



## **CHAPTER 2:**

### **PROFILE OF THE RASIK AGENCIES**

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## **CHAPTER 2**

### **PROFILE OF THE RASIK AGENCIES.**

#### **2.1 INTRODUCTION:**

Rasik Agencies was founded by Shri. Vinay Patwardhan and Shri. Prakash Patwardhan with the aim to provide different kind of electronic goods to the customers of Sangli and the near by area with proper service and high quality goods. The firm was a partnership firm and it was established in the year 1988.

In the year 1988 the firm Rasik enterprises was placed in the Miraj City. And the area near by Sangli and Miraj was covered by appointing the sub dealers at different small cities and Taluka places in the Sangli District.

The products which was provided by the firm were Television Sets, Music Systems, Fridge and all other electronic goods. The firm was dealing with many well known companies such as Onida, Crown, Solidaire, BPL etc.

With the presence in the market i.e. Sangli city and nearby areas the firm has established itself as a well known firm and it has its goodwill in the name of Rasik Enterprises.

It was year 2000 when the firm was reestablished in the name of "RASIK AGENCIES" and the firm was having 4 partners. The two newly included partners were:

1. Shri. Shankar S. Kunte
2. Shri. Amit V. Kunte.

So the firm's name was changed to Rasik Agencies and also the place of running the business is also changed from Miraj city to Sangli at Harbhat Road, Sangli. The capital and all the infrastructure was given by Kunte family. And this new firm was started with the aim to grab the whole market and give tough competition to all the competitors in the market. With this point of view the firm has made a huge investment in the infrastructure and the different companies also gave opportunity to Rasik Agencies to deal with. The basic idea to start the shop at Sangli is that the customers from Miraj can come to Sangli to purchase the goods but the Sangli city customers do not go back to Miraj, also the Sangli city market is having the potential more than Miraj city.

The firm Rasik Agencies is now dealing with the following Companies:

1. LG Electronics
2. Sony
3. Samsung
4. Onida
5. Whirlpool
6. Godrej
7. HCL
8. Tata Sky

Rasik Agencies stood at No.2 position in Sangli Market. But still it will overtake the No.1 within the next 2-4 years.

As per the changes in the market the firm has tied up with the different finance companies which made available easy finance to the customers and it will benefit the firm by increasing its customer base.

The firm has the tie-up with the following finance companies:

1. Bajaj Finance
2. Shriram finance
3. GE Countrywide finance

# ORGANIZATIONAL CHART

