

**A STUDY ON SALES AND DISTRIBUTION MANAGEMENT OF
PAGE INDUSTRIES LTD (JOCKEY) WITH REFERENCE TO
POOJA INTERNATIONAL, BANGALORE.**

A PROJECT REPORT

Submitted in partial fulfillment of the
Requirements for the award of the Degree

**BACHELOR OF BUSINESS
ADMINISTRATION**

Submitted by

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INTERNSHIP CERTIFICATE

This is to certify that **Mr. Tanuj M (Reg No 2016BBA019)**
a student of Department of Management Studies,
JK Lakshmi Pat University, has undergone a Project
work from 15th May 2018 to 15th June 2018 titled "A study
on Sales & Distribution Management".

For Pooja International


(Deepak Sankhla)


JOCKEY™

Distributors for :

Purple
Think Different

Gilma


VIDEOCON

Kelvinator 

DECLARATION

I, TANUJ.M ROLL NO:2016BBA019 final year student of B.B.A Department of business Administration of J K LAKSHMIPAT UNIVERSITY ,JAIPUR would like to declare that the project entitled “A STUDY ON SALES AND DISTRIBUTION MANAGEMENT **OF PAGE INDUSTRIES LTD INDIA WITH REFERENCE TO POOJA INTERNATIONAL**”, is a bonafide work done by the researcher in partial fulfilment of B.B.A Degree course affiliated to J K LAKSHMIPAT UNIVERSITY. The research submitted is my original work and true to the best of my knowledge and belief.



(Tanuj M)

ACKNOWLEDGEMENT

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INTRODUCTION

SALESPROMOTION

Sales promotion is the process of persuading a potential customer to buy the product. Sales promotion is designed to be used as a short-term tactic to boost sales – it is rarely suitable as a method of building long-term customer loyalty. Some sales promotions are aimed at consumers. Others are targeted at intermediaries and at the firm's sales force.

Sales promotion is one of the five aspects of the promotional mix. (The other 4 parts of the promotional mix are advertising, personal selling, direct marketing and publicity/public relations.) Media and non-media marketing communication are employed for a pre-determined, limited time to increase consumer demand, stimulate market demand or improve product availability. Examples include contests, coupons, freebies, loss leaders, point of purchase displays, premiums, prizes, product samples, and rebates.

Sales promotions can be directed at either the customer, sales staff, or distribution channel members (such as retailers). Sales promotions targeted at the consumer are called consumer sales promotions. Sales promotions targeted at retailers and wholesale are called trade sales promotions. Some sales promotions, particularly ones with unusual methods, are considered gimmicks by many.

Sales promotion includes several communication activities that attempt to provide added value or incentives to consumers, wholesalers, retailers, or other organizational customers to stimulate immediate sales. These efforts can attempt to stimulate product interest, trial, or purchase. Examples of devices used in sales promotion include coupons, samples, premiums, point-of-purchase (POP) displays, contests, rebates, and sweepstakes.

Sales promotion is implemented to attract new customers, to hold present customers, to counteract competition, and to take advantage of opportunities that are revealed by market research. It is made up of activities, both outside and inside activities, to enhance company sales. Outside sales promotion activities include advertising, publicity, public relations activities, and special sales events. Inside sales promotion activities include window displays, product and promotional material display and promotional programs such as premium awards and contests.

Sale promotions often come in the form of discounts. Discounts impact the way consumers think and behave when shopping. The type of savings and its location can affect the way consumers view a product and affect their purchase decision. The two most common discounts are price discounts ("on sale items") and bonus packs ("bulk items"). Price discounts are the reduction of an original sale by a certain percentage while bonus packs are deals in which the consumer receives more for the original price. Many companies present different forms of discounts in advertisements, hoping to convince consumers to buy their products.

DEFINITION OF SALES PROMOTION

Sales promotion implies a wide variety of promotional activities. In the current marketing practices, the role of sales promotion has increased tremendously. Companies spare and spend millions of rupees to arrest consumer attention toward products and to arouse purchase interest. Sales promotional efforts also improve firm's competitive position.

Such efforts seem inevitable in today's marketing situation. It can also reduce the degree of consumer dissatisfaction. Nowadays, sales promotional efforts are undertaken for variety of purposes. It is among the most critical and expensive marketing decisions.

Sales promotion covers those marketing activities other than advertising, publicity, and personal selling that stimulate consumer purchasing and dealer effectiveness. Sales promotion mainly involves short-term and non-routine incentives offered to dealers as well as consumers. The popular methods used for sales promotion are demonstration, trade show, exhibition, exchange offer, seasonal discount, free service, gifts, credit facilities, contests, and so on. Philip Kotler (1936) "Those marketing activities other than personal selling, advertising, and publicity that stimulate consumer purchasing and dealer effectiveness, such as display, shows, demonstrations, expositions, and various other non-current selling efforts, not in ordinary routine."

Robert C. and Scott A.: "Sales promotion consists of a diverse collection of incentive tools, mostly short-term, designed to stimulate quicker and/or greater purchase of particular products/services by consumers or traders."

Sales Promotion is one of the four aspects of promotion i.e. advertising, personal selling, and publicity/ public relations. According to AMA, "sales Promotion includes all those sales activities that supplement both personal selling and advertising and coordinate them and help to make them effective such as displays, shows and exhibitions, demonstrations and other non-recurrent selling efforts not used in the ordinary routine."

“Sales promotion includes incentive-offering and interest-creating activities which are generally short-term marketing events other than advertising, personal selling, publicity and direct marketing. The purpose of sales promotion is to stimulate, motivate and influence the purchase and other desired behavioural responses of the firm’s customers.”

Sales promotion offers a direct inducement to act by providing extra worth over and above what is built into the product at its normal price. These temporary inducements are offered usually at a time and place where the buying decision is made. Not only are sales promotions very common in the current competitive market conditions, they are increasing at a fast pace. These promotions are direct inducements. In spite of the directness, sales promotions are fairly complicated and a rich tool of marketing with innumerable creative possibilities limited only by the imagination of promotion planners. Sales promotion is often referred to by the names of ‘extra purchase value’ and ‘below-the-line selling’.

Today we find companies in almost all sectors offering some sort of a promotion scheme. These sectors range from automobiles to beverages, from financial services to foods, from household durables to services, from household products to business products, from personal care to textiles and apparel.

In recent years, sales promotion has been used widely to supplement and coordinate advertising and personal selling efforts. Various sales promotion tools such as free samples, premium on sale, prize contests, dealer incentives, coupons and gifts, etc., are being used to stimulate market demand for products of daily use. The basic purpose is to stimulate on the spot buying through short term and non-recurring incentives.

PROFILE OF PAGE INDUSTRIES LTD

Page Industries Limited located in Bangalore, India is the exclusive licensee of JOCKEY International Inc. (USA) for manufacture, distribution and marketing of the JOCKEY® brand in India, Sri Lanka, Bangladesh, Nepal, UAE, Oman and Qatar. Page Industries is also the exclusive licensee of Speedo International Ltd. for the manufacture, marketing and distribution of the Speedo brand in India.

The Company was set up in 1994 with the key objective of bringing the world renowned brand "JOCKEY®" to India. Its promoters are the Genomal family, who have been associated with JOCKEY International Inc. for 50 years as their sole licensee in the Philippines. Page Industries became a public company in March 2007 and is quoted in the Bombay Stock Exchange and the National Stock Exchange of India.

The company commenced operations in the year 1995 with the manufacturing, distribution and marketing of Jockey® products. As of March 2018, the company's workforce numbered over 20,000 people with manufacturing operations spread over fifteen state-of-the art manufacturing complexes in Bangalore, Hassan, Mysore, Gowribidanur, Tiptur and Tirupur. Page Industries commands wide spread pan India distribution encompassing over 50,000 plus retail outlets in 1,800 cities and towns.

In 2005 and 2009, the company was awarded the "best licensee of the year" by Jockey International Inc. as recognition for its outstanding achievement in establishing and strengthening the JOCKEY® brand as a market leader in India.

In 2010, the Company bagged the "International Licensee of the Decade" award for achieving record growth year after year, offering world class products and maintaining global quality standards across all operations.

In 2012, the company was honoured for the “Outstanding Advancement of the Jockey Global Retail Image”, a rare distinction from amongst 142 countries where Jockey is present.

Page Industries was honoured by Jockey International Inc. with the ‘International Licensee of the year’ award for 2013 as well, outperforming 140 other countries where the Jockey brand is present. This award was given in recognition of outstanding brand building, consistent healthy growth in sales, and remarkable product development and innovation in our markets.

The Speedo brand is now into its sixth year of operation in India. Speedo products include swimwear, water shorts, apparel, equipment and footwear. The Speedo brand is now available in 1035 plus stores including large format stores in 189 cities and 31 Speedo exclusive brand outlets located in Delhi, Gurgaon, Noida, Mumbai, Pune, Bangalore, Bangalore and Ahmedabad.

In 2013 Page Industries has been awarded the ‘Star SME (Small and Medium Enterprises) of the Year 2012’ by Business Standard, one of the most reputed business publications of our country. The award was presented to us by Hon. Shree Pranab Mukherjee, President of India.

In 2018 Page Industries was presented with the Decadal Award in the CNBC TV18 – 10th Emerging India Awards for having truly raised the bar of excellence for over a decade.

SWOT ANALYSIS OF HOISERY INDUSTRIES

Strengths	Weaknesses
• The widest brand portfolio among all other Hoisery companies. • Diversification strategy. • Synergy between brands. • Joint ventures with US companies.	• Negative publicity weakening the whole brand. • The highest recall rate in the U.S. market. • Little expertise and no competence.
Opportunities	Threats
• Acquire skills and competences through acquisitions. • Demand for Liesure garments. • Expanded license with jockey upto 2040.	• Intense competition • Further fines and damages that will have to be paid • Increasing government regulations

PROFILE OF POOJA INTERNATIONAL.

POOJA INTERNATIONAL was founded in the year 2012 by Pooja Groups of companies. The founder was Mr. Prabhu Sankhla. Pooja Groups is mainly focusing on construction, Distribution business and so on. POOJA INTERNATIONAL got a dealership for the JOCKEY in the year 2012. A Pooja group has dealerships for Onida, Gilma, Pigeon, and Jockey. The Main moto of founding this company is to enhance good service and provide good Distribution service to its customers.

MISSION

To enhance the customer satisfaction and a quality Distribution services.

VISION

To be No.1 in the Distribution industry throughout India.

NEED OF THE STUDY

The success of the organization is highly dependent on the sales. The organization has to implement the effective sales promotion to improve the sales to increase profits.

Sales promotional activity not only satisfy the organizational goal, it fulfils the customer and helps in acquiring new customers.

Building an effective sales promotion strategy helps organization in acquiring new customers to consume the product.

The aim of sales promotion is to introduce a new product in the market. This study attempts to assess the promotional activities of the organization.

OBJECTIVES OF STUDY

Primary objective

To study the sales and distribution management activities of Jockey India with reference to POOJA INTERNATIONAL.

Secondary objectives

To study the effectiveness of the sales promotional activity of POOJA INTERNATIONAL (Jockey dealership).

To find out the customer opinion about the promotional activity of POOJA INTERNATIONAL (Jockey dealership)

To find out the promotional practices of POOJA INTERNATIONAL (Jockey dealership).

SCOPE OF THE STUDY

The study indicates how Distributor makes a sales promotion and also supply chain management so that stocks to be reached from Factory to retail stores in time.

It also studies various difficulties and also technical skill required to operate an distribution company.

It also studies how POOJA INTERNATIONAL Carry their sales and distribution services of Jockey India in Bangalore for more than one vertical.

PROCESS OF DISTRIBUTION IN POOJA INTERNATIONAL
(JOCKEY DISTRIBUTION)

INWARD OF GOODS

- Pooja International is an authorized distributor for Jockey in Bangalore for sports Men's and women vertical for south Bangalore.
- Page Industries Ltd has its manufacturing unit in Bangalore for whole India.
- POOJA INTERNATIONAL receives stocks from jockey from Bangalore from its primary warehouse.
- POOJA INTERNATIONAL receives stocks and inwards in Shopper (Customized ERP by page industries ltd for its centralization)
- Once goods have been inward it's now time to make sales invoices to retailers

MARKETING STRATEGY OF POOJA INTERNATIONAL

- POOJA INTERNATIONAL does sales promotional activities for jockey India.
- POOJA INTERNATIONAL has its Direct Sales Officers (DSO) in order to operate sales activities.
- POOJA INTERNATIONAL has Two DSO which where given equal number of retailers in order to collect orders and other activities.
- Jockey has been their customized Tablet to collect order from retailers which is GPRS activated do that DSO are in surveillance 24*7.
- DSO has to visit their respective retailer as per the plan to collect order and also payments.
- Once DSO punch order in TAB it automatically reflect in Pooja Distributor office , which helps the back office team to do the billing.
- Once the order collected form retailer it has to be delivered within next 24 hours.

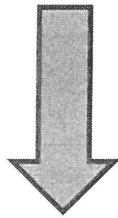
LOGISTIC DEPARTMENT

- Jockey India is responsible to deliver goods from factory to distributor office with their own transport .
- Pooja Distributor has the responsibility to deliver goods to retailer with their own cost.
- POOJA INTERNATIONAL has their own Loading vehicle to deliver goods within 24 hour after order received.

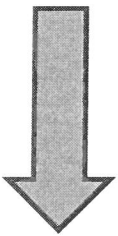
RECEIVABLE AND PAYABLE OF POOJA INTERNATIONAL.

- POOJA INTERNATIONAL has its 7 days credit time after delivery to page industries ltd.
- POOJA INTERNATIONAL has given the Bank Guarantee to Jockey to get 7 days credit limit. Once limit is over billing will be stopped.
- Jockey has the standard period of 45days credit to be given to retailer by Distributors.
- POOJA INTERNATIONAL gives 45 days standard credit days to all retailers and give extra 2% cash discount to retailer who pays within 7 days.

PAGE INDUSTRIES LIMITED



DISTRIBUTOR



RETAILERS

SUGGESTIONS

POOJA INTERNATIONAL has improved its promotional platforms to improve to reach the new customer. POOJA INTERNATIONAL is well known in the center Bangalore; they have to reach all over Bangalore for a better sales and profits.

POOJA INTERNATIONAL have to keep the promises to its customer at the time of delivery. POOJA INTERNATIONAL should train their sales executives properly with adequate knowledge and skill to handle customers. POOJA INTERNATIONAL should keep their commitment to promise at the time of delivery and fulfill the customer expectation.

POOJA INTERNATIONAL should enhance quality goods for its customer at the time of service and delivery. POOJA INTERNATIONAL should maintain its decorum and principle for its customer to enhance the best quality and best service. POOJA INTERNATIONAL should be good dealer of Page industries ltd in Bangalore.

POOJA INTERNATIONAL sales force should be reliable to its customer to withhold them from changing their brand or dealers. POOJA INTERNATIONAL will have improve it advertising mode and improve its strategy to attract new customers.

POOJA INTERNATIONAL should improve it efficiency and growth to with stand in the market. The growth of POOJA INTERNATIONAL is completely depending on the sales of the Jockey products. The company should focus on the sales by fulfilling the customer's needs.

POOJA INTERNATIONAL should have good and sufficient customer relationship management to its customers. Customer relationship management should solve the following queries and serve at the best for its customers. The company should make sure that they give more importance to improve the quality and service for its both existing and new customer.

POOJA INTERNATIONAL should maintain its goodwill to reach the customer. The company should create good will among its customers to withstand the competitors and other dealers. Goodwill is very important for every organization to retain its customer from shifting of brand.

It is very important for POOJA INTERNATIONAL to create a goodwill among

the customer.

POOJA INTERNATIONAL should provide good discounts and loyalty to the existing customer. To attract new customer POOJA INTERNATIONAL should give better discounts and gifts for the purchases made by the customers.

CONCLUSION

It is concluded that sales promotion is important to improve the sales of the company and to reach new customers. Each and every organization should have a good strategic plan for their promotion to withstand in the market with huge competition. The discounts and loyalty program in the company will improve the sales by attracting new customers. The best sales promotion will help the company to fulfil the organizational objectives. The sales promotion is must to improve their sales in every organization. The sales is monitored based on the promotional activities practiced by the organization, the company should have better promotional activities practiced in the organization to estimate the sales.

Therefore, the sales promotion plays a vital role in the organization to fulfil the organizational goals and objectives. The company should frame the best strategic plan to meet the competition in the market and fulfil the customer needs.