

**U.G.C. Sponsored  
Minor Research Project**

**- Submitted To -**  
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**"To Study Detailed Market Survey of Potential  
Customer for Industrial Gases in  
Nagpur Region"**

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**Through**  
Principal  
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## OBJECTIVE:-

The project is being conducted for detailed market study of potential customer for industrial gases in Nagpur region for INOX

AIR PRODUCTS LTD.

INOX has been in the field of Air product from last 18 years. The objective of study highlights how the customers are potential for company. As AIR products are the industrial products it is necessary to find out the possible customers to increase the sale

The main objectives of the study are:-

1. To study potential customers for air products in Nagpur region.
2. To know the market shape in Nagpur region.
3. To study the competitors position for air products.
4. To suggest new potential customers for company.
5. To promote the use of portable mini cryogenic tank, the product of the company used for storage of gases for industrial use.

## HYPOTHESIS:-

Some of the important hypotheses considered while performing the survey are discussed here. The study has been conducted on the basis of the primary and secondary data collected and conclusion are drawn from it. The entire hypothesis is considered again and their usefulness is studied. After this acceptance or rejection of these hypothesis is recommended to the Marketing Department of Innox Air Product Ltd. Nagpur.

SOME OF THE HYPOTHESIS ARE MENTIONED BELOW:-

1. All the industries and hospitals are potential customers of air Products.
2. Effective promotional schemes will play a vital role in the sales Boost.
3. Advertising through posters, print media, paintings, and television are necessary to attract the attention of consumers Specifically for industrial products.

4. Use of portable mini cryogenic tank would be safe and easy to Transport by rail, road. Inox air products are the industrial products and the company adopts quit different strategies for attaining new and potential Customers and also promotion of their products.

#### IMPORTANCE AND SCOPE:-

1. As the product of company is industrial product it is necessary to find out potential customers which are usually from industry, Hospitals etc.
2. Find and study the competitor's strategy for getting new customers.
3. To divide the market in small segment so that research would be Simplified
4. To find out different barriers in storing the gases which are Dangerous to use.
5. To create the demand for industrial product through various Promotion activities.

#### FINDINGS:-

During research following each of reported

1. As the product of company are industrial products. There fore the company adopted certain different strategies to promote the product.
2. It is necessary to promote the product
3. The marketing department of company visits to customer twice in a Month.
4. Almost all the big hospitals in the city require large amount of gases About 150 cyl. Per month
5. In the industry the company establish in goodwill as most of large

Companies purchase product of INOX only.

6. Almost all the contacted person has not given answer asked about Competitor's price.
7. Small firm mostly prefer to purchase small cylinders from competitors of INOX.
8. The promotion of portacryo was very effective almost customer well Interested to know about the new product.
9. Those companies which can't be come the potential customers for Company just because of low price of competitors.
10. The transportation done by trucks some times the delay occurs in delivery

So there are complaints from competitors.

11. Company doesn't advertise its product in any kind of media.

12. The customer's problem is not solved on time.
13. Every company which requires the product of INOX may be a potential Customer for company.

#### RECOMMENDATION:-

1. Though the product is industrial product it is necessary to advertise or to promote the product through print, T.V., or any other type and media.
2. There should be a good channel of distribution for transportation of Product
3. The visit of marketing executive to customer for taking orders should be Once in 8 days.
4. The company officials should study details about the competitors and Accordingly the strategies should be designed.
5. It is recommended to company to produce small size of cylinders having size capacity of 5cm<sup>3</sup>, 7cm<sup>3</sup>, thus to attract the small industries and which Will helps to boost the sales.
6. The compete with the competition sometimes changes in strategy should Adopted which sometimes may be reducing price
7. The promotion of the cryogenic tank will lead to boost the sell of the Product. For that the continues feedback should be taken
8. The most complaint is about on time delivery the management should focus on these issue so that there should be minimum complaints of Customer.
9. Company should adopt a positive marketing strategy so as to gain Leadership position in Nagpur region

#### CONCLUSION:-

1. Out of the total 250 industries and hospitals visited it is found out as per the requirement 130 were potential customer for company.
2. All the major hospitals and large manufacturing companies which require the industrial gases in huge amount are potential customer for Company.
3. To capture customer of small companies which require relatively less amount of gas the company has to produce the small size cylinders. So As to reduce the size for use of customer.
4. INOX air product ltd. Has maximum market share in Nagpur region And it is leader in Nagpur region.
5. The promotion of portable mini cryogenic cylinders seems to be succeeding taking into consideration the positive feedback about product it is safe to use and transport hence may become popular for Use.
6. From the survey many industries are found as new potential customer Company
7. All the industries and hospitals which are have visited are potential Customer for INOX.
8. Though it is industrial product the promotional activities like advertising through posters, print media could boost the sell of Product.