A STUDY ON SUPPLY CHAIN MANAGEMENT ON KANSAI NEROLAC PAINTS, CHENNAI

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Abstract: The title of project is 'To study on dealers network analysis on Kansai Nerolac paints' and this is solidly an external analysis of the organization.

This project aims at analyzing dealers satisfaction towards company. The analysis of data was done using statistical tools like chi-square test. The project is based on primary and secondary data. Primary data were collected through questionnaire and server. Secondary data was obtained from organization about company's service and response from dealers.

Keywords: Dealer Network, Paint, Credit Term, Price

INTRODUCTION

Short-term project are one of the highlights of modern day business. Marketing is essentially about marshalling the resources of an organization so that they meet the changing needs of customers on whom the organization depends. As a verb, marketing is all about how an organization addresses its markets.

Marketing is "The management process which identifies anticipates and supplies customer requirements efficiently and profitably".

"Marketing is a total system of interesting business activities defined to Plan, piece, promote and distribution want satisfying products & services to present and potential consumers"

- William. J. Stantion

"Marketing is the performance of business activities that direct the follow of goods and services from the producer to the consumer or user" - American Marketing Association.

A social and managerial process, by which individuals and groups obtain what they need and want, through creating and exchanging product and value with others. Customer satisfaction begins with a difficult faith; it starts with a commitment to deliver the result for each customer which is also a concern of the dealers. Hence for a manufacturing company, in order to satisfy its customers, it is highly important to satisfy its dealers, as they are the direct customers to them. Establishing satisfaction as the ultimate goal is like the other

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ultimate goals of business pursuit of higher profits or shareholders wealth. Perfect dealer service or satisfaction is one that meets the combined need satisfaction is a systemized service that involves the entire organization. But many organizations have yet to develop this kind of awareness of dealer satisfaction strategy.

Dealer Satisfaction begins with the following specific assumptions about company's relationship with the customers.

I.   The dealer service activities focus mainly on existing dealers.

II. Some dealers are more important than others

III. They are the assets.

IV. The dealer is always specific.

The dealer needs and value should influence every aspect of the organization strategy, employee safety and performance, product and organization strategy, employee safety and performance, product and service development, sales and marketing programs, operational procedures and information and measurement system.

Understanding the dealer is critical to the success of any customer focus initiative, the first step in understanding the dealers is to listen to them. A company needs to hear what its dealers are saying about its people, product service and vision. Their information helps to develop meaningful product and service.

Organizations need to listen to their dealer satisfied, dissatisfied neutral and prospective. As one company executive said, "talking to a satisfied customer is talking to myself".

In the past, dealer satisfaction and service was the responsibility of a separate organization that supported the dealer primarily after the sale. Today, service is also likely to be interested with the every product accompany offers.

High dealer satisfaction comes from providing effective services. But giving that service is a continuous activity. It means being efficient, reliable, courteous, curing and professional every time.

1.2. Objectives of the Study

Primary Objectives: A study on dealers network analysis for Kansai Nerolac paints in Chennai.

Secondary Objectives: To find out factors that influence the dealers to buy **Nerolac paints**

To find out product performance of **Nerolac paints** in Chennai among the dealers

To analyze factors like Quality, pricing etc., of **Nerolac paints** among the competitors

To study the market positioning of the company among the brands in the highly competitive market.

The research design used for the study is Descriptive research. Total population of research is infinite, the sample size is 50 and the sampling technique undertaken is Convenience Sampling.

The data collected are analyzed with help of statistical tools, percentage method and weighted average method. The findings and suggestions are formed with help of analyzed data.

NEED FOR STUDY

Among the network analysis, the dealers play the most vital role in pushing the products into the hands of the customers. Dealers know the pulse of the customers as they have direct contact with to know the updates and pattern of their business. Thus the study on dealers network analysis is carried out.

1.3. Scope of the Study

This study is carried out amongst the dealers of **KANSAI NEROLAC PAINTS**. The study will be helpful for knowing the factor relating to dealers network thus applicable to others such firm based on marketing.

REVIEW OF LITERATURE

Channel satisfaction and its consequent impact on channel relationships has been an important concern of both practitioners as well as researchers during the last three decades. This is in reaction to a worldwide trend towards building closer, and more integrated relationships between manufacturers and channel intermediaries. It is being realized that one of the major prerequisites for achieving effective integration of channel operations is the existence of high levels of commitment to the relationships. The focus of managerial decisions with regard to channel management has thus shifted to a large extent on creating and maintaining relationship commitment. As Morgan and Hunt (1994) in their seminal work on channel commitment has put it relationship commitment is central to all there National exchanges between the firm and its various partners′ .Drawing from studies from diverse domains such as marriage, social exchange, organizational behavior etc. they feel that, Commitment and trust are very important because they encourage marketers.

RESEARCH METHODOLOGY

Research methodology is a plan of action for research project and explains how data are collected, analyzed and presented, so that they will provide meaningful information. This section is to give enough background on technical aspects of the study to allow the reader to appraise the quality of the information obtained.

Research Design

The Research design used in the study was descriptive research design. It includes surveys and fact-finding requires of different kinds. The major purpose of description research designs, as it exists at present. The main characteristic of this method is that the researcher has no control over the variable; he can report only what has happened or what is happening.

Methods of Data Collection

In this project, there are two type of data collection methods are used to collect the data

> ➢ Primary data

> ➢ Secondary data

STATISTICAL TOOLS AND TECHNIQUES

To analyze the data and interpret the result, various tools are applied they are;

> ❖ Percentage analysis

> ❖ Chi-square test

> ❖ Weighted average method

1. Percentage analysis: Percentage refers to a special kind of ratio percentages are used in making comparing between expectations, awareness and satisfaction with various other factors

$$\text{Percentage} = \frac{\text{Observed data}}{\text{Sample size}} \times 100$$

LIMITATIONS

- As the data will be collected through questionnaire, there are chances of biased information provided by the respondent.
- The study is confined to the existing dealers on network analysis.
- The survey will be limited only to Chennai city.

DATA ANALYSIS AND INTERPRETATION

Table Showing Dealers Deals With Nerolac Paints Product

Options	No. of. Respondents	Percentage %
Yes	12	24%
No	29	58%
Was	9	18%
Total	50	100

Inference

It is observed from the above table shows that 24% dealers deal and 58% are non dealer and 18% are old dealer of Nerolac.

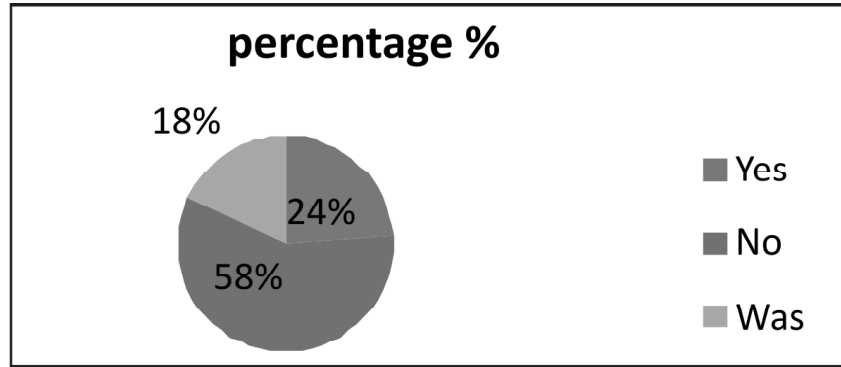## CHART SHOWING DEALERS DEALS WITH NEROLAC PAINTS PRODUCT

Table Showing the Experience of the Dealers

Option	No. of. Respondents	Percentage %
Nil	29	58%
1-3 Years	6	12%
4-7 Years	11	22%
8-10 Years	3	6%
Above 10 Years	1	2%
Total	50	100

Inference

It is observed from the above table shows that experience of NEROLAC company dealers by 58% are non dealers, 12% dealers deals for 1-3 years,22% dealers deals for 4-7 years,6% of dealers deals for 8-10% and above 10 years dealers deals by 2%.
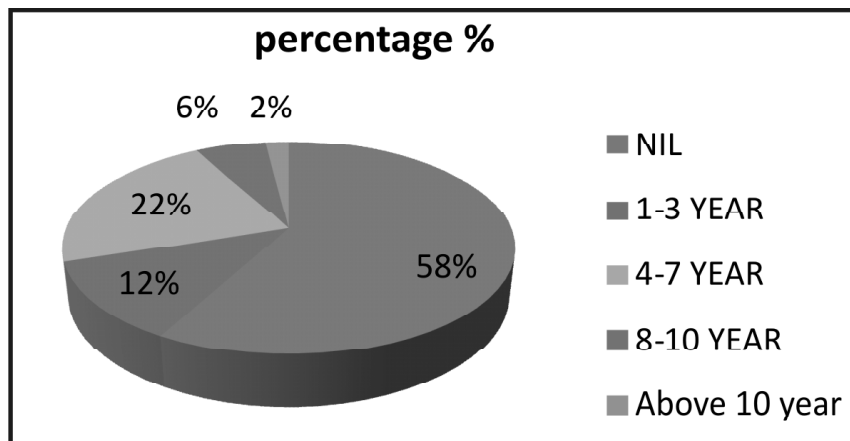
CHART SHOWING THE EXPERIENCE OF THE DEALERS

Table Showing Dealers Deal with Other Companies

Option	No. of. Respondents	Percentage %
Yes	28	56%
No	22	44%
Total	50	100

Inference

It is observed from the above table shows that dealers deal with others companies. The dealers have 56% of others dealer and 44% does not have other dealers.

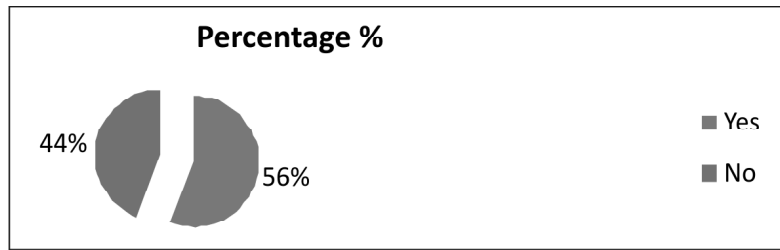### CHART SHOWING DEALERS DEAL WITH OTHER COMPANIES

Table Showing Huge Advertisement Influence Change In Market Scenario

Option	No. of Respondents	Percentage %
Yes	46	92
No	4	8
Total	50	100

Inference

It is observed from the above table shows that the huge advertisement influence changes in market scenario. 92% of dealers agrees and 8% of dealers are disagrees.

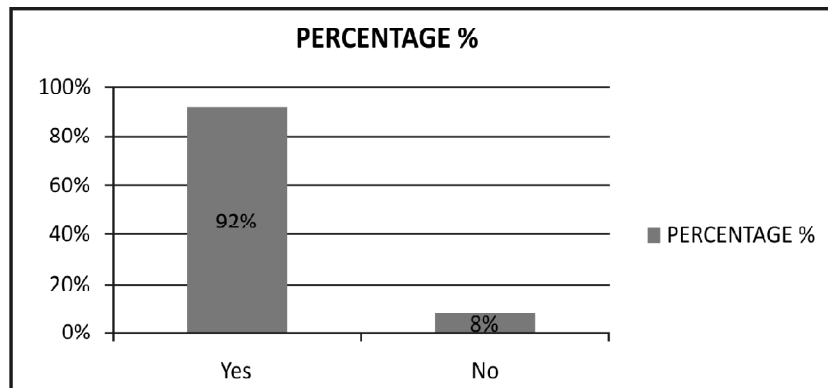### CHART SHOWING HUGE ADVERTISEMENT INFLUENCE CHANGE IN MARKET SCENARIO

Table Showing Quality of Nerolac Paints

Option	No. of. respondent	Percentage
Good	9	18
Satisfactory	11	22
Poor	1	2
None	29	58
Total	50	100

Inference

It is observed from the above table shows that the quality of product, 40% of dealers satisfactory and the 60%(2% dealers are poor and 58% are non-dealer of the product) dealers are unsatisfactory with the product.

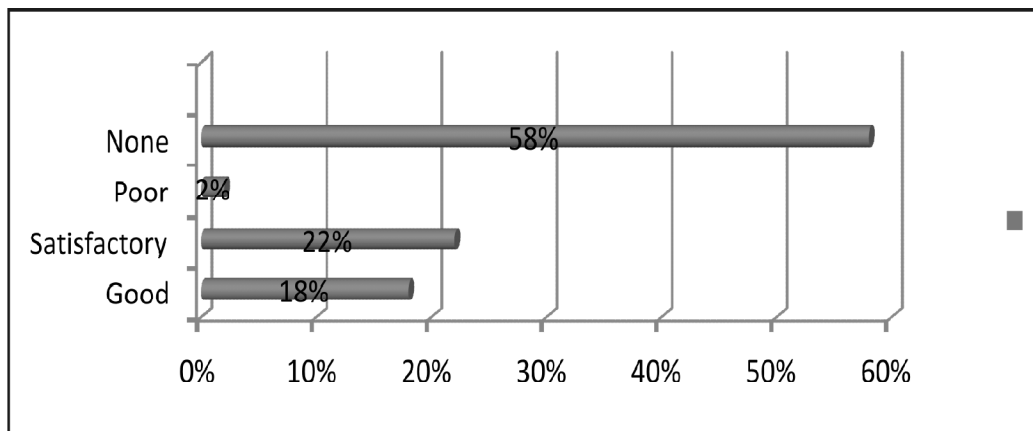### CHART SHOWING QUALITY OF NEROLAC PAINT

Table Showing Price of the Nerolac Paints Products

Option	No. of. Respondents	Percentage
High	4	8
Average	11	22
Low	6	12
None	29	58
Total	50	100

Inference

It is observed from the above table shows that the price of the Nerolac paint product,22% are average, 5% are high, 12% are low and 58% are non-dealer of the product.

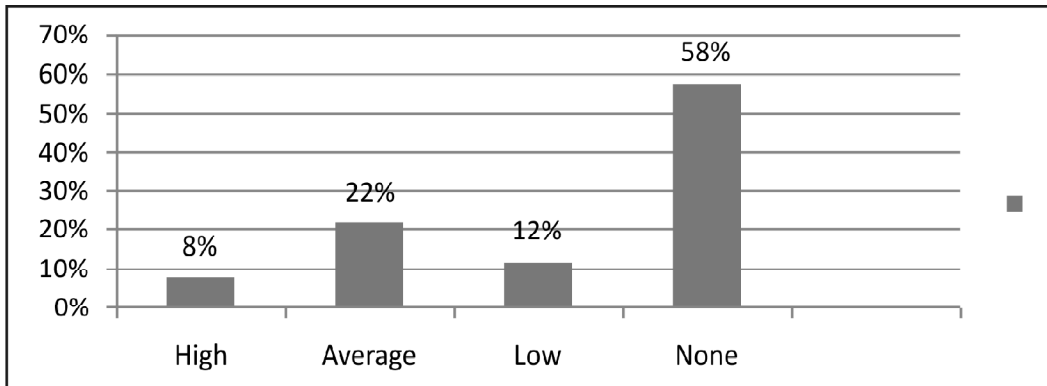## CHART SHOWING PRICE OF THE NEROLAC PAINTS PRODUCTS

Table Showing that Factor Enable Dealers to Deal with Nerolac Paints

Option	No. of. Respondents	Percentage %
Promotional scheme	4	8
Quality	5	10
Company policy	11	22
Margin	1	2
None	29	58
Total	50	100

Inference

It is observed from the above table shows that the factor enable dealers to deal with Nerolac paints 8% Promotional scheme, Quality 10%,Company policy 22%,Margin 2% and non-dealers of product are 58%.

CHART 4.7: CHART SHOWING THAT FACTOR ENABLE YOU TO BE DEALER OF NEROLAC PAINTS
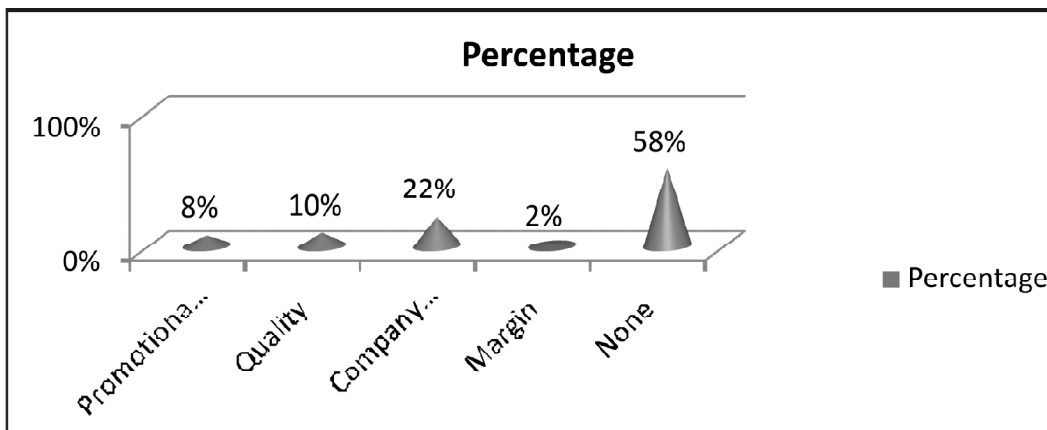
FINDINGS

* We find that company have 24% dealers deals and 58% are non dealer and 18% are old dealer of Nerolac.

* We find that company has 12% dealers deals for 1-3 years, 22% dealers deals for 4-7 years,6% of dealers deals for 8-10% and above 10 years dealers deals by 2%.

* 56% of others dealer are deals with other paint product and 44% dealers does not deal with other paint product.

* 40% of dealers are satisfied and 60% dealers are not satisfied with the Nerolac paint products.

* Nerolac paint product have 22% average rate,5% high rate, 12% low rae and 58% are non-dealer of the product.

* The credit term of Nerolac paint are 20% of dealers are good, 22% of dealers are satisfactory and 58% are non dealers.

SUGGESTIONS

* They have to introduce more schemes to attraction the dealers.

* Use of more board display advertisement is suggested.

* They can use more attraction media advertisement at local channels in order to increase sale.

* They can avail more credit facility which is required to dealers.

* They have to increase promotional schemes to their dealers.

* They should provide color world to their dealers for instant color to satisfy their customer.

* They should supply the quantity of product order by dealers on time.

CONCLUSION

Here by conclude that a study on dealers network analysis on kansai Nerolac paints is effective but there a field were dealers were not satisfied with their requirement. The researcher has suggested some steps for improvement which will make the dealers more satisfied.

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