CHAPTER 17 - DRIVERS OF THE BRUSH INDUSTRY

17.1 - Spendings
The today’s generation believe in buying the good quality of products which can provide longer benefits leading to the disposable income rise and increasing the volume of the paint brush rather than saving for near future. Thus the younger population instead of saving their part of income for useful things rather spends on the quality products and are ready to pay more in which brush is no more exception.

17.2 - Awareness
Most of the customers you have visited the paint store have only one idea regarding the company or the shade they want to choose for decorating their houses but they don't have the idea regarding the choice of brush and thus the companies strike their pockets. The customers are unaware of the manufacturing cost and profit margins the retailers are getting by selling the single brush having the most demand in the Saurashtra market and so do not pay much of the attention to it.

17.3 - Increase in population
With the rise in urbanization the people have more towards the thought of spending on the quality products mainly due to the rise in the constructive business and real estate project works by demonstrating the flat schemes and other retirement bungalows where people in the Saurashtra market like to invest for safer future. The government policies have also helped the brush companies to encourage the growth in the sales due to the reduction in the import duties and relaxation in the payment terms which have we collected the designing ideas of the contractors or interior designers to focus on the final output off the walls rather than repainting it again and again.
In today's scenario the interior designing for the modern society has become the part of their status and fashion statement in which they want renovate the entire house but will give some textual finish to the walls which will help the brush companies to invest their ideas behind the demands of various customers in satisfying their vision. The consumption of brush in the urban areas is also attend a growth of noticeable amount in which the small batch of work is larger than the renovation projects mainly for the metro cities of the Saurashtra region.
17.4 - Development of real estate background
Most of the tenements are converting into flats and long-term projects where people are moving towards the higher facility residence where they can feel safe and are ready to invest more for the better future of their family. This idea has helped the brush manufacturers to provide wide range of products at the considerable amount of automobile sector where they can generate better profits by covering the residential as well as the industrial market.
The construction industry has been at its peak time from 2012 to 2014 where the growth of the market on season time as well as the big projects has benefited the company on establishing a strong background of supplying to the bulk purchase of the wholesale market.

17.5 - Skilled background
Every company involved in the brush market wants to see the growth in their products and those needs to have the availability of skilled workers and manufacturers who can understand the demand of the particular products at particular areas in Saurashtra due to which they can manage to assemble different parts of the brush and provide a comfortable quality in the market.
Demand in rural markets
Although the rural markets of Saurashtra region is considered to be demanding low quality of brush but are having higher volumes off market which mainly focus on
saving on the brush like products. The demands in the rural areas are at the extreme peak on the festival seasons mainly due to the rise in the agricultural sector after the input of monsoon. The distribution network has also played important role for expanding the needs of the durable goods which have gathered the relative support from the local companies having untrained workers but producing at larger volumes which the giant companies like Bekay brush cannot afford to supply.

17.6 - Negative influences of the market

17.6.1- Cost of synthetic filament
Due to the low availability of the natural filaments known as bristles the synthetic filaments which are mainly produced from the petroleum products determining the quality of the paint brush plays the major role in creating a rise in the market and this is considered to be uncontrollable element for changing the future of saurashtra market.

17.6.2 - Impact of rainfall
The performance of the brush market in the Saurashtra region mainly depends on the moods of the monsoon which decides the turning point for any business including paintbrush and from past 3 years the Saurashtra market has witnessed poor rainfall which has decreased the demand of paints and thus if the paint demands are decreased it will automatically decrease that of brush.

17.6.3 - Influence of government
Most of the companies involved in the paint brush a dependent on the taxation structure and budget influenced by the government. There has been an adverse effect of the two major decisions taken by the government on every business mainly the demonetization which was unplanned and thus created a major slack in the market which is still being repaired by constant effort of the Giants companies. On the second stroke comes the GST effect imposed by the government on every small and large businesses which changed the easy flow of business because previously when VAT was involved the tax for paint brush was 12.5% while after the GST structure it has become 18% which is arise of 5.5% straight which was hard for the dealers and company to negotiate with the customers and make them believe to buy the brush at costlier prices.

17.6.4 - Inventory management
It is not possible for the large companies practically to reached every customer
demands because the price gap among the competitors is very narrow which creates niche market for the small players in introducing every perspective of different range of brushes for the customers demanding low price and low quality.

17.6.5 - Distribution cost
The distribution cost of the brush industry is not that much higher than the paint industry because even the large companies has promoted distributors to cover major parts of the city in which they deliver their products and the guidance part is done by their sub workers getting lower or average salary.

17.6.5 - Buying decisions of customers
In every business is the customer is considered to be the king of the market and brush industry is no more exception. It is the ultimate power of the customers to decide which product, brand, size or cost to buy according to their budgets. This involves the psychological process to recognise the right product suitable for them and finding different ways to minimise the cost of purchase. The customers has set his mind on many different possibilities while making the Purchase Decision of whether to buy or not a particular product and if decided to buy then from which retail outlets or from which company. This decision involves many discussions with family members, friend circles, working environment and then proper planning is done according to the need and budget of the customers in which the background of many different influence are involved.

17.7 - Cultural differences
For the buying pattern of paint brush the cultural difference in the Saurashtra region plays an important role for a particular product or a particular brand for which the customer needs to look forward to. There are also other factors which are responsible for buying decisions of the customers mainly involving the family discussions and other psychological factors because where the concept of protection is concerned the people of Saurashtra think twice before purchasing a particular brand. The brush market does not involve much of the advertisement factor like paint industry due to the problems of finance of the brush manufacturing company because most of them are working in lower conditions and are having difficult environment to work. The social factors also influences the Saurashtra painters to make the buying decisions because if the circles in the same business I have purchased a particular product or brush of a specific brand and is having negative or positive experience then he will also share with his colleagues to whether buy or
avoid that particular brand of paint brush. Past experience of the Painters working in the market for very long period also affects the buying decision for particular product and also suggests the owner making the spendings to go for another brand or Store.