

A STUDY ON HOW THE SALESMAN MANAGING THEIR EXPENSES WITH THE SPECIAL REFERENCE TO PUPA HOMECARE PVT LTD.

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ABSTRACT:

In a day to day life how the salesman facing an lots of struggles and hurdles to run their life. Salesman spend more expenses from their hand or their own money for expenses. If the companies repays their amount or not. How the salesman manages their expenses with the pays of organisation or the company. Salesman spends more than expenses for the travelling to other hub or to promotes the products from one to another's. Salesman spends more expenses for the purchase returns and the company gives less amount for the exports.

Keywords: Salesman, Expenses.....

1.1 INTRODUCTION

This research was done by Mr.Manivel S about How the salesman managing their expenses pay by the organisation or If the salesman will manages with his own spend by an hand. In daily life the salesman moving for an searing for the product selling, in that time he spends an lots of money from his hand and he applies for the Territory allowances as TA .If the company pays full amount or not he will manage with the expenses of company's pays. In the day to day life the sales man will travelling for the selling of his products and he spends more than the normal days. In the salesman's

life the faces so many hurdles and hard to manage themselves. If the sales man goes to meet the dealer or someone for the promoting their products and the salesman will faces a more struggles or if the salesman to meets the existing dealers or a customers they make an demand for an discount on products and someone says products will be damaged and so far the sales man faces the purchase returns on the products at the time basis the sales man makes an return policies and spends an expenses for the shipment and postal but the company could not repays the amount for courier's or other expenses. The salesman spends food and traveling and petrol expenses but the company cannot considered the food allowance to the sales why means the salesman doing an particular area visit and inside the hub but he spend money over his hands and they provides the petrol chares per kilometre from expenses of the salesman will spend more than from his hands.

1.2 OBJECTIVE OF THE STUDY:

- To know about the Salesman salaries and wages provides by the company.
- To analysis the expenses by the salesperson for company,
- It helps to calculates the revenues and profits of the company.
- It helps to reduces the expenses of the salesperson.
- It helps to avoid the Discontinue and Misbehave of the salesperson to improve the better sales and production.

1.3 NEED OF THE STUDY:

- It will helps to known about the salesman's difficulties faced in te using of expenses pay by the company.
- It separates the expenses what will spend by the salesman.
- It helps to find out the salesman's, traveling, food, and other expenses.
- It helps to solves the problems what will be arise for the salespersons.

1.4 LIMITATION OF THE STUDY:

I have collects responses from the few salespersons because of they are travelling in the day to day life. So I have collected the sample and completed my research.

2.REVIEW OF LITERATURE:

George John and Barton Weitz Feb., (1989) “An Empirical Investigation of Factors Related to Use of Salary versus Incentive Compensation” Author(s): The objectives of our research are to develop a conceptual framework for investigating the role of salary in a sales compensation plan by integrating the normative prescriptions in the sales management literature with prescriptions derived from transaction cost analysis (TCA), to test the descriptive power of the proposed framework, and to suggest future research directions for determining the appropriate role of salary in different sales environment.

Dr.M.R.P.Singh 2018,”Personal Selling”. After going through this lesson, you should be able to Define personal selling and salesmanship. Explain personal selling objectives. Discuss the importance and relevance of personal selling indifferent situations. Explain the diversity of selling situation. Elaborate the personal selling process.

Van Cong Nguyen (2019) This study intends to examine the, “Impact of selling expense structure on the business growth”, By using STATA software (Stata Corp LLC, 4905 Lakeway Drive, College Station, Texas 77845-4512,USA), the research outcomes indicate that both labour expense and depreciation expense have a negative influence on revenue growth and firm size growth but positive influence on profit grow while materials and tools expenses negatively affect all three dependent variables. Furthermore, an increase in the proportion of outsourcing expenses and other selling expenses would result Ina significant increase in revenue but a decline in the profit of these companies. From this research results, large-scale enterprises should consider changing the selling expense structure as they spend too much on outsourcing and other selling expenses (60%–70% total selling expense) but too little on labour, which plays an important role in upgrading the profitability of these enterprises. This is because, although small- and medium-sized enterprises account for 97.5% of total businesses, their GDP accounts for only about 40% total nation GDP while large enterprises represent only 2.5% of total businesses but their GDP is created accounting for 60% of national GDP (Ha 2018). In addition, every year, large enterprises in Vietnam always spend.

Dan underwood (2011), Develop a management information tool that will allow WFC management to track expenses by allocating costs to certain departments. Develop a management information tool that will allow

WFC management to allocate to specific categories of each department and identify the profitability of manufacturers' products. To track expenses in a new way, it is important to have an understanding of the current accounting method. In its simplest form, the standard accounting method for WFC is to subtract cost of goods sold (COGS) from revenue to obtain the gross margin. Once the gross margin is found, any expenses that were assigned to that particular category are subtracted, giving the operating margin. In this particular method there is no way to account for costs such as depreciation on equipment, rent, utilities, wages, etc.; all of those costs are subtracted as expenses.

Dr.Surinder Singh Kundu,"Sales Management", The costs to this are huge. Most people think only of the direct costs. The cost of hiring, the salary, some training, onboarding costs. Too often, managers think this is pretty small. \$100-200K. But the real cost is much higher. It's the opportunity cost. Customers don't stop buying just because you might have an open position or open territory. They just buy from your competition.

Madhuri thakur (2021), "Selling expense" is one of the significant expenses in the income statement. It is one of the essential expenses, especially in the FMCG industry, where competition is very high. However, proper management of selling expenses can help an organization to increase its profitability. If they are showing an increasing trend, but sales are not growing, then it will show that the company is not operating efficiently. Or they are maybe struggling to sell their products or services. So they either need to invest money in distinguishing their products to increase the sale or need to improve the service quality. Management generally calculates the SAE ratio, i.e., sales to administrative expenses ratio. The higher SAE ratio is better for business & low ratio could reveal inefficiencies in the business.

Rene.Y.Darmon 2015, the objective is to assess the value of individual salespersons to the firm, identify the most valuable ones to target, and customize the firm's management programs to each target segment in order to maximize benefits or reduce costs. reducing the number of leavers in this category, or increasing the number of current sales-persons who could fall into this segment. In order to achieve the former goal, management may attempt to retain higher performers, mainly younger men in the 30–40 age brackets, with at least some tenure.

Dr.P.M.Madhani,2017 "Salespersons Profitability index" Businesses invest substantial time, money, and effort training their sales team with ultimate objectives of increasing sales productivity and profitability (Wilson et al.,2002). The American Society for Training and Development(ASTD) estimates that U.S. businesses spend \$15 billion every year on sales and sales management training Typically sales organizations measure only past sales performance and hence rely on historical metric. Sales people who brought in the most sales were considered 'stars'. However, such direct measure was neither an accurate

gauge of sales person's present worth nor a good indicator of his or her potential. By developing a forward looking approach to forecast a salesperson's future value and linking sales performance with the types of training and incentives each salesperson has received, it is possible to optimize salesforce investments, boost revenue and profit and derive greater business value. Salesperson's profitability index (SPI) developed in this paper provides basis for internal benchmarking and helps sales organizations in measuring future value of salesperson. SPI is dependent on future value of sales people and salesforce investment. This research provides insights on how sales organization can incorporate SPI metric in salesforce investment and performance management to boost salesforce productivity and enhance competitive advantages.

Venesta Marjolijn 2017 the study on traveling salesman problem with handling cost. This paper introduces the pickup and delivery traveling salesman problem with handling costs (PDTSPH). In the PDTSPH, a single vehicle has to transport loads from origins to destinations. Loading and unloading of the vehicle is operated in a last-in-first-out (LIFO) fashion. However, if a load must be unloaded that was not loaded last, additional handling operations are allowed to unload and reload other loads that block access. Results show that PDTSPH solutions provide large reductions in handling compared to PDTSP solutions, increasing the travel distance by only a small percentage.

3. RESEARCH METHODOLOGY

3.1 Research design:

The design used in this study is descriptive research. The purpose of the descriptive research is how the salesperson managing their expenses. This Research includes survey method and to find the fact enquires different ways.

3.2 Method of collection:

This method of data collection is primary data & Secondary data.

3.3 Population:

Total population of the study is 500.

3.4 Sample size:

The sampling size of the study is 150.

3.5 Sampling unit:

The sampling unit of the study is employees of Pupa Homecare Pvt Ltd.

3.6 Sampling method:

This sampling method used in the study is convenience sampling method,

3.7 Tools for data analysis:

The tools used for data analysis is percentage analysis.

4. DATA ANALYSIS

Descriptive statistics

Table 4.1

| Demographic variables | | Frequency | Percent |
|-----------------------|-------------------|-----------|---------|
| | Male | 41 | 71.9 |
| | Female | 14 | 24.6 |
| | Total | 55 | 96.5 |
| | | | |
| | 20-30 | 50 | 87.7 |
| | 31-40 | 4 | 7.0 |
| | Above 50 | 1 | 1.8 |
| | Total | 55 | 96.5 |
| | Single | 42 | 73.7 |
| | Married | 13 | 22.8 |
| | Total | 55 | 96.5 |
| | Under Graduate | 26 | 45.6 |
| | Post Graduate | 25 | 43.9 |
| | Professional | 4 | 7.0 |
| | Total | 55 | 96.5 |
| | Below 5 years | 48 | 84.2 |
| | 5-10 | 5 | 8.8 |
| | 10-30 | 1 | 1.8 |
| | 20-30 | 1 | 1.8 |
| | Total | 55 | 96.5 |
| | Strongly Disagree | 15 | 26.3 |

| | | | |
|---|----------------|----|------|
| Workspace Is Comfortable For you | Disagree | 7 | 12.3 |
| | Neutral | 20 | 35.1 |
| | Agree | 11 | 19.3 |
| | Strongly agree | 2 | 3.5 |
| | Total | 55 | 96.5 |
| | Unsatisfied | 6 | 10.5 |
| | Agree | 4 | 7.0 |
| | Neutral | 16 | 28.1 |
| | Not agree | 2 | 3.5 |
| | Satisfied | 27 | 47.4 |
| | Total | 55 | 96.5 |

From the above table no.4.1 it was found that major of the respondents are Male (71.9%) & they are under the age group of Below 5 years (84.2%) and are Single(73.7%) & they are under work experience ,the persons below 5 years (84.2%) Workspace Is Comfortable For you (35.1%) & said that they are Expenses in field satisfied (47.4%).

5. FINDINGS, SUGGESTIONS & CONCLUSION

5.1 FINDINGS:

From the above Analysis it was found that major of the respondents are Male (71.9%) & they are under the age group of Below 5 years(84.2%)and are Single(73.7%) & they are under work experience ,the persons below 5 years (84.2%) Workspace Is Comfortable For you (35.1%) & said that they are Expenses in field satisfied (47.4%).

5.2 SUGGESTIONS:

A each and every person in need of development for their either personal or official life. Every salesman will be satisfied with the company's pays and wants need improvement. From the study the salesman facing the expenses of travelling expenses company should needs to increase the expenses of travelling salesman.

5.3 CONCLUSION:

This study concludes that every salesman will spends their own expenses and the company will repays the spender amount to the sales the salesman's travelling expenses will be low for te salesman and the company will take an action to discuss with salesperson to know wants.