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An organisational study and a study on analysis of marketshare of sharp photocopier with special reference to Tirupur District

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ABSTRACT

The article is aimed to discuss and analyze market share of sharp photocopier and its core competencies. The research study will focus on the historical background and the era of success and downfall of the organization. In addition, several management models are also applied in this article in order to examine the comparative advantage of the organization and its strategies to sustain the competitive market. The strategic problem faced by organization and its consequences are discussed and in order to manage those issues and problems.

INTRODUCTION

Developing economies are exhibiting growth opportunities for the copier machine market. In these countries, the per capital consumption of machine stands significantly less when compared to the global average. The contribution of copier machine is considerably high in the overall machine consumption. Application of copier machine in educational applications is one of the key drivers, as the number of students is increasing, the demand for copying and writing machine is accelerating. Apart from this, government offices make use of copier machine to archive most of their data; this is anticipated to fuel the demand for copier machine. Consumption of copier machine is relatively lower in African countries, which is expected to rise during the forecast period, owing to the increasing literacy rates. Latin American and Middle Eastern countries are also expected to represent attractive opportunities for the growth of copier machine market.

STATEMENT OF THE PROBLEM

Competition is very high in today's market place. Every organization therefore determined to differentiate their brands and marketing strategy, service offering compared to their competitors. In effect everybody is trying to have unique features in their brands and market them. If organization want to succeed in the place they need to assess their brands honesty else similar me too brands are out there in the market. Which can destroy entire marketing efforts. Brands suffering from symmetry syndrome will find it difficult to survive in the market after some time.

If the brand is not able to distinguish itself in the marketplace than the marketing communication strategy is probability not effective. this needs to be investigated. Considering that in mind, the research is focused on developing a brand differentiation measurement model and analysis of market share.

OBJECTIVES OF THE STUDY

To identify the problems faced by sharp photocopier in market share to identify the demographic profile of respondents

SCOPE OF STUDY

The research is done in these areas which are broadly referred to sales analysis— measurement of market potential/demand projection, determination of market characteristics, market share estimation, studies of business trends, etc.

Marketing research studies are also conducted with a view to evaluating the effectiveness of present distribution system. Such studies are used in establishing or revising sales territories. They are also helpful in establishment of sales quotas, design of territory boundary, compensation to sales force, physical distribution, cost analysis, etc. It is also done to assess the effectiveness of different promotional activities.

LIMITATION OF THE STUDY

- Some of the respondents were not willing to reply the question
- There was a time constraint while conducting the report
- It might be possible that answer given by the respondents are full of biasness

LITREATURE REVIEW

According to Yang and Haung (2008), thousands of people across the world are involved in the operation of photocopiers either in commercial photocopier units or offices. Working with photocopiers has been shown to be associated with an increased prevalence of sick building syndrome symptoms for some time. Consequently, the effects of photocopier emissions on human health have received considerable attention in recent days.

According to Destailats et al. (2008) emissions of VOCs from printers and copiers are generally higher than from computers, particularly styrene, toluene, xylene and other alkyl benzenes. Lee et al.

(2006) found that the concentrations of benzene, toluene, ethyl benzene, xylenes (BTEXS) and styrene were well below the occupational exposure threshold guidelines. However, under conditions of inadequate ventilation, it is feasible that individuals working in the photocopy centers may be exposed to high levels.

Yang and Haung (2008) declared that occupational exposure to pollutants emitted from photocopiers was not significantly associated with an excess of chronic respiratory symptoms and acute irritative symptoms in photocopy employees. They were of the view, that the current exposure levels in photocopy centers may be sufficiently safe in well-controlled work environments, especially if the photocopier is handled carefully.

RESEARCH METHODOLOGY

7.1 research design

- A Master plan that specifies the method and procedures for collecting and analyzing needed information.
- A research design is a framework or blueprint for conducting the marketing research project.

Type of research

- Descriptive research has been used in this report.
- It is a fact-finding with adequate interpretation. It is used to describe characteristics of a population or phenomenon being studied. It does not answer questions about how/when/why the characteristics occurred. Rather it addresses the "what" question.

Sample design

Sampling is the process of selecting a sufficient number of elements from the population. A Sample Design is a definite plan for obtaining a sample from the sampling frame. It refers to the technique or the procedure the researcher would adopt in selecting some sampling units from which inferences about the population is drawn.

Non-probability sampling

Non-Probability sampling is a sampling technique where the samples are gathered in a process that does not give all the individuals in the

population equal chances of being selected. It is used for collect the data.

Convenience sampling

Convenience sampling (also known as Availability Sampling) is a specific type of Non-probability sampling method that relies on data collection from population members who are conveniently available to participate in study.

Size of the sample

The Sample size is **100**.

DATA COLLECTION METHOD

Primary data

These are data which are collected for the first time directly by the Researcher for the Specific study undertaken by him. In this research primary

data are collected directly from the Respondent by using Questionnaire.

Secondary data

These are data which are already collected and used by someone preciously. The data's are collected from journals, magazines and websites.

STATISTICAL TOOLS USED

Simple percentage analysis

To analyze and interpret collected data the following simple percentage and ranking were used.

FORMULA

$$\text{Percentage analysis} = \frac{\text{Number of respondents}}{\text{Total number of respondents}} \times 100$$

Henry garrett ranking

Garrett's ranking technique to find out the most significant factor which influences the respondent; Garrett's ranking technique was used. As per this method, respondents have been asked to assign the rank for all factors and the outcomes of such ranking have been converted into score value with the help of the following formula:

- Percent position = $100 (R_{ij} - 0.5) / N_j$

- Where R_{ij} = Rank given for the i^{th} variable by j^{th} respondents.
- N_j = Number of variable ranked by j^{th} respondents.

DATA ANALYSIS

The respondents participated in the research are from diversified background with gender, age, occupation, education qualification.

Table no.1 Demographic profile of the sharp photocopier respondents

Detail of the respondents		No.of.the.respondents	Percentage
Age	Below 20years	5	5
	Between 20-30years	17	17
	Between30-40years	38	38
	Above40 years	40	40
	Total	100	100
Gender	Male	65	65
	Female	35	35

Brand	Total	100	100
	Xerox	29	29
	Sharp	24	24
	Ricoh	12	12
	Canon	35	35
Occupation	Total	100	100
	Business	35	35
	School	16	16
	Jobber	20	20
	Other	29	29
Daily volume	Total	100	100
	Below 100	22	22
	Between 100-200	34	34
	Between 200-400	27	27
	Above 400	17	17
	Total	100	100

Interpretation

From this study is evident that age group of the 40% of the respondents fall under the above category of above 40years, 65% of the respondents fall under the gender group of male, 35% of the

respondents using canon, the occupation of 35% of the respondents fall under the category of business, the average daily volume of 34% of respondents falls under the category of 100-200

Table no.2: Rank of the problem faced by sharp photocopier in market place.

s. no	Problem faced	Total score	Rank
1		728	5
2	Price	1570	2
3	Machine features	1692	1
4	Spares	1065	4
5	Communication	1388	3
6	Brand name	417	6

FINDINGS

- Age group of the 40% of the respondents fall under the above category of above 40years,
- Daily volume of 34% of respondents falls under the category of 100-200,
- 35% of the respondents using canon photocopier machine,
- 65% of the respondents fall under the gender group of male,
- The occupation of 35% of the respondents fall under the category of business,
- Machine features is ranked as no.1 with total score of 1692,
- Price is ranked as no.2 with total score of 1570,
- Communication is ranked as no.3 with total score of 1388,
- Mostly organisation and institution said that brand name play a important role when we purchasing the machine.

SUGGESTIONS

- On time delivery of the products is the important area that is focused on.
- There may be improvement in the after sales services of the sharp photocopier.

3. Another suggestion would be that sharp should also encourage direct selling a part of from depending fully on dealer.
4. There could be some changes in the products of sharp according to consumer needs and purchasing power of consumer.

CONCLUSION

Photocopier industry has a very high growth potential in market. post liberalization, the industry, institution has been growing at a rapid pace in terms of its asset under management.

The study aimed at finding out the market shares of sharp photocopier machine. It was found that mostly organization prefer the sharp photocopier machine. Because the machine features, price facility of MFD, power saving print quality better than other photocopier machine. On the behalf of this study the market of photocopier machine in India is bright.

The project analysis of the Tirupur (Tamilnadu) market is shown very clear picture that today sharp is photocopier satisfied to his customer and better market creditability in comparison to other photocopier company.

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