

SUMMER INTERNSHIP PROJECT REPORT

STUDY ON SALES AND MARKETING MANAGEMENT

Of

BACHELOR OF BUSINESS ADMINISTRATION

By
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2016BBA021



Under the Supervision of
Dr. Richa Mishra

Institute of Management
JK LAKSHMIPAT UNIVERSITY
July, 2018

Tijaria Polypipes Limited



TPL/IC/2018-19
July 11, 2018

INTERNSHIP CERTIFICATE

It is hereby certify that, **Mr. Tushar Sharma** S/o Mr. N.K. Sharma a student of Department of Management Studies, **JK Lakshmipat University, Jaipur** has completed his internship work successfully in this department titled "**A Study on Sales & Marketing Management**" from 11th June 2018 to 10th July 2018".

He has prepared this report under my supervision and the report covers all aspects of internship.

For Tijaria Polypipes Limited,


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CERTIFICATE

This is to certify that Tushar Sharma, student of BBA, Institute of Management, and JK Lakshmipat University has undertaken his Summer Internship at Tijaria polypipes Ltd. India. The topic "A study of Sales and Marketing Management" his summer internship report is original piece of work out by the candidate under my guidance.



Dr. Richa Mishra

(Faculty Guide)

ACKNOWLEDGEMENT

I take this opportunity to express my gratitude to all those without whom this project would not have been possible. First of all, I would like to thank Dr. Manoj Kumar Bhatia, Director, and J K Lakshmi pat University.

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EXECUTIVE SUMMARY

The Project on the study of Tijaria Polypipes Ltd. On the topic A study on sales and marketing management. The study is to understand the Marketing strategies and selling techniques of the product adopted by the company. What are the tools that the company uses to sell its product worldwide clients and what are strategies they manly use to promote their product on the large scale to increase productivity and efficiency.

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INTRODUCTION

MARKETING MANAGEMENT: It is the process of developing strategies and planning for product or services, advertising, promotion, sales to reach desired customer segment.

SALES MANAGEMENT: It is a business discipline which is focused on the practical application of sales and techniques and the management of a firm and sales promotion.

Marketing and sales deals with exploration and understanding of customer Needs, with a response to them through the development production and sales of goods and services (Including Innovation and Implementation). It also deals with the impact on customers' needs in accordance with the Strategic purposes of the organization.

Marketing and sales are closely linked. While marketing focuses more on pre sales activities, survey or understanding the needs of the customer sales process are closely connected to them and realize the actual business relationship with the customers.

Marketing and sales include several different categories of process such as: -

1. Market research and analysis
2. Marketing Research
3. Marketing and Promotion
4. Brand Management
5. Sales
6. CRM (Customer relationship management)
7. Customer Care

HISTORY

Tijaria is flagship group established in 1982, having an outstanding experience of more than 30 years in the industry. Under the guidance of our fonder Late Shri Daulatram Jain Tijaria and dynamic & exceptionally impeccable leadership of Shri Ramesh Jain Tijaria, the Chairman and Shri Alok Jain Tijaria, the Managing Director, has made Tijaria Polypipes Limited a brand leader company in the cosmic market.

Tijaria through its vision of learning and constant innovation has become a premier name in the industrial, agricultural, infrastructure, domestic and telecommunication fields. TIJARIA and VIKAS are the quality brands of Tijaria Group, and are spread across India in Andhra Pradesh, Telangana, Bihar, Himachal, Kerala, Karnataka, Himachal, Mumbai, J&K, Uttara hand, Delhi, Gujarat, Madhya Pradesh, Uttar Pradesh & Tamil Nadu, and Assam & NE etc.

Manufactured in state-of-the-art plant at Jaipur in India, with the latest manufacturing technology and under strict quality control, TIJARIA/VIKAS brand products have made their mark in various applications, be it Water Supply, Gas and Petrol Transport, Sewerage Disposal or Cable Ducting etc.

We have been privileged to be issued TSEC (Technical Specification Evaluation Certificate) by BSNL for supplying them "PLB HDPE TELECOM DUCTS" as per TEC GR Specification No. TEC/GR/TX/CDS-008/03 MAR-11 with Amendment No. 1

DATED 25/28.03.2013 & "DWC HDPE Pipes" as per TEC GR Specification No. GR/DWC-34/01 Sep. 2007 with Amendment.

It is our privilege to mention here that "TIJARIA" Recipient of 3 Prestigious Awards:

- National Award – 2008 for Outstanding Quality Product.
- National Award – 2010 for Outstanding Entrepreneurship (Special Recognition Award).

MSME Award – 2011 for Best Performance in Chemicals & Petrochemicals, Rubber & Plastic.

The experienced and rich knowledge production and quality personnel's are working in the company with full devotion. The experienced persons have been recruited from the beginning of the company in the production-line with the purpose to grow in the competitive market by supplying quality products.

TIJARIA is proud of for producing Pipes with its experienced team which can meet the National and International Standards like IS, ISO, BS, DIN, ASTM and also as per customer's specifications.

TIJARIA maintains strong inventory of raw material and provides a high level of customer satisfaction.

AIM OF THE COMPANY:

- To increase the market share through customer satisfaction.
- To cater the delivery commitment.
- To increase the production efficiency through motivation, innovation and training.

- To create a healthy working environment.
- To do product pricing without compromising with product quality.

OBJECTIVE OF THE PROJECT

To Study about the Market Strategy and the selling technique applied by Tijaria Polypipes.

Need of the Study

- The need of the internship is to get real world experience knowing the different challenges company face in day to day life as interning in an pipeline industry it help me to known about the sales and marketing strategy of the company.
- Internship has help me in building networks by meeting clients of the company and also very helpful in making my professional mentor.
- Having an experience in the company I mainly got my answers of my question
 - 1. How company do its management?
 2. How company deals with the clients?
 3. How company performs its sales distribution channel?

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 company to their respective clients.
- It also studies various Difficulties and also technical skill required to operate and managing a pipeline industry.
- As a company has many renowned clients like Reliance, Ministry of Rajasthan etc. So it helps me to know about distribution channel from company to its clients in various states of Rajasthan. Marketing strategies of the company through various sources.

RESEARCH METHODOLOGY

TYPE OF THE STUDY: DESCRIPTIVE STUDY

AREA OF WORK: MARKETING AND SELLING

PLACE OF COMPANY: JAIPUR

TOOLS USED FOR ANALYSIS: TABLES, FLOWCHART

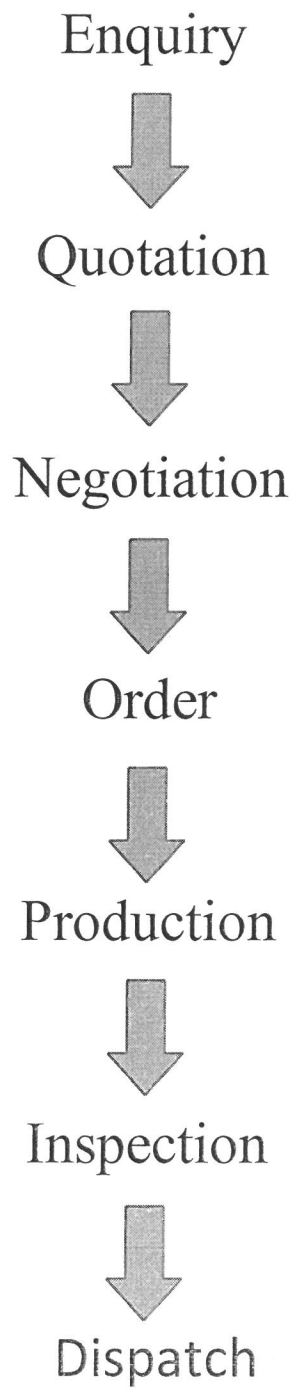
SOURCES OF DATA: PRIMARY DATA

- UNSTRUCTURED INTERVIEW
- INTERACTION WITH LABOUR AND EMPLOYEES

SWOT ANALYSIS OF INDUSTRY

Strengths	Weaknesses
• Widest Product Range • Product Diversification • Skilled Labor	• Scarcity Of Resources
Opportunities	Threats
• Make in India to promote Indian Companies • Smart city plan • AMRUT Prayojana (Water Supply And Drainage System)	• Intense competition • Further fines and damages that will have to be paid • Changing Regulatory Environment

Sales Distribution Channel



SELLING STRATEGIES

- Tijaria used to do emails every month to the existing clients for new products, new promotions or send them a press release for more deals.
- Company used to give discounts to the existing clients on the basis of the project, product etc.
- Company used to give their names in various tenders to increase company sales mainly they used to give their names in the govt. tenders.
- Meeting with clients on a regular basis with the upgradation of products, quality, services offered by the company.
- Company takes part in various exhibitions within and outside the country.
- Company has appointed 10 professionals for each of the states.
- Tijaria has customer service stations in all the states for solving the problem of the customers regarding the product.

Product Range Comparison

S. No	Tijaria Polypipes Ltd (Pipe Division)	Dura-line India (Pipe Division)	Jain Irrigation System Ltd. (Pipe Division)	Supreme Industries Ltd. (Pipe Division)
1	HDPE Pipes & Coil	PLB HDPE Duct	Drip Irrigation Systems	Plumbing Water Distribution Building & Installation
2	PLB HDPE Ducts	Cable	Sprinkler Irrigation Systems	Above Ground Drainage System Building & Installation
3	HDPE DWC Pipes	Microtechnology pipes	PVC Pipes & Fittings	Pressure Piping System Civil and Infrastructure
4	HDPE Sprinkler System	MDPE Pipes - for Gas	PE Pipes & Fittings	Pipes for Bore Well Application Civil and Infrastructure
5	Micro/ Drip Irrigation System	HDPE Pipes- for GAS	Jain Plumbing Systems	Underground Drainage & Sewer System Civil and Infrastructure
6	MDPE Pipes	-	-	-
7	uPVC Rigid Pipe & Blue Casing	-	-	-
8	uPVC Elastomeric Pipe	-	-	-
9	PVC-U Drainage & Sewerage	-	-	-
10	SWR Pipes & Fittings	-	-	-
11	PVC Electrical Conduit Pipe	-	-	-
12	CPVC Hot & Cold Water Pipe	-	-	-

MARKETING STRATEGY OF TIJARIA POLYPIPES

The two main strategy Company performed are as follows -.

- Business to Business (B2B)
- Business to Consumer (B2C)

1. Company uses TVs, newspaper mainly print media very widely for advertising there product and services to the customers.
2. Company also takes help of cause marketing approach in which company used to link the services and products of a company to a social cause.
3. Company used to build relationship with the customers or a customer building with the existing customers to improve customer loyalty.
4. Company also used cloud computing to advertise its product on internet in which they used to introduce their new products or promote them on various platforms via multiple approaches.
5. Tijaria has its own Direct Sales Officers in order to operate sales activities for the company.
6. Tijaria also organizes many exhibitions and sponsored various events as a mode of advertisement.

FINDINGS

- The study revealed that quality is regarded as a way of life, hence everyone in the company is quality conscious.
- The study also revealed that the company based in the high level of productivity.
- The company maintains its quality and gives the level of satisfaction to its customers.

Suggestions

- Company has to change its policies regarding marketing its product like they are doing advertisement through print media in Rajasthan itself, so company has to do advertisement outside Rajasthan to promote their product state wise. Company should tie up with the advertising company to promote their product.
- Company should appoint Direct sales officers in various states.

Conclusion

The Study was conducted to identify the marketing strategies and selling techniques. The study reveals that the company takes very tough calls to advertise its products through various sources online and offline. Company also reveals its brochures every year to attract new customers. Company has wide range of products compare to its competitors and they use various selling techniques to sell their product to the existing clients as well as new clients.

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