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Condition of Sanitary Fittings Industry in Northern India

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ABSTRACT

This article aims to discuss marketing, prices, fluctuations, demand, supply, and market conditions and obstacles along with all the necessary information on sanitary and bath fitting industry and its performance around North India. We will also be looking into the impact of covid on this industry and what is the current state of the industry in the northern part of India. We will discuss the most complex aspect that is marketing in this sector as it is diversified as compared to other sectors briefly in this research paper along with a basic questionnaire to be asked to many good businessmen in the field who can guide us towards the right suggestions and conclusions.

1 INTRODUCTION

Sanitary includes Cp fittings along with showers etc for bath fittings. The industry got a boom back around 2010 when local firms emerged and started giving competition to larger ones. Earlier Jaquar and hindware were the monopolies in the market but local firms too now hold a big share in the market. JALANDHAR in punjab is the main production hub of this product containing factories like sanit, migma etc which dominate the rural areas.

2 METHODOLOGY

For this research a questionnaire was prepared and distributed to various individuals. From the states of punjab, himachal pradesh and Jammu and kashmir from 18 good retailers and wholesalers.

3 MARKETING

So starting with the first and the foremost basic thing which is the base for the research called marketing. Some points related to marketing will be discussed-

1. Marketing of this industry is not an easy work first of all as there is a lot of competition in the market. This competition is different for different firms due to different circumstances-

1. Competition from local firms:- this is the competition mostly faced from big companies. In India big companies in this sector are JAQUAR AND HINDWARE and many more. These companies use a very simple and effective strategy to increase their sales. They hire individuals and ask each one to complete a particular amount of sale in a particular time. This has them to increase their sale over a particular period of time.

2. Competition from bigger firms- As local (smaller) firms give competition to bigger firms, in the same way they also get some tough competition from bigger firms that is the competition faced is generally by the local firms.

3. Competition in between the firms- Generally there is a lot of competition in between the firms too due to a lot of circumstances. Firms are keen to reach as many customers they can. In bath fittings industry price and quality both have an impact so that is the things firms generally or I may say mostly focus on.

FIRMS AND FACTORIES TRY TO ATTRACT AS MANY POSSIBLE WHOLESALERS SO THAT THOSE WHOLESALERS ARE ABLE TO REACH AS MANY RETAILERS TO ACHIEVE THE GOAL OF SALES AND PROFIT MAXIMIZATION.

Now we will discuss all the questions and their impact asked to the retailers and wholesalers as well as the factory head of the sanitary fittings-

Que-1- Are you satisfied with the line of business you are in. If no which line of business would you choose?

Ans- The answers were quite similar in this. People were very satisfied with the field they were in. Exceptions were still there were still some people who wanted to change their work.

My view- I believe that the sanitary business is quite satisfying for the people who know how to purchase well and sell at a marginal price.

What studies say- According to studies, more than 80% in this business are happy with their work.

Que-2- Is there a lot of margin in your product?

Ans- There was contrasting answers for this question. Some said there were margins and some said there were not.

My view- Your margin depends upon your marketing power and the ability to influence customer.

What studies say- According to various other sources, there is a reasonable margin for medium businessmen. Averagely, margin is around 23 to 35% for retailers and 10% for wholesalers. Rest depends upon the purchasing power as well as bargaining ability.

Que-3- Are you able to make sufficient profits by selling your product?

Ans-- There were 7 traders who said they were able to make sufficient profits for growth of their business rest said that profits were just in hand to fulfill the basic requirement.

My view- I think that the scale at which you are doing your business decides your profits and not the type of business.

What studies say- According to studies, the profits for an average Town salesman is 20% of the cost incurred after covering the cost.

Que-4- Is the price of your product properly regulated?

Ans-- Many traders had problems with the price of their product increasing and decreasing at a regular basis. Only a few were satisfied with the price regulations.

My view- According to me, price is not as stable as in other businesses in this business. What studies say- According to previous researches, this is mainly due to daily fluctuations in the prices of brass a metal which makes up taps and bath fittings.

Que-5- Is the product a one time sell or does it have recurring customers?

Ans-- The product is a one time sell for the traders who trade near villages but recurring in responses of those who trade in big cities or we may say industrial hubs.

My view- According to me, this is because of the fact that villages contain domestic places mostly whereas cities have industries, which have many areas to be covered and in the process of production somewhere, taps and all are destroyed.

What studies say- Studies say the exactly same thing that domestically sanitary ware requires less maintenance and replacement as compared to industries.

Que-6- Is there a lot of competition?

Ans-- In context to this question, most of the traders wrote that yes there is a lot of competition in this area.

My view- According to my view, competition is less in rural areas, some areas even have scarcity of this product.

What studies say- There is a lot of competition in developed areas but not in the non developed ones as people keep the product at their shop frequently but not in rural areas.

Que-7- Which type of customers do you get the most?

Ans- Mostly people said that they received household customers.

My view- According to me the type of customers depends upon the place you do your business in.

What studies say- According to studies, big projects like hotels and government are already taken by multinational companies so domestic traders have a good number of household customers left with them.

Que-8- Which type of product is preferred by the customer?

Ans- The traders living in the rural areas said that they get customers demanding domestic products while the traders in cities said the other way.

My view- According to me customers these days prefer quality product at a reasonable price, no matter it is domestic or international.

What studies say- According to studies people mostly prefer domestic products but the people who can afford top notch companies prefer international ones.

Que-9- Do you have a scope of immense growth?

Ans- Answers were quite similar. Almost all the retailers said that yes there is a scope of immense growth in the business.

My view- I believe that if you have sufficient profits and good market response, then you can diversify into different areas like hardware and washroom tiles system etc.

What studies say- In india, the business can be evenly increased, it just depends on the marketresponse.

Que-10- Is advertising this product costly?

And- Yes it is very costly.

My view- It must be costly as it requires a display at the shops to advertise effectively for the customers coming. Display cost around 20 to 30 thousand per company display.

What studies say- Reasearches in this area agree with what retailers say that advertisement is costly.

Que-11- Does your business rely on paid advertising or Word of mouth?

Ans-- According to answers business mostly relies on word of mouth.

My view- I personally believe that business relies on both paid advertising and Word of mouth. Paid advertising brings the first customer and then that customer is circulated as you own advertising person if he gets satisfactory service making word of mouth come into play.

What studies say- I found no information about this even after deep research.pp

Que-12- Are customer service groups required in this field?

And- Yes plumbers are the one playing the role of customer serviceman

My view- Surely custmoer service groups are required to fulfill people's needs of fitting asanitary ware.

What studies say- According to various studies, plumbers and other important people should be very nice and skilled to help reach your business to heights and help it earn a reputation and good will.

Que-13- Are government laws important for you to understand to establish your product?

And- Almost half the people agreed and the rest denied.

My view- I believe that the government laws are always necessary no matter what kind of a business it is we need to keep the taxation and other policies of the government in mind.

What studies say- Government laws should be kept in consideration. In this area people ignore them as they are not very strict.

Que-14- Has the covid pandemic effected your business?

Ans- As expected everyone in this profession almost everyone said that covid pandemic has decreased the sales and Increased the prices negatively effecting their business.

My view- Covit hit this business very hard. And negatively impacted the area.

What studies say- they also agree upon the same thing that the purchasing power has decreased so people are not willing to spend more on any kind of expense be it important people want the best and reasonable possible prices.

4. CONCLUSION-

The business is a good business. The purchasing power of customers too matter. The area where your business is set up plays a very important role. The variety of companies and products should be available as that is the area which earns you more. There is an immense scope of growth but on the condition that profits are accumulated in the business only. Advertising the business is very costly. Companies too bear some part of the cost. Also covid has hit the industry which already had regular fluctuations in the prizes very hard. People who are updating into new products with time are the ones succeeding in the business.