



“A Study on Sales Performance and Customer Satisfaction at Danish Engineers”

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ABSTRACT

This study examines the sales performance and customer satisfaction level at Danish Engineers, a supplier of industrial tools, machinery components, and engineering equipment. The project was carried out during a summer internship and focuses on understanding sales operations, customer expectations, and the factors that influence purchasing decisions. Data was collected through a structured questionnaire administered to 112 respondents, which included current customers, industrial buyers, and potential users of engineering tools.

The analysis highlights customer perceptions of pricing, product quality, sales support, delivery efficiency, and overall satisfaction. Findings show that most customers perceive pricing as competitive and product quality as satisfactory. However, the inconsistency observed in sales support and service responsiveness emerged as a key concern. The study also reveals that online platforms and advertisements play an important role in brand visibility, while repeat business is driven largely by trust, product reliability, and timely service.

The overall insights indicate that Danish Engineers has strong market potential but must enhance after-sales service, strengthen product availability, improve digital engagement, and reinforce communication practices to maximize customer loyalty and expand its market presence.

Keywords: Sales Performance, Customer Satisfaction, Industrial Tools, Danish Engineers, Market Analysis, Pricing Perception, After-Sales Support, Engineering Equipment.

INTRODUCTION

The industrial tools and engineering equipment sector plays a vital role in supporting manufacturing, construction, fabrication, and maintenance activities across India. As industries grow and automation increases, the demand for accurate, durable, and high-performance tools has significantly risen. In this competitive environment, companies must provide not only quality products but also effective sales operations, technical guidance, and reliable service support.

Danish Engineers is an emerging supplier of industrial tools and machinery components catering to workshops, manufacturing units, fabrication firms, and service industries. The internship conducted at the company focused on understanding how its sales processes function, how customers perceive its offerings, and what factors influence buying decisions. A structured survey was used to gather primary data regarding customer awareness, satisfaction, product usage, and recommendation likelihood.

This research bridges theoretical learning with practical experience by analyzing customer behavior and mapping it against the organization's sales effectiveness. By studying customer responses, internal operations, and market dynamics, the project aims to provide meaningful insights that can help the company improve service delivery, expand market reach, and strengthen long-term customer relationships.

The engineering tools and industrial equipment sector has become one of the fundamental pillars supporting India's rapid industrial growth. With the increasing modernization of manufacturing systems, rising automation, and the expanding need for precision-driven processes, industries today rely heavily on high-quality tools, machinery components, and accurate measuring instruments. In this evolving market landscape, suppliers are expected not only to deliver durable products but also to provide reliable sales support, technical guidance, and timely service to ensure uninterrupted industrial operations. As a result, understanding customer behaviour, sales performance, and service expectations has become crucial for companies operating in this domain.

SIGNIFICANCE OF THE STUDY

The study is important for several reasons:

1.Improves understanding of customer expectations:

It helps the company understand what customers value most whether it is price, quality, availability, or sales support.

2.Identifies gaps in service and sales operations:

The study highlights areas such as after-sales support and inventory shortages that require improvement.

3.Supports better decision-making:

The findings assist management in aligning business strategies with customer needs and market trends.

4.Enhances market competitiveness:

As the industrial tools market is highly competitive, insights from this research can help Danish Engineers differentiate itself effectively.

5.Connects academic knowledge with industry practice:

This study serves as a practical application of concepts such as customer satisfaction, sales management, and market analysis.

LITERATURE REVIEW

Previous research in the industrial tools sector highlights the growing importance of precision, durability, and technological advancement. Studies by Sharma (2020) and Kulkarni (2019) discuss how increasing automation has pushed industries to adopt high-accuracy measuring instruments and advanced engineering tools.

Research on industrial buying behavior (Gupta, 2018; Singh & Rathi, 2021) emphasizes that factors such as product quality, supplier reliability, pricing flexibility, and service responsiveness strongly influence purchasing

decisions. These aspects remain central to the performance of distribution-based engineering tool companies. Scholars such as Mehta (2020) also point out that low-cost imported tools have disrupted the Indian market, creating intense price-based competition. In contrast, studies related to supply chain and inventory management (Pandey, 2022) stress the importance of stock availability and timely delivery for building long-term customer loyalty.

Overall, the literature shows that industrial customers expect reliable suppliers who offer high quality products, technical clarity, consistent support, and competitive pricing factors that directly relate to the operations and challenges observed at Danish Engineers

RESEARCH HYPOTHESIS

Based on the objectives and prior literature, the following hypotheses were formulated:

H1: Competitive pricing has a positive influence on customer satisfaction at Danish Engineers. **H2:** Consistent and effective sales support improves customer willingness to recommend the company.

H3: Product quality significantly contributes to repeat purchasing behavior. **H4:** Gaps in after-sales support negatively affect customer loyalty and overall satisfaction.

METHODOLOGY

Research Type

The study adopts a descriptive research design, aiming to analyze customer perceptions and evaluate sales effectiveness using structured survey data.

Data Collection

- Primary data:

Collected through a structured questionnaire distributed to 112 respondents, including existing customers, industrial buyers, and potential clients.

- Secondary data:

Company records, product catalogs, industry reports, and academic literature. Sampling Method

A convenience sampling technique was used, as participants were selected based on availability and relevance to the engineering tools market.

Survey Components

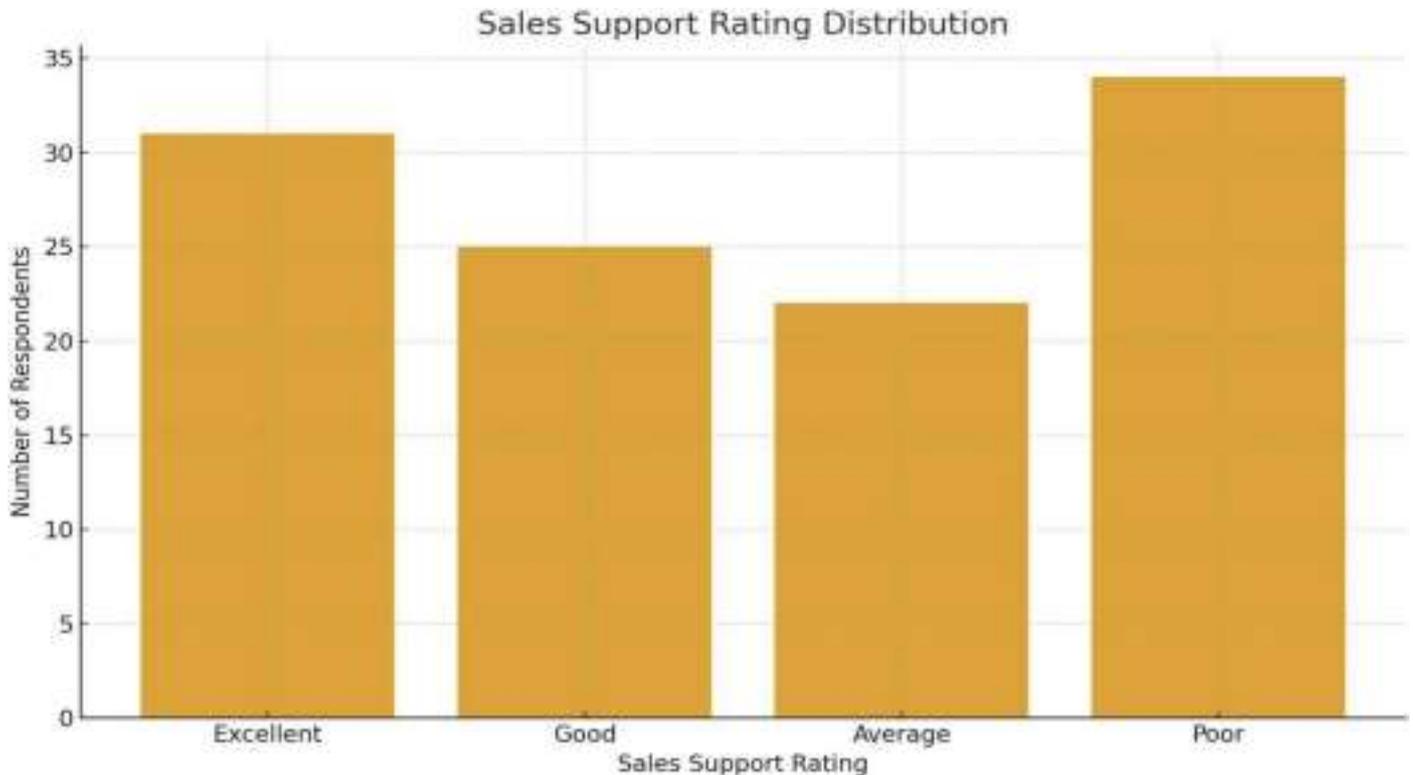
The questionnaire included:

- pricing perception
- product usage patterns
- satisfaction levels
- sales support rating

- delivery satisfaction
- brand awareness
- recommendation intention

Results and Discussion

Graph 1: Sales Support Rating Distribution



Rating Number of Respondents

Excellent: 31

Good: 25

Average: 22

Poor : 34

INTERPRETATION

The distribution clearly highlights a major inconsistency in sales support services. Although 31 respondents rated the support as Excellent and 25 rated it Good, indicating positive experiences, the highest count was for Poor with 34 responses

Graph 2: Customer Recommendation Preference



INTERPRETATION

The results show that 65 respondents (58%) are willing to recommend Danish Engineers, which reflects positive trust driven by product quality and pricing. However, 47 respondents (42%) are not willing to recommend the company, which is a significant concern.

CONCLUSION

The study concludes that Danish Engineers holds a strong position in the industrial tools market due to its product quality, competitive pricing, and diverse customer base. However, the analysis clearly indicates that inconsistent sales support, inventory gaps, and delayed responses affect customer satisfaction and recommendation levels.

The internship revealed that sales in the engineering tools sector depend heavily on relationships, timely service, product knowledge, and transparent communication. Strengthening internal coordination, implementing better digital systems, and improving customer service practices can significantly enhance the company's growth potential.

Overall, the project successfully bridges academic understanding with practical field insights and offers valuable suggestions that can help Danish Engineers strengthen its market presence and customer relationships.

RECOMMENDATIONS

Improve sales support:

- Train staff to respond faster, follow up consistently, and provide clear technical guidance.
- Strengthen stock and inventory management:
 - Maintain buffer stock for fast-moving items to avoid missed sales.
- Enhance digital communication:
 - Use updated catalogs, social media, and WhatsApp Business to engage customers.
- Expand the dealer network:
 - Increase presence in developing industrial areas to improve reach.

➤ Implement a referral program:

➤ Encourage existing customers to recommend the company by offering incentives. ➤ Provide value-based product education:

➤ Highlight durability and accuracy benefits of quality tools to build trust. ➤ Improve supplier coordination:

➤ Multiple supplier options and timely procurement can reduce delays. ➤ Use CRM tools for tracking inquiries:

➤ Helps avoid missed communication and improves customer retention.

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