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**A STUDY ON MARKET POTENTIAL FOR RETREADING TYRES AMONG
LORRY SERVICES IN METTUPALAYAM WITH SPECIAL REFERENCE TO
SHIVA TRANSPORT, METTUPALAYAM**

A PROJECT REPORT

Submitted by

R. GAYATHRI

Reg. No. 0820400010

In partial fulfilment of the requirements
for the award of the degree

Of

MASTER OF BUSINESS ADMINISTRATION

AUGUST, 2009

KCT Business School

Department of Management Studies

Kumaraguru College of Technology

(An autonomous institution affiliated to Anna University, Coimbatore)

Coimbatore – 641 006

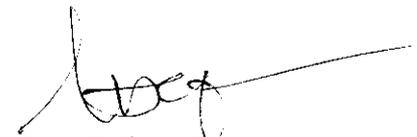


DEPARTMENT OF MANAGEMENT STUDIES
KUMARA GURU COLLEGE OF TECHNOLOGY (AUTONOMOUS)
COIMBATORE

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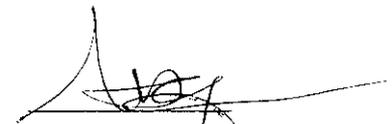
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Mr. V. Kaarthickheyan
Faculty Guide


Prof. Dr. S. V. Devanathan
Director

Evaluated and viva-voce conducted on ... 11.09.2009


11/9/09
Examiner I


Examiner II

CERTIFICATE



SHIVA TRANSPORT

(Transport Contractor & Fleet Operator)

H.O.: 192/200, Annur Road,
Mettupalayam - 641 301.
Phone : 04254 - 325667
Cell : 98422 - 23537

Prop. : V. Ravichandran

B.O.: 4/8, M.M.D.A. Colony
1st main road, Maduravoil,
Chennai - 600 095
Ph : 044 - 23782006

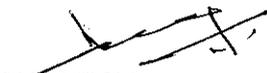
Date : 4/9/09

To Whomsoever It May Concern

This is to certify that **Ms.GAYATHRI** (RegnNo -0820400021) MBA student of **KCT BUSINESS SCHOOL** has successfully completed the project under the title "**A STUDY ON MARKET POTENTIAL FOR RETREADING TYRES AMONG LORRY SERVICES IN METTUPALAYAM**" with special reference to **SHIVA TRANSPORT** during the period of June 22.06.2009 to July 24.07. 2009.

Her commitment and dedication shown in completing the project is excellent. We wish her success in all her future endeavours.

For SHIVA Transport

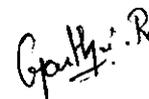

(V.RAVICHANDRAN)

DECLARATION



DECLARATION

I hereby declare that the dissertation entitled “A STUDY ON MARKET POTENTIAL FOR RETREADING TYRES AMONG LORRY SERVICES IN METTUPALAYAM WITH SPECIAL REFERENCE TO SHIVA TRANSPORT METTUPALAYAM” submitted for the Master of Business Administration degree is my original work and the dissertation has not formed the basis for the reward of any Degree, Associate ship, Fellowship or any other similar titles.



Signature of the candidate

(R.GAYATHRI)

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CONTENTS



TABLE OF CONTENTS

CHAPTER	DESCRIPTION	PAGE NO
	Title page	
	Bonafide Certificate	I
	Declaration	II
	Acknowledgement	III
	Table of Contents	IV
	List of tables	VI
	List of Charts	IX
	Executive summary	X
1	INTRODUCTION	1
	1.1 Introduction to the Study	1
	1.2 Background of the Study	2
	1.3 Review of Literature	2
	1.4 Objectives of the study	5
	1.5 Statement of the problem	5
	1.6 Scope of the study	5
	1.7 Limitations of the study	6
	1.8 Organization Profile	6
2	METHODOLOGY	7
	2.1 Type of study	7
	2.2 Sample design	7
	2.3 Method of data collection	7
	2.4 Tools for analysis	8
3	DATA ANALYSIS AND INTERPRETATION	9
4	CONCLUSION	55
	BIBLIOGRAPHY	56
	APPENDIX	57

LIST OF TABLES



LIST OF TABLES

TABLE NO	NAME OF THE TABLE	PAGE NO
3.1.1	Nature of Business	9
3.1.2	No of Lorries owned by the respondents	11
3.1.3	Brand of Lorries owned by the respondents	13
3.1.4	Types of Lorries Based on the Wheels	15
3.1.5	Kilometers that the respondents lorry run for a month	17
3.1.6	Which brand of tyre fitted for the first time in the lorry	19
3.1.7	Kilometers that original tyre run	21
3.1.8	Frequency of retreading tyre	23
3.1.9	Objective of retreading tyre	25
3.1.10	Kilometers that the retread tyre will run	27
3.1.11	Frequency of replacing the same brand of tyre	29
3.1.12	Preference of the next brand of tyre	31
3.1.13	Preference of retread provider	33
3.1.14	Frequency of credit facility	35
3.1.15	Frequency of warranty for the retread tyre	37
3.1.16	No of tyres retreading for a month	39
3.1.17	Frequency of Mode of delivery of retread tyres	41
3.1.18	Time period taken for delivery	43
3.1.19	Frequency of resale value for retread tyre	45
3.1.20	Frequency of cash discount for immediate payment	47
3.2.1	Factors that influence to go for retreading tyres	49

LIST OF EXHIBITS



LIST OF CHARTS

CHART NO	NAME OF THE CHART	PAGE NO
3.1.1	Nature of Business	10
3.1.2	No of Lorries owned by the respondents	12
3.1.3	Brand of Lorries owned by the respondents	14
3.1.4	Types of Lorries Based on the Wheels	16
3.1.5	Kilometers that the respondents lorry run for a month	18
3.1.6	Which brand of tyre fitted for the first time in the lorry	20
3.1.7	Kilometers that original tyre run	22
3.1.8	Frequency of retreading tyre	24
3.1.9	Objective of retreading tyre	26
3.1.10	Kilometers that the retread tyre will run	28
3.1.11	Frequency of replacing the same brand of tyre	30
3.1.12	Preference of the next brand of tyre	32
3.1.13	Preference of retread provider	34
3.1.14	Frequency of credit facility	36
3.1.15	Frequency of warranty for the retread tyre	38
3.1.16	No of tyres retreading for a month	40
3.1.17	Frequency of Mode of delivery of retread tyres	42
3.1.18	Time period taken for delivery	44
3.1.19	Frequency of resale value for retread tyre	46
3.1.20	Frequency of cash discount for immediate payment	48
3.2.1	Factors that influence to go for retreading tyres	50

Executive summary:

Market potential is the total sales volume that all organizations selling during a time period in a specific market could expect to achieve under ideal conditions. A market potential indicates how much of a particular product can be sold to a particular market segment over some future period.

The project is the result of the study on market potential for retreading tyres in Mettupalayam town with special reference to Shiva transports.

From this study, questionnaire was framed to find out the level of market potential from people of various locality, to spot light the areas that the management need attention.

The target sample for the study is lorry owners in the Mettupalayam town . The population taken for the analysis was 95 samples, collected based on random sampling method.

Primary data, It is collected mainly through the questionnaire method. The respondents were approached personally.

The study uses Percentage analysis. Weighed average ranking method to analyze the data collected.

This study reveals that the people give more importance to price, quality, efficiency, mileage and the cost effectiveness.

INTRODUCTION



Chapter 1

INTRODUCTION

1.1 INTRODUCTION TO THE STUDY:

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

The important steps in analyzing the market potential.

Market Identification:

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

Market Motivation:

The second step in analyzing market potential is to detect the reason why customers buy the product and the reasons why potential customers might buy it. Market motivation studies answers the twin question: why do people buy? And why don't people buy? Most motivation studies are directed towards explaining the buyer behavior of ultimate customers rather than

industrial users. The information from motivation studies helps not only estimating a products market potential but also assists in deciding.

Analysis of Market Potential:

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

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

1.2 BACKGROUND OF THE STUDY:

The retreading tyre business are considered to be the more profitable one in transportation sector, since all the business activities are based on the transportation. At present there are very few market players in the retreading tyre industry. The research is to find out the market potential for retreading tyres in Mettupalayam.

1.3 REVIEW OF LITERATURE:

Vacu-Lug's one-stop-shop tyre service.

PMJ: Plant Managers Journal; Aug2008, Vol. 35 Issue 8. p6-6. 1/5p

The article reports that tire re-tread specialist Vacu-Lug claims that its VMS system offers a one-stop-shop for fleet managers, even if the fleet consists of earthmoving equipment, trucks and

vans. Being web-based, VMS customers can track their tire costs all the time and can check usage by vehicle, by tire size and location. Working through a network of 800 service providers, Vacu-Lug is able to cope with machines in hire fleets operating at different locations around Great Britain.

Bandag aims to be a leader in tyre replacement.

White, Liz

Reports on the aim of Bandag to become the leader in the tire replacement industry in Europe. Move of Bandag to launch its Eurofleet Tyres and Services unit to serve the tire replacement needs of truck fleet operators; Focus of the retread system set up the by the company at its Eurofleet Tyres and Services unit; Importance of the retread system program. INSETS: A global set up...;Noise a major issue

Wheels keep on turning.

Roberts, Richard

The article reports on the decision by Rio Tinto PLC to open its own tyre retreading plant in the Perth suburb of Kewdale in response to the global shortage of tyres for large mining vehicles. The company could source up to 10% of its tyre supply from the plant. Tyres account for 50% of the running costs of large mining trucks. Tyres for big earthmovers cost over \$200,000 each, up from \$30,000 before the shortage.

Wheels of fortune.,

Clancy, Sharon

The article reports on the importance of tyre management policy in the transport industry in Great Britain. It states that there are rigid workshop regimes for checking tyre pressures monthly, backed by quarterly audits by the tyre suppliers. It notes that tyre policy delivers long-term cost benefits, offers better protection and allows operators to retread as well as regroove.

Michelin launches approval scheme for off-road tyre repairs.

Contract Journal; 6/10/2009, Vol. 447 Issue 6726, p12-12, 185p, 1 color

The article reports that Michelin Tire Co. has joined forces with Rema Tip Top UK Ltd. to introduce a repair accreditation and guarantee scheme for off-road tyres. It informs that the scheme includes guidelines on the maximum size of repair and limits the permissible number of damaged cords and under layers depending on the size of the tyre. It states that the scheme also lays down training and equipment levels for tyre repair companies participating in scheme.

Buying new tyres or retreads?

Money (14446219); Feb2007, Issue 87, p22-23, 2p, 2 charts, 1 color

The article compares the costs of buying new automobile tyres and retreading. The average price of retread tyres range from \$50 to \$60 per tyre compared to \$70 for a budget new tyre. The new capping in retread tyres is likely to lift off the casing. Prices for new tyres range from about \$70 for a budget tyre to about \$250 for a performance tyre and they come with a warranty. The

weekly cost for tyres range from \$2.07 to \$6.38 a week according to the Royal Automobile Club (RAC).

What can I do with this old tyre?

Considers possible recycling solutions for the problem of discarded tires. Study by KPMG Peat Marwich McLintock on the commercially attractive aspects of recycling; Products that can be made out of finely shredded tires; Benefits of retreading tires.

1.4 OBJECTIVES OF THE STUDY:

Primary objective:

- To identify the market potential for retreading of tyres.

Secondary objectives:

- To assess the awareness about the process of retreading.
- To find out the preference for retreading.

1.5 STATEMENT OF THE PROBLEM:

The study is undertaken to find out the market potential for setting up of new retreading tyre unit for Shiva transports. The study focuses on the various levels of attributes which are preferred by the respondents.

1.6 SCOPE OF THE STUDY:

Market potential is the total sales volume that all organizations selling during a time period in a specific market could expect to achieve under ideal conditions. The aim of the study is to find the

market potential for the retreading tyres among the lorry services in Mettupalayam. The organization wants to start a new retreading unit, so it wants to know the market potential for the retreading tyres.

1.7 LIMITATIONS OF THE STUDY:

- The sample size is limited only to 95 respondents.
- Geographical area span with in Mettupalayam town limit.

1.8 ORGANIZATION PROFILE

SHIVA Transport is a leading transport contractor and fleet operator in Tamil Nadu, with branches in Chennai, Mettupalayam and Tirupur. Shiva transport was established in the year 1985. Mr V.RAVICHANDRAN , youngest son of “Arutselvar” Sri VENKATA SWAMY NAIDU is the managing director of SHIVA Transport . Our Administrative Office is located at MettuPalayam in Tamil Nadu. Operations of SHIVA Transport consist of Transport contracts and fleet operations.

METHODOLOGY



Chapter 2

RESEARCH METHODOLOGY:

2.1 Type of study:

Descriptive research:

The research is descriptive in nature as the study was done to find out the market potential of retreading tyres.

2.2 Sampling design:

Probability sampling:

The sample was selected based on the random sampling method. The target sample for the study is lorry owners in Mettupalayam town.

2.3 Method of data collection:

The method of data collection is very much from the primary source. The data is collected mainly through questionnaire. The respondents were approached personally.

Sample size and area of data collection:

From the population, the sample of 95 has been selected for the study. The samples are the lorry owners in Mettupalayam town.

2.4 Tools of analysis:

The analysis is done with the percentage and weighted average method. The percentage method has been chosen because the method provides the accurate results and weighted average provides the importance of the factors in the study.

DATA ANALYSIS AND INTERPRETATION



Chapter 3

DATA ANALYSIS AND INTERPRETATION:

Table 3.1.1

Table showing nature of business

Nature	No Of Respondents	Percentage
Sole proprietor	43	45
Partnership	28	30
Ltd company	24	25
Total	95	100

Out of 95 samples 45% of the respondents are sole proprietor and 30% of respondents are doing the business in partnership and the rest 25% of respondents are doing it as a limited company. Majority of the respondents are sole proprietor (45%).

Chart 3.1.1

Chart showing the Nature of Business

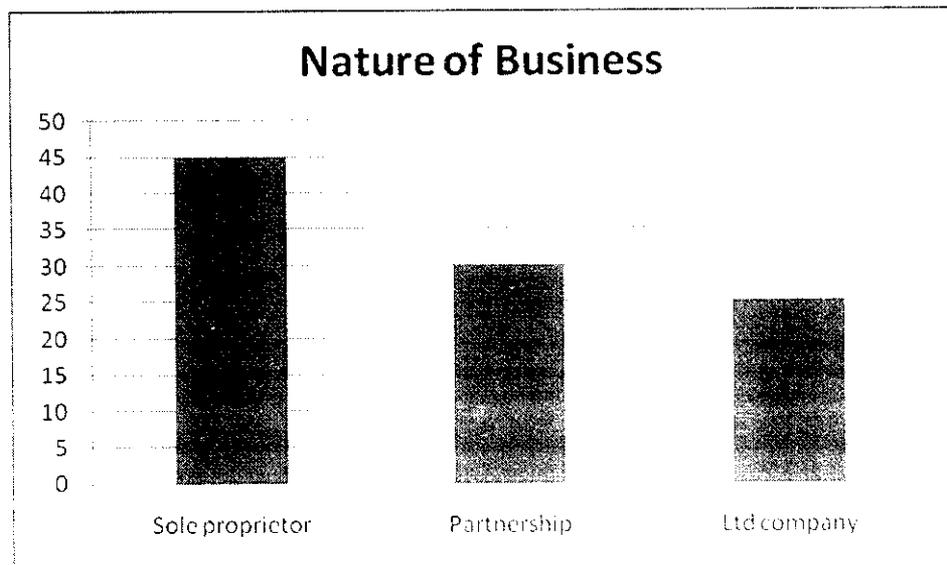


Table 3.1.2

Table showing no of Lorries owned by the respondents

No Of Lorries	No Of Respondents	Percentage
10 to 15	38	40
15 to 30	19	20
30 to 40	25	26
>40	13	14
Total	95	100

Out of 95 samples 40% of the respondents are owning 10 to 15 lorries ,20% of respondents are owning 15 to 30 lorries,26% of the respondents are owning 30 to 40 lorries and the rest 14% of respondents are owning more than 40 lorries. Majority of the respondents own 10 to 15 Lorries (40%).

Chart 3.1.2

Chart showing no. of Lorries owned by the respondents

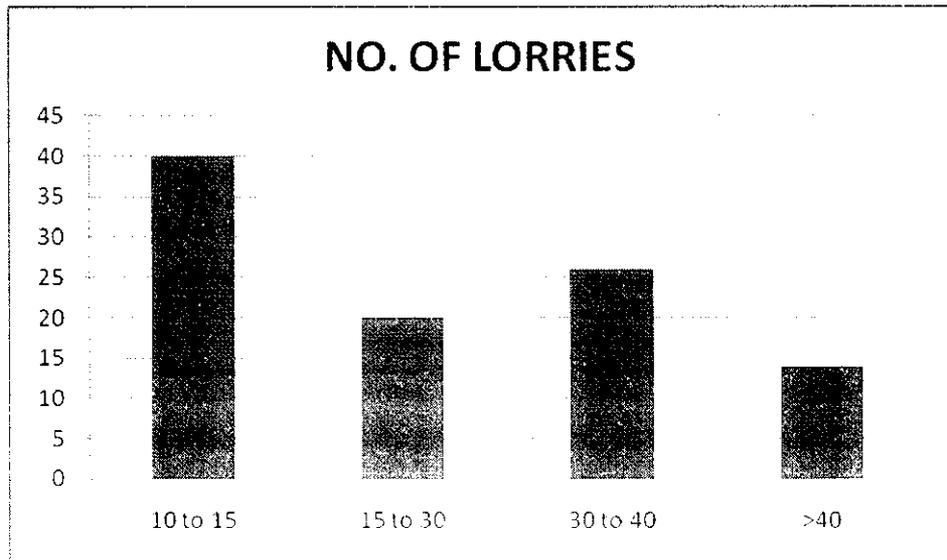


Table 3.1.3

Table showing Brand of Lorries owned by the respondents

Brand Name	No Of Respondents	Percentage
Tata	40	42
Ashok Leyland	21	22
Eicher	11	11
Ford	17	17
Swaraj Mazda	6	6
Total	95	100

Out of 95 samples 42% of the respondents are owning Tata brand ,22% of respondents are owning Ashok Leyland brand,11% of the respondents are owning Eicher brand. 17% of respondents are owning Ford brand and the rest 6% of respondents are owning Swaraj Mazda. So it is concluded that TATA brand is giving more assurance and efficiency than compared to its competitors.

Chart 3.1.3

Chart showing Brand of Lorries owned by the respondents

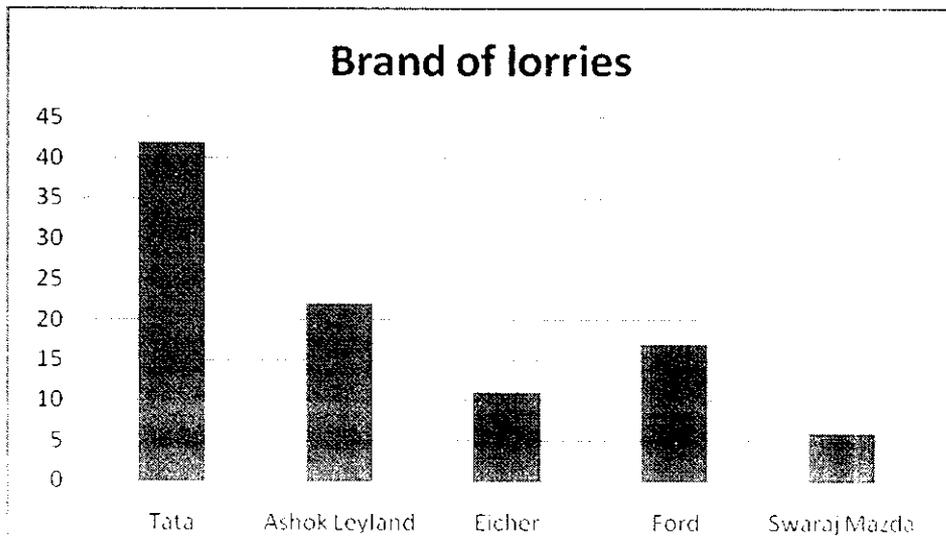


Table 3.1.4

Table showing types of Lorries Based on the Wheels

No of wheels	No Of Respondents	Percentage
6 Wheels	36	38
8 Wheels	41	43
10 Wheels	8	8
14 Wheels	10	11
Total	95	100

Out of 95 samples 38% of the respondents are owning 6 wheels lorries ,43% of respondents are owning 8 wheels lorries,8% of the respondents are owning 10 wheels lorries and 11% of respondents are owning 14 wheels lorries. So it is concluded that 8 wheel lorries are more reliable for their work.

Chart 3.1.4

Chart showing types of Lorries Based on the Wheels

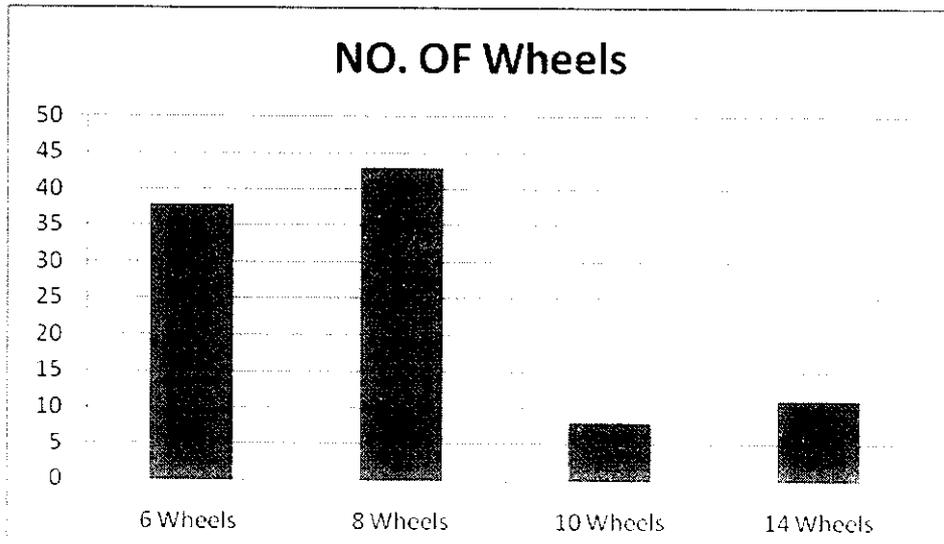


Table 3.1.5

Table showing kilometers that the respondents lorry run for a month

Kilometers	No Of Respondents	Percentage
10000	36	38
15000	29	30
20000	20	21
>20000	10	11
Total	95	100

Out of 95 samples 38% of the respondents responded that their lorry runs for 10000 kms in a month. 30% of the respondents responded that their lorry runs for 15000 kms in a month. 21% of the respondents responded that their lorry runs for 20000 kms in a month. 11% of the respondents responded that their lorry runs for >20,000 kms in a month.

Chart 3.1.5

Chart showing kilometers that the Lorry run for a month

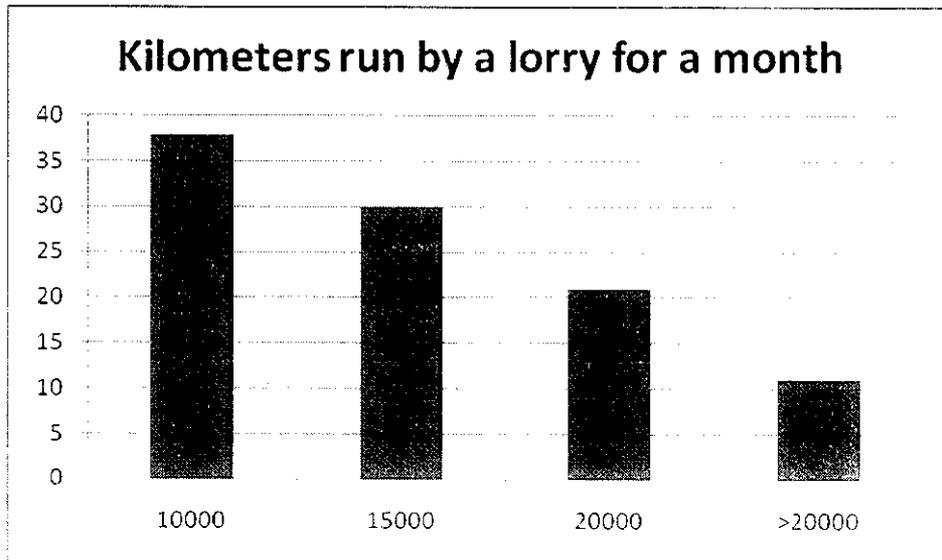


Table 3.1.6

Table showing which brand of tyre fitted for the first time in the lorry

Brand Of Tyre	No Of Respondents	Percentage
JK	18	19
MRF	10	11
Bridgestone	30	32
Modi	13	14
Meachilne	10	11
Ceat	4	4
Others	10	11
Total	95	100

Out of 95 samples 19% of the respondents responded that JK brand was fitted during the first time, 11% of the respondents responded that MRF brand was fitted during the first time, 32% of the respondents responded that Bridgestone brand was fitted during the first time, 14% of the respondents responded that Modi brand was fitted during the first time, 11% of the respondents responded that Meachilne brand was fitted during the first time, 4% of the respondents responded that Ceat brand was fitted during the first time, 11% of the respondents responded that other brands were fitted during the first time. So it is concluded that Bridgestone tyres are running more kilometers when compared to its competitors.

Chart 3.1.6

Chart showing which brand of tyre fitted for the first time in the Lorry

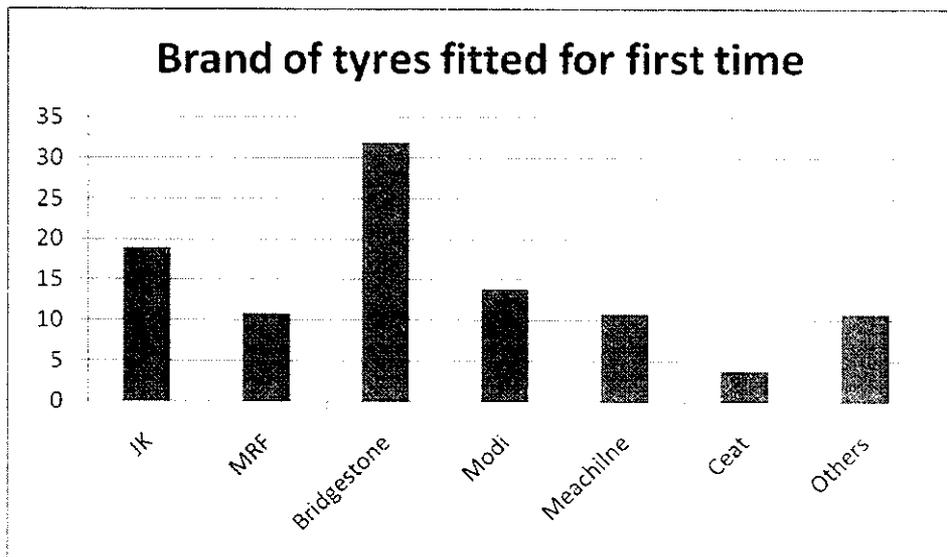


Table 3.1.7

Table showing the kilometers that original tyre run

Kilometers	No Of Respondents	Percentage
20000	43	45
22000	12	13
24000	19	20
>25000	21	22
Total	95	100

Out of 95 samples 45% of the respondents responded that their lorry runs for 20000 kms in the original tyre, 13% of the respondents responded that their lorry runs for 22000 kms in the original tyre, 20% of the respondents responded that their lorry runs for 24000 kms in the original tyre, 22% of the respondents responded that their lorry runs for >25,000 kms in the original tyre.

Chart 3.1.7

Chart showing the kilometers that original tyre run

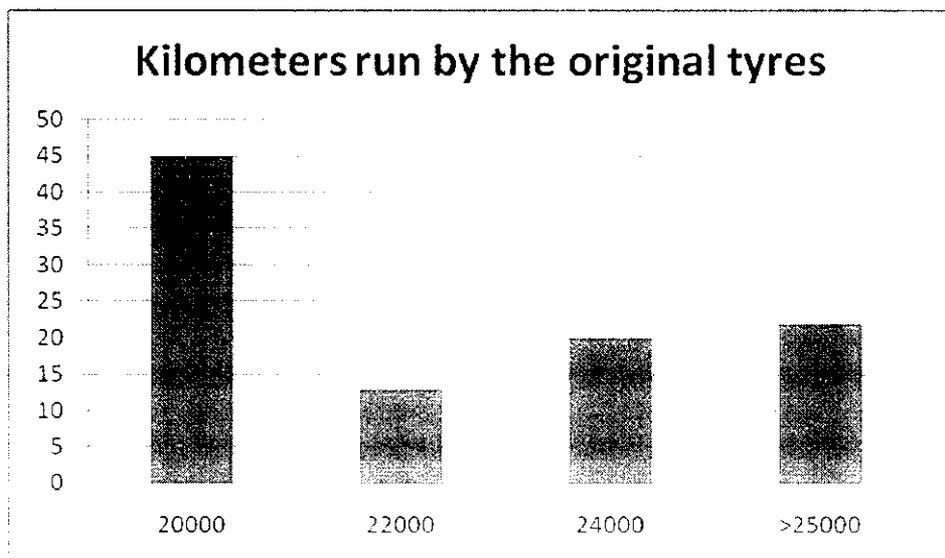


Table 3.1.8

Table showing the frequency of retreading tyre

Frequency	No Of Respondents	Percentage
Regularly	82	86
Occasionally	13	14
Total	95	100

Out of 95 samples 86% of the respondents have the regular practice of retreading and 14% of the respondents have the occasional practice of retreading. So it is concluded that 86% of the respondents are having regular practice of retreading the tyre due to cost effectiveness.

Chart 3.1.8

Chart showing the frequency of retreading tyre

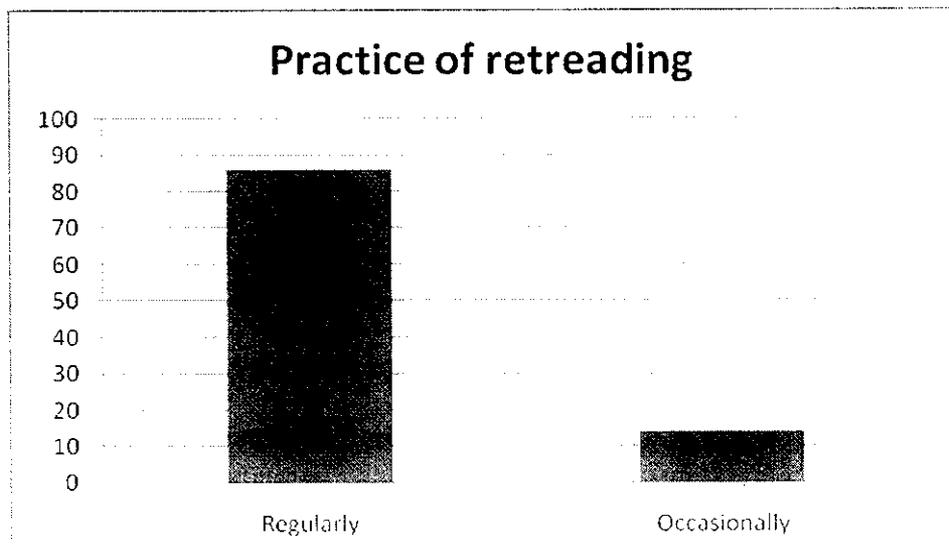


Table 3.1.9

Table showing the Objective of retreading tyre

Objective	No Of Respondents	Percentage
New tyres are Costly	62	65
Tyres can withstand 2 or 3 cycles of retreading	9	9
Cost Savings	12	13
Not worth enough of buying a new tyre	12	13
Total	95	100

Out of 95 samples 65% of the respondents responded that new tyres are costly .9% of the respondents responded that the tyres can withstand for 2 or 3 cycles of retreading. 13% of the respondents responded that it is cost saving,13% of the respondents responded that its not worth enough of buying a new tyre. So it is concluded that majority of the respondents are going for retreading the tyre due to the cost of new tyres are high.

Chart 3.1.9

Chart showing the objective of retreading tyre

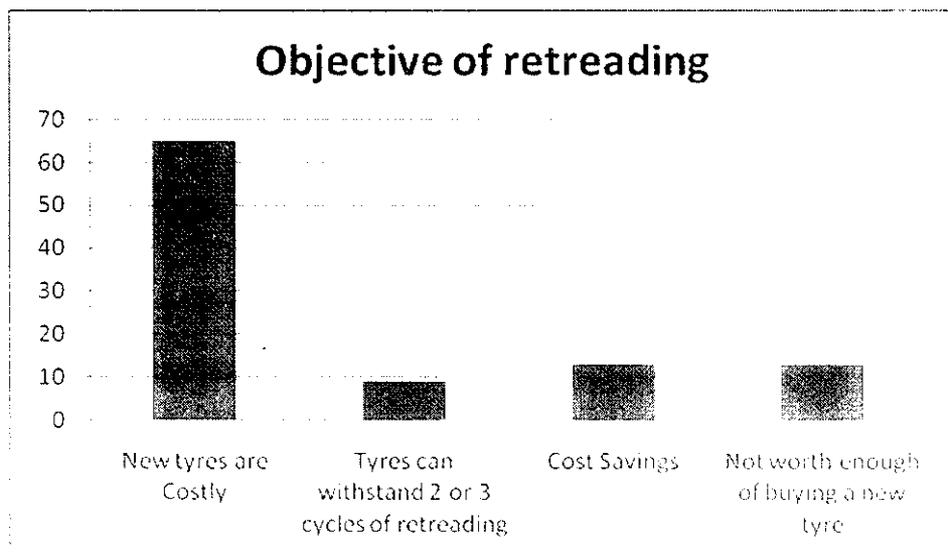


Table 3.1.10

Table showing the kilometers that the retread tyre will run

Kilometers	No Of Respondents	Percentage
15000	36	38
16000	16	17
17000	33	35
>18000	10	11
Total	95	100

Out of 95 samples 38% of the respondents responded that their lorry runs for 15000 kms in the original tyre, 17% of the respondents responded that their lorry runs for 16000 kms in the original tyre, 35% of the respondents responded that their lorry runs for 17000 kms in the original tyre, 11% of the respondents responded that their lorry runs for >18.000 kms in the original tyre.

Chart 3.1.10

Chart showing the kilometers that the retread tyre will run

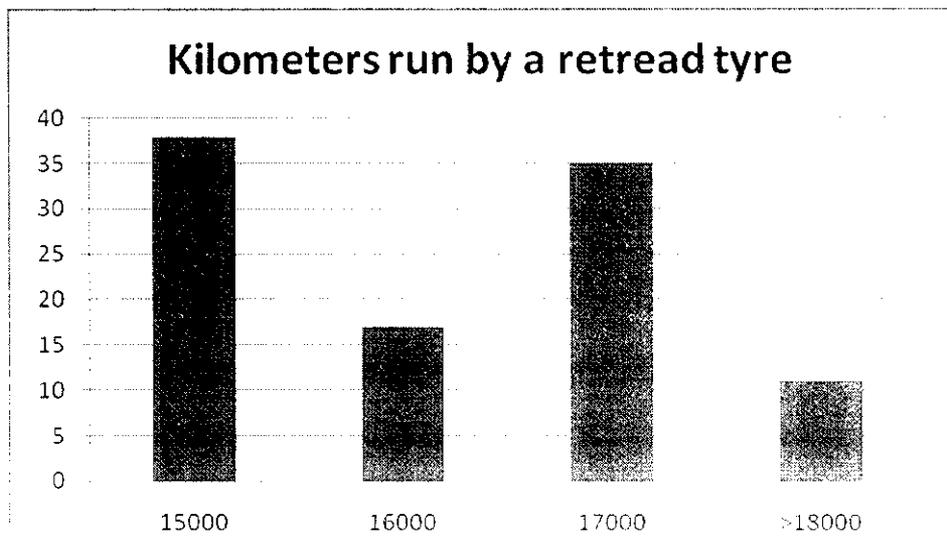


Table 3.1.11

Table showing the frequency of replacing the same brand of tyre

Frequency	No Of Respondents	Percentage
Yes	59	62
No	36	37
Total	95	100

Out of 95 samples 62% of the respondents have the practice of replacing and 37%of the respondents have no practice of replacing tyres. So it is concluded that the frequency of replacing the same brand of tyre is high because of the efficiency and high performance given by that brand.

Chart 3.1.11

Chart showing the frequency of replacing the same brand of tyre

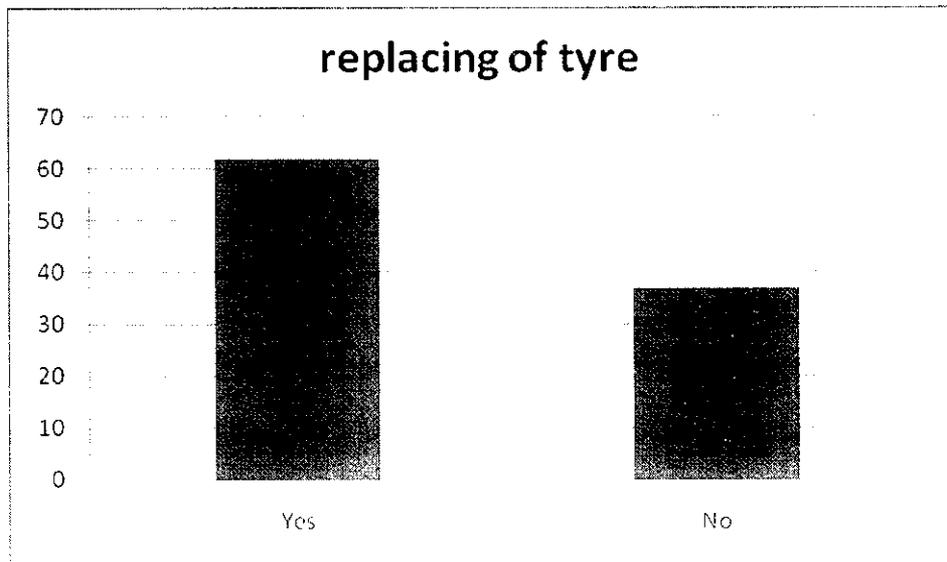


Table 3.1.12

Table showing the preference of the next brand of tyre

Brand of tyre	No Of Respondents	Percentage
JK	32	34
MRF	41	43
Bridgestone	14	15
Modi	8	8
Meachilne	0	0
Ceat	0	0
Others	0	0
Total	95	100

Out of 95 samples 34% of the respondents responded that they are going for JK brand for the next time, 39% of the respondents responded are MRF brand for the next time . 43% of the respondents responded that they are going for Bridgestone brand for the next time . 15% of the respondents responded that they are going for Modi brand for the next time, 8% of the respondents responded that Meachilne brand for the next time, 0% of the respondents responded that they will not prefer Ceat brand. So it is concluded that MRF brand tyres are most preferred for the next use due its reliability and performance.

Chart 3.1.12

Chart showing the preference of the next brand of tyre

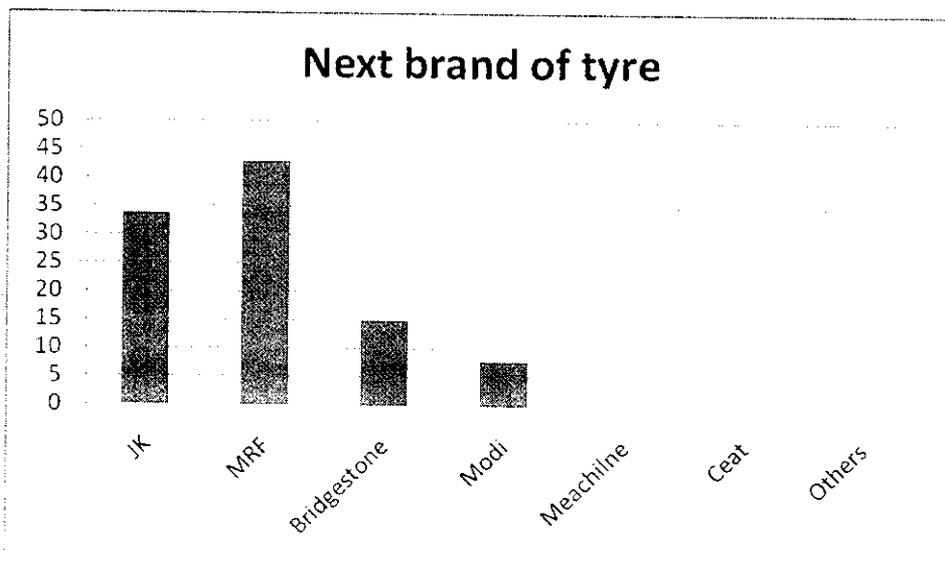


Table 3.1.13

Table showing the preference of retread provider

Providers	No Of Respondents	Percentage
TVS	50	53
ARC	38	40
ELGI	4	4
Others	3	3
Total	95	100

Out of 95 samples 53% of the respondents responded that they prefer TVS retread provider, 40% of the respondents responded that they prefer ARC retread provider, 4% of the respondents responded that they prefer ELGI retread provider and the remaining, 3% of the respondents are preferring other retread provider. So it is concluded that TVS retread provider are preferred more due their quality of work.

Chart 3.1.13

Chart showing the preference of retread provider

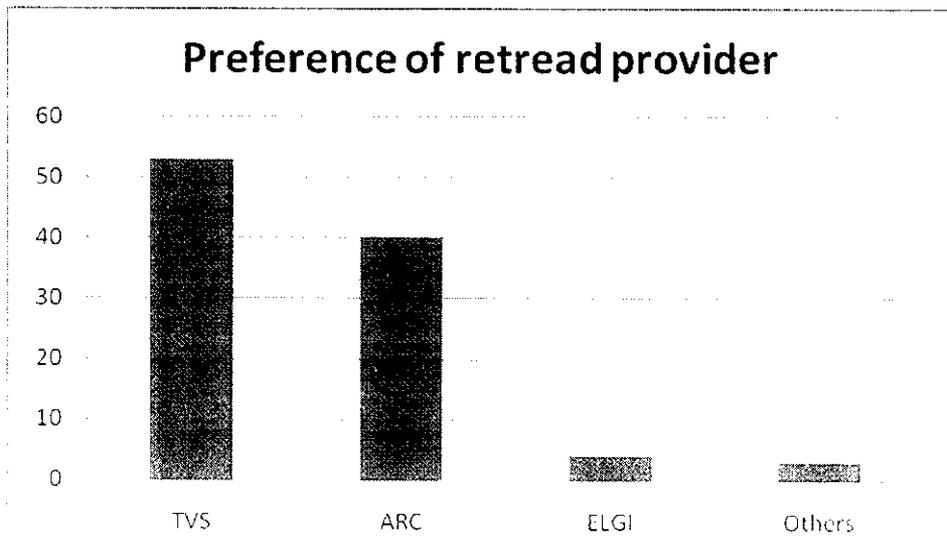


Table 3.1.14

Table showing the frequency of credit facility

Frequency	No Of Respondents	Percentage
Yes	35	37
No	60	63
Total	95	100

Out of 95 samples 37 % of the respondents responded that they are getting credit facility, and 63% of the respondents responded that they don't get credit facility. Majority of the respondents responded that they don't get credit facility (63%).

Chart 3.1.14

Chart showing the frequency of credit facility

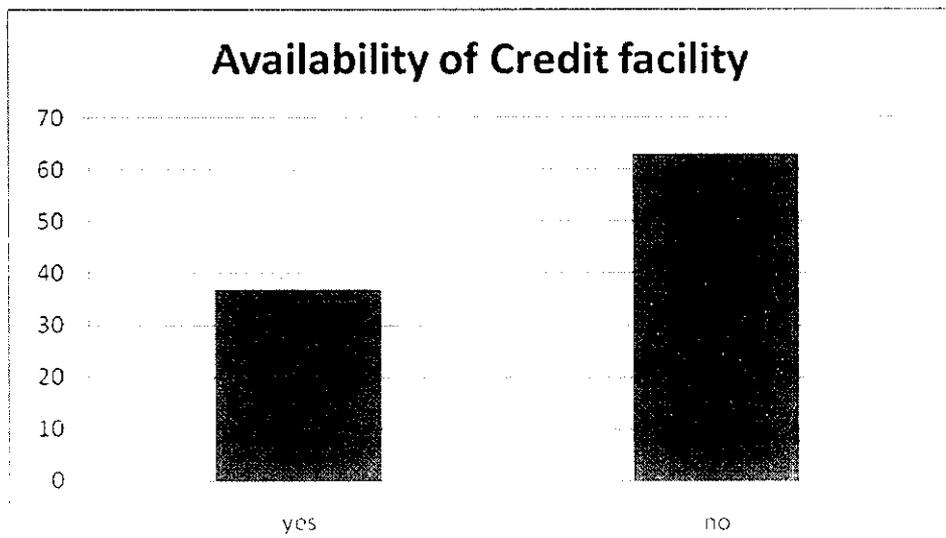


Table 3.1.15

Table showing the frequency of warranty for the retread tyre

Frequency	No Of Respondents	Percentage
Yes	16	17
No	79	83
Total	95	100

Out of 95 samples 17 % of the respondents responded that they are getting warranty for the retreaded tyres, and the remaining 83% of the respondents responded that they don't get warranty for the retreaded tyres. Majority of the respondents responded that they don't get warranty for the retreaded tyres (83%).

Chart 3.1.15

Chart showing the frequency of warranty for the retread tyre

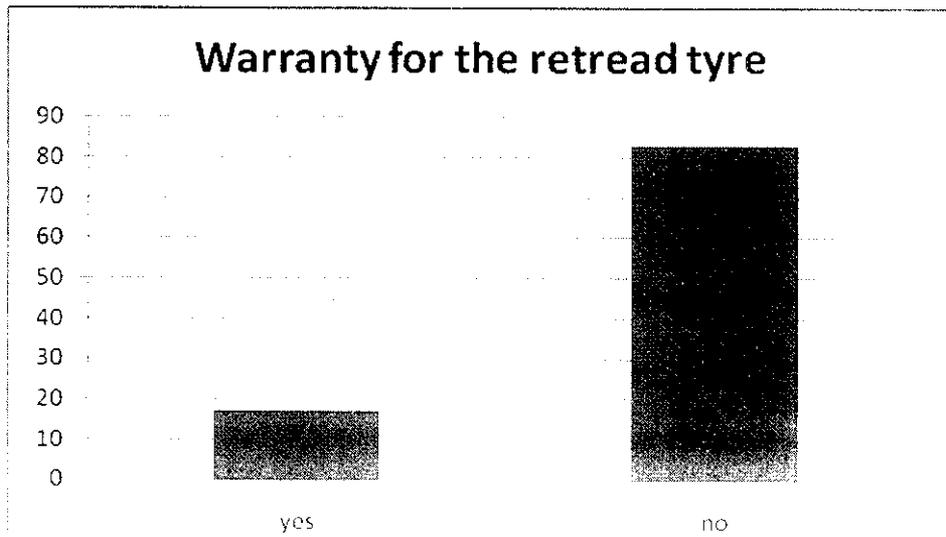


Table 3.1.16

Table showing the no of tyres retreading for a month

No. of tyres retread a month	No Of Respondents	Percentage
2 to 6	27	28
6 to 10	40	42
10 to 15	22	24
More than that	6	6
Total	95	100

Out of 95 samples 28 % of the respondents responded that they retread 2 to 6 tyres a month, 42% of the respondents responded that they retread 6 to 10 tyres a month, 24% of the respondents responded that they retread 10 to 15 tyres a month, and the remaining 6% of the respondents responded that they will retread more than 15 tyres a month. Majority of the respondents responded that they retread 6 to 10 tyres a month (42%).

Chart 3.1.16

Chart showing the no of tyres retreading for a month

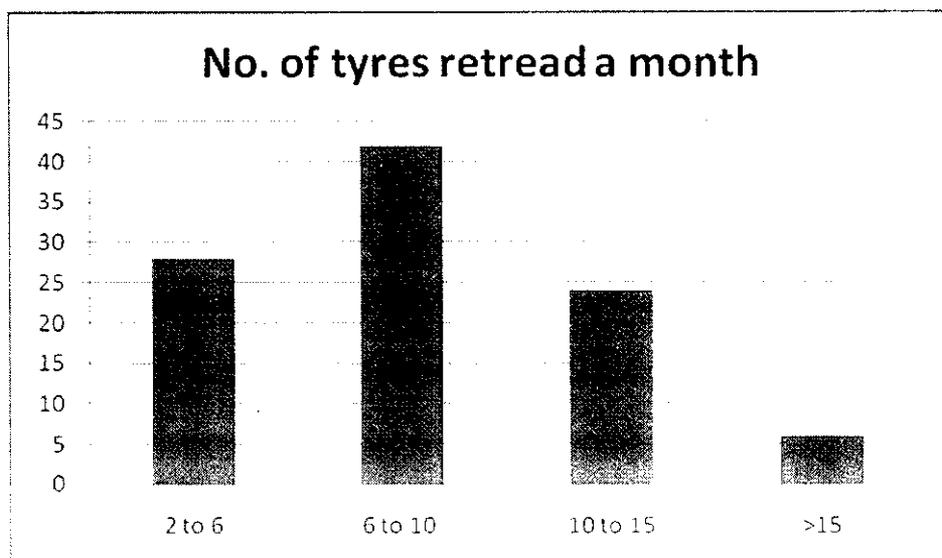


Table 3.1.17

Table showing the frequency of Mode of delivery of retread tyres

Mode	No Of Respondents	Percentage
Door Delivery	20	20
To Collect	75	80
Total	95	100

Out of 95 samples 20 % of the respondents responded that they are getting back the tyres through door delivery, and the remaining 80% of the respondents responded that they have to go and collect the tyres directly. This is clearly showing that they are targeting on a particular segment and to cut down the cost they are not doing door delivery for every customer.

Chart 3.1.17

Chart showing the frequency of Mode of delivery of retread tyres

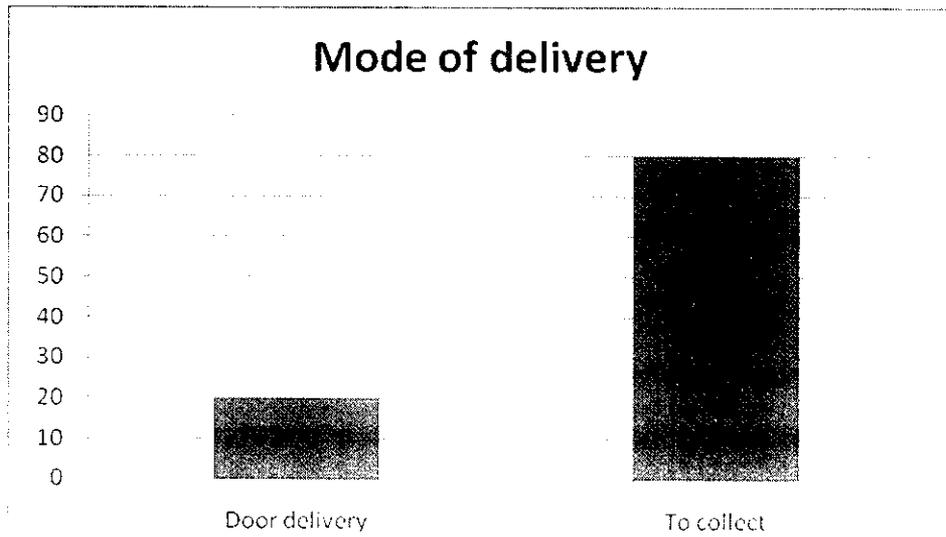


Table 3.1.18

Table showing the time period taken for delivery

No of days	No Of Respondents	Percentage
1 to 3	5	6
3 to 5	29	31
5 to 7	20	20
More than 7	41	43
Total	95	100

Out of 95 samples 6 % of the respondents responded that they are getting back the tyres within 1 to 3 days, 31% of the respondents responded that they are getting back the tyres within 3 to 5 days, 20% of the respondents are responded that they are getting back the tyres in 5 to 7 days, and remaining 43% of the respondents responded that they are getting the tyres back after a week only. This is clearly showing that the retread providers are taking much time to return the tyres due to non availability of sufficient equipments.

Chart 3.1.18

Chart showing the time period taken for delivery

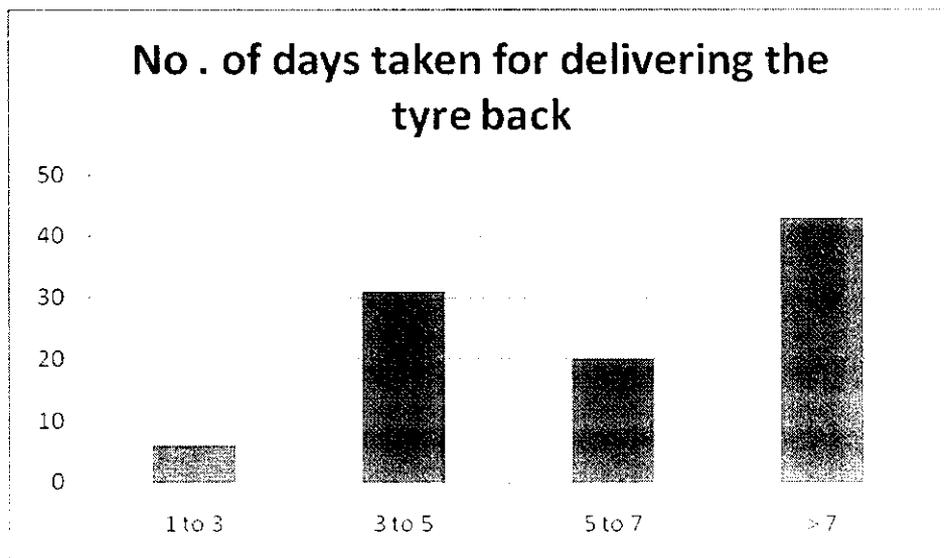


Table 3.1.19

Table showing the frequency of resale value for retread tyre

Frequency	No Of Respondents	Percentage
Yes	39	41
No	56	59
Total	95	100

Out of 95 samples 41 % of the respondents responded that they are having resale value for the retread tyres, and the remaining 59% of the respondents responded that they have no resale value for the retreading tyres.

Chart 3.1.19

Chart showing the frequency of resale value for retread tyre

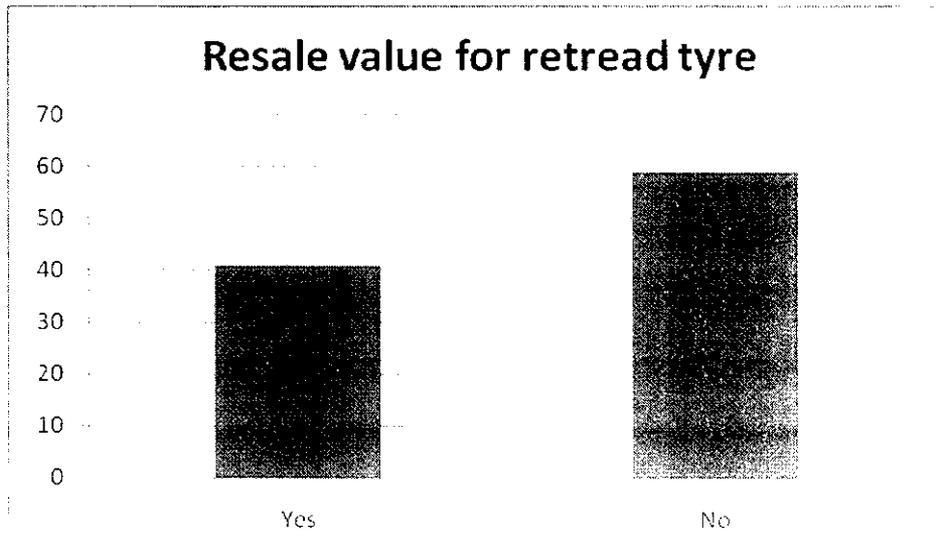


Table 3.1.20

Table showing the frequency of cash discount for immediate payment

Frequency	No Of Respondents	Percentage
Yes	25	26
No	70	74
Total	95	100

Out of 95 samples 26 % of the respondents responded that they are getting discount for the immediate payment, and the remaining 74% of the respondents responded that they are not getting any discounts for the immediate payment. Majority of the respondents responded that they are not getting any discounts for the immediate payment (74%).

Chart 3.1.20

Chart showing the frequency of cash discount for immediate payment

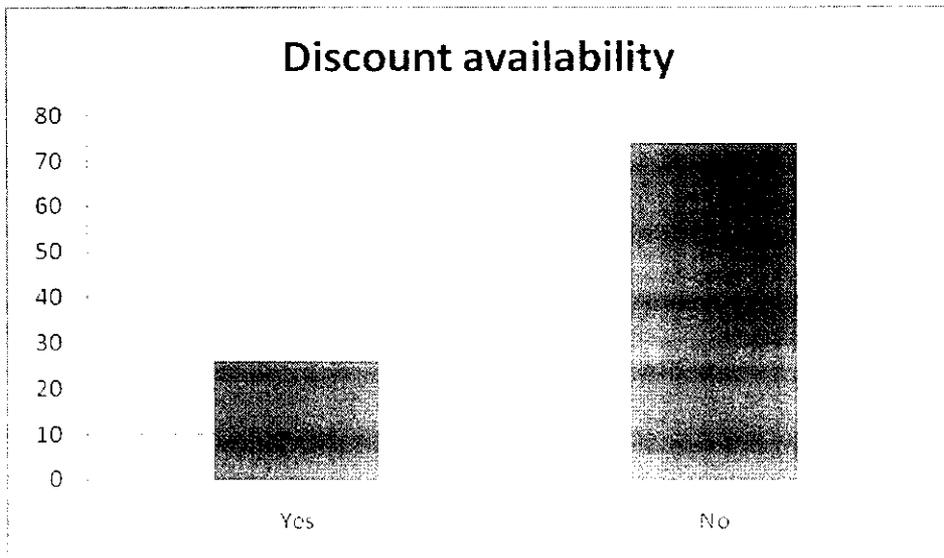


Table 3.2.1

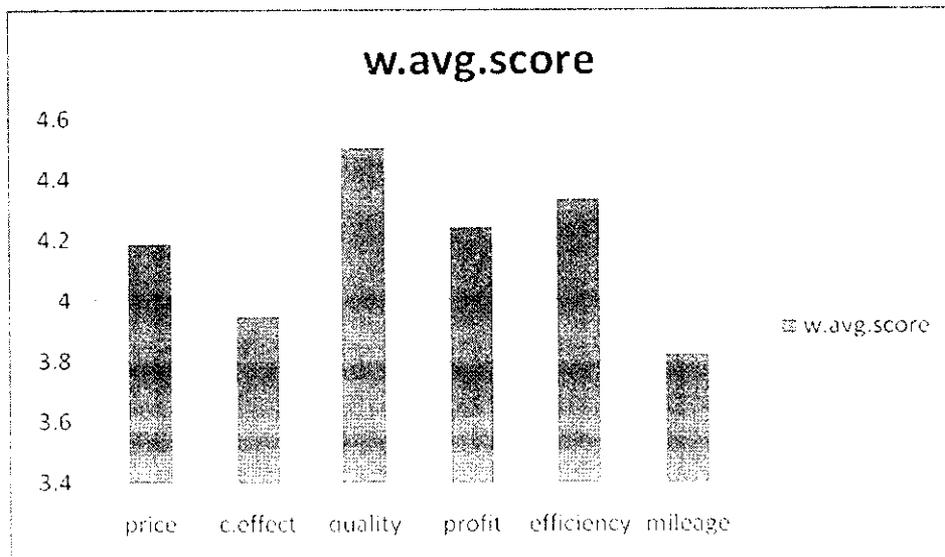
Table showing the factors that influence to go for retreading tyres

S. No	Factors	Weighted Average Score
1.	Price	4.189
2.	Cost effective	3.947
3.	Quality	4.336
4.	Profit	4.242
5.	Efficiency	4.505
6.	Mileage	3.821

From the above table majority of the factors that influences to go for retreading tyres are efficiency, quality and price.

Chart 3.2.1

Chart showing the factors that influence to go for retreading tyres



FINDINGS AND SUGGESTIONS



FINDINGS:

1. Out of 95 samples 45% of the respondents are sole proprietor.
2. Out of 95 samples 40% of the respondents own 10 to 15 Lorries.
3. Out of 95 samples 42% of the respondents own Tata brand.
4. Out of 95 samples 43% of respondents own 8 wheels Lorries.
5. Out of 95 samples 38% of the respondents responded that their lorry runs for 10000 kms in a month.
6. Out of 95 samples 32% of the respondents responded that Bridgestone brand was fitted during the first time.
7. Out of 95 samples 45% of the respondents responded that their lorry runs for 20000 kms in the original tyre.
8. Out of 95 samples 86% of the respondents have the regular practice of retreading.
9. Out of 95 samples 65% of the respondents responded that new tyres are costly.
10. Out of 95 samples 38% of the respondents responded that their lorry runs for 15000 kms in the retread tyre.
11. Out of 95 samples 62% of the respondents have the practice of replacing another brand tyre.
12. Out of 95 samples 43% of the respondents are replacing MRF brand.
13. Out of 95 samples 53% of the respondents preferred TVS retread provider.

14. Out of 95 samples 63% of the respondents responded that they don't get credit facility.

15. Out of 95 samples 83% of the respondents responded that there is warranty for the retread tyre.

18. Out of 95 samples 42% of the respondents responded that they will retread 6 to 10 tyres in a month.

19. Out of 95 samples 80% of the respondents responded that they have to collect the tyre in direct only.

20. Out of 95 samples 59% of the respondents responded that they have resale value for the retread tyre.

21. Out of 95 samples 74% of the respondents responded that they are not getting cash discount for the immediate payment.

The total market potential of the retreading tyre is 86%. The demand is high and the supply is very low because there are only two company retread providers and three local retread providers. The capacity of those retread providers are very low due to the less availability of equipments and the labour force.

SUGGESTIONS:

- This is the opportunity for the new entrant to explore the market as the demand is high.
- The organization can reduce the cost of production so that it can deliver the product in a cost effective manner.
- The payment which is to be received for the rebuilding can be on the basis of credit.
- If the warranty period is extended it will attract the customers more.
- The organization can provide additional services like fixing the tyres to the Lorries.

CONCLUSION



Chapter 4

CONCLUSION:

From the processed information it is concluded that the demand is high for rebuilding the tyres. The lorry users are aware of the process of retreading and they prefer mostly for retreading as the cost of new tyres are comparatively high. So that the Organization is having high market potential for retreading tyres.

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BIBLIOGRAPHY

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APPENDIX



APPENDIX

A study on market potential for retreading tyres among lorry services in Mettupalayam with special reference to Shiva transport

1. Name of the lorry company
2. Year of establishment
3. Nature of business:
 - a. sole proprietor
 - b. partnership
 - c. ltd company
4. How many Lorries owned by you?
 - a. 10 to 15
 - b. 15 to 30
 - c. 30 to 40
 - d. more than 40
5. Brand of Lorries owned by you
 - a. Tata
 - b. Ashok Leyland
 - c. Eicher
 - d. Ford
 - e. Swaraj Mazda

6. Types of lorry based on number of wheels

- a. 6 wheels
- b. 8 wheels
- c. 10 wheels
- d. 14 wheels

7. How many kilometers will your lorry run for a month?

- a. 10,000km
- b. 15,000km
- c. 20,000km
- d. more than that

8. Which brand of tyre fitted into your lorry for the first time?

- a. JK
- b. MRF
- c. Bridgestone
- d. Modi
- e. Meachilne
- f. Ceat
- g. Others

9. How many kilometers will the original tyre run?

- a. 20000 kms
- b. 22000 kms
- c. 24000 kms
- d. more than 25000

10. Do you have the practice of retreading tyre?

- a. Regularly
- b. occasionally

11. What is the objective of retreading tyre?

- e. New tyres are costly
- f. Tyres can withstand 2 or 3 cycles of retreading
- g. Cost savings
- h. Not worth enough of buying a new tyre

12. How many kilometers will a retread tyre run?

- a. 15000 kms
- b. 16000 kms
- c. 17000 kms
- d. more than 18000

13. Do you replace the same brand of tyre?

Yes/ No

14. What will be the next brand of tyre would you prefer to fit into your lorry?

- a. JK
- b. MRF
- c. Bridgestone
- d. Modi
- e. Meachilne
- f. Ceat
- g. Others

15. Which retread provider do you prefer?

- a. TVS
- b. ARC
- c. ELGI
- d. Others

16. Whether you get credit facility for tyre retreading?

Yes/ No

17. Do you get warrant for the retread of tyres?

Yes/ No

18. How many tyres you retread a month?

- a. 2 to 6
- b. 6 to 10
- c. 10 to 15
- d. more than that

19. Mode of delivery of retread tyre

- a. Door delivery
- b. To collect

20. How many days will the tyre will be delivered when placed for retreading?

- a. 1 to 3 days
- b. 3 to 5 days
- c. c. 5 to 7 days
- d. more than 7 days

21. Is there a resale value for retread tyre after you use?

Yes /No

22. Do you get cash discount for immediate payment?

Yes / No

23. What are the factors that you consider the most to go for retreading tyre?

Factors	MI	I	N	LM	NM
Price					
Cost effective					
Quality					
Profit					
Efficiency					
Mileage					

MI-Most Important

I- Important

N-Neutral

LM-Least Important

NM- Not Important.