**Chapter No. 1**

**Introduction to Study**

**Chapter - I**

* 1. **Introduction:**

A deal is an exchange between at least two gatherings wherein administrations or products are traded for cash. You can develop your business by tracking down ways of expanding deals or by searching for new business sectors. To increment deals you might need to present new items or administrations, grow your market, increment your advertising exercises or further develop client care. In the event that you are a maker, this could mean expanding your efficiency to fulfill the need

Getting criticism structure in an experimental group can assist you with dealing with a portion of the dangers and figuring out how the item or administration can be further developed really focus on showcasing and advancing your new items or administrations so that individuals are familiar them. Extend to new homegrown business sectors, venturing into new business sectors can be exorbitant, however, it can expand your client base. Statistical surveying will assist you with understanding the likely new market and assist you with formulating a technique

* 1. **Research Problem:**

The market strategy needs to be changed to increase sales.

* 1. **Statement of the Problem:**

A study about increasing the sales of the Raj Fertilizers and chemicals with special reference to SangliDistrict.

* 1. **Objectives of the Study:**

1. To create awareness among customers products of raj fertilizer
2. To find out the requirements of farmers related to products of Raj Fertilizers and chemicals
3. To increase customer retention
   1. **Hypothesis:**

**Null Hypothesis (Ho):** There is no significance difference between awareness of the firm and sales of the products.

**Alternate Hypothesis (H1):** There is significance difference between awareness of the firm and sales of the products.

* 1. **Importance and Significance of the Study:**
     1. **Importance to the researcher:**

1. Researchers can get good knowledge about the condition of the product market.
2. This knowledge will help him in further studies.
3. Researchers can get knowledge about customer satisfaction.

**1.6.2 Importance to the organization:**

1. This study helps us to know the reasons for increasing sales.
2. This study helps us to understand the customer perception towards the company.
3. This study helps us to know the customer’s awareness of the company’s products.
   1. **Scope of the study:**

For this research project, the scope is limited to Sangli city. The company wants to know about Sangli city markets. Data is collected from the Sangli city customers for the following aspects:

1. Study covers the awareness levels of company products.
2. Study covers reasons for increasing sales.
3. Study covers and defines the new customers and maintains the retention existing customers.
   1. **Research Methodology:**
      1. **Type of research:**

For this study I applied a **Descriptive research design**, research study is related to describing the factors which are affecting the sales of product. The main focus of the study is to find the causes of minimized of sales. The study involves customers from the Sangli area The study involves selecting the appropriate source of information, identifying the population & sample size, designing the process for information collection analysis of information, and predicting.

* + 1. **Data required:**

For this study, I require Primary data because we have to study how increasing sales and perceptions of customers of Raj Fertilizers and Chemicals. It explains the methods utilized and the instrument used in data collection.

* + 1. **Data Source:**

The sources of data can be classified into two categories.

1. Primary sources
2. Secondary sources

**Primary Data:**

Data that is collected fresh by the researcher by observation, interview, questionnaire, and schedule is called primary data. I am using a questionnaire for the collection of primary data.

**Secondary Data:**

The data which is already available in the form of books, magazines, journals, articles, project reports, and research papers (Published or Unpublished) is called secondary data. I am collecting secondary data through research papers by doing a review of the literature and also from the company’s website.

* + 1. **Sampling:**

1. **1.8.1 Universe/Population**
2. The student of the Sangli district are the population of the above research paper through which primary data will be collected.
3. **1.8.2 Sampling size**
4. As considering the area of research the population is infinite therefore, sampling size is 384.
5. **1.8.3 Sampling method**
6. The research study is conducted on infinite population. Use non probability sampling method and data collected by simple random method.
   * 1. **Instruments:**

Sample designs are the road map of serves as the basis for the selection of primary data collection of samples.

The secondary data is already available so it’s collected from various research papers and various websites.

The various methods of data collections:-I) Nature, scope, & object of inquiry II) Availability of funds III) Time factor IV) Precision required.

Its data collection method. In this method using “Precision required Method” are used in the project collection of data. The following process of data collection:

I) First, decided which questions are asked to customers.

II) This choosing questions to create questionnaires.

III) To contact a selection of particular location area.

IV) Sending the questions though mail.

V) Then collection of primary data to using Descriptive research technique.

Researchers of this type try to find immediate solutions to existing problems facing a society or an area as well as in industry.

* + 1. **Data analysis:**

Data will be coded and analyzed in the MS-Excel.

**1.9 Limitations of the study:**

* As a student I have no practical experience in data collection, data processing, data analysis, integrating, and presentation.
* Due to time constraints, I was unable to gather additional information to justify the exact conditions.

**1.10 Chaptalization:**

**Chapter No. I – Introduction of the study**

In this chapter I introduce about our research topic and research objectives motives of the topic of research. Mention the topic research scope of the study, also mentioned tentative outcome of the study and importance of the study to the researcher as well as organization.

**Chapter No. II – Review of literature**

In this chapter the mentioned the previous research paper that studied for the find gap in the research and it helps to get secondary data for our research also the literature review should help to modify the research objective to avoid repetition of research.

**Chapter No. III – Organization profile**

In this chapter mentioned about the organization how its work function of the organization and their market position, history of the organization their establishment director, executives of the organization and also mentioned about the structure of the organization, portfolio of the products and services.

**Chapter No. IV – Conceptual Framework**

In this chapter I mentioned about the concepts that involved in this research topic, like lag in payment of credit, objectives, importance, and other concepts and definitions that related with the debtors causes and perception about the company.

**Chapter No. V – Data analysis & interpretation**

The data analysis is done for getting results and outcome from the collected data for solve the problem faced by the organization and researcher, also it helps to the test the hypothesis, and get the result from the interpretation. Interpretation is a detail information of the analysed data.

**Chapter No. VI – Findings, Suggestions & Conclusion**

The findings are what we get from the interpretation and also it includes the results that we get from the analysis of the data. And from that finding we give some suggestions to the organization to make some changes, also in this chapter we mention conclusion of the overall report that conclude the of the research outcomes.

**Chapter No 2**

**Review of literature**

**Chapter -II**

**Literature Review**

**2.1 Introduction**

A literature review is an overview of the previously published works on increasing sales among businesses. It is related to the references of the related scholarly journals and research papers. And the critical analysis of the research papers comes under the review of the literature. We can modify the research topic and objective by finding the research gap.

**2.2 Review of Literature**

(**Haworth,** **2008**) New motor scooters and moped sales have significantly surged recently. On the subject of whether scooters and mopeds are safer than other motorbikes in crashes, nothing is known. The number of moped crashes increased, according to analyses of combined crash and registration data. from 25 in 2001 to 97 in 2005, an increase. Most collisions that required hospitalization (43%) or medical attention (38%) happened during the weekday 6 am6 pm hours in low-speed zones.

**(COPELAND, 2013)** The goal of this study is to restructure the verbal behaviors of five sales representatives during sales calls in order to create those that are most likely to result in a sale. Using the behaviors determined by a statistical analysis to be significant. Sales personnel identified closing-related behaviors at a focus group meeting and utilized this information, along with correlational analysis, to create a self-observation check sheet. The salespeople started receiving weekly performance feedback on the targeted behaviors after five weeks of self-monitoring.

**(Monika Aprilia Wulandari, 2020)** The goal of this study is to boost ballroom sales at the New Kuta Hotel, identify marketing tactics that the sales and marketing divisions should employ to boost ballroom sales, and determine which tactics are most successful.

(**Leigh & Marshall**, **2001**) The following "best practices" from the industry recognized by the Chally Group (1998) are used as a foundation for developing a collection of study concerns and questions pertaining to strategic aspects of the sales function: Creating a customer-centric culture is only the beginning. Other important steps include market segmentation, market adaptation, information technology, sales, service, and technical support systems, customer feedback and satisfaction, and hiring and training sales staff.

**(Ezeife, 2017)** Themes covered determining the target market, creating a customer journey map to turn prospects into customers, maintaining customer relationships to enhance brand loyalty, and creating key performance indicators to gauge the success of social media. media strategies. Findings from the study may improve local organizational leaders' knowledge of social media tactics they might employ to boost their companies' brand recognition, customer loyalty, and revenue. The potential for local leaders to boost sales, which might result in more employment and healthier local economies, has implications for social transformation.

(**Siddiqui**, **2016**) Without sales and marketing, every business-related organization would be unable to function. Without them, a company could not possibly exist. Despite their importance, there is constant misunderstanding regarding the exact distinctions between the two. Consequently, this article provides a thorough explanation of the distinctions between marketing and sales The differences that have a favorable influence on the organization and those that might have a negative impact are also discussed.

**(Millaty**, **2022**) Consumers who want to include sweet bread in their every day lives may readily locate providers of the baked good. Due to the numerous sweet bread companies, there is fiercer rivalry in the market, and making the choice to boost sales, the ideal plan is required. The goal of this study is to identify and outline the business plan that Rotaz must implement in order to grow and boost sales. Consumers and managers who are somewhat knowledgeable and interested in selecting Rotaz's marketing plan both responded to the survey.

**(choudhary, 2022)** In the modern world, it is crucial to concentrate on a few marketing plans for the business and create a tool for achieving total success. This study effectively examines how marketing strategies affect the company's sales success. It has been examined after the study is over, and now it must work.effectively and manage the plan by ascertaining the entire performance of the company's sales and revenue. According to analysis, marketing is beneficial for all sizes of businesses, including small, medium, and large international corporations

**(Rezza Lutviana Suryahadi, 2021)** There is a need for research on sales force performance to gauge the efficiency of sales force performance in marketing firm items since this research is based on the phenomena of selling online-based products by utilising salespeople as marketing subjects. This study's objective was to evaluate and ascertain theThere is a causal link between the model's components of customer orientation, sales soft competence, and staff performance, with adaptive sales acting as a mediator.

**(J. Shanmugasundarum, 2002)** A growing number of businesses are working to create strategic information systems for connecting with their suppliers, clients, and other channel partners that are engaged in maintenance, distribution, storage, and transportation operations. AnIn order to maximise inventory levels in a big medical distribution organisation, this study addresses the application of neural network-based data mining and knowledge discovery approaches.

**(Dennis J. Zhang, 2015-17)** Online retailers have used price promotions and dynamic pricing extensively. On a retail platform, we investigate the short- and long-term effects of a marketing approach that gives customers a discount for the items in their shopping basket. We carry out a random field test.With Alibaba Group, the largest selling platform in the world, more than 100 million customers and 11,000 businesses are involved. We divide eligible clients into two groups at random: those who will get promotions for the items in their shopping cart (the treatment group), and those who won't (the control group).

**2.3 Conclusion:**

The all the papers and journals read in that, I observed that some of them are focused on the how-to increasing sale. There were many cases of that effect on sales. Also, some papers focus on the factors that influence customers and service providers. After this critical analysis of the literature reviews, I modified my topic and objectives per the organization’s requirements.

**Chapter No 3**

**Organization Profile**

**Chapter- III**

**Organization Profile**

**3.1 Name of the company:**

**Raj Fertilizers and Chemicals**

**3.2 History of the company:**

**Raj Fertilizers and Chemicals** is India’s first ISO 9001-2008 certified company in its segment. It has been operating in 4 States of India for over 25 years with fertilizer trading & about 12 years with the production of secondary micronutrients, humic acid, nitrobenzene & drip/foliar fertilizers. With its primary commitment to India’s agricultural sector, Raj Fertilizers & Chemicals has always excelled in the sphere of its operations from providing Agri solutions to basic soil management, high technology analysis & consultancy services to farmers on the field & through their radio channel **Green FM 90.4**



**RAJ FERTILIZERS AND CHEMICALS**

The biggest achievement & precious asset to Raj Fertilizers & Chemicals is the belief of farmers & their dealers about the quality of products & services provided to them.

**Raj Fertilizers & Chemical Mantras:**

* Power of Teamwork.
* Be Realistic, Honest & Fair to all.

**3.3 Location of the company:**

**Address :** 1st Floor, Shiv Pavilion, Near Ram Mandir, Sangli-Miraj Road,

Sangli- 416416

**Contact :** 0233-2322101

**Website** **:** <http://www.rajfertilizers.com/index.html>

**E-mail** **:** [info@rajfertilizers.com](file:///C:\Users\DELL\Desktop\New%20folder\info@rajfertilizers.com)

* 1. **About Company**

Website : <http://www.rajfertilizers.com/index.html>

Industries : Fertilizers and Chemicals

Company Size : 11-50 employees

Headquarters : Sangli, Maharashtra

Type : Privately Held

Founded : 1988

Specialties : Secondary Nut Supplement, Micro Nutrient, Calcium & Boron, Humic Acid, Nitrobenzene, Magnesium Sulphate, Boron Supplement etc.

* 1. **Company Overview**

More than one lack of customers We have been supplying farmers with fertilizers since 1988 and have earned the trust of farmers over that time, which is assisting our business in expanding.

We offer more than 20 internship opportunities annually because our organization recognizes the significance of internships for students.

We manage more than fifty employees. Because we guarantee the quality of every product, we have earned the trust of farmers.

Additionally, we have a radio station called Green FM 90.4.

With fertilizer trading, we have been operating and distributing our products in four states for more than 25 years.

Additionally, we offer employment opportunities throughout the states

Our products are-

* Secondary Nut Supplement
* Micro Nutrient
* Calcium & Boron
* Humic Acid
* Nitrobenzene
* Magnesium Sulphate
* Boron Supplement
  1. . **Future Plans:**
     1. **Mission, Vision:**
* We aim to establish the Raj fertilizers & Chemicals brand as a symbol of quality trusted & respected globally.
* We will always endeavor to provide quality products & best possible services.
* It will be our continuous endeavor to make “Raj Fertilizers & Chemicals” contribute our part to society.
* Our corporate goal is to create value for farmers.
  + 1. **Responsibility:**
* **Quality Policy:**
  + We the team of Raj Fertilizers & Chemicals will continually improve our services to ensure customer satisfaction.
* **Environment:**
  + We will continually contribute our efforts to endeavor, “Green Revolution… Progress of Nation”
* **Social Responsibility:**
  + Raj Fertilizers & Chemicals will enhance the productivity & yield which in return will contribute economy & meet the global needs for feed, food & fuel.
  1. **Products and Their Benefits:**
* **Raj Calcimax**
* It is a Secondary Nut Supplement. It increases the soil texture & Develops air pores in the soil which supports the development of roots.
* **Raj Micromax**
  + It is Micro Nutrient. It is essential for seed and fruit development.
  + Essential for the formation of chlorophyll.
* **Raj Calbo**
  + It is Calcium and Boron. It corrects calcium and boron deficiency & prevents physiological disorders from such deficiency.
  + It protects flowers & fruit from shedding.
* **Raj Humax**
  + It is Humic Acid. It helps in the addition of organic matter to organically deficient soils.
  + It helps in the development of white roots and helps for better seed germination.
* **Raj Nitromax**
  + It is Nitrobenzene. It increases flowering implant by preventing flower shedding.
  + Also, it increases root vitality and improves nutrient uptake, helping to improve yield.
* **Raj Magnesium**
  + It is Magnesium Sulphate. It enhances photosynthesis.
  + It helps starch translocation and nutrient uptake control and also increases iron utilization.
* **Raj Borax**
  + It is a Boron Supplement. It acts as a transporter of sugars through cell membranes.
  + It regulates nutrients for plant development and helps in the carrier of all nutrients.

**Chapter No. 4**

**Conceptual Framework**

**Chapter- IV**

**Conceptual Framework**

**4.1 Introduction:**

In order to increase sales, you might need to expand your target market, step up your marketing initiatives, introduce new goods or services, or improve customer service. If you're a manufacturer, this can include increasing output to meet demand.

Effective sales enable you to acquire leads and consumers that are of high quality and worth to you. If the business was having successful sales, the personnel would also be happy. And in reality, it will boost worker productivity and enable them to complete their responsibilities in a more organized and professional manner. Profits are increased by just selling the merchandise. Your monthly sales volume has to go up.

**4.2 Meaning:**

You might be able to make your marketing efforts more effective. Keep an eye on the results of your present marketing or advertising, and be ready to alter your plan if necessary. Analyze the best ways to reach your target audience and adjust your marketing approach accordingly.

**4.3 Definition:**

A group of marketing strategies known as sales promotion attempt to increase demand for certain items and raise consumer awareness of brands. Due to its limited duration, it fosters a sense of urgency, produces new leads, and maintains the interest of current clients.

**4.4 Characteristics:**

Unregular and one-time action - Sales is an unreliable and one-time attempt to boost sales. In other words, it does not involve the usual marketing tasks. The strategy is applied in particular specific situations, such as when there is a downturn in demand, a drop in profits, intense market rivalry, or a new product is about to be released.

Area of Responsibility - Sales promotion is a complementary strategy to advertising and cold calling. It excludes publicity, public relations, personal selling, and advertising.

**4.5 Importance:**

Sales promotion has been effective in marketplaces that are becoming more competitive. Advertising typically takes longer to start producing results than sales promotion. It is frequently made to elicit a response. Gaining the cooperation of a sales team that is already busy is also beneficial to a product manager. Because intermediaries respond to sales promotion and there is increased competition, the sales force may be especially receptive to sales promotion, including marketing in the channels. The salespeople can tell that their business wants to assist them in gaining new clients.

**4.6 Objectives:**

1. **To create the awareness among customers products of raj fertilizer**
2. **To find out the requirements of farmers related to products of Raj Fertilizers and chemicals**
3. **To increase customer retention**

**4.7 Examples :**

1. **Free shipping:** Due to expensive delivery options, customers typically leave your site without making a purchase. To entice these potential consumers back, you may run a limited-time deal that gives free items in exchange for a minimum purchase amount.
2. **Seasonal sales:** In order to save money, people typically buy air conditioners & ski equipment in the summer. We highly urge you to give seasonal promotions because it could be challenging to sell products during the off-season. Offer lower prices on products from prior collections and don't be afraid to spread the word about your sale via email and social media.
3. **Time-limited deals:** This strategy works considerably better than a huge discount. This strategy is used by marketers to create a sense of urgency and concern about missing out on their products.

**4.8 Advantages & Disadvantages**

* **Advantages**

1. It has the ability to significantly alter consumer behaviour.
2. A business aims to get its merchants to cooperate more. It aids in gaining the trust of distributors and dealers.
3. It works well when combined with other advertising resources.

* **Disadvantages**

1. The second argument is that because the prices of the items are already inflated, such discounts are not actually true.
2. There is a perception that the major goal of these seasonal sales promotional efforts is to offer inferior goods.
3. Might only have a temporary effect.

**4.9 Conclusion:**

Increasing sales and income is a challenging endeavor that needs careful strategy and execution to be successful. However, it is totally feasible to significantly boost your company's income with the appropriate methods in place and a successful marketing strategy. You may expand your market and increase sales by being aware of your client’s demands and developing exceptional products or services that improve their quality of life. Additionally, making use of internet resources like social media and running focused advertising campaigns may aid in increasing brand awareness and income for your company.

**Chapter – 5**

**Data Analysis and Interpretation**

**Chapter- V**

**Data Analysis and Interpretation**

**5.1 INTRODUCTION**

Data analysis is the process of evaluating, modifying, purifying, and presenting information with the goal of discovering useful information, guiding judgments, and assisting decision-making. Data analysis is used in many different business, scientific, and sociological fields and includes a wide range of features and methodologies that encompass different procedures under different titles. In the modern corporate environment, data analysis plays a role in helping people make more rational decisions and supporting companies in operating more successfully. After gathering data via a questionnaire and telephone interviews with respondents, data analysis is carried out. Excel edit tabulations of the data are completed before to data analysis; when a code sheet is created, the data is assigned these precise codes, making it simple to examine; our data is both quantitative and qualitative.

**Google form link;** <https://docs.google.com/forms/d/e/1FAIpQLSe6-Adn_tjXafaNG4JMIr_BnaPPu1Os_i4jsa3N_5Tw2Emn3w/viewform?usp=sf_link>

**Table No. 5.2.1**

Age-wise classification:

|  |  |  |  |
| --- | --- | --- | --- |
| **Sr. no.** | **Age** | **Respondents** | **Percentage** |
| **1.** | 20-30 | 58 | 15.1 |
| **2.** | 30-40 | 199 | 51.8 |
| **3.** | 40-50 | 59 | 15.4 |
| **4.** | Above 50 | 68 | 17.7 |
|  | **Total** | **384** | **100 %** |

(Source: Primary Data)

**Interpretation:**

The majority of respondents, or 51.8% of the total population, are between the ages of 30 and 40, as shown in the table above. The age groups of 20 to 30, 40 to 50, and older (15.1%, 15.4%, and 17.7%, respectively) The majority of respondents have a solid background in their field. There are significantly more youngsters.

**Table No. 5.2.2**

Qualification-wise classification:

|  |  |  |  |
| --- | --- | --- | --- |
| **Sr. no.** | **Qualification** | **Respondents** | **Percentage** |
| **1.** | Up to SSC | 154 | 40.1 |
| **2.** | Up to HSC | 156 | 40.6 |
| **3.** | Up to graduation | 70 | 18.2 |
| **4.** | Up to post graduation | 4 | 1 |
|  | **Total** | **384** | **100 %** |

**Interpretation:**

There 40.1% of respondents have SSC.40.6% of respondents have cleared HSC, 18.2% have cleared Graduation, and 1.2% have done any post-Graduation.

**Table No. 5.2.3**

Occupation-wise classification:

|  |  |  |  |
| --- | --- | --- | --- |
| **Sr. no.** | **Occupation** | **Respondents** | **Percentage** |
| **1.** | Farmer | 234 | 60.9 |
| **2.** | Businessman | 51 | 13.3 |
| **3.** | Student | 23 | 6 |
| **4.** | Teacher | 4 | 1 |
| **5.** | Worker | 72 | 18.8 |
|  | **Total** | **384** | **100 %** |

**Interpretation:**

There are a lot of respondents, farmers who are 60.9 % and business people who are 13.3%. Students and teachers are 6%and 1%. Workers are18.8%.

**Table No. 5.2.4**

Are you aware of Raj Fertilizer products?

|  |  |  |  |
| --- | --- | --- | --- |
| **Sr. no.** | **Awareness** | **Respondents** | **Percentage** |
| **1.** | Fully aware | 38 | 9.9 |
| **2.** | Little bit aware | 343 | 89.3 |
| **3.** | Not aware | 3 | 0.8 |
|  | **Total** | **150** | **100 %** |

**Interpretation:**A maximum number ofrespondents are a little aware which is 89.3%. Fully aware respondents are 9.9%, but not aware respondents are 0.8%.

**Table No. 5.2.5**

How do you aware about products of Raj Fertilizer?

|  |  |  |  |
| --- | --- | --- | --- |
| **Sr. no.** | **Awareness Media** | **Respondents** | **Percentage** |
| **1.** | Advertisement | 40 | 10.4 |
| **2.** | Friends | 190 | 49.5 |
| **3.** | Dealer | 134 | 34.9 |
| **4.** | Consultant | 14 | 3.6 |
| **5.** | Social Media | 6 | 1.6 |
|  | **Total** | **384** | **100 %** |

**Interpretation:** There are different mediums to create awareness among customers. Raj Fertilizer and Chemicals create awareness through advertisement 10.4 %. And Dealer and Consultant create awareness are 34.9% and 3.6%. Other sources like friends and social media make 34.9%and 1.6%.

**Table No. 5.2.6**

Which products did you purchase from Raj Fertilizer?

|  |  |  |  |
| --- | --- | --- | --- |
| **Sr. no.** | **Products** | **Respondents** | **Percentage** |
| **1.** | Raj calcimax | 163 | 42.4 |
| **2.** | Raj micromax | 126 | 32.8 |
| **3.** | Raj calboro | 186 | 48.4 |
| **4.** | Raj humax | 103 | 26.8 |
| **5.** | Raj nitromax | 92 | 24 |
| **6.** | Raj mangnesium | 198 | 41.1 |
| **7.** | Raj borax | 29 | 7.6 |

**Interpretation:**

Customers of Raj Fertilizers purchase most of the products Raj calboro, Raj calcimax, and Raj magnesium compared to others of Raj Fertilizers. Other products are Raj borax, Raj nitromax, Raj humax, and Raj micromax.

**Table No. 5.2.7**

Which products did you purchase mostly from Raj Fertilizer?

|  |  |  |  |
| --- | --- | --- | --- |
| **Sr. no.** | **Products** | **Respondents** | **Percentage** |
| **1.** | Raj calcimax | 143 | 37.2 |
| **2.** | Raj micromax | 13 | 3.4 |
| **3.** | Raj calboro | 52 | 13.5 |
| **4.** | Raj humax | 81 | 21.1 |
| **5.** | Raj nitromax | 66 | 17.2 |
| **6.** | Raj mangnesium | 17 | 4.4 |
| **7.** | Raj borax | 12 | 3.1 |
|  | **Total** | **384** | **100 %** |

**Interpretation:**

Customers repeatedly purchase the product Raj calcimax, a percentage of 37.2, and Raj Humax second number of those who repeatedly buy customers. Which product less purchased repeatedly are Raj borax.

**Table No. 5.2.8**

What can Raj Fertilizer do to provide information about its products?

|  |  |  |  |
| --- | --- | --- | --- |
| **Sr. no.** | **sources** | **Respondents** | **Percentage** |
| **1.** | Campaigning | 133 | 34.6 |
| **2.** | Pamphlets and banners | 99 | 25.8 |
| **3.** | Social media | 159 | 41.4 |
| **4.** | Product demonstration | 149 | 38.8 |
| **5.** | Expert Sessions | 26 | 6.8 |

**Interpretation: Customers need to provide information about Raj Fertilizer products through social media, product demonstrations, and campaigning, respectively percentages are 41.1%,38.8, and 34.6. Customers feel the company must be given active information through social media**

**Table No. 5.2.9**

Are you satisfied with Raj Fertilizer products?

|  |  |  |  |
| --- | --- | --- | --- |
| **Sr. no.** | **Option** | **Respondents** | **Percentage** |
| **1.** | Yes | 268 | 69.8 |
| **2.** | No | 116 | 30.2 |
|  | **Total** | **384** | **100%** |

**Interpretation: customer satisfaction level is high because of satisfied percentage is 69.8, and the Dissatisfied percentage is 30.2.**

**Table No. 5.2.10**

What are your requirement for products of Raj Fertilizer?

|  |  |  |  |
| --- | --- | --- | --- |
| **Sr. no.** | **Requirements** | **Respondents** | **Percentage** |
| **1.** | Effective result | 262 | 68.2 |
| **2.** | Quick result | 108 | 28.1 |
| **3.** | Risk reduction | 276 | 71.9 |
| **4.** | Availability in diff sizes | 29 | 7.6 |
| **5.** | Easy to available | 70 | 18.2 |

**Interpretation:** The customer’s most requirements are risk reduction and effective results. Other requirements are quick results and easy to available. Customers are not ready to risk, so they suggest risk reduction. Customers do not have issues with the availability of different sizes.

**Table No. 5.2.11**

Which options are available in the market at the time of purchasing Fertilizer products?

|  |  |  |  |
| --- | --- | --- | --- |
| **Sr. no.** | **Companies** | **Respondents** | **Percentage** |
| **1.** | Raj Fertilizer | 218 | 56.8 |
| **2.** | Procare crop science | 212 | 55.2 |
| **3.** | Ideal Agree search Pvt ltd | 267 | 69.5 |
| **4.** | Nisarga crop care | 143 | 37.2 |
| **5.** | Atharv chemicals & Fertilizers Pvt ltd | 16 | 4.2 |

**Interpretation:** In the domestic market, the most available fertilizer company are ideal Agree search Pvt ltd because customers choose its name more often. Raj Fertilizer is also easily available in the market. It has the second number. In the domestic market, Atharv chemicals & fertilizer Pvt ltd does not supply products.

**Table No. 5.2.12**

Which features of competitors’ products did you like?

|  |  |  |  |
| --- | --- | --- | --- |
| **Sr. no.** | **Features** | **Respondents** | **Percentage** |
| **1.** | Available in low prices | 242 | 63 |
| **2.** | Quick result | 226 | 58.9 |
| **3.** | Effective result | 89 | 23.2 |
| **4.** | Risk reduction | 105 | 27.3 |
| **5.** | Minimum side effects | 77 | 20.1 |

**Interpretation:** Customers buy competitors’ products because of their low price and quick result availability. The customer chooses two options more time: the quick result and availability in low prices and its percentages are 58.9% and 63%.

**Table No. 5.2.13**

Why did you choose to buy products from Raj Fertilizer?

|  |  |  |  |
| --- | --- | --- | --- |
| **Sr. no.** | **Option** | **Respondents** | **Percentage** |
| **1.** | Affordability | 181 | 47.1 |
| **2.** | Easy to available | 143 | 37.2 |
| **3.** | Goodwill | 233 | 60.7 |
| **4.** | Better results | 163 | 42.4 |

**Interpretation: Respondents buy products of Raj Fertilizers because the company’s goodwill is better in the market. Goodwill is selected most time, and its percentage is 60.7%. Raj Fertilizer products are affordable for customers. According to customers, Raj fertilizer products have better results**

**Table No. 5.2.14**

What could we do to offer you a better experience?

|  |  |  |  |
| --- | --- | --- | --- |
| **Sr. no.** | **Age** | **Respondents** | **Percentage** |
| **1.** | Bulk purchasing offers | 195 | 50.8 |
| **2.** | Combo kit | 131 | 34.1 |
| **3.** | On-farm delivery | 83 | 21.6 |
| **4.** | Return of product policy | 219 | 57 |
| **5.** | Customer care service | 87 | 22.7 |

**Interpretation: Respondents liked the offer mostly return of product policy, and the return of product policy percentage is 57%. after this offer, respondents liked the bulk purchasing offer, which means the company provides products in bulk quantity with concessions. Other also offers residents like which is combo kit, on-farm delivery, and customer care service**

**Chapter No 6**

**Findings, Suggestions & Conclusion**

**Chapter- VI**

**Findings, Suggestions, and Conclusion**

**6.1 Introduction –**

We get solutions to our research problem by interpreting the data, analyzing the data using Excel and SPSS, and mentioning the findings. We offer suggestions to the company to point out areas in which there is room for improvement. These suggestions should also assist in designing products that meet the requirements of customers, satisfy their needs, and help the company achieve its goal. It aids in the development of a marketing strategy for attracting maximum customers.

**6.2 Findings –**

1) From the survey, I found that most respondents have an age range of 30 -40.

2) Most respondents' qualifications are up to HSC and up to SSC, which are 40.6% and 40.1%.

3) The majority of the respondent are farmers, and the Farmer percentage is 60.9%.

4) We find that almost all respondents are a little bit aware of the products of Raj Fertilizer and Chemicals.

5) The major respondent aware of products of Raj Fertilizer and Chemicals through their friends. Dealers also play a big role in awareness.

6) Raj Fertilizer and Chemicals products most purchased in Sangli are Raj calboro, Raj calcimax, and Raj mangnesium.

7) The majority of respondents who buy repletely products are Raj calcimax which percentage is 37.2%.

8) Respondents need product demonstrations and social media to provide product information.

9) More respondents are satisfied with Raj Fertilizers products; his percentage is 69.8%.

10) The customers must of two requirements effective results and risk reduction.

11) In the domestic market, the options available companies are Ideal Agree search Pvt ltd., Raj Fertilizer and Chemicals, and Procare crop science.

12) Raj fertilizer has Goodwill in the market, and Products are affordable to the customer.

**6.2 Suggestions –**

* For advertisement, many social media applications are used in those apps, and many youngsters use Instagram. Therefore, it suggests that the company gets focus more on Instagram advertisements.
* Also, people prefer YouTube as an online learning platform for how to use product note suggestions for the company to explore their expert sessions on YouTube.
* The firm needs to create a monopoly in the market because some customers are attracted by other businesses which provide the same services.
* The firm can concentrate work on fulfilling customers' requirements.

**6.4 Conclusion–**

From our study, it is concluded that the company needs to create awareness among domestic customers through social media and advertisement. Customers need the company will do product demonstrations, social media, and campaigns to provide information about its products.

          The company should fulfil customers' requirements as products reduce risk and give effective results. The company needs to think about competitors' features for adoption. The company should provide better market offers like the return of product policy, bulk purchasing offer, and combo kit.