



---

## **A Study on Distribution of Machinery Parts at Paresh Engineering Corporation**

***Yesha Patel***

Student, B.V. Patel Institute of Management  
UKA Tarsadia University-Bardoli

---

### **ABSTRACT**

Researcher have undertaken the training under the title of “A Study on Distribution of Machinery Parts at PareshEngineering Corporation”, which is the curriculum of my BBA programme. I undertake this topic for taking practical exposure Paresh Engineering Corporation. The primary objective of the study is “To identify effectiveness in Distribution System in Paresh Engineering Corporation” and the secondary objective is “To study the factors of distribution followed by the Paresh Engineering Corporation”, and the factors are time, distance, availability. For achieving this objective researcher has used descriptive research design and primary data collection method. For getting the result of my research study about “A Study on Distribution of Machinery Parts at Paresh Engineering Corporation, a sample of 40 respondents was taken for carrying out research. For this research data are collected from the questionnaire which were being filled up by the workers and employees who were working in the firm. After collecting the data through questionnaire, I came to know about how distribution of machinery parts is been done at Paresh Engineering Corporation. In the organization, majority of employees are male, unmarried and belong to young age group. Employees and workers are happy with their workplace. Workers and employees are satisfied with financial incentive they get by the firm and are motivate to work in effective and efficient manner. Workers are satisfied with the working relationship with their head and are motivated with individual work. So, from the findings I can conclude that most of the workers and employees are satisfied and happy in the firm.

---

---

### **Introduction**

Distribution is one of the four elements of the marketing mix. Distribution is the process of making a product or service available for the consumer or business user who needs it. This can be done directly by the producer or service provider or using indirect channels with distributors or intermediaries. The other three elements of the marketing mix are product, pricing, and promotion. Distribution is fundamentally concerned with ensuring that products reach target customers in the most direct and cost-efficient manner. In the case of services, distribution is principally concerned with access. Although distribution, as a concept, is relatively simple, in practice distribution management may involve a diverse range of activities and disciplines including detailed logistics, transportation, warehousing, storage, inventory management as well as channel management including selection of channel members and rewarding distributors.

---

### **Review of literature**

1. **(Shengli Li, Hsing Kenneth Cheng, 2018)** The optimal distribution channel of physical goods has been extensively studied, there is a lack of research for that of enterprise software as a digital good. This research analyses the optimal distribution of enterprise software by taking into account the distinct features of enterprise.
2. **(Yassine Benrqya, Dominique Estampe, 2015)** Distribution in order to achieve the required performance from their supply chain. Companies wonder about the consistency of their distribution with the types of products they are selling. The article deals with the issue of product segmentation and distribution selection (cross-docking versus traditional warehousing).
3. **(Hongyan Shi, Yunchaun Liu, 2012)** The paper shows that the effect of different distribution channel structures on product quality depends its distribution in a market. When end user is uniformly distributed either vertically on willingness to pay on transaction costs, a manufacturer may provide the same or lower product quality in a decentralized channel than in a centralized channel.
4. **(R. Agus Trihatmoko and Roch Mulyani, 2018)** Product distribution is the main activity in the marketing management of products that are mass for the needs of consumers. The distribution or implementation of product placements has the purpose of bringing the product closer to prospective its target market. The distribution serves in the distribution of effective goods and services to clients targeted by the

company (Hidajet Karaxha and Halit Karaxha, 2015).

5. (Xibo Yuan, Jiabin Wang, 2012) Electric vehicles (EVs) with a distributed drive train configuration offer great potential and flexibility for improving system efficiency, performance, reliability, and safety. The paper investigates a distribution for a front- and rear-wheel-driven micronized EV to improve drive train efficiency over a wide torque and speed range.

---

### Research Objective

- To identify effectiveness in Distribution System in Paresh Engineering Corporation.
- To study the factors of distribution followed by the Paresh Engineering Corporation.

---

### Research Methodology

This study is conducted through primary data. A structured questionnaire was created on the basis of that data was collected from 40 employees, various tools like cross-tabulation, chi-square etc. were used. All of the analysis is done through SPSS software.

### Hypothesis Development

H0: There is no significant relationship between performance and income.

H1: There is significant relationship between performance and income.

---

### Findings of the study

#### Demographic profile

Variable	Frequency	Percentage
<b>Gender:</b>		
Male	40	28.6
<b>Income:</b>		
Below 50,000	31	77.50
Above 50,000	7	17.50
Above 1 lakh	2	5
<b>Age:</b>		
Under 30 years	30	75
30-40	5	12.50
Above 40 years	5	12.50
<b>Marital status:</b>		
Single	31	77.50
Married	9	22.50
<b>Education:</b>		
SSC	1	2.50
HSC	11	27.50
Graduate	24	60
Others	2	5

From above table we can interpret that 100% of respondent are male, out of 40 respondent 77.50% people income is below 50 thousand, 17.50% people of income is above 50 thousand, 5% people of income is above 1 lakh, 75% of respondent are under 30 years. 12.50% of respondent are age of 30-40 years. 12.50% of respondent are age of above 40 years. 77.50% are single and 22.50% are married, 60% people are graduated, 27.50% people are HSC educated, 5% are other and 2.50% are SSC educated.

### Test applied

#### Cross Tabulation and Chi-square method

Performance-Income Crosstabulation					
Count					
		Income			Total
		Below 50 thousand	Above 50 thousand	Above 1 lakh	
Performance	Excellent	20	4	1	25
	Very good	4	1	0	5
	Good	7	2	1	10
Total		31	7	2	40

Chi-Square Tests			
	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	.982 <sup>a</sup>	4	.912
Likelihood Ratio	1.123	4	.891
Linear-by-Linear Association	.501	1	.479
N of Valid Cases	40		

a. 7 cells (77.8%) have expected count less than 5. The minimum expected count is .25.

Age- satisfaction crosstabulation					
Count					
		Age			Total
		Under 30 years	30-40 years	Above 40 years	
Satisfaction	Yes	21	5	5	31
	Undecided	7	0	0	7
	None	2	0	0	2
Total		30	5	5	40

Chi-Square Tests			
	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	3.871 <sup>a</sup>	4	.424
Likelihood Ratio	6.001	4	.199
Linear-by-Linear Association	3.145	1	.076
N of Valid Cases	40		

a. 7 cells (77.8%) have expected count less than 5. The minimum expected count is .25.

From the above table it is concluded that significance value is 0.912 which is more than 0.05 so null hypothesis is accepted. So, there is a significant relationship between performance and income.

From the above table it is concluded that significance value is 0.424 which is more than 0.05 so null hypothesis is accepted. So, there is significant relationship between satisfaction and age.

## Conclusion

This study has generated an A Study on Distribution of Machinery Parts at Paresh Engineering Corporation. The researcher collected relevant data, analyse, and interpret the data, summarize its finding and recommend to identify effectiveness in Distribution System in Paresh Engineering Corporation and to study the factors of distribution followed by the Paresh Engineering Corporation.

## References

- [https://scholar.google.co.in/scholar?q=1.+\(Shengli+Li,+Hsing+Kenneth+Cheng,+2018\)&hl=en&as\\_sdt=0&as\\_vis=1&oi=scholar](https://scholar.google.co.in/scholar?q=1.+(Shengli+Li,+Hsing+Kenneth+Cheng,+2018)&hl=en&as_sdt=0&as_vis=1&oi=scholar)
- [https://scholar.google.co.in/scholar?hl=en&as\\_sdt=0%2C5&as\\_vis=1&q=Jan+Olhager%2C+Sebastian+Pashaei%2C2015&btnG=](https://scholar.google.co.in/scholar?hl=en&as_sdt=0%2C5&as_vis=1&q=Jan+Olhager%2C+Sebastian+Pashaei%2C2015&btnG=)
- <https://www.emerald.com/insight/content/doi/10.1108/IJPDLM-03-2019-0091/full/html>
- <https://www.taylorfrancis.com/books/mono/10.1201/9781003151241/electrical-distribution-engineering-anthony-pansini>
- [https://www.researchgate.net/publication/289570895\\_Research\\_on\\_Distribution\\_of\\_Hobbing\\_Machine\\_Spare\\_Parts\\_with\\_Time\\_Limits](https://www.researchgate.net/publication/289570895_Research_on_Distribution_of_Hobbing_Machine_Spare_Parts_with_Time_Limits)
- <https://www.tandfonline.com/doi/abs/10.1080/00207548008919698>
- <https://www.researchgate.net/scientific-contributions/Hongyan-Shi-2132089240>
- <https://ieeexplore.ieee.org/abstract/document/6269119>
- <https://pubsonline.informs.org/doi/abs/10.1287/mnsc.1120.1604>
- [https://scholar.google.co.in/scholar?hl=en&as\\_sdt=0,5&as\\_vis=1&q=R+S+Chegg,+B+Stand,+2013](https://scholar.google.co.in/scholar?hl=en&as_sdt=0,5&as_vis=1&q=R+S+Chegg,+B+Stand,+2013)
- <https://ieeexplore.ieee.org/abstract/document/5617526>
- <https://www.emerald.com/insight/content/doi/10.1108/JHTT-12-2019-0145/full/html>
- [https://papers.ssrn.com/sol3/papers.cfm?abstract\\_id=3340390](https://papers.ssrn.com/sol3/papers.cfm?abstract_id=3340390)
- <https://pubsonline.informs.org/doi/abs/10.1287/mnsc.1090.1023>
- <https://journals.sagepub.com/doi/abs/10.1509/jmkr.40.1.80.19134>
- <https://pubsonline.informs.org/doi/abs/10.1287/mksc.1120.0725>
- [https://scholar.google.co.in/scholar?hl=en&as\\_sdt=0%2C5&as\\_vis=1&q=A+Gustafsson%2C+2010&btnG=](https://scholar.google.co.in/scholar?hl=en&as_sdt=0%2C5&as_vis=1&q=A+Gustafsson%2C+2010&btnG=)
- [https://link.springer.com/chapter/10.1007/978-3-642-01197-9\\_4](https://link.springer.com/chapter/10.1007/978-3-642-01197-9_4)
- <https://ieeexplore.ieee.org/document/9403053>
- <https://www.diva-portal.org/smash/get/diva2:389738/FULLTEXT01.pdf>
- <https://www.sciencedirect.com/science/article/pii/S0970389613000591>
- <https://www.britannica.com/topic/marketing/Marketing-intermediaries-the-distribution-channel>
- <https://dl.acm.org/doi/abs/10.1145/2623330.2623710>