



# **BIJU PATNAIK INSTITUTE OF INFORMATION TECHNOLOGY & MANAGEMENT STUDIES (BIITM), BHUBANESWAR**

Plot No. F/4, Chandaka Industrial Estate, Infocity, Patia, Bhubaneswar-24

Approved by AICTE, Govt. of India | Affiliated to BPUT, Odisha | NAAC Accredited | ISO 9001 : 2015

## **SUMMER INTERNSHIP PROJECT 2023**

### **REPORT TITLE**

Plumber Registration under Hindustan Sanitaryware and  
Industrial Limited in the Silver City of Odisha, Cuttack

### **SUBMITTED BY**

**Bikash Kumar**

**2-year MBA Batch: 2022-24**

**University Regn. No : 2206258123**

#### **Faculty Guide**

**Ms. Sushruti Panda**  
**Prof.(Marketing)**  
**BIITM, Bhubaneswar**

#### **Corporate Guide**

**Mr. Priyadutta**  
**Mohanty**  
**Sr. Area Sales**  
**Manager**  
**Cuttack**

# **HINDWARE SALES PROMOTION THROUGH PLUMBER REGISTRATION**

## **CERTIFICATE OF EXTERNAL GUIDE**



# Hindware

### Internship Certificate

This is to certify that **Mr. Bikash Kumar** from Biju Patnaik Institute Of Information Technology & Management Studies, Bhubaneswar has successfully completed the Summer Internship program of 1 month (1<sup>st</sup> September 2023 to 30<sup>th</sup> September 2023) with Hindware Ltd.


During this tenure his work and conduct has been found satisfactory.

We wish him all the best in his future.

Date : 30<sup>th</sup> Sep. 2023

Thanks



  
Priyadutta Mohanty  
Sr. Area Sales Manager  
Hindware Ltd.  
Bhubaneswar

**HSIL**

(An ISO 9001, 14001 OHSAS 18001 certified company)

**HSIL LIMITED**

(Formerly Hindustan Sanitaryware & Industries Limited)

Registered Office: 2, Red Cross Place, Kolkata, West Bengal - 700 001.

Tel.: +91-33-2248 7406 / 04. Fax: +91-33-2248 7045. E-mail: [hsilkolsale@hindware.co.in](mailto:hsilkolsale@hindware.co.in)  
[www.hindwarehomes.com](http://www.hindwarehomes.com)

Corporate Office: 3<sup>rd</sup> Floor, Unit No. 301-302, Park Centra, Sector 30, NH 8, Gurgaon - 122001. Tel.: +91-124-477 9200. Fax: +91-124-429 2896 / 99. E-mail: [delhi@hindware.co.in](mailto:delhi@hindware.co.in)

# **HINDWARE SALES PROMOTION THROUGH PLUMBER REGISTRATION**

## **CERTIFICATE OF INTERNAL GUIDE**

This is to certify that Mr **Bikash Kumar**, bearing university registration no. **2206258123** of **2022-24** batch, has completed his summer internship at **Hindware** from **01/09/2023** to **30/09/2023** under the supervision of **Mr. Priyadutta Mohanty** (corporate guide) and has submitted this project report under my guidance in partial fulfilment of the requirements for award of the degree of Master of Business Administration at Biju Patnaik Institute of Information Technology and Management Studies, Bhubaneswar. To the best of my knowledge and belief, this project report has been prepared by the student and has not been submitted to any other institute or university for the award of any degree or diploma.

Date:

Place: Bhubaneswar

Signature of the Internal Guide

Name :

Designation:

# **HINDWARE SALES PROMOTION THROUGH PLUMBER REGISTRATION**

## **DECLARATION**

I, **Mr Bikash Kumar** Bearing university registration no **2206258123** (2022-24 batch), hereby declare that the project report titled **Plumber Registration under Hindware in the Silver City of Odisha, Cuttack** is based on my internship at **Hindware** during the period **01/09/2023** to **30/09/2023** and is an original work done by me under the supervision of **Mr Priyadutta Mohanty** (Corporate Guide) and Ms **Sushruti Panda** (Internal guide). This report is being submitted to Biju Patnaik Institute of Information Technology and Management Studies, Bhubaneswar, affiliated to Biju Patnaik University of Technology, Odisha, in partial fulfilment of the requirements for the award of the degree of Master of Business Administration. This project report has not been submitted to any other institute/university for the award of any degree or diploma.

Date:

Place: Bhubaneswar

Signature

# **HINDWARE SALES PROMOTION THROUGH PLUMBER REGISTRATION**

## **Executive Summary**

Plumbers are the influential personnel who are directly involved in sales of in any sanitary ware products.

Plumbers usually Fix and install products depend on the needs or requirements as per buyer given to him.

Plumber Registration is a scheme to benefit both plumbers and company together towards the sale of a product.

So, this topic provides all the essentials to theoretical knowledge and to inculcate the efficiency. It is also a requirement for the company to improve their service and quality to achieve their ultimate goal.

### **Project Title- Plumber Registration in Hindware**

The topic has been already given by the company to collect information about current status of plumber registration by the company to the plumbers for selling of sanitaryware products of Hindware.

The main objective of the research was to know the company's influence at Cuttack market through Plumber registration.

Location: Cuttack

**HINDWARE SALES PROMOTION THROUGH PLUMBER  
REGISTRATION**

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# **Introduction**

**Scope of Study**

**Objective of Study**

# **HINDWARE SALES PROMOTION THROUGH PLUMBER REGISTRATION**

## **Introduction**

### **Marketing Analysis**

‘Marketing Analysis’ is a concept of marketing which deals with the research of market. The marketing mix has been defined as the "set of marketing tools that the firm uses to pursue its marketing objectives in the target market". Thus, the marketing mix refers to four broad levels of marketing decision: product, price, promotion, and place.

#### **Let's understand 4P**

Product- A product refers to an item that satisfies the consumer's needs or wants.

Price- Price refers to the amount a customer pays for a product.

Promotion- Promotion refers to marketing communications.

Place- Refers to providing customer access. Considers providing convenience for consumer



### **Product**

refers to what the business offers for sale and may include products or services.

Product decisions include the "quality, features, benefits, style, design, branding, packaging, services, warranties, guarantees, life cycles, investments and returns".



# **HINDWARE SALES PROMOTION THROUGH PLUMBER REGISTRATION**

## **Price**

refers to decisions surrounding "list pricing, discount pricing, special offer pricing, credit payment or credit terms". Price refers to the total cost to customer to acquire the product and may involve both monetary and psychological costs such as the time and effort expended in acquisition.

## **Promotion**

refers to "the marketing communication used to make the offer known to potential customers and persuade them to investigate it further ". Promotion elements include "Advertising, public relations, direct selling and sales promotions.

I researched in this area specifically in this topic (sales promotion)

## **Place**

is defined as the "direct or indirect channels to market, geographical distribution, territorial coverage, retail outlet, market location, catalogues, inventory, logistics and order fulfilment". Place refers either to the physical location where a business carries out business or the distribution channels used to reach markets.

## **Purpose of Marketing Analysis**

Marketing Analysis can help a business do one or more of the following.

### **1)Gain a more detailed understanding of consumer's needs**

By marketing analysis, we understand how the customer of that specific area relates to the brand and its product, what are their basic requirements like- cost friendly, better quality, stylish and after sale service with its extra perks.

# **HINDWARE SALES PROMOTION THROUGH PLUMBER REGISTRATION**

## **2)Reduce the risk of product/business failure**

By marketing analysis, we analyze the usage of product, and importance of the scheme. There is no guarantee that new product or scheme will be a commercial success, but accurate and up-to-date information in the market can help a business make informed decisions, hopefully leading to products that consumers want in sufficient numbers to achieve commercial success.

## **3)Increase Market retention**

By marketing analysis, we make sure how we can increase market brand value, and how the company's reputation will increase through word of mouth. People will get what they want from our company with proper satisfaction.

### **My Topic**

#### **Sales Promotion**

The purpose of this SIP Report is to give an actionable approach to making Plumbers of Hindware satisfied to work for the organization and favor to re-cast it as a positive, enabling effect rather than a negative revenue stealing one. This project will work out an approach that provides direction to the plumbers who are responsible for the organization performance improvement, sales, and brand value.

Sales promotion plays a crucial role in marketing strategies for various reasons:

1. **Boosting Sales:** One of the primary purposes of sales promotion is to increase sales in the short term.

## **HINDWARE SALES PROMOTION THROUGH PLUMBER REGISTRATION**

2. **Competitive Advantage:** Sales promotions can provide a competitive advantage in crowded markets.
3. **Customer Acquisition:** Sales promotions are an effective way to acquire new customers.
4. **Customer Retention:** Sales promotions can also help retain existing customers.
5. **Brand Awareness:** Well-executed sales promotions can increase brand awareness.
6. **Customer Experience:** Sales promotions can enhance the overall customer experience by offering added value. For example, a bonus gift with a purchase can make customers feel appreciated and satisfied with their transaction.
7. **Market Testing:** Companies can use sales promotions to test market conditions and consumer preferences.

### **Sales Promotion Through Plumber Registration**

Hindware is known for its best Sanitaryware sales in India. It has the best product, prices, sales, and best distribution channel all over India. To be in that position Hindware has produces a wide variety of sanitaryware products with proper quality and having an old customer base.

The problem is most of the people don't care about the company of sanitaryware. product or don't have much knowledge about it, so they usually fix a range and give the task to builder, or contractor, or plumber for choosing the best.

In the case of builders and contractors, they usually have a fixated brand for using the sanitaryware products, They are in the business for a long time so they select the best according to customers and they convince the customers about the product.

## **HINDWARE SALES PROMOTION THROUGH PLUMBER REGISTRATION**

For Plumbers it depends on which brand they are loyal to or have more profitable business. So ultimately it becomes important understand the importance of Plumbers as much as possible. Plumbers are the most important factor which helps to grow the sales of sanitaryware products and marketing.

Plumber Registration is a new scheme regarding Sales promotion through benefiting the Plumbers. In this Plumbers are registered under an application which provide them some incentives whenever they install a Hindware product in a place. Incentives depend on the value of the product.

So, the project is all about how plumber registration will help plumbers and organizations come into contact which will help both parties. This project revolves around the plumber registration usage, effects and feedback in the area Cuttack, Odisha. This will show how and why it's a useful scheme and proper utilization in the current market scenario.

### **SCOPE OF STUDY**

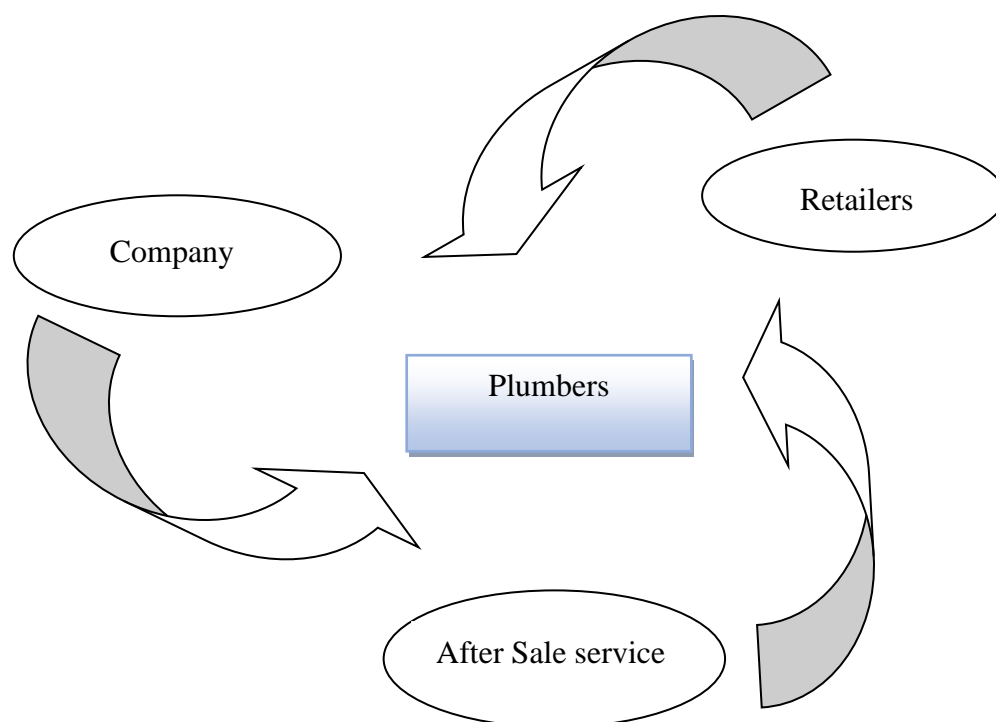
- The scope of this study is to successfully research the Hindware sanitaryware sales promotion in Cuttack through Plumbers Registration. Project undertaken the problem of analyzing the marketing analysis of Hindware in Cuttack.
- Analysis of the Plumber responses helps in bringing out the areas where the company is doing very well and areas in which it needs to be cautious about it.
- It will help the Organization to necessary plan for those Plumbers and Retailers.
- Help in formulate some better strategies to remain leader in the market.

# **HINDWARE SALES PROMOTION THROUGH PLUMBER REGISTRATION**

## **OBJECTIVES**

The main objective of the given project is to study the impact of Plumber registration on company sales. Sales promotion using dealer and plumbers' relationship. This project basically deals with the evaluation of plumbers' registration around Cuttack area.

It also focuses on Co-relating the views of plumbers and retailers upon company and its service from the company. How company supporting their retailers and encouraging plumbers for their products.



# Methodology

# **HINDWARE SALES PROMOTION THROUGH PLUMBER REGISTRATION**

## **METHODOLOGY**

>Research methodology is a methodology for collecting all sorts of information & data pertaining to the subject in question. The objective is to examine all the issues involved & conduct situational analysis.

>The methodology includes the overall research design, sampling procedure & fieldwork done & finally the analysis procedure. The methodology used in the study is consistent of sample survey using both primary & secondary data.

>The primary data has been collected with the help of questionnaires as well as personal observation book, magazine; journals have been referred for secondary data. The questionnaire has been drafted & presented by the researcher himself.

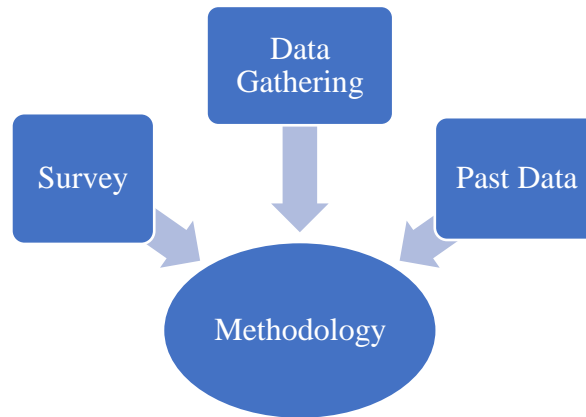
**During this methodology I overtook several steps for research**

- ❖ **Questionnaire**
- ❖ **Survey**
- ❖ **Book Knowledge**
- ❖ **Past Survey**

### **Scope of Research**

Research is conscious approach to find out the truth which is hidden and which hasnot been discovered by applying scientific procedure. Therefore each research has its own focus. This is stated in terms of objectives of conducting research.

# **HINDWARE SALES PROMOTION THROUGH PLUMBER REGISTRATION**



## **Research Report**

The report is the result of a survey which was undertaken in Cuttack city.

The objectives of the project has been fulfilled by getting response from the customer associated to these segments through a personal interview in the form of a questionnaire. The responses available through the questionnaire are used to evaluate the sales promotion for the products of Hindware and the willingness of the customer to purchase its products on future.

The project also covers an analysis of the switch over of customers to competitors products in the market.

## **Research Objectives**

### **Primary Objective:**

- To analyze sales promotion towards the Hindware products range.

### **Secondary Objective:**

- Analyze consumer satisfaction for different Hindware products.
- Analyze the Plumber behavior of Hindware.



# HINDWARE SALES PROMOTION THROUGH PLUMBER REGISTRATION

## THE DATA SOURCE

The data has been taken from two sources

- **Primary data source**

The primary data source has been collected through questionnaire by personally interviewing each respondent on a number of queries structured in a questionnaire.

- **Secondary data source**

Secondary data was collected from following sources.

Prior research reports

Websites

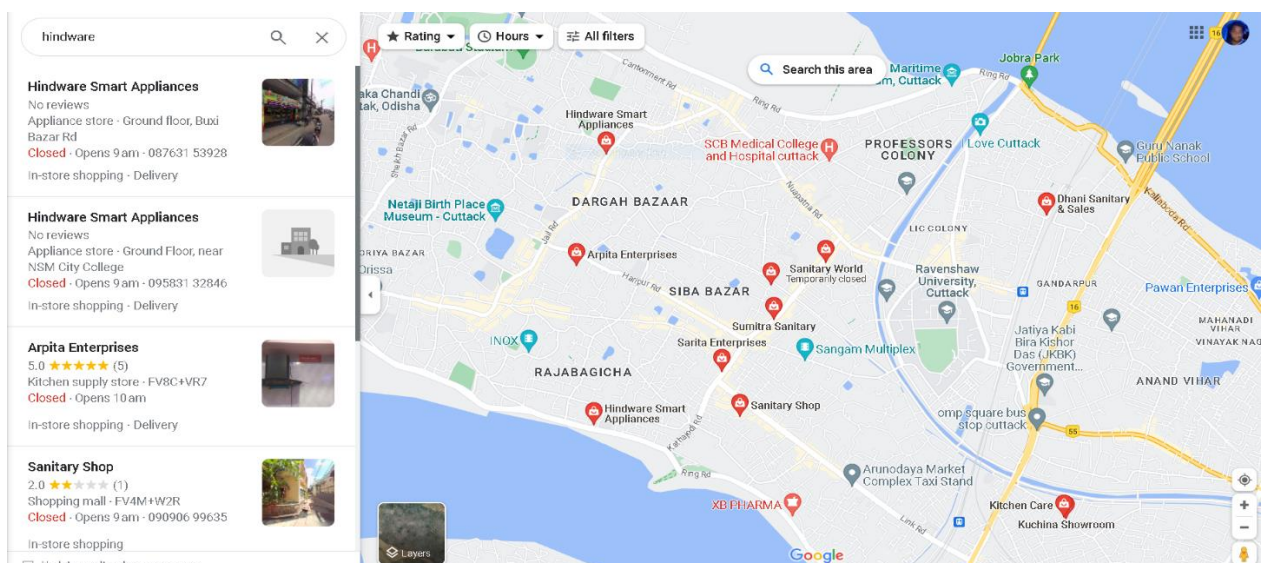
Books

Newspaper

Personal consultation

## THE AREA OF WORK

The field work is conducted in the Cuttack city in various Places like Mall, Showroom and retailers situated in different location all over the city.



# **Company Profile**

## **Industry Analysis**

## **HINDWARE SALES PROMOTION THROUGH PLUMBER REGISTRATION**



### **Company Profile**

HSIL Limited, vastly recognized by its brand hindware, a leading name in the Indian market is a company driven by innovation. Its complete focus on crafting unforgettable bathing experiences, developing contemporary bathroom solutions for over five decades with products that make life better has set new trends each year.

With a mission to revolutionize sanitaryware ware market in India, Mr. Rajendra K. Somany, in collaboration with Twyfords Ltd. of UK, established Hindustan Twyfords in 1960. Backed by innovative products, Hindustan Twyfords was the first company to introduce vitreous china ceramics in India.

Journey began in 1960 with a collaboration with Twyfords, UK, as Hindustan Twyfords Limited. Subsequently renamed as HSIL Limited in 2009. After becoming the first Company to introduce vitreous China sanitaryware in India in 1962, today it provide a diverse and robust range of state-of-the-art bathroom products.

A distinct entity for Building Products Division came into being as Brilloca Limited in 2019, which was later renamed as Hindware Ltd. thereby ensuring sharper focus, market competitiveness and efficiencies for serving sanitaryware consumers better.

## **HINDWARE SALES PROMOTION THROUGH PLUMBER REGISTRATION**

To date we are honoured to have unparalleled trust and confidence of our customers for over 60 years now.

We have a diverse product range including water closets, washbasins, faucets, bathtubs, showers, shower enclosures and vanities. With innovation, customer satisfaction, and quality control, we look forward to winning the trust of our consumers, who become our brand ambassadors for life.

### **Certification**

First to introduce Star rated products certified by IAPMO, a range of EWCs have been bestowed UPC-I certification for being 2 & 3 star rated for their reduced water consumption during full flush/half flush. The Hindware EWCs and urinals can now effectively save large quantities of this precious resource. Innovating constantly to provide you with the best,, we are committed to offer you products that bestow you with a better life and a better world.

At Hindware, our efforts to create a sustainable future have garnered us a UPC-I star rating certification by International Association of Plumbing and Mechanical officials (IAPMO). This prestigious certificate has been awarded to us for our use of water efficient techniques and our range of futuristic, green bathware products. This certificate is awarded to those organizations which have been tremendously involved in sustainable and water efficient practices through constant innovation and manufacturing expertise.



\*Star rated WEP-I listed IAPMO certified water efficient products.  
\*\*T&C Apply (Savings w.r.t standard 10L flushing).

## **HINDWARE SALES PROMOTION THROUGH PLUMBER REGISTRATION**

HSIL is the first company in the Building Materials Industry to be awarded the prestigious ISO 9001, 14001 and OHSAS 18001 certificate, awarding effective quality management and environment systems and the first in the country to receive the ISI License, back in 1962.

Our some of the creme-de-la-creme institutional partners in India are DLF, The Taj Hotels, GMR, Unitech, ITC Hotels, Mahindra, Infosys, Coca Cola, Pepsi, Dr. Reddy's Laboratories, Hindustan Unilever, Peron Ricard, Pfizer, Sab Miller, Dabur, Nestle, just to name a few. And to make the most of this era of globalization, we are expanding internationally.

HSIL has been recognized amongst the top 300 companies in India and has also been rated by Forbes magazine amongst the top 100 small and medium sized companies in the world.

- Hindware has been recognized as a Super brand consecutively for the last four years.
- Hindware manufactures ten sanitaryware ware pieces every two minutes; 310 every hour and 2.7 million each year.
- Possesses the most committed distribution network in India's building products industry.
- AGI Glasspac has a capacity to produce 953 million bottles per annum and the capability to manufacture 400 different products in three colours.
- AGI's second container glass manufacturing facility at Bhongir, A.P. has a capacity of manufacturing 690 million pieces per annum bringing the total capacity to 1643 million pieces per annum.

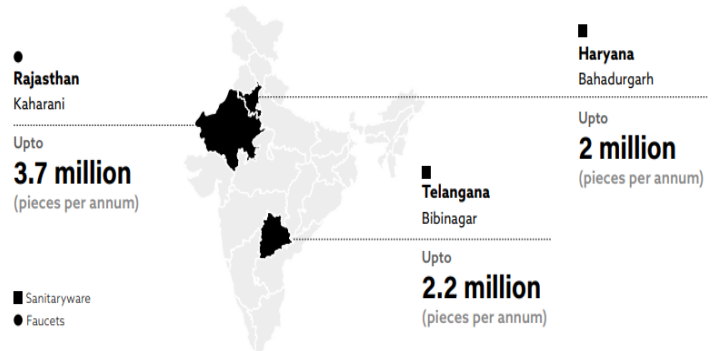
# **HINDWARE SALES PROMOTION THROUGH PLUMBER REGISTRATION**

Hindware having Two Ceramic Sanitaryware Manufacturing plants and one faucet plant in India

1. **Bahadurgarh (Haryana) - Ceramic**  
Division 1.

2. **Bibi Nagar plant (Secunderabad) -**  
Ceramic Division 2.

3. **Bhiwadi, Rajasthan - Faucet plant.**



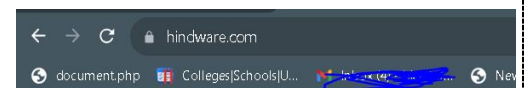
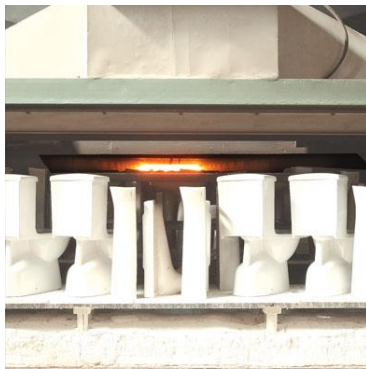
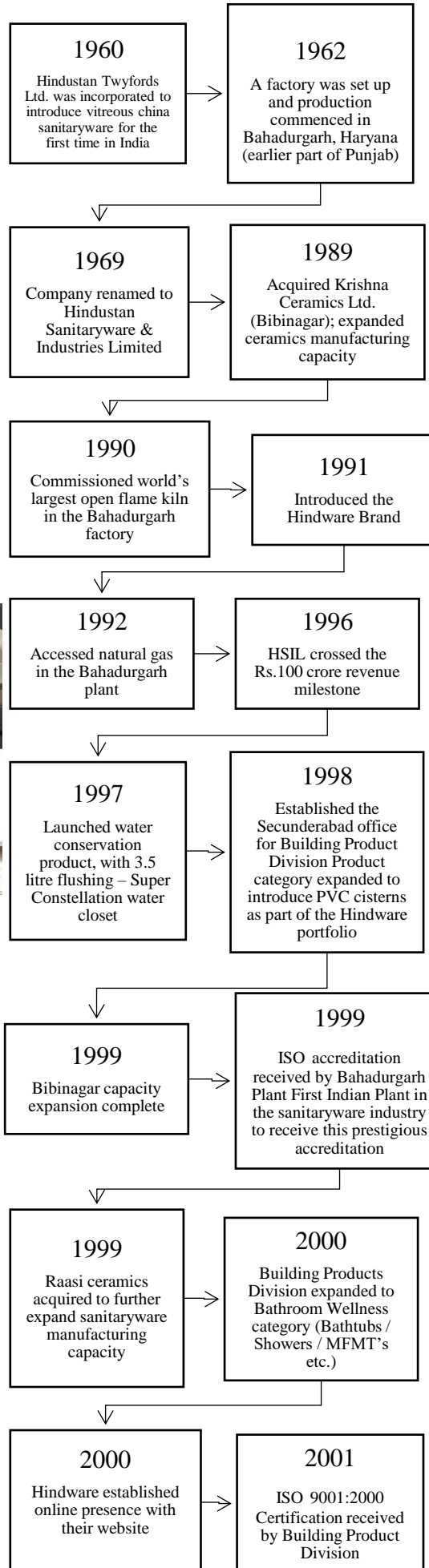
All the three Manufacturing plant having separate R&D team for their Plants. Both sanitaryware manufacturing plant having separate modeling team Contains more than 5 modulars in their team. Manufacturing unit contains automated slip house & glaze preparation process , battery castings, glazing carousel and quality test equipment.

## **History**





# HINDWARE SALES PROMOTION THROUGH PLUMBER REGISTRATION



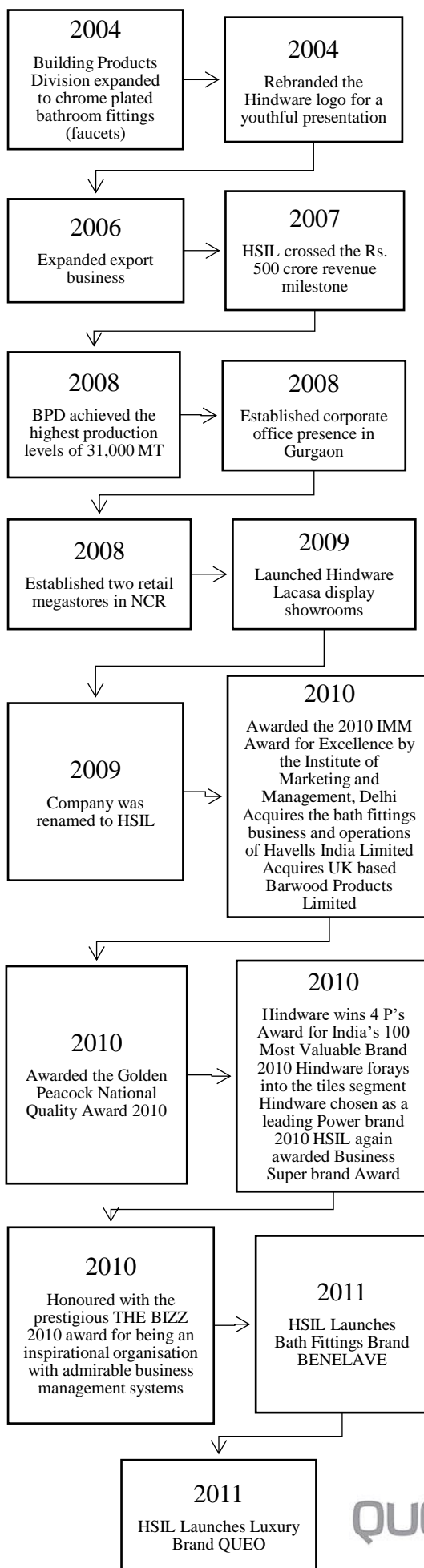
**hindware**

Who we are

Sanitaryware



# HINDWARE SALES PROMOTION THROUGH PLUMBER REGISTRATION



**HSIL**



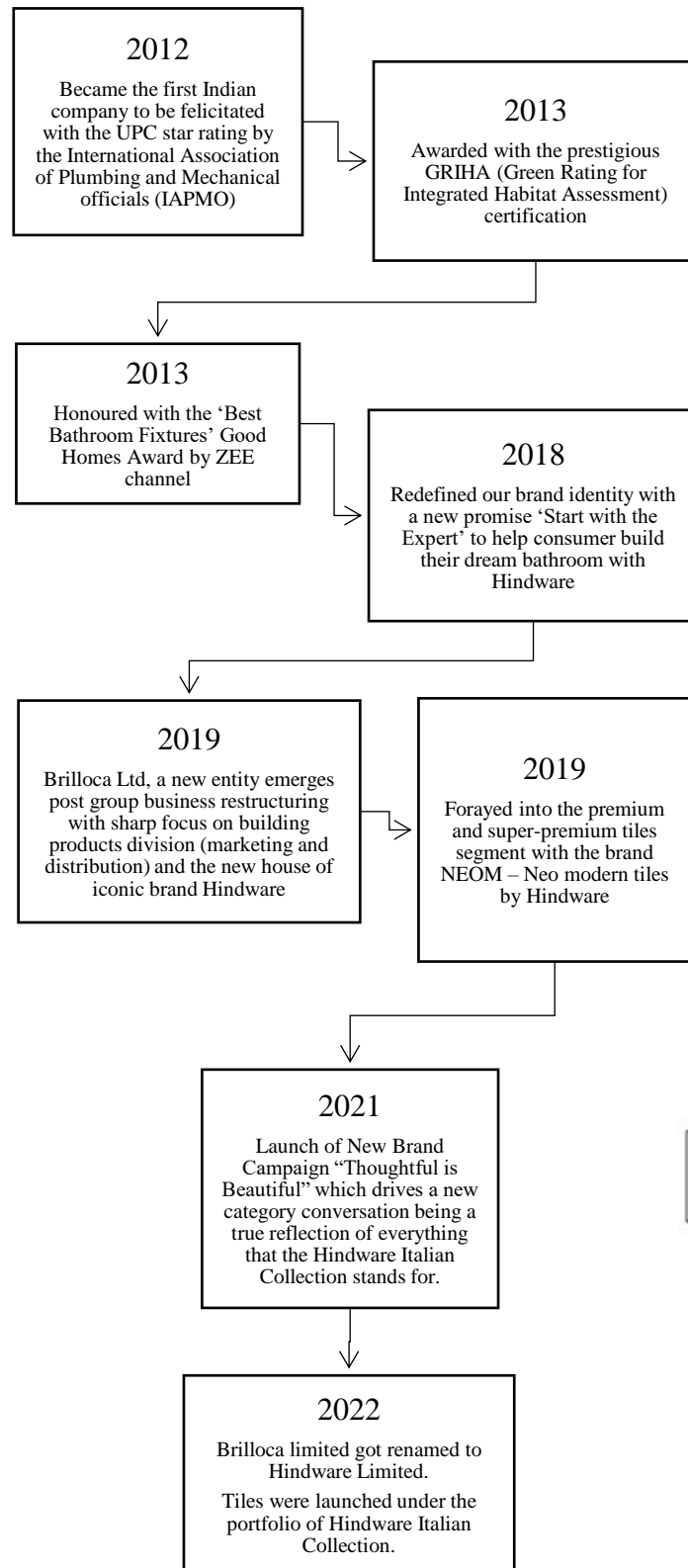
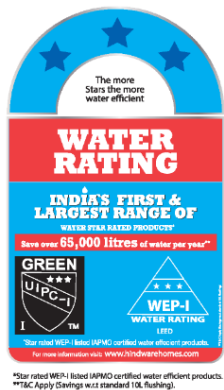
**BENELAVE™**  
*The smart choice*



**QUEO**



# HINDWARE SALES PROMOTION THROUGH PLUMBER REGISTRATION



Talking about **Company's core purpose**

Passionately strive to enrich customer's quality of life thereby enhancing stakeholder value.

# **HINDWARE SALES PROMOTION THROUGH PLUMBER REGISTRATION**

## **STRUCTURE OF THE COMPANY**

This the pre-transaction holding structure of the company as per 2017



Fig. 1 – Pre-Transaction Holding Structure

Post-transaction holding structure of the company after de-merger of the company.

## **De-Merged Company**

- SHIL- Somany Home Innovation Limited

is a wholly owned subsidiary of HSIL, it is incorporated on 28<sup>th</sup> September 2017. Post sanction of the scheme, SHIL will apply for listing on BSE and NSE respectively.

- Brilloca Ltd

is a wholly owned subsidiary of Somany Home Innovation Ltd and is incorporated on 2nd November 2017. Brilloca will remain unlisted as WoS of SHIL.

# HINDWARE SALES PROMOTION THROUGH PLUMBER REGISTRATION

This is post-transaction holding Structure of the Company as per 2017

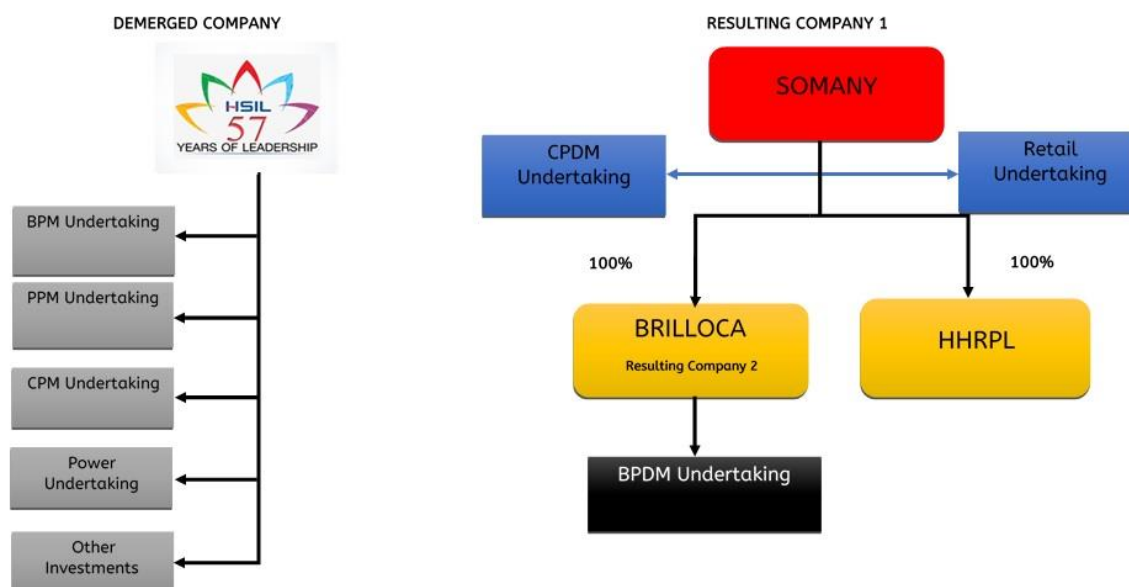
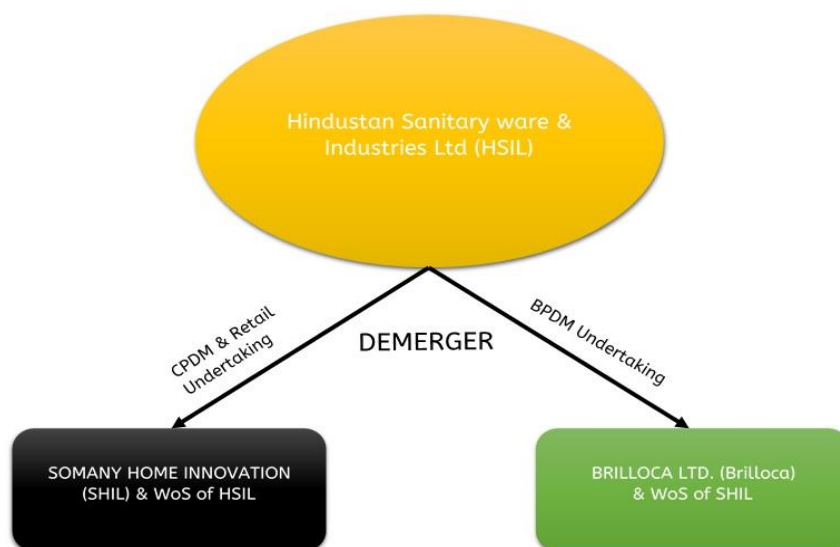


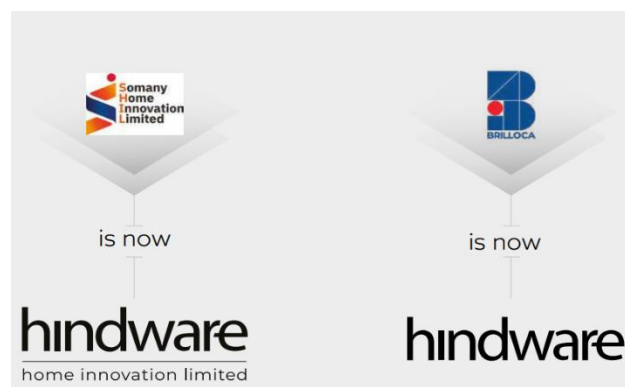
Fig. 2 – Post Transaction Holding Structure (Demerged & Resultant Companies)

This is the basic map of de-merger of **Hindware**.



It's the whole structure of the company in 2023.

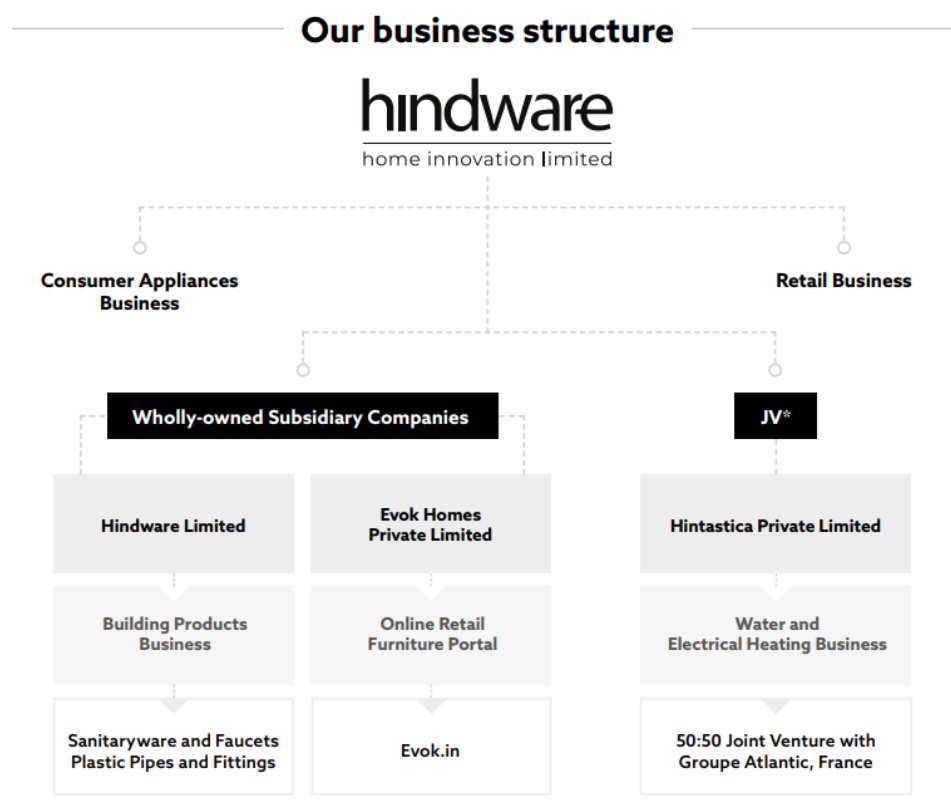
- Now SHIL is HHIL (Hindware home innovation Limited)
- & BRILLOCA is Hindware



# HINDWARE SALES PROMOTION THROUGH PLUMBER REGISTRATION

Talking about HHIL

Company Structure of Hindware Home Innovation Limited



## Revenue

Key highlights FY 2021-22

- Rs 2,294 crore- Revenue from Operations  
29% y-o-y growth
- Rs 144 crore Profit Before Tax  
57% y-o-y growth
- Rs 202 crore Profit After Tax (After considering JV results)  
268% y-o-y growth

## **HINDWARE SALES PROMOTION THROUGH PLUMBER REGISTRATION**

Now talking about the **Board of Directors**

Hindware has 6 Board of Directors

- ❖ Mr. Sandip Somany
- ❖ Mr. Rakesh Kaul
- ❖ Mr. Nand Gopal Khaitan
- ❖ Mr. Ashok Jaipuria
- ❖ Mr. Salil Kumar Bhandari
- ❖ Ms. Anisha Motwani

The longest serving directors currently on board are Sandip Somany and Girdhari Sultania who were appointed on 02 November 2017. They have been on the board for more than 5 years. The most recently appointed director is Alpana Parida, who was appointed on 27 March 2020.

And Hindware newly appointed **Tamanna Bhatia** as the brand ambassador of Hindware Italian Collection to build a stronger connect with consumers across India, particularly in the southern markets.

Company used many Brand Campaigns, social awareness programme, influencer programme, digital programme for the company sales and Brand recognition.

**Brand Campaigns** such as

- ❖ **‘Thoughtful is beautiful’** which focuses on special designs and functionality with superior technological solutions that help ease the consumer’s life.
- ❖ **‘Hygiene partner’** collaborated with the IPL by becoming the official ‘Hygiene Partner’ of Punjab Kings.

## **HINDWARE SALES PROMOTION THROUGH PLUMBER REGISTRATION**

- ❖ **‘Touchfree is Carefree’** launched our ‘Touch free is Carefree’ campaign on social media platforms showcasing Hindware’s touch-free range of bath products which are a perfect blend of elegance, comfort, and safety.

In 10 districts of West Bengal including Orissa, they carried out an extensive outdoor advertising campaign for the category to help consumers upgrade to EWC toilets. There was 75+ outlets covered & products showcased, including the EWC Slick Combo of WC + Cistern.

**Social awareness campaign** such as

A purpose-led initiative ‘Build a Toilet, Build her Future’ on World Toilet Day. The initiative focuses on encouraging the girl child to continue schooling by providing access to adequate sanitation infrastructure at schools.

Under this programme, we will be constructing 50+ toilets across Gurugram, Sonipat, Udaipur and Bahadurgarh to send lakhs of girls back to school.

**Influencer programme** such as

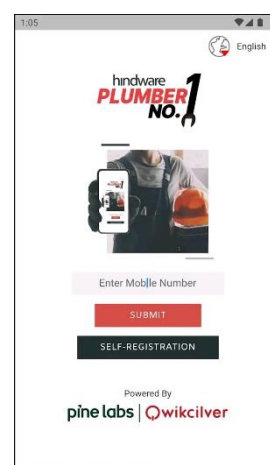
### ➤ **Plumber Loyalty Programme**

Launching the Hindware Plumber No. 1 App where the enrolled plumbers can reap the benefits of associating with Brand Hindware. They get commission and some additional benefits for working with Hindware.

(I have done my SIP on this Topic)

### ➤ **Dealer Connect Programme**

launched an exclusive Hindware Privilege Club (HPC) Programme for our dealers to create a more straightforward and beneficial payout structure, ensuring higher earnings for the dealers.



# **HINDWARE SALES PROMOTION THROUGH PLUMBER REGISTRATION**

## ➤ **Architect Connect Programme**

Launched an app called Club Maestro, which we use to interact with leading architects and provide them with information on our new product launches and campaigns.

## **Digital Marketing**

With increased emphasis on digitalisation, we are ensuring that our brands communicate with customers through social media, websites, emails, and other channels at all points of their consideration and purchase journey, in order to maximise engagement.



# **HINDWARE SALES PROMOTION THROUGH PLUMBER REGISTRATION**

## **Industry Analysis**

Hindware is a well-known brand that primarily operates in the sanitaryware and bathroom fittings industry. This industry is a part of the broader construction and home improvement sector.

Some of the competitions of Hindware at Cuttack are as follows.

- Cera
- Parryware
- Jaquar/Eesco
- Kajaria
- And some local brands

Porter's Five Forces Analysis is a framework developed by Michael E. Porter that helps organizations assess the competitive forces in their industry, enabling them to make informed strategic decisions. This analysis examines five key factors that affect the industry's competitiveness. Let's apply this framework to the Sanitaryware industry.

- **Threat of New Entrants:**

Barrier to Entry: The sanitaryware industry in India has relatively high barriers to entry due to the need for substantial capital investment in manufacturing facilities, brand establishment, and distribution networks.

Economies of Scale: Existing companies benefit from economies of scale, which new entrants would find challenging to achieve.

- **Bargaining Power of Suppliers:**



## **HINDWARE SALES PROMOTION THROUGH PLUMBER REGISTRATION**

Limited Suppliers: The raw materials for sanitaryware, such as ceramics, are typically limited to a few suppliers. This can lead to increased supplier power.

Dependence on Suppliers: Manufacturers often depend on specific suppliers for high-quality raw materials.

- **Bargaining Power of Buyers:**

Diverse Consumer Base: The industry serves both individual consumers and commercial clients, which can somewhat reduce buyer power.

Product Differentiation: Buyers may have choices between different brands and products, which can increase their bargaining power.

- **Threat of Substitutes:**

Limited Substitutes: There are few practical substitutes for sanitaryware, which makes this threat relatively low.

Design and Innovation: Substitutes like shower panels and alternatives depend on design and innovation trends.

- **Rivalry Among Existing Competitors:**

Numerous Competitors: The sanitaryware market in India is highly competitive, with numerous domestic and international players.

Price Wars: Intense competition sometimes leads to price wars, affecting profit margins.

Brand Loyalty: Strong brand loyalty can give some companies a competitive edge.

# **Competitor Analysis**

# **HINDWARE SALES PROMOTION THROUGH PLUMBER REGISTRATION**

## **Competitor Analysis**

Here we are taking specific Sanitaryware industry for the competitor analysis.

Specific product- Orissa Pan (as most preferred product in location of Cuttack)



Product feature matrix

Company \ Feature	Hindware	Cera	Jaquar/ Eesco	Local Company
Price	2,200	Rs 2,740	Rs 1590	Around Rs 1000
Availability	Full time	Always	Always	Always
Quality	Top	Good	Top	Less guarantee
Colour	white	white	white	multiple

Hindware provide all sanitary products at a midrange price with best after sale service and a supreme quality.

Another company that is most famous in Cuttack is Parryware, as it is one of the most affordable sanitaryware products with a brand recognition. Quality is also good.

The best competitor of Hindware is Jaquar/Eesco and Parryware around Cuttack.

Cuttack people preferences

- Affordable price
- Long lasting
- After sale service

## **HINDWARE SALES PROMOTION THROUGH PLUMBER REGISTRATION**

And Parryware and Eesco/Jaquar are the companies that provide most economic version of sanitaryware products.

Hindware is known for its quality and innovation with a midrange prices. But Plumbers or customers use to buy economic products for better profit and long term application.

Also, Eesco and Parryware hold many sales promotions strategy in order to better grip in the market. Strategy like

- Board Hoardings
- Plumber/Retailer commission
- Advertisement
- Site visits etc

There were several Hoardings of **Parryware** all around the Cuttack area that lead customer attention towards the Company. Some retailers keep **Eesco** products in display at front which helps in grabbing attention.

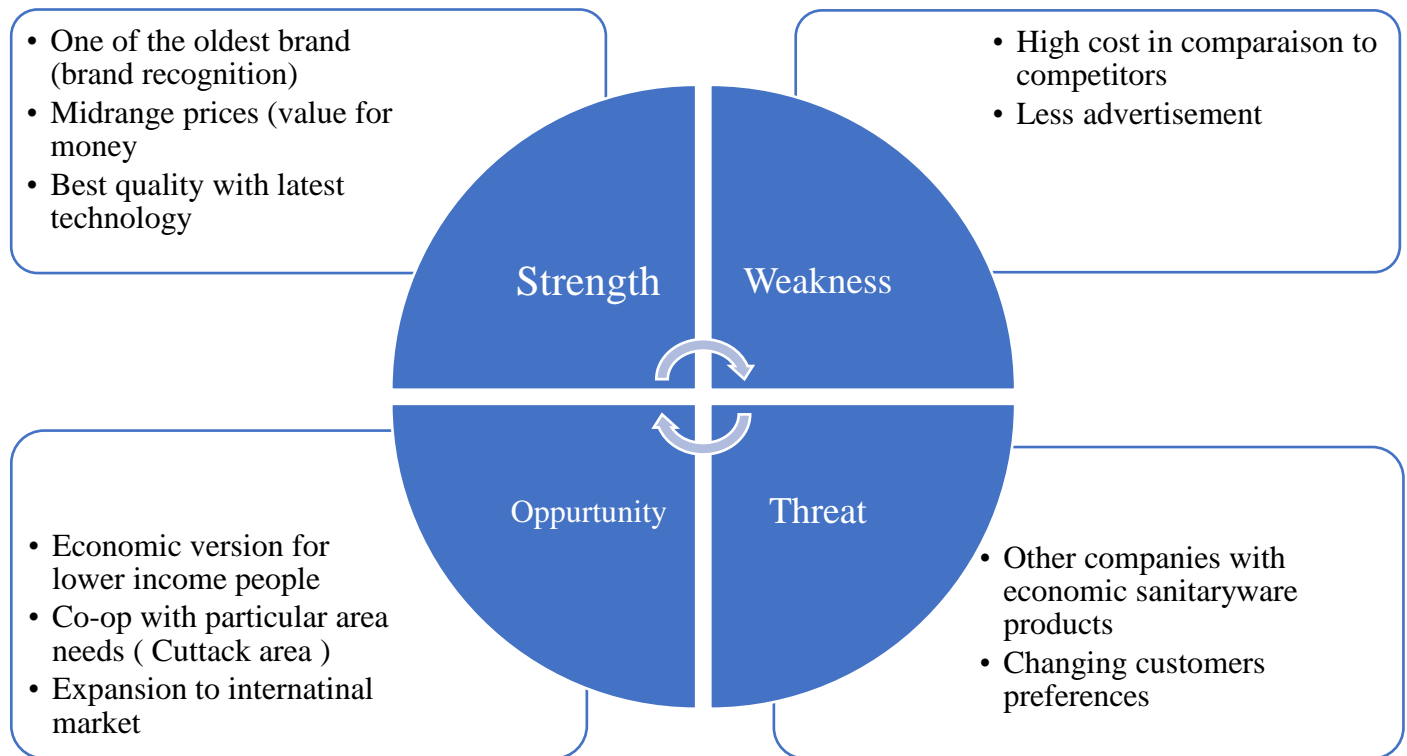
Now to see **Hindware** competency in the market through a **SWOT analysis**

SWOT analysis is the analysis of the Company in the Industry by analysing its Strength, Weakness, Opportunity, and Threats

To perform a SWOT analysis, I gathered information from various sources, conduct surveys, and engage in discussions to identify these factors. Then we can use SWOT matrix to develop strategies based on these insights. For example, leveraging strengths to seize opportunities or addressing weaknesses to mitigate threats.

# HINDWARE SALES PROMOTION THROUGH PLUMBER REGISTRATION

## SWOT Analysis



**Hindware** is one of the prominent brands for its sanitaryware products for a long time. And evolved a lot with changing trend. It also demerged to expand into other industries such as Kitchen and appliances, Tiles, Pipes, and Furniture.

It has worked towards every type of opportunity which minimize the threats. Main reason of weakness is price, it was once one of the economic sanitaryware brand, but now Local companies are booming in village or low areas. Even Jaquar introduced Eesco for more economic based products.

# **Customer Analysis**

# **HINDWARE SALES PROMOTION THROUGH PLUMBER REGISTRATION**

## **Customer Analysis**

In a general survey of sanitaryware product usage most of the people (including me) not even aware of what brand of sanitary products are we using. Point is many households use sanitaryware products based on the

- advertisement they have heard of or seen
- What **retailer** suggested (pipe shops)
- What their **Plumber** suggested
- What their **contractor** suggested

We usually (normal households) find a product that will meet our needs such as

- Estimated price.
- Quality
- What others are using?
- Best after sale service
- Design (some prefer modern products)
- Hygienic
- Comfortable etc.

So, we state our needs to retailer, plumber or contractor and they choose the product for us that will be beneficial for both parties.

Now, for contractors They know about the market well and they already contracted with a company for the products. Contractors themselves review and select the brand for the product selection. They have their own selected retailers and **plumbers**.

## **HINDWARE SALES PROMOTION THROUGH PLUMBER REGISTRATION**

Then comes Retailers. We contact with retailers regarding our product and make a deal. It's a contract of dealership of the company with a fixed profit margin depending on market conditions. There is total 7 dealers around the Cuttack city area which deals with Hindware. Retailers then sale it and see the market demand and requirements and according to that maintain the deal and reorder stock when required. They judge the market demand through customers and **Plumbers**.

Finally, **Plumbers** play a major role towards the sale of any sanitaryware products. They know their work and select the product which will benefit them. They usually select the brand which will give them more commission and product is under budget.

So, Plumbers are my Customer in my SIP project.

### **Why plumbers are so much important?**

Because plumbers play a crucial role in the sanitaryware industry. Their role is essential in both residential and commercial settings, and they are skilled professionals responsible for various tasks related to the installation, maintenance, and repair of plumbing systems and sanitaryware.



Plumbers become a major influencing factor for a customer to buy any sanitaryware.

Plumbers are believed to be expert and perfect person to choose for sanitaryware products because they have installed and repaired many products and they are all aware of benefits and cons of every product.



## **HINDWARE SALES PROMOTION THROUGH PLUMBER REGISTRATION**

That's why Plumber Registration came into action.

The main role of this registration to encourage the plumbers to choose Hindware products over others through some monetary benefits.

**AIDA model** of our Registration is like this

**Attention-** For this, its not a new company so every plumber know about it. So they were just informed about that there is a way of getting commission for their work through the Company scheme

**Interest-** Every plumber take interest toward commission or extra monetary benefit for their work. Once they were knowledged about the commission, they develop interest for the further process.

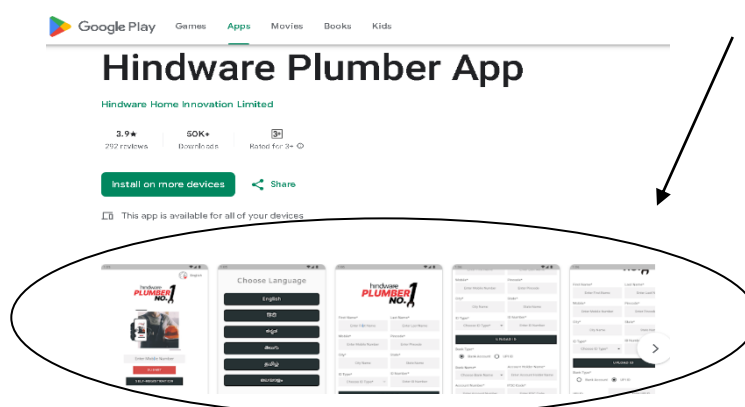
**Desire-** They are then totally explained about the scheme and amount of benefit expected to be given for their work

Eg- If a plumber chooses Hindware Faucet of they get a 3-4 % commission.

This makes them more ready for the registration process.

**Action-** Finally we help them to follow the process and provide them assistance after the registration also so that they can contact whenever they find any difficulties, this assistance surety also encourages them to select the scheme.

Even if a Plumber get to know about the registration process want to register the whole process is given as screenshot in the play store.



# **Training Experience**

**Analysis and Findings**

**Limitations**

# **HINDWARE SALES PROMOTION THROUGH PLUMBER REGISTRATION**

## **Training Experience**

The internship revolves around field work, visiting every retailer with site visits and plumber visits. The learned different types of techniques and tips to how to tackle and understand retailers and plumbers and learn how to predetermine different scenes and conditions and act or approach accordingly.

The first tip towards the sale was to understand the atmosphere through conversation.

Conversations hold a very important aspect towards the sale, the better conversation will be the better the dealer or customer will understand you.

During the site visit

Observation holds a special place here. The observation to details of building works, prejudgment whether the new houses have already installed sanitaryware products or not.

During visiting with retailers

Calm and composed nature of salespersons create a positive image in the eyes of the retailers, let the retailers to take notice of you and dealings. Also, frequent visiting leads to gain trust of dealers which helps in smooth transactions.

Visiting Plumbers

Plumbers are hardworking personnels and mostly don't understand technical terms, so we must make them understand of every criterion and benefit of the scheme and friendly behavior led to easy understanding.

## **HINDWARE SALES PROMOTION THROUGH PLUMBER REGISTRATION**

So, the type of experience I gained during this internship programme,

- Conversations- How to engage in a conversation and when to end.
- Observation- How to prejudge a site or situation and react accordingly in the most suitable way.
- Nature- The more you will be calm and composed you will handle the situation better results can be reflected.
- Behavior- Behavioral aspect holds a core impact towards any type of sales and marketing and dealing with customers.
- Trust- Building trust is another a very important component towards sales that's why we have revisit in regular intervals to make the dealers and customers believe us. This also helps in promoting in word of mouth.

### **Survey Collection**

I started collecting every type of data available in internet to know about the company past and present projects and innovations. I go through two past reports and the financial report of 2021-22 available on their websites.

Also

I personally visited stores and plumbers for getting their views or takes on this plumber registration schemes. Different limitations also faced during this overall helping plumber and collecting data.

To form the analysis

# **HINDWARE SALES PROMOTION THROUGH PLUMBER REGISTRATION**

## **Analysis and Findings**

When I surveyed the area and analyzed the location of Cuttack area, I found the following findings.

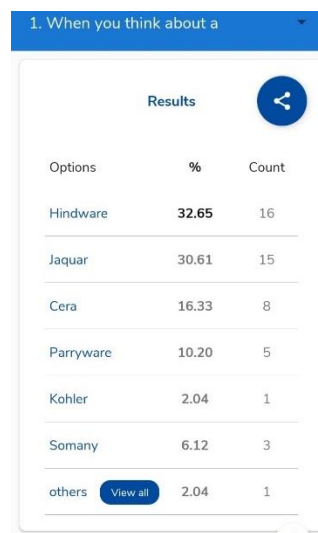
- Hindware is well-known in the area.
- Hindware products are higher in price in comparison to others.
- Advertisement less
- Sales are low during this time.
- Most of the stores accumulated in one area.

The internship period I was working was a down period for retailers, so I don't get much of the sales data on that month. Most of the retailers were facing low profit due to the down period.

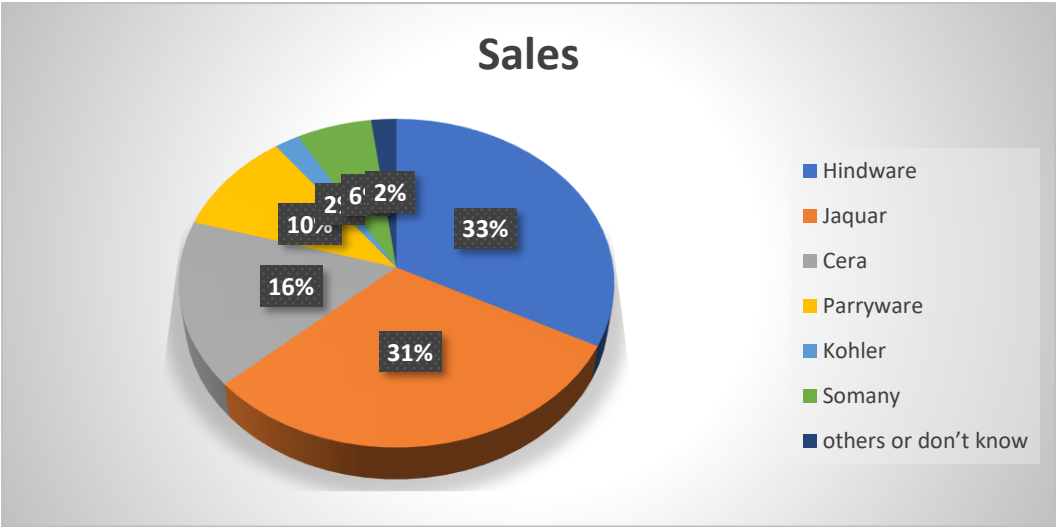
Then I surveyed to know public views on Hindware or any other sanitaryware product that they are using in Odisha through Online survey within my contacts circle and social media.

Survey results are as follows,

- When you think about Sanitaryware products (toilets and bathroom fittings) which brand comes to your mind

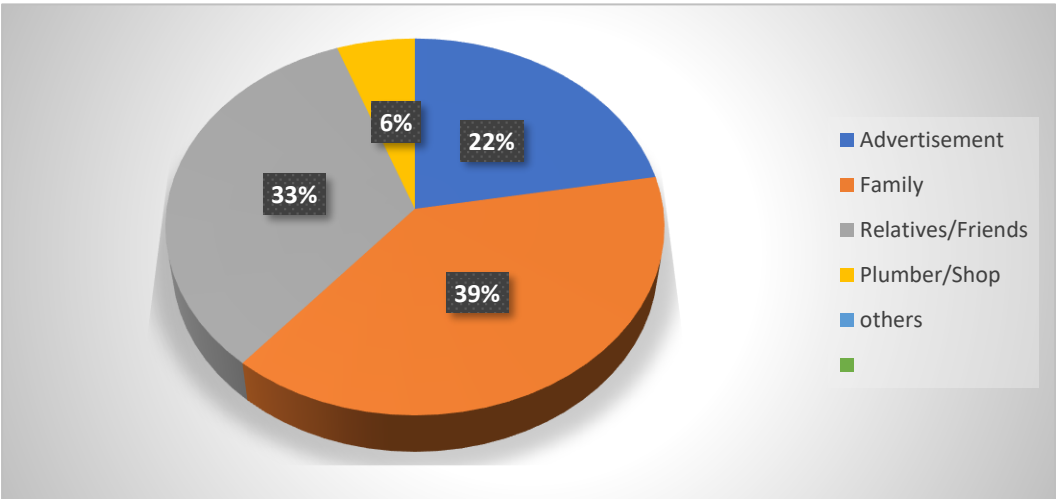


**HINDWARE SALES PROMOTION THROUGH PLUMBER REGISTRATION**

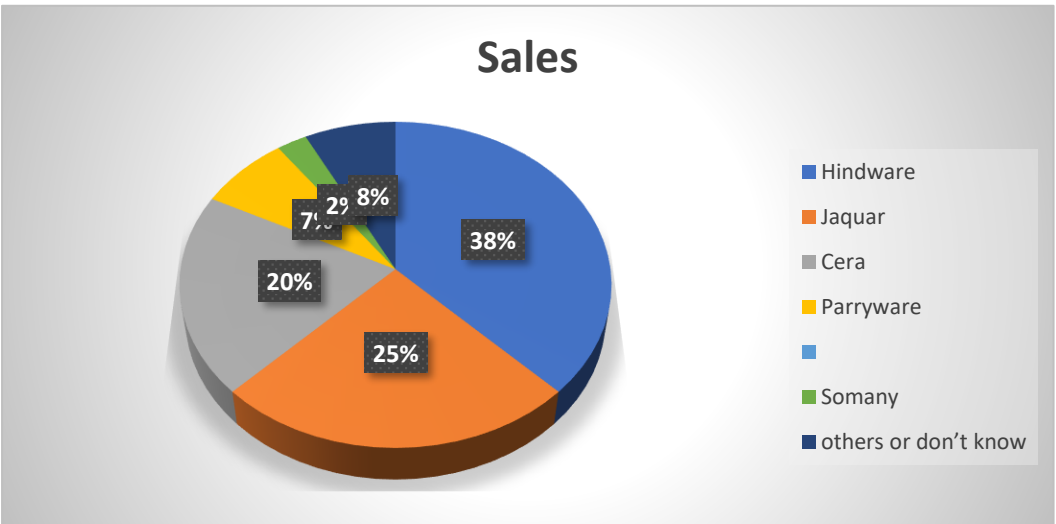


**Similarly**

➤ Where they heard about Hindware

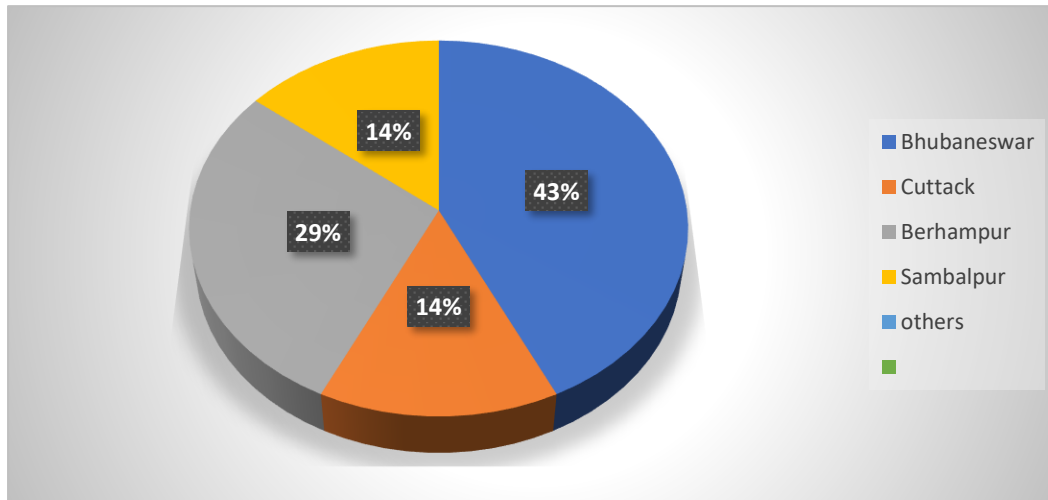


➤ Which brand they use

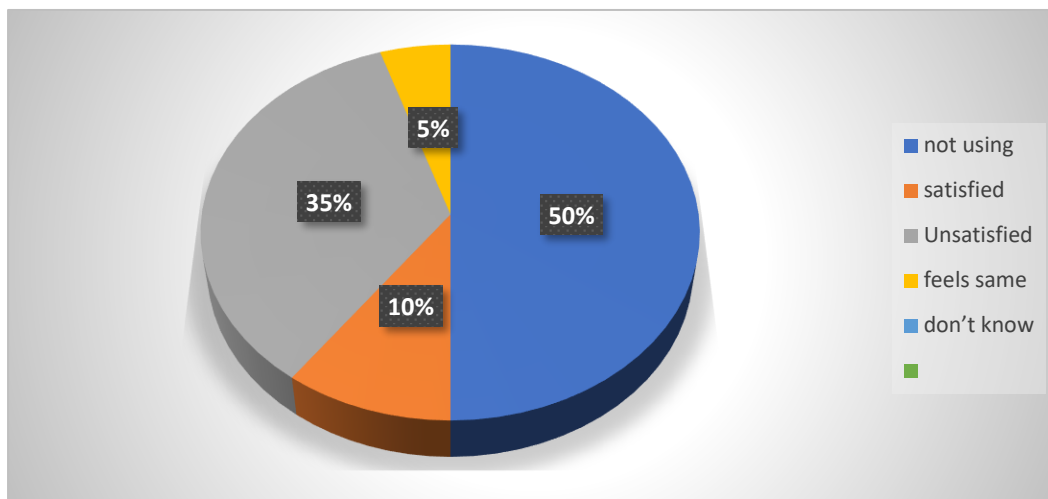


## HINDWARE SALES PROMOTION THROUGH PLUMBER REGISTRATION

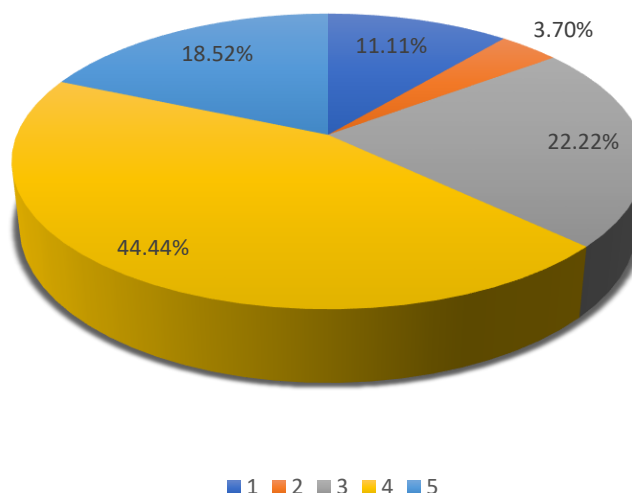
- If they are using Hindware their location (To know most sales area)



- If they are using Hindware, what is their experience.



- Overall rating as per their experience with its after-sale service



## **HINDWARE SALES PROMOTION THROUGH PLUMBER REGISTRATION**

When I Surveyed with plumbers and retailers, they put forwards their requirements such as

### **Retailers**

- Availability of required Stock
- Profit Margin
- Loyalty bonus (Some Retailers are old dealers still the get same beneficial benefit as a new dealer getting for the target)
- After sale service

### **Plumbers**

- Commission
- Retailer connection
- Brand loyalty

**Retailers** and **Plumbers** related to each other. Plumber can order a company product if it is available with dealer and on other side dealer has to keep those company products that are mostly suggested by plumbers.

We value Plumbers as much important as we value our dealers and customers. Plumbers are believed to be one of the most required influencers that will lead the sales of a sanitaryware product and help in sales maximization.

But Plumber registration was not easy as it's a technical thing.



# **HINDWARE SALES PROMOTION THROUGH PLUMBER REGISTRATION**

## **Limitations or Challenges Faced**

The internship revolves around field work, visiting every retailer with site visits and plumber visits. Cuttack might be a small city in glance but looking at its congested roads and traffic it's a busy place. Some of the challenges I faced was.

- Cuttack, being one of the most famous cities of Odisha due to its history it always a busy area with heavy traffic.
- Heavy Rain during this whole month.
- Plumbers live at far areas so to meeting every plumber and explaining them one by one for registration is difficult as well as exhausting.
- Most of the Plumbers don't have smartphone so explaining them and register them in scheme so that they can use their friends or co-worker phone for availing this scheme.



It took me many days to collect Plumber numbers from every retailer. Many of them denied and some of them provided but lately. Still some retailer taken my number and promised me to provide me as soon as possible that I will further Forward to my Senior.

These numbers are collected to acknowledge them about the registration scheme and an event may be scheduled in future to gather them and tell about the scheme which will encourage them to accept the scheme.

# **Suggestions and Conclusions**

# **HINDWARE SALES PROMOTION THROUGH PLUMBER REGISTRATION**

## **Suggestion and Conclusion**

During this Internship I even consider suggestions given by Seniors, Retailers and Plumbers the problems they are facing against sales and their expectations from the company.

Some of the suggestions given by **Retailers**.

- More company events.
- Availability of required stock
- Brand Loyalty (extra benefit for being old dealer)

Some of the suggestions given by Plumbers

- Almost same as Retailers but more towards commission

Now some suggestions that I feel should have been implemented for the better sales that aligns with the suggestion given by retailers.

- Arranging a company event to introduce about the registration scheme properly which will increase the anticipation of plumbers more.
- Some brand loyal benefits so that old dealers feel more importance and new dealers try to become more loyal.
- Introducing economic version of sanitaryware products for specified areas like Jaquar did by introducing Eesco if possible.
- Instead of plumber doing scanning, use dealer registration in which they will provide commission to the plumbers for Hindware product, when a plumber take the product.

This will solve the issue of plumbers not having smart phones

## **HINDWARE SALES PROMOTION THROUGH PLUMBER REGISTRATION**

Here I **conclude** that from this internship.

- Hindware Sales are highly affected by high prices in the Cuttack area.
- Hindware has a vast range of products available.
- We need to explain to Plumbers about the registration scheme properly one on one.
- The market needs to be spread more around the area.
- Need for Advertisements.
- After sale service of Hindware is best
- Hindware does not  
compromise with quality.
- Stocks are almost always on  
time available.
- Customer and Retailer  
satisfaction is a priority.



Hindware has been the most trusted brand for ages, so it does not requires any marketing but for our modern generation customers more social media marketing is required to keep the customers more engaged.

Company has to find a middle solution for plumbers that do not have smart phones can use the plumber registration scheme like sending particular code through SMS to get the scheme benefits.

# **HINDWARE SALES PROMOTION THROUGH PLUMBER REGISTRATION**

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