Suggestions
SUGGESTION

The review of the overall conclusion of "The marketing strategy of H.M.T." reveals that company performance is not satisfactory since 1992-93 to till today. Yet the company is trying to improve its financial position, but it can't succeed. Although loss amounts have fallen down. Following suggestions can be applied to improve the status of the company.

1. Seeing stagnancy in growth of sales of the company, it should search for a new market.

2. New models and features along with reduction of cost of production H.M.T. (Watches) should be enhance its sale in the domestic market and export the watches.

3. H.M.T. (Watches) export supply problem is very serious, so the company should try to remove this problem.

4. Sales' promotion must be improved. Advertisement budget must be provided, by which the company makes its advertisement through strong electronic media viz- Different channel, Radio, Internet. New model/feature should be advertised and makes publicity through different new papers, magazines etc.

5. R&D (Research and development) budget should be increased and utilized in a proper way and positive attitude.

6. On the west coast of India, smuggled watches are sold by Kilogram. Unorganized sector comes from the smuggled watches movement of Chinese, Hong-Kong, Japanese, origin. Company
should be notice to the Govt. to the Particular problem and try to organize all the organized company to face this problem.

7- The strategy that H.M.T. (Watches) should be adopt — Titan, and other major watches players are many things to many people and has the entire ranges. It sales watches design, accuracy, durability, style, emotions, value etc. H.M.T. can come out with brands like Roman and Fragments the market on a variety of parameters, this will easy task given the flexible nature of watch manufacturing. It can then itself in some riches.

8- Govt. rules and regulation regarding marketing should be abandoned by the Govt, because it makes barriers some lines to take decision quickly regarding market fluctuation.

9- H.M.T. should be arrange the Seminar and Conferences in different state. Such type of Seminar/Conference can be arrange for H.M.T. Dealers/Whole sellers and for consumer’s.

10- Company should be take suggestions from different marketing related magazines editor/enterprises who are makes the report through market surrey VIZ- A&M, CMIE, Business today etc.

11- H.M.T. should be make the large hording boards, Glow shine boards in different city/Rural area also.