CHAPTER – 21 RESEARCH DESIGN & METHODOLOGY

9.1 - Source of Data Collection :

Primary Data :-

- The primary data is collected through series of questionnaire and surveys in the Saurashtra market. The working experience in the company also helped to gather the statistical data for conclusion

Secondary Data :-

- The secondary data is collected through various websites, books, articles, magazines and books. Also the work carried out in Brush section by the previous researchers was observed.

9.2 – Sample Design :-

Sample size :-

- Here the samples are distributed all over Saurashtra and thus 100 samples were taken as brush dealers from different parts of Saurashtra market.

Research Tool :-

Here different statistical tools are used for determining the conclusion such as

- Bar Charts ;
- Pie Charts ;
- Chi-Square ;
- Profitability Ratio

CHAPTER 22 – DATA INTERPRETATION AND ANALYSIS
22.1 - QUESTIONNAIRES FOR DEALERS

1. Which paint brush company’s dealership do you have?
   - Bekay Brush
   - National Brush
   - Mercury
   - Others

**Interpretation :-** The interpretation that can be drawn from the above analysis is that 60% of dealers have dealership of Bekay brush; 35% of dealers have dealership of National brush; 10% of dealers have dealership of Mercury brush and 5% have dealership of others.

So it is clear from the above interpretation that the dealers in Saurashtra region prefer the paints of Bekay brush and invest their money in it.

2. Which feature of the brush company attract you the most for investing the dealership?
- Brand name of company
- After sales service
- Discount and schemes
- Profit margins of company
- Supply of good flow
- Better position in market
- Marketing and Rivals’ business

![Percentage of reasons for attraction](chart.png)

**Interpretation :-** The interpretation that can be drawn from the above analysis is that 30% of dealer have attracted towards brand name; 5% of dealers have attracted towards after sales services; 5% of dealers have attracted towards schemes; 50% of dealers have attracted towards marginal profits; 6% of dealers have attracted towards supply of goods and 4% have attracted towards position of the company in the market.

So it is clear from the above interpretation that the dealers in Saurashtra region prefers the company with huge profit margins and brand name and invest their money in it.

3. The customers which enters your shop have which company’s good image in their minds?
• Bekay Brush
• National Brush
• Mercury
• Others
• None

**Percentage of Preference**

Interpretation: The interpretation that can be drawn from the above analysis is that 20% of customers have good image of Bekay brush; 15% of customers have good image of National Brush; 35% of customers have good image of Mercury; 2% of customers have good image of Mercury and other 60% of customers have no clue of brand while buying.

So it is clear from the above interpretation that the buyers in Saurashtra region customers have not much knowledge of the quality and brand of brush and thus are dependent on the guidance of dealers.

4. Why do you think people come with that company's perspective? What can be the reasons?
• Advertising effect
• Choice of painters
• Past experience
• Budgeting criteria
• Packaging

Interpretation :- The interpretation that can be drawn from the above analysis is that 5% of customers have attracted towards Advertising criteria; 45% of customers have made buying decision due to choice of painters; 5% of customers have decided by past experience; 15% of customers have decided due to budgeting criteria; 30% of customers have attracted towards the packing style of the brush.

So it is clear from the above interpretation that the customers in Saurashtra region have not much of the idea regarding the quality of brush due to lack of advertisement and marketing and so depends mostly on the comfortable brand of the painters.

5. Does the company in which you have the dealership provide you different schemes and rewards for achieving targets?

• Yes
• No
Interpretation :- The interpretation that can be drawn from the above analysis is that 65% of dealers have replied positive to the question of providing schemes by the company to the dealers while 35% of dealers mainly linked to the unorganized companies have said no.

So it is clear from the above interpretation that most of the dealers in Saurashtra region are provided schemes and discount offers for achieving their target.

6. Do you think your company as compared to others provides comparative benefits to the customers in terms of price?

- Yes
- No
- Almost same as others
Interpretation :- The interpretation that can be drawn from the above analysis is that 60% of dealers have replied positive to the question of providing better prices to the customers while 10% of dealers have replied that it will be almost same for all companies and 30% of dealers have replied negative to the answer.

So it is clear from the above interpretation that most of the dealers in Saurashtra region agree to the statement that there is price difference among the giant companies of the brush industry but people prefer quality products.

7. According to you how many customers have changed their buying decision and made a shift to another brand after your explanation?

- Almost all of them
- Half of them
- Few of them
- Rarely few
Interpretation :- The interpretation that can be drawn from the above analysis is that 10% of customers have changed their decision after explanation by dealers; 50% of dealers claim that few of the customers have only changed their mind; 30% of dealers said that customers don’t change their decision of going for a particular brand inspite of making them understand the benefits.

So it is clear from the above interpretation that the customers in Saurashtra region have predetermined choices of brush due to the fact that they accompany their painters and buy the brush suitable to them.

8. Are you satisfied with the dealership specifically with the pricing, quality and products ?

- Yes
- No
- Can be improved
Interpretation :- The interpretation that can be drawn from the above analysis is that 60% of dealers have said that they are satisfied by the service of the company; 20% of dealers said that they are not satisfied with the current scenario; 20% of dealers said that it is ok by what it is going through by can be improved for better.

So it is clear from the above interpretation that the dealers in Saurashtra region have accepted their current dealership norms but are having mixed interpretations of wanting it to be better in future.

9. Since 5 years with what budget does the customers enters your shop particularly for brush ?

- Rs 1000 – 5000
- Rs 5000 – 10,000
- Rs 10,000 – 20,000
- Above 20,000
Interpretation: The interpretation that can be drawn from the above analysis is that 50% of customers are going towards purchasing brush from 1 to 5 thousand of range; 30% of customers are going towards purchasing paint brush from 5 to 10 thousand of range; 10% of customers are going towards purchasing brush from 10 to 20 thousand of range; 5% of customers are going towards purchasing paint brush above 10 thousand of range.

So it is clear from the above interpretation that the customers in Saurashtra region considers not much of the attention is given while buying the brush and so most of the times either choice of painters or dealers is appreciated.

10. Have the decision of Demonetization affected your business of brush?

- Yes
- No
The interpretation that can be drawn from the above analysis is that 90% of dealers have said that they are largely affected by the demonization because of the unplanned decision of government, they have to adjust their accounts than focusing on business; while 10% were not affected by its decision because of their streamline work and thus adjusted according to the flow.

So it is clear from the above interpretation that the dealers in Saurashtra region have greatly affected by the demonization and consider it to be a game changer.

11. Have the decision of GST tax structure affected your business of paints?
   - Yes
   - No
   - Cannot say
Interpretation: The interpretation that can be drawn from the above analysis is that 90% of dealers have said that they are largely affected by the GST because of the problem in understanding the rules and criterias of return filling and other accounting issues; while 5% were not affected by its decision because they knew that it was a good decision taken by the government and will make better business.

So it is clear from the above interpretation that the dealers in Saurashtra region have greatly affected by the GST tax structure and consider it to be a competitive stage for every business.

12. What all difficulties do you face under GST structure than in VAT?

   a) Difficulty in understanding accounting issues
   b) No clarity about HSN codes and GST slab
   c) Delay in getting refunds
   d) a and b
e) All of the above

**Percentage of difficulties in GST**

Interpretation: So it is clear from the above interpretation that the dealers in Saurashtra region have greatly affected by the GST tax structure and faces many difficulties in day to day basis while also having the slack in the market since two years.

22.2 - CHI SQUARE ANALYSIS

Here in order to understand the preference of the customers for a specific brand we need to take data from different geographical regions and compare this data with major competitor as National Brush with the Bekay Brush.
So we divide the relationship in two different categories in the form of hypothesis

H0 :- There might not be a significant relationship between brand choice and preference of customers for different locations

H1 :- There might be a significant relationship between brand choice and preference of customers for different locations

<table>
<thead>
<tr>
<th>Customer Preference in diff. regions</th>
<th>BRAND</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Bekay Brush</td>
<td>National Brush</td>
</tr>
<tr>
<td>South</td>
<td>15</td>
<td>6</td>
</tr>
<tr>
<td>North</td>
<td>11</td>
<td>5</td>
</tr>
<tr>
<td>East</td>
<td>8</td>
<td>12</td>
</tr>
<tr>
<td>West</td>
<td>12</td>
<td>9</td>
</tr>
<tr>
<td>Central</td>
<td>14</td>
<td>8</td>
</tr>
<tr>
<td>Total</td>
<td>60</td>
<td>40</td>
</tr>
</tbody>
</table>

We use the following mathematical formulation for calculating the expected frequencies (E)

\[
E = \frac{\text{Row Total} \times \text{Column Total}}{\text{Total}}
\]
According to the formula if we apply this to the previous table, then we can get the expected frequencies for the brand and customer preference,

**Calculation of Expected Frequencies**

<table>
<thead>
<tr>
<th>Customer Preference in diff. regions</th>
<th>BRAND</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Bekay Brush</td>
<td>National Brush</td>
</tr>
<tr>
<td>South</td>
<td>12.6</td>
<td>8.4</td>
</tr>
<tr>
<td>North</td>
<td>9.6</td>
<td>6.4</td>
</tr>
<tr>
<td>East</td>
<td>12</td>
<td>8</td>
</tr>
<tr>
<td>West</td>
<td>12.6</td>
<td>8.4</td>
</tr>
<tr>
<td>Central</td>
<td>13.2</td>
<td>8.8</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>60</strong></td>
<td><strong>40</strong></td>
</tr>
</tbody>
</table>

Now for calculating the Chi-Square values we use the following formula

\[ X^2 = \sum \frac{(O_i - E_i)^2}{E_i} \]

Where \( X^2 \) = Chi-Square ; \( O_i \) = observed frequency ; \( E_i \) = expected frequency

Now substituting this formula according to the observations of the dealer then we get ;

<table>
<thead>
<tr>
<th>Row/Column</th>
<th>( O_i )</th>
<th>( E_i )</th>
<th>( (O_i - E_i) )</th>
<th>( (O_i - E_i)^2 )</th>
<th>( (O_i - E_i)^2 / E_i )</th>
</tr>
</thead>
</table>
Here for calculating the degrees of freedom for the contingency table we have to apply \( r \times c \) (i.e. rows x columns), then the degrees of freedom is found by \((r-1) \times (c-1)\). In this case we have \(5 \times 2\) i.e. \((5-1) \times (2-1) = 4 \times 1 = 4\)

Suppose we take the level of significance 0.05 then from the table value (Appendix – Table 4) at \(a = 0.05\) as significance level and d.o.f being 4. The value observed is 9.48

Since the calculated value \(X^2\) being 6.81 is less than the table value 9.48 we accept the null hypothesis and conclude that there is no significant relationship between the brand name and the preference of customers for different regions.

### 22.3 - PROFITABILITY RATIO

Since concluded from the above results we know that customers lean towards different brands and we have to show the profitability ratio for all major companies.
Here the below shown table is taken on account of three highly demanding segments of paints in all major companies for the financial year 2016

In order to calculate the profit margin, the first thing we need is to calculate revenue

\[
\text{Revenue} = \text{Quantity of goods sold} \times \text{rate of goods per unit}
\]

<table>
<thead>
<tr>
<th>Item</th>
<th>Quantity Sold (inch)</th>
<th>Rate / inch</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>KB</td>
<td>10,000</td>
<td>5-6</td>
<td>50,000</td>
</tr>
<tr>
<td>C1</td>
<td>12,000</td>
<td>8-10</td>
<td>108,000</td>
</tr>
<tr>
<td>C2</td>
<td>12500</td>
<td>9-10</td>
<td>112500</td>
</tr>
<tr>
<td>C+1</td>
<td>12500</td>
<td>10-11</td>
<td>125000</td>
</tr>
<tr>
<td>B1</td>
<td>20,000</td>
<td>11-12</td>
<td>220000</td>
</tr>
<tr>
<td>B2</td>
<td>21,000</td>
<td>11-12</td>
<td>252000</td>
</tr>
<tr>
<td>B+1</td>
<td>15,000</td>
<td>12-14</td>
<td>195000</td>
</tr>
<tr>
<td>A1</td>
<td>10,000</td>
<td>14-16</td>
<td>150000</td>
</tr>
<tr>
<td>A2</td>
<td>11,000</td>
<td>16-18</td>
<td>176000</td>
</tr>
<tr>
<td>A+1</td>
<td>8,000</td>
<td>18-20</td>
<td>144000</td>
</tr>
<tr>
<td>Export</td>
<td>7,000</td>
<td>20-22</td>
<td>140000</td>
</tr>
</tbody>
</table>

Here the average values are taken as the revenue for Bekay Brush and are taken into account for further calculations

Now for calculating the profit margin we need Revenue which we have calculates and we need cost of goods sold (COGS)
Cost of Goods Sold is the inclusive measure of:

\[
\text{COGS} = \text{Raw Material cost} + \text{Operating Expense} + \text{Labour} + \text{other utilities}
\]

Now, 

\[
\text{Net Profit} = \text{Revenue} - \text{COGS}
\]

- Substituting the derived values for different paints companies the table is given as follow:

<table>
<thead>
<tr>
<th>Brand</th>
<th>Revenue</th>
<th>COGS</th>
<th>Net Profit</th>
<th>% Margin</th>
</tr>
</thead>
<tbody>
<tr>
<td>KB</td>
<td>50,000</td>
<td>10000</td>
<td>40000</td>
<td>80%</td>
</tr>
<tr>
<td>C1</td>
<td>108,000</td>
<td>40000</td>
<td>68000</td>
<td>62%</td>
</tr>
<tr>
<td>C2</td>
<td>112500</td>
<td>44500</td>
<td>68000</td>
<td>60.4%</td>
</tr>
<tr>
<td>C+1</td>
<td>125000</td>
<td>48000</td>
<td>77000</td>
<td>61.6%</td>
</tr>
<tr>
<td>B1</td>
<td>220000</td>
<td>50000</td>
<td>170000</td>
<td>77.2%</td>
</tr>
<tr>
<td>B2</td>
<td>252000</td>
<td>55000</td>
<td>197000</td>
<td>78.1%</td>
</tr>
<tr>
<td>B+1</td>
<td>195000</td>
<td>45000</td>
<td>150000</td>
<td>76.9%</td>
</tr>
<tr>
<td>A1</td>
<td>150000</td>
<td>45000</td>
<td>105000</td>
<td>70.1%</td>
</tr>
<tr>
<td>A2</td>
<td>176000</td>
<td>55000</td>
<td>121000</td>
<td>68.75%</td>
</tr>
<tr>
<td>A+1</td>
<td>144000</td>
<td>50000</td>
<td>94000</td>
<td>65.2%</td>
</tr>
<tr>
<td>Export</td>
<td>140000</td>
<td>60000</td>
<td>80000</td>
<td>57.14%</td>
</tr>
</tbody>
</table>

Thus from the above result we derived the profit margin for different brands and thus taking the average we conclude that the average profit margin for Saurashtra Brush business is around 70% and is pretty good for rightful profits.

22.3.1 - CONCLUSION & RESULTS
Thus concluding from both the business products, we can say that a retailer or a dealer in Saurashtra assembles such products like Brush with higher margins than inspite of not having profit margin in paints but when entire paint industry products are combined under one roof he can definitely earn better.

THUS THIS ENDS OUR RESEARCH THAT THERE IS SURELY WIDE SCOPE AND BUSINESS OPPORTUNITIES IN PAINT INDUSTRY FOR SAURASHTRA REGION IN GUJARAT.

CHAPTER 23 – SUMMARY AND CONCLUSION

23.1 - Summary
The Saurashtra paint industry comprises of many different aspects from the point of manufacturers and suppliers having low technological betterments and high quality
products which are having different specification of quality and concept of designs in order to increase the Awareness of the customers in the Saurashtra market. The developing cities of the Saurashtra including Rajkot, botad, junagadh, jetpur, jamnagar have the tremendous potential of production with higher priorities of developing specialist products according to the need of the customers by following the Nero outline in their business.

The main function of the paint is to decorate, protect and preserve the walls of the houses or other surface so that it can function in a proper manner. It also provides an attractive look to the surface having pleasant and colourful appearance in order to prevent corrosion and bacterial effects to increase the life of the walls.

The history of the paint industry goes back in the 19th century in Saurashtra region when the Shalimar Paints entered the Eastern part in 1972 with the expansion of paints, colours and varnishes. After the growth of independent Nation there was a demand of protecting the walls from the environmental defects what using of paint was considered to be a luxury item and only few people with higher salaries and status in the society used to decorate their houses. If you talk about the culture of the Paints that distemper has the civilized scenario utilized by the Egyptians in 1970 in order to highlight the culture and rituals on the walls of the temples. Then the introduction of traditional oil paint why exploiting natural materials made from the bones and blood of animals which were suitable for the dry temperature only before the monsoon season which were considered to be the thin layer of oil that has not soluble materials and Elastic solids used for signing purpose and wood paintings.

The current scenario of Saurashtra region indicates that it has a slow market growth of 5% every year which is divided into 80% of the industrial sector and 20% of the decorative sector due to the sluggish market from last 2 years which as drop down the cash flow resulting into the competitive market 8 equal rates. The recent trends of Saurashtra region indicates the growth pattern of paint industry mainly in metro cities which have higher performance Technology demand in the industrial market and with the fall of the GDP, the small companies had to face hard competition following why the credit payment due dates, cutting down their profit margins and offering discount schemes in order to survive in the harsh competition of the Saurashtra paint industry. The cultural difference in the Saurashtra region is also played important role in dividing the market between the unorganised players and organised players and have settled down with their own markets, one giving quality
products at average price and other providing cheaper products. In order to satisfy the title of the research, for paints particularly the company western Paints has been selected to study the marketing fundaments and price distributions at the comparative analysis of other major companies. Western Paints is the actor duplicate of Asian Paints which completes on the basic Grounds providing the same Label of products at cheaper cost than Asian Paints. Different purpose Paints are also introduced by the company which are classified under primers, coatings and finishing Paints. The current trend of the Saurashtra market has been for the commercial customers without target people having different budget schemes and is gradually gaining the potential of 8 to 10% by every year. Concentrating on the local traders of the Saurashtra paint industry which have constant environment of competition from the Rivals as well as the Giants companies which have greater financial backup and higher Technologies and so becomes the deciding factor of changing the floor in the market.

The two major segments in the Saurashtra paint business namely decorative segment and industrial segment have their own market at off season and at festival seasons. The industrial sector is considered to be at constant flow and supply of demand of paints while the decorative sector has the peak time during the festival season such as Diwali, Janmastami, and other rituals search s marriages where people celebrate by decorating their houses. The main ingredients in the manufacturing process of paints are pigments consisting of mainly Titanium dioxide and zinc oxide, solvents which are made up of minerals and turpentine, additives containing emulsion Polymers and amino resins and also binders which hold the paint by oils and resins. The major players off the paint industry are considered to be Asian Paints who has undoubtedly the reputation of the fastest growing equity shareholder having the strongest distribution network in the Saurashtra market and the first plant was in Bangalore In 1942 with a small initiative in order to survive in the market. Kansai Nerolac it's considered to be one of the largest public figure having child collaborations off auto Paints and leading the industrial groups by becoming the strength of the local players identities covering the heavy vehicles like trucks and two wheelers. The third company Berger Paints had the establishment in 1923 with the tie up with Herberts having the advantage of German technology and is well known in the Powder coatings and white good segments having the distribution network of 10,000 dealers across the country. The supply chain network
of paint business works from the point of origin to the point of conception having the efficient manner of organised network which operates with the main idea of providing the right customer at the right time with the right product. The drivers of the paint industry are considered to be income or spending of the people, education upgradation of choosing the right product, the increased population resulting in increase of demand. The negative influence of the market includes the price of raw materials which overall increases the price of the final product, the Slap in the monsoons which decreases the performance in the decorative sector, the impact of budget, seasonal demands and competition from the Rivals. The effect of demonetization and GST has widely affected the financial year 2016 and 2017 when most of the people were busy in adjusting their individual accounts then focusing on the business and also the lack of knowledge in the accounting criterias of GST, the more towards e payment have put the dealers and retailers in the dilemma of whether to buy or not the luxurious item.

The research problem of determining the scope and business opportunities in Paint is measured by the different research tools with the sample size of 100 wheelers from different areas of Saurashtra region. A set of question arise for dealers regarding the daily business terms has been set to get an idea of the market demand for different categories of paint which is followed by the Chi square test to know the significant relationship between customer preference towards a brand. This result when found positive then the revenue cost for major players of paint business such as Asian Paints, Berger, Nerolac and western Paints is formatted in a table and then the values are substituted in the revenue column by subtracting the cost of production from its which results into the profit margins. The result obtained here nearly 5 to 6% was not on the satisfactory level, so that we concluded that for the dealer wanting to do only paint business have not much scope or opportunities in this line.

Now when we are talking about the entire paint industry we need to correlate with the products included in the paint industry such as brush, rollers, turpentine, thinner etc. out of which the brush is taken into consideration as the research product because not much of the study has been done in this area and people are unaware of the hidden marginal profits that gained by the dealers. Paintbrush is considered to be the handheld tool which is used to apply the paint or any other liquids to the
paintable surfaces like walls or ceilings including furniture’s and other finishes. The history of the paint brush is even older than the paints in the 18th century when the sable brush obtained from the animal known as sable or Mongoose which are banned today having the shorter lengths mainly used for painting the corners or wooden furniture’s. Every brush maker has to compare his quality and performance with the competitors by creating an image of at which rank his product lies in the market. The terminologies used in the paint brush or not of similar kind or most of them have not been heard before such as bristles which are the natural hair of animals mainly obtained with split ends of pigs, hog, ox, etc. Filaments which are the synthetic hair or simply Polyester made from pet and pbt combination in the extrusion process after certain treatment. Ferrule is the part of the brush which holds the filaments and handle together generally made up of metal or steel of a rectangular shape. The company in which the training for sales and manufacturing unit of paint brush has been studied is Bekay brush which is considered to be a 50 years older company ruling In The Saurashtra market which has been established in 1977 with only one philosophy to provide best quality to the customers for the best affordable price. The products of BK brush are known by its quality and services provided by the company with the large distribution network and marketing on daily basis. The raw materials of the paint industry are the petroleum products and thus the price of the raw materials increases with the increase in the price of crude oils. The manufacturing process starts from making of filaments by the extrusion process where different stages of stretching and annealing in the oven is performed with repeated measures in order to provide strength to the fibre. The next comes making of filaments where different sizes are cut according to the need of the customers and are separated for filling into the brush. The next stage is the adding this mixture to the ferrule and epoxing the filaments so that it doesn't get separated while working on the surface. After the stage the handles are fixed to the ferrule according to the size of the brush. The different shapes of the filaments include the solid round filaments which provide chemical resistance and great stiffness having higher aberration ratio with good band recovery for the Paints to evenly spread on the surfaces. The next is the hollow shaped filaments which are lighter in weight than the solid filaments and absorbs less moisture and has higher stiffness. The ribbed shape filaments are considered to be the most efficient filaments having flagged a split end which absorbs very little moisture and are lighter in weight than the hollow filaments.
The cultural difference in the paint brush also widely differs from one region to another depending on the mentality of the painters leaning towards the quality conferred with lower prices. The majority of the painters are in search of cheaper brush with higher life which can give them convenient space of working which creates the brand image of the company for longer run of business. The two major manufacturers of paintbrush leading the Saurashtra market national brush having 30 to 35% of market share and Bekay brush having 55 to 60% of the market share which are considered to be the decision makers in the market fighting against the economic drop down and providing higher benefits to the retailers. The supply chain management of the brush market is based on making the lowest possible cost of operation and giving the highest quality possible in order to remain the brand at every category of application in order to develop an efficient network of business locating the needs of the customers. The drivers of the brass industry are spending of the customers due to unawareness about the manufacturing and brand utilization due to the small product at smaller range of prices. The skilled labour and increasing urbanization has also lead to the increase in the demand of Brush in the Saurashtra market. The negative influence of the market comprises of the cost of the synthetic filaments, impact of the rainfall from last 3 years which has being the main turning point towards the declaration of the brush market, the influence of governments by imparting two major decisions of demonetization and GST affecting every business whether small or big. Here to complete the research problem analysis the similar tool are measured such as series of questionnaire and surveys, chi square analysis test and profitability ratio in order to come to a conclusion.

From the survey it is been idealized that most of the dealers trains towards buying the Bekay brush providing the best affordable quality at the reasonable price. Similarly the chi-square test is being done on 100 samples for determining the preference of customers towards the brand and whether they have significant relationship for buying a particular brand or not.

From the data arrived and the mentality of the customers that no one will think of buying a particular companies brush while preparing for a complete home solution and this is where the dealers strike their pockets. Similarly the profit ratios are performed on different products of BK brush by evaluating the revenue for each brush and then calculating the net profit by subtracting the cost of brush sold from the revenue income which will generate the profit margin.
From The generated result it is clear that from the business of Brush the Saurashtra market dealers are generating very high profits and has an average profit margin of 70% which is considered to be good figure.
Thus this Ends our research by pointing to the conclusion that when the scope and business opportunities of entire paint industry is talked about then the dealers by keeping the inventory of other products such as brush giving higher margins then Paints will definitely earn better.

23.2 - Recommendations
From the above conclusions and findings it can be observed that Paints surely have higher turnover income as compared to any other products in the paint industry but when calculated on the grounds of profits it fall shorts and cannot have scope of performing business in near future. While focusing on the brush market which is in spite of having lower volume as compared to the Paints but as such a high margin that even if only one product is kept in mind then the dealer or retailer in the Saurashtra market can gain higher profits.
From the current scenario saurashtra paint industry has travelled a long way in the terms of branding, distribution and quality while the brush industry is still on the run of making an impact to set the brand image on the minds of the customers in every field of work.
With the industry business becoming complex most of the companies have renovated there R & D department in order to use the information technology in the organised manner on the basis of expanding its business and having essential controls on the quality.
23.3 - Future scope

With the expansion of housing segment and improving infrastructure of the automobile industry, the paint industry is forecasted to be on the growth after one year when the financial status and GST background once settled and every major or minor companies as well as the retailers will compete in the healthy environment of quality products.

For the brush segment previously most of the companies where selling without the bill entries and so for some period of time it will be difficult for them to adjust and manage the white payments but once the flow will be smooth they are expected to rise at the linear growth every year on uniform scale.

With the reduction of import duties more companies are likely to move towards the manufacturing business in order to reduce the cost of production and provide better quality to the customers when the operation is under their hands.
23.4 - Limitations of the research work

The primary data of the research work has been collected through series of questionnaires and surveys and it is possible that some of the data might be unreal provided by the dealers which limits the study to determine the accurate results. The GST data may not be easily available from the retailers as they themselves are confused regarding the transactions and billing entries for filing the return and thus calculating their profits.