

A
Project Report On
Analyzing trade promotion strategies and understanding its effectiveness
For

Esdee Paints Ltd

Submitted By
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Under the Guidance of,
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To whom-so-ever it may concern

This is to certify that Sachchit Bhalchandra Ranade has completed his Project work on the topic Analyzing trade promotion strategies and understanding it's effectiveness for Esdee Paints Ltd during the period from 15/10/21 to 15/01/22.

He has been sincere, hardworking and punctual in his work.

We wish him success in his future endeavors.

Authorized signatory.

Designation

Company Seal

I will be receiving the letter in a week, will attach it once I get the same from the company.

Declaration

I Sachchit Bhalchandra Ranade, of MBA-2 : Seat No MKT202111 hereby declare that the Project work titled Analyzing trade promotion strategies and understanding its effectiveness which has been submitted to University of Pune, is an original work of the undersigned and has not been reproduced from any other source. I further declare that the material obtained from other sources has been duly acknowledged in the report.

Date: 30/1/2022

Signature

Place: Pune

Name:

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Executive Summary

The purpose of this project titled “Analysing trade promotion strategies and understanding its effectiveness for Esdee Paints Ltd” is divided in two parts. The first part of the study includes interviewing traders/retailers who currently are the dealers for Esdee paints. This data which has been collected through the interview has helped in deriving many conclusions regarding various schemes that the company has implemented for the advantage of their dealers and the kind of response the retailers have about these schemes. Information regarding their perception about the price, range of products etc was collected. This is totally a quantitative research based on a descriptive research design. The second part of the project is an analysis. This is the analysis what the dealers feel about the schemes and whether they are satisfied or not.

The research includes introduction about the internship, information about the topic of the research, objectives, scope and literature reviews. The next part includes theoretical background of the study and at end data interpretation and findings, suggestions and conclusion.

The research was conducted with the view to analyse, evaluate and to consider the feedback received from the retailer and utilize these responses for betterment of the organization. The best alternative was choosing to increase the sales of the organization and in turn increases the profits:

The researcher states that: the information or data collected from the Respondents is authentic.

Introduction

Trade involves the transfer of goods from one person or entity to another, often in exchange for money. Economists refer to a system or network that allows trade as a market.

In business and marketing, “trade” refers to the relationship between manufacturers and retailers. Trade promotion is part of revenue management and refers to marketing campaigns directed at wholesalers or retailers rather than at final consumers. It is a marketing technique aimed at increasing demand for products in retail stores. In a trade promotion, wholesalers and/or retailers are offered special price discounts (often in addition to a trade allowance), subsidized or free display racks or stands, gifts, or other incentives.

. Trade Promotion is a marketing technique aimed at increasing demand for products in retail stores based on special pricing, display fixtures, demonstrations, value-added bonuses, no-obligation gifts, and more.

Trade Promotions can offer several benefits to businesses. Retail stores can be an extremely competitive environment; trade promotions can help companies differentiate their products from the competition. Companies can utilize Trade Promotions to increase product visibility and brand awareness with consumers. Trade Promotions can also increase a product's consumption rate, or the average quantity of a product used by consumers in a given time period. Furthermore, effective Trade Promotions can enlarge a product's market segment penetration, or the product's total sales in proportion to the category's competition. Moreover, companies use Trade Promotions to improve distribution of their product(s) at retailers and strengthen relationships with retailers. Lastly, Trade Promotions can be leveraged to introduce new product launches into retail stores.

Trade promotion is used to achieve the following

1. To increase demand of products in retail stores.
2. To increase product visibility and brand awareness with consumers
3. To increase the total sales of the product
4. To strengthen the relationships with the retailers and introduce a new product in the retail stores.

Basic Overview of the Paint Industry

The Indian Paint industry, estimated to be a Rs.21,000 Cr. industry, has been growing at a rate of above 15% for the past few years. The organized players of the industry cater to about 65% of the overall demand, whereas the unorganized players take care of the remaining 35%, in value terms. The unorganized players mainly dominate the distemper segment. The industry consists of two segments, namely

- Decorative segment – caters to the housing sector
- Industrial segment - consists of powder coatings, floor coatings and other protective coatings catering to the automobile, marine and other industries.

In the domestic market, Decorative segment accounts for 70% of the total demand for paints whereas the industrial segment accounts for the remaining 30%. Globally, the demand for paints is almost equally distributed, where both the segments account for close to 50% of demand.

The Indian paint industry has recently completed 100 years of manufacturing. Manufacturing of Indian paints started around 1902. The Indian paint industry has seen a gradual shift in the preferences of people from the traditional whitewash to higher quality paints like emulsions and enamel. Growing popularity of new variants providing improved finishing and textures, increasing per capita income of people and efforts on the part of manufacturers to introduce improved versions like ecofriendly, odourfree and dust and water-resistant paints, have propelled the growth of the paint market in India. Efforts on the part of the manufacturers to introduce innovative technologies in the paint market have led to a growth in demand for paints in India. Paint manufacturers are giving due attention to consumer's color preferences. The market is witnessing introduction of breakthrough technologies to improve the paint quality. Paint companies are also increasingly investing in their R&D to carve out a differentiated product in the market.

The Indian Paint Industry is only segment of the Indian chemical industry that has been sharing a consistent double digit growth rate in the last five years. The growth rates recorded over the last few years have been extremely encountered with upward trend in paint demand and consumption.

Drivers to the growth of the Paint Industry

1. Increasing level of income and education – The increasing proportion of young population along with increasing disposable incomes is leading to a change in consumer habits. The Indian economy is shifting from a savings economy to a spending economy. With more income at their disposal, people are now ready to pay for better products and paint is no exception. Educated consumers are more brand conscious and seek value in what they consume. Thus, paint companies offering value-added features like non-toxicity, weather protection, texture, eco- friendly production, etc. will attract more demand. These value-added products enable the manufacturers to earn a better premium as compared to the regular paints, thus offering higher margins.

2. Increasing Urbanization : Urbanization is leading to a shift from temporary houses to permanent houses. Urban houses are well-designed in its interior as well as exterior aspect. This calls for more houses being painted using medium and premium paints. For urban houses, interior design is becoming a fashion statement and a lot of paint is used to decorate the interiors. This will lead to an increase in the per capita consumption of paint which will increase the overall demand of paint. Urbanization also brings more nuclear families. More nuclear families mean more number of houses even for the existing population thus further driving the demand.

3. Increasing share of organized sector: Decrease in taxes on key raw materials will improve the position of the organized players. The Organized sector is expanding its distribution network and adopting the installation of tinting machines at retail outlets. These tinting machines offer a wide variety of color shade options to choose from. The unorganized players are not in a position to offer such facility as it is comparatively capital intensive. Shift in use, from distemper segment towards premier segment is also shifting market share from the unorganized sector to the organized sector. 4. Development of the Realty, Automobile and Infrastructure sector: The growth of the paint industry is largely dependent on the development of the realty and housing sector, as decorative segment generates about 70% of the total paint demand from this sector. The Automobile segment generates more than two-third of the demand for Industrial paints, and hence is the growth driver for Industrial Paints. The Infrastructure segment creates direct demand for paints as well as creates indirect

demand through supporting the growth of the realty, automobile, FMCG and other industries where paint is used. The growth potential in the above 3 sectors is immense, the paint industry being dependent on these 3 sectors is expected to grow along with them.

5. Availability of financing options: Easier housing finance and auto finance is expected to favor more people to buy houses and travel in personal vehicles. This will drive the growth of housing and automobile sector, of which the Paint industry will get its share. 6. Increasing Penetration in the Rural Markets: Paint usage in rural areas is generally in the distemper segment, hence dominated by the unorganized players. Demand in rural areas is dependent on agriculture, which is dependent on the monsoons. With the development of irrigation facility, the dependence of agricultural output on monsoons will be on a decreasing trend. Also, with the modernization of agriculture and accompanying development of rural India, consumer preferences are expected to improve. Paint companies are expanding their distribution network in rural parts of India, which is a relatively untapped market for the organized players. These factors supported by the increasing penetration of the paint companies will help drive the demand for paints.

Effects of the pandemic on paint industry

COVID-19 has been the most disruptive force for the global paint and coating industry in recent memory.

The Indian paint and coatings industry has seen demand nose-dive in the last one year in an unprecedented manner.

Although production at most of the paint production units has resumed in a staggered manner, the continuing rising number of cases and falling demand has caused anxiety among the leading paint and coating producers.

Companies have changed their way of offering promotional schemes to the retailers. The Pandemic has changed the way people spend their money. Everything has shifted to a digital platform but Paint is one of the very few industries which is functioning as it was before the pandemic. Changes in promotional activities have been affecting the buying behavior of retailers.

Company Profile

Established in 1963, Esdee Paints Limited is one of the leading paint manufacturing companies in India that is well recognized for Automotive Refinishes, Decorative and Wood finishes, Industrial – High-Performance coatings and specialty coatings like Glass finishes. In addition, the company also develops tailor-made products to meet the requirements of OEM customers. Esdee is an ISO 9001:2015, 14001:2015 and BS OHSAS 18001:2007 certified company and, our products are approved by reputed organizations like C.I.R.T, A.R.A.I. etc.

Proud to say, Esdee Paints has undoubted recognition for the most reliable quality products.

About Esdee Paints LTD

Esdee Paints Limited was established in the year 1963 at Thane, Maharashtra on a modest scale with a determined focus on serving the Automotive Refinish and Decorative Paint market. In India, the company has now emerged as one of the leading and reliable manufacturers of Paints and Allied Products after serving the Indian Paint Industry for the last 53 years with its five state-of-the-art manufacturing facilities with sophisticated machinery and equipment. With an absolute emphasis on the quality, Esdee products have found wide acceptance in the market which enabled us to diversify into areas like Wood Finishes, Industrial and other specialized coatings. The in-house state-of-the-art Research and Development lab scientists are continuously engaged in developing products with the latest technology. Only after thorough testing of products with hi-tech testing equipment, products are launched and delivered to the market.

As far as the manufacturing facility is concerned, the Company has the annual production capacity of more than 500 lakhs Ltrs/Kgs. Esdee products are tested and approved by reputed test houses such as National Test House (N.T.H.), Central Institute of Road Transport (C.I.R.T.) and The Automotive Research Association of India (A.R.A.I.). Quality, Service, Commitment and Creativity are the driving forces of our business. Our state-of-the-art technology helps us to offer products in compliance with stringent global standards. Today, with our multi-location (5) plants and the best manufacturing practices with good governance, we are a fast growing company well known for good and trustworthy quality products, competitiveness and quality solutions and services.

OUR HISTORY

Late Mr. Ganesh Lal Dawra started Esdee Paints at Thane in the year 1963 as a small-scale unit. Backed by vision and commitment, today, 53 years later, it has grown into a major player in Industrial, Protective, Decorative and Specialized Coatings. The company has emerged as a leader in Auto Refinishing, Wood Finishes, and Industrial Coating markets.

The vision behind Esdee Paints Limited is Mr. Mahavir G Dawra, a dynamic new generation technocrat– entrepreneur, who finds opportunities for improvement in the problems.

Unwavering focus on technology & customer service constantly keeps the company in the fast track of growth. To cater to growing demand from various market segments, additional manufacturing facilities are installed at Vatva, Moraiya and Turbhe (situated in Gujarat and Maharashtra respectively) in the year 1988, 1994, 2007 and 2010.

Esdee Paints Limited is a pioneer in India to introduce Polyurethane Coatings for the general refinishing market of Automotive & Industrial use. For a long time, Esdee Paints is considered as the right solution provider for coating problems by various industries.

OUR VISION

- To be recognized globally as a reliable solution provider of proven quality products
- To maintain high-level of business ethics & work within the framework of environmental safety
- To offer high-quality products with optimum utilization of technology at appropriate price
- To continuously strive for customer satisfaction beyond their expectation

OUR MISSION

- To continuously provide better & environment-friendly coating solutions
- To develop & innovate by continuous Research & Development
- To go by the motto, ‘Customer satisfaction by all means’
- To nurture the culture of dynamism and learning in all the employees leading to everyone’s professional & personal growth

QUALITY

Esdee products are tested and approved by reputed test houses such as National Test House (N.T.H.), Central Institute of Road Transport (C.I.R.T.) and the Automotive Research Association of India (A.R.A.I.).

Quality, Service, Commitment and Creativity are the driving forces of our business. Our state-of-the-art technology helps us to offer products in compliance with stringent global standards. Today, with our multi-location (5) plants and the best manufacturing practices with good governance, we are an enthusiastic and fast growing company well-known for good and trustworthy quality products, competitiveness and quality solutions and services.

Esdee Paints has a C&F setup in almost 20 states in India. The States are further divided into areas for easy and rapid service and delivery to retailers

Our Products :

- Auto Finish
 1. Superset

- Interior Emulsion
 1. ultra luxury premium emulsion – ecosilk
 2. high sheen emulsion - sheen max emulsion
 3. premium interior emulsion – harmony emulsion
 4. interior emulsion 1 - swagat emulsion
 5. interior emulsion 2 - value plus emulsion
 6. acrylic distemper

- primers/putty
 1. acrylic primer sealer - primol
 2. multipurpose primer - value plus primer
 3. universal primer - swagat universal primer
 4. professional primer - esq primer

- Exterior Emulsion
 1. elastomeric acrylic high performance finishing coat -esdura emulsion coat
 2. ultimate exterior protection - perfex emulsion
 3. acrylic emulsion (economical) - value plus emulsion
 4. professional premium emulsion - esq emulsion
 5. professional exterior emulsion - swagat emulsion

- wood finish
 1. Timbercoat basecoat wood sealer
 2. Timbercoat premium polyurethane sealer exterior / interior
 3. Timbercoat penetration primer sealer
 4. Timbercoat melamine wood finish sanding sealer
 5. Timbercoat sanding sealer
 6. Timbercoat polyurethane sanding sealer (fast drying)
 7. Timbercoat polyurethane MDF filler white
 8. wood stain (solvent based)

Theoretical background

Trade promotions are inducements offered by manufacturers to retailers to encourage them to reduce retail prices. Trade promotions are temporary price cuts that manufacturers offer retailers to encourage them to reduce retail prices. While trade promotion spending as a percentage of marketing budget has increased dramatically. Trade promotions are widely practiced but sparingly researched. Retailers prefer trade promotions that provide short-term economic benefits; vendors prefer those that provide long-term, franchise-building benefits. Both promotion satisfaction and relationship satisfaction with the vendor play important roles in trade deal receptiveness. Trade promotions are marketing campaigns and promotions organized by brands that are aimed at increasing sales within a retailer, sweetening the pot for both the store and the shopper. This is partly a B2B marketing play,

1) Discounts / Increased margin of sale

The number 1 type of trade promotions run by any company is offering discounts or increasing the margin offered to the channel dealer. This is especially useful for small business owners who do not have the time or the manpower to run company operated trade promotions at dealer end.

By this method, the dealer himself is motivated to run ideas so that he can promote the product in his locality. Each locality and region is different. Hence, by using this method, each dealer will run a different style of trade promotion to achieve his targets. There can be a criteria attached to this type of trade promotions. It can be offered if the dealer does 150% of his targets. Or even if he achieves 100%.

The problem with this type of trade promotions is that there is no guarantee of the effort that the retailer or dealer has put in selling your product.

2) Incentives to Sales staff / Gifting

Another excellent type of trade promotion is to give incentive to sales staff. Ultimately, the sales staff is the one which is going to be in touch with the customer. The sales staff also get

very happy whenever monetary awards are announced and the aggressive ones will go all out to achieve the targets.

Care should be taken that the figures are properly tracked at all times and there is no unfair treatment given to a particular sales staff which can demotivate him in the long term. The objective of trade promotions is clearly to motivate your sales dealer and their staff to sell the product better. However, unethical means should not be used to achieve sales targets.

It is upto the company to decide whether the incentive should be in the type of a monetary reward or it should be gifts given to executive. Gifts have a unique value and they are more like a recognition and respect for the sales executive. However, monetary value might be more of a reward for him because he might need the money or might buy whatever he wishes from that money. It can also be left upto each executive whether he wants monetary reward or wants to choose gifts.

3) Coupons / rebates

Coupons are always attractive to end customers because they ensure a guaranteed discount at the retailer or the dealers outlet. This is also a method to drive traffic to the retailer's store and can be especially used when the retail outlet is brand new or when it is losing out to a competition.

Coupons are types of sales promotions in itself. However, it can be used at the trade promotions level and the dealer can run Scratch cards or other such coupon based promotions so that customers get "Assured gifts". when the company backs the dealer in running such coupon or rebate based promotions, then the dealer is extra motivated to sell your items. At the same time, this ensures liquidation of stock and refilling at dealer end.

4) Dealer competition

A fantastic way to motivate your dealers to perform better is to keep dealer competitions. These dealer competitions can be short term or long term. Short term ones can actually be regional, for example, the best sales dealer in territory X gets a free print ad in newspaper from the company or he gets free incentives for all his sales people.

Another, long term format of dealer competition is to keep awards every year or to have dealer leagues within the company. Example would be a Platinum league of dealers who get additional 2% discount on all products they sell. Gold league which gets 1% discount, so on and so forth.

What this does is, it motivates the dealers in 2 ways. a) to get the additional discount being offered to league members. b) To gain respect in the company. Thus, Dealer competitions can be an excellent type of trade promotions if used judiciously.

You can also Free holidays in the form of conferences or product launches to a group of dealers who have outperformed in sales and revenue generation.

5) Exhibitions / Trade shows

In one of the companies worked for, we used to have regional meetings between the distributors and his dealers. These meetings used to showcase all the products we had in our company. And we used to keep lunch for all the retailers who report to distributors. During such sessions, we came across many questions for products. Some questions were very positive feedbacks where the product could be improved. Other questions were immediately answered and led to further learning for the dealers.

Just like the above meeting between distributors and retailers, similar trade promotion techniques can be used by arranging trade shows and exhibitions where the dealers get to meet their top customers and answer the queries by these top customers. At the same time, such exhibitions also help in acquiring new channel members as well.

6) Co operative advertising

If you look at newspaper ads done by some popular consumer durable companies like LG, Sony and others, you will see that they always highlight regional dealers in their ads. Companies like Apple, which are selective in their dealer selection and have premium outlets only, directly sponsor their channel dealers to give ads in newspapers.

The co operative advertising actually helps the awareness of the channel dealer in that region. This in turn helps the overall sales of the products and the brand. Co operative advertising

should be done when the dealer has launched or prior to seasonal sales. This increases the recall of the brand in the mind of the consumers.

7) Providing demonstrators

When a customer enters a multi brand showroom, then he himself is confused with regards to which brand to purchase. At such times, in-shop demonstrators, who are sponsored by the company can help a lot in convincing the customer and converting them. These in shop demonstrators are trained to have the complete knowledge of the product at their fingertips.

Naturally, the brands which provide in-shop demonstrators to retailers and dealers have the upper hand as compared to brands which cannot sponsor such demonstrators. While buying a television, if a demonstrator tells me 10 reasons of superiority of the product against competitors , then i will buy the television just because i was given the knowledge. Such informational sales talk can go a long way in acquiring more customers.

8) POP material or Sampling of product

If your type of products cannot have in shop demonstrators and if they are too low in value, then there are other types of trade promotions you should use. One is to use an excellent point of purchase branding exercise. Using various POP material such as danglers in showroom, on product display, pillar branding etc can help the brand retention in the mind of the customers.

Similarly, FMCG products should target impulse buying and should also conduct time to time sampling of the products. Nowadays, much of the sampling is done by offering product bundling (1+1 free). Nonetheless, products like perfumes, eatables etc can be offered as samples.

Strategies Considered for Esdee Paints

1. ATR – It stands for Annual Turnover rebate. ATR is calculated by different companies in their own format decided for that financial year in the board meetings ATR is the amount of money issued by the company to the traders/retailers for completing certain targets for net sales in that financial year

For Esdee Paints the company has put slabs according to the turnover of that financial year

Net sale from 6 lakh to 12 lakh – 1% of total net sale given as discount

Net sale from 12 lakh to 18 lakh – 1.5% of total net sale given as discount

Net sale above 18 lakh – 2% of total net sale given as discount

2. Trip scheme – This was a very attractive scheme for dealer. But after covid most of the companies have cancelled their trip scheme. The condition for the dealers is to complete a base of 50Lakh per year to qualify. After he crosses the base , various locations are decided according to the targets that he achieves and qualifying dealers are taken for a foreign trip.

3. Free Sample – This scheme is used to start a certain product at a retail counter. Samples of certain product are given free of cost to later generate the order for that item from the dealer. This strategy always works because you're letting your retailers experience your product before nudging them to purchase it. This instils the feeling of trust and removes all apprehension regarding the purchase. It is also a great way to introduce new aspects of an existing product or new products that have just been launched.

4. Goodies from Company – The Company tries its level best to keep the dealers and the painters happy. They distribute T-shirts, caps, masks, table clocks etc. to certain dealers based on their performance.

5. Extra per liter rebate – A rebate offers money back to customers. Rebates can either be instantly redeemed - as a price reduction upon purchase, just like coupons - or claimed later, such as in the case of mail-in rebates. The consumer first pays full price for the product, then sends the manufacturer a proof of purchase. The manufacturer, in return, sends the consumer a refund by credit note.

6. Painters meet – In this strategy the company focuses more on the painters who will be the final user of the product. A Program is held at decided venue and all the painters connected with the retailers are invited... Some product explanation/application is shown and painters are urged to use the same...

In Store Display - Product displays in retail outlets aren't created equal. On shelves, the "bull's eye zone" - the second and third shelves from the top - carry hot-selling items and top brands. Bottom shelves are where bulk items and store brands are located.

Items are placed at end caps to stand out, which comes at an additional cost for the manufacturer, and point-of-purchase (POP) placements offer merchandise that shoppers buy on impulse while waiting for their turn at the cash register. POP items include candies, chocolates, batteries, playing cards, magazines, and toothbrushes.

Other in-store display tactics you can tap to promote your retailer products include:

- Floor stickers
- Special racks
- Signs, banners, and posters
- Lifesize display stands
- Demonstrations

Objectives

1. To Understand various trade promotion strategies implemented by the company.
2. To understand effectiveness of these strategies in the market.
3. To Analyze the retailer satisfaction/response towards these strategies.
4. To understand the retailers suggestions towards these strategies

Scope of Study :

- 1) Scope of study is Pune District
- 2) The topic will cover different types of trade promotion strategies implemented by the company.
- 3) The topic will cover retailer response/satisfaction towards various promotion strategies
- 4) The study also analyzes expectation of retailers in terms of product promotion towards the company.
- 5) This study will also help to the company to know about its promotional activities.

Limitations:

1. The study is only restricted to Pune district.
2. The findings of the study are exclusively based on the information provided by the respondents.
3. Some of them were not ready to respond for the questionnaire
4. Time constraint was one of the major limitations.

Research Methodology

A statement of the problem is used in research work as a claim that outlines the problem addressed by a study. A good research problem should address an existing gap in knowledge in the field and lead to further research.

It focuses on the following points - What data to collect , Who to collect it from , How to collect it , How to analyse it,

In other words, the methodology chapter should justify the design choices, by showing that the chosen methods and techniques are the best fit for the research aims and objectives, and will provide valid and reliable results. A good research methodology provides scientifically sound findings, whereas a poor methodology doesn't.

This report too with the help of research tries to address one of the aspects of any organization i.e. Trade promotion strategies and their effectiveness.

STATEMENT OF PROBLEM: The study gives a clear view regarding the trade promotion strategies being carried out by Esdee paints ltd. The purpose of this study is to understand various strategies implemented by the company and the way in which the retailers respond to these strategies.

RESEARCH DESIGN:

In this project descriptive research design is used. It includes surveys and fact finding enquires of different kinds. Descriptive research is used to describe characteristics of a population or phenomenon being studied. It does not answer questions about how/when/why the characteristics occurred. Rather it addresses the "what" question

Population: A population is a complete set of people with a specialized set of characteristics, and a sample is a subset of the population.

Population is 100 retailers.

Sample Size: A sample design is a definite plan for obtaining a sample from a given population. It refers to the technique or the procedure the researcher would adopt in selecting items for the sample.

Sample Size for this research is 40 retailers.

Method :

In this research Non-Probability **Convenience Sampling** method is used

A convenience sample is a type of non-probability sampling method where the sample is taken from a group of people easy to contact or to reach. There are no other criteria to the sampling method except that people be available and willing to participate. In addition, this type of sampling method does not require that a simple random sample is generated, since the only criterion is whether the participants agree to participate

DATA COLLECTION:

- ❖ Primary data
- ❖ Secondary data

Primary data - Preliminary information from study collected through. Discussion. Such data can be generated by the survey using Questionnaire.

Secondary data - Secondary data was obtained from the company's official sales figures and income statements and financial management of the information, text books, periodicals and other information in the annual reports.

Questionnaire – The sample questionnaire contains 2 sections Demographic section and Actual questions. It is a total set of 15 questions with most of it being close ended. Some questions are kept as open ended as the research is carried out in form of discussion with the retailers.

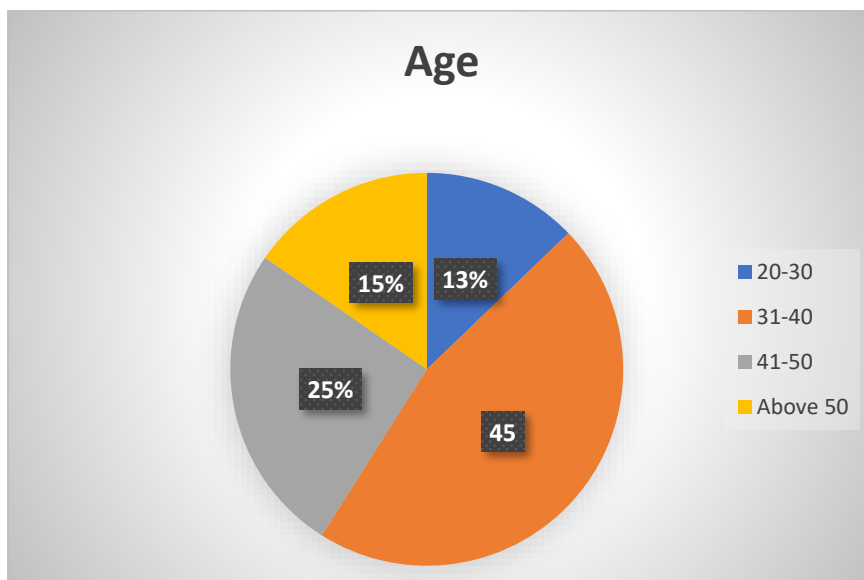
Statistical tools :

- Pie chart
- Bar Diagram

Sample Profile:

- Age

Age	Total	Percentage
20-30	5	12.5
31-40	18	45
41-50	10	25
Above 50	6	15
Total	40	-

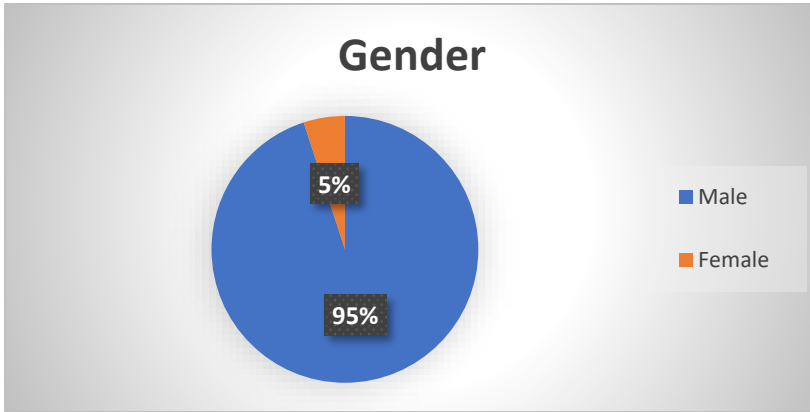


From the data we can interpret that 13% retailers belong to age group 20 to 30 , 45% retailers belong to age group 31 to 40 , 25% retailers belong to age group 41 to 50 and 15% retailers belong to age group 50 & above.

- Gender

Gender	Total	Percentage
Male	38	95
Female	2	5

Other	N/A	N/A
	40	

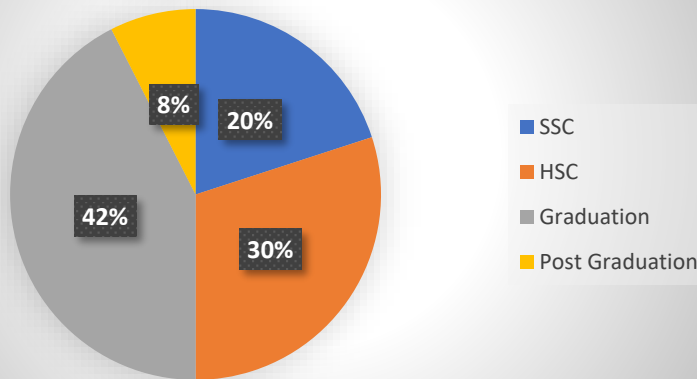


From this Data we can interpret that 95% of the retailers are male while only 5% are Female. This shows that the paint industry is a Male dominated industry.

- Educational Qualification

Educational Qualification	Total	Percentage
SSC	8	20
HSC	12	30
Graduation	17	42.5
Post-Graduation	3	7.5
	40	

Educational Qualification

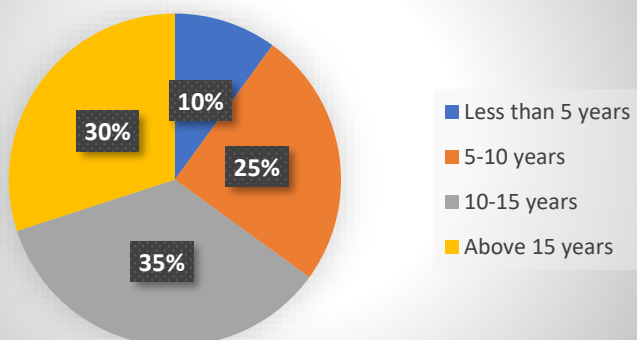


We can interpret that 20% retailers have completed their SSC but have not studied further. 30% retailers have passed their HSC. 42% retailers have completed their graduation. 8% retailers have completed their post-graduation.

- Since how long have you been in this business

Business Experience	Total	Percentage
Less than 5 years	4	10
5-10 years	10	25
10-15 years	14	35
Above 15 years	12	30
	40	

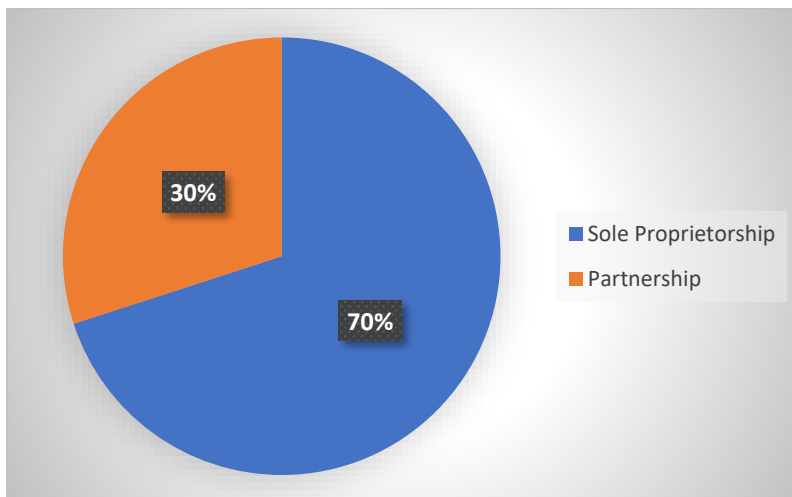
Business Experience



We can interpret that 10% retailers have an experience of less than 5 years. 25% retailers have an business experience of 5 to 10 years. 35% retailers are vastly experienced and have been working for 10 to 15 years in this field. 30% retailers are the most experienced and have an experience of above 15 years.

- What type of business form do you have, sole proprietorship/partnership?

Type of Business	Total	Percentage
Sole Proprietorship	28	70
Partnership	12	30
	40	



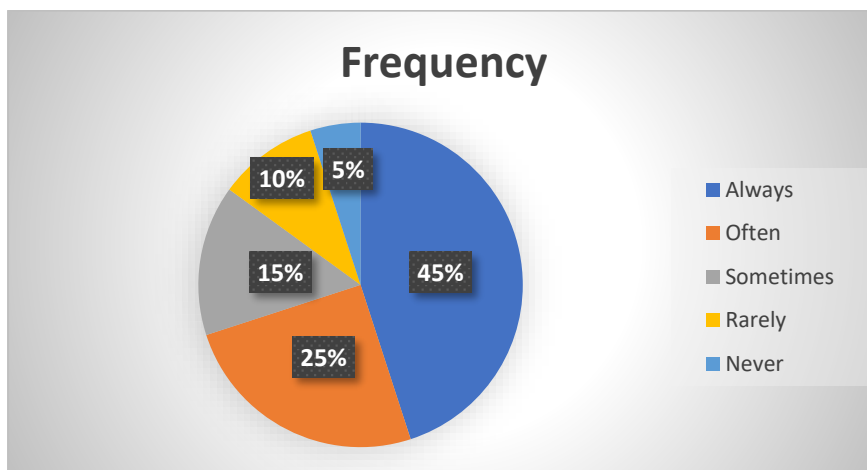
From the figures 70% retailers are the sole owners of their shop. While the remaining 30% have started their shop with some partner (Partnership)

Data Analysis and Interpretation

Section B

- Do you get timely information of sales promotion schemes from the company?

Frequency	Total	Percentage
Always	18	45
Often	10	25
Sometimes	6	15
Rarely	4	10
Never	2	5
	40	

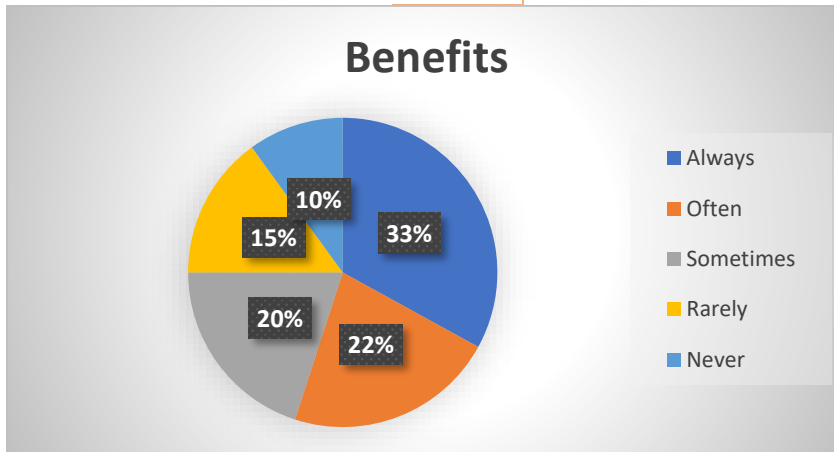


From the figures mentioned above 45% retailers always get the information about promotional schemes on time. 25% retailers get the information often. 15% retailers are sometimes contacted about the scheme. 10% retailers are rarely informed about the scheme. 5% retailers are never informed about the scheme.

- Does the benefit of sales promotion scheme reach to you properly?

Frequency	Total	Percentage
Always	13	33

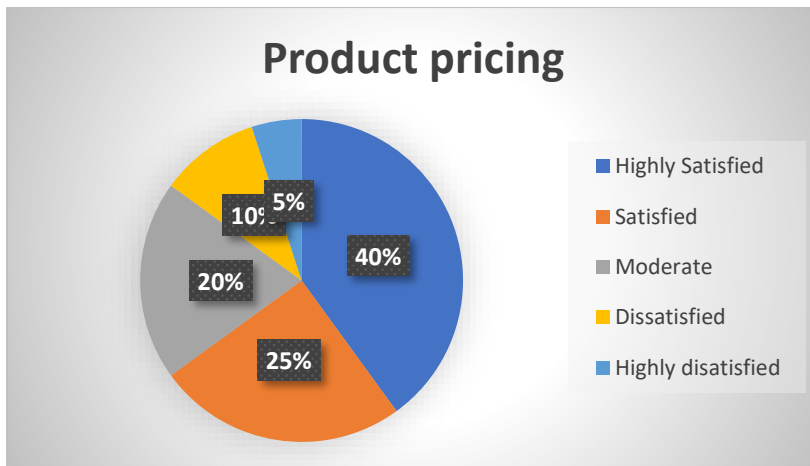
Often	9	22
Sometimes	8	20
Rarely	6	15
Never	4	10
	40	



From the collected data we can interpret that 33% retailers always get the benefits from the company on time. 22% retailers receive these benefits often. 20% retailers sometimes receive the benefits from company's side. 15% rarely get these advantages. We can also see that 10% retailers never get benefits of sales promotion schemes.

- What do you think about the price of the product?

Frequency	Total	Percentage
Highly Satisfied	16	40
Satisfied	10	25
Moderate	8	20
Dissatisfied	4	10
Highly dissatisfied	2	5
	40	

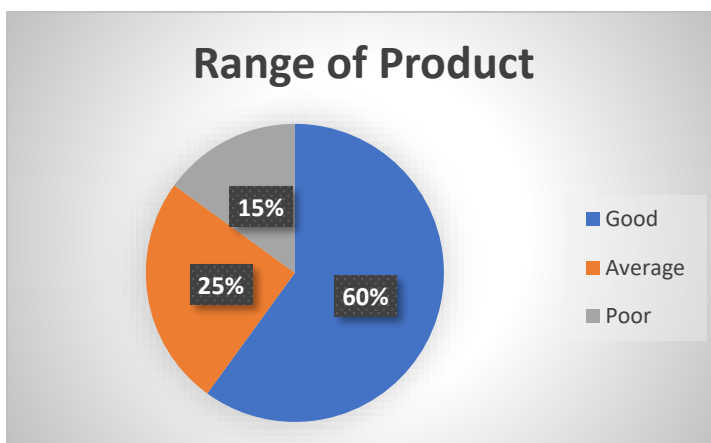


From the collected data , We can interpret that 40% retailers are highly satisfied with the pricing of the products. 25% are satisfied with the pricing. Response of 20% people was that they were moderately happy about pricing. 10% retailers are dissatisfied with the product pricing while 5% are highly dissatisfied regarding the pricing.

- How do you rate the range of Products?

Range of products

Frequency	Total	Percentage
Good	24	60
Average	10	25
Poor	6	15
	40	

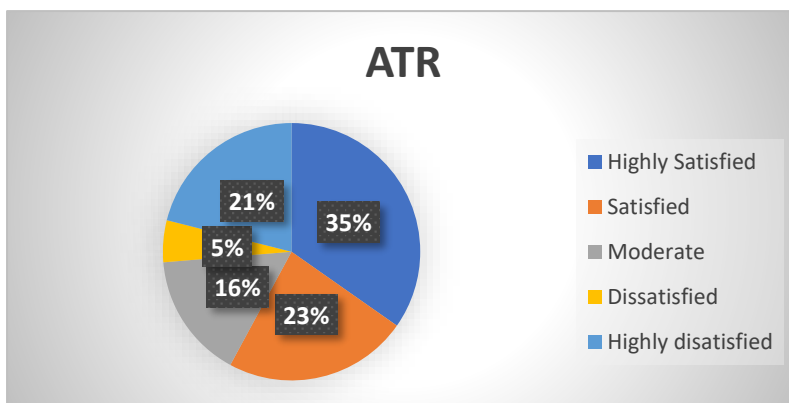


60% retailers feel that the product range of Esdee Paints ltd is good. 25% retailers feel that product range is average. While 15% feel that product range is not up to the mark.

- How do you rate Esdee Paints on the following trade promotion schemes

1. ATR

Frequency	Total	Percentage
Highly Satisfied	14	33
Satisfied	10	22
Moderate	6	15
Dissatisfied	2	5
Highly dissatisfied	8	20
	40	

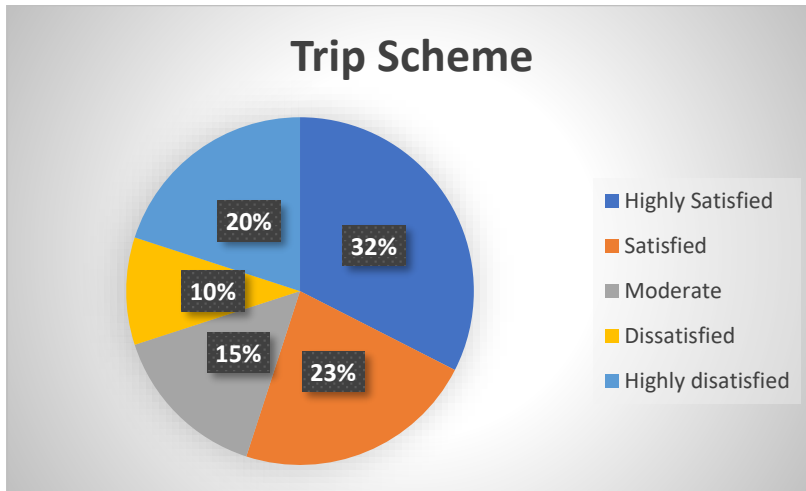


The annual turnover rebate scheme is one of the most important and beneficial scheme. Rightly 35% retailers are highly satisfied with the ATR scheme. 23% are satisfied with the scheme. 16% retailers are moderately satisfied. 2% are dissatisfied. We can see that 21% are highly dissatisfied with the ATR scheme of the company.

2. Trip scheme

Frequency	Total	Percentage
Highly Satisfied	13	32.5
Satisfied	9	22.5

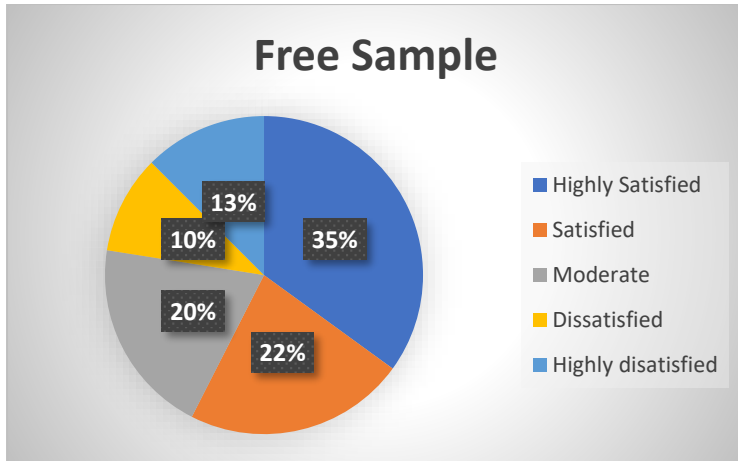
Moderate	6	15
Dissatisfied	4	10
Highly dissatisfied	8	20
	40	



The trip scheme is one of the most important and beneficial scheme. 32% retailers are highly satisfied with the trip scheme. 23% are satisfied with the scheme. 15% retailers are moderately satisfied. 10% are dissatisfied. We can see that 20% are highly dissatisfied with the trip scheme of the company.

3. Free Sample scheme

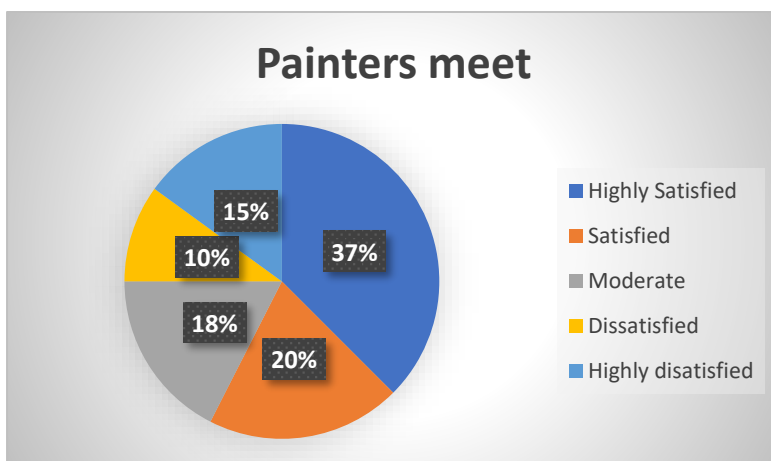
Frequency	Total	Percentage
Highly Satisfied	14	35
Satisfied	9	22.5
Moderate	8	20
Dissatisfied	4	10
Highly dissatisfied	5	12.5
	40	



Free sample schemes are always beneficial to the retailers to start selling a new product. 35% retailers are highly satisfied with the company for giving free samples. 22% are satisfied with the scheme. 20% retailers are moderately satisfied. 10% are dissatisfied. We can see that 13% are highly dissatisfied with the trip scheme of the company

4. Painters meet

Frequency	Total	Percentage
Highly Satisfied	15	37.5
Satisfied	8	20
Moderate	7	17.5
Dissatisfied	4	10
Highly dissatisfied	6	15
	40	

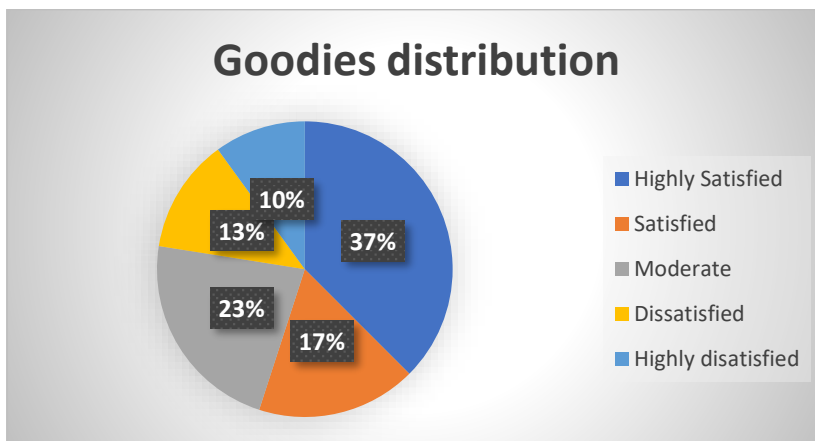


In this strategy the company focuses more on the painters who will be the final user of the product. This in turn is beneficial to the retailers as their sale increases. 37% retailers are

highly satisfied with the company for arranging painters meet. 20% are satisfied with the scheme. 18% retailers are moderately satisfied. 10% are dissatisfied. We can interpret that 15% are highly dissatisfied with the company regarding the painters meet scheme.

5. Goodies Distribution

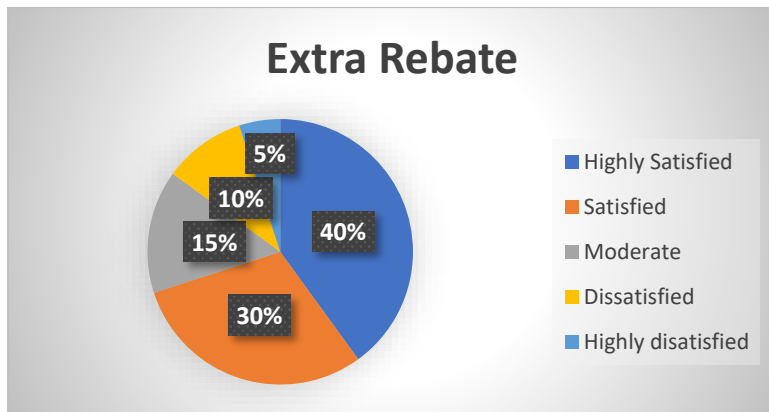
Frequency	Total	Percentage
Highly Satisfied	15	37.5
Satisfied	7	17.5
Moderate	9	22.5
Dissatisfied	5	12.5
Highly dissatisfied	4	10
	40	



T-shirts , caps, masks stickers are distributed by the company and retailers further pass them on to their staff or painters. 37% retailers are highly satisfied with the company for distribution of goodies. 17% are satisfied with the scheme. 23% retailers are moderately satisfied. 13% are dissatisfied. We can interpret that 10% are highly dissatisfied with the company regarding distribution of goodies.

6. Extra per litre rebate

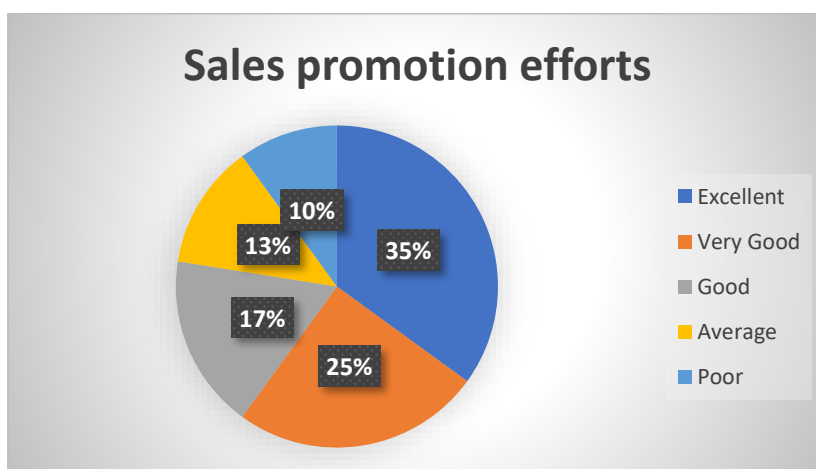
Frequency	Total	Percentage
Highly Satisfied	16	40
Satisfied	12	30
Moderate	6	15
Dissatisfied	4	10
Highly dissatisfied	2	5
	40	



The retailers are given some extra discount on certain items and encouraged to take maximum advantage. 40% retailers are highly satisfied with the company for offering some extra rebate. 30% are satisfied with the scheme. 15% retailers are moderately satisfied. 10% are dissatisfied. We can interpret that 5% are highly dissatisfied with the company regarding this extra rebate scheme.

- How do you rate the sales promotion efforts of the company?

Frequency	Total	Percentage
Excellent	14	35
Very Good	10	25
Good	7	17.5
Average	5	12.5
Poor	4	10
	40	

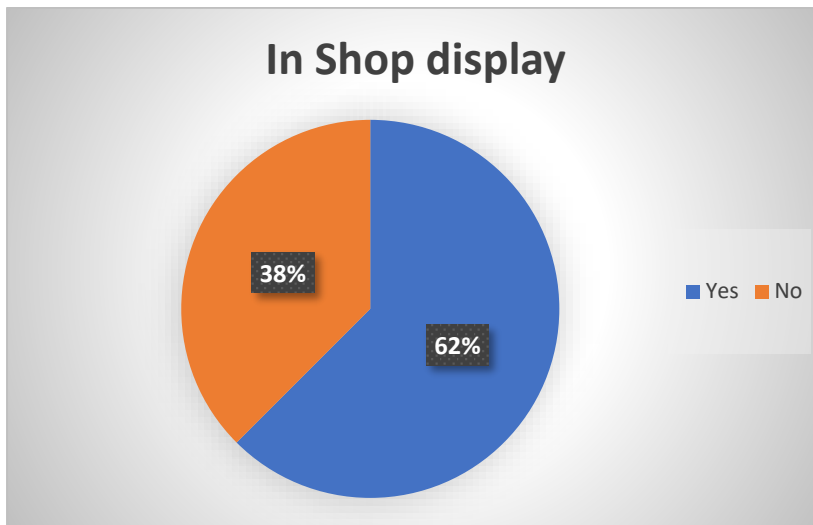


We can interpret that 35% retailers feel that sales promotion efforts of Esdee Paints Ltd are excellent. 25% feel that the effort is very good. 17% retailers have the opinion that the efforts

from company's side are good. 13% feel that these efforts are average. Although 10% retailers feel that the company does not do any effort for promotion and efforts are poor.

- Does the company provide extra incentives for In shop display

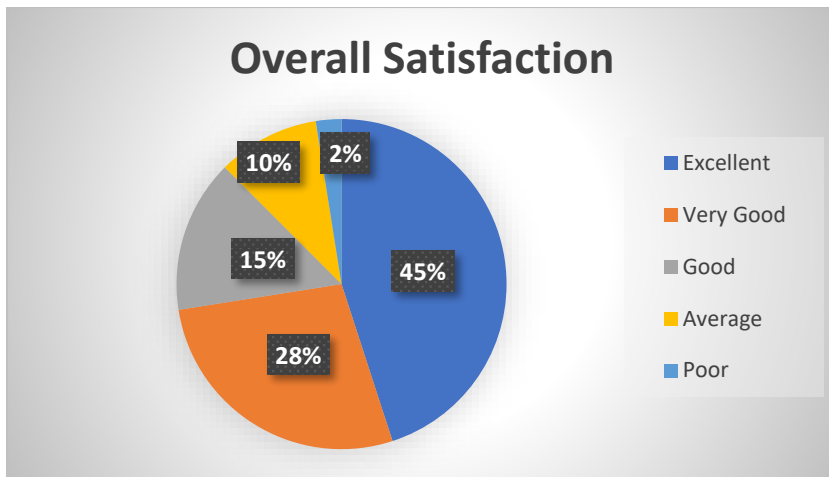
Type of Business	Total	Percentage
Yes	25	62.5
No	15	37.5
	40	



In shop display plays a major role in attracting customers. 62% retailers are provided extra incentives for displaying Esdee products in their shop. While 38% are not given any incentives.

- Overall Satisfaction Rating of trade promotion strategies

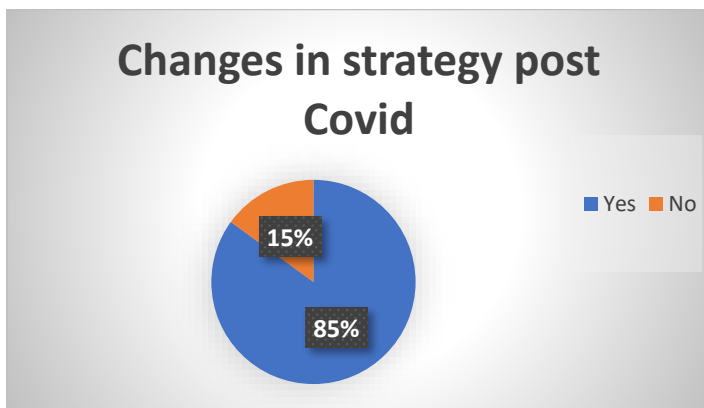
Frequency	Total	Percentage
Excellent	18	45
Very Good	11	27.5
Good	6	15
Average	4	10
Poor	1	2.5
	40	



From the collected data we can say that 45% retailers rated the overall satisfaction as excellent. While 28% rated it as very good. 15% retailers stated that their overall satisfaction is good. 10% feel that their overall satisfaction is average. Only 2% feel that they are not satisfied overall , which is a big thing for the company.

- Have you changed your strategies post pandemic ?

Change in strategy	Total	Percentage
Yes	34	85
No	6	15
	40	



We can interpret that majority that is 85% retailers have changed their strategies post Covid while 15% still use same strategies.

Findings

1. We found out that most of the retailers belong to the age group 30 to 40 so they are well experienced
2. Paint Industry in India is a male dominated industry.
3. Most of the shop owners are graduates and they can understand the value of schemes properly
4. The company gives timely information about the schemes to their dealers.
5. Most of the retailers are satisfied with the price and product range of Esdee Paints Ltd.
6. The ATR scheme gave the retailers a lot of profit and they were happy with it.
7. Distribution of free samples helped the dealers to start certain new products and this in turn increased the sale of Esdee Paints Ltd
8. Retailers were very happy with the painter meets carried out by the company, they were shown applications of products and so Painters started ordering the same products from these retailers
9. Goodies like T-shirts and masks etc were distributed among some important dealers by the company.
10. Dealers profit increased due to the extra rebate provided by the company on some products
11. Some dealers are given extra incentives to display Esdee Paints products in their shops. This is done so that the only the displayed product is visible.
12. The pandemic has changed the way of functioning for the paint industry and the same is applicable to retailers as they have changed their approach of selling products
13. Overall the retailers are satisfied with Esdee Paints Ltd

Suggestions :

1. Proper Journey cycle visit should be scheduled by the sales team to enhance interaction with the dealer.
2. The sales team should also explain about the current market schemes and push the retailers to buy Esdee paints products.
3. Sales officer interaction could help solve problems related service, product

availability and also lead generation.

4. Further improvements can be made to increase stocking so that all range of products are covered.
5. Some dealers were not able to complete their annual target , but are major dealers for the company . So the company should give them some extra rebates in place of the ATR.
6. On store activity/product trials for dealers and painters. We could conduct activity to enhance the technical knowledge of the product. On store activity should focus on methodology of product usage and their USP so that it would be easy for dealers to convince customers.
7. The company should give special store schemes for non-exclusive dealers . Implementation of individual special Store Schemes would increase the sales contribution.
8. Extra per liter schemes must be given to all dealers irrespective of their purchase as dealers are influenced by profit margin Dealers would support the company providing them with increased purchase order .
9. Scheduled Point Of Purchase Stalls in-front of dealer outlen by the depot to enhance the product awareness and visibility.
10. On-time delivery and Replacement of damaged product as early as possible. Timely delivery has been the source of dissatisfaction among the dealers so it should be rectified. This would also help to improve their overall satisfaction about the company
11. Implement certain schemes to bridge the gap between the dealer and company. Feedback forms would reduce the communication gap between the dealer.

Conclusion

The Project was aimed to understand the trade promotion strategies implemented by Esdee Paints Ltd and analyze the effectiveness of these schemes.

Going by the recent economy, all companies are engaged in a race to attract more retailers build a long term relationship with their loyal customers. The key to loyalty is through ensuring that retailers are happy or satisfied . A satisfied retailer will act as a spokes person of the company's product, and bring in more buyers.

For this they have to ensure that retailers are kept satisfied by offering timely schemes to them. Every retailer is profit oriented , so he is of the opinion that maximum schemes should be allotted to them so that their profits increase. This in turn will increase their purchases from the company

All the efforts of the company are to try and understand the buying motives keeping in mind the profits , maintaining proper stock levels and working out suitable promotional strategy is to ensure that maximum retailers buy products of Esdee Paints. In Today's competitive environment, where companies are adopting various methods to woo the prospective consumers, Esdee paints must focus on the type and quality of schemes that they give to the traders/retailers.

To conclude

the study with the positive note that Esdee Paints have a good number of loyal retailers who regularly buy products of the company. Even though retailers are loyal, but some of them are not fully satisfied . To improve the satisfaction level of the retailers and to maintain the level of satisfaction among the retailers, the company must adopt various new strategies to improve profit and bridge the gap between the company and it's retailers as they should feel a connect towards the company which will help in maximizing purchases.

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<https://www.marketing91.com/types-of-trade-promotions>

Appendices :

Questionnaire

Demographic Profile

1. Age
 - 20-30
 - 31-40
 - 41-50
 - Above 50

2. Gender
 - Male
 - Female
 - Other

3. Educational qualification
 - SSC
 - HSC
 - Graduation
 - Post-graduation


4. How long are you into this business
 - Less than 5 years
 - 5-10 years
 - 10 -15 years
 - Above 15 years

5. Type of Business
 - Sole Proprietorship
 - Partnership


Section B

 Do you get timely information of sales promotion methods from the company?

- Always
- Often
- Sometime
- Rarely
- Never

 Does the benefit of sales promotion scheme reach to you properly?

- Always
- Often
- Sometimes
- Rarely
- Never

 How satisfied are you with the pricing of the products?

- Highly satisfied
- Satisfied
- Moderate
- Highly dissatisfied
- Dissatisfied

 How do you rate the range of Products?


- a. Good
- b. Average
- c. Poor

 How do you rate Esdee Paints on the following Parameters


Parameter	Highly Satisfied	Satisfied	Moderate	Dissatisfied	Highly dissatisfied
Annual turnover rebate					
Trip scheme					
Free Samples					
Painters meet					
Goodies from Company					
Extra per liter rebate					

 How do you rate Esdee Paints on the following Parameters


- Excellent
- Very good
- Good
- Average
- Poor

 Does the company provide extra incentives for In shop display

- Yes
- No

 Overall Satisfaction Rating of trade promotion strategies

- Excellent
- Very good
- Good
- Average
- Poor

 Have you changed your strategies during or post Pandemic

- Yes
- No