A study on market receptivity for Depressed center wheel and Cutoff wheel among the industrial units of Ambattur Industrial Estate

A SUMMER PROJECT REPORT (MBA703)

Submitted by

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Register No: 0920400003

Under the Guidance of

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A SUMMER PROJECT WORK (MBA703)

NOVEMBER 2010

This is to certify that the project entitled

A study on market receptivity for Depressed center wheel and Cutoff wheel among the industrial units of Ambattur Industrial Estate

is the bonafide record of project work done by

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of Master of Business Administration during the year 2010 – 2011

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Project Guide

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GROUP

Friday, October 29, 2010

CERTIFICATE

This is to certify that Mr. S.ADHERSH , FIRST YEAR, M.B.A., student of KCT BUSINESS SCHOOL, KUMARAGURU COLLEGE OF TECHNOLOGY,COIMBATORE , has done a project titled"A Study on market receptivity for Depressed Central wheel and Cutoff wheel among the industrial units of Ambattur Industrial Estate" in our organization from 25.07.2010 to 25.08.2010.

During this period his conduct and character is GOOD.

Yours faithfully,
For *Carborundum Universal Limited,*

K.N. Betraaj
AGM- HR

ACKNOWLEDGEMENT

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

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CONTENTS

LIST OF TABLES

LIST OF CHARTS

ABSTRACT

The main purpose of the project is to find out the total number of Cumi brand Depressed center wheel and Cut-off wheel sales in ambattur industrial estate Chennai. Data have been collected from both dealers and customer through questionnaire method.

According to dealers point of view Cumi brands performance is good and it is leading the market in depressed center wheel. But in cash of Cut-off wheel Hitachi and Zogo sales is more. At present sales of Cumi brand decreased due to high pricing strategy but the position hold by Cumi brand is one.

Cumi brand is user friendly and sales of Cumi product Depressed center wheel and Cut- off wheel is more compared to other brands in Ambattur Industrial Estate and this point is with respect to customer point of view.

CHAPTER I

INTRODUCTION

CHAPTER I

1.1 Background of the study

Introduction

Broad Area of Study – Marketing

Marketing is the process by which companies create customer interest in goods or services. It generates the strategy that underlies sales techniques, business communication, and business developments. It is an integrated process through which companies build strong customer relationships and create questionable value for their customers and for themselves. Marketing is used to identify the customer, to satisfy the customer, and to keep the customer. With the customer as the focus of its activities, it can be concluded that marketing management is one of the major components of business management. The term marketing concept holds that achieving organizational goals depends on knowing the needs and wants of target markets and delivering the desired satisfactions.

1.1.1 Contemporary approaches of marketing

Recent approaches in marketing is the relationship marketing with focus on the customer, the business marketing or industrial marketing with focus on an organization or institution and the social marketing with focus on benefits to the society. New forms of marketing also use the internet and are therefore called internet marketing or more generally e-marketing, online marketing, search engine marketing, desktop advertising or affiliate marketing. It tries to perfect the segmentation strategy used in traditional marketing. It targets its audience more precisely, and is sometimes called personalized marketing or one-to-one marketing.

1.2 Market receptivity

Market receptivity is defined as taking in, admitting and receiving in capacity of the market towards the product. Here the products are depressed center wheel and cutoff wheel.In order to sell the product we have to adopt good marketing mix which will increase the sales of the product.

1.2.1Marketing mix

The marketing mix is probably the most famous marketing term. Its elements are the basic, tactical components of a marketing plan. Also known as the Seven P's, the marketing mix elements are price, place, product, promotion, people, physical evidence and process.

1.2.1.1Price

There are many ways to price a product. The best policy/strategy in various situations.

1) Premium Pricing

Use a high price where there is uniqueness about the product or service. This approach is used where a substantial competitive advantage exists. Such high prices are charge for luxuries such as Cunard Cruises, Savoy Hotel rooms, and Concorde flights.

2) Penetration Pricing.

The price charged for products and services is set artificially low in order to gain market share. Once this is achieved, the price is increased. This approach was used by France Telecom and Sky TV.

3) Economy Pricing

This is a no frills low price. The cost of marketing and manufacture are kept at a minimum. Supermarkets often have economy brands for soups, spaghetti, etc.

4) Price Skimming

Charge a high price because you have a substantial competitive advantage. However, the advantage is not sustainable. The high price tends to attract new competitors into the market, and the price inevitably falls due to increased supply. Manufacturers of digital watches used a skimming approach in the 1970s. Once other manufacturers were tempted into the market and the watches were produced at a lower unit cost, other marketing strategies and pricing approaches are implemented.

Premium pricing, penetration pricing, economy pricing, and price skimming are the four main pricing policies/strategies. They form the bases for the exercise. However there are other important approaches to pricing.

5) Psychological Pricing

This approach is used when the marketer wants the consumer to respond on an emotional, rather than rational basis. For example: price point perspective 99 cents not one dollar.

6) Product Line Pricing

Where there is a range of product or services the pricing reflect the benefits of parts of the range. For example car washes. Basic wash could be $2, wash and wax $4, and the whole package $6.

7) Optional Product Pricing.

Companies will attempt to increase the amount customer spend once they start to buy. Optional 'extras' increase the overall price of the product or service. For example airlines will charge for optional extras such as guaranteeing a window seat or reserving a row of seats next to each other.

8) Captive Product Pricing

Where products have complements, companies will charge a premium price where the consumer is captured. For example a razor manufacturer will charge a low price and recoup its margin (and more) from the sale of the only design of blades which fit the razor.

9) Product Bundle Pricing

Here sellers combine several products in the same package. This also serves to move old stock. Videos and CDs are often sold using the bundle approach.

10) Promotional Pricing

Pricing to promote a product is a very common application. There are many examples of promotional pricing including approaches such as BOGOF (Buy One Get One Free).

11) Geographical Pricing

Geographical pricing is evident where there are variations in price in different parts of the world. For example rarity value, or where shipping costs increase price.

12) Value Pricing

This approach is used where external factors such as recession or increased competition force companies to provide 'value' products and services to retain sales e.g. value meals at McDonalds.

1.2.1.2Place

Another element of Neil H.Borden's Marketing Mix is Place. Place is also known as channel, distribution, or intermediary. It is the mechanism through which goods and/or services are moved from the manufacturer/ service provider to the user or consumer.

There are six basic 'channel' decisions:

1. Single or multiple channels.
2. Cumulative length of the multiple channels.
3. Types of intermediary.
4. Number of intermediaries at each levels (e.g. how many retailers in Southern Spain).
5. Which companies as intermediaries to avoid intra channel conflict (i.e. infighting between local distributors)
6. Selection Consideration
7. Market segment - the distributor must be familiar with your target consumer and segment.

8. Changes during the product life cycle - different channels can be exploited at different points in the PLC e.g. Foldaway scooters are now available everywhere. Once they were sold via a few specific stores.
9. Producer - distributor fit - Is there a match between their polices, strategies and image.
10. Qualification assessment - establishes the experience and track record of your intermediary.

Types of Channel Intermediaries

There are many types of intermediaries such as wholesalers, agents, retailers, the Internet, overseas distributors, direct marketing (from manufacturer to user without an intermediary), and many others. The main modes of distribution will be looked at in more detail.

1. Channel Intermediaries - Wholesalers

They break down 'bulk' into smaller packages for resale by a retailer. They buy from producers and resell to retailers. They take ownership or 'title' to goods whereas agents do not. They provide storage facilities. For example, cheese manufacturers seldom wait for their product to mature. They sell on to a wholesaler that will store it and eventually resell to a retailer. Wholesalers offer reduce the physical contact cost between the producer and consumer e.g. customer service costs, or sales force costs. A wholesaler will often take on the some of the marketing responsibilities. Many produce their own brochures and use their own telesales operations.

2. Channel Intermediaries - Agents

Agents are mainly used in international markets. An agent will typically secure an order for a producer and will take a commission. They do not tend to take title to the goods. This means that capital is not tied up in goods. However, a 'stockist agent' will hold consignment stock (i.e. will store the stock, but the title will remain with the producer. This approach is used where goods need to get into a market soon after the order is placed e.g. foodstuffs). Agents can be very expensive to train. They are difficult to keep control of due to the physical distances involved. They are difficult to motivate.

3. Channel Intermediaries - Retailers

Retailers will have a much stronger personal relationship with the consumer. The retailer will hold several other brands and products. A consumer will expect to be exposed to many products. Retailers will often offer credit to the customer e.g. electrical wholesalers, or travel agents. Products and services are promoted and merchandised by the retailer. The retailer will give the final selling price to the product. Retailers often have a strong 'brand' themselves e.g. Ross and Wall-Mart in the USA, and Alisuper, Modelo, and Jumbo in Portugal.

4. Channel Intermediaries - Internet

The Internet has a geographically disperse market. The main benefit of the Internet is that niche products reach a wider audience e.g. Scottish Salmon direct from an Inverness fishery. There are low barriers low barriers to entry as set up costs are low. Use e-commerce technology (for payment, shopping software, etc). There is a paradigm shift in commerce and consumption which benefits distribution via the Internet.

1.2.1.3 Product

For many a product is simply the tangible, physical entity that they may be buying or selling. These are known as the 'Three Levels of a Product.

Three Levels of a Product

The CORE product is not the tangible, physical product. You can't touch it. That's because the core product is the benefit of the product that makes it valuable to you. So with the car example, the benefit is convenience i.e. the ease at which you can go where you like, when you want to. Another core benefit is speed since you can travel around relatively quickly.

The ACTUAL product is the tangible, physical product. You can get some use out of it. Again with the car example, it is the vehicle that you test drive, buy and then collect.

The AUGMENTED product is the non-physical part of the product. It usually consists of lots of added value, for which you may or may not pay a premium. So when you buy a car, part of the augmented product would be the warranty, the customer service support offered by the car's manufacture, and any after-sales service.

1.2.1.4 Promotion

The individual components of the promotions mix. Remember all of the elements are integrated to form a specific communications campaign.

1. Personal Selling

Personal Selling is an effective way to manage personal customer relationships. The sales person acts on behalf of the organization. They tend to be well trained in the approaches and techniques of personal selling. However sales people are very expensive and should only be used where there is a genuine return on investment. For example salesmen are often used to sell cars or home improvements where the margin is high.

2. Sales Promotion

Sales promotion tends to be thought of as being all promotions apart from advertising, personal selling, and public relations. For example the BOGOF promotion, or Buy One Get One Free. Others include couponing, money-off promotions, competitions, free accessories (such as free blades with a new razor), introductory offers (such as buy digital TV and get free installation), and so on. Each sales promotion should be carefully costed and compared with the next best alternative.

3. Public Relations

Public Relations is defined as 'the deliberate, planned and sustained effort to establish and maintain mutual understanding between an organization and its publics' (Institute of Public Relations). It is relatively cheap, but certainly not cheap. Successful strategies tend to be long-term and plan for all eventualities. All airlines exploit PR; just watch what happens when there is a disaster. The pre-planned PR machine clicks in very quickly with a very effective rehearsed plan.

4. Direct Mail

Direct mail is very highly focussed upon targeting consumers based upon a database. As with all marketing, the potential consumer is defined based upon a series of attributes and similarities. Creative agencies work with marketers to design a highly focussed communication in the form of a mailing. The mail is sent out to the potential consumers and responses are carefully monitored. For example, if you are marketing medical text books, you would use a database of doctors' surgeries as the basis of your mail shot.

5. Trade Fairs and Exhibitions

Such approaches are very good for making new contacts and renewing old ones. Companies will seldom sell much at such events. The purpose is to increase awareness and to encourage trial. They offer the opportunity for companies to meet with both the trade and the consumer. Expo has recently finish in Germany with the next one planned for Japan in 2005, despite a recent decline in interest in such events.

6. Advertising

Advertising is a paid for communication. It is used to develop attitudes, create awareness, and transmit information in order to gain a response from the target market. There are many advertising 'media' such as newspapers (local, national, free, trade), magazines and journals, television (local, national, terrestrial, satellite) cinema, outdoor advertising (such as posters, bus sides).

7. Sponsorship

Sponsorship is where an organization pays to be associated with a particular event, cause or image. Companies will sponsor sports events such as the Olympics or Formula One. The attributes of the event are then associated with the sponsoring organization.

1.2.1.5 Physical Evidence

Physical evidence is the material part of a service. Strictly speaking there are no physical attributes to a service, so a consumer tends to rely on material cues.

There are many examples of physical evidence, including some of the following:

1. Packaging.
2. Internet/web pages.
3. Paperwork (such as invoices, tickets and dispatch notes).
4. Brochures.
5. Furnishings.
6. Signage (such as those on aircraft and vehicles).
7. Uniforms.
8. Business cards.
9. The building itself (such as prestigious offices or scenic headquarters).
10. Mailboxes

A sporting event is packed full of physical evidence. Your tickets have your team's logos printed on them, and players are wearing uniforms. The stadium itself could be impressive and have an electrifying atmosphere. You travelled there and parked quickly nearby, and your seats are comfortable and close to restrooms and store. All you need now is for your team to win.

Some organizations depend heavily upon physical evidence as a means of marketing communications, for example tourism attractions and resorts (e.g. Disney World), parcel and mail services (e.g. UPS trucks), and large banks and insurance companies (e.g. Lloyds of London).

1.2.1.6 People

People are the most important element of any service or experience. Services tend to be produced and consumed at the same moment, and aspects of the customer experience are altered to meet the 'individual needs' of the person consuming it. Most of us can think of a situation where the personal service offered by individuals has made or tainted a tour, vacation or restaurant meal. Remember, people buy from people that they like, so the attitude, skills and appearance of all staff need to be first class. Here are some ways in which people add value to an experience, as part of the marketing mix - training, personal selling and customer service.

1) Training.

All customer facing personnel need to be trained and developed to maintain a high quality of personal service. Training should begin as soon as the individual starts working for an organization during an induction. The induction will involve the person in the organization's culture for the first time, as well as briefing him or her on day-to-day policies and procedures. At this very early stage the training needs of the individual are identified. A training and development plan is constructed for the individual whom sets out personal goals that can be linked into future appraisals. In practice most training is either on-the-job or off-the-job. On-the-job training involves training whilst the job is being performed e.g. training of bar staff. Off-the-job training sees learning taking place at a college, training centre or conference facility. Attention needs to be paid to Continuing Professional Development (CPD) where employees see their professional learning as a lifelong process of training and development.

2) Personal Selling

There are different kinds of salesperson. There is the product delivery salesperson. His or her main task is to deliver the product, and selling is of less importance e.g. fast food, or mail. The second type is the order taker, and these may be either internal or external. The internal sales person would take an order by telephone, e-mail or over a counter. The external sales person would be working in the field. In both cases little selling is done. The next sort of sales person is the missionary.

Here, as with those missionaries that promote faith, the salesperson builds goodwill with customers with the longer-term aim of generating orders. Again, actually closing the sale is not of great importance at this early stage. The forth type is the technical salesperson, e.g. a technical sales engineer. Their in-depth knowledge supports them as they advise customers on the best purchase for their needs. Finally, there are creative sellers. Creative sellers work to persuade buyers to give them an order. This is tough selling, and tends to o ffer the biggest incentives. The skill is identifying the needs of a customer and persuading them that they need to satisfy their previously unidentified need by giving an order.

3) Customer Service

Many products, services and experiences are supported by customer services teams. Customer services provided expertise (e.g. on the selection of financial services), technical support (e.g. offering advice on IT and software) and coordinate the customer interface (e.g. controlling service engineers, or communicating with a salesman). The disposition and attitude of such people is vitally important to a company. The way in which a complaint is handled can mean the difference between retaining or losing a customer, or improving or ruining a company's reputation. Today, customer service can be face-to-face, over the telephone or using the Internet. People tend to buy from people that they like, and so effective customer service is vital. Customer services can add value by offering customers technical support and expertise and advice.

1.2.1.7 Process

Process is another element of the extended marketing mix, or 7P's.There are a number of perceptions of the concept of process within the business and marketing literature. Some see processes as a means to achieve an outcome, for example - to achieve a 30% market share a company implements a marketing planning process.

Another view is that marketing has a number of processes that integrate together to create an overall marketing process, for example - telemarketing and Internet marketing can be integrated. A further view is that marketing processes are used to control the marketing mix, i.e. processes that measure the achievement marketing objectives. All views are understandable, but not particularly customer focused.

For the purposes of the marketing mix, process is an element of service that sees the customer experiencing an organization's offering. It's best viewed as something that your customer participates in at different points in time.

At each stage of the process, market

1. Deliver value through all elements of the marketing mix. Process, physical evidence and people enhance services.
2. Feedback can be taken and the mix can be altered.
3. Customers are retained, and other serves or products are extended and marked to them.
4. The process itself can be tailored to the needs of different individuals, experiencing a similar service at the same time. Processes essentially have inputs, throughputs and outputs (or outcomes). Marketing adds value to each of the stages. Take a look at the lesson on value chain analysis to consider a series of processes at work.

1.3 STATEMENT OF THE PROBLEM

It was found that there has been decrease in the sales of Depressed Center Wheel and Cut-off wheel. It was assumed that there are many unidentified customers in the Ambattur Industrial estate to get that information. This research on "A study on market receptivity for Depressed center wheel and Cutoff wheel among the industrial units of Ambattur Industrial Estate" has been conducted to explore the new customers market receptivity and their brand preference.

1.4 Organization Profile

1.4.1 Introduction

CUMI was founded in 1954 as a tripartite collaboration between the Murugappa Group, The Carborundum Co., USA and the Universal Grinding Wheel Co. Ltd., U.K.

The company pioneered the manufacture of Coated Abrasives and Bonded Abrasives in India in addition to the manufacture of Super Refractories, Electro Minerals, Industrial Ceramics and Ceramic Fibres. Today the company's range of over 20,000 different varieties of abrasives, refractory products and electro-minerals are manufactured in ten locations across various parts of the country.

With state-of-the art facilities and strategic alliances with global partners, CUMI has achieved a reputation for quality and innovation. CUMI is one of the five manufacturers in the world with fully integrated operations that include mining, fusioning, wind and hydro power stations, manufacturing, marketing and distribution.

Almost all of CUMI's ten manufacturing facilities have received the ISO 9001:2000 accreditation for quality standards. A well connected marketing and distribution network of offices and warehouses in India and abroad, ensure that service to customers is given prime importance.

CUMI's constant innovation and product upgradation, through in-house R&D and strategic alliances with global leaders in grinding technology, have not only ensured it market leadership in India and abroad, but also international recognition as a manufacturer of quality abrasives and a provider of total grinding solutions.

CUMI's products are being exported to 43 countries spread across North America, Europe, Australia, South Africa and Asia.

1.4.2 Corporate Governance

1.4.2.1 PHILOSOPHY

Carborundum Universal Limited ("CUMI"), as a constituent of the Murugappa Group, is committed to high standards of corporate governance in all its activities and processes. CUMI looks at corporate governance as the cornerstone for all sustained superior financial performance and for serving all the stakeholders. Apart from drawing from the various legal provisions, the group practices are continuously benchmarked with industry practices. The entire process begins with the functioning of the Board of Directors, with leading professionals and experts serving as independent Directors and represented in the various Board Committees. Systematic attempt is made to ensure symmetry of information. Key elements in corporate governance are transparency, internal controls, risk management, internal/external communications and good standards of safety and health. The Board has empowered responsible persons to its broad policies and guidelines and has set up adequate review processes.

1.4.2.2 Board of Directors

Chairman

- Mr. M M Murugappan

Non-Executive & Independent Director

- Mr. Subodh Kumar,
- Mr. T L Palani Kumar.
- Mr Shobhan M Thakore ,
- Mr M Lakshminarayan,
- Mr K Srinivasan .

Promoter & Non Executive Director

- Mr A Vellayan

Non-Executive Director

- Mr Sridhar Ganesh

1.4.3 Areas of Business

Carborundum Universal Ltd. (CUMI) is an industrial ceramic material-based products and service provider, with operations spread across three business segments.

- Abrasives (bonded abrasives, coated abrasives and allied products) constitute the company's largest business segment, contributing 72 per cent of revenue in 2005-06.
- Ceramics (industrial ceramics, super refractories and bio ceramics) contributed 18 per cent of revenue in 2005-06.
- Electrominerals (brown fused alumina grains, white fused alumina grains and silicon carbide grains) supplies a significant portion (nearly 44 per cent during 2005-06) of its production to the abrasives and ceramics business segments. External sales contributed 10 per cent of total revenues in 2005-06.

Major user industries for abrasives are automobiles, woodworking, machinery, floor restoration, construction and bearings. Ceramic user industries are mainly cement, steel, fabrication, petroleum, etc.

1.4.4 Products overview

The Murugappa Group is a name to reckon with in India's manufacturing sector. A wide range of products such as tubes, strips, automobile doorframes, other metal forms, chains, abrasives, refractories, electro-minerals and industrial ceramics come under the ambit of its engineering business. The Tube Investments of India Limited comprises of four divisions, manufacturing precision steel tubes and strips, car doorframes, automotive and industrial chains and bicycles. TIDC India is one of India's leading manufacturers of power transmission chains for the industrial, automotive and agricultural segment. TI Metal Forming (TIMF) is a pioneer in cold roll forming in India, manufacturing precision value-added sheet metal components.

1.4.4.1Bonded abrasives

These are divided into vitrified, resinoid and rubber products and manufactured by mixing grains with bonding material, moulding them to shape and then subjecting the output to firing or baking in high temperature and finishing the same to desired dimensions. The composition of the product depends on the type of grains and type of bonding materials used. Sizes will vary between 10 mm to 1200 mm with thickness ranging from 1 mm to 650 mm. Bonded abrasives are mostly in the form of wheels but also in other shapes such as segments, sticks etc. Bonded abrasives for internal purposes classified as Standard Products (i.e. those products which are made to standard dimensions, grit sizes, shapes and grain / bond composition). These are sold largely through the distribution channel. Non Standard Products are those products which are made to exact requirements of customers. CUMI's product range boasts of over 20,000 varieties of abrasives. Bonded Abrasives are used in diverse applications like floor polishing, fabrication, polishing, off-hand tool grinding and precision grinding of diverse products like crank shaft, balls and razor blade across a wide spectrum of industries ranging from automobile, construction, fabrication, steel, bearing etc.

1.4.4.1 Characteristics of abrasives industry are as follows:

- Diverse industrial applications
- Perceivably low threats from substitute products
- Adequate raw material availability and application engineering support to users

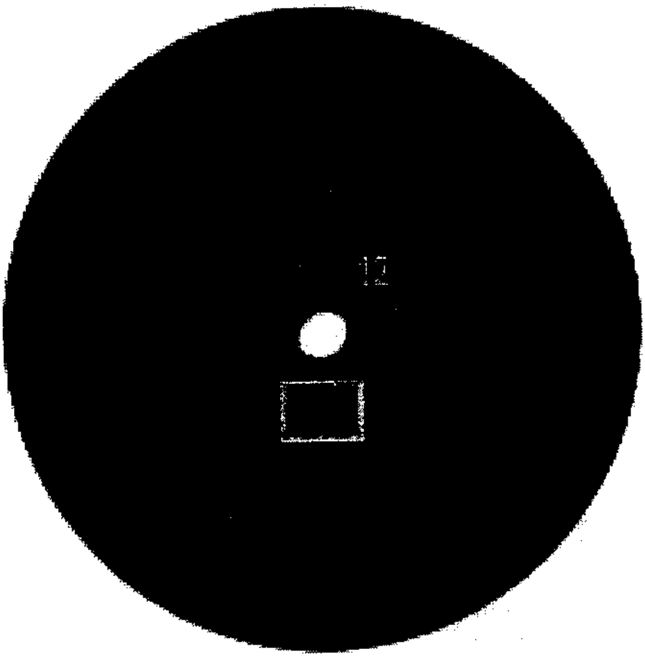
1.4.4.2Depressed center wheels

They are an excellent economical solution for general purpose grinding and cutting applications on steel.

The key success factors are quality, cost, delivery and application engineering.

1.4.4.3 Cut-off wheels

cut-off wheel is reinforced with fiberglass for increased durability and used for cutting metal including hardened steel.



1.4.5 Subsidiaries and Associates

- CUMI America Inc
- CUMI Canada Inc
- CUMI Middle East, Ras Al Khaima, UAE
- Sterling Abrasives Ltd
- Southern Energy Development Ltd
- Prodorite Anticorrosives Ltd
- Webworld Holdings and Management Pvt Ltd
- Laserwords Pvt Ltd
- Apex Abstracting and Editing Services Ltd
- Net Access (India) Pvt Ltd
- CUMI Australia Pte Ltd
- Jingri-CUMI China
- Pine Tree

Joint Ventures

- Wendt (India) Ltd
- Murugappa Morgan Thermal Ceramics Ltd
- Ciria India Ltd
- Cumi enters into JV with China Engineering and Exploration Bureau (CEEB)

1.4.6 Awards and Certificates

- CUMI was ranked third in ICWAI award for Excellence in Cost Management in 2004
- The bonded abrasives business has been conferred the CII-Exim Award in 2005 for Business Excellence for a 'Strong Commitment to Excel'
- The Frost & Sullivan award for manufacturing excellence — managing change

1.5 SCOPE OF THE STUDY

- The study will provide market potential of Ambattur Industrial Estate
- The study helps to identify the characteristics of the product.
- The study will give details regarding the Carborundum Universal Limited product sales in Ambattur Industrial Estate.

1.6 OBJECTIVES

a) Primary objective

- To find the market receptivity of Depressed Center wheel and Cutoff wheel with reference to Ambattur Industrial estate

b) Secondary objective

- To figure the utilization of Carborundum Universal Limited brand products in Ambattur Industrial estate.
- To identify the most preferred brand in Depressed Center wheel and Cutoff wheel by customers.

1.7 LIMITATION

- The study is applicable only for Depressed Center wheel and Cutoff wheel product.
- The study is limited to ambattur industrial estate area. The study is applicable only during the year july 2010.

1.8 REVIEW OF LITERATURE

1. George S. Day, Allan D. Shocker & Rajendra K. Srivastava, "Customer-Oriented approaches to identifying product-markets", Journal of Marketing Vol. 43 (Fall 1979), 8-19.

The paper is to identify the boundries of increasing complex product-markets has spawned a number of analytical methods based on customer behaviour or judgements. The various methods are compared and contrasted according to whether they are consistent with a conceptual definition of a product-market, and their ability to yield diagnostic insights.

2. Elias N. Malamas, Euripides G.M. Petrakis & Michalis Zervakis, "A Survey on industrial vision systems, applications and tools", Image and Vision Computing, Volume 21, Number 2, 10 February 2003 , pp. 171-188(18)

The study is on the art in machine vision inspection and a critical overview of real-world applications are presented in this paper. Two independent ways to classify applications are proposed, one according to the inspected features of the industrial product or process and the other according to the inspection independent characteristics of the inspected product or process. The most contemporary software and hardware tools for developing industrial vision systems are reviewed. Finally, under the light of recent advances in image sensors, software and hardware technology, important issues and directions for designing and developing industrial vision systems are identified and discussed.

3. Sanjib Bhuyan, David W. Cobia & F. Larry Leistritz, "Availability and market potential of non-agricultural businesses in noth dakota", Agricultural Economics Report No. 360, September 1996.

The study show that there are a considerable number of businesses in the state that have significant market potential for further growth, e.g., computer rent/lease and maintenance services in the service sector, and computer and software stores in the retail sector. Regarding the cooperative form of businesses in those business categories identified as having market potential, entrepreneurs who are individually unable to finance their business may solve their problem by forming a cooperative. In addition, there is scope for cooperation among existing businesses which want to reduce their operating cost and public entities and non-profit organizations that would like to provide their services at a reduced cost. There is ample evidence of on-going cooperation among various North Dakota communities and public entities to solve the problem of the high cost of providing public or government services. Such cooperation is encouraging because it may eventually lead to formation of cooperatives to provide goods and services in the state.

4. Mattias Ganslandt & Keith E. Maskus, "Parallel Imports of Pharmaceutical Products in the European Union" ssrn-id632698.

The study erects of parallel trade in the pharmaceutical industry. We develop a model in which an original manufacturer competes in its home market with parallel-importing ¯rms. The theoretical analysis results in two key hypotheses. First, if the potential for parallel imports is Unlimited, the manufacturer chooses deterrence and international prices converge. Second, with endogenously limited arbitrage the manufacturing ram accommodates and the price in the home market falls as the volume of parallel trade rises. Simple empirical tests favor the accommodation hypothesis with a time lag. Using data from Sweden we need that the prices of drugs subject to competition from parallel imports increased less than other drugs during the period 1995-1998. Approximately 3/4 of this effect can be attributed to lower prices of parallel imports and 1/4 to lower prices charged by the manufacturing ram. Econometric analysis needs that rents to parallel importers (or resource costs in parallel trade) could be more than the gain to consumers from lower prices.

5. Hillegonda Maria Dutilh Novaes & Expedito J. A. Luna, "The Potential Demand for an HIV/AIDS Vaccine in Brazil", World Bank Policy Research Working Paper 2940, December 2002, ssrn-id636302.

This study assesses the potential demand by the public sector for a preventive HIV/AIDS vaccine in Brazil and the costs of alternative strategies for a vaccination program. Brazil has a mature AIDS epidemic: the percent of the population living with HIV or AIDS (about 0.6% of adults) is not as high as in other severely affected developing countries, but infection rates in specific risk groups in the population are very high and HIV has spread beyond these groups into the general population of low-risk individuals. Preventive HIV/AIDS vaccines are still in the testing stage. The characteristics of the first vaccines developed, in terms of their efficacy, duration of effectiveness, ease of administration, and price, are still unknown. The potential benefits of such a vaccine in Brazil would be high, however. The study reviews the cost and impact of HIV/AIDS in Brazil, in terms of disease and economic burden, as a proxy for the benefits of an HIV/AIDS vaccine. The epidemiology of AIDS and Brazil's experience with immunization coverage with other vaccines are used to assess the number of vaccines, delivery strategies, and possible costs of an HIV/AIDS immunization program in Brazil, assuming the availability of a 100% effective AIDS vaccine that lasts a lifetime under different pricing and dosing assumptions. A low-cost, highly effective vaccine would likely be affordable to an upper-middle-income country like Brazil and yield large benefits from a policy of universal, publicly subsidized immunization. If prices are higher and the impact less favorable, however, the costs and impacts would have to be compared with other AIDS prevention programs or other health interventions. Both political and economic considerations will likely figure into public policy on HIV/AIDS vaccination, when such a vaccine is developed.

6. Sreekumar R. Bhaskaran & Karthik Ramachandran, "Competitive Product Introductions in Technologically Dynamic Environments", ssrn-id983404.

This study is on new product development in several industries is driven by innovations in underlying technologies. Firms developing new generation products often face the following choice: they can either introduce a product based on a proven and immediately available technology, or delay product introduction to incorporate a superior, yet unproven, technology. In this paper, we study how competing firms introduce new products in such technologically fluid environments. We show that this technology selection decision for new-generation products depends on the evolution of technology trajectories, the additional risk involved in developing advanced versions and the competitive intensity in the end-product market. By staggering their new product introductions over time, firms are able to utilize introduction timing as an additional dimension to distance themselves from their rival. The optimal investment by a firm in product development, and its sensitivity with respect to competition, are also characterized. We also extend our analysis to consider the impact of market factors such as network effects and growth potential on the profitability of different introduction strategies.

7. M.Zaharia, C.V. Hapenciuc and I. Zaheu, "Study Regarding to the Brand Ice Hotel Balea Lac", December 2007, ssrn-id1345845.

This study is done by applying a poll-based survey provides important information regarding the tourist offer particulars in Balea Lac area. On the day the survey is performed its main advantage is also outlined: the fact that this information display a good accuracy, are obtained in a short time span and involving relatively low expenses. Data collection and centralization of the answers provided by interviewed tourists regarding tourism practice in the Balea Lac area have led to drawing up distributions that are presented in the paper. Based on the respective information, statistics methods adequate to the study of tourist opinion on the Balea Lac Ice Hotel brand image. Several issues have been outlined, regarding the types of respondents . based on their category, Romanian or foreigners, from Romania and based on destination countries, function of: the type of stay; the means of information; their answers referring to their first arrival at Balea Lac; the degree of destination assessment; their opinion on host reception; their preference for Balea Lac, appreciating value for money; age groups; gender; social and professional standing. The image created through the attractions and services provided in the Balea Lac tourist area by tourism activities closely related to the Ice Hotel is well appreciated, so that they have opened up a rather favorable expectancy for those willing to come back and for those tempted to try and spend their holidays in the presented hotel. To conclude, the overall recorded answers are optimistic. In relation to the above, in order to get acquainted with the motivations, tourist satisfaction, and their constructive proposals and suggestions, permanent contact is necessary, as well as a lively and open dialogue with tourists, a contact that takes place by launching opinion raising issues. Given the current background of surging competition between domestic and foreign tourist product providers, setting up a constant clientele is of outmost importance, which would also promote the local tourist product among potential tourists on different markets. The main requirement in order to accomplish this major goal is providing higher quality tourist service provision, as well as setting up the necessary elements to trigger a positive and lasting impression among visitors.

8. Alex B. Ekeng PhD and Sunday O. E. Ewah, "Analysis of consumers propensity towards foreign product: A survey of shoe consumers in two states in Nigeria", October 2002, ssrn-id1607817.

This study is an empirical analysis of consumers' propensity to buy foreign goods, despite the fact that such goods are equally produced in domestic firms. The product that was taken into consideration was shoes. To elicit data for the study, questions were formulated and administered to 1412 respondents in Cross River and Abia States. The model specification for the test of hypotheses formulated was Spearman Ranked Correlation Coefficient. The result from the study showed that patriotism has no effect on how consumers make their purchase decisions in the two states. Moreover, consumers' preference and disposition did not favour locally made shoes, hence the high demand for foreign brands. Finally the study made us to understand that the major determinants of consumers' decision to patronize foreign brand was the quality of the shoes as well as the technology used for its production. It was recommended and concluded that, producers should improve on the quality of the product to attract consumers willingness to buy, while the government as a matter of necessity should create the enabling environment that would generate a favourable business climate.

9. Dr.Y.Lokeswara choudary, "Indian tourism industry- the potential perspectives", June 10, 2010, ssrn- 1623443.

This study is on tourism which has witnessed a dramatic transformation into a multifaceted economic and social activity. Travel and tourism was confined to a privileged few, namely the rich, at the time of independence of India. Tourism is now an industry with many facets and varied activities. It calls for a perfect co-ordination among diverse segments that go to structure this industry. The unique feature of the tourism industry is that is that in totality it rests on a base of natural resources. Such a base must be wholesome and attractive, preferably possessing unusual natural beauty and appeal to tourists. Attractions are arguably the most important component in the tourism system. They are the main motivators for tourist trips and are the core of the tourism product. Without attractions there would be no need for other tourism services. Indeed tourism as such would not exist if it were not for attractions. Tourism has merged as major activity encompassing a spectrum of social events such as sightseeing, entertainment, festival, cultural events, and sports and even gambling. Thus, the whole planet becomes the stage for the operation of tourism industry.

10. B.B. Goyal," Organized retailing in India-an empirical study of appropriate formats and expected trends", Global journal of business research, volume 3, number 2, 2009, ssrn-id1629428

The study is on the retail sector and its environment has experienced radical changes in the last decade. Most of the challenges are due to changing demographics, social, politic, business climate, and changes in the retail sector including the addition of Wall Mart, Carrefour, K-Mart, etc. This paper examines the relative importance of the various products purchased at organized retail outlets and the choice of format, the consumer has when purchasing a product. The paper also discusses the expected development of organized retail in the future, focusing on aspects with potential effects on consumer purchasing behavior. Not all items are equally important for retail outlets and various products need specific retail formats.

CHAPTER II

RESEARCH METHODOLOGY

METHODOLOGY

2.1 RESEARCH DESIGN

Descriptive study is used and it helps to understand the characteristics of a group in a given situation ,offers idea for the future research, helps to make decisions.

Exploratory study is undertaken when not much is known about the situation at hand or no information is available on how similar problem or research issues have been solved in the past. Exploratory studies are undertaken to better comprehend the nature of the problem since very few studies might have been considered in that area.

The study has adopted both Descriptive and Exploratory Research Design to conduct the study.

2.2 SOURCE OF DATA

2.2.1 Primary data: The data are collected directly from the respondents as the information is not already been provided.

2.2.2 Secondary data: The data are collected from the company website.

2.3 TOOLS USED

Questionnaire is the tool used for collecting the data. Multiple choice, rating scale and close end questions of pre- formulated questionnaire have designed for the study.

2.3.1 Statistical tools

After collecting the data, tables were prepared To extract meaningful information from data collected, analysis of data and interpretation was carried out by using simple percentage analysis

CHAPTER III

DATA ANALYSIS AND INTERPRETATION

DATA ANALYSIS AND INTERPRETATION

Table 3.1

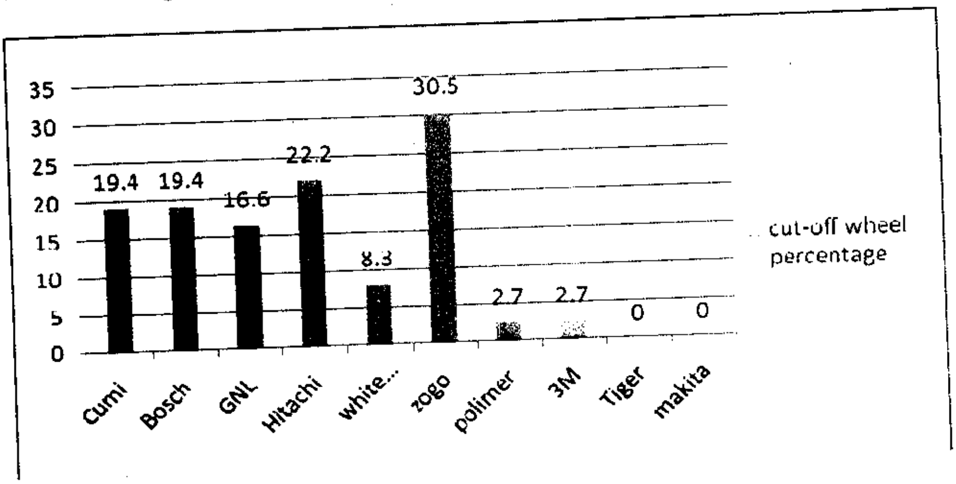
The following table shows the different brands handled by the dealer in cut-off wheel.

Number of Dealers handling cut-off wheel

Brand Name	No of dealers handling cut-off wheel	Percentage
Cumi	7	19.44
Bosch	7	19.44
GNL	6	16.66
Hitachi	8	22.22
white Dove	3	8.33
Zogo	11	30.55
Polimer	1	2.77
3M	1	2.77
Tiger	0	0
Makita	0	0

Chart 3.1

The following chart shows the **percentage of number of dealer handling cut-off wheel**



The chart shows the pictorial representation of number of dealers handling the cut-off wheel. In this case Zogo (30.5%) is the brand which is handled by many dealers.

Table 3.2

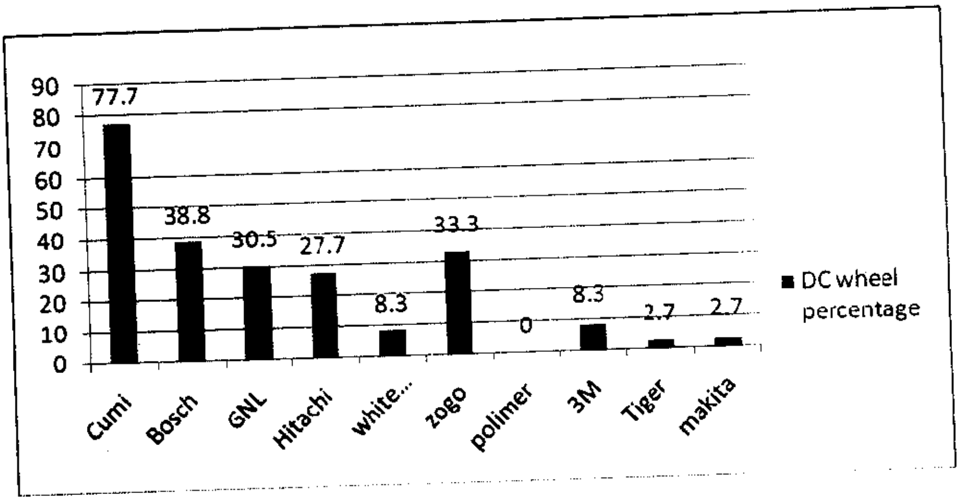
The following table shows the different brands handled by the dealer in depressed center wheel.

Number of Dealers handling depressed center wheel

Brand Name	No of dealers handling cut-off wheel	Percentage
Cumi	28	77.77
Bosch	14	38.88
GNL	11	30.55
Hitachi	10	27.77
white Dove	3	8.33
Zogo	12	33.33
Polimer	0	0
3M	3	8.33
Tiger	1	2.77
Makita	1	2.77

Chart 3.2

The following chart shows the **percentage of number of dealer handling depressed center wheel.**



The chart shows the pictorial representation of number of dealers handling the DC wheel. In this case Cumi(77.77%) is the brand which is handled by many dealers.

Table 3.3

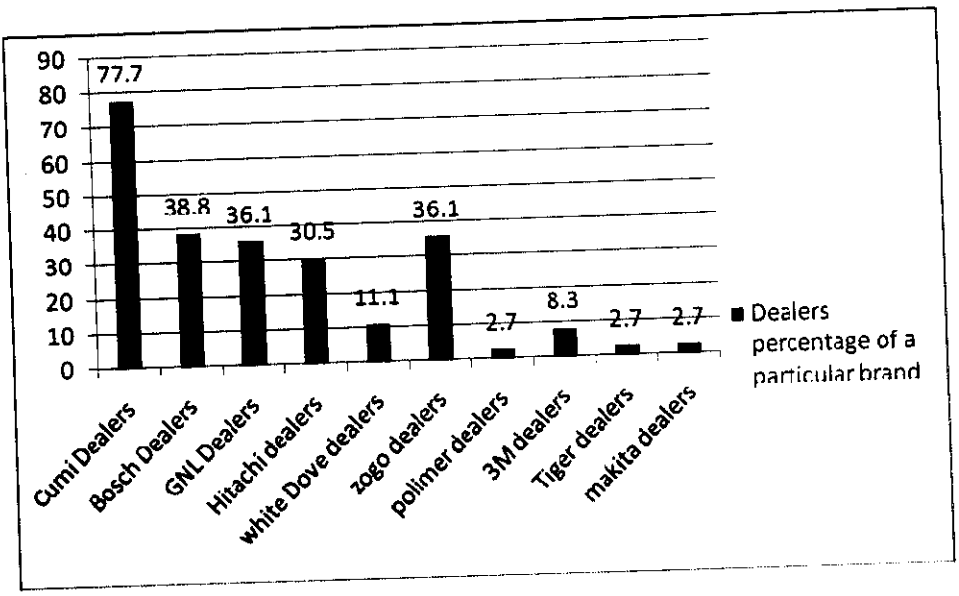
The following table shows the different brands handled by the **number of dealer** in both depressed center wheel and cutoff wheel.

Number of Dealers handling both depressed center wheel and cut-off wheel

Name of the brand	No of Dealers	Percentage
Cumi	28	77.77
Bosch	14	38.88
GNL	13	36.11
Hitachi	11	30.55
white Dove	4	11.11
zogo	13	36.11
Polimer	1	2.77
3M	3	8.33
Tiger	1	2.77
makita	1	2.77

Chart 3.3

The following chart shows the percentage of **number of dealer** handling both depressed center wheel and cutoff wheel.



The chart shows the pictorial representation of number of dealers handling both depressed center wheel and cut-off wheel. In this case Cumi(77.77%) is the brand which is handled by many dealers.

Table 3.4

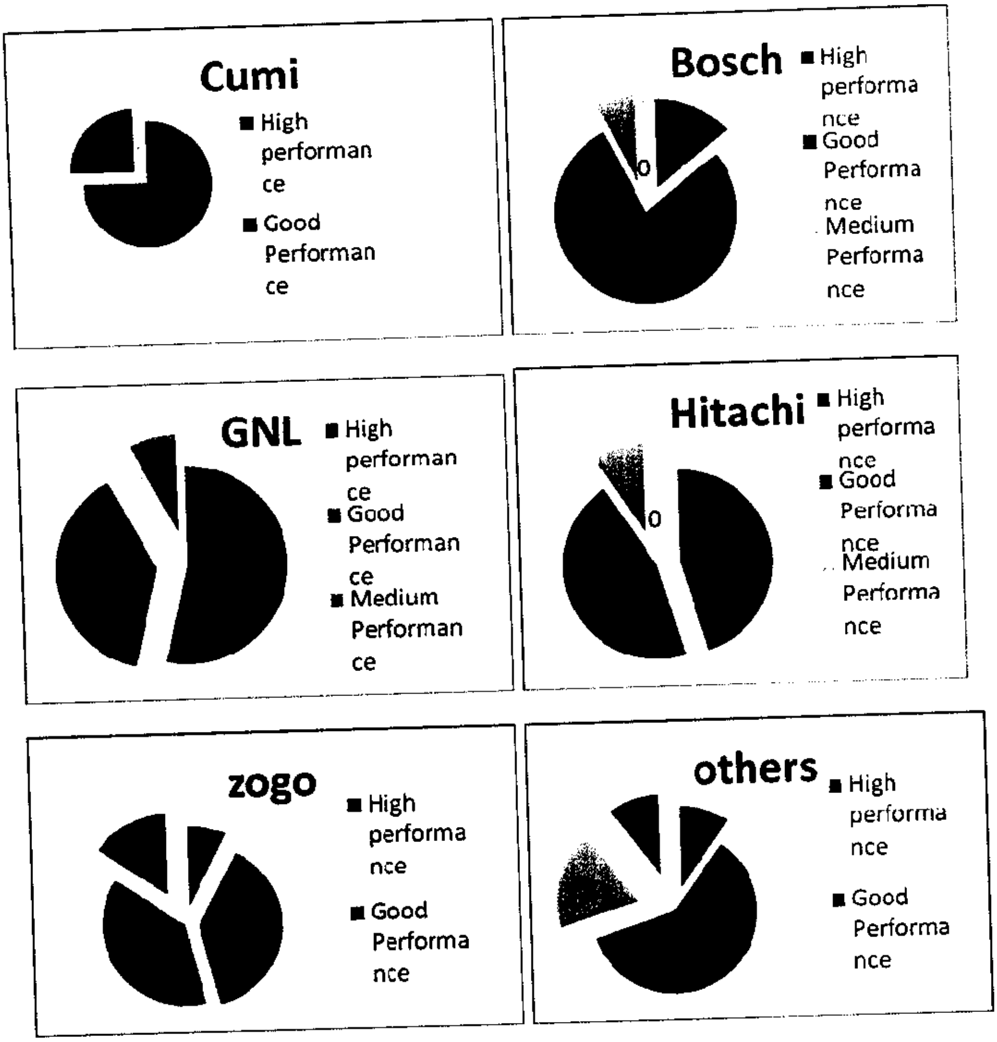
The following represent performance of the brand on dealer's perspective.

Performance of the brands on dealers perceptive

Name of the brand	High performance	Good Performance	Medium Performance	Low performance
Cumi	21	7	0	0
Bosch	2	11	1	0
GNL	7	5	1	0
Hitachi	5	5	1	0
white Dove	0	3	1	0
Zogo	1	5	5	2
Polimer	0	0	0	1
3M	1	2	0	0
Tiger	0	0	1	0
Makita	0	1	0	0

Chart 3.4

The following chart shows the percentage of the **brand performance** on dealer's point of view.



The chart shows the pictorial representation about the performance of the brand in which cumi brand performance is high compared to other brands in the market according to dealer's response.

Table 3.5

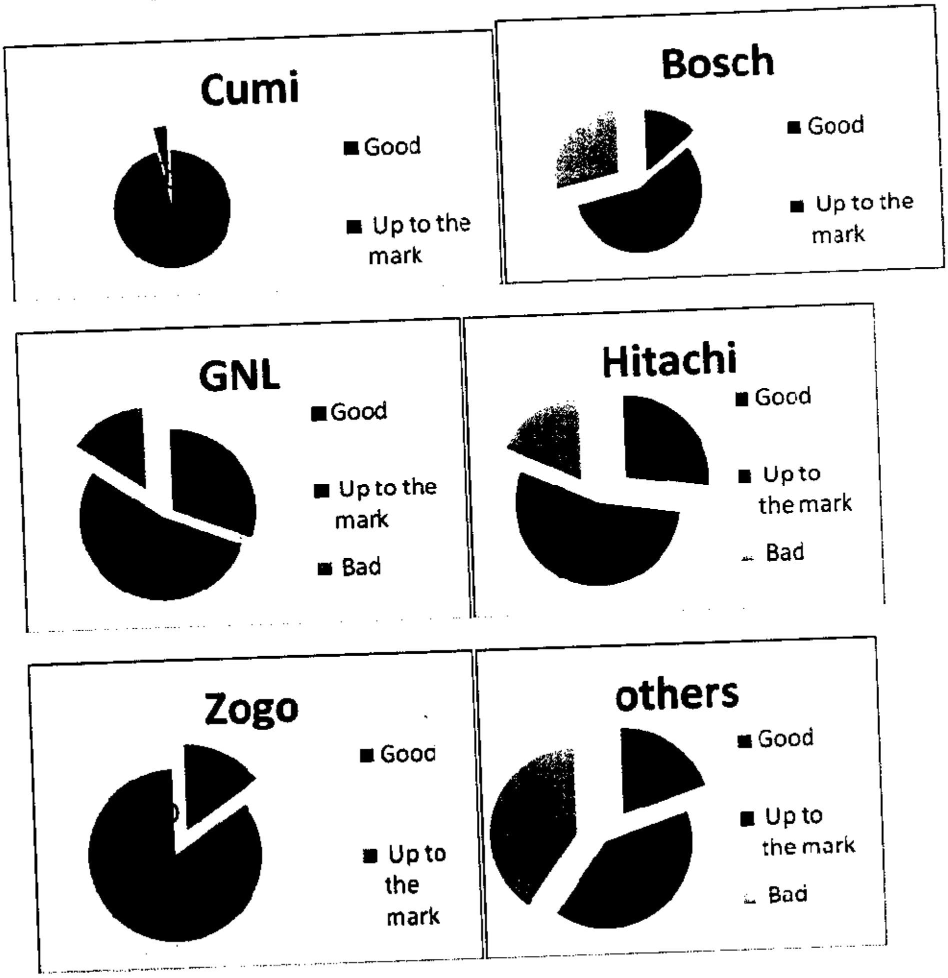
The following table represents the Durability of the brand

Durability of the brand on dealer perspective

Name of the brand	Good	Up to the mark	Bad
Cumi	27	1	0
Bosch	2	8	4
GNL	4	7	2
Hitachi	3	6	2
white Dove	1	0	3
Zogo	0	2	11
Polimer	0	1	0
3M	1	2	0
Tiger	0	0	1
Makita	0	1	0

Chart 3.5

The chart represents the percentage of **brand durability** on dealer's point of view.



The chart shows the pictorial representation about the Durability of the brand in which cumi(27) brand durability is high compared to other brands in the market according to dealer's response.

Table 3.6

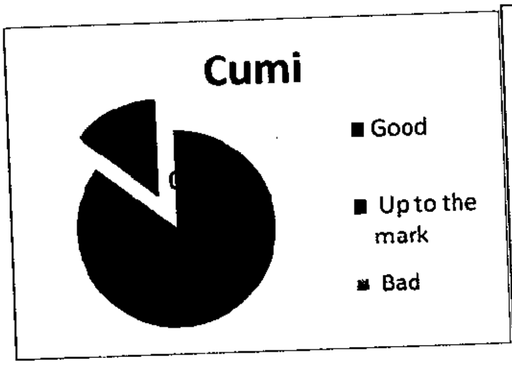
The following table represents the reliability of the brand.

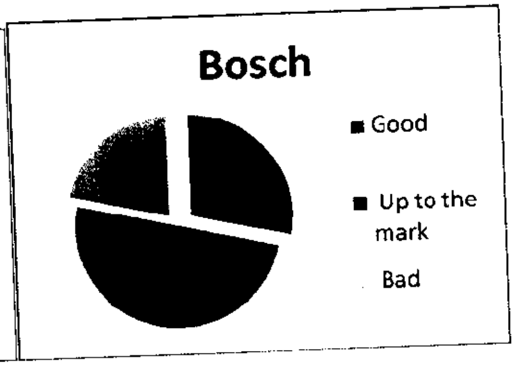
Reliability of the brand on dealer perspective

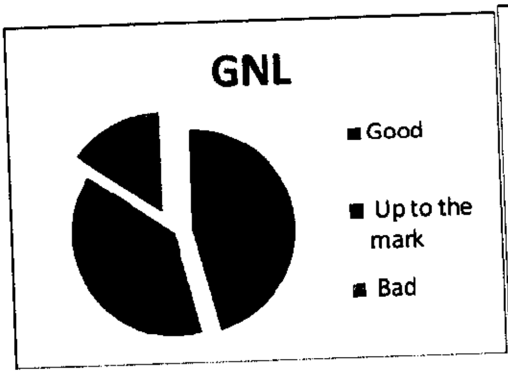
Name of the brand	Good	Up to the mark	Bad
Cumi	24	4	0
Bosch	4	7	3
GNL	6	5	2
Hitachi	4	6	1
white Dove	0	3	1
Zogo	0	7	6
Polimer	0	0	1
3M	2	1	0
Tiger	0	0	1
Makita	1	0	0

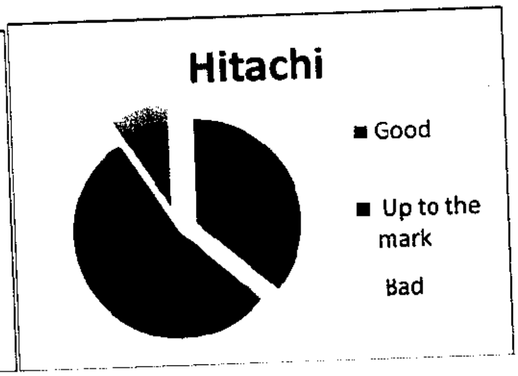
Chart 3.6

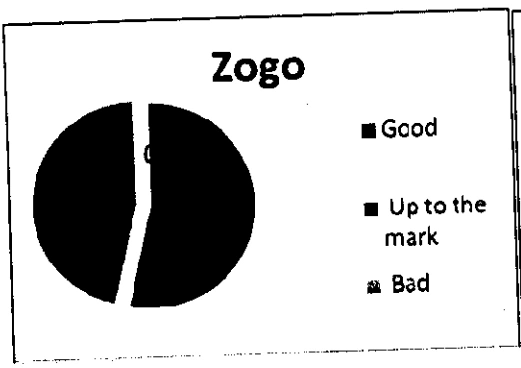
The chart represents the percentage of **brand reliability** on dealer's point of view.

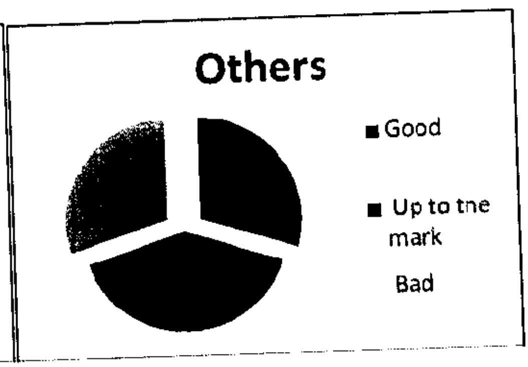












The chart shows the pictorial representation about the reliability of the brand in which cumi(24) brand reliability is high compared to other brands in the market according to dealer's response.

Table 3.7

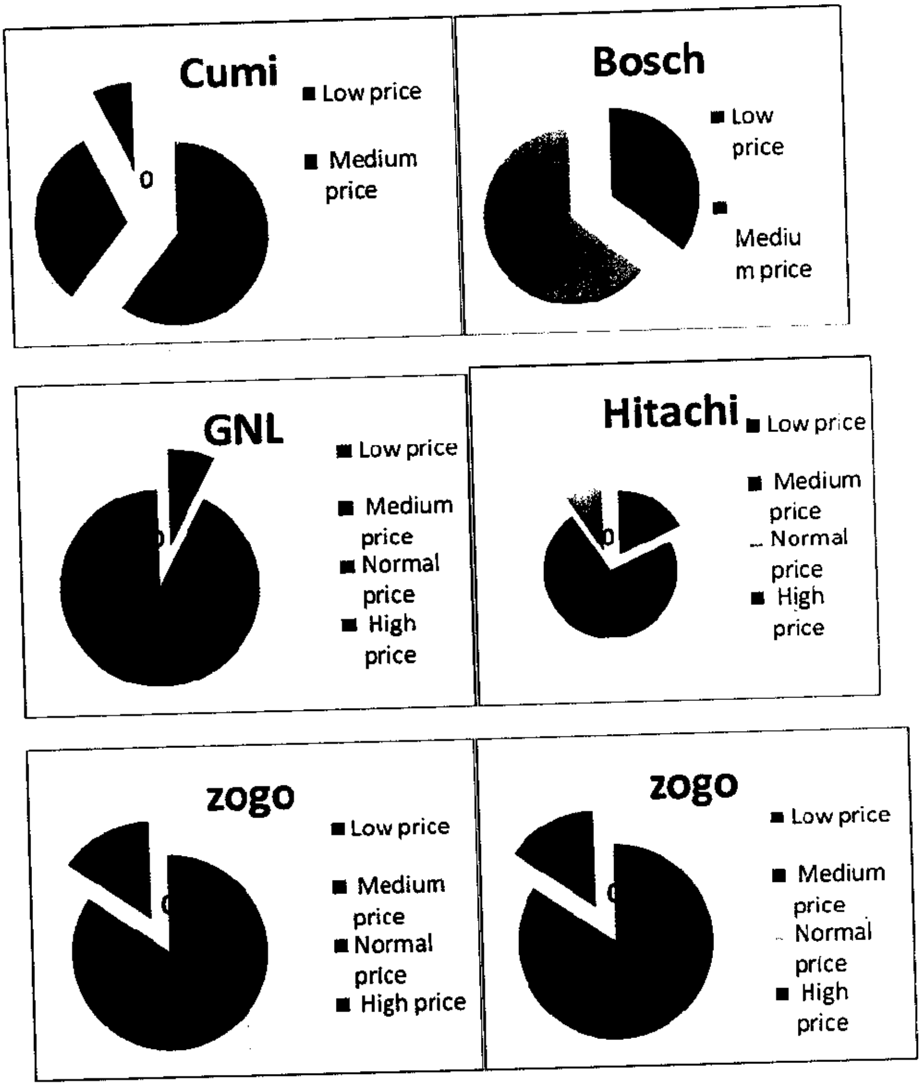
The following table represents the rating about the brand price.

Price rating for brand on dealer's perspective

Price:	Low price	Medium price	Normal price	High price	highest price
Cumi	0	0	17	9	2
Bosch	0	5	9	0	0
GNL	1	12	0	0	0
Hitachi	2	8	1	0	0
white Dove	4	0	0	0	0
Zogo	11	2	0	0	0
Polimer	1	0	0	0	0
3M	0	3	0	0	0
Tiger	1	0	0	0	0
Makita	0	0	1	0	0

Chart 3.7

The chart shows the percentage of **the price ranking** given by the dealers.



From this chart we can infer that price of the zogo brand is low. So in case of price zogo brand is preferred by most of them compared to other brands.

Table 3.8

The table represents the **leading brand** in the market according to dealer's point of view.

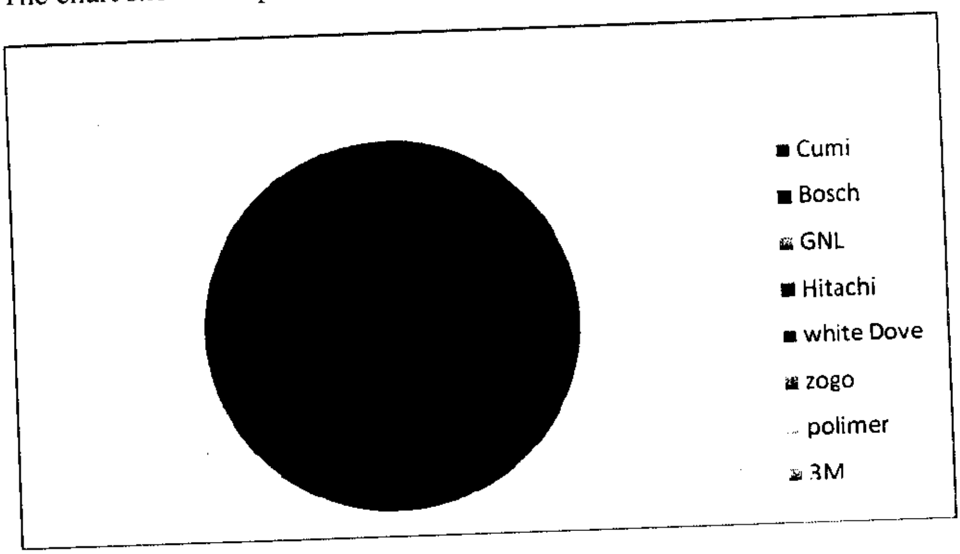
Leading brand in the market on dealer's point of view

Name of the brand	Dealers response	Percentage
Cumi	18	50
Bosch	5	13.88
GNL	8	22.22
Hitachi	3	8.33
white Dove	0	0
Zogo	2	5.55
Polimer	0	0
3M	0	0
Tiger	0	0
Makita	0	0

From the above table it has been inferred that Cumi is the leading brand in the market on dealers perspective.

Chart 3.8

The chart shows the pictorial representation of **leading brand** in the market.



From the chart we came to know that cumi(50%) brand is leading brand in the market compared to other competitors.

Table 3.9

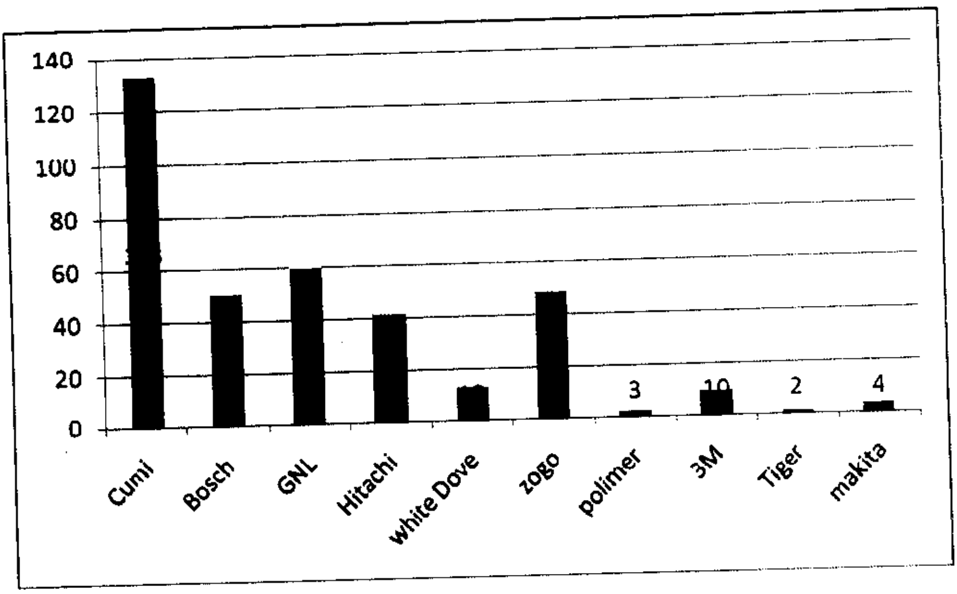
The table represents the customer preference on dealer's point of view.

Customer preference on dealer's point of view

Rating / Name of the brand	1	2	3	4	5	TOTAL POINTs
Cumi	17	8	4	2	0	133
Bosch	3	6	1	4	1	51
GNL	4	6	4	2	0	60
Hitachi	5	2	3	0	0	42
white Dove	2	0	0	1	1	13
Zogo	5	1	5	2	1	49
Polimer	0	0	1	0	0	3
3M	0	1	2	0	0	10
Tiger	0	0	0	1	0	2
Makita	0	1	0	0	0	4

Chart 3.9

The chart represents the rating of **customer preference** on dealers perceptive.



From this chart it is clearly shown that customer preference is more for cumi(133) brand compared to other brands in the market.

Table 3.10

The following table represents the reason for preferring the particular brand.

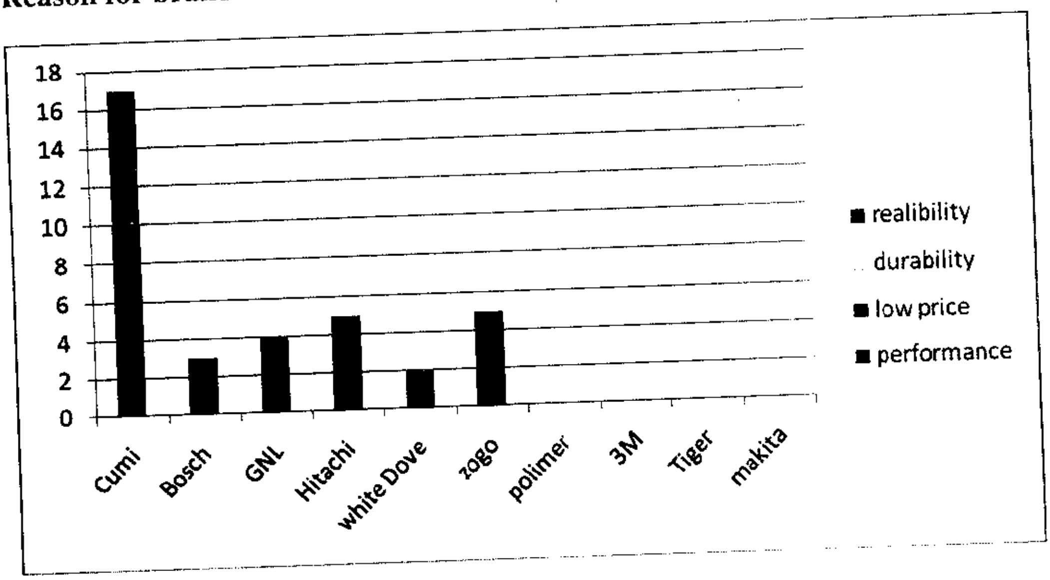
Reason for brand preference by customer on dealer's perspective

	performance	low price	Durability	reliability
Cumi	10		3	4
Bosch	3			
GNL	1	1		2
Hitachi		2		3
white Dove		2		
Zogo		5		
Polimer				
3M				
Tiger				
Makita				

Chart 3.10

The chart shows the reason for preferring the particular brand by customer.

Reason for brand Preference



From the chart it is known that cumi brand is preferred because of good performance, Bosch brand is preferred because of its performance, Norton and hitachi brand is preferred for its reliability, zogo and white Dove is preferred by customers because of its low price.

Table 3.11

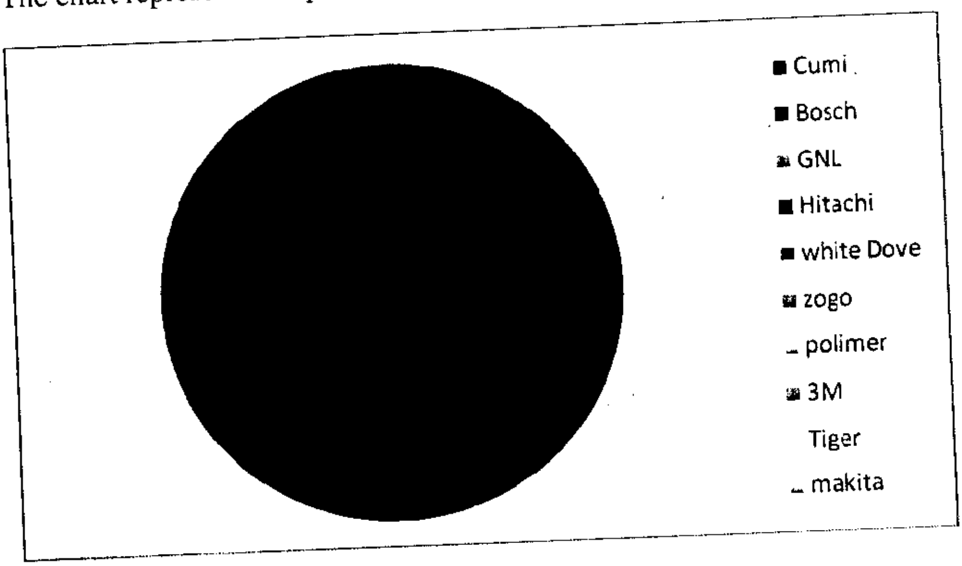
This table represents the shopkeeper recommending brand.

Shopkeeper recommending brand

Name of the brand	No of respondents	Percentage
Cumi	12	33.33
Bosch	4	11.11
GNL	5	13.88
Hitachi	5	13.88
white Dove	3	8.33
Zogo	5	13.88
Polimer	0	0
3M	2	5.55
Tiger	0	0
Makita	0	0

Chart 3.11

The chart represents the pictorial view about the shopkeeper recommended brand.



From this chart it is known that cumi (33%) brand is recommended by most of the shopkeeper compared to other brands.

Table 3.12

The following table represents the problem facing brand.

Brand which is facing problem

Name of the brand	No of dealers	Problem recall	percentage
Cumi	28	0	0
Bosch	14	0	0
GNL	13	1	7.7
Hitachi	11	2	18.18
white Dove	4	0	0
Zogo	13	4	30.8
Polimer	1	1	100
3M	3	0	0
Tiger	1	1	100
Makita	1	0	0

From the table it is known that polimer and tiger brand is facing more problem compared to other brands in the market.

Table 3.13

The following table represents the employee exposure about the product

Employee exposure about the product

Employee exposure	No of respondents	Percentage
up to the level	8	22.22
Good	28	77.78
Bad	0	0

From the table it is known that product exposure among the employees is good(77.78%).

Table 3.14

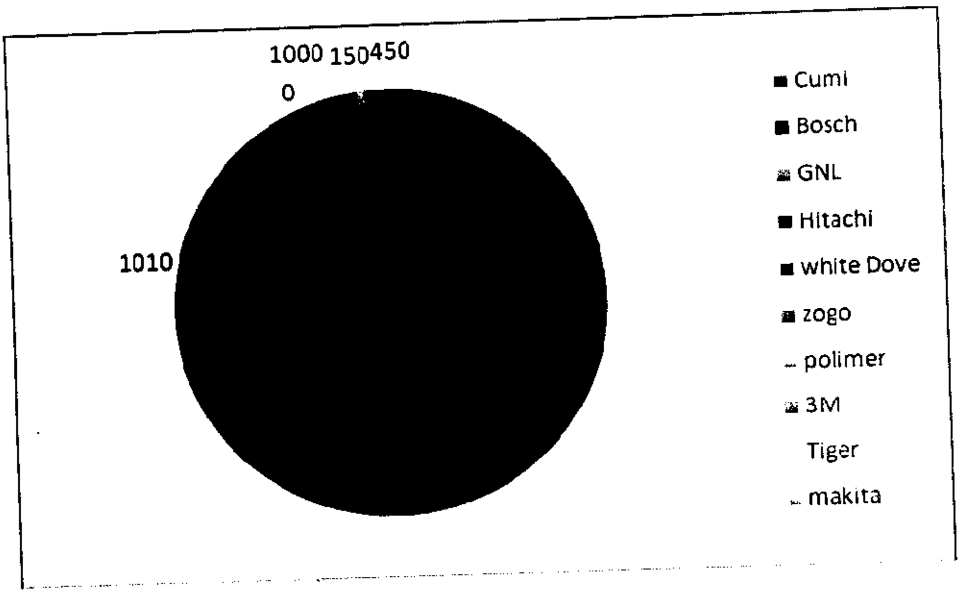
The following table represents the total sales of depressed center wheel.

Depressed center wheel sales

Name of the brand	Depressed center wheel sales	Percentage
Cumi	9105	30.31
Bosch	3850	12.8
GNL	5470	18.2
Hitachi	4705	15.67
white Dove	1010	3.63
Zogo	4290	14.3
Polimer	0	**0**
3M	1000	3.3
Tiger	150	.5
Makita	450	1.5
Total	30030	100

Chart 3.12

The following chart represents the total sales of the brands.



From the following chart it is known that Cumi(30.35%) sales is more compared to other brands in the market.

Table 3.15

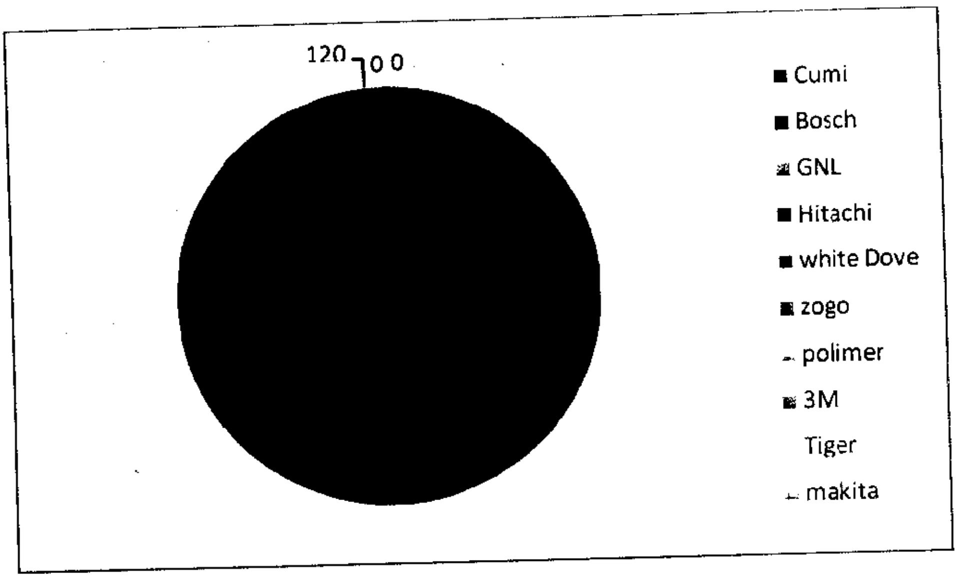
The following table shows the number of sales in cut-off wheel.

Cut-off wheel sales

Name of the brand	Number of sales	Percentage
Cumi	475	10.91
Bosch	470	10.80
GNL	1015	23.33
Hitachi	1040	23.90
white Dove	210	4.82
Zogo	720	16.55
Polimer	300	6.89
3M	120	2.75
Tiger	0	0
Makita	0	0
Total Sale in numbers	4350	100

Chart 3.13

The chart represents the total number of sales in cutoff wheel.



From this it is known that hitachi(1040) sales is more compared to other brands in cut-off wheel.

Table 3.16

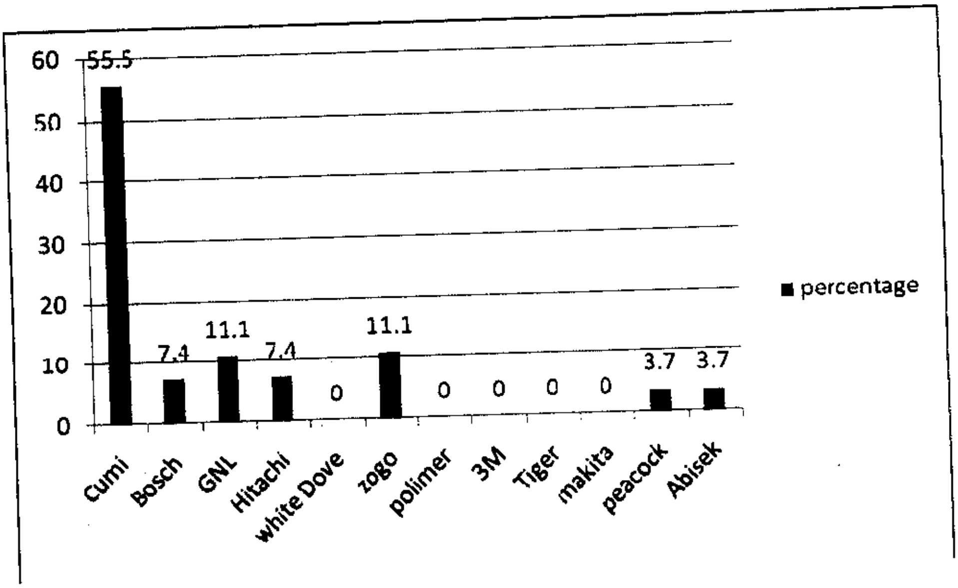
The following table shows about the brand preferred by the customer.

Customer preference

Name of the brand	Customer response	percentage
Cumi	15	55.55
Bosch	2	7.40
GNL	3	11.11
Hitachi	2	7.40
white Dove	0	0
Zogo	3	11.11
Polimer	0	0
3M	0	0
Tiger	0	0
Makita	0	0
Peacock	1	3.70
Abisek	1	3.70

Chart 3.14

The chart shows about the brand preferred by the customer.



From the chart it is inferred that cumi(55.5%) brand is preferred by most of the customers.

Table 3.17

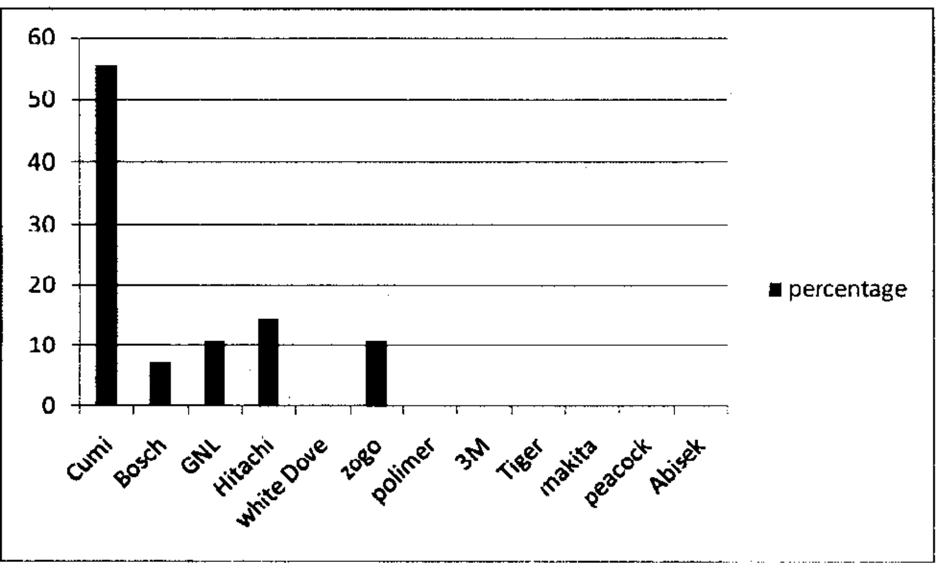
The following table represents which brand performance is good.

Performance of brand on customer perspective

Name of the brand	no of respondents	Percentage
Cumi	15	55.55
Bosch	2	7.40
GNL	3	11.11
Hitachi	4	14.81
white Dove	0	0
Zogo	3	11.11
Polimer	0	0
3M	0	0
Tiger	0	0
Makita	0	0
Peacock	0	0
Abisek	0	0

Chart 3.15

The chart shows the pictorial representation of brand performance by customer.



From the chart it is inferred that cumi brand performance is good compare to other brand as per customer response.

Table 3.18

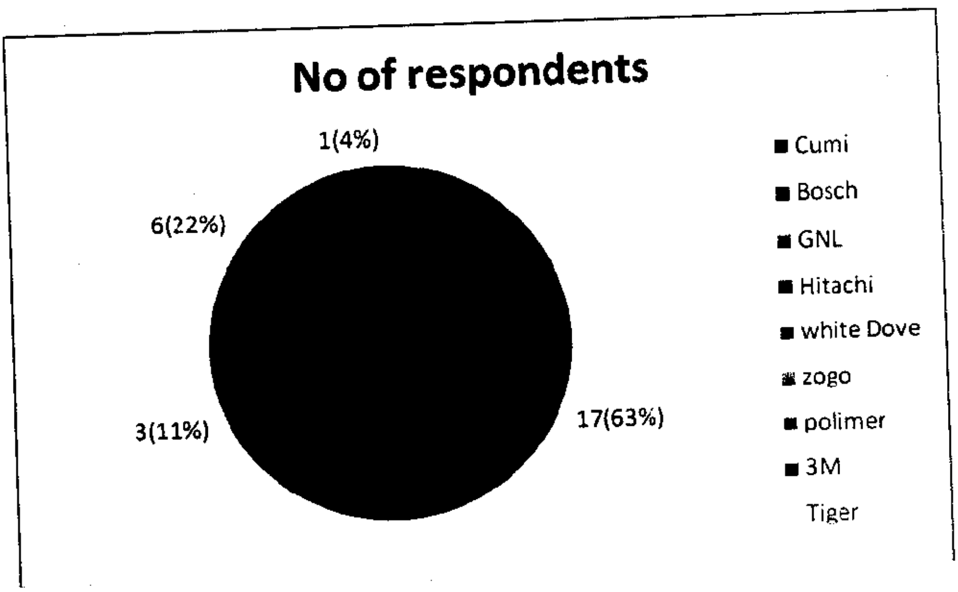
The following table is about the brand which is user friendly to the usage.

User friendly brand

Name of the brand	Customer response	Percentage
Cumi	17	62.96
Bosch	3	11.11
GNL	6	22.22
Hitachi	1	3.70
white Dove	0	0
Zogo	0	0
Polimer	0	0
3M	0	0
Tiger	0	0
Makita	0	0
Peacock	0	0
Abisek	0	0

Chart 3.16

The chart is about the brand which is user friendly.



From the chart is inferred that cumi(63%) brand is user friendly compared to other brands.

Table 3.19

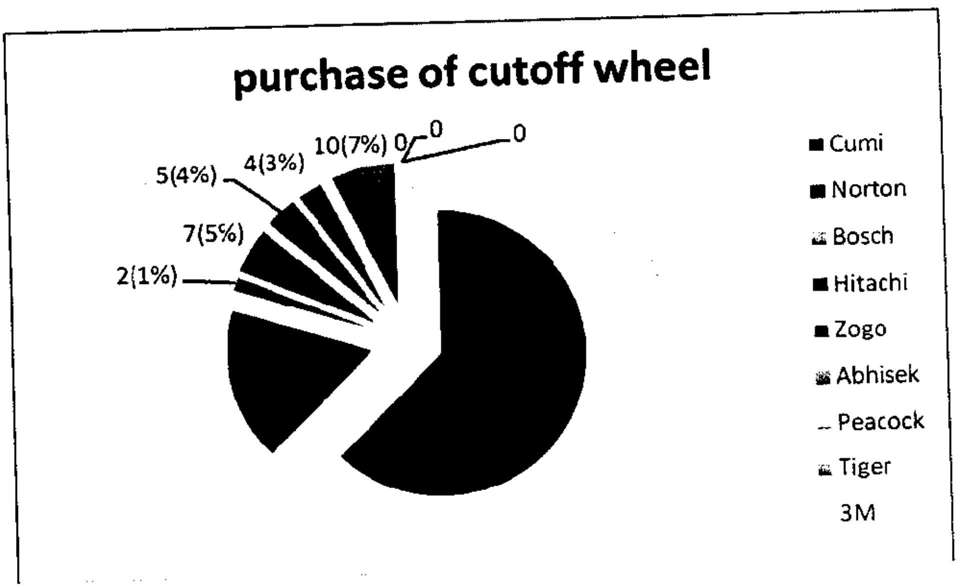
The table represents the purchased amount of the cut-off wheel by the customer.

Total amount of cut-off wheel purchased by customer

Name of the brand	Purchased cut-off wheel	Percentage
Cumi	87	62.58
Norton	24	17.26
Bosch	2	1.43
Hitachi	7	5.03
Zogo	5	3.59
Abhisek	4	2.87
Peacock	10	7.19
Tiger	0	0
3M	0	0
Polimer	0	0
Total	139	100

Chart 3.17

The chart represents the purchased amount of cut-off wheel by the customer



From the pictorial representation it is inferred that cumi(63%) brand sales is more compared to other brands.

Table 3.20

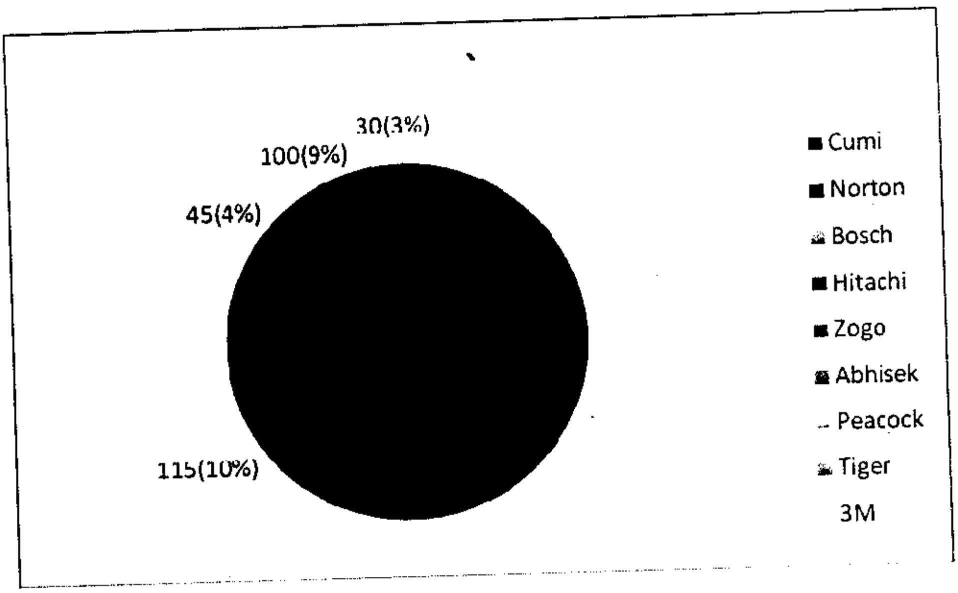
The table shows the amount of depressed center wheel purchased by the customer

Amount of depressed center wheel purchased by the customer

Name of the brand	Purchase of depressed center wheel	Percentage
Cumi	661	60.00
Norton	115	10.44
Bosch	150	13.62
Hitachi	45	4.08
Zogo	100	9.08
Abhisek	30	2.72
Peacock	0	0
Tiger	0	0
3M	0	0
Polimer	0	0
Total	1101	100

Chart 3.18

The chart is about the total number of Depressed wheel purchased by the customer.



From the above chart it is inferred that purchase of cumi(60%) brand is high compared to other brand in the market.

CHAPTER IV

CONCLUSION

CHAPTER IV

FINDINGS

- Zogo (30.5%) is the brand which is handled by many dealers in cut-off wheel.
- Cumi(77.77%) is the brand which is handled by many dealers in Depressed center wheel.
- In combination of both Depressed center wheel and Cut-off wheel Cumi(77.77%) is the brand which is handled by many dealers.
- Cumi brand performance is high compared to other brands in the market according to dealer's response.
- Cumi brand durability is high compared to other brands in the market according to dealer's response.
- Cumi brand reliability is high compared to other brands in the market according to dealer's response.
- In case of price zogo brand is preferred by most of them compared to other brands.
- Cumi(50%) brand is leading brand in the market compared to other competitors.
- Customer preference is more for cumi(133) brand compared to other brands in the market according to dealer's.
- Cumi brand is preferred because of good performance, Bosch brand is preferred because of its performance, Norton and hitachi brand is preferred for its reliability, zogo and white Dove is preferred by customers because of its low price.
- Cumi (33%) brand is recommended by most of the shopkeeper compared to other brands.
- Polimer and tiger brand is facing more problem compared to other brands in the market.
- Polimer and tiger brand is facing more problem compared to other brands in the market.
- Product exposure among the employees is good(77.78%).

- Cumi(30.35%) sales is more compared to other brands in theDepressed center wheel.
- Hitachi(1040) sales is more compared to other brands in cut-off wheel.
- Cumi(55.5%) brand is preferred by most of the customers.
- Cumi brand performance is good compare to other brand as per customer response.
- Cumi(63%) brand is user friendly compared to other brands with respect to customer.
- cumi(63%) brand sales is more compared to other brands with respect to customer in Cut-off wheel.
- cumi(60%) brand sales is high compared to other brand in the market with respect to customer in Depressed center wheel.

SUGGESTIONS

- Zogo which is the new entrant is doing well in terms of Cut-off wheel because the price of that particular brand is 1/3rd of the Cumi Hi cut. That's the reason many of them started switching from Cumi to other brands.
- At present Depressed center wheel Cumi brand is holding the market.
- In case of performance, reliability and durability Cumi brand is good but your pricing strategy should be changed.
- New entrants are picking up heavily compared to Cumi due to shopkeeper recommendation. So try to give some additional commission percentage to dealers.
- In case of customer number of customer using Cumi brand is 17 out of 27 but know it has been decreased to 15 out of 27 because of variation in price of the product.
- There is no credit policy in Cumi, So these leads me to prefer some other brand in the market.
- It is found that sales in ambatur in term of Cut-off wheel is more with Hitachi and Zogo due their price.
- Where many of them talking only about your Hi-cut wheel and they are not beware of another product samurai so do some promotional activities to sell samurai for those who need product at lesser price.

CONCLUSION

- Cumi brand performance is good compared to other brands.
- The position hold by Cumi brand is same but their sales have been decreasing.
- The reason for decrease in sales is price which is high compared to other competitor.
- So in order to recapture the sales adopt some new pricing strategies and promote your another product samurai which is lower in price.
- According to many dealers they saws that margin they get from selling Cumi brand is very low compared to other brands so they are giving importance in selling some other brands.

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- http://www.cumi-murugappa.com/
- http://www.murugappa.com/

APPENDIX

APPENDIX

1. Name of the Dealer?

....

2. What are the different brands handled by you in depressed center wheels & Cut-off wheels?

S.No	Brands	Depressed center wheel	Cut-off wheel
1	CUMI		
2	Bosch		
3	3M		
4	Hitachi		
5	GNL		
6.			
7.			
8.			

2i. what is the special thing in brands which you are selling? Compared to other brand?

Performance: 1) High performance 2) Good Performance 3) Medium Performance 4) Low performance

Price: 1) Low price 2) Medium price 3) Normal price 4) High price 5) Highest price

Durability: 1) Good 2) Up to the mark 3) Bad

Reliability: 1) Good 2) Up to the mark 3) Bad

Brands	Performance	Price	Durability	Reliability
CUMI				
Bosch				
3M				
Hitachi				
GNL				

3. At present which brand is leading the market according to you?

a)CUMI b)Bosch c)3M d)Hitachi e)GNL f) Others if any specify.......................................

4. Which brand is preferred by the customer rate them in order?

CUMI	
Bosch	
3M	
Hitachi	
GNL	
Others if any specify..	

5. why do customer prefer that particular brand?

a) performance b) Low price c)Durability d)Reliability

6. Which brand will you recommend to the customer when they approach you without specifying the brand?

a) CUMI b) Bosch c) 3M d) Hitachi e) GNL f) Others if any specify……………………………….

7. Which brand is facing more problem and complaints?

a)CUMI b)Bosch c)3M d)Hitachi e)GNL f) Others if any specify……………………………….

8. Which brand is moving fast?

Brands	Fast Moving	Moving	Slow moving	Non moving
CUMI				
GNL				
Bosch				
Hitachi				
3M				

9. Employee exposure about the product?

a) Up to the level b) good c) bad

10. DC wheel

Description	CUMI(Hi cut) Dc wheel			CUMI(Samurai) Dc wheel					
	Qty	Price	Value	Qty	price	Value	Qty	Price	value
100*4*16									
100*5*16									
100*6*16									
125*5*22.23									
125*6*22.23									
125*7*22.23									
180*5*22.23									
180*6*22.23									
180*7*22.23									

230*5*22.23									
230*6*22.23									
230*7*22.23									

Description									
	Qty	Price	Value	Qty	price	Value	Qty	Price	value
100*4*16									
100*5*16									
100*6*16									
125*5*22.23									
125*6*22.23									
125*7*22.23									
180*5*22.23									
180*6*22.23									
180*7*22.23									
230*5*22.23									
230*6*22.23									
230*7*22.23									

11. Cut-off wheel

Description	CUMI(samurai)			CUMI(samurai chapsa)					
	Qty	Price	Value	Qty	price	Value	Qty	Price	value
100*1 *16									
100*1.5*16									
100*2 *16									
100*3 *16									
125*1 *22.23									
125*1.5*22.23									
125*2 *22.23									
125*3 *22.23									

180*1.2*22.23									
180*3 *22.23									
180*4 *22.23									
230*1 *22.23									
230*1.2*22.23									
230*3 *22.23									
230*4 *22.23									
300*2*25.4									
300*3*25.4									
300*4*25.4									
350*3 *25.4									
350*3.2*25.4									
350*4 *25.4									
400*3*25.4									

Description									
	Qty	Price	Value	Qty	price	Value	Qty	Price	value
100*1 *16									
100*1.5*16									
100*2 *16									
100*3 *16									
125*1 *22.23									
125*1.5*22.23									
125*2 *22.23									
125*3 *22.23									
180*1.2*22.23									
180*3 *22.23									
180*4 *22.23									
230*1 *22.23									
230*1.2*22.23									
230*3 *22.23									
230*4 *22.23									

300*2*25.4									
300*3*25.4									
300*4*25.4									
350*3 *25.4									
350*3.2*25.4									
350*4 *25.4									
400*3*25.4									

12. Is there any change in the mind set of customer, switching over the brand, what is the reason?

a) High Performance b) low price c) Durability d) Reliability e) availability

13. What are the brands preferred by you?

CUMI	
Bosch	
3M	
Hitachi	
GNL	

14. Which brand performance is good?

a)CUMI b)Bosch c)3M d)Hitachi e)GNL f) Others if any specify……………………………………

15. Which brand is user friendly?

a)CUMI b)Bosch c)3M d)Hitachi e)GNL f) Others if any specify……………………………………

16. At present which brand are you using?

a)CUMI b)Bosch c)3M d)Hitachi e)GNL f) Others if any specify……………………………………

17. What is the reason for using that particular brand?

a) High performance b) durability c) reliability d) low price e) Quality f) availability g) user friendly

18. Which brand is used by you before?

a)CUMI b)Bosch c)3M d)Hitachi e)GNL f) Others if any specify……………………………….

19. What is the size of wheel which is used by you?

Dc wheel(mm)			Cut off wheel(mm)		
	Qty/month	price		Qty/month	Price
100*4*16			100*1 *16		
100*5*16			100*1.5*16		
100*6*16			100*2 *16		
			100*3 *16		
125*5*22.23					
125*6*22.23			125*1 *22.23		
125*7*22.23			125*1.5*22.23		
			125*2 *22.23		
180*5*22.23			125*3 *22.23		
180*6*22.23					
180*7*22.23			180*1.2*22.23		
			180*3 *22.23		
230*5*22.23			180*4 *22.23		
230*6*22.23					
230*7*22.23			230*1 *22.23		
			230*1.2*22.23		
			230*3 *22.23		
			230*4 *22.23		
			300*2*25.4		
			300*3*25.4		
			300*4*25.4		
			350*3 *25.4		
			350*3.2*25.4		
			350*4 *25.4		
			400*3*25.4		