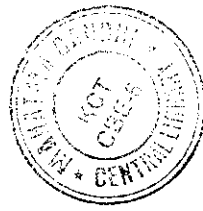


P-3655



**A STUDY ON MARKET POTENTIAL FOR ZIP
FASTENERS WITH SPECIAL REFERENCE TO
MADURA COATS**



A Project Report

Submitted

By

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Under the guidance of

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Professor

In partial fulfillment of the requirements

for the award of the degree of

MASTER OF BUSINESS ADMINISTRATION

Department of Management Studies

Kumaraguru College of Technology

(An autonomous institution affiliated to Anna University, Coimbatore)

Coimbatore - 641 049

November, 2011



BONAFIDE CERTIFICATE

Certified that this project report titled “A Study On The Market Potential For Zip Fasteners With Special Reference To Madura Coats” is the bonafide work of **Mr. S. Nethaj, 10MBA033** who carried out the project under my supervision. Certified further, that to the best of my knowledge the work reported herein does not form part of any other project report or dissertation on the basis of which a degree or award was conferred on an earlier occasion on this or any other candidate.

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I express my sincere gratitude to our beloved chairman **Arutchelvar Dr. N.Mahalingam and Management** for the prime guiding spirit of Kumaraguru College of Technology.

I wish to express deep sense of obligation to **Mr. K.R. Ayyasamy**, professor and guide, for his intensive guidance throughout my project.

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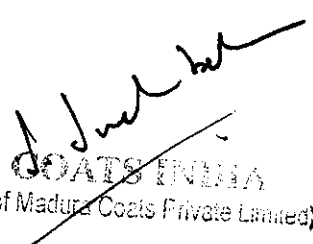
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ABSTRACT

ABSTRACT:

Every business organization big or small has its own sets of problems. Sometimes they enjoy advantages over others; sometimes they also have to bear the heat of the competition. They are not above the ups and downs of the business. Madura Coats is a world class leader in the production of threads globally. They have ventured into the business of producing zippers considering the growing demand for it. In this context, the project was commenced in Tirupur to estimate the market potential for Zippers, which has been used widely by the garments industries.

Market potential is the total sales volume that all organizations selling during a time period in a specific market could expect to achieve under ideal conditions. A market potential indicates how much of a particular product can be sold to a particular market segment over some future period. The project is the result of the study on market potential for zippers in Tirupur with special reference to Madura Coats.

From this study, questionnaire was framed to find out the level of market potential from people of various localities, to spot the light the areas that the management needs attention. The target sample for the study is garment industry in Tirupur. The population taken for the analysis was 90 samples, collected based on snowball sampling method. Primary data is collected mainly through questionnaire method. The respondents were approached personally.

The nature of the research was descriptive which would enable the decision makers to draw inferences about the companies and the buying houses which determine their buying. A questionnaire was used to collect the data from the companies. This would give Madura Coats the overall segment view of Tirupur, as all the companies wish to use the product, as it was accepted widely and they had known about some of the range of products available from Madura coats.

INTRODUCTION

INTRODUCTION

1.1 INTRODUCTION TO THE STUDY:

Market potential is the total sales volume that all organizations selling during a time period in a specific market that could be expected to achieve under ideal conditions. A market potential indicates how much of a particular product can be sold to a particular market segment over some future period. The term potential refers to a maximum level of sales and assumes that all the marketing plans are sound and effectively implemented and all prospective customers with the desire and ability to buy do so.

The important steps in analyzing the market potential are:

Market Identification:

The first step in analyzing a product market potential is to identify its market, market identification requires finding out. Market identification study reveals the characteristics that differentiate the market segments making up the products market potential.

Market Motivation:

The second step in analyzing market potential is to detect the reason why customers buy the product and the reasons why potential customers might buy it. Market motivation studies answers the twin question: why do people buy? And why don't people buy? Most motivation studies are directed towards explaining the buyer behavior of ultimate customers rather than industrial users. The information from motivation studies helps not only estimating a products market potential but also assists in deciding.

Analysis of Market Potential:

Having identified the potential buyers and their buying behavior the third step is to analyze the market potential. Generally market potential cannot be analyzed directly so analysis makes use of market factors. A market factor is a market feature or characteristic related to the product demand. Thus using market factors for analyzing market potential is a two stepped process:

- Select the market factors associated with the products demand
- Eliminate those market segments that do not contain prospective buyer of the product.

1.2 BACKGROUND OF THE STUDY:

The zipper business is considered to be the more profitable one, since all the activities in garment sector are based on zippers. At present there are few market players in the zipper industry. The research is to find out the market potential for zippers in Tirupur.

1.3 INDUSTRY PROFILE:

Elias Howe, who invented the sewing machine, received a patent in 1851 for an "Automatic, Continuous Clothing Closure". Perhaps because of the success of his sewing machine, he did not try to seriously market it, and missed out on any recognition he might otherwise have received. Forty-two years later, Whitcomb Judson, who invented the pneumatic street railway, marketed a "Clasp Locker". The device was similar to Howe's patent, but actually served as a hook-and-eye shoe fastener. With the support of businessman Colonel Lewis Walker, Whitcomb launched the Universal Fastener Company to manufacture the new device. The clasp locker had its public debut at the 1893 Chicago World's Fair and met with little commercial success.

Gideon Sundback, a Swedish-American electrical engineer, was hired to work for the Universal Fastener Company in Hoboken, New Jersey in 1906. Good technical skills and a marriage to the plant-manager's daughter Elvira Aronson led Sundback to the position of head designer. After his wife's death in 1911, he devoted himself to the worktable, and by December 1913 had designed the modern zipper.

Sundback increased the number of fastening elements from four per inch to ten or eleven introduced two facing rows of teeth that pulled into a single piece by the slider, and increased the opening for the teeth guided by the slider. The patent for the "Separable Fastener" was issued in 1917. Sundback also created the manufacturing machine for the new device. The "S-L" or "scrapless" machine took a special Y-shaped wire and cut scoops from it, then punched the scoop dimple and nib, and clamped each scoop on a cloth tape to produce a continuous zipper chain. Within the first year of operation, Sundback's machinery was producing a few hundred feet of fastener per day.

The popular "zipper" name came from the B. F. Goodrich Company; they opted to use Sundback's fastener on a new type of rubber boots and referred to it as the zipper, and the name stuck. The two chief uses of the zipper in its early years were for closing boots and tobacco pouches. However, it was almost twenty years before the fashion industry began seriously promoting the novel closure on garments.

In the 1930s, a sales campaign began for children's clothing featuring zippers. The campaign praised zippers for promoting self-reliance in young children by making it possible for them to dress in self-help clothing. The zipper beat the button in 1937 in the "Battle of the Fly", after French fashion designers raved over zippers in men's trousers. *Esquire* declared the zipper the "Newest Tailoring Idea for Men" and among the zippered fly's many virtues was that it would exclude "The Possibility of Unintentional and Embarrassing Disarray."

The most recent innovation in the zipper's design was the introduction of models that could open on both ends, as on jackets. Today the zipper is by far the most widespread fastener, and is found on clothing, luggage, leather goods, and various other objects.

Types of Zippers:

Coil Zippers:

Coil zippers now form the bulk of sales of zippers worldwide. The slider runs on two coils on each side; the "teeth" are the coils. Two basic types of coils are used: one with coils in spiral form, usually with a cord running inside the coils; the other with coils in ladder form, also called the Ruhrmann type. This second type is now used only in a few parts of the world, mainly in South Asia. Coil zippers are made of polyester coil and are thus also known as polyester zippers. Nylon was formerly used and though only polyester is used now, the type is still known as a nylon zipper.

Invisible Zippers:

Invisible zippers' teeth are behind the tape. The tape's color matches the garment's, as does the slider, so that, except the slider, the zipper is "invisible". This kind of a zipper is common in skirts and dresses. Invisible zippers are usually coil zippers. They are also seeing increased use by the military and emergency services because the appearance of a button down shirt can be maintained, while providing a quick and easy fastening system.

Metallic Zippers:

Metallic zippers are the classic zipper type, found mostly in jeans today. The teeth are not a coil, but are individual pieces of metal moulded into shape and set on the zipper tape at regular intervals. Metal zippers are made in brass, aluminum and nickel, according to the metal used for teeth making. All these zippers are basically made from flat wire. A special type of metal zipper is made from pre-formed wire, usually brass but sometimes other metals too. Only a few companies in the world have the technology. This type of pre-formed metal zippers is mainly used in high grade jeanswear, workwear, etc., where high strength is required and zippers need to withstand tough washing.

Plastic-molded Zippers:

Plastic-molded zippers are identical to metallic zippers, except that the teeth are plastic instead of metal. Metal zippers can be painted to match the surrounding fabric; plastic zippers can be made in any color of plastic. Plastic zippers mostly use polyacetal resin though other resins are used as well, such as polyethylene.

Open-ended zippers:

Open-ended zippers use a "box and pin" mechanism to lock the two sides of the zipper into place, often in jackets. Open-ended zippers can be of any of the above specified types.

Closed-ended zippers:

Closed-ended zippers are closed at both ends; they are often used in baggage

1.4 ORGANISATION PROFILE:

Coats India is the subsidiary of Madura Coats which spans four centuries and five continents. Since the 1700's, in tandem with the consistently changing environment and the continued development, revolution and innovation of human history, Coats has continued to develop and implement solutions for our global customer base. 1889 - Madura Mills Co. Ltd., was incorporated at Madurai, Ambasamudram and Tuticorin, in Tamil Nadu and the tyre cord factory as located at Serampore in West Bengal, and was engaged in the production of cotton and blended yarns, and industrial fabrics such as tyre cord, canvas and hard duck. 1942 - J & P Coats (India) Pvt. Ltd., was incorporated as a private company in 1942 under the name of 'Jamna Thread Mills Ltd.' to manufacture sewing threads.

On Thursday, Feb 02, 2006, Coats India is displaying the 'Opti' brand zippers made with 'S' type German technology at its stall in the India International Leather Fair that opened here on Tuesday. Announcing this in a release, Ranjan Chakhaiyar, Vice-President (Marketing), said Coats Opti was the second largest and fastest growing zipper brand in the world and "we are proud to launch the product in India."

1.5 STATEMENT OF THE PROBLEM:

The study is undertaken to find out the market potential for finding new areas for Madura coats. The study focuses on the various levels of attributes which are preferred by the respondents.

1.6 OBJECTIVES OF THE STUDY:

- To find the market potential for OPTI Zippers in Tirupur region
- To find out the brand awareness of OPTI Zippers among garment manufacturers in Tirupur
- To find out the market share of OPTI Zippers in Tirupur
- To suggest OPTI regarding improving it's product

1.7 SCOPE OF THE STUDY:

The scope of the study is to find out the market potential for the zippers among the garment manufacturers in Tirupur. The study is limited to the manufacturers and not to the retail users of zippers.

REVIEW OF LITERATURE

2. REVIEW OF LITERATURE

A study on “Estimating the Market Potential of Interior Design Range of Glass for Saint-Gobain Glass India Limited” - 2006

The project is done with special reference to Saint Gobain Glass Industries in Coimbatore city. The glass industry would be the next most happening industry in India, due to various infrastructural development happening in the whole of India. Saint-Gobain constitutes 26% as of 2004-2005 estimates and they are ranked 1st in India, in terms of their market share(Organized Sector). The project analyses about the performance and prospects of the company in the Coimbatore city.

Estimating Demand Response Market Potential among Large Commercial and Industrial Customers: A Scoping Study- Berkley Labs, Goldman, Hopper and Bharvirkar, 2007.

Demand response market potential is the amount of demand response—measured as short-term load reductions in response to high prices or incentive payment offerings—that policymakers can expect to achieve by offering a particular set of demand response options to customers in a particular market or market segment under expected market or operating conditions. *Market potential* studies are typically undertaken by policymakers to determine the achievable market penetration, benefits, and costs of a policy or program.

A Study of Market Potential and Marketing Mix of Notebook Industry in Satara Taluka - Cyber Literature, Pandit, 2010.

The research find out existing market potential of notebook industry not only in rupee value but also in unit volume for Satara taluka. It also focuses on parameters used by customers while purchasing notebooks. Responses were collected from 132 shop owners and also from 828 sample customers of different segments which are made by researcher on the basis of different standards. Data is analyzed and hypothesis is tested by using simple percentage technique, Weighted Average, Ranking method, Graphs etc.

Estimating the Market Potential for the Clean Development Mechanism: Review of Models and Lessons Learned – Margaree Consultants, Haites, 2004.

This study is the product of a collaboration between the World Bank Carbon Finance Business, through its PCF *plus* Research program, the International Energy Agency and the International Emissions Trading Association. The study estimates the market potential for the Clean Development Mechanism (CDM) based on the practical experience to date and developments that could affect the demand for and supply of Certified Emission Reductions (CERs) from CDM projects. It assumes the Kyoto Protocol enters into force without the participation of Australia and the United States. If the Kyoto Protocol does not enter into force a market for CERs from CDM projects might still exist, but the market potential and price would differ from the estimates presented here.

RESEARCH METHODOLOGY

3. RESEARCH METHODOLOGY

Development of research procedures is another important step in the market research process. Research Design is actually the blue print specifying every stage of action in the course of research.

3.1 RESEARCH DESIGN:

The research design is descriptive in nature. This design includes fact-finding enquiries of different kinds. The main purpose of descriptive research design is the description of the state of affairs, as it exists at present. In the business terms it is called as Ex post facto research. The main characteristic of this method is that the researcher has no control over the variables; he can only report what has happened or what is happening. Most Ex post facto research projects are used for descriptive studies in which the researcher seeks to measure such items as frequency and preferences of people or similar data.

3.2 SAMPLING DESIGN:

Convenience sampling is a non-probability sampling procedure, which does not afford any bias for estimating the probability that each item in the population has of being included in the sample. There are 90 samples that were taken from garment industries in Tirupur. They were sampled on the basis of Snowball Sampling.

3.3 METHOD OF DATA COLLECTION:

Sample survey was the data collection approach that was employed for this study. This method tends to be the mainstay of marketing research in general and is normally associated with descriptive research designs.

Questionnaire based interview method was used to collect the data from the respondents. The respondents are the garment companies. The questions are crafted in a way to generate as many information as possible with minimum efforts on the respondents part. The respondents were approached personally.

It took around 10-15 minutes to get each questionnaire completed as of the respondents and the time duration for getting answers for those questions varied with every respondent.

Type of Questions Used:

- Open ended
- Close ended

- Multiple choices

Sample size and area of Data Collection:

From the population, the sample of 90 has been selected for the study. The samples are the garment industry in Tirupur city.

3.4 DATA ANALYSIS:

The term analysis refers to the computation of certain measures along with searching for patterns of relationship that exists among data groups. In this research, both descriptive and inferential analyses are employed. Descriptive analysis is used for the study of the distribution of one variable. The simple percentage analysis is used as a descriptive analysis tool to find out the distribution of the variables. Also weighted average analysis is used which provides the importance of the factors in the study.

3.5 LIMITATIONS OF THE STUDY:

- ❖ Time would be the first constraint, within a span of 45 days, in depth analysis and accurate data, could not be projected. The results are provided based on the samples, i.e., to be considered while reading the project.
- ❖ Answers weren't certain, for queries posted, as it was difficult to probe more, as the result is based on the several factors.
- ❖ The Zippers were being promoted with each of the companies mostly by fixing up appointments, within a span of 45 days, too short of a study to estimate the exact details, as an in depth analysis wasn't performed. However, the data provided was diligent and precise catering to the company's requirements.
- ❖ Due to the short span of time, the sample size is limited only to 90 respondents.
- ❖ The research was conducted in the geographical area span with in Tirupur city limit.

OPPORTUNITIES:

- ❖ Consumers are not fully aware of the product brand, though the awareness about the company is very high.
- ❖ Consumers prefer to buy products in local markets, and use them in their products, as observed personally.
- ❖ Consumes are not aware of the complete range of products available from the company.
- ❖ Being the market leader in Thread products, the company can promote the brand by minimal efforts.

THREATS:

- ❖ Usage of the brand becomes restricted in certain categories, as some orders were placed by buying houses as what brand the companies should use.
- ❖ Price could be a constraint.



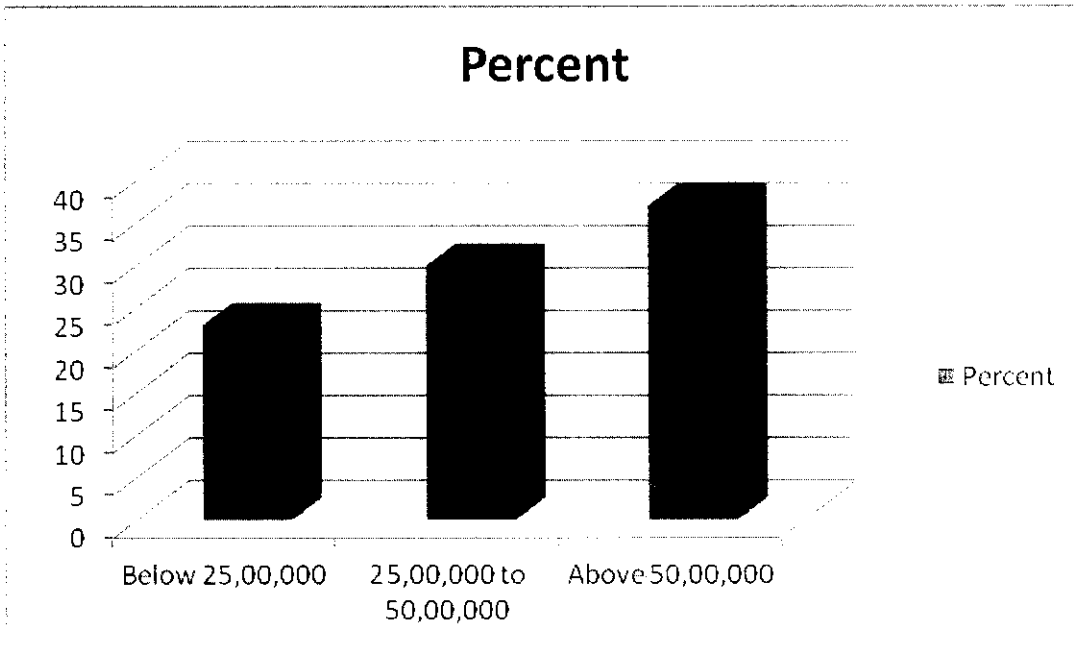
ANALYSIS AND INTERPRETATION

TABLE 4.1:
Table showing the Annual Sales of
Respondent companies

	Frequency	Percent
Below 25,00,000	23	25.6
25,00,000 to 50,00,000	30	33.3
Above 50,00,000	37	41.1
Total	90	100.0

CHART 1

Chart showing the Annual Sales of
respondent companies



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Inference:

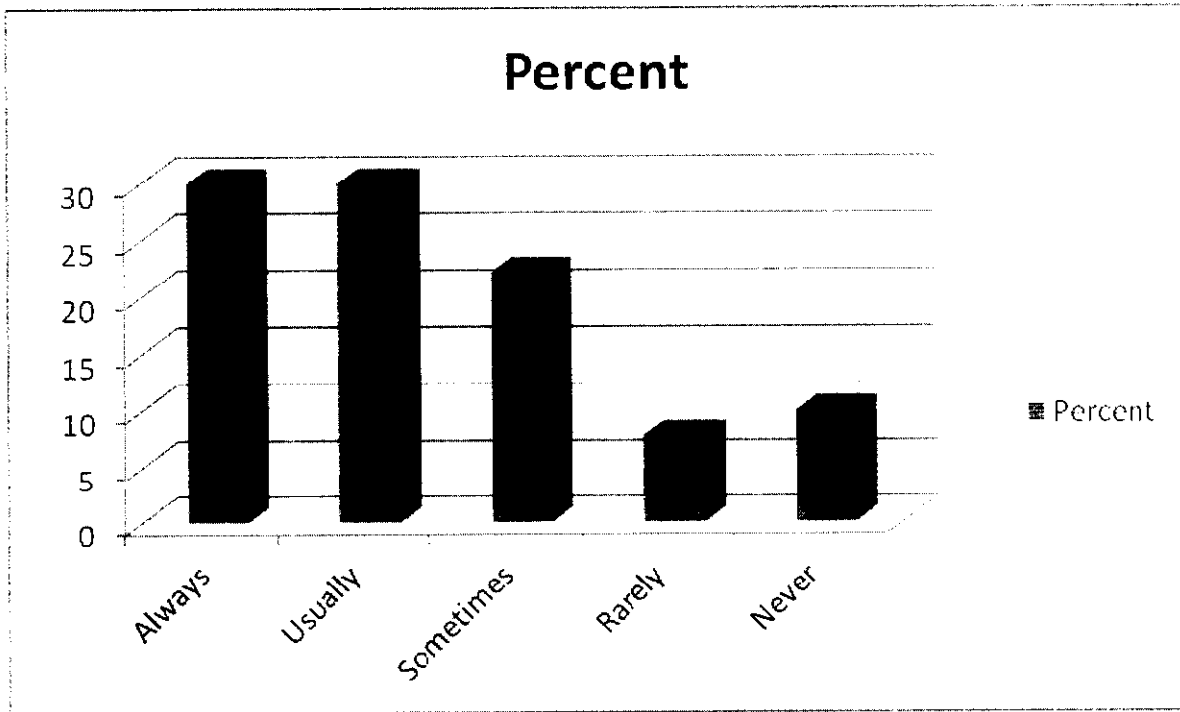
It is observed from the above table that about 40% of the respondents are having the annual sales above Rs. 50,00,000, about 34% of the respondents are having the annual sales from Rs. 25,00,000 to Rs. 50,00,000 and about 26% of the respondents are having the annual sales below Rs. 25,00,000. It is inferred that majority 42.11% of the respondents are having annual sales above Rs.50,00,000.

CATEGORIES OF ZIPPERS WIDELY USED

TABLE 4.2:
Table showing the usage of
Spiral/Coil Zippers

	Frequency	Percent
Always	27	30.0
Usually	27	30.0
Sometimes	20	22.2
Rarely	7	7.8
Never	9	10.0
Total	90	100.0

CHART 2:
Chart showing the usage of
Spiral/Coil Zippers



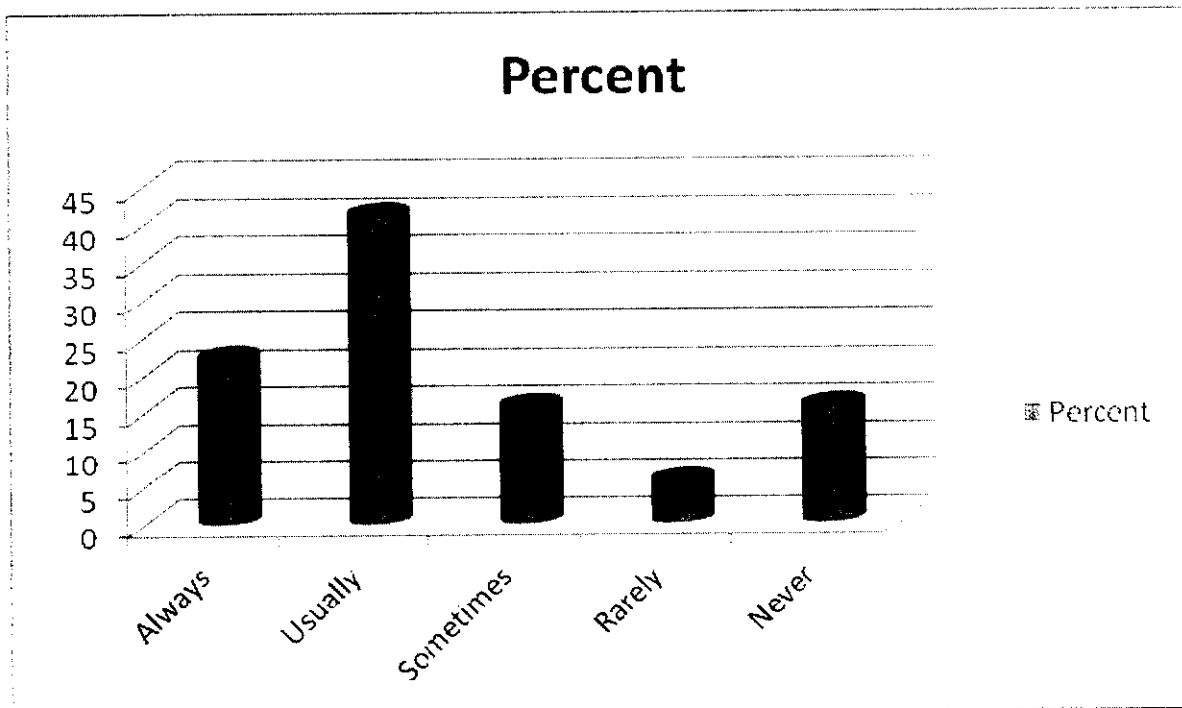
Inference:

It is clear from the above table that about 60% of the respondents are using spiral zippers always, 22% of the respondents are using spiral zippers sometimes, 10% never use them and 8% of the respondents use them rarely. It is concluded that majority 30% of the respondents are using spiral zippers always and usually.

TABLE 4.3:
Table showing the usage of
Plastic Zippers

	Frequency	Percent
Always	20	22.2
Usually	37	41.1
Sometimes	14	15.6
Rarely	5	5.6
Never	14	15.6
Total	90	100.0

CHART 3:
Chart showing the usage of
Plastic Zippers



Inference:

It is clear from the above table that 40% of the respondents are using plastic zippers usually, 22% of them are using it always, 32% of the respondents are using plastic zippers sometimes and never and 6% of the respondents use them rarely. It is concluded that majority 41.1% of the respondents are using plastic zippers usually.

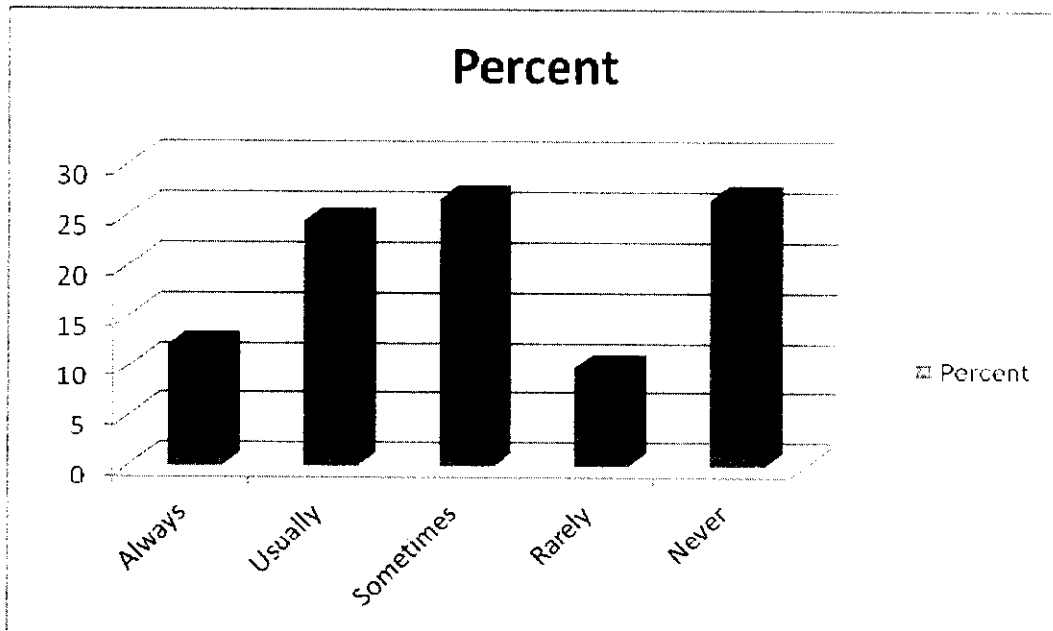
TABLE 4.4:

**Table showing the usage of
Concealed Zippers**

	Frequency	Percent
Always	11	12.2
Usually	22	24.4
Sometimes	24	26.7
Rarely	9	10.0
Never	24	26.7
Total	90	100.0

CHART 4:

**Chart showing the usage of
Concealed Zippers**



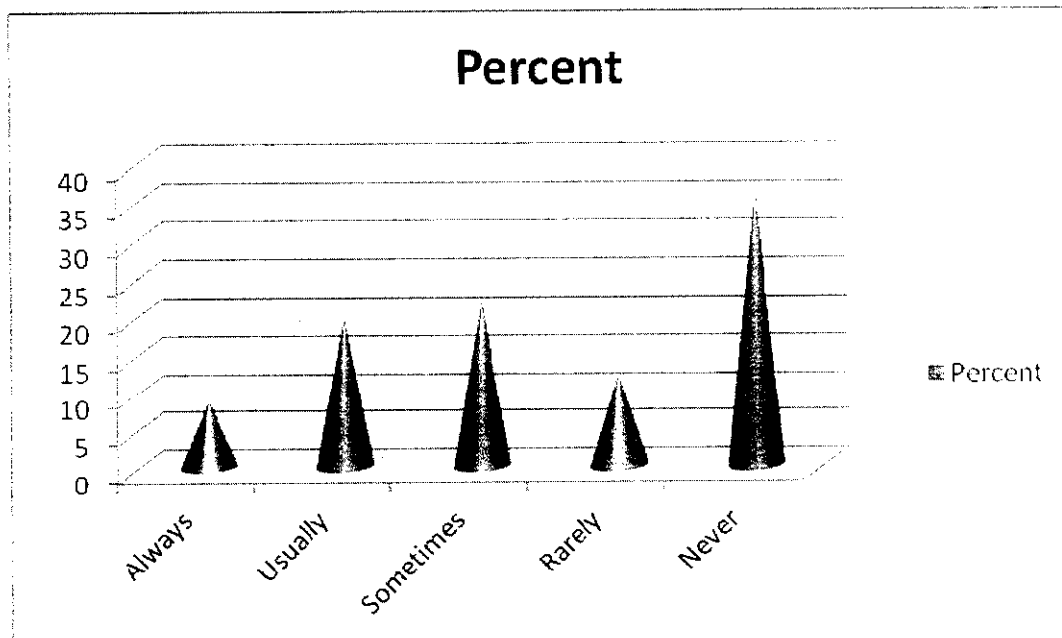
Inference:

It is clear from the above table that about 27% of the respondents are using concealed zippers sometimes and while 27% never use them, about 24% of them are using it usually, 12% of the respondents are using them always and 10% of the respondents use them rarely. It is inferred that majority 26.7% of the respondents are using concealed zippers sometimes and 26.7% never use them.

TABLE 4.5:
Table showing the usage of
Metal Zippers

	Frequency	Percent
Always	8	8.9
Usually	18	20.0
Sometimes	20	22.2
Rarely	11	12.2
Never	33	36.7
Total	90	100.0

CHART 5:
Chart showing the usage of
Metal Zippers



Inference:

It is clear from the above table that about 37% of the respondents never use metal zippers, 22% of them sometimes, 20% of them are using it usually, 12% of the respondents are using them rarely and 9% of the respondents use them always. It is inferred that majority 36.7% of the respondents never use metal zippers in their production.

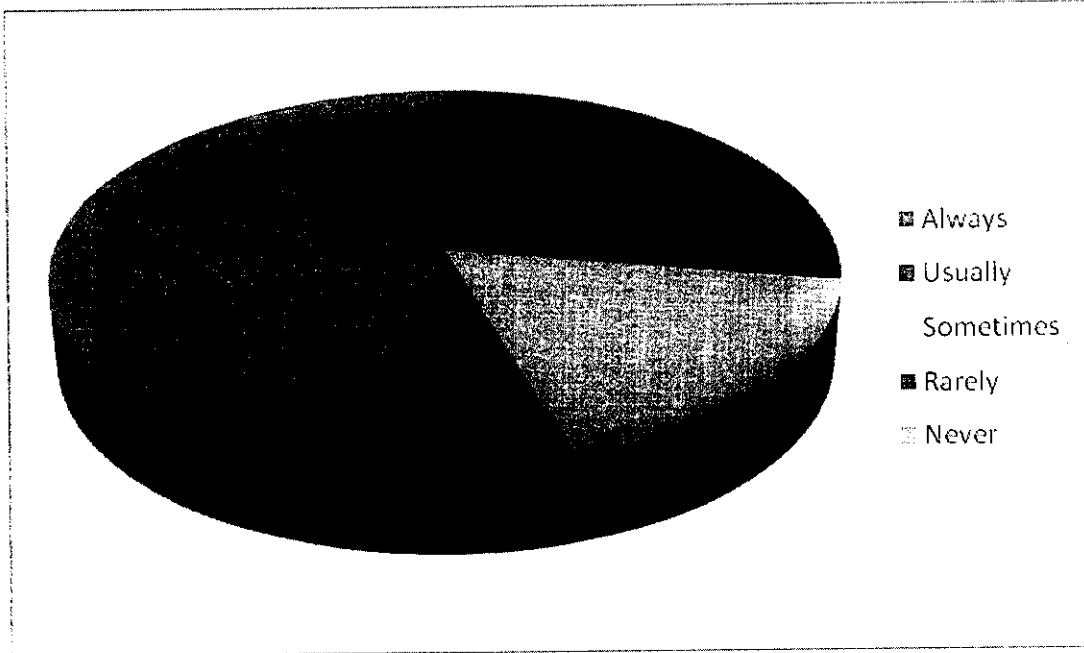
TABLE 4.6.1:

**Table showing the usage of various types of Metal Zippers
Table showing the usage of
Golden Brass Zippers**

	Frequency	Percent
Always	10	11.1
Usually	15	16.7
Sometimes	16	17.8
Rarely	7	7.8
Never	42	46.7
Total	90	100.0

CHART 4.6.1:

**Chart showing the usage of
Golden Brass Zippers**



Interpretation:

It can be understood from the table that about 47% of the respondents never use golden brass zippers, 18% use it sometimes, 28% use it usually and about 8% of the respondents use it rarely. So it can be inferred that 47% never use Golden brass zippers.

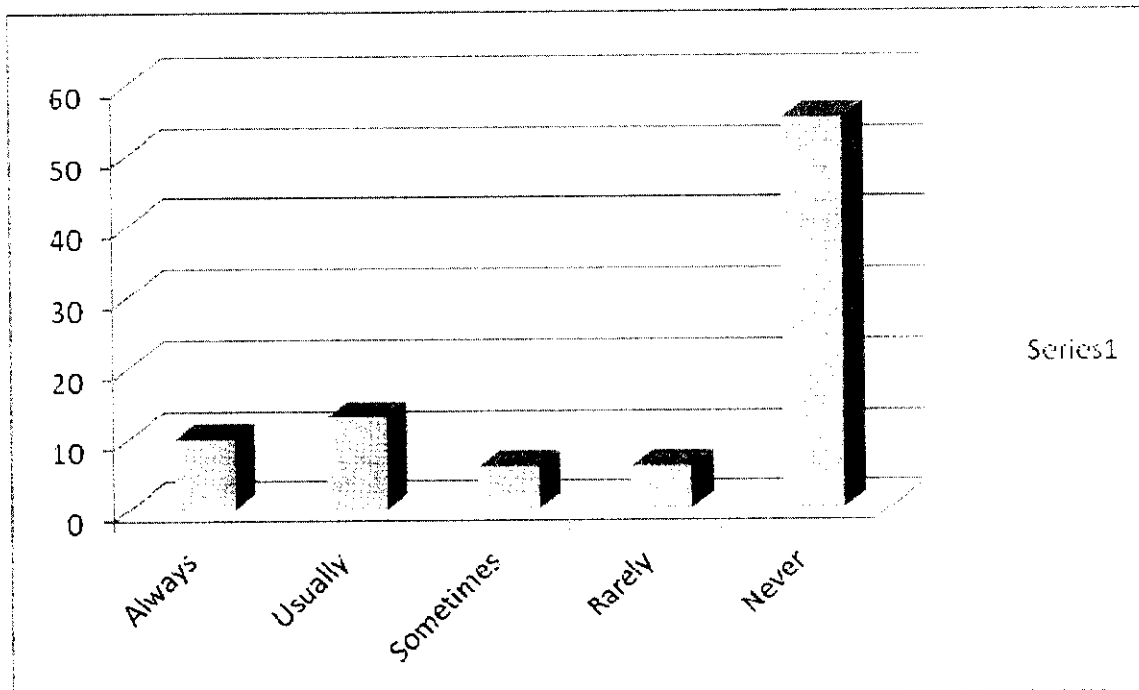
TABLE 4.6.2:

**Table showing the usage of
Antique Brass Zippers**

	Frequency	Percent
Always	10	11.1
Usually	13	14.4
Sometimes	6	6.7
Rarely	6	6.7
Never	55	61.1
Total	90	100.0

CHART 6.2:

Chart showing the usage of Antique Brass



Interpretation:

It can be known from the above table that about 25% of the respondents use the antique brass metal zippers usually, about 14% of the respondents use the antique brass rarely and 61% of the respondents never use Antique Brass zippers. So it can be inferred that the respondents use these Antique Brass Zippers in a very limited content.

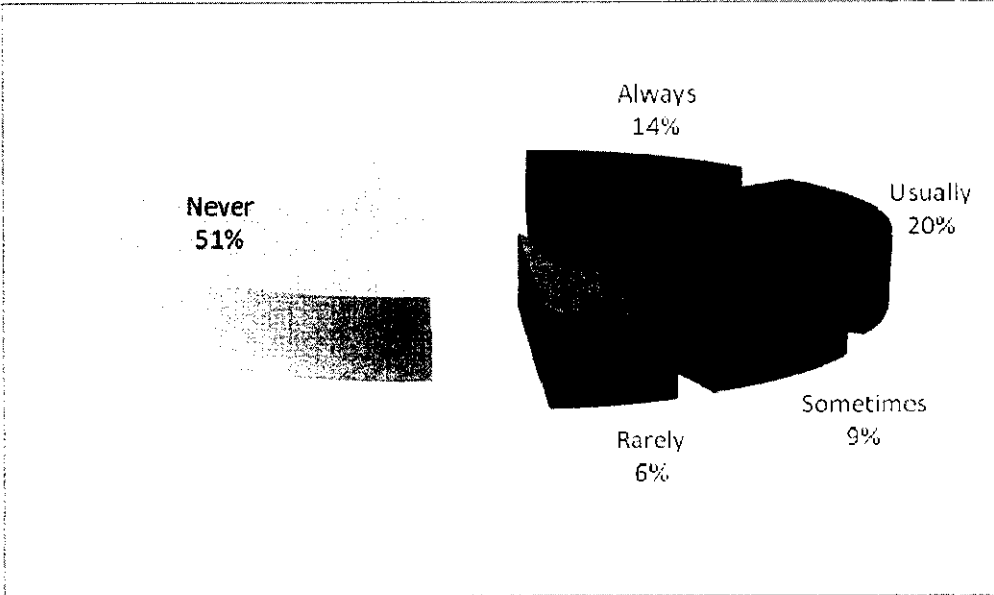
TABLE 4.6.3:

Table showing the usage of Silver Zippers

	Frequency	Percent
Always	13	14.4
Usually	18	20.0
Sometimes	8	8.9
Rarely	5	5.6
Never	46	51.1
Total	90	100.0

CHART 6.3:

Chart showing the usage of Silver Zippers



Interpretation:

The table clearly indicates that half of the respondents never use Silver Zippers in their production, about 34% of the respondents use the silver zippers always and the remaining respondents use the silver zippers only at sometimes. Thus respondents using metal zippers are using these silver zippers more in their production.

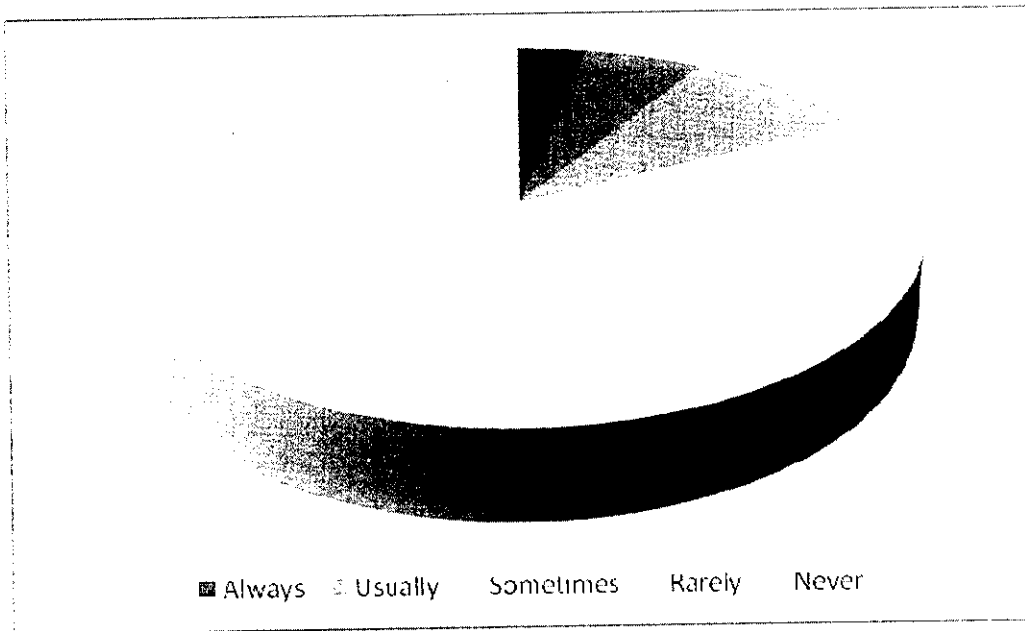
TABLE 4.6.4:

**Table showing the usage of
Antique Silver Zippers**

	Frequency	Percent
Always	3	3.3
Usually	5	5.6
Sometimes	8	8.9
Rarely	9	10.0
Never	65	72.2
Total	90	100.0

CHART 6.4:

**Chart showing the usage of
Antique Silver Zippers**



Interpretation:

It can be inferred from the above that the 72 percent of the respondents never use the antique silver zippers for their production, about 10% of the respondents always use these zippers and about 18% of the respondents use the antique silver zippers rarely in their production.

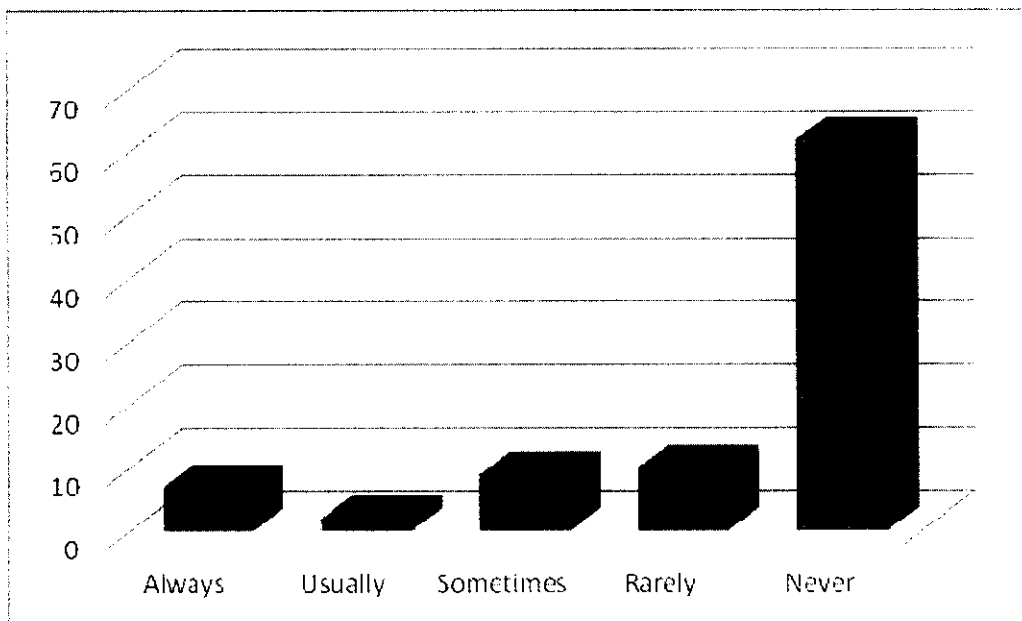
TABLE 4.6.5:

Table showing the usage of Aluminium Zippers

	Frequency	Percent
Always	7	7.8
Usually	2	2.2
Sometimes	9	10.0
Rarely	10	11.1
Never	62	68.9
Total	90	100.0

CHART 6.5:

Chart showing the usage of Aluminium Zippers



Interpretation:

It can be clearly inferred from the above table that about 10% of the respondents use Aluminium Zippers in their production very frequently, and about 10% of the respondents use these zippers sometimes, about 11% of the respondents use these zippers very rarely and about 69% of the respondents never use aluminium zippers in their production.

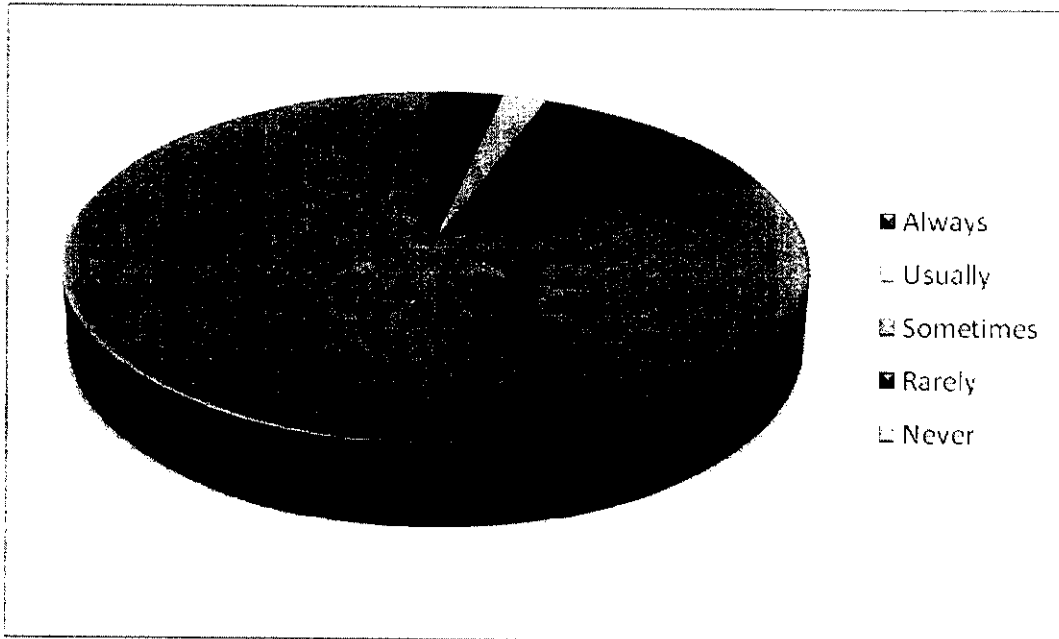
TABLE 4.6.6:

**Table showing the usage of
Gun Metal Zippers**

	Frequency	Percent
Always	3	3.3
Usually	2	2.2
Sometimes	5	5.6
Rarely	7	7.8
Never	73	81.1
Total	90	100.0

CHART 6.6:

**Chart showing the usage of
Gun Metal Zippers**



Interpretation:

It can be inferred clearly from the above table that about 81 percent of the respondents never use Gun Metal zippers in their production, about 6% of the respondents use these zippers always and about 14 percent of the respondents use it rarely. Thus it can be clearly understood that most of the respondents do not use Gun Metal zippers in their production.

SATISFACTION LEVEL ON ZIPPERS

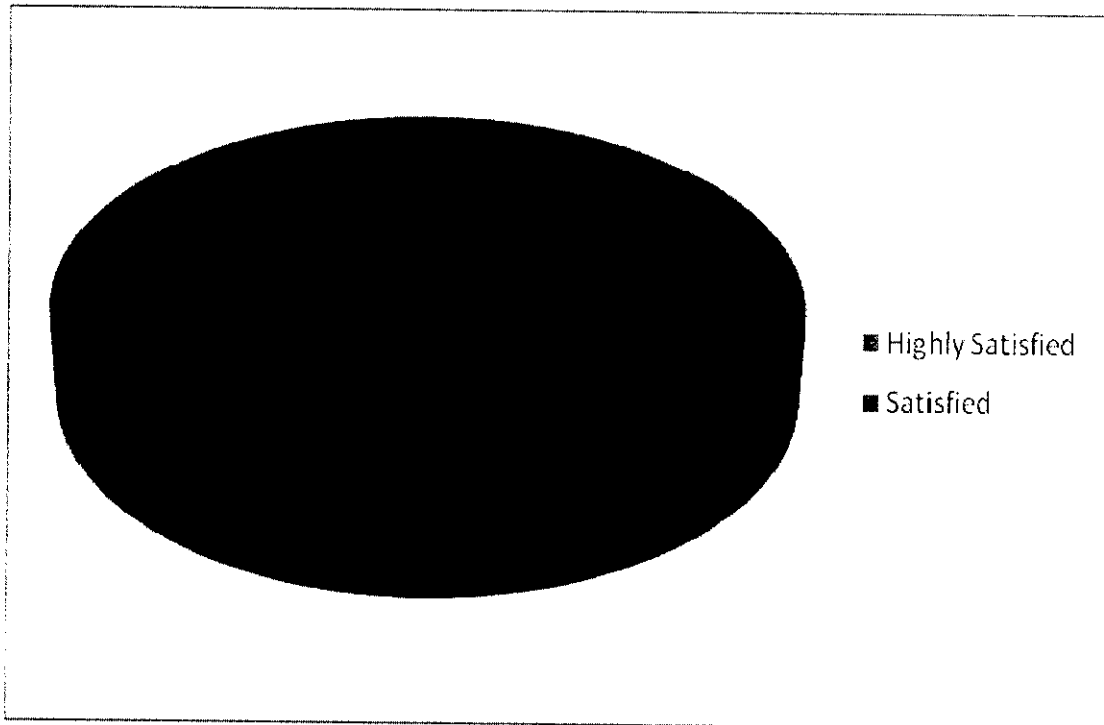
TABLE 4.7:

**Table showing the
Satisfaction Level on YKK**

	Frequency	Percent
Highly Satisfied	31	63.26
Satisfied	18	26.74
Total	49	100

CHART 7:

**Chart showing the
Satisfaction Level on YKK**



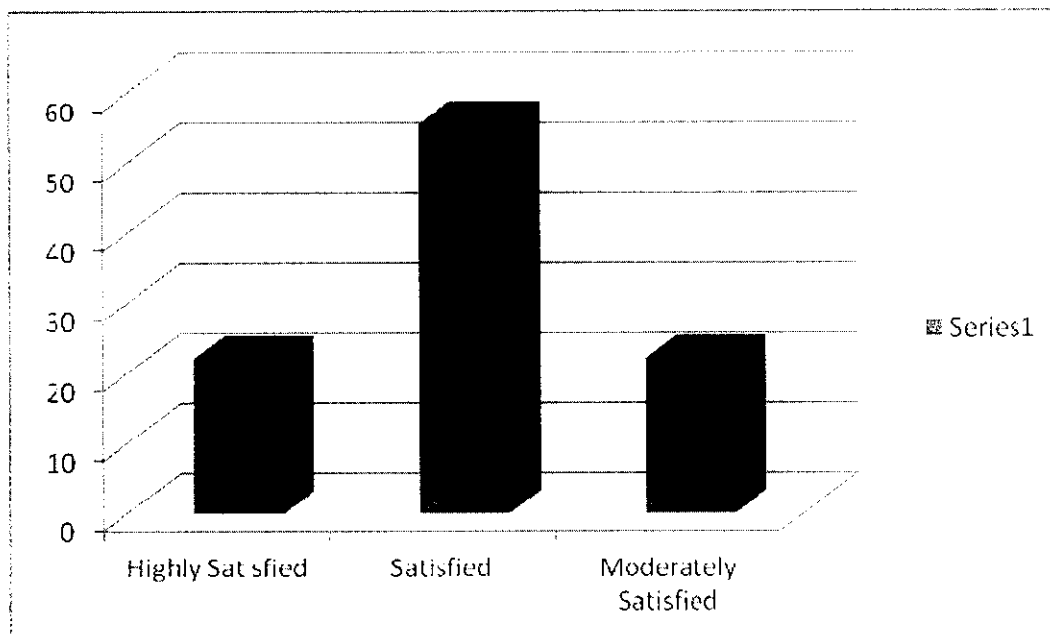
Inference:

It is clear from the above table that 63% of the respondents using YKK zippers are highly satisfied, 27% are Satisfied and 41 respondents do not use YKK brand. It can be inferred that majority of the users of YKK zippers are highly satisfied with the product.

TABLE 4.8:
Table showing the
Satisfaction level on Ideal Zippers

	Frequency	Percent
Highly Satisfied	2	22.2
Satisfied	5	55.6
Moderately Satisfied	2	22.2
Total	9	100.0

CHART 8:
Chart showing the
Satisfaction Level on IDEAL



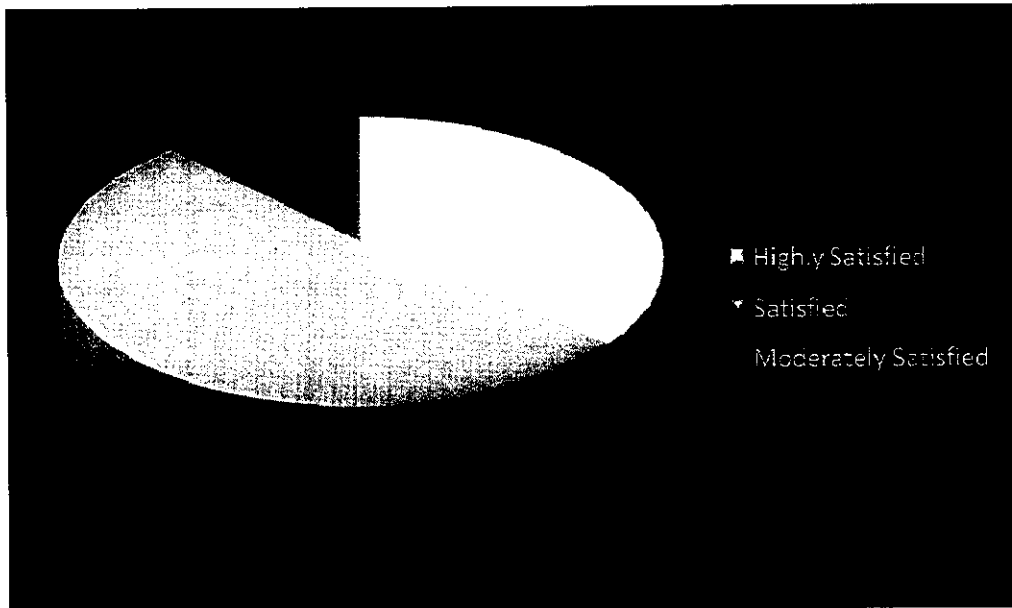
Inference:

It is clear from the above table that about 56% are satisfied with Ideal Zippers, 44% of the respondents using Ideal zippers are highly Satisfied and moderately satisfied and 81 respondents do not use IDEAL brand. It can be inferred that most of the users of Ideal zippers are satisfied with the product.

TABLE 4.9:
Table showing the
Satisfaction Level on OPTI

	Frequency	Percent
Highly Satisfied	15	36.58
Satisfied	21	51.23
Moderately Satisfied	5	12.19
Total	41	100.0

CHART 9:
Chart showing the
Satisfaction Level on OPTI



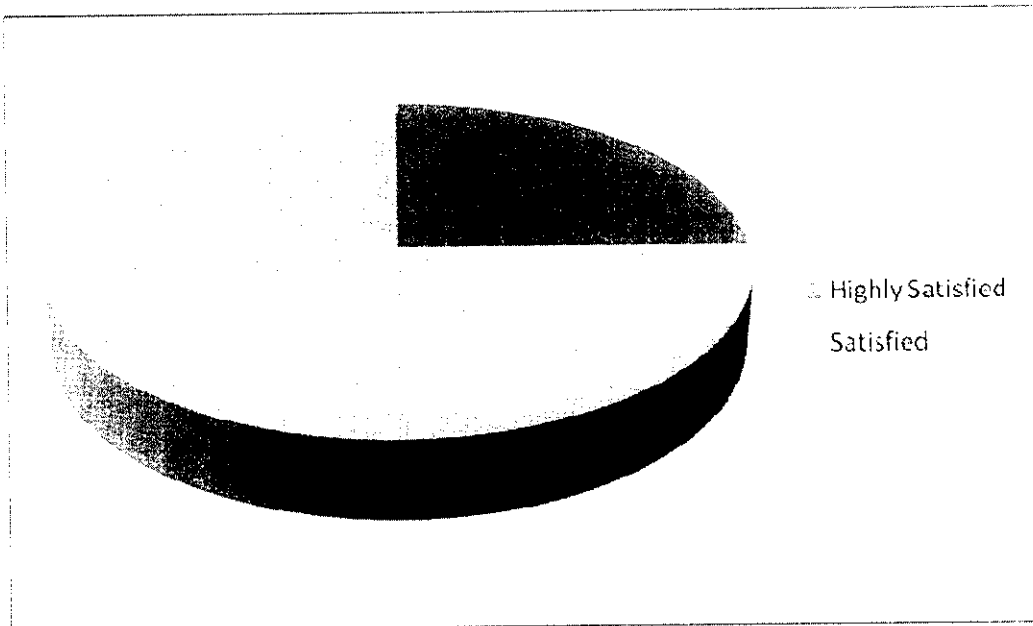
Inference:

It is clear from the above table that about 51% of the respondents use Opti zippers and they are satisfied, 37% are highly Satisfied, 12% of them are moderately satisfied and 49 respondents do not use OPTI brand. It can be inferred that most of the customers using Opti zippers are satisfied with the product.

TABLE 4.10:
Table showing the
Satisfaction Level on TEX

	Frequency	Percent
Highly Satisfied	1	25.0
Satisfied	3	75.0
Total	4	100.0

CHART 10:
Chart showing the
Satisfaction Level on TEX



Inference:

It is clear from the above table that 75% of the respondents use Tex zippers and they are satisfied, 25% are highly Satisfied and 86 respondents do not use TEX brand. It can be inferred that only few customers use Tex zippers and they are satisfied with the product.

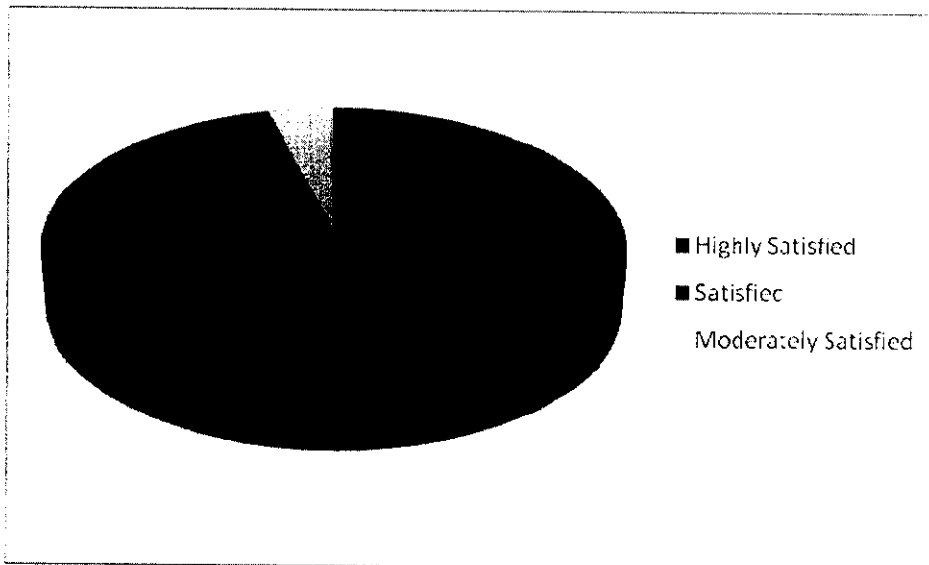
TABLE 4.11:

**Table showing the
Satisfaction Level on ANGEL**

	Frequency	Percent
Highly Satisfied	11	45.83
Satisfied	12	50.0
Moderately Satisfied	1	4.16
Total	24	100.0

CHART 11:

**Chart showing the
Satisfaction Level on ANGEL**



Inference:

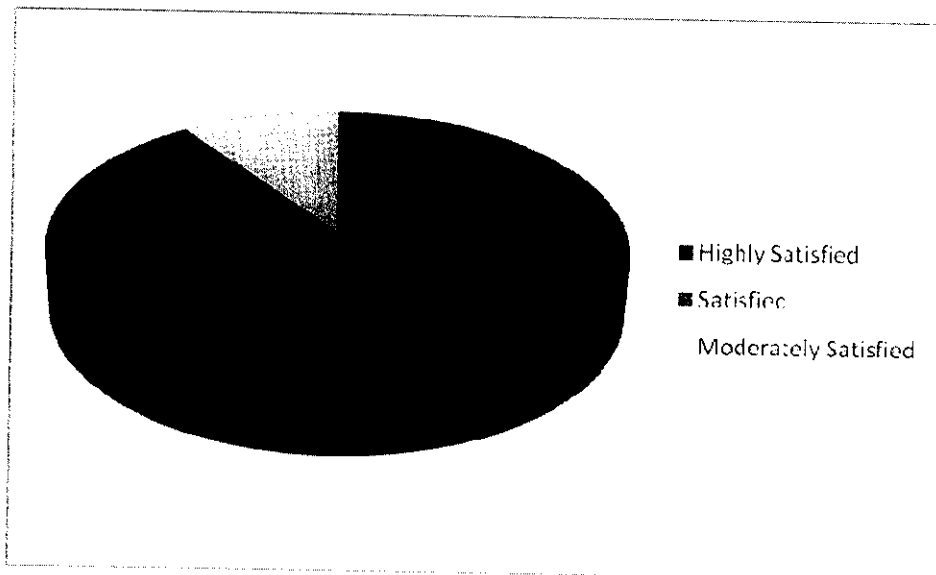
It is clear from the above table that 50% of the respondents use ANGEL zippers with satisfaction, about 46% are highly Satisfied, 4 are moderately satisfied and 66 respondents do not use ANGEL brand. It can be inferred that some of the respondents use Angel brand and they are satisfied with the brand.

TABLE 4.12:
Table showing the
Satisfaction Level on ZEE

	Frequency	Percent
Highly Satisfied	4	40.0
Satisfied	5	50.0
Moderately Satisfied	1	10.0
Total	10	100.0

CHART 12:

Chart showing the
Satisfaction Level on ZEE



Inference:

It is clear from the above table that 50% respondents use Zee zippers and they are satisfied, 40% are highly Satisfied and 10% are moderately satisfied and 80 respondents do not use ZEE zippers. It can be inferred that only few respondents use zee zippers and they are satisfied with the brand.

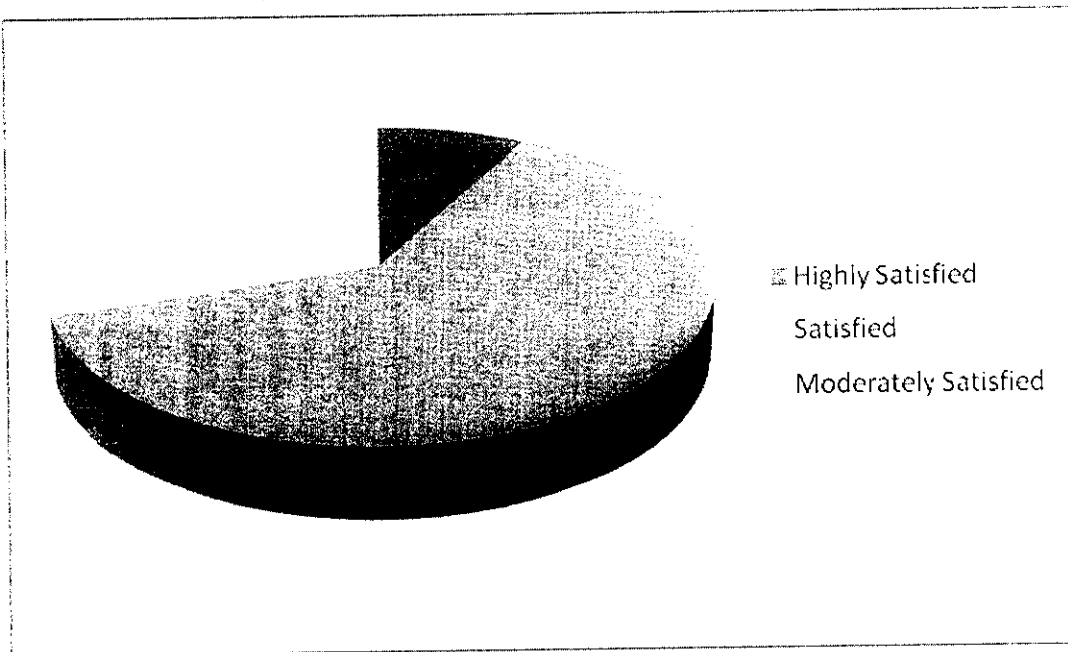
TABLE 4.13:

**Table showing the
Satisfaction Level on Other Brands**

	Frequency	Percent
Highly Satisfied	3	8.10
Satisfied	23	62.16
Moderately Satisfied	11	29.72
Total	37	100.0

CHART 13:

**Chart showing the
Satisfaction Level on Other Brands**



Inference:

It is clear from the above table that 62% of the respondents use other brands of zippers and they are satisfied, 30% are moderately Satisfied and 8% are highly satisfied and 53 respondents do not use Other brands. It can be inferred that several respondents use other brands of zippers and they are satisfied with those zippers.

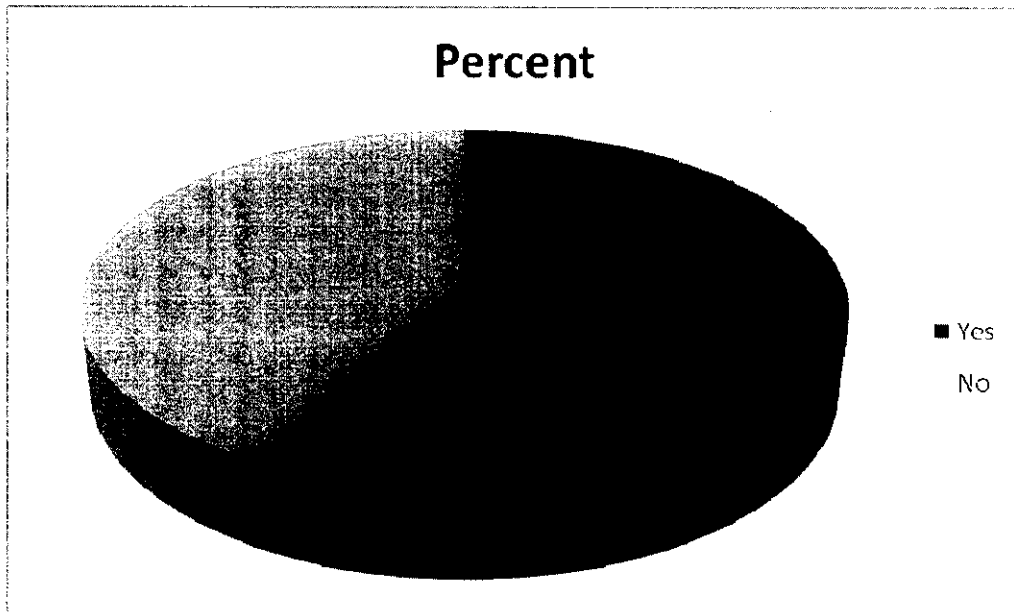
TABLE 4.14:

**Table showing the
Aware of OPTI Zippers**

	Frequency	Percent
Yes	52	57.8
No	38	42.2
Total	90	100.0

CHART 14:

**Chart showing the
Aware of OPTI Zippers**



Inference:

It is clear from the above table that 58% of the respondents are aware about OPTI Zippers and 42% of the respondents are not aware about OPTI Zippers. It is inferred that about 57.8% of the respondents are aware of the Opti zippers.

WEIGHTED AVERAGE

TABLE 4.15:

Table showing the Usage of Width

	No.3	No.5	No.7
Rank One	60	20	10
Rank Two	23	42	25
Rank Three	7	28	55
Total	90	90	90
Weighted Score	233	172	135

Inference:

It is clear from the above table that average score analysis was performed for finding out most commonly used teeth width. The weighted average score helps to find the rank order. The order Commonly used teeth width are as follows:

- Rank 1 = No. 3
- Rank 2 = No. 5
- Rank 3 = No. 7

It can be inferred that zippers with teeth width of No. 3 is used more than that of other widths.

TABLE 4.16:

**Table showing the
Basis for Selecting a Zipper:**

	Buyer's Nomination	Quality	Price	Credit Period	Discount
Rank One	34	29	15	5	6
Rank Two	18	18	33	13	8
Rank Three	22	22	26	9	11
Rank Four	8	11	10	30	31
Rank Five	8	10	6	33	34
Total	90	90	90	90	90
Weighted Score	332	315	311	197	191

Inference:

It is clear from the above table that average score analysis was performed for finding out the basis for selecting a Zipper. The weighted average score helps to find the rank order. The order of basis for selection of zippers are as follows:

- Rank 1 = Buyer's Nomination
- Rank 2 = Quality
- Rank 3 = Price
- Rank 4 = Credit Period
- Rank 5 = Discount

It is inferred that Buyer's nomination form the very basis for the selection of zipper brands.

TABLE 4.17:

TABLE CURRENTLY USED BRAND OF ZIPPERS

Rank	YKK	IDEAL	OPTI	ANGEL	TEX	ZEE
One	29	7	26	17	4	8
Two	40	5	16	20	4	3
Three	14	16	16	31	4	10
Four	4	18	15	16	23	15
Five	1	24	12	3	33	17
Six	2	20	5	3	22	37
Total	90	90	90	90	90	90
Weighted Score	446	253	374	383	217	219

Inference:

It is clear from the above table that average score analysis was performed for finding out the preference of brands. The weighted average score helps to find the rank order. The order of preference of the brands are as follows:

- Rank 1 = YKK
- Rank 2 = ANGEL
- Rank 3 = OPTI
- Rank 4 = IDEAL
- Rank 5 = ZEE
- Rank 6 = TEX

It can be inferred from the table that YKK is most preferred brand among the consumers.

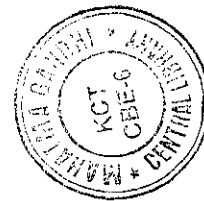


TABLE 4.18:

Table showing Categories of Zippers Widely Used

Zipper Types	Spiral	Plastic	Concealed	Metal
Always	27 30%	20 22%	11 12.2%	8 8.9%
Usually	27 30%	37 41.1%	22 24.4%	18 20%
Sometimes	20 22.2%	14 15.6%	24 26.7%	20 22.2%
Rarely	7 7.8%	5 5.6%	9 10%	11 12.2%
Never	9 10%	14 15.6%	24 26.7%	33 36.7%
Weighted Score	326	314	257	227

Inference:

It is clear from the above table that about 30% of the respondents use Spiral zippers always, 41% of the respondents use Plastic zippers usually, 24% of the respondents use concealed zippers sometimes and 37% of the respondents never use Metal zippers. Further the usage of the categories of zippers can be ranked as below:

- Rank One = Spiral
- Rank Two = Plastic
- Rank Three = Concealed
- Rank Four = Metal

TABLE 4.19:**Table showing Types of Zippers used**

Types of Zippers	Open End	Closed End (Single Way)	Closed End (Two way)	Concealed
Always	28 31.1%	28 31.1%	3 3.3%	12 13.3%
Usually	37 41.1%	26 28.9%	16 17.8%	20 22.2%
Sometimes	11 12.2%	23 25.6%	22 24.4%	24 26.7%
Rarely	5 5.6%	9 10%	24 26.7%	10 11.1%
Never	9 10%	4 4.4%	25 27.8%	24 26.7%
Weighted Average	340	344	218	256

Inference:

It is clear from the above table that 41.1% of the respondents use open ended zippers, 31.1% of the respondents use single way closed ended zippers always, 27.8% of the respondents never use two way closed ended zippers and 26.7% of the respondents sometimes use concealed zippers. It can also be inferred from the weighted average that:

- Rank One = Closed End (Single Way)
- Rank Two = Open End
- Rank Three = Concealed
- Rank Four = Closed End (Two way)

TABLE 4.20:**Table showing the Satisfaction Level on OPTI Zippers**

	Price	Quality	Timely Delivery	Range of Products	Product Customization
Highly Satisfied	16 17.8%	9 10%	9 10%	13 14.4%	3 3.3%
Satisfied	21 23.3%	16 17.8%	14 15.6%	16 17.8%	13 14.4%
Moderately Satisfied	5 5.6%	11 12.2%	19 21.1%	10 11.1%	19 21.1%
Dissatisfied	1 1.1%	7 7.8%	1 1.1%	3 3.3%	6 6.7%
Highly Dissatisfied				1 1.1%	2 2.2%
Weighted Score	181	156	160	167	138

Inference:

It is clearly from the above table that 23% of the users are satisfied with the price of the zippers, 18% of the respondents are satisfied with the quality of the products, 21% of the respondents are moderately satisfied with the Timely Delivery of the product, 18% are satisfied with Range of Products and 21% of the respondents are Moderately satisfied with Product customization. The respondents preference upon the aspects of the brand are:

- Rank One = Price
- Rank Two = Range of Products
- Rank Three = Timely Delivery
- Rank Four = Quality
- Rank Five = Product Customization

TABLE 4.21:

**Table showing the
Satisfaction Level on Current used Zipper Brands**

	Highly Satisfied	Satisfied	Moderately Satisfied	Dissatisfied	Highly Dissatisfied	Weighted Scores
YKK	31 63.26%	18 26.74%				227
IDEAL	2 22.2%	5 55.6%	2 22.2%			36
OPTI	15 36.58%	21 51.23%	5 12.19%			174
TEX	1 25.0%	3 75.0%				29
ANGEL	11 45.83%	12 50.0%	1 4.16%			106
ZEE	4 40%	5 50%	1 10%			43
OTHERS	3 8.10%	23 62.16%	11 29.72%			140

Inference:

It is clear from the above table 34% of the respondents are highly satisfied with YKK, 6% are satisfied with IDEAL zippers, 23% are satisfied with OPTI zippers, 4% are satisfied with TEX zippers, 13% are Satisfied with Angel, 6% are satisfied with satisfied and 26% are satisfied with Other brands of zippers.

FINDINGS AND SUGGESTIONS

FINDINGS:

- It is inferred that majority 42.11% of the respondents are having annual sales above Rs.50,00,000.
- It is concluded that majority 30% of the respondents are using spiral zippers always and usually.
- It is concluded that majority 41.1% of the respondents are using plastic zippers usually.
- It is inferred that majority 26.7% of the respondents are using concealed zippers sometimes and 26.7% never use them.
- It is inferred that majority 36.7% of the respondents never use metal zippers in their production.
- It can be inferred that majority of the users of YKK zippers are highly satisfied with the product.
- It can be inferred that most of the users of Ideal zippers are satisfied with the product.
- It can be inferred that most of the customers using Opti zippers are satisfied with the product.
- It can be inferred that only few customers use Tex zippers and they are satisfied with the product.
- It can be inferred that some of the respondents use Angel brand and they are satisfied with the brand.
- It can be inferred that only few respondents use zee zippers and they are satisfied with the brand.
- It can be inferred that several respondents use other brands of zippers and they are satisfied with those zippers.
- It is inferred that about 57.8% of the respondents are aware of the Opti zippers.
- The order Commonly used teeth width are as follows:
 - Rank 1 = No. 3
 - Rank 2 = No. 5
 - Rank 3 = No. 7
- The order of basis for selection of zippers are as follows:
 - Rank 1 = Buyer's Nomination
 - Rank 2 = Quality
 - Rank 3 = Price
 - Rank 4 = Credit Period
 - Rank 5 = Discount
- The order of preference of the brands are as follows:
 - Rank 1 = YKK
 - Rank 2 = ANGEL
 - Rank 3 = OPTI
 - Rank 4 = IDEAL
 - Rank 5 = ZEE
 - Rank 6 = TEX

- The usage of the categories of zippers can be ranked as below:

Rank One = Spiral

Rank Two = Plastic

Rank Three = Concealed

Rank Four = Metal

- It can be inferred from the weighted average that:

Rank One = Closed End (Single Way)

Rank Two = Open End

Rank Three = Concealed

Rank Four = Closed End (Two way)

- The respondents preference upon the aspects of the brand are:

Rank One = Price

Rank Two = Range of Products

Rank Three = Timely Delivery

Rank Four = Quality

Rank Five = Product Customization

- It is clear from the above table 34% of the respondents are highly satisfied with YKK, 6% are satisfied with IDEAL zippers, 23% are satisfied with OPTI zippers, 4% are satisfied with TEX zippers, 13% are Satisfied with Angel, 6% are satisfied with satisfied and 26% are satisfied with Other brands of zippers.

SUGGESTIONS:

1. PROMOTION:

Companies should be educated about the brand because the companies aren't exactly aware of the brand besides knowing the Coats brand.

So adequate promotion has to be made which will bring awareness about the product among the garment industries.

2. ID SHOWS:

Not only concentrating on its core product, the company should take up the initiative to promote its zippers regarding the various product categories available.

This would ease the company in knowing what is the substitute product, or the exact product that is in the line of competition for the range of design glasses.

3. CONSUMER:

Ads should be in Business Newspapers and Medias where awareness level is high.

Prospective consumers including companies and retail consumers could be easily identified. This will help in strengthening the brand.

4. TRADE FAIRS:

One to one professional meet, along with Company's business executive should be arranged.

If there aren't the expected people turning out, the company could also promote the new range of zippers, when trade fair shows are being conducted in Tirupur.

CONCLUSION:

The research was started in Tirupur as the city is the hub for the garment industries. The researcher has to undergo a sequence of stages as in Personal selling since the respondents have to be met in person and the range of products has to be introduced. Keeping in mind that the researcher carries the company's image to the Professionals the process of interviewing was done with utmost care.

As far as the researcher is concerned, this study has enabled him to understand the preference attributes of the respondents, who would be the principle guide for a prospective guide for the prospective consumers in preferring the brand and the range of glasses available from the company. In the company's perspective, the study draws inferences regarding their launch. This study shows them the lucrative market areas, which would be viable for their launch. This also gives inferences regarding the expectations of the respondents.

At the outset, there is a constant demand for the zippers in Tirupur, as the city cater to the demands of people all over the world. So the company has a very good opportunity to market their products in the city and become a market leader.

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APPENDIX

KUMARAGURU COLLEGE OF TECHNOLOGY

BUSINESS SCHOOL

A STUDY ON THE MARKET POTENTIAL FOR ZIP FASTENERS WITH SPECIAL REFERENCE TO MADURA COATS

1. Name of the User Concern:

2. Contact Person Name:

Designation:

3. Commencement year of the user concern:

4. Annual Sales

Below 25,00,000 25,00,000 to 50,00,000 Above 50,00,000

5. Categories of Zippers widely used

Types of Zippers	Always	Usually	Sometimes	Rarely	Never
Spiral/Coil					
Plastic					
Concealed					
Metal					

If Metal,

Commonly used finish

	Always	Usually	Sometimes	Rarely	Never
Golden Brass					
Antique Brass					
Silver					
Antique Silver					
Aluminium					
Gun Metal					

7. Commonly used teeth width (Place 1 next to the width that is used mostly, 2 to the width that is next to the width that is next mostly used and so on)

___ No 3

___ No 5

___ No 7

8. Type of Zippers used

	Always	Usually	Sometimes	Rarely	Never
Open End					
Closed End(Single Way)					
Closed End(Two Way)					
Concealed					

9. Basis for selecting a Zipper? (Rank the order of preference from lowest (5)to highest (1))

___ Buyer's Nomination

___ Quality

___ Price

___ Credit Period

___ Discount

10. Products in which zippers are being used

Jackets Pockets Decorative Pants Others specify, _____

11. Annual Volume of Zippers used _____

12. Months in which Zippers are mostly used

	Jan	Feb	Mar	Apr	May	June	July	Aug	Sep	Oct	Nov	Dec
Jackets												
Pockets												
Decorative												
Pants												
Others												

13. Currently used brand of Zippers

___ YKK

___ IDEAL

___ OPTI

___ ANGEL

___ TEX

___ ZEE

14. Are you also aware of Coats India's OPTI Zipper?

Yes No

If yes,

15. Reasons for not purchasing OPTI Zippers

Price Quality Timely Delivery Range of Products
 Product Customization Others specify, _____

16. If you are purchasing OPTI Zippers, Satisfaction Level on OPTI Zipper

		Highly Satisfied	Satisfied	Moderately Satisfied	Dissatisfied	Highly Dissatisfied
17.	Price					
18.	Quality					
19.	Timely Delivery					
20.	Range of products					
21.	Product Customization					

22. Do you purchase zippers of different brands?

Yes No

If yes,

	Jackets	Pockets	Decorative	Pants	Others
YKK					
IDEAL					
OPTI					
TEX					
ANGEL					
ZEE					
Others					

23. Satisfaction Level on currently used Zipper brands

		Highly Satisfied	Satisfied	Moderately Satisfied	Dissatisfied	Highly Dissatisfied
24.	YKK					
25.	IDEAL					
26.	OPTI					
27.	TEX					
28.	ANGEL					
29.	ZEE					
30.	Others					