

CHAPTER V

Conclusion And Suggestion

Conclusion and suggestions -

After studying and examining the analysis of performance of Warana Bazar during the period from 2004 to 2009 following conclusion is drawn.-

Warana Bazar is one of the leading consumer co-operative stores in Maharashtra which covers the important Talukas of Kolhapur and Sangali districts. Considering the growth rate of membership, capital, sales during the period under study it can be said that the Bazar has made tremendous progress because of its efficient working.

The sales performance of Warana Bazar is remarkable because it has increase it sales per year. Now they set the target of 100 Cores. In branchwise sales Warana Petrol pump stood first for promoting sales Warana Bazar has drawn sales policies. There is steadiness in gross profit and net profit.

The financial performance of Warana Bazar is evaluated with the help of Ratio analysis, During study period the Current ratio is less than standared and also liquid Ratio less than it required. Because of high investment in slow moving goods liquid ratio is less.

Warana Bazar Distribute its earned profit in Reserves, prices fluctuating funds, Building fund etc. The working capital

position of Warana Bazar is also good. Overall performance of Warana Bazar is good. They are Concentrating on consumer satisfaction . Then also some suggestions are there.

Suggestions

1. Warana Bazar should provide the facility of E – marketing.
2. Warana Bazar should improve their liquid ratio by increasing investment in quick assets.
3. For sales promotion Bazar should introduce numbers of attractive schemes also make some effective advertisement.