

**A STUDY ON DIFFICULTIES OF MANUFACTURING AND SUPPLY OF
MANUFACTURED PRODUCTS IN MAHALAKSHMI AQUA INDUSTRIES.**

Submitted in partial fulfillment of the requirement for the reward of

BACHELOR OF BUSINESS ADMINISTRATION

By

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39280048**



**BACHELOR 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**

**Jeppiaar Nagar, RAJIV GANDHI SALAI, CHENNAI - 600119
MARCH 2022**



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BONAFIDE CERTIFICATE

This is to certify that this Project Report is the bonafide work of
AVANTHIKA R (39280048) who has done the Project work entitled **A STUDY
ON DIFFICULTIES OF MANUFACTURING AND SUPPLY OF
MANUFACTURED PRODUCTS IN MAHALAKSHMI AQUA INDUSTRIES**
under my

supervision from December 2021 to March 2022.

Internal Guide

External Guide

Dean, School of Business Administration

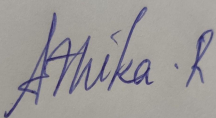
Submitted for Viva voce Examination held on _____

DECLARATION

I am **AVANTHIKA R(39280048)**. Hereby declare that the Project Report entitled “**A STUDY ON DIFFICULTIES OF MANUFACTURING AND SUPPLY OF MANUFACTURED PRODUCTS IN MAHALAKSHMI AQUA INDUSTRIES**” done by me under the guidance of **DR. GANANATH KHILLA**, School of Business Administration is submitted in partial fulfillment of the requirements for the award of BACHELORS OF BUSINESS ADMINISTRATION degree.

DATE:

PLACE: CHENNAI

A rectangular box containing a handwritten signature in blue ink. The signature appears to be 'Athika R'.

ACKNOWLEDGEMENT

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

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I would like to express my sincere and deep sense of gratitude to my Project Guide **DR N. GANANATH KHILLA** , Assistant Professor of the Department, School of Management for his valuable guidance, suggestions and constant encouragement paved the way for the successful completion of my project work.

I wish to express my thanks to all Teaching and Non-teaching staff members of the School of Business Administration who were helpful in many ways for the completion of the project.

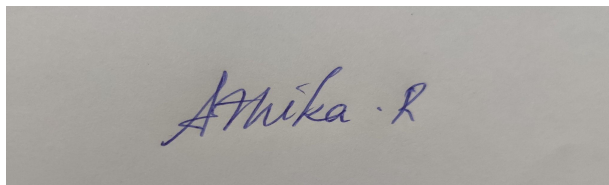
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TABLE OF CONTENTS

CHAPTER NO.	TITLE	PAGE NO.
	ABSTRACT	
	LIST OF TABLES	
	LIST OF CHARTS	
	LIST OF ABBREVIATIONS	
1	INTRODUCTION	
	1.1 Introduction	
	1.2 Industry profile	
	1.3 Company profile	
	1.4 Statement of problem	
	1.5 Objectives of the study	
	1.6 Need for the study	
	1.7 Scope of the study	
2	LITERATURE SURVEY	
	2.1 Literature Survey	
3	RESEARCH METHODOLOGY	
	3.1 Need for study	
	3.2 Scope and significance of study	

	3.3 Objectives of study	
	3.4 Research design	
	3.5 Sources of data	
	3.6 Structure of questionnaire	
	3.7 Sampling technique	
	3.8 Period of study	
	3.9 Structure of questionnaire	
	3.10 Analytical tools	
	3.11 Limitations of the study	
	3.12 Hypothesis	
4	DATA ANALYSIS AND INTERPRETATION	
	4.1 Percentage analysis	
	4.2 Chi square	
5	FINDINGS, SUGGESTIONS AND CONCLUSION	
	5.1 Findings of the Study	
	5.2 Suggestions and recommendations	
6	CONCLUSION	
	6.1 Conclusion and summary	
	REFERENCES	
	BIBLIOGRAPHY	
	APPENDIX – I (Questionnaire)	

ABSTRACT

Mineral water plays a more and more important role in daily life. Generally, the consumption of mineral water is constantly increasing in the world, especially in developed countries, where the environment is well protected and people require water of high quality. The important roles of mineral water follow from the presence of many valuable useful elements in it such as magnesium, potassium, calcium, and so on. Spring mineral water might have the properties favorable to health, which should be assessed by clinical and pharmacological analyses. Efforts have recently been made to approach the study of the validity of spring mineral water curative therapies by advanced biochemical research on both animal models and humans. Owing to the paramount interest and the growing recent use of drinking mineral waters, a need for a rigorous scientific approach arises. The therapeutic action of drinking mineral waters has been demonstrated to have important biochemical implications.

LIST OF TABLES

TABLE	PARTICULARS	PAGE NO
4.1.1	Name (optional)	
4.1.2	What is your age?	
4.1.3	What is your gender?	
4.1.4	Occupation	
4.1.5	Marital status	
4.1.6	Do you order mineral water cans?	
4.1.7	How often do you order canned water?	
4.1.8	Which sized water can you order?	
4.1.9	In General, how do you prefer to buy mineral water?	
4.1.10	What is the approximate money you spend on mineral water?	
4.1.11	How do you feel about the delivery?	
4.1.12	Do you feel the packages are safe?	
4.1.13	Do you prefer eco-friendly packaging?	
4.1.14	Which one do you prefer for packaging?	
4.1.15	Do you prefer contactless delivery?	
4.1.16	Do you prefer online order and delivery facilities?	

4.1.17	Do you think the price of the product is high?	
4.1.18	Do you prefer cash on delivery for the product?	
4.1.19	Do you think the delivery charges are high?	
4.1.20	Do you prefer free delivery?	
4.1.21	Do you compare them with other brands' products?	

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4.1.14	Which one do you prefer for packaging?	
4.1.15	Do you prefer contactless delivery?	

4.1.16	Do you prefer online order and delivery facilities?	
4.1.17	Do you think the price of the product is high?	
4.1.18	Do you prefer cash on delivery for the product?	
4.1.19	Do you think the delivery charges are high?	
4.1.20	Do you prefer free delivery?	
4.1.21	Do you compare them with other brands' products?	

CHAPTER 1

INTRODUCTION

1.1 INTRODUCTION

Manufacturing supply networks are complex dynamic networks that play a crucial role in the economy. Nevertheless, there are so far only few studies that apply modern tools of network science and dynamical system theory to the analysis of these networks. Here, we provide a brief introduction to these types of networks highlighting their basic organization, current challenges, and selected previous work. The term manufacturing refers to the processing of raw materials or parts into finished goods through the use of tools, human labor, machinery, and chemical processing.

Manufacturing allows businesses to sell finished products at a higher cost than the value of the raw materials used. Large-scale manufacturing allows for goods to be mass-produced using assembly line processes and advanced technologies as core assets. Efficient manufacturing techniques enable manufacturers to take advantage of economies of scale, producing more units at a lower cost.

A supply chain is a network between a company and its suppliers to produce and distribute a specific product to the final buyer. This network includes different activities, people, entities, information, and resources. The supply chain also represents the steps it takes to get the product or service from its original state to the customer.

1.2 INDUSTRY PROFILE

About the Manufacturing sector. The manufacturing sector is part of the goods-producing industries supersector group. The Manufacturing sector comprises establishments engaged in the mechanical, physical, or chemical transformation of materials, substances, or components into new products.

The industrial manufacturing industry is responsible for the fabrication of products intended for industrial use from raw materials; it is the output of this industry which has made further mass manufacturing possible in most other industries.

Reverse Osmosis / RO is a technology used to remove dissolved solids and impurities from water using a semi-permeable RO membrane which allows the passage of water but leaves the majority of dissolved solids and other contaminants behind.

Reverse Osmosis works by using a high pressure pump to increase the pressure on the salt side of the RO and force the water across the semipermeable RO membrane, leaving almost all (around 95% to 99%) of dissolved salts behind in the reject stream.

Reverse Osmosis (RO) works by reversing the principle of osmosis, the natural tendency of water with dissolved salts to flow through a membrane from lower to higher salt concentration. This process is found throughout nature. Plants use it to absorb water and nutrients from the soil.

1.3 COMPANY PROFILE

Mahalakshmi Aqua Industries is an Indian aqua water manufacturing company which supplies mineral water in various package sizes according to the consumption of the customer and to various industries. It was started in the year 2004 in Chennai, Tamil nadu. Both the headquarters and the plant location is located in Chennai. The main objective of this company is to provide processed mineral water to supply various locations in ease of customer needs and required quantity of the product. They supply both residential and commercial purposes to the customer. They totally have three manufacturing units. The company supplies all over the nation which holds a huge market and profit margin nationally.

Manufacturing is the creation or production of goods with the help of equipment, labor, machines, tools, and chemical or biological processing or formulation. It is the essence of the secondary sector of the economy. These materials are then modified through manufacturing processes to become the required part. Supply Chain Management can be defined as the management of flow of products and services, which begins from the origin of products and ends at the product's consumption. It also comprises movement and storage of raw materials that are involved in work in progress, inventory and fully furnished goods. Manufacturing can be defined as an activity which, utilizing a variety of capabilities, adds value to a material, thereby making possible different uses of that material. As manufacturing industries developed, their products and processes became more complex.

1.4 STATEMENT OF PROBLEM

- Difficulties in manufacturing of products due to COVID-19 lockdown regarding lack of employees working in the plant location
- Difficulties in supply of the manufactured products due to COVID-19 travel and transportation restrictions

1.5 OBJECTIVES OF THE STUDY

- To study and identify the causes of manufacturing in the production industry.
- To study and identify the causes of the supply process.
- To study about methods adopted by the organization to overcome these causes.
- To study the scope of this organization in order to improve this issue.

1.6 NEED FOR THE STUDY

- A **degree in Manufacturing & Production Engineering** equips you with the skills required by a large number of industries. All items that are manufactured benefit from guidance from a professional from this subject area whether that be in aqua, aerospace, biomedical or green energy production.
- Studying supply chain management empowers you to keep the wheels turning smoothly -- both in everyday situations and in times of crisis. Whatever your relationship to the supply chain, gaining a better understanding of the flow of production and distribution.

1.7 SCOPE OF THE STUDY

- Thus Supply Chain Management includes **managing supply and demand, sourcing raw materials and parts, manufacturing and assembly, warehousing and inventory tracking, order entry and order management, distribution across all channels**, and delivery to the customer.
- Manufacturing services are **industrial activities that serve others**. In these activities the basic materials are supplied by others while the processor only conducts the processing and receives payment or goods as a compensation, for example a rice mill which grinds the farmer's rice receives profit share

CHAPTER 2

REVIEW OF LITERATURE

2.1 REVIEW OF LITERATURE

- **According to Jovane (2008)**, Manufacturing is a global business that was started during the industrial revolution in the late 19th century to cater for the large-scale production of products. Since then, the manufacturing business has changed tremendously through the innovations of technology, processes, materials, communication and transportation.
- **According to Chryssolouris (2008)**, the major challenge of manufacturing is to produce more products with less material, less energy and less labor involvement.
- **According to Thun 2008**, In order to face these challenges, manufacturing companies must have strategy and competitive priority in order for them to compete in a dynamic market.
- **According to Skinner (2007)**, “a manufacturing strategy is a set of manufacturing policies designed to maximize

performance among trade-offs among success criteria to meet the manufacturing task determined by a corporate strategy”.

- **According to paiva (2008)**, It is the responsibility of the top management of the company to ensure that there is a coherent manufacturing strategy and policies derived from internal and external sources of information to support the whole company’s mission.
- **According to Miltenburg (2008)**, a competitive strength of a company is based on the structural and infrastructural readiness. There are four structural areas that comprise capacity, facilities, technology, and sourcing. The infrastructural areas are workforce, quality, production planning, and organization.
- **According to Swink et al. (2007)**, the company must have a specific and strategic goal based on the individual competitive strength, in order to compete in the marketplace.
- **According to Balakrishnan et al. (2007)**, the global competitiveness of economic manufacturing requires high quality products and low prices.
- **According to Kost and Zdanowicz (2005)**, This is due to dynamic competition among the manufacturers to

secure their customers. As a result, the demand for high quality, low cost and on time delivery has increased product variety.

- **According to Amoako-Gyampah and Acquah (2008)**, quality strategy plays an important role in capturing customer satisfaction that can potentially lead to increased sales growth and market share. They also added that, a company which develops a strategy to achieve volume and mix flexibility while keeping low costs and high quality will be able to react faster to market demands and finally achieve higher performance.
- **According to karim (2009)**, revealed that product quality and reliability has become the main competitive factor in the global trend.
- **According to Stewart (2010)**, too much growth in demand also takes focus away from quality with results of defects in finished products, such as the case for Toyota Motor with resulting tremendous costs (financial and reputation) for the company.
- **Koh et al (2007)** states that SCM's practices involve a set of activities undertaken by an organization to promote effective management of their supply chain. Tutuncu and Kucukusta (2008) go beyond that and state that SCM leads to changes in the structure of the organization by

integrating internal functions and linking these with the external operation of suppliers, customers and other stakeholders of the supply chain.

- **According to Prajogo and Olhager (2012).** Due to the globalization and specialization of the firm, supply chain integration has become one of the most important fields of study as the performance.
- **According to Zaman and Ahsan (2014),** Lean is applicable in many supply chains, particularly those seeking to improve performance by reducing waste. Cost competitive supply chains can benefit from utilizing lean to remove waste and reduce costs. The lean supply chain can mitigate the lack of coordination between performance measures and lean tools and techniques.
- **According to Lee & Corey,** SCM consists of the integration activities taking place among a network of facilities that procure raw material, transform them into intermediate goods and then final products, & deliver products to customers through a distribution system.
- **According to Christopher,** defined the supply chain as the network of organizations that are involved, through upstream and downstream linkages, in the different processes and activities that produce value in the form of products and services in the hands of the customer.

CHAPTER 3

RESEARCH METHODOLOGY

3.1 NEED FOR STUDY

- **A degree in Manufacturing & Production Engineering** equips you with the skills required by a large number of industries. All items that are manufactured benefit from guidance from a professional from this subject area whether that be in aqua, aerospace, biomedical or green energy production.
- Studying supply chain management empowers you to keep the wheels turning smoothly -- both in everyday situations and in times of crisis. Whatever your relationship to the supply chain, gaining a better understanding of the flow of production and distribution.

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- To study about methods adopted by the organization to overcome these causes.
- To study the scope of this organization in order to improve this issue

3.4 RESEARCH DESIGN

3.4.1 Descriptive Research Design

Descriptive research is a study designed to depict the participants in an accurate way. More simply put, descriptive research is all about describing people who take part in the study.

3.5 SOURCES OF DATA

Data collection is the term used to describe a process of preparing and collecting data.

Primary Data – Questionnaire given to 200 respondents

Secondary Data - Websites and online journals, Published reports & Review of literature from published articles.

3.6 STRUCTURE OF QUESTIONNAIRE

Questionnaire was divided into two sections. First part was designed to know the general information about customers and the second part contained the **respondent's opinions about customer's satisfaction.**

3.7 SAMPLING TECHNIQUE

3.7.1 Convenience sampling method

A convenience sample is one of the main types of non-probability sampling methods. A convenience sample is made up of people who are easy to reach.

3.8 PERIOD OF STUDY

The duration of study is from January 2021 to March 2021 which is a three months of study

3.9 STRUCTURE OF QUESTIONNAIRE

Questionnaire was divided into two sections. First part was designed to know the general information about customers and the second part contained the respondent's opinions about customer's satisfaction.

3.10 ANALYTICAL TOOLS

1. Percentage analysis

Research questions are always answered with a descriptive statistic: generally either percentage or mean. Percentage is appropriate when it is important to know how many of the participants gave a particular answer. Generally, percentage is reported when the responses have discrete Categories.

2. Bar graphs

It is a chart or graph that presents categorical data with rectangular bars with heights or lengths proportional to the values that they represent. The bars can be plotted vertically or horizontally. A vertical bar chart is sometimes called a column chart.

A bar graph shows comparisons among discrete categories. One axis of the chart shows the specific categories being compared, and the other axis represents a measured value. Some bar graphs present bars clustered in groups of more than one, showing the values of more than one measured variable.

3. Pie charts

A pie chart is a circular statistical graphic, which is divided into slices to illustrate numerical proportion. In a pie chart, the arc length of each slice is proportional to the quantity it represents. While it is named for its resemblance to a pie which has been sliced, there are variations on the way it can be presented.

3.11 LIMITATIONS OF THE STUDY

The study is confined to Chennai district only.

- The number of respondents is limited to 100.
- The findings and suggestions are based on the information given by the respondents.
- In some cases, participants refused to fill the questionnaire.
- The lack of resources led to Convenience sampling.
- The data collected for the research is fully on primary data given by the respondents.
- There is a chance for personal bias. So the accuracy is not true.

3.12 HYPOTHESIS

Since the market has various products from different companies, the brand should be capable enough to provide a good service in order to maintain a good profit margin. Hence the company should adapt a few rules and regulations to play a good role in the marketplace. This includes improvement in quality and competition of the product.

- The company should make sure that their product is good enough to compete in the huge market.
- The best quality should be provided in order to gain customer satisfaction.
- It is very important to deliver the product on time and safely.

CHAPTER 4

DATA ANALYSIS AND INTERPRETATIONS

4.1 PERCENTAGE ANALYSIS

Table 4.1.1 Age of the respondents

S.NO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
1	Below 18	1	0.9%
2	18-30	51	48.2%
3	30-40	22	20.8%
4	40-50	31	29.2%
5	50 and above	1	0.9%
TOTAL		106	100.00%

Source: Primary Data

Interpretation

From the above table it is interpreted that the number of respondents Below 18 age of respondents is 1%, between 18-30 age of respondents are 51%, between 30-40 age of respondents 22%, between 40-50 age of respondents are 31%, 50 and above age of respondents is 1%.

Inference

Majority (51%) of the respondents are aged between 18 to 30 years.

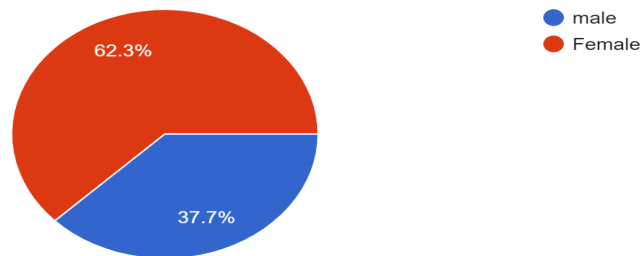
Table 4.1.2 Gender of the respondents

S.NO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
1	Male	40	37.7%
2	Female	66	62.3%
TOTAL		106	100.00%

Source: Primary Data

Fig: 4.1.2: Gender of the respondents

what is your gender?
106 responses



Interpretation

From the above table it is interpreted that the number of male respondents is 37.7% and female respondents is 62.3%.

Inference

Majority (62.3%) of the respondents are Female.

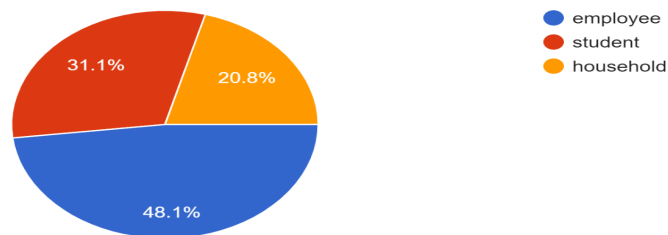
Table 4.1.3 Occupation of the respondents

S.NO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
1	Employee	51	48.1%
2	Student	33	31.1%
3	Household	22	20.8%
TOTAL		106	100.00%

Source: Primary Data

Fig 4.1.3 Occupation of the respondents

occupation
106 responses



Interpretation

From the above table it is interpreted that the number of respondents were 48.01% are Employees, 31.1% are students, 20.08% are households.

Inference

Majority (48.01%) of the respondents are Employees.

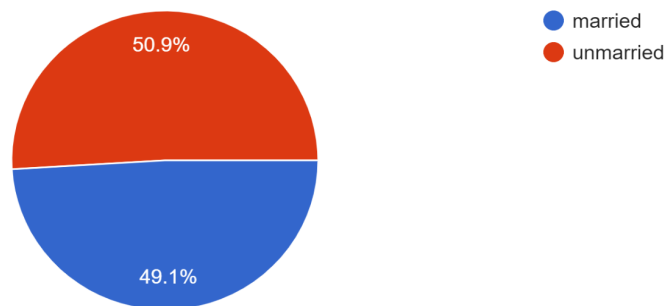
Table 4.1.4: Marital status of the respondents

S.NO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
1	Married	52	49.01%
2	Unmarried	54	50.09%
TOTAL		106	100.00%

Source: Primary Data

Fig: 4.1.4: Marital status of the respondents

Marital status
106 responses



Interpretation

From the above table it is interpreted that the number of respondents were 50.09% in Unmarried, 49.01% in married

Inference

Majority (50.09%) of the respondents are unmarried.

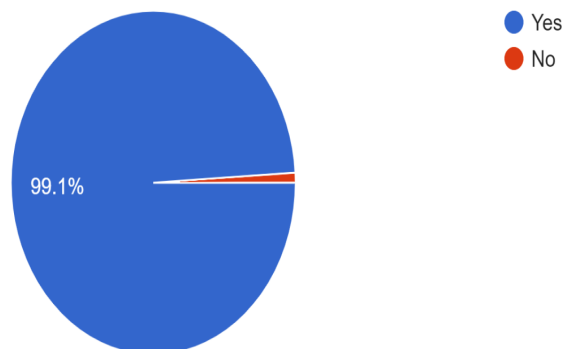
Table 4.1.5: Do you order mineral water cans?

S.NO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
1	Yes	105	99.1%
2	No	1	0.9%
TOTAL		106	100.00%

Source: Primary Data

Fig 4.1.5 Do you order mineral water cans?

Do you order mineral water can?
106 responses



Interpretation

From the above table it is interpreted that the number of respondents who said yes is 99.1%, and 0.9% said no.

Inference

Majority (99.1%) of the respondents said yes.

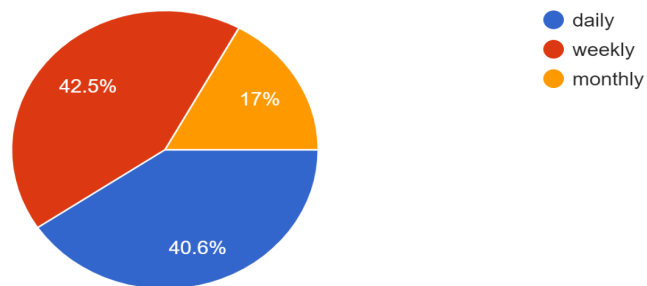
Table 4.1.6: How often do you order canned water?

S.NO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
1	Daily	43	40.6%
2	Weekly	45	42.5%
3	Monthly	18	17%
TOTAL		106	100.00

Source: Primary Data

Fig 4.1.6: How often do you order canned water?

How often you order canned water?
106 responses



Interpretation

From the above table it is interpreted that the number of respondents were 42.5% weekly, 40.6% daily, and 17% monthly, often ordering canned water.

Inference

Majority (42.5%%) of the respondents order canned water weekly.

Table 4.1.7: Which sized water can you order?

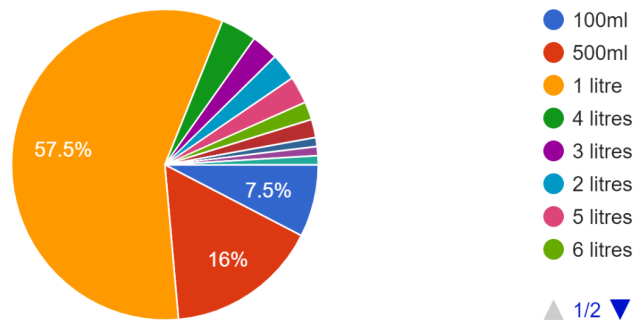
S.NO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
1	100ml	8	7.5%
2	500ml	17	16%
3	1L	61	57.5%
4	2L	3	2.8%
5	3L	3	2.8%
6	4L	4	3.8%
7	5L	3	2.8%
8	6L	2	1.9%
TOTAL		106	100.00%

Source: Primary Data

Fig 4.1.7: Which sized water can you order?

Which sized water can do you order?

106 responses



Interpretation

From the above table it is interpreted that the number of respondents buy canned water in various quantities where 7.5% buys 100ml , 16% buys 500ml, 57.5% buys 1L , 2.8% buys 2L, 2.8% buys 3L, 3.8% buys 4L , 2.8% buys 5L, and 1.9% buys 6L.

Inference

Majority (57.5%) of the respondents buy 1L.

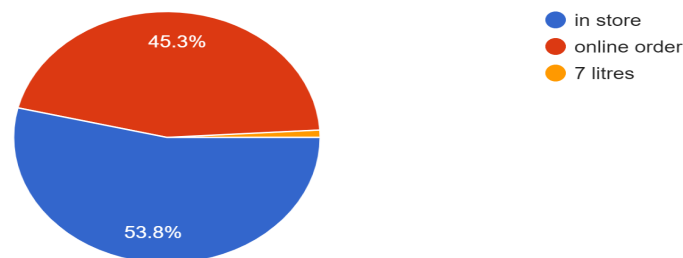
Table 4.1.8: How do you prefer to buy mineral water?

S.NO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
1	Online	48	45.3
2	In store	57	53.8
3	Others	1	0.9
TOTAL		106	100.00

Source: Primary Data

Fig 4.1.8 How do you prefer to buy mineral water ?

In General, how do you prefer to buy mineral water?
106 responses



Interpretation

From the above table it is interpreted that the number of respondents who prefer to buy from online are 45.3%, offline are 53.8% and others are 0.9%.

Inference

Majority (42.5%) of the respondents order canned water weekly.

Table 4.1.9: What is the approximate money you spend on mineral water per month?

S.NO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
1	< 150	8	7.5%
2	< 250	23	21.7%
3	< 500	26	24.5%
4	More than 500	46	43.4%
5	700	1	0.9%
6	1500	1	0.9%
7	1700	1	0.9%
TOTAL		106	100.00

Source: Primary Data

Fig 4.1.9: What is the approximate money you spend on mineral water per month?

What is the approximate money you spend on mineral water?
106 responses

Interpretation

From the above table it is interpreted that the number of respondents who spend less than 150 are 7.5%, less than 250 are 21.7%, less than 500 are 24.5%, more than 500 are 43.4%, 700 are 0.9%, 1500 are 0.9%, and 1700 are 0.9.

Inference

Majority (43.4%) of the respondents spend more than 500 per month.

Majority (24.5%) of the respondents spend less than 500 per month.

Majority (21.7%) of the respondents spend less than 250 per month.

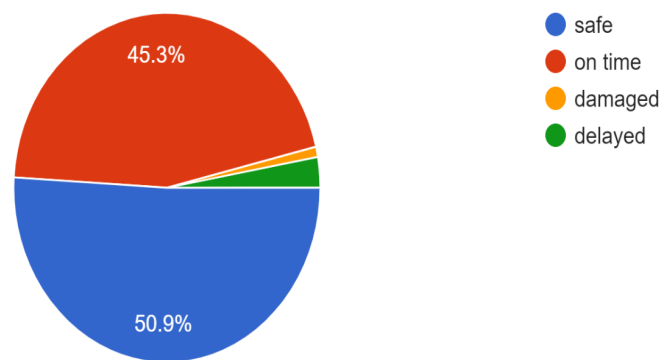
Table 4.1.10 How do you feel about the delivery?

S.NO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
1	Safe	54	50.9%
2	On time	48	45.3%
3	Delayed	3	2.8%
4	Damage	1	0.9%
TOTAL		106	100.00

Source: Primary Data

Fig 4.1.10 How do you feel about the delivery?

How do you feel about the delivery?
106 responses



Interpretation

From the above table it is interpreted that the number of respondents who felt the delivery is safe is 50.9%, on time is 45.3%, delayed is 2.8%, and damaged is 0.9%

Inference

Majority (50.9%) of the respondents felt that the delivery was safe.

Majority (45.3%) of the respondents felt that the delivery was on time.

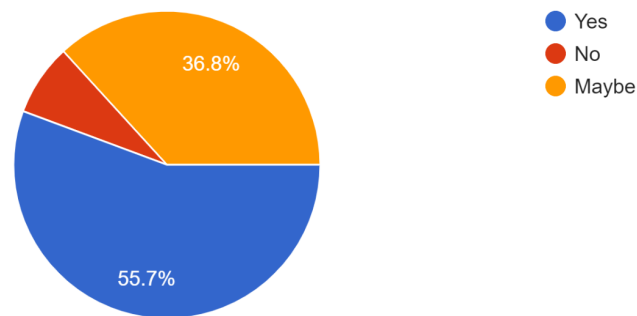
Table 4.1.11 Do you feel the packages are safe?

S.NO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
1	Yes	59	55.7%
2	No	8	7.5%
3	Maybe	39	36.8%
TOTAL		106	100.00

Source: Primary Data

Fig 4.1.11 Do you feel the packages are safe?

Do you feel the packages are safe?
106 responses



Interpretation

From the above table it is interpreted that the number of respondents who felt the packages are safe , 55.7% said yes, 36.8% said maybe, and 7.5% said no.

Inference

Majority (55.7%) of the respondents felt that the packages were safe.

Majority (36.8%) of the respondents felt that the packages were not safe.

Table 4.1.12 Do you prefer eco-friendly packaging?

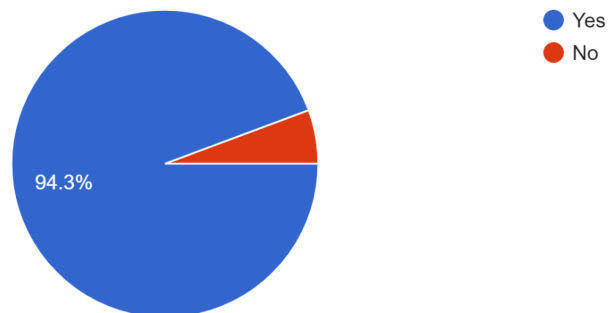
S.NO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
1	Yes	100	94.3%
2	No	6	5.7%
TOTAL		106	100.00

Source: Primary Data

Fig 4.1.12 Do you prefer eco-friendly packaging?

Do you prefer eco-friendly packaging?

106 responses



Interpretation

From the above table it is interpreted that the number of respondents who preferred eco-friendly packages are 94.3% and 5.7% did not prefer

Inference

Majority (94.3%) of the respondents prefer eco-friendly packages.

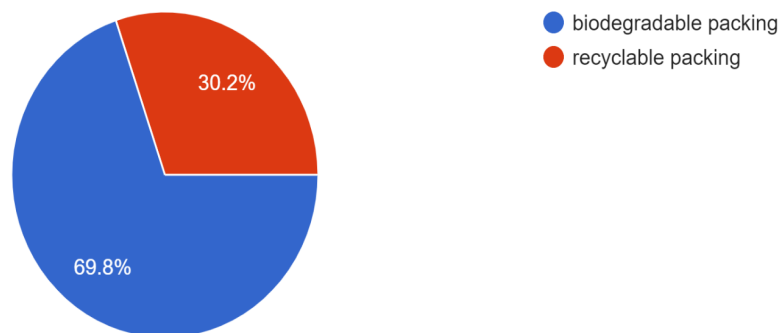
Table 4.1.13 Which one do you prefer for packaging?

S.NO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
1	Biodegradable	74	69.8%
2	Recyclable	32	30.2%
TOTAL		106	100.00

Source: Primary Data

Fig 4.1.13 Which one do you prefer for packaging?

Which one do you prefer for packaging?
106 responses



Interpretation

From the above table it is interpreted that the number of respondents who preferred biodegradable packing are 69.8% and recyclable packing are 30.2% .

Inference

Majority (69.8%) of the respondents prefer biodegradable packaging.

Majority (30.2%) of the respondents prefer recyclable packaging.

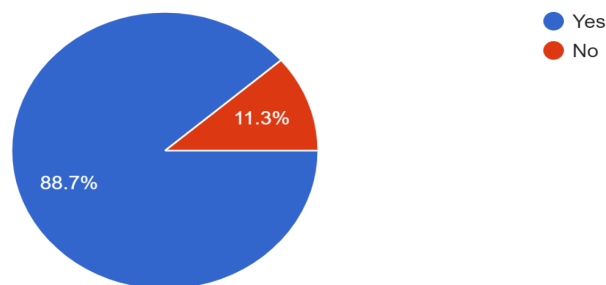
Table 4.1.14 Do you prefer contactless delivery?

S.NO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
1	Yes	94	88.7%
2	No	12	11.3%
TOTAL		106	100.00

Source: Primary Data

Fig 4.1.14 Do you prefer contactless delivery?

Do you prefer contactless delivery?
106 responses



Interpretation

From the above table it is interpreted that the number of respondents who preferred contactless delivery were 88.7% , and who don't were 11.3%.

Inference

Majority (88.7%) of the respondents preferred contactless delivery.

Table 4.1.15 Do you prefer online order and delivery facility?

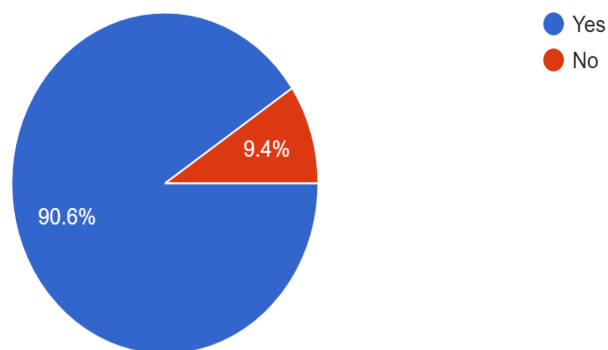
S.NO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
1	Yes	96	90.6%
2	No	10	9.4%
TOTAL		106	100.00

Source: Primary Data

Fig 4.1.15 Do you prefer online order and delivery facility?

Do you prefer online order and delivery facility?.

106 responses



Interpretation

From the above table it is interpreted that the number of respondents who prefer online order and delivery is 90.6% and who don't is 9.4%.

Inference

Majority (90.6%) of the respondents preferred online order and delivery.

Table 4.1.16 Do you think the price of the product is high?

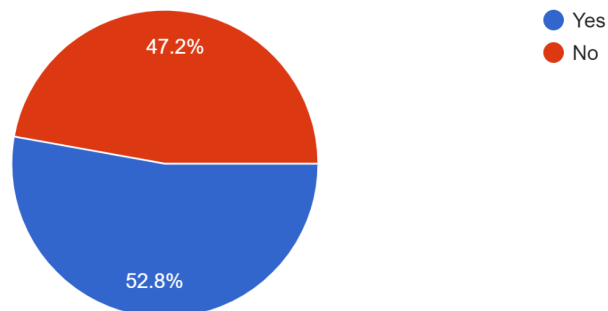
S.NO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
1	Yes	56	52.8%
2	No	50	47.2%
TOTAL		106	100.00

Source: Primary Data

Fig 4.1.16 Do you think the price of the product is high?

Do you think the price of the product is high?

106 responses



Interpretation

From the above table it is interpreted that the number of respondents who think that the product prices are high, 52.8% said yes , and 47.2% said no.

Inference

Majority (52.8%) of the respondents think that the price of the product is high.

Table 4.1.17 Do you prefer cash on delivery for the product?

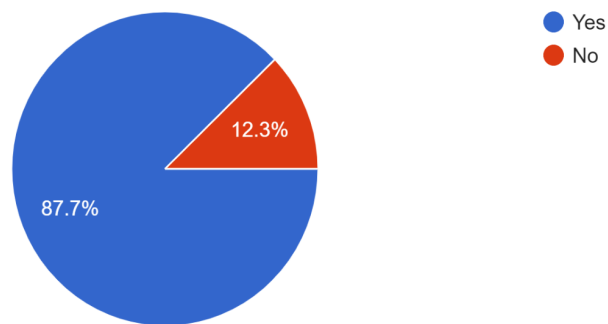
S.NO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
1	Yes	93	87.7%
2	No	13	12.3%
TOTAL		106	100.00

Source: Primary Data

Fig 4.1.17 Do you prefer cash on delivery for the product?

Do you prefer cash on delivery for the product?

106 responses



Interpretation

From the above table it is interpreted that the number of respondents who prefer cash on delivery, 87.7% said yes , and 12.3% said no.

Inference

Majority (87.7%) of the respondents prefer cash on delivery

Table 4.1.18 Do you think the delivery charges are high?

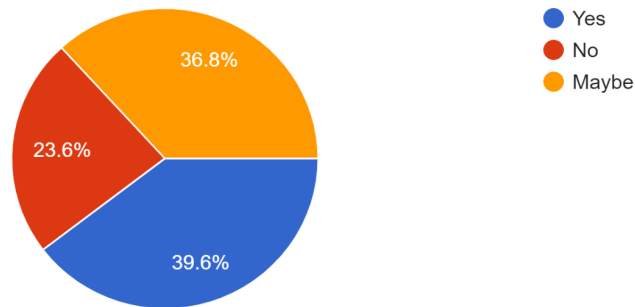
S.NO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
1	Yes	42	39.6%
2	No	25	23.6%
3	Maybe	39	36.8%
TOTAL		106	100.00

Source: Primary Data

Fig 4.1.18 Do you think the delivery charges are high?

Do you think the delivery charges are high?

106 responses



Interpretation

From the above table it is interpreted that the number of respondents who think that the delivery charges are high, 39.6% said yes, 23.6% said no , and 36.8% said maybe.

Inference

Majority (39.6%) of the respondents think that the delivery charges are high.

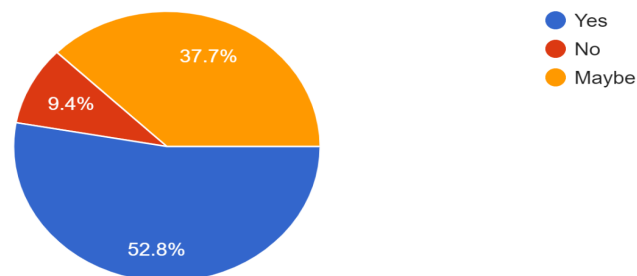
Table 4.1.19 Do you prefer free delivery?

S.NO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
1	Yes	56	52.8%
2	No	10	9.4%
3	Maybe	40	37.7%
TOTAL		106	100.00

Source: Primary Data

Fig 4.1.19 Do you prefer free delivery?

Do you prefer free delivery?
106 responses



Interpretation

From the above table it is interpreted that the number of respondents who preferred free delivery, 52.8% said yes, 9.4% said no , and 37.7% said maybe.

Inference

Majority (52.8%) of the respondents preferred free delivery.

4.2 CHI SQUARE

TABLE 1

	Yes	No	Marginal Row totals
Eco-friendly packaging	100	6	106
Contactless delivery	94	12	106
Marginal Column totals	194	18	212 (Grand Total)

The chi-square statistic is 2.1856. The p -value is .13931. *Not* significant at $p < .05$.

The chi-square statistic with Yates correction is 1.5178. The p -value is .21796. *Not* significant at $p < .05$.

TABLE 2

	Yes	No	Margin Row totals
Online order and delivery facility	96	10	106
Cash on delivery	93	13	106
Margin Column totals	189	23	212 (Grand Total)

The chi-square statistic is 0.4389. The p -value is .507643. *Not* significant at $p < .05$.

The chi-square statistic with Yates correction is 0.1951. The p -value is .658724. *Not* significant at $p < .05$.

CHAPTER 5

FINDINGS, SUGGESTIONS AND CONCLUSION.

5.1 FINDINGS

1. Majority (51%) of the respondents are aged between 18 to 30 years.
2. Majority (62.3%) of the respondents are Female.
3. Majority (48.01%) of the respondents are Employees.
4. Majority (50.09%) of the respondents are unmarried.
5. Majority (99.1%) of the respondents said yes.
6. Majority (42.5%) of the respondents ordered canned water weekly.
7. Majority (57.5%) of the respondents buy 1L.

8. Majority (42.5%) of the respondents order canned water weekly.
9. Majority (43.4%) of the respondents spend more than 500 per month.
10. Majority (24.5%) of the respondents spend less than 500 per month.
11. Majority (21.7%) of the respondents spend less than 250 per month.
12. Majority (50.9%) of the respondents felt that the delivery was safe.
13. Majority (45.3%) of the respondents felt that the delivery was on time.
14. Majority (55.7%) of the respondents felt that the packages were safe.
15. Majority (36.8%) of the respondents felt that the packages were not safe.
16. Majority (94.3%) of the respondents prefer eco-friendly packages.

17. Majority (69.8%) of the respondents prefer biodegradable packaging.
18. Majority (30.2%) of the respondents prefer recyclable packaging.
19. Majority (88.7%) of the respondents preferred contactless delivery.
20. Majority (90.6%) of the respondents preferred online order and delivery.
21. Majority (52.8%) of the respondents think that the price of the product is high.
22. Majority (87.7%) of the respondents prefer cash on delivery.
23. Majority (39.6%) of the respondents think that the delivery charges are high.
24. Majority (52.8%) of the respondents preferred free delivery.

5.2 SUGGESTIONS AND RECOMMENDATIONS

1. The company should try to reach people of different age groups.
2. The company should take necessary steps to stimulate customers in repurchasing on a frequent basis.
3. The company should focus more on other activities such as delivering on time and safety.
4. The company should focus on giving better quality products as most customers were very brand loyal and were generally satisfied with the product.
5. The company should try to be competitive than other companies and try to establish a strong position in the market.

CHAPTER 6

CONCLUSION.

5.1 CONCLUSION AND SUMMARY

The company Mahalaxmi aqua industries is one of the most famous and best mineral water suppliers in Chennai. In order to fulfill all the visible issues, the organization needs to build some strategies. The brand should build on its most used features. It must ensure that Authenticity of the reviews should be maintained. Regarding the above examination and the discoveries in this way, the organization should take steps into online ordering facility. Hence, the responses helped the research to meet all requirements regarding data analysis, findings, suggestions, and limitations as well.

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APPENDIX (Questionnaire)

1. What is your name?_____.
2. What is your age?
 - a.)Less than 20 b.)21-25 c.)26-30 d.)31-35 e.)More than 35
3. What is your occupation?
 - a.) employee b.) student c.) household
4. What is your marital status?
 - a.) married b.) single
5. What is your gender?
 - a.) Male b.) Female c.) Other
6. Do you order mineral water cans?
 - a.) yes b.) no
7. How often do you order canned water?
 - a.) Daily b.) weekly c.) Monthly
8. Which sized water can you order?
 - a.) 100ml b.) 500ml c.) 1 liter
9. In General, how do you prefer to buy mineral water?
 - a.) In store b.) order by call c.) order by online
10. What is the approximate money you spend on mineral water?

a.) <150 b.) <250 c.) <500 d.) More than 500

11. How do you feel about the delivery?

a.) safe b.) on time c.) damaged d.) delayed

12. Do you feel the packages are safe?

a.) yes b.) no

13. Do you prefer eco-friendly packaging?

a.) yes b.) no

14. Which one do you prefer for packaging?

a.) biodegradable paper b.) recyclable product

15. Is the delivery contactless?

a.) yes b.) no

16. Do you prefer online order and delivery facility?.

If yes, why? _____.

17. Do you feel the prices are high?

a.) yes b.) no

18. Do you prefer cash on delivery?

a.) yes b.) no

19. Do you think the delivery charges are high?

a.) yes b.) no

20. Do you prefer free delivery?

a.) yes b.) no

