

A STUDY OF VARIOUS CHANNLES OF DISTRIBUTION

at

R.K. HOLLOW BLOCKS

Submitted in partial fulfilment of the requirements for the award of

Bachelor of Commerce

by

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DEPARTMENT OF BUSINESS ADMINISTRATION

SCHOOL OF MANAGEMENT STUDIES

SATHYABAMA

INSTITUTE OF SCIENCE AND TECHNOLOGY

(DEEMED TO BE UNIVERSITY)

Accredited with Grade “A” by NAAC

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ABSTRACT

- The ELLIPSO LOGISTICS is an organization in which I had done my institutional training is very useful for my carrier. And I had now known about the from the freight service to exporting procedures from this organization.
- Internship training is an integral part of MBA program, because it gives us the practical knowledge of what we have learnt during our study period. But practical knowledge is also necessary along with the theoretical knowledge. One can see how the theories and knowledge are being practically implemented. This report is about a paper company. We prepared this report carried the information about all department in the organization and necessary information's of the company.
- Training is the process of learning a sequence of programmed behavior. It is an application of knowledge. It gives people an awareness of the rules and procedures to guide their behavior. Development is a related process. It covers not only those activities which improved job performance, but also those which bring development of their personalities to help individual's progress towards the actualization of their potential capabilities. Education is the understanding and interpretation of knowledge. Education imparts qualities of mind and character and understanding of basic principles and develops the capacities of analysis, synthesis and objectives.

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CHAPTER 1

1.1 INTRODUCTION OF THE STUDY

A distribution channel is the network of individuals and organizations involved in getting a product or service from the producer to the customer. Distribution channels are also known as marketing channels or marketing distribution channels.

Distribution channel levels describe how close an intermediary is to the producer or vendor of a product. With each intermediary added, another level is added between the producer and the customer. If a clothing producer gives products to a retailer to sell to customers, there's one level between the producer and customer. If the producer first gives the clothing to a wholesaler to then give to a retailer and then the customer, there are two levels between producer and consumer. Adding another level might involve placing an agent between producer and wholesaler, to help find the wholesaler.



The alcohol industry is a good example of a distribution channel with multiple levels. There are laws that require wineries to first sell their products to a wholesaler before selling to a retailer. Direct-to-consumer models like e-commerce are examples of low-level, short distribution channels. For example, customers can buy products directly from producers on Amazon.

The various channels of distribution play a critical role in a vendor's go-to-market strategy. If successfully executed, any distribution channel model -- whether focused entirely on one mode, such as direct sales, or embracing multiple outlets, such as multichannel distribution -- can open or expand markets, exceed sales goals and grow a vendor's bottom line.

Beyond boosting revenue, distribution channels can also broaden the portfolio of products and services available to customers. VAR, SI and MSP channel partners, for instance, often provide consulting, technology implementation services and post-sales support. They might also incorporate a vendor's product into an integrated IT product.

The final customer is focused on whether a product or service meets its needs. The customer is often unaware or unconcerned about the intricacies of distribution channels.

Types of distribution channels

- **Direct.** With the direct channel, the company sells directly to the customer. For example, a brewery that brews its own beer and sells it to customers at its own brick-and-mortar location employs a direct channel of distribution. The seller delivers the product or service directly to customers. The vendor might also maintain its own sales force or sell its products or services through an e-commerce. The direct channel approach requires vendors to take on the expense of hiring and training a sales team or building and hosting an e-commerce operation.
- **Indirect.** Indirect channels use multiple distribution partners or intermediaries to distribute goods and services from the seller to customers. Indirect channels can be configured in the following ways:
 - With the single-tier distribution model, vendors develop direct relationships with channel partners that sell to the customer.
 - In the two-tier distribution model, the vendor sells to distributors that provide products to channel partners, which, in turn, package products for the end customer. Two-tier distribution helps smaller channel partners that would have difficulty establishing direct sales relationships with large vendors.

- **Hybrid.** Hybrid channels combine the characteristics of direct and indirect channels. The seller uses both direct and indirect methods. For example, a manufacturer might sell an item on its e-commerce website, but then an intermediary delivers the physical product to the customer. The customer still has a direct interaction with the seller, but an intermediary is also involved.

1.2 INDUSTRY PROFILE

Now days, hollow concrete blocks and bricks are becoming very popular. These blocks are being widely used in construction of residential buildings, factories and multi-storied buildings. These hollow blocks are commonly used in compound walls due to its low cost. These hollow blocks are more useful due to its lightweight and ease of ventilation. The blocks and bricks are made out of mixture of cement, sand and stone chips. Hollow blocks construction provides facilities for concealing electrical conduit, water and soil pipes. It saves cement in masonry work, bringing down cost of construction considerably.

Background

A concrete block is primarily used as a building material in the construction of walls. It is sometimes called a concrete masonry unit (CMU). A concrete block is one of several precast concrete products used in construction. The term precast refers to the fact that the blocks are

formed and hardened before they are brought to the job site. Most concrete blocks have one or more hollow cavities, and their sides may be cast smooth or with a design. In use, concrete blocks are stacked one at a time and held together with fresh concrete mortar to form the desired length and height of the wall. Concrete mortar was used by the Romans as early as 200 B.C. to bind shaped stones together in the construction of buildings. During the reign of the Roman emperor Caligula, in 37-41 A.D., small blocks of precast concrete were used as a construction material in the region around present-day Naples, Italy. Much of the concrete technology developed by the Romans was lost after the fall of the Roman Empire in the fifth century. It was not until 1824 that the English stonemason Joseph Aspdin developed Portland cement, which became one of the key components of modern concrete. The first hollow concrete block was designed in 1890 by Harmon S. Palmer in the United States. After 10 years of experimenting, Palmer patented the design in 1900. Palmer's blocks were 8 in (20.3 cm) by 10 in (25.4 cm) by 30 in (76.2 cm), and they were so heavy they had to be lifted into place with a small crane. By 1905, an estimated 1,500 companies were manufacturing concrete blocks in the United States. These early blocks were usually cast by hand, and the average output was about 10 blocks per person per hour. Today, concrete block manufacturing is a highly automated process that can produce up to 2,000 blocks per hour.

Housing Data & Demand Requirement The Housing and Building statistics are necessary for the formulation, execution and evaluation of housing policies and building programmes which constitute an integral part of the overall social and economic plans of the country. At the central level, the

authentic data on housing and related infrastructure statistics. It also caters to the need of the planners, policy makers and researchers in the field of housing statistics. The housing and building statistics are also necessary for national accounts purposes. In the context of National Housing Policy, the availability of varied details has become all the more important. The data on urban households and housing stock from various Population Censuses are presented in the table given below. It may be noted that the Collection of secondary information Demand Forecasting Situational Analysis and Specification of Objectives Characterization of the Market Conduct of Market Survey Market Planning 7 decadal growth rate in the number of households has been modest 38 per cent only during eighties and nineties. The decline in the growth during the past two decades can be attributed to deceleration in the rate of urbanization which was phenomenally high during seventies, the corresponding rate being 48 per cent.

CENSUS YEARS	HOUSEHOLDS (Million) Mn	TOTAL HOUSING STOCK (Mn)	PUCCA (Mn)	SEMI PUCCA (Mn)	KUTCHA SERVICE ABLE (Mn)
1961	14.9	13.30	6.44	4.90	1.96
1971	19.1	18.50	11.80	4.35	2.35
1981	29.3	28.00	18.09	6.80	3.11
1991	40.7	39.30	29.79	6.21	3.30
2001	55.8	50.95	41.17	8.08	1.70

The decadal growth rate in pucca housing has come down from 53.30 per cent and 64.68 percent during seventies and eighties to 38.20 per cent only during nineties. As far as semi pucca and kutcha houses are concerned, the growth rates were very high during seventies, similar to that of the pucca houses, the rates being 56 per cent and 32 per cent respectively. The absolute number of semi pucca houses came down by 0.59 million units during 1981-1991 while it registered a jump of 1.87 million i.e. 30.11 % in the following decade.

Interestingly the growth in kutcha dwelling units was as low as 6 per cent during eighties while the number came down to fifty per cent during 1991-01. The decline in the number of kutcha houses an also attributed to that.

1.3 COMPANY PROFILE

RK Hollow Brick Industries

Established in the year 2010 at Tamil Nadu, we "Rk Hollow Brick Industries" is a Sole Proprietorship based firm, engaged as the foremost manufacturer Concrete Paver Blocks, Solid Concrete Blocks, Concrete Hollow Blocks, Concrete Bricks, Cement Paver Blocks, Cement Bricks and many more.

Basic Information

Nature of Business	Manufacturer
Company CEO	Rajasimman Vallarsan
Registered Address	No 50 / 53, Cowl Bazaar, Anna Street Pozhichalur, Chennai- 600074, Tamil Nadu, India
Total Number of Employees	Upto 10 People
Year of Establishment	2010
Legal Status of Firm	Individual - Proprietor
Annual Turnover	Rs. 1 - 2 Crore

1.4 PRODUCT PROFILE

PRODUCT DESCRIPTION : CONCRETE BLOCKS AND BRICKS DEFINITION:

As per the Indian Standard specification, a hollow block is defined as the block having one or more large holes of cavities which pass through the block and having solid material between 50 and 75 percent of the total volume of block calculated from the over all dimension.

Quality Specifications : All the different types of cement concrete hollow and rigid bricks are covered by Bureau of Indian Standard (BIS) specification mentioned below:

IS 2185: Specification for Hollow concrete block. SIZE : Hollow concrete blocks shall be in one of the following size :

	LENGTH	BREADTH	HEIGHT
A.	40 Cm	30 Cm	20 Cm
B.	40 Cm	20 Cm	20 Cm
C.	40 Cm	10 Cm	20 Cm

The maximum variation in the dimensions shall not be + 1.5 mm for height and breadth and + 300mm length. The size other than those mentioned above may also be used by mutual agreement between the purchaser and manufacturers/suppliers.

Cavities :

The total width of the cavity in a block right angle to the face of the block as laid in wall (i.e. the bedding surface will be at right angles to the face of the block shall not exceed 65% of the total breadth of the block. Shell

Thickness :

The shell thickness of blocks shall not be less than 40 mm for sizes A & B and 20 mm for other sizes.

Joints ;

The end of the blocks, which form the vertical joints, may be plain rectangle and grooved or double grooved.

Aggregates :

All aggregates shall pass through I.S. sieve 1285mm and not more than 12 per cent shall pass through I.S. sieve 300 micron. In addition at least 15% shall be 17 retained on I.S. sieve 10mm and 40 per cent on I.S. sieve 4.75mm. The fineness modular of the combined aggregates may be between 3.6 to 40.

Density :

The block density hollow concrete block shall not be richer than 1600 kgs. Per cubic meter of gross volume.

Crushing Strength ;

The average crushing strength of eight blocks that are immersed in water maintaining a temp. of $27^{\circ}\text{C} \pm 2^{\circ}\text{C}$ for a period of 24 hrs bedded with cement sand mortar shall be not less than 50 kg per square cm of gross area.

Drying Shrinkage :

The drying shrinkage of average of three blocks when unrestrained shall not exceed 0.004 per cent. **moisture contents :**

The moisture content (average of 3 blocks) of the dried blocks on being immersed in water shall not exceed 0.03 % .

TYPES OF CONCRETE BLOCKS

Concrete blocks are produced in a large variety of shapes and sizes, either solid, cellular or hollow, dense or lightweight, air-cured or steam-cured, loadbearing or non-loadbearing, and can be produced manually or with the help of machines.

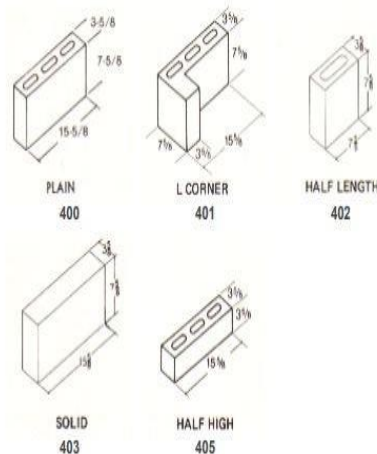
- Block sizes are usually referred to by their nominal dimensions, which are the actual block length, width and height plus 10 mm of mortar bed thickness added to each dimension. These are normally based on the modular coordination of design with the 10cm module as its basic unit. The most commonly used concrete blocks are the stretcher blocks with a nominal length of 40 cm (half blocks: 20 cm) nominal height of 20 cm, and nominal widths of 8, 10, 15 and 20 cm. In addition, a wide variety of

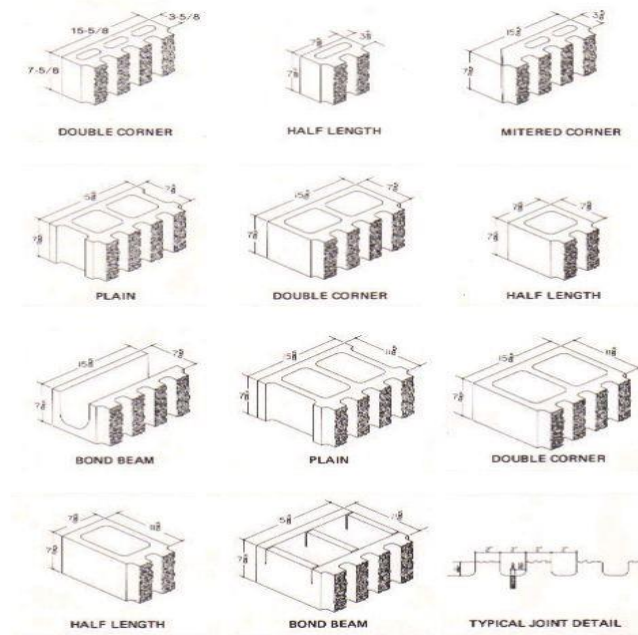
nonmodular blocks and special shapes are available, such as corner, jamb, lintel, pilaster and interlocking blocks, to name only a few.

- Solid blocks have no cavities, or - according to US standards - have voids amounting to not more than 25 % of the gross cross-sectional area. Thinner blocks of less than 75 mm (3") width are essentially solid, because of the difficulty of forming cavities.
- Cellular blocks have one or more voids with one bed [ace closed, and are laid with this 'blind end' upwards, preventing wastage of bedding mortar, which would otherwise drop into the cavities.
- Hollow blocks are the most common types of concrete blocks, having one or more holes that are open at both sides. The total void area can amount to 50 % of the gross cross-sectional area, and - according to British Standards - the external wall thickness must be at least 15 mm or 1.75 x nominal maximum size of aggregate, whichever is greater.
- Dense concretes are normal concretes with a density exceeding 2000 kg/m³, while the densities of lightweight concretes can be as low as 160 kg/m³. The former are produced with well graded aggregates (with a large amount of fines to fill all voids) and full compaction, while the latter comprise lightweight aggregates and/or a high proportion of single-sized particles of coarse aggregate (no-fines concrete) in a lean mix, which is not fully compacted, or comprise a sand-cement mix with a foaming agent to aerate the mixture. Lightweight concrete is generally used for concrete blocks, provided that the ingredients are available and the strengths obtained are acceptable.
- Air curing is the standard procedure for the strength development of concrete, by which the concrete is kept wet for at least 7 days and then

allowed to dry at ambient temperature. With steam curing, by which the concrete is exposed to low or high pressure steam (in autoclaves), high early strengths can be achieved (with autoclaving the 28 day strength of air-cured concrete can be obtained in 24 hours). However, in developing countries, steam curing is unlikely to be implemented, because of its high cost and sophistication. The definition of loadbearing and non-loadbearing blocks is fairly complex and depends not only on the compressive strengths of the blocks, but also on the ratio of their height to thickness, their density and proportion of voids.

- Manual block production is the cheapest but most laborious method, and the blocks are not likely to attain the superior qualities that are achieved by the far more expensive mechanized production.





Different Size Concrete Blocks

S.NO	TYPES OF BLOCKS	SIZE IN MM	PURPOSE
1.	Solid Blocks	100*200*400 200*200*400	Foundation
2.	Closed Cavity Blocks	75*200*400 100*200*400 150*200*400 200*200*200	Load bearing External works Partition walls
3.	Corner Column Blocks	200*200*400	Corners
4.	Roofing Blocks	410*250*140 530*250*140	Roofs
5.	Bend (U) Blocks	100*200*200 200*200*200	R.C.C. Bend

1.5 Statement of The problem

Channels of distribution move products from the manufacturer to consumer and other businesses. If selling from the manufacturer to consumer was always the most efficient way, there would be no need for channels of distribution. By reviewing distribution channels while using customers as the learning sources, manufacturing firms should be able to develop most effective distribution channels by incorporating knowledge about those customers into a distribution channels (Tippins, 1999) A major characteristic of a distribution channel is that the retailer is closer to the end consumer than the manufacturer. Therefore the retailer is often better informed about the market and demand conditions than the manufacturer. Distribution channels makes product distribution possible but often obstructs effective communication between manufacturer and consumer. Consequently, manufacturers may push products through a distribution channel without a clear view of the exact preference of their eventual customers. On the foregoing above, therefore arises a need to carry out a study to fill the gap by investigating the effects of the distribution channels on the performance of a manufacturing industry.

1.6 Objectives of Channels of Distribution

Objectives are the starting point of any activity. They are the intended goals which prescribe scope and suggest direction to the efforts of the manager. Channel objectives also suggest direction for framing channel policies and strategies, selection of distribution channels etc. They flow out

of the overall objective of the firm. The main objective of any distribution system is to make available the product at right place in right quantity and at right time.

It makes available the goods to the consumer as per his requirement.

Apart from the main objective, distribution channel has other objectives like production and safety of the product, quick disposal of the product at the low cost, low inventory control of the channel and marketing intelligence. It is important to note that channel objectives vary in different environmental conditions and market conditions. It also varies from one time period to another.

1.7 Scope of the study

In order to move product from producer to consumer, it is necessary that the product is properly handled, packed, stored and transported. All these activities involve high amount of cost and are performed by intermediaries of the channels in accordance with their efficiency and specialisation. Channel of distribution has thus become a very important link between the producers and the consumers.

The producers who do not have sufficient fund to carry out direct marketing can easily take advantage of the service of middleman. Channels of distribution fill the gap between the producer and consumer in the form of title, place and possession utilities. The presence of intermediaries between producer and consumer improve the efficiency of exchange

process. Distribution without the presence of intermediaries becomes more complicated and costly.

Channel of distribution is not only concerned with the physical movement of the product from manufacturer to consumer but also concerned with other type of flows like transfer of ownership, financial transaction, communication and transfer of risk. Transfer of ownership is concerned with the transfer of title to the goods from producer to consumer via intermediaries.

Financial flow means flow of funds from consumers to producers. Communication is concerned with dissemination of all concerned information to the consumer while transfer of risk is concerned with all the risk that are experienced while carrying out the channel work, like perishable nature of product, product obsolescence, etc.

Factors Influencing Distribution Channels

Channels of distribution form an important part of the marketing mix. Decision relating to it involve decisions regarding type of channels, type of intermediaries, channel strategies, motivation to channel members, physical distribution etc. These decision affect and are affected by various factors. There are various factors which influence channel of distribution decision.

They can be categorised as:

(A) Product Characteristics.

- (B) Market Characteristics.
- (C) Middleman Characteristics.
- (D) Manufacturer's Characteristics.
- (E) Environment Considerations.

(A) Product Characteristics:

Product factors have significant influence on the channel selection.

They are concerned with:

i. Nature of the Product:

Nature of the product is the primary factor in channel selection. If the product is perishable in nature, small channel (less number of intermediaries) should be used, to save them from physical deterioration. Durable goods can be transferred through longer channels.

ii. Technical Nature of the Product:

Product Technical products require greater explanation Characteristics and training. For such products exclusive dealers may be used. For other products which are not highly technical, intensive distribution may be selected to make the product available.

iii. Length of the Product Line:

Product line consists of group of closely related products. Length of the product line influences the channel selection. Short product line is more apt to sell through middleman than a long product line. Manufacturers

have to decide whether to sell all the products through single channel or use multiple channels.

iv. Unit Value:

The unit value of the product also influences the selection of distribution channels. Higher unit value products are preferred to be sold directly or through shorter channels. On the other hand, low unit value unit product are preferred though longer channels, as they require intensive distribution.

v. Market Position:

Established product and products of the reputed manufacturers can be easily sent through various channels. However, new products may face difficulties.

(B) Market Characteristics:

Market factors includes following factors which influence channel decisions:

i. Size of the Market: If the market is large in size, more number of middlemen will be required to sell the product. For small markets, direct selling may be preferred.

ii. Area or the Market: National and international markets require wide and long channels while local and regional market markets may be served through shorter channels.

iii. Concentration of Buyers: When buyers are concentrated in few areas only, short channels will be sufficient. However, if the buyers are scattered over a wide geographical area, then shorter channels become uneconomical and longer channel should be opted for.

(C) Middlemen Characteristics:

These factors relate to:

i. Availability of Middlemen

The existing channel system may not be interested in selling the products of the manufacture. In such case, marketer has to find out other channel members and work in a compromising manner.

ii. Competitors' Channels

The distribution channels used by the competitors also influence firms channel selection. When the competitors is using a particular channel and have been successful, the concerned manufacturer may also use it in similar manner, provided it suits his requirements. It is not always necessary to go for separate channel system.

iii. Type of Middleman

Choosing the right middleman is important for smooth distribution of the goods. The efficiency of the middlemen to perform various functions (standardisation and grading, branding and packaging, after-sale services, etc.), his financial standing in the market, his market influence and penetration, are important factors which affects the choice of channels.

(D) Manufacturer's Characteristics:

A manufacturer's own strength and weaknesses also significantly influence channel selection.

This includes:

i. Size of the Company:

A very significant factor influencing channel selection is the size of company. Large companies prefer shorter channels and small companies use longer channels.

ii. Financial Strength of the Company:

Companies having substantial financial resources need not depend upon intermediaries for assistance and can use shorter channels. However, financially weak companies use indirect channel.

iii. Experience and Ability:

Long established companies have good experience and ability; therefore they do not go to intermediaries but only maintain good relations.

However, new companies rely heavily on middlemen, as they lack working experience.

(E) Environmental Considerations:

Changes in the marketing environment also influence channel selection.

The prevailing economic conditions in the country may force companies to change its channel policies. Slump periods may force the manufacturers to go for less expensive distribution channels. Similarly technological development and innovations also influence distribution strategies.

1.8 Need of Channels of Distribution

Channels of Distribution are required for the following reasons:

(i) Channels of Distribution Help in the Production Function:

The producer can concentrate on the production function leaving the marketing problem to middlemen who specialize in the profession, their services best utilized for selling the product.

(ii) Marketing Demand and Supply:

The chief function of intermediaries is to assemble the goods from many producers in such a manner that a customer can make effective purchases with ease.

(iii) Financing the Producer:

Middlemen orders and purchases products in bulk from the producers to undertake large-scale production and in adopting better techniques of production because they have no problem for finance.

(iv) Aid to Communication:

The middlemen are connecting link between the producer and the buyer. Middlemen have complete knowledge of consumer behaviour and the market and they communicate the necessary information to the producer so that they may produce according to the needs of the consumers.

(v) Stabilizing the Prices:

The middlemen help to stabilize the prices. By stocking goods, constant flow of goods to the market is assured at a place where they are wanting

and at a proper time. Thus middlemen create place, time, and possession utilities to the products and maintain the prices.

(vi) Promotional Activities:

Middlemen also perform various promotional activities like advertising, personal selling and sales promotion. Sometimes wholesaler does it alone for the producer. Retailer also performs such activities by displaying the product in his window which attracts the customers.

(vii) Pricing:

In pricing the product, the producer should invite the suggestions from the middlemen who are very close to the ultimate users and who know the consumer behavior aptly. Pricing may be different for different markets or products depending upon the channel of distribution.

1.7 Limitations of the study

In carrying out this research, there are several constraints that will affect the achievement of the results.

CHAPTER 2

2.1 REVIEW OF LITERATURE

It has been evidenced for years that distribution channel is important for its ability to reduce the expenditure of economic transaction (Williamson, 1981). Its capability of effectively supporting the competitiveness of firms, namely manufacturers, distributors, retailers, and customers, due to the distance that separates them apart, making distribution channel a significant function to enhance export performance (Leonidou, 1996; Zou, & Stan, 1998). Other studies that found similar result of its essential role of distribution channel to be a determinant factor for export improvement can be found in Shouming (1998) and Carlos et al., (2008), besides product, price, and promotion strategy.

Many scholars have shown great interest in studying further about distribution channel due to its crucial role in improving firm performance. Leonidou (1989), Moore (1991), Heide (1994), and Morgan, and Hunt (1984) indicated that the growth of export oriented firm was significantly associated with the effectiveness of the relationship and cooperation between producers and the overseas importer. A study by Anderson et al., (1997) also found that the effectiveness of channel members' coordination and communication among manufacturers, agents, distributors, and retailers improved channel member performance. According to the finding by Rose, and Shoham (2004), it was demonstrated that practical conflict that happened among channel members would not strengthen the affiliation, but on the contrary, it would reduce the effectiveness of strategy used, which, would in turn, alleviate their performance. An

empirical study by Frazier et al., (1989), which focused on industrialized manufacturers, found that the need of dealer to maintain an effective channel relationship in a seller's market was usually determined by the contribution of the manufacturers to the dealers' benefit.

Nevertheless, in terms of the members of distribution channel arrangement, it has been known that the motivation of making integrated channel is to improve better distribution channel performance. McNaughton (2002) examined the structural channel integration decision among 2,000 Spanish export oriented firms. It was found that the establishment of multiple distribution channels was motivated by serving overseas markets or importers in order to sustain the assets and service quality of exporters to maintain a good relationship with the customers. Besides, Weigand (1991) noted that the application of unofficial channels could partially cause 'unfair behaviour' and pricing by monopolistic channel members. A recent study by Kim (2009) also found significant results in the case of Korean firms, whereby efficient supply chain integration played an essential role for the competitiveness of sustainable supply chain management (SCM).

The conducted study by Ely (2009) on manufacturers in Thailand indicated that worldwide oriented firms would be able to develop innovative competencies to participate in different and new environments. As a result, these companies were able to achieve greater growth. It was also further found that the companies which were involved in higher worldwide operations showed higher level of exports.

In addition, the characteristic of distribution channels is that when once established, it is usually difficult to change. Ramaseshan, and Patton (1994), and Zdenko (2011) argued that the channel members' position also took part in determining the performance. Rialp et al., (2002) examined the integration of structural channels over firms in Spain that were engaged in exporting, and invented obvious evidence that establishing linkage to importers could enhance export process. Interestingly, Kumar (2000) found that non integrated channels were recommended as well. Bret (1995) confirmed further that information exchange among members played crucial role in the relationship. The finding was also in line with John's (2006), which showed that trust became an essential element to maintain the relationship. Jennifer (2008) and Jiu (2009) further asserted that commitment and trust are the key mediators in determining performance

Anthony Achayo Adimo and Owino Phyllis Osodo (2017)¹, in their article, have studied the effect of differentiation of distribution channels on the performance of organisation. The selection of channels could be done as a strategy based on market trends, cost of distribution, applying different distribution channels to suit perfectly the customer needs. The empirical study was carried out using the regression method, with the help of the survey with 112 employees of an African firm in Nairobi, Kenya. The study concluded that differentiation of channels should be customer/market-driven. This is to ensure that correct products and services should be available to the customers to avoid paying extra costs. This strategy helps the firm to remain competitive in the market by the virtue of its focus on customer needs. Here, the emphasis is given on the strategy of

differentiation of distribution channels which not only improves the company's performance significantly but improves customer relationships as well. Thus, the firm and the customers, both are benefitted from this approach. Bojan Vapa and Jelena Vapa Tankosić (2019)² , in their article, tried to analyse the factors involved in distribution strategies for Small Medium Enterprises (SMEs) because of their international business strategy. The Empirical survey was based on the feedback from 50 companies that export various products from the Republic of Serbia, over six months. The focus of the study was on effective distribution channels to enhance the performance of these companies. They noticed the obstacles in the export business including logistics, knowledge of export documentation, and government policies. Companies from Serbia faced competition with the firms in European Union (EU) countries based on quality, price, and design. The manufacturers should have the optimum design of channels because of effectively catering to the export market of different countries. They can not rely on one single strategy to succeed. Multinational companies resort to help from local agencies and distributors while entering the first time in a particular foreign market. The local experts help them in sharing government policies regarding imports and also the nature of local customers while selecting import products. The firms need to establish responsibilities of the intermediaries involved in distribution channels to avoid conflicts and achieve smooth transactions of exporting their products. The customers who are exposed to the products of multinational companies expect high-quality products from manufacturers. Judicious selection of channel partners plays a key role due to the geographical, social, economical, and political factors in the

respective countries. Local customers are happy when they get products of international standards and at a competitive price. Proper information exchange amongst the elements of the distribution channels helps to achieve the best possible deals and performance at all levels.

As per the article “ Distribution and Sales Channels” under “ India- Commercial Guide “ published (2020)³ in the website “ International trade Administration “ , according to the India Brand Equity Foundation (IBEF), Indian retail market, which stood at \$672 billion in 2017, is projected to grow to \$1.1 trillion by 2021. India’s Business to Business (B2B) e-commerce market is expected to reach \$700 billion by 2020. The report says that most Indian manufacturers use a three-tier structure of selling and distribution. It consists of stockists, wholesalers, and retailers. Due to a surge in the e-commerce business, the distributor having an online presence and a fully dedicated website would be advantageous. Many foreign companies initially decide to have a liaison office to establish their presence. Through this office, they try to establish networks, generate awareness of their products, and look for investment opportunities for the future. They have other options, including branch office, project office, partnership firms, or limited company involving foreign direct investment. Dr. Asif Ali Syed, et.al (2020)⁴, in their research paper, analysed the nature of the product and related approach in marketing, specifically switchgear products. The study has been conducted based on descriptive research methodology using a literature review. It was found that the attributes of industrial consumable products are similar to the core industrial products. The effort has been made to find out the difference in approach of marketing between industrial consumable

products and consumer products. In addition to this, they have tried to analyse the approach of distribution channels and their influence on the distribution network. Their analysis concluded that there is a huge difference in marketing approach between industrial consumable items and consumer products. This is because industrial products are focused upon their critical nature, reliability, and availability. The specific use and the nature of the market of industrial consumable products need altogether different strategies while designing distribution channel network, they added. Elisabeta Andreea BUDACIA(1999)⁵ ,in her article, has elaborated the importance and process of distribution of industrial goods. Types of markets to be serviced for industrial goods have also been discussed in detail. The distribution process should take care of facilitating users to locate products in approachable places, in the desired time, with proper quality, and desired quantity. This effectively helps to improve the productivity of industrial users. As per the researcher, distribution management has two components: Economic distribution (Channels) and physical distribution (Logistics). Studying the customers requires analysis of their needs manifested through production planning and also their complaints regarding the quality of products and suggestions for improvement. Regarding the choice of distribution strategies, certain issues are highlighted in this article: Category of intermediaries acting in different markets, number of distribution circuits, the size of distribution circuits, and finally the structure and rights of each participant in the network. Emir José Redaelli,et.al (2015)⁶ ,in their study, have tried to explore the transfer of knowledge from manufacturer to distributor. Their primary research method involved the feedback from 199 distributors of

transport machines in Brazil. They found that by sharing the knowledge between manufacturer and distributor boosts the performance of the supply chain. The manufacturer can monitor the activities of the distributor to find out the shortcomings and correct them. Regular visits of the manufacturer's personnel to the distributors helps improve product knowledge. Study results showed that the performance of manufacturers can improve by the transfer of knowledge to the distributors and shared benefits to all the members in the distribution channel network.

Distributors themselves learn about their mistakes and gaps in the desired performance and prepare a plan of action to tackle them and improve performance. This knowledge transfer and the resultant improvement in the working of distributors helps achieve desired sales and benefit both, the manufacturers and distributors.

Vesna Vucemilovic (2015)¹³ , in his conference paper, discussed the distribution channels related to construction materials. The empirical study involved face-to-face interviews with resellers of construction materials, architects, and engineers in Croatia. Distribution channels need to be continuously modified because of the trends in the market and the adjacent locations. They are small in number but buy in big quantities. Retail sale is important in construction materials, especially bricks and roof tiles. Hence, manufacturers need to invest in a larger retail chain to cater to the variety of customers, the paper concluded.

CHAPTER 3

3.1 INTRODUCTION

Research in common refers to a search for knowledge. The research scholars have defined the term research as a scientific and systematic search for information on a specific topic. In fact, research is an art of scientific investigation. It is actually a voyage of discovery. The primary purpose of research is to discover answer to questions through the application of scientific procedures.

RESEARCH METHODOLOGY

Research methodology is a way to systematically solve the research problem. It may be understood as a science of studying the research is done scientifically. In it we study the various steps that are generally adopted by a researcher in studying research problem along with logic behind the research. It is necessary for the researcher to know out only the research methods techniques but also the methodology.

3.2 RESEARCH DESIGN

Descriptive type

- Descriptive study includes survey and fact-finding enquiries of different kinds. The major purpose of descriptive research is descriptive of the state of affairs as it exists present.
- The researcher has no control over the variables, he can only report what is happening or what is happening.

- These methods of research utilized in descriptive research are survey methods of all kinds.

3.3 SOURCES OF DATA COLLECTION: -

This study involves both primary and secondary data.

PRIMARY DATA:

The present study data have been collected through questionnaire.

SECONDARY DATA:

Secondary data has been collected from company websites, journals, books and internet.

3.4 STRUCTURE OF QUESTIONNAIRE

Questionnaire was divided into two sections. first part was designed to know the general information about employees and the second part contained the respondent's opinions about the workers in R.K.Hollow blocks.

POPULATION SIZE

50 is the exact population size

3.5 SAMPLE SIZE

43 is the samples I got

3.6 SAMPLING TECHNIQUE

The sampling technique used is Convenience sampling technique.

3.7 PERIOD OF STUDY

This study was carried out for a period of 3 months from January 2023 to March 2023

SOURCE OF DATA

The two sources of data collection are namely

- a) Primary data
- b) Secondary data

Primary data

The main objective of any distribution system is to make available the product at right place in right quantity and at right time. It makes available the goods to the consumer as per his requirement.

Secondary data

Identify different channels of distribution

Production and safety of the product

Quick disposal of the product at the low cost

Low inventory control of the channel and marketing intelligence.

TARGET RESPONDENTS:

Company Employees, Distributors

3.8 TOOLS FOR ANALYSIS:

For analysis and interpretation of primary data percentage analysis is to be used mainly due to qualitative nature of data and bar diagram are to be used to represent them in pictorial form.

Percentage analysis:

It refers to a special kind of rate, percentages are used in making comparison between two or more series of data. A percentage is used to determine the relationship between the series.

* $\text{Percentage} = (\text{no of employees} / \text{total no of employees}) 100$

Correlation:

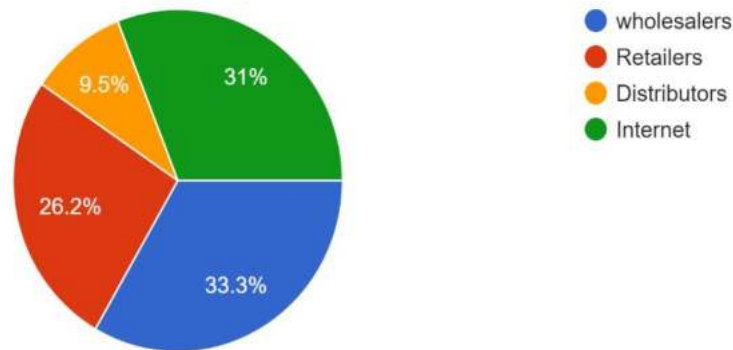
Correlation is used to test relationships between quantitative variables or categorical variables. In other words, it's a measure of how things are related. The study of how variables are correlated is called correlation analysis

CHAPTER – 4

PERCENTAGE ANALYSIS

What kinda of distribution channels are using?

42 responses



4.2.1 CHART SHOWING OF VARIOUS CHANNELS OF DISTRUTION

DISTRIBUTION CHANNELS	% OF RESPONSES
Wholesaler	33.3
Retailers	26.2
Distributors	9.5
Internet	31

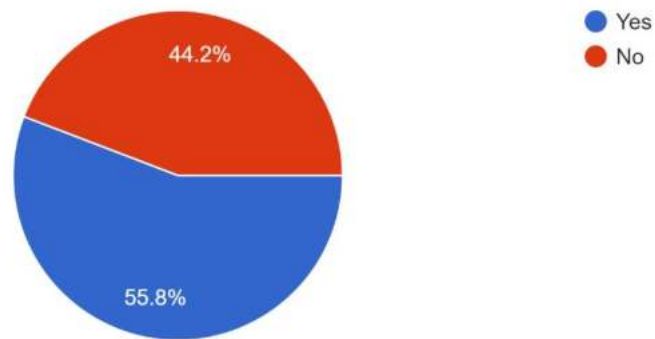
4.2.1 TABLE SHOWING OF VARIOUS CHANNELS OF DISTRUTION

Interpretation:

The above table shows that 33.3% of respondents are wholesalers. 31% of respondents are online users. 26.2% of respomndents are reatilers, 9.5% of respondents are distributors. 31% of respondents are internet

Are you selling Hollow blocks?

43 responses



4.2.2 CHART SHOWING IS ARE YOU SELLING HOLLW BLOCKS

ARE YOU SELLING HOLLOW BLOCKS	% OF RESPONSES
Yes	55.8
No	44.2

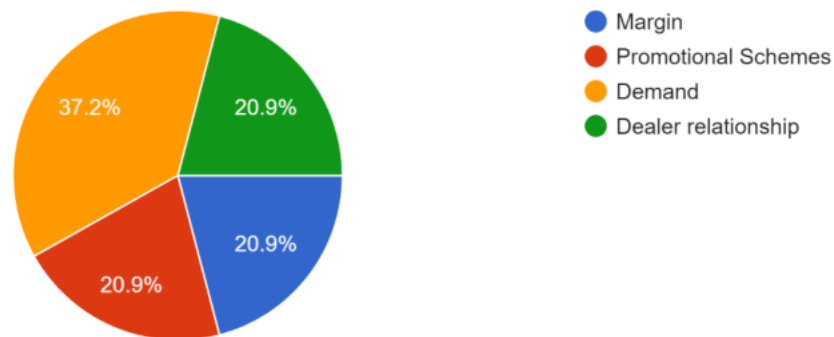
4.2.2 TABLE SHOWING IS ARE YOU SELLING HOLLW BLOCKS

Interpretation:

The above table shows out of 42 respondents, 55.8% of the respondents are selling hollow bocks, 44.2% of the respondents are not selling

What is the reason for Selling Hollow blocks?

43 responses



4.2.3 CHART SHOWING IS REASON FOR SELLING HOLLOW BLOCKS

REASON FOR SELLING HB	% OF RESPONSES
Margin	20.9
Promotional Schemes	20.9
Demand	37.2
Dealer relationship	20.9

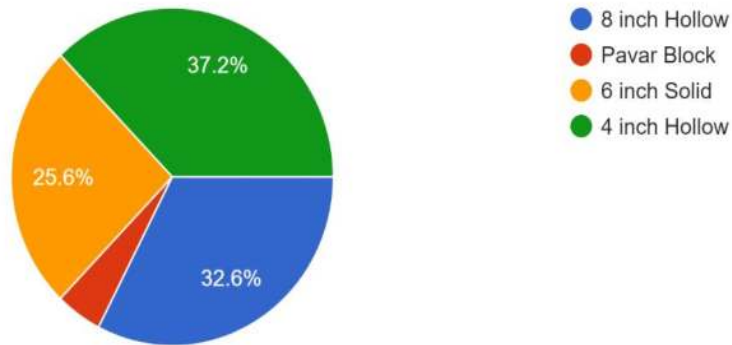
4.2.3 TABLE SHOWING IS REASON FOR SELLING HOLLOW BLOCKS

Interpretation:

The above table shows out of 42 respondents, 37.2% of the respondents are selling hollow blocks for demand, 20.9% of the respondents are selling hollow blocks for margin, promotional schemes.

Which of the following products has high on delivery?

43 responses



4.2.4 CHART SHOWING IS WHICH PRODUCTS HAS HIGH ON DELIVERY

PRODUCTS HIGH ON DELIVERY	% OF RESPONSES
8 inch hollow	32.6
Pavar block	0
6 inch solid	25.6
4 inch hollow	37.2

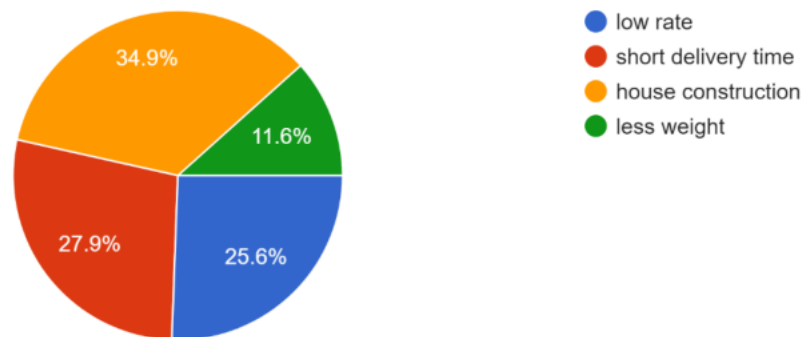
4.2.4 TABLE SHOWING IS WHICH PRODUCTS HAS HIGH ON DELIVERY

Interpretation:

The above table shows out of 42 respondents, 32.6% of the respondents for 8 inch hollow, 25.6% of the respondents for 6 inch hollow, 37.2% of the respondents for 4 inch hollow.

Why does 4 inch hollow have high demand?

43 responses



4.2.5 CHART SHOWING IS WHY DOES 4 INCH HOLLOW HAVE HIGH DEMAND

WHY DOES 4 INCH HAS HIGH DEMAND	% OF RESPONSES
Low rate	25.6
Short delivery time	27.9
House construction	34.9
Less weight	11.6

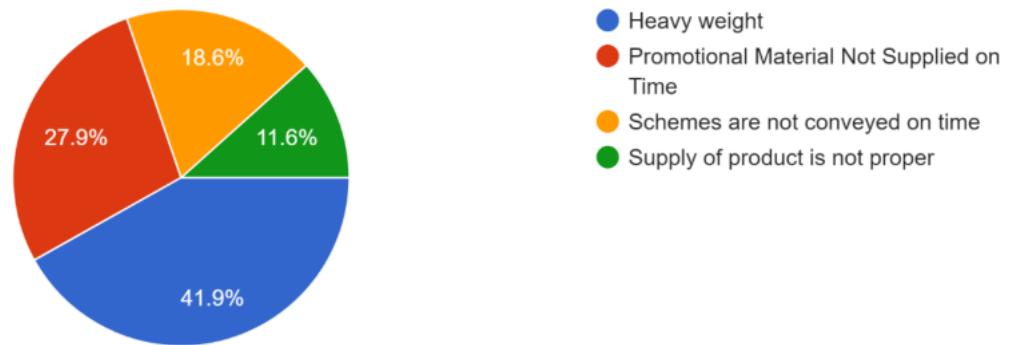
4.2.5 TABLE SHOWING IS WHY DOES 4 INCH HOLLOW HAVE HIGH DEMAND

Interpretation:

The above table shows out of 42 respondents, 25.6% of the respondents chooses 4 inch hollow for low rate, 27.9% of the respondents chooses 4 inch hollow for short delivery time, 34.9% of the respondents chooses 4 inch hollow for house construction, 11.6% of the respondents chooses 4 inch hollow for less weight.

What is the reason for not selling 8 inch hollow Product?

43 responses



4.2.6 CHART SHOWING IS NOT SELLING 8 INCH HOLLOW PRODUCTS

REASON FOR NOT SELLING 8 INCH HOLLOW	% OF RESPONSES
Heavy weight	41.9
Promotional material not supplied on time	27.9
Schemes are not conveyed on time	18.6
Supply of product is not proper	11.6

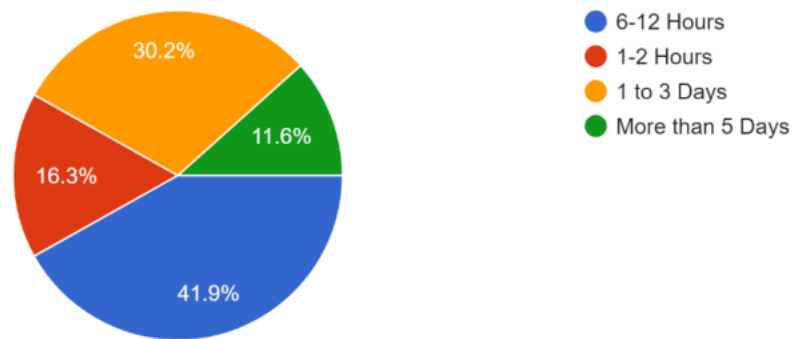
4.2.6 TABLE SHOWING IS NOT SELLING 8 INCH HOLLOW PRODUCTS

Interpretation:

The above table shows out of 42 respondents for not selling 8 inch hollow, 41.9% of the respondents is due heavy weight, 27.9% of the respondents is due to promotional material not supplied on time, 18.6% of the respondents is due to schemes are not conveyed on time, 11.6% of the respondents is due to supply of product is not proper.

How much time does it take for delivery of Hollow blocks after ordering ?

43 responses



4.2.7 CHART SHOWING FOR HOW TIME TAKE FOR DELIVERY OF HOLLOW

TIME TO DELIVERY	% OF RESPONSES
6-12 hours	41.9
1-2 hours	16.3
1-3 days	30.2
More than 5 days	11.6

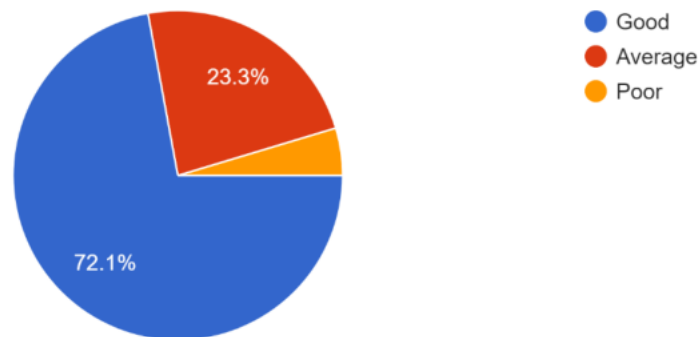
4.2.7 TABLE SHOWING FOR HOW TIME TAKE FOR DELIVERY OF HOLLOW

Interpretation:

The above table shows out of 42 respondents for delivering the product, 41.9% of the respondents take 6-12 hours, 16.3% of the respondents take 1-2 hours, 30.2% of the respondents take 1-3 days, 11.6% of the respondents take more than 5 days.

How do you rate the Quality of Hollow blocks?

43 responses



4.2.9 CHART SHOWING FOR THE RATE OF QUALITY

QUALITY OF HOLLOW BLOCKS	% OF RESPONSES
Good	72.1
Average	23.3
Poor	0

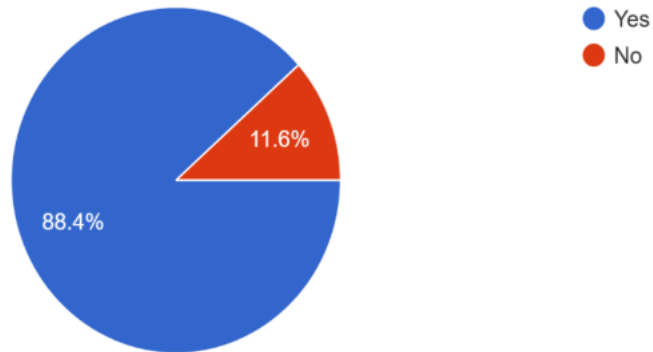
4.2.9 TABLE SHOWING FOR THE RATE OF QUALITY

Interpretation:

The above table shows out of 42 respondents for delivering the product, 72.1% of the respondents answered good for the product, 23.3% of the respondents answered average for the product.

Are you satisfied with the distribution channel of Hollow blocks?

43 responses



4.2.10 CHART SHOWING IS SATISFIED WITH THE DISTRIBUTION CHANNEL

ARE YOU SATISFIED WITH THE HOLLOW BOCKS	% OF RESPONSES
Yes	88.4
No	11.6

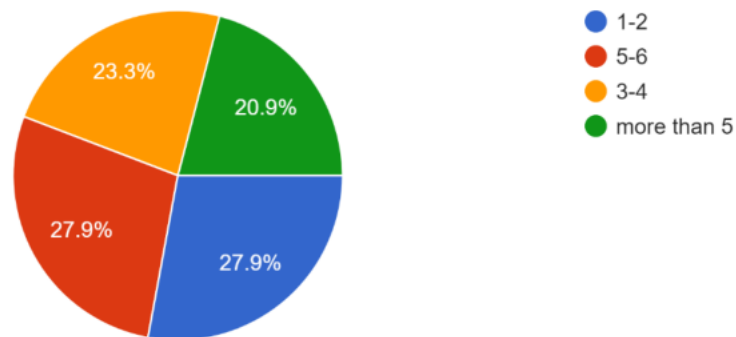
4.2.9 TABLE SHOWING IS SATISFIED WITH THE DISTRIBUTION CHANNEL

Interpretation:

The above table shows out of 42 respondents, 88.4% of the respondents are Satisfied with hollow bocks, 11.6% of the respondents are not satisfied.

How many variety products will you deliver at one order?

43 responses



4.2.10 CHART SHOWING IS VARIETY PRODUCTS WILL BE DELIVERIED AT ONE ORDER

VARIETY OF PRODUCTS	% OF RESPONSES
1-2	27.9
5-6	27.9
3-4	23.3
More than 5	20.9

4.2.10 TABLE SHOWING IS VARIETY PRODUCTS WILL BE DELIVERIED AT ONE ORDER

Interpretation:

The above table shows out of 42 respondents for delivering variety of products, 27.9% of the respondents is for 1-2 & 5-6, 23.3% of respondents is for 3-4, 20.9% respondents is for more than 5

CHAPTER 5

5.1 FINDINGS OF THE STUDY

- The 33.3 of distribution channels are wholesalers
- The reason for selling Hollow Blocks IS for demand
- Their 4 inch hollow has the high demand on sales
- It takes 6-12 hours for delivering the Hollow Blocks
- They were not selling 8 inch hollow due to heavy weight
- They were delivering 5-6 variety of products in one order

5.2 SUGGESTIONS AND RECOMMENDATIONS

Through this study I have understood that 8 inch hollow blocks have equal demand as the 4 inch hollow block. I would like to suggest that the company uses better transportation facility to deliver the 8inch hollow blocks...the company can also hire more workers for smooth delivery of the hollow block, this way they can gain more profit.

5.3 CONCLUSION

- Overall their channels of distribution and products are good
- The distributors were satisfied with channel of distribution
- In my study I conclude that 8 Inch hollow block product have more demand than 4 inch hollow block in the Customer preference and satisfaction in marking and delivery. But supplier stay away from transporting heavy load so they avoid 8 Inch hollow block to supply. If the supplier supply the 8 Inch hollow block without any stay way they financial gain more profit.

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ANNEXURE (Questionnaire)

Are you selling Hollow blocks?

a. Yes b. No

What is the reason for Selling Hollow blocks?

- a. Margin
- b. Promotional Schemes
- c. Demand
- d. Dealer relationship

Which of the following products has high on delivery?

- a. 8 inch Hollow
- b. Pavar Block
- c. 6 inch Solid
- d. 4 inch Hollow

Why does 4 inch hollow have high demand?

- a. low rate
- b. short delivery time
- c. house construction
- d. less weight

Which of the following products is low on delivery?

- a. 8 inch Hollow
- b. Pavar Block
- c. 6 inch Solid
- d. 4 inch Hollow

What is the reason for not selling 8 inch hollow Product?

- a. Heavy weight
- b. Promotional Material Not Supplied on Time
- c. Schemes are not conveyed on time
- d. Supply of product is not proper

How much time does it take for delivery of Hollow blocks after ordering ?

- a. 6-12 Hours
- b. 1-2 Hours
- c. 1 to 3 Days
- d. More than 5 Days

How do you rate the Quality of Hollow blocks?

- a. Good
- b. Average
- c. Poor

How do you rate the Supply norms of the company?

- a. Good
- b. Average
- c. Poor

Are you satisfied with the distribution channel of Hollow blocks?

- a. Yes
- b. No

How many variety products will you deliver at one order?

- a. 1-2
- b. 5-6
- c. 3-4

