

A
SUMMER TRAINING REPORT
ON
**"CONSUMER BUYING BEHAVIOUR FOR BALL
PENS"**

AND
COMPANY OVERVIEW
AT



TODAYS WRITING PRODUCTS LIMITED.

"TODAYS WRITING PRODUCTS LIMITED"

DADRA SILVASSA



TODAYS WRITING PRODUCTS LIMITED.

EXECUTIVE SUMMARY

SYNOPSIS

Today the significance of project work has greater importance in business world. Practical knowledge is as important as theory so that one thing is said, "Practice makes a man Perfect". In order to get acquainted with how theoretical concepts are being followed at TWPL, I have tried to take an overview of all departments of the company and its working mechanism. It has given me a chance to learn a lot in the process.

My topic for the study is on "Consumer Buying Behaviour about pens". Pen is a product, which is used by each and every person. There are various brands of pen in the market of different types Price, Colour, design, Grip etc. so the pen market is full of competition where the consumer possesses vast variety of choice to select his brand which depends on his buying Behaviour. Of course it is very difficult to describe consumer buying Behaviour about pen; even though I have tried to find how the consumer purchases a particular brand

How much he searches for his brand? What factors influence him to buy the preferred brand?

The technique of data collection is through questionnaire as it is less complex and easy. Three methods (i.e) Graphical method, percentage, & average method are used as tools /techniques of analysis. Statistical tools used by me for analyzing the data are Chi – Square & ANOVA Analysis.



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OBJECTIVES OF THE REPOERT

- ⇒ To understand the Business Mechanism and to run it profitably in Competitive Business Environment.
- ⇒ To Understand the role of each subsystem (Dept) and its relationship with other Subsystems for the Business as a System
- ⇒ To get the Practical Interface of Industry by applying Theoretical Concepts.
- ⇒ To know about consumer buying Behaviour regarding pens.



INDUSTRY OVERVIEW

There has been a need to document through the use of writing instruments since the dawn of mankind. Pens and Pencils continue to be the staples of everyday life and indispensable items for everyday use. Writing Instruments continue to play an integral part in the life of particularly every **Business, School, and household**. The advent of computers and related technologies has yet to make writing industry and Instruments Slow Paced and Obsolete. In fact, the writing Instruments embrace the evolution of technology by incorporating it into new products and using it to enhance business aspects and client services.

The size of the writing Instruments Industry in India is estimated at about Rs 1800 Crores of which organized players account for 70% of the market share and the unorganized players for the rest. The industry Grew by about 15% in 2004-05 and by 13.5% in 2005-06, largely driven by the growth of organized sector, indicating that consumers are responding favourably to Quality and Branding. It is expected that promotion, easy availability, and affordability, branded off make will accelerate and help the organized sector eat into unorganized Presence.



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India's Writing Instruments Industry is reserved for the small sector with a statutory limit on the maximum Investment in Plant and Machinery at Rs 50 Crores. As a result critical pen component like refills are manufactured in house, while all non critical components are outsourced.

Most Indian companies cater to the "Value for Money"(i.e. High Volume Low Value Strategy) While International Players cater to Premiums segment operating through exclusive Distributors. Globally writing Instruments Industry is estimated at Rs 50000 Crores (p.a). China controls approximately 10% of the global markets while the Indian share had so far been Mini scale. But given the superior quality perception that "Made In India" pens have over the Chinese, the buying preference of major retailers has been shifting to Indian Products and Brands.

The following Information regarding the Writing Instruments Industry Has been obtained from the Public Sources like: Business Line, Economic Times, Financial Express, some Companies Catalog are Used along with Internet Support.

⇒ **CHANGING CONSUMER BEHAVIOUR**

The Purchase of a single Pen used to be a considered decision until not too long ago. Today, most consumers buy multiple pens in a single Purchase. Because the consumer would go out specifically to buy a pen earlier, today most buy along with a number of other things as apart of their monthly provisions. Earlier there was one pen to write, now interestingly even as communication is getting increasing psychological, there is different pen, Ink, Size for different Moods, Needs and Situations.

Gone are the days where pen were just considered as merely an item of writing, But now it a Quasi Fashion Statement Something that's aligns with Your Personality, Of course Still the Pen purchase Decision is considered As Low Involvement Decision.



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⇒ **GLOBAL WRITING INSTRUMENT INDUSTRY**

Globally, Writing Instrument Industry is rising at a Healthy rate despite growing computerization. The global Writing Instrument Industry is estimated at Rs 50000 Crores.(p.a) where USA Markets grew by 5% last year (2005-06) and is expected to grow by the same Proportionate at this time too. China controls approximately 10% of the global market, due to it manufacturing Process. India is becoming most preferred manufacturing destination after china. Indian Products Quality is among best in the world, Compared to china Mass Market Products. Indian Market is Growing healthily at 15 to 20% and is Expected to Grow with same Rate for upcoming 2 to 3 years (acc to CAGR)., where the organized sector now controls 70%+ market share as compared to 54% up to 2000.

⇒ **MARKET AND MARKET INFORMATION (IN DETAIL).**

- The worldwide Market's Size for Writing Industry is Rs 50000 crs (p.a) USA market alone is \$2.2 Billion Dollars (App 10000 Crores Rs).
- Chinas exports of Pens are over Rs 5000 Crores (p.a).
- India's Pens Exports are merely Rs 200 Crores (p.a).
- The Annual Turnover of the Industry in India is now estimated at Rs 1800 Crores (p.a) and is expected to Increase annual growth rate by 15-20% (p.a).
- India is Viewed as Quality Supplier, where as China as Cheaper and Lower quality Products.
- Germany, Japan, Taiwan & Korea were hubs for the Writing Instrument Industry, But due to cast factor manufactured have started shifting to China and India.



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- Previously Switzerland was the manufacturing centre for Ball point Tips, but now India is emerging as a major Tip Manufacturer satisfying not only Domestic demand but Global Demand Also.

⇒ **REGULATORY REQUIREMENTS**

In India as per current law, the manufacturing of writing instruments is reserved or falls under the category of SSI (Small Scale Industry Sector). Thus there is ceiling on Investment in Plant and Machinery Manufacturing Process (Max Rs 50 Crores), excluding Mould Making as it is Highly Capital Intensive part of Manufacturing. Of course any EOU (Export Oriented Unit) does not fall under this Purview of SSI.

HISTORY OF THE COMPANY (Complete Company Overview)

⇒ **ABOUT TODAYS COMPANY**

Today's Writing Products Limited (TWPL), Incorporated in April 29, 1992 as Creative Stationery Products Ltd By promoter Rajesh.K.Drolia, a first Generation Entrepreneur is one of the leading manufactures of pen in India. Company has now changed its names from Creative Stationery to Today's writing Products Limited since October 1995. The company came up with its maiden public Issue at par in April 1996, which was oversubscribed two and half times. TWPL has been awarded with " Certificate For



TODAYS WRITING PRODUCTS LIMITED.

Excellence' by the "Writing Instrument Manufacturer's Organization Of India for the Year 2001-02, & 2002-03.

TWPL (R & D) has mastered the art of making the dies and design of the pen, which gives it a significant advantage over its competitors, both in Organized and Unorganized sector. The company on an average launches 15 New Products every Year.

Company has 2 excellent manufacturing facilities in Daman, where we manufacture 9.5 lakhs Pen per day in house and outsource 5.5 lakhs pen per day. Through exclusive manufacturing facilities with our contracting group of companies

⇒ M/S Premium Writing Products Limited

⇒ M/s Millennium writing Products Limited.

TWPL has a strong, scalable, multi-layered Distribution channel overseen by sales force covering entire country. With a network that reaches out over 4, 40,000 Retail Outlets Directly through 1440 Distributors and 57 super distributors.

⇒ **BRAND IMAGE**

The brand name Today's has achieved a high level of visibility all over the Indian Market. Having invested Rs 2000 Lakhs in advertising and approx Rs 2500 in Marketing over a 4 year Period, Today's has become association with latest technology and Innovativeness. The company Path breaking campaign was the Zee Khusboowala (Perfumed Pen) Launched in 1995-96. Over the years, the Brand has consistently launched new ideas in writing Instruments.

⇒ **ACHEIVEMENT OF THE COMPANY(MILESTONES)**

The Achievements of the Company are as Under: (From 1992 to 2005)

⇒ (YEAR 1992)

- Incorporated as Private Limited Company in the name and style of Creative Stationo Products Pvt Ltd

⇒ (YEAR 1995)

- The Name of the Company changed – Todays Writing Products Ltd



TODAYS WRITING PRODUCTS LIMITED.

- Various Products in Economy and Premium Range launched and well accepted in the market.

- In the very first year of operating Company made a Net Profit.

⇒ **(YEAR 1996)**

- Company went for IPO 25,00,000 Equity shares. And is Listed on 6 Stock Exchanges.
- The blockbuster Brand Khusboowala was Launched that improve the Brand Image (Domestically & Globally).

⇒ **(YEAR 1996 – 97)**

Turnover of the Company Crossed 2500 Lakhs (Rs 25 crore).

⇒ **(YEAR 1998)**

- A Series of Marketing and Promotional events led to Increase in distribution Network from 50000 Outlets to 3,00,000 outlets It include
- A slogan Created to Encourage the Indian cricket team during the World Cup (Jeetna Hal Today's).
- Celebrity Endorsement for product and merchandising Various Times. Celebrity used are Salman Khan, Hrithik Roshan, Raima Sen etc..
- Sponsorship of Mumbai Cricket Team with Sachin Tendulkar, Vinod Kambli Agarkar And Others.

⇒ **(YEAR 2000)**

- Turnover of the Company Crossed 5000 Lakhs
- Ball Pen and Refill production crossed 10 lakhs Pieces Per day
- Merger with Profit Making Today's Writing Instruments Ltd Successfully Completed.

⇒ **(YEAR 2001)**

- Turnover of our company crossed Rs 7500 Lakhs
- Retail Market Penetration reached to more than 4,00,000 Outlets.

⇒ **(YEAR 2002)**

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- Signing of the MONAMI agreement (September 2002)
- Launch a Gel Pen at Rs 5/- Price Point First time in India as Gel Pen were sold at Minimum of Rs10/-Per piece

⇒ **(YEAR 2003)**

- Entered into an Agreement with Pounland with 150 Retail Outlet all Across UK.

⇒ **(YEAR 2005)**

- Started Stationary Business by Outsourcing Pencils, Erasers, Scales, Notebooks selling through existing Brand Name Today's
- Entered into Agreement with JL MORRISON, for marketing their products under the companies sole Brand Name In Srilanka.

FOREIGN COLLOBRATION OF THE COMPANY

- Company as Technical Collaboration with Korean Company MONAMI one of Koreas Leading Company In writing Instruments and Stationary Products. MONAMI holds 12.17% equity stake in TWPL.
- The company has relationship with Style Asia Inc. of USA for Marketing Purposes of its Products in USA.
- Company also entered into a Memorandum Of Understanding with JL Morrison, the largest Distribution House In Srilanka.
- Company also sells its Products to 150 retail chain In United Kingdom, Pounland.

MARKET PLAYERS

The following are the major Players in Writing Instruments Industry of India.



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❖ CELLO

It is the biggest Player In the Industry with Turnover of Rs 350 Crores.As the Present Scenario Cello is considered to be **Market Leader** in the Industry.

❖ TODAYS.

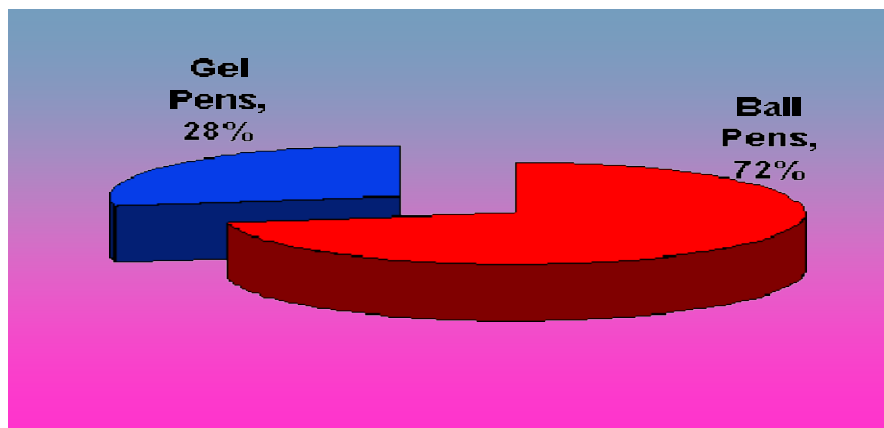
It is at number 2 Position in the Market and is considered to be the toughest Competitor of Cello (Market Leader) and not only the Leader but other followers In organized Sector.

Pen as a product is close to people of all walks of life at different age and of different gender and the association of it is a life long one.

For some with a good quality pen at finger tips actually elevates their confidence level and makes them feel good.

According to the 2006 ACNielsen Retail Audit, ball pens forms the biggest chunk of the pen market in India and accounts for 72 percent of the total pen market followed by gel pen at 28 percent (Refer Table 1). The brand leaders in this market are Cello, Today's,Linc and other players

Table 1: Ball and Gel Pen - Market Break-Up (Value)



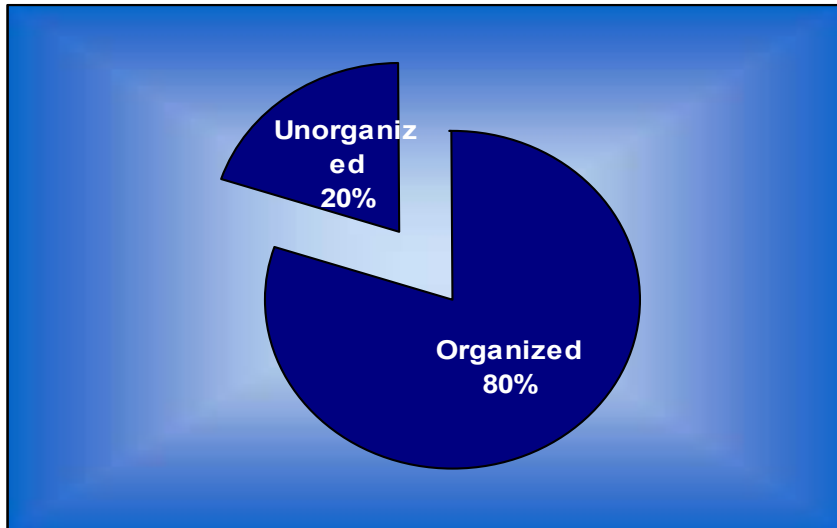
ACNielsen Retail Audit Report, April 2006



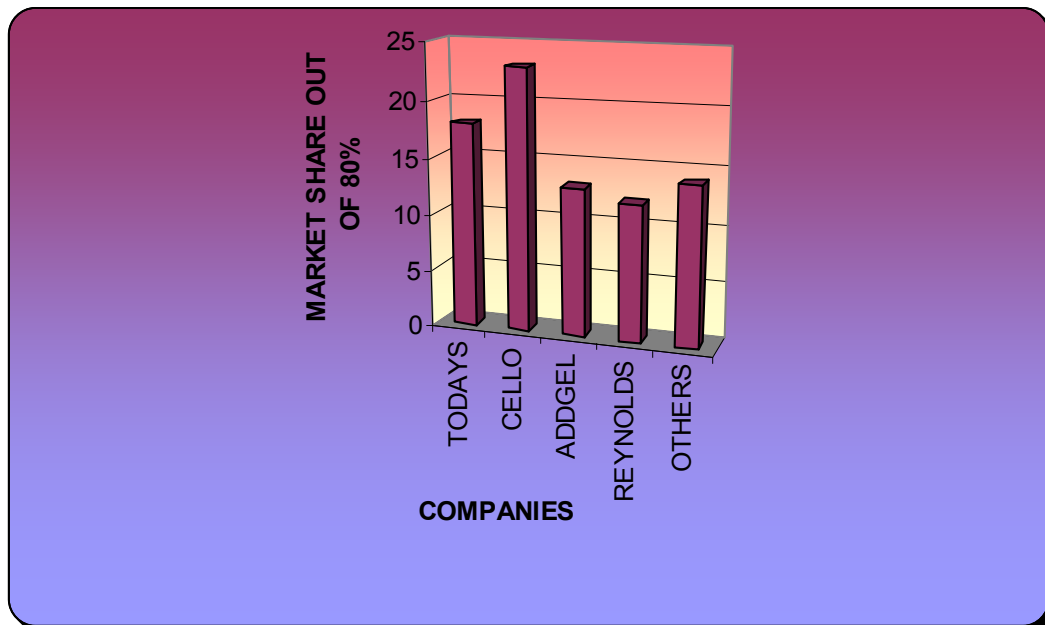
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MARKET SHARE

ABOUT PEN MARKET



ABOUT MARKET SHARE OF DIFFERENT COMPANIES IN ORGANIZED SECTOR



Comany	Market Share
Todays	17%
Cello	23%
Addgel	12%
Reynolds	10



LOCATION ADVANTAGE

1) TAX FREE ZONE

The biggest advantage and motivation of locating plant in Dadra, Silvassa (U.T) is that it is recognized as Zero Tax Industrial Zone. Here Sales Tax is Free up to 15 Years. This Zone also enjoys Income Tax Benefits

2) CLOSENESS TO FINANCIAL HUB (MUMBAI).

The location of the plant and Company is at Dadra and other Plants are also near By which are very well Logistically Connected to Financial Hub Mumbai, which forms Companies major Banking as well as Raw Material Sources. and activities are smoothly undertaken.

3) INFRASTRUCTURE FACILITIES

The National Highway No.8 is just 15 km away from the plant as well as Railway Station of Vapi is just 17 km Away from the Plant. This facility helps the Company to regularly procure raw material from distant places as well as to bring the most efficient Manpower at Work.

4) AVAILABILITY OF POWER.

The cost of electricity available in this area is almost Half in Comparison to other Industrial Areas.

5) AVAILABILITY OF CHEAP LABOUR

As Pen manufacturing doe not require a technical Expertise except (Mould & Dye), company is able to procure Local Workforce at Cheaper Rates and the supply is Abundant

6) AVAILABILTY OF WATER FACILITIES



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Water is a very essential requirement for the process of Pen Manufacturing, as it is used for the coolant Purposes but company has an advantage in this area as it has its own bore wells and water supply is regular.

VISSION OF THE COMPANY

"To be India's NO 1 Company in Writing Instruments and Office Stationary Industry Dedicated to Quality and Consistent Performance"

MISSION OF THE COMAPANY.

*Consistently make good Products at the friendliest Prices..
Constantly Grow in Volume and Value through New Ideas
And by Imbibing the World's Best Technologies, Continuing to remain relevant to our customers in India and the World as a Brand that Stands for our Quality and More Value for Money than any others..*

CORPORATE PHILOSOPHY

Adding Value

*In everything we do;
In the brands we build;
In the products we make;
In the innovations we foster;
To the lives of our customer;*



TODAYS WRITING PRODUCTS LIMITED.

To the business we conduct with our suppliers and associates;

To our every growing family of employee's and shareholders;

To the society we belong to; and ultimately

To the Path we have chosen to follow.

COMAPANY SWOT ANALYSIS

❖ STRENGTH OF THE COMPANY

The following are the strength of the company:

- I. Brand Equity:: The Brand "Todays" is well known in the country through very high profile advertising and marketing Campaign. The company has a strong platform to extend the brand into other product categories within stationary, by utilizing its existing Distribution Channels.
- II. Designing and Mould Making : The Company is one of its kind in the country having its own exclusive designing and mould making facilities. This enables the company to introduce new products at cheaper rate than its competitors at high frequency and much lower risk. As cost of mould making is reduced by (15-20%)
- III. Mass Manufacturing: Companies Current production at TWPL plant is 9.50lakhs per day and at other two plants is about 4.50lakhs pieces per day contributing to Economies of Scale advantage to company..
- IV. High Quality & Low Cost: Due to mass manufacturing and In house Mould making company is able to produce quality products at less cost adding to Increased Profit margins.
- V. Distribution Network : Company has about 4,40,000 retail outlets across India which is the companies main strength



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VI. Institutional Sales : Company over a period of time is consistently selling 5% to 10% of its annual sales to companies like Hindustan Lever, Palmolive, Philip's, Warner, Lambert and several other pharmaceutical companies.

❖ WEAKNESS OF THE COMPANY.

- I. Due to government restriction on maximum Investment limit in Plant and machinery (500 lakhs) it acts as a weakness to increase the plant capacity and investment in the plant.
- II. The company cannot effectively compete with the unorganized player of the industry due to delicacy and cheaper rate of theirs.
- III.

❖ OPPURTUNITIES FOR THE COMPANY.

- I. The Gel Pen Segment is growing very Rapidly and company as lot many gel products it can have opportunity to capture larger market share than its existing share.
- II. Company is planning to set up a new Eou that will make the company unique in Instruments Industry as it will Produce Erasers, Sharpeners, Pencils and other office stationary to achieve its Vision,
- III. Rising Raw Material Prices of Plastic Granules and other will force the unorganized and smaller players out of the market giving an opportunity to Company to encase on those customers.
- IV. Effective Anti Dumping Laws in India and other will provide to counter the competition with Chinese Companies. For the company.

❖ THREATS FOR THE COMPANY.

- I. Increased Number of Domestic Players Enhancing Competition Leading to probable Price and Advertisement war reducing per piece realization.



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- II. Increasing Influx of Chinese Products, threatening the domestic and International Markets.
- III. Duplicity of the Product and Design by the unorganized players is also a threat to company and its profit margins.



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COMPANY PROFORMA

NAME OF THE UNIT	TODAYS WRITING PRODUCTS LIMITED
YEAR OF ESTABLISHMENT	In The Year 1992 On April 29
ADDRESS REGISTERED OFFICE	Survey No 251/2, Val sad Falia Near Jain Temple,Dadra Dadra & Nagar Haveli. (U.T) – 396 193 India. Tel No (0260) 2668574/2668538 Fax No. (0260) 2668536
ADDRESS MUMBAI OFFICE	201, Hariom Chambers B-16 New Link road Andheri (w) Mumbai – 400 053 Tel No (022) -66954900 Fax No (022) - 66954910
EMAIL ID	today's@today's-pen.com
WEBSITE	www.today's-pens.com
FORM OF THE ORGANIZATION	Public Limited Company
SIZE OF THE ORGANIZATION	Small Scale Unit
BANKERS	State Bank Of India,HDFC,ICICI ETC.
MANAGING DIRECTOR	Mr. Rajesh Kumar Drolia



TODAYS WRITING PRODUCTS LIMITED.

AUDITORS	M/s. Chartered Sohan & co
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PRODUCTION

DEPARTMENT



TYPES OF PRODUCTS

The company solely manufactures the following mentioned products.

1 **Ball Pens:** It has a plastic body that consist of several components ranging from 2 to 10. depending on the complexity of the products and its design. The price of the product depends on the number of parts that make up the body of the pens, also the design and the materials used Ball pen use ink that is Oil Based. The principle of the ballpoint pen is that within the writing Tip a Metal ball housed in the socket rotates freely and rolls quickly drying out the writing surface. The writing Ball being continuously fed by Ink from the reservoir which generally is the pen barrel or a tube within.

2. **Gel Pens:** They are similar to Ball pen except, they use ink that is Water Based and in the form of a gel. It is vibrant colourwise and considered smoother to write, However it has a very short Writing Length and poor shelf life as compared to Ball pens.

3. **Refills:** Company also manufacturers Refills which is most technology intensive part of the Pen. The tip and Ink are carefully balanced with each other to achieve the optimal mix of writing smoothness and ink letdown.

The different Brands Of Ball and Gel pen of the Companare as Under

- Wonder Gel
- Pirates
- Starry
- Wonder Ball



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- Jotter
- Lexis
- And many other brands etc....

The Picture of different Brand are demonstrated as below






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<p>Today's™ Extra Point Today's Writing Products Ltd.</p> <p>Technical Detail : Item Name : Extra Point Item No. : Ink Type : ■ ■ ■ Tip Size : 0.5mm Packing : 5pcs & 10pcs Pouch Recommended Market : School & Office</p>  <p>0.5mm TIP</p> <p>Metallised Top</p> <p>Features Smooth precise writing Smart executive look High technology tip permitting smooth flow ink</p>	<p>Today's™ GEL@ 5 Today's Writing Products Ltd.</p> <p>Technical Detail : Item Name : Gel @ 5 Item No. : Ink Type : ■ ■ ■ Tip Size : 0.6mm Packing : 5pcs. Pouch Recommended Market : School & Office</p>  <p>0.6mm TIP</p> <p>Pocket Friendly Clip</p> <p>Features Smart executive look Pocket friendly clip Clear crystal body High technology tip permitting smooth ink flow</p>
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TODAYS WRITING PRODUCTS LIMITED.

 Ink Advisor Today's Writing Products Ltd.	 Ink Monitor Today's Writing Products Ltd.
<p>Technical Detail :</p> <p>Item Name : Ink Advisor Item No. : Ink Type : ■ ■ ■ Tip Size : 0.5mm Packing : 5pcs Pouch Recommended Market : School & Office</p>      <p>Features Smooth precise writing Ink level indicator High technology tip permitting smooth flow ink</p>	<p>Technical Detail :</p> <p>Item Name : Ink Monitor Item No. : Ink Type : ■ ■ ■ Tip Size : 0.5mm Packing : 5pcs Pouch Recommended Market : School & Office</p>      <p>Features Smooth precise writing Ink level indicator High technology tip permitting smooth flow ink</p>



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<p>Today's Max-2 Today's Writing Products Ltd.</p> <p>Technical Detail : Item Name : Max-2 Item No. : Ink Type : ■ ■ ■ Tip Size : 0.5mm Packing : 5pcs Pouch Recommended Market : School & Office</p>  <p>0.5mm TIP</p> <p>Transparent Grip</p> <p>Features Smooth precise writing Smart executive look High technology tip permitting smooth flow ink</p>	<p>Today's M[G] one Today's Writing Products Ltd.</p> <p>Technical Detail : Item Name : M G 1 Item No. : Ink Type : ■ ■ ■ Tip Size : 0.6mm Packing : 5pcs. Pouch Recommended Market : School & Office</p>  <p>0.6mm TIP</p> <p>Easy snap Cap</p> <p>Features Smooth writing Easy snap cap High technology tip permitting smooth ink flow</p>
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TODAYS WRITING PRODUCTS LIMITED.



Today's
Today's Writing Products Ltd.

Cammeo

Technical Detail :
Item Name : Cammeo
Item No. :
Ink Type : ■ ■ ■ ■
Tip Size : 0.6mm
Packing : 10pcs Hanger
Recommended Market : School & Office

0.6mm TIP

Easy snap Cap

Features
Smart executive look
Easy snap cap
High technology tip permitting smooth ink flow

The advertisement features a central image of a silver and black Cammeo ballpoint pen. To the left, a circular inset shows a close-up of the pen's tip, with an arrow pointing to the text '0.6mm TIP'. Below this, another circular inset shows the pen's cap being snapped onto the body, with an arrow pointing to the text 'Easy snap Cap'. To the right, a vertical inset shows the pen in its retail packaging. The background is a light gray gradient with the 'Today's' and 'Cammeo' logos at the top.



RAW MATERIAL DETAILS

The following are the raw materials used in Manufacturing of Ball pen and Gel Pen:

1. **Plastic Granules:** This primary raw material is used in the preparation of the Body, Caps of the pen and Refill. the company uses various types of plastic Granules (i.e.) PP (Poly Propylene), HDPE (High Density Polyethylene), LDPE (Low Density Polyethylene), SAN (Styrene Acrylonitrile Copolymer) PC (Poly Carbonated) etc...
2. **Inks:** Company uses Water and Oil based Ink which are Imported from the Korea and other Overseas Market and Procure Domestically.



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3. **Tips and Points** : Tips are also Imported and the size , shape of the tip determines the price of the Tips.
4. **Packing Materials**: Company uses various Grades of Plastic, Craft Paper and Cardboards and Corrugated Boxez purchased from local Markets Company also uses other packing materials like Packaging Jars, Acetate Bottles, Blisters, Tumbler setc.

PRODUCTION PROCESS OR MANUFACTURING PROCESS OF BALL PEN

The complete Manufacturing of pen is divide in the five main parts they are as mentioned Under

I. INJECTION MOULDING PROCESS

- The different components of pen (i.e.) Body, Cap Nozzle Grip etc are processed and prepared on the injection Moulding Machine.The different



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parts/components require different chemical as well as moulds and Dyes The list is as Under:

- Body→ PST
Cap→ PP
Body & Crystal Cap→ SAN
Adapter→ DELRIN
For Grip → HDPE & LDPE.

Here as mentioned above different types of Raw Material are used for different components of Ball Pen Due to the different qualities and technical requirements of Products.

- Pens have various plastic parts (i.e) Body, Grip, Nozzle, Cap etc for which different types of moulds are made, which either are procured from domestic markets or Imported and some of the are In House Made, which are than Mounted on the machines as per the production process.
- Plastic Granules are heated from 200 to 240 degree Celsius depending upon the product requirement. At this Heat level the mixture melts and get converted into liquid form.
- The liquid form is than moved to Moulds & Dyes in the Injection Moulding Machine. Where it is cooled by the water which further gives it shapes and get Injects from the Machine. If Different shades and coloured are required than the plastic Granules are mixed with Colour Granules In the Specified Quantity which is also known as Master Batching the Lot

II REFILLING PROCESS

This is the manufacturing process where already purchased or procured ink from outside markets are filled into refills used for the Pen for writing Purposes. The most technical part of the manufacturing process. Which is as under :



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- Extruder Machines are used to extrude Refills Tubes. Refill for Ball pen and Gel pen are manufactured on the extruder.
- The tubes of Polypropylene are manufactured the extrusion Machines and than callibalised and cut into Standard or required size of the refills without Tapes or Edges.
- Ink used is either Imported or procured from local suppliers from Gujarat or Bombay or is imported in certain cases.
- Tips (i.e) Point required are Imported from Swiss or other overseas market and than they are cleaned on ultrasonic Machines. Point of 0.5, 0.6, 0.7, 0.8 & 1mm are used to fix on the refills nozzles.
- The tubes are than mounted on the Ink refilling Machines of Korea and Indian made and Ink is filled in the tube and Nozzles are filled on the Automatic Machines. Refills are stacked in Boxes and kept in the high speed centrifuge machines to remove air gaps
- The refills are than sorted cleaned and collected and packed for saleable quantity and balance is sent to assembly division for assembling with the Pens.

III LABELLING PROCESS (ON Cap & Body of Ball Pens)

At this stage the already made pen and refills are to be Labeled (i.e. Printed with Company Logo Todays writing Products Limited. and with the respective brand of the pen (i.e.) Starry, Wonder Ball, Wonder Gel. Ink Monitor...Etc.Differnet Machines are used for the process as mentioned below:

- Foiling Machines



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It is used to print the label on Body Manufactured S WEL AS
ON THE Refill Manufactured. Here foiling is done at 1 Piece at a time

- Plotting Machine

It is used to print the label of the company on Steel caps and other plastic caps. Here the plating and printing is done on 5 pieces at one shot or at one time

IV ASSEMBLING PROCESS

Once all the Ball pens and Refills of a particular Batch of Production is labeled this the final stage of Pen Manufacturing here all the labeled and inspects part and lots are Assembled. Woman workers are use for the purpose who are responsible for assembling the Caps,refills,Body etc parts of the pen and packet it in the batch of 50.Finally the Packaged pen is Inspected and made ready for Dispatch to stores Department.



QUALITY CONTROL & INSPECTION

At Today's, a strict quality control is observed which is translated into world Class Quality, and is reflected in the companies growing International Presence. During the entire Production Process efforts are made to maintain the quality. The Inspection is done as mentioned below

1. **Preliminary Inspection:** This is done to check out whether the raw material used is per the required standard. Heating of raw material (i.e.) Plastic Granules at certain degree and the melted mixture is observed if the mixture appears to be reddish it shows that raw material is not of desired quality and cannot be used for manufacturing process as it can result into defective pieces. Thus the lot is returned back to suppliers.
2. **Daily Production Process Inspection.:** A Quality Control Inspector is appointed with the team members to continue the inspection process. Inspection of the manufactured Ball pen parts is done at every 2 hours manually to check out shape, Durability, Texture, Colour etc. and at the end of the day report is to be submitted to QC Production.
3. **Post Production Inspection:** Once the required batch is manufactured, out of that total batch some random samples of 50 are taken and if defective pieces exceed size of 5, then the entire lot is rejected and sent for the Reprocess
4. **Final Inspection:** Here the same procedure of Inspection for quality is undertaken as followed during production process, But here the assembled Ball pen are inspected for the fitting, Cap, Grip Holding etc. Random samples are taken from the batch to be dispatched .

The Quality Checking Reports that are used during different Production Stages are attached and as under:



MAINTENANCE ACTIVITY

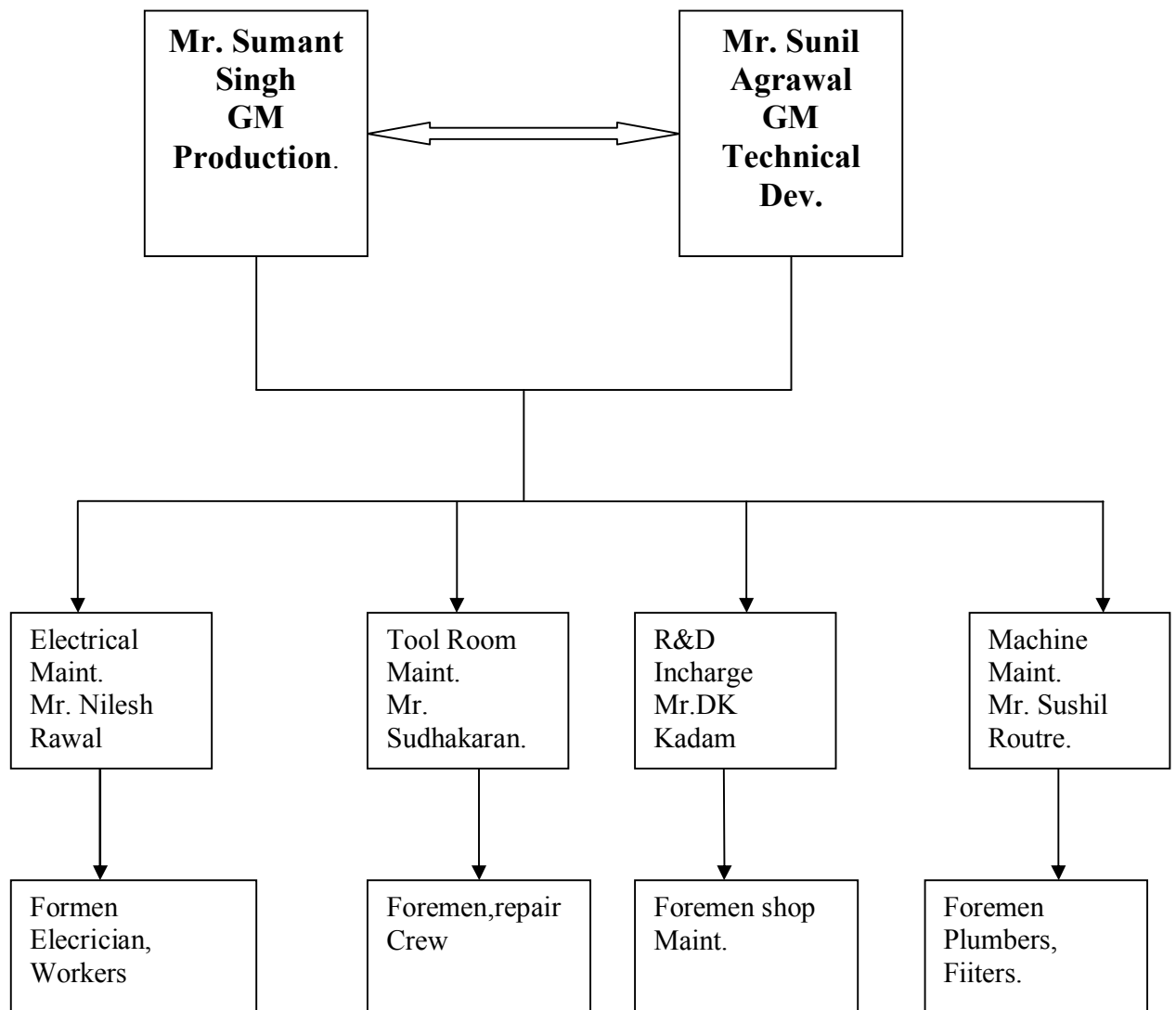
In simple Maintenance is understood as a set of activities which help keep the plant machinery, equipment, and other tools and fixtures in operating and running condition to avoid losses and accidents during the production. It is understood as the function of manufacturing management that is concerned with day to day problem of keeping the physical plant in good operating condition.

In a companies like "Todays Writing Products Limited" where the daily production of pen is approximately accounted to 10 lakhs pieces a breakdown in machine can cause huge financial and market losses to the company. Company also is known domestically and internationally as a quality pen supplier and thus for all that effective maintenance is required, Company is also aware about the same and is having a very competent team of maintenance Engineers to ensure smooth and efficient functioning of the Plant and continuous Production Process.



TODAYS WRITING PRODUCTS LIMITED.

MAITENANCE COMMITTEE OF TODAYAS WRITING PRODUCTS LIMITED





There are mainly two type of maintenance activity carried at Todays Writing Products Limited they are mentioned as under:

- 1) **Routine Maintenance:** It include activities such as periodic Inspection, cleaning, lubrication and repair of production equipments after their services life. Routine maintenance are of two type as under:
 - a) **Running Maintenance:** At TWPL running maintenance is practiced when the machine are actually involved and running the production process. Here when Injection Moulding Machine is processing regularly greasing, lubrication and temperature is maintained for the effective functioning of the machine.\
 - b) **Shut down Maintenance:** At TWPL shut down maintenance is of most important. It is carried out at each Friday as on that day is holiday due to staggering. Entire maintenance activities related to all the machines is carried out on this day by the above mentioned staff.

The detail of machine and Maintenance activities are a mentioned as under.

- Mould Checks & Dye Checks
- Machine Set UP
- Greasing
- Machine Shifting & Replacement of worn out parts
- Grinders Machine Maintenance
- Electrical Maintenance.(Checking of Fitting Wiring electrical Settings etc)
- Cooling Tower (Checking the pipes, tds process, tank safety etc)



ABC ANALYSIS (Always Better Control)

The main objective of ABC analysis is to vary the expenses associated with maintaining appropriate control according to the potential savings associated with a appropriate of Inventory Level. It is also known as Selective Inventory Control Method. In an organization there are certain items (High Value) which are less than 10% items but the consumption value of it will be more than 75% they are known As "A" Category Items. Similarly there may be large number of items (Low Value) 75% of the items but the consumption value would be low may be above 10-15% of the total consumption value are known as "C". And the items whose share 20-30% as well as consumption laue is round the same are "B" Items

The list of ABC analysis of Todays Wrting Products Limited is as under:

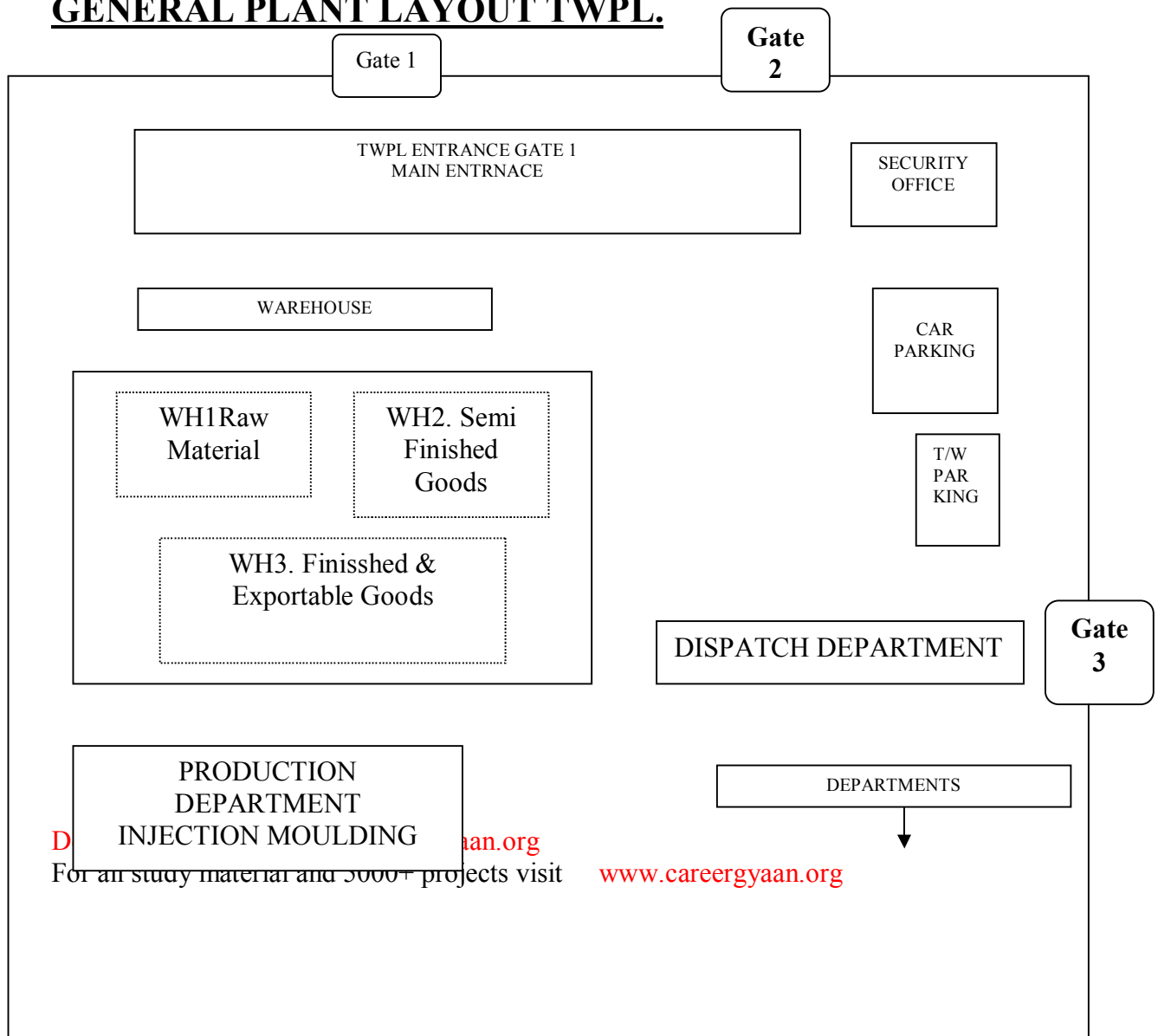
CATEGORY	ITEMS INCLUDED	PERCENTAGE VALUE OUT OF TOTAL INVENTORY
A	<ul style="list-style-type: none">• PLATIC GRANULES• INKS• COLOURS (GRANULES)• TIPZ & NOZZLES	60 -7 5%



TODAYS WRITING PRODUCTS LIMITED.

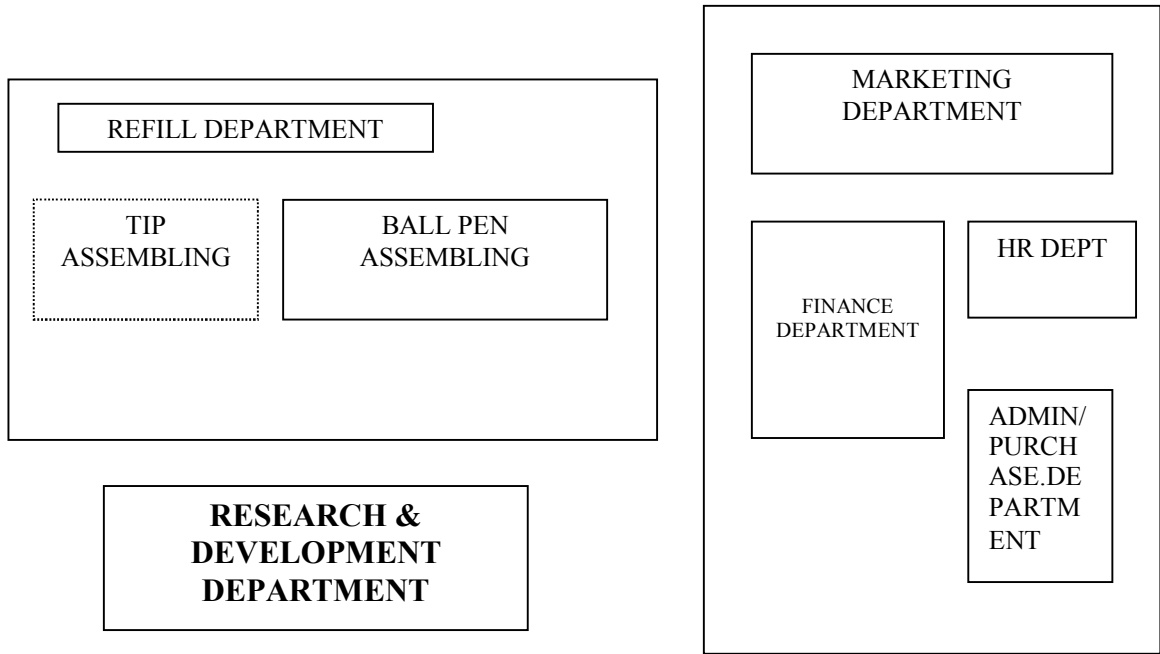
B	<ul style="list-style-type: none"> • PACKAGING MATERIALS • SPRINGS • PLASTIC FOILERS • STEEL FOILERS & PLATES 	20 – 30%
C	<ul style="list-style-type: none"> • ELECTRONICS & SPARE PARTS. • STATIONARY MATERIALS • LUBRICANTS • MAINTENANCE MATERIALS (PIPES, SHEETS ETC.) 	10 – 15%

GENERAL PLANT LAYOUT TWPL.





TODAYS WRITING PRODUCTS LIMITED.



FINANCE



TODAYS WRITING PRODUCTS LIMITED.

DEPARTMENT

INTRODUCTION TO FINANCE

The primary purpose of any business is to earn profits. To earn profit, the business has to produce goods or render services. To do either, management of business must have adequate supply of funds. It is the responsibility of the finance department to ensure the supply of the needed funds.

Financial management is the application of planning and control to the finance function of a business to ensure that the funds needed are raised and used effectively



TODAYS WRITING PRODUCTS LIMITED.

for its benefits. Financial management means procurement of funds at minimum cost and its effective use in order to maximize the wealth of shareholders.

Financial Analysis is the systematic numerical calculation of the relationship between one fact with the other to measure the profitability, operational efficiency solvency and the growth potential of the business.

Financial analysis in the way is the purposeful and systematic presentation of financial statement. These statements are prepared regularly at the end of every accounting year. The analysis serves the interest of shareholders, debenture holder's potential investors, creditors, bankers, journalists, legislators, politicians, researchers, stock exchanges, taxation, authorities and economists. Financial statements by the process of the re-managing regrouping and calculation of various ratios the analysis simplifies summaries and systematizes the monotonous figures.

SIGNIFICANT ACCOUNTING POLICIES AT TODAYS WRITING PRODUCT LIMITED

A. ACCOUNTING CONCEPTS

- ❖ The Financial Statement have been prepared under the historical cost convention in accordance worth generally accepted accounting principles and provision of Companies act 1956,consistently followed by the company.



TODAYS WRITING PRODUCTS LIMITED.

- ❖ The company follows mercantile system of accounting and recognizes significant items of income and expenditure.

B. FIXED ASSESTS

- ❖ Fixed Assests are stated at cost of acquisition
- ❖ Depreciation on fixed Assests is provided on straight lime method in accordance with the provision of the companies act 1956, at the rates prescribe in Schedule XIV
- ❖ Depreciation on Fixed Assets is provided on prorata basis with reference to the date of addition/Installation.
- ❖ Depreciation on assets for the New Project has not been provided and will be provided at and when they are ready to use.
- ❖ Deprecistion on different machines At TWPL is applicable under the following

Under Straight Line Method

ASSETS	RATE	AMOUNT
BUilding	3.34	1,082,391
Plant & MAchinary	4.75	15,712,376
Premises	1.63	---
Electrical Installation	4.75	1,521,770
Moulds	16.21	92,220,450
Vehicles	9.50	2,812,619

C. INVESTMENT

- ❖ They are valued at cost

D. INVENTORIES

- ❖ Stock of raw material, stores and spares and packing materials are being valued at cost or net realizable value whichever is lower, cost thereof is determined on First In First Out Basis (FIFO Method).
- ❖ Stock of Finished Goods is valued at Market Value or Cost whichever is Lower. Where as stock of Semi Finished Goods are valued at Cost.

E. FORIGN CURRENCY TRANSACTION



TODAYS WRITING PRODUCTS LIMITED.

- ❖ Transactions in foreign Currency are recorded by applying the exchange rate at the date of transaction. Exchange Differences arising out of the above mentioned are recognized in profit and loss account.

F. RESEARCH & DEVELOPMENT COST.

- ❖ Research & Development cost are charged as an expense in the year in which they are incurred and are reflected under the appropriate heads of account. Companies propose to devote 3% of its total turnover towards research and development.

G. REVENUE RECOGNITION

- ❖ Revenue in respect of sale of goods/job work is recognized at the point of Dispatch/Passage of tilted of goods to the customers.
- ❖ Insurance, Railway and other claims are accounted for an acceptance basis
- ❖ Export Incentives is accounted on the Basis of Accrual Concept.

H. INCOME TAX

- ❖ It is charged as per the income tax act, under section 1961 Rate Taxable is 23.56%



TODAYS WRITING PRODUCTS LIMITED.

COMPANIES FINANCIAL PERFORMANCE AND ROBUST GROWTH

Rs in Lacs

Sr No	Particulars	Dec 2005	2004-05	2003-04	2002-03	2002-01
1).	Sales	9455.88	9268.55	8121.05	7161.65	7725.63
2)	Job Work	---	---	86.33	63.24	104.79
3)	Other Income	27.65	51.57	40.98	44.68	54.96
A	Total Revenue (1+2+3)	9473.53	9320.12	8248.34	7269.58	7885.38
5)	Manufacturing Expenses	7786.46	7646.87	7156.61	6534.73	7164.72
6)	Interest	334.13	385.78	276.25	275.23	213.29
7)	Depreciation	296.05	330.05	196.47	168.72	124.70
B	Profit Before Tax (PBT) (A - 5+6+7)	1056.89	957.42	619.00	290.89	382.67
8)	Taxation (Inc)Deferred tax	319.87	182.00	87.25	53.28	75.59
C	Profit After Tax (PAT)	737.03	775.42	531.75	237.61	476.44
9)	Fixed Assets	3887.03	3642.85	3524.47	2898.02	2213.41
10)	Net Current Assets	5854.52	4195.75	2815.75	2518.54	2161.03
11)	Share Capital	1281.33	1197.86	1197.84	1197.84	1041.84
12)	Reserves & Surplus	4506.08	3335.82	2765.34	2314.70	1942.99
D	Shareholders Fund (10+11)	5787.41	4533.68	3963.18	3512.54	2984.83
E	Borrowings (Loan Fund)	2564.18	2576.90	1832.00	2127.97	1839.02

Source Companies 14th Annual Report.

Conclusion —————→ The Chart mentioned above is prepared under the Guidance of Mr. Sanjay Mishra (Manager Finance), During the period under review company has witnessed an increased in Turnover by 1.91% from (Rs 9268.55Lacs

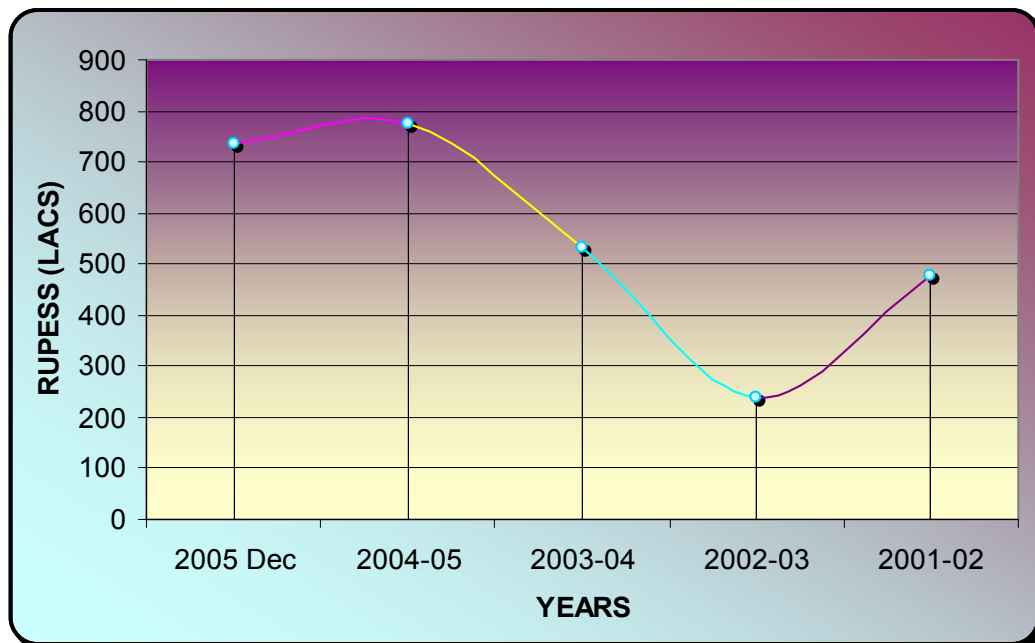


TODAYS WRITING PRODUCTS LIMITED.

to 9455.88 lacs).According to Mr. Sanjay this has been possible due to the continuous effort of consolidation, infusion of new technologies, reorientation off marketing strategies and thrust on production of low price value pens with higher volume production.

Financial Performance of "TODAYS WRITING PRODUCTS LIMITED"

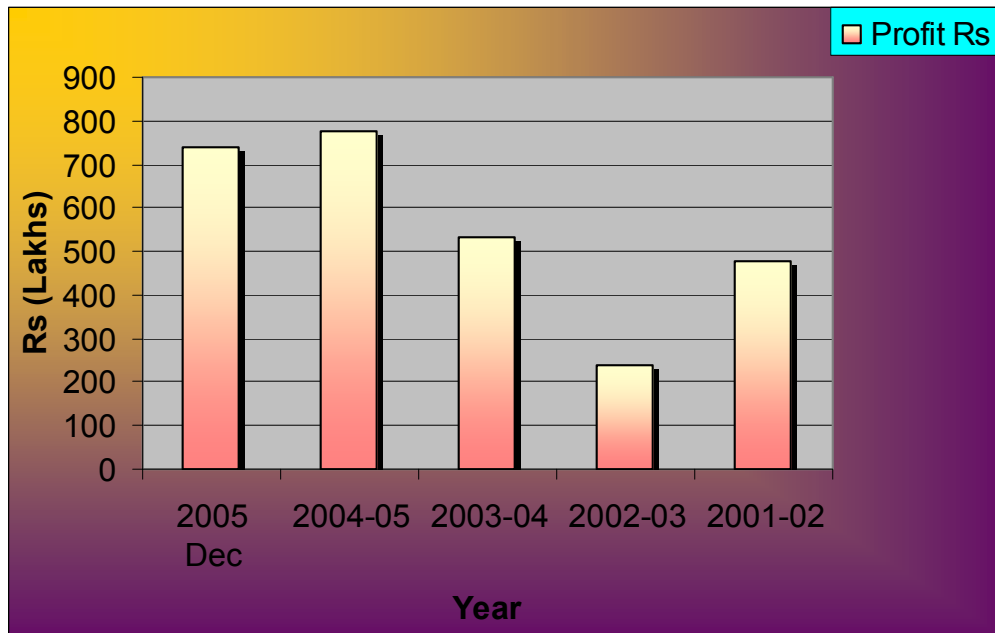
TURNOVER (In Lakhs)



PROFIT OF THE COMPANY



TODAYS WRITING PRODUCTS LIMITED.



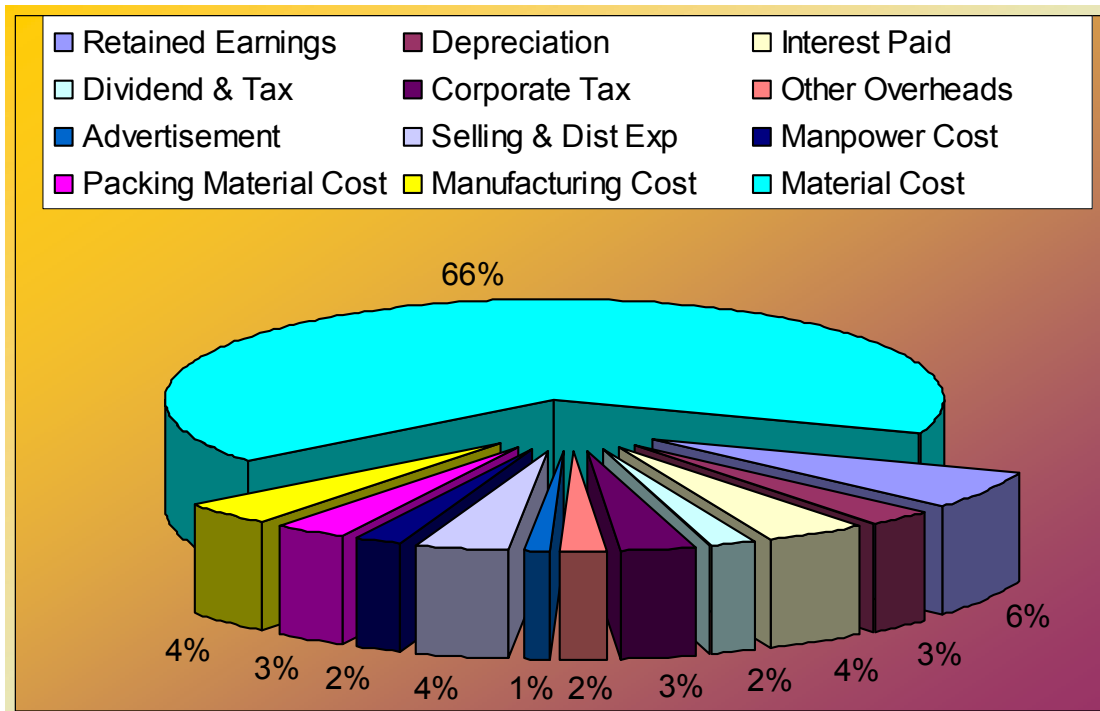
DISTRIBUTION OF INCOME

Particulars	Rate %
Retained Earnings	6
Depreciation	3
Interest Paid	4
Dividend & Tax	2
Corporate Tax	3
Other Overheads	2
Advertisement	1
Selling & Dist Exp	4
Manpower Cost	2
Packing Material Cost	3



TODAYS WRITING PRODUCTS LIMITED.

Manufacturing Cost	4
Material Cost	66



SHAREHOLDING PATTERN

Distribution of Shareholdings as On 31-03-05

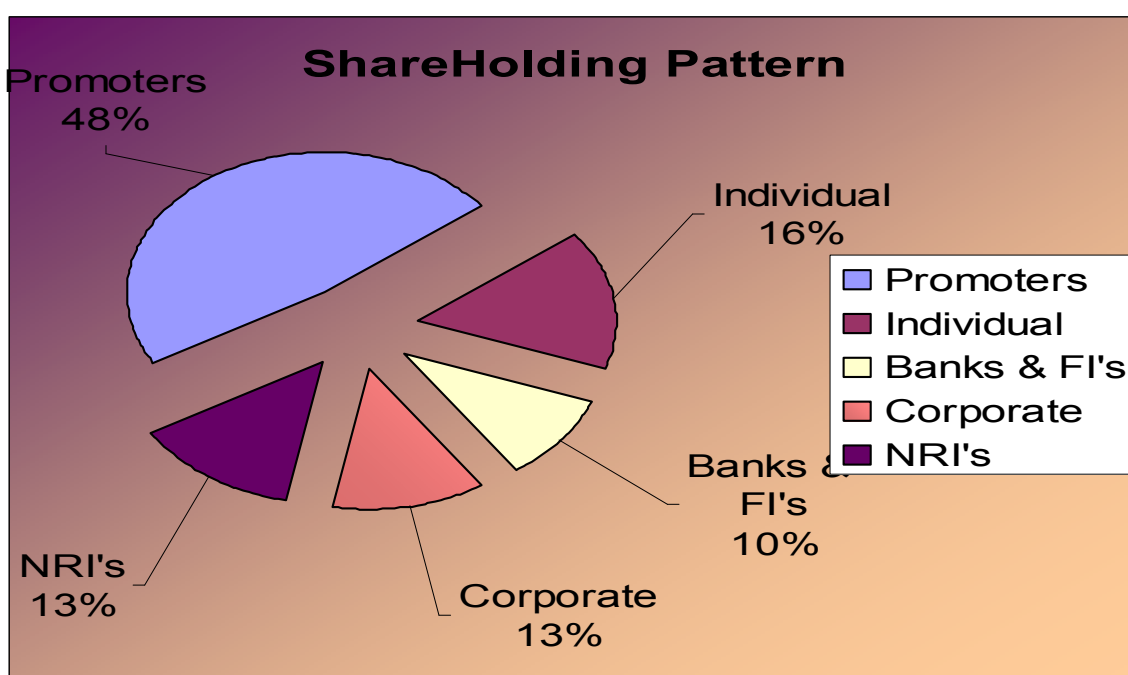
No Of Equity Share Held	No of Shareholders	% Of Share Holders	No of Shares Held	% Share Holding
1-100	2596	47.87	207077	1.61
101-200	854	15.75	159450	1.24
201-500	1138	20.98	425539	3.32
501-1000	420	7.74	3454125	2.69
1001-5000	318	5.86	704631	5.49
5001-10000	49	0.90	389666	3.04
10001&Above	48	0.89	10581522	82.50
Total	5423	100%	12813300	100%

Category of Shareholding as On 31-03-05



TODAYS WRITING PRODUCTS LIMITED.

No Of Equity Share Held	No of Shareholders	% Of Share Holders	No of Shares Held	% Share Holding
Promoters	29	0.53	6114749	47.73
Individual	4924	90.80	2086127	16.28
Banks & FI's	5	0.09	1250955	9.76
Corporate	410	7.57	1634315	12.75
NRI's	55	1.01	1727154	13.48
Total	5423	100%	12813300	100%



BALANCE SHEET AS AT 31ST DECEMBER 2005

<u>Sources Of Fund.</u>	No	Amount (Rs)	As 31 st March 2005	Amount (Rs)	As 31 st March 2004
1. Shareholder Fund.					
(a) Share Capital	[1]	128,133,000		119,785,500	
(b) Reserves & Surplus	[2]	450,607,729	578,740,729	333,582,430	453,367,930
2. Loan Fund					



TODAYS WRITING PRODUCTS LIMITED.

(a) Secured Loans	[3]	223,494,568		236,075,623	
(b) Unsecured Loans	[4]	32,923,827	<u>256,418,395</u>	21,614,528	<u>257,690,151</u>
TOTAL			835,159,124		711,058,081
<u>Application of Funds</u>					
1. Fixed Assets	[5]				
(a) Gross Block		388,703,193		364,284,586	
(b) Less: Depreciation		<u>134,554,842</u>		<u>103,218,986</u>	
(c) Net Block		254,148,351		261,065,600	
(d) Capital WIP		31,307,438		27,430,681	
			285,455,789		288,496,281
2. Current Asstes, Laons & Advances.					
(a) Inventories	[6]	252,301,172		222,391,980	
(b) Sundry Debtors	[7]	450,376,337		311,769,625	
(c) Cash & Bank B/S	[8]	25,281,698		24,273,408	
(d) Loans & Advances	[9]	<u>100,251,388</u>		<u>33,955,479</u>	
		828,210,595		592,390,492	
Less Current Liabilities and provisions.	[10]				
(a) Current Liabilities		195,949,104		124,406,290	
(b) Provisions		<u>46,809,455</u>		<u>48,408,881</u>	
		242,758,559		172,815,171	
Net Current Assets			585,452,036		419,575,321
3. Deferred Tax/Liab..			(35,832,971)		(13,542,350)
4. Miscellaneous Exp.	[11]		84,720		16,528,829
		Total	835,159,124		711,058,081

**PROFIT & LOSS ACCOUNT FOR THE YEAR ENDED
 31ST DECEMBER, 2005**

<u>Particulars</u>	No	Amount (Rs)	Amount(Rs) 2005	Amount (Rs)	Amount (Rs) 2004
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TODAYS WRITING PRODUCTS LIMITED.

INCOME					
Sales		944,588,471		926,854,962	
Other Income	[12]	2,764,516		5,156,710	
			947,352,987		932,011,672
EXPENDITURE					
Material Cost	[13]	628,815,470		574,418,860	
Mfging & Other Exp.	[14]	149,830,265		190,267,902	
Interest/Fin Charges	[15]	33,412,705		38,578,037	
Depreciation		29,605,048	<u>841,663,488</u>	33,005,007	<u>836,269,806</u>
Profit Before Tax			105,689,499		95,741,866
- Prov For IT	-Current	9,000,000		12,085,000	
	-Deferred	22,290,621		6,115,000	
PROFIT AFTER TAX		73,702,704		77,541,866	
Add B/s Brght Forward		<u>232,376,046</u>		<u>190,327,893</u>	
B/s Available		303,888,750		257,869,759	
APPROPRIATIONS					
(a) Proposed Dividend		12,813,000		17,973,000	
(b) Dividend Tax		1,797,065		2,520,713	
(c) Transfer to Gen Res		5,000,000		5,000,000	
Balance Carried to Balance Sheet		<u>284,278,385</u>		<u>232,376,046</u>	
		303,888,750		257,869,759	
Basic & Diluted Earning Per Share		5.75		6.47	
(Equity share of face value of Rs10/- Each)					
Number Of Share					
Basic & Diluted		12,813,300		11,982,000	

RATIO ANALYSIS



TODAYS WRITING PRODUCTS LIMITED.

Ratio analysis is a widely used tool of financial analysis. It is defined as a systematic use of ratios to interpret the financial statements so that the strength and weakness of a firm as well as its historical performance and current financial condition can be determined.

Types of Ratios:

Ratios can be classified into four broad groups:

- *Liquidity Ratios*
- *Capital structure/ Leverage Ratios*
- *Profitability Ratios*
- *Activity Ratios*

LIQUIDITY RATIOS

▪ **Net Working Capital**

It is measure of company's liquidity position. The greater the amount, the greater is the liquidity of the firm.

$$\begin{aligned}\text{Net working Capital} &= \text{Total Current Assets} + \text{Total Current Liab} \\ &= 82, 82, 10595 + 24, 27, 58559 \\ &= 107, 09, 69154.\end{aligned}$$

▪ **Current Ratio**

Current Ratio, in a way, is a measure of margin of safety to the creditors. The higher is the current ratio, the larger is the amount of rupee available per rupee of current liabilities.

$$\begin{aligned}\text{Current Ratio} &= \text{Current Assets} / \text{Current Liabilities} \\ &= 82, 82, 10595 / 24, 27, 58559 \\ &= 3.41: 1\end{aligned}$$



▪ **Quick Ratio**

It is a measurement of firm's ability to convert its current assets quickly into cash in order to meet its current liabilities.

$$\begin{aligned}\text{Quick Ratio} &= \text{Current Assets} - \text{Inventory} / \text{Current Liabilities} \\ &= 82, 82, 10595 - 25, 23, 01172 / 24, 27, 58559 \\ &= 2.37:1\end{aligned}$$

The quick ratio enables us to understand that even if the co. is not able to sell its inventories in Current year, and have to pay all its CL, the co. wont find it difficult to repay all CL as the other CA except inventory are sufficient to meet up the CL.

TURNOVER RATIOS

▪ **Inventory turnover Ratio**

Inventory turnover indicates the efficiency of the form in producing and selling its product. It is calculated by dividing the COGS by the average inventory.

$$\begin{aligned}\text{Inventory turnover Ratio} &= \text{Sales or COGS} / \text{average Inventory} \\ &= 94, 45, 88471 / 25, 23, 01172/2 \\ &= 7.5 \text{ times}\end{aligned}$$

TWPL is turning its inventory into sales (at cost) 7.5 times in a year. In simpler words it holds average inventory for 1.6 months or 48 days in a year.

▪ **Debtors turnover ratio**

Debtors turnover indicates the number of times debtors turnover each year. Generally, the higher the value of debtor's turnover, the more efficient is the management of credit.

$$\text{Debtors turnover ratio} = \text{sales} / \text{average debtors}$$



TODAYS WRITING PRODUCTS LIMITED.

$$= 94,45,88471 / 45,03,763372$$

$$= 4.19 \text{ times}$$

This time the debtor's turnover ratio has increased and has increase to double which is good for the company

▪ **Collection Period**

It measures the quality of debtors since it indicates the speed of their collection.

$$\text{Collection period} = 360 / \text{debtors turnover}$$

$$= 360 / 4.19$$

$$= 85.91 \text{ Days}$$

Debtors of TWPL are 46% of its total sales. We have used for the year to calculate average collection period. This period comes out to be 86 days. This ratio has improved to previous years ACP which was more which was 123 days. s.

▪ **Working capital turnover ratio**

It measure net working capital gap i.e. net current assets to sales.

$$\text{Working capital turnover ratio} = \text{sales} / \text{net current assets}$$

$$= 94,45,88471 / 58,54,52036$$

$$= 1.61:1$$

It indicates that 1 Re of sales needs to have Rs 1.61 in its fund. This ratio has decreased from 2.21 to 1.61 which shows that they have to keep fewer funds this year as compared to last year.

• **Debt Equity Ratio = Debt/Equity*100**

$$= 25,64,18395 / 57,87,40729 * 100$$

$$= 0.44 \%$$

Debt Ratio it represents that for every 1 Rupee of total capital employed 0.44 Rupee has been contributed by the lenders that are



TODAYS WRITING PRODUCTS LIMITED.

lenders contribute almost 5 % of amount in capital employed. This gives a better option for the investors as their money is much safer but for shareholders their rights are more distributed among them. The contribution of owner's capital has reduced as previous year it was 0.57 (2004-05).

PROFITABILITY RATIOS

■ **Gross Profit Margin**

The gross profit margin reflects the efficiency with which management produces each unit of product. This ratio indicates the average spread between the COGS and the sales revenue.

GP ratio = G P / sales

$$= \text{Sales} - \text{Material Cost} - \text{Manufacturing Cost} / \text{Net Sales} * 100$$

$$= 94, 45, 88471 - 62, 88, 15470 - 14, 98, 30265 / 94, 45, 88471 * 100$$

$$= 17.81\%$$

There is minor change in the gross profit margins of the company as it has remained almost same as compared to the last year's ratio. 17.95%

■ **Net Profit Margin**

It indicates management efficiency in manufacturing, administering and selling the products. It also indicates firm's capacity to withstand adverse economic condition.

P ratio = PAT / Net Sales*100

$$= 7, 37, 02704 / 994, 73, 52987 * 100$$

$$= 7.77\%$$

The net profit margin of the company has reduced may by 1% in comparison to last years profit margin of 8.32% due to hike in oil prices, raw material prices and other such expenses.

- **Return on Equity** ROE indicates how well the firm has used the resources of owners. In fact, this ratio is one of the most important relationships in financial analysis.



TODAYS WRITING PRODUCTS LIMITED.

= PAT/Net Assets*100

= 7, 37, 02704/58, 5452036*100

= 12.74 %

- Selling Expenses/Total Revenue%
= 5, 25, 13637/9473, 52987*100
= 5.59%

The above analysis signifies that company is been able to substantially cut it selling expenses form the pervious year 7.22%.

HUMAN

RESOURCE



INTRODUCTION

HRM is a management function concerned hiring, motivating and maintaining people in the organization. It focuses on people in the organization. The primary objective of the HRM is to ensure the availability of the competent and willing workforce to an organization. HRM is not a stand alone department, but rather a means to assist the organization with its primary objective.

Whereas HRD is a function more concerned with training and development, career planning and development and organization development. Therefore, HRD is a part of HRM.

At Today's Writing Products Limited, the HRM activities include:



TODAYS WRITING PRODUCTS LIMITED.

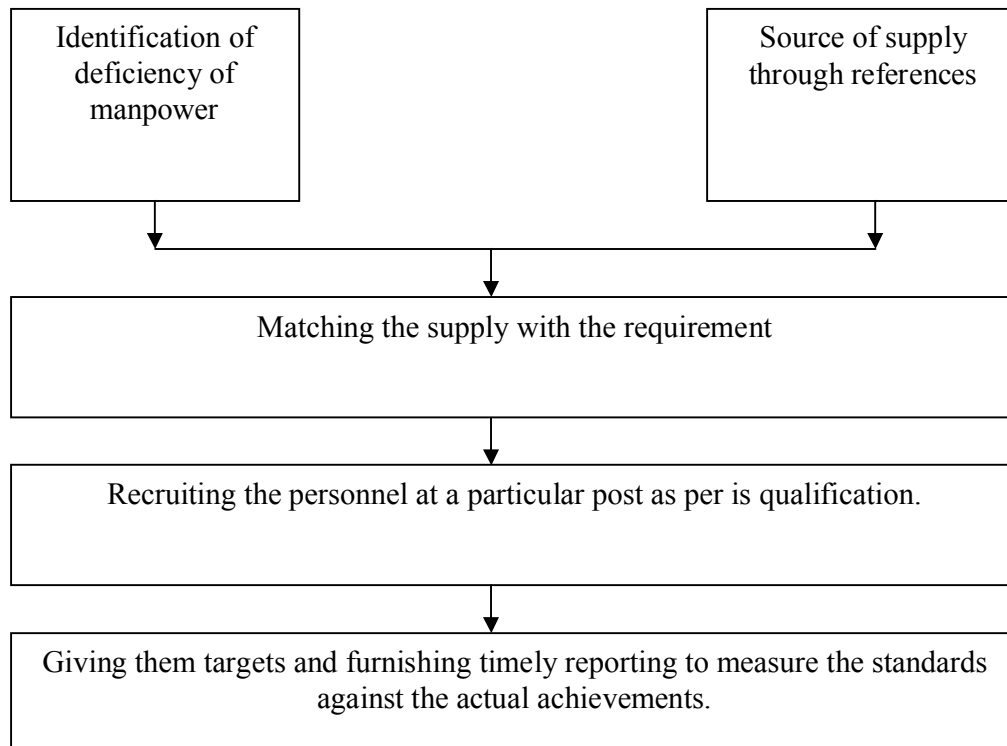
- HR planning
- Recruitment and selection
- Training and development [proposed]
- Job evaluation and Performance appraisal
- Personnel Department Activities.

HUMAN RESOURCE PLANNING

At TODAYS WRITING PRODUCTS LIMITED, human resource planning is done according to below mentioned Flow Charts.



TODAYS WRITING PRODUCTS LIMITED.



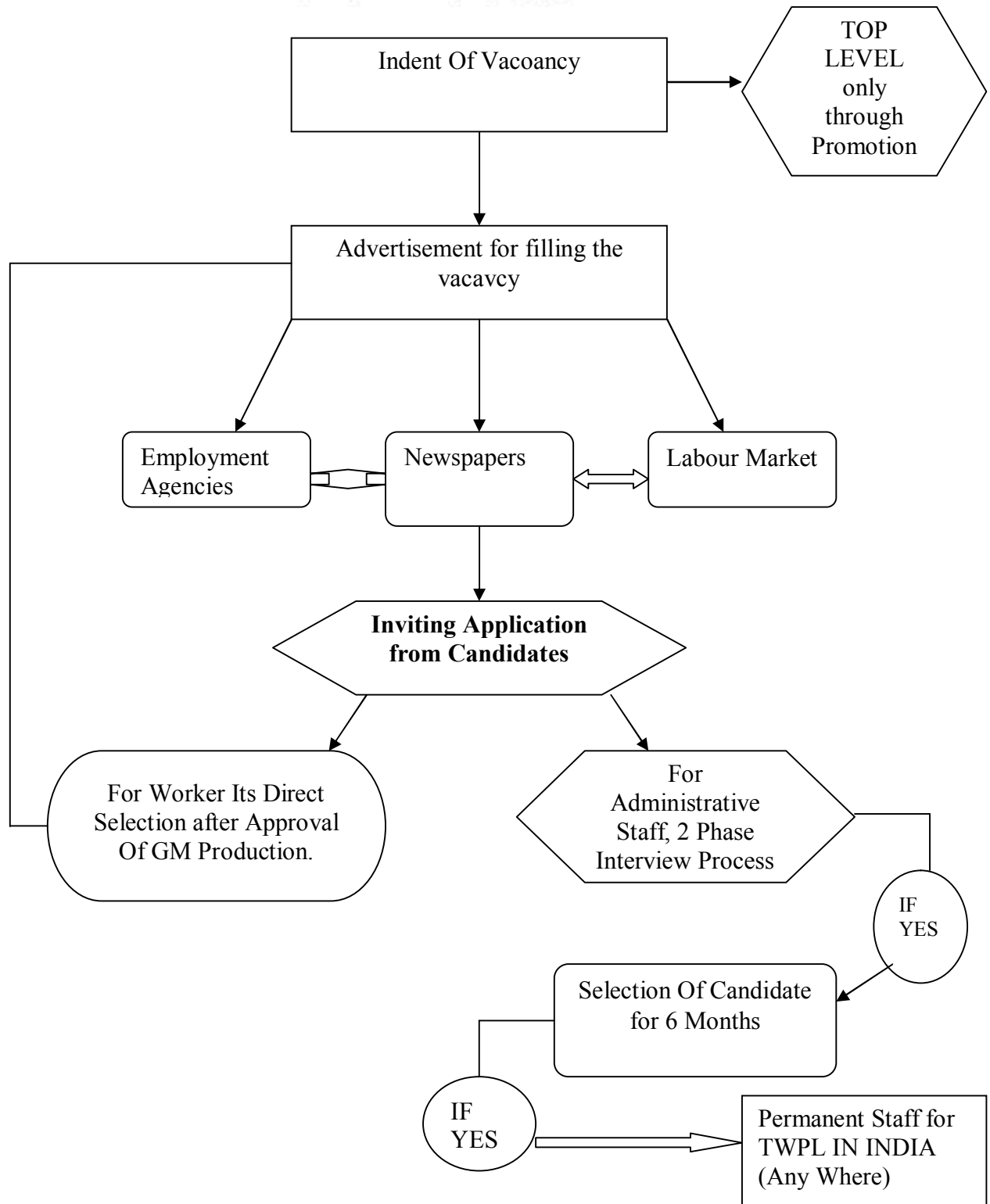
At, TWPL the requirement is assessed separately for the Different Department. Different person shoulders the responsibility of understanding their additional manpower requirement and is ultimately reported to HR Assistant he then reports to HR Department and the manager regarding the requirement (vacancy), Specifying the Job Analysis, Pay Scale etc then the HR Department in order to match demand by supply searches appropriate sources from the labour markets, Employment Exchange, Newspapers and giving Advertisement on Internet on Many Recruitment Sites.

RECRUITMENT & SELECTION

RECRUITMENT& SELECTIONPROCESS AT TWPL



TODAYS WRITING PRODUCTS LIMITED.





TODAYS WRITING PRODUCTS LIMITED.

OTHER KEY HUMAN RESOURCE ACTIVITIES AT TWPL

I. **TRAINING:** - At TWPL workers are provided training for the period of 15 - 25 days regarding the working and operation on machines. Specifically training is provided on the job and how to operate Injection Moulding Machines, Safety Measures, and the engineering related details are given by the company's senior production operators, In charge and Production Engineer

II **PERFORMANCE APPRAISAL:-** AT TWPL, there is no performance appraisal system which evaluates the performance of the employees on the basis of Knowledge, Skills, Abilities etc. Of course the performance is evaluated on the following variables

- ❖ Job Knowledge.
- ❖ Attendance.
- ❖ Punctuality.
- ❖ Target Achievement.

III ACTIVITIES OF PERSONNEL DEPARTMENT:-

- 1) **Time Keeping:** - It is important to avoid irregularity of staff as well as workers on the job. AT TWPL there are 2 shifts of 12 hours each. There is weekly off on Friday.
- 2) **Salary, Wages & Compensation:-** Salaries are finalized by the top management of the company. Method of payment is time wage system. Medical, PF, Gratuity etc are provided at the company. Payment to staff is done by cheques and to workers by cash.
- 3) **Employee Welfare Activities:** - Company provides subsidized food, tea and other snacks to its employees. It has made compulsory for all its employees to take insurance irrespective of their line or staff, where the company for the 1st year pays the premium entirely for the



TODAYS WRITING PRODUCTS LIMITED.

employee after which the premium amount is deducted from the salary.

FUTURE PLANS/ACTIVITIES OF THE COMPANY

&

ADDITIONAL MANPOWER REQUIREMENT.

TWPL is planning to set up a new export oriented unit in the upcoming December and the site and construction is already under the way. This EOU 100% will be used for manufacturing BallPen, GelPens, Refills and even all the stationary Items In house that will enable the company to increase its product range and increased the Per Unit realization for all the products. The estimated capacity of the plant is as under:

1. Ball Pen 12 Lakhs Pieces Per Day...
2. Gel Pen 7 Lakhs Pieces Per Day.
3. Refills 20 Lakhs Pieces Per Day.
4. Highlighters 0.5 Lakhs Pieces Per Day.
5. Markers 0.5 Lakhs Pieces Per Day.

For the proposed project it is sure that the company requires a high potential employee willing to work dedicatedly to achieve the target and perform. The following chart shows the additional Manpower Requirement for the Project.



TODAYS WRITING PRODUCTS LIMITED.

MANPOWER PEQUIREMENT FOR NEW PLANT

UNIT/DEPARTMENTT	DESIGNATION/POST	NO OF EMPLOYEE REQ
FOR ENTIRE UNIT	GENERAL MANAGER	1
	PRODUCTION/MANUFACTURING	
PRODUCTION DEPARTTMENT INJECTION MOULDING UNIT	HEAD MOULDING	1
	SHIFT/SUP -- PRODUCTION	7
	SHIFT/SUP –QC	7
	SHIFT/SUP-- MAINTENANCE	4
	SHIFT/SUP -- MATERIALS	3
	FITTERS	5
	HELPERS PRODUCTION	30
	HELPERS MAINTENANCE	5
	HELPERS MATERIA;S	10
	MACHINE OPERATORS	100
PRODUCTION DEPT MOULDMAINTENANCE MACHINE – 5 SHIFT – 12 HOURS	HEAD – MOULD MAINTENACE	1
	SHIFT/SUP MAINTENANCE	2
	MACHINE OPERATORS	10
	POLISHERS	3
	HELPERS & FITTERS	4
PRINTING,STICKERING & LABELLING/FOILING UNIT MACHINES – 44 SSHIFT – 12 HOUR	HEAD – PRINTING	1
	SHIFT/SUP PRODUCTION	4
	SHIFT/SUP QC	4
	SHIFT/SUP MAINTENANCE	2
	SHIFT/SUP MATERIALS	2
	HELPERS PRODUCTION	15
	HEPERS MAINTENANCE	2
	HELPERS MATERIALS	2
MACHINE OPERATORS	90	
ASSEMBLING & FINAL	HEAD -- ASSEMBLING	1
	SHIFT/SUP PRODUCTION	4
	SHIFT/SUP QC	4
	SHIFT/SUP MAINTENANCE	2



TODAYS WRITING PRODUCTS LIMITED.

MACHINES—20 SHIFT—12 HOURS	SHIFT/SUP MATERIALS	2
	HELPERS PRODUCTION	10
	HELPERS MAINTENANCE	2
	HELPERS MATERIALS	2
	MACHINE OPERATORS	40
EXTRUSION UNIT MACHINES—12 SHIFT—12 HOURS	HEAD -- EXTRUSION	1
	SHIFT/SUP PRODUCTION	2
	SHIFT/SUP QC	2
	SHIFT/SUP MAINTENANCE	1
	SHIFT/SUP MATERIALS	1
EXTRUSION UNIT MACHINES—12 SHIFT—12 HOUR	HELPERS PRODUCTION	8
	HELPERS MAINTENANCE	1
	HELPERS MATERIALS	2
	MACHINE OPERATORS	25
REFILL UNIT MACHINES – 25 SHIFT – 12 HOURS	HEAD -- REFILL	1
	SHIFT/SUP PRODUCTION	2
	SHIFT/SUP QC	2
	SHIFT/SUP MAINTENANCE	2
	SHIFT/SUP MATERIALS	2
	HELPERS PRODUCTION	10
	HELPERS MAINTENANCE	2
	HELPERS MATERIALS	2
	MACHINE OPERATORS	45
STORES UNIT SHIFT – 10 HOUR	HEAD -- STORES	1
	SUPERVISORS -- QC	4
	SUPERVISORS – STORES	2
	HELPERS -- STORES	10
HR & ADMINISTRATION SHIFT – 10 HOUR	HEAD – HR & ADMIN	1
	SUPERVISORS -- HRD	2
	SUPERVISORS -- PAYROLL	1
	SUPERVISORS – ADMIN	2
	SECURITY	10
	PEONS	5
PURCHASE UNIT SHIFT – 10 HOUR	HEAD – PURCHASE	1
	SUPERVISORS -- PURCHASE	3

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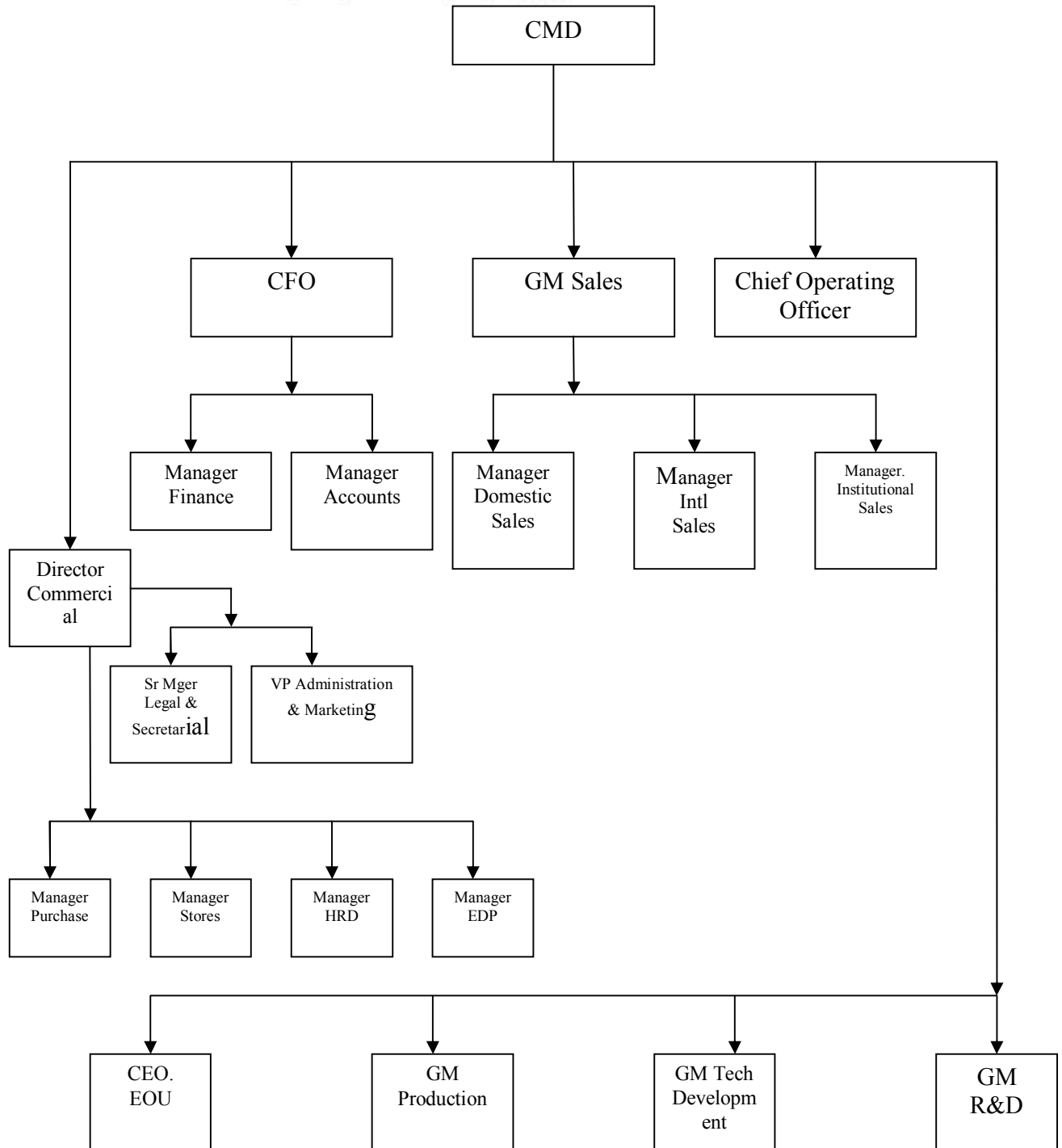
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**CORPORATE STRUCTURE
TODAY'S WRITING PRODUCTS LIMITED**

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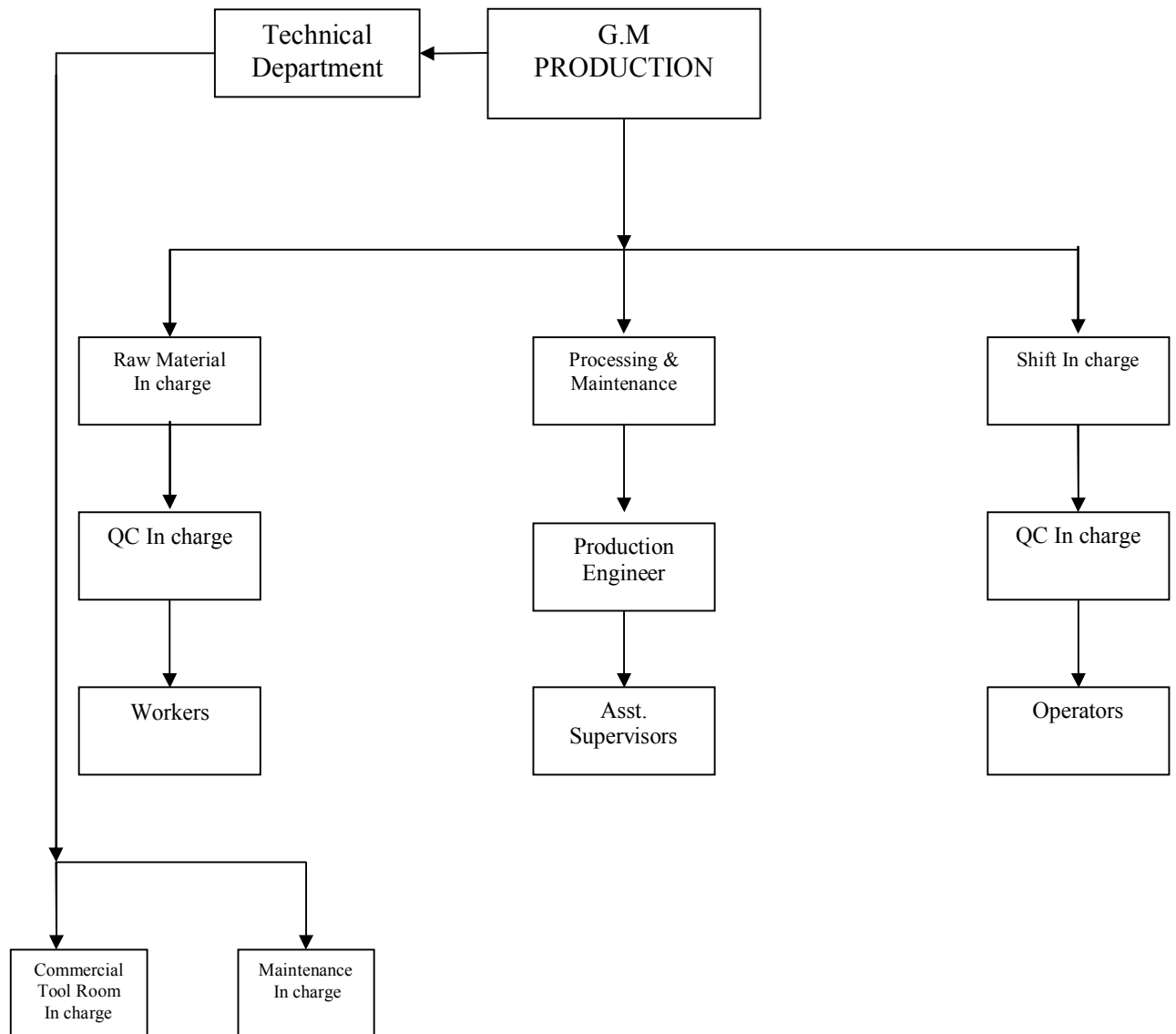




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ORGANIZATION CHART PRODUCTION DEPARTMENT

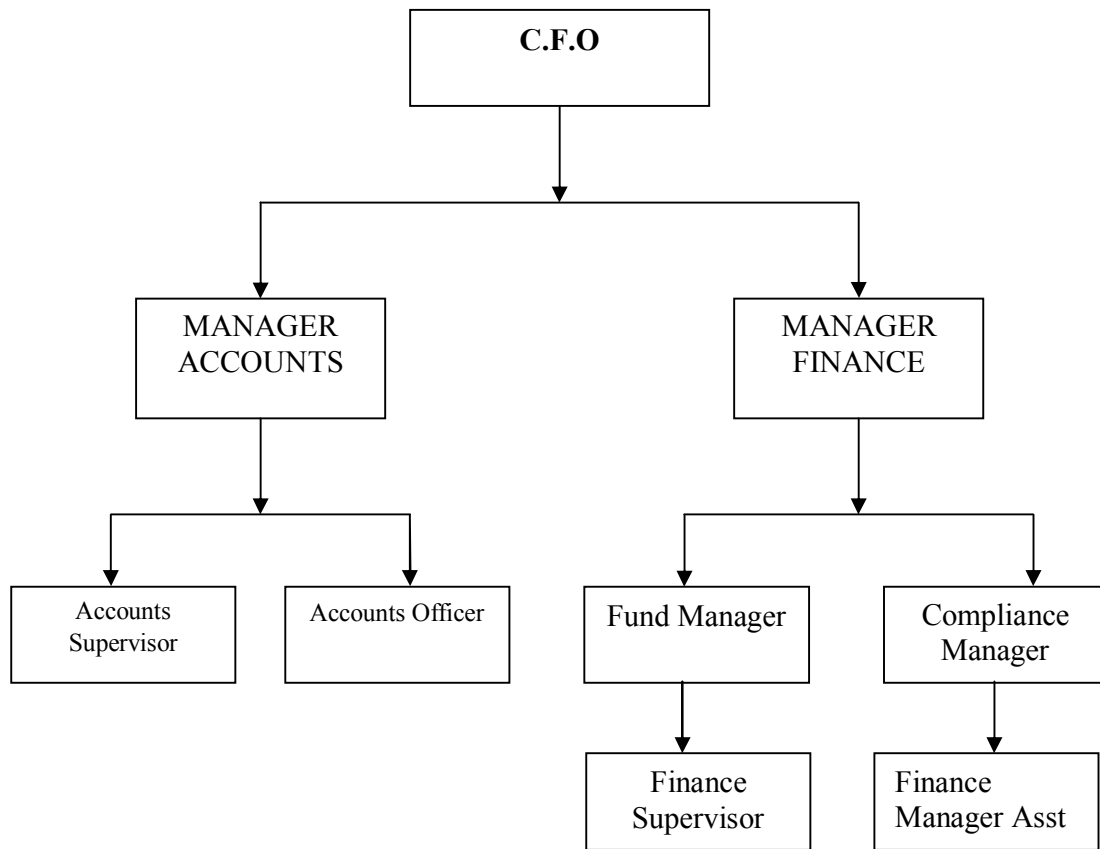
COMMERCIAL & TECHNICAL





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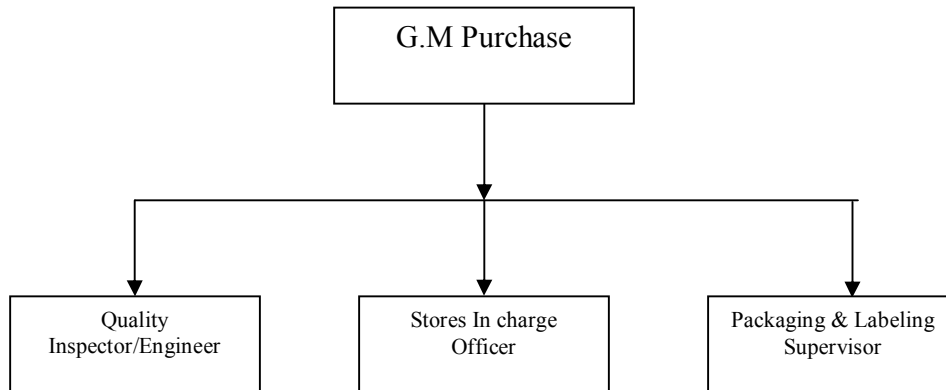
ORGANIZATION CHART FINANCE DEPARTMENT



ORGANIZATION CHART PURCHASE DEPARTMENT



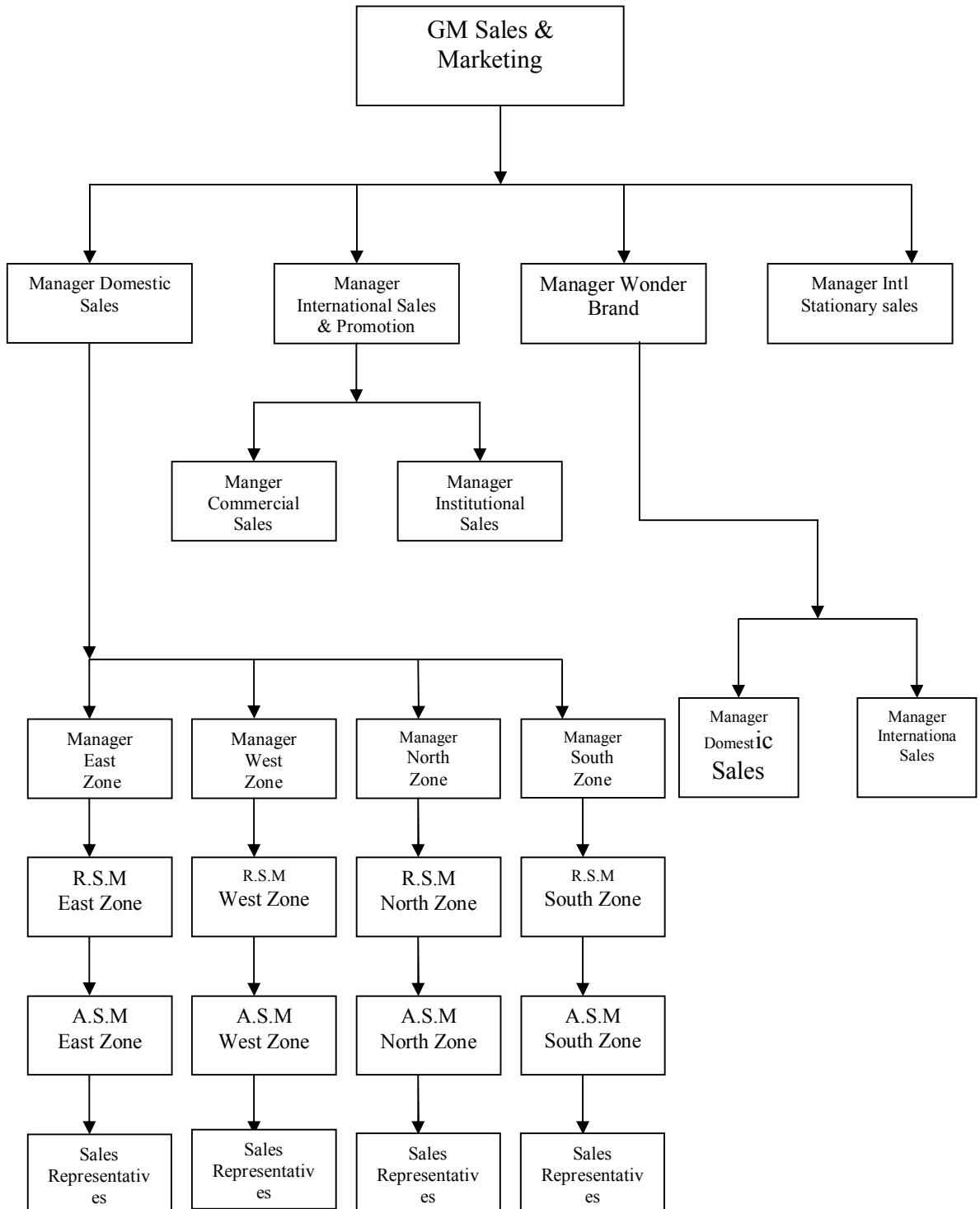
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ORGANIZATION CHART MARKETING DEPARTMENT



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MARKETING

DEPARTMENT



INTRODUCTION

Marketing is so basic that it cannot be considered as a separate function. Marketing has been defined in various ways. The definition that serves our purpose best is as follows: “marketing is a social and managerial process by which individuals and groups obtain what they need and want through creating, offering and exchanging products of value with others.”

This definition of marketing rests on the following core concepts, needs, wants & demands, products, value, cost & satisfaction, exchange and transactions, relationship and networks, markets and marketers and prospects.

“Marketing management is the process of planning and executing the conception, pricing, promotion & distribution of ideas, goods and services to create exchanges that satisfy individual and organizational goals.” This definition recognizes that marketing management is a process involving analysis, planning, implementation and control; that it covers goods, services and ideas; that it rests on the notion of exchange, and that the goal is to produce satisfaction of the parties involved.

Marketing management takes place when at least one party to a potential exchange thinks about the means of achieving the desired responses from the other parties. Marketing management has the task of influencing the level, timing and composition of demand in a way that will the organization achieve its objectives. Marketing management is essentially demand management.



OVERVIEW OF COMPANIES MARKETING ACTIVITIES

India is definitely on its way to becoming an international hub for the manufacture of writing instruments. And the Company is among the premier manufacturers in the Country. The company reaffirmed its focus on high volume low value category of writing instruments. It has achieved a remarkable success in the Industry and is the toughest competitor of the leader brand Cello.

CORE COMPETENCY

The biggest strength of the company which its competitor are not able to capitalize is Its Own R&D, In-house Manufacturing of Mould & Dies this enables the company to launch Newer and Newer Design and varieties faster than its competitors. It also reduces its production cost giving a competitive price advantage over its competitors in organized sector. Company has its separate Brand Wonder Gel in many varieties as a result of which company is Leader in Gel Segment.

Other Things Contributing to Success Of the Company are as under

- ❖ Extensive Distribution Network, reaching 4, 40,000 Retail outlets.*
- ❖ Huge Production Capacities 14 Lakhs Pieces Per day.*



TODAYS WRITING PRODUCTS LIMITED.

- ❖ *Large Varieties of Pen (Ball & Gel) in Different Price Range.*
- ❖ *Stationary Items.*
- ❖ *Foreign Collaboration & Exportable Product Varieties.*

MARKETING MIX OF THE COMPANY

Marketing mix is a set of controllable marketing variables that the firm plans to produce the response it wants in the target market.”

“Marketing mix is an optimum combination of all marketing components which facilitates realization of company’s objectives.”

“Marketing mix is a set of marketing tools that the firm uses to achieve its marketing objectives in the target market.”

“Marketing mix is the blending of 4 inputs or sub-mixes, which form the core of marketing system. They are:

- Product
- Price
- Promotion &
- Place.

MARKETING MIX OF TWPL

The Marketing Mix of "TODAYS WRITING PRODUCTS LIMITED" is as mentioned below:

PRODUCT



TODAYS WRITING PRODUCTS LIMITED.

A Product is anything that can be offered to a market to satisfy a want or need. A product mean the bundle, which satisfy human needs.TWPL is major manufacturer of following products

1. Ball Pen
2. Gel Pen
3. Refills
4. Office Stationary.

All the above mentioned products are in different varieties,features,Packaging and Labeling which are as under:

❖ *Product Varieties*

TWPL is having large varieties of Ball pen And Gel Pen which is contributing to success of the firm since years. On an Average the Company Launches 15 New Products & Design Every Year out of which majority of them are successful. There are certain office stationary which presently the company is outsourcings from other manufactures. The list of product varities is as under

Name of the Product	Ball Pen/ Gel Pen.	Point/Tip Of the pen(mm)	Price Per Piece MRP.
1. Todays C5	Ball pen	0.5	5.00
2. Todays Cameos	Ball Pen	0.6	5.00
3. Todays Floral	Ball & Gel Pen	0.5	5.00
4. New Starry	Ball Pen	0.6	6.00
5. Notty Boy	Ball Pen	0.5 & 0.6	5.00
6. School Mate	Ball Pen	0.5	5.00
7. Extra Mate	Ball Pen	0.6	5.00
8. 24 Carat Export)	Ball Pen	0.7	15.00
9. Colour Slim	Ball & Gel	0.5 & 0.6	6.00
10. Todays Combo	Ball pen	0.6	6.00
11. Extra Point	Ball Pen	0.5	7.00
12. Todays Gel @ 5	Gel pen	0.6	5.00
13. Ink Advisor	Ball Pen & Gel	0.5	5.00



TODAYS WRITING PRODUCTS LIMITED.

14. Todays MIG 1	Ball Pen	0.5 & 0.6	7.00 & 5.00
15. Pirate Ball	Ball & Gel	0.5	10.00
16. Sonic Ball	Ball Pen	0.5 & 0.6	10.00
17. Super Smooth	Ball pen	0.5	12.00
18. Walker	Ball Pen	0.5	10.00
19. Todays 18 Carat	Ball Pen	0.6	12.00
20. ZEE 200	Ball Pen	0.5	2.00
21. TRIK	Ball Pen	0.5 & 0.6	3.00
22. Pocket Pen	Ball pen	0.5	3.00
23. Todays Jockeys	BallPen	0.5	2.50

INTERNATIONAL PRODUCT RANGE

Name of the Product	Ball Pen/ Gel Pen.	Point/Tip Of the pen(mm)
1. Arrow Ball	Ball Pen	0.5
2. Cushion Ball	Ball Pen	0.5
3. Sonic Ball	Ball Pen	0.5 & 0.6
4. Writer	Ball Pen	0.5 & 0.6
5. Walker Gel	Ball Pen & Gel Pen	0.5 & 0.6
6. Carat 24	Ball Pen	0.6 & 0.7
7. Zooter India	Ball Pen	0.6

BRAND WONDER SERIES: This is the product range of Gel Pen which is very much popular among the Consumers not only in India But abroad also. This is the Product range Because of which Todays is at NO1 in gel Pen Segment of the Industry. It has enormous range of Gel pen out of which some of them are displayed under. It has Both Ball & gel Pen.

Name of the Product	Ball Pen/ Gel Pen.	Price Per Piece MRP.India
1. Wonder Gel Jasmine	Gel Pen	5.00
2. Wonder Gel School Series	Gel Pen	5.00
3. Wonder Little Heart	Gel Pen	5.00
4. Wonder PerfumeGel	Gel Pen	5.00
5. Wonder Chroma	Gel Pen	5.00
6. Wonder Apple Gel	Gel Pen	5.00
7. Wonder Sparkle Gel	Gel Pen	5.00

❖ Product Features



TODAYS WRITING PRODUCTS LIMITED.

All the above mentioned product are some of the most premium and profitable products of the company over the years due to its features and characteristics. Different Pen had different features in it as a reason it was most popular in its segment either Business Person, Student Or Service Person or others

❖ **Gel Pen @ 5 Todays its fetures are as under:**

1. *Pocket Friendly Clip*
2. *Clear Crystal Body*
3. *High Technology Tip Permiting smooth Ink Flow*
4. *1st Gel pen @ Rate of Rs 5 in India*

❖ **Ink Adviosr**

1. *Smooth & Precise Writing*
2. *Ink Level Indicator*
3. *Easy Snap Cap.*

❖ **Todays walker**

1. *Smart Executive look.*
2. *Metallic Clip.*
3. *InBuilt Grip for better Handling*
4. *Soft Grip Outer for long Writing*

❖ **Sonic Ball**

1. *Soft Grip for Long Writing*
2. *Designer Tip*
3. *Air Flow Cap*
4. *Attractive Refill foiling*

❖ **Carat 24 & 18**

1. *Innovative Design. & Executive Look*
2. *Smooth Precise Writing*
3. *Eay Snap Cap.*

Thus above mentioned are some premium brand of the company along with its fetures which made it popular among the concumers.



❖ Product Packaging

The finished Product that is Ball Pen is packed in very attractive packages made from Plastic and Corrugated Box. TWPL concentrate more on packaging as in the market full of competition packaging is used as a tool of product differentiation. It has attractive packages for its Ball & Gel Pen Packs the packs are normally packed in size of 10 & 5 (Standard Packaging) and in large Packs 25 but the company also offers customized packaging for its customers especially for the Corporate Customers.

PRICING DECISION

It is the exchange value of product or services always expressed in monetary terms. Price is matter of Importance both for the buyer and seller. Price is important factor in purchase decision. to the seller price is the source of revenue and to buyer price is the sacrifice of purchasing power. Price is powerful marketing tool. Thus it must be used correctly from the outset. therefore all marketing planners must plan an accurate Pricing Decision.



TODAYS WRITING PRODUCTS LIMITED.

At TWPL, Pricing Policy is decided by the Head office by MD & VP in consultation with Director Sales & Marketing and depending upon market condition, demand, Raw material Price, Competitors Price and Products and other factors.

At "TODAYS WRITING PRODUCTS LIMITED" Price Of the Pen Is Decided taking into Consideration the following Cost.

1. Raw Material Cost
2. Production/manufacturing Cost
3. Transportation Cost.
4. Packaging & Labeling
5. State Wise Price Is Decided
6. Variable & Other Cost is undertaken.
7. Other factors Considered
 - Consumer Demand For the Product.
 - Analyzing the Competitors Price & Product Range.

The Company has specific Price range for the different products for different Zones. The Price List for different product and Zone wise is attached as under.

Cont.....

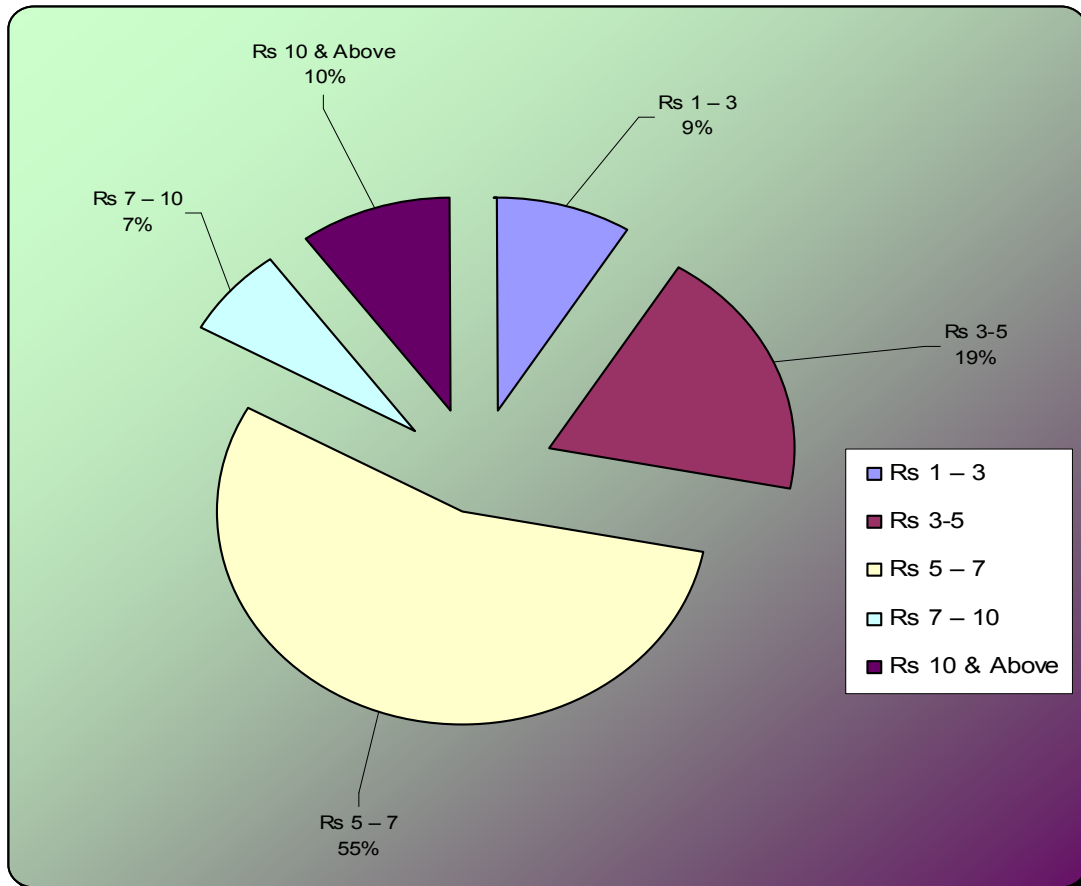
Companies have Product in the Price Range ranging from 2-30 for the domestic market. The price segment Wise Sales Break up is demonstrated through a Pie Chart.

PRICE RANGE (RS)	% SALE
Rs 1 – 3	9
Rs 3-5	19
Rs 5 – 7	55



TODAYS WRITING PRODUCTS LIMITED.

Rs 7 – 10	7
Rs 10 & Above	10



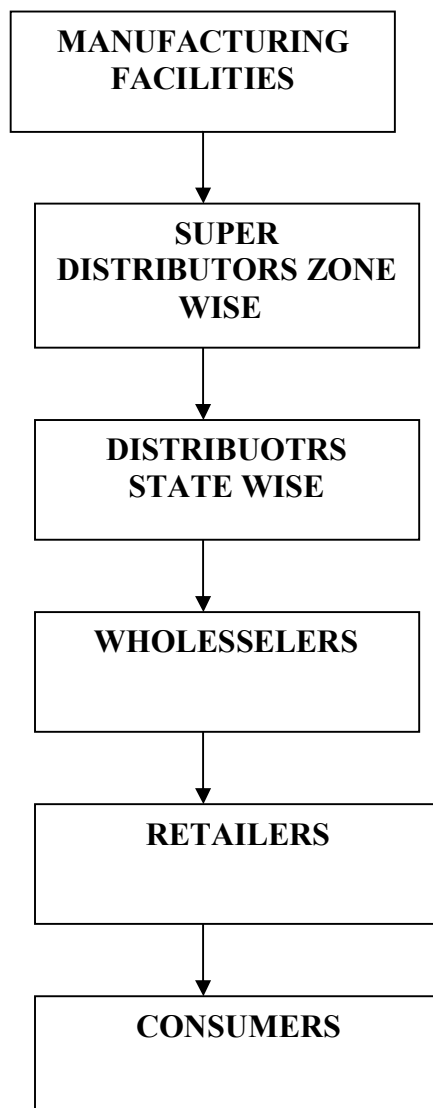
PLACE (DISTRIBUTION OF THE COMPANY)



TODAYS WRITING PRODUCTS LIMITED.

❖ DISTRIBUTION CHANNEL

Distribution is an important function of any organization. Making the product available at right place and at right time with less cost is the key objective of any distribution management personnel.





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The Below mentioned is the List Of Companies Super Distributors Throughout India in different Zones:

ZONES	STATE /CITY	CITY/DISTRICT
EASTERN ZONE	West Bengal	Kolkata
	Orissa	Cuttack
	Assam	Guwahati
	Bihar	Patna
	Jharkhand	Ranchi.
WESTERN ZONE	Gujarat	Ahmedabad
	Rajasthan	Ajmer
	Maharastra	Mumbai
		Pune
		Sangli
		Nagpur
		Nasik
		Nanded
		Aurangabad
Ahmednagar		
NORTHERN ZONE	DELHI	New Delhi
	Uttar Pradesh	Lucknow
		Barieily
		Kanpur
		Meerut
		Agra
	Shamli.	
Madhya Pradesh	Indore	
Chhatisgarh	Raipur	
	Andhra Pradesh	Hydrebad
		Vjaywada
		Madanpally
	Karnataka	Bangalore
	Kerela	Malpuram

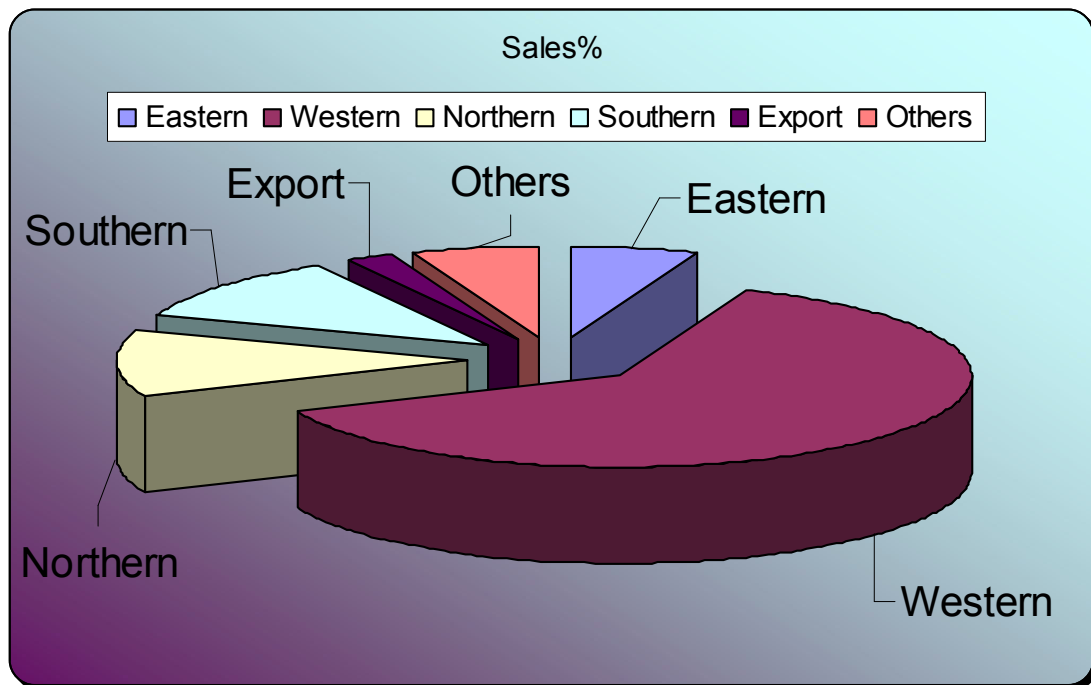


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SOUTHERN ZONE		Ernaculam
		Calicut
		Cheenai
		Kollam.
	Tamil Nadu	Cheenai
		Madurai

REGION WISE SALES BREAK UP

Zone	Sales%
Eastern	5
Western	54
Northern	10
Southern	10
Export	2
Others	5





TODAYS WRITING PRODUCTS LIMITED.

It could be analysed that western region is sharing major chunk of the company total sales in different zone. Company should conduct market research, in other regions identify the consumer behaviour, taste and preference and also should conduct survey among the western zone to identify their strengths and should capitalize on that and try to increase the sell in other zones as same as in western zones

PROMOTION STRATEGIES AND DECISION

Promotion plays a distinct role in marketing. It is a combined effort of salesman, advertisement and marketing channels. Promotion Mix consist of the Following.

- ❖ Advertising
- ❖ Sales Promotion
- ❖ Personnel selling
- ❖ Publicity/Public Relation.

1. **ADVERTISEMENT:** It is any paid form of non personal presentation and promotion of Ideas, goods or services by an identified sponsor. Advertisement can be in the form of TV Adz's, Newspaper & Magazines, Banner & Hoardings, Print Media, and Or Internet. Advertisement of Todays mainly uses TV Ad's to promote their sales. Company has been regularly endorsing different celebrity for its brand (Hrtihik Roshan, Raima Sen Etc). Company made effective slogan during the World Cup (JEETNA HAI TODAY'S) for the Indian Team. It has also used certain cricketers for its Adz's for promoting Sales. Some of the Newspaper in which AD's of Company appear are as under:

The Economic Times

The Times OF India



TODAYS WRITING PRODUCTS LIMITED.

The Indian Express

2) **SALES PROMOTION:** Sales Promotion is also one of the elements of promotion mix. It is done to promote the sales of the product. Company uses different Schemes for the Super Distributors, Distributors, Retailers & Wholesalers. Target Selling is the criteria for the Super Distributor if they achieve that target specified they are awarded with commission (Not Disclosed). For Wholesalers & Distributors different Scheme like Scratch Card, Lucky Draw, Discount on Bulk Purchase. Different Gifts, Commission etc are used to promote sales.

3) **CORPORATE SALES PROMOTION:** Promotional or Corporate Sales is now a days plays a big role in marketing because the concept of getting anything extra alongwith the product is becoming popular among the consumers. Companies Promotional department has seized this opportunity and is selling large chunk of its production to corporate customers which in turn is used by them as sales Promotion tool. The customers of the Company are as mentioned under:

Hindustan Lever Limited

Philips India

Warner Lambert.

Fuji Film

Cipla etc.

4) **INTERNATIONAL SALES PROMOTION:** Company Exporters Pens worth Rs 218.34 lacs during the period ended 31st Dec 2005. As compared to last year Rs 155.75 Lacs. This growth is significant and is accounted to Sales Promotion efforts of the company. Company has done foreign Collaboration with Different firm in foreign countries for using their Distribution

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Channel.Comapny is regularly providing Innovative Design, Packaging to its foreign Customers.

CONSUMER

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BUYING

BEHAVIOUR

OBJECTIVE OF THE STUDY

❖ RESEARCH OBJECTIVE:

"Identifying Consumer Buying Behaviour regarding Pens"

The main objective behind the project is to identify consumer buying Behaviour regarding the Pen, which will ultimately help the company management to study the analysis and understand the behavior that will enable the companies' marketer's to effectively sell the product.

SUB OBJECTIVES



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1. To identify the influence of different characteristics/features of Pen on Consumers in different segments.(i.e.) Student, Business Person, Service Person
2. To find out why consumer prefer particular brand of pen? Which are the factors that influence and motivate him to buy the preferred brand of the pen?
3. To get a better understanding of pen Market.
4. To find the most preferable brand among the various kind's of pen and to find which brand enjoy the market leadership position
5. To study the impact advertisement on consumers in different Age Group, Income Group & by profession
6. To help the Company Marketing Managers to Design an Effective Marketing Mix for it target Customers

RESEARCH METHODOLOGY

❖ **METHODS OF DATA COLLECTION:**

The data has collected in two ways.

- **Primary Data:** Primary data are those, which are collected for the first time, and they are original in character. A suitable combination of **Questionnaire techniques,&** discussion with the respondents was used to collect the required Primary data. Primary data gives higher accuracy and facts, which is very



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helpful for any research and its findings. **I have collected primary data from questionnaire (i.e) PERSONAL INTERVIEW**

- **Secondary data:** - The secondary data are those, which are already collected by someone for some purpose and are available for the present study. Secondary data was collected from the magazines, websites and other such sources.

❖ **TOOLS AND TECHNIQUES OF DATA COLLECTION:**

- **Questionnaire method:-** Primary data is collected by surveying the respondent personally. I have used both the **Close & Open Ended Question** where the researcher is free to answer in their own words too.

❖ **RESEARCH DESIGN**

1) **Purpose of study:- Descriptive Study.**

The objective of the study is to identify the Consumer Buying Behaviour on different Variables like Price, Product Performance, and many other variables which play a key role in impacting the Buying Decision. However, study may not focus why this variable affect the decision.

2) **Degree of research question crystallization: Exploratory study**

3) **Time Dimension: Cross Sectional** (As the Study is done only once in the prespecified period of 8 weeks, longitudinal study was not possible).

4) **Method Of Data Collection :** Personal Interview

5) **Research Instrument:** Questionnaire.

6) **Research Environment :** Field Study

7) **Sampling Area: Vapi, Val sad, Killa- Pardi**

8) **Sampled Population :** Business Person, Service Person, Student, Housewife's
Etc

9) **Sample Size : 100 Consumers**

10) **Sampling Technique :** Convenience Sampling

QUESTIONNAIRE ANALYSIS

Q1) **Which brand of Ball Pen do you prefer to Write?**

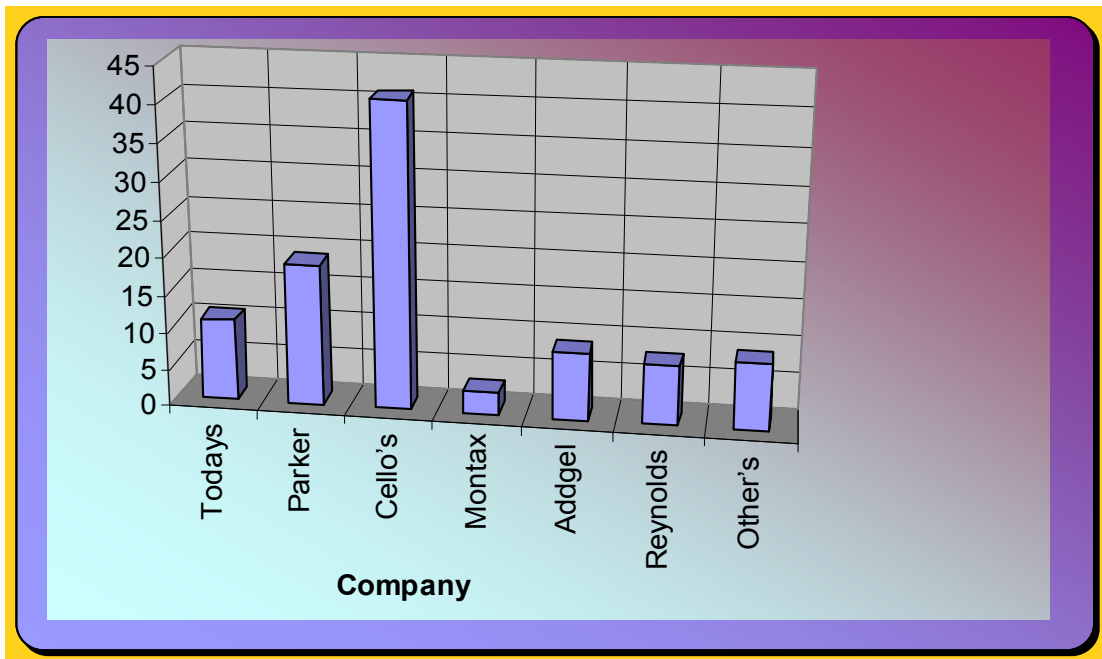


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Ans 1. Purpose → Main purpose behind this question is to know the most preferred brand in the current market situation.

Brand	Todays	Parker	Cello's	Montax	Addgel	Reynolds	Other's
Responses	11	19	41	3	9	8	9

CHART 1



Findings:- From the above chart it has been analyzed that majority of the consumers (i.e.) 41 of them prefer Cello as a brand to be used. which is followed by Parker & Todays by 19 & 11 responses where as others gets 9 which includes mainly unbranded products such as Bunty & Babbli (Rs 2), Dhoom,Paras.etc which are use and throw type pens.



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Occupation Wise Classification

Brand	Todays	Parker	Cello's	Montax	Addgel	Reynolds	Other's
Business Person	4	6	12	1	1	4	2
Service Person	3	4	15	1	4	1	2
Student	2	7	10	1	3	2	5
Others	2	2	4	--	1	1	-

Conclusion: - *Thus analyzing above table it clearly signifies that cello is not only preferred by majority of the consumers but it is preferred highly by all the consumers in different demographic segments.*

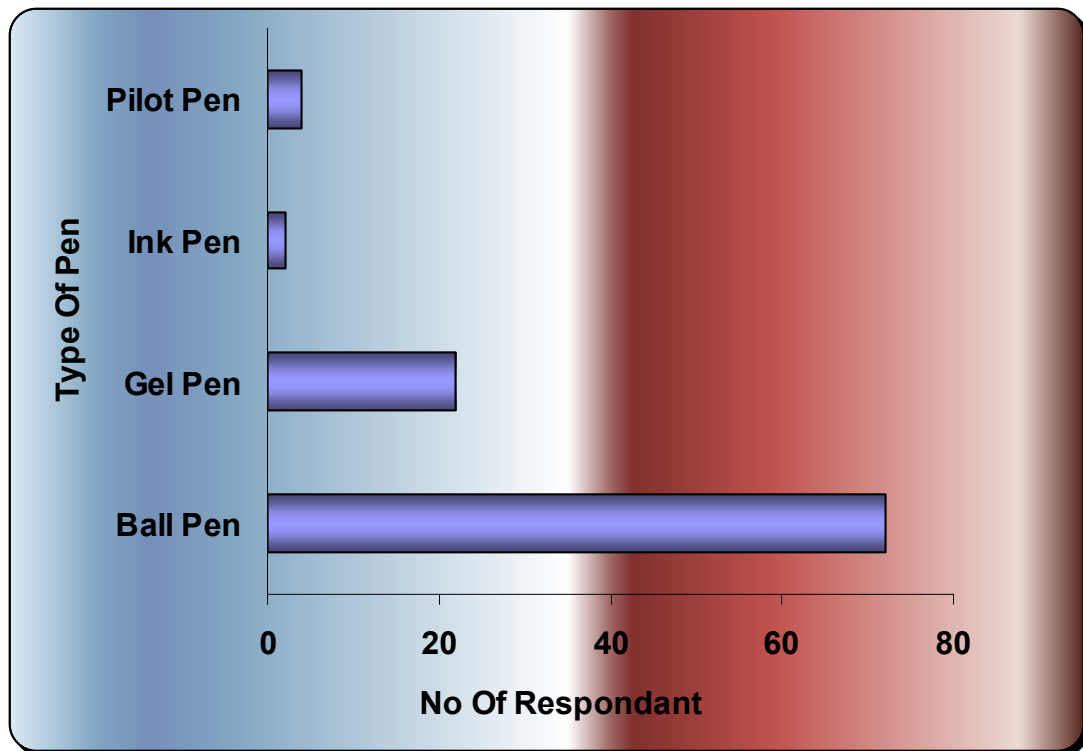


Q2). Which type of Pen do you currently use?

Ans 2. Purpose: - The purpose behind asking this question is to know the consumer preference regarding the type of pen he prefers to write and to know the changing trends to their buying Behaviour

Ball Pen	Gel Pen	Ink Pen	Pilot Pen
72	22	2	4

CHART 2



Findings: - From the above chart it is visualized that majority of the consumer prefer and use Ball Pen. Almost 75% of the respondent says that they use Ball Pen. And the next best usage is of Gel Pen by 22%, Ink & Pilot Pen are least preferred by the consumers in the modern or present market condition



Cont.....

Occupation Wise Classification

Types	Ball Pen	Gel Pen	Ink Pen	Pilot Pen
Business Person	26	4	--	--
Service Person	19	9	1	1
Student	19	7	1	3
Others	8	2	--	--

Conclusion: - *It is identified that only two categories/type of pen are preferred by the consumers that accounts to nearly 94% of responses. Consumer less prefer Ink & Gel Pen. Thus Company should more concentrate in Ball & Gel Pen segments rather than Pilot or roller or Ink Pens*

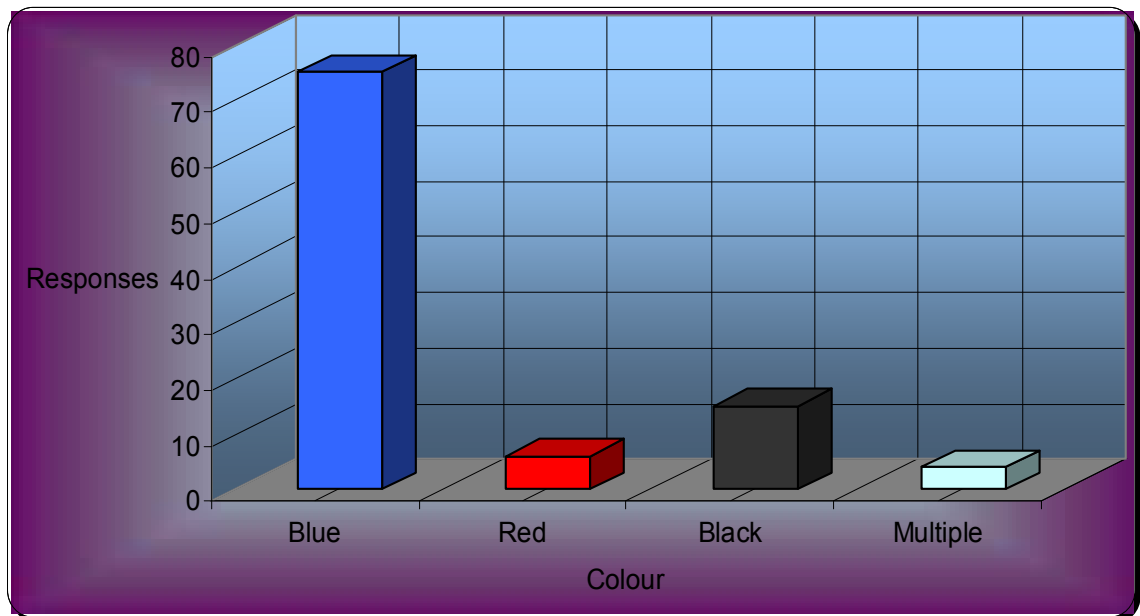


Q3) Which Colour Of Pen Do You Normally Use?

Ans3. Purpose → Is to find out which is the most preferred colour by the consumer

Blue	Red	Black	Multiple
75	6	15	4

CHART 3



Findings:- Blue is the most preferred Colour for consumers and majority of the consumers uses blue Colour as in colleges.schools.instituions,corporates and at many



TODAYS WRITING PRODUCTS LIMITED.

other place Blue is commonly accepted Colour for writing. where as **Red & Black** are mainly used by the **Professors or Doctors or Lawyers**

Q4.) Which BallPen Point Do You Normally Use ?

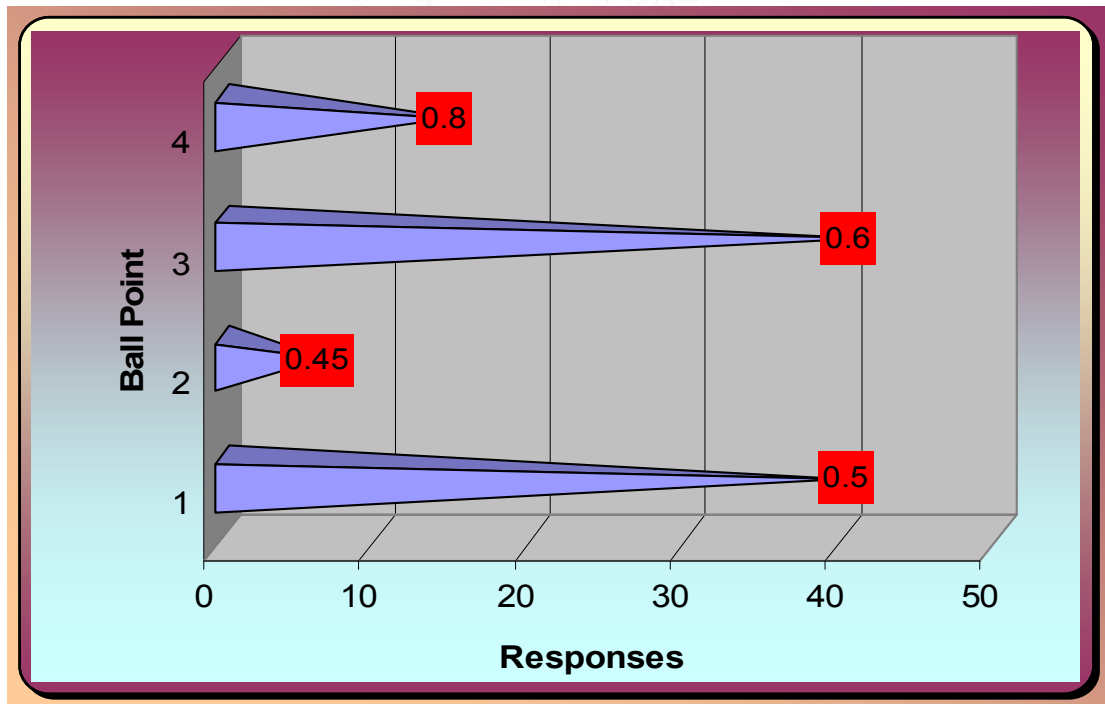
Ans4. Purpose → The question was build to know the technical aspect (i.e) point of the pen thought about while deciding to purchase pen by the consumer and to know which Point is more demanded in different segments of Consumers.

0.5	0.45	0.6	0.8
40	6	40	14

CHART 4



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Occupation Wise Classification

Occupation Group	Point of Pen			
	0.5	0.45	0.6	0.8
Business Person	13	2	10	5
Service Person	14	1	10	5
Student	13	2	11	4
Others	--	1	9	--

Findings:- Point ranging 0.5 & 0.6 are more demanded and used in the market by almost 80% of the respondents. 0.45 & 0.8 are least preferred as 0.45 results into very thin writing where as 0.8 results into bold writings according to consumers

Q5). Which Characteristics of Pen Influence Your Buying Decision ?

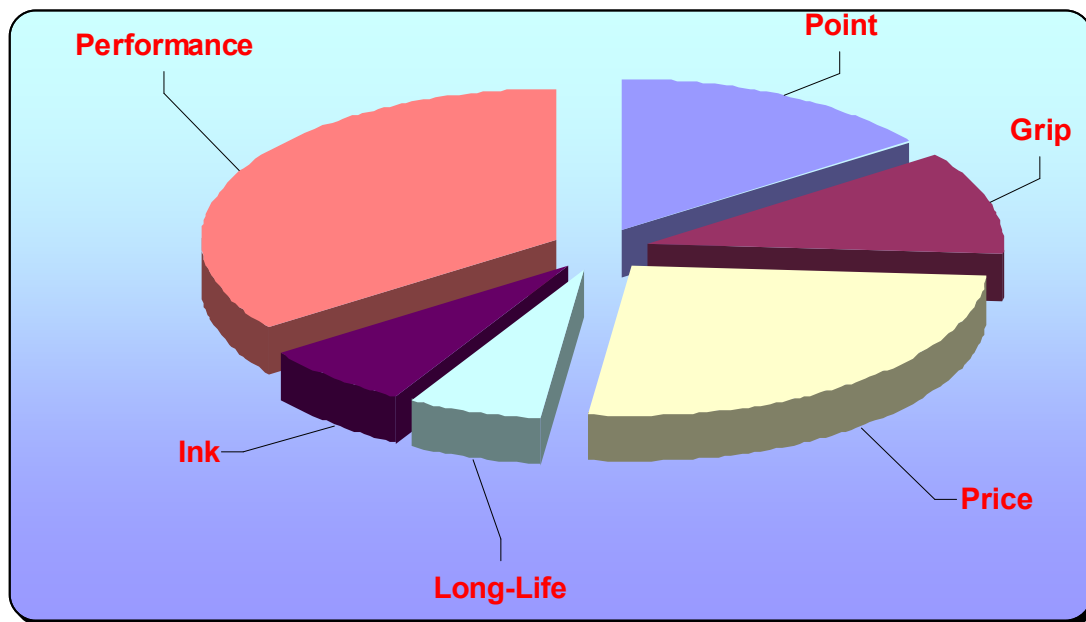


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Ans 5) PURPOSE → The Purpose of asking this question is to know the features/characteristic of pen that influence the buying decision of majority of the consumers in different segments (i.e) Business Person, Service Person & Student.

Features	Point	Grip	Price	Long-Life	Ink	Performance
Response	15	11	26	6	7	35

CHART 5



Findings: - From the above chart it has been analyzed that the most influencing characteristic is Performance by 36 responses, which is followed by the price with 25 responses. Grip and Ink are least influencing features of the pen impacting consumer buying decision.

Occupation Wise Analysis

Occupation Group	Characteristics of Pen					
	Point	Grip	Price	Long Life	Ink	Performance
Business Person	5	3	9	3	2	8
Service Person	4	3	10	1	2	10
Student	5	5	5	0	3	12
Others	1	0	2	2	0	5



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HYPOTHESIS TESTING

(A) PRICE

Ho: *The null hypothesis is that, "Price does not have influence on buying decision of Business Person"*

Using Chi Square Test

Income Group	O	E	$(O - E)^2$	$(O - E)^2/E$
>5000	01	7.5	42.25	5.633
5001 – 10000	10	7.5	6.25	0.8333
10001 - 20000	14	7.5	42.25	5.633
20001 & Above	05	7.5	6.25	0.8333
	30		Calculated value	12.93

Table Value of X^2 for 3 (dof) at 5% significance level is 7.85

Calculated value of X^2 is greater than table value so null hypothesis is rejects

Conclusion:- ,As null hypo is rejected so alternate hypothesis hold true, that it can be concluded that business person buying decision is influenced by the price of the Pen.

(A) POINT

Ho: *The null hypothesis is that, "Students buying decision are not influenced by the Point of the Pen"*

Using Chi Square Test

Age Group	O	E	$(O - E)^2$	$(O - E)^2/E$
>5000	2	0.75	1.5625	2.0833
5001 – 10000	1	0.75	0.0625	0.8333
10001 - 20000	0	0.75	0.4218	0.5624
20001 & Above	0	0.75	0.4218	0.5624



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41 & Above	--	--	--	--
			Calculated Value 3.2914	

Table Value of X^2 for 3 (dof) at 5% significance level is 7.85

Calculated value of X^2 is less than table value so null hypothesis is Accepted

Conclusion:- So alternate hypothesis holds true that, point of the pen does not influence the buying decision of students

(C) PERFORMANCE (Combination of more than 1 variable)

Ho: The null hypothesis is that, "Performance of the pen does not influence the buying decision of Pen for Service Person"

Using Chi Square Test

Income Group	O	E	$(O - E)^2$	$(O - E)^2/E$
12 - 20	3	2.5	0.25	0.1
21- 25	2	2.5	0.25	0.1
26 - 30	3	2.5	0.25	0.1
31 - 40	2	2.5	0.25	0.1
			Calculated Value 0.4	

Table Value of X^2 for 3 (dof) at 5% significance level is 7.85

Calculated value of X^2 is less than table value so null hypothesis is Accepted

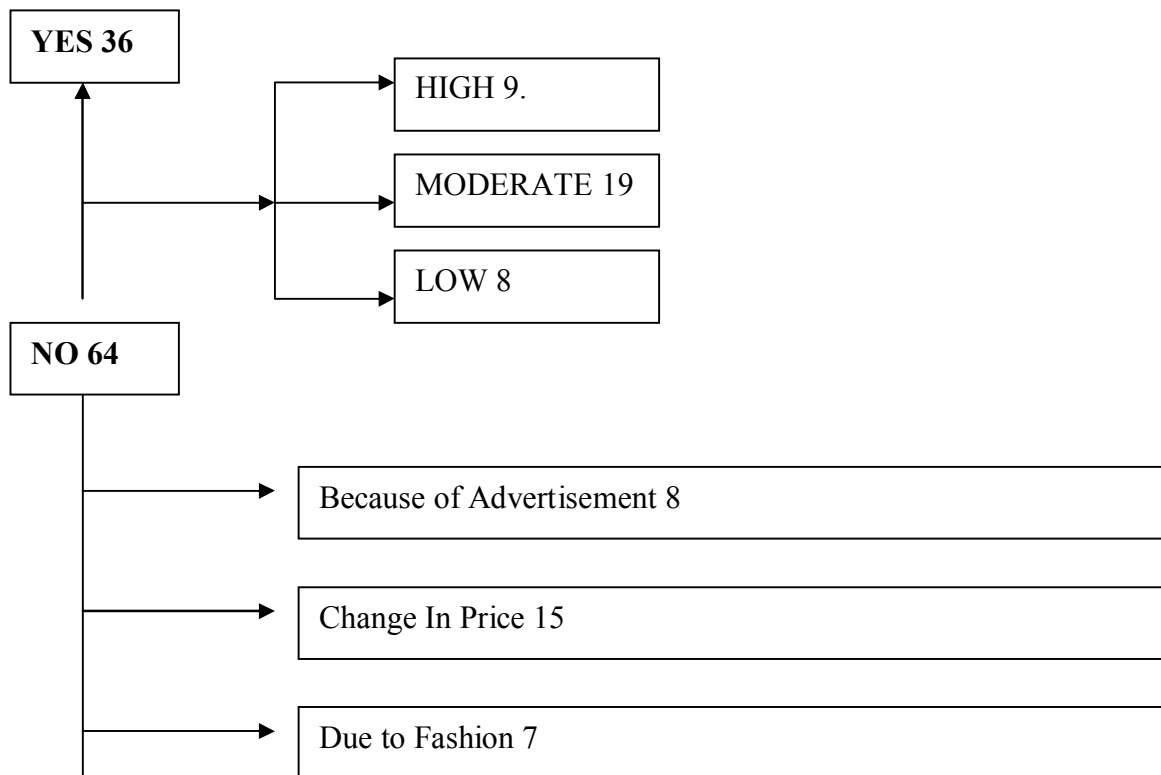
Conclusion:- So alternate hypothesis holds true that, Performance of the pen is the most influencing characteristic impacting the buying decision of Service Person

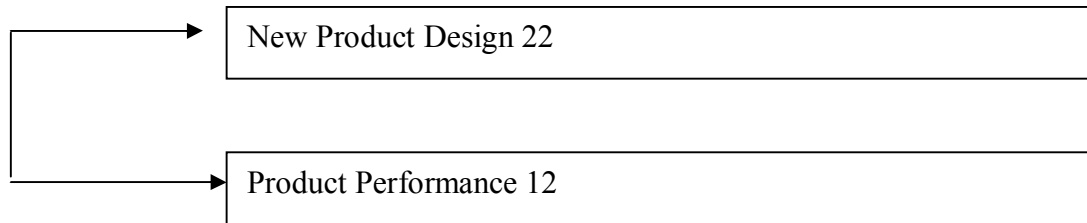


Q6). Do You Choose Only One Brand ?

Ans6 Purpose → The purpose here is to know the consumer Behaviour (i.e.) Is the consumer Behaviour steady to one brand or varying regularly .The question also focuses on the different reason for which consumer changes the brand. The Usage rate is also tabulated.

[CHART -7] Flow chart showing the responses on the option provided by me in my report





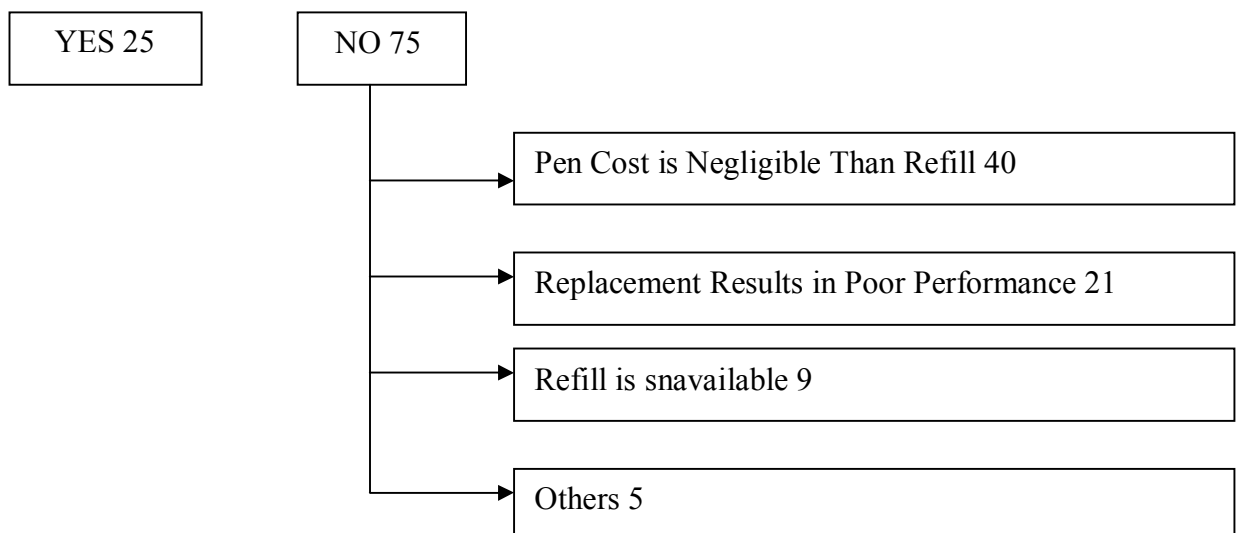
Findings:- From the above chart it is analyzed that majority of the respondent do not stick or are loyal to particular One Brand. but they frequently change their brand.64% of responses are not loyal to any brand where as 36% of respondents are loyal and stick to only 1 brand. Those responses who said yes, out of them their buying frequency is mostly moderate in a month (i.e.) **4 to 7 pens in a month.** (app)

Q7) Do you refill Your Pen Regularly?

Ans7 Purpose → The purpose of asking this question to know whether consumer refill their Pen along with the reason why they do not refill

Response-→ Here the respondent are require to answer on two options Yes or No

[CHART 8] Flow Chart showing the response in Yes Or No





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Findings: - From the above table it has been analyzed that majority of the respondents (i.e.) 75% out of 100 do not refill their pens. The reasons for not refilling is that the Pen Cost is negligible as compared to a new refill so consumers prefer to buy a new pen rather than refill, even the refill of 2nd time does not give the original performance in writing, thus this two reason accounts for more than 60 consumers not refilling their pen. But some say that its better to go for New Pen rather than refill, some are using the Rs2 unbranded Pen which are use and throw.

Q8). Which Advertising Media Influence You the Most ?

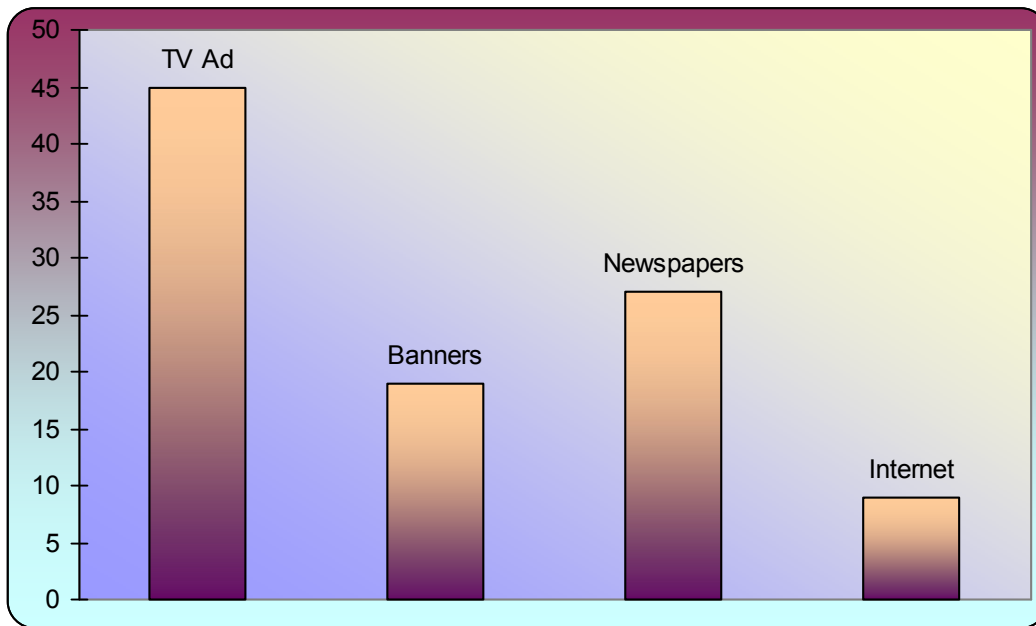
Ans8. Purpose → The purpose is to know the most effective media affecting consumer buying decision .It also aims of finding the media which is most preferred and can be used as for the promotion scheme

TV Advertisements	Banners & hoarding	Newspapers & Magazines	Internet
45	19	27	9

CHART 8



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Findings: - From the chart it can be concluded that TV Ads are the most influencing Ad impacting the buying decision of different consumer segments having almost 45% of the responses. the next most influencing media us Newspaper impacting the buying decision. Internet is the least influencing among all media.

HYPOTHESIS TEST

Null Hypothesis :- Ho: *The null hypothesis is that, "Influence Of Advertising Media Does Not differ By Profession"*

Occupation wise Analysis

	Type Of Media
--	----------------------



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Occupation Groups	TV	Banner & Hoarding	Newspapers	Internet	Total
Business Person	10	4	12	4	30
Service Person	18	5	4	3	30
Student	14	9	5	2	30
Others	03	1	6	0	10
Total	45	19	27	9	100

Applying ANOVA Test : Subtracting 7 from each variable

Occupation Groups	Type Of Media				
	TV	Banner & Hoarding	Newspapers	Internet	Total
Business Person	3	- 3	5	-3	2
Service Person	11	-2	-3	-4	2
Student	7	2	- 2	- 5	2
Others	- 4	- 6	- 2	-7	- 18
Total	17	-9	-1	- 7	- 12

$$\text{Correction Factor} = \frac{T^2}{N}$$

$$= \frac{(-12)^2}{16}$$

$$= 9.$$

Sum of Squares Between Columns = 174

Degree Of Freedom = $v = (4 - 1) = 3$

Sum of Squares Between Rows = 75

Degree Of Freedom = $v = (4 - 1) = 3$

Total Sum of Squares = 377

Degree Of Freedom = $(16 - 1) = 15$

ANOVA TABLE

Source Of Variation	Sum Of Squares	Dof	Mean Square
---------------------	----------------	-----	-------------



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Between Columns (Advertisemnts)	174	3	58
Between Rows (Profession)	75	3	25
Residual	377	15	25.133
Total			

❖ Comparison of **Advertisement variance** estimate with residual variance estimate

$$F = \frac{\text{Greater Variance}}{\text{Smaller Variance}}$$

$$= \frac{58}{25.133}$$

$$= 2.30$$

Table Calculation :- The table value of F for 3 and 15 DoF at 5% level of significance is 3.2874.

❖ Comparison of **Profession variance** estimate with residual variance estimate

$$F = \frac{\text{Greater Variance}}{\text{Smaller Variance}}$$

$$= \frac{25.133}{25}$$

$$= 1.00532$$

Table Calculation: - The table value of F for 3 and 15 DoF at 5% level of significance is 3.2874.

Conclusion: - For both comparisons calculated value is less than Table value, so null hypothesis is rejected. Thus it signifies that advertisement media influences the buying decision but it does not differ by occupational group or profession



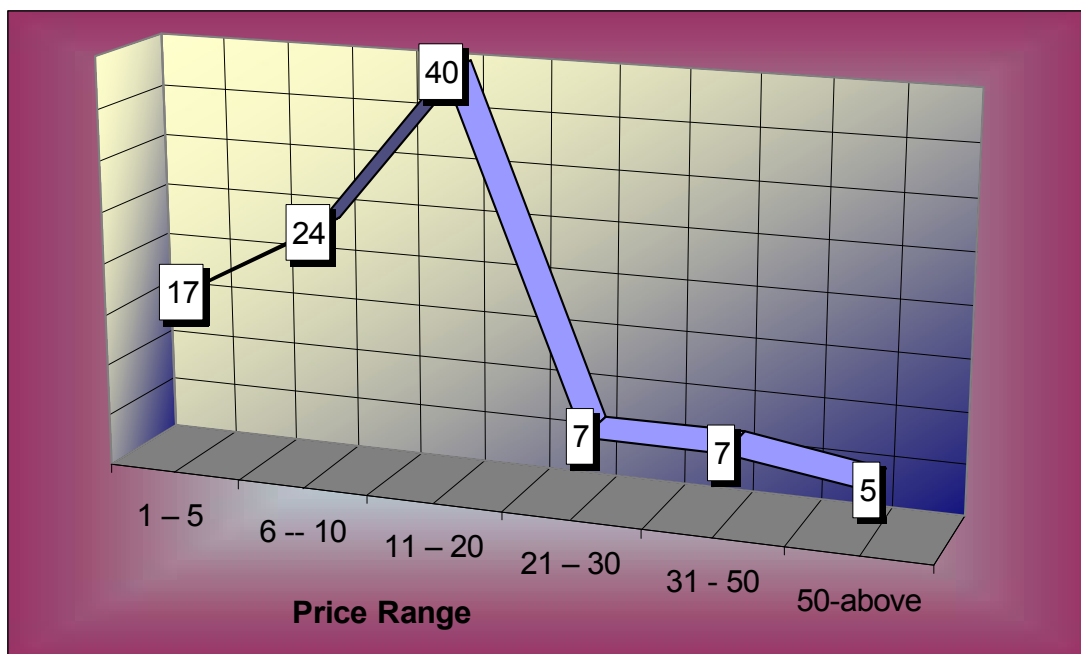
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Q9.) Which Price Range Does your Pen belong To?

Ans9. PURPOSE → The Main Purpose Is To Know How Much The Consumer Can Spent To Buy The Preferred Brand Of Ball Pen which can help the company to take appropriate pricing decision for the target market

1 – 5	6 - 10	11 – 20	21 – 30	31 - 50	50-above
17	24	40	7	7	5

CHART 9



Occupation Wise Analysis

Occupation Groups	Price Range					
	1 – 5	6 - 10	11 – 20	21 – 30	31 - 50	50-above
Business Person	1	9	17	1	2	--
Service Person	4	7	11	4	3	1
Student	9	8	5	2	3	3
Others	1	--	2	2	2	1

Findings: - It can be analyzed from the above graph that out of the total responses, consumer mostly favors and prefer their pen (Either Ball or Gel) in the price range of Rs 11 – 20. Where as the next most proffered price range is Rs 6 -10 according to 24



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respondents. The high price range ranging from Rs 21 – 50 & above that is least prefer by the consumers.

Interpretation:- Business Person are ready to Pay up to Rs 6 -10 for their prefer type and brand of pen, where as service person also uses pen in the same range but in students category they are not willing to spend more and are using Pen mainly in the Price range of Rs 1 – 9 .

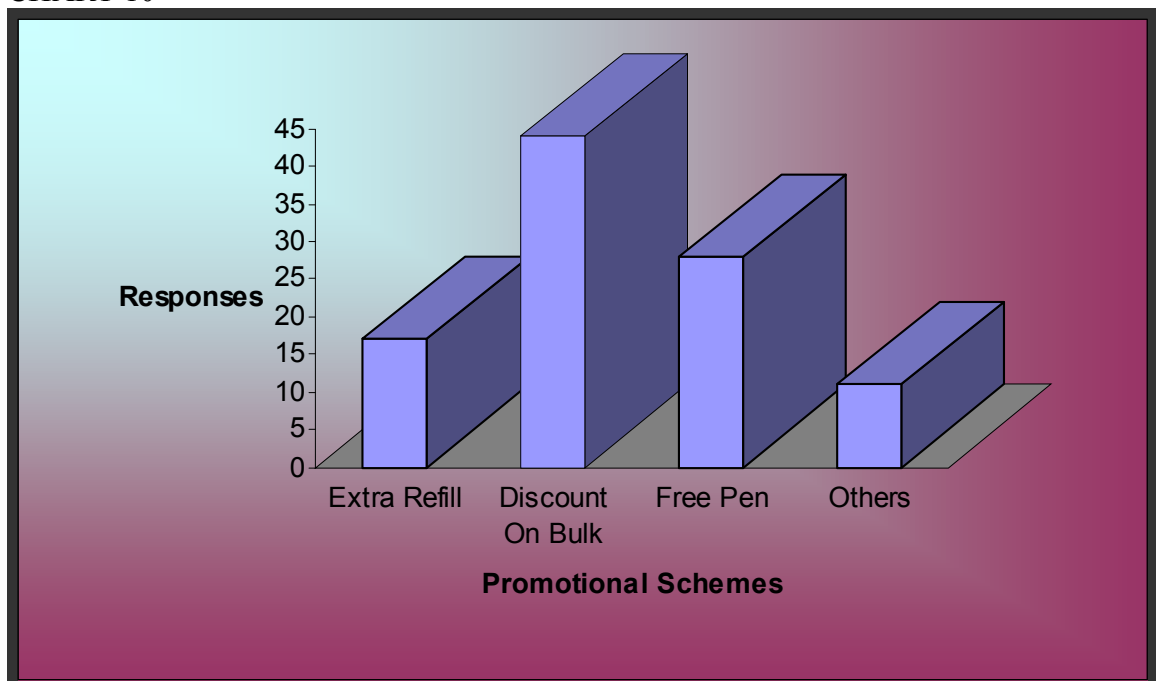


Q10). Which Type of Scheme Affects Your buying Decision ?

Ans10. Purpose → The purpose of this question is to know whether the scheme provided by the retailer or the companies motivate the consumer to buy more or not ,If no than which are the other scheme that influences the consumer to buy it can help the company to select the right promotion mix for selling the product.

Extra Refill	Discount On Bulk	Free Pen	Others
17	44	28	11

CHART 10



Findings: - It can be visualized from the above chart that different promotional activities undertaken by the companies is definitely impacting the buying decision of



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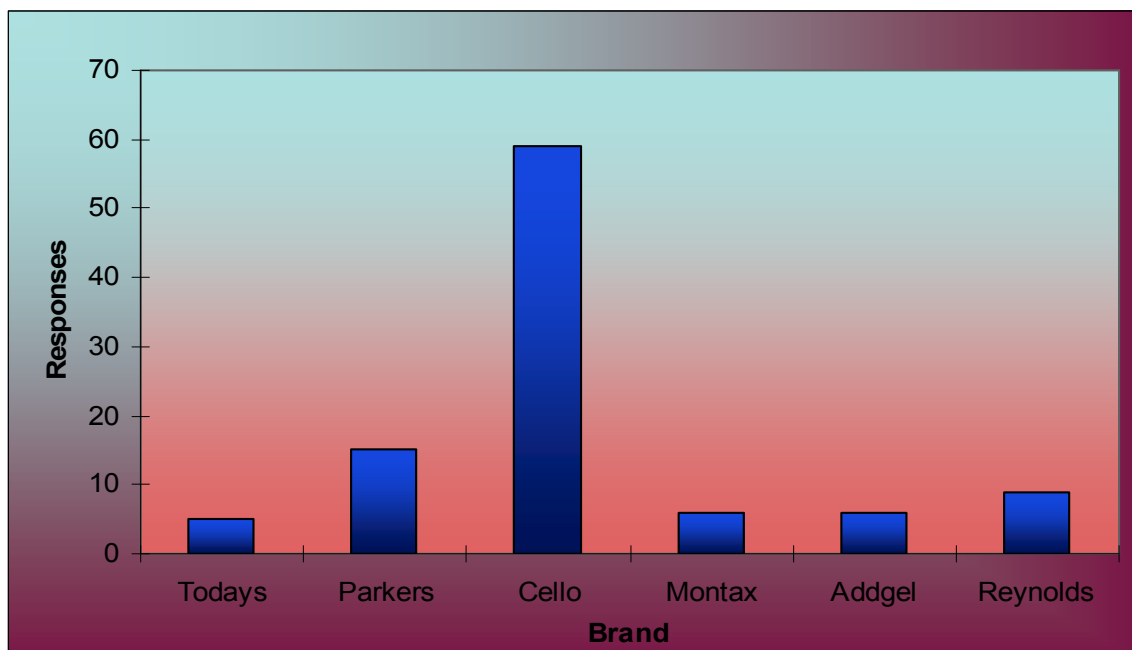
consumers. But among the promotional schemes the most influencing promotional schemes that affects the decision is Discount on Purchase of Pen s(In Bulk more than 1 or 2). The next most influencing scheme is of free Pen given by the companies on purchase of 1 pen (1 per 1 free) impacts the decision. For some 10% of the responses they believe that no scheme impacts their buying decision as pen is low price product where consumer involvement is less.

Q11) According To You Which Pen Brand Enjoys Market Leadership Position ?

Ans10 **PURPOSE**→ The main purpose of this question is to find the market leader and also to find which brand enjoy's the market leadership position .

Todays	Parkers	Cello	Montax	Addgel	Reynolds	Others
5	15	59	6	6	9	--

CHART 11



Findings: - From the above chart it is clear that cello enjoys market leadership position I the market as almost 60% of responses have revealed that they recognized



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cello as the leader among all the companies. At 2nd position it is Parkers. Reynolds is at 3rd position but for Today's it shows that it is recognized Market Leader by least number of responses in spite the Toughest competitor of Cello in organized Sector as compared to any other players.

Interpretation: - *Cello is No 1 Position, followed by Parker & Reynolds respectively. But the gap between today's and cello is huge thus company need to identify the reason and try to remove the weakness in that and strive to be the best in the industry's other players are not in the same segment as Cello, but today's is serving almost all the same consumer and market segments that cello also does and also has huge varieties of Pen.*

Q12). Which Type Of Writing Do you Prefer ?

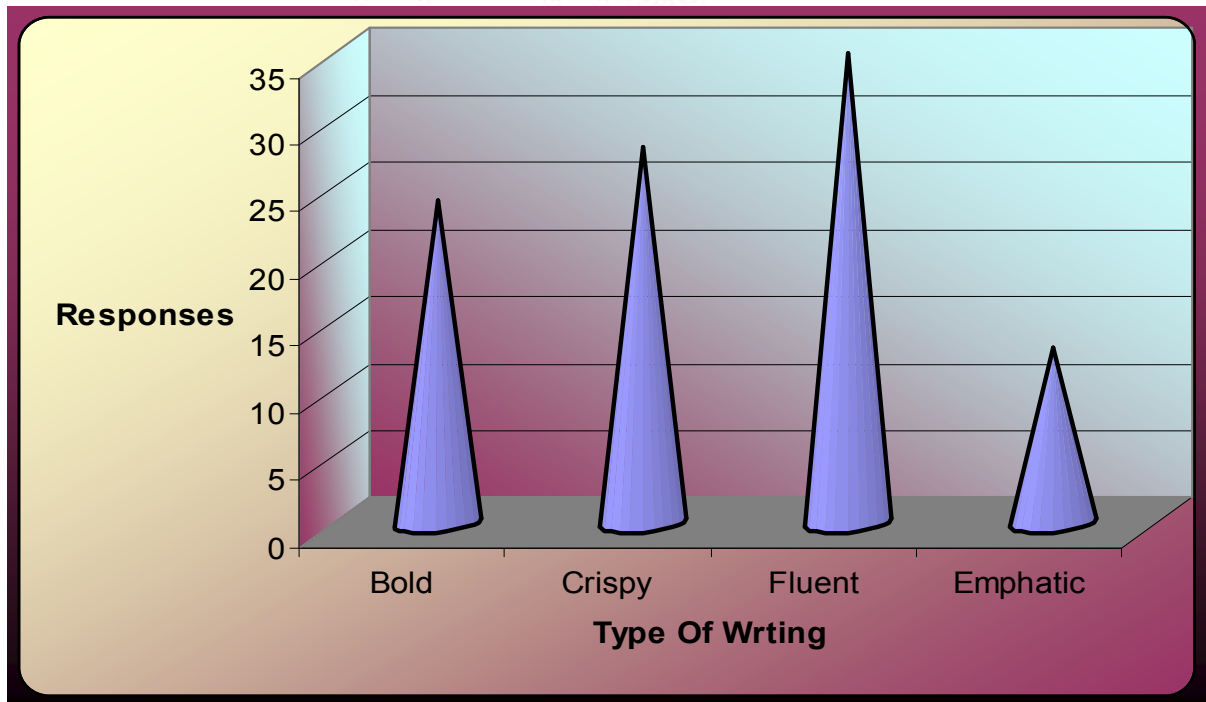
Ans12 → The purpose of this question is to get an idea regarding which type of writing different respondent are fond of .

Bold	Crispy	Fluent	Emphatic
24	28	35	13

CHART 12



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Findings: - From the above chart it could be analyzed that fluency in writing is desired and liked by majority of the respondents. Fluency and Crispiness' in writing accounts for more than 60% of responses liking it. Fluent and Crisp writing can be obtained by using Point ranging from **0.5** , **0.6** & **0.45** which majority of the consumers are using in the present market condition. Large chunk of consumers prefer bold handwriting but emphatic are least desired by the consumer.

Interpretation: - *As most of them like **Fluent & Crispy** writing the demand for the Pen in the Point size of **0.5, 0.45, & 0.6** would be highest and **0.8 & 1mm** pen would be less demanded. Thus companies should concentrate on producing pen in the same Nib Size.*

Q13).Rank The Following Types Of Pen Ranging From (1 to 4)?

Ans 13 Purpose → The purpose of this question is to know the consumer preference and ranking given by the respondent for the different types of Pen

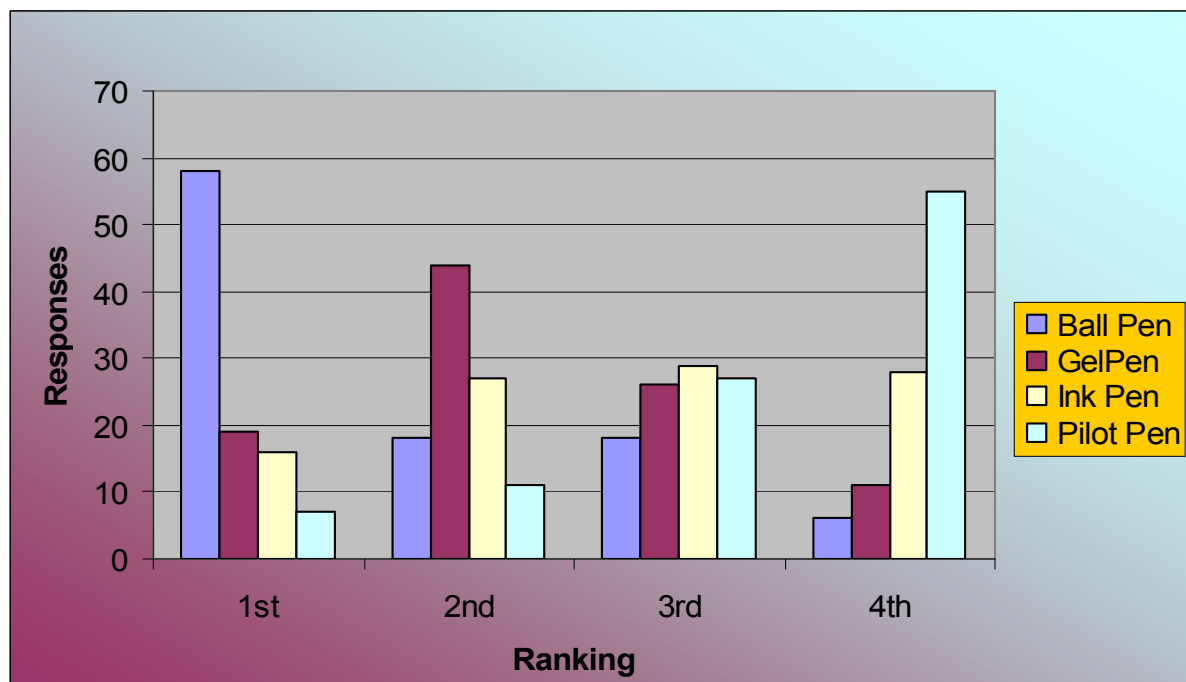
Types	1 st	2 nd	3 rd	4 th



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Ball Pen	58	18	18	6
GelPen	19	44	26	11
Ink Pen	16	27	29	28
Pilot Pen	7	11	27	55

CHART 13



Findings: - The response clearly shows that Ball Pen is the most use and No 1 type of pen in the market due to several reasons according to consumers. Out of the 100 responses Ball Pen is termed No 1 by almost 60 % of responses, where as after Ball Pen the most preferred and at No 2 Tanked is Gel Pen 44 % responses out of 100, At no 3rd rank is Ink Pen and ranked 4th by maximum number of responses is the Pilot Pen.

Interpretation:- Ball & Gel Pen are mostly used and ranked as top 2 among all the category of Pen thus companies should concentrate more on that two pen segments rather than Roller, Ink or Pilot Pens.

CONCLUSIONS



- ◆ Cello Brand enjoys market leadership position and it is also preferred by the majority of the consumer for writing among different brands of Pen available in the market.
- ◆ In different types of Pen, Ballpen is preferred by most of consumers and they have ranked Ball-Pen as No 1 among different Types of pen
- ◆ Blue Colour is preferred by the consumer among different Colours
- ◆ Majority of the Consumer prefer Ball Point of 0.5 & 0.6 mm and they like Crisp and Fluent hand writing as this point size gives the desired writing to consumers
- ◆ Most of the consumers Buying Decision is not only influenced by any specific single characteristics but it is influenced by either the combination of more than 1. Thus majority buying decision is influenced by Performance of Pen in Total. Of course in different consumer segments there are different characteristics impacting buying Decision. **Occupation Wise Classification**
 - **For Business Person:** The most influencing characteristic impacting buying decision is Price.
 - **For Service Person:** Price & Performance have impact influence on buying decision. It signifies that Service Person purchase pen not only considering price but along with it some different features such as Grip, LongLife, etc are also impacting the Decision. But still Price & Performance are dominating features for this Consumer Segments.



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- **For Students:** - In this consumer segment it cannot be predicted or analyzed that any 1 characteristic is impacting their decision. But student wants everything in the Pen Affordable Price, proper Grip, Long Life and even the performance of the pen. Thus student buying decision regarding pen is influenced equally by almost all variables
- ◆ In the Pen Market the consumers are not loyal to a particular Brand, majority of them do not stick or purchase the same brand. Repeat Purchase is very less. The major reason for this is Pen is Low Involvement Product, as well as low price but in huge product varieties and Price range. Consumers do not purchase the same brand mainly due to Influx of Newer and Newer Products in the Market by different players and in different Price range ultimately changing the consumer buying Decision
- ◆ In the Present market condition where Pen is available even in the Price Range of Rs 1 – 3, consumers do not go for refilling the Pen. They do not refill pen as they believe that New Pen Cost is Negligible as compared to purchasing a refill For Eg. Today's Wonder Gel Rs 5 and refill of the same is of Rs 4. Even the refilling does not give the same writing performance as of the original refill. So consumer refrains from refilling the Pen.
- ◆ Tv Advertisement is having a significant impact on majority of the Consumer, Influence of different Advertising Media is not differing by Profession. Thus almost all media is having the impact on buying decision of different consumer Segments.



RECOMMENDATION (SUGGESTION)

The Suggestions given are based on the consumer survey and its analysis and studying the Companies Own Marketing Mix at TWPL and as per my knowledge regarding the concerned subject.

- ✓ Cello Company is regarded as No 1 market leader due to its product varieties mainly in the Price range ranging from Rs 5 – 20 this is Low Price Segment where majority of consumers prefer to buy their pen. And in the Point Size of 0.5 & 0.6 cello has huge product range. At the same price range Today's have very less products which can satisfy consumer need and even in the Point Size it has more Pen in 0.6 & 0.8 mm and do not have large varieties in that Point Size which is impacting the sales in different consumer segments. So hereby I suggests that Company (Today's) should Come up with the product in Effective Price range Of Rs 5 – 20, with Point Size of 0.5 & 0.6, targeted to different consumer segments.
- ✓ Today's Company is spending huge sum of money on Advertisement, with Logo (Every Pen Speaks) but like other Companies it is not targeting specific segments. From the survey it is clear that different variable/features influence buying decision of consumer in different segments. Thus Company should not have a common Positioning for all Target Markets. The companies should try to focus on a **target group** by focusing on various characteristics that affect their buying decision. For
- ✓ **E.g.: Business Person** → Producing the Pen in the Price range of Rs 11 -20, that gives good writing performance and on the basis of that positioning the product in the same way emphasizing the two variables for Specifically



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Business Person. Other variables does not impact their decision as the above mentioned

- ✓ **Eg: Service Person :-** PRICE RANGE— Rs 11 -20

Characteristics to Emphasize – Price.

- ✓ **For Student:-** PRICE RANGE— Rs 1 -10

Characteristics to Emphasize – Complete Performance

Thus if the Company uses all the above mentioned features for specific target market and makes the product, fixes the Price and positioned properly and effectively than it can definitely outperform it competitors in Different Segments.

GENERAL SUGGESTION

- ✓ In this world of Competition there is competition not only from organized players but unorganized players also. Today's is also getting tough competition by unorganized players. I hereby suggest that Today's with its own R & D facilities can outperform this unorganized players by producing the Pen In the price range of Rs 1 -3 (i.e.) Use & Throw which are favorite among students now a Days. There is huge Opportunity for the Company to have such type of pens and even take First Move Advantage in this type of pen as still no organized player is producing Pen in Price Rs 1 – 3.
- ✓ Company is almost leader in Gel Pen Segment, due to its huge product varieties and price range, but in ball pen its is competitor due to many reasons. I hereby suggest the Company to Increase the Product Varieties substantially in Ball Pen Segment as it is about 82% of the total Market.

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ANNEXURE

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QUESTIONNAIRE FOR CONSUMER SURVEY ON CONSUMER BUYING BEHAVIOUR

Q1) Which Brand Of Ball Pen do prefer to write?

- | | | |
|------------|-------------|-------------|
| a) Today's | b) Parker's | c) Cello |
| d) Montax | e) Add Gels | f) Reynolds |

Others _____

Q2). Which type of Pen do you currently use?

- | | |
|-------------|--------------|
| a) Ball Pen | b) Gel Pen |
| c) Ink Pen | d) Pilot Pen |

Q3). Which Colour of Ball Pen do you normally use?

- | | |
|----------|--------------------|
| a) Blue | b) Red |
| c) Black | d) Multiple Colors |

Q4). Which Ball Pen Point do you normally use?

- | | |
|--------|---------|
| a) 0.5 | b) 0.45 |
| c) 0.6 | d) 0.8 |

Q5). Which Characteristics of Pen Influence your Buying Decision?



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- d) Montax
- e) Add Gels
- f) Reynolds
- g) Others _____

Q12). Which Type Of Writing Do you like?

- a) Bold
- b) Crispy
- c) Fluent
- d) Emphatic

Q12). Rate the Following types Of Pen Ranging From Rank (1- 4)?

- a) Ball Pen
- b) Gel Pen
- c) Ink Pen
- d) Pilot Pen

⇒ Please Tick

Age Group	12- 20 _____	21-25 _____	26-30 _____
	31- 40 _____	41& Above _____	
Occupation	Student _____	Business _____	
		Person _____	
	Service Person _____	Others _____	



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Income Group > 5000 _____.
5001 – 10000 _____.
10001 – 20000 _____.
20001 & abv _____

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- ⇒ Company's 13th Annual Report
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