



## A STUDY ON RETAIL MAPING OF BERGER PAINTS IN BHUBANESWAR, ODISHA



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I-MBA Batch- 2018-23

**Under the guidance of**

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## **Certificate of Internal Guide**

This is hereby Certified that the project work with the title “**RETAIL POTENTIAL MAPING OF BERGER PAINTS IN BHUBANESWAR**” undertaken by ANUBHABA NAYAK, was conducted under my guidance and supervision. He has designed the research, collected the data, analyzed the result, interpreted the findings and observation and prepared the report.

Dr. Dhananjay Beura

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## **DECLARATION**

I hereby declare that the project report with the title” **RETAIL POTENTIAL  
MAPING OF BERGER PAINTS IN BHUBANESWAR**”, being submitted to BIITM in partial fulfillment of the requirement for award of the degree of post graduate in management, is an original piece of research work carried out by me. It has not been published/ awarded elsewhere, nor has it been submitted in full or part for any other degree or diploma.

Date:

Anubhaba Nayak

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## **ACKNOWLEDGEMENT**

It is quite true without any objection that this work could not have been completed without moral, tolerance and material assistance from a substantial number of people, either directly or indirectly participated in making sure that the work is successfully completed. For that fact it is impossible to thank all those whose assistance enabled me to produce this work, although the below mentioned some can represent the rest.

Firstly, I would like to express my immense gratitude towards the organization Berger Paints which had given me a great opportunity to apply all my theoretical knowledge practically.

I wish to express my sincere appreciation to my corporate guide to **Mr. Sudhansu Dash** (sales officer Berger Paints India Ltd) for his outstanding guidance, encouragement and commitment. My appreciation also for lightened me regarding all information, various data, suggestion, tactics about sales and marketing.

I am also thankful to my faculty guide **Prof. Dhananjay Beura**, BIITM who guided me regarding the topic to analyze more and interpret the data. He also gave me support to prepare this project.

Anubhaba Nayak

## **EXECUTIVE SUMMARY**

The purpose of this study is to collect the necessary information from various customers, these data which has been collected through the interview has helped in deriving many conclusions regarding the awareness of company products and their competitor's image in the market. Information was to be collected from various households of different categories consisting of under construction, fresh painting as well as re-painting with the help of questionnaire.

The Study was conducted with the help of questionnaire which was provided by the company guide having various questions which would help them to know that who are those customers that are interested Berger for fresh painting as well as re-painting. The information to be collected would further help them to analyze about those customers who require the paints within a specific period of time as mentioned in the questionnaire.

The sample size of 100 was collected from various areas of Bhubaneswar city, Odisha. The study brings out the outcome of demand for Berger paints or people of various areas of Bhubaneswar are well prominent with the Berger paints because of easy availability of paints, affordability of paints, more spread of areas of paints etc. with the help of questionnaire.

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# CHAPTER- 1

- INTRODUCTION
- SCOPE
- OBJECTIVES OF THE STUDY
- METHODOLOGY
- LIMITATION

## **INTRODUCTION**

Today it is fashionable to talk about the new economy. We hear that the business are operating in globalize economy; things are moving at a nanosecond pace our market are characterized by hyper competition and disruptive technologies are challenging every business and so business must adopt to empower customer.

To become successful in such a competitive environment the business organizations have to be customer oriented. Customers need and want must be taken care of. "Built customer and not only products". Customer must be delighted. This information about the market could be collected by the way of proper market survey. From the market survey we get the feed about the goods or services of the organizations. For this purpose the said project work is undertaken.

The project was carried out for knowing prevailing market conditions of Berger Paints in Bhubaneswar region.

The project was carried out in the market of different areas Bhubaneswar of State Odisha. There are many market players in Paint industry including Berger Paints. They are Asian Paints, Kansai Nerolac Paints, Dulux Paints, Shalimar Paints, and Bombay Paints etc.

The information about the market was gathered by visiting the customers of various Paints who visited to our assigned retailer.

While doing the project attempt was made to get the maximum information about the various Paint users. To get the actual factor which influence them to buy them Paint we did not disclose that the survey was about Berger Paints.

Most of the time was spent in travelling for one customer who was reluctant to give the information, as they do not want to discuss their paint plans. There were some customers who do not provide the relevant information.

After collecting the detailed information about the customers is done. In the analysis the observations recorded during the project were carefully analysed and the results are prepared. The findings and result of the project work are given at the later stage in the report.

Marketing is communication process that has the purpose of individuals or groups-that directly or indirectly able to purchase - aware of products and services that may satisfy their existing or newly- identified need and wants.



Therefore company instead of using complaints level as measure of factors influencing consumer to buy the product. The questionnaire has been made to a random sample of their recent consumers.

To find out which type of paint brand they use and according to that company performance is being judged,

The customers are being asked the questions that what type of paint they use in the particular home and at every construction who tells them to buy the particular brand product for the usage.

There are customers who are very much loyal with the one brand because they have created a mindset to buy the product and it's the company's duty to enhance those expectations to their level so that they can be achieved maximum satisfaction.

### **EXECUTIVE SUMMARY**

#### **Training session:**

Through the training period of 6 days on Berger paints we got know the whole concept. We learned about the types of the Berger paint product, how to deal with the customer, how to measure the paintable area, paint coverage and unique selling point.

Category of product:

- Advance
- Premium
- Economy

#### **Cold calling:**

After the training session we go through cold calling which is an attempt to convince potential customer to purchase the sales person or services. In this period of 4 days we got to know the customer preferences and also suggesting about our products, its types and profit of having Berger paints.

#### **Practical work:**

For the period of 5 days we went through practical work by visiting many of private educational institution and premium hotels. We deal with the maintenance department head and purchase head of that institution, and awaring them about the Berger product and other profit.

Network expansion:

The steps taken for viable marketing

[Type here]

- More network
- More deal
- Add more painter

Expansion of Berger paints network in Bhubaneswar region by dealing with cement shop, hardware shop, plywood shop, sanitary shop.

By awarding them about- Berger paints have different point for each category of dealer. Whatever the dealer buy they get bonus point according to that and a discount in the next purchase after the mark points are being covered.

The work that we had to do was mainly to expand the business of Berger paints in Bhubaneswar region by acquiring new dealer. Through this whole process from training to network expansion we had a brief idea that how to get a deal and how to undertake a dealer and give best service to them.

### **Places I visited for Business Deal Acquisition:**

1. Mayfair Lagoon, Bhubaneswar



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## 2. Swosti Premium, Bhubaneswar



## 3. Lemon Tree Premier, Bhubaneswar



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## **NEED OF STUDY**

To study the consumer reference to buy Berger Paints what are the need of the customers regarding the Berger Paints and for what reasons they are not selecting the other brands for the painting and why not Berger Paints.

## **OBJECTIVES**

This project was undertaken for two main objectives:

The 1st objective was:

- To know the different factors influencing consumers in purchase of Paint. The 2nd objective was:
- To find out the extent of influence of different factors in purchasing Paint. To attain these two objectives various other sub objective are needed to be achieved. These are listed below:
- To analyze the market share of Berger Paints in Bhubaneswar market.
- To know the customer preference for the brands of Paints.
- To know the preference of retailer for sorting different brands of Paints.
- To analyze the transportation facilities for Berger Paints and other paint companies.
- To analyze the frequency of visits of marketing representative of various companies
- Thus it attempt to find ways to increase market share, to increase dealer satisfaction and thus increase the business prospects.

## **Scope of Study:-**

The main scope of the study is listed below:

- It gives us information about the proportion of dedicated Berger Paints dealer.
- It shows the market share of Berger Paints with respect to its competitors.
- It gives the information regarding the preference and choices of the different customers.

## **Objective of the study:-**

- The main objective of the study is listed below:
- To find the preference and choices of customers regarding the different paint brands.
- To survey the total purchase of different kinds of paints by the customers
- To study the perception on different products of the company,
- To study the perception of customers on decorative paints.

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### **LIMITATIONS OF THE STUDY**

- Since the survey was done only in the Bhubaneswar region, the result obtained may not be taken as universal suggestion.
- Quality of the information highly dependent on the knowledge of the respondents.
- The results may not be accurate because the survey is on Berger Paints retailers and hence there is a possibility of bias in their responses.
- The attitude, perception of the customers and the market situations in Bhubaneswar differs from the other market so same approach may not be beneficial

### **RESEARCH METHODOLOGY**

- The descriptive nature of the research necessitated collection of primary data from Customers of paint through market survey.
- Personal interview techniques were used with the measure emphasis on personal interview method. Interviews were conducted through structure questionnaire"

### **SAMPLE DESIGN:**

- In this research random sampling technique was used to select the customers.
- Total 100 customers are being interacted at their respective dealer at different locality who has paint dealership
- The study is conducted in different area of Bhubaneswar region.
- The project was carried out for a period of 60 days.
- After collecting the detailed information from the various sites, analysis of data was made. The research revealed many facts and figures about paint market.
- Population is set for research at assigned dealer point customers who order paint for different brands for painting of their house.

### **SAMPLE UNITS**

The sample units used by the researcher for this research are those who are buying Berger Paints and other brands of paints or having dealership of another brand paints.

### **SAMPLE SIZE**

The number of samples collected by the researcher is 100 0customers.

**Sampling procedure/ Sampling method:**

The sampling method used for this study is non-profitability convenience sampling, which is selected according to the easy and convenience of the researcher.

**SOURCE OF DATA****Primary data:**

The researcher collected the data by direct interaction of the dealer through questionnaire. The researcher used structured questionnaire.

**Secondary data:**

Here the researcher collected secondary data from the company profile, industry profile and official websites.

**RESEARCH INSTRUMENT:**

Research instrument used for data collecting is questionnaire and interview schedule.

**Questionnaire:**

The questionnaire is prepared in a well-structured and non-disguised form so that it is easily understandable and answerable by everyone. The type of questions include in the questionnaire are open- ended questions, multiple choice questions and dichotomous questions.

**Interview Schedule**

The interview method of collecting data involves presentation of oral-verbal stimuli and reply in terms of oral-verbal responses. Then the responses are filled up in the questionnaire, for further analysis.

# CHAPTER-2

COMPANY PROFILE

&

3C REPORT



## **Company history**

In 1770, Louis Steigen Berger shifted from Frankfurt to London to sell a Prussian blue color, which was made using his own formula. He then changed his name to Lewis Berger. By 1870, Berger Paints was selling 19 different pigments such as black lead, sulphur, sealing wax and mustard. After his demise, his sons took over the business. In the 1900s, Sherwin-Williams, an American company took control of the company. On 17 December 1923, Mr. Hadfield set up Hadfield's (India) Ltd., a small paint company in Calcutta. Towards the end of 1947, British Paints acquired Hadfield's (India) Ltd and thus British Paints (India) Ltd was incorporated in the State of West Bengal. In 1951, sales offices were opened in Delhi and Mumbai and a depot was started in Guwahati. In 1969, Berger Jenson Nicholson Limited, UK bought British Paints (India) Ltd. This marked the beginning of Lewis Berger's legacy in India. 14 In the year 1973, D. Madhukar took over as the Managing Director. Sales figures reached over Rs. 160 million by 1978.115 The 80s and the 90s saw the launch of many new products such as emulsions and distempers. In 1991, UB group sold the company to Kuldeep Singh Dhingra (Chairman) and Gurbachan Singh Dhingra (Vice Chairman).") Mr. Subir Bose took over as Managing Director on 1 July 1994.117 Mr Bose retired on 30 June 2012, handing over the company to Mr. Abhijit Roy, the current managing director.

Starting out as Hadfield's (India) limited, it had just one factory in Howrah, West Bengal. By the close of 1947, Hadfield's was acquired by British Paints (Holdings) Limited, UK and came to be known as British Paints (India) Limited. In 1983, the name of the Company was changed to Berger Paints India Limited.

Currently, the majority stake is with the Delhi based Dhingra brothers. Berger Paints has established itself through a long course of time.

Berger Paints India is headquartered at Kolkata, with 10 strategically located manufacturing units and about 110 stock points. The company also has an international presence in 4 countries (Nepal, Bangladesh, Poland and Russia).

With employee strength of above 2800 and a countrywide distribution network of 25,000+ dealers, Berger is acclaimed as a game changer in the sector with a vibrant portfolio of paints and tailor-made customer services in every paint segment.

Committed to being a responsible corporate citizen, Berger proactively pursues strategies both within and without that bring multiple societal and environmental benefits to all stakeholders.



### **OPERATIONS:-**

- Berger's presence in India consists of factories in 8 locations spread over all four major regions of the country.
- Besides this, Berger has its presence in over 120 locations all over the nation, and a dedicated sales team in all locations with an empowered support staff to cater to the customer's every need.
- Apart from operations in Russia and a production facility at the Berger manufacturing unit at Krasnodar, Berger Paints India also has operational unit in Nepal.
- They have also acquired Bollix SA of Poland, a provider of External Insulation Finishing Systems (EIFS) in Eastern Europe.
- Berger is the lone supplier to Nuclear Power Plants with its protective coatings.
- The automotive sector, be it cars or bikes, is primarily ruled by Berger's automotive coatings.
- Luxury cars, including Mercedes, make use of Berger's products. Companies like Nokia use Berger's services as well.
- Berger has also tied up with Becker of Sweden to manufacture coil coatings for steel surfaces.

### **MILESTONES:-**

#### **1920s:-**

- On December 1923, Mr. Hadfield, an Englishman set up Hadfield's (India) Ltd, a small paint company in Calcutta.
- Adamson bought his first Oil and Colour business in 1909. By 1917, Adamson was owned paint manufacturing companies in Rhodesia, Canada and the Caribbean. Elsewhere an Englishman, Mr. Hadfield, set up Hadfield's (India) Limited on 17 December, 1923, a small paint company in Calcutta.

#### **1940s:-**

- James Wilfred damson, founder of the British Paints Organization, embarked on his career as a travelling salesman.
- Towards the end of 1947, British Paints acquired Hadfield's (India) Limited and thus British Paints (India) Limited was incorporated in the State of West Bengal. What British Paints, (Holding) UK, acquired was a company which at that time produced 150 tonnes of ready mixed stiff paints, varnishes and distempers. Our 1947 sales were a princely RS.25 lakhs, with total employee strength of 100. The first Managing Director of British Paints was Mr. A. V. Niblett.

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**1950s:-**

- Sales offices were opened in Delhi and Mumbai and in 1951 a depot was started in Guwahati. Sales rose to Rs.6 million in 1952.
- The Company declared its first dividend and shifted the Head Office to 32, Chowringhee Road, Calcutta. By 1959, modernization of the Howrah Factory was completed and the first resin plant commissioned. With that, they entered the synthetics paints market.

**1960s:**

- Mr. R. A. Godwin took over as the Chairman & Managing Director in 1962 and initiated further modernization
- By 1965 British Paints (Holdings) Limited, UK, was acquired by Celanese Corporation, U.S.A. As a result, the controlling interest of the Company passed on to CELEURO N.V., Holland. In 1969, Celanese Corporation sold their interest in the Indian Company to Berger, Jenson Nicholson Limited, UK. It was the beginning of the legacy of Lewis Berger in India - which the Company would later take forward to enviable heights.

**1970s:-**

- Mr. D. Madhukar took over as the Managing Director in the year 1973.
- Under his expert stewardship the Company took the giant strides that made it the fastest growing company in the paint industry. Developments took place in every sphere...new sales offices added, newer products introduced, new markets opened up and new services offered. Sales reached over Rs. 160 million by 1978.

**1980s:-**

- Mr. Bit K. Kurien takes over as Chief Executive in 1980.
- From 31 December 1983, the name of the Company was changed to Berger Paints India Limited (BPIL) with unanimous approval of the shareholders. By this time, there was a division of Berger's operations into the Retail Business Line (RBL) and the Industrial Business Line (IBL) in order to better cater to needs of our customers.
- Simultaneously, the Company started using the trade name and mark BERGER. From 1983 till date, for more than two decades, the Company has solely used and developed the name and trademark of BERGER and all its other variants in India. BERGER became a household name in India.
- During this period, many new products were launched like "Luxol Silk" the first premium emulsion in India, Viton Refinish for cars, Bison Acrylic Distemper and Rangoli Acrylic Emulsion.

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### **1990s:-**

- It was introduced marking one of our first steps into painting related services.
- In 1991, the controlling stake in the Company was acquired by Mr. K S Dhingra, Mr. G S Dhingra and their associates. At that time the total sales of the Company was Rs 1.15 billion.
- 1994 witnessed top management change. Mr. Biji K. Kurien, who was the Managing Director of the Company for the last 14 years, stepped down and Mr. Subir Bose, a 10 year veteran in the Company, took over as the new Managing Director. The sales of the Company touched 2.76 billion by 1995-96.
- The latter half of the nineties saw BERGER attain the ISO – 9000 certification (1996) and establishment of BERGER's Quality Management System.
- COLOUR BANK tinting system was also launched through which the consumer can select from a range of over 5000 colours and which are then made available in minutes.
- As part of its expansion program, a new paint-manufacturing unit at Pondicherry was commissioned in early 1997.
- A Joint Venture - Berger Becker Coatings Limited was started in Goa with Becker Industriafarg A. B., Sweden.
- "In 1999, Rajkot Paints Ltd. was merged with the Company. The merger resulted in addition of two new factories at Goa and Sikandrabad, U.P., a joint venture company by the name of Berger Becker Coatings Private Limited, a network of new depots and several new brands.

### **2000s:-**

- In the new millennium Jenson & Nicholson, Nepal was acquired as a 100% subsidiary and renamed Berger Jenson & Nicholson, Nepal.
- The Motors & Industrial paints business of IC India with its factory at Rishra; West Bengal was acquired as a 100% subsidiary Berger Auto & Industrial Coatings Limited and then merged with the Company in 2005.
- Another new paints factory at Jammu was commissioned in 2003-04 and in 2005 the Company ventured into Russia through a foreign subsidiary.
- New technical tie-ups were forged. Currently the Company has Technical License Agreements with (1) DuPont Performance Coatings in the area of automotive coatings, (2) Nippon Paint Co Ltd for new generation of automotive coatings, (3) Orica Australia Pty. Ltd. in the area of protective coatings, (4) TIGERWERK Lack-u. Farbenfabrik GmbH & Co. KG, Austria for specialized powder coatings and (5) Nippon Bee Chemical Co. Ltd for coating on plastic auto parts and mobile phones.
- Lewis Berger Home Painting was launched, offering painting solution to customers - making it a hassle free exercise. Illusions multi chrome finishes was also introduced as "designer

finishes for walls" allowing consumers to transform their walls into fashion statements. This is once again a first for the Indian paint industry.

- The name Berger was prefixed with the first name of Mr. Lewis Berger and a premium range of products was launched under his full name. The new trademark includes LEWIS BERGER and incorporates a unique design and color scheme, reaffirming the Company's commitment towards aesthetics, product quality, packaging and better service to dealers and customers.
- Ever since the launch of Lewis Berger range of products, the company is on a growth trajectory and is in the process of expansion of its manufacturing facilities & channel network across India. The Company's consolidated sales turnover in the year ended 31st March, 2011 was Rs 2328.12 crores.
- To avail the services all that a customer needs to do is call on Berger's / Helpline 1901 - 3333 - 55 and enjoy customized service in the comfort of his home.

## PRODUCTS

### INTERIOR WALL PAINTS



#### **Silk glamour**

Category: interior wall coating

Type: interior emulsion

Class: luxury

Finish: sheen

Silk glamour is a luxury interior emulsion designed to give your walls a durable, glamorous and rich appearance.

Silk glamour luxury emulsion is formulated using the crystal reflective technology to give an ultra-smooth finish to the walls and retain its freshness for a long time. The product is free of added APEO, formaldehyde and is low in VOC. Silk glamour is available in metallic and non-metallic shades.

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### **Silk luxury emulsion**

Category: interior wall coatings

Type: interior emulsion

Class: luxury

Finish: sheen

Silk luxury emulsion

Experience rich smooth and luxurious walls with Berger silk luxury emulsion

Berger silk epitomises luxury for your walls due to its sensual finish, supreme lustre and exotic colors. Formulated with 100% acrylic binders to enhance scratch resistance, anti- fading pigments for those rich hues and bio-resistant additives for enhanced durability, Berger silk is the treat of a lifetime for your walls.

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### **Easy Clean**

Category: Interior Wall Coatings

Type: Interior Emulsion

Class: Luxury

Finish: Sheen

Easy Clean

No Daag No Dhabba. Only beautiful walls.

Easy Clean gives a rich luxurious finish backed up by Cross-Linking Polymers which ensure that even stubborn stains can be cleaned easily from the wall, keeping your home looking spot-less & beautiful day after day.

[Type here]

## EXTERIOR WALL PAINTS



### **Weather Coat Long Life**

Category: Exterior Wall Coatings

Type: Exterior Emulsions

Class: Luxury

Finish: Sheen

Weather Coat Long Life

India's most innovative exterior paint designed on PU & Silicon Technology comes with a 10 year performance warranty.

Weather coat Long Life is a luxury category exterior emulsion, a first in the paint industry to use PU & Silicon Technology. The product is designed for heavy rainfall areas and provides excellent protection against extreme rain, fungus and algae growth on exterior walls. PU provides excellent film strength and unmatched sheen to the paint film. Moreover, it comes with a 10 year performance warranty.

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### **Weather Coat All Guard**

Category: Exterior Wall Coatings

Type: Exterior Emulsions

Class: Luxury

Finish: Sheen

Weather Coat All Guard

Superior exterior wall paint with excellent Water Repellence and Dust Repellence properties. Weather Coat All Guard carries forward the legacy of Weather Coat All Guard.

The products unique chemical composition provides your walls all round protection from all external challenges from the environment. Its Unique Silicon Technology imparts visible water repellence to the paint film and its Polymer composition doesn't allow dust to settle on the exterior walls. The walls retain a newly painted look for years. The product also comes with a 7 Year warranty.

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### **Weather Coat Anti Dust**

Category: Exterior Wall Coatings

Type: Exterior Emulsions

Class: Luxury

Finish: Sheen

Weather Coat Anti Dust's unique and innovative Dust Guard technology doesn't allow dust to settle on your exterior walls.

Weather Coat Anti Dust, one of the most innovative offerings from the house of Berger Paints is an ideal product for today's India. The country, which is continuously evolving and developing, creates a number of avenues to create dust in the environment. Construction of a flyover or a residential apartment nearby, dust on the road or the cable being laid in your own society is common and day to day sights for us. All these instances create environmental dust which settles on your exterior walls and are harmful for the life of the Paint. Not only it is bad aesthetics, Dust Along with water is an ideal breeding ground for fungus and algae to grow on your walls giving it black patches. Its unique Dust Guard technology doesn't allow dust to settle on your exterior walls and keeps your house looking new and shining for years.

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### **Weather Coat Smooth**

Category: Exterior Wall Coatings

Type: Exterior Emulsions

Class: Premium

Finish: Sheen

Weather Coat Smooth

Weather Coat Smooth is a 100% acrylic Exterior emulsion which can resist extreme weather conditions.

Weather Coat Exterior Emulsion, a 100% acrylic product has been a trusted name build over years of unmatched product performance in the premium range of Paints. The Paint, due to its unique additives and pigments can withstand extreme weather conditions.

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### **Luxol Satin Enamel**

Category: Metal Finishes

Type: Metal Finishes

Class: Premium

Luxol Satin Enamel

Smooth soft satin finish for interiors & exteriors

Berger Luxol Satin Enamel is a solvent based paint that is washable and long lasting. It can be used in areas like kitchens, balconies, etc. It offers an excellent sheen with a silken smooth, glowing finish and excellent washable properties. Made out of exclusive micro fine pigments and extenders, its silky smooth finish gives the surface a glowing look.

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## COMPETITORS



### Asianpaints

- Asian Paints Limited is an Indian multinational paint company headquartered in Mumbai, Maharashtra.
- The company was started in a garage in Mumbai by four friends Champaklal Choksey, Chimanlal Choksi, Suryakant Dani and Arvind Vakil in February 1945.
- Asian Paints is India's largest and Asia's fourth largest paints corporation
- As of 2015, it has the largest market share with 54.1% in the Indian paint industry.
- The Company is engaged in the business of manufacturing, selling and distribution of paints, coatings, products related to home decor, bath fittings and providing of related services.



### KANSAI NEROLAC PAINTS LIMITED

- Kansai Nerolac Paints Limited (formerly known as Goodlass Nerolac Paints Ltd) is the largest industrial paint and third largest decorative paint company of India based in Mumbai,
- It is a subsidiary of Kansai Paint of Japan.
- As of 2015, it has the third largest market share with 15.4% in the Indian paint industry.

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- It is engaged in the industrial, automotive and powder coating business.
- It develops and supplies paint systems used on the finishing lines of electrical components, cycle, and material handling equipment, bus bodies, containers and furniture industries.
- Kansai Nerolac Paints has 5 paint manufacturing plants and about 6-7 contract manufacturers. The Nerolac owned plants are at 1. Jainpur (Uttar Pradesh) 2. Bawal (Haryana) 3. Lote, Chiplun (Maharashtra) 4. Hosur (Tamil Nadu)
- Kansai Nerolac Paints Ltd. has entered into many technical collaborations with other industry leaders such as E.I. Du-products.



## Dulux

- Dulux is an internationally available brand of architectural paint.
- The brand name Dulux has been used by both ICI and DuPont since 1931 and was one of the first alkyd-based paints.
- It is produced by Akzo Nobel (formerly Imperial Chemical Industries) although the United States markets are now served by PPG.
- In Australia and New Zealand, the brand is produced by DuluxGroup, which was separated from ICI as an independent company in 1998.
- Dulux Trade Contract Partnership is a scheme for independently assessed, quality assured contractors. Dulux Trade Contract Partners undergo regular site visits by independent scheme assessors to monitor standards and to identify opportunities for improvement.

**COMPARISON OF INTERIOR PAINTS PRODUCTS:**

BERGER PAINTS	ASIAN PAINTS	NEROLAC PAINTS	DULUX PAINTS
Silk	Royal syrne	Impression 24 carat	Velvet touch
Easy clean	Royale luxury	Pearl emulsion	Pearl glow
Rangoli	Premium emulsion	Lotus touch	Gloss ready mix
Bison emulsion	Tractor emulsion	Beauty silver	Super clean

**COMPARISON OF EXTERIOR PAINTS PRODUCTS:**

BERGER PAINTS	ASIAN PAINTS	NEROLAC PAINTS	DULUX PAINTS
Weather coat allguard	Apex duracast	Excel rain guard	Diamond exterior
Weather coat anti dust	Apex ultima	Excel mica marble	Weather guard maximum
Weather coat smooth	Apex crosstex	Excel everlast	Weather guard
Walmasta	Apex pebbletex	suraksha	dulux

**COMPETITORS ANALYSIS:-****COMPETITORS:-**

Any person or entity which is a rival against another. In business, a company in the same industry or a similar industry which offers a similar product or service. The presence of one or more competitors can reduce the prices of goods and services as the companies attempt to gain a larger market share. Competition also requires companies to become more efficient in order to reduce costs.

**WHY COMPETITORS ANALYSIS IS IMPORTANT?**

- To study the market.
- To predict and forecast organization's demand and supply,
- To formulate strategy.
- To increase the market share.
- To study the market trend and pattern.
- To develop strategy for organizational growth.
- When the organization is planning for the diversification and expansion plan.
- To study forthcoming trends in the industry.
- Understanding the current strategy strengths and weaknesses of a competitor can suggest opportunities and threats that will merit a response.



### **SWOT Analysis of Berger Paints:**

#### **Strengths in the SWOT Analysis of Berger Paints:**

- **Basket of Products:** Berger Paints offers a wide variety of products which includes home to industrial paints. They also offer decorative paints option which is the latest offering and in demand in the market. It acquired the decorative paints unit from the Indian arm of US-based Sherwin Williams Paints.
- **Brand Recognition:** Being the second largest Paint manufacturer gives them a healthy brand equity. Almost everybody recognises the brand and is familiar with its products and offerings. Their rigorous campaigns have made them a household name.
- **International Market:** They have international operations in few countries that include Nepal, Bangladesh, Russia, Poland, Cyprus and collaboration with Becker of Sweden and Nippon paints of Japan.
- **Competent Leadership:** The chairman is Kuldip Singh Dhingra and vice chairman is Gurbachan Singh Dhingra who own a combined stake of 75% stake in the company and have taken it to new heights making it second largest paint maker trailing behind Asian Paints. The future leadership of the company is also set. The reigns will be passed on to Simran and Kanwardeep children of Kuldip and Gurbachan.
- **Loyalty:** Customers are loyal to Berger Paints when it comes for re- painting their homes.
- **Efficient Supply Chain:** They have an efficient supply chain network throughout the country. This includes seven manufacturing facilities, 85 depots, many regional outlets. They house around 2500 employees and a massive network of 15000 dealers.
- **Diverse Customer Base:** Berger caters to a diverse customer base ranging from households, industries from manufacturing to automobiles and nuclear power plants.
- **Barriers to market entry:** They have grown so big that they have created a barrier for new competition to enter the market. Together with Asian Paints, they control most of the market.
- **Diversification:** They have expanded into the Construction Chemicals segment and thus have expanded their scope for revenues and profits.

CSR: They have initiated green Horizon initiative that caters towards eco- friendly paints by reducing wastage and conserving natural resources

### **Weaknesses in the SWOT Analysis of Berger Paints:**

1. High dependence on one segment: Berger Paints depends on one segment heavily for its maximum revenue and that is the decorative segment. This is not a long term strategy and high growth rate cannot be sustained for long.
2. Bad brand image: Berger faced a lot of negative publicity due to lead found in its paints. This kind of publicity taints the brand image of the company.
3. Limited Pricing Power: Due to a duopoly in the market they do not have the pricing power in their hands. They need to keep their prices in check with the market going paint prices.
4. Weaker distribution - Berger paints is known to have a weaker distribution network as compared to Nerolac or Asian paints which is a major problem for the company. It needs to ramp up its distribution network far and wide and if needed, increase its manufacturing potential to match demand.
5. No premium alternative - Asian paints has conveniently targeted a unique segment which gives high margin through their Asian paints Royale initiative. Berger paints needs such initiative to get in touch with their customers and have better sales and brand equity.

### **Opportunities in the SWOT Analysis of Berger Paints:**

1. Marketing - Berger paints needs to up its game where Marketing communications is concerned. Where Nerolac and Asian paints are advertising left and right, Berger paints is left far behind and the frequency of advertisement is lesser. With marketing, it will bolster its brand values and create a demand from consumer end.
2. Market potential is untapped: Usage of paints in Indian households is very low. There is a high scope of growth in this segment. Also due to urbanization there is a growth in demand for paint.
3. New Launches: They can innovate and invest in their R&D to come up with superior technology for the paint industry. They can also launch more eco- friendly paints and make it health friendly.
4. emerging markets - Berger paints is currently present in 4 countries only but because of its manufacturing base, it can expand to other emerging markets too.
5. Diversification: Huge scope for business and product diversification is available for Berger Paints.
6. Government Policies: Government is focusing on urbanization, industrialization, increase in house and developing more tier 2 and tier 3 cities. This means there will be a huge demand for paints in the recent future.

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### **Threats in the SWOT Analysis of Berger Paints:**

1. Raw material Prices: There are high fluctuations in the prices of the raw materials of paint.
2. Changing government laws: Changing government laws may lead to new companies in this sector. That means an increase in competition.
3. Competition eroding the margins - There is stiff competition amongst the top three - Asian paints, Nerolac and Berger paints. Amongst these, Berger paints seems to be left behind resulting in penetrative pricing and lesser margins. This is a threat to Berger paints

### **MARKETING MIX OF BERGER PAINTS**

Marketing Mix of Berger Paints analyses the brand/company which covers 4Ps (Product, Price, Place, Promotion) and explains the Berger Paints marketing strategy. The article elaborates the pricing, advertising & distribution strategies used by the company.

Let us start the Berger Paints Marketing Mix:

#### **Product:**

Berger Paints is one of the top paints companies in India. The product portfolio of Berger Paints is majorly segregated into decorative paints and industrial paints. These offers form the product strategy in the marketing mix of Berger Paints.

In the decorative paints category, Berger Paints provides interior wall coatings, exterior wall coatings, metal & wood paints, undercoats and construction chemicals. The solutions have been segmented into professional and home users to capture both segments and provide its consumer better awareness and convenience. In the Industrial paints category, Berger Paints provides GI & Automotive coating, powder coatings and protective coatings.

In the decorative segment some of the well appreciate brands are Berger Silk, Easy Clean, Berger Luxol Higgloss, Bison, Weather coat All Guard, Weather coat Floor Protector for floor protection. The water based luxury paint Imperia and wood paintings are also performing well.

Apart from this Berger Paints has also introduced Express Painting solutions for homes and businesses at no extra cost for better consumer experience. In the endeavor of providing more easier and innovative solution it is trying to come up with paintable wallpapers.

#### **Price:**

Berger Paints has got a varied pricing strategy due to a huge portfolio. The pricing strategy for Berger Paints is to keep competitive prices in the presence of stiff competitors. It is quite low in

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comparison to that of Dulux and Asian Paints. The Primer is rated at Rs.65 while Dulux is priced at Rs75 and Asian Paints at Rs80.

The wall coatings of Berger Paints even are quite lowly priced, starting from Acrylic Emulsion priced at R 140/litre to Silk Luxury emulsions at Rs. 430/ lite. Even though price may be low but the quality has been kept at high standards. The Bison Emulsion, Walmasta, LuxolHigloss paints are very highly appreciated in the industry.

The Express Painting solution of Berger Paints are also quite cheap and convenient for the users. The current rates for Easy clean emulsion painting with labour cost is around Rs. 12.6/square feet. The Industrial solutions rates are also very competitively priced and varies according to the customization provided. This gives an overview of the marketing mix pricing strategy of Berger Paints.

#### **Place:**

Berger Paints has a very wide distribution network of more than 160 stock points who then distribute among dealers whose number goes to more than 25000. This shows the strong distribution strategy in its marketing mix. To help out customers, a dedicated sales team is present in all locations with providing consulting regarding the paints solutions they need. Also Berger Paints' website helps the customers to customize their painting requirement and also provides a paint calculator which calculates the budget for their painting requirements.

The distribution channel of Berger Paints starts from the plant through warehouses to sales offices to dealers to retailers to customers. The sales offices also deal with bulk buyers that are institutional developers and larger corporate projects. The direct marketing channel helps Berger Paints in cutting costs by eliminating certain intermediaries. The Prolinks services is a professional services which is targeted for very large projects and also enable architects and builders.

Outside India Berger Paints has a similar structure of distributions like as that in Bangladesh where it has around 800 dealers and 2 factories and 5 sales offices all over the country.

#### **Promotion:**

Berger Paints has always focused on aggressive marketing in its marketing mix promotional strategy. The advertising is a very important promotional strategy for Berger Paints. The company comes up with various ad campaigns to promote its newer and innovative products. Berger Paints also does various sales promotions to keep loyalty among the retailers, painters who are very important for converting sales. It had tied up with the company Meltag, which manages loyalty programs for Berger Paints. Berger Paints has also organized 'Peel n Win' contests as well as sponsorships internationally for various sports such as Jamaica Netball. Berger Paints also takes

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part in various social responsibility causes to keep up in the minds of customers. It has taken Polio Immunization programs, sponsoring education for children of financially weaker section. Berger Paints has also initiated various infrastructure development programs near around its manufacturing plants and also participated in green belt development programs. Hence, this concludes the Berger Paints marketing mix,

### **Berger Paints India Ltd.**

Berger Paints India Ltd. is a paints company whose origin dates back to 1923 and has been on Indian soil for around 88 years. The company has a wide coverage in India with 11 factories and 160+ stock points. The company headquarters are present in Kolkata. Berger Paints also has presence outside India in Nepal, Poland, Bangladesh and Russia. With a turnover of Rs.4634.12 cores, it stands as leader in industrial paints segment and second in decorative paints segment in the country. To achieve customer satisfaction Berger Paints improves its product portfolio time and again with its R&D division which is recognized by the Government of India. It specializes in protective coatings across sectors. With its innovation and customer driven focus Berger Paints has been able to feature in many ranking like Forbes 'Super 50 Companies in India' in 2015.

## **PROMOTION**

### **DEFINITION:-**

Promotion is persuasive communication. It is a highly visible element in the marketing mix. It tells the target customer product, price, and place. It tells also known as marketing communication. Promotion consist of activities that facility exchanges with target customers through persuasive communication to stimulate demand.

### **FUNCTION OF PROMOTION:-**

Promotion is a tool to influence target customer and to face competition. It performs four functions:-

- Information
- Persuasion
- Reminding
- Reinforcing

**PROMOTION MIX**

The promotion mix is the combination of advertising, public relations; sales promotion, personal selling and direct marketing tools that help achieve marketing objectives.

**ADVERTISING:-**

Advertising in any paid form of non-personal communication by an identified sponsor to promote product. For advertising company uses following mediums.

- Print media
- News paper
- Magazines
- Boucher's
- Calendars
- Outdoor media
- Hoardings
- Billboard
- Wall painting
- Posters

**PUBLIC RELATION:**

It refers to programs designed to promote or protect company image and products. Publicity is any unpaid form of communication through media about an organization, its policies and products

**PERSONAL SELLING:-**

Personal selling is personal communication with customers to persuade them to buy products. It permits interaction and relationship building. Salespersons provide feedback about the market, competitors and customers.

**DIRECT MARKETING:**

It is persuasion by manufacturer to specific customers. The tools of direct marketing are:-

- Face to face selling
- Mail
- Catalogue marketing
- Telephone
- E-mail.

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## **LITRETURE REVIEW**

### **Overview:**

This literature review focuses on a presentation of the guiding theoretical framework presented by the Theory of Reasoned Action (TRA) and the consumer literature that examines the relevant components of TRA within the context of general consumer behavior and environmental consumer behavior. conducted a search for articles published in the years 1929-2012 in peer-reviewed journals and indexed in the following databases: Cambridge Journals Online, EBSCO E-Book Collection (Net Library), EBSCO Host database, Education Research Complete, Emerald Management -journals, Ingenta Connect, JSTOR, Mendeley Database, Metapress, Online library, Sage Journals online, Science Direct, Taylor and Francis Journals, Taylor and Francis Online, and Willey e-journals. Keywords included Theory of Reasoned Action, Theory of Planned Behavior, Consumer Behavior, Green Supply Chain, Decorative Paints, and Environment friendly paints. The studies were critiqued according to the researchers' adherence to accepted criteria for quantitative and qualitative research designs.

- Mowen and Minor, 2006 However, fundamental basis of consumer's values of a brand is a unique combination of Perceived quality and perceived price that influence pre purchase behavior of a customer and revealed that evaluations, choice and behaviors are the fundamental theme of customer's perception regarding risk which is defined in the form of uncertainty and consequences. Higher the level of uncertainty is, more the risk is perceived and creates greater negative consequences.
- Perner (2008) stated that "Consumer behavior involves the study of the processes which Individuals, groups, or organizations perform to acquire products, services, experiences or Ideas to satisfy their needs and wants and how these processes have impacted the consumer and society'
- Hansen, 2004 "The buying behavior is considered a very complex phenomenon because it consists of a wide set of prior and after purchase activities" The buying process consists of five stages. Starting from recognizing a problem or in other words, recognizing need and wants that must be satisfied, the consumer then being to search for information related to that problem or need. After evaluating alternatives, the consumer makes the decision to purchase the most suitable alternative and the final stage comes after purchasing, when the consumer evaluates the choice being made.
- East, 1997 Limited -decision making buying behavior involves reasonable level decision making and relatively low amount of information search in order to generate a purchase. An example of this type can be the purchase of clothes, when someone can easily get

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information on the product and its quality and spend short time in selecting the desired product.

- Lau 2006 in his article has mentioned that there are seven factors that influence consumers' perception on certain brands. The factors are brand name, product quality, design, price, store environment, promotion and service quality. As a whole these factors are taken into the basket of brand image, product quality and product price.
- Rahmani Vahid, Tajzadeh Namin Aidin (2012) analyzed that the process of deciding over (choosing) a brand may be influenced by situation and content. The findings suggest a significant relationship between the variables "brand attitude" "corporate attitude", and "product (cell phone) choice". In addition, no significant relationship was found between individual decision making processes (independent or mediated) and product choice.
- Serkan Aydin, Gokhan ozer, Omer Arasil, (2005) had focused on to measure the effects of customer satisfaction and trust on customer loyalty, and the direct and indirect effect of "switching cost" on customer loyalty. The findings of this study show that the switching cost factor directly affects loyalty, and has a moderator effect on both customer satisfaction and trust.
- Nasr Azad, Maryam Safaei (2012) states that there are many evidences to believe that customers select their products based on brand name. The results of the study show that there are some positive relationships between exclusive name and quality perception, between exclusive name and word of mouth advertisement, between quality perception and fidelity, between word of mouth advertisement and brand name and between brand name image and brand name.
- Mehran Rezvani, Seyed Hamid Khodadad Hoseini, Mohammad Mehdi Samadzadeh (2012) investigates the impact of Word of Mouth (WOM) on Consumer Based Brand Equity (CBBE) creation. WOM characteristics such as, volume, valence, and source quality are studied to find how intensely they each affect brand awareness, perceived quality, and brand association. The results suggested that volume and valence, two elements of WOM, affect CBBE and no significant relationship between source type and brand equity was seen.
- Arvind Sahay and Nivedita Sharma (2010) focused on brand relationships are indeed important for different categories of young consumers; second, to investigate the effect of peer influence, family influence, and brand relationships on switching intentions amongst young consumers; and third, to look at the impact of price changes on switching intentions in the context of brand relationships. Researcher's results suggest that young consumers develop relationships on all brand relationship dimensions.
- Jonathan, Lee, Janghyuk, Lee and Lawrence, Feick, (2001) analyzed that moderating role of switching costs in the customer satisfaction-loyalty link; and to identify customer segments and to retain them. Thus the purposes of this paper are: to examine the moderating role of switching costs in the customer satisfaction-loyalty link; and to identify customer segments



and then analyze the heterogeneity in the satisfaction-loyalty link among the different segments.

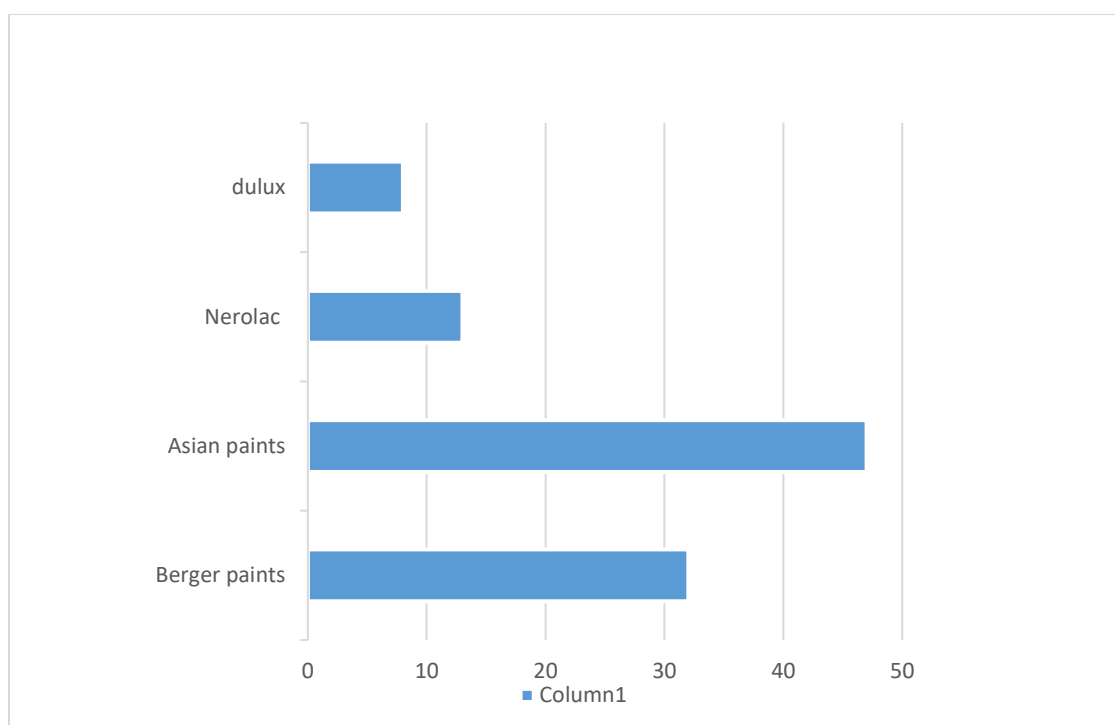
- Shakir Hafeez, SAF Hasnu (2010) states that Customer satisfaction is a crucial element for the success of all businesses. One of the biggest challenges for a market is how to satisfy and retain the customers. This study is based on Mobilink's prepaid customers. The findings suggest that overall customer satisfaction and customer loyalty is comparatively low among the customers of Mobilink.
- Ramakrishnan Venkatesakumar, D. Ramkumar and P. Thillai Rajan, (2008), confirms that Brand loyalty and brand switching behavior of the consumers are evergreen issues of research and strategic importance to the marketers and academic researchers. The current research aims to address the significance of product attributes in brand switching behavior through multi- dimensional scaling and results suggest that a set of product attributes trigger the intention to switch the current brand.
- There are other comprehensive reviews around GSCM, particularly in the late 1990's where issues such as green production and planning and manufacturing (Bras & McIntosh, 1999<sup>109</sup>; Sarkis & Cordeiro, 2001; Van der Laan, Salomon & Dekker, 1996<sup>110</sup>) and product recovery (Gungor& Gupta, 1999; Van Der Laan et al., 1996) are discussed. Barros, Dekker, and Scholten (1998)<sup>111</sup> discuss recycling in the supply chain and Darnall, Jolley, Jason and Harnfield (2008)<sup>112</sup> critique GSM by saying that Environmental Management Systems (EMS) are making less progress in reducing environmental harms.
- Ahmed Alamo, Jennifer Rowley, (2011) explored that there are 11 antecedents of brand preference; these can be theoretically clustered into three groups: awareness antecedents such as controlled communication (advertising), and uncontrolled communication (publicity, word of mouth), image antecedents like service value attributes (price, quality), provider attributes as brand personality, country of origin, service (employee + location), and corporate status (corporate image, corporate reputation) and, customer attribute antecedents (satisfaction, perceived risk, and reference group).
- Pecotich and Ward, (2007) an important element of a brand is the name and it has a potential to contribute to the brand equity. In many research, it is accepted as a vital indicator of quality and it affects consumers' quality perception, brand -name is an important cue that provides identification and continuity in the market place.

# **CHAPTER-3**

## **DATA ANALYSIS AND FINDINGS**

### 1. Which company dealership do you have?

Brand	No. of response (100)
Berger paints	32
Asian paints	47
Nerolac	13
Dulux	08



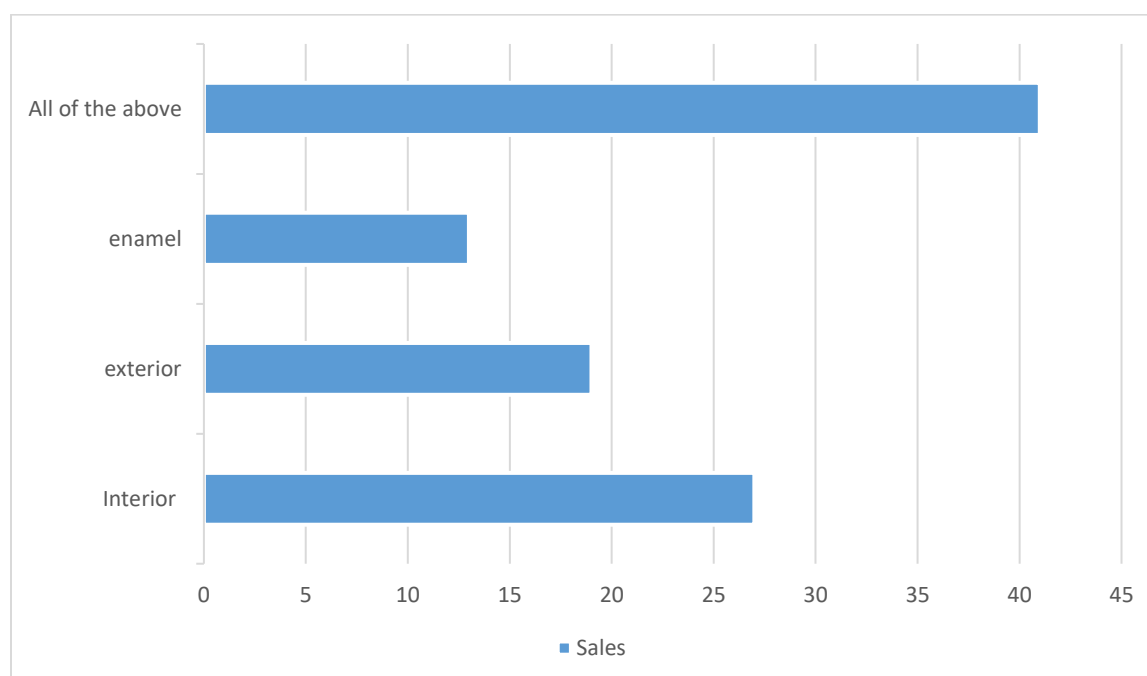
### INTERPRETATION:

According to the survey of Bhubaneswar city, major market share belongs to Asian paints, and then Berger Paints occupies the second number.

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## 2. Which Category of Paints do you sale?

Type	No. of response (100)
Interior	27
exterior	19
enamel	13
All of the above	41



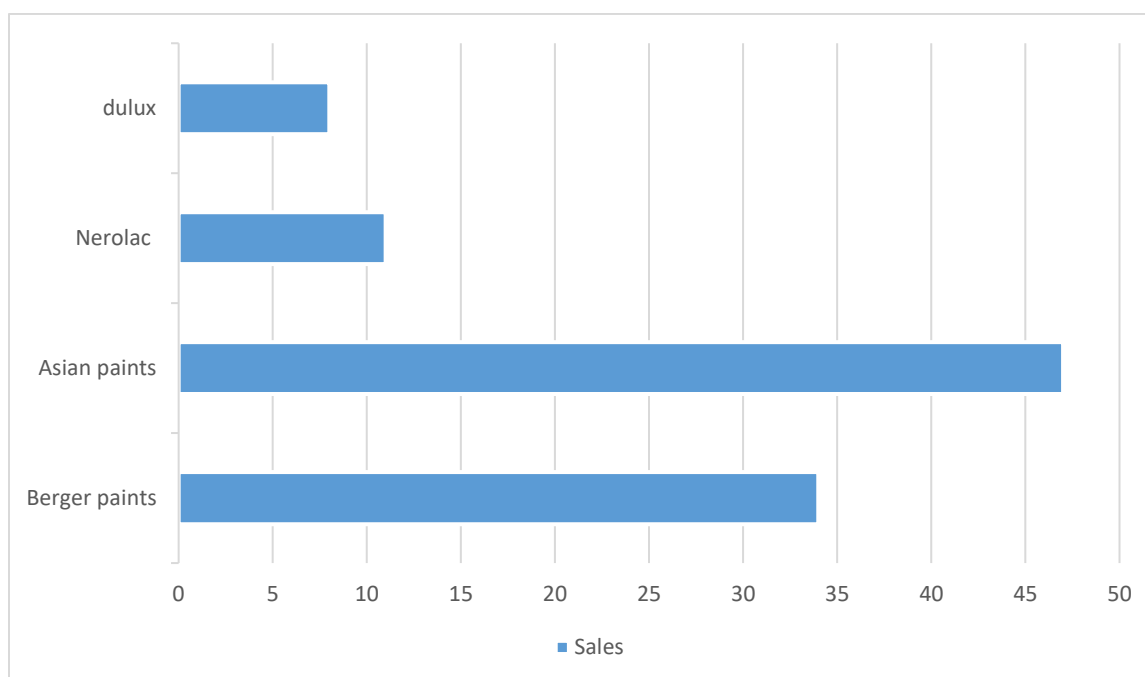
### INTERPRETATION:

According to the data collected, most of the dealer they sell all types of paints like interior, exterior and enamel. Among these category interior paints number 1 in term of sell.

[Type here]

### 3. Which companies product sale most?

Brand name	No. of response (100)
Berger paints	<b>34</b>
Asian paints	<b>47</b>
Nerolac	<b>11</b>
Dulux	<b>8</b>



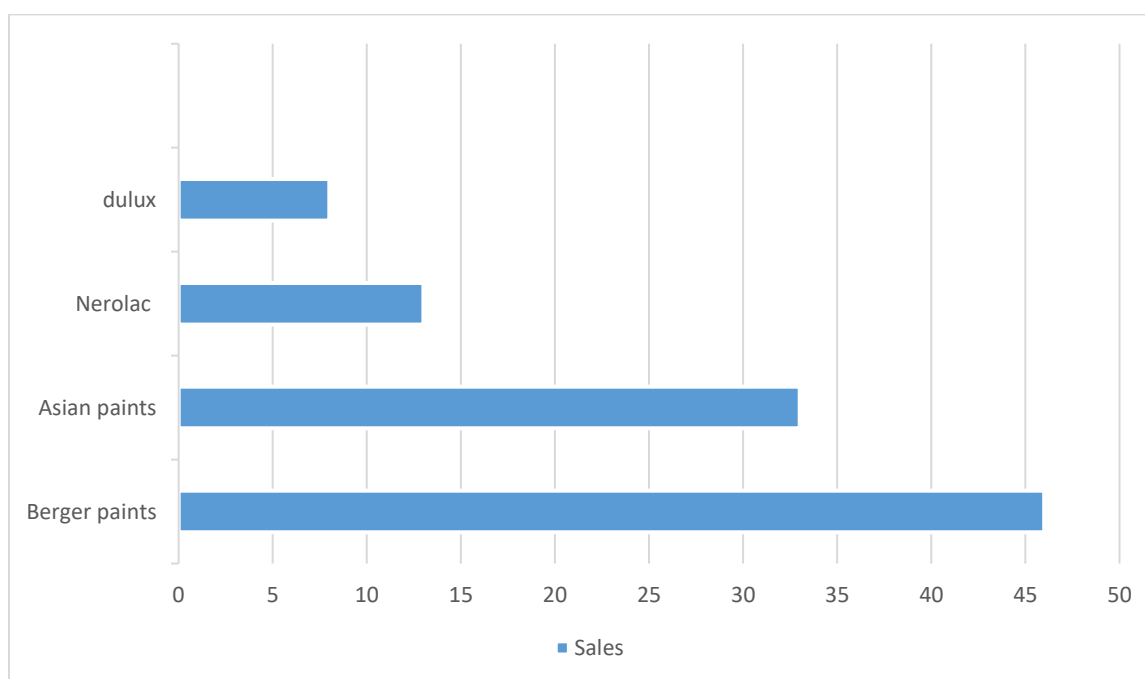
### INTERPRETATION

According to the responses collected in Bhubaneswar region, Asian paints is the leader with a difference of 13% from Berger paints.

[Type here]

#### 4. Which company of paint provides you best quality of services?

	No. of response (100)
Berger paints	<b>46</b>
Asian paints	<b>33</b>
Nerolac	<b>13</b>
Dulux	<b>08</b>



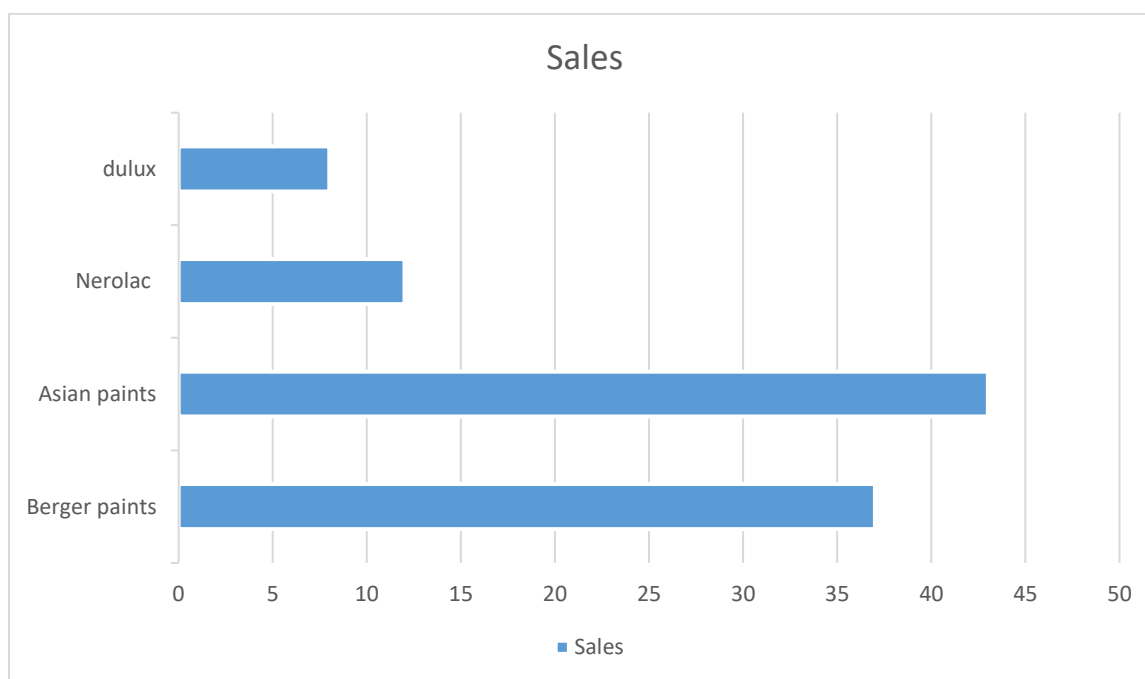
#### INTERPRETATION

According to the survey conducted Asian paints gives the best quality service than other paint company.

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5. Which company product is in best quality as per your view?

	No. of response (100)
Berger paints	37
Asian paints	43
Nerolac	12
Dulux	08



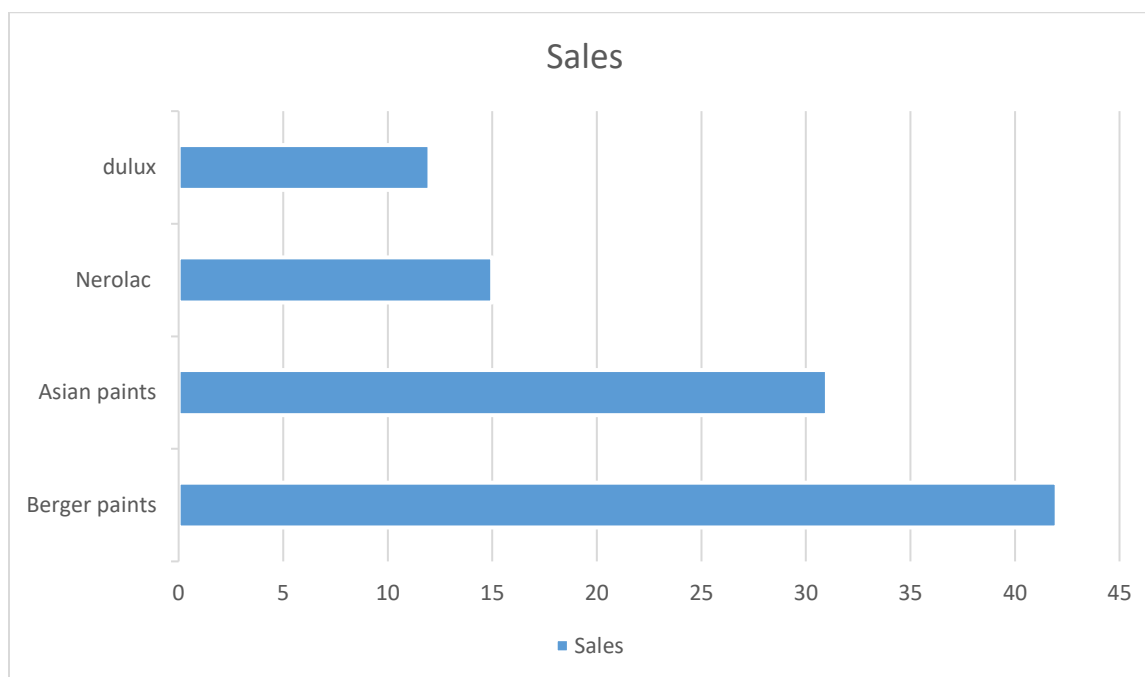
#### INTERPREATATION:

The dealers of Bhubaneswar prefer Asian paints because of the quality, brand name and service of the company.

[Type here]

### 6. Which company gives you more benefits?

	No. of response (100)
Berger paints	42
Asian paints	31
Nerolac	15
dulux	12



### INTERPREATATION:

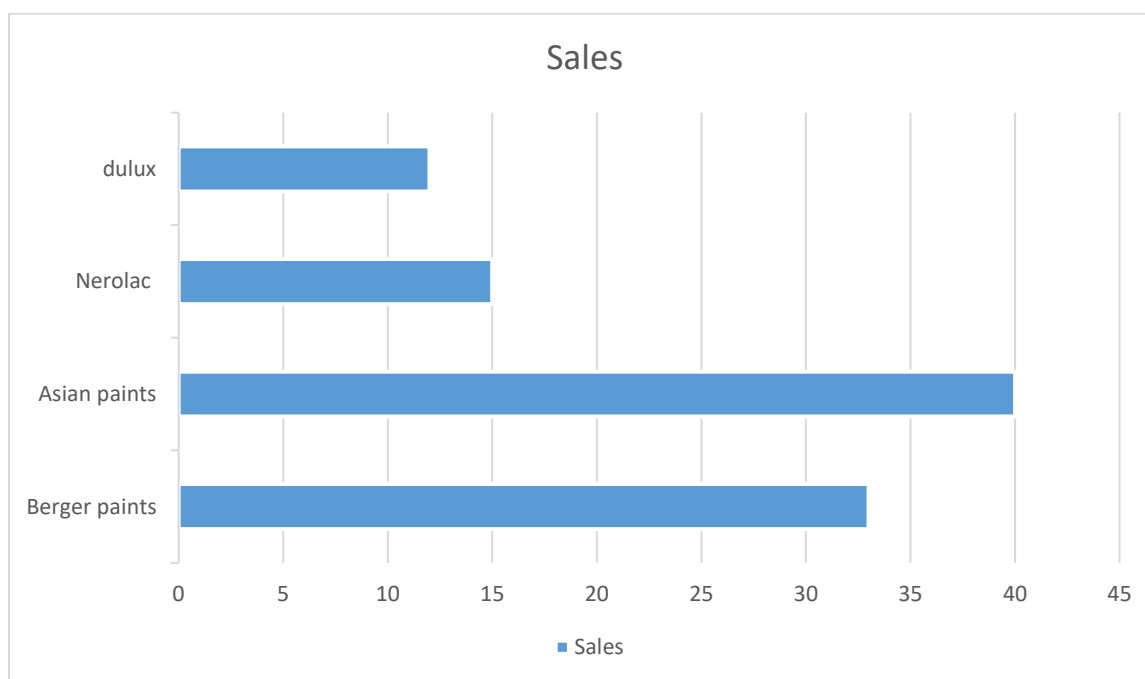
In this category Berger paints backs the number 1 position in term of benefits provided.

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7. Which company supply material in time and continued without any problem?

	No. of response (100)
Berger paints	33
Asian paints	40
Nerolac	15
Dulux	12



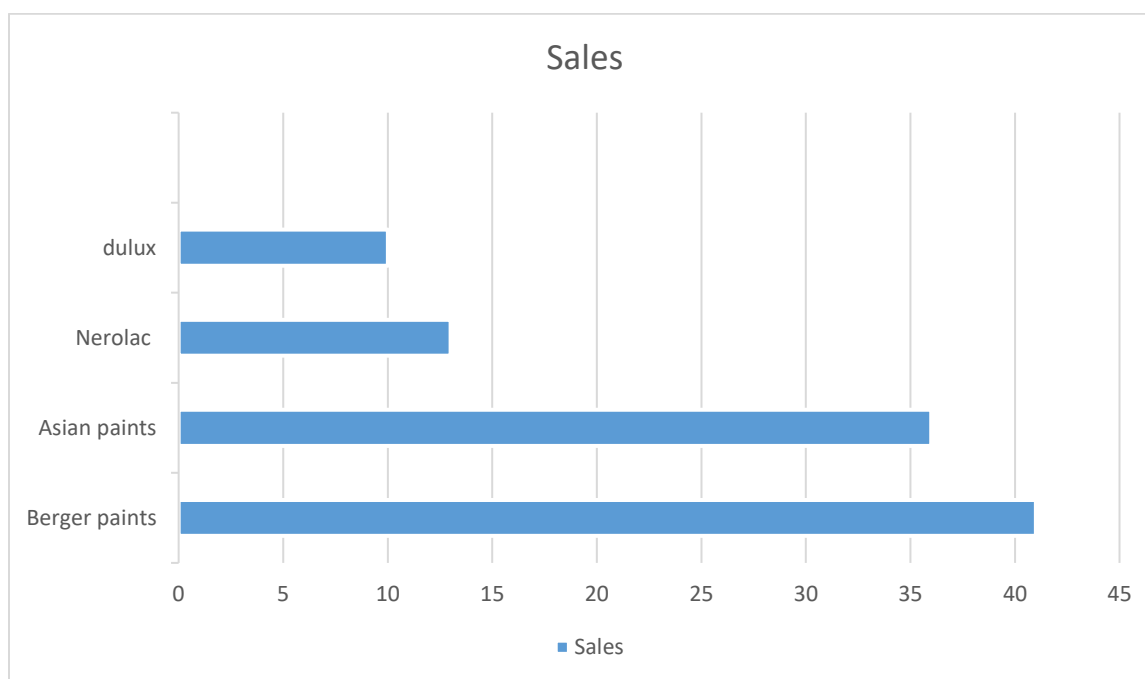
#### INTERPRETATION:

According to the market survey, the Asian paints gives the material at perfect time without any disturbance.

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8. Which company payment mode is easy for you?

	No. of response (100)
Berger paints	41
Asian paints	36
Nerolac	13
Dulux	10



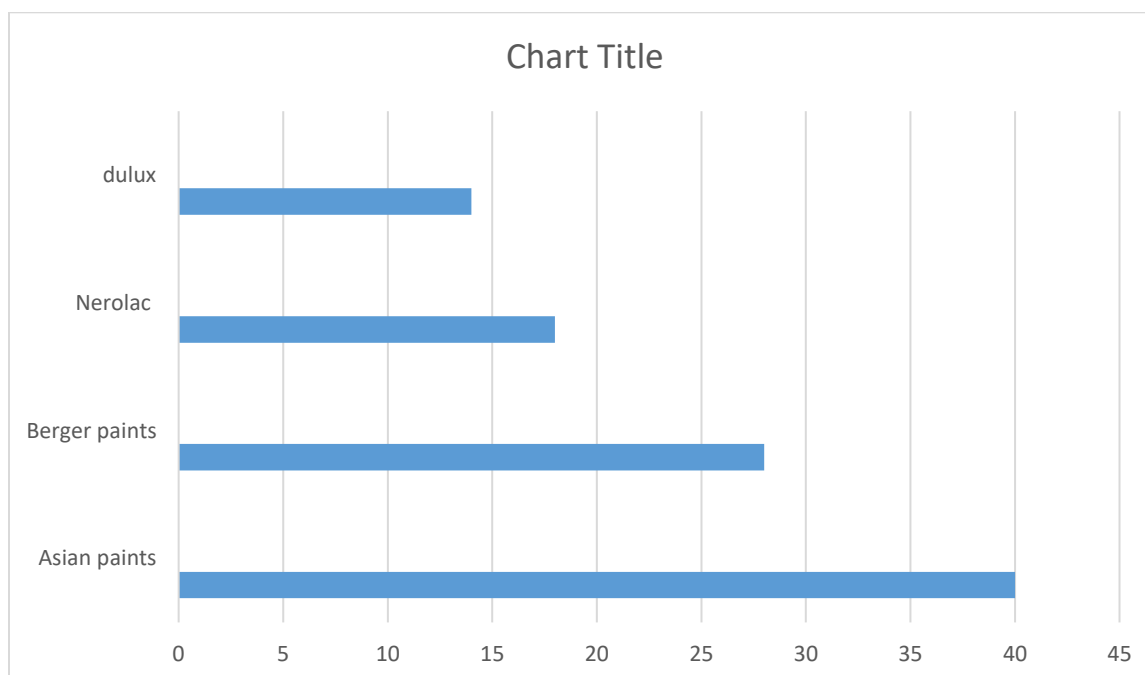
#### INTERPRETATION:

In term of easiness of payment berger paints stands at a number 1, according to the dealer survey.

[Type here]

9. Which company overall performance is best?

Brand	No. of response (100)
Asian paints	40
Berger paints	28
Nerolac	18
Dulux	14



#### INTERPRETATION:

According to the dealer survey, interaction with the customer, dealer, builder Asian paints takes the market lead in Bhubaneswar Region.

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## **FINDINGS**

- On the basis of the analysis it has been observed that Asian paint is leading Bhubaneswar market.
- In some segment like good quality of product and easy mode of payment Berger paint receives positive feedback.
- Promotional activity of Berger paint is found to be very less.
- They are applying push marketing strategy to increase the sell.
- After sell service of the Berger paint is not up to the mark as compare to other company.
- Bonus/ incentives is pretty good where both dealer and painter gets the benefit by using Berger paints product.

# CHAPTER – 4

## SUGGESTION AND CONCLUSION

### SUGGESTIONS

- A price fluctuation creates problems for the retailers as they cannot keep the commitments of price of customer.
- The reach to the rural market need to be strengthen.
- Transportation to rural areas need to be strengthen. A significant amount of business is lost because of this.
- On interviewing various customers they said that they don't even see the advertisements for the brands so promotion for the brand is needed to be done.
- Different offers are the problems for the dealers so the offers should be communicated to them so that they can influence painters to buy this paints and they themselves can help in increase of sales in this way.

## CONCLUSIONS

- To attain the objective of the project detailed information was collected from the Market of Bhubaneswar. The market research has revealed many facts and figures about the Paint scenario in the market prevailing.
- In the market, Berger Paints is well known brand of Paint. This is the result of the good quality of the Berger Paints along with their effective marketing efforts, which covers the whole market customers of Berger Paints are highly satisfied with the use of it, as they do not face any problem after using it.
- There are seven major players in the market but the major competition is between the two brands of Paints. But because of good marketing efforts, Berger Paints is able to grasp some share of various other brands.
- The market survey undertaken shows that effective marketing efforts play a vital role in creating the goodwill for the brand. The distribution channel of Paint industry must be well designed and made effective this ensures timely availability and delivery of to dealers, retailers and customers.
- Good marketing creates good image i.e. brand building. Berger Paints still cherishes the good will created by them in the market conquering the second most preferred brand in paint and increase in their sales as well as brand value year by year.

## CHAPTER-5

### **BIBILIOGRAPHY**

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4. <http://www.slideshare.net>
5. <http://www.bergerpaints.com>
6. <http://www.Equitymaster.com>



**ANNEXURE 1**

Name of the Shop- .....

Name of the Dealer- .....

Mobile Number - .....

1. Which company dealership do you have?

(a)Berger paint    (b) Asian paints    (c)Nerolac    (d)Dulux    (e)All of the above

2. Which Category of Paints do you sale?

(A) Interior    (b) Exterior    (c) enamel    (d) All of the above

3. Which companies product sale most?

(a)Berger paint    (b) Asian paints    (c)Nerolac    (d) Dulux    (e)All of the above

4. Reason behind this?

(a) Good quality of product    (b) cost beneficial    (c) service of the company    (d) brand

(e) Good supply system    (f) customer demand

5. Which company of paint provides you best quality of services?

(a)Berger paint    (b) Asian paints    (c)Nerolac    (d) Dulux

6. Which company product is in best quality as per your view?

(a)Berger paint    (b) Asian paints    (c)Nerolac    (d) Dulux

7. Which company gives you more benefits?

(a)Berger paint    (b) Asian paints    (c)Nerolac    (d) Dulux

8. Which company supply material in time and continued without any problem?

(a)Berger paint    (b) Asian paints    (c)Nerolac    (d) Dulux

9. Which company payment mode is easy for you?

(a)Berger paint    (b) Asian paints    (c)Nerolac    (d) Dulux

10. Which company overall performance is best?

(a)Berger paint    (b) Asian paints    (c)Nerolac    (d) Dulux

[Type here]