

CHAPTER II

Objectives & Methodology

Selection Of Problem

The Progress of consumer co-operative society mainly depends upon rendering maximum services to it's customer. So Warana Bazar is interested and tressing on improvement of services.

In Maharashtra many consumer societies are working at present like Apna Bazar , Super Bazar , Janata Bazar , Shetkari Bazar etc. Warana Bazar is one of the successful consumer co-operative society.

This research will be helpful to the Warana Bazar and to other consumer co-operative societies and also provides some guidelines for providing services to consumers.

So Warana Bazar is selected for study which entitles as ,
**ANALYSIS OF THE PERFORMANCE OF
WARANA BAZAR, WARANANAGAR, KOLHAPUR.**

Objectives Of Study

- 1) To review working of Warana Bazar.
- 2) To study the performance of Warana Bazar. (Specially financial performance)
- 3) To study progress.
- 4) To make comparison between different branches.
- 5) To study any new schemes undertaken by Bazar.
- 6) To study consumer satisfaction.

Research Methodology

The nature of the study of was collection analysis and presentation a of data in Warana Bazar , Warananagar.

The present research work is completed by taking into account mainly secondary data. The secondary data is collected in respect of sales , finance , Members , share capital , reserves and number of branches if it is collected from :

Sources Of Secondary Data :

- 1) Annual Reports of Warana Bazar.
- 2) Referance Books and Text Books.

Some information is also collected from information provided by employees in Warana Bazar.

Sources Of Primary Data

Primary data relating to consumer satisfaction is collected through questions asking to the consumer in the Warana Bazar , Warananagar.

Limitations of the study

1. As period of the study was limited, it was not possible to make deep evaluation of other related aspects of Warana Bazar. Only financial analysis is made.
2. No funds of are available for Completing this project work.
3. Financial Analysis is made only for five years.