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Study of Market Survey for Providing Authentic and Updated Database for Next Issue of MIDC's R&D, Directory (2013)

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Abstract:

The study is “A Market Survey for Providing Authentic & Updated Database For Next Issue of MIDC's R&D for year 2013.”

This study tells us what is the current scenario in various industries in Walunj - Aurangabad MIDC area. This project is helpful for the next issue of the Aurangabad MIDC'S reference and directory. This project tells the whole information 200 industries in Walunj - Aurangabad MIDC area which I chosen for this study. The information like co. name, address, telephone no. email id, which quality certificates the co. have which registration certificates the co. have, what is their annual turnover what is their mfg. unit & etc. information will easily find in this project.

We have collected the data from our targeted area i.e. sampling area from the help of questionnaire method. The project is done on the basis of primary data which I collected through FRF. After finishing the two months curriculum SIP, the all 200 filled questioners (primary data) collect at a single place and interpretation was done. Findings, suggestions & conclusion these steps were written after the interpretation.

The whole research work was done in Walunj - Aurangabad MIDC area. There are 1200+ industries but for the study we chose 200 industries as a sample size.

The questionnaire was provided by co. itself. As per the questionnaire the objectives of the study was decided and the steps were move further. The main problem was to meet the concern person in the organization for filling the questionnaire and take the confidential data from him. But this problem was solved by our I-Card which shows this is MIDC'S joint work.

The project was done by the help of Cold Call, because it was totally difficult to take the appointment of the respective person and do the study of 200 industries in two months.

After completing the survey the whole data was gathered in systematic manner which match the objective of the project with findings, observations & suggestions.

The authentic data was found in the study for providing the next issue of MIDC's reference and directory.

It was resulted that, “A Market Survey for Provide Authentic & Updated Database for Next Issue of MIDC's R&D” was successfully done in that project.

KEY WORDS:

Market Survey, Providing Authentic, Updated Database, organization.

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INTRODUCTION TO THE SUBJECT

“A Market Survey For Providing Authentic & Updated Database For Next Issue of MIDC’s R&D, Directory (2013)”

Website: www.assent.co.in/ www.midcdirectiry.org

Brief About Project:**Industrial Survey and Market Survey:**

Market survey is a part of marketing survey. Its starts from taking the decision of any particular ideas & sum up to taking the decision for production of selecting best alternatives among the available option. Market survey is broader in scope & examines all aspects of a business environment. It asks question about competition, market structure, government regulation, economic trends, technological advances & numerous other factors that make up the business environment. Sometimes the term refer more particularly to the financial analysis of companies, industries or sectors.

How to collect certain information about your customers, market and competitors? This information tells you about your potential market, prices, trends, competition, target customer, its preferences, income, habits, accessibility, convenient time and plans. This information should be accurate, and reliable to help you make the right business decision. The process of collecting, organizing, analyzing, interpreting and utilizing specific information for the purpose of making future marketing decisions.

Identify your problem and objectives.
Sign a survey methodology.
Conduct survey and collect data.
Organize, analyze and interpret the data.
Store the data (Data warehousing).
Designing industrial info page (Directory).

SCOPE OF THE STUDY

This is a project for a market survey for provide authentic & updated database for next issue of MIDC’s R&D. It includes data collection of industries inWalunj - Aurangabad MIDC. It includes data collection, sorting of data editing and storing, creating format for the creation of MIDC’s industrial directory. It also includes, project in which an attempt is made to analyze market for competition and opportunities for Assent R&D Pvt. Ltd.

Geographical scope of the study

The geographical area of the study is Walunj - Aurangabad MIDC. There are more than 1200+ companies including small scale, medium scale & large scale industries. Itself in Aurangabad city there are two more MIDC areas namely Chikalhana MIDC & Railway Station MIDC but this survey is not applicable for that region.

Functional scope of the study

This survey is really useful. From that we come to know that the contribution of various sectors in Walunj - Aurangabad MIDC. The functional study of this survey is collect authentic & updated database of the various industries which is useful for next issue of theR&D.

This survey is also useful for, knowing the demand or expectation of the businessmen from MIDC regarding land demand & loan from nationalize bank demand. This is also useful forknowing the corporate social responsibility of the various industries in the Walunj - Aurangabad MIDC area.

Statement of the Problem

We want to investigate the contribution of the various sectors in Walunj-Aurangabad MIDC area. Also provide the authentic & updated database of the companies for next issue ofMIDC’s R&D.

OBJECTIVES OF THE STUDY**Given are the objectives which have to be completed**

Provide authentic & updated database for next issue of MIDC's R&D.
 Searching the contribution of various sectors in industrial areas.
 Productive circulation of the product i.e. reference & directory.
 Create an awareness of the product within Walunj - Aurangabad MIDC area.
 Forward the demand of the companies in terms of land & loan from nationalize bank for expansion of the business.
 Space Selling. (Advertisement Selling).
 Take the Feedback from respective industry (Organization)

FINDINGS

There are 31.50% i.e. 63 are manufacturing companies that have their own products & 38.50% i.e. 77 job work companies.
 The companies in Small scale are 45.50% i.e. 91; these types of industries are large in numbers.
 Turnover having 02 Cr. - 10 Cr. are 26% i.e. 52 companies. These are job work industries. These are more in numbers.
 178 i.e. 89% are having factory licenses. The factory license's compulsion for all industry from govt.
 88% companies do not have any Foreign Direct Investment. Because micro, job work & small scale industries found many in sample size.
 162 i.e. 81 % companies are not involved in any type of exportation of product.
 77% i.e. 134 companies are not need to importing raw material for their production. These are mainly small scale, job work & micro scale industries.
 52 i.e. 26% industries do not prefer any media for add & promotions.
 67 i.e. 45.27% choose Ref. Magazine for add & promotions, while 52 i.e. 35.13% prefer for directory.
 There are 36% i.e. 72 companies have not specific figure for annual media budget. They are not having any plan for annual media budget.
 It was found that 38% i.e. 76 companies want to media campaign in the form of Event Based PR.
 It was found that 128 out of 200 i.e. 64% companies want to financial assistance from Nationalize Bank only.
 It was found that 119 i.e. 59.5% companies have availability of spare capacity.
 80.50% i.e. 161 companies have a land requirement for their business expansion. These companies are having that much business for land requirement.
 56% i.e. 112 companies were given the excellent scale for this concept of Assent R&D.

SUGGESTIONS

Focus more on job work & small scale industries because they are large in numbers.
 Give some special facilities for who is having turnover of Rs. 02 cr. - 10 cr., because they are more in numbers.
 Build the relationship with medium & large scale industries, they can give more business (These are having huge turnover).
 162 i.e. 81 % companies are not involved in any type of exportation of product, so they can easily give the advertisement in our local product i.e. directory.
 77% i.e. 134 companies are not need to importing raw material for their production. We can sell directory for them for giving alternative choice of vendors and suppliers.
 Create a need for those who (26% i.e. 52 companies) do not prefer any media for advertisement.
 Ref. Magazine is the big competitor for directory so beat that.
 There are 36% i.e. 72 companies have not specific figure for annual media budget. For them design some packages, so they can go through that plan.
 Events like interaction with media & corporate should take, it is most like media campaign of the companies.
 80.50% i.e. 161 companies have a land requirement for their business expansion. Demand is there for land, so company can get more profit in the business of land. (Company is also involved in that sector)
 Suggestions from the Help of Feedback of The Company.
 The circulation process should be fast. Be preparing the plan for whole one year.

Study of Market Survey for Providing Authentic and Updated Database for.....

In the next addition add another two column in alphabetical section.
Waste Product of the Company.
Email ID of the Company.

CONCLUSION**Finally it is concluded :**

The achieved objectives are;

Provided authentic and updated data base for the next issue of Industrial Info Guide.
Given the contribution of various sectors of industrial areas.
Forwarded the feedback of industries to Assent R&D Pvt. Ltd.
Conclusion from the help of major findings
80.50% industrialists are trying to expand their own business, so automatically the business for directory also will be expanded.
The customers are happy with existing product.

Finally after completing the Summer Project it feels that the main objective of the study, "A Market Survey For Provide Authentic & Updated Database for Next Issue of MIDC's R&D" was successfully done.

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