

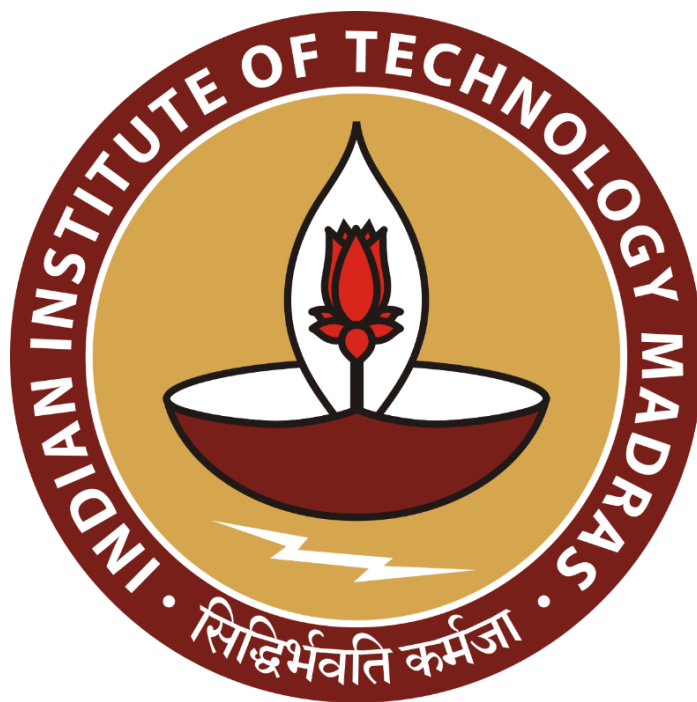
# **Analysis to increase the sale in aluminium and glass trade business**

## **A Proposal report for the BDM capstone Project**

Submitted by

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## **Declaration Statement**

I am working on a Project Title “Analysis to increase the sale in aluminium and glass trade business”. I extend my appreciation to [**Om Sai aluminium House and workshop**], for providing the necessary resources that enabled me to conduct my project.

I hereby assert that the data presented and assessed in this project report is genuine and precise to the utmost extent of my knowledge and capabilities. The data has been gathered through primary sources and carefully analyzed to assure its reliability.

Additionally, I affirm that all procedures employed for the purpose of data collection and analysis have been duly explained in this report. The outcomes and inferences derived from the data are an accurate depiction of the findings acquired through thorough analytical procedures.

I am dedicated to adhering to the information of academic honesty and integrity, and I am receptive to any additional examination or validation of the data contained in this project report.

I understand that the execution of this project is intended for individual completion and is not to be undertaken collectively. I thus affirm that I am not engaged in any form of collaboration with other individuals, and that all the work undertaken has been solely conducted by me. In the event that plagiarism is detected in the report at any stage of the project's completion, I am fully aware and prepared to accept disciplinary measures imposed by the relevant authority.

I agree that all the recommendations are business-specific and limited to this project exclusively, and cannot be utilized for any other purpose with an IIT Madras tag. I understand that IIT Madras does not endorse this.



Signature of Candidate:

Name: Aditi Maurya

Date: 26-07-2024

## 1 Executive Summary and Title

The project focuses on a shop trading aluminium, steel and glass. The business is B2B or B2C and deals with both customers and business dealers. However their major income gain comes from B2B supply.

The major business issues that the organization is facing are related to maintaining quality while pursuing growth in limited customers. This is mainly due to its location in rural areas with limited population. This leads to saturation of the market and reduces the growth of shop. Their market is highly competitive because there are 6 same business shop offering same services in 200 m around the shop. Sometimes, customers compromise with quality for low cost products and demand inferior products.

The issues will be addressed by analyzing the data via different analytical approaches to obtain a fruitful outcome. Keep up with customers demands with new ideas to improve their demands and services that can give plus points in their loyalty. And improve from their feedback and learn with market feedback. Integrating with new technology and starting digital marketing which can be useful in targeting new customers.

The expected outcome helps the organization gain more loyal customers and increase popularity. New customers can be targeted through this. They can adapt with changing market situations.

## 2 Organization Background

The company that I am working with is Om Sai Aluminium House and Workshop which deals with B2B and B2C business. It was opened in 2007 by Pramod Mehta as a small business.

Contact no. 9973538389.

Its is near Devi Mandir, obra, Aurangabad, Bihar, 824124. There are around 6 same business in 200 m around this shop.

The shop has 2 workers. Shop daily income can be approx. ₹ 5,000 to ₹ 7,000. Their major gain comes from B2B trading. Their goal is to achieve daily income up to approx. ₹ 20,000. Their belief is to maintain customers loyalty by providing customer with demands according to what they pay.

They deal with products like :

- Aluminum products
- Hardware
- Glass
- Plywood

They have hard time in overcoming the corona time and keep up with aftermath of that. They are upcoming with new strategies for targeting new customers and gaining loyalty the of old customers. Having a conversation with business owner I feel that he is very satisfied with his current situation.

### **3 Problem Statement**

The owner is mainly satisfied with his gain and business. But I find some of these issue during discussions:

- 3.1 Limited customer base: Due to its location in rural areas, there is a limited population in the areas, and the nearest city with 16 km away. This limits the number of customers.
- 3.2 Competitive market: There are 6 same businesses shop in offering the same services and making the aluminum and glass like products market highly competitive.
- 3.3 Difficulties in balancing growth and qualities: Customers compromise with quality for low cost and demand for inferior products.

### **4 Background of the Problem**

- 4.1 Om Sai aluminum house location is in a small town with population of 14,786 people in it and the nearest city is 15 km away from it. This leads to stagnant of the market after market is saturated. Because of the limited population specialized demand may be not able to give much profit to shop. But this is also an opportunity to gain popularity and come out of competitive market.
- 4.2 There are 6 same businesses near 200 m around the shop. They offer the same products and services, leading to have high competition for customers to choose. There are wars of price in market, these aggressive pricing strategies lead to reduced profit margins. This lead to increase expenditure in marketing to attract and retain customers.
- 4.3 Due to the competitive market there are difficulties in maintaining quality while pursuing growth. Customers compromises with quality for low cost and demands for inferior products. And if there is a fault in the inferior products then the reputation of the shop is decrease and little negative points in their loyalty of such customers.

## 5 Problem Solving Approach

Balancing growth while maintaining quality with limited customers can be challenging.

These are approach I will try to do for same:

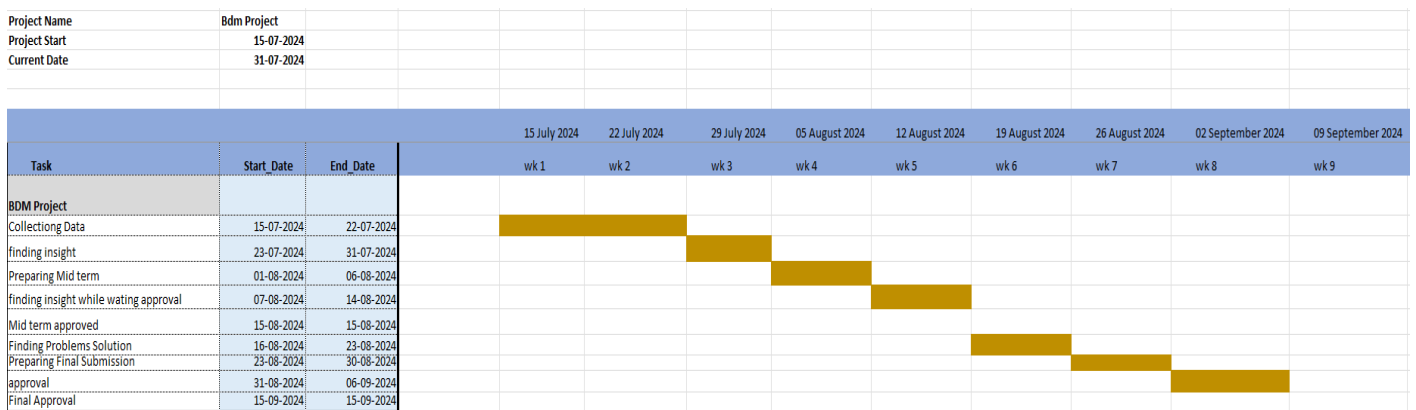
- Firstly use an Excel spreadsheet to analyze data to understand customer preferences and provide their offerings accordingly. Comparing their preference can be easily analyzed with charts and graphs.
- Try box plot to analyze the monthly sales data for different products categories to understand their performance and variability.
- Add new ideas along with customers demand to improve satisfaction level of customers.
- There are times when customers themselves don't know about design and quality, giving them quality and services which is unique from other sellers and dealers will always satisfy customers.
- Listen to their feedback to try to improve products to become their next choice.
- Try scatter plot between products quality ratings and customers satisfaction scores to see how product quality impacts customer satisfaction.
- To stand out from competitors, keep coming up with new ideas and show customers what makes your services special. This may be hard for every one but understanding market trends and researching over the issue can help to get new ideas to solve them.
- For customer limitations, I can suggest using digital marketing to reach more people and adapt to changing market conditions.
- Targeting new customers through digital market is good but it also come with large number of competitions for same customers so it is necessary to adapt to necessary change require because of it.
- Need to integrates new technology for fast and smooth services.
- Regularly check customers behavior and be ready to change strategy based on market feedback and performance.
- By regression analysis we can analyze the coefficients to understand the impacts of each predictor on sales, predictors can be product price, consumer confidence index or advertising spend.

## 6 Expected Timeline

### 6.1 Work Breakdown Structure:

- Planning Stage: Identify issues faced by the business and decide what is project aims to do. Outline the steps and timeline to complete the project.
- Data collection and Processing: Collect the data from the business, proceed data cleaning and remove duplicates.
- Data Analysis: I will be using excel to analyze data. Use chart and graph to create reports.
- Solution : Find solution for issue currently shop is facing. Review and improve it.

### 6.2 Gantt chart



## **7 Expected Outcome**

From implementing above approach I expected these positive outcome:

- 7.1 Customers will stick around longer because they will be happy to get what they expected and services.
- 7.2 Thus, you will attract new customers and grow business by targeting right people.
- 7.3 Shop make more gain by cutting unnecessary costs and keep with trends.
- 7.4 Business will be recognized for its unique and better services.
- 7.5 Business can able to adapt and adjust quickly to market trends.