

✓ **CHAPTER I**

CHAPTER NO. I

INTRODUCTION



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CHAPTER NO. I

INTRODUCTION

1.1 INTRODUCTION :

India is a developing country. In India there is a wide scope for development of Co-operative Societies. Now a days different types of Co-operative Societies are working, in which, Consumers Co-operative Society has a lion's share. Consumers Co-operative societies helps in raising the standard of living of people by providing different commodities at reasonable rates and in required times. Especially Warana Bazar, Warananagar, Dist: Kolhapur, plays a very significant role in rendering services to rural communities which are staying in Kolhapur and Sangli Districts of Maharashtra. The main aim of the Warana Bazar is to provide best services to the rural consumers to their utmost satisfaction.

Consumers Co-operative Society is not only money oriented but also consumer oriented. The main operation

of every consumer co-operative society is to give best services to their members and non-members at reasonable rates. The progress of each consumers co-operative is largely depends upon efficiency of providing consumer services.

At present in India, especially in the state of Maharashtra, Consumers Co-operative Societies are well developed. There is competition amongst the consumers co-operative societies for providing good services to their customers. Hence, with reference to it, the study of Warana Bazar's sales, finance and customers services have become important to examine its performance.

1.2 SELECTION OF THE PROBLEM :

The progress of Consumers Co-operative Society mainly depends upon the rendering maximum services to its customers. So, Warana Bazar is interested and tressing on the improvement of services. Customers satisfaction is moto of the Warana Bazar and hence, Warana Bazar always try to make satisfaction of their members as well as non-members those are staying in rural areas.

✓ Maharashtra State is well known as a developed state about the development of consumers co-operative societies. In Maharashtra, number of Consumer Societies are working at present like, Apana Bazar, Super Bazar, Janata Bazar, Shetkari Bazar etc. Warana Bazar is one of the successful Consumer Co-operative Society in Maharashtra and even in India, because it is situated in rural area and gives services to rural people and one more cause is that, sales of this society is comparatively high.



This research study will be helpful to the Warana Bazar and to other Consumer Co-operative Societies also as a guidelines for providing services to the members and non-members.

✓ The Warana Bazar is the successful Consumers store in Kolhapur District in rendering services to the customers and sales of the store during last four-five years are high. So, the Warana Bazar is selected for the research study which entitles as ANALYSIS OF THE PERFORMANCE OF WARANA BAZAR, WARANANAGAR, DIST: KOLHAPUR

1.3 OBJECTIVES OF THE STUDY :

The main objects of the study are as follows :-

1. To review the working of Warana Bazar
 2. To study the Sales Performance of Warana Bazar.
 3. To study the financial performance of Warana Bazar during specified period.
 4. To study the consumers satisfaction.
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1.4 SCOPE OF THE STUDY :

A study of Performance of Warana Bazar is mainly entitled to main aspects viz. sales performance, financial performance and consumers satisfaction. Similarly, for factual day only four years period from 1989-90 to 1992-93 is taken into consideration.

✓ In financial performance of Warana Bazar, the main techniques like ratio analysis, analysis of capital and reserves are taken into account.

1.5 METHODOLOGY :

The present research work is completed by taking into account mainly the secondary data. The secondary data about sales, members, share capital, reserves, number of branches and their sales etc. is collected through published annual reports and office records of Warana Bazar.

✓ The primary data relating to consumers satisfaction is collected through sample survey of fifty consumers. ✓
The fifty consumers are selected on random basis. Thirty from Warana Bazar, Warananagar, ten from Kodoli Branch and remaining ten from Sagaon Branch.
The fifty consumers survey is used as test-check about consumers satisfaction in respect of price, service and different aspects between private purchasing and purchasing through Warana Bazar. For this, only three broad questions were selected and were asked to any fifty consumers of three branches and necessary data was collected.

From consumers survey, frequency tables are prepared and then analysis is made to draw meaningful conclusion and consumers satisfaction.

To support the tabulated data wherever possible, tables are supported by graphs to make the analytical data more impressive.

1.6 CHAPTER SCHEME :

The present study is divided into seven chapters.

The brief outline of each Chapter is as follows :-

CHAPTER NO. I : This Chapter deals with introduction stating the importance of the subject matter, selection of the problem, objectives and methodology followed.

CHAPTER NO. II : Relates to consumers Co-operative Movement. It includes consumers co-operative movement in world, India, Maharashtra and in Kolhapur District. It also covers the nature of organisation of consumers co-operatives.

CHAPTER NO. III :

This chapter includes the working and progress of Warana Bazar. It also contains branch expansion and sectionwise sales etc.

CHAPTER NO. IV :

This chapter covers the sales performance of

Warana Bazar. It also deals with yearwise total sales, branchwise and average daily sales of Warana Bazar.

CHAPTER NO. V :

This chapter explains the financial performance with the help of ratio analysis and analysis of reserves and capital etc.

CHAPTER NO. VI :

Contains briefly the analysis sample survey of fifty consumers of Warana Bazar, about the consumers satisfaction.

CHAPTER NO. VII :

This last chapter gives the meaningful conclusions and useful suggestions about performance of Warana Bazar.