

CHAPTER-I

INTRODUCTION AND METHODOLOGY

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CHAPTER-I

INTRODUCTION AND METHODOLOGY

1.1 INTRODUCTION :

The topic under study refers to "A study of Marketing of Diesel Engines by Menon and Menon (Pvt.) Ltd., Kolhapur with special reference to marketing problems."

Menon and Menon is a private enterprise and is a vast complex engaged in the production of diesel engines and high duty machined grey iron castings for the automobile industry. It manufactures a wide range of products such as diesel engines in 5 to 8 H.P. and graded castings for tractors, trucks, jeeps, hydraulics, multi-cylinder diesel engines etc.

Under the circumstances researcher's project is the study of the marketing problems of only one product viz. 'Diesel Engine'. At present other concerns like Kirloskar Diesel Engines, Rocket Engineering Corporation are aggressive in the field and it is becoming very difficult for the Menon and Menon to compete and reach them. Eventhough outwardly the problem seems to be easy, it includes difficult aspects

like effective advertisement and publicity measures, efficient and dynamic channels of distribution, special sales promotion efforts, healthy dealership relations, proper penetration of markets and motivation to the salesmen.

In view of the above, the researcher has tried to study Menon & Menon with special reference to marketing problems. Following are some of the objectives of the study.

1.2 OBJECTIVES OF THE STUDY :

The objectives of research work can be coined as below.

1. The main objective is to study the marketing activities of Menon and Menon in general and its marketing problems in particular.
2. The next objective is to find out the market potential for the product viz. diesel engine.
3. Another objective is to study the nature and extent of competition between Menon Engine and its close substitutes viz. Kirloskar, Rocket and Laxmi engines.
4. Another objective is to find out as to why the dealers prefer dealership in other engines and are reluctant to accept the dealership of Menon Engine.



5. Another objective of the study is to know the facilities provided by different manufacturers producing close substitutes to Menon Engine, after sales service, dealer aids and incentives provided by them.
6. Lastly to suggest measures to tackle the problems and improve its approach to fetch better returns and earn confidence of the dealers and customers.

1.3 SCOPE OF THE STUDY :

The market segment for the study has been limited to the Kolhapur city only which has limited the scope of the study to a certain extent.

The project covers the marketing activities of Menon and Menon in respect of diesel engine only. Naturally marketing of other products viz. castings is out of the scope of this study.

The project refers to only a part of the marketing strategy viz. market potential, nature of competition, sales promotion efforts, dealer aids, price mix, market mix, product mix etc. Therefore, naturally other aspects are out of the scope of the project. Of course the study still covers

different aspects such as manufacturer dealer relations, channels of distribution, market research, consumer preferences,, penetration of market etc.

It was also difficult to obtain the information about the competitors' clientele, their likes or dislikes, habits, particular preferences, reactions about the products etc. Thus the methods used to collect data were naturally limited to personal discussions, interviews with the officials, dealers and some of the consumers wherever possible.

Thus the scope of the study is limited to certain aspects of marketing strategy and market information system.

1.4 METHODOLOGY OF THE STUDY :

The concept of methodology refers to the different aspects of research project such as a selection of a topic or a problem for research, deciding its scope understanding its limitations and selecting proper methods for collecting the required information.

Fortunately my guide, Dr. S.S.Shetty and authorities of Menon and Menon have helped me in selecting a problem for

the research work. The problem relates to some of the marketing aspects of the diesel engine in relation to its close substitutes in the market. The market segment for the study is limited to Kolhapur City only.

In view of the nature and quantum of information to be collected researcher had to adopt different methods for collecting the data. The researcher had also to refer to the theoretical background from various sources e.g. Shahu Institutes Library, University Library, College of Commerce Library etc. Further the researcher had to discuss some of the problems with the authorities or officials of the company to obtain some information through formal and informal means. Random Sample method has been adopted to contact the referees. Questionnaire method has been used to channelise the data systematically. Apart from the questionnaire, some allied questions were put to the referees to elicit additional or specific information. Survey method has been followed to contact different persons to collect needed information. Ofcourse the survey was limited to the geographical limits of Kolhapur City.

For presenting analysing and interpreting the data and for drawing generalisation, the researcher has used statistical method.

In a nut shell, the researcher has used the following methodology for the research work and collection of the data.

1. Survey Method,
2. Random Sampling,
3. Questionnaire Method,
4. Interview and Discussion,
5. Library Research,
6. Expert's opinions.

The researcher has tried to handle the problem systematically. He has endeavoured to collect the data as far as comprehensive and reliable. The researcher hopes that the conclusions drawn would be helpful to the organisation.

1.5 LIMITATIONS OF THE STUDY :

Scope of the study has been referred to in the first chapter i.e. on Introduction, objectives etc. Here the researcher ^{has} mentioned some of the limitations of the research work undertaken by him.

In view of the nature of the problem and data to be collected from different sources, the researcher could not contact sufficient number of persons particularly the consumers, because of this the generalisations might be top-sided or unbalanced. If he would have contacted sufficient number

of consumers, their opinions, reactions, aptitudes would have been valuable to suggest more practical means to solve the problem.

In view of the keen competition among different companies it was not possible to collect all the confidential information from the competing units.

As some of the problems relate to the personal interest of the persons contacted the researcher could not dig out information to a greater extent.

Some information being of confidential nature the authorities of Menon & Menon were reluctant to provide.

However, the researcher has tried to put forth maximum efforts to collect the data, confirm the generalisations from the officials of the company and obtain their guidance on some complicated aspects.

The following pages of the report reveal different aspects such as theoretical background, history and achievements of the organisation. Later part reflects the presentation and the interpretation of the data, conclusions drawn and suggestions humbly given by the researcher.

1.6 PLAN OF THE STUDY :

The present work is divided into five chapters. Chapter-I introduces the project and deals with the general objectives and purposes of the study and also deals with the scope and limitations of the work done in connection with the problem undertaken by researcher. It also contains the methodology adopted for collecting the data, analysing and interpreting the same and also for drawing conclusions. It enumerates causes for using particular method for obtaining information.

Chapter-II provides theoretical background for the conceptual part of the project and prepares foundation for the data collection, analysis and interpretation. It relates to different aspects such as market research, market potentials, marketing systems, pricing, sales promotion, channels of distribution etc.

Chapter-III relates to the most important part of the research report as it deals with the organisational aspect, past performance, present progress and future plans of expansion of Menon and Menon Pvt. Ltd. This Chapter deals with the information of product profile, marketing systems and some other outstanding features of the organisation Menon and Menon Pvt. Ltd.

Chapter-IV is important from the point of view of the practical utility of the research report. It contains presentation, analysis and interpretation of the data collected. In spite of the several limitations, researcher has tried to collect the data sincerely and present the same as systematically as possible.

Chapter-V contains conclusions drawn on the basis of the data which is analysed and interpreted in the previous Chapter. It also includes the suggestions to solve the marketing problems faced by the organisation. The researcher sincerely hopes that the suggestions made would be of some use to the organisation.