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**AN ANALYSIS OF CASE STUDY PROPRIETORSHIP AND SATURATION**  
**(CASE STUDY SOURCE FROM 'DHURVA INSTITUTE OF MANAGEMENT HYDERABAD INDIA': INTERNATIONAL CASE STUDY**  
**COMPETITION, AUTHOR: DR.JAGADEESHA.M)**

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**ABSTRACT**

*This study of proprietorship and saturation in case Chandrika soaps and Nirma aware us how much it is perilous doing business recklessly. With those firms transparency is absolutely unimaginable. The proprietors of the businesses they are utterly ignorant about organizational integrity which is highly important to have the employees' commitment. The proprietors are hiring their relatives and kith's and kin's instead of acquiring knowledgeable and professional worker from the outside labor market. Focusing on personal benefit becomes a blurry do not to see at potential and existing customer interest and define their organization from customer point of view. This leads them to saturation and finally winding up of the business. Poor integrity, rewards and motivations catalyzes the failure of both Chandrika soaps and Nirma. In contrary, the study acquaints us how much the sales person is eager challenging tasks even if the conditions are unpleasant.*

**KEYWORDS**

Integrity, Reward, Motivation.

**INTRODUCTION**

As we understood from the case the moral, willingness, and aspiration from the sides of the employee is always high to do the work effectively and use his efforts without any reservation if the organization is in a position to motivate him. In addition the sales person is deprived of what he deserves. And the organization is highly maintained by relatives of the proprietor than their merits to the position, and it is simply possible to observe the organization have no departments which is assigned with specific duty to perform or organizational structure is neglected by the company which gives every body responsibility for his action and take care of the work as part of his activity. This gives the chance for embezzlement, fraud and bribes. Managers or we can say proprietors or the relatives are not in a position to accept the recommendation made by experts to improve the market share and increase sales level of the organization. Rather they concentrate for their own personal benefit and they are highly confident on their personal temporary wealth. Why we said temporary wealth, anything can disappear if it is not managed properly.

**LITERATURE REVIEW**

In this business environment, satisfy the customer is a sacred cow. Even most retailers are doing that. Sales managers and store managers everywhere are imploring their people to put the customer first. But they're only playing catch up. In the new world of commerce, satisfying is only the beginning ... So don't satisfy customers, everyone does that. Surprise them. Give them something they don't expect."

Sales, and selling and the sales force, is inherently a part of the marketing mix. It must be deployed appropriately if it is to play its part and have a significant effect on the whole. That means that those people undertaking the sales task must be professional: able to communicate persuasively and create the necessary relationship with customers. It also means that the efforts of sales staff must be properly coordinated and therefore well managed: sales management is therefore important, and can directly influence results (Forsyth, 2002).

Motivation accounts for the level and persistence of a person's effort expended at work (John R. Schermerhorn, 2010).

Although it is important that employees be genuinely interested and motivated to perform well, it is equally important that organizations reward people for their performance. Increasing levels of intrinsic motivation involves either increasing employees' level of competence that they can perform tasks, enhancing their perceptions of control over their behavior, or providing challenges in the work environment (Luthans, 2011).

Reward refers to all forms of benefits employees receive as part of an employment relationship and it is the center-piece of the employment relationship. The reward must be competitive to encourage membership of the organization. In other words, it must attract and retain qualified and competent people to the organization. Rewards that are perceived by prospective members to be inadequate or inequitable will make it difficult for the organization to attract the types of people necessary for success (Gold, 2000).

**Importance of merit or knowledge and skill to work:** - Knowledge, Skills and Abilities are the special qualifications and personal attributes that you need to have for a particular job. These are the unique requirements that the hiring agency wants to find in the person selected to fill a particular job. A primary purpose of KSAs is to measure those qualities that will set one candidate apart from the others. "Chandrika" soaps should have to avoid using of impartiality for his relatives and give emphasis for those peoples who have the required qualities like the sales person they lost to the competitor.

**Motivation:-** Motivation is important for business because it's the strong, driving force that can mean the difference between failure and success in business. Motivation plays a critical role in achieving goals and business objectives and is equally as important for companies that work in a team-based environment or in a workplace comprised of workers who work independently. Motivation has become increasingly important for organizations and companies of all sizes that want to reach their organizational objectives in a competitive marketplace. Top performers of an organization consistently provide high-quality work; maintain a high level of productivity and overcome obstacles or challenges. Helping all employees maintain a high level of motivation can help keep employees committed to working hard and contributing as much value as possible to the organization. Motivation can be increased with incentives, feedback, reward programs, empowerment and ensuring that the workplace meets basic needs and requirements for each employee.

**MOTIVATION IS IMPORTANT TO A BUSINESS AS:**

1. The more motivated the employees are, the more empowered the team is.
2. The more is the team work and individual employee contribution, more profitable and successful is the business.
3. During period of amendments, there will be more adaptability and creativity.
4. Motivation will lead to an optimistic and challenging attitude at work place.

**Integrity:** Integrity is the inner sense of "wholeness" deriving from qualities such as honesty and consistency of character. As such, one may judge that others "have integrity" to the extent that they act according to the values, beliefs and principles they claim to hold.

Integrity is being honest and doing what is right no matter the circumstances. Integrity requires you to make the right choice, even when you may not receive personal gain from the outcome, and to put your own personal agenda aside for the greater good of the organization and the people. Integrity is essential for lasting success and provides a work environment with three key qualities: stability, safety and reference.

## OBJECTIVES OF THE STUDY

The main objective of this study is to build organizational integration that help to get the maximum effort of employee towards organizational objective. In top of that the study helps to accustom reward and motivation as organizational success tool. Finally, the study highlights how the organization gets benefited if they give much more emphasis to the importance of knowledge based business process.

## ANALYSIS AND DISCUSSION

For the failure of **Chandrika** soaps has accounted different factors. First, they did not give as much emphasis to the importance of skill, knowledge and experience rather they prefer to do things instinctually. Second, they are absolutely ignored the importance of organizational integrity. Again they are not conscious of retaining skilled person and how much it costs losing them, and they didn't considered the relationship between productivity and employee motivation, retaining, and other factors. The issue to be solved must get an immediate solution, but this is not the case in **Chandrika** soaps that we have seen the response given to sales person resignation issue. The consequences of getting out of for the proprietors of **Chandrika** soaps was the cumulative effects of the above mentioned problems and their ignorance to rectify them immediately. The acquirer of **Chandrika** soaps Wipro 2002 has taken remedy for his newly acquired business. Wipro 2002 has implemented the advice given to **Chandrika** soaps earlier by sales person of the business and get succeeded. The sales person left an organization or company and hired by other competitive firm or well-known organizations like **Nirma**.

The sales person encountered the same thing in **Nirma**. Whatever objective and strategy you have it is meaningless without effective implementation and responsible body for the activities. We have seen what is happening in the organization, anybody/manager can deal with distributors if the deal have mutual personal benefit. The management is highly impartial to their friends and families. They stood only for their own personal benefit and there is no as much feasibility study concerning where to distribute and who shall distribute. The lack of feasibility study and greediness of collecting the costs back and ignoring rural or retail outlets costs them huge sum of money later. They considered whole sale as the major source of their income, but this is not reality because wholesale lacks accessibility/reachability and flexibility. However micro distributors have a merit of the accessibility and flexibility in top of that they are source of information for new design and product development. It is possible for micro distributors to have a **great customer relationship management system, Seamless point-of-sale registration & data capture, Regular, contextual, passive marketing** which indirectly benefits the organization. This may lead us to ask how it benefits the organization. Simply they are not a maker of the product rather they buy a product and make available it to the final consumer. The increment of sale increases the production and sales level of the producing company. Making satisfy and keeping micro distributors means having a great market share. But **Nirma** is concentrating on whole sale which brings temporary backups of money gradually leads to failure due to loosing of customer.

Both firms **Nirma** as well as **Chandrika** soaps are failed in transmitting a sense of honesty and integrity to each member of the organization. Character and integrity in a leader is not really something you can describe; it is something that is demonstrated. It shows in everything the leader says and does.

## CONCLUSION

Companies with inscrutable financials and complex business structures are riskier and less valuable investments. No transparency/responsibility is less information which means less certainty for investors. Lack of transparency/responsibility can mean nasty surprises to come.

Understanding your audience (customer and potential customer) brings invaluable success to the organization and outmaneuvers competitors. The organization should have a capability to manage resources, such as employees to effectively gain an advantage over competitors. The company's organizational capabilities must focus on the business's ability to meet customer demand not personal gain.

The responsiveness of an organization is its ability to change in response to customer demand. Knowledge and skilled employees are organizational capabilities that provide a company with the ability to respond to customer demands and remain flexible to changes in the business environment. Managing a talented workforce is an organizational capability that provides a competitive advantage in the marketplace

Good customer relationships ensure the continued growth and competitiveness in the market. The relationship starts having the right paths or distributing goods with effective and sound channels of distribution that ensure flexibility and accessibility. The relationship between the organization and its customers is an organizational capability that affects sales, reputation and loyalty for future business.

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