



**A RESEARCH PAPER ON “TO STUDY MARKET POTENTIAL FOR
ANNUAL MAINTENANCE CONTRACT OF DIESEL GENERATOR
SET IN PUNE REGION”, MAHARASHTRA, INDIA.**

D. B. Bagul, Ph.D*

“Director”, RJSPM, Institute of Computer and Management Research, Alandi, Pune

Abstract

*The research consists of study and analysis market potential for AMC of Kirloskar DG sets in Pune region for Omkar Engineering Works (An Authorized Service Provider of Kirloskar Oil Engine Ltd). In today's competitive world while entering in the market it is very necessary to have good knowledge of the potential of a particular market. 1. To understand the market of Annual Maintenance Contract (AMC) for diesel generator sets. 2. To study the current market share of Omar Engineering Works of Annual Maintenance Contract to various companies. 3. To understand the factors that companies consider while giving Annual Maintenance Contract. **Omkar Engineering Works** is a firm promoted in the year 2007 by professionals having wide experience in the industry. It is a highly ambitious group of technocrats ventured into engineering solution consist of electromechanical research, maintenance & service segment with definite objective of being 'Unique'. Engineering research's, consultancy & maintenance service provider carrying a reputation, reliability & strong referrals among its prestigious clientele. It is also an authorized dealer of Kirloskar spares Parts and Bosch engines.*

Keywords: *Market, Potential, Analysis, CRM, Consumer, Customer, Industries, atisfaction, Delight, Survey.*

INTRODUCTION: "Market potential is a strategic tool to identifying market opportunities and invents resources where they will have the greatest return in the long run. Market potential analysis can help to target markets with high growth potential in future."

The research consists of study and analysis market potential for AMC of Kirloskar DG sets in Pune region for Omkar Engineering Works (An Authorized Service Provider of Kirloskar Oil Engine Ltd). In today's competitive world while entering in the market it is very necessary to have good knowledge of the potential of a particular market. The research was undertaken to help company to gather information regarding the activities of competitors in service sector. This helps company to make plans and arrange marketing activities accordingly

The research at Omkar Engineering Works was done with major aspects to find out the market potential and market share for AMC (Annual Maintenance Contract) of Kirloskar DG Sets. I tried to analyze the competitor's activities from which I was able to find company's strengths, weaknesses, opportunities and threats to some extent. During the research I covered MIDC areas along with, Residential societies, corporate offices, Government firms and also service sectors like hotels & hospitals in Pune region.

The research was totally focused on approach of DG sets user's towards the AMC of OEW as an authorized service provider. The sample size taken for this research was a total of 85 in Pune region. Most of the primary data was collected from the Small Industrial & Residential sector through a well prepared questionnaire. The Secondary data was collected from the Customer Relation Department of OEW, Internet (Kirloskar site), yellow pages, magazines etc. Then the collected data was categorized in a systematic way according to the need of the objectives. After that a simple statistical techniques were used like percentage, pie chart, graphs etc. so as to analyze the data easily.

Review of Literature: Market potential analysis is a strategic tool to identify market opportunities and invest resources where they will have the greatest return in the long run. Market potential analysis is not used for short-term forecasting, but can help to target markets with high growth potential in the future.

Market potential analysis enables companies to:

- Categorize countries as lead markets, break-out markets or emerging markets.
- Quantify market potential for a given product by country, region or globally, Now and In future
- Identify growth drivers and barriers in those markets.
- Understand how to exploit growth markets by tailoring marketing, product development and production strategies to meet customer demands and overcome market barriers.

Research Methodology:

Research is an organized and systematic way of finding answers to questions. The research was carried out using the Primary data and the secondary data for the purpose of analysis. The method of sampling used was convenient sampling method in order to obtain the statistical efficiency of the data.

Analysis of data:

This research is based on the information collected from respondents through questionnaire. The data analyzed is presented in the form of graph and on the basis of that conclusions are made. At last the required suggestions are given.

Conclusion:

Market potential for the authorized AMC for diesel generator is good as there is a good demand for diesel generators among the companies due to power crises which results in a good demand of AMC for diesel generators. Expansion is going almost in every industry and to meet this expansion, they need diesel generator sets and service is needed for these sets. The authorized service providers of AMC can tap a large share of market if they keep their customers satisfied.

Another important point in this industry is the customer relationship management. Many companies are having long term relationships with the local service providers. So these companies not like to switch to other (authorized or local) service providers.

In simple words executive summary is a brief history of the research report.

OBJECTIVES

1. To understand the market of Annual Maintenance Contract (AMC) for diesel generator sets.
2. To study the current market share of Omkar Engineering Works of Annual Maintenance Contract to various companies.
3. To understand the factors that companies consider while giving Annual Maintenance Contract.
4. To know the various payment methods for Annual Maintenance Contract preferred by different companies.
5. To know the customer satisfaction level regarding the services provided by company.

SCOPE: Diesel Generator set using companies in Pune Region was visited. The scope is limited to study market potential for Annual Maintenance Contract of DG set and finding out

the potential customers for Annual Maintenance Contract, and also to consider the feedback from the customers regarding the services provided by company is to be studied.

1. The data collected will help to understand the requirements of the customers with respect to the cost, quality, and performance of the service.
2. It also helps the company to tap potential customer.

Data Collection: Data is the basic input to any decision making process. The processing of the data gives statistics of the study. Hence data collection plays a very important role in drawing conclusions and accordingly formulating recommendations. In the ongoing research data is collected through following methods

- Primary Data - Primary Data is firsthand information and it was collected through the customer- Questionnaire.

QUESTIONNAIRE: It is the list of some questions which is handed over to number of people for collecting the required data. It is usually in the short procedure or at time tick form. The questionnaire was simple and lucid, so that respondent understands it easily and maximum data can be collected from the respondent to catch the objective of the research.

- Secondary Data - Secondary data is second hand information. It is collected through published sources such as Internet, Magazines, Academic Books, Trade associations Reports and Newspapers.

METHODOLOGY: One of the reason behind result differentiation is methodology it is followed by each individual is usually differentiated the sample size itself the representative of the population, the quantity of field staff who conduct Interviews & conceptual skills in design & interpretation or differ from researcher to researcher.

Methods & Tools are used in the research: The main purpose of this research work was to get the responses of the customers having Kirloskar DG sets in Pune region so as to study and analysis market potential for AMC (Annual Maintenance Contract) of DG sets for Omkar Engineering Works. This research is all about approach of the customers who having company service or from other firms. The objective of the research work was to highlight potential areas where Omkar Engineering Works, could do more and also improve their services. The type of research used to accomplish the research was "Descriptive" and Sampling Method was "Convenience Sampling" whereby the customers of Kirloskar Oil Engine Ltd (Kirloskar DG Sets Users) in Pune region were selected. The Primary Data required were collected by means of "Questionnaires". This included providing questionnaires to the Kirloskar DG Sets users to get their approach towards the AMC services of OEW.

The Secondary Data required for the research work was obtained from the Organization (Customer Relation Dept.) and its website.

Research Design

Type of Research - Descriptive Research.

Sampling Method - Convenient Sampling.

Universe - Diesel generator users in Pune Region.

Sample Frame - Diesel generator users of Kirloskar.

Sample Size - The total sample size was 85 diesel generator users of Kirloskar.

LIMITATIONS: Some of the difficulties & limitations face by me during my research are as follows:

Non-response Error: It is almost impossible to obtain data from each and every respondent covered in the sample. There are always some respondents who refuse to give any information. This error also occurs when the concerned persons are not available.

Lack of knowledge: This is caused when the concerned person is not having correct knowledge about the maintenance of diesel generator and the service provider.

Area Limitation: This study was limited to some region of Pune only. Therefore the findings may differ from other parts where I have not visited.

Time: Time duration for research was very short i.e. 2 months in which it was difficult to study the whole market.

FINDINGS: From the data collected it was found that,

1. Omkar Engineering Works is a well-known name in minds of customers, it is known for its high quality Service.
2. Omkar Engineering Works is known for its high quality, it has created a brand name (as an authorized service provider) in minds of the customer and customers were highly satisfied by the service provided.
3. Competition was strong from other service Providers (Free lancers) like Kala Genset, Accurate power, Ace engineering, Swastik, as they provided the Paid service & 'AMC' at cheaper rate.
4. The area under survey was mostly small and medium scale industries they were not able to afford high price AMC (annual maintenance contract) service provided by OEW as a result they switch to local service providers to meet there requirements.
5. Most of the customers had complaints regarding the G 1 - G2 service (i.e. under warranty).
6. It also helps to know the preference of companies for choosing AMC service.

7. One of the major drawbacks observed with OEW was that, the delivery of spares part was not on time.
8. It also helped in understanding the customer requirements and their responses to various services provided by the company.
9. The priority of attributes which helps customers in deciding which service is better is quality of service, cost, time and then person's empathy.
10. OEW has got better share in authorized AMC market than Freelancer because it is having more reach than Freelancer due to better network and also because of the higher level of customers satisfaction.
11. Annual maintenance contract without material is the preferred form of AMC with the companies.
12. Majority of the companies prefer authorized service and the main reasons for their preference are quality of service, availability of spares, delivery time and reliability. Some companies do not prefer authorized service and the main reasons for their non-preference of authorized service are high cost involved and more time taken by authorized service providers to provide service.
13. Yearly payment is the most preferred form of payment for AMC by different companies.

SUGGESTIONS

Timely delivery: From the survey conducted it was observed that most of the customers were switching over to other service provider because of delay in delivery of spare parts by Omkar Engineering Works, thus they should give extra attention on in time delivery of spare parts.

Proper follow up:

During survey it was observed that some of the customers had orders pending since 1-2 months due to non payment, or due to late delivery, OEW should consider this point and implement an effective follow-up scheme. Company should also have time clause of payment to retain the customer and reduce the payment delay such as discounts for early payment.

Time: The time taken in providing service to the customer should be minimized so as to give quick & efficient service.

CONCLUSION: Market potential for the authorized AMC for diesel generator IS good as there is a good demand for diesel generators among the companies due to power crises which results in a good demand of AMC for diesel generators.

Expansion is going almost in every industry and to meet this expansion, they need diesel generator sets and service is needed for these sets. The authorized service providers of AMC can't tap a large share of market if they keep their customers satisfied.

Another important point in this industry is the customer relationship management. Many companies are having long term relationships with the local service providers. So these companies not like to switch to other (authorized or local) service providers.

Reference

Books

Philip Kotler, Kevin Lane Keller, Abraham Koshy, MithileshwarJha "Marketing Management" 12th Edition A South Asian Perspective.

G. C. Beri, Marketing Research.

C.R. Kothari "Research Methodology -Methods & Techniques", New Age International Publishers.

Websites

www.google.com

www.wikipedia.com

www.omkarengineeringworks.com

www.kirloskar.com

www.cummms.com

