

**Final Project Report**

**“AN ANALYTICAL STUDY OF MARKETING STRATEGIES  
ADOPTED BY GRINDWELL NORTON Ltd.  
(SAINT-GOBIAN)”**

Submitted to:

**DMSR**

**G.S. College of Commerce and Economics, Nagpur  
(An Autonomous Institution)**

In partial fulfilment for the award of the degree of  
**Master of Business Administration**

Submitted by:

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Under the Guidance of:

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NAAC Accredited “A” Grade Institution**



**Academic Year 2022-2023**

**Department of Management Sciences and Research,  
G.S. College of Commerce & Economics, Nagpur  
NAAC Accredited "A" Grade Institution**



**Academic Year 2022-2023**

**CERTIFICATE**

This is to certify that **Priyanka K. Grawkar** has submitted the project report titled, **An analytical study of marketing strategies adopted by Grindwell Norton Ltd.(Saint Gobain)** towards the partial fulfilment of **MASTER 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 has ingeniously completed his project as prescribed by **DMSR, G. S. College of Commerce and Economics, Nagpur, (NAAC Reaccredited "A" Grade Autonomous Institution)** affiliated to **Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur.**

**GUIDE NAME .**

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**Place: Nagpur**

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**Department of Management Sciences and Research,  
G.S. College of Commerce & Economics, Nagpur  
NAAC Accredited “A” Grade Institution**



**Academic Year 2022-2023**

**DECLARATION**

I here-by declare that the project with title “**AN ANALYTICAL STUDY OF MARKETING STRATEGIES ADOPTED BY GRINDWELL NORTON Ltd. (SAINT-GOBIAN)**” has been completed by me in partial fulfilment of **MASTER OF BUSINESS ADMINISTRATION** degree examination as prescribed by **DMSR, G. S.College of Commerce and Economics, Nagpur, (NAAC Reaccredited "A" Grade Autonomous Institution)** affiliated to **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 under taken by me.

**Priyanka Grawkar**

**Place: Nagpur**

**Date**

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**Department of Management Sciences and Research,  
G.S. College of Commerce & Economics, Nagpur  
NAAC Accredited “A” Grade Institution**



**Academic Year 2022-2023**

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**ACKNOWLEDGEMENT**

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

I am extremely thankful to my Project Guide **Dr. Archana Dadhe** for her guidance throughout the project. I tender my sincere regards to the Coordinator, **Dr. Sonali Gadekar** for giving me guidance, 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.

**Priyanka Grawkar**

**Place: Nagpur**

**Date:**

## INDEX

<b>SR NO.</b>	<b>NAME OF CHAPTERS</b>	<b>PAGE NO.</b>
1	INTRODUCTION	6-11
2	COMPANY PROFILE	13-18
3	OBJECTIVES OF STUDY	19-20
4	HYPOTHESIS	21-22
5	SCOPE OF THE STUDY	23-24
6	RESEARCH METHODOLOGY	25-27
7	DATA ANALYSIS & INTERPRETATION	28-41
8	CONCLUSIONS	42-43
9	LIMITATIONS	44-45
10	SUGGESTIONS	46-47
11	BIBLIOGRAPHY	48-49
12	ANNEXURE	50-52

A stylized scroll graphic with a thick black outline. The scroll is unrolled, showing a white rectangular area in the center. The word "INTRODUCTION" is written in a bold, black, serif font in the center of this area. The scroll has rounded ends and a small grey circular detail at the top right corner, suggesting a binding or a rolled-up section.

# **INTRODUCTION**

## **INTRODUCTION**

Marketing is a social and managerial process by which individuals and groups obtain what they need and want through creating and exchanging products and values with others. It is an integrated process through which companies create value for customers and build strong customer relationships in order to capture value from customers in return.

Marketing is used to create the customer, to keep the customer and to satisfy the customer. With the customer as the focus of its activities, it can be concluded that marketing management is one of the major components of business management. The evolution of marketing was caused due to mature markets and overcapacities in the last decades. Companies then shifted the focus from production to customers in order to stay profitable.

The term marketing concept holds that achieving organizational goals depends on knowing the needs and wants of target markets and delivering the desired satisfactions. It proposes that in order to satisfy its organizational objectives, an organization should anticipate the needs and wants of consumers and satisfy these more effectively than competitors.

Marketing develops as a society and its economy develops. The need for marketing arises and grows as a society moves from an economy of agriculture and self-sufficiency to an economy built around division of labor, industrialization and urbanization.

In an agrarian or backward economy, the people are largely self-sufficient. They grow their own food, make their own clothes and build their own houses and tools. There is no marketing because there is no exchange. As time passes, however, the concept of division of labour begins to evolve. People concentrate on producing the items in which they excel. This results in their producing more than they need. This results in their producing more than they need of some items and less than they need of others. Whenever people make more than they want or want more than they want or make, the foundation is laid for trade and trade (exchange) is the heart of marketing. At first the exchange process is a simple one. The emphasis is largely on the production of basics, which usually are in short supply. Little or no attention is devoted to marketing and exchanges are very local—among neighbors or perhaps among neighbouring villages. In the next steps in the evolution of marketing, small producers begin to manufacture their goods in larger quantities in anticipation of future orders.

## Meaning of Marketing:-

Marketing occupies an important position in any business unit. Traditional view of marketing is the customer accepts whatever the seller presents to them. The thing without considering the needs and wants of the customer. Now this concept is changed and the full attention is given on the customer's wants and satisfaction.

The barter system existed in the initial stage of marketing. The caveman, with his surplus products, approached and tried to exchange his products by accepting the products the needed-exchange of product for products. At that time, human beings were in nomadic hunter stage. In this primitive period, the human beings were nothing more than hunters or food gatherers. Then New Stone Age followed. In the stage of backward economy human beings were self-sufficient. In such backward economy or agrarian period, family units were self-sufficient-making needed food, clothes, shelter, tools, etc. As time passed, the division of labor began to play its role and man started producing more than he needed. The surplus was exchanged in terms of commodities needed. They, in possession of surplus goods, searched for those who had a surplus to be exchanged.

Searching for others who needed the surplus products became a tedious job as time and energy had to be wasted. Therefore the people assembled in places called local markets where goods were disposed of. And later, it developed into shops, bazaars etc. The people, according to their interest specialized in productions. Specialists like carpenters, weavers etc., developed at this stage. The appearance of specialization developed the idea of marketing.

In the pre-industrial period, the difficulties of barter system were removed by adopting common mediums of exchange like cow, pigs, slaves, shells, sheep etc. Then these were replaced by metals like copper, iron etc.; and later this medium of exchange was changed to silver, gold etc. At this stage, producers began to produce the products in larger quantities, employed the services of labourers in their factories; and middlemen, through whom sales were conducted, appeared in the words of Kotler, "As the size of wealthy class increased, some goods shops emerged that cater to the rich, and here some of the characteristics of consumer-oriented retailing first appeared. But on the whole, early capitalism operated essentially in an economy of scarcity, and this meant there was little reason to study the needs or wants of consumers or to go out the way cater them."



In the industrial period, handicraft operations appeared in factories; many factories came up and rural areas develop into urban areas where people attracted. The people started life spending their time in factories and facilitated mass production, i.e., home production was replaced by factory system and hand operations were replaced by machines. Because of introduction of new invention along with new machines, the production was on large scale. With the advent of industrial revolution, their arose mass production. Mass production were followed by large –scale consumption .In order that the product may rich the hands of the ultimate user new method of marketing appeared. This industrial revolution in the causes of creation of Modern marketing system.

## **DEFINITION OF MARKETING:-**

“Marketing is human activity directed at satisfying needs and wants through exchange process.”

**- Philip Kotler.**

“Marketing is the total system of business is activities designed to plan, price, promote and distribute want satisfying goods and services to present and potential customer.”

**- W. J. Stanton.**

“Marketing is the creation and delivery of a standard of living.”

**-Melcolm mc. Nair.**

# Marketing Strategy

In the field of marketing, once a business is finally able to adequately profile its customers and competitors, along with its competitiveness in a particular industry, marketing managers can design marketing strategies that are important in capitalizing on company profits and resources. Important strategic decisions in marketing are grounded on specific objectives such as that of maximizing revenue, market share, and level of profitability.

In attaining the marketing objectives, a company must determine the specific market segments targeted for the particular business. With a specific selection of target customer segments, company resources are maximized instead of being put to waste and revenue increases subsequently. Additionally, companies are also able brand their business with a key benefit that distinguishes the company from the rest of its competitors.

## **Why A Business Needs Market Segmentation**

When the market is treated as homogeneous group of individuals where the same marketing mix is offered to customer market-wide, It is called Mass marketing. Its employs mass production, distribution, and product dissemination.

However, since every individual has personal preference, it is quite impossible to satisfy all customers by giving the equal treatment and offering the same product and services. A business has to be sensitive to the need of the customers. If not, a competitor might take advantage and address the need of your customers that was not fulfilled.

On the contrary, when a company understands and recognizes the difference of the customers „need and does not offer the same product a service to everyone, this is called target marketing. So, the diverse market is then classified based on various factors and consideration.

The process of the dividing the market into classified group is called market segmentation. A company is able to better satisfy the needs of its customers when they are properly segmented depending on the need and commonalities of the customers.

Accessibility is one of the criteria which mean that the target market should be closely available to the company. This includes the ease of communication and distribution channels.

Another factor that should be considered is that a market segment should be identifiable. This means that the different characteristics and similarities of the segments are determined so that one market segment can be distinguished from another.

A market segment must also be substantial .A high volume or production must satisfy market segment that are sufficiently large enough in order to properly distribute the product to them. The availability of the product must considerably compensate a large market segment for an increased profitability.

Apart from substantiality, durability must be considered in a market segment. Since people have changing preferences, it is better to cater to a market segment that does not alter too quickly in their tastes .The segments must keep a sense of stability in order to minimize frequent changes.

Lastly, market segments must be evaluated on their unique needs. They must have differences in their responses to the marketing mixes in order to justify the various product that are offered .To illustrate, let us use bath soaps as an example.

Some people prefer those with whitening components while others would go for the moisturizing effect. Even others have unique needs on the kind of soap the use.

### **Based for Consumer Market Segmentation**

A large, diverse market is classified into different factors bus these factors are consistent in a particular segment. For a consumer market, there are four main categories in segmenting the market .One of which is geographic segmentation where regional variables are considered.

Examples of these variables are region, population size, population density, and climate. Some companies take advantage of selling suntan lotions in tropical regions such as Hawaii while other businesses promote fur coats in colder places like Alaska.

Demographic segmentation relies on variables like age, gender, ethnicity, religion, education, occupation, income, social status and family status and size. The customers are grouped basing on the particular need and tastes.

Psychographic segmentation classifies customers based primarily on lifestyle. So, the variables for this kind of segmentation are social activities and interests, opinions, values, and attitudes.

Lastly, behavioral segmentation groups customers according to their behavior on a certain product or service. The factors considered are the customer's readiness to buy, sensitivity to price, brand loyalty, usage rate, benefits required, and sometimes when occasions take place. More often than not, behavioral segmentation serves as a good initial basis for segmenting the market.

## **Market Segmentation**

For most business firm, locating and specifically targeting unique market segments is both a reality and a necessity in today's competitive marketplace. In North America, for example, the assumptions of the mass market no longer hold true for businesses and product categories.

Creative market segmentation strategies often afford the business organization a strategic advantage over its competition. Foreign firm often enter a domestic market by segmenting the market, uncovering and underserved niche, and then concentrating their marketing and financial resources into that niche.



**COMPANY PROFILE**

# COMPANY PROFILE

## SAINT-GOBAIN INDIA



**Saint-Gobain S.A.** is a French multinational corporation, founded in 1665 in Paris and headquartered on the outskirts of Paris, at La Défense and in Courbevoie. Originally a mirror manufacturer, it now also produces a variety of construction and high-performance materials. The company is a component of the Euro 50 stock market index.

Since the middle of the 17th century, luxury products such as silk textiles, lace and mirrors were in high demand. In the 1660s, mirrors had become very popular among the upper classes of society: Italian cabinets, châteaux and ornate side tables and pier-tables were decorated with this expensive and luxurious product. At the time, however, the French were not known for mirror technology; instead, the Republic of Venice was known as the world leader in Abrasive manufacturing, controlling a technical and commercial monopoly of the Abrasive and mirror business. French minister of finance Jean-Baptiste Colbert wanted France to become completely self-sufficient in meeting domestic demand for luxury products, thereby strengthening the national economy.

Colbert established by letters patent the public enterprise **Manufacture royal de glaces de miroirs** (French pronunciation: Royal Mirror-Abrasive Factory) in October 1665.<sup>[4]</sup> The company was created for a period of twenty years and would be financed in part by the State. The beneficiary and first director was the French financier Nicolas du Noyer, receiver of taxes of Orléans, who was granted a monopoly of making Abrasive and mirror-Abrasive for a period of twenty years. The company had the informal name Companies du Noyer.

To compete with the Italian mirror industry, Colbert commissioned several Venetian Abrasive workers he had enticed to Paris to work for the company. The first unblemished mirrors were produced in 1666. Soon the mirrors created in the Faubourg Saint-Antoine, under the French company, began to rival those of Venice. The French company was capable of producing mirrors that were 40 to 45 inches long (1.0 to 1.1 m), which at the time was considered impressive. Competition between France and the Venetians became so fierce that Venice considered it a crime for any Abrasive artisan to leave and practice their trade elsewhere, especially in foreign territory. Nicolas du Noyer complained in writing that the jealous Venetians were unwilling to impart the secrets of Abrasive making to the French workers, and that the Company was hard-pressed to pay its expenses. The distractions of Paris proved distracting to the workers, and supplies of firewood to stoke the furnaces were dearer in the capital than elsewhere. In 1667 the Abrasive-making was transferred to a small Abrasive furnace already working at Tournelville, near Cherbourg in Normandy, and the premises in Faubourg Saint-Antoine were devoted to Abrasive- grinding and polishing the crude product.

Though the Companies du Noyer was reduced at times to importing Venetian Abrasive and finishing it in France, by September 1672 the royal French manufacturer was on a sufficiently sound footing for the importation of Abrasive to be forbidden to any of Louis' subjects, under any conditions. In 1678, the company produced the Abrasive for the Hall of Mirrors at the Palace of Versailles.

In 1683 the company's financial arrangement with the State was renewed for another two decades. However, in 1688 the rival Compagnie Thévert was created, also financed in part by the state. Compagnie Thévert used a new pouring process that allowed it to make plate Abrasive mirrors measuring at least 60 by 40 inches wide (1.5 by 1.0 m), much bigger than the 40 inches (1.0 m) which the Compagnie du Noyer could create.

The two companies were in competition for seven years, until 1695, when the economy slowed down and their technical and commercial rivalry became counterproductive. Under an order from the French government, the two companies were forced to merge, creating the Compagnie Plastier.

In 1702 Compagnie Plastier declared bankruptcy. A group of Franco- Swiss Protestant bankers rescued the collapsing company, changing the name to Compagnie Dagincourt. At the same time, the company was provided royal

patents which allowed it to maintain a legal monopoly in the Abrasive-manufacturing industry up until the French Revolution (1789), despite fierce, sometimes violent, protests from free enterprise partisans.

### **Acquisitions and sales**

Saint-Gobain has made a number of recent acquisitions in the past several years. In December 2005, it purchased the British company BPB plc, the world's largest manufacturer of plasterboard, for \$6.7 billion USD. In August 2007, the company acquired Maxit Group, doubling the size of its Industrial Mortars business and adding the manufacture of expanded clay aggregates to its business portfolio. In 2012, the company acquired SAGE Electrochromics, an innovative manufacturer of Abrasive that tints on command.

The company has also sold off various assets. Recently the company sold its cosmetic Abrasive manufacturing business, including a plant in Newton County, Georgia, United States.

### **Saint-Gobain Gyproc Middle-East**

Saint-Gobain Gyproc Middle East began trading as Gyproc in 2005. In April 2010, the company's first plasterboard manufacturing plant opened on a seven hectare site in Abu Dhabi.

Gyproc products have been used on some of the largest projects in the region, including the stations and main depot for Dubai Metro; Atlantis Hotel – Palm Jumeirah, Capital Gate – Abu Dhabi, Ferrari Experience – Abu Dhabi and Masdar Institute – Abu Dhabi.

### **Saint-Gobain Abrasive India**

Saint-Gobain Abrasive India is a subsidiary of Saint Gobain that manufactures and markets solar control Abrasive, fire resistant Abrasive and other various types of float Abrasives in India. Saint-Gobain Abrasive India has its manufacturing plant at Sriperumbudur, 40 kilometres (25 mi) from Chennai.

Saint-Gobain started its venture in India in 1996 by acquiring a majority stake of Grindwell Norton. Later in 2000 it started its own Abrasive manufacturing unit at Sriperumbudur. In June 2011, Saint Gobain Abrasive India acquired Sezal Abrasive



floatline business, based in the state of Gujarat, India. The acquisition adds about 550 tons per day additional capacity, and the deal was inked at around 150 million USD.

Grindwell Norton (GNO), a company listed on the Bombay and National Stock Exchanges, pioneered the manufacture of grinding wheels in India in 1941. In 1990, Saint-Gobain acquired Norton Company, USA, worldwide and thereby became a shareholder in GNO. In 1996, Saint-Gobain increased its equity stake, making GNO its first majority-owned subsidiary in India. Today, GNO's businesses include: Abrasives, Ceramic Materials Businesses (Silicon Carbide and Performance Ceramics & Refractories), Performance Plastics and ADFORS. The Saint-Gobain Country Head office, INDEC (the captive India IT Development Centre for the Saint-Gobain Group globally) and CertainTeed are also part of GNO. GNO's subsidiary, Saint-Gobain Ceramic Materials Bhutan Pvt. Ltd., manufactures Silicon Carbide. The Group currently holds 51.66% of the equity capital of GNO.

## **PRODUCT**

### **Cutting-off & Grinding Wheels or „Bonded Abrasives“**



Abrasive grains joined with an organic or vitrified bond molded into various shapes including grinding and cut-off wheels with or without reinforcements, segments, mounted points, dressing sticks and sharpening stones. Used for a variety of applications from cutting to rough and high precision grinding including cylindrical outer diameter and inner diameter grinding, dimensioning and sharpening.

### **Non-Woven**



An open web synthetic fibre and abrasive structure compressed into various shapes for stripping coatings, scale, rust, flashings and adhesives as well as surface de-burring and finishing applications. Our Clean Bond Technology enables easy surface blending and cleaning in fewer steps, improved surface finish and without smearing.



**OBJECTIVES OF THE  
STUDY**

## **OBJECTIVES OF THE STUDY**

- To study & examine various marketing strategies adopted by Abrasive Product of Grindwell Norton Ltd.
- To study the market share of the Abrasive Product of Grindwell Norton Ltd.
- To analyze the perception of the respondents towards the Abrasive product of Saint-Grindwell Norton Ltd.
- To know about the marketing skills use while convincing the customer.
- To study the reasons for fall in demand and users.



**HYPOTHESIS**

# **HYPOTHESIS**

H0 : Marketing Strategy is not key element of Grindwell Norton Ltd. (Product, Price, Place, Promotion) to attract consumers.

H1 : Marketing Strategy is key element of Grindwell Norton Ltd. (Product, Price, Place, Promotion) to attract consumers.



**SCOPE OF THE STUDY**

## **SCOPE OF THE STUDY**

- This study helps to understand the Marketing Tools used by Grindwell Norton Ltd. for marketing in market with the profitability.
- The study will help the management of Grindwell Norton Ltd. in forming the future policies regarding Marketing.
- Through sample survey conducted information about current market situation.
- This study focuses on last two to three months.
- The Marketing Strategy with the reference to Grindwell Norton Ltd.
- The study covers the different aspects of Marketing Strategy. This has been conducted in Nagpur.





**RESEARCH  
METHODOLOGY**

## **RESEARCH METHODOLOGY**

Research methodology is a way to systematically show the research problem. It may be understood as a science of studying how research is done scientifically. It is necessary for the researcher to know not only the research methods but also the methodology. This Section includes the methodology which includes. The research design, objectives of study, scope of study along with research methodology and limitations of study etc.

### **UNIVERSE OF STUDY :-**

Universe of study for this project is Nagpur city

### **SAMPLE SIZE :-**

The sample size is used on 100 Respondents

### **SAMPLE METHOD :-**

This method is used in Random Method

## **RESEARCH STUDY**

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.

# DATA

## COLLECTION TYPE OF DATA

### COLLECTION

Generally two types of data are used for any research, which are very important for the research; these can be discussed as –

1. Primary Data
2. Secondary Data

#### **Primary Data –**

Primary data are the data which are original in character, obtained for the first time, being collected from the respondents, either through questionnaire or through personal interviews. This can be collected by various methods like

- Surveys
- Observation
- Experimentation
- Measurements
- Personal interview
- Telephonic interview
- Questionnaires

But my chosen way of collecting data was through Personal Interview and Questionnaires.

#### **Secondary data –**

Secondary data is the data, which has been collected by someone else for some other purpose and is used by the researcher in his research for study. Various sources of secondary data are Catalogues, Brochures, Magazines and Websites, Television etc. In this project I made use of secondary data for gaining more and more about the company, its products and various benefits an advisor will be getting. For acquiring this knowledge I have studied secondary sources like company websites, brochures, paper presentations etc

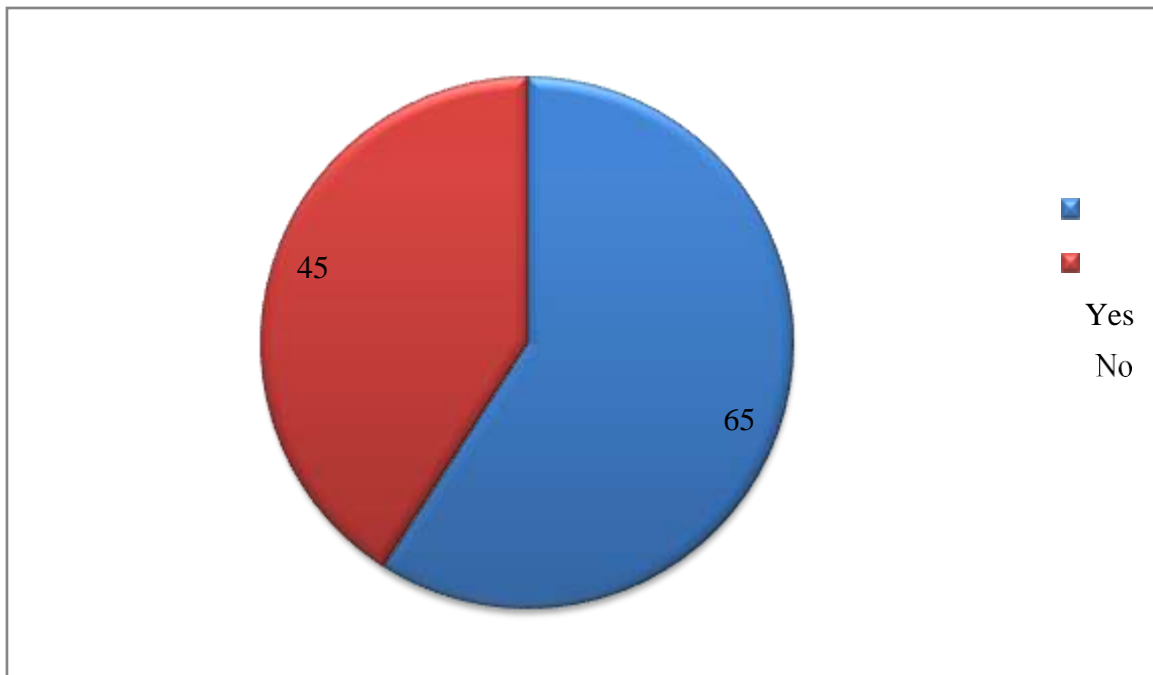


**DATA ANALYSIS  
&  
INTERPRETATION**

## DATA ANALYSIS AND INTERPRETATION

- 1) Grindwell Norton Ltd Company Products are mostly for urban customers.

Opinion	Percentage
Yes	65%
No	45%
Total	100%

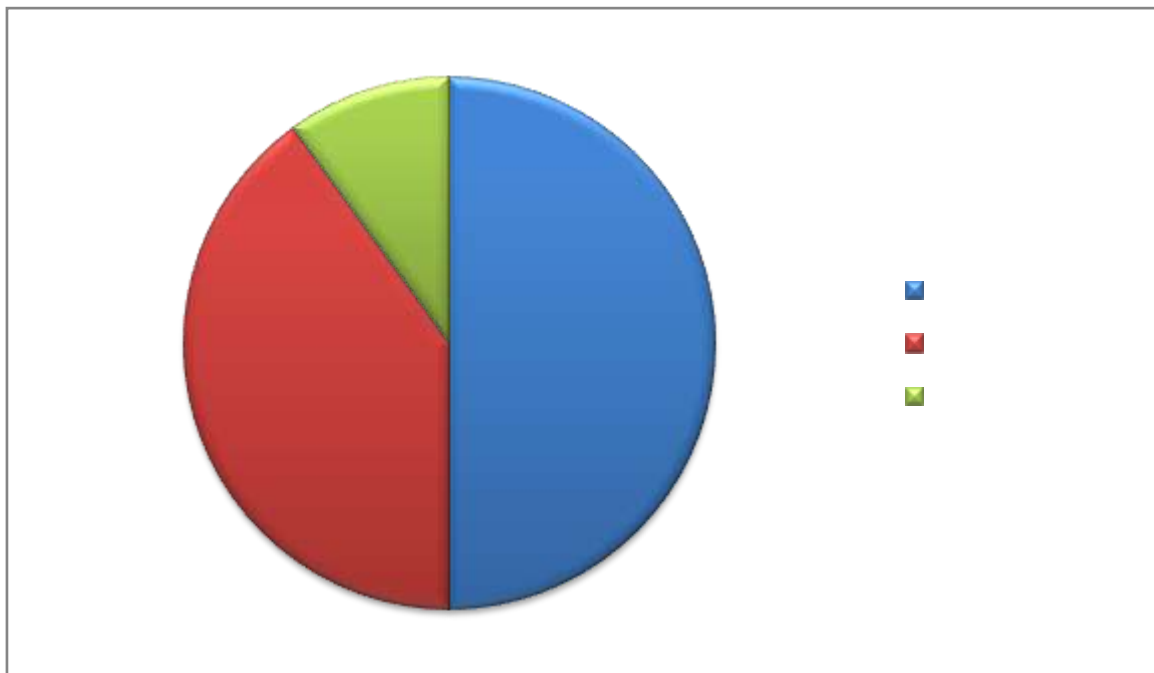


### INTERPRETATION :-

The 65% Product Supply Mostly urban region and 45% Product Supply Rural Region of Customers.

- 2) Grindwell Norton Ltd Product are purchase more by people with higher income and higher middle class.

Opinion	Percentage
Yes	50%
No	40%
Don't think so	10%
Total	100%

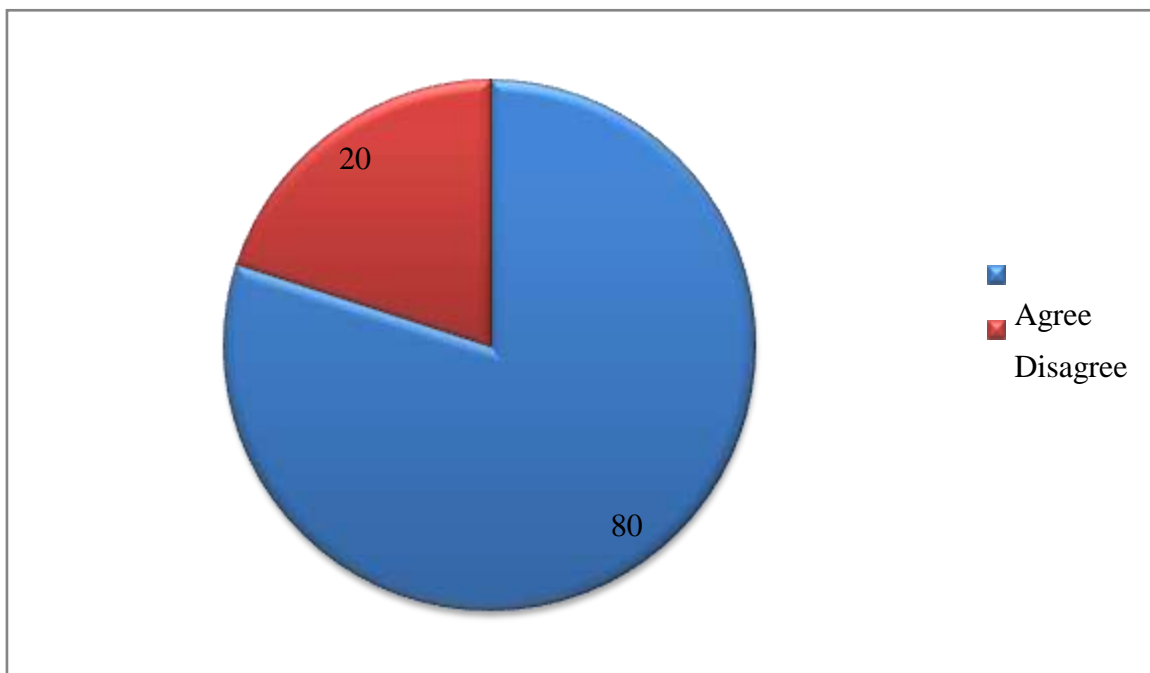


## **INTERPRETATION :-**

The 50% Products are Purchase more by people with higher income and 40% products and purchase by people with the lower income and 10% products purchase by other.

3) Grindwell Norton Ltd products are known for better quality.

<b>Opinion</b>	<b>Percentage</b>
Agree	80%
Disagree	20%
<b>Total</b>	<b>100%</b>

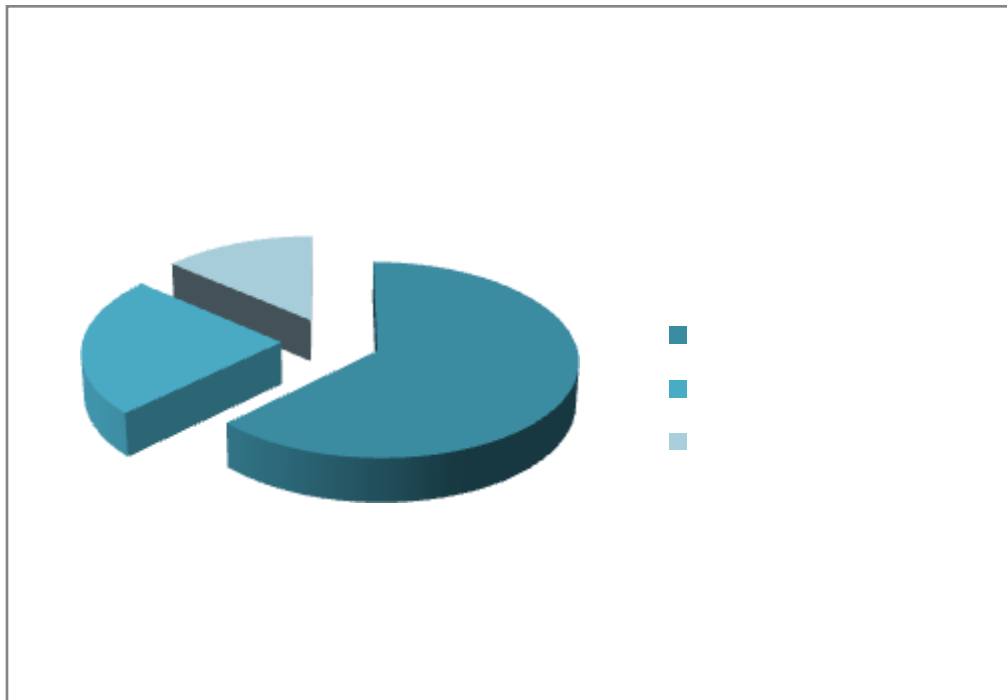


### **INTERPRETATION :-**

The 80% Products and Better Quality as compared to other and 20% are Not Satisfied by the People.

4) Which Abrasive do you prefer?

<b>Prefer</b>	<b>Percentage</b>
Grindwell Norton Ltd	64%
Asahi India	24%
Any Other	14%
Total	100%



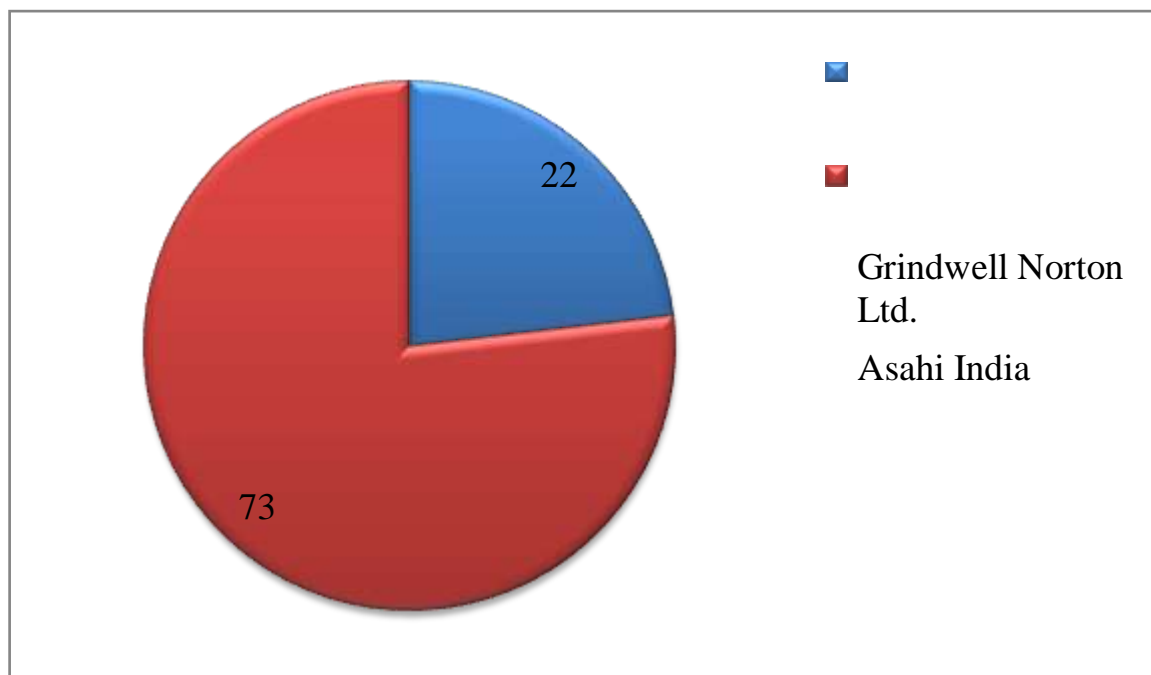
## **INTERPRETATION**

When respondents were asked about which health you prefer 62% respondents said Grindwell Norton Ltd, 24% said Asahi India and 14% said others.



## 5) LIKING FOR THE ABRASIVE

Brands	Percentage
Grindwell Norton Ltd	22%
Asahi India	73%
<b>Total</b>	<b>100%</b>



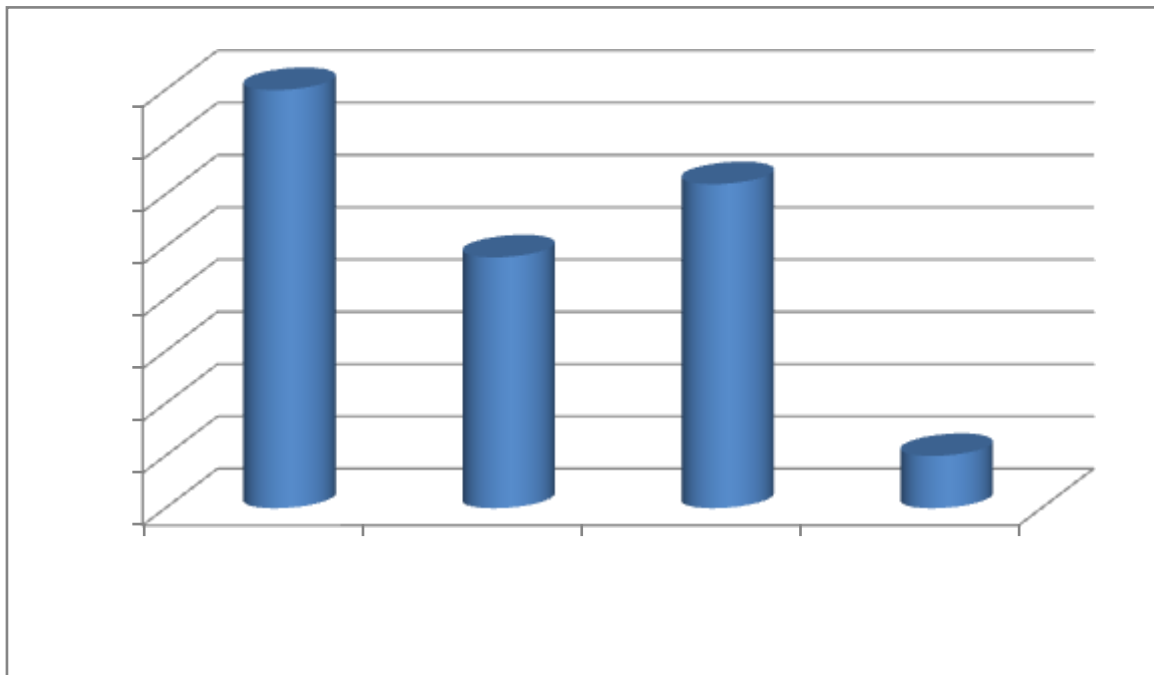
## INTERPRETATION

From the above analysis of the given sample of 50 respondents it is concluded that out of Most people likes to Grindwell Norton Ltd while only people don't prefer to

Asahi India.

6) Which brand of Eateries you deal in?

Brand	Percentage
Grindwell Norton Ltd	40%
Asahi India	24%
Triveni Abrasive	31%
Other	5%

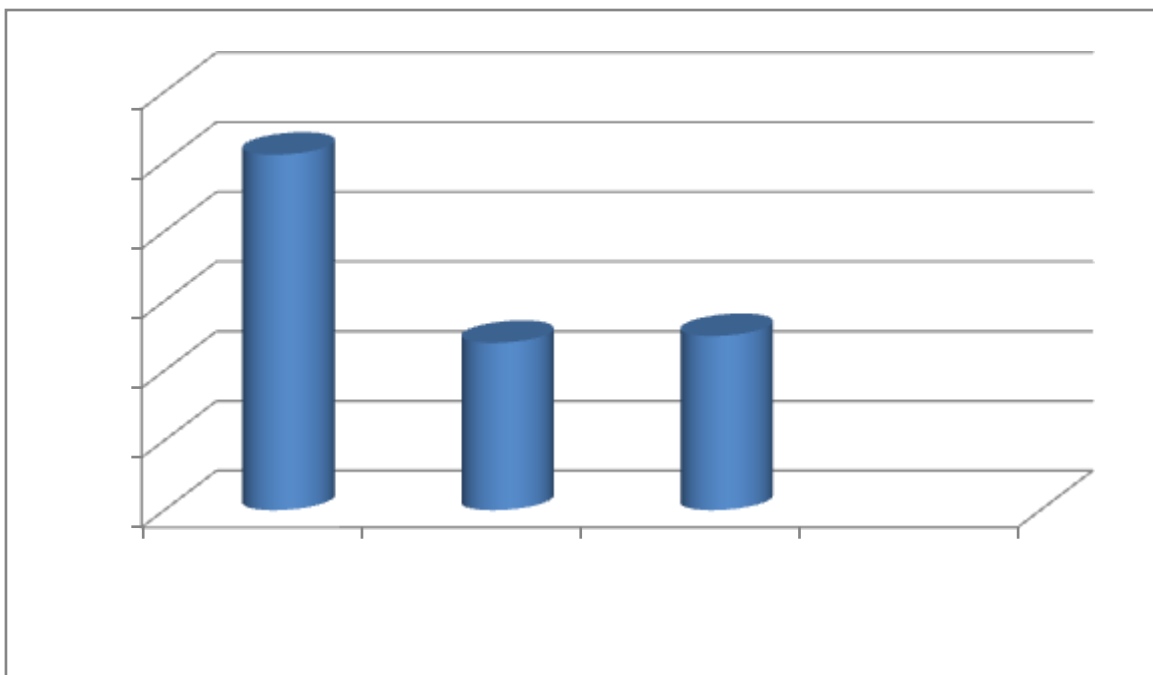


**INTERPRETATION:**

From the above data, we can clearly understand that 40% of retailers deal in Grindwell Norton Ltd product's, 24% of retailers deal in Asahi India product's, 31% of retailers deal in 20 – 20 product's and 5% others product's. by this analysis I conclude that Grindwell Norton Ltd product's Deal by 40% of retailers in Nagpur.

7) **Which brand of Eateries provides you better quality?**

<b>Brand</b>	<b>Percentage</b>
Grindwell Norton Ltd	51%
Asahi India	24%
Other	25%

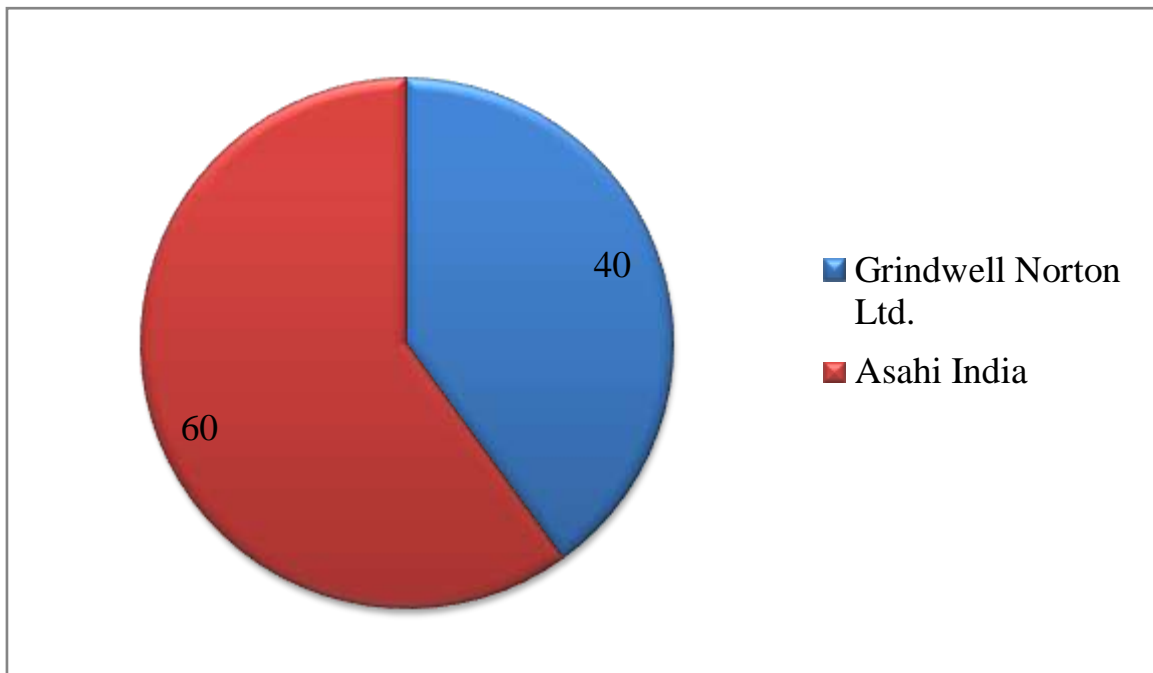


**INTERPRETATION:**

From the above data, we can clearly understand that 51% retailers agreed that Grindwell Norton Ltd provide the better facilities, 24% of retailers says Asahi India and 25% retailers are says both Other. by this analysis i conclude that Grindwell Norton Ltd Co provides better facilities for retailers in Nagpur.

8) Which brand of Abrasive do you prefer?

Brand	Percentage
Grindwell Norton Ltd	40%
Asahi India	60%
Total	100%

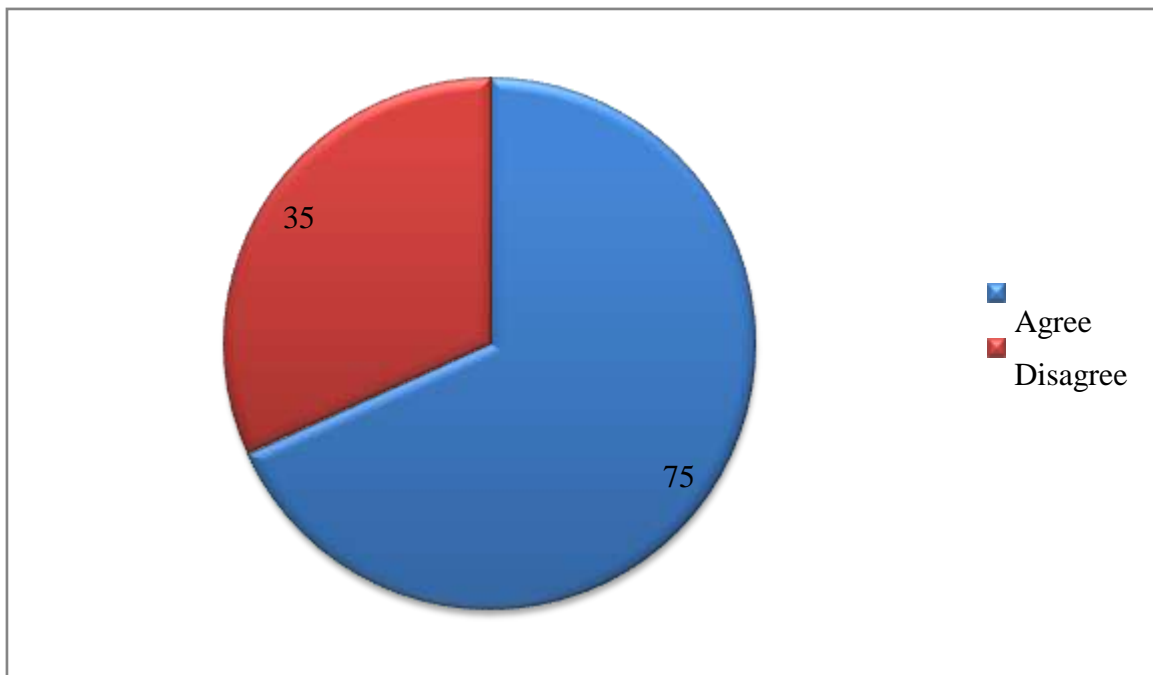


### **INTERPRETATION :-**

From the above graph the 60% people prefer Grindwell Norton Ltd and 40% prefer Asahi India Abrasive.

9) Don't we see more advertisement of Saint Gobian on T.V./Radio or newspaper.

Opinion	Percentage
Agree	35%
Disagree	75%
Total	100%

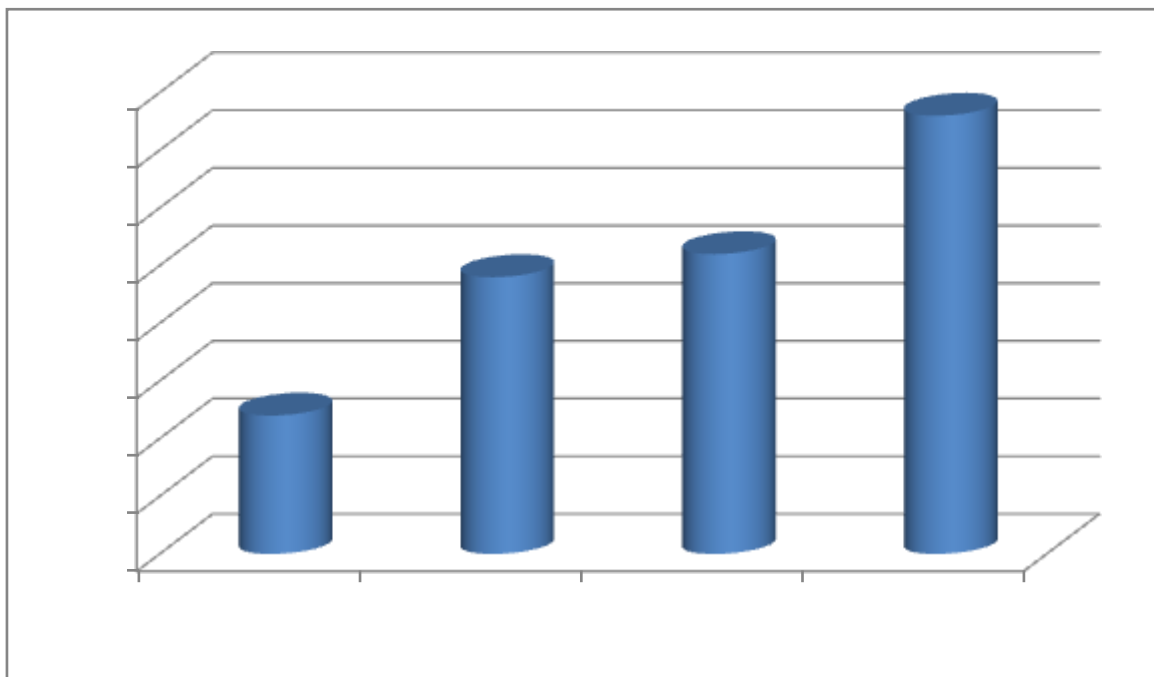


### **INTERPRETATION :-**

The 75% Abrasive advertisement for TV or Newspaper and 35% Grindwell Norton Ltd product advertisement for Radio or other.

**10) How many crates of Abrasive you sell per day?**

<b>Sales per day</b>	<b>Percentage</b>
0-1	12%
1-2	24%
2-3	26%
More than 3	38%

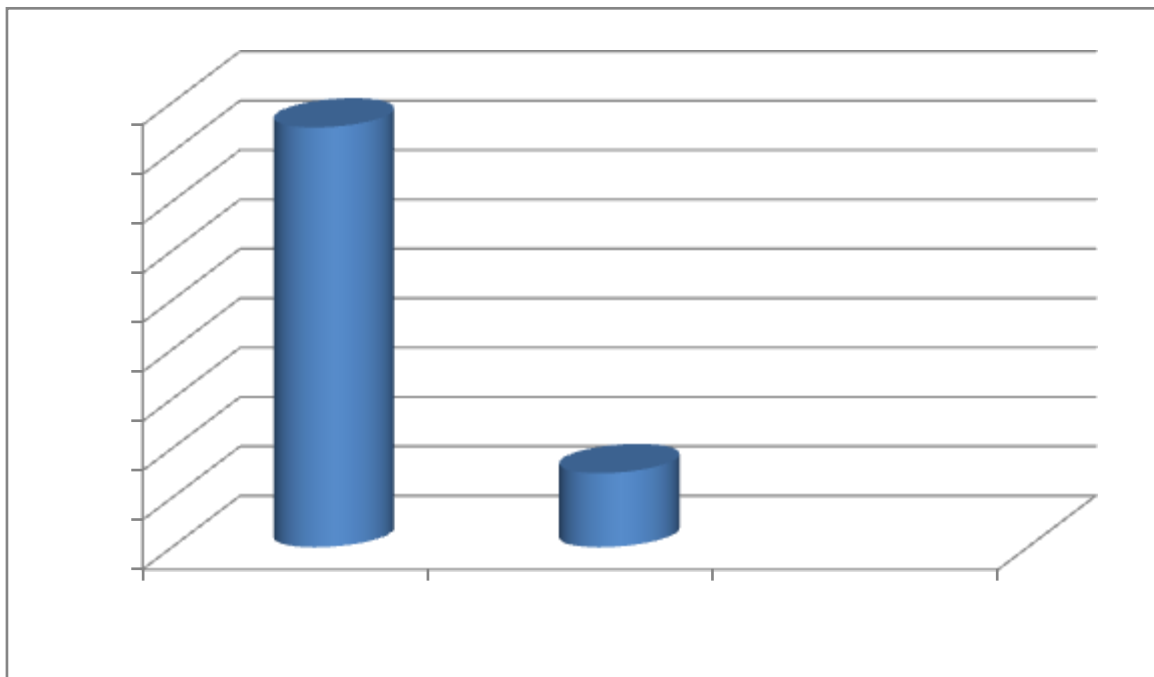


**INTERPRETATION:**

From above data, we can clearly understand that 12% of retailers sells 0-1 crates, 24% of retailers sells that 1-2 crates, 26% of retailers sells 2-3 crates , 38% of retailers sells that sell more than 3 crates in one day. by this analysis I conclude that in summer 38% of retailers sell more than 3 crates.

**11) Which kind of Abrasive you prefer to have?**

<b>Drink</b>	<b>Percentage</b>
Packaged	85%
Unpackaged	15%



**INTERPRETATION :**

From the above data, we can clearly understand that 85% of customers prefer to have packaged Abrasive and 15% of customers prefers to have unpackaged drinks. by this analysis I Conclude that 85% of customers prefer to have packaged drinks in Nagpur city.



## 12) Marketing strategies of Saint Gobain

The marketing strategy of Saint Gobain & how Saint Gobain runs its campaign, etc. Beginning with its STP Analysis.

**Do you know the three main parameters of marketing where Norton group work more?**

Parameters
Segmentation
Targeting
Positioning

## 13. Do you know the slogan for marketing

**‘Ceiling Nahi Feeling Hai’**

## 14. How many Social Media platform they used by Saint Gobain

Instagram	26.9K
Facebook	380K
LinkedIn	678K
Twitter	23.7K

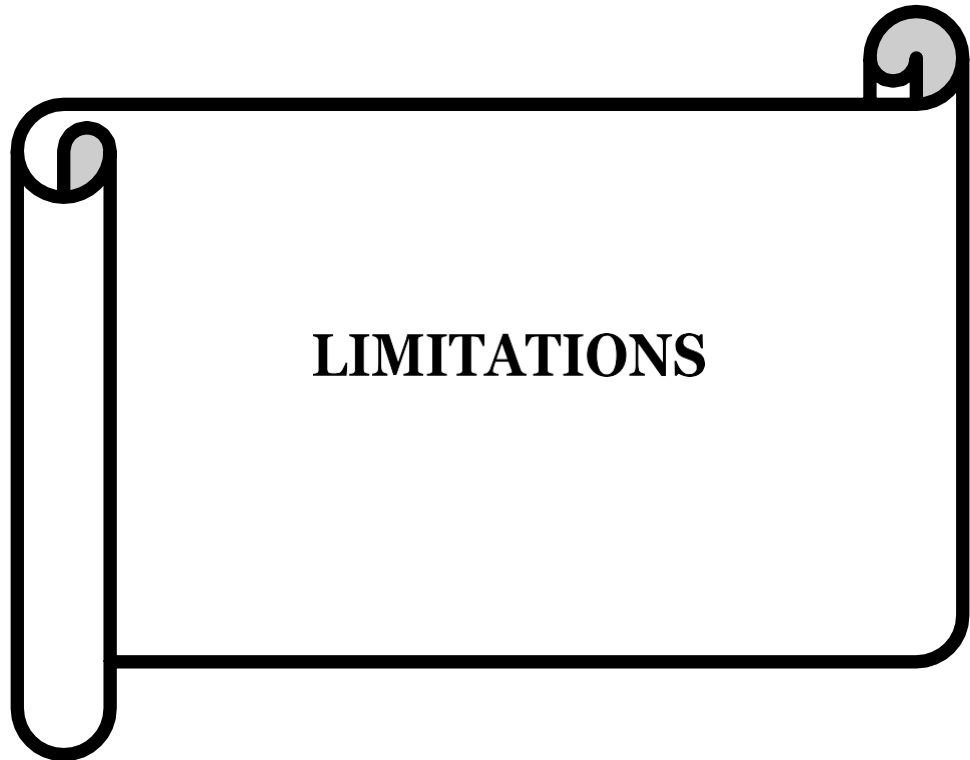


**CONCLUSION**

## **CONCLUSION**

The Indian Organizations have to concentrate on delivering the experiences to the customers leading to satisfaction and association with all the dimensions of the brand. These experiences can be delivered by involving the customer in the supply chain which demands improvement from the organization In terms of training the employees and aligning the culture to deliver value to the customers.

The participation of the customers can be ensured by using novel methods of communication and branding. The Profit and Sustainability of Indian Brands will depend on how efficiently and quickly the organization can adapt to these new demands of the customers.



## **LIMITATIONS**

- The study is limited to Nagpur.
- The study is limited to Marketing Strategies of Grindwell Norton Ltd.
- The study is limited to data obtained from 100 customers.
- The sample size taken is very small as compared to the populations size using the product.
- The study will be conducted in Nagpur city for the period 2022.

A graphic of a scroll with a thick black outline. The scroll is partially unrolled, with the top edge curled up on the left and right sides. The word "SUGGESTIONS" is written in a bold, black, serif font in the center of the unrolled portion.

**SUGGESTIONS**

## **SUGGESTIONS**

- Company should adopt the promotional activities properly and notion a trial and error method.
- Company should provide more profitable schemes so that the retailers can happily accept it.
- Company should arrange training or Seminar programs for retailers to make them aware about the company's sales objective and enhance their selling ability.
- Company should give knowledge to the salesman about the promotional Scheme so that they can better understand the importance of promotional activities.
- There should be a regular meeting between distributor & company about the implementation of sales promotion.



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- <https://en.wikipedia.org/wiki/sml>



**ANNEXURE**

## ANNEXURE

- 1) Grindwell Norton Ltd Company Products are mostly for urban customers.
  - Yes
  - No
- 2) Grindwell Norton Ltd Product are purchase more by people with higher income and higher middle class.
  - Yes
  - No
  - Don't think so
- 3) Grindwell Norton Ltd products are known for better quality.
  - Agree
  - Disagree
- 4) Which Abrasive do you prefer?
  - Grindwell Norton Ltd
  - Asahi India
  - Any Other
- 5) Liking For The Abrasive
  - Grindwell Norton Ltd
  - Asahi India
- 6) Which Brand Of Eateries You Deal In?
  - Grindwell Norton Ltd
  - Asahi India
  - Triveni Abrasive
  - Other
- 7) Which brand of Eateries provides you better quality?
  - Grindwell Norton Ltd
  - Asahi India
  - Other

8) Which brand of Abrasive do you prefer?

- Grindwell Norton Ltd
- Asahi India

9) We do not see much advertisement of Grindwell Norton Ltd on T.V./Radio or newspaper.

- Agree
- Disagree

10) How many crates of Abrasive you sell per day?

- 0-1
- 1-2
- 2-3
- More than 3

11) Which kind of Abrasive you prefer to have?

- Packaged
- Unpackaged