

The Project

Entitled

**“TO STUDY CUSTOMER SATISFACTION LEVEL OF
CROMPTON GREAVES AGRO PUMPS IN
AHMEDNAGAR DISTRICT”**

AT

CROMPTON GREAVES LTD, AHMEDNAGAR

Submitted

**For the Award of the Degree of
Bachelor of Business Administration
Under the Faculty of Management**

Submitted by

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Under the Guidance of

PROF. SAYYAD.L.R

Submitted To

“SAVITRIBAI PHULE PUNE UNIVERSITY”

In Partial Fulfillment Of The Requirement

For The Award Of The Degree Of

BACHELOR OF BUSINESS ADMINISTRATION

THROUGH



Mula Education Society's

**Arts, Commerce & Science college, Sonai Tal.
Newasa , Dist. Ahmednagar.**

2020-2021

Declaration

I hereby declare that the project title “**To Study Customer Satisfaction Level of Crompton Greaves Agro pumps in Ahmednagar District**” is the original piece of work carried out by me under the guidance and supervision of Prof. SAYYAD.L.R

The information has been collected from genuine and authentic sources. The work has been submitted in partial fulfillment of the requirement of MBA to Pune

Place: Sonai


(Pramod Jadhav)

ACKNOWLEDGEMENT

I take this privilege to acknowledge the effort taken by a number of persons in helping me to complete this Project Report for the purpose of submission to the University of Pune in fulfillment of the Degree of Master in Business Administration.

At the outset, I sincerely thank to the Management of M/S Crompton Greaves Ltd, Pumps Division, Ahmednagar, to give me opportunity for doing in there esteemed organization at the onset. I would Sincerely like to thanks **Mr. Patankar** Sir (Marketing Manager) for his valuable Guidance & Information to me & I also mention Special Thanks to **Mr. Wilmar Dias** (All India Marketing Manager) of CG Ltd. for his kind of co-operation during this Project.

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Finally, I would like to thanks that entire person who has directly or indirectly for successfully contributed in this project.

Thanks!


Pramod Manoj Jadhav

CONTENT

Sr. No.	Topic	Page No.
Chapter – 1	EXECUTIVE SUMMARY.	4
Chapter – 2	INTRODUCTION.	6
Chapter – 3	ORGANIZATION PROFILE. 3.1 Introduction Of Company. 3.2 Organization History. 3.3 Product Profile.	9
Chapter – 4	OBJECTIVES	25
Chapter – 5	RESEARCH METHODOLOGY. 4.1 Method Of Data Collection technique.	27
Chapter – 6	DATA ANALYSIS AND INTERPRETATION.	29
Chapter – 7	FINDING AND SUGGESTIONS.	47
Chapter – 8	CONCLUSION.	50
	BIBLIOGRAPHY.	52
	ANNEXUURE.	54

LIST OF TABLES

Table No.	Name of Table	Page No.
1	Numbers of Pump Sets Sales	30
2	Various types of Manufacturers	31
3	Number of Purchase Sources	32
4	Different sizes of Pumps.	33
5	Various seasonal Sale	34
6	Peak value Sale	35
7	Reason for sale increases	36
8	Customer Requirements	37
9	Various Promotional strategy	38
10	Price Range of Agro pumps	39
11	Voltage condition in an area	40
12	Performance of CG pumps	41
13	CG Pump Quality	42

14	Customer satisfaction- According to performance	43
15	Customer satisfaction- After sale service	44
16	Visits of marketing officer	45
17	Rating of Crompton Greaves pumps	46

EXECUTIVE SUMMARY

1. EXECUTIVE SUMMARY

“**Market Survey**” is an important requirement for initiating any successful business. The objective of a market survey is to collect information on various aspects of the business. This survey is a tool through which we can minimize risk. After the market survey, the results must be analyzed in order to finalize a business plan.

The workshop session on market surveys was designed to provide the participants with an understanding of the importance and procedures of such a survey.”

CROMPTON GREAVES LIMITED is a major player in the motor industry in India. The Primary objective of the project was to study the market survey of agro pumps of the company and potential of agro pumps in Ahmednagar District.

Secondary objectives was to study the customer need, want and satisfaction of Agro pumps product in Ahmednagar District and detail analyze the product of competitor and to study the market share of various pumps set in Ahmednagar District.

INTRODUCTION

2. INTRODUCTION

In modern enterprise, the objectives of the marketing department is not so much, to find consumer for goods and services produced by the firm as it is to find ways in which the resource of the firm can be used to meet the needs of customer & maximum profit.

Companies must become more knowledge in their understanding of market place demand the organization of Crompton Greaves Ltd, Pumps Division, Ahmednagar. The project title was the market survey of agro pumps product in Ahmednagar District, the market survey for collecting the information of customer about the product & need, want & satisfaction of customer for day to day.

In people think of marketing management as finding enough customer for the company's current output but this is limited a view. The organization has market level of demand or too much demand & marketing management must find Ways to deal with these different demand state's we define that Marketing Management as the analysis, planning, implementation & control of the programs design to create build & maintain beneficial exchange of buyers for the purpose of achieving organization objectives. Management thus involves managing demand which in turns involves Customer Relationship.

Primary objectives of this project was the market survey of CG Agro pumps in Ahmednagar District and potentials of Agro pumps in Ahmednagar District and Secondary objectives was To study the Customer need, want and Satisfaction of Agro pumps product in Ahmednagr District. And detail analyzes the product of competitor and to study the market share of various pumps set in Ahmednagar District. To assess the competitive advantage of Crompton Greaves Ltd, Ahmednagar & to study the problem faced by the company in distributions of product.

Such as Crompton Greaves Ltd, Laxmi, Lubi, Texmo, CRI Pumps etc are dominate the pump industry. Increasing demand of electricity & less supply has increased load Shedding. It also further is useful for Crompton Greaves Ltd, to Plan Effective Competitive marketing strategies and to deal with the competitors in this way the company can find areas of potential advantage and disadvantage.

ORGANIZATION
PROFILE

3. ORGANIZATION PROFILE

3.1 Introduction of Company

Crompton Greaves Ltd, Machine 5 Pump Division.



Pumps: An Overview

Crompton Greaves Ltd is leading manufacturer of all types of pumps suitable for handling water, finding application in agricultural, domestic and industrial sector. A Pump Manufacturer by CG is customer friendly and is very reliable. CG has an ever increasing range of energy efficient pumps.

Today Crompton Greaves Ltd is the only company having product range of more than 2000 varied pumps models catering to different areas of application i.e. agricultural, domestic and industrial under one proof.

Our product range broadly covers:-

Submersible Pumps Set: - Suitable for open well and Bore well and ranging from diameter 75mm to 250mm.

Panels: - Suitable for open well and Bore well pumps up to 250mm diameter.

Cables: - Submersible Cable up to 6 sq.mm

Surface Mounted pumps: - Mono set is self priming and non self priming and coupled pumps set in self priming. Horizontal Split case pumps

End Suction pumps as per ISO 2858

Jet Pumps: - Shallow well, Multi stage, Twin type and packer type

Diesel engine Driven Pump sets :-

Non clog Dewatering Self Priming Pumps in bare shaft, mono sets and coupled

With a view to augment our manufacturing capabilities we are setting up a large state of manufacturing plant, at MIDC, Ahmednagar, complete with computerized testing facilities and adherence to latest quality standards to meet the varied needs of customers.

The company has more than 200 models in the 4 star and 5 star categories duly approved by the bureau of energy efficiency a nodal agency under the ministry of Power to serve varied needs in agriculture and industries.

3.2 Organization History

Historical Background:-



Crompton Greaves, established as a Company in 1937, has become synonymous with electricity in India. It is India's largest private sector enterprise in the business of electrical engineering. It is an Indian MNC; a member of the "AVANTHA" GROUP of companies led by Mr. Gautam Thapar. The Company is extensively engaged in engineering, manufacturing, marketing and turnkey project operations and has a leadership position in most of its Lines of Business. Crompton Greaves strength emanates from its dedicated R&d, commitment to responsible business through technology, productivity, quality and customer-centric focus. It offers one of the widest spectrums of products, systems and services to fulfil every need through four business groups viz

Power Systems

- Transformers, Switchgear
- Power Quality

- Engineering projects

Industrial Systems

- Motors & Alternators
- Railway Transportation and Signaling Products

Consumer Products

- Fans & Geysers
- Luminaries & Light Sources
- Pumps

Digital Products

Telecom Products & Solutions **QUALITY STANDARDS:-**

“CG” pumps are manufactured in accordance with and conforming to relevant standards. The products are designed to suit continuously changing environment, for easy installation, low running cost, improved efficiency and minimum Maintenance. Factory has modern state of art inspection and Testing set-up. Strict quality assurance plan and rigorous.

Testing of pumps ensures high efficiency and enhanced life of products. Modern dynamic balancing m/c, digital test, Panels, digital flow meters, digital pressure measuring devises, 60-cycle power generating sets, automatic box strapping

M/c, ensure precision and consistency in Quality. Continues training to all employees are the thrust to improve their skill, performance and efficiency. CG

Pumps is practicing Six Sigma Quality Drive to improve the quality of the products as per International Standards.

Today CG Pumps has an Approval from various Govt. Dept. like,

- Govt. of Tripura
- Rajasthan P.H.E.D Delhi MES,
- OLIC- Bhubaneswar,
- Govt. of Orissa Northern Railway
- Maharashtra Jeevan Pradhikaran DGS & D.

We are regular suppliers to various Govt. bodies.

The CG pumps are supplied to these Govt. bodies have been approved by third parties like DGS & D, S.G.S. Lloyd's and BESTCOM.

Crompton Greaves Limited is committed towards the society by giving pollution free, non-hazardous, energy efficient.

Branch Offices:-

The Crompton greaves Ltd has various branches available in India for small & large sector business In India. The Crompton Greaves are various branches in details of the following:- **Branch detail :-**

Registered office: - Mumbai

Northern Region Regional Office:- Delhi, Jaipur, Jalandhar, Luck now.

Eastern Region Regional Office:- Kolkata, Bhubaneswar.

Western Region Regional Office: - Mumbai, Ahmedabad, Indore.

Western Region Regional Office: - Pune, Raipur.

Southern Region Regional Office:-Chennai, Bangalore, Cochin,Secunderabad.

Service centres:-

At Crompton Greaves we have strict quality controls from inspection of row material to the delivery of product to channel partners. However in an unlikely event of failure please call for service centre numbers.

In addition to the above we have service centres at various locations in below:

Service Centre:-

Northern Region: - Jaipur, Jalandar, Pune, Luck now.

Eastern Region: - Kolkata, Bhubaneswar.

Western Region: - Mumbai, Ahmedabad, Pune, Raipur, Indore.

Southern Region :- Chennai, Bangalore, Cochin, Secunderabad.

3.3 Product Profile

CG offer product, services, and solution through multiple revenue streams comprising three business segment, industrial system and consumer.



Power System:-

Includes transformers, switchgear, circuit breaker, vacuum interrupters, network protection & control gear as well as design, servicing and execution of turnkey T & D and Substation project and solutions. This is the largest business which is now well entrenched throughout the world. It is high value, high turnover business with a strong global footprint contributing to approx. 70 percent in consolidated revenue. The facilities are located in different part of Belgium, Canada, Hungary, India, Indonesia, Ireland, UK, and US.

Industrial System:-

Is engaged in the business of power conversion equipment ; a wider spectrum of high and low tension rotating machine (motors and alternator), stampings, as well as railway transportation & signing product. Industrial system is largely India focused with a very strong market presence and market leadership position in many segment. It also caters to foreign market through its facilities in Hungary and export. Its product portfolio includes motors & generators ranging from 20w to 30mw. We enjoy a market leadership for AC motors and the second position in Ac generators and DC motors in India we are largest manufacturers of low tension motors in India offering a range of AC and DC motors ranging from 0.18w to 4mw in various standard and customized configurations to respond to the exacting demand of the industry.

Consumer product:-

One of the fastest growing businesses of we manufacturers and market a spectrum of the product ranging from fans, light source and luminaries, pumps and household electrical appliances such as geysers, mixer grinder, toasters, irons and electric anthems. This business is our second largest SBU, highly capital Efficient and the

most significant cash Generator. We also enjoy substantial brand presence and goodwill in India.

AGRO PUMPSET

**1) 125 mm/150mm/175mm/200mm BOREWELL
SUBMERSIBLE PUMPS-**



FEATURES

Motor:

- Totally Enclosed, Water Filled, Squirrel Cage, 2 Pole (3000 RPM Syn. Speed), suitable for Wide Voltage, 3 Phase, 50Hz, AC supply.
- Available in Single Piece as well as Three Piece Construction
- Water Resistant PVC Insulated Copper Wire.
- Specially Designed Thrust Bearing – Lower Consumption.

Pumps:

- Available with Radial / Mix Flow Type Impeller Design
- Epoxy Coating to All Ferrous Parts – Rust Prevention & Longer Life

Applications:

- Agricultural Farms
- Sprinkler Irrigation, Drip Irrigation
- Multistoried Buildings
- Construction Sites

- Mining applications **Standard Specifications:**
- **Rang:** 2.2KW to 55KW (3.0HP to 75.0HP).
- **Pipe Size:** 50mm to 150mm.
- **Liquid:** Clear water
- **Bore well Size:** Suitable for 125 MM to 250 MM or bigger.

2. OPENWELL SUBMERSIBLE MONOSET PUMPS (3 PHASE)



Application

- Farm Irrigation
- Drinking Water Supplies.
- Drip Irrigation.

Standard Specifications

- **Range:** 1.0HP to 30 HP (0.75KW to 22KW)
- **Supply:** 415V for 3Phase, 220V for 1 Phase

Delivery Pipe size: 1 Phase 32 to 65mm

- 3 Phase 32 to 100mm **Total head:** Up to 78Metres.
- **Capacity:** Up to 2225LPM.
- **Liquid:** Clear Water.

- **Rotation:** Clockwise as viewed from motor end.

2) OPENWELL SUBMERSIBLE MONOSET PUMPS (1 PHASE)



Features:

- Easy Installation & Low Operating Cost
- Motor-Fitted With Gun Metal Bushes
- All Internal Parts-Coated with Primer to Avoid Corrosion
- Provided with High Quality Bend & Strainer.

Application:

- Domestic Water Supply
- Car Washing
- Farms & Gardens
- Water supply in Hotels, Flats & Garages

Standard Specifications

- **Range:**0.5HP to 1.0 HP (0.37KW to 0.75KW)

- **Supply:**220V for 1 Phase
- **Total head:** Up to 30Metres.
- **Capacity:** Up to 315 LPM.
- **Liquid:** Clear Water.
- **Rotation:** Clockwise as viewed from motor end.

3) TWO STAGE OPENWELL SUBMERSIBLE MONOSET PUMPS



Feature:

- Monoset Construction
- Robust Design-Suitable for Adverse Conditions
- Motor body-Cast Iron Construction for Sturdiness & Long Life
- Stainless Steel Sleeves & Thrust Bearing – Longer Life
- Motor is Water Lubricated & Fitted with Good Quality of Oil Seal
- Dynamically Balanced Rotor & Impellers for Long Life

Application:

- Farm Irrigation
- Drinking Water Supplies
- Drip Irrigation
- Sprinkler Irrigation

Standard Specifications

- **Range:**1.5HP to 2.0HP (1.1KW to 1.5 KW)-1Phase
3.0 HP to 10.0HP (2.2 KW to 7.5 KW)-3Phase
- **Supply:**220V for 1 Phase, 415V for 3 Phase
- **Paper Size (mm):** 40 x 40, 32 x 40
- **Total head:** Up to 80 Meters.
- **Capacity:** Up to 400LPM.
- **Liquid:** Clear Water.
- **Rotation:** Clockwise as viewed from motor end.

4) CENTRIFUGAL MONOSET PUMPS (3 PHASE)



Features:

- Monoset Construction
- Wide Voltage Band
- High Efficiency-Less Power Consumption
- Stainless Steel Sleeve – Less Shaft Wear
- Trouble Free Operations-Low Maintenance
- Compact Size- Less Space
- Robust Design Suitable for Adverse Conditions
- Sealing – Gland Packing **Application:**
- Irrigation
- Sprinkler And Drip Irrigation
- Lift Irrigation
- Construction Sites
- Hotels, Dairies, Hospitals

- Gardens, Small Farms
- Ornamental Fountains
- Industries

Standard Specifications

- **Range:**0.75KW to 22.0KW (1.0HP to 30.0HP)
- **Supply:**415V, 50Hz, 3 phase AC **Paper Size (mm):**
40 x 32mm to 150 x 150 mm **Total head:** Up to
75Metres.
- **Capacity:** Up to 4246LPM.
- **Liquid:** Clear Water.
- **Rotation:** Clockwise as viewed from motor end.

OBJECTIVES

4. OBJECTIVES

- 1) To study distribution network dealer in Ahmednagar District.
- 2) To study Credit policy of distributors.
- 3) Is product sample available to distributor.
- 4) Highly sold product / Requirement according to season.
- 5) Price compare to competitors.
- 6) Quality of product.
- 7) Customer satisfaction.

RESEARCH

METHODOLOGY

5. RESEARCH METHODOLOGY

RESEARCH DESIGN

1. Type of Data -

Both primary as well as secondary data is used.

2. Sources of Data-

A) Primary Data: -

The primary data was collected from Dealers/Retailers.

B) Secondary Data:-

- Company Brochures
- Company Websites

3. Data Collection method:- method.

Method of data collection is survey

4. Research Instrument:

Research instrument is Questionnaire, which contains 17 Questions.

5. Sampling Plan:

- Population : Dealers/Retailers from Ahmednagar district
- Sample size : 45 Units
- Sampling Method: Convenience Sampling method

6. Duration: - 60 days

DATA ANALYSIS & INTERPRETATION

6. DATA ANALYSIS & INTERPRETATION

1. Which type of pump sets you sell?

A) Centrifugal Monoblock

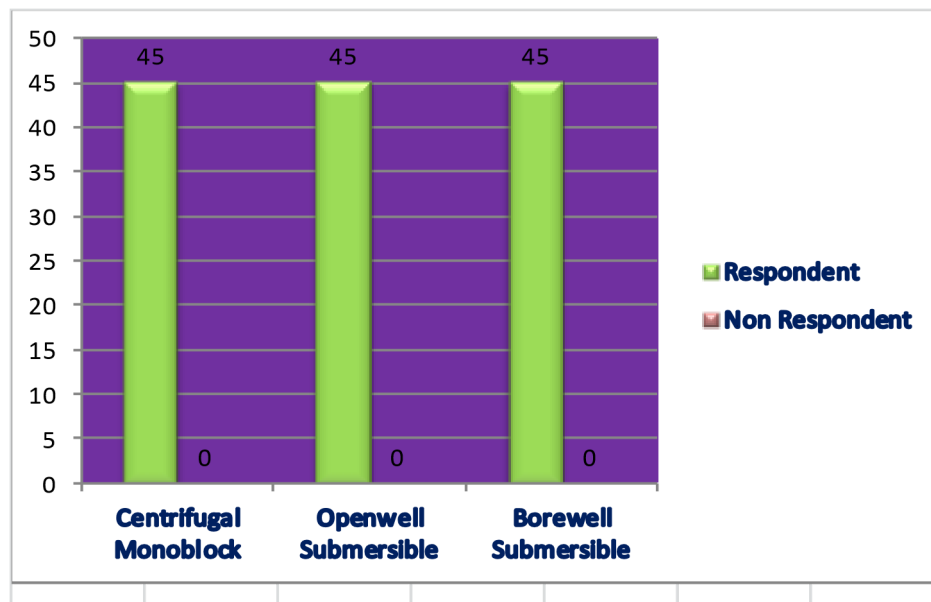
B) Openwell Submersible

C) Bore well Submersible

D)

Ans:

	Centrifugal Monoblock	Openwell Submersible	Borewell Submersible
Respondent	45	45	45
Non Respondent	0	0	0



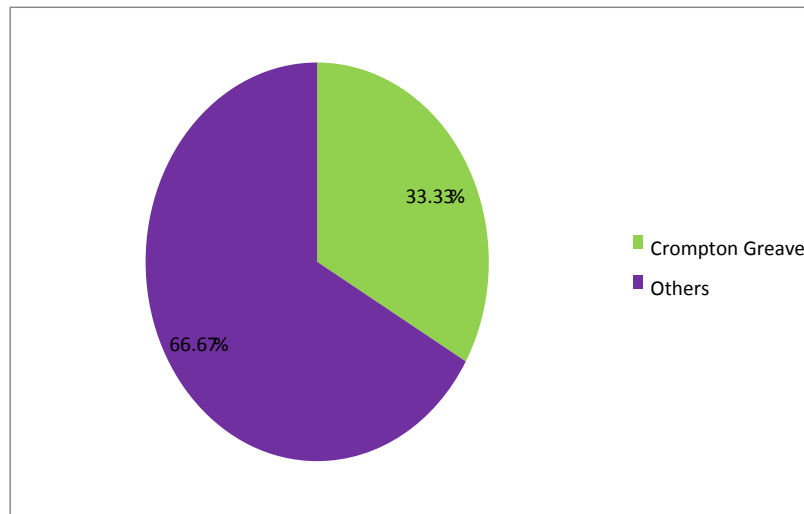
Interpretation:- All Dealers/Retailers are selling monoblock, openwell as well as borewell submersible pumps.

2. Which companies pumps you sell?

- A) B)
- C) D).....
- E) F)

Ans:

Crompton Greaves	15
Others	30



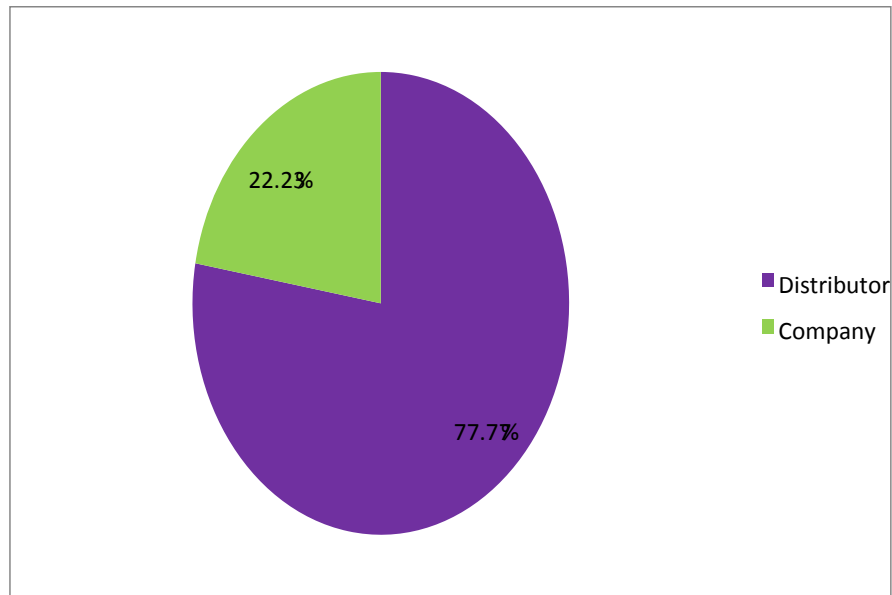
Interpretation: Crompton Greaves Ltd having maximum market share i.e. 33.33% in the Pumps Market .There are other major players are also available in the market like KSB Pumps, Laxmi, Lubi, CRI, Shakti & Deccan. Other brands total market share is 66.67%.

3. From whom do you purchase the various pumps?

- A) Distributor B) Company

Ans:

Distributor	35
Company	10

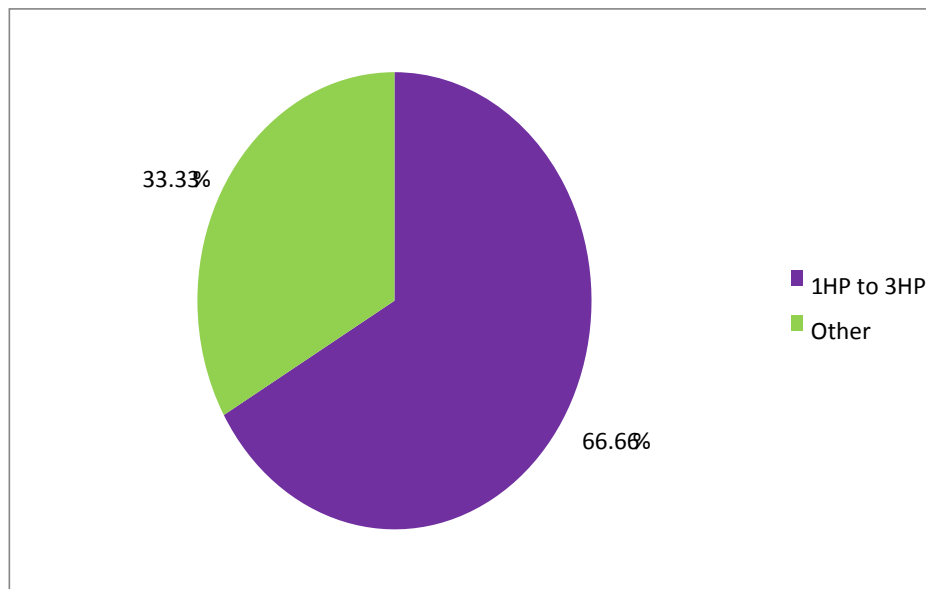


Interpretation: - 77.77% of the retailers are buying the pumps from the distributor and only 22.23% of the retailer buys the pump from the company.

4. What number of HP pumps you sell?

Ans:

1HP to 3HP	30
Other	15



Interpretation: - Dealers/Retailers are selling maximum number of 1 H.P to 3 H.P Pumps & 3 Phase pumps because the requirement of customer for these pumps is more.

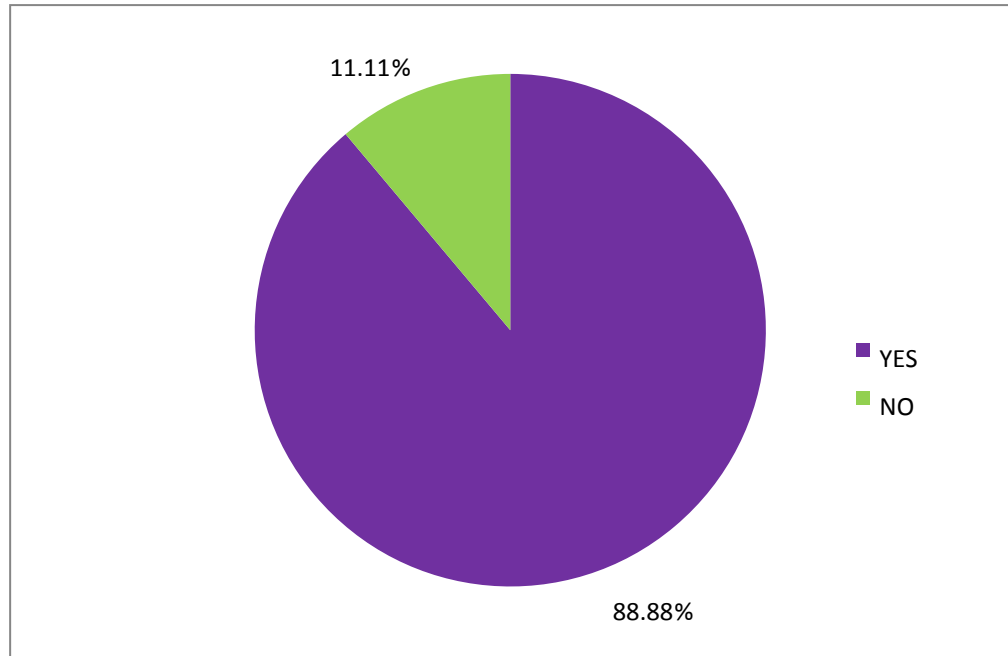
5. Does sell of Agro pumps depends on season?

A) Yes

B) No

Ans:

YES	40
NO	05

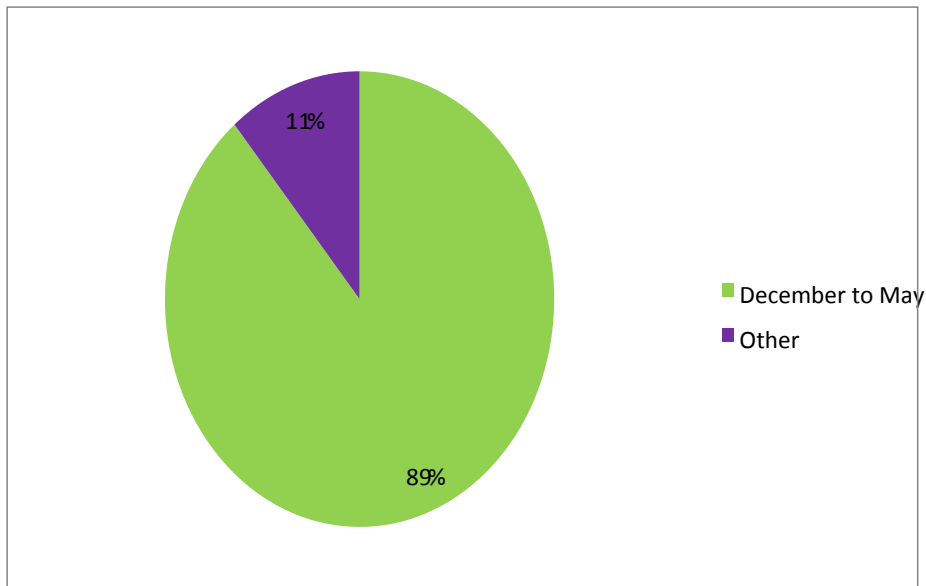


Interpretation:-88% customers are doing seasonal buying & rest are buying based on their need.

6. Which particular month sale of agro pumps is on its peak value?

Ans:

December to May	40
Other	05



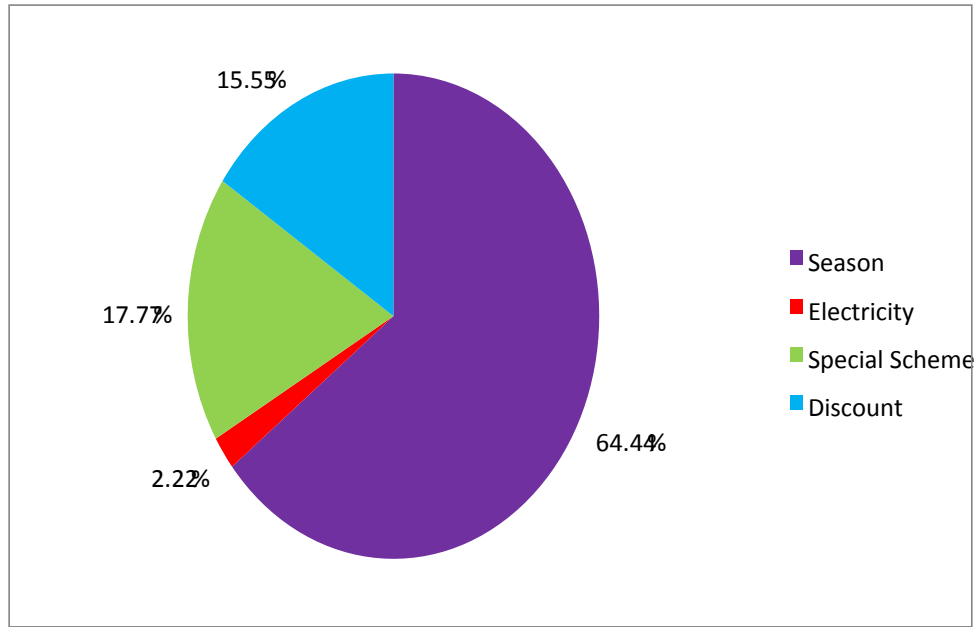
Interpretation:-The maximum customers are responding in between the month of December to May whereas the sale is on high time peak and also there moderate sale June to November.

7. When the sale of Agro pumps increases, what are the reasons behind that?

- A) Season B) Electricity
 C) Special Scheme D) Discount

Ans:

Season	29
Electricity	1
Special Scheme	8
Discount	7



Interpretation :-The maximum number of Dealers/Retailer agree that season section (64.16%) increases sale of Agro pumps & few are respondent to Electricity (2.22%),Special Scheme (17.77) & Discount (15.55).

8. While purchasing the Agro pumps which attribute customer looks?

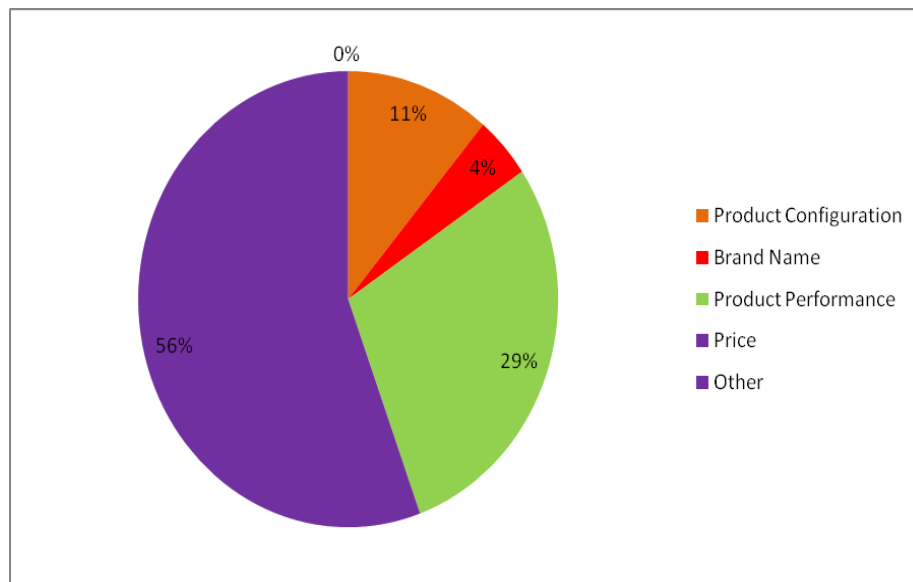
A) Product Configuration B) Brand Name

C) Product Performance D) Price

E) Other

Ans:

Product Configuration	5
Brand Name	2
Product Performance	13
Price	25
Other	0



Interpretation: - Customers are giving maximum first preference to the Price factor.

Rests are the secondary factors like Brand, Product Configuration etc.

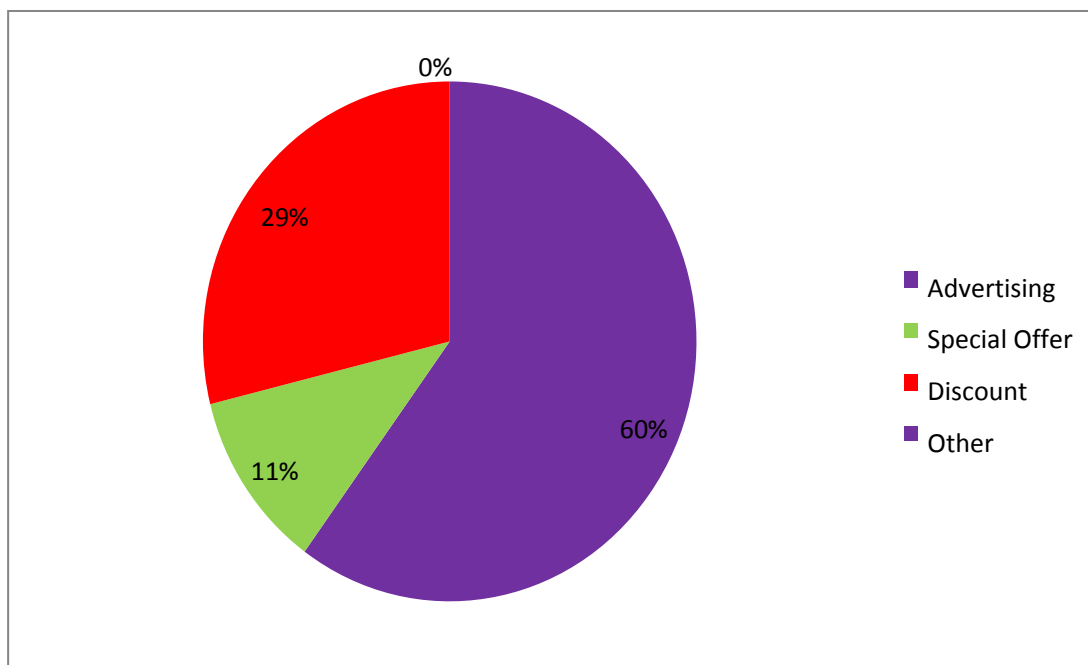
9. What kind of promotional strategy is effective to escalate the sale?

A) Advertising B) Special Offer

C) Discount D) Other

Ans:

Advertising	27
Special Offer	5
Discount	13
Other	0



Interpretation:- As per market survey, Advertising plays important role in selling pumps. It attracts maximum customers. It's also delivers to various promotional sachems like Discounts, Special offer to the customers.

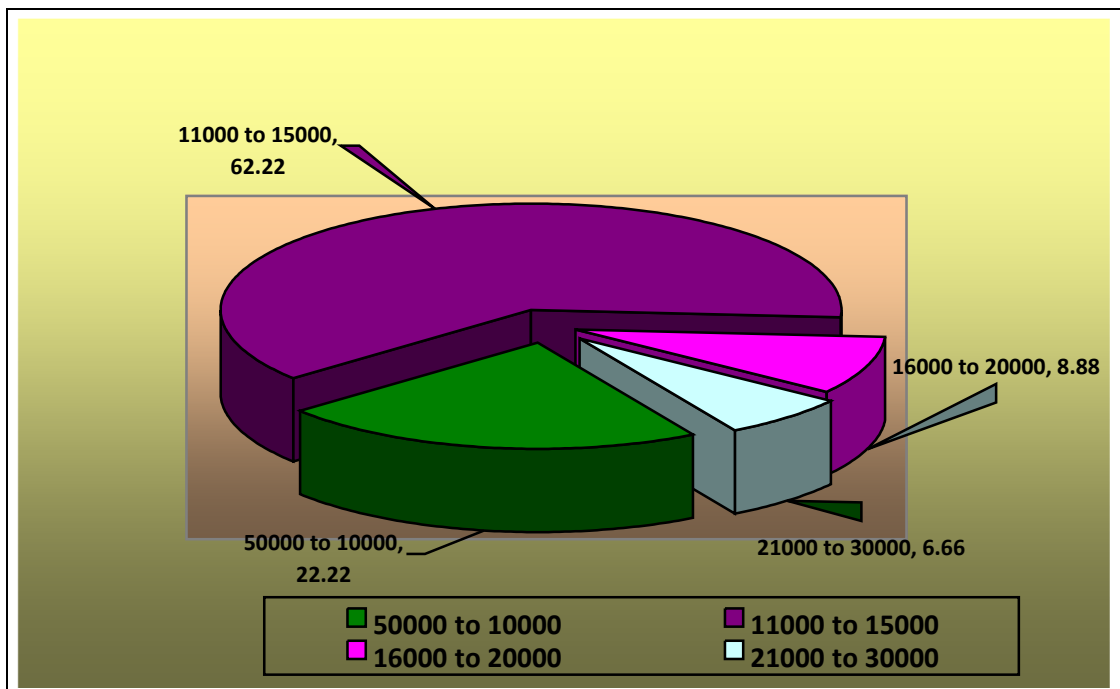
10. Price of Agro pumps is.....

A) Rs.5000 to10,000 B) Rs.11, 000 to 15,000 C) Rs.16, 000 to20,000 D)

Rs.21, 000 to 30,000

Ans:

Rs.5000 to 10,000	10
Rs.11,000 to 15,000	28
Rs.16,000 to 20,000	4
Rs.21,000 to 30,000	3





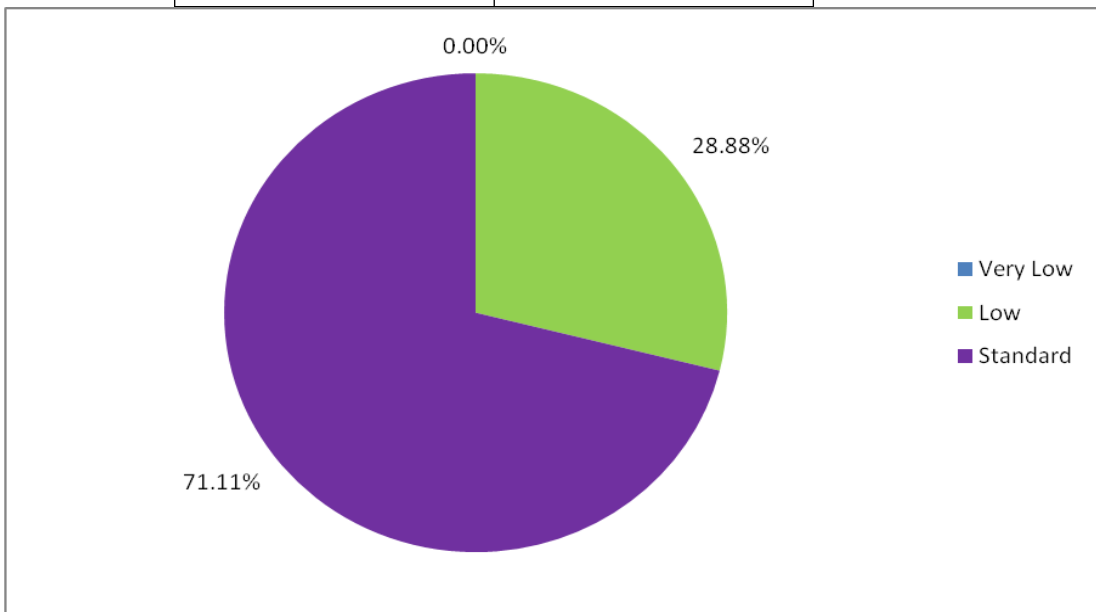
Interpretation:-Maximum Dealers/Retailers set their Price of pumps between Rs 5,000 to 10,000 & Rs 11,000 to 15,000

11. What is the Voltage condition in your area?

A) Very low B) Low C) Standard

Ans:

Very Low	0
Low	13
Standard	32



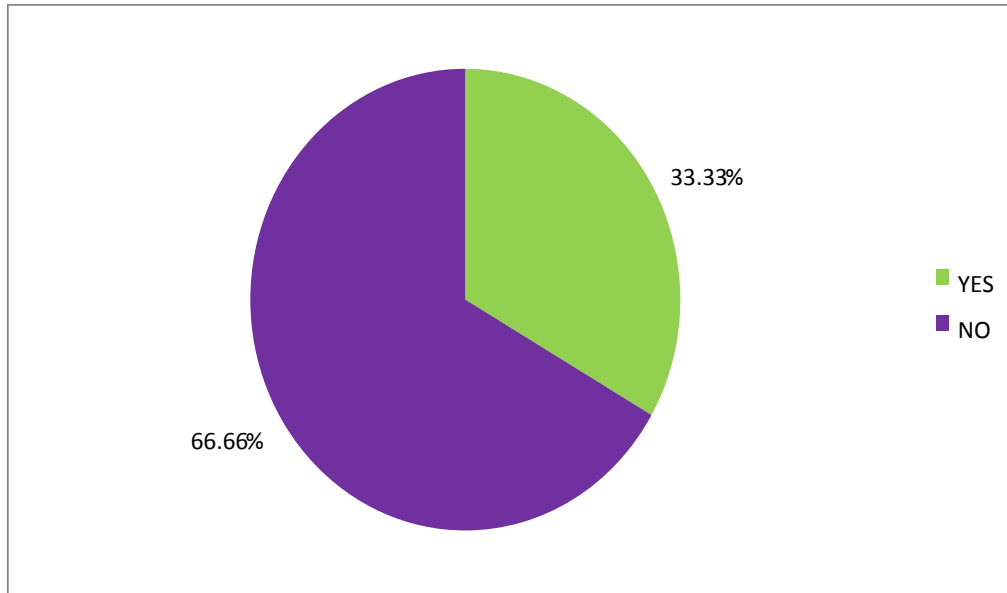
Interpretation:- 71.11% require Standard voltage and 28.88% Dealers/Retailers mention that pump require Low voltage

12. Do you 1st prefer to Crompton Greaves? Why?

A) Yes B) No

Ans:

YES	15
NO	35



Interpretation:- 15 Dealers/Retailers prefer to sale Crompton Greaves and 30 prefer other pumps.

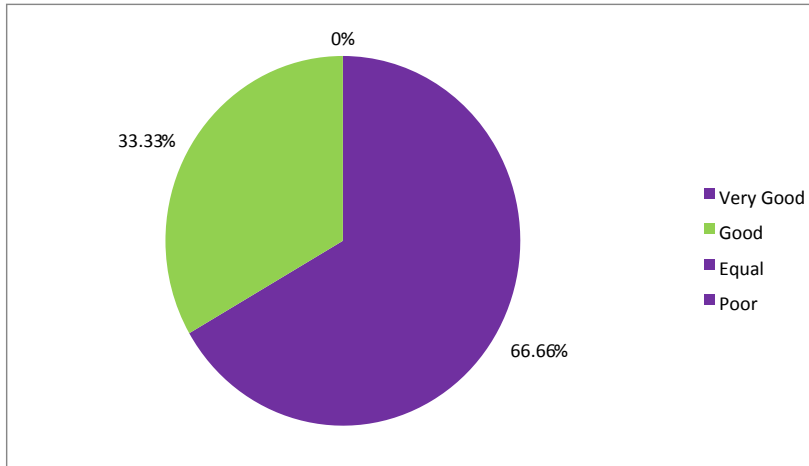
15 Dealers prefer CG Pumps because, CG’s pumps are “With Better Quality with Better Price” and it provides everyday's solution to the customer Performance of CG’s pumps as far better than other pumps available in the market.

13. Crompton Greaves Quality as compared to the competitors is.....

- A) Very Good B) Good
- C) Equal D) Poor

Ans:

Very Good	10
Good	5
Equal	0
Poor	0



Interpretation:- Out of 15 Dealers/Retailers 10(66.66%) agree that the Quality of Crompton Greaves is very good and reaming 5(33.33%) says that Quality is good.

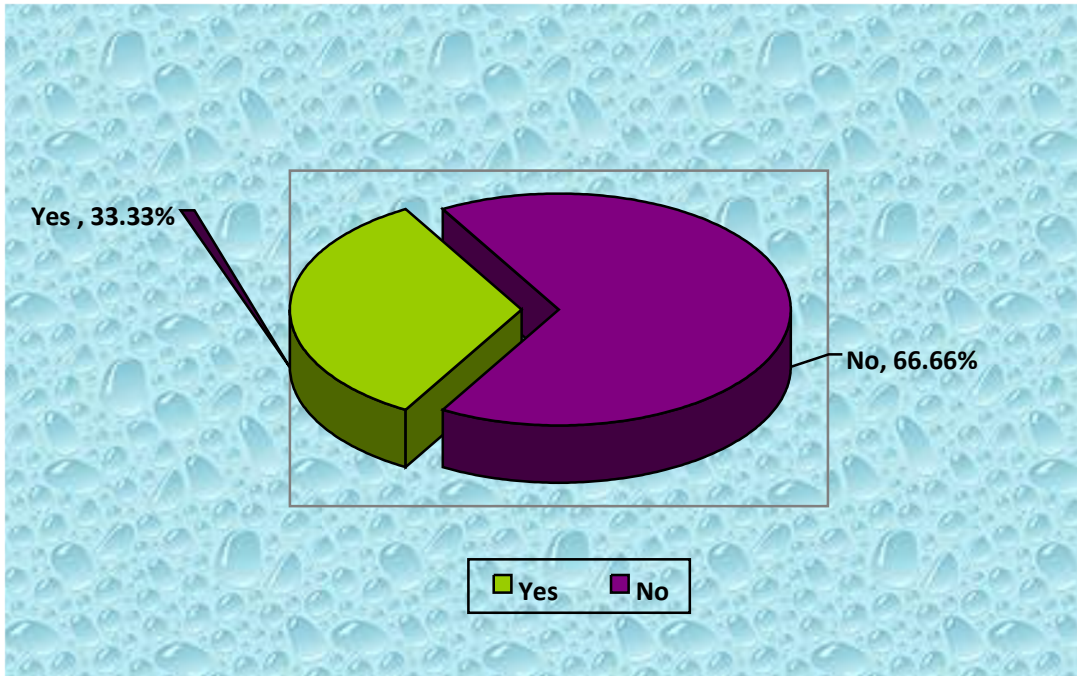
14. Are Customers satisfied by the Product Performance?

A) Yes

B) No

Ans:

YES	15
NO	30



Interpretation:-Dealers who are selling CG's Pumps are highly satisfied with the product performance. Same way they are getting feedback from their customers. Complaint ratio is very low.

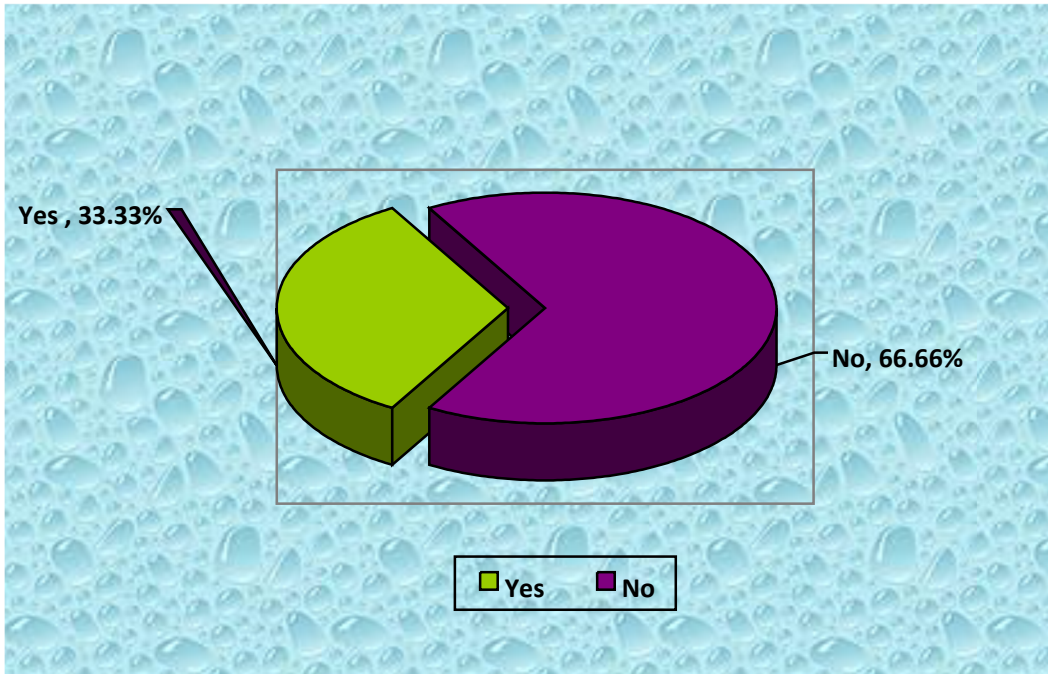
15. Are the Customer Satisfied by the after sale service?

A) Yes

B) No

Ans:

YES	15
NO	30



Interpretation:-Customers are satisfied because after sales service given by CG to its customers is very nice. Customers are satisfied from the help given by CG in installation.

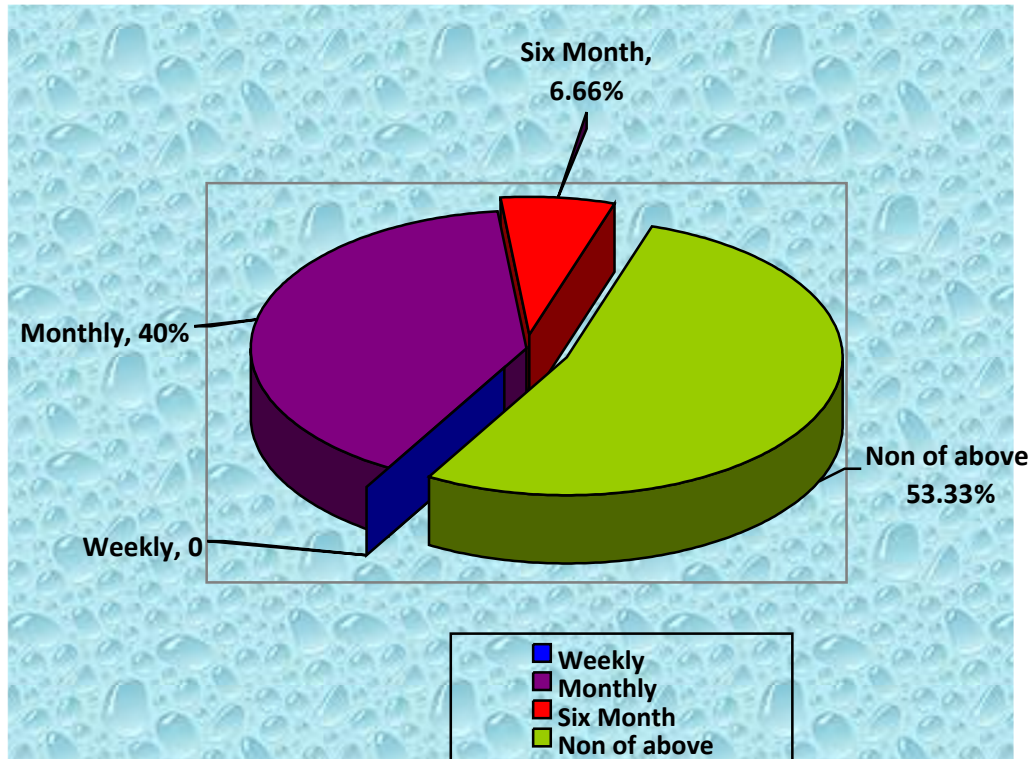
16. Visit of marketing officer or sales officer by company.....

A) Weekly B) Monthly

C) Six monthly D) more than s

Ans:

Weekly	0
Monthly	6
Six Month	1
Non of above	8

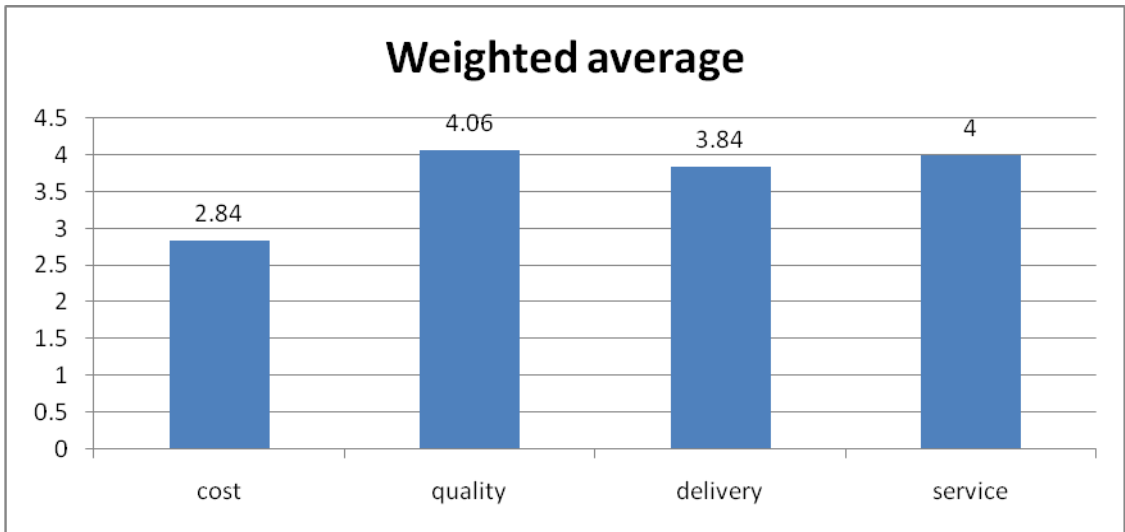


Interpretation:- Marketing Officer visits Dealers/Retailers Monthly very few visit six Monthly.

17. How many mark will you give to CG pumps on following category. (Marks Out of 5)

Ans:

Parameter	Excellent (5)	Very Good (4)	Good (3)	Average (2)	Poor (1)	Weighted Average
Cost	7	10	7	11	10	2.84
Quality	15	20	8	2	0	4.06
Delivery	15	15	10	3	2	3.84
Service	18	12	12	3	0	4.00



Interpretation:- Cost of Crompton Greaves pumps is very high.

Quality is also good.

Delivery of pump is fast.

Service is very good as compared to other pumps.

FINDING & SUGGESTION

7. FINDING & SUGGESTION

Findings

Weak distribution network dealer available in Ahmednagar District.

Credit facility is not available.

No product sample has been provided to customer.

The maximum Dealers/Retailer are respondent to sale of self priming 0.5 HP Pumps.

89% Dealers/ Retailers mention that sale of pumps is dependent on season & peak season is December to May.

Price is the major key factor for pump sale & product performance is on second stage.

60% Dealers/Retailers are highlighting the importance of advertisement.

All the Dealers/Retailers agreed that CG's quality is good as compared to compactors.

The maximum Dealers/Retailers are respondent to customer satisfied by product performance

Suggestions

The following point is suggested that in details:-

- Large scope for developing pumps distribution network.
- A cost is playing the major role; CG needs to relook in the sale.
- Quality is the strength of CG & hence should be maintained.
- CG should be focus on advertising particularly by radio, local news paper, wall painting, TV etc.
- The company should provide discount facility.

CONCLUSION

8. CONCLUSION

The research was carried out to perform market survey for Crompton Greaves Ltd. The survey was carried out for the duration of 60 days and the area of research was to carry out sales analysis for agro pumps at various retail outlets across Ahmednagar District.

The actual work carried out by the internee yielded varied findings. One of the important finding from the survey was that the company had a relatively weak distribution network for the Ahmednagar district. The distribution channel needed to be managed more efficiently. It was also observed that despite the good quality of the products, the product was relatively high-priced as compared to its competitors. The sales frequency was also observed to be highly seasonal. Due to the low prices, it was observed that local brands of pumps like Laxmi, Lubi, Deccan, C.R I were more in demand as compares to company product.

Based on the above mentioned findings it was concluded that the company should work on improving its distribution networks. It could also be concluded that the company needs to work on its pricing strategy in order to be competitive with other brands. Also work needs to be done to manage off-seasonal sales.

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- Official website of Crompton Greaves
www.cgglobal.com
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ANNEXUURE

ANNEXUURE.

Dealer / Retailer Name:

Address:

Date:

QUESTIONNAIRE

1. Which type of pump sets you sell?

- A) Centrifugal Monoblock B) Openwell Submersible
C) Bore well Submersible D)

2. Which companies pumps you sell?

- A) B)
C) D).....
E) F)

3. From whom do you purchase the various pumps?

- A) Distributor B) Company

4. What number of HP pumps you sell?

Ans:

5. Does sell of Agro pumps depends on season?

A) Yes B) No

6. Which particular month sale of agro pumps is on its peak value?

Ans:

7. When the sale of Agro pumps increases, what are the reasons behind that?

A) Season B) Electricity
C) Special Scheme D) Discount

8. While purchasing the Agro pumps which attribute customer looks?

A) Product Configuration B) Brand Name
C) Product Performance D) Price
E) Other

9. What kind of promotional strategy is effective to escalate the sale?

A) Advertising B) Special Offer
C) Discount D) Other

10. Price of Agro pumps is.....

A) Rs.5000 to10,000 B) Rs.11, 000 to 15,000
C) Rs.16, 000 to20,000 D) Rs.21, 000 to 30,000

11. What is the Voltage condition in your area?

A) Very low B) Low C) Standard

12. Do you 1st prefer to Crompton Greaves? Why?

A) Yes B) No

13. Crompton Greaves Quality as compared to the competitors is.....

A) Very Good B) Good

C) Equal D) Poor

14. Are Customers satisfied by the Product Performance?

A) Yes B) No

15. Are the Customer Satisfied by the after sale service?

A) Yes B) No

16. Visit of marketing officer or sales officer by company.....

A) Weekly B) Monthly

C) Six monthly D) more than s

17. How many mark will you give to CG pumps on following category.(Marks Out of 5)

Ans:

Parameter	Excellent (5)	Very Good (4)	Good (3)	Average (2)	Poor (1)
Cost					
Quality					
Delivery					
Service					