

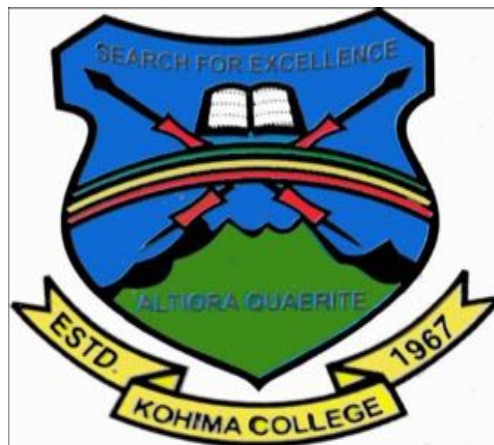
PROJECT REPORT

SWOT ANALYSIS OF BELHO GAS

AGENCY KOHIMA

Project submitted to Nagaland University in partial fulfilment for the award of the degree of Bachelor of Commerce

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DECLARATION

I declare that the project report entitled “SWOT Analysis of Belho Gas Agency Kohima” is submitted by me for the award of degree of **Bachelor of Commerce** of Nagaland University is my own work. The project report has not been submitted for any other degree of this University or any other University.

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CERTIFICATE

I forward this project report to be placed before the examiners for evaluation

NGIPLON RACHEL CHOHWANGLIM

Supervisor

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CHAPTER – 1

1.1 INTRODUCTION

Belho Gas is an LPG gas agency under the branch of Indane Oil Corporation Limited (IOCL). Belho gas was established in 1984. It is presently located at NH-29 Dzövörü, Poterlane, Kohima with 5 office staff members and 9 employees for delivery and Alem Jamir as manager. Belho gas has approximately around 20,000 consumers.

IOCL is an Indian government corporation. It is under the ownership of Ministry of Petroleum and Natural Gas, Government of India. While, Belho Gas agency is a Semi-Government that serves as a middlemen between the supplier and the consumer.

SWOT analysis is a process by which you assess the strengths, weaknesses, opportunities, and threats of your company. You can also use this same kind of analysis to review other aspects of your life such as relationships or health. It's important to do a SWOT analysis periodically so that you can improve upon what works and adjust for what doesn't.

SWOT stands for Strengths, Weaknesses, Opportunities, and Threats. So it's really about understanding yourself from different angles: how well are you doing at things that are most important to you? How does the world see you? What might happen if things stay the same? And how could they change if something new came along? to create.

1.2 Review of Literature

According to David kimemia (2016) in his study “Domestic LPG interventions in South Africa: Challenges and lessons”. The government has promoted Liquefied Petroleum Gas (LPG) as an alternative thermal source for energy source for household cooking and heating. This study evaluates the long-term successes, challenges and social impacts of an LPG intervention project that was piloted in Atteridgeville Township, a typical low-income suburb. The study discusses the subset of factors necessary for successful rollouts of similar energy products and;

And in a study by Oswaldo Lucon(2009) on “LPG in Brazil: Lessons and Challenges” imported LPG had a very significant role in Brazil in the 20th century supplying the fuel for households at subsidized prices. In 2001, the subsidies were removed, correcting price distortions but creating even worse social and environmental problems. The aim of this research was to present the case of LPG in Brazil and to make recommendations in order to preserve the benefits obtained from the utilization of this fuel; cleaner environments through an affordable energy source.

1.3 Objectives of the study.

1. To know about the Strength, weakness, Opportunity and threat of Belho Gas Agency
2. To find out the behaviour pattern of customers in Kohima context
3. To find out the total sales of the year 2021 and 2022

1.4 Research question

1. What are the effective control system and managerial practices followed by Belho Gas Agency?
2. What are the challenges and problems faced by the business?
3. What are the prospects of this business?

1.5 RESEARCH METHODS

This study is an analysis of SWOT of a gas agency in kohima town of Nagaland. An interview was scheduled with the manager, collecting information from the manager with the help of open ended questionnaires. The questionnaires have been carefully made.

Chapter 2: Data Analysis and Interpretation

2.1 SWOT Analysis of Belho Gas Agency

Strength(S):

1. One of the best customer services provided in kohima
2. Belho Gas is the second highest product used by the consumers in Kohima second to Seyie Gas agency
3. Belho gas is always ready for opportunities and it is claimed that it is the 1st preference by the Indane oil to supply LPG gas
4. Belho Gas agency has delivery like no other gas agencies, it not only delivers in kohima but reaches till Khuzama in the south to phutsero to subza . It is very flexible

Weakness (W):

1. The LPG Gas is not manufactured here and is supplied by Indane oil leading to limited amount of LPG gas making it hard to satisfy all customers
2. Belho gas cannot deliver it home due to the geographical terrain of kohima

Opportunities (O):

After the interview with the manager there were opportunities so no information was gathered regarding opportunities.

Threats (T):

The threats that Belho gas agency faces are as follows:

INTERNALLY:

1. LPG gas are highly flammable and dangerous
2. LPG may leak as a gas or liquid. LPG vapours can run for long distance along the ground and can collect in drains or basement. When the gas meets a source of ignition it can burn or explode.

EXTERNALLY:

1. There are many competitors in kohima for eg. Seyie gas agency, Marcofed (semi-government), Lucky Indane etc.
2. Since the agency is located just in the NH, the usage of fire and cigarettes or any highly flammable substances by the public cannot be controlled.

2.2 Behavioural Pattern of Customers in Kohima

Wood has been a traditional fuel for the people of Nagas. Before the LPG cylinders arrived, wood was used for fire to cook. But with the arrival of LPG cylinders, it changed the behaviour on the basis of fire for the people of Nagas. LPG is a better domestic fuel compared to wood; LPG has more calorific value and produces no pollution.

The people are now very dependent on LPG cylinders as it has made things easier to cook or produce fire. They have also said that LPG cylinders are much cheaper and efficient in the long run compared to burning wood.

2.3 Sales of LPG gas in 2021 and 2022

Total sales of 2021

2021	Home delivery	Price per LPG gass	Total price
January	4064	860	34,95,040
February	4092	860	22,91,520
March	5064	890	45,06,960
April	4072	850	34,61,200
May	6044	820	49,56,080
June	6224	840	52,28,160
July	6607	890	58,80,230
August	6712	890	59,73,680
September	6764	880	59,52,320
October	6600	890	58,74,000
November	6814	900	61,32,600
December	7812	900	70,30,800

Source: Belho Gas Agency

Total sales of 2022 from January – March

2022	Home delivery sales	Price per LPG	Total price
January	7906	870	68,78,220
February	6102	920	56,13,840
March	6612	1000	66,12,000

Source: Belho Gas Agency

Here are some photos of Belho gas agency





CHAPTER 3 - CONCLUSION

3.1 FINDINGS

From the analysis part of this research it is found out that Belho agency is one of the best LPG supplier in and around kohima and also stretches a little away from kohima.

A new kind of LPG cylinder was also found in this research. These new fibre-made composite cylinders are lighter and easier to handle compared to the existing steel cylinders; they come with various safety measures and are safer compared to the steel cylinders.

It was also found out that the employees there are underpaid with work time that could stretch till the evening. And considering the amount of time they give, they cannot work two jobs at a time.

It has been found the year before 2021, customers were coming to the agency to pick up the LPG gas but from the year 2021 the agency has taken the initiative to home deliver the LPG gas to the customers making it convenient for the customers.

3.2 SUGGESTIONS:

1. I would recommend that the employees be given a raise on their salary so as to motivate them to work harder.
2. I would like to suggest that they would completely implement the use of fibre gas cylinders as it is safer and they do not explode.
3. I would suggest that the company expand their branch so as to provide service outside kohima.

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