

A Study on Marketing and Distribution Practices of Vembanad Cement in Kollam District

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ABSTRACT

Internship is a period of work experience offered by an employer to give students and graduates exposure to the working environment, often with in a specific industry, which refers in their field of study. Interns are usually under graduates, post graduates or students. And the internship period can be as short as a week or long as 12 months. An internship can give a real insight into the world worse by allowing to us to build in the theory that we learned at university and will strengthen our CV and make us more employable. The internship offering a chance to test our skills in real life and gain an insight into an organization or career path.

1. INTRODUCTION

The internship is offered as an opportunity for young professionals to expose their skills towards a real working environment and in a way it aimed to strengthen their commitment towards the work. It also helps in preparing personal career plan and introduce potential future work environment. By this way the intern can develop supplementary skills during internship and make contact with potential future employers. The potential gain during an internship will indicate a person's ability in structuring future studies, particularly when it comes to deciding what aspect he/she focusing on. An internship and the study's focus will help to establishing an individual career plan.

2. OBJECTIVES

1. To sensitise the nuances of the workplace and to understand the group process and dynamics in organisations in first person perspective.
2. To work outside the traditional campus environment to gain practical job experience.

3. FUNCTIONS OF MARKETING DEPARTMENT

- To identify the needs and wants of the consumers
- To meet the demand of the consumers
- Developing new better products
- Successful distribution of the products
- Improving the quality of products or service

MARKETING CHANNEL

COMPANY → DEPOTS → STOCKIEST → DEALERS → CUSTOMERS

MARKETING ACTIVITIES

The company has a well-established marketing department. There is an efficient sales force under the marketing manager. The whole system comes under the general manager. TCL has got 14 sales representatives throughout Kerala.

MARKET SHARE

Today out of the total production of white cement in India, the market share of vembanad white cement is 20%.

STOCKLIST

TCL has 50 stockists in Kerala in which 42 stockist are for white cement.

TCL has more than 2000 dealers for white cement and paint in Kerala.

TCL has 8 stockists for white cement in Tamil Nadu

TCL has more than 500 dealers for white cement in Tamil Nadu.

SALES

TCLs vembanad white cement has 16000 Tons sales in previous year

TCLs new product of vembanad wall putty was expected a sales of 1500 Tons in current year

MAIN COMPETITORS

MAIN COMPETITORS ARE:

- JK
- BIRLA
- RKC
- BERGER
- ASIAN PAINT

TECHNIQUES FOR MARKETING

- COUPON SALES
- DISCOUNTS
- FREE TRANSPORT FOR AFFORDABLE QUANTITY
- CREDIT SALES THOSE WHO ARE PERMITTED

PROMOTION ACTIVATES FOR PRODUCTS

- DEALER DISCOUNT
- STOCKIEST DISCOUNT
- PAINTERS MEETING (COUPON SALE)
- DISCOUNT SCHEME

PROMOTION ACTIVITIES FOR REPRESENTATIVES

Incentives / compliments to those who achieve targets.

STAFF

15 staff is working under marketing department

DISCOUNT ALLOWED BY TCL

The company gives trade discount of 10% and each discount of 4% for purchase of 250kg and above. The company allows 3% discount on freight allowances and 3% on special discount. In every three months, the company gives 15 quantity discounts for 200kg, 2% discount for 50kg. They also give an annual discount of 3%.

PACKAGES AND THEIR MARKET PRICE OF PRODUCTS

PRODUCTS	PACKAGES	PRICE IN KERALA MARKET
WHITE CEMENT	50 KG	₹1280
	25 KG	₹675
	5 KG	₹175
	1 KG	₹40
WALL PUTTY	40 KG	₹1160
	20 KG	₹701
	5 KG	₹190
	1 KG	₹46
SHELKEM PAINT	25 KG	
	5 KG	
	3 KG	
	1 KG	

TABLE No 1

4. CONCLUSION

The management and staff as a whole showered its enormous help towards the completion of the internship. The employees spent their valuable time irrespective of schedule. These 30 days internship helped to familiarize with the organization and its functions and got unstinted support and assistance from guide and other officials. This study helped to learn more about organization structure and studies of its various departments and got information about various departmental activities of the company. Moreover it helped to learned how a company is successful in the high competitive market. The internship is the result of whole hearted support of the entire staff. The employees were cordial and helping. As a whole it was an interesting and informative experience in the TCL.

During the period of study undergone at TCL Nattakom, opportunities were created to have an exposure to the management function of department involved in the working and management of a cement industry. The study provided useful insights into the company and its functioning. It is worth that the company has done a great task in the provision of cement products to cater the needs of construction in a big way. TCL happens to be the only manufacture of white cement with lime shell as its main raw material. With the implementation of a new technology, improving the marketing strategies, and solving the existing problems, the company is ensured of bright prospects

5. REFERENCE

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