

INTRODUCTION

The Pipes Industry is a rapidly growing industry thanks to the large-scale construction and development activity that has seen a flurry in the recent past. With connectivity so essential be it for water supply inlets to provide for clean and waste water distribution systems; water sprinkling and dropping systems; agricultural watering system, liquid discharge installations, sanitation and sewerage disposal etc pipes become very important.

Since a pipe endures heat and high climatic temperatures, it preserves its original form, flexibility and chemical properties at high temperatures. Resistant to chemical reactions, acids, salt and alkali, corrosion, non-calcification, rust and decay, pipes are safe be used.

Pipe industry is becoming very essential due to boom in construction industry although it is not an organized one. Immense competition exists in pipe products due to existence of different brands and non-brands. So the study of dealers expectation is very critical to achieve maximum results or benefits and dealers are the main link between manufacturer and customers so it is important to take care of dealers expectations, perceptions etc. to improve and market the product properly.

Through this research attempt is being made to find dealers expectations towards PP-R pipes, their reaction to advertising, reasons for choosing a brand, essential attributes necessary for PP-R pipes, to find out who plays an influential role in the purchase decision, and to formulate sales and distribution strategies in order to achieve maximum sales.

MARKETING CONCEPTS

Marketing is more than any other business function, deals with customers. Creating customer value and satisfaction are the heart of modern marketing thinking and practicing. Marketing is the delivery of customer satisfaction at a profit. The twofold goal of marketing is to attract new customers by promising superior value and to keep current customers by delivering satisfaction.

DEFINITION OF MARKETING

We define marketing as a social and managerial process by which individuals and groups obtain what they need and want through creating and exchanging products and value with others.

CORE MARKETING CONCEPTS

The core marketing concepts are:

1. Needs, wants and demands
2. Products
3. Value, Satisfaction and quality
4. Exchange, transactions and relationships
5. Markets.

1.Needs, wants and demands

The most basic concept underlying marketing is that of human needs. Human needs are states of felt deprivation. They include basic physical needs for food, clothing, warmth and safety. Social needs for belongingness, affection, and individual needs for knowledge and self-expression .

Wants are the form taken by human needs as they are shaped by culture and individual personality. People have almost unlimited wants but limited resources. Thus they want to choose products that provide the most value and satisfaction for their money. When backed by buying power, wants becomes demands. Consumers view products as bundles of benefits and choose products that give them the best value for money.

2.Products and services

People satisfy their needs and want with products and services. A product is anything that can be offered to a market for attention, acquisition, use or consumption that might satisfy a want or need. It includes physical objects, services, persons, places, organization and ideas. Any activity or benefit that one party can offer to another is essentially intangible and does not result in the ownership of anything.

3. Value, satisfaction and quality:

Customer value is that difference between the values the customers gain from owning and using a product and the cost of obtaining the product.

Customer satisfaction depends on a product's perceived performance in delivering value relating to a buyer's expectations. The extent to which a product's perceived performance matches a buyer's expectations is called customer satisfaction.

Customer satisfaction is closely related to quality. In recent years, many companies have adopted Total Quality Management (TQM) programs, designed to constantly improve the quality of their products, services and making processes is known as TQM.

In the narrowest sense, quality can be defined as “freedom from defects”, but most customer centered companies go beyond this narrow definition of quality. Instead, they define quality in terms of customer satisfaction.

4. Exchange, Transaction and Relationships

Marketing occurs when people decide to satisfy needs and wants through exchange. Exchange is the art of obtaining a desired object from someone by offering something in return. Exchange is the only one of many ways that people can obtain a desired object.

As a means to satisfy needs, exchange has much in its favour. People do not have to prey on others or depend on donations, nor must they possess the skills to produce every necessity for them. They can concentrate on making things that they are good at making trade them for needed items made by others.

A transaction consists of a trade of values between two parties that involves at least two things of value, agreed upon conditions, a time for agreement and a place of agreement.

Transaction marketing is part of the larger idea of relationship marketing. The process of creating, maintaining and enhancing strong, value laden relationships with customers and stakeholders, customers, employees, suppliers, distributors, retailers and agencies and others with whom it has built mutually profitable business relationships. The operating principle is simple. Build a good network of relationships with key stakeholders and profit will follow.

5. Markets

The concepts of exchange and relationships lead to the concept of a market. A market is the set of actual potential buyers of a product or service. The size of a market

depends on the number of people who exhibit the need, have resources in exchange for what they want. Originally the term market stood for the place where buyers and sellers gathered to exchange their goods, such as a village square. Economics use the term market to refer to a collection of buyers and sellers who transact in a particular product class, as in the housing market or the grain market. Marketers, however see the sellers as constituting an industry and the buyers as constituting a market.

The goal of marketers is to understand the needs and wants of specific markets and to select the markets that they can serve best. In turn, they can develop products and services that will create value and satisfaction for customers in these markets, resulting in sales and profits for the company.

Marketing

The concept of markets finally brings us full circle to the concept of marketing. Marketing means managing markets to bring about exchanges and relationships for the purpose of creating value and satisfying needs and wants.

Exchange process involves work. Sellers must search for buyers, identify their needs, design good products and services, set prices for them, promote them and store and deliver them. Activities such as product development, research, communication, distribution, pricing and services are the core activities. Consumers do “Marketing” when they search for the goods they need at prices they can afford. Company purchasing agents do “Marketing” when they track down sellers and bargain for good terms.

Marketing Management

The analysis, planning, implementation and control of programs designed to create, build and maintain beneficial exchanges with target buyers for the purpose of achieving organizational objectives.

Demand Management

Some people think of marketing management as finding enough customers for the company's current output. But this view is too limited. The organization has desired level of demand for its products. At any point in time there may be no adequate demand, irregular demand, or too much demand and marketing management must find ways to deal with these different demand states. Marketing Management is concerned with finding and increasing demand and also with changing or even reducing it.

De-Marketing may be required to reduce demand temporarily or permanently, the aim is not to destroy demand, but only to reduce or shift it. The marketing management seems to effect their level, timing and nature of demand in a way that helps the organization to achieve its objective.

MARKETING MANAGEMENT PHILOSOPHIES

The main alternative concepts for marketing are:

1. The production concept
2. The product concept
3. The Marketing concept
4. The Societal Marketing concept

The Production concept

The production concept holds that consumers will favour products that are available and highly affordable and that management should there for focus on improving production and distribution efficiency.

The production concept is still a useful philosophy in two times on situations:

- a) When the demand for a product exceeds the supply management should look for ways to increase production.
- b) When the products cost is too high improved productivity is needed to bring it down.

2. THE PRODUCT CONCEPT

The idea that consumers will favor products that offer the most quality performance and features that the organization should therefore devote its energy to making continuous product improvements. The product concept also can lead to marketing myopia.

3. THE MARKETING CONCEPT

The marketing management philosophy that helps in achieving organizational goals depends on determining the needs and wants of target market and delivering the desired satisfactions more effectively and efficiently than competitors.

4. THE SOCIETAL MARKETING CONCEPT

The idea that the organization should determine the needs, wants and interests of target markets and deliver the desired satisfactions more efficiently and effectively than to competitions in a way that maintains or improve the consumers and societies well were being.

The societal marketing concept questions whether the pure marketing concept is adequate in an age of environmental problems, resource shortages, rapid population growth, worldwide economic problems and neglected social services. According to the

societal marketing concept the pure marketing concept overlooks possible conflicts between the consumer short run wants and consumer long run welfare.

MARKETING

“Marketing is the process of planning and execute the conception, pricing, promotion and distribution of ideas, goods and services to create exchanges that satisfy individual and organizational goal”

MARKETING RESEARCH

“Marketing research is the systematic design, collection, analysis and reporting of data and findings relevant to a specific marketing situation facing the company”

BRAND

A brand is a name, term, sign, symbol or design or a combination of them intended to identify the goods or services of one seller or group of sellers and to differentiate them from those of similar products.

A brand is essentially a seller’s promise to consistently decline a specific set of feelings, benefits and services to the buyer. The best brand conveys a warrant of quality. A brand can convey up to six levels of meanings.

BRAND AWARENESS

Brand awareness is the consciousness by the public of a brand’s existence and qualities. In other words, brand awareness is the ability of a potential buyer to recognize or recall that a brand is a member of a certain product category. A link between product class and brand is involved. A brand that is promoted over a period of time retains cumulative level of name recognition.

BRAND PREFERENCE

Brand preference is an important aspect of the purchase decision. It is the knowledge a consumer has about the brands of products existing in the market. At this stage, buyer has complete idea of all the brands and has to select among them. Generally brand selection is based on certain choice criteria namely quality, availability, price etc.

PERCIEVED QUALITY

It is defined as the customers' perception of the overall quality or superiority of a product or service with respect to its intended purpose, relative to alternatives.

DISTRIBUTION

Distribution system gives strength to the company by helping to increase the reach of the product to various parts of the region, country or even in foreign markets. An effective distribution system helps in making available goods in the right quantity at the right time when they are required and giving a reasonable earning to those who associated with the distribution system like wholesalers, retailers etc.

DISTRIBUTION CHANNEL

A distribution channel consists of set of people and firms involved in the transfer of title to a product moves from producer to ultimate consumer or business user. A channel of distribution always includes both the producer and the final consumer for product in its present form as well as any middlemen such as retailer and wholesalers.

SALES PROMOTION

“Sales promotion consists of diverse collection of incentive tools, mostly short-term designed to stimulate quick and/or greater purchase of a particular product by consumers and traders”.

Sales promotion serves three essential roles: It informs, persuades and reminds prospective customers about a company and its products. Even the most useful product or brand will be failure if no one knows that is available.

RESEARCH DESIGN

STATEMENT OF THE PROBLEM

In the present scenario there is immense competition in the industry due to availability of numerous brands, so it is very essential to study the dealers expectation in this industry to achieve maximum results

OBJECTIVES OF THE STUDY

1. To study the dealers expectation towards pp-r pipes.
2. To identify whether dealers are satisfied with the quality of the Product.
3. To identify attributes which influence purchase and stock of Particular brand.
4. To formulate appropriate strategies to improve sales.
5. To identify impact of various promotional schemes.

SCOPE OF THE STUDY

The results of the study will help the company to take vital decisions to improve their current strategies and it also helps them to identify dealers expectation towards pp-r pipes.

The study also helps to reveal the existing trends used by the competitors in the same industry and dealers' opinion about the other brands.

SAMPLE SIZE

- Sample unit for the market survey consists of dealers
- Sample sizes of 25 dealers are taken.

RESEARCH METHODOLOGY

“A research design is the specification of methods and procedures for acquiring the information needed. It is the overall operational pattern or framework of the project that stipulates what information is to be collected from which sources by what procedures”.

From the foresaid definitions, it is evident that the research design is more or less a blueprint of the research. The research design of the project work is explained as follows:

Firstly, taking the permission from the business authority to carry out all research work in their company. Then the problem is defined for which the research work has to be done.

According to the problem the information is collected. This information is analyzed by forming a questionnaire.

A questionnaire has been prepared for the respondent, after that meeting with them for the filling up the questionnaire with asking them about their problems regarding expectations toward PP-R pipes.

Lastly, the collected data were then tabulated & analysis is made to give the recommendation & conclusion for the define problem.

The research can be said to be divided into two types. First, the exploratory research which was through secondary data and other published sources and the second one, conclusive research which is the actual sample survey using questionnaire method. It is also called primary data source.

SAMPLING

The Fundamental concept of sampling given by Crisp is: “If a small number of items or parts called a sample are chosen at random from a large number of items or a whole (called a universe or population) the sample will tend to have the same characteristics & to have them in approximately the same proportion as the universe”.

SAMPLE SIZE

It means, one has to decide how many elements of the target population are to be chosen. Sample size should be determined, keeping in mind the objectives of the research study.

Sample size should not be too large or too small. It should be a reasonable percentage of the total population. Size selected thus, should be adequate so that it may be taken as a representative sample of the population.

In my study, the sample size was determined as 25, which are drawn from the list of dealers of various brands of PP-R pipes to the total population is still very low & 25 was a reasonable sample size.

SAMPLING TECHNIQUE ADOPTED

Sampling is a systematic approach of selecting a few elements from an entire collection of population. In my research study, a pre-requisite for doing sampling is that there should be complete knowledge about all the samplings units.

Since this was not so, non-probability sampling was used. A judicious mix of convenience sampling & judgments sampling was done to get a representation of dealers of different brands.

Convenience Sampling

It means selecting sample units. In this method top 25 dealers were selected for the sample size. It is the cheapest & simplest method of sampling, also means what ever sampling units are conveniently available.

Judgment Sampling

This method means deliberate selection of sample units. It involves selection of cases (dealers) we judge as the most important ones for the study. It is the cheap & more convenient.

SOURCES OF DATA

Study is mainly based upon primary and secondary data. Primary data will be collected through direct personal interview with the help of structured and unstructured questionnaires.

In marketing research literature, there are two types of data. One is secondary data and the other is known as primary data.

Primary Data:

The primary data source which is the actual respondents of the survey. “Original research performed by individual researchers or organizations to meet specific objectives is called Primary Research”.

Primary data consists of gathering of original information for specific purpose i.e. related to the objectives of the study; primary data has been collected through a structured questionnaire. Primary data is always more accurate, more reliable and more related to the problem of study as compared to the secondary data sources. The primary data sources in this research are the actual respondents of the survey, the respondents are likely to be the dealers of the Prime pipes.

Secondary Data:

The main advantages of using the secondary data can be summarized as:

- ✓ Economical, as the cost of collecting the original data is saved.
- ✓ Much of the time of the research is saved like data collecting, tabulating and analysis, which leads to prompt completion of the research projects.
- ✓ It can be obtained very quickly.

- ✓ It may also provide information that could not be obtained by the typical organization.
- ✓ Due to the secondary data, deficiencies and gaps can be found easily and primary data collection becomes more specific and relevant to the study.
- ✓ Finally secondary data can be used as a basis for comparison with the primary data that has been collected.

The secondary sources of data used in this project report are published article in Newspapers, Magazines, some books related to pipe industry, company catalogue and other published articles.

Field Work

Field work is done throughout the Bangalore City. Around 25 dealers were interviewed in the research.

The interview schedule was carefully decided upon and revised in consultation with experts in order to avoid collection of irrelevant data. The respondents were directly approached by the Researcher. The respondents were approached in the morning or lunch hours because in the evening hours they were busy some of the respondents were met after taking prior appointment.

PLAN OF ANALYSIS

All the questionnaires were processed and edited as per the objectives of the study. The data as transcribed from questionnaires to work sheets. The raw data is tabulated with the help of statistical tools and techniques and from that inference are drawn. From the set of inferences broad conclusions are drawn for recommendations.

LIMITATIONS OF THE STUDY

- The study is limited to Bangalore city due to time constraint.
- The study mainly depends on primary data which is basically elicited from the respondents.
- The study depends on the accuracy of data given by the respondents.
- There was reluctance on the part of dealers to co-operate.
- The answers may be liable to biasness

CHAPTER SCHEME

Chapter 1-**Introduction:** It include an introduction to the broad area of the topic chosen, specific area of the topic chosen, introduction to the topic itself, and an overview of industry in general.

Chapter 2-**Research design:** This chapter provides a plan of the study which should include statement of the problems, scope of the study, methodology, sample design, sources of data, tools and techniques for data collection, plan of analysis, limitation and overview of chapter scheme.

Chapter 3-**Industry and Company profile:** It include a complete profile including history, nature of business, products and services, competitors etc

Chapter 4-**Analysis and Interpretations of data:** This chapter includes analysis of the data with required interpretation

Chapter 5-**Findings and Suggestions:** This chapter includes summaries the findings under each objective, suggestions and conclusion based on the findings.

Bibliography: It include list of the books and websites that were referred and useful for research study.

Annexure: It include questionnaire.

INDUSTRY PROFILE

The portable water in developed and under-developed countries is leaking from rusting pipes at rates that in some areas exceed 50%. With the world population projected to rise by 50% in the next 30 years to 8 billion, demand for portable water could rise by a staggering 650%.

As the population increase the water sources get polluted and water scarcity is increasing. To serve this requirement G.I(galvanized iron), CI(cast iron) and PVC(poly vinyl chloride) pipes are brought into use. But these pipes also loose flexibility with passage of time and break. They cannot withstand high temperature and pressure. As people face problems they needed an effective alternative to suit their needs. These problems resulted in the development of HDPE (High density polyethylene) and PP-R(poly propylene random) pipes.

HISTORY OF PP-R PIPES

- 1973 : First Import of Random PP from Japan
- 1975 : Gradual Substitution of PP-B with PP-R
- 1978 : Aquatherm begins to produce Floor Heating Pipes using PP-R
- 1982-83 : Introduction of Sanitary Piping Systems made of PP-R in Europe
- 1983-86 : Start up of PP-R Sanitary System in Italy
- 1990 : Start up of PP-R Sanitary System in Turkey
- 1997 : Use of PP-R Sanitary Pipes in China
- 1998 : PP-R pipe was exhibited in Plast – India, then it was accepted in market.

In India mainly three types of plastic pipes are used namely PVC, PE and PP-R. Various applications of these pipes are given below.

PVC : Water supply, sewage, drainage, plumbing, cable conduits.

PE : Gas distribution, water supply, industrial, cable conduits.

PP-R : Indoor and outdoor; hot and cold water plumbing pipes and fittings, chemical and effluent industry.

By 2010, among newly built, revamped and expanded projects nationwide, adoption of plastic pipes will be for,

80% of drainage pipes,

70% of rain drainage pipes,

30% of urban sewage pipes,

80% of water supply,

70% of the urban water supply pipes,

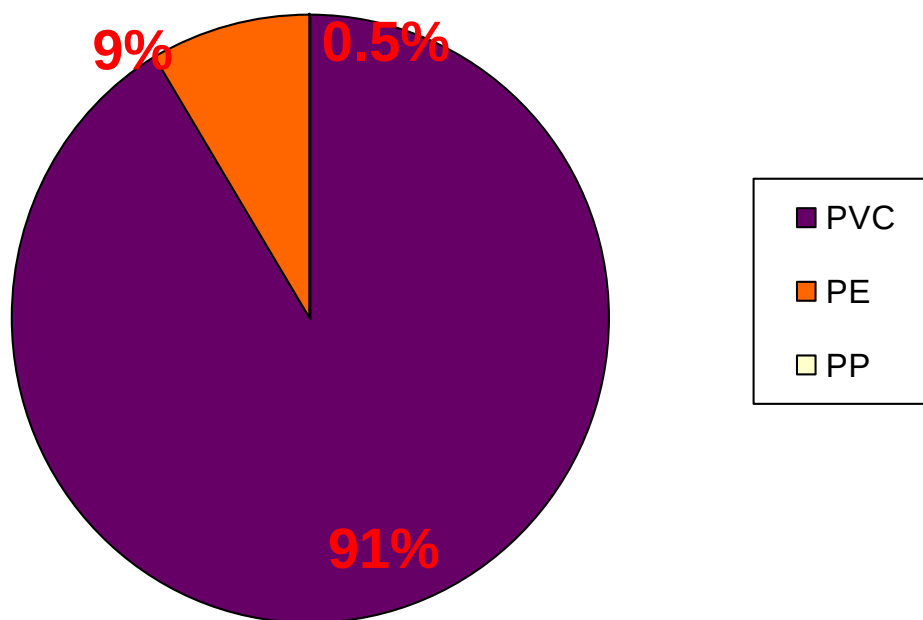
70% of town water supply pipes,

60% of urban gas pipes,

90% of cable casing pipes.

PLASTICS PIPES : INDIA MARKET

Prominent Polymers : PVC, PE, PP



PVC constitutes over 90% of Plastic Pipe Market

COMPANY PROFILE

PRIME Tele-Extrusions Ltd.,(PTEL) is a ISO 9001-2000 certified unit of the Daga Group of Companies, who are one of the leaders in plastic pipes and pipe fittings sector. 'PTEL' along with other group Companies RISHI Polymach Pvt. Ltd., provides complete and full range of **HDPE & PPR Pipes and Pipe Fittings**. All the above units are engaged in the production and supply of almost all sorts of plastic pipes and fittings of various sizes manufactured out of best quality virgin polymers at their state of art manufacturing facilities located at Bangalore and Mysore. The group's reputed brands in the sector are "**PRIME**" and "**RISHI**" and have reached to a considerably high sales level both in local and surrounding States in South India and need no introduction to discerning field engineers and users. Our dealer network is through out southern states and is expanding to all India level.

LATEST ADDITION IN PRODUCT LINE

PRIME TELE-EXTRUSIONS LIMITED have recently enriched its products span by adding/introducing two new products to its production/ supply - line which is ultimate choice in PLUMBING namely :

**PRIME PP-R/UV-PPR PIPES – SINGLE & MULTILAYER
PRIME PP-R PIPE FITTINGS.**

OUR EXCELLENCE & EXPERTISE

PRIME PP-R Products are engineered with expertise combined with latest technology. Technical knowledge and know-how services are supported by the **Reliance Industries Ltd. (Piping and Development Division)**.

PRIME PPR PIPES are produced in our state of the art manufacturing facilities established at Mysore and Bangalore (Karnataka) and is very well equipped with almost all latest and highly sophisticated computerized Test Equipments. We have our team of experts, which maintain supervision during the manufacturing process.

PRIME PPR Pipes are made of genuine raw materials produced by renowned manufacturers only and do not compromise with every other products in use for manufacturing of our quality Pipes for providing outstanding performance.

A reliable service set up, technical knowledge and know-how consultant services, and most of all excellent customer services, by supplying to Reasonably priced product for perfect quality made ‘**PRIME**’ an upcoming brand at all India level and have shown as the way to growth & prosperity.

RAW MATERIALS

PRIME PPR Pipes and Fittings are made of best quality virgin POLYPROPYLENE RANDOM CO-POLYMER (PPRC) Polymers which is a high molecular weight polymer and contains stabilization package in order to prevent thermal degradation of material during the piping processing and to provide outstanding performance during the usage of pipe. It has chemical resistance during the usage as transferring other liquid chemicals also.

Major Raw Material used in manufacturing PRIME PPR PIPES are as under:

<u>Sr. No.</u>	<u>Raw Material Used</u>	<u>Name of Manufacturer</u>
1	PP-Random Copolymer	I.P.C.L.(Reliance Group)
2.	UV Stabilizer Additive	Prayag Polytech Pvt.Ltd.
3.	Antioxidant Additive	Prayag Polytech Pvt.Ltd.
4.	Color Masterbatch	Prayag Polytech Pvt.Ltd.

STANDARDS AND PRODUCTION RANGE

PRIME Products are produced under strict quality control adopted at every stage of production /Working Instructions i.e. mixing of additives, heating at appropriate temperature, Extrusion Process, Cooling Process, cutting to the various sizes and stacking at proper place for storage. Products are tested for a thorough and vigorous QUALITY Checks as per ISO standards. Our Production /Supply capacity – al put to gather is up to 150MTM.

Test Certificates obtained from **CIPET & RELIANCE INDUSTRIES LTD.** proves that **PRIME Pipes** are hygienic (FOOD GRADE) and have no adverse effect on the quality (taste + odor) properties of drinking water and can be used for both concealed as well open applications in plumbing system.

FEATURES OF PRIME PPR PIPES & FITTINGS

Widely used in sanitary water installation and for the distribution of tap water Residential area as it is not detrimental to human health. It's Hygienic, Odourless, No bacterial or Fungal Growth, No Contamination.

- Resistant to extreme heat or cold. No need for insulation against heat. Withstands temperature range – 2 Degree Census to 90 Degree Census. Keeps inner climate constant.
- Endures to heat and high climatic condition. It reserves its original form, flexibility and chemical properties at high temperature. No deformation, as it is resistant to long term hot water transmission. Endures operational heat 70 Degree Census to 90 Degree Census in normal environmental condition.
- Resistant to corrosion, does not rust or decay, No scaling or calcification.

- Resistant to chemical reaction, acids, salt and alkalis, may safely be used together.
- Low friction losses. Resistant to abrasion.
- Extremely light weight – easy to transport & install.
- UV Stabilized, Resistant to ultra violet rays (Exposure to direct sunlight to be avoided)
- Strong tough and long lasting - can be safely used for duration of minimum 50 Years.
- Adhesion is firm and will not effect inner diameter – makes the system leak-proof. Maintenance free and easily repairable. Extensive savings in time and labour.

APPLICATION AREAS

PRIME PPR Pipes & Fittings are the ideal and problem free solution for all your plumbing needs for the sanitary piping system. It is specially recommended for HOT, COLD and even CHILLED watering in number of applications. Naming the few areas are:

- Residential Apartments, Public Housing, Condominiums
- Commercial Buildings, Shopping Centers.
- Schools, Hospitals, Laboratories.
- Hotels, Resorts, Entertainment Parks, Halls, Theatres. etc
- Sewerage & Drainage Systems.
- Liquid Chemicals Flow System in Chemical & Food Processing Industries.

ADVANTAGES

The major advantages of usage of **PRIME** PPR Pipe & Fittings over Metal Pipes (GI) and other Thermoplastic Pipes are:

- High Impact Strength (3 layer pipe, Extrusion with UV)
- Resistant to high temperature (No extra insulation required)
- Widest Range of Operating Temperature - 2 Degree Celsius to 90DegreeCelsius(best for Hot & Cold Water).
- Resistant to corrosion (long life: + 50 Years).
- Leak Proof Joints (Zero maintenance, Easy repairs)
- Easy Installation, Easy Adhesion (Savings on time & labor).
- Economy (Cost effective).

OUR PATRONS

The Group has established an amicable relationship with our high profile clients spread over the south states through our supply of quality products for sanitation application at reasonably competitive price as is directly proportionate to the satisfaction of our valuable customers

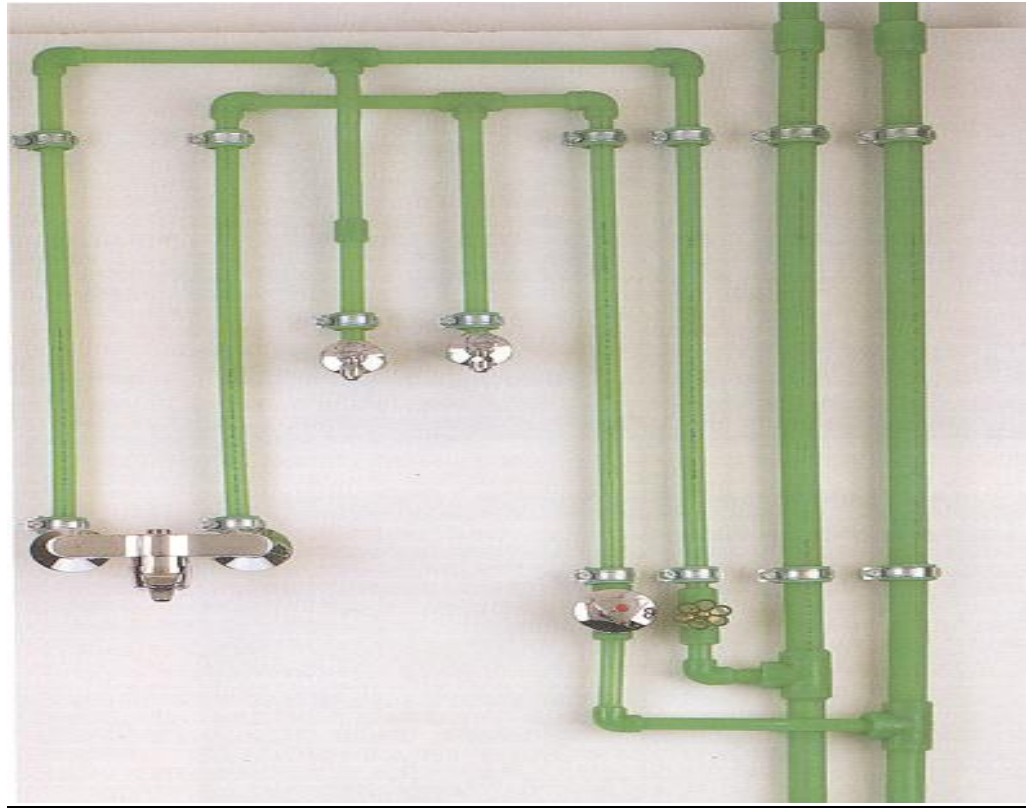
Listed below are few of our reputed clients.

1. Wipro Ltd.
2. TATA BP Solar
3. GE (India)
4. Le Meridian
5. Bangalore Pharmaceuticals & Research Laboratories
6. Ambiance Projects
7. Southern Sanitation
8. RR Sanitation
9. Maxel Engineers
10. Madras Engineering

OUR OTHER PRODUCT LINES

<u>PRODUCT</u>	<u>USAGE</u>
‘PRIME’ ISI HDPE PIPES & FITTINGS	-Clean & Waste water& Chemicals transportation . Agricultural Watering.
‘PRIME’ PLB HDPE PIPES & FITTINGS	-Telecom Network plumbing
‘PRIME’ MDPE WATER PIPES & FITTINGS	-Sub-distribution of water (Portable/Drinking water)
‘PRIME’ MDPE GAS PIPES & FITTINGS	- Gas transportation.
‘RISHI’ ISI SPRINKLER PIPES	- Agricultural Watering system
‘RISHI’ ISI HDPE PIPES	- Major water distribution systems, Bore wells. etc.

PP – R PLUMBING SYSTEMS



SANITARY INSTALLATIONS



HOT AND COLD WATER DISTRIBUTION

Comparison of PRIME PP-R Pipes With all other kind of Plumbing Pipes

Properties	Pipe Type	PRIME PP-R	Steel	Galvanized	Copper	U-PVC	C-PVC	Remarks
Service Life Guarantee (years)		50	3-15	5-25	3-30	0-20	0-50	The guarantee service life of pipes other than PP-R depends on quality of raw material used and many other parameters.
Brittleness Characteristics		Resistant	Resistant	Resistant	Worrisome	Not Resistant	Not Resistant	--
Corrosion Resistance - Abrasion Resistance		Very Resistant	Very Frail	Very Frail	Very Frail	Partly Resistant	Partly Resistant	These evaluations depend on chemical resistance of the raw material.
Easiness in Fittings Production		Very Easy	Difficult	Difficult	Difficult	Very Easy	Very Easy	--
Easiness in laying (Easiest: 100, Hardest: 0)		100	25	25	40	80	80	--
Hygienic Superiority		Excellent	Worrisome	Worrisome	Worrisome	Worrisome	Good	--
Inner Surface Smoothness		Excellent	Smooth	Smooth	Rough	Rough	Smooth	--
Fitting Types and Cost		Excellent-Cheap	Limited - Expensive	Limited - Expensive	Limited - Expensive	Different - Cheap	Different-Expensive	--
Chemical Resistance		Excellent	Problematic	Problematic	Worrisome	Worrisome	Good	--
Joining Reliability (Max:100, Min:0)		100	0-80	0-80	0-50	0-50	0-80	Compression, soldering and seat connection are worrisome
Easiness in Repair & Maintenance		Very Easy	Troubling	Troubling	Difficult	Difficult	Difficult	--
Pressure Resistance for PN 20 at Time Zero		>80 bar	>100 bar	>100 bar	>40 bar	30 bar	55 bar	--

TECHNICAL COMPARISON of PRIME PP-R Pipes with PVC Pipes

Property	PVC	PP-R
Impact Strength	1.0 -5.6	1.1 - 14.0
Vicat Softening Temp., °C	110	130
Maximum Safe Working Temp., °C	85	95
Friction Factor	Low	Very Low
Water Absorption (%) Maximum	0.15	0.03
Specific Gravity gms/cm ³	1.49 -1.58	0.9
Chemical resistance	Average	Very high
Jointing		
Method	Special Solvent Cement	Simple Heat Fusion
Skill	needs special attention & skilled Labour	Very simple & can be done by unskilled labour
Strength	Surface Homogeneity	Thorough Homogeneity
Time	Few Minutes	Few seconds
Line Commissioning	24 Hours	Immediate
Hygienic Property	Average	Very Good
Service Life - years	30-40	More than 50 years
Reliability	Good	Very Good

ANALYSIS AND INTERPRETATION OF DATA

TABLE No:1

Table showing brand awareness of dealers

BRANDS	NO.OF RESPONDENTS	PERCENTAGE
S F M C	25	100
Prime	25	100
Supreme	25	100
Krishi	25	100

Interpretation:

The table shows that dealers are 100% aware of all the brands available in the market.

Inference:

It is inferred that the awareness of different brands among dealers are very high. Most of dealers are dealing multiple brands.

Graph No:1

Graph showing brand awareness of dealers

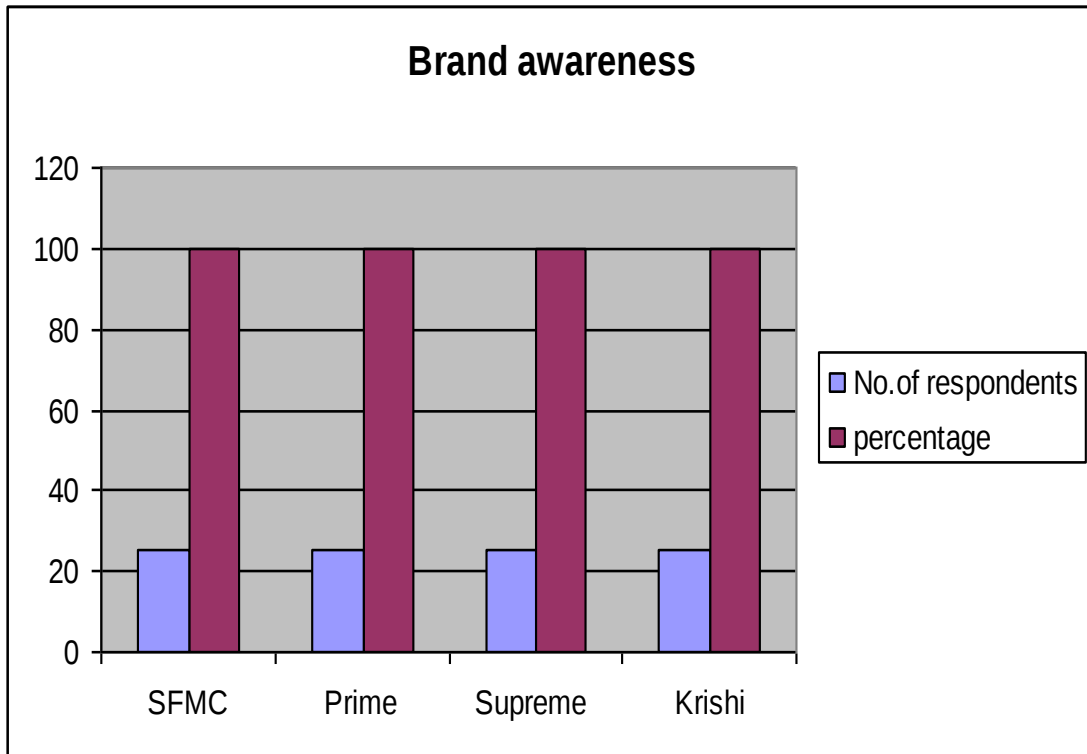


Table : 2
Table showing brand dealt by dealers

BRANDS	NO.OF RESPONDENTS	PERCENTAGE
S F M C	1	4
Prime	11	44
Supreme	18	72
Krishi	6	24
Others	15	60

Interpretation:

The table shows that 72% of dealers dealing Supreme, 44% Prime, 4% SFMC, 24% Krishi and 60% other brands.

Inference:

It is inferred that most of the dealers selling more than one brand. And competition among them is very high. Supreme got more dealers.

Graph No: 2

Graph showing brand dealt by dealers

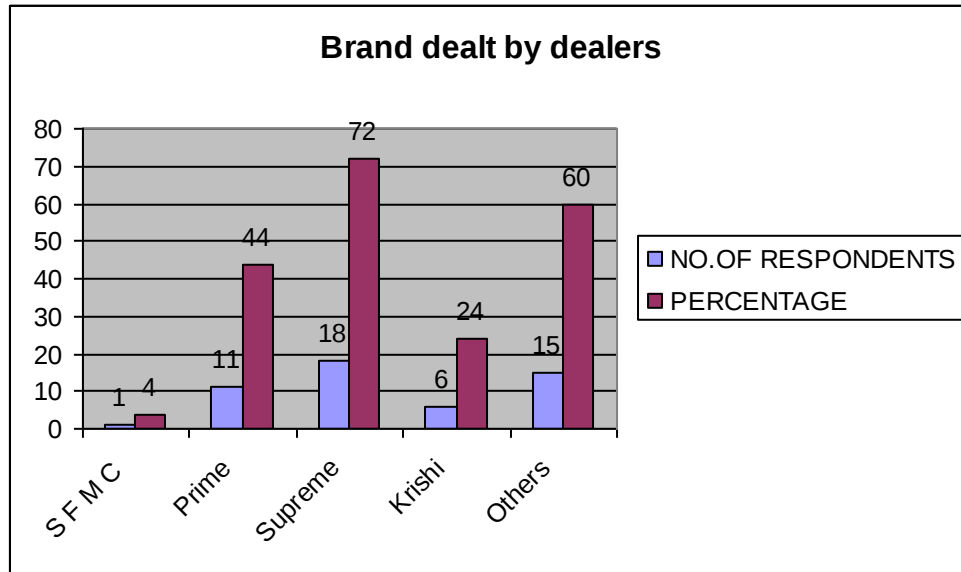


Table No: 3

Table showing Reason for maximum sales of brand

FACTORS	NO.OF RESPONDENTS	PERCENTAGE
Quality	15	60
Price	10	40
Brand name	0	0
Availability	0	0

Interpretations:

The table shows that quality (60%) and price (40%) play important role in maximum sales, brand name and availability doesn't have any role.

Inference:

It is inferred that the quality and price play a great role in making a brand leading one. Both of them constitutes the sales of the pipes.

Graph No: 3

Graph showing Reason for maximum sales of brand



Table No: 4
Table showing Source of purchase

Source	NO.OF RESPONDENTS	PERCENTAGE
Manufacturer	16	64
Distributor	9	36

Interpretation:

The table shows that 64% of dealers buy directly from manufacturer and rest 34% from distributors.

Inference:

It is inferred that most of dealers buy from manufacturer to increase their margin. And that also makes distribution system simple.

Graph No: 4

Graph showing Source of purchase

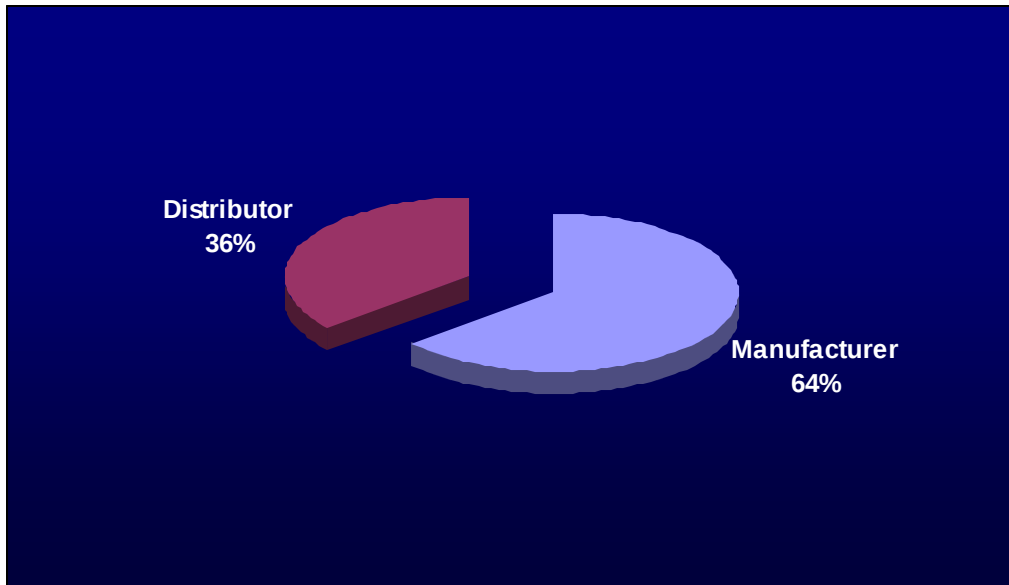


Table No: 5

Table showing Impact of promotional schemes

PROMOTIONAL SCHEMES	NO. OF RESPONDENTS	PERCENTAGE
Gifts	4	16
Advertisement	4	16
Price discounts	2	8
Word of mouth	15	60
Others	0	0

Interpretation:

Table shows word of mouth (60%) is the main promotional activity which created an impact on the brand, 16% through gifts, 16% advertisement and 8% price discounts.

Inference:

It is inferred that word of mouth play huge role in creating awareness. That source is very fast in creating awareness.

Graph No: 5

Graph showing impact of promotional schemes

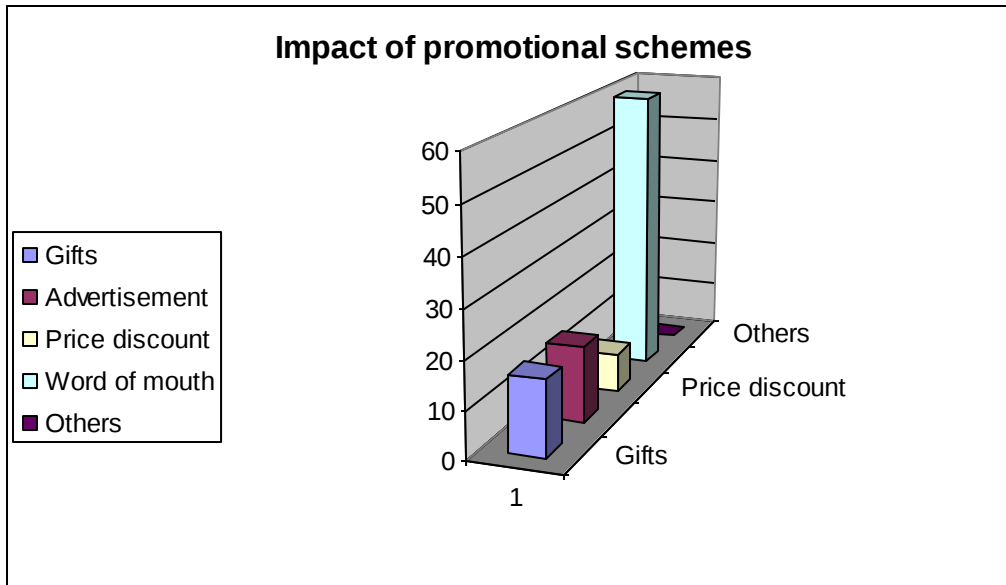


Table No:6

Table showing effective media for creating awareness

MEDIA	NO. OF RESPONDENTS	PERCENTAGE
News paper	0	0
Magazines	5	20
Television	0	0
Internet	0	0
Display	8	32
Exhibitions	12	48

Interpretation:

The table shows that 48% of dealers feel that exhibitions is the most effective form of advertising, display (32%) , magazines (20%) also play some role in advertising. But others like T.V, internet and news paper doesn't make any impact.

Inference:

It is inferred that exhibition is the better way to promote the pipes. It attracts lots of people who related to that field.

Graph No: 6

Graph showing effective media for creating awareness

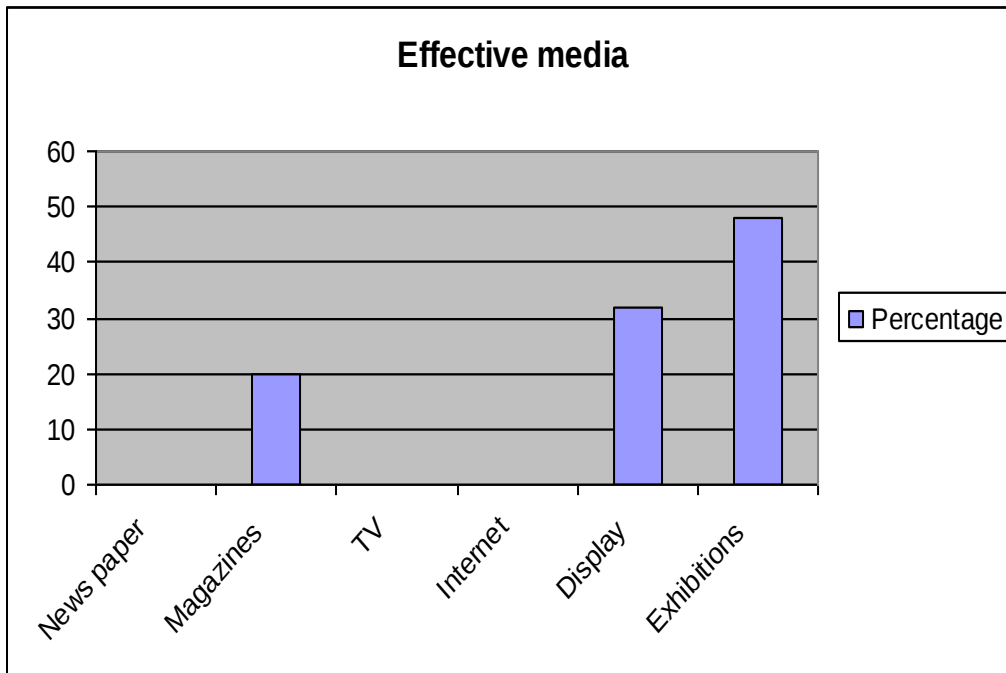


Table No: 7

Table showing decision making based on advertisement

DECISION	NO. OF RESPONDENTS	PERCENTAGE
YES	9	36
NO	16	64
TOTAL	25	100

Interpretation:

Table shows that dealers feel that majority (64%) of their customers doesn't care about ads and 36% cares.

Inference:

It is inferred that advertisement doesn't play much role in purchase decision. They are not much aware of the advertisement. They look for quality and Price.

Graph No:7

Graph showing decision making based on advertisement

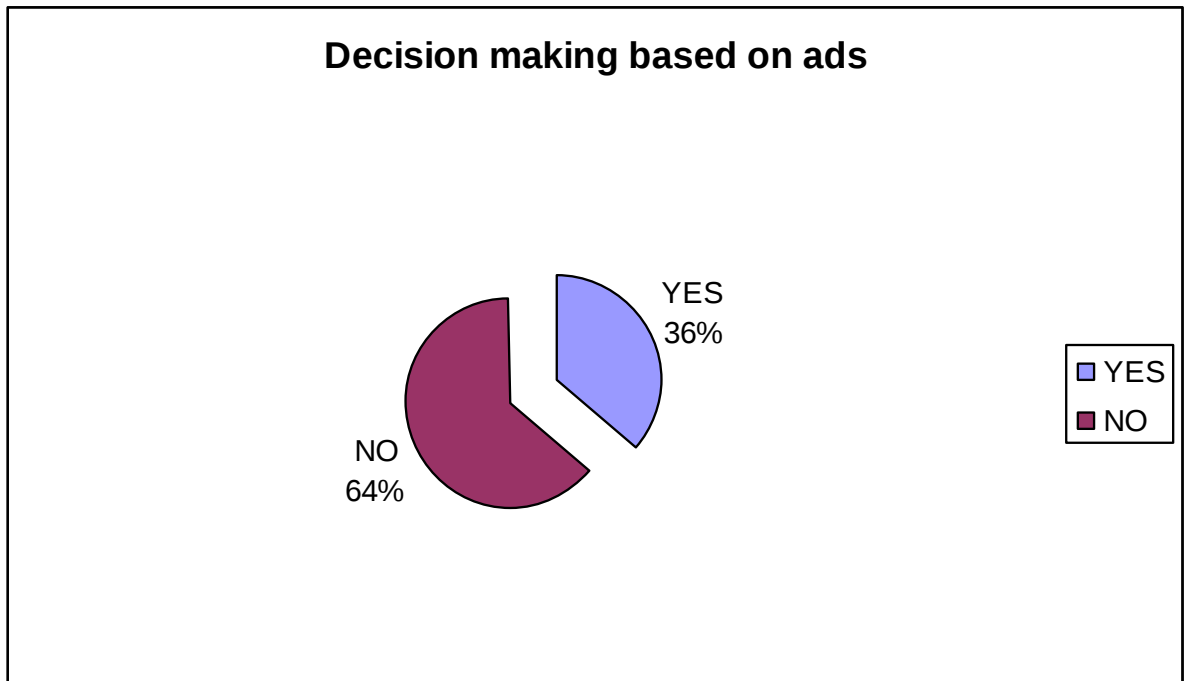


Table No: 8

Table showing company's assistance in promotional activities

DECISION	NO. OF RESPONDENTS	DECISION
YES	0	0
NO	25	100
TOTAL	25	100

Interpretation:

The table shows that 100% company is not at all helping for promotional activity directly.

Inference:

It is inferred that company is not involving with dealers to promote the product, if they assist only brand image can be increased.

Graph No: 8

Graph showing company's assistance in promotional activities

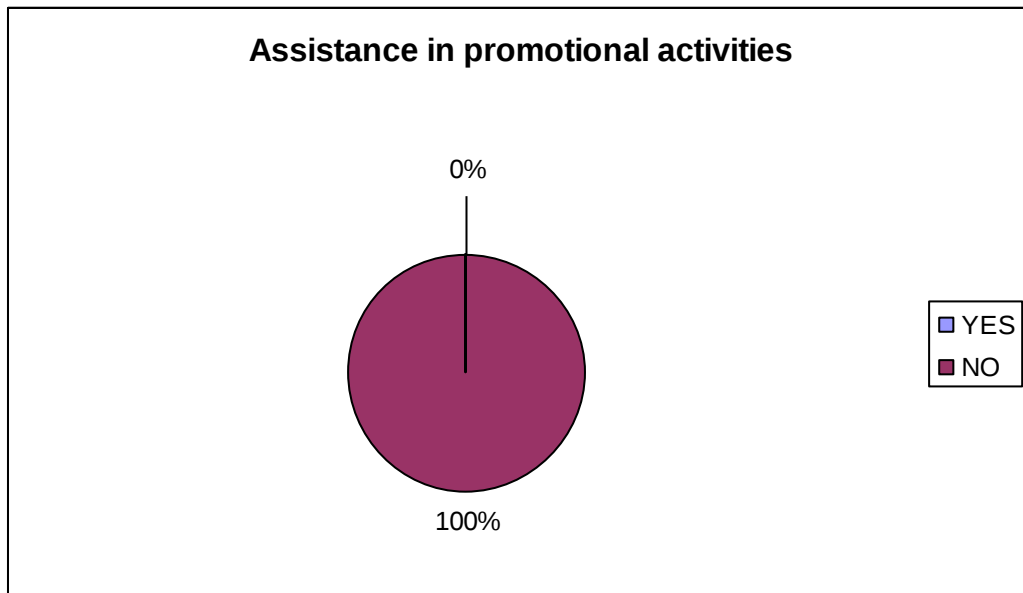


Table No: 9

Table showing satisfaction level of distribution strategy

DECISION	NO. OF RESPONDENTS	PERCENTAGE
YES	21	84
NO	4	16
TOTAL	25	100

Interpretation:

The table shows that 84% of dealers are satisfied with distribution strategy and rest are not satisfied.

Inference:

It is inferred that majority of dealers are satisfied with the distribution strategy. But to compete with competitors, have to improve distribution strategy.

Graph No: 9

Graph showing satisfaction level of distribution strategy



Table No: 10

Table showing rating of Prime pipes

FACTORS	EXCELENT	GOOD	SATISFACTORY	TOTAL
Price	0	20	80	100
Quality	68	32	0	100
Availability	36	44	20	100
Performance	72	20	8	100
Technical support	32	40	28	100

Interpretation:

The table shows that 80% feel that price is satisfactory and 20% good. 68% feel quality is excellent, 32% good. Availability got mixed reaction 36% excellent, 44% good and 20% feels satisfactory. Performance is excellent with 72%, 20% good and 8% satisfactory. Technical support also got mixed reaction with 40% feels good, 32% excellent and 28%.

Inference:

It is inferred that quality and performance play huge impact on the sales of Prime pipes. The quality of Prime pipes is excellent. Price is lightly higher when compared to competitors.

Graph No:10

Graph showing rating of Prime pipes

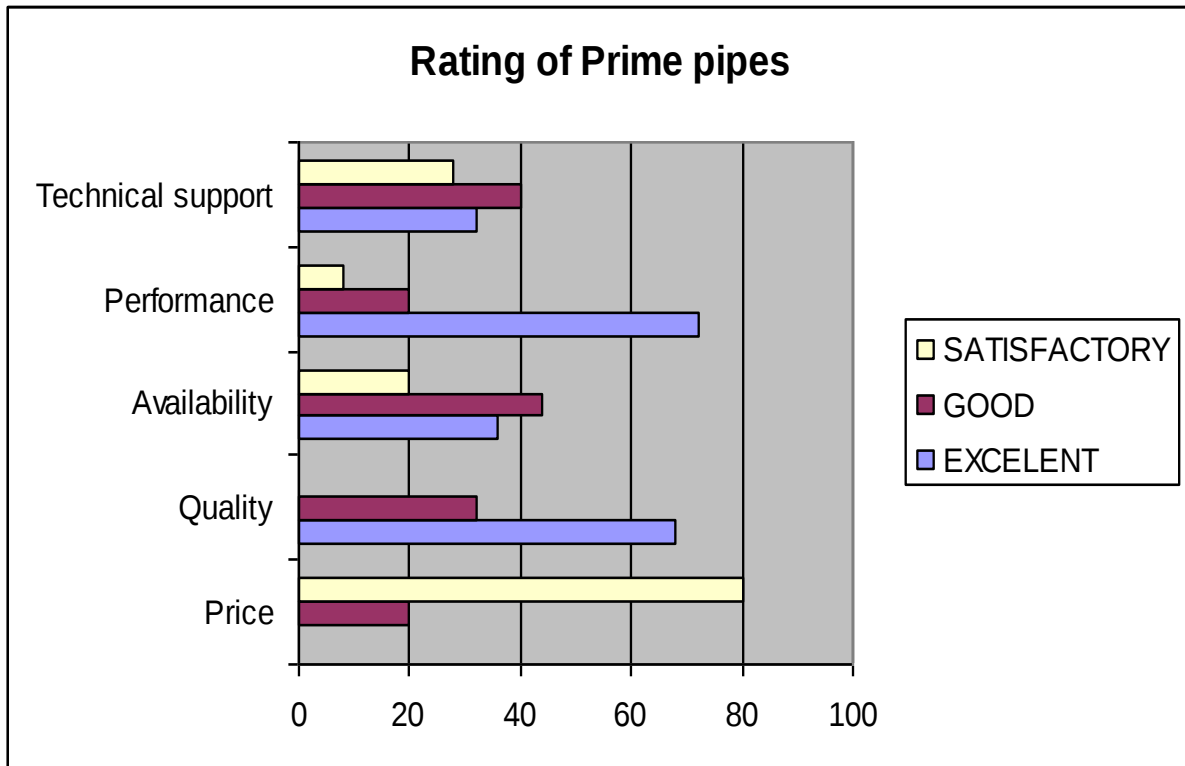


Table No:11

Table showing Performance of Prime pipes

DECISION	NO. OF RESPONDENTS	PERCENTAGE
YES	25	100
NO	0	0
TOTAL	25	100

Interpretation:

The table shows that 100% of dealers are satisfied with the performance of Prime pipes.

Inference:

It is inferred that performance Prime pipes is excellent. It is main reason for its good sales.

Graph No:11

Graph showing Performance of Prime pipes

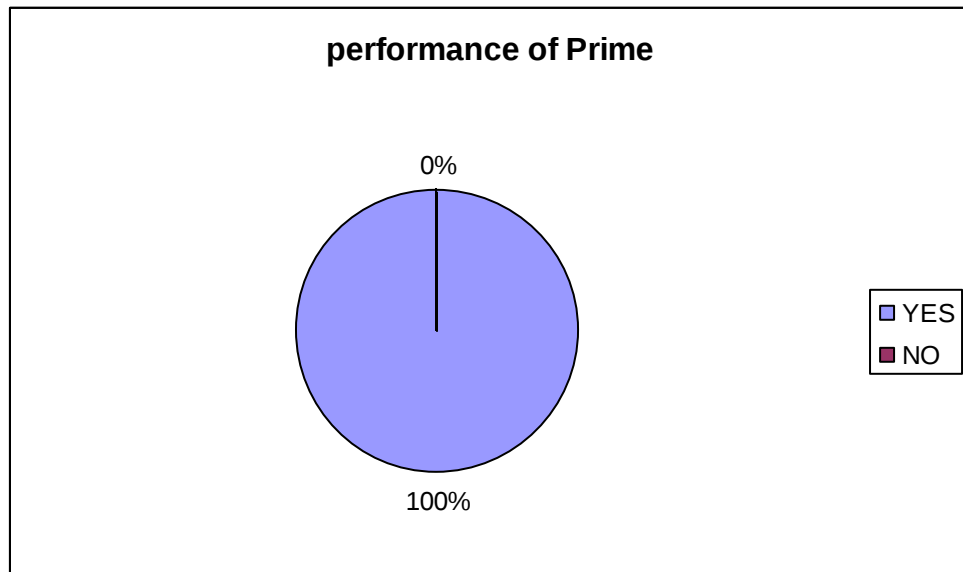


Table No:12

Table showing Role of price in purchase of Prime pipes

DECISION	NO. OF RESPONDENTS	PERCENTAGE
YES	4	16
NO	21	84
TOTAL	25	100

Interpretation:

The table shows that 84% of dealers feel that price is not a responsible factor for purchase and 16% feels that price has role to play.

Inference:

It is inferred that price is not playing greater role in purchase of Prime pipes, because price is lightly higher when compared to others.

Graph No:12

Graph showing Role of price in purchase of Prime pipes

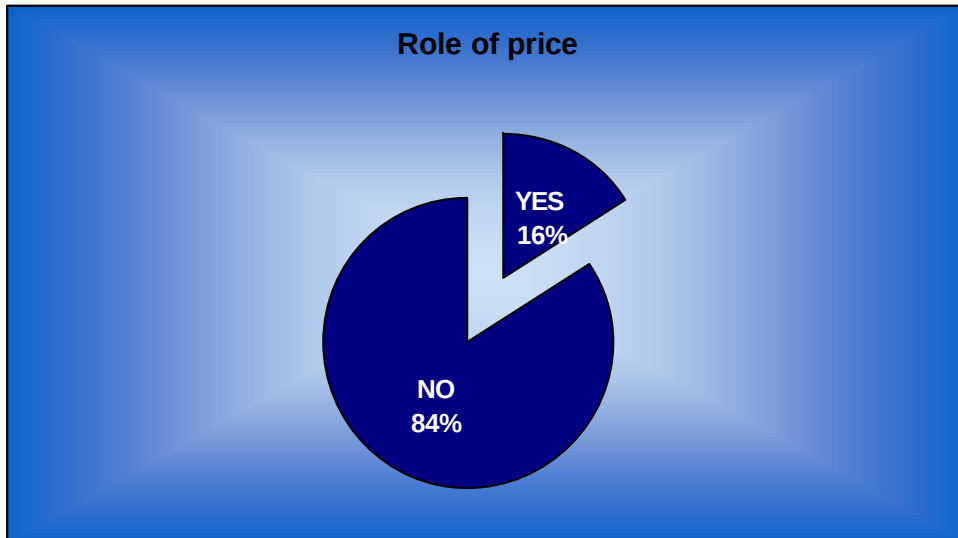


Table No: 13

Table showing Evaluation of Prime pipes price

OPTIONS	NO. OF RESPONDENTS	PERCENTAGE
High	21	84
Average	4	16
Low	0	0

Interpretation:

The table shows that 84% of dealers feel that price of Prime pipes are very high and 16% feels it's just an average.

Inference:

It is inferred that the price of Prime pipes are comparatively high. So have to reduce incurring costs to reduce price.

Graph No: 13

Graph showing Evaluation of Prime pipes price

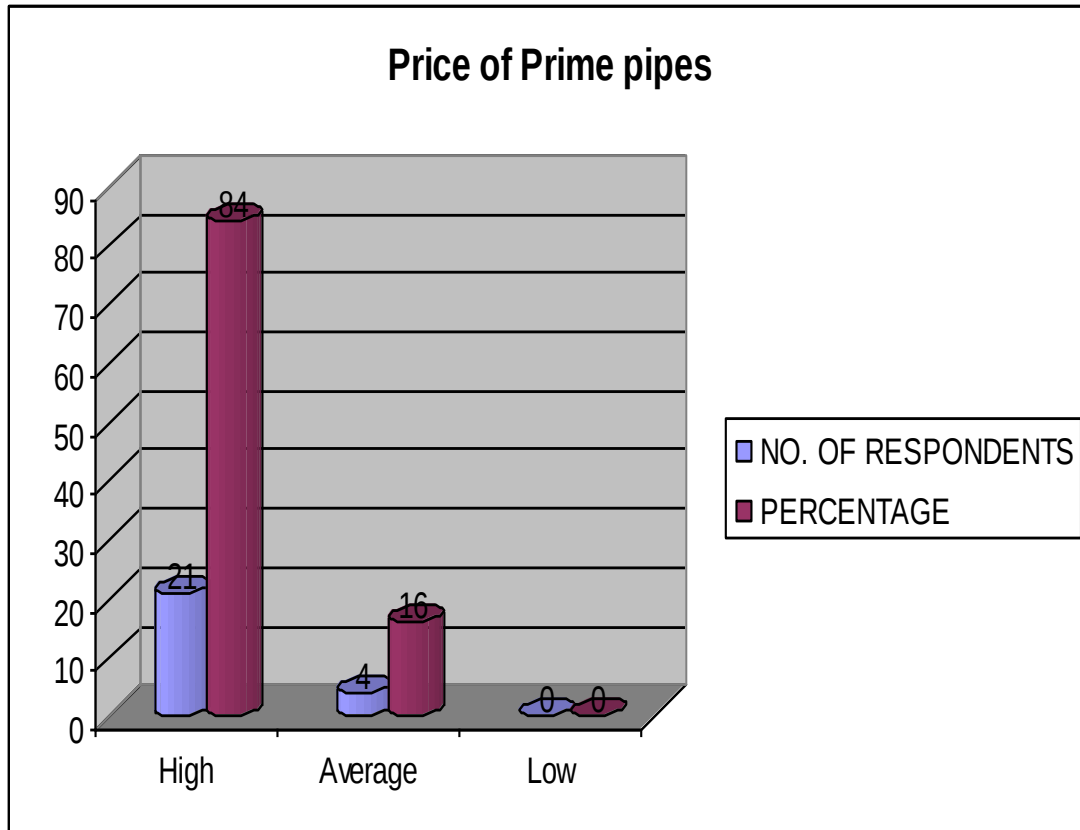


Table No: 14

Table showing Role of quality in purchase of Prime pipes

DECISION	NO. OF RESPONDENTS	PERCENTAGE
YES	19	76
NO	6	24
TOTAL	25	100

Interpretation:

The table shows that 76% of dealers feel that quality play an eminent role in purchase of Prime pipes and 24% feel that it doesn't have any role.

Inference:

It is inferred that quality of pipes makes the purchase decision. Prime pipes got excellent quality. That is the main factor of its sales.

Graph No: 14

Graph showing Role of quality in purchase of Prime pipes

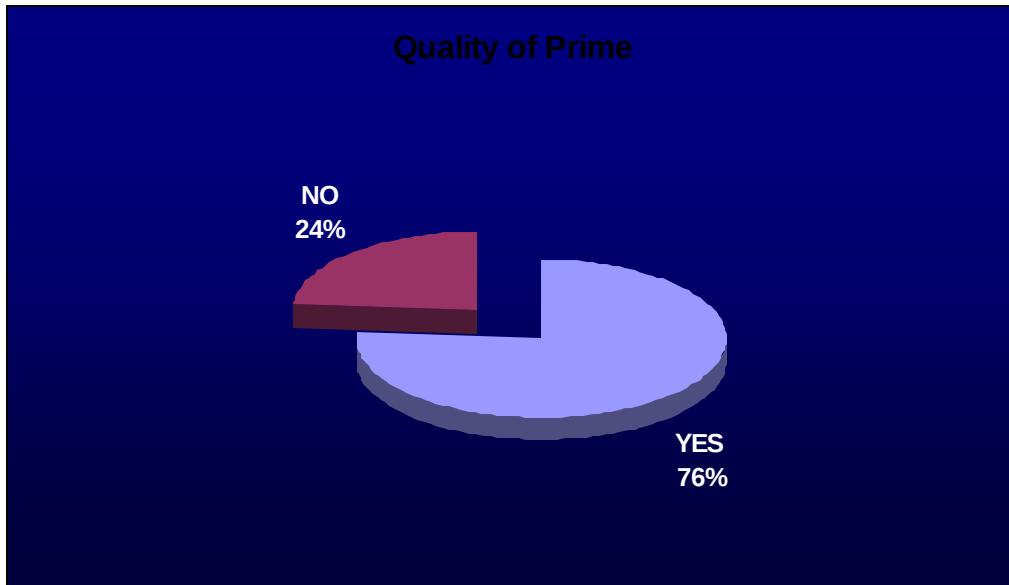


Table No: 15

Table showing Quality of Prime pipes

OPTIONS	NO. OF RESPONDENTS	PERCENTAGE
High	21	84
Average	4	16
Low	0	0

Interpretation:

The table shows that 84% agree that quality of product is high and 16% feels is average.

Inference:

It is inferred that quality of pipes is excellent. That had made the brand name.

Graph No: 15

Graph showing Quality of Prime pipes

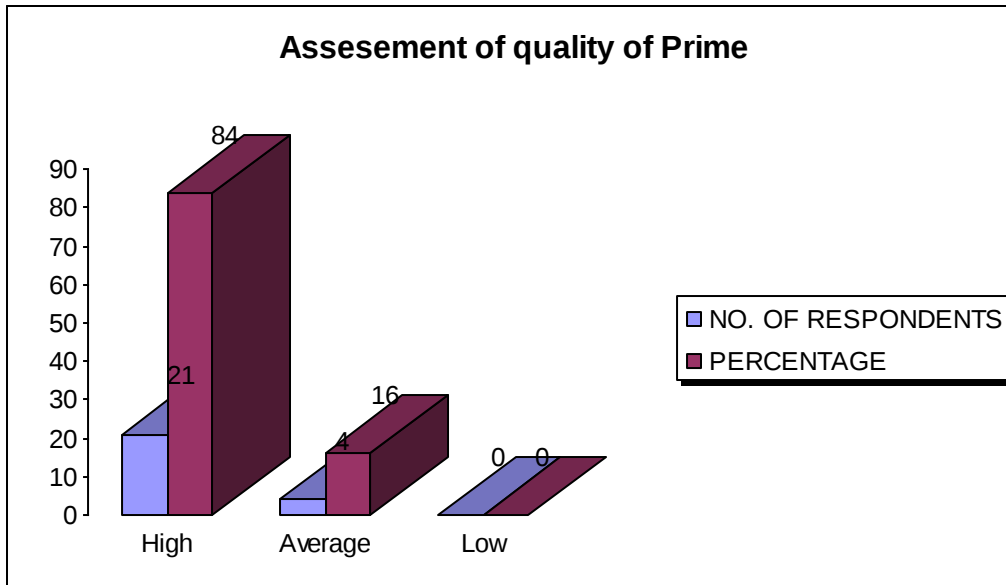


Table No:16

Table showing Reason for preferring G.I pipes

OPTIONS	NO. OF RESPONDENTS	PERCENTAGE
Availability	8	32
Quality	0	0
Perception(low price)	17	68
Brand	0	0

Interpretation:

The table shows that dealers feel that 68% of consumers preferring G.I pipes because of its perception of low price and 32% preferring due to availability.

Inference:

It is inferred that perception that G.I pipes having low price is the main factor for purchase of it, although it is high priced than PP-R pipes. It is important to make awareness among users through various means.

Graph No: 16

Graph showing Reason for preferring G.I pipes

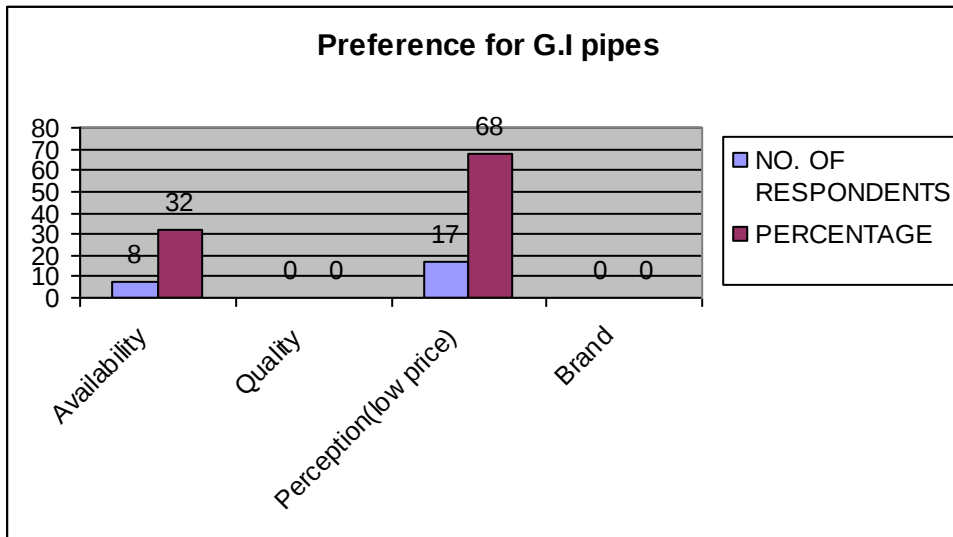


Table No:17

Table showing Initiator for purchase of pipes

OPTIONS	NO. OF RESPONDENTS	PERCENTAGE
House owner	5	20
Friends	0	0
Contractors	18	72
Others	2	8

Interpretation:

The table shows that 72% of dealers feel that contractors are main source for purchase of pipes, 20% house owners, others 8% and friends has no role at all.

Inference:

It is inferred that contractors are the main initiator for purchase of pipes. They help to increase the market of Prime pipes in future. So it is better to improve relation with them.

Graph No:17

Graph showing Initiator for purchase of pipes

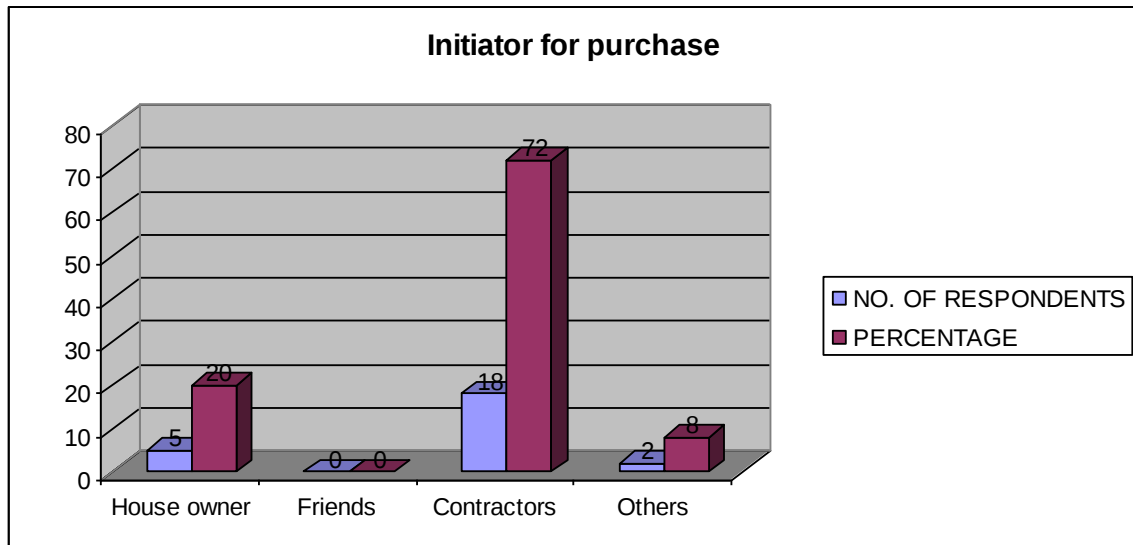


Table No: 18

Table showing Satisfaction levels towards credit limit

OPTIONS	NO. OF RESPONDENTS	PERCENTAGE
Delighted	1	4
Satisfied	10	40
Dissatisfied	14	56
TOTAL	25	100

Interpretation:

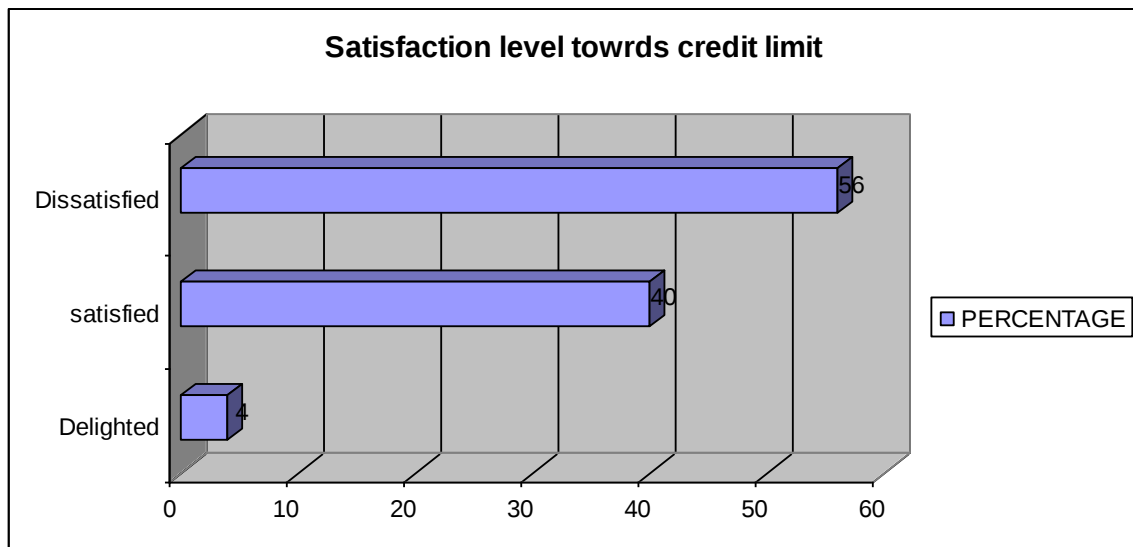
The table shows that 56% of dealers are dissatisfied with the credit limit, 40% are Satisfied and 4% is delighted.

Inference:

It is inferred that credit limit of the company having mixed reaction of both satisfaction and dissatisfaction. If company increase credit limit that will attract more dealers.

Graph No:18

Graph showing Satisfaction levels towards credit limit



SUMMARY OF FINDINGS

- Dealers are aware of all the PP-R pipes available in market.
- Most of the dealers selling more than one brand.
- Supreme is the brand got more dealers.
- Quality and price plays greater role in purchase of PP-R pipes.
- Majority of dealers buy pipes from manufacturers directly.
- Word of mouth is creating greater awareness to the product.
- Display and exhibition making huge impact in advertising.
- Advertisement doesn't have great role in purchase behaviour.
- Majority of dealers are satisfied with the distribution strategy of the Prime pipes.
- All the dealer's customers are satisfied with the performance of the Prime pipes.
- Company is not helping directly for promotional activity.
- Price plays very lesser role in sales of Prime pipes.
- Price of Prime pipes is comparatively on higher end.
- Quality is an important factor for brand awareness and sales.
- Quality of Prime pipes is excellent.

- Even after introduction of PP-R pipes, G.I (Galvanized Iron) pipes are widely used than any other.
- Perception that G.I pipes got very low price is the attractive factor for huge sales, even though that having low quality and high price.
- Trade shows and word of mouth are the better ways to create awareness of PP-R pipes.
- Contractors initiate the purchase decision of PP-R pipes.
- Mixed reaction with the satisfaction related to credit limit of the company.
- Sales team requires immediate training to improve their skills to increase sales.

SUGGESTIONS

- Company should maintain more cordial relationship with the dealers, give proper direction regarding the market situation and help to tackle their problems efficiently.
- Promotional activities have to be increased to create more brand awareness.
- Company must help directly to promote the product in the form of financial assistance to promote their products in trade shows or through other media.
- Price of the Prime pipes is lightly high, so they have to try their best to reduce cost through different means. It may be through any marketing or production cost.
- G.I pipes got huge market even with low quality because of its perception that it got low price, but in reality it is very high priced. So it is necessary to create awareness of PP-R pipes and its quality, uses, price, then make people to use the PP-R pipes.
- Dealers must keep good relation with contractors. So sales can be improved by dealing with them in future.
- The company should improve its quality and variety by having an efficient research and development centre. Since the competition in the industry is very intense the company should try for better quality and cheaper priced products.
- The distribution network of the company should improve and they should go in for intensive distribution to make the product more available in different parts of

the state. The company can appoint an efficient area development officer to do this role of finding potential dealers.

- Credit facilities and margins are very essential for a dealer for increasing profit. At present company is giving a 30 days credit facility and 20% margin to the dealers. If possible this should be increased to a 45 days credit period which would help the company to have an advantage over its competitors.
- Quality and performance are very important for success of any brand. It is found that quality and performance of the company's models are very good, but it should be further improved to compete with other brands.
- Maintain a weekly contact with the dealers and know their piled up stock to build a good relationship.
- Product differentiation and brand awareness to be created to distinguish the product among others in the market.
- Should encourage dealers to stock up pipes by giving display rent.
- Improve technical support to end users. It includes after sales service, repairs etc.
- Participate more in fairs, exhibitions etc that will help in building good reputation and awareness.

CONCLUSION

The dealers are the most important channel members in this industry in getting the final products to the consumers. Hence it is very essential to motivate the dealer to succeed in the market. After quality and performance, price plays a major role in influencing the dealer to stock a particular brand.

Advertisement also is very essential for this industry in the dealer point of view, because this will also make his work easier in pushing the product and creating awareness of the brand in the minds of consumers. The organization can improve rapidly if it satisfies the dealer.

Price has got greater impact on the sales of the pipes. Price of the Prime pipes is higher so they have to take some immediate action to cope up with competitors. Quality and performance of Prime pipes is excellent. Quality helps to makeup the sales even though price is lightly high.

Research helped to find out various attributes such as reaction to advertising, reasons for choosing a brand, which plays important role in purchase decision, who initiate purchase, awareness of different brands of pipes etc.

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Marketing management	Philip Kotler	12 th	Prentice Hall
Principles of marketing	W.J. Stanton	10 th	Mc Graw Hill
Marketing research	Aaker / Kumar/ Day	6 th	Wiley Publication
Sales and distribution	S. L. Gupta	1 st	Excel Books
Research Methodology	Kothari	2 nd	New Age International

Websites

www.primepipes.com

www.google.com

QUESTIONNAIRE

Name :

Address :

1. Which of the following brands of PP-R pipes are you aware of ?
 - a) S F M C
 - b) Supreme
 - c) Prime
 - d) Krishi polymers
2. Which of the following brands of PP-R pipes are you dealing with?
 - a) S F M C
 - b) Supreme
 - c) Prime
 - d) Krishi polymers
 - e) Others
3. Which are the attributes for making maximum sales of a particular brand?
 - a) Quality
 - b) Price
 - c) Brand name
 - d) Availability
4. From where did you purchase PP-R pipes ?
 - a) Manufacturer
 - b) Distributor
5. Which of the following promotional activities have created an impact on sales of a particular brand?
 - a) Gifts
 - b) Advertising
 - c) Price discounts
 - d) Word of mouth
 - e) Others (specify)

6. Which media is most effective for advertising PP-R pipes ?
- a) News paper
 - b) Magazines
 - c) Television
 - d) Internet
 - e) Display
 - f) exhibitions
7. According to you which of new promotional activities has to be introduced ?
.....
8. Do your customers take decisions based on advertisement?
- a) Yes
 - b) No
9. Does company directly help in promotional activities?
- a) Yes
 - b) No
10. Are you satisfied with distribution strategy followed by the company?
- a) Yes
 - b) No
11. Please rate Prime pipes on following criteria?
- | <u>Factor</u> | <u>Excellent</u> | <u>Good</u> | <u>Satisfactory</u> |
|----------------------|-------------------------|--------------------|----------------------------|
| a) Price | | | |
| b) Quality | | | |
| c) Availability | | | |
| d) Performance | | | |
| e) Technical support | | | |
12. Are your customers satisfied with the performance of our pipes?
- a) Yes
 - b) No
13. Does price play role in purchase of Prime pipes?
- a) Yes
 - b) No
14. Evaluate the price of Prime pipes?
- a) High
 - b) Average
 - c) Low

15. Does quality play role in purchase of Prime pipes?
- a) Yes
 - b) No
16. Evaluate quality of Prime pipes?
- a) High
 - b) Average
 - c) Low
17. Why consumers still prefer G.I pipes?
- a) Availability
 - b) Quality
 - c) Perception (Low price)
 - d) Brand
18. Who initiate to purchase the pipes?
- a) House owner
 - b) Friends
 - c) Contractors
 - d) Others
19. Mark your satisfaction with respect to the credit limit of the company?
- a) Delighted
 - b) Dissatisfied
 - c) Satisfied
20. Do you have any suggestion for improvements of Prime pipes?
-
-