

A PROJECT REPORT  
ON  
“STUDY OF CUSTOMER RELATIONS WITH RESPECT  
TO DISTRIBUTION CHANNEL MEMBERS”  
FOR  
RAMSON INDUSTRY  
SUBMITTED TO  
SAVITRIBAI PHULE PUNE UNIVERSITY  
IN PARTIAL FULFILLMENT OF THE REQUIREMENT  
OF  
MASTER OF BUSINESS ADMINISTRATION (MBA)  
SUBMITTED BY  
**DEEPALI BARAVKAR**  
  
UNDER THE GUIDANCE OF  
**PROF. RAHUL MANDALE**



DEPARTMENT OF MANAGEMENT STUDIES  
SANDIP FOUNDATION'S  
SANDIP INSTITUTE OF TECHNOLOGY & RESEARCH  
CENTRE, NASHIK- 422213.

2016-18

**Department of Management Studies**


(Approved by AICTE, New Delhi, Affiliated to University of Pune & Recognized by Govt. of Maharashtra)


Date: 10/8/2017


Ref.No. SITRC/MBA-II /MKT/7


## CERTIFICATE

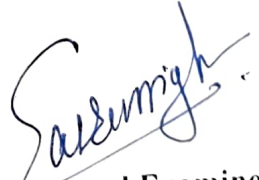
This is to certify that Mr /Ms Deepali. B. Baravkar  
has completed his / her Summer Internship Project (SIP) entitled  
Study of Customer relations with respect to distribu- at  
tion channel member for Jamson Nashik satisfactorily  
as a partial fulfillment of the requirement of Master of Business Administration (MBA)  
course of Savitribai Phule Pune University, Pune during the academic year 2017-18.

  
Project Guide

  
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Prof. (Dr) Sanjay T. Gandhe  
Principal

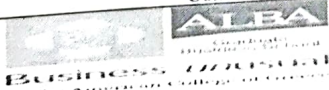
  
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This is to certify that Mr./Miss. **Deepali Barawkar** of **MBA (Marketing)**, Batch (2016-17) of Sandip Institute of Technology & Research Centre, Nashik has successfully completed his/her Internship on the Topic '**A Study on Customer Relations with respect to Distribution Channel Members of Ramson & Seven Seas products in Nashik region**' at "**Ramson Industries**"

The duration of his/her internship was for 2 months (Field + Backend Work) from **May'2017** to **July'2017**.

During this project we found him/her to be motivated, hardworking, sincere and honest. He/ She worked well as part of team during his/her tenure.

We wish all the best for his/her future endeavors.

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Date : 10<sup>th</sup> July 2017

**To Whomsoever It May Concern**

This is to certify that Ms. Deepali Baravkar, an MBA student of Sandip Institute of Technology & Research Centre (SITRC) has successfully completed her Summer Internship with our company Ramson Industries as a part of her Experiential Learning at Nashik held from May 2017 - July 2017.

We wish her All the Very Best for her future endeavors...!!

**For Ramson Industries**



**Authorized Signatory**





# STUDENT'S DECLARATION

I undersigned hereby declare that, the project entitled, "**Study of customer relations with respect to distribution channel members**" is executed as per the course requirement of two year full time MBA program of Savitribai Phule Pune University. This report has not been submitted by me or any other person to any other University or Institution for a degree or diploma course. This is my own and original work.

Place: Nashik

Date: 10/8/17

Deepali Baravkar  
DEEPALI BALASAHEB BARAVKAR

# **ACKNOWLEDGMENT**

I express my sincere gratitude to all people who have played a part in successful completion of my project effectively. At the onset, I would thank our Head of Department Dr.RakeshPatil for his kind support without which the project would not have been possible.

I am highly grateful to my company Project guide Mr.RajeevDeshpande for their valuable time in helping and guiding me, throughout for completion of project. I am very much thankful to Prof. Rahul Mandale for extending their guidance and support for completion of project.

I convey my thanks to my faculty who helped me in making this project successful.

DEEPALI BALASAHEB BARAVKAR

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# **CHAPTER-I**

## **EXECUTIVE SUMMARY**

Stainless steels were initially developed in the first quarter of last century, it was just four decades ago when stainless steel first production started in India and was primarily getting used for pots and pans in kitchen with some exception in engineering use.

Stainless steel for utensils allowed blooming and spreading the industry in other regions. The cutlery includes any hand implement used in preparing, serving, and especially eating food in the western world.

Cutlery is more usually known as silverware or flatware in the United States, where cutlery usually means knives and related cutting instruments. Although the term silverware is used irrespective of the material composition of the utensils, the term tableware has come into use to avoid the implication that they are made of silver. The topic selected for the project is **“study of customer relations with respect to distribution channel members for ramson industry”**

This project helped me to understand the various market trends, competitor's analysis and various marketing tactics. The location of project was the Nashik city, the duration was for two months.

Project was carried out in two stages, in first stage i have to identify and take the photographs of stainless steel utensils outlets. In second stage I have to prepare the beat plan area wise and make a survey through questionnaires by interacting with retailers. In this I get a result that the market for ramson industry can be hugely expanded, but only if the company makes the good promotional activities and makes the end users aware about its product.



## **CHAPTER-II**

### **OBJECTIVES OF THE PROJECT**

- To identify the potential dealers for ramson in nashik region.
- To create an effective networking strategy for ramson in nashik region.
- To develop healthy relationship amongst the distribution channel members through networking.
- To identify the factors that will build strong relationship in distribution channel members.

# **CHAPTER-III**

## **COMPANY PROFILE**

## **Ramson Industries & Seven Seas Corporation**

- The Ramson story began in the year 1970 with the setting up of a manufacturing unit primarily for cook and serve spoons to cater to the needs of its home market.
- With excellence, quality and innovation, Ramson has spread its wings across India with a strong network of more than 40 esteemed distributors all over India leading to around 10,000 retail points across more than 500 towns in India with 25 dedicated sales staff.
- Seven Seas brings the world to you, with the best international designs in kitchenware, tools and household items. Main Purpose is to provide quality products which are not available and difficult to manufacture in India.
- Seven Seas aspires to bundle every product with the power of 7: quality, affordability, durability, innovation, variety, genuineness and best price.
- Ramson has taken an impressive position not only in the hearts of its huge customer base but also managed to be an integral part of every household kitchen.

### **Mission:**

The Company's aim is to reach new markets and more consumers. With pan-India presence and a vast distribution network, Ramson is well positioned to tap these opportunities.



**Vision:**

Aims to bring the world within your reach – with the best and most convenient products, keeping in line with modern trends .Vision is to revolutionize traditional and bring in elements of utility, luxury and class.

**Slogan:**

STYLE, STATUS, STEEL.

**Logo:**

Fig: 3.01 logo of seven seas.



Fig.3.02 logo of ramson

**Location:**

Government Industrial Estate, charkop, kandivali(west), Mumbai.

**Product range and variety:**

- Graters & Slicers
- Colanders
- Strainers
- Kitchen Tools
- Kitchen Gadgets
- Cutlery Sets & Stands
- Knife Sets
- Bottles & Containers
- Storage Jars
- Vacuum Bottles
- Vacuum Coffee pots and Jars

**Products can be traditionally be divided into these broad categories**

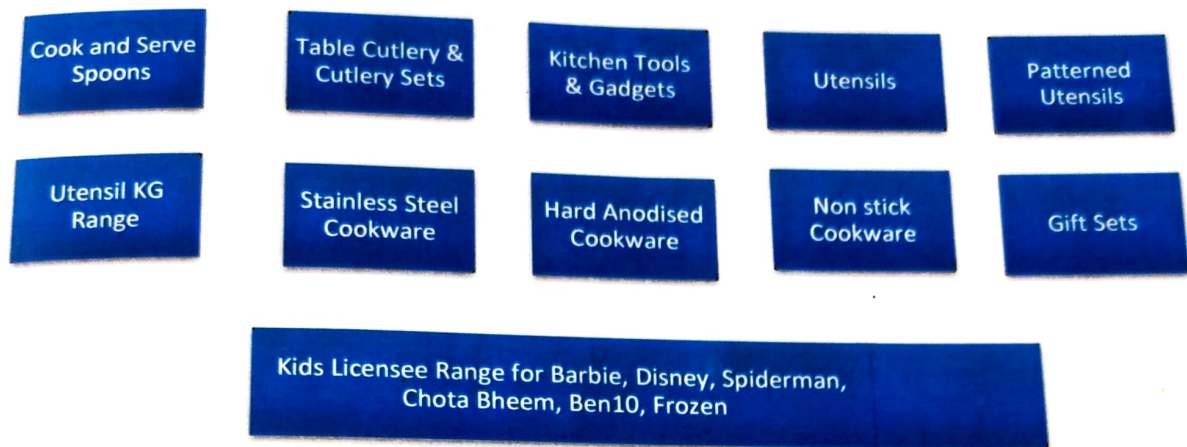
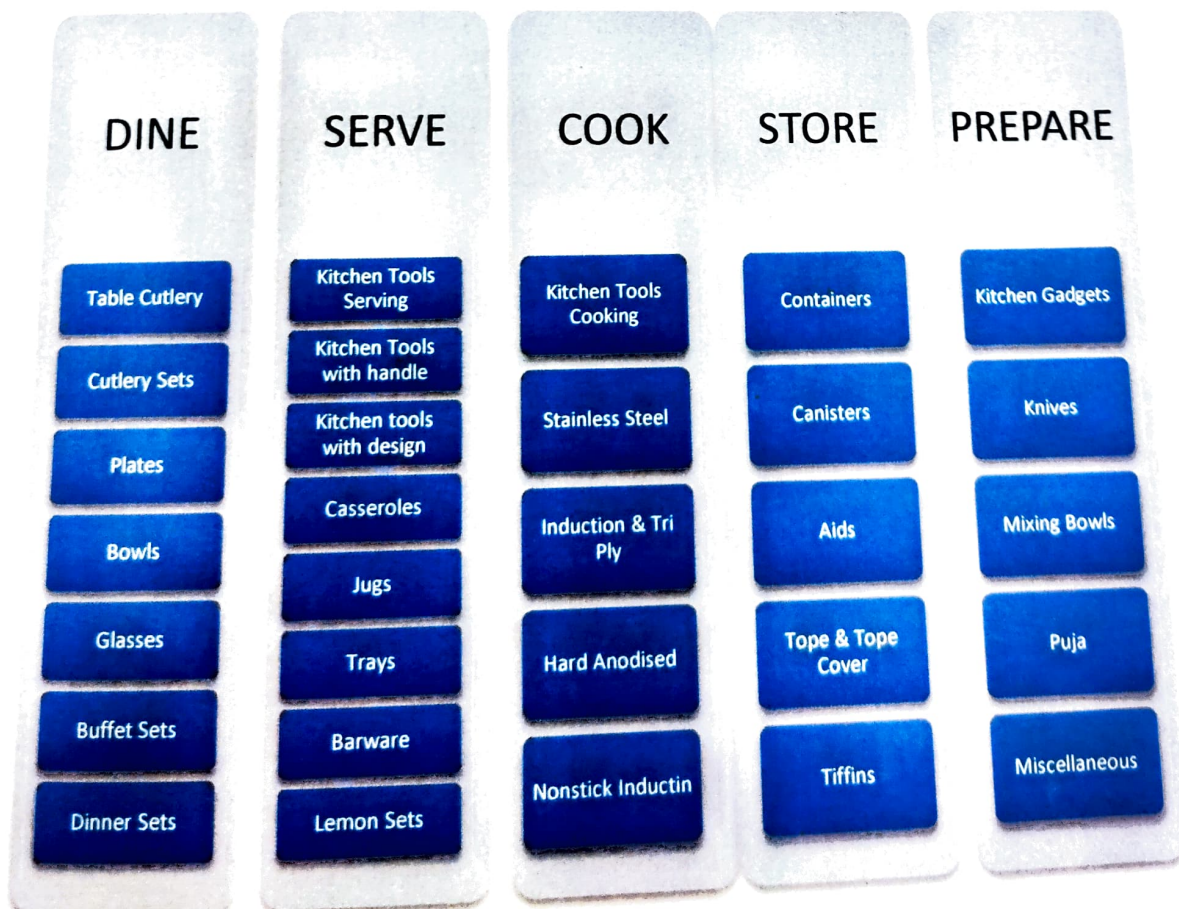


Fig.3.03: product categories.

**Products are now grouped function wise and purpose wise:**



### Competitors:

- Prestige & Hawkins(cookware)
- Milton & cello(Tiffin's/bottles)
- Borosil&pyrex(baking dishes)
- Kishco/roops/metro(cutlery)
- Ocean &treo(glasses)

### PRODUCTS:



Fig.3.05: Dine products



Fig.3.06: serve products



Fig.3.07.vaccum bottle



Fig.3.08: containers



Fig.3.09.cutlery.



Fig.3.10: pooja thali

## SWOT ANALYSIS

Strengths	Weakness
Enduring Values since 1970	No complete awareness to the end users
Quality products	Lack of promotional activities
Trendsetter	Uneven supply to the distributors
Kitchen and Tableware – Empowered by Innovation	Expensive products.

Opportunities	Threats
By increasing promotional activities, ramson can make a huge market in nashik region.	Competitors like prestige and Hawkins giving quality products in affordable price.
Improving the networking with retailers they can have good sales.	Convincing retailers for sales who have faced uneven supply of products.



# **CHAPTER-IV**

## **THEORETICAL BACKGROUND**

## **CUSTOMER RELATIONS:**

Customer relations is the process and manner by which a business develops, establishes, and maintains relationships with its customers. Business rise and fall through the support of their customer bases. Consequently, it is absolutely essential that you develop effective customer relations. On a practical level, customer relations is effectively communicating with your customers and promptly addressing complaints and treating them as opportunities for improvement. In other word listen to your customers!

On a more strategic level, many believe placing customers at the center of all of your business activities-including product design, quality and pricing is a central component of building effective customer relations. In other words, you need to see the world through the eyes of the customers, with them at the center and your role as serving the needs of your customers.

The development of an ongoing connection between a company and its customers. The relationship involves marketing communications, sales support, technical assistance and customer service. The relationship is measured by the degree of customer satisfaction through the buying cycle. Here customer relation is defined in a broad term as satisfaction of retailers as they are the customers to the company.

## **DISTRIBUTION CHANNELS:**

Behind every product or service that reaches consumers there are marketing channels in the background, which play a significant role.

A marketing channel is a set of interdependent

Individuals and organizations involved in the process of making a product or

## **ROLE OF MARKETING CHANNELS –**

- Channels provide the means by which the firm moves the goods and services it produces to ultimate users
- Facilitate the exchange process by cutting the number of contacts necessary
- Adjust for discrepancies in the market's assortment of goods and services via sorting
- Standardize exchange transactions
- Facilitate searches by both buyers and sellers

## **TYPES OF MARKETING CHANNELS –**

**Marketing channel:** system of marketing institutions that promotes the physical flow of goods and services, along with ownership title, from producers to consumer or business user; also called a distribution channel.

**Marketing intermediary:** wholesaler or retailer that operates between producers and consumers or business users; also called a middleman.

**Wholesaler:** marketing intermediary that takes title to goods and then distributes these goods further; wholesaler is also called a jobber or distributor. Resell the goods further.

**Retailers:** marketing intermediary that distributes or sells the goods to the end users.

## **CHANNEL STRATEGY DECISIONS –**

☐ Factors which impact the selection of a marketing channel include:

- Market factors
- Product factors
- Organizational factors
- Competitive factors

## **CHANNEL STRUCTURE –**

☐ The channel structure adopted by a company depends on the number of intermediaries it used to distribute its products to end users.

☐ In Zero level channels, the manufacturer directly sells to the end customers through door-to-door selling, telemarketing and so on.

☐ In One level channel the manufacturer distributes the product directly to the retailer who in turn sells them to end users.

☐ In a two level channel there are two channel intermediaries present between the manufacture and the customer. These are the wholesalers and retailers. The manufacturer sells the goods to the wholesalers who sell to the retailers. The retailers than sells it to the customers.

☐ Three level channels are characterized by the presences of three channel intermediaries between the manufacturer and the customer. They are wholesalers, agents and retailers. An agent mediates between the wholesalers and retailers.

**Sales promotion** is the short-term incentives to encourage the purchase or sale of a product or service.

- Discounts
- Coupons
- Displays
- Demonstrations

**Sales promotion** includes coupons, contests, cents-off deals, and premiums that attract consumer attention and offer strong incentives to purchase. It can be used to dramatize product offers and to boost sagging sales.

### **CHANNELS MEMBER:**

- ☐ The key constituents of a marketing channel are manufacturers, intermediaries and end users. The term manufacturers refer to the producer of the goods or service that is being sold.
- ☐ Manufacture possess and own the merchandise till it leaves the production site and reaches the next member of distribution channels.
- ☐ The middlemen from an important role in the marketing channel. They execute some marketing functions more efficiently than producer do.
- ☐ Depending on their role in the distribution process middlemen can be classified as merchants, agents and facilitating intermediaries.
- ☐ Merchants differ from agents in that the former own the title of merchandise while agents do not own the title but negotiate it.
- ☐ Facilitating intermediaries do not involve themselves with the transfer of title but only act as facilitators. Eg. Warehouses, advertising agencies, research agencies etc.

### **FUNCTIONS OF MARKETING CHANNELS:**

- ☐ Channels function involves all the activities by means of which products flow from manufacturer to end users.



□ They play an important role in determining channel structure. As the product moves through different stages in the marketing channel various members in the channel perform various functions.

□ The function performed by marketing channels is as follows:

**1) Facilitating the strategic Aim of channel Member:**

Marketing channel facilitate the strategic aim of channel members and help them attain goals. Eg. Bank serves as marketing channel for insurance companies. In this role bank sell insurance product to their customer and help insurance companies fulfill their strategic aim of increasing market share.

**2) Fulfilling the Interaction Process:** Marketing channels coordinate the ordering system, delivery timing and merchandising and help fulfill the interaction process with the customer. By coordinating all the aspects of the distribution process, they facilitate the smooth flow of goods and products from produce to consumer.

**3) Market Coverage and Product availability:** The marketing channel cover the market by contacting existing and potential customers. They also provide customer support service in the form of credit, delivery and technical advice at price affordable to customer and profitable to companies.

**4) Market Development:** Apart from the making goods and services available to existing customers and potential customers and providing support services the channels also contribute towards expanding the manufacturer's market share by adding new business from customers.

**5) Technical Support:** The extensive use of computers in almost every sphere of society has made the world highly dependent on technology. Many users will need technical information on how to use a product. Technical support is

required more for logically sophisticated products. Hence marketing channels ensure technical support to end users.

**6) Market Information:** Marketing channels are the valuable source of the market information's. As they directly interact with customers they play important role in providing valuable data on customer preference.

**7) Inventory Management:** One critical factor that affects customer service and manufacture's profitability is the inventory levels that maintain by marketing channels. The channels have maintaining a certain level s of inventory to be able to meet customer demand.

**8) Facilitate selling by being physically close to customer.**

**9) Provide distributional efficiency to the firm by bridging the manufacturer with the user efficiency and economically.**

**10) Break the bulk and cater to the tiny requirements of buyers.**

**11) Assemble products into assortments to meet buyer's needs; match 'segments of supply' with 'segments of demand'.**

- Assist in sales promotion.
- Assist in developing sales forecast/sales plans of territory.

## **CHANNEL INTENSITY -**

□ Channel intensity refers to the number of intermediaries present in a distribution or marketing channel.

□ The degree of market exposure sought by the company for its products or services an important consideration while formulating channel policy and determining the number of intermediaries used.

**CHAPTER-V**

**RESEARCH METHODOLOGY**



## **RESEARCH:**

The systematic investigation and study of materials and sources in order to, establish facts and reach new conclusions.

Research is a sincere activity to achieve the truth. It includes the identification of study area, the procedure for collecting data, analyzing the data, and finding the conclusion or truth based upon the scientific procedure. Research in common parlance refers to a search for knowledge. One can also define research as a scientific and systematic procedure for obtaining pertinent information on a specific topic. In fact, research is a systematic and scientific investigation or inquiry for search of new facts in any branch of knowledge.

Research comprises a systematic method of exploring actual persons and groups, focused primarily on their experience within their social worlds inclusive of social attitudes and value and the mode of analysis of these experience permits stating proposition in the specific form. In short, the search for knowledge through objective and systematic method of finding solution to a problem is research.

## **DESCRIPTIVE RESEARCH:**

Descriptive research is used to describe characteristics of a population or phenomenon being studied. It does not answer questions about how/when /why

the characteristics occurred. Rather it addresses the “what” question. The characteristics used to describe the situation or populations are usually some kind of categorical scheme also known as descriptive categories. The description is used for frequencies, average and other statistical calculations. Often the best approach, prior to writing descriptive research, is to conduct a survey investigation.

Qualitative research often has the aim of description and researchers may follow-up with examinations of why the observations exist and what the implications of the findings are.

The purpose of descriptive research is to –

- ✓ Observe
- ✓ Describe
- ✓ Document

## **DATA SOURCES:**

Data is collected by both primary and secondary sources

### **A. Primary data:**

Primary data is the data which is collected for first time by the investigator by HIM/HER for the specific purpose. For this research the researcher has collect information from 35 retailers from nashik reason.

### **B. Secondary data:**

Secondary data is the data collected from someone else than the user. This data is collected from various sources like company website, brochures and internet.

## Methods of data collection

For the data collection the researcher used simple random sampling method. In statistics, a simple random sample is a subset of individuals (a sample) chosen for a large set (a population). Each individual is chosen randomly and entirely by chance such that each individual has the same probability of being chosen at any stage during the sampling process and its subset of individual has the same probability of being chosen for the sample as any other subset of individuals. This process and technique is known as simple random sampling, and should not be confused with systematic random sampling. A simple random sample is an unbiased surveying technique for the purpose research paper the researcher takes sample size of 35 retailers in Nashik city. Data collection method used is closed ended questionnaire.

Type of research	Descriptive
Sampling unit	Retailers from Nashik city
Sampling area	Nashik city (Shivajinagar, ashoknagar, shramiknagar, gangapurgau, mhasrul link road,makhmalabadnaka,cidco,CBS, MGroad).
Sample size	35 retailers.
Sampling method	Simple random sampling
Type of data	Primary and secondary
Research instrument	Questionnaire
Data collection method	Structure closed ended questionnaire

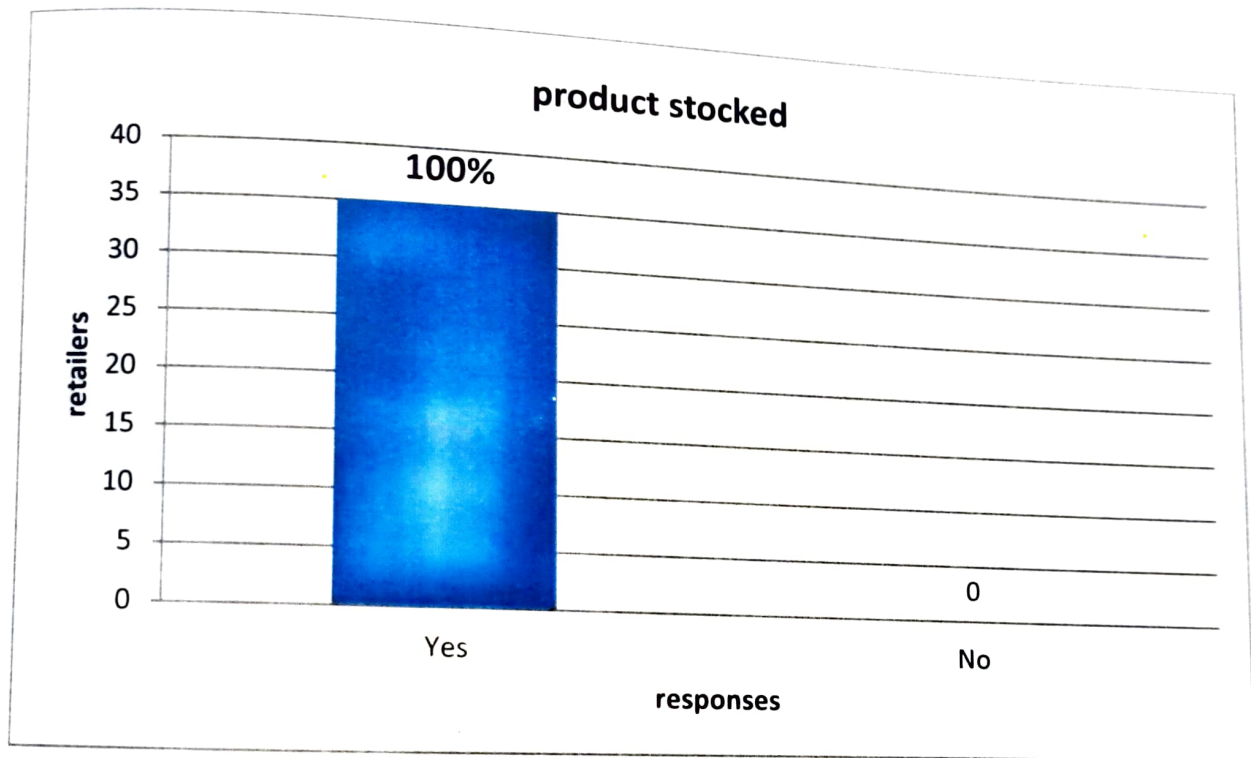
# **CHAPTER-VI**

## **DATA ANALYSIS**

1. Do you stock ramson product.

Sr.no.	Particulars	No. of respondent	percentage
1.	Yes	35	100%
2.	No	0	-

Table: 6.01: product stock.



Graph.6.01: product stocked

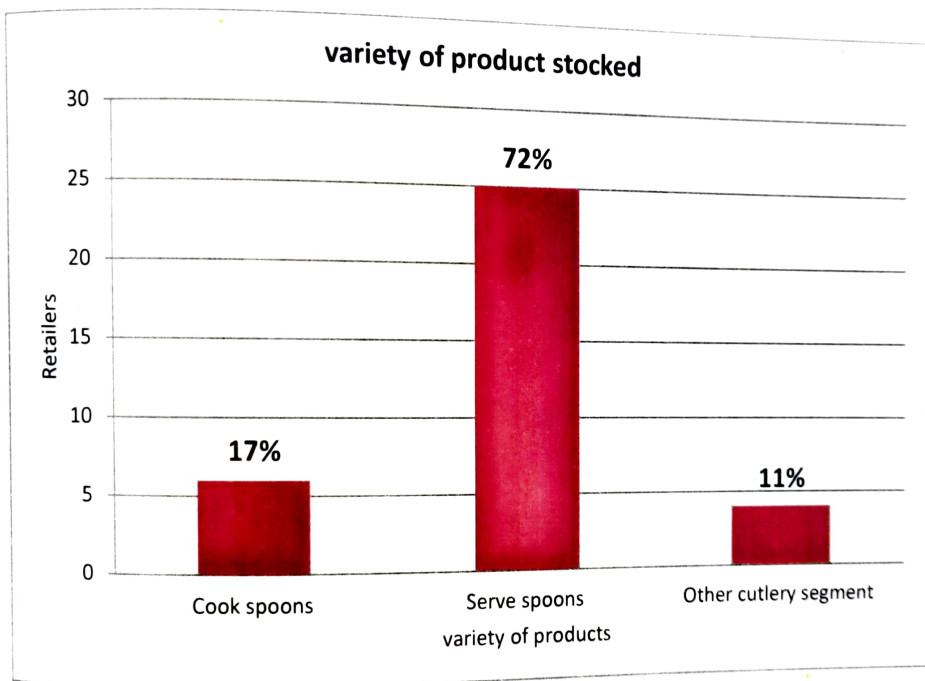
## INTERPRETATION:

All the 35 retailers stock the ramson product i.e.100% of them stock the ramson product.

2. Which variety of product do you stock of ramson.

Sr.no.	particulars	No. of respondent	Percentage
1.	Cook spoons	6	17%
2.	Serve spoons	25	72%
3.	Other cutlery segment	4	11%

Table.6.02: variety of product stocked.



Graph.6.02: variety of product stock

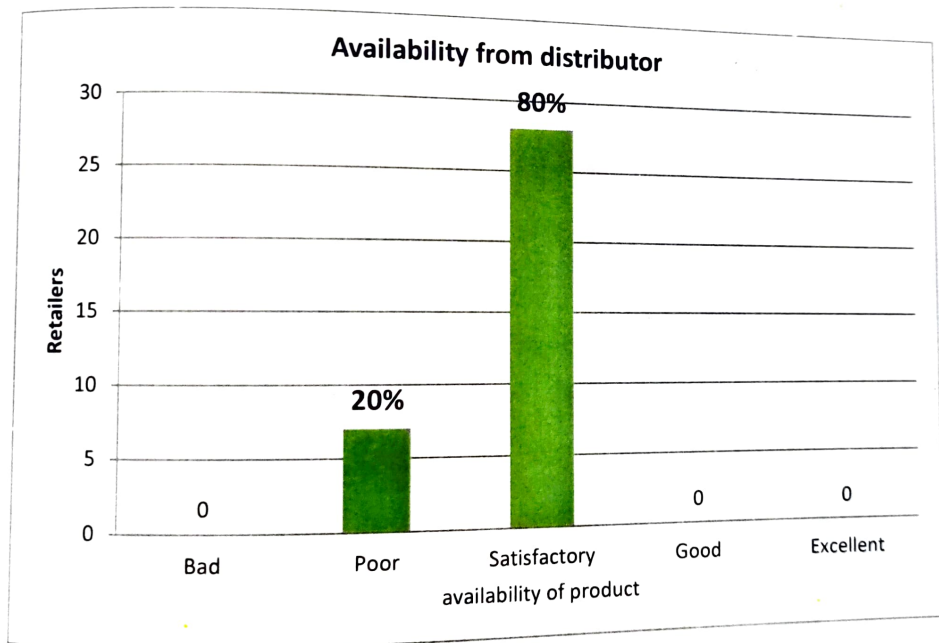
## INTERPRETATION:

All the 35 retailers stock ramson product and out of these 17% of them stock cook spoons, 72% stock serve spoons and 11% of them stock other cutlery segment.

### 3. Availability of ramson& seven seas products from distributor.

Sr.no	particulars	No. of respondent	percentage
1.	Bad	0	-
2.	Poor	7	20%
3.	Satisfactory	28	80%
4.	Good	0	-
5.	Excellent	0	-

Table.6.03: availability of ramson &seven seas.



Graph.6.03: availability of ramson &seven seas

### INTERPRETATION:

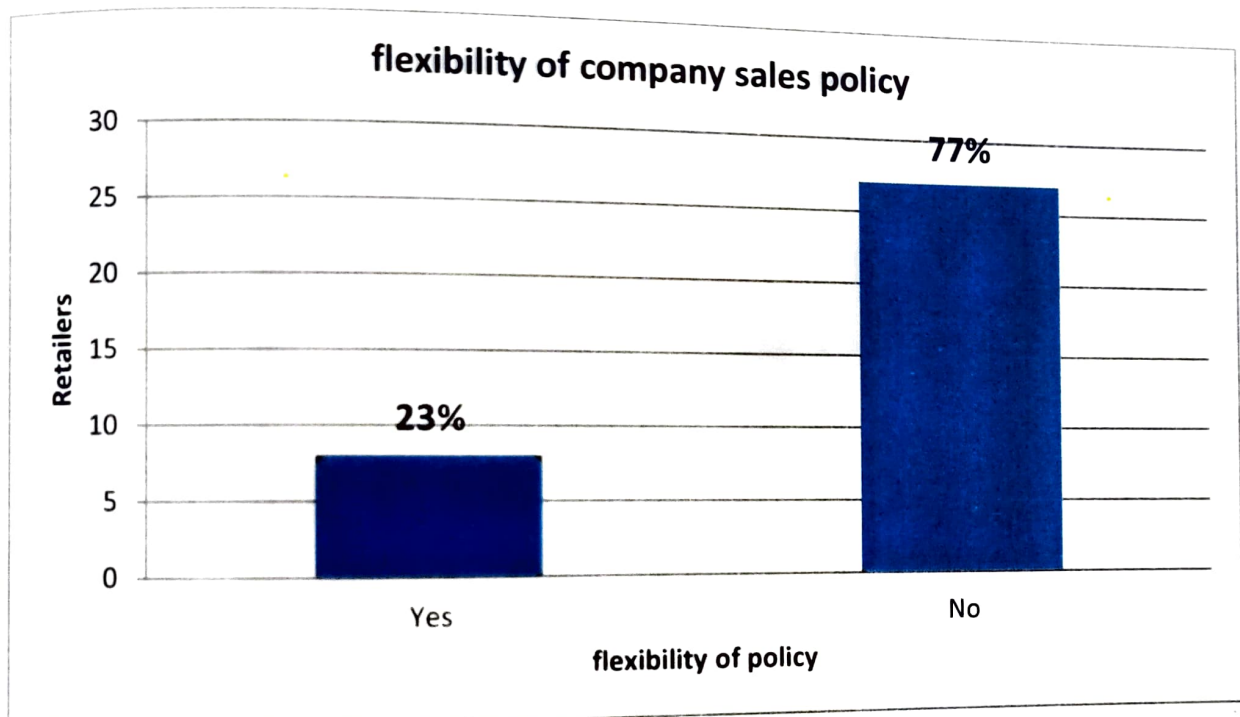
Out of 35 retailers 20% of them have poor availability from distributor and 80% of them have satisfactory availability of ramson product from the distributor.



#### 4. Are the company sales policy flexible?

Sr.no	particulars	No. of respondent	percentage
1.	Yes	8	23%
2.	No	27	77%

Table.6.04: flexibility of company sales policy.



Graph.6.04: flexibility of company sales policy

#### INTERPRETATION:

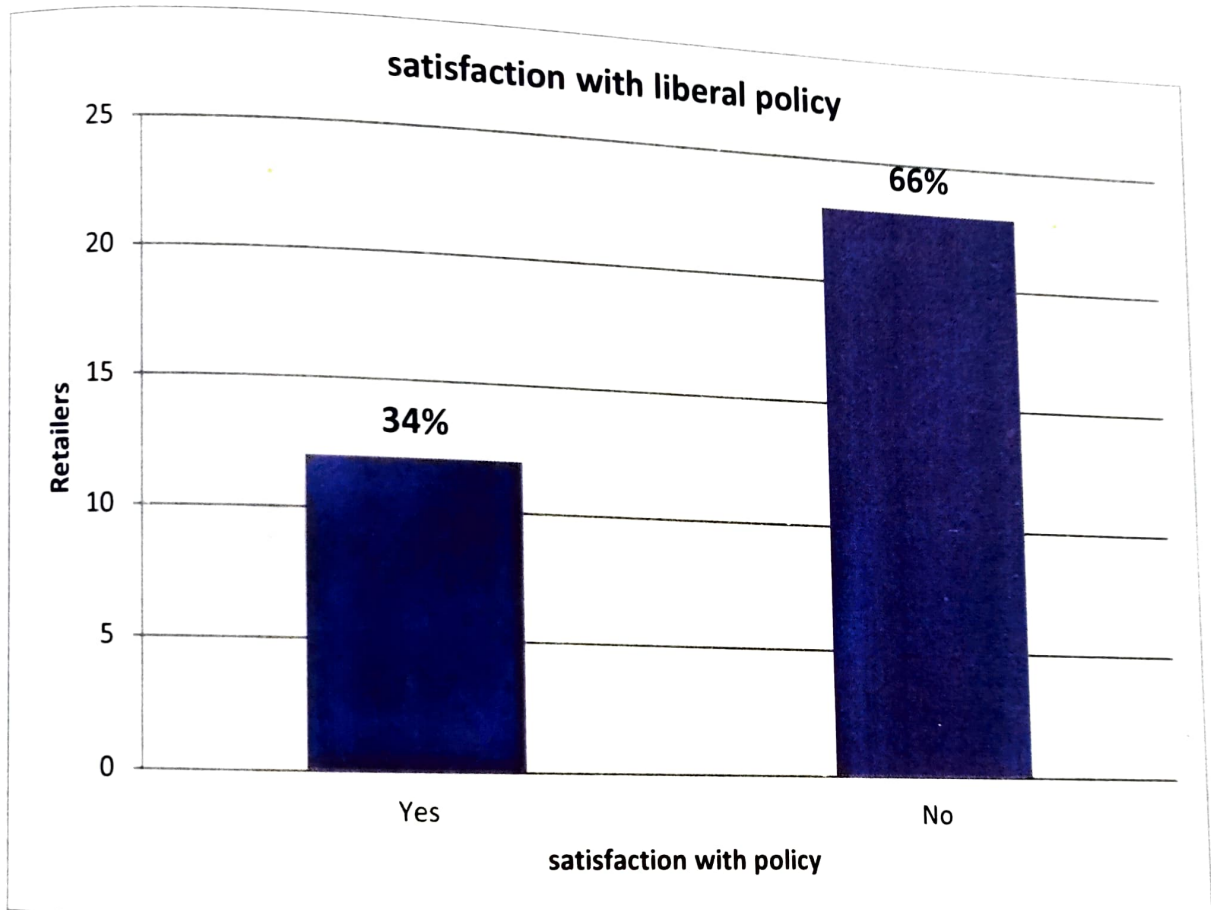
Out of 35 retailers 23% of them said that the company sales policy is flexible and 77% of them said that it is not flexible.



5. Are you satisfied with companies' liberal policy?

Sr.no	particulars	No. of respondent	percentage
1.	Yes	12	34%
2.	No	23	66%

Table.6.05: satisfaction with liberal policy of company



Graph.6.05: satisfaction with liberal policy of company

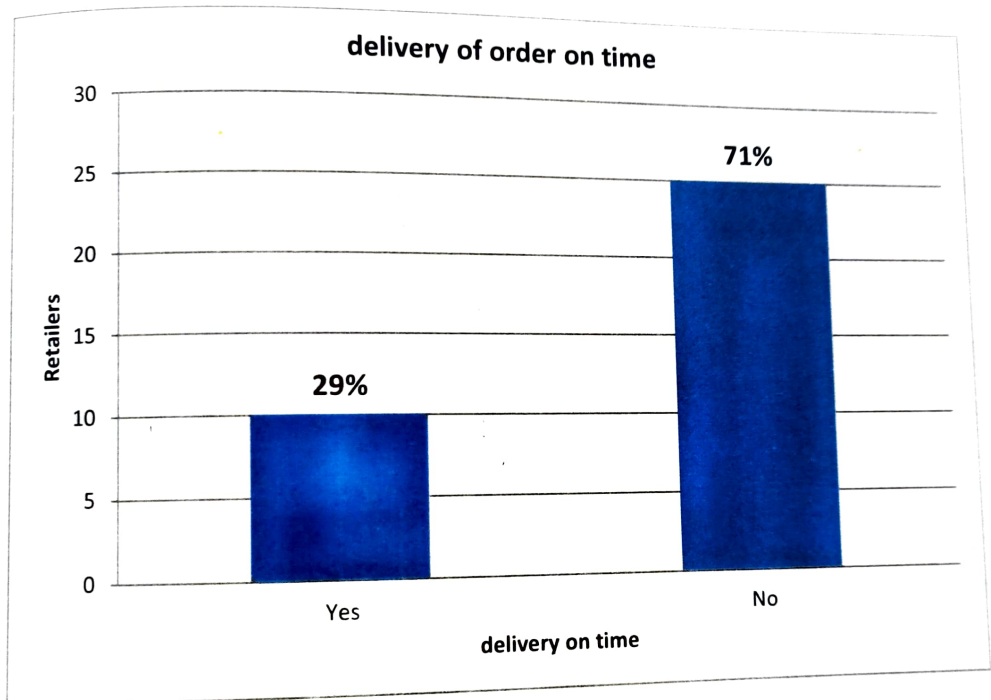
## INTERPRETATION:

Out of 35 retailers 34% said that they are satisfied with the liberal policy of company and 66% said that they are not satisfied with the policy.

6. If you give any order to ramson then does it is delivered to you on time.

Sr.no	particulars	No. of respondent	Percentage
1.	Yes	10	29%
2.	No	25	71%

Table.6.06: delivery of order on time.



Graph.6.06: delivery of order on time

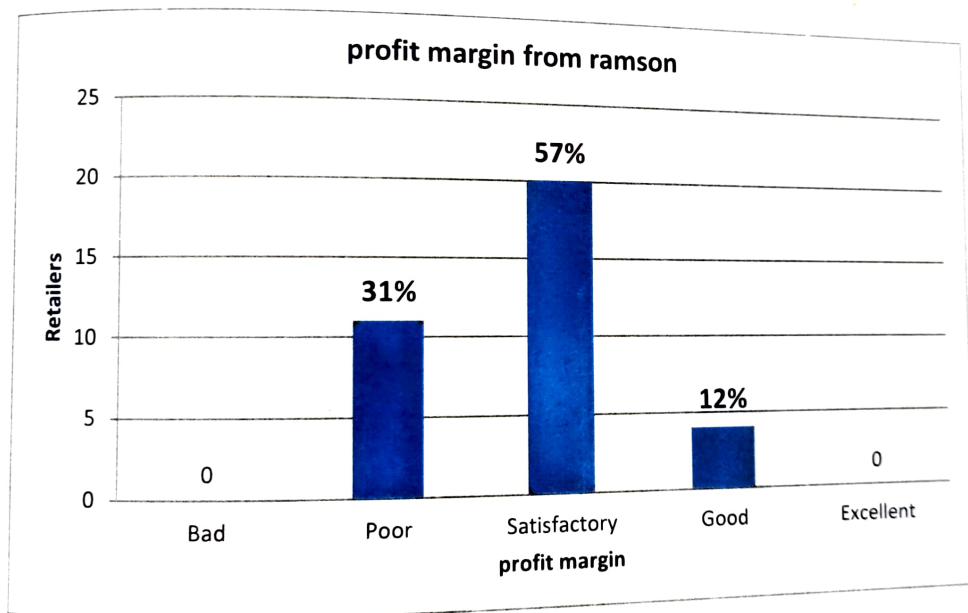
### INTERPRETATION:

Out of 35 retailers 29% of them said that they get the order in time and 71% does not get on time.

7. Profit margin you get from ramson.

Sr.no	particulars	No. of respondent	Percentage
1.	Bad	0	-
2.	Poor	11	31%
3.	Satisfactory	20	57%
4.	Good	4	12%
5.	Excellent	0	-

Table.6.07: profit margin



Graph.6.07: profit margin

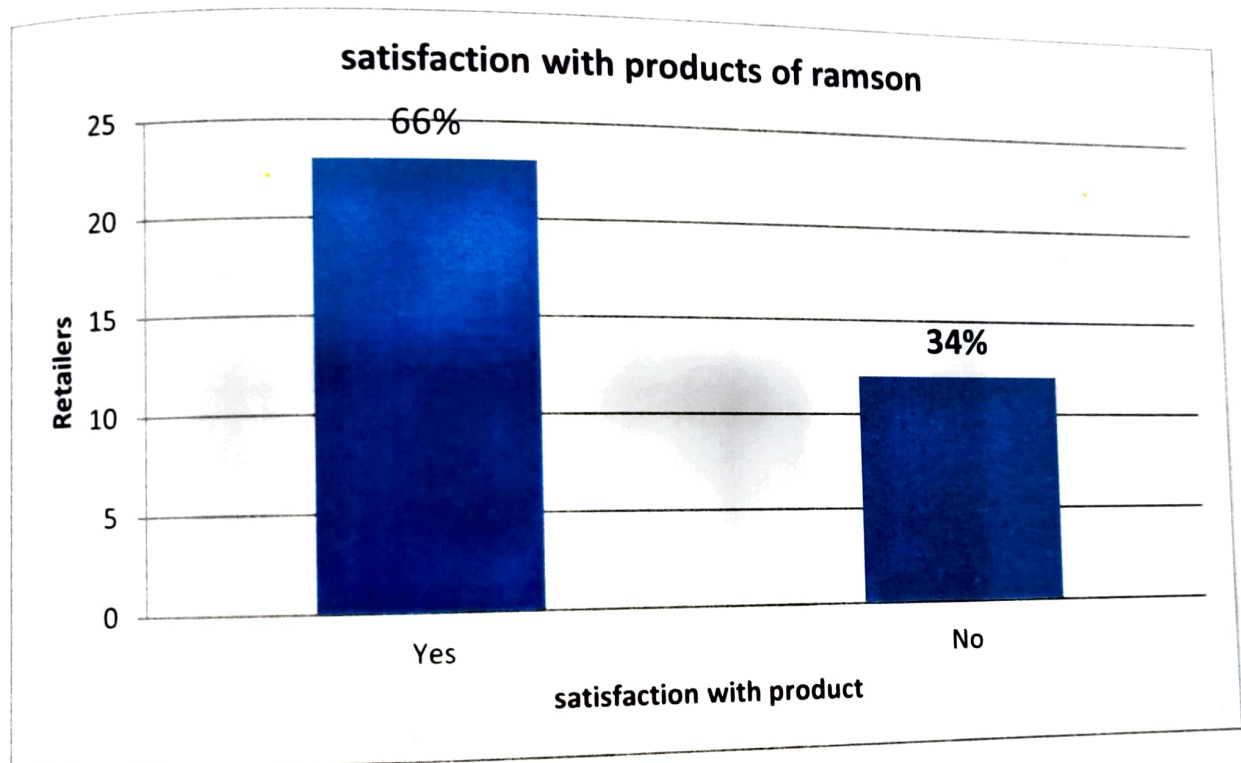
## INTERPRETATION:

Out of 35 retailers 31% of them said that they get fair profit margin, 57% of them said that they get satisfactory profit margin and 12% of them said that they get good profit margin.

8. Are you satisfied with the ramson product?

Sr.no	particulars	No. of respondent	Percentage
1.	Yes	23	66%
2.	No	12	34%

Table.6.08: satisfaction with product.



Graph.6.08: satisfaction with product.

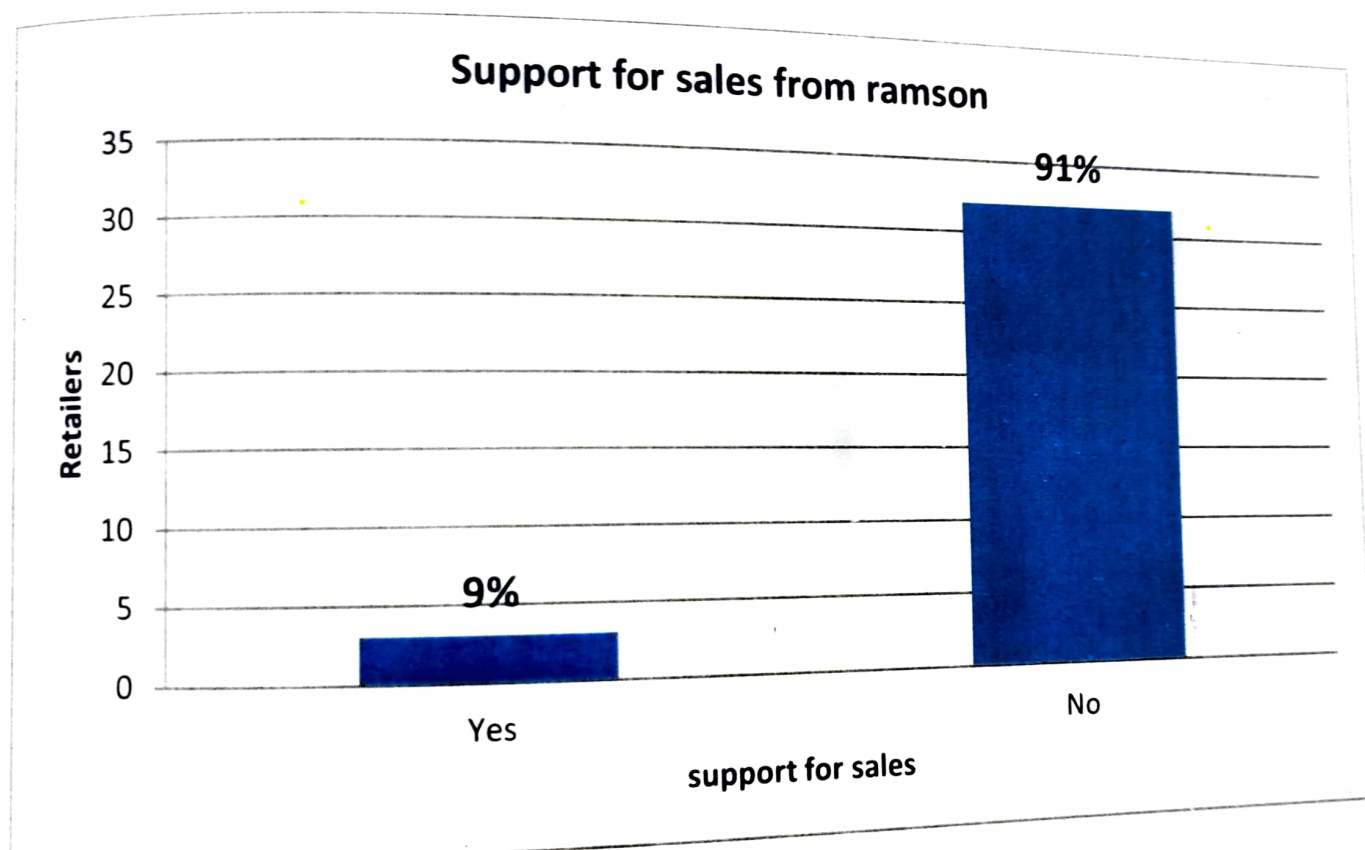
### INTERPRETATION:

After analysis out of 35 retailers, 66% of them said that they are satisfied to stock ramson product and 34% of them said they are not satisfied.

9. Does ramson gives any support for sales of product.

Sr.no	particulars	No. of respondent	Percentage
1.	Yes	3	9%
2.	No	32	91%

Table.6.09: support for sales of product.



Graph.6.09: support for sales of product

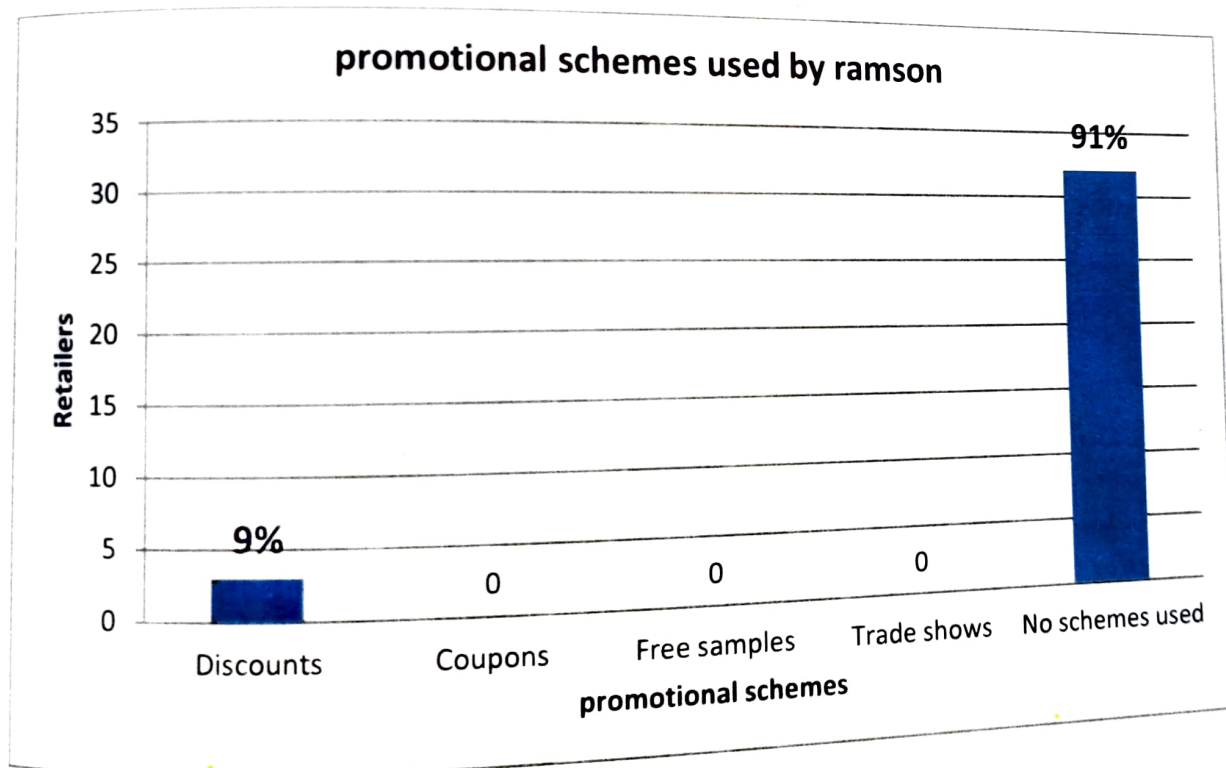
## INTERPRETATION:

From 35 retailers, 9% of them said that ramson gives support for sales of product and 91% of them said that ramson don't give any support for sales.

10. Which type of sales promotional schemes does ramson use?

Sr.no	particulars	No. of respondent	Percentage
1.	a. Discounts	3	9%
2.	b. Coupons	0	-
3.	c. Free samples	0	-
4.	d. Trade shows	0	-
5.	e. No schemes used	32	91%

Table.6.10: promotional schemes used.



Graph.6.10: promotional schemes used.

## INTERPRETATION:

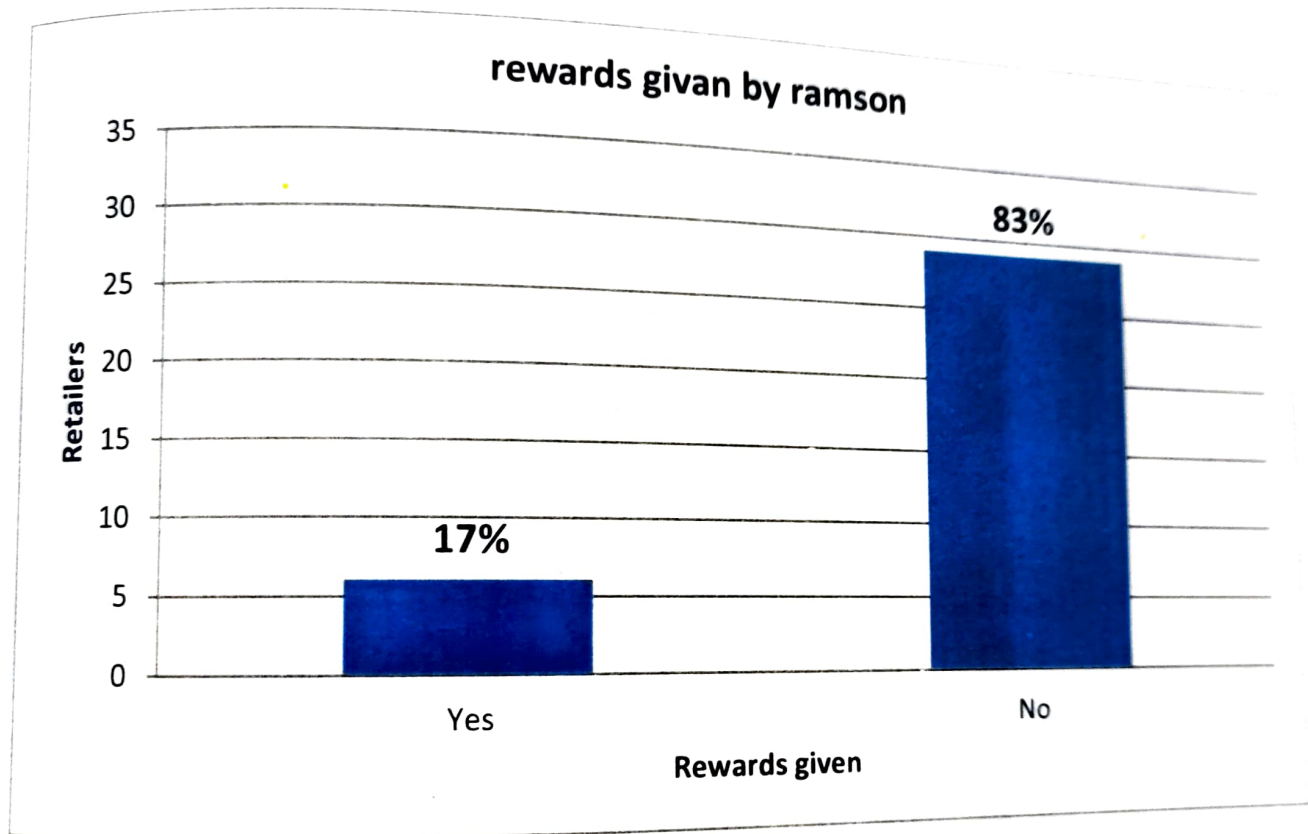
From 35 retailers 9% of them said that ramson use discounts as a promotional scheme and 91% of them said that ramson don't use any promotional schemes.



11. If the target is achieved than does the ramson gives any rewards?

Sr.no	particulars	No. of respondent	Percentage
1.	Yes	6	17%
2.	No	29	83%

Table.6.11: rewards given by ramson.



Graph.6.11: rewards given by ramson

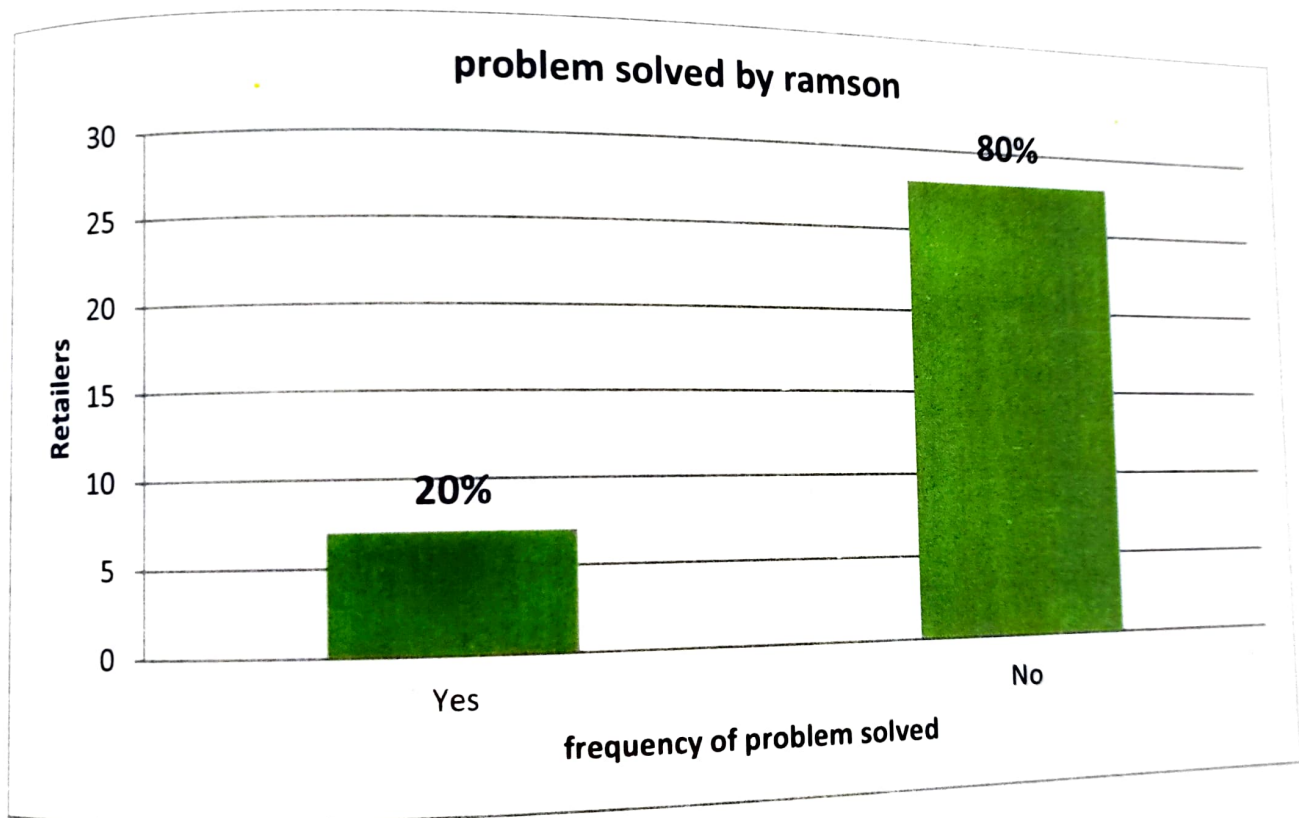
## INTERPRETATION:

Out of 35 retailers 17% said that they get reward when target is achieved and 83% said that they doesn't get any reward.

12. If the customer found any product faulty than does this problem is solve by company?

Sr.no	particulars	No. of respondent	Percentage
1.	Yes	7	20%
2.	No	28	80%

Table.6.12: frequency of problem solved by company.



Graph.6.12: frequency of problem solved by company.

## INTERPRETATION:

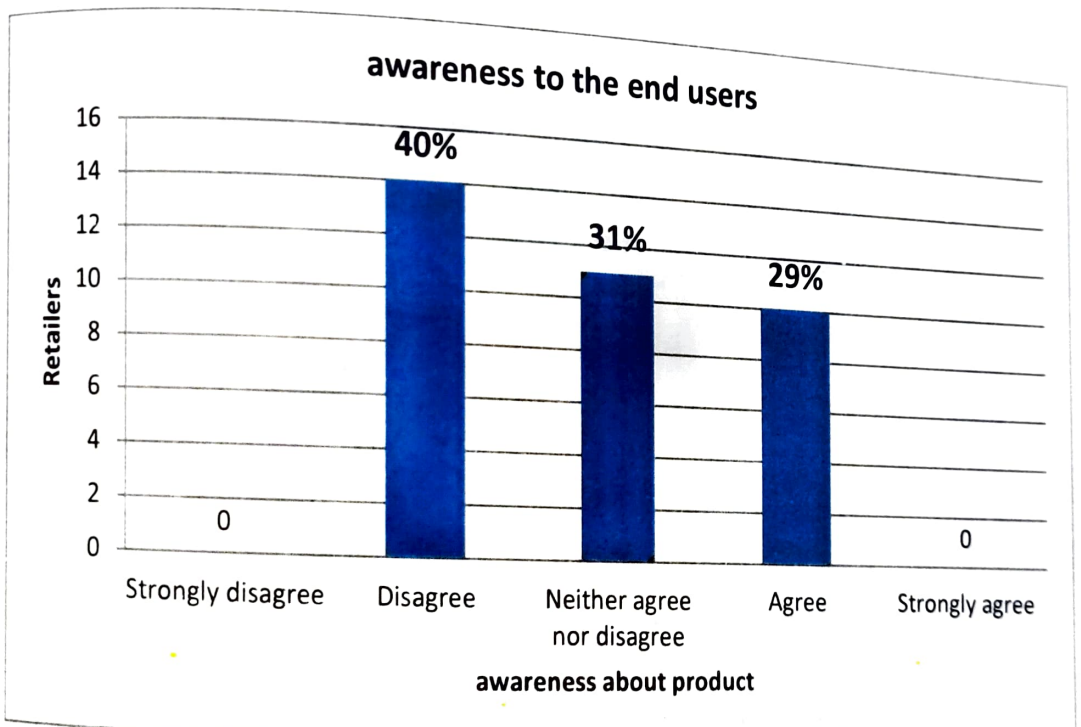
Out of 35 retailers 20% said the problem of customer is solved and 80% said that it is not solved.



13. The customers are completely aware about the ramson & seven seas product?

sr.no	particulars	No. of respondent	Percentage
1.	Strongly disagree	0	-
2.	Disagree	14	-
3.	Neither agree nor disagree	11	40%
4.	Agree	10	31%
5.	Strongly agree	0	29%
			-

Table.6.13: Awareness about ramson product.



Graph 6.13: awareness about ramson & seven seas product.

## INTERPRETATION:

Out of 35 retailers 40% said that they disagree that customers are completely aware about the ramson product, 31% said that they neither agree nor disagree and 29% of them said that they agree that customers are completely aware about the ramson products.

# **CHAPTER-VII**

## **FINDINGS**

- Availability of the products is not so good to retailers from distributors.
- Almost 80% of retailer said that the availability of product is satisfactory and 20% said it is poor.
- Most of the retailers (77%) said that the company sales policy is not flexible.
- 66% Of them said that they are not satisfied with companies liberal policy and 34% said they are satisfied.
- Ramson does not give sales support for product, 91% of retailer said that they don't get any sales support.
- Till now ramson has not used any sales promotional schemes for effective sales of product.
- The end users are not completely aware about the product.
- Some of the retailers are finding shortage of availability of ramson& seven seas products.
- Dealers are not satisfied with the product they stock.

# **CHAPTER-VIII**

## **CONCLUSIONS**

Retailers are having shortage of products from the distributors, ramson is lacking in networking with them. No support for sales of product. No promotional schemes are used for sales promotion. Retailers are not satisfied with the sales policy of ramson. Retailers are finding companies liberal policy non flexible. Profit margin of to the retailers is satisfactory. The end users are not completely aware about the ramson products.

**CHAPTER-IX**

**SUGGESTIONS**

**&RECOMMENDATIONS**

- To improve the distribution network so that the retailers would not have the shortage of product.
- They should make the company sales policy more flexible which will help them to improve the networking with distribution channel members.
- They should take the meet of retailer's atleast in six months so that the problem can be understood by company from retailers and company can solve it on time.
- They should give the support for sales of product.
- Use various sales promotion schemes to make retailers more aware and increase the sales of the product.
- Also increase the promotional activity to make end users completely aware of its products.



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V.S Ramaswamy, S Namakumari, "Marketing Management", 4<sup>th</sup> edition, global perspective Indian context, India, page nos. 506, 507.

J.K.Sharma & Donald R Cooper, "Business Research Methods", 11<sup>th</sup> edition, Mc Graw Hill Education, India, page nos. 172, 173.

## **WEBSITES:**

[WWW.Ramsonindustry.com](http://WWW.Ramsonindustry.com)

# **ANNEXURE**

# QUESTIONNAIRE

1. Do you stock ramson product.
  - a. Yes
  - b. No
  - c. Use to stock before
2. Which variety of product do you stock of ramson.
  - a. Cook spoons
  - b. Serve spoons
  - c. Other cutlery segment
3. Availability of ramson& seven seas products from distributor
  - a. Bad
  - b. Poor
  - c. Satisfactory
  - d. Good
  - e. Excellent
4. Are the company sales policy flexible?
  - a. Yes
  - b. No
5. Are you satisfied with companies' liberal policy?
  - a. Yes
  - b. No
6. If you give any order to ramson then does it is delivered to you on time.
  - a. Yes
  - b. No

7. Profit margin you get from ramson.

- a. Yes
- b. No

8. Are you satisfied with the ramson product?

- a. Yes
- b. No

9. Does ramson gives any support for sales of product.

- a. Yes
- b. No

10. Which type of sales promotional schemes does ramson use?

- a. Discounts
- b. Coupons
- c. Free samples
- d. Trade shows
- e. No scheme used

11. If the target is achieved than does the ramson gives any rewards?

- a. Yes
- b. No

12. If the customer found any product faulty than does this problem is solve by company?

- a. Yes
- b. No

13. The customers are completely aware about the ramson & seven seas product?

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