PROJECT REPORT

ON

"SALES OF HCL LAPTOPS AND DESKTOPS"

SUBMITTED TO
BHAI PARMANAND INSTITUTE OF BUSINESS STUDIES
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Guided by:

Mrs. Harvinder Kaur

Lecturer (H.O.D)

BPIBS

Submitted by:

Divansh Arora

00211401716

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DIVANSH ARORA

CERTIFICATE

This is to certify that the dissertation entitled "**SALES OF HCL LAPTOPS AND DESKTOPS"** is the bona fide work carried out by Mr. Divansh Arora student of BBA at **BHAI PARMANAND INSTITUTE OF BUSINESS STUDIES,** Department of Business Administration during the year 2016-2019. In partial fulfilment of the requirements for the award of the degree of Bachelor of Business Administration and that the dissertation has not formed the basis for the award previously of any degree or diploma of the best of any knowledge and belief.

Mrs. Harvinder Kaur

BPIBS

Executive Summary

HCL is one of the leading global Technology and IT enterprises with annual revenues of US$ 3.30 billion. The HCL Enterprise comprises two companies listed in India, HCL Technologies (www.hcltech.com) & HCLInfosystems (www.hclinfosystems.in)

The 30 year old enterprise, founded in 1976, is one of India's original IT garage start ups. Its range of offerings span R&D and Technology Services, Enterprise and Applications Consulting, Remote Infrastructure Management, BPO services, IT Hardware, Systems Integration and Distribution of Technology and Telecom products in India. The HCL team comprises 34,000 professionals of diverse nationalities, operating across 16 countries including 300 points of presence in India. HCL has global partnerships with several leading Fortune 1000 firms, including several IT and Technology majors.

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Chapter – 1
Introduction

Objectives of the Study

Consumer Survey:

- To find market Share.
- To find ownership HCL Laptops and Desktops
- Actual Sales of HCL Infosystems Ltd.

Research Plan

Data Sources / Type:

Primary data and Secondary Data specially gathered for this research project.

Research Approaches:

- Survey / Descriptive research.

- Research Instrument:
  - Questionnaires (Disguised)
  - Online Database
- Sampling Plan
  - Who is to be surveyed?

    People belonging to the age group of 20-30.
  - Sample Size = 50
  - Sampling Procedure

    People are selected / approached randomly.
- Contact Methods: Personal interviews.

Major Limitations

- Due to the lack of both time and resources, I was not able to cover maximum area and people.
- Research is been conducted in Delhi only (especially East Delhi)
- Sample size is 50 out of which some may not have taken research seriously, hence result can vary.

Chapter – 2
Company Profile

The HCL DNA

Fueled by the entrepreneurial zeal of its founders, HCL developed the first indigenous micro-computer in 1978, at the same time as Apple. Since then, HCL has had a 3 decade rich history of inventions and innovations. Intrapreneur is the term that best describes the HCL employees. The TIME magazine

has referred to HCL as an "intellectual clean room where its employees could imagine endless possibilities." Ever since HCL entered into an alliance in 1970s, partnerships and HCL have been inseparable. Bonds have been forged with partners to co-create value. Strong inorganic growth is a testimony to the spirit of partnerships.

LEADERSHIP

Shiv Nadar Founder HCL, Chairman and CEO - HCL Technologies.

Shiv Nadar, is one of "the original entrepreneurs" who has helped shape the development of the IT Industry in India. He is widely acknowledged as a visionary by the industry, a man ahead of his times. He created a $ 3.30 billion global enterprise, through a vision that was born out of a Delhi 'garage' 30 years ago. With a risk-taking ability that is by now almost legendary, he has made daring forays based on his conviction of the future.

At a time when few ventured abroad and Indian IT skills were yet to be recognized, Shiv Nadar commenced operations in the US in 1988 and developed a strategy to launch HCL globally, a strategy that has yielded rich dividends and led to many people calling HCL "India's first transnational" in the IT sphere.

He foresaw huge potential in the area of IT education and learning (from which NIIT was born) during a period when the market was obsessed only with hardware; yet again when software development was still in the nascent stage, Shiv Nadar took the lead in this area and grew HCL into a serious force to reckon with, in the global markets. HCL is today a leader in the IT industry, employing 34,000 professionals, a global presence in 15 countries spanning locations in the US, Europe, Japan, ASEAN and the Pacific Rim. HCL's business today spans IT Hardware Manufacturing & Distribution, System Integration, Technology & Software services, Business Process Outsourcing, and Infrastructure Management.

He has been juxtaposed in the league of legends such as Bill Gates (Microsoft), Scott McNealy (SUN) and Pfeiffer (Compaq) by Geoffrey James, in his book, "The Giant Killers". In fact, in February 1997, TIME magazine wrote: "The world has caught up with Nadar's vision of a networked future, and the results are shaking up enterprises, economies and governments around the world".

In 2000, he entered the Forbes List of billionaires, and by 2004 he was ranked No.272 globally and No.7 in India. This period was characterized by an intense process of creating wealth not only for himself but alr his customers, partners, employees, and investors.

Shiv Nadar attributes the success to teamwork and the entrepreneurial spirit of HCL, which together have enabled it to handle rapid change in environments and technologies, and to transform threats into opportunities and market differentiators. Fundamental to the process has been the development of new paradigms for the unprecedented situations into which HCL ventures. Developed from first principles, these include guidelines for organization restructuring, market creation, technology leveraging and business up scaling. Shiv Nadar personally heads the think tanks, which address the conceptual bases of the company.

Recognized as one of India's most effective entrepreneurs, Shiv Nadar sees a parallel with top-level sportspersons, in terms of their sharp focus on goals and complete commitment to their achievement. For conceptualization, he draws inspiration from the performing and fine arts, where preconceived notions are questioned.

Shiv Nadar has made 'Quality education' a top concern on his personal agenda. He founded the SSN College of Engineering in Chennai, which is today a premier institution in India. He has also founded the SSN School of Advanced Software Engineering in collaboration with Carnegie Mellon University (rated No.1 globally for software engineering) that offers a CMU degree in India.

In January 2005, Shiv Nadar received the CNBC Business Excellence award from the Prime Minister of India. In February 2005, he was listed by "India Today" in the Power List of India's leaders from all walks of life, for building a global $2 billion IT enterprise from scratch in 3 decades, creating valuable JVs with marquee partners such as Deutsche Bank, and creating jobs in Belfast when India has been criticized for just the opposite.

Shiv Nadar firmly believes that, "If you want to empower people, give them the tools. There is enough entrepreneurship in this country to take care of the rest." Summing up the phenomenal growth of the company in a period spanning almost three decades, Nadar says, "In these 29 years, we pioneered
the growth of IT in India in virtually every sphere, including hardware, software, services, solutions, networking communications, Internet and the IT infrastructure and we never missed the heartbeat."

Ajai Chowdhry

Founder HCL, Chairman and CEO - HCL Infosystems

An engineer by training, Ajai Chowdhry is one of the six founder members of HCL, India's premier IT conglomerate. HCL, a start-up in 1976, touched US$2 bn for the last 12 months.

Ajai Chowdhry took over the reins of HCL Infosystems, the flagship company of the Enterprise, as President and CEO in 1994. He was appointed the Chairman of HCL Infosystems in November 1999. Under his stewardship, the company's turnover has grown to Rs. 4413 crores in 2003-04 from Rs. 400.6 crores in 1994, almost ten-fold growth. With employee strength of over 2500, it has emerged as country's information-enabling powerhouse.

- Mission, Vision and Quality Statements.
- About HCL(Introduction)
- Key Partnerships
- Company's History
- HCL's Product Profile
- Computer Industry in India.
- HCL's Sales and Market Share.
- Organisational Chart
    - Organisation Chart.
    - Regional structure.

PURPOSE

Vision Statement

"Together we create the enterprises of tomorrow"

Mission Statement

"To provide world-class information technology solutions and services to enable our customers to serve their customers better"

Quality Policy Statement

"We deliver defect-free products, services and solutions to meet the requirements of our external and internal customers, the first time, every time"

OBJECTIVES

Management Objective

"To fuel initiative and foster activity by allowing individuals freedom of action and innovation in attaining defined objectives."

People Objective

"To help HCL Insys people share in the company's success, which they make possible; to provide job security based on their performance; to recognize their individual achievements and to help them gain of satisfaction and accomplishment from their work."

CORE VALUES

- ✓ We shall uphold the dignity of individual.
- ✓ We shall honor all commitments.
- ✓ We shall be committed to quality, innovation and growth in every endeavor.
- ✓ We shall be responsible corporate citizens.

ABOUT HCL

HCL Infosystems, India's premier information enabling and integration company offers its customers technology solutions across multiple platforms. It has partnerships with some leading global player like Intel, Toshiba, Ericsson, Microsoft, Nokia and Sun Microsystems among others.

HCL Infosystems has direct customer services center across 260+ locations and two ISO 9001 certified state-of-the-art manufacturing facilities. With a mission to provide world-class information technology solutions and services to enable its customers to serve their customers better, HCL Infosystems is forever setting new standards of IT in the country.

HCL Infosystems Limited is India's technology integration company. Over the years, HCL Insys has positioned its business operations to fulfill its vision statement: **'Together we create enterprises of tomorrow'**. The overarching theme for the company's swift progression into the software and services arena, in India and globally, is evolving. Signifying a state of constant growth, the evolve theme is visible in the many ways that HCL Infosystems has undergone a transformation for becoming a complete IT solutions company.

Within this, the company has conceptualized the Net.Strategy to address the e-commerce market. HCL Infosystems has added both Internet-focused solution and skill sets. For this, it has acquired critical expertise in e-commerce development tools. It has also developed the ability to integrate e-commerce infrastructure with enterprise application such as SAP, CRM and SCM.

HCL Infosys NET.STRATEGY

DOMAIN KNOWLEDGE BUSINESS MODELLING	TELECOM	SERVICES INDUSTR Y	BANKING & INSURANCE	MANUFACTURIN G	GOVT
TOOLS PRODUCTS APPLICATION	JAVA++, MICROSOFT E.COM SAP,CRM,SCM/INTEGRATION & POST IMPLEMENTATION SUPPORT KNOWLEDGE MANAGEMENT- E.COM.,INTERNET,BANKING FILENET				
	SECURITY				
INFRASTRUCTURE	NETWORK MGMT.SOLUTIONS		NETWORK ARCHITECTUR E	FACILITIES MGMT.	

Yet another significant movement in the Company was globalization. To become a dominant player in providing global IT services, HCL Infosystems has reorganized and

consolidated its hardware and services business. The first step towards this was the acquisition of the assets of HCL Info solutions and HCL Peripherals, and the customer support activities, related products and human resources of HCL Office Automation in mid-1998. In 1999, HCL Infosystems completed acquisition of FEC Singapore Pvt. Ltd. The Company's acquisition strategy, too, maps into building a long-term and sustainable growth path based on the high-margin, high value-add IT services sector.

In fiscal 2000, the company's focus was on organic growth as well as acquisitions. The next step was expanding its reach globally. For this, **HCL Infosystems has set up five overseas subsidiaries-in the US, the UK, Singapore, Australia and Malaysia.**

The menu of HCL Infosystems global services broadly covers IT consulting and professional services in the area of vertical applications, technology integration, ERP implementation and software development. This also includes a complete portfolio of systems and network services for development. This also includes a complete portfolio of systems and network services for Facilities Management, Helpdesks, Systems Supports and network and Internet Implementation. HCL Infosystems global customers include the following:

- **Samsung**
- **Government of Singapore**
- **AMAL insurance Jurong Port in Singapore**
- **Malaysian's BSN commercial bank**
- **SIA**
- **DBS bank**
- **Maybank life assurance**
- **Charted semiconductors**
- **Asia Matsushita**
- **Shell Malaysia**.

Some of its global customer in the government sector is Inland Revenue authority of Singapore, civil aviation authority of Singapore, Singapore power, ministry of education, health and national development, telecom authority of Singapore and Penang state govt.

HCL Infosystems chosen platform of total technology integration lends itself to some very significant alliances with the global leaders. Among its partner are HP for high end AISCE/UNIX services and workstation and HP Open view network management solution; Intel for PC and PC server building blocks; Microsoft ,Novell and SCO AG solutions; Red hat ;Linux; Samsung; Pivotal for CRM solution and ORACLE Sybase and Informix for RDBMS platform.

Today the company has aligned its operations into six entities that offer seamless linkages for the customers seeking entry into the wired world through total the 'Integration solution and services'.

A brief profile of each of these is as below:

1. Professional Services Organisation

Established in 1994 the PSO is a key growth driver for the company with the onset of the E-commerce revolution, the PSO forms the most critical component of HCL Infosystems strategy. The PSO operates in 4 major areas of high level IT consulting, technology integration projects, turnkey software development projects for both domestic as well as foreign markets, and functional consulting and implementation services for ERP projects. With the task force of over 914 software specialists 3 software export factories in Chennai, Noida and

Calcutta and dedicated center of excellence, the PSO has garnered domain knowledge of a wide spread of industries telecom banking etc. PSO has added a range of e-business services in its portfolio namely, development of portals, e-commerce. Enabled store fronts enterprise application integration for ERP CRM and SCM solutions. Today the PSO has won the TWIN laurels of the coveted SEI (software engineering institute) Level 4 on the capability maturity model (CMM) scale and ISO certification on its software developments processes.

2. Systems Support Organisation

HCL Infosystems SSO is the most extensive direct support network in the country. It operates from 151 locations, with a 921 member support force-a unique pool of trained manpower,
with the collective experience of working on a broad and diverse range of operating systems, hardware systems, and middleware, networking and peripheral products.

Besides its resource pool, the SSO has the infrastructure and processes to enable it to deliver a range of world class support services to a wide cross-section of industries, both in India and Overseas. Its services include annual maintenance contracts and value-added services like network consulting and implementation, Facilities management, helpdesks, tele-supports and test and repair services. The SSO is a critical piece in the Company's e-Commerce tapestry and implementation complex LANs and WANs. Moreover, SSO has honed its knowledge of third party networking technologies such as Remote Access Services, ATM and Frame Relay and its expertise in firewall security, network management and managing facilities for large customers.

3. Direct Sales Organization

The direct sales organization (DSO) of HCL Infosystems is by far the most admired direct sales force in the Indian IT industry. The DSO addresses the vertical markets of finance, banking, telecom, ISPs and manufacturing. It also targets the government, education, power and utilities segments.

With a nationwide footprint through a presence in nine major cities, the DSO gives a face to the company. It has been a

prime deliverer of enterprise solution in India and has built long-standing relationships with customers across industries, over the last two decades.

The DSO as a flag bearer of the Company has had a tradition of creating and opening up unknown and nascent markets in the country. Be it the markets for office computing way back in 1981, UNIX based computers in 1988, or CAD CAM computing in 1989, the DSO has carried on the tradition of breaking barriers. This year saw a series of successful initiatives including www.ow, which covered a broad range of ISP solutions and Linux expertise (telephonic and email support for Linux, the now famous open source operating systems). The DSO has also been instrumental in making Hewlett Packard a brand of choice in the Indian RISC/Unix marketplace. Within HCL Infosystems internet thrust, DSO will offer a range of related services to its customers.

4. Office Automation

HCL Infosystems Office Automation Division (OA Division) is poised to leverage the convergence between IT, communication and office automation through its products and service offerings. The OA Division has an exclusive sales and support partnership with Toshiba Corporation, Japan for its photocopier products. Its products portfolio covers a range of other office automation and communication products through alliances with the world from Nokia, Duprints from Duplo, and telecommunication solution from Samsung and Ericsson. Its network has 65 independent dealers, who stock and sell consumables for peripherals and devices, It also offers direct field support spanning 85 locations, through 15 regional offices and 20 area offices assisting 74 service locations. The service is also extended a large base of installed products through its Test and Repair Centers (TRCs). These TRCs are manned by 450 customer engineers and 68 managers located across India, with a head office at Noida and a Spares TRC at Chennai.

The centers also provide upgrades to existing customers, keeping them abreast of cutting edge technology at all time. Finally, the division also offers Bring-In-Maintenance services for a range of products such as Nokia mobile phones and accessories, and HP peripherals.

5. Frontline

The pioneer in value-added offerings to personal computer (PC) users, Frontline Division is the distribution arm of HCL Infosystems. The division focuses on providing solutions and value added services to small, and medium corporate, the

office/home office and the home buyer chain of over **100 HCL Stores, and 205 partners across 100 cities**, termed the Support Net.

The Division has also made a significant foray into the packaged software market by setting up the Info soft Group. Frontline also offers innovative support services such as Tele Support for HCL hardware products from Microsoft, Novell and Linux; and hardware maintenance services technology upgrades, helpdesk and messaging solutions.

The division has translated company's e-Commerce focus by setting up **shop on the Web at www.hclshop.com.** This is fast on the way to becoming a virtual one-stop supermarket.

Through its Cyber cafe and the Info Kiosk solution, the Division has succeeded in spawning a new generation on the net.

6. Infinet

HCL Infinet Limited is HCL Infosystems new Internet initiative. HCL Infinet aims to leverage the immense existing resources of its parent company, in reach, relationship, infrastructure and expertise, to become a dominant Internet service provider in the country. Its portfolio of services includes consumer Internet access, Virtual Private network (VPN) solution, Application Service Provider (ASP), hosting and co-location solution and B2B e-commerce exchanges. Besides, HCL Infinet will also host an exciting horizontal portal at www.hclinfinet.com.

HCL Infinet has set up a state-of-art ATM / Frame relay network covering 42 cities across the country and has made significant investments in network management solution and a 24 hour customer helpdesk. Hence it has the capability to offer a Committed Information Rate (CIR) and Quality of Services (QoS) to its customers.

7. Manufacturing

HCL Infosystems Manufacturing Organization is the largest manufacturing organization in the country with two ISO 9001 certified factories, for computer and peripherals at Pondicherry. Recognizing the challenges posed by the changing IT environment, HCL Manufacturing has consistently and continuously evolved and improved its processes and guided the

development and transition to the fastest technology and products for its customers, both internal and external.

As information technology needs mature, the IT industry has witnessed a continual evolution through a progressive finer segmentation of the markets. Design and delivery of solution across diverse hardware platforms and the ability to respond to the rapid penetration and usage of PCs, fast changing roadmaps, convergence in technology, turbulence in supply chain are key determinants for success in the current IT environment. HCL Manufacturing has developed a strong combination of competent people and technologies. Currently the HCL Manufacturing factories have a capacity to manufacture 15,000 PCs per month per shift.

8. Quality

The history of structured quality implementation in HCL Infosystems began in the late 1980’s with a high focus on improving quality of its products by using QC Tools, FRACAS (failure reporting & corrective active systems), concurrent engineering practices including design reviews and rigorous reliability testing to uncover latent design defects.

In the early 90's the focus was not merely on quality of products but also the process quality systems. As a result HCL were certified for ISO 9002 by BVQI in 1994 (for quality assurance in production, design/development, production, installation and servicing).

In early 1995, a major quality initiative was launched across the company based on Philip B. Crosby's methodology of QIPM (Quality Improvement Process Management). The purpose of selecting this model was that it not only took into account the

organization's need/commitment to improve but also the individual's need towards better quality in his personal life.

Under our Quality Education System program, HCL trains all their Employees on the basic concepts & tools of quality. A number of improvement projects have been undertaken by the employees themselves where they have identified process deficiencies or bottlenecks and undertaken Corrective Action Projects (CAPs) to reduce defect rates and improve cycle times in various processes including personal quality.

By 1995 the Software Solutions group had already developed a robust quality system. As HCL execute a number of projects for HCL's overseas clients, HCL has adopted both ISO 9001

and SEI CMM Level 4 assessed processes. This means that along with the systems, procedures and requirement trace-ability that ISO 9000 offers HCL also works towards optimizing their process efficiency. This brings added benefits to the clients.

HCL Infosystems quest for excellence has resulted in its adopting the EFQM excellence model 'European Foundation for Quality Management' for gaining quality leadership & business competitiveness. This model falls in line with HCL's belief that

People, Policy & Strategy and Partnerships & Resources are the enablers and Quality of offerings to HCL's employees, customer's and society the motive of HCL's services.

9. Human Resources

As the time is ripe for HCL Insys to make its claim on destiny, it is equipped with the rich human resources. HCL does not

treat them as mere resources but looks as the valuable asset to the organization. They are the backbone of our business and the key ingredient for the overall success and sustenance of the company. Its prime focus is to provide services that would create an environment enabling each employee to maximize his/her contribution. It has already created a climate where their skills and potentials can be explored to the fullest. It always tries to have the right mix of talent and experience.

For this it is continuously developing strategies for Human Resource Development. It has defined career path laid for everybody and which is groomed with right kind of training inputs. The typical features of an HCL Insys employee are:

- Quick change artist
- Committed fully to the assignment / organization
- Speeds up in all situations
- Has a high need of achievement
- Accepts ambiguity and change and then works towards the same.
- Behaves as if doing his/her own business and contributes fully
- Adds value to the assignment
- Sees himself/herself as a service centre

- He/She is a problem solver rather than a finger pointer

- The bulk of HCLs manpower joins straight from college campuses and undergoes a very comprehensive induction programme. HCL's commitment to technical training enables us to keep in tune with the latest in the industry as it is.

- The ratio of managers to employees is 1:3.73. 76% of these employees are professionally qualified. The average age of the employee is 28.51 years. Currently the manpower strength of the company is approx. 2400, out of which around 87% are in technical functions while 13% are in support functions.

Mindia is saluting the prowess of the Indian mind. Mindia is HCL's humble acknowledgement of the achievements of the great Indian mind.

Mindia is apt manifestation of basic feeling that binds all Indians together, that of being "Proud to be an Indian". We are today a strong nation. We are one of the fastest growing economies of the world. Today India is shinning like never before .Our forex reserves are growing, we are prepaying our

debt and stock markets are booming. Indians are being recognized the world over in all fields of technology - medicine, teaching, strategy et al. The prowess of the great Indian Mind is a known fact today. The Indian mind is undoubtedly proved

that a third world country can have a first rate mind. It is this great Indian mind that has contributed significantly to our stature and growth. We at HCL have in our own way contributed in unearthing the potential of this great Indian mind. HCL is the only Indian IT company that has successfully straddled all the core areas of IT - Hardware, Software and Training.

We believe that the Indian Mind would continue to script our success for many ages to come. We are proud to be Indian and we believe in Mindia.

Performance Evaluation and Career Advancement

The performance is continuously reviewed vis-à-vis set goals and targets and a formal process of appraisal would take place. For P graders it is on a quarterly basis or six monthly bases and for others on annual basis.

The objective of the review is to:

- Set KRA's for the year.
- Evaluate KRA's vs. employee KRA's.
- To facilitate genuine dialogue with the reviewer, with a view to give/get feedback on performance.
- Identify strength/weakness and develop action plan for performance improvement.
- Identify training/development needs.
- Help in career planning.

Appraisal Cycle

The first annual review will take place on completion of one year of service. Subsequent appraisals are then aligned to the pertinent cycle according to the grade and function. For P graders review takes place in each quarter or on six monthly bases. Annual review is on the completion of one year of service.

Process

During the beginning of the year the targets are set in a quarterly or six monthly bases after consultation & mutual discussion with the Manager.

Basic features

- Self-assessment is a key process undertaken by the employee, who should also ensure that the supervisor/manager holds periodic reviews and provides feedback.
- As an integral part of career planning, HCL's position planning takes into account the development of individuals through identification of HCL Insys people for internal vacancies.

Training and Development

The organization has dedicated sufficient resources in terms of manpower and finance towards Training and Development (T & D). It is now a continuous activity in HCL Infosystems Ltd.

- The focus areas for the organization are:
    - Customer Satisfaction
    - Employee Satisfaction
- T & D in HCL Insys is directed towards identifying individual motivation and linking individual aspirations to organizational objectives.
- Therefore, T & D will strive to enhance goal-directed behavior for individuals/work groups and HCL Infosystems in its totality to achieve higher levels of Customer Satisfaction.

- The current focus of T & D has been on more Employee Development. Workshops are conducted on:

- HCL has recreated the training need identification form and the needs get identified through performance reviews and changing business needs.

- Training needs shall be met through regular Internal and External training programmes, job rotation, project assignments and inter-functional mobility.

- The training calendar is drawn out for each location in consultation with the respective Functional Managers.

Communication Channel

"Intouch" – is HCL's in-house quarterly magazine of the company. It aims to keep all employees informed on the latest development in the company. This is the platform to explore the hidden talents, so all the employees are welcome to give their valuable contribution. For contributions, you may get in touch with the "intouch" Editorial Board at HO-HRD or with the intouch regional coordinators.

Employee Satisfaction Survey (ESS)

It has been well said that if you want to measure the pulse of an organization then just measure the satisfaction levels among the employees in the organization. HCL continues to measure HCL's pulse through the annual Employee Satisfaction Surveys. These surveys focus upon the working environment, interpersonal relationships, and infrastructure facilities, performance of HR Department and, above all, image of the Company in the eyes of the employees. Based on the feedback received, the corrective actions are planned on the highest

dissatisfies and continuous improvement planned on the satisfiers so that they do not get converted to dissatisfies. Working for the No. 1 IT Company, Freedom at work and Interpersonal Relations among the employees in the organization have come out as top 3 satisfiers in the ESS '97.

Key Partnerships

COMPANY'S HISTORY

In the early 70s, a group of young, enthusiastic and ambitious technocrats embarked upon a venture that would make their vision of IT revolution in India a reality. Shiv Nadar and five of his colleagues got together and in 1975, set up a new company called Micro comp. To start with they decided to capitalize on their marketing skills. Micro comp marketed calculators and within a few months of starting operations, company was outselling its major competitors. In 1976, Micro comp approached UPSEC (Uttar Pradesh State Electronics Corporation) for help to set up a computer company. Impressed by their technical and marketing competence, UPSEC agreed to set up a joint venture.

On the 11th of August 1976 **Hindustan Computers Limited** was incorporated as a join venture between the entrepreneurs and UPSEC and with an initial equity of Rs. 1.83 lakhs.

Born in 1976, HCL has a 3 decade rich history of inventions and innovations. In 1978, HCL developed the first indigenous micro-computer at the same time as Apple and 3 years before IBM's PC. During this period, India was a black box to the world and the world was a black box to India. This micro-computer virtually gave birth to the Indian computer industry. The 80's saw HCL developing know-how in many other technologies. HCL's in-depth knowledge of Unix led to the development of a fine grained multi-processor Unix in 1988, three years ahead of Sun and HP.

HCL's R&D was spun off as HCL Technologies in 1997 to mark their advent into the software services arena. During the last eight years, HCL has strengthened its processes and applied its know-how, developed over 28 years into multiple practices -

semi-conductor, operating systems, automobile, avionics, bio-medical engineering, wireless, telecom technologies, and many more.

Today, HCL sells more PCs in India than any other brand, runs Northern Ireland's largest BPO operation, and manages the network for Asia's largest stock exchange network apart from designing zero visibility landing systems to land the world's most popular airplane.

TIME LINE………..

1976 **HINDUSTAN COMPUTERS LTD. (HCL)** was promoted with a start-up capital of RS. 1.83 lakhs with additional financial support of the Uttar Pradesh State Electronics Corporation (UPSEC).

Micro 2200, a programmable desktop scientific calculator, was launched. It was the first HCL product to be developed in house.

1978 **8CR** – HCL's first commercial computer system was launched. Designed in house, the 8CR had its own compare utilities and the unique PSAR (Power Shut off Auto Restart) features.

1979 **SYSTEM 2 – INTEL 8085** BASED Commercial Computer System was introduced the first computer in India to use both the 8" as well as 5/14" floppy disks.

1980 HCL's first transnational venture "**FAREAST COMPUTERS (PTE) LTD.**" was established in Singapore.

1981 **SYSTEM 4** – India's first indigenous designed minicomputer was launched.**HINDUSTAN REPROGRAPHICS LTD.** HRL was set-up to manufacture and market Reprographics and Micrographic system.

NATIONAL INSTITUTE OF INFORMATION TECHNOLOGY LTD. (NIIT) - India's first private sector Information Technology education institute was set up.

1982 **WORKHORSE –** India's first indigenously developed single board desktop computer was launched, a highly successful marketing campaign that led to the opening.

1983 **WORKHORSE II** – In house 8086 BASED MULTIUSER SYSTEMS FOLLOWS.

1984 **HORIZON I** – India's first indigenously designed UNIX implemented Minicomputer entered the market.

HINDUSTAN TELECOMMUNICATION LTD (HXL) was set up to manufacture and market a range of communication products.

Plain paper copier was introduced in collaboration with **Toshiba, Japan**.

1985 Tied-up with Apollo Inc. USA, the world's leading vendor of work-stations to manufacture and market DOMAIN series pf CAD-CAM systems.

1986 The four independent companies (HCL, HRL, HIL, and HXL) merge to form HCL Ltd –the largest office automation company in south East Asia. PC's price crash to Rs. 50,000/- caused boom in the industry.

1987 HORIZON II – India's first implementation of UNIX V.3 launched.

HORIZON IIE- Dual CPU Unix base 4 minicomputer launched.

1988 HCL becomes the No 1 computer company in India.

MANGUM- In house designed tightly coupled multi-processor super mini computer system, the first in India and one of the first in the world,

introduced. **HCL AMERICA** was established with headquarters at Sunnyvale, California.

1991 With a strength of more than 4200 employees, HCL LTD's revenue grows to Rs.3474 million ($180.47 million) and shareholders funds grown to Rs. 813 million ($42.23 million)

HCL LTD and HEWLETT-PACKARD, USA agree to enter into a partnership to form **HCL HEWLETT-PACKARD LTD.**

The new Joint Venture Company HCL HP to combine the existing Computer, CAD/CAM and Peripherals operations of communication, Reprographics and Instruments.

HP 9000/ 8 X 7 series business server and HP 9000 / 7 xx workstations were launched.

1992 The launch of precision engineered **HP Vectra PCs** – the first premium brand of PCs in the country.

1993 Launched **FRONTLINE SOLUTIONS LTD** series of subsidiary companies.

1994 Largest booking quarter in history of the organization.
ISO 9002 accreditation for the Noida Manufacturing Organization.

HCL Corporation formed.

1995 Group gross turnover of Rs. 1000 crores for the financial year (FY) 1995-1996 once again, a ten times rise in six years.

Enterprise 2000 was launched.

Became first IT Company in India to do front-end telecom systems integration projects.

Indigenously developed, world class, **Infiniti** range PCs launched.

HCL Hp is granted the status of export house by the Ministry of Commerce. Department of Electronics. Govt. of India awarded the first prize to HCL-HP in the area of computer systems, as a part of its scheme of awards for excellence in electronics.

1997 On July 20th, 1997, HCL announced the realignment of its relationship with HP to preserve mutual benefits, wherein the promoter bought HP's 26% stake in the joint venture. The company has since been rechristened as **HCL Infosystems Ltd.**

US based Insurance Company **CIGNA Property & Casualty**, a unit of CIGNA Corp. tied up with HCL Corp. to set up a dedicated software development maintenance facility at Noida "**CHTH-CIGNA HCL Technology Center**" for jointly developing insurance applications.

HCL and Cisco also opened a software development center in Chennai to assist Cisco in developing networking technology and products.

HCL Insys and Germany's SAP AG establishes the SAP center of Excellence to provide Enterprise Resource Planning.

1998 ISO 9002 accreditation for the Pondicherry Manufacturing Unit of HCL Insys and ISO 9001 certification for Professional Services of HCL Insys at Chennai and Coimbatore.

HCL emerged as the leading brand in the home and corporate markets, according to research reports prepared by the Indian Market Research Bureau (IMRB) on desktop personal computers. HCL Insys launched

“**Infiniti Global Line**” range of workstations and servers incorporating Intel’s Pentium II Xenon Processor.

1999 HCL Insys launched **www.ow (World Wide Web of Winners)**, an entire range of services for the internet-right from ISP Infrastructure to solutions for corporate intranets, e-commerce, cyber cafes and infokisks.

HCL Insys appointed ‘HP Open view Platinum Channel Partner’ for marketing and implementation of HP Open view Suite of network management software products.

HCL Insys launched Linuxpertise, arrange of services such as Tele support, e-mail support and on-site support for Linux, the open source operating systems.

Toshiba honored HCL Insys with best Overall sales and Marketing Award.

HCL Insys sets up the Enterprise Software Organization (ESO) to tap ERP market and ties up with SAP India to act as a value added reseller for its SAP R/3 ERP solution.

HCL Insys acquires FEC Singapore.

2000 HCL Insys launched a new internet subsidiary, **HCL infinet** to provide largest network of technologically advanced value-added internet services to consumers and corporate across the country like consumer access, VPN (Virtual Private Network), ASP (Application Service Provider), E-Commerce, Hosting, and Networking etc. They planned to roll services in 42 cities across India, making it the largest ISP in the country. HCL Insys strengthens Malaysian customers’ base by garnering several prestigious projects.

HCL Insys achieves SEI level 4 for software development processes.

HCL rated as NO. 1 group in India.

Awarded MAIT recognition for Business Excellence – 2000.

HCL Insys tied up with Broad vision and its Singapore subsidiary.

HCL Insys unveiled a unique alliance with UNISYS.

2001 IDC rated HCL Infosystems as No. 1 Desktop PC Company of 2001.

2002 Declared as Top PC Vender by Dataquest.

HCL Infosystems & Sun Microsystems entered into an Enterprise Distribution Agreement.

Realigns businesses, increasing Focus on domestic IT, Communications & Image Products, Solutions & related services.

2003 Became the first vendor to register sales of 50000 PCs in a quarter.

First Indian Company to be numero uno in the commercial PC market.

Entered into partnership with **AMD**.

Launched Home PC for Rs 19,999.

HCL Infosystems Info structure Services Division received ISO 9001:2000 certification.

Launched Infiniti Mobile Desktop on Intel Platform.

Launched Infiniti PCs, Workstations & Servers on AMD platform.

2004 Accorded leader status by Meta Group in offshore outsourcing.
HCL is India's No. 1 Computer 4th year in a row.

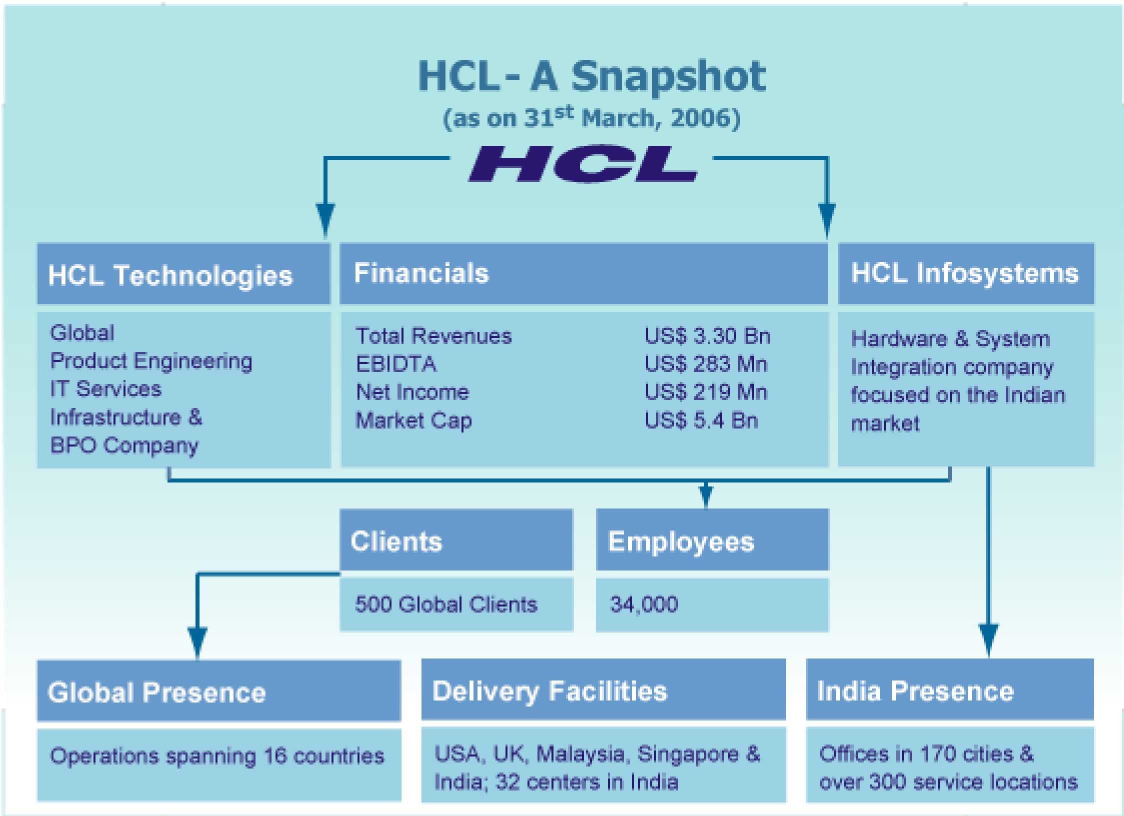
2005 HCL completes buy out deal of JV's with Deutsche Bank with British Telecom.

HCL infrastructure ranked No.1 service provider – CMP.

Business Model

The HCL Enterprise comprises two companies listed in India, HCL Technologies and HCL Infosystems. HCL Technologies is the IT and BPO services arm focused on global markets, while

HCL Infosystems is the IT hardware and system integration arm focused on the Indian market. Together, these entities have uniquely positioned HCL as an enterprise with service offerings spanning the IT Services and Product spectrum. The range of offerings span Product Engineering and Technology Development, Application Services, BPO Services, Infrastructure Services, IT Hardware, Systems Integration, and Distribution of Technology and Telecom products in India.



COMPUTER INDUSTRY IN INDIA

The third quarter computer industry performance review for October-December 2003, conducted by MAIT, published on 27th March, 2004, reveals that PC sales will comfortably cross three million during this fiscal, surpassing its' earlier half-yearly projections

MAIT, the apex body representing the hardware, training and R&D services sectors of the Indian IT industry has announced the findings of its industry performance review for the third quarter (October to December, FY2003-04). The quarterly review, alternates with a half-yearly industry performance review called ITOPs, conducted by the Indian Market Research Bureau (IMRB). These studies address the hardware sector's

efforts to manage the business environment, gauge market potential and consumer trends.

The quarterly studies use the supply side estimation model involving data collection from top IT vendors and leading channel partners. The study for October-December involved data collation from five major vendors and 350 resellers / vendors across 15 metros, mini metros and cities in India. The quarterly review covers the market size estimation for desktop PCs, notebooks, servers and peripherals (printers and UPS).

Desktops

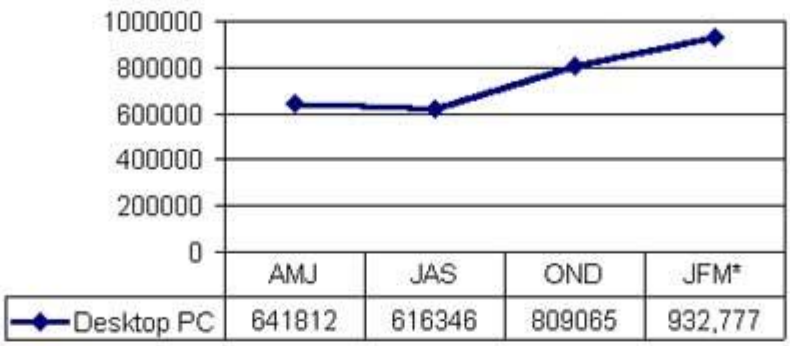
The desktop PC market grossed over 8 lakh units, an 87 per cent year-on-growth over the same quarter in the last fiscal. This is a sequential growth of 31 per cent over the previous quarter (July - September, 2003).

With increased sales throughout the year and also, traditionally, the last quarter accounting for maximum sales, the industry is expected to comfortably cross the three million PC sales mark.

The buoyancy in PC sales can be attributed to increased consumption by traditional industry verticals such as telecom, banking, financial services and insurance (BFSI) segment, IT-enabled services and manufacturing as well as non-traditional sectors like education, retail outlets and self-employed professionals. However, government consumption was subdued, which is expected to gain momentum in the next quarter (January to March, 2004).

The significant consumption in the small and medium enterprises and in the home market, which is a highly price sensitive segment, can easily be attributed to the drop in prices, especially at the entry-level. Hence the trend of increased PC purchase in smaller towns and cities, witnessed last year, continues undiminished.

Increasing PC market in India; fiscal 2005-06



The findings of the quarterly study for Q3 2005-06 lend themselves to identifying significant trends in buying and usage patterns:

Assembled PCs, the smaller and lesser-known regional brands and unbranded systems, accounted for 55 per cent of the PC sales in Q3 2005-06. Indian brands accounted for 15 per cent of the market while the MNC brands accounted for the rest 30 per cent.

The break-up of the market size indicates that the four metros still account for the bulk of PC consumption. But the trend of smaller towns registering higher growth appears to continue during the third quarter as well.

Replacement demand for PCs has also contributed to enhanced growth in this market. New technologies and features as well as aggressive pricing are driving the replacement market.

Notebooks

Notebook market in Q3 witnessed a 105 per cent growth over the previous quarter scaling 29,000 units. This was led by a drop in notebook prices. Corporate have always been the major target segment for notebooks. However, with the reduction in prices of notebooks, which have often been close to the prices of desktop PCs, notebooks are also finding a place in households.

Servers

Traditional markets like banking, finance, government, education, manufacturing and the corporate sector continued to fuel the server market, which crossed 16,600 units registering a growth of 85 per cent over the previous quarter.

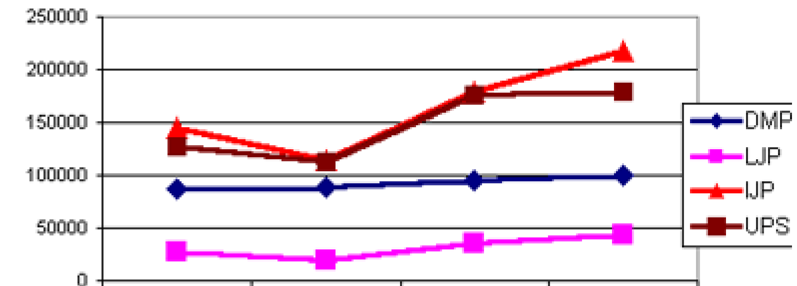
Increased networking in smaller businesses has also added to increased server consumption.

Peripherals

For most peripherals, Q3 witnessed significant quarter-on-quarter growth. Laser printers witnessed a growth of 83 per cent, followed by inkjets at 57 per cent and UPS at 56 per cent. The revival of the dot-matrix market continued well into Q3, the Dot-matrix printers registered a quarter-on-quarter growth of 7 per cent.

While increased buying in the traditional markets like the government and BFSI helped, emergence of newer markets like retail and education have added to the growth of the dot-matrix printer market.

Peripherals market for 2005-06



	AMJ	JAS	OND	JFM*
DMP	87349	88557	94975	99,199
LJP	27627	19051	34828	43,494
IJP	144771	113990	178937	217,302
UPS	126735	113348	176365	179,365

Commenting on the findings of the study, Vinnie Mehta, executive director, MAIT said, "With the reduction of excise duty on IT products in the first week of January this year, the dynamics of the IT business in India is all set to change. The reduction in excise duty on computers to 8 per cent from 16 per cent, which was subsequently abolished for microprocessors, hard-disk drives, floppy-disk drives and CD-Rom

drives, has helped the industry reduce prices of computers, the impact of which will be perceptible in the fourth quarter and even more pronounced in the next fiscal."
"We are confident that in the fiscal 2005-06 we will comfortably cross 3 million units, a growth of 30 per cent over fiscal 2004-05. The growth projection for the ensuing fiscal 2005-06 is healthy, and this may become still better by another five to ten percent should the government increase depreciation to 100 per cent on all IT products," he added.

There was an enlightening article, written by Mr. Krishnan Thiagarajan, published in The Hindu dated Sunday, October 22, 2000, revealed some fascinating facts about the PC's market in India.

According to Mr. Krishnan Thiagarajan the home PC and the SOHO (Small Office Home Office) segment are two promising target markets likely to register impressive growth rates over the next five years.

They are expected to be the next battleground for the price war among MNCs, such as Compaq, HP and Dell, and domestic manufacturers such as HCL Infosystems, Wipro, Zenith Computers and GID (Genuine Intel Dealers/assemblers).

According to an IDC (India) research forecast, consumer desktops (or home PCs) are expected to record the strongest compounded annual growth rate of 56.9 per cent between 1999-2000 and 2004-05 vis-à-vis 40.7 per cent for commercial desktops and 26.8 per cent for portables. A study by IMRB for the Manufacturers Association of India (MAIT) revealed that of the 14.05 lakh PCs sold in 1999-2000, nearly 2.87 lakh PCs went to the household segment (pure homes picking up 2 lakhs, up an impressive 67 per cent over the previous year, and home offices the rest).

Home PC evolution

The market for home PCs evolved only in the last three years. Before that, in late 1995-96 and early 1996-97, most MNCs, such as IBM with its Aptiva range, HP and Compaq (although it was the earliest to change), targeted the ``price high -- skim-the-cream" households to build home PC volumes.

But two developments caught them by surprise. One, the realisation that the business-centric model was fraught with risks during an industrial slowdown. Considering that both the domestic manufacturers and the MNCs had to create a new

market, and one with depth, to survive. That is when it stumbled upon the family-buyer-driven model and decided to shift to this approach.

This process may have been slow had it not been for parallel developments in 1996-97. PC assemblers -- conventionally called the grey market -- had built decent volumes by 1995-96 catering to the home and SOHO segments. However, by mid-1996, the MNCs, attempting to break the grey market stranglehold, dropped the prices for branded products to decisively impact the home-PC-buying segment. And this left the assemblers with no choice but to develop a strategy to defend their turf.

Then the microprocessor giant, Intel, dealt a masterstroke. Sensing that the Indian market was price-sensitive and would expand only if the price was attractive, Intel decided to tap the services of the assemblers operating in the lower price-band markets. Since the only thing these assemblers lacked was the legitimacy that the branded companies enjoyed, Intel

stepped in with the GID scheme. For the first time, the dealers got some legitimacy. By pumping in funds in a marketing blitzkrieg, Intel convinced the buying public that GID was approved by it to sell PCs with its microprocessors. This changed the buying paradigm. The assemblers, particularly the branded assemblers, have constituted a key chunk of the PC market since then.

The revolution

As vindication of the shift from the corporate-centric to the home/SOHO model, the IDC report says the home PC market has grown by 80 per cent annually over the past three years.

According to IMRB, in the overall PC market, the assembled PCs accounted for 58 per cent of the total PC market in 1999-2000, up from 53 per cent the previous year. The study also added that the assembled PC market had doubled since 1997-98, up from 3.7 lakhs to 8 lakhs in 1999-2000. Having gained legitimacy through the GID scheme, the branded assembled PCs accounted for 24 per cent of the total assembled PC market of 58 per cent in 1999-2000.

Attacking the ‘soft’ spots

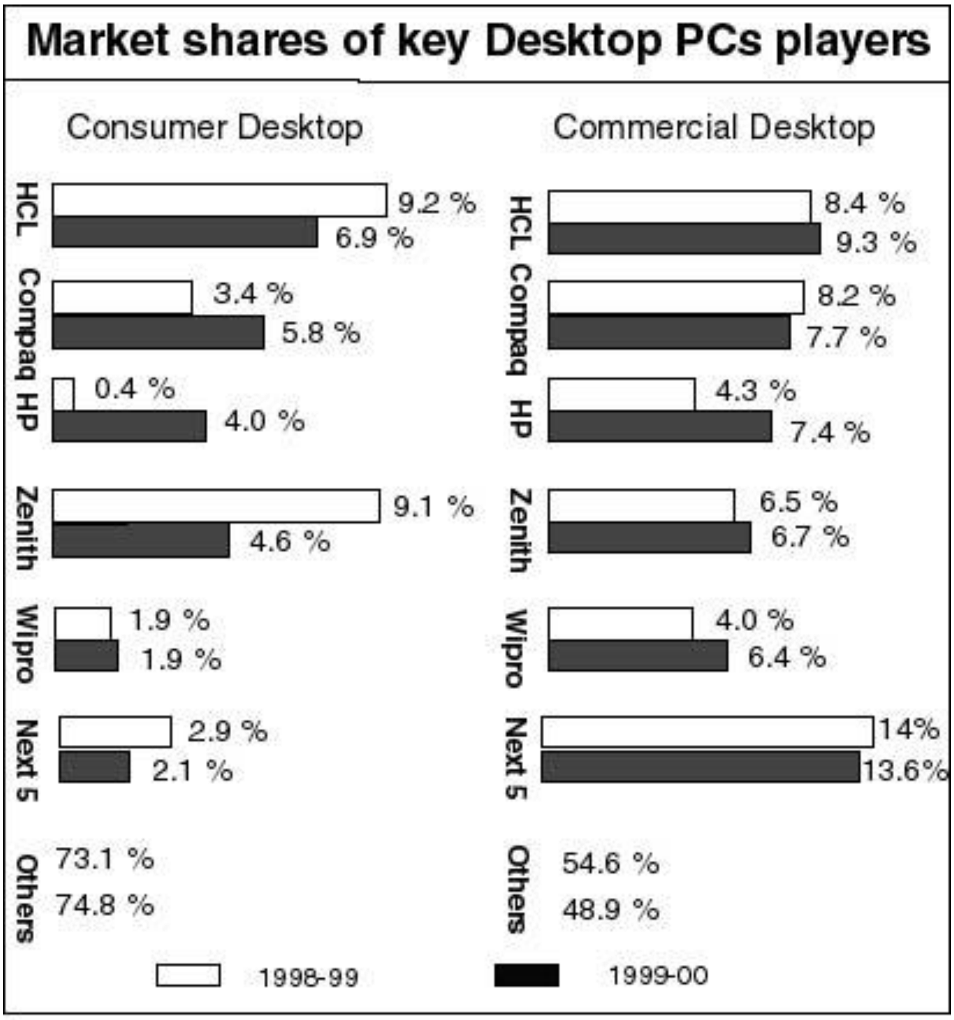
Breaking into the home PC market has not been easy. The industry has been working on the soft spots since 1995-96 and the breakthrough, to some extent, has come about in the last couple of years. Clearly, the five key forces acting on the home PC market are:

The ‘Pricing’ barrier

The initial fascination for the high-priced skim-the-cream business model has clearly broken down over the past few years. The rise in the share of branded and unbranded assembled PCs shows that India continues to remain an extremely price-sensitive market. Even the domestic manufacturers such as HCL Infosystems, and MNCs, such as HP and Compaq, have begun a `price game'. Both HCL Infosystems, with its Beanstalk model, and HP, with its Pavilion model pegged at the higher end of the price band, have found few takers in the Indian market. The success of HCL (with its low-priced and standard Busy bee model) and HP (with its Brio model) are attributable to the low pricing and `value for money' features.

HCL has consistently aimed at widening and deepening the market with road shows and carnivals across the country. HP turned the slogan of Zenith Computers `MNC value at Indian prices' on its head through the Brio model in 1999-2000. Competitively-priced, the Brio model clearly captured a good chunk of Zenith Computers' market share.

While HP's sales volumes in consumer desktops (or home PCs) grew from 0.4 per cent in 1998-99 to 4 per cent in 1999-2000, it cannibalized Zenith's (in sales volumes) market share, which declined from 9.1 per cent to 4.6 per cent over the same period.



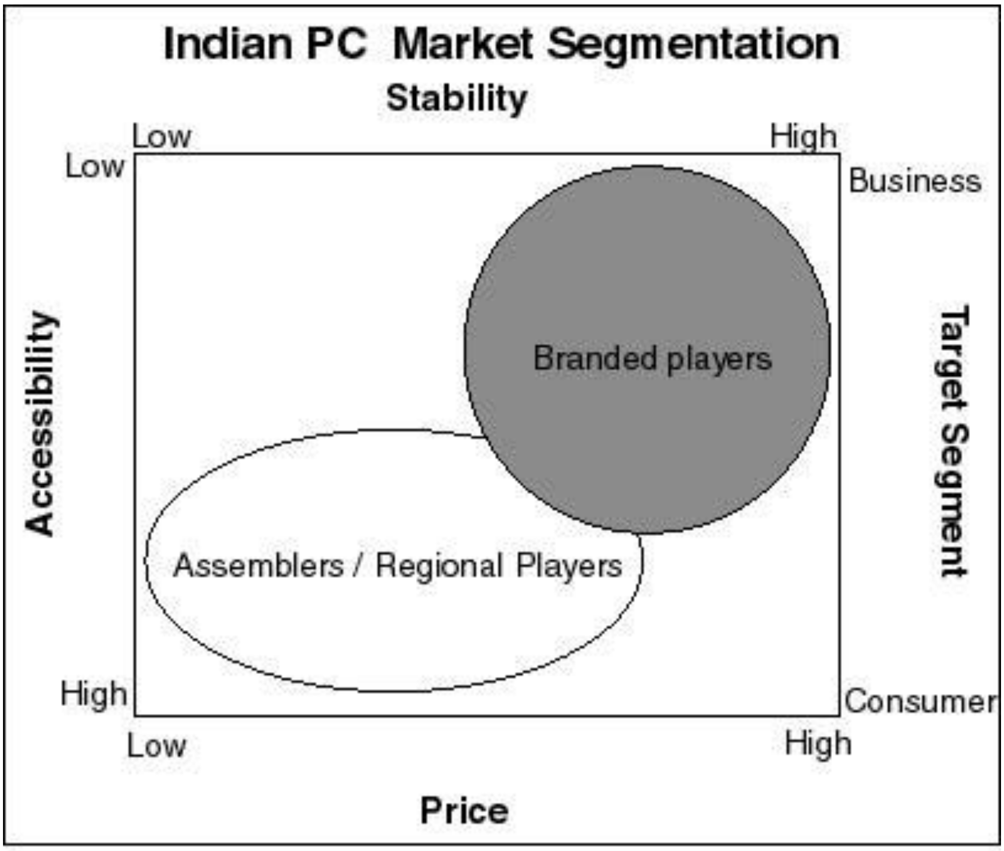
Source : IDC (India)

According to the IMRB study, the share of Indian brands shrank from 25 per cent in 1998-99 to 19 per cent in 1999-2000, with the MNC brands rising from 22 per cent to 23 per cent over the same period. The two main beneficiaries of this rise were HP and Compaq.

Lack of perceived need

In the past, the market in India for home PCs was not nurtured to make computers as much of a consumer appliance as a TV set or a music system. Only in the last couple of years has the home market been focused specifically, with a value proposition targeted at 'work-at-home' benefits for office-goers and as a tool for edutainment (combining education and entertainment) for children and adults alike.

According to the IMRB study, the potential of the home PC market is huge and one look at the profile of buyers brings this out. The profile of the buyers shows that first-time users constitute over half the market for home PCs in 1999-2000. In the second half of 1999-2000, 67 per cent of the buyers bought a PC for the first time, accounting for more than 50 per cent of the home PC sales.



Source : IDC (India)

The 'Internet' trigger

In the past, the poor telephone infrastructure and the monopoly over providing Internet hampered the home PC industry's growth. But the improvement in the dial-up infrastructure (there is, of course, considerable scope for improvement) and privatization of Internet service provision led to a virtual market explosion. The IMRB study showed that the overall Internet market grew an explosive 151 per cent to around 8.73 lakh connections. In particular, the Internet connectivity to the home segment at 3.85 lakhs grew a staggering 205 per cent, surging past the growth of business connectivity at 118 per cent (at 4.87 lakh connections).

As if to emphasis the Internet trigger, the IMRB study also showed that 60 per cent of the home PC buyers bought one with an Internet connection. Another market survey by IDC (India) showed an exponential rise in the intention to get Internet connection. The survey points out that only 17 per cent of the households which purchased a PC intended to have an Internet connection at home in 1999. But in a startling revelation, nearly 79 per cent of the households which purchased a PC in 2000 said they intended to get an Internet connection at home.

Developing 'mass' markets: Going forward, the real challenge for the PC industry lies in the developing a mass market for PCs. To achieve this, a two-pronged initiative may be necessary. To develop the mass market, the price points for PCs may have to be lowered. They are now stuck at the 35,000-40,000 for branded PCs.

Perfect Computers (PCL)-type of pre-configured/assembly line for PCs, launched in August 1996, making a PC available for the price of a TV set may be needed to be re-launched. Though the strategy was unsuccessful and had to be aborted, it may have succeeded if the distribution problems and cash flows were handled better and the branded assemblers were more aggressive in launching a nationwide campaign by driving the price points down to truly affordable levels. The mass market, below the salary level of Rs 10,000-Rs 15,000, remains untargeted. Secondly, major investments have to be made by almost all the PC manufacturers and MNCs to introduce the PC in the vernacular medium, and fully exploit this segment.

Absence of financing options

The absence of attractive financing options is proving to be the biggest impediment in providing depth to the PC market. In the Western world, the PC is available at supermarkets, jostling for the consumer's attention along with other durables such as TVs, refrigerators and washing machines. Though the PC still needs considerable hand-holding, it underscores the point that it has not yet been recognised as a consumer appliance. Only when it is so recognised and made as commonplace as any other appliance, attractive financing options will develop. At least for that sake, proper segmentation of the market into metros and other towns needs to be made and the former (say, Mumbai or Delhi) can be exploited through the supermarket route.

Another mesmerizing article published in the same year containing the information revealing the findings of the research conducted by **Mr. Sharad Talwar (General**

Mgr. Mktg. HCL Infosystems) published in **New Delhi, January 31, 2000** which states that India's leading PC manufacturer

and marketer, HCL, continues to be the number one brand with segment-topping sales of 11 percent and 12 per cent in desktop PCs and PC servers in H1 1999-2000 countrywide. Within the branded PC segment (311,610 units); HCL holds a 23 per cent share (72930 units). Branded PCs account for 43 per cent of the total PC sales during this period. These figures were released as part of the iTops '99 Mid-Year Performance Review, commissioned by MAIT and conducted by leading market research firm IMRB (Indian Market Research Bureau).

Releasing the findings, Mr Sharad Talwar, General Manager-Marketing, HCL Infosystems, said, "HCL's leadership in the PC and PC-based server market is a result of our continuous efforts to pre-empt the customer's need and preferences. By distinguishing the needs of every segment, be it home, home office, or small & medium businesses, and offering highly customised product and services package right at the customer location, we are proud to have "walked" the Indian PC buyer to making fully informed, judicious, technology-savvy and discerning personal computing choices. These findings demonstrate their confidence in HCL and we will continue to build on our relation with them."

Interestingly, in both segments of desktop PCs and PC servers, HCL's market share of the total installation of 6.63 lakh units exceeds the combined shares of MNCs Compaq (6 per cent in desktop PCs, 8 per cent in PC servers) and Hewlett Packard (5 per cent in desktop PCs, 3 per cent in PC servers). HCL has remained the clear leader in the top four cities with a 14 per cent market share of total installations. Contrary to popular perception that MNC brands have made significant inroads, iTops '99 also goes on to note that "MNC brands have a miniscule presence in households".

H1 Year 1999-2000

Category/Segment	**HCL**	**Compaq**	**HP**
Share of installs of branded desktop PCs (311,610 units)	23%	13%	12%
Total installs of desktop PC (662,886 units)	11% (72917 units)	6% (39773 units)	5% (33144 units)
Total share of installs of PC servers (22409 units)	12%	8%	3%
Share of installs of branded PC servers (16583 units)	16%	11%	4%
Awareness in households among non-owners*	71%	60%	44%
Awareness in establishments among non-owners*	70%	48%	34%

*Potential PC buyers

The findings also point to a high growth potential for HCL among non-owners, or potential PC buyers, as the "the most recalled brand" in business establishments as well as in households. Placed high in the "considered set", in business establishments, HCL has an 83 per cent recall among owners and an almost 70 per cent recall among non-owners. Its Top-of-Mind recall is also the highest in both these segments. This holds true for the household segment as well where HCL enjoys 75 per cent 71 per cent recall among owners and non-owners respectively. The point to note in these findings is the vast gap in the awareness levels, among both PC owners and non-owners, of HCL and its competitors, Compaq and HP.

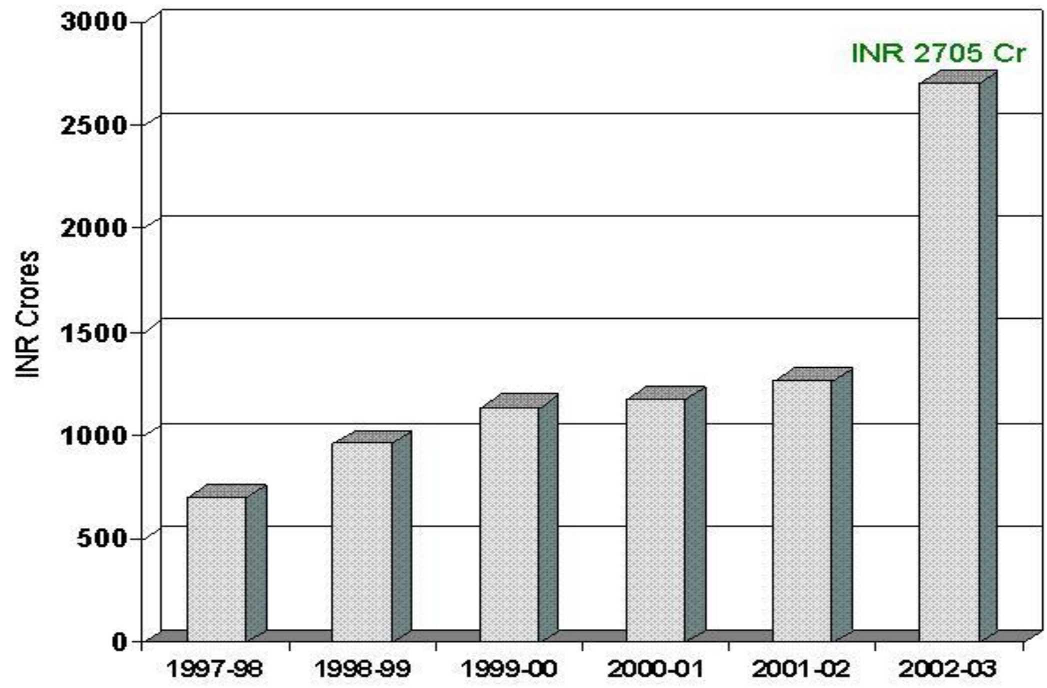
HCL Infosystems' Frontline Division markets national and international brands of computer systems and peripherals within the country. With its extensive network of 800 resellers and 80 retail outlets across 300 cities, Frontline

Division has actively promoted the penetration of PCs in the home and the small office/home office (SOHO) segments. To provide its users innovative support services and solutions, the Division has established a countrywide network with 205 partners across 100 cities, termed the "Support Net".

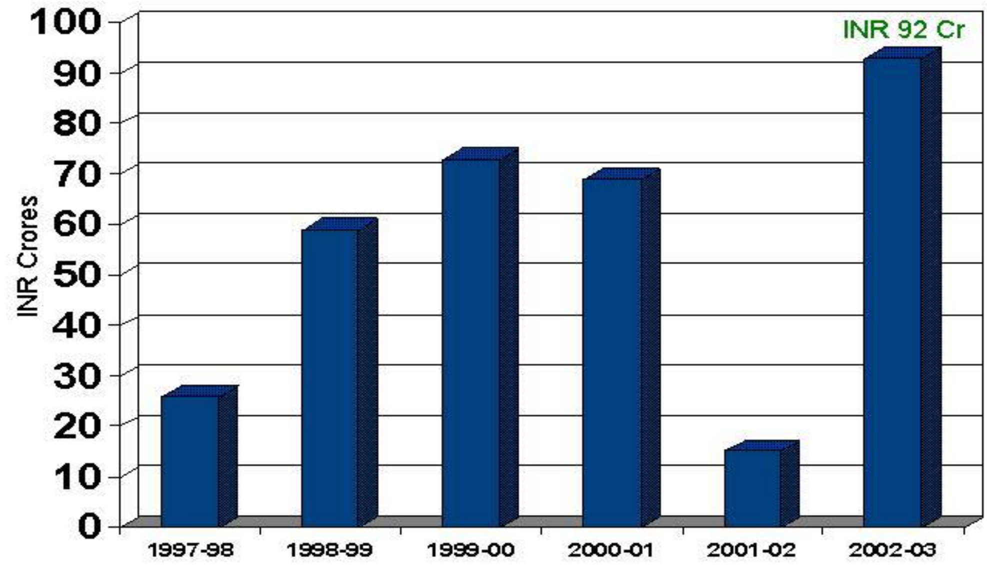
The Division has offices in Mumbai, New Delhi, Calcutta, Chennai, Bangalore, Coimbatore, Lucknow, Chandigarh, Jaipur, Pune, and Hyderabad. Focusing on the small and medium enterprises (SME), the small office/home office (SOHO), the home and the First Time User (FTU) segments, the Frontline Division aims to become a dominant purveyor of IT products by offering value added services and enhanced solutions to its customers.

HCL'S SALES AND MARKET SHARE

Turnover over the years



Profit over the years



Contemporary Market Position of HCL

HCL Infosystems becomes the first company to cross the one lakh unit milestone in the Indian Desktop PC market**.** Maintains number one position in the Desktop PC segment for first quarter of 2004; IDC report places domestic company way ahead of MNCs New Delhi, June 02, 2004: HCL Infosystems, India's premier information enabling company, maintained its number one position in the Desktop PC segment for the first quarter of 2004. According to the recent IDC report, HCL became the first company in the Indian PC market to cross one lakh unit milestone. HCL leads the market ahead of the two MNCs, with a market share of 13.3 % up from 10.6 % for quarter four of 2003.

Mr. George Paul, Vice President - Marketing, HCL Infosystems Limited, said, "The IDC results bear testimony to the consumers increasing confidence in HCL Infosystems to meet their diverse IT needs. We, in turn, have committed ourselves to deliver better value and quality in our products. The recent positive announcements by the government in excise & custom duty reduction on computers have increased the share of branded PCs in India. We have witnessed an increase in the growth on branded PCs".

Comparing quarter one of 2003 to quarter one of 2004, HCL's market share increased to 13.3% from 8.9%, a whopping growth of 88.5 %. The market share of the nearest MNC was less than 10 %.

In the commercial PC segment, which comprises 67 % of the total Desktop PC market, HCL sold almost 83,000 units. In this segment, HCL's market share increased from 10.4 % to 15.3 % in the same period last year, while the nearest MNC brand had a market share of only 10.2 %. In this period HCL registered a massive growth of 78 % in market share.

In the consumer PC market HCL registered a growth of 148.4 % for the same period last year. This is the highest growth by any manufacturer in India in this period.

"We have been rated as number one PC manufacturer for the third consecutive year in the commercial PC segment by IDC. The reports from industry experts affirm the vast potential we have to spread the power of computing across the length and breadth of the country", concluded Mr Paul.

HCL Infosystems recently bagged orders for its Enterprise business from Indian Overseas Bank, Chennai; Corporation Bank, Bangalore; Kerala Forestry; LIC, Mumbai; AP Land Records, Hyderabad; Commercial Taxes, Kerala; Tamil Nadu Urban Development Project, Chennai; HARTRON, Chandigarh; Oriental Bank of Commerce, Gujarat Alloys, Tata Teleservices, AP Transport & Blaze flash, Hyderabad. The company also received orders for large System Integration projects from BSNL Chandigarh and the Haryana Police.

The positive announcements by the government in excise & custom duty reduction on computers announced earlier this year will encourage a buyout growth of branded PCs. HCL was the first company to pass on the benefits in terms of a cost reduction to the consumers. The company redefined the price point of the branded PCs in the Indian desktop market by announcing the availability of the EzeeBee range priced below the Rs 15,000 mark. EzeeBee is designed and manufactured to give maximum reliability and compatibility across applications and different operating systems.

HCL recently launched the HCL Beanstalk Neo; which has been specially developed by the company utilizing the latest Microsoft Windows XP Media Center Operating System and Intel's Hyper Threading technology. This latest product from the HCL stable is available across the country through the company's channel network. HCL Beanstalk Neo is the world's first PC to integrate the monitor, CPU and Speakers in a stunning design. It comes with the unmatched 10 feet wireless connectivity radius along with wireless keyboard, mouse and remote.

HCL in News

Though HCL, as usual, always make news but some become landmarks and memorable, But this under mentioned article not only reveals the market share but also highlights some captivating facts about the competition scenario in the Indian PC's market.

HCL fires up PC market, but HP's closing the gap
TIMES NEWS NETWORK [WEDNESDAY, MAY 26, 2004 12:52:33 AM]

NEW DELHI: The PC fever rages on. The months of January to March '04 saw HCL, among personal computer vendors, cross the 100,000 milestone in desktop sales, with the portable sales of all brands growing nearly 120% over the same period in the previous year, and a surge of X86 server shipments into government space. As government, education and financial service segments joined the corporate and consumer spenders, the desktops, portables and X86 server market attained a strong character — growing at an impressive 23% on a year-on-year basis, to a total of 8,20,000 units in the first quarter of ’04.

According to IDC India’s quarterly PC market tracker, the quickened pace can be attributed to an upbeat economic performance. With business in the commercial space climbing to a peak. HCL led the overall PC market, followed closely by HP. In fact, HCL became the first vendor in the Indian PC market to cross the one lakh-unit milestone in the sale of desktops— both consumer and commercial.

Says Aman Munglani, head, computing products division, IDC India, “An upswing in government and corporate buying drove volumes as the final quarter drew to a close. The government sector was the major buyer even as robust momentum in banking & finance from the previous quarter continued.

The overall desktop segment in the first quarter of ’04 grew 24%, compared to the same period last year, to a total of 7,71,000 units. The commercial desktop segment grew 21% year-on-year to a total of 5, 35,000 units, partly due to a surge in demand from the ITES and manufacturing sectors. HCL, HP and IBM grabbed the market in that order.

JOB PROFILE

- Job Assigned
  - Employees Purchase Programme.
  - Road Shows.
- Areas Assigned.
- Job Experience.
- Difficulties Faced.

JOBS ASSIGNED

I was appointed as a project trainee in the Sales and Marketing team, headed by Mr.

Gurmeet Singh **(Area Sales**

Manager, HCL Infosystems Ltd.). I was reporting to **Mr. Gurmeet Singh (Area**

Sales Manager HCL Infosystems Ltd.). The key responsibilities assigned to me

during my training were as following:

A. Conducting Employees Purchase Programs (EPPs).

B. Conducting Road Shows.

C. Sales of HCL Ezeebees, Beanstalks and Leaptops.

A. Employees purchase programe (EPP)

Employee purchase programme is a part of the company's tactical marketing strategy. Under EPP scheme HCL is providing a very attractive discount (i.e. from Rs. 2k-5k) on their desktop computers, to the employees of reputed organizations. Duties assigned to me were to meet the HR Mgr. / Sr. Admin. / Officer EDP manager of various organisations and to get them acquainted with the benefits of EPP scheme; simultaneously seeking their permission to conduct a small demo of our Desktop Computers at their working facility. After attaining the permission I was responsible to carry out this activity with any one channel partner, as per the guidelines of Mr. Gurmeet Singh. Details of the organisation which gave the permission for conducting EPPs are as following:

DATE	COMPANY	PLACE
5/05/06	MAHRISHI AYURVEDA	SARITA VIHAR
6/0506	CMC COMPUTERS	OKHLA
8/05/06	CONTROLS & SWITCHGEAR	OKHLA
9/05/06	AIR SAHARA	C.P.
11/05/06	TECH BOOKS	SARITA VIHAR
11/05/06	N.T.P.C	NOIDA
12/05/06	RELIANCE	C.P.
12/05/06	MAX INDIA	OKHLA
16/05/06	CASIO	OKHLA
19/05/06	B.S.N.L.	C.P.
5/06/06	HYUNDAI	SARITA VIHAR

B. Road Shows and EPPs

S.No.	Name of the organization	DATE
1.	NPL Colony, Pusa Road	Conducted an EPP on 13/05/06
2.	NPL Colony, Pusa Road	Conducted an EPP on 14/05/06
3.	National Seeds Fertilizer Limited, Pusa Road	Conducted an EPP on 15/05/06

4.	PNB, Pusa Road	Conducted an EPP on 17/05/06

Road shows and EPPs are generally carried out in group housing societies / apartments / colonies during weekends when people are free from their busy schedules. It is a brand promotional activity and can fetch a very good response in terms of sale as well as popularity of the brand. The only and important fact behind conducting such activity is to target all Initiator, influencer, decider, buyer and actual user at the same time. In group housing societies / apartments / Colonies people can come and view the product along with their family members. This helps them in instant decision making.

Job Experience

Going through such training was totally a new experience for me. Working with such a large and esteemed organisation like HCL Infosystems Ltd. gives itself a boost and energy. During my training every day comes with some new challenges. I got a chance to get acquainted with so many people in Government / Corporate organizations, in order to create their interest in the company's offers. I found everyone has a different mindset regarding these proposals and it was an interesting job to create a proposition which can perfectly fit in their mindset.

In the beginning I failed to get permission where my proposition was not perfect as per their outlook; but as it says every failure creates a steppingstone for the success ahead. Then onwards getting permissions for conducting the activities turns out in an easy job for me as (I believe) I start delivering a right proposition according to their state of mind.

Sometimes we think that the real business world is totally different as it had been defined in our text books but these six weeks training have changed my perception, here I saw the practical applicability of marketing management principles and tools to solve the real life business problems. HCL takes all its necessary steps very systematically. HCL is leading in this industry for the last so many years because of its **Quality**, **Service**, and **Value** being delivered to its customers.

Price Mix

People in India are very pricing conscious. It is why, the grey market (Assembled PCs) still has a huge market share in India, but slowly and gradually trends are changing; now people are
becoming more brand and quality conscious. "Go Branded, Go for HCL" slogan hit the market at the right time and brought enormous response in terms of sales.

HCL is offering reasonable prices for their Beanstalk model. While conducting any road shows, EPPs or under as such activities it provides a very special discount which makes its Beanstalk affordable to almost all people belonging to any Income segment. HCL also has tie-ups with some financial institutions like Bajaj, United Bank of India, for providing loans on its computers. An individual can get up to 100% finance on the Beanstalk by paying a Lowest EMI of Rs. 787/-*(as on 11-08-04)

Promotion Mix

HCL use promotion mix very effectively. HCL is conducting EPPs, Road shows, Exhibitions and other promotional activities like their School Connect Programmes in order to spread maximum brand awareness. Such activities also help in understanding the consumer behavior. One single advertisement in any leading news paper fetches a very good response. HCL encourages and supports their channel partners for conducting these promotional activities continuously; and I believe it is the key of HCL's success.

Place Mix

HCL is having its own channels for selling its product. As per the information gathered, HCL manufacture its computers and peripherals in Pondicherry, and from there machines are routed to RDs (Regional Distributors) in various cities, then RD forwards the machines in small chunks to HCL's support net partners / HCL Stores / HCL Points as per their requirements.
Overall HCL has approximately 800 resellers and 80 retail outlets across 300 cities.

HCL being a leader have adapted a position defense strategy; that is building superior brand or product that is almost impregnable for competitors Beanstalk Neo is one of the example I can add in support of my opinion. Beanstalk NEO, the world's first PC to integrate the monitor, CPU and speakers in a stunning design, its a TV, Radio, DVD Player, MP3 Player, Picture Editor, Gaming Tool, Web Browser, Video Recorder above all it is loaded with wireless keyboard, mouse and remote control.

Price wise HCL's products are at par or almost cheaper than the products of its competitors.
I found that HCL's biggest strength is that people have trust in its commitments regarding the qualities of its products and after sales services.

Difficulties Faced

- Sometimes it was difficult to prove that I am representing HCL Infosystems Ltd. as I had no ID proof i.e. ID card, visiting card etc.
- All promotional activities are supposed to carry out for mutual benefits of the company as well as for the dealers, but some dealers didn't take it seriously.

MARKETING RESEARCH

- Objective of the Research
- Research Plan
- Findings
- Conclusion of Research.

- Major limitations.

MARKETING RESEARCH

Marketing Research is the function which links the consumer, customer, and public to the marketer through information - Information used to identify and define marketing opportunities and problems; generate, refine, and evaluating marketing actions; monitor marketing performance and improve understanding of marketing as a process.

Chapter – 3
Literature Review

The literature review demonstrated that companies exporting or preparing to export experience different skills issues depending on their size, experience of exporting and the market they are exporting to. Research noted that exporting companies found it difficult to export to non-English speaking markets beyond the EU without language and cultural awareness skills relating to their target export markets5 . This was also cited as a particular problems for companies trying to export to China and Russia, given that the pool of experienced managers with language and culture awareness experience in these markets is very small .

Companies exporting to the EU found that that language and culture were not significant barriers to doing business. However, research has found that non exporting companies perceive their lack of foreign language skills and cultural awareness as being much more of a barrier to exporting that they really are8 . It was found9 that the main difficulty faced by exporters was the need to build and maintain relationships in the target market. This was found to be difficult for both experienced exporters as well as inexperienced firms. For both exporters and non-exporters, the research10 demonstrates that smaller companies are more likely to encounter knowledge-related barriers (such as a lack of knowledge on specific markets or the business networks essential to doing business in that market). It was found that internal knowledge transfer was one of the key ways in which sales and marketing managers develop.

Large companies with sales and marketing teams therefore have access to a larger pool of knowledge than smaller companies. The lack of resource in smaller companies means that knowledge sharing is more difficult or doesn't happen at all. Also, in smaller companies the knowledge gained from exporting is often based with one person and if he/she leaves the firm the knowledge goes with them. OECD's research11 highlights that SME's frequently report a lack of firm resources and access to international contacts as significant barriers to exporting. This finding is supported by BIS research which found that 60% of exporters surveyed12 reported managerial time and resources as a significant barrier to expansion of exporting activity into new markets.

The European Commission research study13 and the Forfás report14 both advocate the importance of language to exporting successfully. They highlight the need for companies to develop language management measures in line with their exporting plans. Example of language management measures used by successful export companies include:

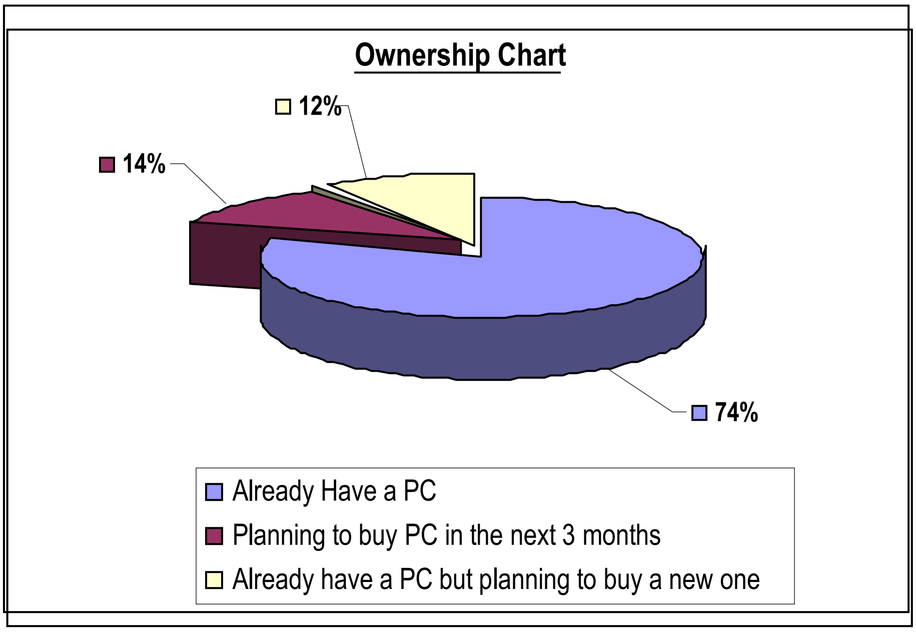
- Use of local agents to solve language problems;
- Creation of websites with special cultural and/or linguistic adaptations;
- Use of linguistic audits;
- Use of professional translators/interpreters;
- Translation of promotional, sales and/or technical materials;
- Language training and cultural briefing schemes;
- Online language learning; employee selection and recruitment policy;
- Encouraging cross-border staff mobility;
- 'Buddying' with foreign colleagues and cross-border secondment schemes;
- Forging links with local universities;
- Taking on foreign students on placement;
- Native-speaker recruitment;
- E-commerce involving multilingual operations; and;
- Product or packaging adaptation in line with local tastes and customs.

Business Survey Findings The RSM McClure Watters exporting surveys found that companies in Northern Ireland experienced the following barriers when either trying to export for the first time or expanding their exporting activities into new markets Respondents highlighted significant gaps with existing staff with regard to marketing (strategic planning, tactical planning, PR, digital marketing) and to a lesser extent with sales (planning and identifying sales prospects). Qualitative evidence from the surveys also showed that non exporting firms were unclear on their exact difficulties and respondents spoke about needing access to experienced exporters to help guide them through the process.

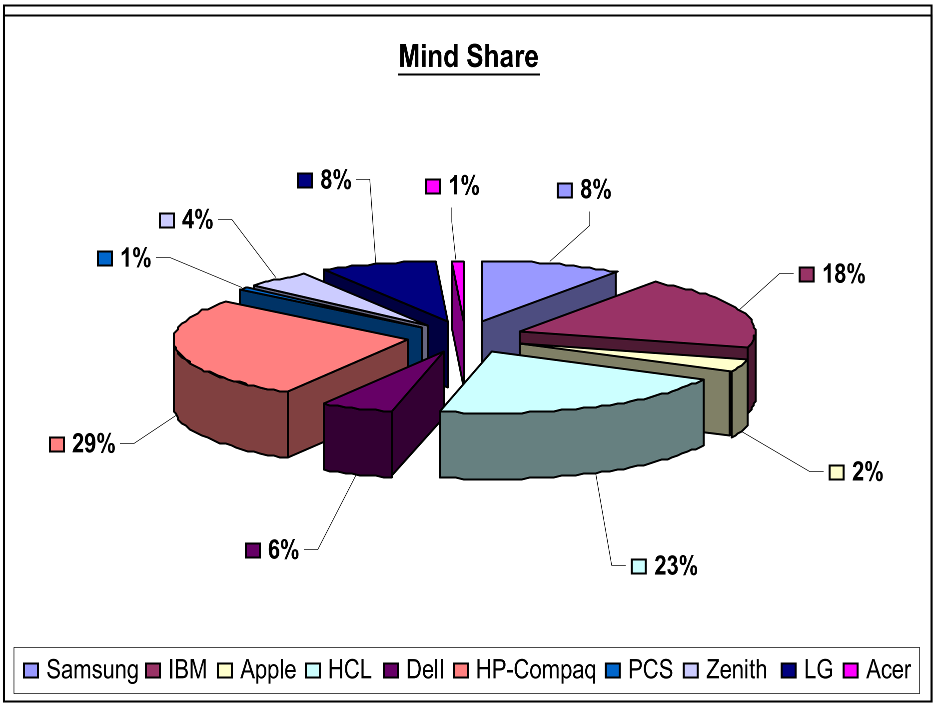
The feedback also demonstrated a low level of awareness by non-exporters of the programmes available to help them export. Less than 15% of companies were aware of available supports including Going Dutch, First Stop Shop and Trade Accelerator Vouchers. Existing exporters highlighted the need for a programme that would facilitate the completion of cost effective research on market opportunities in export markets. Respondents spoke often about the explorers programme as an example of the type of support that would be most beneficial.

Chapter – 4 Analysis and Interpretation

FINDINGS OF THE RESEARCH

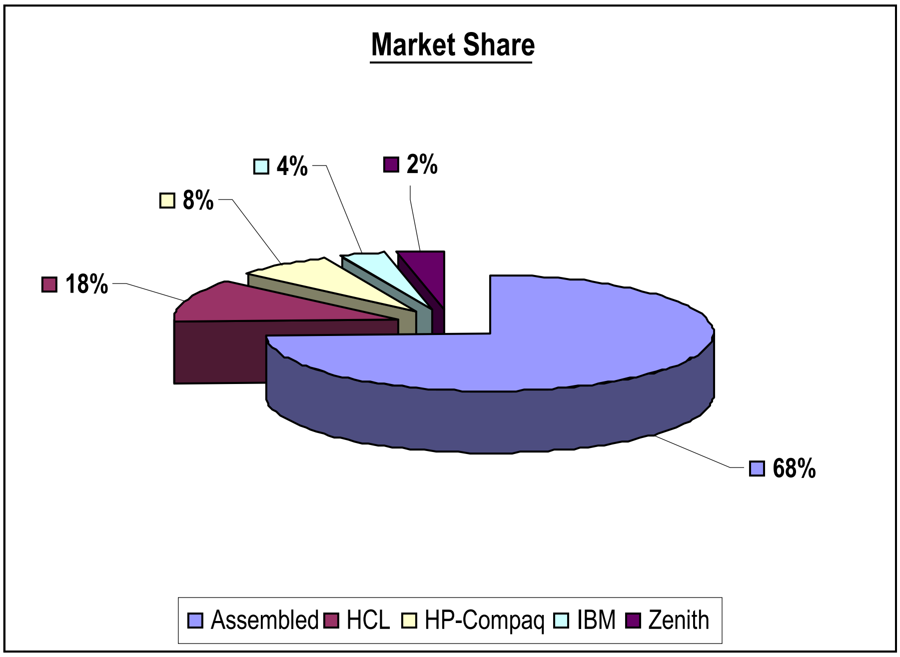


- The above drawn pie diagram highlights that 74 out of 100, people I surveyed, already own a computer. The remaining 20 respondents are further divided in two categories. 12 out of the whole 100 respondents are potential consumers who are planning to buy a PC in the next 3 months and the remaining 14 respondents already have a PC but they still wants to buy a new one in the next 3 months.

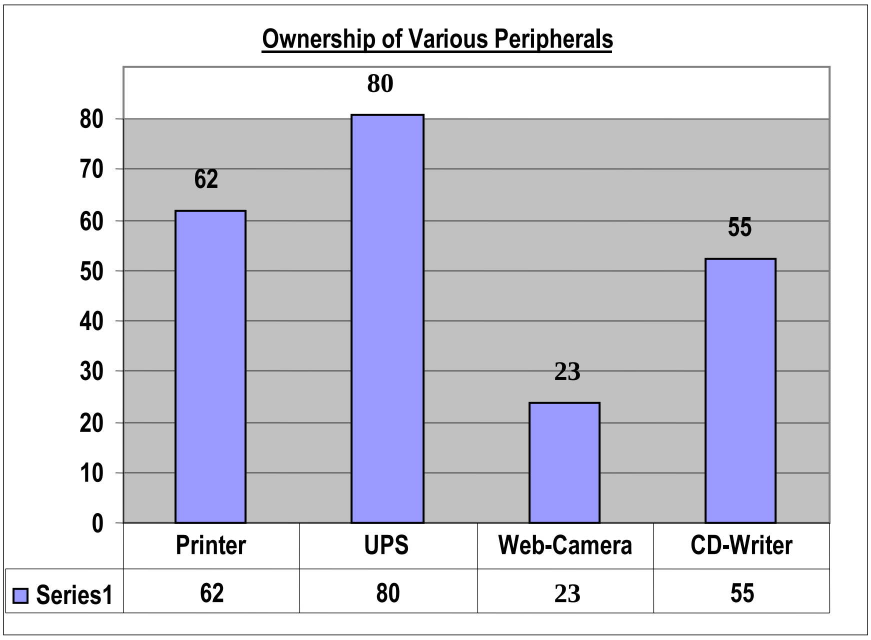


- Above drawn pie diagram highlights the mind share of respondents for various computer manufacturing

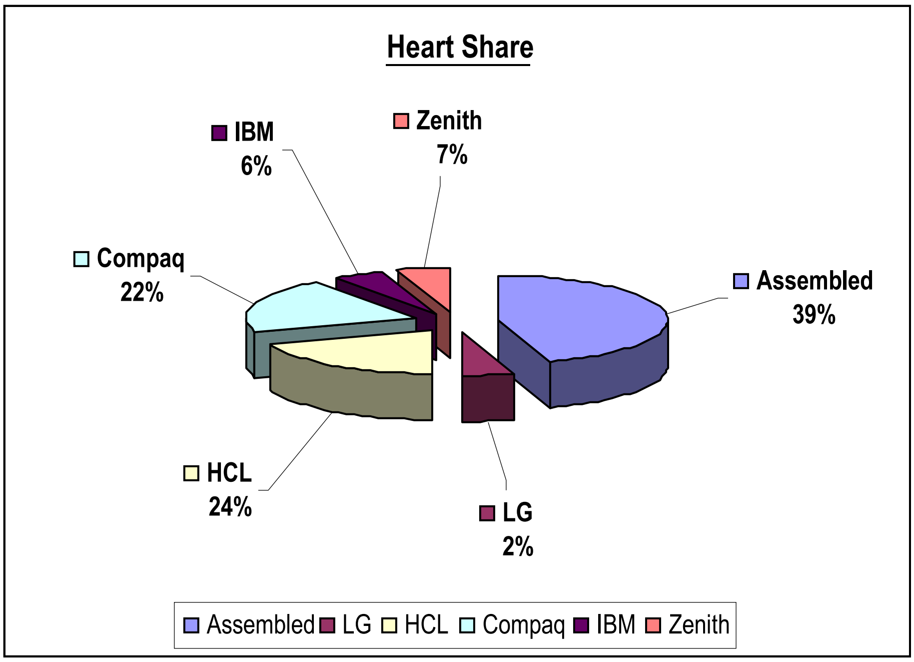
- companies in the market. The highest mind share is occupied by Hp-Compaq which stood at 29% followed by HCL with 23% mind share.



- Out of the 80 respondents who already own a PC, 68% of them have Assembled Computer, 18% have HCL computer, 8% have HP-Compaq computer, 4% have IBM computer and the rest 2% have Zenith PC.

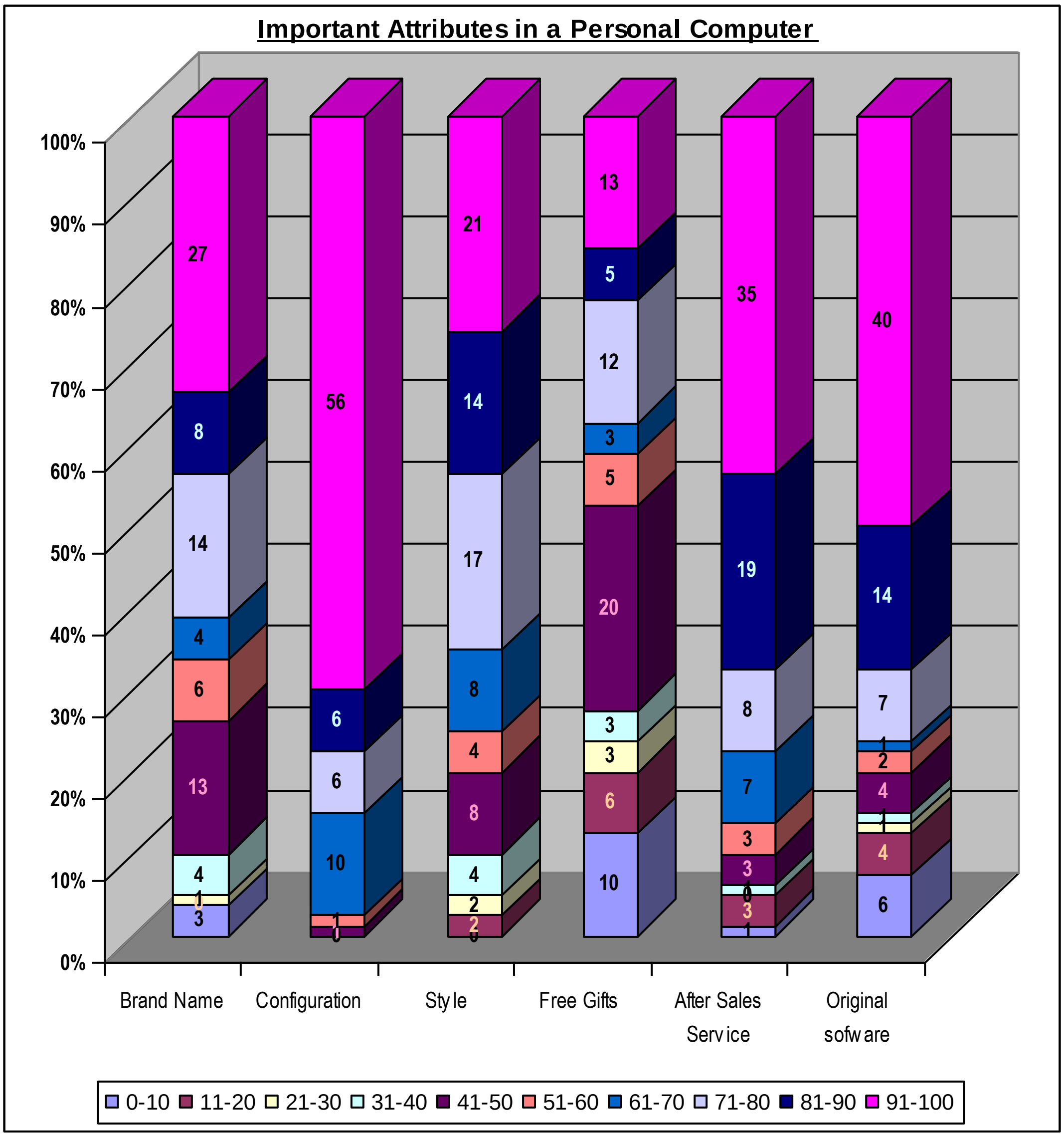


- With the help of above drawn graph we can simply presume that UPS and Printer are the two peripherals / accessories which almost every one buys along with their computers however Web-camera is not that popular. More or less they are the elements which makes a Personal computer complete. CD-writer is also getting very popular now a days.



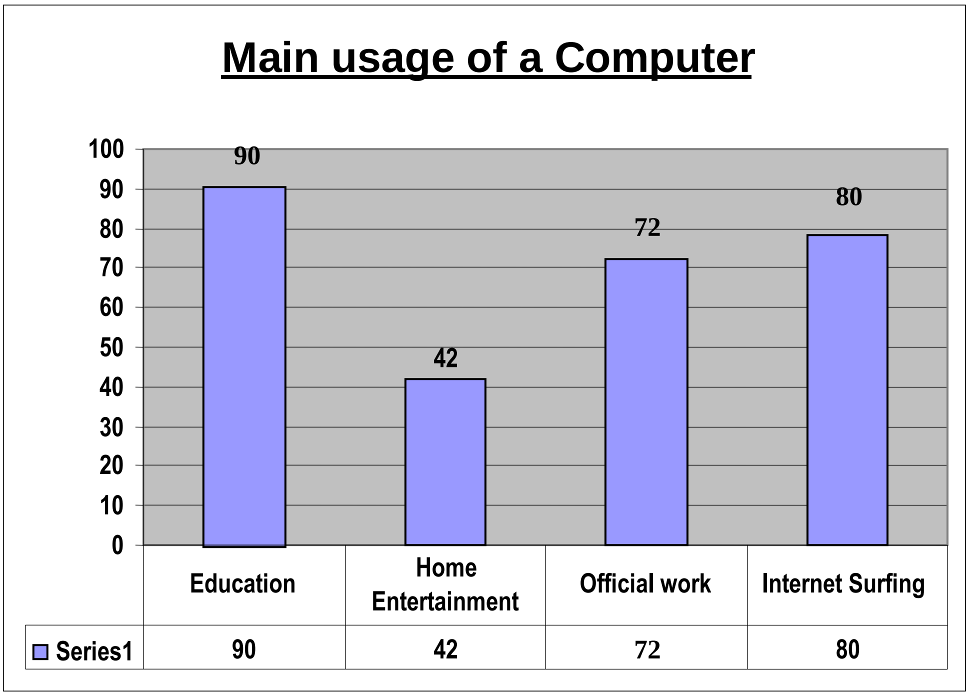
- Above drawn pie diagram draw attention to the response of those 14% potential consumers who are planning to buy a PC in the next 3 months. Out of the 14% respondents, who are planning to buy a PC in the next 3 months, 24% will go for HCL, 22% will go for Hp-Compaq, 6% will go for IBM PC, 7% will buy Zenith PC and the remaining 2% will go for LG PC.

  But the astounding fact revealed in this survey is that a major segment of people surveyed, 39%, are planning
  to go for an assembled computer. It shows the major slice of the personal computers market is still owned by the local assemblers.

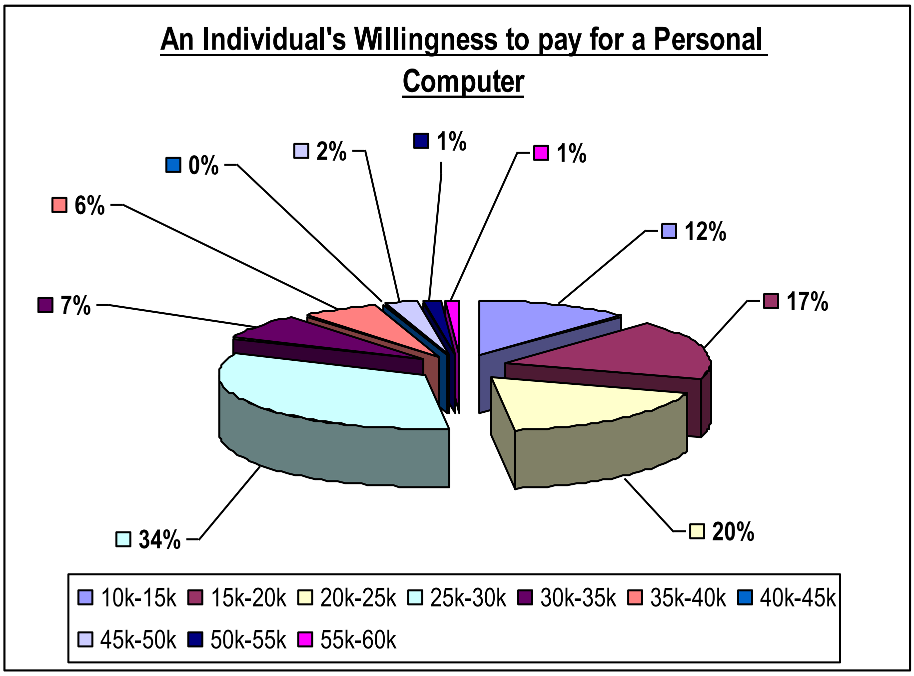


- This graph exhibits the respondent's ratings on various attributes that are related to computers by one way or the other. Respondents are asked to express their attitude towards these attributes / elements / feature by providing them points on the rating scale of 1-100. For example, they have rated 100 for something more important and suppose rate 70 to something which is little less important for them while purchasing a computer.

  Unfortunately only 100 respondents answered this question sincerely. Out of these 100 respondents, 66 respondents rate configuration as the most important element in a computer. After configuration 55 respondents out of 100 rate original software as another important element in a computer. Here After sales service comes at third position as only 45 respondents out of 100 rate it as more important element / feature in a computer. However attributes / features like brand name and Style / looks of a computer takes fourth and fifth position in the pursuit of more important elements as per the respondents.

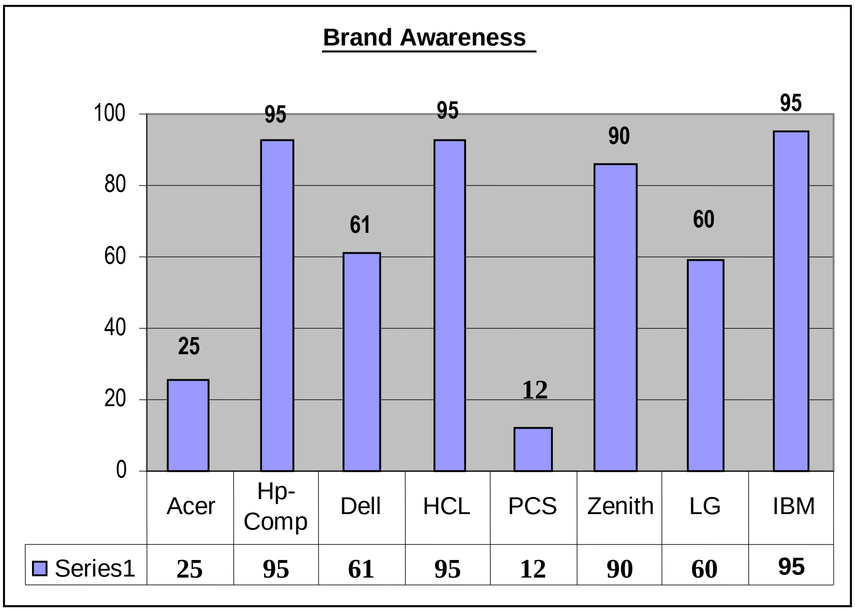


- This graph elucidates the views of the respondents regarding the usage of the personal computers. The major segment among the respondents, 90 out of 100, expressed that computer is used primarily for education. However only 72 out of 100 stated that computers are mainly used for official work.

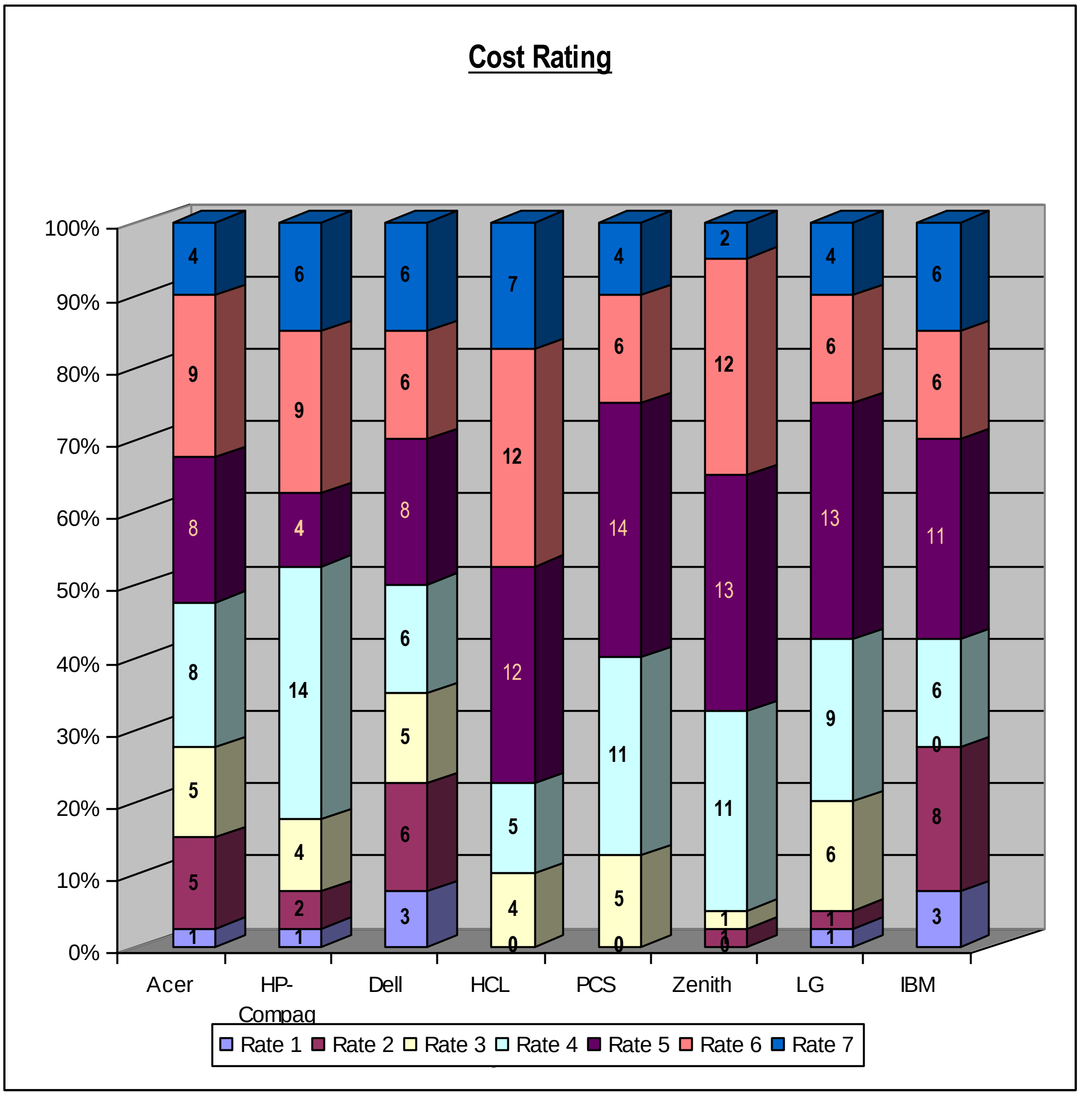


- This pie diagram provides an interesting fact about the respondent's willingness to pay for a personal computer of their desire. As we can see in the above drawn graph, people have expressed their dissimilar mindset regarding the cost of a computer in the market. Some just want to spend Rs.10, 000/-(10K) for a good computer and on the other hand some are ready to spend even Rs. 60,000/-(60k) for a personal computer of their desire. Out of my 100 respondents 34% mentioned that they will pay between Rs. 25,000/- to

Rs. 30,000/- for a computer that carry all their desired components excluding UPS, Printer & Web camera.



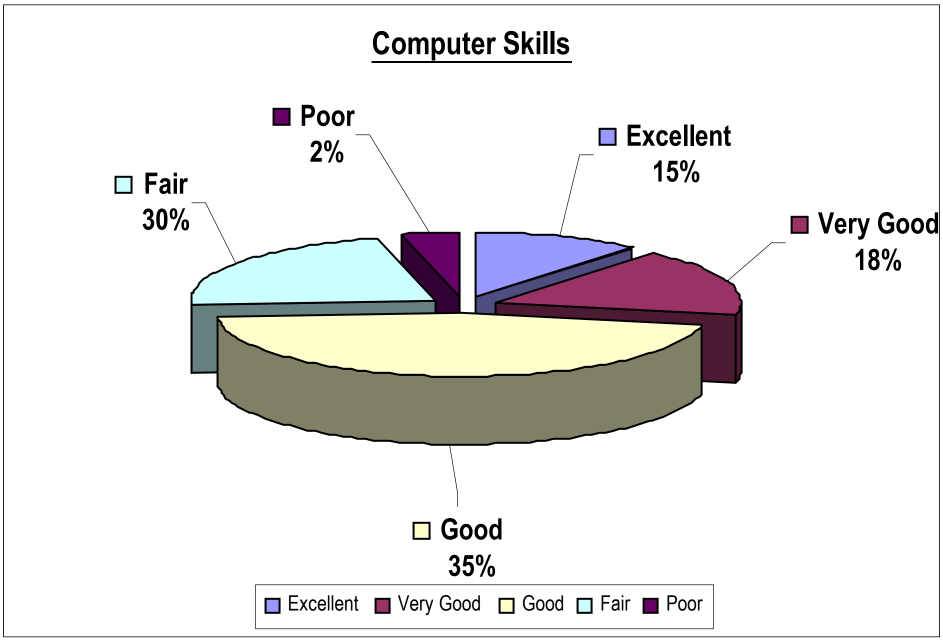
- The above drawn graph through light on the respondent's awareness of various computer manufacturing brands in the market. Here IBM, HP-Compaq, HCL is a leader with 95% awareness among the respondents.



- The above drawn graph is exhibiting the responses of my respondents regarding the cost charged by various computer manufacturing companies on their products. They were asked to rate their views on a rating scale of 1-7, where Rate 1 stands for poor and Rate 7 stands for excellent.

  Unfortunately only 40 respondents out of 100 attempted this question sincerely, hence the above drawn graph is produced on behalf of the observations of only 40% respondents.

HCL is excellently charging reasonable cost on their products followed by Dell, IBM and HP-Compaq at second, where LG, PCS and Zenith stood at third position in this race.



- This graph reveals the computer skills of the respondents. Here we can see 35% respondents were having good computer skills. On the other hand only 2% respondents accepted that that their computer skills are poor.

HYPHOTHESIS TESTING THROUGH CORRELATION

1. Analysis between (You use personal computer of which brand?) Q5 And (Do you prefer branded personal computer or assembled personal computer?) Q6

H0:There is no correlation between brand of the personal computer and preference between branded and assembled personal computer.
H1:There is correlation brand of the personal computer and preference between branded and assembled personal computer

Correlations

			Q5	Q6
Spearman's rho	Q5	Correlation Coefficient	1.000	-.045
		Sig. (2-tailed)	.	.758
		N	50	50
	Q6	Correlation Coefficient	-.045	1.000
		Sig. (2-tailed)	.758	.
		N	50	50

Since.the p value is >0.05(p value=.758) so we accept null hyphothesis .Thus there is no correlation between brand of the personal computer and preference between branded and assembled personal computer.

2.ANALYSIS BETWEEN Q7(What is the main attribute of a laptop or desktop?)& Q8(What is the main usage of personal desktop or laptop?)

H0:There is no correlation between main attribute of personal computer and main usage of personal computer.
H1:There is correlation main attribute of personal computer and main usage of personal computer.

Correlations

			Q7	Q8
Spearman's rho	Q7	Correlation Coefficient	1.000	-.126
		Sig. (2-tailed)	.	.385
		N	50	50
	Q8	Correlation Coefficient	-.126	1.000
		Sig. (2-tailed)	.385	.
		N	50	50

Since.the p value is >0.05(p value=.385) so we can accept null hyphothesis .Thus there is no correlation between main attribute of personal computer and main usage of personal computer.

Chapter – 5 Conclusion and Recommendations

CONCLUSIONS

- 80% of the respondents already own a computer. Out of the remaining 20% who are planning to buy a personal computer, 11% are those who already have a computer but still they are planning to buy a new one.

- Hp-Compaq has the largest mind share, 21%, among the respondents; it can be due to its being an imported company offering computers at the price which is almost similar, in compare to the most other domestic brands.

- HCL has the largest market share of 23% as per the 100% respondent’s views who already own a personal computer.

- Peripherals survey reveals that UPS can be considered as almost inseparable part of a computer as almost everyone among 100% respondents who own a personal computer have also a UPS. HCL is already offering its beanstalk with some combo schemes under which HCL is providing UPS and Printer on very reasonable prices.

- HP-Compaq has the heart share of 22% and HCL has the same 24% heart share as per the respondents who are planning to buy a computer in the next 3 months. Assembled computers have the largest heart share of 45%.

- Configuration, after sales service and original software are considered as the most admired elements / attributes / features in a computer.

- Computers mainly used for education, as education score 88(maximum) votes by the respondents.

- As per the respondents fastest processor, Good memory (HDD) and Efficient RAM are the components that a computer must have. However components like Radio is not very much admired by the respondents.

- A major segment, 34%, respondents stated that they will pay between Rs. 25,000/- to Rs. 30,000/- for their desired personal computer excluding UPS, Printer and Web-Camera.

- IBM is leading computer manufacturing company in terms of its maximum, 95%, brand awareness among the respondents.

- Quality rating confirms that IBM is excellent in manufacturing quality products followed by HP-Compaq at second and Dell at third stage in this competition

- Cost rating substantiate that HCL is excellently charging reasonable cost on their products followed by Dell, IBM and HP-Compaq at second, where LG, PCS and Zenith stood at third position in this pursuit.

- A major segment of my respondents were having good computers skills.

Suggestions

- HCL can start providing small duration's IT course packages, covering basics of computer fundamental, like NIIT's Swift course containing MSOffice and Internet, as a free gift along with the purchase of Beanstalk. This can help in inducing the parents who are the actual buyers and who generally feel that spending too much money on branded PCs is worthless as they themselves cannot use it.

- HCL can have a tie up with any leading computer magazine company like CHIP, Digit, and PC Quest in order to provide free one year subscription of these magazines along with the Beanstalk as a free gift.

- Now a day's people are getting more and more heath conscious, HCL can offer its Beanstalk with preloaded software which can provide knowledge of a healthy nutritious diet (veg. / non-veg.) as per the age of an individual. It can also include details of exercises (aerobics / Yoga) and activities people can adopt to stay fit and healthy. Medical remedies in case of emergencies like heart attack, asthma attack accident, burn etc. Not only this that software can also have a directory of all the nursing homes, Hospitals, clinics, labs.

- HCL sells its products with the help of its channel partners / Stores / Points. The main aim of marketing is to deliver customer value at profit. The biggest problem arises when the customers are not communicated about the value offered by the company. It becomes very hard for customers to take a decision in such a situation. Sales team at dealer's end are representing the company's products, hence it becomes the duty of the company itself to provide some training monthly / quarterly / Yearly basis to them. Company can setup a competition among all these sales executives and can present reward to the winner.

- HCL can also launch a referral scheme under which company can offer gifts / extension of the warranty period to those customers who refer the company's products to someone.

- HCL can create a small database of their existing customers containing the details of their birthdates and anniversaries, and can greet them on these occasions. This can give their customers a sense of belongingness. HCL, if wish, can also send small gifts to their customers like, floppy box, Headphone, mouse pad, dust covers on such an occasions.

- Indian consumers are very price conscious, hence sometimes it turn out to be a difficult task to sell them Beanstalk. It'll be futile to reduce some of its features to cut the cost, rather HCL can extent the warranty period on their Beanstalk model up to three years.

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  - www.economictimes.indiatimes.com
  - www.domain-b.com
  - www.ipan.com

Questionnaire

1. Name ______________________
2. Email ID ______________________

3. Date of birth _______/_______/_______(DD/MM/YY).

S1. Do you own a Personal Computer? (Please mark √) ***Yes*** ☐ ***No*** ☐

S2. Are you planning to buy a Personal Computer in the next 3 months? (Please mark √) ☐ ☐
No

4. For branded Personal Computers available in the market, which 3 brands come to your mind? Please specify in the space provided: 1._____________2._____________3._____________

5. If your answer for the question ***S1.*** is yes, then please specify the brand name______________ ____**(If Branded)**

Or mark √, **if assembled** ☐

What other components you own along with your Computer? (Please mark √).

Printer ☐ UPS ☐ Web Camera ☐ CD Writer ☐

6. If your answer for the question ***S2.*** is yes, then would you like to go for (Please mark √):

Branded ☐ or Assembled ☐

If branded, then please specify the brand name ☐

7. According to you, what are more important attributes / elements / features that a personal computer should have?
[Please Rate your preference by rating the under mentioned features on a scale of 1 to 100. Rate 100 for the most important factor & then provide rating subsequently to other factors. **For ex.**:- If you consider configuration as most important element then rate it with 100 points, & if you consider brand name a little less important compare to configuration than rate it with 94 points (Depends entirely on your judgment)].

POINTS

- Brand Name _______
- Configuration _______
- Style / Look _______
- Free Gifts _______
- After Sales Service _______
- Original Software _______
- If any other, please specify______________________

8. According to you, what is the main usage of a personal computer? (Please mark √, you can select more than one option)

- Education
- Complete home entertainment
- Official works
- Internet surfing

9. According to you, what components a computer should have today? For each of the components mentioned below, kindly attach one of the descriptions as:
1. must have
2. Nice to have
3.Doesn't matter
4. Not required
5. Absolutely not required.

- TV Tuner Card
- Fastest Processor
- CD Writer
- Good memory (Hard Disk)
- Good RAM
- 17" Monitor
- Radio
- DVD Rom Drive

10. If you have to buy a Personal computer carrying all your desired components, then how much you are willing to pay for that, please specified in rupees thousand ________________/-
(Excluding UPS, Printer, & web camera)

11. Please Specify among the brand names mentioned below, with which you are familiar?
(Please mark √, you can select more than one option)

- Acer
- Hp-Compaq
- Dell
- HCL
- PCS
- Zenith
- LG
- IBM

12. According to you, which of the following brands manufacture and sell good quality computers at reasonable prices in India? [Rate your answer on the rating scale of 1-7, rate 1 for very poor and 7 for excellent].

	Quality Rating	**Cost Rating**
Acer		
HP-Compaq		
Dell		
HCL		
PCS		
Zenith		
LG		
IBM		

13. Your comp skills

1. Excellent	2. Very Good	3. Good	4. Fair	5. Poor

BHAI PARMANAND INSTITUTE OF BUSINESS STUDIES

EVALUATION SHEET FOR FINAL PROJECT REPORT

STUDENT'S NAME :

ROLL NO. :

EVALUATOR'S FEEDBACK:

DID THE STUDENT CONTACT YOU REGULARLY
FOR DISCUSSION? : YES / NO (PLEASE TICK)

REPORT IS APPROVED/DISAPPROVED:

MARKS AWARDED:

SIGNATURE OF EVALUATOR :

NAME:

DATE:

ATTENDANCE FOR MINOR PROJECT REPORT

Name of the student :

Course : BBA (General)

Roll No. :

Name of the supervisor :

S.NO.	Date	Time	Progress of report (Remarks)	Signature of student	Signature of Supervisor
1.					
2.					
3.					
4.					
5.					
6.					
7.					
8.					
9.					
10.					
11.					
12.					