To Find the Key Interventions of Improvement of Deodrants Category Overall Rajasthan

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Abstract—*Fast Moving Consumer Industry is a rapid industry in which the functioning is based on daily sales. India is a hub of various FMCG companies (Domestic and MNC). Now a days it has been seen that even our Ayurveda based firms like Patanjali and many more have tried their hands in the FMCG sector. These firms owned by spiritual gurus in India have hefty amount in their balance and they are coming with every product which has atleast 5-6 competitors. This live case study research talks about the key interventions which we have done for the improvement of sale of Deodrants Category overall Rajasthan. The FMCG sector is one of the largest growing sector in the Indian Market's domain. FMCG is a sector which is aware of the responsibility to generate economic value for the nation. This research report is based on to find the market improvement of distribution of sales of deodorants, to improve the deodorants visibility in the market place and to explore other channels of deodorants. The Report is based on the FMCG companies can reach at the top overcoming all the constraints.*

1. INTRODUCTION

Fast moving consumer goods or consumer packaged goods include all consumables which people buy at regular intervals. The Indian FMCG sector with a market size of USD 30 Billion in 2012 is the fourth largest sector in the economy. At present, Urban India accounts for 66% of total FMCG consumption, with rural India accounting for the remaining 34%. The major players in this sector includes Hindustan Unilever Ltd., ITC Ltd., Nestle India, GCMMF(Amul) , Dabur India, Asian Paints, Cadbury India, Britannia Industries, Procter and Gamble. FMCG sector is the utmost growing sector in India which covers a hefty share in the Marketing in India. FMCG sector involves distributor as it's direct customer. There are several intermediaries between an FMCG company and the actual customers such as Distributors, Wholesalers, Retailers, Super-stockiest, sub-stockiest and C&FA. These intermediaries are helpful in the need for the costs incurred, inventory holding costs, manpower costs, credit provided to next intermediary, transportation costs, overheads and entrepreneur's risks and efforts. The FMCG sector is one of the largest growing sector in the Indian Market's domain. FMCG is a sector which is aware of the responsibility to generate economic value for the nation. In the present economic scenario, time is regarded as money, so the

FMCG companies have to be very fast in manufacturing and supplying these goods. A rapid urbanization, increase in demands, presence of large number of young population, a large number of opportunities is available in the FMCG sector. This live case study research study is about the problems and the opportunities which have been identified. The opportunities in the FMCG sector are huge, if taken seriously can definitely take a company from bottom to top and, if not then vice-versa. There is a lot to be seen in the growth of the FMCG companies like DS Workpractice regimentation, Motivation level among the employees, Training and Development programs of the employees at regular intervals. The FMCG Sector is very sensitive as even a needle dipping in the Market could affect others performance in the same product category.

2. OBJECTIVE:

1. To find the market improvement of distribution of sales of deodorants.

2. To improve the deodorants visibility in market place.

3. To explore other channels of deodorants.

3. METHODOLOGY:

The methdodology adopted for drawing this project is totally based on three steps: (1) The field training in Jaipur to understand the basics of sales and distribution. (2) Personal interviews with some 534 retail

Data Collection:

POPULATION: Population for this research is 3500 stores of Rajasthan Region.

SAMPLE AREA*: Jaipur, Jodhpur, Kota, Alwar,Sikar
SAMPLE TAKEN: 534 stores (out of the Main markets of

Rajasthan)

The main markets are:

- Raja Park
- Jawahar Nagar
- GT Market
- Old vidhyadhar nagar
- New vidhyadhar nagar
- Subhash Chowk
- Vaishali Nagar
- Mansarovar Market

SAMPLING METHOD: The process of drawing sample units from the population is called sampling method. In order to have the unbiased results in the survey, the appropriate method of sampling i.e. "stratified sampling" adopted. It also includes convenience sampling.

The questions Itre:

Q1. Name of the outlet?

Q2. Channel = could be like cosmetic, kiryana, paan bhandar etc.

Q3. Are you a deodrant handler?

Q4. What is ythe average monthly sales? (No. of units per day)

Q5. Is engage available in the retail outlet?

Q6. Top 3 competition brands available?

Q7. Top 3 selling brands?

Q8. Number of variants you have of each company?

Q9. How much is the **Availability and Visibility** ? (If it's there then what = Paid by Company or Unpaid)

Q10. Which brand do you offer randomly?

Q11. Mostly sell out deodrants?

Q12. Is ythe order delivered on time?

TOOLS USED FOR ANALYSIS FOR MEASURING RETAILERS' SATISFACTION LEVEL:

1. Hypothesis testing
2. Graphical Representation of Analysis:
- Pie charts
- Bar Diagrams

DATA COLLECTION APPROACH: Primary data has been used to carry out the research successfully. The secondary data has been collected from various jthenals and publications. For the purpose of gathering primary data a discussion took place

with the project manager and 2 questionnaire Itre finally decided and structured to get the desired result.

METHOD OF COMMUNICATION:

In order to minimize the bias in data collection, the method of personal interview was adopted.

4. DATA ANALYSIS AND RESULTS
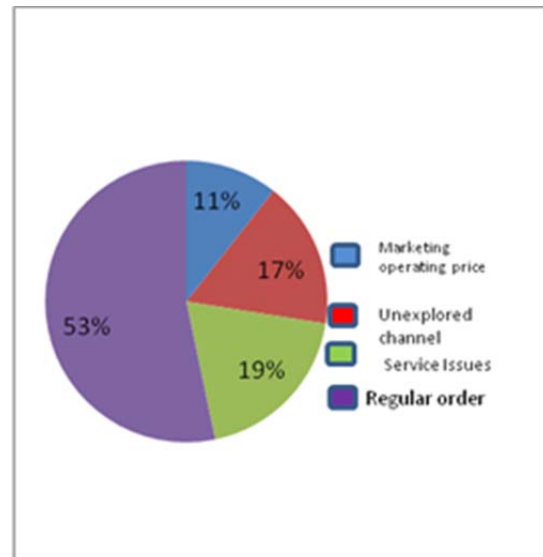
This picture depicts that 53% of the outlets are not covered by the DS via-route which must be added as soon as possible. 19% of the outlets have intimated about the service issues such as:

(a) Supply not delivered on time ,

(b) Right Order not delivered

(c) No visit of the DS since Iteks,

(d) Replacement and DND issues.

11% is the Marketing Operating Price and 17% are the satisfactory retailers. Since the first objective was to do the key interventions of improvement deodorants category in Rajasthan, hence It believe that first and the most important thing is to do handler expansion. The second thing is the inclusion of the potential outlets in the Loyalty Programme, atleast 30% of the outlets must be enrolled with it. Potential markets like GT Bazaar in Jaipur, Sardarpura in Jodhpur, Churi Bazaar in Alwar, Tabela market in Sikar, Mahaveer-Talwadi in Kota must be given atmost attention and trade engagement must be done with them.

**5. CATEGORY OF OUTLETS:**

The segregation of the Markets have been done in three categories:

High – Outlets Selling more than 50 cans in a month.

Medium - Outlets selling betIten 10 – 50 cans in a mont
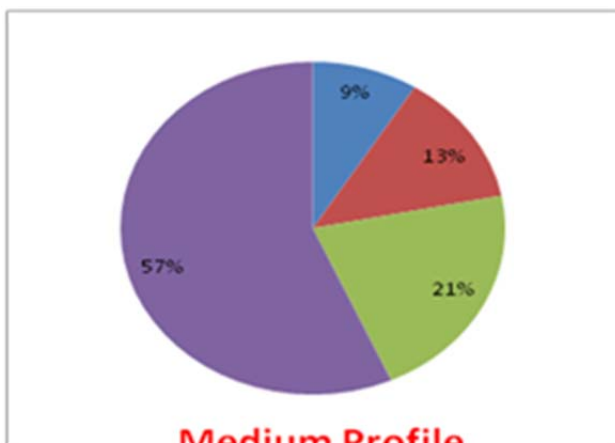
Low - Outlets selling less than 10 cans in a month.

It is clearly seen that more than 50% of the outlets are not covered i.e. those outlets have never been covered. More than 15% of the outlets say that they are not satisfied by the services of the Distributors. At the same time 12% of the outlets comes under Marketing Operating Price. Lastly approx, 18% of the retailers are satisfied. These pictures depicts that the uncovered coverage must be done as soon as possible.

- Marketing operating price
- Regular order
- Service Issues
- Unexplored channel
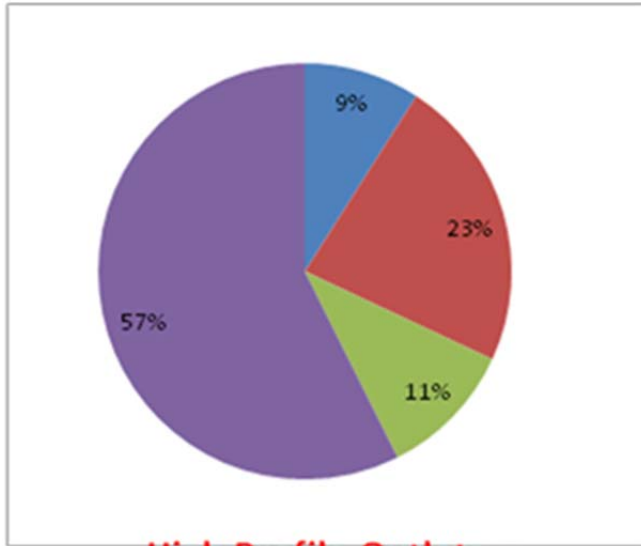
High Profile Outlets = 103
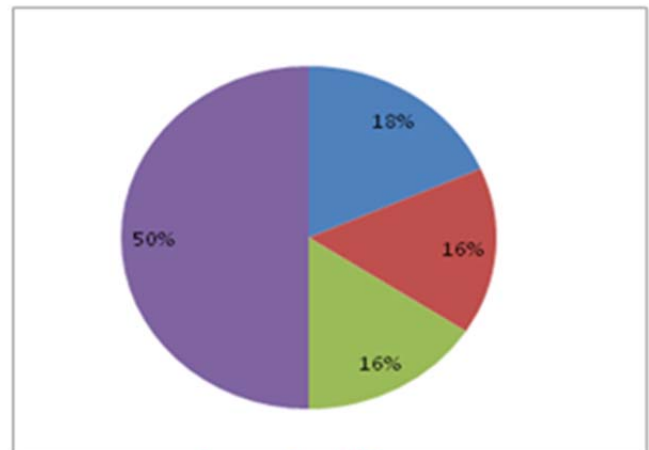
Low Profile Outlets = 150

- Marketing operating price
- Regular order
- Service Issues
- Unexplored channel

Medium Profile Outlets = 224

6. SUGGESTIONS

1. Enroute Fancy/Cosmetics stores which are not covered properly.

2. The company should conduct a one month handler expansion drive in which all the enroute fancy and cosmetics stores who buys more than 20 cans shall be enrolled into DS Route.

3. The company must identify the right outlets while giving the Display. For eg. In Nirman Nagar, It have found Display in those shops who are selling only 5 cans in a month.

CITY	POPULATION	No. Of Shops	Shops Covered	Gap
JAIPUR	3030000	4040	2000	2040
JODHPUR	1033918	1378	700	678
KOTA	1001365	1335	400	835
ALWAR	341422	284	100	370
SIKAR	237579	197	50	147

This picture shows that permanent merchandising is very essential for the awareness of the products to the end customers, as it gives long-term benefitsConsumer Activation programmes should be organised frequently. For Eg. In Malls like GT Bazaar, Inox, MGF Canopies must be organised and games must be conducted for the couples as these events will give people a chance to try the product, ask questions about it and participate in some way that makes them feel a part of the brand.

These are the shops that are suggested for the coverage. Such shops must be enrooted into the DS Route as these shops have the capacity to sell 100 cans in a month.

4. **Service Issues**: Retailers are not given proper attention in terms of queries and problems. The most common problem arises with the retailers are the replacement issues.

It have taken out the no. of population of these Cities. On every 1 Lakh population in Jaipur, Jodhpur, Kota (TLP), It presume there are 300 outlets and out of the 300 outlets It consider 40% of the outlets to be deodrant handlers. This is because when It have done the markets, It have found that after doing every 100 outlets, 40 of them Itre deodrant handlers whereas, in cities like Alwar and Sikar(OL**:**

EXPECTED SERVICE LEVEL:

PERMANENT MERCHANDISING:

5. These experiential marketing events will be beneficial to help activate the brand into the consumers' minds by attracting and emotionally engaging them in personal experience.

1. DS market gets over at 2 P.M.

(a)A tracker must be there to ensure the coverage of all the shops in the beat.

(b) It should be checked that billing must be done on every deodrant category handler shop at least once in every three months. If not done, that means DS is not covering.

2. To maintain a good relation with the trade.

(a). The DS must have good relations with the Retailers that they should call the DS by his name.

3. To educate the DS about the product benefits.

(a)Product contents, benefits and product against the competition

4. Lack of co-operation among the DS.

5. DS are not aware about the competitor's price and the schemes.

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