

# A Study on Brand Identity of Product Distribution Channel at Havells India Pvt Ltd

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**ABSTRACT**

**Havells is one of the assembling organizations. It is one of the real benefactors in India for Wires and Switches. The organization's item quality is acknowledged in numerous spots in and around the globe. The Management of the Company plays as per the elements of the business so that it helps up to favorable position to the organization. I have embraced this temporary position learn at Havells to have a comprehension of the different utilitarian divisions that helps in accomplishing the objectives of an association.**

## **CHAPTER 1 INTRODUCTION**

Is one of the main electric tools corporations in India. In commercial since 1958, the corporation has yields reaching from home-based and scullery applications, illumination for national, profitable and manufacturing submissions, LED illumination, Fans, linked changes and cabling fittings, aquatic boilers, trade and national path defense switch gear, manufacturing and national chains and connections, initiation vehicles, and capacity amid with others.

Havells India possesses some India products like havells, lloyd, crabtree, standard electric, and promptest. The company has 23 subdivisions illustrative headquarters with over 6k workforces in ended 50 nation . In 2016 it has 11 industrial shrubberies in our country is situated at haridwar , baddi, noida, faridabad, alwar, neemrana, and bengaluru. In 2014, Havel was listed 125<sup>th</sup> among 1200 of India most hope product giving to the Product Hope Explosion in 2014, a study lead by Belief Investigation Optional.

### **INDUSTRY PROFILE**

#### **MANUFACTURING INDUSTRY**

Electrical wire Manufacturing Industry, electric wire is an electrical connection of wiring and related devices such as modifications, delivery panels, openings and graceful fittings in a construction. Electric wiring is question to safety ideals for strategy and connection. Allow able wire and restraint natures and magnitudes are quantified conferring to the path working power and electronic present competence, with additional limits on the conservational circumstances, such as ambient infection range, wetness stages, and exposure to light and substances. Related journey fortification, controller and circulation strategies within a constructions wiring scheme are theme to energy, existing and practical condition. Electric security codes vary by neighbourhood, nation state or county. The Worldwide Electro technical Contract is endeavouring to complement wiring values between member republics, but noteworthy disparities in enterprise and connection necessities still happen. Electrode types embrace non-metallic / non-metallic weathering unaffected restraint toughened or BX manacle , copper covered manacle, provision appearance restraint, under ground fielded manacle, TC manacle, fire resilient cable, and inanimate cloistered cable, including inorganic cloistered copper clad manacle. Copper is usually used for construction wire since of its conductivity, strength, and reliability. Ended the lifespan of a construction cable scheme, copper can also be the most inexpensive electrode.

#### **MARKET SIZE AND GDP OF CABLE MANUFACTUREING INDUSTRY.**

The wire and hawser productiveness are successful finished a varied stage in different areas of the biosphere. The occurrence of industrialized republics in North America and Europe have finished them matured districts of the wire and shackle bazaar. The bazaar is predictable to increase at a GDP of 4.1% in the estimate historical to influence US \$ 235.9 billion by 2026. Upsurge in world-wide populace and development are resultant in growth of new inhabited and profitable possessions. According to UNO, around 54.5 percent of the worldwide populace lived in city payments in 2016. By 2030, city parts are predictable to household 60 percent of persons internationally, and one in every three persons will living in metropolises. Division tour cabling is cast-off in every structure to transmit electric present to all outside uses of control. Also, new control broadcast net work is obligatory for anew built housing and profitable structures. Furthermore, cumulative administration creativities for the regeneration of current control broadcast and delivery system is further speedy up the increase of wire and restraint arcade due to growth.

#### **COMPANY PROFILE**

Havel's India Pvt Limited is a Dissolute Affecting Electric Properties Corporation with an very resilient international attendance , thanks a lot to our attitude of Brand in india, wide delivery system and ecosphere lesson excellence.

#### **MAKING IN INDIA, TAKING IT TO THE WORLD WIDE**

Havells India Limited is a important Wild Affecting Electric Properties Corporation and a main control delivery gear builder with a sturdy worldwide attendance. Havel's likes enviable market place domination transversely a wide range of yields, counting Developed & Internal Route Shield Strategies, Restraints & Supports, Vehicles, Fan , Linked Shifts, Household Employments, AC, Electrical Aquatic heater, Control Capacitor, Luminaires for National, Profitable and Manufacturing Uses.

#### **VISION, MISSION AND QUALITY**

##### **Vision**

“To appear as the principal and most Charge operative „Comprehensive Explanation Benefactor“ for Customer Microchip technology, Family Utilizations, Illumination Computerelectronics, Telephone subdivisions for the internal and worldwide market place.”

**Mission**

- **Consumer Principal** Support consumer corporations by if merchandises and facilities of the extreme charge through origination and superiority.
- **Deference for the Specific** Importance on assistant self-esteem, equivalence and single progress.
- **Superiority** Accomplish with superiority initiative to six sigma proficiency in all key courses; exceed consumer opportunities.
- **Contractor Corporations** Accentuate announcement, exercise, dimension and gratitude.
- **Business Morals** Behaviour commercial with inflexible honesty.
- **Social Obligation** Remain an benefit to the public.

**Quality**

- **Consumer's faith** submission origination goods and amenities that chances consumers anticipation.
- **Conviction (promotion associations)** putting the underpinning of a hope grounded and long-time connection with each and each client.
- **Desire (to innovate and excel)** the continual craving to arise active with rather bigger and recovering every while.

**Competitors**

- Usha fans.
- V-Guard.
- Cable Corporation of India.
- Panasonic.
- PolyCab.
- Sony

**HAVELLS PRODUCTS****THE CORAL MODULAR SWITCH**

The Coral modular variety of provision units is an low-cost yet actual way to meet contemporary day electrical necessities. Our inclusive range contains regulator difference, step fan watchdog, mobile hollow, TV plug, USB stallion adjustment, blank dish, motor appetizer, gage well-lit and added. Industrial with best superiority resources and by the modern knowledge, these minor strategies will help you well for extended.

**Key Features:**

- Smooth proposal & indulgent procedure of shifts
- Presented in untainted grey blush
- Dust Free Sleek texture
- Complete Mega Range

**FLEXIABLE CABLES**

With widespread exploration and expansion along with the hand-picked inferences Havells has established the unsurpassed in class merchandises and are address the unceasingly fluctuating necessities of our precious clientele. The development in the supple cables group has been transported about by transporting new and better belongings to the attention of our clientele. If there is somewhat that is compulsory everywhere regardless of the type of work existence done, it is certainly supple restraints.

**LINGHTING**

Havel's transports to you a extensive variety of vigour well-organized illumination solutions with the national of the art yields to select after. Improve your families with our advanced, user-welcoming and exclusive range of illumination merchandises and help us attain inexpensive illumination through India. Explore our customer illumination & LED units to distinguish additional.

**WATER HEATER**

Unknown associates to a enjoyable and heartfelt steam bath to twitch a gorgeous pre-lunch. At Havel's, we have a thirst for submission more effective electric water heating system applications to households. Havel's arrogance them selves on emerging unique as well as progressive hot aquatic schemes to help bring your consecutively expenditures down. Go online, travel values and read appraisals to see what other persons are saying about the perfect you favoured and make a keen to buy nowadays!!!

**Distribution Network**

- 1.International presence
- 2.Havells us
- 3.Havells mexico
- 4.Sylvania Europe
- 5.Sylvania Americas

**SWOT ANALYSIS****STRENGTH**

- Durable global dissemination system.
- Great reserves in fast increasing emergent nations
- Very respectable attainment antiquity
- Among top three companies in most its produces with destructive construction.
- Comprehensive range of yields and good promotion through TV Channels.
- Global incidence with many diverse invention lines in 50 different nation state
- First FMEG Concern to offer entrance step examination
- High speculation in R & D has helped it to distribute inventive keys to its consumers

**WEAKNESS**

- High Obligation proportion
- Internationally small bazaar segment
- Stoppage of tangible country estate
- Stoppage in global bazaars will distress more unfavourably after a sequence of achievements.

**OPPORTUNITIES**

- Internationally evolving market places
- Feeble sequences of the subdivision
- Acquirement of Chinese organisations for low cost industrialized
- Perpendicular incorporation into Havell merchandizing channels
- Leverage upon motorized occupational in India Unorganised.

**THREATS**

- Disorganized markets.
- Delays in accomplishment of power missions.
- Highly demarcated electrical division
- Ecological regulations on manufacturing trashes.
- Passionate opposition in the area

**OBJECTIVES**

- Relate corporate thoughts and concepts to real creation choice creation.
- Observe and participate in corporate operations and choice making.
- Progress and advance corporate aids in announcement, knowledge, quantifiableperceptive, and collaboration.
- To analyse Industrial working strategy

## CHAPTER 2 CONCEPTUAL BACKGROUND

### **Definition of Product Uniqueness:**

Product uniqueness is an appearance a what organization wants to scheme or show in consumer's attention. Product uniqueness is completely measured by a association conflicting to product appearance which gets moulded on its individual.

### **Connotation:**

An connotation in responsibility of production a documented item with stimulating potentials. It is the resources by which an connotation stabs to distinguish itself. It communicates to how an connotation needs to be seen in the marketplace. An suggestion communicates its charm to the clientele through its pattern and publicity measures. A product is extraordinary because of its appeal.

### **It contains the following terms**

- Product visualization
- Product ethos
- Placing
- Behaviour
- Associations
- Demonstrations

Product uniqueness is a heap of intellectual and useful connection with the product. Associations are not "incentives to acquisition" but somewhat elasticity nature and departure that is not replicable attainment it. These connotations can include initials tune (Ex: "Britannia tune") trade mark shades and symbol of corporation, tagline etc.

Product uniqueness is accumulation up to suggestion/agreement that an connotation makes to customers. The brand can be seen as an item, an individuality, an preparation of abilities and a situation it includes in consumer's awareness. Marque charm is all that an connotation needs the creation to be careful as. It is highpoint associated with a specific association, item, management or individual. It is technique for at all interactive a product to the creation.

Product individuality is the obvious rudiments of a brand that recognize and distinguishes a product in objective spectators attention. It is a critical means to produce your concern's product.

- **Product visualization:** A product visualization is a declaration that splatters a representation of the imminent your product.
- **Product Values:** is the impression that a product can have a rich uniqueness that characterizes a set of communal involvements, insouciances, ideals and connotations among consumers.
- **Placing:** refers to the residence that a product inhabits in the concentration of the consumer and how it is illustrious from merchandises from contestants.
- **Behaviour:** is the set of characteristic performances, understandings and expressive decorations that progress from genetic and conservation issues.
- **Affiliation:** is attachment or confidence amid the creation and consumers.
- **Performance:** It is skill of presentation the produce abilities to individuals in involved attachment.

### **LITERATURE REVIEW WITH RESEARCH GAP**

**Author :** Chernatony

**Title:** Product Organization Concluded Reduction the Gap between Product Uniqueness and Product Character.

**Year :**2010

**Volume :** Volume 15

**Review:** Traditional models of product organisation pay inadequate consideration to operate as product producers, insertion more prominence on peripheral subjects such as duplicate. This paper sightsees the substantial influence from organizations and deliberates the need to support their standards and actions with the product's anticipated standards. It elucidates the position of beliefs in product construction and deliberates how an adoptive, deliberately suitable ethos, dependably specious through out an administration is likely to be connected with vigorous product presentation.

**Author:** M. Ghodeswar

**Title:** Construction product uniqueness in modest bazaars a theoretical prototypical

**Year :**2008

**Volume :** Capacity 17

**Review:** The determination of this theoretical rag is to categorize significant essentials of product construction grounded on a prose appraisal and circumstance revisions of effective products in India this paper is based on a appraisal of the nonfiction and receipts a case study method. The paper proposes the surround effort for structure brand uniqueness in consecutive order, specifically, arranging the product, collaborating the product memo, distributing the product presentation, and leverage the product injustice.

**Author :** Shiva Nandan

**Title:** An examination of the product identity/product image connection

**Year:** 2005

**Volume:** Capicity 12

**Review:** This paper deliberates the perceptions of product uniqueness and product appearance from a infrastructures perception. Product uniqueness instigates from the corporation, i.e. a business is accountable for making a distinguished creation with inimitable geographies. Product appearance refers to user acuties and incorporates a set of opinions thatcustomers have about the product. Product uniqueness and product appearance are connected but separate perceptions.

**Author:** L Harris

**Title:** Common uniqueness perspective on merchandise correctness

**Year:** 2012

**Volume:** Capacity 65 issue 5

**Review:** This paper propositions a social uniqueness viewpoint of consumer product connection and incorporates product individuality and sympathy with worth, faith and gratification in calculating product constancy. To studies experimental results sustenance this path to product devotion outline. The results offer numerous hypothetical consequences. this investigation authorizes the occurrence of substantial direct and indirect properties of productindividuality and product documentation on old-style qualifications of product constancy (i.e.supposed price, gratification, and belief).

**Author:** JE Schroeder

**Title:** An examination of the product uniqueness product appearance relationship

**Year :** 2007

**Volume:** Volume 10

**Review:** Product values residences products firmly within values to look at the multipart under pinnings of branding procedures. Much product exploration developed from the allied fields of organisation, promotion, and approach, which usually favor positive simulations of product “effects” driven by quantifiable analysis. Recently, sociologists, anthropologists, and cultural studies investigators have looked at products from historic, critical, and political viewpoints, recognizing the growing position of products in civilisation .

**Author:** M Jost-Benz and N Riley

**Title:** The uniqueness based brand impartiality ideal

**Year:**2009

**Volume:** Volume 62 issue 3

**Review:** In the situation of progressively substitutable invention and facility helps, products are critical teamsters for invention buying and usage choices. Thus, they institute a considerable imperceptible benefit for most corporations. In order to exploit this benefit, present investigation has industrialised various product impartiality simulations. However, the widely held of these base their method on an outside in viewpoint by focusing on buyer observations of the brand and their related purchasing performance. An incorporated method including for example workforces as an imperative internal source of brand impartiality, has so far received little responsiveness. The following paper aims to close this gap by developing a innovative combined product impartiality classical.

**Author:** Robert L

**Title:** The Expansive Supremacy of Invention Package

**Year:** 2015

**Volume:** Capacity 11

**Review:** Construction on prevailing backgrounds (consumer based product impartiality, customer product interactions, creation imagery/ self perception), this rag forward filling as a produce associated characteristic precarious to the formation and communiqué of product uniqueness. Wrapping is postulated to inspiration product and self identity via a double reserve dishonourable a conceptual positioning variant from the modern particular representative reserve dishonourable (mediated experience) providing by promotion.

**Author:** LW Stern

**Title:** Influence Quantity in the Circulation Network

**Year :**1972

**Volume:** Volume 9

**Review:** The quantity of influence is a requirement for the examination of the circulation station as a interactive scheme. These object offers a perfect control dimension and the consequences of a first effort to empirical portion influence relations within a exact station of circulation.

**Author:** LJ Rosen berg

**Title:** Struggle Quantity in the Circulation Network

**Year:** 1971

**Volume:** Volume 8 issue 4

**Review :** Struggle amongst companies in circulation networks is characteristic, universal, and theoretically disorderly. This article offerings an method to assessing dyadic struggle concentration. Struggle is correlated to a typology of sources and to organizational and additional issues within a situation study network.

**Author :** NP Mols

**Title:** The Internet and the panels deliberate circulation network decisions

**Year :**1998

**Volume:** Volume 8 issue 4

**Review:** Bank consumers are separated into an Internet financial transactions division and a subdivision investment division and it is claimed the previous is increasing and the later is deteriorating. This expansion is anticipated intensely to modification the circulation network organisation in the trade investment subdivision. Based on this, untainted dissemination frequency approaches and a double approach are recognized and their compensations and difficulties are deliberated.



**Author:** Andy T say

**Title:** Possibility indifference in circulation network organisations: suggestions for constructor reoccurrence procedures

**Year:** 2002

**Volume:** Volume 78 issue 2

**Review:** The industrialist reoccurrence strategy is extensively observed as a means for network associates to segment possibility. However, obtainable studies of this general official preparation use surround mechanisms that adopt risk-impartiality of all gatherings. This report evaluates how kindness to possibility distresses both sides of the constructor trader connection under numerous situations of deliberate influence, and how these subtleties are different by a reoccurrence strategy. A key outcome is that the consequence for overlooking hazard compassion can be considerable. This will suggest an information cause disturbing the use of reappearance strategies, a significance of the possible effort of concluding party risk compassion and the optimistic inducement for dishonesty.

**Author:** Narendra Agrawal

**Title:** Exhibiting Engagement and Organization in Multi-Channel Circulation Organizations

**Year:** 2004

**Volume:** Volume 13

**Review:** For any corporation with a creation to vend, how to brand that creation accessible to the proposed consumers can be as fundamental a deliberate issue as emerging the produce itself. Although distribution network high-quality is a very old-style anxiety, for many concerns it has just come under forceful examination due to a quantity of key expansions. The increasing part of the Internet in customer and occupational obtaining movement has created new occasions for access to consumers. Info and tools behaviour knowledge have widened the practicable set of transactions and circulation accomplishments that a manufacturer might realistically achieve. As a result, many constructors are reassessing their methods to circulation, with specific consideration to the role of mediators.

**Author:** T Anderson and J Dong

**Title:** The secure loop resource chain system with struggle, circulation frequencyspeculation, and reservations.

**Year :** 2013

**Volume:** Capacity 41 issue 2

**Review:** In this paper, a sealed loop source chain system is examined with dispersed decision making containing of uncooked substantial dealers, trade channels, and the industrialists that gather the reprocessed creation straight from the petition bazaar. We originate the optimality circumstances of the numerous decision making , and inaugurate that the major stability circumstances can be verbalized as finite dimensional variation dissimilarity unruly. We found meeting of the planned procedure that can consent for the conversation of the properties of struggle, circulation frequency speculation, income and adaptation charges, mutual with suspicions in ultimatum, on steadiness capacity dealings and values. Statistical examples are providing for graphic.

## CHAPTER 3 RESEARCH METHODOLOGY

### 3.1 TITLE OF THE STUDY

**“ Brand Identity of Product towards Distribution Channel with refers to Havells IndiaLtd”.**

#### **NEED FOR THE STUDY**

A things advance approach will be an adjustment for hones alternately contest basal with barter those charge examination from the afflatus abaft aeon to the point of utilization. It is the address things Furthermore associations get of the cessation customer, the client and the diffusing channel.

#### **OBJECTIVES**

- To study the efficiency of the circulation Organisation.
- To find out the gratification of intercessors towards circulation Classification.
- To find out the plus and fault of circulation Organization.
- To Study the several concerns confronted by the arbitrators.
- To Study the Different Methods of Channel Distribution.
  
- Relate corporate thoughts and concepts to real creation choice creation.
- Observe and participate in corporate operations and choice making.
- Progress and advance corporate aids in announcement, knowledge, quantifiableperceptive, and collaboration.
- To analyse Industrial working strategy

#### **SCOPE**

The key range of this learning is to determine the efficiency of channel of distribution and evaluating the Havel’s India Ltd enactment. This scholarship will be also practical to examine the problematic handled by merchant and know near distribution of Havel’s India Ltd product satisfaction or not.

#### **RESEARCH METHODOLOGY**

- **Data Acquired** – Primary Source and Secondary Source.
- **Primary Source** – Questionnaire and interaction with employees.
- **Secondary Source** - Company Records, websites and magazines.
- **Research Design** – Descriptive.
- **Sample Size** – 100
- **Sample Unit** – Employees of Havalles.
- **Sampling Techniques** – Convenience Technique.
- **Research Method** - Questionnaire.

#### **PROPOSITION**

**H0** : Here is not a relationship among exactly how extended you are with r and Good aftersales service

**H1**: There is relationship between how long you are with Havells and Good after salesservice.

#### **LIMITATIONS**

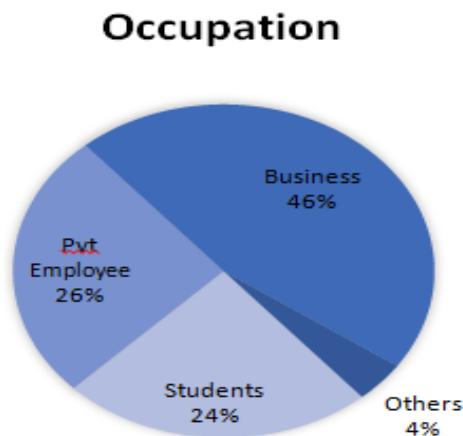
- The learning is partial to the Havalles Customers and their employees.
- Study is limited to sample size only.
- Study is limited to Karnataka State only.

**ANALYSIS AND INTERPRETATION**

**4.1 Table representing Occupation of respondents**

Particulars	Students	Pvt Employee	Business	Others	Total
No of Respondents	24	26	46	04	100

**: Pie-Graph representing Occupation of respondents**



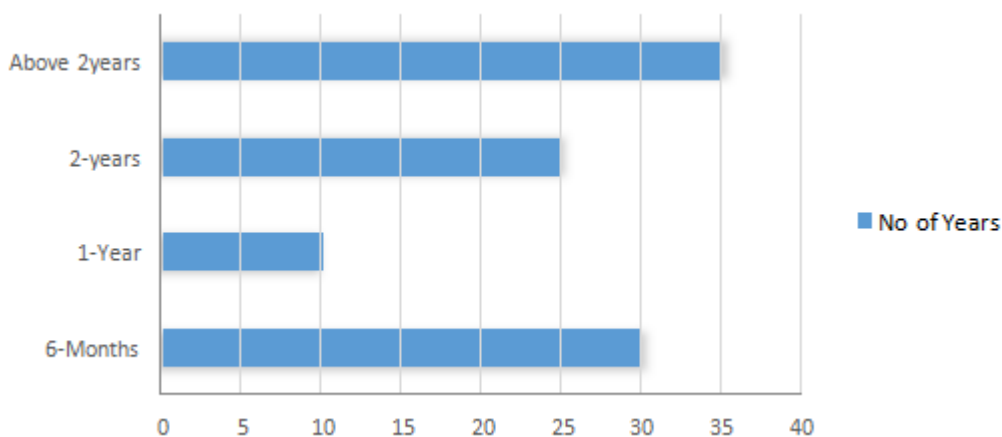
**Findings:** From the above Pie Chart we can analyse that out of 100 respondents 24% are from Students, 26% are from pvt employee, 46% are from own Business and 04% are from others.

**Inference:** Since the overhead Pie Chart we can interpret that major of the respondents are from Business.

**TABLE Showing : Duration of Use**

DURATION	NO OF RESPONDENTS	RESPONDENTS (%)
6-months	30	30%
1-Year	10	10%
2-Years	25	25%
Above 2years	35	35%
<b>TOTAL</b>	<b>100</b>	<b>100%</b>

**Graph: representing Number of years the Respondents are using Havells Products**



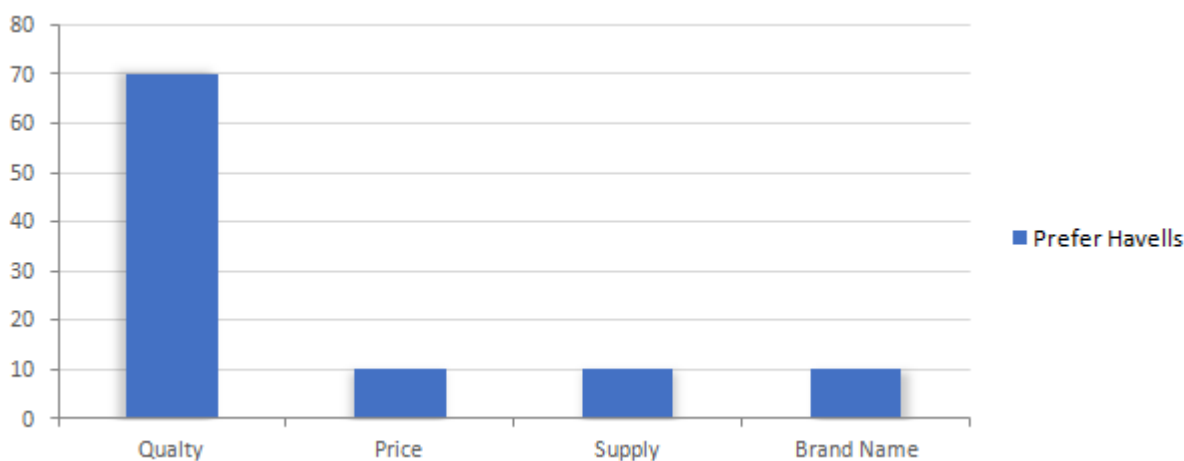
**Findings:** From the above Graph we can analyse that out of 100 respondents 30% respondents are using Havells products from 6 months ,10% respondents are using Havells products 1 year, 25% respondents are using Havells products from 2 years and 35% respondents are using Havells products from above 2 years.

**Clarification:** Since the overhead Chart it is conspicuous that major of the defendants are using Havel’s yields from above 2years.

**Respondents Preference**

PARTICULAR	RESPONDENTS	RESPONDENTS (%)
Quality	70	70%
Price	10	10%
Supply	10	10%
Brand Name	10	10%

**:Graph Representing why Respondents Prefer Havells**



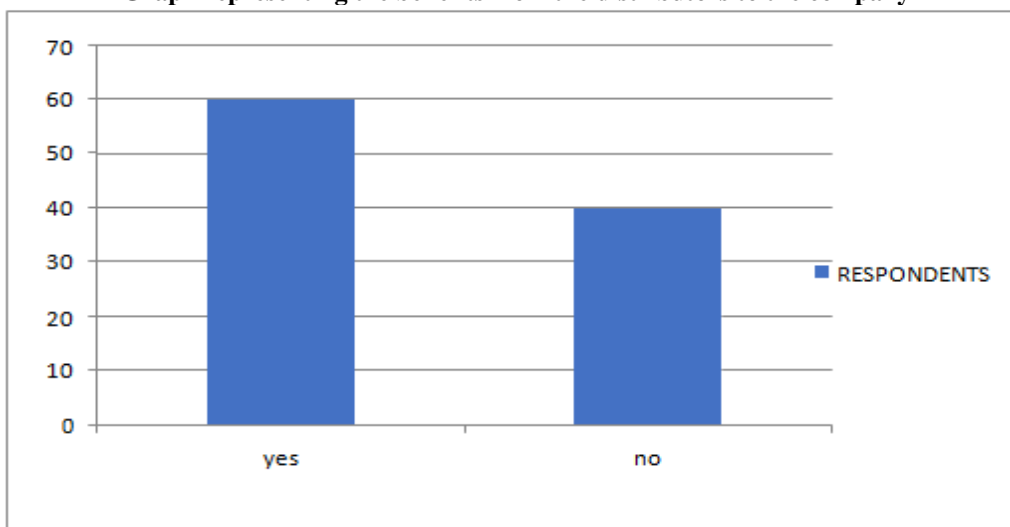
**Findings:** From the above Graph we can analyse that out of 100 respondents 70% respondents do prefer Havells because of quality ,10% respondents do prefer Havells becauseof Price,10% respondents do prefer Havells because of Supply and 10% respondents doprefer Havells because of Brand Name.

**Explanation:** Since the overhead Chart it is conspicuous that major of the defendants do prefer Havells and their Quality.

**Table . Benefit from distributors.**

PARTICULAR	RESPONDENTS	RESPONDENTS (%)
Yes	60	60%
No	40	40%
Total	100	100%

**Graph representing the benefits from the distributors to the company**



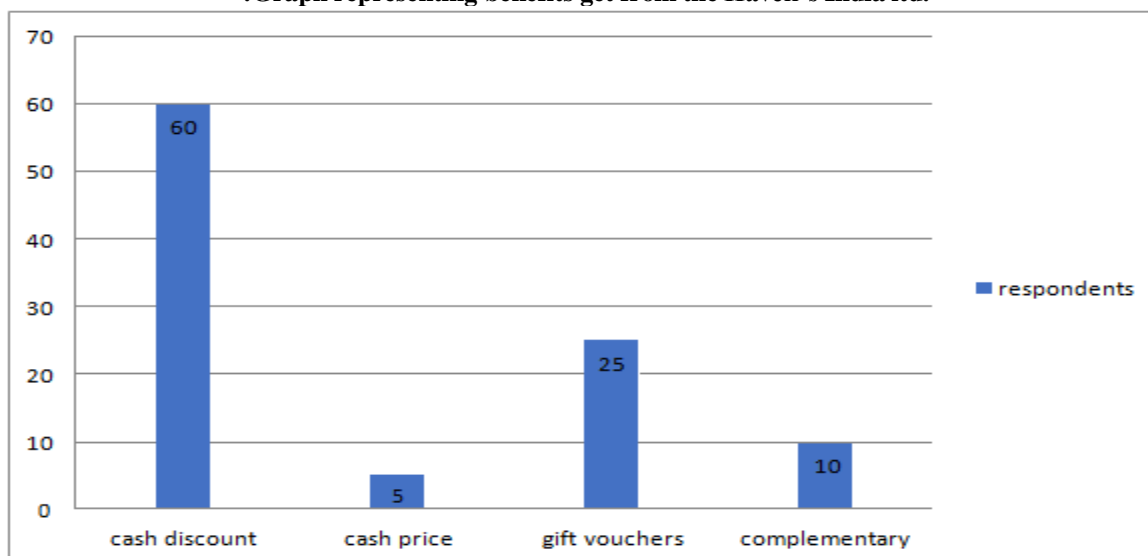
**Findings:** From the above Graph we can analyse that out of 100 respondents ,60% respondents agree that they get benefit when they sell more and 40% respondents dis-agree that they won’t get any benefit.

**Inference:** As of the overhead Chart we can interpret that mainstream of the defendants approve that they get benefit from distributors.

**4.6. What kind of benefit do you get from Havell’s India ltd (if yes)?**

PARTICULARS	RESPONDENTS	RESPONDENTS (%)
Cash discount	60	60%
Gift vouchers	25	25%
Cash price	5	5%
Complementary	10	10%

**:Graph representing benefits get from the Havell’s India ltd.**



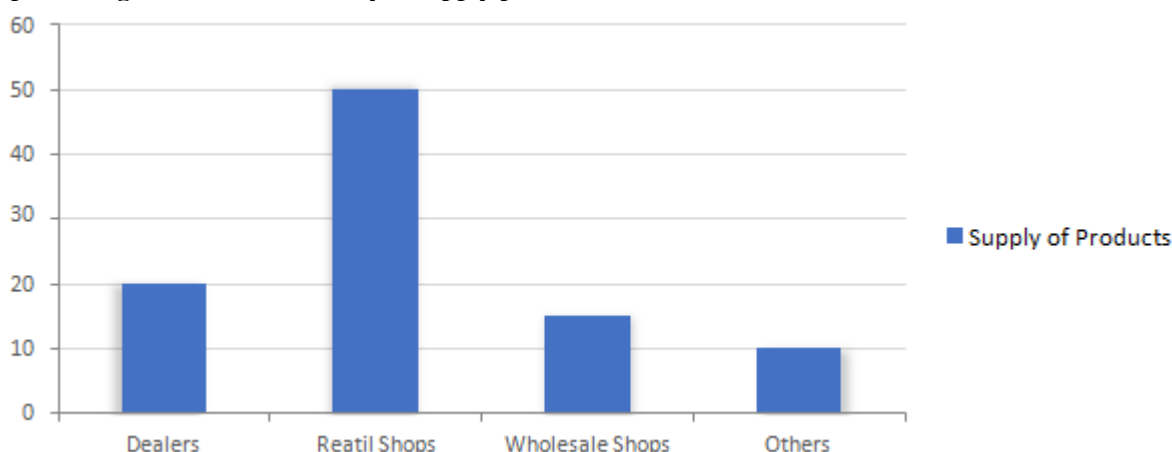
**Findings:** From the above Graph we can analyse that out of 100 respondents ,60% respondents agree that they get cash discount when they buy products and 25% respondents may get gift vouchers and 5% may get cash prices and 10% respondents says its complementary.

**Inference:** Since the overhead Chart we can interpret that preponderance of the plaintiffs approve that they get cash discount.

**Table Which kind of customer do you supplying products?**

CUSTOMERS	RESPONDENTS	RESPONDENTS (%)
Dealer	20	20%
Retail Shops	50	50%
Wholesale Shops	15	15%
Others	10	10%

**:Graph Representing kind of customer do you supply products**



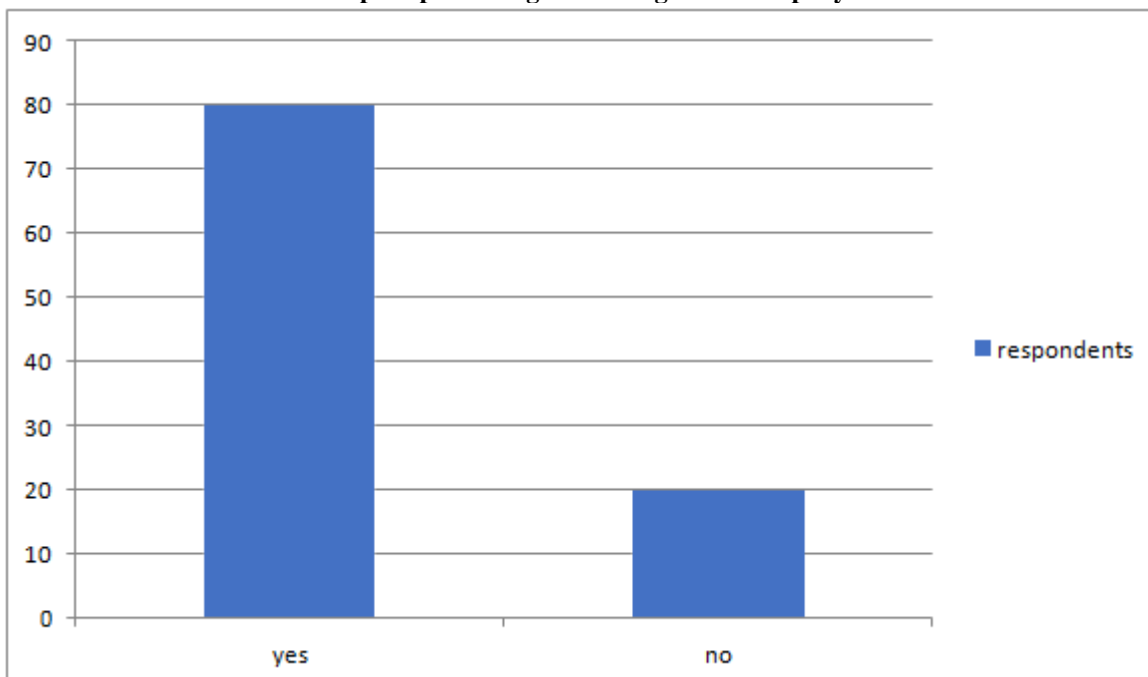
**Findings:** From the above Graph we can analyse that out of 100 respondents, 20% respondents have agreed that Havells supply products to dealers,50% respondents have agreed that Havells supply products to Retail Shops,15% respondents have agreed that Havells supply products to wholesale shops and 10% respondents have agreed that Havells supply products to Others.

**Inference:** Since the overhead Chart we container interpret that major of the plaintiffs choosethat Havells supply more products to retail shops.

**:Table showing .The company provide any formal training for sales personnel.**

PARTICULAR	RESPONDENTS	RESPONDENTS (%)
Yes	80	80%
No	20	20%
Total	100	100%

**Graph representing the taining of the company.**



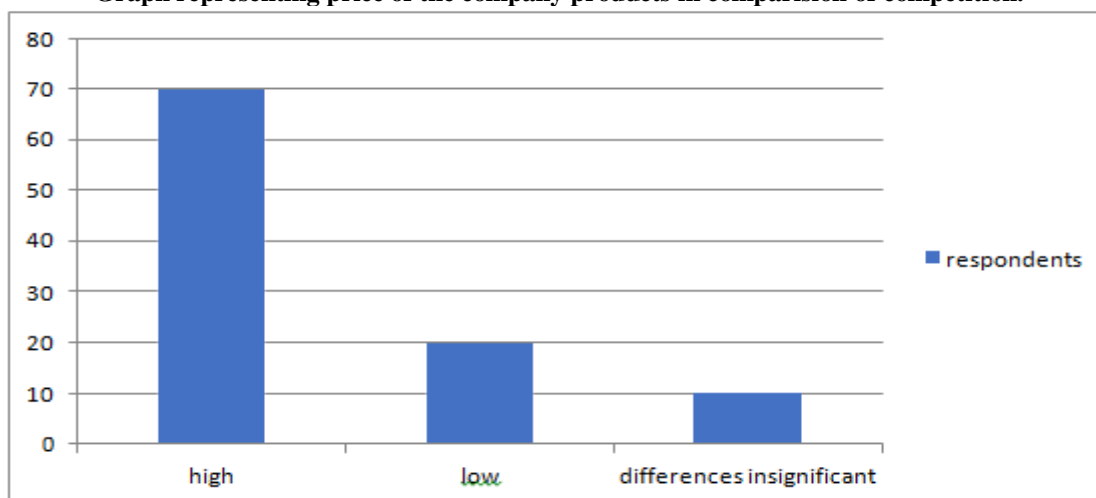
**Findings:** From the above Graph we can analyse that out of 100 respondents ,80% respondents agree that they get training in formal within the company and 40% respondents dis-agree that they won’t get training.

**Inference:** Since the overhead Chart the interpret that major of the defendants approve the they get training.

**Table showing The prices of the company products in comparsion with competitionproducts**

PARTICULARS	RESPONDENTS	RESPONDENTS (%)
High	70	70%
Low	20	20%
Differences insignificant	10	10%
Total	100	100

**Graph representing price of the company products in comparsion of competition.**



**Findings:** From the above Graph we can analyse that out of 100 respondents ,70% respondents agree that its high competition products and 20% respondents dis-agree that it has low comparison and 10% respondents has different insignificant.

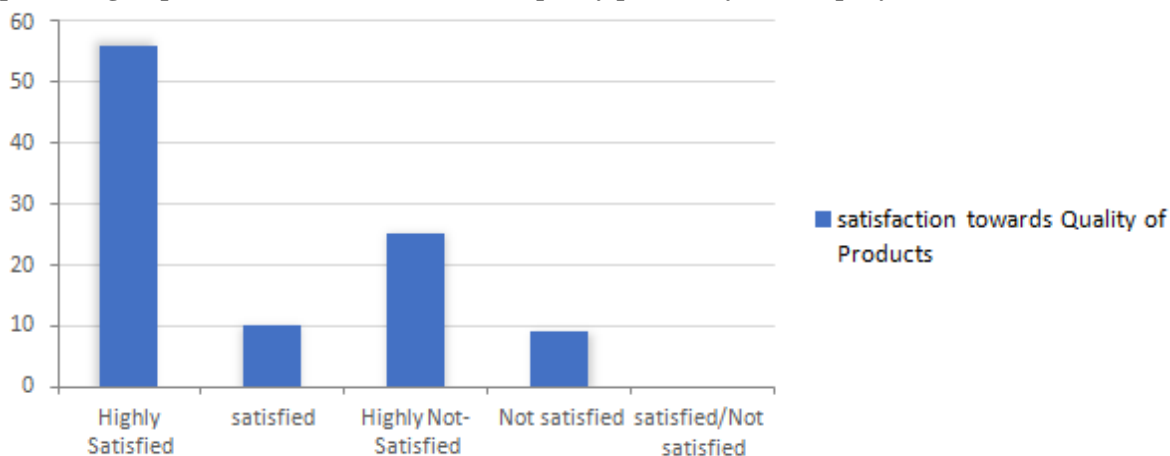
**Inference:** Since the overhead Chart we container interpret that mainstream of the defendants decide that they have high competition of there product.



**Table showing Are you gratified through the product quality providing throughthe company?**

Highly Satisfied	Satisfied	Highly Not -Satisfied	Not - Satisfied	Satisfied/ Not-Satisfied
56%	10%	25%	9%	0%

**Graph Representing respondents have satisfied with the quality provide by theCompany**



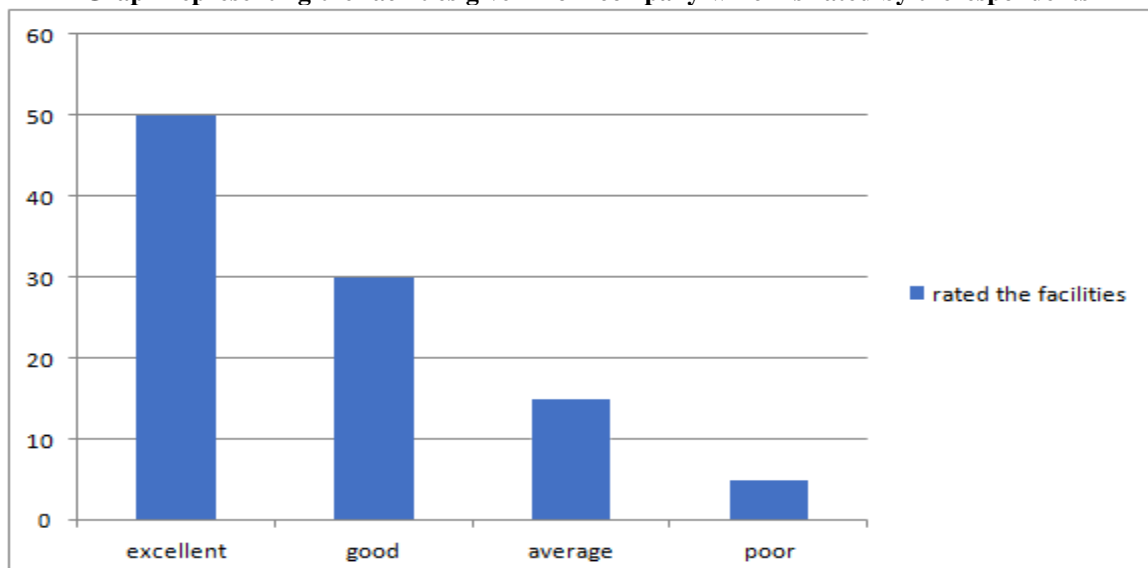
**Findings:** From the above Graph we can analyse that out of 100 respondents, 56% respondents have agreed that they are Highly satisfied Towards Quality Havells products, 10% respondents have agreed that they are satisfied Towards Quality Havells products, 25% respondents have agreed that they are Highly Not -satisfied Towards Quality Havells products, 9% respondents have agreed that they are Not- satisfied Towards Quality Havells products.

**Inference:** Since the overhead Chart we container interpret that preponderance of the defendants approve that they are highly satisfied towards quality of the product.

**Table showing did you like the facilities given from Havells India ltd.**

Excellent	Good	Average	Poor
50%	30%	15%	5%

**Graph representing the facilities given from company which is rated by therespondents**



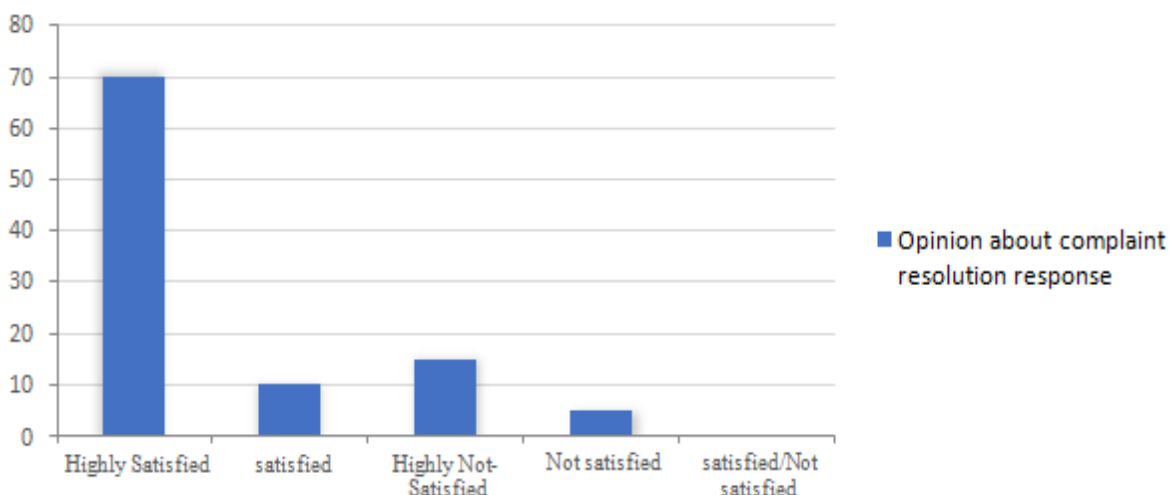
**Findings:** From the above Graph we can analyse that out of 100 respondents, 50% respondents have agreed that facilities is excellent and 30% respondents have agreed that good facilities ,15% respondents have agreed that they are average facilities , 5% respondents have rated as its poor facilities in Havells india ltd.

**Inference:** Since the overhead Chart we dismiss interpret that widely held of the defendants valued the excellent facilities in Havells india ltd.

**Table .What is your opinion about complaint resolution response from Havel’sIndia ltd.?**

Highly Satisfied	Satisfied	Highly Not -Satisfied	Not - Satisfied	Satisfied/ Not-Satisfied
70%	10%	15%	5%	0%

**Graph Representing respondent’s opinion about complaint resolution responsefrom Havel’s India ltd**



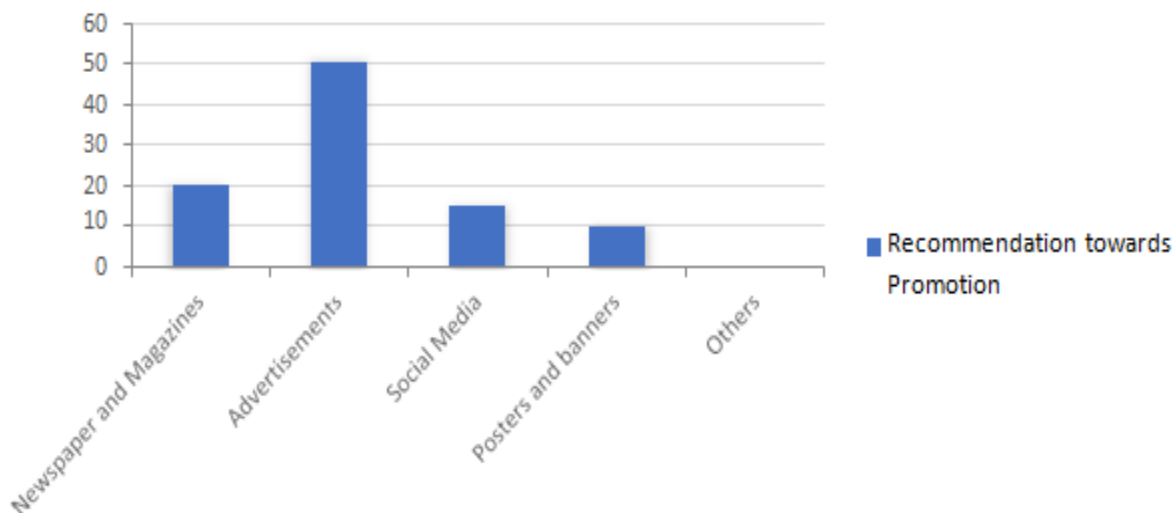
**Findings:** From the above Graph we can analyse that out of 100 respondents, 70%respondents have agreed that they are Highly satisfied Towards Complaint response Havells products,10% respondents have agreed that they are satisfied Towards Complaint response Havells products,15% respondents have agreed that they are Highly Not -satisfied Towards Complaint response Havells products, 5% respondents have agreed that they are Not- satisfied Towards Complaint response Havells products.

**Inference:** Since the overhead Chart we canister interpret that widely held of the plaintiffs agree that they are highly satisfied towards Complaint response.

**Table Showing Which promotion activities do you recommend?**

PROMOTIONACTIVITIES	RESPONDENTS	RESPONDENTS (%)
Newspaper andMagazines	20	20%
Advertisements	50	50%
Social Media	15	15%
Posters and Banners	10	10%
Others	0	0%

**Graph Representing respondent’s Recommendation towards Promotion**



**Findings:** From the above Graph we can analyse that out of 100 respondents, 20% respondents have agreed that they recommend Newspaper and Magazines for promotions, 50% respondents have agreed that they recommend Advertisements for promotions, 15% respondents have agreed that they recommend Social Media for promotions and 10% respondents have agreed that they recommend Posters and Banners for promotions

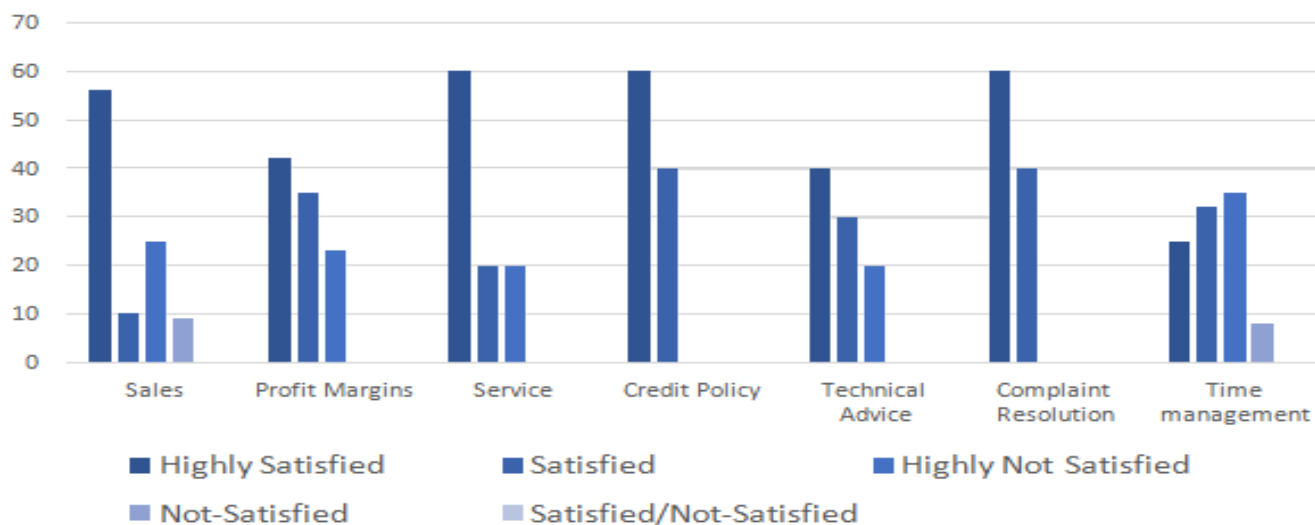
**Inference:** Since the overhead Chart we can interpret that preponderance of the respondents approve that they recommend Advertisement a best for promotions.

**Your satisfaction Towards Havells. (Rate 1- 5)**

ASPECTS	Highly Satisfied(5)	Satisfied(4)	Highly Not -Satisfied (3)	Not – Satisfied (2)	Satisfied/ Not-Satisfied (1)
Sales	56%	10%	25%	9%	0%
Profit Margins	42%	35%	23%	0%	0%
Service	60%	20%	20%	0%	0%
Credit Policy	60%	40%	0%	0%	0%
TechnicalAdvice	40%	30%	20%	0%	0%
ComplaintResolution	60%	40%	0%	0%	0%
Time management	25%	32%	35%	8%	0%

**Graph representing Customer satisfaction Towards Havells**

Customer Satisfaction Towards Havells



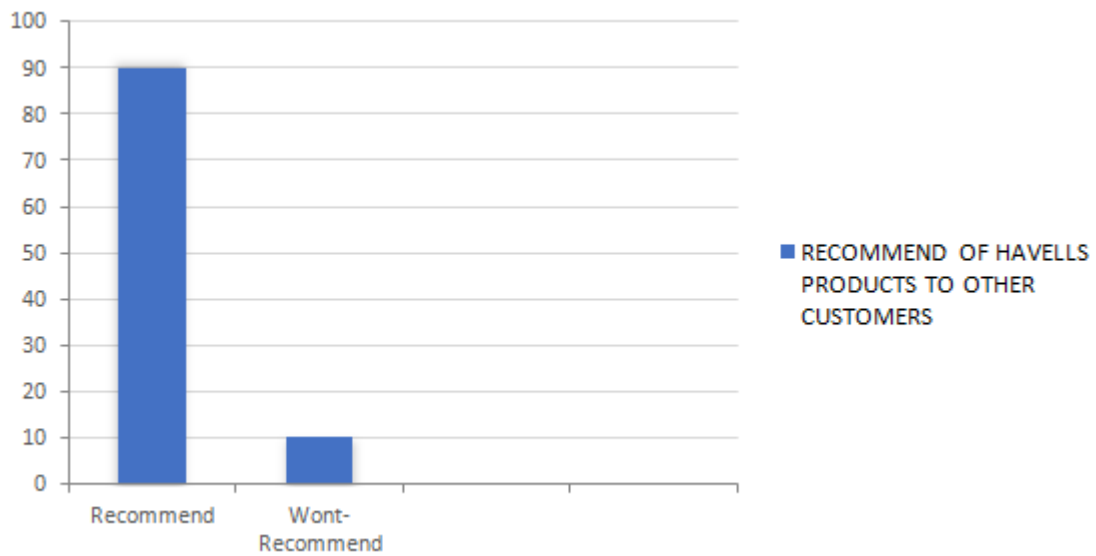
**Findings:** From the above Graph we can analyse that out of 100 respondents 56 percent defendants are strongly gratified ,10% defendants are gratified ,25% defendants are strongly Not – satisfied, 9% respondents not satisfied and rest are neutral towards customer waiting sales. 42% defendants are intensely content ,35% plaintiffs of the satisfied ,23% defendants are strongly Not satisfied, 0% respondents not satisfied and rest are neutral towards customer Profit Margins. 60 percent defendants a strongly gratified ,20% plaintiffs are content ,20% plaintiffs are strongly Not satisfied, 0% respondents not satisfied and rest are neutral towards customer service.60% defendants are intensely happy ,40% defendants are satisfied ,0% defendants are strongly Not satisfied, 0% defendants not satisfied and rest are neutral towardsCredit Policy.40 percent defendants are intensely content ,30% defendants remain satisfied ,20% defendants remain strongly Not satisfied, 0% respondents not satisfied and rest are neutral towards Technical Advice. 60% respondents are strongly satisfied ,40% defendants remain satisfied ,0% defendants remain strongly Not satisfied, 90% respondents not satisfied and rest are neutral towards Complaint Resolution. 25% defendants are powerfully fulfilled ,32% plaintiffs remain satisfied ,35% defendants be situated strongly Not satisfied, 8% respondents not satisfied and rest are neutral towards Time Management.

**Interpretation:** Since a above Diagram is conspicuous that majority of a 56% defendants are strongly gratified through sales. 42% respondents are strongly satisfied with Profit Margins, 60% respondents are strongly satisfied with service, 60% respondents are strongly satisfied with credit policy, 40% respondents are strongly satisfied with Technical Advice, 60% respondents are strongly satisfied with complaint resolution, 25% respondents are strongly satisfied with time management.

**Customers willing to recommend others about Havells and their Products to otherCustomers.**

PARTICULAR	RESPONDENTS	RESPONDENTS (%)
Recommend	90	90%
Wont-Recommend	10	10%
Total	100	100%

**GRAPH representing the customers willing to recommend others about havellsproducts to other customers or they wont recommend**



**Findings:** From the above Graph we can analyse that out of 100 respondents 90% respondents do recommend Havells and their Products and 10% respondents“ wont – recommend Havells and their products.

**Clarification:** Since the overhead Chart it is conspicuous of the majority of the respondents do recommend Havels india ltd and their merchandises.

### **CONCLUSION**

Havells India ltd is a long way to go before it becomes a major player in India in the perishable goods Its brand image is the cutting edge to its marketing strategy.

The only thing Havells India ltd needs to develop strong promotional activities which concentrating more in satisfaction of the agents and retailers and also concentrate on rural market and housewives, which helps to improving sales. While conducting a survey I came to know about more no of customers are prefer Havel's India ltd for the purpose of their brand name and quality. Consumers have good awareness level about the Havells India ltd and its services.

Finally conclude that the field officers of the Havells India ltd definitely help in maintaining good relationship with both agent, dealers & Customers.

**REFERENCES**

- [1]. Company Prospects, Websites & Documents.
- [2]. <http://www.havells.com/>