

TABLE OF CONTENTS

CONTENTS

CHAPTER 1:	INTRODUCTION	1
CHAPTER 2:	RESEARCH DESIGN	36
CHAPTER 3:	COMPANY PROFILE	41
CHAPTER 4:	ANALYSIS & INTERPRETATION	58
CHAPTER 5:	SUMMARY OF FINDINGS	91
CHAPTER 6:	ANNEXURE	99
CHAPTER 7:	BIBLIOGRAPHY	105

LIST OF TABLES

- | | |
|---|----|
| 1. TABLE SHOWING THE AGE GROUP OF RESPONDENTS | 58 |
| 2. TABLE SHOWING THE GENDER OF THE RESPONDENTS | 60 |
| 3. TABLE SHOWING THE OCCUPATION OF THE RESPONDENTS | 62 |
| 4. TABLE SHOWING THE MONTHLY INCOME GROUP OF
RESPONDENTS | 64 |

5. TABLE SHOWING THE REASONS FOR PURCHASING AT SKC
66
6. TABLE SHOWING THE QUALITIES OF THE SERVICE
REPRESENTATIVES
68
7. TABLE SHOWING THE CUSTOMER SERVICE
REPRESENTATIVES (CSR) ARE VERY CURTEOUS
70
8. TABLE SHOWING THE SERVICE RENDERED BY CSR
72
9. TABLE SHOWING THE INDIVIDUAL ATTENTION TO BE
GIVEN BY CSR
74
10. TABLE SHOWING THE CSR TO HANDLE CUSTOMER
COMPLAINTS DIRECTLY AND IMMEDIATELY
80

11.TABLE SHOWING THE CSR WERE KNOWLEDGABLE

82

12.TABLE SHOWING THE FLUENCY OF THE LANGUAGE OF THE
CSR WHILE COMMUNICATING WITH CUSTOMERS.

84

13.TABLE SHOWING THE EFFICIENCY OF THE CSR IN
COMMUNICATING THE ACCURATE INFORMATION OF THE
PRODUCTS

86

14.TABLE SHOWING THE LANGUAGE PREFERRED AT THE TIME
OF SHOPPING TO THE CSR.

88

15.TABLE SHOWING THE OPINION ABOUT THE
REPRESENTATIVES OF SKC.

90

16.TABLE SHOWING THE INDIVIDUAL ATTENTION OF THE
CUSTOMERS.

92

LIST OF CHARTS

1. CHART SHOWING THE AGE GROUP OF RESPONDENTS

59

2. CHART SHOWING THE GENDER OF THE RESPONDENTS

61

3. CHART SHOWING THE OCCUPATION OF THE RESPONDENTS

63

4. CHART SHOWING THE MONTHLY INCOME GROUP OF
RESPONDENTS

65

5. CHART SHOWING THE REASONS FOR PURCHASING AT SKC
67
6. CHART SHOWING THE QUALITIES OF THE SERVICE
REPRESENTATIVES
69
7. CHART SHOWING THE CUSTOMER SERVICE
REPRESENTATIVES (CSR) ARE VERY CURTEOUS
71
8. CHART SHOWING THE SERVICE RENDERED BY CSR
73
9. CHART SHOWING THE INDIVIDUAL ATTENTION TO BE
GIVEN BY CSR
75
10. CHART SHOWING THE CSR TO HANDLE CUSTOMER
COMPLAINTS DIRECTLY AND IMMEDIATELY
77

11.CHART SHOWING THE CSR WERE KNOWLEDGABLE

79

12.CHART SHOWING THE FLUENCY OF THE LANGUAGE OF
THE CSR WHILE COMMUNICATING WITH CUSTOMERS.

81

13.CHART SHOWING THE EFFICIENCY OF THE CSR IN
COMMUNICATING THE ACCURATE INFORMATION OF THE
PRODUCTS

83

14.CHART SHOWING THE LANGUAGE PREFERRED AT THE
TIME OF SHOPPING TO THE CSR.

85

15.CHART SHOWING THE OPINION ABOUT THE
REPRESENTATIVES OF SKC.

87

16.CHART SHOWING THE INDIVIDUAL ATTENTION OF THE
CUSTOMERS.

89

INTRODUCTION

MARKETING

Marketing is typically seen as the task of creating, promoting, and Delivering Goods and Services to consumers and businesses.

Years ago, Peter Drucker 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.

In today's world many countries suffer from chronic high unemployment, a persistent deficit, and deteriorating purchasing power. National economies are under going rapid and often wrenching transformation. Two forces underlie the dramatic changes. One is globalization, the explosive growth of global trade and international competition.

No country today can remain isolated from the world economy. If its closes its markets to foreign competition, its citizens will pay much more in lower quality goods. But if it's open its markets, it will face severe competition and many of its local business will suffer. The other force is technological change. This decade has witnessed remarkable advances in the availability of information and the speed of communication. The paradox is that globalization and technological advances open up many new opportunities even as they threaten the status quo.

Today's markets are changing at an incredible pace. *“Old businesses die and the new ones appear”*. These changes are throwing companies into a state of confusion regarding strategy. It is very clear that market place success will go to those who can deliver what people are ready to buy. So the companies must discover how they can produce marketable value i.e., goods and services that others are willing to purchase.

Marketing is indeed an ancient art. It was been practiced in one form or other form in the olden days. Marketing is evolved as a function through several stages. They are the stage of barter, the stage of money economy, the stage of industrial revolution, the stage of competition and **emergence of marketing**. Now, it is considered as the most important management function in business.

Marketing is the *set of human activity directed at satisfying needs and wants through exchange process*. It is a social and managerial process by

which individuals and groups obtain what they need and want through creating offering, and exchanging products of value with others.

Marketing includes all resources and set of activities necessary to direct and facilitate the flow of goods and services from producers to consumers in the distribution.

Marketing is not like Euclidean geometry a fixed system of concepts and axioms. Rather marketing is one of the most dynamic fields within the management arena. One market place continuously throws out fresh challenges and company must respond.

Many managers think that marketing as a department consisting several types of careers like marketing planners, marketing researchers, advertising and sales promotional specialist, customer service personnel, new segment managers, and course sales people. Their collective job is to analyze the market, discern opportunities, formulate marketing strategies, develop

specific tactics and actions, propose a budget and establish a set of controls.

Marketing is also responsible for driving the rest of the company to be customer oriented and market driven.

Modern marketing calls for more than developing a good product, pricing it attractively and making it accessible to target customers. Companies must also communicate with their present and potential customers, retailers, suppliers, other stakeholders and the general public. The major modes of communication are advertising, sales promotion, public relations and publicity, personnel selling and direct marketing. The marketer has to make use of these modes of communication according to the market situation. In short, the new marketing ideas keep surfacing to meet the new market place challenges.

THE MARKETING ENVIRONMENT

Elements of The Environment: The marketing environment involves factors that, for the most part, are beyond the control of the company. Thus, the company must adapt to these factors. It is important to observe how the

environment changes so that a firm can adapt its strategies appropriately.

Consider these environmental forces:

Competition: Competitors often “creep” in and threaten to take away markets from firms. For example, Japanese auto manufacturers became a serious threat to American car makers in the late 1970s and early 1980s.

Similarly, the Lotus Corporation, maker of one of the first commercially successful spreadsheets, soon faced competition from other software firms

Economics: Some firms in particular are extremely vulnerable to changes in the economy. Consumers tend to put off buying a new car, going out to eat, or building new homes in bad times. In contrast, in good times, firms serving those needs may have difficulty keeping up with demand.

Political: Businesses are very vulnerable to changes in the political situation. For example, because consumer groups lobbied Congress, more stringent rules were made on the terms of car leases

Technological: Changes in technology may significantly influence the demand for a product.

Social: Changes in customs or demographics greatly influence firms.

Environmental scanning helps the firm understand developments in the market. Such developments may involve changes in the market place due to social trends. Note that environmental scanning must be performed continuously, since environmental change does not cease.

A SWOT (“Strengths, Opportunities, Weaknesses, and Threats”)

analysis is used to help the firm identify effective strategies.

Rather than merely listing strengths, weaknesses, opportunities, and threats, a SWOT analysis should suggest how the firm may use its strengths and opportunities to overcome weaknesses and threats. Decisions should also be made as to how resources should be allocated. Criteria for effective marketing plans.

DEFINITION

“Marketing is the economic process by means of which goods and services are exchanged and their value determined in terms of money price”.

-Duddy.

“Marketing is the process of discovering and translating consumers want into product and services specification and then in term helping to make it

possible from more and more consumers to enjoy more and more of those products and services”.

- ***Harry Z. Hansen.***

MARKETING STRATEGY

In today's competitive marketplace a strategy that insures a consistent approach to offering your product or service in a way that will outsell the competition is critical. However, in concert with defining the marketing strategy you must also have a well defined methodology for the day to day process of implementing it. It is of little value to have a strategy if you lack either the resources or the expertise to implement it.

In the process of creating a marketing strategy you must consider many factors. Of those many factors, some are more important than others.

Because each strategy must address some unique considerations, it is not reasonable to identify 'every' important factor at a generic level. However, many are common to all marketing strategies. Some of the more critical are described below.

- You begin the creation of your strategy by deciding what the overall objective of your enterprise should be. In general this falls into one of four categories:
- If the market is very attractive and your enterprise is one of the strongest in the industry you will want to invest your best resources in support of your offering.

- If the market is very attractive but your enterprise is one of the weaker ones in the industry you must concentrate on strengthening the enterprise, using your offering as a stepping stone toward this objective.
- If the market is not especially attractive, but your enterprise is one of the strongest in the industry then an effective marketing and sales effort for your offering will be good for generating near term profits.
- If the market is not especially attractive and your enterprise is one of the weaker ones in the industry you should promote this offering only if it supports a more profitable part of your business (for instance, if this segment completes a product line range) or if it absorbs some of the overhead costs of a more profitable segment. Otherwise, you should determine the most cost effective way to divest your enterprise of this offering.
- Having selected the direction most beneficial for the overall interests of the enterprise, the next step is to choose a strategy for the offering that will be most effective in the market. This means choosing one of the following 'generic' strategies (first described by Michael Porter in his work, Competitive Advantage).

A COST LEADERSHIP STRATEGY is based on the concept that you can produce and market a good quality product or service at a lower cost than your competitors. These low costs should translate to profit margins that are higher than the industry average. Some of the conditions that should exist to support a cost leadership strategy include an on-going availability of operating capital, good process engineering skills, and close management of labor, products designed for ease of manufacturing and low cost distribution.

A DIFFERENTIATION STRATEGY is one of creating a product or service that is perceived as being unique "throughout the industry". The emphasis can be on brand image, proprietary technology, special features, superior service, a strong distributor network or other aspects that might be specific to your industry. This uniqueness should also translate to profit margins that are higher than the industry average. In addition, some of the conditions that should exist to support a differentiation strategy include strong marketing abilities, effective product engineering, creative personnel, the ability to perform basic research and a good reputation.

A FOCUS STRATEGY may be the most sophisticated of the generic strategies, in that it is a more 'intense' form of either the cost leadership or differentiation strategy. It is designed to address a "focused" segment of the marketplace, product form or cost management process and is usually employed when it isn't appropriate to attempt an 'across the board' application of cost leadership or differentiation. It is based on the concept of serving a particular target in such an exceptional manner, those others cannot compete. Usually this means addressing a substantially smaller market segment than others in the industry, but because of minimal competition, profit margins can be very high.

Pricing

Having defined the overall offering objective and selecting the generic strategy you must then decide on a variety of closely related operational strategies. One of these is how you will price the offering. A pricing strategy is mostly influenced by your requirement for net income and your objectives for long term market control. There are three basic strategies you can consider.

A SKIMMING STRATEGY

If your offering has enough differentiation to justify a high price and you desire quick cash and have minimal desires for significant market penetration and control, then you set your prices very high.

A MARKET PENETRATION STRATEGY

If near term income is not so critical and rapid market penetration for eventual market control is desired, then you set your prices very low.

A COMPARABLE PRICING STRATEGY

If you are not the market leader in your industry then the leaders will most likely have created a 'price expectation' in the minds of the marketplace. In this case you can price your offering comparably to those of your competitors.

Promotion

To sell an offering you must effectively promote and advertise it. There are two basic promotion strategies, PUSH and PULL.

The PUSH STRATEGY maximizes the use of all available channels of distribution to "push" the offering into the marketplace. This usually requires generous discounts to achieve the objective of giving the channels incentive to promote the offering, thus minimizing your need for advertising.

The PULL STRATEGY requires direct interface with the end user of the offering. Use of channels of distribution is minimized during the first stages of promotion and a major commitment to advertising is required. The objective is to "pull" the prospects into the various channel outlets creating a demand the channels cannot ignore.

There are many strategies for advertising an offering. Some of these include:

Product Comparison advertising

In a market where your offering is one of several providing similar capabilities, if you're offering stacks up well when comparing features then a product comparison ad can be beneficial.

Product Benefits advertising

When you want to promote your offering without comparison to competitors, the product benefits ad is the correct approach. This is especially beneficial when you have introduced a new approach to solving a user need and comparison to the old approaches is inappropriate.

Product Family advertising

If your offering is part of a group or family of offerings that can be of benefit to the customer as a set, then the product family ad can be of benefit.

Corporate advertising

When you have a variety of offerings and your audience is fairly broad, it is often beneficial to promote your enterprise identity rather than a specific offering.

Distribution

You must also select the distribution method(s) you will use to get the offering into the hands of the customer. These include:

On-premise Sales involves the sale of your offering using a field sales organization that visits the prospect's facilities to make the sale.

Direct Sales involves the sale of your offering using a direct, in-house sales organization that does all selling through the Internet, telephone or mail order contact.

Wholesale Sales involves the sale of your offering using intermediaries or "middle-men" to distribute your product or service to the retailers.

Self-service Retail Sales involves the sale of your offering using self service retail methods of distribution.

Full-service Retail Sales involves the sale of your offering through a full service retail distribution channel.

Of course, making a decision about pricing, promotion and distribution is heavily influenced by some key factors in the industry and marketplace. These factors should be analyzed initially to create the strategy and then regularly monitored.

The Environment

Environmental factors positively or negatively impact the industry and the market growth potential of your product/service. Factors to consider include:

Government actions - Government actions (current or under consideration) can support or detract from your strategy. Consider subsidies, safety, efficacy and operational regulations, licensing requirements, materials access restrictions and price controls.

Demographic changes - Anticipated demographic changes may support or negatively impact the growth potential of your industry and market. This includes factors such as education, age, income and geographic location.

Emerging technology - Technological changes that are occurring may or may not favor the actions of your enterprise.

Cultural trends - Cultural changes such as fashion trends and life style trends may or may not support your offering's penetration of the market.

The Prospect

It is essential to understand the market segment(s) as defined by the prospect characteristics you have selected as the target for your offering. Factors to consider include:

The potential for market penetration involves whether you are selling to past customers or a new prospect, how aware the prospects are of what you are offering, competition, growth rate of the industry and demographics.

The prospect's willingness to pay higher price because you're offering provides a better solution to their problem.

The amount of time it will take the prospect to make a purchase decision is affected by the prospects confidence in your offering, the number and quality of competitive offerings, the number of people involved in the decision, the urgency of the need for your offering and the risk involved in making the purchase decision.

The prospect's willingness to pay for product value is determined by their knowledge of competitive pricing, their ability to pay and their need for characteristics such as quality, durability, and reliability, ease of use, uniformity and dependability.

Likelihood of adoption by the prospect is based on the criticality of the prospect's need, their attitude about change, the significance of the benefits, barriers that exist to incorporating the offering into daily usage and the credibility of the offering.

The Product/Service

You should be thoroughly familiar with the factors that establish products/services as strong contenders in the marketplace. Factors to consider include:

Whether some or all of the technology for the offering is proprietary to the enterprise.

The benefits the prospect will derive from use of the offering.

The extent to which the offering is differentiated from the competition.

The extent to which common introduction problems can be avoided such as lack of adherence to industry standards, unavailability of materials, poor quality control, regulatory problems and the inability to explain the benefits of the offering to the prospect.

The potential for product obsolescence as affected by the enterprise's commitment to product development, the product's proximity to physical limits, the ongoing potential for product improvements, the ability of the enterprise to react to technological change and the likelihood of substitute solutions to the prospect's needs.

Impact on customer's business as measured by costs of trying out your offering, how quickly the customer can realize a return from their investment in your offering, how disruptive the introduction of your offering is to the customer's operations and the costs to switch to your offering. The complexity of your offering as measured by the existence of standard interfaces, difficulty of installation, number of options, requirement for support devices, training and technical support and the requirement for complementary product interface.

The Competition

It is essential to know who the competition is and to understand their strengths and weaknesses. Factors to consider include:
Each of your competitor's experience, staying power, market position, strength, predictability and freedom to abandon the market must be evaluated.

CUSTOMER PROFILE

Profiles can be demographically or behaviorally based, and the difference is very important to your business.

Many people think using your customer data is about creating a customer "profile." It's a hot topic. Everybody wants to do it. But what's a customer profile? Here are 2 kinds of customer profiles:

Customer is married, has children, lives in an upscale neighborhood, and reads Time magazine

Customer visited the site every day for 2 months, but has not visited the site at all in the past 2 weeks

The first profile is demographic, a set of characteristics. The second profile is behavior-based, involving what the customer is actually doing.

Which seems more important to you?

They are both important in their own ways. For someone selling advertising, or deciding on content for a website, the first profile is usually important, because it defines the market for ad sales and provides clues to editorial direction. These are important considerations in attracting customers and generating revenue in the first stages of an online project.

The second profile is about action, behavior, and for anybody concerned about what their customers are doing, is more important than the first. Will

they visit again? Will they buy again? These are the questions answered by looking at behavior. Customer behavior is a much stronger predictor of your future relationship with a customer than demographic information ever will be. You have to look at the data, the record of their behavior, and it will tell you things. It will tell you "I'm not satisfied." It will tell you "I want to buy more, give me a push." It will tell you "I think your content is boring."

I'd argue the second type of profile is more important longer term, because if the customer stops buying from or visiting the site, you're not going to have much of a chance to serve up the customized pages or ads based on any "profile" given to you. You could customize the heck out of the site based on demographics or self-reported survey data and customers would never see the results if they don't come back. So for the long haul, if you had to choose the more important profile, the profile based on action and behavior would be more critical to you than a demographic one. Customer behavior profiling is critical to a company interested in keeping customers and increasing their value.

Defining the wants and needs of their customer base was an important priority for counties in the Quad Cities Extension Cluster. Historically, the group had classified agricultural customers in broad terms as livestock producers (beef, dairy, pork or other species) and as crop producers (wheat, hay, corn or soybeans). Recognizing that farming operations today are becoming increasingly specialized and complex, Extension personnel determined to change strategies to meet these new realities. For example, mailing lists used for advertising educational programs were usually general and not defined enough to do targeted mailings. As a result attendance at educational programs was declining annually even though current issues important to agriculture were being discussed. Two questions raised by staff were:

Do we as extension personnel know enough about our customer to compete with other providers of educational information?

Do we really know the wants and needs of our customer for educational information?

To answer the above two questions, a group of Extension personnel from the Quad Cities Extension Cluster began a collaborative effort to develop a tool for profiling customers. The Customer Profile requested information in the following areas:

- Demographics
- Enterprise(s)
- Preferred methods of receiving information
- Business management practices
- Major sources of information used in making management decisions
- The ability to develop effective marketing strategies is another key benefit of utilizing the Customer Profile. Target marketing is possible

EMPLOYEE'S BEHAVIOUR AT ORGANISATION

Employee Behaviour is considered as the most important factor in determine the job satisfaction, which would indirectly lead to the attainment of the organizational goal. Employee behaviour is needed to perform adequately on the job. The Behaviour of the employees depends upon the factors like attitude towards its customers, loyalty towards the firm

and perception of the buying behaviour of the customers; this in turn may vary from employee to employee.

The concept of **organizational climate** has been assessed by various authors, of which many of them published their own definition of organizational climate. For those interested in understanding organizational climate, it is important to make some distinctions. First, climate and culture are both important aspects of the overall context, environment or situation. Culture tends to be shared by all or most members of some social group; is something that older members usually try to pass on to younger members; shapes behavior and structures perceptions of the world. Cultures are often studied and understood at a national level, such as the American or French culture. Culture includes deeply held values, beliefs and assumptions, symbols, heroes and heroines, and rituals. Culture can be examined at an organizational level as well. The main distinction between organizational and national culture is that people can choose to join a place of work, but are usually born into a national culture.

Organizational cultures are generally deep and stable. Climate, on the other hand, is often defined as the recurring patterns of behavior, attitudes and feelings that characterize life in the organization (Isaksen & Ekvall, 2007). Although culture and climate are related, climate often proves easier to assess and change. At an individual level of analysis the concept is called individual psychological climate. These individual perceptions are often aggregated or collected for analysis and understanding at the team or group level, or the divisional, functional, or overall organizational level.

Organizational climate, however, proves to be hard to define. There are two especially intractable and related difficulties: how to define climate and how to measure it effectively on different levels of analysis. Furthermore there are several approaches to the concept of climate, of which two in particular have received substantial patronage: the cognitive schema approach and the shared perception approach.

The first approach regards the concept of climate as an individual perception and cognitive representation of the work environment. From this perspective climate assessments should be conducted at an individual level.

The second approach emphasizes the importance of shared perceptions as underpinning the notion of climate (Anderson, & West, 1998; Mathisen & Einarsen 2004). Reichers and Schneider (1990) define organizational climate as "the shared perception of the way things are around here". It is important to realize that from these two approaches, there is no “best” approach and they actually have a great deal of overlap.

Organizational Climate (sometimes known as Corporate Climate) is the process of quantifying the “culture” of an organization.

Researchers Hart, Griffin, Wearing & Cooper (1996) have pursued the shared perception model of Organizational Climate. Their model identifies the variables which moderate an organization’s ability to mobilize its workforce in order to achieve business goals and maximize performance.

One of the major users of this model includes many departments of the Queensland State Government (Australia). These departments use this model of Climate to survey staff to identify and measure those aspects of a

workplace which impact on: stress, morale, quality of work life, wellbeing, employee engagement, absenteeism/presenters, turnover and performance.

While an organization and its leaders cannot remove every stressor in the daily life of its employees, Organizational Climate studies have identified a number of behaviors of leaders which have a significant impact on stress and morale. For instance, one Queensland state government employer, Queensland Transport has found that increasing managers' awareness of these behaviour has improved quality of work life employees and the ability of QT's to deliver its organizational goals.

Theories of Cognitive and Neuropsychological and Emotional Intelligence provide additional scientific rationale for why leaders should improve stress and morale in the workplace to achieve maximum performance. Climate surveys can provide concrete evidence of how this works in action.

Organizational Climate surveying enables the impact of HR strategies to be evaluated to create HR Return on Investment (HRROI) calculations. This data has been found to be highly effective in changing the perspective of people-based initiatives as being an "investment" rather than a "cost" and transforming HR into a "mission-critical strategic partner" from its perception of "personnel administration".

A number of studies by Dr Dennis Rose and colleagues (2001, 2002, 2004) have found a very strong link between Organizational Climate and employee reactions such as stress levels, absenteeism and commitment and participation. A study by Heidi Bushell (2007) has found that Hart, Griffin et al's (1996) Organizational Climate model accounts for at least 16% single-

day sick leave and 10% separation rates in one organization. Other studies support the links between organizational climate and many other factors such as employee retention, job satisfaction, well-being, and readiness for creativity, innovation and change. Hunter, Bedell and Mumford (2007) have reviewed numerous approaches to climate assessment for creativity. They found that those climate studies that were based on well-developed, standardized instruments produced far higher effect sizes than did studies that were based on locally developed measures.

EMPLOYEE'S COMMUNICATION AT **ORGANISATION**

Communications, the dictionary definition of communications is, 'Communication is a process that allows organisms to exchange information by several methods. Communication requires that all parties understand a common language that is exchanged. There are auditory means, such as speaking or singing, and nonverbal, physical means, such as body language, sign language, paralanguage, touch, eye contact, or the use of writing.

Communication is defined as a process by which we assign and convey meaning in an attempt to create shared understanding. This process requires a vast repertoire of skills in intrapersonal and interpersonal processing, listening, observing, speaking, questioning, analyzing, and evaluating. Use of these processes is developmental and transfers to all areas of life: home, school, community, work, and beyond. It is through communication that collaboration and cooperation occur.^[1] Communication is the articulation of

sending a message, through different media ^[2] whether it be verbal or nonverbal, so long as a being transmits a thought provoking idea, gesture, action, etc. . .

DEFINATION

Communication can be defined as **“the process of meaningful interaction among living beings. It is the act of passing information and the process by which meanings are exchanged so as to produce understanding”**.

Communication is the process by which any message is given or received through talking, writing, or making gestures”.

There are auditory means, such as speaking, singing and sometimes tone of voice, and nonverbal, physical means, such as body language, sign language, paralanguage, touch, eye contact, or the use of writing.

Communication happens at many levels (even for one single action), in many different ways, and for most beings, as well as certain machines. Several, if not all, fields of study dedicate a portion of attention to communication, so when speaking about communication it is very important to be sure about what aspects of communication one is speaking about.

Definitions of communication range widely, some recognizing that animals can communicate with each other as well as human beings, and some are more narrow, only including human beings within the parameters of human symbolic interaction.

Nonetheless, communication is usually described along a few major dimensions:

- Content (what type of things are communicated)
- Source/Emisor/Sender/Encoder (by whom)
- Form (in which form)
- Channel (through which medium)
- Destination/Receiver/Target/Decoder (to whom)
- Purpose/Pragmatic aspect

Between parties, communication includes acts that confer knowledge and experiences, give advice and commands, and ask questions. These acts may take many forms, in one of the various manners of communication. The form depends on the abilities of the group communicating. Together, communication content and form make messages that are sent towards a destination. The target can be oneself, another person or being, another entity (such as a corporation or group of beings).

Depending on the focus (who, what, in which form, to whom, to which effect), there exist various classifications

COMMUNICATION STRATEGIES

For effective communication in specialized contexts, certain strategies can be taken that will help people achieve their goals and can be seen as techniques for attaining the purpose of communication.

MARKETING

Below is a list with explanations of communication strategies used in marketing and selling:

Adaptive Innovation

Building or improving products, services, and processes while working with a customer versus building products or services outside a customer engagement. Relates to service companies working with large enterprises.

Entrepreneurial Management

Describes a business where the employees are expected to work and relate to each other as self driven business partners versus expecting to be mentored by a command and control management structure. This assumes the phrase, "be the leader you seek."

One Voice

A skill used to manage customer team meetings where one person is designated the leader and other team members direct all their comments and questions through the designated OneVoice speaker rather than to the customer(s).

Strategic speed

A term related to working fast and smart, constantly looking for opportunities to improve and innovate.

Discipline of Dialogue

A term related to controlling your words and conversations during a business meeting or presentation.

Care

SOLER is a technique used by care workers. It helps clients or patients to feel safe and to trust the care-giver, and assists in effective communication.

SOLER means:

S – Sit squarely in relation to the patient

O – Open position

L – Lean slightly towards the patient

E – Eye contact

R – Relax

Workforce demographics have changed dramatically over the past two decades. Twenty years ago, most of your co-workers spoke your language and shared your nationality and ethnicity. Today, employees come from different geographies, and have vastly different educational levels and backgrounds.⁷ Demographic Trends Driving Employee Communication' are used to improve communication with employees. The more you know about your employees, the more effectively you can develop strategies, refine tactics, and position yourself as an expert in reaching and engaging your workforce.

INDUSTRY

PROFILE

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. Organised retailing, however, occupies a miniscule two to three percent of the overall Indian retailing industry.

Organised 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 can be classified into four types, namely:

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.

RESEARCH

DESIGN

STATEMENT OF THE PROBLEM:

“To study the customer’s feedback on the employees behavior and communication at S.K.C retail outlet at Bangalore. “.

OBJECTIVES:

1. To study the employees behaviour at the store
2. To analyze the level of employee’s knowledge towards the product/service..
3. To study the level of customers satisfaction at the store .
4. To analyze the communication level of the employees and to provide suggestions for their improvement.

SCOPE:

1. The scope of this study is to enhance the customer satisfaction.
2. The study seeks to find the development areas of the employees relating to their behaviour .

3. The study seeks to improve the communication levels of employees at the store ..
4. This study is restricted to the customers and employees of S.K.C at J.C road only.

RESEARCH DESIGN:

This research design focuses on identifying the competencies among the employees and conducting the research by personal interviews and a questionnaire . This also focuses on the communication levels of the employees towards the customers.

SAMPLING DESIGN:

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

PLAN OF ANALYSIS:

The plan of analysis is done by personally interviewing the customers visiting the store. This is also done to get the ratio of the customer satisfaction and dissatisfaction towards the employees of S.K.C.

The plan also highlights on building the quality of communication, which would indirectly help in increasing the sales of the store.

RESEARCH TOOLS:

1. Interview
2. Survey
3. Questionnaires.

METHODOLOGY:

The study is based on the various data provided by the customers visiting the S.K.C store at J.C road .

Questionnaires are administered, which would be thoroughly studied and interpreted.

The method of data collection would be through a questionnaire and through interviews considering the primary data and the secondary data .

Primary data: Questionnaire and Interviews.

Secondary data: Websites and reference books.

SOURCES OF DATA:

1. Company manual.
2. Books and magazines.
3. Periodicals.
4. Search engines.
5. Customers

LIMITATIONS:

1. This study is limited only to the S.K.C outlet at J.C road ..
2. The data gathered from the customers is purely dependent on the information given by them .

CHAPTER SCHEMES

Chapter 1: Introduction

Chapter 2: Research Design

Chapter 3: Company profile

Chapter 4: Analysis and Interpretation of data

Chapter 5: Summary of findings

Chapter 6: 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 .

DIMENSION

- 1,25,000 sq ft
- Capital investment: 17 lakhs
- Daily sales: 6 lakhs

CORPORATE OFFICE:

L. N. B. TEXTILES PVT.LTD.

Brahma Bhavan,

92, Saravana Perumal Street,

Purasawalkam, Chennai - 600 084.

Phone: 044-42079536 / 044-42042201

Fax: 044-42042202

E-mail: info@skc4u.com

J.C ROAD



- Hosur Road –

Door No 2 26 27 Hosur Road Bangalore - 560 029 Karnataka Ph-080-32967250.



SECUNDERABAD

- **Park Lane** -- H No 1/2/63 and 1/2/64 Park Lane Secunderabad - 500 003 Andhrapradesh
Ph-32415250.



CHENNAI

Panagal Park -- No. 5 Prakasam Street, Panagal Park, T. Nagar, Chennai - 600 017



- **Purasawalkam** -- No. 217, 218 & 221 Purasawalkam High Road, Chennai - 600 007.
- **Purasawalkam** -- 13-21, Subramaniam Street, Purasawalkam High Road, Chennai- 600007.
- **Pondy Bazar** -- No. 41 Sir. Thyagaraya Road, Pondy Bazar, T. Nagar Chennai - 600 017.
- **Panagal Park** -- No. 5 Prakasam Street, Panagal Park, T. Nagar, Chennai - 600 017.

Coimbatore :R.S. Puram -- No. 5 D.B. Road, R.S. Puram, Coimbatore - 641 004.

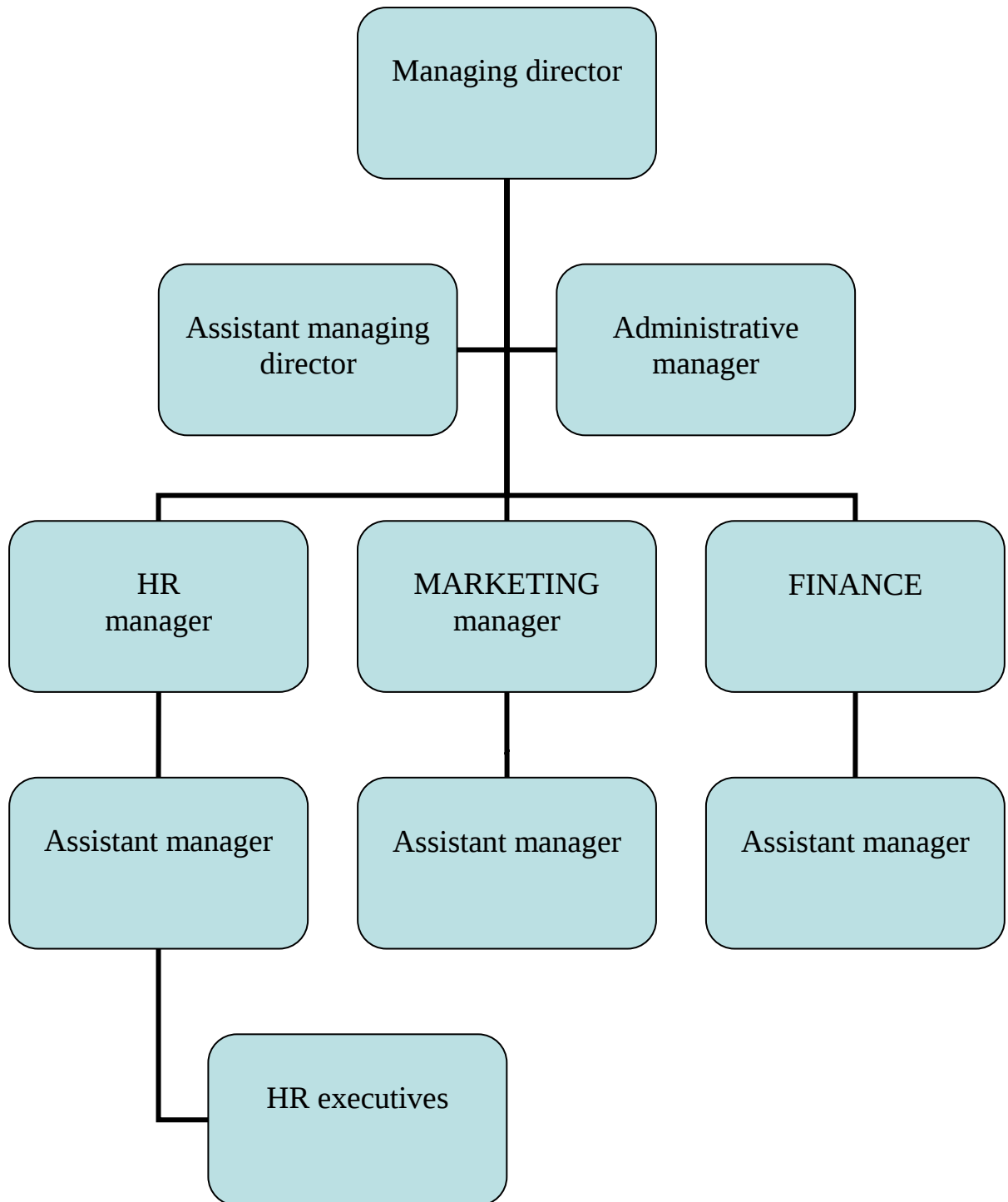
Secunderabad : Park Lane -- H No 1/2/63 and 1/2/64 Park Lane
Secundrabad - 500 003 Andhrapradesh Ph-32415250.

Pune : Modi Mall -- Modi Mall 53A/54/55, Near Laxmi Narayan Theater,
Mukund Nagar, Pune - 411 037 Maharashtra Ph-020-32500250.

ORGANIZAT

ION

STRUCTURE



PRODUCT

PROFILE

GROUND FLOOR

MEN'S SECTION

• MEN'S DENIM	• REGULAR
PEPE JEANS	1. SHIRTS
LEVI'S	ARBOR
LEE	ARISTA
SPYKAR	BROCCOLI
WRANGLER	TOOTAL
KILLER	JOHN PHILLIPS
LAWWMAN	CROME
SUNNEX	PRIME CLUB
	GREEN ORANGE
• BRANDED	MIND WEAR
1. PANTS	
JOHN PLAYER	2. PANTS
TRIGGER	TROPICAL
PAN AMERICA	THREE CONCEPTS
INDIGO NATION	LORD PARIS
DERBY	ARISTA
WILLS	FLU
LOUIS PHILIPPE	VIRON
COLOURS	CANADA
	LLOYD
2. SHIRTS	
ZODIAC	REID & TAYLOR
INDIAN TERRAIN	ALLEN SOLLY
DERBY	SCULLERS
WESTERN BRIEFS	JOCKEY

MEN'S TRADITIONAL 1. SHERWANI: SENSO MANYAVAR SLAVAR 2. KURTA SUIT: MANYAVAR KRISHNA MEHTA PAPARAZZE 3. FANCY SUIT: SENSO 4. FORMAL SUIT VASARI STATUS GIVO ISHAN	OPTICS EWY INDIAN PVT LTD. IDEE SCOTT SPRINT POLO CLUB ROVER RAY BAN ADDIDAS KIDS DISNEY OKLEYS
WATCHES TASHI CONI JAANU GUTS	T-SHIRTS SHIRTING & SUITING MATERIALS
WALK N WEAR FOOTWEAR: FALCON NIKE LEEMARK SIMON CLARK ROYAL AROTREND GMARGAN SKY FORCE MILESTONE	AB TELECOM CELL SHOP

1ST FLOOR

WOMEN'S SECTION

SAREES: SILK COTTON KANCHIWARAM FANCY SAREES SYNTHETICS TRADITIONAL DESIGNER RAW SILK LAZER	DRESS MATERIALS SKY GEOR COTTON HANDLOOM FANCY PRINTED
CHUDIDARS BRIDAL WEAR SYNTHETIC FLAIR CRUSH COTTON COTTON SILK	WESTERN WEAR JEANS CARGO FORMAL LINEN TROUSERS CASUAL COTTON & DENIM CAPRI CASUAL SHIRTS
LINGERIES & NIGHTWEAR	MESSAGE CHAIRS
FASHION JEWELLERY	

2ND FLOOR

INFANT SECTION	TOYS
---	---

PRAMS CARRY COT BABY FEEDING BOTTLES NEW BORN – JABANAS STERILIZER BABY RACK PLAY GYM	TEDDY BEAR DOLLS BARBIES BALLS SOFT TOYS HOT WHEELS BLOCKS CARS & CYCLES GAME CD'S
FURNISHING SOFA UPHOLSTERY CURTAINS BED SHEETS TIE HOLDERS PILLOWS & BLANKETS MATS & TOWELS SOFA BACKS CUSHION COVERS	STATIONARY HITESH ENTERPRISES

3RD FLOOR

- RESTAURANT & COFFEE SHOP**

NOT

ANALYSIS

STRENGTHS

- LOCATION : IN THE HEART OF THE CITY

- **INCLUDES ALL BRANDS AS WELL AS INHOUSE BRAND.**
- **GOOD INSTORE LAYOUT/DESIGN**
- **COMPETITIVE OFFERS**

WEAKNESS

- **EMPLOYEES LACK COMMUNICATION SKILLS**
- **NO PROPER INDIVIDUAL ATTENTION**
- **NO PROPER PARKING FACILITIES**
- **EMPLOYEES LACK PRODUCT KNOWLEDGE**

OPPORTUNITIES

- **CAN ADVERTISE MORE**

- **CAN CAPTURE MIDDLE CLASS SEGMENT BY IMPROVED POSITIONING OF THE BRAND**
- **TO OPEN MORE OUTLETS**
- **TO PROVIDE EXTENSIVE TRAINING TO THE EMPLOYEES AND MAKE THEM PERFORM MORE EFFICIENTLY**

THREATS

- **INCREASING NUMBER OF COMPETITORS**
- **DIFFERENT PROMOTIONAL STRATEGIES OFFERED BY THE COMPETITORS**
- **INCREASING DISPOSABLE INCOMES OF THE CUSTOMERS.**

ANALYSIS



INTERPRETA

TION

TABLE 1:
TABLE SHOWING THE AGE GROUP OF RESPONDENTS

AGE GROUP	No. OF RESPONDENTS	PERCENTAGE (%)
15 – 25	39	39
25 – 35	40	40
35 – 45	15	15
45 & Above Years	6	6
TOTAL	100	100

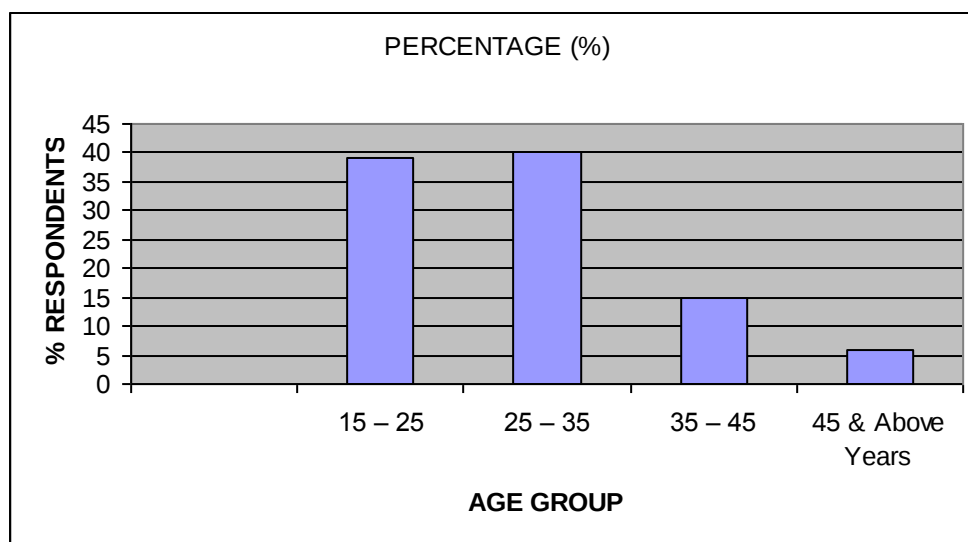
From the above table out of 100 respondents 39% fall in the age group of 15-25 years, 40% in the age group of 25-35 years, 15% in the age group of 35-45 and 6% in the age group of 45 and above.

INTERPRETATION:

From the above table it can be inferred that majority of the respondents are in the age group of 25-35 years. They are the potential customers.

CHART 1:

CHART SHOWING THE AGE GROUP OF RESPONDENTS



From the above chart it can be inferred that majority of the respondents are in the age group of 25-35 years. They are the potential customers.

TABLE 2:

TABLE SHOWING THE GENDER OF THE RESPONDENTS

GENDER	No. OF RESPONDENTS	PERCENTAGE (%)
Male	74	74%
Female	26	26%
Total	100	100%

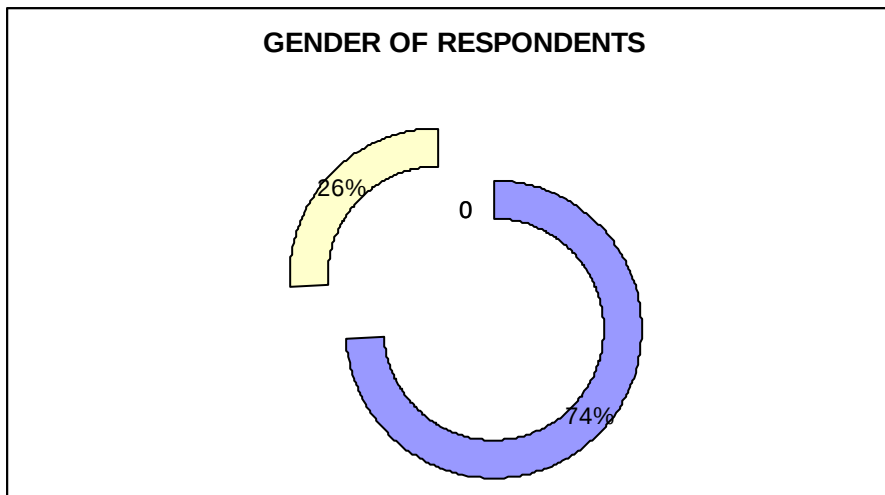
From the above table out of 100 respondents 74% are Male and 26% are Female.

INTERPRETATION:

From the above table it can be preferred that majority of the respondents are male.
So the target group is male.

CHART 2:

CHART SHOWING THE GENDER OF THE RESPONDENTS:



From the above chart it can be preferred that majority of the respondents are male. So the target group in male.

TABLE 3:

TABLE SHOWING THE OCCUPATION OF THE RESPONDENTS

OCCUPATION	No. OF OUTLETS	PERCENTAGE (%)
Businessmen	32	32
Employed	36	36
House wife	6	6
Student	25	25
Others	2	2
Total	100	100

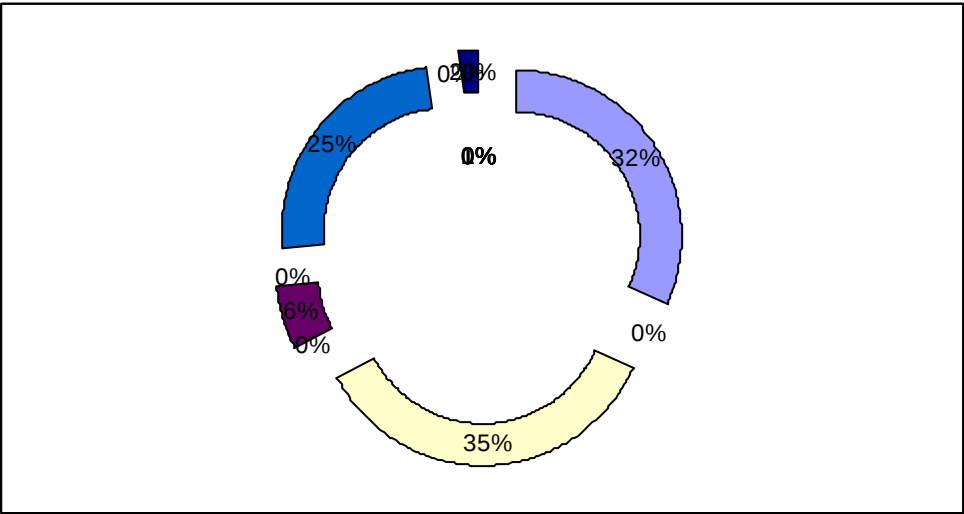
From the above table out of 100 respondents 32% of respondents are Businessman, 36% of respondents are employed, 6% of respondents are Housewife, 25% of respondents are student and the 2% are the other respondents.

INTERPRETATION:

From the above table it can be preferred the majority of the respondents are employed. We can infer that sales are more during the weekends.

CHART 3:

CHART SHOWING THE OCCUPATION OF THE RESPONDENTS



From the above chart it can be preferred the majority of the respondents are employed.
We can infer that sales are more during the weekends.

TABLE 4:

TABLE SHOWING THE MONTHLY INCOME GROUP OF RESPONDENTS

MONTHLY INCOME	No. OF RESPONDENT	PERCENTAGE (%)
Less than 20,000	34	48
Rs.20,000-40,000	26	36
Rs.40,000-60,000	9	13
Rs.60,000 & Above	2	3
TOTAL	71	100%

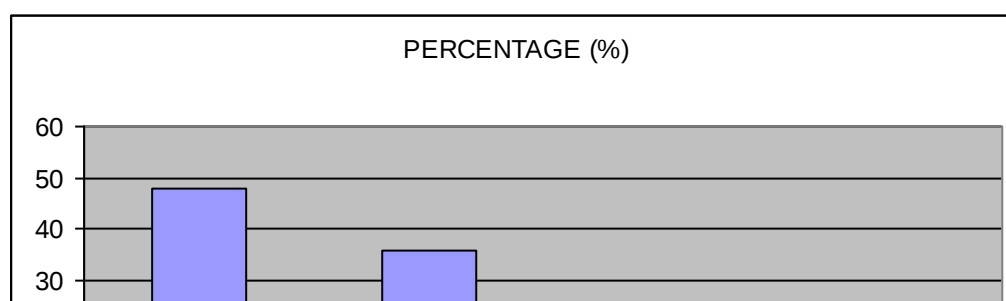
From the above table out of 71 respondents 48% of respondents are in the income level of <20,000, 36% of respondents are between Rs.20,000-40,000, 13% of respondents are between Rs.40,000-60,000, and 3% of respondents are Rs.60,000 & above.

INTERPRETATION:

From the above table it can be infer that the majority of the respondents fall in the income group of < 20,000. We can infer that the customers are of middle class people.

CHART 4:

CHART SHOWING THE MONTHLY INCOME GROUP OF RESPONDENTS



From the above chart it can be infer that the majority of the respondents fall in the income group of < 20,000. We can infer that the customers are of middle class people

TABLE 5:

TABLE SHOWING THE REASONS FOR PURCHASING AT SKC

REASONS	No. OF RESPONDENTS
Brand Name	19
Quality	37

Service	12
Price	29
Convenience	22
Fashion / Style	27

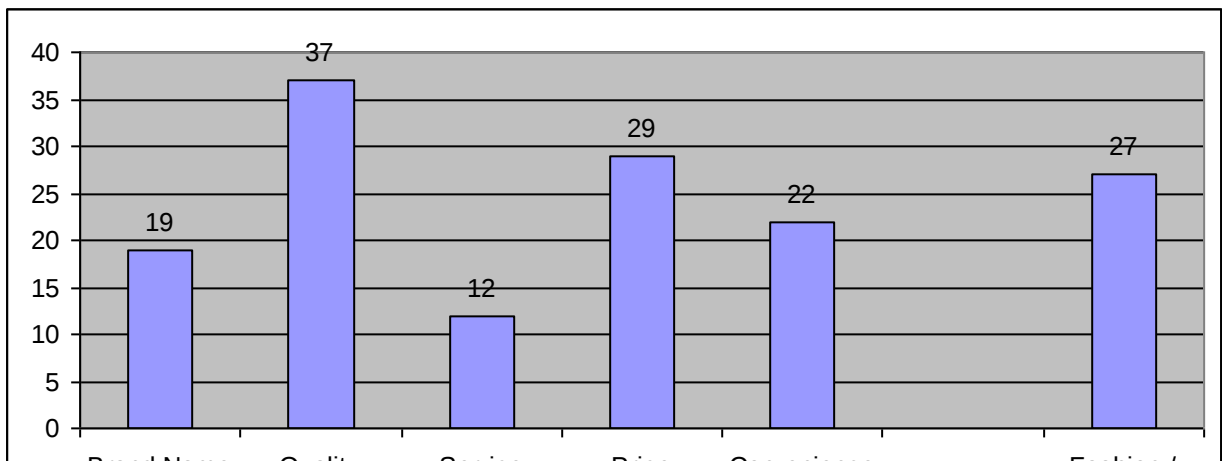
From the table 19 respondents are preferred Brand Name, 37 respondents are preferred Quality, 12 respondents are preferred Service, 29 respondents are preferred Price, 22 respondents preferred Convenience and 27 respondents are preferred Fashion/Style.

INTERPRETATION:

From the above table it can be inferred that majority of the respondents shop at SKC (J-C Road) because of Quality of the products. So the showroom has to maintain the quality and upgrade as and when need arises.

CHART 5:

CHART SHOWING THE REASONS FOR PURCHASING AT SKC:



From the above chart it can be inferred that majority of the respondents shop at SKC (J-C Road) because of Quality of the products. So the showroom has to maintain the quality and upgrade as and when need arises.

TABLE 6:

TABLE SHOWING THE QUALITIES OF THE SERVICE REPRESENTATIVES

QUALITIES	No. OF RESPONDENTS
Patient's	11
Friendly	59
Enthusiastic	5
Responsive	29

Listened Carefully	3
Other	5

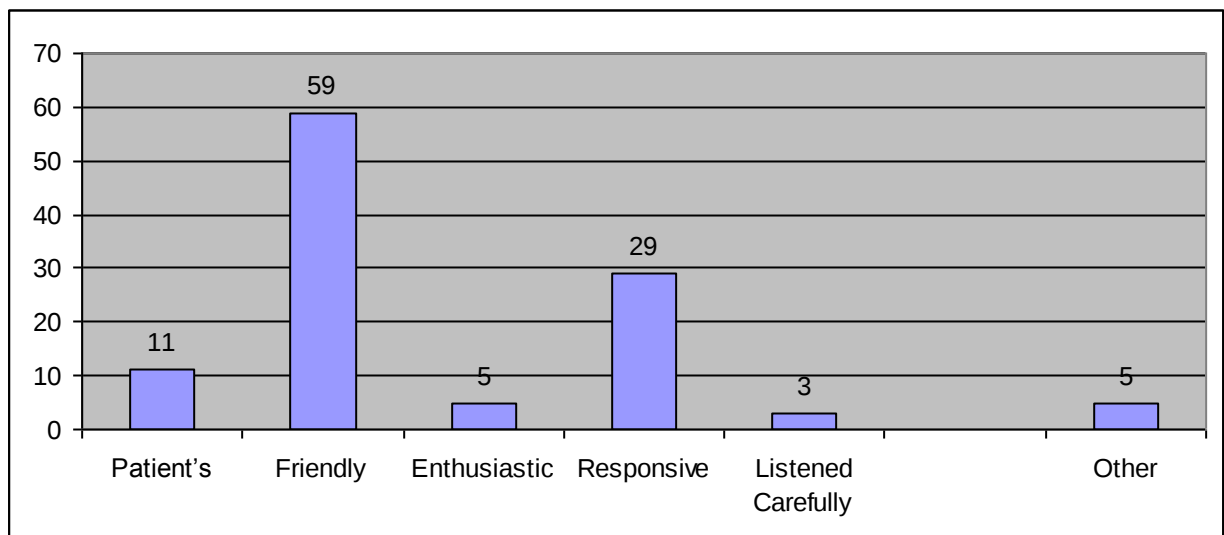
From the above table 11 respondents has responded qualities of the Service representatives Patient's, 59 has responded Friendly, 5 has responded Enthusiastic, 29 has responded Responsive, 3 has responded Listened Carefully and 5 has responded Others.

INTERPRETATION:

From the above table majority of the employees are Friendly with the Customers. So we can inferred that shopping can be made friendly by the employees they can build customer relation and make customers loyal to the showroom.

CHART 6:

CHART SHOWING THE QUALITIES OF THE SERVICE REPRESENTATIVES



From the above chart majority of the employees are Friendly with the Customers. So we can inferred that shopping can be made friendly by the employees they can build customer relation and make customers loyal to the showroom.

TABLE 7:

**TABLE SHOEING THE CUSTOMER SERVICE
REPRESENTATIVES (CSR) ARE VERY CURTEOUS:**

COURTEOUS	No. OF RESPONDENTS	PERCENTAGE (%)
Yes	69	69
No	27	27

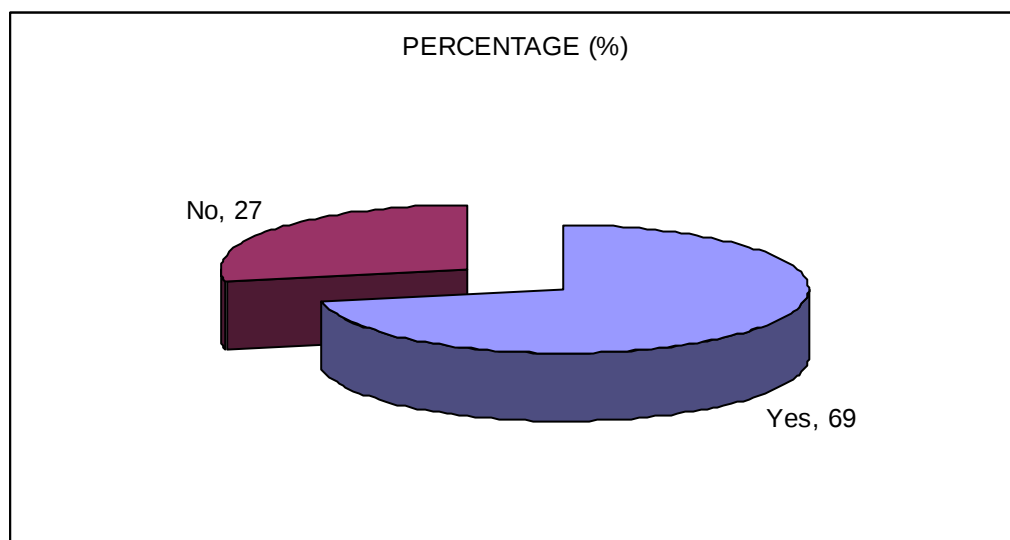
From the above table out of 100 respondents 69% of respondents are told Yes and 27% of respondents are told No.

INTERPRETATION:

From the above table it can be inferred that the same qualities of the CSR should be maintained.

CHART 7:

CHART SHOEING THE CUSTOMER SERVICE REPRESENTATIVES (CSR) ARE VERY CURTEOUS:



From the above chart it can be inferred that the same qualities of the CSR should be maintained.

TABLE 8:

TABLE SHOWING THE SERVICE RENDERED BY CSR :

SERVICES RENDERED	No. OF RESPONDENTS	PERCENTAGE (%)
Gave me the wrong information	0	0
Didn't understand the question	4	31
Couldn't Solve problem	9	69
Disorganized	0	0
TOTAL	13	100

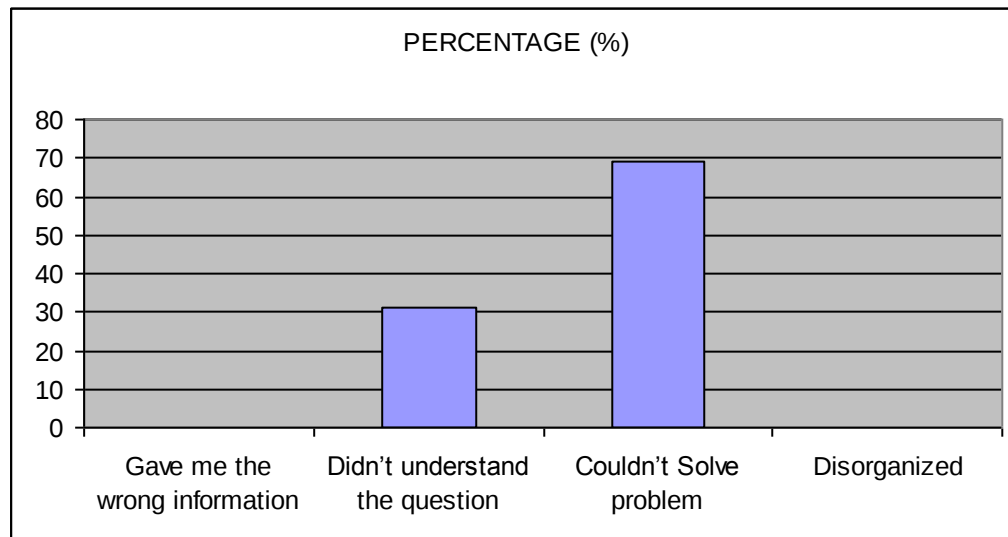
From the above table out of 13 respondents 4 has responded didn't understand the question and 9 has responded couldn't solve problem.

INTERPRETATION

From the above table it can be inferred the CSR should be trained in Problem solving areas.

CHART 8:

CHART SHOWING THE SERVICE RENDERED BY CSR:



From the above chart it can be inferred the CSR should be trained in Problem solving areas.

TABLE 9:

**TABLE SHOWING THE INDIVIDUAL ATTENTION TO BE GIVEN
BY CSR:**

ATTENTION	No. OF RESPONDENTS
Yes	76
Required	29
Not required	20
Sometimes	7

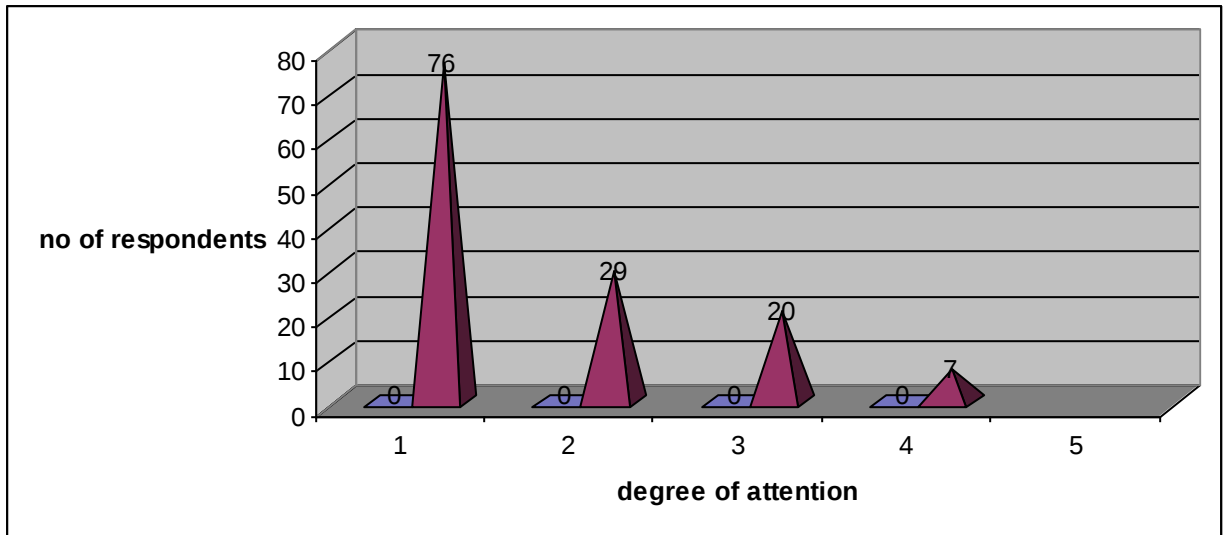
From the above table 76 respondents has responded the individual attention of CSR has given Yes, 29 respondents has told required, 20 respondents has told Not required, 7 respondents has told sometimes.

INTERPRETATION:

From the above table it can be inferred as the CSR gave the individual attention, We can understand the needs of the customers well.

CHART 9:

CHART SHOWING THE INDIVIDUAL ATTENTION TO BE GIVEN BY CSR:



From the above chart it can be inferred as the CSR gave the individual attention, We can understand the needs of the customers well.

TABLE 10:

TABLE SHOWING THE CSR TO HANDLE CUSTOMER COMPLAINTS DIRECTLY AND IMMEDIATELY

COMPLAINTS	No. OF RESPONDENTS	PERCENTAGE (%)
Yes	57	57
No	12	12
No idea	31	31
TOTAL	100	100%

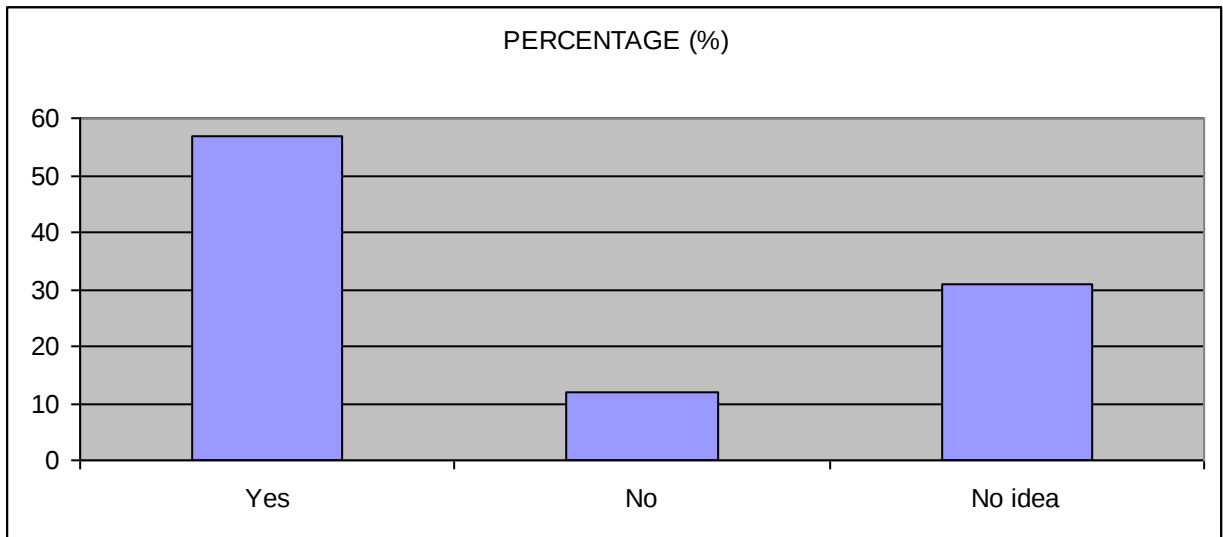
From the above table out of 100 respondents 57% of respondents has told yes 12% of respondents has told No and 31% of respondents has told No idea.

INTERPRETATION:

From the above table it can be inferred the Service provided can be improved as the CSR are responding to the complaints of the customers.

CHART 10:

CHART SHOWING THE CSR TO HANDLE CUSTOMER COMPLAINTS DIRECTLY AND IMMEDIATELY



From the above chart it can be inferred the Service provided can be improved as the CSR are responding to the complaints of the customers.

TABLE 11:

TABLE SHOWING THE CSR WERE KNOWLEDGABLE

KNOWLEDGEABLE	No. OF RESPONDENTS	PERCENTAGE (%)
Yes	79	79
No	17	17
No idea	4	4
TOTAL	100	100%

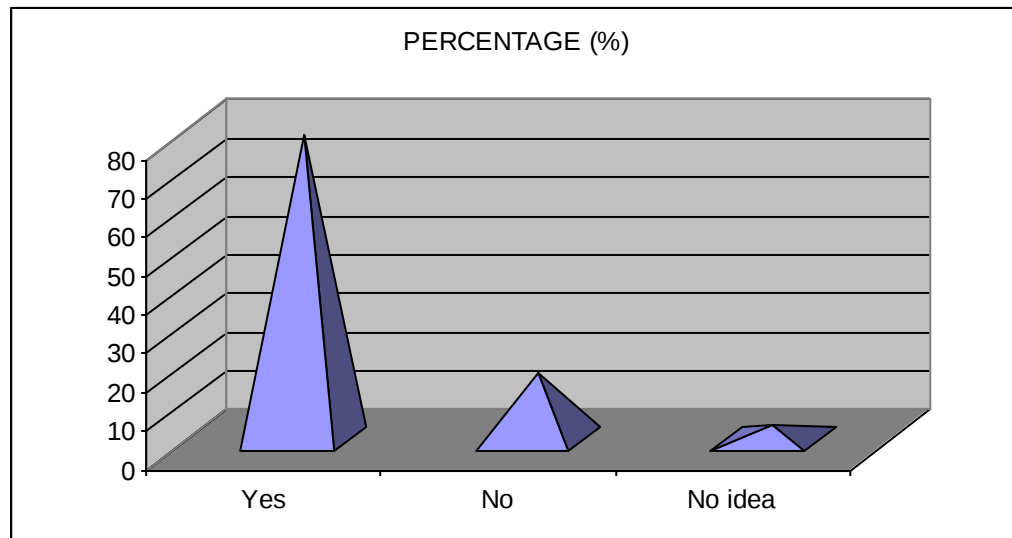
From the above table out of 100 respondents 79% of respondents has told Yes and 17% of respondents had told No and 4% of respondents has told No idea.

INTERPRETATION:

From the above table it can be inferred as the CSR has got in depth Knowledge the can guide the customers in a better way in order to satisfy the customers.

CHART 11:

CHART SHOWING THE CSR WERE KNOWLEDGABLE



From the above chart it can be inferred as the CSR has got in depth Knowledge the can guide the customers in a better way in order to satisfy the customers.

TABLE 12:

TABLE SHOWING THE FLUENCY OF THE LANGUAGE OF THE CSR WHILE COMMUNICATING WITH CUSTOMERS.

LANGUAGE	No. OF RESPONDENTS	PERCENTAGE (%)
Excellent	17	17
Average	49	49
Understandable	33	33
Poor	1	1
Total	100	100

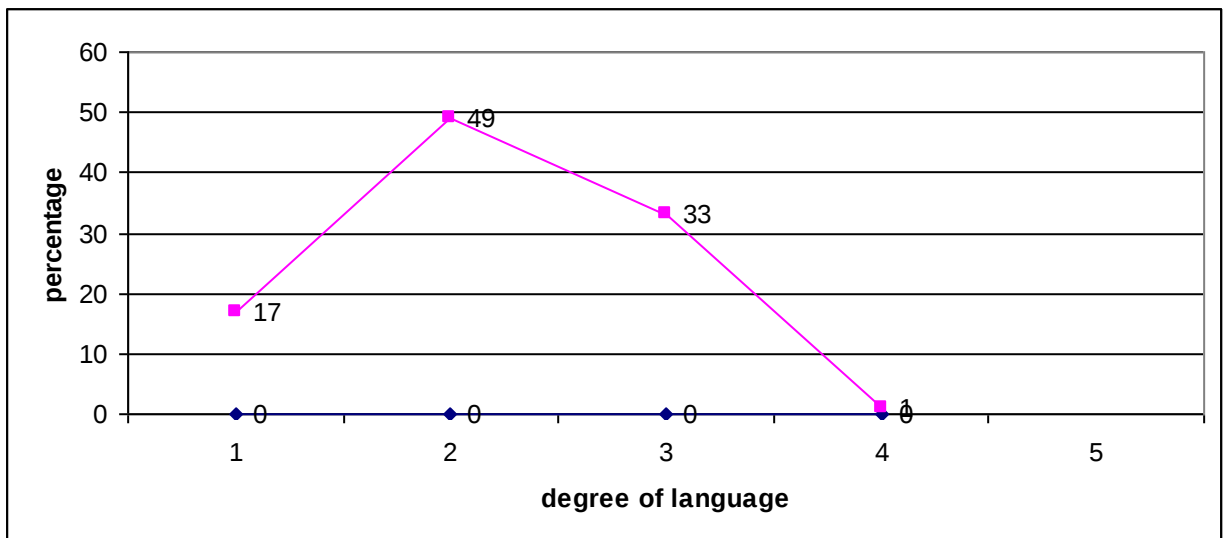
From the above table out of 100 respondents 17% of respondents has told Excellent, 49% of respondents has told Average, 33% of respondents has told Understandable, 1% of respondents has told poor.

INTERPRETATION:

From the above table it can be inferred the CSR should be trained well to communicate with the customers.

CHART 12:

CHART SHOWING THE FLUENCY OF THE LANGUAGE OF THE CSR WHILE COMMUNICATING WITH CUSTOMERS:



From the above chart it can be inferred the CSR should be trained well to communicate with the customers.

TABLE 13:

TABLE SHOWING THE EFFICIENCY OF THE CSR IN COMMUNICATING THE ACCURATE INFORMATION OF THE PRODUCT/SERVICE TO CUSTOMERS:

EFFICIENCY OF COMMUNICATION	No. OF RESPONDENTS	PERCENTAGE (%)
Less than 25%	5	5
Less than 50%	30	30
Less than 75%	48	48
100%	17	17
Total	100	100

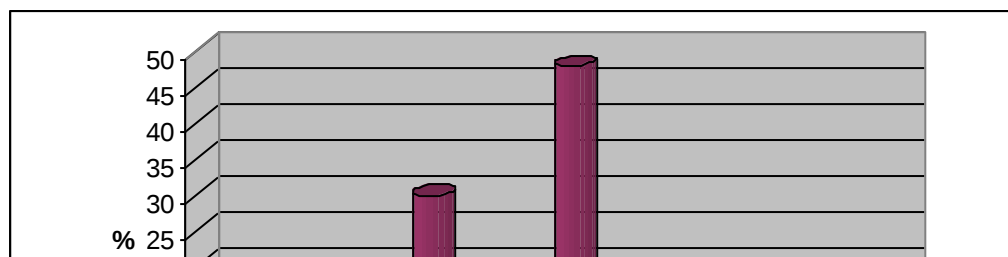
From the above table out of 100 respondents 5% has responds < 25%, 30% has responds < 50%, 48% has responds < 75% and 17% has responds 100%.

INTERPRETATION:

From the above table it can be inferred as the CSR has got in depth Knowledge about the product they can guide the customers in a better way in order to satisfy the needs of the customers.

CHART 13:

CHART SHOWING THE EFFICIENCY OF THE CSR IN COMMUNICATING THE ACCURATE INFORMATION OF THE PRODUCT/SERVICE TO CUSTOMERS:



From the above chart it can be inferred as the CSR has got in depth Knowledge about the product they can guide the customers in a better way in order to satisfy the needs of the customers.

TABLE 14:

**TABLE SHOWING THE LANGUAGE PREFERRED AT THE TIME
OF SHOPPING TO THE CSR.**

LANGUAGES	No. OF RESPONDENTS
English	68
Hindi	37

Tamil	2
Kanada	47
All	13

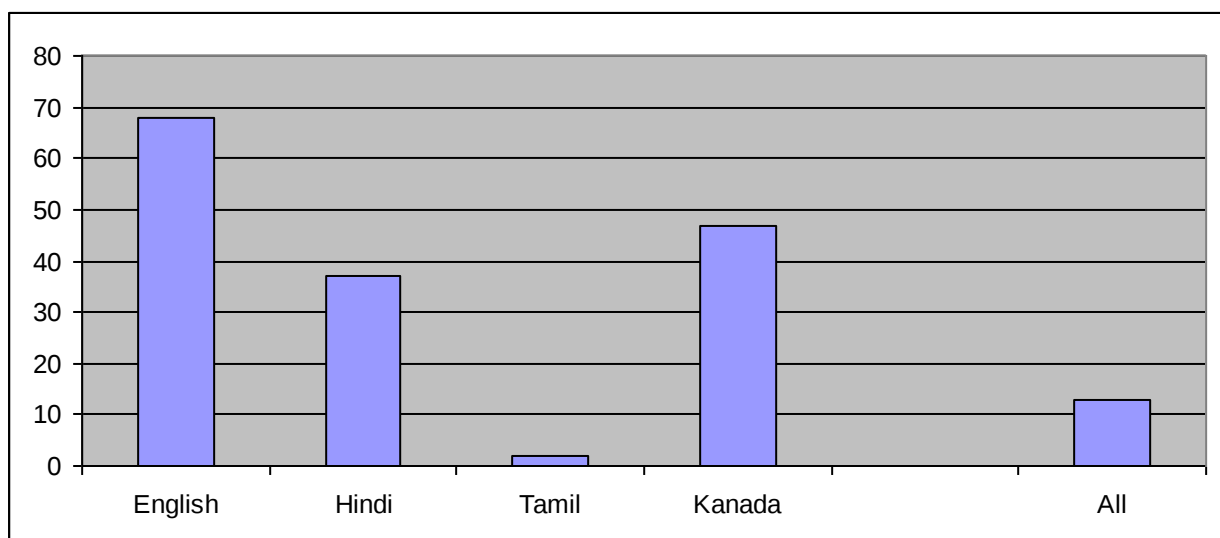
From the above table 68 respondents has preferred English, 37 respondents has preferred Hindi, 2 respondents has preferred Tamil, 47 respondents has preferred Kanada and 13 respondents has preferred all the languages.

INTERPRETATION:

From the above table it can be inferred as most of the respondents prefer English language, CSR should be trained to communicate with the customers.

CHART 14:

CHART SHOWING THE LANGUAGE PREFERRED AT THE TIME OF SHOPPING TO THE CSR.



From the above graph it can be inferred as most of the respondents prefer English language, CSR should be trained to communicate with the customers.

TABLE 15:

TABLE SHOWING THE OPINION ABOUT THE REPRESENTATIVES OF SKC.

OPINION	No. OF RESPONDENTS	PERCENTAGE (%)
Excellent	13	13
Good	73	73
Average	14	14
Poor	0	0
Total	100	100

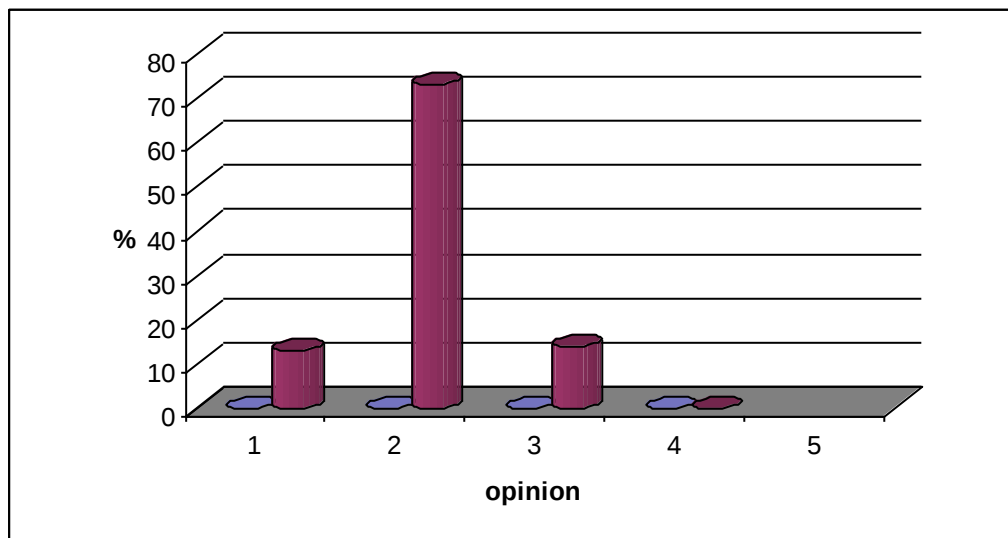
From the above table out of 100 respondents 13% has responds Excellent, 73% has responds Good, 14% has responds Average and 0% has responds Poor.

INTERPRETATION:

From the above table it can be inferred the Services provided by the CSR is good it should be maintained.

CHART 15:

CHART SHOWING THE OPINION ABOUT THE REPRESENTATIVES OF SKC.



From the above chart it can be inferred the Services provided by the CSR is good it should be maintained.

TABLE 16:

TABLE SHOWING THE INDIVIDUAL ATTENTION OF THE CUSTOMERS.

ATTENTION	No. OF RESPONDENTS	PERCENTAGE (%)
Excellent	14	14
Good	66	66
Average	15	15
Poor	5	5
Total	100	100

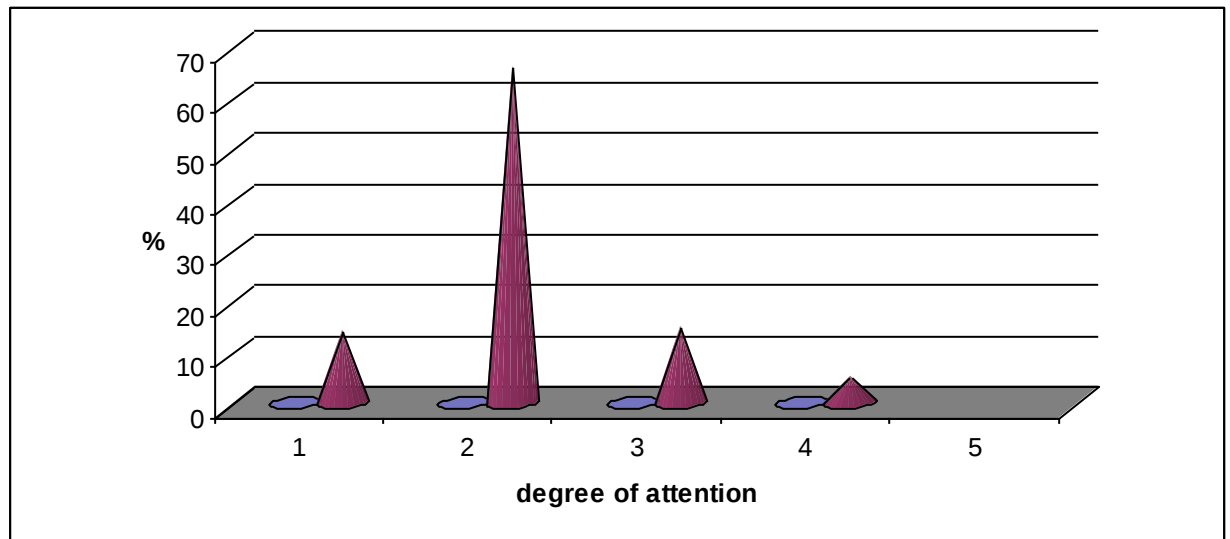
From the above table out of 100 respondents 14% has responded Excellent, 66% has responded Good, 15% has responded Average and 5% has responded Poor.

INTERPRETATION:

From the table it can be inferred as the Stores gives individual attention to the customers. CSR can built good customer relations with the customers.

CHART 16:

CHART SHOWING THE INDIVIDUAL ATTENTION OF THE CUSTOMERS.



From the chart it can be inferred as the Stores gives individual attention to the customers. CSR can build good customer relations with the customers.

SUMMARY OF FINDINGS

1. 40% of the respondents are in the age group of 25-35 years. They are the potential customers.

2. 74% respondents are male. So the target group is male.
3. 36% of the respondents are employed. We can infer that sales are more during the weekends.
4. 48% of the respondents fall in the income group of < 20,000. We can infer that the customers are of middle class people
5. 37% of the respondents shop at SKC (J-C Road) because of Quality of the products. So the showroom has to maintain the quality and upgrade as and when need arises.
6. 59% of the employees are Friendly with the Customers. So we can inferred that shopping can be made friendly by the employees they can build customer relation and make customers loyal to the showroom.
7. 69% of the employees prefer to maintain the same qualities of the CSR.
8. 69% of the CSR should be trained in Problem solving areas.
9. 76% of the CSR gave the individual attention and could understand the needs of the customers as well.
10. 57% of the respondents say that the service provided can be improved as the CSR are responding to the complaints of the customers.
11. 79% of the CSR have got in depth Knowledge that can guide the customers in a better way and satisfy them.
12. 49% of the CSR should be trained well to communicate with the customers.

13. 48% of the CSR has got in depth Knowledge about the product with which they can guide the customers in a better way in order to satisfy the needs of the customers.

14. 68% of the respondents prefer English language and the CSR should be trained in order to communicate with the customers.

15. 73% of the respondents feel that the Services provided by the CSR are good and should be maintained.

16. 66% of the CSR of SKC Stores gives individual attention to the customers. CSR can build good customer relations with the customers.

SUGGESTIONS & RECOMMENDATIONS

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.
3. As the sales is more during the weekends and holidays, they have to keep sufficient sales persons, so that the shopping can be made easy.
4. Company has to keep more branded products both in male and female categories.
5. 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.
6. Billing system has to be improved by having more billing machines so that the billing can be made easier and faster.
7. CSR should be enthusiastic and have patience to listen carefully, the requirements of the customers.
8. CSR should be trained in English and in all regional languages so that they can communicate to all type of customers making shopping comfortable and satisfactory.
9. CSR should give individual attention to the customers so that the customers can be understood well making them feel free to shop and become loyal to the store.

10. CSR should be trained to tackle the customer's problem, so that the customers can be convinced in a proper manner.
11. Store promotion should be made aggressively by advertising in newspapers, TV, radio, hoardings etc.
12. 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.
13. Adequate parking facilities and ample parking space should be given to the customers.
14. 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.
15. The top most floor of the store must have at least 2 movie screens for the loyal customers of SKC.

CONCLUSION

CONCLUSION

Making more profit through sales at the outlet/stores is the motto of every retail organization. In order to achieve the said objective, proper positioning of the brand to customers through good internal staff , comfortable zones to the customers , better services, highly

trained staff , well communicating CSR and employees behaviour at the stores are the vital elements.

Though the study is not exhaustive, the data obtained is enough to understand the attitude of customers towards the employee behaviour and communication skills of the CSR .

Hence I would like to conclude this report by stating that SKC has to work very hard towards the improvement of the employees of J.C road outlet/store, which would indirectly build a brand image of the company resulting in better sales and good customer feedback.

ANNEXURE

I

Questionnaire

Dear Customer,

I am Syed Ismail , an MBA student at Al-Ameen Institute of Management Studies , I would kindly request you to tell me about the service that you have received so far at SKC by taking a couple of minutes for filling up this questionnaire as a part of my academic project and also giving me the opportunity to serve you better .

NAME : _____.

ADDRESS : _____
_____.

COMPANY : _____.

CONTACT NO : _____.

E-MAIL ID : _____.

1. Please tick (✓) the following:

a) Age Group?

A. 15-25 yrs	☐	B. 25-35 yrs	☐
C. 35-45 yrs	☐	D. 45 & Above yrs	☐

b)Gender

A. Male	☐	B. Female	☐
---------	--------------------------	-----------	--------------------------

c)Occupation

A. Businessman

- B. Employed
- C. Housewife
- D. Student
- E. Others Please Specify _____.

d)Monthly Income Group

- | | | | |
|--------------------------|--------------------------|--------------------------|--------------------------|
| A. Less than Rs.20, 000 | ☐ | B. Rs.20, 000-Rs.40, 000 | ☐ |
| C. Rs.40, 000-Rs.60, 000 | ☐ | D. Rs.60, 000 & Above | ☐ |

2. Can you tell the reasons for preferring S.K.C?

- | | | | | | |
|---------------|--------------------------|----------------|--------------------------|------------------|--------------------------|
| A. Brand Name | ☐ | B. Quality | ☐ | C. Service | ☐ |
| D. Price | ☐ | E. Convenience | ☐ | F. Fashion/Style | ☐ |

3. Which of the following qualities of the service representative stood out (as being superior)?

- | | | | |
|--------------------|--------------------------|------------|--------------------------|
| Patient | ☐ | Friendly | ☐ |
| Enthusiastic | ☐ | Responsive | ☐ |
| Listened carefully | ☐ | Other | ☐ |

4. Was the customer service representative (CSR) very courteous?.

- | | | | |
|--------|--------------------------|-------|--------------------------|
| A. Yes | ☐ | B. No | ☐ |
|--------|--------------------------|-------|--------------------------|

5. The customer service representative :

- | | | | |
|----------------------------------|--------------------------|---------------------------|--------------------------|
| A. Gave me the wrong information | ☐ | C. couldn't solve problem | ☐ |
| | ☐ | | ☐ |

B. Didn't understand the question

D. Disorganized

6. Does the CSR give individual attention? What is your preference?

_____.

7. CSR of this store are able to handle customer complaints directly and immediately?

A. Yes

☐

B.

B. No

☐

Please Specify _____.

8. The customer service representative was very knowledgeable?

A. Yes

☐

B. No

☐

9. How is the fluency of Language of the CSR while communicating with you?

A. Excellent

☐

B. poor

☐

C. Average

☐

D. Understandable

☐

10. How much is the efficiency of CSR in communicating the accurate information of the product/service to you?

A. Less than 25%

☐

B. Less than 50%

☐

C. Less than 75%

☐

D. 100%

☐

11. What are the languages you prefer the CSR to know at the time of shopping?

A. English

☐

B. Hindi

☐

C. Tamil

☐

D. Kannada

☐

E. Others (specify) _____

12. What is your opinion about the representatives of S.K.C at the store?

- | | | | |
|--------------|--------------------------|---------|--------------------------|
| A. Excellent | ☐ | B. Good | ☐ |
| C. Average | ☐ | D. Poor | ☐ |

13. This store gives customers individual attention.

- | | | | |
|--------------|--------------------------|---------|--------------------------|
| A. Excellent | ☐ | B. Good | ☐ |
| C. Average | ☐ | D. Poor | ☐ |

14. Suggestions:

***** Thank You for your Cooperation*****

SYED ISMAIL S. I

BTBLTGR A

PHY

BIBLIOGRAPHY

BOOKS

AUTHORS

- | | | |
|--------------------------------|-----|---------------------|
| ➤ MARKETING
MANAGEMENT | --- | PHILIP KOTLER |
| ➤ PRODUCTION
MANAGEMENT | --- | ASHWATHAPPA |
| ➤ FINANCIAL
MANAGEMENT | --- | PRASANNA
CHANDRA |
| ➤ HUMAN RESOURCE
MANAGEMENT | --- | ASHWATHAPPA |
| ➤ ACCOUNTING MANUALS
OF SKC | | |

WEBSITES

- WWW.SK4U.COM
- WWW.ANSWERS.COM