

Summer Internship Project Report

On

**“Customer Relationship Management and White Spacing Analysis for
JK Tyres”**

Submitted By:

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Under the Supervision of

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(Submitted in partial fulfillment of the requirements for MBA degree)

**Institute of Management
JK Lakshmipat University, Jaipur**

(2019-20)

Certificate

It is certified that the Summer Internship Report titled _____
submitted by _____ is an original piece of research work carried out
by the candidate under my supervision.

Signature of the Faculty Guide
(Name of the Faculty Guide)

DECLARATION

I Richa Bafna student of JK LAKSHMIPAT UNIVERSITY, JAIPUR batch 2019-2020 declare that every part of the project report “Customer relationship management and dealer mapping” at JK Tyres Ltd. Submitted by me is original

I was in regular contact with my faculty guide and contacted many times for discussing the project.

Date of project submission:

Signature:

Faculty mentor’s Comments: -

Signature

Jishnu Changkakoti

Acknowledgement

It has been an enriching experience for me to complete my summer training at JK TYRES LTD, which would not have been possible without the support of the people around. As a student of JK Lakshmipat University, I would like to express my sincere gratitude to all those who helped me during my in the training program.

I take this opportunity to firstly thank my institute, for giving me this opportunity to undergo this Project in one of the most reputed Company. It has been a great learning experience in terms of gaining exposure into the market and knowing how actually a business can be developed and run.

I would like to acknowledge my sincere thanks to Mr. Giriraj S. sir and Mr. Rakesh Choudhary and their whole team for providing me an opportunity to do my Summer Internship and guiding me at every point of time in the whole process which showed me a path for future growth.

I thank my Faculty Guide, Prof. Jishnu Changkakoti who has put all his efforts in making me understand the overall theme of the Project and thereby increasing my knowledge. his time and efforts have indeed been very fruitful.

I hope this project will help JK tyres for engaging the brand and to get in a better connect with its customers.

I wish to express my appreciation and thanks to all those with whom I had the opportunity to work and whose thoughts and insights has helped me in enhancing the knowledge and understanding of the Training practice in JK Tyres Ltd.

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Executive Summary

This summer internship project report is based on the two months internship program that I had successfully completed in JK Tyres Ltd. It is a leading manufacturer of Tyres in India. I got the topic for my project on “Customer Relationship Management and Dealer Mapping”. I was potentially guided by my Mentors Mr. Giriraj S. and his team. They gave me great confidence to do work sincerely and efficiently.

This project aims in understanding how CRM plays a vital role in an organization and how this program of company functions its operations. I had a very deep understanding about how the CRM programs of company operates, what are the types of program offered by the company and how they are engaging the dealers with the whole program to retain them with the company for a longer period of time, also I worked upon mapping of dealers Pan India of JK as well its Competitors such as MRF, Bridgestone, Ceat, and Apollo with all the detailed information about the dealers to do the white space analysis for JK Tyres as to where more should it set up its brand shops to meet the stiff competition of the market.

Through this I got a detailed understanding of what Tyre industry is all about, how it functions in the market ,the level of tough competition companies are facing in the industry because of that there are price wars in the market due to excessive supply available with your competitors in the market and what efforts a company needs to build a good market position and build strong relations with dealers so that dealers help in boosting the sales of the company and promote its product to every customer.

Dealer mapping is also a very vital task for the company to know how strong their competitors are in the market by their presence and where the company needs to

invest its funds so that it invest its time and money in the right direction where it is required.

The motive of Summer Training is not merely doing a project, but to have a first- hand insight and exposure to the corporate world. It is not only enhanced the academic knowledge but also to let us know how to put academic knowledge into a practical application in a working environment.

I was assigned a project in Marketing Department of the company and got a chance to work with various people from the team and learned coordination and communication is a key to success.

This period gave me a fair exposure of the corporate world and I got an idea of how much and what will be the expectation of a hirer from us as an employee so that we can prepare ourselves accordingly for our future. Other than these learning's there were various practical and conceptual learning's I gained under my mentor which I may or may not be able to mention in this project report.

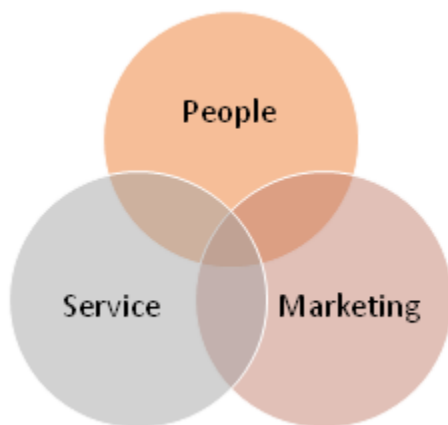
Industrial and Company Overview

INTRODUCTION

Today's era is of stiff competition and rapid dynamism I.e. things are changing very rapidly, all the organizations across the globe have turned their full focus on customers. Suddenly, customers have grabbed all the attention of the companies towards them. Customer has become the King of the market as every company works as per the demands, needs and desires of their customers and tries to build long term relations with them because everyone wants to enjoy goodwill and customer loyalty in the long term of business.

In olden days there was a seller market because of shortage of supply available in the market for goods and services, but since the advent of globalization there has been a complete transformation in the way the customers are being perceived due to abundance of goods and services available after the setup of multinationals in all the countries.

During current times marketers are guiding the efforts into retaining the customers' base. Their focus has shifted to integrate these three elements to stand in a good position in the market.



A customer has the power to make or break a company. It is the duty and responsibility of companies to see that all its customers are satisfied with its products and services, because one unhappy customer will spread complaints among 10 more which will affect the image of the company. Research has thrown a light on few vital aspects of customer

retention it has been proved acquiring new customers is 5 times more costly than cost involved in satisfying and retaining the current customers.

This project is undertaken to study the behavior of tyre industry, how it maintains its customer relationships along with its different shades of presence around the country.

JK ORGANIZATION

J.K. Organization is an eminent industrial conglomerate head-quartered in India with a legacy of more than 125 years. It has a much diversified business, diverse product line and a multi-location operation, with its footprints in various countries across the globe. It has overseas manufacturing operations in Mexico, Indonesia, Romania, Belgium, Portugal and UAE and Switzerland.

JK Group has its main headquarters in Kanpur, Delhi and Mumbai and is owned by Singhanian group. This Group manufactures and sells a large range of products with influential position in several areas including automotive tyres and tubes, Paper & Pulp, Cement, V-Belts, Oil Seals, Power Transmission Systems, Hybrid Seeds, packaged Food & Dairy Products. The company has a large-scale insurance arm and provides software and technological solutions to the armed forces.

JK Group products have an impressive brand recall and enjoy a good market share in their respective segments. The potent brand equity of the group has been built through use of latest technologies, continuous research & development and innovation. The organization has set up highly reputed Research and Development Institutes in various fields.

JK Group's manufacturing facilities maintain strong standards of compliance in terms of emissions and resource consumption, validating its concern for the environment. Its units have been conferred with various awards for exemplary efforts taken towards export and for the betterment of ecology. For example, the manufacturing facilities are continuously enhancing the share of renewable energy consumption in an endeavor to get through the processes for environment sustainability.

TYRE INDUSTRY OVERVIEW

Global Tyre Industry

Tyres are an important component of the automobile industry. They provide traction between the vehicle and the road along with a flexible cushion that absorbs shock. They are manufactured using various materials, including natural and synthetic rubber, carbon black, polyester, rayon, steel, and silica and vulcanization accelerator. Nowadays, there is a wide variety of tyres available in the global market, which caters to the requirement of different kind of vehicles.

The global tyre market is being driven by the expanding production and demand for vehicles due to growing population and increasing disposable incomes. The increasing demand for light weight vehicles is coming from emerging economies like China, India and East Europe. China is a leading car market and is one of the largest markets in terms of the demand for passenger vehicles in the country. The robust car industry in the country is aiding its tyre market, making China the largest tyre market in the world. It accounted for nearly 50% of the industry. Governments, globally, are incentivizing the use of electric vehicles by the implementation of stricter emission laws and providing subsidies to both the manufacturers and consumers.

The global tyre market is being driven by the growing car production in China which is finding impetus in the strong growth of GDP and the rising demand for cars from the growing middle-class population. Also, the growing infrastructural activities in both the developed and developing countries are expected to fuel the demand for construction vehicles, which in turn will boost the sales of tires.

The key players in the global tyre market are Bridgestone, Grouped Michelin France, Goodyear Tire & Rubber Co, Continental AG Germany, Pirelli & C.S.P.A., Sumitomo Rubber Industries, Ltd., The Hankook Tyre group, MRF Tyres, and JK Tyres.

Indian Tyre Industry

The origin of Indian Tyre industry laid its foundation back to 1926 when Dunlop Rubber Limited Company made its first set up first Tyre Company in West Bengal.

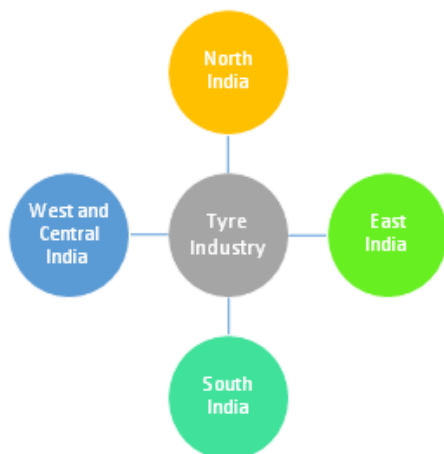
The Indian Tyre Industry is an essential part of the Automobile Sector as it contributes to 3% of the manufacturing GDP of India and 0.5% of the total GDP directly.

Indian Tyre market has a consumption volume of 190 million units in 2019. India is the fourth largest tyre market throughout the world after China, Europe and United States. The Indian tyre market is driven by capturing huge market share of radial tyres mostly truck and bus tyres, though tyre industry have a vast consumer base, they are used in all types of vehicles such as passenger cars, military vehicles, motorcycles etc.

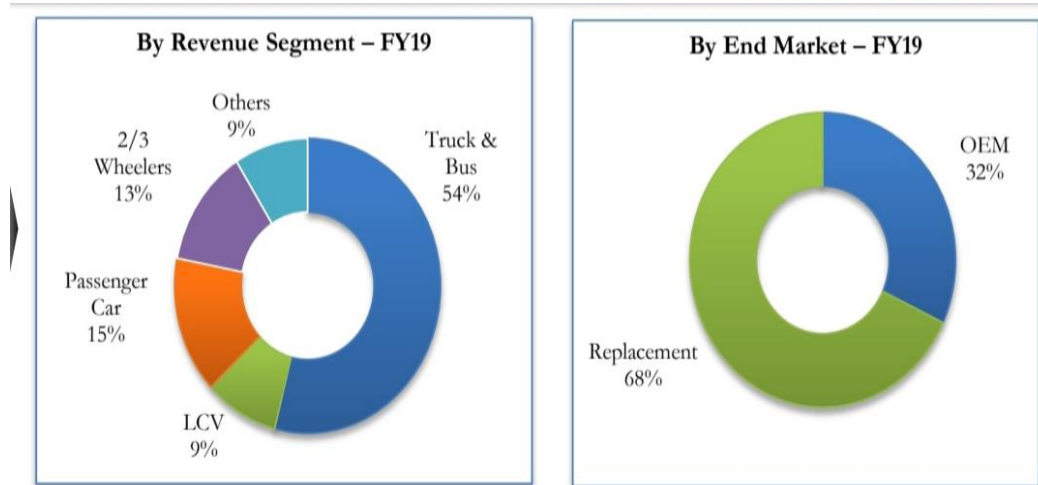
Indian tyre industry has almost jumped its value from Rs 30,000 crores in 2010-11 to Rs 63,000 crores in 2018-19 of which 90-95% came from the domestic markets. The top three companies which capture the 60% revenue share of the whole of market are JK Tyres, Apollo Tyres and MRF.

Indian tyres are meant to perform under difficult and extreme road conditions, and tyre companies follow a unique warranty policy where pro-rata adjustments are made for manufacturing defaults through its dealers. The Indian tyre industry is one of the most competitive markets because of technological innovation and ultra-modern production facilities and availability of raw materials at a nominal price, this industry has set to future growth.

Indian tyre market has been classified based on Regions that is depicted in the chart below.



Tyres are segmented on these two bases on basis of product depicted in image 1 and 2, how much these contribute to revenue segment of the industry whereas by end market how much is the market share of both types of market.



Tyres are divided into 2 major segments:

1. Replacement Segment: This market currently dominates the tyre market accounting for total sales. Replacement market is linked to the usage patterns and replacement cycles by the consumers of the product.

In this segment companies directly deals with its customers and focus on satisfying the queries of the customers.

Even during this pandemic period many tyres got flat and in wear or tear conditions due to hot climatic weather conditions.

It inflated the replacement market demand; hence replacement tyre market has seen growth at a slow pace even in these times.

2. OEMs Segment: Original Equipment Segment generally drives demand through new automobile sales market but as the situation of country is going all the manufacturing units were closed down and hence this market is falling down for tyre companies because automobile manufacturers are not placing much demand with

them, it's a B2B market segment as both business tries to fulfil each other's needs and boosts the sales of both the business.

According to the data we can also see what market share both the tyre segments has and which market is at a growth in the current scenario.

2010-11 (Total revenue)	2018-19 (Total revenue)
Replacement– 62%	Replacement -68%
OEMs -38%	OEMs –32%

Indian tyre market is surely skewed towards the replacement segment which contributes 68% of total revenues. Whereas in volume terms the replacement segment contributes around 60% indicating realizations that the replacement market is clearly greater than OEMs (Original Equipment Manufacturer) market.

Tyre industry is mostly raw material intensive. A simple round tyre has been produced by complex assembly of more than 250 raw materials out of which it has some major components that includes natural & synthetic rubber, nylon tyre fabric, bead wire carbon black, reinforcing non-black fillers like silica, vulcanizing agents & anti-oxidants.

In India the ratio of the synthetic rubber to the natural in the profile of the raw materials consumption is approximately 20:80, which stands in contrast to the ratio of 70:30 for developed countries. The natural rubber is more resistant & is therefore more suitable to Indian roads.

However, technologically there are two types of Tyres one is the radial tyre and the other is bias tyres.

Radial Tires: To increment basic uprightness, radial Tires are built with opposite polyester employs and jumbling steel belts underneath the track. This development gives a smooth ride and expands the life of the Tire. Spiral Tires are commonly utilized for long stretch towing, travel trailers, toy haulers, bigger pontoons and domesticated animals.

Bias Tires: A Bias Tire's development comprises of inside befuddling nylon string employs at a 30 to 45-degree edge to the track community line. This plan gives the tire an extreme and rough form and builds sidewall cut obstruction. Inclination innovation is commonly utilized for development, farming, marine and utility applications.

Radial Tire usually cost 20-25% higher contrasted with Bias Tires be that as it may, as bigger measure of steel is required the expense of assembling additionally somewhat increments and it likewise expands the wear n tear of the Tire.

Tyre industry in India comprises of 40 tyre companies with 53 factories, out of which 12 companies account for 85% of total production.

Salient Features of Indian Tyre industry:

1. **Innovation:** Several innovations have been taken place to create suitable tyres for Indian road conditions by utilizing international technologies.
2. **Indigenous and ready availability:** New vehicle manufacturers are launching a series of latest model which will make easy access of their respective specifications.
3. **Technology progression:** from cotton reinforcement carcass to high performance radial tyres within a span of time.
4. **Exports:** export has been on a growth to over 50 countries which s helping the industries to earn more profits. All large companies are engaged in exports or sustainability and long-term commitments.

Importance of Indian Tyre Industry in Global Business:

- With the developing insistence to slow down emission levels and improve eco-friendliness in vehicles, other than lessening weight, the Indian tire industry is grasping new patterns in the assembling procedure to meet the changing business sector elements and take into account the most recent requests of the OEMs (Original Equipment Manufacturers).
- The overwhelming venture driven tire industry contributes 3 percent of the assembling GDP when the whole car division represents 7.1 percent of the GDP and just about 49 percent to the country's assembling GDP.

- The tire industry in India are outfitting to escalate their job in the modernization stage, to a great extent driven by request and flexibly conditions as likewise straightforwardly corresponding to vehicle deals somewhat.
- Indian Companies are ensuring that its tyres provide the best traction and on road performance which in turn increases fuel efficiency and low rolling resistance in the tire and lightweight also ensures that lesser fuel is consumed by the vehicle.
- The Indian tyre manufacturing companies lead the global market because of their presence in all the nations around the world.
- These companies produce tyres in bulk and make it available through their network at each place, hence become strong as they also build good relations with the dealers through their engagement programs.
- Today, Indian tyre industry has one of the finest radial tyre manufacturing facilities around the world and the products are world class, as is evident from the rising demand of Indian tyres worldwide.
- Many international vehicles Original Equipment Manufacturer in India have been rolling out marquee models on India-made tyres, which should not leave an iota of doubt about the quality of Indian tyres.
- With a strong Make in India spirit, not only has domestic tyre industry of our country worked for a self-reliant India, with all the tyres being manufactured indigenously, but the industry has emerged as a major exporter too serving the global market effectively.
- As the global supply chain deals with the disruptions that the Covid-19 outbreak has caused, Indian tyre industry has the potential to lead in manufacturing on a global level.
- Amidst the new geo-political conflict, because of the virus which has unleashed, China is fast losing currency as the factory of the world. Led by nations such as the US and Japan, the world is looking for alternatives to China, for sourcing a host of products.
- This could be a great opportunity for Indian industries if they are able to seize the opportunity by promoting those sectors that have earned wide acclaim and

recognition in the global market where the tyre Industry certainly ranks high in the queue.

Hence, it can be said that Indian tyre industry plays a vital role in global industry because it contributes huge amount of revenue and supplies good quality products with great recognition in the global market.

JK Tyre & Industries Ltd

JK Tyre & Industries Limited is an automotive Tyre, tubes and flaps manufacturing company based in Delhi, India. Inspired by the cause of the Swadeshi movement of Mahatma Gandhi & driven by the zest to set up an Indian enterprise, Lala Kamalapat Singhania founded JK organization in the 19th century in new industrial era in India. The name JK is derived from the initials of Kamalapatji (1884–1937) and his father Seth Juggilal (1857–1922).

It is a leading tyre manufacturer in India is amongst the top 25 manufacturers in the world with a wide range of products diversifying into various business segments in the automobile industry. It has global presence in 100 countries across six continents, with 12 manufacturing units out of which 9 are present in India and 3 in Mexico. JK Tyre has 9 modern plants in India which are strategically located at:

1. Mysore (Karnataka) -3 plants
2. Banmore(Madhya Pradesh)
3. Kankroli (Rajasthan)
4. Chennai (Tamil Nadu)
5. Haridwar (Uttarakhand) – 3 plants

The capacity across all its plants is about 35 million tyres per annum. They are known as the Pioneers of radial technology, JK Tyre is currently the market leader in Truck /Bus Radial segment. With over three decades of technological innovation, JK Tyre offers tyre for entire range of passenger and commercial vehicles, starting from a 3 kg two-wheeler tyre to a 3.5-ton OTR tyre. JK Tyre & Industries Ltd has a strong network of 4000 dealers

and over 500 dedicated Brand shops called as Steel Wheels and Xpress Wheels providing complete solutions to its customers.

Besides India, JK Tyre enhanced its global manufacturing spread through the acquisition of a Mexican tyre major – Tornel in 2008 to further strengthen JK Tyre's global market. In addition to Mexico, to meet the increasing demand for tyres in the global tyre markets, they have entered into outsourcing engagements with tyre companies in China for truck/bus radial tyres.

Top competitors of JK TYRE in the market are Apollo tyres Ltd., MRF tyres Ltd., Bridgestone Ceat etc. Though MRF & Apollo have created more brand value in the market JK Tyres with his constant efforts in attaining efficiency can build its brand value equal to them.

The main aim of JK tyres is to build a trusted brand and become a customer obsessed company delivering enhances value to all its shareholders.

Asset Turnover: Subsidiary units of J.K. organization have total assets of over U.S.\$2.4 billion and these figures are expected to take a jump to \$3.0 billion in sometime.

It is the foremost Indian tyre manufacturer to be included in the list of Super brand's India in 2019 for the seventh consecutive year.

The Company has been actively promoting various disciplines of motorsport in India and has invested over Rs. 100 crores towards building infrastructure. The Racing and Carting initiatives are the breeding ground for the country's young motorsport talent.

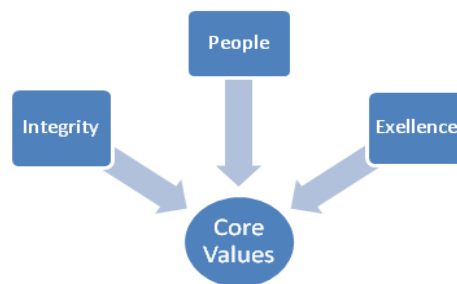
CORE VALUES

JK Organization has been a forebear in the economic and social enhancement of India. It always aimed at creating employment opportunities for large number of people of its country and serve good quality products. It has aimed at producing itself to make India self-reliant by pioneering the production of several industrial and consumer products and adopting the latest technology and starting up its research and development institutes. JK Organization is an association of industrial and commercial companies and charitable trusts. They have employed nearly 50,000 persons in the manufacturing of a variety of products and in diversified fields of commerce

Trusts are devoted to promoting industrial, technical and medical research, education, religious values and serving a better living standard for many people of the country.

With the spirit of social consciousness uppermost in mind, J.K.Organization is committed to the cause of human advancement.

Excellence comes not from mere words or procedures. It comes from an urge to strive and deliver the best. A mindset that says, when it is good enough, improve it. It is a way of thinking that comes only from a power within.



VISION:

To be amongst the most trusted companies with a global tyre brand

Mission:

- Be a Customer Centric Company - Customer is the priority 24x7
- Most profitable tyre company in India - deliver enhanced value to all stakeholders
- No. 1 tyre brand in India and amongst leading tyre brands globally
- Lead with premium products through technological edge
- Enhance global presence through acquisitions/JV/strategic partnerships
- Be a socially responsible corporate citizen

- Be a learning & innovative organization with a motivated team

Product Portfolio

JK Tyres had a wide range of product portfolio as they have a very diversified product range, as one of the market leaders they want to serve their customers with all types of products and services, following is the whole range which JJK Tyres manufacture as a company.



JK Tyres has also launched SMART TYRES with a TPMS i.e. a Tyre Pressure Monitoring System tracks real time tyre pressure and temperature when your vehicles are on run mode. These tyres are offered with some advance and smart features which will also improve the health of the product with reduced carbon emissions and increased tyre life.

The diversified product line of JK Tyres is a big strength of the company as it offers a lot of variety to the customers, so customers feel more reliable and satisfied with the brand.

Objective

Management is a vital function of an organization; every work is performed by some or the other employees but without proper management of work all the efforts of every individual working in the organization goes into vain because of lack of coordination and proper functioning a company cannot achieve its goals and objectives. Management is a practical nature task; it can be learned through theoretical knowledge but know what and how to implement at what place comes to your mind when we work in an organization practically and face different kinds of realistic situations.

A manager is expected to stand out among all and should be able to coordinate its team effectively; hence the objective of this project was to learn how to manage under various circumstances that arise while working in an organization.

This project was aimed to learn about the Customer relationship management of the company, as to how a company deals with its customers and what efforts it need to make from its side to be on the favorite list of customers, Being a favorite company will help the company to boost its amount of sales, will enjoy recognition in the society and retain its dealers with itself for the longer period of business.

The project study focused on “JK tyre” as a product and the subject are to understand the mind set of different customers about the product. Being a student of marketing management, the inquisitiveness to peep on practical side of consumer relationship management promoted in study.

This project also aims to give you a detailed understanding about the company and the industry and its level of competition in the market, and recognition in the global tyre business.

This project will hopefully give a detailed learning and knowledge to inculcate in of your plans for business.

Research Methodology

Research is the systematic investigation into existing or new learning. It is used to establish or confirm the facts, reaffirm the results of previous work, solve existing or new problems, support theorems, or develop new theories. A research project may also be an expansion on past work in the field. In order to test the validity of instruments, procedures, or experiments, research may replicate elements of prior projects, or the project fully.

The goal of the research process is to gain knowledge and deepen your understanding about a topic and its relatedness. There are two ways to conduct research: Primary and secondary research and there are two major research designs: qualitative research and quantitative research. Researchers choose one of these two tracks according to the nature of the research problem they want to observe and the research questions they aim to answer.

This report aims on research about the CRM program of JK Tyres I.e. JK Advantage, it aims at knowing the feedback of the dealers with the program and knowing their level of satisfaction of dealers with the company for letting the company know about the success level of the designed program.

We circulated a questionnaire with the help of JK team to collect the information of dealers and then did its analysis.

Also, this report will draw the attention on the dealer presence by bringing all the dealer information on an excel sheet and analyzing it in which states Jk needs to increase its presence to meet its competition.

Customer Relationship Management

Introduction:

Customer relationship management is a mixture of practices, strategies and technologies that companies use to manage and analyze customer interactions and data throughout the customer lifecycle, with the goal of improving customer service relationships and assisting in customer retention and driving sales growth. CRM systems compile customer data across different channels, or points of contact between the customer and the company, which could be through any platform company's website, telephone, live chat, direct mail, marketing materials and social media.

CRM systems can also give customer-facing staff detailed information on customers' personal information, purchase history, buying preferences and concerns.

Segments of CRM: At the most fundamental level, CRM programming merges client data and archives into a solitary CRM database so business clients can more effectively get to and oversee it.

After some time, numerous extra capacities have been added to CRM frameworks to make them progressively helpful. A portion of these capacities incorporate chronicle different client collaborations over email, telephone, web based life or different stations; contingent upon framework abilities, computerizing different work process mechanization forms, for example, undertakings, schedules and alarms; and enabling supervisors to follow execution and efficiency dependent on data logged inside the framework.

Advertising mechanization: CRM apparatuses with showcasing robotization capacities can computerize dreary errands to upgrade promoting endeavors at various focuses in the lifecycle. For instance, as deals possibilities come into the framework, it may naturally send the possibilities advertising materials, ordinarily by means of email or online life, with the objective of transforming a prospective customer into an undeniable client.

Deals power robotization: Sales power computerization devices track client associations and mechanize certain business elements of the business cycle that are important to follow leads and pull in and get new clients.

Contact focus computerization: Designed to decrease dull parts of a contact place specialist's activity, contact focus robotization may incorporate prerecorded sound that aids client critical thinking and data spread. Different programming apparatuses that incorporate with the specialist's work area instruments can deal with client demands to eliminate the hour of calls and to disentangle client support forms.

Geolocation innovation or area-based administrations: Some CRM frameworks incorporate innovation that can make geographic advertising efforts dependent on clients' physical areas, some of the time coordinating with well-known area-based GPS applications. Geolocation innovation can likewise be utilized as a systems administration or contact the executive's device to discover deals possibilities dependent on an area.

Work process computerization: CRM frameworks assist organizations with improving procedures by smoothing out remaining burdens, empowering representatives to concentrate on innovative and more significant level assignments.

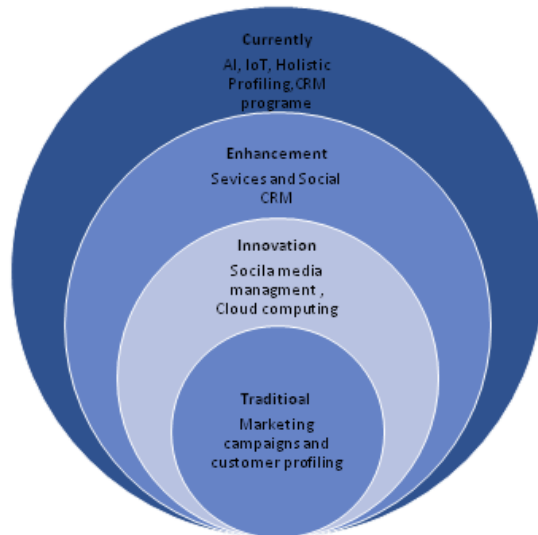
Lead the board: Sales leads can be followed through CRM, empowering groups to deal with information, follow and break down information for leads in a single spot.

Human resource executives: CRM frameworks help track representative data, for example, contact data, execution surveys and advantages inside an organization. This empowers the human asset division to viably deal with the inner workforce.

Investigation: Analytics in CRM help make better consumer loyalty rates by examining client information and making focused on advertising efforts.

Man-made intelligence: Artificial intelligence (AI) advancements, for example, Salesforce Einstein, have been incorporated with CRM stages to robotize dreary errands, distinguish client purchasing behaviors to foresee future client practices and the sky is the limit from there

Evolving capabilities of CRM software since it came into scenario.



JK TYRES CRM PROGRAMME:

JK has different types of CRM programs

1. JK Badshah – For its fleet customers to maintain tie-ups with them and began from the year 2006 and is provided to 1700 customers, the program has entered in its 9th year and promises to deliver excitement and rewards at every step. The members earn points on purchase of both Truck/Bus Radial and Bias Tyres. It is our endeavor to build strong bonds with our end customers and their families through this initiative.
 2. JK Advantage – For Passenger Car Radial (PCR)dealers and started in the year 2012 and have a base of 3022 dealers, the members of the program are entitled to points as per their category. The points can be redeemed for exciting gifts.
 3. JK Star – For all the Truck Dealers, it originated in 2008 for truck dealers' network of around 1100. Members earn points on each tyre purchase and can redeem the points against exciting rewards. The program is completely refreshed from its earlier editions and promises to give higher rewards to its members than ever before. This is the seventh year of this program and has built a strong between the organization and its channel partners.
- These programs are initiated for multifold communication platform for continuous connect with the Dealers/Customers and enhance scalability with Android/iOS App based program backed up by AWS.

- CRM is a powerful program with features like Demand Generation, Lead Generation & Business Collaborators.
- These programs were designed by Digitas India a part of LB group and was managing this program for JK Tyre till March 2019. LB Group is a leading Global agency in Digital marketing
- Currently it has been shifted to an IT Company Lmoso Solutions Pvt Ltd which is a CRM company having developed the revolutionary low-cost all-in-one digital marketing and customer engagement platform, “**Walkins**”, for large enterprises to local retail. This company had expertise in the following roles:
 - a. A revolutionary, low cost, all-in-one CRM Solutions.
 - b. Platform expertise in integrating and implementing the processes, personnel and partners of large enterprises to achieve marketing, sales & service objectives

JK ADVANTAGE CRM PROGRAMME

This program was designed to build good relations with the passenger car radial dealers and customers to help them get connect and retained with the company.

The benefits of JK Advantage program designed were as follows:

1. Dealers can influence your ultimate customers because consumers are not very much concerned about the tyres due to less awareness, hence they rely on whatever things the dealer say, they are persuaded by the dealers.
2. JK offers incentives or benefits in some or the other form to dealers to build good relations with the dealers so that they promote their brand and in turn contribute towards short-term or Long-term profits of the company.
3. Gaining loyalty of dealers is a very important task as the market is controlled by MBOs, hence long term and advantageous programs help in dealer retention for the company.
4. Everybody loves to enjoy profits in any form; hence dealers will appreciate the incentives they can retain from the company.

5. Dealers many times have to pass off the discounts received because due to stiff competition in the market they also sell the products at a lower price, hence companies should be humble towards them and give some benefits for their efforts for selling the product.
 6. Dealers always want brand acknowledgement from the company, so they enjoy the competition and rush towards selling the product to earn points from the company.
 7. To build the equation of Dealers retention=Increased revenue it is necessary to enhance and retain their relationship so that they put some marketing efforts to attract and satisfy the final consumers.
-
- JK advantage is the oldest and most successful program in the tyre industry which is helping the company to generate demand and growth in its business and thrive a two-way flow of communication by engaging and empowering the dealers and customers.
 - Through this program JK Tyres is trying to reach and Serve an average of 10.7 lakh customers & dealers per month also,
 - On an average, 10K+ customers & Dealers are reaching the CRM helpdesk per month. This program has become an effective 2-way communication channel between the company and customers/dealers of the company.
 - The modes which are used for connecting with the customers are WhatsApp messages to answer their queries, calls to solve their issues, alerts for updating for sending updates as to timely that it's time to change you tire etc.,SMS for sending them festive wishes and mails of offers launched by company.

Channel	Average Communications Per Month	Dealer	Fleet Customer	JK Sales Team	Total	Total Reach Per Channel
Whats app	30	4325	1250	310	5885	176550
SMS	65	6100	1763	310	8173	531245
Email	25	4000	1500	300	5800	145000
App notifications	20	3200	1200	275	4675	93500
Tele-calling	15	6100	1763	310	8173	122595
TOTAL REACH						1068890

Channel	Dealer	Fleet Customer	JK Sales Team	Total Inbound Communications Per Channel
Whats app	900	600	600	2100
SMS	100	50	50	200
Email	600	300	600	1500
In-App Survey/Feedback	3200	1200	275	4675
Telecalling	850	650	800	2300
TOTAL INBOUND				10775

This data clearly depicts how the company is using various modes to communication to reach its customers and build close relations with them.

Benefits of Program for JK Tyre that they are enjoying are as follows:

1. Powerful communication and engagement tool: It's a multi-channel communication platform for product promotions and building dealer relations with JK Tyre.
2. Loyalty and growth: Profitability and Growth Based Schemes will increase revenue for both ends the dealers as well as the company.
3. End consumer connect: Enables capturing of Customer database from registrations and BTL activities

4. Enabling dealer's business: It would enhance footfalls at dealer's store as we'll be constantly reminding our customers about their maintenance of tyres and push & pull marketing would be via dealers
 5. Increase sales force effectiveness: It is easy to use & feature rich app and web portal for key information, hence people get all information what they require instantly through servers and would also enhance dealer relationships as they also have a better understanding about the company and its customers in advance.
 6. The dealers after conducting such programs have shifted to JK tyres higher slab bracket. On Average basis 58% of dealers have moved to higher slab than their previous ones in 2019-20.
- Dealers retain their points for bigger goals (often for car), this leads to longer association of dealers with the company and the invested trust of dealers in JK's offerings which they highly value.
 - Dealers actively participate in the program and prefer to move to higher slabs by gaining more loyalty points. Redemption pattern of the company clearly states that dealer's off take has gone up continuously.

Dealer Details				ORate		Redemption				Current Points
Zone	Customer	Dealership Name	Category	2017-18	2018-19	2019-20	2016-17	2017-18	2018-19	
South	1105256	CHERRY AGENCIES PVT. LTD	SW	5959	7943	8708	Not Redeemed	Not Redeemed	Member want Porsche Car Product Voucher	6613007
West	1106935	TYRE POINT	SW	3583	4282	9211	Gift Card	Not Redeemed	Maruti brezza Diesel (Top Model)	6573009
East	1113091	IMPHAL TYRE & TUBE WORKS	MBO	717	3140	5024	Whirlpool 6.2 KG Semi Auto Washing Machine	Not Redeemed	Mahindra Marazzo-M2 8 Str (Diesel)	0
East	1110620	KAMRUP TYRES	SW	5211	4981	4885	Maruti Brezza (LDI) Diesel	Maruti Suzuki WagonR VXi	Ford EcoSport Ambiente (Petrol)	4348444
North	1101671	SWASTIKA TYRES	SW	3331	4565	4699	Maruti Alto 800 (STD-Petrol)	Not Redeemed	Ford Eco Sport Ambient (Petrol)	0
North	1110211	MAHAVEER TYRES	PTP	7174	4835	4492	Not Redeemed	Gold	Maruti Dzire VXi (Petrol)	2523817
West	1109331	BHAKTI ENTERPRISES	PTP	1337	3089	5206	Maruti Alto K10 (LXI-Petrol)	Not Redeemed	Hyundai i20 Magna (Petrol)	2788349
South	1113420	SHREE VENKATESHWARA PRASANNA TYRES	SW	3378	3690	5614	Not Redeemed	Firefox Bicycle	Apple iPhone11	4761044

This chart clearly depicts a shift of dealers in the higher slab bracket from the previous ones every preceding year and how the dealers earn points for redeeming the vouchers.

CURRENT CAPABILITIES OF DEALER PROGRAM

Some of the lead generation and business drivers of the program are as follows.

- Campaign around secondary data: Targeted campaign with Warranty Registered, CIP registered and all events customers
- Referral: Referral Program to attract new customers and make existing ones as Brand Advocates
- E-coupons: E-Coupons for Corporate tie-ups benefits
- Cross promotion: Cross product promotion (e.g.: TREEL can be promoted to all PCR customers)
- CRM for channel partner (customer connect): Enable Dealers to manage their customer database and campaign with these data to generate new business
- Secondary sales analysis: Primary V/s Secondary Sales Analysis. Tool to empower front line sales
- Auto alerts: Service & Tyre replacement notifications to consumers based on usage data
- Tender services: Tender Service; dealers can avail this service and participate in B2B business

GATHERING SECONDARY DATA

Through online warranty registration at every dealer location, an effective PCR & 2-wheeler database is generated

Methodology:

- Quick and easy Warranty Registration process
- Fraud proof system: OTP Verification is necessary.
- Gathered customer, vehicle & tyre details mapped with the dealer
- Real-time notification with Warranty Number details
- Auto notification of tyre service, replacement etc. for repeat business

Generation of Truck Data Bank through online CIP Registration

Methodology:

- Quick and easy CIP registration for FLS Team.
- Gathering the trucker's personal & vehicle details, application & average running of vehicles, tyre information along with total tyre potential per annum
- Data availability for customized campaigns with truckers

Types of programs:

Referral program:

Existing clients can find locally available different clients and even new purchasers and stroll in clients can get the program advantage through, restrictive coupon codes, Regular offer updates, brand affiliation and acknowledgment benefits.

Dealers-own-crm:

It Permits sellers to structure their own Customer Relationship program and a consistent associate with the clients prompting client maintenance.

It empowers the dealer to create a customized offer through pop poster or WhatsApp creative or Picture SMS and run a local campaign.

Dealer can also schedule Service SMS alerts for his own customer database and can gather store visitor's info, engage with them and generate repeat business, SMS based communication channel supports regional language and picture SMS with basic analytics and developed to promote tyre Replacement, Services and other offers.

Customize campaign management:

A target group can be set and accordingly campaigns can be customized and run SMS campaign with different purposes and SMS templates. Business Growth Campaigns can also be conducted with Replacement reminders, Service Reminders, Offers and Promotions and engagement Campaigns for birthday, anniversary and festive wishes.

The e-coupon module:

Customers can request raised by partner brand for coupon JK will generate coupon & share with partner. The partner will share the coupon & the customer will be notified

with the redemption process and once the customer redeems it at a dealer, request reaches JK for validation, on confirmation the coupon gets redeemed

All these programs are here will guide the analysis for frontline sales team as to how to improve efficacy of Sales Call Provide detail of dealer business health analyzing which is the fastest moving SKU in the market v/s dealer counter and providing solution.

ENGAGEMENT ACTIVITIES AND STANDARD OPERATING PROCEDURE (SOP)

Various Engagement Activities are as follows for the dealers of the company.

- i. Birthday & Anniversary celebrations of dealers
- ii. Celebrations on Store anniversary of the dealer
- iii. New Store opening inauguration ceremonies
- iv. Festival, New Year Wishes
- v. Various Contest
- vi. Recognition by awarding rewards or appreciation etc.

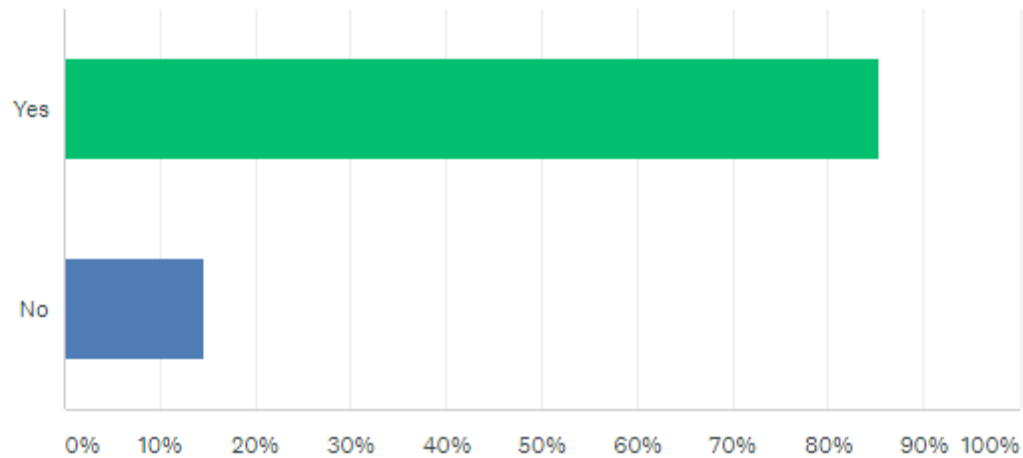
How the company operate these plans:

- 1. Preparing calendar for the month
- 2. Updating sales team in the beginning of the month
- 3. Arrangement of Cake / Greeting Card
- 4. One Day before Reminder to Sales Team
- 5. D-Day call to the Dealer from Call Center and SMS

PROGRAM EFFICACY SURVEY OF DEALERS – 2020

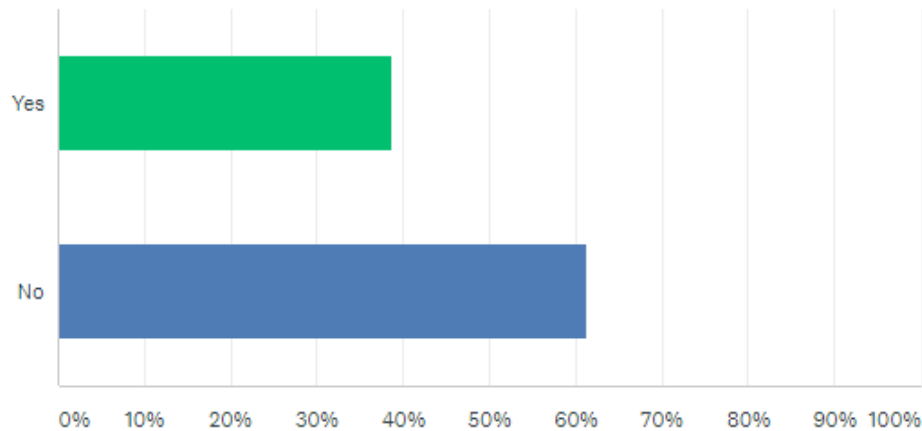
Total number of surveyed dealers were around 880.

1. Do you think JK Advantage program has helped your business?



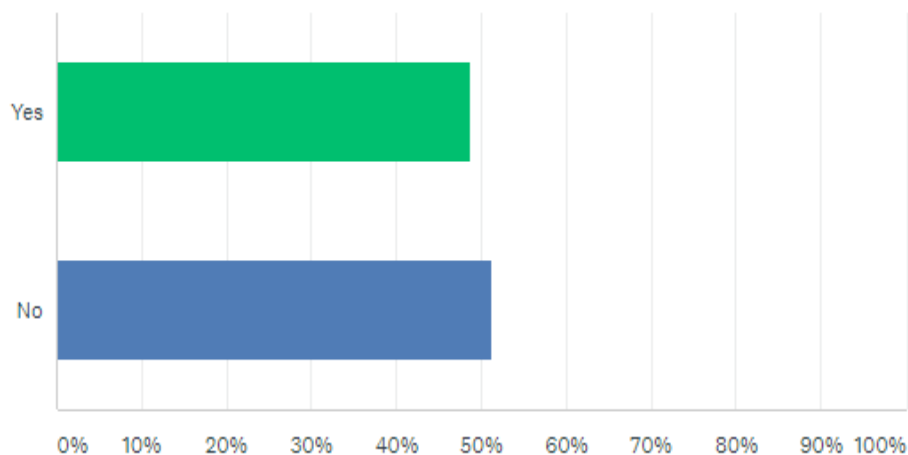
Around 85.33% of the total surveyed dealers gave a positive response towards this program of J.K. Tyres, which shows majority was happy with this program.

2. Does advantage program disturb the Market prices?



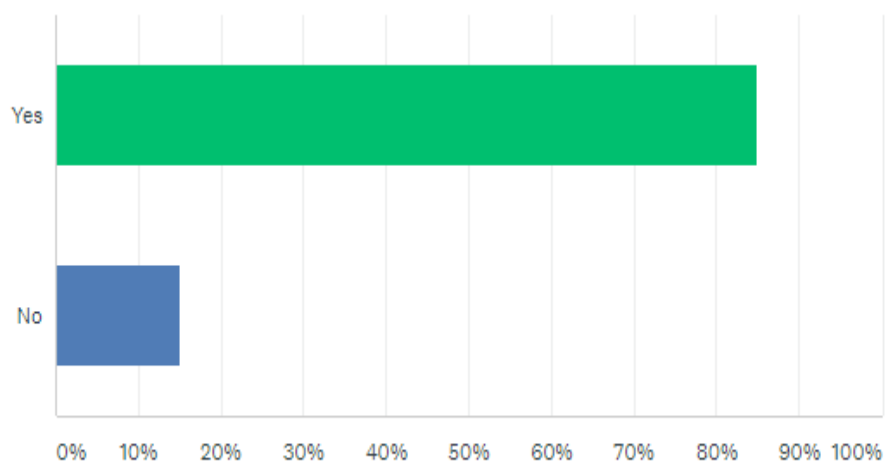
Out of all 38.71% dealers thought that a bit of prices of products are affected because of the program but again the majority i.e. 61.29% feels that prices are not impacted.

3. Do you calculate the value of advantage program in your landing prices for each tyre?



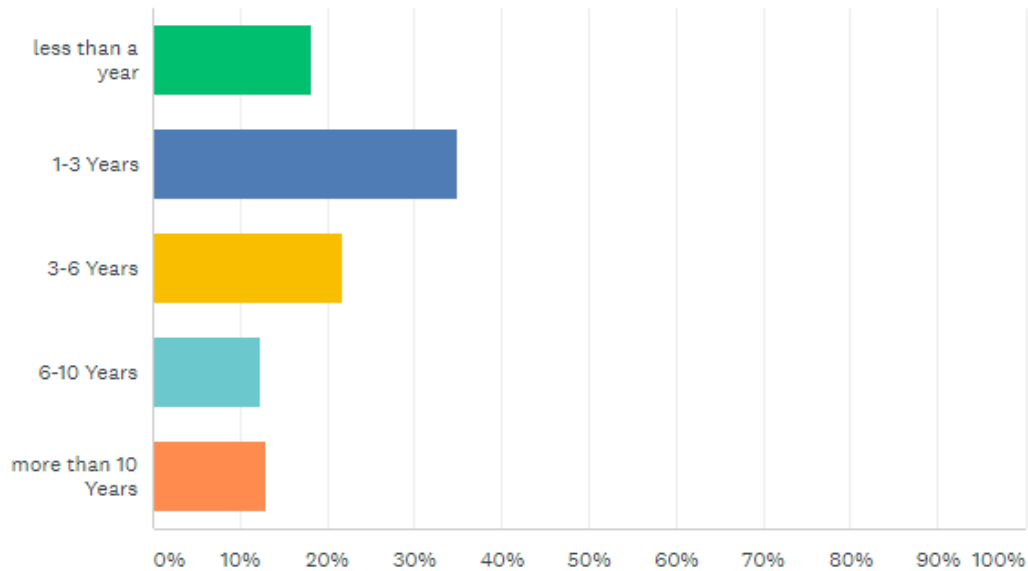
Around 48.76% of the people calculated the landing price for each tyre whereas the others 51.26% did not calculated which means there is 50% chance that dealers would calculate the landing prices or not.

4. Does JK Advantage program help you to remain connected to JK Tyres and continue to be dealing in JK Products?



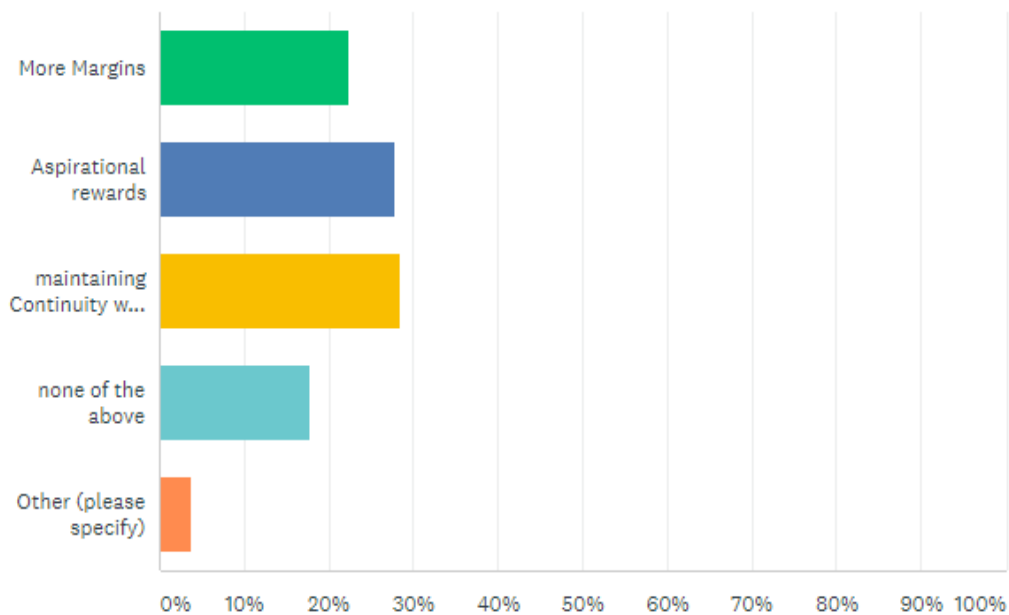
Around 85% of dealers were satisfied and felt a connect with the company because of JK Advantage program as they got many benefits from the company when they indulge in this with the company.

5. Since how many Years are you enrolling for JK Advantage Program?



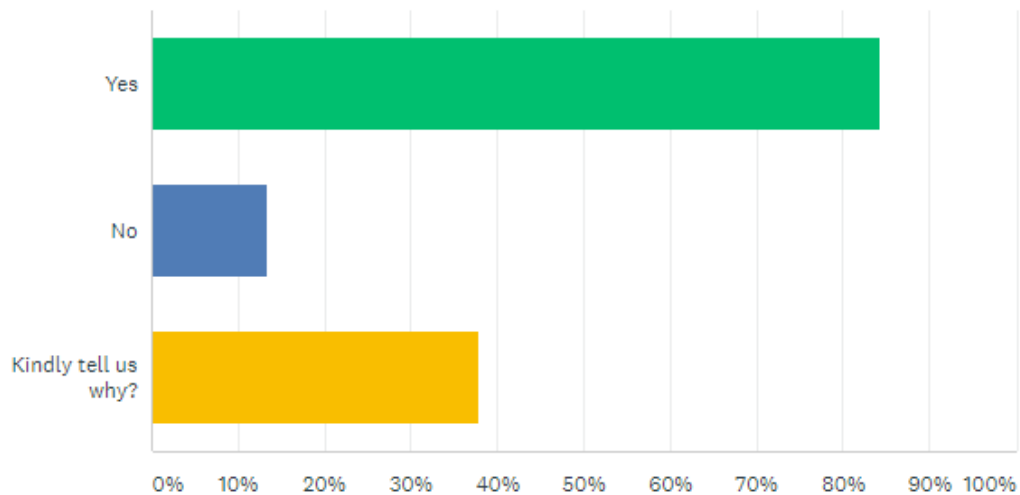
This Program has started reaching its heights since past 1-3 years as 34.88% of dealers started joining it and many more will go in upcoming years because now, they are more aware of the benefits that they are getting by involving in the program.

6. What is the single most benefit you get from JK Advantage program against other programs?



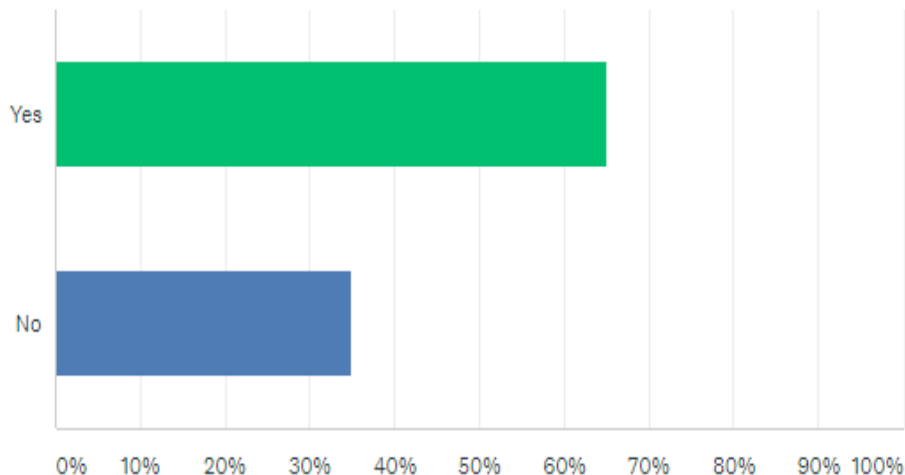
27.77% said that inspirational awards are very beneficial and satisfactory than other also, 28.44% of dealers showed that it's good that through this program the company is maintaining continuity with them which is good thing for both company as well as the dealers and many of them were also happy as they were getting more amount of margins by involving in this program.

7. Should JK Advantage program continue and why?



84.44% of dealers were very satisfied and happy with the Advantage program and wanted the program to be continued to build good relations with the consumer, and many dealers gave us feedbacks that they are very happy by the CRM programs of the wanted and want to be associated to more such programs and also said that it helped them in building strong relations with the company and increase their loyalty towards the brand.

8. If JK stops advantage program, will it impact JK sales on your counter?



65.10% of customers said that yes if this program won't continue it would definitely affect the sales of JK Tyres from our counter because this program is what motivating us to promote and sale JK products than our competitors because they are offered benefits from other companies too, so JK should keep running show program to build a bond with the dealers.

Conclusion of survey:

Dealer Loyalty: 50% dealers are more than 3 years old with Advantage scope to make the remaining 50% our loyal dealers.

Connect with the brand: More than 85% dealers say they remain connected and loyal to JK & find Advantage beneficial

Business Enabler: 89% dealers say Advantage has helped their business

MOP: 53% dealers don't calculate the value of points in landing price; over 63% say it does not disturb the market prices.

Dynamic Off take Details: dealers were satisfied with daily update on off take and points whereas 15% dealers don't have any problem.

Engagement Activities: many dealers are very happy with current engagement activities whereas 17% dealers find its normal engagement.

Customer Satisfaction: Dealers were very happy with Advantage support team dealers believe it's good but can be improved.

Overall, through the survey we can say around 84%+ dealers say Advantage Program should be continued as they are very happy and want to be associated to the company with such engagement activities.

JK Baadshah program

Baadshah program is mainly designed for fleet owners with which JK have tie-ups of around 1787 in the current year which has a lot of increase when we compare to 2006 data i.e. 1000 fleet customers

Core objective of JK Baadshah program are as follows:

Brand– Consumer Connect

Strong communication tool for continuous link with its customer by various modes of communication.

Consumer Feedback

Tracking feedback through Survey & Engagement forums distributed among the fleet customers to collect data for betterment and efficiency.

Fleets 'Integrated Platform

An integrated platform by Baadshah offering all Products & Services under an umbrella to all its customers.

Track of Consumer sales Trends

JK Baadshah is the only platform for capturing sales data of fleets buying through dealers of the company.

Potential Analysis

Baadshah 2.0 enables potential analysis of existing base which can be mapped with current market share of JK Tyres.

Scaling up opportunity

Huge scope of scaling up in terms of coverage of its customers as well as the company

Scope of the program:

- Technical Consultancy services will be provided to the fleet customer services they remain connected with the company.
- Training of how to perform the work will be provided to all fleet owners associated to the company.
- Data Management process will also be explained by the company as to how fleet customers can manage their data.

Engagement Activities:

- Traditional dress competition
- Republic day contests
- Anniversary celebrations
- Festive wishes

GROWTH STRATEGY FOR FUTURE

- Increase reach to 10K customers and having market share of 17% large transporters as JK partners in 3 years.
- Onboard 3500 Fleets in JK universe (Close to 2500 indirect fleets) by targeting Silver category fleets up till 2020-21.
- Explore tie-ups with allied business
- Start reward-based referral engine to quickly double the number of customers till 2021-2022
- Apart from referral mechanism, tie ups with AITWA, Regional transport associations.
- Engage around 1000 Drivers till 2022-2023
- Leverage Truck Wheels to start end to end tie-ups
- Brand Alliances:
 - i. Strategic Tie-up with other CRM Programs
 - ii. Integration of JK Tyre Product and Services, E.g.: HPLC, BPCL program

- Social Community: Form a Social Media Community for entitle dealers and connected with them on various topics and Continuous flow of information and thought sharing over Social Media.
- Business Development:
 - i. Introducing B2B services like tender services for the dealer for developing his business.
 - ii. Professional courses from IIM are for 2nd Generation to Enhance Business Skills.
- Engagement: Experiential Engagement activities like Hot Air Balloon Ride, Scuba diving which will be lifetime memorable for the customers etc. Meet & Greet with a Cricketer, Bollywood Actor/Actress, and Rolls Roy Ride in a City etc.
- Coverage: Outreach Program to add more Customers.

ANALYSIS & INTERPRETATIONS

SWOT ANALYSIS OF JK TYRES

STRENGTH

- The company has got a strong network of distribution. It has got more than 100 outlets in India. The company is known for its stronger relationship program, high incentives, rewards and other value-added incentives.
- The company is the leader in the market for heavy vehicles like for trucks which will result to have steep growth in the future.
- It is the first company in the whole continent i.e. Asia to be awarded with ISO50001 certifications. It has further got ISO9001 and ISO14001 certification.
- The company's move to takeover Cavendish has helped it to get tremendous expansion in its production.
- The company sells its tyres through its exclusive channels of distribution that is through Truck wheels, Xpress Wheels, Chain Steel wheels
- They are one of the leading tyre exporters of India.
- Dial a tyre service is an innovative concept in tyre industry, where you get delivery of a tyre you ordered at your doorstep.
- The company has a good understanding of its customer needs. The company takes care of its customer needs and interests

WEAKNESS

- It is difficult to control costs of manufacturing since there is fluctuation in the prices of synthetic rubber which used mainly for creating tyres
- The company has diluted its focus on farm tyres and passenger cars. The company focuses only on radial tyres segment for trucks

- The company needs to keep its prices more stable since it will be the core differentiator because there will be a huge competition in the tubeless tyres from the foreign players and the multinational companies.
- The performance of tyres in summers is found to be in bad conditions during summer times.
- There is lack of equity between large and small scale dealers.
- There payment policies are a bit harsh than the competitors in the market.

OPPORTUNITIES

- Since the new vehicle launches have grown in the frequency in both passenger cars and two wheelers there is a high potential for tyres for the company
- Also, since the number of two-wheeler purchases is expected to increase in the next decade, there will be potential opportunity for JK Tyres
- Emerging markets and improved lifestyle will create more demand for vehicles, transportation which will then create an increased demand of the tyre
- More tie-ups with automobile companies will generate more demands, revenue, and customer as it's mainly into B2B (Business to Business) market.
- In future, With the increase in population India is likely to become a hub for small car production.
- There is tremendous potential in Delhi are that open a gateway for the company to increase the sales and capture larger set of market share.
- Investing more focus towards its Research and development centers would help the company to do new innovations and become the trend setter of the industry.
- Claim process can be enhanced by passing claims in much less time then taken which in turn will also lead to satisfied customers.

THREATS

- With the growing market and with the increase in potential competitors for tyres the company faces stiff competition from Bridgestone, Michelin and Apollo Tyres in India
- Fear from the government policies with respect to export duties, import duties, tax on automobile industries may affect the sale of automobiles in India.
- With the introduction of other transport facilities like metro, monorails, local trains may reduce the need for personal vehicles
- Sudden increase and decrease in the prices and the availability of raw material as India's production is less than its demand.
- Price war due to stiff competition in the market is forcing dealers to sell at low margins.
- Upcoming competition in radial tyres from countries such as China, South Korea .
- Liquid products are transported through pipelines which is also a threat for a tyre company.

4 P's analysis of JK Tyres

Showcasing Mix of JK Tires investigations the brand/organization which covers 4Ps (Product, Price, Place, Promotion) and clarifies JK Tires marketing technique. Starting at 2020, there are a few showcasing systems like item/administration advancement, promoting venture, client experience and so on which have helped the brand to develop.

Marketing strategies assists organizations with accomplishing business objectives and destinations and showcasing blend of 4Ps is a utilized structure to characterize the methodologies.



Let us start the JK Tires Marketing Mix and Strategy:

Product Strategy:

JK Tires is one of the most prominent tire producers in India. JK Tires being primarily a tire maker, has a wide range of product portfolio in its marketing mix which comprises of Passenger car tires, two/three-wheeler tires, commercial tires, farm tires and off the road tires.

In the Passenger car tyres , JK Tires gives tires to the whole scope of SUVs running on Indian streets. From a 3-kg bike to a 3.5-ton OTR tire, it fabricates a wide range of tire for the two and three-wheeler advertise. Actualizing the Truck Bias Technology, JK Tires makes tires for a wide range of trucks and is additionally engaged with cutting edge tire testing and polymer research. Radial tires, LCV tires and SCV tires are likewise accessible from them.

Cultivating being the greatest wellspring of pay for country India, JK Tires produces tires for farm vehicles which is generally utilized for cultivating in India. Off the road tires involves tires for high limit vehicles essentially working in mines.

Price/Pricing Strategy:

JK Tires offers tires to dealers at a competitive price. The car segment is very competitive. JK Tires faces intense rivalry from other tire makers like MRF, Bridgestone, Michelin, Dunlop and Goodyear; in this way, so as to counter it they value their items in a similar range as of their rivals, likewise giving inconsistent advantages to its clients

relying on merry seasons. Fundamentally tuning their administrations for the economy class individuals, JK Tires can enter the retail market and offer items at a reasonable cost and of the best quality. By giving alluring offers and packaging their items encourages them to play the value separation in this way helping them gain more prominent benefits. This shows how significant the pricing policy is in its marketing mix for JK Tires' development.

Place and Distribution Strategy:

JK Tires has a decent solid accessibility in the Indian market. Aside from the own country, JK Tires is likewise present in the worldwide market, with nearness of more than 100 nations spread across 6 continents. JK Tires circulates its items fundamentally by retail chain. Its items are accessible effectively at any retail car shop. It likewise has restrictive outlets which sells just JK Tires and other brands at their outlet.

JK Tires essential and tertiary dissemination organize structures the base of their retail technique. It has a decent country effort, and it is exceptionally coordinated.

It pays fair margin to its distributors, which helps them to maintain a strong network of retail chain.

Promotion & Advertising Strategy:

The promotional and advertising strategy in the JK Tyres marketing strategy is as follows:

JK Tyres is involved in extensive advertisement and promotional activities. Their primary mode of promotion involves advertisements for Television, print media and billboards are few of the many techniques used by them. JK Tyres promotes its products as being under "Total Control", it helps them to play in the mind of the customers that their tyres are good for safety on roads thus it gives them an extra benefit that earns them easy brand recall. With wide range of CSR and promotional activities JK Tyres gains a good amount of goodwill among customers. This completes the JK Tyres marketing mix.

Michael Porter's Five Forces Analysis: A way to look at Indian Tyre Industry.

Michael E Porter's five forces model is any day a best tool to analyze any business industry. So, this analysis dealt with tyre industry of India from porter's view.



Threat of new entrants:

The threat of new participant is direct or can be depicted as low because the business is highly capital escalated, and the degree of innovative mastery required is likewise profoundly specific. But if we see from Indian tyre industry's perspective, this better can be characterized as high. The reason being worldwide tire industry is as of now observing mergers and acquisitions to rebuild. Also, starting at now India and China going to be the center of exercises similarly as tire industry is concerned due to low creation cost just as other important advantages. So, for any of the worldwide large shot Indian organization will be a decent alternative to go for.

Bargaining power of buyers:

This can be segregated into two sections as follows.

- **OEM's**

The OEMs are consistently in solid position when the bartering intensity of purchasers is concerned. The reason behind this is most of them are having contract with their relative tire maker under which the costs of tire stays stable for this OEM independent of market cost. The advantages are given to them as they are purchasing in mass and the connection gives the tire firms something called brand affiliation.

- **Replacement**

The scene in replacement section is very opposite as the dealing power for the replacement segment is moderate because of the way that the purchasers are not that solid when contrasted with OEMs. The demand in transports and truck portion is in every case high as a result of Indian helpless street conditions apart from this the buy is made in little units.

Threat of substitute

It is moderate or as the business is confronting resistance from retreading part everywhere throughout the globe. This cheaper choice, around 20-25% of the first tire cost, is available in evolved nations since some decade back. What's more, this is making a beeline for wards solid situation here in India as well.

Bargaining power of a buyer:

Bargaining intensity of providers can be isolated in two sections as indicated by the interest of industry:

- **Rubber**

There are two explanations for this being low initial one is most of the tire firms get 150 days acknowledgment for purchasing the elastic from worldwide market which isn't the situation if they get it from household elastic producers. Also, the subsequent explanation is, this credit is being offered at LIBOR, which is the London Inter-bank Offered Rate. It is the pace of enthusiasm at which banks get assets from different banks.

- **Other Petro synthetic based material** (Carbon dark, Nylon tire rope and so forth.)

The intensity of providers is high in this classification as India is limping back if there should arise an occurrence of Petro based raw materials like carbon dark and synthetic compounds which record low in amount terms yet are high cost generators. Likewise, the cost of NTC vacillates in accordance with the costs of Caprolactam (a petroleum derivative)- it's primary crude material. The costs of these materials are out of hand of tire industry

Competitive Rivalry

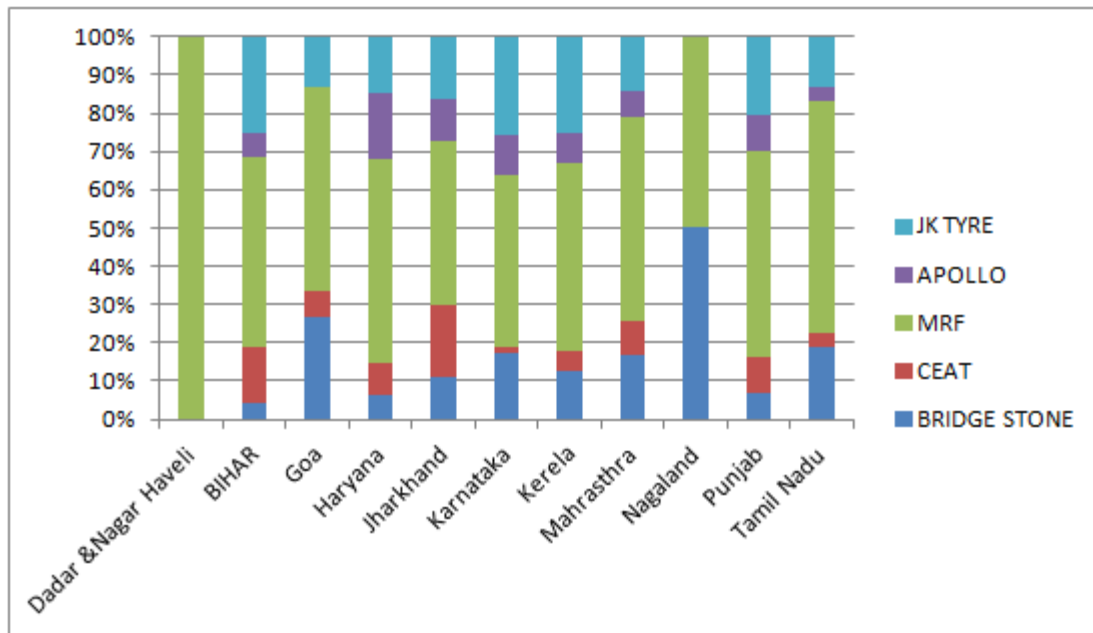
High, because step by step the abroad players are extending their wings over Indian tire industry and additionally a restricted and each player is moving towards robotized innovation, as ERP and SCM. Aside from the previously mentioned reason, the business is seeing high serious situation at present because of different reasons like rising information costs, low acknowledge from developing OEM segment where the vehicle producers are not prepared to share the weight of tire firms, the bit of substitution pie persistently removed by the retreading division which is gradually however solidly rising its head and that to in high acknowledgment fragment of Bus-Truck tires and last yet not the least the unorganized area is consistently there to give migraine to these set up players like CEAT, JK, Apollo and MRF Tyres.

White Spacing Analysis

Dealer mapping: A quick start guide to map the customer journey at the dealership of the company. A customer journey map is a visual representation of the customer's thoughts, feelings, participation of dealers throughout the engagement process with the business.

This analysis is all about finding out the presence of states and cities where J.K. tyres should increase its presence and where all spaces it is not present at all, whereas to beat the competition it must also come up with stores at these places.

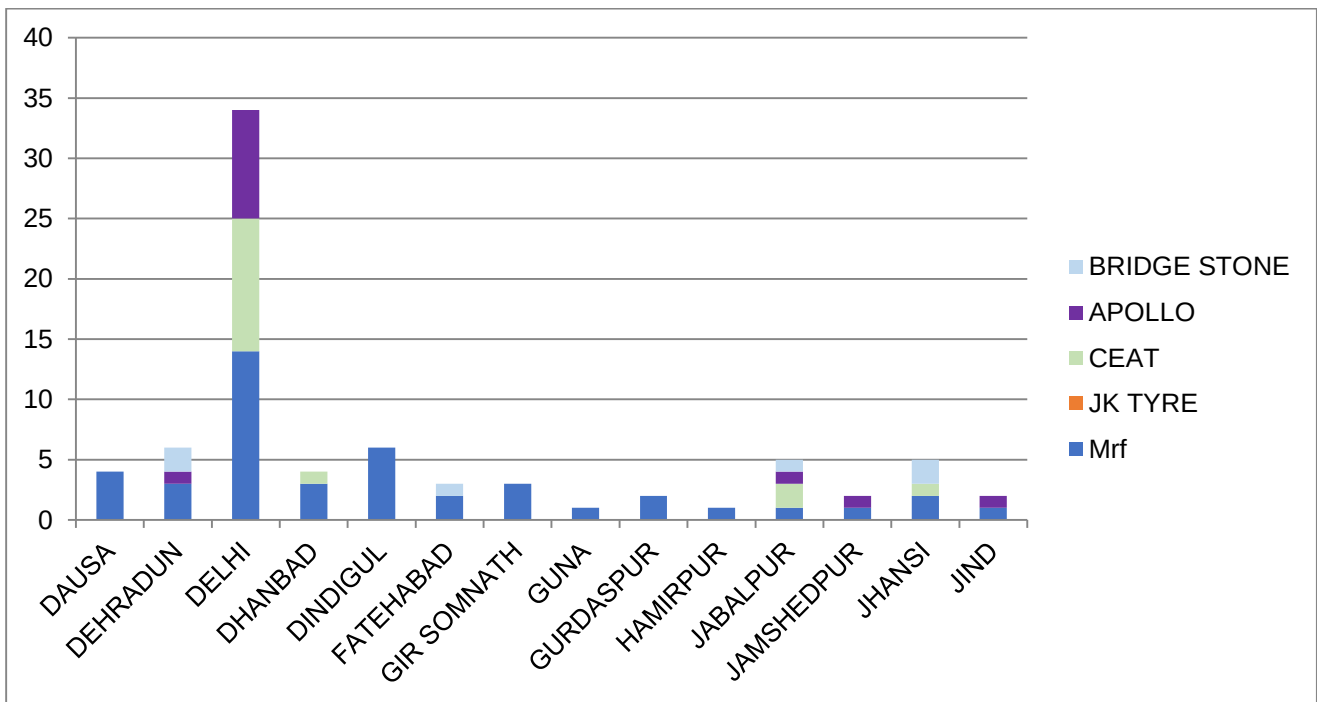
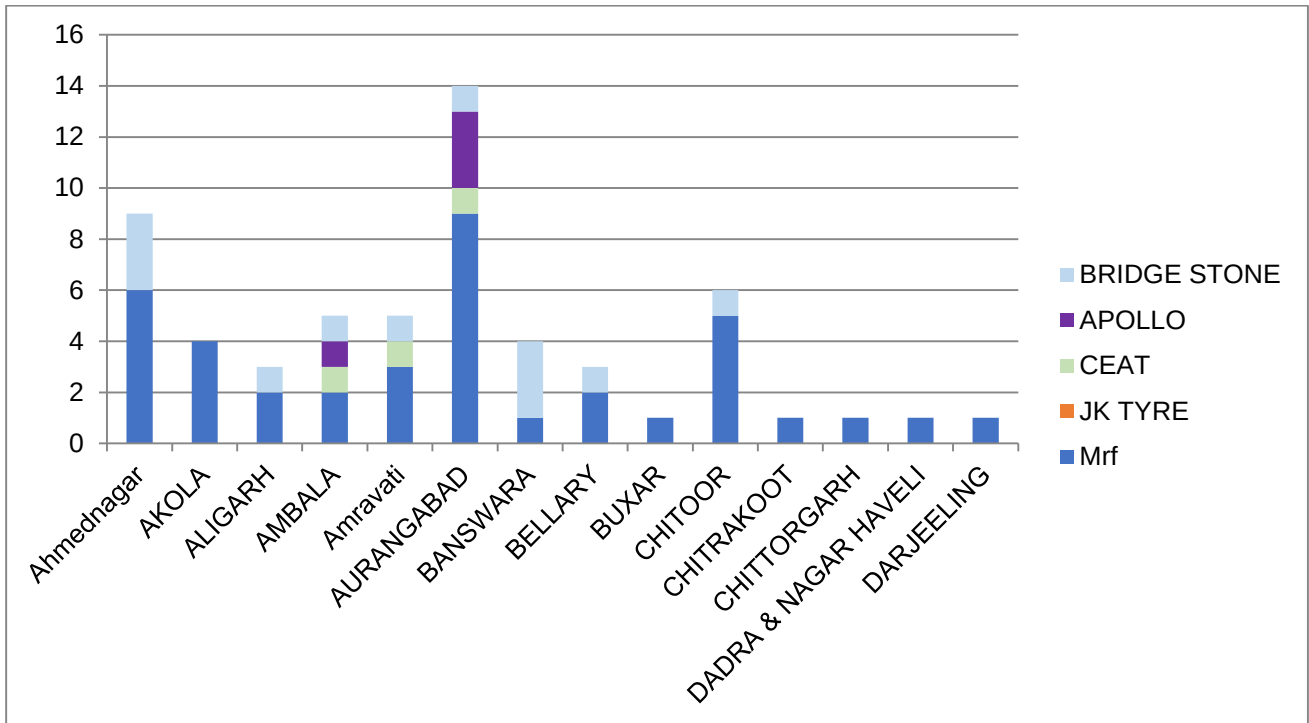
STATE WISE ANALYSIS:

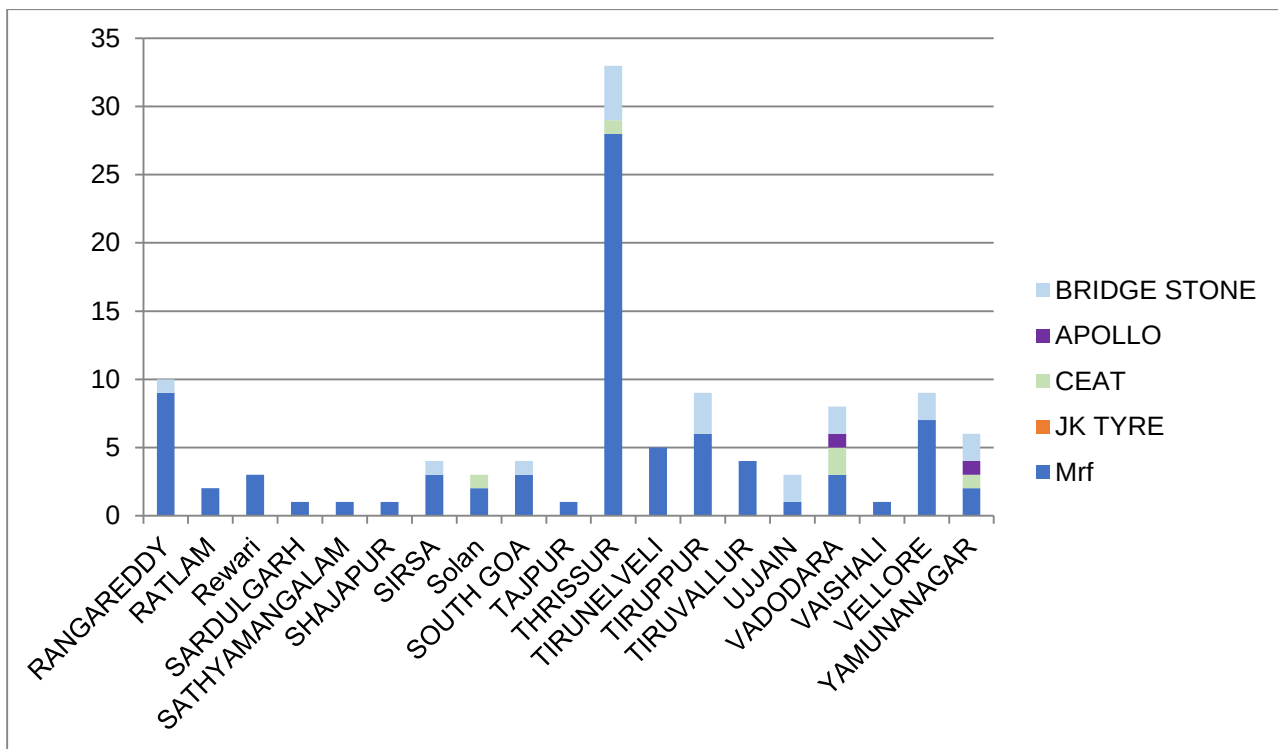
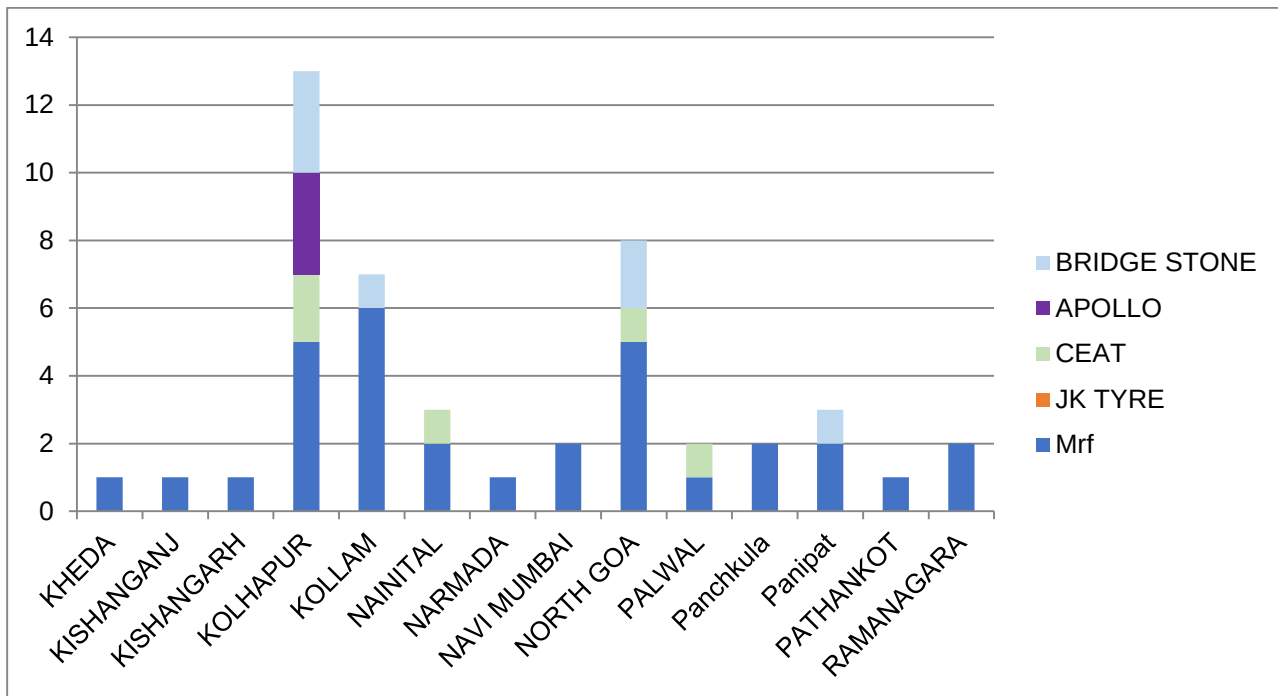


We mapped all the list of dealers along with the information of all these companies in an excel sheet to find out in which states JK Tyres has lacked its presence when compared to its competitors in the market, broadly it can be said out of all states , these are few illustrations of states where JK has very less presence when compared to the top market leaders like MRF as the pictorial representation showcases that the % of presence of JK tyres can be increased in these particular states rather than others because their competitors are leading them in these states.

This graph also suggests JK tyres where it should invest its time and money in establishing its Brand shops and building its dealership network in these states.

CITY WISE ANALYSIS:





We mapped all the dealers of these 5 companies i.e. JK Tyres, Ceat, MRF, Apollo, and Bridgestone of all the cities spread all across the country and depicted the most priority cities in the above graphical representations which have immense potential in them to give higher returns on investment to the company.

All the cities mentioned in the graphs are those in which JK Tyres can invest in establishing its exclusive brand stores to meet the stiff competition and increase their reach towards customers as well as enhance their market share.

Cities like Ahmednagar, Aurangabad, North Goa, New Delhi, Ujjain, Vadodara, Ambala have lots of population which would definitely have an impact on the footfall at their stores and increase in footfall will boost its sales as well as generate more awareness about its products and quality.

Cities such as Darjeeling, Nanital, Gir Somnath, Dehradun, Kolhapur and others have greater footfall for tourists visiting these places, hence again a hope for increased footfall at the stores by maximum no. of customers coming towards it and boosting the sales of the company.

And other cities like Aligarh, Buxar, Chittorgarh, Kishangarh, Banswara, Fatehabad, Vellore, Chitrakoot, Narmada, Thrissur, Solan, Rewari etc. have industrial areas which have huge income levels and also increased usage of transportation in these areas hence more demand is generated for tyres from them, hence a good opportunity for the company to build a good network of customers by establishing its stores in these cities.

All these cities shown in the graphical representations above have some or the other potential as if their income levels are high, population size is big, more people are approaching them and also the presence of the competitors in these cities is somewhere JK Tyres should work on enhancing its visibility and establishing its stores to increase the market share as well as a great reach towards customers.

These graphs give a clear picture in which cities JK Tyres must setup its brand shops to meet its competition in the market and it should invest its money in establishing brand shops in these cities because India is a country of huge population and in every part of the country there is a lot of population so the company can expand its customer base to all these areas and in turn enhance its own recognition in the market and increase the amount of its sales.

Recommendations

- JK Tyre must focus on digital marketing strategy formulations to reach wide range of target audience in cost- effective and measurable way as in these times it is very crucial to make your presence online to remain connected with your customers.
- Company should look upon increasing its dealer network by increasing its brand shops as well as multi-brand dealer outlets to reach more and more customers in states like Maharashtra, Punjab, Tamil Nadu as these are quite huge with graet population sixe as well as in cities such as Narmada, Ahmednagar, Aurangabad, Kishangarh, New Delhi, Navi Mumbai , Dausa, Solan, Vadodra etc. due to industrial areas ,Transportation business in these cities as well as huge population size with high income level to meet its competition.
- Company can do various campaigns for creating awareness and telling about the benefits of indulging into the program to its dealers so that many more dealers can involve in it.
- Company can try connecting to its customers/dealer emotionally through its advertisements and gifts for family because family connect makes a person happy from within, so he'll try to focus more on its sales.
- It can also make some contracts with the dealers to get a confidence that these persons if sign a contract to be with us in longer period of time , company would offer them some monetary as well as non-monetary incentives, so that dealers remain motivated to stay connected to the company.
- Address to queries of dealers/ customers in a very short span of time so that they do not get disappointed by the company.
- It can focus on building the centralized structure for customer data collection which will help the company with the broader perspective of what they dealers want as per the market conditions.

Conclusion

This project report begins with the Introduction to the topic the project is related to and why we should build up programs such as Customer relationship program because consumers of today have become Kings of the market, if you do not value them you lose the market as one unsatisfied customer will restrain 10 others to come to you.

Then it outlays Introduction about JK organization, when it was established and what different segments it has diversified itself and how it has made itself the most recognized brand in the economy working so efficiently in all its different types of product segments.

Industrial overview is also a vital part of the report because it helps us to deeply understand what the tyre industry is all about and how it is performing its functions and where the Indian tyre industry stands in the global market, how the manufacturing process of Tyre is carried away by the Tyre companies and which types of Tyres are most suitable for safety purposes and also learned what type of material is required in processing tyre manufacturing I.e. how raw material plays the most important part of Tyres.

Then we dived into deep understanding of what JK Tyres Ltd. is all about, how it is facing stiff market competition, about its diversified product portfolio and then the great achievements the company has made through its presence and how it established such strong Dealership network in its own country as well as opened its plant in International market.

This report then showcases about the CRM program of the company, how it is involving its customers into these programs and what different types of programs it has for different types of customers of the company , and what is the process of awarding those customers by the company. I also learned the importance for such program which are very necessary for companies to build good relations with its customers and how through indulging with these it can retain its customers with itself for a long period of time.

This we also worked upon mapping the dealers of JK Tyres and its competitors to find out the white spaces around us to help JK to know where it should now invest more in opening its exclusive outlets, and then we learnt about the strengths, weakness and opportunities comping for the organization and analyzed the Marketing mix of the company, then used Porter's 5 force model to analyze the tyre industry .

This internship has helped me in gaining valuable insights about the CRM program and the dealer network of the company and preparing the report gave me a clear picture about the whole industry operations and its recognition around the globe.

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