CHAPTER FIVE

FINDINGS AND CONCLUSIONS

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CHAPTER FIVE

FINDINGS AND CONCLUSIONS

The previous chapter, (Chapter 4), presented in detail about data analysis and interpretation. In the final chapter of the thesis, the researcher has described findings, conclusions, suggestions, recommendations, limitation of the research work, scope for future research and contribution made to the body of the knowledge on the subject. The chapter ends with the summary of this chapter along with appendices and bibliography.

5.0 Introduction:

On the basis of data analysis and interpretations, the researcher has come to various findings of the research work. Conclusions were derived on the basis of findings and suggestions and recommendations have been suggested and recommended.

5.1 Findings:

Based on the analysis and interpretations of primary data, the researcher has arrived at the following major findings:

1. Manufacturing SMEs of MIDC Chinchwad area were manufacturing various kinds of products. On the basis of data analysis; out of 100 per cent, 2.43 per cent accounted for ferrous, non ferrous and rubberized, 1.21 per cent accounted for ferrous, non ferrous and wooden, 33.60 per cent accounted for ferrous and non ferrous, 27.53 per cent accounted for ferrous only, 8.91 per cent accounted for non ferrous only, 4.86 per cent accounted for rubberized only, 2.84 per cent accounted for liquid only, 3.24 per cent accounted for wooden only, 15.38 per cent accounted for other and 3 accounted for missing. Hence ferrous and non-ferrous metals were the largest manufactured products by SMEs of MIDC Chinchwad area. (Refer Table 4.2)
2. Only 18.80 per cent SMEs had marketing department in their organization and 81.20 per cent SMEs did not have marketing department. Hence due to which they were not able to conduct more promotional activities. In many SMEs, one person was doing all activities from production planning to market the products. (Refer Table 4.3)

3. In the last 3 years, return on investment was recovered by majority of SMEs. As per data analysis, +1 had the maximum improved point of ROI with 61 respondents and +5 had the minimum improved point of ROI with 6 respondents and -1 had the maximum losses point of ROI with 22 respondents and -4 had the minimum losses point of ROI with 1 respondent. (Refer Table 4.5)

4. In the last 3 years, the sales of majority of SMEs had increased. On the basis of data analysis, +1 had the maximum improved point of Sales with 54 respondents and +5 had the minimum improved point of Sales with 10 respondents and -1 had the maximum losses point of Sales with 16 respondents and -5 and -3 had the minimum losses point of Sales with 1 respondent each. (Refer Table 4.7)

5. Customer feedback is very important in today’s competitive business world. In the last 3 years 70 per cent respondents had taken customer satisfaction feedback while 30 per cent respondents had not taken customer satisfaction feedback. Once in a year was the mode of taking customer feedback which was done by maximum number of SMEs while once in a half year was done by minimum number of SMEs. Majority of them were conducting this only for getting ISO certifications as to get ISO certifications, to take customer feedback is mandatory. (Refer Table 4.8 and 4.9)

6. 27.60 per cent respondents said that the government schemes reach in time while 72.40 per cent respondents said that they did not get any government schemes information at all. (Refer Table 4.10)
7. 28.40 per cent respondents said that they used to receive government schemes details while 71.60 per cent respondents say that they did not receive any details government schemes information at all. (Refer Table 4.11)

8. According to 54.60 per cent respondents, government policies were favorable for growth of SMEs while 46.00 per cent respondents said it as unfavorable. (Refer Table 4.12)

9. SMEs of MIDC Chinchwad area were focusing on branding and promotional activities. As per data analysis, 47.20 per cent SMEs had been registered in different offline directories while 52.80 per cent SMEs had not yet registered. (Refer Table 4.13)

10. Brand awareness is very important for growth of an enterprise. 24.80 per cent respondents said that they participated in trade fairs and exhibitions while 75.20 per cent respondents did not participate. (Refer Table 4.14)

11. Income of 53.20 per cent SMEs had decreased over the past 6 months, of 28.40 per cent it had remain unchanged and of 18.40 per cent, it had increased. (Refer Table 4.15)

12. During the past 12 months, 25.20 per cent SMEs had introduced a new or significantly improved product or service to the market while 74.80 per cent had not. (Refer Table 4.16)

13. During the past 12 months, 6.80 per cent SMEs had introduced a new or significantly production process or method while 93.20 per cent had not. (Refer Table 4.17)

14. During the past 12 months, 6.00 per cent SMEs had introduced a new organization of management while 94.00 per cent had not. (Refer Table 4.18)
15. Globally SMEs have been conducting market research which acts as a narration of customer’s needs wants and feedback. But this research data analysis revealed that only 17.20 per cent SMEs of MIDC Chinchwad had been conducting market research while 82.80 per cent had not yet initiated. (Refer Table 4.19)

16. Most of the respondents had described by rating the overall state of customer relation between SMEs and its customers as good (Refer Table 4.22), the degree of customer service had more impact on SMEs reputation (Refer Table 4.24), the importance of improving customer relation to a company’s core strategy as extremely important (Refer Table 4.26) and the importance of the use of the internet in establishing good customer relations for the SMEs as extremely important. (Refer Table 4.28)

17. SMEs are using digital platforms to cater market and access customer. 46.00 per cent SMEs had registered themselves in different online directories while 54.00 per cent had not been registered yet. (Refer Table 4.29)

18. 39.20 per cent SMEs had their own websites while 60.80 per cent did not have their own websites. (Refer Table 4.30)

19. E-marketing has emerged as the current marketing trend. SMEs should have to use these trends. Only 20.40 per cent SMEs had awareness about e-marketing while 79.60 per cent had unawareness about e-marketing. (Refer Table 4.31)

20. E-marketing tools help in marketing promotional activities in a low investment. 31.70 per cent SMEs of MIDC Chinchwad area had opted web advertisement, 30.70 per cent had opted e-mail marketing, 30.40 per cent had opted SEO marketing, 5.30 per cent had opted social media marketing and 1.90 per cent had opted viral marketing as major forms of e-marketing tools preferred by them. (Refer Table 4.33)
21. 10.80 per cent respondents were on Facebook social networking site, 7.20 per cent respondents were on Google plus social networking site, 2.00 per cent respondents were on LinkedIn social networking site and 1.60 per cent respondents were on other social networking sites. Facebook was the most popular social networking site among SMEs in Pune. It was concluded that the number of respondents using other social networking sites other than Facebook, LinkedIn and Google plus was very less. Hence, the overall presence of SMEs on different social networking sites was 21.60 per cent and still 78.40 per cent were not using it. (Refer Table 4.34 and 4.37)

22. 2.80 per cent SMEs had an independent brand management department while 97.20 per cent had no brand management department in their organization. (Refer Table 4.38)

23. 67.20 per cent respondents thought that it was difficult to build and maintain a brand in SMEs and 32.80 per cent respondents thought that it was not difficult to build and maintain a brand in SMEs. (Refer Table 4.39)

24. 39.40 per cent respondents had difficulties in maintaining standardization of products due to changing needs of customer and 30.60 per cent respondents said that cost of production was high. (Refer Table 4.40)

25. 54.00 per cent respondents had lack of knowledge of market segmentation, 21.10 per cent respondents had difficulties in identifying promising segments and 11.90 per cent respondents had difficulties in segmenting the market, 9.80 per cent respondents said that they did not need it and 3.20 per cent respondents had difficulties in processing the products. (Refer Table 4.41)

26. 37.20 per cent respondents strongly agreed with the statement forced to charge low prices because of parity environment while 32.80 per cent respondents were neutral, 13.60 per cent respondents agreed, 12.40 per cent respondents strongly disagreed and 4.00 per cent respondents disagreed. Hence there was variation in prices of SME products. (Refer Table 4.42)
27. 35.20 per cent respondents agreed with the statement distribution cost is high was the main factor for place related problems in many firms while 28.00 per cent respondents strongly agreed, 26.40 per cent respondents were neutral, 5.60 per cent respondents disagreed and 4.80 per cent respondents strongly disagreed. (Refer Table 4.47)

28. 45.20 per cent respondents strongly agreed with the statement high cost of advertisements was the main constraints in promotional activities of SMEs while 31.60 per cent respondents were neutral, 20.80 per cent respondents agreed, 2.00 per cent respondents disagreed and 0.40 per cent respondents strongly disagreed.(Refer Table 4.52)

29. 58.80 per cent respondents said that lack of funds for R&D was the major reason for lack of marketing innovations in SMEs while 26.20 per cent for lack of R&D orientation and 15 per cent for difficulties in stopping others copying the products. (Refer Table 4.57)

30. 23 per cent respondents were facing tough competition, 14.60 per cent were facing problems in finding customers, 13 per cent respondents were implementing improper marketing strategy, 10.60 per cent respondents were facing problems in new product marketing, 9.10 per cent respondents were facing problems in brand building, 8.40 per cent respondents were unable to access finance and 5.10 per cent respondents had government regulatory related problems. Hence, these were the current most critical problems faced by SMEs in MIDC Chinchwad area. (Refer Table 4.58)
5.2 Conclusions:

It was concluded that SMEs of Pune must have to create their marketing profile which will help them in knowing their marketing capabilities, marketplaces, customers and latest marketing techniques adopted by different enterprises. SMEs should have to identify their marketing problems due to which they are facing problems in selling their products and reaching to the target customers. SMEs are not using digital marketing techniques as they are satisfied with traditional marketing approach and to survive and sustain in this competitive world, SMEs have to use digital techniques like social media, online directories, websites e.t.c. Brand building is an important activity which SMEs of Pune are ignoring and not implementing as they thought that brand building process is too long and time consuming. Hence, there is a need for change in their attitude of treating branding as expenditure rather than investment. Without having marketing departments, growth of SMEs will be limited resulting in limited sales and narrow customer base due to which they will be not able to compete with MNCs and will be out of the market by becoming sick. For becoming successful, SMEs have to focus on conducting market research through forming SMEs consortium and Clusters, focusing on getting ISO certifications, focusing on getting Patent of their new innovative products, building and maintain customer relationship, focusing on branding and marketing activities and SME-Institute tie-ups for getting students for R&D, Internship, branding activities etc. To grow from small factory to large enterprises, there is no alternative to marketing.
5.3 Suggestions:

Based on the findings, the researcher had arrived at the following suggestions:

5.3.1 Suggestions to SMEs

1. It is suggested that SMEs should have separate marketing departments to conduct promotional activities. Marketing departments are the need of the hours as this world is full of competition and for selling the products, SMEs have to create awareness in the market by attracting customers and in this activities, this department can play an important role. Currently, only 18.20 % SMEs have marketing departments and remaining 81.80% have not, while most of the MNCs have marketing departments due to which they have the majority of market shares, customer bases and profit margins. So if SMEs in Pune as well as India, want to survive in this competitive market then they should have to induct marketing department and have to recruit marketing personnel.

2. There is need for focusing on getting ISO certifications and implementations of ISO standards as this will help the small enterprises in following ways:-
   a. Makes you a competitive bidder
   b. Improves the whole business and Opens doors to international markets.

3. It is desirable to focus on getting patents for their products as small enterprises have difficulties in getting customer attentions and through patent, SMEs can convince both customers and investors that they are unique in the marketplace. Patent will also boost the business of SMEs.

4. By getting IPR of their employees, SMEs will retain the pool of talent with them for longer duration.
5. It is required that SMEs can come together and should try to have a cluster of SMEs for conducting market research. Each SME will contribute their contribution in the overall expenses of running the centralized R&D department.

The benefits of this will be as below:

a. Shared costing by establishing cluster of marketing research department
b. Market research will be conducted to know the pulse of the market as it will help in knowing the need of the customers and SMEs can do product development and product customization on the basis of those research findings
c. SMEs with their unity can compete easily with MNCs by making Consortium.
d. Consortia approach for getting stalls in trade fairs, exhibitions and entry to global markets.

6. Women should be encouraged to become SME entrepreneur.

7. SME-Institute tie-ups for getting students for R&D, Internship, branding activities etc. Through this, SMEs will get students as a Trainee who will help in market research, product marketing, brand promotions and training and development of other employees and for all there is no need to make any investment to hire students.

8. SMEs need to use digital marketing as it leads to targeted advertising.

9. SMEs can plan for crow funding for their various projects and expansion plans.

10. Marketing Support is expected to be started by SMEs to upgrade the employees. Through this, the employees may get the required trainings, market and product knowledge, marketing and selling skills. Without this SMEs will not be able to exploit the market. MNCs are focusing on marketing support and hence they are successful in the markets as customers prefer their products on SMEs products.
11. It is required that SMEs must take customer feedback on regular basis to know the pulse of the market. The mode may be monthly, quarterly, half yearly or annually. After taking customer feedback, the product development and customization should take place. 70 per cent per SMEs in Pune are taking customer feedback due to ISO certification compulsion. This mindset must be changed as customer feedback is most important activity which should be conducted after the sales to know the response. But SMEs are not taking it seriously and conducting once in a year rarely or sometimes for namesake. This should be cultivated as habit on regular basis every month so that by knowing the feedback, SMEs can make customization in their product to satisfy their customers.

12. SMEs should have to develop a single window point of contact to get government support and information related to schemes, incentives and many other benefits. Currently 71.46 per cent SMEs in Pune are not getting government related information and due to which they are not getting benefits of different schemes launched by government to promote this sector on the path of growth. Hence, it is suggested to start a single window point of contact on priority basis.

13. It is desirable by SMEs to register themselves on both online and offline directories. 52.80 per cent SMEs are not registered in any offline directories, customers are using different directories to search the companies as per their product categories and if they will not find then they will place the order to MNCs whose name is registered in that. 54.00 per cent SMEs in Pune are not registered in any online directory as this world is digital and all information is available on internet, but still these SMEs are unaware about this. Online directories like Indiamart, Sulekha.com Just dial and many others are helping customers in finding the right company with right product. So it is necessary for SMEs to register and take advantage of the benefits.
14. It is advised to SMEs to make their websites so that they may publish their products related information to create unique brand identity in the market. Customers are visiting websites before visiting the companies for placing orders and after satisfying themselves with all their queries related to the company and products are taking their final decisions. The website is a great tool for contacting customers from any part of the world. It is time saving and value generator. The benefits of website are more than the cost of making it. Most of the MNCs have made their own websites which are very attractive, customer friendly and loaded with all necessary information related with company, products, customers, certifications, awards and contact details. Hence SMEs in Pune must have websites as 60.80 per cent do not have.

15. It is desired that SMEs should use internet for digital presence and should also use social networking sites to create awareness, brand awareness, product promotions and contacting customers. The social networking sites have become a platform where customers spent their quality time and if SMEs use this platform then they not only create brand awareness among customers but also can attract customers towards their products. In this way, by investing low capital, SMEs can access more number of customers irrespective of geographical boundaries.

16. SMEs are expected to build long term relationship with its customers. In this current scenario of competitive marketing, building a long term relationship with customers is very mandatory. The degree of customer service has more impact on SMEs reputation and hence it is extremely important to improve customer relation to a company’s core strategy and use of the internet in establishing good customer relation is advised. SMEs of Pune can do the following to build good relationship with customer to retain them for longer period:

   a. Special schemes, discounts on regular purchase, gifts, trips and reward points should be launched by SMEs for retaining its existing customers.

   b. Priority service to the existing customers.
c. Regular feedback from the customers through e-mail, SMS, letters and phone calls.

d. Greetings customers on occasions like New Year, festivals, birthday and anniversary by offering card and gifts.

e. By organizing a small party once in a year as “Annual Customer Meet” in which business networking must also be done.

f. Launch of Referral schemes to those customer who refer new one. By making a slab with the criteria of number of references and amount of business, SMEs can offer benefits in the form of discounts in prices to the referring customers. In this way, the customer base can be increased in economical way.

g. Start of customer care service with a toll free number to serve the customer better.

h. Distribution of awards and certificates to customers.

17. SMEs ought to focus more on branding activities to build a strong and appealing brand which may attract more and more customers. There should be a dedicated brand management department which will take care of branding related activities. They should identify the problems related to brand management and should take efforts to maintain brand. SMEs can sponsor regional festival arrangements, events and contests for creating brand awareness by connecting themselves directly with customers. They may use the festivals like Ganesh Chaturthi, Durga Puja, Id, Christmas, Lohri, Krishna Janmasthami etc. by sharing the expenses of Pandal set-up expenses, banners and others and in lieu of that they may set up their stalls for product demonstration may use their logos in the promotional banners. Branding is the only way through which SMEs can earn good profits and must have to allocate some annual budget for such activities. MNCs are focusing more on branding and hence SMEs of Pune must focus too. In this way, in a low capital investment, SMEs can get more and more customers attraction easily and may be in position to create their brand visibility and awareness in the market.
18. SMEs have to do tie-ups with educational institutes like management institutes. They can offer summer internship to the students by paying stipends and issuing certificates. SMEs can get guidance from the students in marketing related activities. They can send them for market research, collecting feedback, contacting customers, brand awareness in the market and many such assignments. This will be beneficial for both SMEs and educational institutes in long run.

19. It is suggested to SMEs to conduct marketing research as 82.80 % are not doing this. Without knowing market needs about products, if SMEs are manufacturing it, then the sale will be low. Before making a product, market research should be conducted to know the needs of the customers, preferences for product, benefits which customers are seeking in a product, their expected prices and many more. In this way, SMEs of Pune must conduct market research on regular basis to know the pulse of the market to serve them in better way. For this, SMEs should also set up R&D department and recruit qualified data collection research personnel.

5.3.2 Suggestions to Government

1. Government is suggested to set up an SME institution in which courses on entrepreneurship, product development, market research, branding, marketing techniques and ways to be global etc. should be in the curriculum.

2. Government should start affordable advertising platforms for SMEs to access more market and reach to the target customers like dedicated T.V channels, newspaper and online portals.

3. Government has to organize trade fairs and exhibitions on regular basis where entry and participation should be free for certain period of time.

4. It is desirable that government should start facilities like speedy registration, quick loan at low rate of interest and other assistance under one roof within a certain period of time.
5. It is expected that government should start a helpline for support which will guide the SMEs. Those SMEs which are sick may get tips and will try to revive itself.

6. Government is advised to make entry and exit of SMEs easy and should reduce red tapes and end the license raj.

7. Government is suggested to organize camps on monthly basis for helping SMEs in solving their various problems as initiating “SME Chaupal”.

8. Through Make in India initiatives, government is desirable to focus on outsourcing newer technologies, upgraded machines, experts from global markets to train the SMEs so that they can learn from international giants and produce locally to sell globally.

9. Tax holidays and tax rebates for certain periods, incentives for exporting products, funds for start-ups SMEs ought to be started by government which will help in making the Start-ups SMEs Stand-ups at the market place.

10. Government is advised to focus more on SMEs sectors by allocating funds in annual budget. The funds should be used for financial aids, national awards to SMEs who are performing good, foreign visits and also in setting up new ventures.

11. Through “Make in India” initiatives, government should establish up to 10 SMEs villages in each Taluka where those products will be produce which may be consume locally. This will also help in generating employment.

**5.3.3 Suggestions to Supporting agencies of SMEs**

1. Supporting agencies of SMEs have to start guidance camp on regular basis for SMEs.
2. Supporting agencies of SMEs should help SMEs from manufacturing to marketing of its products both nationally and globally.

3. Industry bodies like MCCIA, SME Chambers and such others ought to start Active SME cell to guide small enterprises on regular basis.

4. Industry bodies need to try for developing mobile apps for SMEs to guide them.

5. Supporting agencies of SMEs are expected to focus on international tie-ups for accessing global market.

6. Supporting agencies of SMEs should study international SMEs way of approaching market, methods to find new markets and customers. After learning these techniques should train Indian SMEs.

7. Banks have to modify their norms for sanctioning quick loans to SMEs with less documentation at low rate of interests.

8. It is desirable that supporting agencies of SMEs should organize seminars, workshops, exhibitions and many different programs for SMEs.

9. It is required that supporting agencies of SMEs should negotiate with government for tax rebates, monetary benefits and facilities to maximize the growth of SMEs.

10. It is desirable to start rating the SMEs on the basis of their quarterly performance considering parameters like annual turnover, employee base, production capacity, exports, sales, customer base, branding activities and at the end of the year they should publish the rating along with ranking. On that basis, they will know in advance about such SMEs which may be sick in near future and by suggesting proper strategies, they can support them.
5.4 Recommendations:

Following are the major recommendations for SMEs of Pune:-

1. Lack of a planning is often a basic problem for many SMEs due to which they face various problems. It is recommended to form a SMEs cluster to solve the different problems.

2. It is recommended to SMEs of Pune to establish an R&D cell for updating various marketing related information of marketplaces and customers so that SMEs may compete with MNCs.

3. SMEs should have to focus on creating a global marketing hub through international tie-ups to access the global market.

5.5 Limitations of Research:

This research had following major limitations:-

1. This study was limited to only manufacturing industries.

2. The area of research was restricted to MIDC Chinchwad in Pune only.

5.6 Contributions Made to the Body of Knowledge on the Subject:

This research work has made the following major contributions to the body of knowledge on the subject:-

a. The researcher has suggested innovative parameters by devising one tool to check whether SME sector is sick or healthy.
Figure No. 5.1: SME Sector Performance Calculator

If there is an increase in all the parameters mentioned in the SME Sector Performance Calculator, then the role of small enterprises in the country would be prime and if there is a decrease in all the parameters, then the role of small enterprises in the country would be critical. In the case of critical, there should have to be a deep analysis on all the above parameters to find out the reasons of non performance which leads to the sickness of the enterprises.
b. The researcher has designed a conceptual model for SMEs which is as below:

![CARE CLUB Conceptual Model for SMEs](image-url)

**Figure No. 5.2: CARE CLUB Conceptual Model for SMEs**
The Conceptual model for SMEs titled “CARE CLUB MAP” will be helpful to various types of SMEs like those which are manufacturing components,. those which are manufacturing raw materials,. those which are manufacturing spare parts, those which are doing assembling and SMEs which are manufacturing complete products.  All these types of SMEs pass through various phases in their life cycle such as Start-ups, Struggling, Established and Sick. They are facing various marketing related problems due to which they are unable to survive in the market. Hence the researcher has suggested a common model which will help these SMEs in curing and caring from such problems.

The word “CARE CLUB MAP” is an abbreviation which can be described as below:

- C stands for Customer Management
- A stands for Advertising Actions
- R stands for Research Assistance
- E stands for E-Marketing Assistance
- CLU stands for Cluster Development
- B stands for Brand Building Activities
- MAP stands for Marketing Action Plan

In each of these above mentioned solution oriented tips, the researcher has suggested the Tips for curing and caring various marketing related problems of SMEs in MIDC Chinchwad area. Hence, the nature of problems is same in different parts of the country; this model will definitely act as a guiding lamp to them.

c. The researcher has focused on the regular feedback from the customer by suggesting a new concept-KYCF (Know Your Customer Feedback).
d. The researcher has suggested “SMART SME” conceptual model for solving marketing related problems by creating SME Marketing profiling.

![SMART SME Conceptual Model](image)

**Figure No. 5.3: SMART SME Conceptual Model**
The name “SMART SME” stands for

S-Strategies of
M-Marketing
A-Advancement and
R-Result
T-Transformation for SME

This is a step by step plan of conduction of marketing strategies which will help SME in solving their marketing related problems. If all or any of the above noted features are not present, the industrial establishment in question may:

a. Become stagnant.
b. Run into losses.
c. Show a very low growth rate.
d. Fail to sustain competition with other counterparts from the industry.
e. Eventually lose market share.
f. Not be in position to maintain quality of the product.
g. Lose customer base to other competitors and so on.

This model states that there is a need for proper marketing strategy from the product development. SMEs have to conduct market research before and after product development. They should try to get product certifications like ISO and patents. This will help them in differentiating their product at the market places. By starting marketing department, SME can get access to new customers and markets. Through branding activities, awareness about the brand and its product will be generated. They should participate in trade fairs; exhibitions register themselves in online and offline directories. To get more attention, there is a need to create own website. As this is a digital era, hence there is a need for e-marketing using social media, e-mail, SEO etc. They should do branding and promotional activities using both traditional and digital approaches. To know the customer responses, customer feedback must be taken as per the convenient mode like once in a year or quarterly.
SMEs should have to form their homogenous cluster or consortia for collective marketing such as collective bargaining, collective participation in trade fairs and exhibitions, collective training and development etc. Development and Upgradation of skills, machineries and technologies is very important. By establishing an internal committee, SMEs can formulate their short term or long term planning, analyze and evaluate their overall performance. In this way, this plan of conduction will not only help SMEs of MIDC Chinchwad area in their overall development but also of the whole country. In this way every Smart City will have “SMART SMEs” and it will lead to make India a global manufacturing hub.

5.7 Scope for Future Research:
This research is pioneering and therefore opens several possibilities of future research in the areas at macro level. This research has been focused extensively on manufacturing SMEs and further it can be again researched on study of marketing problems of SMEs in service industries at city, state or national level.

5.8 Summary of the Chapter:
The findings and suggestions would be proven helpful to SMEs in the field of manufacturing in MIDC Chinchwad area. By overcoming various marketing problems, SMEs can register growth in profit and may contribute their remarkable contribution in Indian GDP.