

A Study on Distribution Channels in Cement Industry

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ABSTRACT

Marketing is a societal process by which individuals and groups obtain what they need and want through creating, offering and freely exchanging products and services of value with others."-Philip Kotler. Marketing is in all the paces. Formally or informally, folks and organizations interact during a large variety of activities that might be called selling. There are four P's of promoting combine particularly 1. Product 2.Price 3.Promotion 4. Place (Distribution).A major focus of this text associated with channels of distribution in Cement trade. A channel of distribution contains a group of establishments that perform all of the activities used to manoeuvre a product and its title from production to consumption. This analysis has centered in cement industries confined with retailers and consumers.

1. Introduction

India's infrastructure in economic process and cement consumption need serious investments particularly for government comes housing comes in each rural and concrete areas .the foremost challenge round-faced by Indian cement industry is engulfed in an exceedingly} pool of very high material costs specially the value of coal and mineral. Contrarily the capacity utilization for cement in Asian nation goes down there by moving the profitableness of corporations. thus effective marketing methods, effective distribution channels ought to be used to spice upup the capability utilization, increasing the dispatches and realization .Differentiation i n product or service in cement business gains importance for each the dealers and also the customers .So associate eagle eye ought to be unbroken on the distribution channels of cement business.

2. Objectives of the study

- To find out the distribution channels of Cement Industries Limited.
- To compare the distribution system of cement industries.
- To find out the present problems faced by dealers.
- To find out the any new scheme required by the dealers.
- To give valuable suggestions to increase the sales volume.

3. Review of literature

A major focus of channels of distribution is delivery. it's solely through distribution that public and personal goods and services will be created accessible to be used of consumption. Producer of such product and services are individually capable of generating solely the shape or structural utility for his or her product and services. They can organise their production capabilities in such approach that the merchandise they need develop will, in fact, be seen analysed and sold within the market.

"Marketing Channels are set of interdependent organisations involved in the process of making a product or service available for used on consumption. They are a set of pathways a product or service follows after production, culmination in purchase and use by the final end user".

- Philip Kotler.

"Channel of distribution is a path traced in the direct or indirect transfer of the title to a product as it moves from a producer to ultimate consumers or industries users"

-EW Cundif and RS Stil

"The course taken in the transfer of the title to a commodity constitutes its channel of distribution. It is the route by the title to a product in its passage from its first owner, an agricultural procedure or a manufacture as the case may be, to the last owner, the ultimate consumer or the business user."

- Beckman and Others

"A channel of distribution or marketing channel is a structure of intra-company organisation, unites and intracompany agents and dealers and retailers through which a commodity product or service in marketed"

-American Marketing Association.

"The manner in which goods move from the manufacturer to the out let where the consumer purchases them; in some marketplaces, it's a very complex channel, including distributors, wholesaler, jobbers and brokers".

- Small Business Entrepreneur

"A channel of distribution can be defined as the collection of organisation units, institutions, or agencies within or external to the manufacturer, which perform the functions that support product marketing. The marketing functions are pervasive: they include buying, selling, transporting, storing, grading, financing, bearing market risk, and providing marketing information. Any organisation unit, institution, or agency that performs one or more of the marketing functions is a member of a channel of distribution".

Industry has been defined “as a process in which changes of a series of strategically production are taking place and it involves those basic changes that accompany the mechanization of an enterprise. The building of a new industry and the opening of a new territory”

The achievements in the field of industrial development during the past three decades in India have been significant

and substantial in many respects. There is considerable literature on cement industry befitting, its long and chequered history and high economic importance. A good deal of analytical literature exists at broad levels covering problems associated with productivity, financial performance, size and technology, manpower and location.

Table No: 1- CEMENT DEALERSHIP TAKEN BY DEALERS

Brand	No. of respondents	Percentage (%)
Birla	18	18
Ramco	26	26
Dalmia	18	18
Zuari	16	16
Coromandel	22	22
Total	100	100

Sources: Primary information

Inference: From the table, it's inferred that 18 respondents have dealership in Birla and Dalmia industry followed by 26

respondents in Ramco, 16 respondents in Zuari, 22 respondents in Coromandel industry.

Chart No: 1 CEMENT DEALERSHIP TAKEN BY DEALERS

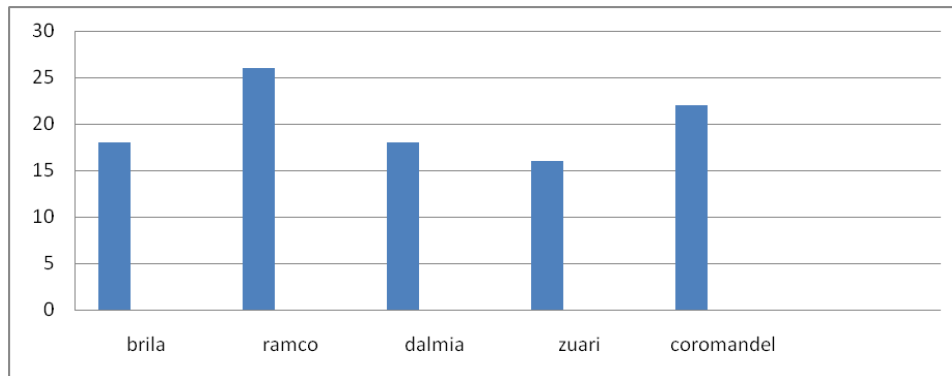


Table No: 2 HIGH SALES VOLUME IN CEMENT INDUSTRY

Brand	No. of respondents	Percentage (%)
Birla	14	14
Ramco	26	26
Dalmia	22	22
Zuari	12	12
Coromandel	26	26
Total	100	100

Sources: Primary Data

Inference: From the top of the table, it's inferred that 14 of the respondents feel that Birla cement is obtaining high sales volume, 26 of the respondents feel that Ramco cement is obtaining high sales volume, 22 of the respondents feel that

Dalmia cement is obtaining high sales volume, 12 of the respondents feel that Zuari cement is obtaining high sales volume and 26 of the respondents feel that Coromandel cement is obtaining high sales volume.

Chart No: 2 HIGH SALES VOLUME IN CEMENT INDUSTRY

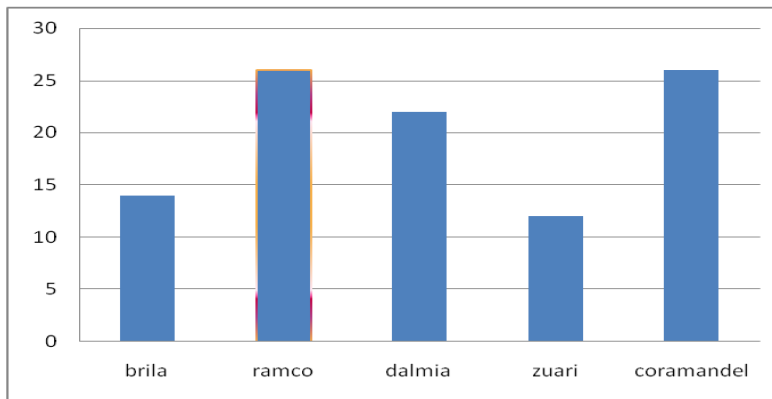


Table No: 3 MOST VALUABLE SUPPLIERS

Brand	No. of respondents	Percentage (%)
Birla	18	18
Ramco	26	26
Dalmia	18	18
Zuari	16	16
Coromandel	22	22
Total	100	100

Sources: Primary Data

Inference: From the above table, it's inferred that 18 of the respondents feel that the Birla cement is most valuable provider, 26 of the respondents feel that the Ramco cement is most useful provider, 18 of the respondents feel that the

Dalmia cement is most useful provider, 16 of the respondents feel that the Zuari cement is most useful provider and twenty two of the respondents feel that the Coromandel cement is most useful provider.

Chart No: 3 MOST VALUABLE SUPPLIERS

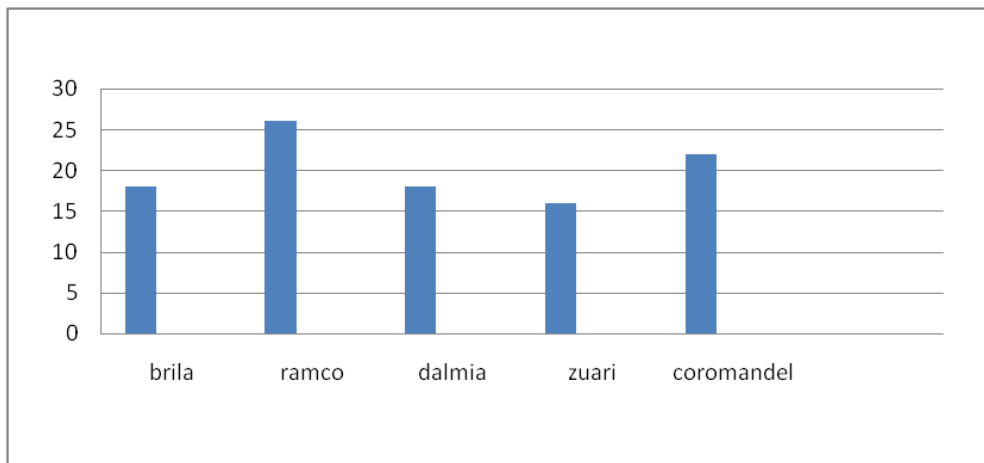


Table No: 4 FAST MOVING BRAND IN CEMENT INDUSTRY

Brand	No. of respondents	Percentage (%)
Birla	14	14
Ramco	26	26
Dalmia	22	22
Zuari	12	12
Coromandel	26	26
Total	100	100

Sources: Primary Data

Inference: From the above table, it is deduced that 14% of the respondents feel that Birla cement is quick moving in cement industry, 26% of the respondents feel that Ramco concrete is quick moving in cement industry, 22% of the respondents feel

that Dalmia cement is quick moving in cement industry, 12% of the respondents feel that Zuari cement is quick moving in cement industry and 26% of the respondents feel that Coromandel cement is quick moving in cement industry.

Chart No: 4 FAST MOVING BRAND IN CEMENT INDUSTRY

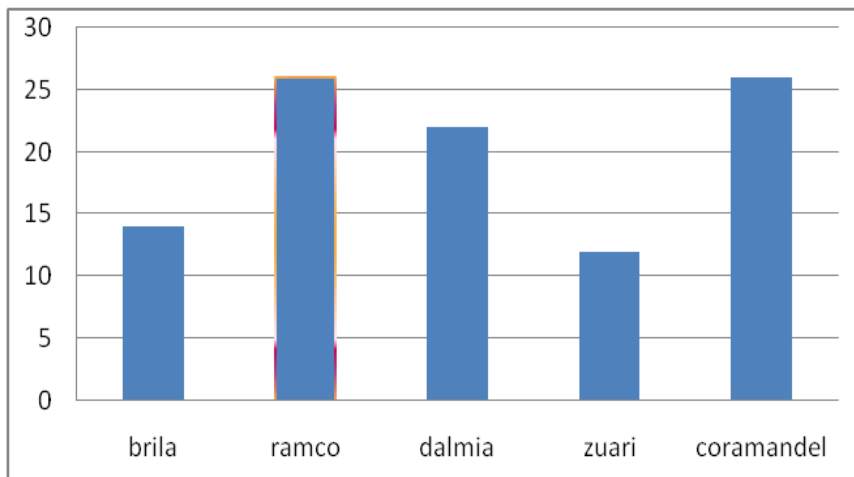


Table No: 5 LIFE TIME OF THE OVERALL CEMENT

Brand	No. of respondents	Percentage (%)
Birla	12	12
Ramco	14	14
Dalmia	16	16
Zuari	28	28
Coromandel	30	30
Total	100	100

Sources: Primary Data

Inference: From the above table, it is induced that 12% of the respondents feel that Birla cement is having more life time, 14% of the respondents feel that Ramco cement is having more life time, 16% of the respondents feel that Dalmia

concrete is having more life time, 28% of the respondents feel that Zuari cement is having more life time and 30% of the respondents feel that Coromandel concrete is having more life time.

Chart No: 5 LIFE TIME OF THE OVERALL CEMENT

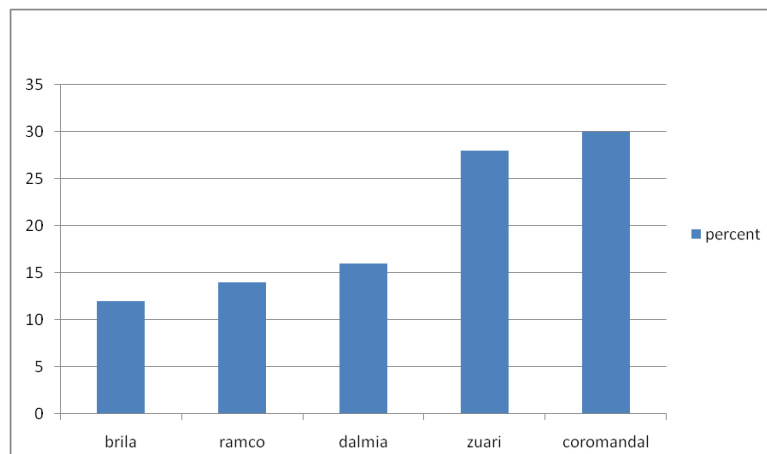


Table No: 6 MARKET RESEARCH IN CEMENT INDUSTRY

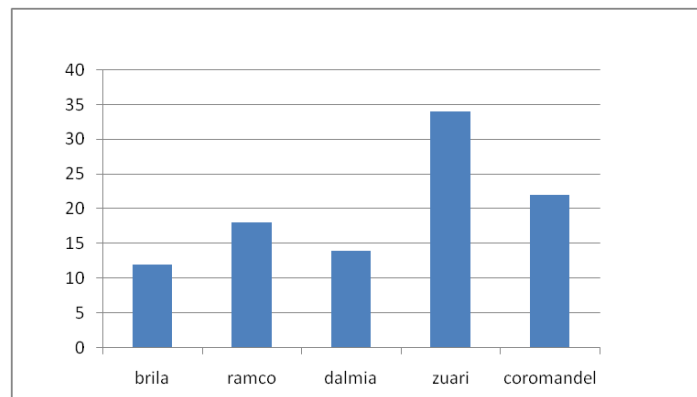
Brand	No. of respondents	Percentage (%)
Birla	12	12
Ramco	18	18
Dalmia	14	14
Zuari	34	34
Coromandel	22	22
Total	100	100

Source: Primary Data

Inference: From the above table, it state that

- 12% of the respondents detect that Birla cement is doing market research in cement industry,
- 18% of the respondents state that Ramco cement is doing market research in cement industry,
- 14% of the respondents state that Dalmia cement is doing market research in cement industry,
- 34% of the respondents detect that Zuari cement is doing market research in cement industry
- 22% of the respondents potrate that Coromandel cement is doing market research in cement industry

Chart No: 6 MARKET RESEARCH IN CEMENT INDUSTRY



Source: Primary Data

Inference:

1. (26%) of the respondents are having Ramco cement franchise, (22%) of Coromandel, (18%) of Dalmia and Birla. And (16%) of respondents are having Zuari cement franchise.
2. (26%) of the respondents feel that Coromandel cement and Ramco cement are having high sales volume. At the identical time Zuari cement has less sales volume of (12%).
3. (26%) Ramco cement Most worthy suppliers from dealer's purpose of read, (22%) of Coromandel, (18%) of Dalmia and Birla. And Coromandel cement (16%) of respondents are considering most valuable suppliers.
4. (26%) Coromandel cement and (26%) Ramco cement they're moving quick in cement trade. And (12%) zuari cement is moving slowly.
5. (30%) Coromandel cement, (28%) Zuari cement they're having additional life time. And (12%) Birla cement has less life time from others.
6. (12%) of the respondents feel that Birla cement is doing research in cement trade, (18%) of Ramco cement, (14%) of Dalmia cement, (34%) of Zuari cement and (22%) of the respondents feel that Coromandel cement is doing research in cement trade.

4. Conclusion

After analysing the info, that the sales volume of Coromandel cement and Ramco cement are comparatively beyond others. In dealers purpose of read Ramco cement has the foremost valuable suppliers. Coromandel and Ramco cement have reliable and fast paced whole. Coromandel cement and Zuari cement have

more life time. Zuari cement solely improve its sales promotional efforts also as follow some ways in effective research and conjointly get feedback from the distributor and customers.. Overall, Coromandel cement is the leading performing artist in urban center.

5. Suggestions

The cement industry should check our product to achieve the dealer in timely and frequently. as a result of it will be increase the sales volume and whole Image. The trade should fix the worth terribly commonplace and create attentive to their product to the general public. The cement trade should involve the analysis marketing research and technology research to supply quality and warranted cement merchandise to the shoppers. they need to directly involve to gather the feedback from various customers. They will produce trust among the dealer by taking immediate corrective actions for the issues like shortage and breakage and additionally concentrate in credit facility of the dealers to increase their service for dealers required.

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