

**A STUDY ON CUSTOMER SATISFACTION WITH SPECIAL  
REFERENCE TO SALEM STEEL PLANT**

By

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Of

Department of management studies

**Kumaraguru College of Technology**

**Coimbatore**

A PROJECT REPORT

Submitted to the

FACULTY OF MANAGEMENT SCIENCES

Anna University

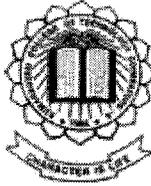
In the partial fulfillment of the requirements

For the award of the degree

Of

**MASTER OF BUSINESS ADMINISTRATION**

August, 2007



DEPARTMENT OF MANAGEMENT SCIENCES  
**KUMARAGURU COLLEGE OF TECHNOLOGY**  
COIMBATORE

**BONAFIDE CERTIFICATE**

This is to certify that this project report titled “A STUDY ON CUSTOMER SATISFACTION WITH SPECIAL REFERENCE TO SALEM STEEL PLANT” is the bonafide work of Ms. N.Dhivyalakshmi (71206631011) who carried out the research 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.

  
Faculty Guide

  
Director

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Evaluated and vice-voce conducted on ..... 29/10/07 .....

  
Examiner I

  
Examiner II

**STEEL AUTHORITY OF INDIA LIMITED**

A Government of India Enterprise



## **Salem Steel Plant**

Salem 636 013, Tamil Nadu, India  
Phone : 0427-238 3021 Fax : 0427 - 238 2800  
Grams : STAINLESS      www.sail.co.in

RefNo TR-15(6)/714

September 01, 2007

# **CERTIFICATE**

Certified that  
**Miss N. Dhivyalakshmi**  
Final Year MBA Student of  
Kumaraguru College of Technology, Coimbatore  
has done a Project on  
**“A STUDY ON CONSUMER SATISFACTION WITH SPECIAL  
REFERENCE TO SALEM STEEL PLANT”**  
in Marketing Department  
of Salem Steel Plant  
from 05/07/2007 to 29/08/2007

R Ramani  
Asst Manager (HRD)

## DECLARATION

I, hereby declare that this project report entitled as “**A STUDY ON CUSTOMER SATISFACTION WITH SPECIAL REFERENCE TO SALEM STEEL PLANT**”, has undertaken for academic purpose submitted to Anna University in partial fulfillment of requirement for the award of the degree of Master of Business Administration. The project report is the record of the original work done by me under the guidance of Prof.Dr. B.Subramani during the academic year 2007-2008.

I, also declare hereby, that the information given in this report is correct to the best of my knowledge and belief.

Place: Coimbatore

Date: 29/10/07



(N.DHIVYALAKSHMI)

## ACKNOWLEDGEMENT

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I thank all the employees of the organization who were involved knowingly or unknowingly to make this project work successful.

I acknowledge to all those who have helped me in the preparation of this project work.

## **EXECUTIVE SUMMARY**

This project “To Study on Customer Satisfaction with Special Reference to Salem Steel Plant”, is very essential for the management to know about their customers. It requires lot of effort in the side of management to retain their customers especially in a B2B environment.

The management should realize that only customer satisfaction will lead to increase in goodwill of the company and a good market share. Almost all business-to-business markets exhibit a customer distribution that confirms the Pareto Principle or 80:20 rule. A small number of customers dominate the sales ledger.

Many of the products that are supplied to businesses involve personal contact with the supplier. A relatively high level of loyalty in business to business markets is inertia. An incumbent supplier to a business has a good chance of keeping that business because it is just too much trouble to change.

The objective is to find the existing satisfaction level of the customers. The data was collected among 50 industries in and around the areas of Coimbatore. The tools used for data collection was questionnaire and the various aspects are analyzed using percentage analysis and correlation.

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## **CHAPTER 1**

### **INTRODUCTION**

## 1) INTRODUCTION

### 1.1) BACKGROUND OF STUDY

A review of the existing literature indicates a wide variance in the definitions of satisfaction- While the literature contains significant differences in the definition of satisfaction; all the definitions share some common elements. When examined as a whole, three general components can be identified:

- 1) Consumer satisfaction is a response (emotional or cognitive);
- 2) The response pertains to a particular focus (expectations, product, consumption experience, etc.); and
- 3) The response occurs at a particular time (after consumption, after choice, based on accumulated experience, etc).

The literature and consumers both view satisfaction as a summary affective response of varying intensity.

Managers need to know how their consumer groups define satisfaction and then interpret satisfaction scales to accurately target, report, and respond to satisfaction levels. Managers should conduct post-purchase segmentation, realizing that consumers vary with respect to the components and related properties of satisfaction. Results suggest that different industries may need to use different satisfaction scales, or a single industry may need to tailor scales to different types of consumers.

More importantly, managers can recognize that the satisfaction focus and timing can be customized for their needs. Rather than looking at all aspects of choice/consumption experience, managers can concentrate on those that are of direct interest or are directly controllable. As a result, managers are able to obtain "true" consumer responses that are relevant to managerial decision making.

### **Conceptual and Operational Definitions in Consumer Satisfaction**

**Fulfillment response/judgment**

“It is a judgment that a product or service feature, or the product or service itself, provided (or is providing) a pleasurable level of consumption-related fulfillment, including levels of under- or over fulfillment.”  
-Oliver 1997

### **Affective response**

“A transaction-specific affective response resulting from the customer’s comparison of product performance to some pre-purchase standard.” -Halstead, Hartman, and Schmidt 1994

### **Attitude - evaluative judgment varying along the hedonic continuum**

“Product satisfaction is an attitude - like post-consumption evaluative judgment varying along the hedonic continuum.”  
- Mano and Oliver 1993

### **Overall evaluation**

“An overall post purchase evaluation.”  
-Fornell 1992

### **Summary attribute phenomenon coexisting with other consumption emotions**

“Satisfaction is a summary attribute phenomenon coexisting with other consumption emotions.”  
-Oliver 1992

### **Evaluative judgment**

“A post choice evaluative judgment concerning a specific purchase Selection.”  
-Westbrook and Oliver 1991

Business-to-business marketing is about meeting the needs of other businesses, though ultimately the demand for the products made by these businesses is likely to be driven by consumers in their homes.

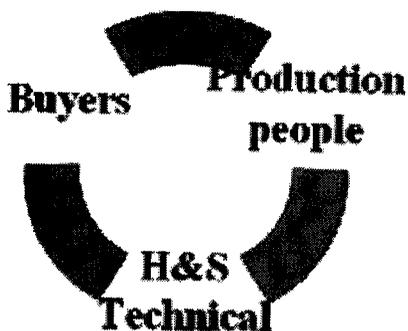
There are four key factors that make business-to-business markets special and different to consumer markets:

- The decision making unit is far more complex in business-to-business markets than in consumer markets

- Business-to-business products and their applications are more complex than consumer products
- Business-to-business marketers address a much smaller number of customers who are very much larger in their consumption of products than is the case in consumer markets
- Personal relationships are of critical importance in business-to-business markets.

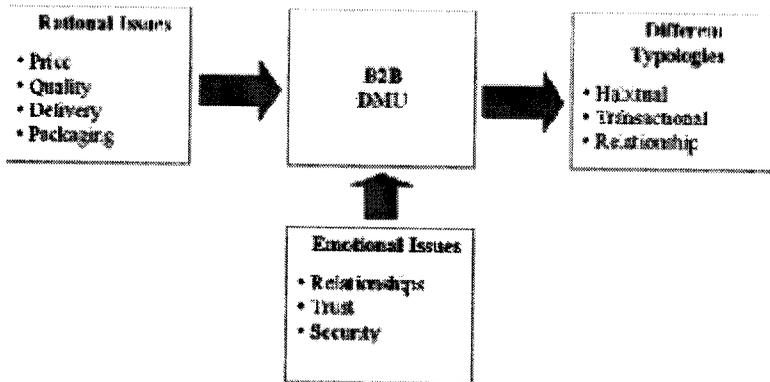
In this era it is evident that Suppliers are getting better and better in every way. Deliveries arrive fast and on time, prices are falling, products are more reliable - and yet customer satisfaction levels are stuck at scores of around 8 out of 10 for most companies. There are three good reasons for this. Firstly, business to business buyers (remember there is seldom just one person involved – usually a decision making unit) have all to agree in their decision to change their supplier. The second factor that ensures greater loyalty in business to business markets is the "relationship lock-in". Many of the products that are supplied to businesses involve personal contact with the supplier. The third factor that ensures relatively high levels of loyalty in business to business markets is inertia. An incumbent supplier to a business has a good chance of keeping that business because it is just too much trouble to change.

**FIGURE 1: A Typical Decision Making Unit in A B2B Environment**



Research shows that high levels of customer satisfaction and loyalty are driven by the softer issues that are easy to ignore in the so called "rational" buyer. People don't leave their emotions at home when they come to work!

**FIGURE 2: The Rational and Emotional Influences on the “Rational” Business Buyer**



Almost all business-to-business markets exhibit a customer distribution that confirms the Pareto Principle or 80:20 rule. A small number of customers dominate the sales ledger. Nor are we talking thousands and millions of customers. It is not unusual, even in the largest business-to-business companies, to have 100 or less customers that really make a difference to sales.

The distinguishing feature of business-to-business markets is the importance of the personal relationship. A small customer base that buys regularly from the business-to-business supplier is relatively easy to talk to. Sales and technical representatives visit the customers. People are on first name terms. Personal relationships and trust develops. It is not unusual for a business-to-business supplier to have customers that have been loyal and committed for many years. The consequences of this for marketing budgets are a relatively high spends on people (sales and technical support) and a more modest expenditure on other forms of promotion. Advertising budgets for business marketers are usually measured in thousands of euros and not millions.

Most important to the total customer experience is that companies must develop, implement and execute listening strategies and repeatable methodologies that engage customers. Whether it is through a survey or face-to-face meetings with customers, a company should explore methods to collect customers' opinions and needs. But customer feedback is only one piece of the puzzle. It's what a company does with that information that is essential. Being

responsive to feedback and putting the tools in place to acknowledge and address the needs of customers will not only strengthen the B2B relationship, but will prepare a company to improve its customer satisfaction ratings.

Another important element of the total customer experience is quality. Customers have the right to define what quality means to them. Customers have different definitions of quality, which might not be in line with a company's definition. A company may only think in terms of product quality – producing a top-of-the-line and best-in-the-industry product. Whereas a customer may define quality as how quickly a company responds to their dislikes about a Product and improves it to meet their needs.

Other customer quality definitions could involve effective distribution channels. For example, on-time deliveries work to guarantee meeting a customer's deadline for delivery each and every time. When deliveries occur on-time, customers are satisfied and trust they will have the same experience on their next order. When on-time deliveries are not met, costs are incurred throughout the entire supply chain. By identifying and responding to each customer's unique definition of quality, a company can better gauge and exceed their customers' expectations.

While listening to the customer and accurately defining quality from a customer perspective are the most important processes to understanding customer satisfaction, companies must also address the most critical portion of the process, which is action. Listening and definition without action for improvement are meaningless. Consistently delivering the best customer experience across the most important elements of satisfaction, as defined by the customer, is the most critical driver of satisfaction, which leads to loyalty.

## 1.2) REVIEW OF LITERATURE

A literature review discusses published information in a particular subject area, and sometimes information in a particular subject area within a certain time period. A literature review can be just a simple summary of the sources, but it usually has an organizational pattern and combines both summary and synthesis. A summary is a recap of the important information of the source, but a synthesis is a re-organization, or a reshuffling, of that information. It might give a new interpretation of old material or combine new with old interpretations. And depending on the situation, the literature review may evaluate the sources and advise the reader on the most pertinent and relevant.

**A literature review has a number of purposes .It enables to:**

- Define and limit the problem you are working on.
- Place the study in a historical perspective.
- Evaluate promising research methods.
- Relate your findings to previous knowledge and suggest further research.

*Chung-ju Liang, International Journal of Bank Marketing; 2007, Vol. 25 Issue 5* has said that "The purpose of the paper is to summarize existing evidence about the behavioral sequence of relationship marketing at the individual customer level, and also to offer a conceptual model of the impact of particular behaviors that signal whether customers remain with or defect from the company. SEM results indicate that retailers who undertake relationship efforts with loyal customers can positively affect these customers' attitudes and behavioral intentions. They support the contention that the aggregation of customer satisfaction from continuous exchange leads to trust between the two parties (retailers and customers). Practical implications - According to the research, managers should segment their customers into several groups effectively and use different marketing programs for customers of various characteristics, so as to get correct and efficient results."

*Festge and Schwaiger, Advances in International marketing, 2007 issue* has said that “Although customer satisfaction plays an important role in industrial markets due to their special characteristics, most researchers focus on consumer goods or services, leaving industrial goods fairly uncovered. In order to give manufacturers of industrial goods well-founded recommendations on how to reach a high level of satisfaction, the main drivers of customer satisfaction have to be revealed. The identification of these drivers is the primary goal of this study. The drivers' analysis using Partial-Least-Squares (PLS) reveals a lot of penalty-services, whereas only the quality of machines and the quality of quotations offer a significant chance on increasing customer satisfaction, therefore disagreeing with previous results.”

*Karen E. Klein, Business week online, 2007* has said that “A global benchmarking study we looked at showed a reduction in customer service satisfaction from 82% to 68% in the last year alone. Additional studies show that 68% of customers leave a business relationship because of a perceived attitude of indifference on the part of the company. It's not that the associates are actually indifferent--it's the perception that they are. So a customer may get what she needs from the company, but if it was delivered with indifference, that interaction still won't leave a positive impression. Similarly, 63% of consumers said the last time they stopped doing business with a company it was partly or wholly due to a poor customer service experience. Another very similar study showed that two out of three consumers said they'd stop buying from a company if they had just one bad customer service experience.”

*Paulssen and Birk, Industrial Marketing Management; Oct2007, Vol36* has said that "Even though the notion that high customer satisfaction leads to high repurchase rates is one of the fundamental assumptions of relationship marketing. Studies who investigated the satisfaction–retention link have shown that the relationship is weak and that customers repeatedly defect even though they state to be highly satisfied. We investigate the differential effect of the manufacturer on the satisfaction–retention link in a business-to-business setting. Results show, that the satisfaction–retention link is moderated by demographic characteristics of a decider in a buying center, characteristics of the purchasing company and the manufacturer. Moreover several effects of demographic and company characteristics are specific to the manufacturer. Implications of the results for relationship management and customer lifetime value are discussed."

*Bloemar and Dekkar, International Journal of Bank Marketing; 2007, Vol. 25* has said that "This paper seeks to investigate empirically two specific processes that relate personal values to satisfaction with services (the value percept disparity model and the (value) disconfirmation model). The results of the study best support the value disconfirmation model. Furthermore, the paper shows that in the research's setting of a financial service provider the external dimension of values is more instrumental in predicting satisfaction than the internal dimension. Practical implications - Employee values are clearly associated with customer satisfaction. In fact, irrespective of their own values, customers do not seem to appreciate it when employees have values that differ from their own "

*Sanjiv kataria, Dataquest Annual Customer Satisfaction Audit 2007* reveals: **A nation-wide annual Customer Satisfaction Audit** among 584 Chief Information Officers (CIOs) shows that the satisfaction level of CIOs with vendors in every IT category has gone down. The survey points to a lack of clarity in pricing, declining credit terms, irregularity in providing spare parts and in some cases even the expertise of the vendor service teams to solve problems are the common grudges CIOs have against vendors. In all the categories, product or service quality and after sales service or support emerged as the two most important derivatives of satisfaction.

*Paul Hague, Nick Hague and Matt Harrison of B2B International Ltd, 2007.* Has said that "Drawing on original USA research from customer satisfaction surveys **the American marketing specialist Jack Trout** makes the following points.

- More than 40 per cent of customers who claimed to be satisfied switched suppliers without looking back.
- Eighty nine per cent of people who owned cars from a certain manufacturer said they were very satisfied and 67 per cent said that they intended to purchase another car from that manufacturer.
- Fewer than 20 per cent actually did so. "

### 1.3) **STATEMENT OF THE PROBLEM:**

The researcher attempts to find the satisfaction level of the customers which is very important to the organization to formulate new strategies to retain its customers and to know its competitive strength.

### 1.4) **OBJECTIVE:**

To study the satisfaction among the customers of Salem steel plant

### **SECONDARY OBJECTIVES:**

- 1) To study the existing level of satisfaction among the customers of Salem steel plant.
- 2) To analyze the various measures adopted by Salem steel plant for customer satisfaction.
- 3) To study the gap between the expected and existing level of customer satisfaction.
- 4) To offer suggestions to the organization based on the findings of the study.

### 1.5) **SCOPE OF THE STUDY**

The present study makes an attempt and analysis the level of satisfaction among the customers of Salem Steel plant. The study identifies the important factors that influence the satisfaction of the Customers .Also the attitude of the Customers towards various general attributes were found with a view to identify the area which needs improvement. The study is based on 50 industries that located in the areas of Coimbatore. This study would help the management to understand the level of customer satisfaction and identify the areas of the satisfaction and dissatisfaction existing. This study will also help the management to reduce the customer related problems, increase rapport with them and develop the plan in such a way that their requirements are satisfied. The result of the study helps the management to know about their customers and the problem related to various aspects like delivery time, payment mode, etc.

## 1.6) RESEARCH METHODOLOGY

### A) Type of study-Exploratory

Exploratory research This study explores the level of customer satisfaction in terms of various factors like quality, delivery time, process time, price, payment mode... etc.,

### B) Sampling design

Convenient Sampling

### C) Method of data collection

#### Primary data:

Primary data was collected from the customers with the help of the questionnaires

#### Instruments used:

Questionnaires were used to collect data from the respondents and the data are analyzed using a statistical software package.

#### Secondary data:

Secondary data was collected from articles published in journals, websites and company handbooks

### D) Tools for analysis

- Percentage Analysis
- Correlation

## 1.7) LIMITATIONS

- The data collection was restricted to 50 respondents only.
- This study can be suitable to similar companies
- Every organization will be having their own factors and situations. The findings of the study could be taken only as guidelines and cannot be applied directly.

## **1.8) CHAPTER SCHEME**

### **Chapter 1: Introduction**

The first chapter deals with the background, objectives, scope of the study, methodology used in data collection, limitations of the study, and brief introduction of all the chapters.

### **Chapter 2: Organization Profile**

Organization profile includes details on the history of the organization, management and organization structure, product profile and market potential, competitive strength of the company and a brief description on various functional areas of the organization.

### **Chapter 3: Macro –Micro Economic Analysis**

Macro-Micro analysis deals with the prevailing scenario of the organization with respect to its respective industry and to perform the SWOT analysis of the company.

### **Chapter 4: Data Analysis and Interpretation**

The Chapter mainly deals with performing various ratio analysis related to working capital in order to analyze and compare the performance of the company & trend analysis.

### **Chapter 5: Conclusion**

Conclusion includes the results and the discussions put forth regarding the satisfaction level of the customers and the considered recommendations to improve the customer satisfaction.

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## **CHAPTER 2**

### **ORGANIZATIONAL PROFILE**

## **2) ORGANIZATIONAL PROFILE**

### **2.1) History of the Organization:**

After independence, successive governments placed great emphasis on the development of an Indian steel industry. In FY 1991, the six major plants, of which five were in the public sector, produced 10 million tons. The rest of India steel production, 4.7 million tons, came from 180 small plants, almost all of which were in the private sector. India's Steel production more than doubled during the 1980s but still did not meet demand in FY 1991, when 2.7 million tons were imported. In the mid-1990s, the government is seeking private-sector investment in new steel plants. Production is projected to increase substantially as the result of plans to set up a 1 million ton steel plant and three pig-iron plants totaling 600,000 tons capacity in West Bengal, with Chinese technical assistance and financial investment.

**Steel authority of India limited (SAIL);** India's largest corporate entity with its five integrated steel plants, three special steel plants and a ferrow alloy plant forms the back bone of Indian steel industry. From ordinary safety pin to sophisticated industrial application, SAIL is the ultimate for steel. With over 50 products, 1000 qualities and 5000 dimensions SAIL caters to the stringent and diversified requirements of its wide clientele spread all over the world. Salem steel plant a special steel unit of SAIL is a world class producer stainless steel in India and its customer base spans over 37 countries worldwide. Quality occupies the summit of Salem steel's priority. The entire plant is certified to ISO 9002 quality assurance system.

### **2.2) MANAGEMENT:**

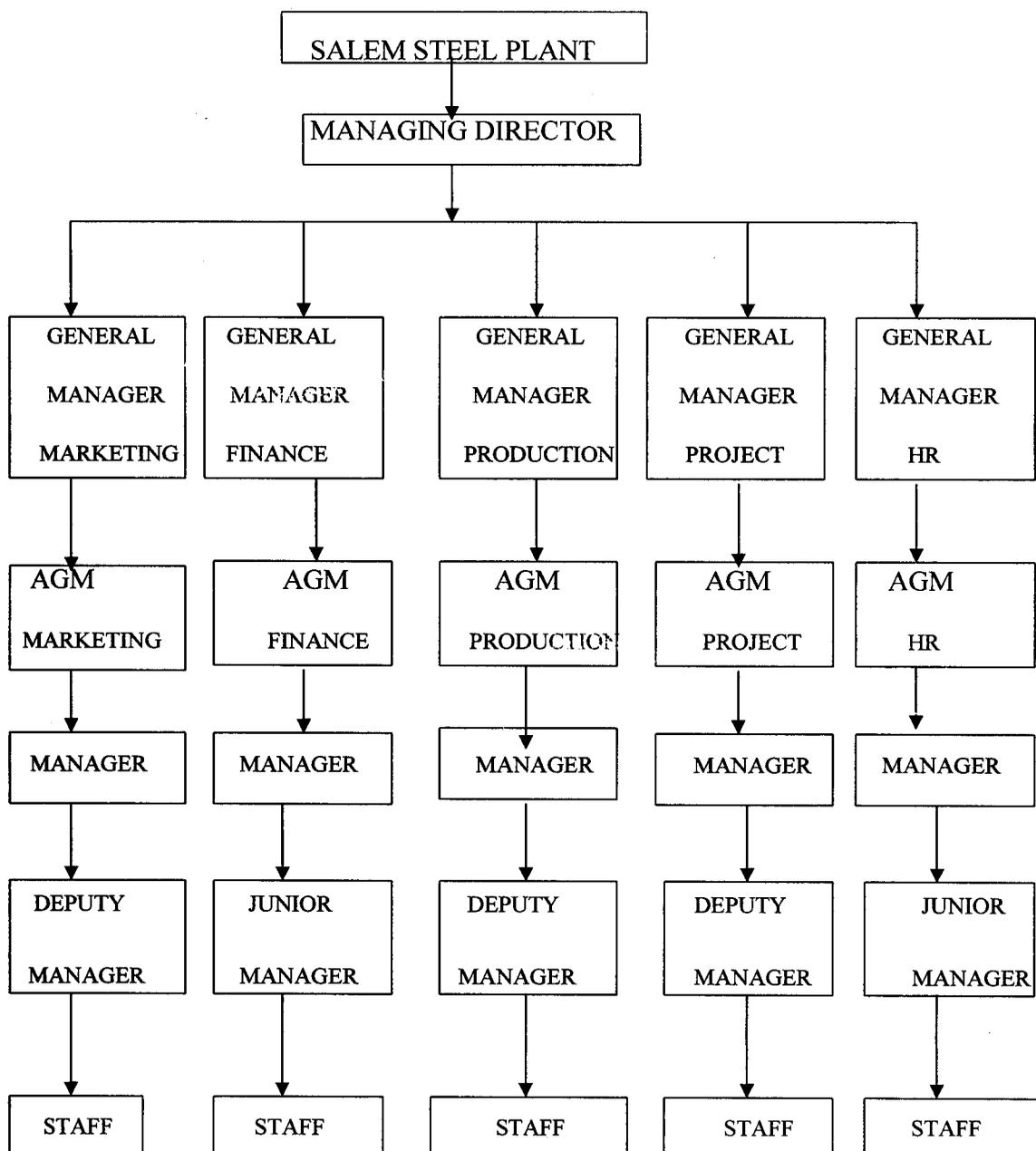
#### **Ownership and Management**

The Government of India owns about 86% of SAIL's equity and retains voting control of the Company. However, SAIL, by virtue of its 'Navratna' status, enjoys significant operational and financial autonomy.

**TABLE 1: BOARD AND ORGANISATION**

<b>S.NO</b>	<b>NAME OF THE DIRECTORS</b>	<b>CATEGORY</b>
1.	Shri S.K. Roongta	Chairman, SAIL
2.	Shri K.K. Khanna	Director(Technical),SAIL
3.	Shri Arun Kumar Rath	Special secretary & finance advisor to the government of India
4.	Shri Nilotpal Roy	Managing director, IISCO
5.	Shri G. Elias	Joint secretary to the government of India
6.	Shri V. Shyamsundar	Managing director, Durgapur steel plant
7.	Shri B.N. Singh	Managing Director, Rourkela Steel Plant,
8.	Shri V.K. Srivastava	Managing Director, Bokaro Steel Plant
9.	Shri G. Ojha	Director (Personnel),SAIL
10.	Shri R. Ramaraju	Managing Director Bhilai Steel Plant,
11.	Prof. Javaid Akhtar	Dean, Faculty of Management
12.	Dr. Vinayshil Gautam	Professor
13.	Shri S. Bhattacharya	Director (Finance),SAIL
14.	Shri Shoeb Ahmed	Director (Commercial),SAIL

### 2.3) ORGANISATION CHART OF SALEM STEEL PLANT:



## **2.4) MAIN PRODUCTS:**

Flat products: plates, HR coils & sheets, CR sheets, TMBP Coils, Galvanized sheets, Electrolytic tin plates, CRNO electrical sheets.,

Long products: Rounds, TMT bars, ribbed twisted bars, Angles Channels, Beams Joists, and Wire Rod.

Railway materials: High conductivity rails and crane rails, long / heavy rails, light rails, crossing sleeper bars, Wheels and Axles, Wheel sets.

Semis: Blooms Billets and Slabs.

Pig Iron: All grades.

Spl sections: MS Arch sections, Z piling , Z bar, Bulb Bars.

## **MARKETING POTENTIAL:**

Stainless steel is used in both conventional and non conventional Areas like in atomic power stations, dairy and food processing, chemical and fertilizer, heavy engineering, railways, automobile, bulk solid handling, power etc.,

It also supplies Kitchen & Tableware and door frames in bulk to corporate, LPG tanks for automobiles, stainless steel ceiling fans, exhaust fans, corrugated heats, water tanks...

SSP's marketing offices are located all over India like in Chennai, Bangalore , Calcutta, Mumbai , pune, Baroda, Ahmadabad , lucnow , calcutta,chandigarh...Recently SAIL approved for expansion of SSP at cost of 1,553 crore.

## **2.5) COMPETITIVE STRENGTH OF THE COMPANY:**

The plant has installed a production capacity of 70,000 tonnes of cold rolled stainless steel coils and sheets and 1,86,000 tonnes of hot rolled stainless and carbon steel flat products. Stainless steel blanking facility has also been installed to produce coin blanks and circles of various dimensions.

Highly advanced facilities and technical expertise of the operating personnel, enables Salem steel plant to meet the stringent requirements of export markets .Salem steel is exported to countries like Australia, Japan, Spain, UK, Italy, china, Malaysia, Switzerland, Denmark and Germany.

Entire system is computerized to minimize errors and eliminate delays. It was commissioned in the year 1981.Premiere producer of international quality stainless steel in India. Total number of employees: 1500. It is a well known manufacturer of boiler quality steel. It is also supplying LPG grade IS 6240 steel in sheet form.

It is certified for the ISO: 9001:2000 Quality Assurance and the ISO: 140001 Environmental Management Systems.SSP supplies the denominations of coinage of Re 1, 50 paise .etc., to the government mint in noida, Mumbai, Kolkata and Hyderabad.

## **2.6) SAIL INTO FUTURE:**

**SAIL'S GROWTH PLAN 2010:** Much has happened ever since SAIL's Corporate Plan was announced in 2004. Investment plans for the three specialty steel plants have been firmed up. Company has grown in size with the amalgamation of IISCO (now renamed as IISCO Steel Plant). Production targets have been revised from 19 million tonnes (MT) of steel to about 24 MT. Estimated investment has increased from Rs 25,000 crore to around Rs 40,000 crore. And the time period has been squeezed by two years, bringing the targeted year of completion of major projects from 2012 to 2010.

### **MISSION:**

Sustained growth through internal generation of resource is the hallmark of corporate mission of SAIL.

### **VISION:**

To be the market leader and prosper in business through satisfaction of customer needs by continued improvement in quality, cost and delivery of products and services.

**QUALITY POLICY:**

Salem steel plant is committed to build and sustain itself as an organization, which is customer oriented and innovative, where quality is the hallmark of every activity. SSP assures quality of their products by keeping the requirements of the customers as a main consideration and by perfecting the systems and procedures followed through involvement of their employees. SSP also develops spirit of partnership with their suppliers for enhancement of business and quality objectives. SSP continuously upgrades the knowledge and skills of its workers to maximize the efficiency of its operations and improving the quality of its products. It has got ISO 9002 certification for the whole plant from RWTUV Germany.

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## **CHAPTER 3**

### **MACRO-MICRO ANALYSIS**

### 3) MACRO-MICRO ANALYSIS

#### 3.1: World Steel Industry:

Steel, the recycled material is one of the top products in the manufacturing sector of the world. The Asian countries have their respective dominance in the production of the steel all over the world. India being one among the fastest growing economies of the world has been considered as one of the potential global steel hub internationally. Over the years, particularly after the adoption of the liberalization policies all over the world, the **World steel industry** is growing very fast.

#### **World steel industry and Crude Steel Production**

The following table gives a clear picture upon the major crude steel producers in the world as of the year 2004.

TABLE 2:

Country	Crude Steel Production (mtpa)
<u>China</u>	272.5
<u>Japan</u>	112.7
<u>United State</u>	98.9
<u>Russia</u>	65.6
<u>South Korea</u>	47.5
F.R.Germany	46.4
Ukraine	38.7
<u>Brazil</u>	32.9
<u>India</u>	32.6
<u>Italy</u>	28.4

In the year 2004, the global steel production has made a record level by crossing the 1000 million tones. Among the top producers in the steel production, China ranked 1 in the world. Production of steel in the 25 European Union countries was at 16.3 mmt in January 2005. Production in Italy increased by 11.5 per cent in comparison to the same month in 2004. Italy produced 2.5 mmt of crude steel in January 2005. Austria produced 646,000 metric tones.

In Russia it increased by 4.0 per cent to reach at 5.5 mmt in January. In case of the North America region particularly in Mexico it was 1.5 mmt of crude steel in January 2005, up by 8.0 per cent compared to the same month in 2004. Production in the United States was 8.3 mmt. Brazil had produced 2.6 mmt of crude steel in January 2005. In South America region it was 3.7 mmt for January 2005. According to rating made by the "World Steel Dynamics", Indian HR Products are categorized in the Tier II category quality of products. Both EU and Japan have ranked the top. USA and South Korea comes as like India.

### **3.2: India Steel Industry**

After independence, successive governments placed great emphasis on the development of an Indian steel industry. In FY 1991, the six major plants, of which five were in the public sector, produced 10 million tons. The rest of India steel production, 4.7 million tons, came from 180 small plants, almost all of which were in the private sector. India's Steel production more than doubled during the 1980s but still did not meet demand in FY 1991, when 2.7 million tons were imported. In the mid-1990s, the government is seeking private-sector investment in new steel plants. Production is projected to increase substantially as the result of plans to set up a 1 million ton steel plant and three pig-iron plants totaling 600,000 tons capacity in West Bengal, with Chinese technical assistance and financial investment.

The **steel industry**, in general, is on the upswing, due to strong growth in demand propelled particularly by the demand for steel in China. The world scenario coupled with strong domestic demand has benefited the Indian **steel Industry** During April-December 2004- 05, production of finished steel recorded a growth of 4 percent over the corresponding period of the previous year to reach 28.3 million tonnes. This growth rate, however, was lower than the growth rate in the preceding two years. Consumption of finished steel grew by 5.9 percent and increased to 24.9 million tonnes, during the same period.

The faster growth of domestic consumption relative to production was reflected in a decline in exports of finished steel (2.6 million tonnes) by 18.2 percent compared to the corresponding period of previous year. Production of pig iron is falling due to the integration of the steel making process with the production of pig iron being consumed as a raw material in the process

World steel prices rose from December 2001 onwards. The price increase of hot-rolled (HR) coils, during January 2002 to December 2004 was from US\$ 140 - 175 per tonne to about US\$ 550 - 600 per tonne. The prices of steel melting scrap rose from a low of US\$ 93 - 94 per tonne to US\$ 275 - 285 per tonne. As part of building up infrastructure, India has started a tremendous programme of highway construction across the country. As a result, domestic steel demand has risen. The increased production of steel has in turn led to rise in prices of raw materials like scrap, coking coal and metallurgical coke. The wholesale price index (WPI) for iron and steel has increased by 35 percent to 202.1 in 2003-04, and further to 237.8 in the current year up to December 31, 2004.

### **3.3: STEPS TAKEN TO BOOST STEEL INDUSTRY**

In budget 2004-05, the customs duty on nonalloy steel was reduced from 15 % to 10 per cent and on alloy steel from 20 per cent to 15 per cent. In August 2004, the customs duty on non-alloy steel was further reduced from 10 per cent to 5 per cent; on melting scrap from 5 per cent to 'zero' and on ships for breaking from 15 per cent to 5 per cent.

Further, customs duty on several raw materials used by the steel sector like noncoking coal, metcoke and nickel has been reduced to 5 per cent and on coking coal to 'zero'. To bring down the prices of steel, the excise duty on steel products was reduced from 16 per cent to 8 per cent with effect from February 28, 2004 with a caveat that the duty regime will be reviewed. Budget 2004-05 revised this partially by increasing the duty from 8 per cent to 12 per cent, as the intended impact of duty cut on moderating prices was not achieved.

**Major producers** : Also known as Integrated Steel Producers (ISPs), this group includes large steel producers with high levels of backward integration and capacities of over 1 MT. Steel Authority of India Limited (SAIL), Tata Steel, Rashtriya Ispat Nigam Limited (RINL), Jindal Vijayanagar Steel Limited (JVSL), Essar Steel and Ispat Industries form this group.

SAIL, TISCO and RINL produce steel using the blast furnace/basic oxygen furnace (BF/BOF) route that uses iron ore, coal/coke as the basic input mix for producing finished steel. Other major producers such as Essar Steel, Ispat Industries and JVSL use routes other than BF/BOF for producing steel. . While Essar Steel and Ispat Industries employ Electric Arc

Furnace (EAF) route that uses sponge iron, melting scrap or a mix of both as input, JVSL uses COREX, a revolutionary technology for making steel using basically iron-ore and coal.

#### **3.4: WHAT IS FURTHER NEEDED**

While the increase in the domestic prices of steel because of an increase in international demand cannot be avoided, attention needs to be paid to the problem of adequate and reliable supply of coal to the steel industry. Efforts are required for securing assured linkages of coking coal from overseas sources. Furthermore, cross-border investment in captive coal mines, especially for coking coal, in major source countries as well as investment for developing coal mines in India needs to be encouraged. Further, the movement of raw materials and finished steel would need good rail and road network as well as substantial improvement in port handling, storage and haulage facilities.

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## **CHAPTER 4**

# **DATA ANALYSIS & INTERPRETATION**

#### 4) DATA ANALYSIS & INTERPRETATION

This chapter deals with analysis and interpretation of data collected through questionnaire.

##### 4.1: PERCENTAGE ANALYSIS:

**TABLE 4.1.1:**

This table shows whether the customers are going only for Salem steel plant or they have any other suppliers.

##### completely rely upon SSP

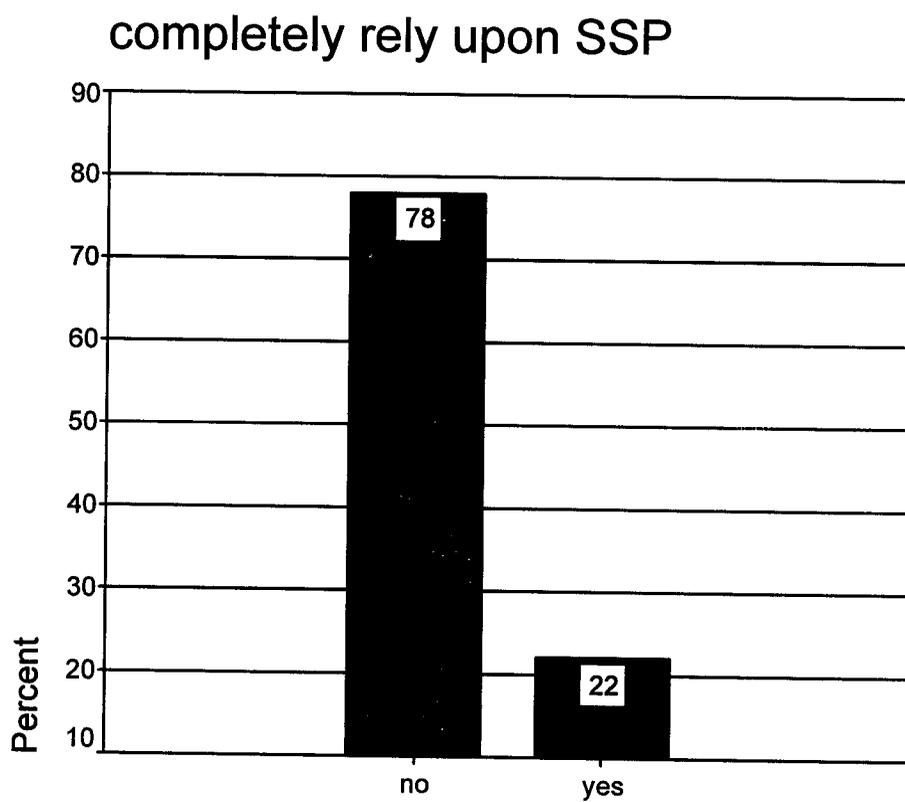
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid    yes	11	21.2	22.0	22.0
no	39	75.0	78.0	100.0
Total	50	96.2	100.0	
Missing   System	2	3.8		
Total	52	100.0		

##### INTERPRETATION:

It is shown that 78% of the customers do not rely only upon Salem steel plant (i.e.) they have other sources of supply. This shows there is a stiff competition and customers often switching to other sources (i.e.,) there is less or no customer loyalty among the customers or some factors are influencing the customers to go for other suppliers.

**CHART 4.1.1:**

This chart shows whether the customers are going only for Salem steel plant or they have any other suppliers.



completely rely upon SSP

**TABLE 4.1.2:****SATISFACTION OF QUALITY AMONG THE CUSTOMERS****quality**

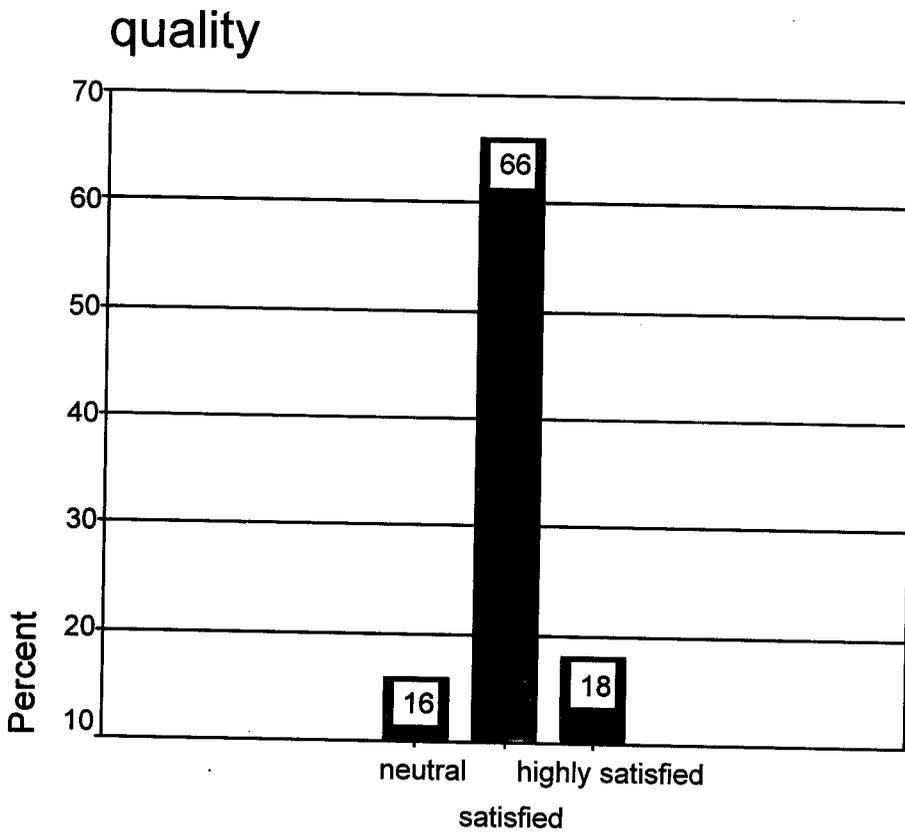
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	neutral	8	15.4	16.0	16.0
	satisfied	33	63.5	66.0	82.0
	highly satisfied	9	17.3	18.0	100.0
	Total	50	96.2	100.0	
Missing	System	2	3.8		
Total		52	100.0		

**INTERPRETATION:**

The above figure shows that 66% of customers are satisfied with quality and 18% of customers are highly satisfied. Totally 80.8% of the customers are satisfied about the quality of the products if Salem steel plant. The other 15.4% also replied as neutral not dissatisfied. So overall there are no complaints regarding the quality of the products. This shows that customers are completely satisfied about the quality of the Salem steel plant products.

**CHART 4.1.2:**

**SATISFACTION OF QUALITY AMONG THE CUSTOMERS**



quality

**TABLE 4.1.3:****SATISFACTION AMONG CUSTOMERS ABOUT THE PRICE OF THE PRODUCTS****price**

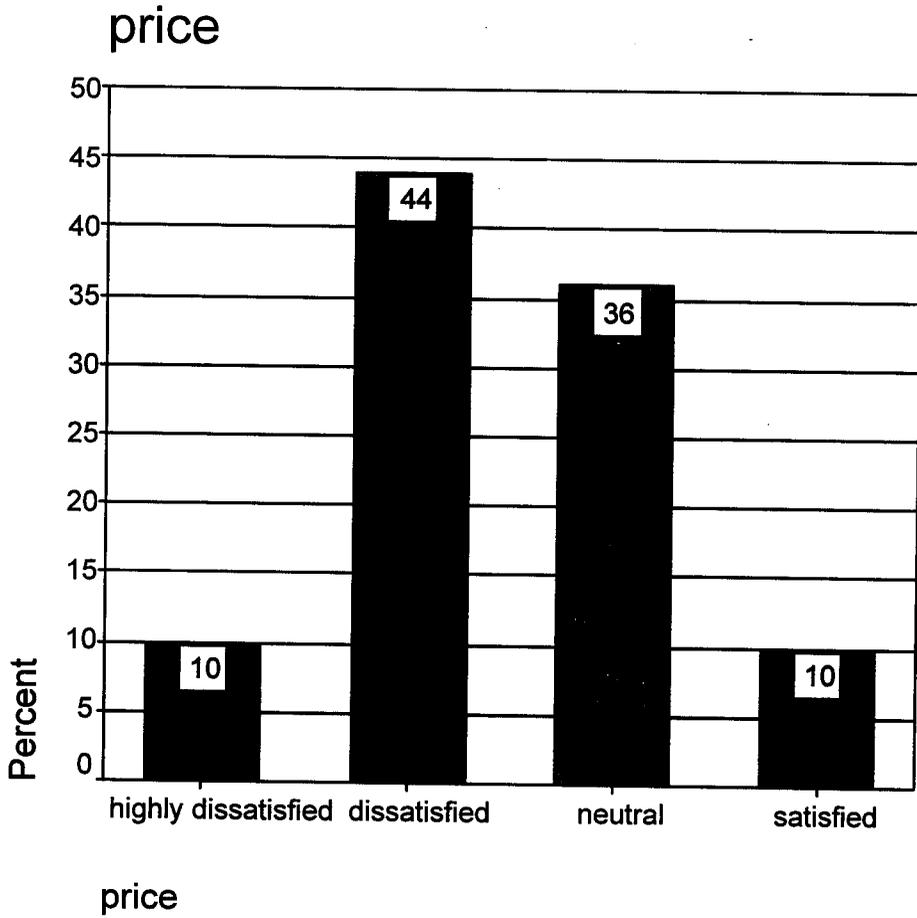
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	highly dissatisfied	5	9.6	10.0	10.0
	dissatisfied	22	42.3	44.0	54.0
	neutral	18	34.6	36.0	90.0
	satisfied	5	9.6	10.0	100.0
	Total	50	96.2	100.0	
Missing	System	2	3.8		
Total		52	100.0		

**INTERPRETATION:**

The above figure shows that 52% of the customers are dissatisfied about the price of the product. 34.6% of the customers have opted for neutral and only 10% of the customer have felt that the prices are satisfactory. No one has said that the prices are highly satisfactory. This shows that the customers feel that the prices of the Salem steel plant products are very high.

**CHART 4.1.3:**

**SATISFACTION AMONG CUSTOMERS ABOUT THE PRICE OF THE PRODUCTS**



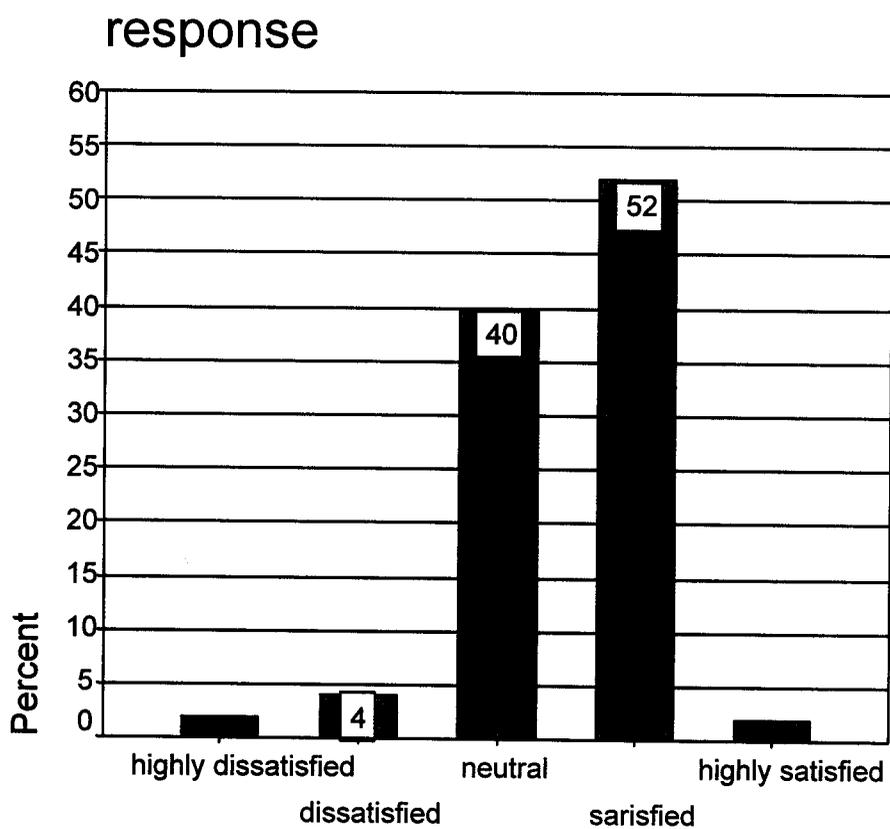
**TABLE 4.1.4:****SATISFACTION AMONG CUSTOMERS ABOUT THE RESPONSE FROM SALEM STEEL PLANT PERSONNEL****response**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	highly dissatisfied	1	1.9	2.0	2.0
	dissatisfied	2	3.8	4.0	6.0
	neutral	20	38.5	40.0	46.0
	satisfied	26	50.0	52.0	98.0
	highly satisfied	1	1.9	2.0	100.0
	Total	50	96.2	100.0	
Missing	System	2	3.8		
Total		52	100.0		

**INTERPRETATION:**

The figure shows that the 52% of the customers are satisfied with the response given by the personnel in the Salem steel plant. Only 6% have said that they are not satisfied about the kind of response given by Salem steel plant. 38.5% have opted for neutral. Most of the customers are satisfied about the response given by the personnel of Salem steel plant (i.e.,) customers are well treated by the personnel of Salem steel plant.

CHART 4.1.4:

SATISFACTION AMONG CUSTOMERS ABOUT THE RESPONSE FROM SALEM  
STEEL PLANT PERSONNEL

response

**TABLE 4.1.5:****SATISFACTION AMONG CUSTOMERS ABOUT THE ORDER PROCESSING TIME TAKEN BY THE SALEM STEEL PLANT****order processing time**

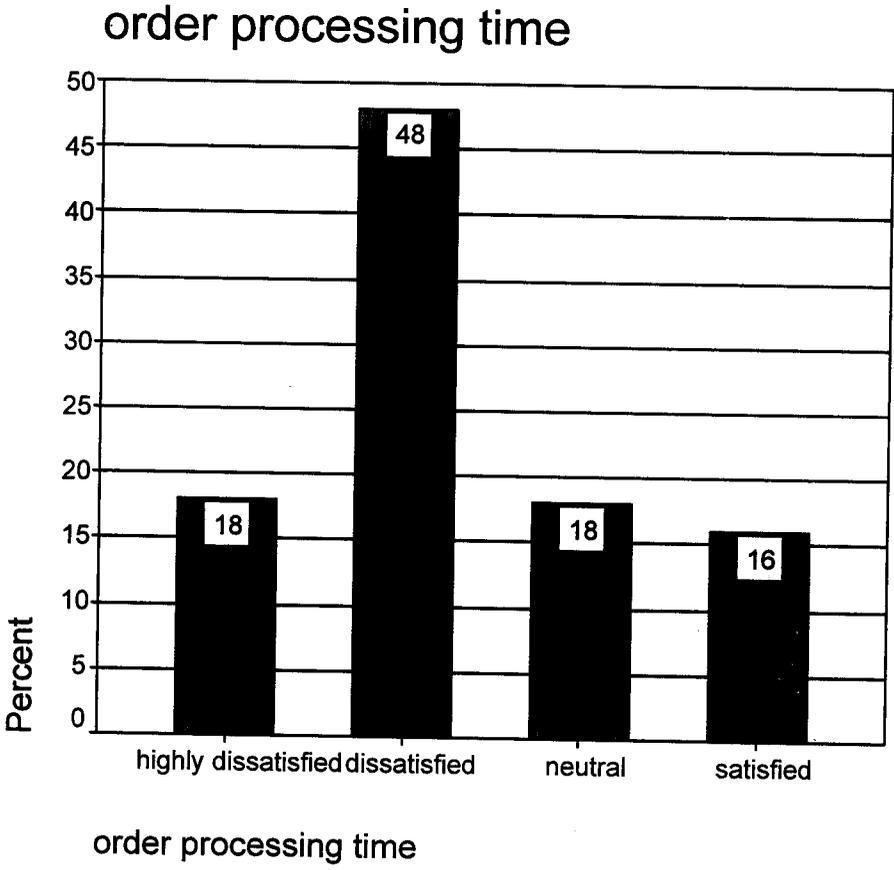
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	highly dissatisfied	9	17.3	18.0	18.0
	dissatisfied	24	46.2	48.0	66.0
	neutral	9	17.3	18.0	84.0
	satisfied	8	15.4	16.0	100.0
	Total	50	96.2	100.0	
Missing	System	2	3.8		
Total		52	100.0		

**INTERPRETATION:**

The above figure shows that 63.5% of the customers are dissatisfied about the order processing time taken in Salem steel plant. Only 16% have said they are satisfied and 17.3% have opted for neutral. This shows that customers feel that the order processing time taken by the Salem steel plant is very high.

**CHART 4.1.5:**

**SATISFACTION AMONG CUSTOMERS ABOUT THE ORDER PROCESSING TIME TAKEN BY THE SALEM STEEL PLANT**



**TABLE 4.1.6:****SATISFACTION AMONG CUSTOMERS ABOUT THE CURRENT PAYMENT MODE FOLLOWED IN SALEM STEEL PLANT****current payment mode**

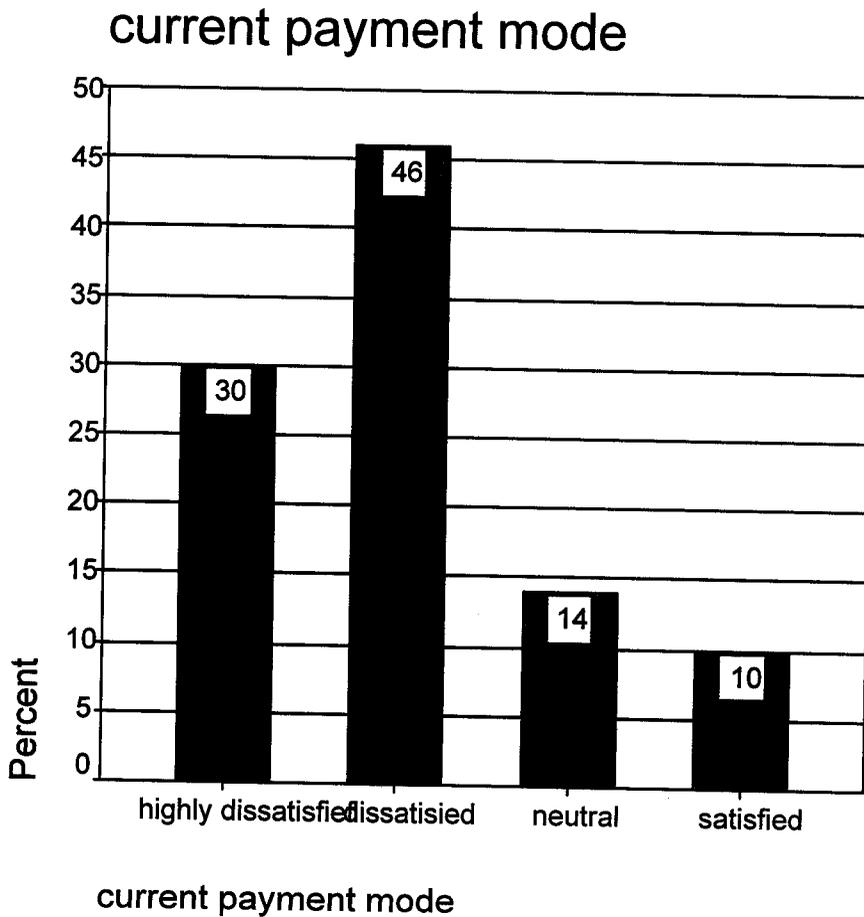
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	highly dissatisfief	15	28.8	30.0	30.0
	dissatisied	23	44.2	46.0	76.0
	neutral	7	13.5	14.0	90.0
	satisfied	5	9.6	10.0	100.0
	Total	50	96.2	100.0	
Missing	System	2	3.8		
Total		52	100.0		

**INTERPRETATION:**

73% of the customers are not satisfied with the current payment mode. The current system is that after the confirmation of order the companies have to pay the money in the form of cash/ DD/ cheque and then only the delivery of the goods will be finalized by the steel plant authorities. Only 14% of the customers are satisfied about the current payment mode and 13% have opted for neutral. This shows that the current payment mode is not well –preferred by the customers.

**CHART 4.1.6:**

**SATISFACTION AMONG CUSTOMERS ABOUT THE CURRENT PAYMENT MODE FOLLOWED IN SALEM STEEL PLANT**



**TABLE 4.1.7:****REACTION OF CUSTOMERS TO QUALITY COMPLAINTS.****reaction to complaints**

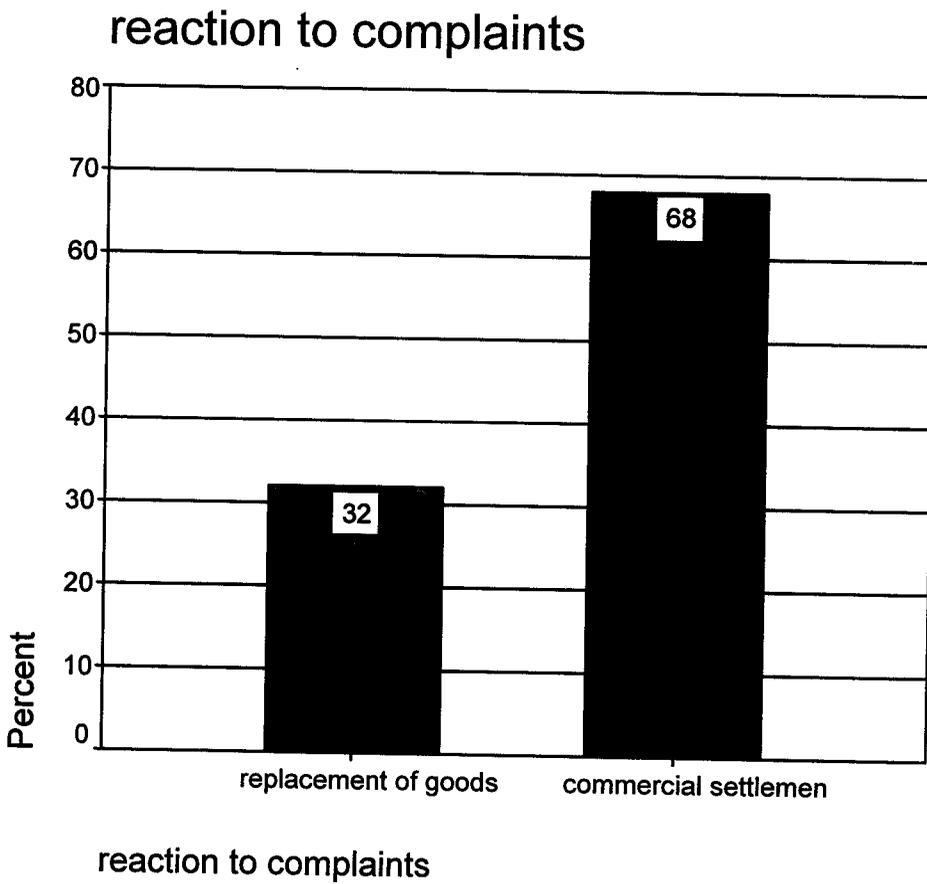
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	replacement of good	16	30.8	32.0	32.0
	commercial settleme	34	65.4	68.0	100.0
	Total	50	96.2	100.0	
Missing	System	2	3.8		
Total		52	100.0		

**INTERPRETATION:**

68% of the customers want to go for a commercial settlement like reduction in cost in case of quality complaints and 32% of the customers want to go for replacement of goods. No one wants to cancel the order completely for any quality complaints in the goods. This shows that even if there is quality complaints the customers are not interested in cancelling the order rather they want to go for commercial settlement (i.e.,) reduction in price.

**CHART 4.1.7:**

**REACTION OF CUSTOMERS TO QUALITY COMPLAINTS.**



**TABLE 4.1.8:**

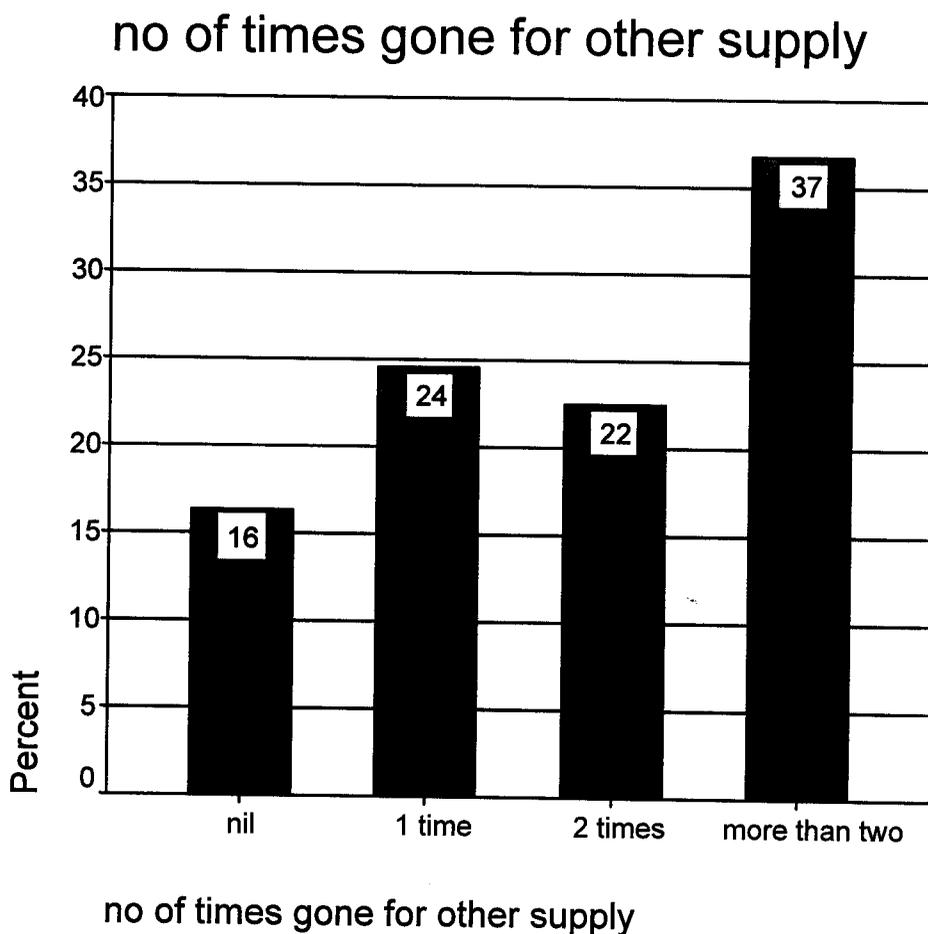
**NUMBER OF TIMES THE CUSTOMERS HAVE GONE FOR OTHER SOURCES (FOR PAST ONE YEAR)**

**no of times gone for other supply**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	nil	8	15.4	16.3	16.3
	1 time	12	23.1	24.5	40.8
	2 times	11	21.2	22.4	63.3
	more than two	18	34.6	36.7	100.0
	Total	49	94.2	100.0	
Missing	System	3	5.8		
Total		52	100.0		

**INTERPRETTION:**

**35%** of the customers have gone for other sources of supply for more than two orders in the past one year. **22%** of the customers have gone for other suppliers for two times in a year and **24%** have gone for one time and only **15 %** have not gone for any other suppliers. This **15%** includes companies which place only one order in a year. This shows that the most of the customers have gone for other sources.

**CHART 4.1.8:****NUMBER OF TIMES THE CUSTOMERS HAVE GONE FOR OTHER SOURCES (FOR PAST ONE YEAR)**

**TABLE 4.1.9:**  
**REASONS FOR THE CUSTOMERS TO SWITCH FOR OTHER SOURCES**

**reasons for switching to other sources**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	low price	8	15.4	16.0	16.0
	high quality	2	3.8	4.0	20.0
	fast processing	15	28.8	30.0	50.0
	convenient payment terms	18	34.6	36.0	86.0
	less lead time	7	13.5	14.0	100.0
	Total	50	96.2	100.0	
Missing	System	2	3.8		
Total		52	100.0		

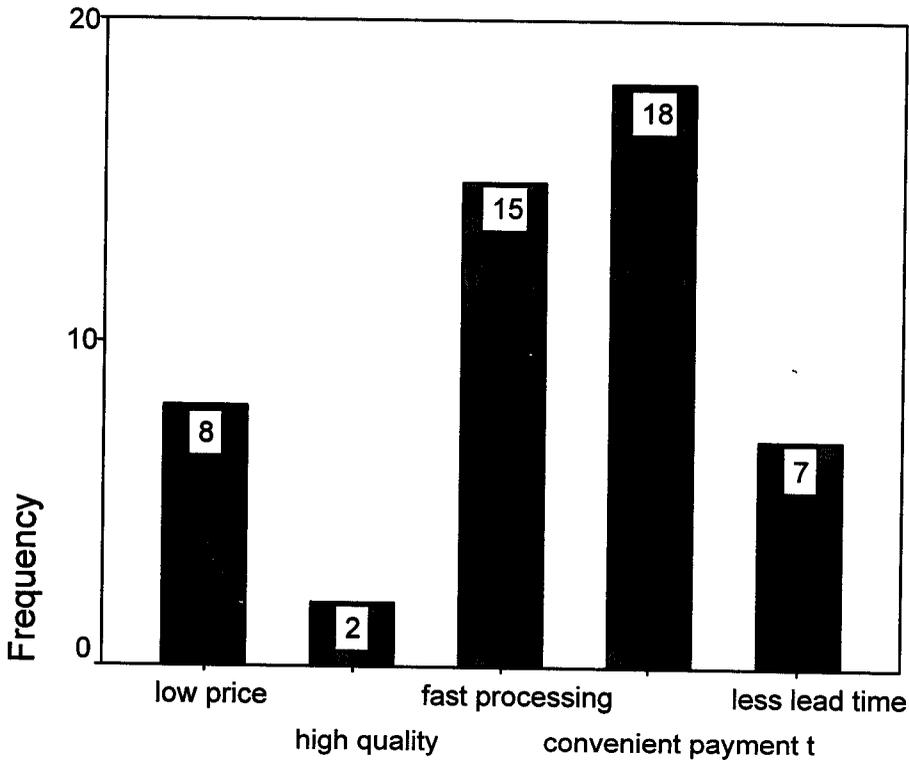
**INTERPRETATION:**

**18%** of the customers have opted for other suppliers because of convenient payment terms and 15% for fast processing and 7% for less lead time and 8% for low price. This shows that competitors are winning only through easy payment mode, fast processing time and lead time.

CHART 4.1.9:

REASONS FOR THE CUSTOMERS TO SWITCH FOR OTHER SOURCES

reasons for switching to other source



reasons for switching to other sources

**4.2: CORRELATION:****4.2.1) PRICE VS SATISFACTION OF QUALITY****TABLE 4.2.1.:****Correlations**

		quality	price
quality	Pearson Correlation	1	-.062
	Sig. (2-tailed)	.	.668
	N	50	50
price	Pearson Correlation	-.062	1
	Sig. (2-tailed)	.668	.
	N	50	50

**INTERPRETATION:**

There is a negative correlation -0.62 exist between quality and price for the sample of 50. This shows that the customers are not satisfied about the price of products offered by Salem steel plant. But increase in price will not affect the quality satisfaction level of the customers.

**4.2.2) ASSOCIATION VS RESPONSE****TABLE 4.2.2:****Correlations**

		association	response
association	Pearson Correlation	1	.055
	Sig. (2-tailed)	.	.704
	N	50	50
response	Pearson Correlation	.055	1
	Sig. (2-tailed)	.704	.
	N	50	50

**INTERPRETATION:**

There is a positive correlation 0.055 between the no of years the company is associated with Salem steel plant and the response of the personnel. This shows that as the association increases the customer feels that the response rate also increases.

### 4.2.3) QUALITY VS RESPONSE

**TABLE 4.2.3:**

#### Correlations

		response	quality
response	Pearson Correlation	1	.026
	Sig. (2-tailed)	.	.860
	N	50	50
quality	Pearson Correlation	.026	1
	Sig. (2-tailed)	.860	.
	N	50	50

#### INTERPRETATION:

There is a positive correlation 0.026 between quality and response. This shows that the increase in response rate of personnel towards customers will also increase the quality satisfaction level of the customers.

### 4.2.4) TECHNICAL SUPPORT AND PRODUCT DEVELOPMENT TIPS

**TABLE 4.2.4:**

#### Correlations

		Technical support	product development tips
Technical support	Pearson Correlation	1	.391**
	Sig. (2-tailed)	.	.005
	N	50	50
product development tips	Pearson Correlation	.391**	1
	Sig. (2-tailed)	.005	.
	N	50	50

\*\* . Correlation is significant at the 0.01 level (2-tailed).

#### INTERPRETATION:

There is a significant correlation 0.391 exists between technical support and product development tips. This shows that increase in product development tips will lead to increase in satisfaction level of technical support among the customers.

**4.2.5) QUALITY VS DELIVERY TIME****TABLE 4.2.5:****Correlations**

		quality	delivery time
quality	Pearson Correlation	1	.104
	Sig. (2-tailed)	.	.470
	N	50	50
delivery time	Pearson Correlation	.104	1
	Sig. (2-tailed)	.470	.
	N	50	50

**INTERPRETATION:**

There is a positive correlation 0.104 exists between quality and delivery time (i.e.) increase in satisfaction of delivery time (reduction in delivery time) will increase the quality satisfaction level of the customers.

**4.2.6) QUALITY VS NO OF TIE GONE FOR OTHER SUPPLIERS****TABLE 4.2.6:****quality \* no of times gone for other supply Crosstabulation**

Count

	no of times gone for other supply				Total
	nil	1 time	2 times	more than two	
quality neutral	3		2	3	8
satisfied	5	10	7	10	32
highly satisfied		2	2	5	9
Total	8	12	11	18	49

**INTERPRETATION:**

The above table shows that even if the customers are satisfied about the quality of the Salem steel plant product the no of times going for other suppliers is very high. This shows that the customers expect something more than quality factor and some factors prevent the customers from opting for sale steel plant again.

### 4.3) CHI-SQUARE TEST:

#### 4.3.1) QUALITY AND ORDER PROCESSING TIME.

TABLE 4.3.1:

#### quality \* order processing time Crosstabulation

Count		order processing time				Total
		highly dissatisfied	dissatisfied	neutral	satisfied	
quality	neutral	1	5	2		8
	satisfied	7	16	6	4	33
	highly satisfied	1	3	1	4	9
Total		9	24	9	8	50

TABLE 4.3.2

#### Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	7.913 <sup>a</sup>	6	.245
Likelihood Ratio	7.800	6	.253
Linear-by-Linear Association	2.869	1	.090
N of Valid Cases	50		

- a. 8 cells (66.7%) have expected count less than 5. The minimum expected count is 1.28.

Null hypothesis:

There is no significant relationship between the quality and order processing time.

The chi-square measures test the hypothesis that the row and column variables in a cross-tabulation are independent. Values ( $>.05$ ) indicate that the observed distribution conforms to the hypothesized distribution. This shows that there is a significant relationship between the variables quality and order processing time. So we reject the null hypothesis.

---

## **CHAPTER 5**

### **CONCLUSIONS AND RECOMMENDATIONS**

## **5) CONCLUSIONS AND RECOMMENDATIONS**

### **5.1) FINDINGS:**

The customers are satisfied about the quality of the products of Salem steel plant. There were no quality complaints from the customers. The customers are not satisfied about the lead time and the processing time taken by the Salem steel plant. The quality factor of consumer not only includes the quality of material but also the lead time, technical support and delivery time.

The customers are not satisfied by the price of the product. Also there is no strong correlation between the quality and other related factors. This shows that the current lead time, delivery time... have to be worked out by the organization to satisfy the customers.

The customers are not satisfied with the current payment mode. And current payment mode is not related with quality of the product (i.e.) the increase in price do not affect the quality factor in the minds of the customer.

There is a stiff competition in the market and competitors are winning not by their quality but through low price and quick deliveries and mainly convenient payment terms. Customers go for other suppliers even if they are satisfied with the quality of the sale steel plant products.

The customers are mainly going for other suppliers because of less processing time and low price. The customers want to only make a commercial settlement in case of quality complaints. They do not want to cancel the order at any case. And only a few percent are demanding for replacement of goods.

The customers, even if they are satisfied with the quality of the products supplied by the Salem steel plant, many of them are not continuously placing orders with Salem steel plant because of various reasons like convenient payment terms offered by competitors, more order processing time and lead time taken by Salem steel plant.

## **5.2) RECOMMENDATIONS:**

The company shall maintain the same level of quality as the customers are satisfied about it. The quality of the products of Salem steel plant products is very satisfactory for the customers.

The company has to find out ways to revise the current payment mode as it is inconvenient to many customers. Or the company can conduct meetings to consult with the customers to know their needs.

The organization has to conduct customer relationship programs to maintain good rapport with the customers. Even if the analysis shows that the customers are satisfied with the response rate of personnel in Salem steel plant, it has to be still improvised to reach customer retention.

The company has to find ways for reducing the price of the products to certain extent. The analysis shows that there is no relation between quality factor and price, but to retain customers reduction of price in some way has to be followed.

The company has to certainly reduce the lead time as many customers feel that it is taking much of the time. More order processing time will surely not lead to customer satisfaction which is the goal to obtain customer loyalty. Customer loyalty in case of B2B environment will lead to more profit and reputation.

The organization should take advantage of their superiority into quality and should convince their customers about the price. The industries, if they realize that this kind of quality is difficult to get with other suppliers with low rates, then they will only opt for Sale steel plant products.

### **5.3) CONCLUSION:**

The study shows that the customers are satisfied about the quality of products supplied by Salem steel plant. But due to more order processing time and lead time the customers are switching to other suppliers. Also the current payment mode followed in Salem steel plant is not a satisfactory one for the customers and they want it to be revised. The quality factor of the customers also includes the response rate of the personnel of Salem steel plant. So finally the company as to revise its policies and should concentrate more on customer retention. Customer retention will obviously lead to customer loyalty which is difficult to attain in a B2B environment. Hence the company has to put all its efforts to increase the level of customer satisfaction. Customer's needs and expectations are moving targets and vendors should be able to identify and analyze such needs, respond with solutions better than the competition.



QUESTIONNAIRE:

STUDY ON CUSTOMER SATISFACTION LEVEL WIT REFERENCE TO STEEL PLANT:

- 1) Name of the company : \_\_\_\_\_
- 2) Address of the company : \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_
- 3) Name of the respondent : \_\_\_\_\_
- 4) Designation of the respondent : \_\_\_\_\_
- 5) In which year did you start the business? \_\_\_\_\_
- 6) When did you start doing business with SSP? \_\_\_\_\_
- 7) Before your experience with SSP who was your supplier?  
 \_\_\_\_\_

8) Do you completely rely only upon SSP for all your material needs?

- Yes                                       No

9) If No please specify your other suppliers : \_\_\_\_\_  
 \_\_\_\_\_

10) Your opinion on the factors of Salem steel plant products:

	Highly Satisfied	Satisfied	Neutral	Dissatisfied	Highly Dissatisfied
a. Quality	: <input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b. Price	: <input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c. Response	: <input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d. Rapport	: <input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e. Order processing time	: <input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
f. Lead time	: <input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
g. Technical support	: <input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
h. After sales service	: <input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

11) Your opinion on the following services rendered by Salem steel plant:

	Highly Satisfied	Satisfied	Neutral	Dissatisfied	Highly Dissatisfied
A Current payment mode	<input type="checkbox"/>				
a. Delivery time	<input type="checkbox"/>				
b. Current mode of delivery	<input type="checkbox"/>				
c. Product development tips	<input type="checkbox"/>				

12) Are you satisfied with all the material needs supplied by Salem steel plant?

Yes

No

13) What was/will be your reaction at the time of faulty service/late deliveries?

Replacement of goods

Cancel of order

Commercial settlement

14) For the past one year how many times have you gone for another supplier?

Nil

1 time

2 times

more than two

15) What are the reasons for you to go for another supplier?

Low price

High quality

Fast processing

Convenient payment terms

Less lead time

16) List out your of the suggestions for SSP

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