

Project Report

“A Study on Marketing Strategies Of SML (Swaraj Mazda Limited)”

Submitted to

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In partial fulfillment for the award of the degree of

Bachelor of Business Administration

Submitted by

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Under the Guidance of

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G.S. College Of Commerce & Economics, Nagpur

Academic Year 2021 – 22



G.S. College Of Commerce & Economics , Nagpur

Academic Year 2021 – 22



CERTIFICATE

This is to certify that “Tejas Ravi Suryawanshi“ has submitted the project report titled (“**A Study On Marketing Strategies Of SML (Swaraj Mazda Limited)**”), towards partial fulfillment of **BACHELOR OF BUSINESS ADMINISTRATION** degree examination. This has not been submitted for any other examination and does not form part of any other course undergone by the candidate. It is further certified that he/she has ingeniously completed his/her project as prescribed by Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur.

Name of Project Guide

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Place: Nagpur

Date:

G.S. College Of Commerce & Economics, Nagpur

Academic Year 2021 – 22



DECLARATION

I here-by declare that the project with title “(A Study On Marketing Strategies Of SML (Swaraj Mazda Limited))” has been completed by me in partial fulfillment of **BACHELOR OF BUSINESS ADMINISTRATION** degree examination as prescribed by **Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur** and this has not been submitted for any other examination and does not form the part of any other course undertaken by me.

Tejas Ravi Suryawanshi

Place: Nagpur

Date:

G.S. College Of Commerce & Economics , Nagpur

Academic Year 2021 – 22



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I am extremely thankful to my Project Guide Dr. Aniruddha Akarte for his/her guideline throughout the project. I tender my sincere regards to Co-ordinator, Dr. Afsar Sheikh for giving me outstanding guidance, enthusiastic suggestions and invaluable encouragement which helped me in the completion of the project.

I will fail in my duty if I do not thank the Non-Teaching staff of the college for their Co-operation.

I would like to thank all those who helped me in making this project complete and successful.

Tejas Suryawanshi

Place: Nagpur

Date:

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EXECUTIVE SUMMARY

Marketing is the science of meeting the needs of a customer by providing valuable products to customers by utilizing the expertise of the organization, at same time, to achieve organizational goals.

Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large.

SML Isuzu Limited (SMLI) is a commercial vehicle manufacturer established in 1983. SMLI produces and sells buses, ambulances and customized vehicles. Sumitomo Corporation and Isuzu Motors hold a 44% and 15% stake of the company respectively.

The company manufactures light commercial vehicles like trucks, buses, ambulances, police personnel carriers, water tankers and special vehicles. It exports its products to countries like Nepal, Zambia, Bangladesh, Kenya, Tanzania, Ghana, Ivory Coast, Rwanda, Seychelles, Syria, Jordan.

Research methodology is purely and simply the framework or a plan for the study that guides the collection and analysis of data. Research is the scientific way to solve the problem and it's increasingly used to improve market potential. This involves exploring the possible method, one

by one, and arriving at the best solution, considering the resources at the disposal of research. To study the marketing Mix by SML Company. To know the new facilities in SML Company. To know the various brand of SML Company. To know the sales position of the company. To study the market share of the company. The product of SML COMPANY car in customer mind is good and there is a good demand for the products in semi urban & urban areas. Due to introduction of new brand and variation in the model the sale has increased. Emergency services are provided by the company at the time of break down or critical condition pickup and drop facilities are available. SML COMPANY car has launched new car that's why rich class divert to SML COMPANY showroom. SML COMPANY launched in three variant car's for the customer's convince.

INTRODUCTION

INTRODUCTION



Swaraj Mazda Limited is a joint venture of Punjab Tractors limited and Mazda Motors Limited of Japan. The agreement between the two was signed on 5th October 1984. As has been pointed out that Swaraj Mazda is a collaboration entity between two giants in their own rights, is committed to quality and performance and is progressively showing profound concerns for the welfare & benefits of their customers, stock holders, business partners and staff. After the first indigenous tractor, manufactured by PTL in India, was successfully launched in 1974, it has been on its way to becoming a blue chip company. Besides tractors, the company also manufactures Swaraj Combine Harvesters, Agricultural Implements. Automotive Castings, Forklifts. Over the year, PTL has won national and international acclaim and recognition for outstanding performance and contribution in many diverse fields. MOREOVER PTL WAS RATED AS THE BEST COMPANY OF THE YEAR 1989 BY FINANCIAL EXPRESS. Mazda Motors Corporation of Japan, established in 1920 is an enterprise of international repute. Mazda started manufacturing trucks as back in 1931. Today, this enterprise has the distinction of being the only company in the world producing reciprocating petrol and diesel engines as well as the revolutionary rotary engines. Mazda is ever seeking the new areas of product excellence and innovations. It adheres audaciously to a 2000 checkpoints inspection before declaring any vehicle road worthy. The use of robots, latest technology, and world-class production facilities enables Mazda to produce vehicle of outstanding quality and performance. No wonder Mazda has won appreciation all over the world for quality products that are rolling out of its plants. The factory Swaraj Mazda Limited is located at Village Asron district Nawanshahar (Punjab) near the city of Ropar and at a distance of 45 km from the capital city of Chandigarh. The plant has

captivating site. It spreads over a quaint, sprawling 100 acres of land ringed by Shivalik Hills on three of its sides and river Satluj on the other. The desolate slit hill has been leveled for construction. Work at the plant began at a great tempo and the first vehicle rolled out of the production line in a record time of one year of laying the foundation stone. The LCV are manufactured in five attractive colours- Santos Red, Nile blue, Light Beige, White and Golden Yellow. In addition to these, any other colors can be made on demand. Swaraj Mazda vehicles are not only strong but also fuel-efficient. Prominent among the load carriers Swaraj Mazda is also manufacturing: 1. 4 wheel drives; 2. Extended wheel- base long- chassis Mini Buses which carry up to 44 passengers. 3. Deluxe Buses carrying to 40 passengers; 4. Ambulances 5. Mobile Reverse- Osmosis and Electro dialysis Units for the Central Salt and Mineral Chemical Research Institute. 6. CNG Buses with Safety & Eco grades. 7. Integrated Garbage collection and disposal system for urban centers; 8. Hydraulically operated dumpers; 9. Mobile fair priced vans . 10. Sky Lift Vehicles.



Swaraj Mazda gives due attention to the marketing part and the employees are highly qualified and trained to fit the job. Swaraj Mazda has a vast network of 150 dealers spread throughout the country including A&N Islands. Zonal offices have been opened in Chandigarh, Lucknow, Ahmedabad, Mumbai, and Chennai. This helps substantially in sales promotion, Export promotion, especially for Hi-tech products, is also being emphasized. Discipline and its rigid enforcement without discrimination is an important Hallmark of Swaraj Mazda. It is of great significance in evolving work culture. All the employees, irrespective of their position and status

have to punch their cards when they report for duty. As a result, strict punctuality has become a way of life and work with them. To ensure Industrial peace, i.e. absence of strikes and lockouts, Swaraj Mazda believes in making a contented labour force with a very low rate of absenteeism and turnover. Reasonably fair wages and various perks like subsidies uniform and transport, mess facilities go a long way in creating identification with the job. Earnestness, Sincerity and Spirit of corporation pervades the entire atmosphere of the company. The happy absence of Industrial dispute in the enterprise speaks volume for the success of the firm and cultivation of work culture.



Work culture or work ethos is given very high precedence. It is fully recognized that the objectives of the concern- higher and higher production, productivity and indigenization can be attained through commitment into commonness of GOAL in each and every member of the Swaraj family. The entire planning is undertaken in such a way so as to inculcate the spirit of dedication in each member, whether he is skilled or semi-skilled worker or belongs to the managerial cadre. Many effective steps are taken to bring this about. Important amongst them are: 1. Common canteen and mess for all. Same meals are served to all and in identical utensils. Everybody has to stand in a queue to get his or her meals. 2. Common uniform is there for all the members irrespective of their status. 3. No separate cabins for the members of higher hierarchy. All the members of a department or a section therefore sit and work in one hall with the Manager facing the staff. Every employee carries his or her files, thus inculcating the spirit of dignity of labour in the staff.

COMPANY PROFILE

COMPANY PROFILE



SML Isuzu Limited (SMLI) is a commercial vehicle manufacturer established in 1983. SMLI produces and sells buses, ambulances and customized vehicles. Sumitomo Corporation and Isuzu Motors hold a 44% and 15% stake of the company respectively.

The company manufactures light commercial vehicles like trucks, buses, ambulances, police personnel carriers, water tankers and special vehicles. It exports its products to countries like Nepal, Zambia, Bangladesh, Kenya, Tanzania, Ghana, Ivory Coast, Rwanda, Seychelles, Syria, Jordan.

Incorporated in Jul.'83 as Swaraj Vehicles, Swaraj Mazda (SML) got its present name in 1984. It has been jointly promoted by Punjab Tractors (PTL) in India and Mazda Motor Corporation & Sumitomo Corporation in Japan. The company came out with a public issue in May '85 to part-finance its projects. In October 2004, SML's Technical Assistance Agreement with Maza ended. Subsequently on 18th August 2005, Maza sold to Sumitomo Corporation, Japan its entire holding in SML of 1638000 equity shares representing 15.62% of the equity capital of SML.

Thus Sumitomo Corporation's equity holdings in the company has gone up to 41.03%.

Also in the end of June 2005, PTL has sold to Sumitomo 1573000 equity shares of SML out of PTL's equity holding of 3045000 shares in SML. During the year 2004-05, SML's market share in the comparable 5 to 10 Ton GVW range (market size 103000 vehicles) was 12%. However SML's market share in the comparable passenger segment was higher at 19%. SML's plant location is at Nawanshahar in Punjab. Starting from 2-wheel bases, its model range now spans 5-wheel bases. Carrying capacities have spread from 3.0 ton to 6.0 ton in the goods segment (GVW 5.8 to 8.8 ton) and from 12 to 41 seaters in the passenger segment.

The company has also the distinction of producing India's first factory finished buses. In recent years, Swaraj Mazda has successfully introduced India's first 4-wheel drive LCVs and CNG mini-buses. Current variety of specialty vehicles include Police Vans, Ambulances (2 stretchers/4 stretchers), Dental Vans, Water Tankers, Fire Tenders, Dumper Placers, Bottle Carriers etc. On the basis of design features and performance, over the years, its buses, ambulances and specialty vehicles have acquired a distinct customer image and preference. In the year 2005, based on its R&D efforts and guidance from Mazda, 3 more wheel bases has been added of 2.8m, 3.9m and 4.7m. The GVW range has been raised to 9.8 Ton. Thus SML's current range of 5.8-9.8 Ton GVW has 6 distinct models with several variants. Also in the passenger segment, from the original 26 seater version, SML models is of 12-41 seat range. In 4 wheel drive vehicles, CNG vehicles and Airbrake versions, has also be developed through SML's own efforts. It has achieved Bharat Stage III compliance (equal to Euro III), raising in the process the power of the engine from 80 to 100 bhp. It was declared a sick company in 1994 and was handed out a BIFR package in financial rehabilitation in 1995.

This programme addressed every aspect of marketing & servicing, quality of internal manufacturing and employee's productivity plus faster localisation and better buying. With this

focus and improved market performance backed up by cost controls and support from the joint venture partners, the company was able to wipe off losses by March 1998, 4 years ahead of BIFR commitments. In line with Punjab Tractors' philosophy, SMLs focus too has been on providing quality products with distinctive features at reasonable prices. The effort has been to build and nurture relationship with the customers by rendering better than the best service. Its dealer outreach has grown to 135 (55 in 1986). In addition, it has 10 offices through out the country to support and monitor a net work of 130 dealers and 55 Service Centres. The company has absorbed Advanced Japanese Technology both through in-house activity as well as through vendors and its products are in the last stages of indigenisation.

In the context of emerging demand momentum and company's growth plans, the company is in an advanced stage of firming up its capacity expansion programme. The stake of 23.49% in Punjab Tractors Ltd which was held by PSIDC was entirely picked by CDC Financial Services(Mauritius) Ltd at a consideration of Rs.153 per share.

As per SEBI guidelines CDCFS & CDC-PTL made an public offer to buy another 20% of SML paid up equity of 20.97,340 shares @ Rs.140 per share. This offer would be in exist from 18.09.2003 to 17.10.2003. During the year 2003-04, for the expansion of the annual capacity to 36000 vehicles the company has been setting up of manufacturing facilities for transmission gears and for manufacture of bus bodies, cargo boxes, in addition to tooling needs for localisation of sheet metal components and R&D resources for accelerating product development and meeting emission norms. The total estimated outlays for the project was Rs 160 crores.

1.1 INDUSTRY BACKGROUND

The invention of the wheel led to expansions, connections, travel, and economic growth. The automobile industry a major development and break-through is that provides employment and finales the country to economic growth. Since LPG IN 1991 (Liberalization, Privatization and Globalization) and the policy of “100% FDI through automatic route”. Indian automobile sector has seen a tangential growth as, “every international auto major has established its facilities in the country”.

With an increase of nine and a half percent each and every year it wasn't long until “Indian Automobile industry” become the fourth in the world and the seventh for commercial vehicle manufacturing.

This led to originated employment for 18.5 million people by 2017 . With foreign varieties fitting together positions or grades with the domestic manufacturers, a swamp in choices have been provided to the customers/ buyers of India, Volvo, Isuzu, Man force are the major global players in the Indian CV marketplace.

A boon for Indian automobile market is the improvement in the export sector. With the exports rising at a percentage that is greater than a quarter the CAGR of nearly 4% can be achieved by 2026. This growing demand for Indian vehicles in overseas markets has facilitated the country's “automobile industry” in two significant ways.

- Contribution to the economic growth of the industry.

- Improvement of the doppelgänger of the Indian manufacturing substructure at an international level. This augmented self-assurance has caused many more multinational brands inaugural in India, directly donating to the economy and employment.

The smooth, running growth of the automobile industry during the year 2016-17 has seen downturn due to high inflation, rising interest rates, low buyer sentiment, and growing fuel prices.

2. AIM OF THIS STUDY

To study the effective marketing strategy in terms of segmenting, targeting and positioning for SML-Isuzu ltd. India The study aims at understanding the multiple prospects of using various positioning tools for SML Isuzu.

The close examination of the current strategies of SML Isuzu and the contribution of these strategies to the overall profitability in the context of the light commercial vehicle industry facilitates one to understand and comprehend the significant contribution of the marketing strategy towards its successful positioning as an effective LCV manufacturer.

To understand the present marketing strategy that leads to the profitability of SML Isuzu in the Indian Commercial vehicle industry.

- To identify product-based positioning strategies for SML Isuzu in its target segments.
- To suggest cost-effective marketing tools that can be used by SML Isuzu to build a strong corporate brand position in the minds of its customers.

GENERAL OBJECTIVES

- To study the target segments of SML Isuzu in comparison to its competitors in those segments,
- To study the current positioning of SML Isuzu Ltd.

SPECIFIC OBJECTIVES

- To identify cost effective positioning tools for SML Isuzu Ltd.
- To develop a house of brand for the company based on these tools identified.

3. SCOPE OF THIS STUDY

Presently in India, the commercial vehicle players are gaining momentum and companies are keenly viewing ways to counter stiff competition and snatch larger market share. It becomes essential to delineate the scope of the current study since the area of studies on strategies used within this industry is huge and interdisciplinary.

The precise bounds on the current study are:

4. REVIEW OF LITERATURE

Strategy has been coherently defined by various authors. According to Tony Proctor, “A strategy is a plan that integrates organizations major goals, policies, decisions, and sequences of action into a cohesive whole”.

Strategy guides all levels of the management. “It is concerned with effectiveness rather than efficiency as it designs a fit between the organisation, its resources and objectives, and the environment as a whole”. (Amanze & B.K.A, February 2008) Rama Bijapurkar tells how the Indian market is actually a huge opportunity for the marketers in her book “We are Like That only” (Bijapurkar, 2013).

The book explains that when it comes to the Indian market, the marketers need to be cautious as it's strangely different from the other markets worldwide across the globe. So, if the organisations want to be successful they will have reworked their strategies in order to remain in the Indian market.

Today the Indian market is a growth apple in the eyes of various companies worldwide.

Currently, it's the fourth largest GDP in the world in purchasing power parity, the population is

young and energetic (450 million people below age 21) and because of the young population and size, the consumption demand is ever increasing.

But the emerging markets are not same as that of the developed markets which the marketers have seen i.e. the markets in India are different from the others.

5. OBJECTIVES OF THE STUDY

- To study the marketing strategy by SML.
- To know the new facilities in SML.
- To know the various brand of SML.
- To know the sales position of the SML.
- To study the market share of the SML.
- To study the selling strategies adopted by SML.

6. HYPOTHESIS OF THE STUDY

H0: The marketing strategies adopted by SML company is good.

H1: The marketing strategies adopted by SML company is bad.

H0: The satisfaction level of consumers is high.

H1: The satisfaction level of consumers is low.

4. SWOT Analysis

SWOT analysis is a strategic planning method used to evaluate the Strength, Weaknesses, Opportunity, and Threats involved in a business venture. It involves specifically the objective of the business venture and identifying the internal and external factors that are favourable and unfavourable to achieve that objective.

- Strengths: - characteristics of the business or team that give it an advantage over others in the industry.
- Weaknesses: - are characteristics that place the firm at a disadvantage relative to others.
- Opportunities: - external chances to make greater sales or profits in the environment.
- Threats: - external elements in the environment that could cause trouble for the business.

Identification of SWOTs is essential because subsequent steps in the process of planning for achievement of the selected objective may be derived from the SWOTs.

The aim of any SWOT analysis is to identify the key internal and external factors that are important to achieving the objective. These come from within the company's unique value chain. SWOT analysis groups key pieces of information into two main categories:

- Internal factors – The strengths and weaknesses internal to the organization.
- External factors – The opportunities and threats presented by the external environment to the organiz

How to Use a SWOT Analysis.

Once you've examined all four aspects of SWOT, you'll likely be faced with a long list of potential actions to take. You'll want to build on your strengths, boost your weaker areas, head off any threats, and exploit every opportunity.

But, before you leap into action, look for potential connections between the quadrants of your matrix. For example, could you use some of your strengths to open up further opportunities? And, would even more opportunities become available by eliminating some of your weaknesses?

Now it's time to ruthlessly prune and prioritize your ideas, so that you can focus time and money on the most significant ones. Refine each point to make your comparisons clearer. For example, only accept precise, verifiable statements such as, "Cost advantage of \$10/ton in sourcing raw material x," rather than, "Better value for money."

Key Points.

SWOT Analysis is a simple but useful framework for analyzing your organization's strengths, weaknesses, opportunities, and threats.

It helps you to build on what you do well, to address what you're lacking, to minimize risks, and to take the greatest possible advantage of chances for success.

It can be used to kick off strategy formulation informally, or in a more sophisticated way as a serious strategy tool. You can also use it to get an understanding of your competitors, which can give you the insights you need to craft a coherent and successful competitive position.

When carrying out your analysis, be realistic and rigorous. Apply it at the right level, and supplement it with other option-generation tools where appropriate.

WEAKNESS**W**

1. Intense competition means Limited market share
2. It was unable to sustain its Passenger car business Until 2015
3. Also unable to sustain SUV Business which is diesel powered Which could have been their strength
4. weak presence in South Indian Market due to presence of commercial vehicles hulks such as Tata motors.

STRENGTHS**S**

1. Known for diesel engines & Commercial vehicles
2. Japanese company with a long Heritage & legacy
3. Founded 1916, 7000+ employees & has produced over 21 million Engines so far
4. Engine made by Isuzu are used by General motors & Renault-Nissan Alliance
5. Strong Presence in Asia & Africa

OPPORTUNITIES**O**

1. It can revive the passenger vehicle Segment with the help of Isuzu who is a pioneer in auto technology.
2. It can leverage its alliance Isuzu For its business benefits
3. It can use its innovation in diesel Technologies for smaller cars for Markets like Africa
4. Further penetrate the LCV segment

THREATS**T**

1. Increasing shift from traditional Fuels to hybrid & electrical Powered cars
2. Other Japanese players & Korean Players have established themselves much firmly, Thus revival will be challenging
3. Its brand is not that well known Across geography.

RESEARCH METHODOLOGY

RESERCH METHODOLOGY

A research design is a framework or blueprint for conducting a research project. The research design used for this project is a descriptive research design as it is used in describing facts and characteristics of a sample population under observation. In this project, it is used to describe the key motivator of individual employees and to determine their various motivational profiles.

Research is a systematic effort to achieve the truth. Research is a careful, systematic & scientific investigation or inquiry for search of new facts in any branch of knowledge. In short, "Research is systematized effort to gain in new knowledge."

Research as “ the manipulation of things, concepts of symbols for the purpose of generalizing to extend, correct or verify knowledge, whether that knowledge aids in construction of theory or in the practice of an art.”

According to Kerlinger :

Research design is a plan, structure and strategy of investigation conceived so as to obtain answer to research questions and to control variance.

According to Green and Tull :

A research design is a specific method and procedure for acquiring the information needed. It is the overall operational pattern or framework of the project that stipulates what information's is to be collected from which sources by what procedures.

Research methodology

Research methodology is purely and simply the framework or a plan for the study that guides the collection and analysis of data. Research is the scientific way to solve the problem and it's increasingly used to improve market potential. This involves exploring the possible method, one by one, and arriving at the best solution, considering the resources at the disposal of research.

Research methodology is a way to systematically solve the research problem. It may be understood as a science of studying how research is done systematically. In that various steps, those are generally adopted by a researcher in studying his problem along with the logic behind them. It is important for research to know not only the research method but also know methodology. "The procedures by which researcher go about their work of describing, explaining and predicting phenomenon are called methodology." Methods comprise the procedures used for generating, collecting and evaluating data. All this means that it is necessary for the researcher to design his methodology for his problem as the same may differ from problem to problem. Data collection is important step in any project and success of any project will be largely depend upon how much accurate you will be able to collect and how much time, money and effort will be required to collect that necessary data, this is also important step.

Research steps:-

- Study about organization
- Setting of objective
- Instrument-design(questionnaire)
- Main study
- Tabulated and cross tabulation

- Analysis and interpretation
- Findings
- Conclusion
- Suggestion and recommendation

Research Design

A research design is the specification of methods and procedure for acquiring the information needed. It is over – all operation patterns or framework of the project that stipulates what information is to be collected from which source by what procedure, it is also refers to the blue print of the research process.

Research design consists of:

- A clear statement of the research problem.
- Procedure and techniques to be used for gathering information.
- The population to be studied.
- Method to be used in processing & analyzing the data.

There are four types in research design:

- Exploratory of formative study
- Diagnostic study
- Experimental study
- Descriptive study

Descriptive Study

A study, which wants to portray the characteristic of a group of individual or situation, is known as descriptive study.

Different types of research design

A research design may broadly be classified into three main categories

- **Explanatory research:** in the case of explanatory research, the focus is on the discovery of the ideas.
- **Descriptive research:** Descriptive studies are undertaken in many circumstances. When the research is interested in knowing the characteristics of certain group such as age, sex, educational level, occupation or income etc.

This is further being classified into two main characteristics:

- **Cross sectional studies:** a cross-sectional study is concerned with a sample of element from a given population. Thus it may deal with household, dealers, retail stores, or other entities.
- **Longitudinal studies:** longitudinal studies are based on panel data and panel methods. A panel is a sample of respondent who are interviewed from time to time.

DATA COLLECTION

Data collection plays an important role in research work. Without proper data available for analysis you cannot do the research work accurately.

TYPES OF DATA COLLECTION

There are two types of data collection methods available.

1. Primary data collection
2. Secondary data collection

1. Primary data

The primary data is that data which is collected fresh or first hand, and for first time which is original in nature. Primary data can collect through personal interview, questionnaire etc. to support the secondary data.

Following are the methods of primary data collection.

- **Observation method-** in this method a good report establishment of respondent with researcher plays a very important role. The researcher is present in the bank from where he makes observation and from there he collects the relevant data according to the careful observation of respondents state of mind, integrity of thought , emotional stigma attached, aggressive and other related tendencies and the physical postures of the respondence forms the core of this observation methods.
- **Interview method-** it is systematic method by which one person enters more or less imaginatively into the inner life of another who is generally a comparatively stranger for me.
- **Questionnaire-** it is the method by which we can make a group of employees by dividing them in various subject or asking them question about their life style and their problems. This method is popularly used in the industry to find out the majority of the people like their job or how much they are happy with their wages and other welfare facilities.

2. Secondary data collection method

The secondary data are those which have already collected and stored. Secondary data easily get those secondary data from records, journals, annual reports of the company etc. It will save the time, money and efforts to collect the data. Secondary data also made available through trade magazines, balance sheets, books etc. This project is based on primary data collected through personal interview of head of account department, head of SQC department and other concerned staff member of finance department. But primary data collection had limitations such as matter confidential information thus project is based on secondary information collected through five years annual report of the company, supported by various books and internet sides. The data collection was aimed at study of Job analysis and job evaluation of the company.

Types of sampling

Types of sampling used in the survey were simple random sampling. In this method, the sampling units have chosen randomly from the total employees at all the levels in the organization.

RESEARCH INSTRUMENT

Questionnaire:

Questionnaire refers to a device of securing answer to a finally arranged list of questions .

Questionnaire design:

- Open-ended
- Close ended
- Dichotomous questions
- Multiple questions

Open ended questions:

In this questions, the respondents answer in his own words. This type of questions is used rarely because it is difficult to weight the result.

Closed ended questions

This questions in which respondents is gives a limited number of alternatives from which he has to select the one that most closely matches his opinion or attitude

Dichotomous questions:

A dichotomous question refers to one. This offers the respondents a choice between only two alternatives and reduces the issue to its simplest form.

Multiple questions:

A multiple choice question refers to one. Which provides several set alternatives for its answer?

These types of questions are asked on demographic section by the researcher.

The data collected through questionnaire response method analyzed in the following manner:

- Raw data was coded and tabulated
- The tabulated data was covered into percentage to show the percentage of opinion among respondents

Methodology of the Study

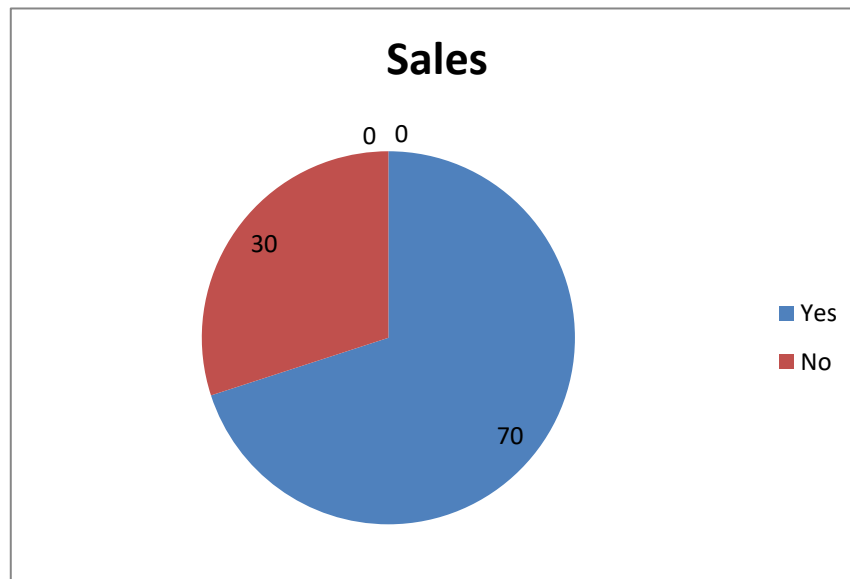
- ❖ Sample unit- SML
- ❖ Sample Size- 50 Respondents
- ❖ Instrument Used- Questionnaire, survey
- ❖ Sample Technique- Random Sampling.

DATA ANALYSIS & FINDINGS

DATA ANALYSIS & FINDINGS

Q1. Would you like to buy a used car?

Like	Percentage
Yes	70
No	30
Total	100%

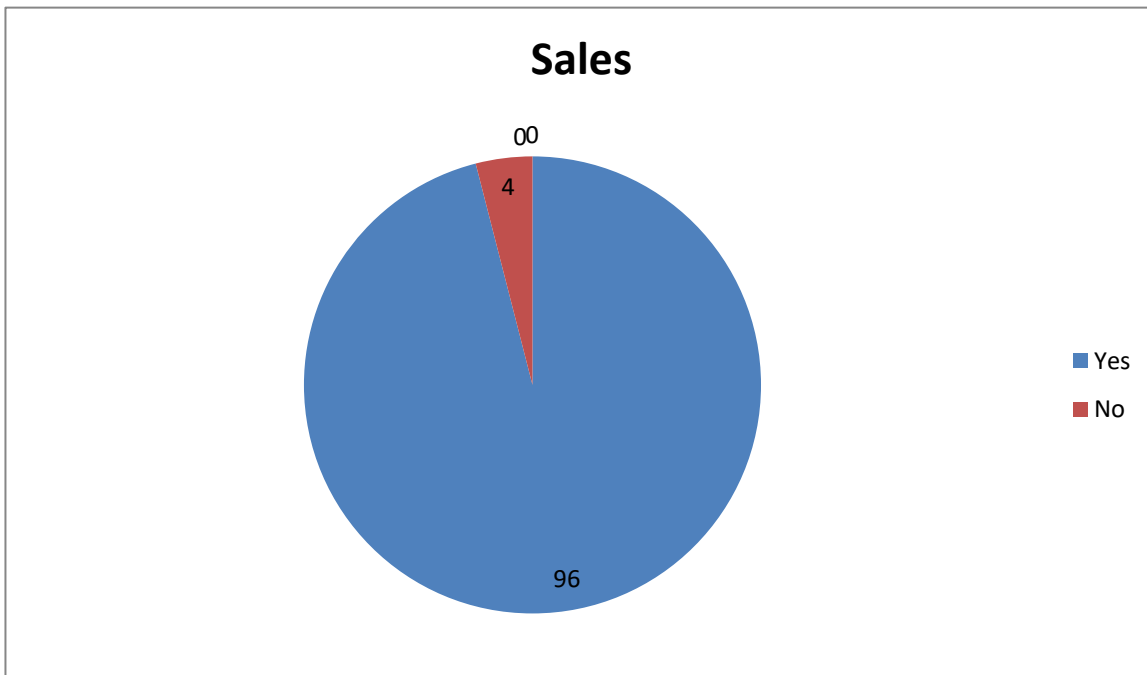


INTERPRETATION

According to this question, we can see that people were buying used car and 30% peoples not like to buy through SML COMPANYY showroom.

Q2. Are you satisfied with the services of SML COMPANY?

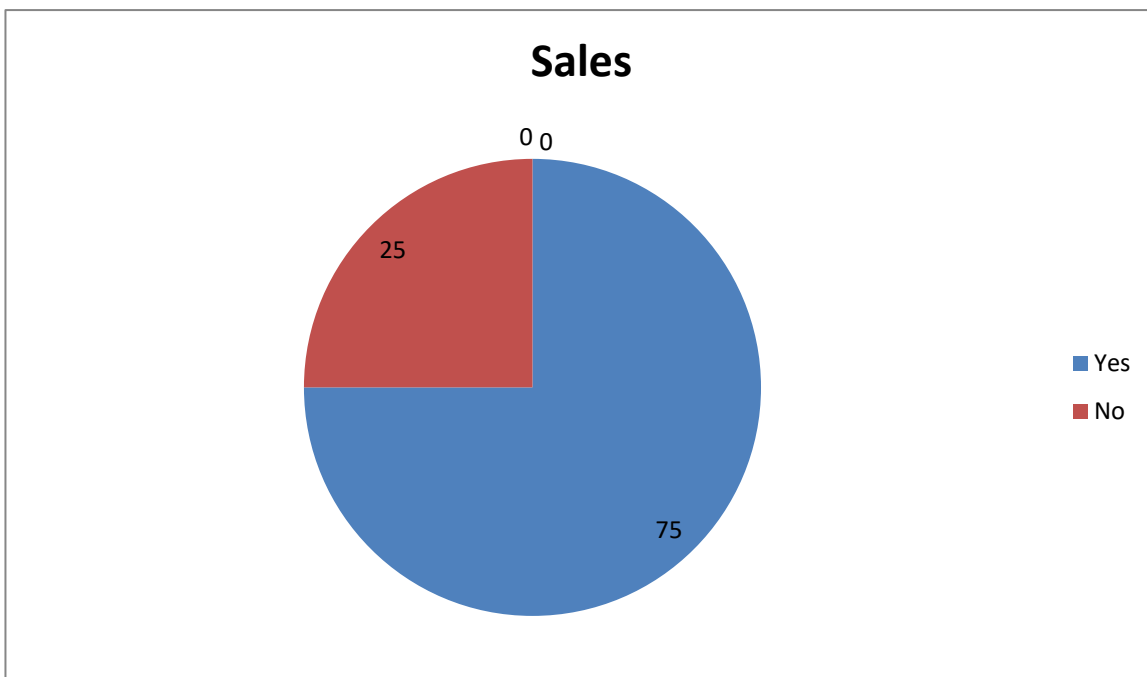
Satisfied	Percentage
Yes	96
No	4
Total	100%

**INTERPRETATION**

According to this question, we can see that most of the people are satisfied with the services of SML COMPANY.

Q3. Are you satisfied with the price of SML COMPANY?

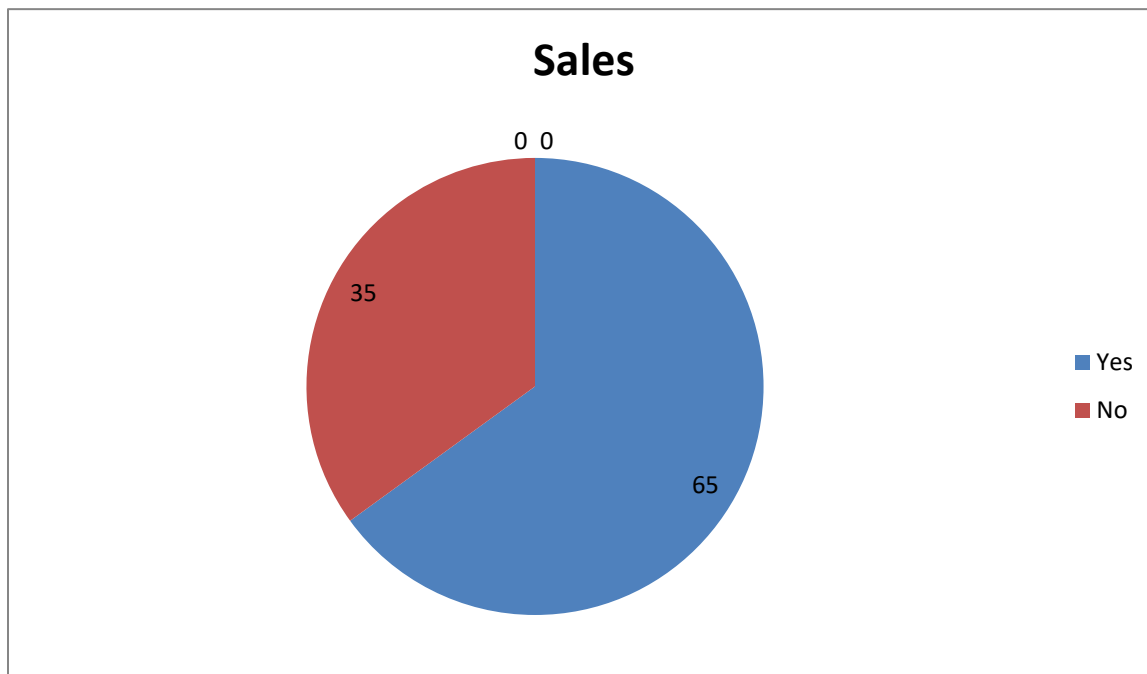
Like	Percentage
Yes	75
No	25
Total	100%

**INTERPRETATION**

According to this question, we can conclude that approx. 75% of people are satisfied with the prices of SML COMPANY and approx. 25% of people are not satisfied with prices of the company.

Q4.If the price of the SML COMPANY brand increases, will you purchase the product again?

Like	Percentage
Yes	65
No	35
Total	100%

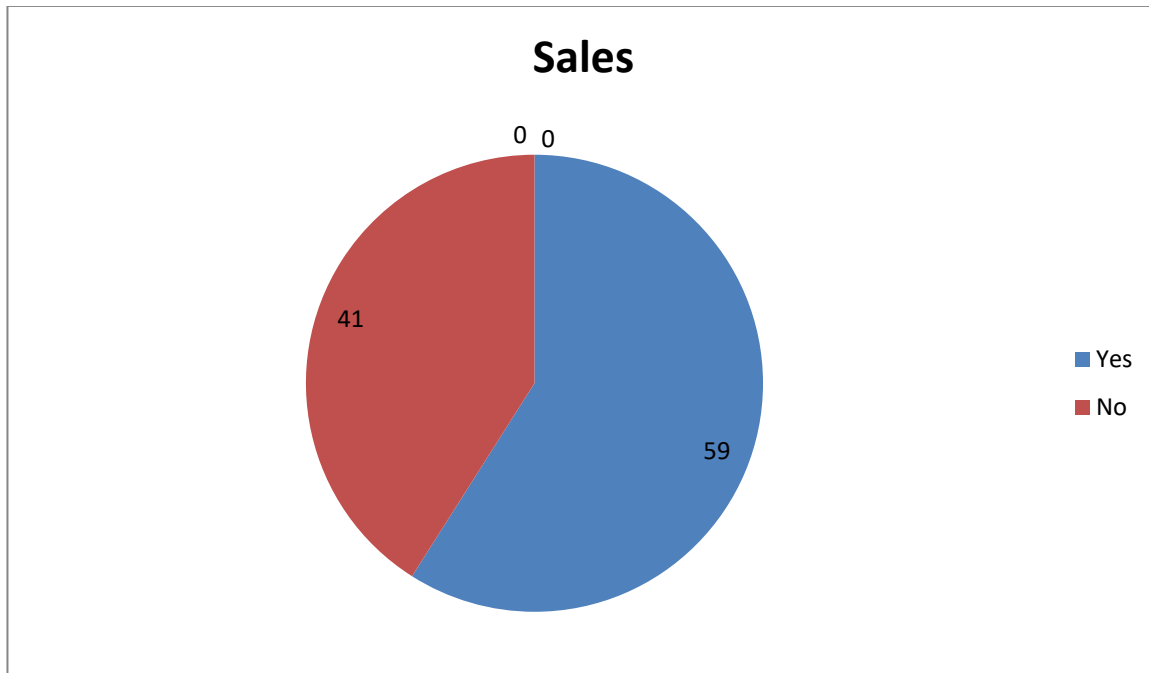


INTERPRETATION

According to the question, we can observe that 65% of people will buy the product of SML COMPANY if the prices of the product will be increased and rest 35% of people will not buy the product if the prices will be increased.

Q5. If you are using SML COMPANY product, are you loyal to it?

Like	Percentage
Yes	59
No	41
Total	100%

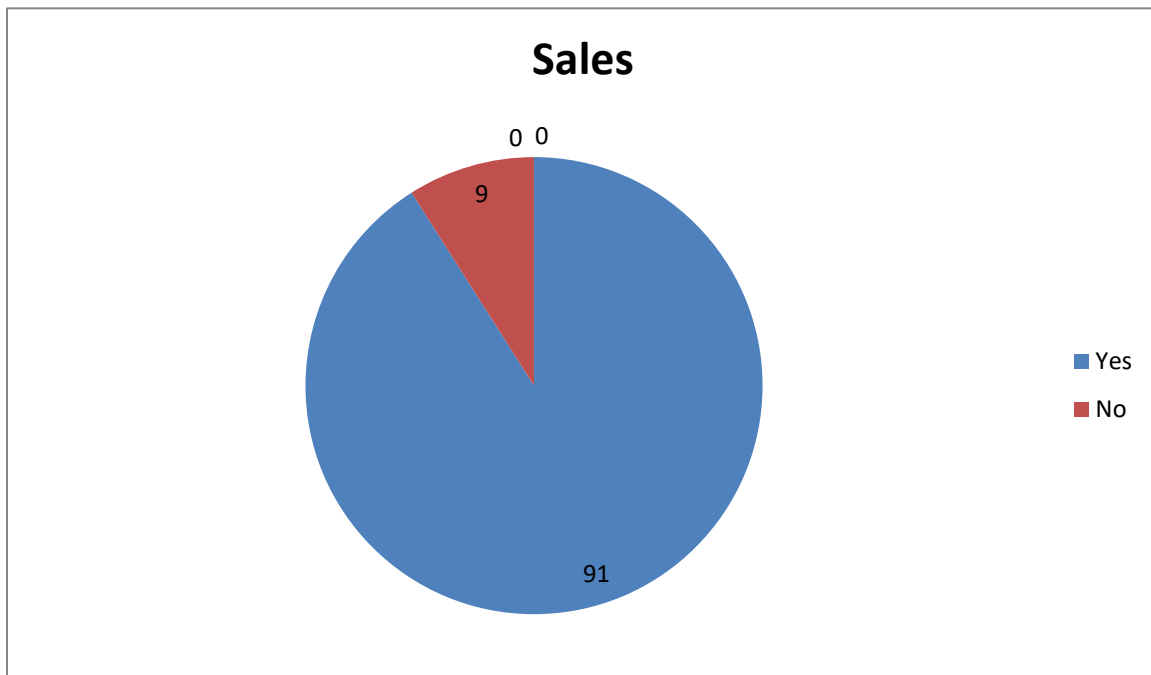


INTERPRETATION

According to the question, we can see that 59% of people are loyal towards the SML COMPANY product and rest is not.

Q6. Do you ever bought the SML COMPANY product internationally?

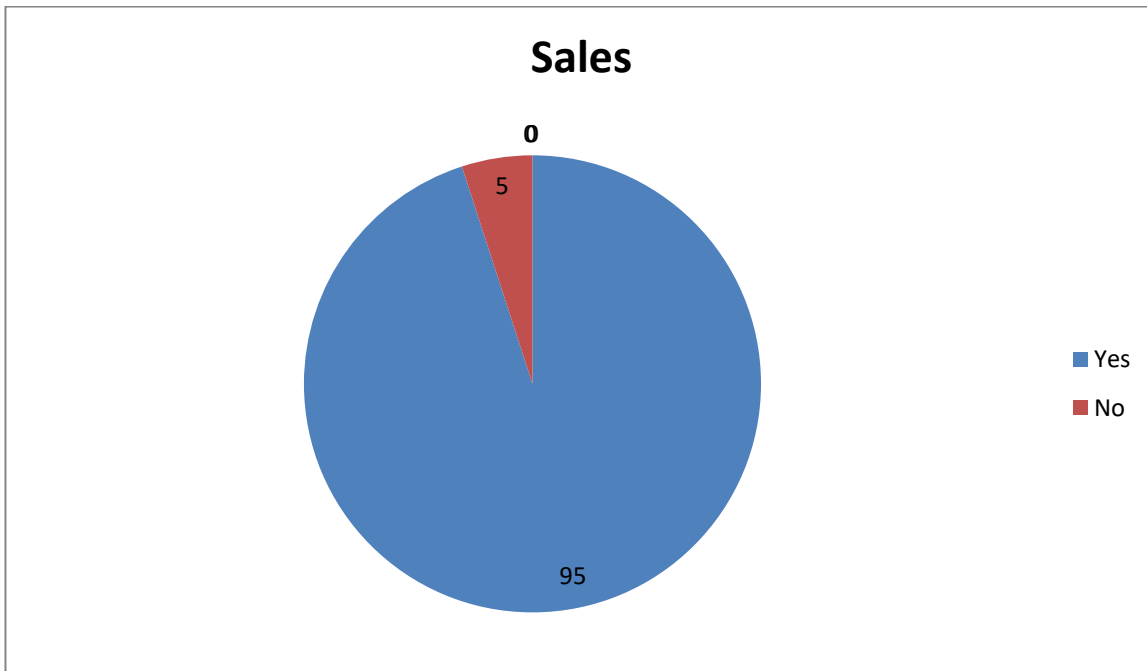
Like	Percentage
Yes	91
No	9
Total	100%

**INTERPRETATION**

As we can see that , 9% of people only buy the product internationally and rest 91% of people don't refer to buy products internationally.

Q7. Do you have any complaint regarding the product or brand?

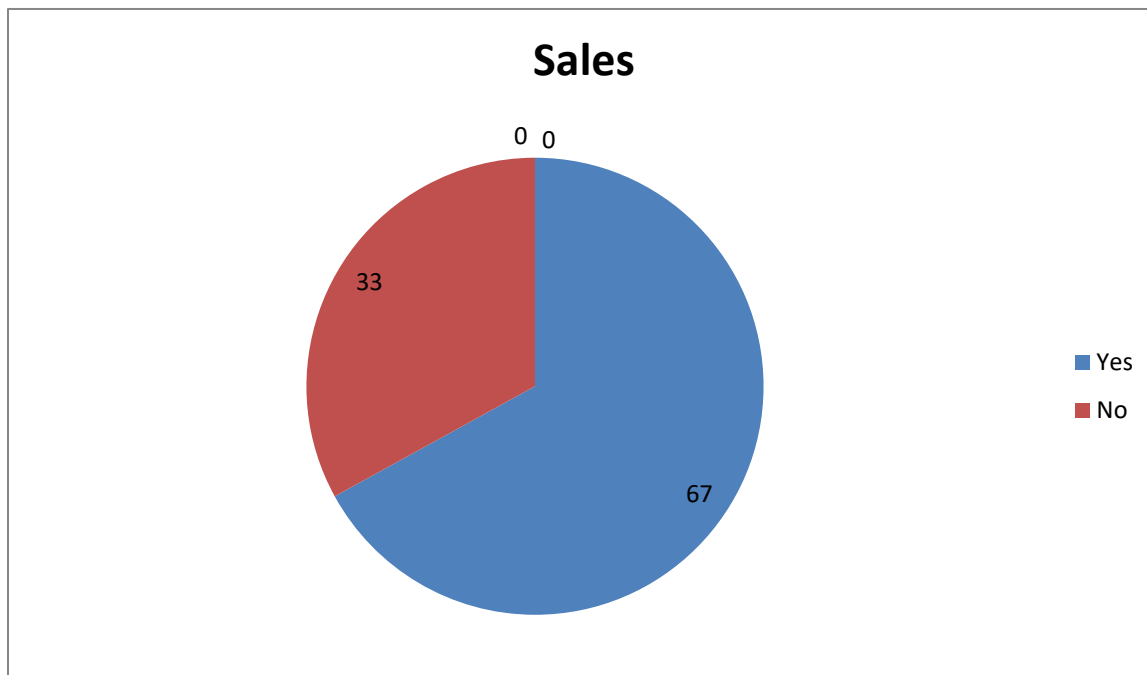
Like	Percentage
Yes	95
No	5
Total	100%

**INTERPRETATION**

According to this question, we can see that 95% of people have no complaints regarding the product or a brand and rest 5% of people are having the complaints about the products or a brand.

Q8. Would you like to switch to another brand with additional features?

Like	Percentage
Yes	67
No	33
Total	100%

**INTERPRETATION**

From the above graph is 67% customer like the brand and other features in SML COMPANY car because the facility are provide is better than other car and 33% customer are not like the additional feature in car.

FINDINGS

FINDINGS

- According to this question, we can see that people were buying used car and 30% peoples not like to buy through SML COMPANY
- According to this question, we can see that most of the people are satisfied with the services of SML COMPANY.
- According to this question, we can conclude that approx. 75% of people are satisfied with the prices of SML COMPANY and approx. 25% of people are not satisfied with prices of the company.
- According to the question, we can observe that 65% of people will buy the product of SML COMPANY if the prices of the product will increased and rest 35% of people will not buy the product if the prices will be increased.
- According to the question, we can see that 59% of people are loyal towards the SML COMPANY product and rest are not.
- As we can see that , 9% of people only buy the product internationally and rest 91% of people don't refer to buy products internationally.
- According to this question, we can see that 95% of people have no complaints regarding the product or a brand and rest 5% of people are having the complaints about the products or a brand.
- From the above graph is 67% customer like the brand and other features in SML COMPANY car because the facility are provide is better than other car and 33% customer are not like the additional feature in car.

CONCLUSION & SUGGESTION

CONCLUSION

- The product of SML COMPANY car in customer mind is good and there is a good demand for the products in semi urban & urban areas.
- Due to introduction of new brand and variation in the model the sale has increased
- Emergency services are provided by the company at the time of break down or critical condition pickup and drop facilities are available.
- SML COMPANY car has launched new car that's why rich class divert to SML COMPANY showroom.
- SML COMPANY launched in three variant car's for the customer's convince.
- Service & Spare parts of SML COMPANY car are available throughout India in markets.
- While buying a car economy is the main consideration in form of maintenance cost.
- Majority of the respondents preferred changing or buying a new car in an interval of three years.
- SML COMPANY car is considered to be most fuel-efficient bike on Indian roads.

SUGGESTION

- The future strategic position of SML COMPANY Group is based on maximizing the profits of the company and to remain the premium luxury car manufacturer by looking into new areas of automobile industry.
- In order to maximize profits of the company, SML COMPANY Group will have to reduce costs. The mission statement of the SML COMPANY Group says that the company is trying to reduce costs by reducing the number of employees and by reducing costs on Research & Development.
- The point is to maximize the profits of the company SML COMPANY Group should look to reduce the manufacturing costs of its cars. The company should not look to reduce costs on Research & Development.
- According to the showroom, SML COMPANY Group should also spend more investment on Research & Development, and with new innovation and technology, find ways of decreasing the manufacturing costs of the car. This reduction in costs can be done by doing more effective Supply Chain Management.
- A positive aspect of SML COMPANY Group's future strategy is investment in emission reduction technologies. SML COMPANY Group is aware of the environmental hazards that are taking place in the world and investment in this area will lead to a greater number of customers for the company.

- In future strategy, SML COMPANY Group should also look to make collaboration with other major car manufacturers in order to remain the leader in the automobile industry and further enhance its brand image.
- SML COMPANY Group can further widen their strategy and look to add smaller cars like MINI Cooper and increase volumes of smaller cars that are cheaper in price to the bigger cars.

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ANNEXURE

ANNEXURE

Q1. Would you like to buy a used bus?

- Yes
- No

Q2. Are you satisfied with the services of SML COMPANY?

- Yes
- No

Q3. Are you satisfied with the price of SML COMPANY?

- Yes
- No

Q4. If the price of the SML COMPANY brand increases, will you purchase the product again?

- Yes
- No

Q5. If you are using SML COMPANY product, are you loyal to it?

- Yes
- No

Q6. Do you ever bought the SML COMPANY product internationally?

- Yes
- No

Q7. Do you have any complaint regarding the product or brand?

- Yes
- No

Q8. Would you like to switch to another brand with additional features?

- Yes
- No