

# Retailer market mapping

[Finance](#), [Market](#)



This marketing initiative is one of the first steps in a series of initiatives towards making 'Beetel' the most loved and aspirational brand. The objective includes making Bharti Teletech Limited a robust distribution powerhouse, with a vision to enable technology reach each and every household across the length and breadth of the country. As a part of this marketing campaign Beetel deployed its team in various areas like Mumbai, Ahmadabad, Baroda, Nagpur, Surat, Pune, Raipur, and Indore. Following are the key objectives identified for this initiative:

- Market Mapping for the universe of retailers operating in Verticals of Telecom, IT, B2B and Electronics.

- To find out the retail outlets in the market which could be converted into Factory / Brand outlets , Shop in Shop etc.
- To understand the opportunities in the market wherein Beetel could pitch in for the distribution of the various products.

Introduction Bharti Teletech is into Selling and Distribution of Technology products as well as Manufacturing of basic and feature landline phones. Incorporated in July 1985, this was the first entity of Sunil Bharti Mittal which became the stepping stone for the group towards the telecom journey which is still touching newer heights. Bharti Teletech was the first in India that started the manufacture of electronic push button telephone instruments under the brand name Beetel. By the time Year 1995 came to close, Bharti Teletech was the largest manufacturer of telephones in India. Around the same time, it started setting up the retail channel for selling Beetel branded phones and other products.

Beetel have the distinction of being the first in India to bring:

- Push Button Phone in 1985
- Answering Phone/Machines in 1989
- Cordless Phones & Fax

Machines in 1990 • Manufacture of Radio Pagers in 1993 • CLI Phones in 2000 • Phones with SMS facility in 2003 Integrated player to launch Free to Air – Set Top Boxes in 2004 • Phones with FM Radio in 2007 The Company is currently engaged into distribution & marketing of wide range of products that include Smart Phones, high quality cordless phones, modems, audio / video conferencing products, Free to Air Set Top Boxes, Fixed Cellular Phones & Fixed Wireless Terminals. The alliances are with Blackberry, Apple, ASUS, Polycom, Transcend, Logitech, Huawei, Samsung, Aastra, Panasonic and Sanyo. Apart from this, Bharti Teletech is also engaged into manufacture of high quality landline telephones at its manufacturing operations Ludhiana under Beetel brand for Airtel, BSNL / MTNL as well as retail market & exports to over 30 countries across 5 continents. Bharti Teletech currently commands a leading share in retail as well as the telecom service provider segments. Buoyed by its experience & success in distribution & marketing as well as the changing sphere of Indian economy, the Company plans to offer a high range of products to the consumers, going forward. Bharti Teletech Limited is emerging as a distribution powerhouse in India. With over 800 Tier 2 Distributors, 25000 Retailers network and 29 warehouses pning across the Length and Breadth of the Country.

Bharti Teletech Limited is today one of the largest distribution companies in India. The wide range of products distributed by Bharti Teletech Limited involve Smart Phones, Flash Memory Products (Memory Card, USB Flash Drive), Lifestyle Products (DigitalPhotoFrame, Digital Camera, Mp3/Mp4 Players), Audio-Video Conferencing Solutions, Multimedia Projectors, LCD/ Plasma Panel, VOIP/ SIP phones, 3G Modems, Business Process Group

Products, Webcam, Universal Remote, Keyboard, Mouse, PC Headsets, etc. Bharti Teletech's innate ability to deal with a diverse ways of products that demand an effective sales and distribution network was proven with the way all products have been accepted in the Indian Market. The efforts of Bharti Teletech Team supported by a robust web based Supply chain management system which is the backbone of the organization. It becomes amply clear that all major players who have allied with Bharti have reposed great confidence and faith in Bharti Teletech's ability to drive their businesses to altogether new levels. It has always been Bharti Teletech's endeavour to leverage its distribution strengths to the maximum and become a catalyst for growth for all its partners. Bharti Teletech in year 2005 decided to leverage its network of Channel partners for distribution of Mobile phones with tie-up with Motorola to distribute their range of mobile phones and accessories.

This was followed with many more partnerships and the story is still on...

Beetel's current alliances include • Black Berry mobile phones and accessories • Apple for distributing the Apple I Phone • Asus for their Smartphone Transcend for their entire range of products • Polycom for audio and video conferencing products • Sanyo for their entire range of Cameras and Multi Media Projectors • Logitech for their Home Entertainment products • Panasonic for the Panaboards, Projectors and Plasmas • Aastra Telecom for VoIP / SIP / IPBX • Samsung for Mp3/Mp4 Players The company has the required strength and reach to distribute varied products in Indian through its network • Peak coverage of ; gt; 3600 towns Distributor strength ; gt; 810 Channel Partners • Capability of servicing ; gt; 25500 Retailing Partners •

150 Authorized Service Franchisees • 29 Warehouses • Relationship with all major 29 retail chains in India ( ; gt; 2600 outlets) The strength of the network is that it provides access to consumers via a wide variety of channels such as telecom shops, computer peripherals shops, stationary shops, electrical and white goods outlets, malls, gift shops etc. Bharti Teletech has strong relationships with distributors and dealers who have had a long association with the Company and are committed to its products. In line with our focus on customer satisfaction the company dealer's satisfaction survey regularly to become the benchmark supplier to the retailer. The company scores high on Value Partners Satisfaction Index ( ; gt; 90% score for last 3 financial years) and Customer Satisfaction Index of Retailers ( ; gt; 75% against the market benchmark of 70%) in the survey conducted by IMRB. The distribution network an also be leveraged to push other related products. [pic] Meaning of Research Research in Common parlance refers to a search for knowledge. One can also define research as a scientific and systematic search for pertinent information on a specific topic.

Some people consider research as a movement, a movement from the known to unknown. Research is essentially a systematic enquiry seeking facts through objectives verifiable methods in order to discover the relationship among them and to deduce from and them broad principles or laws. It is really a method of critical thinking. It comprises defining and re-defining problems, formulating hypothesis or suggested solutions, collecting, organizing and evaluating data making deductions and making conclusion to determine whether they fit the formulated hypothesis. Thus the term research experimentation or examination has as its aim the revision of

accepted conclusion, in the light of newly discovered facts. Research may be defined as “ The systematic and objective analysis and recording of controlled observation that may lead to the development of generalization principles or theories resulting in prediction and possibly ultimate control of events”. Research methodology is a systematic way to solve the research problem.

It may be understood as a science of studying how research is done scientifically. o To find out the retailers in whole universe for the beetle . o To find out the demand for the electronics products as well as for IT products. o To find out the closest competitor of beetle. Types of Research Design

**EXPLORATORY RESEARCH:** It is that type of research design the primary objective of which is to provide insights in to and comprehension of the problem situation confronting the researcher. **DESCRIPTIVE RESEARCH :** It is type of conclusive research that has its major objective the description of something usually market characteristics or functions. This is done by carrying out the following steps: • A list of various authorized dealers involved in the sale of Beetel Telephones was prepared.

- The counter potential of every retail outlet was found. The strength ; weakness of Beetel Telephones was assessed by interacting with the dealers.

**Primary Data :** It is originated by the research for the specific purpose of addressing the research problem. It was collected from the market place by interacting with the distributors ; Retailers through the survey method . The questionnaire used in the survey have both structure as well as unstructured questions. **Secondary Data:** Any data which have been gathered earlier for

some other purpose are secondary data in hands of marketing researcher. It helps us in the better understanding of the problem.

It can be collected internally or externally. Internal data is collected from within the organization. External data is one which is collected from sources outside the organization. [pic] Findings ? Beitel is the one of the largest manufacturers in basic service provider. ? Beitel dominates in Mumbai market. ? Beitel are preferred mostly in the market because of their superior quality and brand name easily available. ? Beitel has wider range of products as compared to its competitors.

Companies like GE (General Electric). ? Panasonic is on its heels and tough competition. ? Margin for the retailers is less. ? Retailers agree that Beitel phones are of high quality. ? Beitel phones can increase number of distributors in Mumbai. ? According to the majority of the dealers, the demand for the cordless / landline phones has been decreased due to rapid demand of the mobile phones. ? Few dealers of Mumbai were of the view that the improvement in the after sales service from Beitel should be provided.

In the competitive run there is more sale for Panasonic Cordless as compare to Beitel Cordless phones. ? According to the survey the sale of SD cards is highest in the Telecom product. ? Most of the Electronic products are been sold exclusively in big showrooms (Croma and Vijay Sales) that's why dealers for Digital Cameras, MP3 IPods are limited. ? Digital Cameras, MP3, are the most demanding electronic products. ----- RESERCH DESIGN

EXPLORATORY RESEARCH DESCRIPTIVE RESEARCH HYPOTHESIS TESTING  
RESEARCH