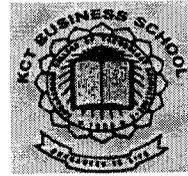


P- 2900



**A STUDY ON THE MARKET RECEPTIVITY FOR ORTHOPAEDIC MEDICAL
DEVICES IN COIMBATORE CITY**

P- 2900

A PROJECT REPORT

Submitted by

C.SHRITHA SAJI

REG No.0820400047

In partial fulfilment of the requirements

For the award of the degree

Of

MASTER OF BUSINESS ADMINISTRATION

AUGUST 2009

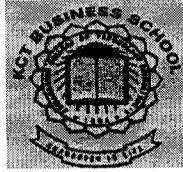
KCT Business School

Department of Management Studies

Kumaraguru College of Technology

(An autonomous institution affiliated to Anna University, Coimbatore)

Coimbatore – 641 006



KCT Business school
Department Of Management studies
Kumaraguru college of technology
(An ISO 9001:2000 Certified Institution)
Coimbatore -641006

BONAFIDE CERTIFICATE

Certified that this project titled 'A STUDY ON THE MARKET RECEPTIVITY FOR ORTHOPAEDIC MEDICAL DEVICES IN COIMBATORE CITY' is the bonafide work of MS.C.SHRITHA SAJI(0820400047), who carried out this 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 desertion on the basis of which a degree or award was conferred on an earlier occasion on this or any other candidate.

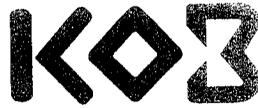
V. Kaarthikheyan
.....
Project Guide

[Signature]
.....
Director

Evaluated and viva-voce held on..... 11/9/09

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.....
Examiner-I

[Signature]
.....
Examiner-II



7.09.2009

KOB MEDICAL TEXTILES PVT. LTD.
(100% SUBSIDIARY OF KOB, GERMANY)

To

The Director,
KCT Business School,
Department of Management Studies,
Kumaraguru College of Technology,
Coimbatore 641 006

REGISTERED OFFICE & WORKS :

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Dear Sir,

This is to certify that Ms. Ms. Shritha Saji, a 1st year M.B.A. student of your institute has undergone Summer Project Internship in our organization for six weeks from 13th June 2009. During the course of training she shows a high degree of interest to learn the process and her conduct and attendance were very good.

The Management wishes all the best to all her future efforts.

For KOB Medical Textiles Pvt. Ltd.,

(J. Venkatesan)
Asst. General Manager
(HR & Company Affairs)

DECLARATION

DECLARATION

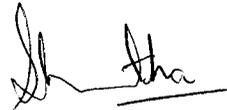
I ,hereby declare that this project report entitled as “ A STUDY ON THE MARKET RECEPTIVITY FOR ORTHOPAEDIC MEDICAL DEVICES IN COIMBATORE CITY”,has undertaken for academic purpose submitted to Anna university in partial fulfilment of requirement for the award of the degree of Master of Business Administration .The project report is the record of the original work done by me under the guidance of Mr.Kaarthekeyan, Assistant ptofessor , KCT Business school, during the academic year 2008-2010

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

Place: Coimbatore

.....

Date:



(C.SHRITHA SAJI)

ACKNOWLEDGEMENT

ACKNOWLEDGEMENT

I express my sincere gratitude to our revered Chairman Aruselvar Dr.N.Mahalingam, Co chairman B.K Krishnaraj Vanavarayar, Correspondent Sri. M.Balasubramaniam, Principal In charge Prof M.Annamalai.

I would like to thank Dr.S.V.Devanathan, PhD, Director, KCT Business School, Coimbatore for the help and guidance rendered.

I am very thankful to my guide Mr.Kaarthekeyan, Assistant professor, Department of management studies, KCT Business School, for his valuable guidance. I would like to thank all the staff members of the Department of Management Studies for their help and support.

I also express my sincere thanks to Mr.Murali Visvanathan, Sales Manager, KOB Medical Textiles Pvt.Ltd, Coimbatore for granting permission to do my project work. I am deeply indebted to him , whose assistance and encouragement made this work possible towards the end.

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EXECUTIVE SUMMARY

EXECUTIVE SUMMARY

The study on the market receptivity for orthopaedic medical devices in Coimbatore city which is undertaken as the project study by KOB Medical Textiles Pvt.Ltd, Coimbatore aimed at finding out the market size, value perception for the product, existence, price factor and satisfactory level of the customer. The study was undertaken to find out the prevalence of the usage of various orthopaedic devices. Descriptive research is used in this research. The primary data is collected from 30 respondents of various orthopaedic hospitals, medical shops dealing with orthopaedic products, stockist and medical suppliers in Coimbatore. The sampling technique that was adopted for the study is Area Random Sampling. The collected data was analysed using percentage analysis, factor analysis and cross tabulation. In this study it is found that nearly half of the respondents are using cast and cohesive products.

INTRODUCTION

CHAPTER I

1. INTRODUCTION

1.1 PROBLEM STATEMENT

The researcher attempts to find the impact of the sale of the various brands of cast and cohesive bandages among orthopaedic hospitals, medical retail suppliers, medical wholesale suppliers and medical shops dealing with orthopaedic devices in Coimbatore which is very essential for the company KOB Medical Textiles Pvt.Ltd, Coimbatore to formulate plans to improve their sales volume .

1.2 OBJECTIVES:

➤ Primary Objective:

- To Identify the Market size of Orthopedic devices
- To determine the value perception for the product.

➤ Secondary Objective:

- To identify the Existence of Innovation.
- To study the Price Factor of the product in particular.
- To map the “Satisfactory level of the customer”.

1.3 SCOPE OF THE STUDY

The scope of the study is limited and it covers all the orthopaedic hospitals, medical suppliers, stockists and medical shops in and around Coimbatore. To study on the market receptivity of orthopaedic medical devices.

LIMITATIONS

- The conclusion derived does not have universal applicability as this study was undertaken only within Coimbatore orthopaedic hospitals, medical shop dealing with orthopaedic devices, stockists and medical suppliers.

- Sample size is limited.

1.4 ORGANIZATION PROFILE



KOB MEDICAL TEXTILES PVT.LTD

KOB Medical Textiles (EOU Division), Coimbatore is a 100% subsidiary and Foreign Direct Investment of M/s. KARL OTTO BRAUN GmbH & Co. KG, GERMANY, the world's largest producer of elastic textile fabrics for medical use. KOB Medical Textiles is a world class Export Oriented Unit (EOU) with STAR HOUSE status, exporting specialized bandages to Europe and World over. The company was incorporated in 1998 under companies Act 1956 and started operation in the year 2000. KOB Medical Textiles has introduced the concept "SPECIFIC BANDAGE FOR SPECIFIC USE" in India for the first time by starting to sell world class specialty bandages. Products are as per DIN Standards and comply with EC regulations under European directive for Medical Devices. (93/42 EEC). Compliance to 'Schedule M' Certification for Drug manufacturing under the Drugs and Cosmetic act of India and ISO Standards. KOB is professionally managed process based lean organization with well trained and motivated staff members.

The company exports bandages to Korea, Hong Kong, Australia, Taiwan, Japan, South Africa, Chile, Canada, Italy, Philippines, Congo, Lebanon, Israel, UK and Germany.

Innovation at KOB

KOB is a Leading Innovator, and is a unique manufacturing factory for technical textiles in India with state-of-the-art-technology. They have designed and brought out world class products in India at competitive prices. As a member of MHR16 BIS Sub Committee on Hospital Equipments and Surgical Dressing they are working to upgrade the standards available in the country for medical textile. They also have collaboration with various Technical Institutes in the development of medial textiles. They have an affiliated Research Centre in the area of Medical Textiles by Anna University, Chennai for collaborative research.



Origin of KOB

KARL OTTO BRAUN GmbH & Co. KG, GERMANY is a 100 years old company and worlds largest manufacturer of elastic textile fabrics for the health care sector. Based in Wolfstein, the company employs a workforce of around 950. The company was Established in the year 1903, and today is a fully vertically integrated production process with spinning mill, weaving mill, finishing and packing departments. It manufactures not only its speciality elastic bandages, but also textiles for industrial use. They play a pioneering role on environmental issues as well. It is the first textile company in Germany to .build its own sewage treatment works.

The company actively engages in preparing new markets and market channels by discerning consumer wishes and developing solutions that are of benefit to end users and industrial customers. These products are not prototypes, but innovations ready for market launch that can readily boast their own success story. The innovation concept constantly stimulates the market with new developments and the interest on the part of the consumer is further heightened. The development team is constantly devising and testing new possibilities in the manufacture of perfectly functional, aesthetic products on the basis of medical and technical textiles and other components.

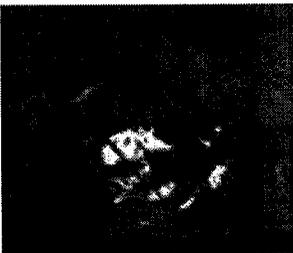
Products of KOB

- **Elastic Bandages for Fixation**
- **Support**
- **Compression**
- **Light Compression**
- **Elastic Crepe Bandage**
- **Gauze Bandage**
- **Tapes and Fabric rolls for cohesive bandages.**

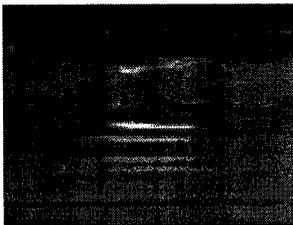
Different types of packages



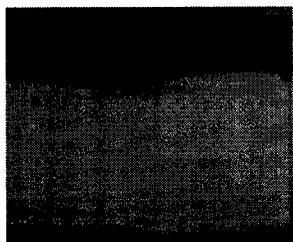
Containers in Tray



Bandages in a PE bag



Bandages in a tray



Fabric for Coating

QMS & EMS

Quality Policy

Constant customer focus with continual improvement, optimised and safe processes with trained and motivated employees form the basis of QMS.

Environmental Policy

Conservation of natural resources, Environmental protection, enhanced environmental performance, Compliance to all rules and regulations for the basis of EMS.

Quality Standards

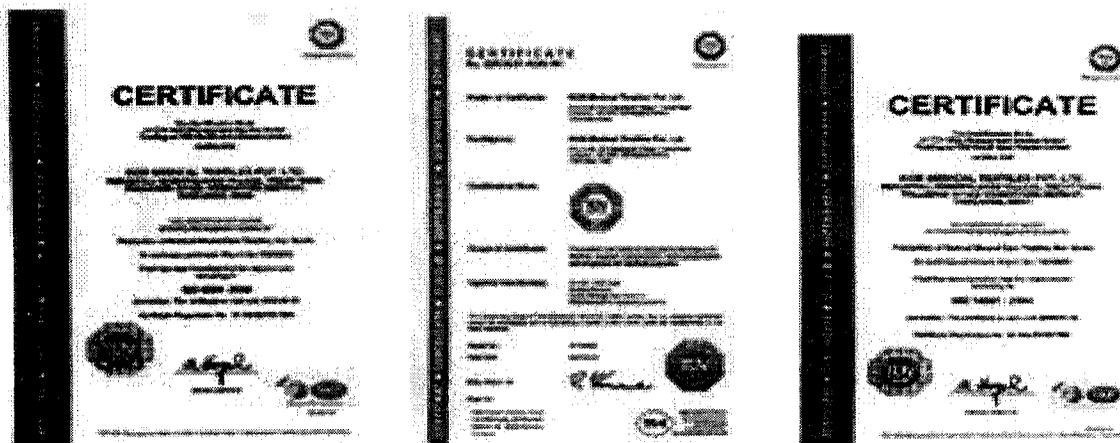
Products are as per the DIN 61634 (Deutsche Institute for Normung e.v) standards. The products comply with EC regulations under European Directive for Medical Devices (93/42EEC) transformed into German National Law as "Medical Device Act" (MPG - Medizinproductegesetz). They comply with 'Schedule-M' GMP requirements of Drugs and Cosmetic Act of India

Strength of the concern

- Key staff well trained in Germany for different areas of operation
- State of the art machines
- Hygienic condition
- Well trained and motivated operatives
- TQM Practices
- Employment for rural girls
- Social security and welfare

ISO Certifications acquired by the company

- ISO 9001:2000
- ISO 13485 : 2003
- ISO 14001:2004



Mission and Vision Statement

- Company's mission is to make available products from Germany for the Indian public.
- Company's vision is to establish trading to import and wholesale sophisticated products

1.5 REVIEW OF LITERATURE

RB Keller, DN Soule, JE Wennberg and DF Hanley, *The Journal of Bone and Joint Surgery*, Vol 72, Issue 9 1286-1293, Orthopaedists and other physicians in Maine organized the Maine Medical Assessment Foundation to deal with the problem of variations in the rates of hospitalisation for orthopaedic conditions. Five musculoskeletal injuries and five orthopaedic procedures were selected for study. The variation in decision-making by orthopaedists was least for fractures of the ankle and fractures of the hip and was greatest for fractures of the forearm, derangement of the knee, and lumbosacral sprain. The rates in an area tended to be consistently high or low for the same treatments. The major reasons for the variations appeared to be related to lack of agreement about optimum treatment. Feedback of data to physicians on variations in patterns of practice reduced the variations.

METHODOLOGY

CHAPTER 2

METHODOLOGY

2.1 Research Methodology

The study adheres to descriptive research design to gain valuable insight on the market receptivity of orthopedic medical devices.

2.2 Sample Size

The sample size taken is 30.

2.3 Sample Design

The sampling design that was adopted for the study is Area Random Sampling

2.4 Data Collection method

➤ **Primary data**

The primary data is collected by structured questionnaire method

➤ **Secondary data**

The secondary data was collected from the websites, books and the project work done by research scholars.

2.5 Analytical Tools Used:

➤ Percentage Analysis

➤ Cross Tabulation

➤ Factor Analysis

ANALYSIS & INTERPRETATION

CHAPTER-3

ANALYSIS AND INTERPRETATION

ANALYSIS-1

PERCENTAGE ANALYSIS

TABLE 3.1 showing Nature of the business

Nature of the business

	Frequency	Percent
Medical Shop	4	13.3
Hospitals	14	46.7
Medical Suppliers	7	23.3
Stockists	5	16.7
Total	30	100.0

It is inferred from the above table 46.7% of the respondents are in orthopedic hospital business, 13.3% in orthopedic medical shop line, 23.3% as orthopedic medical suppliers, and 16.7% as stockiest.

1.Nature of Business

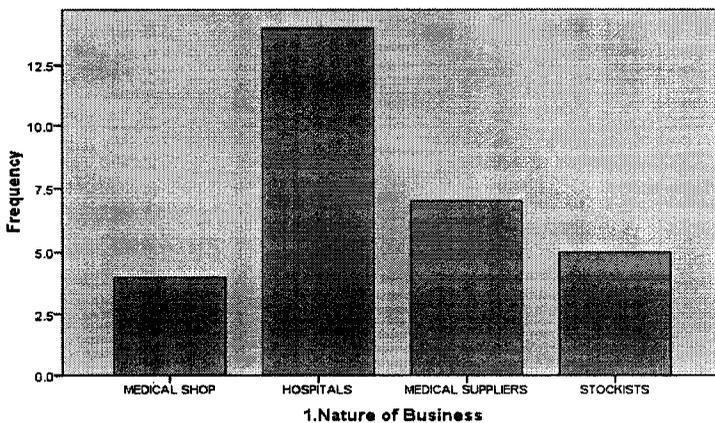


TABLE 3.2 showing the Number of years in operation

Number of years in operation			
	Frequency	Percent	
1-5Yrs	4	13.3	
5-10Yrs	9	30.0	
10-15Yrs	6	20.0	
>20Yrs	11	36.7	
Total	30	100.0	

It is inferred from the above table 36.7% have been into orthopaedic business for more than 20 years, 13.3% for a period between 1-5 years, 30% for a period between 5-10 years and 20% for a period between 10-15 years.

2.Years In Operation

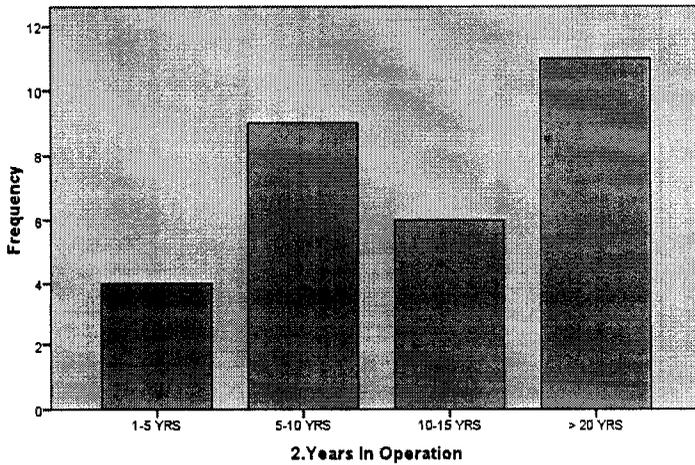


TABLE 3.3 showing Orthopaedic products

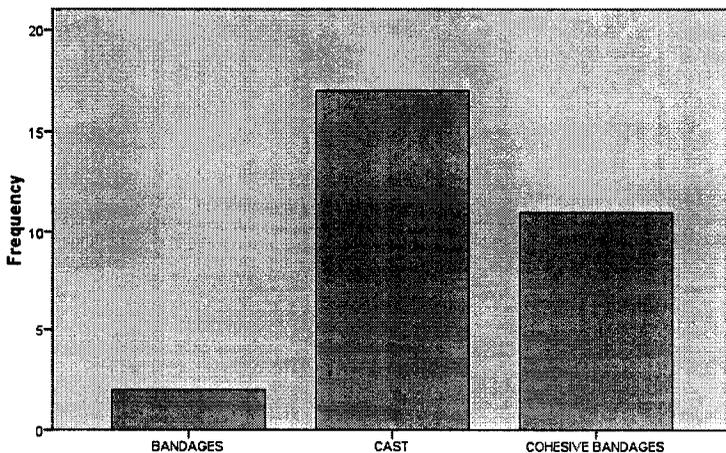
Orthopaedic products

	Frequency	Percent
Bandages	2	6.7
Cast	17	56.7
Cohesive Bandages	11	36.7
Total	30	100.0

It is inferred from the above table 56.7% are dealing with the orthopaedic product casts,

6.7% with bandages and 36.7% are dealing with the orthopaedic product cohesive bandages.

3.Orthopaedic Products



3.Orthopaedic Products

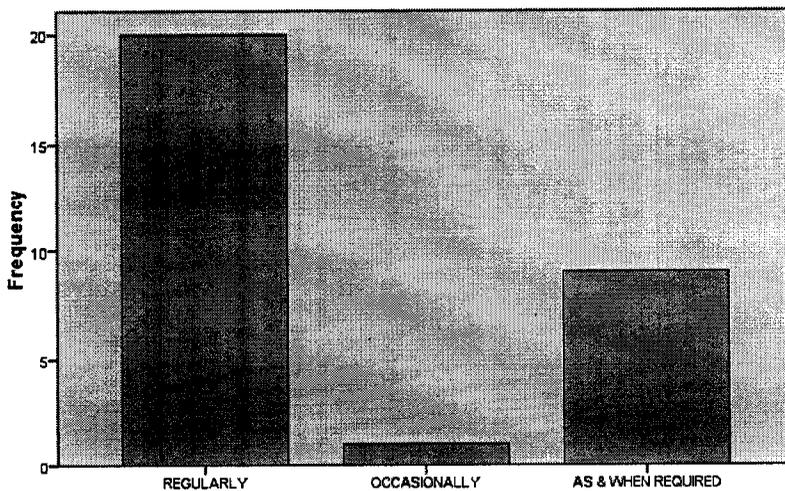
TABLE 3.4 showing the Level of awareness

Level of awareness

	Frequency	Percent
Regularly	20	66.7
Occasionally	1	3.3
As and when required	9	30.0
Total	30	100.0

It is inferred from the above table that 66.7% are well aware using the product regularly, 3.3% are well aware using the product occasionally and 30% are well aware about the product using it as and when required.

4.Level of Awareness



4.Level of Awareness

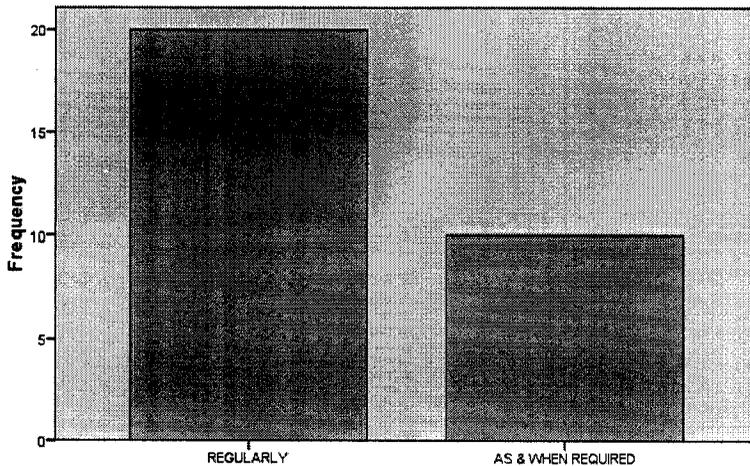
TABLE 3.5.1 showing Synthetic cast

Synthetic Cast

	Frequency	Percent
Regularly	20	66.7
As and when required	10	33.3
Total	30	100.0

It is inferred from the above table 66.7% have been procuring synthetic cast on a regular basis and 10% procure the orthopaedic product synthetic cast as and when they require it.

5.a.Synthetic Cast



5.a.Synthetic Cast

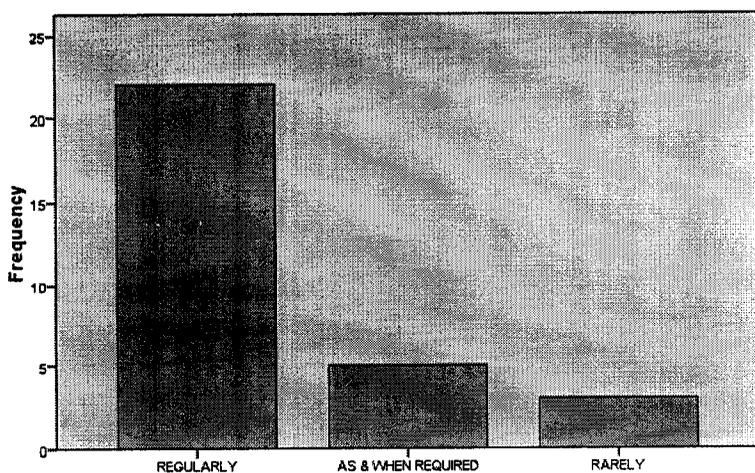
TABLE 3.5.2 showing Cohesive

Cohesive

	Frequency	Percent
Regularly	22	73.3
As and when required	5	16.7
Rarely	3	10.0
Total	30	100.0

It is inferred from the above table 73.3% are procuring cohesive bandage on a regular basis, 16.7% use the product as and when required and 10% uses the cohesive bandages rarely.

5.b.Cohesive



5.b.Cohesive

TABLE 3.5.3 showing Cotton Tapes

Cotton Tapes

	Frequency	Percent
Regularly	23	76.7
As and when required	5	16.7
* Rarely	2	6.7
Total	30	100.0

It is inferred from the above table 76.7% use cotton tapes on a regular basis, 16.7% use the product as and when required and 6.7% use it rarely.

5.c.Cotton Tapes

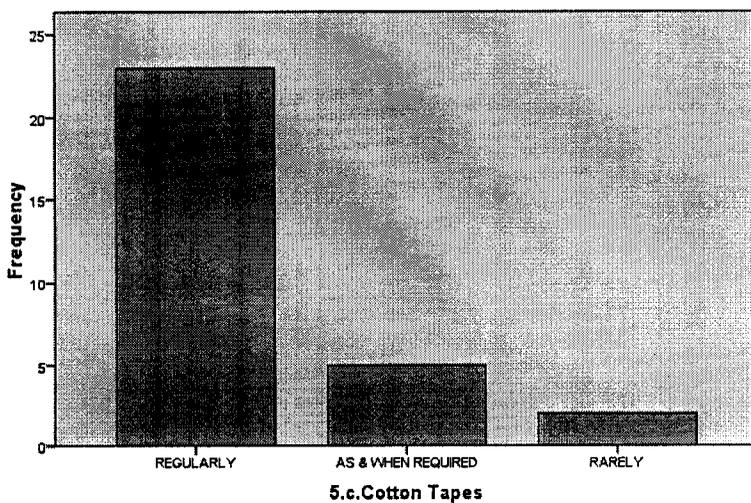


TABLE 3.5.4 showing Bandages

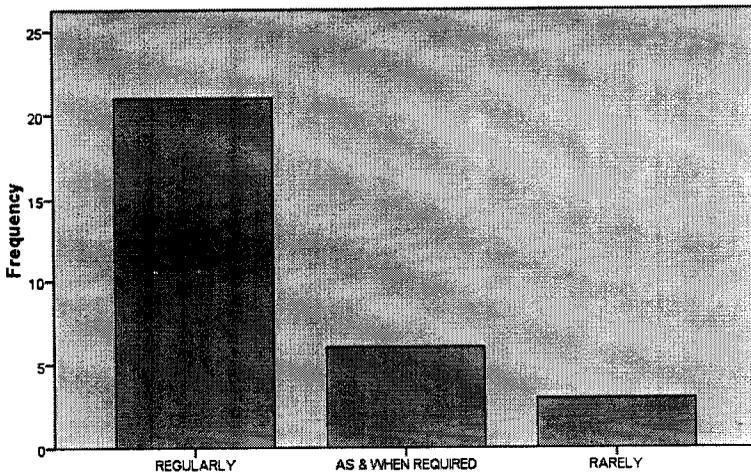
Bandages

	Frequency	Percent
Regularly	21	70.0
As and when required	6	20.0
Rarely	3	10.0
Total	30	100.0

It is inferred from the above table 70% use the product bandages on a regular

basis, 20% procure the product as and when required and 10% use the product rarely.

5.d.Bandages



5.d.Bandages

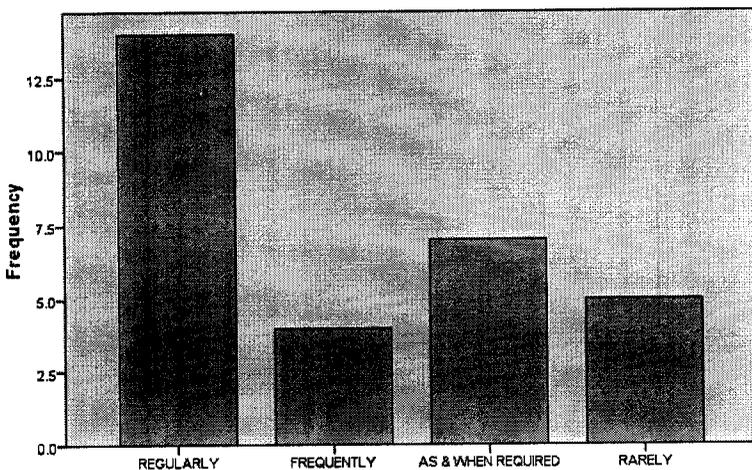
TABLE 3.5.5 showing Other brands

Others

	Frequency	Percent
Regularly	14	46.7
Frequently	4	13.3
As and when required	7	23.3
Rarely	5	16.7
Total	30	100.0

It is inferred from the above table 46.7% use other products on a regular basis, 13.3% use other orthopaedic products frequently, 23.3% use other products as and when required and 16.7% use other orthopaedic products rarely.

5.e.Others



5.e.Others

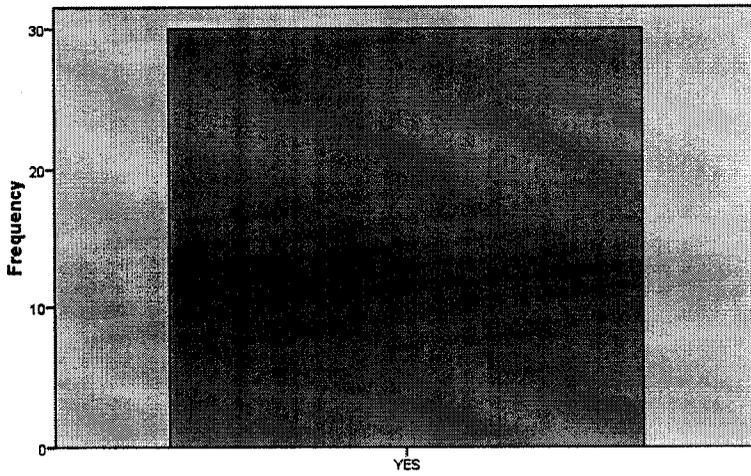
TABLE 3.6 showing Synthetic cast

Synthetic Cast

	Frequency	Percent
Yes	30	100.0

It is inferred from the above table that 100% deal with the orthopaedic product synthetic cast.

6.Synthetic Cast



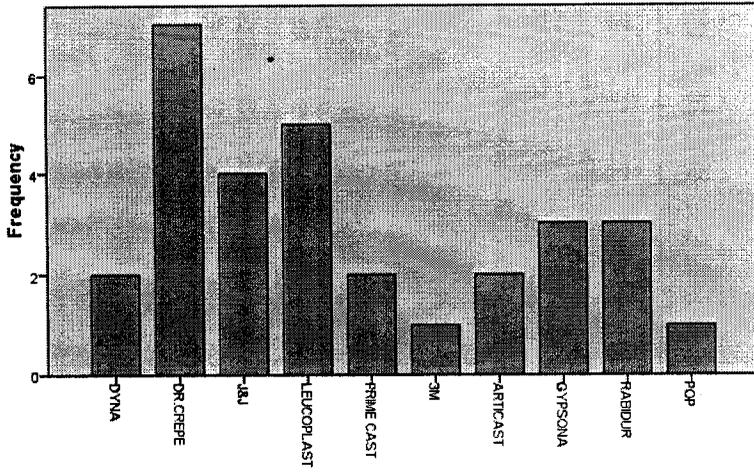
6.Synthetic Cast

TABLE 3.7.1 showing Brands of synthetic cast
Brands of synthetic cast

	Frequency	Percent
Dyna	2	6.7
Dr.Crepe	7	23.3
J&J	4	13.3
Leucoplast	5	16.7
Prime Cast	2	6.7
3M	1	3.3
Articast	2	6.7
Gypsona	3	10.0
Rabidur	3	10.0
POP	1	3.3
Total	30	100.0

It is inferred from the above table 23.3% have the brand Dr.Crepe, 6.7% have dyna, 13.3% have J&J, 16.7% have the brand leucoplast, 6.7% have the brand primecast and articast, 3.3% have 3M, 10% have the brand gypsona and 3.3% have the brand POP in synthetic cast.

7.a.Brand Name



7.a.Brand Name

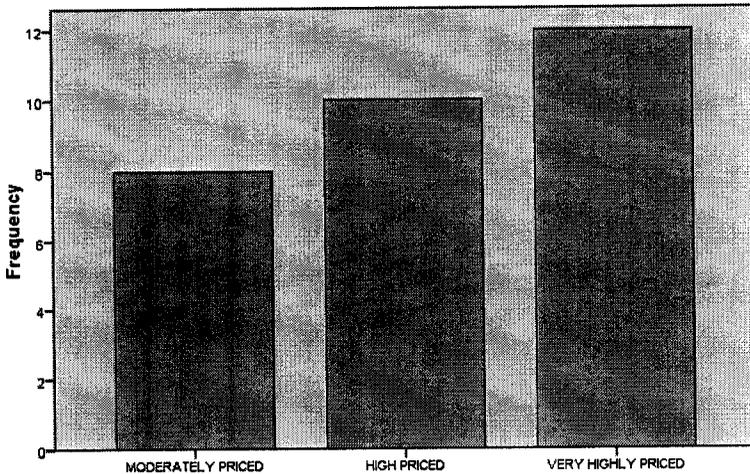
TABLE 3.7.2 showing the Level of pricing

Level of Pricing

	Frequency	Percent
Moderately Priced	8	26.7
Highly Priced	10	33.3
Very Highly Priced	12	40.0
Total	30	100.0

It is inferred from the above table 40% feel that the brand synthetic cast is very highly priced, 26.7% feel that it is moderately priced and 33.3% feel that the brand synthetic cast is highly priced.

7.b.Level of Pricing



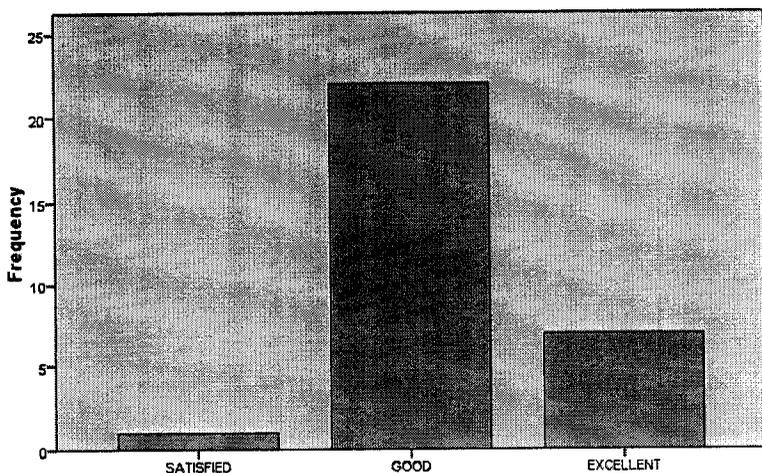
7.b.Level of Pricing

TABLE 3.7.3 showing Customer Response
Customer Response

	Frequency	Percent
Satisfied	1	3.3
Good	22	73.3
Excellent	7	23.3
Total	30	100.0

It is inferred from the above table 73.3% of the customer response for the brand synthetic cast was good, 3.3% say its satisfactory and 23.3% of the customer response towards the brand synthetic cast is excellent.

7.c.Customer Response



7.c.Customer Response

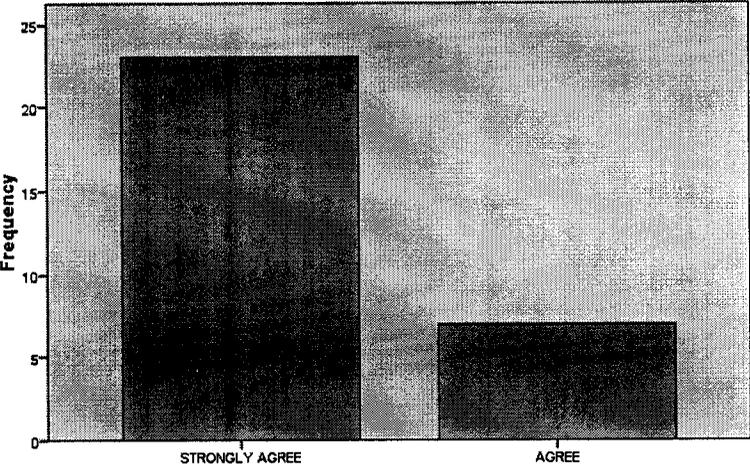
TABLE 3.8.1 showing High quality products

High Quality Products

	Frequency	Percent
Strongly Agree	23	76.7
Agree	7	23.3
Total	30	100.0

It is inferred from the above table 76.7% strongly agree that the brand synthetic cast is a high quality product and 23.3% agree that it's a high quality product.

8.a.High Quality Products



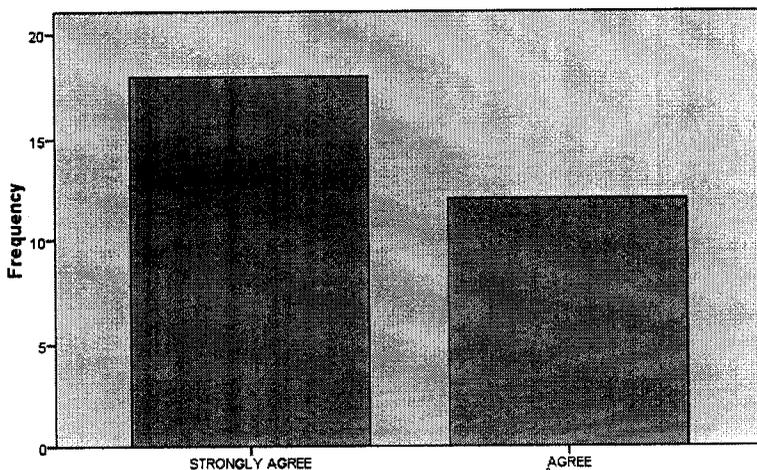
8.a.High Quality Products

TABLE 3.8.2 showing the Expense of the product

Expensive		
	Frequency	Percent
Strongly Agree	18	60.0
Agree	12	40.0
Total	30	100.0

It is inferred from the above table 60% strongly agree that the product is expensive and 40% agree that the product synthetic cast is expensive.

8.b.Expensive



8.b.Expensive

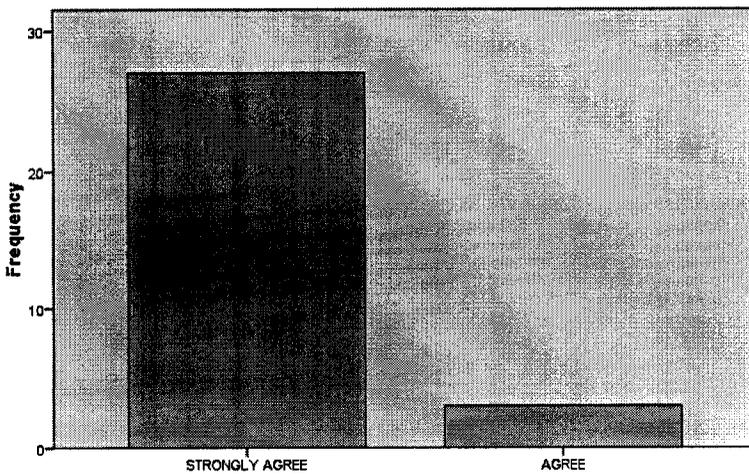
TABLE 3.8.3 showing Trustworthy products

Trustworthy Products

	Frequency	Percent
Strongly Agree	27	90.0
Agree	3	10.0
Total	30	100.0

It is inferred from the above table 90% strongly agree that the products are trust worthy and 10% agree that the products of synthetic cast are trustworthy.

8.c.Trustworthy Products



8.c.Trustworthy Products

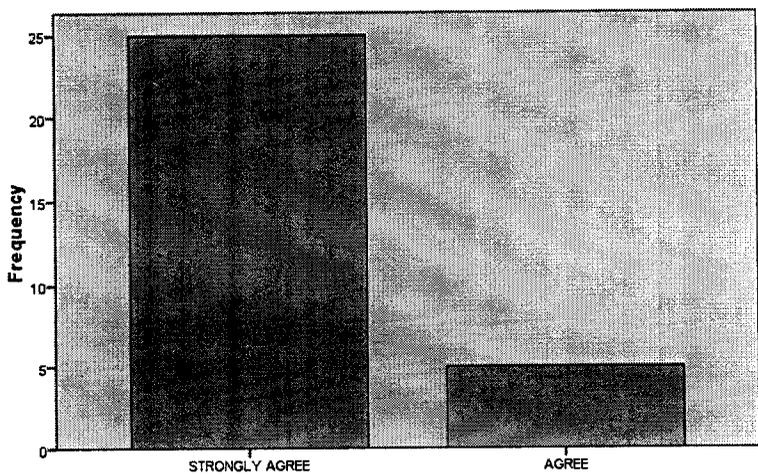
TABLE 3.8.4 showing about the value of the product

Good Valued Products

	Frequency	Percent
Strongly Agree	25	83.3
Agree	5	16.7
Total	30	100.0

It is inferred from the above table 83.3% strongly agree that the product synthetic cast is a good valued product and 16.7% agree that the product is of good value.

8.d.Good Valued Products



8.d.Good Valued Products

TABLE 3.8.5 showing Internationally Accredited

Internationally Accredited Products

	Frequency	Percent
Strongly Agree	28	93.3
Agree	2	6.7
Total	30	100.0

It is inferred from the above table 93.3% strongly agree that the product is internationally accredited and 6.7% agree that the product synthetic cast is internationally accredited.

8.e.Internationally Accredited Products

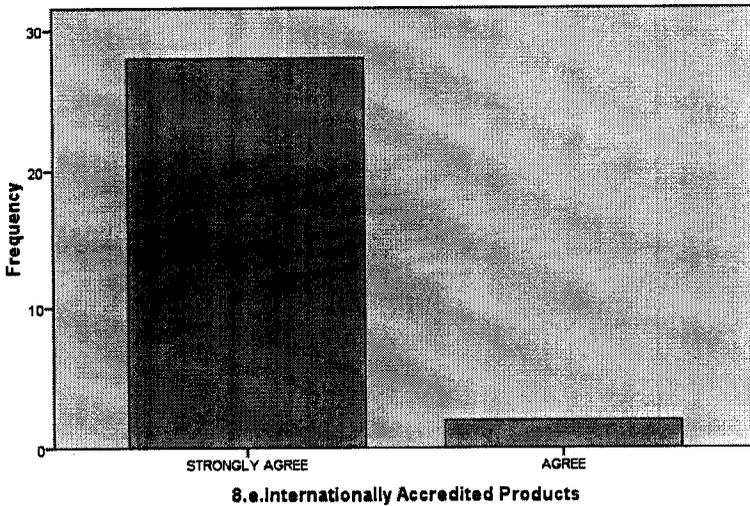


TABLE 3.9 showing Cohesive Bandages

Cohesive Bandages

	Frequency	Percent
Yes	30	100.0

It is inferred from the above table 100% deal with the orthopaedic product cohesive bandages.

9.Cohesive Bandages

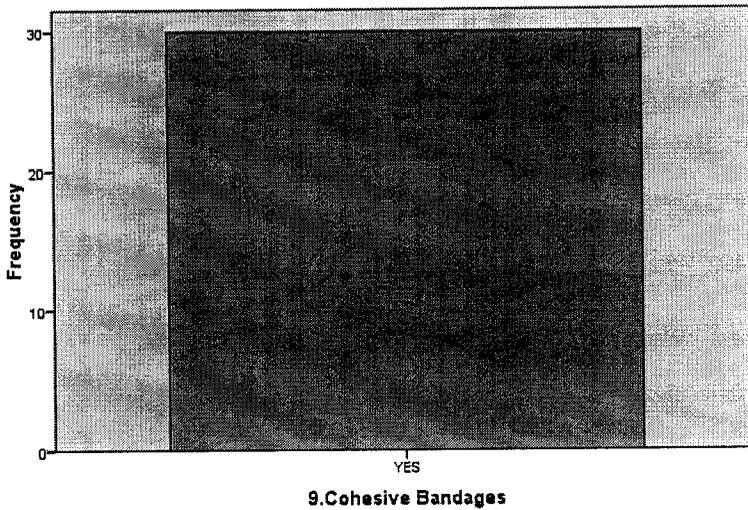


TABLE 3.10.1 showing the Brand Name

Brand Name

	Frequency	Percent
Orifit	3	10.0
Articast	5	16.7
J&J	3	10.0
Stockinette	4	13.3
Double Line	1	3.3
Co-Plus	1	3.3
BSN Medical	2	6.7
Red Cross	2	6.7
POP	2	6.7
Sam Cast	2	6.7
Hospi Crepe	1	3.3
Leucocryp	1	3.3
Elastocryp	2	6.7
Ramaraju	1	3.3
Total	30	100.0

It is inferred from the above table 16.7% deal with the brand articast, 10.7% deal with J&J, 13.3% deal with the brand stockinette, 3.3% deal with double line, co-plus brand, hospi crepe, and leucocryp, 6.7% deals with bsn medical products, red cross products, POP and sam cast.

10.a.Brand Name

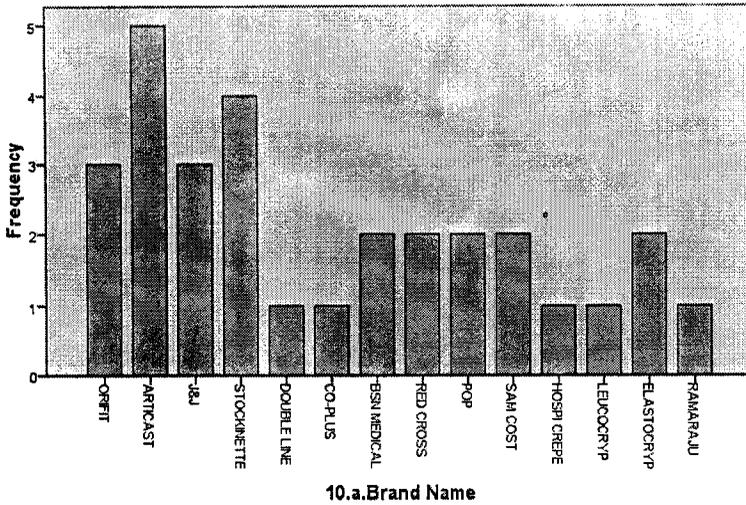


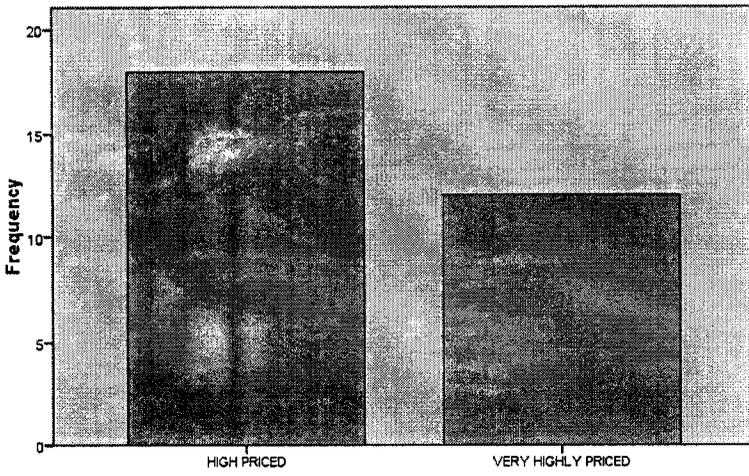
TABLE 3.10.2 showing Level of Pricing

Level of Pricing

	Frequency	Percent
Highly Priced	18	60.0
Very Highly Priced	12	40.0
Total	30	100.0

It is inferred from the above table 60% feel that the products are highly priced and 40%

10.b.Level of Pricing



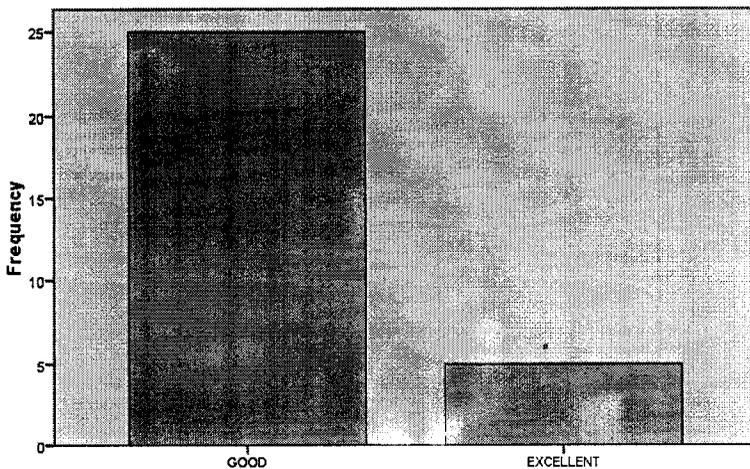
10.b.Level of Pricing

TABLE 3.10.3 showing Customer response
Customer Response

	Frequency	Percent
Good	25	83.3
Excellent	5	16.7
Total	30	100.0

It is inferred from the above table 83.3% of the customer response is good and 16.7% of the customer response is excellent.

10.c.Customer Response



10.c.Customer Response

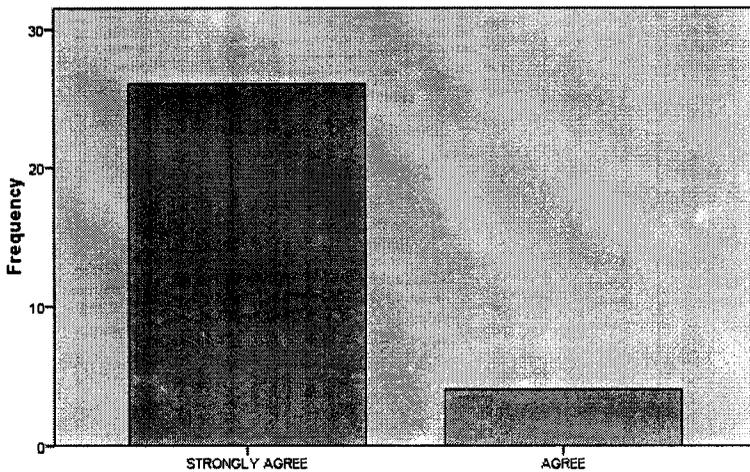
TABLE 3.11.1 showing Quality of products

High Quality Products

	Frequency	Percent
Strongly Agree	26	86.7
Agree	4	13.3
Total	30	100.0

It is inferred from the above table 86.7% strongly agree that the product is of high quality and 13.3% agree that the product cohesive bandage is of high quality.

11.a.High Quality Products



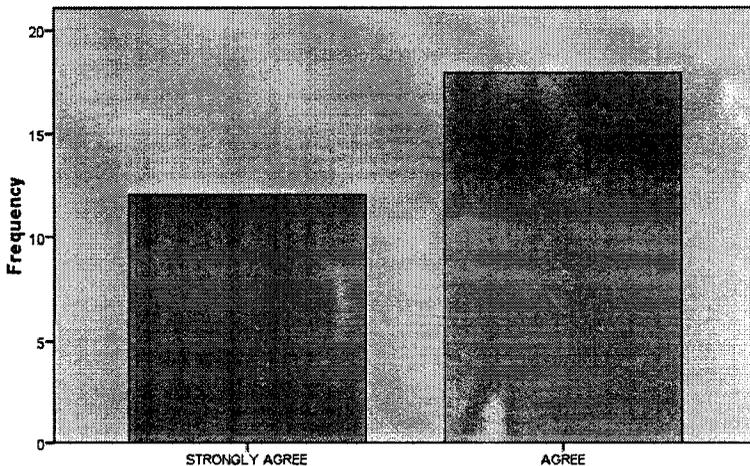
11.a.High Quality Products

TABLE 3.11.2 showing Expense of the product
Expensive

	Frequency	Percent
Strongly Agree	12	40.0
Agree	18	60.0
Total	30	100.0

It is inferred from the above table 60% agree that the product is expensive and 40% strongly agree that the product is expensive.

11.b.Expensive



11.b.Expensive

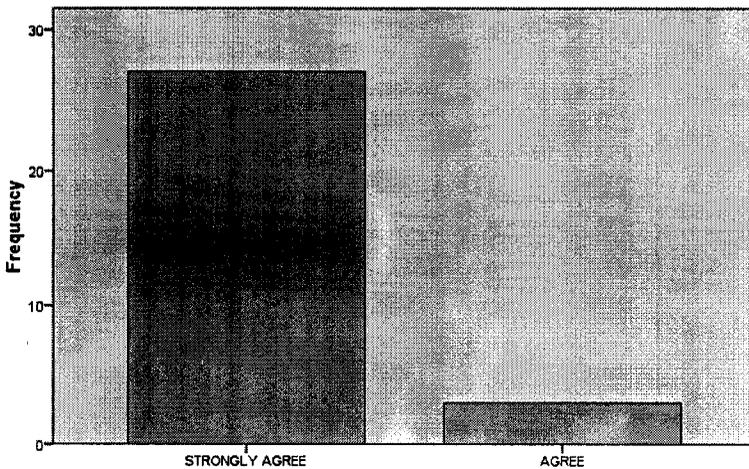
TABLE 3.11.3 showing Trustworthy products

Trustworthy Products

	Frequency	Percent
Strongly Agree	27	90.0
Agree	3	10.0
Total	30	100.0

It is inferred from the above table 90% of the respondents strongly agree that the products are trust worthy and 10% agree that the product cohesive bandage is trustworthy.

11.c.Trustworthy Products



11.c.Trustworthy Products

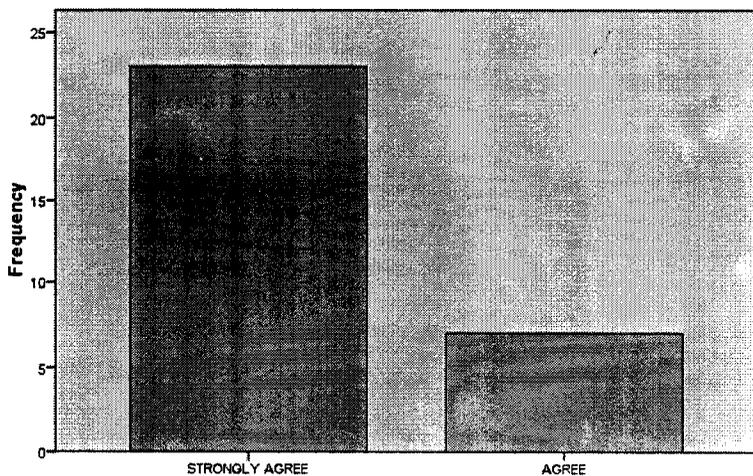
TABLE 3.11.4 showing Good valued products

Good Valued Products

	Frequency	Percent
Strongly Agree	23	76.7
Agree	7	23.3
Total	30	100.0

It is inferred from the above table 76.7% strongly agree that the product is a good valued product and 23.3% agree that its good valued.

11.d.Good Valued Products



11.d.Good Valued Products

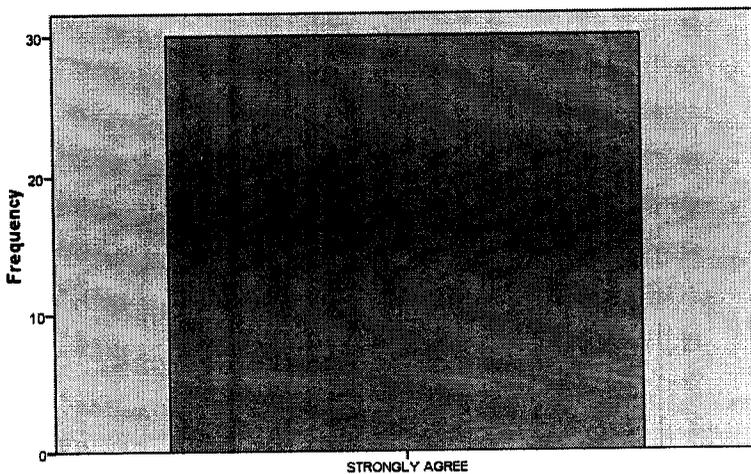
TABLE 3.11.5 showing Internationally Accredited products

Internationally Accredited Products

	Frequency	Percent
Strongly Agree	30	100.0

It is inferred from the above table 100% of the respondents say that the brand cohesive is an internationally accredited product.

11.e.Internationally Accredited Products



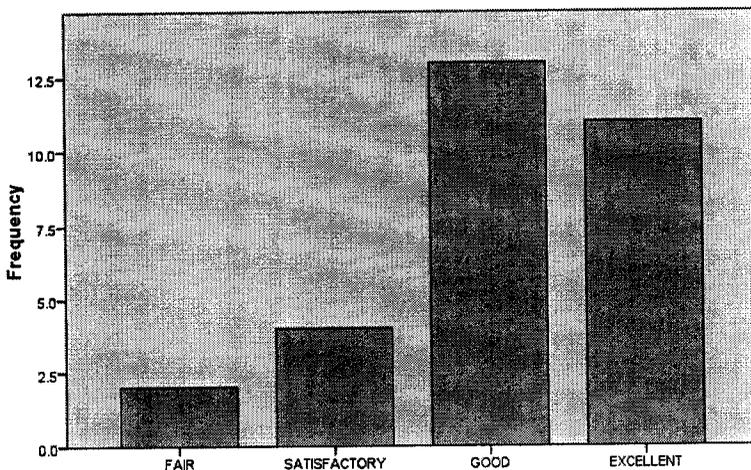
11.e.Internationally Accredited Products

TABLE 3.12.1 showing Quality of the product

Quality of the Product		
	Frequency	Percent
Fair	2	6.7
Satisfactory	4	13.3
Good	13	43.3
Excellent	11	36.7
Total	30	100.0

It is inferred from the above table 43.3% feel that the quality of the product is good, 6.7% feel that the quality is fair, 13.3% feel that its satisfactory, 36.7% feel that the quality of the product is excellent.

12.a.Quality of the Product



12.a.Quality of the Product

TABLE 3.12.2 showing Utility of the product

Utility of the Product

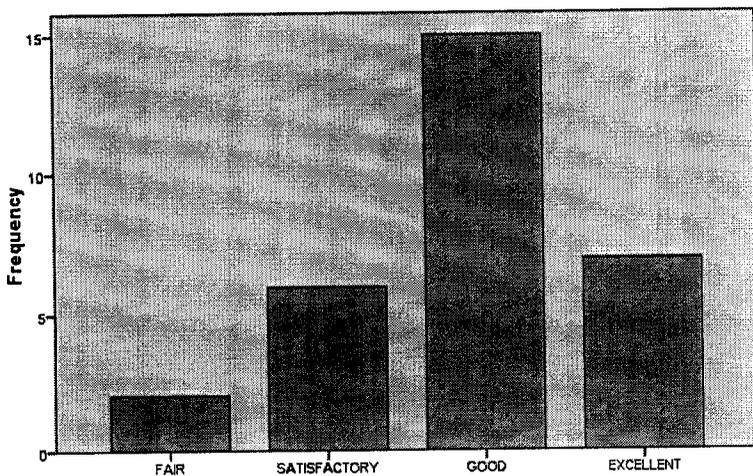
	Frequency	Percent
Fair	2	6.7
Satisfactory	6	20.0
Good	15	50.0
Excellent	7	23.3
Total	30	100.0

It is inferred from the above table 50% of the respondents feel that the

utility of the product is good, 6.7% feel the utility is fair, 20% feel that the utility is satisfactory, and

23.3% feel that the utility of the product is excellent.

12.b.Utility of the Product



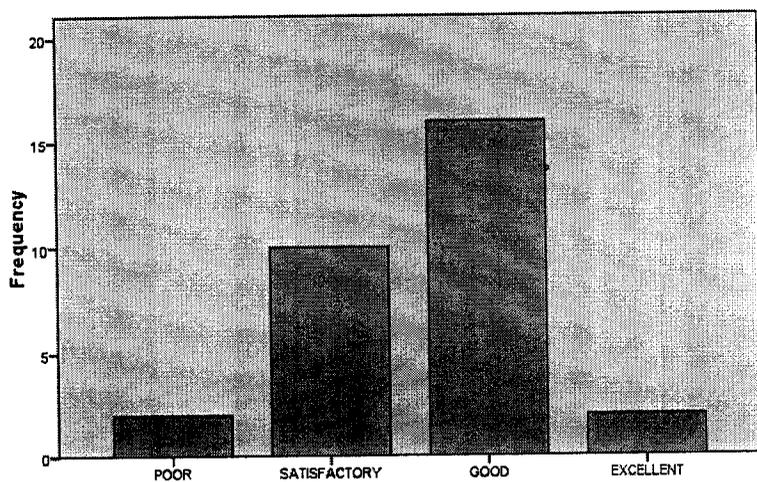
12.b.Utility of the Product

TABLE 3.12.3 showing Price of the product
Price of the Product

	Frequency	Percent
Poor	2	6.7
Satisfactory	10	33.3
Good	16	53.3
Excellent	2	6.7
Total	30	100.0

It is inferred that 53.3% feel that the price of the product is good, 6.7% feel that the price is poor and excellent, 33.3% feel that the price is satisfactory.

12.c.Price of the Product



12.c.Price of the Product

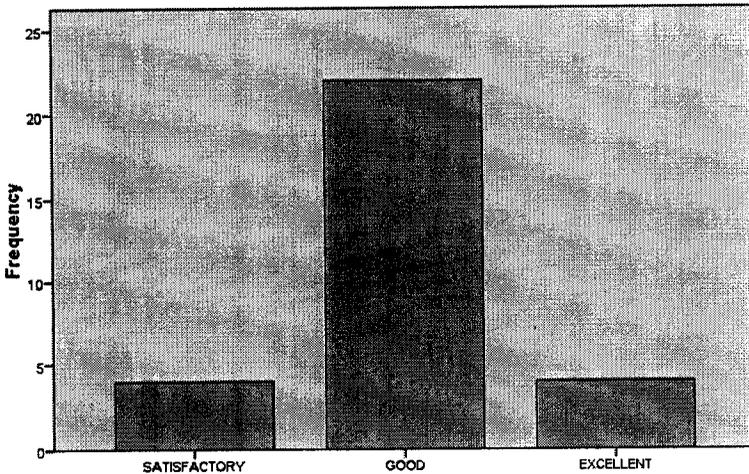
TABLE 3.12.4 showing Appearance of the product

Appearance of the Product

	Frequency	Percent
Satisfactory	4	13.3
Good	22	73.3
Excellent	4	13.3
Total	30	100.0

It is inferred from the above table 73.3% feel that the appearance of the product is good, 13.3% feel that the product is satisfactory and even excellent.

12.d.Appearance of the Product



12.d.Appearance of the Product

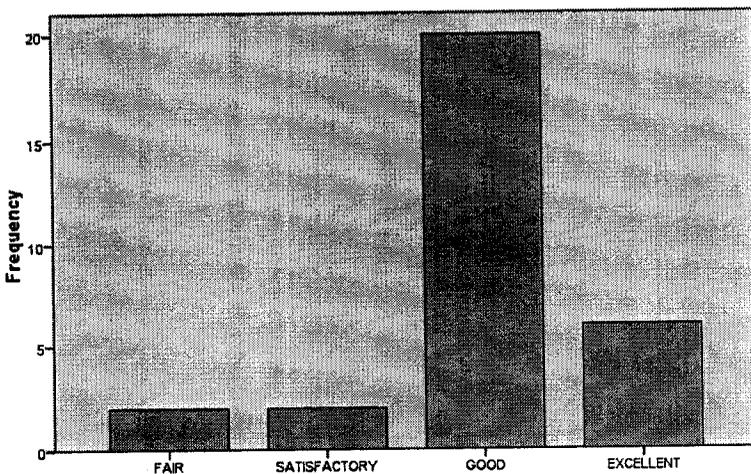
TABLE 3.12.5 showing Availability of the product

Availability of the Product

	Frequency	Percent
Fair	2	6.7
Satisfactory	2	6.7
Good	20	66.7
Excellent	6	20.0
Total	30	100.0

It is inferred from the above table 66.7% feel that the availability of the product is good, 6,7% feel that the products are available fair and satisfactory and 20% feel that the availability of the product is excellent.

12.e.Availability of the Product



12.e.Availability of the Product

TABLE 3.12.6 showing Innovative product

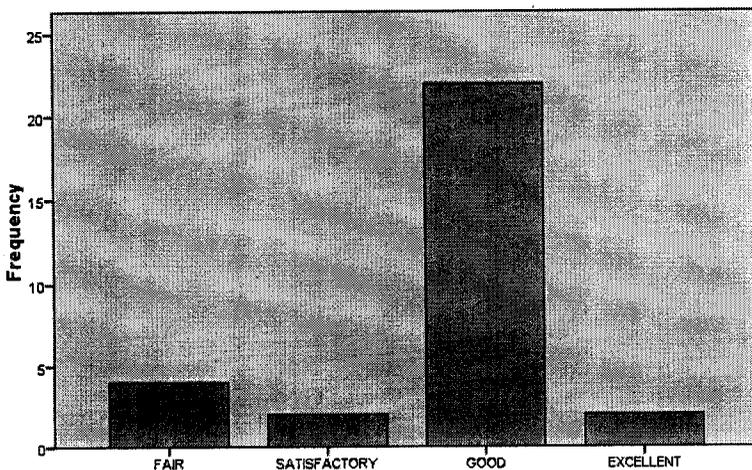
Innovative Product

	Frequency	Percent
Fair	4	13.3
Satisfactory	2	6.7
Good	22	73.3
Excellent	2	6.7
Total	30	100.0

It is inferred from the above table 73.3% are good in innovation, 13.3% are fair,

6.7% are satisfactory and excellent when we talk about innovative product.

12.f.Innovative Product



12.f.Innovative Product

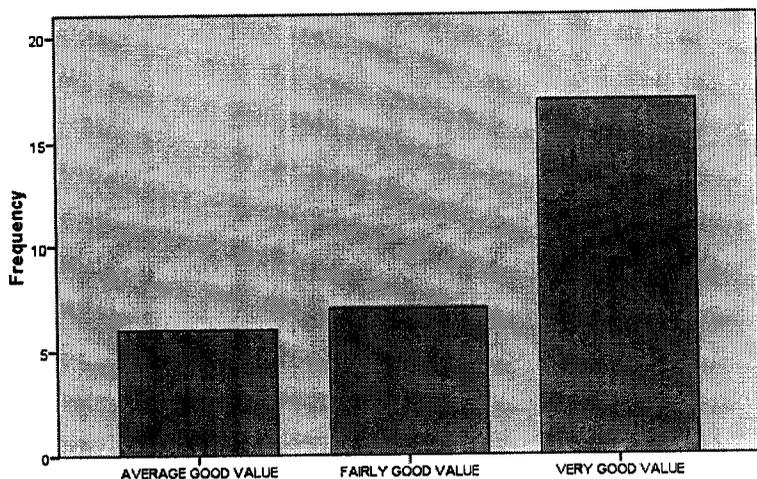
TABLE 3.13 showing Market Potential/Market Preference

Market Potential/Market Preference

	Frequency	Percent
Average good value	6	20.0
Fairly good value	7	23.3
Very good value	17	56.7
Total	30	100.0

It is inferred from the above table 56.7% say that the market potential is of very good value, 20% of average good value and 23.3% of the market potential is of fairly good value.

13. Market Potential/Market Preference



13. Market Potential/Market Preference

TABLE 3.14 showing Market Response
Market Response

	Frequency	Percent
Very Interested	23	76.7
Somewhat Interested	6	20.0
Not Sure	1	3.3
Total	30	100.0

It is inferred from the above table 76.7% say that they are very interested, 20% say that they are some what interested and 3.3% say that they are not sure.

14. Market Response

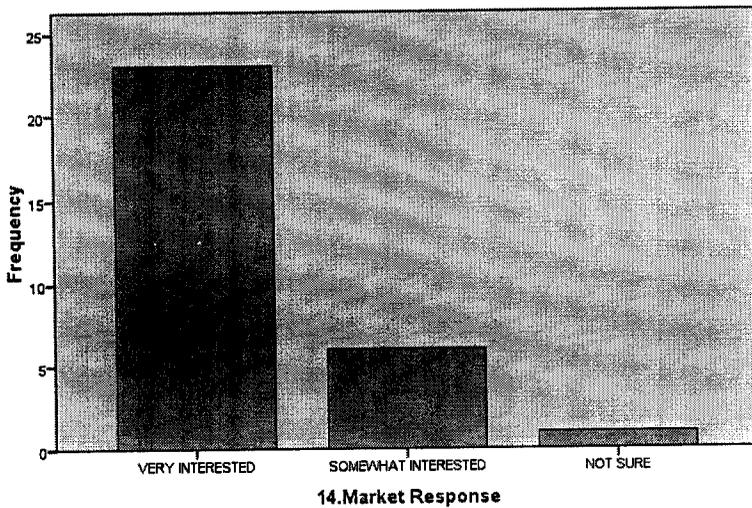
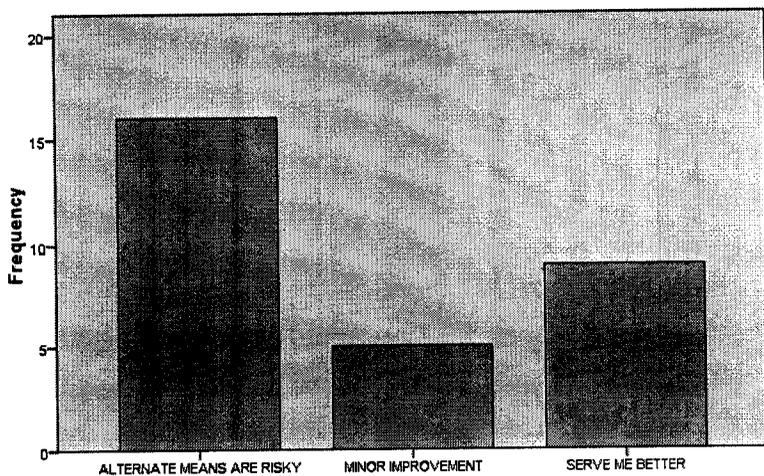


TABLE 3.15 showing the Need for the product
Need for the Product

	Frequency	Percent
Alternate means are risky	16	53.3
Minor Improvement	5	16.7
Current product serve better	9	30.0
Total	30	100.0

It is inferred from the above table 53.3% feel that alternate means are risky, 16.7% feel that there is a minor improvement and 30% feel that the current products serve better.

15. Need for the Product



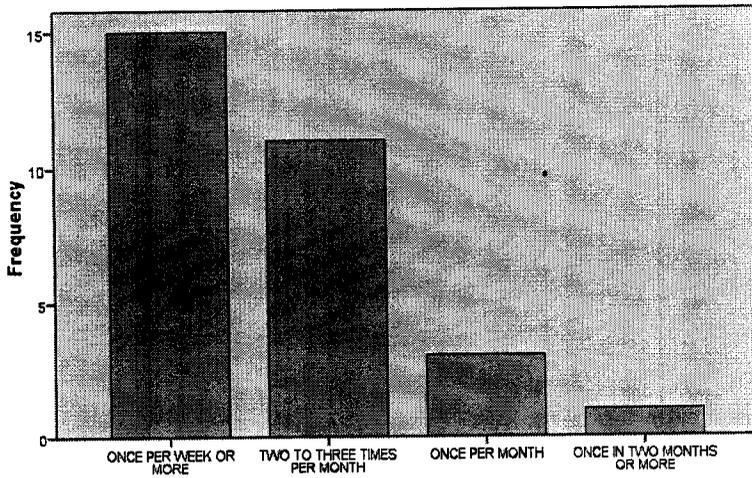
15. Need for the Product

TABLE 3.16 showing Sale of Cast/Cohesive Products
Sale of Cast/Cohesive Products

	Frequency	Percent
Once per week	15	50.0
2-3 Times per month	11	36.7
Once per month	3	10.0
Once in two months	1	3.3
Total	30	100.0

It is inferred from the above table 50% sell cast or cohesive bandages once per week, 36.7% sell the products two to three times per month, 10% sell the products once per month, 3.3% sell the products once in two months.

16.Sale of Cast/Cohesive Products



16.Sale of Cast/Cohesive Products

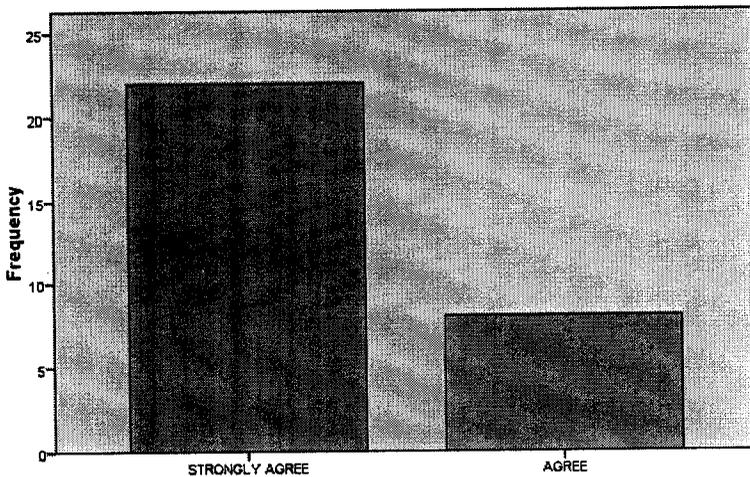
TABLE 3.17.1 showing Products are worth purchase price

Products are Worth Purchase Price

	Frequency	Percent
Strongly Agree	22	73.3
Somewhat Agree	8	26.7
Total	30	100.0

It is inferred from the above table 73.3% strongly agree that the products are worth purchase price and 26.7% somewhat agree that the products are worth purchase price.

17.a.Products are Worth Purchase Price



17.a.Products are Worth Purchase Price

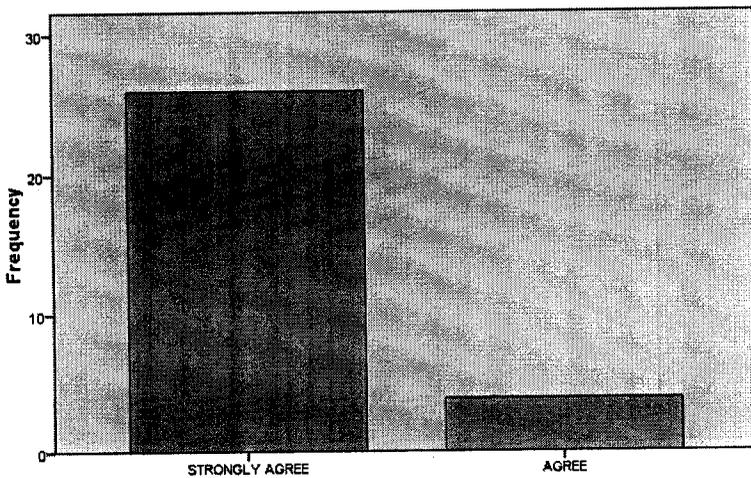
TABLE 3.17.2 showing Product fulfils what it claims

Product Fulfils What it Claims

	Frequency	Percent
Strongly Agree	26	86.7
Somewhat Agree	4	13.3
Total	30	100.0

It is inferred from the above table 86.7% strongly agree that products fulfils what it claims and 13.3% somewhat agree that the products fulfils what it claims.

17.b.Product Fulfils What it Claims



17.b.Product Fulfils What it Claims

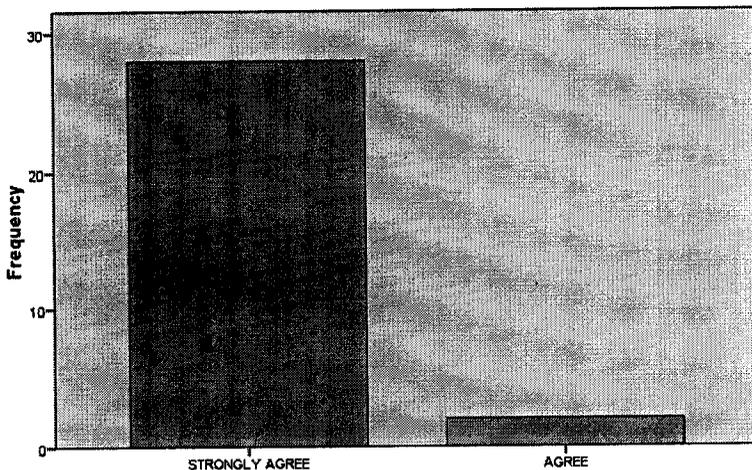
TABLE 3.17.3 showing Product fulfils what my customer need

Product Fulfils What My Customers Need

	Frequency	Percent
Strongly Agree	28	93.3
Somewhat Agree	2	6.7
Total	30	100.0

It is inferred from the above table 93.3% of the respondents strongly agree that products fulfils what my customers need and 6.7% of the respondents somewhat agree that the product fulfils what their customers need.

17.c.Product Fulfils What My Customers Need



17.c.Product Fulfils What My Customers Need

TABLE 3.17.4 showing Products are east to use

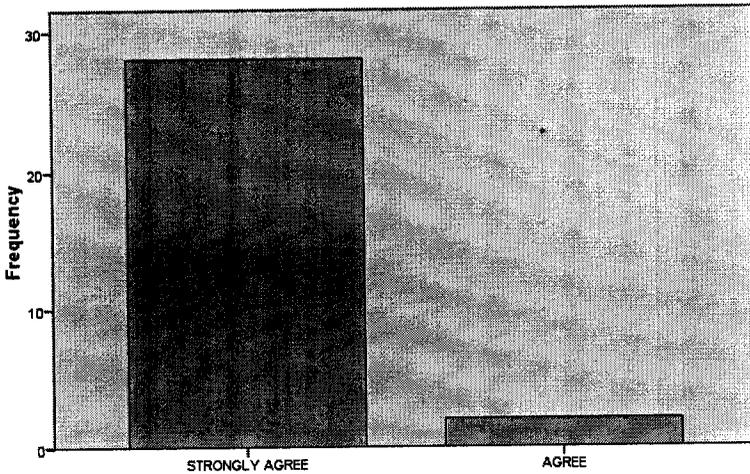
Products Are Easy To Use

	Frequency	Percent
Strongly Agree	28	93.3
Somewhat Agree	2	6.7
Total	30	100.0

It is inferred from the above table 93.3% strongly agree that the products

are easy to use and 6.7% somewhat agree that the products are easy to use.

17.d.Products Are Easy To Use



17.d.Products Are Easy To Use

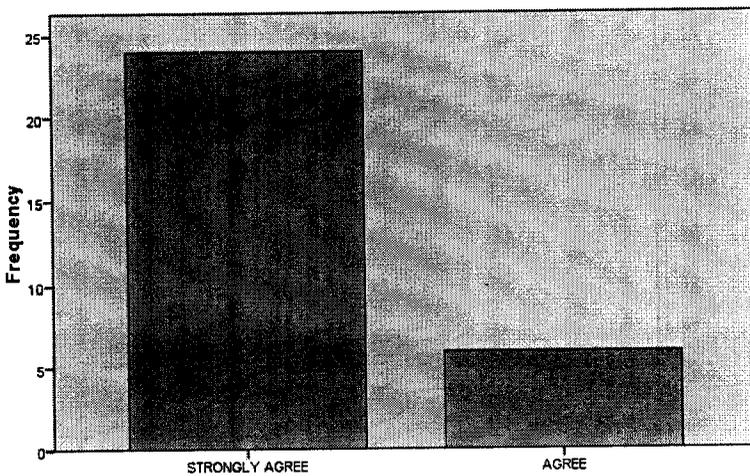
TABLE 3.17.5 showing Products are competitively priced

Products are Competitively Priced

	Frequency	Percent
Strongly Agree	24	80.0
Somewhat Agree	6	20.0
Total	30	100.0

It is inferred from the above table 80% strongly agree that the products are competitively priced and 20% somewhat agree that the products are competitively priced.

17.e.Products are Competitively Priced



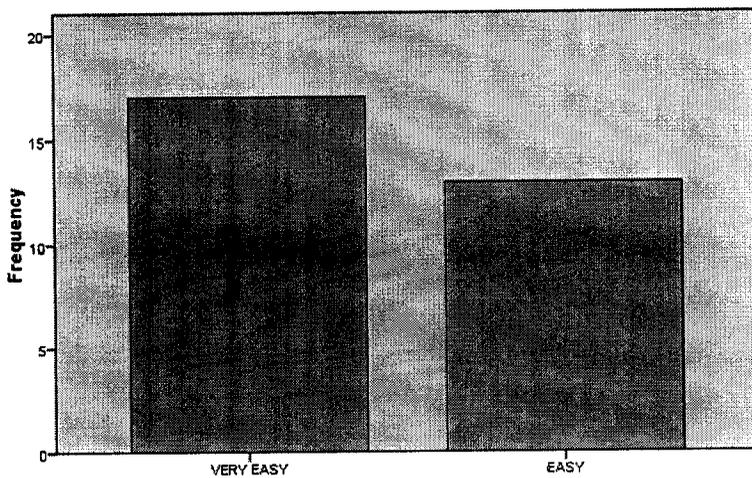
17.e.Products are Competitively Priced

TABLE 3.18 showing Storage of products
Is Storage of Products Easy

	Frequency	Percent
Very Easy	17	56.7
Easy	13	43.3
Total	30	100.0

It is inferred from the above table 56.7% feel that its very easy to store the products and 43.3% feel that the products are been able to be easily stored.

18.Is Storage of Products Easy



18.Is Storage of Products Easy

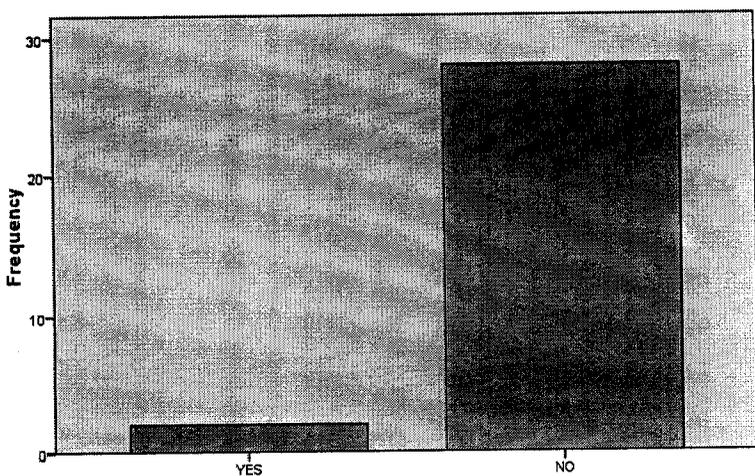
TABLE 3.19 showing Customer Grievances

Customer Grievances

	Frequency	Percent
Yes	2	6.7
No	28	93.3
Total	30	100.0

It is inferred from the above table 93.3% have not received any customer grievances and 6.7% have received customer grievances from the customers about the product.

19.Customer Grievances



19.Customer Grievances

TABLE 3.20 showing Replacement for damaged/Returned goods

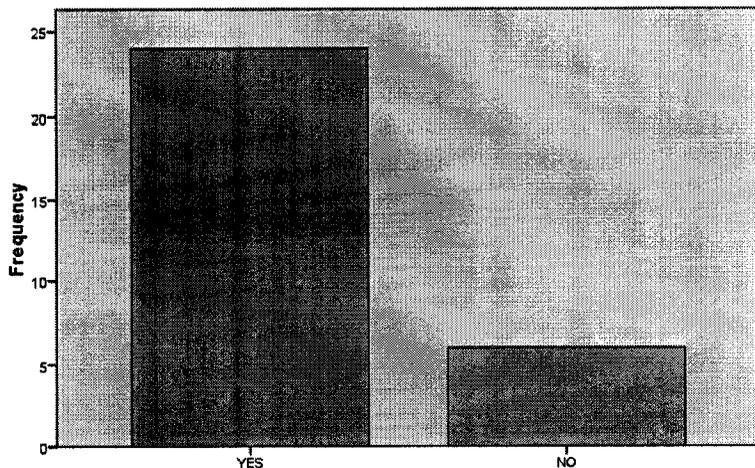
Replacement for Damaged/Returned Goods

	Frequency	Percent
Yes	24	80.0
No	6	20.0
Total	30	100.0

It is inferred from the above table 80% say yes there is policy for replacement

when the goods are damaged and 20% feel that there is no replacement for damaged goods.

20.Replacement for Damaged/Returned Goods



20.Replacement for Damaged/Returned Goods

TABLE 3.21 showing Supplies of goods

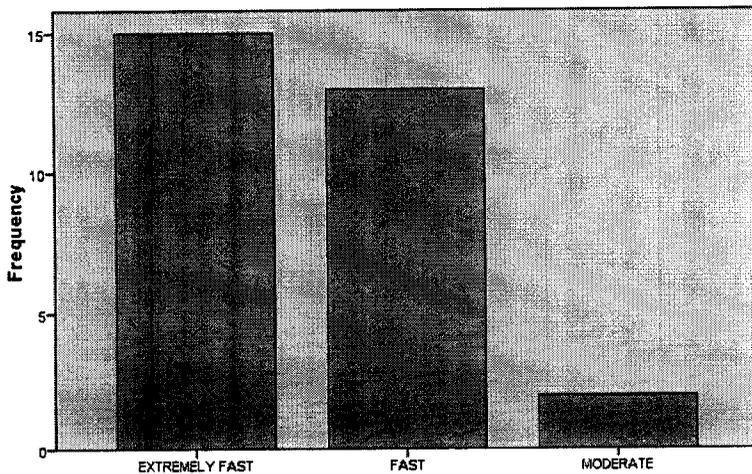
Supplies of Goods

	Frequency	Percent
Extremely Fast	15	50.0
Fast	13	43.3
Moderate	2	6.7
Total	30	100.0

It is inferred from the above table 50% feel that the supply of goods is extremely

fast, 43.3% say that the supply of goods is fast and 6.7% feel that the supply of goods is moderate.

21.Supplies of Goods



21.Supplies of Goods

TABLE 3.22 showing Offers

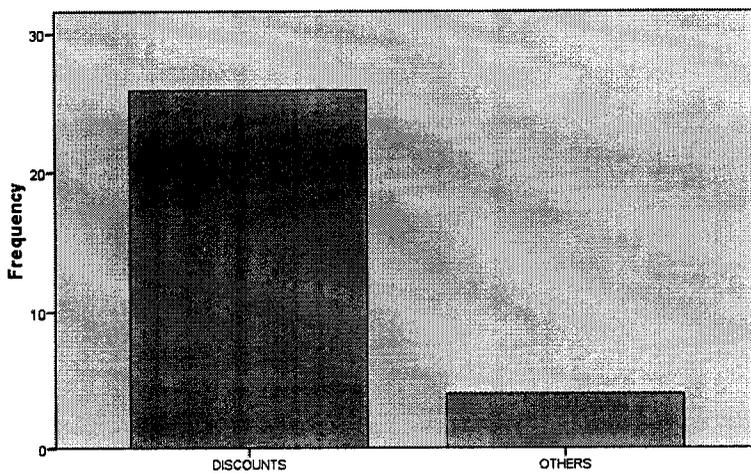
Offers

	Frequency	Percent
Discounts	26	86.7
Others	4	13.3
Total	30	100.0

It is inferred from the above table 86.7% receive offers in the form of discounts and

13.3% receive offers in other ways.

22.Offers



22.Offers

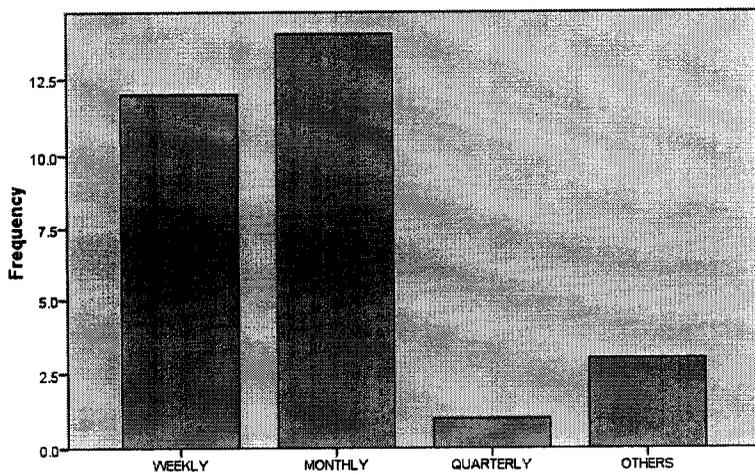
TABLE 3.23 showing Frequency of Purchase

Frequency of Purchase

	Frequency	Percent
Weekly	12	40.0
Monthly	14	46.7
Quarterly	1	3.3
Others	3	10.0
Total	30	100.0

It is inferred from the above table 46.7% purchase the products on a monthly basis, 40% purchase on a weekly basis, 3.3% purchase on quarterly basis and 10% purchase in other Forms.

23.Frequency of Purchase



23.Frequency of Purchase

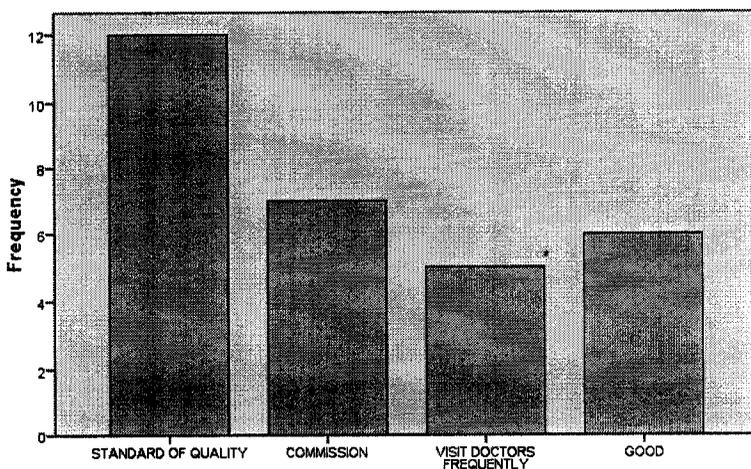
TABLE 3.24 showing Suggestions

Suggestions

	Frequency	Percent
Standard of quality	12	40.0
Commission is given	7	23.3
Visit doctors frequently	5	16.7
Good	6	20.0
Total	30	100.0

It is inferred from the above table 40% of the respondents feel that the standard of quality should be improved, 23.3% feels that offering higher profit margins the company can increase market share, 16.7% feel that number of visits made by the patients for consulting the doctor, 20% feel that the customer satisfaction depends on the effectiveness of cure.

24.Suggestions



ANALYSIS II
CROSS TABULATION

1.Nature of Business * 5.a.Synthetic Cast Cross tabulation

1.Nature of Business	5.a.Synthetic Cast		Total
	REGULARLY	AS&WHEN REQUIRED	
HOSPITALS	12	2	14
MEDICAL SUPPLIERS	2	3	5
STOCKISTS	1	0	1
Total	15	5	20

1.Nature of Business * 5.b.Cohesive Cross tabulation

1.Nature of Business	5.b.Cohesive			Total
	REGULARLY	AS&WHEN REQUIRED	RARELY	
1.Nature of Business HOSPITALS	10	2	2	14
MEDICAL SUPPLIERS	5	2	0	7
STOCKISTS	5	0	0	5
Total	20	4	2	26

1.Nature of Business * 5.c.Cotton Tapes Cross tabulation

1.Nature of Business	5.c.Cotton Tapes			Total
	REGULARLY	AS&WHEN REQUIRED	RARELY	
1.Nature of Business MEDICAL SHOP	2	2	0	4
HOSPITALS	14	0	0	14
MEDICAL SUPPLIERS	5	2	0	7
STOCKISTS	2	1	2	5
Total	23	5	2	30

1.Nature of Business * 5.d.Bandages Cross tabulation

1.Nature of Business	5.d.Bandages			Total
	REGULARLY	AS&WHEN REQUIRED	RARELY	
1.Nature of Business MEDICAL SHOP	2	2	0	4
HOSPITALS	12	0	2	14
MEDICAL SUPPLIERS	2	4	1	7
STOCKISTS	5	0	0	5
Total	21	6	3	30

1.Nature of Business * 5.e.Others Cross tabulation

1.Nature of Business		5.e.Others				Total
		REGULARLY	FREQUENTLY	AS&WHEN REQUIRED	RARELY	
ature of ness	MEDICAL SHOP	2	0	0	2	4
	HOSPITALS	9	1	4	0	14
	MEDICAL SUPPLIERS	0	2	3	2	7
	STOCKISTS	3	1	0	1	5
		14	4	7	5	30

FACTOR ANALYSIS

Descriptive Statistics

	Mean	Std. Deviation	Analysis N
8.a.High Quality Products	1.23	.430	30
8.b.Expensive	1.40	.498	30
8.c.Trustworthy Products	1.10	.305	30
8.d.Good Valued Products	1.17	.379	30
8.e.Internationally Accredited Products	1.07	.254	30
11.a.High Quality Products	1.13	.346	30
11.b.Expensive	1.60	.498	30
11.c.Trustworthy Products	1.10	.305	30
11.d.Good Valued Products	1.23	.430	30
11.e.Internationally Accredited Products	1.00	.000	30
17.a.Products are Worth Purchase Price	1.27	.450	30
17.b.Product Fulfils What it Claims	1.13	.346	30
17.c.Product Fulfils What My Customers Need	1.07	.254	30
17.d.Products Are Easy To Use	1.07	.254	30
17.e.Products are Competitively Priced	1.20	.407	30

Use of Factor analysis:

Factor analysis helps to reduce a vast number of variables to a meaningful, interpretable, and manageable set of factors (all the questions tapping several variables of interest in a questionnaire). Principal component transforms all the variables into a set of composite variables that are not correlated to one another. It is inferred from the above table about the mean value of various variables. The maximum mean value is 1.60 which is being concentrated on the cost of the product. It refers that the product is expensive.

FINDINGS

CHAPTER 4

FINDINGS:

- ❖ It is inferred that 47% of the respondents are in Hospital business.
- ❖ It is found that 37% are there in this sector for more than 20 years of operation.
- ❖ It is inferred that the majority of orthopedic products that are dealt in Coimbatore city is cast and the percentage obtained is 57%.
- ❖ 67% of the respondents are well aware using the product on a regular basis.
- ❖ It is inferred that the procurement of Synthetic cast is 50% and it's used on a regular basis.
- ❖ It is inferred that the procurement of Cohesive is 66% and it's also used on a regular basis.
- ❖ It is inferred that the procurement of Cotton Tapes is 77% and they use the product on a regular basis.
- ❖ It is inferred that the procurement of bandages is 70% and they use the product on a regular basis.
- ❖ It is inferred that procurement of other product is 47% .The percentage is less when compared with other products and they use the product on a regular basis.
- ❖ It is found that the product Synthetic Cast is available at a maximum of 100%.
- ❖ It is inferred that the brand DR.Crepe is available more that is at 23%.
- ❖ It is found that the level of pricing of the brand Prime cast is high when compared to other brands (40%)
- ❖ It is inferred that the brand Leucoplast has a good customer response towards the product .It has obtained a percentage of 73%.
- ❖ 77% of the respondents strongly agree that the brand perception of Synthetic cast is a high quality product, 60% of the people strongly agree that the products are expensive, 90% strongly agree that the product are trustworthy, 83% of the respondents strongly agree that the

products are good in value and 93% of the respondents strongly feel that the products are Internationally Accredited.

- ❖ It is found that the product Cohesive Bandage is available at a maximum of 100%.
- ❖ It is inferred that the brand Articast is available more than that is at 17%.
- ❖ It is found that the level of pricing of the brand Stockinet is high when compared to other brands.(60%)
- ❖ It is inferred that the brand Stockinet has a got a good customer response towards the product .It has obtained a percentage of 83%.
- ❖ 86% of the respondents strongly agree that the brand perception of Cohesive Bandage is a high quality product, 60% of the people agree that the product is expensive,90% strongly agree that the product are trustworthy ,76% of the respondents strongly agree that the products are good in value and 100% of the respondents strongly feel that the products are Internationally Accredited.
- ❖ 73% of the respondents strongly agree that the appearance of the product is good.
- ❖ 56% of the respondents say that the market preference of the product is of very good value.
- ❖ It is inferred that 76% of the respondents are very interested to buy the product.
- ❖ It is inferred that 70 % of the respondents need the product because they feel that alternate means are very risky.
- ❖ 50% of the sale of Cast/Cohesive products is done once per week or more.
- ❖ 93% of the respondents feel that the product fulfils what it claims and it also satisfies what my customer need.
- ❖ 56% of the respondents feel that the storage of the product is very easy.
- ❖ 93% have not experienced any customer grievances.
- ❖ 80% say that there is policy for replacement for damaged/returned goods.
- ❖ 87% felt that they are given discounts while buying the product.
- ❖ 46% buy on a monthly purchase.

SUGGESTIONS

CHAPTER 5

SUGGESTIONS:

- Standard of quality should be improved.
- Offering higher profit margins the company can increase market share.
- Number of visits made by the patients for consulting the doctor.
- Customer satisfaction depends on the effectiveness of the cure after using the product.

ANNEXURE

A STUDY ON THE MARKET RECEPTIVITY FOR ORTHOPAEDIC MEDICAL DEVICES IN COIMBATORE CITY

1. Name of the Establishment : _____

2. Address : _____

3. Nature of the Business a) Medical Shop b) Hospitals c) Medical Suppliers d) Stockists

4. Number of years in operation (Tick the appropriate box)
 1-5 yrs 5-10 yrs 10-15 yrs 15-20 yrs more than 20 yrs

5. What are the Orthopaedic products dealt by you: (Tick the appropriate box)
 Cotton Tapes Bandages Cast Cohesive Bandages Others _____

6. What is your monthly turnover for Orthopaedic Devices? _____

7. What is your commission for Orthopaedic Devices : _____

8. Level of Awareness (Please tick the relevant statement as it fits you)

Well aware using the product regularly

Well aware using the product occasionally

Well aware about the product using it as and when required

Well aware have not dealt or used

I know nothing about the product

9. How often have you been procuring the below mentioned products in the recent times

(Please rate the following according to the parameters given below (a) Regularly, (b) Frequently, (c) As & When Required, (d) Rarely, (e) Never)

Synthetic Cast	a <input type="checkbox"/>	b <input type="checkbox"/>	c <input type="checkbox"/>	d <input type="checkbox"/>	e <input type="checkbox"/>
Cohesive	a <input type="checkbox"/>	b <input type="checkbox"/>	c <input type="checkbox"/>	d <input type="checkbox"/>	e <input type="checkbox"/>
Cotton Tapes	a <input type="checkbox"/>	b <input type="checkbox"/>	c <input type="checkbox"/>	d <input type="checkbox"/>	e <input type="checkbox"/>
Bandages	a <input type="checkbox"/>	b <input type="checkbox"/>	c <input type="checkbox"/>	d <input type="checkbox"/>	e <input type="checkbox"/>
Others	a <input type="checkbox"/>	b <input type="checkbox"/>	c <input type="checkbox"/>	d <input type="checkbox"/>	e <input type="checkbox"/>

10. Do you have any Synthetic Cast? Yes No

11. If Yes, Which Brand?

(Price rating between 5-Very Highly Priced & 1-Very Low Priced, Response Rating Between 5-Excellent & 1-Dis satisfied)

<i>Brand Names</i>	<i>Sizes</i>	<i>Life (years)</i>	<i>Level of Pricing</i>	<i>Customers Response</i>	<i>Source/Stockist</i>
			5 4 3 2 1	5 4 3 2 1	
			5 4 3 2 1	5 4 3 2 1	
			5 4 3 2 1	5 4 3 2 1	
			5 4 3 2 1	5 4 3 2 1	
			5 4 3 2 1	5 4 3 2 1	

12. Brand Perception for Synthetic Cast (Please tell us how the above described products would be rated on the following Attributes)

Perceptive Factors	Strongly Agree	Agree	Neither agree/ Disagree	Disagree	Strongly Disagree
High Quality Products	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Expensive	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Trustworthy Products	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Good valued Products	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Internationally Accredited Products	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

13. Do you have Cohesive Bandage? Yes No

14. If Yes, which Brand?

<i>Brand Names</i>	<i>Sizes</i>	<i>Life (years)</i>	<i>Level of Pricing</i>	<i>Customers Response</i>	<i>Source/Stockist</i>
			5 4 3 2 1	5 4 3 2 1	
			5 4 3 2 1	5 4 3 2 1	
			5 4 3 2 1	5 4 3 2 1	
			5 4 3 2 1	5 4 3 2 1	
			5 4 3 2 1	5 4 3 2 1	

15. Brand Perception for Cohesive Bandage (Please tell us how the above described products would be rated on the following Attributes)

Perceptive Factors	Strongly Agree	Agree	Neither agree/ Disagree	Disagree	Strongly Disagree
High Quality Products	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Expensive	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Trustworthy Products	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

16. Overall what is your reaction to the above described products with reference to the following parameters

Please rate the following	Poor	Fair	Satisfactory	Good	Excellent
Quality of the product	<input type="checkbox"/>				
Utility of the product	<input type="checkbox"/>				
Price of the product	<input type="checkbox"/>				
Appearance of the product	<input type="checkbox"/>				
Availability of the product	<input type="checkbox"/>				
Innovative product	<input type="checkbox"/>				

17. Market Potential/ Market Preference (Please tick the relevant option as it fits you)

Assuming the product is priced comparably to the existing product would you say

Very Poor Value Somewhat Poor Value Average Good Value Fairly Good Value Very Good Value

18. Overall Market Response: (Please tick the relevant option as it fits you)

How interested are you in buying if the products are made available to you amicably

Very Interested to Buy Somewhat Interested Not Sure Not Very Interested Will Neglect

19. Which of the following best describes the need for the product?

I really need this product because alternative means are very risky

This is a minor improvement over what I conventionally use

It looks ok but it is about the same of what am doing now

My current product would serve me better

20. How often do you sell Cast/Cohesive products?

Once per week or more Two to three times per month Once per month Once in two months or more

21. Thinking of your most recent experiences with the above product how much do you agree with the following statements

	Strongly Agree	Somewhat Agree	Neither Agree /Disagree	Somewhat Disagree	Strongly Disagree
Products are worth the purchase price	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Products fulfils what it claims	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Products fulfil what my customers need	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

22. Is storage of the products easy?

Very Easy Easy Not Sure Difficult at times Difficult at all times

23. Have you experienced any customer grievances? Yes No

24. If Yes, What are the issues? _____

25. Is there any policy of Replacement for Damaged / Returned goods? Yes No

26. If Yes, What are the problems faced? _____

27. How are the Supplies of Goods?

Extremely Fast Fast Moderate Slow Very Slow

28. Do you avail any kind of Offers?

Discounts Buy one, get one Compliments Others, Specify _____

29. Average Sales per Month (approximately)

<i>S.No</i>	<i>Item</i>	<i>Na of pieces sold per month</i>	<i>Size/Description</i>
1.	Cast		
2.	Cohesive		
3.	Plaster of Paris		

30. Frequency of Purchase

Weekly Monthly Bimonthly Quarterly 6 Months Others

31. What suggestions do you have to make the products more successful?

...: Thank you for your valuable time ...:

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