handling effective in the market.

Geoff Cousin' (2007) overseeing executive of Jaguar autos says "merchants fulfilment is create the business development and gainfulness" In Schwabe's 2007 image checking overview, the panther mark in Germany accomplished in front of the rest of the competition for general merchant fulfilment and enhanced from a year ago's outcome by nine spots.

In excess of 1,000 merchants were addressed in regards agreeable to them with their image and Jaguar started things out in the general positioning as well as in the imperative class which demonstrated a change of eight spots.

Overseeing Director of Jaguar autos, remarked: "I am charmed that the two dealerships have been perceived for the colossal work that they do. It's an extraordinary accomplishment to be picked over the extreme rivalry from our fundamental rivals. The level of fulfillment is estimated in six key zones: benefit start, benefit guide, in-dealership encounter, benefit conveyance, benefit quality and easy to use benefit.

HONDA bike and scooters(HMIS) and Honda siel autos (HSCI) (2002) rank most noteworthy in merchant fulfilment with their principals in the two-four wheeler industry sections, separately, as per the discoveries of the '2005 merchant fulfilment think about'. The examination speaks to the reactions of in excess of 1,200 two-and four-wheeler merchants to the key regions of item, administration relationship, net revenue, request and conveyance, after-deals and parts bolster, guarantee. Positioning for the investigation are done at the business fragments level to give examinations among comparative gathering of merchants. "The business normal score of mirrors a generally low level of merchant responsibility and demonstrates that merchants are defenceless against absconding. Its a noteworthy increment contrasted with the 2002 investigation" The key building accomplices is to center around the most basic regions that effect merchant fulfilment and sense of duty regarding the maker

Mr. Lochan (2005) the overseeing executive said "It isn't shocking that merchants anticipate that their principals will be concerned and steady of their productivity. In any case, the examination plainly uncovers that merchants are similarly worried about other strategic issues, for example, marking, promoting adequacy and support in overseeing guarantee claims"

The announcement said the merchant fulfilment think about directed from October through December 2005 covering 846 bike merchants crosswise over nine producers and 392 four wheeler merchants crosswise over eleven makes.

HENRY FORD (1926) 'business must be keep running at a benefit; else it will kick the bucket. In any case, when anybody endeavours to maintain a business exclusively for benefits and thinks not in any manner of the support of the group, at that point additionally the business must kick the bucket, for it never again has a purpose behind presence. Merchants are a vital piece of our item drove methodology. Our new item presentations will be of common advantage to passage and its merchants will help fortify our relationship.

Portage measure merchant fulfilment with every one of our brands and areas through different techniques. Everyday collaborations with our merchant gatherings and contribution from outsider overviews. Merchant's state of mind review comes about for 2006 mirror an enhancing pattern for over all merchant fulfillment

Passage every year perceives exceptional merchant commitments to the group through its "salute to merchants" program. The program was built up in 2001 to exhibit our responsibility regarding merchants who give exceptional items and benefit and enhance the lives of those in require. It speaks to all the more then 6,000 dealership in portage engine organization.

DEALER SATISFACTION

Review: one of the world's biggest agribusiness and gear Manufactures, tractors, consolidates and different sorts of homestead hardware development apparatus. 26-oct-2006 direct merchant fulfilments think about in new Holland. Study direct through 1800 new merchant. Accordingly '77% expansion in merchant's fulfilment for entire merchandise requesting – preparing among new Holland horticultural merchants and developments merchants.

A large number of dollars spared by reassigning call focus business to higher esteem work. Quickening stock enhances main concerns accepting request quicker enhances income for new Holland. Tim Lyon, working executive, New Holland "we have given an advanced online request framework that makes life less demanding for our merchants". We center predominantly around merchant fulfillment since they are most profitable resources of our worry.

TTi's Global (2013) reviewed merchant relationship routes in European Market and discover that Members can unmistakably recognize territories of low fulfilment by showcase or by business work over all business sectors. Merchant verbatim remarks will help put scores into setting and give encourage examination along these lines empowering inconvenience shooting and activity arranging.

Hortacasu An and Kastl J (2012) contemplated esteeming merchant's educational points of interest in Canada and discover that In Canadian Treasury barbers, as in numerous monetary markets far and wide, merchants watch the offers of their clients. Point by point information on merchant offer updates enabled us to test whether merchants utilize client offers to find out about rivalry or potentially whether they find out about the crucial estimation of the securities being unloaded and different tests demonstrate that the fundamental wellspring of

learning in this market is about rivalry, and that the monetary estimation of this data to the merchants is generous.

DCG Dealer Consulting (2010) did fourth free auto merchant's fulfillment study in Poland and discover that in Poland for the most part all merchants are keen on Mercedes, Skoda and Volkswagen on the grounds that more buyer enthusiasm for this brands and extra help given by this brands

Bhave A (2002) estimated orchestra consumer loyalty level and presumed that as per purchaser Symphony air cooler quality and execution enhanced in year 2001 however issue in merchant deals execution which is fluctuating in nature.

Individual or firm that goes about as prime purchasing {or offering} starting their own particular evidence for situation and hazard, instead of a negotiator who goes regarding as a specialist for patrons and is rewarded a charge. Merchants wish to create a advantage by donating at a privileged cost or by effectively contemplating upcoming loan fee enlargements. {Wikipedia, 2011}

As a law, some entity that has a happening with union with a provider in procuring and contributing merchandise is sighted as merchant. Chiefly, merchants go between donating mechanical commodities or solid buyer stuff direct to patrons; they are last advance in path of dispersion. Merchants have happening with, secure working links through their providers & elite presenting privileges for their producer things within a specified geographic region. They force an extensive fraction of their business size from the outcome of a lonely provider firm.

Beforehand, industry was partitioned in the matter of how dealership happened and positioned themselves within the purchasing set. Some is volume-driven & sold at small boundaries keeping in mind the end goal to enlarge their quantity among their provider. preferably, merchant - maker connection would be great. In that perfect world, limits would be elevated, deals amounts unreal or in fact accomplished and interchanges apparent {Henry H, 2009}. In a era where fantastic merchants emerge to at present set some significant thump with creator in light of their procuring power, independents must labour harder to maintain makers strong on their autonomous merchant way. Kaufman senses that it is essential for

independents to carry on tell again and again producers that they have to maintain programs put up to aid those merchants. Hitches are numerous in the machine hardware field and numerous merchants - huge and small have found that attainment item has been a distinctive concern in spite of who the maker.

Machine Dealers' Alliance {2007-2008}, Swap of association for North American machine fixtures merchants, every year guides a Dealer producer fulfillment Index assessment. Yearly DPFII review is an open entrance display to merchants in North America to measure the things, strategies, management, support of maker business accessory. aim of the study is to improve merchant maker associations by both distinctive points of merchant worry and perceiving best of class carrying out. It is moreover proposed to give merchants a influence in their alliance with their providers. Independent machine products and Furniture Dealers Association, the not-revenue focused trade connection for North American autonomous merchants of machine items and machine furniture has determined on furnishing free merchants with the information policy and information they have to aid them to be useful in an advancing business condition (IOPFDA).The study requests that merchants measure their key providers; and channel merchant fulfillment and also charge significance of 46 enter concern in 6 classes: arranging, product contributions, administration and bearing, deals and endorsing, management, and innovation.

Patrik Johnsson, Mosaad Zineldine, {2003} Expanded consideration has been paid to topic of how to manufacture stable and long-term functioning connections amongst providers and merchants. This examination proposes a theoretical model including conduct measurements of supplier-dealer connections and presents theories about how to accomplish agreeable inter-organizational connections. Fulfillment is result of working connections centered upon in our model. Model is an exact evaluation of the connection between Swedish wood merchants and their providers. T-test prove recommends that all proposed basic factors, except for coercive power, are of critical significance for accomplishing a high rate of apparent relationship fulfillment, paying little heed to whether the relationship is described by a high or a low level of trust and responsibility. A decent notoriety, cozy relationship and positive relationship benefits are key factors for the accomplishment of high fulfillment in a "high-trust and responsibility

relationship". Results additionally demonstrate that it is conceivable to accomplish a high fulfillment level notwithstanding when supplier-dealer trust and responsibility are deficient.

Jule B. Gasenheimer, {2007} This examination broadens past purchaser dealer relationship investigate by looking at the level of common reliance and power-reliance irregular characteristics crosswise over purchaser (affiliate) supply sources. Utilizing basic help administrations and the force of coercive impact endeavors, comes about recommend that the level of shared reliance and power-reliance irregular characteristics have any kind of effect in affiliate fulfillment, however that the effect pivots upon whether the provider is the essential, auxiliary, or tertiary provider as far as yearly buys by the affiliate. The Executive Summary offers course for supervisors.

Bandyopadhyay, Soumava {2009}, relationship of provider merchant relationalism with merchant fulfillment is inspected with the assistance of a basic condition display in the two assorted societies of United States and India. Intrachannel relationalism amongst providers and merchants is estimated in six measurements: solidarity, commonality, adaptability, part trustworthiness, span, and trust. Similar measures of different parts of relationalism and merchant fulfillment are connected in the electric light and lighting gear directs in the two nations with tasteful unwavering quality and legitimacy. In two nations, relationalism overall is found to have a noteworthy positive effect on merchant fulfillment. Separately, extraordinary measurements impacts affect merchant fulfillment in the two nations. In United States, trust and commonality are independently critical, while in India, adaptability is the huge measurement influencing fulfillment. Administrative ramifications of the outcomes and future research bearings are talked about.

Dr. ChiShiun Lai, {2012} investigations of impact methodologies in channel connections have concentrated on western, individualistic nations. This examination tries to broaden the experimental discoveries in Taiwan's engine industry to illustrate contrasts among differing setting. The outcomes uncover that the guarantee procedure must be isolated from coercive techniques and the demand methodology must be isolated from noncoercive methodologies under the setting of Taiwan's engine industry. Additionally, separation amongst monetary and social fulfillment helps connections between impact systems and fulfillment and the impacts

of fulfillment on execution to be comprehended. The merchant's fulfillment is emphatically identified with his execution, and social fulfillment is more essential than financial fulfillment.

CHAPTER 3

RESEARCH DESIGN

3.1 STATEMENT OF THE PROBLEM

The examination endeavours to break down the fulfilment of the dealer with respect to different elements relating to BFW and the brand inclination by the dealers. This enables the advertisers of BFW to assess the market to position BFW and make strides for their development of business.

3.2 NEED FOR THE STUDY

- To learn the dealers fulfilment levels towards BFW items with respect to limited time exercises, Supply, quality and to know request level of BFW items in the market by the clients.

- To understand what are the dealer's requirement and improvement required by them in the product and services.

- The sight for discovering methods for enhancing the market share of BFW Ltd.

- In this case the genuine clients of Machineries are especially familiar with the BFW items and different brands of items accessible in the market.

- Therefore the firm which needs to enhance its piece of the overall industry should contemplate the dealer's fulfilment.

3.3 OBJECTIVES OF THE STUDY

Primary objectives

- To discover the Dealer's Satisfaction Level with BFW Products.
- To discover the variables affecting the merchants to manage BFW products.

Secondary objectives

- To learn about different territories that requires change in BFW items from dealers perspective.
- To learn about the effect of offers advancement on deals.
- To discover the dealers recommendations if any concerning with BFW items

3.4 RESARCH METHODOLOGY

DATA COLLECTION

For effectively finishing the undertaking both essential and in addition auxiliary information was utilized.

Optional information was given to me by the organization from their site, yearly reports and business diaries.

Essential information assumes an imperative part since it gives direct data which was done through study technique with the assistance of individual meeting through poll. The wellspring of essential data was the broad merchant system of Bharat Fritz Werner Limited

It furnishes us with critical data like –

- Preferences of clients.

- Perception of dealers.
- Motivating factor for the clients.

Keeping in mind the end goal to gather the right data, it is vital to meet the opportune individuals who comprehend the significance of the examination and give the genuine data. If there should arise an occurrence of Bharat Fritz Werner Limited.,

I had a conversation with some of the dealers in Bangalore to discover their recognition about Bharat Fritz Werner Limited and their perception about the clients different preferences and the elements that persuade the clients to purchase result of specific brand.

It is extremely vital to comprehend and to know on what factors does the client settles on a purchasing choice is it the brand, cost, after deals services, quality or limited time exercises. The examination gives an unmistakable picture of what are the solid holds and additionally the weaknesses of the organization's products.

SAMPLING TECHNIQUES

Inspecting system comprises of three successive advances

- **Sampling unit:** "who is to be questioned"- inspecting unit alludes to the objective population to be interviewed. In this examination it was the dealers who were to be interviewed.
- **Sample frame:** It is the information base of the dealers that was given by the organization.
- **Sample measure:** The aggregate example estimate chose was 100 dealers.

3.5 LIMITATION OF THE STUDY

- By breaking down and analyzing small sample I have anticipated the outcome for the entire populace. Yet, there is continually going to be some impediment to test as contrast with entire populace.
- Finding of the examination in view of the suspicion that the respondents has given right data
- There is a time period constraint to finish an investigation
- The after effects of the overview are simply in view of respondents see which might be one-sided.

CHAPTER 4

DATA ANALYSIS AND INTERPRETATION

1. What is the satisfaction level of dealers about the BFW product?

Particulars	No. of respondents
Highly satisfied	15
Satisfied	78
Neutral	7
Total	100

Table No. 4.1



Chart No. 4.1

Analysis

It is found in the above table that maximum number of dealers is just satisfied with the BFW product while only 15% are highly satisfied with the product performance

Interpretation: Maximum numbers of respondents are satisfied with the product performance of BFW, total of 100 Respondents constituting in which 78% are satisfied, 15% are highly satisfied while other 7% are neutral and the same is represented in the above chart.

2. How is the service for the product?

Particulars	No. of % dealers
Very good	6
Good	83
Satisfied	11
Bad	0
Total	100

Table No. 4.2



Chart No. 4.2

Analysis

It is found in the above table that maximum number of dealers say the services provided by the company is good and while only 6% say very good for the services provided.

Interpretation: Maximum numbers of respondents say the services provided is good, total of 100 Respondents constituting in which 83% say the services provide is good, 6% says very good while the other 11% say just satisfied and the same is represented in the above chart.

3. How are the Responses to complaints?

Particulars	No. of % dealers
Very high	18
High	74
Average	8
Low	0
Total	100

Table No. 4.3

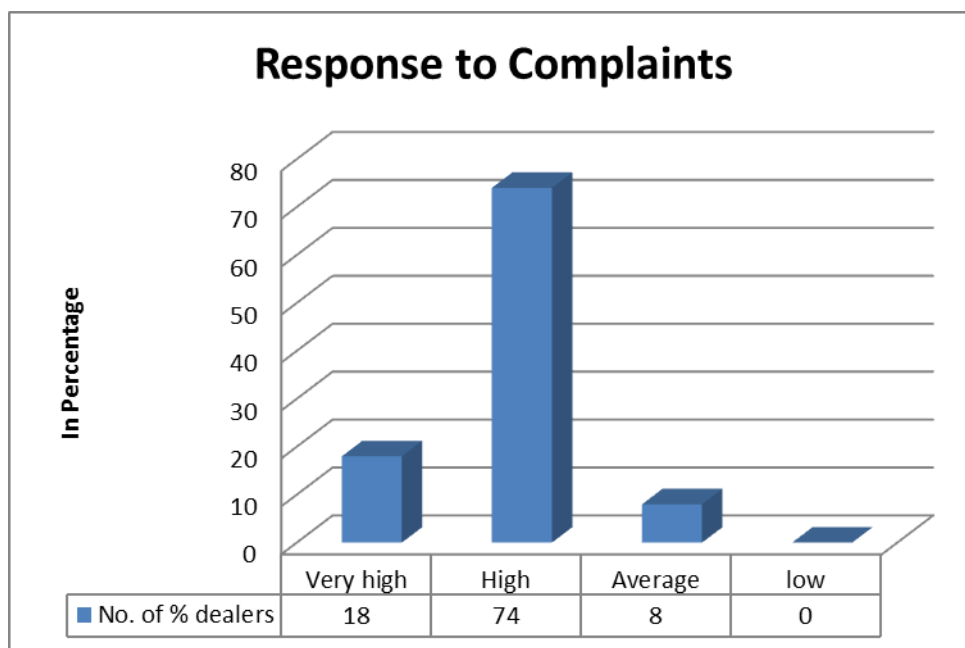


Chart No. 4.3

Analysis

It is found in the above table that maximum number of dealers have stated that the company responses to complaints are high and 18% are very high for the responses to the complaints.

Interpretation: Maximum numbers of respondents say that the company responses to complaints are high, total of 100 Respondents constituting in which 74% says high, 18% says very high, while the remaining 8% says average the same is represented in the above chart.

4. Is there regular selling of BFW products?

Particulars	No. of % dealers
Regular	80
Irregular	20
Total	100

Table No. 4.4

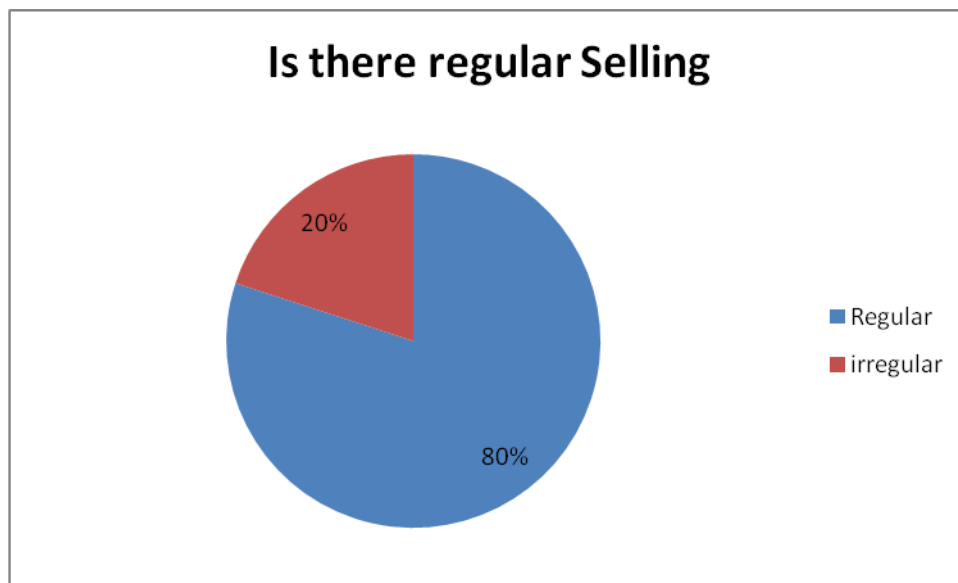


Chart No. 4.4

Analysis

It is found in the above pie chart that maximum number of dealers says that there is regular selling of BFW products while only 20% say there is an irregular sale.

Interpretation: Maximum numbers of respondents says that there is regular selling of BFW products, total of 80 Respondents constituting to 80% says there is regular selling and only 20% says irregular selling and the same is represented in the above chart.

5. Does the Absence of credit facility affecting dealers?

Particulars	No. of % dealers
Yes	82
No	6
Partially	12
Total	100

Table No. 4.5

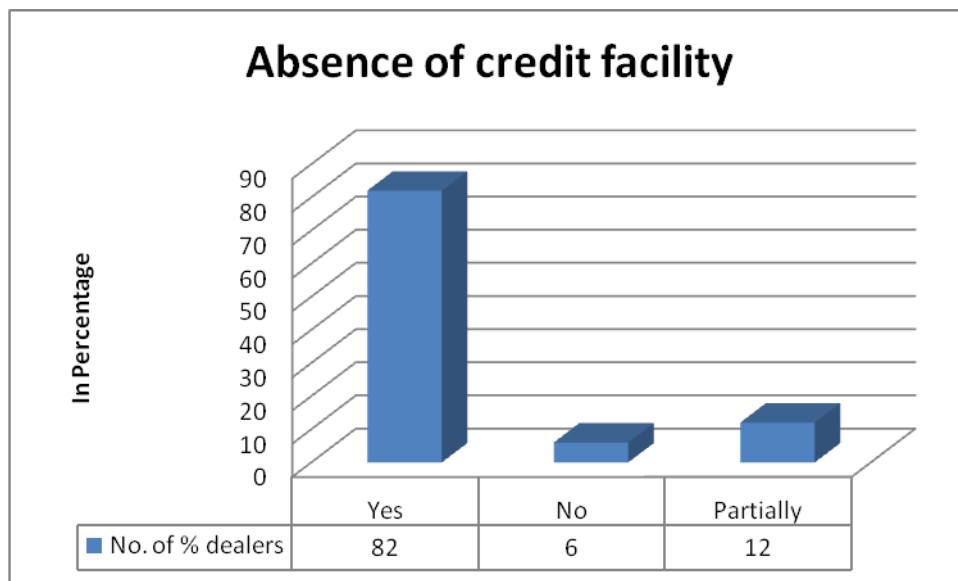


Chart No. 4.5

Analysis

It is found in the above table that maximum number of dealers says yes to the absence of credit facilities and 6% says no to the absence of credit facilities while the other 12% are partial to the credit facility.

Interpretation: Maximum numbers of respondents says yes to the absence of credit facilities, total of 100 Respondents constituting in which 82% says yes to absence of credit facilities and 6% says no to the absence of credit facilities while other 12% are partial to the absence of credit facilities and the same is represented in the above chart.

6. Is there adequate advertisement and sales promotion by the company?

Particulars	No. of % dealers
Adequate	9
Normal	6
inadequate	85
Total	100

Table No. 4.6

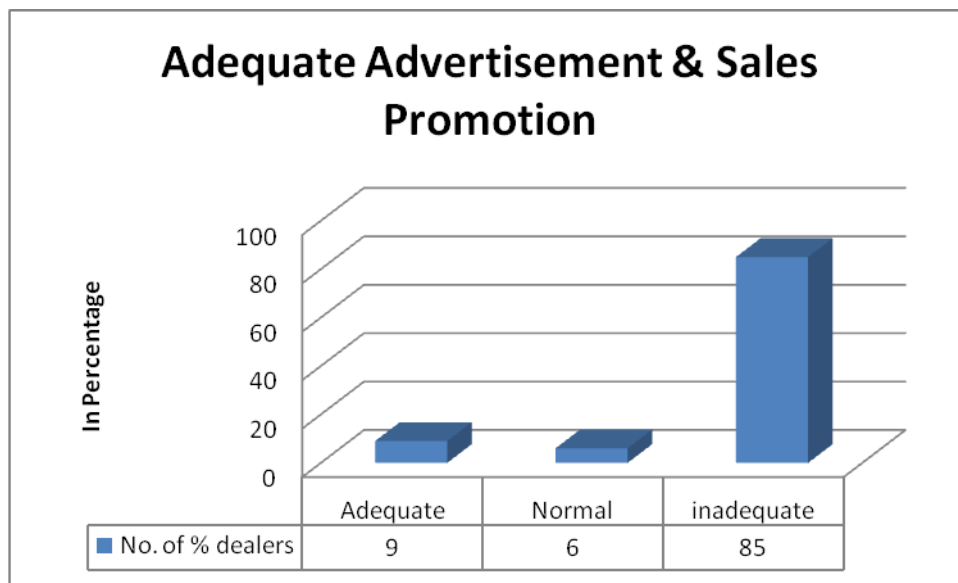


Chart No. 4.6

Analysis

It is found in the above table that maximum number of dealers says that there is inadequate advertisement and sales promotion by the company and 6% are normal while only 9% say there is adequate advertisement and sales promotion by the company.

Interpretation: Maximum numbers of respondents says that there is inadequate advertisement and sales promotion by the company, total of 100 Respondents constituting in which 85% says inadequate and 9% says adequate while the other 6% are normal and the same is represented in the above chart.

7. What is the demand for the BFW products?

Particulars	No. of % dealers
Very High	70
High	20
Low	10
Total	100

Table No. 4.7

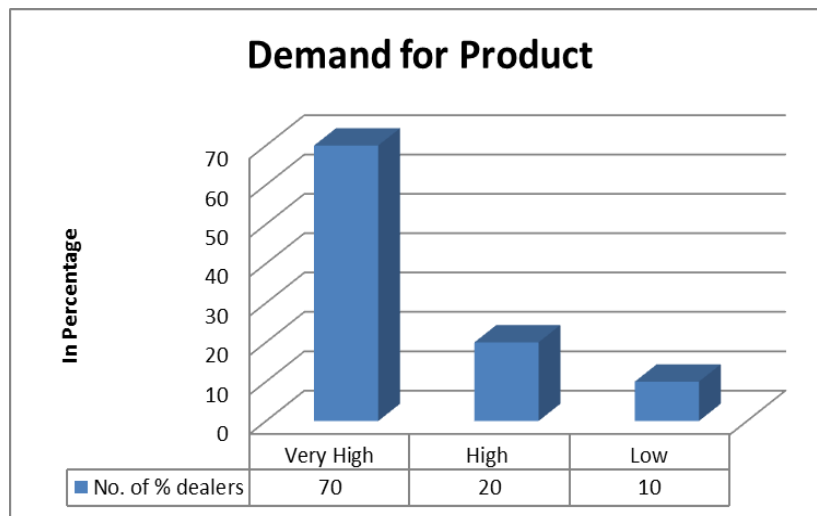


Chart No. 4.7

Analysis

It is found in the above table that maximum number of dealers says there is a very high demand for the BFW products and 20% says there is high demand while only 10% says there is low demand for the BFW products.

Interpretation: Maximum numbers of respondents says there is a very high demand for the BFW products, total of 100 Respondents constituting in which 70% says there is a very high demand and 20% says there is high demand while the other 10% says there is low demand for the products and the same is represented in the above chart.

8. Which are the main sources of Media for advertisement of BFW products?

Particulars	No. of % dealers
Exhibition	29
Internet	29
Industrial magazine	32
Newspaper	10
Total	100

Table No. 4.8

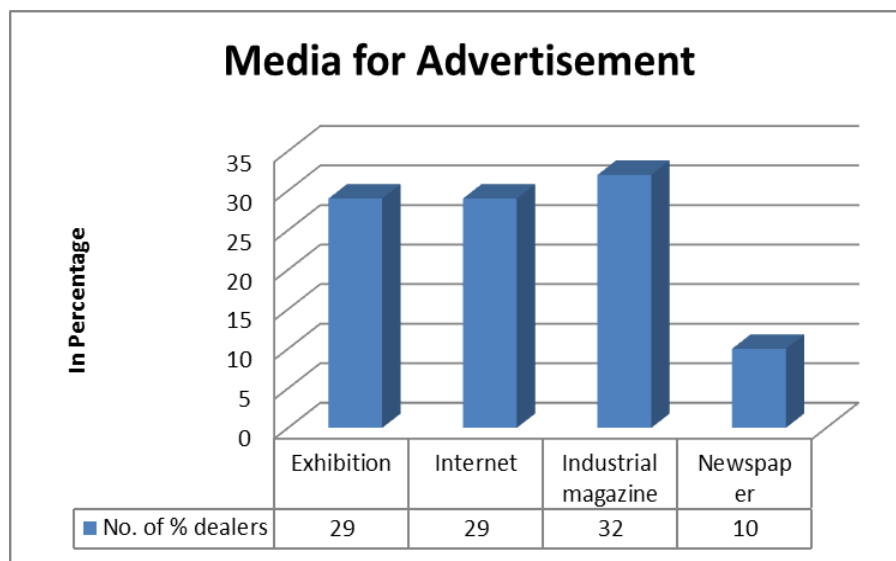


Chart No. 4.8

Analysis

It is found in the above table that maximum number of dealers says that the main source of media for advertisement is industrial magazine, 29% says by exhibition, another 29% says by internet while the last 10% says by newspaper.

Interpretation: Maximum numbers of respondents says that the main source of media for advertisement is industrial magazine, total of 100 Respondents constituting in which 32% says by industrial magazine, 29% says by exhibition, another 29% says by internet while the last 10% says by newspaper and the same is represented in the above chart.

9. Which is the Sales promotional activity benefiting to the dealers?

Particulars	No. of % dealers
Cash discount	40
Foreign visit scheme	15
Gift scheme	5
Event participation scheme	40
Total	100

Table No. 4.9



Chart No. 4.9

Analysis

It is found in the above pie chart that maximum number of dealers says the Sales promotional activity benefiting to the dealers by event participation scheme and cash discount respectively, another 15% says by foreign visit scheme, and the remaining 5% says by gift scheme.

Interpretation: Maximum numbers of respondents says the Sales promotional activity benefiting to the dealers by event participation scheme and cash discount respectively, total of 100 Respondents constituting in which 40% says by event participation scheme, 40% says by cash discount, another 15% says by foreign visit scheme, the remaining 5% says by gift scheme and the same is represented in the above chart.

10. Is there proper availability of spare parts from BFW?

Particulars	No. of % dealers
Yes	80
No	20
Total	100

Table No. 4.10

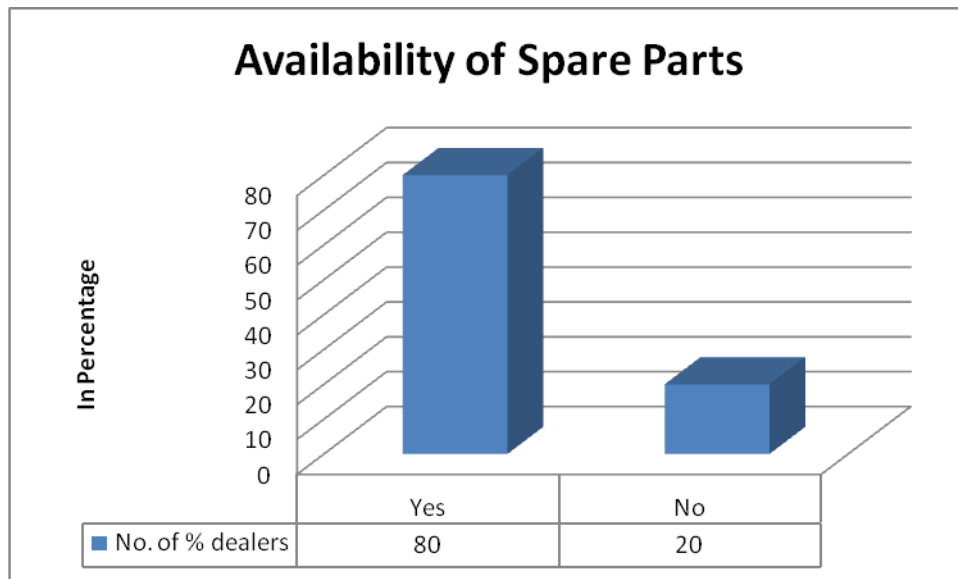


Chart No. 4.10

Analysis

It is found in the above table that maximum number of dealers says yes to the availability of spare parts from BFW while only 20% say no to the availability of spare parts from BFW.

Interpretation: Maximum numbers of respondents says yes to the availability of spare parts from BFW, total of 100 Respondents constituting in which 80% says yes and 20% says no and the same is represented in the above chart.

11. Which aspect of product do you give most priority?

Particulars	No of % dealers
Price	29
Product range	26
Quality	21
Supply	24
Total	100

Table No. 4.11

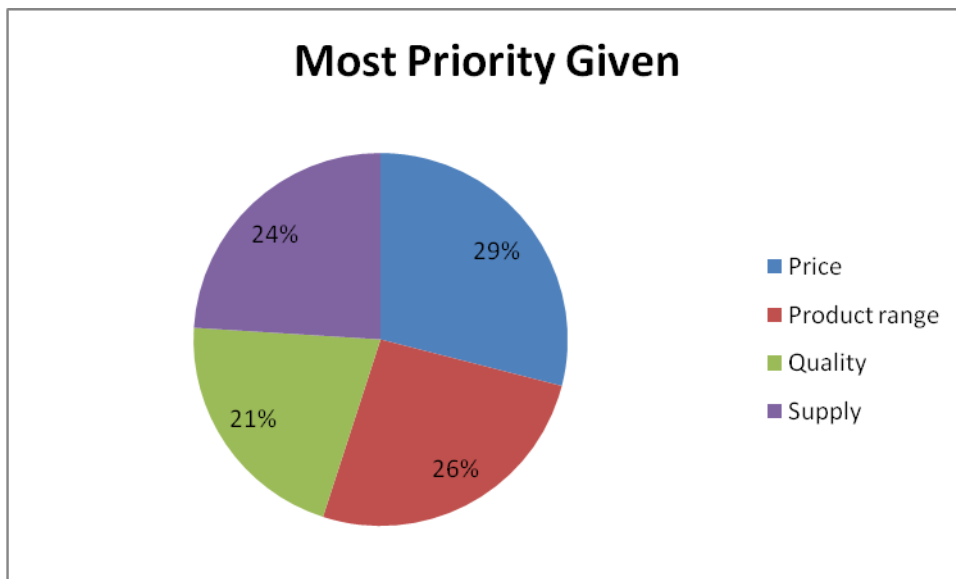


Chart No. 4.11

Analysis

It is found in the above pie chart that maximum number of dealers says the aspect of the product that most priority is given is price of the product, another 26% says is product range, another 24% says by supply for the product and remaining 21% says for quality of the product.

Interpretation: Maximum numbers of respondents says the aspect of the product that most priority is given to price of the product, total of 100 Respondents constituting in which 29% says by price, 26% says by product range, another 24% says by supply, the remaining 21% says by quality and the same is represented in the above chart.

12. Response towards Quality of Products delivered

Particulars	No of % dealers
Moderate	8
Satisfied	69
Highly satisfied	23
Total	100

Table No. 4.12

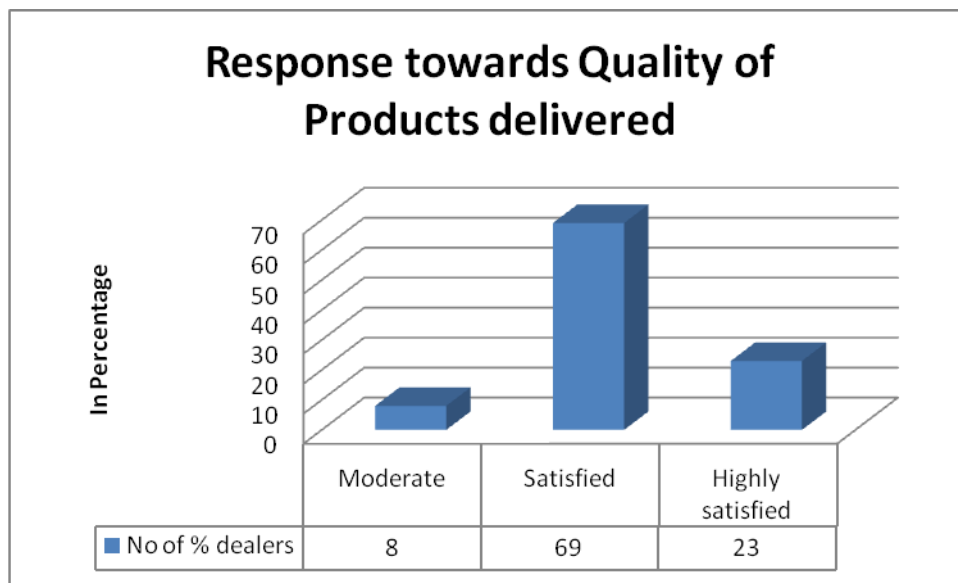


Chart No. 4.12

Analysis

It is found in the above table that maximum number of dealers is just satisfied with the quality of BFW product delivered while only 23% are highly satisfied with the product quality delivered.

Interpretation: Maximum numbers of respondents are satisfied with the quality of BFW product, total of 100 Respondents constituting in which 69% are satisfied, 23% are highly satisfied while other 8% are moderate and the same is represented in the above chart.

13. Dealers perception with regard to various brand of products

Particulars	No of % dealers
Pragati Machine Tools	15
Micromatic Grinding Technologies	18
Jyoti Cnc Automation	23
BFW	44
Total	100

Table No. 4.13

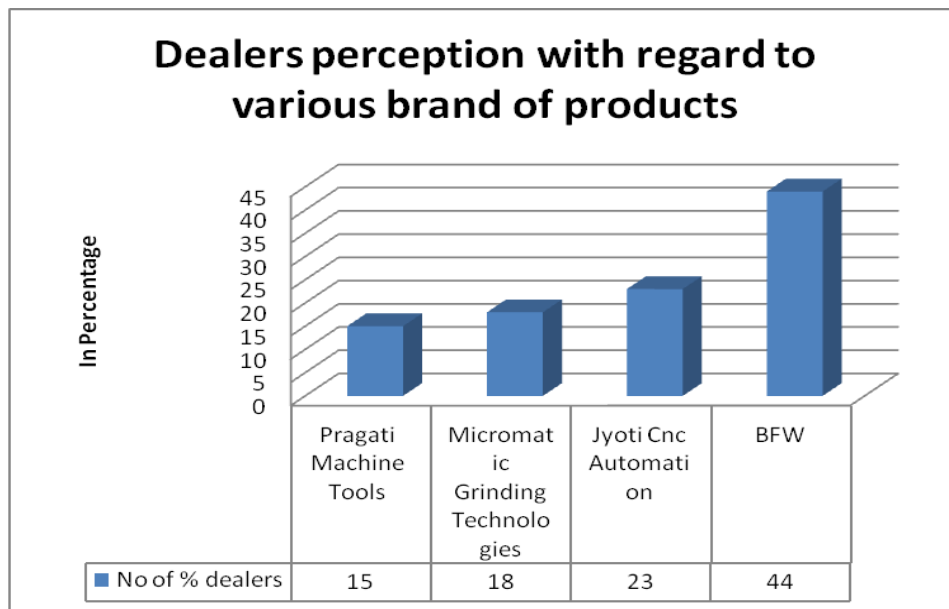


Chart No. 4.13

Analysis

It is found in the above table that maximum number of dealer's perception with regard to various brand of products is BFW, 23% says that its Jyoti CNC Automation, another 18% says its micromatic grinding technologies while the last 15% says its Pragati machine tools.

Interpretation: Maximum numbers of respondents says that the dealer's perception with regard to various brand of products is BFW, total of 100 Respondents constituting in which 44% says its BFW, 23% says its Jyoti CNC automation, another 18% says its micromatic grinding technologies while the last 15% says its Pragati machine tools and the same is represented in the above chart.

CHAPTER 5

FINDINGS, CONCLUSION AND SUGGESTIONS

5.1 FINDINGS

1. According to the graph it can be inferred that maximum numbers of dealers are satisfied with the product performance of BFW, total of 100 Respondents constituting in which 78% are satisfied, 15% are highly satisfied while other 7% are neutral..
2. According to the graph it can be inferred that maximum numbers of dealers say the services provided is good, total of 100 Respondents constituting in which 83% say the services provide is good, 6% say very good while the other 11% say just satisfied.
3. According to the graph it can be inferred that maximum numbers of dealers say that the company responses to complaints are high, total of 100 Respondents constituting in which 74% say high, 18% say very high, while the remaining 8% says average.
4. According to the graph it can be inferred maximum numbers of dealers says that there is regular selling of BFW products, total of 100 Respondents constituting in which 80% says there is regular selling and only 20% says irregular selling
5. According to the graph it can be inferred that maximum numbers of dealers says yes to the absence of credit facilities, total of 100 Respondents constituting in which 82% says yes to absence of credit facilities and 6% says no to the absence of credit facilities while other 12% are partial to the absence of credit facilities.
6. According to the graph it can be inferred that maximum numbers of dealers says that there is inadequate advertisement and sales promotion by the company, total of 100 Respondents constituting in which 85% says inadequate and 9% says adequate while the other 6% are normal.
7. According to the graph it can be inferred that maximum numbers of dealers says there is a very high demand for the BFW products, total of 100 Respondents constituting in

which 70% says there is a very high demand and 20% says there is high demand while the other 10% says there is low demand for the products.

8. According to the graph it can be inferred that maximum numbers of dealers says that the main source of media for advertisement is industrial magazine, total of 100 Respondents constituting in which 32% says by industrial magazine, 29% says by exhibition, another 29% says by internet while the last 10% says by newspaper.
9. According to the graph it can be inferred that maximum numbers of dealers says the Sales promotional activity benefiting to the dealers by event participation scheme and cash discount respectively, total of 100 Respondents constituting in which 40% says by event participation scheme, 40% says by cash discount, another 15% says by foreign visit scheme, the remaining 5% says by gift scheme.
10. According to the graph it can be inferred that maximum numbers of dealers says yes to the availability of spare parts from BFW, total of 100 Respondents constituting in which 80% says yes and 20% says no.
11. According to the graph it can be inferred that maximum numbers of dealers says the aspect of the product that most priority is given to price of the product, total of 100 Respondents constituting in which 29% says by price, 26% says by product range, another 24% says by supply, the remaining 21% says by quality.
12. According to the graph it can be inferred that maximum numbers of dealers are satisfied with the quality of BFW product, total of 100 Respondents constituting in which 69% are satisfied, 23% are highly satisfied while other 8% are moderate.
13. According to the graph it can be inferred that maximum numbers of dealers perception with regard to various brand of products is BFW, total of 100 Respondents constituting in which 44% says its BFW, 23% says its Jyoti CNC automation, another 18% says its micromatic grinding technologies while the last 15% says its Pragati machine tools.

5.2 SUGGESTIONS

From the findings, we came to know that there is very high demand for the BFW products in the market and taking in the dealer's point of view there can be made some suggestions to the company for gaining a higher satisfaction of dealers they are:

- Since maximum numbers of dealers says yes to the absence of credit facilities, the company have to give the dealers some credit facilities in order to achieve high satisfaction rate from the dealers.
- Since maximum numbers of dealers says that there is inadequate advertisement and sales promotion done by the company, the company has to look into this matter and improve their advertisement and sales promotion in order to achieve high satisfaction level from the dealers.
- Since maximum numbers of dealers say that the price is given the major priority for choosing the BFW products, the company should see to that they have to maintain their pricing strategy as they are doing it as of now.
- Along with the above said suggestions the company should be having a very good relationship with its dealers and give reasonable incentives or benefits for the dealers who are exceeding the sales targets set by the company.

5.3 CONCLUSION

The investigation about the dealer's fulfilment of BFW items manufacturer firm and the examination were finished covering 100 dealers in India.

Dealership's monetary achievement depends to a great extent – beside variances sought after and changing economic situations – on a decent collaboration with the clients. Moreover, the choices at the focal level, including the auspiciousness of item conveyances, the measure of merchant remittance, credit deals, exchange advancement, guaranteeing item quality as indicated by clients' inclination, and charging sensible cost are a conclusive effect on the productivity of dealership business.

The present research may have a commitment to the writing since it has been watched that esteem age and advancement as the most critical factor concerning the fulfilment level of the dealers of Bharat Fritz Werner Limited under investigation. From the end client point of view both the experts of BFW and the administrative bodies may append more significance to the linkage between benefits gave to the dealers and the level of fulfilment of the dealers working with the business. This association may centre to build its customer deals limited time exercises as the market needs.

The discoveries of this paper will be gainful both to the essential organization and in addition to the dealers of machinery industry in India. For the organizations this will get the greatest fulfilment of dealers of BFW and additionally its end clients, as a result, merchants can assume a vital part to expand the profit of the organization. The real constraint of this paper is that this exploration was just directed to investigate and discover the elements influencing the fulfilment of dealers of Bharat Fritz Werner Ltd. Be that, it can be led on different enterprises in India and additionally abroad.

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ANNEXURES

1. What is the satisfaction level of dealers about the BFW Product?

Particulars	
Highly satisfied	
Satisfied	
Neutral	

2. How is the service for the product?

Particulars	
Very good	
Good	
Satisfied	
Bad	

3. How are the Responses to complaints?

Particulars	
Very high	
High	
Average	
low	

4. Is there regular selling of BFW products?

Particulars	
Regular	
irregular	

5. Does the Absence of credit facility affecting dealers?

Particulars	
Yes	
No	
Partially	

6. Is there adequate advertisement and sales promotion by the company?

Particulars	
Adequate	
Normal	
inadequate	

7. What is the demand for the BFW products?

Particulars	
Very High	
High	
Low	

8. Which are the main sources of Media for advertisement of BFW products?

Particulars	
Exhibition	
Internet	
Newspaper	
Industrial magazine	

9. Which is the Sales promotional activity benefiting to the dealers?

Particulars	
Cash discount	
Foreign visit scheme	
Gift scheme	
Event participation scheme	

10. Is there proper availability of spare parts from BFW?

Particulars	
Yes	
No	

11. Which aspect of product do you give most priority?

Particulars	
Price	
Product range	
Quality	
Supply	

12. Response towards Quality of Products delivered

Particulars	
Moderate	
Satisfied	
Highly satisfied	

13. Dealers perception with regard to various brands of products?

Particulars	
Pragati Machine Tools	
Micromatic Grinding Technologies	
Jyoti Cnc Automation	
BFW	

FEW OF THE BFW PRODUCT PHOTOGRAPHS

- CNC Turning centre {Rhino}



- CNC Vertical machining centre {Dhruva+}



- CNC Vertical machining centre {Agni+}



- CNC Horizontal machining centre {Saksham}





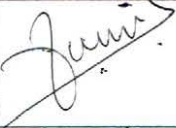



ACHARYA

ACHARYA INSITUTE OF TECHNOLOGY

DEPARMENT OF MBA

WEEKLY REPORT (16MBAPR407)

NAME OF THE STUDENT : MIVIN KUMAR
INTERNAL GUIDE : DR. NIJAGUNA G
USN NO : 1AY16MBA41
SPECIALIZATION : MARKETING & HUMAN RESOURCE
TITLE OF THE PROJECT : A STUDY ON DEALER SATISFACTION
TOWARDS BFW PRODUCTS
COMPANY NAME : BHARAT FRITZ WERNER LTD.
LOCATION : PEENYA, BENGALURU

WEEK	WORK UNDERTAKEN	EXTERNAL GUIDE SIGNATURE	INTERNAL GUIDE SIGNATURE
15-01-18 To 20-01-18	Introduction about BFW and its products		
22-01-18 To 27-01-18	Learning about different operations and products by BFW Ltd		

29-01-18 To 03-02-18	Orientation and gathering information about the growth of the company	<i>Juni</i>	<i>lyn jay</i>
05-02-18 To 10-02-18	ANALYSIS of the position of the company	<i>Juni</i>	<i>lyn jay</i>
12-02-18 To 17-02-18	Research problem identification	<i>Juni</i>	<i>lyn jay</i>
19-02-18 To 24-02-18	Preparation of the research instrument for data collection	<i>Juni</i>	<i>lyn jay</i>
26-02-18 To 03-03-18	Theoretical background of the study	<i>Juni</i>	<i>lyn jay</i>
05-03-18 To 10-03-18	Data collection and data Analysis	<i>Juni</i>	<i>lyn jay</i>
12-03-18 To 17-03-18	Interpretation of the data gathered during the survey	<i>Juni</i>	<i>lyn jay</i>
19-03-18 To 24-03-18	Final report preparation and submission	<i>Juni</i>	<i>lyn jay</i>



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