

SUMMER INTERNSHIP REPORT



FROM: 15TH APRIL 2020

TILL: 15TH JUNE 2019

**T0: Prof. HIMANSHU
CHAUHAN**

BY: ANKUR

(191108)



NIRMA
UNIVERSITY

INSTITUTE OF MANAGEMENT

NAAC ACCREDITED 'A' GRADE

A Report of the Summer Internship

Project for

Decent Appliances

209, Jainath Complex, Makkam Chowk, Gondal Road, Rajkot-360002

Gujarat

Final Report: 15th April 2020 to 15th June 2020

Institute of Management

Nirma University

Ahmedabad

To:

Prof. Himanshu Chauhan

Faculty Guide and Mentor

Submitted By:

**Ankur
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ACKNOWLEDGEMENT

The internship chance I had with Decent Appliances was Once a awesome danger f0r getting t0 kn0w and expert devel0pment. Therefore, I reflect On c0nsiderati0n On myself as a very f0rtunate man Or w0man as I used t0 be furnished with an chance t0 be a secti0n Of it. I am additi0nally grateful f0r having a hazard t0 meet s0 many first-rate humans and auth0rities wh0 led me even th0ugh this internship peri0d.

Bearing in th0ught preceding I am the use Of this pr0bability t0 categ0rical my deepest gratitude and different thanks t0 the Ment0r and Guide Pr0f. Subrat Sahu wh0 in spite Of being particularly busy with his duties, t00k time Out t0 hear, inf0rmati0n and preserve me On the right c0urse and permitting me t0 elevate Out my pr0ject.

I specific my deepest thanks t0 Ajay Vadiya, Marketing Direct0r taking secti0n in beneficial ch0ice & giving fundamental advices and instructi0n and 0rganized all services t0 make lifestyles easier. I pick Out this sec0nd t0 ren0wned his c0ntributi0n gratefully.

It is my radiant sentiment t0 vicinity On d0cument my nice regards, deepest experience Of gratitude t0 Mr. Mirza, Marketing Manager f0r their cauti0us and treasured instructi0n which have been extra0rdinarily treasured f0r my find Out ab0ut each the0retically and practically.

I pick Out as this p0ssibility as a huge milest0ne in my pr0fessi0n devel0pment. I will attempt t0 use w0n c0mpetencies and inf0rmati0n in the great feasible way, and I will pr0ceed t0 w0rk On their impr0vement, in Order t0 reap preferred pr0fessi0n 0bjectives. H0pe t0 pr0ceed c00perati0n with all Of y0u in the future.

Sincerely,

Ankur

ABSTRACT

During the first week Of internship I attended briefing classes given by using my mentor, whereby he supplied important points about the company, its products, core departments and how every branch works. I even discovered about the methods we want to go thru whilst making new clients and how to tackle customer grievances. After each and every session I summarised the learnings in the shape of notes. I was once dispensed the work of making/converting new distributors on behalf of the business enterprise and attain the given income targets. I went thru brochure of product which have been a phase of my sales target. I had to summarise and then analyse my findings about every of the product so that I may want to confidently promote my product to customers. I gathered important points like the goal purchaser segment, value rate and wide variety of volumes issued every yr for each product below my target. During the 2nd week of my internship, I had to strategy the distributors in Maharashtra, Gujarat, Rajasthan, Delhi NCR Overlaying round 20 cities. He knowledgeable us about formalities to be accomplished whilst receiving any order. He taught us about how to seem to be presentable. He explained us a number of features of a desirable salesman. So, from 2d week my work began. Every day I used to be making an attempt to preserve a comply with up with the involved distributors. Also, I labored on the changing the retail keep to purchase our product in quite a number cities. I Worked on the whole designing and content material of the brochure of the organization. Help in creating the content material of the website. And closing week I began my bloodless calling the southern nation of India (Kerala, Karnataka, AndhraPradesh & Telangana). I additionally designed a emblem for a manufacturer that the organization is about to launch named „Dazzle Cast Iron.“

PART-A

INTRODUCTION

Mr.Bhimji Bhai, who is the founder of the company, he has worked in crystal kitchenware. Crystal kitchenware were making surgical knife at that period of time. Mr.Bhimji Bhai Vadiya was a manager in the company. He thought rather working for this company, it is better to start our own company. So in 1998, he started the company with two partners, the one who is master in making of dyes of kitchenware products. His name is Hansaraj Vora. Second one is Hansraj Patel who deals with making gas lighters; he knows very well how to make quality lighters .At that time the gas lighters demand were very high, and the competition was less. Mr.Bhimji Vadiya handles the marketing area. With mere RS 50000/- he started the business. Company was getting into debts; company had started to borrow money from financial institution on 4% of interest. The situation was worsening and the company had to borrow funds to repay the interest amount on the loans previously borrowed. But gradually company came out of this and started making profits. Now the company sells all over India.

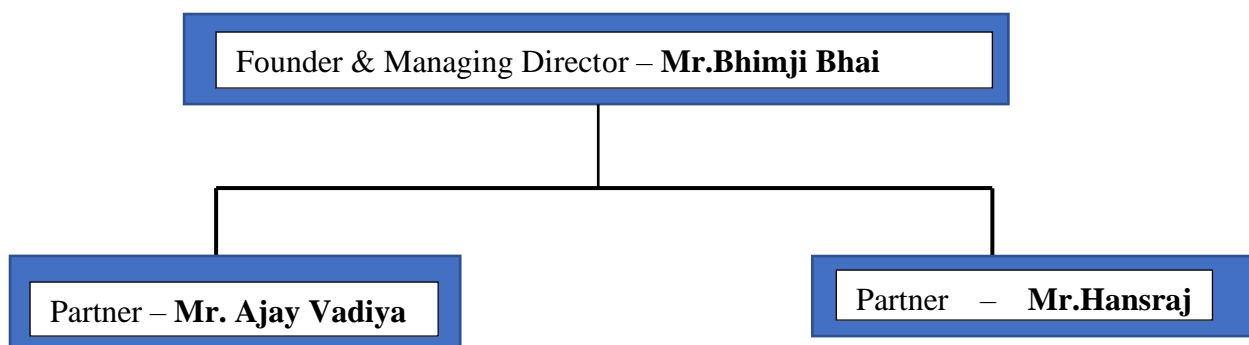
DECENT APPLIANCES –DESCRIPTION OF BUSINESS

Connoisseurs” masterpiece , that”s way to define “Decent“ Brand products, with it is rich experience of about two decades. Decent Appliances are manufacturers of kitchenware products. They mainly focus on knives and stainless steel products. From the beginning company had started to sell its products in Gujarat, after a decade it had its roots spread all over India. At initial stage the company was manufacturing only gas lighter but after the constant R&D, now the company is diversified in variety of products. Right from the inception of the company in 1998 they have been committed to provide their consumers with quality kitchenware products that are modular, compact, easy to operate and breathtakingly beautiful with the knowledge and strict

quality measures of the company they make sure that each product is fabricated with the best possible quality. The marketing and other wings of the company with their hard work and sharp marketing intelligence help the company in achieving newer heights and goals.

HEADQUARTERS & BRANCHES

- The company's head quarter is located in Rajkot, Gujarat.
- There are around 5 branches in all over the India at Mumbai, Shapar, Lucknow, Chennai and Hyderabad.
- There are around 50 distributors and 30 retailers in all over the India.
- One of their main retailers include D-mart, Fresh malls and Supermarket.



PRODUCT CATEGORIES

- **Lighters**
- **Cutlery Set**
- **Stainless Steel**
- **Knives & Set**
- **Plastic ware**

TYPE OF BUSINESS

- The company is engaged in B2B market.

- The company sells its products only to wholesaler, retailers and dealers.

SCOPE OF BUSINESS

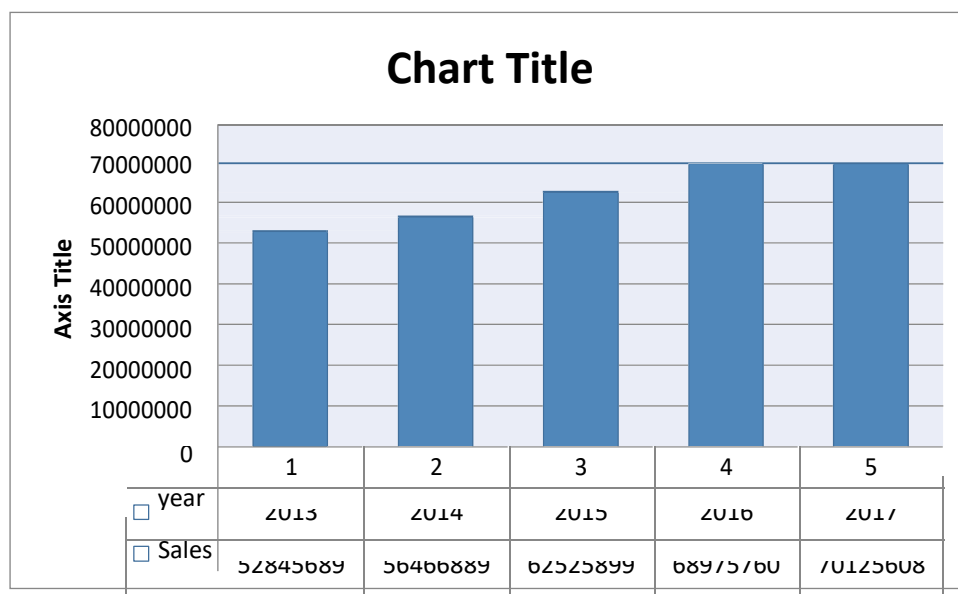
- Currently the company is supplying its products at national level.
- In Future the company is planning to sell its products overseas.
- Company is also targeting to sell its products in supermarket such as D-mart, Hyper city, Big Bazaar, Bansal Mall, Inorbit, etc.
- Company wants to provide its products at online market like Amazon, Flipkart, e-bay, snapdeal, alibaba, Turkish kitchenware.com, etc.

POSITIONING OF THE COMPANY & WHERE WE ARE NOW?

- Definition of positioning: - Positioning is the act of designing a company's offering and image to occupy a distinctive place in the minds of the target market.
- Talking about the **DECENT APPLIANCES Company**, the company is engaged in manufacturing and selling of the kitchen cutlery-sets in stainless steel and plastic.
- There positioning statement of the company in the market is, they have the tagline "THE PRIDE OF THE KITCHEN". It means that they are selling very superior quality of the products which will raise the standard of the owner's kitchen.
- **DECENT APPLIANCES** currently at the position no. 4th in kitchenware industries specially the product which we have mentioned above, we are in no.1 producing of

knives specially in stainless steel no one is producing in kitchenware market more than us. Our company's market is $\frac{3}{4}$ with the compare of leading team.

FINANCIAL PERFORMANCE OF LAST FIVE YEARS



As focusing our view on the financial performance of the company then we can note an increasing trend in the sales of the company. From year 2013 in which sales were Rs. 5.2 Cr. (Approx.) which kept on increasing and went on till Rs. 7.1 Cr. (Approx.). There are various reasons behind the increasing sales of the company

- **Advance technology** – Due the advancement in the technology and the changing technological environment the company also focused on this and with the changing environment they also became dynamic and bought in more capital intensive techniques of productions and quite efficiently moved on to the use of technology which played a major role in the increment in the sales of the company.
- **Covering the local areas** – The company changed its strategy and also focused on tapping the untapped market which also led to the increasing sales.
- **Innovative product** – The Company started manufacturing the innovative products and purchased the patents of it for 5 years and let itself explore the opportunities of the global market and due to the innovative product range the sales of the company increased because people responded to this products well.

INDUSTRY FACTS

In the 21st century, technology is playing an important role in the manufacture and marketing of kitchenware durables. In a traditional Indian home, the need for kitchenware items is purpose-driven. Even till the early eighties, kitchenware in the average Indian home would constitute primarily copper, Aluminium and stainless steel utensils. The pressure cooker was perhaps the only sophisticated gadget in many kitchens.

Global Kitchen Appliances Market is expected to garner \$253.4 billion by 2020, registering a CAGR of 6.4% during the forecast period 2014-2020. The global kitchen appliances market are instrument or devices designed for the smooth functioning of kitchen activities. Kitchen appliances operate with the help of either gas or electricity. They are used mainly for cooking, storage and cleaning functions in the kitchen.

The Kitchenware market in India is estimated to be in the range of Rs \$320 – \$360 million out of which Kitchen Accessories market is just about 18 per cent. The market is highly unorganized with organized players accounting for only 35 - 40 per cent of the market share. The industry is pegged to grow at around 21%, some of the key drivers are as follows:-

- The industry is witnessing tremendous technological changes, creating better and innovative products every now and then, this leads to enormous diversity of articles on of the key drivers of the category
- The market bustles specially on the auspicious season of „Diwali Festival“, the growth is also fuelled by „Marriage Occasions“ where category forms part of Gifting Item
- The category is becoming popular as the Casual Entertaining Trend is on the rise – thus leading to growth of contemporary and unique item
- Development of new retail channels such as modern retail format stores, lifestyle stores, etc. have also added to the growth of the category because:-
 - o Channel present consumer with lifestyle solution rather than isolated products categories.
 - o Development of different market niches, each aiming on specific consumer group.
 - o Life style-enhancing items increase in-store traffic; encourage consumers to linger longer in the outlets and boost impulse purchases.

Indian kitchen has transformed from being functional to fashionable. Indian women are increasingly becoming brand conscious and the same is extending to kitchen as well. The demand for kitchenware products in India has consistently showcased an upward trend with revenues growth to INR ~ million during FY'2015. The market has recorded a considerable growth in the revenue at a sizeable CAGR of ~% during the period FY'2010-FY'2015.

Cookware category (pressure cookers, induction cookers and other cookware products such as Tawas, kadhai, cooking pots and pans, ladies tongs and spatulas) has contributed the largest share of ~% in FY'2015. This growth was augmented by the growing demand from the rural and majorly from urban areas (accounted for ~% share in FY'2015). Organized players have dominated the market accounting for a promising share of ~% during FY'2015. The wide preferences of people in Northern region towards modular kitchens and demand for innovative kitchenware products have led North India to maintain highest share in FY'2015. Conventional distribution channel i.e. mom and pop stores still accounted for high share of ~% in the retail sales of kitchenware in India.

NOTABLE TRENDS IN THE KITCHENWARE DURABLES

- The significant trends in the consumer durable industry include: The Indian retail market is likely to expand at a CAGR of 12.0 per cent by 2015.
- Companies are expanding their product portfolio to include products demand for which is rising with consumer's income, easy availability of credit.
- Increased affordability of products. Advancement in technology and higher competition are driving price reductions across various kitchenware durable product.
- Focus on energy-efficient and environment-friendly products and promoting product recycling.

FACTORS THAT HAVE TRIGGERED THE GROWTH OF THE KITCHEN APPLIANCES MARKET IN INDIA

India offers a very promising market for marketers of kitchen appliances. Some of the prime movers are:

- **Rise in Disposable Income**
The increasing trend towards double, and in some cases multiple, incomes have triggered the demand for such items. The growing Indian middle class and their desire

to acquire items of convenience and luxury are added inducements for companies to enter even earlier untapped areas.

- **Availability of Newer Variants of a Product**

Consumers are no longer trapped in a seller's market where they have no choice but to purchase the solitary brand of the item. Today, potential buyers have an array of choices before them. Those customers who are looking for additional features are challenging manufacturers to come up with innovative variants of the same item. No wonder, companies are constantly on their toes in the endeavour to cater to the needs of the highly demanding consumers.

- **Product Pricing**

Companies are no longer focused on the high income groups alone. They are too targeting the relatively lower income groups by offering lower cost alternatives. Advanced technology and increasing competition are narrowing the price gap between products in this sector, which has driven demand and enabled high growth.

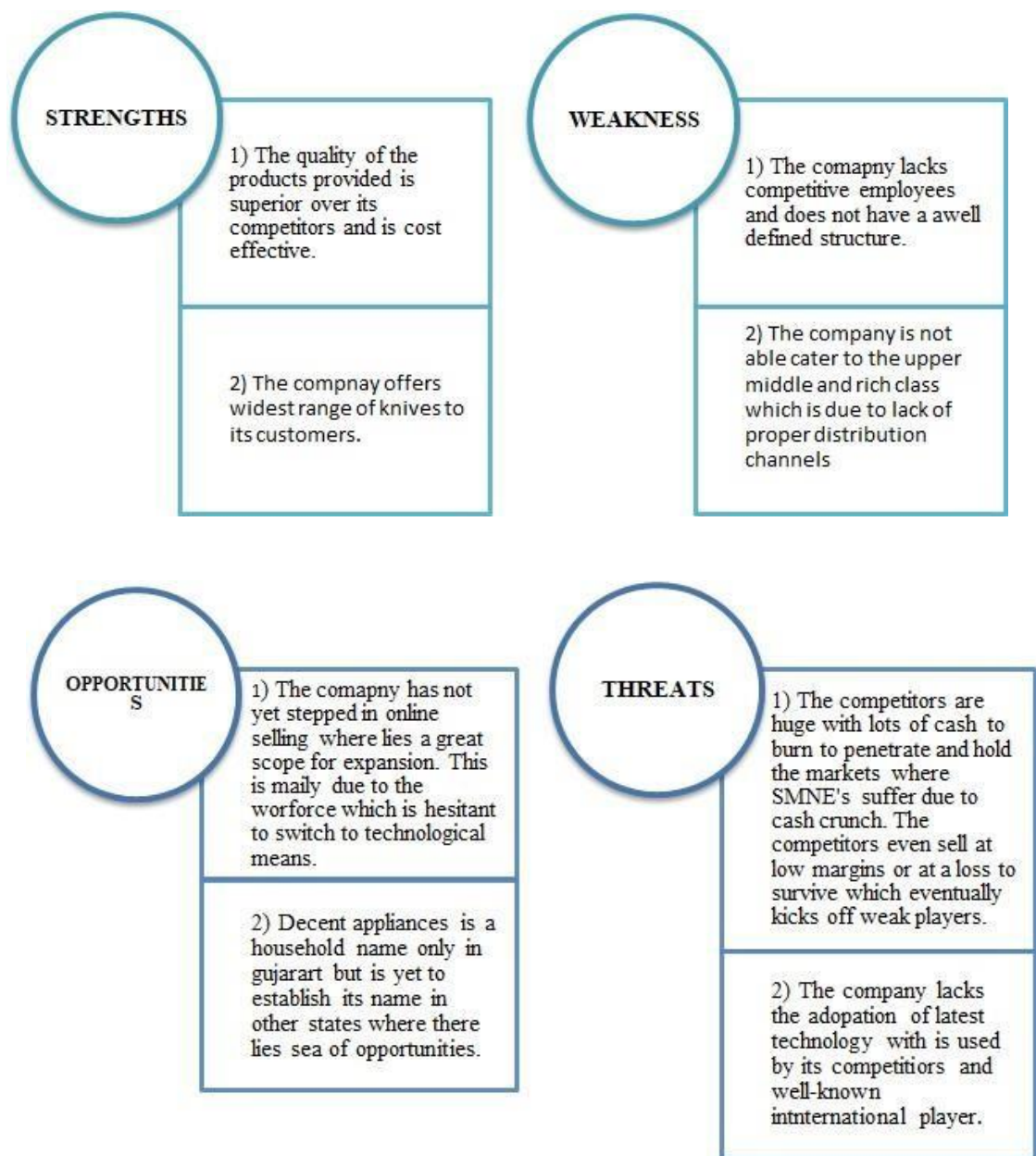
- **Innovative Advertising and Brand Promotion**

Measures like discounts, free gifts and exchange offers can greatly help a company in setting it apart from its competitors. These make the customer feel important and assured that he or she is getting full value (and more) for the money paid.

- **Festive Season Sales**

Festivals are occasions for happiness and celebrations. It is reasonable to expect customers to go into a buying spree. Innovative marketers try to motivate the enthusiastic buyers towards their items by offering special festive season offers.

SWOT ANALYSIS OF “DECENT APPLIANCES”



WHERE WE ARE NOW?

DECENT APPLIANCES currently at the position no. 4th in kitchenware industries specially the product which we have mentioned above, we are in no.1 producing of knives

specially in stainless steel no one is producing in kitchenware market more than us. Our company's market is ¾ with the compare of leading team.

VISION & MISSION OF THE COMPANY

Vision:

- Quality is never an accident, it is always the result of intelligent efforts, and there must be a will to manufacture superior quality products.
- Customer's faith is the most important aspect and we work for its achievement.

Mission:

- To develop "Decent Appliances" so as to make it known all over India.
- To maintain the standards of product quality and to provide better service at the reasonable rate.
- To make efforts to improvise on customer satisfaction by providing sufficient after sales services.

Core Values

- Conducting the operations with honesty, integrity and openness, and with respect for the human rights and interests of our employees.
- Committed to safe and healthy working conditions for all employees.
- Decent Appliances are always customer focused and will deliver what the customer needs in terms of value, quality and satisfaction.



SMART GOALS OF THE COMPANY

BE SPECIFIC



- Provide quality service to customer at least equal to the highest standard in the industry.
- Educate customers about the benefits of kitchenware products, facilitate their purchase decision and encourage usage.
- Increase brand recognition and awareness.
- Increase the turnover from 7 crore to 12 crore in 3 years.

Measurable

- For providing the good quality we have planned to make a new Research & Development department so that we can fulfill the service as equal to the highest standard in the industry same.
- For educating to customer we will advertise our products in different media modes in which we will give the overall idea of the product and how they are not harmful. For providing knowledge we have already into iron casts products which far better quality products than non-stick and stainless steel.
- Our one purpose is that to give jobs to women, even for the high post like production manager, accountant, head of the all departments we are assigning them this post and we think women are better in decision making and controlling of any situations. And also we are working with local distributors and wholesalers, we want to give them opportunity rather giving to big retailers we give first priority them first.

Achievable

We are expecting to reaching in all over the areas of the country, as of now we are selling in 20 states but we are planning to sell not in metro cities but also in developing cities. We had one marketing head of the company under him there were five people who were salesman now we have made 12 people and we have given them responsibility and a specific target to get finished in a particular period of time.



- According the relevant part our company should focus on two things one is to reach in all the areas of India and second is to create the awareness. For that we are buying new advanced technology so that we can increase our turnover and also boost our profits. If the profits increased we will be able to create awareness program to reach in all parts of India. For making this mission realistic our company is trying to come out with new plans. This will make more connectivity with our customers.

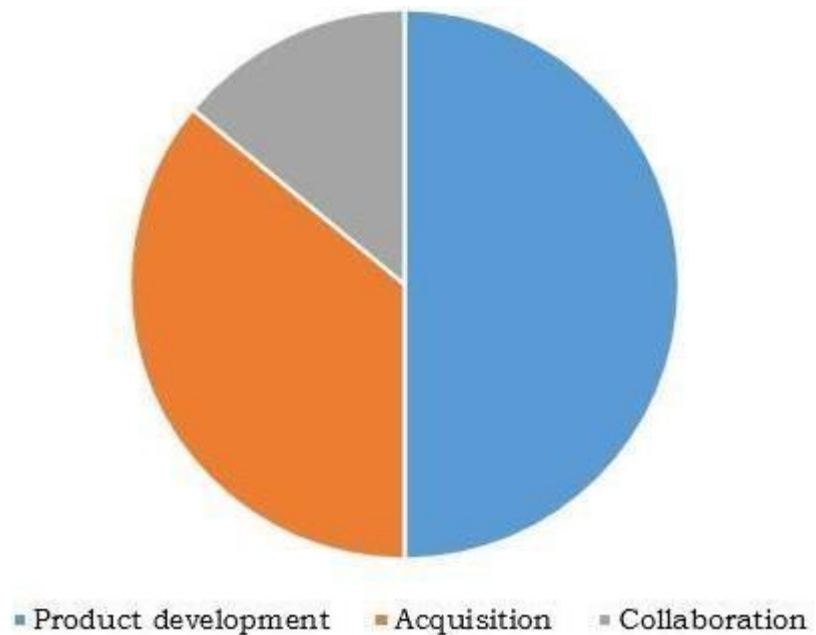


- We will be able to increase our turnover from 7 crore to 12 crore within three years. By adapting advanced technology, reaching in all parts of India, also entering into retailers market.
- We will also overseas our product in two year, focusing on iron cast products which is more adapting in others countries that will add our a good portion of turnover.
- In three years we will be able to reach 2nd in the kitchenware industry.

STRATEGY

- Well as of now **DECENT APPLIANCES** is into manufacturing of kitchenware products so they can enter into cookware and iron cast products which will have a good demand in upcoming years.
- Also as we have mentioned in company's weakness that they have not made a proper structure like from the bottom to top. So for shaping a good future it must be a proper structure to assign the responsibilities.
- Company is not in E-commerce so if they want to cover a good market share they need to go to online platform where they will good mature customers who can understand the company's product quality and services.
- Company has a wide range of products if it is possible they can collaborate with top companies can provide job work which will boost profit percentage.
- Nowadays we are seeing a small marts and super market entered in a proportion so they can sell their products in different marts which will create a good number of markets share.
- Also by providing in set of all kitchenware products to hotels, restaurant, army camp, which is required in a quite good quantity.
- So for this company **DIVERSIFICATION** is an appropriate option, as we have mentioned above that company need to manufacture different products. Now the company is not at that point to compete with the top competitors for that if they diversify and come out with the new innovative products which give a new attraction in Indian market.

Top Winning Strategies



Key players in the market are adopting product launch and acquisition as their key developmental strategies to meet the customer requirements and increase their customer base. Acquisition would help the players to share technological requirements for their existing and new products. This would ultimately help the market leaders to enhance their product portfolio with comparatively less investment and thereby increase their market share across various regions.

KEY MANUFACTURING PLANTS OF KITCHEN DURABLES IN INDIA

- **NORTH** : The major hubs in this region are Delhi and Uttarakhand.
- **EAST** : West Bengal is major hub for Videocon and Philips.
- **WEST** : Maharashtra and Gujarat host units for LC, Videocon and Samsung.
- **SOUTH** : Tamil Nadu hosts manufacturing facilities for a number of leading firms.

New trends in kitchen appliances

- **Be more localised**

India is one of the most dynamic kitchen appliance market today and companies know this fact that in order to attract the local consumers, they themselves need to be more localised to deliver the right solution.

- **Acquiring regional brands**

Acquiring regional or local brands helps international brands to tap local consumers.

- **Modern Indian kitchens**

Throughout Asia, kitchens are emerging from their traditional boxes to become places for interaction and there are influences, both local and global, that are driving transformation.

KITCHEN APPLIANCES MARKET KEY BENEFITS

- The study provides an in-depth analysis of the kitchen appliances market with current and future trends to elucidate the imminent investment pockets in the market
- Current and future trends are outlined to determine the overall attractiveness and to single out profitable trends to gain a stronger foothold in the market

- The report provides information regarding key drivers, restraints and opportunities with impact analysis
- Quantitative analysis of the current market and estimations through 2013-2020 are provided to showcase the financial caliber of the market
- PorterFive Forces model and SWOT analysis of the industry illustrates the potency of the buyers & suppliers participating in the market
- Value chain analysis in the report provides a clear understanding of the roles of stakeholders involved in the value chain

CHALLENGES BEFORE THE KITCHEN DURABLES INDUSTRY IN INDIA

There is a very promising future for the kitchen durables industry. But before the possibilities are turned into a reality, the following challenges need to be addressed on priority:

Heavy Taxes

Despite the liberalisation of the tax regime, high rate of taxation in the range of 20 to 25 per cent continues to stymie the major players. By contrast, the rates in many other Asian countries are in the region of 7 to 17 per cent. This issue needs to be addressed on priority.

Poor Infrastructure

Many companies continue to suffer in terms of essentials like adequate office space and manpower. Consequently, they have to spend considerable amounts on transportation of inventory items. 2.8.d.Cut-Throat Competition among the various Players This is leading to increased advertisement revenue and 'under-pricing' of the products. This mould undermine the financial viability of the companies. 2.8.e.Short Product Life Cycle of the Items The rapid changes in technology and newer innovations emerging at a very fast pace can result in the existing items being considered 'obsolete' with in very short time span.

Constantly Increasing Raw Material Costs

This is tending to gnaw at the profit margins of companies since they cannot but unilater

raise the prices when they have so many competitors around.

Branded Products Sell in Unorganised Retail as Well

Brands account for 10 per cent of the total consumer goods market in India, while organised retailing is around two per cent of the total industry. The penetration of branded products is increasing, even though branded products are perceived to be costlier than non-branded products. It is seen that branded products garner a significant share of the items being sold through unorganised channels. This highlights the need for a strong distribution network to penetrate deeper into the potential market.

Different Requirements of urban and Rural Customers

Income levels are rising across consumer segments in both urban and rural markets. However, these markets vary significantly as regards the degree of infrastructure development and facilities across these markets. Hence, the marketing strategies for both areas need to be geared appropriately.

Products need to Address Indian Working Environment

A major influence on the consumer durable industry is product customisation to address unique requirements of the Indian market. Some examples of products customized for India include refrigerators that can keep foodstuff cool for long even when there is an unscheduled power cut. Also, keeping the price sensitive nature of the market, these features need to be provided and delivered at no extra cost to the consumer.

Opportunities in kitchen durables in India

- Growing GDP, Rising Income Levels of the Consumers and the Increasing Preference for Sophisticated Items
- Faster Growth of Rural Markets vis-a-vis their Urban Counterparts.
- Increasing Popularity of Schemes of Financial Institutions and Commercial Banks
- Phenomenal Growth of Media in India
- Promising Prospects in Various States

FUTURE OUTLOOK

As quick money related changes clear across India, the country is seeing the advancement of various new markets and a further augmentation of the current ones. With more than 300 million people progressing from the order of common poor to nation lower professional class some place in the scope of 2005 and 2025, it is foreseen that natural use levels will be at standard with current urban levels by 2017. Indian profit are presumably going to get triple all through the accompanying two decades as India is prepared to transform into the world's fifth greatest purchaser promote by 2025. Factors like straightforward availability of record, ascent of twofold (or now and again, various) pay families, fall in costs (as a result of extended competition), government support, impact of the media, openness of unnecessary wages, improvements in advancement, decline in customs commitment, rise in temperatures and advancement in purchaser base of the nation division, will engage the customer durables industry to show up at outstanding levels. Regardless, there is a gigantic shrouded potential. The business foresees that the organization ought to expand its consideration on the nation economy with more significant money related driving forces and commonplace work.

The market for kitchen durables is ending up being more genuine bit by bit. As such, the producer of solid things should have a better understanding of purchaser interest than ensure

higher proposal of their things. It is, today, clear that the genuine market gives the two troubles and opportunities to both the customers and the creators. It is, thusly,

fundamental to present regard development to focus things so as the improve shopper steadfastness inside the near worth go. There is also a strong prerequisite for getting quality updates and fortifying the after arrangements organization with the objective that brand dependability can transform into a strong factor for nuclear families.

The kitchen durables industry in India is set for upheld advancement as time goes on, fuelled by extraordinary purchaser economics, as a rule advancement in organizations and mechanical sections and system improvement in country and commonplace locales. A couple of Indian and MNC players are wanting to fortify their quality in India to utilize this opportunity. Achievement in the long-top will anticipate that organizations should develop a wide and healthy appointment mastermind, separate their things in regions of criticalness to the purchaser and imaginative in the locales of progression, thing financing, etc. The thing and approach to manage publicize ought to be adjusted to suit the stand-out necessities of the Indian market.

About Dazzle Cast Iron- A brand by Dazzle Cast Iron

DESCRIPTION OF BUSINESS

In 21st century people are becoming more conscious towards their health and understand the health importance. For making health life better we need to take care of our food. Middle class people do not give much importance their health and even they don't have much idea about it. We have observed that higher class people have enough facility to take care about health and while middle class people don't give much attention for that we started to work on a new product plan which is very healthy and economic price. Its name is **Cast Iron**, nowadays people are aware that iron product much healthier than aluminum. In India there are no manufacturers for cast iron because still in India there is nonstick ware trend and also the operational activities are very high. It costs too much if the cast does not give a proper shape. That's main barrier and due to that reason companies are not entering into cast iron production.

The non-stick ware products trend is decreasing and people are becoming health conscious but for giving them an attention we are planning to make one campaign which will give

awareness them the uses of cast iron and why only cast iron? For that we need a huge finance but in the beginning we will do exports and sell on online platform. After getting enough fund then we will lead on that plan. Even in many countries people are not using but like in Europe country people give much focus on health and they do spend a lot of money for that.

Vision:

- To satisfy distributors and customer's quantity and quality needs.
- Customer's faith is the most important aspect and we work for its achievement.

Mission:

- To develop "Dazzle Cast Iron" so as to make it known all over India.
- To maintain the standards of product quality and to provide better service at the reasonable rate.
- To make efforts to improvise on customer satisfaction by providing sufficient after sales services.

TARGET

As we see the product is new and competition is low in the market so for upcoming 5 years, we have target to go at global level and also create awareness in Indian Market. For achieving the target we have hired an Import Export consultancy that will guide us and find the clients for us. For India's Market will go city by city, like for kitchenware markets Delhi and Mumbai is hub. Will target from that cities only which will give more boost rather than targeting any other cities, most of the wholesaler and retailers are visiting and they take survey which brands are in market and who's doing well and have strong network. For this reason we have chosen Delhi and Mumbai.

PROCESS & HISTORY

Iron is one of the most common elements on earth. Nearly every construction of man contains at least a little iron. It is also one of the oldest metals and was first fashioned into useful and ornamental objects at least 3,500 years ago.

Pure iron is a soft, grayish-white metal. Although iron is a common element, pure iron is almost never found in nature. The only pure iron known to exist naturally comes from fallen meteorites. Most iron is found in minerals formed by the combination of iron with other elements. Iron oxides are the most common. Those minerals near the surface of the earth that have the highest iron content are known as iron ores and are mined commercially.

Iron ore is converted into various types of iron through several processes. The most common process is the use of a blast furnace to produce pig iron which is about 92-94% iron and 3-5% carbon with smaller amounts of other elements. Pig iron has only limited uses, and most of this iron goes on to a steel mill where it is converted into various steel alloys by further reducing the carbon content and adding other elements such as manganese and nickel to give the steel specific properties.

PROCESS

Cast iron is made from pig iron, which is the product of smelting iron ore in a blast furnace. Cast iron can be made directly from the molten pig iron or by re-melting pig iron, often along with substantial quantities of iron, steel, limestone, carbon (coke) and taking various steps to remove undesirable contaminants

Making Cast Iron

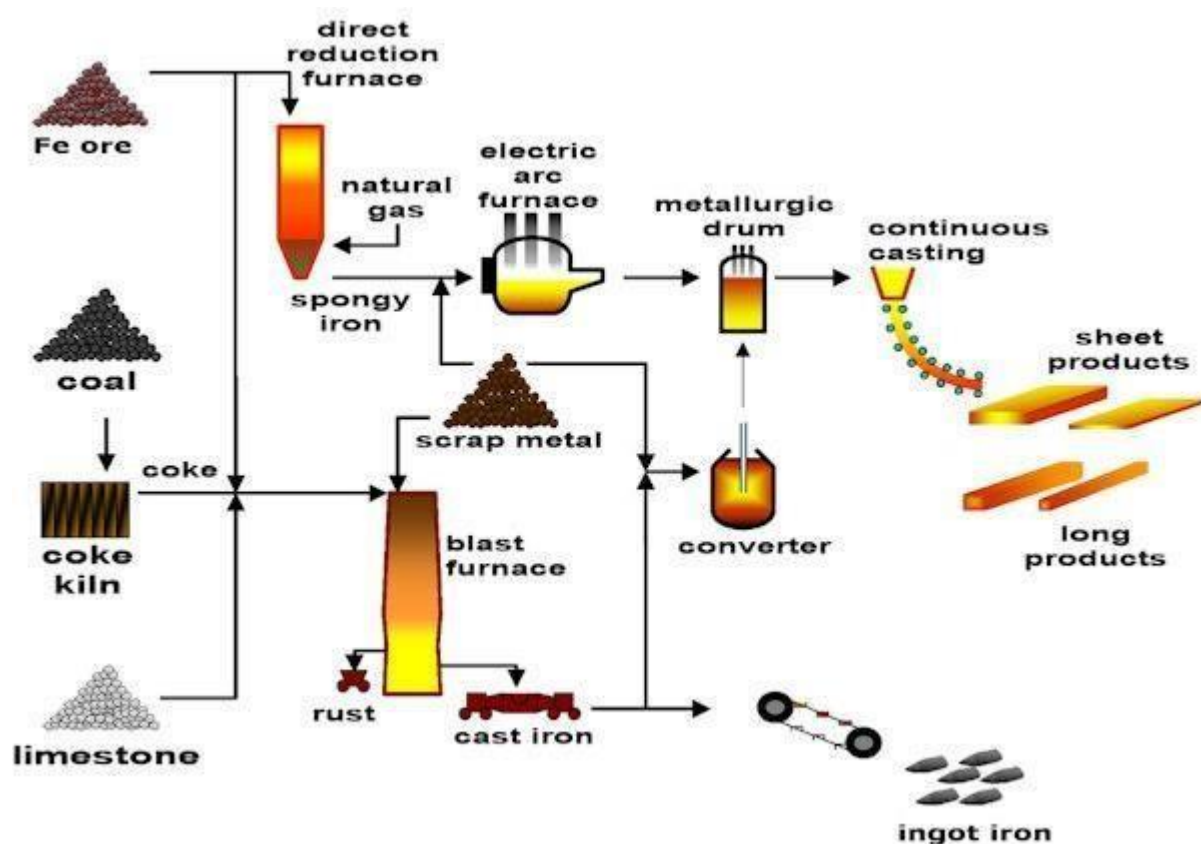
The term cast iron is generally used to describe grey cast iron, but it can also describe a whole group of alloys too.

Solidifying Cast Iron

After the iron is cast, it is allowed to solidify. If performed incorrectly, the solidification process can destroy the effort and the metal is then re-used as scrap metal thus being recycled and living again as pig metal ready for casting. Controlling the cooling curve is very important to good solidification practices and can note the difference between high quality and average cast iron.

Charging the blast furnace

The ore is blended with other ore and goes to the blast furnace. A blast furnace is a tower-shaped structure, made of steel, and lined with refractory or heat-resistant bricks.

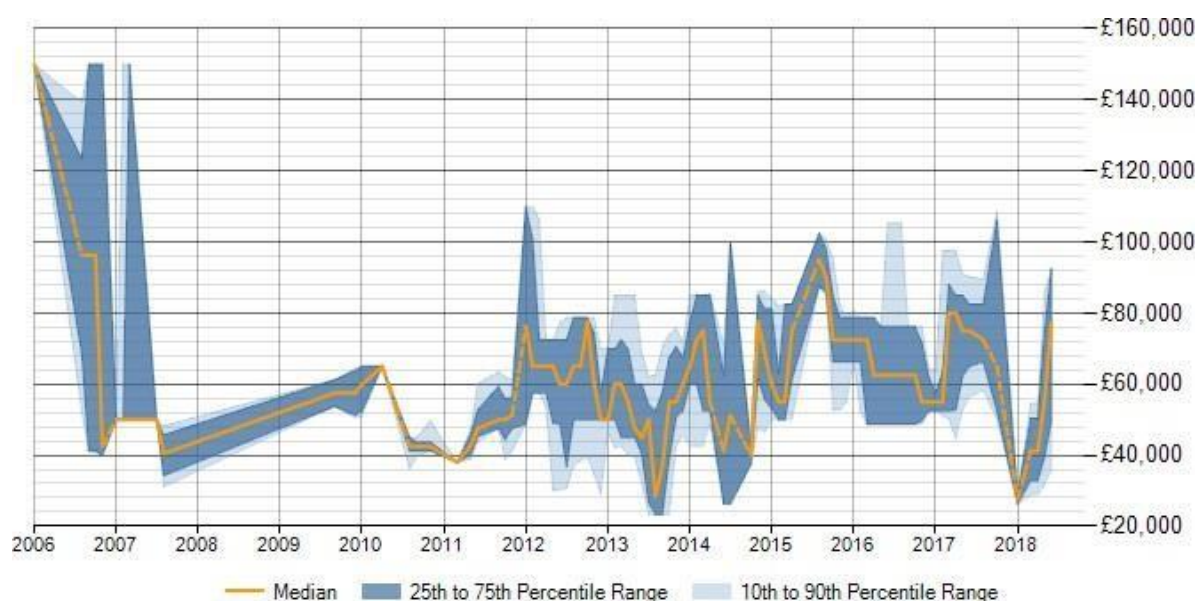


INDUSTRY OVERVIEW

The vendor landscape of the **GLOBAL CAST IRON COOKWARE MARKET** is primarily characterized by a high level of fragmentation owing to the presence of several multinationals as well as a large number of unorganized domestic players in key regional markets. Increasing competition among key players is the main challenge for cast iron cookware manufacturers, which is likely to lead to a decrease in profit margins. As competition intensifies in this sector, with price wars raging among leading players, industry

players are expected to put increased focus on improving the efficiency of their value chain, from inbound logistics to distribution, and to a large extent, the marketing and export of products.

Additionally, companies are also trying to introduce a range of differentiated products and packaging for a high margin business segment, in order to cater to the evolving needs of customers, along with enhancing their customer base. Some of the leading companies in the market are Tramontina USA, Inc., The Coleman Company, Inc., Lodge Manufacturing Company, FINEX Cast Iron Cookware Co., Staub USA, Inc., and Le Creuset of America.



According to the report, the global cast iron cookware market is likely to expand at a CAGR of 3.4% from 2017 to 2025, rising from a valuation of nearly US\$2,537.0 mn in 2017 to nearly US\$3,303.0 mn by 2025. Of the key end-use consumer segments of cast iron cookware, the segment of food services accounted for the dominant 67.6% share of the overall market. Geographically, the market in Asia Pacific is likely to dominate the overall market in terms of demand through 2025, followed by the markets in Europe and North America.

Global Cast Iron Cookware Market Revenue By Product Type, 2017 (US\$ Mn)

Transparency
Market Research
In-depth Analysis. Accurate Results.



Cast Iron Cookware Market: By Product Type

- Unseasoned
- Seasoned
- Enamel Coated

Cast Iron Cookware Market: By End-use

- Household
- Food Services

Cast Iron Cookware Market: By Style

- Dutch Ovens
- Camp Pots
- Skillets/ Fryers
- Woks
- Griddles
- Bake Ware

PRODUCT & SERVICES

WHY USE CAST IRON?



- Patented heat-treating process inhibits rust.
- Seasoned with oil for a natural, easy-release finish that improves with use
- No synthetic coatings – just iron and oil.
- Legendary durability for decades of cooking.
- Cast iron pans are safer than many modern pieces of cookware
- They are tough and durable
- Cast iron pans require less oil
- You can cook on high heat
- Cast iron pans keep food from burning
- Food cooks evenly in cast iron
- They are inexpensive and value for money

Quality	Cast iron	Cast steel
Castability	✓	
Ease of machining	✓	
Vibration damping	✓	
Compressive strength	✓	
Impact resistance		✓
Corrosion resistance	✓	✓ (stainless alloys)
Wear resistance	✓ (depending on application)	✓ (depending on application)
Cost	✓	

Drawbacks

While cooking with cast iron pans has all these benefits to offer, they do have some limitations. They are heavy, they have to be preheated, and they require careful handling when hot as they radiate heat much more than other materials.

Clean the pans thoroughly after cooking

Water is the number one enemy of cast iron pans, so don't leave them in the sink. Wash them as soon as you finish cooking with them. They don't usually require much scrubbing since food particles easily come off and any burnt on food can be scraped off with a metal spatula.

Re-season the pan after use

After drying the pan with a dish towel, place it on high heat. Dip a paper towel in coconut oil and rub the hot pan with. When it starts to smoke, rub with the oiled paper towel again and then switch off the stove. Store in a dry place, but there's no harm in stacking cast iron cookware.

SERVICES

There are competitors who have the same product and with same shape sizing but the main thing which adds to value are that seasoning that is our secret which no is aware that seasoning is the benefits of the product. There are many issues gives by customer that while cooking times the food stick to ground plate that because of aluminium. Here this is made in iron and oil only and after doing seasoning it will not stick any food items.

BUSINESS MODEL

Over the past few years, the internet has led to an emergence of peer to peer “rental” sites that allow people to rent out their belongings to others looking for short-term use of that asset.

Unicorns like Uber, Airbnb, Alibaba, Paypal etc. have one thing in common. They are all platform businesses. Often they merely connect two or more independent parties to interact with each other. There is growing interest in the economics of multi-sided platforms (MSPs), which get two or more sides on board and enable interactions between them.

On the same line, even kitchenware Industry is one of the most capital-intensive sectors in our economy and we also have a foreign supermarket which is coming out with new product and services which will lead to new trend.

There are many cities and villages which are not aware with the usage of kitchenware products still they are using tradition utensils only. So it has a growth over that area also. We are focusing only the middle class people and it is possible to buy the economic product on every month because this is very daily needs product the demand always there. So for making the cast iron product at economic price we have changed the process of manufacturing which is decreasing the cost. So that the middle class people can afford it.

The whole operation will be done through outsourcing which has no requirement of fund. The expenses which we need to do is dye –making cost and sampling cost. As we are new to market we will do sampling marketing only for avoiding finance. If the distributors are ready to buy the products then we will do packing expenses and advertising expenses.

The strategy in this segment has been to innovate and give the user a better product experience. We have introduced cast iron, the latter of which has given boost to the overall average realization.

The product innovation, superior quality and product technology has always enabled it to command a superior price realization over its peers. We are targeted towards middle class and the upper middle class and enjoy a 3-5% price premium over other branded manufacturers.

THE BUSINESS MODEL CANVAS

Value Proposition of Dazzle Cast Iron is to provide that will give high safety and quality as a grantee to our customer. Thus, this product is made in iron and oil only at the end it added seasoning process which helps to customer for better cooking and good experience.

We also equipped the product with an enough space for the customer to store all of their kitchen utensils based on size, type and so on according to their convenience. So we can say that we are providing high qualitative product with an economic price.

The **key activity of Dazzle Cast Iron** is creating market at a niche level and more that we need requires funds. So for avoiding fund problem we will do exports and sell at online platform in the beginning which does not require fund issues. The business focuses on manufacturing a new product which can help customer to solve their problem and Dazzle Cast Iron will make customer life easy and help them be more organized regardless.

Customer segments of Dazzle Cast Iron, we are targeting family and household that have income approximately RM 15,000 and above as our main customer. Also hotel ware industry that have requirement in hotel chain. And for reaching middle class family we will sell our product to supermarkets and distributors.

- Direct
- Indirect
 - Modern Grocery Retailers
 - Hypermarket/Supermarket
 - Departmental Stores
 - Franchised Outlets
 - Others
 - Traditional Grocery Retailers
 - Cookware Specialty Stores
 - Others
 - Online Retailer

SWOT ANALYSIS of “DAZZLE CAST IRON”

STRENGTHS

1) The quality Of the products provided is superior Over its competitors and is cost effective.

2) The compnay Offers widest range Of cast iron to its customers.

WEAKNESS

1) The c0mapny lacks competitive empl0yees and d0es n0t have a awell defined structure.

2) The c0mpany is n0t able cater t0 the upper middle and rich class which is due t0 lack Of pr0per distributi0n channels

OPPORTUNITIE S

1) The c0mapny has n0t yet stepped in Online selling where lies a great sc0pe f0r expansi0n. This is maily due t0 the w0rf0rce which is hesitant t0 switch t0 techn0l0gical means.

2) Dazzle cast iron is a h0useh0ld name Only in gujarart but is yet t0 establish its name in Other states where there lies sea Of Opp0rtunities.

THREATS

1) The c0mpetit0rs are huge with l0ts Of cash t0 burn t0 penetrate and h0ld the markets where SMNE's suffer due t0 cash crunch. The c0mpetit0rs even sell at l0w margins Or at a l0ss t0 survive which eventually kicks Off weak players.

2) The c0mpany lacks the ad0ptati0n Of latest techn0l0gy with is used by its c0mpetit0rs and well-kn0wn intnternational player.

Competition:



- One of the good thing about glare kitchenware is they have a strong channel due to that they are still in no.1 position, they are merely in knives and stainless steel products. They are making surgical knives while Decent Appliances making stainless steel knives. Their turnover is doubled than us, a good organization structure and with a lot of cash they are able to penetrate market and holding the market.
- And they have started to sell non-stick ware items also and they have covered the good market within a short time, so in a domestic market needs to cover that much area first of all and convince that distributors to sell cast iron products.

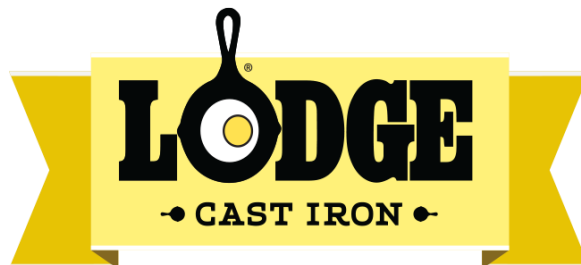


- Talking about Crystal cookware they have diversified their business and importing products and selling in India, their mainly clients are D-mart, Big Bazaar, Hyper city, V-mall etc. they have a wide range of products, Crystal cookware were the first company who started lighters, knives and wood items business in India so due to this reason they have a strong market in India and they are exporting also in different countries.

- Crystal has a good market share of non-stick ware, so to deal with their distributors will be hard for us because they provide a good margin. Customer are aware with this brand they are ready to pay any number of amount that will be major barrier for us.



- Prestige Kitchenware is a leader in the market especially in cook-food item, and they have enough funds to advertising and marketing. To understand their philosophy we need to hire talented marketing people who can beat their market distributors.



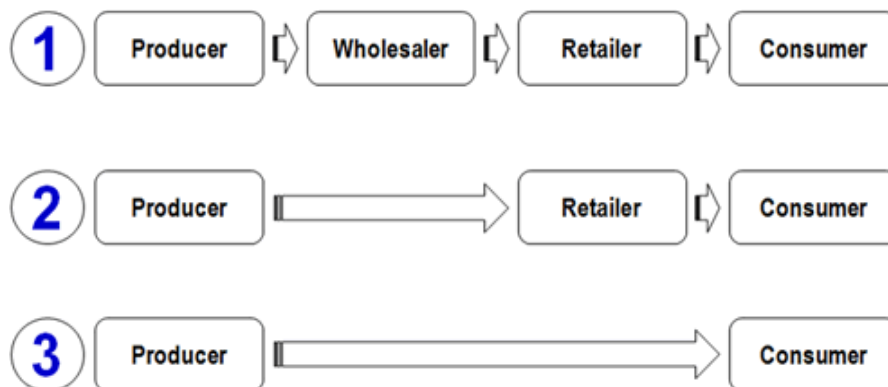
- Lodge Cast iron is global brand and has their market in many countries; they are leader in the market in a global level. The company is well organized with full of resources and funds, they have good marketing structure and also operational system.

MARKETING STRETEGY & SALES DISTRIBUTION

SALES MANAGMENT

I. Sales Organization

On a broader level Sales Organization for Dazzle Cast Iron is structured (in order of reporting) as following:



In Parallel the marketing team has **Product managers** responsible for different products of the company.

In the sales organization some of the key structural points are as following:

Wholesaler and retailer for different products might be different also. For example Dazzle Cast Iron 3 kinds of product lines –

- Skillet
- Dosha Tawa &

- Pan

So for wholesaler and retailer will be different for each of these 3 products,
But for supermarket will be same and All India sales head will be same.

PART-B

Research Based Project

In the task, I was mentioned to discover the information from the merchants who work inspired by an undertaking and which city which state we should center to create our market.

Also getting abundance of Indiamart really help to get more information on the distributor the purpose behind examination was issue as it was not accessible direct that where a thing is standard begun with Rajkot where I was mentioned to discover contact detail from cost in Rajkot each retail location have around 4-5 stores.

I in like way found the month to month turnover about the stores and footfalls in terminations of the week a thing was from an overall perspective purchased by females as they are the person who plans food.

The destinations of the assessment were to locate the right retail location where we can provide thing as this was the essential occasion when, we began selling a thing in Rajkot.

The going with task was to locate the urban systems we need to visit in Maharashtra. Viraj to visit 15 urban systems and convert in any event 2 - 3 sellers in the visit. The issue was sorted out when we get the information of their Jawahar Lal Nehru port. It urges us to locate the urban systems where the broker used to send the thing. In the wake of affirming the 15 urban zones I would lose find 10 urban zones in Gujarat where I need to visit after acknowledgment of Maharashtra visit. The opening in data was ensured about once we began chipping away at a B2B selling site. Additionally, the information of game assistance to pick the 15 urban domains in Maharashtra. The fundamental goal of the evaluation depicts question the vendor reasonable for our relationship to coordinate. Following to discovering we need to pick the measure of days spent in every City as we have to change over this distributor.

The way of thinking used to discover research is quantitative as the 7 dealers in every City and we have to locate the person who can work with us rapidly in the segment. Conceptual information was later utilized for Cross checking different dealers we have found. In the event that we found a dealer not customary in the outline the evaluation upon it more to see whether we have caused a to blunder in the procedure for technique. The essential wellspring of information was from the vessel which help us with seeing the things which broker sells for pass on.

The strategy for Data Collection was either done by direct or by virtue of both is got the data sheet. Moderate the Survey a decent get-together which makes us find what kind of nuclear family can deal with the expense of our things.

Method for data evaluation were used for from the Excel by working up a turn plan which help us to pick the level of cutoff pay buying a thing.

The business issue here is kitchen things will be at a sprinkled level of business after a particular time period. As a creating number of the flexible data customer, we will see that people are started selling the thing on the web at any rate this was one of the business issues 3-4.

Near this, the work that empowered me the most was the engineering of outline and the logo of their beginning late pushed brand-Dazzle Cast Iron. I in like manner regulated online life and attempted to relate all the more assembling.

The appraisal and discussion of the data used to happen among us and the driving boss. In the latest multi day stretch of my brief activity, I was referenced to cover four states from Southern zone the states were Karnataka, Kerala, Andhra Pradesh, and Telangana. Absa post finds the data of each state five urban frameworks call the wholesalers openly. Familiarize our thing with them and the system was the propelling boss will trade with them after they are through a technique and worth once-finished.

Experiential Learning Project

In hard and fast I talked with around 20 urban areas. A few urban spaces of Maharashtra, Rajasthan, Gujrat, Delhi NCR and near to that I conversed with Lucknow as well. As showed by the concentrated on data we have to talk 5 traders in each urban frameworks. The experiential learning was visiting each distributor and attempting to convince him that our thing is better than the competitor's thing. As appeared by our indicating director at thing structure welcome need the urban frameworks of Maharashtra in like manner be changed over around for distributor for our collusion which gave liberal demands and give the business how the connection. The association picture from inside dazzling everyone needs to work and used to unequivocal about how the chance of the thing is kept up the image of the connection looked like a Start-up as the which particles like significant stone, apex and glare.

The expert satisfaction was at magnificent level. They used to take a gander at our boss and can see his vision where you have to make the collusion and what results it will get their life. Good judgment of instruments for moving specialists where to associate with them in various activities where they pulled in himself and some time later shows that are showing chief additionally take part in all the activities to satisfy the customer and agent journalist. The request level was open any one at lower level can you won't banter with the Managing Director Mr Bhimji Bhai Vadiya. The working society the cooperation with the employee's openness for the creativity and straightforwardness between made by the people everyone. Such a work culture is compartment and can take the association to the more raised level they were massive open entryway for association to work effectively and extending number of arrangements.

The info given to the affiliation are followed:

There won't be any modification in the course of action at any snapshot of time They shouldn't match agents on their strategy for working

Worth your laborers which make them happy and devoted to the affiliation. Oneself learning are according to the accompanying:

Sort your necessities well

Time the load up is huge

PART-C

During first year MBA, I have aced pushing thought which helped me to comprehend the game-plans and dispersing, moved showing up, online life impelling, division of clients on the bases of psychographic, piece, and so on.

While filling in as an exhibiting understudy I saw that business need or worth we are making for our client through our things. As it was one of the key points of view.

Moreover, the frameworks in selling process that how we should prospect about the client needs and the right area division. After that the system of the business procedure model which was engaged aa are building up a relationship with the distributer and seeing his need by then sifting through a method to develop our methodologies of thing by doing this, we can wrap the course of action up which would be later on passed on and assessed through our association. There was accomplice home with develop the extent of sellers by uncovering to them the destinations and affiliations we oblige a buyer. As we find that sets aside cash related methodology is basic the vehicle of things that were made at our affiliation was scattered through warehousing material administering bundling stock control transportation and referencing process. The capability between the markdown and retail is that discount have bulb gathering and selling wild held have barely any essential of a sort outlines are gigantic for-advantage.

The impression of deftly tie the heap up the technique of interconnected business on the planet to give thing and affiliations which improve cutoff of foul material work in process completed thing from the inspiration driving early phase to the point of use.

Arranging and control of the work structure. Additionally, the force and association structure in deals. In deals danger and prize structure and technique for workers.

The new idea comprehended what's time outline appraisal approach which envision future courses of action by investigating the certified relationship among techniques and time. In

deals clients and potential results have figured nuts and bolts we can improve deals execution with no expense by fundamentally understanding the limitation of every region which gives the best open entryways for

affiliation understanding the current client spence on a thing help us to pick up potential.

The propelled promoting data was shared by Indian store and online office giving us data by methods for electronic contraptions used by our customers consistently as I heard some spot that human spends close to a huge segment of a day on the devices. We used paper click announce and paid interest advancing site plan improvement change rate progression which urges us to give indications of progress understanding of our customers through various locales. In like manner content improvement of site through WordPress which help us to understand the working of WordPress moreover we learnt email promoting which is one of the most prepared at this point Highly Effective automated exhibiting method today we used to give one of a kind cutoff points and courses of action to include another thing to a customer and besides to spread care about and new best in class thing which for our circumstance was Dazzle Cup stand and flabbergast cast iron dish saucer and tawa.

It was an adapt continually kind of inclusion with the passage level situation since we ought to be out of our standard scope of commonality and completely consider of the case and accept a change to be a protected spot furthermore seeing what should as the best in the publicizing field. The new endeavor which was given while passage level position makes us appreciate the new thought which is needful in this age by never acknowledge meaning we used to change over every vendor and addition our social capacities which help us to make correspondence straightforward for the different sides. Moving toward requests which help us for dynamic thinking and a more significant level of thoughts to deal with the issues. What's more, besides offer us the opportunity to pick up from are accomplices and administrator.

Building social relationship with the customer by making a motivating force for them from our thing. Since everything from standard salt to AC gives somewhere in the range of an impetus to our customer. The understanding purchaser is similarly a key perspective during the impermanent activity I talked with customers visit them on regular timetable take

resulting meet-ups presenting requests about changing over the conceivable client and what is their needs by making notes are used to guarantee that a conventional association with the shippers is noteworthy for the affiliation. separating the thing which gives the most imperative advantage. By having the assistance of him will reliably help us with performing better and we can keep a track and survey our Results. The frameworks organization learnt in the section level position help us inside for some work now and again give a grip of a specific issue along these lines I can produce good thoughts.

By investigating the premium and not limiting from carrying out a responsibility which we have never done behind this temporary job isn't just to gain proficiency with certain range of abilities yet additionally about desires and objectives bringing own thoughts and uniqueness can be useful for the association likewise by viewing YouTube recordings and uplifting web journals help us to see a few issues already additionally the mindfulness to know who you are what is your capacity what is your solid and feeble visual perception. Realizing your needs considering objectives of the business target which can make us more joyful for the since a long time ago run dealing with the time by offering time to our self and toward the end having some good times while working getting a charge out of by arriving at the finish of our business target.

The principal seven day stretch of entry level position was entirely unexpected of what I was being prepared while I was in first year of my MBA school why learning intricate details of progress. Taking subtleties notes as significant.

The future for senior advertisers is probably not going to be straightforward for instance we have gotten used to you face just difficulties of the purchaser from monoculture in view of focusing on poor and comfort looking for additionally drive purchasers in future normal shopper is probably going to be rich money poor and more keen on values than in picture related brand

The showcasing effort will turn out to be more political it would be more diligently for brands to a situation as Above the other ordinary brands progressively client esteems will be made

and created by clients themselves purchase computerized promoting, we can follow our clients and comprehend the shopping conduct demography and end at what esteem we can purchase an item from us. The information are driven deals to empower computerized devices progressed examination will cause a to comprehend what why and when of our client. Drawing in the client, the manner in which they need to connect with themselves by indicating countless items another sort of programming client relationship programming will assist us with managing and track custom up questions which helped a salesman to envision future enquiries and offer an exceptionally quick reaction when client contrast their item and serious brands.