

# **SUMMER INTERSHIP PROJECT**

**“Study of marketing strategy and brand Promotion at  
Midas Bathware”**

**SUBMITTED TO:**

**DMSR**

**G.S. college of commerce and economics, Nagpur  
(An autonomous institution)**

**AFFILITED TO:**

**RASHTRASANT TUKADOJI MAHARAJ NAGPUR UNIVERSITY, NAGPUR**

**Submitted by:**

**MR. YASH R. PARMAR**

**Company Guide:**

**Mr. DARSHAN KANERIA**

**Faculty Guide:**

**Dr. ANIRUDDHA AKARTE**

**Department Of Management Sciences and Research,**

**G.S. College of Commerce & Economics, Nagpur**

**NAAC Accredited “A” Grade Institution**



**ACADEMIC YEAR 2022-23**



## CERTIFICATE

This is to certify that the investigation described in this report titled “ **Study of marketing strategy and brand Promotion at Midas Bathware**” has been carried out by **Mr. YASH R. PARMAR** during the summer internship project. The study was done in the organization, **ORB CERAMIC PVT. LTD**, in partial fulfilment of the requirement for the degree of Master of Business Administration of G.S. College of Commerce & Economics, Nagpur Affiliated to Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur. This work is the own work of the candidate, complete in all respects and is of sufficiently high standard to warrant its submission to the said degree. The assistance and resources used for this work are duly acknowledged.

**Dr. Aniruddha Akarte**  
(Faculty Guide)

**Dr. Sonali Gadekar**  
(MBA Co-Ordinator)

**ORB CERAMIC PVT. LTD.**

CIN NO. U26933GJ2010PTC061892  
SARTANPAR ROAD, 8-A NATIONAL HIGHWAY,  
WANKANER-363621, GUJARAT, INDIA

**MIDAS®**

DATE: - 28/12/2022

**TO WHOM SO EVER IT MAY CONCERN**

This is to certify that Mr. **Yash Rajesh Parmar**, a student of MBA Sem-III, Department of Management Sciences & Research, **G. S. College of Commerce & Economics**, Nagpur has successfully completed his Internship Program from 15/09/2022 to 31/10/2022 under our guidance. During the period of his internship, he was found punctual, hardworking and inquisitive.

From,  
Orb Ceramic Pvt. Ltd. (India)

**DARSHAN KANERIA**

Darshan Kaneria  
Authorized Signatory

## ACKNOWLEDGEMENT

It is a matter of pride and privilege for me to have done a summer internship project at “**ORB CERAMIC PVT Ltd.**” and I am sincerely thankful to them for providing this opportunity to me.

I am thankful to **Mr. DARSHAN KANERIA** for guiding me throughout this project and continuously encouraging me. It would not have been possible to complete this project without his support.

I am also thankful to all the faculty members of Department of Management Sciences and Research, G.S. College of Commerce and Economics, Nagpur and particularly my mentor and coordinator **Dr. Sonali Gadekar** for helping me during this project.

I'm thankful to the principal of G.S. College of Commerce and Economics, Nagpur, **Dr. Swati s. Kathaley** and to the Dean of DMSR, **Mr. Anand kale**.

Finally, I am grateful to my family and friends for their unending support.

YASH R. PARMAR

## INDEX

<b>Sr. No.</b>	<b>Particulars</b>	<b>Page No.</b>
1	Introduction	1
2	Company profile	4
3	Company logo	8
4	Objectives of SIP	10
5	Scope of SIP	12
6	Contribution during SIP	14
7	Limitations	17
8	Research methodology	19
9	Findings & suggestions	21
10	Conclusion	23
11	Bibliography	25

# **INTRODUCTION**

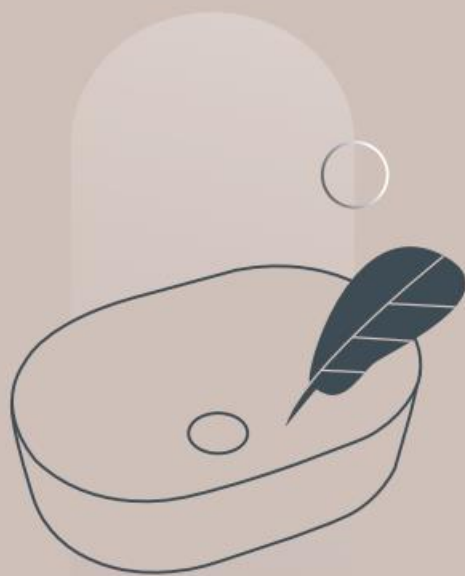
Midas Sanitaryware is a premium brand of Orb Ceramic Pvt Ltd, an ISO-9001 certified company, motivated by its vision to turn traditional bath spaces into functional ones that offer an experience of unparalleled luxury, Midas has been bringing spectacular solutions into the industry.

Innovation, superior craftsmanship, and no compromise on quality are the key attributes, Midas offers in its products with a promise of experience and excellence. Explore the most innovative, and inclusive range of sanitaryware in this exclusive catalogue.

Orb Ceramic Private Limited is a non-govt company, incorporated on 06 aug, 2010. It's a private unlisted company and is classified as 'company limited by shares.

Orb Ceramic Private Limited is majorly in manufacturing (non-metals & chemicals, and products thereof) business from last 13 years and currently, company operations are active. current board members & directors are Jayendrabhai kababhai kalaria, dilipbhai chhaganbhai kaneriya, deep jayendrabhai kalaria, pulin prafulbhai Patel and darshan Kumar dilipbhai Kaneria.

Company is registered in Ahmedabad (Gujarat) registrar office. orb ceramic private limited registered address is s. no. 133/p2, nr. senso Granito, N.H. 8a Sartanpar road, tal. Wankaner Sartanpar GJ 363622 in.



POETRY FOR  
BATH SPACES  
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## **COMPANY PROFILE**

## ORB CERAMIC PVT LTD.



Orb ceramic Pvt Ltd is located in Morbi district in the state of Gujarat. The company was started in 2010 to provide quality and premium products to enrich the society.

Midas Bathware is a premium brand of Bathware products by Orb Ceramic Pvt Ltd. Excellent products, cutting-edge production technologies and an outstanding price performance ratio impress quality-conscious customers in all parts of India. Located in the hub of ceramic Industry of India (Morbi, Gujrat), Midas Bathware was introduced by Orb Ceramic Pvt Ltd in 2011 with an objective of providing world class bathware products to the society. The company specializes in developing and manufacturing superbly finished sanitary

ware and cp fitting products. The company offers high quality sanitary ware, faucets and kitchen sink products. The company`s quality management system has gained ISO9001 certification.

- Midas sanitary ware provides best quality products at very affordable rates. They always prefer to give quality products which satisfies the need of the consumers by variety of products.
- They basically deal in various wall hung, one-piece closets, one-piece basins, table top basins, wall mount basins, floor mount (EWC) and exclusive designer table top basins.
- Each wall hung have its own specification or quality which satisfies the needs as per demand. Usually there is two types of design (square and round) pattern.

**One-piece closets:** - one-piece closets are western style commode combined with ceramic flush tank. There is basis technology and modern technology of flushing which helps to save water i.e., efficiently used as per needed.

- 1) normal flushing with rim
- 2) rimless technology
- 3) siphonic technology

Midas Sanitaryware provides brilliant white and ivory colour.

recently in 2022 they have changed their name from midas sanitaryware to midas bathware.

usually, my work was to contribute towards the sales of the company and to increase the dealers and retail shops by visiting from time to time.

my contribution was to interact with the dealers to sale our products and make a promotion of the brand by giving specific details and assurance that the product with they are selling will help to stand in the market and will help to gain more profits.

- The main motive is to make one or two dealers in a particular district or particular area which will help the company to make profits and will make a different product.
- The main motive is to get connected with our dealers and retailers to satisfy their needs.
- The marketing strategy is to make a brand in a particular city and in a town.
- Current dealers are in gadchirolli, armori, wadsa, brahmapuri, umred, pauni, sakoli, gondia, tumsar, bhandara, ramtek, butibori, hinganghat, warora, wardha, chandur railway.
- We get connected to one-by-one dealers by interacting with them and giving suggestions. we guide them if they are new in this kind of field but have great interest to make a name in the market.
- As in today's scenario there is too much of competition faced by retail shop because of easy entry and exit of the shops.
- Many face lot of difficulties during their initial stages. so, Midas company makes them stable by giving proper guide lines and taking time to time feedback from them.

**COMPANY LOGO**



## COMPANY INFRASTRUCTURE



## **OBJECTIVES OF STUDY**

- **Increase Brand Presence of Midas Bathware**
- **Improve Brand Reputation among customer**
- **Increase Traffic**
- **Increase Prospect Pipeline**
- **Diversify Lead Sources**
- **Acquire More Prospects from Existing Markets**
- **Launch Product**



## **Scope of study**

➤ **Products and Services**

Products and Service are the basic element of marketing. If there is no product there is no marketing. It is concerned with the nature and type of products, product quality and design, product planning and development, product decisions relating to branding, labelling, packaging, trademarks etc.

➤ **Marketing Research**

Though products and services were the starting point under traditional marketing, modern marketing starts with an analysis of the various aspects of market and related areas. It includes an analysis of nature and types of customers, size of market, customer attitude, buyer behaviour etc. An in-depth analysis of customers and markets is a prerequisite for every marketer to have a successful marketing.

➤ **Channel of Distribution**

The pathway through which the goods move from producer to consumer is the channel of distribution. It includes a number of intermediaries like wholesaler, retailers, jobbers etc. Channels by moving the goods help in transferring the ownership of goods from seller to buyer.

➤ **Physical Distribution**

The physical movement of the goods from producer to consumer is physical distribution. It includes transportation, warehousing, inventory control and management, order processing etc.

➤ **Promotional Decisions**

Howsoever good a product is, it has no value if it is not properly promoted. Promotion has the basic objective of informing the market about product availability and creating a demand for it. Different promotional tools are there like advertising, sales promotion, personal selling, publicity, public relations etc.

➤ **Pricing Decisions**

This is the only element of marketing which generates revenue for the firm. Pricing is concerned with pricing policies and strategies, price determination, discounts, commissions etc.

➤ **Environmental Analysis**

An analysis of the environment in which the business is to be carried out is the first step for any organisation. The various macro and micro factors should be studied beforehand only to develop an understanding of the strength, weaknesses, opportunities and threats, for an organisation.

➤ **Feedback from Customers**

For successful marketing of goods, it is essential that the marketer obtains the required feedback from customers.

**CONTRIBUTION DURING SIP**

- While applying for the internship, I have sent my application to college and received an appointment letter asking me to complete my internship at ORB CERAMIC PVT. LTD.
- I use to start my marketing at sharp 9 a.m. during my internship I use to visit various shops located in Nagpur and outside the Nagpur.
- I use to make conversations related to my products.

### **1<sup>st</sup> and 2<sup>nd</sup> week –**

At my 1<sup>st</sup> day I visited a retail shop and just interacted with them about the products in which they are dealing and what was there response towards the product.

As I was new, I also learnt that how they respond towards me to. I forwarded my company product details in such a manner that they were convinced to have or overview my products as I gave them a premium quality product with affordable rate compared to other brands.

As it was my 1<sup>st</sup> experience there was a fear of what type of questions will be asked and the purpose to choose this brand.

### **3<sup>rd</sup> and 4<sup>th</sup> week –**

After doing 2 weeks of visiting, now I was free to approach all our retail counter with a confidence and also the counters were giving good response. Now I use to visit across Nagpur.

For example, Manish Nagar, besa road, Pratap Nagar, Hingna, Hudkeshwar, Nandanvan, Jaripatka, Itwari, friends Colony.

But not all the stores were connected because they were already indulged with other brands. It was very hard to convert from their existing brand but product quality and time to time visiting helped me in convincing the brand.

This way I done my 1-month internship by taking proper guidance by the owner Mr. darshan sir. He always supported me with proper guidance and techniques.

## 5<sup>th</sup> and 6<sup>th</sup> week –

After finishing my local areas in Nagpur then I started visiting outside Nagpur by travelling through bus. I had a great experience and adventure travelling through bus because the crowd was very disgusting.

- Our main motive is to get connected with our dealers and retailers to satisfy their needs.
- Our marketing strategy is to make a brand in a particular city ,state and India as a whole.
- Our current dealers are in Gadchirolli, Armori, Wadsa, Brahmapuri, Umred, Pauni, Sakoli, Gondia, Tumsar, Bhandara, Ramtek, Butibori, Hinganghat, Warora, Wardha, Chandur Railway.
- Usually as I thought that marketing for a particular product is very difficult but as you enter into marketing it is a very interesting and hardworking field . We get experience of every kinds of persons with whom we are connected.

## **LIMITATIONS**

➤ **Time Gap Makes Research Irrelevant: -**

Systematic marketing research project needs more time. It takes weeks, months, even years. When marketing research is carried on to investigate or solve the problem, final outcomes are available after considerable time.

➤ **Cost Consideration: -**

To conduct marketing research systematically is a luxury. A firm needs money for research design, data collection, data analysis, interpretation, and report preparation. Statisticians and computer experts charge heavy fees.

➤ **Problem of Rapid Change: -**

Today's market is characterized by tremendous changes. Whatever is applicable or relevant today is outdated tomorrow. Due to rapid changes, marketing research cannot serve the purpose.

➤ **Problem of Trust and Accuracy: -**

Marketing research is based on trust and accuracy. Right from the identification of problem to the final outcomes, all depends on trust. Company has to trust on marketing research officer; research officer has to trust on field officer; and field officer has to rely on response of respondents.

➤ **Applicability or Use: -**

Contribution of research project depends not only on quality and reliability alone, but also the proper use of information. Many times, marketing research reports remain just a formality for top management. Recommendations are neither considered seriously nor implemented fully.

## **RESEARCH METHODOLOGY**



## **Research is done by primary data and secondary data: -**

Primary data is information that you gather exclusively for your research study. It has the advantage of being directly customized to your study needs. This type of data collection method is costly to obtain- is one of its negative factors.

Primary data can also be called the particulars immediately and entirely relevant to the issue at hand. These are unique pieces of information, generally used as the foundation for assessing and addressing any marketing-related challenge. If you've ever been contacted to participate in a survey, you've been a part of primary data collecting.

Secondary research is research that has been assembled, gathered, organized, and published previously by others. Reports and studies from government agencies, trade organizations, and other companies in your industry are included.

Small organizations use most secondary research with limited budgets since it may be accessed quickly and lower than primary research. Secondary data sources can be found in abundance in the market. One of the most prevalent resources for secondary data collection is the Internet.

### **PRIMARY DATA**

- Collected data through market research
- Through customers preferences, choices, and opinion
- Through customers' requirements and feedback

### **SECONDARY DATA**

- Companies past sales
- Catalogues
- Data available on internet

## **Findings and suggestions**

1. During my summer internship period, I visited the dealers once in a month rather I should had visited them twice in a month.
2. I use to see various dealers who showcase a wide range of products in a showroom so as to attract the customers.
3. So, I prefer to showcase and sell the products that would result in good response.
4. There can be much better marketing strategies which can enhance the brand to establish more in local areas.
5. Providing attractive discount and proper bannering in the stores creates interest in the minds of the dealers and customers.
6. There should be safety measures for the labour so as to protect them from any kind of injuries.

## **Conclusions**

- The more visible your brand is, the more chances you have to reach potential customers. Increasing your brand presence might look like showing up on different platforms, or posting more on the channels you're already active on.
- Improving the way customers see your brand will lead to better reviews, higher customer satisfaction rates, and a more enjoyable customer experience. The happier customers are, the more repeat purchases you'll secure, and the higher your long-term revenue will be.
- More traffic means more conversions. When you focus on bringing new leads to your website, you can increase your search engine rankings, improve your industry reach, and access more detailed insights.
- Increasing the number of potential customers, you have in your sales pipeline increases the chance of converting a higher number of potential customers into actual customers. Even adding just one or two new prospects to the mix each month can have a huge impact on your revenue and profit. The more specific you can be with numbers, the better, as it's much easier to track and measure.
- Diversifying lead sources means finding new ways to attract and convert customers, whether it's via social media, paid ads, or guest blogging on external platforms. Doing so helps you reach untouched markets and access customers who might not have found you otherwise.
- It's unlikely you're tapping out all the potential leads from your currently active platforms. Experiment with different ways to convert more people who already know who you are or who are already in the pipeline.
- Launching a new product can bring a number of benefits to your brand—reaching new customers, improving brand awareness, and solidifying you as one of the top brands in your market. However, there are lots of steps involved in launching a new product, so it's important that you strategically map them out to hit every milestone.

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MARKETING MANAGEMENT - KOTLER

## WEBSITES

[www.midasbathware.com](http://www.midasbathware.com)

## OTHER





CATALOGUE  
FACEBOOK  
INSTAGRAM



**MIDAS®**


Orb Ceramic Pvt. Ltd.  
Sartanpar Road, 8-A National Highway,  
At. Sartanpar, Tal. Wankaner - 363 621,  
Gujarat, INDIA

Phone : +91 78747 78787  
E-mail : [contact@midasbathware.com](mailto:contact@midasbathware.com)

[www.midasbathware.com](http://www.midasbathware.com)

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