

SURVEY ON BEST WATCH BRAND IN COIMBATORE

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Abstract:

Time is precious. Time is an important factor in life for each and every individual. The important product to view time is Watch. Watches these days have become so essential that people from 6 to 60 are very interested in buying and using them. This paper focuses on four watch companies, the most liked brand among those four in the city of Coimbatore

Keywords:

Watch, Time, Coimbatore

CHAPTER 1

Introduction:

Watches evolved from portable spring-driven clocks, which first appeared in 15th-century Europe. Watches were not widely worn in pockets until the 17th century. One account suggests that the word "watch" came from the Old English word *woecce* - which meant "watchman" - because town watchmen used the technology to keep track of their shifts at

work. Another says that the term came from 17th-century sailors, who used the new mechanisms to time the length of their shipboard *watches* (duty shifts)

Now a days the development of watch has become huge and so that different types of watches have started to be launched. This paper will be tell the best brand which people in the city of Coimbatore. The four brands that are shown in this paper include Casio, Fast track, Titan and Timex

Objective of the study:

- ❖ 1 To know the type of watch among people in the city of Coimbatore.
- ❖ 2 To know the most loved watch brand among people in the city of Coimbatore.

Scope of the study

This paper will give details about the best brand which people prefer in the city of Coimbatore and some suggestions to the companies which they can use to raise their standards better than before. The companies which will be shown in this paper include Casio, Fast track, Titan and Timex.

CHAPTER II

COMPANY PROFILE

Fastrack:

Fastrack is an Indian fashion accessory retail brand in India. The company was launched in 1998 as a sub-brand of Titan Watches. In 2005, Fastrack was spun off as an independent brand targeting the urban youth and growing fashion industry in India. Fastrack began opening retail stores throughout the country.

Products: Fashion accessories, Watches, Sunglasses, Bags, Belts, Wallets & Perfume

Casio:

Casio Computer Co., Ltd. (カシオ計算機株式会社, *Kashio Keisanki Kabushiki-gaisha*) is a Japanese multinational consumer electronics and commercial electronics manufacturing company headquartered in Shibuya, Tokyo, Japan. Its products include calculators, mobile phones, digital cameras, electronic musical instruments, and analogue and digital watches. It was founded in 1946, and in 1957 introduced the world's first entirely electric compact calculator. It was an early digital camera innovator, and during the 1980s and 1990s the company developed numerous affordable home electronic keyboards for musicians along with introducing the world's first mass-produced digital watches.

Titan:

Titan Company Ltd is the world's fifth largest wrist watch manufacturer and India's leading producer of **watches**. The **company** is engaged in manufacturing of **watches**, jewellery, precision engineering and Eyewear. They produce **watches** under the brand name **Titan**, Fastrack, Sonata, Nebula, RAGA, Regalia, Octane & Xyllys.

Timex:

Timex Group USA, Inc. (formerly known as Timex Corporation) is an American global watch manufacturing company founded in 1854 as the Waterbury Clock Company in Waterbury, Connecticut. In 1944, the company became insolvent but was

reformed into Timex Corporation. In 2008, the company was acquired by Timex Group B.V. and was renamed Timex Group USA.

Thomas Olsen purchased the Waterbury Clock Company in 1941 and renamed it *Timex*, inspired by the names of *Time* magazine and Kleenex.

CHAPTER III

ANALYSIS AND INTERPRETATION

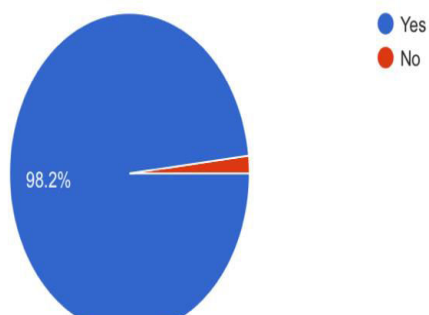
The research was done randomly among people in Coimbatore. We decided the city into 4 zones (North, Zone, East, West). People from each zone were chosen randomly and the responses were collected.

ZONE	NO OF PEOPLE
North zone	25
South zone	25
West zone	25
East zone	25
Total	100

RESEARCH AREA:

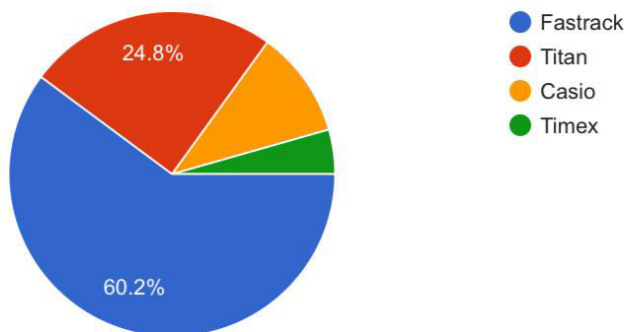
SIMPLE PERCENTAGE SAMPLING METHOD

1. Do you like watches?



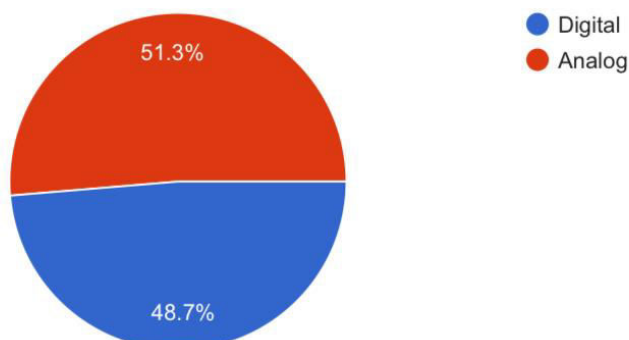
From the above response it can be noted that 98.2% of people like watches and just 1% of people don't prefer watches.

2. Which watch company do you prefer?



From the response it can be noted that most people prefer Fastrack with 60.2% followed by Titan with 24.8%, Casio with 11% and Titan with 4%. This clearly shows that people in Coimbatore prefer Fastrack watches by a big margin.

3. Which type of people prefer the most?



From the above response it can be noted that 51.3% percent people prefer Digital watches and 48.7% people prefer Analog watches.

CHAPTER IV

SUGGESTIONS

Even though each and every company have a good recognition there is always room for improvement when it comes to marketing and capturing the minds of people. In this chapter there will be short writings about the advantages and disadvantages of these companies based on the responses of the public.

FASTTRACK WATCH

ADVANTAGES

- ❖ Good in quality.

- ❖ Very cheap and good for young kids and teenage.

DISADVANTAGES

- ❖ Less in variety.
- ❖ Service can be better

❖ **CASIO WATCH**

ADVANTAGES

- ❖ Looks premium and the build quality is very good.
- ❖ Varieties are good and features are very different comparing other watches.

DISADVANTAGES

- ❖ Very costly.
- ❖ Lack of Discounts.

TITAN WATCH

ADVANTAGES

- ❖ All varieties of watches available.
- ❖ Affordable to all.

DISADVANTAGES

- ❖ Digital watches aren't good when comparing to the competitors except for their watches in Fasttrack.
- ❖ More premium watches can be introduced to stay top in the business.

TIMEX WATCH

ADVANTAGES

- ❖ Very good varieties.
- ❖ Durable.

DISADVANTAGES

- ❖ Medium quality.
- ❖ Straps are very average.

CHAPTER V

Conclusion:

As mentioned earlier watches not only shows you time but can show people what kind of status you belong to. The latest watches have lot of features these days but people still prefer the old classical digital and analog watches and the reason being comfort and cost effective. Some of the tips and suggestions were given by the public to the company and if they can take this into account this can make an increase in their sale.

REFERENCE

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- ❖ https://en.wikipedia.org/wiki/Titan_Company
- ❖ <https://en.wikipedia.org/wiki/Casio>