

Final Project Report

“A STUDY OF CUSTOMER ACQUISITION AND CUSTOMER SATISFACTION OF MIDAS BATHWARE NAGPUR”

Submitted to:

DMSR

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

In partial fulfillment for the award of the degree of
Master of Business Administration

Submitted by:

YASH PARMAR

Under the Guidance of:

PROF. SHUBHANGI JEPULKAR

**Department of Management Sciences and Research,
G. S. College of Commerce & Economics, Nagpur
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 **YASH PARMAR** has submitted the project report titled, “**A STUDY OF CUSTOMER ACQUISITION AND CUSTOMER SATISFACTION OF MIDAS BATHWARE**” towards the partial fulfillment 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 under gone 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.**

Prof. Shubhangi Jepulkar
(Project Guide)

Dr. Sonali Gadekar
(Co-Ordinator)

Place: Nagpur
Date:25/06/2023

**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 “**A STUDY OF CUSTOMER ACQUISITION AND CUSTOMER SATISFACTION OF MIDAS BATHWARE**” has been completed by me in partial fulfillment 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 undertaken by me.

Place: Nagpur

YASH PARMAR

Date:25/06/2023

**Department of Management Sciences and Research,
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Academic Year 2022-2023

ACKNOWLEDGEMENT

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

I am extremely thankful to my Project Guide **Prof. Shubhangi Jepulkar** 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.

Place: Nagpur

YASH PARMAR

Date: 25/06/2023

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INTRODUCTION

CUSTOMER ACQUISITION

Customer acquisition is the process of getting potential customers to buy your products.

A strong customer acquisition strategy:

- 1) Attracts leads,
- 2) Nurtures them until they become sales-ready, and
- 3) Converts them into customers. The overall cost of these steps is referred to as your customer acquisition cost (CAC).

IMPORTANCE OF CUSTOMER ACQUISITION

Customer acquisition is important for businesses of any age and size. It allows your business to:

- Make money to meet costs, pay employees, and reinvest in growth, and
- Show evidence of traction for outside parties such as investors, partners, and influencers

Being able to systematically attract and convert new customers keeps companies healthy and growing — and investors happy.

PURPOSE OF CUSTOMER ACQUISITION

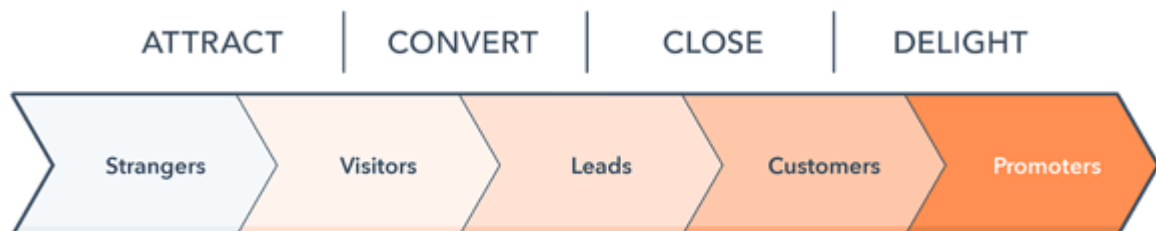
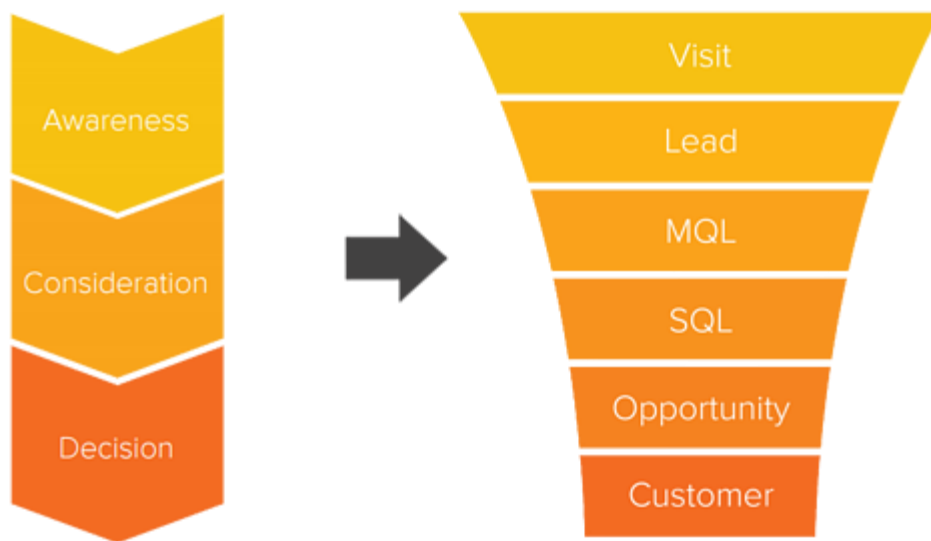
The purpose of customer acquisition is to find a repeatable, methodical way of attracting customers to your business.

While you can wait for customers to naturally come to you, that won't guarantee that you can increase, or even maintain, profits over time.

Customer acquisition specialists use specific techniques to get potential customers to take action. The goal of this process is to create a systematic, sustainable strategy to acquire new customers and grow revenue for the business.

The Customer Acquisition Funnel

In the business world, we typically visualize the customer journey with a funnel or a similar graphic that highlights the stages in the buying process and the mindset of the prospect.



In the above diagram, customer acquisition lives in the “attract,” “convert,” and “close” phases, where strangers become visitors, leads, and customers.

CUSTOMER ACQUISITION STRATEGIES

1. SEO
2. Content Marketing
3. Blogging
4. Social Media Marketing
5. Video Marketing
6. Email Retargeting
7. Sponsored Content
8. Customer Spotlights
9. Gated Content
10. Product Pricing

Smart Customer Acquisition Helps You Grow Better

Customer acquisition is the lifeblood of any company, small or large. That means you can't quite afford — no matter the cost — to give up on marketing to new customers. But research has shown that the key to growth lies not with your marketing or sales team but your customer service team, and your customers themselves.

Companies that succeed put their customers in the spotlight, for both acquisition and retention.

CUSTOMER SATISFACTION

Customer satisfaction (CSAT) is a metric used to quantify the degree to which a customer is happy with a product, service, or experience related to your business. This metric is calculated via customer satisfaction surveys that ask how a customer feels about their experience, with answers ranging between 'highly unsatisfied' and 'highly satisfied'

Customer satisfaction takes into account various facets of the customer experience, such as:

- The availability of your products
- The purchasing processes
- The steps after purchase
- The responsiveness of your team when resolving issues

Customer satisfaction is ultimately a reflection of how a customer feels about interacting with your brand, and businesses quantify these feelings with customer satisfaction surveys. These responses can give you a picture of customer loyalty, which predicts the likelihood of customer referrals.

Customer satisfaction is important because it means your customer base likes what you are doing. Research shows that customer satisfaction leads to greater customer retention, higher lifetime value and a stronger brand reputation.

REASONS CUSTOMER SATISFACTION IS IMPORTANT

1. Customer loyalty
2. Customer satisfaction measurement
3. Repeat purchases
4. Customer lifetime value
5. New customer acquisition

IMPORTANCE OF CUSTOMER SATISFACTION

It helps to you solve problems, prevent churn, and identify happy customers that can become your advocates and evangelists.

Customer satisfaction is an essential step in the process of building customer loyalty, creating customer delight, and generating positive word-of-mouth.

BENEFITS OF CUSTOMER SATISFACTION

- Customer satisfaction helps to understand where you excel.
- It's cheaper to retain an existing customer than it is to acquire a new one.
- Satisfied customers engage in word-of-mouth marketing, helps with free acquisition.
- Customer satisfaction helps to understand where one can improve.
- Customer satisfaction leads to higher customer loyalty and advocacy.
- Customer satisfaction increases customer retention and reduces churn.
- Customer satisfaction leads to a longer customer lifetime value.

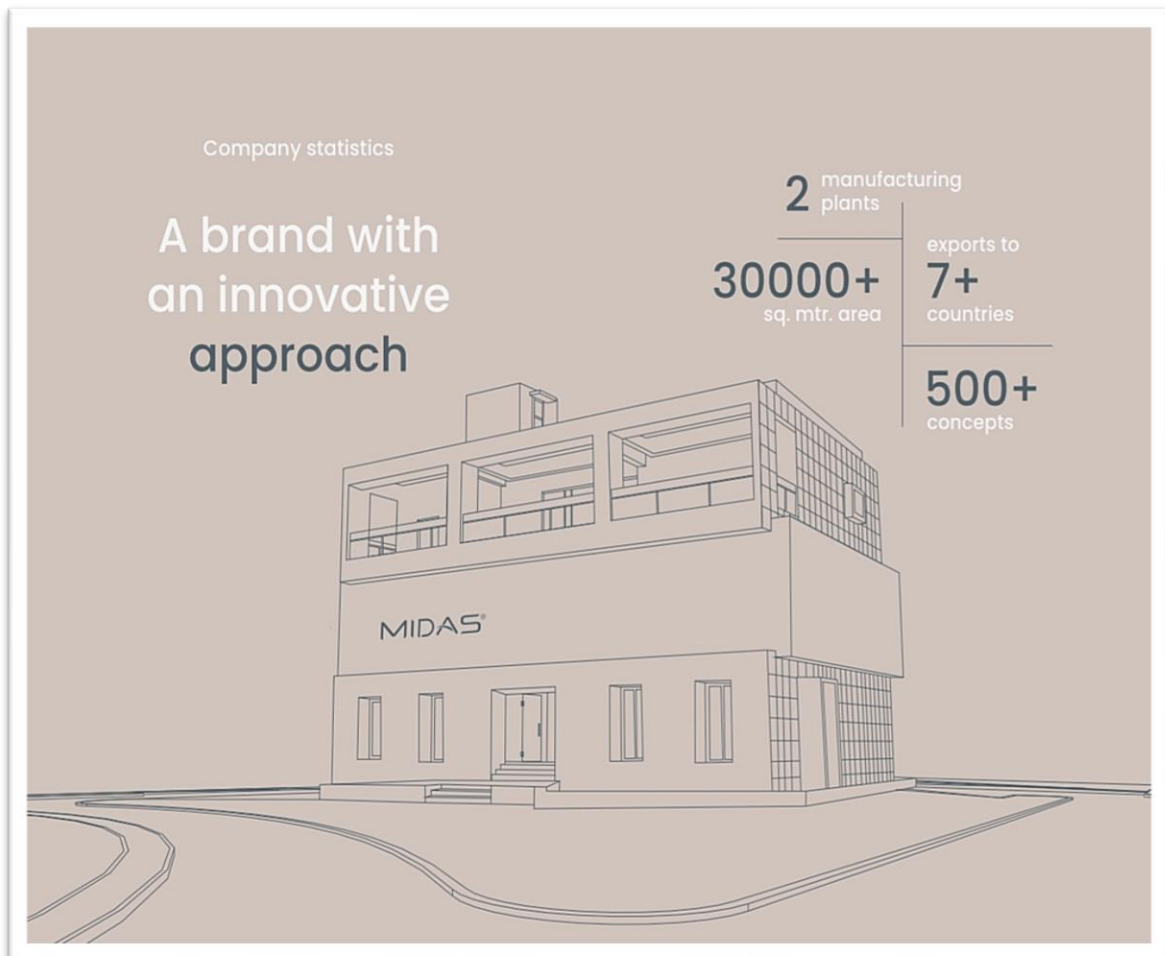


COMPANY PROFILE

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.



BRAND LOGO



WHERE HIGH-END MEETS ART

A bathroom is a place of personal well-being and with our versatile and stylish products, we aim to help our customers experience the luxury of their bath space. Our portfolio provides products for a complete solution to furnish a modern bath space.

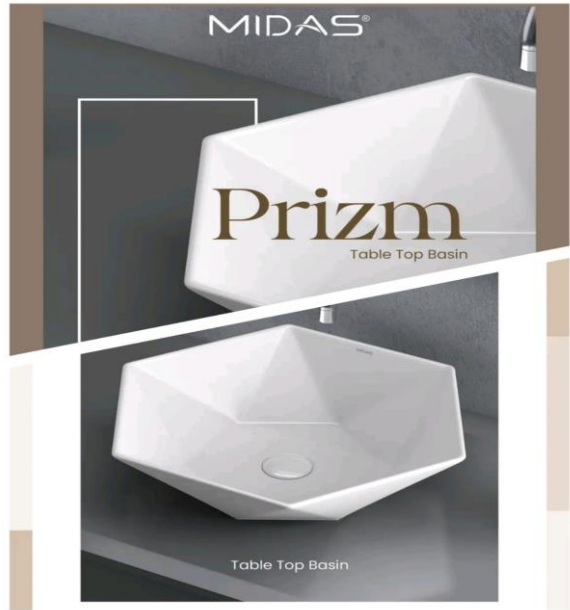
- Premium quality at most affordable prices our exclusive, innovative, and contemporary products are priced reasonably. A distinctive and premium range of products is available to you at the most competitive prices in the industry from Midas.
- Crafted using high quality materials only a quality you can depend on paired with stringent quality standards and controls. We use high-quality materials and state-of-the-art technology to deliver you exceptional and mindful products.
- Graceful & luxurious designs our carefully crafted bathware collection embodies graceful and luxurious designs that accentuate your bath spaces into ultra -luxurious and contemporary spaces to relax and indulge.
- Geometric shapes in perfect harmony whether classic, elegant, or glamorously contemporary, our geometric shapes harmonize with your lifestyle choices and different styles of bath spaces to de live you, your dream bathroom.
- Midas has dedicated to turning your bath spaces into an aesthetic and efficacious experience through its unique approach of innovation paired with top-notch quality, efforts towards sustainability. Every product is a promise

of excellence and encompasses a rich Italian heritage of design shaped here in India. Our products reflect the efforts and our approach towards innovation, sustainability, and the promise of bringing an experience to your bathrooms.

- Midas brings the best solution for your bath spaces with its perfect array of bathware that has an exclusive and inclusive variety of designs, functionality, and convenience. Crafted to offer each space and need a unique solution and dynamic personality we bring you the widest range of bathware for your every need. Experience efficiency with convenient functionality and innovation with the most luxurious collection of Bathware.

PRODUCTS OFFERED BY THE COMPANY














**OUR BATHWARE
COLLECTION**

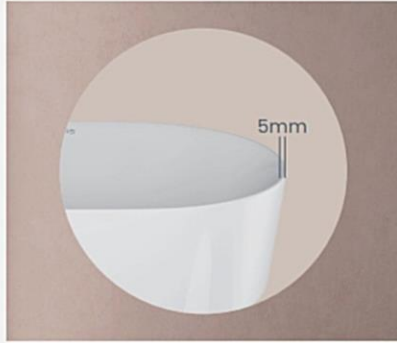
**One Piece Closet
Wall Hung Closet
European Water Closet
Table Top Basins
Wall Mounted Basins
Full Pedestal**

and many more...

FEATURES OF THE PRODUCTS OFFERED

FEATURES

 <p>6D Flushing Technology, First Time in India</p>	 <p>Siphonic Flushing Technology</p>	 <p>Rimless Closet</p>
 <p>Anti-bacterial Glaze</p>	 <p>Water Saving</p>	 <p>Thin Rim Basin</p>
 <p>Easy to Clean Glaze Technology</p>	 <p>Quick-release & Soft Close Seat Cover</p>	 <p>Integrated Jet Spray</p>



Thin rim basin

The bathware collection is exceptionally sleek and urbane with thin rims.



Water saving

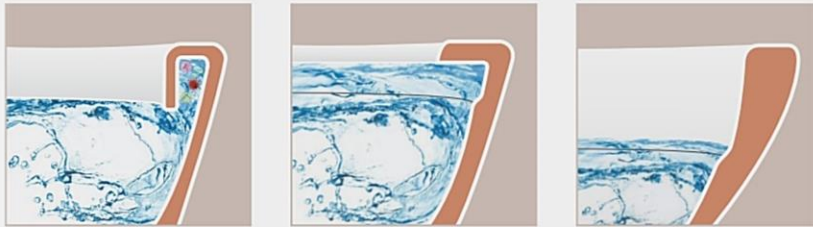
The features and design of the collection make them easy to clean, resulting in water saving.



Integrated jet spray

The closets of Midas Bathware Collections come outfitted with convenient jet sprays that eliminate separate installation needs.

Rimless closet



Traditional Rim



Half Rim
(Rimless)



MIDAS'S Full Rim
(Total Rimless)

Easy to clean | Hygienic
Maintenance-free | Germ-free

Modern rimless design of our sanitarywares are easy to clean, hygienic, maintenance-free, and stay germ-free due to the exceptional smart design.

The elegant and practical rimless

pattern eliminates the fuss of an extra layer and the stains and debris, which get accumulated in it. The design also assists in more efficient cleaning with the direct flush in the bowl.

Quick-release & soft closet



Silent | Convenient | Durable | Elegant

The elegant and sophisticated collection of Midas Sanitaryware is equipped with modern quick-release and soft close seat covers. These covers facilitate quick and easy release of the seat for effortless cleaning and silent closing for a convenient seat

closer. The seat covers are also exceptionally durable and long-lasting for a feature-rich prolonged use and promote hygiene. Enjoy refined bath spaces with aiding features that add convenience and style to your lifestyle

Features

First time in India 6D flushing technology



Hygienic | Latest technology | Easy to clean
Maintenance free

Midas brings you India's first 6D flushing technology that powerfully and with less water use flushes out the waste in no time. The technology flushes with vacuum creation and 6 directional powerful water jets, which creates

a powerful whirlpool eliminating waste quickly and easily. Equip your bath spaces with the most advanced 6D flushing technology with Midas that assists in effortless cleaning and hygiene maintenance.

Midas has dedicated to turning your bath spaces into an aesthetic and efficacious experience through its unique approach of innovation paired with top-notch quality, efforts towards sustainability. Every product is a promise of excellence and encompasses a rich Italian heritage of design shaped here in India. Our products reflect the efforts and our approach towards innovation, sustainability, and the promise of bringing an experience to your bathrooms.

Midas brings the best solution for your bath spaces with its perfect array of bathware that has an exclusive and inclusive variety of designs, functionality, and convenience. Crafted to offer each space and need a unique solution and dynamic personality we bring you the widest range of bathware for your every need. Experience efficiency with convenient functionality and innovation with the most luxurious collection of Bathware.

- Premium quality at most affordable prices our exclusive, innovative, and contemporary products are priced reasonably. A distinctive and premium range of products is available to you at the most competitive prices in the industry from Midas.
- Crafted using high quality materials only a quality you can depend on paired with stringent quality standards and controls. We use high-quality materials and state-of-the-art technology to deliver you exceptional and mindful products.
- Graceful & luxurious designs our carefully crafted bathware collection embodies graceful and luxurious designs that accentuate your bath spaces into ultra -luxurious and contemporary spaces to relax and indulge.
- Geometric shapes in perfect harmony whether classic, elegant, or glamorously contemporary, our geometric shapes harmonize with your lifestyle choices and different styles of bath spaces to de live you, your dream bathroom.

RECENT DEVELOPMENT:

As a dynamic company, Midas continues to source best in class products and technology for the Indian market. It has given its clients access to excellent concealed cistern. The German major to display and demonstrate its top end bath and shower product range in Midas orientation center. Meant for the high end, affluent market and for builders developing luxury properties, these creations and designed to take customers into a world class of products that will shape their homes tomorrow. The orientation center also serve: by association, they help Midas position itself as the country's preeminent bathroom fittings and accessories brand. The company is in the process of signing several more collaborations and to bring to customers in India other award winning product.

COMPETITOR:

During the past 15 year, rapidly increasing number of Indians has come to aspect the very highest standard for bathrooms and washrooms, when acquiring home and office. This situation has led to the emergence of more organized players, with large manufacturing capacities. These companies have wrested almost 60% of the overall market from the unorganized sector. Midas has played a pioneering and lead role in this transformation. Midas has played a pioneering and lead role in this transformation. The Midas brand is today acknowledged this transformation. The Midas brand is today acknowledged the undisputed leader with the most comprehensive range of product offerings. It has the target sales network with 21 regional centers, 27 area representatives, over 160 local dealers complemented by over 100 service technicians. By its own estimates, Midas commands a market share of 50% to 60% in organized sector. The company has six manufacturing unit, one R&D center and one stockyard that use cutting adage inventory management practice.



RESEARCH METHODOLOGY

SOURCES OF DATA COLLECTION

This research involved a study, which was explorative in nature it basically aims at gathering data. During the research period data was collected directly from the respondents. The survey method of data collection was preferred which is very suitable to reach the researcher motto.

Printed questionnaire was used as the research instrument to collect the required information.

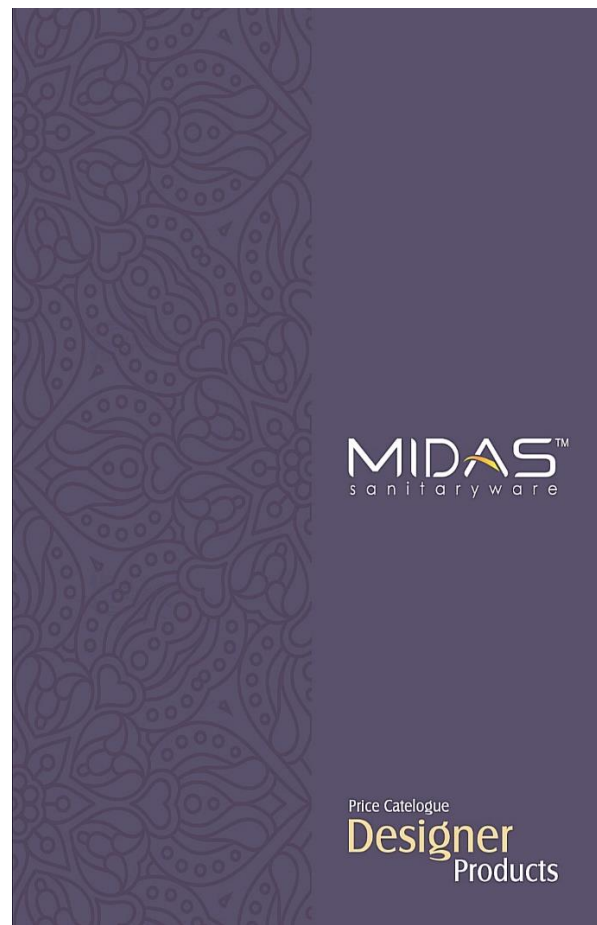
Primary Data:

- Data collected through primary method by directly administering questionnaire and interview technique.
- A set of questionnaires was prepared and administered to the consumers to satisfy the objectives of the study. Observation plays an important role while collecting primary data.

Secondary Data:

- Secondary research was done to build an in-depth understanding of the satisfaction levels and view of customers towards the company in household market.
- The data was collected from various magazines, journals, internet, various research books as well as company broacher and leaflets.

SECONDARY DATA COLLECTED FROM CATALOGUE



PROBLEM STATEMENT

- A study on the acceptance of Midas as a brand in bathroom fitting market and sanitary ware market by the customer in Nagpur city.
- A study on the growth of Midas in the households in Nagpur city.
- Difficulty in acquiring new customers due to availability of variety of brands in the market and due unique point of view of customers.
- Customers are not satisfied with the products since they compare with other brands in terms of price, quality, overall look, packaging.

NEED OF THE STUDY

- To know the satisfaction level of customer.
- To know the market potential of the company.
- To know the customer acquisition strategies of the company.
- To know the requirement of dealers and customers.
- to know important views, suggestions and opinion of the dealers and customers regarding company's products and its competitors' products.
- to increase recommendations, brand awareness, sales through customer acquisition of midas bathware.

OBJECTIVE OF THE STUDY

- To identify the presence of various dealers of sanitary ware in the market.
- to identify the kinds of sanitary ware products the brands deal with.
- to understand the expectations and requirements of the customers.

- To identify the principle causes for satisfaction and dissatisfaction among the customers.

- to see if the customers are satisfied about the product range, price range, product quality offered by midas bathware.

- To study the growth of Midas products with respect to dealers in Nagpur city.

SCOPE OF THE STUDY

- To know the prospective customers for Midas sanitary ware products.
- To explore and add the benefits that are necessary for customer satisfaction.
- To retain the existing customers and acquire more customers.
- To increase the product range of the sanitary ware and bathware.
- To act upon the feedbacks and complaints of the customers.

LIMITATIONS OF THE STUDY

- This study is restricted only to the Nagpur city
- The data collected from the research is not exact data since there is a gap between what respondents say and what they actually feel.
- The data provided by the customers may not be accurate since they may hide information at the time of collecting responses.
- The data collected from respondents has a scope of being biased.
- Another limitation of study is based on the assumption that respondents have given correct views and feedbacks.

LITERATURE REVIEW

Literature 1:

Lee et al. Springer Plus (2016) 5:1577 DOI 10.1186/s40064-016-3208-z

Title - Empirical research on customer satisfaction study: a consideration of different levels of performance

Authors - Yu-Cheng Lee, Yu-CheWang, Shu-Chiung Lu, Yi-Fang Hsieh, Chih-Hung Chien, Sang-Bing Tsai and Weiwei Dong

Abstract

Customer satisfaction is the key factor for successful and depends highly on the behaviors of frontline service providers. Customers should be managed as assets, and that customers vary in their needs, preferences, and buying behavior. This study applied the Taiwan Customer Satisfaction Index model to a tourism factory to analyze customer satisfaction and loyalty. We surveyed 242 customers served by one tourism factory organizations in Taiwan. A partial least square was performed to analyze and test the theoretical model. The results show that perceived quality had the greatest influence on the customer satisfaction for satisfied and dissatisfied customers. In addition, in terms of customer loyalty, the customer satisfaction is more important than image for satisfied and dissatisfied customers. The contribution of this paper is to propose two satisfaction levels of CSI models for analyzing customer satisfaction and loyalty, thereby helping tourism factory managers improve customer satisfaction effectively. Compared with traditional techniques, we believe that our method is more appropriate for making decisions about allocating resources and for assisting managers in establishing appropriate priorities in customer satisfaction management.

Literature 2:

Tour. Hosp. 2022, 3(1), 225-242; <https://doi.org/10.3390/tourhosp3010016>

Received: 4 January 2022 / Revised: 3 February 2022 / Accepted: 9

February 2022 / Published: 15 February 2022

Title - Determinants of Customer Satisfaction and eWOM in the Sharing Economy: Timeshare versus Peer-to-Peer Accommodations

Authors - Jennifer Redditt, Marissa Orłowski, Alan Fyall, Amy M. Gregory and Heejung

Abstract

This study aims to investigate the differential effects of determinants of satisfaction on subsequent electronic word-of-mouth (eWOM) behavior in the sharing economy with peer-to-peer accommodations and timeshares. Data were collected from consumers who

stayed at either a timeshare or peer-to-peer accommodation within the previous year (N=785). Structural equation modeling was used to test the relationship between the determinants and eWOM through satisfaction, followed by multiple-group comparison to examine the moderating effect of accommodation type. The results indicated that amenities, economic benefits, and trust demonstrated an indirect effect on eWOM behavior through satisfaction, but community belonging affected eWOM behavior directly. Multiple-group SEM revealed that accommodation type moderated the indirect effects of community belonging, economic benefits, and trust on eWOM behavior, such that the indirect effect was significant only for timeshare accommodations. This study contributes to the sharing economy literature by filling the gap of lodging research beyond Airbnb and including timeshares. The findings highlight competitive differences that influence eWOM between peer-to-peer accommodations and timeshares that otherwise offer similar home-like accommodations. The study revealed a newly found direct relationship between community belonging and eWOM.

Literature 3:

Nicotine & Tobacco Research, Volume 11, Issue 7, July 2009, Pages 886-895 <https://doi.org/10.1093/ntr/ntp082> Published: 18 June 2009

Title - Consumer awareness and attitudes related to new potential reduced-exposure tobacco product brands.

Authors - Mark Parascandola, Erik Augustson, Mary E. O'Connell, Stephen Marcus

Abstract

Introduction:

In recent years, there has been a proliferation of potential reduced-exposure tobacco products (PREPs) marketed that claim to be less harmful or less addictive, compared with conventional cigarettes. Tobacco control scientists have raised concerns about the potential adverse impact of marketing of these products for smoking prevention and cessation efforts. Although these products have not been widely used among smokers, there are few data available on consumers' awareness and attitudes toward these products.

Methods:

Data were obtained from the 2003 and 2005 Health Information National Trends Survey, a nationally representative telephone survey of adults 18 years and older regarding health communication and associated beliefs and behaviors. Our study population consisted of 6,369 respondents in 2003 and 5,586 respondents in 2005, of whom 19% were current smokers and 28% were former smokers.

Literature 4:

SJR:0.128; H-Index:2.0

International Journal of Customer Relationship Marketing and Management;
Vol 13, No 1, 15 Jul 2022; PP: 1-23

Title - Customer Satisfaction and Loyalty for Online Food Service Providers
in Jharkhand State: An Empirical Study

Authors - Anand Prasad Sinha; Praveen Srivastava; Ashok Kumar Asthana;
Sanjiv Kumar Srivastava; Aditi K Nag

Abstract:

In the food sector, customer have been voting by their feet since ages. However, due to the technological changes clubbed with present COVID-19 pandemic, the trend has changed rapidly. Customers are confined to their home and technology has emerged as the only saviors. Increase in the number of downloads of food ordering app is an indication of both popularity of this app and helplessness of the present age customer. With restricted movement, they have these apps to either get the food delivered at their doorstep or take away with pre-orders. Hence, it becomes imperative for the app designer and food service provider to brainstorm and develop an app which can focus on the customer ease rather than forcing their design and interface to the customer. In this backdrop, the present study is a novel attempt which primarily focuses on the relationship between app quality and customer satisfaction.

METHODS OF DATA ANALYSIS

Out of the total respondents, the respondents who responded logically were taken into account while going into statistical details & analysis of data. The tools that have been used for analyzing data & inference drawing are mainly statistical tools like percentage, ranking, average, etc. Various software is used for analysis i.e. SPSS and MS Office.

As per questionnaire and market surveys I have find out different responses from different people.

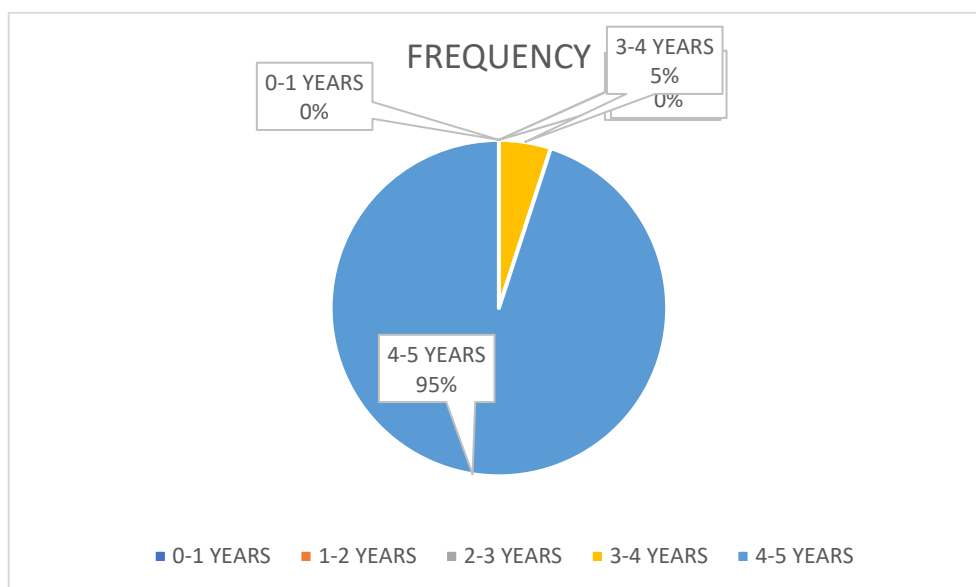
According to their responses I analyze the findings and draw certain remarks.

DATA ANALYSIS & INTERPRETATION

Years in sanitary business.

To know how many years the dealers are in sanitary ware business.

SR. NO.	Responses	FREQUENCY
1.	0-1 YEARS	0
2.	1-2 YEARS	0
3.	2-3 YEARS	0
4.	3-4 YEARS	1
5.	4-5 YEARS	19



Interpretation:

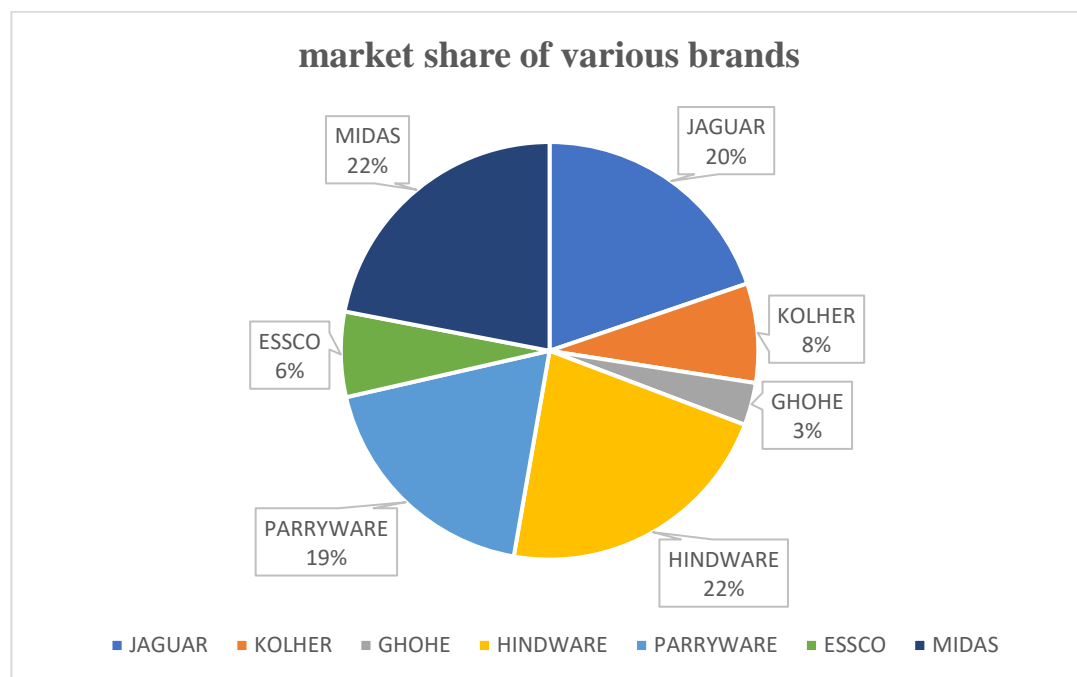
In survey, it demanded to know the number of years the respondents are in sanitary business. It was found that 95% of the respondents are in the sanitary business for more than 4yrs, which is good for the business and the organization. They were able to give proper data needed for analysis.

Types of Products Available.

Brands of sanitary products available.

Descriptive analysis: To find what are the different brands of sanitary ware products the dealers deal with: -

SR.NO.	RESPONSES	MARKET SHARE
1.	JAQUAR	18
2.	KOLHER	7
3.	GROHE	3
4.	HINDWARE	20
5.	PARRYWARE	17
6.	ESSCO	6
7.	MIDAS	20



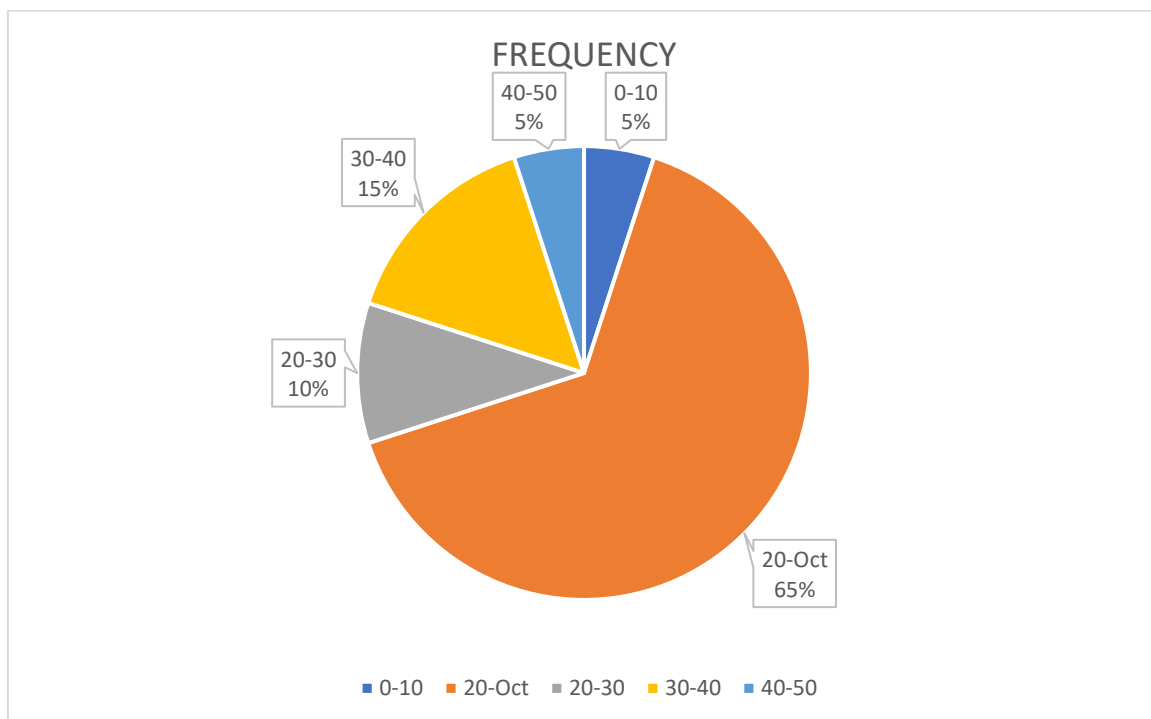
Interpretation:

Here in the survey, we found that all the respondents are dealing with different brands of sanitary products according to the demand in the market. We have found out that Jaguar, hindware, Midas and parry ware are the most preferred brands therefore 95% of the respondents have these brands in their store. We were able to find out that the dealers did business with different brands of sanitary and bathroom fitting products.

Approximate customer footfall.

Descriptive analysis: we wanted to find out what is the frequency of customers in MIDAS outlet.to know how the best product features through the customers are acquired towards midas sanitary ware.

sr.no.	responses	day
1.	0-10	1
2.	10-20	13
3.	20-30	2
4.	30-40	3
5.	40-50	1

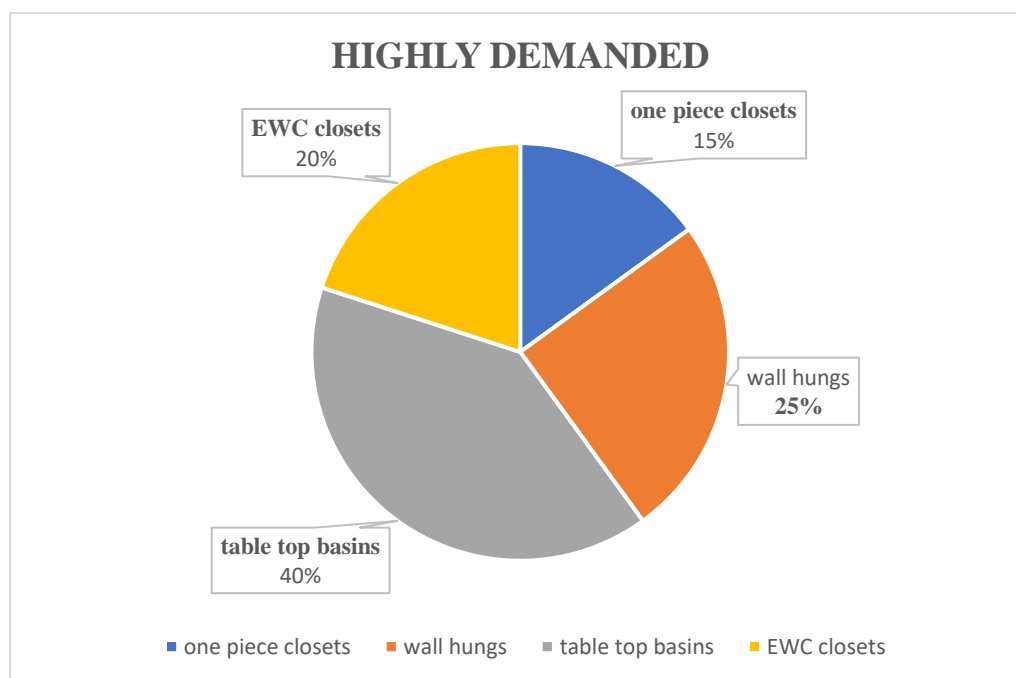


Interpretation:

In the survey we found that on average 95% respondents usually received around 10-20 customers per day and the remaining 5% received around 20-30 customers per day. Therefore, it was found that there is a good demand for sanitary products in Nagpur city.

To know the Midas products which are high in demand by customers.

Sr. no.	Products	Highly demanded
1.	One piece closets	15%
2.	Wall hungs	25%
3.	Table top basins	40%
4.	Ewc closets	20%

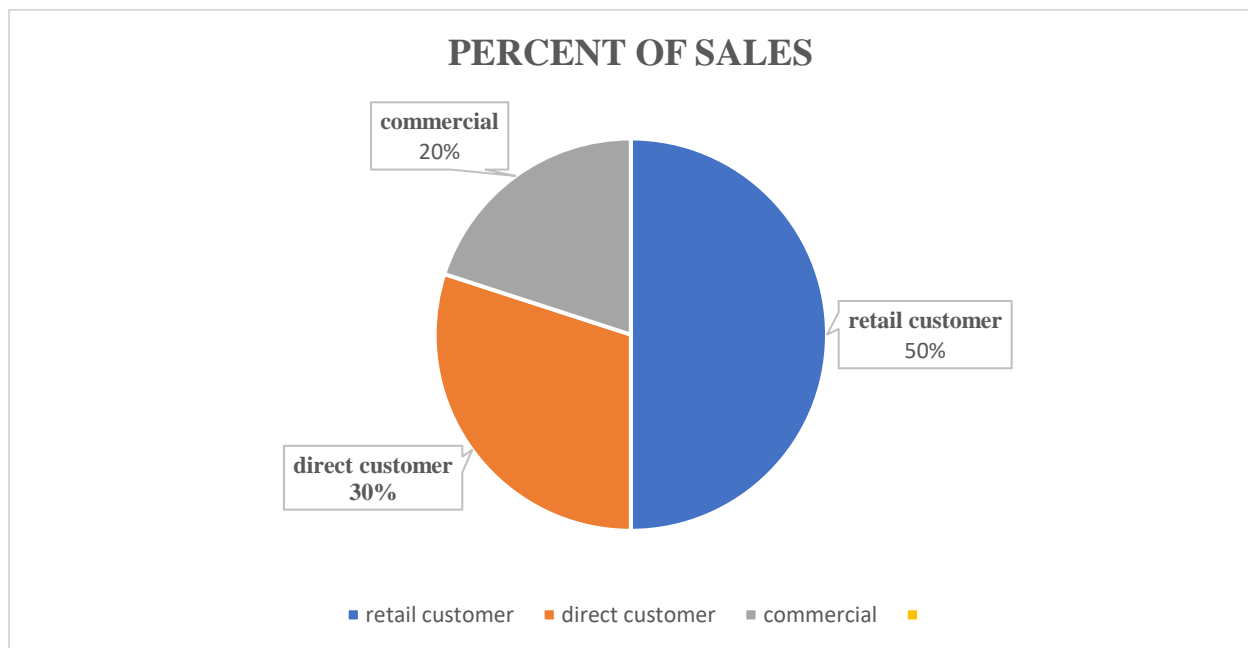


Interpretation: -

In the above graph, we analyze that out of total products we can see that table top basins are highly demanded that is 40%. Other products such as one piece closets, wall Hungs and EWC closets are as follows 15%, 25% and 20%.

To know the level of sales by the type of customer.

Sr.no.	Type of customer	Percent of sales
1.	Retail counter	50%
2.	Direct customer	30%
3.	commercial	20%



Interpretation: -

In the above graph, we come to know that about 50% of the sales is done by retail counter that is through dealers and about 30% and 20% of the sales is done by direct customer and commercial.

FINDINGS

- Many sanitary ware brands are already existing in the market
- customers are mostly opting for luxury brands for sanitary and bathware
- Cera sanitary ware products are in direct competition with midas sanitary ware
- Customers are more inclined towards branded products rather than local products
- Midas company offers a huge range of products to choose from in terms of price range product range, designs.
- Feedbacks are taken from the customers and necessary actions are taken in respect of customer complaints.
- More awareness and marketing tactics are required for acquiring new customers for Midas sanitary ware.
- Satisfied customers directly leads to new acquisition of customers for the company.

CONCLUSION

- Many brands/dealers of sanitaryware are already present in the market such as hindware, Cera, jaguar, Parryware, kohler.
- The midas company deals in variety of sanitary ware and bathware products such as one-piece closets, wall hungs, table top basin, EWC closets.
- Requirements of customer in terms of product price, product quality, product feature, are taken in consideration so that the customers are satisfied and their expectations are fulfilled from the product.
- Immediate response, honesty, unbiased behavior, timely response, timely service, value for customer, are all principles causes of satisfaction among customers.
- Issue with pricing failure to meet specific expectations problems with customer services, issue with usability are all the principle of the satisfaction of the customers.

SUGGESTIONS

- The company should reduce the prices of the products so that the customers will not go to some other brand/company.
- The company should improve the after sales services.
- The company must improve the relationship with customers to enlarge the business.
- Customer problems, complaints and feedbacks should be taken into consideration from time to time.

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