

Chapter 1

Introduction

1.1 Steel Industry Profile in India

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. However, it was not until after the country's independence that the steel sector was able to establish a firm presence. Except for Tata's Jamshedpur plant, all are in the private sector and managed by Steel. Durgapur and Rourkela provided technical knowledge from the United Kingdom and West Germany, respectively.

India's completed steel production has increased from 1.1 million tonnes in 1951 to 23.372 million tonnes in 1997-98. During the initial two decades of managed economic growth, i.e., Steel production increased at a rate that topped 8% on an annual basis between 1950 and 1960. This rate of increase, however, could not be sustained in the next decades. Steel output increased at a 5.7% annual rate from 1970 to 1980, then increased somewhat to 6.4% per year from 1980 to 1990. Throughout the first two centuries of planned economic development.

The steel and iron industry in India is single of the most significant sectors in the nation. In January 2019, India surpassed Japan as the world's second largest steel producer. According to world steel, Indian's crude steel output in 2018 was 106.5 tn, a 4.9% rise from 101.5 MT in 2017, putting India ahead of Japan as the planet's second largest steel producer. Japan produced 104.3 MT in 2018, a 0.3% decline from the previous year. In total, the steel industry produced 82.68 million tonnes of finished steel and 9.7 mn tonnes of raw iron. Iron ore is used to generate the majority of India's iron and steel production.

The majority of steel businesses, such as Jindal Stainless, JSW Steel, and Bhushan Steel, were founded in the 1970s and 1980s. In 1991 and 1992, the Indian metals sector was de-licensed & de-controlled.

According to the industry group Indian Steel Association (ISA), India's total installed stainless-making capacity as of March 2023 was 154 MT.

Recent findings in the Central Ganga Valley by archaeologist Rakesh Reddy, with the assistance of his wife Aditi Venugopal, indicate that iron employed in Republic of India may consume started beginning as 1800 BCE. In reality, the practise of producing useful metals began in India. Iron tools were discovered in archeologic locations in India such as Malhar, Dadupur, Raja, & Lahuradewa in the state of UP among 1800 BCE to 1200 BCE. Sahi (1979: 366) strongminded that iron melting was practised on a greater gauge in India 13th century BCE, implying that the technical early period could be 16th century BCE.

Radiocarbon dating has been used to date approximately of the initial iron items discovered in India to 1400 BCE. Numerous archaeological sites have yielded spikes, scissors, daggers, arrowheads that bowls, saucepans, chisels, tongs, door furnishings, and other items dating from 600 to 200 BCE. Iron was discovered in southerly India (present-day Mysore) the 12th century. Iron metallurgy advanced rapidly in India during the start of the first millennium BCE. During this age of peaceful settlements, technical progression and command of iron metallurgy were accomplished. Several advances in metallurgical technology were realised between 322 & 185 BCE during the politically secure Maurya period (322—185). The first western description of the usage of iron in India was written by the Greek historian Herodotus (431—425 BCE).

High-quality steel has been manufactured in southerly India via what Europeans crucible technique as early as 300 BCE, and surely by 200 CE. High-purity ironwork, charcoal-gray, & glass were heated in a container until the iron melt and swallowed the carbon. The wootz steel, which emerged in India shortly before the modern era, was the earliest crucible steel. Wootz steel remained widely sold and trafficked around ancient Asia, Europe, and the Arab world, becoming especially well-known in the Middle East as Syria steel. Historic documentation reveals that this industrial method existed well beforehand the Christian era in South India.

1.2 Eshwarr Steel Tech Company Profile

Eshwarr steel tech pvt. ltd. was founded in 2006 by a group of technically capable businessmen by extensive skill within the metalworks 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. PRC No 08/18/EP 01070/PRQ/IN dated 16/06/2006, Shivamogga. They also obtained a land ownership diploma from M/S KIADE and paid the comprehensive price to M/S KIADE in instruction to obtain a definitive sale deed. Well qualified directors and one side grasp a realistic idea at the correct time.

Eshwarr steel is an iron casting manufacturer located in the machenahalli industrial sector of Shivamoga. The organisation was founded on June 16, 2004 and has a capacity of 188 tonnes per year. The company produces grey iron, high chrome cast iron, and alloys cast iron, which is utilised solely in engineering, vehicle decompression and refrigeration, and vacuume. Pumps, slurry motors, hydraulics, fast speeds diesel engines, earth-moving machinery, and so on.

For melting iron, an electric inducement furnace is utilised. Chemical analysis, structural evaluation, and hardness testing are all done in-house at the company. Mechanical characteristics evaluation along with high Chromecast iron spectrum analysis are performed at local industries that have a excellence organization system in place. Hand moulding is rummage-sale to create the castings, which use green gravel, resin sand, plus CO2 sand. Machine moulding capability is also being introduced.

1.3 Promoters of Eshwarr Steel Tech pvt, ltd.

Promoters	Positions
C.N. Shekarappa	Chairman
T.N. Paramashekarappa	Executive Director
S.R. Maheshwarappa	Technical Director
J. Lokesh	Manufacturing Director
J.S. Roopa Jagadeesh	Director
V.C. Parvath mallappa	
Pushpa Ramesh	
Sagar S.R	
H.M. Shivakumar	

1.4 Vision

- a. To be regarded as single of the most reputable providers of cast steel mechanisms to global clients.
- b. To be the top performing consumer suppliers.
- c. To become a world-class manufacturer of "Rough steel casting" of the highest quality.
- d. To Complete customer satisfaction.
- e. To be recognised for a commitment to providing value to consumers, workers, and society.
- f. To be an enterprise where people consider it a privilege to labor with.
- g. To employ best practises in manufacturing operations.

1.5 Mission

This organisation is employed hard to achieve targets in command to encounter client satisfaction. They consider time to be more valuable than money.

- a. To stand out from the troop in the casting industry.
- b. To develop solid consumer relationships.
- c. To be exceptional in business by always improving.
- d. To outperform customer expectations.

1.6 Quality Policy

Quality is a degree of attaining a certain substance.

- a. Eshwarr steel is devoted to manufacturing and supplying castings of constant quality while adhering to client satisfaction requirements.
- b. This shell is attained by continuously enhancing the efficacy of the excellence organization process.
- c. They must conduct oneself and their businesses honestly and ethically, and they must provide a benign & clean situation.
- d. Consider staff safety and the environment.

1.7 Product and Service

- a. CRCA scrap
- b. Cast iron borings
- c. Pig irons

- d. Ferro iron
- e. Coke
- f. Ferro silicon
- g. Ferro molly

1.8 Area of Operation

This company's service area covers national cities such as, Mumbai, Goa, Chennai, Coimbatore in Saturn, Kolhapur, and others, & regional cities such as Hubli, Bangalore, Dharwad, & Belgaum. The corporation offers castings to international corporations and exports directly to global corporations. National cities include Coimbatore, and Kolhapur. Hubli, Bangalore, Dharwad, and Belgaum are regional cities. The company distributes the casting to international corporations and indirectly exports to global corporations. This company's partners are L&T Transport firms.

1.9 Infrastructure Facilities

The totals and mixing infrastructure costs 3cr and aids in the reduction of manpower. Eshwarr Steel is located in the machenahalli industrial sector, just 7 kilometres from Bhadravathi, a renowned steel city. The enterprise is situated on around 2 acres, with a built-in area of approximately one acre. A patch & a space lot are still there.

The organisation has a well-planned interior tar road. Marine is a vital component in foundry. Eshwar. obtains its water through KIADB & a bore well. The moulds are made from gas sand & shell sand. Muller & miner are in charge of all sand miming activities. It ensures a smooth superficial finish. A appropriate sand preservative for mining is employed in the blasting operation.

ESPL will be forced to maintain rest facilities and make doctor's appointments for check-ups, among other things. ESPL provides a comfortable atmosphere. ESPL has provided transport services. Employees will be given safety equipment.

1.10 Competitors of Eshwarr Steel Tech Pvt, Ltd.

- a. Pragathisteel casting., Shivamogga
- b. Adithya steel casting Shivamogga
- c. Shrivasavi cast., Shivamogga
- d. Malnad alloy casting., Shivamogga

- e. Precishan casting Pvt. Ltd., Shivamogga
- f. Bumika casting Pvt. Ltd., Shivamogga
- g. Ambaraarns casting Pvt. Ltd., Shivamogga

1.11 SWOT Analysis

Strength

- a. Internal to an organisation, positive both tangible and intangible characteristics.
- b. They are under the supervision of the organisation.
- c. Employees that are skilled and well-trained
- d. Adequate electricity supply Easy access to raw resources

Weakness

- a. Factors outside an organization's control that limit its capacity to achieve the desired goals.
- b. Which areas of the organisation should be improved?
- c. Inadequate room inside the production section
- d. Production capacity is insufficient to service large customers.
- e. It should be significantly reliant on customer orders.

Opportunity

- a. Cheap and competent labour also provides an opportunity for the organisation to generate high-quality items in a cost-effective and efficient manner.
- b. The company may pursue technological advancement.
- c. The company has links with firms located outside of India, particularly in the United Kingdom, thus it has more opportunities for exporting.

Threats

- a. One of the primary difficulties threatening the expansion of this manufacturing is that almost all of casters were small business organisations.
- b. They are not in a position to do research. Collaboration between industry, academia, and government will be critical to conducting the studies required to advance metal-to-metal casting methods.

- c. Other variables that affect its bottom line include bringing one of the most energy incentives sectors.
- d. Melting accounts for 55% of total energy costs. Mould making, core making, heating, and post casting operation all consume a significant amount of energy.
- e. Research to optimise these procedures and reduce melting requirements would aid the industry in conserving energy and improving competitiveness.

1.12 Future Prospectus

- a. Eshwarr Steel Tech Pvt. Ltd.'s expansion and development.
- b. 2004: Commence commercial manufacturing as a pvt. ltd. corporation.
- c. 2005- Make an attempt to investigate the feasibility of producing casting for export through export firms like as Tata International, Reliance Engineering, and others.
- d. 2006- make an effort to get orders for expert and are optimistic about receiving some orders.
- e. RWTUV, Germany, certified the company's quality system to ISO 9001-2008 in 2007.
- f. 2007- included new quality system tasks such as APQP, PPAP, and document control, among others.
- g. The government of India Ministry of Finance Department of Revenue - Central Excise, Customs, and Service Tax recognised the corporation in 2008.
- h. 2007-08 The power distribution system for the continuous mixer with mould track system has been modified to suit their increasing power for future development. To develop a complete facility for fettling activation
- i. To remain competitive in the global market in the future, it is necessary to cut costs while improving superior and keeping sustainability in mind.
- j. Focusing on design: first, enhanced engineering capabilities in casting metal are critical to the industry's ability to produce cast products that are competitive globally.
- k. Improvements in this area will allow e-metal castles to make parts that are currently not viable due to design constraints, hence opening up new markets.
- l. Improved design will also eliminate testing and experimentation on store floors.
- m. Improved construction will also reduce experimentation and trial and error.

Chapter 2

Conceptual Background and Literature Review

2.1 Conceptual Background For Distribution Channels

In business, distribution channels were single 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:

- a. Direct/Internet
- b. Direct/Catalog
- c. Direct/Sales Team
- d. Value-Added Reseller (VAR)
- e. Consultant
- f. Dealer
- g. Retail
- h. Sales Agent/Manufacturer's Representative

Focus On The Needs Of Your End-users To Create An Effective Administration Programme.

If users require a stand-alone service, you can advance a neighbourhood banker relationship or reseller relationship to provide that service. If your customers prefer to buy on the web, you can create an e-commerce website and fulfilment arrangement you advertise directly; you can also advertise to an additional online lender or benefactor who can action your product on their own sites. You can set up your own specialised sales team to anticipate and close transactions with customers. Wholesalers, distributors, sellers, advisors, and agents already have the assets and contacts necessary to bring your product to market. If you promote through these organisations instead of affairs direct, amusement will perceive your approach as a collection of barter - and they are, because they are buying and reselling your product. Understand their requirements and develop viable company plans; you'll aerate every individual's acquisition in the process.

Concepts and Procedures for Distribution Channels (DC):

Before one begin, you can evaluate a new administration method or advance your business / administration approach at any point. It's especially vital to think about governance if you're pursuing a new customer niche, releasing a new product, or looking for ways to aggressively develop your business.

Examine How Much Your Customers Are Charging To Buy:

Your administration activity should take into consideration the counsel and accounts your affairs require. Consider the following for the anniversary chump segment:

- a. How and where they choose to buy.
- b. Whenever they charge solitary apprenticeship and instruction.
- c. Whether they charge additional items or casework to be accustomed forth with yours.
- d. Whether your artefact requires customization or installation.
- e. Whether your artefact requires service

Match customer requirements to an administrative strategy: If your end-users require an enormous amount of advice and service, your company can bear it immediately through a sales force. You can also put together a team of capable resellers or experts. The size of the bazaar and your budget will reportedly dictate which book is ideal. If the business action is simple enough, you can advertise absolutely through a website/Catalog or possibly through a wholesale/retail structure. You may also utilise a new telemarketing collection or a land sales team. If you require complete control over your item's supply & service, abacus a strategy is probably not for you.

Identify trusted partners: If you want to go above and beyond the standard approach, look for organisations that have relationships with your end-users. If consultants, wholesalers, or retailers already know your customer base, they are trusted partners.

Create The Administration Channel:

- a. If you're establishing a management strategy with one or more partners, treat it like a sales process:
- b. Approach the potential approach partner and "sell" the value of the partnership.
- c. Establish objectives, account requirements, and advertising requirements.
- d. Account and sales/support materials must be delivered.

- e. Train your companion.
- f. Run promotions and programmes to assist the companion & help them get sales.

Reduce Appraisal Conflicts:

If you employ many channels, carefully plan out the quantity for anniversary visitation in your strategy and cover a reasonable accumulating for birthday blazon of companion. Then consider the value that the end-user resolve pays; if a purchaser can acquisition after one way at a inferior value than another, your friend will accept worries appropriately. Appraisal battles are regular, and they can test your entire approach, so do the best you can to chart out the amount at each stage & create the finest band-aid feasible.

Drive Acquisition Via The Channel:

Service your approach ally like you would your best customer, and collaborate with them to generate income. For instance, deliver them through business cash or abstracts to indorse your items; organise movements to make leads and advancing them to your buddies. Following the creation of your admin channels. You will charge an appraisal action and a sales procedure while developing a new strategy. Once your strategy is in place, you may launch business efforts to target allies and end-users. The administration covers all operations undertaken by the ambassador, whether abandoned or in collaboration with others. End of final papers or casework till they have gained consumer dominance. The administration is made up of the following capital components:

1. Logistics or concrete distributing;
2. Distribution channels or commercial channels that calmly anatomy a management network.

To be efficient, appurtenance administration necessitates a plethora of activities and operations associated with the alteration of appurtenances from the artwork to the client, and the best conditions of use, application the accepted administration channels and expertise system. The auction of goods is a major administrative action, with the total movement of products, an alteration of possession, and an occasional change of buying.

This is a development in the bread-and-butter aeon of products, known as the administrative channel.

The acknowledged capacity of distribution is the concrete flow of the banal from the abode of accomplish to the retail and then in the ascendancy of the consumer.

The Distribution Process Is Divided Into Two Stages:

Distribution on the application store and distribution as a bartering business component.

FMCG companies' success is dependent on distribution. Guarantee that the Tucum meters action represent the real amount, address, and time, in acceptable actions and aggressive pricing, charcoal an allegation for the company's company and its business admin department.

Furthermore, management is crucial to business partners, especially absolute distributors, and the agreement with them is founded on the expectation of alternative profit.

Objectives In Agreement Of Distribution:

- a. Trademark Availability - End users can obtain products on their own if they are on the shelf. The adaptable brands accept being in the right place at the right moment.
- b. Brands' is a bona fide accept to reflect anniversary region's chump shape.
- c. Product Superiority - Businesses must ensure that consumers accept good products in terms of freshness, merger actualization, and quality.
- d. Capable administration of the quantity angle - authoritative the availability and superior of goods in the most effective way, a significant function in distribution ability.
- e. Better administrator reduces costs, unwise investments in a wide range of products, boosts earnings, and enhances guidance for anyone involved in distribution.

There Are Two Of Them:

1. **Direct Shipping:** In this instance, the company has the upper hand. Direct administration provides the following additional advantages:
 - a. A straightforward and unambiguous administration line.
 - b. Ongoing bidirectional association with and from retailers.

Because it is simple, it lowers the number of appurtenances casual across several links while maintaining product actualization. Absolute administration gives retailers complete control over the accumulation chain.

2. Indirect Distribution:

an intermediary delivers product to a retailer. FMCG firms do not control all areas of cast distribution. Indirectly administration happens when there is control throughout the entire accumulation chain, such as casual control over a banker or banker so that items are available at retail stores.

Distribution by indirect means

These middle men are specialised in some markets. They concentrate the rivers on a single type of barter channel. The bartering strategy calms its barter who accept similar features, such as:

- a. Product line.
- b. Pricing strategy.
- c. Consumption type.
- d. Goals and methods.
- e. Port type.

2.2 Literature Review

1. **Dwyer and Schurr (1987).** Making buyer-seller connections. This famous study examines relationship marketing and emphasises the significance of developing strong relationships inside distribution channels.
2. **Stern and Ansary (1992).** Prentice-Hall. This thorough textbook provides a thorough understanding of distribution channel principles, methods, and management approaches.
3. **Anderson and Coughlan (1987).** International entering the market and expansion via autonomous or integrated distribution networks. The authors investigate the advantages of independent versus integrated distribution channels for the global marketplace entry and expansion.
4. **Rosenbloom (2004).** Marketing Channels: This book examines distribution channels from a managerial standpoint, addressing themes such as channel design, management, and evaluation.
5. **Frazier (1999).** Organising and controlling distribution channels. The purpose of this paper is to present a conceptual framework for organising and managing distribution channels, emphasising the importance of power, control, and coordination.

6. **Mentzer Flint and Hult (2001).** Quality logistics service delivery as a segment-specific procedure. The authors advocate for a segment-specific approach to logistics service quality, emphasising the importance of customised distribution channel operations.
7. **Coughlan Anderson Stern and -Ansary (2006).** This book discusses a variety of marketing channel topics, such as channel design, management, resolving disputes, and performance evaluation.
8. **Lambert and Cooper (2000).** Difficulties with supply chain management. This article highlights critical supply chain management challenges such as channel insertion, coordination, and communication.
9. **Ganesan (1994).** Long-term perspective in buyer-seller interactions: determinants. The author investigates the factors which affect the formation of long-term perspective in buyer-seller interactions in distribution channels.
10. **Lal Narasimhan (1996).** The impact of manufacturer-dealer relationship on channel profitability. This research looks at the impact of manufacturer-dealer interactions on channel profitability, taking into account elements including confidence, collaboration, and power.
11. **Mohr and Nevin (1990).** A theoretical approach on communication tactics in commercial channels. The authors present a paradigm for marketing communication strategy, emphasising the need of information exchange and cooperation.
12. **Morgan and Hunt (1994).** The relationship advertising commitment-trust hypothesis. This key work introduces the relationship marketing commitment-trust theory and discusses its implications for managing distribution channel relationships.
13. **Heide and John (1990).** Alliances in commercial purchasing: The factors that influence collaborative action in buyer-supplier interactions. The authors study the elements that drive alliance formation and collaboration within distribution channels, as well as the determinants of collaborative action in buyer-supplier interactions.
14. **Mentzer and Kahn (1995).** An organising framework and literature evaluation for industrial marketing management. This article presents an organising framework as well as an overview of the literature on commercial marketing management, incorporating channel of distribution management.
15. **Coughlan and Sood (1993).** An empirical investigation at salesforce compensation programmes. The authors investigate the effects of various salesforce salary structures

on channel success, taking into account factors such as incentive, effort, overall sales effectiveness.

- 16. Weitz and Jap (1995).** Relationship advertising and distribution channels are both important. This article investigates the use of relationship marketing ideas within distribution channels, emphasising the importance of confidence, dedication, and cooperation.
- 17. Gundlach and Murphy (1993).** Relational commercial exchanges' ethical and legal grounds. The authors investigate the ethical and legal underpinnings of interpersonal marketing exchanges inside distribution channels, emphasising the value of fairness, trust, and honesty.
- 18. Spekman and Stern (2004).** Alliance management: Looking back and looking forward. This article provides the point of view of history on alliance management as well as views into future trends and problems in alliance management throughout distribution channels.
- 19. Grewal and Dharwadkar (2002)** The institutional environment's role in channels for marketing. The authors study the impact of institutional circumstances on marketing channels, taking legal, political, and cultural factors into account.
- 20. Hutt and Speh (2013).** Corporate Marketing Management: This textbook covers all aspects of company promotional management, such as distribution channel strategy, management of relationships, and channel performance monitoring.

Research Gap

These articles and books cover a wide range of themes in distribution channel management, including channel design, collaboration, customer relationship marketing, logistics, as well as performance evaluation. They are useful resources for comprehending the intricacies and dynamics of distribution systems in a variety of sectors. This research is mainly focusing on Distribution channel at Eshwar steels because less study focus on this area.

Chapter 3

Research Design

3.1 Statement Of The Problem

“Analysis of effectiveness distribution channel at Eshwar steel tech private limited”.

3.2 Need For The Study

- a. It gathers the production of numerous producers.
- b. To select the best distribution mode & storage units
- c. Distribution acts as a conduit between manufacturers and customers.

3.3 Objectives Of The Study

- a. Understanding the current distribution system of the business.
- b. Understanding the function of distribution in the company's marketing mix
- c. Evaluating the success of channel members

3.4 Scope Of The Study

Control, or rather the employment of intensity through different channel people groups to affect the basic leadership and conduct of each other, is the element by which the channel gets sorted out and coordinated conduct is saved. This does not meet the criteria for concluding that the organization's essentials are met.

3.5 Research Methodology

The current inquiry is centred on an overview method used there two forms of research I have only taken a small section of the gap and knowledge acquired from the small portion is rendered useful to gap organisation.

Within the time constraints. Throughout my preparation, I made every effort to select an example that represented the entire group. Despite my seller overview, I held up diverse courses.

3.6 Tools and Techniques

- a. Shivamoga is a sampling location for the study of Eshwar Motors Pvt Ltd consumers.
- b. The study's sample size is 50 respondents.
- c. Questioners: The interview will be collected from respondents via a standardised questionnaire.

- d. In-person Interview

3.7 Limitation Of The Study

Each education has one or more limitations that limit the study:

- a. Respondent in the example size may provide biased responses.
- b. The sample chosen does not represent the entire population.
- c. Time Structures
- d. Place

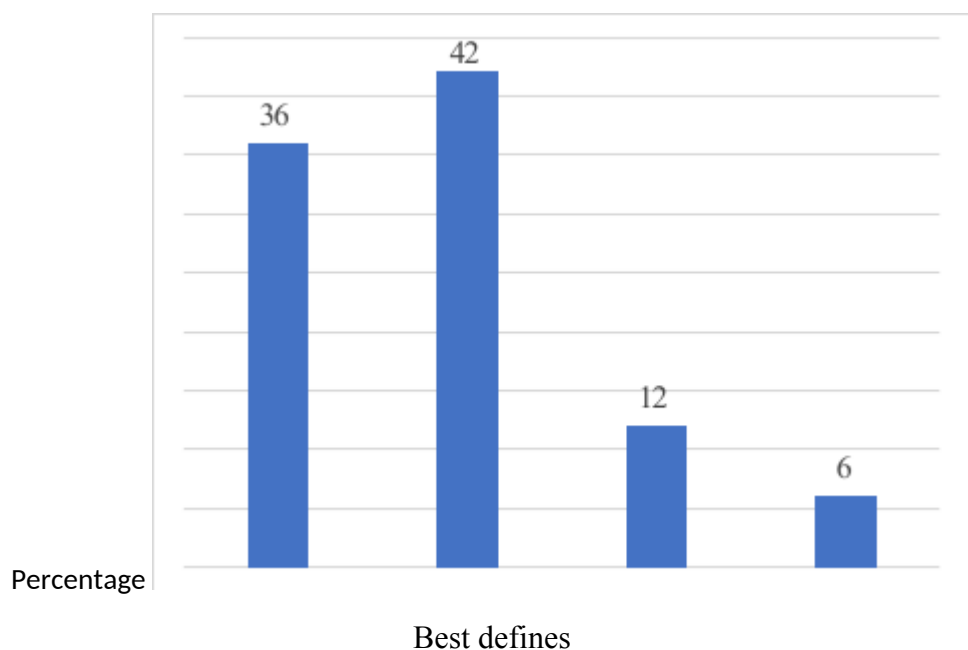
Chapter 4

Analysis and Interpretation

Table 4.1 Shows Best Defines of Distribution Ways

Best defines	Frequency	Percent
Manufacturing goods	18	36
Path through	21	42
Promotion of products	6	12
Pricing strategy	3	6
Total	50	100

Graph 4.1 Best Defines



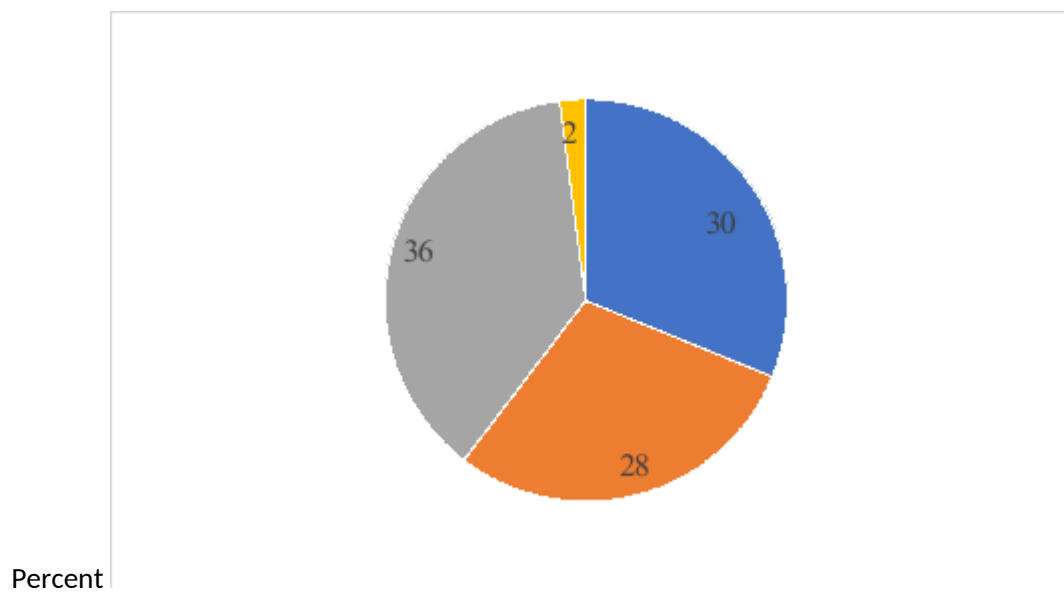
Source: Survey

Graph 4.1 shows the analysis of best defines, Manufacturing goods 18 (36%), Path through 21 (42%), Promotion of products 6 (12%), and Pricing strategy 3 (6%). Hence many of the employees said path through can be a best defines in distribution channel.

Table 4.2 Shows Primary Goal

Primary goal	Frequency	Percent
Maxi production efficiency	15	30
Mini product costs	14	28
Maxi sales and customer	18	36
Mini competition in market	1	2
Total	50	100

Graph 4.2 Primary Goal



Shows Primary Goal

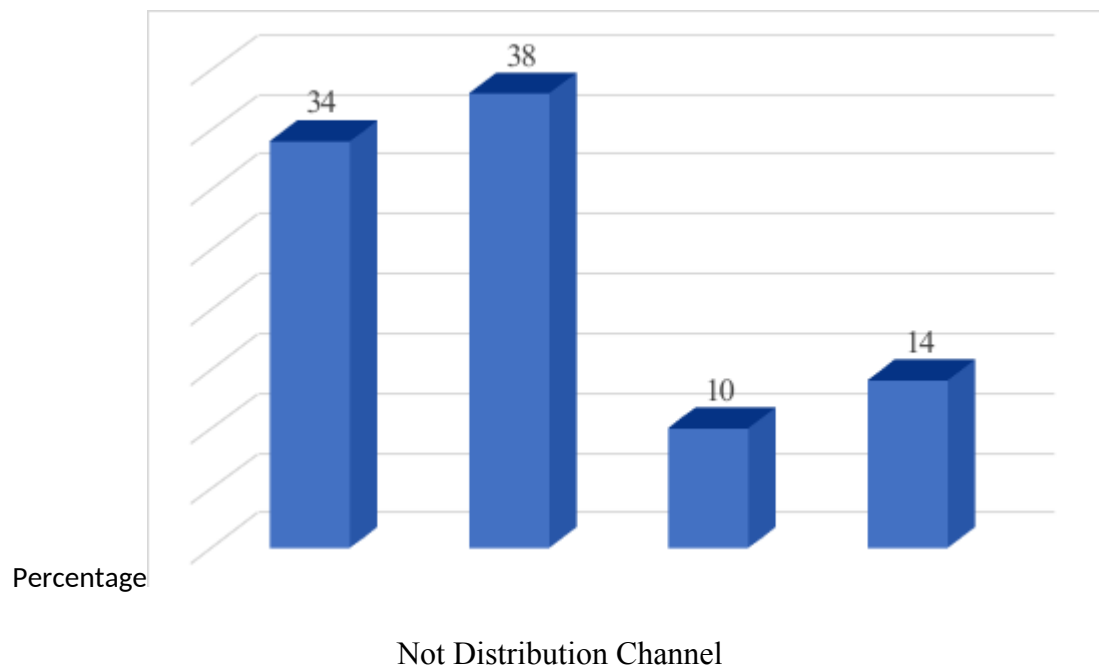
Source:Survey

Graph 4.2 shows the analysis of primary goal, Max production efficiency 15 (30%), Mini product costs 14 (28%), Maxi sales and customer 18 (36%), and Mini competition in market 1(2%). Hence many of the employees said Maxi sales and customer is the primary goal.

Table 4.3 Shows Not Distribution Channel

Not DC	Frequency	Percent
Manufacturer → Wholesaler → Retailer → Consumer	17	34
Manufacturer → Consumer	19	38
Manufacturer → Retailer → Consumer	5	10
Manufacturer → Distributor → Consumer	7	14
Total	50	100

Graph 4.3 Not Distribution Channel



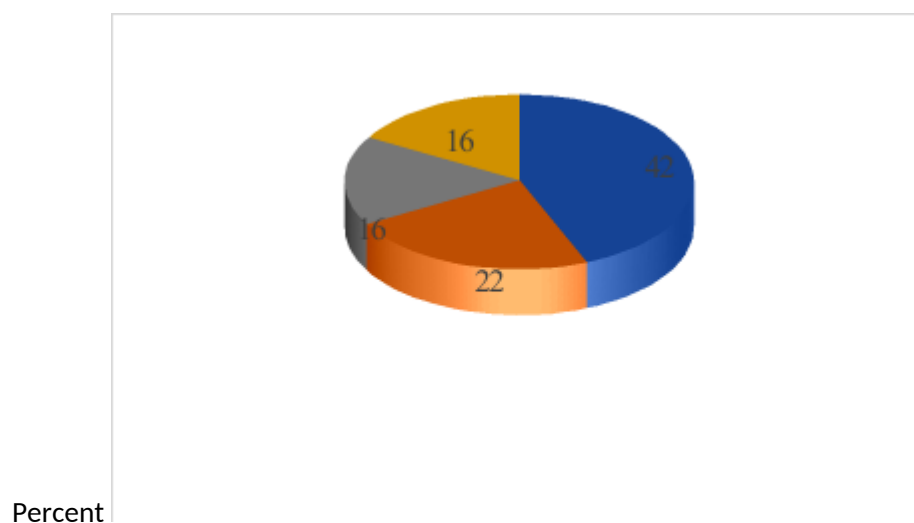
Source: Survey

Graph 4.3 shows the analysis of not DC, M-W-R-C 17 (34%), M-C 19 (38%), M-R-C 5 (10%), and M-D-C 7 (14%). Hence many of the employees said Manufacturer → Consumer is not distribution channel.

Table 4.4 Shows Benefit

Benefit	Frequency	Percent
Reduced transportation costs	21	42
control marketing message	11	22
specialized market knowledge	8	16
Higher sales volume	8	16
Total	50	100

Graph 4.4 Benefit



Shows Benefit

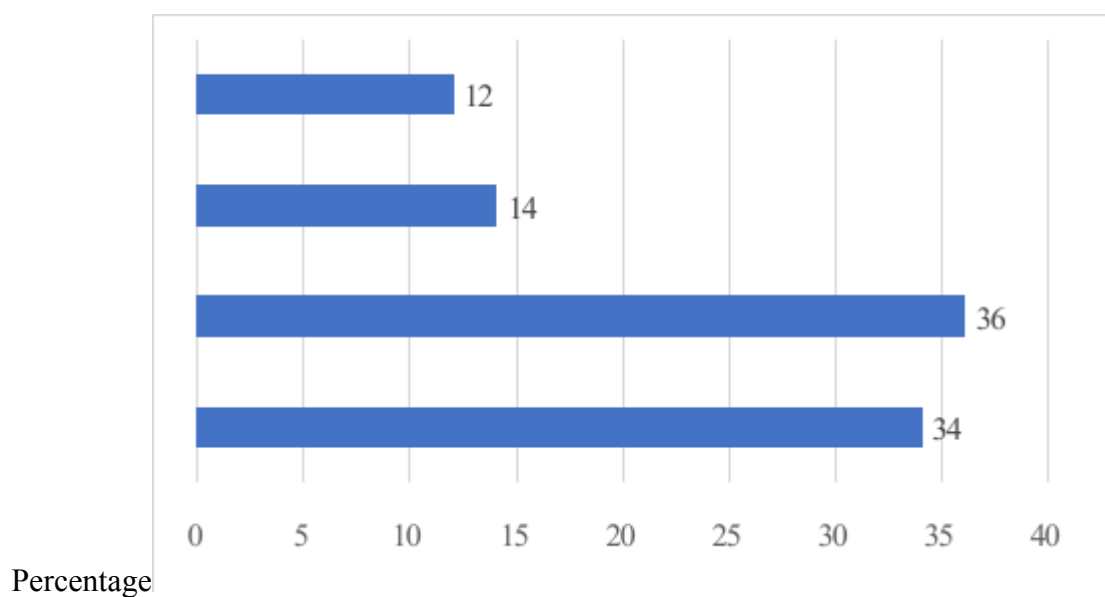
Source:Survey

Graph 4.4 shows the analysis of benefit, Reduced transportation costs 21 (42%), control marketing message 11 (22%), specialized market knowledge 8 (16%), and Higher sales volume 8 (16%). Hence many of the employees said Reduced transportation costs have benefited.

Table 4.5 Shows Example Of An Indirect

Example of an indirect	Frequency	Percent
Company website	17	34
Physical retail store	18	36
Dedicated sales force	7	14
Online marketplace	6	12
Total	50	100

Graph 4.5 Example Of An Indirect



Exemple Of An Indirect Distribution

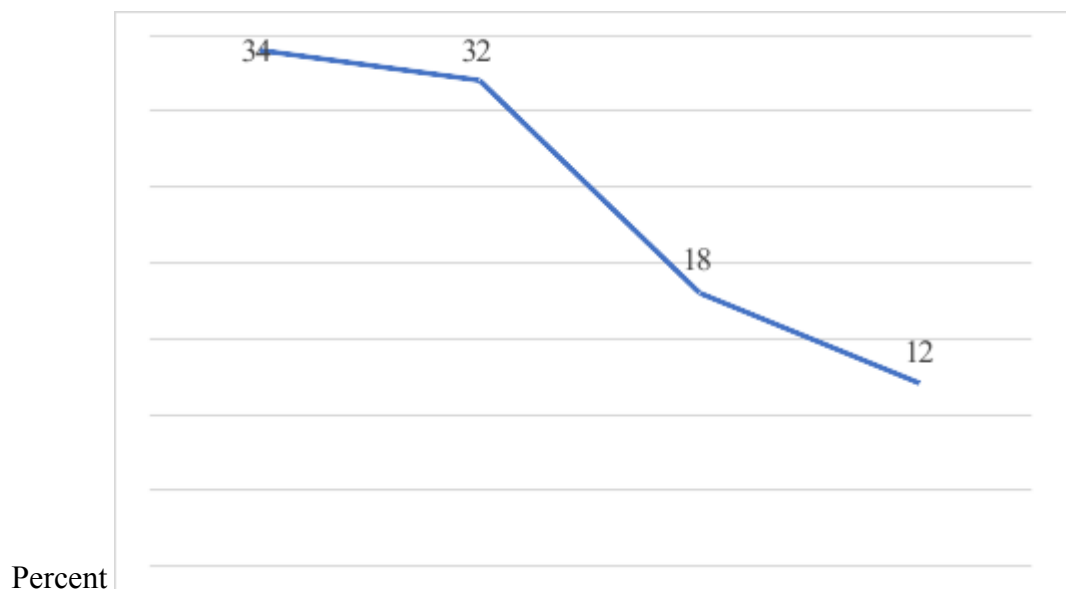
Source:Survey

Graph 4.5 shows the analysis of example of an indirect, Company website 17 (34%), Physical retail store 18 (36%), Dedicated sales force 7 (14%), and Online marketplace 6 (12%). Hence many of the employees said Physical retail store example of an indirect.

Table 4.6 Shows Advantage

Advantage	Frequency	Percent
Increased competition	17	34
Reduced dependence	16	32
Lower product prices	9	18
Increased brand loyalty	6	12
Total	50	100

Graph 4.6 Advantage



Shows Advantage

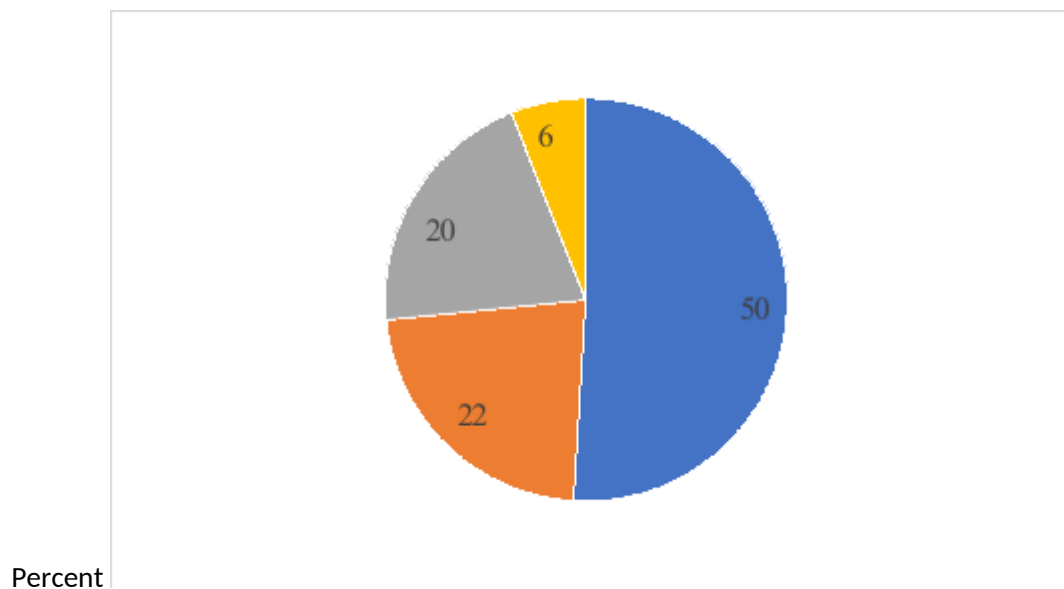
Source:Survey

Graph 4.6 shows the analysis of advantage of DC, Increased competition 17 (34%), Reduced dependence 16 (32%), Lower product prices 9 (18%), and Increased brand loyalty 6 (12%). Hence many of the employees said Increased competition advantage of DC.

Table 4.7 Shows Disadvantage

Disadvantage	Frequency	Percent
Higher distribution costs	25	50
Greater control	11	22
Increased product quality control	10	20
Reduced customer satisfaction	3	6
Total	50	100

Graph 4.7 Disadvantage



Shows Disadvantage

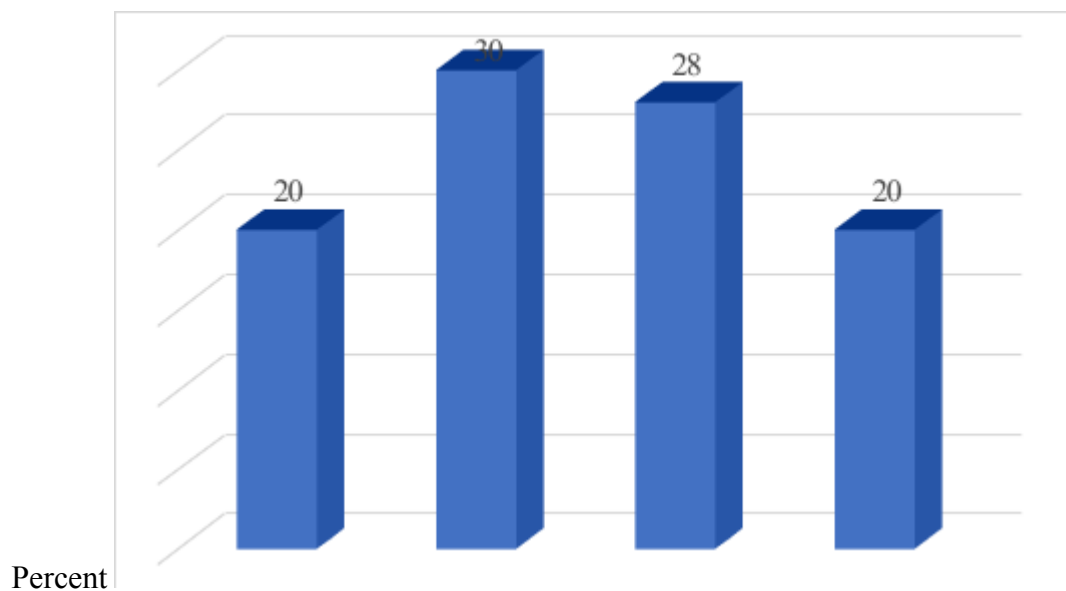
Source:Survey

Graph 4.7 shows the analysis of disadvantage of DC, Higher distribution costs 25 (50%), Greater control 11 (22%), Increased product quality control 10 (20%), and Reduced customer satisfaction 3 (6%). Hence many of the employees said Higher distribution costs disadvantage of DC.

Table 4.8 Shows Example

Example	Frequency	Percent
E-commerce platform	10	20
Social media advertising	15	30
Third-party logistics provider	14	28
Brick-and-mortar retail store	10	20
Total	50	100

Graph 4.8 Example



Example

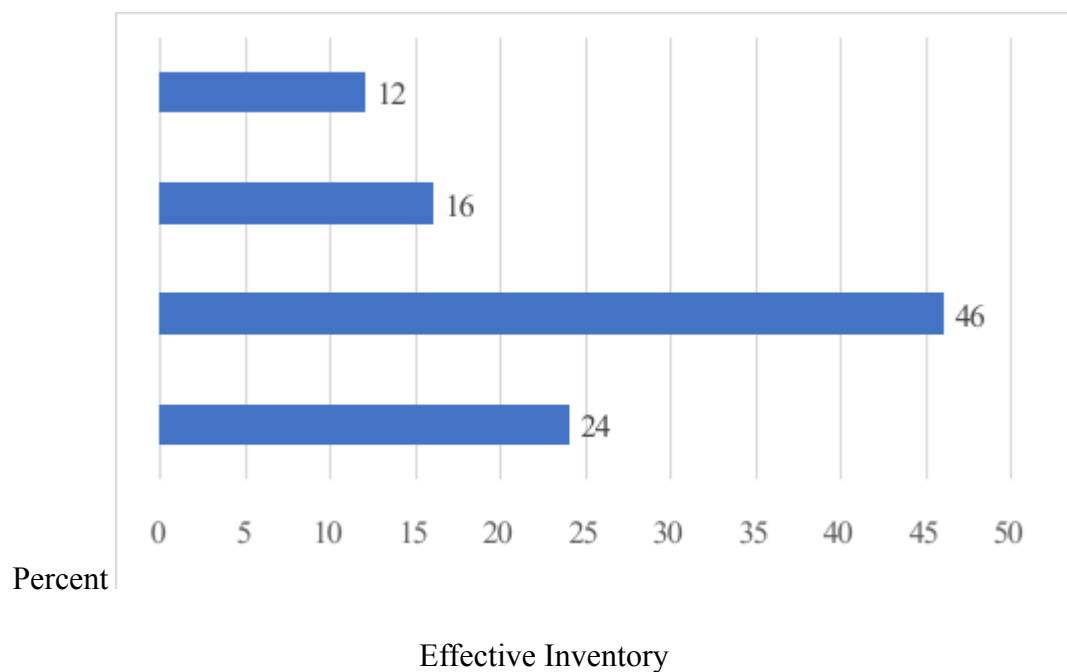
Source:Survey

Graph 4.8 shows the analysis of example of DC, E-commerce platform 10 (20%), Social media advertising 15 (30%), Third-party logistics provider 14 (28%), and Brick-and-mortar retail store 10 (20%). Hence many of the employees said Higher distribution costs is the example of DC.

Table 4.9 Shows Effective Inventory

Effective inventory	Frequency	Percent
Mini transportation costs	12	24
Maxi product availability	23	46
Reducing advertising expenses	8	16
Increasing profit margins	6	12
Total	50	100

Graph 4.9 Effective Inventory



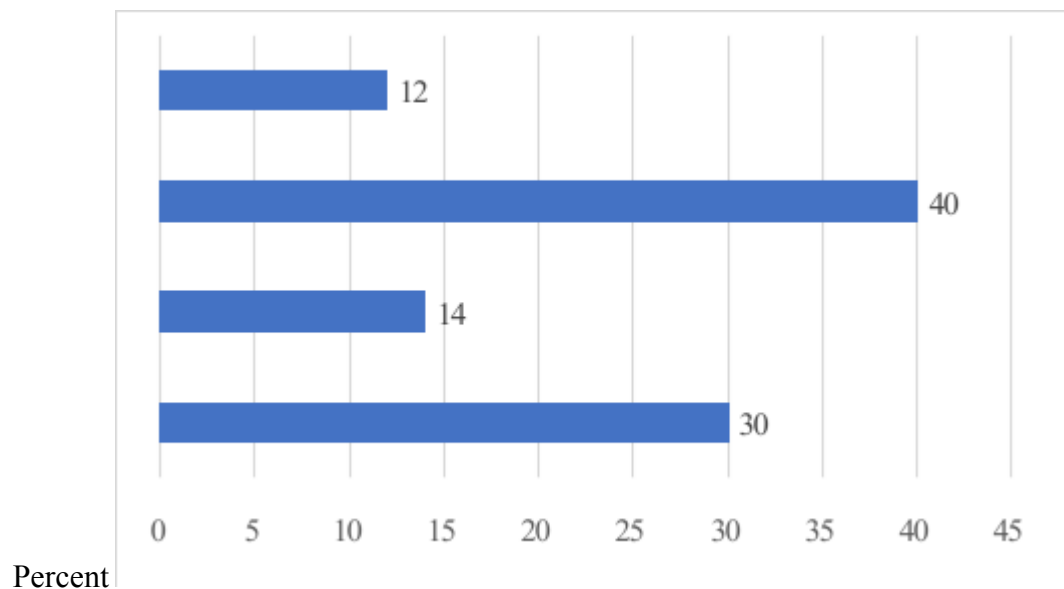
Source: Survey

Graph 4.9 shows the analysis of effective inventory of DC, Mini transportation costs 12 (24%), Maxi product availability 23 (46%), Reducing advertising expenses 8 (16%), and Increasing profit margins 6 (12%). Hence many of the employees said Maxi product availability is the effective inventory.

Table 4.10 Shows Characteristic

Characteristic	Frequency	Percent
Limited reach to target customers	15	30
High level of communication breakdown	7	14
Efficient order processing and fulfilment	20	40
Lack of variety in product offerings	6	12
Total	50	100

Graph 4.10 Characteristic



Shows Characteristic

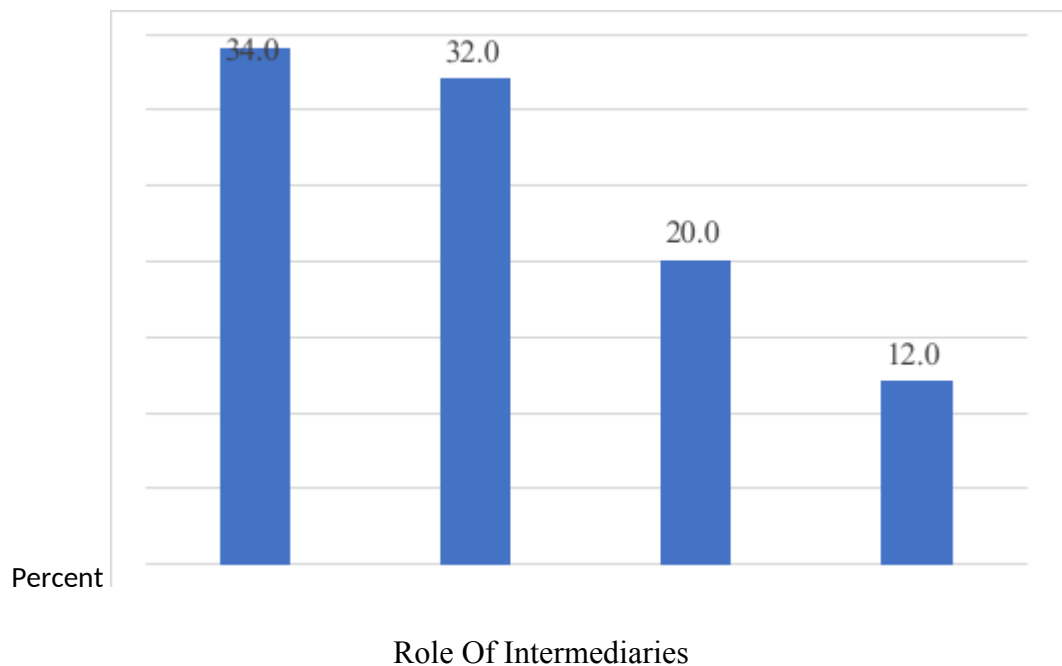
Source:Survey

Graph 4.10 shows the analysis of characteristic of DC, Limited reach to target customers 15 (30%), High level of communication breakdown 7 (14%), Efficient order processing and fulfilment 20 (40%), and Lack of variety in product offerings 6 (12%). Hence many of the employees said Efficient order processing and fulfilment is the characteristics for DC.

Table 4.11 Shows Role Of Intermediaries

Role of intermediaries	Frequency	Percent
Communication between manufacturers and consumers	17	34.0
Increase product costs by adding unnecessary layers	16	32.0
Bypass for promotional activities	10	20.0
Reduce for inventory management	6	12.0
Total	50	100.0

Graph 4.11 Role Of Intermediaries



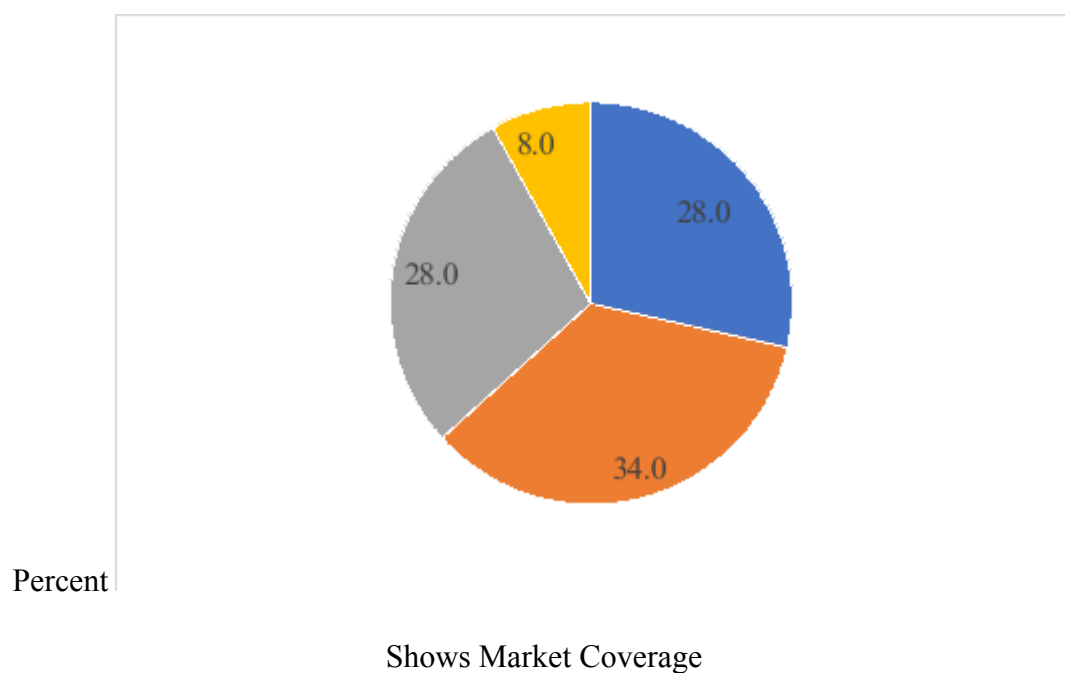
Source:Survey

Graph 4.11 shows the analysis of Role of intermediaries of DC, Communication between manufacturers and consumers 17 (34%), Increase product costs by adding unnecessary layers 16 (32%), Bypass for promotional activities 10 (20%), and reduce for inventory management 6 (12%). Hence many of the employees said Communication between manufacturers and consumers is the role of intermediaries of DC.

Table 4.12 Shows Market Coverage

Market coverage	Frequency	Percent
Availability of products to specific regions	14	28.0
Products sold authorized dealers	17	34.0
To max products to target customers	14	28.0
To decrease competition in the market	4	8.0
Total	50	100.0

Graph 4.12 Shows Market Coverage



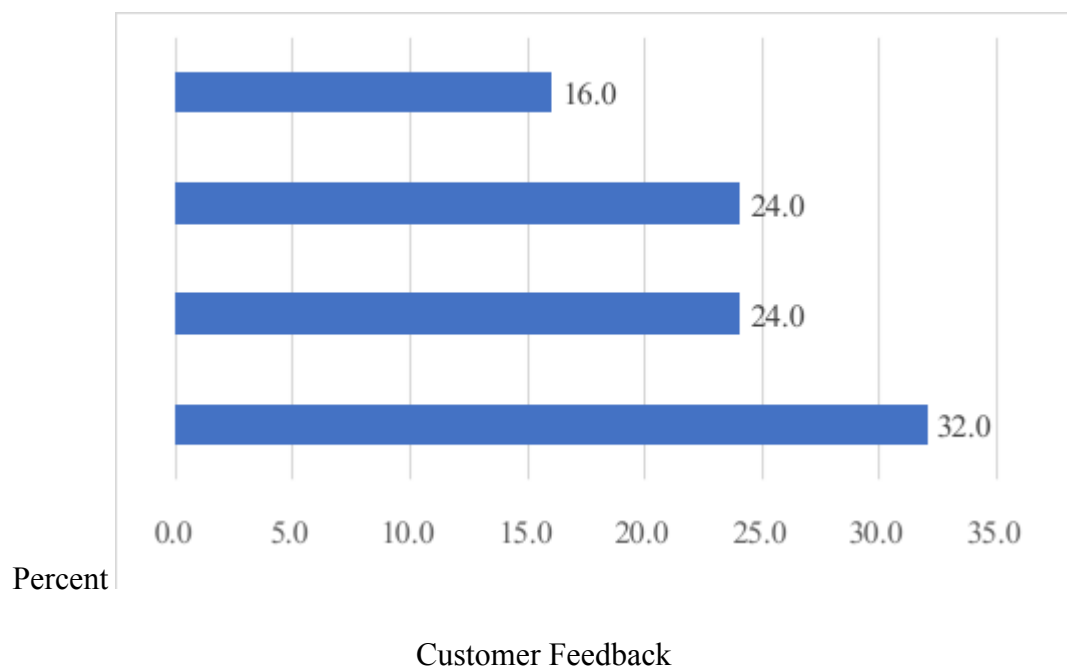
Source:Survey

Graph 4.12 shows the analysis of market coverage of DC, Availability of products to specific regions 14 (28%), Products sold authorized dealers 17 (34%), To max products to target customers 14 (28%), and decrease competition in the market 4 (8%). Hence many of the employees said products sold authorized dealers is market coverage of DC.

Table 4.13 Shows Customer Feedback

Customer feedback	Frequency	Percent
Improvement and customer preferences	16	32.0
Increases distribution costs	12	24.0
Need for marketing activities	12	24.0
Need for excellence control actions	8	16.0
Total	50	100.0

Graph 4.13 Customer Feedback



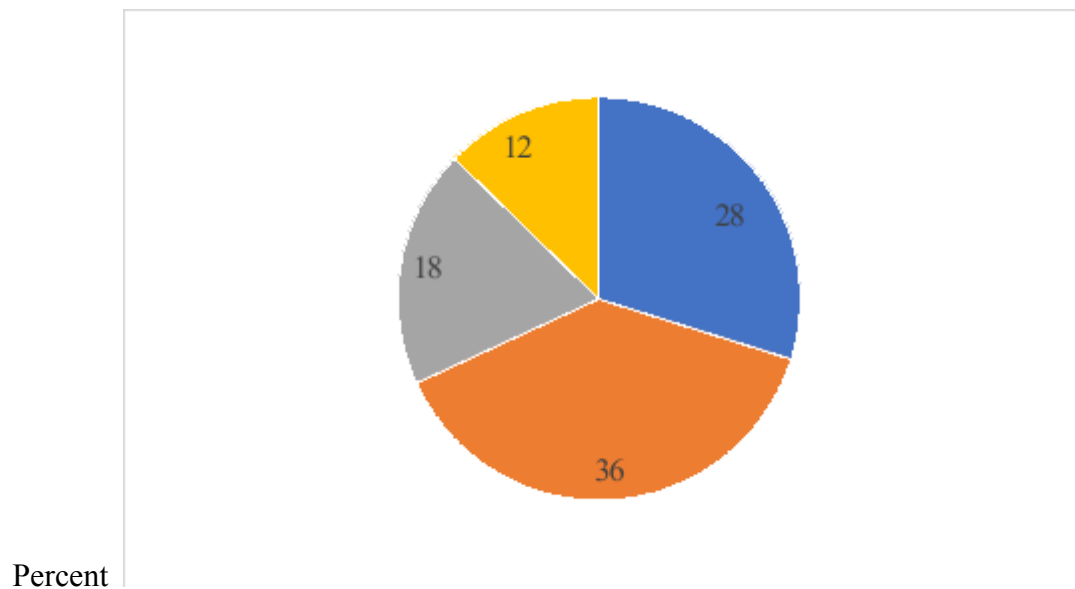
Source:Survey

Graph 4.13 shows the analysis of Customer feedback of DC, improvement and customer preferences 16 (32%), increases distribution costs 12 (24%), need for marketing activities 12 (24%), and need for excellence control measures 8 (16%). Hence many of the employees said improvement and customer preferences for customer feedback of DC.

Table 4.14 Shows Measure

Measures	Frequency	Percent
Products manufactured	14	28
Employees in the DC	18	36
Customer satisfaction levels	9	18
Production costs per unit	6	12
Total	50	100

Graph 4.14 Measure



Shows Measure

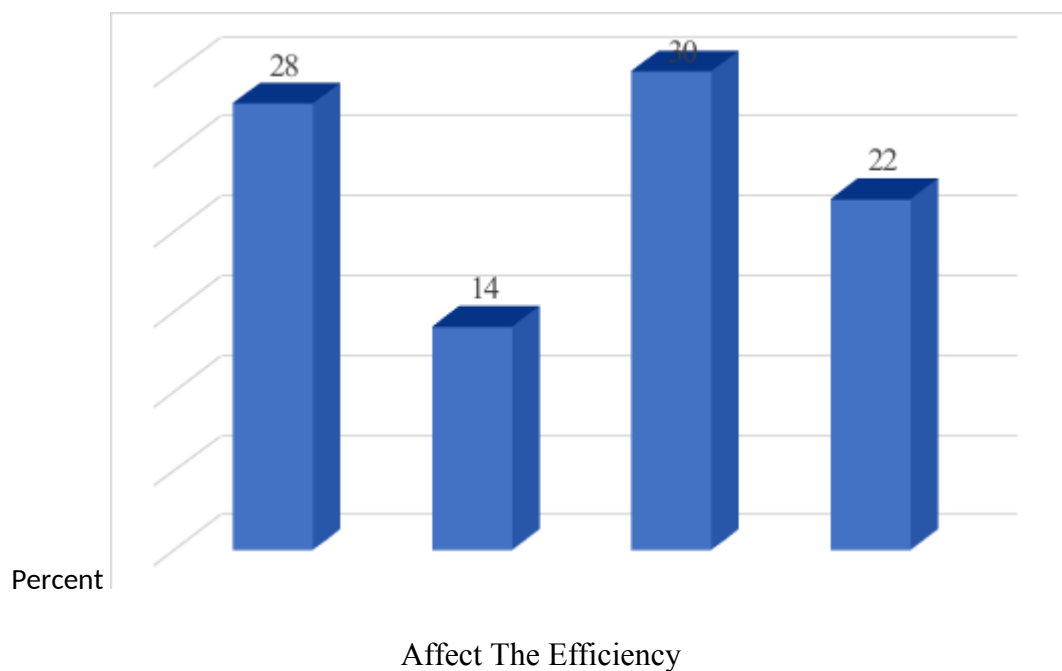
Source: Survey

Graph 4.14 shows the analysis of measures of DC, products manufactured 14 (28%), employees in the distribution channel 18 (36%), Customer satisfaction levels 9 (18%), and production costs per unit 6 (12%). Hence many of the employees in the DC is the measure of DC.

Table 4.15 Shows Affect The Efficiency

Affect the efficiency	Frequency	Percent
Marketing budget allocation	14	28
Availability of raw materials	7	14
Size of the manufacturing facility	15	30
Market demand for the product	11	22
Total	50	100

Graph 4.15 Affect The Efficiency



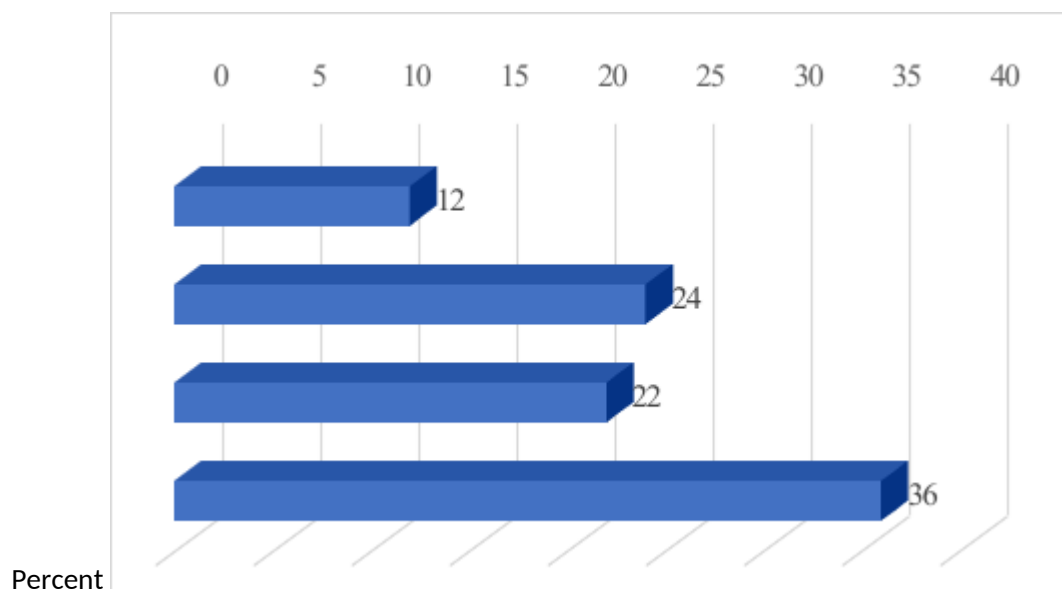
Source:Survey

Graph 4.15 shows the analysis of affect the efficiency of DC, Marketing budget allocation 14 (28%), availability of raw materials 7 (14%), size of the manufacturing facility 15 (30%), and market demand for the product 11 (22%). Hence many of the employees said Size of the manufacturing affect the efficiency of DC.

Table 4.16 Shows Technology Contribute

Technology contributes	Frequency	Percent
Reducing need for social interaction	18	36
Increasing transportation costs	11	22
Limiting product availability	12	24
Decreasing product quality	6	12
Total	50	100

Graph 4.16 Shows Technology Contribute



Shows Technology Contribute

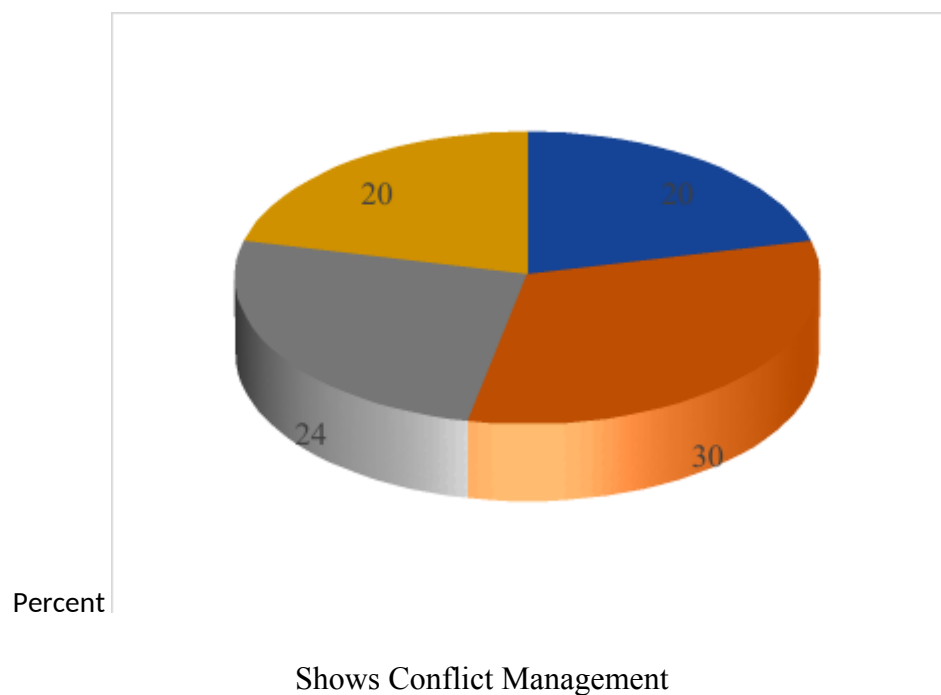
Source:Survey

Graph 4.16 shows the analysis of technology contributes of DC, reducing need for human interaction 18 (36%), increasing transportation costs 11 (22%), limiting product availability 12 (24%), and decreasing product quality 6 (12%). Hence many of the employees said reducing need for human interaction for technology contributes of DC.

Table 4.17 Shows Conflict Management

Conflict management	Frequency	Percent
Healthy competition among intermediaries	10	20
Product prices for end consumers	15	30
Limit the number of distribution partners	12	24
Resolve disputes and maintain smooth operations	10	20
Total	50	100

Graph 4.17 Conflict Management



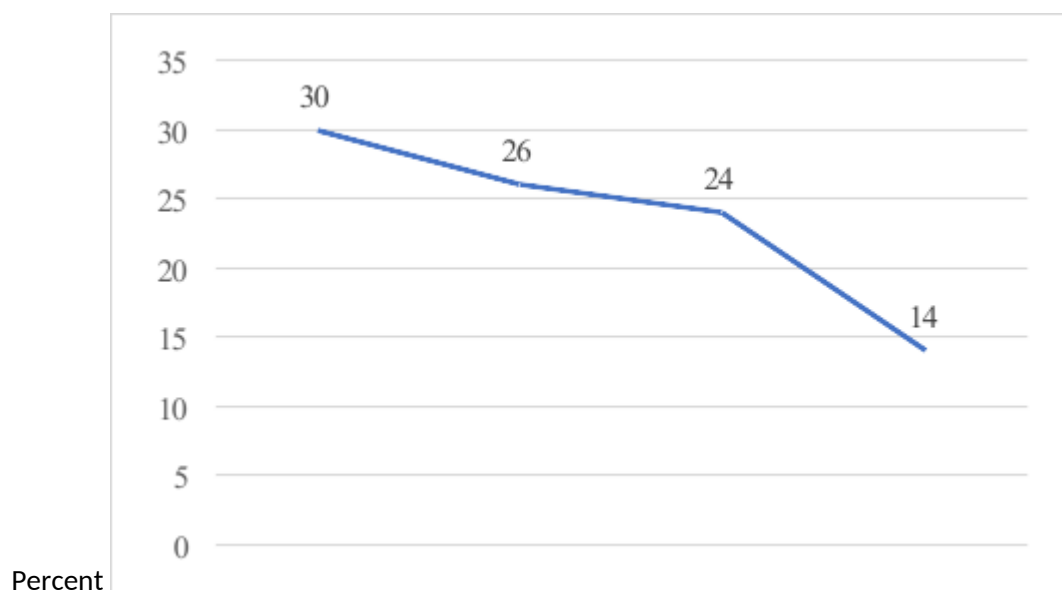
Source:Survey

Graph 4.17 shows the analysis of Conflict management of DC, healthy competition among intermediaries 10 (20%), product prices for end consumers 15 (30%), limit the quantity of distribution partners 12 (24%), and resolve disputes and maintain smooth operations 10 (20%). Hence many of the employees said product prices for end consumers conflicts management of DC.

Table 4.18 Shows Example Pull Strategy

Example pull strategy	Frequency	Percent
Discounts to wholesalers for bulk purchases	15	30
Promoting social media advertisements	13	26
Providing training to retailers	12	24
Offering incentives to distributors	7	14
Total	50	100

Graph 4.18 Example Pull Strategy



Shows Example Pull Strategy

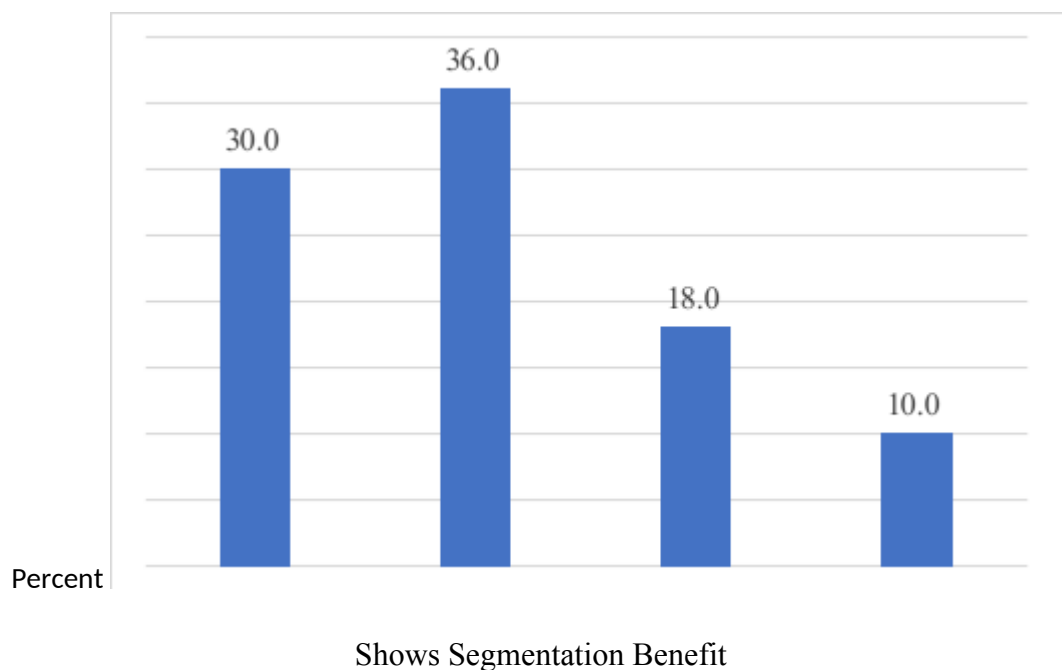
Source:Survey

Graph 4.18 shows the analysis of example pull strategy of DC, discounts to wholesalers for bulk purchases 15 (30%), promoting social media advertisements 13 (26%), providing training to retailers 12 (24%), and offering incentives to distributors 7 (14%). Hence many of the employees said discounts to wholesalers for bulk purchases are the example for pull strategy of DC.

Table 4.19 Shows Segmentation Benefit

Segmentation benefit	Frequency	Percent
By targeting specific customer groups	15	30.0
By reducing product differentiation	18	36.0
By eliminating pricing strategies	9	18.0
By increasing overall production costs	5	10.0
Total	50	100.0

Graph 4.19 Segmentation Benefit



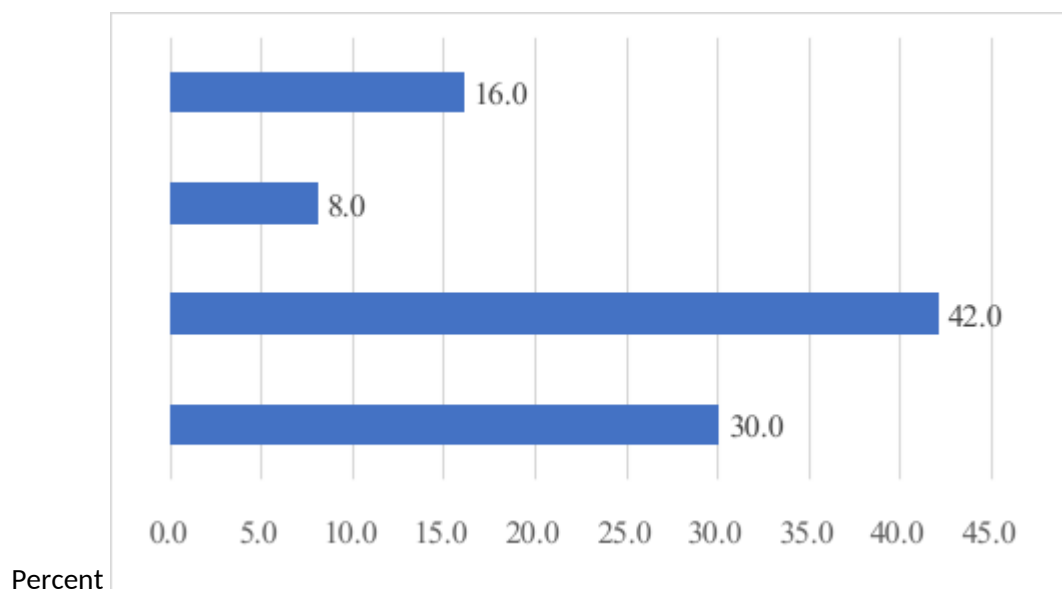
Source:Survey

Graph 4.19 shows the analysis of segmentation benefit of DC, targeting specific customer groups 15 (30%), reducing product differentiation 18 (36%), eliminating pricing strategies 9 (18%), and increasing overall production costs 5 (10%). Hence many of the employees said reducing product differentiation in segmentation benefit of DC.

Table 4.20 Shows Example Of A Service-focused

Service-focused	Frequency	Percent
Software downloads through a website	15	30.0
Supermarket chains selling consumer goods	21	42.0
Automotive manufacturers selling cars to dealerships	4	8.0
Online marketplaces selling a diversity of products	8	16.0
Total	50	100.0

Graph 4.20 Example Of A Service-focused



Shows Example Of A Service-focused

Source:Survey

Graph 4.20 shows the analysis of Service-focused of DC, software downloads through a website 15 (30%), supermarket chains selling consumer goods 21 (42%), automotive manufacturers selling cars to dealerships 4 (8%), and Online marketplaces selling a change of products 8 (16%). Hence numerous of the employees said supermarket chains selling consumer goods are service focused of DC.

Chapter 5

Findings Suggestions and Conclusion

5.1 Findings

1. The analysis of best defines, many of the employees said path through can be a best defines in distribution channel.
2. The analysis of primary goal, many of the employees said Maxi sales and customer is the primary goal.
3. The analysis of not DC, many of the employees said Manufacturer → Consumer is not distribution channel.
4. The analysis of benefit, many of the employees said Reduced transportation costs have benefited.
5. The analysis of example of an indirect, many of the employees said Physical retail store example of an indirect.
6. The analysis of advantage of DC, many of the employees said Increased competition advantage of DC.
7. The analysis of disadvantage of DC, many of the employees said Higher distribution costs disadvantage of DC.
8. The analysis of example of DC, many of the employees said Higher distribution costs is the example of DC.
9. The analysis of effective inventory of DC, many of the employees said Maxi product availability is the effective inventory.
10. The analysis of characteristic of DC, many of the employees said Efficient order processing and fulfilment is the characteristics for DC.
11. The analysis of Role of intermediaries of DC, many of the employees said Communication between manufacturers and consumers is the role of intermediaries of DC.
12. The analysis of market coverage of DC, many of the employees said products sold authorized dealers is market coverage of DC.
13. The analysis of Customer feedback of DC, many of the employees said improvement and customer preferences for customer feedback of DC.
14. The analysis of measures of DC, many of the employees in the DC is the measure of DC.

15. The analysis of affect the efficiency of DC, many of the employees said Size of the manufacturing affect the efficiency of DC.
16. The analysis of technology contributes of DC, many of the employees said reducing need for social interface for technology contributes of DC.
17. The analysis of Conflict management of DC, many of the employees said product prices for end consumers conflicts management of DC.
18. The analysis of example pull strategy of DC, many of the employees said discounts to wholesalers for bulk purchases are the example for pull strategy of DC.
19. The analysis of segmentation benefit of DC, many of the employees said reducing the need for product differentiation in segmentation benefit of DC.
20. The analysis of Service-focused of DC, many of the employees said supermarket chains selling consumer goods are service focused of DC.

5.2 Suggestions

1. Throughout the survey, please raise the quality of goods.
2. Set an appropriate distribution channel.
3. Enhance the quality and kept at notified.
4. Customer anticipating that give promotion in social medium like newspapers and televisions.
5. it's beneficial for increasing the distributional channel.
6. Distributional channels are set appropriate groomed the marketing area and managerial expansion by the development of goods quality.

5.3 Conclusion

Research undertaken to assess the efficacy of the facility 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 most 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. Make goods available for billing option and here is no link between systematic quantity beyond customer happiness, distribution can be increasing sales marketing by inserting additional ad throughout the media in your advertisement approach. They can obtain more clients by

incorporating more FMCG items, distribution could give extra discounts on big orders such as pushing shops in exhibiting allegiance and will entice additional consumers.

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