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## **CHAPTER - 6**

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**6.1 Findings**

**6.2 Suggestions**

## CHAPTER - 6

### FINDING

1. Milk sale has had an upward trend since 1991.
2. It is observed that there is rise in milk procurement of both cow and buffalo from 1991 to 1995 due to increase in demand.
3. There is variation in whole sale milk sale.
4. New milk product have been introduced after 1991.
5. The Production and sale of milk product has no definite trend.
6. It is observed that data in the present manual system data regarding daily procurement is collected from truck sheet section.
7. Lot of time is spent on collection and generation of information.
8. It is found that some times data is collected orally, hence possibility of inaccuracy.
9. To get previous information and make its analysis is a tedious job manually and requires more time.
10. To get access to yearly report one has to refer to yearly registers.
11. The analysis of data in present Marketing department is time consuming and in accurate.
12. There is no cross checking of data that is collected and analysed, hence prone for error.

## SUGGESTIONS

1. The Marketing Information System model that can process the data accurately, efficiently within a shortest period of time.
2. Gokul unit may follow the trends given by various reports. From the reports they can accurately come to know about the stock and distribution of various products.
3. Previous data can be easily accessed and with minimum time required. For example, milk distribution of same day of previous year can be accessed from last year milk collection file.
4. Format of reports to be presented are redesigned for better understanding and simplicity.
5. Marketing department can generate reports on daily, 10 days, monthly and yearly basis as and when required.
6. For better operation and update various departments should provide the required data in time.
7. The managements can get first hand information through various reports generated and take accurate decisions.
8. The software can be installed with present computing facilities.
9. This Marketing Information System model can be successfully implemented if all the departments supply accurate data which are necessary for analysis as per the given format by MIS department as and when required.
10. This Computerised Marketing Information System model if implemented can save time, will give accurate information, will provide a basis for sound decision making and hence improve the productivity of the dairy as a whole.

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