

A Market research for Total Engine Oil in Delhi

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Abstract— It is informative and suitable for taking a direct information for Total engine oil(which is formally known as Elf engine oil) in Delhi. It gives some magnificent result purely based on survey. We tried to minimize error of questioner and maximize the statistical analysis. Analysis is easily understood by its approaches, method and objective. Reader can find out optimum zone of availability of engine oil for future perspective.

Keywords— Random Sampling; Complete Enumeration.

1. Introduction

Market Research is an indicator of a particular brand for taking a maximum information regarding product. Availability, customer view for total engine oil, future deals with wholesaler, retailer should be matter. This article will give you complete idea about parameters of engine oil in Delhi.

2. Methodology

Delhi city is divided into four zones i.e. North, East, West, South and each zone contains a specific market areas like Model town, Azadpur, Ashokvihar, Bhajanpura, Loni Jheel, Karampura, Uttam Nagar, Bhogal, Ashramand, Badarpur, respectively (sample size of zone is 4). The sample size of each market areas are around 10. Using Random Sampling we will apply complete enumeration on wholesaler, retailer shop at each market area's in a respective zones.

3. Analysis

Analysis give you an idea about the behaviour of a particular brand. You also take a decision with the help of graphs and charts that will provide you a better information regarding a particular brand. Total would be face a major competition against Castrol, Mobil and servo and rest of them would be matter but not much.

3.1. Oil Distribution in North Zone

As shown in figure 1, Castrol captured major market shares in north, followed by Mobil oil and leaders in the

north zone of Delhi whereas local engine oils have very limited market shares.

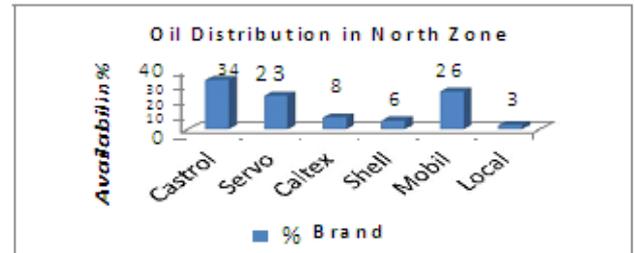


Fig.1: Oil Distribution in North Zone

3.2. Oil Distribution in East Zone

As shown in figure 2, you observe that there are tough competition in all brands but there are maximum consumers of castrol in this zone.

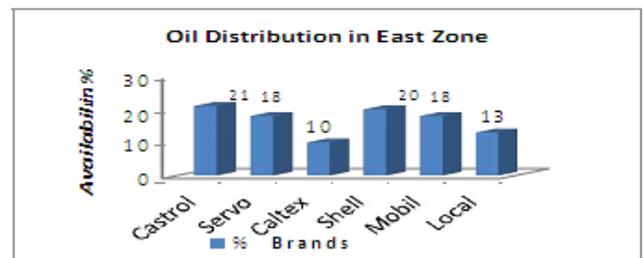


Fig.2: Oil Distribution in East Zone

3.3. Oil Distribution in West Zone

As shown in figure 3, in which we can easily determine that Castrol contain more market share rather than others so that total has to improve their market shares.

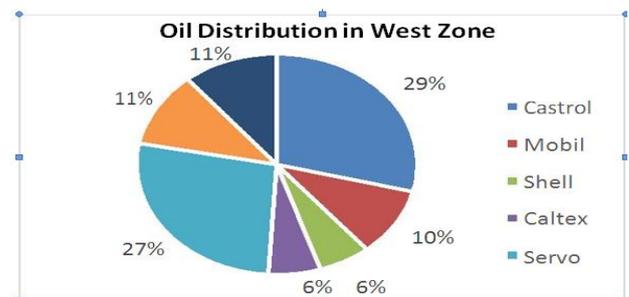


Fig.3: Oil Distribution in West Zone

3.4. Oil Distribution in South Zone

As shown in figure 4, Castrol is more magnificent oil w.r.t. servo and local.

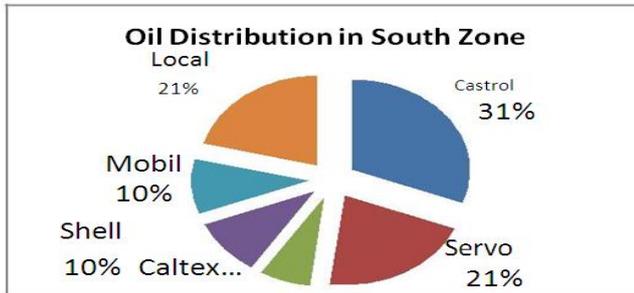


Fig.4: Oil Distribution in South Zone

3.5. Total should be compete with Rupee

As shown in figure 5, we can see that the trend of engine oil's in which the highest m.r.p.is Castrol and lowest MRPIs Mak so that the average MRP of total would be 187rs.

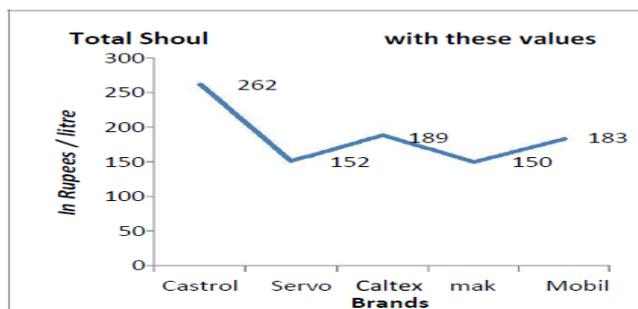


Fig.5: Oil rate

3.6. Unit of Analysis

Below table gives an idea about how number of customer would be prefer their brand where entire population of Delhi considered as 400.

Table 1: Oil and its Coefficient

Variables	Coefficient
Castrol	1.15
Servo	0.89
Caltex	0.36
Shell	0.87
Mobil	0.64
Local	0.89

3.7. Prediction

As shown in figure 7, if total would be come in a market than 73 % of customers will deals with it and rest of them prefer specific choices.

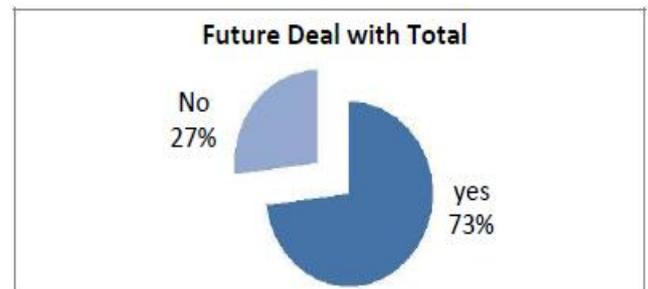


Fig.6: Future Deal with Total

4. Conclusion

Here we are going to discuss some important interpretation they are given below.

- The major competition for Total in all zone is against Castrol and Mobil in global brands whereas Servo serves as a tough Indian market product.
- The likes of Castrol and Servo prevail in the areas because of the coupons in their product.
- Being markets on the outskirts where transactions occur at a brisk rate dealers may need to be there and pitch about the product.
- The big competition for Total in the west zone is against Castrol and Servo along with a share of about 15% of the local engine oils.
- Total is catering a lot of dealers in the west market but still is having quality issues(less viscous) in this region.
- The market also wants some incentives or coupons to attract sale.
- The product lacks promotion which is the key to compete with Castrol, Servo or Mak.
- Company has to improve their Supply chain in all zone of Delhi.
- 73% customer will deal with total and rest of them wants more time.

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