



P-2050

**A STUDY ON 'ESTIMATING THE MARKET POTENTIAL OF
INTERIOR DESIGN RANGE OF GLASS FOR
SAINT-GOBAIN GLASS INDIA LIMITED' COIMBATORE**

P-2050

By

S.SUMANTH
Reg No: 71205631052

Of

Kumaraguru College of Technology
COIMBATORE - 641006

SUMMER PROJECT REPORT
Submitted to the

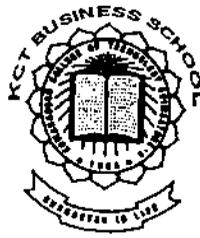
FACULTY OF MANAGEMENT SCIENCES

In partial fulfillment of the requirement
for the award of the degree

Of

MASTER OF BUSINESS ADMINISTRATION

OCTOBER 2006



KCT Business School
Department of management studies
Kumaraguru College of Technology
(An ISO 9001:2000 Certified Institution)
Coimbatore – 641006

BONAFIDE CERTIFICATE

Certified that this project titled “A STUDY ON ESTIMATING THE MARKET POTENTIAL FOR INTERIOR DESIGN GLASS RANGE FOR SAINT-GOBAIN GLASS INDIA LIMITED IN COIMBATORE” is the bonafide work of Mr. S. Sumanth (Reg no: 71205631052), who carried out this research under my supervision. Certified further, that to the best of my knowledge the work reported here in 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.

Ms. S. Sangeetha
Faculty Guide

Dr. S. Ganesan
Director

Evaluated and Viva conducted on _____

Examiner 1

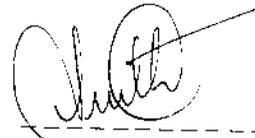
Examiner 2

DECLARATION

I S. SUMANTH (Reg.No.71205631052) here by declare that the project work entitled **“ESTIMATING THE MARKET POTENTIAL FOR INTERIOR DESIGN GLASS RANGE FOR SAINT-GOBAIN IN COIMBATORE”** is my original work and the project work has not been submitted to this university or any other university for the fulfillment of the requirements of any other study.



Signature of the Faculty Guide
Ms.S.SANGEETHA
Department of Management Studies,
KCT.



Signature of student
S.SUMANTH

Place: Coimbatore
Date:

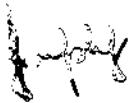
August 23, 2006

To Whom So Ever It May Concern

This is to certify that Mr. S. Sumanth, first year MBA student of KCT Business School has undertaken a project assignment on "Estimating the Market Potential of Interior Design Glass in Coimbatore", during the period from June 30, 2006 to August 9, 2006; under the guidance of Mr. Srihari, Team Member - Marketing.

He has satisfactorily completed the assignment and his conduct and character were found good.

For Saint-Gobain Glass India Ltd.,



JOSEPH JACKSON

Team Member - Human Resources.



ACKNOWLEDGEMENT

I express my sincere thanks to Prof. S. Ganesan (Director) for facilitating my obligations to undertake this project.

I also like to express my earnest gratitude and thankfulness to Ms. S. Sangeetha - Faculty Guide, for her support.

I express my sincere thanks to Mr. K Srihari, Team Member (Product Manager – Mirror & Interior Design Glass) Marketing, Saint-Gobain, for giving me this lifetime opportunity to undertake a project in this venerable organization. His valuable suggestions, methodical supervision, astute observations and encouragement helped me a great deal in the accomplishment of this project work.

I would also thank, Mr. S. Ghosh, Team Member, Marketing, Saint-Gobain, for providing me the initial training and explaining the technicality of the product.

I also wish to acknowledge the unmitigated support given to me by my parents and all my beloved ones.

Above all, I pray the almighty for the blessings throughout my life.

Glass Industry would be the next most happening industry in India, due to various Infrastructural developments 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)

As an emerging Tier II city, Coimbatore seems to be their next market for launching their Interior Design Range of Glasses. These glasses are imported from France and Germany catering to global requirements. Coimbatore is the next preferred IT Destination, after Chennai, by contributing the maximum number of literates and graduates getting out of college every year.

There are a lot of IT and Infrastructural development happening in the city, to cater the needs of the consuming segment, to promote a world-class infrastructural facility by the Government of Tamil Nadu. In this context, the project was commenced in Coimbatore to estimate the market potential for Interior Design Glass Range, which has been well installed and adopted worldwide.

Coimbatore is a land of opportunities and entrepreneurship. This was the key objective in estimating the market potential by targeting on Architects (21 samples surveyed), Furniture Manufacturers (9 samples surveyed), which was not satisfactory & fifteen upcoming projects, where the Glass Range could be used.

The nature of the research was descriptive which would enable the decision makers to draw inferences about the Professionals, as well as their channel partners and work accordingly. A questionnaire was used to collect the data from the Professionals. This would give the company the over all segment view of Coimbatore, as all the Professionals wish to use the product, as it was accepted universally and they had known about some of the range of glasses available from Saint-Gobain, as they knew "The future of Glass. Since 1665"

TABLE OF CONTENTS

CHAPTER NO	TITLE	PAGE NO
	ABSTRACT	i
	LIST OF TABLES	iii
	LIST OF GRAPHS	v
1	INTRODUCTION	
	1.1 BACKGROUND OF SAINT-GOBAIN GLASS INDIA LIMITED	1
	1.2 PROFILE OF SAINT-GOBAIN GLASS INDIA LIMITED	6
	1.3 ORGANIZATION STRUCTURE	8
2	METHODOLOGY OF THE STUDY	
	2.1 OBJECTIVE & SCOPE OF THE STUDY	9
	2.2 RESEARCH METHODOLOGY	10
3	ANALYSIS	
	3.1 ANALYSIS OF FURNITURE MANUFACTURERS	13
	3.2 ANALYSIS OF ARCHITECTS	46
	3.3 ANALYSIS OF 15 UPCOMING PROJECTS	74
4	FINDINGS	94
5	SUGGESTIONS	97
	ANNEXURE-I	99
	ANNEXURE-II	102
	BIBLIOGRAPHY	106

LIST OF TABLES

S. No	PARTICULARS	PAGE No.
	FURNITURE MANUFACTURERS	
1	Table showing experience of the Professionals in their business	13
2.1	Table showing the type of glass being used	13
2.2	Table showing the thickness being used in furniture	14
2.3	Table showing the sheet size of glass being used in furniture	16
2.4	Table showing quantity of glass consumed (In Tonnes) Per Annum	18
3	Table showing the preferred brand of glass by the respondents	19
4	Table showing the total furniture being traded	21
5	Table showing the quantity of glass being used in furniture	23
6	Table showing major end users of the Glass	25
7	Table showing who would be the source of information about glasses.	27
8	Table showing fixtures used in fixing glasses	29
9	Table showing the labour used to fix glasses	31
10	Master Glass Table showing the purpose of using the Glass	33
11	Table showing the preferred thickness	35
12	Décor Glass Table showing the purpose of using the Glass	37
13	Planilaque Evolution Table showing the choice of colour preference	38
14	Table showing preferred thickness	40
15	Diamant Extra Clear Glass Table showing preferred thickness of Diamant Extra Clear Glass	42
16	Table showing preference to use the glass	44
	ARCHITECTS	
17	Table showing the Professional's experience in number of years in business	46
18	Table showing the preferred brand of glass	47
19	Table showing the kind of projects being dealt	49
20	Table showing the source of information about glasses	51
21	Table showing the dealer from whom they buy glass.	53
22	Master Glass Table showing the purpose of using the Glass	55
23	Table showing the preferred thickness of the glass range	57

24	Décor Glass Table showing the purpose of using the Glass	59
25	Planilaque Evolution Table showing the preferred thickness of the glass range	61
26	Table showing the colours preferred by the respondents	63
27	Diamant Extra Clear Glass Table showing the preference in buying and using the Glass	65
28.1	Table showing the preferred thickness	66
28.2	Table showing the application of the glass	68
29	Table showing the preference to pay more for Diamant Extra Clear Glass in comparison with the clear glass per sq. meter	70
30	Table showing the preference to use the Glass Range in their upcoming Projects	72

S. No	PARTICULARS	PAGE No.
FURNITURE MANUFACTURERS		
1	Chart Showing Thickness of Glass Being Used	15
2	Chart Showing Sheet Size of Glass Being Used	17
3	Chart Showing Brand Preference	20
4	Chart Showing Percentage of Furniture being traded	22
5	Chart Showing Quantity of Glass Consumed	24
6	Chart Showing Major End Users	26
7	Chart Showing Source of Information	28
8	Chart Showing Components used for Fixing	30
9	Chart Showing Type of Labour	32
10	Master Glass Chart Showing Master Glass Application	34
11	Chart Showing Master Glass Preferred Thickness	36
12	Planilaque Evolution Chart Showing Planilaque Evolution Preferred Colours	39
13	Chart Showing Planilaque Evolution Preferred Thickness	41
14	Diamant Extra Clear Glass Chart Showing Diamant Extra Clear Glass Preferred Thickness	43
15	Chart Showing Diamant Extra Clear Glass Application	45
ARCHITECTS		
16	Chart Showing Brand Preference	48
17	Chart Showing Kind of Projects Dealt	50
18	Chart Showing Source of Information about Glasses	52
19	Chart Showing Dealers from whom the Professionals buy glasses	54
20	Master Glass Chart Showing Master Glass-Application	56
21	Chart Showing Master Glass-Preferred Thickness	58
22	Décor Glass Chart Showing Décor Glass Application	60
23	Planilaque Evolution Chart Showing Planilaque Evolution-Thickness Preferred	62
24	Chart Showing Planilaque Evolution-Colours Preferred	64
25.1	Diamant Extra Clear Glass Chart Showing Diamant-Extra Clear Glass Thickness Preferred	67
25.2	Chart Showing Diamant-Extra Clear Glass Application	69
26	Chart Showing Diamant Extra Clear Glass-Preference to pay in addition to Clear Glass per Sq. meter	71
27	Chart Showing Preference Given to Products for future projects	73

INTRODUCTION

INTRODUCTION

SAINT-GOBAIN GLASS INDIA

Background

Saint-Gobain is a 341 year old France based global has businesses in 3 sectors, spread across 9 divisions, conglomerate operating in 46 countries and with total revenue of 35,110 million Euros and the sectors are, as given below:

The group

Sector	Divisions
Glass	Glass Float Glass, Containers, Insulation, Reinforcement
Housing	Housing Building Materials, Building Materials Distribution, Pipes
High Performance Materials	High Performance Materials Abrasives, Ceramics & Plastics

The group entered India in 1996 by acquiring a majority stake in Grindwell Norton. Since then, it has consolidated and strengthened its presence and today has 4 of its divisions operating in India through 6 companies. The units include

- Saint Gobain Glass Ltd
- Grindwell Norton Ltd
- Saint-Gobain Sekurit India Ltd
- Saint-Gobain Vetrotex India Ltd
- Saint-Gobain Crystals and Detectors India Ltd
- SEPR Refractories India.

Saint-Gobain Glass India Ltd. is Saint-Gobain's largest greenfield venture in India, located at Sriperumbudur near Chennai, this plant manufactures float glass for mirrors, architectural, automotive segments and other applications (solar panels, photo framing etc). The group's net turnover has seen a steady increase over the years, and stood at nearly Rs.1, 400 crores in Financial Year 2005. Glass accounted for the majority (49 per cent) of sales, abrasives 24 per cent, ceramics and plastics 15 per cent and reinforcements 12 per cent.

This case study captures the company's experience in setting up a world class float glass manufacturing company in India. Saint-Gobain Glass manufactures a wide range of products, such as:

- Glass panels ranging in size from 4 sq ft weighing 1.5 kg to 240 sq ft weighing 1000 kg
- Thickness ranging from 2 mm to 19 mm
- Widest range of tinted glass: green, bronze and dark grey (the first from Saint Gobain in the world)
- Online, Pyrolitic coated reflective glass (first time in India)

The initial investment is US\$ 125 million. Saint-Gobain is in the process of expanding capacity and product range in this site with an additional investment of US\$ 145 million. Today, Saint-Gobain India's glass plant has the third lowest cost across its worldwide plants.

Challenges and success factors

Saint-Gobain Glass has grown rapidly in India, to become a dominant player in float glass within a short time. In the process of becoming a leader, Saint-Gobain has faced several challenges.

Since a float glass facility requires high quality infrastructure, many statutory clearances were to be obtained, support needed from central, state and local governments and customs/import procedures to be mastered. Supplier maturity was not up to its expectations. Indian technicians had not been exposed to the state-of-the-art technology that was going to be employed. When it set up its plant, Saint-Gobain was not a known brand in the country. Saint-Gobain leveraged the following success factors to overcome these challenges.

Strong local management, elaborate planning and anticipation, commitment of resources

Saint-Gobain appointed a strong and committed top management to oversee the process of setting up its Greenfield unit. It employed local talent with extensive experience in dealing with the government agencies and Indian business context, at the middle and senior management levels. This brought in a good understanding of the local context and skill sets to navigate procedural and structural requirements. The local management was strongly supported by the global organization in terms of technology transfer and project management.

Saint-Gobain developed an elaborate plan for clearances, setting up clear procedures to ensure full compliance with Indian and international laws and regulations. All aspects were anticipated with the appropriate documentations ready, facilitating the statutory clearance process.

Another key factor of success leveraged by Saint-Gobain was over-commitment of resources at the initial stages of the project.

Investing in people development

Recognizing that people are the key to success, Saint-Gobain invested time and effort in developing a vigorous recruitment process. It trained factory employees extensively in technology by sending them to similar plants in other parts of the world. This helped in overcoming the lack of a local skilled pool for plant operation. It committed over 360 men to months of training its operations team in several float glass plants worldwide. Vertical integration and developing the supplier base to tackle the lack of supplier maturity in India, Saint-Gobain adopted a two-pronged approach. It is more vertically integrated in India than its plants in the developed world. Saint-Gobain also started investing in supplier development, even at the time the plant was being conceived. This gave ample time to bring the supplier quality up to the required levels by the time the plant was commissioned.

State of the art technology, strong brand building and innovative distribution

Saint-Gobain brought state-of-the-art technology to India. This was a differentiator vis-à-vis competitors who had dated technology. In addition Saint-Gobain applied its global quality norms in its Indian operations as well. Glass products manufactured by the company have features such as:

- Good clarity that makes it ideal for mirroring and architectural applications
- Tight tolerances in thickness offering more glass in comparison to others
- Superior ease in cutting whereby Saint-Gobain glass lends itself to better processing

Thus the company has been able to differentiate itself effectively in the market.

Recognizing that mere product superiority may not translate into business results, a coherent brand building effort was undertaken. Having understood the complexities of distribution, Saint-Gobain developed a broad and deep distribution base, even prior to commissioning. Saint-Gobain leveraged this in its brand building process.

Leveraging Indian operations for exports

The company has been aggressive on the exports front, especially in the case of float glass. Saint-Gobain Glass started exporting within 55 days of commencement of production at Sriperumbudur. By December 2000, almost 40 per cent of production was being exported to markets across the world.

While focusing on the domestic market, the company has proactively approached exports as an opportunity to not only grow volumes, but also improve itself by competing in global markets. This, in turn, enables it to deliver world-class products and services in the domestic market as well.

Future plans

- ❖ Saint-Gobain established a 'General Delegation' (country management office) in Mumbai in 1996, to cover India, Sri Lanka and Bangladesh.
- ❖ Growth through Geographical expansion is an important strategy for Saint-Gobain and it is committed to investing in India and to establishing a leadership position in all its businesses here.
- ❖ Saint-Gobain Glass India is expanding its Sriperumbudur site into an Integrated Glass Complex, consisting of two float-lines, mirror, advanced architectural process, automotive laminated and toughening glass facilities at a cumulative investment of over US\$ 270 million.

CUSTOMER IS THE KING

Royalty has its charms, whims and surely its fancies. Catering to royalty isn't just about delivering goods and satisfying desires, it's much more. It's a passion to provide the best of services, a vision that produces the best quality goods and a mission to treat every customer as king.

"Our first customer wasn't much different". King Louis XIV. The reigning monarch of France, who commanded that the best of glass be made for the world famous Hall of Mirrors in the Palace of Versailles. And thus was founded The Royal Glass Works in 1665.

FROM HISTORY TO COMMERCE

Glass making was discovered by potters in Mesopotamia, an area corresponding to today's Iraq and Syria. As far back as 1300 BC, "secret instructions" were written on clay tablets.

Commercial production of glass began around 1680 AD with the invention of a new technique of casting glass onto a table, marking a remarkable change from the older process.

FROM ONE CENTURY TO ANOTHER

The Industrial Revolution and subsequent urban development paved the way for wide use of quality glass. From industrial requirements to architectural designs, Saint-Gobain glass became a standard by itself. Technological breakthroughs and a commitment to quality at Saint-Gobain made it a leader, dominating the glass industry from one century to another.

SAINT-GOBAIN CREATES HISTORY

History was created in 1917, when French Prime Minister Clemenceau was saved from an assassin's bullet. The bullet was stopped by the glass windshield of his car. And the glass was from Saint-Gobain.

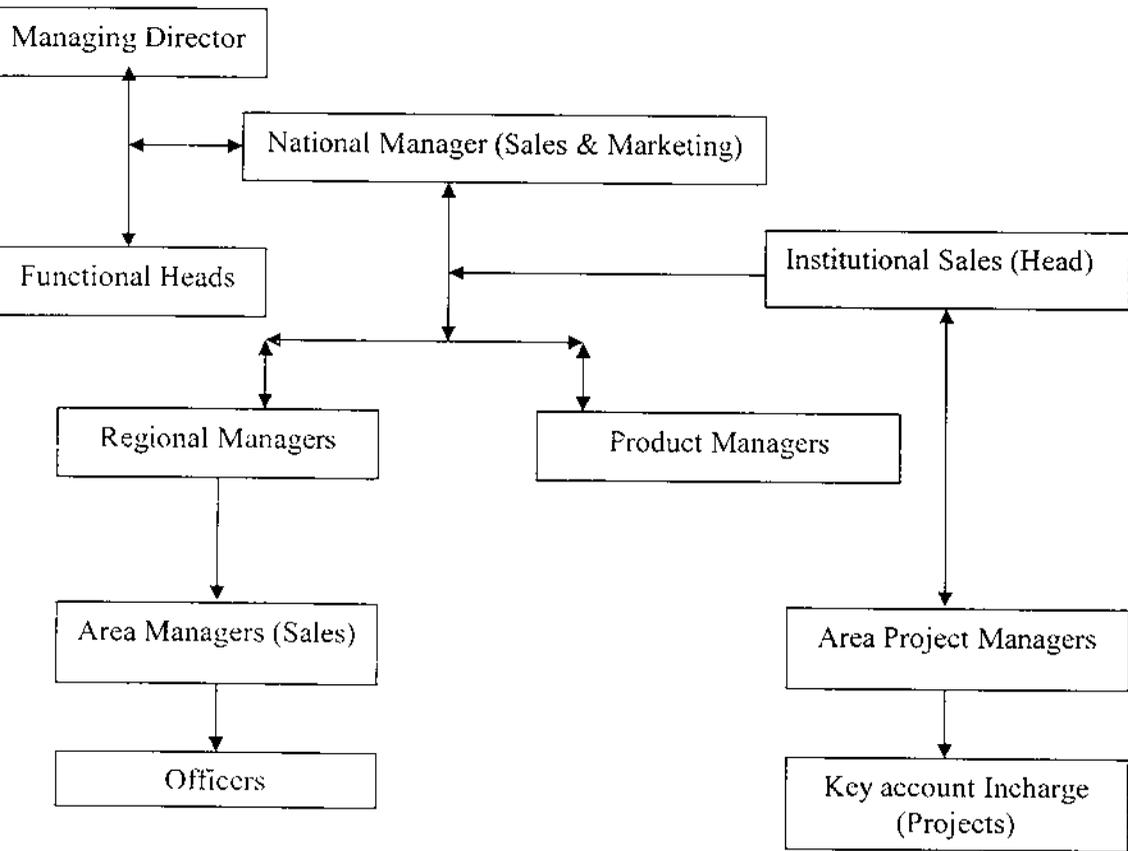
FOUNDATION FOR THE FUTURE

The twentieth century ushered in the modern era of the glass industry. Automobiles revolutionized transportation while skyscrapers redefined the skyline. The ever-evolving needs of form, function and aesthetics placed greater demands on the quality and diversity of glass products required. And Saint-Gobain was ready for the challenge. With its firm commitment to quality, huge investments in technology and unmatched passion for innovation, Saint-Gobain led the development in the glass industry. Saint-Gobain invented the revolutionary twin-grinding process and pioneered bent-glass technology, while promoting tempered glass usage through the well known Sekurit brand and establishing new standards in manufacturing quality float glass. These were also the milestones which paved the way for Saint-Gobain in establishing a firm foundation for the future.

LOOKING TOWARDS THE HORIZON

Today, Saint-Gobain is a Fortune 500 company, with operation in 46 countries, and annual sales exceeding 35, 110 million Euros. But all this has not changed Saint-Gobain's attitude towards its customers. Every customer is still King. Like the Louvre Pyramid, embellished with Saint-Gobain glass – the company too, has transcended time, serving as a unique, seamless link between the past and the future. With its rich history, enviable tradition and commitment to continuous innovation, Saint-Gobain continues to redefine the standards of glass making, time and again. After all, it has been the future of glass. Since 1665.

ORGANIZATION CHART



RESEARCH METHODOLOGY

RESEARCH METHODOLOGY

OBJECTIVE OF THE STUDY

“Estimation of market potential for Interior Design Glass in the following segments at Coimbatore”.

1. Furniture Manufacturers
2. Interior Designers
3. 15 Upcoming Projects

SCOPE OF THE STUDY

1. Estimation of market potential at Coimbatore.
2. Identifying competitors, if any.
3. Preference for the sophisticated product by the consumers.
4. Whether the consumers would prefer to buy the product.
4. To create awareness of the range of products available from the company.

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 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 & preferences of people or similar data.

SAMPLING DESIGN:

Convenience sampling is a non-probability sampling procedure, which does not afford any basis for estimating the probability that each item in the population has of being included in the sample. The distribution of the sample size is shown in the table below. The area of study included 9 samples from the Furniture Manufacturers, 21 samples from the Architects & 15 upcoming projects in Coimbatore. They were sampled on the basis of Convenience Sampling.

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.

Since the approach involved Furniture Manufacturers and Architects & Interior Designers separate data collection tools were employed for each of the domains. A questionnaire containing 16 questions for Furniture Manufacturers and 15 questions for Architects was employed to collect data from the samples.

It took around 10 – 15 minutes to get each questionnaire completed as of Furniture Manufacturers and the time duration for getting answers for those questions varied with every Architect.

DATA ANALYSIS

The term analysis refers to the computation of certain measures along with searching for patterns of relationship that exist among data groups. In this research both descriptive and inferential analysis 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.

LIMITATIONS

- ❖ Time would be the first constraint, within a span of 6 weeks, 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 posed, as it was difficult to probe more, as the result is based on the preference and type of project dealt and clientele preference.
- ❖ The Glasses were being promoted with each of the Professionals by fixing up appointments, within a span of 6 weeks, too short of a study to estimate the exact details, as an in depth analysis wasn't performed. However, the data provided was accepted, as it was diligent and precise catering to the company's requirement.
- ❖ Quantitative inventory required in every phase of the upcoming projects was projected to the company, based on the design being applied to the nature of the construction or the project for which the glasses are going to be used. All the ranges of glasses were considered in estimating the Inventory requirement.



OPPORTUNITIES

1. Consumers are not aware of the complete range of products available from the company.
2. Preferred Consumers could be easily identified in Coimbatore, as it is an emerging Tier II City.
3. This would be the right time, for the promotion of the range of design glasses, due to the infrastructural development happening in the City.
4. Consumers prefer to buy products elsewhere, and use them in the city, as observed personally; hence it would be the right time, to enter the unexplored market.
5. Consumers would be educated about the products, leading to customer satisfaction and it would be of ease to move with the architect, as it is predominant that what the architect prefers the client would accept - difference would be only in terms of price and the architect perseverance of the project.

THREAT

1. Consumers would be unaware of the range of the products available from the manufacturer, as the architect is the guide for the project. Usage of the brand becomes restricted in certain categories, as the architect isn't interested or fascinated about the product.
2. Price could be a constraint.

Table No 1**Table showing experience of the Professionals in their business**

S. No	Experience of Professionals in Business	Number of Respondents	% of Respondents
1	0 – 2 years	1	11
2	6.1 – 8 years	2	22
3	8.1 & Above	6	67
Total		9	100

Interpretation:

From the above table, 11% of the respondents are having 0 – 2 years of experience, 22% of the respondents are having an experience of 6 - 8 years & 67% of the respondents are having experience of more than 8 years.

Inference:

It is inferred that 67% of the respondents are having experience of more than 8 years.

Table No 2.1**Table showing the type of glass being used**

S. No	Type of Glasses Used	Number of Respondents	% of Respondents
1	Toughened	1	11
2	Annealed	5	56
3	Both	3	33
Total		9	100

Interpretation:

From the above table, 11% of the respondents use Toughened Glass, 56% of the respondents use Annealed glass & 33% of the respondents use both the types.

Inference:

It is inferred that 56% of the respondents use Annealed Glass.

Table No 2.2**Table showing the thickness being used in furniture**

S. No	Thickness of Glass Used	Number of Responses	% of Responses
1	4 mm	4	16
2	6 mm	4	16
3	8 mm	7	26
4	10 mm	5	19
5	12 mm	6	23
Total		26	100

Interpretation:

From the above table, 16% of the respondents are using 4 mm thickness of glass, 16% of the respondents are using 6 mm thickness of glass, 26% of the respondents are using 8 mm thickness of glass, 19% of the respondents are using 10 mm thickness of glass & 23% of the respondents are using 12 mm thickness of glass.

Inference:

It is inferred that 26% of the respondents are using 8 mm thickness of glass.

Chart No 1: Thickness of Glass Being Used

Thickness Being Used

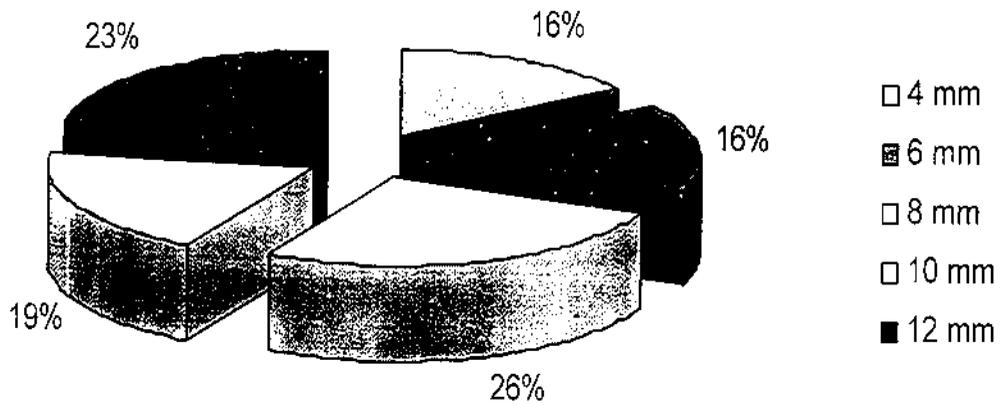


Table No 2.3

Table showing the sheet size of glass being used in furniture

S. No	Size of Glass Used	Number of Responses	% of Responses
1	2', 3', 4' (In inches)	5	28
2	5', 6' (In Inches)	9	50
3	8' (In Inches)	3	17
4	Customized	1	5
Total		18	100

Interpretation:

From the above table, 28% of the respondents are using 2', 3', and 4' (In Inches) sheet size of glass, 50% of the respondents are using 5', 6' (In Inches) sheet size of glass, 17% of the respondents are using 8' (In Inches) sheet size of glass & 5% of the respondents are using Customized sheet of glass.

Inference:

It is inferred that 50% of the respondents are using 5', 6' (In Inches) sheet size of glass.

Chart No 2: Sheet Size of Glass Being Used

Size of Glass Being Used

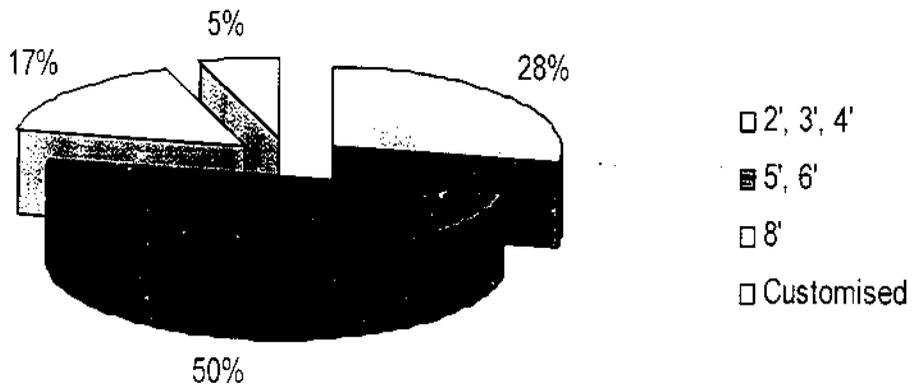


Table No 2.4**Table showing quantity of glass consumed (In Tonnes) Per Annum**

S. No	Consumption of Glass (In Tonnes)	Number of Respondents	% of Respondents
1	0 - 10	3	34
2	10.1 – 20	3	34
3	20.1 & Above	1	11
4	N/A	2	22
Total		9	100

Interpretation:

From the above table, 34% of the respondents consume 0 – 10 tonnes of glass per annum, 34% of the respondents consume 10.1 – 20 tonnes of glass per annum, 11% of the respondents consume 20.1 & above tonnes of glass, & 22% of the respondents are N/A.

Inference:

It is inferred that, 34% of the respondents consume 0 – 10 tonnes of glass per annum & 10.1 – 20 tonnes of glass per annum.

Table No 3**Table showing the preferred brand of glass by the respondents**

S. No	Preferred brand of Glass	Number of Responses	% of Responses
1	Saint-Gobain	7	59
2	GGL	2	16
3	Asahi	2	16
4	Others	1	9
Total		12	100

Interpretation:

From the above table, 59% of the respondents prefer to use Saint-Gobain, 16% of the respondents prefer to use Gujarat Guardian Limited, 16% of the respondents prefer to use Asahi and 9% of the respondents prefer to use unbranded.

Inference:

It is inferred that 59% of the respondents prefer to use Saint-Gobain.

Chart No 3: Brand Preference

Brand Preference

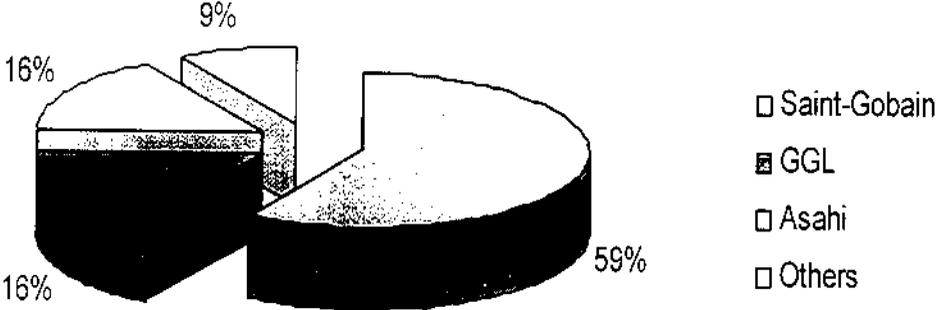


Table showing the total furniture being traded

S. No	Nature of Business done by the Traders	Number of Responses	% of Responses
1	Export	2	18
2	Import	4	36
3	Both	5	46
Total		11	100

Interpretation:

From the above table, 18% of the respondents are exporting their furniture, 36% of the respondents are dealing with imported furniture & 46% of the respondents are exporting as well as dealing with imported furniture.

Inference:

It is inferred that, 46% of the respondents are exporting their furniture as well as dealing with imported furniture.

Chart No 4: Percentage of Furniture being traded

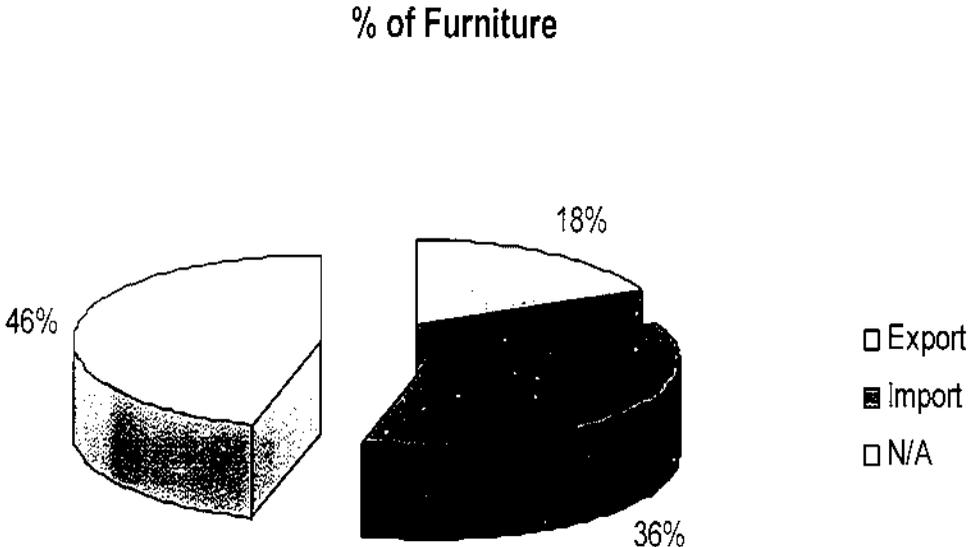


Table No 5**Table showing the quantity of glass being used in furniture**

S. No	Quantity of Glass being used in Furniture	Number of Responses	% of Responses
1	Mirror	9	26
2	Clear Glass	9	26
3	Tinted Glass	5	15
4	Etched Glass	5	15
5	Reflective Glass	3	9
6	Frosted Glass	3	9
Total		34	100

Interpretation:

From the above table, 26% of the respondents are consuming Mirrors, 26% of the respondents are consuming Clear Glass, 15% of the respondents are consuming Tinted Glass, 15% of the respondents are consuming Etched Glass, 9% of the respondents are consuming Reflective Glass & 9% of the respondents are using Frosted Glass.

Inference:

It is inferred that 26% of the respondents are consuming Mirrors and Clear Glass.

Chart No 5: Quantity of Glass Consumed

Quantity of Glasses Consumed

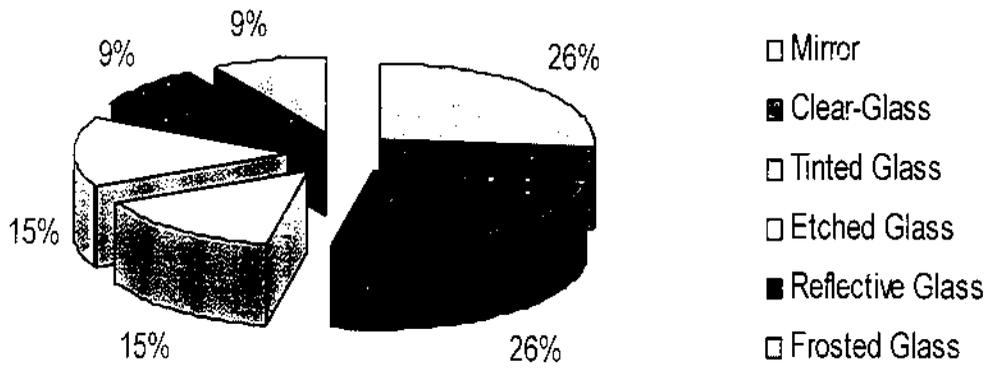


Table No 6**Table showing major end users of the Glass**

S. No	Major End Users	Number of Responses	% of Responses
1	Schools	3	18
2	Hospitals	3	18
3	Corporate	5	29
4	Hotels	2	12
5	Residences	4	23
Total		17	100

Interpretation:

From the above table, 18% of the respondent's come under the category Schools, 18% of the respondent's come under the category Hospitals, 29% of the respondent's come under the category Corporate, 12% of the respondent's come under the category Hotels & 23% of the respondent's come under the category Residences.

Inference:

It is inferred that, Corporate Segment are the major end users.

Chart No 6: Major End Users

Major End Users

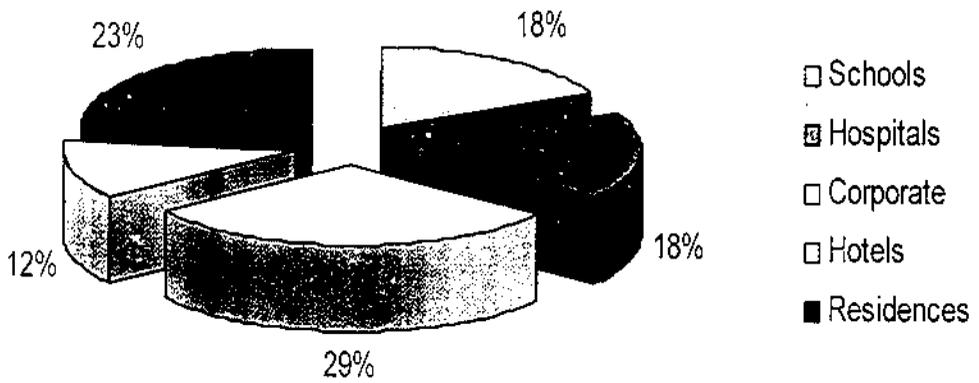


Table No 7

Table showing who would be the source of information about glasses.

S. No	Source of Information	Number of Responses	% of Responses
1	Magazines	2	10.5
2	ID-Shows	7	37
3	Manufacturer	1	5
4	Processor	1	5
5	Dealer	6	32
6	TV-Ads	2	10.5
Total		19	100

Interpretation:

From the above table, 10.5% of the respondents stated that Magazines were their source of information for glasses, 37% of the respondents received the information about glasses from Interior Design & Architecture Shows, 5% of the respondents received the information about glasses from Manufacturers, 5% of the respondents got the information about glasses from Processor, 32% of the respondents for the information about glasses from Dealer & 10.5% of the respondents stated that TV-Ads were their source of information for the glasses.

Inference:

It is inferred that 37% of the respondents got information about glasses from Interior Design & Architecture Shows.

Chart No 7: Source of Information

Source of Information

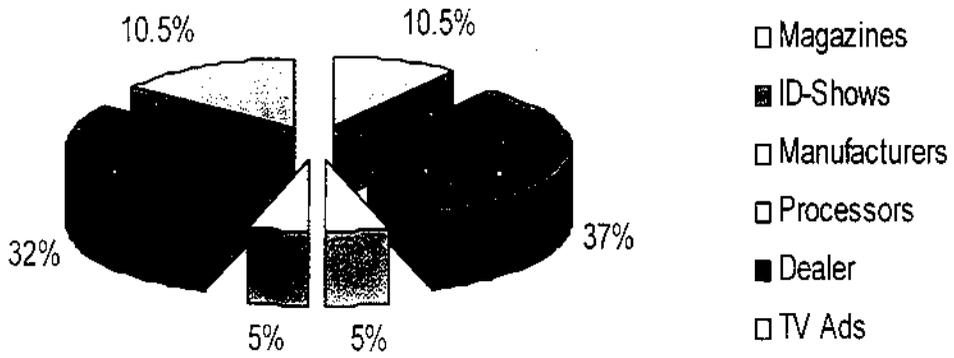


Table No 8**Table showing fixtures used in fixing glasses**

S. No	Fixtures used in Fixing Glasses	Number of Responses	% of Responses
1	Double Sided Tapes	2	15
2	Adhesives	2	15
3	Fixtures	3	24
4	Beedings	4	31
5	Vacuum Bushes	2	15
Total		13	100

Interpretation:

From the above table, 15% of the respondents use Double Sided Tapes, 15% of the respondents use Adhesives, 24% of the respondents use Fixtures, 31% of the respondents use Beedings & 15% of the respondents use Vacuum Bushes for their furniture.

Inference:

It is inferred that 31% of the respondents prefer to fix up their furniture using beedings.

Chart No: 8 Components used for Fixing

Components Used for Fixing

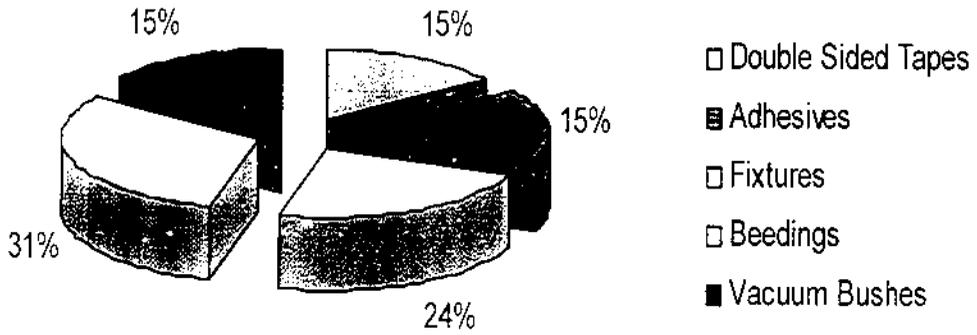


Table No 9**Table showing the labour used to fix glasses**

S. No	Labour used to fix Glasses	Number of Responses	% of Responses
1	Carpenter	6	55
2	Fitters	5	45
Total		11	100

Interpretation:

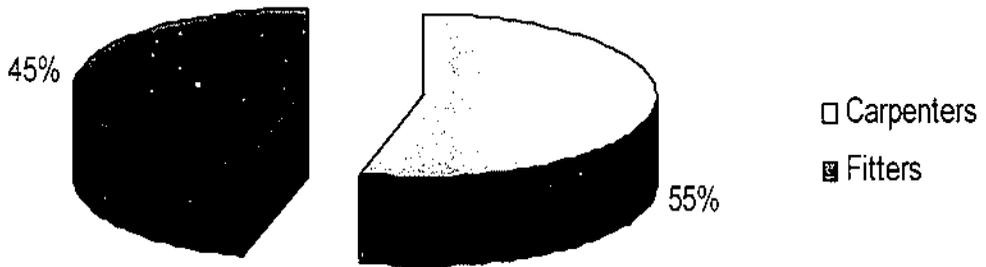
From the above table, 55% of the responses employ Carpenters to fix up their furniture & 45% of the responses employ Fitters to fix up their furniture.

Inference:

It is inferred that, 55% of the responses were favouring employing carpenters to fix up their furniture.

Chart No: 9 Type of Labour

Type of Labour



Master Glass

Table No 10

Table showing the purpose of using the Glass

S. No	Purpose of using the glass	Number of Responses	% of Responses
1	Partitions	7	58
2	Table Top	4	33
3	Doors	1	9
Total		12	100

Interpretation:

From the above table, 58% of the respondents prefer to use the glass range in Partitions, 33% of the respondents prefer to use the glass range in Table Top & 9% of the respondents prefer to use the glass range for Doors.

Inference:

It is inferred that 58% of the respondents would prefer to use the glass range for Partitions purpose.

Chart No 10: Master Glass Application

Master Glass Application

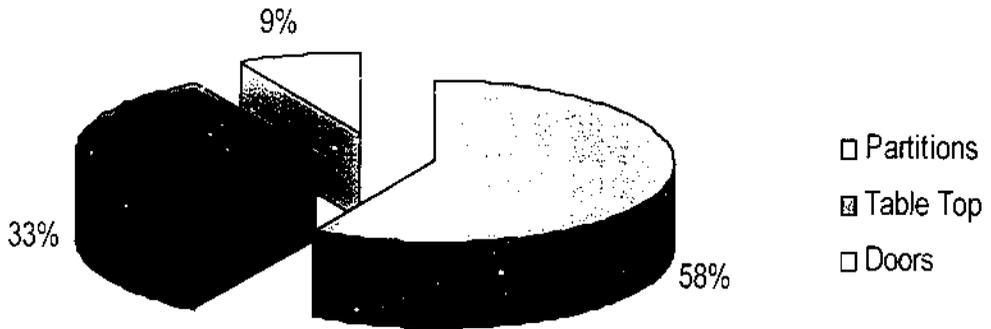


Table No 11**Table showing the preferred thickness**

S. No	Preferred Thickness of Glass	Number of Responses	% of Responses
1	4 mm	2	15
2	6 mm	2	15
3	8 mm	8	62
4	10 mm	1	8
Total		13	100

Interpretation:

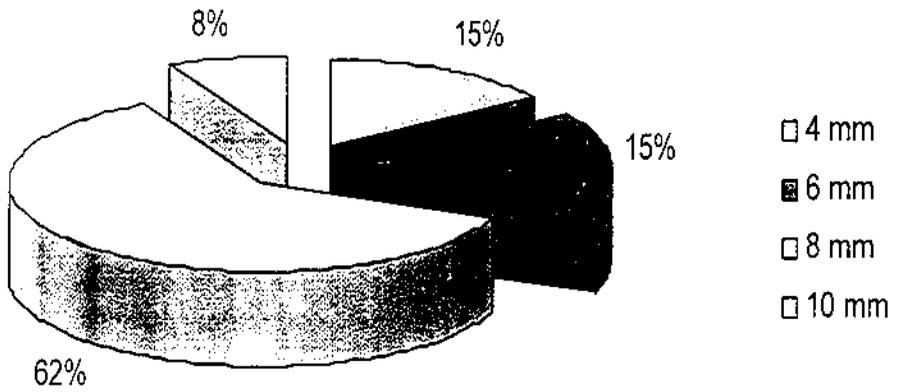
From the above table it is inferred that, 15% of the respondents prefer 4 mm of thickness, 15% of the respondents prefer 6 mm of thickness, 62% of the respondents prefer to use 8mm of thickness & 8% of the respondents prefer to use 10mm thickness of glass.

Inference:

It is inferred that 62% of the respondents prefer to use 8 mm thickness of glass.

Chart No 11: Master Glass Preferred Thickness

Master Glass Preferred Thickness



Décor Glass

Table No 12

Table showing the purpose of using the Glass

S. No	Purpose of using the glass	Number of Respondents	% of Respondents
1	Partitions	6	67
2	Centre Tables	1	11
3	Panes	1	11
4	N/A	1	11
Total		9	100

Interpretation:

From the above table, 67% of the respondents prefer to use the glass range for Partitions, 11% of the respondents prefer to use the glass range for Centre Tables, 11% of the respondents prefer to use the glass for Panes & 11% of the respondents feel it is not applicable.

Inference:

It is inferred that 67% of the respondents prefer to use the glass range for Partitions purpose.

Planilaque Evolution

Table No 13

Table showing the choice of colour preference

S. No	Choice of colour Preference	Number of Responses	% of Responses
1	Extra White	5	29
2	Ivory	2	12
3	Almond Green	1	6
4	Solar Yellow	1	6
5	Opera Red	1	6
6	Aqua Blue	4	23
7	Intense Black	3	18
Total		17	100

Interpretation:

From the above table, 29% of the respondents prefer Extra White, 12% of the respondents prefer Ivory, 6% of the respondents prefer Almond Green, 6% of the respondents prefer Solar Yellow, 6% of the respondents prefer Opera Red, 23% of the respondents prefer Aqua Blue & 18% of the respondents prefer Intense Black.

Inference:

It is inferred that, 29% of the respondents prefer Extra White colour the most. However, the choices to use the colours were mentioned, but not the application.

Chart No 12. Planilaque Evolution Preferred Colours

Planilaque Evolution Preferred Colours

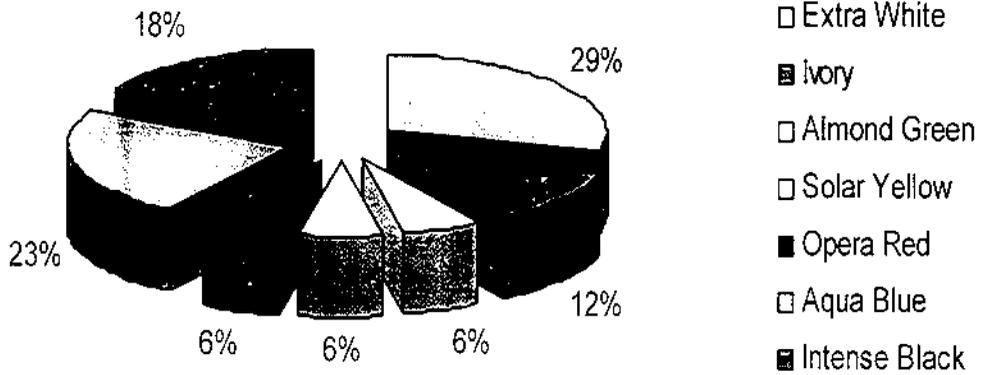


Table showing preferred thickness

S. No	Preferred Thickness of Glass	Number of Responses	% of Responses
1	4 mm	3	20
2	6 mm	7	47
3	8 mm	5	33
Total		15	100

Interpretation:

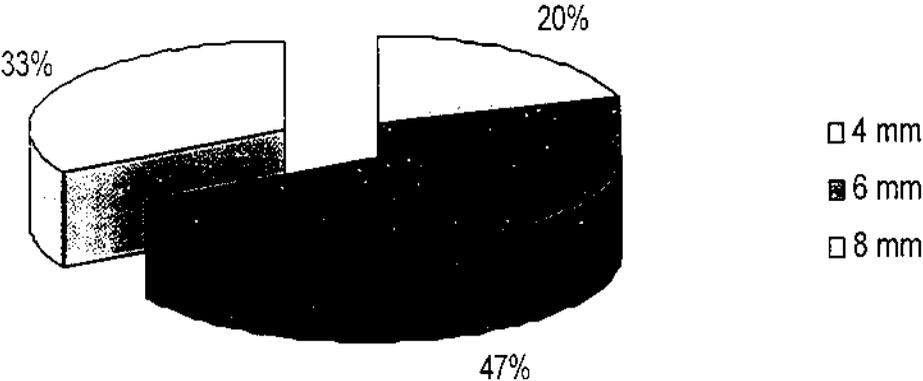
From the above table, 20% of the responses prefer to use 4 mm thickness, 47% of the responses prefer to use 6mm & 33% of the responses prefer to use 8mm thickness.

Inference:

It is inferred that 47% of the responses prefer to use 6 mm thickness.

Chart No 13. Planilaque Evolution Preferred Thickness

Planilaque Evolution Preferred Thickness



Diamant Extra Clear Glass

Table No 15

Table showing preferred thickness of Diamant Extra Clear Glass

S. No	Preferred Thickness of Glass	Number of Responses	% of Responses
1	8 mm	2	14
2	10 mm	5	36
3	12 mm	7	50
Total		14	100

Interpretation:

From the above table, 14% of the responses prefer to use 8 mm thickness, 36% of the responses prefer to use 10 mm thickness & 50% of the responses prefer to use 12 mm thickness.

Inference:

It is inferred that 50% of the responses prefer to use 12 mm thickness.

Chart No 14: Diamant Extra Clear Glass Preferred Thickness

Diamant Extra Clear Glass Preferred Thickness

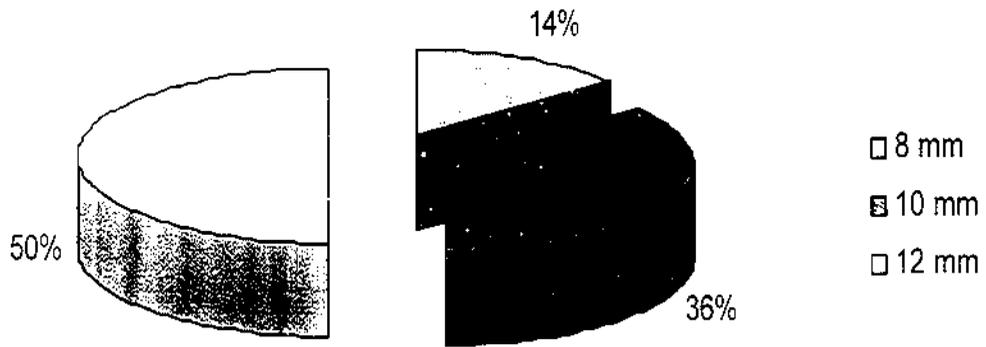


Table No 16

Table showing preference to use the glass

S. No	Preference to use the Glass	Number of Responses	% of Responses
1	Table Tops	7	70
2	Showrooms	3	30
Total		10	100

Interpretation:

From the above table, 70% of the responses prefer to use the glass range for Table Tops & 30% of the responses prefer to use the glass range for Showrooms.

Inference:

It is inferred that 70% of the responses prefer to use the glass for Table Tops.

Chart No 15: Diamant Extra Clear Glass Application

Diamant Extra Clear Glass Application

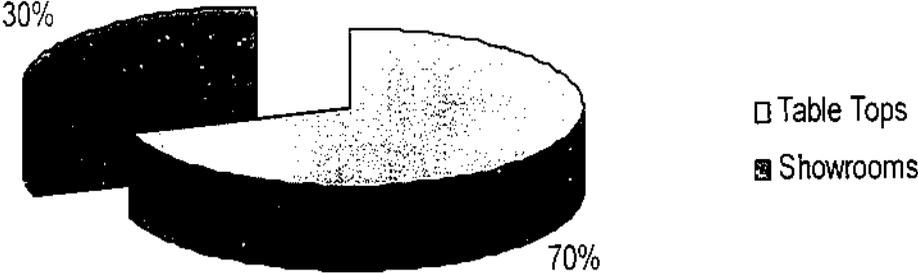


Table No 17**Table showing the Professional's experience in number of years in business**

S. No	Experience of Professionals in Business	Number of Respondents	% of Respondents
1	2.1 – 4 years	2	9
2	4.1 – 6 years	1	5
3	8.1 years & Above	18	86
Total		21	100

Interpretation:

From the above table, 9% of the respondents are in the profession for 2.1 to 4 years of experience, 5% of the respondents are in the profession for 4.1 to 6 years of experience & 86% of the respondents are in the profession for 8.1 and above years of experience.

Inference:

It is inferred that, 86% of the respondents are having experience above 8 years in their business.

Table No 18

Table showing the preferred brand of glass

S. No	Preferred brand of Glass	Number of Responses	% of Responses
1	Saint-Gobain	15	55
2	GGL	7	26
3	Asahi	4	15
4	ALL	1	4
Total		27	100

Interpretation:

From the above table, 55% of the responses prefer to use Saint-Gobain, 26% of the responses prefer to use Gujarat Guardian Limited, 15% of the responses prefer to use Asahi & 4% prefer to use all the brands.

Inference:

It is inferred that. 55% of the responses prefer to use Saint-Gobain.

Most Preferred Brand

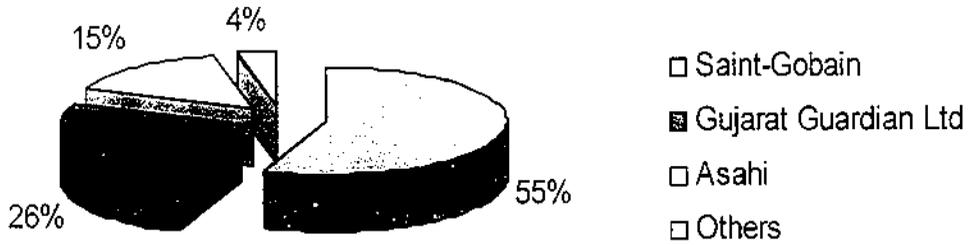


Table No 19**Table showing the kind of projects being dealt**

S. No	Projects being Dealt	Number of Responses	% of Responses
1	Residences	15	35
2	Hotels	9	21
3	Hospitals	5	12
4	Corporate	13	30
5	Others	1	2
Total		43	100

Interpretation:

From the above table, 35% of the respondents are dealing with Residential Projects, 21% of the respondents are dealing with Hotel Projects, 12% of the respondents are dealing with Hospital Projects, 30% of the dealing with Corporate Projects & 2% of the respondents are dealing in with Miscellaneous Projects.

Inference:

It is inferred that, 35% of the respondents are dealing with Residential Projects.

Chart No 17: Kind of Projects Dealt

Projects Dealt

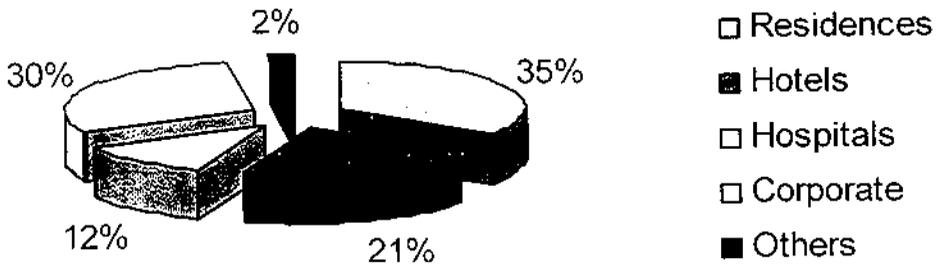


Table No 20**Table showing the source of information about glasses**

S. No	Source of Information	Number of Responses	% of Responses
1	Dealers	13	28
2	Magazines	11	24
3	TV Ads	7	15
4	ID – Shows	8	17
5	Exhibitions	3	6
6	Manufacturers	3	6
7	Processors	2	4
Total		47	100

Interpretation:

From the above table, 28% of the respondents get information about glasses from their Dealers, 24% of the respondents get information about glasses from Magazines, 15% of the respondents get information about glasses from TV Ads, 17% of the respondents get information about glasses from Interior Design & Architecture Shows, 6% of the respondents get information about glasses from Exhibitions, 6% of the respondents get information about glasses from Manufacturers & 4% of the respondents get information about glasses from Processors.

Inference:

It is inferred that, 28% of the respondents get information about glasses from their Dealers.



P- 2050

Chart No 18: Source of Information about Glasses

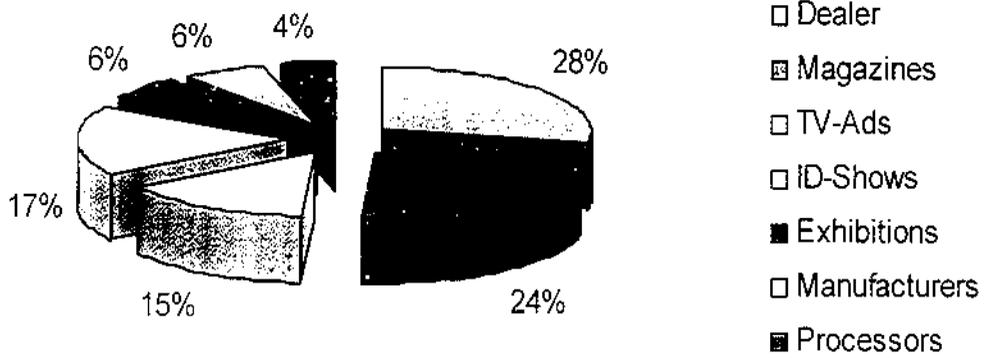


Table No 21

Table showing the dealer from whom they buy glass.

S. No	Dealer from whom the glasses are bought	Number of Responses	% of Responses
1	Mahaveer	3	11
2	Sherbrook	1	3.5
3	City Glass	1	3.5
4	Chinnu & Co	1	3.5
5	Contractor	1	3.5
6	Rajasthan	6	22
7	Amar	11	39
8	Anita	1	3.5
9	Balaji – B'Lore	1	3.5
10	Swadeshi	2	7
Total		28	100

Interpretation:

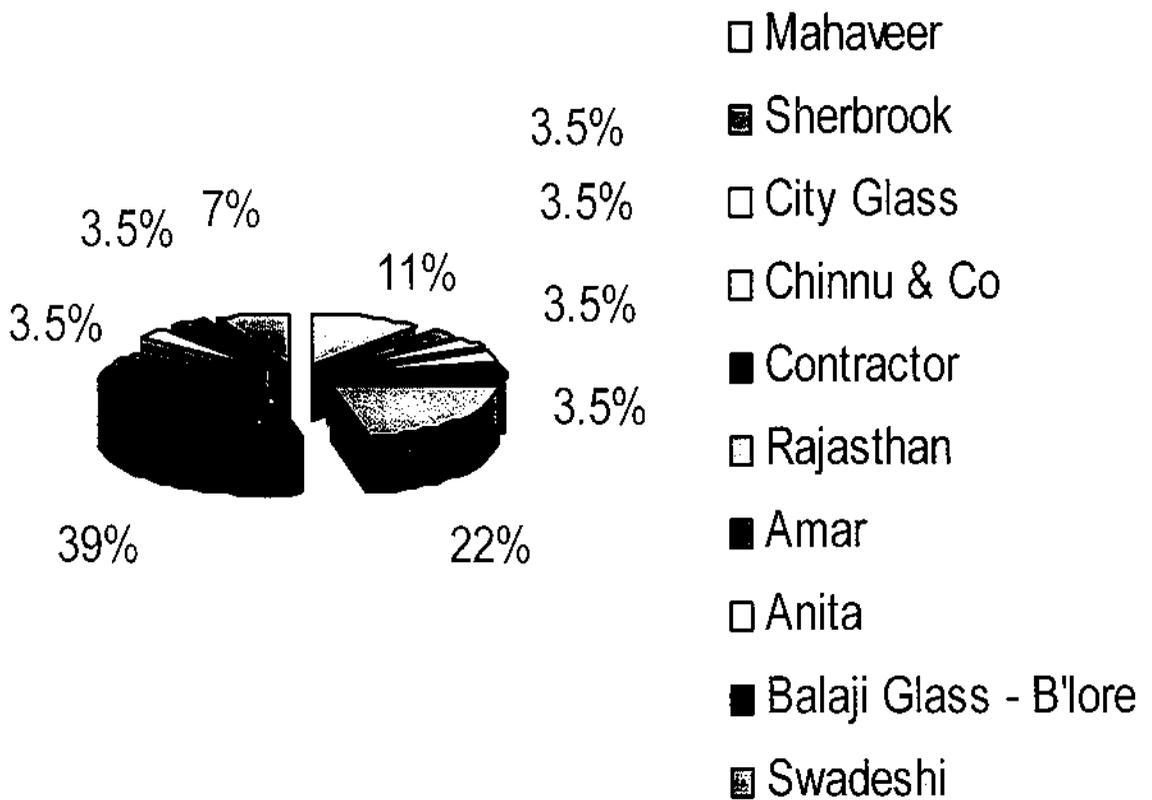
From the above table, 11% of the respondents are buying glasses from Mahaveer Glass House, 3.5% of the respondents are buying glasses from Sherbrook Aluminium, 3.5% of the respondents are buying glasses from City Glass, 3.5% of the respondents are buying glasses from Chinnu & Co, 3.5% of the respondents are buying glasses from Contractor, 3.5% of the respondents are buying glasses from Rajasthan glass House, 39% of the respondents are buying glasses from Amar Glass, 3.5% of the respondents are buying glasses from Anita Glass House, 3.5% of the respondents are buying glasses from Balaji Glass & Plywood's-Bangalore & 7% of the respondents are buying glasses from Swadeshi Glass House.

Inference:

It is inferred that, 39% of the respondents are buying glasses from Amar Glass Coimbatore.

Chart No 19: Dealers from whom the Professionals buy glasses

Dealers



Master Glass

Table No 22

Table showing the purpose of using the Glass

S. No	Purpose to use the Glass	Number of Responses	% of Responses
1	Partitions	16	46
2	Office Interiors	4	11
3	Doors	4	11
4	Table Tops	4	11
5	Wherever Applicable	3	10
6	Bathroom	4	11
Total		35	100

Interpretation:

From the above table, 46% of the respondents prefer to use the Glass Range for Partitions, 11% of the respondents prefer to use the Glass Range for Office Interiors, 11% of the respondents prefer to use the Glass Range for Doors, 11% of the respondents prefer to use the Glass Range for Table Tops, 11% of the respondents prefer to use the Glass Range in Bathroom & 10% of the respondents prefer to use the Glass Range-Wherever Applicable.

Inference:

It is inferred that, 46% of the respondents prefer to use the Glass Range for Partitions purpose.

Chart No 20: Master Glass-Application

Master Glass - Application

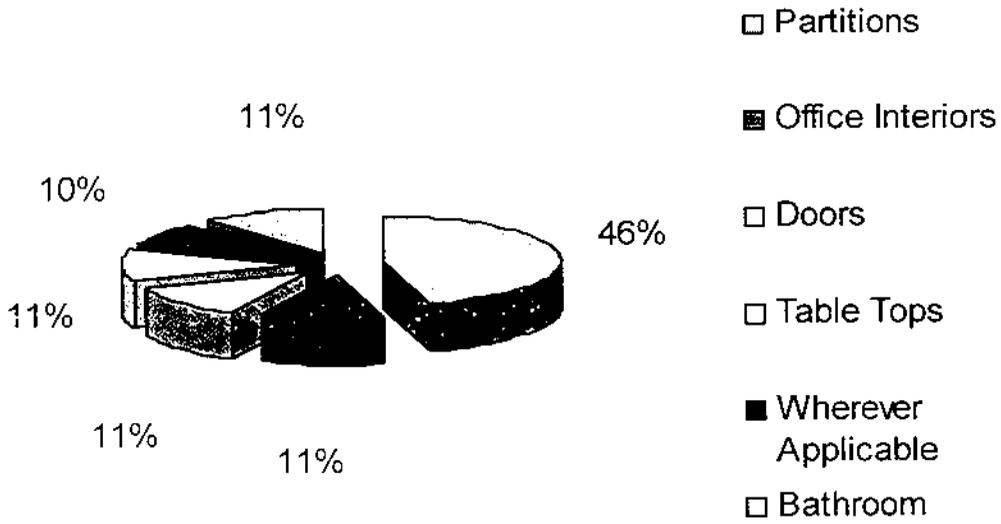


Table No 23**Table showing the preferred thickness of the glass range**

S. No	Preferred Thickness	Number of Responses	% of Responses
1	4 mm	4	15
2	6 mm	7	26
3	8 mm	10	37
4	10 mm	6	22
Total		27	100

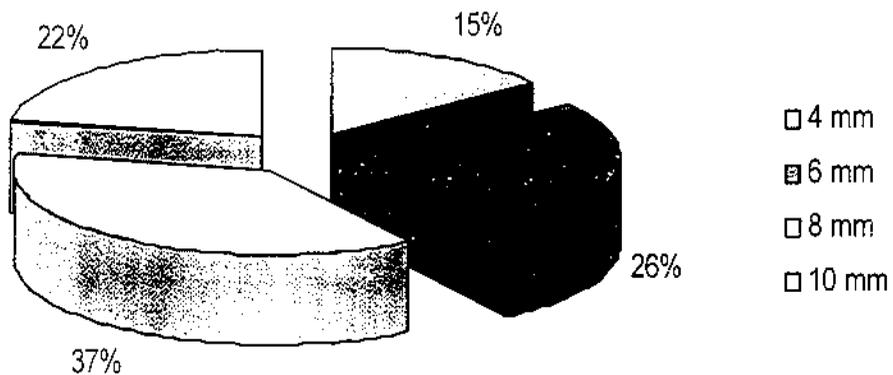
Interpretation:

From the above table it is inferred that, 15% of the respondents prefer to use 4 mm thickness of Glass Range, 26% of the respondents prefer to use 6 mm thickness of Glass Range, 37% of the respondents prefer to use 8 mm thickness of Glass & 22% of the respondents prefer to use 10 mm thickness of Glass Range.

Inference:

It is inferred that, 37% of the respondents prefer to use 8 mm thickness of the Glass Range.

Master Glass - Preferred Thickness



Décor Glass

Table No 24

Table showing the purpose of using the Glass

S. No	Preference to use the Glass	Number of Responses	% of Responses
1	Partitions	8	30
2	Panes	6	23
3	Panels	2	7
4	Wardrobes	2	7
5	Shower Cubicles	2	7
6	Interiors	4	15
7	Showcase	1	4
8	N/A	2	7
Total		27	100

Interpretation:

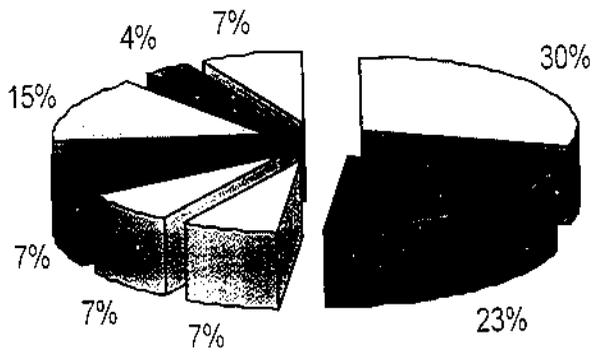
From the above table it is found that, 30% of the respondents prefer to use the Glass Range for Partitions, 23% of the respondents prefer to use the Glass Range for Panes, 7% of the respondents prefer to use the Glass Range for Panels, 7% of the respondents prefer to use the Glass Range for Wardrobes, 7% of the respondents prefer to use the Glass Range for Shower Cubicles, 15% of the respondents prefer to use the glass Range for Interiors, 4% of the respondents prefer to use the Glass Range for Showcases & 7% of the respondents do not prefer to use the Glass Range.

Inference:

It is inferred that, 30% of the respondents prefer to use the Glass Range for Partitions.

Chart No 22: Décor Glass Application

Decor-Glass Application



- Partitions
- Panes
- Panels
- Wardrobes
- Shower Cubicles
- Interiors
- Showcases
- N/A

Planilaque Evolution

Table No 25

Table showing the preferred thickness of the glass range

S. No	Preferred Thickness	Number of Responses	% of Responses
1	4 mm	9	36
2	6 mm	14	56
3	8 mm	2	8
Total		25	100

Interpretation:

From the above table, 36% of the respondents prefer to use 4 mm thickness of the glass range, 56% of the respondents prefer to use 6 mm thickness of the glass range & 8% of the respondents prefer to use 8 mm thickness of the glass range.

Inference:

It is inferred that, 56% of the respondents prefer to use 6 mm thickness of Planilaque Evolution.

Chart No 23: Planilaque Evolution-Thickness Preferred

Planilaque Evolution - Thickness Preferred

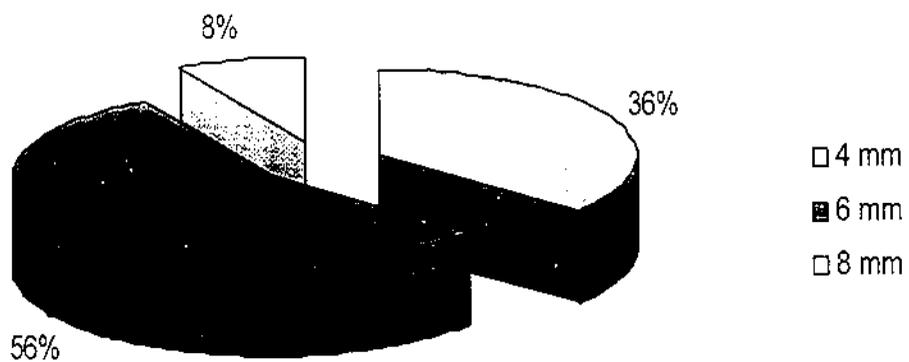


Table No 26

Table showing the colours preferred by the respondents

S. No	Choice of colour Preference	Number of Responses	% of Responses
1	Extra White	6	13
2	Ivory	5	11
3	Almond Green	4	8
4	Solar Yellow	8	17
5	Mint Green	10	21
6	Aqua Blue	7	15
7	Intense Black	2	4
8	N/A	5	11
Total		47	100

Interpretation:

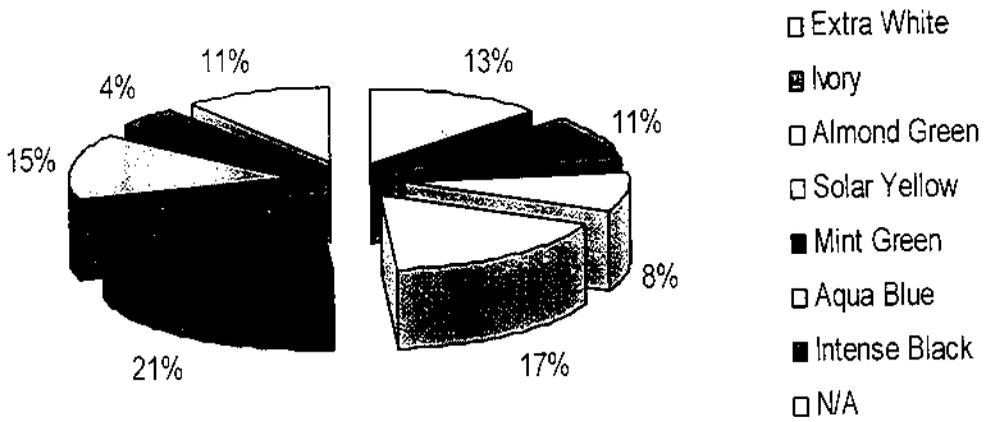
From the above table, 13% of the respondents prefer to use Extra White, 11% of the respondents prefer to use Ivory, 8% of the respondents prefer to use Almond Green, 17% of the respondents prefer to use Solar Yellow, 21% of the respondents prefer to use Mint Green, 15% of the respondents prefer to use Aqua Blue, 4% of the respondents prefer to use Intense Black & 11% of the respondents feel, the glass range is not applicable. However, the choice to use the colours were mentioned, not the application.

Inference:

It is inferred that, 21% of the respondents prefer to use Mint-Green shade of Planilaque Evolution.

Chart No 24: Planilaque Evolution-Colours Preferred

Planilaque Evolution-Colours Preferred



Diamant Extra Clear Glass

Table No 27

Table showing the preference in buying and using the Glass

S. No	Preference to buy the Glass	Number of Respondents	% of Respondents
1	Yes	17	81
2	No	4	19
Total		21	100

Interpretation:

From the above table, 81% of the respondents prefer to buy and use the glass & 19% of the respondents prefer to buy and use the glass.

Inference:

It is inferred that 81% of the respondents prefer to buy & use Diamant Extra Clear Glass.

Table No 28.1

Table showing the preferred thickness

S. No	Preferred Thickness	Number of Responses	% of Responses
1	6 mm	1	5
2	10 mm	6	32
3	12 mm	12	63
Total		19	100

Interpretation:

From the above table 5% of the respondents prefer to use 6 mm thickness of the glass, 32% of the respondents prefer to use 10mm thickness of glass & 63% of the respondents prefer to use 12mm thickness of the glass.

Inference:

It is inferred that, 63% of the respondents prefer to use 12 mm thickness of Diamant Extra Clear Glass.

Chart No 25: Diamant-Extra Clear Glass Thickness Preferred

Diamant-Extra Clear Glass - Thickness Preferred

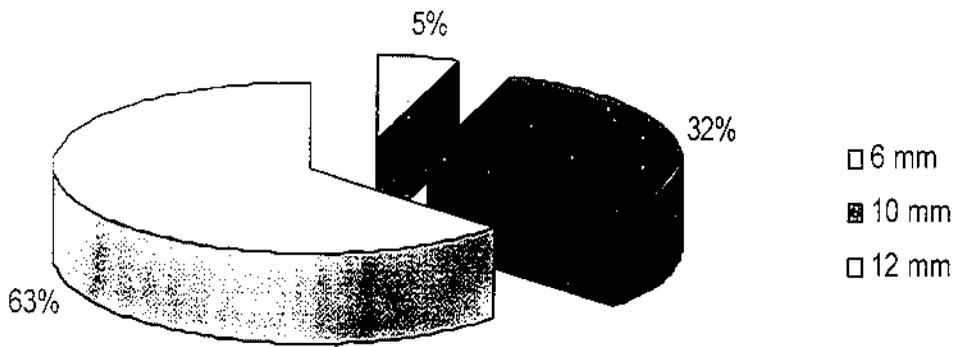


Table No 28.2

Table showing the application of the glass

S. No	Preference to use the Glass	Number of Responses	% of Responses
1	Interiors	4	16
2	Front End	10	40
3	Showroom	7	28
4	Table Tops	4	16
Total		25	100

Interpretation:

From the above table 16% of the respondents prefer to use the glasses in Interiors, 40% of the respondents prefer to use the glasses in Front End, 28% of the respondents prefer to use the glasses in Showrooms & 16% of the respondents prefer to use the glasses in Table Tops.

Inference:

It is inferred that, 40% of the respondents prefer to use Diamant Extra Clear Glass for Front End purpose.

Chart No 26. Diamant-Extra Clear Glass Application

Diamant-Extra Clear Glass-Application

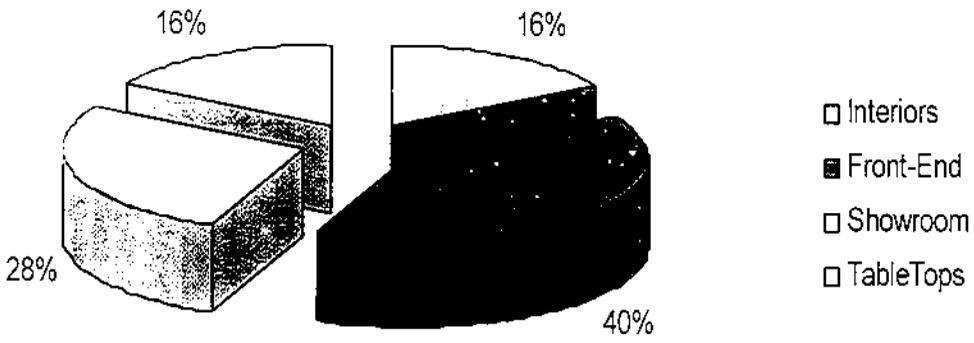


Table No 29

Table showing the preference to pay more for Diamant Extra Clear Glass in comparison with the clear glass per sq. meter

S. No	Preference to pay more for the Glass	Number of Respondents	% of Respondents
1	0 – 50	4	23
2	51 – 100	11	65
3	101 – 150	2	12
Total		17	100

Interpretation:

From the above table 23% of the respondents prefer to pay upto Rs. 50, in addition to the clear glass, 65% of the respondents prefer to pay Rs. 51-100, in addition to the clear glass & 12% of the respondents prefer to pay Rs.101-150 in addition to the clear glass.

Inference:

It is inferred that, 65% of the respondents prefer to pay more in between Rs. 51 – 100 in comparison with the clear glass per Sq. meter.

Chart No 27. Diamant Extra Clear Glass-Preference to pay in addition to Clear Glass per Sq.meter

Diamant Extra Clear Glass - Preference to pay in addition to Clear Glass per sq. meter.

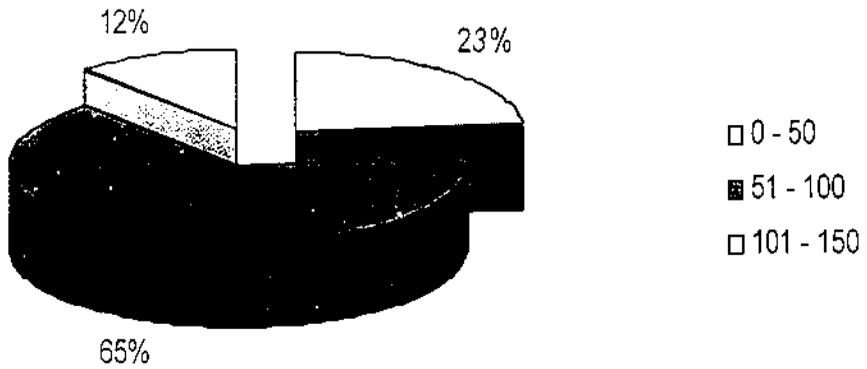


Table No 30

Table showing the preference to use the Glass Range in their upcoming Projects

S. No	Preference to use the Glass Range	Number of Responses	% of Responses
1	Planilaque Evolution	19	26
2	Master Glass	21	29
3	Décor Glass	15	21
4	Diamant Extra Clear Glass	17	24
Total		72	100

Interpretation:

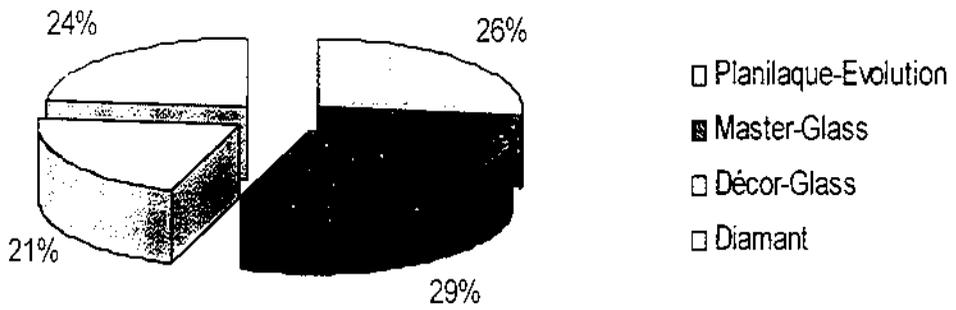
From the above table 26% of the respondents prefer to use Planilaque Evolution, 29% of the respondents prefer to use Master Glass, 21% of the respondents prefer to use Décor Glass & 24% of the respondents prefer to use Diamant Extra Clear Glass.

Inference:

It is inferred that, 29% of the respondents prefer to use Master Glass in their upcoming projects.

Chart No 28. Preference Given to Products for future projects

Preference Given to Products for future projects



INVENTORY REQUIREMENT ON PROJECTS GOING TO BE EXECUTED

CATEGORY I: Residence – 20%

Saffron summers – Coimbatore – Red fields – 45,000 sqft (Apartments)

Glass Going to be Used – 9, 000 sqft

Planilaque Evolution - 26% = 2, 340 sqft

Colours are ranked according to responses

S. No	Particulars	Number of Responses	% of Responses
1	Mint Green	10	21
2	Solar Yellow	8	17
3	Aqua Blue	7	15
4	Extra White	6	13
5	Ivory	5	11
6	N/A	5	11
7	Almond Green	4	8
8	Intense Black	2	4

Note: The Application of the Planilaque Evolution wasn't mentioned.

Master Glass – 29% = 2,610 sqft

Application

S. No	Particulars	Number of Responses	% of Responses
1	Partitions	16	46 – 1200.6 sqft
2	Office Interiors	4	11 – 287.1 sqft
3	Doors	4	11 – 287.1 sqft
4	Table Tops	4	11 – 287.1 sqft
5	Wherever Applicable	3	10 – 261 sqft
6	Bathroom	4	11 – 287.1 sqft

Décor Glass – 21% = 1, 890 sqft

Application

S. No	Particulars	Number of Responses	% of Responses
1	Partitions	8	30 – 567 sqft
2	Panes	6	23 – 434.7 sqft
3	Panels	2	7 – 132.3 sqft
4	Wardrobes	2	7 – 132.3 sqft
5	Shower Cubicles	2	7 – 132.3 sqft
6	Interiors	4	15 – 283.5 sqft
7	Showcase	1	4 – 75.6 sqft
8	N/A	2	7 – 132.3 sqft

Diamant – Extra Clear Glass – 24% = 2, 160 sqft

Application

S. No	Particulars	Number of Responses	% of Responses
1	Interiors	4	16 – 345.6 sqft
2	Front End	10	40 – 864 sqft
3	Showroom	7	28 – 604.8 sqft
4	Table Tops	4	16 – 345.6 sqft

CATEGORY II: Office – 40%

1. Prima Products Private Limited – 9,000 sqft

Glass Going to be used – 3, 600 sqft

Planilaque Evolution – 26% = 936 sqft [Above mentioned table is applicable]

Master Glass – 29% = 1, 044 sqft

Application

S. No	Particulars	Number of Responses	% of Responses
1	Partitions	16	46 – 480.24 sqft
2	Office Interiors	4	11 – 114.84 sqft
3	Doors	4	11 – 114.84 sqft
4	Table Tops	4	11 – 114.84 sqft
5	Wherever Applicable	3	10 – 104.40 sqft
6	Bathroom	4	11 – 114.84 sqft

Décor Glass – 21% = 756 sqft

Application

S. No	Particulars	Number of Responses	% of Responses
1	Partitions	8	30 – 226.8 sqft
2	Panes	6	23 – 173.88 sqft
3	Panels	2	7 – 52.92 sqft
4	Wardrobes	2	7 – 52.92 sqft
5	Shower Cubicles	2	7 – 52.92 sqft
6	Interiors	4	15 – 113.4 sqft
7	Showcase	1	4 – 30.24 sqft
8	N/A	2	7 – 52.92 sqft

Diamant – Extra Clear Glass – 24% = 864 sqft

Application

S. No	Particulars	Number of Responses	% of Responses
1	Interiors	4	16 – 207.36 sqft
2	Front End	10	40 – 345.6 sqft
3	Showroom	7	28 – 241.92 sqft
4	Table Tops	4	16 – 207.36 sqft

II. Crimson Dawn – Coimbatore – Avinashi Road – 2.9 lakh sqft

Glass Going to be used – 1, 16, 000 sqft

Planilaque Evolution – 26% = 30, 160 sqft [Above mentioned table is applicable]

Master Glass – 29% = 33, 640 sqft

Application

S. No	Particulars	Number of Responses	% of Responses
1	Partitions	16	46 - 15474.4 sqft
2	Office Interiors	4	11 – 3700.4 sqft
3	Doors	4	11 – 3700.4 sqft
4	Table Tops	4	11 – 3700.4 sqft
5	Wherever Applicable	3	10 – 3364 sqft
6	Bathroom	4	11 – 3700.4 sqft

Décor Glass – 21% = 24, 360 sqft

Application

S. No	Particulars	Number of Responses	% of Responses
1	Partitions	8	30 – 7308 sqft
2	Panes	6	23 – 5602.8 sqft
3	Panels	2	7 – 1705.2 sqft
4	Wardrobes	2	7 – 1705.2 sqft
5	Shower Cubicles	2	7 – 1705.2 sqft
6	Interiors	4	15 – 3654 sqft
7	Showcase	1	4 – 974.4 sqft
8	N/A	2	7 – 1705.2 sqft

Diamant – Extra Clear Glass – 24% = 27, 840 sqft

Application

S. No	Particulars	Number of Responses	% of Responses
1	Interiors	4	16 – 4454.4 sqft
2	Front End	10	40 – 11136 sqft
3	Showroom	7	28 – 7795.2 sqft
4	Table Tops	4	16 – 4454.4 sqft

CATEGORY III: IT Park – 50% (Structural Cladding)

I. Off Avinashi Road, In b/w Nava India & Hindhusthan College Coimbatore 13.5 acres of land, Phase I: 7, 00,000 sqft, Phase II: The same.

Glass going to be used = 2, 80, 000 sqft

Planilaque Evolution – 26% = 72, 800 sqft [Above mentioned table is applicable]

Master Glass – 29% = 81, 200 sqft

Application

S. No	Particulars	Number of Responses	% of Responses
1	Partitions	16	46 – 37352 sqft
2	Office Interiors	4	11 – 8932 sqft
3	Doors	4	11 – 8932 sqft
4	Table Tops	4	11 – 8932 sqft
5	Wherever Applicable	3	10 – 8120 sqft
6	Bathroom	4	11 – 8932 sqft

Décor Glass – 21% = 58, 800 sqft

Application

S. No	Particulars	Number of Responses	% of Responses
1	Partitions	8	30 – 17640 sqft
2	Panes	6	23 – 13524 sqft
3	Panels	2	7 – 4116 sqft
4	Wardrobes	2	7 – 4116 sqft
5	Shower Cubicles	2	7 – 4116 sqft
6	Interiors	4	15 – 8820 sqft
7	Showcase	1	4 – 2352 sqft
8	N/A	2	7 – 4116 sqft

Diamant – Extra Clear Glass – 24% =67, 200 sqft

Application

S. No	Particulars	Number of Responses	% of Responses
1	Interiors	4	16 – 10752 sqft
2	Front End	10	40 – 23520 sqft
3	Showroom	7	28 – 16464 sqft
4	Table Tops	4	16 – 10752 sqft

II. Malumichampatti, L & T Bye Pass Road, Coimbatore
2.25 lakh sqft (Factory Area), 45, 000 sqft (Office Area)

Glass going to be used = 18, 000 sqft (Office Area)

Planilaque Evolution – 26% = 4, 680 sqft [Above mentioned table is applicable]

Master Glass – 29% = 5, 220 sqft

Application

S. No	Particulars	Number of Responses	% of Responses
1	Partitions	16	46 – 2401. 2 sqft
2	Office Interiors	4	11 – 574.2 sqft
3	Doors	4	11 – 574.2 sqft
4	Table Tops	4	11 – 574.2 sqft
5	Wherever Applicable	3	10 – 522 sqft
6	Bathroom	4	11 – 574.2 sqft

Decor Glass – 21% = 5, 780 sqft

Application

S. No	Particulars	Number of Responses	% of Responses
1	Partitions	8	30 – 1134 sqft
2	Panes	6	23 – 869.4 sqft
3	Panels	2	7 – 264.6 sqft
4	Wardrobes	2	7 – 264.6 sqft
5	Shower Cubicles	2	7 – 264.6 sqft
6	Interiors	4	15 – 567 sqft
7	Showcase	1	4 – 151.2 sqft
8	N/A	2	7 – 264.6 sqft

Diamant – Extra Clear Glass – 24% = 4, 320 sqft

Application

S. No	Particulars	Number of Responses	% of Responses
1	Interiors	4	16 – 691.2 sqft
2	Front End	10	40 – 1728 sqft
3	Showroom	7	28 – 1209.6 sqft
4	Table Tops	4	16 – 691.2 sqft

III. KG IT Park (KGISL) – Saravanampatty – 1 lakh sqft

Glass going to be used = 40, 000 sqft (Office Area)

Planilaque Evolution – 26% = 10, 400 sqft [Above mentioned table is applicable]

Master Glass – 29% = 11, 600 sqft

Application

S. No	Particulars	Number of Responses	% of Responses
1	Partitions	16	46 – 5336 sqft
2	Office Interiors	4	11 – 1276 sqft
3	Doors	4	11 – 1276 sqft
4	Table Tops	4	11 – 1276 sqft
5	Wherever Applicable	3	10 – 1160 sqft
6	Bathroom	4	11 – 1276 sqft

Décor Glass – 21% = 8, 400 sqft

Application

S. No	Particulars	Number of Responses	% of Responses
1	Partitions	8	30 – 2520 sqft
2	Panes	6	23 – 1932 sqft
3	Panels	2	7 – 588 sqft
4	Wardrobes	2	7 – 588 sqft
5	Shower Cubicles	2	7 – 588 sqft
6	Interiors	4	15 – 1260 sqft
7	Showcase	1	4 – 336 sqft
8	N/A	2	7 – 588 sqft

Diamant – Extra Clear Glass – 24% = 9. 600 sqft

Application

S. No	Particulars	Number of Responses	% of Responses
1	Interiors	4	16 – 1536 sqft
2	Front End	10	40 – 3840 sqft
3	Showroom	7	28 – 2688 sqft
4	Table Tops	4	16 – 1536 sqft

CATEGORY IV:

Mall – 50% (Inside)

Mall – 40% (If Glass being used for Structural Cladding)

Spencer’s - Krishnaswamy Mudhaliar Road (Brooke Bond Building) 1.2 lakh sqft

I. Glass Going to be used – 60, 000 sqft

Planilaque Evolution – 26% - 15, 600 sqft [Above mentioned table is applicable]

Master Glass – 29% - 17, 400 sqft

Application

S. No	Particulars	Number of Responses	% of Responses
1	Partitions	16	46 – 8004 sqft
2	Office Interiors	4	11 – 1914 sqft
3	Doors	4	11 – 1914 sqft
4	Table Tops	4	11 – 1914 sqft
5	Wherever Applicable	3	10 – 1740 sqft
6	Bathroom	4	11 – 1914 sqft

Décor Glass – 21% - 12, 600 sqft**Application**

S. No	Particulars	Number of Responses	% of Responses
1	Partitions	8	30 – 3780 sqft
2	Panes	6	23 – 2898 sqft
3	Panels	2	7 – 882 sqft
4	Wardrobes	2	7 – 882 sqft
5	Shower Cubicles	2	7 – 882 sqft
6	Interiors	4	15 – 1890 sqft
7	Showcase	1	4 – 504 sqft
8	N/A	2	7 – 882 sqft

Diamant – Extra Clear Glass – 24% - 14, 400 sqft**Application**

S. No	Particulars	Number of Responses	% of Responses
1	Interiors	4	16 – 2304 sqft
2	Front End	10	40 – 5760 sqft
3	Showroom	7	28 – 4032 sqft
4	Table Tops	4	16 – 2304 sqft

CATEGORY V: Hotel – 35%

1. Hotel Siruvani (Behind Cheran Towers) - 50, 000 sqft

2. Sri Velmurugan Hotel (Behind Cheran Towers) Coimbatore - 50,000 sqft

I & II. Glass going to be used = 17, 500 sqft

Planilaque Evolution – 26% - 4, 550 sqft [Above mentioned table is applicable]

Master Glass – 29% - 5, 075 sqft

Application

S. No	Particulars	Number of Responses	% of Responses
1	Partitions	16	46 – 2334.5 sqft
2	Office Interiors	4	11 – 558.25 sqft
3	Doors	4	11 - 558.25 sqft
4	Table Tops	4	11 - 558.25 sqft
5	Wherever Applicable	3	10 – 507.5 sqft
6	Bathroom	4	11 - 558.25 sqft

Décor Glass – 21% - 3675 sqft

Application

S. No	Particulars	Number of Responses	% of Responses
1	Partitions	8	30 – 1102.5 sqft
2	Panes	6	23 – 845.25 sqft
3	Panels	2	7 – 257.25 sqft
4	Wardrobes	2	7 – 257.25 sqft
5	Shower Cubicles	2	7 -257.25 sqft
6	Interiors	4	15 – 551.25 sqft
7	Showcase	1	4 – 147 sqft
8	N/A	2	7 – 257.25 sqft

Diamant – Extra Clear Glass – 24% - 4, 200 sqft

Application

S. No	Particulars	Number of Responses	% of Responses
1	Interiors	4	16 – 672 sqft
2	Front End	10	40 – 1680 sqft
3	Showroom	7	28 – 1176 sqft
4	Table Tops	4	16 – 672 sqft

III. Le Meridien – Avinashi Road - 3.5 lakh sqft

Glass going to be used = 1, 22, 500 sqft

Planilaque Evolution – 26% - 31, 850 sqft [Above mentioned table is applicable]

Master Glass – 29% - 35, 525 sqft

Application

S. No	Particulars	Number of Responses	% of Responses
1	Partitions	16	46 – 16341.5 sqft
2	Office Interiors	4	11 – 3907.75 sqft
3	Doors	4	11 - 3907.75 sqft
4	Table Tops	4	11 - 3907.75 sqft
5	Wherever Applicable	3	10 – 3552. 50 sqft
6	Bathroom	4	11 - 3907.75 sqft

Décor Glass – 21% - 25, 725 sqft**Application**

S. No	Particulars	Number of Responses	% of Responses
1	Partitions	8	30 – 7717.5 sqft
2	Panes	6	23 – 5916.75 sqft
3	Panels	2	7 – 1800.75 sqft
4	Wardrobes	2	7 – 1800.75 sqft
5	Shower Cubicles	2	7 – 1800.75 sqft
6	Interiors	4	15 – 3858.75 sqft
7	Showcase	1	4 – 1029 sqft
8	N/A	2	7 – 1800.75 sqft

Diamant – Extra Clear Glass – 24% - 29, 400 sqft**Application**

S. No	Particulars	Number of Responses	% of Responses
1	Interiors	4	16 – 4704 sqft
2	Front End	10	40 – 11760 sqft
3	Showroom	7	28 – 8232 sqft
4	Table Tops	4	16 – 4704 sqft

CATEGORY VI: Hospital – 30%

I. GEM Hospital, Coimbatore - 65, 000 sqft

Glass going to be used – 19, 500 sqft

Planilaque Evolution – 26% - 5070 sqft [Above mentioned table is applicable]

Master Glass – 29% - 5655 sqft

Application

S. No	Particulars	Number of Responses	% of Responses
1	Partitions	16	46 – 2601.3 sqft
2	Office Interiors	4	11 – 622.05 sqft
3	Doors	4	11 – 622.05 sqft
4	Table Tops	4	11 – 622.05 sqft
5	Wherever Applicable	3	10 – 565.5 sqft
6	Bathroom	4	11 – 622.05 sqft

Décor Glass - 21% - 4, 095 sqft

Application

S. No	Particulars	Number of Responses	% of Responses
1	Partitions	8	30 – 1228.5 sqft
2	Panes	6	23 – 941.85 sqft
3	Panels	2	7 – 286.65 sqft
4	Wardrobes	2	7 – 286.65 sqft
5	Shower Cubicles	2	7 - 286.65 sqft
6	Interiors	4	15 – 614. 25sqft
7	Showcase	1	4 – 163.8 sqft
8	N/A	2	7 - 286.65 sqft

Diamant – Extra Clear Glass – 24% -4680 sqft

Application

S. No	Particulars	Number of Responses	% of Responses
1	Interiors	4	16 – 748.8 sqft
2	Front End	10	40 – 1, 872 sqft
3	Showroom	7	28 – 1310.4 sqft
4	Table Tops	4	16 –748.8 sqft

II. Ganga Hospital - Mettupalayam Road, Opp to Murugan Mills - 1 lakh sqft

Glass going to be used – 30, 000 sqft

Planilaque Evolution – 26% - 7, 800 sqft [Above mentioned table is applicable]

Master Glass – 29% - 8, 700 sqft

Application

S. No	Particulars	Number of Responses	% of Responses
1	Partitions	16	46 – 4002 sqft
2	Office Interiors	4	11 – 957 sqft
3	Doors	4	11 - 957 sqft
4	Table Tops	4	11 - 957 sqft
5	Wherever Applicable	3	10 – 870 sqft
6	Bathroom	4	11 - 957 sqft

Décor Glass - 21% - 6, 300 sqft**Application**

S. No	Particulars	Number of Responses	% of Responses
1	Partitions	8	30 – 1890 sqft
2	Panes	6	23 – 1449 sqft
3	Panels	2	7 – 441 sqft
4	Wardrobes	2	7 – 441 sqft
5	Shower Cubicles	2	7 – 441 sqft
6	Interiors	4	15 – 945 sqft
7	Showcase	1	4 – 252 sqft
8	N/A	2	7 - 441 sqft

Diamant – Extra Clear Glass – 24% -7, 200 sqft**Application**

S. No	Particulars	Number of Responses	% of Responses
1	Interiors	4	16 – 1152 sqft
2	Front End	10	40 – 2880 sqft
3	Showroom	7	28 – 2016 sqft
4	Table Tops	4	16 – 1152 sqft

CATEGORY VII: Green Building – 55%

I. Jubilee – Coimbatore – Singanallur – 5.95 lakh sqft

Glass going to be used – 3, 27, 250 sqft

Planilaque Evolution – 26% - 85, 085 sqft [Above mentioned table is applicable]

Master Glass – 29% - 94, 902.5 sqft

Application

S. No	Particulars	Number of Responses	% of Responses
1	Partitions	16	46 – 43655.15 sqft
2	Office Interiors	4	11 – 10439 sqft
3	Doors	4	11 - 10439 sqft
4	Table Tops	4	11 - 10439 sqft
5	Wherever Applicable	3	10 – 9491 sqft
6	Bathroom	4	11 - 10439 sqft

Décor Glass – 21% - 68, 722.5 sqft

Application

S. No	Particulars	Number of Responses	% of Responses
1	Partitions	8	30 – 20616.75 sqft
2	Panes	6	23 – 15806 sqft
3	Panels	2	7 – 4810 sqft
4	Wardrobes	2	7 – 4810 sqft
5	Shower Cubicles	2	7 – 4810 sqft
6	Interiors	4	15 – 10309 sqft
7	Showcase	1	4 – 2749 sqft
8	N/A	2	7 - 4810 sqft

Diamant – Extra Clear Glass – 24% - 78, 540 sqft

Application

S. No	Particulars	Number of Responses	% of Responses
1	Interiors	4	16 – 12566.4 sqft
2	Front End	10	40 – 31416 sqft
3	Showroom	7	28 – 21991.2 sqft
4	Table Tops	4	16 – 12566.4 sqft

CATEGORY VIII:

Multiplex – 30% (Requirement inside the moving area

Multiplex – 50% (If glass is being used for structural cladding)

E – City Entertainment - Avinashi Road, Peelamedu – 50, 000 sqft

Glass going to be used – 15, 000 sqft

Planilaque Evolution – 26 % [Above mentioned table is applicable]

Master Glass – 29% - 4, 350 sqft

Application

S. No	Particulars	Number of Responses	% of Responses
1	Partitions	16	46 – 2001 sqft
2	Office Interiors	4	11 – 478.5 sqft
3	Doors	4	11 - 478.5 sqft
4	Table Tops	4	11 - 478.5 sqft
5	Wherever Applicable	3	10 - 478.5 sqft
6	Bathroom	4	11 - 478.5 sqft

Décor Glass – 21% - 3, 150 sqft**Application**

S. No	Particulars	Number of Responses	% of Responses
1	Partitions	8	30 – 945 sqft
2	Panes	6	23 – 724.5 sqft
3	Panels	2	7 – 220.5 sqft
4	Wardrobes	2	7 - 220.5 sqft
5	Shower Cubicles	2	7 - 220.5 sqft
6	Interiors	4	15 – 472.5 sqft
7	Showcase	1	4 – 126 sqft
8	N/A	2	7 - 220.5 sqft

Diamant – Extra Clear Glass – 24% - 3, 600 sqft**Application**

S. No	Particulars	Number of Responses	% of Responses
1	Interiors	4	16 – 576 sqft
2	Front End	10	40 – 1440 sqft
3	Showroom	7	28 – 1008 sqft
4	Table Tops	4	16 – 576 sqft

FINDINGS

FINDINGS

FURNITURE MANUFACTURERS

1. It is inferred that 67% of the respondents are having experience of more than 8 years.
2. It is inferred that 56% of the respondents use Annealed Glass.
3. It is inferred that 26% of the respondents are using 8 mm thickness of glass.
4. It is inferred that 50% of the respondents are using 5', 6' (In Inches) sheet size of glass.
5. It is inferred that, 34% of the respondents consume 0 – 10 tonnes of glass per annum & 10.1 – 20 tonnes of glass per annum.
6. It is inferred that 59% of the respondents prefer to use Saint-Gobain.
7. It is inferred that, 46% of the respondents are exporting their furniture as well as dealing with imported furniture.
8. It is inferred that 26% of the respondents are consuming Mirrors and Clear Glass.
9. It is inferred that, Corporate Segment are the major end users.
10. It is inferred that 37% of the respondents got information about glasses from Interior Design & Architecture Shows.
11. It is inferred that, 55% of the responses were favouring employing carpenters to fix up their furniture.

Master Glass

12. It is inferred that 58% of the respondents would prefer to use the glass range for Partitions purpose.
13. It is inferred that 62% of the respondents prefer to use 8 mm thickness of glass.

Décor Glass

14. It is inferred that 67% of the respondents prefer to use the glass range for Partitions purpose.

Planilaque Evolution

15. It is inferred that, 29% of the respondents prefer Extra White colour the most. However, the choices to use the colours were mentioned, but not the application.
16. It is inferred that 47% of the responses prefer to use 6 mm thickness.

Diamant Extra Clear Glass

17. It is inferred that 50% of the responses prefer to use 12 mm thickness.
18. It is inferred that 70% of the responses prefer to use the glass for Table Tops.

ARCHITECTS

1. It is inferred that, 86% of the respondents are having experience above 8 years in their business.
2. It is inferred that, 55% of the responses prefer to use Saint-Gobain.
3. It is inferred that, 35% of the respondents are dealing with Residential Projects.
4. It is inferred that, 28% of the respondents get information about glasses from their Dealers.
5. It is inferred that, 39% of the respondents are buying glasses from Amar Glass – Coimbatore.

Master Glass

6. It is inferred that, 46% of the respondents prefer to use the Glass Range for Partitions purpose.
7. It is inferred that, 37% of the respondents prefer to use 8 mm thickness of the Glass Range.

Décor Glass

8. It is inferred that, 30% of the respondents prefer to use the Glass Range for Partitions.

Planilaque Evolution

9. It is inferred that, 56% of the respondents prefer to use 6 mm thickness of Planilaque Evolution.
10. It is inferred that, 21% of the respondents prefer to use Mint-Green shade of Planilaque Evolution.

Diamant Extra Clear Glass

11. It is inferred that 81% of the respondents prefer to buy & use Diamant Extra Clear Glass.
12. It is inferred that, 63% of the respondents prefer to use 12 mm thickness of Diamant Extra Clear Glass.

13. It is inferred that, 40% of the respondents prefer to use Diamant Extra Clear Glass for Front End purpose.
14. It is inferred that, 65% of the respondents prefer to pay more in between Rs. 51 – 100 in comparison with the clear glass per Sq. meter.
15. It is inferred that, 29% of the respondents prefer to use Master Glass in their upcoming projects.

SUGGESTIONS

SUGGESTIONS

PROMOTION

1. Architects should be personally educated, about the products and its application.

Reason: The architects aren't exactly aware of the application, as the findings are based on their previous application in executed projects. They aren't able to visualize the exact size and thickness required, which they require in their ongoing/upcoming projects.

2. ID Shows

Reason: Not only concentrating on cosmopolitan and metropolitan cities, the company should take up the initiative to promote the range of interior glass for the professionals in the industry as well as consumer.

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. DEALER

Reason; There has to be a dealer appointed in Coimbatore. The Dealer should be a trained professional for the range of interior design glasses, on how he/she would be able to communicate with the business associates, as well as be innovative.

It is understood that the dealer has to invest for the processing work. If the dealer isn't able to invest, there could be a partnership in sharing the investment.

4. CONSUMER

Ads should in Business Magazines and Business Newspapers, where awareness level is high.

Prospective Consumers could be easily identified in Coimbatore; hence there could be a direct meet, to handover the catalogues to each and every one of them.

5. SUMMIT

One to One Professional meet, along with the 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 the glasses, when there is a meet happening at Indian Architects Association.

APPENDIX

QUESTIONNAIRE

Furniture Manufacturer

Name of the Outlet/Showroom:- _____

Phone Number:- _____

E Mail Id:- _____

Name of the respondent:- _____

Designation:- _____

1. For how many years you have been in this business?

0-2 2.1-4 4.1-6 6.1-8 8 & Above

2. Kindly, Answer the following

S. No	Particulars	%	%	%	%
1.	glass used	<input type="checkbox"/> Toughened		<input type="checkbox"/> Annealed	
2.	Thickness	<input type="checkbox"/> 4	<input type="checkbox"/> 6	<input type="checkbox"/> 8	<input type="checkbox"/> 10
3.	Size				
4.	Quantity in tonnes (per year)				

3. Which is your preferred brand of glass?

Saint-Gobain Asahi Glass Gujarat Guardian Limited
 Triveni Others (Please Specify) _____

4. Of the total furniture, you manufacture how much % do you

i) Export _____
ii) Import _____

5. How much quantity of the following glass do you use in furniture every year?

Mirror Clear Glass Tinted Glass Coloured Glass
 Fetched glass Reflective glass Patterned glass Frosted glass
 Others (Please Specify) _____

6. Who are your major end users?

Schools Hospitals Corporate Hotels
 Others (Please Specify) _____

7. From whom do you get information about glasses?

Dealer Magazines TV Ads Interior design & architecture shows
 Manufacturer Processor Others (Please Specify) _____

8. How do you fix your glasses?

9. Who fixes your glasses?

Use & Application of Glasses

Master Glass

10. Where would you prefer to use them?

11. What thickness of Master Glass you would prefer to use?

4 6 8 10

Décor Glass

12. Where would you prefer to use them?

Planilaque Evolution

13. Where would you use these colours?

Extra White Ivory Almond Green Solar Yellow
 Opera Red Mint Green Aqua Blue Intense Black

14. What thickness of Planilaque you would prefer to use?

4 6 8

Diamant-Extra Clear Glass

15. Where would you prefer to use them?

16. What thickness of Diamant-Extra Clear Glass you would prefer to use?

5

6

10

12



QUESTIONNAIRE

Interior Designer

Name of the Architect/Concern:- _____

Phone Number:- _____

E Mail Id:- _____

Name of the respondent:- _____

Designation:- _____

1. For how many years you have been in this business?

0-2 2.1-4 4.1-6 6.1-8 8 & Above

2. When you think about glass, which brand comes to your mind first?

Saint-Gobain Gujarat Guardian Limited Asahi Glass
 Triveni Others (Please Specify) _____

3. What kind of projects do you deal with the most?

Residences Hotels Hospitals Corporate
 Others (Please Specify) _____

4. From whom do you get information about glasses?

Dealer Magazines TV Ads Interior Design & Architecture shows
 Exhibitions Manufacturers Processors
 Others (Please Specify) _____

5. From which dealer, do you buy glasses?

Glass Range

Use & Application of Glasses

Master Glass

6. Where would you prefer to use them?

7. What thickness of Master Glass you would prefer to use?

4 6 8 10

Décor Glass

8. Where would you prefer to use them?

Planilaque Evolution

9. What thickness of Planilaque you would prefer to use?

4 6 8

10. Where would you use these colours?

Extra White Ivory Almond Green Solar Yellow
 Opera Red Mint Green Aqua Blue Intense Black

Diamant

11. Would you prefer to buy and use Diamant-Extra Clear Glass?

Yes No

12. a) What thickness do you prefer to use?

5 6 10 12

12 b) Where would you use the extra clear Glass?

13. How much would you prefer to pay more for Diamant-Extra Clear Glass in comparison with the clear glass per sq.meter?

0-50 51-100 101-150 151 & Above

14. Are you planning to use these products in your upcoming projects?

i) Planilaque Evolution
ii) Master Glass
iii) Décor Glass
iv) Diamant-Extra Clear Glass
v) None

15 Please let us know your upcoming projects & where you would like to use these products?

1. _____
2. _____
3. _____

CONCLUSION

CONCLUSION

The research was started in Coimbatore for the first time by the researcher as the city is the next destination for investment and an emerging Tier II city. The researcher has to undergo a sequence of stages as in personal selling since the Professionals have to be met in person and the new range of Interior Design Glass 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 Professional, who would be the principle guide for a prospective consumer 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 Professionals with the company.

At the outset, there is an ever-growing demand for the Interior Design Glass Range in Coimbatore, as the people cater to the largest man power requirement in Tamil Nadu. As the Infrastructure is booming in the city, this would be the right time for the company to launch the Glasses to cater the needs of the consuming class.

BIBLIOGRAPHY

1. Philip Kotler: Marketing management (12th Edition), Prentice Hall of India P (ltd), New Delhi 2005.
2. C.R.Kothari Research Methodology, Vishva Prakashan, New Delhi, 2004.

REFERENCES

1. www.saint-gobain.com