INTRODUCTION

HISTORY OF PAINTS

Paints are using for pictorial from the 50,000 years, which discovered in the caves of southern Europe. The Egyptians were known to have practiced painting for decorative purposes as early as 8,000 B.C. and by about 35,000 B.C. a variety of colours were used for decorative of Houses, Temples, and Public Buildings in which most of the colours were easily prepared by making use of the Egyptian soil in which the basic raw materials is a must.

In the early part of 18^{th} Century the manufactures of Paints was thought off. However, in the year 1867 prepared Paints were introduced in the Market. But later in 1914 the paint industry became reasonable self-sufficient and well established as regarding the supply of raw material and finished products.

During the last quarter of the century the paint industry has achieved a remarkable technical progress with several thousands of paints research chemists at work new discoveries and advancement in the paint industry are anticipated for the future.

By about 1,000 B.C. the Egyptian developed a new material from the sap of Acacia tree and this was called “Varnish”. Which contributed immensely to the value of their art Bee Wax was also used as Varnish and was mixed with dyes and used for decorative purposes.

PAINT HISTORY IN INDIA

The History of Paint industry in India was started in 1902, with the introduction of a unit manufacturing paste, paints, distemper and treated oil. But later the paint industry not only developed in size but also in the variety of products manufactures.

Now Paint industry is manufacturing the most complex used as anti-corrosive and anti-fouling chemical resistant agents for various industrial purposes. The industry also manufactures high build epoxy and chlorinated rubber coating, zinc compositions, aircraft finishes, phosphorescent and fluorescent paints and printing inks. At the end of 1981 there were 16 units registered with the Direct Ovule General of Technical Development for the manufacture of Paints. But according to the annual survey of industries census, there were 100 units in India engaged in paint manufacturing process a fixed capital of 100 crore and employed 15,000 workers directly. The organized sector output rose to 1,24,000 tonnes paints products. The small-scale units constitute the most important segment of the paint industry at present under the Union Government Policy.

The reserved items of paints for exclusive development in the small-scale are the following.

1. Dry Distempers
2. Red Lead Oxide
3. Aluminium Paints
4. Wagon Blocks
5. Graphite Paints
6. Paste Paints
7. Bituminous Paints

Raw material is the basic necessity of paint industry and it account to 60 to 70 percent of the cost of production. The paint industry required raw materials in the form of pigment, synthetic resins and industrial solvents. Most of these raw materials are easily available and a few of these have been in scarce supply such as Titanium Dioxide which is not available easily and adversely affected the capacity utilization of the paint industry. Despite all this the paint industry in India has good scope to prosper in the future because the per capita consumption of paint in India is likely to increase if the industry makes efforts.

INGREDIENTS OF PAINTS

Physically, paint is a mixture of four important elements they are pigments, Additives, binders & Solvents.

The pigments may be white hiding pigments, to furnish capacity to furnish colour in addition to capacity reinforcements and extender pigments, which principally control consistency, shine smoothness and filling properties.

Additives which endow the paint with special properties such as resistance to fungus, rust etc.

The paint binder also known as the vehicles oil and resins. It hold the paint together and also bind it to the surface being painted this promoting durability.

Solvents or reducers are the volatile constituents of the paint vehicles. It gives a paint its flowing property enabling brushing or rolling on a surface.

TYPES OF PAINTS

Mainly paints are divided into house hold paints or decorative paints and industrial paints.

Depending on the solvent used, decorative paints are again classified as water based where water is the solvent (e g. Plastic Emulsion and Distempers) and oil based where thinners a petroleum by product is the solvent (e g. Enamels and wood finishes)

MANUFACTURE OF PAINTS

The basic steps consists in the process of manufacturing of paints are.

1. Grinding
2. Let down
3. Shading
4. Thinning

In Grinding process to produce batches of pain, manufactures first load measured amount of pigment resin and various liquid chemicals into one of several types of grinding mills. The mill grinds the liquid and dry ingredients into a fine, uniform material that is called mill paste.

In letdown process, the paste is pumped out of the mill through a stainer to a holding tank. The stainer removes the grinding media from the paste workers rinse the mill with more solvent, which is then mixed with the rest of the material in the holding tank.

In shading paint producer compare samples of the material in the holding tank with colour standards they keep on file. Then they add small amount of shading paste to the batch to adjust its colours to the standard chart. In thinning process it is thinned to the desired viscosity (thickness) by carefully adding solvent to it. Manufacturers then test the final product for quality. The paint is then filtered and poured into containers for shipment.

BROAD DIMENSION OF MARKETING MANAGEMENT

Marketing occupies an important position in a organization of business unit. Traditional views of the marketing assert that the customers will accept whatever product the seller presents to them. In this way the main concern of the producer is to produce without considering behaviour of the customer. But this point of view of marketing has changed now.

The modern marketing concept is viewed from the consumer’s point of view. Marketing is centred on the consumer. Producer does not produce whatever he likes, he should know first what are the consumer needs, wants and desires before producing anything.

Philip Kotler has rightly remarked,“ Marketing is analysis, planning, implementing and controlling the firms. Customer imposing resources, policies, activities with the view to satisfying the needs and wants of chosen customer groups data profit.

He defines marketing as “A social and managerial process by which individual and group acquire what they need and want by creating and exchanging products and utilities with others”.

The American Marketing Association States that “ Marketing is the process of planning and executing the conception, pricing, promotion, and distribution of ideas, goods and services to create exchanges that satisfy individual and organizational goals.

In the words of Cundiff & Still “Marketing is a total system of interacting business activities designed to plan price promote and distribute want satisfying products and services to marketing includes both psychological and physical point of view and is quit comprehensive and consumers oriented.

In a business firm marketing generates the revenues that are managed by the financial people and used by the production people in creating products and services. The challenge of marketing is to generate those revenues by satisfying customer want at a profit and in a socially responsible manner.

Marketing is a process by which sellers find buyers and by which goods and services move from producer to consumers. Marketing activities include advertising and selling. Financing by banks and delivery to shop, homes. Marketing is so important to the industries that about half cost of goods and services result from the marketing process.

Selling concerns with the transfer of goods and services to the consumer or prospective consumers for the exchange of money. It is one of the important functions of marketing.

The developing is giving much importance for marketing to develop their internal and external markets. Even the socialist countries have started studying the marketing concepts in a scientific away to introduce them actively in their internal distribution system.

In the modern marketing concepts the customer is the “King” in the market. Consumer ‘s tries to satisfy his wants from different market sources his tastes, his fashion, and a preference also changes from time to time. The Modern Marketing Concepts has three basis features. They are,

1. Customer Orientation
2. Integrated Marketing
3. Profitable Sales through customer’s satisfaction.

Marketing mix

The selected target markets are targeted with a marketing mix which is a unique blend of product, pricing, place and promotion. Created to mutually satisfying exchanges with a target market .

Product strategies

The product strategies are the heart of the marketing strategy and include aspects such as quality, product features and attributes performance variables, physical appearance and aesthetics, brand name, brand image, product variants and many other factors products are a combination of tangible and intangible factors.

Place Strategies

Place strategies are concerned with making the product available when and where customers want the product. The right place and time varies from product to product and depends entirely on how the target customers shop for the product. Frequently bought products require extensive and intensive distribution network.

Pricing Strategies

Price is a very visible and critical element of the marketing mix. Pricing strategies are very critical as they directly impact the company’s top line and bottom line. Pricing decisions are also very complex as they have to factor in a number of factors such as target customer ability and propensity to pay competitors prices margin for distribution channel members taxes transportation costs profit margins for the company amongst a host of other factor.

Promotional Strategies

The goal of a firm’s promotional strategy is to inform, persuade and remind the target customers about the benefits of the organization’s products. There several ways of communicating with target markets using different media options. The different elements of communication like Advertising, Sales promotion, public relation, publicity and personal selling must be coordinate d together to create an effective communication strategy.

Marketing concept

The marketing concept states that on those companies which are more effective than competitors in creating delivering and communicating superior customer value to its chosen target market, will be successful in meeting their organizational goals.

The marketing concept of doing business rest on five pillars:

1. Target markets
2. Understanding customer needs
3. Creating product to satisfy those needs
4. Integrated marketing to deliver those products to customers
5. Profitability through customer satisfaction.

Marketing Plan

Marketing plan is the most critical to achieving the company’s strategic goals. The marketing plan describes the marketing strategy necessary to achieve the business strategic objectives. The structure of the plan would vary considerable from one industry and organization to another.

Elements of the Marketing Plan

Marketing objectives

the growth strategies that a firm has decided upon more or less become the marketing objectives for the firm, since marketing has the lead role in achieving those growth objective for the plan period.

Marketing segmentation and Targeting

A market segment is a group of individuals or organizations that primarily share a homogeneous need as well as other common characteristics such as age, gender, income lifestyles or values. These common variables can run into hundreds and because of shared needs and characteristics it likely that such individuals will have relatively similar product needs.

A marketing plan begin by identifying the various market segment in a given market the next step is to conduct a segment attractiveness analysis depending on the size sales potential and competitive factors.

Cost leadership strategy

A firm sets out to become the lowest-cost producer or operator in the industry. The sources of this cost advantage are varied and depend on the type and structure of the industry these sources include.

- ❖ Efficient scale facilities
- ❖ Proprietary technology
- ❖ Preferential access to raw materials
- ❖ Value engineering products
- ❖ Re-engineering production or operating processes.

A firm pursuing cost leadership must find and exploit all avenues of cost advantages. From the above sources of cost advantage it would become apparent

to you that there is a great deal of innovation at the heart of this strategy.

Differentiation Strategy

In a differentiation strategy a firm seeks to be a unique along dimension that are valued by customers. A firm may select one or more attributes that buyers in an industry perceive as important and uniquely position itself to meet those needs. The firm is rewarded for its uniqueness with a premium price yielding above average return for a firm.

The sources of differentiation are several and unique to an industry. Differentiation can be based on the product itself, the delivery system, product technology, the brand image and a broad range of factors.

Focus strategy

This strategy is quite different from the other strategies because it rests on the choice of a very narrow competitive role within the industry. The firm selecting a focus selects a segments or group of segment within the industry and chooses to serve these segments to the exclusion of the others, the firm chooses to build a competitive advantage to serve the chosen segment only.

The focus strategy has two variants; cost focus and differentiation focus. In cost focus a firm seeks cost leadership within the chose segment; while differentiation focus a firm seeks differentiation in the target segment.

Product differentiation

Product differentiation is the strategy of creating those differences that make a product stand apart from competitive offering too give it a distinct and valued place in the customers mind. The most profitable strategies are built on the differentiating, offering customers something they value that competitors don't' have . if the concepts of positioning and product differentiation appear to be the same it is so because they re infact tow sides of the same coin.

Philip Kotler defines product differentiation as "the process of adding a set of meaningful and valued difference the company's offering from the competitors offering.

Creating product to satisfy needs

Creating a good product is the key element of the marketing concept. Then marketing concepts states that a product is a bundle of satisfactions that a customer buys. It represents a solution to the customer problem and must address the functional emotional and social elements of that problem. A product is a mix of both tangible and intangible elements and is today commonly referred to as a value proposition.

SWOT Analysis

SWOT is an abbreviation for Strengths, Weaknesses, Opportunities and Threats. SWOT analysis is an important tool for auditing the overall strategic position of a business and its environment. Once key strategic issues have been identified they feed into business objectives particularly marketing objectives.

Strengths and Weakness are internal factors:

Like strength could be a firm's specialist marketing expertise. A weakness could be the lack of a new product.

Opportunities and Threats are external factors:

Like an opportunity could be a developing distribution channel such as the internet, or changing consumer lifestyles that potentially increase demand for a company's products. A threat could be a new competitor in an important existing market or a technological change that makes existing products potentially obsolete.

Selling concept

Selling focuses on the needs of the seller marketing on the needs of the buyer. Selling is preoccupied with the seller need to convert his product into cash; marketing with idea of satisfying the needs of the customer by means of the product and the whole cluster of things associated with creating and delivering and finally consuming it.

The customer concept

Today many companies are moving beyond the marketing concepts to the customer concept. The customer which is essentially a refinement of the market concept additionally recognizes the following that have occurred in many parts of the developed world.

- ❖ Knowledgeable and sophisticated customers today have highly individualized wants and want custominized solutions.
- ❖ Wide penetration of broadband connectivity and access ot the internet through a variety of handheld devices.
- ❖ Advent of electronic payment mechanisms to support the financial transactions
- ❖ The interned and CRM technology have enabled companies to capture real time data about individual customers and to track their preferences purchases and usage patterns overtime.

Customer Satisfaction

Customer satisfaction is defined as “a person’s felling of pleasure or disappointment resulting from comparing a product’s performance in relation to his expectations from that product.“ if performance falls short of expectations customers and dissatisfied and may switch to competitors. If performance matches expectations customers are satisfied. If performance exceed expectation customer are delighted.

It is generally believed that satisfied customer will be loyal to the company. However that is not true because the link between customer satisfaction and customer loyalty is not proportional. Even satisfied customers may switch to competitors simply because the competitors are able to exceed their expectations. Thus companies have learnt that tin competitive environments. Customer loyalty can only be gained by consistently delivering product performance that exceeds expectations a customer decision to be loyal or to switch is based on the entire experience with that product and the company.

Buying Behaviour

Buying behaviour is defined as “all psychological, social, and physical behaviour of potential customers as they becomes aware of evaluate, purchase, consume and tell others about the product and services. “Buying behaviour includes both consumer and business buyer behaviour.

Market Segmentation

Market segmentation is the act of identifying and profiling distinct groups of buyers who might require separate products and or marketing mixes. It is the process of splitting customers into different groups, or segment, within which customers with similar characteristics have similar needs. By doing this each one can be targeted and reached with a distinct marketing mix.

Positioning

Positioning is the act of designing the company's offer and image so that it occupies a distinct and valued place in the target customers minds. Positioning calls for the company to decide how many differences and which difference to promote to the target customers.

Target marketing

Target marketing is the decision to distinguish the different groups that make up a market and to develop corresponding products and marketing mixes for each target market. Target marketing helps in spotting market opportunities and developing winning products and marketing mixes.

MARKETING STRATEGY

In today's competitive marketplace a strategy that insures a consistent approach to offering your product or service in a way that will outsell the competition is critical. However, in concert with defining the marketing strategy you must also have a well defined methodology for the day to day process of implementing it. It is of little value to have a strategy if you lack either the resources or the expertise to implement it.

MARKETING ENVIRONMENT

The marketing environment involves factors that, is the most part, are beyond the control of the company. Thus, the company must adapt to these factors. It is important to observe how the environment changes so that a firm can adapt its strategies appropriately. Consider these environmental forces:

Demographic Environment

The first environmental force to monitor is population because people make up markets. Marketers are keenly interested in the size and growth rate of population in different cities, region and nations; age distribution and ethnic mix, educational levels, household’s patters and regional characteristics and movements.

Natural Environment

In many world cities, air and water pollution have reached dangerous levels. There is great concern about industrial chemicals creating a hole in the ozone layer that will produce a “green house effects”, namely a dangerous warming of the earth. Marketers need to be aware of the threats and opportunities associated with four trends in the natural environment namely: shortage of raw materials, increased cost of energy, increased levels of pollution and changing role of governments in environment protection.

Economic Environment

Some firms in particular are extremely vulnerable to changes in the economy. Consumers tend to put off buying a new car, going out to eat, or building new homes in bad times. In contrast, in good times, firms serving those needs may have difficulty keeping up with demand.

Cultural environment

The society that people grow up in shapes their basic beliefs, values and norms. People absorb almost unconsciously a world view that defines their relationship to themselves to others to nature and to the universe. The people living in a particular society hold many core beliefs and values that tend to persist. Core beliefs and values are passed on form parents to children and are reinforced by major social institutions.

Political environment

Marketing decisions are strongly affected by developments in the political environment. This environment is composed of laws, government agencies and pressure groups that influence and limit various organisation and individuals in society.

Technological Environment

The most dramatic force shaping people's lives is technology. One's attitudes towards technology depend on whether one is more enthralled with its wonders or its horrors. Changes in technology may significantly influence the demand for a product. The economic growth rate is affected by how many major new technologies are discovered. The marketer should watch the following trends in technology.

- Accelerating pace of technological change
- Unlimited innovational opportunities
- Varying R&D budgets
- Increased regulation of technological change.

Competition:

Competitors often "creep" in and threaten to take away markets from firms. For example, Japanese auto manufacturers became a serious threat to American car makers in the late 1970s and early 1980s. Similarly, the Lotus Corporation, maker of one of the first commercially successful spreadsheets, soon faced competition from other software firms

Nature of Marketing:

Marketing is both a science and an art. The handling of marketing responsibilities clearly cal for a diversity of human talents. These responsibilities require the personality traits, which will enable him to a effective job, dealing with the customer. They must be artistic an imaginative persons who could create effective advertising and sales programmes. He should also be very convincing all these prove that marketing management is a science. On the other hand a continues proactive in personal selling, advertising and sales promotion, develops a group of artists. Thus we conclude that marketing is science as well as an art.

Importance of Marketing:

Management occupies the most important place in any business organization. Main reason is that the ultimate aim of any business unit is to earn profit by selling goods and service to customers for the business. Marketing provides the necessary customer for the business to produce goods. Marketing helps in matching the markets with the product of quality. Matching products with markets means determining the wants and needs potential customers and supplying products which meet those demands. Marketing helps not only producers, but also customers and society.

Marketing management performers all managerial functions in the field of marketing. It has no plan and develops the product on the basis of known customer demand. It has to formulate should marketing policies and programs. Marketing management organizes, directs and controls and marketing activities including in the process of marketing all goods and services.

Increase in Sales Volume:

Marketing is some thing more than selling marketing includes knowing about the needs of the future customer, their purchasing power, taste, education qualification and social background.

Finding and deciding what they want, when they want at what price they want it. These are help full increase the sales and profitability of the organization. Hence marketing is not only the satisfaction of the customer needs, but also increasing sales volume of the concern also. An increase in the sales volume will necessarily the profit of the concern as well as its future growth responsibility.

Increase in net profit

If there is an increase in sales then definitely there will be an increase in profit also. But the expenditure should be constant. The cost and demand and supply position of the product determine profit structure. So a number of marketing experts suggest maximization of profit as a goal of marketing.

History of Brand

Some of the most famous brands in the world today

In the field of marketing, brands originated in the nineteenth century with the advent of packaged goods. The first registered brand was the red triangle registered by Bass beer, as the British were the first to introduce a law for trade mark registration [1]. Industrialization moved the production of household items, such as soap, from local communities to centralized factories. When shipping their items, the factories would brand their logotype insignia on the shipping barrels. These factories, generating mass-produced goods, needed to sell their products to a wider range of customers, to a customer base familiar only with local goods, and it turned out that a generic package of soap had difficulty competing with familiar, local products.

The fortunes of many of that era's brands, such as Uncle Ben's rice and Kellogg's breakfast cereal, illustrate the problem. The packaged goods manufacturers needed to convince buyers that they could trust in the non-local, factory product. Campbell soup, Coca-Cola, Juicy Fruit gum, Aunt Jemima, and Quaker Oats, were the first American products to be branded to increase the customer's familiarity with the products.

Around 1900, James Walter Thompson published a house advert explaining trademark advertising, in an early commercial description of what now is known as 'branding'. Soon, companies adopted slogans, mascots, and jingles that were heard on radio and seen in early television. By the 1940s, Mildred Pierce manufacturers recognized how customers were developing relationships with their brands in the social, psychological, and anthropological senses. From that, manufacturers quickly learned to associate other kinds of brand values, such as youthfulness, fun, and luxury, with their products. Thus began the practice of 'branding', wherein the customer buys *the brand* rather than the product.

Background and introduction

The word "brand", when used as a noun, can refer to a company name, a product name, or a unique identifier such as a logo or trademark.

In a time before fences were used in ranching to keep one's cattle separate from other people's cattle, ranch owners branded, or marked, their cattle so they could later identify their herd as their own.

The concept of branding also developed through the practices of craftsmen who wanted to place a mark or identifier on their work without detracting from the beauty of the piece. These craftsmen used their initials, a symbol, or another unique mark to identify their work and they usually put these marks in a low visibility place on the product.

Not too long afterwards, high quality cattle and art became identifiable in consumers' minds by particular symbols and marks. Consumers would actually seek out certain marks because they had associated those marks in their minds with tastier beef, higher quality pottery or furniture, sophisticated artwork, and overall better products. If the producer differentiated their product as superior in the mind of the consumer, then that producer's mark or brand came to represent superiority.

Concepts

Marketers engaged in branding seek to develop or align the expectations behind the brand experience, creating the impression that a brand associated with a product or service has certain qualities or characteristics that make it special or unique. A brand image may be developed by attributing a "personality" to or associating an "image" with a product or service, whereby the personality or image is "branded" into the consciousness of consumers. A brand is therefore one of the most valuable elements in an advertising theme. The art of creating and maintaining a brand is called brand management.

A brand which is widely known in the marketplace acquires brand recognition. When brand recognition builds up to a point where a brand enjoys a critical mass of positive sentiment in the marketplace, it is said to have achieved brand franchise. One goal in brand recognition is the identification of a brand without the name of the company present. For example, Disney has been successful at branding with their particular script font (originally created for Walt Disney's "signature" logo), which it used in the logo for go.com.

The act of associating a product or service with a brand has become part of pop culture. Most products have some kind of brand identity, from common table salt to designer clothes. In non-commercial contexts, the marketing of entities which supply ideas or promises rather than product and services (e.g. political parties or religious organizations) may also be known as "branding".

The ultimate accolade for a brand is to be at the top of its category. Once this has happened, however, it risks becoming generic and being unable to act as a brand - the ability to distinguish goods from different producers.

Brand equity

Brand equity measures the total value of the brand to the brand owner, and reflects the extent of brand franchise. *Brand name* is often used interchangeably with *brand*, although it is more correctly used to specifically denote written or spoken linguistic elements of a brand. In this context a brand name constitutes a type of trademark, if the brand name exclusively identifies the brand owner as the commercial source of products or services. A brand owner may seek to protect proprietary rights in relation to a brand name through trademark registration.

Brand orientation

Brand Orientation refers to "the degree to which the organization values brands and its practices are oriented towards building brand capabilities"

Brand orientation is a deliberate approach to working with brands, both internally and externally. The most important driving force behind this increased interest in strong brands is the accelerating pace of globalization. This has resulted in an ever-tougher competitive situation on many markets. A product's superiority is in itself no longer sufficient to guarantee its success. The fast pace of technological development and the increased speed with which imitations turn up on the market have dramatically shortened product lifecycles.

Brand loyalty

It has been proclaimed by some to be the ultimate goal of marketing.[In marketing, brand loyalty consists of a consumer's commitment to repurchase the brand and can be demonstrated by repeated buying of a product or service or other positive behaviors such as word of mouth advocacy. True brand loyalty implies that the consumer is willing, at least on occasion, to put aside their own desires in the interest of the brand.

Brand loyalty is more than simple repurchasing, however. Customers may repurchase a brand due to situational constraints, a lack of viable alternatives, or out of convenience. Such loyalty is referred to as "spurious loyalty". True brand loyalty exists when customers have a high relative attitude toward the brand which is then exhibited through repurchase behavior. This type of loyalty can be a great asset to the firm: customers are willing to pay higher prices, they may cost less to serve, and can bring new customers to the firm.

Brand Management

Brand management is the application of marketing techniques to a specific product, product line, or brand. It seeks to increase the product's perceived value to the customer and thereby increase brand franchise and brand equity. Marketers see a brand as an implied promise that the level of quality people have come to expect from a brand will continue with future purchases of the same product. This may increase sales by making a comparison with competing products more favorable. It may also enable the manufacturer to charge more for the product. The value of the brand is determined by the amount of profit it generates for the manufacturer. This results from a combination of increased sales and increased price.

Brand Awareness

Brand awareness is when people recognize your brand as yours. This does **not** necessarily mean they prefer your brand (*brand preference*), attach a high value to, or associate any superior attributes to your brand, it just means they recognize your brand and can identify it under different conditions.

Brand awareness consists of both ***brand recognition***, which is the ability of consumers to confirm that they have previously been exposed to your brand, and ***brand recall***, which reflects the ability of consumers to name your brand when given the product category, category need, or some other similar cue.

Brand preference

Brand preference occurs when consumers prefer your brand over competing brands. Brand preference might be considered "the holy grail" of branding because it is the result of consumers knowing your brand, understanding what is unique about your brand, connecting emotionally with your brand, making a decision that your brand is superior to others for some reason or combination of reasons, and choosing it over competing brands.

Brand Architecture

The different brands owned by a company are related to each other via brand architecture. In product brand architecture, the company supports many different product brands each having its own name and style of expression but the company itself remains invisible to consumers. Procter & Gamble, considered by many to have created product branding, is a choice example with its many unrelated consumer brands such as Tide, Pampers, Ivory and Pantene. With endorsed brand architecture, a mother brand is tied to product brands, such as The Courtyard Hotels (product brand name) by Marriott (mother brand name). Endorsed brands benefit from the standing of their mother brand and thus save a company some marketing expense by virtue promoting all the linked brands whenever the mother brand is advertised.. In the third model only the mother brand is used and all products carry this name and all advertising speaks with the same voice. A good example of this brand architecture, most often known as corporate branding, is the UK-based conglomerate Virgin. Virgin brands all its businesses with its name (e.g., Virgin Megastore, Virgin Atlantic, Virgin Brides) and uses one style and logo to support each of them.

The definition of brand

A brand is an identifiable entity that makes specific promises of value. In its simplest form, a brand is nothing more and nothing less than the promises of value you or your product make. These promises can be implied or explicitly stated, but none-the-less, value of some type is promised.

Brand Image

Brand image is defined as consumers' perceptions as reflected by the associations they hold in their minds when they think of your brand.

Brands were originally developed as labels of ownership: name, term, design, and symbol. However, today it is what they do for people that matters much more, how they reflect and engage them, how they define their aspiration and enable them to do more. Powerful brands can drive success in competitive and financial markets, and indeed become the organization's most valuable assets

Images evoked by exposure to a named brand

Like brand personality, brand image is not something you have or you don't! A brand is unlikely to have one brand image, but several, though one or two may predominate. The key in brand image research is to identify or develop the most powerful images and reinforce them through subsequent brand communications. The term "brand image" gained popularity as evidence began to grow that the feelings and images associated with a brand were powerful purchase influencers, though brand recognition, recall and brand identity. It is based on the proposition that consumers buy not only a product (commodity), but also the image associations of the product, such as power, wealth, sophistication, and most importantly identification and association with other users of the brand. In a consumer led world, people tend to define themselves and their Jungian "persona" by their possessions. According to Sigmund Freud, the *ego* and *superego* control to a large extent the image and personality that people would like others to have of them.

Good brand images are instantly evoked, are positive, and are almost always unique among competitive brands.

Brand image can be reinforced by brand communications such as packaging, advertising, promotion, customer service, word-of-mouth and other aspects of the brand experience.

Brand images are usually evoked by asking consumers the first words/images that come to their mind when a certain brand is mentioned (sometimes called "top of mind"). When responses are highly variable, non-forthcoming, or refer to non-image attributes such as cost, it is an indicator of a weak brand image

How to Understand Branding

From a shallow point of view, brand is what's given by a company to its merchandise so the manufacturer can be identified by consumers. Yet, after an increasing evolution on the production systems that allows almost any manufacturer to make high quality and satisfactory products, brands became a way of distinguishing simple commodities and their manufacturers by status, emotional characteristics and subjective qualities. A well-built brand gives the company or product personality, and evokes emotional and subliminal characteristics that are not necessarily found in the company or product themselves.

A brand is built, initially, considering the following main characteristics:

1. **The target public --** its preferences, interests and ways by which it might be attracted.
2. **The geographic place --** its particularities, culture, population, weather, history, etc.
3. **The selling place --** its consumers' habits, other merchandising available for sale and the nearby selling places.

4. **The market --** similar products and eventual gaps or saturations on the distribution, communication and manufacturing.

5. **Communication --** advertisement and other marketing actions, as well as brand building of similar products.

After a market analysis, the building is started, accomplishing the following steps.

1. **Creation of a name** by the company owner, its marketing department or an advertisement agency.

2. **Creation of a logo**, considering its applications and future uses. It's usually done by an ad agency or a design company.

3. **Creation of a personality** that encompasses all the characteristics the brand is supposed to have. It's done by the marketing department or an advertisement agency.

4. **Elaboration of marketing actions** that will publicize the new brand and its values, in the best way to reach the desired market and public. The choice of the market actions depend on the budget available, the market size, its peculiarities, the public, etc.

After a deep marketing analysis and a study of the best values to be attributed to the product, the brand is launched as a pool of subjective characteristics that are not materially present in the merchandise. If a brand becomes too old or old-fashioned, or if it doesn't attracts the market or public it is supposed to, actions of repositioning can be done. These actions can evoke the brand a new personality or reach new markets and consumers, and can be done by communication and marketing actions as well as logo and package changing.

Brand Perception & Decision Making

Most imaging and document product segments are extremely competitive, with multiple brands competing for "share of mind" in the battle for overall market share. In many cases the competing products and services have very similar feature sets and price points that are available through comparable channels. Brand can often be the key discriminating factor in a customer's decision to select one product over another.

Brand is essentially the sum of all experiences related to the product, service, and companies that make and deliver the product. Brand perceptions are shaped by functional experiences (i.e. speed, quality, reliability, ease of use) as well as emotional experiences (i.e. make me feel better, improve my performance, make my life/job more gratifying or easier) the customer associates with the product and company.

Brand experiences and perceptions are developed over time through a variety of sources, including:

- Previous experience with the brand
- Interactions with sales, customer service, and other employees
- Recommendations from friends and colleagues
- Reviews by reputable sources
- Advertising

Brand managers need to understand how customers perceive and select brands in specific product categories and market segments. You also need to know what is important to customers when making a brand decision, where customers get information about products and services, and what customers think about your brand.

Most vendors are working with very tight margins and cannot afford to invest in programs that do not demonstrably improve their market position. With marketing costs increasing, you need objective input to make budget decisions for your marketing activities.

Info Trends regularly conducts extensive brand decision research on the imaging and document technology markets. We can cost-effectively provide you with objective information and insights that will help guide your important marketing decisions.

Measure unaided and aided brand awareness

- Determine brand share
- Assess customers’ brand preference
- Determine the information sources used in making brand decisions
- Identify the key factors when selecting a brand
- Measure the brand performance by key factors (i.e. performance, price, availability)
- Quantify the strength of the brand by components
- Understand the role of sales representative in brand selection
- Measure brand loyalty and premium or discount
- Determine factors for switching brands

Principles

A good **brand name** should:

- Be protected (or at least protectable) under trademark law
- Be easy to pronounce
- Be easy to remember
- Be easy to recognize
- Be easy to translate into all languages in the markets where the brand will be used
- Attract attention
- Suggest product benefits (e.g.: Easy-Off) or suggest usage (note the tradeoff with strong trademark protection)
- Suggest the company or product image
- Distinguish the product's positioning relative to the competition.
- Be super attractive
- Stand out among a group of other brands < like that one compared to the others

The benefits of a strong brand

- A strong brand influences the buying decision and shapes the ownership experience.
- Branding creates trust and an emotional attachment to your product or company. This attachment then causes your market to make decisions based, at least in part, upon emotion-- not necessarily just for logical or intellectual reasons.
- A strong brand can command a premium price and maximize the number of units that can be sold at that premium.
- Branding helps make purchasing decisions easier. In this way, branding delivers a very important benefit. In a commodity market where features and benefits are virtually indistinguishable, a strong brand will help your customers trust you and create a set of expectations about your products without even knowing the specifics of product features.
- Branding will help you "fence off" your customers from the competition and protect your market share while building mind share. Once you have mind share, you customers will automatically think of you first when they think of your product category.
- A strong brand can make actual product features virtually insignificant. A solid branding strategy communicates a strong, consistent message about the value of your company. A strong brand helps you sell value and the intangibles that surround your products.
- A strong brand signals that you want to build customer loyalty, not just sell product. A strong branding campaign will also signal that you are serious about marketing and that you intend to be around for a while. A brand impresses your firm's identity upon potential customers, not necessarily to capture an immediate sale but rather to build a lasting impression of you and your products.

- Branding builds name recognition for your company or product.
- A brand will help you articulate your company's values and explain why you are competing in your market.

RESEARCH DESIGN

INTRODUCTION

A researcher is like an engineer who meticulously plans everything before he can start any work. An engineer proposes a blue print before he finally starts the construction of building or fabrication of a machine. As such, a research scholar is also required to prepare the plan of action for his study. The plan of action is known as “Research Design” in formal language, a research design indicates a plan of action to be carried out in connection with a proposed research work.

DEFINATIONS

Research design is a purposeful scheme of action proposed to be carried out in a sequence during the process of research focusing on the management problem to be tackled. It is only a guideline for the researcher to enable him to keep track of his actions and to know whether he was moving in the right direction in order to achieve his goal.

According to Clifford Woody research comprises defining and redefining problems, formulating hypotheses or suggested solution, collecting, organising and evaluating data; making deductions and reaching conclusions and at last carefully testing the conclusions to determine whether they fit the formulating hypothesis.

TITLE:

“ A study on Presence of Branded Paint Companies and Brand Image of Kansai Nerolac Paints Limited in Anantapur Market”

STATEMENT OF THE PROBLEM

Kansai Nerolac Paints inspite of being in the market for many decades and also having good quality has not been able to capitalize on its brand and create impact on the Customers and Dealers.

Therefore a study on Presence of Branded Paint Companies and Brand Image of Kansai Nerolac Paints. It is necessary to find out the Dealers preference on various brands of paint present in the Anantapur District and Brand Image of Kansai Nerolac Paints.

The study helps to obtain suggestions for improvement of the paint of this company. This study will contribute to find out the "Presences of Branded Paint Companies and Brand Image of Kansai Nerolac Paints in Anantapur district. An effort to highlight the competitiveness among the other major in the paint world.

Objective of the Study

1. To find out the Presence of Branded Paint Companies in Anantapur district.
2. To find out the Brand Image of Kansai Nerolac Paints in Anantapur district.
3. To analysis the influence of Advertisement, Painter ,Quality, brand image and Price on the customer purchase decision.
4. To find out the dealers preference of various brands of paint.
5. To find out which is the No. 1 brand in Anantapur district and highest monthly sales turnover of branded paints?
6. To find out dealers wishes to have another machine and interested channel partner with KNPL in the Anantapur district.
7. To find out the reasons behind the problems which can identify them and take proper corrective actions which improve the profit and market share of the company.

SCOPE OF THE STUDY

1. To get the complete Knowledge about the Kansai Nerolac Paints Limited.
2. Scope of the study is to find out the solutions in some of the problems facing by the company.
3. The study is conducted to assess or analysis the Presences of Branded Paint Companies and Brand Image of Kansai Nerolac Paints in comparison with other brands in the Anantapur district.

METHODOLOGY OF THE STUDY

Research Methodology is the most important aspect of the survey without which the researcher may not be able to obtain facts and figures from dealers. Face to face conversation backed up questionnaire check list is useful tool for the study.

RESEARCH DESIGN

Research Design is purely a master plan or model for the conduct of the investigation. It is a specification of procedures for collection and analyzing information required for the solution of the specific problems.

QUESTIONNAIR

The most popular research instrument for collecting data is questionnaire. The questionnaire is given to the respondents for collecting information.

PERSONAL INTERVIEW

Having direct discussion with dealers to the related topic to collect the accurate data and analysis the data.

DATA COLLECTION OR THE SOURCES OF DATA

Once a research design is planned and finalized the researcher will proceed with the task of collecting the data. The researcher may require both the Primary Data and Secondary Data.

1. **Primary Data:**

The Primary Data was collected through personal interview backed up by a structured questionnaire from the Dealers. Questionnaire was designed carefully gives attention to question from which we could collect required information from the respondents.

2. **Secondary Data:**

The research required collection of data from secondary data source such as Books, Survey reports, Business Magazines, Trade Journals and some more information is collected from the company website.

SAMPLE SIZE AND PROCEDURE

The size of the sample has a direct relationship with the degree of accuracy desired in the investigation. A sample size is 100 chosen for Dealers.

Random Sample Method is adopted for the study since the population has a definite chance of being induced in the sample. i.e. the researcher has selected dealers in selected areas to collect data which is very important for the study.

FIELD WORK

Field work is an important part of a research work for this research the researcher collected data from dealers in Anantapur district. Before filling questionnaire the researcher explained the importance of this survey after this the researcher ask questions for the respondents to collect accurate data from them.

ANALYSIS

After collecting the information it was transferred for analysis & interpretation of the data. The data relating to set of objectives were then classified and the findings were recorded later the data was graphically represented.

Suggestions and conclusion are also drawn from the data. As the work done under the assumption that the data collected from the respondent were accurate.

LIMITATION OF THE STUDY

1. The information given by the Dealer is limited.
2. Some of the data given by the Dealer is incomplete, so it becomes very difficulty to analysis and interprets the data.
3. Study is limited at Anantapur district only due to the limitation of time.
4. The study suffers from time constraint hence making it difficult to carry out on the project for a longer period of time.
5. The sample size has to be confirmed to 100 for dealers due to lack of time and resources.

CHAPTER SCHEME

The brief description of each chapter in this study is given below

Chapter I : INTRODUCTION: Describes the general introduction towards paint history and paint history in India and also broad dimension of marketing management.

Chapter II : RESEARCH DESIGN: This chapter shows the research design and Methodology.

Chapter III : COMPANY PROFILE: Describes the company profile of "Kansai Nerolac Paints Limited"

Chapter IV: DATA ANALYSIS & INTERPRETATION: This chapter describes a step by step analysis of data collection and interpretation of the concepts formed and the results inferred.

Chapter V: FINDINGS: This chapter summarises the findings i.e. the facts that the data reveals form the survey.

Chapter VI: RECOMMENDATIONS & CONCLUSION: This chapter deals with the precise suggestions and conclusions drawn during the observation, suggestions given by the various dealers.

BIBLIOGRAPHY: Books, trade journals and web sites referred to prepare this project report.

ANNEXURES

A) Questionnaire for dealers

B) Tables& Graphs

PROFILE OF THE COMPANY

ORIGIN AND EVOLUTION OF THE COMPANY:

The origin of “Goodlass Nerolac Paints Limited” was started in 1920 as “Gahagan Paints and Varnish Co, limited” at lower parel in Bombay. In 1930 three British Companies merged to formulate “lead industries Group Limited”. In 1933 this company acquired entire share capita of Gahagan Paints. Thus “Goodlass Wall (India) Limited was born.

Subsequently by 1946, it was known as “Goodlass Wall Pvt Ltd” in 1957 it grew popular as “Goodlass Nerolac Paints (Pvt) Ltd”. And also it went public in the same year and establishes itself as “Goodlass Nerolac Paints Limited”.

In 1976, it became a part of the Tata Forbes Group on acquisition of a part of the foreign share holders by Forbes Gokak.

In 1983, it strengthened itself by entering in technical collaboration agreements with “Kansai Paints co. Ltd”; Japan and Nehon Tokushu Toryo Co Ltd, Japan.

In 1986 they turned into a joint venture of Tata Forbes and the Kansai Paints with the latter acquiring 36% of its share capital. In 1999 Kansai Paints Ltd took over the entire stake of Tata Forbes Group and thus Goodlass Nerolac Paints became a wholly owned Subsidiary of “Kansai Nerolac Paint Limited”.

In 2006 on 11th July Goodlass Nerolac Paints Limited name has been changed to “**Kansai Nerolac Paints Limited”**.

During the journey of continuous excellent performance they entered into many technical collaboration with other industry leaders such as E.I duly 1 pont de Nemours and company inc; USA and Oschima Kogya Company Ltd, Japan for their different products.

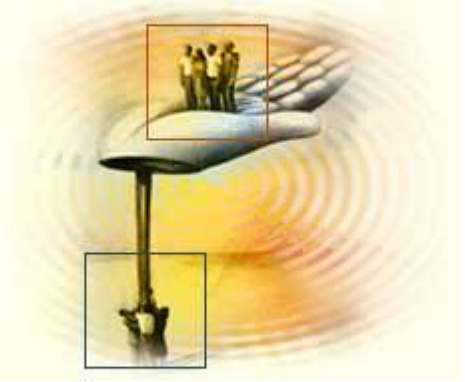
Presently company has a human asset of over 2000 professionals and a sales turnover of Rs. 1484 crores. Now this company is esteemed to be a subsidiary of Kansai Paints Company Limited, which is the largest paint manufacturing company in Japan and among the top ten coating companies in the world.

Today, Kansai Nerolac Paints Limited is the Second Largest coating company in India with a market share of around 20% and also the market leader in industrial / automotive segment supplying over 90% of the OEM requirements and also in powder coating.

Management & Key People

"The people who make the company are its real assets." At **Kansai Nerolac**, the company stand by this. The success of **Kansai Nerolac** has hinged on this philosophy since 1920, and being the second largest paint company in India is the rightful tribute to its people's commitment and dedication.

With employee strength of around 2000 spread over the country and an efficient management, the company provides the conducive work atmosphere to develop and grow. Company's team of PhD's, engineers and technicians visit collaborator's plants abroad to update themselves with the latest techniques.



BOARD OF DIRECTORS

Name of the Person	Designation
Dr. JAMSHED JIJI IRANI	CHAIRMAN
MR. DEVENDRA MOTILAL KOTHARI	VICE -CHAIRMAN
MR. HIROSHI ISHINO	DIRECTOR
MR. YUZO KAWAMORI	DIRECTOR
MR. PRADIP SHAH	DIRECTOR

MR. HARISHCHANDRA MEGHRAJ BHARUKA	MANAGING DIRECTOR
MR. SUSIM MUKUL DATTA	DIRECTOR
MR. NOEL TATA	DIRECTOR
MR. YASO TAJIRI	DIRECTOR

Management Committee Members	
Name of the Person	**Designation**
Mr. H.M. Bharuka	Managing Director
Mr. Praveen Chaudhari	Director - Supply Chain
Mr. Shrikant Dikhale	Vice President - HR
Mr. Anuj Jain	Vice President - Marketing (Decorative)
Mr. Ashok Saini	Vice President - Special Projects
Mr. Murali Sundaram	Vice President - Industrial Marketing
Mr. Mahesh Mehrotra	Vice President - Technical
Mr. Mori	Consultant-Manufacturing
Mr. Takano	Consultant-Technical
Mr. P.D. Pai	Vice President - Finance
Mr. Jason Gonsalves	Vice President - Corporate Planning & IT

ISO certificate

Kansai Nerolac Paints Ltd., has embarked on a TQM (Total Quality Management) mission.

Company’s first step towards this objective and assuring their valued customers with respect to their commitment to Quality, the company’s manufacturing facilities are ISO 9000 / certified. Not only that their major mfg units are ISO 14000 (Environmental std) certified.

JAINPUR

NIPA

PPL LOTE Apr-02

Aug-99

ENVIRONMENTAL POLICY

Kansai Nerolac Paints Limited manufacture paints for beautification of assets. They are committed themselves towards environmental protection and conservation of natural resources. They shall evaluate the environmental impacts of their activities during the development of manufacturing processes and endeavor to minimise the impact on the environment due to their activities.

Their objective is to utilise their natural resources in an efficient manner. They shall encourage continual and targeted improvements to:

- Prevent waste generation at source

- Reduce, recover and recycle wastes

- Reduce and prevent pollution of air, water and land

They shall objectively accept suggestions towards improvement in their environmental performance from customers, employees and suppliers. As a responsible care company they are committed to comply customer requirements and shall provide necessary resources for accomplishment of objectives and targets.

Organizational Strengths

The organization is not set on pillars of brick and concrete but is set on strong inherent characteristics that make it strong for years!

Nerolac is carrying on strong since 1920. Following are its strengths that have kept this company in good faith.

Strong vision and values

Nerolac is a company with very clear and well-defined vision and very strong values. Clarity of vision and strong foundation of cultural values have always kept this company in good stead. Its ethical conduct has always guarded it against any possible traps and pit falls.

They have made sure that the distribution hurdles and the climatic vagrancies do not affect the quality of their services. This same commitment will ensure that **Kansai Nerolac** will march towards its centennial year, fully dedicated and invigorated, in step with the exciting wave of industrialization and modernization pervading through the new India.

COMPANY AWARDS

- ✓ ICSI National award for Excellence in Corporate Governance in Nov 26 2007.
- ✓ ABCI Award for third Consecutive year in Jan 12 2006.
- ✓ Best Managed Company Award (BT&A.T Rearney) in March 22 2005.
- ✓ All India Journal Award for Goody Vision for the year 2003-2004.
- ✓ ABCI award for certificate of commendation for Environment Report & Digital Communication Web-site in the year 2004.
- ✓ National Award for conferred on Nerolac for Outstanding efforts in R&D in Nov 16 2004.
- ✓ Greentach safety Award for the year 2003-2004.

COMPETITORS

Major competitors of Kansai Nerolac Paints are

1. Asian Paints Ltd.
2. Berger Paints Ltd.
3. ICI Paints Ltd.
4. Shalimar Paints Ltd.

Innovation in Research & Development

The keystone of **Kansai Nerolac's** success has been its investment in technology and the importance given to Research and Development. The company has, over the years, set up excellent facilities for developmental research, improving its manufacturing processes and continuously innovating on its products.


Kansai Nerolac's R&D laboratory has the distinction of being one of the first to be officially recognized by the Department of Science and Technology (DTI), Government of India. At **Nerolac**, quality control starts from the first stage of raw materials, through intermediates, right up to the finished products.

Wide Experience

The rich cumulative experience of the organization gathered over 80 years of experience provides a strong backbone to all kinds of decisions taken in this company. 80 years of learning in trade and market has given enough expertise to innovate and develop products and services according to the changing needs and desires of

customers. **Nerolac** paint technology cuts across all barriers; without discriminating between uses or users. The past decades have seen a meteoric rise in the fortunes of

Kansai Nerolac. Today, this is the second largest paint company and a recognized leader in their chosen fields. The company was adjudged the fastest growing paint company in the organized sector, not once but thrice-in consecutive years.

People

Nerolac is a company, which considers its people as one of its strengths. **Nerolac** has always valued its employees. Recruitment thus becomes very important activity at **Nerolac**. Employees that add value to the organization are suitably awarded & rewarded to keep the fire live & going.

Strategic Alliances

The coatings industry globally, like several other industries, is in the process of consolidation. The process of consolidation is intended to help companies meet increasingly challenging customer requirements by constantly updating technology, striving for greater efficiency in operations and ensuring worldwide servicing capabilities. World over, units are moving with associates/affiliates/parent bodies with core competence as their prime objective. The acquisition by Kansai of the shareholding of Forbes Gokak Ltd. and their associates in your Company is in furtherance thereof. Their technical collaborators and associates are strategically placed to make most of the market opportunities and create more value to the company.

Manufacturing Strength

Manufacturing is a very important function for the paint industry. Nerolac has made sure that its manufacturing facilities are world class. Nerolac has five manufacturing units located at Perungudi (T.N.), Vatva (Gujarat), Jainpur (U.P.), Lote Parshuram (Maha.) & Bawal (Haryana). The total installed capacity of all the units put together is 161100 TPA. Its latest unit is at Bawal, which was commissioned in March 2005, with a capacity of 20400 TPA with an investment of around Rs.100 crore-all through internal accruals.

Strong Distribution Network

Nerolac's strength of wide spread distribution network is its right arm in generating sales revenue from all parts of India. Nerolac has a wide distribution network of over 11,000 dealers. They have eight Sales Divisions and each division has depots to take care of local needs. In all they have 66 depots. Company has also its co-operative offices located at major cities (Ahamedbad, Mumbai, Bangalore, Hyderabad, Pune, Chennai, and Kolkatta) and it has five manufacturing plants across the country. All this ensures complete reach in India including rural and up country markets.

Marketing Policy

Marketing is the management process that identifies, anticipates and satisfies customer requirements profitably.' – Philip Kotler

At Nerolac, the marketing function has been one of the pillars behind building a successful organization. They believe their key strength lies in understanding the consumer and communicating with him in a language they understand and relate to best. Nerolac commercials have been well -loved over the years and its jingle - **'Jab ghar ki raunaq badhaani ho...'** is now a familiar tune in every Indian household.

Over the years, Nerolac has undertaken several initiatives, which have met with unprecedented success and really made people really sit up and take notice of the brand. Beginning with the introduction of the new Brush stroke logo, which stands for the **'process of painting'**? It depicts **motion**, **dynamism** and **progress** through change. The signal red colour, which is the colour of Nerolac, is **symbolic of eternal**

joy and hope. It has now become an integral part of their brand identity and now appears as a sign-off on any kind of communication.

Another one of the marketing initiative was the unveiling of the new corporate campaign with Mr. Amitabh Bachchan as the company's brand ambassador. In this campaign, Amitabh Bachchan embodied Nerolac and showed how it touches the lives and dreams of people...no matter who they are and where they come from. The essence of this thought was captured in the new baseline **'Yeh Rang hain jo har kisi ko chhoota hain'.**

Apart from the corporate campaign, they also released a new commercial for Nerolac Suraksha with Mr. Bachchan. Focusing on the fast growing exterior category, this commercial playfully demonstrates Suraksha's proposition of protection.

Another one of the initiatives launched, during the festival season of Diwali was **"Har Din Diwali "**a promotional campaign aimed at the customer. The unique feature of this campaign was the opportunity to win daily prizes through out the entire duration of 55 days of the campaign. In addition to the daily prizes there was also a Grand bumper prize to be won. For sure this was one campaign that was a runaway success.

Complimenting their core business of paints last year also saw the launch of **"Nerolac Assured Paint Service"**. Designed to bring the Nerolac experience right to the consumers' doorstep, it met with an excellent response. Currently available in Mumbai, consumers can now relax while the Nerolac team takes over the entire paint job right from sourcing to execution.

The Kansai Nerolac mark symbolises a progressive, forward driven process of change. This movement is expressed in a trend setting style that makes it unique and memorable.

yeh rang hai
jo har kisi ko chhuta hai

HR ANGLE

Vision Values and Culture

In today's dynamic business environment, no organization can afford to survive without a well-articulated and carefully thought vision stating the overall strategic direction and long-term future of its business.

They have been at the forefront of paint manufacturing over eight decades pioneering a wide spectrum of quality products that change the face of economy and lifestyles of people at large.

Company's vision is to leverage global technology, for serving their customers with superior coating systems built on innovative and superior products and world class solutions, to strengthen their leadership in Industrial coatings and propel for leadership in Architectural coatings, all to the delight of their stakeholders.

They firmly believe that it is not only the vision of where they wish to go which will form a cornerstone of all their further growth, but also their conviction to the fact that the values based proposition has to be ultimate foundation of their business.

To this end they consciously have internalized and been practicing these values in all their business transactions though human beings:

- Innovation
- Entrepreneurial
- Responsive
- Simplicity
- Team Orientation

Cultural Ethos

- Vision driven organization
- Employees feel pride in being part of the organization
- Recognition of human resources has extremely important and critical assets
- High level of human onginity
- Transparency and openness among employees at all hierarchical levels
- Performance link reward systems
- Management and employee commitment to organization values is high
- Autonomy in work is high
- High commitment to quality products

The HR Philosophy

At Nerolac they recognize their human resources as extremely important and critical assets. They honor the dignity of each individual, irrespective of position and highly value the feelings and emotions of people.

Company's Human Resource Policy is, to facilitate creation of synergy, mutuality and interdependence between individual and corporate development and growth through total employee involvement and building an enabling work culture in the organization.

Informality in interactions, transparency and openness in communications at all levels, and an enabling work environment supporting high autonomy of work, transparency and an objective subjectivity of Performance Management System, fair dealing, tremendous care and concern for people are a few of the softer aspects of permeable people management environment which represent the organizational climate and culture. Their faith is averred by the fact that people feel pride in being part of the **Nerolac** family. We care for people; people care for our business.

The Quality Policy

It is the philosophy of **Kansai Nerolac Paints Ltd**., and its associates to achieve complete customer satisfaction by providing products and services that consistently meet or exceed the customer needs and expectations, pursuant to agreed specifications, delivery schedules and competitive prices. It is the philosophy of the company to systematically operate its manufacturing facilities by inculcating commitment to total quality management at all levels and on a continuous basis with a view to achieving “First Time Right” results in manufacture, services and other operations. It is the company’s aim to constantly reduce waste of material and effort, increase efficiencies and ensure safety of plant and people and protection of the environment.

Open Door Policy

Working together requires that they have a friendly atmosphere based on trust and respect amongst all of us.

At Nerolac they follow an Open Door policy. Any person is free and welcomed to share good idea, suggestion, and doubt, problem about job or work place, or uncertainties about one's future in the organization. An open and transparent communication is appreciated.

Social Responsibility

The company continues to make its due contribution to community relief and development activities and has donated both in cash and kind for the beautification of some public places in Mumbai and elsewhere. The company continued its activities directly or indirectly through trusts/agencies in community Development and Social Welfare including contributions towards national defence, medical help, education, improvement of environment etc.

Associate Companies

Nipa Chemicals Ltd.

This Company specializes in the manufacture of Pre-Treated Chemicals. Nipa Chemicals Ltd., is a joint venture of Nihon Parkerizing Co. Ltd., Tokyo, Japan, and **Kansai Nerolac**. They provide the technical and the marketing support for Nipa Chemicals.

Technical Collaborators

Committed to provide the best in Paints, **Nerolac** have entered into Technical Collaboration with two industry leaders known for their technical superiority.

The two technical collaborators are:

Kansai Paint Co. Ltd., Japan

Oshima Kogyo Co. Ltd. Japan

The Associates of **Nerolac** provide that vital edge to stay ahead of the competition. These associations were setup with the specialized expertise of the Industry leaders to make **Nerolac** a complete Paint Company catering to all the market segments.

SHAREHOLDERS

In February 2000, Kansai Paint Co. Ltd., Japan, the Company's foreign collaborator and one of the Promoters of the Company, acquired 43,71,152 shares amounting to 28.56% of the paid-up Share Capital of the Company from Forbes Gokak Ltd. and their associates, the other Promoter of the Company, at a price of Rs.250 per share. With this acquisition, Kansai Paint Co. Ltd., Japan, now holds 64.52% of the paid-up Share Capital of the Company.

IT Pillar

Nerolac has always sought to harness the benefits of Information technology. It has envisioned using Information technology in all areas of business to build up unique competencies and efficiencies thus delivering maximum value to Nerolac's stakeholders.

Starting in February 2000, it has transformed its functional based legacy systems into a process based organization wide systems culture by investing and implementing the SAP R/3 solution. As part of these implementations Nerolac today has a state of the art data center and communication infrastructure based on VSAT’s / Leased lines/ ISDN/ VPN connecting all its sales offices and factories around the country allowing online transaction processing and response backed by a state of the art Storage (SAN) device. Nerolac plans to now open its organization to its suppliers and customers so as to reap the benefits of modern communication technology and E-commerce.

SWOT ANALYSIS

STRENGTHS:

- High Quality
- Wide range of products
- Well established R&D
- Strong vision and values
- Wide experience
- Wide Industrial users.

WEAKNESS:

- Lack of effective dealer network
- Lack of effective supply and distribution
- Lack of awareness of brand and product
- Lack of effective promotion

OPPORTUNITIES:

- Introduction of dispensing machines
- Spreading of dealer network through wide demographic segments
- Industrial and Liberalisation
- Technical collaboration

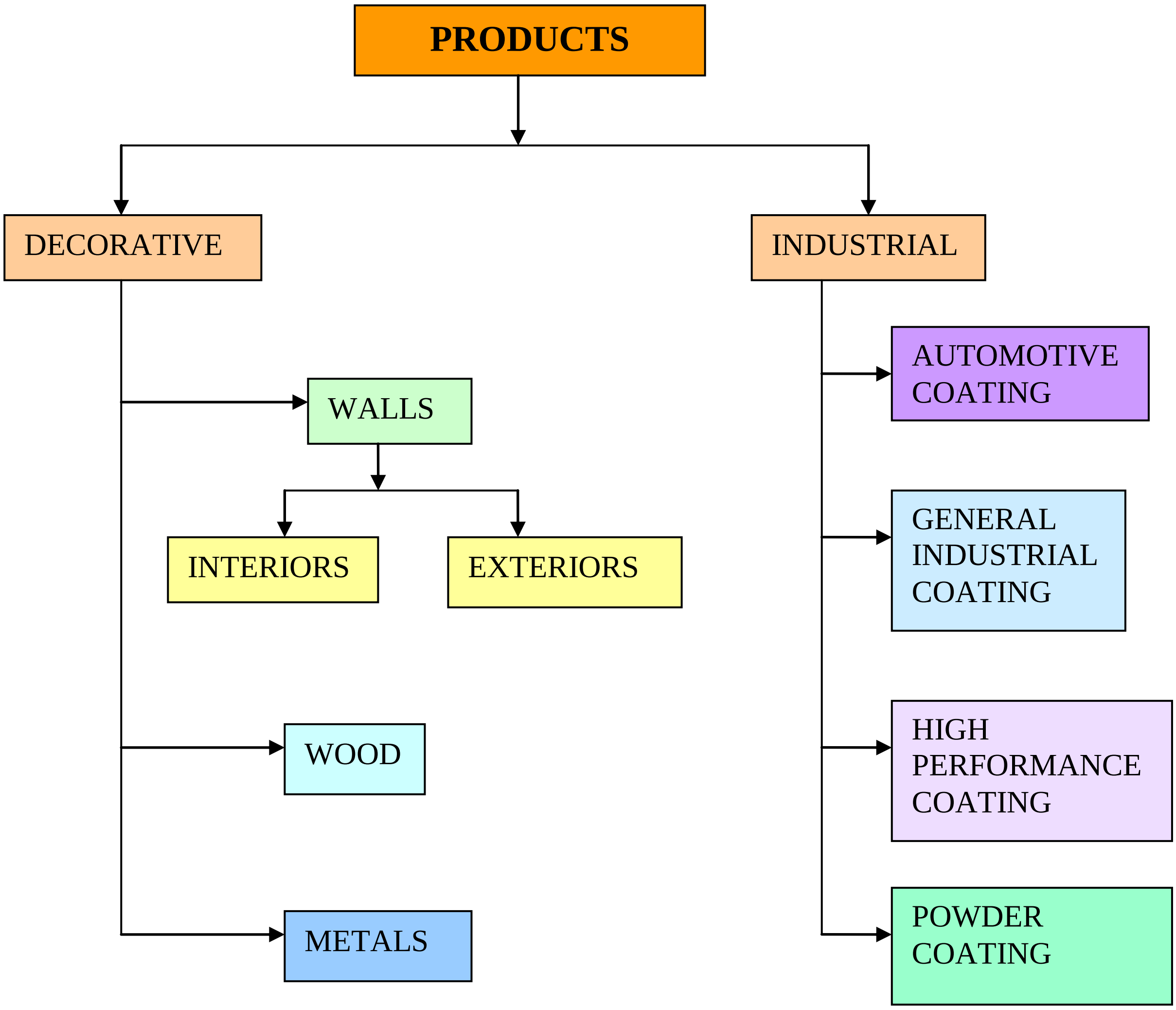
THREATS:

- Competition from unorganized sector

- Introduction of advanced technology
- Major prolonged economic depression
- Entry of global players

PRODUCT PROFILE

Products of Nerolac paint are mainly divided into two types they are Decorative Paints which are used for decorative purposes and other is Industrial Paints which is used in industries.



INTERIORS PAINTS

Walls

Interior

Nerolac's range of Decorative paints for inner walls.

Water Based Paints

- Emulsions
- Distemper

Solvent Based Paints

- Lustre
- Enamel
- Flat Oil

Exterior

Nerolac's range of Decorative paints for building exteriors.

- Emulsions
- Textured

- Cement
- Nerolac Impressions Everlast

Woods

- 1K PU
- Mel'mine
- 2K PU
- PU Interior +
- Multisealer
- Water Clear Lacquer
- Wood Stains
- NC Sanding Sealer
- NC Wood Filler
- NC Thinner

Metal

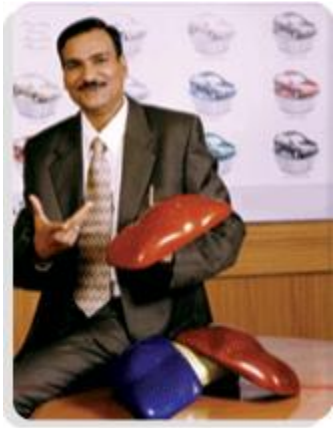
- Nerolac Impression Hi-Performance Enamel
- Nerolac Satin Enamel
- Nerolac Synthetic Enamel

Automotive Coatings

Kansai Nerolac is the Market Leader in the automotive coating segment in India with a market share of over 60% with global technology acquired from Kansai Paint Co. Ltd, Japan. It offers the latest technology in automotive painting systems to the Indian automotive industry.

Automotive Coatings of this company have been tested and certified by global automotive manufacturers who have set up base in India. Like

- ✓ Suzuki Motors
- ✓ Honda Motors
- ✓ Toyota Motors
- ✓ Ford Motor Company
- ✓ General Motors Corporation
- ✓ IVECO Motors
- ✓ Peugeot



Company offers a total painting system to auto makers in India with a range of products, they are.

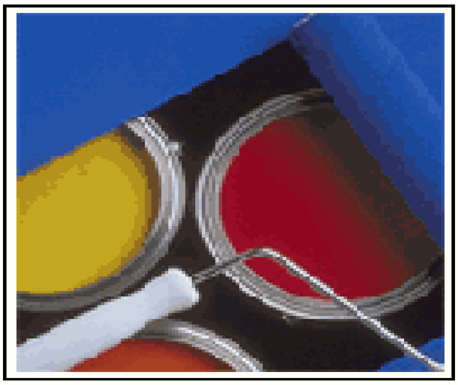
- Pre-treatment (PT) chemicals
- Electro Deposition (ED) Primers
- Intermediate Coats / Primer Surfaces
- Top Coats
- Clear Coats

General Industrial Coatings

Kansai Nerolac Paints develops and supplies cost effective paint systems used on the finishing lines of major electrical components, cycle, material handling equipments, bus bodies, containers and furniture industries. Besides this we also provide systems conforming to I.S. & Defence specifications.

Company's product spectrum offers a comprehensive coating system starting from

- P.T. Chemicals,
- Primers,
- Top Coats & Lacquers,
- Coil Coats,
- Heat Resistant Paints,
- Metal decoration coating
- Marine Coatings
- Maintenance coating



High Performance

Every second, some surface of a vital structure is under attack from chemical, physical and environmental forces. In this battle against corrosion, company offer the best defense. With a range of High Performance Coatings, manufactured in collaboration with Ameron Coatings, Los Angeles, USA. Ameron now gives you the same protection it has provided the rest of the world for years. On your offshore structures, bridges, tanks, refineries or power plants.

Conscious of changing world trends and continuing technological advances, they realise that protecting your investment is only a part of the picture. You need High Performance Coatings that must also safeguard the air, the sea and your worker's health. That's why we offer you a complete line of environmentally designed coatings that meet or surpass the most stringent regulations, while providing unsurpassed High Performance Coating protection.

Powder Coating

Polycoat powders ltd

Polycoat Powders Ltd., is an associate company of M/s. **Kansai Nerolac Paints Ltd.**, occupying the No.1 position in the powder coating segment in India. Polycoat Powders Ltd. is an ISO-9001 certified company and is engaged in the manufacture of Thermosetting Powder Coatings since 1984. The powders are manufactured in technical collaboration with Kansai Paints - Japan which is among the top 10 Coating companies in the world.

Powder Coatings are a blend of resins, curing agent and pigments, which are melt-mixed (extruded) and pulverized into finely divided particles. They are totally solvent free.

Typically applied to metal products by electrostatic spray, the coated item is then heated and the powder melts into a smooth, continuous encapsulating film. When thermosetting resins are used, the coating changes chemically (crosslinking) during cure resulting in a decorative / functional finish with superior performance characteristics.

Powder technology is growing as a preferred coating alternative due to the significant benefits of its features:

Range Of Products

- Epoxy Powder (6000 Series)
- Epoxy Polyester Powder (6100 Series)
- Pure Polyester Powder (6200 Series)
- Polyurethane Powder (6300 Series):

TABLE 1

Table showing status of the outlet

Category	Respondents	Percentage
Nerolac	26	26%
Asian	56	56%
Berger	16	16%
ICI	11	11%
Shalimar	03	3%
J & N	0	0%
Others	53	53%

Note: Each category is considered to be 100%

Analysis:

From the above table it can be seen that the status of the outlets are 26% of Nerolac, 56% of Asian , 16% of Berger, 11% of ICI, 3% of Shalimar and 53% of the others.

Inference:

It can be infer that majority of the outlets have Asian and very less outlets have Shalimar. Therefore, Asian has the more outlets in the Anantapur district.

GRAPH 1

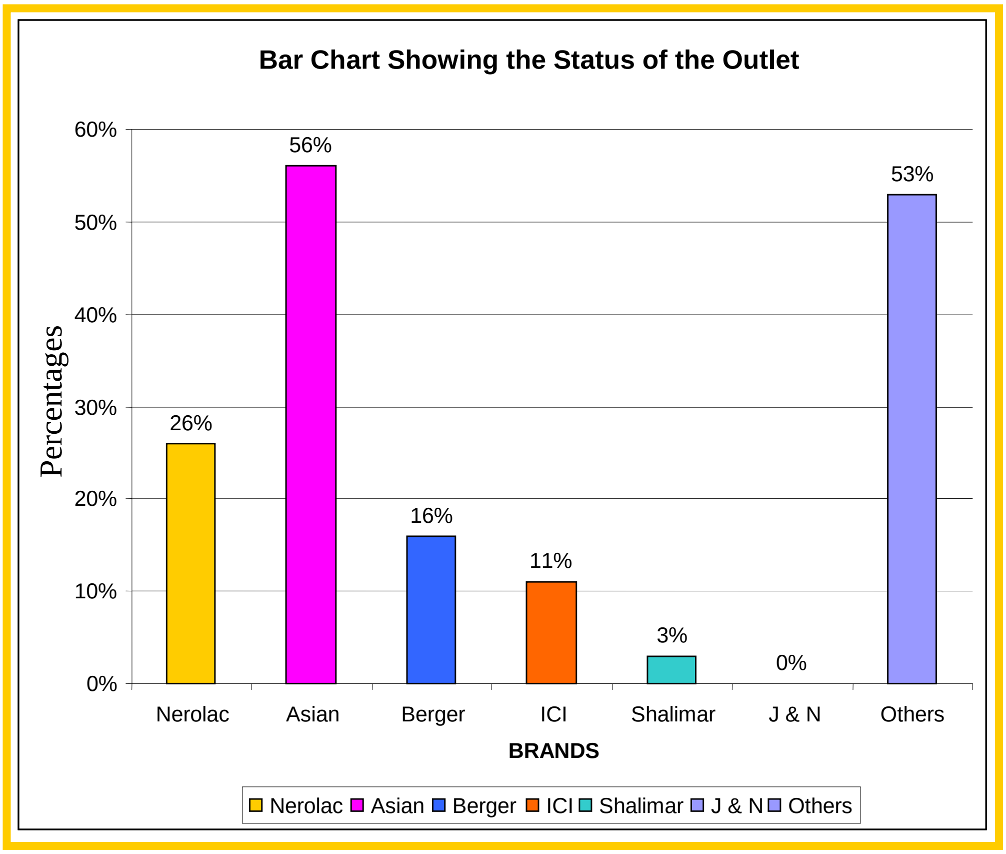


TABLE 2

Table showing the sales turnover of total paints Per Annum.

Sales Turnover	Respondents
5,00,000-20,00,000	21
20,01,000-50,00,000	58
50,01,000-1,00,00,000	12
1,00,01,000-1,50,00,000	09
Total	100

Analysis:

The above table shows that 21 respondents has sales turnover between 5,00,000-20,00,000, 58 respondents has 20,01,000-50,00,000, 12 respondents has 50,01,000-1,00,00,000, and 9 respondents has sales turnover between 1,00,01,000-1,50,00,000.

Inference:

It can be infer that majority of the respondents has sales turnover between 20,01,000-50,00,000 per annum in the Anantapur district.

GRAPH 2

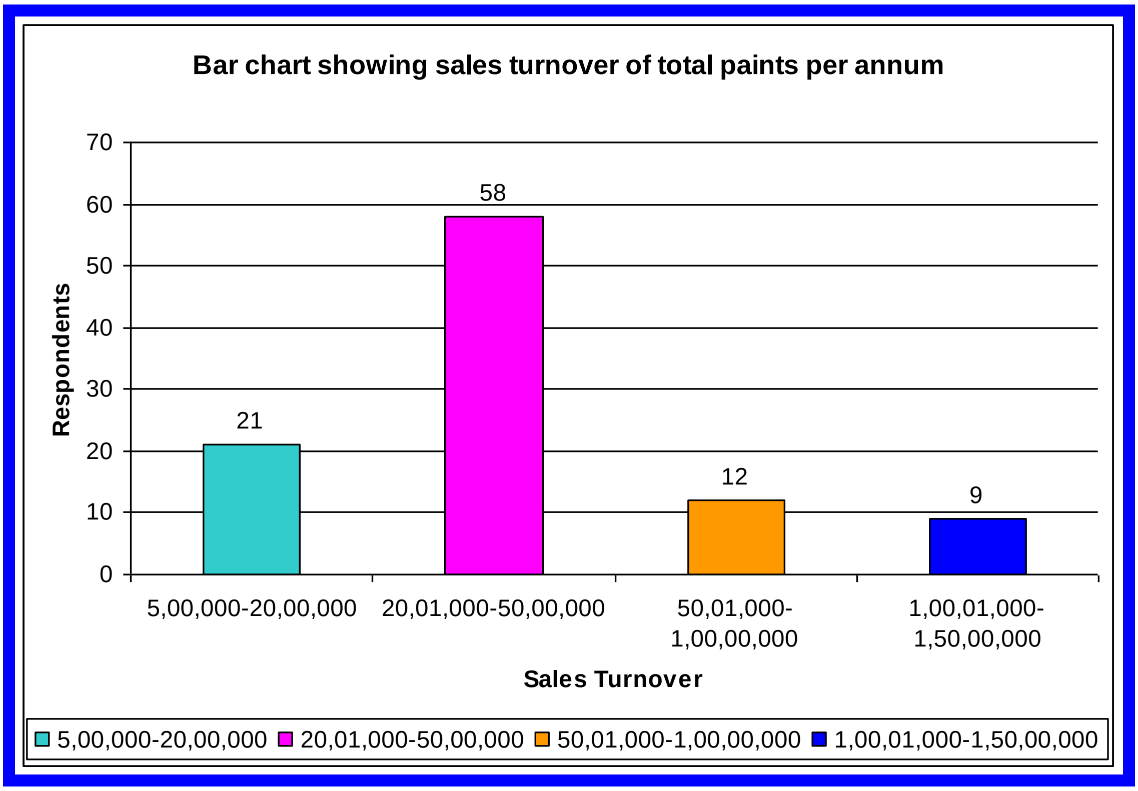


TABLE 3

Table showing the presence of branded paint companies in the Anantapur market.

Category	Respondents	Percentage

Nerolac	86	86%
Asian	92	92%
Berger	64	64%
ICI	23	23%
Shalimar	16	16%

Note: Each category is considered to be 100%

Analysis:

The above table shows that Asian has 92% of presence in Anantapur market, Nerolac has 86%, Berger has 64%, ICI has 23%, and Shalimar has 16% presence in the market.

Inference:

From the above table it can infer that Majority of the respondents have told that the Asian has highest presence in Anantapur market and Nerolac comes second followed by Berger, ICI and Shalimar.

GRAPH 3

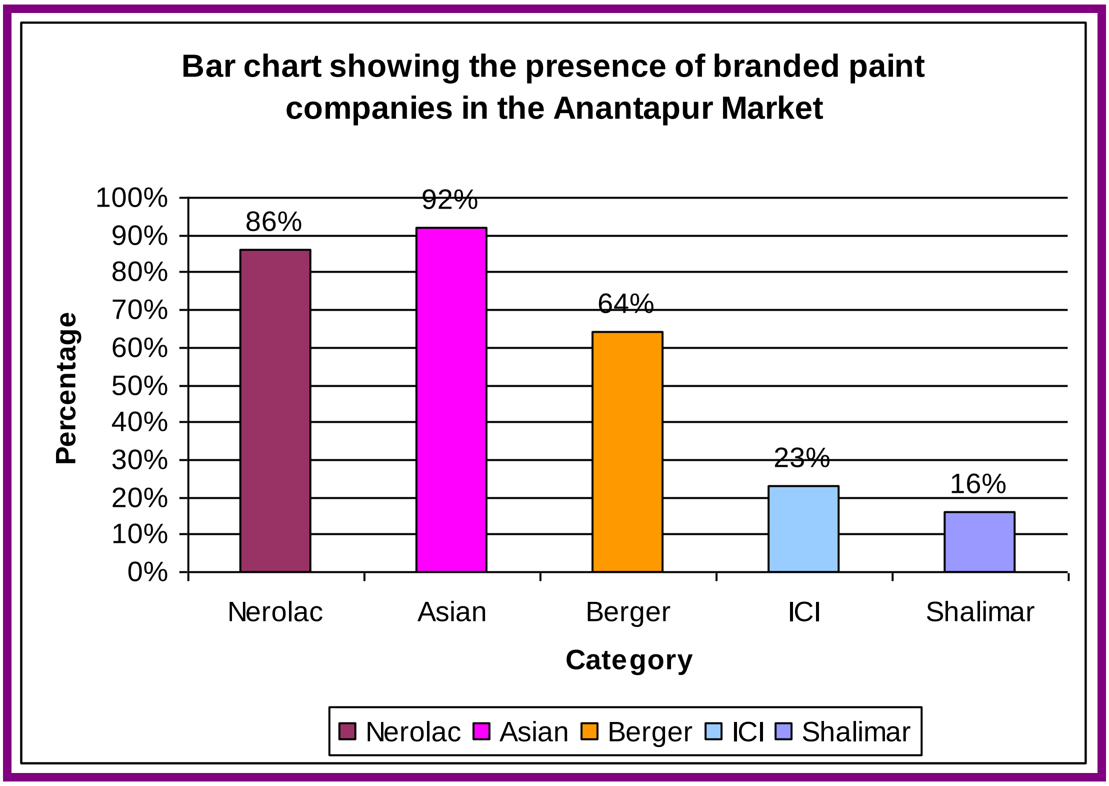


TABLE 4

Table showing the ranking of brands paint companies in the market.

Particulars	1	2	3	4	5	Total
Nerolac	11	56	28	05	0	100
Asian	91	09	0	0	0	100
Berger	03	41	47	09	0	100

ICI	0	03	20	73	04	100
Shalimar	0	0	0	24	76	100

Analysis:

From the above table it can be seen that rank for Nerolac paints given by respondents are 11 says it is 1st ,56 says 2nd ,28 says 3rd ,5 says 4th rank, for Asian paints 91 respondents says that 1st rank, 9 says 2nd rank , for Berger paints , 3 respondents says that it is 1st , 41 says 2nd, 47 says 3rd 9 says 4th, rank for ICI paints 3 respondents says that 2nd, 20 says 3rd,73 says 4th, 4 says 5th rank and for Shalimar paints 24 respondents says that 4th 76 respondents says 5th rank in the market.

Inference:

From the above table it can infer that majority of the respondents have rated 1st rank for Asian paints , Nerolac rated for second rank followed by Berger, ICI and Shalimar in the market.

GRAPH 4

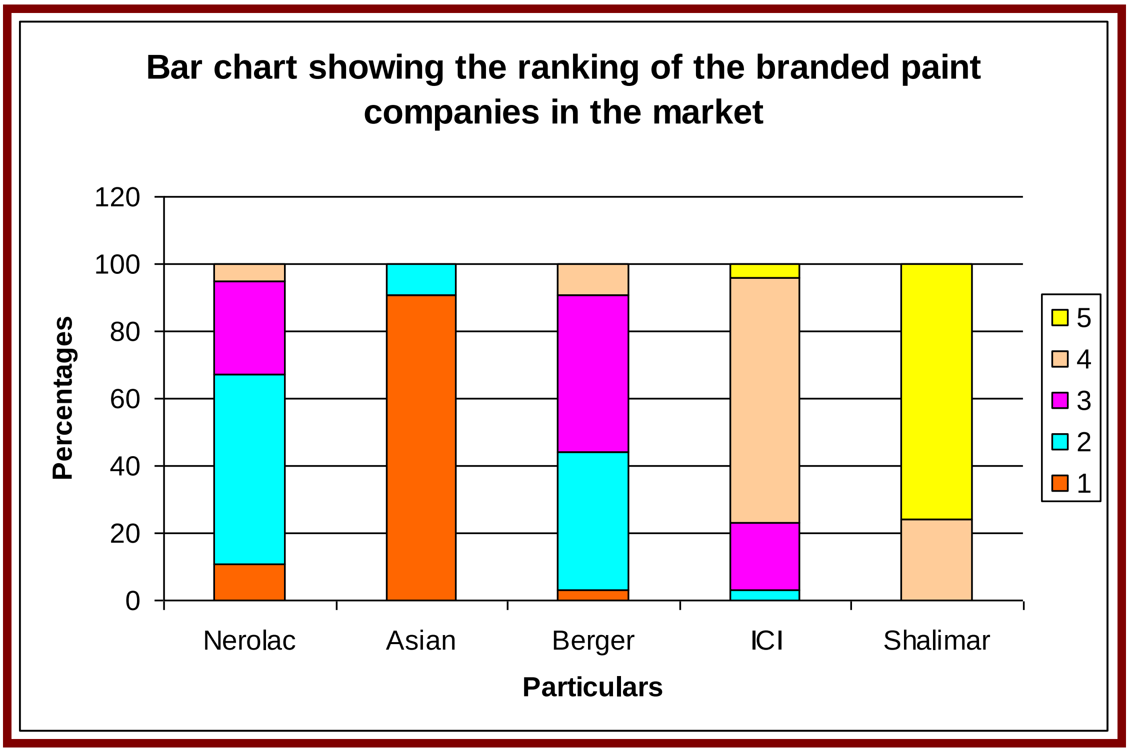

Bar chart showing the ranking of the branded paint companies in the market
120
100
80
60
40
20
0
Percentages
Nerolac
Asian
Berger
ICI
Shalimar
Particulars
5
4
3
2
1

TABLE 5

Table showing the monthly sales turnover of each brand of paint companies in the market

Category	Monthly Turnover
Nerolac	15.83 Lakhs
Asian	52.08 Lakhs
Berger	17.5 Lakhs
ICI	10.16 Lakhs

Analysis:

From the above table it can be seen that the monthly sales turnover for Nerolac paints is 15.83 lakhs, Asian paints is 52.08 lakhs, Berger paints is 17.5 lakhs and ICI paints is 10.16 lakhs

Inference:

From the above table **i**t can infer that Asian has the highest monthly sales turnover in the market, Berger comes second highest in monthly sales turnover. followed by Nerolac and ICI.

GRAPH 5

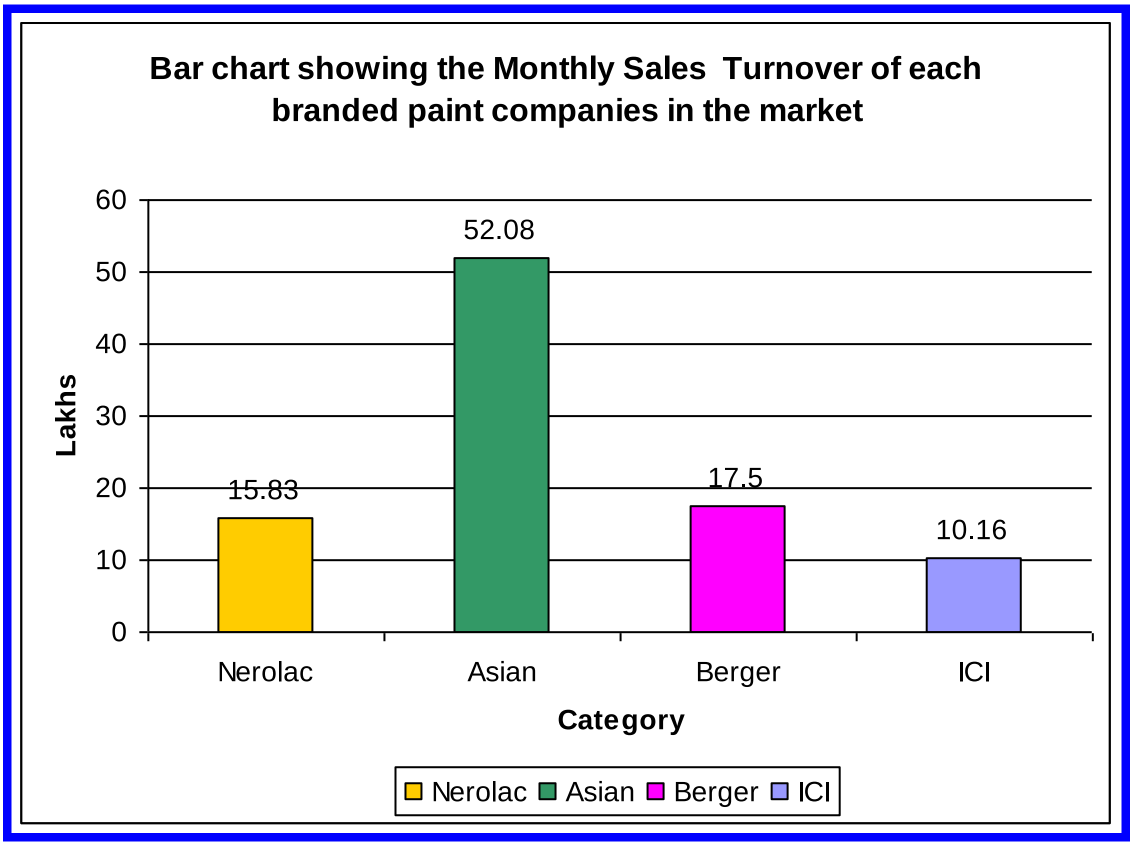


TABLE 6

Table showing the identification of brand image of KNPL in the market.

Category	Respondents	Percentage
Quality	56	56%
Advertisement	16	16%
Promotional Activities	07	7%
Architect	03	3%
Painter	18	18%
Total	100	100%

Analysis:

From the above table 56% of the respondents identifying the brand image of KNPL on the basis of quality, 16% identify on the basis of Advisement,7% identify on the basis of promotional activities, 3% identify on the basis of Architect and 18% identify the brand image on the basis of painter.

Inference:

From the above table it can infer that majority of the respondents are identifying the brand image of KNPL in the market through by quality and painters. Followed by promotional activities, Architect and Advertisement.

GRAPH 6

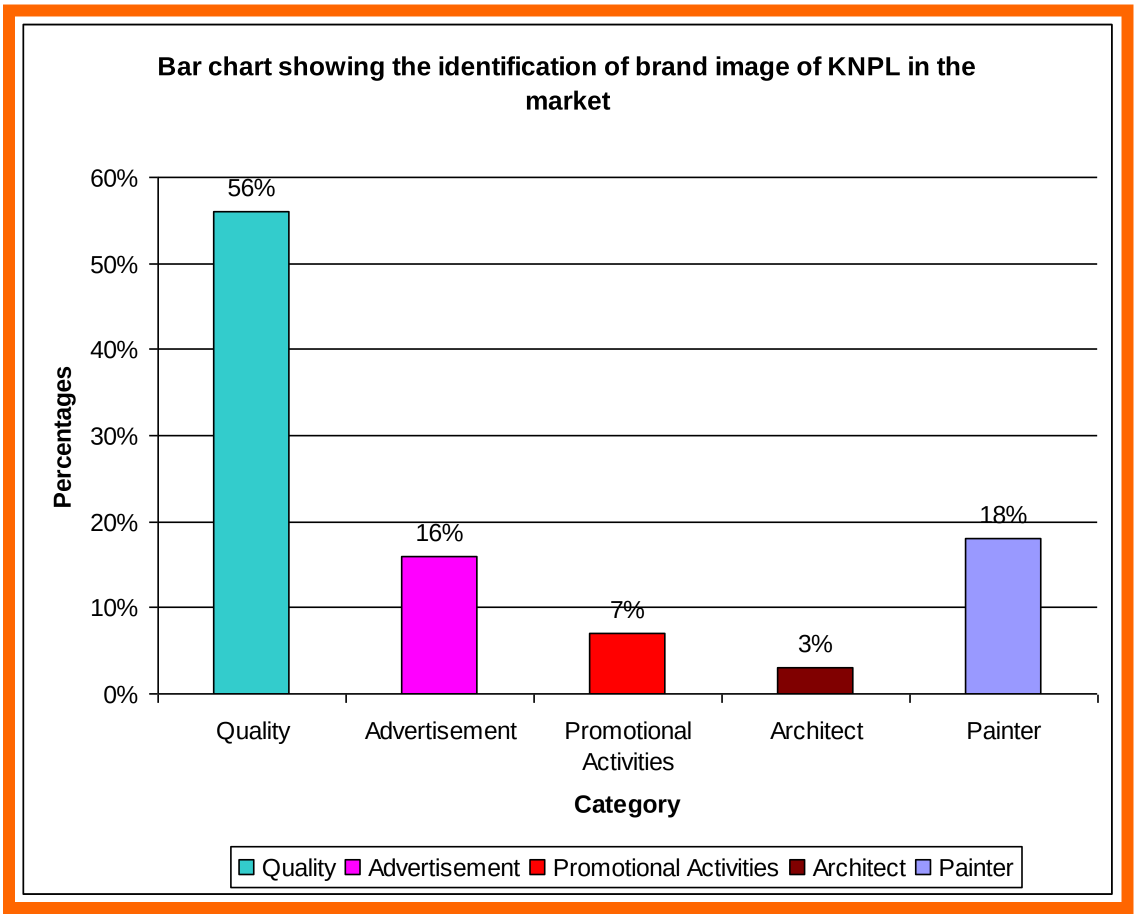


TABLE 7

Table showing the things should be add to improve the brand image of KNPL in the Anantapur Market.

Category	Respondents	Percentage
Quality	05	5%
Advertisement	63	63%
Promotional Activities	07	7%
Others	25	25%
Total	100	100%

Note: Each category is considered to be 100%

Analysis:

From the above table 5% of the respondents say that to improve the brand image of Nerolac the quality of the product should be improved, 63% says that Advertisement, 7% say that promotional activities 25% says that others.

Inference:

From the above table it can infer that advertisement plays important role to improve the brand image of KNPL in ATP market followed by quality, promotional activities and others.

GRAPH 7

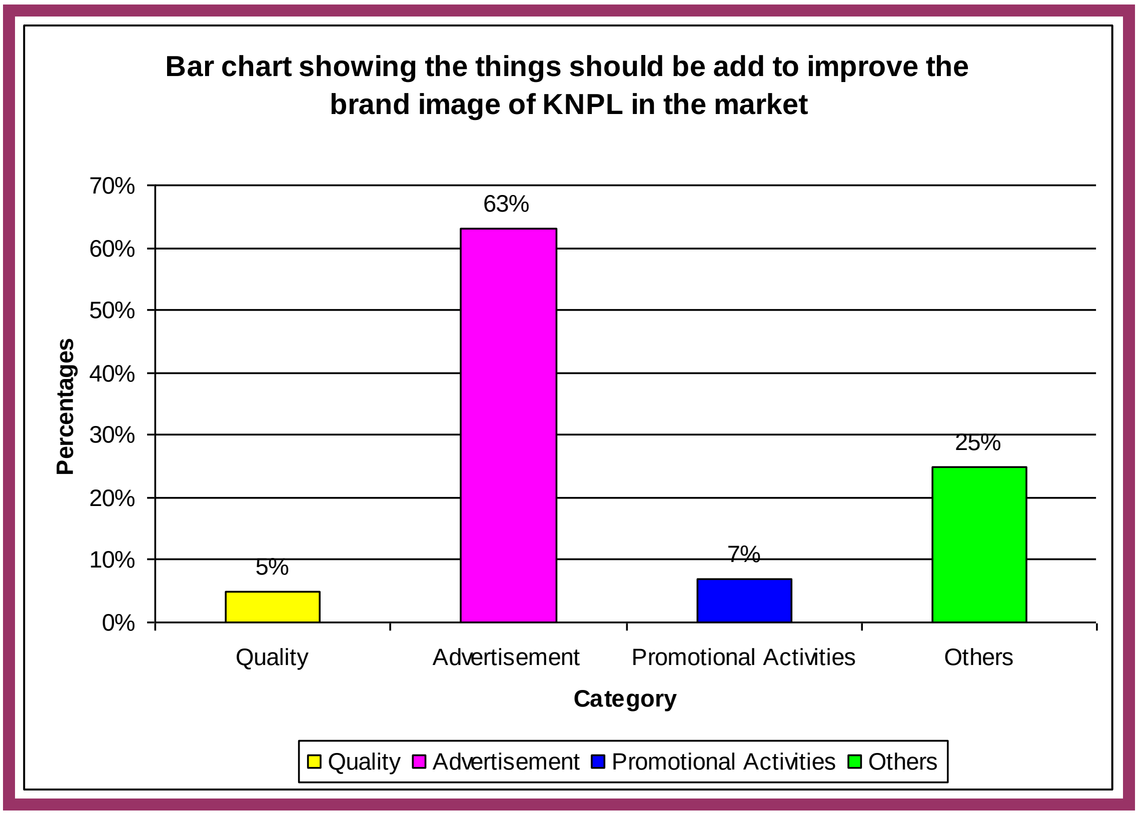


TABLE 8

Table showing the rating the brand image of KNPL over Its competitors

Particulars	Respondents	Percentage
Satisfied	19	19%
Good	52	52%
Very Good	24	24%
Excellent	05	5%
Total	100	100%

Analysis:

From the above table 19% of the respondents are satisfied about the brand image of Nerolac over it competitors, 52% says good, 24% says Very good and only 5% says excellent about the brand image of Nerolac over it competitors.

Inference:

From the above table it can infer that majority of the respondents have rated the brand image of Nerolac paints is good over it competitors. Followed by satisfied, very good and excellent.

GRAPH 8

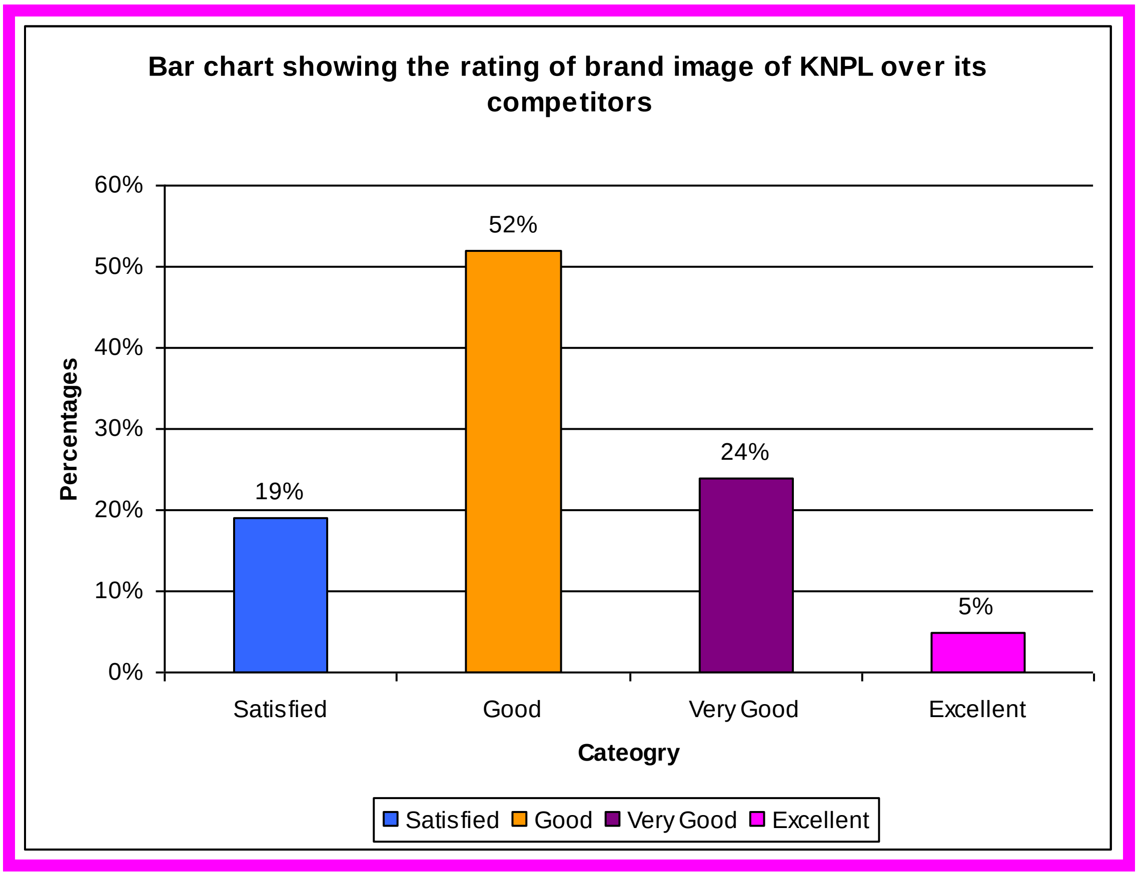


TABLE 9

Table showing the factors influencing on customers purchase decision.

Particulars	Respondents	Percentage
Quality	15	15%

Brand Image	26	26%
Durability	0	0%
Price	0	0%
Architect	10	10%
Painter	41	41%
Other	08	8%
Total	100	100%

Analysis:

From the above table 15% of the respondents say that quality is the influencing factor for purchase decision, 26% say that Brand Image, 10% say that Architect, 41% say that painter and 8% say that others .

Inference:

From the above table it can infer that majority of respondents say that painter is the major influencing factor for customer purchase decision and Brand image, followed by quality, architect and others.

GRAPH 9

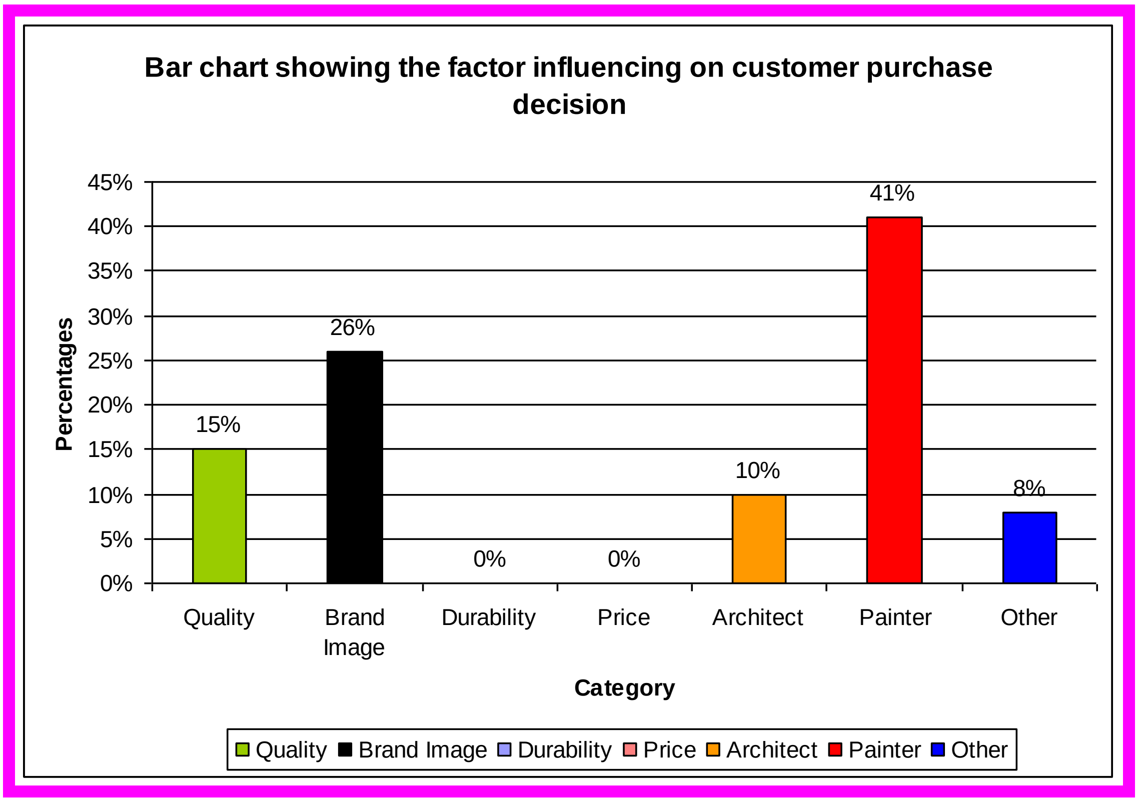


TABLE 10

Table showing the dealers using computerized colour dispensing machines.

Category	Respondents	Percentage
Yes	62	62%
No	38	38%
Total	100	100%

Analysis:

From the above table it can be seen that 62% dealers using computerized colour dispensing and 38% are not using.

Inference:

From the above table it can infer that majority of the respondents are using computerized colour dispensing machines “CCD” for getting multi colour shades, and remaining have not yet purchased.

GRAPH 10

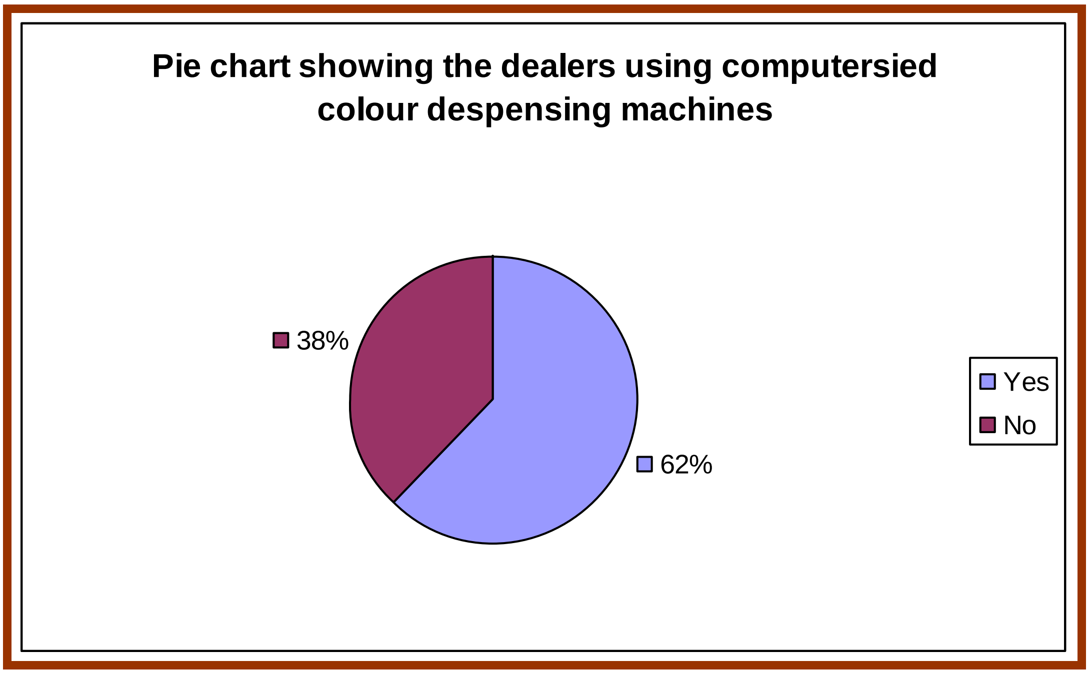


TABLE 11

Table showing the dealers wishing to have another machine.

Category	Respondents	Percentage
Yes	10	10%

No	90	90%
Total	100	100%

Analysis:

From the above table it can be seen that 10% of the dealers are interested to have another machine and 90% dealers don't want another machine.

Inference:

From the above table it can infer that majority of the respondents are satisfied with the machine they already have and only small portion of the respondents wish to have another machine.

GRAPH 11

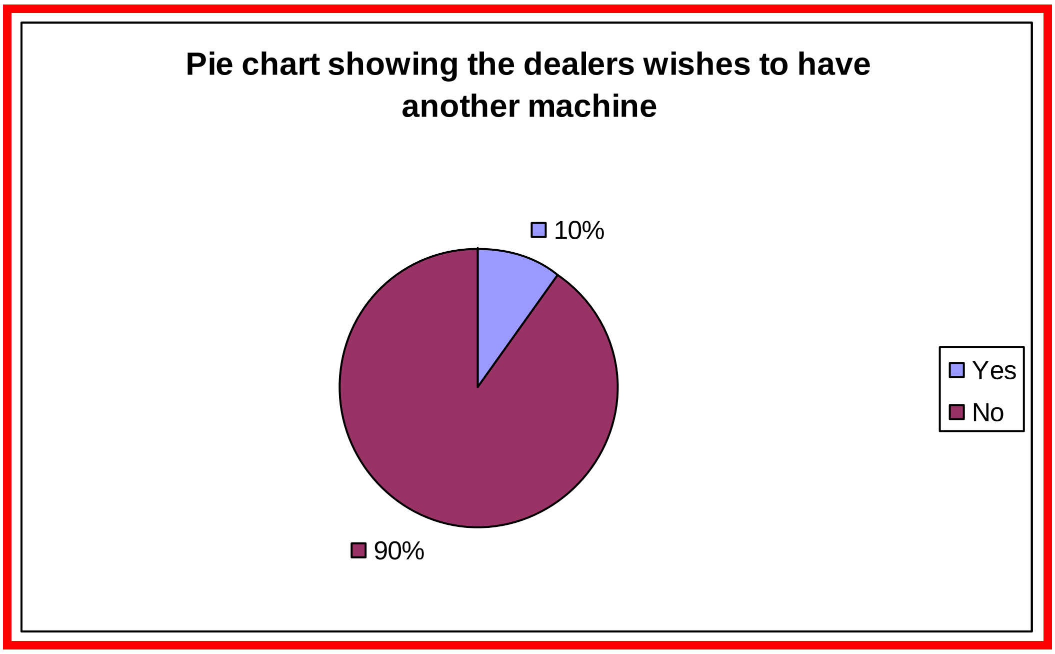


TABLE 12

Table showing the interested channel partner with KNPL.

Category	Respondents	Percentage
Yes	14	14%
No	86	86%
Total	100	100%

Analysis:

From the above table 14% of the respondents are interested in channel partner with Nerolac Paints and 86% are not interested.

Inference:

From the above table it can infer that majority of the respondents are satisfied with they already have partnership with others and only a small portion of the respondents are interested in channel partner with KNPL

GRAPH 12

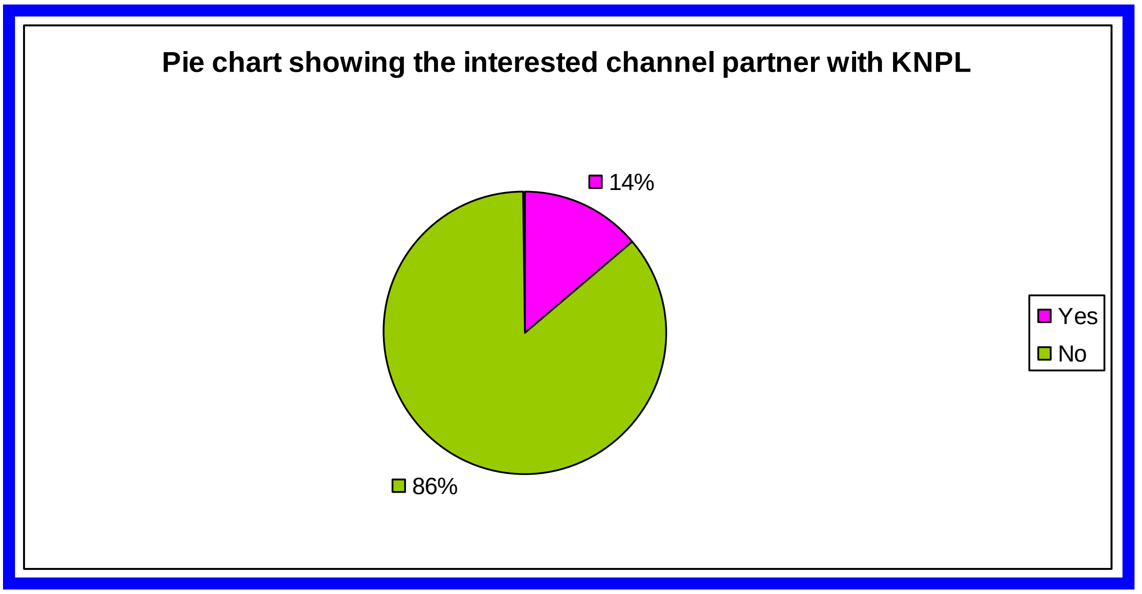


TABLE 13

Table showing the suggestion to improve the sales of KNPL in the market.

Category	Respondents	Percentage
Advertisement	45	45%

Painters meet	28	28%
Gift and tokens	17	17%
Others	10	10%
Total	100	100%

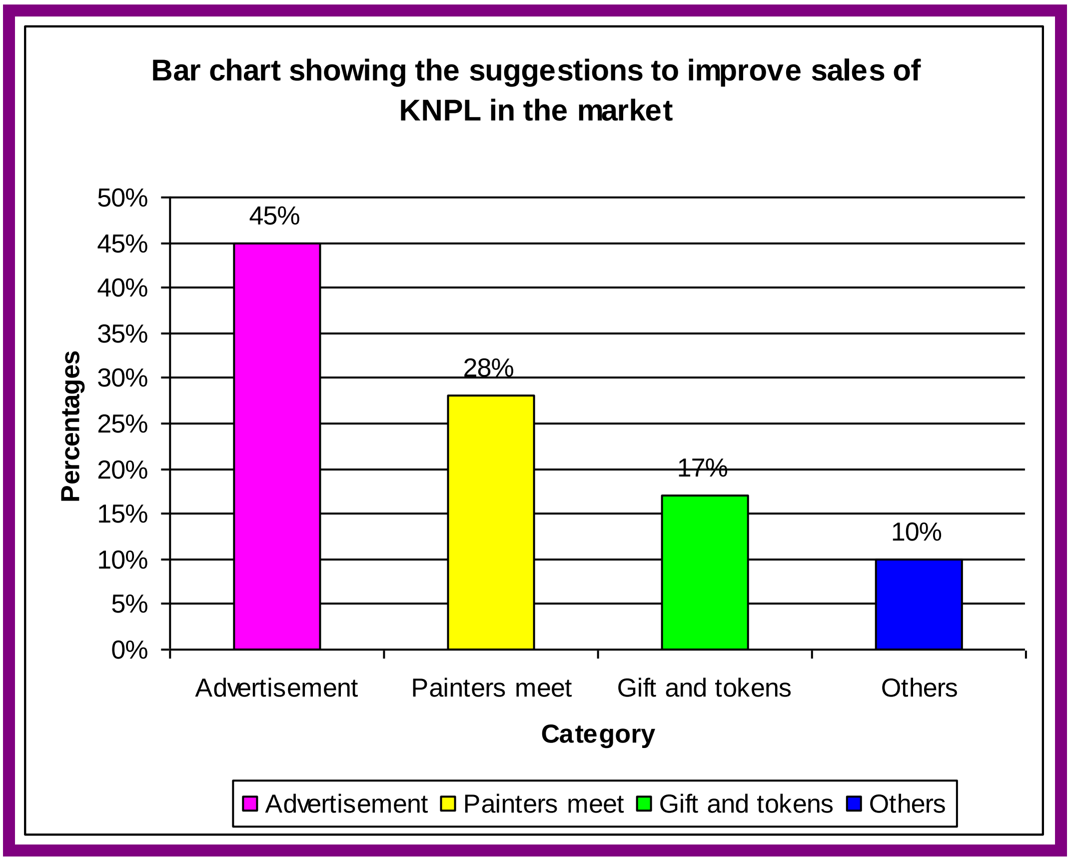
Analysis :

From the above table it can be seen that 45% of the respondents suggest advertisement to improve the sales of KNPL, 28% suggest Painters meet, 17% suggest gifts and tokens schemes and 10% suggest others.

Inference:

From the above table it can infer that majority of the respondents suggest advertisement to improve the sales of the KNPL in ATP market, followed by painter meet, gifts and token schemes and others.

GRAPH 13



FINDINGS

1. All customers and dealers are satisfied with quality of Nerolac paints in the Anantapur district and it occupies second place in the market.
2. Asian paints with its wide distribution network and aggressive promotional strategies have captured the market and it occupies first place in the market.

3. Majority of the dealers sales turnover total paints per annum is between 20,01,000-50,00,000 in the Anantapur district
4. Advertisement plays very important role to improve the brand image of KNPL in the Anantapur district.
5. Asian paint has the highest monthly sales turnover in the Anantapur district followed by Nerolac, Berger, and ICI.
6. 62% of the dealers are using computerized colour dispensing machines.
7. Asian has the highest presence in the market and Nerolac comes second followed by Berger, ICI and Shalimar.
8. 10% of the dealers are interested to have another machine.
9. 14% of the dealers are interested in channel partner with KNPL.
10. According to majority of the dealers, customers purchase decision mainly depend on brand image and painters .
11. Most of dealers are identifying the brand image of KNPL in the Anantapur district through by quality and painter.
12. Majority of the respondents have rated the brand image of KNPL paints over it competitors are good followed by satisfied, very good and excellent
13. Majority of the respondents have suggest that painters meet should conduct and increase advertisement to improve the sales of KNPL in the market followed by Gifts and Taken schemes.

RECOMMENDATIONS

- Effective ads campaign should initiated on a regular basis. Advertisement is a best way out of KNPL want to see itself up the ladder.

- A strong brand image should be created among customers and dealers.
- Innovative and attractive sales promotional techniques, painters meet, gifts and tokens schemes, sign boards and wall paints should be taken to improve the sales of KNPL in ATP market.
- Regular visits of engineers, builders, major paint contractors to extract business from them because they are the motivational factor behind the customer.
- A very strong dealer network should be established for the smooth accomplishment of customer requirement.
- A strong brand image should be created among the people through advertisement and other promotional techniques.
- Try to motivate paint dealers by increasing profit margin as company can possible.
- Short supplier is found to be common with KNPL. Proper stock register should be maintained to provide good service for dealers.
- Try to increase the “CCD” machines as much as possible
- KNPL should boost up its image in the paint industry. It should study the competitor’s strategies. Find out the loopholes and come up with attractive strategies in the ATP district.

CONCLUSION

This study was essentially carried out to fulfill the MBA requirements, and was conducted to assess the presence of branded paint companies and brand image of Kansai Nerolac Paints Limited in Anantapur district.

- ✓ Asian paints and Berger paints are the closest competitor of this company
- ✓ People have the good opinion about the quality of company's product.
- ✓ As per the customers and dealers point of view KNPL has very less in advertisement compare to other competitors in the Anantapur district.
- ✓ Advertisement play very important role on customer to purchase a particular brand. I can be conclude here that, KNPL can increase its market presence by increasing dealership and create high brand image among on customers and increasing profit margin for dealers, and company should conducting painters meet, improve Advertisement, provide good sign boards, wall paintings and gifts and token schemes.

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ANNEXURES

Name of the Dealer: ………………………… Date: …………………

Name of the Outlet: …………………………

Name of the Place : ……………………........

1. Status of the outlet?

a) KNPL [ ] b) APIL [ ] c) Berger [ ] d) ICI [ ]
e) Shalimar [ ] f) J&N [ ] g) Any other ……………………

2. Sales Turnover of total paints P.a.? [ ]

3. Presence of Branded Companies in Anantapur market?

a) KNPL [ ] b) APIL [ ] c) Berger [ ] d) ICI [ ]
e) Shalimar [ ] f) J&N [ ] g) Any other ………………….

4. Rank the Banded Paint Companies in the market?

a) KNPL [ ] b) APIL [ ] c) Berger [ ] d) ICI [ ]
e) Shalimar [ ] f) J&N [ ] g) Any other ………………….

5. Sales turn over of each Branded companies in the market? (in Lakhs)

a) KNPL [ ] b) APIL [ ] c) Berger [ ]
d) ICI [ ] e) Shalimar [ ] f) J&N [ ]
g) Any other [ ]

6. How you identify the Brand Image of KNPL in the market?

a) Quality [ ] b) Advertisement [ ] c) Promotional activities [ ]
d) Through by Architect [ ] e) By Painter [ ]

7. Which things should be add to improve the Brand Image of KNPL in (Anantapur) Market?

a) Quality [ ] b) Advertisement [ ] c) Promotional activities [ ]
d) Any other ………………………………..

8. How do you rate the Brand Image of Nerolac Paints over its competitors?

a) Satisfied [ ] b) Good [ ] c) Very Good [ ]
d) Excellent [ ]

9. While making purchase decisions the customer mainly depend on?

a) Quality [ ] b) Brand Image [ ] c) Durability [ ] d) Price [ ]
e) Architect [ ] f) Painter [ ] g) Any other …..............................

10. Do you have colour dispensing machine CCD/S.CCD/MCD ……………………

a) KNPL [ ] b) APIL [ ] c) Berger [ ] d) ICI [ ]

11. Are you wish in having another machine?

Yes [ ]   No [ ]

12. Would you like to be a channel partner with KNPL?

Yes [ ]   No [ ]

If no give reasons ……………………………………………………………..
If yes when are you going to be start ……………………………………………..

13. Any other suggestions to improve the Sales of KNPL?

……………………………………………………………………………………………
……………………………………………………………………………………………
……………………………………………………………………………………………

Thank You

Signature: Seal: