Industry major users of cold stores with

Business, Industries

Industry ProfileConsidering the size of India’s population of 1 billion plus, the size of the HVAC industry is relatively modest. Marketing gurus and economists estimate the population of the middle class with disposable income, anywhere in the region of 75 million to 150 million.

These are the people who are buyers of room air conditioners for the residential sector. The “ services sector” consisting of retail establishments, restaurants, small offices, banks, software centers is the major buyer of ductable split air conditioners and mini-splits. Industry, nuclear power plants, large hotels, modern hospitals, shopping centers and office complexes are major users of central or “ applied” air conditioning equipment including centrifugal, screw, reciprocating chillers and air handling units. The dairy, chemical and pharmaceutical industries are the largest users of refrigeration plants while the growing fruit, vegetable storage, milk chilling and processed food sector are the major users of cold stores with refrigeration equipment. Reliable, industry generated statistics of production volumes for each type of product are difficult to come by and hence each company depends on its sales team to guess what competition has sold, add up the total and determine what per cent of the market share it holds. Market research companies such as Francis Kanoi have carried out their independent surveys but eventually they all have to depend on large manufacturers, their dealers and a large number of small manufacturers and contractors, too numerous and spread out to get an accurate size of the total market. The figures given have been estimated from several sources and there can be small differences with figures estimated by some companies. Market Growth The room air conditioner segment of the HVAC industry has been growing at a rate of approximately 20 % driven by the growth of the residential sector.

Lower prices, availability of easy finance, higher disposable income and the urge for better living have all combined to help this growth. The central air conditioning and ducted splits market segment is growing at a lower rate of approximately 10% driven by commercial segments such as retail, software, healthcare, hospitality, entertainment, telecom and banking. The commercial and industrial refrigeration segment is also growing at approximately 10%, fuelled by the increase in consumption of dairy products including ice cream, frozen food, carbonated beverages, hygienic and cool drinking water. Cold storages are witnessing a steady growth. Refrigeration for industry is confined to pharmaceutical and chemical plants and modernization of synthetic fiber and textile plants. 3. 2 Company ProfileETA General Pvt. Ltd is a joint venture between ETA-Ascon, Dubai and Fujitsu General Pvt.

Ltd. Japan. Fujitsu GeneralFujitsu General, Japan is part of US $ 50 billion Fujitsu group, a Fortune 100 company. Established in 1936, Fujitsu General has business interests in A/Cs, refrigerators, visual products, system, communications and electrical devices. Its credo is to be an attractive and energetic corporation that develops business on a world level, coexists with the people of the world and practices open management. It’s a leading player in the global air conditioning market and is known essentially for its quality, technical superiority proven technology and innovative products. It operates in more than 130 countries and is a major player in 22 countries and is among the major three in another 36 countries.

ETA General Pvt. LtdETA General Pvt. Ltd. In India came into existence on the 18th of semptember, 2000 when its state of the art factory at Pondicherry was inaugurated by Mr. Yagi, Chairman of Fujitsu General Ltd. In its rather short span of existence it has many creditable achievements. It has set up a world class manufacturing facility at Pondicherry that will now be hub for the entire SAARC region. It had set a record of sorts in the Air-Conditioning industry by virtue of being the company to have sold the highest quantity in the first full year of operations.

In its second year of operations also it has achieved phenomenal growth. It is committed to providing the Indian customer with the latest world class quality products that conforms to international standards. The simultaneous global launch of the worlds first ceiling wall A/C stands testimony to this commitment of ours. Some of the high profile projects executed by ETA Group., include: Texas Instruments Warner
Lambert Cisco Intel Ford HSBC Standard Chartered Bank Hotel Leelaventure Limited ITC Limited Trident HotelCity BankBCCILe Royal MeridianLife StyleAmerican International Schools Procter & Gamble Reliance Wipro Limited National Stock Exchange Limited General Electric Oracle Tidel Park Limited ICICIMIOT Hospital IGCARISRONokia
PRODUCTSWindow A/CThe Technically superior Window A/CAMG13GAXG18 / AXG24This machine is engineered to survive all extremes- heat, dust and humidity. Unique super wave technology ensures faster, more efficient cooling unlike other A/Cs.

Its high EER ensures more value for money as power consumption is kept to the bare minimum. Self-lubricated fan motors sealed in aluminium die cast body which will increase the life span of motors. Tropicalised compressors usage ensures high performance at very high ambient conditions serve you efficiently for a really long time. Split A/CThe Worlds most powerful Hi-Wall Split A/C ASG18 / ASG24 / ASG30   Superior engineering ensures that this A/C survives all extremes.

Dust, heat, humidity and the roughest climate across the world. With the highest cooling capacity, it is the most energy efficient with an increased airflow. Its unique double auto swing ensures uniform cooling in every corner of the room.

Sturdier fins; ABS plastic, fire retardant components, special Japenese steel sheet metal parts and special Polyurethane coating ensure greater durability. 4 ANALYSIS AND INTERPRETATIONTable 1Classification of the respondents based on genderGenderNo. of RespondentsPercentageMale15472. 7Female5827. 3Total212100(Sources : Primary data)INTERPRETATION From the above table, it is inferred that 72.

7% of respondents are male and 27. 3% of respondents are female. Chart 1Chart showing the classification of the respondents based on genderTable 2Classification of Respondents based on Age groupAgeNo.

of RespondentsPercentage18 – 257022. 026 358238. 736 453717. 445 and above2310. 9Total212100(Sources : Primary data)INTERPRETATION From the above table, it is inferred that 38. 7% of respondents belongs to 26 – 35 age group, 22% of the respondents are belongs to 18 – 25 age group, 17. 4% of respondents are 36-45 age and10. 9% of respondents are above 45 and above age.

Chart 2Chart showing the age of the respondentsTable 3Classification of Respondents based on Marital StatusMarital StatusNo. of RespondentsPercentageMarried12458. 5Unmarried8841. 5Total212100(Sources : Primary data)INTERPRETATION From the above table, it is inferred that 58.

5% are married and 41. 5% are unmarried. Chart 3Chart showing the marital status of the respondentsTable 4Classification of Respondents on the basis of Educational QualificationEducationNo. of RespondentsPercentageSchool Education3416. 1College Education17883.

9Total212100(Sources : Primary data)INTERPRETATION From the above table, it is inferred that 83. 9% of respondents are having college education 6. 1% are finished only school education. Chart 4Chart showing the educational qualification of the respondentsTable 5Classification of Respondents on the basis of Occupational StatusOccupationNo. of RespondentsPercentageStudents4322. 2Employed6832.

0Professional5023. 6Business3114. 7Retired31. 5Others178. 0Total212100(Sources : Primary data)INTERPRETATION From the above table, it is inferred that 32% of the respondents are employed, 23. 2% are professional, 22. 2% are students, 14.

7% of them are business, 8% are in the other category, 1. 5% of the respondents are retired persons. Chart 5Chart showing the occupation of the respondentsTable 6Classification of Respondents on the basis of Family income per monthIncome LevelNo. of RespondentsPercentageLess than 15, 0004420. 815, 001 to 30, 0007234. 030, 001 45, 0006028. 345, 001 and above3616.

9Total212100(Sources : Primary data)INTERPRETATION From the above table, it is inferred that 34% of the respondents earn between 15, 001 30, 00028, 3% of the respondents earn between 30, 001 45, 000 20, 8% of the respondents earn less than 15, 000 and16. 9% of the respondents earn more than 45, 001. Chart 6Chart showing the family income level of the respondents per monthTable 7Classification of Respondents on the basis of Family sizeFamily SizeNo. of RespondentsPercentageTwo73. 3Three3818.

0Four9343. 8Five4320. 3More than 53114. 6Total212100(Sources : Primary data)INTERPRETATION From the above table, it is inferred that 43. 8% of the respondents have a family size of four 20. 3% of the respondents have family size of five , 18% of the respondents have the family size of three , 14. 6% of the respondents have the family size of more than five and 3. 3% of the respondents have the family size of two.

Chart 7Family size of the respondentsTable 8Classification of Respondents on the basis of awareness on branded Acs which are available in marketBranded AcsNo. of RespondentsPercentageGeneral4923. 1LG3114. 6Samsung3014. 2Voltas2712.

7Hitachi219. 9Godrej136. 2Bluestar167.

5Panasonic125. 6Videocon136. 2Total212100(Sources : Primary data)INTERPRETATION From the above table, it is inferred that 23. 1% of the respondents are aware of the general brand in market, 14. 6% of the respondents are aware about the LG brand in market and 56% of the respondents are aware of Panosonic brands available in market.

Chart 8Chart showing respondents are ranking awareness of the brandTable 9Classification of Respondents on the basis of currently using brandsBranded AcsNo. of RespondentsPercentageGeneral4119. 3LG3416.

0Samsung2913. 7Voltas188. 5Hitachi188. 5Godrej178. 1Bluestar178.

1Panasonic136. 1Videocon136. 1Others125. 7Total212100(Sources : Primary data)INTERPRETATION From the above table, it is inferred that 19. 3% of the respondents using General brand , 16. 0% of the respondents using LG brand and 13. 7% of the respondents using Samsung brandChart 9Chart showing the respondents are currents using a/c brandTable 10Table showing the opinion about the reason which makes them to buy a particular brandFeaturesNo.

of RespondentsPercentageBrand Name12157Price2310. 8After Sales / Service73. 4Better look and style198. 9Price Value for money2210. 4Offers and Scheme115. 2Any others94. 3Total212100(Sources : Primary data)INTERPRETATION From the above table, it is inferred that 57% of the respondents say that the brand name makes them to buy a particular brand, 10. 8% of the respondents say that the price of the product makes them to buy and43% of the respondents say that they buy the brand because of other reasons.

Chart 10Chart showing the opinion about the reason which makes them to buy a particular brandTable 11Opinion of the features of the Acs that they are giving more preference/importanceFeaturesNo. of RespondentsPercentageBrand Name11855. 8Price157. 2After Sales / Service94.

3Better look and style2411. 4Price Value for money2210. 4Offers and Scheme125. 7Easily Maintenance115. 2Total212100(Sources : Primary data)INTERPRETATION From the above table, it is inferred that 55. 8% of the respondents say that they give more preference / importance to brand name, 11. 4% of the respondents say that they give more preference / importance for the better look & style and 52.

% of the respondents say that they give more preference / importance for the easy maintenance. Chart 11Chart showing the Respondents ranked his / her features and importance of A/CTable 12Opinion the Respondents regarding the selection of the particular brandChoosing FactorsNo. of RespondentsPercentageSelf Option7233. 9Family Choice7233. 9Friends Recommendation2411. 4Dealers Approach1617.

5Advertisement2411. 4Others41. 9Total212100(Sources : Primary data)INTERPRETATION From the above table, it is inferred that 33. 9% of the respondents say that they select a particular brand regarding family choice , 17. 5% of the respondents say that they select a particular brand regarding the dealers approach1 and 9% of the respondents say that they select a particular brand regarding other influencing factorsChart 12Chart showing the how to choose the Brand by the respondentsTable 13Respondents distribution on the basis of time period of using the AcsPeriod of usingNo. of RespondentsPercentage1 3 months2612. 24 6 months5525. 97 months 1 year3114.

71 year 2 years3918. 4More than 2 years6128. 8Total212100(Sources : Primary data)INTERPRETATION From the above table, it is inferred that; 28% of the respondents say that they use the A/C for more than 2 years , 25. 9% of the respondents say that they use A/C for 7 months 1 year and 18. 4% of the respondents say that they use the A/C for 1 2 years. Chart 13Chart showing the usage period of A/C by the respondentsTable 14Respondents opinion as on the Performance of A/c that they are currently usingPerformanceNo. of RespondentsPercentageExcellent5827. 4Very Good9544.

8Good5023. 6Average94. 2Poor0-Total212100(Sources : Primary data)INTERPRETATION From the above table, it is inferred that 44. 8% of the respondents say very good about the performance of A/C , 27. 4% say excellent about the performance of A/C and 0% of the respondents say poor about the performance of A/C.

Chart 14Chart showing the respondents option on A/c PerformanceTable 15Respondents opinion as on recommendation of the brand that they are currently usingRecommendationNo. of

RespondentsPercentageCertainly10951. 5Uncertainly7133. 5Will not recommend3215.

0Total212100(Sources : Primary data)INTERPRETATION From the above table, it is inferred that 51. 5% of the respondents say that they certainly recommend their brand and 15% of the respondents say that they will not recommend their brand. Chart 15Chart showing the respondents recommend the brand to his / her friends and relativesTable 16Respondents opinion as on switching over another brandSwitch overNo. of RespondentsPercentageYes8037.

8No13262. 2Total212100(Sources : Primary data)INTERPRETATION From the above table, it is inferred that 62. 2% of the respondents say that they won't switch over another brand and 37. 8% of the respondents say that they will switch over to another brand.

Chart 16Chart showing the respondents will change / not change come across new modelTable 17Respondents opinion as on price structure of the branded Acs currently available in marketPrice structureNo. of RespondentsPercentageCostlier8942. 0Reasonable10851. 0Cheaper157.

0Total212100(Sources : Primary data)INTERPRETATION From the above table, it is inferred that 51% of the respondents say that the price of the branded A/C are reasonable and 7% of the respondents say it is cheaper. Chart 17Chart showing the respondents option on A/C brand which are currently available in marketTable 18Respondents opinion about mostly attracted the feature among the branded AcsFeatureNo. of

RespondentsPercentageClimate Control8941. 99Freshness7836. 79Chillness Coverage2813. 20Easy Installation136. 13Others41. 88Total212100(Sources : Primary data)INTERPRETATION From the above table, it is inferred that 41.

99% of the respondents say that they are mostly attracted by the climate control of A/C, 36. 79% of the respondents say that they are mostly attracted by the Freshness and 1. 9% of the respondents say because of other features. Chart 18Chart showing the respondents Features that mostly attracted to the branded A/CTable 19Respondents opinion about other feature required in AcsInitiated FactorsNo.

of RespondentsPercentageYes3416. 1No17883. 9Total212100(Sources : Primary data)INTERPRETATION From the above table, it is inferred that 83.

9% of the respondents say that they do not require other feature in A/Cs and 16.% of the respondents say that they require other features in A/Cs. Chart 19Chart showing any other features in which respondents want more in A/CTable 20Respondents opinion about after sales / serviceInitiated FactorsNo. of RespondentsPercentageExcellent3315.

5Very Good9243. 4Average5325. 0Below Average3416. 1Total212100(Sources : Primary data)INTERPRETATION From the above table, it is inferred that 43. 4% of the respondents say very good opinion about the sales and service , 25% of the respondents say average about the sales and service and 16. 1% of the respondents say below average.

Chart 20Chart showing the respondents opinion on aftersales / service in A/C brandWEIGHTED AVERAGE METHODTable 21Respondents Opinion about mostly attracted the feature among the branded ACsFeaturesNo. of RespondentsTotalWeighted AverageFreshness 89 x 54454. 1Climate Control78 x 4312Chillness Coverage28 x 384Easily Installation 13 x 226Others4 x 14871(Sources : Primary data)INTERPRETATIONThe above table clearly shows the arithmetic calculation value 4. 1 lies between 4 and 5.

So the majority of the respondents are mostly attracted the feature is climate control. WEIGHTED AVERAGE METHOD Table 22Respondents opinion about after sales / serviceInitial FeaturesNo. of RespondentsTotalWeighted AverageExcellent33 x 41322.

5Very good92 x 3276Average53 x 2106Below Average34 x 134548(Sources : Primary data)INTERPRETATIONThe above table clearly shows the arithmetic calculation value is 2. 5 lies between 2 and 3. So the majority of respondents opinion is very good after sales and service.