

COMPARATIVE STUDY OF SELECTED WIRES AND CABLES MANUFACTURER FROM DISTRIBUTORS PERSPECTIVE WITHIN AHMADABAD AND KALOL AREA

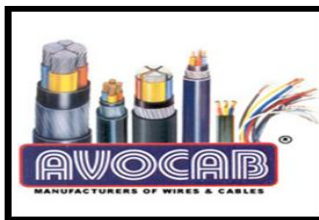
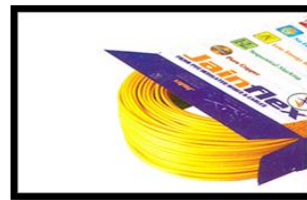
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ABSTRACT

This comprehensive report compiles information from a variety of sources together with interpretations of external influences. Coverage includes aluminum wire, arc welding electrodes, barbed wire, cables, coated electrodes, copper wire, cored wire, crochet hooks, drawing pins, electrodes, fasteners, fencing, grills, industrial fasteners, iron wire, mesh, metal spraying, nails, needles, netting, plastic coated wire, ropes, safety pins, solder, staples, steel wire, stranded wire, tacks, woven cloth, and zinc wire.

Indian Cable & Wire Manufacturers & Distributors



LITERATURE REVIEW

This report identifies the Distributors factor like credit term, margin, delivery and replacement given by cables manufacturer, company profiles etc. This clearly illustrated study provides historic, current and forecast market values spanning a 10 year period.

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The cables production and its consumption around the world and particularly in the developing countries has opened new doors for wires and cables Industry.

PROBLEM STATEMENT

There is a gap between service deliveries of various companies of cable industry to their Distributors. We try to make attempt to find out the gap through comparative analysis. In this report we compare major players of wires & cables industry based on Delivery, Margin, Credit Term, Replacement, Quality and Availability facing by Distributor.

RESEARCH OBJECTIVES**Primary Objective**

- Comparative analysis of majors' five manufacturer of cables industry from Distributor prospective in Ahmadabad and Kalol area.
- To find out and compare cables manufacturer based on Delivery, Margin, Credit Term, and Replacement provided to their Distributor.
- To compare promotional element of various cables manufacturer based on Advertisement, Scheme, Price, Discount provided to their Distributor.
- To study and analyze the behavior of Distributor to different promotional schemes provided by cables companies.

Secondary Objective

- To study the factors responsible for the growth of the Cable industry.
- To identify the major problems affecting the Cable industry and distributor and its solution.

Research Type: Exploratory and Descriptive Research

Sources of Data**Primary Data collection Method:**

- Primary data was collected from distributors by filled up questionnaire.
- The questionnaire was used as an instrument for the survey method.
- The primary data has been collected through a survey conducted in Ahmadabad and Kalol to study the Distributors behavior towards the different cables manufacturer.
- We have used Close ended question for design of Questionnaire.

Secondary Data Collection Method:

Secondary Data is collected from the following sources that provide relevant information regarding the company and its activities. Reference Books. Brochures and Magazines. Companies Hand book, Catalogs, and Public Report.

Research Instrument: Structured Questionnaire

Sampling Technique: Convenient non probability sampling

Sampling Unit: 100 respondents

Contact Method: directly face to face interview with distributors

SCOPE OF RESEARCH STUDY

- Samples for research have been taken from Ahmadabad & kalol City, a well developed in the future aspect this report provides useful information to researcher at more geographical level.
- It useful for a people and entrepreneur who want to enter in wires & cables manufacturing plant and cables related sector.
- It also useful for an entrepreneur who wants to start their business in Distribution and Dealership in cables and wires sector.

LIMITATION OF THE STUDY

- As cable industry is really big industry, we might not have covered all aspects of industry.
- The research depends on the data obtained from secondary sources. Thus the authenticity of the report depends on authenticity of source of data. The respondents have been selected by convenience. Hence they might not be perfect representative of the analysis.

DATA ANALYSIS AND INTERPRETATION

(1) Which brand of cables are you selling?

Particular	No of respondent
AVOCAB	59
KEI	67
HEVELL'S	65
FINOLEX	82
JAINFLEX	62
TOTAL	335

Interpretation

According to above data various brands of cables selling by distributors in that AVOCAB is 17.61%, KEI is 20%, HEVELL'S is 19.40%, FINOLEX is 24.48%, and JAINFLEX is 18.51% selling by distributors. FINOLEX is most selling brand by distributors respond with 24.48 % and 82 respondents. At second place KEI is selling with 20 % and 67 respondents and at third place HEVELL'S is selling with 19.40 % and 65 respondents. At fourth place JAINFLEX is selling with 18.51 % and 62 respondents. At last place AVOCAB is selling with 17.61 % and 59 respondents.

(2) Which are selling most brands?

Particular	No of respondent
AVOCAB	52
KEI	52
HEVELL'S	42
FINOLEX	78
JAINFLEX	56
TOTAL	280

Interpretation

According to above table which is most selling cables brands by distributors in that AVOCAB is 18.58%, KEI is also 18.58%, HEVELL'S is 15%, FINOLEX is 27.86%, and JAINFLEX is 20% selling by distributors. FINOLEX is most selling band by distributors respond with 27.86 % and 78 respondents. At second place JAINFLEXI is selling with 20 % and 56 respondents and at third place there are two companies AVOCAB and KEI are selling with 18.58 % and 52 respondents. At last place HEVELL'S is selling with 15% and 42 respondents only.

(3) Rate the following brands which assist you to promote the product among consumer? (Rate out of 5 points, 5= high assist & 1= low assist)

Particular	AVOCAB	KEI	HEVELL'S	FINOLEX	JAINFLEX
Advertisement	3.6	4.3	4.6	4.5	2.8
Scheme	4.4	3.7	3.5	4.1	4.6
Price	3.7	2.7	2.8	3.0	4.4
Discount	4.0	3.9	3.8	4.2	4.4

- In Advertisement HEVELL'S is highest position with 4.6 average rates and lowest is JAINFLEX with only 2.8 average rates.
- In Scheme JAINFLEX is highest position with 4.6 average rate and lowest is HEVELL'S with only 3.5 average rates.
- In Price JAINFLEX is highest position with 4.4 average rate and lowest is KEI with only 2.7 average rates.
- In Price JAINFLEX is highest position with 4.4 average rate and lowest is HEVELL'S with only 3.8 average rates. Finally the table shows that JAINFLEX is highly position in scheme, price, and discount.

(3.1) Advertisement

Particular	AVOCAB	KEI	HEVELL'S	FINOLEX	JAINFLEX
Advertisement	3.6	4.3	4.6	4.5	2.8

Interpretation

From the above table which manufacturers are providing Adverting helps to its Distributors. In that HEVELL'S is providing highest advertising to their distributor's with 4.6 average rates. At second place FINOLEX is with average 4.5 rates which is sale over the India. At third place KEI is with average 4.3 rates in overall survey. AVOCAB is at fourth place with 3.6 average rates in overall survey. At last place JAINFLEX is with average 2.8 rates which is lowest advertising performance in distributors' survey.

(3.2) Scheme

Particular	AVOCAB	KEI	HEVELL'S	FINOLEX	JAINFLEX
Scheme	4.4	3.7	3.5	4.1	4.6

Interpretation

From the above table which manufacturers are providing Scheme helps to its Distributors. In that JAINFLEX is providing highest scheme benefit to their distributor's with 4.6 average rates. At second place AVOCAB is with average 4.4 rates which is sale over the India. At third place FINOLEX is with average 4.1 rates in overall survey. KEI is at fourth place with 3.7 average rates in overall survey. At last place HEVELL'S is with average 3.5 rates which is lowest advertising performance in distributors' survey.

(3.3) Price

Particular	AVOCAB	KEI	HEVELL'S	FINOLEX	JAINFLEX
Price	3.7	2.7	2.8	3.0	4.4

Interpretation

From the above table which manufacturers are providing Price benefits helps to its Distributors. In that JAINFLEX is providing highest price benefits to their distributors with 4.4 average rates. At second place AVOCAB is with average 3.7 rates which is sale over the India. At third place FINOLEX is with average 3 rates in overall survey. HEVELL'S is at fourth place with 2.8 average rates in overall survey. At last place KEI is with average 2.7 rates which is lowest Price performance in distributors' survey.

(3.4) Discount

Particular	AVOCAB	KEI	HEVELL'S	FINOLEX	JAINFLEX
Discount	4.0	3.9	3.8	4.2	4.4

Interpretation

From the above table which manufacturers are providing Discount helps to its Distributors. In that JAINFLEX is providing highest discount to their distributor's with 4.4 average rates. At second place FINOLEX is with average 4.2 rates which is sale over the India. At third place AVOCAB is with average 4 rates in overall survey. KEI is at fourth place with 3.9 average rates in overall survey. At last place HEVELL'S is with average 3.8 rates which is lowest Discount performance in distributors' survey.

(4) Would you like to provide some information about the Average selling in terms of the amount per month?

Particular	AVOCAB	KEI	HEVELL'S	FINOLEX	JAINFLEX
< 1 lack	32	24	18	18	60
1 to 2 lack	50	54	49	40	20
2 to 3 lack	16	14	30	40	10
> 3lack	2	0	0	2	2

Interpretation

The above table showing that Average selling of distributors with (< 1 lack Rs.) JAINFLEX is highest average selling with 66 distributors who selling cables less than 1 lack Rs. In (1 to 2 lack) AVOCAB is with 50, KEI is with 54, HEVELL'S is with 49, FINOLEX is with 40 and JAINFLEX is with 20 distributors. In (2 to 3 lack) AVOCAB is with 16, KEI is with 14, HEVELL'S is with 30, FINOLEX is with 40 and JAINFLEX is with 10 distributors. In (>

3lack) AVOCAB is with 2, KEI is with 0, HEVELL'S is with 0, FINOLEX is with 2 and JAINFLEX is with 2 distributors. Finally the average selling of cables brand with more than 3 lacks is overall six distributors with three brands like AVOCABE, FINOLEX, and JAINFLEX.

(5) Do you satisfied with the Commission provided by manufacturer according to following level?

Particular	Highly Dissatisfied	Dissatisfied	Neither Satisfied nor Dissatisfied	Satisfied	Highly Satisfied
AVOCAB	10	14	26	34	16
KEI	8	28	22	34	8
HEVELL'S	14	12	22	36	14
FINOLEX	8	22	26	28	16
JAINFLEX	10	20	22	24	24

Interpretation

This table shows that highest performance in commission by JAINFLEX with 24 highly Satisfied respondent and 24 satisfied respondent. And FINOLEX and AVOCAB are with 16 respondents. At lowest commission provided by KEI with 8 Highly Satisfied respondent.

(5.1) AVOCAB

Particular	Highly Dissatisfied	Dissatisfied	Neither Satisfied nor Dissatisfied	Satisfied	Highly Satisfied
AVOCAB	10	14	26	34	16

Interpretation

According to above table showing that AVOCAB satisfied with commission of distributors in that 10 respondent with highly Dissatisfied, and 14 respondent with Dissatisfied, and 26 respondent with Neither Satisfied nor Dissatisfied, 34 respondent with Satisfied, and 16 respondent with Highly Satisfied. Here AVOCAB is moderate brands that convince to their distributors with commission but overall medium response by Ahmadabad and kalol area.

(5.2) KEI

Particular	Highly Dissatisfied	Dissatisfied	Neither Satisfied nor Dissatisfied	Satisfied	Highly Satisfied
KEI	8	28	22	34	8

Interpretation

According to above table showing that KEI satisfied with commission of distributors in that 8 respondent with highly Dissatisfied, and 28 respondent with Dissatisfied, and 22 respondent with Neither Satisfied nor Dissatisfied, 34 respondent with Satisfied, and 8 respondent with Highly Satisfied. Here KEI is lowest brands that convince to their distributors with commission but overall medium response by Ahmadabad and kalol area.

(5.3) HEVELL'S

Particular	Highly Dissatisfied	Dissatisfied	Neither Satisfied nor Dissatisfied	Satisfied	Highly Satisfied
HEVELL'S	14	12	22	36	14

Interpretation

According to above table showing that HEVELL'S satisfied with commission of distributors in that 14 respondent with highly Dissatisfied, and 12 respondent with Dissatisfied, and 22 respondent with Neither Satisfied nor Dissatisfied, 36 respondent with Satisfied, and 16 respondent with Highly Satisfied. Here HEVELL'S is moderate brands that convince to their distributors with commission but overall medium response by Ahmadabad and kalol area.

(5.4) FINOLEX

Particular	Highly Dissatisfied	Dissatisfied	Neither Satisfied nor Dissatisfied	Satisfied	Highly Satisfied
FINOLEX	8	22	26	28	16

Interpretation

According to above table showing that FINOLEX satisfied with commission of distributors in that 8 respondent with highly Dissatisfied, and 22 respondent with Dissatisfied, and 26 respondent with Neither Satisfied nor Dissatisfied, 28 respondent with Satisfied, and 16 respondent with Highly Satisfied. Here FINOLEX is moderate brands that convince to their distributors with commission but overall medium response by Ahmadabad and kalol area.

(5.5) JAINFLEX

Particular	Highly Dissatisfied	Dissatisfied	Neither Satisfied nor Dissatisfied	Satisfied	Highly Satisfied
JAINFLEX	10	20	22	24	24

Interpretation

According to above table showing that JAINFLEX satisfied with commission of distributors in that 10 respondent with highly Dissatisfied, and 20 respondent with Dissatisfied, and 22 respondent with Neither Satisfied nor Dissatisfied, 24 respondent with Satisfied, and 24 respondent with Highly Satisfied. Here JAINFLEX is extremely brands that convince to their distributors with commission but overall medium response by Ahmadabad and kalol area.

(6) How many times the company's people visit to your shop per month?

Particular	AVOCAB	KEI	HEVELL'S	FINOLEX	JAINFLEX
0 times	32	46	28	32	54
1 to 3 times	62	48	58	36	32
3 > times	6	6	14	32	14

Interpretation

This table showing that FINOLEX is perform very well in terms of visit by its people to its distributors with 32 times visit more than 3 timer in month, and 36 times visit 1 to 3 times in month. At second place HEVELL'S visit its people to its distributors with 14 times visit more than 3 times in month, and 58 times visit 1 to 3 times in month. At very lowest performance by KEI is with totally lowest time visit to its distributors. This performance is found out that which companies sales people to its distributors.

(7) Rate the following brand on below attributes?

(Rate out of 5 points, 5= high & 1= low)

Particular	AVOCAB	KEI	HEVELL'S	FINOLEX	JAINFLEX
Delivery	4.2	3.7	4.5	4.6	3.8
Margin	4.1	3.9	3.8	4.0	4.3
Credit Term	3.9	4.0	3.7	4.3	3.9
Replacement	3.6	3.8	3.5	3.9	3.3

- In DELIVERY performance FINOLEX is highest position with 4.6 average rates and lowest is KEI with only 3.7 average rates.
- In MARGIN performance JAINFLEX is highest position with 4.3 average rates and lowest is HEVELL'S with only 3.8 average rates.
- In CREDIT TERM performance FINOLEX is highest position with 4.3 average rates and lowest is HEVELL'S with only 3.7 average rates.
- In REPLACEMENT decision FINOLEX is highest position with 3.9 average rates and lowest is JAINFLEX with only 3.3 average rates. Finally the table shows that FINOLEX is highly position in scheme, price, and discount.

(7.1) DELIVERY

Particular	AVOCAB	KEI	HEVELL'S	FINOLEX	JAINFLEX
Delivery	4.2	3.7	4.5	4.6	3.8

Interpretation

This table shows that Delivery of cables to distributors by manufacturer within time to time FONOLEX is lead by 4.6 averages rates, at second place HEVELL'S is with 4.5 average rates, at third place AVOCAB is with 4.2 average rates, at fourth place JAINFLEX is with 3.8 average rates, at last and poor place KEI is with 3.7 average rates, In this sector FINLOLEX is lead with 4.6 rates and also its distributors are satisfied with delivery of cables.

(7.2) MARGIN

Particular	AVOCAB	KEI	HEVELL'S	FINOLEX	JAINFLEX
Margin	4.1	3.9	3.8	4.0	4.3

Interpretation

This table shows that Margin of cables to distributors by manufacturer within time to time margin JAINFLEX is lead by 4.3 averages rates, at second place AVOCAB is with 4.1 average rates, at third place FINOLEX is with 4.0 average rates, at fourth place KEI is with 3.9 average rates, at last and poor place HEVELL'S is with 3.8 average rates, In this sector JAINFLEX is lead with 4.3 rates and also its distributors are satisfied with Margin of cables.

(7.3) CREDIT TERM

Particular	AVOCAB	KEI	HEVELL'S	FINOLEX	JAINFLEX
Credit Term	3.9	4.0	3.7	4.3	3.9

Interpretation

This table shows that Credit Term of cables to distributors by manufacturer long time credit FONOLEX is lead by 4.3 averages rates, at second place KEI is with 4.0 average rates, at third place AVOCAB is with 3.9 average rates, at fourth place JAINFLEX is with 3.9 average rates, at last and poor place HEVELL'S is with 3.7 average rates, In this sector FINLOLEX is lead with 4.3 rates and also its distributors are satisfied with Credit Term of cables.

(7.4) REPLACEMENT

Particular	AVOCAB	KEI	HEVELL'S	FINOLEX	JAINFLEX
Replacement	3.6	3.8	3.5	3.9	3.3

Interpretation

This table shows that Replacement of cables to distributors by manufacturer within time to time FONOLEX is lead by 3.9 averages rates, at second place KEI is with 3.8 average rates, at third place AVOCAB is with 3.6 average rates, at fourth place HEVELL'S is with 3.5 average rates, at last and poor place JAINFLEX is with 3.3 average rates, In this sector FINLOLEX is lead with 3.9 rates and also its distributors are satisfied with Replacement of cables.

(7.5) WEIGHTED AVERAGE ANALYSIS

Particular	Wight	AVOCAB	KEI	HEVELL'S	FINOLEX	JAINFLEX
Delivery	20%	(4.2*20%) = 0.84	(3.7*20%) = 0.74	(4.5*20%) = 0.90	(4.6*20%) = 0.92	(3.8*20%) = 0.76
Margin	30%	(4.1*30%) = 1.23	(3.9*30%) = 1.17	(3.8*30%) = 1.14	(4.0*30%) = 1.20	(4.3*30%) = 1.29
Credit Term	35%	(3.9*35%) = 1.37	(4.0*35%) = 1.40	(3.7*35%) = 1.30	(4.3*35%) = 1.51	(3.9*35%) = 1.37
Replacement	15%	(3.6*15%) = 0.54	(3.8*15%) = 0.57	(3.5*15%) = 0.53	(3.9*15%) = 0.59	(3.3*15%) = 0.50
Total	100%	3.98	3.88	3.87	4.22	3.92

Overall Weighted average

Particular	FINOLEX	AVOCAB	JAINFLEX	KEI	HEVELL'S
Total Wight	4.22	3.98	3.92	3.88	3.87

Finolex is the top most company to satisfying distributors by considering all factor and their weights.

(8) How do you Rate the following brands in terms of following attributes?

(Rate out of 5 points, 5= high & 1= low)

(8.1) QUALITY

Particular	AVOCAB	KEI	HEVELL'S	FINOLEX	JAINFLEX
Quality	4.3	4.2	4.4	4.4	4.1

Interpretation

From the above table that Quality of cables by Distributors. In that HEVELL'S is providing highest advertising to their distributor's with 4.4 average rates. At second place FINOLEX is with average 4.4 rates which is sale over the India. At third place AVOCAB is with average 4.3 rates in overall survey. KEI is at fourth place with 4.2 average rates in overall survey. At last place JAINFLEX is with average 4.1 rates which is lowest Quality performance in distributors' survey.

(8.2) BRAND NAME

Particular	AVOCAB	KEI	HEVELL'S	FINOLEX	JAINFLEX
Brand name	3.9	3.7	4.0	4.6	3.3

Interpretation

From the above table that Brand Name of cables by Distributors. In that FINOLEX is providing highest advertising to their distributor's with 4.6 average rates. At second place HEVELL'S is with average 4.0 rates which is sale over the India. At third place AVOCAB is with average 3.9 rates in overall survey. KEI is at fourth place with 3.7 average rates in overall survey. At last place JAINFLEX is with average 3.3 rates which is lowest Brand Name performance in distributors' survey.

FINDINGS

- We find in this comparative report Finolex is highest selling brands by distributors, because of consumption of Finolex cables in Ahmadabad and kalol cities.
- In promotional activity like Advertising, Scheme, Price, and Discount Finolex and Avocab are at highest levels, and Jainflex is at lowest levels with advertisement of brands.
- We find overall performance of per month average selling of cables manufacturer by its distributors Hevell's and Finolex are at highest. Avocab is at third level in selling it cables.
- Jainflex provides highest commission to distributors in Ahmadabad and kalol cities, because to gain distributors and increase sales.

- We find that Finolex and Avocab companies representative visit the distributors frequently because they want to build long term relationship with distributors.
- On the basis of main four factors, Credit term, Margin, Delivery, and Replacement. We compare the top five major players of the Cables & Wires industry and we reach to following finding.
- Finolex provides the best Delivery.
- Jainflex provides the highest Margin.
- Finolex provides the highest Credit term.
- Finolex provides highest Replacement to their Distributors.

RECOMMENDATION

- According to overall performance of promotional activity like advertisement, scheme, price, and discount Finolex is strong brand and for future growth and sustaining it has to do more and more advertising and promotional activity within industry and also Ahmadabad and Kalol cities.
- According to Delivery of cables manufacturer in Ahmadabad and Kalol very poor performance by some player like KEI and Jainflex, so they have to establish effective distribution channel within Kalol and Chhatral area. And also regular supply of cables to distributors in very fastest growing city Ahmadabad.
- In overall survey we found Hevell's and KEI are provide very lowest Margin to its distributors. So we recommending this both companies wants to improving margin and also commission by effective plan like cables price off, high margin, some quota plan and other scheme to provides its distributors.
- To establish effective and appropriate Credit term policy by Hevell;s, Avocab and Jainflex to their distributors and for improving credit term companies wants to provide long term and appropriate time period for credit term to distributors.
- According to Replacement of cables Jainflex is very poor. It have to accept and replacing the defect and low quality cables by distributors and also provide high quality cables to its distributors.
- According to Quality Jainflex is also very poor with in survey area. So it wants to improve its quality of copper and rubber co te cover for industrial cables and control cables. And also improve brand name by provide quality.

CONCLUSION

- Doing this project we understand the Distributors behavior towards the Cables manufacturer. By doing market research on Distributors of different companies we come to following conclusion.
- By considering four factors, Credit term, Margin, Delivery, and Replacement are given following rank.

COMPANY	FINOLEX	AVOCAB	JAINFLEX	KEI	HEVELLS
RANK	1	2	3	4	5

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