



Summer Internship Project 2022



REPORT TITLE

CONSUMER BEHAVIOR OF BERGER PAINTS

Submitted by

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INTERNAL GUIDE CERTIFICATE

This is to certify that the project report entitled "CONSUMER BEHAVIOR OF BERGER PAINTS, Bhubaneswar" has been prepared by Dinesh Patra, Regd. No.- 1813258014 under my supervision and guidance, for the fulfillment of Master in Business Administration (Integrated). His work is satisfactory and appreciable.

Signature of Internal Guide

Declaration

I have by declare that the project work entitled “CONSUMER BEHAVIOR OF BERGER PAINT” submitted to the branch manager Berger paints, Bhubaneswar is a record of an original work done by me under the guidance of Dr. Dhananjay Beura (faculty guide, BIITM) and Mr. Sudhansu Dash (company Guide, Berger paints Ltd.) and this project work is submitted in the partial fulfilment for requirement for the award of the degree of Integrated-Master of business Administration. The results embodied in this project has not been submitted to any other university or company for the award of any degree or diploma.

Dinesh Patra

Acknowledgement

With immense pleasure, I would like to present this project report for Berger paints India Ltd.

It has been an enriching experience for me to undergo my summer training at Berger paints India Ltd, which would not have been possible without the goodwill and support of the people around. As a student of "Biju Patnaik Institute of IT and Management, Bhubaneswar" I would like to extend my sincere gratitude and thanks to., Mr. Sudhansu Dash (Sales officer) and Dr. Dhananjay Beura (Associate Professor of Marketing, BIITM) to shape my understanding towards the project. It was because of their immense help and support that this project has been duly completed.

However, I accept the sole responsibility for any possible error and would be extremely grateful to the readers of this project report if they bring such mistakes to my notice.

Dinesh Patra

SUMMARY

The purpose of this project title “CONSUMER BEHAVIOR OF BERGER PAINTS” is to collect the necessary information from various customers. This study includes interviewing customer satisfaction level of Berger paints India Ltd. This data which 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 provided by external guide.

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 the questionnaire.

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 as provided by the company guide.

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Chapter 1

Introduction

CONSUMER BEHAVIOUR

It is broadly the study of individuals, or organizations and the processes consumers use to search, select, use and dispose of products, services, experience, or ideas to satisfy needs and its impact on the consumer and society.

It helps in understanding:

- i. Why consumers make the purchases that they make?
- ii. What factors influence consumer purchases?
- iii. The changing factors in our society.

Consumer Buying Behaviour refers to the buying behaviour of the ultimate consumer.

A retailer needs to analyze buying behaviour for:

- I. Buyer's reactions to a retailer's marketing strategy have a great impact on the retailer's success.
- II. The marketing concept stresses that a retailer should create a marketing strategy that satisfies (gives utility to) customers, therefore need to analyze what, where, when and how consumers buy.
- III. Retailers can better predict how consumers will respond to marketing strategy.

Keep in mind, however, that different people, no matter how similar they are, make different purchasing decisions.

1. Problem/need recognition

This is often identified as the first and most important step in the customer's decision process.

A purchase cannot take place without the recognition of the need. The need may have been triggered by internal stimuli (such as hunger or thirst) or external stimuli (such as advertising or word of mouth).

2. Information search

Having recognized a problem or need, the next step a customer may take is the information search stage, in order to find out what they feel is the best solution. This is the buyer's effort to search internal and external business environments, in order to identify and evaluate. Information sources related to the central buying decision. Your customer may rely on print, visual, online media or word of mouth for obtaining information.

3. Evaluation of alternatives

As you might expect, individuals will evaluate different products or brands at this stage on the basis of alternative product attributes - those which have the ability to deliver the benefits the customer is seeking. A factor that heavily influences this stage is the customer's attitude. Involvement is another factor that influences the evaluation process. For example, if the customer's attitude is positive and involvement is high, then they will evaluate a number of companies or brands; but if it is low, only one company or brand will be evaluated.

4. Purchase decision

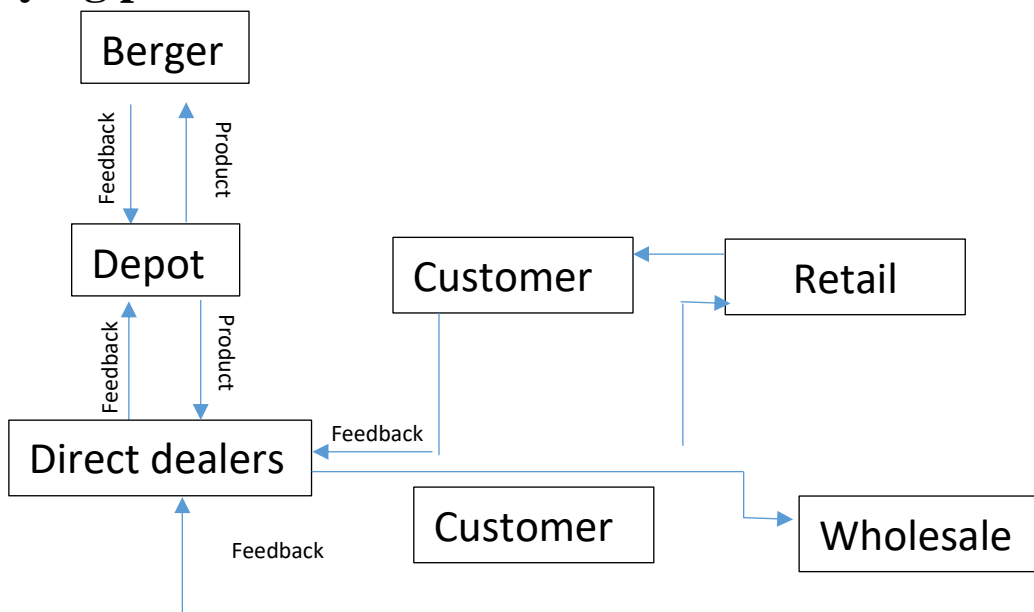
The penultimate stage is where the purchase takes place. Philip Kotler (2009) states that the final purchase decision may be disrupted by two factors: negative feedback from other customers and the level of motivation to accept the feedback.

For example, having gone through the previous three stages, a customer chooses to buy a new telescope. However, because his very good friend, a keen astronomer, gives him negative feedback, he will then be bound to change his preference. Furthermore, the decision may be disrupted due to unforeseen situations such as a sudden job loss or relocation.

5. Post-purchase behaviour

In brief, customers will compare products with their previous expectations and will be either satisfied or dissatisfied. Therefore, these stages are critical in retaining customers. This can greatly affect the decision process for similar purchases from the same company in the future. Having a knock-on effect at the information search stage and evaluation of alternatives stage. If your customer is satisfied, this will result in brand loyalty, and the Information search and Evaluation of alternative stages will often be fast-tracked or skipped altogether.

Buying process:-



SCOPE OF THE STUDY

- It gives us information about the perception of customers on decorative paints.
- It gives us information about the proportion of dedicated Berger Paints customers.
- 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 -

- To find the preference and choices of customers towards the different paint brands.
- To study the important factors while choosing paints of various customers.

RESEARCH METHODOLOGY:

A descriptive research methodology was used for this study. A survey was administered to a selected sample from a specific population identified by the Berger paints. These surveys are commonly applied to a research methodology designed to collect data from a specific population, or a sample from that population, through utilizing a questionnaire or an interview as the survey instrument.

Sampling:

Here random sampling method is used where it is also considered as a fair way of selecting a sample from given population since every member is given equal opportunities of being selected. The key feature of simple random sampling is its representativeness of the population. It is an unbiased random selection and thus a representative sample is important in drawing conclusions from the results of a study.

Sample size:

Here in the project work the sample size was taken for the survey in the Bhubaneswar Sample size of 30 customers that includes the customers who are the end user of the paints was taken in order to have a customer survey in order to understand their perception and buying behavior on decorative paints to paint their house.

Data collection:

Primary data- The primary data is collected by direct interaction with the customers with the help of questionnaire.

Secondary data- The secondary data is collected from the web, various blocks, and journals.

Research Problem:

In this case the research problem is divided into three heads:

- To analyze the customer perception on buying decorative paints in urban area like Bhubaneswar, Odisha.
- To analyze the brand awareness of Berger paints and their perception on the company and its products.

A comparative analysis of Berger Paints with respect to its competitors

LIMITATION OF THE STUDY:

There are a few limitations, as stated below, with regard to my study:

- This study is only limited to the area of Cuttack customers only.
- Time constraint was the major limitation of the project.
- Sample is not representative of the entire population.
- To create good image i.e., respondents may give responses that may vary from the facts.

Chapter 2

COMPANY

PROFILE

Company history

In 1770, Louis Steigenberger shifted from Frankfurt to London to sell a Prussian blue colour, 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 Kuldip Singh Dhingra (Chairman) and Gurbachan Singh Dhingra Vice Chairman). Mr. Subir Bose took over as Managing Director on 1 July 1994. 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.

TYPE OF FIRM-Public Company

INDUSTRY-Paints

FOUNDER-Lewis Berger

REVENUE-6,365.82 crores

NET INCOM- 1,798.49 crores

TOTAL ASSETS- 4,342.7 crores

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.

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.

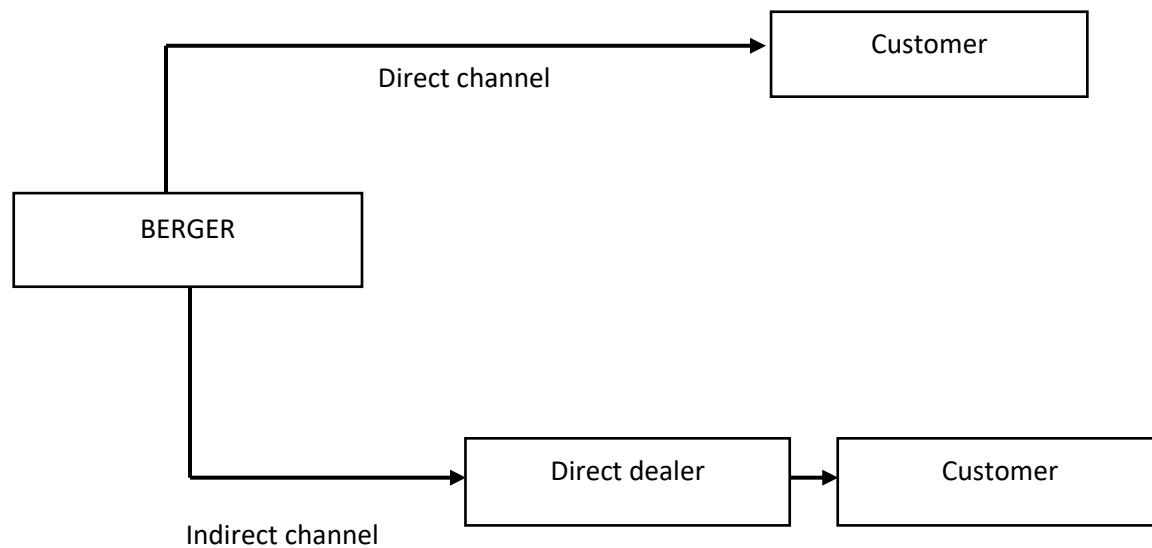
1990s:-

- 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 Industraifarg 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.

BERGER'S hybrid marketing system



INTERIOR WALL PAINTS

SILK GLAMOUR



Category: interior wall coating

Type: Interior emulsion

Class: luxury

Finish: sheen

SILK GLAMOUR

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.

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.

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 spotless & beautiful day after day.

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.

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

Weather Coat Anti Dust



Category : Exterior Wall Coatings

Type : Exterior Emulsions

Class : Luxury

Finish : Sheen

Weather-Coat Anti Dust

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.

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.

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.

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 HiGloss, 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 endeavour 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 comparison to that of Dulux and Asian Paints. The Primer is rated at Rs. 65 while Dulux is priced at Rs 75 and Asian Paints at Rs 80.

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 Prolinksservices 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 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 is also known as marketing communication. Promotion consists of activities that facilitate 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 Management uses following mediums.

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

PUBLIC RELATION:

It refers to programmes 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.

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 recognizes 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.

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

Indian Paint Industry

- The Indian paint industry is over 100 years old. Its beginning can be traced back to the setting up of a factory by Shalimar Paints in Calcutta (now Kolkata) in 1902. Until World War II, the industry consisted of small producers and two foreign companies. After the war, the imports stopped, which led to the setting up of manufacturing facilities by local entrepreneurs. Still, the foreign companies continued to dominate the market. Initially British paint companies such as Goodlass Walls (now Goodlass Nerolac), ICI, British Paints (now Berger Paints), Jenson & Nicholson and Blundell & Eomite dominated the market.
- The Indian paint industry has two main market segments-industrial and decorative paints. While industrial paints are used for protection against corrosion and rust on steel structures, vehicles, white goods and appliances, decorative paints are used in protecting valuable assets like buildings.
- The last two years have not been the best of the times for the Indian (as well as global) paints & coating industry due to the COVID-19 pandemic. However, this has not put brakes on the new investments and capacity expansions in the Indian paints & coating industry. Almost all the major producers have announced and gone ahead with a slew of investments.
- Coatings World examines the state of the Indian paint and coating industry and new investments and expansions carried out by Indian paint majors in 2021.
- An overview of Indian paints & coating industry.
- Barring the years 2020 and 2021, the Indian paint industry has historically grown in double digits. The country's paints and coating industry is poised to grow at a healthy rate in the medium and long run.
- The decorative paint category constitutes almost 75% of the overall market and includes multiple categories like exterior wall paints, interior wall paints, wood finishes and enamels, as well as ancillary products like primers, putties, etc. The industrial paint category constitutes the balance of 25% of the paint market and includes a broad array of segments like automotive, marine, packaging, powder, protective and other general industrial coatings.

- The Big Four of the paints industry – Asian Paints, Berger Paints, Kansai Nerolac, and Akzo Nobel India – account for more than 65% of the overall paints and coating market and 75% of the decorative paints market. The industrial segment is more fragmented, with these four companies accounting for 51% of the overall market.
- All four major players have been able to surpass the sales revenue of the pre-COVID era (April-September 2019) during the April-September 2021 period. Table 1 is a comparison of sales revenue of these four players for a six month period (April-September) during the last three years. Though, it would be very early to say that Indian industry has come out of the grip of COVID-19 induced slowdown, a major part of the total demand in last six months (April-September 2021) was due to pent up demand of 2020 and first three months of the current year.
- New investments in Indian paint & coating industry
- In addition to capacity expansions and greenfield plants by existing paints and coating producers, Indian industry will see major investments by two new entrants.
- The entry of Grasim Industries and JSW Group and expression of interest of expansions by existing two mid-sized producers (Indigo Paints and Shalimar Paints) is expected to change dynamics of Indian paint and coating manufacturing industry by the end of 2023.
- Grasim Industries Ltd, one of the largest business conglomerates in the country, announced its entry in the paints sector in January 2021. Grasim would be investing USD 666 million (INR 50 billion) over the next three years with the aim to become the second largest player in the paints industry.

Challenges in paint industry: -

- Cost of raw material
- MNC's entering paint industry
- Top competition due to many competitors
- To build a large customer base
- To adopt with the changing environment
- To enable the company strategies to fulfill the needs of customers.
- Technical advancements
- Efficient distribution

Drivers in paint industry: -

- Changing customer needs.
- Growth of automobile and infrastructure sector.
- Entry of various Indian and international brands.
- Easy availability of financing options.
- Along with growth factors there are challenges too such as seasonal demand and competition from unorganized players.

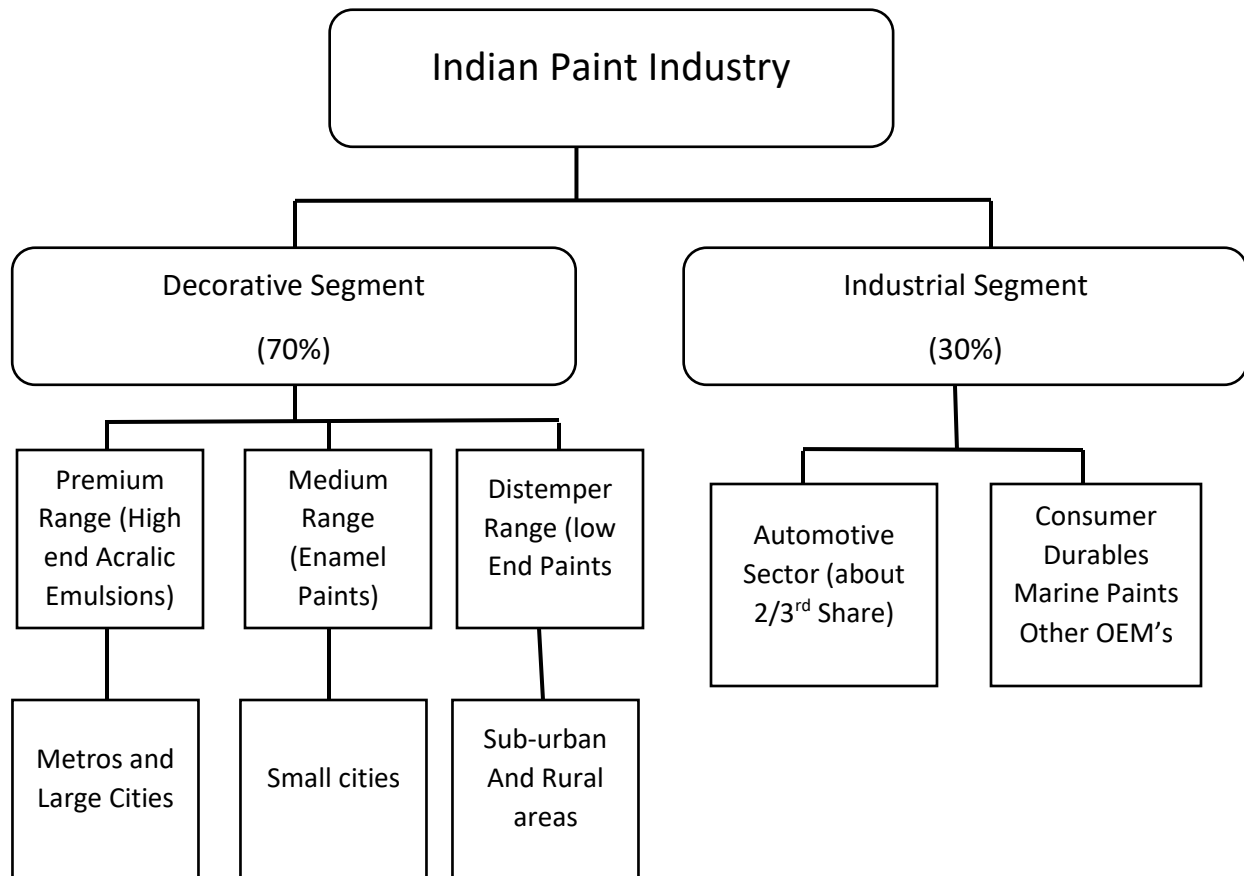
Market Trends & Developments: -

- Be Home & Dry with Digitalization.
- Paints using water in place of solvent.
- Introduction of solar Reflective Coating.
- Emulsion & Enamel paints taking over Traditional White wash.
- Introduction of Tinting machines to lower working capital cost.

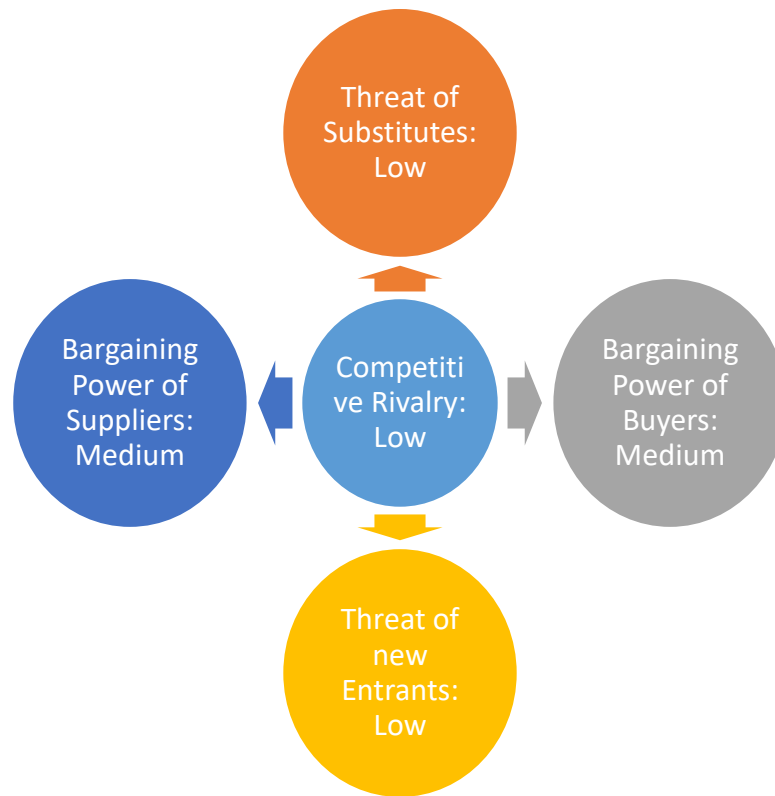
Demand for paints comes from two broad categories:

- **Decorative:** Major segment in decorative paints include exterior wall paints, interior wall paints, wood finishes and enamel and ancillary products such as primers, putties etc. Decorative paints account for around 80% of the overall paint market in India. Asian Paints is the market leader in this segment. Demand for decorative paints arises from household painting, architectural and other display purposes.
- **Industrial:** Three main segments of the industrial sector include automotive coatings, powder coatings and protective coatings. Kansai Nerolac is the market leader in this segment.
- The industry did feel the impact of demonetization as well as GST and demand as a whole for the industry was subdued in both the segments. The organized players are expected to perform better than the small and medium scale players. The industry however views GST as positive and beneficial in the long run.
- Under the make in India initiative, the government of India aims to increase the share of the manufacturing sector to the gross domestic product (GDP) to 25% by 2022 from existing 16%.

Manufacturing sector has the potential to reach US\$1 trillion by 2025 and India is expected to rank amongst the three growth economies and manufacturing destinations of the world by 2020. These factors are expected to significantly boost industrial paint consumption.



MICHAEL PORTER'S FIVE FORCE MODEL ANALYSIS OF PAINT INDUSTRY



THREAT OF NEW ENTRANTS

- Paint market in India is dominated by few players, making it difficult for anyone newly entering the industry to compete.
- It is estimated that 18-20% of the total raw materials used in the industry are imported
- Working capital needed is high-causes difficulty to local players & big firms enjoy economies of scale
- Big players have high brand image & quality products & good promotional activities to attract customers
- Threat of new entrants is Low

THREAT OF SUBSTITUTES

- In rural areas lime wash is used as substitute
- Another alternative for decorative wall paints available today is Wallpaper
- Availability of Paint varieties are there
- Buyer propensity to substitute is low
- Relative price performance of Decorative walls is High
- Availability of substitutes is Low

BARGAINING POWER OF SUPPLIERS

- Raw material intensive production- over 300 raw materials make the final product.
- Raw materials-pigments, binders, additives, solvents, etc.
- Titanium Dioxide is one of the key pigment used in the production of paint and is facing a global supply shortage. Thus supplier of this material has solid bargaining power.
- Other raw materials-crude derivatives-have high price fluctuations affecting industry profits
- Bargaining power of suppliers is Medium

BARGAINING POWER OF BUYERS

- Households and Industrial Users are the main customers of this industry.
- For housing requirements, the buyers are building contractors who buy in bulk and end people who paint their house. Customers are more price sensitive because for them number of options are available and decisions are made based on quality, price and differentiating factors like weather protection, environment friendly paints
- Industrial segment is low margin high revenue business and buyers of these segments are knowledgeable about their needs. Therefore, price comparison is done effectively by the customers. However, the leading Industrial paint suppliers have their expertise in their favor, which limits the bargaining power of buyers.
- Bargaining power of buyers as a whole is Medium.

COMPETITIVE RIVALRY

- About 80% of organized sector contributed by top 3 players
- Current market growth rate can provide ample room of opportunity for all the players of the industry to flourish.
- Asian Paints is the only paint company that manufactures
- PAN(phthalic anhydride) which is one of the main raw
- Material for paint industry.
- Presence of unorganized sector –can cause competition Competitive rivalry is Low.

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.
- 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 Dulux Group, 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.

Chapter 3

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.

BERGEER INTERIOR EMULSION VS COMPETITON				
PRODUCT CATEGORY	BERGER	ASIAN	NEROLC	DULUX
LUXURY INTERIOR EMULSION	SILK	ROYALE	IMPRESSION 24 CARAT	VELUET TOUCH
LUXURY INTERIOR EMULSION	EASY CLEAN	APCOLIFE ADVANCED	PEARS	SUPER CLEAN
PRIMIUM INTERIOR EMULSION	RANGOLI TOTAL CARE	APCOLITE PRIMIUM	BEAUTY GOLD	SUPER COVER
ECONOMIC INTERIOR EMULSION	BISON ACRYLIC EMULSION	TRACTOR EMULSION	BEAUTY SMOOTH	PROMISE
DISTEMPER	BISON DISTEMPER	TRACTOR ACRYLIC DISTEMPER	BEAUTY ACRYLIC DISTEMPER	DUWEL ACRYLIC DISTEMPER

BERGEER EXTERIOR EMULSION VS COMPETITON				
PRODUCT CATEGORY	BERGER	ASIAN	NEROLC	DULUX
PRIMIUM EXTERIOR EMULSION	WETHER COAT ALL GUARD	APEX ULTIMA	EXCEL TOTAL	WEATHER SHIELD MAX
REGULAR EXTERIOR EMULSION	WEATHER COAT	APEX WETHERPROOF	EXCEL	WEATHER SHIELD PRODUCT
ECONOMIC EXTERIOR EMULSION	WALMASTA	ACE	SURUKSHA PLUS	PROMISE EXTERIOR

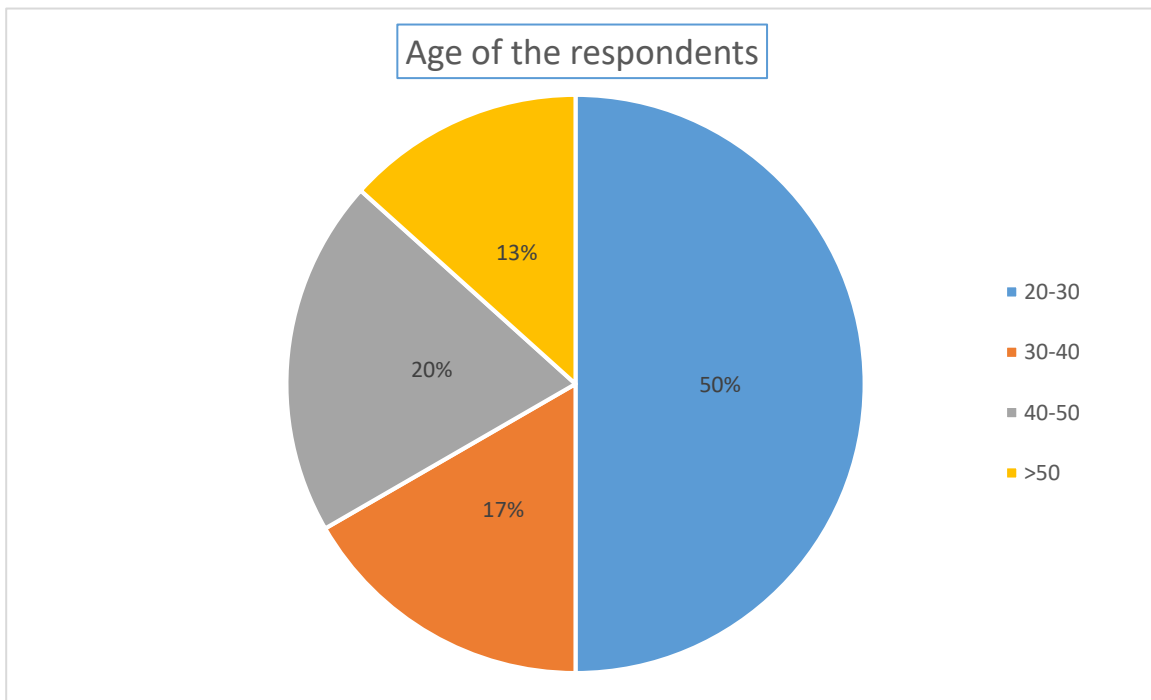
BERGEER ENAMEL EMULSION VS COMPETITON				
PRODUCT CATEGORY	BERGER	ASIAN	NEROLC	DULUX
PRIMIUM ENAMEL	LUXOL HIGH GLOSS	APCOLITE ADVANCE HIGH GLOSS	SYNTHETIC ENAMEL	DULUX GLOW
ECONOMIC ENAMEL	BUTTERFLY	TRACTOR ENAMEL	NA	NA
SATIN ENAMEL	LUXAL STAIN ENAMEL	APCOLITE PRIMUM SATIN	NEROLC SATIN ENAMEL	DULUX SATIN ENAMEL

Chapter-4

Customer Analysis

AGE OF THE RESPONDENTS

1	AGE OF THE RESPONDENTS
20-30	15
30-40	5
40-50	6
>50	4
Total	30



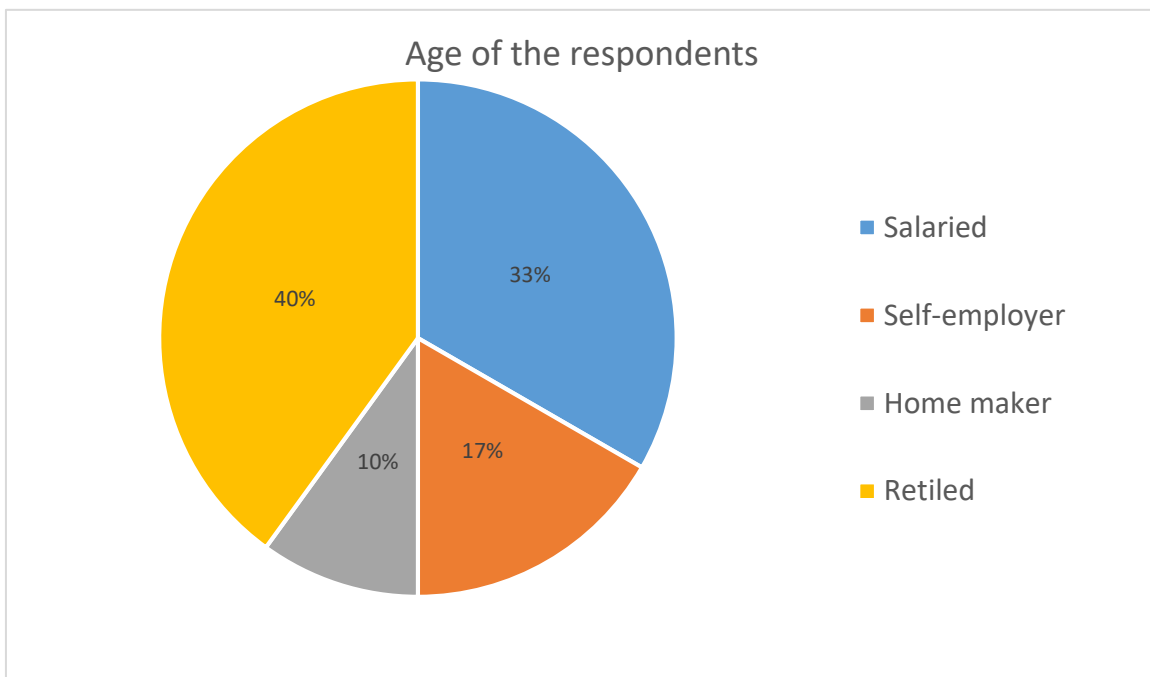
INTERPRETATION

SO FROM ABOVE INTERPRETATION IT HAS BEEN FOUND THAT –

- 50% of respondents are of age 20-30
- 17% of respondents are of age 30-40
- 20% of respondents are of age 40-50
- 13% of respondents are of age >50

OCCUPATION OF RESPONTS

2	OCCUPATION OF RESPONTS
Salaried	10
Self-employer	5
Home maker	3
Retiled	12
Total	30



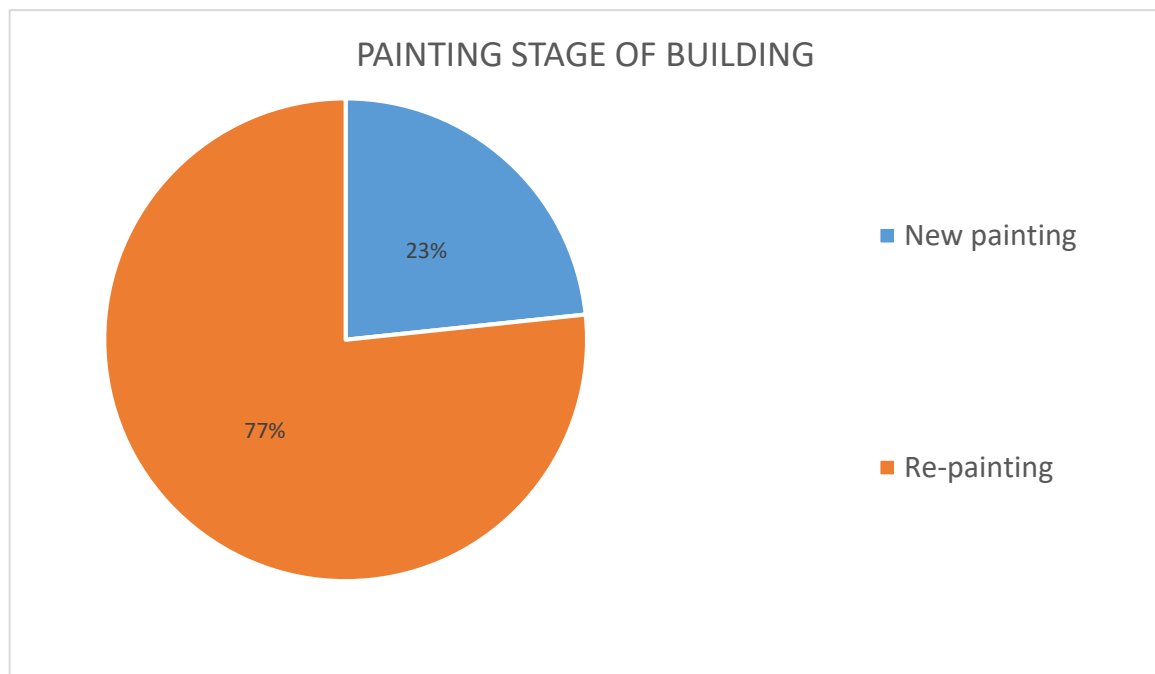
INTERPRETATION

SO FROM ABOVE INTERPRETATION IT HAS BEEN FOUND THAT –

- 40% of respondents are of Retiled
- 33% of respondents are of Salaried
- 17% of respondents are of Self-employer
- 10% of respondents are of Home maker

PAINTING STAGE OF BUILDING

3	PAINTING STAGE OF BUILDING
New painting	7
Re-painting	23
Total	30



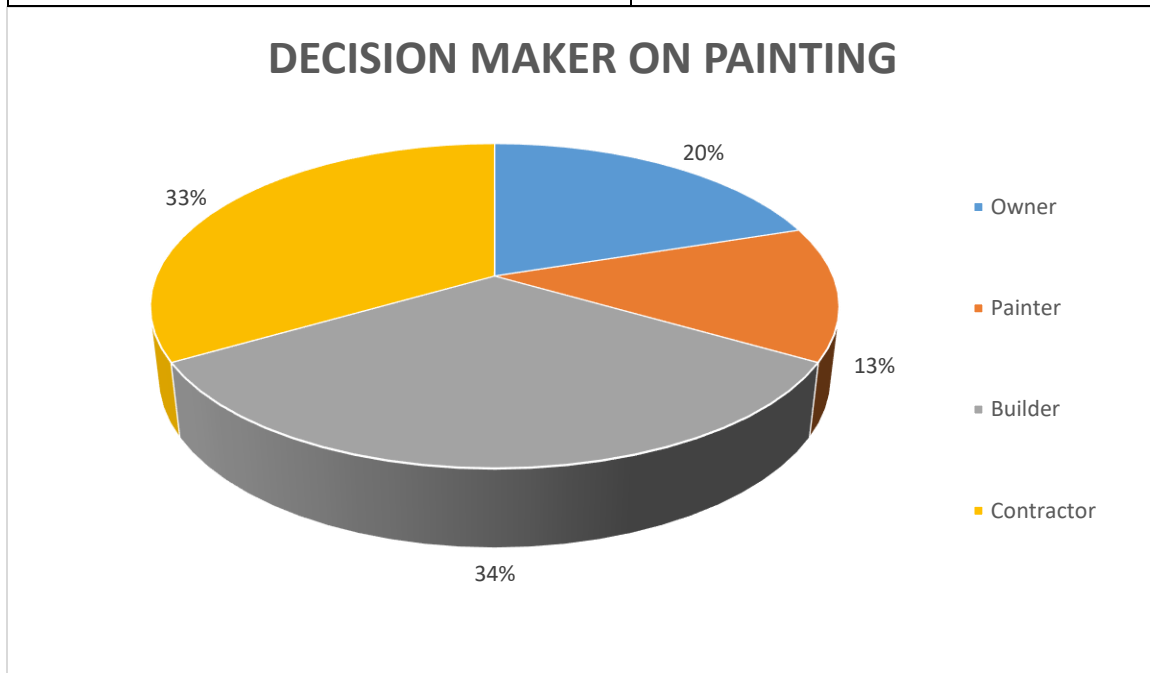
INTERPRETATION

SO FROM ABOVE INTERPRETATION IT HAS BEEN FOUND THAT –

- 77% of respondents are of New painting
- 25% of respondents are of Re-painting

DECISION MAKER ON PAINTING

4	DECISION MAKER ON PAINTING
Owner	6
Painter	4
Builder	10
Contractor	10
Total	30



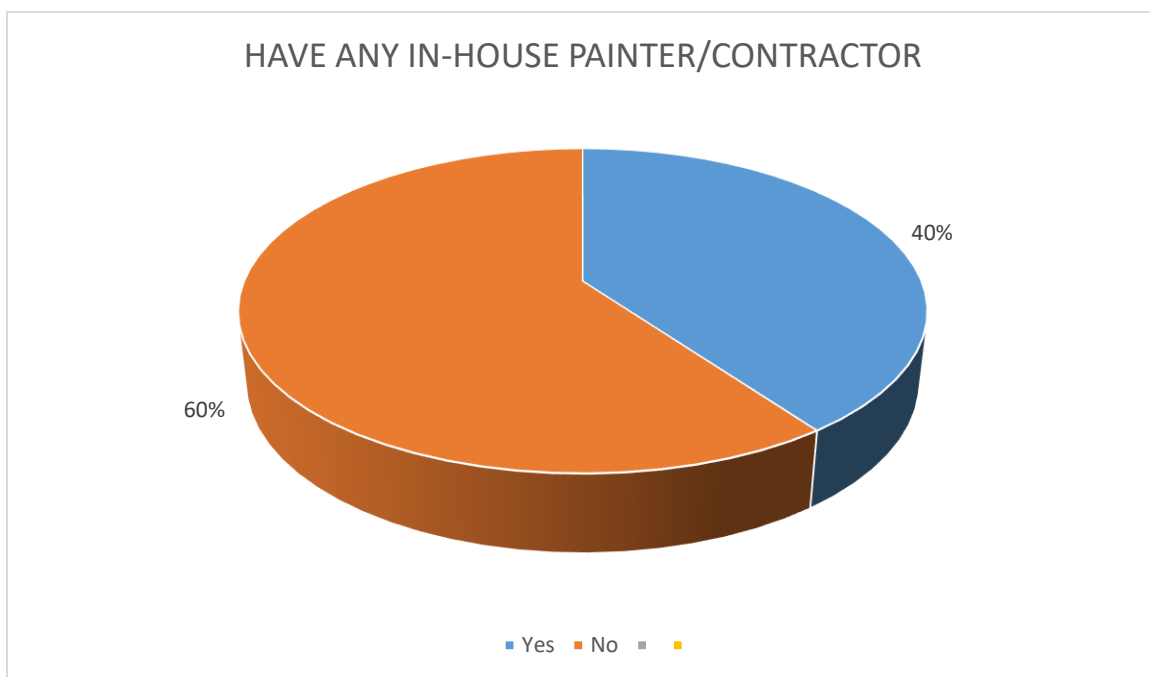
INTERPRETATION

SO FROM ABOVE INTERPRETATION IT HAS BEEN FOUND THAT –

- 20% of respondents are of Owner
- 13% of respondents are of Painter
- 34% of respondents are of Builder
- 33% of respondents are of Contractor

HAVE ANY IN-HOUSE PAINTER/CONTRACTOR

5	HAVE ANY IN-HOUSE PAINTER/CONTRACTOR
Yes	12
No	18
Total	30



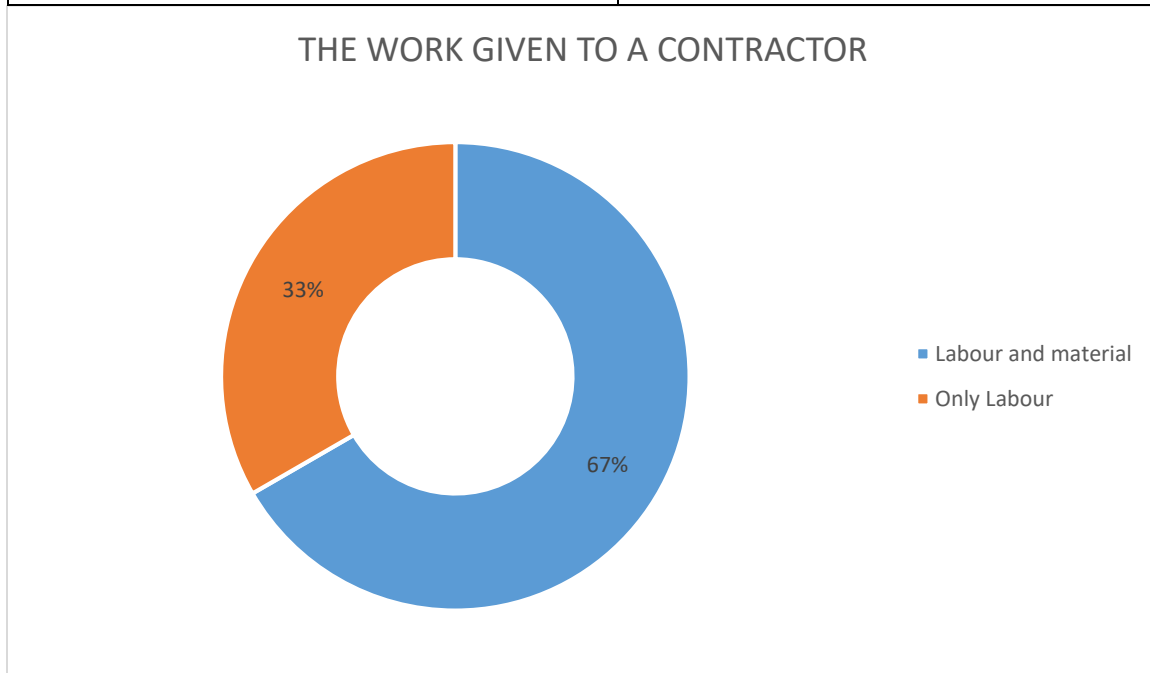
INTERPRETATION

SO FROM ABOVE INTERPRETATION IT HAS BEEN FOUND THAT –

- 40% of respondents are of Yes
- 60% of respondents are of No

THE WORK GIVEN TO A CONTRACTOR

6	THE WORK GIVEN TO A CONTRACTOR
Labour and material	20
Only Labour	10
Total	30



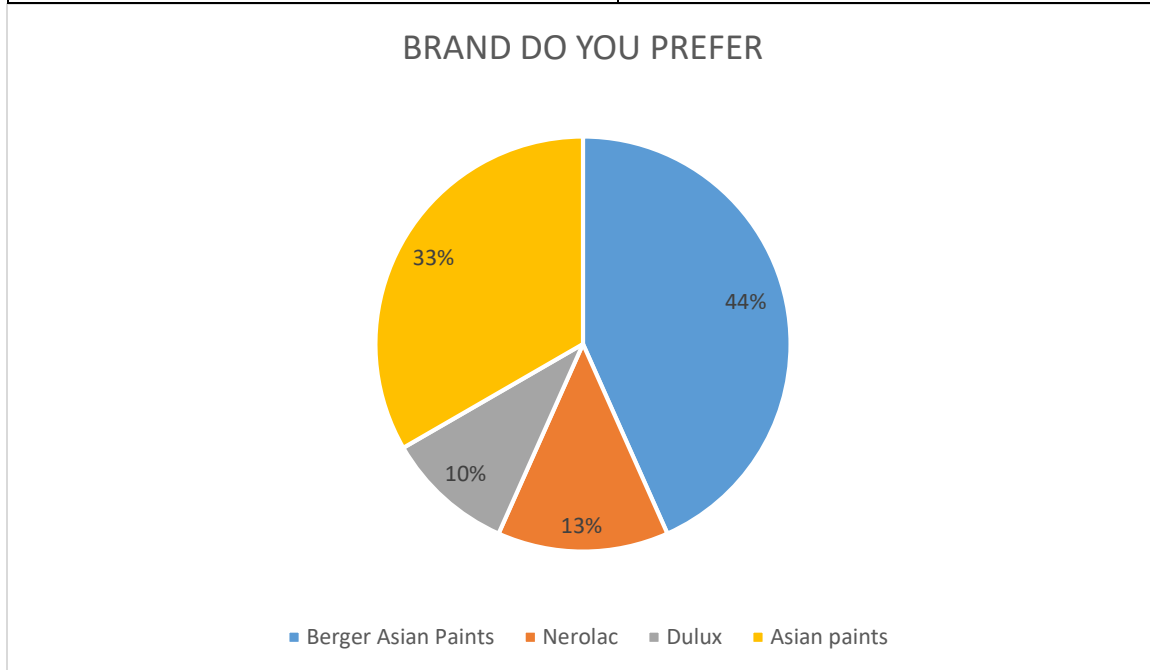
INTERPRETATION

SO FROM ABOVE INTERPRETATION IT HAS BEEN FOUND THAT –

- 67% of respondents are of Labour and material
- 33% of respondents are of only labour

BRAND DO YOU PREFER

7	BRAND DO YOU PREFER
Berger Asian Paints	13
Nerolac	4
Dulux	3
Asian paints	10
Total	30



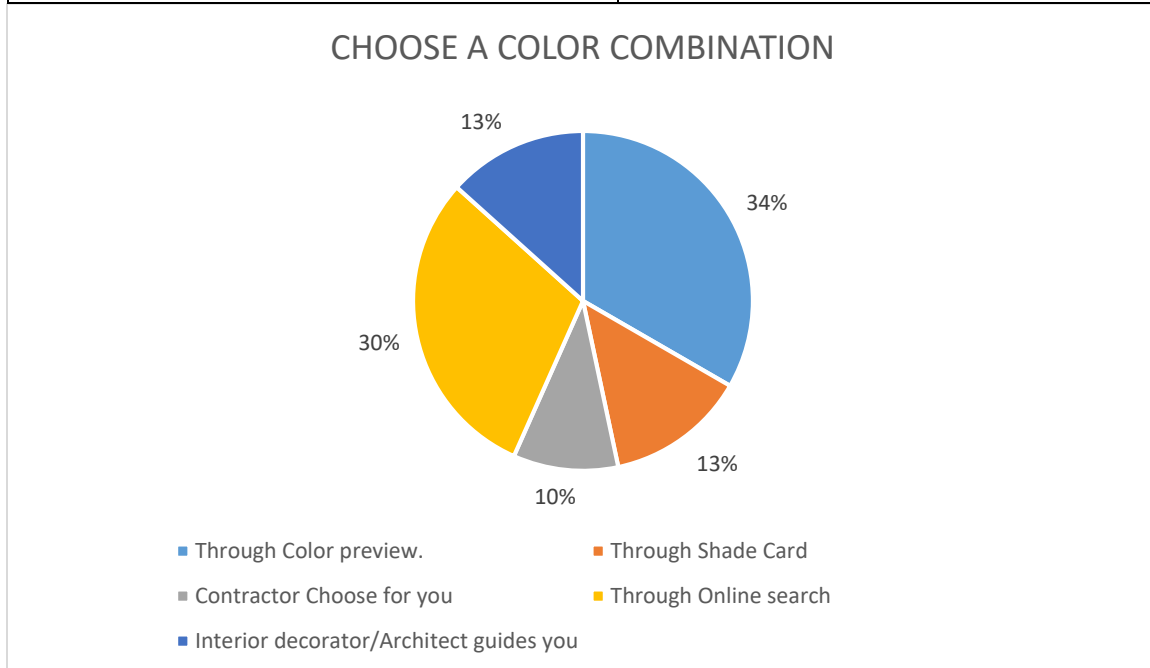
INTERPRETATION

SO FROM ABOVE INTERPRETATION IT HAS BEEN FOUND THAT –

- 44% of respondents are of Berger Asian Paints
- 13% of respondents are of Nerolac
- 10% of respondents are of Dulux
- 33% of respondents are of Asian paints

CHOOSE A COLOR COMBINATION

8	CHOOSE A COLOR COMBINATION
Through Color preview.	10
Through Shade Card	4
Contractor Choose for you	3
Through Online search	9
Interior decorator/Architect guides you	4
Total	30



INTERPRETATION

SO FROM ABOVE INTERPRETATION IT HAS BEEN FOUND THAT –

- 34% of respondents are of Through Color preview.
- 13% of respondents are of Through Shade Card
- 10% of respondents are of Contractor Choose for you
- 30% of respondents are of Through Online search
- 13% of respondents are of Interior decorator/Architect guides you

Si.No	Name	Contact Number	Painting Type	Form of Paints
1	Somen Dash	9238333868	Repainting	Both
2	Gori Sankar Patnayak	7978100573	Repainting	Interior
3	Jaider Nayak	9937214252	New panting	Both
4	Satyabrata Sahoo	9348127289	New panting	Both
5	Parewar Paride	9937845186	New panting	Both
6	Umakanth Nath	9937688442	New panting	Both
7	Jagat Behera	8018332262	New panting	Both
8	Sib kumar Das	8895082970	Repainting	Both
9	Biswajit Patra	9338106001	Repainting	Exterior
10	Rajesh Gupta	9437054932	Repainting	Both
11	Sadia prakash Parida	9833441158	New panting	Both
12	Ajit subudhi	9692072296	Repainting	Both
13	kamini prusty	7008821011	Repainting	Both
14	Himansu Boss	9432844883	Repainting	Both
15	Satanarayan Patra	7205638829	Repainting	Exterior
16	Mr. Bikash	8328899609	Repainting	Both
17	Pratap Swain	6746835111	New panting	Both
18	Mahasweta Mukherjeet	9938675745	Repainting	Both
19	Mr. Bapi	9327831426	Repainting	Both
20	Mr. Sishir	9178985796	Repainting	Exterior
21	Mr. Sishir	9178985796	Repainting	Both
22	Mr. Rakesh	8598097889	Repainting	Exterior
23	Abhisek Patra	7787897188	Repainting	Exterior
24	Mr. Bubu	8260571566	Repainting	Exterior
25	Gayatri prusty	9348920941	Repainting	Both
26	Bandana Patra	9040028802	Repainting	Both
27	Aadarsh Agrwala	9776556534	Repainting	Interior
28	Abhinash Patra	9861568381	Repainting	Interior
29	Asihwarya Mohanti	8908368157	Repainting	Both
30	Upasana Mohanti	9124340678	Repainting	Both

FINDINGS

- On the basis of the analysis it has been observed Berger paints is very prominent in the market because of its high quality products, competitive price rate.
- Owners prefer their own decision while choosing painting.
- Customers prefer giving both labor and material to contractor for getting the work done.
- Customers choose their color from Shade Card.
- Customers choose Berger paints, out of the sample surveyed; it is found that company has great opportunities in the Market.
- People purchase Berger paints as they perceive it as a reputed brand as against other paints in the market.
- We found that the main factors which the high availability of shades, Affordability of paints, Easy availability of paints etc. are important factors while choosing paints so from the study we conclude that products and company are well known among the customers.
- A very few share of respondents dislike the product.
- Out of 30 samples surveyed most of the people like Berger paints as well as it is prominent in the market area of Bhubaneswar.

Chapter-5

Suggestions

And

Conclusions

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.

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Annexure

I am Dinesh Patra, a student of BIITM I-MBA 8th semester, doing my summer internship in Berger paints company and undertaken a market survey about the dealer preferences and feedback about the paints and requesting you to provide the information for completion of my research work. This survey is only for study purpose not for business purpose.

Customer Name-

Location-

Age-

20-30		30-40		40-50		>50	
-------	--	-------	--	-------	--	-----	--

Occupation:- Salaried ☐ Self Employment ☐ Professional ☐
Home Maker ☐ Retired ☐ Other ☐

1. Which kind of building visited?

Simplex ☐ Duplex ☐ Flat ☐ Commercial ☐

2. What is the Painting stage of Building?

Fresh Painting ☐ Re-Painting ☐ Under-Construction ☐

3. Status of the Building?

Hot (0-3 months) ☐ Warm (3-6 months) ☐

Cold (>6 months) ☐

4. What is the painting cycle of your building?

Every year ☐ In every 3 years ☐

In every 5 years ☐ More than 5 years ☐

5. When it was last painted?

6. Who is the decision maker on painting?

Owner ☐ Painter ☐ Builder ☐ Contractor ☐

7. Do you have any in-house painter/contractor?

Yes ☐ No ☐

If yes, would you like to share his details?

8. How the work given to a contractor?

Labour and material ☐ only Labour ☐

9. What is the important factor in choosing paints?

Important factors in choosing paint	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Product Performance					
Product's Price					
Employee interaction					
Overall Satisfaction					
Economic cost					
Search and evaluation cost					
Learning cost					
Transactional Cost					
similar or better quality and price					
Similar satisfaction					

Others attractive promotion					
Advertisement					
In-store Experience					
Intention to try new brand					
Intention to switch whenever find problems with current brand					
Decision to switch					

10. Which brand do you prefer more& why?

Berger Asian Paints ☐ **Nerolac** ☐

Dulux ☐ **Asian paints** ☐

11. How do you choose a color combination?

a) Through Color preview. ☐

b) Through Shade Card ☐

c) Contractor Choose for you ☐

d) Through Online search ☐

e) Interior decorator/Architect guides you ☐

f) Any other option (Please specify))

If through Interior decorator/Architect, Please share his/her details.

12. Need any assistance from Berger Paints.

No ☐ **Yes** ☐