

A STUDY ON SALES PERFORMANCES IN JAI SAI STAMPINGS PVT.LTD

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 | 12B Status by UGC | Approved by AICTE
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APRIL - 2023



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DEPARTMENT OF BUSINESS ADMINISTRATION

BONAFIDE CERTIFICATE

This is to certify that this Project Report is the Bonafede work of THARUN BHARATHI R (40740380) who carried out the Project Training at "JAI SAI STAMPINGS PVT. LTD" under our supervision for a period of 3 months from January 2023 to March 2023.

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DECLARATION

I THARUN BHARATHI.R hereby declare that the Project work done by me under the guidance of DR. HAMEEM KHAN.P MBA, MSCS, PGDIM, Ph.D (Internal) and Mr. R.SURESH BABU(External) at (JAI SAI STAMPINGS PVT.LTD SRIPERUMBUDUR) is submitted in partial fulfilment of the requirements for the award of Bachelor of Commerce.

DATE: 29-04-2023



PLACE: CHENNAI

SIGNATURE OF THE CANDIDATE

ACKNOWLEDGEMENT

I am pleased to acknowledge my sincere thanks to Board of Management of **SATHYABAMA** for their kind encouragement in doing this project and for completing it successfully. I am grateful to them.

I convey my thanks to **Rd. G. Bhuvaneswari, MBA., Ph.D., Dean - School of Management Studies** and **Rd. A. Palani, M.Com., M.Phil., M.B.A., Ph.D., Head of the Department, Dept. of Business Administration** for providing me necessary support and details at the right time during the progressive reviews.

I would like to express my sincere and deep sense of gratitude to my Project Guide Dr. **HAMEEM KHAN.P (MBA, MSCS, PGDIM, Ph.D)** for his valuable guidance, suggestions and constant encouragement paved way for the successful completion of my project work.

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THARUN BHARATHI R

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ABSTRACT

This report contains the work done during the project period which was held in JAI SAI STAMMPINGS PVT.LTD. It not only provides a different environment, but also helps to get some knowledge about the different kinds of jobs in that environment. The students get a chance to know about the various departments in the organization and the activities done in those departments. In the production department I get to know about the spare items they produce, the production process, materials, quality control, inspection and store maintenance. The marketing department gained knowledge about marketing strategy, selling the product. The finance department gained knowledge about accounting reports, tax invoice, payroll, balance sheet.

The report shows a view of the tasks done during the period of project detail. The project aims to increase the knowledge of the students during the internship process. This project helps us hope that it has helped everyone to gain some organizational knowledge, which can be used in the future.

THARUN BHARATHI R

CHAPTER 1

1.1 INTRODUCTION (THE STUDY ON SALES PERFORMANCE)

DEFINITION OF SALES PERFORMANCE

Sales performance has been conceptualized in frameworks and various literature reviews to be the result of a vast array of endogenous, moderator, and mediating variables (e.g., Anderson and Oliver 1987; Babakus et al. 1996; Churchill et al. 1985; Verbeke, Dietz, and Verwaal 2011). Despite significant progress, unfortunately, our ability to predict sales performance based on the extensive, published research on topics such as salesperson selection, buyer–seller interactions, job design, incentive systems, sales controls, supervision, and many other topics in the sales/sales management domain has been less than ideal.

Project is teaching, or developing in oneself or others, any skills and knowledge or fitness that relate to specific useful competencies. Project has specific goals of improving one's capability, capacity, productivity and performance.

Under the Project Training program, an educational or a vocational institute enters into an arrangement with the industrial enterprises to provide experiential knowledge to their students. Simply, the training conducted to offer a practical knowledge to the students, lasting for few months, is called as the project training.

Sales Performance is the effectiveness of the sales team, both individually and as a whole, in selling activities; the ability to achieve sales goals. Sales performance metrics can be measured in a variety of ways depending on the sales role and sales environment, such as sales revenue, customer retention rate, or number of net new accounts.

Sales Performance Management is the range of interdependent, operationalized sales processes aimed at improving the effectiveness, efficiency, and overall performance

of a sales organization. On a basic level, improves operational efficiency and effectiveness of sales processes through automation, centralization, and more.

Sales performance refers to how effectively your sales team performs within a specific period of time. Implementing sales performance management is one of the most common ways to track and manage sales reps' work from the beginning and beyond

1.2 INDUSTRIAL PROFILE

This company is involved in manufacture of parts and accessories for motor vehicles and their engines (brakes, gearboxes, axles ,road wheels, suspension shock absorbers, radiators, silencers, exhaust pipes, steering wheels, steering columns and steering boxes and other parts and accessories)

AUTOMOBILES

Automobile industry, the business of producing and selling self-powered vehicles, including passenger cars, trucks, farm equipment, and other commercial vehicles. By allowing consumers to commute long distances for work, shopping, and entertainment. The auto industry has become one of the largest purchasers of many key industrial products, such as steel. The large number of people the industry employs has made it a key determinant of economic growth.

HISTORY

The automobile industry around the world has expanded by leaps and bounds, but the evolution of the Indian automobile industry has been such that it was quite surprising and occasionally fascinating to witness. Did you know – the first car that plied on Indian roads was in 1897, owned by Mr Crompton Greaves, and the first Indian to own a car in 1901 was Jamshedji Tata!

Before India gained independence from the British in 1947, the Indian automobile market was widely acknowledged for imported vehicles, and assembling duties of the manufactured cars was handled by General Motors.

THE INDUSTRIAL REVOLUTION

In the 1980s, Hindustan Motors met its match in the form of a new participant, Maruti Udyog Limited.

But because it didn't get the patronage of the general masses and the prominent industrialists, soon after the release of the Aravind came Hindustan Motors' Ambassador, which became the first locally manufactured car in India. Based on the Morris Oxford Series III, the Ambassador had British origins, but it was still considered a definitive Indian car. In the 1980s, Hindustan Motors met its match in the form of a new participant, Maruti Udyog Limited.

COMPANY PROFILE

1.3 COMPANY PROFILE

JAI SAI STAMPINGS PRIVATE LIMITED is a TAMIL NADU based PRIVATE Ltd. Company Registered at dated 12/18/2020 12:00:00 AM on Ministry of Corporate Affairs. It has been classified as COMPANY LIMITED BY SHARES and is registered under Registrar of Companies ROC-CHENNAI India.

Authorized share capital of JAI SAI STAMPINGS PRIVATE LIMITED is Rs. 5000000 and its paid up capital is Rs. 2000000. It aspires to serve in MANUFACTURE OF MOTOR VEHICLES, TRAILERS AND SEMI-TRAILERS activities across the India.

This company comes under Division MANUFACTURE OF MOTOR VEHICLES, TRAILERS AND SEMI TRAILERS and this comes under section MANUFACTURING

Directors of JAI SAI STAMPINGS PRIVATE LIMITED are PUPPALA MURALI KRISHNA, SEENIVASAN MAHALAKSHMI

1.4 NEED FOR THE STUDY

Sales performance is about more than just maximizing your profits. It's also an important element of career growth for yourself and your reps. Tracking performance metrics is a great way to measure your progress as a sales team



1.5 OBJECTIVE OF STUDY

- To learn about professionalism and skills
- To gain knowledge of customer satisfaction, soft skills, sales performances, interpersonal skills and ethics
- To understand sales performance at Jai Sai Stamping Pvt Ltd
- To analyze sales performance of Jai Sai Stamping Pvt Ltd

1.6 SCOPE OF THE STUDY

- An Project work is one of the most important opportunity for a student
- As most of the company's overall performance depends on its employee's performance which depends largely on the sales performance of the organization. So the project has to help the company to perform well in today's global competition.
- The scope of work is to indicate the type of activities in which the intern will likely be engaged
- It helps to gain a theoretical knowledge and practical knowledge

1.7 LIMITATION OF THE STUDY

- Only 125 samples has been taken for the study
- There may be bias towards primary data collected from the respondents.
- Certain information could not be collected due to official restrictions.
- Many things were so confidential that I was not entitled to access there.

CHAPTER 2

REVIEW OF LITERATURE

2.1 INTRODUCTION TO REVIEW OF LITERATURE

Mallin, M.L., O'Donnell, E., & Hu, M.Y. (2013). The role of uncertainty and sales control in the development of sales manager trust. *Journal of Business & Industrial Marketing*, Sales performance is a key indicator of a company's health and progress. It is the measure of the amount of goods or services sold by a company in a given period of time. Companies use a number of metrics to track sales performance, such as sales volume, growth rate, market share, and customer satisfaction.

Mallin, M.L., & Pullins, E.B. (2013). The moderating effect of control systems on the relationship between commission and salesperson intrinsic motivation in a customer oriented environment. *Industrial Marketing Management* Researchers have explored the importance of motivation and reward systems in improving sales performance. They have found that incentives, recognition, and feedback can all play a role in improving sales performance. Studies have also looked at how sales teams can be structured to maximize performance, as well as how sales management techniques can be used to improve performance.

Marin-Garcia, J.A. (2014). What do we know about the relationship between High Involvement Work Practices and Performance. *WPOM-Working Papers on Operations Management*, 4 Marin-Garcia, J.A. technology in sales performance, including the use of customer relationship management (CRM) systems, analytics, and artificial intelligence. Studies have also looked at how sales performance can be improved through the use of social media, mobile apps, and digital marketing.,

Tomas, J.M. (2014). Deconstructing AMO framework: a systematic review. *Intangible Capital*, Sales performance has been studied extensively in the literature. Studies have focused on understanding factors that influence sales performance, such as salesperson characteristics, marketing strategies, customer relationships, and team

dynamics. Other studies have examined the impact of sales performance on organizational outcomes, such as customer loyalty, profitability, and market share.

Medina-López, C., Alfalla Luque, R., & Marín García, J.A. (2015). La investigación en docencia en dirección de operaciones: tendencias y retos. Intangible Capita. Sales performance has been the subject of numerous research studies and a great deal of literature exists on the topic. Studies of sales performance have focused on a variety of topics, such as the impact of salesperson characteristics on sales performance,

Medina-López, C., Marín-García, J.A., & Alfalla-Luque, R. (2015). Una propuesta metodológica para la realización de búsquedas sistemáticas de bibliografía (A methodological proposal for the systematic literature review). WPOM-Working Papers on Operations Management. the effect of team structures on sales performance, the influence of sales training on sales performance, and the role of technology in sales performance.

Menguc, B., & Tansu Barker, A. (2015). The performance effects of outcome-based incentive pay plans on sales organizations: a contextual analysis. Journal of Personal Selling & Sales Management. Miao, C.F., & Evans, K.R. (2014). Motivating industrial salesforce with sales control systems: an interactive perspective. Journal of Business Research.

Miao, C.F., & Evans, K.R. (2015). The interactive effects of sales control systems on salesperson performance: a job demands-resources perspective. Journal of the Academy of Marketing Science. Research suggests that salesperson characteristics such as experience, education, and personality are all important components of successful sales performance. Studies have found that the more experienced a salesperson

Miao, C.F., & Evans, K.R. (2015). Effects of formal sales control systems: A combinatory perspective. International Journal of Research in Marketing. the more successful they are likely to be. Similarly, studies have shown that salespeople who have higher levels of education and have more positive personality traits are more likely to achieve higher levels of sales performance.

Miao, C.F., Evans, K.R., & Zou, S. (2016). The role of salesperson motivation in sales control systems - Intrinsic and extrinsic motivation revisited. Journal of Business

Research. team structures and team dynamics also have an impact on sales performance. Research has shown that teams with shared goals and effective communication are more likely to achieve higher levels of sales performance.

Oliver, R.L., & Anderson, E. (2016). An empirical test of the consequences of behavior-and outcome-based sales control systems. *Journal of Marketing*, Onyemah, V. The effects of coaching on salespeople's attitudes and behaviors A contingency approach. *European Journal of Marketing*.

Onyemah, V., & Anderson, E. (2016). Inconsistencies among the constitutive elements of a sales force control system: Test of a configuration theory-based performance prediction. *Journal of Personal Selling & Sales Management*. Additionally, studies have shown that teams with strong leadership and clear roles for team members are more successful in achieving sales goals

Onyemah, V., Rouzies, D., & Panagopoulos, N.G. (2017). How HRM control affects boundary-spanning employees' behavioural strategies and satisfaction: The moderating impact of cultural performance orientation. *International Journal of Human Resource Management*. Sales performance has been a popular topic in the literature for decades. Numerous studies have been conducted investigating sales performance and its determinants.

Panagopoulos, N., & Dimitriadis, S. (2017). Transformational leadership as a mediator of the relationship between behavior-based control and salespeople's key outcomes An initial investigation. *European Journal of Marketing*. Sales training is another important factor in sales performance. Studies have found that salespeople who receive training are more likely to be successful in achieving sales goals. Training can provide salespeople with the knowledge and skills they.

Panagopoulos, N.G., & Avlonitis, G.J. (2018). Performance implications of sales strategy: The moderating effects of leadership and environment. *International Journal of Research in Marketing*. In general, the literature has established that sales performance is driven by a combination of factors, including salesperson characteristics, sales process, and external environment.

Salesperson characteristics are often identified as a major contributor to sales performance.

J.Ijresmar.& Avlonitis, G.J. (2018). Sales force control systems: A review of measurement practices and proposed scale refinements. *Journal of Personal Selling & Sales Management*. Studies have found that salesperson characteristics, such as experience, prior success, motivation, and personality, have a significant impact on performance. Moreover, salesperson characteristics such as personality, communication, and sales skills have been found to be especially important for sales performance.

Pappas, J.M., & Flaherty, K.E. (2019). The effect of trust on customer contact personnel strategic behavior and sales performance in a service environment. *Journal of Business Research*. The sales process also plays an important role in sales performance. Studies have found that sales process elements such as sales strategy, customer segmentation, and pricing all influence sales performance.

Pettijohn, C., Pettijohn, L.S., Taylor, A.J., & Keillor, B.D. (2019). Are performance appraisals a bureaucratic exercise or can they be used to enhance sales-force satisfaction and commitment? *Psychology & Marketing*. Additionally, studies have found that sales force automation, sales force training, and customer relationship management can improve sales performance.

Piercy, N.F., Cravens, D.W., & Lane, N. (2020). Sales manager behavior-based control and salesperson performance: The effects of manager control competencies and organizational citizenship behavior. *The Journal of Marketing Theory and Practice*. Finally, the external environment can influence sales performance. Studies have found that economic conditions, competitive environment, and market dynamics

Piercy, N.F., Cravens, D.W., & Lane, N. (2020). Sales management control level and competencies: Antecedents and consequences. *Industrial Marketing Management*. on sales performance. Additionally, studies have found that changes in technology can have a major impact on sales performance as well

Piercy, N.F., Cravens, D.W., Lane, N., & Vorhies, D.W. (2020). Driving organizational citizenship behaviors and salesperson in-role behavior performance: The role of management control and perceived organizational support. *Journal of the*

Academy of Marketing Science, the sales process also plays an important role in sales performance. Studies have found that sales process elements such as sales strategy, customer segmentation,

Piercy, N.F., Cravens, D.W., & Morgan, N.A. (2021). Relationships between sales management control, territory design, salesforce performance and sales organization effectiveness. *British Journal of Management*. Overall, the literature suggests that sales performance is driven by a combination of factors, including salesperson characteristics, sales process, and external environment.

Piercy, N.F., Cravens, D.W., & Morgan, N.A. (2021). Salesforce performance and behaviour-based management processes in business-to-business sales organizations. *European Journal of Marketing*. Moreover, the literature suggests that sales force automation, sales force training, and customer relationship management can improve sales performance.

Schwepker Jr, C.H., & Good, D.J. (2022). Marketing control and sales force customer orientation. *Journal of Personal Selling & Sales Management*. Spillecke, S.B., & Brettel, M. (2020). The impact of sales management controls on the entrepreneurial orientation of the sales department. *European Management Journal*.

Verano-Tacoronte, D., & Melian-Gonzalez, S. (2022). Human resources control systems and performance: the role of uncertainty and risk propensity. *International Journal of Manpower*. Implementing Changes in Marketing Strategy: The Role of Perceived Outcome- and Process-Oriented Supervisory Actions. *Journal of Marketing Research*. Sales force control: A synthesis of three theories. *Journal of Personal Selling & Sales Management*.

Moncrief (2022) quickly followed Churchill et al., interviewing salespersons and finding 10 important sales activities that produce effective sales performance. These factors are quite different from those found in previous investigations and much less concerned with personal variables as with functional roles (sales effectiveness, working with orders, channel relationships, servicing the product/account, information management, and conference attendance, training, and entertaining).

Herjanto and Gaur (2022) We define sales performance as the characteristics, activities and behaviours that contribute to higher sales and profits for the selling organisation and improve buyer–seller relationships. Although it is quite likely that some relevant research has been omitted, Google Scholar allows researchers to retrieve information from a range of databases as a result, researchers have access to wide

Zhang and Glynn (2022) Despite this significant effort, these authors claim that the existing typologies are inconsistent and far from perfect. This claim provides motivation for the present study; a meta-analysis of the sales performance literature published over the last 30 years, in an effort to generate a new salespersons' performance typology and a more complete understanding of the factors contributing to sales performance. The focus of this study, then, is to conduct a thorough review of the literature

.

CHAPTER 3

RESEARCH METHODOLOGY

3.1 METHODOLOGY

Research methods are the techniques and tools by which you research a subject or a topic. Research methodology involves the learning of various techniques to conduct research and acquiring knowledge to perform tests, experiments, surveys, and critical analysis

3.2 RESEARCH DESIGN

Descriptive research design is used in this study. Descriptive research is also called statistical research. The main goal of this type of research is to describe the data characteristics about what is being studied. The idea behind this type of research is to study frequencies, averages, and other statistical calculations. Although this research is highly accurate, it does not gather the causes behind a situation. Descriptive research is used to obtain information concerning the status of the phenomena to describe “what exists” with respect to variables or conditions in a situation.

- Statement of the problem
- Identification of information needed to solve the problem.
- Selection or development of instruments for getting the information.
- Design of procedure for information collection.
- Collection of information.
- Analysis of information

3.3 SOURCES OF DATA COLLECTION

PRIMARY DATA

- This includes designing questionnaires for collection of data through google form study, collecting data from target respondents, processing and analyzing the data and arriving at conclusions.

SECONDARY DATA

- This data is collected from the book from journals, newspapers, magazines and online information.

• 3.4 TOOLS OF ANALYSIS

PERCENTAGE ANALYSIS

- Percentage analysis is applied to create a contingency table from the frequency distribution and represent the collected data for better understanding.
- Percentage analysis was done, and the bar diagram and pie Figure were generated.

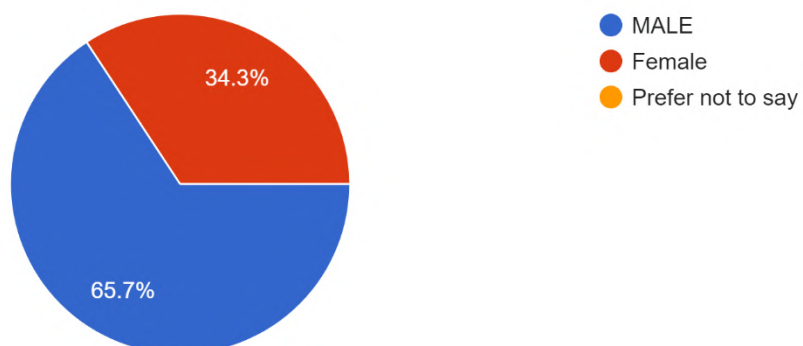
4.1 PERCENTAGE ANALYSIS AND INTERPRETATION

TABLE 4.1

Gender wise classification of the respondents.

Gender	No. of Respondents	Percentage
Male	92	65.7%
Female	48	34.3%
Prefer not to say	0	0%
Total	140	100%

CHART 4.1



INTERPRETATION

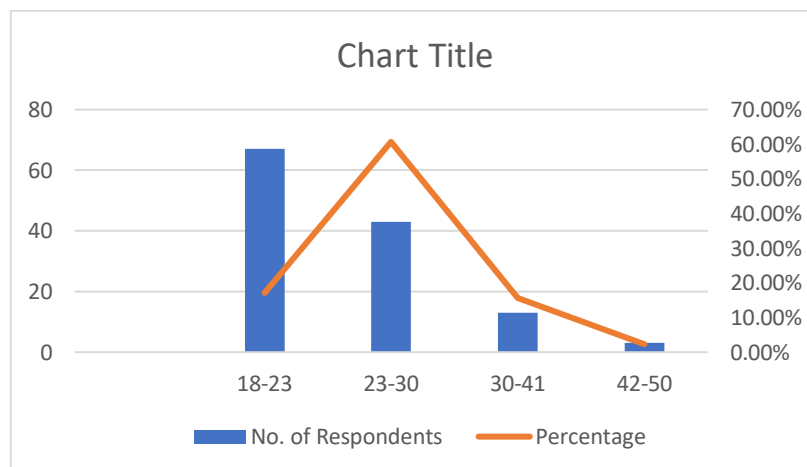
From the above data it was found that **65.7%** of respondents were Male and **34.3%** of respondents were Female.

TABLE 4.2

Age wise classification of respondents.

Age	No. of Respondents	Percentage
18-23	24	17.1%
23-30	85	60.7%
30-41	22	15.7%
42-50	9	2.3%
TOTAL	140	100%

CHART 4.2



INTERPRETATION

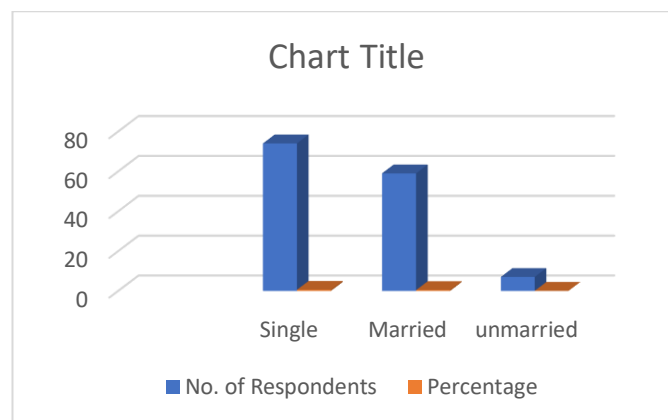
From the above data it was found that **17.1%** respondents were between the age of 18-23, 23-30 were **60.7%**, 30-41 were **15.7%**, 32-50 were **2.3%**. It is interpreted that more than half of the customers of JAI SAI STAMPINGS PVT. LTD

TABLE 4.3

Table showing the no. of customer of MARITAL STATUS

MARITAL STATUS	No. of Respondents	Percentage
Single	74	52.9%
Married	59	42.1%
unmarried	7	5%
TOTAL	140%	100%

CHART 4.3



INTERPRETATION

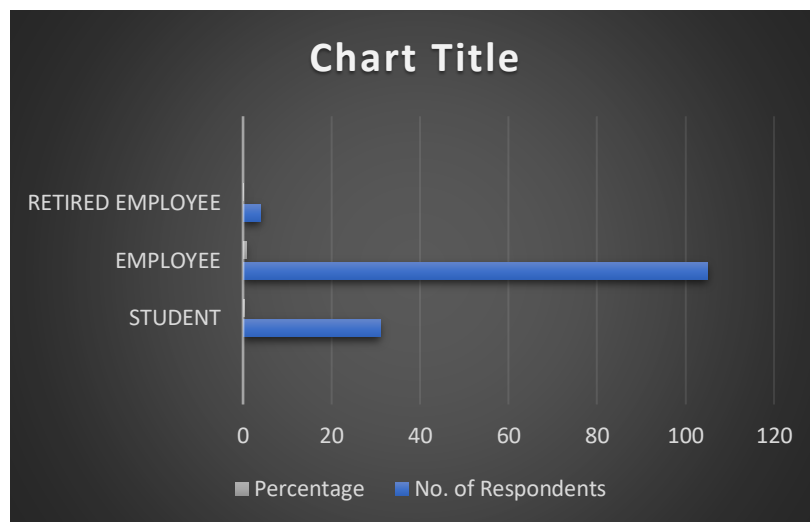
I found the majority of the single is 52.9% and the 42.1% is unmarried employees and 7% is unmarried.

TABLE 4.4

Table showing the no. of occupation

OCCUPATION	No. of Respondents	Percentage
STUDENT	31	22.1%
EMPLOYEE	105	75%
RETIRED EMPLOYEE	4	2.1%
TOTAL	140	100%

CHART 4.4



INTERPRETATION

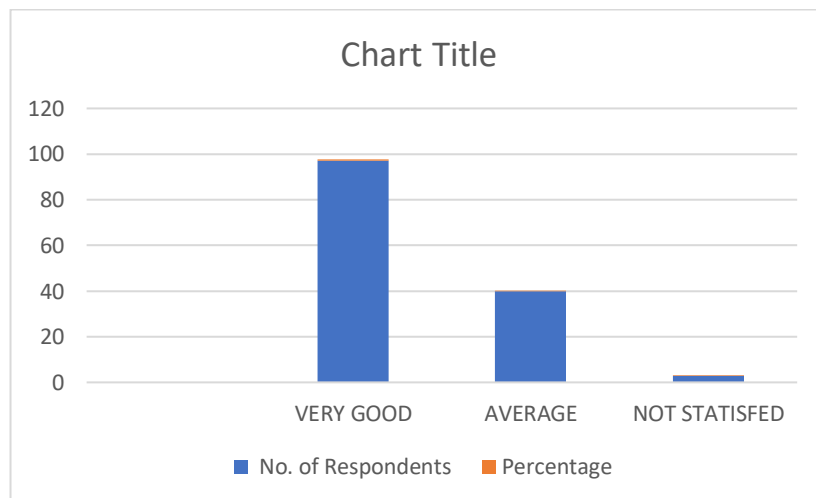
I Found the majority of employees 75% were 22.1% students and the 2.1 is retired employees found in the above chart.

TABLE 4.5

QUALITY OF THE PRODUCT

QUALITY OF THE PRODUCT	No. of Respondents	Percentage
VERY GOOD	97	69.3%
AVERAGE	40	28.6%
NOT STATISFED	3	2.1 %
TOTAL	140%	100%

CHART 4.5



INTERPRETATION

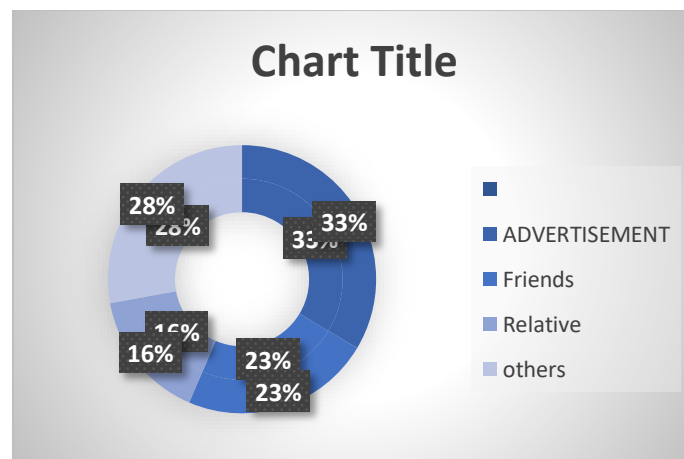
I found the majority quality of the product 69.3% and were 28.6% is the average product and 2.1% is not satisfied

TABLE 4.6

HOW YOU CAME TO KNOW ABOUT JAI SAI STAMPINGS PVT LTD PROCESS
PRODUCT

How you know the product	No. of Respondents	Percentage
ADVERTISEMENT	47	33.6%
Friends	32	22.9%
Relative	22	15.7%
others	39	27.9%
TOTAL	140	100%

CHART 4.6



INTERPRETATION

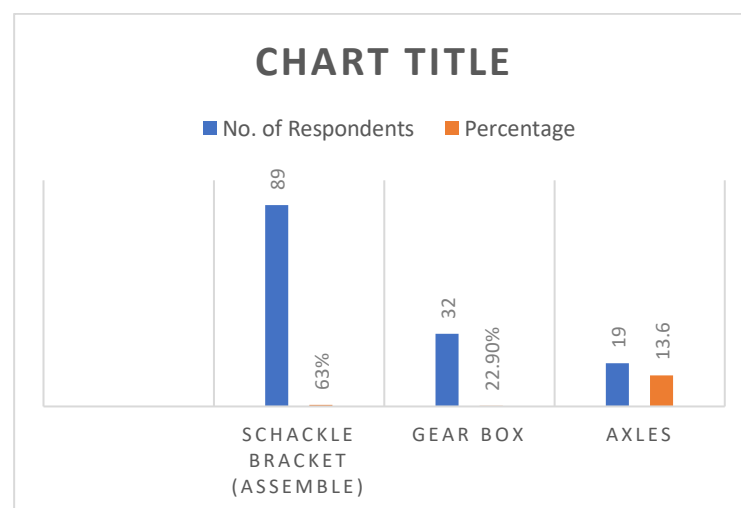
I found the majority of the person came and join the company they saw in advertisement 33.6% and were 22.9% is friends and 15.7% is relative.

TABLE 4.7

Competitors of the product

Product	No. of Respondents	Percentage
SCHACKLE BRACKET (ASSEMBLE)	89	63%
GEAR BOX	32	22.9%
AXLES	19	13.6
TOTAL	140	100%

CHART 4.7



INTERPRETATION

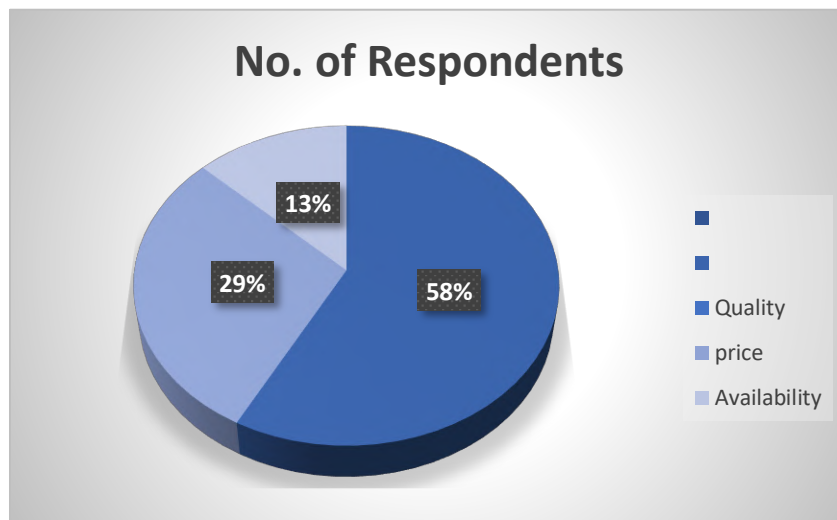
I found the majority competitors of the product is 63% were the 22.90% is gear box and 13.6% is axles using the product

TABLE 4.8

Reasons for purchasing the product

Purchasing the product	No. of Respondents	Percentage
Quality	81	57.9%
price	41	29.3%
Availability	18	12.9%
TOTAL	140	100%

CHART 4.8



INTERPRETATION

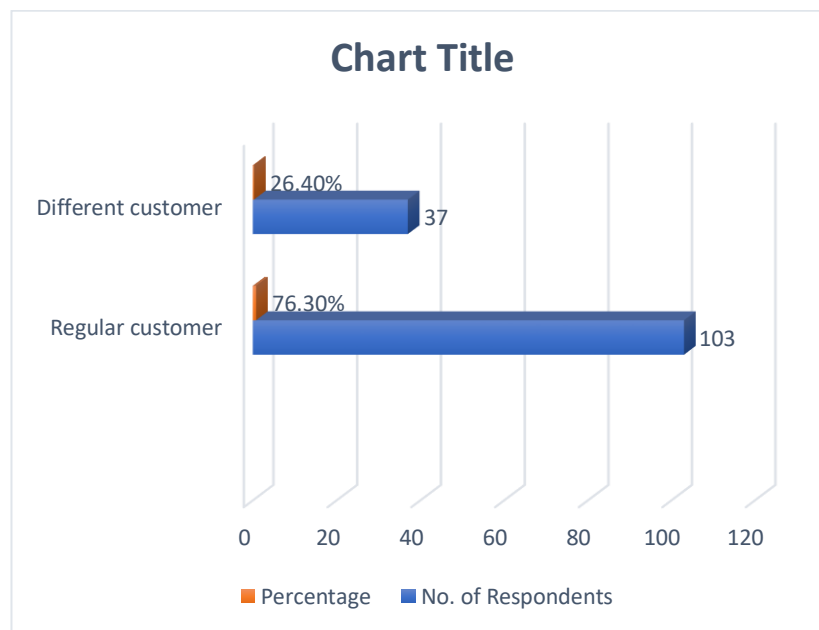
I found the majority purchasing the product is 58% were the 29% is price of the product and 13% is availability of the product in jai sai stamping pvt ltd

TABLE 4.9

Customer buying the product

Customer buying the product	No. of Respondents	Percentage
Regular customer	103	76.3%
Different customer	37	26.4%
TOTAL	140	100%

CHART 4.9



INTERPRETATION

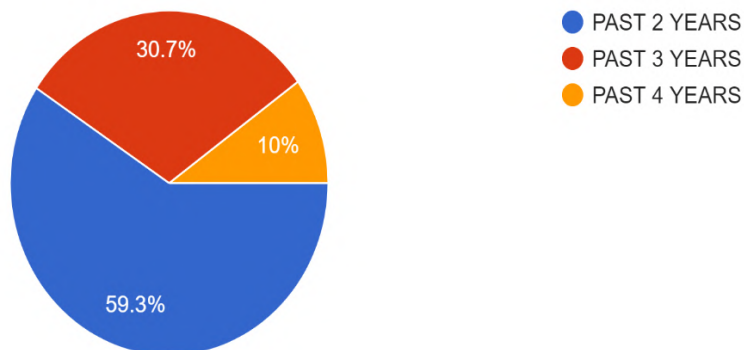
It was found that most people (76.3%) were buying the regular customer were 26.40% buying the different customer.

TABLE 4.10

How many years customer using the product

Using the product	No. of Respondents	Percentage
Past 2 years	83	59.3%
Past 3 years	43	30.7%
Past 4 years	14	10%
TOTAL	140	100%

CHART 4.10



INTERPRETATION

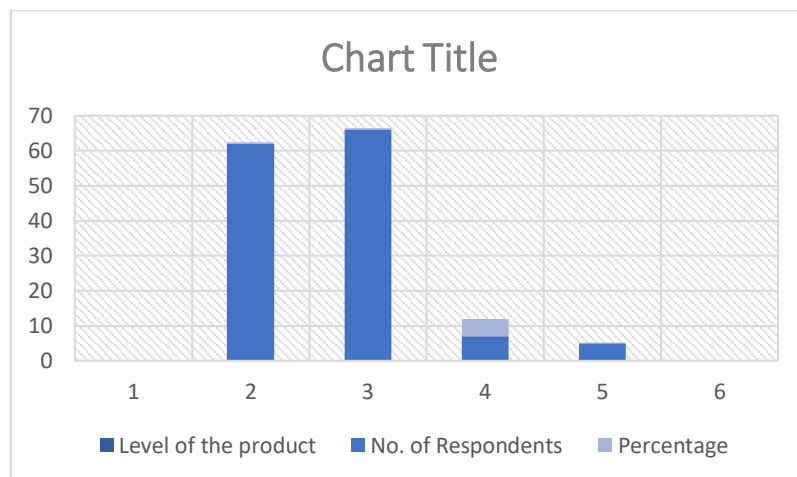
It was found that most people (59.3%) were using the product were 30.7% past 3 years using the product and finally 10% past 4 years using the product in Jai Sai stampings pvt ltd.

TABLE 4.11

Fell about price level of product

Price Level of the product	No. of Respondents	Percentage
High	62	43.3%
Medium	66	47.1%
Low	7	5
Netural	5	3.3%
TOTAL	140	100%

CHART 4.11



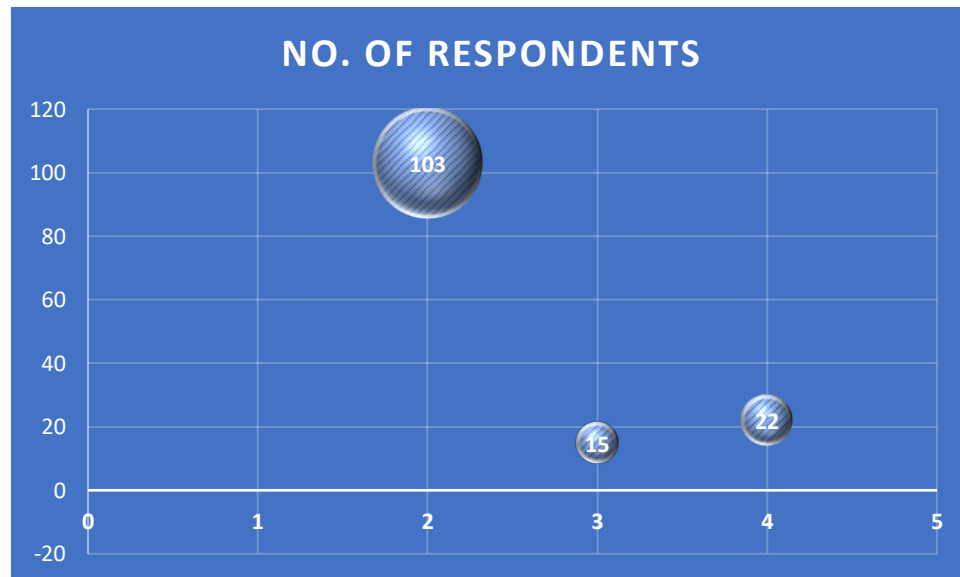
INTERPRETATION

I found maximum price level of the product is 47.1% and the lowest price is 5% in Jai Sai stampings Pvt Ltd

TABLE 4.12

PROVIDING VALUABLE WARRANTY

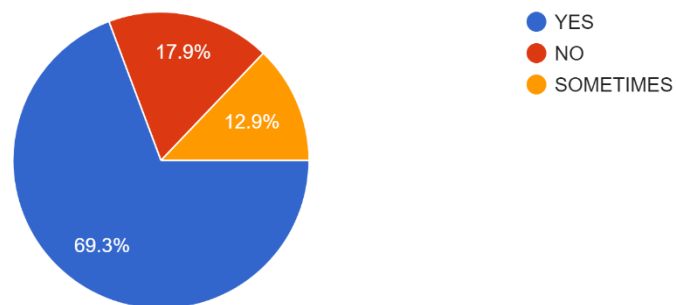
Warranty	No. of Respondents	Percentage
Yes	103	73.6%
No	15	10.7%
sometimes	22	15.7%
TOTAL	140	100%

CHART 4.12**INTERPRETATION**

Most people were satisfied with the providing warranty, nearly 73.6%, whereas 10.7% were not satisfied.

TABLE 4.13**DIFFERENT MODE OF ONLINE AND OFFLINE PAYMENT**

Online and offline payment	No. of Respondents	Percentage
Yes	97	63%
No	25	17.9%
sometimes	14	12.9%
TOTAL	140	100%

CHART 4.13**INTERPRETATION**

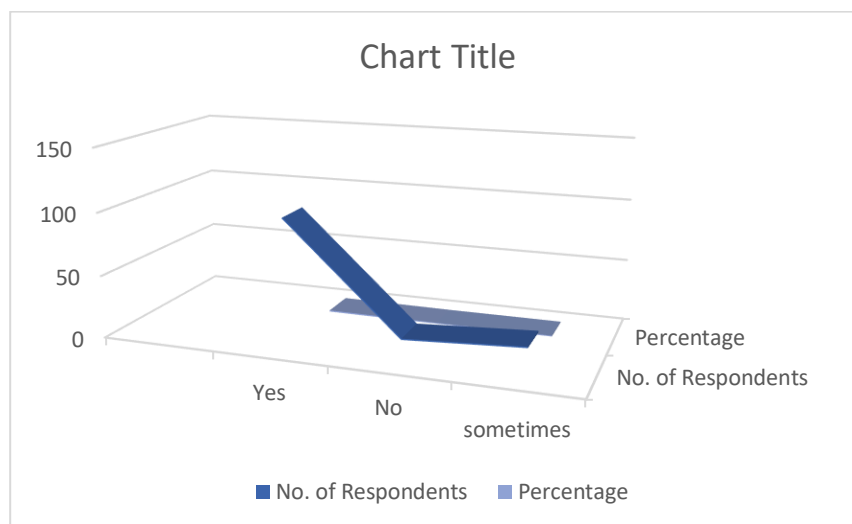
Most people were satisfied with the online payment, nearly 63%, whereas 17.9% were not satisfied.

TABLE 4.14

DELIVERY CHARGE REASONABLE

DELIVERY CHARGE	No. of Respondents	Percentage
Yes	101	72.1%
No	17	12.1%
sometimes	22	15.7%
TOTAL	140	100%

CHART 4.14



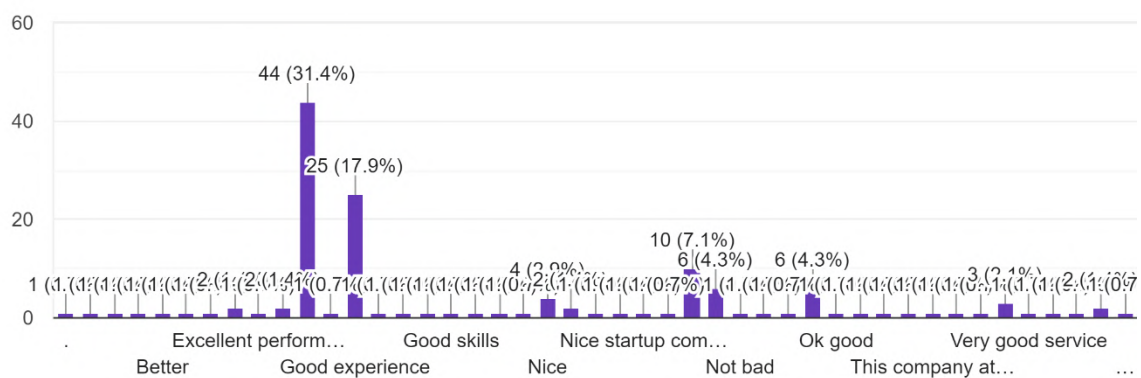
INTERPRETATION

I found majority of 101% is delivery charge is free of the company 15.7% is sometime is delivery is reasonable.

TABLE 4.15

FEW WORDS ABOUT JAI SAI STAMPINGS PVT LTD

Jai Sai stampings Pvt Ltd	No. of Respondents	Percentage
Excellent	44	31.4%
Good experience	40	30.1%
Better	30	25.6%
average	26	15.1%
TOTAL	140	100%

CHART 4.15**INTERPRETATION**

Most people were satisfied with the excellent experience, nearly 31.4%, whereas 15.1% were average experience

5.1 FINDINGS

From the questionnaire, the following points are found and noted.

- The majority (60.7%) of people who buy Jai Sai Stamping Pvt Ltd are aged between 23-30, it shows that Jai Sai Stamping Pvt Ltd is quite popular among the younger generation.
- The majority (66.7%) of people who buy Jai Sai Stamping Pvt Ltd are Male.
- The majority (52.9%) of people who are not married Jai Sai Stamping Pvt Ltd.
- The majority (75%) are working employee other are retired and trainee in Jai Sai Stamping Pvt Ltd.
- The majority (63.3%) are for buying product is quality other (28.6%) average for buying (28.6%) the product in Jai Sai Stamping Pvt Ltd.
- Advertisement proved to be the most successful promotion method for Jai Sai Stamping Pvt Ltd.
- The majority (63.6%) Competitors of the product of SCHACKLE BRACKET (ASSEMBLE) and other 23.9% is gear box.
- The majority (57.9%) Reasons for purchasing the product for quality and other (29.3%) for price and (12.9%) Availability.
- More than (73.3%) is regular customer buying the product and other (26.4%) buying the different customer.
- The majority of (59.3%) using the product in last 2 years.
- The majority of (43.3%) of level of product and the 5% giving the low rate for the product
- Most of the time (73.6%) they providing the warranty of the customer.
- The majority (63%) they buying the product in online mode and (17.9%) Buying the product in offline product
- Most of the (72.1%) delivery charge is reasonable and the (12.1%) free delivery free for any festival time buying the product
- Most of the excellent of company is (31.4%) and the good experience of (30.1%). In Jai Sai Stamping Pvt Ltd.

5.2 SUGGESTIONS

- Jai Sai Stampings Pvt Ltd should focus on ensuring on time delivery the product as promised.
- Jai Sai Stampings Pvt Ltd should try to work on making attractive designs for their future upcoming product.
- Jai Sai Stampings Pvt Ltd should consider reducing the maintenance costs of their Automobiles product, as it will keep the customers happy, contributing to the brand image of company.
- Jai Sai Stampings Pvt Ltd can work on providing good resale value to its customers.
- Jai Sai Stampings Pvt Ltd has got good some facilities and international design of product and it needs to integrate its efforts together with other departments more, specifically the marketing department.
- 360-degree marketing approach and need to follow aggressive promotional campaigns to have larger market share in the Automobiles product.
- Jai Sai Stampings Pvt Ltd should also focus on providing for the demands of the youth because the younger generation has more enthusiastic product than other age groups.

5.3 CONCLUSION

- Conducting this survey on customer satisfaction with Jai Sai Stampings Pvt Ltd showed that the company possesses a positive brand reputation and is typically well-liked by consumers. Most consumers expressed great pleasure with their Jai Sai Stampings Pvt Ltd, especially in terms of the product's quality, and overall performance.
- However, the study also revealed areas where Jai Sai Stampings Pvt Ltd can improve customer satisfaction, such as the design of its product, reducing maintenance costs, and resale value of its Automobiles. By addressing these areas, Jai Sai Stampings Pvt Ltd can increase customer satisfaction and loyalty, and further strengthen its position in the market.

- Overall, Jai Sai Stampings Pvt Ltd should continue to put requirements of its customers first by looking for feedback, upgrading the quality of its products, expanding its after-sales support, and providing Automobiles with a high resale value. By doing this, it will be able to keep its consumers' faith in the brand and achieve long-term success in the competitive automobiles Product.

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APPENDIX

"A Study on Sales Performance in Jai Sai Stamping Pvt Ltd".

1.NAME:

2.GENDER:

MALE FEMALE

3. AGE:

18 TO 22 22 TO 26 26 TO 30 30 TO 42

4. MARITAL STATUS:

SINGLE MARRIED UNMARRIED

5.OCCUPATION:

STUDENT EMPLOYEE RETIRED EMPLOYEE

6.HOW IS THE QUALITY OF ALL PRODUCTS THAT PROVIDED BY JAI SAI STAMPING PVT LTD?

- VERY GOOD
- AVERAGE
- NOT STASIFED
-

7. ARE THEY PROVIDING VALUABLE WARRANTY OFFERS TO CUSTOMERS ?

- YES
- NO

8. HOW IS THE DELIVERY SERVICES PROVIDED BY JAI SAI STAMPINGS PVT LTD ?

- GOOD
- NOT GOOD
- AVERAGE

9. IS DELIVERY CHARGE REASONABLE ?

- YES
 - NO
- SOME TIMES

10. IS DELIVERY STAFFS ARE FRIENDLY AND HELPFUL TO CUSTOMERS ?

- yes
- no

11. IS DELIVERY SERVICE TAKES HIGH TIME ?

- yes
- no
- Sometimes

11. CUSTOMER BUYING THE PRODUCT ?

- REGULAR CUSTOMER
- DIFFERENT CUSTOMER

12. FOR HOW MANY YEARS CUSTOMERS USING THE PRODUCT ?

- PAST 2 YEARS
- PAST 3 YEARS
- PAST 5 YEARS

13. JAI SAI STAMPING PVT LTD COMPANY TARGET ONE YEAR ?

- 2 CR

- 1 CR
- 3 CR

14. COMPETITORS OF THE PRODUCT IN JAI SAI STAMPINGS PVT LTD

- SCHACKLE BRACKET (ASSEMBLE)
- GEAR BOXES
- AXLES

15. QUERIES OR COMPLAINTS ARE RESOLVED WITHIN 24 HOURS ?

- YES
- NO
- SOMETIMES

16. TAX AND OTHER CHARGES ARE CLEARLY DETAILED ?

- YES
- NO
- SOMETIMES

17. IS AVAILABLE DIFFERENT MODE OF ONLINE AND OFFLINE PAYMENT ?

- YES
- NO

18. OVER ALL RANKING OF JAI SAI STAMPINGS PVT LTD ?

- 1ST
- 2ST
- 3ST

19. CUSTOMER FEEDBACK OF JAI SAI STAMPING PVT LTD ?

- 100 %
- 90%

- 50%

20. PLEASE SHARE FEW WORDS ABOUT THE JAI SAI STAMPINGS PVT LTD
