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Case 1

Mr. Rajan Deshpande a Science Graduate, has retired from education department, a State Government job in 2008 after completing 32 years tenure of service.

Before retirement, he has successfully discharged his personal responsibilities, got his two daughters married. He owns a flat at Karad, a commercially developing town in Western Maharashtra in Satara District located on National Highway No. 4 at the center of two important commercially developed district headquarters Satara and Kolhapur in the state of Maharashtra.

At the time of purchase of flat he got in touch with Mr. Shashikant Joshi, businessman, in connection with the installation of 'Cozy Dry', a pulley operated clothes drying system at his new flat. Due to some common interests, they became good friends within very short time.

Mr. Joshi is in business of home appliances and authorized distributors for prime national brands. His distribution offices were located in adjoining five districts of Satara. One of his business lines is, 'Cozy Dry', a pulley operated cloths drying system. The product facilitates natural cloth drying. It is quite simple but aesthetic and saves a lot of space. The conventional method of drying cloths is to place cloths on tied rope, wall or hangers. Cozy Dry product is made up of aluminum bars which are installed on ceiling or walls. With the help of pulley, a single bar can be rolled down and up separately with a rope to put cloths for drying. The product can be adjusted for variations in sizes and for different surfaces for mounting.

Mr. Deshpande, having installed Cozy Dry is quite impressed with the utility of product. During the discussions Mr.Joshi expressed need for distributor for this product for Satara. Mr. Deshpande grabbed this opportunity to enter in business, his long coveted unfulfilled desire since college days. He expressed his wish to undertake distributorship of Cozy Dry from Mr. Joshi for Satara district which was happily accepted. The product concept was old but with Cozy Dry , it was introduced in market with desirable forms and variations. Conventionally the product composed of welded bars of iron or steel and at the time of

operating, all welded bar set was to be brought down to put cloths for drying and then was to be pulled up with the help of rope. Cozy Dry facilitates single bar operations and is quite light weight. The product serves greater need of people who have little space for cloth drying. The price of the product with installation is Rs. 50/- per running feet.

Mr. Deshpande has taken keen interest in selling this product. He relies on enquiries generated from exhibition participation and word of mouth publicity and he attends all enquiries generated and suggests the suitable model to customers. On finalization of order, the tentative installation date is given after taking 10% advance payment. Installation of product is a skilled job and requires technical competence. Mr. Deshpande has taken assistance of one brilliant electrician for installation. Whenever enquiry is generated Mr. Deshpande initiates telephonic discussion and decides upon installation date and time as per convenience of electrician and conveys the same to client.

Many times it has been found that commitment of installation time fails and client keeps on calling Mr. Deshpande about installation and even demand contact number of electrician for fast installation of product.