

Chapter – V

FINDINGS, SUGGESTIONS and CONCLUSION

5.1) Findings

5.2) Suggestions

5.3) Conclusions

5.4) References

Chapter – V

FINDINGS, SUGGESTIONS and CONCLUSION

5.1 FINDINGS:-

Profitability of the Bharati organization has goes down from 2012. In 2012, they have loss of Rs. 15, 58,000 as per the statement of sales and net profit it shown that their profitability is low but total salary and other expenditure amounts are very high. Organization has kept more control on staff salary and other business operating expenses. (Table No. 4.5)

Bharati Co-operative organization has history of last 42 years. Hon. Mr. Patangaro Kadam and Mrs. Vijayamala Kadam has giving the leadership for the development of this Co-operative organization. From last 42 years they have expand their Retail outlet market with help of opening new branches at Pune, Sangli and native place of Kadam family that is Kadegaon. (Page No. 33,34)

Bharati Gas Agency is the first branch started by Bharati organization in 1983. This is service marketing for supply of gas to the customers. As the observation and field study research has found that, they have supplying gas service at regulated prices without any delay for supply services. The role of Bharati organization is very important in Pune City for supply of gas. They are using computerization for gas registration and quick supply chain management. (Table No. 3.5)

Bharati Bazar is a central wholesale and retail outlet at Sadashive Peth Pune and second branch at Gultekadi and Hadapsar. In Sangli, they have started their Bharati Bazar Branch as a Retail Stores for Supply of Consumer Goods, Food Grain sector as well as special camp for Festival offers. Dasara and Deepawali Kit Facilities are provided to customers. In the year 2013-14, it is found that more than 2000 customer are purchased Deepawali Special Kit at Pune and more than 850 Customers from Sangli Branch. (Page No. 49)

In rural area there is heavy demand for cattle feed by the farmers so Bharati organization has started “Krushi Dhan” – Manufacturing Unit at Kadegaon. In Kadegaon they are started Krushi Seva Kendra for distribution of Fertilizers and chemicals etc at

reasonable prices to the rural farmers. Credit facilities are also provided to their member for sales promotion as this research study researcher find out some major problem and issues before the co-operative stores, Bharati Bazar, in Retail Marketing. Following are the important observations of this research study.

- I. Seasonal and Central purchasing through purchase committee.
- II. Unskilled and Untrained Salesman's
- III. Marketing Planning and Sales promotional activities are limited to the area.
- IV. There branches are in the city but there is no separate parking for two wheeler and car parking.
- V. Business Activities are only for consumable goods.

Financial and Marketing Performance

Bharati Bazar is a Co-operative Kirana Stores but today customer wants are wider than food grains, and daily rationing our new trend for fast food, readymade commodities, and cloths kid- readymade section. Youth is also demanded to Hojiry items but these items are not available in the Bharati Bazar.

- I) Low sales turnover as compare to market area of Bharati Bazar. Present annual sales turnover is nearly 44 crores where as fixed investment and infrastructure is very big. It is found that in year 2012-13 they have loss of Rs. 15 lakhs. Main reason of this loss amount is high salary expenses and big amount of operating expenses of the Bharati Bazar. (Table No.4.5)
- II) Bharati Bazar is one of the largest shopping co-operative stores. In September 1994 they started their branch at Sangli City. Sales turnover was more than 36 crores in 2011-12 and Rs. 44 crores in 2012-13. It shown increase by 8 corers in one year. Whereas sales was Rs. 44.70 crores in 2013-14. (Table No.4.4)
- III) Bharati Bazar becomes a popular co-operative store in short period of time. As Central Government has recently accepted FDI policy for Retail Sector. So new Multinational Companies are invested very big amount in Indian Retail Market. New policy of FDI is also affected on co-operative sectors. (Page No. 17,18,19)

- IV) As per the previous study of co-operative marketing, researcher has highlighted on problems of local political interference, low quality of goods financial problems as well as higher pricing is also major issue in cooperative sector. Bharati Bazar plays important role in supply of quality goods at the reasonable prices. Regular quality goods supply is a main aim of Bharati organization. Co-operative market stores are particularly for poor and needy peoples. (Table No. 4.8)
- V) Best practice of Bharati Bazar is the scheme of Home Delivery of goods for purchase more than Rs. 2000 by the customers. As per this scheme customer can do the marketing by phone with list of order. Then Bharati Bazar sent the goods will bill and give the home delivery of goods. In Pune City they supply goods at Kothrud, Pashan area, Parvati – Sahakarnagar and Katraj area for home delivery facilities. Within 24 hours they are complete this order. Bazar having 12 working hours from morning 8.30 am to evening 8.30 pm.(Page No 37,49)

5.2 SUGGESTION:-

As per the present research study and survey conducted by the researcher, important suggestions are given for the improvement of co-operating marketing. This step will be useful for Bharati Co-operative organization for development of future marketing planning and setting the new marketing strategies.

Suggestions for marketing problems

- I. Possibility of opening new outlet centers for sales promotion and expansion of Retail Business.
- II. Need to plan for daily publicity and advertising for improvement of sales turnover of the Bharati Bazar.
- III. There is more demand for Cattles collection and Readymade garments. One section should be established for that purpose.
- IV. Training programmes should be started for skill developments of Human Resources.
- V. Quality Control and inspection of consumable product is more essential today for consumer health protection.

Suggestion for Sales Promotional Activities -

- I) Sale exhibition and promotional activities for every month.
- II) Credit facilities for member and employee of Bharati Bazar will be more effective for sales improvement.
- III) Women's participation in various activities and programme will create new source for marketing.
- IV) Places like Pune, Sangli and Kadegaon the Co-operative Marketing is possible for two wheeler agencies or sub dealership also.
- V) New products, brands and variety of consumable products as well as fast food items have to put for retail marketing.
- VI) Maximum utilization of Human Resources for business developments is essential. Bharati Bazaar is earning very low amount of net profit but gross profit and total annual turnover is more than 44 corers. Net profit amount of salary and operating expenses of the organization. So cost control techniques have to follow for better profitability purpose.

Customers are assets of retail business. Give the attention for customer services. Greet the customers with a smile and assist the customers in their shopping purpose. Remember the point that one satisfied customer brings five more customers to the stores.

Suggestions for Financial Problems

- I. Low sales turnover as compare to market area of Bharati Bazar. Present annual sales turnover is nearly 44 corers where as fixed investment and infrastructure is very very big. It is found that in year 2012-13 they have loss of Rs. 15 lakhs. Main reason of this loss amount is high salary expenses and big amount of operating expenses of the Bharati Bazar.
- II. Bharati Bazar has earned 10% to 15% Business profit were as the net profit from last 5 years is less than 5%. Organizations have to control operating expenses and fixed expenses such as employee's salary.
- III. In retail marketing there is need to high amount of working capital for running the business activities. There is a possibility to raise the funds through customer deposit scheme. For working capital.

5.3 CONCLUSIONS :-

Bharati Co-operative consumer organization has a voluntary organization of consumers. This co-operating organization is undertaken activities of Retail Marketing. They have developed their Brand name as Bharati Bazar. Their head office is at Pune.

They have started their 9 branches at Pune, Sangli and Kadegaon. Bharati Bazar is working on the principles of co-operation for mutual help with supply of quality goods and products to consumers at fair prices. Bharati bazar is a success story in Maharashtra State. As per the trend analysis of sales and business turnover it shows that there is increasing trend of sales and profitability of Bharati Bazar.

Bharati bazar has played important role in Retail marketing having a business turnover of more than 40 crores every year. As compared to profit figures profit is less than 5% on total sales turnover so they have to control on operating expenses and expenses on staff salary which is nearly 2.5 crores yearly.

There is advertising and exhibitions for every season. But Bharati Bazar is still not started retail outlet centers for sales promotion. B-Banking and credit facilities are not provided to customers. Customer relation and development will also benefit to Bharati co-operative organization. Bharati Bazar is started their fertilizer manufacturing and supply stores at Kadegaon. They have to develop the special distribution chain for sales promotion quality supply of retail products at reasonable price and regulation sales promotional plans will give more benefits to Bharati Bazar.

Bharati Bazar is big Co-operative organization in Retail Marketing Sector working at Pune, Kadegaon and Sangli but still they have not giving any facilities regarding the credit to consumers. E-Banking and Consumer Deposit Scheme should be adopted for better marketing of products. Bharati Bazar can open new retail outlet centres at various parts of Pune city as like Kothrud, Katraj, Pimpri and Sangavi. There is need of more facilities for home delivery of goods to the customers. Bharati Bazar was in loss in the last two years. It is found that their turnover of sales is good but because of heavy operating expenses and administrative salary so there is need of operating and salary expenses control on.