

A Project report
On the Topic
“STUDY ON EFFECTIVE CHANNEL OF DISTRIBUTION”
By,
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Barbaria, Barasat,
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Dissertation submitted to the
Maulana Abul Kalam Azad University of Technology, West Bengal



Accredited 'B++' Grade by NACC

**IN PARTIAL FULFILLMENT OF THE REQUIREMENTS
FOR THE
DEGREE OF
Bachelor of Business Administration**

Under the guidance of
Prof. Amitava Ukil
Eminent College of Management and Technology
Kolkata-700126

Eminent College of Management and Technology

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has been submitted by Debjit Nandi to the university.

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DECLARATION BY THE CANDIDATE

I hereby declare that this dissertation entitled “Study of effective channels of distribution” is a bonafide and genuine research work carried by me in supervision and guidance of professor Amitava Ukil.

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ENDORSEMENT BY THE HOD & PRINCIPAL

This is to certify that the dissertation “Study on effective channels of distribution” is a bonafide and genuine research work carried by me in supervision and guidance of professor Amitava Ukil.

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Date:

Place:

Acknowledgement:-

I wish to express my whole heartedly and deep gratitude to Mr. Amitava Ukil for his valuable guidance, constant support and encouragement throughout my project work.

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Finally, but most importantly, my parents and my friends have always been there for me during the ups and down, sharing my excitement and frustration. Their love and understanding have allowed me to make this thesis successfully.

With Regards

Debjit Nandi

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Place: Barasat

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BHAGAT ENTERPRISES

Govt. License Electrical Contractor & General Order Supplier.

Office & Works: Phusbunglow, Sindri Road, P.O.-Bhaga-828301, Dhanbad

Ref.:BE/OU01/2022-23

Date : 02.05.2022

Internship Certificate of Completion

Awarded to
Debjit Nandi
For Sales and Marketing.

It is to Certify that Mr. Debjit Nandi has done his internship in sales and marketing at BHAGAT ENTERPRISES, Phusbunglow, Sindri Road, P.O. - Bhaga, Dhanbad from 02/03/2022 to 01/05/2022, During the tenure of his internship, he had been exposed to different processes and was found diligent, hardworking and inquisitive. I have found him to be motivated, have excellent behaviour and is punctual with his work.

We wish him every success in his life and career.

Authorized signature
Company's seal with stamp
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A study on “EFFECTIVE CHANNEL OF DISTRIBUTION “
Of BHAGAT ENTERPRISES.

Chapters	Topic Description	Page no.
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Chapter 1

(a). Concept

Channel of Distribution is an unique terms in marketing concept, without distribution of products marketing is nothing.

The place of production and consumption of products is not the same, therefore distribution channel plays a vital role in overcoming the problem. The distribution channel create a bridge in delivering the products.

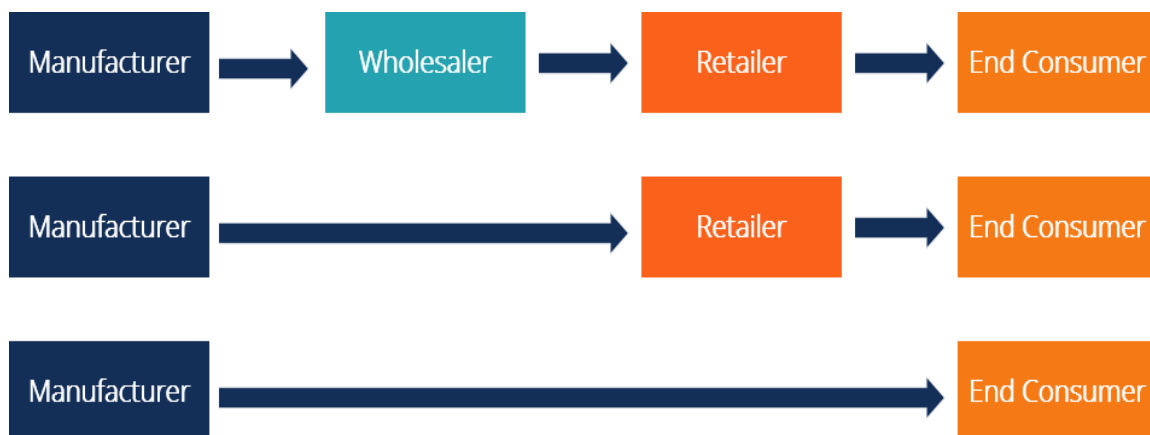
It is not only a method of selling but also includes locations as well. Different method includes wholesalers, retailers and direct sales agent who helps to reach out a product or service available to consumers.

(b). Why did I choose this topic .

We all know distribution channel is how much important for marketing of any kind of product .

We can find out M/S Bhagat Enterprises company's product availability , customer's service requirement , promotional support of product, information about other localities demand on that particular product, cost effectiveness, flexibility of that particular product; by focusing on that topic.

As well as we can learn about manufacturer, wholesaler , retailer and customer's needs .



Chapter 2

Industry Profile :

Market research analysts have predicted that the pumps market in India will grow strongly during the predicted period and will cost CAGR almost 10% by 2020.

Pump manufacturers have been concentrating only on the needs of the domestic market, mainly to the agriculture and building service industries. The influence of privatization and globalization of the Indian pump market have compelled manufacturers to export their products to foreign countries. The pump market in India will witness the rise of pump systems, technology in the next few years. Intelligent pump systems can control and increase the flow or pressure of the fluid can adjust to process change.

Market size of pump industries:-

- ❖ Indian pump market was worth over 18 billion in 2019.
- ❖ India has more than 800 pump manufacturers.
- ❖ Indian manufacturers more than 1000 thousands pumps per year.
- ❖ India exported their pumps more than 100 countries.

Industries	Market size
Agriculture	27%
Building Services	19%
Water & Waste water management	17%
Power Generation	12%
Oil & Gas	8%
Metal & Mining	4%
Others	13%

Chapter 3

Company profile:-

BHAGAT ENTERPRISES

Type:- Electrical Contractor and General order supplier.

Owner:- Mr. Laxmi Narayan Bhagat

Address:- Phusbunglo, Sindri Road, Bhaga, Opposite UCO bank,
Dhanbad , Jharkhand , 828301 , India.

Phone:- 9472765511 ;

E-mail:- entp@yahoo.com

Vision:- To be ability to the market leader by individual to the highest pioneering contribution of maximum worth top cost products and modern answers plus services with least contact on environment also, begin on top by most noteworthy wellbeing standers.

Mission:-

- ❖ Maintain top position in exhibit by giving best in pump market.
- ❖ To create future relationship with our customers and clients by provide satisfied and trusted customer services by pursuing business through innovation and advanced technology.

Chapter 4

Objective of the study:-

The main objective of the project is to analysis channel of distribution of bhagat Enterpriseswith other service providers.

There are some objective of the topics: -

- ❖ To understand available of the product at right place in right quantity at right time.
- ❖ To make sure the safety of that product, disposal of the product at the low cost, low inventory.

Chapter 5

Literature review:-

“ Producer passage is vital for power to scale back the expenses of economics transaction(Williamson, 1981). This power of helpfully carry the competitiveness of firms, there are manufacturers, giver, retailer and buyers, due to far that separates them apart, doing channel a big function to reinforce export behavior. Other studies that found quality results of its essential role of channel to be a determinant factor for improvement are often found in Shumming and Carlos, 2008”

“Marketing channels are pair of interpretant organization involved within the method of making a product or services available to be used on consumption. These are a gaggle of pathways a product or service follows after manufacturer, culmination in brought and use by the ultimate and user” (Philip Kotler)

Meaning:

A channel could also be a sequence of organization or intermediaries through which an honest of service passes unit it reaches the more buyer. It involves wholesalers, retailers distribution.

The very earliest formal concepts of marketing channels focused on the functions performed by a distribution system and the associated utility of these functions and the overall system. reflecting their presence in industrial.

Chapter 6

Research Methodology:-

Research Method:- Questionnaire

Study Unit:- Bhagat Enterprises

Population:- 50

Sample Size:- 25

Sampling Method:- Convenience Sampling

Source of data:-

Primary Data:- It's has been collected from direct interview.

Secondary Data:- It's has been collected from books, magazine and websites.

Data Analysis:-

❖ Mathematical tools and techniques:-

Collected primary data and analyzed with the help of mathematical knowledge and statistical table and graphs and bar diagram.

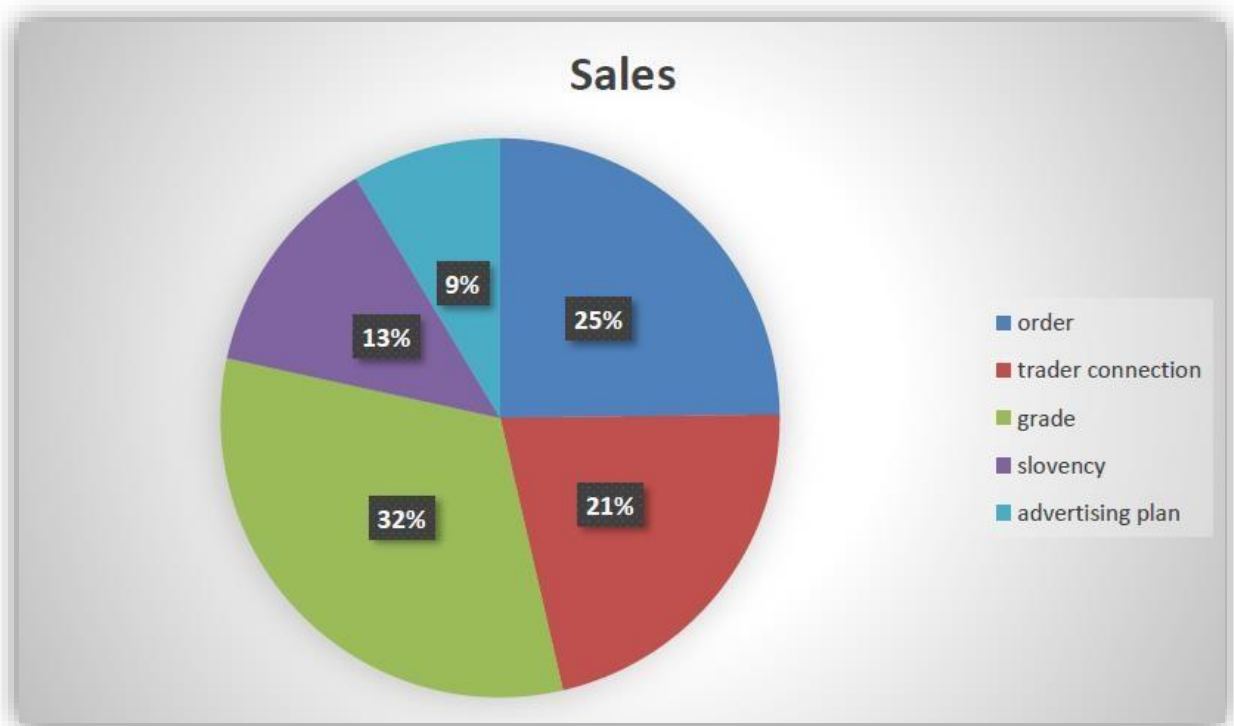
Period of study :- Two months

Chapter7

Data interpretation and analysis:-

Q1. What is the reasons for selling Bhagat Enterprise's product ?

<u>Particulars</u>	<u>No. of responds</u>	<u>Percentage</u>
Order	6	25%
Trade Connection	5	21%
Grade	8	32%
Solvency	4	13%
Advertisement Plan	2	9%
Gross	25	100%

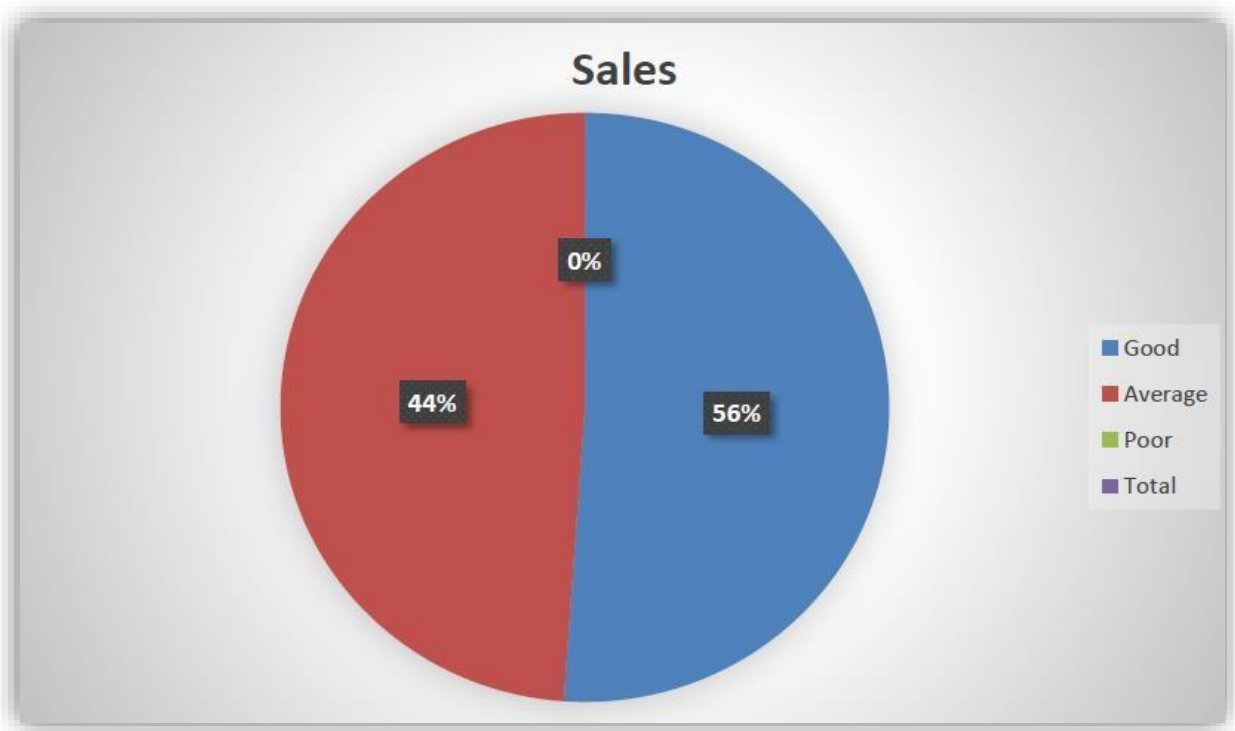


Research and Interpretation: -

From the above table and chart shows it's out of 25 suspects, 25% tells suitable to order, 21% tells for trade connection, 32% tells suitable for grade, 13% tells that solvency and rest of 9% tells that advertising plan. This is properly understood it lot of suspects review solvency, trader connection and the mainly cause for providing Bhagat Enterprises items and some of us told grade and advertising plan are the cause for providing.

Q2. Which ratings given by the retailers regarding the grade of items ?

<u>Particulars</u>	<u>No. of responds</u>	<u>Percentage</u>
Good	14	56%
Medium	11	44%
Lower	0	0%
Grade	25	100%

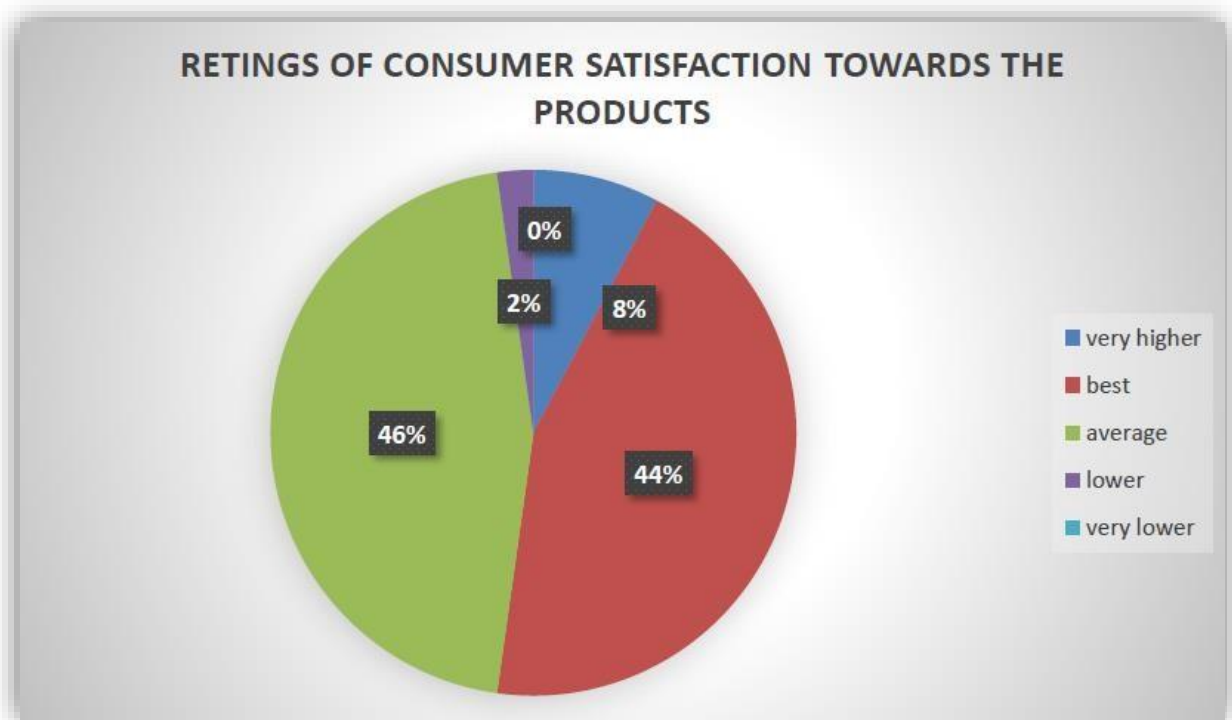


Research and Interpretation:-

From the above table and chart 56% suspects review the grade is good, 44% suspects told the grade is medium types. So, the chart it says out of 25 suspects more than half answered that the quality is good.

Q3. Give the ratings of customer performance towards the product ?

<u>Particulars</u>	<u>No. of responds</u>	<u>Percentage</u>
Very higher	2	8%
Best	11	44%
Average	11	46%
Lower	1	2%
Very lower	0	0%
Gross	25	100%

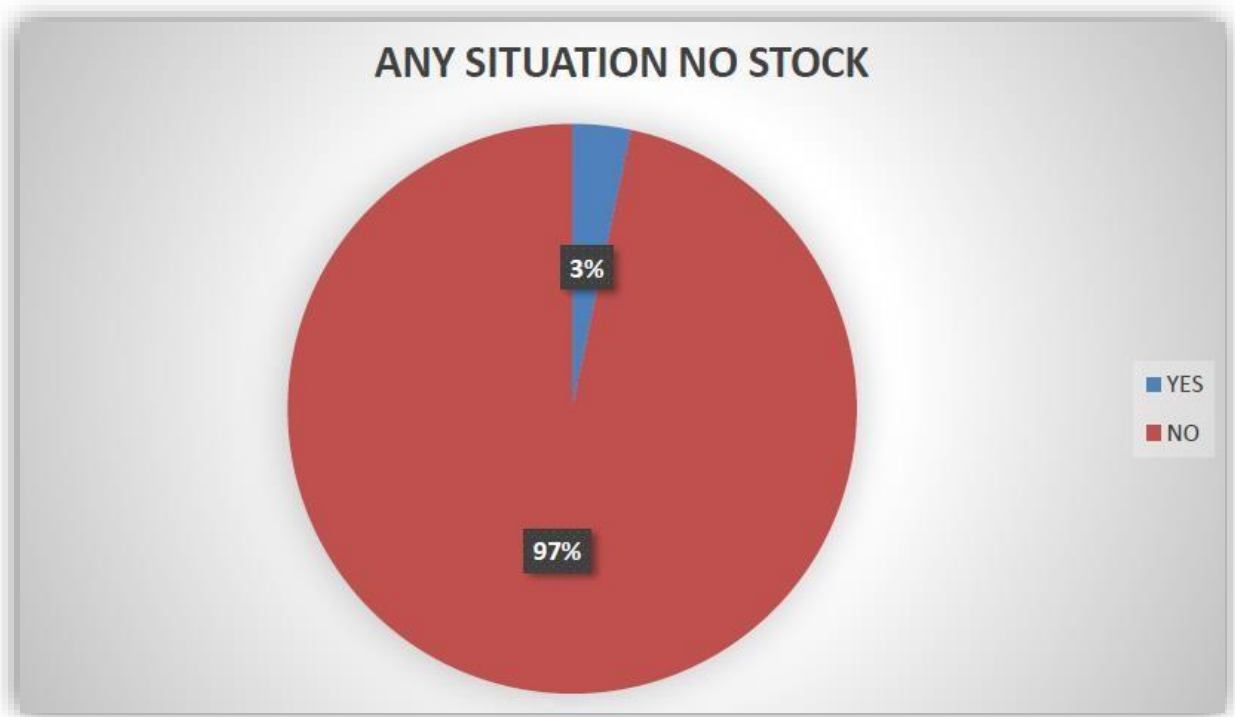


Research and Interpretation:-

In the above list and 8% suspects told very higher, 44% suspects told is best, 46% of suspects told average, and rest of 2% of suspects told lower. From the up list and chart, more of suspects review that is good and remain of the suspects are unsatisfied with the items.

Q4. Did you have any problem with the stock?

<u>Particulars</u>	<u>No. of responds</u>	<u>Percentage</u>
Yes	24	3%
No	1	97%
Grade	25	100%

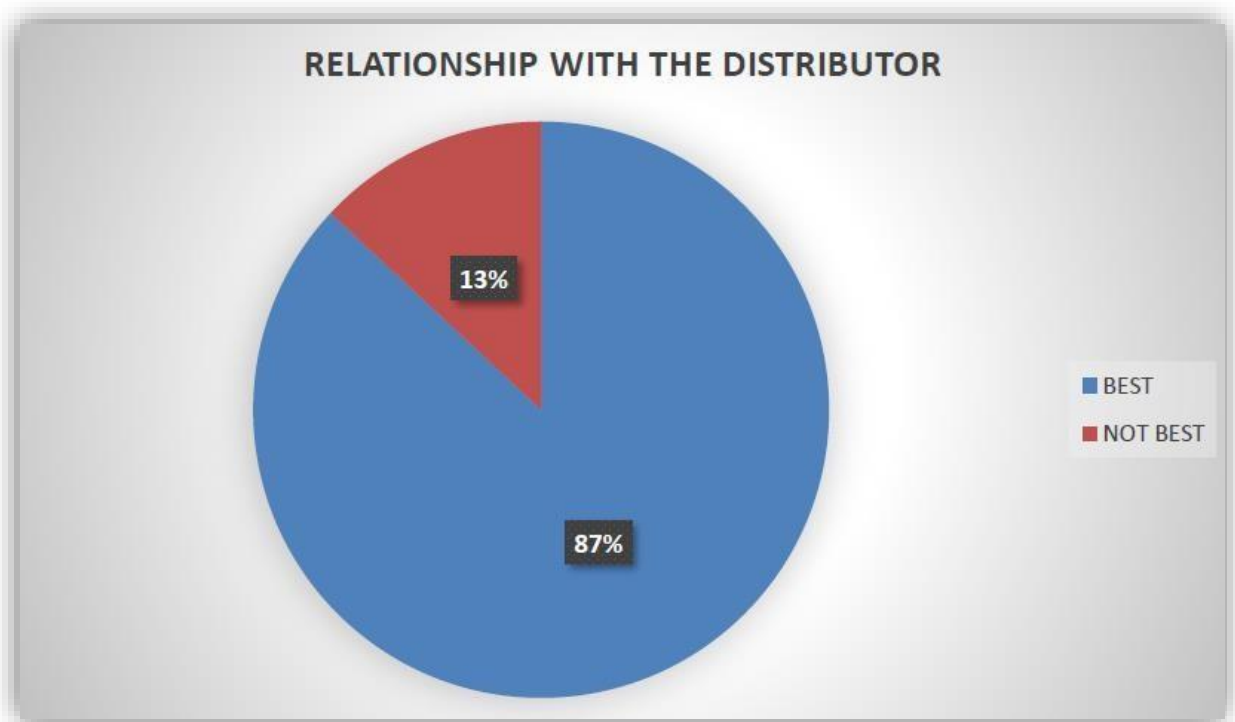


Research and Interpretation: -

In this list and graph 97% of suspects told no and remaining suspects told yes for the condition of no item. In the upper list and graph, this tells more of suspects are not arising the issues of no stuck.

Q5. Company's relationship with supplier is ?

<u>Particulars</u>	<u>No. of responds</u>	<u>Percentage</u>
Best	22	87%
Not- Best	3	13%
Grade	25	100%

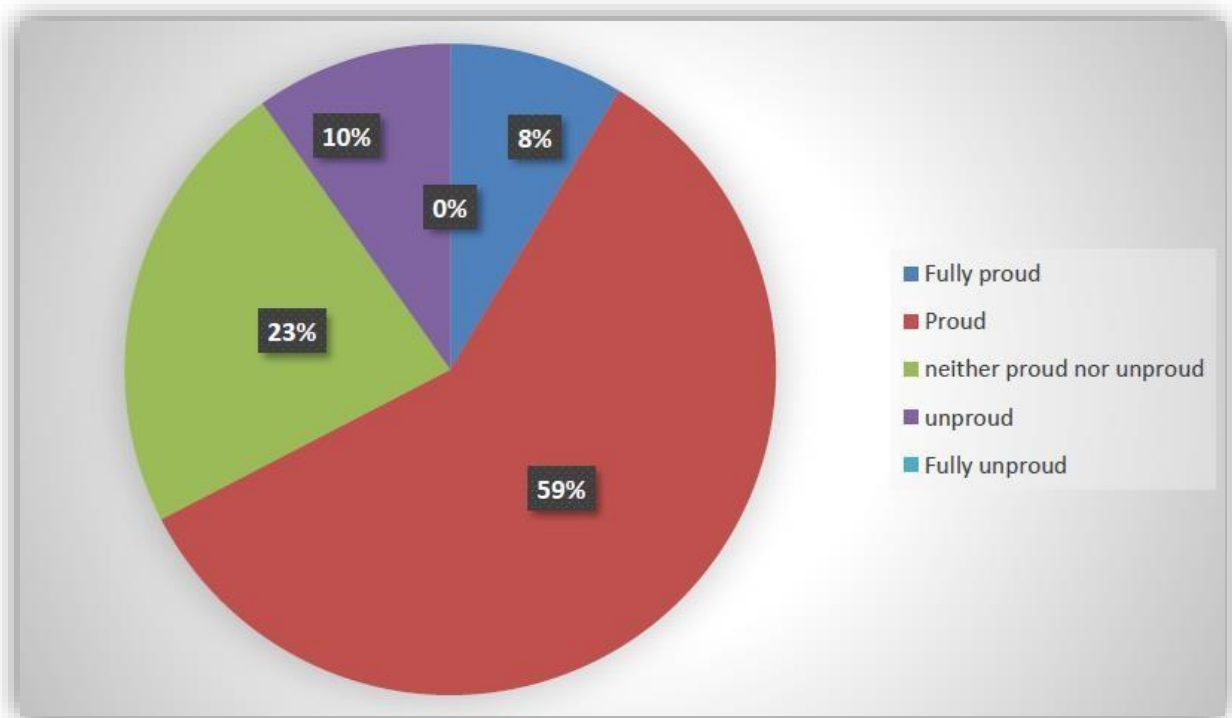


Research and Interpretation: -

From the above table chart 87% of suspects are best connection to suppliers. 13% of suspects doesn't have better connection with the suppliers and few doesn't have.

Q6. Highlights the level of satisfactions of worth border?

<u>Particulars</u>	<u>No. of responds</u>	<u>Percentage</u>
Fully proud	2	8%
Proud	14	59%
Neither proud nor Unproud	6	23%
Unproud	3	10%
Fully unproud	0	0%
Grade	25	100%

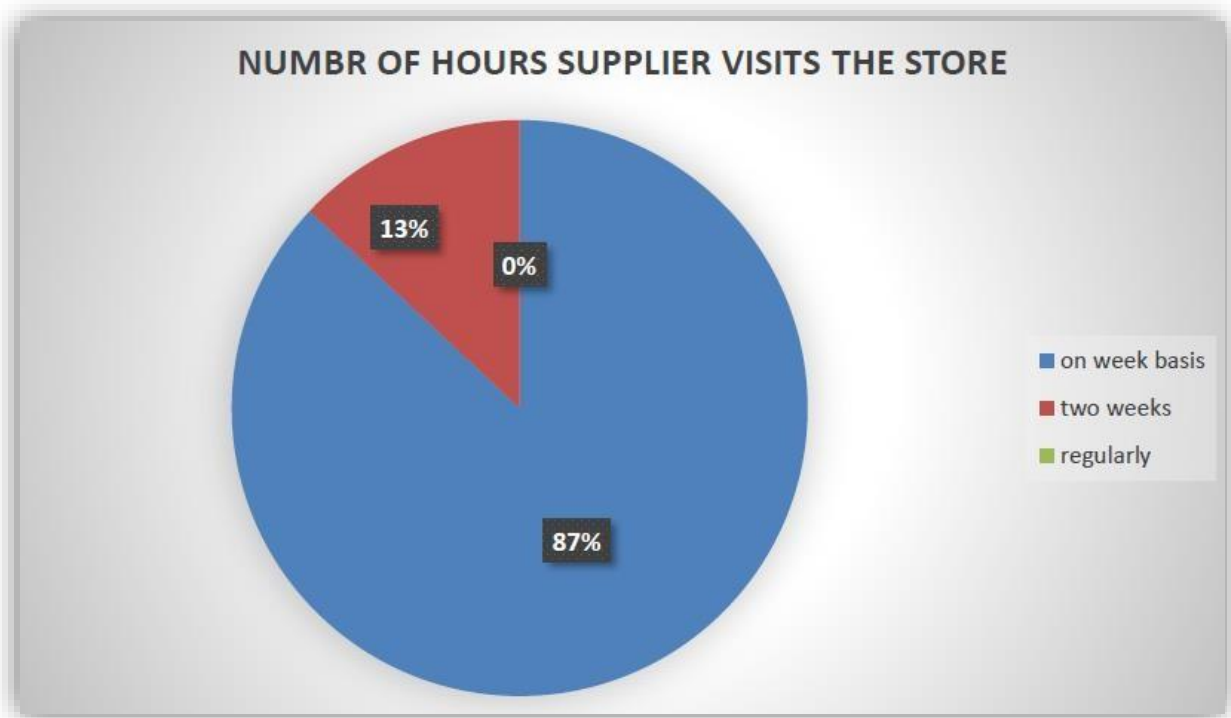


Research and Interpretation: -

In the upper list and graph 59% of connection said that the worth border is proud 23% of connection are fully proud and none of the connections are fully unproud in the above table and chart, it says higher than 1/2 of the people are proud with the worth border and remaining are fully unproud.

Q7. How many days the product suppliers call the store?

Particulars	No. of responds	Percentage
On a weekly basis	22	87%
Two weeks	3	13%
Regularly	0	0%
Grade	25	100%

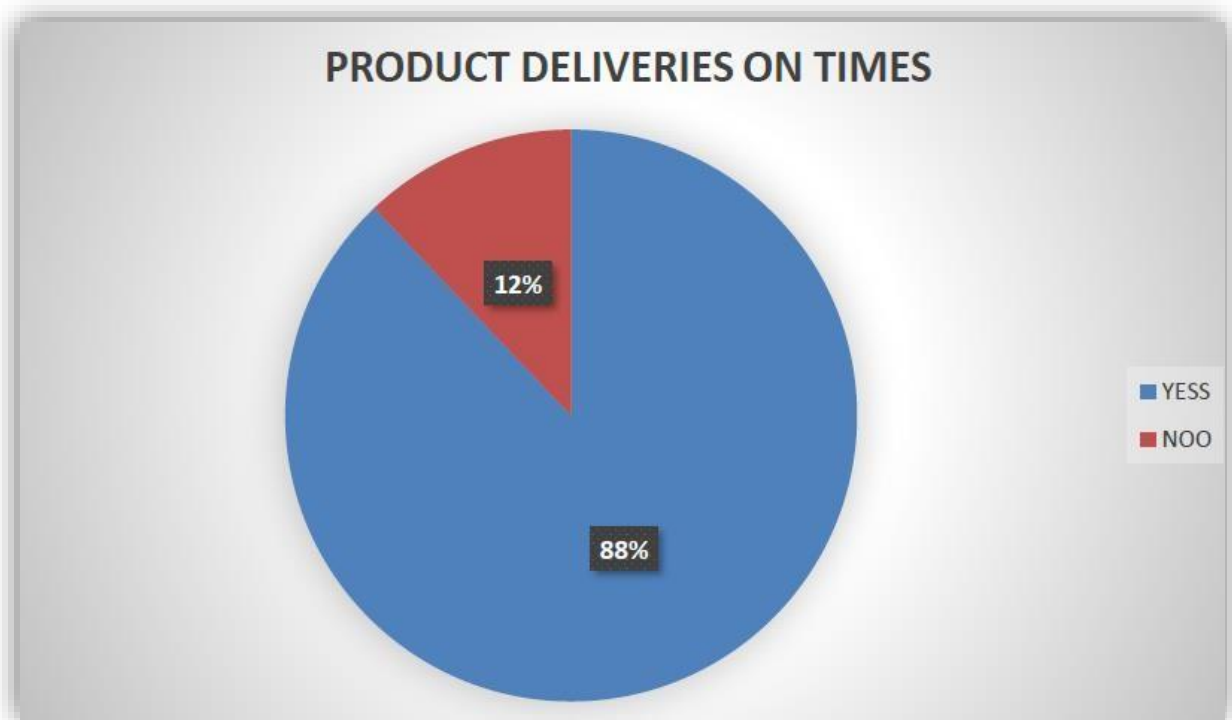


Research and Interpretation: -

In the upper table and chart 87% of suspects told that supplier visit the store on week basis. 13% of suspects told two weeks and chart, more of suspects told that supplier visits the store on weeks basis.

Q8. Does company delivery their products on time ?

<u>Particulars</u>	<u>No. of responds</u>	<u>Percentage</u>
Yes	22	88%
No	3	12%
Grade	25	100%

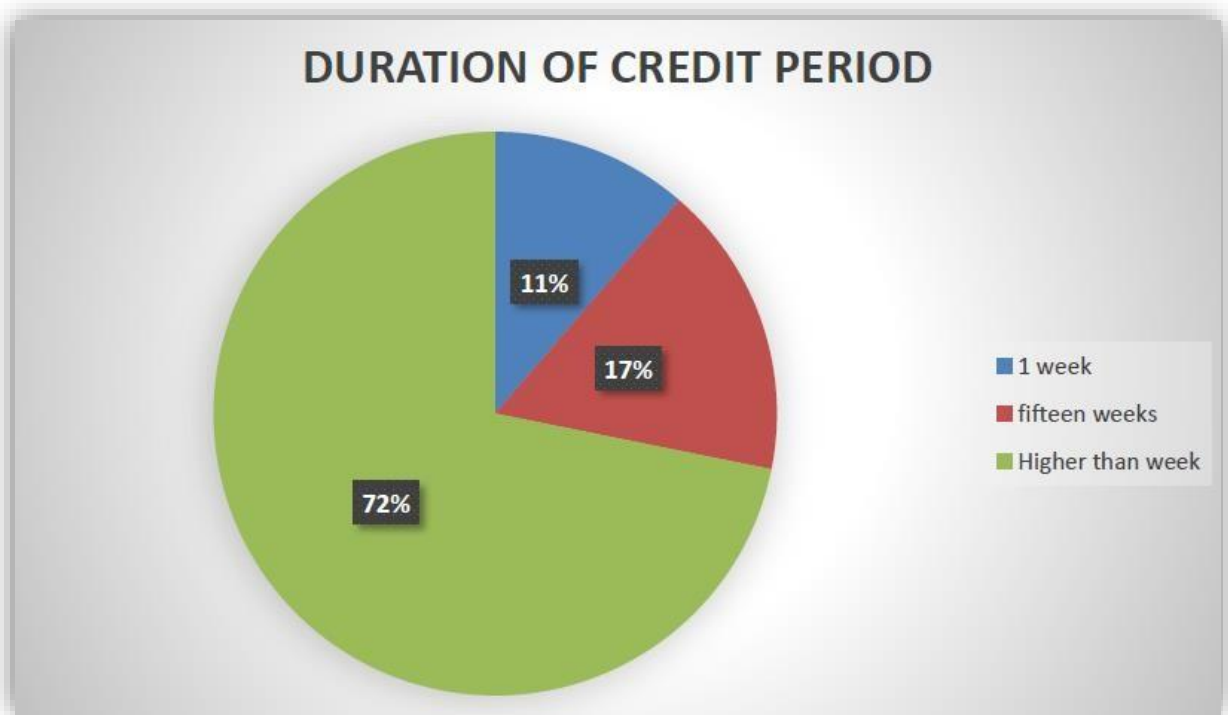


Research and Interpretation: -

In the upper list and graph 88% of suspects agree that the items are providing on items and 12% of suspects told that the items are not providing on time. In the upper list graph majority of suspects told that items provided on times.

Q9. Showing the duration approval time provide by the organization?

<u>Particulars</u>	<u>No. of responds</u>	<u>Percentage</u>
1 week	3	11%
15 days	4	17%
Higher than a month	18	72%
Grade	25	100%

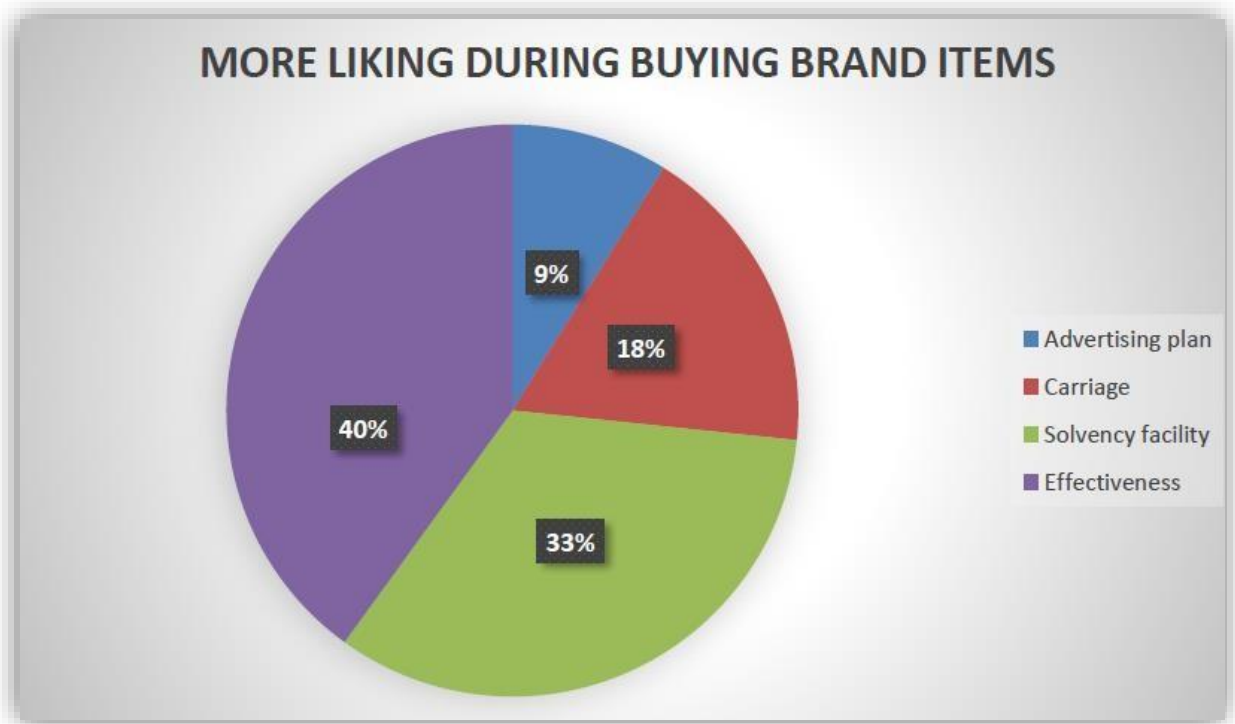


Research and Interpretation: -

The above visible table and chart the excess than a one month 72% of responds are saying, others 17% responds are telling 11% and 7 days, time is given, from the above table graph, more respondents telling that credit time is greater than one month and others telling that credit time is 15 days and 1 week.

Q10. Showing the more liking during buying any brand items?

<u>Particulars</u>	<u>No. of responds</u>	<u>Percentage</u>
Advertising plan	2	9%
Carriage	5	18%
Solvency facility	8	33%
Effectiveness	10	40%
Grade	25	100%

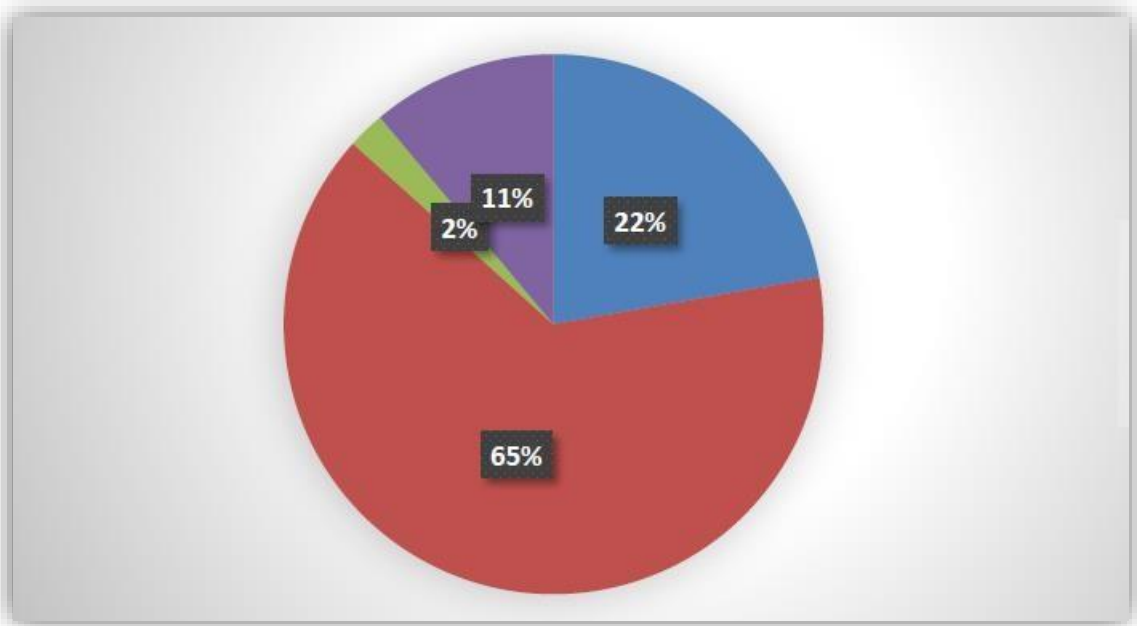


Research and Interpretation:-

In the above table and chart 33% of suspects told solvency facility given is the very important reason for buying branded products, 40% of suspects told overcome effectiveness, 18% of suspects told that out of due to delivered and 9% are suspects told advertising plan to be must situation for buying the brand item. In the above table and chart, most of the suspects told solvency facility and effectiveness has the main cause for buying brand items.

Q11. Showing the major competitor of Bhagat Enterprises?

<u>Particulars</u>	<u>No. of responds</u>	<u>Percentage</u>
Shakti Pump	16	65%
Kirloskar	3	11%
Suguna Pump	1	2%
KSB	5	22%
Grade	25	100%

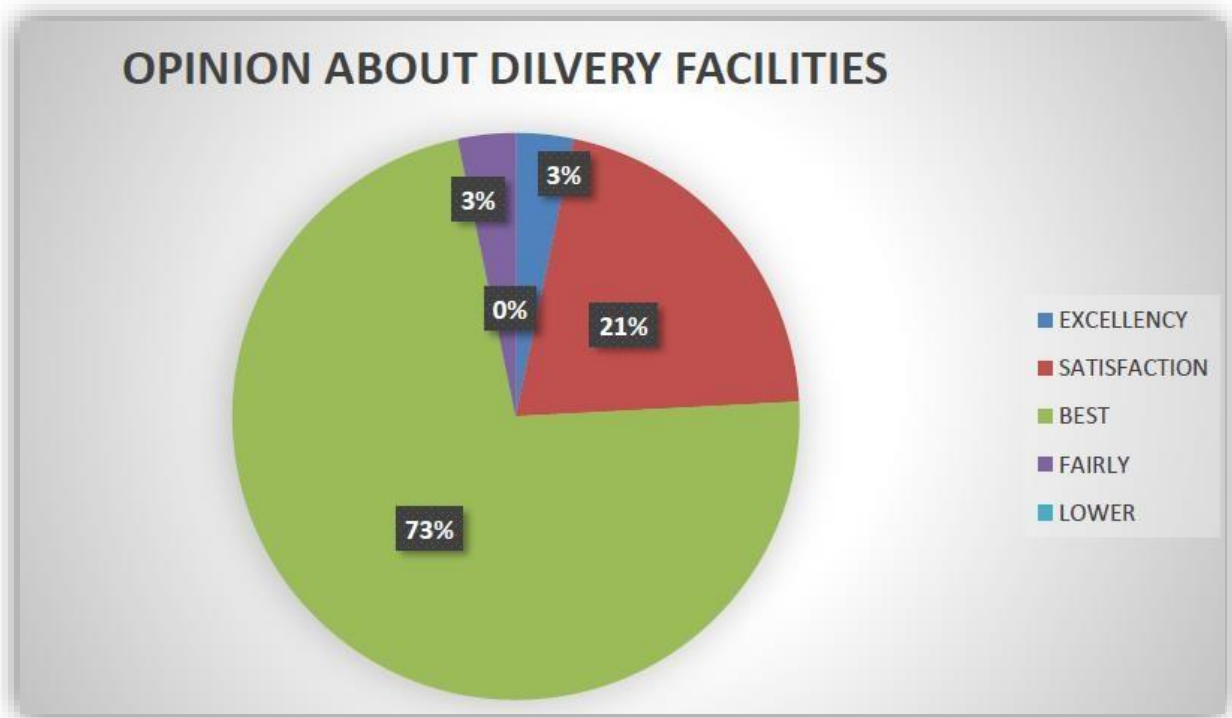


Research and Interpretation:-

In the upper list and graph 65% of suspects told Shakti Pump is the mail challenger, 22% of suspects told KSB, and 11% of suspects told Kirloskar and the rest of 2% of suspects told that Suguna Pump as the challenger for Bhagat Enterprises. From the above chart and table most of people told that Shakti Pump is the major challenger compare to others.

Q12. Showing opinion about transportation of products from the outlet ?

<u>Particulars</u>	<u>No. of responds</u>	<u>Percentage</u>
Excellency	1	3%
Satisfaction	5	21%
Best	18	73%
Fairly	1	3%
Lower	0	0%
Grade	25	100%

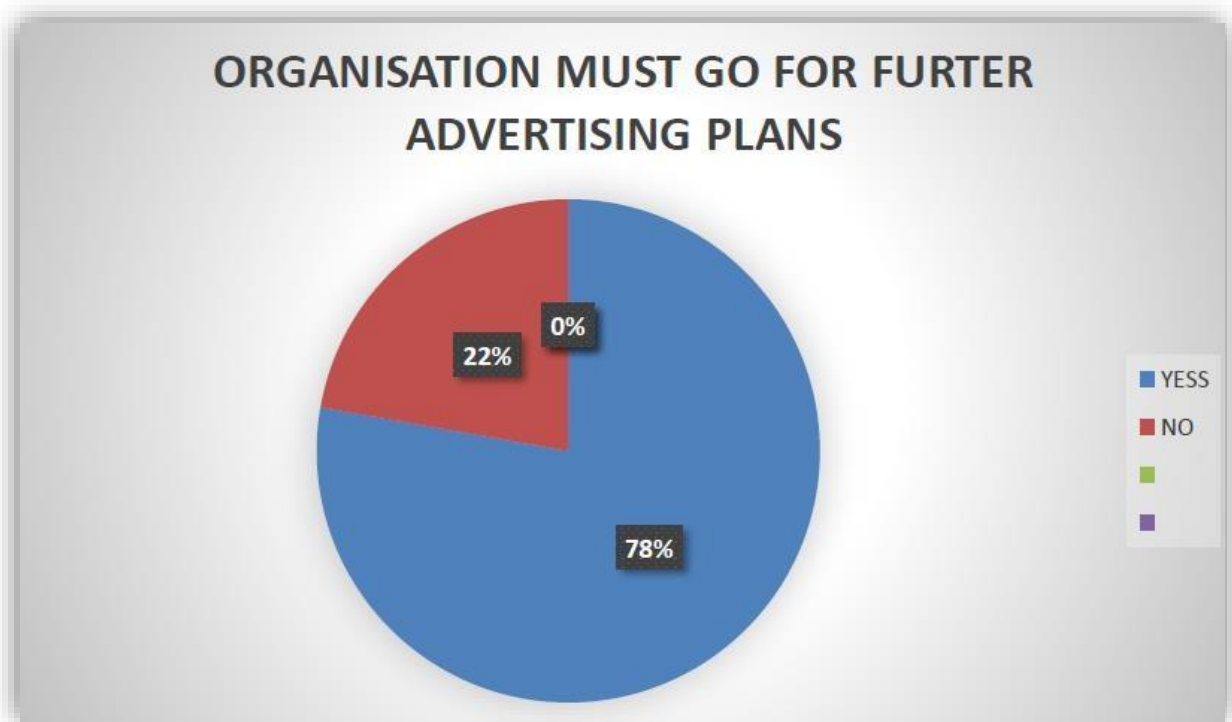


Research and Interpretation:-

In the upper table and chart, 73% of suspects told best, satisfaction 21% of suspects told that is satisfaction, 3% of suspects told fairly and 3% of suspects told excellency and remaining suspects told lower relating to delivering facilities. From above table and chart, most of the told best, few of the suspects told that is satisfaction, counts the peoples told that is excellency and remaining suspects told lower.

Q13. Does organization must go for further advertising plans ?

<u>Particulars</u>	<u>No. of responds</u>	<u>Percentage</u>
Yes	19	78%
No	6	22%
Grade	25	100%

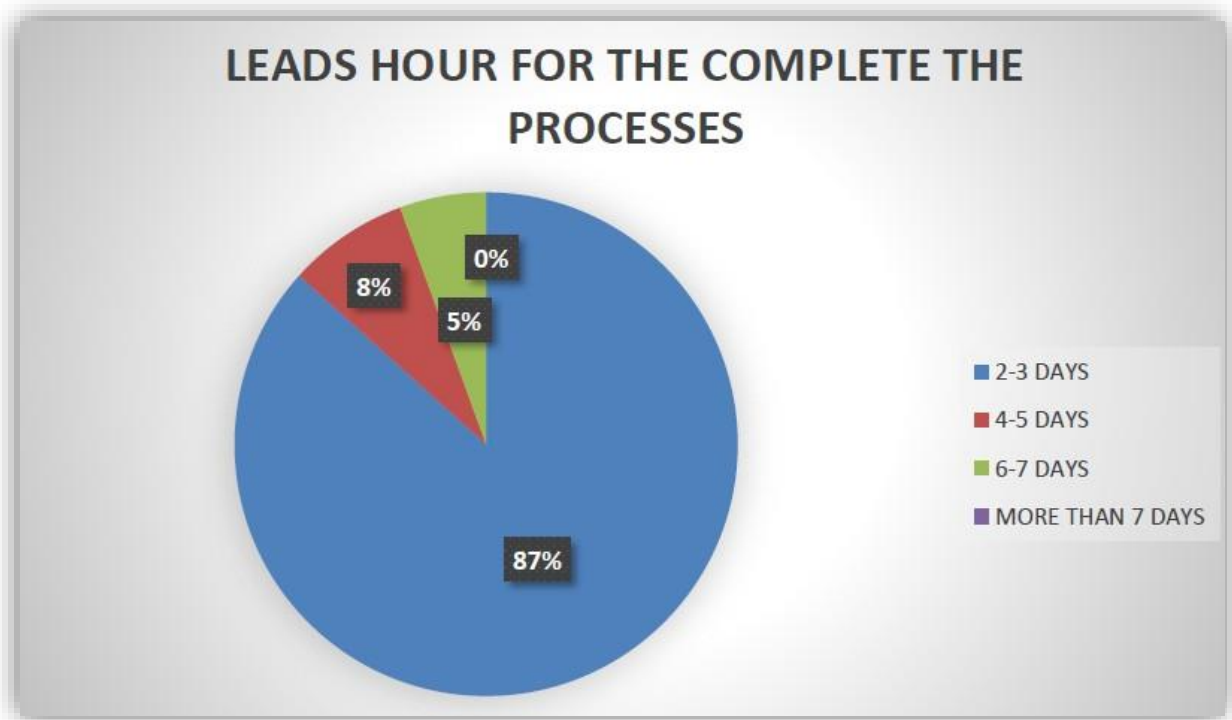


Research and Interpretations:-

In the above table and chart 78% of suspects told Yes and 22% of suspects told No for undergoing further advertising plan. From the above table and chart most of suspects told organization must go for further advertising plan and some of suspects told No.

Q14. Showing the leads hour for challenger of the steps?

<u>Particulars</u>	<u>No. of responds</u>	<u>Percentage</u>
2-3 days	22	87%
4-5 days	2	8%
6-7 days	1	5%
More than 7 days	0	0%
Grade	25	100%

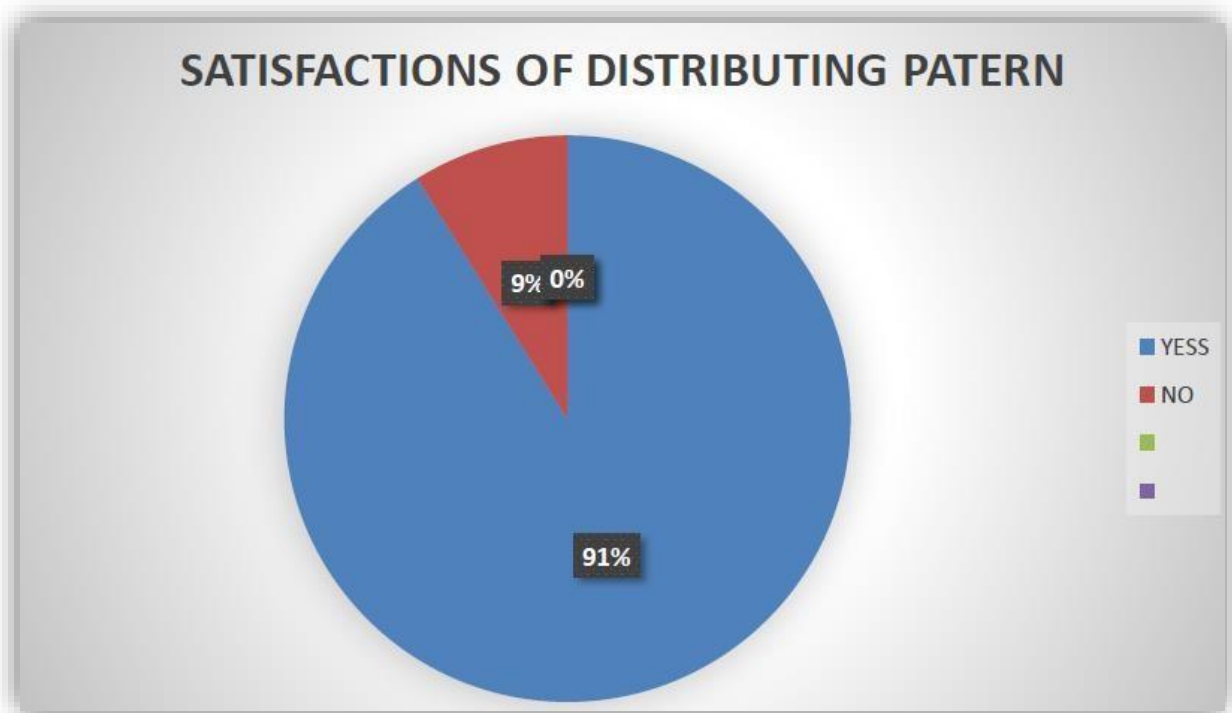


Research and Interpretations:-

In the above table and chart, 87% of suspects told 2-3 days in leads hour for finalization of action, 8% of suspects told 4-5 days, 5% of suspects told 6-7 days is the leads hour. From above table and chart majority of suspects told 2-3 days leads hour for finalizing the action.

Q15. Show the satisfactions of distributing pattern ?

<u>Particulars</u>	<u>No. of responds</u>	<u>Percentage</u>
Yes	23	91%
No	2	9%
Grade	25	100%

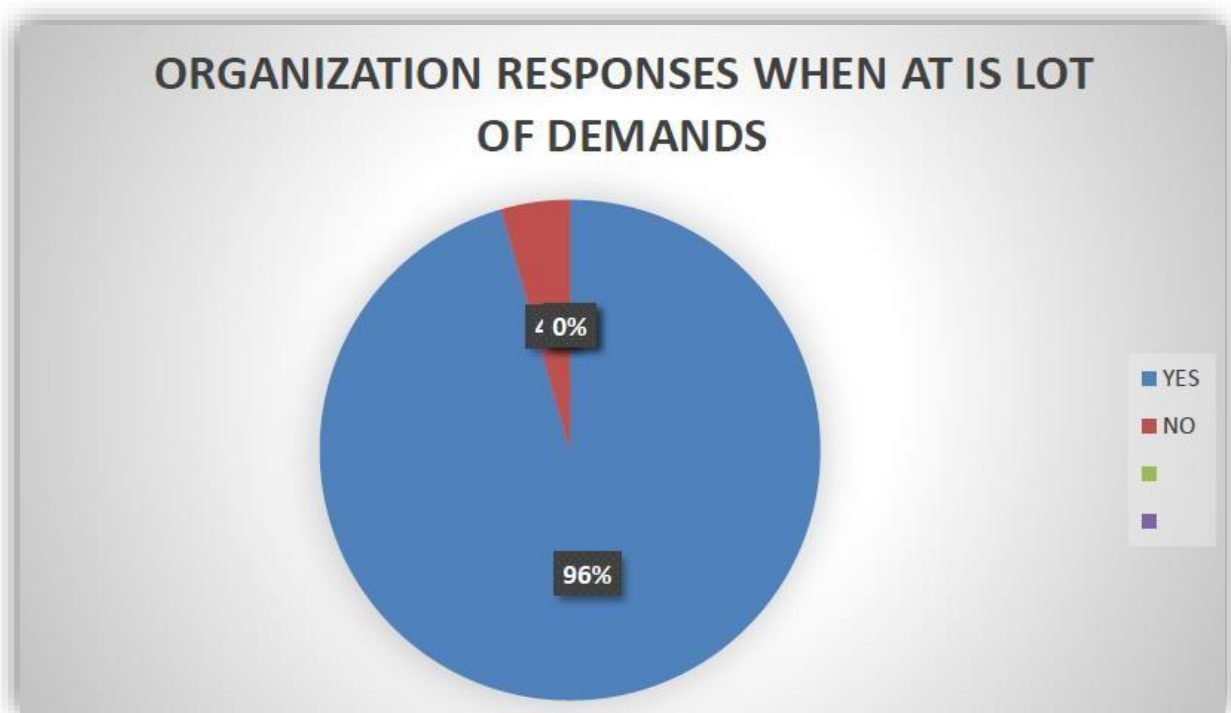


Research and Interpretations:-

In the above table and chart, 91% of suspects told are satisfy with the distributing pattern and 9% of suspects told they were unsatisfied. From the above table and chart lot of suspects told they were satisfy with the distributing pattern and only some of suspects are unsatisfied.

Q16. Show whether the company respond when there is more demand for the products ?

<u>Particulars</u>	<u>No. of responds</u>	<u>Percentage</u>
Yes	24	96%
No	1	4%
Grade	25	100%

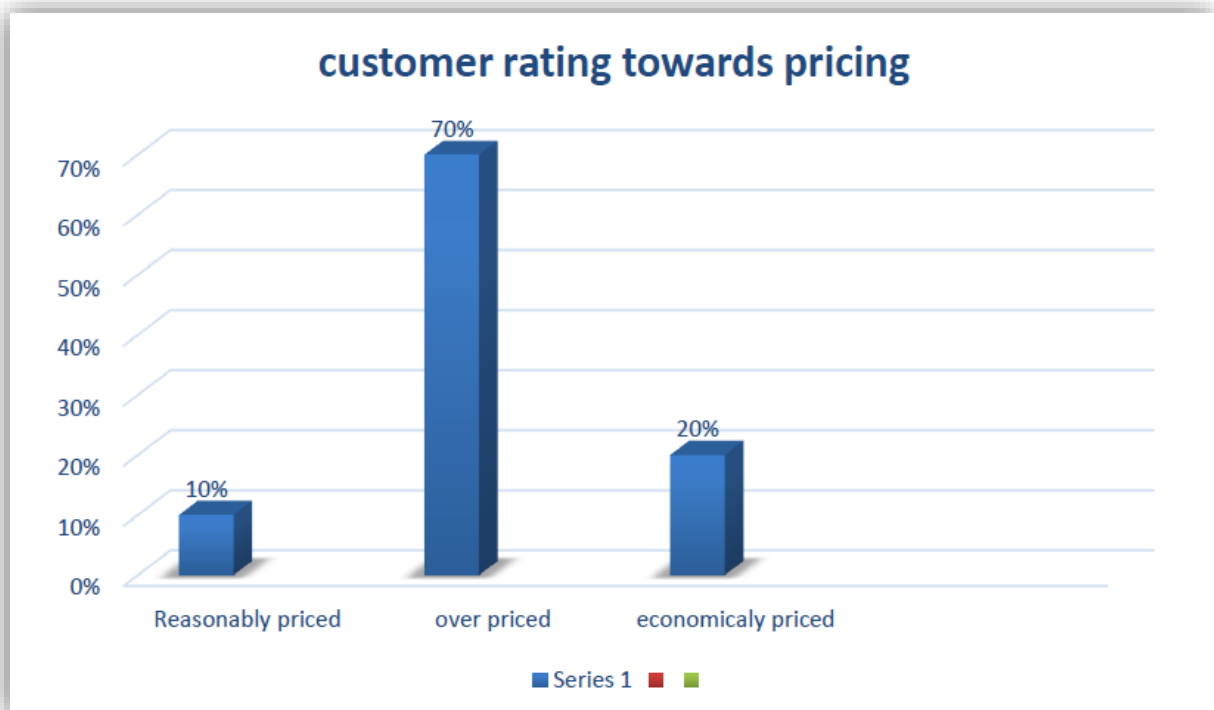


Research and Interpretations:-

In the upper table and graph, 96% of suspects told the organization will respond when there is a lot of demands and 4% of suspects told the organization will not respond. From the above table and graph, a lot of respondents told that the organization responds when there is a lot of demands and only a few of the respondents told the organization will not respond when there is a lot of demands.

Q17. What is the customer rating towards pricing of Bhagat Enterprises industries ?

<u>Particulars</u>	<u>No. of responds</u>	<u>Percentage</u>
Reasonable priced	3	10%
Over priced	17	70%
Economically priced	5	20%
Grade	25	100%

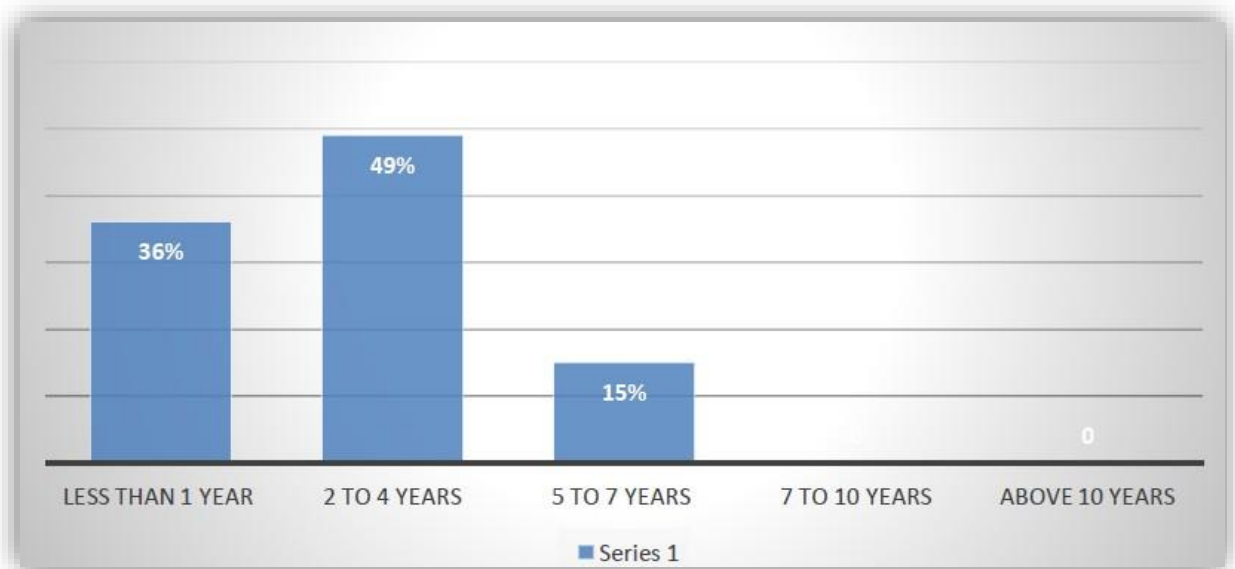


Research and Interpretations:-

The above table and graph clearly represent that 10% of customers are rated as responsible price and 70% over price and 20% are economically priced it includes that Bhagat Enterprises pricing strategy regarding apparel is economically priced. The people rated to poor it clearly indicates that price of Bhagat Enterprises pumps are expensive compare to other shops.

Q18. Show the relationship with Bhagat Enterprises industries motor pump from how long ?

<u>Particulars</u>	<u>No. of responds</u>	<u>Percentage</u>
Less than 1 year	9	36%
2 to 4 years	12	49%
5 to 7 years	4	15%
7 to 10 years	0	0%
Above 10 years	0	0%
Grade	25	100%

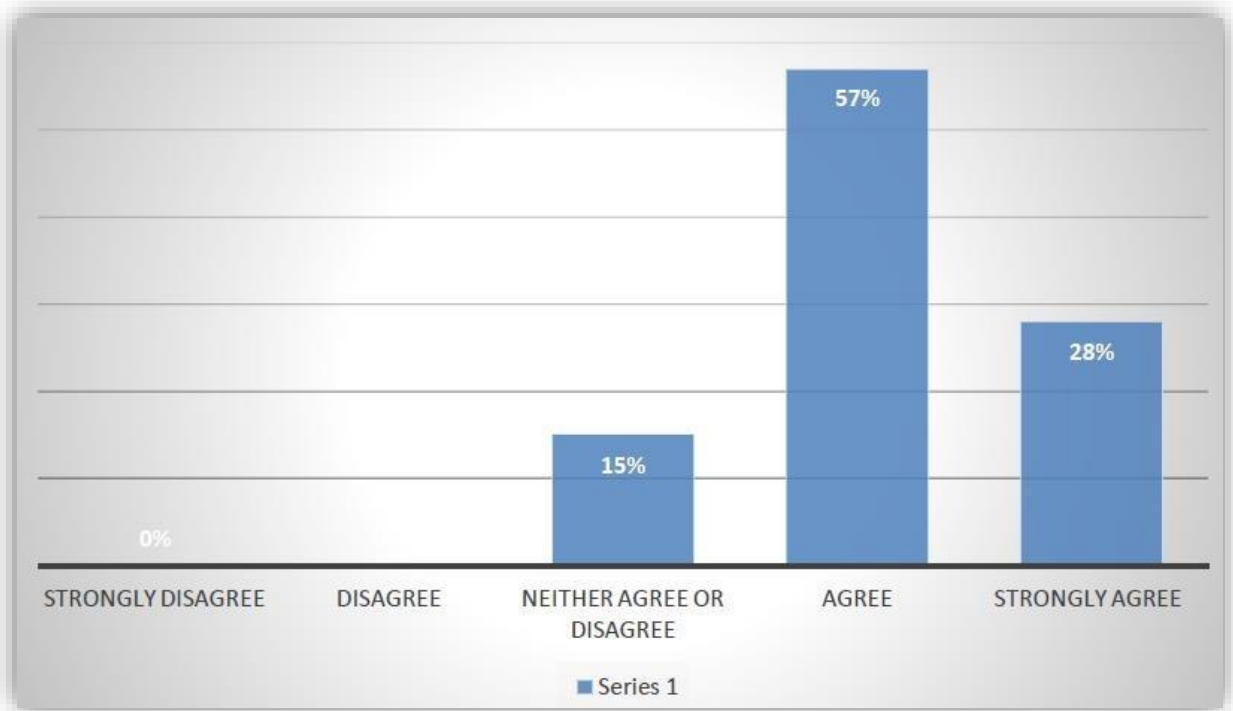


Research and Interpretations:-

In the upper line and graph we can clearly experiment 36% respondents are less than one year and 49% are below four years and 15% are below seven years. The maximum number of responds have maintained with Bhagat Enterprises pumps from 2 - 4 years.

Q19. Does Bhagat Enterprise's pump product fits for your requirement ?

<u>Particulars</u>	<u>No. of responds</u>	<u>Percentage</u>
Strongly disagree	0	0%
Disagree	0	0%
Neither agree or disagree	4	15%
Agree	14	57%
Strongly agree	7	28%
Grade	25	100%

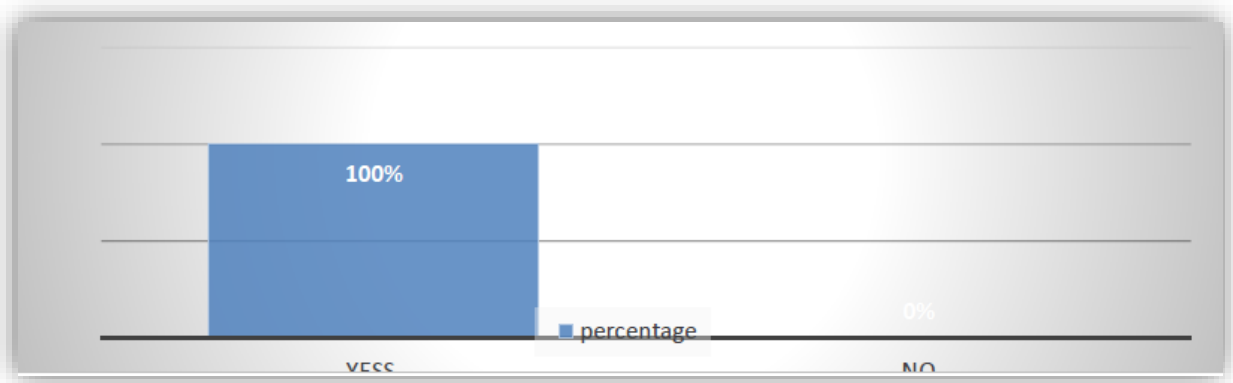


Research and Interpretations:-

From the above table and graph we can show that 15% of suspects are neither agree or disagree, 57% of suspects are agree and rest of 28% of suspects are strongly agree. The maximum number of respondents agreed that Bhagat Enterprise's product fit their requirements.

Q20. Customer awareness actively in Bhagat Enterprises ?

<u>Particulars</u>	<u>No. of responds</u>	<u>Percentage</u>
Yes	25	100%
No	0	0%
Grade	25	100%



Research and Interpretations:-

In the upper list and chart represents promotional activity of Bhagat Enterprises pump resulting that the customer in Dhanbad are aware of existence of Bhagat Enterprises as a result all respondents know Bhagat Enterprises well. The people in Dhanbad are aware of Bhagat Enterprises pimp when they provide promotion through holdings and advertisement. The people will aware of existence of Bhagat Enterprises in Dhanbad.

Chapter 8

SWOT Analysis:-



STRENGTH of our organization:-

- ❖ Goodwill
- ❖ Loyalty with customer
- ❖ Services
- ❖ On time delivery
- ❖ Good supply chain system

WEAKNESS of our organization:-

- ❖ Sometimes customer are not satisfied with delivery systems.
- ❖ Lack of share capital.
- ❖ Perfectly competitive market condition

OPPORTUNITIES of our organization:-

- ❖ In Dhanbad there have less competitors, so Bhagat Enterprise's chances are very high to growth their business by using supply chain method.
- ❖ Market reputation will be high if Bhagat Enterprises grow their business quickly.

THREATS of our organization:-

- ❖ There are fewer competitors but even if the company does not grow then the company will face more problems and this will be the biggest threat to the company.
- ❖ If Shakti pump open any store in that particular area then competition will be high and some times it creates threat for this company.

Chapter 9

Observations and Findings:-

- ❖ From the survey more of them told the explanation for trading Bhagat Enterprises industries items is thanks to corporate solvency policy.
- ❖ From the survey more of them suspects told that the standard of Bhagat Enterprises items has nice.
- ❖ From the survey we set up in the dealer is proud with border of profit.
- ❖ From the survey lot of answers told if the most reasons for buying brand product is grade.
- ❖ From the survey lot of suspects told Shakti pump is that the main challenger for Bhagat Enterprises.
- ❖ From the survey it's get it the main issue arise by the trader is thanks to the negligence of goods.
- ❖ From the survey lot of told answers told if the distributing patterns is sweet and few they told it's needy.
- ❖ From the solvency lot of answers told corporate will responds when there is lot order.

Chapter 10

Limitations:-

- ❖ Organization does not has good advertising plan to draw the scenario an customer's mind.
- ❖ Organization does not provide much discount on heavy product
- ❖ Some information is rigid and complex.
- ❖ Organization does not conducting review functions after delivery the order.
- ❖ Sometimes organization's objective and the competitor's objective are same.

Recommendations:-

- ❖ An organization must draw up with other advertising plans so as to draw in the purchase.
- ❖ An organization must be lot of flexibility and will improve the solvency time in order it the traders could do payments with none hurdle.
- ❖ Organization must be in correct press with the providers to see and reviled weather the items are delivery on hour or not.
- ❖ An organization must sell more products so as to succeed in more customers so as to hide different geographical places in order it them will be a challenger for different organization products.
- ❖ Organization must provides discount to customer so as to grip care of the honesty towards the brands.
- ❖ Organization must be conducting review functions in order that they will do any change.
- ❖ An organization must come up with other sort of product and objective so as to match with the challenger.

Chapter 11

Conclusion:-

A survey was taken on relating the subject, " A successes of passage of Bhagat Enterprises industries" it learning is predicted on which way to efficient is that the delivery patterns and therefore the more aim is to analysis the method of delivery patterns.

In the learning, we appear to understand it there is no issue within the delivery facilities grade of the merchandise, or solvency time etc, but the matter come out thanks to the neglect of agents while the distribution activity. Even through the corporate furnish the items in hour to the dealers, they'll do a unexpected hours providing steps. They're makes a behind carriage to retailor. While the estimation process few answers notice a bad issue related to distributors. So as to beat this issue, the company must contacts the dealers common feedback the method or the corporate must perform daily assembly or the traders and sellers and check out to unravel the problems and contest with different dealers to carry on the distributing activity softly.

Chapter 12

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❖ Magazine: -

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2. Websites:-

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- ❖ <https://www.clickindia.net>contacts>
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- ❖ www.esuppliers.india.com
- ❖ <https://www.feedough.com>

Questionnaire:-

1. What is the reasons for selling Bhagat Enterprise's product?

- (a). Order
- (b). Trade connection
- (c). Grade
- (d). Solvency
- (e). Advertising plan

2. Which ratings given by the retailers regarding the grade of items?

- (a). Best
- (b). Medium
- (c). Lower

3. Give the ratings of customer performance towards the product?

- (a). Very high
- (b). Best
- (c). Average
- (d). Lower
- (e). Very lower

4. Did you have any problem with the stock?

- (a). Yes
- (b). No

5. Company's relationship with supplier is ?

- (a). Best
- (b). Not-best

6. Highlights the level of satisfactions of worth border?

- (a). Fully border
- (b). Proud
- (c). Neither proud nor Unproud
- (d). Unproud
- (e). Fully unproud

7. How many days the product suppliers call the store?

- (a). On a weekly basis
- (b). Two weeks

8. Does company delivery their products on time ?

- (a). Yes
- (b). No

9. What is the duration approval time provide by the organization ?

- (a). 1 week
- (b). 15 days
- (c). Higher than 1 months

10. What is the more liking during buying any brand items?

- (a). Advertising plan
- (b). Carriage
- (c). Solvency facility
- (d). Effectiveness

11. Show the major competitor of Bhagat Enterprises ?

- (a). Shakti pump
- (b). Kirloskar
- (c). Suguna pumps
- (d). Ksb

12. Show opinion about transportation of products from the outlet ?

- (a). Excellency
- (b). Satisfaction
- (c). Best
- (d). Fairly
- (e). Lower

13. Does organization must go for further advertising plans ?

- (a). Yes
- (b). No

14. Show the leads hour for challenger of the steps?

- (a). 2-3 days
- (b). 4-5 days
- (c). 6-7 days
- (d). More than 7 days

15. Show the satisfactions of distributing pattern ?

- (a). Yes
- (b). No

16. Show whether the company respond when there is more demand for the products ?

- (a). Yes
- (b). No

17. What is the customer rating towards pricing of Bhagat Enterprises industries ?

- (a). Reasonably priced
- (b). Over priced
- (c). Economically priced

18. Show the relationship with Bhagat Enterprises industries motor pump from how long?

- (a). Less than 1 year
- (b). 2-4 Years
- (c). 5-7 Years
- (d). 7-10 Years
- (e). Above 10 Years

19. Does Bhagat Enterprise's pump product fits for your requirement ?

- (a). Strongly disagree
- (b). Disagree
- (c). Neither agree nor disagree
- (d). Agree
- (e). Strongly agree

20. Customer awareness actively in Bhagat Enterprises ?

- (a). Yes
- (b). No