

Project Report on
“Analysis Of Effectiveness Distribution Channel At Eshwarr
Steel Tech Pvt, Ltd. Bhadravathi”.

Submitted By
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Submitted To
VISVESVARAYA TECHNOLOGICAL UNIVERSITY
BELAGAVI-590018



In partial fulfillment of the requirements for the degree of
MASTER OF BUSINESS ADMINISTRATION

Under the Guidance of

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DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION
UNIVERSITY B.D.T COLLEGE OF ENGINEERING,
(A Constituent college of VTU, Belagavi)
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2023

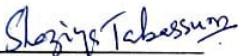
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CERTIFICATE

This is to certify that **Mr. Chetan S D** bearing **USN:4UB21BA041** is a bonafide student of Master of Business Administration Programme of the institute batch 2021-23 affiliated to Visvesvaraya Technological University, Belagavi. Project report on "**Analysis Of Effectiveness Distribution Channel At Eshwarr Steel Tech Private Limited, Bhadravathi**". is prepared under the guidance of **Mrs. Shazia Tabsum**, Faculty, Dept. of MBA in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belagavi, Karnataka.


Mrs. Shazia Tabsum
Project Guide
Department of MBA


Dr. T. Manjunatha
Professor & HOD
Department of MBA


Principal
University B.D.T. College of Engineering,
Davanagere

External Viva-voca

Examiners Signature with date

1. _____

2. _____



Eshwarr Steeltech Private Limited

CIN No. : U34300KA2006PTC039695

An "ISO 9001-2015" Certified Company

"Well Known Foundry" Under Regulations 4C (2) of Indian Boiler Regulations-1950

Mfrs. : Carbon Steel, Alloy Steel, Stainless Steel and Duplex Alloy Castings

Date: 30th May. 2023

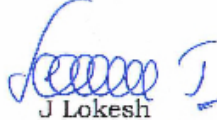
CERTIFICATE

This is to certify that **Mr. CHETAN S D** (Reg. No. 4UB21BA041) a MBA student of Dept, of MBA, University B.D.T. College of Engineering, Davngere, has undergone "**PROJECT WORK**" under topic of 'ANALYSIS OF EFFECTIVENESS DISTRIBUTION CHANNEL AT ESHWARR STEELTCH PVT, LTD.,' in our organization from a period 17th April to 27th May 2023 has successfully completed the project work.

During the course of his project work he has shown keen interest in learning in our organization, he has submitted a copy of study report which we acknowledge as his original work.

We wish all the best for his future endeavors.

For ESHWARR STEELTECH PVT. LTD.,


J Lokesh

Director - Manufacture



DECLARATION

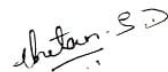
I, Mr. Chetan S D, hereby declare that the project report entitled, “**Analysis Of Effectiveness Distribution Channel At Eshwarr Steel Tech Private Limited., Bhadravathi.**” Prepared by me under the guidance of **Mrs. Shazia Tabsuma**, Faculty, Department of MBA, University B.D.T College of Engineering, Davanagere and external assistance by **Mr. J Lokesh**, Managing Director, Eshwar Steel Tech Private Limited, Bhadravathi.

I also declare that this project report is towards the partial of the university regulation for the award of degree of Master of Business Administration by Visvesvaraya Technological University, Belagavi.

I have undergone a project report for a period of six weeks. I further declare that this project report is based on the original study undertaken by me and not been submitted for the award of any degree from any other University/Institution.

Place : Davanagere

Date: - 07/09/23


Signature of the Student

ACKNOWLEDGMENT

It gives me immense pleasure to extend my thanks and gratitude to those who have been instrumental in the completion of this project report.

I am thankful to **Mr. J Lokesh**, Managing Director, “Eshwar steeltech private limited., Bhadravathi”. external guide for providing me the opportunity to undertake is project report.

I am grateful to respected **Dr. D.P.Nagarajappa**, Principal, University B.D.T College of Engineering, Davanagere for the constant inspiration rendered tome in my project report.

I wish to express my gratitude to all my lectures that have helped me in especially. **Dr. T. Manjunatha**, Professor & HOD, Dept of MBA of in the completion of this project report successfully

I express my sincere thanks to my beloved internal guide **Mrs. Shazia Tabsum**, Faculty, Dept of MBA without whom this project report work would have been impossible. I thank for his constant guidance in every aspect of this Project report.

I would also like to express my gratitude to VTU for including this project report in the course of curriculum which has enriched me in terms of experience and knowledge. Lastly, I thank my family and friends for their continuous support to complete this in project report.

Chetan S D
4UB21BA041

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Executive Summary

Since the nation's independence, the iron & steel industry has witnessed sustained expansion. In 1870, India saw the humble early stages of the modern steel industry at Kulti in West Bengal. However, the beginning of larger production became. The establishment of a steel mill at Jamshedpur, Bihar, in 1907, was notable. It went into production in 1912. Jamshed Ji Tata was honoured with the naming of the new township. This was subsequently followed in 1919 and 1923 by the Burnpur and Bhadravati Steel factories.

Eshwarr steel was founded in 2006 by a group of technically capable businessmen with extensive involvement within the factory field to meet the casting requirements of value and pump create outside of India. It began production in a capacity in operation of 1000 metric tonnes per year. Mr. Paramashekarappa has extensive experience in this field, and the initiative is financially supported by other directors. They had previously obtained certification from the region's industries centre for this reason.

In business, distribution channels were one of the four Ps (product, promotion, price, and adjustment, often known as distribution). They play an important role in your overall business strategy, advising you on how to improve your capabilities and increase your income. B2B and B2C businesses can advertise using a single management method or through a variety of channels, which may include:

Understanding the current distribution system of the business, understanding the function of distribution in the company's marketing mix and evaluating the achievement of channel members are the above objectives and questionnaire framed on the basis of twenty literature survey.

Research undertaken to measure the efficacy of the service offered by the distributions in areas of flexibility, dependability, empathy, reassurance and intangibles. It emerged that the general opinion of the quality of service of Since demand is high, merchants are making the greatest of any resources that are accessible with an emphasis on creating long-term connections with merchants, retailers are highly happy with the quantity of commodity time.