

EUREKA FORBES LIMITED

INDUSTRY PROFILE

India is a very large consumer goods market and offers a large potential to the companies to grow fast. It is next only to china, which is known as the largest potential market in the world. With a population of over one billion India cannot be ignored by any serious players even in the international market and is one of the fastest growing markets in the world growing in leaps and bounces and fast increasing its standards.

The Indian consumer companies are very open to new innovation and are ready to be experimented with. Being a developed country, India does not plan to die out in its growth any time soon.

With the liberalization of the markets in India and also the lack of many competitive companies in the market, the time is very ripe for the companies to experiment with the market and exploit it to the maximum extent. According to the WTO specification, no market can be reserved to the local companies by any government of the world. And India being one of the first countries to have complies, companies are getting more and more freedom to survive and flourish. The company now can import many items to the country with out any restriction.

The Indian consumer companies are now more aware of its rights and expect a lot from its products then their earlier counterparts. They are more quality conscious and at the same time are very price sensitive.

Indian consumer goods market is estimated at around forty thousand crores and it is fast growing. With skilled and technically sound labour and emergence of the economy from recession, the marketing industry has come into joint ventures that have signed with foreign majors.

The average buying power of the upper and middle class has increased and enhanced the lifestyle with higher standard of living of the people has increased the output of this sector.

Marketing has delivered to us a standard of living that would have been inconceivable to our ancestors. Some companies are trying to expand the size of the market, but most are competing large size of the markets to increase their share. As a result there are winners and losers.

Companies like BPL, SAMSUNG, VIDEOCON, KENSTAR, ALFA, NATIONAL, BOSCH and other few companies who manufacture products like Vacuum cleaner, Water purification system are sold worldwide and few are not known to other countries. Being an international company their products really compete with their competitors product.

The main problem for the consumer comes when those products, which they buy, are similar to other company who manufacture same product. Even now EUREKA FORBES Limited as the leading manufacturer in Water purification system and Vacuum cleaners in Asia and other parts of the country.

Manufacturers have been working successfully to hold the line on cost and improve quality and efficiency. In India the number of manufacturers in Vacuum cleaners and Water purification system have increased and few products have been exported to south East Asia and few have been imported to India like Samsung, Kenstar and many others.

“Customer is the king”

It means that the market for the product in question is no longer seller dominated, instead it is a market that has been thrown wide open, a market where buyers are fussy about what they want and are not afraid to say no. it is a scenario characterized by stiff competition and more choices are the norms of the day. Such is the state of the manufacturing industry today. There are many numerous sellers offering variety of products to select target markets, each often overlapping another due to intense competition today.

The manufacturing industries for Water purification and Vacuum cleaners have been flooded with foreign collaboration with immense financial and technological strength to tap what they see as the inexhaustible Indian market.

The customer is the king and he has to be treated as such. That's what makes after sales service more important to the company than the sales itself.

Thus every company likes to know where they stand in the customer eyes. EUREKA FORBES Limited is one such company that can no longer be one of the few, instead it has to be one among many.

RESEARCH METHODOLOGY

RESEARCH METHODOLOGY

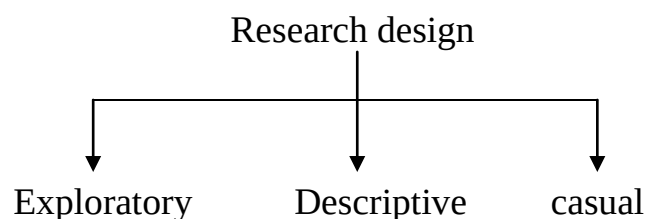
The most important thing about the survey is the key component of methodology without which the researcher may not be able to obtain facts and figures from target customers. Face to face conversation backed up the question checklist was the useful tool for the study.

The primary data was collected by structured questionnaire (refer annexure) sampling was selected at random from various areas in the city.

Research design

Research design is a statement or specification of procedures for collecting and analysing the information required for the solution for some specific problem.

Research design can be classified on the basis of fundamental objectives of research. There are 3 types of design



Research design adopted for the study:

Descriptive research design was adopted since the statement of the problem was clear and the research work was conducted for definite purpose. The design enabled on the accurate description of the variable present in the problem.

The interview was targeted to an individual. The outcome of the study is

- It was possible to identify the real event of situation.
- Inferences were drawn studying entire situation.
- Due to close interaction between respondent and researchers more accurate information is collected.

The main draw back of the study is as follows:

- Generalization may not be valid due to small size of the sample.
- It is difficult to develop formal methods of observation and recording.

Data collection method

The accuracy of collective data is of great significant for drawing correct and valid conclusion from the investigations. The main steps involved in the data collection process:

- To identify right type of information received in the investigation.
- By establishing the fact that are available at presents additional facts required.
- Identifying the source from where the information can be available.
- Selecting the most appropriate collection method.

The data collected by primary and secondary methods

1. The primary data is collected with the help of structured questionnaire (see annexure) under the primary information source survey method is employed for the investigation. The data collected through survey was of personal interview technique pre designed in the form of a questionnaire.
2. The secondary data collected from sources of both internal and external.

Internal

- a) Sales force report
- b) Miscellaneous records

External

- a) Published material
- b) Research reports

Sampling

Sampling is based on the law of statistical regularity on the law of inertia of large numbers. A sample is selection of units from entire group called population for universe of interest. In marketing a sample is a particular segment or part of the market and it is the focus of marketing decisions, which may be applied to entire market.

i) Sample design: -

Frame sampling design is a basic unit containing the elements of population to be sampled.

Eg: - City blocks, Households, Business organizations, etc.

The sample unit for the study was **CONSUMERS**

ii) Sample size: -

The sample size had direct relationship with degree of accuracy desired in the investigation. For the study a sample of 40 customers were chosen.

iii) Sampling procedure: -

The sampling methods are classified in to 2 categories: -

1. Probability sample.
2. Non-probability sample/Random sample.

Probability simple method was adopted since the population had a definite chance of being induced in the sample. Random sampling technique was used in selected areas, which was important for the study.

Field Work: -

The interview was carefully decided and was framed in consultation with the experts to avoid collection of irrelevant data.

Plan of interpretation: -

The primary data collected through questionnaire has tabulated and percentages drawn for generating the results.

Analysis was drawn from the table and inferences were derived. The use of graphs helps on having a pictorial understanding of the inference drawn. These inferences were then used for drawing conclusions and recommendations. Secondary information was used in relevant areas to strengthen the analysis.

THEORETICAL PRESPECTIVE

Concept of Marketing and Consumer Behaviour

Market is a place where goods are sold and bought in terms of money. In simple words we can define market as the physical place where goods and services are bought and sold by farmers market where growers sell their produce to the public.

In the other words market means any person or group with whom an individual or organization has an existing or potential exchange relationship. It is an area where forces of supply and sources of demand from consumers operate.

2.1 Marketing

American association of marketing defines marketing as the performance of those activities that are directed at satisfying human needs and wants. In view of “**Philip Kotler**” the marketing is consumer oriented activity backed with integrated marketing approach aim to satisfy the need of the consumer and also there by achieving organization objectives. Marketing is a total system of business activities designed to plan prices promote and distribute want – satisfying product to target market to achieve organizational objectives. This definition has two significant implications. The

entire system of business activities should be customer-oriented customer's wants must be recognized and satisfied.

Marketing should start with an idea about a want-satisfying product and should not end with the customers want are completion satisfied, which may be some time after the exchange made.

2.2 Marketing Management

Marketing management is the process of planning implementing and directing a firm marketing efforts with the intention of satisfying the customers and turning a profit among the many functions include in the management prices are strategy development and sites forecasting advertising and sites promotion, analysis of market opportunities and the establishment of proper marketing mix.

2.3 Marketing Mix

Marketing mix is the term used to describe the combination of four inputs that constitute the act of organizations marketing system. The four elements are: products mix, price mix, place mix and promotion mix. These four ingredients in marketing mix are inter-related.

2.4 Marketing Concept

The purpose of modern day business is to create customers. Marketing should aim at producing that which the consumers need in the quality he requires at a price he can afford through the channels that will suit to his convenience and at the time he needs them. The marketing concept is customer orientation backed by integrated marketing aim at generating customer satisfaction is the key to satisfying organizational goods and efficiently those competitors.

2.5 Marketing Strategy

The marketing logic by which the business unit hopes to achieve its marketing objectives. Marketing strategy consists of specific strategies for target markets, Marketing mix and the marketing expenditure level.

2.6 Marketing and Marketers

Marketing means human activity taking place in relation to markets, it means working with markets to actualise potential exchange for the purpose of satisfying human needs and wants.

If one party is more actively taking place in relation to markets, it means working with markets to actualise potential exchange than the other party, we can first party the marketer and second party the prospect. A marketer is some one seeking a resource from some

one else and willing to offer something of value in exchange. In normal situation the marketer is company-selling marketing as end users in the first of competitions.

Thus marketing is the study of these needs and wants and its deals with offering products and services to the people for the satisfaction of this needs and wants. Having received this concept we can define marketing as a social and managerial process by which individual and group obtain what they need and want through creating offering exchange product of value with other.

Consumer behaviour

A consumer market can be defined as all the individuals and households who buy goods and services for personal consumption. This means all the persons and families, which will purchase either goods/services for personal consumption, can be said to be a part of the consumer market.

Consumer behaviour can be defined as “All psychological, social and physical behaviour of all potential consumers as they become aware of, evaluate, purchase, consume and tell others about products and services.”

Every marketing activity revolves around the customer. He is the focal point. In the early stages of economic evolution, the consumer had to accept what producer had produced. But today the consumer dictates terms to the manufacturer the products he wants. Consumers purchase a commodity as dictated by their mental and economic forces.

Mental force creates desires and wants and the consumers feel that products offered by the manufactures can satisfy those wants. But the economic force may come in the way of satisfying that wants. But the economic force may come in the way of satisfying that want. Hence, he has to choose between the wants and select the product according to the priority of consumption. The producer has to consider these two consumer forces, before manufacturing the product. As consumption initiates production, the producer should identify motives, which prompt consumers to purchase. This helps him to offer a total product that can satisfy the consumer needs. So, now a day the producer has to consider these two forces before manufacture a product.

Various perspectives on the study of consumer behaviour

The reasons why people study consumer behaviour are also diverse

And accordingly various views on consumer behaviour have been expressed. The field of consumer behaviour holds interest to consumers, marketers and scholars of human behaviour.

As consumers we benefit from insights into our own consumption related decision: what we buy, why we buy, how we buy and the promotional influences that persuade us to buy. Thus the study of consumer behaviour will enable us to become better and wiser consumers.

As a marketer it is important to understand consumer behaviour, so as to be able to predict how consumers are likely to react to various informational and environmental cues and devise marketing strategies accordingly. This will help to earn a competitive advantage at the market place.

As scholars of human behaviour, they are interested in consumer behaviour so as to insights into why individuals act in certain consumption related ways and also in learning about the internal and external influences which impel the consumers to act as they do.

Characteristics of consumers

Philip Kotler has rightly said 'Market may be defined as a relationship between consumer and producer occurring at a time and place and at a value mutually agreeable and acceptable to the concerned.

It is important for marketers of Indian firms also to understand the Indian market and its characteristics so as to enable him to take crucial marketing decisions related to products, price, promotions and distribution.

This will help in matching company products with consumer needs.

Characteristics feature of consumers

1. Geography
2. Population
3. Urban – rural composition
4. Sex composition
5. Age Factor
6. Literacy level
7. Income level
8. Linguistic Diversity
9. Religion
10. Dress, Food Habits & Festival

FACTORS INFLUENCING CONSUMER BEHAVIOUR:

Culture Factors:

Culture factors like culture, sub culture and social class exert the broadest influence on consumer behaviour.

a) Culture: Culture is the most fundamental determine of person's wants and behaviour. A child growing up learns a set of values, perception and behaviour pattern from the society.

b) Sub-Culture: Each culture consists of smaller sub cultures that promote specific identification and socialization for its members.

The four sub cultures are:

- i. Nationality groups like India, Japan, Canada etc.
- ii. Religion groups like Hindu, Christian, Muslim etc.
- iii. Racial groups like black, white, oriental etc.
- iv. Geographical area like Karnataka, Tamilnadu etc.

c) Social Class: Social classes are relatively homogenous and enduring divisions in a society and their members hare similar values, interests and behaviour.

2. Social Factors:

A consumer's behaviour is also influenced by social factors, such as the consumer's reference group's family and social role and status.

a) Reference groups: A person's reference group are those groups that have a direct (face to face) or indirect influence on the person's attitudes or behaviour. Groups having direct influence on a person could comprise of people with whom the person interacts on a continuous basis, such as family, friends, neighbours and colleagues.

A reference group can influence the consumer by introducing him/her to new life style by influencing the person's attitudes and self-concept because he/she normally desires to "fit it". Further, the group also creates pressures for conformity to group attitudes and behaviour that may affect the person's actual product/brand choice.

b) Family: Members of the buyer's family can exercise a strong influence on the buyer behaviour. Marketers are interested in the roles and relatives influence of the husband, wife, children and parents on the purchase of a large variety of products and services.

The marketers are interested in knowing which member normally has the greater influence on the purchase of a particular product or service. So it is the marketer's responsibility to develop a marketing

communication, which may be directed differently at the particular influencing personality at the various stages of the buying process.

c) Role and status: A person is a member of many group-family, clubs, organizations, etc., and the person's positions in each group can be defined in terms of role and status. Eg. 'A' plays the role of daughter with her parents, a wife in her family; in an organization she plays the role of a manager. A's role consists of the activities a person is expected to perform according to the people around him or her.

3. Personal factors:

A consumer's purchase decisions are also influenced by personal characteristics namely the buyer's age and stage of life cycle, occupation, economic circumstances, life style, personality and self concept.

a) Age and stage of life cycle: People's choice of goods and services changes over their lifetime. This change can be observed right from the childhood to maturity especially in taste and preferences related to clothes, furniture and recreation activities. The stage of life cycle can be said to be a psychological feeling of a certain transformation taking place as they go through life, and experiencing sudden changes in the consumption pattern.

b) Occupation: A person's occupation has a direct effect on his choice of goods and services. A clerk will purchase products, which are economical and not burn his pocket. Where as a top executive will purchase expensive goods and services. A consumer's consumption pattern is also influenced by his or her occupation. Marketers try to identify the occupational groups and specialize in producing products needed by particular occupational groups.

c) Economic circumstances: People's economic circumstances consist of their speedball income, savings and assets, borrowing power, attitude towards spending versus saving. Therefore marketers of income sensitive goods pay serious attention to trends in personal income, savings and interest areas.

d) Life styles: A person's life style refers to the person's pattern of living expressed through his/her activities, interest, and opinion. Life style portrays the whole person interacting with his or her environment.

e) Personality and self-concept: Personality encompasses a person distinguishing psychological characteristics that add to relatively consistent responses to his or her environment. All of us carry

around a complex mental picture of ourselves: marketers should keep this in mind to develop brand images of target market.

4. Psychological factors:

For the purpose of understanding consumers buying behaviour, four major psychological determinants- motivation, perceptions, learning and belief and attitudes are discussed as under.

a) Motivation: A person has many needs at a given time some needs are biogenic such as hunger, thirst and discomforts. Other needs are psychogenic such as a need for recognition, esteem or belongingness and love. Most needs will be intense enough to motivate the persons to act immediately. A need becomes a motive or drive when it is aroused to a sufficient level of intensity. A motive or a drive is a need that is sufficiently pressing to drive the person to act. Satisfying the need reduces the felt tension.

b) Perception: a motivated person is ready to act. Now the motivated person's act is influenced by his perception of the situation. Two persons in the same motivated state and objective act quite differently because they perceive the situation differently. Perception can be defined as the process by which an individual selects, organise and interprets information input to create a

meaningful picture of a world. Perception depends not only on the character of the physical stimuli but also on the relation of the stimuli to the surrounding field and on the conditions with the individuals.

c) Learning: when people act, they learn. Learning describes changes in an individual's behaviour from experience. Most human behaviour is learned. Learning theorists say that a person's learning is produced through interplay of drive, stimuli, cues, responses and reinforcement. The practical importance of learning theory for marketers is that a new company can enter the market by appealing to the same drives that competitors appeal to and providing similar cues, configuration because buyers are more likely to transfer loyalty to similar brand than to dissimilar brands.

d) Beliefs and attitudes: through acting and learning people acquire their beliefs and attitudes. These in turn influence their buying behaviour. A belief is a discipline through which the person holds something. These beliefs make up product and brand images and people act on their images.

And attitudes describe persons enduring favourable feeling and action tendencies toward some object or ideas. Attitudes are very difficult to change and a company will be well advised to fit its product in to existing attitude rather than try to change it.

TYPES OF BUYING BEHAVIOUR

The various types of buying behaviour are as follows:

- 1. Complex buying behaviour:** Consumers go through complex buying behaviour when they are aware of the significant differences existing among various brands. Consumer became highly involved in a purchase when it is expensive, brought infrequently, risky, and highly self expressive.

- 1. Dissonance reducing buying behaviour:** In this type of buying behaviour the consumer is highly involved in the purchases but sees little difference in various brands. The high involvement is again based on the fact that the purchase is expensive, infrequent and risky. In this case the buyer will shop around to learn what is available but will buy fairly quick brand differences are not pronounced.

3. Habitual buying behaviour: Many products are bought under the conditions of low consumer involvement and the absence of few brand differences. E.g. a product like salt, consumer behaviour in these cases does not pass through normal belief-attitude-behaviour sequence. Consumers do not search extensively for information about the brands, evaluate their characteristics and make a weighty decision of which to buy. Instead, they are passive.

OPERATIONAL DEFINITIONS OF THE CONCEPTS

Perception

A process by which individuals organize and interpret their sensory impressions in order to give meaning to their environment.

Attitude

An evaluative statement either favorable or unfavorable concerning objects, people or events.

Satisfaction

It is the level of a persons felt state resulting from comparing a produces perceived performance (or outcome) in relation to the persons expectations.

Consumer behaviour

The behavior that consumers display in searching for purchasing, using evaluating and disposing of products and services that they expect will satisfy their needs.

Consumer awareness

It is the knowledge of consumers about the existence of product in the market. it is a measure of effectiveness of communication technique adopted by the manufacturer.

COMPANY PROFILE

COMPANY PROFILE

EUREKA FORBES LIMITED: BANGALORE

INTRODUCTION: -

In the year 1982, a new era began in India, where a new range of life style products were destined to herald modern cleanliness and hygiene products in Indian homes. Eureka Forbes limited is today's India's leading direct sales company with diversified business interests. With the setting up Eureka Forbes limited, a joint venture between Forbes GOKAK (a part of SHAPOORJI PALLONJI GROUP) A TATA associates company and ELECTROLUX AB of Sweden, a global leader in consumer durable emerged.

The promise was clear to create a company that wouldn't be about bricks, mortar or sales graphs, but driven by some thing far more potent. Some thing that would stand the test of time: relationships.

The company revolutionized the Indian market by introducing products like **Home Cleaning System** (in 1982), **Water Purification System** (in 1984) and **Air Purification Systems** (in 1994). New concepts to Indian homes at the time of introduction, today they have become almost a necessity in most urban middle –

class families. Eureka Forbes limited which pioneered the concept of direct sales in health and hygiene products.

Started from a single office, ten-field representatives organisation in 1982 today it operates from 140 customer response centers covering 98 towns with over 5000 sales personnel.

The AQUAMALL factory at Bhimtal is the company's number #1 manufacturer of water purifier. AQUAMALL is a subsidiary of Eureka Forbes limited. AQUAMALL was certified for ISO9002 in January 1997, the factory touched all time record of 17100 units of production and 17000 Aquaguard is dispatch in august 1998. The APIC team was provided solid backing to Eureka Forbes limited over the years.

Eureka Forbes limited decisively entered the market with a view to provide consumers with a choice of modern cleanliness and hygiene products.

A choice that included vacuum cleaners and state of art advanced water purification systems. Since these product concepts were relatively new to the country, Eureka Forbes limited sought to promote them in the face of traditional options, through an innovative concept of direct selling.

Eureka Forbes limited Expanded distribution channel to cover the retail, industrial and commercial segments and house holds not only

in India but in other countries too. Eureka Forbes limited has its Manufacturing facilities at Bhimtal, Hyderabad and Bangalore together with an advanced Research & Development center at Bangalore. Eureka Forbes limited's commitment to the customer does not end with sales.

The company has a Service customer network of over 500 response centres to provide prompt and a\efficient after sales service. They are ably supported by a team of customer relation's representatives, who maintain regular contact with customers and keep a pulse on the market.

Today, we are Asia's largest direct sales organisation. And we bring over 3 million customers the very best life has to give clean air, clean water, and safe and secure homes. But more importantly, we bring the reassurance of a friend for life.

EUREKA FORBES LIMITED'S KEY SALES DIVISIONS:

Direct sales (established in 1982) the main selling arm of the company, the direct sales Division has over 3500 sales personnel. The products under this decision include Euro clean range of Vacuum Cleaners, Aquaguard Water Purifier and Euroair Air Purifiers. Electronic Security solutions under the brand name Euro vigil were added as an arm of the direct sales division in 1997.

Dealer sales (established in 1985) the dealer sales division was set up to cater to the retail segment and to expand the vacuum cleaner market to pre-empt competitive threat. The division has developed a distinct place for itself, marketing tornado vacuum cleaners, Forbes Aquaflo water purifier and other home appliances under the Forbes range.

Industrial sales (established in 1986) to provide adequate coverage of the large and rapidly growing industrial and commercial segments, Industrial Sales Division was set up. With Industrial and commercial cleaning equipment and water purifiers as its main products this division has built a base of loyal customers.

Exports Division (established in 1989) the Exports division has made inroads in countries like Nepal, Srilanka, Bangladesh, Qatar, Kuwait, U.A.E, U.A.E. South Africa, Mauritius and many other countries exporting Vacuum Cleaners, Water purifiers and other home appliances.

A strong service network backs up sales efforts - 3,200 company-trained technicians make 10,000 kitchen visits daily, supported by call centers, customer care representatives & mobile service vans.

Asia's largest Direct Sales Organisation.

The Key sales Divisions:

Direct sales

Dealer sales

Industrial Sales

Exports Divisions

Eureka Forbes believes in bringing over 3 million customers the very best life has to give: clean water, safe and secure homes, more importantly, the reassurance of a **Friend for Life.**

EFL'S international business partners who came into alliance

from 1996 onwards are: -

NAME	COMPANY	PLACE
MR. YACOV POLEG	AMCOR LTD	ISRAEL
MR. JAMES PARK	GSP-AQUABELLE	KOREA
MR. FRANCESCO	SIMEC	ITALY
MR. MIKE O'CONNOR	SHOPVAC	USA
MR. VINCENT TAN	NILFISK	DENMARK

OBJECTIVES OF EUREKA FORBES LIMITED: -

- Retain and develop market leadership
- Strengthen customer relations.
- Investing in the division's human resource through training and development.
- Ensure result-oriented environment.
- Provide prompt and after-sales services to the customers.
- Build human values and ethical work practices.
- Ensure absolute leadership in products.
- Invest time and resources for market development.
- Strengthen internal controls for effective channel management.
- Nurture key dealers for large volume dependencies.
- Track market opportunities to proactively gain competitive advantage.
- Showing concern for the customer distributor, dealer and end-users.
- Strive to enhance skill level of self and learn for high quality efforts and results.
- Toughen up for a result-oriented environment that respects

and rewards and winners.

- Build upon and respect core human values for ethical work practices.

PRODUCTS AND SERVICES:

EFL's currently marketed products range includes: -

EUROCLEAN RANGE OF VACUUM CLEANERS.

AQUAGUARD WATER PURIFIERS

EUROAIR AIR PURIFIERS.

EFL focused attention on human resource development and continuous training and introduced intensive and stringent quality control system, which ensures high quality products. An excellent network of 250 after sales service centres during the year 1997-98 provided regular and punctual service to our customers. An advertising blitz on popular and various products and in the print media helped promote the image of the company. The setting up of newer sales and service location has successfully brought EFL close to the customer. At the core of our operation is the well-being of our customer and our people.

How ever the company has not been resisting on its laurels, rather it

continuously strives to upgrade and extend its product line, improve selling and last but not the least strives to satisfy the life style expectations of the evolving Indian homes through innovative and value for money products that will achieve market leadership.

Aquamall water solutions limited. (Aquamall) was started in the year 1982 with a vision to become “a one stop shop for water purifiers”. An ISO9002 and ISO14001 EMS certified company, Aquamall incorporates the latest in technology to manufacture state of the art water purification systems in its 3 factories at Hyderabad, Bhimtal and Bangalore today Aquamall produces more than 300 thousand water purifiers per annum. It has even acquired CE certification for safety of its products. Water purifiers are even exported to USA besides other countries. Recognized national has certified products from Aquamall and international water laboratories for water quality. Aquamall has been recognized by the Andhra Pradesh government as “Best Employer” for 3 years its bangalore unit has received “ Best garden and Landscaping Industrial Prize” for the third consecutive year.

Over 15 million people drink Aquaguard water.

Exported and exists in 35 countries.

No wonder it has recently been awarded the prestigious status of a Super Brand.

INDIAN CERTIFICATES



INTERNATIONAL CERTIFICATES



ISO CERTIFICATES



OUR PEOPLE: -

EUREKA FORBES – A Company that is its people

Here's an old Chinese saying:

If you want prosperity for ten years,

grow wheat.

If you want prosperity for a hundred years,

grow people.

If there ever was a fine example of a dynamic, highly motivated individual, it must be a Eureka Forbes employee. Our core strength is our people. People who redefine team spirit and go getting gusto. At the forefront of our employee complement is our salesman who we call an Euro champ. He is known to our customers as the friendly man from Eureka Forbes. Our emphasis on human resource development and management is evident from the various on-going personal training programs and as a result of all these endeavours, Eureka Forbes limited. Sets the benchmark for any one with the fire to excel in the corporate world, as is widely acknowledged in business circles.

In Eureka Forbes, we believe in promoting internal talent, grooming people from becoming successful sales-personnel to become a successful leader. At the entry level, people with a fire in their belly come to join us as sales representatives. Each sales-personnel is referred to as EUROCHAMP in our company. He brings to Indian families, everywhere, innovative hygiene and convenience products backed by excellent service, Building lasting relationship with his customers. And being the single greatest asset that has helped the company grow, Eureka Forbes understands the importance of this asset and great stress is laid on Human resource development and training. As we move on to understand more about Eureka Forbes Ltd. As an organization, the company's value system is reflected in a code of conduct for the field force and business practices for its customers and partners. Satisfying the lifestyle expectations of evolving India homes through innovative and value for money products has been the hallmark of Eureka Forbes Ltd. And each of the sales division is committed to this mission. Eureka Forbes is a fine example of a strong organization built by its people.

OUR RELATIONSHIP: -

Our Eurochamps believe that *a relationship doesn't end with a sale.*

It actually begins. They listen to customers. They address their priorities and inhibitions. Only then do they craft customized solution. Our 136 customer response centers across 98 cities ensure that customers are never left out in the cold. Over the years, the dedication of our Euro champ has earned us a reputation for prompt after sales service that's almost legendary.

In fact, our commitment to customers extends even further. To a 4000 strong dealer network which distributes the Forbes range of water purification systems and Tornado vacuum cleaners. And an industrial sales division, which distributes the Nilfisk range of cleaning equipment. Bringing a healthier environment to the workplace.

Our focus on relationship marketing has led to tremendous success

Today, we have:

3 manufacturing facilities at Hyderabad, Bhimtal and Bommasandra with ISO 9002 certification.

A network of water-testing laboratories across the country.

A government recognized R & D Centre at Bommasandra, Alliances with global leaders. Certification from prestigious independent water labs in India and abroad for our range of water purification systems. Plus, a growing export markets.

Today, all our brands including Aquaguard water purification systems, Euroclean vacuum cleaners, Euroair air purifiers and Eurovigil electronic security solution are market leaders. But to us, they will always be something more: a medium to build lasting relationships with customers.

OUR VISION

*“A Happy, healthy, safe and pollution free
environment built on trust and lasting relationship
with customers.”*

OUR MISSION

*“ To build sustainable relationship with customers,
As their ‘Friend For Life’
By satisfying their evolving
Healthy, hygiene, safety and lifestyle needs through...
Our people
Whose entrepreneurial spirit and ambition is fuelled by
The culture and pride, learning, earning and fun....
Our products and services
That reflects innovation, become quality benchmarks
And provide real value-for-money....
Our policies and practices
That are fair, transparent and constantly improved to
Maximize stakeholder’s satisfaction....
And achieve
Market Leadership!”*

OUR VALUES

Integrity and highest ethical standards.

Mutual respect and trust in our working relations.

Communication that is open consistent and two way.

Diversity of people, cultures to ideas.

Innovation and encouragement to challenge the status quo.

Continuos improvement development and learning in all we do.

Teamwork and meeting our commitments to one another.

Performance with recognition for results.

Our Dreams: -

*To be part of a company where our people grow rapidly.
And share higher responsibilities where our people are customer
obsessed where all our people live comfortably and make reasonable
amount of money that satisfies there needs at home where all our
people are a part of a family and in so doing.... become a 1000
crores company in the next 5 years Become a one stop shop for
water purifiers double customer base in the next 5 years (+ 6 MX).
One customer will know the euro champ by name become a
preferred employer provide a secure future for our employees.
Employees will have a stake in the profits.*

Marketing networks: -

Eureka Forbes Ltd has its marketing division at Bangalore which offers efficient marketing support to its customers through its country wide networks of regional offices in all the zones such as north south, east, west. The regional office in south- 1 is located at Mysore, Mangalore, Hubli, Belguam. Hyderabad, Vijayavada, Vizag, Nellure, and Rajamundry. The registered head office is located at Calcutta and the main head office is at Bombay and the technical head quarter is in Bangalore.

Eureka Forbes limited offers efficient marketing support to its customers through its countrywide networks offices. After sales service is given prime importance towards achieving maximum customer satisfaction. Eureka Forbes limited has established full fledge service centers at Mysore, Hubli, Belgaum, Hyderabad, Bangalore, Vijaywada, Vizag, Rajmundry, Mangalore, and Nellur.

Eureka Forbes limited marketing activities have grown to include field operations and training of individual personal in product maintenance. To help customers select the best product and also offers servicing of different products through authorized franchisee.

All this resulted in a dynamic and responsive team is quick to gauge customer requirements.

Marketing policies: -

The basic marketing policy of Eureka Forbes limited are being aimed to be at the top through-

The providing after sales service to the customers.

Working thorough teams.

Keeping up commitments made to the customers by introducing new technologies for improving for efficiency and productivity for customer satisfaction.

Providing highly qualifies range of products.

QUALITY: -

The focus of Eureka Forbes limited is towards total quality management to ensure that the products are comparable to the best anywhere in the world. It provides after sales service to the consumer all over India.

In Eureka Forbes limited the quality assurance division looks after the quality of the products. However, Eureka Forbes limited has

strived the quality of the products through innovative products that will achieve market leadership.

Eureka Forbes limited culture is contemptory and growth oriented to meet the challenges of the present century. It believes in the management philosophy that: - People are the most valuable assets
Working through teams.

From fresher to manager achievements are quickly recognized.

Management by objective is being implemented for individual development.

Achievements: -

Eureka Forbes limited is pioneering a new management style and culture in building the business through relationship with evolving Indian customer needs. A style that has focused favourable mentions in leading management schools and in time magazine. Te marketing personnel of Eureka Forbes limited are of high caliber ranked 2nd by the A&M magazine.

COMPETITORS

As EFL manufacturers its 3 main products namely aqua guard water purifier, Euro clean vacuum and Euro air Air purifiers it's competing with other main companies.

There are many international companies that sell their products, which are similar to that of Eureka Forbes limited. Some of them are:

BPL

SAMSUNG

VIDEOCON

MODI HOOVER

ALFA

KENSTAR

NATIONAL

EFL has been named the world-class company and the best in the field. EFL's products have occupied pride of place of every Indian home and of carrying the EFL banner across the Indian borders to homes around the world. Every Euro champ friendly men from Eureka Forbes have endeavoured to work consistently towards these goals. And now as we come to the new age, the company dreams are coming tantalizingly closer.

At Eureka Forbes, of the guiding credos is that nothing is impossible for to put it more succinctly, there is no limit to human endeavour. Anything and everything can be achieved where there is a will. This spirit of entrepreneurship is natured and fostered in all the company's operations.

PRODUCT PROFILE

PRODUCTS

VACUUM CLEANERS: -

The manufacturing of vacuum cleaners was first started in 1982 with the 1st model.

Euroclean 100, Euroclean 200, MULTIVAC, EC2000, EUROCLEAN XL.

Then came many models such as:

EUROCLEAN BULLET: -

Euroclean Bullet, a new compact model with Dyno Centri Power to take care of even the toughest dirt. Its dynamic centripetal motion can clean even the dirt hidden within carpets and mattresses. What's more, the Vario Power technology helps you to adjust the suction power. Perfect to whip up a gentle breeze for delicate electronic systems or a cyclonic storm for heavy-duty cleaning of carpets, curtains etc. That's extra power for extraordinary cleaning.

Price: Rs. 6,390/- (INR)

FEATURES: - **Mite Extractor:** 1300 watts of deep cleaning, **Mite**

Watch: lets you know when the dust bag is full, **Mite Buster:** 100%

protection against dreaded dust mites, **Mite Guard: Superior** 5 stage air filtration process, The widest array of accessories for all cleaning needs, Storing the Euroclean lot more easier - automatic cord winder, Save on electricity - Variable power option, Durable - Mild steel body with a scratch resistant covering, Backed by nation - wide service, Two year warranty.

EUROCLEAN WD: -

A sophisticated yet easy-to-use Vacuum Cleaner for a thorough Wet and Dry Cleaning. The Euroclean WD sucks up dust and dirt instantly and its wet pick-up allows you to wet clean. Just the solution to satisfy your every cleaning requirement.

Price: Rs. 9,200/- (INR)

Features: -Thorough wet & dry cleaning, **Mite Extractor:** 1000 watts of deep cleaning, **Mite Guard:** Superior air filtration process, Range of accessories for superior wet & dry cleaning, Storing the Euroclean lot more easier - automatic cord winder, Save on electricity - 2 power option, International styling - light weight and sturdy ABS plastic body, Backed by nation - wide service, One year warranty.

EUROCLEAN ULTIMA

Unleash the power of steam. Did you know that steam is a very powerful sanitizing agent and keeps allergies at bay? This ultimate home wash system from Eureka Forbes Ltd. makes cleaning your home a no-fuss job. The 3-in-1 system washes, vacuums and steam sanitizes. It not only sucks up liquids and solid wastes, it washes and dries any surface with hot water, cold water and steam.

Price: Rs. 21,500/- (INR)

FEATURES: - Unique 3-in-1 Home wash system, Washes, Vacuums, Steam Sanitizes, Keep allergies at bay, Thorough cleaning.

EUROCLEAN SWIFT

The Euroclean Swift is designed keeping in mind your need for a quick, convenient way to a clean home. Euroclean Swift is a 2 - in - 1 vacuum cleaner, giving you the benefit of both a handy vacuum cleaner and a floor cleaner.

Price: Rs. 2,800/- (INR)

Features: - Double advantage handy cum floor vac for hand held cleaning, Unique Crevice nozzle & multipurpose brush for effective cleaning, Easy floor and carpet cleaning, Adequate suction.

TORNADO TRENDY

Tornado Trendy comes with a powerful 1100 W motor for Turbo cleaning. Both suction and blower functions make Tornado Trendy an ideal solution for keeping your home "Spik-n-Span".

Price: Rs. 5,495/- (INR)

Features: - Powerful suction - 2000 mm water column, Auto cord winder, Dust bag full indicator, Thermal overload cut-out, Wide range of attachments, Available in a choice of 3 colours.

TORNADO HANDEE

Aesthetically designed Tornado Handee. The power-packed appliance gives immense cleaning power. And since it's lightweight, you can use the shoulder strap to carry it around and clean, to suit your comfort and convenience. Also its low sound level and high suction power, makes it ideal device for a silent cleaning revolution in your home.

Price: Rs. 2,250/- (INR)

Features: - Low sound level and high suction power, Light and compact, 3-stage filtration, Shoulder strap for easy use, Long power cord, Flexible hose pipe.

TORNADO EZEE

Svelte and stylish Tornado Ezee. It probably reflects your own personality. Powerful and efficient in design with a unique handle switch, so that you don't have to bend anymore! Use it hand-held and for floor cleaning, and say "hello" to cleaning minus the backache.

Price: Rs. 2,500/- (INR)

Features: - Hand-held and floor cleaning, Compact and lightweight, Low power consumption, 2-stage filtration, 2-way handle switch, Ergonomically designed handle, Big floor nozzle wheels for storage and balance, Re-usable dust collector bag.

TORNADO COMPACTA

Powerful, compact beautifully sculpted Tornado Compacta. An advanced appliance, with accessories suited to give you great convenience and freedom. With its special vario-power suction feature, using the Tornado Compacta everyday turns from being a

chore into one of the most uplifting experiences of your day. So, make the smart choice and take home this cleaning masterpiece.

Price: Rs. 4,500/- (INR)

Features: - Compact, Powerful and efficient suction - 1200 watt motor power, 4-stage filtration, Unique in-built accessory tray facility, Dust bag 'full' indicator, Automatic cord winder, Large wheels for easy movement balance, Sturdy handle for comfortable grip.

AIR PROCESSOR 2000:

Comprehensive air purification system, to clean indoor air to all common pollutants, creating a clean, healthy pleasant environment. Euro air is efficient in filtering and precipitation small pollutant particles.

Price: Rs. 6400/-

WATER PURIFIERS

The manufacturing of water purifiers was started in 1984 from Andhra and now the company manufactures these products in Bangalore.

The very 1st model, which was launched, was

Aquaguard Rs. 2200/- approx

AG SE 1000 Rs. 3500/- approx

AG DEAL Rs. 2800/- approx

AG ST 2000 Rs. 4500/- to 5000/- approx

Then came the

AQUAGUARD BOOSTER

Where there is no running water. Aquaguard is India's largest selling water purifier. Tried for the last 20 years, tested by over 100 laboratories in India, USA, UK and South Africa and trusted by 15 million people.

Price: Rs. 7,390/- (INR)

Features: - Special In-Built Pressure Pump, Unique e-boiling+, EMS, Decalcifier, Auto Shut-off, Voltage Stabilizer.

AQUAGUARD I-NOVA

Great looks. And Intelligent too. Aquaguard is India's largest selling water purifier. Tried for the last 20 years, tested by over 100 laboratories in India, USA, UK and South Africa and trusted by 15 million people.

Price: Rs. 7,840/- (INR)

AQUAGUARD COMPACT

Compact looks to compliment your kitchen. Aquaguard is India's largest selling water purifier. Tried for the last 20 years, tested by over 100 laboratories in India, USA, UK and South Africa and trusted by 15 million people.

Price: Rs. 6,740/- (INR)

AQUAGUARD I-NOVA

Great looks. And Intelligent too. Aquaguard is India's largest selling water purifier. Tried for the last 20 years, tested by over 100 laboratories in India, USA, UK and South Africa and trusted by 15 million people.

Price: Rs. 7,840/- (INR)

AQUAGUARD HI-FLO

More water in less time. Aquaguard is India's largest selling water purifier. Tried for the last 20 years, tested by over 100 laboratories in India, USA, UK and South Africa and trusted by 15 million people.

Price: Rs. 8,640/- (INR)

FORBES AQUAFLO DESIGNA

Presenting the Forbes Aquaflo Designa. The stylish 3 stage water purifier with UV technology. Complements your refined taste. Delivers safe drinking water free from physical and organic impurities, odour, bacteria and viruses.

Price: Rs. 6,750/- (INR)

FORBES AQUAFLO

The Forbes Aquaflo Water Purifier based on UV technology. Encased in scratch resistant ABS body, the system offers you a 3 stage filtration - cum - purification process that delivers safe drinking water.

Price: Rs. 5,600/- (INR)

REVIVA

Reviva is designed for areas with hard water. Equipped with unique Reverse Osmosis Technology and a 5-stage purification process, Reviva reduces hardness and revives the taste of water. While making water chemically and microbiologically potable as well as reducing TDS, heavy metal contaminants and pesticides. In fact, this water even ensures that there is no scaling on cooking vessels.

Price: Rs. 12,500/- (INR)

SECURITY SOLUTIONS: -

Home Security System

- I-See
- Securi-T-Link
- I-Speak

Access Control System

Controllers

SY200NT2 Controller

SY200NT4 Controller

Kantech Proximity KT 200

PC 4020 FT/KT

. Readers

. Cards

Surveillance System

- **Camers**
- **Monitors**
- **Time Lapse**
- **Intrusion Alarm System**
- **Detector**

Fire Alarm System

- Conventional Fire Detection System
- Detector
- Addressable Fire Detection System
- Detector

INDUSTRIAL SOLUTIONS

- Industrial Water Purifier System
- Commercial Vacuum Cleaners
- Industrial Vacuum Cleaners
- Hard Floor Cleaning and Maintenance
 - ❖ Scrubber / Dryers
 - ❖ Combination Scrubbing, Drying & Sweeping
 - ❖ Single Disc Machines
 - ❖ Sweepers
 - ❖ Brunishers

. High Pressure Cleaners

- ❖ Cold Water
- ❖ Hot Water

. Cleaning And Hygiene Products

- ❖ Cleaning and Hygiene Segment Laundry / Fabric Care
- ❖ Kitchen Hygiene
- ❖ Housekeeping
- ❖ Speciality Products

DEPARTMENTATION

DEPARTMENTATION

The process of grouping the activities is commonly known as Departmentation. The basic need for Departmentation arises because of specialisation of work and the limitation on number of subordinates that can be controlled by a superior. Grouping of activities and consistency of personnel into departments makes it possible to expand an organisation to any extent.

In Eureka Forbes Limited, there are various departments such as:

Central sales office

Quality assurance division

Logistics and imports division

Technical head quarters

Technical service cell

Accounts division

Purchase division

Godowns/ Warehouse division

Industrial sales division

Digital security system

Dealers sales division

Institutional sales division

Central sales division [CSO]:

In CSO, 4 activities are taken place such as Marketing, Accounts, Quality Values and personnel. It deals with selling with aggressive sales force and selling popular products like Aquaguard, Euroclean, Euroair, etc... direct selling is an innovative concept and deals with direct access to the customer, in friendly environment of their homes. There will be actual demonstration of the products to the customers.

This personalised approach has helped the company to build excellent image and has generated goodwill. Eureka Forbes Ltd has a largest sales force of 4000 sales personnel who operate out of 114 locations and currently marketing product range, which includes Euroclean range of Vacuum cleaners, Aquaguard water purifiers and Euroair air purifiers.

Quality assurance division:

Quality assurance division looks after the quality inspection of the incoming materials and also the quality audit of all the products. EFL manufactures consumer goods and hence the quality of its products plays a very important role for it to satisfy the consumers and come to their expectations.

Objectives: -

To maintain the highest quality of its products as per the standards.

To maintain consumer satisfaction at the optimum level.

To retain market leadership in the products through their life cycle.

To maintain highest turnover in the consumer products.

Logistics and imports division:

Logistics management is the process of strategically managing the movement and storage of materials from suppliers, through the firm and on to the customers. The process of logistics is to provide availability of the right product. Logistics and import division is concerned with management of material and with providing mechanism for establishing objectives and strategies within which day-to-day activities of material management and distribution management takes place.

Technical head quarters:

The technical headquarters at koramangala provides after sales service to the customers. However franchisees have been located all over India for these types of services. The company also provides specialist persons or Eurochamps for after sales service to the customers.

Technical Service Cell:

It deals with R&D activities. At Eureka Forbes Ltd., R&D provides the cutting edge to frontier technologies. This division updates current products for higher performance reliability. The company has set up this division, which is managed by a team of competent engineers and technicians and aided by a senior technical executive. New product development is an ongoing of this division, which cells for detailed discussion with clients, evaluation and assessment of the needs of the end-users and the present process used by them. This division is headed by very knowledgeable and experienced general manager and has its own sophisticated testing products.

Accounts Divisions:

Accounts division is concerned with recording various transactions with regard to invoice, receipts, bills etc.

Purchase Division:

Purchase Division is a part of the engineering division, which comes into function after the material planning division controls and clears the documents. The purchase division in Eureka Forbes Ltd. is based upon the procurement of the requirement i.e. adequate quality of material requirements and to keep the investments and inventory at the minimum.

There should be optimal use of resources as a competitive edge and to reduce sub optimisation within the firm and to build co-ordination of concerned activities.

Godown/ Warehouse division:

Warehouse deals with highly valued spares and distribution of imported components all over India. The task of distributing is to move the goods from one production line to the customer in an acceptable time and to do it economically.

The warehouse organisation exists to bridge the gap between the economic methods of productions and the needs of the customers. The materials supplied are sent to godowns/ warehouses and they are being inspected thoroughly. The warehouse/ godowns section is the virtue treasure house of EFL.

Industrial sales division:

Industrial sales division deals with products with regard to control of sales. This division is involved in the design, manufacture, project planning and execution including exaction and commissioning of spare parts. In this division, EFL manufactures spare parts of Aquaguard pre-filter, Vacuum cleaners and Euroair air purifiers.

Digital security system:

Digital security systems are centralised monetary system, which are in Bangalore and Hyderabad. This is equipped with the latest sophisticated machines this machines are known for their accuracy in production, highly developed technology, computer controls, and economy of time and high quality of output.

Dealers sales division:

Dealers sales division in EFL. Markets include entire range of home appliances mainly at Bangalore and Hyderabad. There are wide and expanding of more then 2000 dealers spread out across the country. Six categories of products are being marketed through the dealer network. This division markets enters range of home appliances and they are loyal dealers spread across the country.

Institutional sales division:

In Institutional sales division the customer are mainly industrial, commercial and institution. They have created state of the art products providing clean technology solutions, selling products like heavy duty Vacuum cleaners, Water purifiers and other cleaning equipment's.

The current product range includes: -

Floor care equipment's.

Suction cleaners.

High-pressure cleaners.

DESIGN OF THE STUDY

TITLE OF THE STUDY

**“A STUDY ON CONSUMER SATISFACTION AND PERCEPTION
TOWARDS EUREKA FORBES LIMITED AQUA-GUARD WATER
PURIFIER.”**

Statement of the problem:

The problem faced by eureka Forbes ltd. is that the tastes and preferences of the consumers keep changing and the behaviour and perception of the consumers fluctuate frequently because of the new competitors and new technology entering the market.

This is the reason why I have taken up this study to know the perception and satisfaction of the customers of eureka Forbes ltd. so that the company can draw inferences from the study and adopt an appropriate marketing strategy and come up and fool-proof plan to segment, target and position the aqua-guard water purifier in the market place.

The survey was conducted within the Bangalore city and it gives a comprehensive picture of the customers' perception and satisfaction level of the aqua-guard water purifier of Eureka Forbes ltd.

Scope of the study:

- This study aims to understand the satisfaction and the perception of the customers towards eureka Forbes water purifier.
- The study will help to understand the new needs and preferences of the customers and the level of satisfaction they derive by the brand.
- This study aims to analyze the factors and features that customers look while making a decision to purchase a water purifier.
- It also helps to know which publicity media is the most effective to influence the perceptions of the customers.
- Finally the study gives an insight into the expectations of the customers with reference to the brand when compared to others.

Objectives of the study:

1. To know the customers perception towards Eureka Forbes ltd.
2. To identify the awareness of the Eureka Forbes ltd.
3. The find out the customers' perception and satisfaction towards aqua-guard water purifier.
4. To collect the suggestions and recommendations give by the respondents.

Fieldwork

In this questionnaire forms were distributed to all kinds of people in different residential areas all over Bangalore city. Immediately the questionnaire forms were collected from the respondents. The survey was concentrated to all kinds of age groups, sex occupation, education affluence etc.but according to the primary survey the majority of respondents are house-wives and businessmen who belong to the age group between 30 to 45 years and followed by professionals.

LIMITATIONS OF THE STUDY

The study has certain limitations under which it was carried out, as these were unavoidable, so it was decided to carry out the study in spite of all these limitations, these limitations are as follows:

Time constraint:

The time period was limited and the study had to be carried out within the period of three months.

Sample size:

Due to the time limitations the same size for the consumers was 50. though all efforts were made to make it as representative of the total sum of Bangalore city as possible, still the sample size is small in comparison to the market. Hence, the limitation of the study is the matter.

Perception:

The answers given by the respondents is based on their individual perception and once of the factors influencing their perception could be loyalty towards the company.

Prejudices by the respondents:

In any kind of survey study there is the scope of the respondents being bias towards giving their views while answering the questionnaire.

Some respondents were very busy, so it was impossible to get the exact information; some were reluctant to answer some questions.

DATA ANALYSIS AND INTERPRETATION

Table no. 1

Table showing the number of owners of the brands.

PARTICULARS

PERCENTAGE

YES	98
NO	2
TOTAL	100

INTERPRETATION

Out of 50 respondents, 98% own a Eureka Forbes water purifier and 2% do not own the brand.

Table no. 2

Table showing the medium through which the respondents came to know about the brand.

PARTICULARS	PERCENTAGE
ADVERTISEMENTS	42
RELATIVES	10
FRIENDS	14
SALES PERSON	22
NEIGHBOURS	12
TOTAL	100

INTERPRETATION

Out of the 50 respondents, 42% of them were informed through advertisements, 10% through relatives, 14% through friends, 22% through sales person and 12% through neighbors.

Table no. 3

Table showing the usage period of the brand by the respondents.

PARTICULARS	PERCENTAGE
2-3 yrs.	50
4-6 yrs.	4
7-10 yrs.	40
11yrs. & above	6
TOTAL	100

Interpretation

Out of 50 respondents, 50% of the respondents use between 2-3 yrs., 4% use between 4-6 yrs, 40% use between 7-10yrs. and 6% 11yrs. and above.

Table no.4

Table showing the motivating factor to purchase the brand.

PARTICULARS	PERCENTAGE
ADVERTISEMENTS	24
RELATIVES	32
FRIENDS	8
SALES PERSON	34
NEIGHBOURS	2
TOTAL	100

Interpretation

Out of 50 respondents, 24% choose advertisements, 32% choose relatives, 8% choose friends, 34% respondents choose sales person and 2% choose neighbors.

Table no.5

Table showing the reason why they choose the brand.

PARTICULARS	PERCENTAGE
QUALITY	44
DESIGN	22
PRICE	8
SERVICE	26
TOTAL	100

Interpretation

Out of 50 respondents, 44% choose quality to be the reason, 22% choose design, 8% choose price and 26% choose service.

Table no.6

Table showing what the respondents look for in terms of performance of the brand.

PARTICULARS	PERCENTAGE
HYGIENE	54
EASY HANDLING	18
SPACE OCCUPIED	22
ADDITIONAL ATTACHMENTS	6
TOTAL	100

Interpretation

Out of the 50 respondents, 54% mention hygiene as the factor, 18% mention easy handling, 22% mention space occupied and 6% mention additional attachments.

Table no.7

Table showing the satisfaction level towards the brand.

PARTICULARS

PERCENTAGE

YES	98
NO	2
TOTAL	100

Interpretation

Out of the 50 respondents, 98% of the respondents are satisfied with the brand and 2% are not satisfied.

Table no.8

Table showing the opinion towards the brand.

PARTICULARS

PERCENTAGE

EXCELLENT	22
VERY GOOD	62
GOOD	10
AVERAGE	4
POOR	2
TOTAL	100

Interpretation

Out of the 50 respondents, 22% stated excellent, 62% stated very good, 10% stated good, 4% stated average and 2% percent stated poor.

Table no.9

Table showing the features most liked about the brand.

PARTICULARS

PERCENTAGE

DESIGN	46
COMPATIBILITY	24
EASY TO CLEAN	4
OCCUPIES LESS SPACE	14
DURABLE	12
TOTAL	100

INTERPRETATION

Out of the 50 respondents, 46% stated design as the feature best liked, 24% stated compatibility, 4% stated easy to clean, 14% stated occupies less space and 12% stated durable.

Table no.10

Table showing the satisfaction of the after sales service provided.

PARTICULARS

PERCENTAGE

EXCELLENT	46
VERY GOOD	38
GOOD	10
AVERAGE	6
POOR	0
TOTAL	100

INTERPRETATION

Out of the 50 respondents, 46% stated that the after sales services are excellent, 38% stated very good, 10% stated good, 6% stated average.

Table no.11

Table showing the perception of the respondents owning the brand.

PARTICULARS

PERCENTAGE

PROUD CUSTOMER	46
SATISFIED CUSTOMER	52
DISSATISFIED CUSTOMER	2
TOTAL	100

INTERPRETATION

Out of the 50 respondents, 46% of the respondents feel proud, 52% respondents feel satisfied and 2% feel dissatisfied owning the brand.

CONCLUSION AND SUGGESTION

CONCLUSION

1. THE STUDY REVEALS THAT A HIGH PERCENTAGE ie.98% OWNS THE EUREKA FORBES AQUA-GUARD WATER PURIFIER.
2. THE STUDY SHOWS A HIGH PERCENTAGE ie.42% WERE INFORMED THROUGH ADVERTISEMENTS.
3. A HIGH PERCENTAGE ie.50% OF THE RESPONDENTS ARE USING THE BRAND SINCE 2-3 YRS.
4. A GOOD PERCENTAGE ie.34% WERE MOTIVATED BY SALES PERSON.
5. A HIGH PERCENTAGE i.e. 44% SELECTED QUALITY AS THE REASON TO CHOOSE THE BRAND.
6. A GOOD PERCENTAGE ie.34% SELECTED HYGIENE AS THE FACTOR THE RESPONDENTS LOOKED FOR IN TERMS OF PERFORMANCE.
7. THE SURVEY SHOWED THAT A MAJOR PERCENTAGE ie. 98% ARE SATISFIED WITH THE BRAND.
8. THE STUDY SHOWS THAT 62% OF THE RESPONDENTS HAD AN EXCELLENT OPINION ABOUT THE BRAND.

9. A HIGH PERCENTAGE ie.46% OF THE RESPONDENTS SUGGESTED THAT THE DESIGN OF THE BRAND IS THE MOST LIKED FEATURE.
10. MOST OF THE RESPONDENTS ie.46% MENTIONED THAT THE AFTER SALES SERVICES PROVIDED BY THE FIRM ARE EXCELLENT.
11. MAJORITY OF THE RESPONDENTS ie. PERCIEVE THEMSELVES AS SATIFIED OWNERS OF THE BRAND.

SUGGESTIONS

1. THE RESPONDENTS SUGGESTED THAT EUREKA FORBES LTD. SHOULD TAKE-UP OTHER MEDIAS OF PUBLICITY.
2. THE PRICES OF THE PRODUCTS SHOULD BE PRICED AT A LOWER RATE.
3. THE COMPANY SHOULD LOOK INTO DIVERIFYING ITS BUSSINESS TO CONSUMER NON-DURABLE GOODS.
4. MORE VARITIES OF THE BRANDS SHOULD BE INTRODUCED IN THE MARKET.
5. DISCOUNTS SHOULD BE OFFERED ON THE PRODUCTS.
6. THE PRODUCTS SHOULD BE AVAILABLE ON A LARGER SCALE.