"A Study of Lessons to Learn From Distribution Development as a Vertical Growth Strategy from "Pathanjali" Brand to the Traditional Ayurvedic Units of Mysore"

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1. Introduction :

1.1. Introduction to research:

The research as the title "a study of lessons to learn from Distribution development as a vertical growth strategy from "pathanjali" brand to the traditional ayurvedic units of Mysore" will explore what the distribution strategies which made this company and brand of ayurvedic products aggressively emerging Multinional Company with a vertical growth.

The research study has been conducted with a questionnaire study of marketing and distributions persons, dealers and customers of pathanjali and other competitors as a part of the phd research to find Distribution Marketing Strategies of "pathnjali" brand and its success story and the lessons to learn for other ayurvedic branda in India. Learn and lessons to teach the market.

The study is conducted at the three Mysore brands and three national brands at Mysore to draw conclusions for the present research.

The literature survey on the following aspects mentioned below have be exhaustively done is detailed in 2nd section. Introduction to distribution strategies, The pathajali brand distribution strategies and Review of literature regarding this brand.

1.2 literature survey:

The literature survey on the following aspects mentioned below have be exhaustively done is detailed in 2nd section. Introduction to distribution strategies ,The pathajali brand distribution strategies and Review of literature regarding this brand.

1.2.1. The pathajali brand - distribution strategies .

There are 255 mega stores in India and there are more than 25 dealer shops in Mysore. VISION Keeping Nationalism, Ayurved and Yog as pillars, are committed to create a healthier society and country. To raise the pride and glory of the world, are geared up to serve people by bringing the blessings of nature into their lives. With sheer dedication, scientific approach, astute planning and realism, are poised to write a new success story for the world. MISSION Making India an ideal place for the growth and development of Ayurveda and a prototype for the rest of the world. Patanjali Ayurved Limited is an Indian **FMCG** company. Manufacturing units and headquarters are located in the industrial area of **Haridwar** while the registered office is located at **Delhi**.[5] The company manufactures **mineral** and **herbal** products. It also has manufacturing units in **Nepal** under the trademark Nepal Gramudhyog[6] and imports majority of herbs in **India** from **Himalayas** of **Nepal**.[7][8]According to **CLSA** and **HSBC**, Patanjali is the fastest growing FMCG company in **India**. It is valued at ₹30 billion (US$470 million) and some predict revenues of ₹5,000 crore(US$780 million) for the fiscal 2015–16.[9][10][11] Patanjali declared its annual turnover of the year 2016-17 to be estimated ₹10,216 crore(US$1.6 billion).[12] Ramdev baba has stated in his interview with **CNN-News18** that profit from Patanjali Products goes to charity.[13] Ramdev established the Patanjali Ayurved Limited in 2006 along with **Acharya Balkrishna** with the objective of establishing science of **Ayurveda** in accordance and coordination with the latest technology and ancient wisdom.[14][15][16]

2009-10	165
2010-11	317
2011-12	446
2012-13	850
2013-14	1200
2014-15	2006
2015-16	5008
2016- 17	10561[3]

Future Group which has tied up with Patanjali sells about □30 crore(US$4.7 million) worth of Patanjali products every month.[17][18][19] patanjali Food and Herbal Park at **Haridwar** is the main production facility operated by Patanjali Ayurved.[20] The company has a production capacity of □350 billion (US$5.5 billion) and is in the process of expanding to a capacity of □600 billion (US$9.4 billion) through its new production units at several places, including Noida, Nagpur, and Indore.[3] The company plans to establish further units in **India** and in **Nepal**.[21][22] In 2016, the Patanjali Food and Herbal Park was given a full-time security cover of 35 armed **Central Industrial Security Force** (CISF) commandos.[23][24][25] The park will be the eighth private institute in India to be guarded by CISF paramilitary forces.[25] **Baba Ramdev** is himself a "Z" category protectee of central paramilitary forces [25] Patanjali Ayurved[26] produces products in the categories of personal care and food.[27][28] The company manufactures more than 900 products including 45 types of cosmetic products and 30 types of food products. According to Patanjali, all the products manufactured by Patanjali are made from Ayurveda and natural components[29][30][31][32][33] Patanjali has also launched beauty and baby products.[34] Patanjali Ayurvedic manufacturing division has over 300 medicines for treating a range of ailments and body conditions, from common cold to chronic paralysis.[35][36][37] Patanjali launched **instant noodles** on 15 November 2015.[38][39][40] **Food Safety and Standards Authority of India** slapped a notice on the company as neither Patanjali nor Aayush, which are the two brand names under which Patanjali got licenses, have got any approval for manufacturing instant noodles.[41][42][43][44] In 2016, Patanjali has announced to enter the textile manufacturing centre. The company is reported to manufacture not only traditional clothes such as **Kurta Payjama** but also popular western clothes such as **jeans**.[45]

On 5 November 2016, Patanjali announced that it will set up a new manufacturing plant Patanjali Herbal and Mega Food Park in Balipara, **Assam**by investing □1,200 crore (US$190 million) with the manufacturing capacity of 1,000,000 tonnes (2.2×10^9 lb) of goods per year. The new plant will be the largest facility of Patanjali in **India** and will be operational by March 2017. Patanjali already has around 50 manufacturing units across **India**.[46]

Sales and distribution

Patanjali Ayurved sells through nearly 4,700 retail outlets as of May 2016.[31][47] Patanjali also sells its products online and is planning to open outlets at railway stations and airports.[48] Patanjali Ayurveda has tied up with Pittie Group and **Kishore Biyani**'s **Future Group** on 9 October 2015.[31] As per the tie-up with Future Group, all the consumer products of Patanjali will be available for the direct sale in **Future Group** outlets.[49][50][51] Patanjali Ayurveda products are also available in modern trade stores including **Reliance retail**, Hyper city and Star Bazaar apart from online channels.[31][52][53][54] Patanjali Ayurved, co-founded by yoga guru Ramdev, is targeting Rs 10,000-crore revenue in 2016-17, after sales grew 150 per cent in the previous financial year to Rs 5,000 crore.[56]Patanjali Ayurved has also started its FMCG expansion in form of dealership and distributorship channels across the country and expects wider growth in Overseas distribution as well.[57]

1.3 Research Objectives and hypothesis :

As the Title of the research suggests that the research is addressing the major distribution parameters of the world renowned brand “pathjali and its competitors to find lessons to be learnt from the other ayurvedic brands in India to bring overhaul turnaround for the Indian ayurvedic units.

2. Objectives and Hypothesis:

2.1 The generic objectives of the research are listed as follows;

The main research objective of the the paper is to find out through a sample study of the respondents (marketing executives and dealer executives) of six bands.

The specific **objectives of the research** could be listed as follows:

1. To study the “pathanjali “brand distribution strategies and its swot analysis.

2. To study the “pathanjali “brand distribution strategies and lessons to be learnt from other competitors’ from this vertical growth company.

3. To study and understand any other issues related to the subject matter of the research.

2.2. The Hypotheses of research are listed as follows;

The Researcher has conducted a preliminary sample study has designed the following NULL hypotheses:

1. H_{01} The present level of “pathanjali “brand distribution strategies is NOT sufficient to be competitive in market and have vertical growth for the product brands.

2. H_{02} There are NO lessons to learnt from the “pathanjali” brand to other ayurvedic brands in India

3. H_{03} There is NO significant difference between the customer satisfaction on distribution systems (outlets and dealers) - between “pathanjali” brand and its competitors.

The following hypothesis has been framed by the initial survey to be investigated by primary and secondary research survey on the subject matter of the research.

3. **Research methodology:**

The research methodology of this research would a preliminary sample study by way of discussions and interviews with the selected respondents from marketing executives, dealer executives of “pathanjali “ brand and its competitor Ayurvedic brands in market.

The methodology also include besides this sample survey the secondary survey of Books, management journals, research organization records and research magazines, conference proceedings and annual reports of the sample survey organisation and units with additional information from web sources.

3.2 Sample survey:

The survey organisations selected for the research are:

a. Pathanjali ayurvedic and herbal products distribution and mkg units.

b. And its competitors – nkcl ltd, B.N pandits S.N. pandiths ,Kotekal ayurvedic and Himalay ayurvedic brands.

3.3 The stratification of data of respondents selected for the research is as follows:

mkg Executives	dealers Executives	customers	Total
Other Brand – 9 x 5Brands	10 x 6	120 x 6	Total= 129 x 6
Pathanjali - 9	P. Brand ---	120	Total = 129
54	50	720	= 824 nos.

(a s the kotekal has no dealers it is 5o)

3.4. Significance of the study: The study would contribute significantly in understanding how to the ""pathanjali "band has grown into a multinational brand by aggressive distribution strategies "So the study has significance as it could lead to conclusions which could be simulated to the any other ayurvedic firm or company.

4. Statistcial tables and analysis :

4.1 factor of the research's Interpretation –

A- Executives survey - Distribution strategies . national : high and very high Local : medium and low Total : high and medium

4.1.	*ayurevic units-mkg executives*						
	subjective preferences from respondents						
questions	a(very high)	b(high)	b(medium)	d(low)	(very low	total	check t
1	32	30	33	7	2	104	104
2	21	47	31	4	1	104	104
3	31	29	38	5	1	104	104
4	37	21	41	2	3	104	104
5	36	25	39	2	2	104	104
6	32	36	34	1	1	104	104
Total	**189**	**188**	**216**	**21**	**10**	624.00	**624**
percentage	**30.29**	**30.13**	**34.62**	**3.37**	**1.60**	100.00	
respondets stratification data - marketing executives v/s dealer executives							
class level	a(very high)	b(high)	b(medium)	d(low)	(very low	total	c.T
mkg executives	41	69	174	13	3	**300**	300
deal executives	148	119	42	8	7	**324**	324
total	**189**	**188**	**216**	**21**	**10**	**624**	624
	brand level stratification data analysis					total	ct
Brand I	5	32	55	8	4	104	104
Brand II	4	34	54	7	5	104	104
Brand III	10	53	34	6	1	104	104
Brand IV	22	39	43	0	0	104	104
Brand V	33	45	26	0	0	104	104
Brand VI	115	-15	4	0	0	104	104
total	**189**	**188**	**216**	**21**	**10**	**624**	**624**
	national v/s local brand level stratification data						
local brands	19	119	143	21	10	**312**	312
national brands	170	69	73	0	0	**312**	312
total	**189**	**188**	**216**	**21**	**10**	**624**	624
coorolation	0.12696369	(between marekting personnel v/s dealer personnel units)					
coorolation	0.13624936	(between local brands v/s national brands units)					
	cadre wise		**class wise**				
	for 6 questic	**50 x 6 =30**	**for 6 questi**	**104 x6**	**624**		
		54 x 6=324	**under a fac**	**105x6 =**	**630**		
		3360			**1254**		

4.1 chi-sqaure manual calculations table (unit wise)

main brand marketing executives V/S dealer executives

survey	a)	b)	c)	d)	e)	
marketing	41	69	174	13	3	**300**
dealers	148	119	42	8	7	**324**
total	**189**	**188**	**216**	**21**	**10**	**624**
percentages	30.3	30.1	34.6	3.4	1.6	100.0

chi-value calculation table Exp values table

survey	a)	b)	c)	d)	e)
marketing	**19.71**	**33.17**	**83.65**	**6.25**	**1.44**
dealers	**76.85**	**61.79**	**21.81**	**4.15**	**3.63**
total	**96.56**	**94.96**	**105.46**	**10.40**	**5.08**

(E-O) expvalues - actual values of requencies

survey					
marketing	**-21.29**	**-35.83**	**-90.35**	**-6.75**	**-1.56**
dealers	**-71.15**	**-57.21**	**-20.19**	**-3.85**	**-3.37**
total	**-92.44**	**-93.04**	**-110.54**	**-10.60**	**-4.92**

(E-O) ^2 / total frequency of that column

survey					
marketing	**2.40**	**6.83**	**37.79**	**2.17**	**0.00**
dealers	**26.79**	**17.41**	**1.89**	**0.70**	**0.00**
total	**29.19**	**24.24**	**39.68**	**2.87**	**0.00**

calculat chivalue: 95.97

cal value 95.97

table value 16.53

degree of freedom: 5

level of conficence 95%

p-value = .05 n=2,(n-1)=1

Calculated value more than table value
Hypothesis unit wise disproved
both class values are not corrolated

360x5 =1800 max value

statistical.r	**Rating calculations for total values**					
rating give	5	4	3	2	**1**	**total**
totals	189	188	216	21	10	**624**
	945	**752**	**648**	**42**	**10**	2397

Respondents preferences show : 2397 ouof 3120

skewness -0.556798 negatively

4.1 chi-sqaure manual calculations table (unit wise)

main local brand V/S international brands

survey	a)	b)	c)	d)	e)	
local	19	119	143	21	10	**312**
national	170	69	73	0	0	**312**
total	**189**	**188**	**216**	**21**	**10**	**624**
percentages	30.3	30.1	34.6	3.4	1.6	100.0

chi-value calculation table Exp values table

survey	a)	b)	c)	d)	e)
local	**9.50**	**59.50**	**71.50**	**10.50**	**5.00**
national	**85.00**	**34.50**	**36.50**	**0.00**	**0.00**
total	**94.50**	**94.00**	**108.00**	**10.50**	**5.00**

(E-O) expvalues - actual values of requencies

survey	a)	b)	c)	d)	e)
local	**-9.50**	**-59.50**	**-71.50**	**-10.50**	**-5.00**
national	**-85.00**	**-34.50**	**-36.50**	**0.00**	**0.00**
total	**-94.50**	**-94.00**	**-108.00**	**-10.50**	**-5.00**

(E-O) ^2 / total frequency of that column

survey	a)	b)	c)	d)	e)
local	**0.48**	**18.83**	**23.67**	**5.25**	**0.00**
national	**38.23**	**6.33**	**6.17**	**0.00**	**0.00**
total	**38.71**	**25.16**	**29.84**	**5.25**	**0.00**

calculat chivalue: 98.95

cal value 98.95

table value 16.53

degree of freedom: 5

level of conficence 95%

p-value = .05 n=2,(n-1)=1

Calculated value more than table value
Hypothesis unit wise disproved
both class values are not corrolated

360x5 =1800 max value

Rating calculations for total values

statistical.r						
rating give	5	4	3	2	**1**	**total**
totals	189	188	216	21	10	**624**
	945	**752**	**648**	**42**	**10**	2397

Respondents preferences show : **2397 ouof** 3120

skewness -0.556798 negatively

4.1- A factor analysis, chi-square analysis and T-test results of respondents (marketing executives v/s dealer executives) study, analysis and Interpretation: distribution strategies . The survey with statistical analysis reveal following aspects with reference to the rating of the level of the factor above mentioned from the respondent rating .The above shown factor analysis shows that the date is strong enough to take up interpretations on the data collected by the survey. The correlation between the preferences between pathanjali v/s and competitors are not evenly distributed as it shows that the respondents from pathanjali brands have greater preferences) on this parameter. **Interpretations: The** “pathanjali “ **brand show better tendencies towards positive figures and so local units should learn lessons of distribution strategies from the pathanjali brand about this parameter of research.**

4.2 second factor of the research's Interpretation –

B –customers - Distribution strategies .

national : high and very high Local : medium and low Total : very high and medium

4.2	*study -ayurevic units-customers -*						
	subjective preferences from respondents						
questions	a(very high)	b(high)	b(medium)	d(low)	very lov	total	check t
1	43	26	38	12	1	120	120
2	44	24	37	14	1	120	120
3	41	39	22	16	2	120	120
4	29	42	36	11	2	120	120
5	39	22	37	21	1	120	120
6	54	20	33	12	1	120	120
Total	**250**	**173**	**203**	**86**	**8**	720.00	**720**
percentage	**34.72**	**24.03**	**28.19**	**11.94**	**1.11**	100.00	
std deviation	**8.09**	**9.30**	**6.05**	**3.72**	**0.52**		
	brand level stratification data					total	ct
Brand I	3	34	57	22	4	120	120
Brand II	9	22	64	22	3	120	120
Brand III	0	10	28	39	1	78	120
Brand IV	43	36	40	1	0	120	120
Brand V	41	66	13	0	0	120	120
Brand VI	154	5	1	2	0	162	120
total	**250**	**173**	**203**	**86**	**8**	**720**	**720**
	national v/s local brand level stratification data						
local brands	12	66	149	83	8	**318**	360
national	238	107	54	3	0	**402**	360
total	**250**	**173**	**203**	**86**	**8**	**720**	720
coorolation	-0.3226046	(between local brands v/s national brands units)					
	brand wise		national v/s local				

4.2 chi-sqaure manual calculations table (unit wise)

main local brand V/S international brands

survey	a)	b)	c)	d)	e)	
local	12	66	149	83	8	**318**
national	238	107	54	3	0	**402**
total	**250**	**173**	**203**	**86**	**8**	**720**
percentages	34.7	24.0	28.2	11.9	1.1	100.0

chi-value calculation tableExp values table

survey	a)	b)	c)	d)	e)
local	5.30	29.15	65.81	36.66	3.53
national	132.88	59.74	30.15	1.68	0.00
total	138.18	88.89	95.96	38.33	3.53

survey	(E-O) expvalues - actual values of requencies				
local	-6.70	-36.85	-83.19	-46.34	-4.47
national	-105.12	-47.26	-23.85	-1.33	0.00
total	-111.82	-84.11	-107.04	-47.67	-4.47

survey	(E-O) ^2 / total frequency of that column				
local	0.18	7.85	34.09	24.97	0.00
national	44.20	12.91	2.80	0.02	0.00
total	44.38	20.76	36.89	24.99	0.00
	calculat chivalue:		127.02		

cal value 127.02

table value 16.53

degree of freedom: 5

level of conficence 95%

p-value = .05 n=2,(n-1)=1

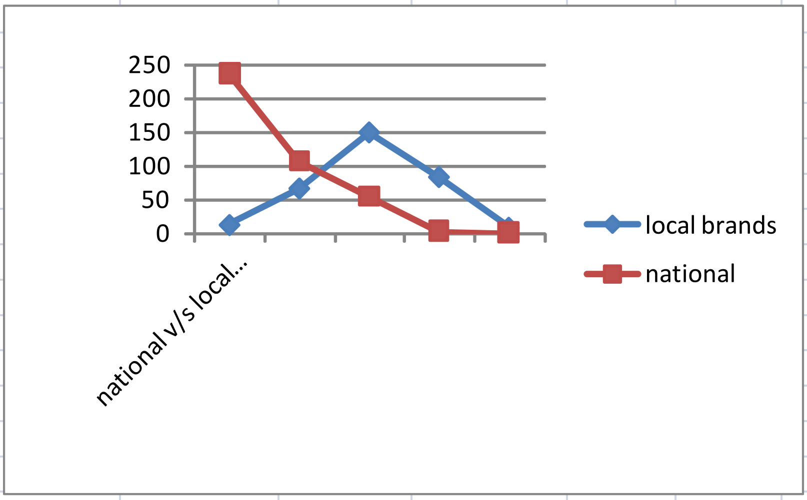
Calculated value more than table value
Hypothesis unit wise disproved
both class values are not corrolated

360x5 =1800 max value

statistical.r	Rating calculations for total values				
rating give	5	4	3	2	**1**	**total**
totals	250	173	203	86	8	**720**
	1250	**692**	**609**	**172**	**8**	2731

Respondents preferences show : **2731 ouof** 3600

skewness **-0.59398 negatively**



5.3.1 - B factor analysis, chi-square analysis and T-test results of respondents (customers) study: Interpretation distribution strategies . The survey with statistical analysis reveal following aspects with reference to the rating of the level of the factor above mentioned from the respondent rating .The above shown factor analysis shows that the date is strong enough to take up interpretations on the data collected by the survey. The correlation between the preferences between pathanjali v/s and competitors are not evenly distributed as it shows that the respondents from pathanjali brands have greater preferences) on this parameter. **Interpretations: The pathanjali brand show a better tendencies towards positive figures and so local units should learn lessons of distribution strategies from the pathanjali brand about this parameter of research.**

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<u>4.3 – c- distribution systems quality dependent variables: customers - view point -</u>

National : high and very high Local: medium and low Total: very high and medium

Interpretations: The pathanjali brand show a better tendencies towards positive figures and so local units should learn lessons of distribution strategies from the pathanjali brand about this parameter of research.

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4.3	***distribution systems -quality - customers view point***						
	subjective preferences from respondents						
questions	a(very high)	b(high)	b(medium)	d(low)	very lov	total	check t
1	43	26	38	12	1	120	120
2	44	24	37	14	1	120	120
3	41	39	22	16	2	120	120
4	29	42	36	11	2	120	120
5	39	22	37	21	1	120	120
6	54	20	33	12	1	120	120
Total	**250**	**173**	**203**	**86**	**8**	720.00	**720**
percentage	**34.72**	**24.03**	**28.19**	**11.94**	**1.11**	100.00	
std deviation	**8.09**	**9.30**	**6.05**	**3.72**	**0.52**		
	brand level stratification data					total	ct
Brand I	3	34	57	22	4	120	120
Brand II	9	22	64	22	3	120	120
Brand III	0	10	28	39	1	78	120
Brand IV	43	36	40	1	0	120	120
Brand V	41	66	13	0	0	120	120
Brand VI	154	5	1	2	0	162	120
total	**250**	**173**	**203**	**86**	**8**	**720**	**720**
	national v/s local brand level stratification data						
local brands	12	66	149	83	8	**318**	360
national	238	107	54	3	0	**402**	360
total	**250**	**173**	**203**	**86**	**8**	**720**	720
coorolation	-0.3226046	(between local brands v/s national brands units)					
	brand wise		**national v/s local**				

4.3 chi-sqaure manual calculations table (unit wise)

main locla brand V/S international brands

survey	a)	b)	c)	d)	e)	
local	12	66	149	83	8	318
national	238	107	54	3	0	402
total	250	173	203	86	8	720
percentages	34.7	24.0	28.2	11.9	1.1	100.0

chi-value calculation tableExp values table

survey	a)	b)	c)	d)	e)
local	5.30	29.15	65.81	36.66	3.53
national	132.88	59.74	30.15	1.68	0.00
total	138.18	88.89	95.96	38.33	3.53

survey	(E-O) expvalues - actual values of requencies				
local	-6.70	-36.85	-83.19	-46.34	-4.47
national	-105.12	-47.26	-23.85	-1.33	0.00
total	-111.82	-84.11	-107.04	-47.67	-4.47

survey	(E-O) ^2 / total frequency of that column				
local	0.18	7.85	34.09	24.97	0.00
national	44.20	12.91	2.80	0.02	0.00
total	44.38	20.76	36.89	24.99	0.00

calculat chivalue: 127.02

cal value 127.02

table value 16.53

degree of freedom: 5

level of conficence 95%

p-value = .05 n=2,(n-1)=1

Calculated value more than table value
Hypothesis unit wise disproved
both class values are not corrolated

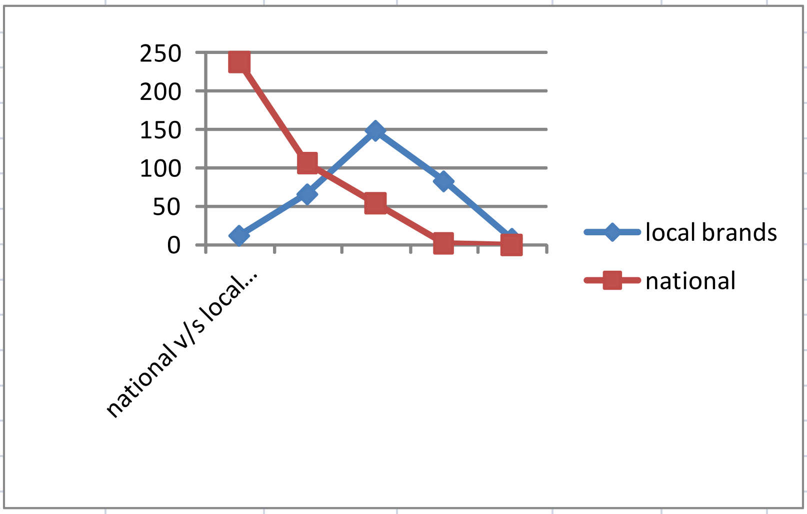
360x5 =1800 max value

statistical.r	Rating calculations for total values					
rating give	5	4	3	2	1	total
totals	250	173	203	86	8	720
	1250	692	609	172	8	2731

Respondents preferences show : **2731 ouof** 3600

skewness -0.59398 negatively

4.3	***distribution systems -quality - customers view point***	
	subjective preferences from respondents	



5. Findings, suggestion and conclusion: Introduction: This section presents the highlights of the research and major findings, Suggestions with regard to the research study

5.1. Major findings: 5.1.1Major findings and suggestions of the thesis with reference to each objective of research: The major findings of the research with regard to each objective are detailed as follows:

(I) First objective of research: To study the "pathjali "brand distribution strategies and its swot analysis.

Findings with regard to objective : The overall research survey on the respondents with additional discussions with managers of retail outlets of these ayurvedic national and local brand with the statistical analysis this research revealed that the **distribution** needs great innovation and improvement (for pathjali" brands) in their marketing journey in the following aspects :

a) Front office staff training
b) Distribution pattern
c) Customer service quality
d) Replinishment of stock in time
e) Repalce of defective items
f) Staff remunation policy and incetive system
g) Dealer commisssion, incetive and award systems
h) The staff should also be taken care with love and affection
i) The happiness level at the compnay outlets (satff) should be improved
j) The customer – billing should be done neately even at rush hours and the manager is taking care of the billing of the customer and collection of money from from the customers.
k) The manager will not be able to take customer feedback on shelf space, availabality, replinishment, the staff behavior etc.. as he is buzy with billing.

(II) Second objective of the research findings: To study the "pathanjali "brand distribution strategies and lessons to be learnt from other competitors' from this vertical growth company.

Findings on the objectives : The overall research survey revealed that the present level of customer satisfaction with brand (strength, name and quality) are medium level (as per customers and executives) w.r.t local brands and are high level (as per customers and executives)w.r.t national brands both needs great improvement and the local brands need to learn from the experience and style of operation of the national brands.
III third objective of the research findings ::To study and understand any other issues related to the subject matter of the research.

Findings on the objectives : The overall research survey revealed that there are many issues like customer care, neatness of the display of the ayurvedic products and the outlets space, dealer points –executives lack of knowledge about products, parking facility, billing points, lack of knowledge of the different products in the "pathjanli " brands.

4.2. hypothesis and it's findings: First hypothesis of the research's findings :Hypothesis -1 : H_{01} The present level of " pathanjali " brand distribution strategies is NOT sufficient to be competitive in market and have vertical growth for the product brands.

Findings with regard to hypothesis: The survey revealed that this Hypothesis is disproved on the basis of overall results. "Pathanjali "brand distribution strategies is NOT sufficient to be competitive in market and have vertical growth and significant and sufficient to be competitive in world market

Second hypothesis of the research's findings: Hypothesis -2 : H_{02} There are NO lessons to learnt from the "pathanjali" brand to other ayurvedic brands in India.

Findings with regard to hypothesis: The survey revealed that this Hypothesis is fully disproved proved on the basis of overall results. There are many lessons to be learnt from the "pathanjali" brand to other ayurvedic brands in India.

Third hypothesis of the research's findings: Hypothesis -3: H_{03} There is NO significant difference between the customer satisfaction on distribution systems (outlets and dealers) - between "pathanjali" brand and its competitors.

Findings with regard to hypothesis: The survey revealed that this Hypothesis is fully disproved on the basis of overall results. There is a significant difference between the customer satisfaction on distribution systems (outlets and dealers) - between "pathanjali" brand and its competitors. The "pathanjali has a greater market reach and more prominently present in the mind of the customer than the local brands.

6.1 findings from the statistical survey :

1. Feedback systems are absent even in "pathanjali product show rooms and dealer points.

2. The dealers of pathanjali brands are usually are not replenished with the stock in time and mostly the customer returns back home or may have to goto the company outlets only for his product.

3. The pathanjali brands outlets replace the defective items while as pathanjali brands dealer outlets mostly never replace the items or reimburse the amount if product is found defective.

4. The training programmes for pathanjali marketing and dealer executives not sufficient.

6.2 Major Suggestions with regard to the research:

The suggestions based on research findings are as follows:

1. The research suggests as the pathanjali brands distribution strategies are of high qulaity and market focussed and have great innovation and improvement daily wise in their marketing journey .

2. The research suggests that the local brands needs to learn lessons of marketing, brand building and distribution strategies -the experience and style of operation of the **pathanjali b**rands brands and make market presence more aggressively

3. The research suggests that customer care, neatness of the display of the ayurvedic products, the outlets floor space, dealer points – executives knowledge about productshave to be improved for "pathjali as well as other brands in india.

4. The research suggest that **pathanjali brands** ***has utilised as there is wave of "yoga, organic and ayurvedic substitutes will lead to better health"*** in India and abroad - now seen as an alternate to the allopathic medicines and grown their market world wide.

5. The pathanjali brands is ***" healthy India by yoga and ayurvedic products"*** should be followed by other for growth and sustanabality in this market.

6.3 **Final conclusions :**

The pathanjali brand stratagy could be summed up as follows:

1. Strong distribution network
2. Dealer network and delaer satisfaction
3. Well planned Brand building activities
4. Marketing Executives welfare
5. Staff and other team 's motivation plan

These above factors has lead ***pathanjali brand*** *to the successful market growth and global market reach for ayurvedic products.*

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Appendix –I Questionnaire of research:-marketing –dealer executives (self assessment) and customers of pathanjali and it's competitors:

Name : **Brand :**

(Please read carefully choose 5 to 1 and the degree ***on the basis of your preferences : ***Excellent -5 good -4 Ok - 3 Not good –2 not at all good 1

I) **Distribution strategies .**

a) Quality of service at distribution points

b) Delivery systems

c) Packing issues – quantity (packs)

d) Neatness and ambiance of distribution points

e) Billing issues

f) Discount and other offers

II) The channel partners and dealers issues.

a) Dealers are taken care properly (respectfully dealt by the company)

b) Dealers are given (replenished with stock) products when their stock is nil immediately.

c) incentive plan , recognition and award system for good dealers

d) training - given to dealers to explain about products (besides price and quantity)

e) product could be returned back id dealer found it defective in quantity, quality , packing or outdate (expiry date issues)

f) product display is made clearly in shelfs (dealers)

III) customer satisfaction level : (as per your assessment)

a)I feel the customers are happy about brand name.

5- - extremely happy,

4- - happy

3 – ok fine

2 – not happy

1 –not at all happy

b) I feel the customers are happy to buy ayurvedic products

5- - extremely happy,

4- - happy

3 – ok fine

2 – not happy

1 –not at all happy

c) I feel the customers are happy about quality of products

5- - extremely happy,

4- - happy

3 – ok fine

2 – not happy

1 –not at all happy

d).. I feel the customers are happy about price and quantity

5--extremely happy,

4- - happy

3–- ok fine

2-- not happy

1—not at all happy

e) I feel the customers are happy to come again and again fro ur products. (his opinions per you)

5- - extremely happy,

4- - happy

3 – ok fine

2 – not happy

1 –not at all happy

f) I feel the customers are happy to refer the product to other friends and relatives (his opinions per you)

5. extremely I like it

4. I like it

3. partially I like

3. don't like

1. don't like it atall

IV) as per you the brand and market of this product :-

1. **future oriented**
2. **customer oriented**
3. **growth oriented**
4. **able to survive all competition**
5. **brand will make huge profits**
6. **will be leading in future ayurvedic market (ayurvedic products in Mysore)**

5. really
4.partially
3.just ok.ok
2. not
1.not at all

VIII) Yours assessment of distribution points and dealer outlets of this brand.

a) High quality of customer service assured

b) Customer feedback implemented to satisfaction in next visits

c) Speed of service – quality of attendants, front office and billing clerks

d) Motivated team working at distribution –dealer points

e) Effectively trained, communicative to customer questions to their satisfaction.

f) Over Happiness (of customers) is achieved by team work for growth of the brand

Anything special related to this ayurvedic brand product – about their brand (in general), customer satisfaction, distribution points and their dealers discussed above not covered in the above questions you want to mention in few words.

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Date: signature

Place:

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