

A Project Report B2b Strategy And Planning Organization Structure At Orange Owl Pvt Ltd

Mr. Anthoji Bhanu Prakash Chary, Dr K. Niranjan, Dr. K. Veeraiah (Mba,M.Phil,Ph.D,Ugc-Net)

1 student, 2 Assistant Professor ,3 HOD.

Marri Laxman Reddy Institute of Technology and Management Dundigal, Gandimaisamma, Medchal,
Hyderabad, 500043, Telangana,

ABSTRACT

In today's highly competitive business world, customer satisfaction is a crucial factor in building and maintaining long-term relationships with customers. This is particularly true in the context of business-to-business (B2B) marketing, where customers are often more demanding and have higher expectations than in the business-to-consumer (B2C) market. The aim of this study is to investigate customer satisfaction in B2B marketing, specifically in relation to orange owl Operations. Orange owl Operation is a leading B2B research and development company that provides innovative solutions to various industries. The research will utilize both quantitative and qualitative methods to gather data from Orange owl Operation's customers to assess their satisfaction levels with the company's products and services. The study will also explore the factors that affect customer satisfaction in B2B marketing, including product quality, customer service, and pricing. The findings of the study will be useful in guiding Orange owl Operation's efforts to improve customer satisfaction and retention, as well as in informing B2B marketing strategies more broadly. The study aims to make a significant contribution to the literature on customer satisfaction in B2B marketing, and its findings will have important implications for both Orange owl Operation and other B2B companies. By understanding their customers' needs and expectations better, B2B companies can improve their products and services, increase customer satisfaction, and ultimately achieve long-term success in the marketplace.

INTRODUCTION

Selling goods and services to other businesses as opposed to individual consumers is called business-to-business (B2B) marketing. Customer happiness is a crucial component of B2B marketing that may make or ruin a business. The level of a client's happiness with a company's goods, services, and overall experience is known as customer satisfaction. consumers who are happy with a business are more likely to stick with it and refer others to it, whereas unhappy consumers are more likely to transfer to a rival. Therefore, it is crucial for businesses that wish to develop and sustain long-term connections with their clients to comprehend customer satisfaction in B2B marketing. Investigating customer satisfaction in B2B marketing with a particular emphasis on Orange owl Operation is the goal of this study. Leading B2B research and development firm Orange owl Operation offers cutting-edge solutions to numerous sectors. Customers of Orange owl Operation will be surveyed for information about their experiences with the company's goods and services using both quantitative and qualitative methodologies in the study.

NEED FOR THE STUDY

To understand the factors that influence B2B customer satisfaction with IT products and services, and how these factors vary among different customer segments. To develop recommendations for Orange owl Operation to enhance its B2B customer satisfaction with its IT products and services, and thereby improve customer retention. To gain insights into the effectiveness of Peninsula Research Operation's current marketing strategies for its IT products and services, and how these strategies can be optimized to enhance customer satisfaction.

OBJECTIVES OF THE STUDY

- 1) To understand how orange owl Pvt Ltd does business with other companies (B2B).
- 2) To study how the company's team and departments are organized for B2B operations.
- 3) To find out what problems the company faces in B2B and suggest ways to improve.
- 4) To enhance customer loyalty and retention in B2B markets.
- 5) To assess the factors that influence B2B customers' satisfaction with PRO'S IT products and services such as product quality, customer service, pricing, and delivery times.

SCOPE OF THE STUDY

To understand the factors that influence B2B customer satisfaction with IT products and services, and how these factors vary among different customer segments. To develop recommendations for Orange owl Operation to enhance its B2B customer satisfaction with its IT products and services, and thereby improve customer retention. To gain insights into the effectiveness of Peninsula Research Operation's current marketing strategies for its IT products and services, and how these strategies can be optimized to enhance customer satisfaction.

Data sources may be classified as

1. Primary data
2. Secondary data

PRIMARY DATA

Primary data is the original data collected by the researcher first hand. It is collected for the first time through field survey. These are those that are gathered specifically, for the problem at hand. The various sources for collecting primary data are questionnaire, observation, interview etc. The primary source used for the study is questionnaire.

SECONDARY DATA

Secondary data is the information which is already available in published or unpublished form. When the needed information is collected from the census of population available in a library means then it is a secondary data. It is also used for collecting historical data. The various sources of secondary data are books, periodicals, journals, directories, magazines, statistical data sources etc. The secondary source used for this study is company profile, scope, need, review of literature.

LIMITATIONS OF THE STUDY

- 1 Time constraint: The defined time limit passed a constraint for increasing the sample size due to which sample size was restricted to 100 B2B customers.
- 1 The respondent chosen were selected by using simple random sampling.

- 2 The data collected for the research is fully on primary data given by the respondents.
- 3 The responses of the consumers may not be genuine there is a chance of personal bias

REVIEW OF LITERATURE

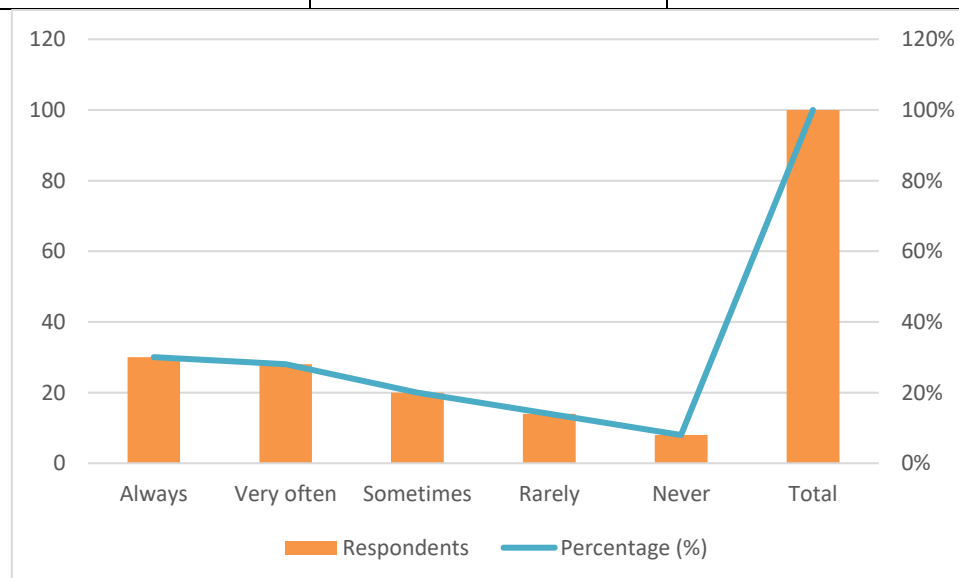
Sheth & Sinha (2015), There is a high concentration of B2B firms in places with high levels of social, economic, and environmental risk, particularly in developing markets. To help them improve their brand's image and bottom line, we provide a theoretical framework for how they might use sustainability.

Tan & Ludwig (2016), B2B e-commerce adoption is a key factor in the economic growth of both developed and developing nations. However, the rate of adoption is far lower in underdeveloped nations. In order to explain why interorganizational power dependence, cooperativeness, and regional economic-cultural differences are so crucial to increasing Internet-based electronic data

DATA ANALYSIS AND INTERPRETATION

Q19. Was Chemsolve product delivered on time?

Delivery Status	Respondents	Percentage (%)
Always	30	30%
Very often	28	28%
Sometimes	20	20%
Rarely	14	14%
Never	8	8%
Total	100	100%

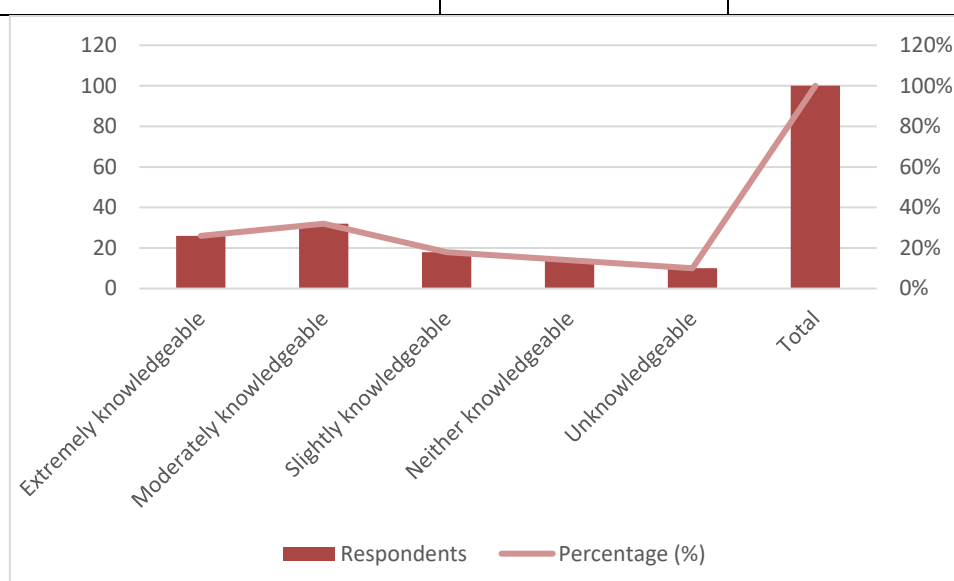


Interpretation

: 58% of customers receive deliveries either always or very often on time. However, 22% receive them rarely or never, indicating room for improvement in logistics.

Q20. Are staff members knowledgeable about services and conditions?

Knowledge Level	Respondents	Percentage (%)
Extremely knowledgeable	26	26%
Moderately knowledgeable	32	32%
Slightly knowledgeable	18	18%
Neither knowledgeable	14	14%
Unknowledgeable	10	10%
Total	100	100%

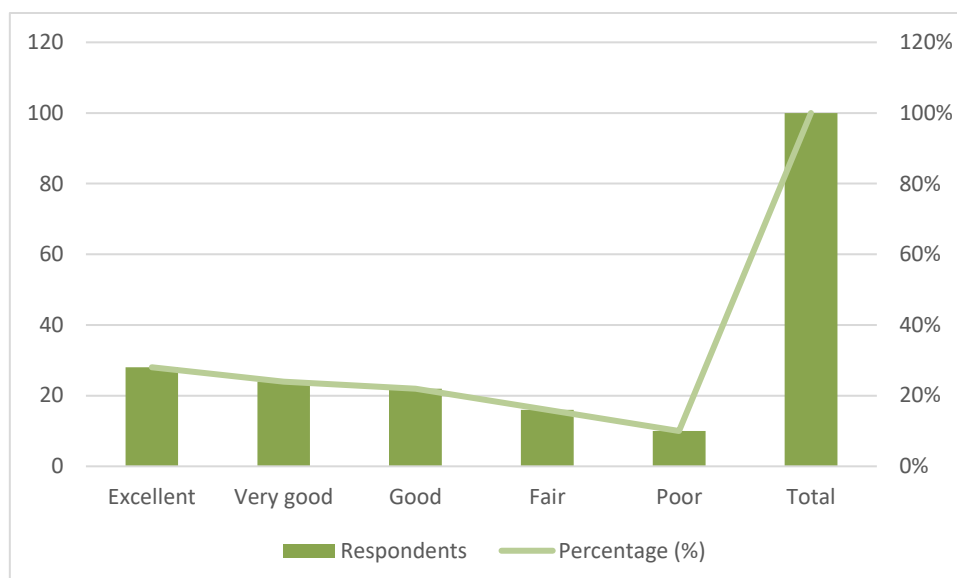


Interpretation:

Over half (58%) believe Chemsolve staff is at least moderately knowledgeable, enhancing customer trust in technical discussions and demos.

Q21. Evaluate explanation and time taken during demo period

Evaluation	Respondents	Percentage (%)
Excellent	28	28%
Very good	24	24%
Good	22	22%
Fair	16	16%
Poor	10	10%
Total	100	100%



Interpretation:

74% of users rate the demo explanation and timing positively, indicating effective initial communication and onboarding.

HYPOTHESIS

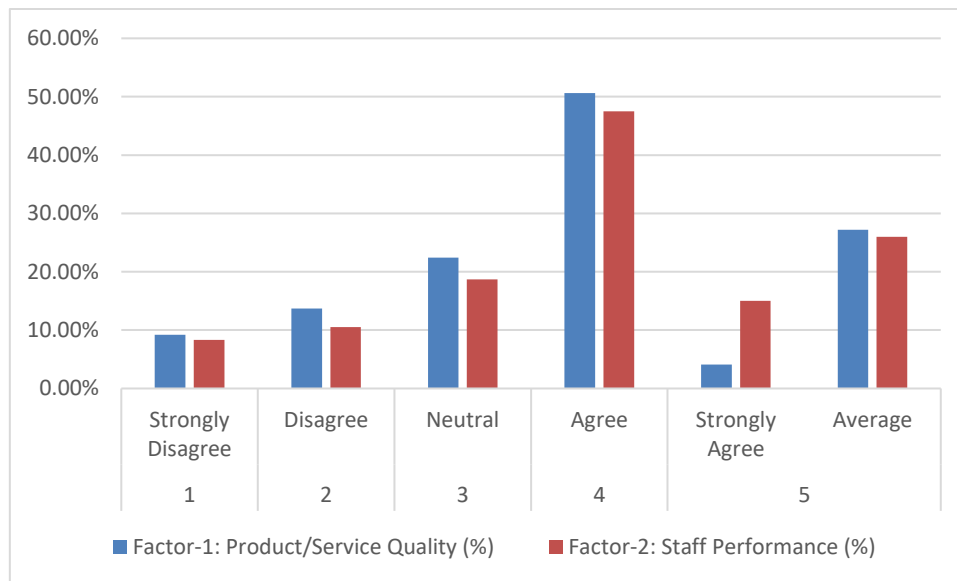
H₀ (Null Hypothesis):

There is **no significant impact** between **product/service quality** and **staff performance and interaction** in B2B service delivery.

H₁ (Alternative Hypothesis):

There **is a significant impact** between **product/service quality** and **staff performance and interaction** in B2B service delivery.

Sl. No	Likert Description	Scale	Factor-1: Product/Service Quality (%)	Factor-2: Staff Performance (%)
1	Strongly Disagree		9.2%	8.3%
2	Disagree		13.7%	10.5%
3	Neutral		22.4%	18.7%
4	Agree		50.6%	47.5%
5	Strongly Agree		4.1%	15.0%
	Average		27.2%	25.98%



INTERPRETATION:

- From the above table, the **average response** for product/service quality is **27.2%**, while for staff performance, it is **25.98%**.
- The **difference** between the two factors is **1.22%**, indicating a **marginal yet present correlation**.
- A majority of respondents (Agree + Strongly Agree) for **both variables exceeds 50%**, suggesting strong positive sentiment in both aspects.
- NULL HYPOTHESIS (H_0):** Based on the statistical summary, H_0 assumes that staff performance has no significant effect on how customers perceive product/service quality. However, since the agreement levels are **consistently high and closely aligned**, this assumption **does not hold**.
- Hence, H_0 is rejected.**
- ALTERNATIVE HYPOTHESIS (H_1):** Since both staff performance and product/service quality received similar and high satisfaction levels, **we accept H_1** , which states that there **is a significant relationship** between these two factors in the B2B environment.

FINDINGS

- Majority of respondents (68%) were **male**, indicating male dominance in decision-making or purchase of car care products.
- Most respondents belonged to **Private Limited companies (35%)**, followed by Partnership firms (27%), suggesting Chemsolve's reach across formal and semi-formal enterprises.
- Company Age** 28% of the firms were operating for **5–10 years**, reflecting a user base from growing businesses likely to invest in car maintenance solutions.
- A significant portion (26%) had an annual turnover **above ₹60 lakhs**, indicating that Chemsolve caters to financially strong firms.

SUGGESTIONS

- Although most respondents receive their products on time, **22% reported delays**. Implementing a robust **logistics tracking system** and partnering with reliable delivery services can help ensure faster and more consistent delivery.
- Since **60% of respondents sometimes or often use alternative products**, Chemsolve should focus on **strengthening brand loyalty** through loyalty programs, bundling offers, or subscription-based models.
- Only **14% of respondents buy online**, suggesting untapped potential in e-commerce. Increasing product visibility and ease of access on platforms like **Amazon, Flipkart, and the Chemsolve website** could boost online sales.

CONCLUSION

The present study on **Chemsolve Car Care Products and Services** offers significant insights into customer preferences, satisfaction levels, and service expectations across a diverse customer base. The analysis of responses from 100 users indicates that Chemsolve has successfully built a **strong reputation for quality, affordability, and product durability**—with 65% of users expressing satisfaction with both current and past experiences. A major takeaway is that Chemsolve products are well-received by **Private Limited firms and mid-sized businesses** with turnover largely exceeding ₹40 lakhs. The **long-term usage (49% over 2 years)** reflects customer retention and trust, while the positive responses toward **staff interaction (76% rating as good to excellent)** further affirm the strength of the company's customer service. However, the findings also highlight several areas for strategic improvement. While 62% find pricing appropriate, about **20% find it marginally or not affordable**, suggesting a need for flexible pricing tiers. Similarly, although 58% receive timely deliveries, a **sizable 22% still face delays**, which may impact future repurchases. Another concern is the **high number of customers (60%) who still experiment with alternatives**, indicating Chemsolve must focus more on **loyalty initiatives and exclusive value offerings**.

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