

CAPSTONE PROJECT



ON

“The potential of sales and marketing in Companies”

SUBMITTED IN PARTIAL FULFILLMENT OF THE REQUIREMENTS FOR THE

MASTER’S DEGREE IN BUSINESS ADMINISTRATION

OF

CHANDIGARH UNIVERSITY, GHARUAN, MOHALI

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CERTIFICATE

I have the pleasure in certifying that Sparsh is a student of 4th Semester of the Master's Degree in Business Administration (Batch 2021-2023), of Chandigarh University, Gharuan, Mohali, Punjab with UID No. 21MBA1796. She has completed her project work "Sales and marketing" under my guidance.

I certify that this is her original effort & has not been copied from any other source. This project has also not been submitted in any other institute / University for the purpose of award of any Degree.

This Project fulfils the requirement of the curriculum prescribed by this university for the said course. I recommend this project work for evaluation & consideration for the award of Degree to the student.

Signature: _____

Name of the Guide:- Mr.Hrishi dewangan

Designation: Assistant Professor

Date: _____

EXECUTIVE SUMMARY

Sales play a crucial role in the success and growth of any company. It serves as the primary revenue generator and directly impacts the overall profitability and sustainability of a business. This executive summary highlights the potential of sales in companies and emphasizes key factors that contribute to their success. The potential of sales in companies is closely tied to market demand and growth opportunities. Companies operating in expanding industries or targeting emerging markets have a higher potential for sales growth. Understanding customer needs and aligning product offerings with market trends are critical for capturing market share and driving sales.

Implementing effective sales strategies and tactics is essential for maximizing the potential of sales in companies. A customer-centric approach, emphasizing relationship-building, and providing personalized solutions are key to attracting and retaining customers. Utilizing data-driven insights, leveraging technology, and adopting innovative sales techniques can significantly enhance sales performance.

Legrand India is a leading provider of electrical and digital building infrastructure solutions in India. The company specializes in designing, manufacturing, and distributing a wide range of products and systems for electrical installations and digital infrastructure in residential, commercial, and industrial buildings.

Legrand India is a subsidiary of Legrand Group, a global leader in electrical and digital building infrastructure. The company has a strong presence in India, with multiple manufacturing facilities, R&D centers, and a vast distribution network. Legrand India's product portfolio includes wiring devices, circuit protection devices, home automation systems, lighting management solutions, and structured cabling systems.

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CHAPTER-1

INTRODUCTION

Legrand is a global specialist in electrical and digital building infrastructure. Its multi-polarity, ability to leverage its global knowledge to customize its offerings locally and providing end-to-end solutions across categories and sectors, makes it a preferred partner across segments. Today, globalization is changing lifestyles and customers are asking for more smarter and sleeker solutions. Strengthening the brand philosophy of "Listen, Design, Make, Support" and responding to these requirements of the market, Legrand has introduced several smart innovative solutions to address their needs. In India, Legrand has been a leader in the protection business for the last four decades with a wide range of circuit breakers and distribution boards.

Taking advantage of this strong position and the expertise of the group, Legrand India has progressively developed additional product ranges like wiring devices, home automation, door entry, lighting management system, cable management and structured cabling to its product offer. With 25 offices spread across the country, and an extensive network of over 600 distribution partners and more than 7400 retailers, Legrand proposes a complete solution for every project be it residential, commercial, hospitality or industrial.

With an employee base of over 1000 in India, the company is fast emerging as a leader in its core business by extending products and services that suit every segment in the local market. Legrand products and services comply with the three criteria of simplicity of use, simplicity of installation and simplicity of distribution. The distribution network of over 600 stockists and 6000 retailers enables Legrand (India) to quickly penetrate new market and product segments.

HISTORY OF COMPANY:

The company's origins date back to 1865, when a Limoges porcelain (in France's Limousin region) workshop was set up on the route to Lyon originally making porcelain dishes. In 1904, the company was taken over by Frédéric Legrand, who gave his name to the company. In 1919, the company entered into partnership with Jean Mondot, an artisan from Limoges who had started, a small factory, in Exideuil making electric switches using porcelain and boxwood.

Manufacturing subsequently gradually diversified into electrical equipment. At that time, before the appearance of plastic, porcelain was the best available insulating material.

In 1949, following a factory fire, the decision was made to concentrate exclusively on electrical wiring devices (switches and sockets). The company very quickly extended its range to cover protection products (fuse-holders and circuit breakers, etc.), cable management products (trunking and mini-trunking), emergency lighting, etc.

Since then, Legrand has made 120 targeted acquisitions becoming a large, diversified maker of electrical wiring devices with more than 150,000 product items. As of 2006, it has bases in 70 countries and sales in 180 countries.

PRODUCTS OFFERED

1.Legrand Modular Switches

Leading Manufacturer of Legrand Mylinc Modular Switches, Legrand Lyncus 6A SWITCH 1W1M WHITE, Legrand Lyncus 6A SWITCH 2W1M WHITE, Legrand Lyncus 6a Switch 1w1m Ind White, Legrand Lyncus 6A Switch 1W1M Light White and Legrand Lyncus 6A Switch 1W1M Fan White from Mumbai.

2. Legrand Electrical Distribution Box

Pioneers in the industry, we offer Legrand Duo Boxx 6 Module 1 Row Electrical Distribution Box, Legrand Duo Boxx 8 Module 1 Row Electrical Distribution Box, Legrand Duo Boxx 12 Module 1 Row Electrical Distribution Box, Legrand Duo Boxx 16 Module 1 Row Electrical Distribution Box, Legrand Duo Boxx 20 Module 1 Row Electrical Distribution Box and Legrand Duo Boxx 6 Module Classic White Electrical Distribution Box from India.

3.Legrand RX3 Miniature Circuit Breakers

Leading Manufacturer of Legrand RX3 10A Single Pole MCB, MCB, Legrand RX3 20A Single Pole MCB, Legrand RX3 25A Single Pole MCB, Legrand RX3 40A Single Pole MCB and Legrand RX3 63A Single Pole MCB from Mumbai.

4. Modular White Plates With Frame

Pioneers in the industry, we offer Legrand Mylinc Modular Switch Plate, Pearl White Plate 3m, Pearl Wh 8m Plate Horizontal, Champagne Plate 1m, Champagne Plate 3m and Champagne Plate 8m Horizontal from India.

5. Energy Sockets

Pioneers in the industry, we offer 6A Socket 2/3 Pin Mylinc, 6/16A Socket 3 Pin Mylinc, Euro US Socket 1m, 6/16a Euro Us Skt1m White NRI, 16a Switched Skt 3m White NRI and 6a 5pin Universal Socket NRI from India.

6. Electrical Switches

Prominent & Leading Manufacturer from Mumbai, we offer 6A Switch SP 1 Way Mylinc, Legrand Mylinc 16a 1 Way 1m White Modular Switch, 16a Switch Sp 2 Way Mylinc, Legrand Mylinc Switch With Indicator, Legrand Mylinc Bell Push Switch and 6 A Two- Way Switch Grey.

7.ISOLATORS

Providing you the best range of Legrand RX3 RCCB, TP 40A Isolators DX3, FP 63A ISOLATOR DX3, DP 32A Isolator DX3 and Plastic Surface Box 1&2 M NRI Modular Plates with effective & timely delivery.

8. TRANSFORMERS

A transformer is a static electrical device that transfers energy by inductive coupling between its winding circuits. A varying current in the primary winding creates a varying magnetic flux in the transformer's core and thus a varying magnetic flux through the secondary winding.

This varying magnetic flux induces a varying electromotive force (emf) or voltage in the secondary winding. Transformers are thus used to vary the relative voltage of circuits, which, in some cases, also isolates them.

Transformers range in size from thumbnail-sized used in microphones to units weighing hundreds of tons interconnecting the power grid. A wide range of transformer designs are used in electronic and electric power applications.

Transformers are essential for the transmission, distribution, and utilization of electrical energy. The world electrical equipment sector has a market worth of \$202 billion. The industry recorded almost 4.5% growth in 2011, having witnessed 1% yearly growth for the four preceding years.

CHAPTER-2

MISSION OF THE ORGANIZATION

The Legrand Group has committed to a progressive approach to ensure the profitable, lasting ,and responsible growth of its operations. To meet these commitments, and in line with the Group's quality policy, we must:

- Be a key partner to their internal clients (Divisions, corporate functions, and countries) in order to supply them, within the shortest lead times possible, with economical, reliable and innovative purchasing solutions, including in terms of eco-design.
- Ensure that long-term, balanced, and mutually beneficial relationships are established and developed with their suppliers as part of a clearly defined relationship, while at the same time respecting the Group's sustainable development commitments.
- Ensure the continuation of Legrand Group's purchasing performance worldwide by using all external resources.

Legrand transforms the places where people live, work, and gather by providing easy-to-use, cutting-edge, and environmentally friendly electrical and digital infrastructures and linked solutions. We seize the future by developing lasting, innovative, high-performance solutions for all types of buildings thanks to our talented and visionary teams.

We have always made inclusion self-evident by welcoming the diversity of our customers and our co-workers and by considering it as a strength and an opportunity. Inclusion is part of our DNA and makes us stronger every day. Present in close to 90 countries, our teams are enriched by human differences. For them, as for all our stakeholders, we guarantee attention, respect and fairness. We celebrate inclusion and diversity as drivers of enhanced performance and humanity; making us a better business.

VISION

Vision name: MANTHAN

Legrand India Pvt Ltd is having a vision by reaching Rs.1700 cr plus by 2015 December by incorporating their passion for the principles of good design across all their divisions, we create products that make the lives of all we touch better. Legrand provides the right level of technology for the job, efficient installation, exceptional fit and finish and outstanding customer service.

By creating simple, creative, and sustainable electrical and digital infrastructures and linked solutions, we transform the places where people live, work, and socialize. Through the goods we create and make, the connections we forge, and the way we work, we are tenacious in our pursuit of sustainable business practices and the development of great experiences. We improve things we seek for and use knowledge.

We think it is our duty to deal with the most pressing societal issues of the day. We have made it a priority to lessen our carbon footprint, create a circular economy, encourage diversity and inclusion, and do business responsibly. We are ready to seize chances, change course as necessary, and have our performance evaluated.

MARKETING STRATEGIES OF THE COMPANY

1.E-Mail Marketing:

Emails are sent to corporate officials as a marketing strategy. Promotional emails are used to make the consumers aware of the services and facilities offered by legrand india .Customers are directly contacted via mails and also retention emails are sent to the existing customers regarding new events and offers available.

2. By Directly Approaching people:

Customers are approached via phone calls and are made aware of the availability of banquets for conducting seminars, interested customers like corporate officials and event planners are directly approached and a meeting is conducted where they are provided with the company brochures.

3. Partnering with local business:

They also try to collaborate with a number of local businesses and managers to increase their business by expanding their customer reach to get new customers who were not aware of the legrand earlier. They use it as a strategy to increase their public outreach.

4.Setting up google business profile:

In today's world it is very important to have an online presence of the business to grow and create brand awareness and to give customers more personalized experience even without being physically present at a place. Legrand india have an informative website where they connect with their interested customers as with those who are not aware of the company but are looking for new change in gadgets .They update all the relevant information regarding the products on this website and also answer to the questions the website visitors have.

5.Remarketing:

Legrand india has a large number of loyal customers, so to retain those customers they try to provide them with special offers and discounts. They also try to be in touch with their loyal customers by asking them for feedbacks after informing them regarding the offers, discounts and those customers who visited the website but have not taken a specific action, the company employees contact them personally by providing them brochures and e-booklets of the company.

ORGANIZATIONAL STRUCTURE

DIRECTOR

GENERAL MANAGER

AREA GENERAL MANAGER

**HUMAN
RESOURCE**

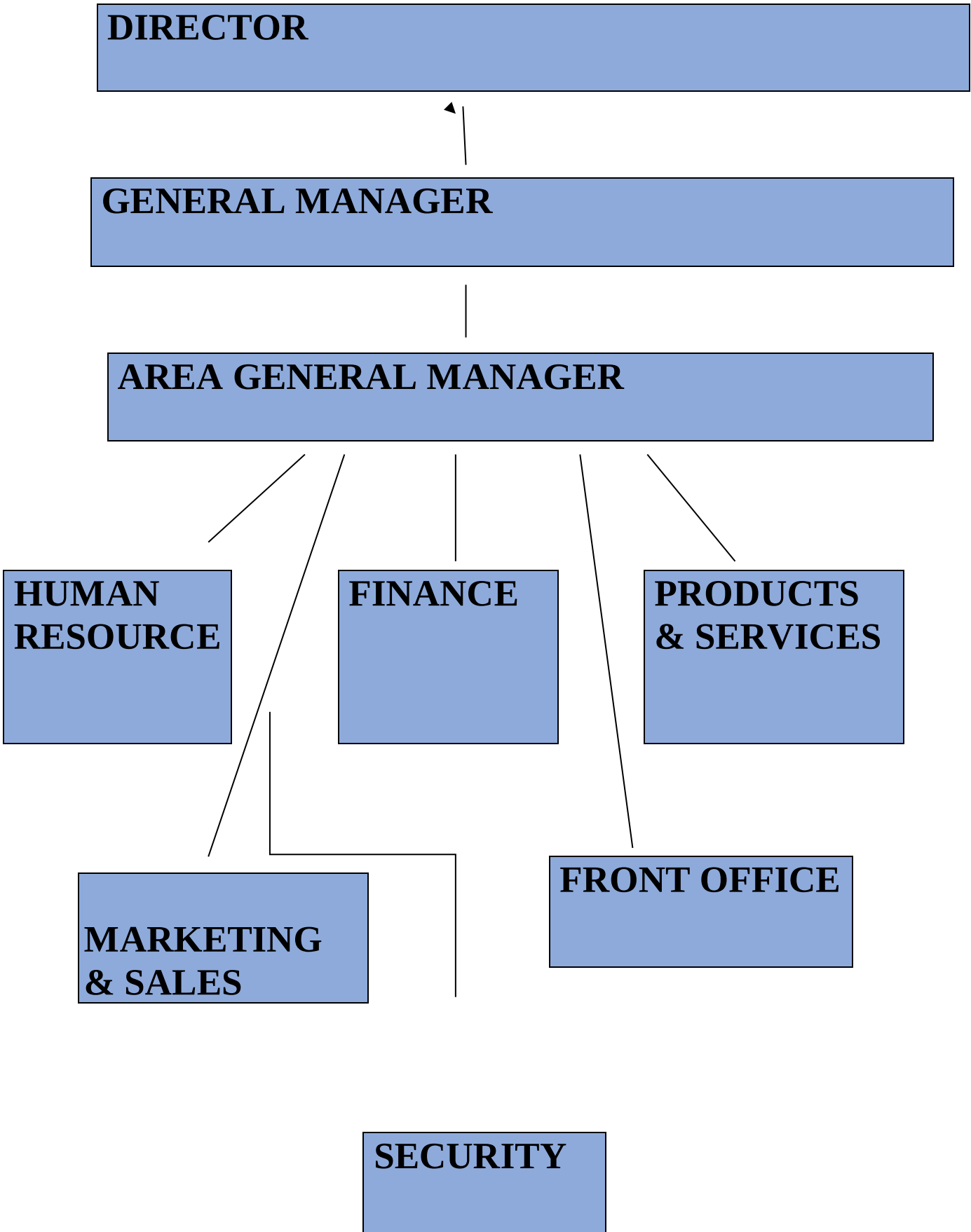
FINANCE

**PRODUCTS
& SERVICES**

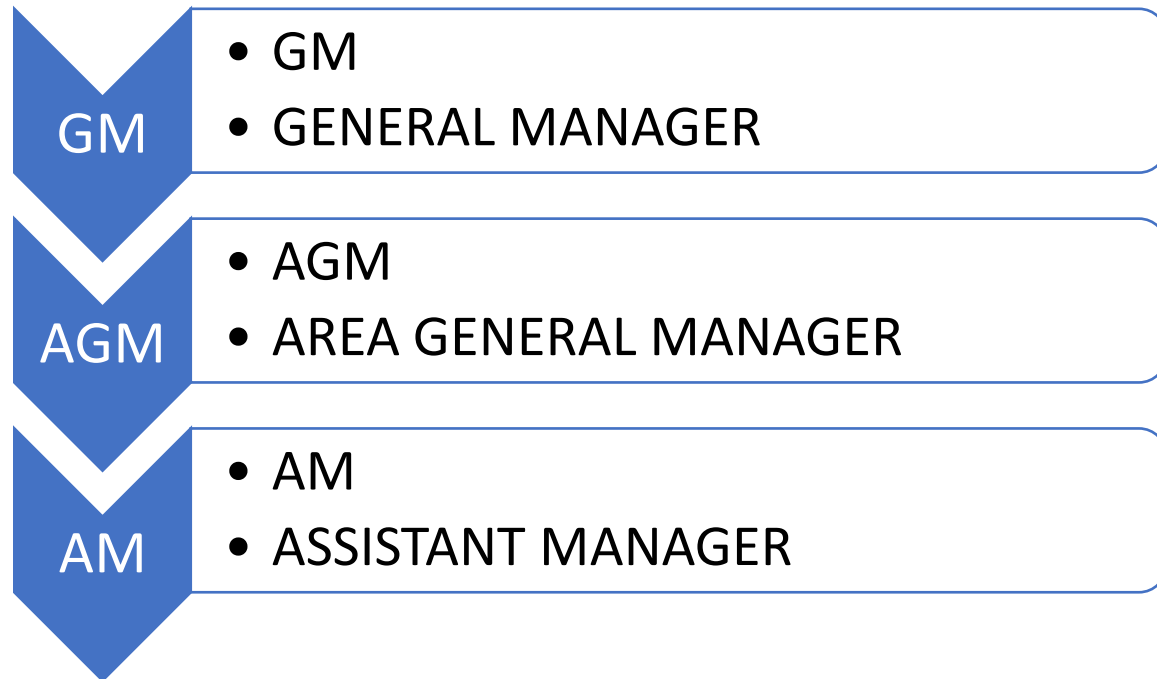
**MARKETING
& SALES**

FRONT OFFICE

SECURITY



MARKETING AND SALES DEPARTMENT STRUCTURE

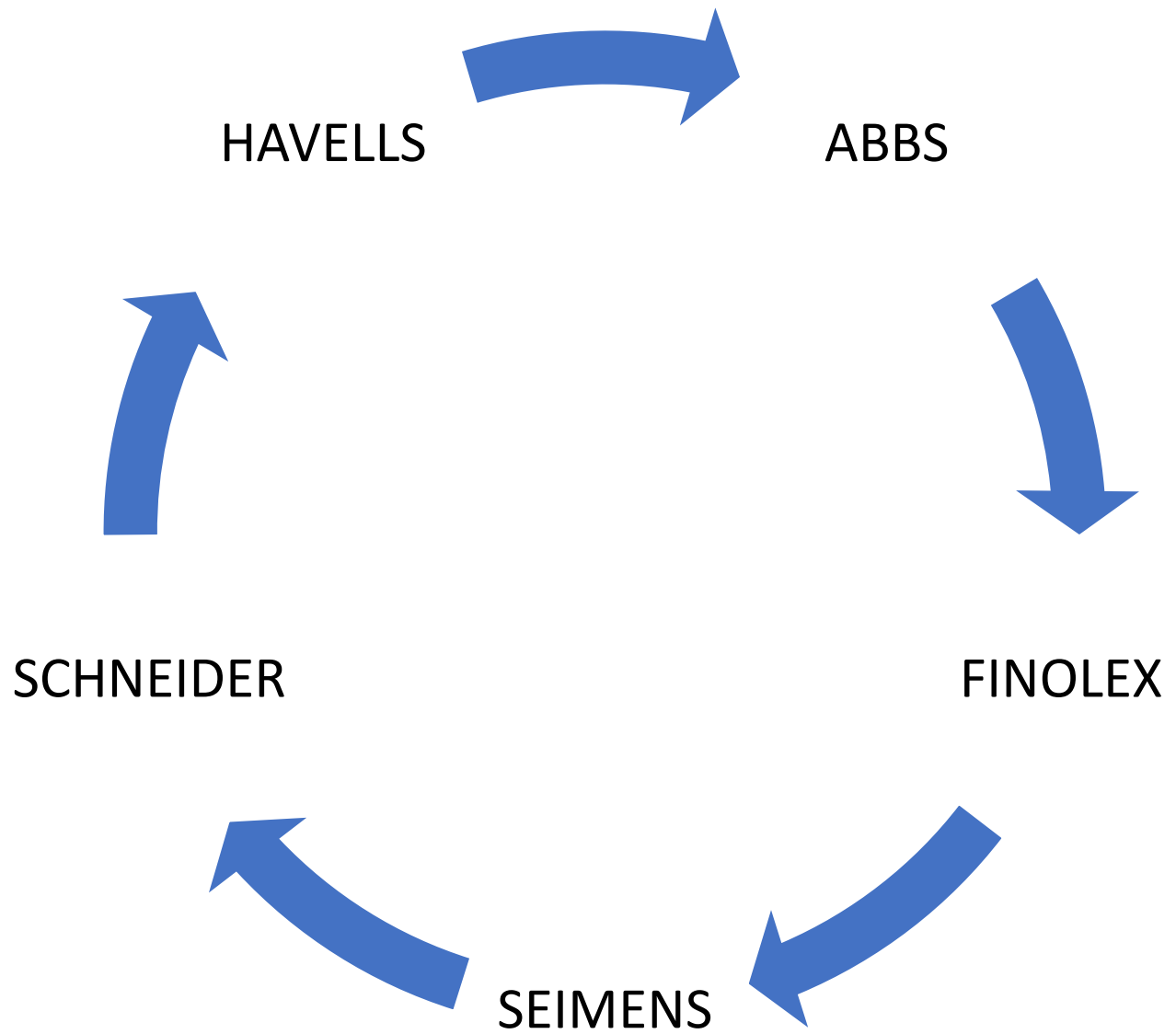


CLIENTS

- Electricians
- House owners
- Builders
- Architects
- Institutions (schools, colleges, hospitals)
- Projects (hotels, offices, complexes)
- Contractors
- Electrical consultants
- Interior designers

Legrand has its own clients not only in terms of domestic market but also in international markets over 180 countries.

COMPETITORS



SALES/MARKETING DEPARTMENT

For every sales oriented institution sales department has its own significant role to play. As a sales oriented company this department is very important department in Legrand India Pvt Ltd. All other departments are directly or indirectly depend upon the entire sales team. The sales and marketing functions of Legrand India Pvt Ltd are under the control of General Manager (Sales and Marketing).

SALES OPERATIONS

The sales operation consists of the processes like marketing, procurement and delivery. For marketing of a product a thorough knowledge of the market should be known. For this purpose a market analysis should be done. Optimized method of procurement and delivery helps in customer satisfaction, which in turn helps in their retention. A satisfied customer is an asset to the organization, who will pass through a process cycle of recommendation, revisit and repurchase. Legrand India Pvt Ltd. has pioneered itself in the manufacturing and exporting of electrical products over the last decades. The company has already established their presence by marketing.

CHAPTER 3

ANALYSIS OF THE COMPANY:

Legrand share price in real time Statistics at previous closing World presence Presence in India Dealers dealing with Legrand products Time Period of selling Legrand Products Business Volume accounted from Legrand Products Prices of Legrand with compare to the price of other brands Satisfaction of Margins provided to retailers by Legrand satisfaction of the schemes offered to retailers by Legrand Reasons because of which end consumers by the Product satisfaction of the Delivery service of Legrand with comparison to other brands satisfaction of the Replacement Procedure of Legrand Balance sheet, Annual data Balance sheet, Quarterly Data.

Electrical Hardware includes an extensive range of electrical hardware products, components and accessories that are used for the distribution, supply and usage of electricity. It includes everything from electrical cable, wire and meters to lighting fixtures, bulbs and fans. The electrical industry uses a number of applications of petrochemicals to help the industry perform better and improve manufacturing processes. These petrochemical products are very essential for the manufacturing of several of the electrical equipments as it helps in insulation, prevention of loss of energy and safety. Increasing construction activity driving the demand for electrical hardware products.

RESEARCH DESIGN:-

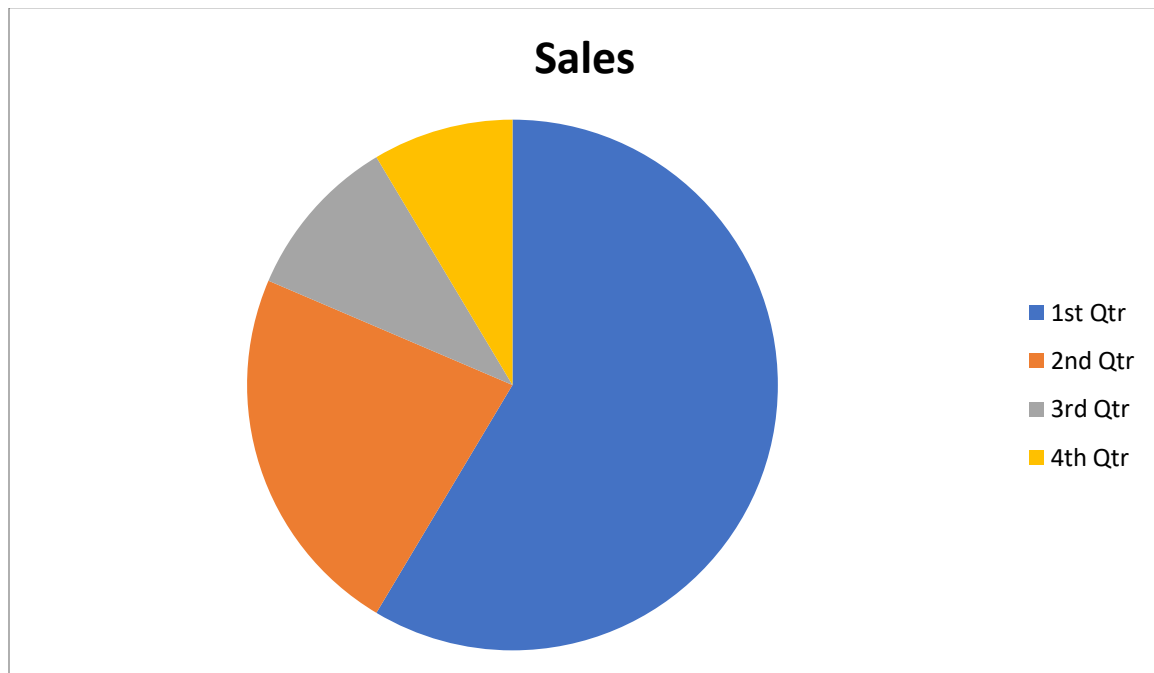
The current scenario in the electrical equipment sector is a potential portent for huge growth as the demand for technologically better solutions. Legrand's technological strengths and its endeavour towards continuous research & development have allowed it to fulfil its responsibilities towards its customers. Legrand has its dedicated R&D facility at its head office at Mumbai. Legrand has invested in a new centre for research and innovation.

The responsibility of providing its customers the best products and Zero defect services to enable them to be comfortable and secure in usage of electricity. The task of this centre is to provide the theoretical & experimental foundations for all segments of electrical engineering. The centre closely cooperates with the various departments so as to provide the best and the latest in terms of technology and design. The Group has also decided to dedicate 2% of its turn over towards R&D. Engineers are being employed to develop and upgrade products

STUDY OF MARKET SHARE AND & RETAILER SATISFACTION

1. Do you deal in legrand products?

Response	No. of Response	Percentage
Yes	62	88.57
No	8	11.42
Total	70	100

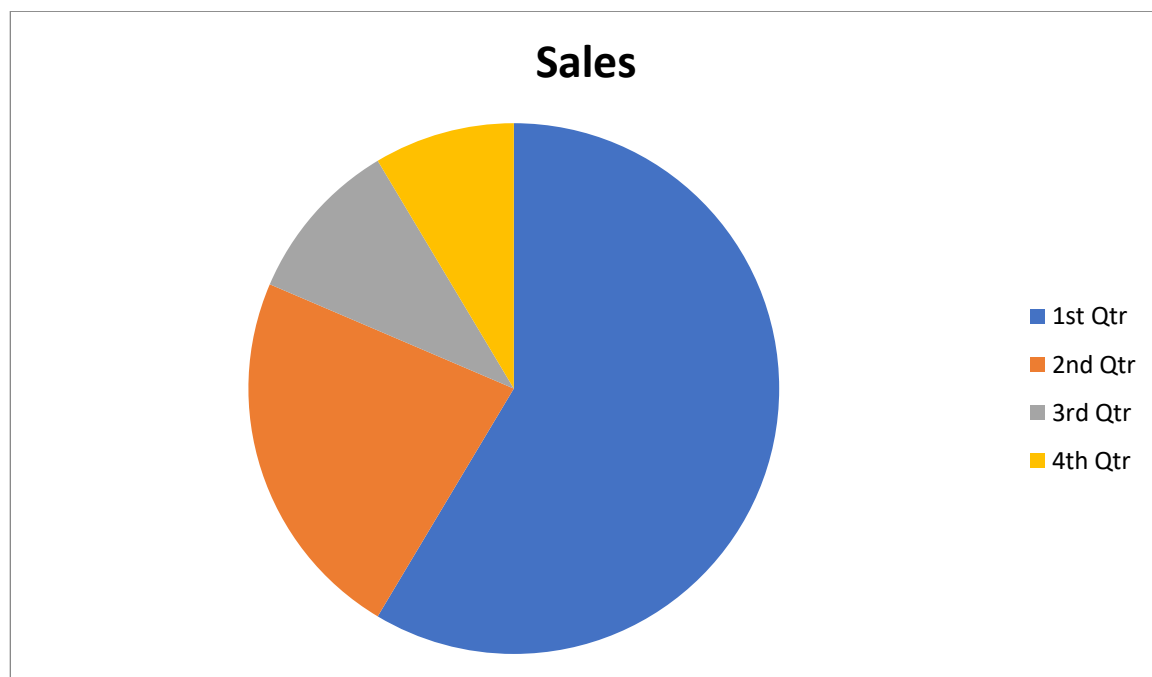


INTERPRETATION

This graph shows that out of 70 dealers/retailers interviewed 89% of dealers are dealing with Legrand, which shows that Legrand has covered huge market.

2. How long have you been selling Legrand Products?

years	No. of response	Percentage
< 1 year	9	12.85
1-3 year	10	14.28
3-5 year	11	15.71
>5 years	40	57.14
Total	70	100

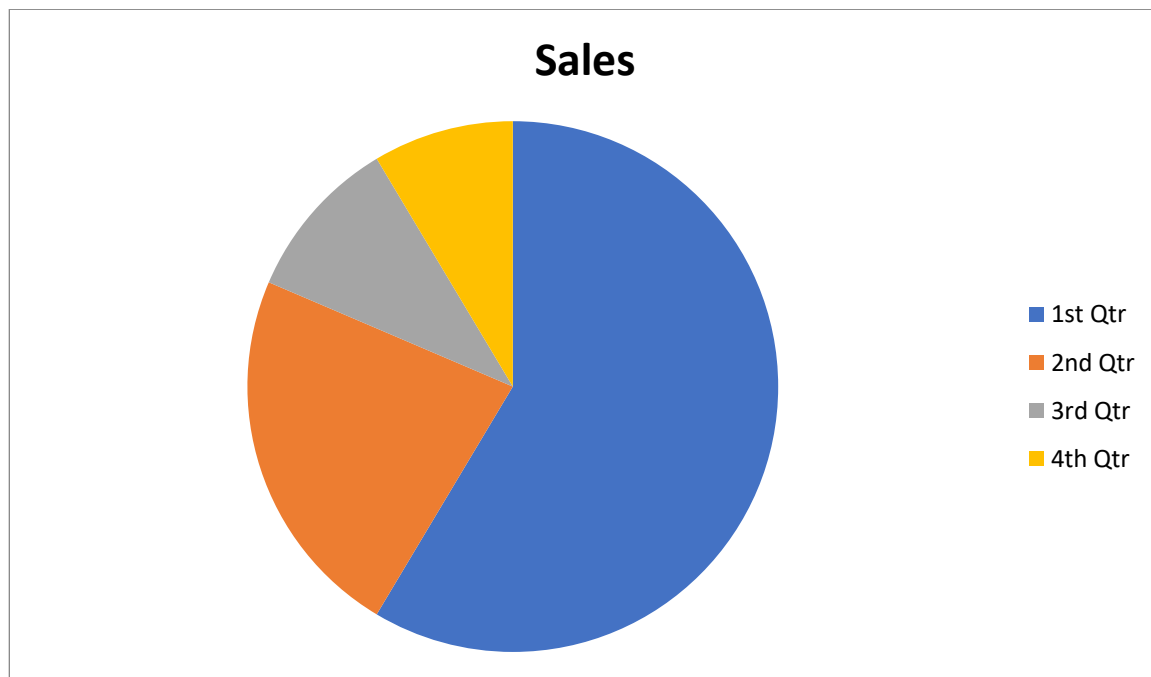


INTERPRETATION

This graph shows that more than 55% interviewed dealers have been dealing with Legrand from more than 5 years, on which most of them have been dealing from more than 15 years.

3. What do you think of prices of legrand with compare to the prices of other brands?

Pricing	No. of responds	Percentage
Competitive	51	72.85
Higher	11	15.71
Lower	0	0
Can't say	8	11.42
Total	70	100

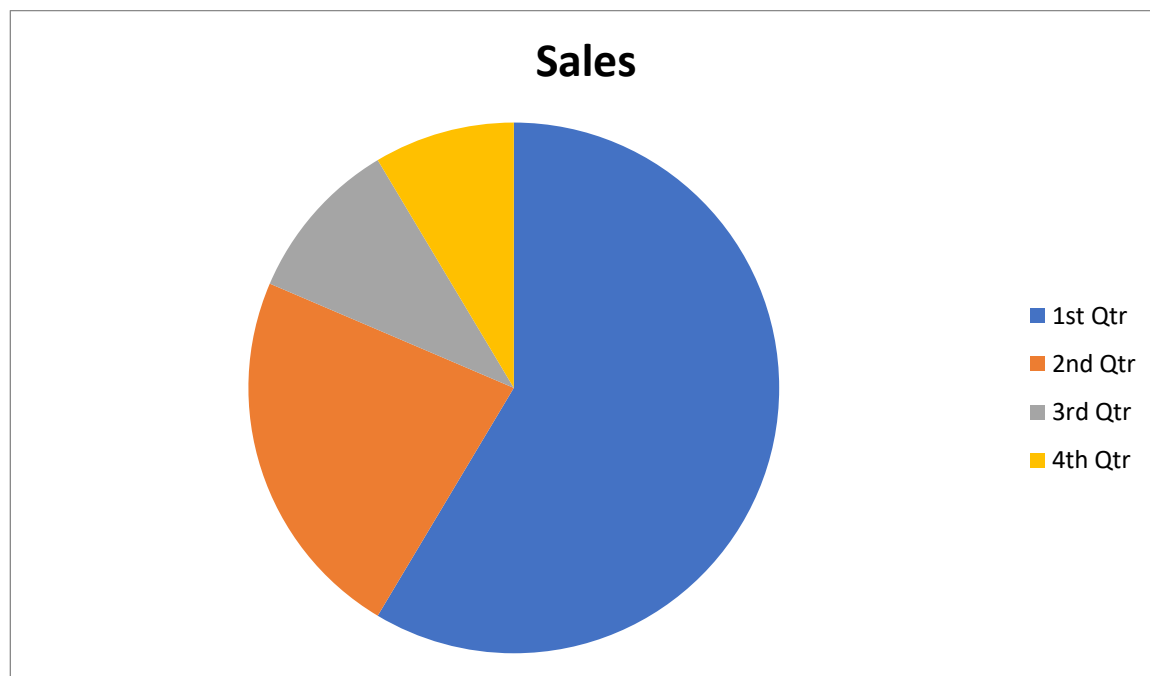


INTERPRETATION

This graph shows that most of the retailers think that the price of the LegrandProduct is higherwhen compared with other companies.

4.What are the reasons the retailers feel because of which the end consumer buy the products?

Attributes	No. of responds	Percentage
Price	12	17.14
Availability	22	31.42
Quality	30	42.85
Advertisements	6	8.571
Total	70	100



INTERPRETATION

This graph shows that nearly 43% of end consumers buy Legrand products because of Quality, 31% consumers buy because of better availability of Stock, and rest of 9% and 17% buy's because of Advertisements and price. Through this it has been showed that Quality is the main reason because of which Legrand has created better impact of it in the Market

SWOT ANALYSIS

For LeGrand, SWOT analysis can help the brand focus on building upon its strengths and opportunities while addressing its weaknesses as well as threats to improve its market position.

LeGrand Strengths

The strengths of LeGrand looks at the key aspects of its business which gives it competitive advantage in the market.

Below are the Strengths in the SWOT Analysis of LeGrand

1. Strong presence and access across various market segments.
2. It has invested in fast-growing emerging countries and high-potential subsectors.
3. Has high operating margin, among the highest in the sector.
4. High investment in R&D has helped it to deliver innovative solutions to its customers.
5. Leader in the sector of low-voltage electrical installations and information networks for buildings.

6. Large range of products.
7. Continual policy of innovation and Strong marketing campaign.
8. Solid financial situation to auto finance organic and external growth.

LeGrand Weaknesses

The weaknesses of a brand are certain aspects of its business which are it can improve to increase its position further. Certain weaknesses can be defined as attributes which the company is lacking or in which the competitors are better. Here are the weaknesses in the LeGrand SWOT Analysis:

1. Poor acquisition history
2. Increase in raw materials prices
3. High financial leverage compared to peers

LeGrand Opportunities

The opportunities for any brand can include areas of improvement to increase its business. A brand's opportunities can lie in geographic expansion, product improvements, better communication etc. Following are the opportunities in LeGrand SWOT Analysis:

1. Sector entry barriers to new-comers in respect to electrical norms
2. Weak cycles of the sector

3. High-growth prospect of emerging markets
4. Globalization and reduction of costs

LeGrand Threats

The threats for any business can be factors which can negatively impact its business. Some factors like increased competitor activity, changing government policies, alternate products or services etc. can be threats. The threats in the SWOT Analysis of LeGrand are as mentioned:

- 1.The financial market illness and the economic deceleration, has significant effect on its revenues.
- 2.LeGrand itself may become a takeover target for large industrial groups
3. Highly regulated electrical sector
4. Environmental legislations on industrial wastes
5. Fierce competition in the sector

Customer Engagement

Customer engagement must be a point of differentiation aimed at quality, ideas, acknowledgment and inspiration, which leads to an emotional and loyal brand/customer attachment.

Ensure that all store associates greet, engage, demonstrate, inspire, and manage the floor and customer flow towards an outstanding in store customer experience.

Set high expectations for excellent customer service and hold the management team accountable to the measurable results associated.

Responsible to manage all stores consistently towards acceptable customer service scores, feedback, and conversion results.

CHAPTER 4

FINDINGS

- 1.Legrand is global specialist in electrical and digital building infrastructure.
- 2.Over 4000 active patents covering close to 1450 different systems and technologies.
- 3.Legrand had Group turnover of euro 4.25 billion in 2011.
- 4.Legrand has More than 70 subsidiaries and offices, sales in close to 180 countries.
- 5.Legrand is World leader in wiring devices and cable management products with 20% and14% market share.
- 6.Legrand has over 2000 people working at engineering and design offices.
- 7.Legrand is leader in protection business for last 4 decades with a range includes circuit breakers up to 6300A and distribution boards.
- 8.Legrand has 25 offices spread across the country.
- 9.Legrand has over 1000 employees in India
- 10.Legrand has 3 manufacturing units i.e. in Nasik, Sinnar, Jalgaon.
- 11.Legrand has 1 R&D Centre in sinnar and 7 training Centre's.
- 12.Legrand acquired MDS switchgear Pvt Ltd in 1996.
- 13.Legrand acquired Indonesia (who were strong in retail segment) in 2010 for Rs.550crores
- 14.Legrand acquired Numeric UPS company(one of the popular brand in UPS segment) in2011 for Rs.850 crores.

15. Legrandis having 2400 channel partners across India and 10000 retailers.
16. Legrandhas well qualifiedEmployees and alsothey are well trained.
17. A major portion of the customers use the Legrandwiring devices.
18. The company having highly equipped modern manufacturing plant
19. Legrandstrength is quality control and quality assurance.
20. There is good employee relationship in the company.
21. Committed employees and Good working environment
22. High quality service and Presence of a good and fast settlement syste
23. No political interference in the functioning of the organization.
24. Existence of a good management employee relationship
25. Legrand has a good reputation and goodwill.

SOME OF DATA COLLECTION:-

S.N O.	NAME	CONTA CT	COMPANY	REMAR K
1	Amritpalsingh	98055757 08	Torrent pharmaceuti cals Ltd	He said he want to check our price list and catalogues first and then he will make an appointme nt but before that he want us to send him an email.
2	Karan kakkar	98160648 44	Torrent pharmaceuti cals Ltd	He took my contact number and said he will call

				whenever he has a requirement.
3	Vishal gupta	8894755508	Macleods pharmaceuticals Ltd	he is not responding my calls.
4	Vinay sharma	9816067433	Unichem laboratories	he asks for two devices which we do not make after that he has provided his mail asking for details and said no for appointment.
5	Rajesh gupta	7228802457	Cadila health care Ltd (zydus group)	he said we only deal with Legrand but from

				luxmi groups only.Right now they don't have as such requirements but if they have they will directly contact Legrand.
6	Mukeshchauh han	9816518549	J & J mukeshchauh han stores	he is not responding my calls.

LIMITATIONS:-

- 1.For the time limitation I could not gather more information to justify exact condition. The time constraints are limiting factors.
- 2.The study is limited by the size of the sample. As the sample size is very small, geographical and regional differences could not be included.
- 3.Difficult to take an appointment with business class people.
- 4.Most of the dealers and retailers could not give me enough time to fill up questionnaire.
- 5.It is very difficult to cover all the areas .

RECOMMENDATIONS

- Retailer should be appointed & sound relation should be maintained with dealers. Continuous scheme and offers should be offered to dealers.
- Price of the product should be updated with the market changes.
- Legrand has its brand name, people rely on this company, so company should also take care of their customer, and also now competition is more, so company should always work on their loopholes.
- Sales executive should meet with dealers and retailer in time of intervals, when they are free to give you time.
- Give the certificate to the Retailer's, who achieve his targets.
- Give the proper information and training about the new products to the dealers/retailers also.
- Organize a meeting once or twice in a year among dealers to know the pros and cons about the company, that will help to know the loopholes about the company, and then company can overcome on those problems.

CHAPTER 5

SUGGESTIONS

- 1) More local/ regional advertisements should be there to make people aware about Legrand and its products.
- 2) There should be more advertisement on the World Wide Web also.
- 3) Campaigning should be done at all level.
- 4) Business Development Officers should contact Architects and Customers on regular basis.
- 5) More flexible discount schemes should be provided.
- 6) Company should further reduce its price.
- 7) Fulfill all the commitments which are made by company or distributor.
- 8) If company backs out any scheme, then it should give some time to the retailer.
- 9) Provide updated information and knowledge to the retailers about the product.
- 10) Provide equal Price to all the retailers.
- 11) Company should compromise with dealer according to the circumstances.
- 12) If company backs out any scheme, then it should give some time to the retailer.

CONCLUSION

Legrand India Pvt Ltd. is the pioneers and the most reputed and trusted name in electrical distribution products. The organization study at Legrand India Pvt Ltd had helped me to know the various aspects in the organisation. The study helped to get practical knowledge on various aspects of current industrial scenario. The organisation study at Legrand India Pvt Ltd. has helped to know the various aspects in the organisation.

The study helped to know the practical knowledge in the corporate. This study was very valuable and informative for me as a management student. In all sense the study in this organisation was interesting and educative. Salient Conclusion from the work After conducting Retailers research for Legrand Ltd, with their valuable suggestions and responses to the different questions.

We can conclude that there is good market Awareness about Legrand in the market. Retailers satisfaction level of most respondents is higher for Legrand, which is provided by survey. Higher satisfaction level of Legrand was due to it provides good products at affordable prices. This conveys that the dealers are stocking more Legrand products than other companies.

QUESTIONNAIRE

1) Do you deal in Legrand Products?

- ☐ Yes
- ☐ No

2) How long have you been selling Legrand Products?

- ☐ Less than 1 year
- ☐ 1-3 years
- ☐ 3-5 years
- ☐ More than 5 years

3) How much of your Business Volume is accounted from Legrand Products?

- ☐ Less than 25%
- ☐ 25% - 50%
- ☐ 50% - 75%
- ☐ More than 75%

4) What do you think about the prices of Legrand with compare to the price of other brands?

- ☐ Competitive
- ☐ Higher
- ☐ Lower
- ☐ Can't Say

5)Are you satisfied with the Margins provided to you by Legrand?

☐Yes

☐No

6)Are you satisfied with the schemes offered to you by Legrand?

☐Satisfied

☐Neither satisfied nor dissatisfied

☐Dissatisfied

7)What are the reasons the Retailers feels because of which the end consumer buy the products?

☐Price

☐Availability

☐Quality

☐Advertisements

8)Are you satisfied with the Delivery service of Legrand with comparison to other brands?

☐Excellent

☐Good

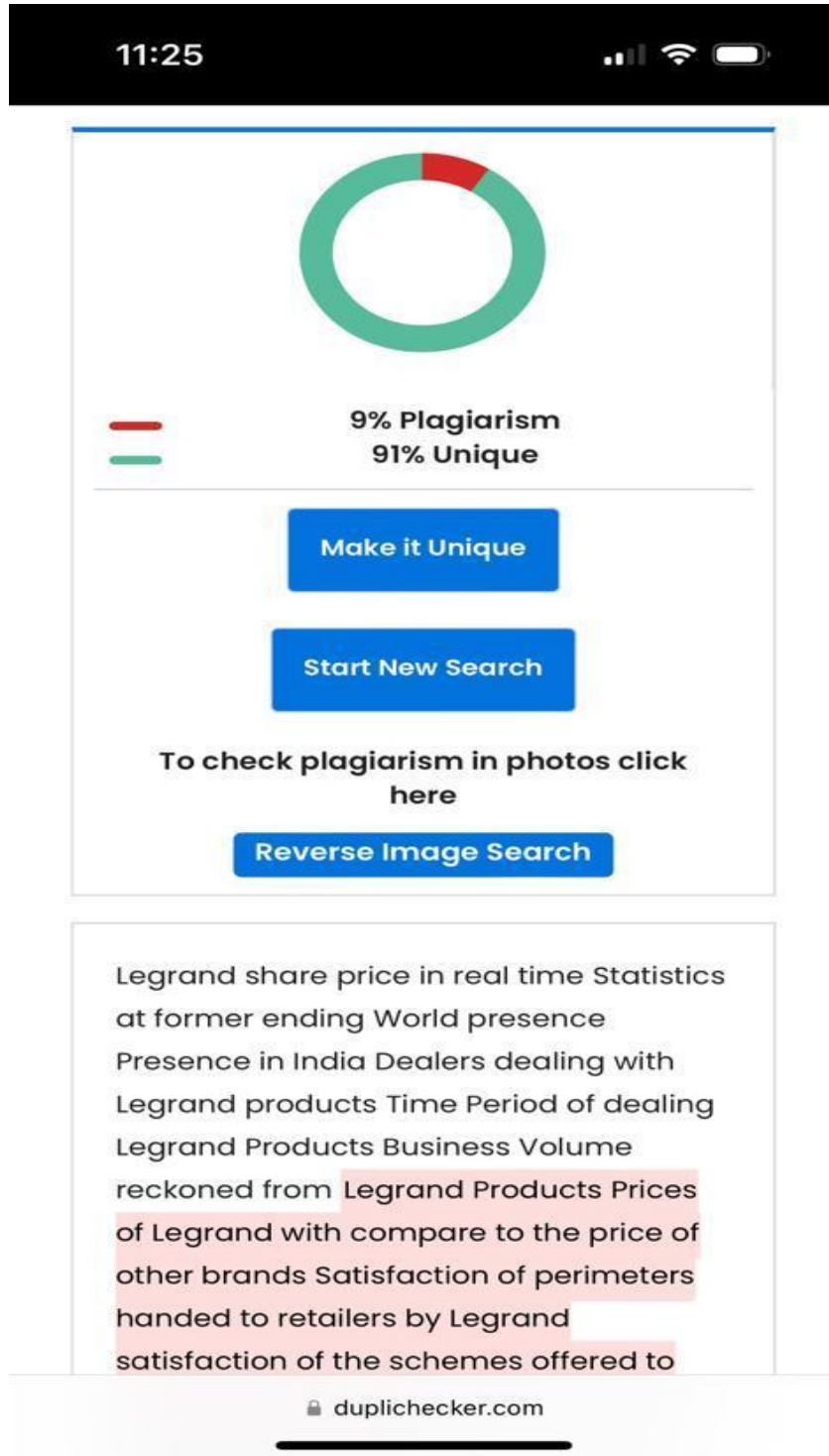
☐Average

9)Are you satisfied with the Replacement Procedure of Legrand?

☐Yes

☐No

PLAGARISM REPORT



THANKYOU