

# **A BRIEF STUDY ON HARDWARE ENTERPRISE**

*Project report submitted to Nagaland University in partial fulfillment for the award of the degree of Bachelor of commerce.*

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**DECLARATION**

I declare that the project report entitled “A BRIEF STUDY ON HARDWARE ENTERPRISE IN CHOZUBA TOWN” submitted by me for the award of the 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.

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## **ACKNOWLEDGEMENT**

In the accomplishment of this project successfully, many people have owned upon me their blessing and the pledge support, this time we are utilizing to thanks all the people who have been concerned with the project.

I would also like to express my special thanks of gratitude to my teacher *Miss NGIPLON RACHEAL CHOHWANGLIM*, who gave me the golden opportunity to do this wonderful project on the topic “*A BRIEF STUDY ON HARDWARE ENTERPRISE IN CHOZUBA TOWN*”, which also helped me in doing a lot of research and i came to know so many things and I am thankful to them.

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# **CHAPTER 1**

## **INTRODUCTION**

### **1.1 Background:**

M/S PULEYO hardware enterprise is a family business located at the heart of CHOZUBA TOWN and is owned and managed by the members of the same family. The generation and management of the business are looked after by the family and so of the reins are passed on from one generation to another generation.

They are of the pioneer in setting up a hardware store in PHEK DISTRICT. Currently two hardware stores have been set up at CHOZUBA TOWN and the competition environment is very much healthy. The customers prefer their products because they have complete knowledge of their uses. They understand the varying requirement of the customer and work hard to provide solution for the same.

### **1.1.1 Product / Service**

The hardware shop consists of all building materials.

Some of the products are:

1. Nails
2. Cements
3. Bathroom fittings
4. Fasteners
5. Hand tools
6. Power tools
7. Keys
8. Locks
9. Chains
10. Plumbing
11. Supplies
12. Electrical supplies
13. Cleaning products
14. Paints
15. Utensils
16. Garden products and many more

## **1.2 Literature review:**

VARSHEN NAICKER the IIE, 2016

This research explores how brand purpose and brand identity contribute to the developing of brand positioning. This research will use a small hardware as a guide and reference for the research. The literature is what informs this study, it looks at three main themes, brand purpose, brand identity and brand positioning, in order to understand the complexities of positioning. The literature is also a guideline for research design and compromises of questionnaires and interviews. The findings are then processed using qualitative content analysis methods. After, key points are established they are concluded by referring back to the research problem and objectives.

As Norman (2006) illustrates, in a taxonomic “hardware store” organization, hammers of all different kinds are all hanging together and all together and all different kinds of nails are organized in bins somewhere else. But a carpenter organizes his or her tools so that the hammer and nails are in proximity because the two are used together in work activities.

## **1.2Objective of the study**

The main objectives of the study are:

1. To study about how the hardware store run.
2. To find out the challenges or difficulties faced by them.
3. To find out their profits and expenditures.
4. To find out whether the workers are satisfied with their works or not.



## **1.4 Research question**

1. What are the challenges and problems faced by the business?
2. Is hardware business a sustainable business in Chozuba Town in terms of profitability?

## **1.5 Research method**

The method research for the study was done through personal interview

### Source of data collection

Primary data: In this study the primary data was collected from M/S PULEYO hardware enterprise located at Chozuba town under Phek district.

Secondary data: The secondary data/source are collected from website and Articles.

## **Chapter 2 - Data analysis and interpretation**

### **2.1 Introduction**

M/S PULEYO hardware enterprise is a family business located at the heart of CHOZUBA TOWN and is owned and managed by the members of the same family. The generation and management of the business are looked after by the family and so of the reins are passed on from one generation to another generation.

They are of the pioneer in setting up a hardware store in PHEK DISTRICT. Currently two hardware stores have been set up at CHOZUBA TOWN and the competition environment is very much healthy. The customers prefer their products because they have complete knowledge of their uses. They understand the varying requirement of the customer and work hard to provide solution for the same.

## **2.2 CHALLENGES**

The success of the business depends on their ability to attract customers and maintain consistency in customer service. Their ability to identify and responds to changing customer's preferences or evolving trends may decrease the demand for our merchandise among our customers which may adversely affect their business.

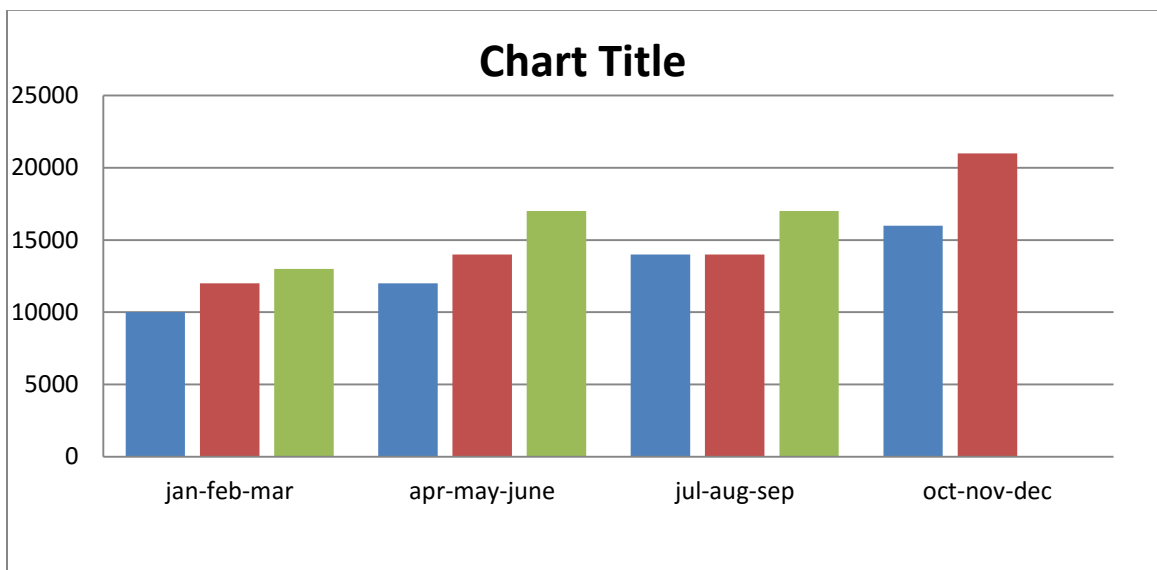
Some challenges their employees faces on a regular basis are moving items of all sizes, climbing ladders while stocking goods, loading heavy supplies and providing assistance by carrying oversized merchandise and also loading purchased items into customer's vehicles.

Whereas, another major setback is not being able to buy wholesale goods nearby as all the agents locates elsewhere.

## 2.3 PROFIT

After their market analysis, they have determined that 80% of their customers are men and 20% are women. On an average, they make a net profit of 4-5 % on daily sales. The profits are margin and determined by the products that are being sold.

Although some materials of their goods are high on demand like cement, sand paints etc. but has very slim profit.



## **2.4 EXPENDITURE AND LABOUR**

The goods arrive 4-5 times per months as the demand is high, but the cost of a trip varies and can cost those around 1.3 to 1.5 lakhs per trip. Currently they have six employees viz.; manager, sales associate, two driver and two handy men (light and heavy truck)

Although load and unload associate often work under other job titles, moving heavy items typically serves as the major responsibility of the position. Workers regularly provide assistance by carrying hefty or oversized merchandise and loading the purchase items into customer's vehicles. Sometimes their labors worked late, however they are paid handsomely depending upon the quantity of their worked.

## **Chapter 3 Findings, suggestion and conclusion**

### **3.1 Findings**

A hardware store typically sells tools, fasteners, building materials, hand and power tools, lumber, keys, locks, chains, plumbing supplies, electrical supplies, cleaning products, housewares, utensils, paints and garden products directly to consumers for use at home or for gardening and construction.

The hardware store is considered to be of the most stable industries of recent times. It is the foundational industry that is needed by both the housing and development industry. The hardware store client base also extends locally to anyone wanting quick fixes at homes and offices.

The hardware store is mainly for home improvement and offers a variety of products.

### **3.2 Suggestion**

Hardware enterprise can be considered as one of the best business in marketing. In the present era many hardware enterprises are been setting up and where they provide employment opportunities for the youth as well as the illiterate people by helping them to earn their livelihood.

They can even expand their enterprise by opening more store/shop in and around the town which can attract more customers and even add up profits in the business. Improvement in customer service can attract more customers which can increase their sales and can help in expanding the enterprise.

Providing more delivery services to the rural areas can also increase their sales. Also adding up more creativity and uniqueness in the enterprise.



### **3.3 Conclusion**

It may be concluded from the study that M/S PULEYO hardware enterprise is a family business, owned and managed by members of the same family. The generation and management are looked after by the family and so the reins are passed on from one generation to another. They are also one of the pioneers in setting up a hardware store in Phek district.

From the study I have found that their business are growing bigger each year and providing more employment to the illiterate youths and publics for their livelihood.

## **Bibliography**

**Varshen Naicker** the IIE 2016 (exploring the ‘nuts and bolts’ of developing brand positioning)

As Norman (2006) illustrate.

## APPENDIX

Some Picture of M/S PULEYO hardware enterprise at CHOZUBA TOWN

















