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A STUDY OF COMPETITORS OF COX & KINGS LTD. IN THE TRAVEL MARKET IN MUMBAI

Ambresh Devargudi

Abstract: Cox & Kings Group (C&K) is a large global travel and tours group with operations in 20 countries around the world. C&K is one of the largest travel and tour companies in India and have significant operations in United Kingdom, Australia, Dubai, Japan and the United States. C&K offers a wide range of products and services for the travel and tourism industry through its broad distribution network and global reach, and provides comprehensive travel and tourism solutions for individuals and group leisure travellers. C&K's core business is the sale of packages for leisure travel where two or more components of travel, such as flights, hotels, car rentals, transfers and ground handling services, are bundled together in advance and sold to customers. C&K solutions include air and cruise ticketing services, hotel reservations services, in-transit arrangements, local sightseeing services, visa, passport and medical insurance assistance and other destination management services and travel related foreign exchange facilities. C&K also has recently undertaken initiatives to further strengthen its brand and access new customers. A few of such examples are the launch of "Private Van Journeys" and "Instant Holidays"

Keyword: Cox & Kings , business organization , Indian economy , dominating.

INTRODUCTION:

The basic focus of my internship was on understanding the corporate culture and the working environment of a business organization Cox And kings being pioneer in tour and travel industry was a perfect stage for me to attain all the goals of a successful internship.

Tourism industry being the drive of Indian economy and its contribution to GDP growth and employment in our country is irreplaceable it also effects growth of other sectors also proportionately Tourism is dominating even in international scene from many years and for many more years to come.

Cox & Kings Ltd. (CKL) is the longest established travel company in the world since 1758 and in December 2009 successfully listed on the stock exchange in India. I started my corporate experience on 11th day of May 2012 where I was sent to the franchise of Cox & kings located in Hiranadani Powai, Mumbai where I got to learn and experience the real working of a business entity in Indian environment, interacting with customers was a whole new experience and the process of marketing, finance, sales, and HRM can be understood in a better way.

Whatever my teacher taught in the class was better understood in the working of this institution. My emphasis was on gaining and improving knowledge and problem tackling skills and my guide helped me in understanding the customers in the market. In conclusion, I would like to state that by the experience of this training, the theoretical knowledge has no meaning without the practical approach. Both theoretical and practical knowledge serves as the two faces of the same coin. This learning experience is valuable for me because I got the opportunity to understand the different kind of sales activities, tie ups and customers

values.

On 11th of July 2012 I had successfully finished my internship with memories that cannot be forgotten and experience that can be looked upon in my corporate career.

OBJECTIVE:

- The primary objective of my study is to know the overview of Competitors of Cox and Kings in the traveling industry.
- To Understand where Cox and Kings Stands in the travel industry.

SCOPE:

- 1) Scope of the study is to understand and foster the growth of Cox and Kings by focusing on its strengths.
- 2) The study is conducted more for the learning aspects of Cox and Kings

RESEARCH METHODOLOGY:

The system of collecting data for research projects is known as research methodology. The data may be collected for either theoretical or practical research for management research. Some important factors in research methodology include validity of research data, ethics and the reliability of measures most of your work is finished by the time you finish the analysis of your data.

Formulating of research questions must be in accordance with the Project topic. This is followed by surveys and scaling. It is then followed by research design which may be experimental or quasi-experimental.

The last two stages include data analysis and finally writing the research paper, which is organized carefully into graphs and tables so that relevant data is shown.

TYPE OF RESEARCH:

Research Design of the Study:

The study is based on survey technique. The study consists of analysis about customer's awareness and satisfaction of India Infoline. For the purpose of the study 50 customers were chosen randomly and their views were solicited on different parameters. The methodology adopted includes:

Questionnaire.
Random sample survey of customers.
Discussions with the concerned.

Personal interviews and informal discussions were held when I was doing market research with new customers to ascertain the awareness and existing consumers' satisfaction level. Further applying simple statistical techniques has processed the data collected.

SOURCES OF DATA:

Primary Data:

Primary data was collected by administering an undisguised questionnaire personally to the customers visiting Cox & Kings store .The questionnaire consisted of closed ended questions like dichotomous questions, multiple choice questions and rating scale as well as open ended questions. It was administered on a sample size of 50 customers.

Secondary Data:

Secondary data was collected from various sources like internet, sales tracker of Cox & Kings, annual report, newspapers and websites.

Population:

A research population is generally a large collection of individuals or objects that is the main focus of a scientific query. It is for the benefit of the population that researches are done. However, due to the large sizes of populations, researchers often cannot test every individual in the population because it is too expensive and time-consuming. This is the reason why researchers rely on sampling techniques.

A research population is also known as a well-defined collection of individuals or objects known to have similar characteristics. All individuals or objects within a certain population usually have a common, binding characteristic or trait.

SAMPLING UNIT AND SAMPLING METHOD:

Sampling Unit:

It consists of customers who visited Cox & Kings Store in POWAI (Mumbai), from 11th May 2012 – 11th July 2012.

Sampling Method:

The Sampling method followed in this research is “Simple Random Sampling” where the researcher carried on his survey according to a random approach and discussion with the respondents.

In a simple random sample ('SRS') of a given size, all such subsets of the frame are given an equal probability. Each element of the frame thus has an equal probability of selection: the frame is not subdivided or partitioned. Furthermore, any given pair of elements has the same chance of selection as any other such pair (and similarly for triples, and so on). This minimizes bias and simplifies analysis of results. In particular, the variance between individual results within the sample is a good indicator of variance in the overall population, which makes it relatively easy to estimate the accuracy of results.

Sample Size:

50 Random respondents were interviewed.

Statistical Tools for Analysis/Data Analysis:

The objective behind this study was to observe and help in executing the Sales activities & Sustainability for Cox & Kings Ltd.

Customer's response and their satisfaction was the key objective of this study. The response was studied through learning the source of awareness about Cox & Kings, reasons for purchasing from Cox & Kings, customers opinion on the Sustainability of Cox & Kings when compared to Sustainability of other brands in the travel market, customers' perception about price during sales and the overall travel experience.

Plan of Data Analysis:

The data collected from questionnaires were processed tabulated and analyzed by researcher using MS Word. Analysis and interpretation have been represented with appropriate Pie Charts which are followed by findings, suggestions and conclusion.

LIMITATIONS OF THE STUDY:

The survey was conducted with the general public only. The survey was limited to Powai area in Mumbai region. The sample size of the study was restricted to 50 only.

DATA ANALYSIS & INTERPRETATION:

1)Of these What Products according to you do Cox And Kings Sell?

- a)Pharmaceuticals
- b)Glass And Crockery's
- c)Travel Products
- d)Clothing
- e)Tiles And Marble

TABLE - 01

Option	No. Respondent	Percentage
Pharmaceuticals	0	0%
Glass And Crockery's	0	0%
Travel Products	50	100%
Clothing	0	0%
Tiles And Marble	0	0%
Total	50	100

The above chart shows that there is 100% awareness about Cox & Kings that it deals with travel products. (The survey area taken into consideration is a high-profile area, where there is complete knowledge about Cox & Kings)

- 1) Which of the following offline travel agency according to you is a bigger competitor to Cox And Kings
- a) Raj Travels
 - b) Kesari Tours
 - c) Thomas Cook
 - d) SOTC
 - e) Globus And Cosmos

TABLE – 02

Option	No. Respondent	Percentage
Raj Travels	11	22%
Kesari Tours	9	18%
Thomas Cook	15	30%
SOTC	13	26%
Globus And Cosmos	2	4%
TOTAL	100	100%

According to above chart the biggest competitor of Cox And Kings is Thomas Cook with 30% and SOTC, Raj Travels, Kesari Tours, Globus and cosmos, following with 26%, 22%, 18%, 4% respectively. Cox and kings is number two in india in the travel industry

FINDINGS

100% awareness about Cox & Kings that it deals with travel products.

The biggest competitor of Cox And Kings is Thomas Cook with 30% and SOTC, Raj Travels, Kesari Tours, Globus and cosmos, following with 26%, 22%, 18%, 4% respectively.

Cox and kings is number two in india in the travel industry 50% respondents transact with Cox and Kings and rest of the 50% are yet to transact

35 respondents 70% are satisfied with Cox and Kings services and the remaining 30% are not Happy.

Cox and Kings offers exquisite destination which no other travel company in India offers.

56% think its niche clients and other 44% think Cox And Kings packages are affordable for lay man.

27 respondents with 54% have good opinion on services rendered by Cox and kings, 34% feel the services are on par or satisfactory , 10% thinks the services are mediocre and the remaining 2% are unhappy with the services of Cox and Kings.

24 respondents with 48% advice Cox and Kings should Come up with more supersaver packages. (as they feel that the the packages offered by the company are for the premium class of the society)

SUGGESTIONS

Cox and Kings should emphasize on better marketing strategy which would attract all the class living in Indian society

Cox & kings should enter into other segments like train ticketing and bus services in domestic region.

This is a good travel agency if packages can be made more

affordable to common people.

Attract more customer

Analyze the Packages and services provided by the closest rival Thomas cook and upgrade present packages of Cox and Kings

Many (30%) are not satisfied with services given By Cox and Kings so there is chance to lessen the margin and satisfy customer by taking feedbacks.

The people who transact with Cox and kings should be increase, as there is opportunity to increase the net transaction.

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BOOKS

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