

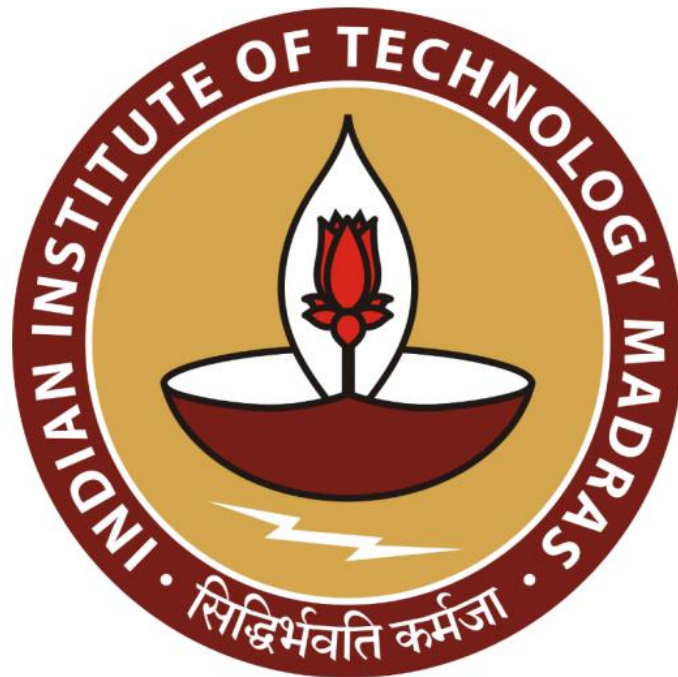
# **“Distributor Engagement Analysis”**

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

Submitted by

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## Contents

S.No	Title	PageNo
A	Declaration Statement	1
1	Executive Summary and Title	2
2	Organization Background	2
3	Problem Statement	3
4	Background of the Problem	3
5	Problem Solving Approach	4
	5.1 Methods	4
	5.2 Data Collection	4
	5.3 Tools used	5
6	Expected Timeline	5
7	Gaant Chart	6
8	Expected Outcome	6

## **Declaration Statement**

I am working on a Project Title “Distributor Engagement Analysis”. I extend my appreciation to COMPANYNAME ,Kashmir Division, for providing the necessary resources that enabled me to conduct my project.

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

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

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

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

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

Digital Signature :



Name: Sadeed Azhar

Date: 01-02-2025

## 1. Executive Summary

COMPANYNAME Appliances is a manufacturing and distribution firm located in New Delhi, specializing in a diverse range of electrical appliances, including LED televisions, fans, geysers, water coolers, electric irons, and induction plates. Over the years, the COMPANYNAME has successfully broadened its distribution network across multiple states in India and aims to solidify its presence in the Kashmir market by introducing innovative products and employing various pricing strategies to enhance its customer base. The COMPANYNAME primarily operates on a B2B model, selling its products directly to wholesalers and distributors.

As the products introduced by the COMPANYNAME were new to the market and were lacking an established distribution network in the Kashmir region, it is facing several challenges in its expansion efforts. These challenges include limited product acceptance in rural areas, low conversion rates due to factors such as frequent strikes during negotiating period, payment issues, Also, there is a requirement of working on credit and therefore bank guarantee requirement among new distributors/wholesalers.

For this capstone project, I plan to analyze the sales and distribution data specific to the Kashmir region. My objective is to identify both engaged and currently uninterested or under-performing distributors and retailers, examining the underlying reasons and factors affecting their performance. This analysis aims to facilitate business expansion in these areas, ultimately leading to increased revenue and market share for the COMPANYNAME. The tools I intend to utilize for this analysis include Microsoft Excel and Python libraries such as Pandas.

## 2. Organization background

Founded in 2016, COMPANYNAME Appliances specializes in the manufacturing and wholesale distribution of cooking and food processing appliances, among other products. The COMPANYNAME is committed to delivering a premium quality range that instills confidence in its clients.

COMPANYNAME Appliances aims to become a global leader in consumer products, striving to reshape perceptions of Indian brands. The organization seeks to establish itself as the most trusted name in the industry by offering innovative products and customer service that is centered around the needs of its clients.

The COMPANYNAME is dedicated to excelling in cost-effective solutions while ensuring high levels of client satisfaction. Since its establishment, the COMPANYNAME has aimed to grow and expand its business to various states of India including the UT of Jammu & Kashmir. The Current estimates indicate an annual turnover ranging from 1.5 to 5 crore. The COMPANYNAME primarily operates on a B2B model, selling directly to wholesalers and distributors, although its products are also available on platforms such as India Mart.

### 3. Problem Statement

From the discussions, The following problems were identified:

- Lack of brand trust among new distributors and retailers, especially in rural areas, leading to low retention rates.
- Low conversion rates over phone calls, making it difficult to secure new distributors and retailers.
- Frequent strikes between negotiating days, causing marketing gaps and reducing retailer and distributor interest.
- Complaints from some distributors and retailers about high product prices, leading to hesitation in placing orders.
- Order cancellations due to payment issues, disrupting the supply chain and revenue flow.
- Demand for products on credit or with bank guarantee requirements, creating financial challenges for smooth business operations.

### 4. Problem Background

COMPANYNAME Appliances encounters considerable difficulties in expansion of its distribution network within the Kashmir region. A significant problem is the insufficient brand trust among prospective distributors and retailers, particularly in rural regions, which leads to low retention rates. This lack of trust complicates the establishment of a dominant and sustainable market presence. Moreover, the conversion rates from face-to-face interactions and telephone communications remain unsatisfactory, further obstructing the acquisition of new business partners.

Financial limitations also add to the challenges of expansion, as a number of local distributors and wholesalers require products on credit or demand bank guarantees prior to making purchases. Such stipulations indicate a lack of confidence in the brand and introduce additional financial risks for the COMPANYNAME. Additionally, complaints regarding higher product prices from distributors and retailers contribute to hesitance in placing orders, impacting overall sales performance.

Operational issues further stunt the COMPANYNAME's growth strategy. Frequent strikes during negotiation periods create marketing gaps, resulting in diminished interest from potential partners. Order cancellations due to payment difficulties lead to supply chain disruptions, complicating the maintenance of a consistent distribution flow. Collectively, these factors hinder COMPANYNAME's ability to effectively position itself in the Kashmir market, despite the implementation of pricing strategies. Addressing these challenges will lead to the cultivation of stronger relationships with distributors, the resolution of financial concerns, and the execution of targeted marketing strategies to improve product acceptance and trust within the region.

## 5. Problem Solving Approach

The organization should prioritize the development of trust, enhancement of conversion rates, resolution of financial limitations, and improvement of operational efficiency. These initiatives will contribute to the establishment of a dominant market presence and increase engagement with distributors and retailers.

### 5.1 Methods with Justification

#### **Trust-Building Initiatives by increasing brand awareness :**

- **Product Showcases and localized marketing initiatives :** Conduct live demonstrations in both urban centers and rural locations to exhibit the quality and durability of the products and also utilize marketing platforms such as newspapers, radio stations etc
- **Influencer & Community Collaboration:** Partner with local business influencers, retailers, and trade associations to strengthen credibility.
- **Customer Feedback & Case Studies:** Emphasize the positive experiences of current distributors to instill confidence in prospective partners.

#### **Flexible Financial & Payment Models:**

- **Customized Credit Policies:** Provide credit options to established distributors with a solid history to alleviate financial obstacles.
- **Bank Guarantee Assistance:** Collaborate with financial institutions to facilitate access to guarantees.

#### **Optimized Distributor Engagement & Retention:**

- **Dedicated Account Management Team:** Allocate specific account managers to ensure ongoing communication with distributors.
- **Immediate Feedback Systems:** Introduce organized methods for gathering feedback to proactively address and resolve distributor issues.
- **Service Facilities:** Set up regional service centers to handle customer complaints, thereby promoting long-term satisfaction.

### 5.2 Data Collection

The data for analysis is only for the Kashmir Region for the financial year 2023. The collection is based on the following methods:

- **Surveys & Interviews:**

Conduct organized surveys with current and prospective distributors to collect information regarding their challenges, expectations, and preferred financial arrangements.

- **Conversion Rate Tracking:**

Analyze sales data to evaluate the success of pricing strategies, promotional initiatives, and distributor onboarding processes and also assess conversion rates across various sales channels, including in-person visits, phone calls, and digital inquiries, to determine the most effective methods.

- **Market Analysis:**

Examine the pricing structures, promotional strategies, and distribution methods employed by competitors to enhance COMPANYNAME's market strategy. Investigate demand patterns in Kashmir to learn consumer preferences and identify possible market deficiencies.

## **5.3 Analysis Tools**

I primarily intend to use the following:

**Ms- Excel**

**Python libraries: pandas,matplotlib**

To effectively analyze and interpret the gathered data, both MS Excel and Python libraries will be employed for data processing, visualization, and extracting actionable insights. MS Excel will facilitate the organization of raw data, conduct fundamental statistical analyses, and generate pivot tables to summarize trends in sales, distributor engagement, and conversion rates. Tools such as conditional formatting, charts, and regression analysis can be used to identify significant patterns . Conversely, Python libraries like Pandas and NumPy can be used for data cleaning, manipulation, and efficient management of large datasets. Additionally, Matplotlib and Seaborn will aid in producing comprehensive visualizations, including heatmaps and trend graphs, to assess market behavior and distributor performance. By combining Excel for structured data management with Python for advanced analytics, I aim to adopt a data-driven approach to enhance the expansion strategy in the Kashmir market.

## **6. Work breakdown structure**

- Discussion with the Sr Sales officer 27-30 Jan
- Data collection :2-4 Feb
- Data Cleaning : 5-8 Feb
- Data Analysis: 8-12 Feb
- Final report submission: 13-15 Feb

## 7. Gaant Chart



## 8. Expected Outcomes

After analysis, we expect to achieve the following:

- Increase in distributor/retailer retention rate by recognizing the critical elements that influence distributor confidence and implement measures to strengthen those collaborations.
- Better pricing strategies that will attract new distributors
- Increased sales conversion rates by identifying the most effective communication methods (telephone calls, face-to-face meetings, digital platforms) for onboarding new distributors and reducing marketing gaps.
- Flexible financial strategies according to distributor payment preferences to create suitable credit and bank guarantee frameworks.
- Devise strategies that focus on brand awareness initiatives and product promotional campaigns.