

CHAPTER-IV

PRESENTATION AND INTERPRETATION OF DATA

COLLECTED

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CHAPTER-IVPRESENTATION AND INTERPRETATION OF THE DATA COLLECTED4.1 INTRODUCTION :

This chapter deals with the presentation and interpretation of the ^{data} collected from the organisation and the competitors of the organisation. In case of the present study the data has been collected on the basis of answers for the questionnaire posed to various persons either in the organisation or outside the organisation. Information is also sought from the dealers, consumers, competitors and experts in the field of marketing of diesel engines.

The data collected has been analysed on the basis of different aspects relating to concerned marketing problems faced by Menon and Menon such as consumer's preference, sales volume, publicity expenses, incentive schemes, sales promotion measures adopted by the different companies, profit margin and credit facilities given to the dealers etc. The data has been suitably tabulated, analysed and interpreted properly with a view to draw conclusions. The convenient explanation is given at the beginning or at the end of each table which reveals the significance and merits of the table and the data.

This chapter is the basis for the conclusions drawn and the suggestions given to the organisation to solve the problems under the study.

4.2 PRESENTATION OF THE DATA :

The data has been collected and presented in respect of following points :

- A.
 - i) No. of dealers in diesel engines.
 - ii) Relative position of dealerships in four companies - Menon and Menon, Kirloskar Oil Engines, Rocket Engineering Corporation and Laxmi Industries.

- B. Facilities, incentives provided to the dealers in promoting sales -
 - i) Present selling system/policy adopted by these four companies.
 - ii) Facilities provided to dealers in the form of credit, discounts, instalments, sharing expenses on advertisement etc. incentives in cash or kind, special prizes or appreciation of dealers efforts.
 - iii) Rate of return to dealers, profit margins, commission etc. offered by the four companies.



- C. Advertisement and sales promotion measures adopted by the company/dealers and analysis of response to them.
- D. After sales service to customers provided by the company/dealer - jointly or individually. Expectations of the customers, Company/dealers efforts in this regard.
- E. Sales - quantity analysis - comparative review of sales performance of the four companies.

4.3 ANALYSIS AND INTERPRETATION OF TABULATED DATA :

- a) The Table No.1 presents the data about the dealerships given by four companies.

Table No.1

Sr. No.	Name of the Company	No.of Distri- butors	No. of Dealers
1.	Kirloskar Oil Engines Ltd.	80	700
2.	Rocket Engg. Corpn.Pvt.Ltd.	6	94
3.	Laxmi Oil Engines Pvt. Ltd.	3	28
4.	Menon & Menon Pvt. Ltd.	6	42

It is crystal clear that the Kirloskar Company is consistently penetrating the market by increasing the number of dealerships and enlarging its field of operation. At present it has appointed 80 Regional Distributors who in turn have appointed 700 dealers throughout India. Rocket Engineering Company has 6 State level distributors and 94 dealers working under them. Menon and Menon Pvt. Ltd. has also 6 State level distributors but the number of dealers appointed by them is only 42. As a result the company lags behind substantially in penetrating the market or concentrating on Sales efforts. Compared to the above three companies the dealership net work of Laxmi industries is very much limited.

b) Deposit System Adopted by Companies :

Table No. 2 shows the information about the deposits collected by manufacturers from the dealers and also the interest paid on the deposits.

Table No. 2

Sr.No.	Company's Name	Deposit (in Rs.)	Rate of Interest
1.	Kirloskar Oil Engines Ltd.	5% of turn-over	10%
2.	Rocket Engineering Corpn.P.Ltd.	10000 to 20000	8%
3.	Laxmi Oil Engines Pvt.Ltd.	-	-
4.	Menon & Menon Pvt.Ltd.	5,000	-

The above table reveals that the policy of taking deposits from distributors differs from company to company. Out of four companies, three companies are demanding some deposit from the distributors as a part of security. Kirloskar company takes 5% of the turn over as the deposit from the distributors. Rocket Engineering Corporation follows differential system of deposits. The amount of deposits taken from distributors varies from Rs.10,000 to Rs.20,000. The company gives more stress not on the amount of deposit but on the financial position, the reputation and the experience of the distributor in the field. Laxmi Oil Engine Company is not taking any deposit from the distributors. However, the distributors are taking deposit of Rs.5,000 to 10,000 from their dealers. Menon and Menon Company has adopted uniform deposit policy. It takes Rs.5,000 as deposit from each distributor.

Further, it is also revealed from the discussion with the distributors that Menon & Menon Company offers no interest on the deposits collected from the distributors and the dealers. whereas other two companies viz. Kirloskar Company and Rocket Engineering Company offer 10% and 8% interest per annum on the deposits respectively.

c) Credit Facilities to Dealers :

Table No.3 shows the credit facilities given by four companies to their distributors and dealers.

Table No. 3

Sr. No.	Company's Name	Period of Credit
1.	Kirloskar Oil Engines Ltd.	60 days
2.	Rocket Engineering Corpn.Pvt.Ltd.	60 days
3.	Laxmi Oil Engines Pvt. Ltd.	-
4.	Menon and Menon Pvt. Ltd.	-

From the questionnaire and personal discussion with the officers and dealers of the four companies, it is noticed that different practices are being followed. Menon and Menon Company and Laxmi Engines Company do not provide any credit facility to the distributors and the dealers. But Kirloskar Company and the Rocket Engineering Company provide sixty days credit to the distributors and the dealers.

d) Incentive Schemes :

Table No.4 shows the incentive schemes adopted by the four companies.

Table No. 4

Sr. No.	Company's Name	Amount of incentive Rs.	Cash Discount Rs.
1.	Kirloskar Oil Engines Ltd.	150 per engine	1½ %
2.	Rocket Engineering Corpn. Pvt.Ltd.	150 ,, ,,	1%
3.	Laxmi Oil Engines Pvt.Ltd.	-	-
4.	Menon & Menon Pvt. Ltd.	-	-

The data collected from four companies indicates that two companies viz. Menon and Menon and Laxmi Engines offer no incentive to their dealers. Whereas Kirloskar Oil Engines and Rocket Engineering company offer incentives to those dealers who achieve sales target fixed for the year. Both companies offer additional Rs.150/- per engine sold over and above sales target of 100 engines in a year. Besides this both the companies allow special cash discount of 1½ % and 1% of the selling price respectively to those dealers who make payment by demand draft.

e) Profit Margin :

Table No.5 shows the information about the margin of profit given to the distributors.

Table No. 5

Sr. No.	Company's Name	Profit margin Rs.
1.	Kirloskar Oil Engines Ltd.	300 per engine
2.	Rocket Engineering Corpn.Pvt.Ltd.	250 ,, ,,
3.	Laxmi Oil Engines Pvt. Ltd.	150 ,, ,,
4.	Menon and Menon Pvt. Ltd.	100 ,, ,,

It is amply clear from the above table that Kirloskar Company offers highest profit margin i.e. Rs.300/- per engine to its distributors. Rocket Engineering Corporation also offers attractive profit margin i.e. Rs.250/- per engine to its distributors. Laxmi Oil Engines offer reasonable profit margin i.e. Rs.150/- per engine. Whereas the profit margin offered by Menon and Menon Company is the lowest i.e. only Rs.100/- per engine sold which does not stimulate dealers to boost up sales.

f) Advertisement pattern :

Table No. 6 shows the media of advertisemenets used by four companies.

Table No. 6

Sr. No.	Company's Name	Media of Advertisement				
		News Paper	Maga-zines	Cinema slides	Hoard-ings	Demonstra-tion & Exhi-bition
1.	Kirloskar Oil Engines Ltd.	Yes	Yes	Yes	Yes	Yes
2.	Rocket Engg. Corpn.Pvt.Ltd.	Yes	Yes	Yes	Yes	Yes
3.	Laxmi Oil Engines Pvt.Ltd.	-	-	Yes	Yes	-
4.	Menon and Menon Pvt.Ltd.	Yes	-	-	Yes	Yes

The above table clearly reveals the advertisement policy adopted by four companies which indirectly signifies the efforts made in the direction of sales promotion and consumer contact by the four competing companies.

1. Kirloskar Company has adopted systematic programme of advertisement. It is using all the media of advertisement.
2. Rocket Engineering Corporation has also adopted wide Publicity programme. It is also utilising all the media of publicity like news paper, cinema slides, hoardings, demonstration and exhibition.

3. Laxmi Engineering has concentrated only on two media of publicity viz. Cinema slides and hoarding.
4. Menon and Menon Company has laid emphasis on hoardings and demonstration and exhibition. Some times it gives advertisements in daily news papers. But it is minimum. In other words this company is lagging behind its competitors in publicity efforts.

g) Company's participation in advertisement campaign :

Table No.7 reflects the proportionate contribution of manufacturers and dealers in advertising expenses.

Table No.7

Sr. No.	Company's Name	Company's contribution	Dealers contribution
1.	Kirloskar Oil Engines Ltd.	50%	50%
2.	Rocket Engineering Corpn. Pvt.Ltd.	50%	50%
3.	Laxmi Oil Engines Pvt.Ltd.	-	100%
4.	Menon & Menon Pvt. Ltd.	Rs.20/- per Engine	100%

Table No.7 shows that Kirloskar Company and Rocket Engineering Corporation company are sharing 50% of the

advertisement expenses incurred by the dealers. Laxmi Oil Engines is contributing nothing towards advertisement expenses incurred by dealers. Menon and Menon Company follows altogether different policy. It has linked its policy with the sales. It pay Rs.20/- per engine sold to the dealer as advertisement expenses.

h) Facilities and conveniences to dealers :

All the four companies provide servicing facilities to its dealers. All the companies give one year guarantee for their engine. They do not charge any thing for servicing or or repairing during the period of guarantee. After guarantee period if the engine goes out of order, it is repaired by charging nominal rates. All the companies also provide replacement facilities to the dealers during the period of guarantee.

The Kirloskar Company, Rocket Engineering Company and the Laxmi Engines have the facilities of giving training to the staff of the dealers at the cost of the company. However, Menon and Menon Company is not having such facility. It sends its own staff to the dealers for repairing the engine.

I) Comparative Sales efforts of the companies :

Table No.8 mirrors the picture of annual sales of the four companies.

Table No.8

Sr. No.	Name of the Company	<u>Sales per annum</u>	
		No.of Engines	Rs.
1.	Kirloskar Oil Engines Ltd.	42000	29,40,00,000
2.	Rocket Engineering Corpn. Pvt.Ltd.	9000	3,00,00,000
3.	Laxmi Engines Pvt.Ltd.	2300	80,00,000
4.	Menon and Menon Pvt.Ltd.	4100	1,17,00,000

The above table reveals that Kirloskar company stands first so far as annual sales are concerned. Its average sales per annum are 42000 engines followed by Rocket Company whose annual sales are 9000 engines, where as the annual sales of Menon and Menon are 4100 engines per year. Laxmi engines sales are the lowest i.e. only 2300 engines per year.

4.4 CONCLUSION :

To conclude it can be said that though the number of persons contacted was not very large, the data collected was more reliable as the persons contacted were having long experience and professional standing in the field of marketing of diesel engines.