Project Report

On

"A Study on Marketing Strategy of Power Loom Company by Azeem Textiles''

Submitted to

G. S. College of Commerce & Economics, Nagpur

Affiliated to Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur

In partial fulfillment for the award of the degree of

Bachelor of Business Administration

Submitted by

Mohd. Aamir Ansari

Under the Guidance of

DR. PRAGATI PANDEY

G.S. College Of Commerce & Economics, Nagpur

Academic Year 2022 – 23

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G.S. College Of Commerce & Economics , Nagpur

Academic Year 2022 – 23

CERTIFICATE

This is to certify that "**Mohd. Aamir Ansari"** has submitted the project report titled **"(A Study On Marketing Strategy Of Power Loom Company By Azeem Textile)''**, 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.

Dr. Pragati Pandey   **Dr. Afsar Sheikh**
(Project Guide)   **(Co-Ordinator)**

Place: Nagpur
Date:

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G.S. College Of Commerce & Economics, Nagpur

Academic Year 2022 – 23

DECLARATION

I here-by declare that the project with title **"A Study On Marketing Strategy Of Power Loom Company By Azeem Textile''** 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.

Mohd. Aamir Ansari

Place: Nagpur

Date:

G.S. College Of Commerce & Economics , Nagpur

Academic Year 2022 – 23

ACKNOWLEDGEMENT

　　　　With immense pride and sense of gratitude, I take this golden opportunity to express my sincere regards to Dr. Swati Kathare, Principal, G.S. College of Commerce & Economics, Nagpur.

I am extremely thankful to my Project Guide Dr. Pragati Panday 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.

Mohd. Aamir Ansari

Place: Nagpur
Date:

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Mohd. Aamir Ansari

Introduction

Introduction Of Powerloom

A power loom is a mechanized loom, and was one of the key developments in the industrialization of weaving during the early Industrial Revolution. The first power loom was designed and patented in 1785 by Edmund Cartwright.[1] It was refined over the next 47 years until a design by the Howard and Bullough company made the operation completely automatic. This device was designed in 1834 by James Bullough and William Kenworthy, and was named the Lancashire loom.

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A Northrop loom manufactured by Draper Corporation in the textile museum, Lowell, Massachusetts.

By the year 1850, there were a total of around 260,000 power loom operations in England. Two years later came the Northrop loom which replenished the shuttle when it was empty. This replaced the Lancashire loom.

Powerloom Industry is the major contributor to Indian Textile industry as 62% of the textiles production in India is done on Powerlooms. Indian Powerloom Industry is equipped with 2.43 million registered looms producing 54,000 sq. mtr fabrics and accounting for 57.45 lakhs number of direct & indirect employment. It is concentrated in clusters across Erode, Salem, Madurai, Ichalkarnaji, Solapur, Bhiwandi, Bhilwara and Malegaon, among others. The industry produces wide range of fabrics ranging from grey, printed fabric, dyed fabric, cotton fabric, various mix of cotton, synthetic, and other fibres. In fact, Powerloom sector is major contributor in our export earnings. USA, EU, China, UAE, Vietnam, Sri Lanka, Saudi Arabia, the Republic of Korea, Bangladesh, Turkey, Pakistan, and Brazil are some of the major markets for these exports.

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Company Profile

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Azeem Textiles is a textile manufacturing company based in India. The company produces a wide range of textile products including cotton yarn, fabric, and finished textile goods such as sarees. Azeem Textiles was established in 1981 and has since then grown to become one of the leading textile in his locality manufacturers in India.

The company's manufacturing facilities are equipped with the old techniques with machinery and man power to ensure high-quality production standards. Azeem Textiles has a strong focus on sustainability and is committed to reducing its environmental impact by adopting sustainable manufacturing practices.

Azeem Textiles exports its products to various cities in the India, including Mumbai, Amrawati, and Delhi, Nagpur local market. The company's success is attributed to its dedication to quality, innovation, and customer satisfaction.

First company is started in 1981 in Ansar nagar Mominpura Nagpur. In year 2000 company is transfer in Farooq nagar Teka nagpur. The first ower of company is Abdul Aziz Mukadam . The second ower of company is Abdul Azeem Ansari.

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Azeem Textiles in Farooq Nagar teka is known to satisfactorily cater to the demand of its customer based. It stands located at plot no 29-road no. 2 Farooq Nagar. Teka Nagpur 440017. The business strives to make for a positive experience through its offerings.

There's something divinely beautiful about the pleats and drapes of a saree. A woman's beauty enhanced while she adorns a saree. The intricate weaves of fabric the embroidery or beadwork, and the thread count all speak volumes of our rich culture heritage. If you like, you must possess one from every corner of the country because each one has no much culture, tradition and history all incorporate into that one piece of garment.
While on the hut for gorgeous sarees, saree Retailers are what you must look up. Azeem textiles in Farooq nagar teka is a fine option. So, visit this store and enjoy the shopping experience here!

Azeem textiles also has store located at Room no. 1 Ansar Nagar, mominpura 440018. Customer Centricity is at the core of Azeem textiles in Farooq Nagar & mominpura Nagpur and it is this belief that has led the business to build long – term relationship. Ensuring a positive customer experience, making available goods and /or service that are top -notch quality is prime importance .

India's leading B2B market place, JD mart ensure engaging in business activities is a seamless Process for small and medium enterprises as well as large business. In a wake to enable this Business to reach their audi8, thus portal let them shows case their offerings in terms of the product And /or services through a digital catalogue. This business had a wide range of product offerings And the product / catalogue list include saree etc.

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<u>Reviews and Ratings of Azeem Textiles</u>:

Over the web, a total of 2 reviewers gave 4.5 stars (out of 5) to Azeem Textiles. There are 99 Clothing stores within 1 km radius of Azeem Textiles. When you increase the radius to 5 Km or 10 Km, you will find 196 and 196 Clothing stores respectively. You would   also   like   to   view:

- <u>Saifuddin attari Nagpur</u> - Ansar Nagar, Mainpuri, Nagpur, Maharashtra 440018
- <u>Monte Carlo</u> - M/S JAISINGH FASHIONSSHOP NO.GF-28, EMPRESS MALL, DR.BEZONJI MEHTA RD, Nagpur, Maharashtra 440018
- <u>Punekar cotton</u> - Golibar Chowk, Timki Road, Kosarkar Mohalla, near Hanuman Temple, Nagpur, Maharashtra 440018
- <u>John players</u> - 148 A,1ST FLOOR NAGPUR MAHARASHTRA, Nagpur, Maharashtra 440018
- <u>Balapatre phetewale</u> - Timki Dadrapul, Central Avenue, Central Avenue, Nagpur, Maharashtra 440018
- <u>Alishan collection</u> - Jama Masjid Park & Parking, Mohammad Ali Rd, Mominpura, Nagpur, Maharashtra 440018
- <u>Leader stores prince India</u> - Jama Masjid Park & Parking, Mohammad Ali Rd, Mominpura, Nagpur, Maharashtra 440018
- <u>Shoeb & brothers</u> - Mohammad Ali Rd, Mominpura, Nagpur, Maharashtra 440018
- <u>Altaf bhai Javed bhai cloth stores</u> - Mohammad Ali Rd, Mominpura, Nagpur, Maharashtra 440018

<u>Qamar collection</u> - Munshi Sayyed Wahed Ali Manzil, Haidri Road, Mominpura, Nagpur, Maharashtra 440018

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Powerloom In Azeem Textiles

Azeem Textiles is a leading textile manufacturing company based in India. We specialize in producing high-quality fabrics for apparel, home furnishings, and industrial applications. Our products are made from the finest raw materials and are designed to meet the highest standards of quality and performance. We have a wide range of products that include cotton, polyester, linen, and other fabrics. We also offer custom-made fabrics for special applications.

At Azeem Textiles, strive to provide Their customers with the best quality products and services. They are committed to providing our customers with the highest level of customer service and satisfaction. They are dedicated to providing Their customers with the best value for their money. They are constantly innovating and developing new products and services to meet the changing needs of our customers.

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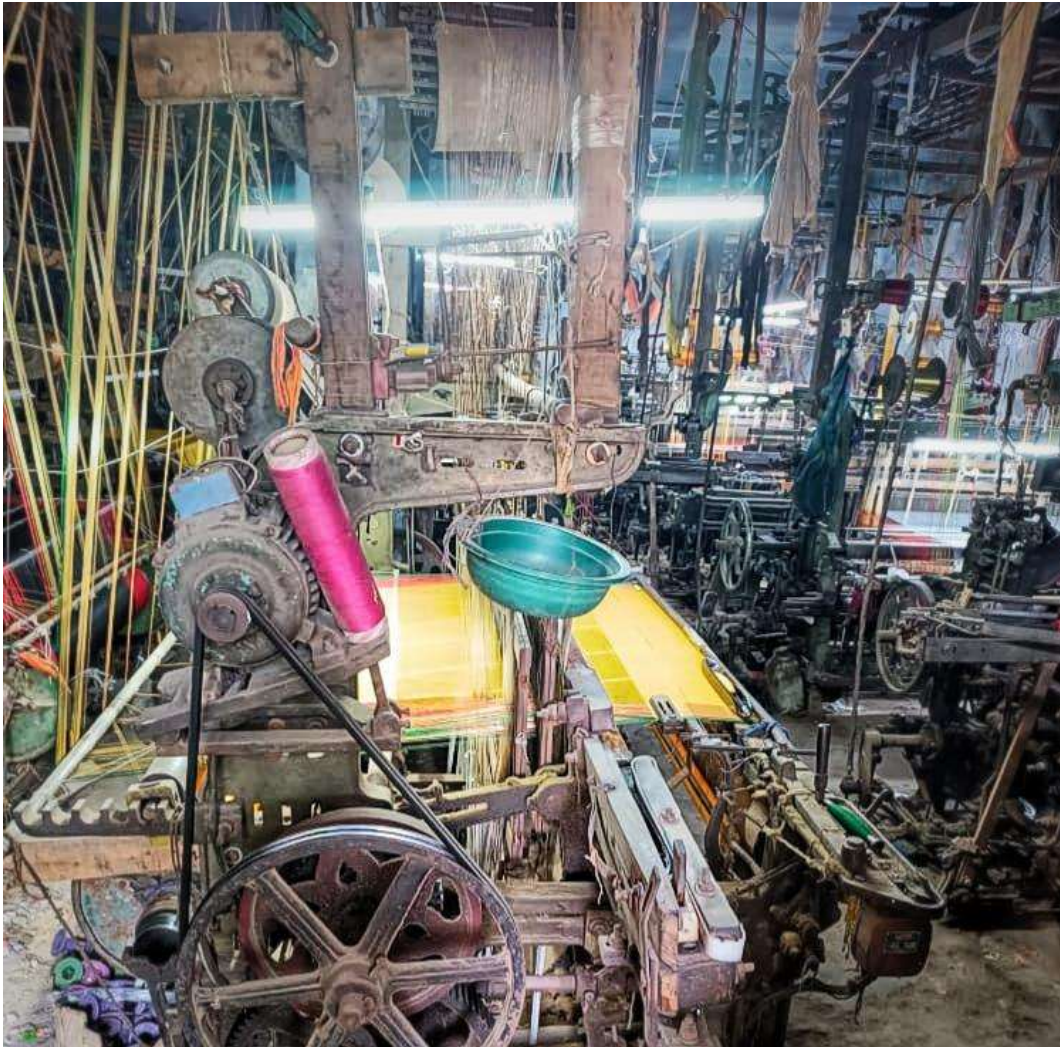
At Azeem Textiles, we strive to provide our customers with the best quality products and services. We are committed to providing our customers with the highest level of customer service and satisfaction. We are dedicated to providing our customers with the best value for their money. We are constantly innovating and developing new products and services to meet the changing needs of our customers.

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They have a team of highly experienced and skilled professionals who are dedicated to providing to customers with the best quality products and services. Our team is committed to providing to customers with the best value for their money. They are constantly innovating and developing new products and services to meet the changing needs of customers.

At Azeem Textiles, they are committed to providing to customers with the best quality products and services. They are dedicated to providing to customers with the highest level of customer service and satisfaction. They are constantly innovating and developing new products and services to meet the changing needs of customers. They are committed to providing to customers with the best value for their money.

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<u>Mission of Azeem Textiles:</u>

- Azeem Textiles is committed to providing the highest quality of powerloom products and services to our customers.
- They strive to be the leader in the powerloom industry by continuously innovating and improving products and services.
- They are dedicated to providing to customers with the best value for their money and to creating a safe and healthy work environment for employees.
- They are committed to being a responsible corporate citizen and to protecting the environment.

<u>Vision:</u>

- This textile company that specializes in producing high-quality fabrics for a variety of applications.
- They are committed to providing to customers with the best quality fabrics at competitive prices.
- Their fabrics are made from the finest raw materials and are designed to meet the highest standards of quality and durability.
- They strive to provide to customers with the best possible service and satisfaction.
- Their fabrics are available in a wide range of colors, textures, and patterns to suit any style or occasion.
- They are dedicated to providing to customers with the best possible experience when it comes to purchasing our fabrics.

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<u>Promoter of company:</u>

The company promoter is an individuals by Own who are responsible for the formation and organization of a business. They are typically responsible for raising capital, recruiting personnel, and developing a business plan. Promoters may also be involved in the day-to-day operations of the business, such as marketing and sales.

In powerloom business I find some personal selling by medium and lower level of businessmen. This contribute a lot in their overall sales volume. While sales promotion activities are very few.

<u>The Customer :</u>

Azeem Textiles is a powerloom company that specializes in producing high-quality fabrics for a variety of sarees . They have been in business for over 20 years and have built a strong reputation for providing superior quality fabrics at competitive prices. Their customers range from small businesses to large corporations, and They are proud to serve them all.

At Azeem Textiles, we understand that there customers have different needs and requirements. They strive to provide the best possible service and products to meet those needs. They offer a wide range of fabrics, from lightweight to heavy-duty, and from plain to printed. They also offer custom-made fabrics to meet specific requirements. There fabrics are available in a variety of colors and patterns, and can also provide custom-dyed fabrics to meet any color requirements.

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They are committed to providing to customers with the highest quality fabrics and services. They use only the best materials and the latest technology to ensure that fabrics are of the highest quality. They also have a team of experienced professionals who are dedicated to providing excellent customer service. They are always available to answer any questions or concerns that customers may have.

At Azeem Textiles, They are proud to be a trusted partner for our customers. They strive to provide the best possible products and services to meet their needs. They look forward to continuing to serve customers for many years to come.

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Competition of Powerloom:

Powerloom sarees are a popular form of traditional sarees in Maharashtra. The competition for powerloom sarees is quite high in the state, with many local weavers and manufacturers competing for customers. The competition is especially high in the cities of Mumbai, Kolkata, Delhi, Pune, Amrawati, and Nagpur where there are many powerloom saree shops. The competition is also high in rural areas, where traditional weavers compete with powerloom saree manufacturers. The competition s also high in the online market, where many online stores offer powerloom sarees at competitive prices.

Competitor Name:

Clothing stores Near Azeem Textiles

There are 99 Clothing stores within 1 km radius of Azeem Textiles. When you increase the radius to 5 Km or 10 Km, you will find 196 and 196 Clothing stores respectively. You would also like to view:

- Saifuddin attari Nagpur - Ansar Nagar, Mainpuri, Nagpur, Maharashtra 440018
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- <u>Alishan collection</u> - Jama Masjid Park & Parking, Mohammad Ali Rd, Mominpura, Nagpur, Maharashtra 440018
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<u>Findings Related to Business Problems</u>

There are some major problems which are being faced by the weaver's businessmen while Dealing with their business.

- Electricity Problem

- Labour Problem

- Raw Material Problem

- Problem related to the Production Process

- Market Problem

- Problem of Mechanic Mehta (Makadam)

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Investment By Company In Manufacturing:

The company has invested in a range of powerloom machines.

The company has also invested in a range of other equipment, such as warping machines, Automatic Spindle Bobbin Winding Machine, Five Bowl Automatic Calendering Machine.

Warping Machine;
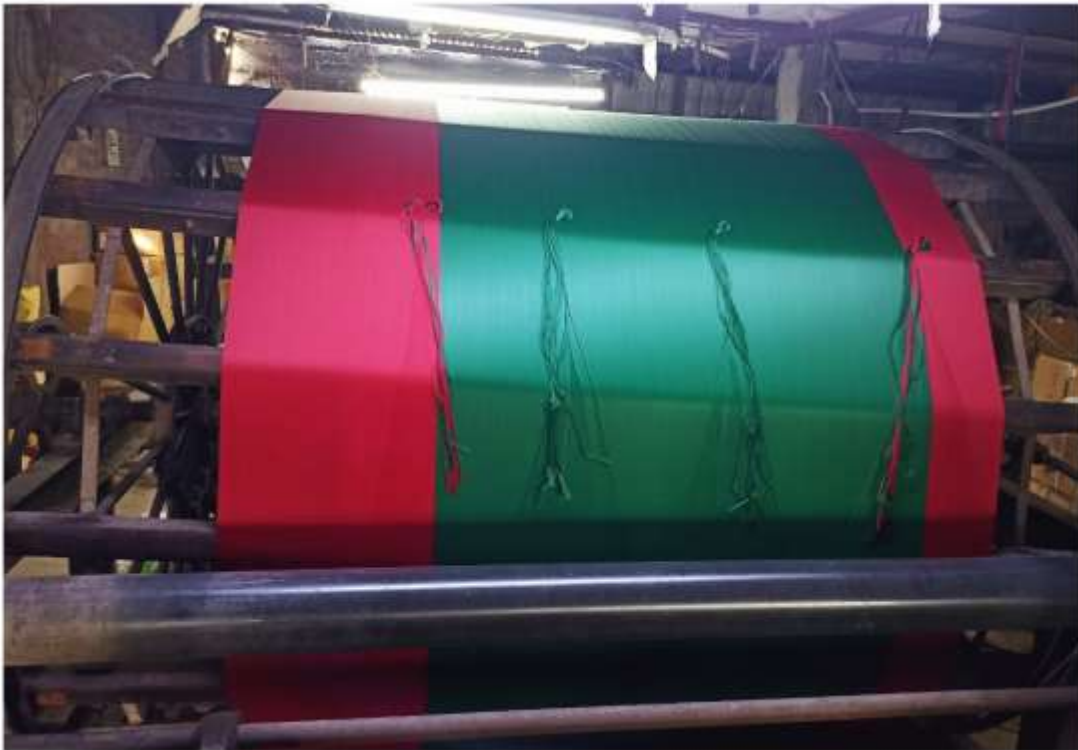
Powerloom warping is a process used to prepare yarn for weaving. It involves winding the yarn onto a beam in a specific pattern to create a warp. The warp is then used to create the fabric on a power loom. The process of powerloom warping is a complex one and requires a great deal of skill and experience.

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The first step in the process is to measure the yarn and determine the number of ends (threads) that will be used in the warp. The yarn is then wound onto a beam in a specific pattern. This pattern is determined by the type of fabric being woven and the number of ends in the warp. The yarn is wound in a specific order, with the ends alternating between the front and back of the beam.

Once the yarn is wound loaded onto the loom. The warp is then threaded through the heddles and reed of the loom. The heddles and reed are used to separate the warp threads and create the shed, which is the space between the warp threads that the weft thread is passed through.

In addition to the machinery and equipment, Azeem Textiles has also invested in a range of other resources, such as land, buildings, and infrastructure. The company has acquired land for its production facilities, as well as for its warehouses and offices.

Calendaring Machine:

A powerloom calendaring press machine is a specialized machine used to press fabric in order to give it a smooth, glossy finish.

The machine works by passing the fabric between two heated rollers, which press the fabric and apply heat and pressure to it. This process helps to create a smooth, wrinkle-free finish on the fabric.

 The machine is typically used in the textile industry to finish fabrics such as cotton, linen, and silk.

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<u>Products:</u>

Acrylic Paithani saree 8 Meter in mat design pattern.

Paithani is one of the most beautiful sarees in the world. Every women dreams of having at least one Paithani saree. No Maharashtrian wedding is complete without Paithani. Paithani resembles the rich Maharashtrian culture and tradition because it was once wore only by the royals.

In Dark colour Rang - Red, Yellow, Green, turquoise, Grey, Royal Blue, Dark blue, Purple, black, Dark pink, BotleGreen, Maroon color.

In light colour Rang – Aboli , Gajaree, parrot green, light orange, Light pink, light Purple, Golden, cream, lemon ect.

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White paithani also manufactured in red and blue border with two border design.

The mixed up of 40-60 % of cotton, sponge and 100% of polyester dyne yarn material uses.

Paithani border has mat design of pattern representing in 8m saree know about Acrylic Paithani Saree

Acrylic Button which is manufactured in Small flowersdesign pattern. And It is also an 8 meter in length.

All Dark and light colour are also same as Paithani Border.

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Star Checks bordor 8 metre

Kaju Buta

Kaju buta saree is in 7.80 meter Available in all dark and light colour rang. This is also using cotton and sponge mix up thread material which is less than 20cm in length.

Acrylic Paithani in 6 metre.

Acrylic paithani, Acrylic Button & Kaju Buta All are manufactured in Maharashtrian pattern.

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<u>Literature Review</u>

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S.V. Chorghade (1976) in his research he studied the "Powerloom Industry in Maharashtra". Maharashtra state has a lion's share in the Growth and development of the Powerloom industry. He attempted to Undertake a detailed study of structure and problems of Powerloom Industry in Maharashtra.

P.R. Ojha (1978) studied the dividend distribution of 51 cotton textiles Companies. He analyzed the dividend distribution of the companies on The basis of size, region, ownership group, management pattern and Age of the companies.

R. R. Ansari (1984) in his research work explained the marketing problems of Powerloom industry in Malegaon City of Nashik District. He has very specifically indicated the marketing problems faced by the Powerloom industry.

Omkar Goswami (1985) has made an analysis of demand and supply in the cotton textile industry. According to him, only the Powerloom
sector and the pure spinning units seem to be doing well. Sixty five to seventy percent of composite mills and the entire handloom sector
are sick.

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Swot Analysis

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Strengths:

1. Experienced and skilled workforce: Powerloom companies have a team of experienced and skilled workers who are well-versed in the production process and can produce quality products.

2. Cost-effective production: Powerloom companies are able to produce products at a lower cost than other traditional methods of production.

3. High-quality products: Powerloom companies produce high-quality products that are durable and long-lasting.

Weaknesses:

1. Limited production capacity: Powerloom companies have limited production capacity and cannot produce large quantities of products.

2. Low-tech machinery: Powerloom companies use low-tech machinery which is not as efficient as modern machinery.

3. Low profit margins: Powerloom companies often have low profit margins due to the low cost of production and the competitive market.

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Opportunities:

1. Expansion of markets: Powerloom companies can expand their markets by introducing new products and services.

2. Technological advancements: Powerloom companies can take advantage of technological advancements to improve their production process and produce better quality products.

3. Government support: Powerloom companies can benefit from government support in terms of subsidies and tax incentives**.**

Threats:

1. Competition: Powerloom companies face competition from other traditional and modern methods of production.

2. Rising costs: Powerloom companies are facing rising costs due to the increasing cost of raw materials and labor.

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Research Study

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Need of Study

- To give people brief information of powerloom.

- To know how company manufacture their product.

- To understand what type of marketing used by company.

- To understand how powerloom are run.

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Objectives

- To understand the working of Powerloom.

- To know about the company Azeem textiles.

- To know the Strength, weakness, opportunity and Threat of company.

- To understand how the company are competitive environment

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Future Aspects of company:

Azeem Textiles is committed to continuing to innovate and develop new products and services to meet the changing needs of its customers. In the future, the company plans to expand its product range to include more advanced and efficient power looms, as well as introducing new technologies such as computer-controlled looms and automated weaving systems. The company also plans to invest in research and development to create new fabrics and materials that are more sustainable and environmentally friendly.

Additionally, Azeem Textiles plans to expand its global presence by opening new offices and factories in other countries. Finally, the company plans to continue to provide excellent customer service and support to ensure that its customers are satisfied with their purchases.

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Strategy of Powerloom:

1.Increase Productivity: The powerloom industry should focus on increasing productivity by investing in modern technology and machinery. This will help them to produce more products in less time and at a lower cost.

2.Improve Quality & strategy: Quality is an important factor in the powerloom industry. The industry should focus on improving the quality of their products by using better raw materials and adopting better production processes.

3.Expand Market Reach: The powerloom industry should focus on expanding their market reach by entering new markets and exploring new opportunities. This will help them to increase their sales and profits.

4.Focus on Branding: The powerloom industry should focus on branding their products and services. This will help them to create a strong brand identity and attract more customers.

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Research Design:

To design a research plan for marketing of powerloom products, the following steps can be taken:

Define the research problem: The first step is to identify the research problem or question that needs to be answered. For example, the research problem could be "What are the factors that influence the purchase decision of powerloom products among consumers?"

Develop research objectives: Based on the research problem, clear research objectives need to be established. For example, the research Objectives could be to identify the factors that influence the purchase decision, assess the level of awareness and perception of powerloom products, and identify potential target segments.

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<u>Research Methodology</u>

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Methodology includes the overall research procedures, which are followed in the research study. This includes Research design, the sampling procedures, and the data collection method and analysis procedures. Research Objective of the report is to learn the facets of marketing and do the monitoring and counter selling for powerloom products. Along with I will also work in the following areas

- Market visit for retail shops

- Research on customer satisfaction

- Sales & Distribution

- Promotional strategy

Research design: -

Type: Exploratory research design using secondary data analysis Descriptive research design using survey method Survey using personal interview (face to face) interview method

Sources of information: survey by means of structured undisguised and general face to face interaction with outlet holders and distributers and used some secondary data.

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Methods of data collection: -

There are mainly two types of data-

- Primary Data
- Secondary data

Primary Data: Primary data is data which is collected through personal interview, survey and experiment.

In my project I use primary data collection method by conduct survey, visit manufacturing plant, and meeting with their employee. I also interact with company owner for obtain information regarding this project.

Secondary Data: Secondary data is data which already available in other sources.

In my I use secondary data as source of data collection. I secondary data I take information from websites and other secondary sources.

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<u>Hypothesis</u>

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In this study the researcher has taken assumptions:

Hypothesis 1:

H0: Marketing of strategy of Azeem Textiles is not positive.

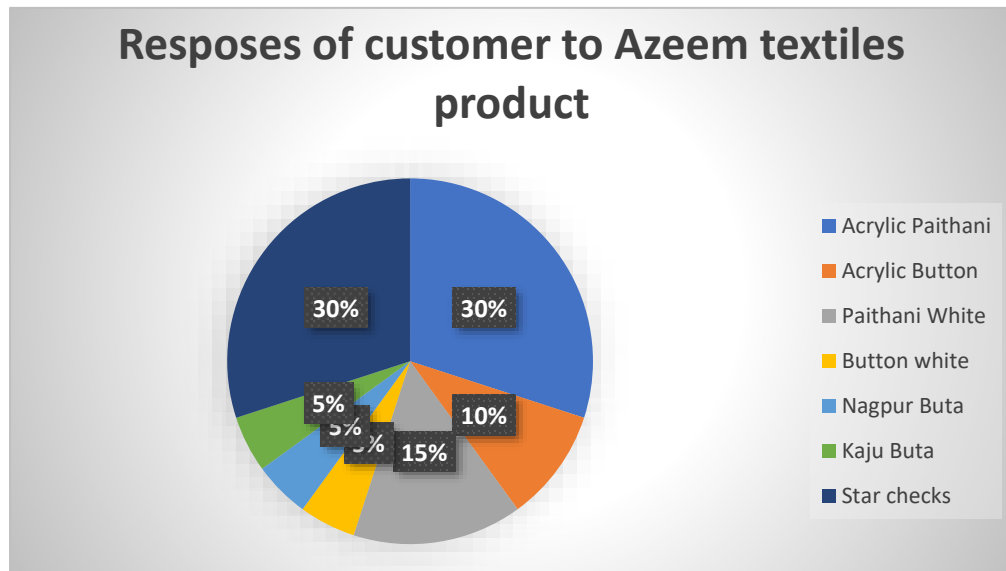H1: Marketing strategy of Azeem Textiles is positive.

Hypothesis 2:

H0: Lack of finance is a major obstacle in modernization and upgradation.

H1: Lack of finance is not a major obstacle in modernization and upgradation.

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<u>Data Analysis And Interpretation</u>

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## Data Analysis and Interpretation

Analysis:

- Customer like Acrylic Paithani and Star check which is 30% both.
- Customers not preferred to much to Bottom whit, kaju bottom and Nagpur buta.
- Customers preferred to Paithani white 15% and Acrylic Bottom.

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Resposes of tyeps business to Azeem Textiles
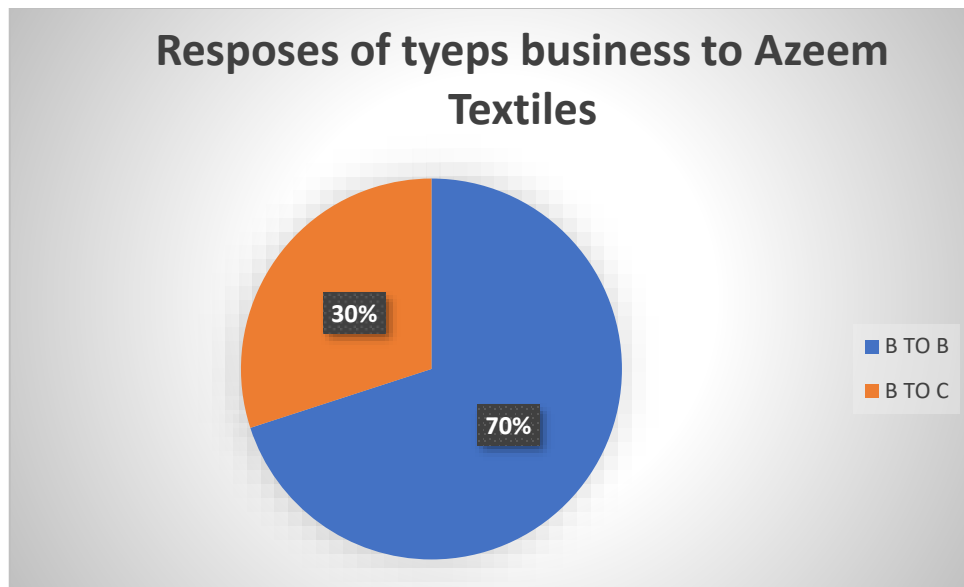
Analysis:

- More business are come from B to B BUSINESS which is 80%.

- Only 20% business are come from B to C business.

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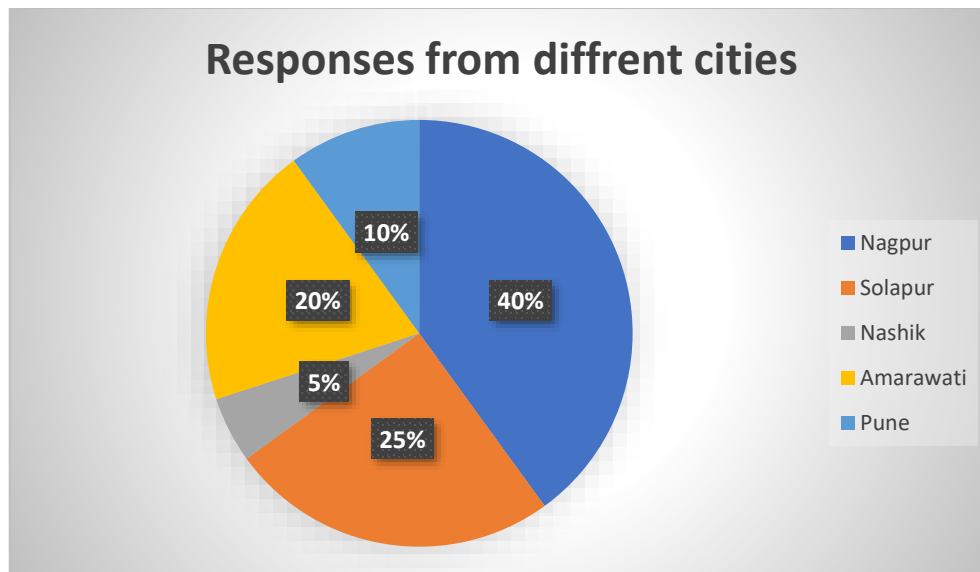
Analysis:

- Nagpur city giving much sales which is 40% of overall sales
- Then Solapur giving 25% of total sales.
- Nashik and Pune are giving 5% and 10% of total sale.

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How satisfied are you with the quality of powerloom products?
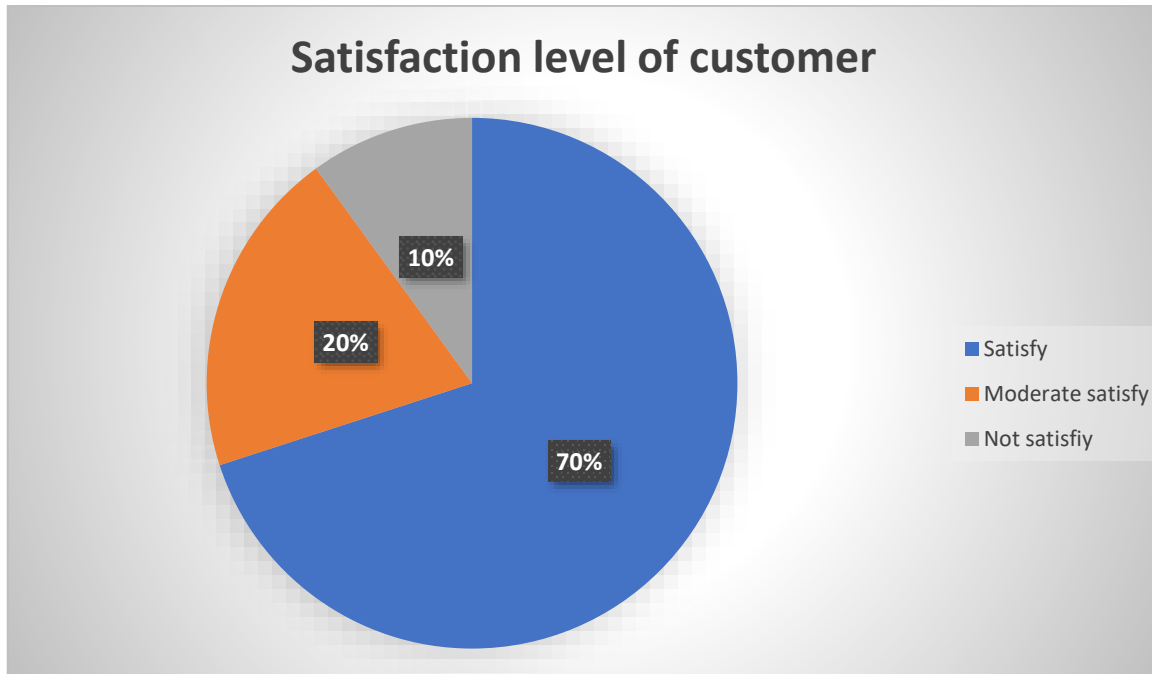
In above chart state that the quality of product of power loom is high satisfy which is 70% means customer are satisfy by the company product.

- How often do you purchase powerloom products?

How much time customer use product

10%

40%

50%

- Rarely use
- Offenly use
- Do not use
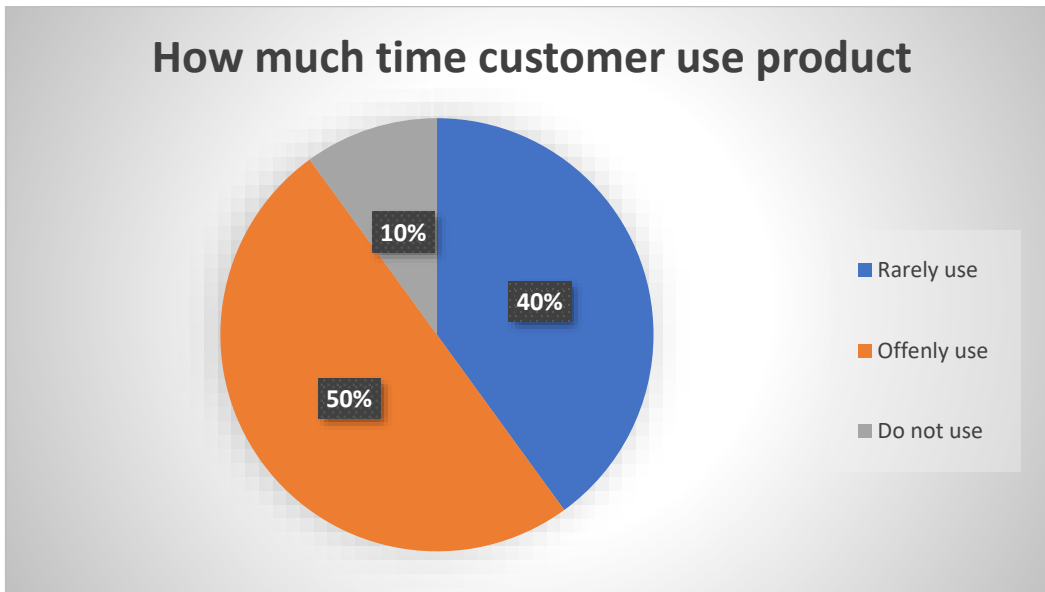
- In above chart stated that the customer use product many time which

  is 50% mean that customer repeat rate is high.

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- What factors influence your decision to purchase powerloom products?
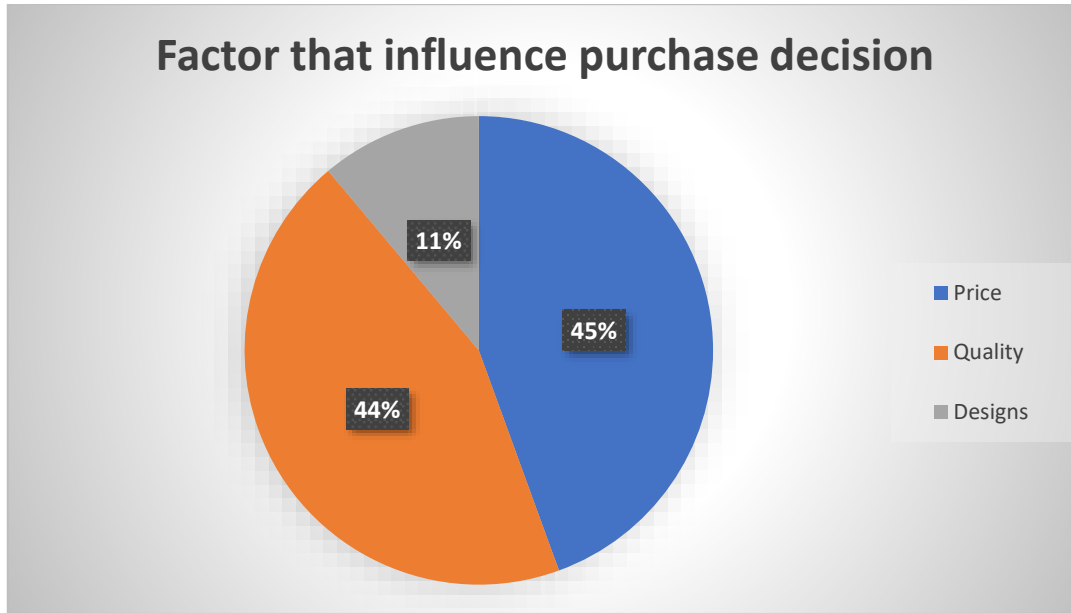
- In above chart stated that a quality and price of product is influence the purchase decision of customer which is 40% both. Mean that the customer are influence by attractive price and quality of product.

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- How would you rate the overall value of powerloom products?

Rating by customer to product

- In above chart stated that the product rating to company is high which

  is 50%. Means that love the company product.

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- How likely are you to recommend company products to others?

Customer recommend product to other
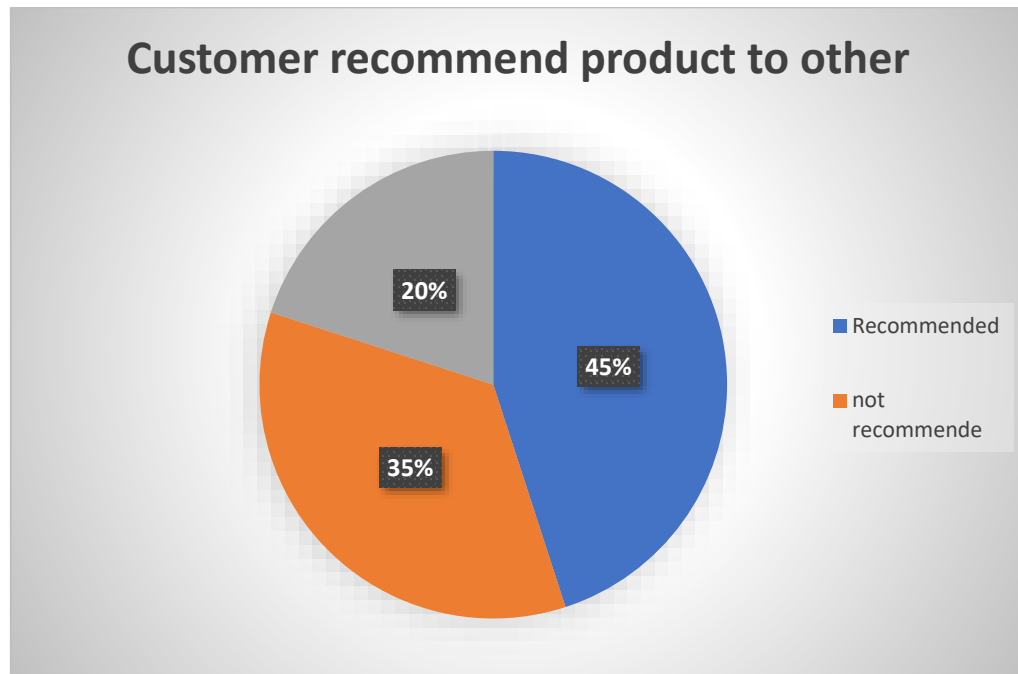
- In above chart stated that customer recommend other for company product which is 45%.

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Impact on Society

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The impact of powerloom companies on society is both positive and negative. On the positive side, powerloom companies provide employment opportunities to people in rural areas, which can help to reduce poverty and improve living standards. Additionally, powerloom companies can help to stimulate economic growth in the region by providing goods and services to local communities.

On the negative side, powerloom companies can cause environmental damage due to the use of hazardous chemicals and the release of pollutants into the air and water. Additionally, powerloom companies can lead to the exploitation of workers, as they often pay low wages and provide poor working conditions.

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Limitations of Study

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Following are limitation of study:

1. Limitation of time for Research study.

2. Not having much information of Company.

3. Their some information are which confidential in nature than cannot be availed

   for the purpose of study.

4. The project is not provided to much marketing strategy of company.

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<u>Conclusion</u>

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After the analyzing company is following conclusion can to made:

1. The company provide high quality of product to customer.

2. Marketing of company is good. where they are limited amount of capital

   invested in for company promotion.

3. That a company providing many times of product to customer.

4. They are providing large number of employment to people which are

   unemployed.

Hypothesis testing:

Hypothesis 1

From the above research study it is found that Alternative Hypothesis that is H1 "Marketing strategy of Azeem Textiles is positive" is found to be true hence accepted where NUL hypothesis that is H0 "Marketing of strategy of Azeem Textiles is not positive" is rejected.

Hypothesis 2

From the above research study it is found that Alternative Hypothesis that is H1 "Lack of finance is not a major obstacle in modernization and upgradation" is found to be true hence accepted where NUL hypothesis that is H0 "Lack of finance is a major obstacle in modernization and upgradation" is rejected.

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<u>Recommendations and suggestions</u>

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1. Invest in research and development to create new products and services that meet customer needs.

2. Develop a comprehensive marketing strategy to reach new customers and increase brand awareness.

3. Utilize digital marketing tactics such as social media, email campaigns, and search engine optimization to reach potential customers.

4. Focus on customer service and satisfaction to ensure customer loyalty.

5. Invest in training and development for employees to ensure they are up-to-date on the latest technology and trends.

6. Develop partnerships with other companies to increase market share and expand the customer base.

7. Utilize data analytics to gain insights into customer behavior and preferences.

8. Invest in technology to improve efficiency and reduce costs.

9. Develop a customer loyalty program to reward customers for their loyalty.

10. Utilize customer feedback to improve products and services.

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<u>Annexure</u>

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Questionnaire

1. How satisfied are you with the quality of company products?

- Satisfy
- Moderate satisfy
- Not satisfy

2. How often do you purchase company products?

- Rarely use
- Many time use
- Do not use

3. What factors influence your decision to purchase company products?

- Quality
- Price
- Pattern

4. How would you rate the overall value of company products?

- Low
- Middle
- High

5. How likely are you to recommend company products to others?

- High recommended
- Not recommended
- Don't know

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