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CHAPTER 6

FINDING & SUGGESTIONS

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FINDING AND SUGGESTIONS:

Consumer finance for durable goods is now a need of time. Consumer finance for durable goods by different finance companies is very transparent and the consumers in Sangli city and District really need the finance because due to medium standard of life the really required to be financed by some institutions. So the finance companies play a very vital role in financing these type of customers. Again there are some point which should be considered by the finance companies which includes changing the physical boundaries limit, liberalizing the documentation etc.

FINDINGS:-

1. It is found that most of the customers applied for finance were from salaried class because of easy documentation and fast process.
2. The loan sanction process is very fast it takes average 0-3 days for sanction the loan after submitting all the required documents.
3. Customer is satisfied about information given by the executive at first meeting.

4. Most of the customer preferred for short term loan scheme. They felt that it is beneficial than that of long term loan scheme.
5. It is observed that customer has to visit the dealer counter at 2-3 times to provide the documents.
6. Because of the fast loan sanctioning as compared to other finance companies customers directly approached to the Bajaj Auto finance without going elsewhere.
7. The personal opinion on the respondents about Bajaj Auto finance is satisfactory.
8. Peoples generally know about the document that is required for the sanction the loan.
9. It is found that the cheque accepted by finance companies is only in Sangli city.
10. A area covered by finance company for the loan is 20 K.M.
11. Dealers go for those companies who gives higher incentives and better schemes.

SUGGESTIONS:-

1. It is important to consider the low income group people because they are in large numbers in the society.
2. Proper guidance should be given to customers to understand the scheme thoroughly it is necessary to tell the customers loan procedure and documentation required, give them proper list and try to collect all documents at one time or it will improve the loan procedure.
3. If any query raise while file processing the executive of finance company should directly contact to the customers rather than dealer counter.
4. Scheme and festival or special offers should be revised of continued so as to fulfill expectation of customers.
5. Healthy relation should be maintained after sales service with the customers for development and maintenance of company.
6. The market area should be expanded in rural areas too.
7. Finance company should limit the number of dealers so the competition between the finance companies should not effect the companies business.
8. Dealers should be given a better plan so the effect of banks and other financial institutions should be less and dealers can attract the customers by giving proper schemes to the customers.