Project Dissertation

Report on

A STUDY ON IMPROVEMENT MADE IN B2B MARKETING PROCESSES BY MOTHERSON SUMI SYSTEMS LIMITED

Submitted By
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2K20/DMBA/130

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CERTIFICATE

This is to certify that Steven Nitin Bara students of MBA (4rd Semester) have successfully completed a Major Research Project on "**A STUDY ON IMPROVEMENT MADE IN B2B MARKETING PROCESSES BY MOTHERSON SUMI SYSTEMS LIMITED"** under the guidance of Dr. Shikha N. Khera.

Dr. Shikha N. Khera

DECLARATION

I hereby declare that the Major Research Project work entitled "**A STUDY ON IMPROVEMENT MADE IN B2B MARKETING PROCESSES BY MOTHERSON SUMI SYSTEMS LIMITED**" to the DSM Delhi, is a record of original work done by me under the guidance of Dr. Shikha N Khera, and this project work is submitted in partial fulfillment of Master of Business Administration Examination.

I also declare that this project report has not been previously submitted to any other University.

Steven Nitin Bara

ACKNOWLEDGEMENT

I would like to present my gratitude to Professor Dr. Shikha N. Khera, my major research mentor, for their patient instruction, passionate support, and constructive criticisms of this study effort.

I would also like to appreciate Phd scholar Ms Priyanka Aggarwal for her guidance and help in keeping my development on track. My heartfelt gratitude also goes to the responders whos responses helped my research to reach a strong conclusion

I would also like to thank the Knowledge Resource Center of Delhi School of Management, Delhi Technological University for their assistance in providing me with the resources and data I required during my research.

EXECUTIVE SUMMARY

In this study I have tried to explain about the basics of Internet marketing, right from the history to the major elements of Internet marketing. I have also explained some of the opportunities, which have to be looked for while doing business on the web.

There is also some material, which highlights the differences between traditional marketing and Internet marketing.

The advantages and disadvantages of Internet marketing are also highlighted. The online models of advertising on the Net and the mutable laws, which are necessary for web marketing, have also been described.

Different tools of marketing on the Net have been talked about and explained in detail. There are also Strategies of the Internet, which have been studied, along with examples of different sites.

The payment methods, which are used while shopping on the Net, are also described.

Lastly, the Legal issues involved in Internet marketing have been discussed.

The study has been done and it argues and proves that the Internet is the best and convenient way for Marketing and buying things.

DELHI TECHNOLOGICAL UNIVERSITY

FORMAT GUIDELINES FOR SUMMER INTERNSHIP REPORT

i. Title page
ii. Certificate
iii. Declaration
iv. Acknowledgement
v. Executive summary (Abstract of the study in 1 to 2 pages)
vi. Table of contents (including page number)

1. Introduction (10-20 Pages)

   1.1 Background
   1.2 Problem Statement
   1.3 Objectives of the Study
   1.4 Scope of Study

2. Literature Review (05-10 Pages)

3. Research Methodology (05-10 Pages)

4. Analysis, Discussion and Recommendations

   · Introduction to the case
   · Data collection (sources and approach)
   · Data analysis
   · Findings and Recommendations
   · Limitations of the study

5. Conclusion (2 to 3 pages)

· References (or Bibliography)

· Annexure

Chapter-1

Introduction

Motherson Sumi Systems is a joint venture between Samvardhana Motherson Group and Sumitomo Wiring Systems of Japan, founded in 1986 and is a leading automotive and manufacturer of integrated passenger car components. It also provides plastic parts and modules in the automotive industry.

MSSL has offices and production facilities in 24 international and 11 Indian locations.

1.1 Problem Statement

This study explores the role of the Internet in the B2B marketing strategies of Multinational Corporations based in the USA and India. The outcome shows internet usage in the global B2B setting is often similar to their domestic use but the flexibility on its implementation helps or hinder in world wide operations varies in some ways in national and international markets. The research shows that MNCs in both countries use the internet in their global B2B operations primarily for business development purposes rather than for monetization. The results also show that in B2B operations worldwide, many MNCs see the internet as a tool to develop competitive intelligence, facilitate operations, and improve marketing procedure. It's also considered important for corporate long-term competition with large and medium and medium-sized MNCs.

In B2B commercial enterprises they focus on selling other businesses, and almost 3 times the size of B2C, as well as e-commerce. For example, the revenue of all B2C e-commerce types in 2001 was estimated at $ 65 billion (Dykema, 2000; Bakos, 2001), compared to the estimated $ 470 billion of all B2B e-commerce types per 2001 (Jupiter Media Metrix). , 2001). Experts predict that B2B purchases will grow to $ 9.4 trillion by the end of 2008, or about one-third of total corporate purchases at that time (Jupiter Media Metrix, 2001).

1.2 Overview of the company

Motherson Sumi Systems Limited (MSSL), a subsidiary of the Samvardhana Motherson Group, was formed in 1986 in partnership with the Samvardhana Motherson Group and Sumitomo Wiring Systems (Japan). Samvardhana Motherson Group, an international group headquartered in India, is a group with a wide range of automotive products, while Sumitomo Wiring Systems (SWS) is a global supplier and manufacturer of harnesses, parts and cables and is one of the largest manufacturers in India. Earth. MSSL is a focused, flexible and evolving company that provides customers with new products and additional value, services and solutions.

The current MSSL product range includes - harnesses, rear mirrors, molded plastic parts including interior and exterior car parts, bumpers, dashboards and repair doors, complete modules, automotive and industrial rubber parts, high precision metal parts, and molding tools. HVAC tools. The diversity of MSSL products combined with the depth within each product portfolio, helping the company gather leadership in its workplace.

SMG is a global solutions provider that provides creative and productive solutions to its customers, including product concept and product design, engineering, photography and production tools, production, production, integration and production of integrated modules.

The team provides integrated system solutions across specific products, with a combination of various technologies, products and services. SMG has a strong direct connection to each product stand as well as horizontal integration with synergies as well. This enables the Group to integrate solutions to meet the specific and diverse needs of its customers worldwide and to emerge as solutions providers for their full system.

The Group's business portfolio covers a wide range of automotive and a number of non-automotive industries. Product varieties includes:

- Tie ropes
- Vision systems
- Polymer modules and products include assemblies, bumpers, cockpit assemblies, door hinges, automotive lighting systems, multiple ventilation nifolds, shock absorbers supported for tool production and elastomer processing.
- Software and Technology
- Metal products including cutting tools, broaches, gear cutting tools, thin film adhesive and aluminum die casted parts. It also includes off-road construction cabinets and agricultural vehicles, ventilators, HVAC passenger car systems and commercial vehicles and air conditioner buses and bus roofs.
- Sales and services including air compressors, paint coating equipment and injection molding machines as well as automated production engineering services, waste recycling systems.
- Aerospace, defense and security
- Logistics

Motherson Sumi Systems Ltd

Motherson Sumi Systems Limited is one of the world's leading companies, producing special OEM automotive parts. With a large number of customers worldwide in almost every major car manufacturer in the world, the company is located in 36 countries on six continents. MSSL is currently the largest supplier of vehicles in India. The current MSSL product range includes - harnesses, rear mirrors, molded plastic parts including interior and exterior car parts, bumpers, dashboards and repair doors, complete modules, automotive and industrial rubber parts, high precision metal parts, and molding tools. HVAC tools.

In 1989, the company began manufacturing fiberglass parts and plastic parts as a back-up assembly. In 1991, a partner company, Motherson Pudenz Wickmann Ltd began producing fuses as a conservative compound. In 1993, the company introduced Motherson Sumi Electric Wires, cable division.

In October 1995, the company in partnership with Kromberg and Schubert AG Germany re-launched Kromberg Schubert Motherson Sumi Systems Pvt Ltd for the manufacture of cable harnesses, supplied by Mercedes Benz-Telco and BMW-Hero Motors for 650 years. cc motorcycles. In December 2005, they merged Britax Motherson Pvt Ltd in a technical and financial partnership with Britax International UK to form Auto Mirrors.

In 1997,a joint venture was established with Kyungshin Industrial Motherson Ltd to manufacture Hyundai cable. A joint venture of the company, BR Motherson Automotive Pvt Ltd has established a manufacturing plant for Blow Molded Auto Components and Door Panels. Also, Motherson Auto Components Engineering Ltd, Motherson Pudenz Fuses Ltd and Motherson Global Pte Ltd of Singapore became assistants during the year.

In 1998, MSSL entered into a technical agreement with WOCO and approved the production of a rubber component. In 1999, a representative office was established in Austria and the following year in Singapore.

In 2001,MSSL approved a silicon rubber molding facility at the first abroad manufacturing facility in Sharjah. Motherson Automotive Technologies & Engineering and Motherson Sumi Electric Wires merged with the company.

In 2002, the company established MSSL Ireland Pvt Ltd in Ireland. Also, they established the MSSL Mideast (FZE) in Sharjah (UAE). In 2003, they established a representative office in the UK.

In 2003-04 less than 100% companies were established, Motherson Electrical Wires Lanka Pvt Ltd in Sri Lanka to manufacture the ropes and MSSL Handles GmbH in Austria. Also, a company in partnership with Hag Kunststofftechnik GmbH has established a subsidiary, MSSL Hag Tooling's Ltd in the SAIF area, Sharjah. In March 2004, the company established a company of less than 100%, namely MSSL (S) Pvt. Ltd in Singapore. The activities related to the Singapore representative office are transferred to this company.

In March 2004, MSSL entered into a partnership agreement with WOCO Franz Josef Wolf Holding GmbH & WOCO Industrietechnik GmbH and established a company called WOCO Motherson Elastomer Ltd. from June 1, 2004.

In 2004-05, the company expanded its Noida resources with a new dedicated export unit. They have established a new unit in Chennai to meet the needs of Hyundai Motors and shipped to GM Holden, Australia. Also, the company established a representative office in Germany.

In 2005-06, Motherson Advanced Polymers Ltd and Balda Motherson Info Devices Ltd became less than 100% companies. In August 2005, the company acquired G&S Kunststofftechnik GmbH, Germany to consolidate their polymer business. In January 2006, Global Environment Management (FZC), a joint venture company, established a 100% subsidiary, Global Environment Management Australia Pty Ltd, in Australia.

During the year, Draexlmaier & Motherson Electrical Systems (I) Ltd, less than 100% affiliated with the company since April 1, 2005. Also, WOCO Motherson Elastomer Ltd and WOCO Motherson Advanced Rubber Technologies Ltd stopped operating. . . subsidiary companies.

In 2006-07, Motherson Advanced Polymers Ltd, a subsidiary of less than 100% of the company, was merged with on February 1, 2006. In August 2006, the company acquired the business and assets of ASL Systems Ltd 100% of them. . a subsidiary, MSSL GB Ltd merged, MSSL Australia Pty Ltd,In October 2006.

In November 2006, MSSL acquired a plastic injection molding company FP Formagrau s.r.o., in the Czech Republic. In February 2007, they merged two subsidiaries Motherson Elastomers Pty Ltd and Motherson Investments Pty Ltd through MSSL Australia Pvt. Ltd. The two subsidiaries acquired the business and assets of Empire Rubber in Australia at Huon Corporation Pvt. Ltd, which was involved in rubber mixing and the manufacture of extruded rubber parts..

In 2007-08, MSSL GmbH, a company owned by MSSL Mideast (FZE) entered into an agreement with Dremotec GmbH & Co KG and Sirius Invest AG and formed another company owned by Mama.

Wiring Harness Division

The car's sensory system, harness, carries waves and signals from one place to another in a car when connected to a power source. MSSL produces custom-made harnesses to the required standard. Suitability, efficiency, safety and reliability are guaranteed by the thousands of highly skilled pairs who work together to achieve their goals - Consumer Happiness.

MSSL, is known for its world-class products in cables, cables, cable systems, connectors, terminals and other cable components. It provides innovative solutions to its customers worldwide in passenger cars, trucks, buses, motorcycles, scooters, agricultural and farm machinery, building materials and other electrical equipment. Continued focus on high quality products and processes enables MSSL to provide the best possible communication to its respected customers.

The company assists its customers worldwide by establishing locations close to its customers in the regions and markets in which they operate. From these institutions, MSSL provides design, development, modeling, authentication services throughout development. Understanding the unique customer needs and delivering solutions that exactly meet these needs is a MSSL lifestyle.

The philosophy of being close to its customer, MSSL has created a network of high quality green production facilities to serve customers worldwide. A dedicated collection of diverse groups and professional resources enables the MSSL to establish new institutions in a relatively short period of time.

Manufacturing Facilities

- Production of many units, many locations
- Highly skilled human resources
- Specialized processes such as weaving, over-molding, heat-resistant welding, ultrasonic welding, online printing etc.
- Training programs to build the skill sets required for standard and specialized production processes
- Merge lines are delivered
- 100% end of line test
- IT-based online process management
- Special equipment and tool design built with a high degree of error verification

Design & Engineering

Product Design

With the changing demands of our customers, the complexity and size of the harnesses is growing exponentially. As the advent of new process technologies, the method of hand-to-hand interaction between harness design and production has shifted from a simple process to a multi-step process to ensure process design.

Prepared with a large collection of highly trained and experienced design engineers, MSSL provides design services and support to its customers using the latest architectural-focused software. Model development and support is provided to many institutions around the world.

Support Levels

- Tie a track with a building lesson
- Part Selection
- Measuring ratings
- Wiring Harness Design
- Partial Design
- Attribute and Feature-Based Design (ABR / FBR)
- Value Analysis and Digital Engineering
- Site Engineering Support
- Design Change Management

Process Engineering

The capability of the production process to manage the anticipated variety of raw materials, working conditions, equipment, environmental conditions and personality traits is key to the durability of any process.

MSSL has in-house capabilities in the design and development of cable production processes. This allows them to have robust, stable, efficient, simple, easy and flawless processes to ensure the required quality standards and reduced lead times.

Process Capabilities

- In the house Process design, development and validation
- Design and production of equipment for special purpose
- Design and production of Crimp parameter
- Designer and production of the applicant
- Design and production of circuit test boards, assembly boards and management equipment
- Design of equipment for sewing machines, testing & sewing machines

Each product is mixed with the sale price and the amount and percentage of the contribution from each product of MSSL.

Table 1.1: Finished Products					
Product Name	**Units**	**Installed Capacity**	**Production Quantity**	**Sales Quantity**	**Sales Value (Rs Cr.)**
Auto Electricals	N.A.	0.00	0.00	0.00	7064.5000
Traded Goods	N.A.	0.00	0.00	0.00	455.1000
Sale of services	N.A.	0.00	0.00	0.00	92.2000
Scrap	N.A.	0.00	0.00	0.00	28.8000
Export Incentives	N.A.	0.00	0.00	0.00	15.7000
Other Operating Revenue	N.A.	0.00	0.00	0.00	9.6000
Job Work	N.A.	0.00	0.00	0.00	1.4000

MSSL subsidiary SMRPBV will acquire 100% stake in two companies of the Reydel Automotive Group.

Motherson Sumi Systems Limited reacted positively to news of Reydel acquisition and the stock was up by more than 3% today after gaining over 4% yesterday.

Automotive component manufacturer Motherson Sumi Systems Limited (MSSL), is set to acquire two companies of the Reydel Automotive Group (Reydel) for $201mn.

The acquisition will be done by MSSL subsidiary Samvardhana Motherson Automotive Systems Group BV (SMRPBV), which will acquire 100% stake in both entities. The acquisition is expected to be completed in the next 4-6 months and will be MSSL's 21st acquisition.

Headquartered in Baarn, Netherlands, Reydel is an independent company of Cerberus Capital Management, LP (Cerberus) which manufactures internal parts and modules

for international car customers.Its product portfolio consists of metal panels, door panels, console modules, decorative components, and cockpit modules.

Reydel has 20 production facilities located in 16 countries and 5,650 employees (as of January 2018). Its top clients include PSA, Renault, RSM, Ssangyong / Mahindra and Mahindra, Volkswagen, and General Motors.

Vision & Mission

VISION: Motherson Sumi Systems Ltd. (MSSL), they believe in controlling their fate. They set goals and believe in extinction in order to succeed in them. Therefore, the leading positions in the Indian market however, the MSSL is now looking at new challenges. Almost every program that is undertaken during this period is intended to promote this desire. At domestic and abroad, MSSL looks to not only integrate its diverse leadership through innovation, high-tech products but also regular opportunities for organic and inorganic growth, in ropes and integrated products. Being a leader in the automobile sector is a priority. If the company goes on to grow at the present rate, MSSL will reach US $ 5 billion in less than 5 years. Continued focus on cost and efficiency is still a trademark of a company. Adding to all of this is that the construction of radicalization in India presents new opportunities, as does the growth of road infrastructure and the finishing of the Golden Quadrilateral and the Northwest Tunnel. So the future is optimistic about the promises of a positive growth cycle. MSSL has three automotive production facilities and one production unit with tubes and flaps in four locations located in West and South India. MSSL's ambition was to gain a wider distribution of sales and regional offices, as well as stock points in areas that permit for higher customer research and more efficient supply chain management. MSSL vendors or business partners are also selected with great care. MRF products are sold through a combination of stores from specialty stores to multi-brand stores with branded brands. The continuous development of vendor information is in the interest of the MSSL and therefore their training is done by the company. With dedicated platform production,

technical and commercial capabilities, we feel we are in the best position to meet specific customer demands.

MISSION: The goal of the MSSL is its predictable future ambitions that it seeks to gain in its long term.

- Enhance global presence through Acquisition / JV / Strategic Partnerships.
- Deliver Enhanced Value to all stakeholders
- Motivated and Committed team for excellence in performance.
- Most profitable Wiring Company in India
- No.1 Wire Harness Brand in India
- Be a Customer Obsessed Company
- Customer First 24x7
- The mission of MSSL includes

Samvardhana Motherson Group

Motherson is customer driven MNC

Location-Uttarakhand

Name-Nitish Gupta

Corporate mentor Name – HimanshuVarshney (marketing Manager)

The person who taught me everything about Mssl- Parvendar

Project title –A study on business to business selling process and its challenges

Customers and their locations – Tata motors(TM) and Ashok Leyland (AL)

1) TM PantnagarUttarakhand
2) TM Jamshedpur
3) TM Pune
4) AL Pantnagar
5) AL Hosur
6) AL Alwar
7) AL chennai

Competitor- Minda and Yazaki

Buying situations -

1) Straight rebuy
2) Modified rebuy
3) New task

Software used by mssl- Oracle, ebiz

In new task buying- (New Development of wire harness)

- STAGES

1) The customer gave a drawing of a wire harness to the marketing department in C.D.
2) Then the marketing team gives that drawing to the R & D department.
3) R&D department draws the drawing which can be understood by mssl other departments
4) Product development- Other departments start working upon manufacturing of wire harnesses.
5) Production Planning

In starting Tata motors takes 1,5,25 samples then mass production
In starting Ashok Leyland takes 5 samples then mass production takes place.

SOB- share of business (100%)
50%- Mothersonsumi systems limited
Remaining 50% is done by Yazaki and Minda

Questionnaire design-Try and get information regarding their feedback-unfilled requirements and suggestions.

Fig. 1.1 Awards and Recognition

Table 1.3: Market Share

Name	Market Share (%)
Motherson Sumi Systems Ltd.	62
Denso India Ltd.	7
Design Auto System Ltd.	5
Hella India Lighting Ltd.	4
India Nippon Electricals Ltd.	11
Minda Industries Ltd.	2
PAE Ltd.	5
Others	4

Fig 1.2: Market Share

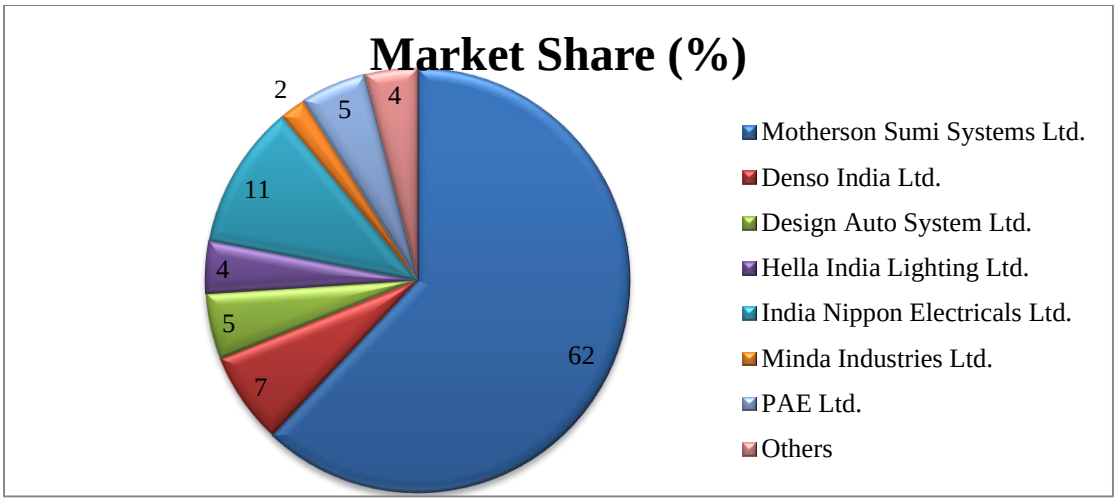


Fig. 1.3 Organization chart of MSSL

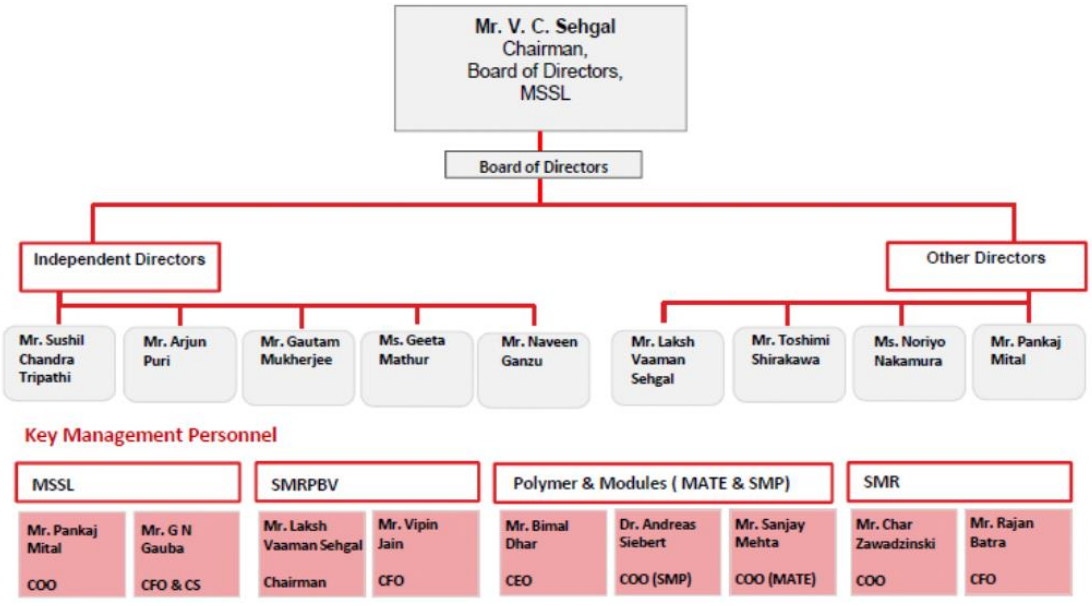
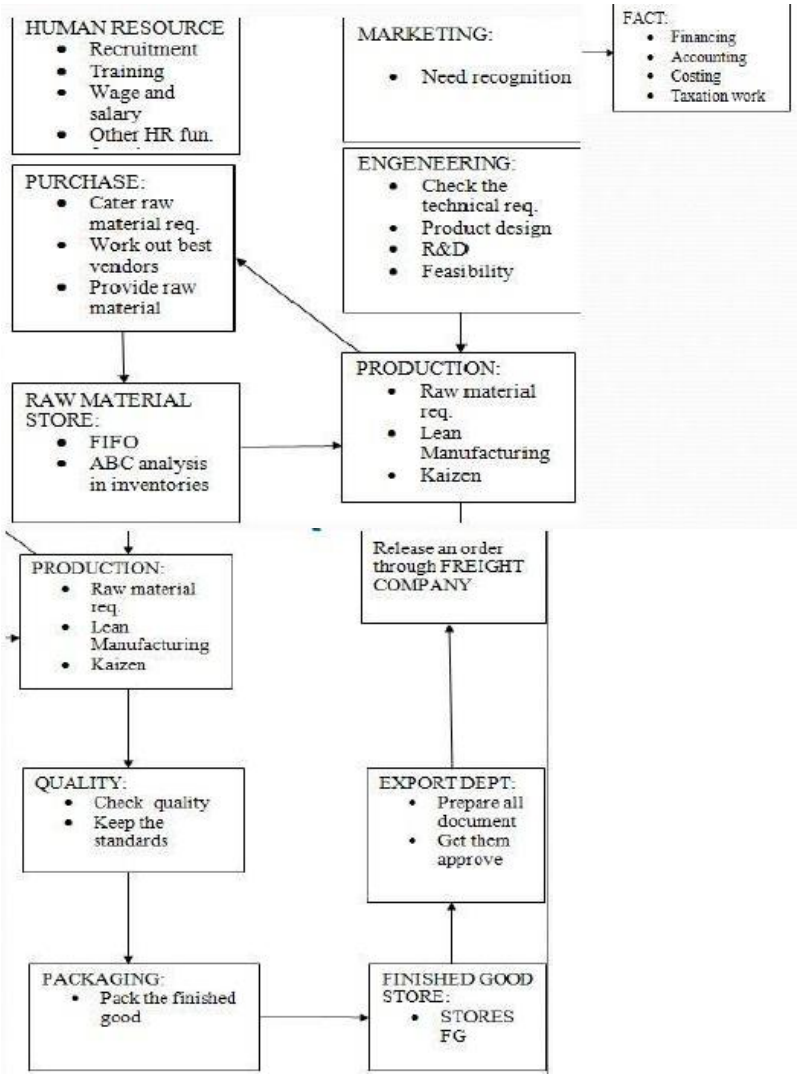


Fig. 1.4 Functions of Various Departments



1.3 Objectives and scope

- To study the B2B selling process and its challenges at Motherson Sumi System Ltd.
- To know why marketing through internet has become essential for any business today
- To find out the benefits of internet services to the marketers and to the potential buyers at Motherson Sumi System Ltd.
- To study the sales promotional activities of Motherson Sumi System Ltd.
- To study the post liberalization status of the automotive industry in India and the existing marketing strategies used by car manufacturers.
- Exploring and proposing marketing strategies regarding the current situation of car manufacturers and dealers.

- Understanding as to how internet can be used as a media of sales promotion and a channel of distribution of goods

1.4 SCOPE OF THE STUDY

The scope of the research extends to the customers behavior towards online retail and face-to-face selling at Motherson Sumi System Ltd. auto parts manufacturing industry.

CHAPTER-2
LITERATURE REVIEW

2.1 Introduction

It is discussed in the chapter before that the growth of e-commerce, especially within the B2B environment. It was also noticed that e-commerce trading has a major impact on this growth, and that the implication of B2B market areas has strategic implications for different market players (i.e., buyers, suppliers, and consultants). As shown previously, the power of e-commerce B2B is new and emerging, leading to a growing need for e-commerce operators to understand the field of B2B market areas. Based on this, as well as the lack of study within the field, we have created a problem statement for this study such as: "B2B market market exploration."

Authentication from electronic books on the market shows that all complicated matters related have not been properly studied. An extensive use of research, especially books on business strategies and business models.

This chapter introduces and examines the problem area of a summary of previous research. Based on this framework we built a problem statement and apt research questions for this study. The draft document was also used to improve the reference framework.

Research on a comprehensive assessment of B2B market areas (e.g., Bruun et al., 2002; Bakos, 1998; Bloch & Catfolis, 2001; Kaplan & Sawhney, 1999 and 2000) shows that there are a number of problems and concepts important in understanding the object of B2B e-marketplace (i.e., e-marketplace features, roles and benefits; value building; business models and business strategies; challenges; significant achievements and failures features). Therefore, these issues will be an important factor in this book review.

In addition to this introduction, the section provides an overview of the research; includes a variety of definitions associated with the e-market, an introduction to the different ways to differentiate these, the introduction of their role, and a discussion of how consumers and suppliers benefit from using B2B markets. Next, the section discusses the potential prices of B2B market areas, aiming at market ineffectiveness, and how these can be minimized through the use of B2B markets. Since value proposition and value creation can be explained by business models, and because of the important relationship between business model ideas and business strategies, this section explores problems connected to these two perspectives, as well as the divisions and relationships between them. This section also discusses the issue of business models connected to e-commerce. Aside from the fact that e-B2B markets create an undoubted number of consumers, suppliers, and distributors, setting up and using e-commerce is associated with major challenges, focused on the sector. To better understand why B2B in a few market functions is successfully managed and prepared

for these challenges, while others fail, section 2.6 analyzes the key factors that influence profit and loss. In Section 2.7, the e-commerce areas in which they operate, as well as emerging styles, are introduced. This section provides a brief summary of the chapter.

Overall, the process by which raw materials are converted into finished products delivered from suppliers to customers (known as forward logistics) focuses on a number of supply chain management studies (Daugherty et al., 1996). However, in recent years, the postponement of end-of-life (EoL) products from end users to retailers, manufacturers, and retailers, recycling and recycling suppliers, has gained much attention and emphasis (Chan & Chan, 2008; Li & Olorunniwo , 2008, Rogers & Tibben-Lembke, 2001; and Srivastava, 2008). Keeping with environmental rules becomes the most important observation for paying close attention to property defenses.

The economic benefits of recycling contribute to the development of commodity development in developed countries such as the USA on the one hand, the rising costs that force firms to reconsider this issue with a long-term strategic perspective on the other. Therefore, loss of assets has become a strategic problem for many companies such as the e-commerce industry. Major manufacturers in many industries in the developed world have exploited the economic downturn in a variety of ways. The practice can be defined using transaction cost economics (TCE) theory (Maltz, 1993; Skjøtt-Larsen, 2000) and business-based theory (RBV) theory (Halldorsson et al., 2007; and Rungtusanatham et al., 2003). .

2.2 Reverse Logistics Management:

Overall In contrast, exports to developing countries like China, notwithstanding having a worldwide manufacturing base, appear to be at the forefront of many industrialization. Apart from extensive domestic research and the general consensus that reversing building planning can help maintain sustainable development and generate additional profits (Yuan, 2006) only a few manufacturers in the Chinese electronics industry have used decentralization while others remain uninterested. It is therefore important to research whether the present corporate ideas based on deferred applications, such as TCE and RBV that effectively describe business processes in developed countries, apply to developing countries. In addition, external factors affecting the execution of progress in developing countries will also be required to be assessed and differentiate with those recognized in developed countries.

Knemeyer et al. (2002) a proposed conceptual model for transport system implants that retransmansize and / or repair end-to-end computers are considered useless by their owners who evaluate both internal and external factors that directly respond to future demand. The study was conducted by Carter and Ellram (1998). This conceptual model shows that the outer space has four stages namely input, control, exit and competition. Internal environment includes strategic features (strategic costs, overall quality, customer service, environmental concerns, etc.) and operational aspects (cost-benefit analysis, transportation, inventory, asset management, packaging and renovation and retrenchment). Findings from this study show that companies are willing to use recycled or recycled products but are not willing to recieve these products for their natural advantages only.

Sharma et al. (2006) agreed that the effect of the bullwhip is an old one defined by Forrester et al (1961) and a new term defined by Lee et al. (1997). Researchers have reported that information distortion and so-called bullwhip effects have been discussed by many researchers (Disney & Towill, 2003; Jose & Barajas, 2005; and Towill & Mccullen, 1999) using a model analysis and control theory including. Sharma et al. (2006) strongly recommends the implementation of a centralized information sharing strategy regardless of any asset demand in the supply chain to reduce the impact of bullwhip.

Brito et al. (2004) summarized a total of more than sixty case studies and divided these collective literature into five broad categories namely retrofit network structure, retrieval network relationships, asset management, planning and management of rescue operations and IT retrieval. In the context of transport network relationships, researchers list many of the tools found in books such as refund options, rebate options, payments, refunds, trading, rental or lease contracts, delivery systems, timely and clear information, power. , environmental responsibility, social responsibility and acquisition value. In their view, they claim that almost all case studies have described tools to promote the recovery of assets other than Farrow and Johnson (2000).

Researchers felt that the invention was twofold; first what should happen with the findings and secondly how recycling is influenced by recycling. With the return of service, the repair series is considered a closed loop usually with multiple echelons, where time is of the essence. They also found that one or more planning and control issues were the most reported in the world. Their awareness reveals that through process, cost and payroll data, IT applications are required at all stages of the product life cycle.

Tonanont (2009) learned to retreat as part of the Closed Loop Supply Chain (CLSC). The researcher added that the CLSC is made up of five key components namely suppliers, production facility, distribution center / warehouse, retailers / customers and return center. Singh et al. (2011) believe in two types of retrofit systems namely open-loop reverse logistics systems and closed loop reverse logistics systems. In the case of open-loop reverse logistics systems, the commodities produced do not return to original manufacturers or suppliers. The commodities are taken over by the foreign transport company for the purpose of reducing waste, reselling etc. When the supply chain is closed, the products are returned to the original manufacturers or suppliers, by any means, for repair, repair. or reuse. Reuse of glass bottles falls under this classification

.

2.3 Issues related with Reverse Logistics Management

As mentioned earlier, there are a few things connected to chains that are offered across the industrial sector; either production or service. In addition to these industry issues, there are certain program-related issues that are considered to be critical to the success of the program. Assets related to asset management include activities that should be a part of you, drivers, facilitators, bars, external resources (realistic compared with others), connections and asset management. The researcher has evaluated relevant study on specific procrastination issues such as procrastination activities, operational drivers and barriers that hinder desirable outcomes.

Li and Olorunniwo (2008) attempted to investigate procrastination processes to identify structural deficiencies that could be considered normal. They also try to identify key factors that a company can use to gain competition. Brito and Dekker (2002) examined the basics of retrospective analysis by analyzing four key points; why, what, how and who. Why are items returned, what is returned, how are the deferred items working and who is doing the restoration work?

Breen (2006) prioritized certain promoters who influence successful rehabilitation behavior in B2B and B2C relationships. The developers comprises contracts, penalties, compensation, installment programs, trust, favor, legal obligations, business obligations and long-term aspects of the alliance. Many of the suggestions are offered

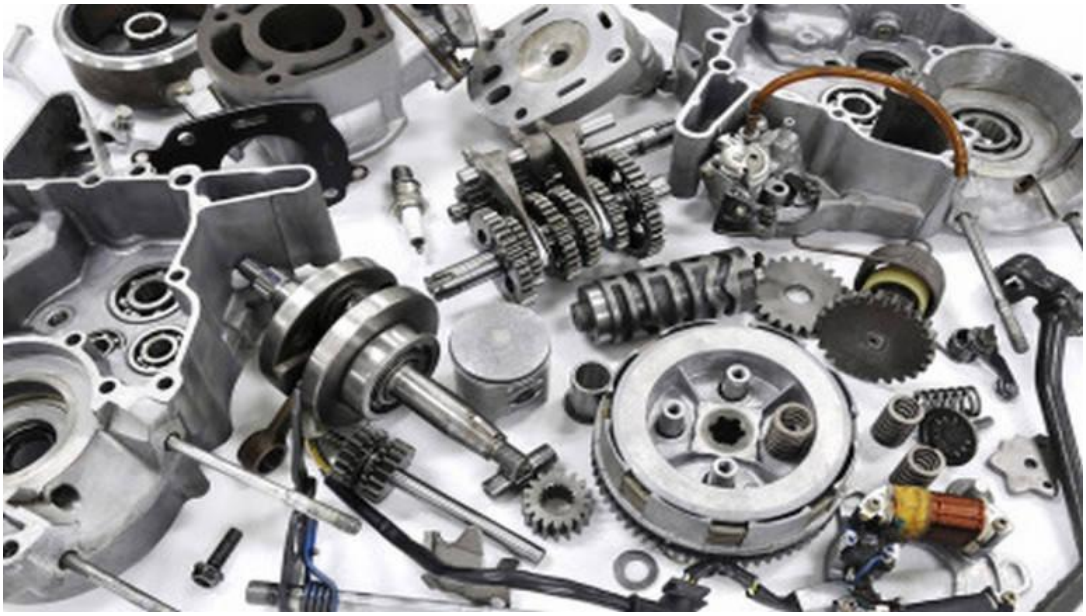
to researchers so that employees can manage their profits more successfully. Fleischmann et al. (2003) suggested that greater potential could arise if companies used information to control their profits. Information technology advancement, including logging data, detection of radio frequency, and remote sensors provide more important ways to track this route.

Dowlatshahi (2000) focuses on strategic and operational factors that affect the implementation of procrastination. These strategic features include strategic costs, overall quality, customer service, environmental concerns and legal concerns while operational features include cost analysis, transit, inventory, asset management, reproduction, recycling and packaging. Factors affecting the postponed supply chain include law, customer demand, strategic / profit costs, environmental concerns, volume and quality, motivation, service, integration and communication (Rahman & Subramanian, 2011).

Redesigned rates, recycling costs, total production costs, increased sales capacity of new products, environmental act and guidelines, consumer recognition of the environment, constraints and stakeholders, postponed asset management information system, social responsibility, competitive marketing, competition. recycling management system and recycling service are factors to consider when using a recycling system (Chiou et al., 2012).

Guo (2009) distinguished distorted business plans from disposing of asset plans and acquisition plans. The reason for the internal business refusal to deliver goods and the reason for the chain of refusal to deliver goods are the two main reasons for refusing to supply the goods of the business. Recycling materials can be divided into four categories namely direct recycling, refining, recycling and recycling. It restores the functions of the holding companies which include the return flow, recycling, re-marketing, recycling, and land replenishment. Many recycled products are processed to be returned to the shelf outside or in a small kit, repackaged, processed, or recycled while others will be sold in secondary markets, discarded for harvesting, recycling, or spoiled (Li & Olorunniwo, 2007).

2.4 Drivers for Reverse Logistics Management



Brito and Dekker (2002) have developed a general derecognition policy in which they assert that there may be different reasons why items are returned or returned in different product categories such as customer refund, supplier refund or manufacturer refund. Customer refunds may include B2C commercial refunds, warranty refunds, service refunds (repairs, spare parts), consumer refund and expiry refund. Delivery refunds may include commodity recall, B2B commercial refunds (e.g. non-sale products, improper / damaged delivery), stock repairs and performance refunds (distributors / carriers / packaging). Production returns include raw material residues, quality control returns and residual manufacturing products.

There are different reasons for products' return. These include repair / Service Codes (factory repair, service /maintenance, agent order error, customer order error, entry error, shipping error, incomplete shipment, wrong quantity, duplicate shipment, duplicate customer order, not ordered and missing part), damaged /defective (damaged, dead on arrival, defective), contractual agreements (stock excess, stock adjustment, obsolete) and other (freight claim and miscellaneous) (Zuluaga, 2006).

2.5 Literature review

The emergence of e-market e-commerce sites for B2B in many industries is said to have opened up "real internet marketing opportunities" (Dai & Kauffman, 2002a, p. 41). Commodities such as industrial metals, chemicals, energy supply, food, construction, and automotive, "e-marketing areas have become new business centers for purchasing,

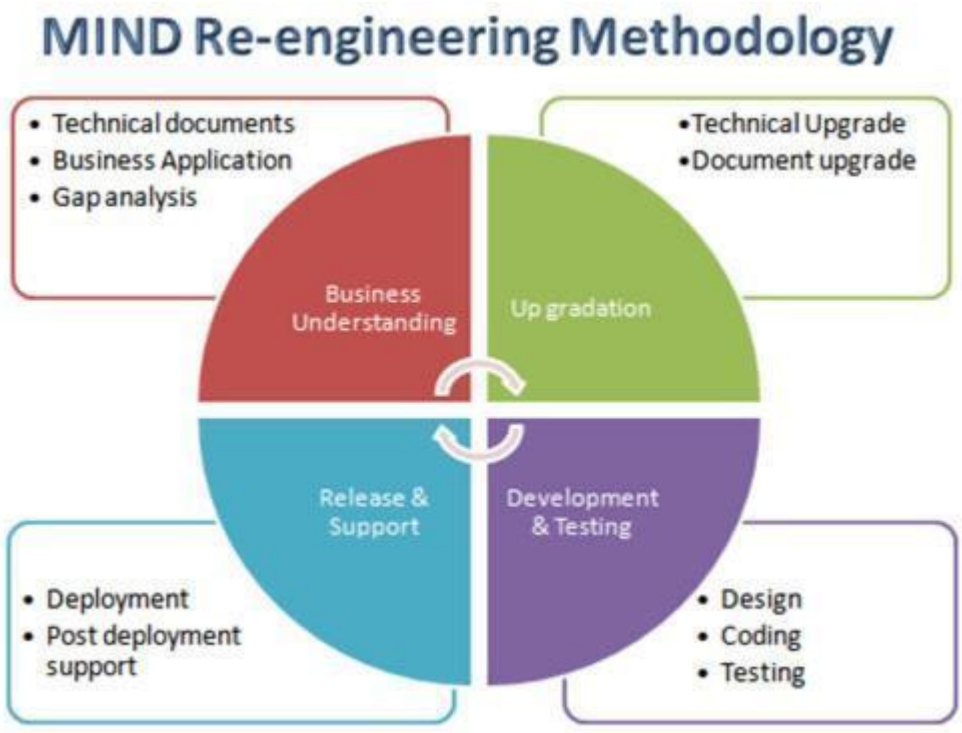
selling, and supporting customers, products, and services" (Raisch, 2001, p. 1). In the year 2000, the number of e-B2B marketplaces increased, and in the spring of 2001, Forrester Research estimated that there were 2,500 B2B marketplaces worldwide (Turban & King, 2003). According to Stockdale and Standing (2002), it is not possible to accurately assess the number of online marketplaces on the Internet. However, a network of advertising agencies, especially in Europe, e-commerce Services, provides a list of platforms that market the platform for more and more interaction. Although this index includes data around 1000 B2B market areas in 2003, it presently includes data of 800 B2B market areas (eMarket Services, 2006). The expansion of the electronics market reached its peak in 2001. A period of consolidation (Stockdale & Standing, 2002) began and it is commonly believed that e-market markets will eventually dominate the B2B e-commerce space (Grieger, 2003). Researchers have predicted that B2B e-market transactions will account for more than 50 percent of all B2B transactions by 2004 (Knight, 2000; Turban & King, 2003).

Content includes everything connected to the sale of non-productive goods and services, such as workplaces equipment, industrial equipment, electrical components, backup parts, and computers. There are resources that can be used in catalogs. While the focal point is on non-productive goods and services, the company also engages in production strategies and materials. This is because consumers are asking for such services, but there are also horizontal e-marketplace styles that move to strategic goods and services so that companies can give a complete service. Explaining the practice, the defendant explained: "We knew right away that we would go there. But, we wanted to stick with, and be very focused on, indirect goods, because this is already very difficult, even if it does not look like that and it looks like it. However, we knew that the service levels and requirements of the strategic asset were much higher than we needed to provide you with the indirect goods. So we waited for three to four years, but we knew that one day we would go there. When we saw our first customers asking for it… the way we followed the practice, but we did not push it. "

3.6 INDUSTRY AND MARKET DATA

The knowledge contained in the Establishment Manual on market conditions, growth rates and other industry data relating to MSSL businesses contains approximations based on data reports collated by government agencies, professional and analytical organizations, data from other various sources and market information The company operates. Except where otherwise stated, the statistical information contained in this Code of Conduct for the various domains in which our Company operates is copied in commercial, industrial and government documents and websites. We guarantee that such information and data are reproduced precisely, and that knowing our Company and accessing information published by third parties, nothing is left of the information produced or deceptive. In this context, please note that we rely on automotive and economic industry reports, namely the International Monetary Fund, World Economic Outlook, April 2016; LMC vehicles; CRISIL Website - Economy, Automotive & Automotive Sector, Automotive Sector; and Monthly Economic Reports, Department of Finance. This information is subject to change and cannot be guaranteed with absolute accuracy due to limitations of the raw datas availability and reliability and various other limitations and uncertainties contained in any statistical survey. In most cases, no external information is accessible (either from commercial or industrial organizations, government agencies or other organizations) to ensure market-related analysis and approximation, so the Company relies on advanced internal approximates. Company or Chief Accounting Officers have independently verified this data, and our Company or Chief Executive Officers do not make representations concerning the precision of that data. Although our Company believes that its internal approximates are reasonable, such estimates have not been verified by any independent sources, and neither Company nor the Booklet Managers can guarantee probable shareholders with their precision. The level of market and industry data used in this meaningful positioning manual rely on the student's ease and comprehension of the methods worn to compile data.

Re Engineering & Migration



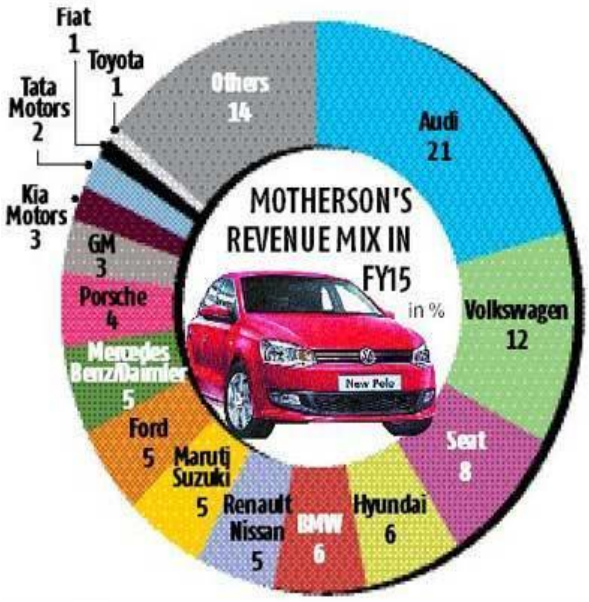
With the rapid pace of change in the industry over the past decade, MIND offers specialized solutions for moving applications from asset systems to the latest platforms using well-defined steps involving understanding the business that defines the current situation, gap analysis shows the next level.

Although 44 percent of Motherson Sumi earns from the Volkswagen team, memory is not a threat to the company, he explains. Audi made 21 percent, Volkswagen 12 and Spanish brand Seat made 8 percent of Motherson's revenue.

Sehgal said Volkswagen pays a fine and replaces its parts for free, which will have a negative impact on parts providers.

He went on to say that Motherson's subjection to the US is restricted, with Europe being the largest component market manufacturers. As a result, Volkswagen's decision to suspend the sale of diesel cars in the US will rest with the manufacturer.

Analysts believe the impact of the rebate could be up to 3 percent of Motherson's income. JM Financial says in its statement: “The models impacted by this incident account for less than three percent of Motherson Sumi’s consolidated top line



(assuming 60 percent of its US exposure comes from Volkswagen group and half of that comes from other Volkswagen brands).”He said that Volkswagen is not the biggest automotive company in the US and that North America accounts for only 1-1.5% of sales.

The Motherson Sumi stock is down about 15 percent since Friday, but analysts say the impact on the company will be limited as the company is able to use Audi higher than Volkswagen and its subjection to the US is minimal.

Sehgal also said that in the event of a memorandum, the legitimate instruments manufacturers (OEM) and dealers are insured. He said: "In many cases, OEMs and retailers are covered by insurance under product liability."

Although the demand for diesel engines has diminished after the upgrade, Sehgal said it would not affect Motherson Sumi. Contrary to rumors of crop closures, Sehgal said: “No orders canceled. The choice of buying diesel, CNG (compressed natural gas) or gasoline engines is a customer decision. There is nothing wrong with OEM choosing to stop buying diesel engines and buy more fuel. ”

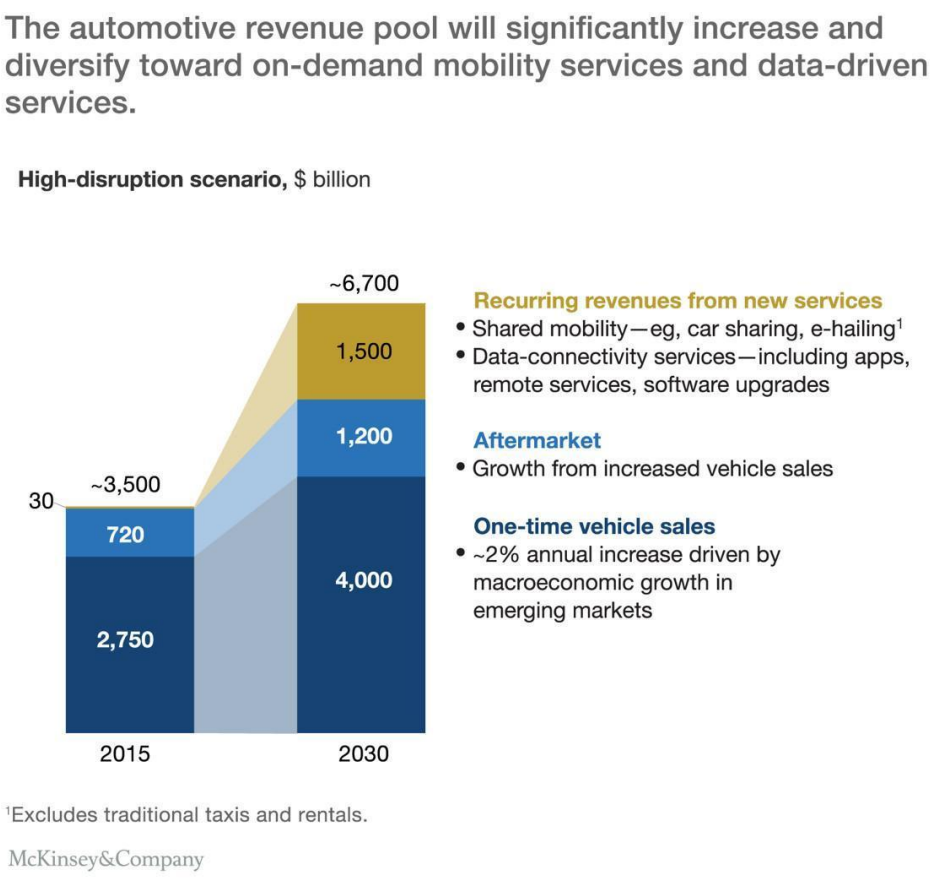
Interviewing Business Standard, Ms. Sumi's CFO G N Gauba said: “We are not in North America. We do not have major resources in the US. We make mirrors in the US and put on a business CV (commercial car). Importantly, remembering is not a safety factor; therefore, a change in customer attitudes is less likely to occur. ”

Despite the assurance given to management, Motherson Sumi shares fell 8 percent. Analysts believe that while the short-term effect on the company may not be significant, the Volkswagen event will be closely observed to gain a long-term effect on class developers. Motherson Sumi, on the other hand, creates a vision system in which no geography or company can calculate more than 15 percent of its revenue.

The Automotive Parts and Accessories Market Situation

"The automotive industry is a wide range of companies and organizations involved in the design, development, manufacturing, marketing, and selling of motor vehicles, some of them are called automakers. It is one of the world's most important economic sectors by revenue" (Pinkse, Bohnsack & Kolk, 2014).

Overall, material opposition in the automotive industry market was generally strong. For many years, metal was a prominent feature, especially in the 1920's. However, what kind of cars are likely to rule in the 21st century? Builders' decisions about the use of materials in the automobile industry are often complex and are determined by many factors. The growing demand for fuel economy is based on concerns about global warming, and the use of electricity had a profound effect on the option of building materials. The automobile industry now and in the past has been intense and tense, which is why competitiveness has intensified.



Another study states that the US government has enacted legislation to improve fuel economy and ensure the safety of insiders by issuing a permit to reduce emissions.

The automotive industry is making significant strides in improving the overall performance of engines in order to develop the most recent, more powerful, "lightweight, and more fully engineered or electric engine systems." The power of electric engines or electric engines that companies can acquire under-owned companies simply because of environmental awareness. Electric cars are a new concept in the automotive industry; they have more batteries than a standard gasoline engine, making it a better technology and investment preferred by the consumer (Nian, Peng & Zhang, 2014).

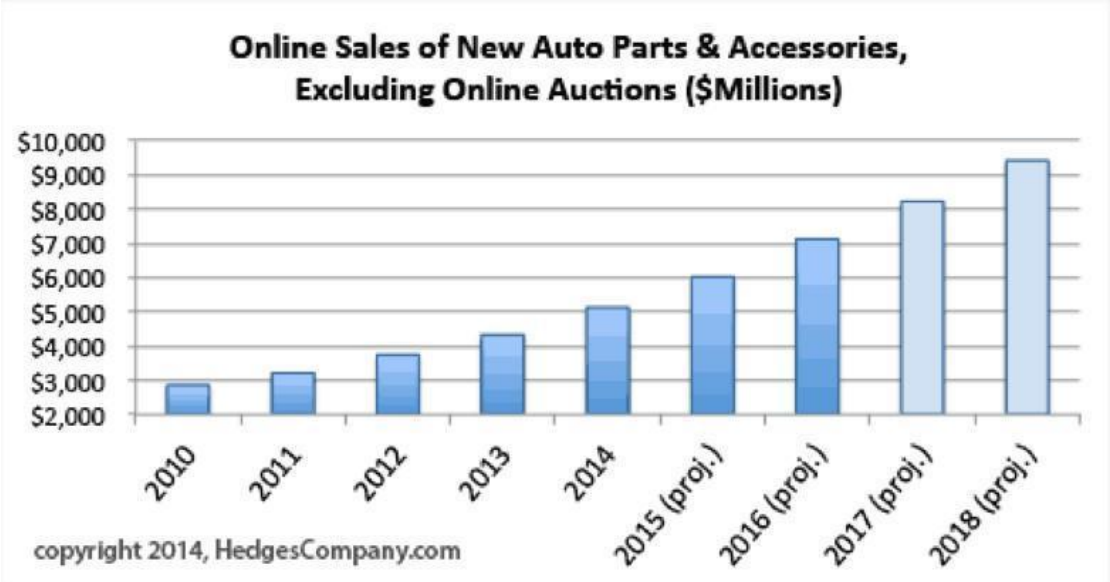
The automotive industry manufactures and manufactures car parts and other non-engine parts, engine parts, batteries, tires, bodies and chassis. Automotive integration is not included as part of the industry. Manufacturers often supply and manufacture accessories and parts for original equipment manufacturers (OEM) for use in manufacturing suitable, whole or portable vehicles, or flexible parts for OEM suppliers.

Few of the continuous products manufactured are electronic components, suspension and steering, system brakes, exhaust systems, HVAC components, body wheels and other components, radiators, filters, transmitters and more. Some of the requirements in the automobile industry are automobile and electronics, steering and suspension, car brake system, transmission rail and steering train, motor component, seating and interior segment trim, and metal pulling of car parts. These are some of the products that are produced worldwide and the services provided by the automotive industry, as well as some of the services they perform. With regard to the anticipated interest and costs of the partnership, the writers of various studies have challenged the concept of “calculative trust,” which is their experiment. The writer also claims that confidence comes from overseeing the production and production of car parts and other items; however, this is currently lacking. Also, the management structure and corporate divisions in the industry have been in crisis; this was suggested by a study conducted by Japanese and American car companies on the principles and laws of their organization. For example, in Japan suppliers in this field were more confident in their customers and were more responsible for consumer obligations than in other countries. They had customer relationships depending on the manufacturers and suppliers of

technical assistance for a very long time. This has happened to Japanese manufacturers in addition to US manufacturers and suppliers, thus the reliable conduct of the Japanese automotive industry makes it very successful compared to other countries in terms of distribution and satisfaction of a large number of customers. Many efforts have been made by U.S. companies. imitating and imitating the Japanese automotive industry, their business processes, and their relationships with customers and suppliers. Therefore, according to present trends, the Japanese automobile industry and its suppliers have more reliable customers than U.S. companies. as they enjoy a high level of loyalty to their customers.

Current Sales of Automotive Parts through Online Businesses

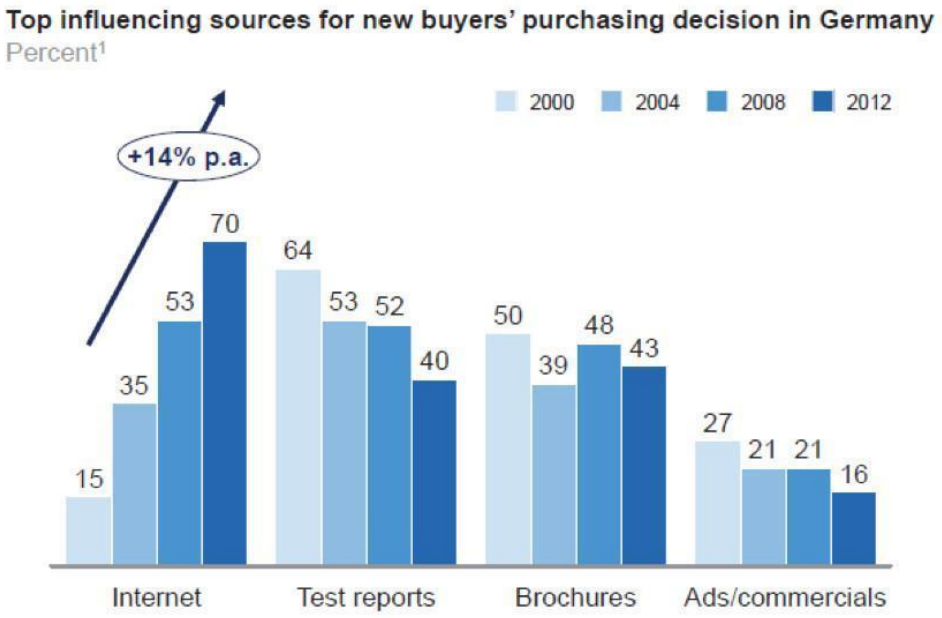
The auto parts and accessories industry has made huge profits as well as the number of online sales through B2C sales. By 2020, the automotive industry alone in North America and Europe is expected to generate about $ 20 billion. It's predicted that Western market increased transaction volume. Markets of the automotive industry are emerging around the world and will show a tremendous amount of development, progress and growth with the purchase of online components. For example, some local Internet retailers selling car parts and other items such as “U.S. Auto Parts Network (U.S.) and Oscaro (France) are entering the market from afar, slowly creating an ideal environment. ”



Moreover, the contribution of companies like Amazon has battered the sales of such retailers. Although Amazon is in no way a proper and conventional automotive online

retailer company, it has nonetheless played its part. Car manufacturing and selling companies like BMW have already started online retailing across a number of digital marketplaces such as TMall and eBay, and some other online shops as well. The major point of this discussion is to convey the point of the contribution that the major online shops make. They do assist in increasing and boosting the sales and profits of auto parts and accessories.

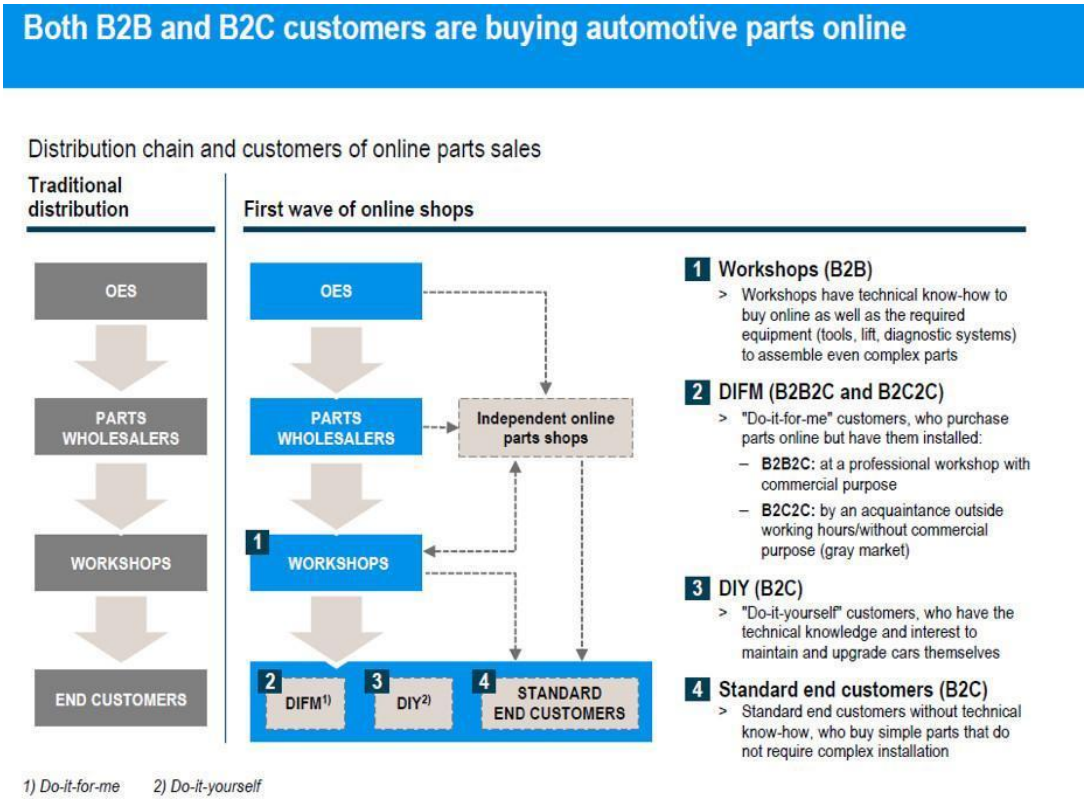
Other mediums of selling auto parts include the click-n-post model, click-n-fit, click-n-collect, or a mobile van that will visit your home to deliver the product. Online businesses have always proven to be the most convenient form of purchasing, and this is why it has raised the game of auto part selling as well. It has not only boosted the sale of auto parts and accessories, but also driven the industry to a higher level. As per the different statistics provided by researchers, it has been found that online businesses have attracted new buyers to buy auto parts and accessories in the major countries of Europe, such as Germany. Within Europe, sales of the automotive industry have increased by 14 percent from 2000 to 2012.



The impact of brochures, survey reports, advertisements and markets has not been much greater influence of the internet and online marketing. Its also been reported that even amateur Internet users, as well as offline players, are striving to purchase car parts and equipment through online stores.

Success will need a rigorous niche and focus on developing the customer base, and a perfect alignment like “Customer-Product-Channel Fit” is a must-execute approach. New businesses have also used online retailing seriously when it comes to selling their auto parts, and hence their business models will be based on a high service cooperation network and modulating the service offers as per the terms of online retailing.

The Current Sales of Automotive Parts through B2B & B2B2C

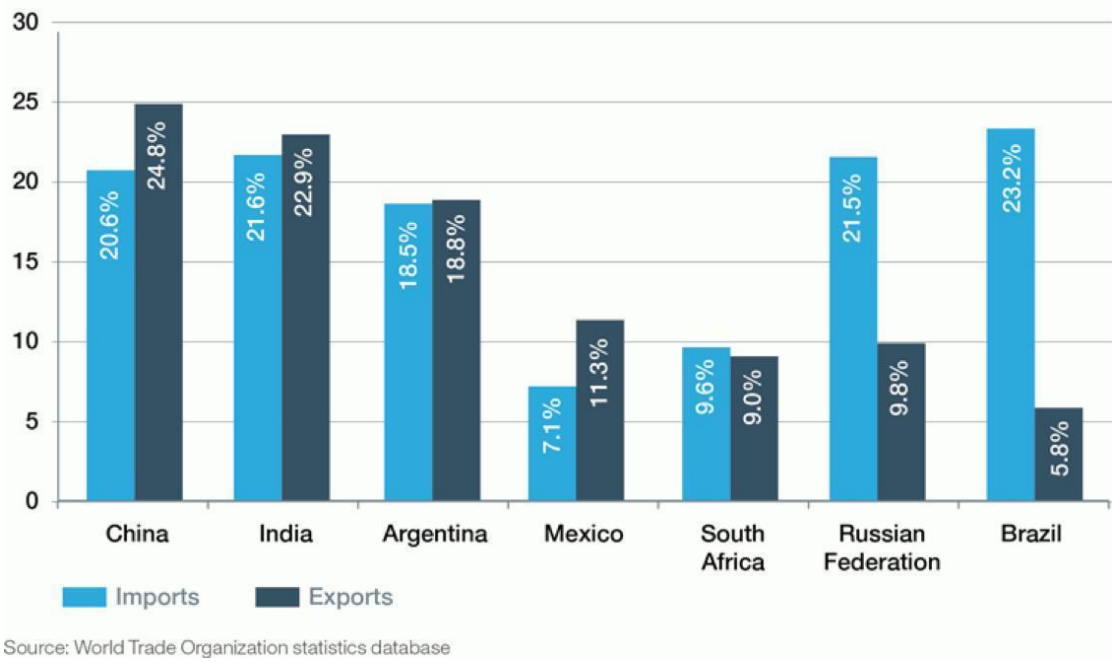


B2B and B2B2C are another alternative that has had a significant impact and contributed to increasing sales and profits of the automotive industry, its components and services in particular. It's alleged that the Internet based store in China is Bosch Automotive Products (Suzhou) Co. Ltd. has launched its e-commerce website, TMall, and its successful .It generated estimated sales of $9 million USD in just its first year of existence, and moreover, after watching its success many other car companies have started following its example and ended up creating and setting up shops on TMall.com with the major objective of increasing sales, helping users to receive the product by

direct selling, and expanding their businesses. Very few developing countries follow this pattern, but Western countries find it relatively encouraging in comparison. The reason why developing countries do not find a way to become a better marketplace is because of their poor marketing, which did not consider it an example to follow. However, companies over the value chain found it to be a flexible way to revitalize their distribution system, especially with digital channels. And it should not make the seller think that Western countries want to remain untouched. Several companies are already going direct to their customers, and hence Goodyear can be taken as one of the examples that gains maximum profits by selling through direct mediums (Bergek, Berggren & KITE Research Group 2014).

Goodyear has set up a portal where their end users can buy the automotive parts and accessories directly with fulfillment from a dealer. This is an interesting and user-friendly approach to raise sales through an online distribution system. However, it may be an interesting sight when OEMs and suppliers react, and learn how to navigate the "the tricky waters of channel conflict in established markets," as stated by a research journal (Townsend & Calantone, 2014).

The Current Sale of Automotive Parts and Accessories through Other Channels



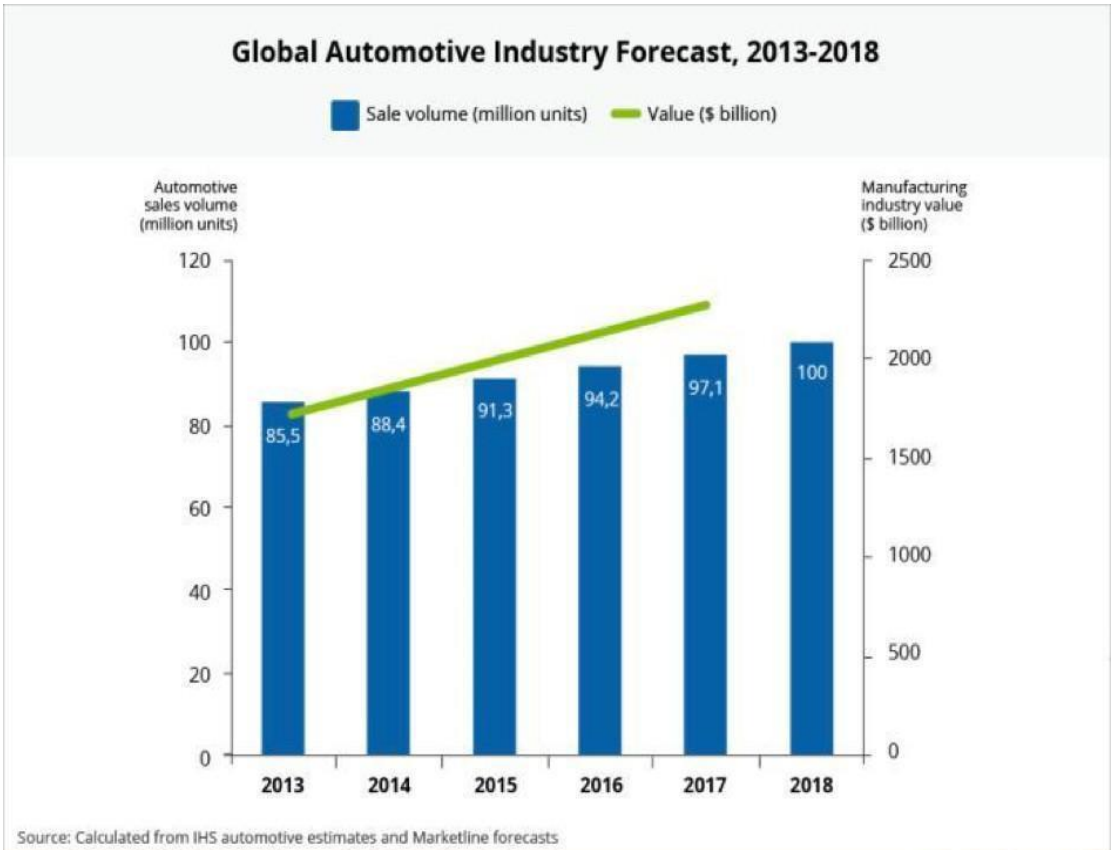
Source: World Trade Organization statistics database

One of the most popular ways to sell car parts is to import and export. Foreign buyers are said to be looking forward to making this method more efficient and effective by

increasing the number of new, sustainable and lightweight products. Adoption by this business is very important, and this is the only way the industry can make the best sales and profit. Therefore, the center has a strong impact on the automotive industry. Innovation in automotive parts will serve as an important driver for progress, growth and the introduction of new technologies (Schöggl, Baumgartner & Hofer, 2017).

Due to the import-export medium, the production and consumption of newly launched cars is growing in the European Union. In addition, opportunities are highly abundant especially in Central and Eastern Europe, also in the aftermarket. Due to this factor, an increase of 1.8 percent has been seen in 2015, and the demand for newly launched cars has also increased. Another explanation is that import-export is a large-serving method in the growth rate of the automotive industry, as evident by the fast progress in emerging countries like China, India and Brazil. This medium has opened up a new market for the automotive industry, especially for exporters based in developed as well as developing countries.

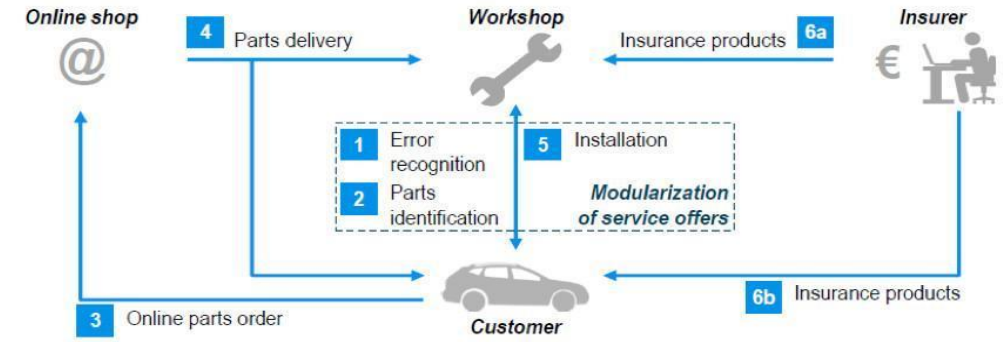
How the Automotive Industry transformed the New Trends in Marketing



Other trends that could change the auto industry at the global level incorporate the dawn of a new station. As mentioned, "Customer-Product-Channel Fit" to increase sales and profit margin by new marketing strategy in the automotive sector. Also, the conditions for online shopping have increased the number of customers and will continue to do so (Paul, Darkow & Kotzab, 2017).

The acquisition of building materials, the use of new materials, and the pursuit of more efficient engines will only exacerbate the controversy over the European automobile industry against the world. There are three major opportunities that require to be considered by the European automobile industry: the introduction of new technologies, sustainable production components, and finally, the provision of environmentally friendly materials.

"Automotive service scenario 2025": Unbundling of product and services



Breaking up the "EASY³ logic":

> In the case of complex error recognition and parts identification, end customers are buying only these modules from the workshop (1 2)

> After the customers have ordered the required part online (3 4), they have it installed in the workshop (5)

> Insurers offer special products to the workshop and to the end customers, for example to insure against having the wrong parts installed, parts failures or breakdown in general (6a 6b)

These 3 market trends can launch the automotive industry to another tier. Social market drivers, social planning and constant change will generate several opportunities for a target market. In the U.S. automotive industry and in Europe, the populus will continue to rise and that is why the number of motorists will continue to grow. Therefore, some of the issues that drivers are currently facing, if resolved, can actually be a solid and ongoing marketing strategy to create more sales. For example, according to IBM's big data and analytics hub, it is said that cars need to assemble, cool, repair, read, and drive themselves. Basically, a car should run automatically, in the view of the current generation (Christensen, 2013).

Also, improvement and modification in such technologies could bring a positive change in the sales of the automotive industry (Wiengarten, Humphreys, McKittrick and Fynes, 2013).

Immigrants are a huge contribution in enhancing the population; thus, introducing features that are region-specific could actually help the countries to increase their profits, and even the value of their brand image.

Another marketing trend such as changing the attitude of people towards car dealerships and ownership suggests that manufacturers need to find new strategies to sell motor vehicles. The attitude of people towards owning cars is changing with time. Hence, reasons like aspirations, new pressure, environmental concerns, demand for differentiation, and urbanization are doing the job. To illustrate, for modern consumers a motor vehicle or car serves more as a means of transport than a prized possession.

Consumers now look for mobility rather than simply owning a car, and therefore the customers will look for something environmentally friendly, ethical in manufacturing, and sustainable, that can actually function in the long term. Basically, consumers now look for stronger and automated cars, which is a good change for aftermarket sales. Therefore, this is a major marketing trend that needs to be considered while building a future for the automotive industry and its sales.

A major challenge facing the European car industry is that new cars are less likely to be bought by the consumers. This will result in shorter product life cycles, as well as a wider range and customization (such as different colors, functionality and shape).

Another important factor to consider is the increase in engine efficiency. Therefore, an increase in efficient engine and environmental considerations will motivate the new age customer to purchase a car. Therefore, it is crucial for the automobile industry to aim on promoting electro-mobility that serves as the best way to dodge emissions, because electricity is a clean substitute to fuel. Environmental concerns such as creating a favorable technological climate should also be presented, and with this view electricity works better (Nord & Cortes, 2013).

Moreover, increasing engine efficiency, especially electric engines, is an important strategy that could increase the market of the automotive industry.

The Future of the Automotive Industry on a Global Level

It is predicted that the automotive industry will adopt fresh plans in its production system to increase sales, as well as the contribution to the national economy. The automotive industry is expected to start producing products that meet customer safety and comfort requirements. It will work especially well in the niche sections required by different segments. In addition, it is said that components that provide increased comfort and stability are more likely to have a greater impact on sales and profits than conventional components.

It is important for the automobile industry to do market research or improve contact with companies to get the best market information. The variant depending on the shape, color, functionality, and special products with cost-effectiveness will grow at a tremendous rate. Improving the automotive components and services especially in the

lowest and smallest vehicles will generate other benefits for the industry, especially the European stadium (Calabrese, 2016).

To increase sales over the next 10 years, the auto industry must discover sophisticated technology in domain such as “electric movement, traffic congestion, and independent operation in confined spaces, direct injection, good preparation, and air power and low power. trains. ” In addition, the R&D departments of the industry should introduce new inventions that can improve motor comprehension skills (Andre, Kim, Lamp, Lux, Maglia, Paschos & Stiaszny, 2015).

In addition, the market can be further expanded with construction technologies, components and components that are more fuel saving. Performing exclusively on engine-related components such as internal combustion engines and PHEV vehicles can be considered an old European marketing strategy. By entering into strategic partnerships, the market power of Europe could be expanded. The European automobile industry has always been very strong and should therefore be considered for such ideas. Another important strategy to build relationships with American and Chinese companies is the European industry that will help them gain information and knowledge about potential suppliers and possibly expand European companies internationally. This also enables it to make additional investments to control the quality of the manufacturing sector.

ISO TS / 16949 and ISO 9001 are generally required, and should therefore be used as intended. European markets should view these ISOs as the driving force behind their industry. That is why cooperation with companies is highly recommended, especially internationally.

The new materials such as industrial-grade metals, aluminum and carbon fiber in technology can support the industry and create more in terms of production of new consumer cars. Therefore, the balance of these factors is a necessary strategy for approaching sales growth and profitability. U.S.-based car companies should partner with European companies, as it is a large market that will provide great support to them (Al-Oqla & Sapuan, 2014).

Chapter- 3
RESEARCH METHODOLOGY

Research design

Research design defines the purpose of research, how it is conducted, how to compute development and what makes it successful in terms of determined research objectives. This is a descriptive study as it will define uncertainty about online advertising. It can give us a clear picture of the efficiency and dependability of online advertising compared to conventional advertising.

Chapter- 4
ANALYSIS, DISCUSSION AND RECOMMENDATION

4.1 Sources of data collection

The data needed to understand is collected from various sources. To proceed with research the online survey was conducted. And those responses are gathered in a spreadsheet and analysis is done.The method for data collection for our study has two types: primary and secondary data. .

Primary data: Questionnaire, Personal Interview, Interview with Marketing Specialist, Basic Data was collected in consultation with those online users who use this method for the purpose of online selling and purchase of the commodity.

Secondary data: The second data is taken from the sources below the second data Online reports related to advertising Books, Magazines, Journals, Articles, Reports in the field of online and online marketing.

4.2 Data analysis - tools/techniques

Simple mathematical tools such as tables, pie charts and bar diagrams were used to analyze the collected data in discussions and questionnaires.

4.3 Sampling design

Sample Size: 40-Employee and 10 manufacturing distributor dealers at Motherson Sumi System Limited were interviewed in the selected auto parts manufacturing automotive industry they were

interviewed about their preferences and behaviour on online shopping.

Sampling method: Random sampling was done to collect the samples for this study.

Survey area: **NCR Delhi**

4.4 Limitations of the study

The use of an untrue sample in the study was a major limitation because there was no way to confirm that the sample taken displayed the number of people using the Internet. A non-probability sample does not have the accuracy and precision that can be provided for a probability sample. Although these samples provided a better understanding of online consumers, it is possible that the respondent purchased online but is not a regular Internet user. It seems that some of the respondents were biased towards some of the questions. One of the major limitations encountered in conducting research was a matter of time.

- Research cannot be precise due to lack of time constraints.
- Reading scope is limited in terms of no. of the respondent.
- Lack of integrity of the respondent in responding to a list of questions in a few cases and may reduce the accuracy of the research to some extent.
- Despite the impartial view and efforts that there may be technological differences it will not be excluded.
- Mathematical analysis by various automated tools may have mathematical errors.

CHAPTER -4

DATA ANALYSIS AND FINDINGS

1. Companies generally approach automobile parts.

Tyre company	**No. of responses %**
MSSL	**40**
India Nippon Electrical Ltd.	**20**
Denso India Ltd.	**05**
PAE Ltd.	**15**
Others	**20**

Table 4.1: Preference of Wire Harness Company

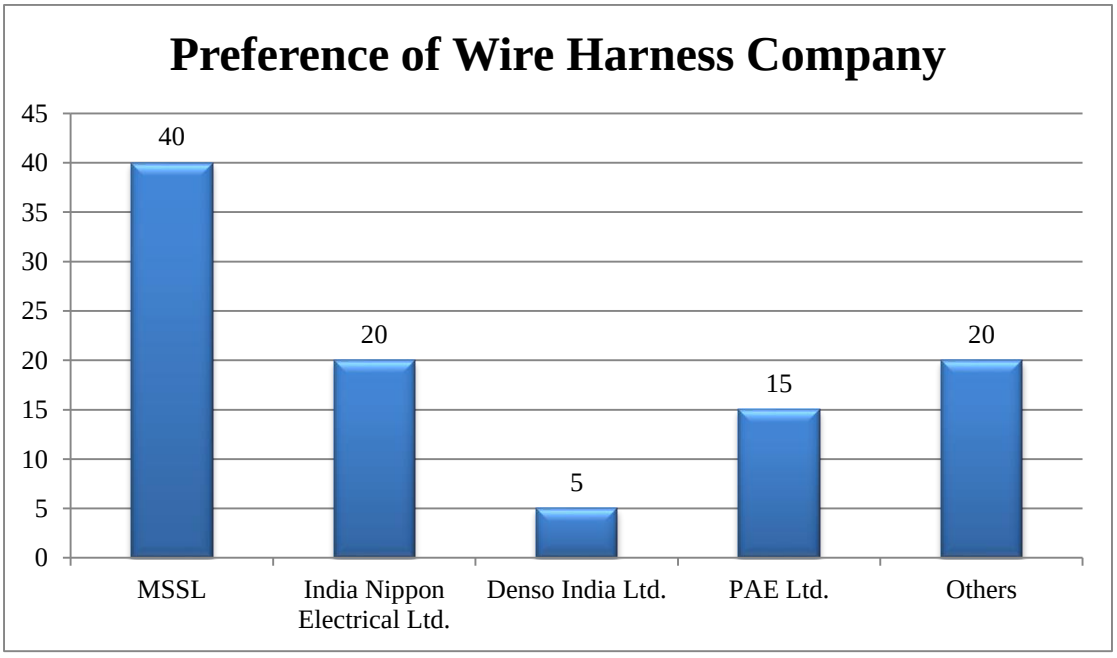


Fig. 4.1: Preference of Wire Harness Company

Interpretation

- MSSL to have the majority of the market share.

2. How many years have you been using MSSL Products e-commerce?

Particulars	**No. of responses %**
Less than one year	**32**
One year but<five year	**36**
More than five year	**15**
Do not know/ cannot say	**17**

Table 4.2: Years using MSSL Products

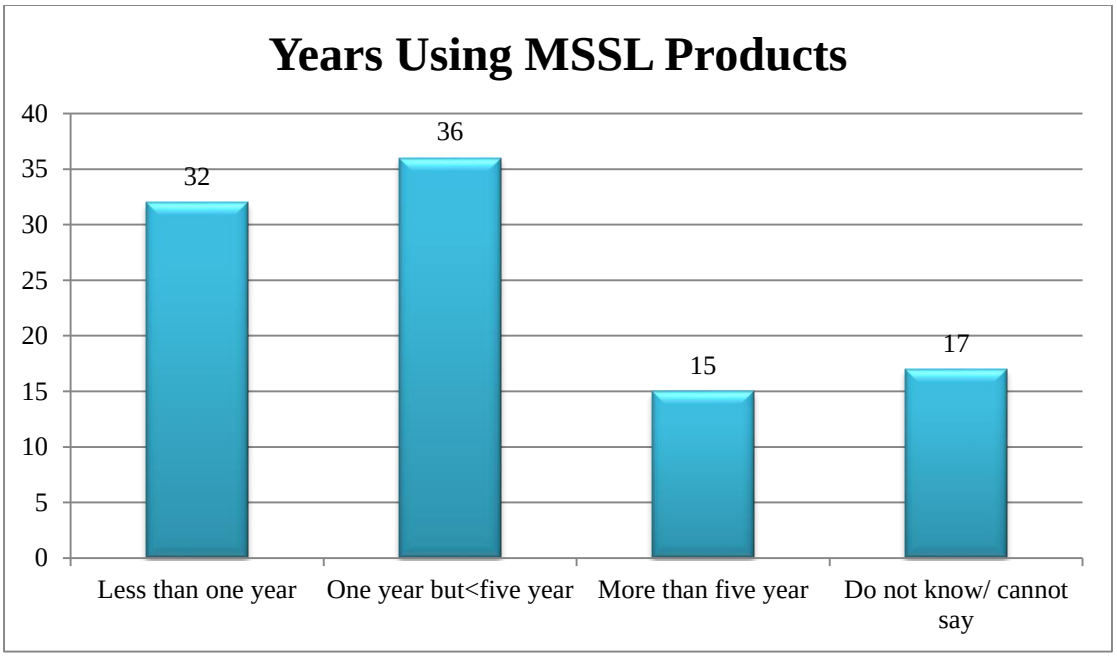


Fig. 4.2: Years using MSSL Products

Interpretation

- MSSL has previously gained customer loyalty. Other customers also joined in the recent year.

- In terms of respondent user profile, it can be said that 36% spend years using the MSSL Products e-commerce center for more than a year but less than 5 years, followed by 32%. of respondents who have not used the application for less than a year and 15% of respondents have used the facility for more than 5 years.

3. Frequency of buying MSSL Products

Time period	**No. of responses %**
Under 1 month	**20**
1-6 Months	**50**
More than 6 months	**25**
Can’t say	**5**

Table 4.3: Frequency of buying MSSL Products

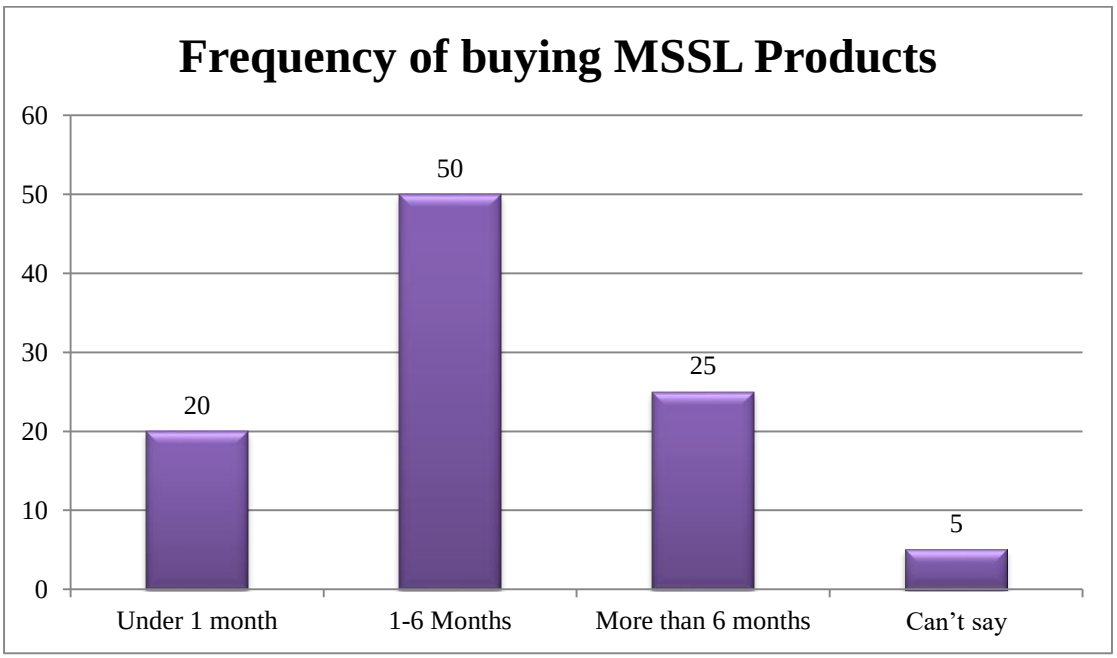


Fig. 4.3: Frequency of buying MSSL Products

Interpretation

- Since the MSSL products are industrial in nature hence the re-buying period of the commodities is generally 1-6 months or more than 6 months due to purchases being done in bulk.

4. What according to you has the largest market share, from the various types of e-commerce?

Particulars	**No. of responses %**
B2B Commerce	**22**
B2C Commerce	**35**
B2G Commerce	**20**
Others	**23**

Table 4.4: B2B Commerce

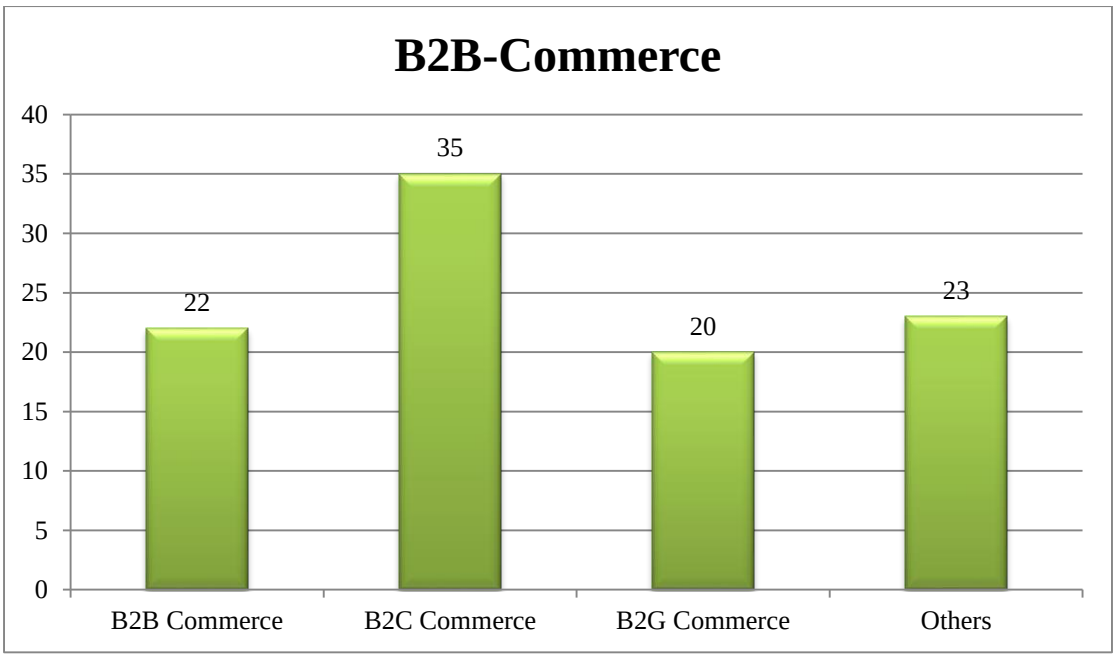


Fig. 4.4: B2B Commerce

Interpretation

- MSSL products are industry in terms of the numerous forms of e-commerce and their use and operation in India, respondents are of the view that B2C Commerce is more important and clear in e-business discussion than B2B Commerce, B2G Commerce and various others. e-commerce forms.

5. **According to you,is e-commerce helpful to the consumer in the e-business domain?**

Particulars	No. of responses %
Broadens consumer choice	30
Encourages price transparency	26
Fastens business process	35
Do not know/ Cannot say	09

Table 4.5: Consumer in the e-business domain

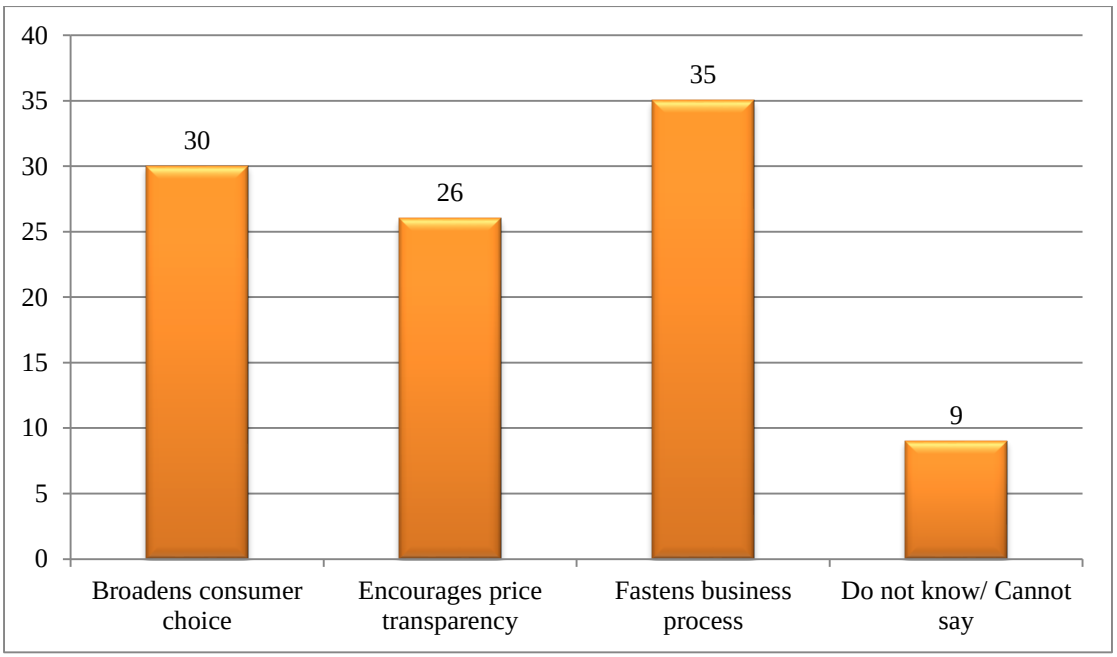


Fig. 4.5: Consumer in the e-business domain

Interpretation

- MSSL products are the industry in the production of spare parts commerce expanded consumer choice followed by 26 percent of respondents who feel that pricing is enhanced through the use of e-commerce.

6. According to you, how e-commerce is helpful for business discourse?

Particulars	No. of responses %
caters to customers' demands effectively	30
Businessman network smoothens business by creating customer	35
Ensures guarantee of payment	27
Do not know/ Cannot say	08

Table 4.6: Business discourse

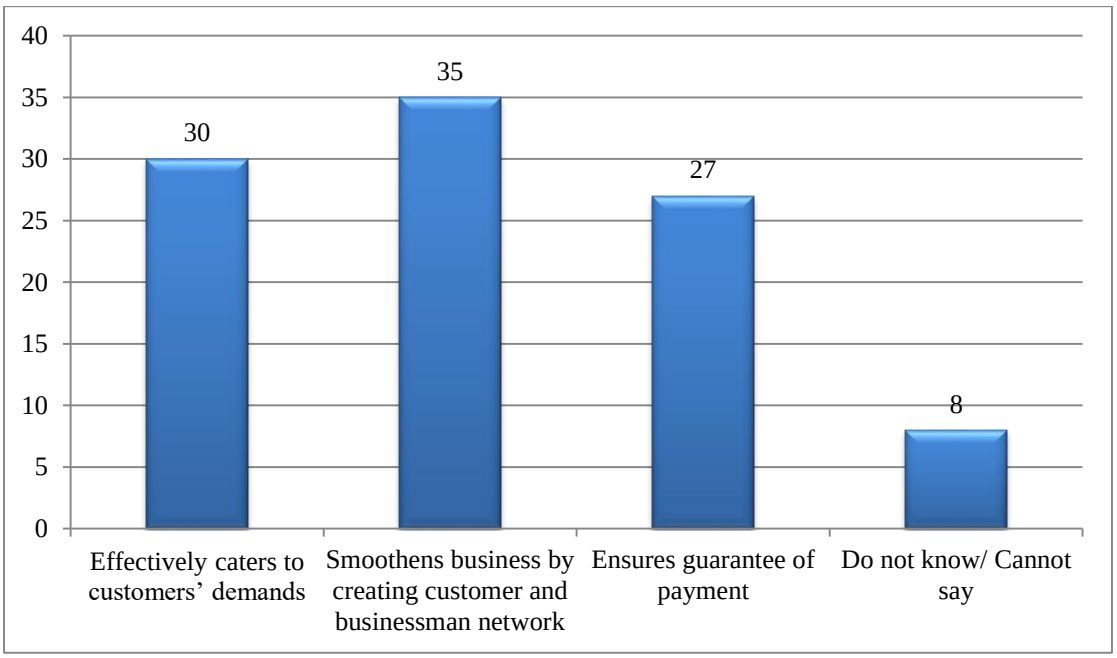


Fig. 4.6: Business discourse

Interpretation

- MSSL products are the industry in the production of backup car parts for commercial e-commerce, 35 percent of respondents are of the opinion that through e-commerce or the online business process it has become smoother as its use has made the network more efficient. for those who want to buy products and services and sell. It in result makes a network of customers, sellers and distributors.

- **7. Do you think that over the years the application of e-commerce has increased in India?**

Particulars	No. of responses %
Yes	87
No	06
Do not know/ Cannot say	07

Table 4.7: Application of e-commerce

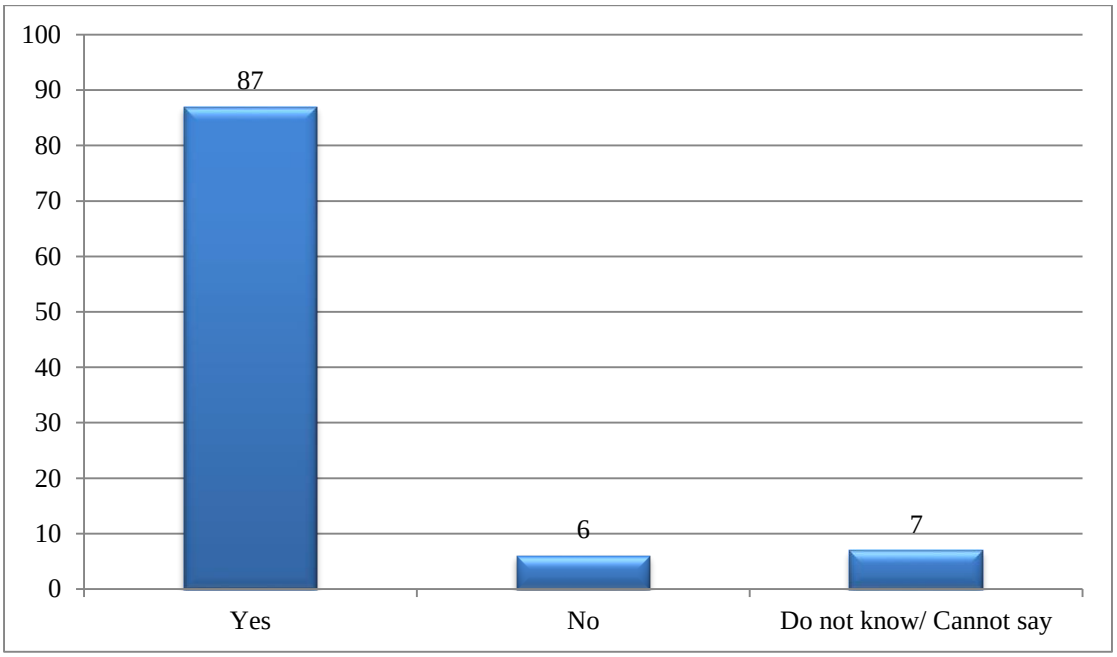


Fig. 4.7: Application of e-commerce

Interpretation

- MSSL products are industrialized in the production of spare car parts as the growth pattern of e-commerce use in India is worrying, a reply that has greatly increased over the years. 87% of respondents agree with this proposal against only 06% of respondents who thought otherwise.

8. Future of MSSL in India?

Scope	No. of responses %
Very Good	60%
Good	20%
Not so good	05%
Do not have future in India	10%
Cannot Say	05%

Table 4.8: Scope future of MSSL in India

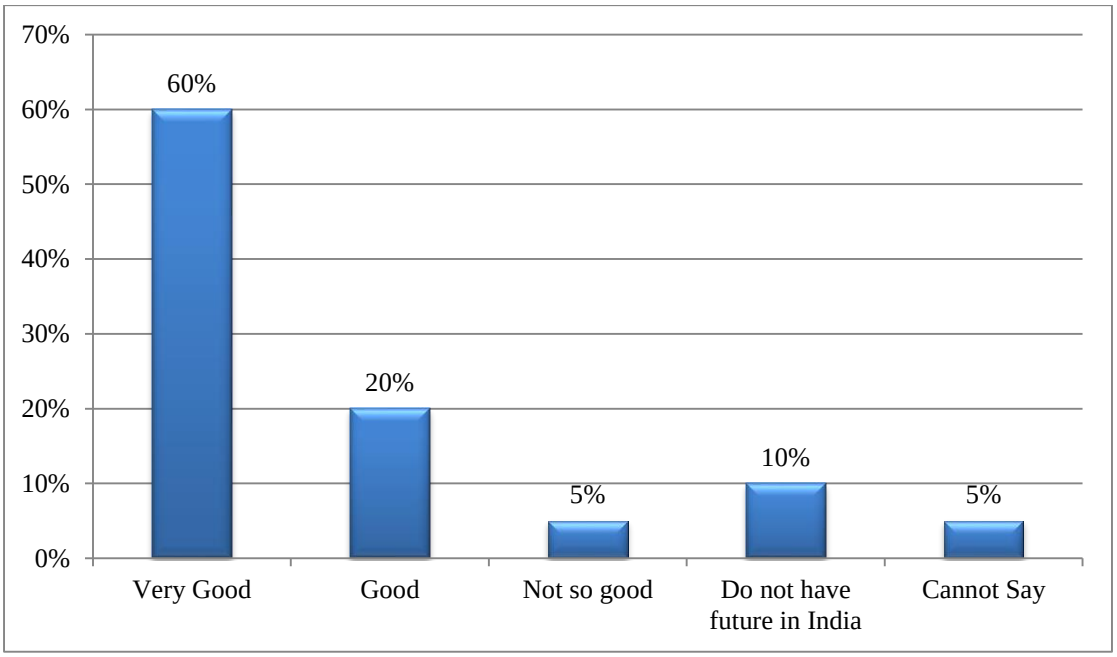


Fig. 4.8: Scope future of MSSL in India

Interpretation

- There is a apt range of MSSL available in the Indian market.

9. Opinions on e-commerce as a commercial means has its advantages over the traditional commercial methods?

Particulars	No. of responses %
Agree	54
Disagree	36
Do not know/ Cannot say	10

Table 4.9

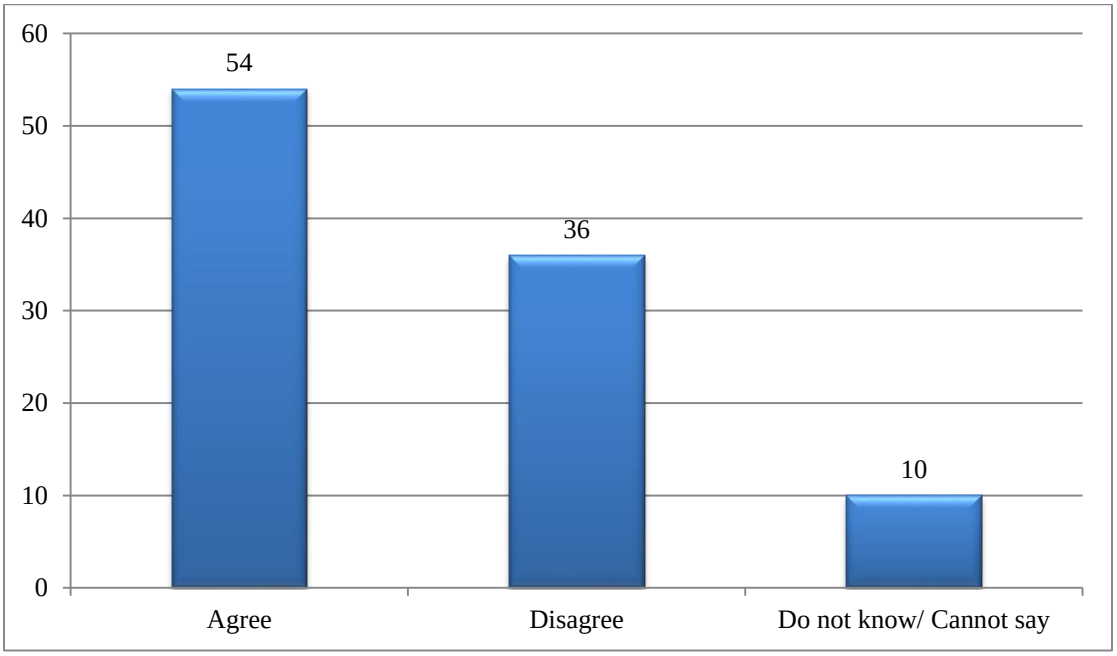


Fig. 4.9

Interpretation

- Compared to traditional trading methods, 54 percent of respondents consider online trading to be more profitable than traditional trading methods but 36 percent of respondents still pivoted towards traditional trading methods to be more effective than new ones than modern e-commerce. We can imagine that e-commerce has coped up with the traditional trading methods in India and has not changed the existing MSSL in the Indian market.

10. Measure would you recommend for promotion of e- commerce in India?

Particulars	No. of responses %
Promotion of internet	31
To increase the awareness level of people	32
An integrated promotional approach	36
Other measures	01

Table 4.10: Promotion of e- commerce in India

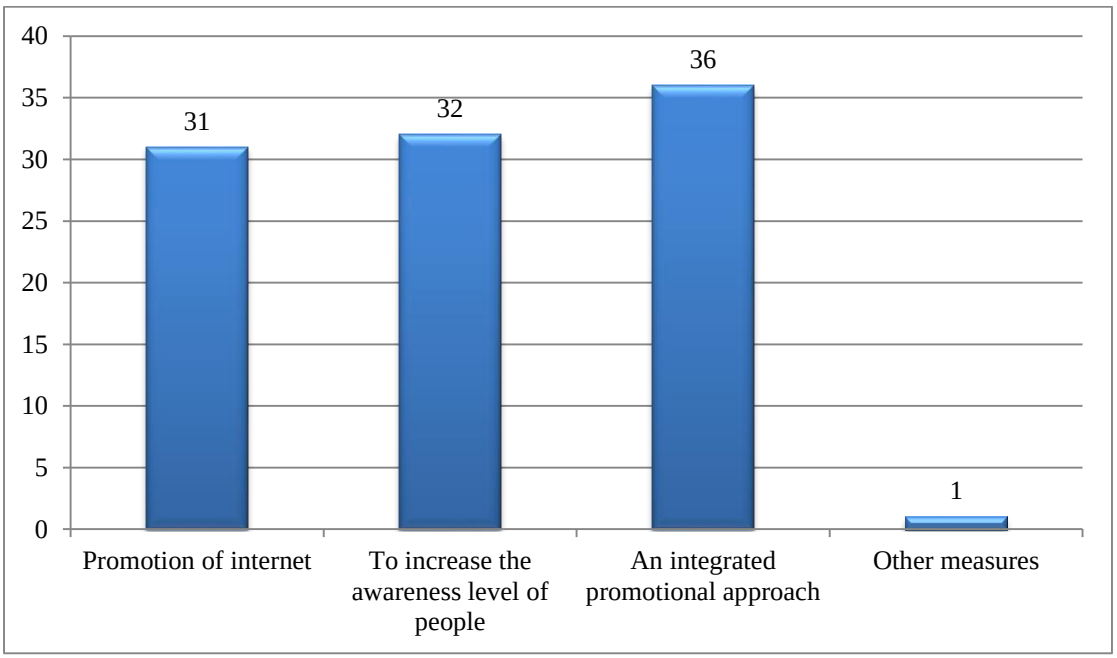


Fig. 4.10: Promotion of e- commerce in India

Interpretation

- Regarding measures to promote e-commerce in India, 36 per cent of respondents feel that an integrated and holistic approach to government is needed, while 32 per cent respondents felt that need to raise awareness of people in order to promote online commerce and 31 respondents feel that e-commerce media needs to be promoted through MSSL in the Indian market.

CHAPTER- 5

DISCUSSION AND CONCLUSION

1. The rate at which trade conducted electronically has grown greatly since the spread of the Internet. While some use e-commerce and e-business interchangeably, they are distinct concepts. In e-commerce, information and communications technology (ICT) is used in inter-business or inter-organizational transactions (transactions between and among firms/organizations) and in business-to-consumer transactions (transactions between firms/organizations and individuals).

2. Very rigid rules are applied on the supply of raw materials as it is very complex in nature. The supply of raw material is met on a "day plan" basis. If the supply can be met then the factory produces the compounds by itself. But if the supply can't meet the demand of that day then the raw material is bought from only two already selected suppliers. These suppliers charge a higher rate than the market price of the raw material and the company also does not request for tenders for the same which leads to increased manufacturing cost.

3. Many well known car brands have a very well articulated demand chain. If the company is more focused on national car companies then there is a better chance of growing their national income.

4. Responders were very much pleased by the goods provided by the company. They also considered MSSL to be an important company for the procurement of required products. The companies also considers that MSSL products are a value for their money and also has a good scope in the Indian market in the future

5. The impact of e-commerce is already well observed in all domains of business, from customer service to new product design. It facilitates new types of information based business processes for reaching and interacting with customers-online advertising and marketing, online, order taking and online customer service etc. It can also reduce costs in managing orders and interacting with a wide range of suppliers and trading and trading partners, areas that typically add significant overheads to the cost of products and services. As regards the implementation challenges to the application of e-commerce in India, the respondents have

identified the following challenges: security concerns (26 per cent), slow penetration of internet (25 percent), low consumer awareness level (25 percent), lack of trust (15 percent) and other factors (09 per cent). E-commerce is still in its nascent stage in India. However, smart companies are realizing that e-commerce offers cost effective, time saving and profitable solutions in many functional areas. Though companies have taken a long-term perspective, e-commerce would eventually be the way Indian companies also conduct business.

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