CHAPTER 18 - MAJOR FACTORS OF BRUSH INDUSTRY

18.1 - Filaments
Most of the company's performance depends on the quality of the filaments they have used in the paint brush which can affect the overall image of the company at longer run of business.

18.2 - Economic criteria
The brush market is expected to grow at the profit margin of 70% with the rise of GDP in India and the market is expected to stabilize for the organised players at the equity ratio where they can provide better quality of products at cheaper prices.

18.3 - Peak seasons
This is not the criteria just like the Paints also effects the brush market due to the rise in the industrial projects and real estate market the demand for the paint brush also increases during the seasons and festivals like Diwali, Janmastami, holi and after monsoons period where the people of Saurashtra like to renovate their houses. This also includes the growth of sales during the auspicious functions and celebrations by decorating their houses for new look.

18.4 - Understanding needs of market
The young blood of Saurashtra region believe on the fact of spending today then savings tomorrow and due to this reason there is a constant change in demand of people towards the quality of the products. With the growth of the construction industry the demand of the paint brush has also increased and at the same time after demonetization and GST there has been a constant slack period of 2 years in Saurashtra market which has confused the companies that in which direction they should follow because it is difficult to make the customers understand the shift from cash towards E payment.

The demand of the exterior paint brush is generally higher than the interior paint brush for due to the growth in the real estate market those people are moving towards the outhouse and other Investments in the flat where they can enjoy their savings for the appealing status in the society.

Graph of demand of exterior and interior
The analyst of the brush market has chosen the exterior brush to be on the growth pattern then the interior paint brush due to the rise in the agriculture sector in the rural markets and the people who have the roof but don't have enough financial backups for decorative reasons chooses to protect the outer surfaces from the
higher temperatures and weather conditions. The other reason for the growth in the sales of exterior paint brush is very low range of products available in the market even for the major players like BK brush and so not more choices are available to the Painters which leads to the rise in the demand of this segment.

18.5 - Sales promotion
The concept of sales promotion is focused more than the advertising due to the analysis of the company regarding how the customer will return to the store on an average of 5 years as per the Saurashtra Trend.

Different types of techniques used in the sales promotions are

Sales promotion techniques
- Survey of market
- Exhibition and meetings
- Coupons and discount schemes
- Promotion criteria
- Arranging small picnics or Business tour for dealers

The sales promotion technique is mainly based on the criteria of the company supplying the brush to the different areas in Saurashtra market and proper planning is executed by providing targets to the dealers to maintain the classified relationship between the customers and maintaining a call of the brand in the market. The concept of sales promotion is mainly divided into two parts where the company is engaged with the motive of attracting more number of customers towards their brand.

18.6 - Benefits for customers
Providing the detailed information to the customers regarding the quality of the brand is the basic idea behind involvement of the company with the dealers in order to make them understand the reason for why they should choose their company as a trusted one. The companies like BK brush also provides scratch cards, coupons or gift directly for the customers when buying a certain quality of brush and can get
different discount schemes, recharge coupons or attractive gift so that the painter will definitely go for the same brand for their own benefit. The company also offers different benefits for that dealers and retailers for the bulk purchase and in the festival Seasons where most of the people of Saurashtra decide to decorate their houses.

18.7 - Promotions schemes
In order to keep live contacts with the contractors and distributors of the company, they are involved in special network of business where the suggestions from different products of different brands are invited in order to involve their business partners in order to meet the demand of the customers. In order to maintain a Repo with the distributors and retailers different promotional schemes are offered do the dealers by giving them cash discounts, city tour, attractive gift such as watch, music player etc in bulk purchase or on achieving certain targets provided by the company in specific period of time. The company also tries to build healthy relationship with their clients by understanding their problems or barriers for selling their products and discussions can be made for further progress in the sales.

18.8 - Threats and barriers of Brush industry
The most faced problem of the new entrant in the brush industry is having low capital investing for meeting the needs of the market. The small players of the industry are generally faced the problem of fundings due to the position of not giving demand credit on the suppliers and the attractive schemes of the Giants players of the market and so they have to play with the long term credits to the retail outlets. The concentrated products and their demands occurs due to the seasonality and wide range of sales because brush are produced in smaller batches and companies need to provide every aspect of choices to the customers.

The large inventory levels also gives a broader path of distribution network to the companies to maintain their seasonal stock at every substantial goods providing the best benefit to the customers.

The growth of the organised sector has been the major concern for the large players that depends on the Outsourcing and economical collaboration of different brands according to the needs of the customers. Most of the companies believe in processing in house production for minimizing the manufacturing cost and taking
maximum benefit of the total sales on each product.

Government also plays important role being a threat to the new entrance by importing duties on certain raw materials which reduce the price advantages of the unorganised players and benefit the large players to maintain better position in the market. It is due to this reason the unorganised localites have to focus on the semi urban areas and rural markets to maintain their profit ratios and those cannot compete in the metro cities by unbranded values and small production volume especially in the decorative sector.