

Channels of Distribution

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Abstract –

Marketing plays a crucial role in bridging businesses with consumers and society, enabling companies to stay aligned with evolving consumer preferences and market trends. This project explores the distribution channels of Steel Exchange India Ltd (SEIL), a prominent player in Southern India's steel market. With its extensive retail network for steel products from major producers like RINL, SAIL, and TISCO, SEIL has established a strong foothold, especially in Andhra Pradesh. Besides steel manufacturing and trading, SEIL has diversified into construction and power generation, demonstrating versatility and resilience over two decades of operation. This study aims to analyze SEIL's distribution channels, identifying key HR practices that support the company's supply chain efficiency and market expansion. Through this analysis, insights will be drawn on SEIL's strategic practices that enhance product availability and customer reach, which contribute to its sustained success across multiple business ventures.

1. INTRODUCTION

Channels of distribution: A channel of distribution or trade channel is defined as the path or route along which goods move from producers or manufacturers to ultimate consumers or industrial users. In other words, it is a distribution network through which producer puts his products in the market and passes it to the actual users.

This channel consists of producers, consumers or users and the various middle men like wholesalers, selling agents and retailers (dealers) who intervene between the producers and consumers. Therefore, the channel serves to bridge the gap between the point of production and the point of consumption thereby creating time, place and possession utilities.

These channels of distribution are broadly divided into four types:

Producer-Customer: This is the simplest and shortest channel in which no middlemen is involved and producers directly sell their products to the consumers. It is fast and economical channel of distribution. Under it, the producer or entrepreneur performs all the marketing activities himself and has full control over distribution.

Producer-Retailer-Customer: This channel of distribution involves only one middle man called 'retailer'. Under it, the producer sells his product to big retailers (or retailers who buy goods in large quantities) who in turn sell to the ultimate consumers.

Producer-Wholesaler-Retailer-Customer: This is the most common and traditional channel of distribution. Under it, two middlemen i.e. wholesalers and retailers are involved. Here, the producer sells his product to wholesalers, who in turn sell it to retailers. And retailers finally sell the product to the ultimate consumers.

Producer-Agent-Wholesaler-Retailer-Customer: This is the longest channel of distribution in which three middlemen are involved. This is used when the producer wants to be fully relieved of the problem of distribution and thus hands over his entire output to the selling agents. The agents distribute the product among a few wholesalers.

OBJECTIVES OF THE STUDY

To find out the distribution channels of Steel Exchange India Ltd in green city Visakhapatnam.

To know the factors that influences the company's distribution channel

To find out the marketing situation of Steel Exchange India Ltd to others.

To find out the present problems faced by dealers.

To give valuable suggestions to the company for increases the sales volume.

METHODOLOGY

1. Primary data:

Primary data are those that are original in character and are collected a fresh as the primary data is information collected for the first time, there are several methods in which the data is completed h methods. There are various sources for obtaining primary data i.e., mail survey, questionnaire, personal interview, field survey and panelresearch etc. The present study is dependent on primary data to maximum extent, which is collected by the way of questionnaire. The sample chosen to administer the questionnaire is 120 and was through simple random sampling.

Method of study:

The sample plan is the procedure or way in which the sampling has been done. As no project or a research can be done taken into consideration the whole of the populationor the universe the concept of sampling is used. As per the concept of sampling only some sample is taken from the universe in order to find out the result.

2. Secondary data:

Secondary data means the data that are already available. Secondary data may be either published data (or) unpublished data.

1. The main raw materials used for the production of sponge iron. Iron ore which is purchased and transported from NMDC through railway wagons. Alternatively, DRI grade Pellets which are produced from iron ore fines can also be purchased.

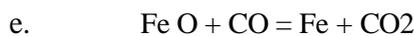
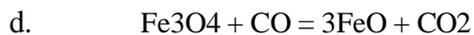
2. Coal is another main raw material for process of Sponge Iron and both Indian Coals and Imported Coals can be used for the process. Indian Coals are purchased and Transported through Railway Wagons and Australian or South African Coals are imported and shipped through Vizag Sea Port.

3. The raw materials are prepared in the raw material preparation plant to the required size and are stored in

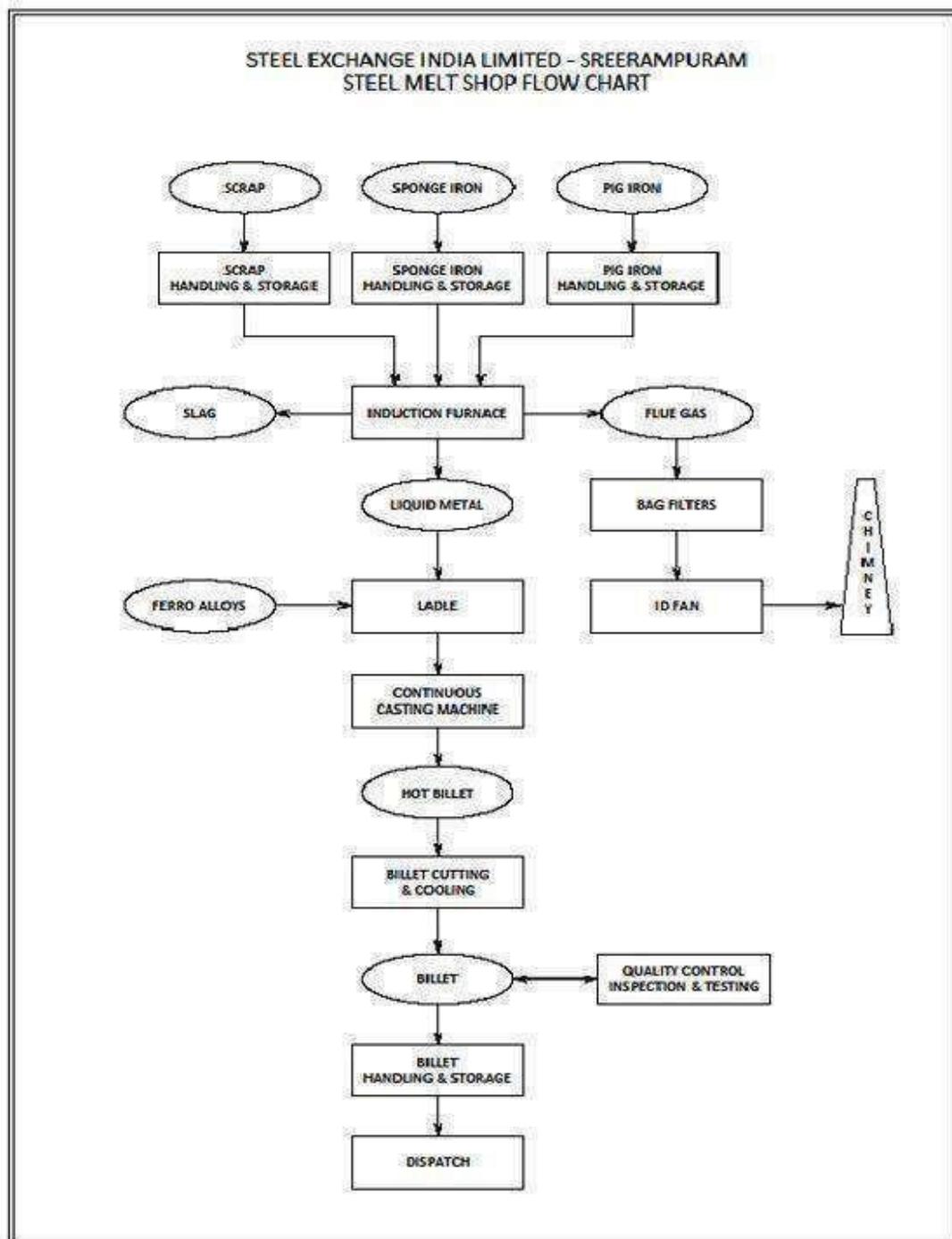
separate storage bins. Iron Ore and Coal are drawn with the help of weigh feeders in the required quantity and proportion and fed on to common conveyor. These raw materials enter into the rotary kiln through a feed chute.

4. The rotary kiln is 70 meters in length and 4.4 meter in diameter. This kiln is provided inside with 250mm thick refractory lining. This kiln is having 3 support rollers and a dual drive with two 155 KW D.C motors. The kiln inclined at 2.5%. The kiln is provided with seven shell air fans and air tubes for supplying of air inside the kiln.

5. The Iron ore and coal fed into the kiln are initially pre-heated with the liberation of heat from the volatiles from the coal in the first 1/3rd of the kiln. Then the reduction starts and the iron oxides are reduced to metallic iron. The following chemical reactions take place inside the kiln.



6. The product i.e. Sponge Iron and semi burnt coal are discharged from the kiln through a rotary cooler. The cooler is 12M in length and water is sprayed directly as well as indirectly for cooling the material. The material is cooled down to 100°C and fed to magnetic separator for separating the sponge iron and nonmagnetic (char). The Sponge Iron is conveyed to the Storage Silos for dispatch.



VPL Projects:

STEEL EXCHANGE INDIA LTD GROUP has been active for over two decades in the business of steel manufacturing and trading. With a proven track record in the steel business, the group has also forayed into property

development to show case its capability in handling construction projects. Besides this they have also ventured recently.

"Steel Exchange India Ltd Group" engaged in Steel handling, trading and manufacture, over two decades forayed into Property Development & Construction activity to show case its capability in handling construction Projects. The group company "Steel Exchange India Ltd.," a listed company has turnover of over Rs.1100 Crores for the FY 2012-13, manufacturer of "Simhadri TMT", is one of the largest steel producing integrated steel plants in south India in secondary steel segment. The Group has recently entered into power generation also with present capacity of 60 MW.

VPL Integral CFS is a joint venture between M/s Steel Exchange India Ltd Group and M/s Integral Trading & Logistics. A special purpose vehicle floated as M/s. VPL INTEGRAL CFS Pvt. Ltd to operate and manage the Container Freight Station established in an area of 10 acres land, located near Gangavaram Port and adjacent to RINL, Visakhapatnam. Covered warehouse facility has capacity 25,000 square feet as well as a designated area for examination and verification of containers stuffed with general, Bulk and Project cargoes. www.vplintegralcfs.com

www.vplprojects.com

Diagram: 2.3

VPL Integral CFS



TMT BAR SIZES

CERTIFICATES



SPECIFICATION OF TMT BARS WEIGHTS (Kg/Mtr) STEE BILLETS

Size	100*100*6000mm	130*130*6000mm
Carbon	0.18 - 0.25 %	
Sulphur	0.025 - 0.040 %	
Phosphorous	0.040 - 0.060 %	
Manganese	0.50 - 0.60 %	
Silicon	0.18 - 0.25	

Specifications of Steel Billet: Wire Drawing PRODUCTS Binding wire 20 G Gauge wire 8 G to 2G Cold ribbed



wire Dia 4 mm to 6 mm in customized lengths

High Carbon wires:

- a. Spring steel (to IS 4454) and umbrella rib wires
- b. PC wires Dia 3.00 mm
- c. Stress relieved indented wire to IS 6003, size Dia 4.00 mm
- d. Cold heading quality wires
- f. HB wires for wire screens and wire mesh etc.

GI Unit:

1. Galvanized commercial grade wires (size Dia 3.00, 2.64, 2.50, 2.03 and 1.63mm)
2. Cable armoring wire (round Dia 1.40 to 4.00 mm to IS 3975).
3. ACSR 4 wire single (Dia 1.57 to 4.27 mm) to IS 398 Part-II and Part- V POLICY
CSR Policy

Insider Trading Policy RTP Policy Whistleblower Policy

Preservation of Documents Policy Policy on Disclosure of Material Events CSR (CORPORATE SOCIAL RESPONSIBILITY):

Corporate Social Responsibility (CSR) has been a strong-standing commitment at steelexchange India limited and forms an integral part of our activities.

Accordingly, Corporate Social Responsibility (“CSR”) Policy is rooted in the Company’s core values of quality, reliability and trust guided by best practices, and driven by our aspiration for brilliance in the overall performance of our business. Through its various initiatives, the Company endeavors to play a relevant role by serving society and programs that address gaps in basic societal requirements.

Applicability:

This CSR Policy is applicable to the Company, which is mandated with the CSR expenditure obligations as per Section 135 of the Companies Act, 2013 read with the Companies (Corporate Social Responsibility Policy) Rules, 2014, as amended from time to time.

Constitution of Corporate Social Responsibility Committee:

The Board of Directors of STEEL EXCHANGE INDIA LIMITED has formed a Corporate Social Responsibility Committee (the “CSR Committee”) in line with section 135 of the Companies Act, 2013 read with the Companies (Corporate Social Responsibility Policy) Rules, 2014.

Composition of CSR Committee is as under:

Mr. Chivukula Siva Prasad - Independent Director – Chairman
Mr. Kodali Krishna Rao - Independent Director – Member

Mr. Ramineni Ramachandra Rao – Independent Director – Member

The CSR Committee will carry out the following functions:

1. To formulate and recommend to the Board, a CSR Policy indicating activities to be undertaken as specified in Schedule VII of the Act;
2. To recommend the amount of expenditure to be incurred on the activities referred to in sub-paragraph.
3. To monitor the CSR Policy from time to time.

Core Focus Areas:

Steel exchange India limited Corporate Social Responsibilities areas had targeted inclusive growth of all stakeholders and adopted the following core areas for its CSR initiatives, all of which are called from the activities spelt out under Schedule VII of the Companies Act 2013:

- Promoting Healthcare
- Promoting Education
- Promoting gender equality and socio-economic empowerment
- Promotion of Sports activities

- Contribution to Central Government Welfare Funds (as admissible under the Act)
- Rural development projects.

CSR budget:

- The total budget for the CSR projects will be decided by the CSR Committee in accordance with applicable provisions of the Act and the CSR Rules.
- Treatment of Surpluses-Any surplus generated from CSR projects undertaken by us will be tracked and channelized into our CSR corpus. These funds will be further used in development of the CSR projects and will not be added to the normal business profits.
- Reporting of CSR Initiatives-CSR Committee of the Board will periodically consider the progress report on the various CSR initiatives taken up by the Company. Details of the CSR activities undertaken by the company and amounts spent along with reasons for spends below budgeted levels, if any, shall also be reported in steel exchange India limited Annual Report under Director's Report and displayed on the website of the Company.

DISTRIBUTION CHANNELS:

The manufacturer and its distributive outlets share common objective to sell the manufactured products at a profit. No doubt its objective differs with the marketing circumstance. Even though many variation of specific objective fits into some categories.

These are as follows:

To built distribution network loyalty

To stimulate distribution

To develop managerial efficiency in distribution organization

To identify the source of supply for the product line at the final buyers level the channel of distribution is a structure which organized and presents a choice among alternative channels of distribution of the different marketing situations faced by retailers, whole sellers and producers within the structure. It may be considered as a series of function which must be performed in order to make producers efficiency.

To bearing maximum profits of all institutions concerned a channel of distribution should be treated as a unit of total system of action. The activities of the manufacturer need to be coordinated with these middlemen used in the distribution of given product.

The important of middlemen in channel of distributional can be over Emphasized. It is that who

1. Collects concentrates the output of various producers,
2. Subdivides these into lot desired by the customers gathers various items together in the assortment wanted
3. Disperses the assortment to consumer industrial buyers.

The role of middle man is concentrating in equalization and dispersion. Beside she (or) she in the creation of the time procession are utilities.

Decision making in channels of distribution:

The marketing executive must undertake to following steps in order to establish the channel of distribution for a company.

- She/he must understand the retail and wholesale market and type middle men available in both.
- She/he must understand the various conflicts which continually exist between and within the channel.
- She/he must select the general channel to be used keeping in mind the goals of the company marketing programmed and the job to be done by distribution system.
- She/he must take decision regarding intensity of the distribution (I. e. the number of middlemen) to be used each level and each market.
- She/he must select the specific firms which will handle his product and then manage the day to day working relationship with them.

She/he must determine the methods and the procedure in firms (i.e.) use of the transportation and warehouse facilities and services in firm making programmed) in the physical distribution of the product.

Types of Marketing Channels:

There are two types of channels of distribution in marketing. They are:

1. Direct marketing channel
2. Indirect marketing channel

Direct marketing channel:

A marketing channel that has no intermediaries' level is known as direct distribution channel i.e. product-customer distribution. This is the simplest and shortest channel in which no middlemen is involved and producers directly sell their products to the consumers. It is fast and economical channel of distribution. Under it, the producer or entrepreneur performs all the marketing activities himself and has full control over distribution. A producer may sell directly to consumers through door-to-door salesmen, direct mail or through his own retail stores. Big firms adopt this channel to cut distribution costs and to sell industrial products of high value. Small producers and producers of perishable commodities also sell directly to local consumers. Example for this type of distribution are all service providing companies like Bata India Ltd, HPCL, Liberty Shoes Limited has their own retail shops to sell their products to consumers.

Indirect marketing channel:

Channels containing one or more intermediaries are known as indirect distribution channel. If the producer is producing goods on a large scale, it may not be possible for him to sell goods directly to consumers. As such, he sells goods through middlemen. These middlemen may be wholesalers or retailers. A wholesaler is a person who buys goods in large quantities from producers; where as a retailer is one who buys goods from wholesalers and producers and sells to ultimate consumers as per their requirement. The involvement of various middlemen in the process of distribution constitutes the indirect channel of distribution. Let us look into some of the important indirect channels of distribution.



This is the common channel for the distribution of goods to ultimate consumers. Selling goods through wholesaler may be suitable in case of food grains, spices, utensils, etc. and mostly of items, which are smaller in size.



Under this channel, the producers sell to one or more retailers who in turn sell to the ultimate consumers. This channel is used under the following conditions:

1. When the goods cater to a local market, for example, breads, biscuits, parties, etc.
2. When the retailers are big and buy in bulk but sell in smaller units, directly to the consumers. Departmental stores and super bazaars are examples of this channel.

Channel Dynamics:

Distribution channels do not stand still. New wholesaling and retailing institutions emerge and new channel systems evolve. There are four types of marketing channels.

Conventional Distribution Channel:

A channel consists of one or more independent wholesalers and retailers. Each is a separate business seeking to maximize its own profits even if this goal reduces profit for the system as a whole. No. of channel members has complete or substantial control over the other members.

Vertical Marketing Channel:

This is the most recent marketing channel. A distribution channel system as producers, wholesalers and retailers act as unified systems. One channel member, the channel captain, owns the others or franchises them or has so much power that they all co-operate. The channel captain can be the producer, the wholesaler or the retailer.

Horizontal Marketing Channel:

A distribution channel system in which two or more unrelated companies put together resources or programs to exploit an emerging marketing opportunity.

Multi Channel Marketing:

In the past, many companies sold to a single market through a single channel. Multi channel marketing occurs when a single firm uses two or more marketing channels to reach one or more customer segments.

Wholesalers:

Wholesalers are one of the important middlemen in the channel of distribution who deals with the goods in bulk quantity. They buy goods in bulk from the producers and sell them in relatively smaller quantities to the retailers. In some cases they also sell goods directly to the consumers if the quantity to be purchased is more. They usually deal with a limited variety of items and also in a specific line of product, like iron and steel, textiles, paper, electrical appliances, etc. Let us know about the characteristics of wholesaler.

Types of Retailers:

The types of retailers can be classified by the size of their business and the way they in which they sell their products. They are:

1. Department Store:

This type of retailer is often the most complex offering a wide range of products and can appear as a collection of smaller retail stores managed by one company. The department store retailers offer products at various pricing levels. This type of retailer adds high levels of customer service by adding convenience enabling a large variety of products to be purchased from one retailer.

2. Supermarkets:

Generally this type of retailer concentrates in supplying a range of food and beverage products. However many have now diversified and supply products from the home, fashion and electrical products markets too. Supermarkets have significant buying power and therefore often retail goods at low prices.

3. Warehouse retailers

This type of retailer is usually situated in retail or Business Park and where premises rents are lower. This enables this type of retailer to stock, display and retail a large variety of good at very competitive prices.

4. Specialty Retailers

Specializing in specific industries or products, this type of retailer is able to offer the customer expert knowledge and a high level of service. They also add value by offering accessories and additional related products at the same outlet.

5. E-retailer

This type of retailer enables customers to shop on-line via the internet and buy products which are then delivered. This type of retailer is highly convenient and is able to supply a wider geographic customer base. E-retailers often have lower rent and overheads so offer very competitive pricing.

1. Convenience Retailer

Usually located in residential areas this type of retailer offers a limited range of products at premium prices due to the added value of convenience.

2. Discount Retailer

This type of retailer offers a variety of discounted products. They offer low prices on less fashionable branded products from a range of suppliers by reselling end of line and returned goods at discounted price.

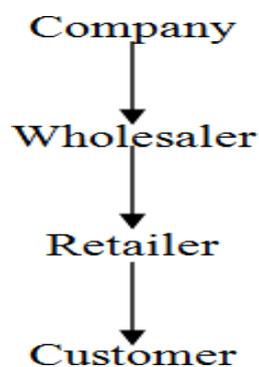
Distribution of Channels in Steel Exchange India Ltd

To make its products available at the right places at the right time in the market, the sales department of the company pays major attention on controlling the channels of distribution.

Two types of channels of distribution are maintained by the company right from its pioneering stage. They are:

1. Producer-Wholesaler-Retailer-Customer,
2. Producer-Retailer-Customer.

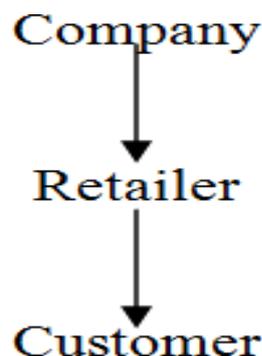
Producer-Wholesaler-Retailer-Customer:



At first the oil is supplied to the distributors directly. They have to take the products from their respective or nearest distributor. In all the important places of entire territory this company has its distributors.

These distributors selected on the basis of assurance given by them regarding the minimum sales which they have to maintain annually. The selection is also done on the basis of the financial position and reputation of distributor in the market. As for example in appointing a distributor first engaged in soft drink business second priority is given to those people who are in cigarette selling business. Depending upon the market, each distributor in the initial stage has to deposit some security money. The company also provides transportation facility according to the choice of the distributors, but the company charges for providing transportation facility.

The retailers are selected by the distributor fixed criteria for the selection or appointment of retailers from the side of the distributor. Any one like Grocery shops, Supermarkets or any other shopkeeper can have the stall for the sale of grocery and they are called retailers or outlet owners. They have to give assurance to the concerning distributor for better sale and at the time of taking delivery they have to deposit the security. The distributor at first has to seek the permission of sales department for the quantity required by them. After getting the proper authority from sales department paying the requisite amount either cash or demand draft.

Producer-Retailer-Customer:

In this type of distribution channel retailers or owners of any outlet can take the delivery from company. In some places of the territory the retailer directly contact the company and places their order. The company also provides transportation facility according to the choice of the distributors, but the company charges for providing transportation facility

As distributors, the retailers are selected on the basis of assurance given by them regarding the minimum sales which they have to maintain annually. The selection is also done on the basis of the financial position and reputation of retailers in the market. Depending upon the market, each retailer in the initial stage has to deposit some security money.

The retailer at first has to seek the permission of sales department for the quantity of oil required by them. After getting the proper authority from sales department paying the requisite amount either cash or demand draft.

Sample size	:	120
Sampling Method	:	Random
Type of Data	:	Primary Data
Source of Data	:	Structured Questionnaire

Descriptive Study:

Descriptive interpretation is a study designed to depict the participants in an accurate way. More simply put descriptive interpretation is all about describing people who take part in the study.

There are three ways a person can go about doing a descriptive study project and they are

Observational: Defined as a method viewing and recording the Participants.

Case study: Defined as an in depth studies of an individual a group of individuals.

Study: Defined as a brief interview or discussion with an individual about a specific topic.

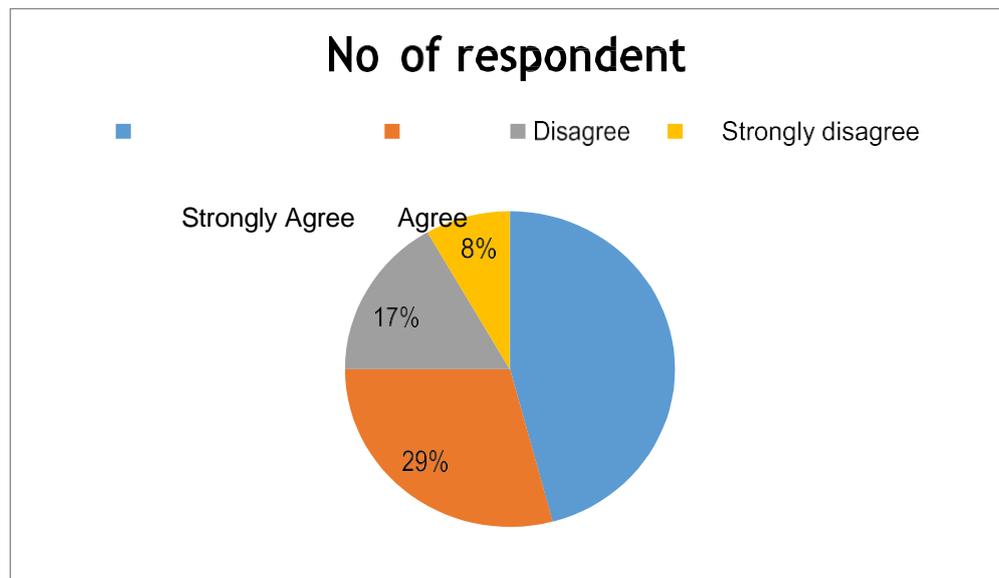
Steel Exchange India Ltd was incorporated in February 1999 as Pyxis Technology Solutions Ltd. The company promoted by team of technocrats, friends and alternatives. Promoters were originally into trading of steel and steel related products under the name of STEEL EXCHANGE. In December 1999 the Steel Exchange India Ltd was incorporated as 100 percent subsidiary of Pyxis Technologies. As demand for steel started growing from 2000 onwards the promoters gradually ventured into steel manufacturing by acquiring Simhadri Steels, a company having rolling mill at Vizag, and setting up an ingot manufacturing unit at Kothapeta in 2004.

Data Analysis and Interpretation:

DATA ANALYSIS OF CHANNELS OF DISTRIBUTION AT STEEL EXCHANGE INDIA LIMITED

1. Selecting Distribution channel is very important decision to firm growth

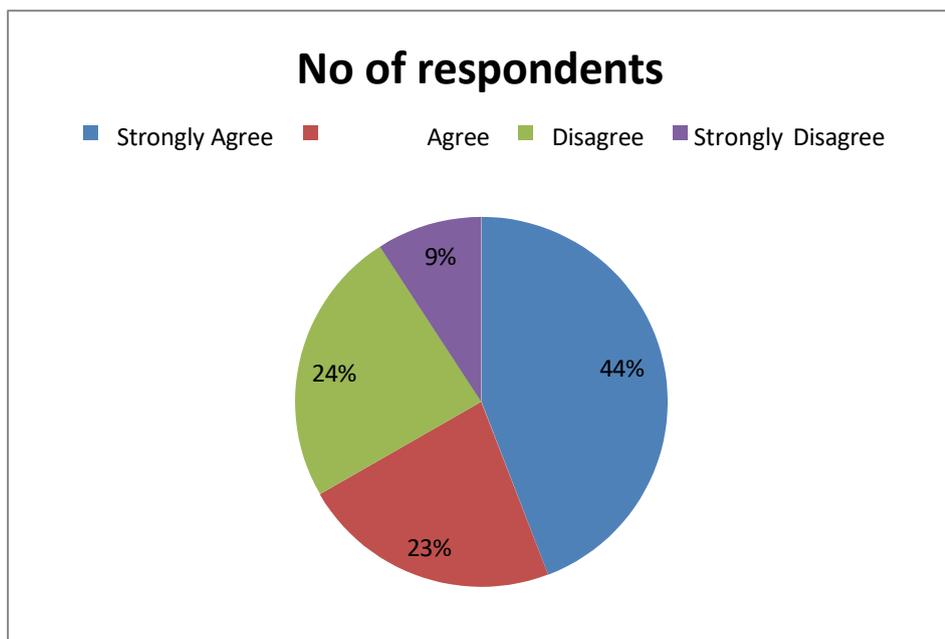
Particulars	No of respondents	Percentage
Strongly Agree	55	46%
Agree	35	29%
Disagree	20	17%
Strongly Disagree	10	8%
TOTAL	120	100%



Interpretation: From table: 4.1 it can be understood that 46% of the respondents are strongly agree that selecting distribution channels is important to industry growth, while 29% agree, where as 17% disagree, and the rest 8% strongly disagree.

2. The wholesalers and retailers differ from you present market to the destination market.

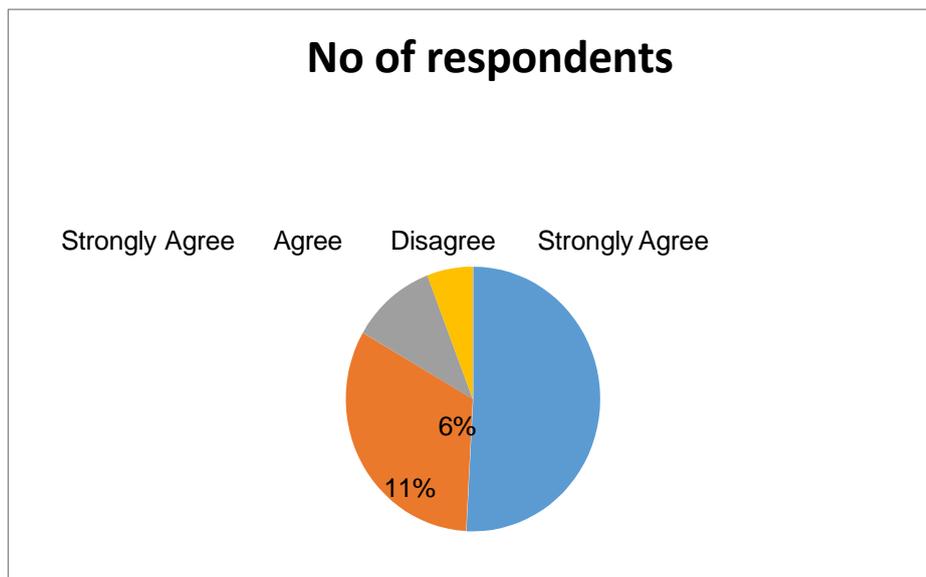
Particulars	No of respondents	Percentage
Strongly Agree	53	46%
Agree	27	29%
Disagree	29	17%
Strongly Disagree	11	8%
TOTAL	120	100%



Interpretation: From table: 4.2 it can be understood that 47% of the respondents are strongly agree that the wholesalers and retailers differ from you present market to the destination market, while 11% agree, where as 22% disagree, and the rest 20% strongly disagree.

3. Satisfactory level of distributor about commission rate.

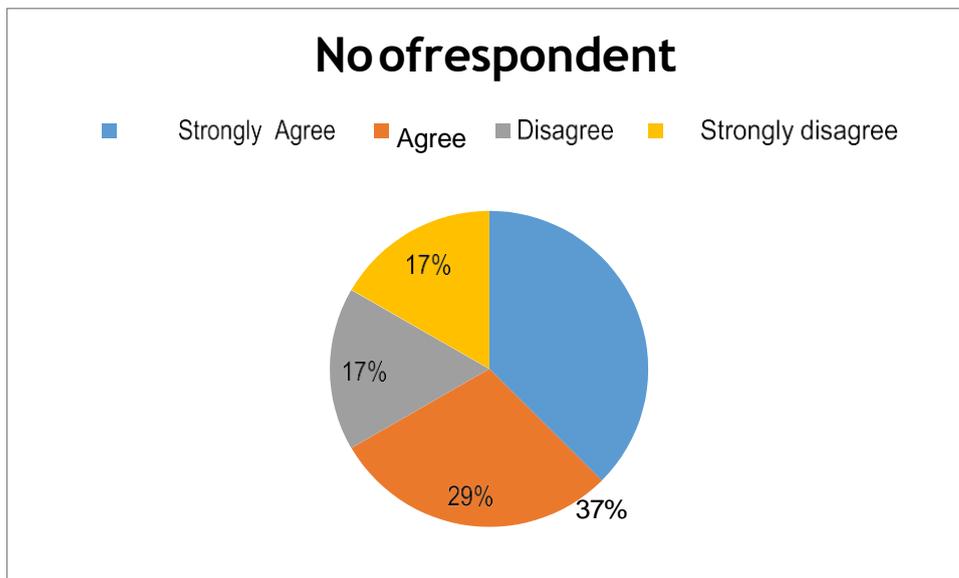
Particulars	No of respondents	Percentage
Strongly Agree	61	51%
Agree	39	32%
Disagree	13	11%
Strongly disagree	7	6%
TOTAL	120	100%



Interpretation: From table: 4.3 it can be understood that 51% of the respondents are strongly agree that satisfactory level of distribution about commission rate, while 32% agree, where as 11% disagree, and the rest 6% strongly disagree.

4. The profit margin of Steel Exchange India Ltd is increases day by day.

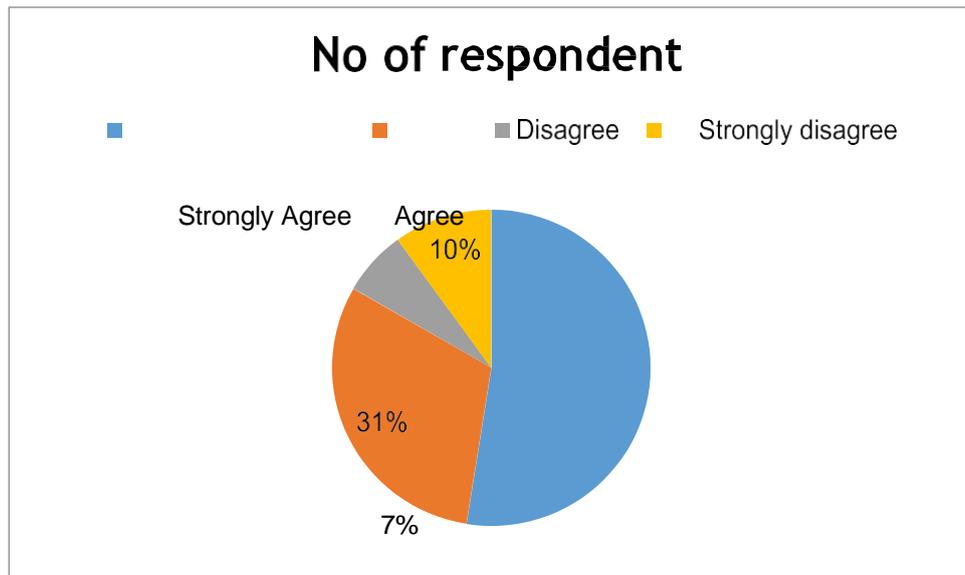
Particulars	No of respondents	Percentage
Strongly Agree	45	37%
Agree	35	29%
Disagree	20	17%
Strongly disagree	20	17%
TOTAL	120	100%



Interpretation: From table: 4.4 it can be understood that 37% of the respondents are strongly agree that the profit margin of Steel Exchange India Ltd is increases day by day the , while 29% agree, where as 17% disagree, and the rest 17% strongly disagree.

5. Steel Exchange India Ltd gives more importance to channels of distribution.

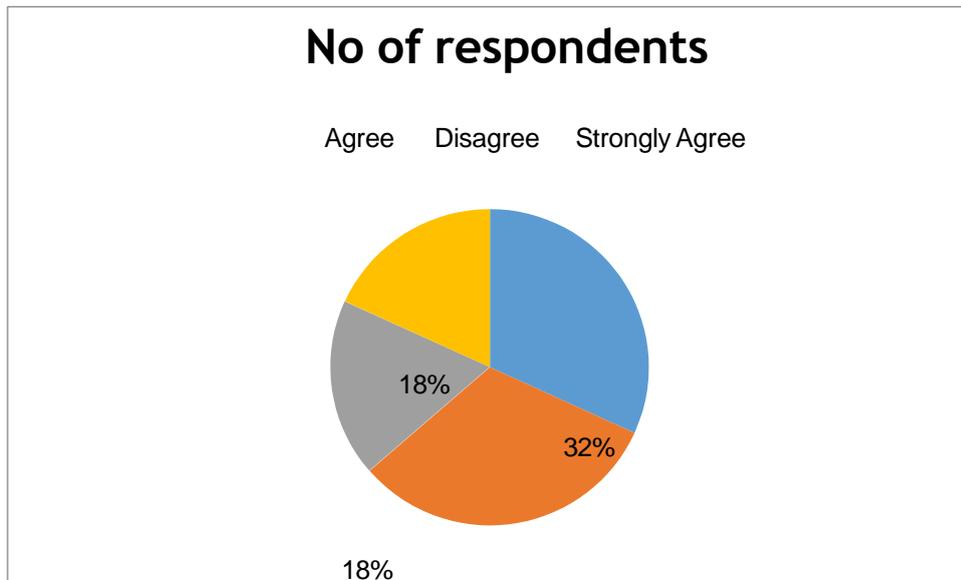
Particulars	No of respondents	Percentage
Strongly Agree	63	52%
Agree	37	31%
Disagree	8	7%
Strongly disagree	12	10%
TOTAL	120	100%



Interpretation: From table: 4.5 it can be understood that 52% of the respondents are strongly agree that Steel Exchange India Ltd give more importance to distribution channels , while 31% agree, where as 7% disagree, and the rest 10% strongly disagree.

6. Distributors and retailers play an important role in the success of origination in term of the sales of the products and profits.

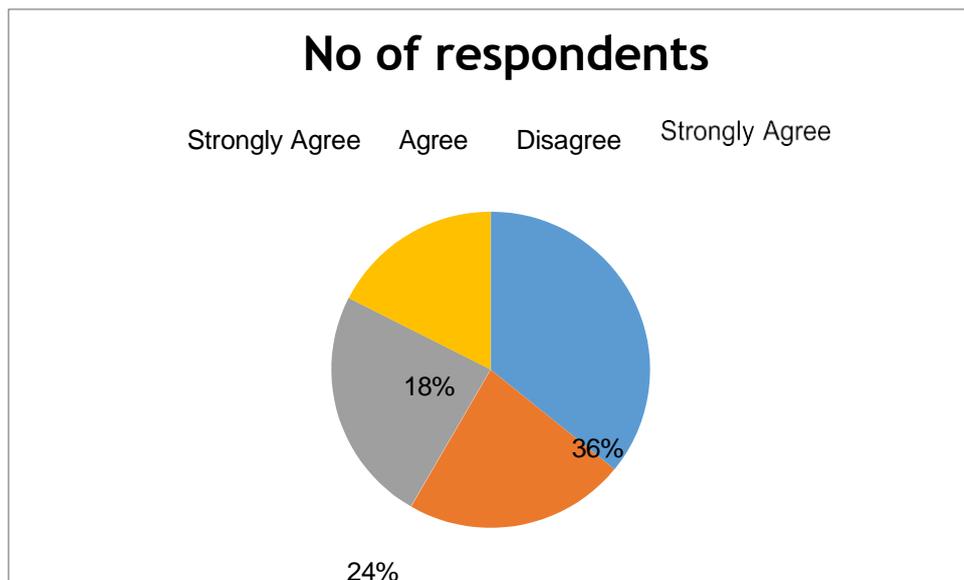
Particulars	No of respondents	Percentage
Strongly Agree	40	52%
Agree	40	32%
Disagree	20	18%
Strongly disagree	20	18%
TOTAL	120	100%



Interpretation: From table: 4.6 it can be understood that 32% of the respondents are strongly agree that distributors and retailers play an important role in the success of organization in terms of the sales of the products and profits, while 32% agree, where as 18% disagree, and the rest 18% strongly disagree

7. Advertising affects the sales figures of the company.

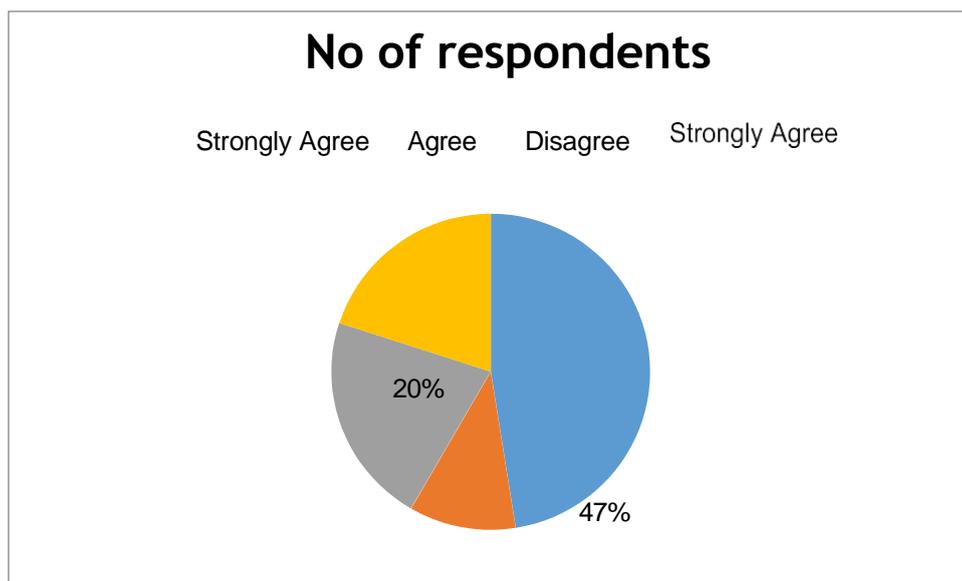
Particulars	No of respondents	Percentage
Strongly Agree	43	36%
Agree	27	22%
Disagree	29	24%
Strongly disagree	21	18%
TOTAL	120	100%



Interpretation: From table: 4.7 it can be understood that 36% of the respondents are strongly agree that advertising effects the sales figure of the company, while 22% agree, where as 24% disagree, and the rest 18% strongly disagree.

8. Promotional schemes affect the purchasing decision.

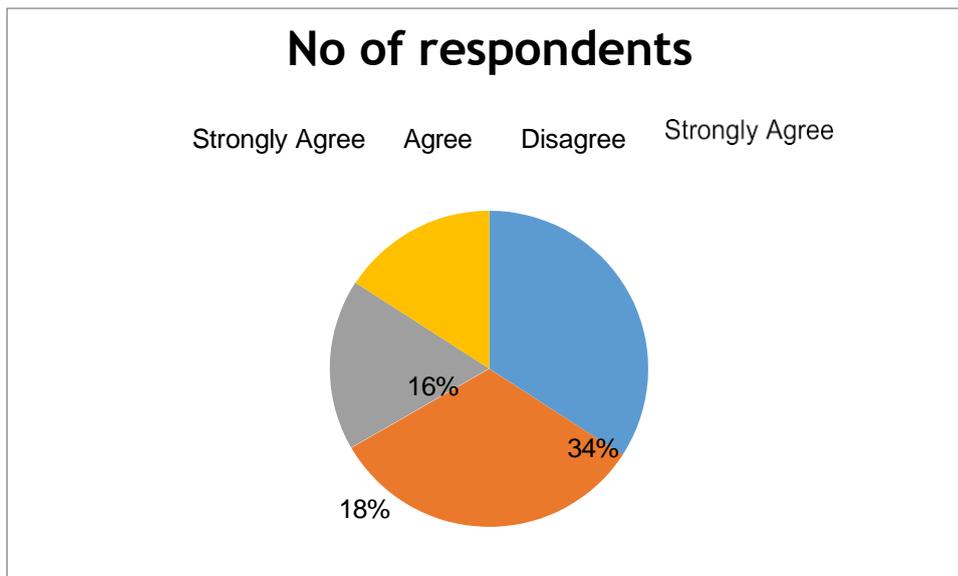
Particulars	No of respondents	Percentage
Strongly Agree	57	47%
Agree	13	11%
Disagree	26	22%
Strongly disagree	24	20%
TOTAL	120	100%



Interpretation: From table: 4.8 it can be understood that 47% of the respondents are strongly agree that promotional schemes effects the purchasing decision, while 11% agree, where as 22% disagree, and the rest 20% strongly disagree.

9. Production manager is the authority at which policy decisions are taken such as determining the optimal for distribution.

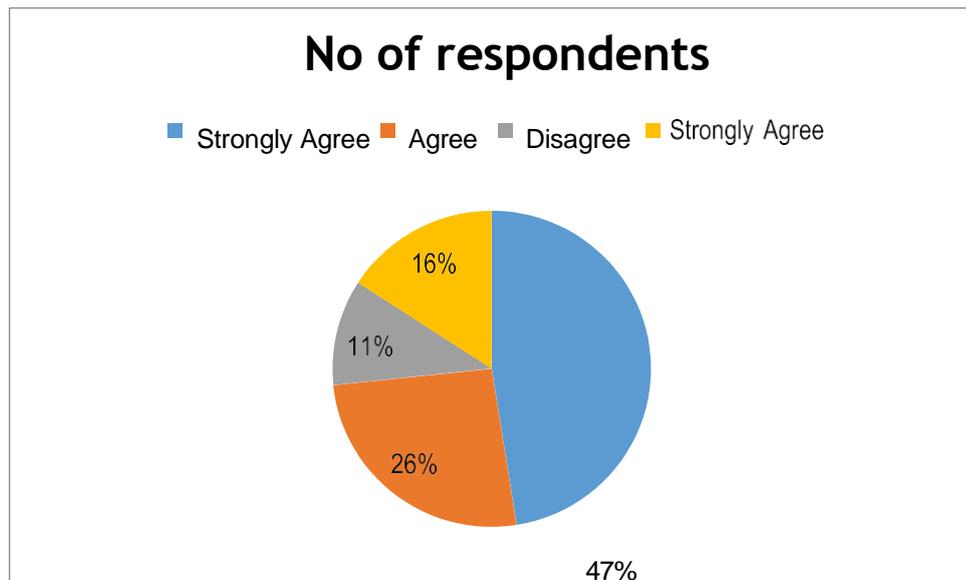
Particulars	No of respondents	Percentage
Strongly Agree	41	34%
Agree	39	32%
Disagree	21	18%
Strongly disagree	19	18%
TOTAL	120	100%



Interpretation: From table: 4.9 it can be understood that 34% of the respondents are strongly agree that production manager is the authority at which policy decision are taken such as determining the optimal for the distribution, while 32% agree, where as 18% disagree, and the rest 16% strongly disagree.

10. Distribution channels provides time, place and ownership utility.

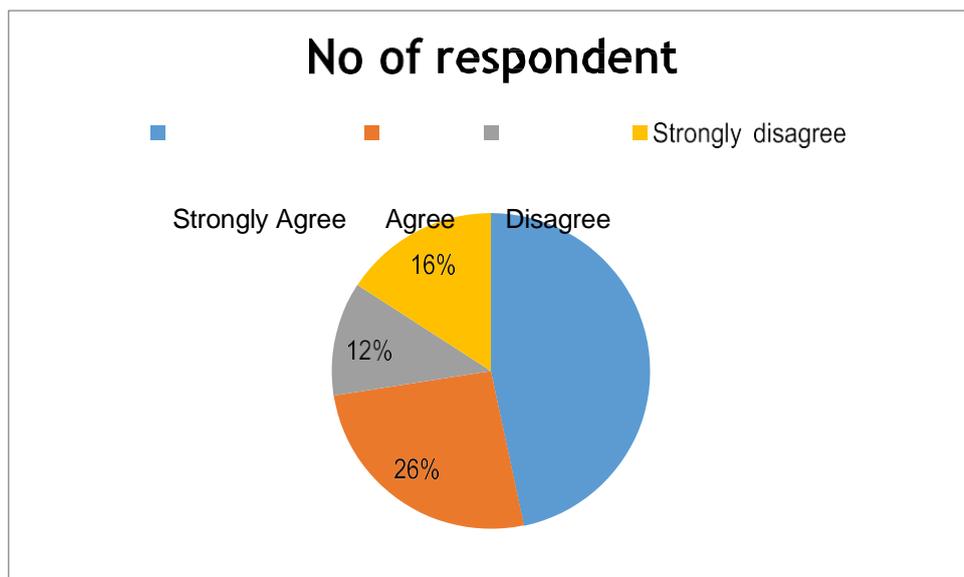
Particulars	No of respondents	Percentage
Strongly Agree	57	47%
Agree	31	26%
Disagree	13	11%
Strongly disagree	19	16%
TOTAL	120	100%



Interpretation: From table: 4.10 it can be understood that 47% of the respondents are strongly agree that distribution channels provide time and place, time and ownership utility, while 26% agree, where as 11% disagree, and the rest 16% strongly disagree.

11. There is harmonious relationship between sales force and channel members.

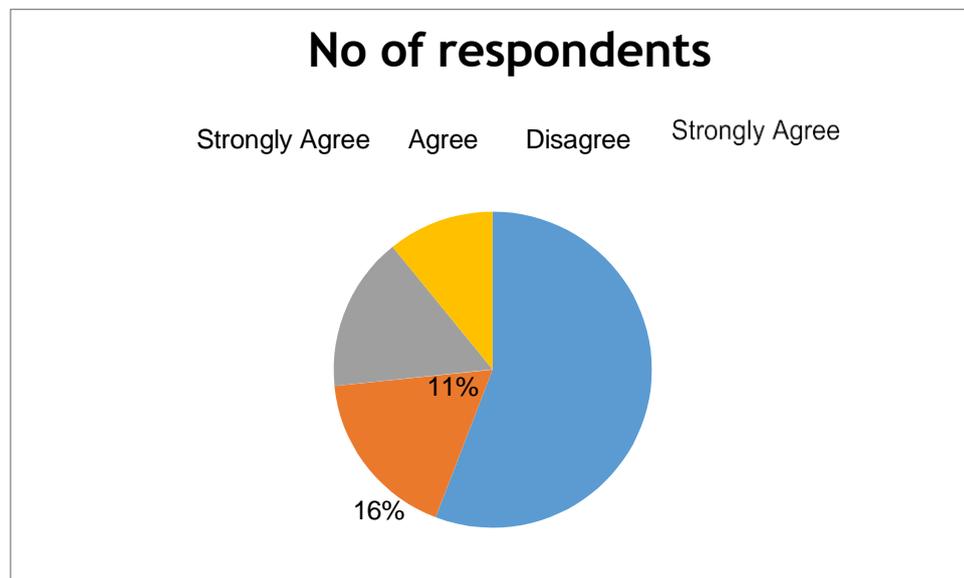
Particulars	No of respondents	Percentage
Strongly Agree	56	46%
Agree	31	26%
Disagree	14	12%
Strongly disagree	19	16%
TOTAL	120	100%



Interpretation: From table: 4.11 it can be understood that 48% of the respondents are strongly agree that there is harmonious relationship between sales force and channel member, while 26% agree, where as 12% disagree, and the rest 16% strongly disagree.

12. Objectives and strategies of supply chain are communicated to all concerned employee.

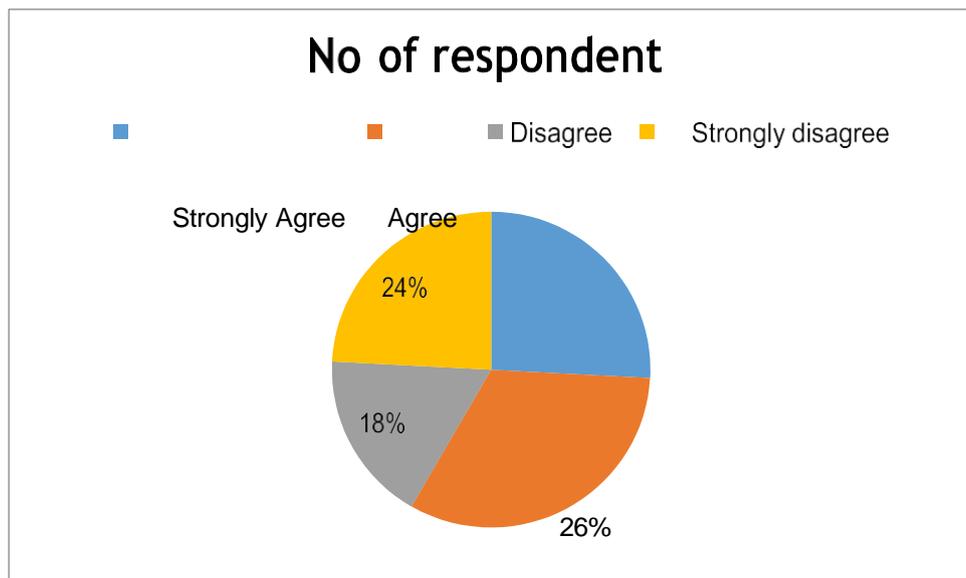
Particulars	No of respondents	Percentage
Strongly Agree	67	56%
Agree	21	17%
Disagree	19	16%
Strongly Agree	13	11%
TOTAL	120	100%



Interpretation: From table: 4.12 it can be understood that 56% of the respondents are strongly agree that objectives and strategies of a supply chain are communicate to all concerned employees, while 17% agree, where as 16% disagree, and the rest 11% strongly disagree.

13. Top management participates in supply chain optimization across the chain.

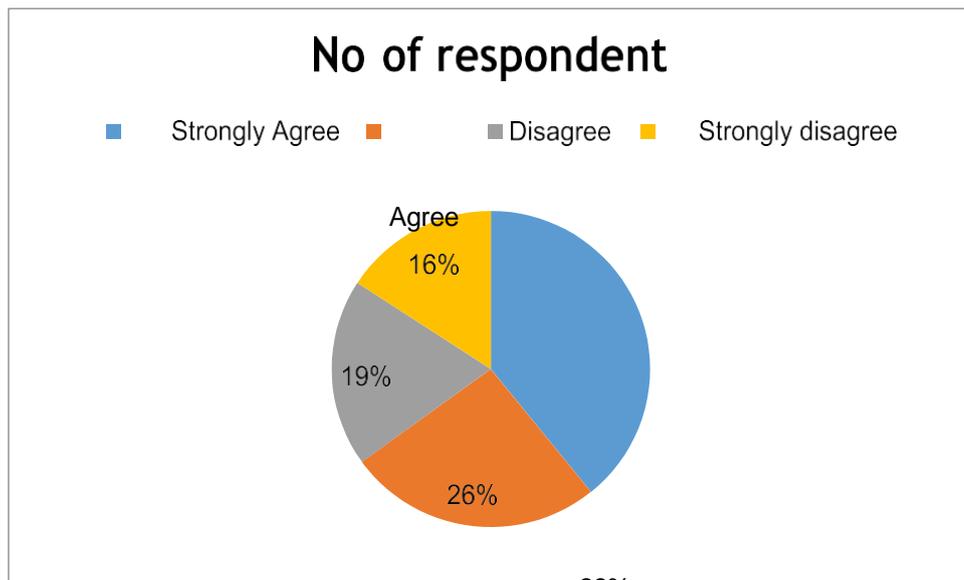
Particulars	No of respondents	Percentage
Strongly Agree	31	26 %
Agree	39	32%
Disagree	21	18%
Strongly disagree	29	24%
TOTAL	120	100 %



Interpretation: From table: 4.13 it can be understood that 32% of the respondents are agree that top management participants in supply chain optimization across the chain, while 26% strongly agree, where as 18% disagree, and the rest 24% strongly disagree.

14. There is a high level of integration of information system in our origination.

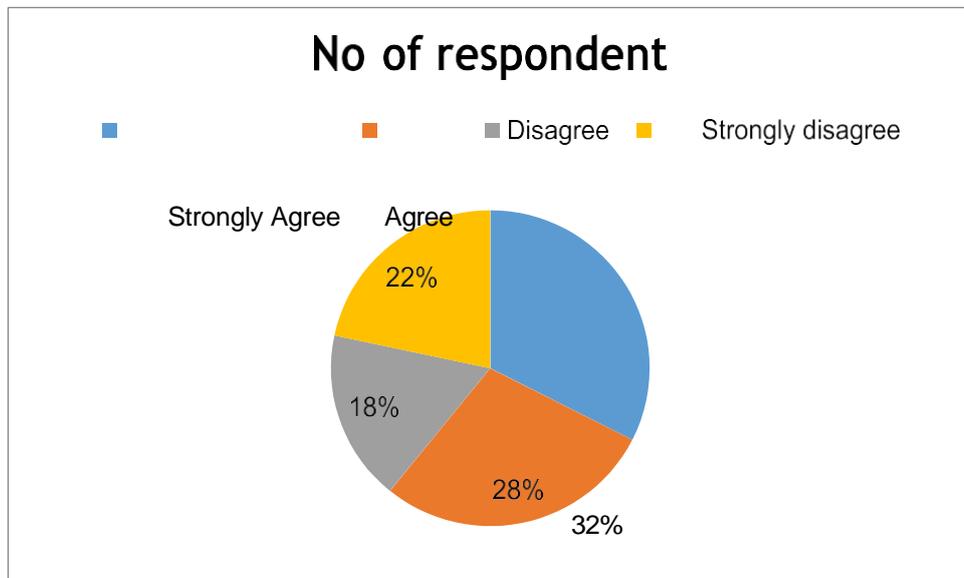
Particulars	No of respondents	Percentage
Strongly Agree	47	39%
Agree	31	26%
Disagree	23	19%
Strongly disagree	19	16%
TOTAL	120	100%



Interpretation: From table: 4.14 it can be understood that 39% of the respondents are strongly agree that there is a high level of integration of information system in our organization, while 26% agree, where as 19% disagree, and the rest 16% strongly disagree.

15. Company conduct proper induction programs for new channel members.

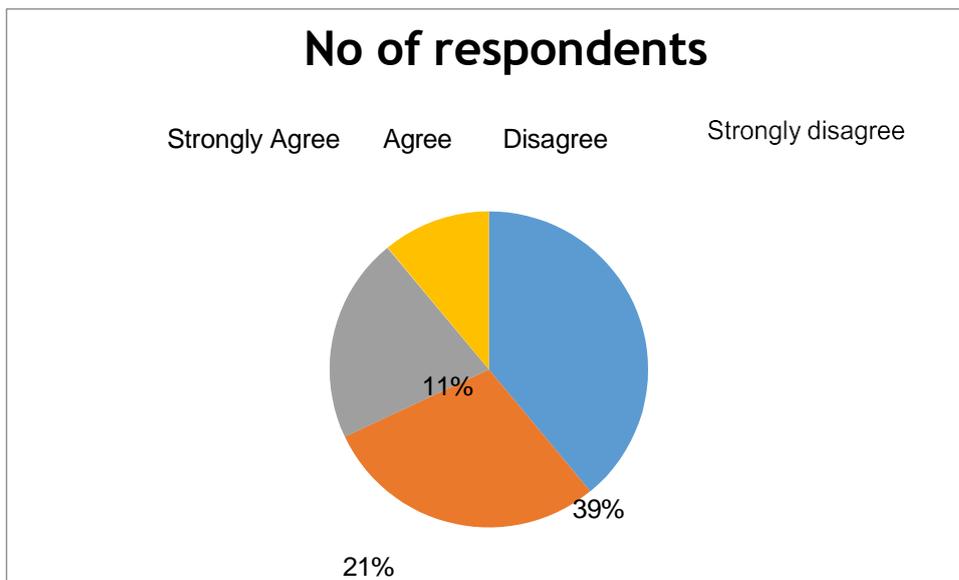
Particulars	No of respondents	Percentage
Strongly Agree	39	32%
Agree	34	28%
Disagree	21	18%
Strongly disagree	26	22%
TOTAL	120	100%



Interpretation: From table: 4.15 it can be understood that 32% of the respondents are strongly agree that company conduct proper induction programs for new channel members, while 28% agree, where as 18% disagree, and the rest 22% strongly disagree.

16. Channel partners provide bulk breaking and creating assortments.

Particulars	No of respondents	Percentage
Strongly Agree	39	39%
Agree	29	29%
Disagree	21	21%
Strongly disagree	11	11%
TOTAL	120	100%



Interpretation: From table: 4.16 it can be understood that 39% of the respondents are strongly agree that channel partners provide bulk breaking and creating assortments, while 29% disagree, where as 21% strongly agree.

CONCLUSION

The report consists of the Steel Exchange India Ltd. It is one of the most effluent company's of India for steel products. The main aim of it is the welfare of the society by providing quality steel to its consumers and service to nation. This report also contains the detailed information about the rise in production of steel. The steel industry has being studied in detail. So that can be converted into information which can be used by Steel Exchange for strategy its marketing distribution and channels areas.

It has various products, such as flat products and long products. Indian manufacturing units are located at Chandigarh, Kolkata. Over as manufacturing units are located at India.

After study of the data we have concluded that Steel Exchange India Ltd has conquered second place because the sales volume of it is very high compare than others and the awareness of the Steel Exchange India Ltd is very high in Visakhapatnam district.

Moreover, Visakhapatnam has good dealership with largest steel industry of Vizag steel plant.

Steel Exchange India Ltd has to improve its sales promotional efforts as well as follow some strategies through effective market study and get feedback from their consumers and consumers (dealers). And give more advertisements so that move powerful than others and fixed the standard prices.

At the same time quality, availability, delivery time of the Steel Exchange India Ltd is good.

In simple words Steel Exchange India Ltd is in developing stage in Visakhapatnam.