

MARKETING

MEANING

Marketing is societal process by which individuals and groups obtain what they need and want through creating, offering, and freely exchanging products and services of value with others.

DEFINITIONS

For a managerial definition, marketing has often been described as “the art of selling products,” but people are surprised when they hear that the most important part of marketing is not selling! Selling is only the tip of the marketing iceberg.

Peter Drucker, a leading management theorist, puts it this way:

There will always, one can assume, be need for some selling. But the aim of marketing is to make selling superfluous. The aim of marketing is to know and understand the customer so well that the product or service fits him and sells it self. Ideally, marketing should result in a customer who is ready to buy. All that should be needed then is to make the product or service available

Peter Drucker also stated that there is only one valid definition of business purpose: to create a customer. It sounds so simple. Yet, over the years doing so has

become ever more demanding and complex. Three powerful forces- the Internet, globalization, and information technology, have revolutionized the ways we create, market, and deliver company's products and services. It's an ever-changing world for marketing executives as they strive to develop more effective ways to find, satisfy, and retain the most desirable customers.

Marketing has been defined by different authors differently. A popular definition is the "marketing is the performance of business activities that direct the flow of goods and services from producer to consumer or user". Another notable definition is that "marketing getting the right goods and services to the right people at the right place at the right time at the right price with the right communication and promotions".

Yet another definition is that "marketing is a social process by which individuals and groups obtain what they need and want through creating and exchanging products and values with others". This definition of marketing rests on the following concepts:

- Needs, wants and demands;
- Products;
- Value and satisfactions;
- Exchange and transactions and
- Markets.

NEEDS, WANTS AND DEMANDS

A human need is a state of felt deprivation of some basic satisfaction. People require food, clothing, shelter, safety, belonging, esteem etc. these needs exist in the very nature of human beings. Human wants are desires for specific satisfiers of these needs. For example, cloth is need but Raymond's suiting may be want. While people's needs are few, their wants are many.

Demands are wants for specific products that are backed up by an ability and willingness to buy them. Wants become demands when backed up by purchasing power.

PRODUCTS

Products are defined as anything that can be offered to some one to satisfy a need or want. Management in these product oriented organizations focuses their energy on making good products and improving them over time.

Yet in many cases, these organizations fail in market. They do not bother to study the market and the consumer in depth. They get totally engrossed with the product and almost forget the consumer for whom the product is actually meant: they fail to find out what the consumers actually need and what they would accept.

VALUE AND SATISFACTION

Consumers choose among the products, a particular products that give them maximum value and satisfaction. Value is the consumer's estimate of the product's capacity to satisfy their requirements.

EXCHANGE AND TRANSACTIONS

Exchange is the act of obtaining desired products from someone by offering something in return a transaction involves at least two things of value conditions that are agreed to, a time of agreement and place of agreement.

MARKET

A market consists of all the existing and potential consumers sharing particular need or want who might be willing and to engage in exchange to satisfy that need or want.

Thus all above concepts finally brings us full circle to the concepts of marketing

IMPORTANCE OF MARKETING

1. Marketing process brings goods and services to satisfy the needs and wants of the people.
2. It helps to bring new varieties and quality goods to consumers.
3. By making goods available at all places, it brings equitable distribution.
4. Marketing converts latent demand into effective demand.
5. It gives wide employment opportunities.
6. It creates time, place and possession utilities to the products.
7. Efficient marketing results in lower cost of marketing and ultimately lower prices to consumers.
8. It is vital link between production and consumption and primarily responsible to keep the wheels of production and consumption constantly moving
9. It creates and raises standard of living of the society.

THE SCOPE OF MARKETING

Marketing is typically seen as the task of creating promoting and delivering goods and services to consumers and businesses. Marketers are in stimulating demand for a company's products but this is too limited a view of the tasks marketers perform. Just as production and logistics professionals are responsible for supply management, marketers are responsible for demand management. Marketing managers seek to influence the level, timing, and composition of demand to meet the organization objectives distinguishes eight different states of demand and the corresponding tasks facing marketing managers.

The marketing that they the key to achieving organizational goals consists in determining the needs and wants of the target markets and delivering the desired satisfaction effectively and efficiently, the competitors. In other words, marketing concept is customer's needs and wants orientation backed by integrated marketing effort aimed at generation customer satisfaction as the key to satisfying organizational goals.

Only the marketing is capable of keeping the organization free from marketing myopia.

Marketing people are involved in marketing 10 types of entities they are given in the table below:

TABLE 1.1

GOODS	Physical goods constitute the bulk of most countries production and marketing effort.
SERVICES	As economies advice, a growing proportion of their activities are focused on the production of services. At the pure services end would be a psychiatrist listening to a patient or a quarter performing Mozart; at another level would be the telephone call that is supported by a huge investment in plant and equipment; and at a more tangible level would be a fast food establishment where the customer both a product and service.
EXPERIENCE	By orchestrating several services and goods, a firm can create, stage, and market experiences. Walt Disney world's magic kingdom represents experiential marketing: customers visit a fairy kingdom, a pirate ship, or a haunted house. So does the hard rock café. There is also a market for customized experience, such as spending a week at a baseball camp allaying with some retired baseball greats, paying to conduct the Chicago symphony orchestra for five minutes, or climbing mount Everest
Events	Marketers promote time based events, such as the Olympics, company anniversaries, major trade show, sports events and

	artistic performances. There is a whole profession of meeting planners who work out the details of an event and make sure it comes off perfectly.
Persons	Celebrity marketing is major business. Years ago, someone seeking fame would hire a press agent to plant stories in newspapers and magazines. Today every major film star has an agent, a personal manger, and ties to a public relation agency. Artist, musicians, CEOs, physicians, high profile lawyers and financiers, and other professionals are also getting help from celebrity marketers.
Places	Places cities, states, regions, and whole nations compete actively to attract tourist, factories, company headquarters, and new residents. Place marketers include economic development specialists, real estate agents, commercial banks, local business associations, and advertising and public relations agencies.
Properties	Properties are intangible rights of ownership of either real property (real estate) of financial property (stocks and bonds). Properties are bought and scold, and this requires marketing. Real estate agents work for property owner or sellers or buy residential or commercial real estate. Investment companies and banks are involved in marketing securities to both

	institutional and individual investors.
Organizations	Organizations actively work to build a strong, favorable image in the minds of their target publics. Companies spend money on corporate identity ads. Philips, the Dutch electronics company, puts out ads with the tag line “let’s make things better.”
Information	Information can be produced and marketed as a product. This is essentially what schools and universities produce and distribute at a price to parents students, and communities. Encyclopedias and most nonfiction books market information .
Ideas	Every market offering includes a basic idea. Charles Revson of Revlon observed “in the factory, we make cosmetics; in the store we sell hope.” Products and services are platform for delivering some idea or benefit. ideas as “ say no to drugs,”

MARKETING MANAGEMENT

Marketing management is defined as “the analysis, planning implementation and control of programmes designed to create, build and maintain beneficial exchanges and relationships with target markets for the purpose of achieving organizational objectives”.

It is the process of planning and executing the conception, pricing, promotion and distribution of ideas, goods, and services to create exchange that satisfy individuals and organizational goals

Marketing managers have to carry marketing research, marketing planning, marketing implementation and marketing control. Within marketing planning, marketer must make decision on target markets; market positioning product development, pricing, and channel of distribution, physical distribution communication and promotions. Thus. The marketing managers must acquire several skills to be effective in market place.

Marketing management is a business discipline which is focused on the practical application of marketing techniques and the management of a firm's marketing resources and activities. Marketing managers are often responsible for influencing the level, timing, and composition of customer demand accepted definition of the term. In part, this is because the role of a marketing manager can vary significantly based on a business' size, corporate culture, and industry context.

From this perspective, the scope of marketing management is quite broad. The implication of such a definition is that any activity or resource the firm uses to acquire customers and manage the company's relationships with them is within the purview of marketing management. Additionally, the Kotler and Keller definition

encompasses both the development of new products and services and their delivery to customers.

Marketing expert Regis McKenna expressed a similar viewpoint in his influential 1991 Harvard Business Review article "Marketing is everything." McKenna argued that because marketing management encompasses all factors that influence a company's ability to deliver value to customers; it must be "all-pervasive, part of everyone's job description, from the receptionists to the Board of Directors."

This view is also consistent with the perspective of management guru Peter Drucker, who wrote: "Because the purpose of business is to create a customer, the business enterprise has two--and only these two--basic functions: marketing and innovation. Marketing and innovation produce results; all the rest are costs. Marketing is the distinguishing, unique function of the business."

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CORE MARKETING CONCEPTS

Marketing can be further understood by defining several of its core concepts

TARGET MARKET AND SEGMENTATION

A marketer can rarely satisfy everyone in market, not everyone like the same soft drink, hotel room, restaurant, automobile college and movie. Therefore marketers start with market segmentation. They identify and profit distinct groups of buyers

Who might prefer or require verifying products and marketing mix.

Examining demographic, psychographics and behavior differences among buyers can identify market segmentation.

For each chosen target market the firm develops a market offering, the offering is positioned in the minds of the target buyers as delivering some central benefits.

MARKETERS AND PROSPECTS

Marketer is someone seeking a response (attention, a purchase, a vote, a donation) from another party called the prospects something to each other. We call them both marketers. They are people who could understand the customer behavior and act according to their needs and wants. They play a major role in increasing the sale and developing the company growth.

NEEDS, WANTS AND DEMANDS

The marketers must try to understand the target markets needs, wants and demands.

- Needs describe basic human requirement people need food, air, water, clothing and shelter to survive. People also have strong needs for recreation education and entertainment.
- These needs become wants they are directed to specific objectives that might satisfy the need. E.g.: an American need food but wants hamburger, French fries and soft drinks
- Demand is wants for specific products backed by an ability to pay.

Many people want a Mercedes; only a few are able and willing to buy one companies must measure not only how many people want their products but also how many would actually be willing and able to buy it.

PRODUCT OR OFFERING

People satisfy their needs and wants with products, a product is offering that can satisfy a need or want. The major types of basic offering are

- Goods
- Services
- Experiences
- Events
- Persons
- Places
- Properties
- Information and
- Ideas
- (The above points are discussed in TABLE 1.1 Page no.6, 7,8)

VALUES AND SATISFACTIONS

The products or offering will be successful if it delivers value and satisfaction of the target buyers. The marketing concept emphasizes that it is not enough if a firm has consumer orientation; it is essential that such an orientation lead to consumer satisfaction.

For example, when a consumer buys a tin of coffee, he expects a purpose to be served, a need to be satisfied. If the coffee does not provide him the expected flavour, the taste and the refreshments his purchase has not served to satisfy his consumer. Thus, 'satisfaction' is the proper foundation on which alone any business can build its future.

REALIZATION OF ORGANIZATIONAL GOALS INCLUDING PROFIT

If a firm has succeeded in generating consumer satisfaction, it implies that the firm has given a quality product, offered competitive price and prompt services and has succeeded in creating good image. It is quite obvious that for achieving these results, the firm would have tried its maximum to control costs and simultaneously ensure quality, optimize productivity and maintain a good organizational climate. And in this process, the organizational goals including profits are automatically realized. The marketing concept never suggests that profit is unimportant to the firm. The concept is against profiteering only, but not against profits.

The form of an organization that is evident in the way divisions, departments, functions, and people link together and interact. Organization structure reveals vertical operational responsibilities, and horizontal linkages, and may be represented by an organization chart. The complexity of an organization's structure is often proportional to its size and its geographic dispersal. The traditional organization structure for many businesses in the 20th century was the bureaucracy, originally defined by Max Weber. More recent forms include the flat, network, matrix, and virtual organizations. These forms became more prevalent during the last decades of the 20th century as a result of the trend toward restructuring and downsizing and developments in telecommunications technology.

CUSTOMER EXPECTATIONS

MEANING

Customer expectation means the needs, wants, and preconceived ideas of a customer about a product or service. Customer expectation will be influenced by a customer's perception of the product or service and can be created by previous

experience, advertising, hearsay, awareness of competitors, and brand image. The level of customer service is also a factor, and a customer might expect to encounter efficiency, helpfulness, reliability, confidence in the staff, and a personal interest in his or her patronage. If customer expectations are met, then customer satisfaction results.

THE FOUR MAJOR CUSTOMER EXPECTATIONS ARE:

- **Accuracy**
- **Availability**
- **Partnership**
- **Advice**

Every organization tries to discover the needs and expectations of its customers.

These needs and expectations are different for different products and services. What a customer expects from an insurance company is different from what is expected of a health care company.

Accuracy

The customer expects accuracy in his or her dealings with the company

The invoice must be accurate, delivery must be made in stipulated time, documents such as bank statements and insurance policies must be precise,. Labels must describe the products correctly. A doctor's prescription must be authentic and easily readable.

Availability

The company must be available to the customer where and when he wants.

The mall should provide all the requirements of the customer who gets into the store or the mall. Once the customer enters the mall he should not think to go out from that

place for any requirement outside where every thing should be available to the customer at that place only.

Accuracy and availability are perceived by the customer as his right and he is not going to confer a gold medal on you for being accurate and available.

Partnership

The customer expects that he is perceived and treated as a partner by the company, an internal customer with a right to voice his feelings, offer advice, suggest improvements, and participate in meetings.

When a company succeeds in convincing the customer that he is a de facto partner, he would not have a second look at the competitors' superior products or services. As a partner, the customer will act as your star studded sales person – after all, he feels a part of the company.

Advice

The customer must perceive the company and all its employees as consultants. In the final analysis, the colour of a company bottom line will depend on how effectively or otherwise, it manages the perceptions of the customer.

Customer few times would get into a dilemma in taking decisions in purchasing the products. At that time they need some one to be back of them in advice or guiding in a comfortable manner.

HOW DO BUYERS FORM THEIR EXPECTATIONS?

From past buying experience, friends' and associates' advice and marketers' and competitors' information promises. If marketers raise expectations too high, the buyer is likely to be disappointed. However, if the company sets expectations too low, it won't attract enough buyers (although it well satisfies who do buy).

Some of today's most successful companies are raising expectations and delivering performances to match. These companies are aiming for TCS total

customer satisfaction. Xerox, for example, guarantees “total satisfaction” and will replace at its expense any dissatisfied customer’s equipment within a period of three years after purchase.

We often see buyers entering into a short sale who need to close by a certain date. Maybe they have locked a loan that will expire; maybe their current lease will be up by a certain date. Whatever the reason, it is risky for Buyers like these to enter into a short sale as there is no guarantee they will be able to close by their deadline.

The buyer needs to go into the short sale EXPECTING it to take 6 months. Buyers need to be committed to the property. It is unfair for a buyer to tie up a property while continuing to make offers on several other properties. I’ve had many people tell me to tell the lender “hurry up or the buyer will walk”. Threatening the lender doesn’t work. Again, they are handling so many short sales they really don’t care about YOUR short sale. We have to work with in their process.

There would be an very challenging task to understand the customer buying behavior, many companies put in lots of research work to know there expectations. Customers expectation affects through there experience of buying products in few stores and through their satisfaction level there expects ion differ the next time.

DIFFERENT TYPES OF CUSTOMER EXPECTATIONS

Most customers have positive expectations but some have negative ones too and often unreasonable demands. It requires a great deal of tact to cope with customer expectations,

Most have positive expectations but some have negative ones too and even unreasonable ones. With the majority of customers, these expectations do not create any particular challenges for us. Occasionally however, they have a significant effect on the customer's behavior. Let's take a look at some of the positive, negative and unreasonable expectations customers may have.

POSITIVE EXPECTATIONS

- They believe you have what they need.
- They think you will be able to solve a problem.
- They believe you will care.
- They believe you will be professional.
- They believe your products or services will be reliable.
- They believe you will be trustworthy.
- They believe their business is valuable to you.
- They expect you to be cheerful.
- They expect your prices to be fair.
- They expect you to stand behind your products or services.

NEGATIVE EXPECTATIONS

- They believe you will be unskilled.
- They expect to get a hassle when they have a problem.
- They believe you do not care.
- They expect you not to have enough authority to handle a situation.
- They think you're going to try to take advantage of them.

- They believe your product is of poor quality.
- They think your product is overpriced.
- They believe you're interested only in quick commission sale.
- They think their business is not important to you.

UNREASONABLE EXPECTATIONS

- They think you should accept sexual or racial harassment.
- They think you should accept unruly behavior from them or their children.
- They think you will deal with them under the table.
- They think you can spend a lot of unproductive time with them.
- They think they are always right.
- They think you should accept physical threats or bullying.
- They think you have been trained to take advantage of them.
- They think you have to cater to their every whim.
- They think they are more important than all of your other customers.

INDIAN RETAIL SYSTEMS

Retailing, India's largest industry and one of the biggest sources of employment in the country, generates more than 10 per cent of India's GDP. Organized retailing, however, occupies a miniscule two to three percent of the overall Indian retailing industry.

Organized retailing, which aims at providing an ideal shopping experience for the consumer based on the advantages of large-scale purchases, consumer preference analysis, excellent ambience and choice of merchandise, has been adopted in a large number of cities in India with many business houses investing in this segment.

Increasingly, the organized retail industry is realizing the importance of information technology in bringing about process improvements, which would result in greater operating efficiencies and hence increased profits. But the awareness of IT systems that are available is low, resulting in poor decision-making. A number of organized retailers in India have installed solutions ranging from simple Point of Sale (PoS) systems to complex Retail ERPs.

With an immense amount of expertise and credibility, Shoppers' Stop has become the highest benchmark for the Indian retail industry. In fact, the company's continuing expansion plans aim to help Shoppers' Stop meet the challenges of the retail industry in an even better manner than it does today.

CLASSIFICATION OF RETAILERS

The retailers are classified in different way among them. Generally few are mention below. They are

LARGE RETAILERS

(Having a chain of over 30 stores):

These large retailers, mainly supermarkets and departmental stores, use custom-built systems. Some of them have implemented ERP packages to take care of their back-office systems.

MID-SIZED RETAILERS:

These retailers handling more than 5 stores, with plans to expand to about 15-20 stores in the next two years. These retailers primarily have departmental store formats catering to a variety of merchandise. A number of them have their

own private labels for all the merchandise sold in their stores. This large group of retailers has spent a lot of time and effort in implementing packaged IT solutions for PoS, demand forecasting, purchase orders and inventory management. A proven solution in many countries, which has found acceptance with many retailers in India, is Retail Pro, a good fit for retailers with 1-50 stores. Higher-end solutions like JDA,

SAP IS Retail or Retek, targeted at larger retailers with more than 300 stores, have also found acceptance in India, though the payback period for such investments can be as high as five to eight years.

THE MANUFACTURER-RETAILER:

These retail showrooms are exclusively owned by the manufacturer or are owned and managed by franchisees of the manufacturer. Some of these retail outlets also have Retail Pro for PoS as well as the back-office, while others have their software developed from vendors for the same functionalities. In this segment of retailing, it has been noticed that the manufacturer's own stores and franchisee have different IT packages, which lead to data integration problems and delayed receipt of information at the head office of the manufacturer retailer.

SMALL RETAILERS

(With less than five stores):

These could be specialty apparel retailers, discount stores or departmental stores. They usually have a vendor developed PoS system connected to an inventory system, though some of them have started using more sophisticated software packages. This is the groups who put up challenge to the big players. At the recession period the small retailers neither play a major role in balancing there neither return since they do put huge investment nor involve in any capital.

Though the big player's spill out there returns in terms of huge profits within a short period of time. The small retailers through departmental stores and small petty shops put in great efforts in earning huge profits. There is a great shop for the small retailers in the growing competitive world

RESEARCH METHODOLOGY

TITLE

A Study On **“CUSTOMER EXPECTATIONS TOWARDS SKC RETAIL LIMITED IN BANGALORE CITY.”**

STATEMENT OF PROBLEM:

Today is the world of inventions and innovations and that lies in a customer who is dynamic and his beliefs, attitude and his satisfaction level. It is needless to

affirm that marketing is a new way of thinking about how companies and other organization can develop beneficial change with target customer who is always inclined in seeking to satisfy some needs and wants.

Hence the problem is to know what would be the expectations of the customers from the retail malls and particularly SKC. How can the organization attract more customers and retain those customer for what services they provide and how can company live up to customer expectations and understand the different aspects of customer's views.

OBJECTIVES OF THE STUDY:

- To study customer expectations towards SKC
- To study the factors influencing the customer towards purchase decision from the SKC
- To analyze the perception of the customer towards SKC
- To find out the satisfaction level of the customer towards the services rendered by SKC

SCOPE OF THE STUDY:

Today the Retail market industry is undergoing a revolution. As the large number of customers prefer to buy from the Organized Retailing, as they get goods at one roof. Study is conducted to know the reasons for preferring the Organized

Retailing. This has given rise to many retail outlets with huge investment concentrating on purchase activity and entertainment, food and other services to attract the mass customer.

The scope of this study is to enhance the customer expectations towards the SKC.

METHODOLOGY

The present study is based on both primary and secondary sources of data. To elicit information from customers, a personal interview schedule will be designed, further to analyze the level of customer expectations towards SKC retail ltd in Bangalore city, a structured questionnaire will be designed and monitored.

The secondary data will be collected from company manuals / records, leading reports, books, periodicals, magazines, web site, newspaper, journals, survey reports internet, etc,.. A good number of standard text books will be referred to obtain pertinent literature on customer expectations and customer retentions in Indian perspective in general and Bangalore city in particular.

METHODS OF COLLECTING DATA

Data has been **Primarily** collected by means of floating a Questionnaire, Direct Personal Interview based on the satisfaction levels and expectation of the customers and collecting data through all the customer in and out of the mall.

Secondary data has been collected in the office through observation of records and reviewing the websites.

Sampling Design:

The sampling is done according to the different customers . This again covers all the sections of the S.K.C store at J.C road , Bangalore and other outside customer also.

SAMPLING

Random sampling is the purest form of probability sampling. Each member of the population has an equal and known chance of being selected. When there are very large populations, it is often difficult or impossible to identify every member of the population, so the pool of available subjects becomes biased. So the present study is done through random sampling technique.

Sampling size

The sample size planned for the study would be limited to 100 respondents only.

PLAN OF ANALYSIS

The data collected would be tabulated – percentage of response was calculated statistical method of analysis is done – data is evaluated based on percentage response. Presumptions and assumption are made to suit the analysis based on available data

Conclusion would be drawn, suggestions are made wherever found necessary.

LIMITATIONS:

Maximum efforts will be made to see that the data collected and analyzed were as accurate as possible. In spite of all precautions taken, certain limitations of the study can be observed.

1. Since the projects and academics went simultaneous the time was limited.
2. Most of the Respondents may be biased in providing the information.
3. Since this study is based on a very small sample it may not show accurate information.
4. Study is limited only to Bangalore city.
5. This study is limited only to the S.K.C outlet..
6. The data gathered from the customers is purely dependent on the information given by them

OVERVIEW OF CHAPTERS SCHEME:

Chapter 1: Introduction to marketing management

First chapter consists of General introduction to marketing, marketing management, core marketing concepts, customer expectation, types of customer expectation, Indian retail industry. Classification of retailers

Chapter 2: Research design

This chapter deals with the different stages followed scientifically for completing the project. Statement problem, objectives of the study, need for the study, research design of the study, scope of the research, sources of the data, sampling plan, data collection instruments, an overview of the report, limitation of the study,

Chapter3: Company profile

This chapter consists of Origin, Vision, Mission, Objectives, organization structure, product profile, social responsibilities etc. of the company.

Chapter 4: Analysis and interpretation

In this chapter, the data collected is analyzed and interpreted through graphs and pie charts.

Chapter 5: Summary of findings and recommendations

This chapter consists of summary of the findings, those thing which the researcher found out while in the process the research, recommendations from the researcher in which the company could adopt and could make differ from the past inefficient techniques and conclusion

BIBLIOGRAPHY

COMPANY PROFILE

M/s. L.N.B. Textiles Pvt. Ltd., a closely held private limited company, incorporated in 1996 is having its Registered Office at No. 16, Subramaniam Street, Purasawalkam, Chennai – 600 007. The Company is promoted by Shri Laxminarayanan Bisani and his sons Shri. Praful Kumar Bisani & Shri. Ajay Kumar Bisani.

The company is engaged in the business of trading of textiles, viz., readymade garments, sarees, suiting, shirting's, cosmetics and other apparels for all age groups. At present the company has total show room capacity of 1,75,000 sq.ft. Covering Purasawalkam and Pondy Bazaar, T. Nagar & Coimbatore. The company operates its business in the brand name of “SKC”.

The company was initially engaged in wholesale trading of textiles. After gaining sufficient experience, the company has set up show rooms one after the other during the period from April 1991 to January 2006.

The company has been awarded “The emerging India award in the SME Retail Segment” for the financial year 2005-2006 by CRISIL in association with ICICI & CNBC TV-18.

On 8th December 2006, the shop on JC road was opened in Bangalore .

SKC Mall, Bangalore I:

Chandrika Trade Centre

5 J C Road, Bangalore – 560 002

Situated at JC Road near Town Hall, the Mall has an area of 100,000 square feet with more than 250 feet of frontal. This is going to be the only Mall in the radius of about 4 kms. Besides Readymade Garments, Mall will have a separate Floor for Food Court, entertainment, gaming zones etc. The unique feature of the Mall its open Atrium which covers about 16000 square feet of total space.

Some unique features of the Mall:

Total Area	100000 square feet
Per Floor Plate Area	25000 square feet
Atrium Space Cut Out	12000 square feet
Aisle Areas	15000 square feet

Some unique features of location:

Average traffic on JC Road	10000 per hour
Average Footfalls on Weekdays	7000 minimum
Average Footfalls on Weekends	13000 minimum
Population Mix	Cosmopolitan / Upwardly
Mobile	

Some Unique Internal Facilities

Car parking	more than 100 cars in basement
Two wheeler Parking	more than 200 in the compound



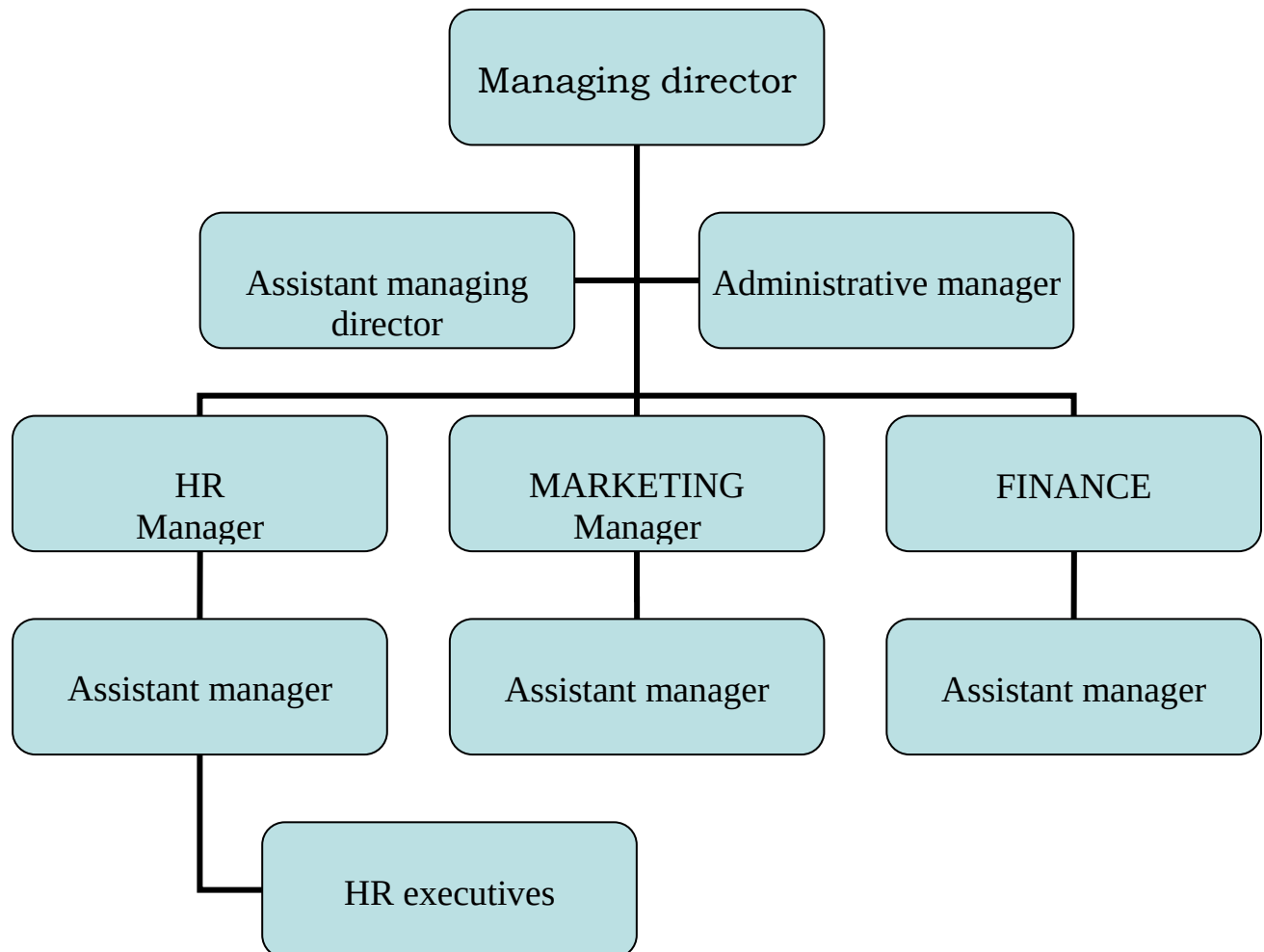
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OUR VISION:

*We want to be the leader in the readymade garments category.
We want to evolve into a World Class Retailing Giant directing
the course of Retailing in future at the same time providing a
Caring, Happy and Stimulating environment to our Employees
and Value to our Shareholders.*

ORGANIZATIONAL STRUCTURE OF SKC



ANALYSIS AND INTERPRETAION OF DATA

In order to find out “**CUSTOMER EXPECTATION TOWARDS SKC RETAIL LIMITED IN BANGALORE CITY**” A structured questionnaire is used as shown at annexure, which is placed in the project report.

The questionnaire consists of two types:

- 1. Bio-graphical data**

- **Customer details**

- 2. Research data**

The analysis of data and there by its interpretation consists of various steps like tabulation of data and analysis of it, in tune with the objective. Each question in the questionnaire is reduced into a table on the basis of data collected, which is followed with analysis - explanation and inference. The analysis is thus supported by means of graphs and charts. The findings, conclusion and suggestions are recorded in the succeeding chapter.

While evaluation the data the data is tabulated by means of assuming percentages and then analyzing the data. This makes it easier in making comparisons.

TABLE - 1

TABLE SHOWING GENDER OF RESPONDENTS

Sl. No.	Gender	No. Of Respondents	Percentage of Respondents
1	Male	38	38
2	Female	62	62
TOTAL		100	100

From the above table out of 100 respondents 38% of respondents are male and 62% of them are female from the analysis we find that large numbers of customers who visit the mall are female than the male. Female are more potential than the men in purchasing.

Through this the SKC should understand that, they should attract male customer by increasing the range of products cater to male. Such that there could be increase in male customers shopping in the mall.

CHART -1

CHART SHOWING GENDER OF RESPONDENTS

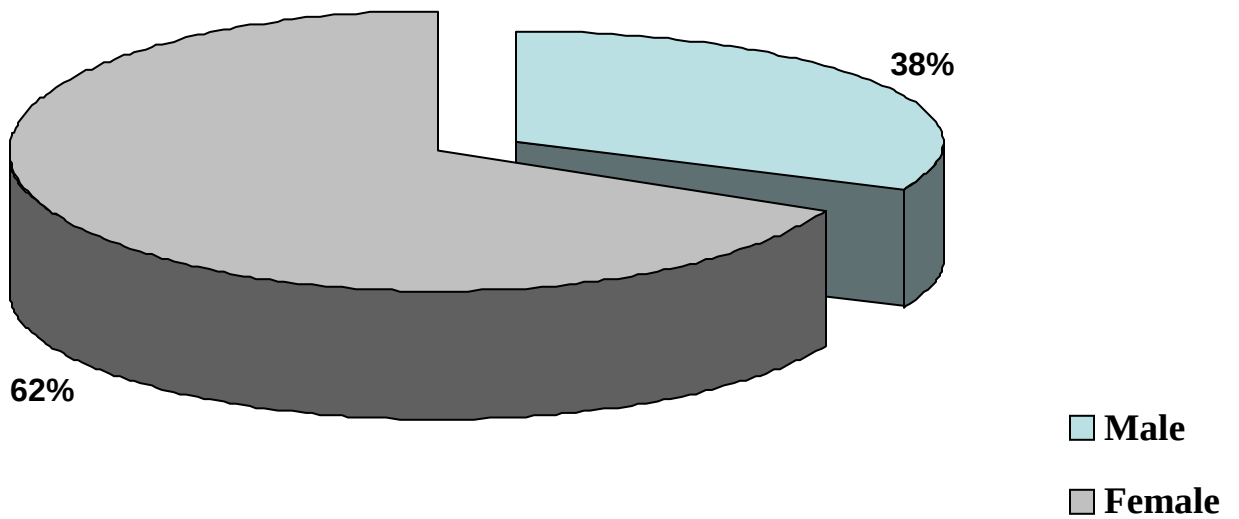


TABLE – 2

TABLE SHOWING CUSTOMER AGE GROUP

Sl. No.	Age group in years	No. Of Respondents	Percentage of Respondents
1	15 to 25	12	12

2	25 to 35	48	48
3	36 to 45	24	24
4	45 and above	16	16
TOTAL		100	100

From the above table from varied age groups, around 48% of respondents are in age of 25 to 35, around 24% of the respondents are in age of 36 to 45, and 16% of respondents are above age 45 and in the age of 15 to 25 we find 12%.

Through above given data we find young age group are in majority who shop at SKC, and we find middle aged people also shopping in a average level. The mall should concentrate in making products available for all the age groups and promote that in a good manner, so that there sales could increase through covering all the age groups

CHART - 2
CHART SHOWING CUSTOMER AGE GROUP

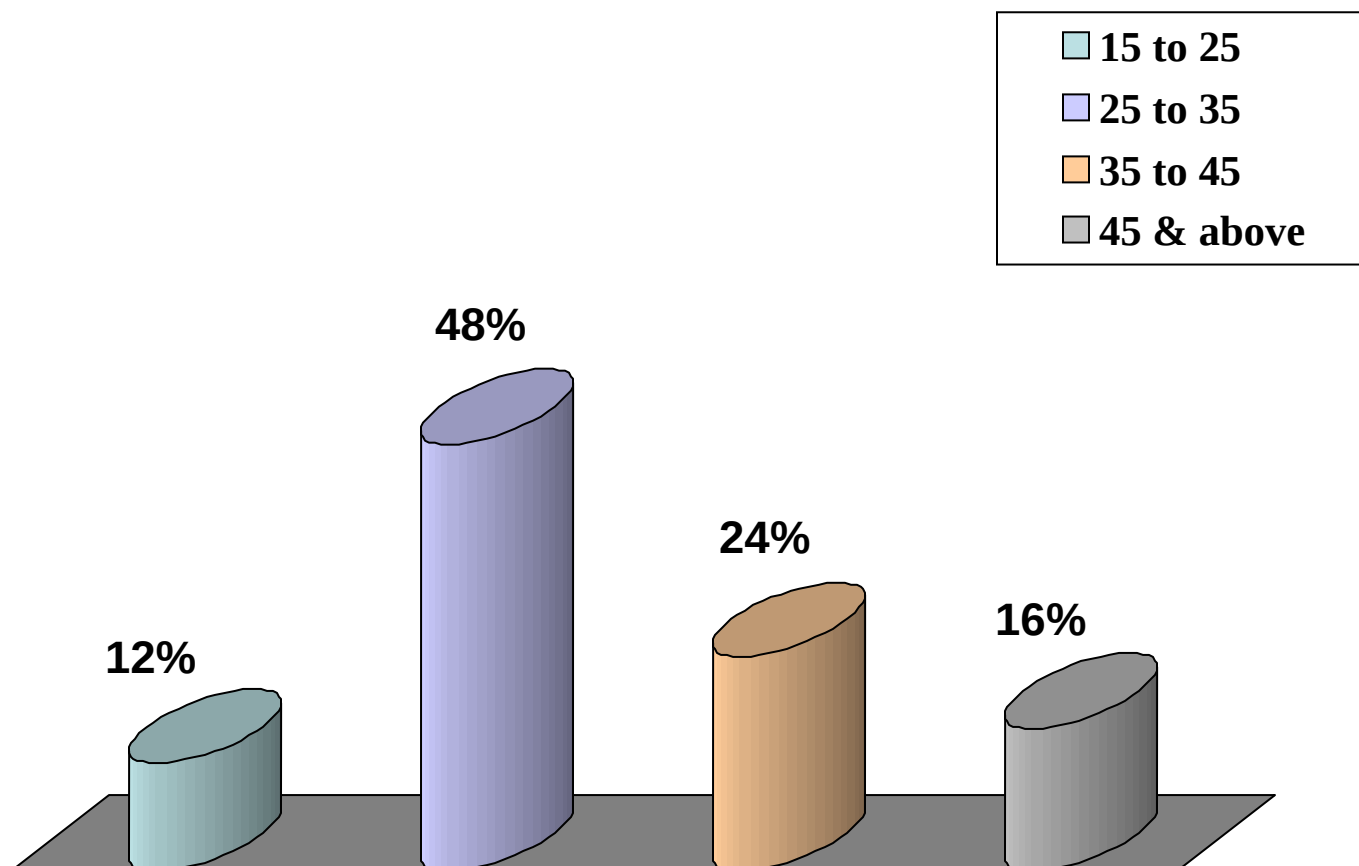


TABLE – 3
TABLE SHOWING CUSTOMERS OCCUPATION

Sl. No.	Occupation	No. of Respondents	Respondents In Percentage
1	Employed	48	48
2	Businessman	18	18

3	House wife	24	24
4	Student	16	16
5	Others	4	4
TOTAL		100	100

The malls are said to be for all the verities of the people under the sun, among them there are different people who are employed, businessmen, students, married, bachelor and many, we find from the above table around 48% of the respondents are employed who earn, we find 24% of the respondents who are housewives who are not employed. And we find around 16% of the customers are students.

SKC has a grip over the employed customers who are the earning groups. They can concentrate towards products catering to students, businessmen and housewives

CHART - 3
CHART SHOWING CUSTOMERS OCCUPATIONS

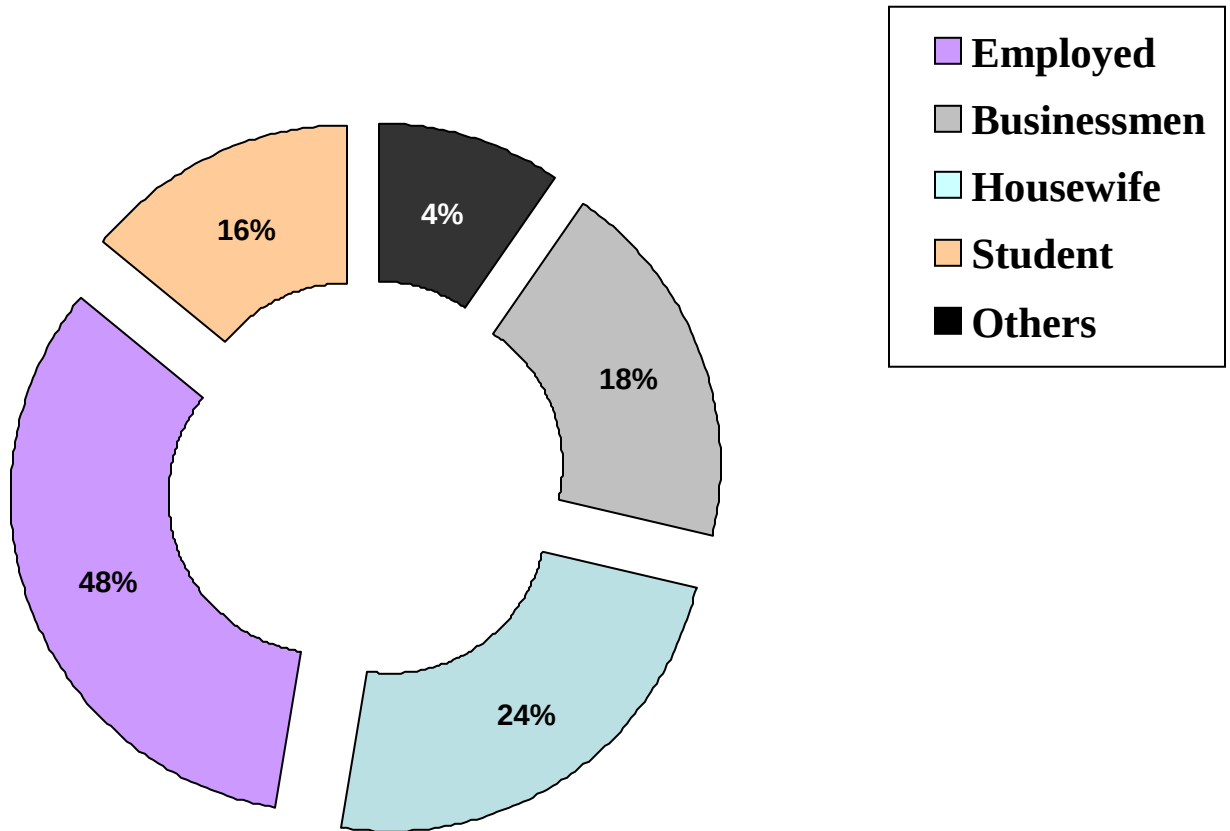


TABLE – 4
TABLE SHOWING CUSTOMERS INCOME

Sl. No	Customer's income in terms of Rupees	No. Of Respondents	Percentage of Respondents
1	8,000 to 15,000	28	31
2	15,000 to 22,000	32	36

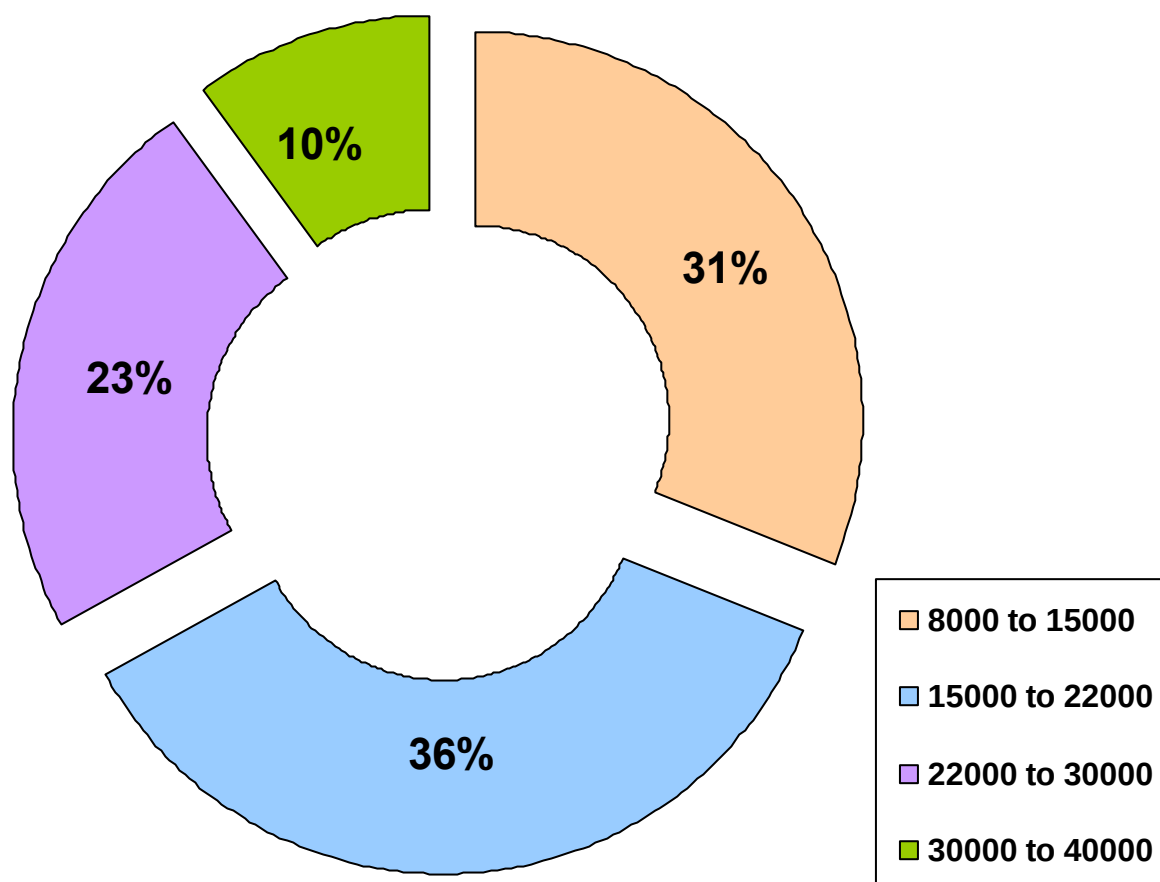
3	22,000 to 30,000	20	23
4	30,000 to 40,000	9	10
TOTAL		89	100

From the above table out of the 100 sample size, we see only 89 respondents are who are in the position of earning. Income is classified in four ranges in which around 36% of the respondent i.e., 32 respondents fall under 15,000 to 22,000 per month. And high-income respondents according to table at the range of 30,000 to 40,000 per month are very less.

So the customers who visit the store are of moderate and class income group, who are in mass. Mall can concentrate in attracting those masses through discounts and fair price products with better quality.

CHART - 4

CHART SHOWING INCOME OF THE CUSTOMERS



RESEARCH DATA

TABLE – 5

**TABLE SHOWING NUMBER OF CUSTOMER WHO VISITS SKC
FREQUENTLY**

Sl. No.	Shop at SKC frequently	No. of Respondents	Percentage of Respondents
---------	---------------------------	-----------------------	------------------------------

1	Yes	52	52
2	No	48	48
TOTAL		100	100

From the above table we can see the number of customer who visits SKC frequently; SKC is the store in which most of the families come in for shopping when we see the analysis.

Around the 52% of the customer who visit the store i.e., who come to shop weekly, fortnight and monthly and around 48% of the customer shop quarterly occasionally and who rarely come to the shop

Large number of customer shop at SKC on occasionally that is on festivals and weddings etc. there would be seasons for these occasions, so that time mall can give customers a very attractive and fair offers and discounts of those products.

CHART SHOWING NUMBER OF CUSTOMER WHO VISIT SKC FREQUENTLY

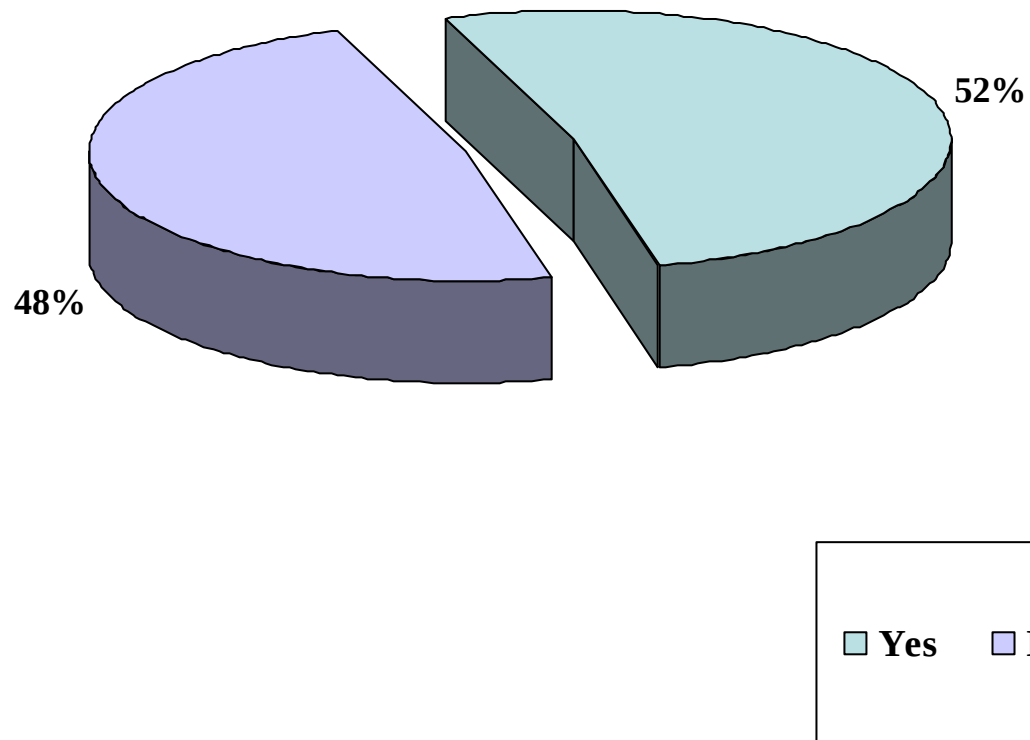


TABLE – 6

TABLE SHOWING HOW OFTEN CUSTOMER SHOP AT SKC

Sl. No.	How often customer shop at SKC	No. of Respondents	Percentage of Respondent
1	Weekly	3	3
2	Fortnight	10	10
3	Monthly	22	22
4	Quarterly	28	28
5	Occasionally	37	37
TOTAL		100	100

Through the analysis we find that most of the customer visit or shop occasionally i.e., around 37%. The store has frequently shopping customer on monthly and quarterly basis i.e., 22% and 28% respectively. The store has few very regular customers who shop in weekly basis too.

Mall should concentrate on the entire customer but majorities of the customers visit occasionally, so they can attract more customers through providing customers best festival offers and discounts on products.

CHART - 6

CHART SHOWING HOW OFTEN CUSTOMER SHOP AT SKC

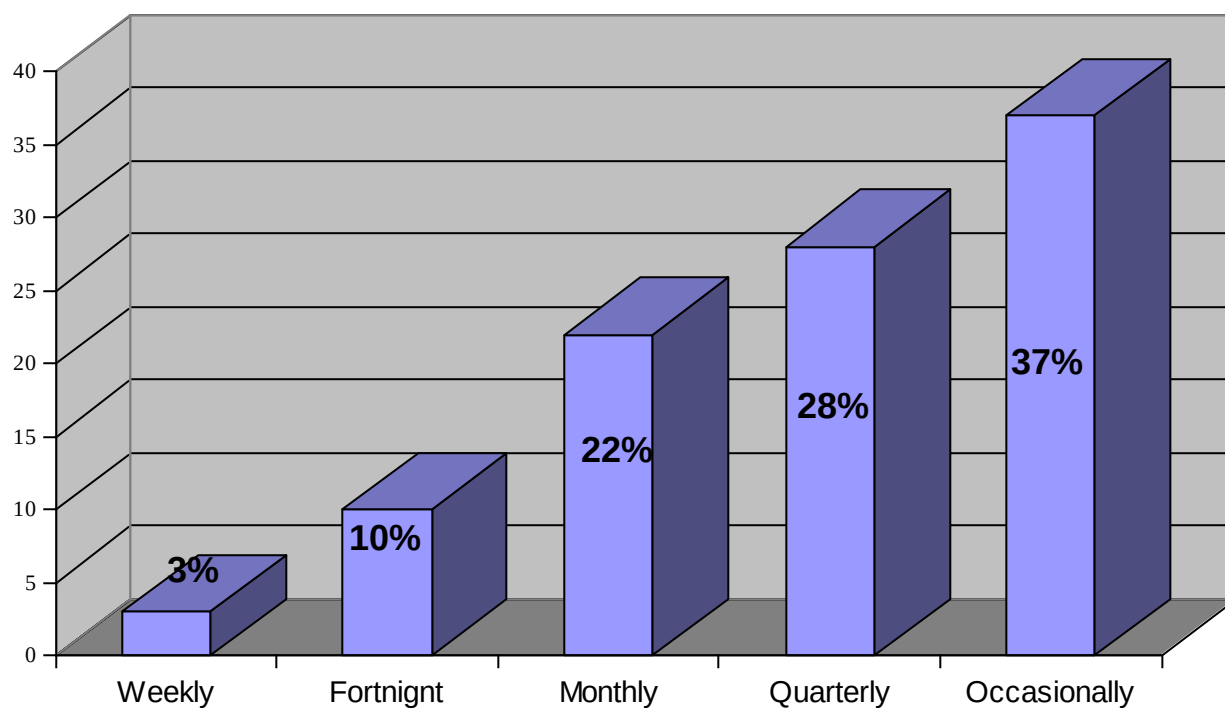


TABLE – 7

TABLE SHOWING HOW CUSTOMER CAME TO KNOW ABOUT SKC

Sl. No.	How customer came to know about SKC	No. of Respondents	Percentage of Respondents
1	Friends	65	65
2	Newspapers	-	-
3	Magazines	-	-

4	TV/ Media	-	-
5	Others	35	35
TOTAL		100	100

SKC is such a retail store that does not believe in ads and promotions, so the info about the store work out with the word of mouth..

When you see at the data table majority that is 65% of the customer who visit the store know about the store through their friends. And 35% of the customer through families, through relatives etc,

In this competitive era in retail market promotions plays a dominant role in the growth of the mall. Since SKC does not carry out any promotion, they can better concentrate on ads and promotions.

CHART – 7

CHART SHOWING HOW CUSTOMER CAME TO KNOW ABOUT SKC

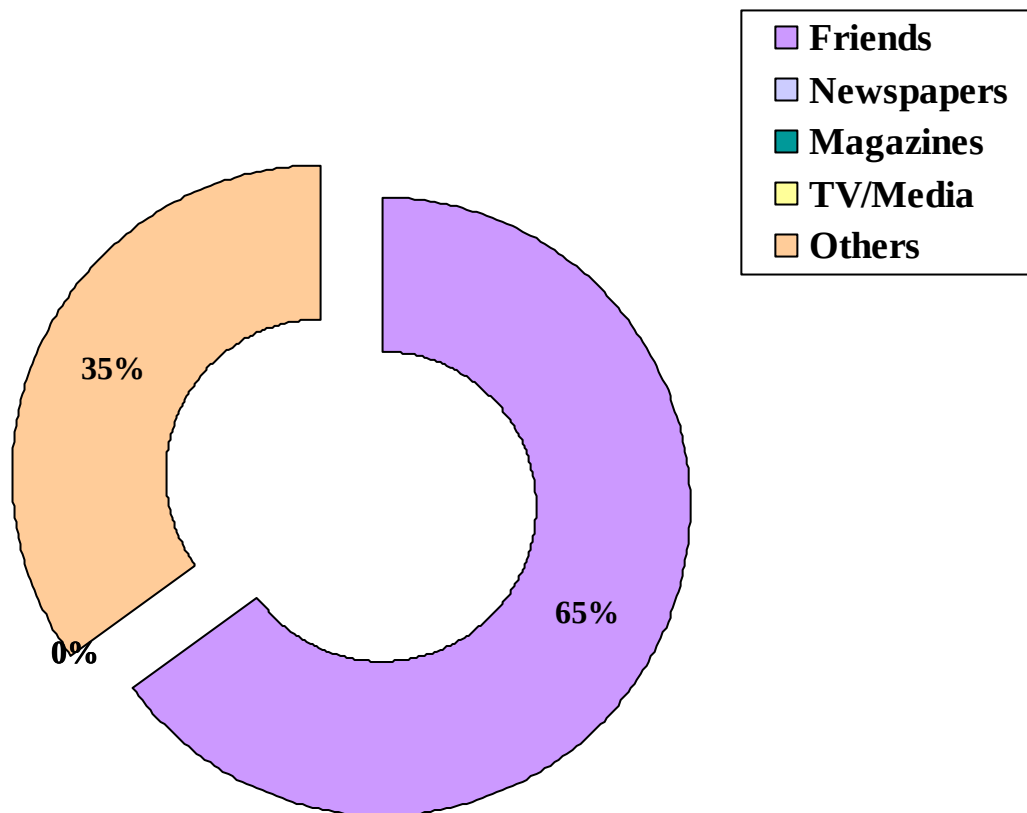


TABLE – 8

TABLE SHOWING AVAILABILITY OF PRODUCTS AT SKC

Sl. No .	Availability of products at SKC	No. Of Respondents	Percentage of Respondents

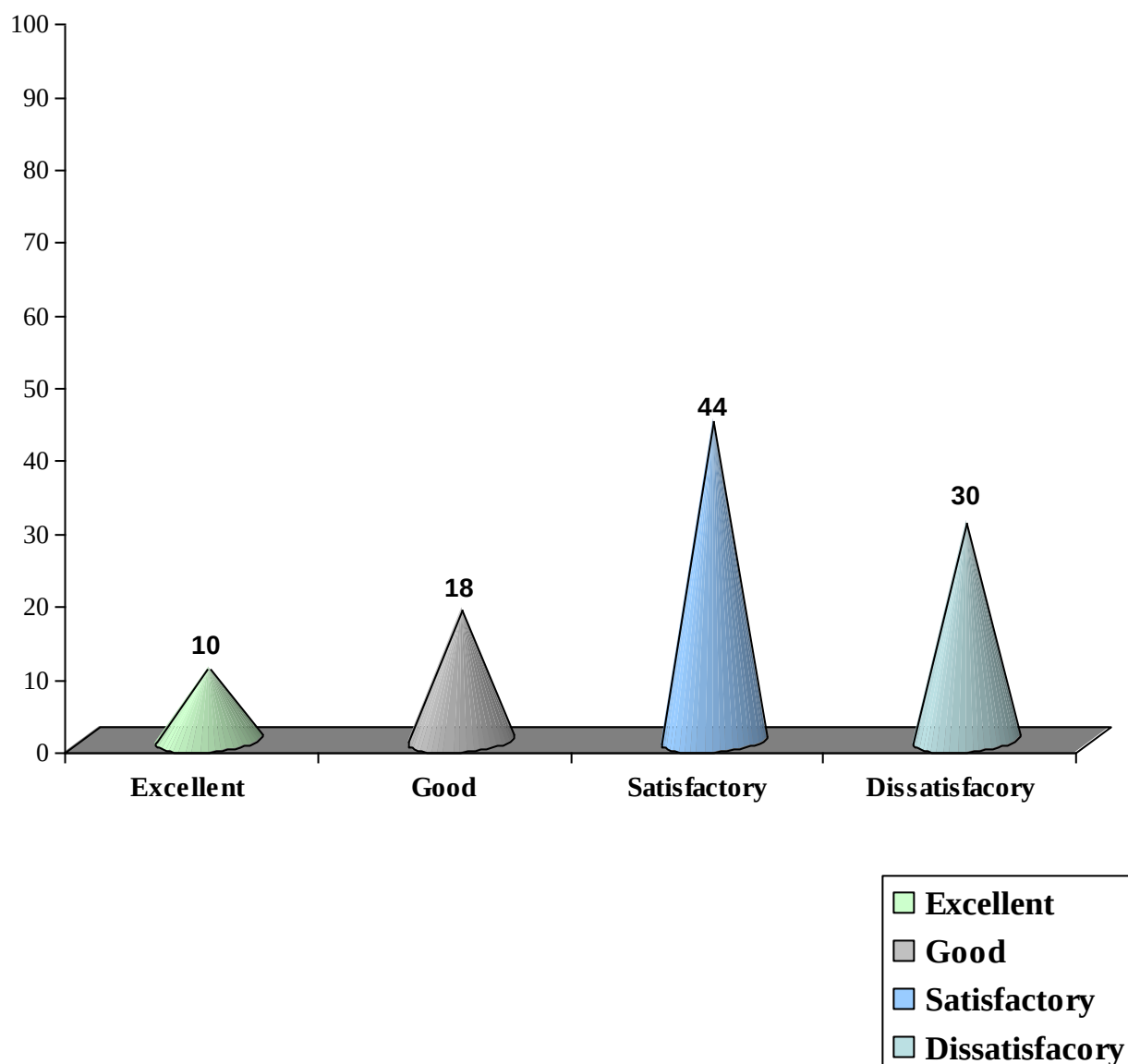
1	Excellent	10	10
2	Good	18	18
3	Satisfactory	44	44
4	Dissatisfactory	30	30
TOTAL		100	100

Availability of the products is very much important in any store, predicting customer purchase decision is very difficult, he might change his any timer looking at the availability of the products. From the above given table we that availability of the products at SKC are very much satisfactory according the respondents feedback i.e., around 44% of the respondents are very much satisfactory. And around 30% of the respondent s is dissatisfactory with the availability that is of not good sign.

Availability of products is very less at the mall. SKC should manage in providing good stock, which would fulfill the customer expectation.

CHART – 8

CHART SHOWING AVAILABILITY OF PRODUCTS AT SKC



TALBE – 9

TABLE SHOWING QUALITY OF THE PRODUTS AT SKC

Sl. No .	Quality of the products at SKC	No. Of Respondents	Percentage of Respondents
1	Excellent	14	14
2	Good	43	43

3	Average	22	22
4	Fair	13	13
5	Poor	8	8
TOTAL		100	100

From above table 43% of the customers agree that the quality of products at SKC are good, and around 22% and 13% of customers rate the quality of the products are average and fair respectively, and the highest rating that is excellent quality in SKC are 14% of the customers agree with that, and the around 8% of the customer disagree that there are good quality products at SKC.

The store people should foresee in concentrating on the approx 50% of the customer who are looking forward for the good quality of the products. They should maintain the quality of the products throughout.

CHART - 9

CHART SHOWING QUALITY OF THE PRODUCTS AT SKC

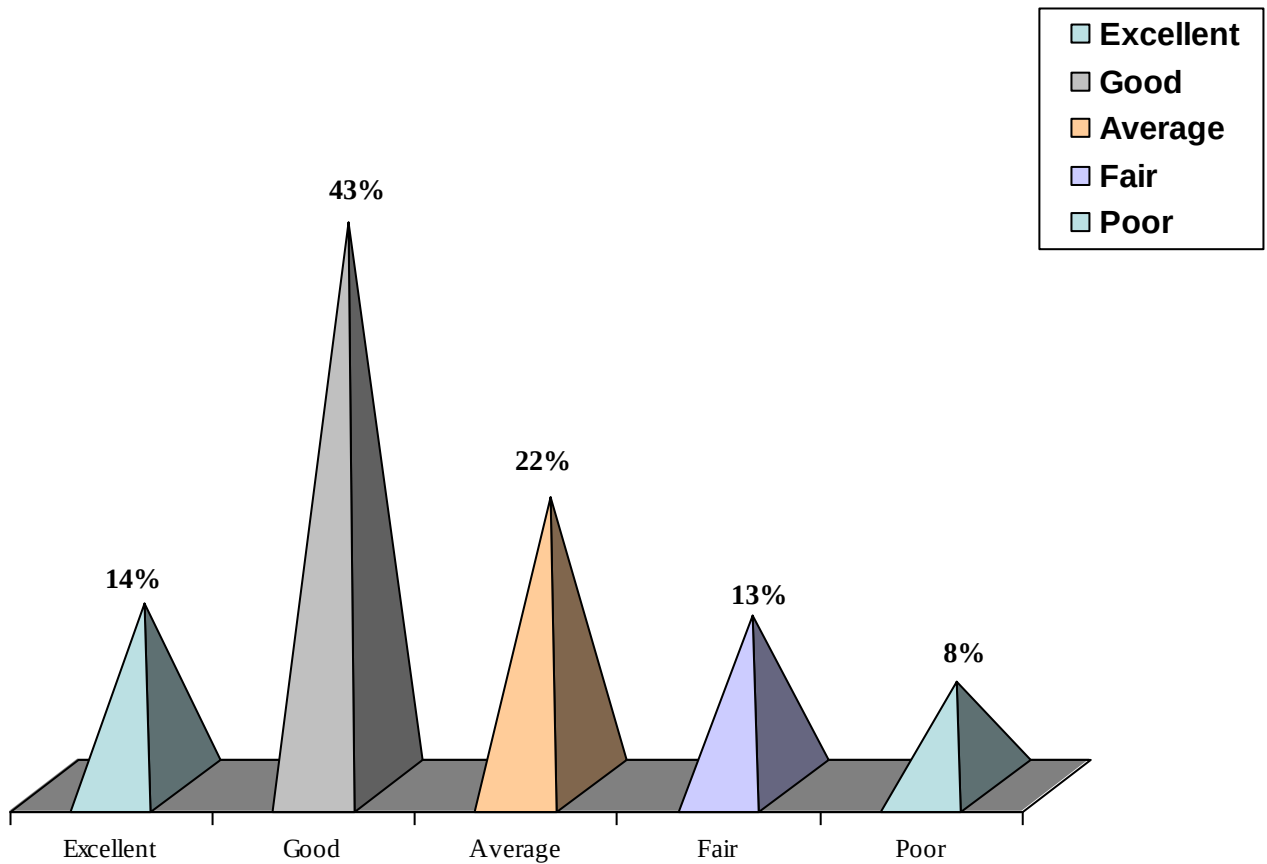


TABLE – 10

TABLE SHOWING UPTO WHAT EXTENT IS CUSTOMERS SHOPPING LIST COMPLETED IN SKC

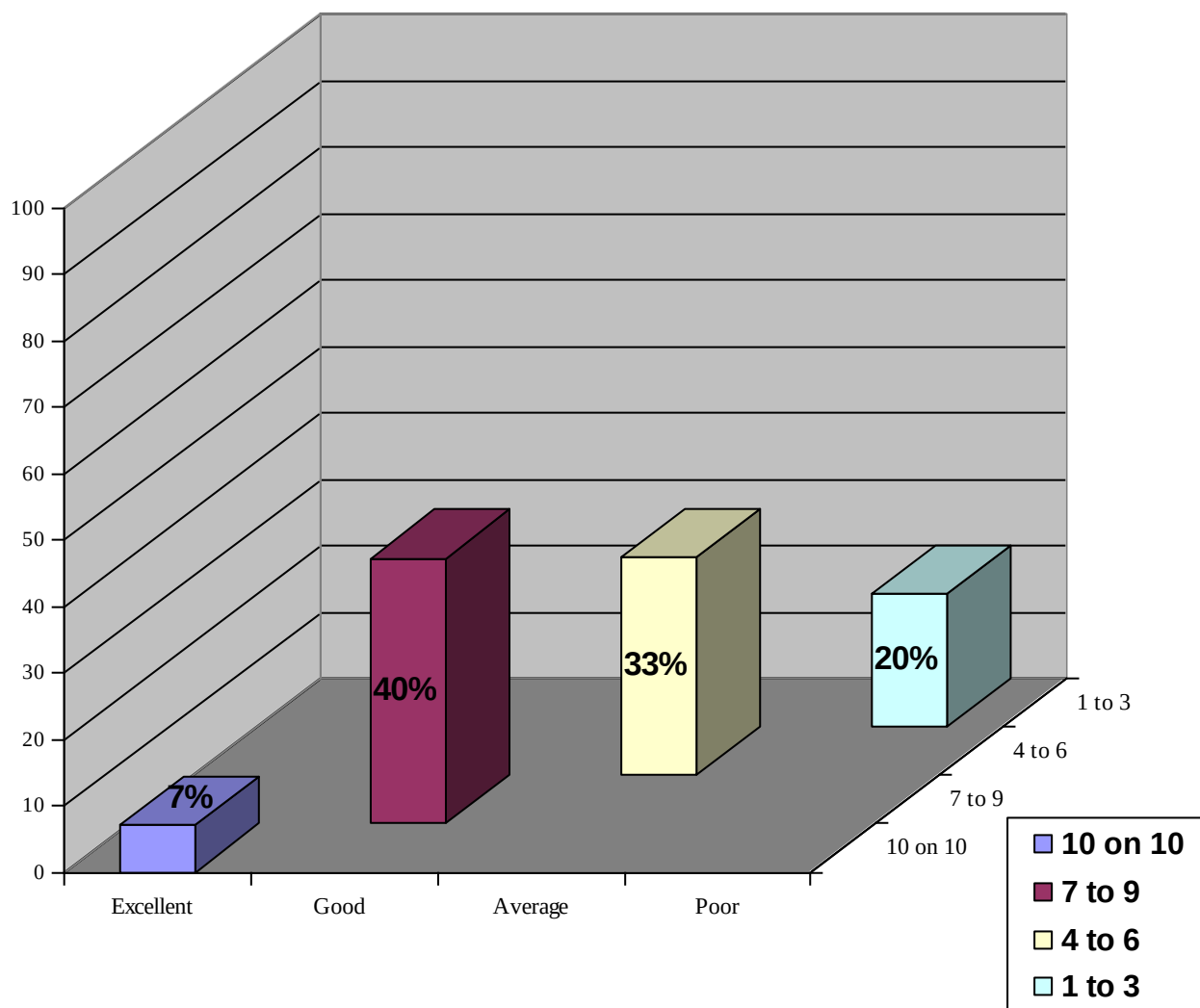
Sl. No.	What extent customers shopping list is completed in SKC	No. Of Respondents	Percentage of Respondents
1	10 on 10	7	7
2	7 to 9	40	40

3	4 to 6	33	33
4	1 to 3	20	20
TOTAL		100	100

Form the analysis we find about 40% of the respondent say that SKC is good at availability products and their shopping list will complete for some extent. Almost equally 33% of the respondents rate SKC is average in the availability of the products. And 20% of the respondents are not all happy with the availability of the products. The mall should make sure that products should be available in complete range.

CHART - 10

**CHART SHOWING UPTO WHAT EXTENT IS
CUSTOMERS SHOPPING LIST COMPLETED IN SKC**



TBLE – 11

**TABLE SHOWING PRICES OF THE PRODUCTS AT SKC FAIR
PRICED AS COMPARED TO OTHER STORE**

Sl. No.	Prices of the products are fair compared with other stores	No. Of Respondents	Percentage of Respondents
1	Agree strongly	14	14
2	Agree	63	63

3	Indifferent	8	8
4	Disagree	10	10
5	Strongly disagree	5	5
TOTAL		100	100

Price plays a dominant role in majority of the customers purchase decisions. At SKC prices are fair compared to other stores in the city according to the analysis done on the feedback given by the customer who visit the store. Around 63% of the respondents agree which this point. SKC has a very strong attraction towards customer through their recent discounts and less priced products with good quality products.

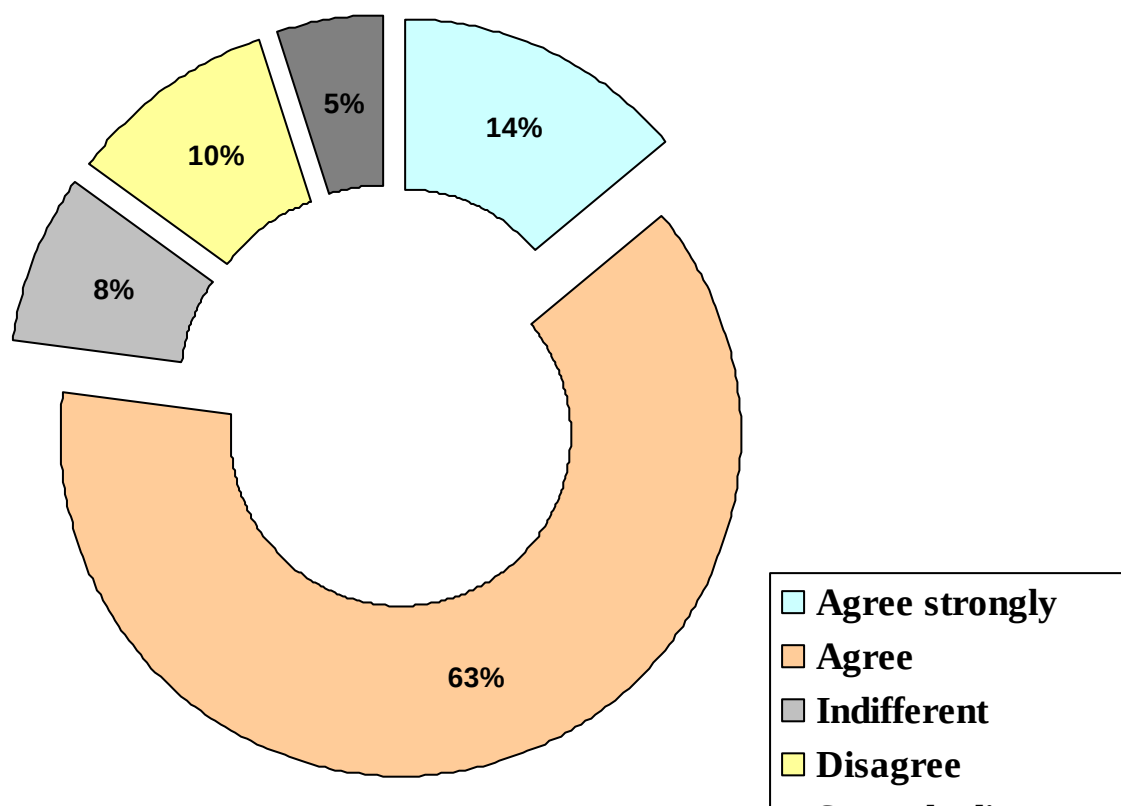


CHART - 11
CHART SHOWING PRICES OF THE PRODUCTS AT SKC
FAIR PRICED AS COMPARED TO OTHER STORE

TABLE -12
TABLE SHOWING SATISFACTON LEVEL ON 10 TO 1 SCALES ABOUT
THE OFFERS AND DISCOUNTS AT SKC

SL. NO	Satisfaction level of the customer on offers and discounts	NO. Of Respondents	Percentage of respondents
--------	--	-----------------------	------------------------------

1	10 on 10	31	31
2	7 to 9	50	50
3	4 to 6	14	14
4	1 to 3	5	5
TOTAL		100	100

From the above given data majority of respondents agree with offers and discounts are good i.e., 50% and 31% of the responds agree the offers and discounts are excellent they have rated 10 on 10. And 14% and 5% of the customers have rated average and poor respectively.

SKC recently offering with very fair prices products with good quality and they have come out with good discounts on the products. Which of great strength in attracting masses.

CHART SHOWING SATISFACTON LEVEL ON 10 TO 1 SCALES ABOUT THE OFFERS AND DISCOUNTS AT SKC

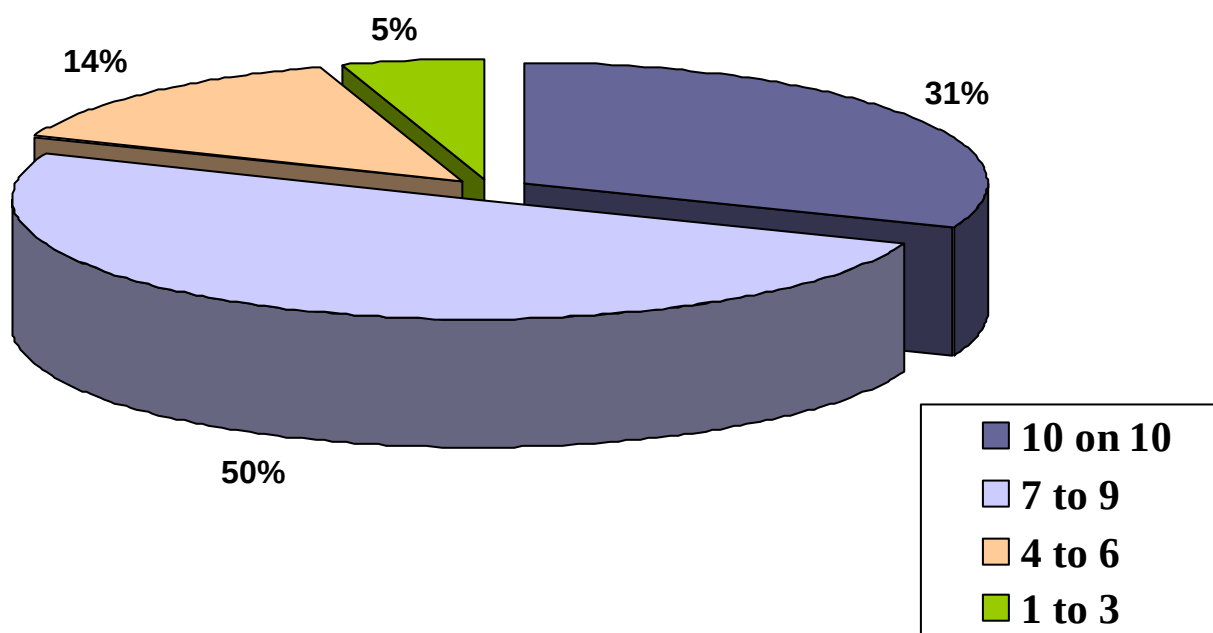


TABLE -13

**TABLE SHOWING CUSTOMER OPINION ABOUT THE BILLING
SYSTEM AT SKC**

Sl. No .	Options	No. of Respondents	Percentage of Respondents
1	Fast	46	46
2	Medium	52	52

3	Slow	2	2
4	Very slow	-	-
TOTAL		100	100

When we look into the table it shows around 46% of the customer say that the billing system is fast and 52% of the customer say system is medium and very less % of the customer say its slow which may not affect the store.

Billing is very crucial stage for the store people, customer doesn't want to stand in the line or wait for the long time. They would loose their emotions

It shows from the above table that the billing system in the store is fast and most of the customers are happy with the system.

CHART - 13

CHART SHOWING CUSTOMER OPINION ABOUT THE BILLING SYSTEM AT SKC

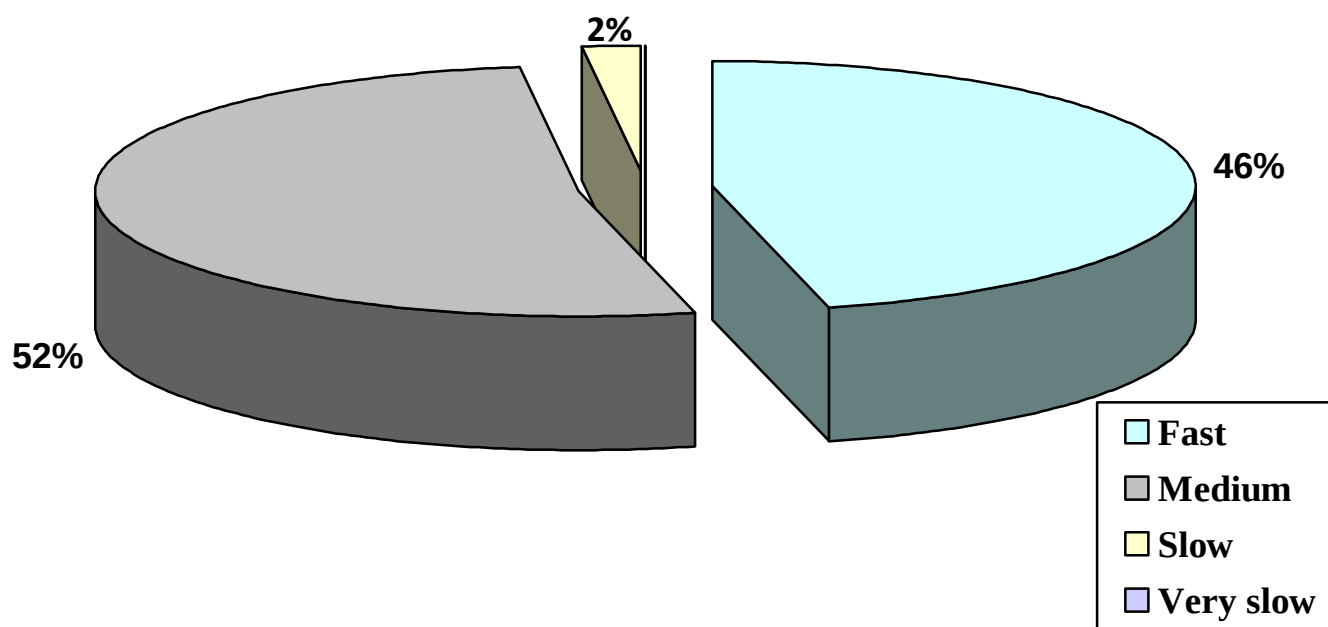


TABLE – 14

**TABLE SHOWING SALES PEOPLE ABLE TO ATTEND TO ALL
CUSTOMER QUERIES**

Sl. No	Sales able to attend to all customer queries	No. Of Respondents	Respondents of percentage
1	YES	92	92
2	NO	8	8

TOTAL		100	100
-------	--	-----	-----

From the above table we can easily say how the sales people at SKC are towards the customer and most of the customer that is majority around 92% the who visit the store are very much delighted with the sales people behavior and there serve ice. And 8% of the respondents are not that satisfied through the service of the sales people.

The behavior of the sales people is good; the mall should encourage in training to sales people in English communication, personality development etc.

CHART – 14

CHART SHOWING SALES PEOPLE ABLE TO ATTEND TO ALL CUSTOMER QUERIES

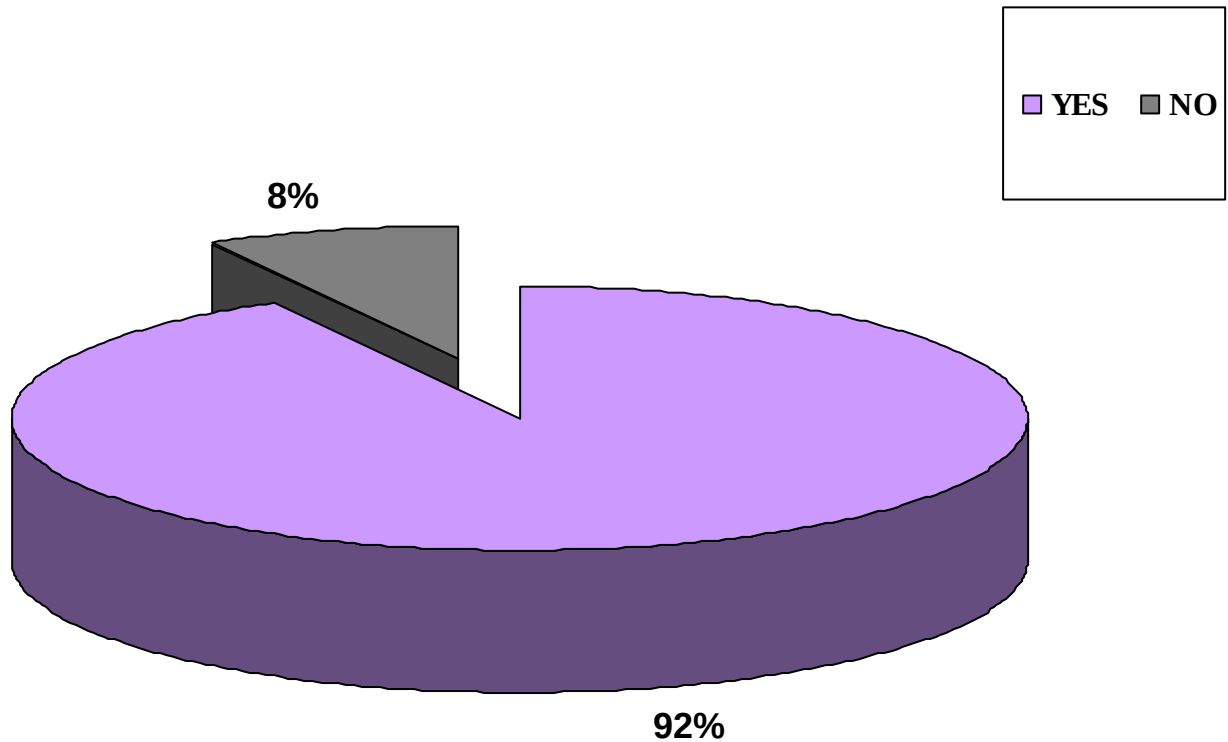


TABLE – 15

TABLE SHOWING BEHAVIOR OF THE STAFF AT SKC

Sl. No	Options	No. Of Respondents	Percentage of Respondents
1	Excellent	21	21

2	Good	55	55
3	Average	23	23
4	Fair	4	4
5	Poor	-	-
TOTAL		100	100

Most of them i.e., 55% of respondents say the behavior of the staff at the store is good and around 21% of the customers say the staff are excellent, and remaining 23% of the customer have rated average.

From the information given above makes clear that employee and other staff at the store are good towards the customers and they are available to clear their quires. But SKC have to look into training to their sales people on good communication and personality development.

CHART – 15

CHART SHOWING BEHAVIOR OF THE STAFF AT SKC

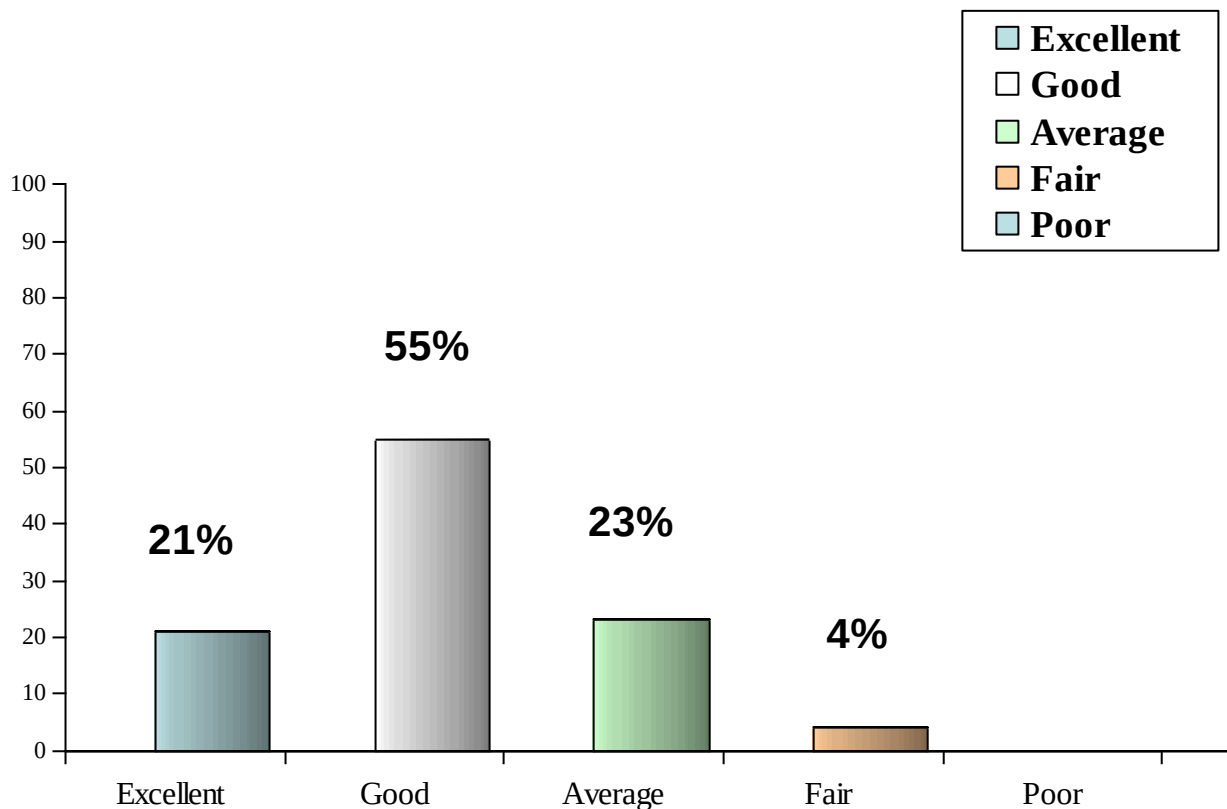


TABLE – 16

TABLE SHOWING CUSTOMER OPINION TOWARDS MAINTENANCE IN SKC

Sl. No.	Option	No. Of Respondents	Percentage of Respondents
---------	--------	--------------------	---------------------------

1	Excellent	22	22
2	Good	60	60
3	Average	15	15
4	Poor	3	3
TOTAL		100	100

From the above given data 60% of the respondents agree strongly that the maintenance in the store is good and 22% of the respondents agree the maintenance of the mall is excellent, and 15% and 3% are average and poor respectively.

When we look at the ambiance that the SKC are maintaining it's excellent and the look which the store while entering into the mall, one may not find in any other mall.

CHART - 16
CHART SHOWING CUSTOMER OPINION TOWARDS
MAINTENANCE IN SKC

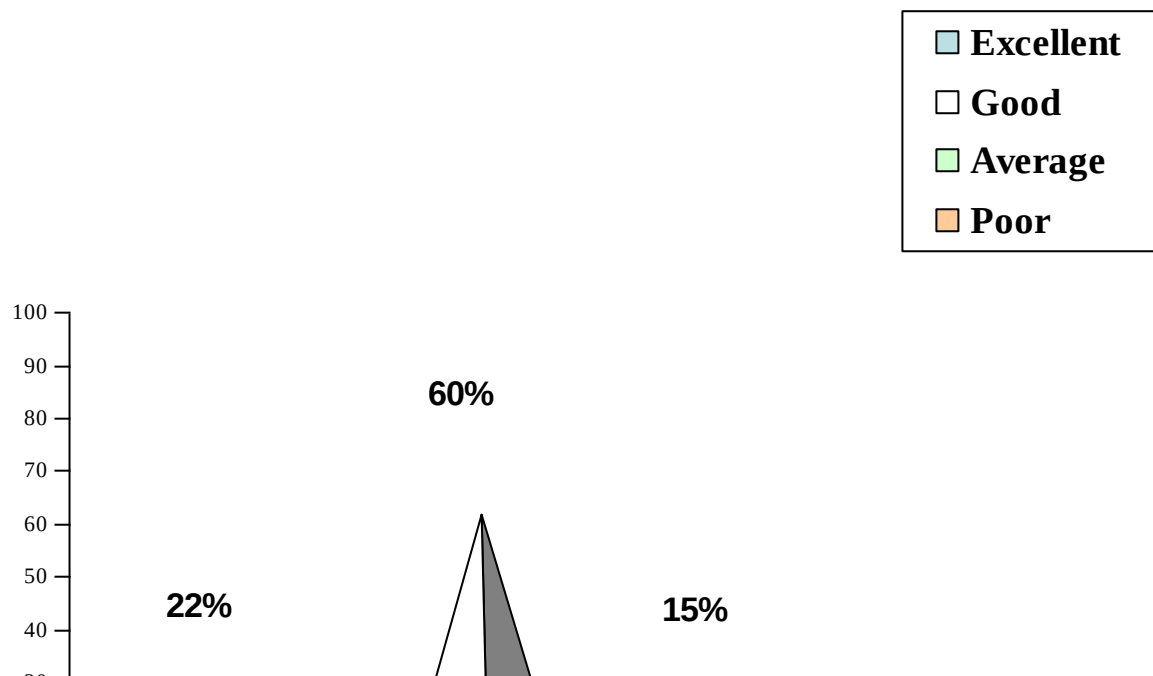


TABLE – 17
TABLE SHOWING HOW MANY HAVE SUGGESTED TO OTHERS TO SHOP AT SKC

Sl. No.	Have u suggested to any one to shop at SKC?	No. of Respondents	Percentage of Respondents
1	YES	90	90
2	NO	10	10
TOTAL		100	100

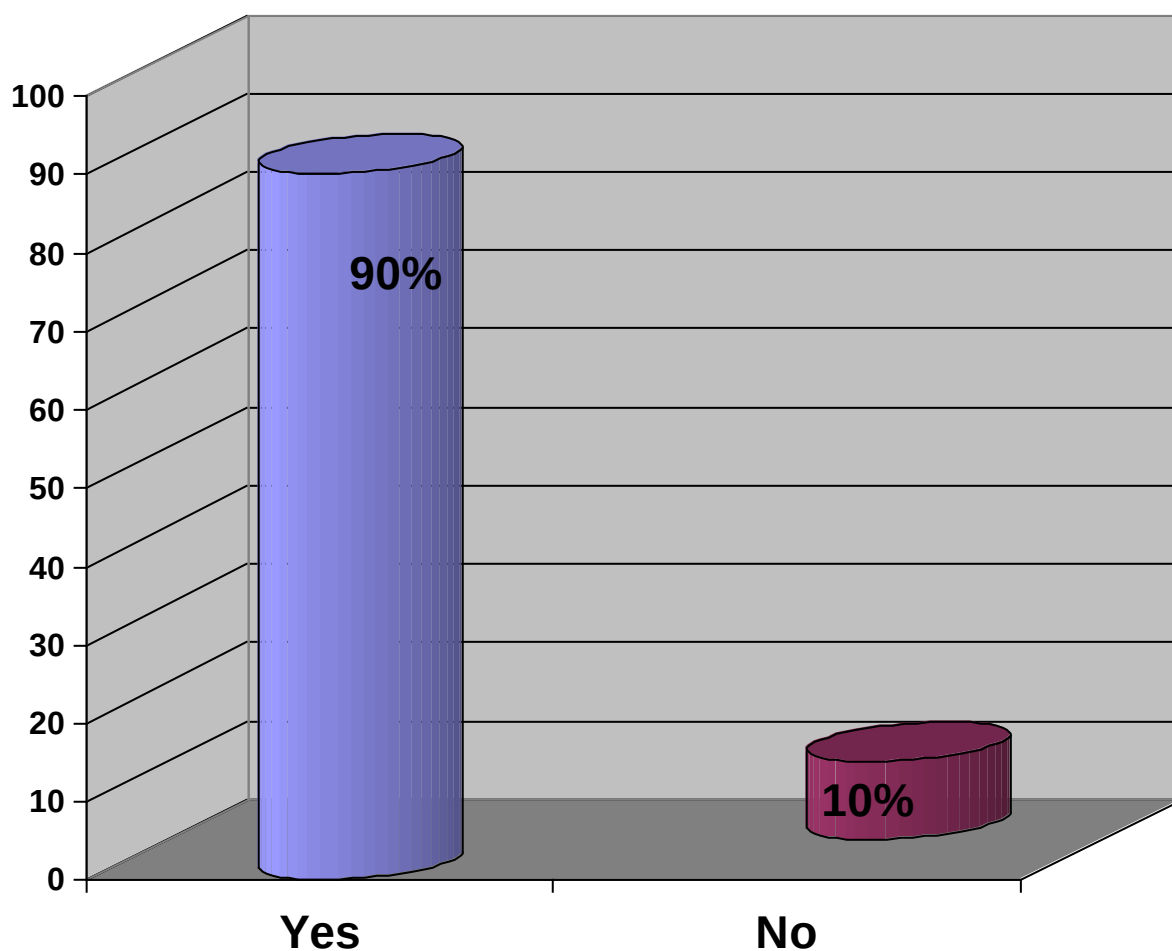
From the table above we find that majority of the respondents that is 90% of the customers who have shopped at SKC have suggested to there friends, relatives, family etc to best buy at SKC.

SKC Retail Company does not believe in promotions and advertisements. They rather spend in providing good services to the customers through many attractive discounts and offers with fair priced products.

Through which many people come know about the SKC mall through word of mouth.

CHART - 17

CHART SHOWING HOW MANY HAVE SUGGESTED TO OTHERS TO SHOP AT SKC



NOTE: For the following table 18,19 and 20 there chart are not interpreted since it was an open end questions, only few customers responded.

TABLE – 18

TABLE SHOWING WHAT THE CUSTOMERS LIKE ABOUT THE SKC

Sl. No.	Customers like about SKC
1	Ambience
2	Spacious Parking facility
3	Customer services
4	Prices are fair compared with other stores in the city

TABLE – 19

TABLE SHOWING WHAT THE CUSTOMER DOESN'T LIKE ABOUT SKC

Sl. No.	Customers doesn't like about SKC
1	Range of products.
2	Availability of products.
3	Advance that SKC charge at parking lot.

TABLE – 20

TABLE SHOWING WHAT CUSTOMERS EXPECT FORM SKC

Sl. No.	What does customer expect from SKC?
1	Availability of wide range of products
2	More branded products both in male, female and children categories.

3	Store promotion should be made aggressively by advertising in newspapers, TV, radio, hoardings etc.
4	A arrangement of hang out spot at mall such as café day, food court, etc
5	Sales people should understand the customer
6	Continue good offers and discounts
7	Set up a customer rewards program.
8	Billing and packing should be little more fast
9	Refreshment for customer shopping for a long time

TABLE – 21

**TABLE SHOWING CUSTOMERS WHO WOULD SHOP AT SKC AGAIN
IN FUTURE**

Sl. No.	Would u shop at SKC in the future	No. of Respondents	Percentage of Respondents
1	YES	90	90
2	NO	10	10
TOTAL		100	100

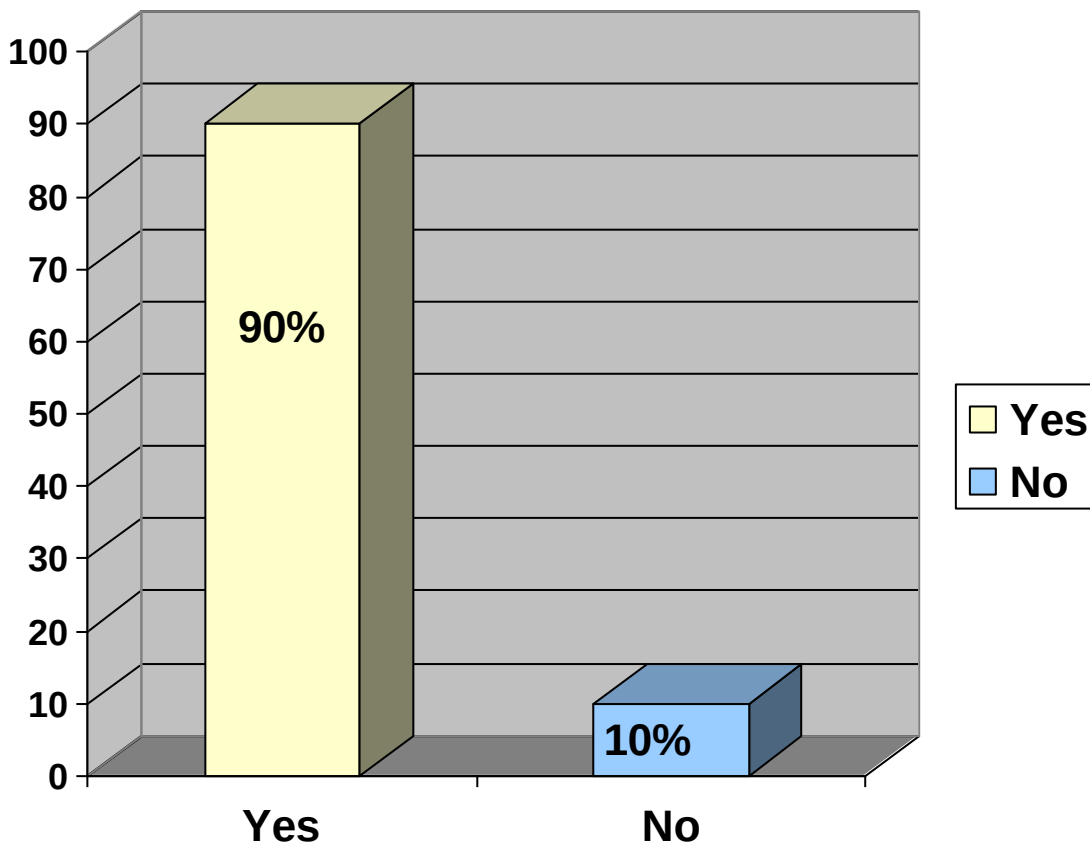
Majority of the customer who has visited the mall are satisfied with the SKC services. Most of the customer are happy with the price and discount that the store offers.

Around 90% of the customers say that they would shop at SKC in the future, which is a very good sign to the SKC in retaining the customers at a good extent. And very less percentage of the respondents is negative with their views. So to have complete cover on the every customer the SKC people should understand the wants of those set of customers.

CHART – 21

CHART SHOWING CUSTOMERS WHO WOULD SHOP AT SKC AGAIN IN

FUTURE



SUMMARY OF FINDINGS

1. We find majority of the customer who visit the mall are of 25 to 35 age group and 35 to 45 age group.
2. Most of the customer who visit the store are employed and we also find females shop at SKC in large
3. We find majority of the customer who visit SKC store are loyal towards the store, they regularly visit the mall for the shopping

4. Here we find one important aspects is that, SKC does not believe in promotions, and most of the customer come to know about the store through their word of mouth.
5. We find customers are little bit of dissatisfactory with the availability of the products at the store.
6. When talk about the quality majority of the customer agree that quality is very good.
7. Even though the availability of the products are average, the prices of the products are very fair compared to other stores in the city
8. We find good offers and discounts at SKC
9. Billing system is medium in terms of billing the products of the customers.
10. We can notice sales people at the store are able to attend all the queries of the customers.
11. Most of the sales people at the store have language problem, they have problem with English. They should be trained.
12. We can find store maintenance is very good.
13. Billing system is medium during the weekends. They are not efficient in handling the crowd.

14. We find most of the customers who shop at SKC came to know about that store through their friends, word of mouth plays a dominant role in the SKC's sales.

15. It was found that, following were the few things that customers like about SKC,

- Ambience
- Spacious parking facility
- Customer service and Prizes and discounts

16. Following are the things that customers don't like about SKC,

- Range of products,
- Availability of products,
- Advance that they charge at parking lot.

17. Following are few things which customers expect from SKC,

- Refreshment for customer shopping for a long time.
- Availability of wide range of products.
- More branded products both in male, female and children categories.
- Store promotion should be made aggressively by advertising in newspapers, TV, radio, hoardings etc.
- A arrangement of hang out spot at mall such as café day, food court, etc
- Sales people should understand the customer.
- Continue good offers and discounts.
- Set up a customer rewards program.
- Billing and packing should be little faster.

SUGGESTIONS AND CONCLUSION

1. As the customers are in the age group of 25-35 years, they are the potential customers. Company has to keep the products to satisfy the needs of the age group.
2. The company has to cater more products to attract females with saree collection and wedding collection. Since they are the majority who shop at SKC.
3. Company has to keep more branded products both in male, female and children Categories.
4. Customer Services should be improved. CSR should be given in-depth training relating to the knowledge of product and its related areas, so that they can serve the customers in a better way.
5. Customer who have problem with the mall are very important, SKC should concentrate in solving there quires, they are the customers who become loyal.
6. Set up a customer rewards program, this would keep in touch with your customers.
7. Store promotion should be made aggressively by advertising in newspapers, TV, radio, hoardings etc.

8. Offering of products should be made more visible and well known to the people by following different promotion strategies like having big signage boards, banners, standees, neon sign boards, display boards etc
9. Company should have an in-house food court/restaurant/snack bar in order to facilitate the customers to have their food while shopping and to attract more customers to the store, which would indirectly enhance the sales of the company.

CONCLUSION

UNDERSTANDING CUSTOMER EXPECTATIONS are a prerequisite for delivering superior service; customers compare perceptions with expectations when judging a firm's service. However, the nature of customer service expectations and how they are formed has remained ambiguous. Researchers have defined customer service expectations in a variety of ways but with no conceptual framework to link different types of expectations or indicate their interactions in influencing perceptions of service performance.

Motivated by the pivotal role of customer expectations in service quality assessments, and by the limited knowledge about their structure and formation,

I have undertaken a study designed to answer several fundamental questions:

1. What is the nature of customers' service expectations? Are there different types of expectations?
2. How can companies manage expectations to enhance customers' perceptions of service?
3. What can companies do to exceed customers' expectations?
4. What are the expectations of customers towards SKC?

The answers from above question are sure understood during research process. Which would sure give a great results in understand the customer expectations.

Though the study is not exhaustive, the data obtained is enough to understand the customers expectaion towards the SKC.

Hence I would like to conclude this report by stating that SKC has to work very hard towards filling the gap between the customer and SKC services. They have to concentrate in improvement of the employees seviles, produts avalablity, better quality produts at J.C road outlet/store, which would directly or indirectly build a brand image of the company resulting in better sales and good customer feedback.

QUESTIONNAIRE

Note: please fill in the following questionnaire by putting (✓) in the appropriate box

1. Personal details:

Name :

Address :

Company :

Contact no :

E mail ID :

Gender

Male () female ()

Age group

15 – 25 () 25 – 35 ()

35 – 45 () 45 & above ()

Occupation

Employed () Businessman ()

Housewife () Student ()

Others (specify) _____

Income

8000 – 15000 () 15000 – 22000 ()
22000 – 30000 () 30000 – 40000 ()

2. Do you shop at SKC frequently?

Yes () No ()

3. How often do you visit / shop at SKC?

Weekly () fortnight ()
Monthly () quarterly ()
Occasionally ()

4. How did you come to know about SKC?

Friends () Newspapers ()
Magazines () TV/ Media ()
Others (specify) _____

5. How is the availability of products at SKC?

Excellent () good ()
Satisfactory () Dissatisfactory ()

6. How is the quality of the products at SKC?

Excellent () good ()
Average () fair ()
Poor ()

7. Rate, up to what extent is your shopping list completed in SKC?

10 on 10 () 7 to 9 ()
4 to 6 () 1 to 3 ()

8. The prices of the products at SKC are fair priced as compared to other stores?

Strongly agree () agree ()
Undecided () disagree ()

Strongly disagree ()

9. Rate the satisfaction level on 1 to 10 scale about the offers and discounts at SKC?

10 on 10 () 7 to 9 ()

4 to 6 () 1 to 3 ()

10.What is your opinion about the billing system at SKC?

Fast () medium ()

Slow () very slow ()

11. Were the sales people able to attend to all your queries?

Yes () No ()

12.How is the behavior of the staff at SKC?

Excellent () good ()

Average () fair ()

Poor ()

13.What is your opinion towards maintenance in SKC?

Excellent () good ()

Average () poor ()

14. Have you suggested to any one to shop at SKC?

Yes () No ()

15. Can you write down something that you like about the SKC?

--

16.Can you pen down something that you don't like about the SKC?

17. List down few things that you expect from SKC to provide towards customers?

18. Will you visit SKC store again in the future?

Yes ()

No ()

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