

Project report on
“A STUDY OF EFFECTIVENESS OF DISTRIBUTION CHANNEL OF ANNAPOORNA
METAL INDUSTRIES, BELTHANGADY”

BY
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(4LV17MBA35)

Submitted to



VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELGAUM

In partial fulfilment of the requirements for the award of the degree of

MASTER OF BUSINESS ADMINISTRATION

Under the guidance of

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APRIL- 2019



TO WHOMSOEVER IT MAY CONCERN

This is to certify that Mr.Raghavendra Prabhu V (USN:4LV17MBA35) a student of Master of Business Administration, Alva's Institute of Engineering and Technology, Moodabidri has undergone his project work on topic " A Study on Distribution Channel" in our organization from 3 January 2019 to 16 February 2019.

During the period he has done the work sincerely and his conduct was good.

We wish him success in his future endeavor.

For Annapoorna Metal Industries

Managing Partner



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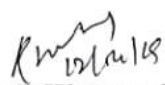
12 April, 2019


Certificate

This is to certify that **Mr. RAGHAVENDRA PRABHU V** bearing USN **4LV17MBA35** is a bonafide student of Master of Business Administration program (2017-19) of the Institute affiliated to Visvesvaraya Technological University, Belagavi.

The project report titled "A STUDY OF EFFECTIVENESS OF DISTRIBUTION CHANNEL OF ANNAPOORNA METAL INDUSTRIES, BELTHANGADY" is prepared by him under the guidance of **Dr. Claret Mendonca**, Associate Professor, Department of Business Administration, in partial fulfilment of the requirements for the award of the degree of Master of Business Administration by Visvesvaraya Technological University, Belagavi, Karnataka.


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EXECUTIVE SUMMARY

This study of effectiveness of distribution channel of Annapoorna Metal Industry, Belthangady”. The channel of distribution arises because the product has to reach to customer from the industry, in the right quantity, at the right place, at the right time. The every company tries to satisfy their customers by providing quality and trustworthy product. The study helps to know the satisfaction level of the customers towards the product offered and towards the distribution system by the industry. It also helps how well distributors performs in product distribution to the customer.

The objective of the study: To study the satisfaction level and influences of the customers towards the distribution method with products of Annapoorna metal industry. To identify consumers awareness, opinion and attitude towards the distribution system. To analyze the relationship between distributors, manufacturer and customers. To identify about availability of the product and customer loyalty towards the distribution system. To identify customers future expectation from the Annapoorna Metal Industry.

It also helps to know the problems which are faced by the distribution channel members. The survey was conducted with the customers of Annapoorna Metal Industry in the district of Dakshina Kannada and Udupi. It will help to know distribution channel system of the organization. This study helps the organization to drop or add new channel in distribution. This study will helps to know the satisfaction level of channel members.

The survey reveals that the more number of respondents are satisfied with the distribution system. Data Analysis is an important task and it helps in making correct interpretation. Data Analysis is the primary task which should be analysis after the research work is accomplished. By these analysis which helps for the customer aware about distribution system provided by the company. When the information are received through the research work, these information are properly analyzed and interpreted in a proper manner. It helps for a concern to forecast about their future and it also helps to rearrange their process, so that they can satisfy their customers in a better way.