

: CHAPTER - VI :
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CONCLUSION

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: CONCLUSIONS AND SUGGESTIONS :

From the survey and exploratory studies carried out in the departmental stores i.e. Janata Bazar, the following conclusions are drawn and suggestions made for effective marketing.

It is seen that in the departmental stores, attention is paid only to the increase in sales volume. But no special efforts are being made towards making the product more appealing and attractive.

No efforts are either made to create any social awareness among the customers. The customers buy a particular soap, powder or tikiya because they have been using it since a long time; Or either because of the marketing efforts made by the company; Or because of somebody's recommendation.

The companies always try to sell more and more by making the packing more attractive

and more and more advertising. But it is the responsibility of the departmental stores to make the customers aware and serve them with the right product i.e. they have to adopt the societal marketing concept.

But it was seen that no such efforts were being made. Also the arrangement of various departments matters a lot. The departments are also not well set. There is a need for total change being made in the set-up of various departments.

In order to attract more customers, the following steps can be taken.

- 1) There should be the proper arrangement of all the departments. The departments should be set up such that they are linked and not set apart from each other.
- 2) The quality of the product should be very good else it would be as if they are cheating the customer.

- 3) There should be volunteers who will give information about the product and its proper use; and also its had points.
- 4) There should be free samples given to the customers in order to attract their attention.
- 5) Free demonstration of the product should be given in order to prove its quality.
- 6) Packing of the product should be good and appealing. The packing should not be tampered with. In such cases, the product should be replaced immediately.
- 7) In case of faulty or damaged products, they should be replaced immediately by the stores and the customer should be given a new product.
- 8) The weight of the product should not be less than that quoted on the product. If the weight is less, then the customer will not trust the stores and will refuse to come back.

9) The departmental stores should make each and every brand of the product available in the stores.

10) Discount schemes and free coupon schemes should be given so that more and more customers are attracted.

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