

**A  
Project  
Report On  
“Market Research to study competitor's analysis for Lubrizol's  
Flowguard Plus in Nashik Region.”**

**Submitted to  
Savitribai Phule Pune University  
In Partial Fulfilment of The Requirement of  
Master Of Business Administration (MBA)  
(2018-2020)**

**Submitted by  
Sushant Sharad Dani  
Roll No: 16**

**Under the guidance of  
Prof (Dr) Rakesh Patil**



**Department of Management Studies  
Sandip Foundation's  
Sandip Institute of Technology And Research Centre, Nashik-  
422213**



# SANDIP INSTITUTE OF TECHNOLOGY & RESEARCH CENTRE

Mahiravani, Trimbak Road, Tal. & Dist. : Nashik - 422213, Maharashtra, India.  
Phone : (02594) 222 551, 222 552, 222 553, 222 554, Fax : (02594) 222 555  
Website : www.sandipfoundation.org E-mail : principal@sitrc.org

## Department of Management Studies

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

Ref: SF/SITRC/MBA/PROJ/2019-20/

Date: 13/11/2019

## CERTIFICATE

This is to certify that Mr /Ms ..... Lishant Sharad Wani .....  
has completed his / her Summer Internship Project (SIP) entitled  
Market research to study competitor's analysis for Lubrizol's at  
flamguard Plus in Nashik Region at Lubrizol ..... 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 2019-20.

  
Project Guide

  
Prof. (Dr) Rakesh S. Patil  
Head-MBA

  
Prof. (Dr) Sanjay T. Gandhe  
Principal

  
Internal Examiner

  
External Examiner

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Date : 1<sup>st</sup> September 2019  
From : E4 Development & Coaching Ltd  
To : WHOMSOEVER IT MAY CONCERN  
SUBJECT : E4 – Lubrizol Summer Internship Program 2019

Dear Sir / Madam ,

With reference to the above mentioned program we are pleased to confirm that **Mr Sushant Dani** has attended the same from May to June 2019 at Nashik .The student has been mentored by Ms Sudipta Hazra Associate Consultant at E4 .

Thanking you

Yours truly



R K Lawande  
Founder & MD

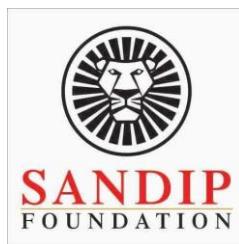


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## **STUDENT'S DECLARATION**

I undersigned hereby declare that, the project entitled “ **Market Research to study competitor's analysis for Lubrizol's Flowguard Plus in Nashik Region.**” is executed as per the course requirement of two years’ 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: .....

**Sushant Sharad Dani.**

## **ACKNOWLEDGEMENT**

It is pleasure for me to get an opportunity to thank all persons who contributed directly or indirectly for the successful completion of project report on **“Market Research to study competitor's analysis for Lubrizol's Flowguard Plus in Nashik region”**.

My sincere thanks to **Mr. Bhushan Lawande (Founder and Managing Director ) E4 India** and **Ms. Sudipta Hazra (Associate Consultant) E4 India** for guiding and providing me with valuable information during my project tenure. I would like to acknowledge all the help and guidance extended by the **Hon. Principal, (Dr) S. T. Gandhe** Sandip Foundation's Sandip Institute Of Technology & Research Centre, Nashik and **Prof. (Dr) Rakesh Patil** , Head Dept. Of Management Studies, Sandip Foundation's SITRC, Nashik I would also like to thank my project guide **Prof. (Dr) Rakesh Patil** for providing his able and valuable guidance throughout the project timeframe . I would also like to thank **Prof. (Dr) Tushar Savale** for guiding me throughout my project.

I would like to thanks whole heartedly to my all teacher for always being very Cooperative and helpful. Last but not the least I express my gratitude to my parents and my entire friend circle for always standing by me.

**Thank you.**

**Sushant Sharad Dani.**

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### **LIST OF ABBREVIATIONS**

<b>SR.NO</b>	<b>ABBREVIATIONS</b>	<b>FULL FORM</b>
1	CPVC	Chlorinated Polyvinyl Chloride
2	UPVC	Unplasticized Polyvinyl Chloride
3	SBU	Strategic Business Unit

# **CHAPTER I:**

## **EXECUTIVE SUMMARY**

# **EXECUTIVE SUMMARY**

Competitor analysis gives a brief idea about how the competitors are implementing their various strategies in dynamic competitive market. The project **“Market research to study competitor's analysis for Lubrizol Flowguard Plus in Nashik Region”** gives comprehensive details about the competitive market for plumbing pipes in Nashik region.

The internship was carried out for a duration of 45 days which included two phases.

Phase 1 focused on creating brand awareness, understanding consumer preferences, generating leads and gathering data for plumber's meet. The persons we came across were Builders , Architects, Plumbing Consultants and Plumbing contractors. In this phase we indentified the potential customers around Nashik region and came to know about the customer's preferences about plumbing products. Generated 4 leads from my side for the company. A cumulative count of 108 nominated plumbers was provided to the company for the plumber's meet.

Phase 2 included retail mapping. Minimum 15 and Maximum 20 outlets were visited daily according to master area plan. Beat maps for salesman of Ashirvad and Finolex were generated. We needed to be agile and active for overcoming many challenges during the tenure.

During these two phases it was necessary to be observant. For creating brand awareness in Nashik Region small gift along with a leaflet was given by Lubrizol for the customers which was distributed by us on behalf of the company.

## **CHAPTER II:**

## **OBJECTIVES**

## **OBJECTIVES**

- To study awareness of Lubrizol's Flowguard Plus in Nashik region.
- To study the concept of competitor's analysis.
- To study competitor's marketing strategies for CPVC and UPVC pipes.
- To study competitor's distribution network in Nashik region.

# **CHAPTER III:**

## **COMPANY PROFILE**

# **COMPANY PROFILE**

## **Lubrizol Advance Materials Pvt. Ltd**

Lubrizol is a provider for specialty chemicals to optimize the quality, performance and value of customer's products while reducing their environmental impact. The company was founded in year 1928. The company presently has 8700 employees working globally. CEO of the company is Mr. Eric R. Schnur. The parent organisation is Berkshire Hathaway.

The revenue of company for year 2018 was \$6.8 billion

- **VISION AND MISSION :** The mission of The Lubrizol foundation is to complement and support the interests, values and vision of the Lubrizol Corporation by awarding financial support to educational institutions and charitable organizations in communities primarily within the United States where Lubrizol operates major facilities.

- **LOGO :**



- **SLOGAN : BEING ESSENTIAL**



- **History of company :**

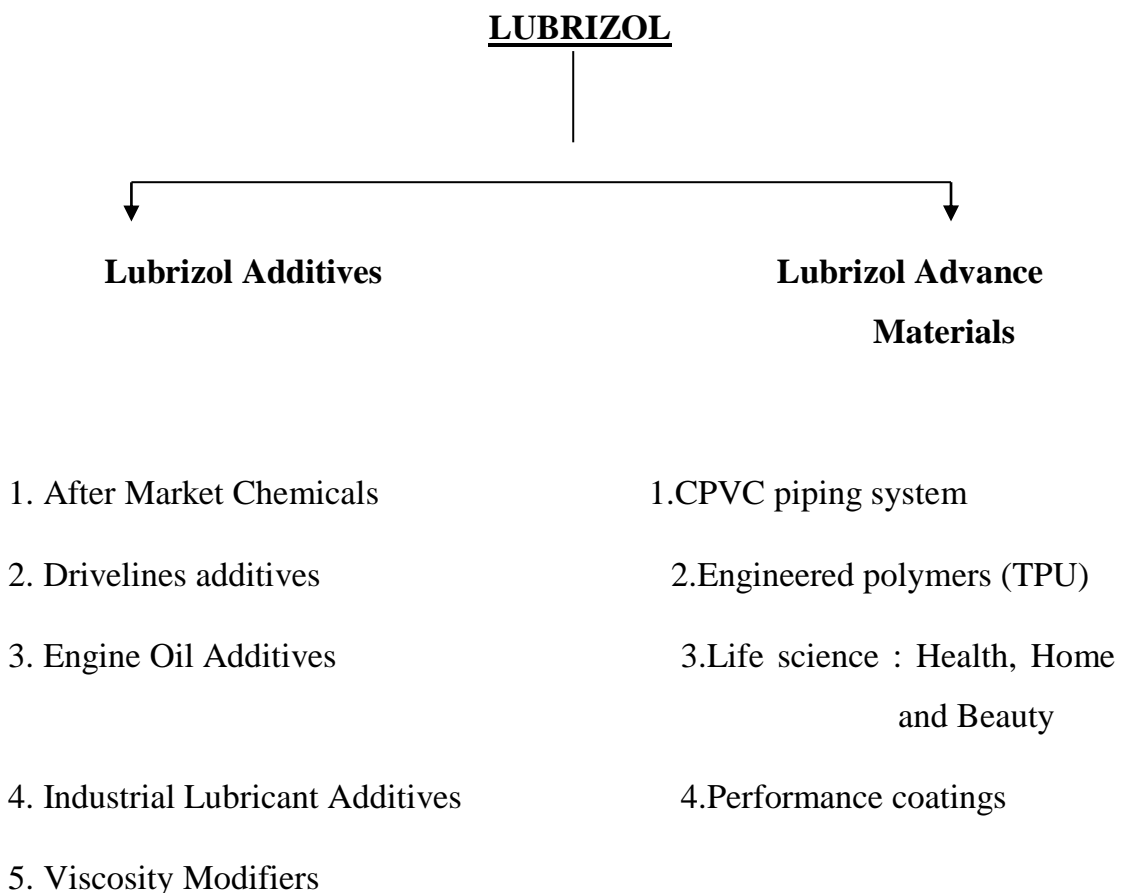
Lubrizol was incorporated in year 1928 in Ohio USA by Francis A. Nason starting with Graphite Oil Products. The first product of company was graphite lubricant for automobiles and the company operated by name Lubri-Graph. In year 1934 the name was changes to Lubri-zol and hyphen was dropped in year 1940. Following are the benchmarks achieved by Lubrizol Corporation

- August 29, 1931: The Lubri-Graph Corporation moves to the Cleveland suburb of Wickliffe, Ohio. The location will become the company's corporate headquarters and remains so today.
- 1940's Lubrizol supports the War effort. Government authorities credit Lubrizol with producing more than half of all the engine oil additives and about 80% of all the gear lubricant additives required in Allied military operations.
- July 15, 1957: With the acquisition of International Rustproof Corporation, a producer of metal coatings, Lubrizol gains significant technical expertise in coatings technology-expertise that will increase over the years through numerous research and development initiatives.
- 1960's Lubrizol goes public, with stock offered on the New York Stock Exchange for the first time.
- 1970's Lubrizol introduces super high performance diesel oil additives and fuel saving multigrade gear oil additives.
- 1990's Lubrizol builds on its long-time presence in Asia Pacific by focusing its efforts in China. The company begins to supply lubricant additives in China through its joint venture facilities in Tianjin and Lanzhou.
- June 3, 2004: Lubrizol completes the acquisition of Noveon International, Inc., a specialty chemical company with a strong product portfolio in additives and ingredients for the personal care, performance coatings and engineered polymers markets.

- Sep 16, 2011: Berkshire Hathaway Inc. and The Lubrizol Corporation announce completion of the acquisition of Lubrizol. Lubrizol becomes a wholly owned subsidiary of Berkshire Hathaway.
- In 2014, Lubrizol's CPVC Piping Systems business undertakes a \$400 million global expansion of its resin and compounding manufacturing capacity with the startup of a CPVC resin manufacturing facility (Rayong, Thailand); a CPVC resin and compounding facility (Louisville, Kentucky); and a CPVC compounding plant and warehouse (Dahej, India).

- **PRODUCT :**

The company has two segments broadly which are Lubrizol additives and Lubrizol advance materials.



CPVC piping system comes under segment of Lubrizol Advance materials. Lubrizol are inventors of CPVC technology. Invented in late 1958. It has global presence of more than 60 years. Lubrizol are largest manufacturer of CPVC compound and have the largest network of technical support specialists to provide technical support. It ensures product quality.

Flowguard is the global brand known for CPVC compound. The polymer required to manufacture plastic is extracted from petroleum during the process of cracking. While this process 35-38% goes into polymer and the balance which remains is salt. PPFA (plastic piping foundation has listed this pipe as a green pipe. Flowguard is used for hot and cold water applications in plumbing systems.

CPVC piping system is now commonly used worldwide as a replacement for galvanized iron pipes and copper pipes for potable water applications.

Lubrizol is inventor and leaders in production of CPVC piping systems worldwide.

The plumbing applications with CPVC piping system was introduced in India in 2004 with name Flowguard. In year 2014 Flowguard Plus was introduced with addition of more features and enhancing the performance. The licensee are in contract with Lubrizol which implies purchasing the compound from Lubrizol Advance Materials Pvt. Ltd. The present licensee of Lubrizol in India are Ashirvad and Finolex Industries Pvt. Ltd.

- Licensee :



The quality assurance audit is done on quarterly basis. **Following three tests are done to ensure the product's quality**

TEST	RESULT
Vicat Softening test	In this test it is observed that melting point of Flowguard Plus is 133°C which is the highest.
Vice crush test	It's a flattening test performed which shows that Flowguard Plus gives 100% performance in this test without breakage of pipes.
Sustained pressure test	It is observed that the pipe has a threshold of 10 Pascal at 82°C for 4 hours.

At ambient temperature the pressure bearing capacity of Flowguard Plus is more. At 82°C Flowguard Plus bears pressure of 8.79°C normally. The pressure in household applications the pressure of water is 1.5 to 2 Pascal so Flowguard Plus is best suitable for household applications.

Flowguard Plus is fire resistant and does not propagate fire. As Flowguard Plus is highly chlorinated it makes the pipe rigid. The bacterial growth is prohibited and does not support the degradation of pipe.

The pipes manufactured are 100% recyclable. It does not support green house emissions.

## BUILDING AND PRODUCT PHOTOGRAPHY

- Image of Lubrizol headquarters at USA



- CPVC pipes of Ashirvad (Flowguard Plus)



# **CHAPTER IV:**

# **THEORETICAL BACKGROUND**

# **THEORETICAL BACKGROUND**

**Competitor Analysis :** Identifying the competitors and evaluating their strategies to determine their strengths or weakness relative to those of your own product or service.

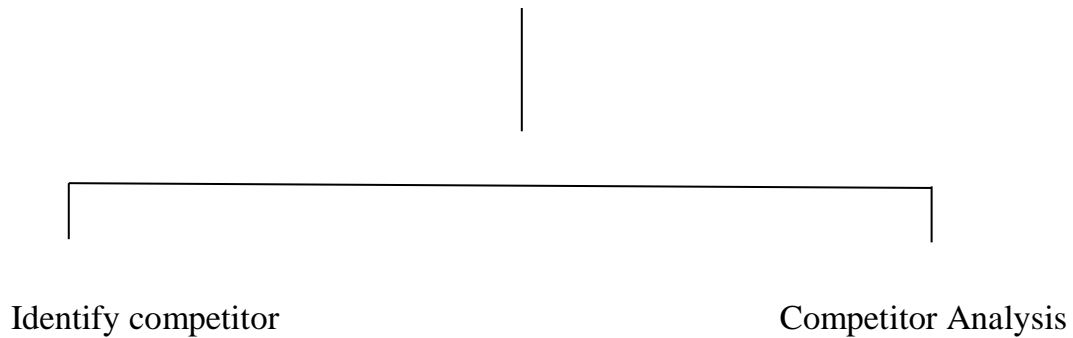
A competitor analysis is a critical part of your company marketing plan. With this evaluation, you can establish what makes your product or service unique and therefore what attributes you play up in order to attract your target market. It gives a comprehensive details about the competitors in market and the various range of products.

One important objective of competitor identification is to increase managerial awareness of competitive threats and opportunities. To maximize awareness, it is essential to survey the competitive landscape broadly in the initial stages of analysis. This can help managers avoid the dangers of a myopic approach to competitive strategy and will minimize the chance of being blindsided. It can reduce a firm's vulnerability to competitive blindspots.

There are various approaches designed for competitor identification that are congruent with market. Quantitative approach includes defining market, analysing prices, demand curves, and trade flows. Qualitative approach are based idea that products are in same market and are close substitutes. Products are judged to be close substitutes when they are similar in terms of their performance characteristics, occasions for use, and when they are sold in the same geographic market.



## TWO STAGE FRAMEWORK



### **Identfiy competitor :**

The aim of this stage of analysis is to help managers to maximize their awareness of competitive threats and to classify the types of competition that they face so that we may develop a hierarchy of competitor awareness that may be linked to competitor analysis.

It helps the manager to know about the direct competitors, potential competitors and indirect competitors in market.

### **For Example :**

In this research the competitors for Flowguard Plus in Nashik region are as follows :

Direct Competitors - Astral, Supreme, Prince.

Potential Competitors- Kisan, Paras, Dutron.

Indirect Competitors - Flowman, Plasto, Jeel flow,  
Texmo, Superflow

## **Competitor Analysis :**

This takes our framework into the realm of competitor analysis and allows us to develop a series of propositions regarding the likelihood of attack and response from different types of competitors.

It gives a complete information to manager about the strengths and weakness of competitors. A precise understanding of competitor strengths and weaknesses is an important prerequisite of developing competitor strategy. In particular, it locates areas of competitive vulnerability. Success is achieved when strengths of the firm are concentrated against the competitor's weakness. Internal, market and customer information should be gathered.

Financial data concerning profitability, profit margins, sales and investment levels, market data relating to price levels, market share and distribution channels used, and customer data concerning awareness of brand names and perceptions of brand and company image, product and service quality and selling ability may be relevant.

Management needs to decide the extent to which each element of information is worth pursuing. The process of data gathering needs to be managed so that information is available to compare our company with its chief competitors on the key factors for success in the industry.

### **A company needs to answer following key questions:**

Who Are the Competitors?

Competitive myopia prevails which is reflected in a narrow definition of competition resulting in too restricted a view of which companies are in competition. Only those companies who are producing technically similar products are considered to be the competition. This ignores customer's purchasing substitute products that perform similar functions and those that solve the same problem or eliminate it in a dissimilar manner.

The actions of all these types of competitors can affect the performance of the firm and therefore need to be monitored. Their responses also need to be assessed as they will determine the outcome of any competitive move that the firm may wish to make.

### **What Are the Strategic Objectives and Thrusts of Competitors?**

Companies may decide to build, hold or harvest products and SBUs. A build objective is concerned with increasing sales and market share, a hold objective suggests maintaining sales and market share, and harvest objective is followed when emphasis is on maximizing short term cash flow through slashing expenditure and raising prices whenever possible. It is useful to know what strategic objectives are being pursued by competitors because their response pattern depends on objectives.

If the firm is considering building market share of the product by cutting price, a competitor who is also building is almost certain to follow the price cut. The competitor who is content to hold market share is also likely to respond, but a company following a harvest objective is much less likely to reduce price because it is more concerned with profit margins than unit sales.

If the firm is considering a price rise, a competitor pursuing a build objective is not likely to follow. The price of a product subject to hold objective is now likely to rise in line with the increase, while a company using harvest objective will certainly take the opportunity to raise its product's price, may be more than the firm that initiated the price increase.

### **What Are Their Strengths and Weaknesses?**

Competitor analysis will decide positioning strategy. This involves assessing the competitor's target markets (for various products) and differential advantage. The marketing mix strategies (price levels, media used for

promotion and distribution channel) may indicate target markets. Marketing research into customer perceptions can be used to assess relative differential advantage.

Companies and products need to be continuously monitored for changes in positioning strategy.

Strategies can also be defined in terms of competitive scope. Are competitors attempting to service the whole market, a few segments or a particular niche? If the competitor is a niche player, it is likely that it will be content to stay in that segment or use it as a precursor to move into other segments in the future.

#### What Are Their Response Patterns?

A major objective of competitor analysis is to be able to predict competitor response to market and competitive changes. Their past behaviour is a guide as to what they might do. Market leaders try to control competitor response by retaliatory action. If the leader makes a price move and a competitor undercuts it, then he should be shown that this action had been noticed and will be punished. By punishing competitor moves, market leaders can condition competitors to behave in predicted ways, for instance, by not taking advantage of a price rise by the leader.

The history, traditions and managerial personalities of competitors also have an influence on competitive response. Some markets are characterized by years of competitive stability with little serious strategic challenges to any of the incumbents. This can breed complacency with predictably slow reactions to new challenges. For instance, innovation that offers superior customer value may be dismissed as a fad, not worthy of serious attention.

Another situation where competitors are unlikely to respond is where their previous strategies have restricted their scope for retaliation. An example

of such a hemmed-in competitor was a major manufacturer of car number plates. A new entrant focused on one geographical base, supplying the same quality product but with an extra discount. The national supplier could not respond, since to give discount in this region would have meant granting the discount nationwide.

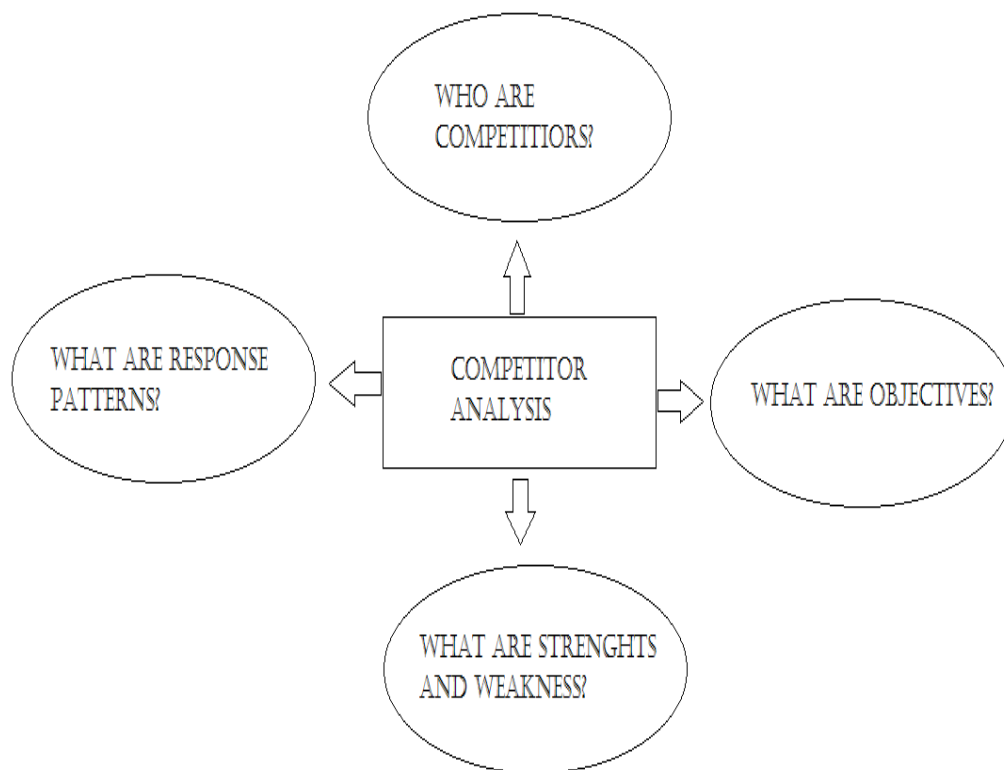


Fig No. 4.1 Structure for Competitors Analysis

# **CHAPTER V:**

## **RESEARCH METHODOLOGY**

# **RESEARCH METHODOLOGY**

## **1. What is research?**

Research is defined as a careful consideration of study regarding a particular concern or a problem using scientific methods. According to the American sociologist Earl Robert Babbie, “Research is a systematic inquiry to describe, explain, predict and control the observed phenomenon. Research involves inductive and deductive methods.”

Inductive research methods are used to analyze the observed phenomenon whereas, deductive methods are used to verify the observed phenomenon. Inductive approaches are associated with qualitative research and deductive methods are more commonly associated with quantitative research.

## **2. Type of research**

There are different types of research based on the objectives of research. For this project descriptive research has been selected to do competitors analysis.

### **a. 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 (what are the characteristics of the population or situation being studied?). The characteristics used to describe the situation or populations are usually some kind of categorical scheme also known as descriptive categories. For example, the periodic table categorizes the elements. Scientists use knowledge about the nature of electrons, protons and neutrons to devise this categorical scheme. We now take for granted the periodic table, yet it took descriptive research to devise it.

Descriptive research generally precedes explanatory research. For example, over time the periodic table's description of the elements allowed scientists to explain chemical reaction and make sound prediction when elements were combined. Hence, descriptive research cannot describe what caused a situation. Thus, descriptive research cannot be used as the basis of a causal relationship, where one variable affects another. In other words, descriptive research can be said to have a low requirement for internal validity. The description is used for frequencies, averages 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.

### **3. Data Sources :**

There are various sources of collecting and they are broadly specified into primary sources and secondary sources. The researcher selects the source of data depending on the motive of research.

#### **a. Primary sources :**

Data collected by the researcher himself/ herself for a specific purpose. The primary source of data were the owner or person in-charge of the outlets collected by means of questionnaire.

#### **b. Secondary sources :**

Data collected by someone else for some other purpose but being utilized by the researcher to fulfil their motive. The sources of secondary data are company's website, literature, research papers, magazines, competitor's website etc

**4. Data Collection Method :** The method by which data is collected by the researcher from the primary and the secondary sources.



**a. Data Collection:**

Two types of data were taken into consideration i.e. primary data and secondary data. The project emphasized more on getting the primary data. The secondary data has been used to make understanding of the research work more precisely.

**b. Questionnaire:**

Primary data is collected through market survey with the help of questionnaires which were filled by the owners or person in-charge of the outlets. The questionnaire had a predefined set of questions which were answered by the owners or person in-charge. It gave us brief idea about the competitor and also helped in studying the awareness of Lubrizol's Flowguard Plus.

**4. Sampling Method:**

Different types of sampling methods are used to obtain a sample size from the population. The sampling method helps the researcher to get a sample for research studies.

**a. Simple Random Sampling :**

In this case each individual is chosen entirely by chance and each member of the population has an equal chance, or probability, of being selected. In this research the samples were randomly selected from Nashik road, Jail Road, Aurangabad road, Deolali, Pimpalgaon, Ozhar of Nashik region.

The sample size is of 120 respondents.

<b>Type of Research</b>	Descriptive
<b>Sampling Unit</b>	Retailer, Dealers and Distributors
<b>Sampling Area</b>	Nashik road, Jail Road, Aurangabad road, Deolali, Pimpalgaon, Ozhar
<b>Sampling Size</b>	120
<b>Sampling Method</b>	Simple Random Sampling
<b>Type of Data</b>	Primary & Secondary
<b>Research Instrument</b>	Questionnaire
<b>Data Collection Method</b>	Structured Questionnaire

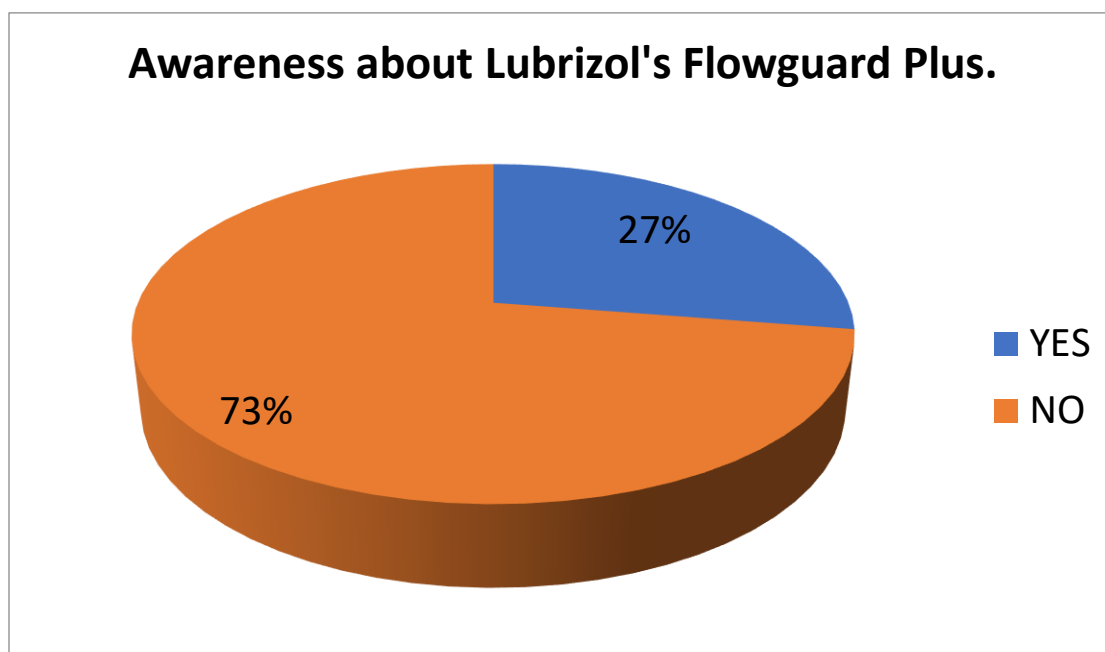
**CHAPTER VI:**  
**DATA ANALYSIS**  
**AND**  
**INTERPRETATION**

## **Data Analysis and Interpretation**

**Q1. Are you aware of LUBRIZOL'S FLOWGUARD PLUS (used in Ashirvad/Finolex cpvc)?**

Total number of outlets	120
Aware about Flowguard Plus	33 (27%)
Unaware about Flowguard Plus	87 (73%)

Table No. 6.1



Graph No. 6.1

### **Interpretation :**

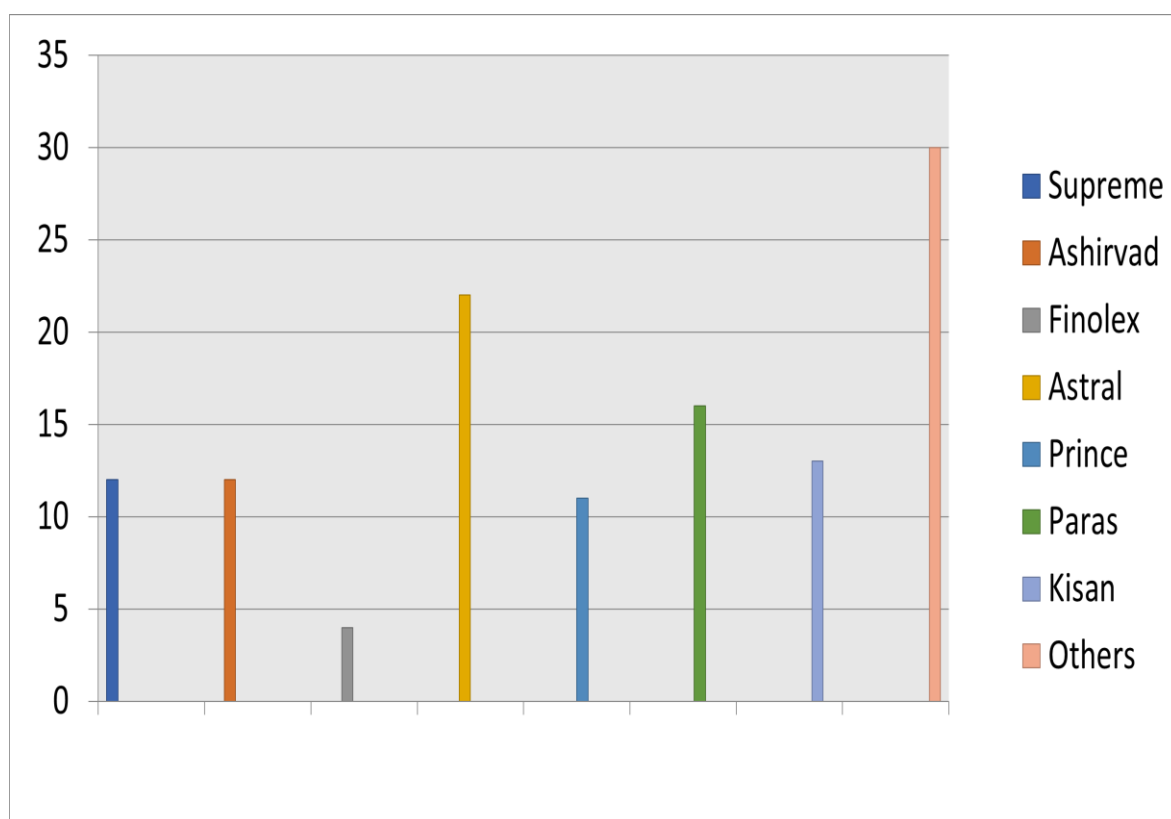
Out of the total sample size 33 i.e 27% respondents are aware about Lurbrizol's Flowguard Plus and rest 87 i.e 73% are unaware.

**Q2. Which brands of CPVC and UPVC pipes do you sell ?**

Brand	Supreme	Ashirvad	Finolex	Astral	Prince	Paras	Kisan	Others
No. of outlets	12	12	04	22	11	16	13	30

Table No. 6.2

**Brands of CPVC and UPVC pipes sold out**



Graph No. 6.2

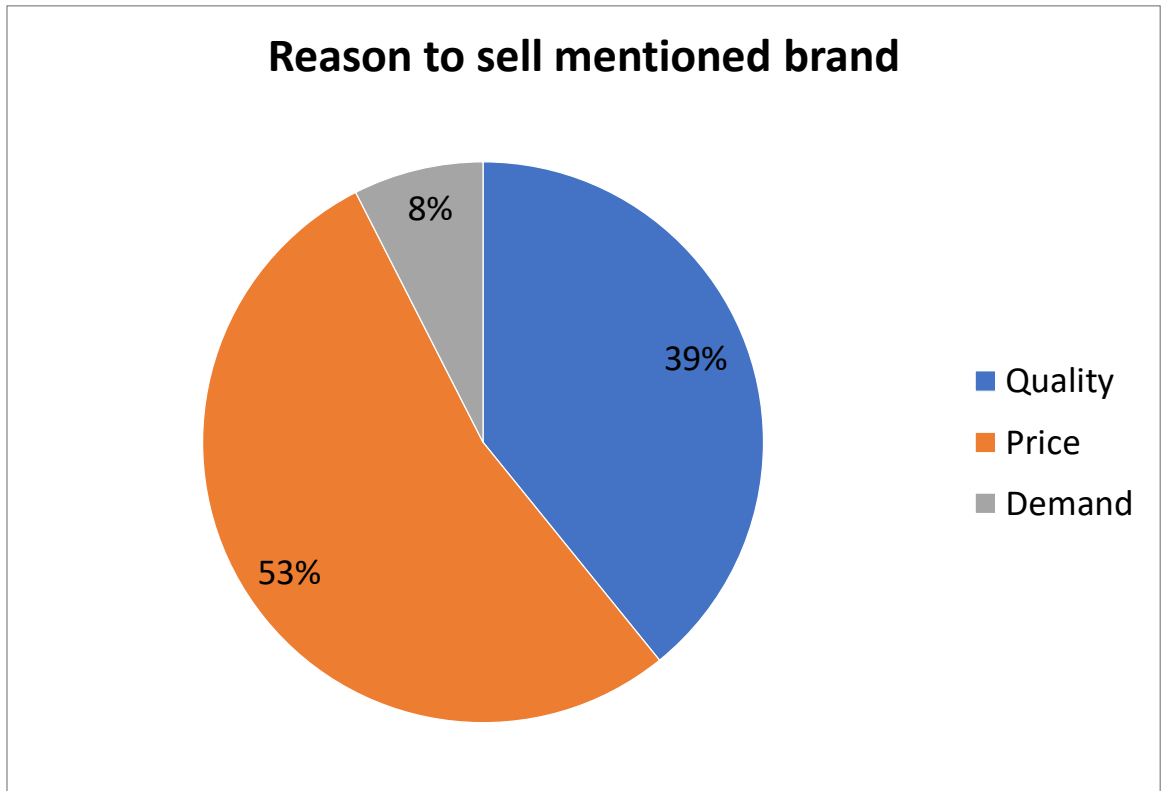
**Interpretation:**

Based on the first preference the respondents prefer other brands that are local brands like flowman, crystal, flowin etc. The brand which most of retailers overall Nashik region prefer is Astral.

### Q3. Reason to sell the above mentioned brands?

Quality	Price	Demand
47	64	09

Table No. 6.3



Graph No. 6.3

#### **Interpretation :**

Out of total sample size the most prime reason to sell a specific brand is Price of product followed by Quality and then demand of product in market.

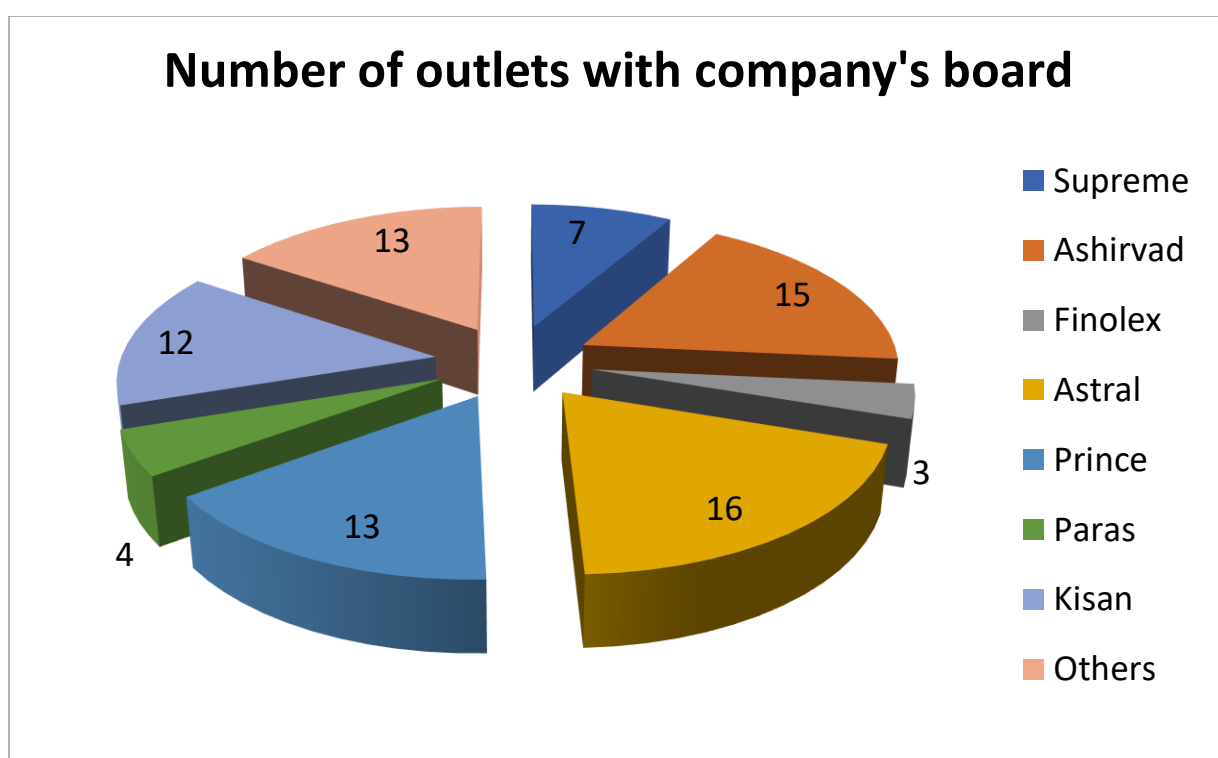
**Q4. Has the company provided the board with outlet's name?**

YES	NO
80	40

If yes please specify the brand name :

Brand	Supreme	Ashirvad	Finolex	Astral	Prince	Paras	Kisan	Others
No.of Outlets	07	15	03	16	13	04	12	13

Table No. 6.4



Graph No. 6.4

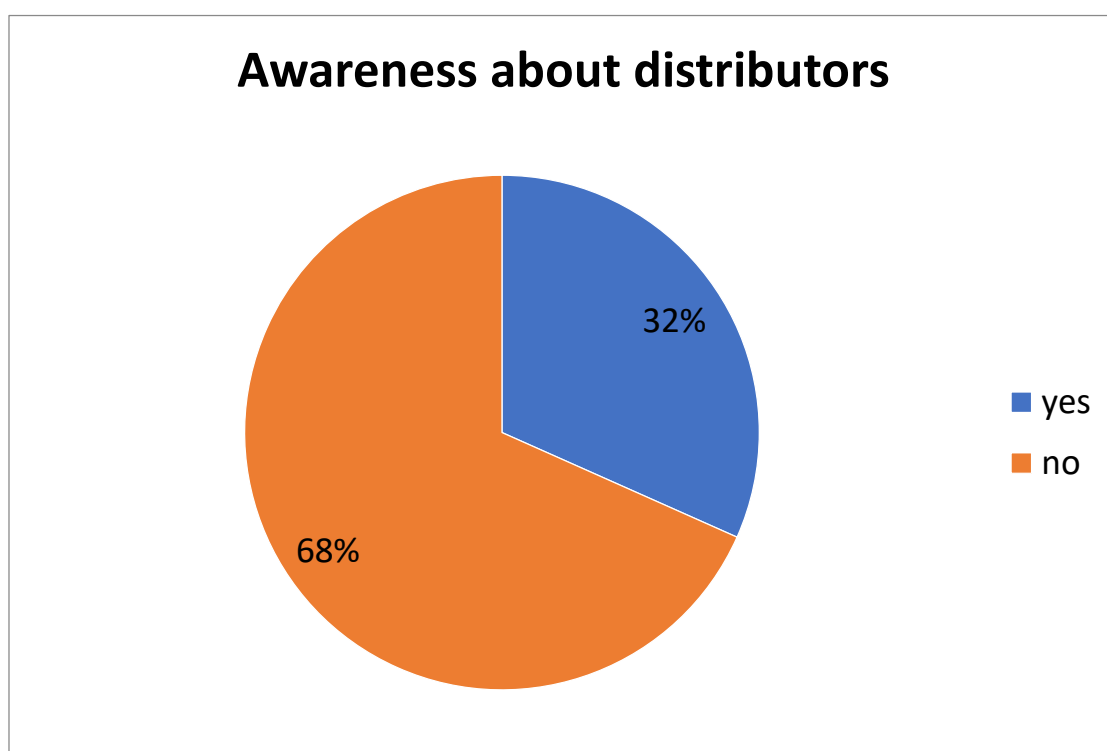
**Interpretation :**

The boards are given to outlets for the purpose of branding. It can be seen that in Nashik region most of the boards across the city are of brand Astral followed by Ashirvad.

**Q5. Do you know the distributors of Ashirvad / Finolex in Nashik region?**

YES	NO
38	82

Table No. 6.5



Graph No. 6.5

**Interpretation :**

There are 82 respondents which makes 68% of total sample size who does not know who are the distributors of Ashirvad and Finolex. The remaining 38 respondents that is 32% know who are the distributors of Ashirvad and Finolex.



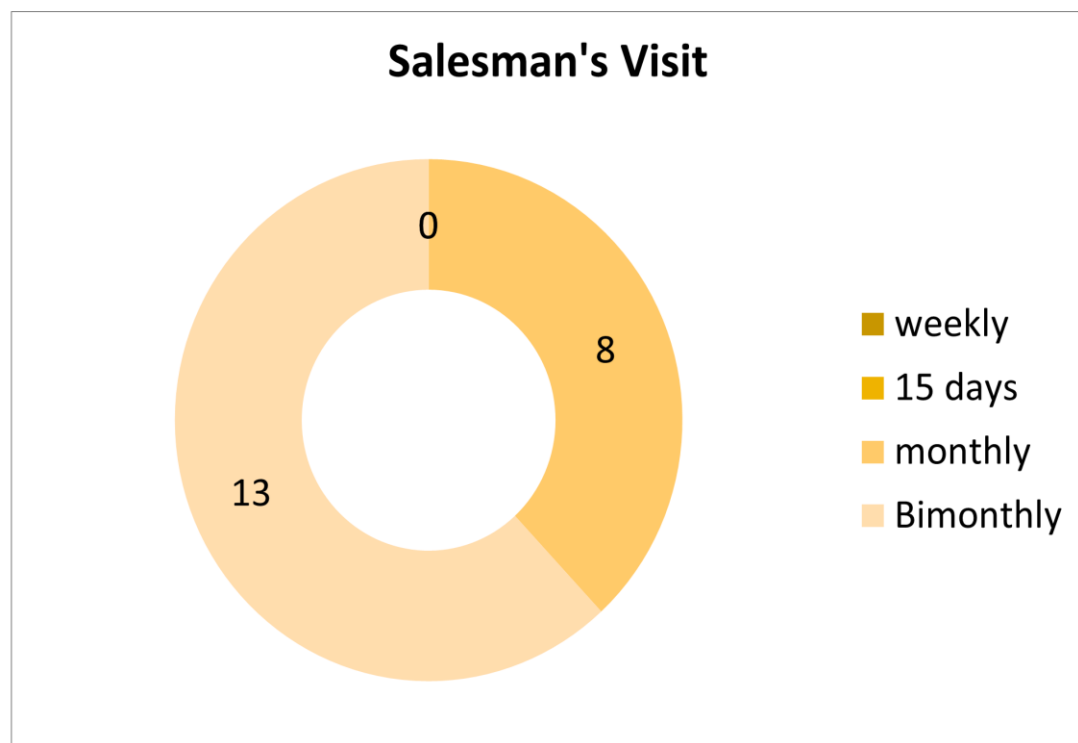
**Q6. Does the salesman from ASHIRVAD/FINOLEX visit your outlet?**

YES	NO
21	99

If yes how often they visit ?

Weekly	15 days	Monthly	Bimonthly
0	0	08	13

Table No. 6.6



Graph No. 6.6

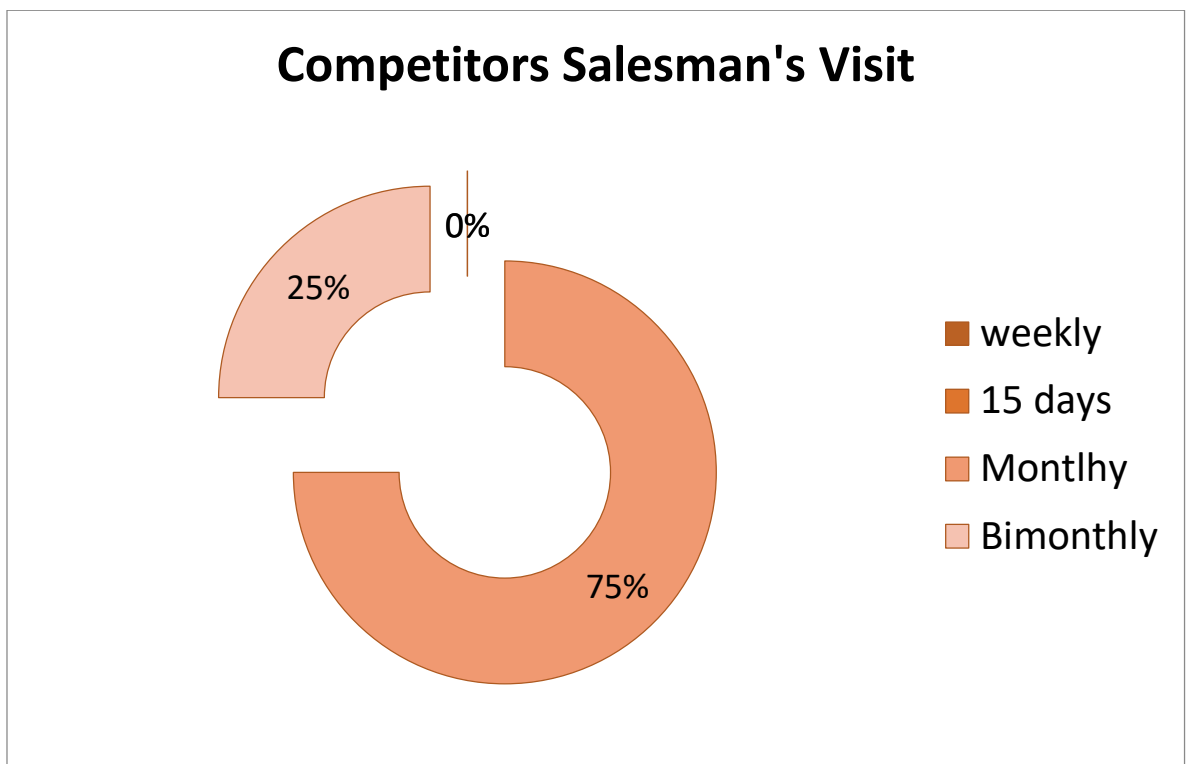
**Interpretation :**

13 outlets are visited on Bimonthly basis that is once in two months and 8 outlets are visited on monthly basis. Which says that follow up by salesman is poor and doesn't visit outlets selling competitor's brand.

**Q7. What is the frequency of other company's salesman for visits?**

Weekly	15 days	Monthly	Bimonthly
0	0	90	30

Table No. 6.7



Graph No. 6.7

**Interpretation :**

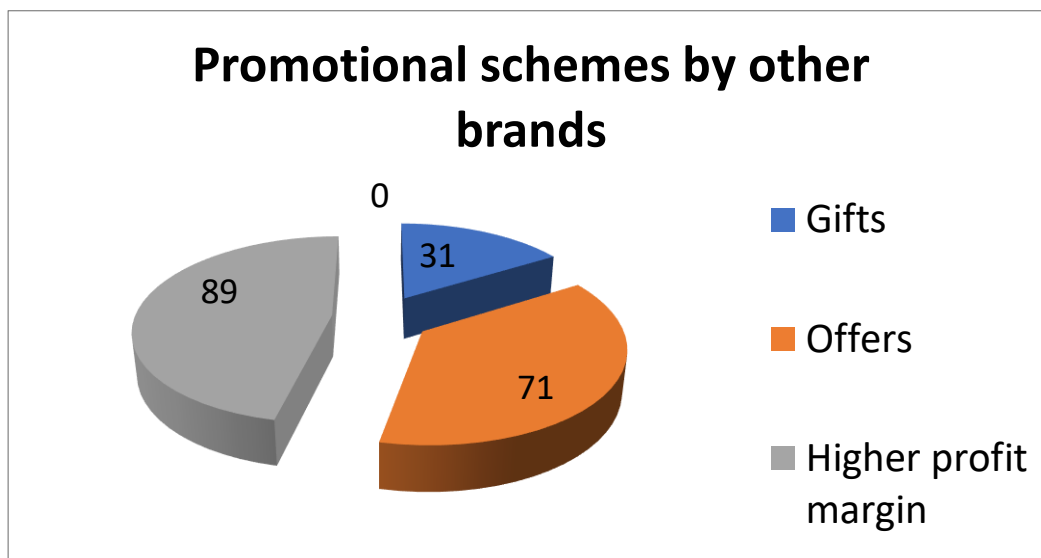
75% of salesman gives monthly visits and 25% gives bimonthly visits. The competitors salesman also visits outlets selling Ashirvad/ Finolex brands.

**Q8. What promotional schemes are provided by other brands?**

Promotional Schemes	No.of Respondents
Gifts	31
Offers	71
Higher Profit Margin	89
Others	00

Table No. 6.8

As there are multiple responses for single attributes from many individuals the cumulative count exceeds the sample size which is 120.



Graph No. 6.8

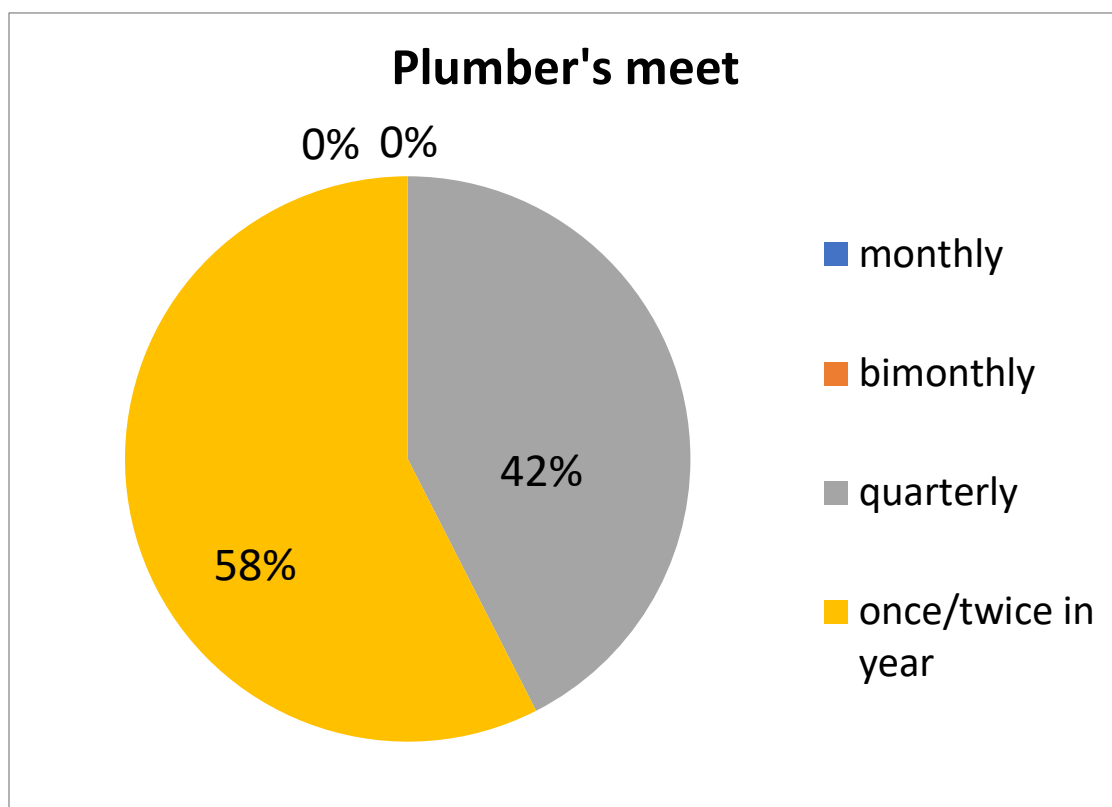
**Interpretation :**

The competitors focuses more on giving profit margin to the outlet's owner giving us count of 89 respondents. 71 respondents say that offers are given by other brands. 31 people responded that gifts are given by competitors. This helps increasing market share for particular brand.

Q9. How frequently plumber's meet are carried out by other companies ?

Monthly	Bimonthly	Quarterly	Once/ Twice in Year
0	0	51	69

Table No. 6.9



Graph No. 6.9

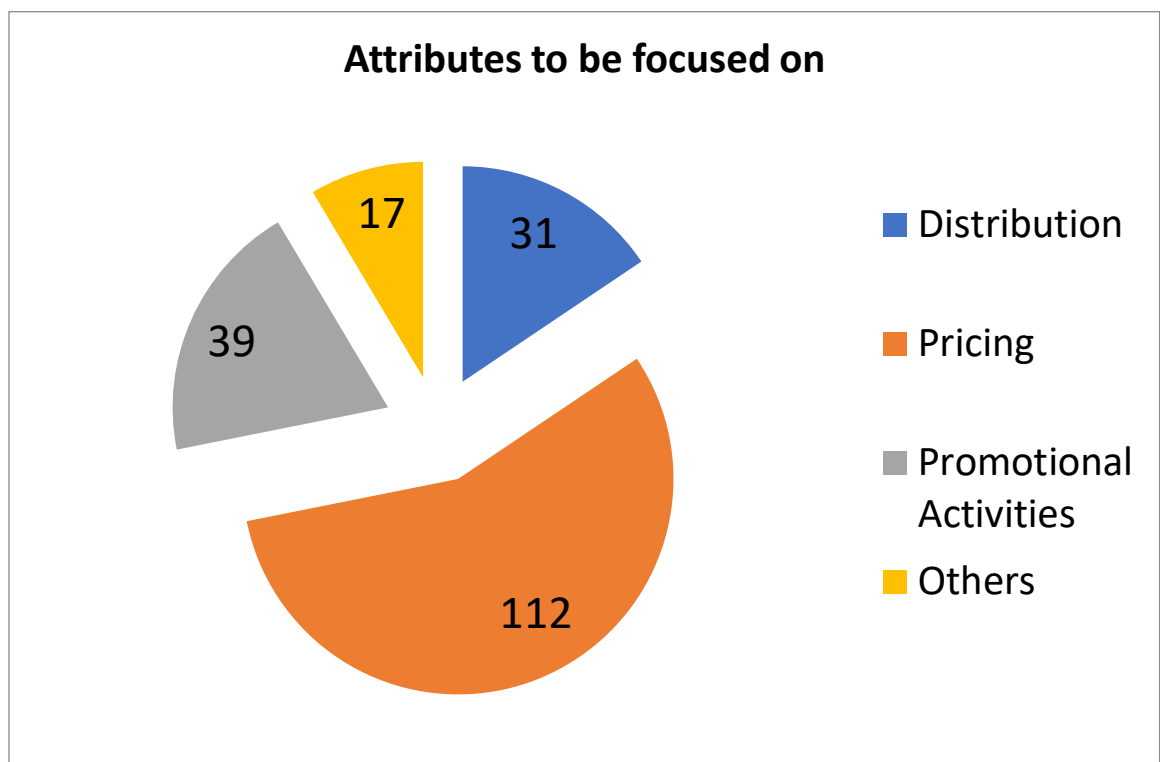
**Interpretation:**

Plumbers meet is most important event to make people loyal to one's brand. 58% of competitors brand organise plumber's meet on once/twice in year basis and rest 42% organise on quarterly basis

**Q10. On which areas should ASHIRVAD/ FINOLEX pipes needs to focus to increase the market share of LUBRIZOL'S FLOWGUARD PLUS in Nashik region?**

Distribution	Pricing	Promotional Activities	Others
31	112	39	17

Table No. 6.10



Graph No. 6.10

**Interpretation :**

As there are multiple responses from individuals for different attributes the count is more than sample size. The major area Ashirvad/ Finolex should focus on is price, 112 respondents say price is higher.

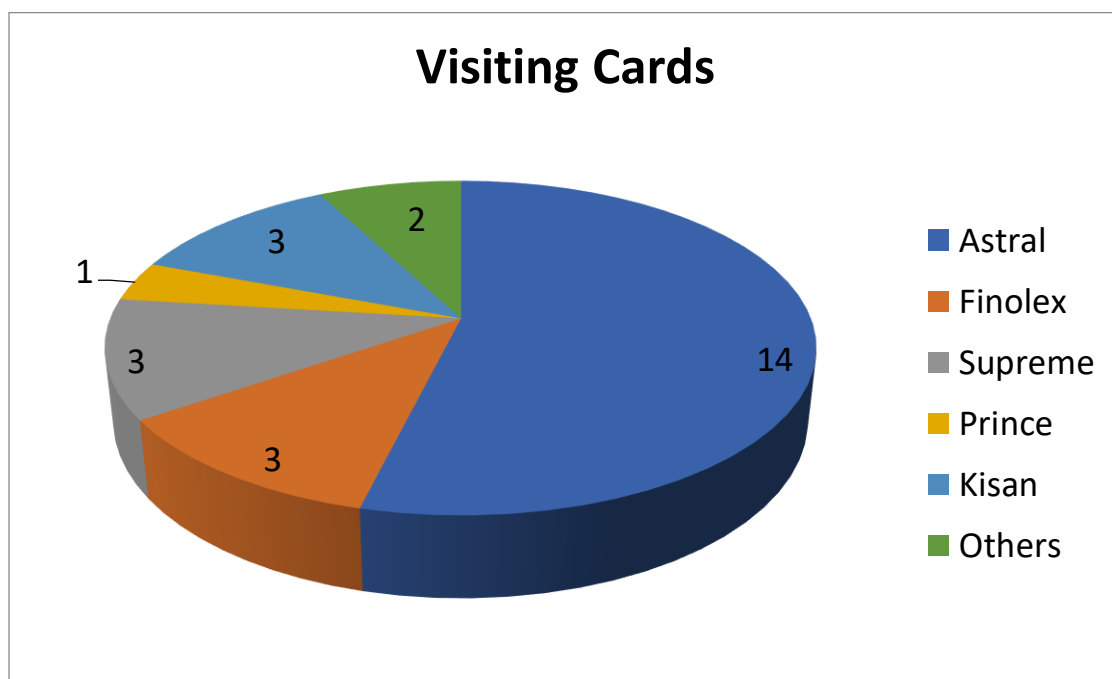
**Q11. Has the company provided you with visiting cards by the name of your outlet ?**

YES	NO
26	94

If yes please specify the brand name

Astral	Finolex	Supreme	Prince	Kisan	Others
14	03	03	01	03	02

Table No. 6.11



Graph No. 6.11

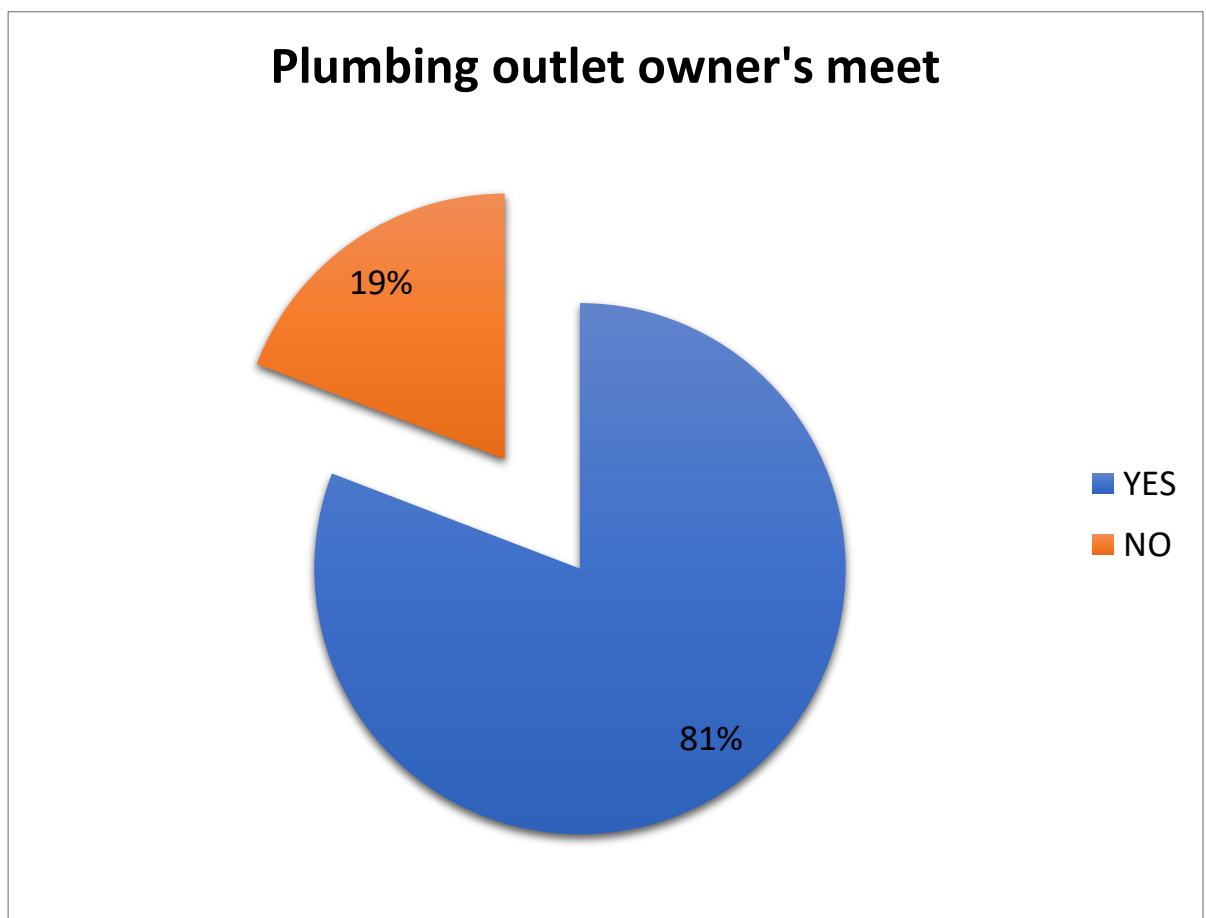
### **Interpretation :**

Providing visiting cards with brand name and name of outlet is a marketing strategy followed by many brands. Most of the outlets are provided with visiting cards of Astral.

**Q12. Do you wish to have a owner's meet of overall plumbing outlets in Nashik for technical awareness of products?**

YES	NO
97	23

Table No. 6.12



Graph No. 6.12

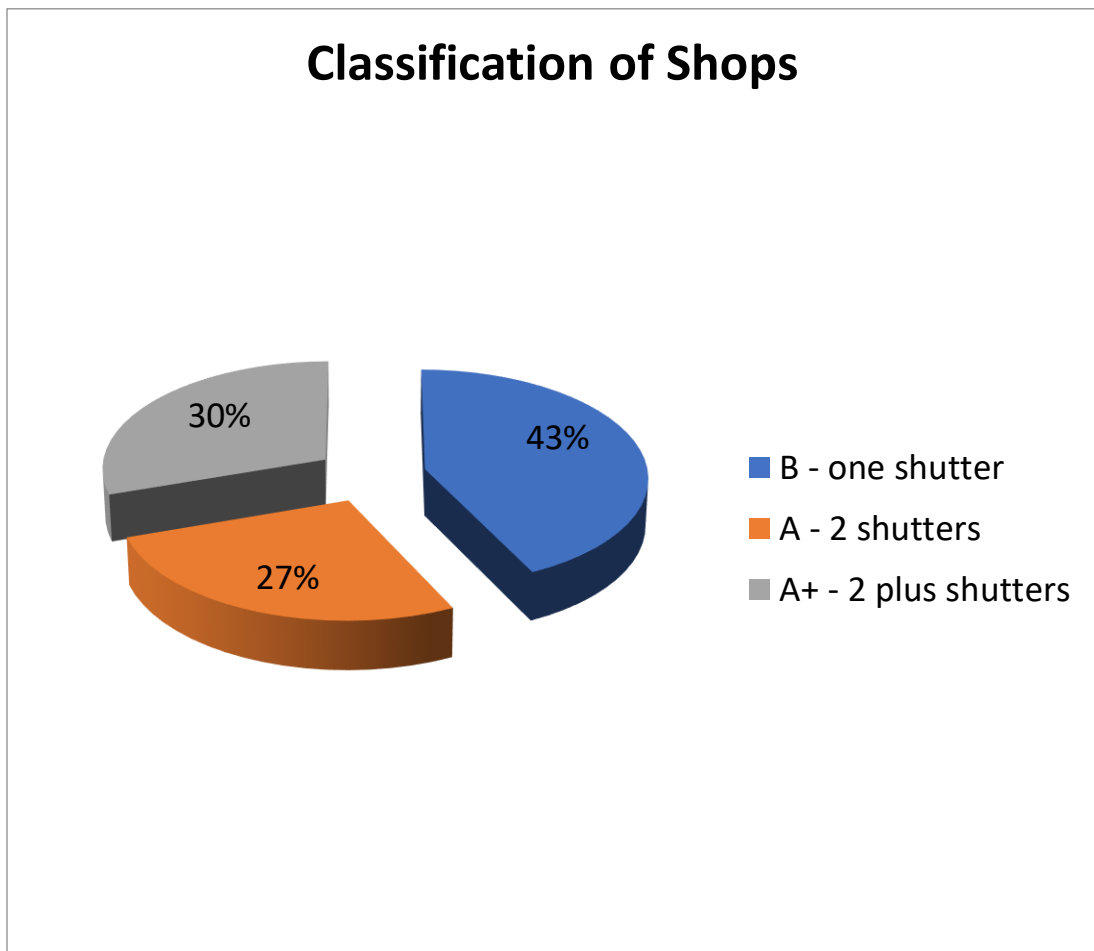
**Interpretation :**

This kind of retail outlet owner's meet is carried for promoting a particular brand and increasing its sales. 81% of respondents are interested in this type of event and 19% are not interested.

**Q13. Shop classification B(one shutter) |A( two shutters)| A+ ( 2 plus shutters)**

B	A	A+
51	32	36

Table No. 6.13



Graph No. 6.13

**Interpretation:**

The outlets with class A+ are first targeted by the competitors followed by class A and class B. The class B shops have maximum share in market that is 43%.



### **NUMBER OF DISTRIBUTORS OVERALL NASHIK**

<b>BRAND</b>	<b>NO. OF DISTRIBUTOR (Approximately)</b>
Supreme	01
Ashirvad	02
Finolex	04
Astral	14
Prince	05
Paras	03
Kisan	07

Astral is the major competitor in Nashik region for Lubrizol Flowguard Plus with highest number of distributors leading to a strong distributor's network across city.

Astral, Kisan and Prince having better distributor's network in Nashik the availability of plumbing products of these brands is more.

# **CHAPTER VII:**

## **FINDINGS**

## **FINDINGS**

- Amongst the total sample size 72% of people are unaware about Lubrizol's Flowguard Plus (used in Ashirvad/Finolex cpvc pipe) and only 28% people are aware.
- Retailers, Dealers and Distributors sale local brands as the profit margin is high and prices are very low as compared to other plumbing products.
- The most preferred brand by the retailers, dealers and distributors in Nashik is Astral.
- Retailers, dealers and distributors prefer other brands like Supreme, Prince, Kisan, Dutron etc instead of Flowguard Plus because the price of Flowguard Plus is very high.
- The distributor network of competitor's is more efficient as compared to Ashirvad/Finolex .
- It is found that competitor's have effective promotional schemes and take continuous follow up of outlets as per classification of shops.
- Plumber's meet are carried out quarterly or once/twice in year by other brands.
- The salesman from Ashirvad/ Finolex does not visit the outlets selling competitor's brand.
- Around 80% of retailers, dealers and distributors are interested for a technical seminar by company.
- There are around 36 outlets which have more than two shutter shops these are prime outlets the competitors will target.
- Astral is the brand which is doing promotions on large scale by giving maximum number of company's board and visiting cards to the outlets overall Nashik region.

**CHAPTER VIII:**  
**RECOMMENDATIONS.**

## **RECOMMENDATIONS.**

- The licensees that is Ashirvad/Finolex should revise the price of plumbing products to increase the share of Lubrizol's Flowguard Plus in Nashik Region.
- Number of distributors of Ashirvad/Finolex should be increased in Nashik Region.
- The company should focus more on efficient marketing strategies and organize more plumber's meet.
- The salesman should take continuous follow up to increase the sales in Nashik and also visit the shops selling out competitor's brand.

# **CHAPTER IX:**

# **CONCLUSION**

# CONCLUSION

Market Research is the key aspect to study and analyze the dynamic market. From the research done it can be concluded that the people prefer quality product at the best possible price in Nashik Region. It was found that marketing strategies of competitors for Lubrizol Flowguard Plus was more effective. The price of competitor's plumbing products are reasonable and less as compared to Flowguard Plus. As the distributor network of other brands is more strong as compared to Ashirvad/Finolex the market share of Lubrizol Flowguard Plus is comparatively low overall Nashik region that it is not up to the expected benchmark.

It can be concluded that Ashirvad/Finolex should execute effective retail mapping and salesman should take a continuous follow up as per the beat plan generated in order to capture expected market share. The strength of company is the best quality product offered in market and the major weakness is pricing policies.

By doing competitors analysis the company can get a detailed idea about the strength and weaknesses of competitors and can determine its present position in market accordingly.

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2. <https://www.justdial.com/Nashik/Plumbing-Material-Wholesalers/nct-10378097>
3. <https://www.finolexpipes.com/finolex-dealer/?state=maharashtra>
4. <https://www.managementstudyhq.com/competitor-analysis.html>
5. [http://www.kisangroup.com/pdf/Investor%20Relations/general-meeting/2017-18/KISAN\\_AR\\_250618\\_v99.pdf](http://www.kisangroup.com/pdf/Investor%20Relations/general-meeting/2017-18/KISAN_AR_250618_v99.pdf)
6. <http://www.astralpipefittings.com/>

- **Research paper**

- Mark Bergen and Margaret A. Peter, "Competitor Identification and Competitor Analysis: A Broad-Based Managerial Approach", *Carlson School of Management, University of Minnesota, 321 19th Avenue South, Minneapolis, MN 55455, USA*,



# APPENDIX

- QUESTIONNAIRE

**NAME OF THE OUTLET :** \_\_\_\_\_

**NAME OF OWNER :** \_\_\_\_\_

**CONTACT NUMBER :** \_\_\_\_\_

**ADDRESS :** \_\_\_\_\_  
\_\_\_\_\_

1. Are you aware of **LUBRIZOL'S FLOWGUARD PLUS** (*used in Ashirvad/Finolex cpvc pipes*) ?

☐ YES ☐ NO

2. Which brands of CPVC and UPVC pipes do you sell ?

- ASHIRVAD
- ASTRAL
- FINOLEX
- PRINCE
- OTHERS \_\_\_\_\_

3. Reason to sell the above mentioned brands?

\_\_\_\_\_

4. Has the company provided the board with outlet's name?

☐ YES ☐ NO

If YES please specify the brand name : \_\_\_\_\_

5. Do you know the distributors of ASHIRVAD / FINOLEX in Nashik Region?

☐ YES ☐ NO

6. Does the salesman from ASHIRVAD/FINOLEX visit your outlet?

☐ YES

☐ NO

If yes how often they visit?

☐ weekly

☐ 15 days

☐ monthly

☐ bimonthly

7. What is the frequency of other company's salesman for visits?

☐ weekly

☐ 15 days

☐ monthly

☐ bimonthly

8. What promotional schemes are provided by other brands?

a. Gifts

b. Offers

c. Higher profit margin

d. others \_\_\_\_\_

9. How frequently plumber's meet are carried out by other companies ?

a. Monthly

b. Bimonthly

c. Quarterly

d. Once/twice in year.

10. On which areas should ASHIRVAD/ FINOLEX pipes needs to focus to increase the market share of LUBRIZOL'S FLOWGUARD PLUS in Nashik region?

☐ DISTRIBUTION

☐ PRICING

☐ PROMOTIONAL ACTIVITIES

☐ OTHERS \_\_\_\_\_

11. Has the company provided you with visiting cards by the name of your outlet ?

☐ YES

☐ NO

If YES please specify the brand name : \_\_\_\_\_

12. Do you wish to have a owner's meet of overall plumbing outlets in Nashik for technical awareness of products?

☐ YES

☐ NO

13.Shop classification ***B(one shutter) /A( two shutters)/ A+ ( 2 plus shutters)***

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14. Your valuable feedback about existing plumbing products

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## PRICE OF CPVC PIPES





Ashirvad

	Size (inch)	Size (cm)	Part No. 3 mtr. (SDR 11)	Part No. 5 mtr. (SDR 11)	Std. Pkg.	MRP Rs. / mtr SDR 11	MRP Rs. / Length SDR 11 (3 mtr.)	MRP Rs. / Length SDR 11 (5 mtr.)
	1/2	1.5	2129101	2129111	50	79.00	237.00	395.00
	3/4	2.0	2129102	2129112	50	122.50	367.50	612.50
	1	2.5	2129103	2129113	25	191.00	573.00	955.00
	1 1/4	3.2	2129104	2129114	15	291.50	874.50	1457.50
	1 1/2	4.0	2129105	2129115	10	400.50	1201.50	2002.50
	2	5.0	2129106	2129116	10	667.00	2001.00	3335.00
Pipe SDR 13.5 (Class 2) 3 & 5 mtr. length MRP Rs. Incl. of all Taxes/Mtr								
	Size (inch)	Size (cm)	Part No. 3 mtr. (SDR 13.5)	Part No. 5 mtr. (SDR 13.5)	Std. Pkg.	MRP Rs. / mtr SDR 13.5	MRP Rs. / Length SDR 13.5 (3 mtr.)	MRP Rs. / Length SDR 13.5 (5 mtr.)
	1/2	1.5	2129001	2129011	50	69.00	207.00	345.00
	3/4	2.0	2129002	2129012	50	112.50	337.50	562.50
	1	2.5	2129003	2129013	25	163.50	490.50	817.50
	1 1/4	3.2	2129004	2129014	15	245.00	735.00	1225.00
	1 1/2	4.0	2129005	2129015	10	338.50	1015.50	1692.50
	2	5.0	2129006	2129016	10	557.00	1671.00	2785.00

Prince

Nominal size inches	Avg Outside Diameter (mm)	SDR 13.5	SDR 11
		Rates Rs./M	Rates Rs./M
1/2"	15.9	59.90	71.25
3/4"	22.2	97.90	106.95
1"	28.6	142.10	166.35
1 1/4"	34.9	206.80	246.25
1 1/2"	41.3	285.70	337.95
2"	54.0	470.55	563.25

Astral

CPVC PIPES						COPPER - TUBE SIZE AS PER ASTM D-2846	
<b>SDR-11 (3 Mtr. Length)</b>			(Rate per mtr.)				
15	½	M011110301	100	75.00			
20	¾	M011110302	50	110.00			
25	1	M011110303	30	174.00			
32	1¼	M011110304	20	260.00			
40	1½	M011110305	15	357.00			
50	2	M011110306	08	595.00			
<b>SDR-13.5 (3 Mtr. Length)</b>			(Rate per mtr.)				
15	½	M011130301	100	65.00			
20	¾	M011130302	50	102.00			
25	1	M011130303	30	150.00			
32	1¼	M011130304	20	222.00			
40	1½	M011130305	15	306.00			
50	2	M011130306	08	505.00			
<b>SDR-11 (5 Mtr. Length)</b>			(Rate per mtr.)				
15	½	M011110501	60	75.00			
20	¾	M011110502	40	110.00			
25	1	M011110503	25	174.00			
32	1¼	M011110504	15	260.00			
40	1½	M011110505	10	357.00			
50	2	M011110506	06	595.00			
<b>SDR-13.5 (5 Mtr. Length)</b>			(Rate per mtr.)				
15	½	M011130501	60	65.00			
20	¾	M011130502	40	102.00			
25	1	M011130503	25	150.00			
32	1¼	M011130504	15	222.00			
40	1½	M011130505	10	306.00			
50	2	M011130506	06	505.00			

Supreme

SUPREME C-PVC PIPE & FITTING											
SIZE (MM)	15 mm	20 mm	25 mm	32 mm	40 mm	50 mm	65 mm	80 mm	100 mm	150 mm	200 mm
SIZE (INCH)	1/2"	3/4"	1"	1 1/4"	1 1/2"	2"	2-1/2"	3"	4"	6"	8"
SDR 11 PIPES	186.00	274.00	435.00	655.00	886.00	1,484.00					
SDR 13.5 PIPES	166.00	266.00	368.00	531.00	741.00	1,217.00	.	.			
SCH-40 PIPES		.					2,694.00	3,502.00	4,982.00	10,682.00	16,114.00
SCH-80 PIPES							3,672.00	4,956.00	7,351.00	17,098.00	26,845.00

Above are the major brands in Nashik. From the price list it can be concluded that Ashirvad has the highest price as compared to other brands.