CHAPTER 7

CONCLUSIONS AND RECOMMENDATIONS
7.0 CONCLUSIONS AND RECOMMENDATIONS

7.1) Conclusions:
After the analysis of collected data and observations made thereof, it is concluded that:

1) The recessionary and boom cycles are bound to take place in the economy like our's.
2) The engineering industry has emerged as a very vital part of the country's total industrial profile. It also makes a very sizable contribution in the field of exports. However, due to the recessionary cycles the functioning of engineering industry gets affected heavily.
3) The SSI engineering sector's contribution in the overall economic development of the country is considerable as regards – value addition, employment generation and exports.
4) The WTO regime and implementation of its agreements have posed threat for the survival of Small Scale Engineering Industries, at the same time it has opened up new opportunities as well.
5) The SSI engineering sector is already facing lot of limitations as regards the availability of skilled manpower, money and time.
6) It today's competitive world marketing acquires equal importance as that of production side of the business. However, in the day to day working of SSI engineering units all the functional areas of management
are required to be looked upon mainly by the entrepreneur himself. As such no separate attention can be focussed on the marketing activity.

7) This lacuna can be removed by giving marketing activity to Polymarketing Organisation, which in turn will result in optimizing the factors on input side of business.

8) Around 90% respondents from the SSI engineering units surveyed have shown their inclination for Polymarketing Organisation.

9) 66.66% of the large scale units surveyed have expressed their acceptance to Polymarketing Organisation for availing services in the area of vendor related activities. However, further in depth study is required to be carried out.

10) All the respondents from SSI sector and large scale units expressing acceptance to Polymarketing Organisation have shown willingness to pay professional fees to such organisation.

**Principal Conclusion:**

It is concluded from findings and observations that the Polymarketing Organisation is needed to take care of marketing activity for small scale engineering units. The organization shall be useful for bringing steady and consistent flow of business for the SSI and at the same time shall work as a vendor development agency for large scale industries. This organization shall be a private company working on commercial basis.
Thus, all the Objectives of the study are fulfilled and Hypothesis put up are getting reasonably proved by the Observations made after the Analysis and Interpretation of the collected data.

7.2) Contribution made to the body of knowledge on the subject:
The researcher would like to make humble submission that he has created a new concept of "Polymarketing Organisation" and gone ahead in testing its utility for small scale engineering industries in and around Pune City. The utility of the study can be highlighted by following practical examples:

1) Curtailment in vendors by large industries like Bajaj Auto Ltd., Tata Motors Ltd. etc. and assigning the responsibility of supplies to the single vendor for a large number of items. It is read that the concept of vendor within vendor is now emerging in Large Scale Industries. Thus, these industries are assigning the role of Polymarketing Organisation to a single vendor.

2) Recent formation of "Auto Cluster" from the industries in Pimpri – Chinchwad industrial area for exports of auto components.

3) The news as released in "Aaj Ka Karobar" on CNBC TV 18 channel on 21-6-2004 stated that – Auto – Ancillary Units in Chennai have formed Chennai Engineering Network (C.E.N.) to book the orders from Auto – Giants under one common platform. Within six months from this start up, C.E.N. could book orders worth Rs. 50 Lakhs.
Thus, this applied research would be a torch bearer to SSI entrepreneurs in devising new avenues for the growth of their businesses.

7.3) Recommendations:
1) Based on the conclusions drawn, the model organization structure of Polymarketing Organisation is recommended as under: Chart No. 7.C.1

MODEL ORGANISATION STRUCTURE OF POLYMARKETING

ORGANISATION SUGGESTED BY RESEARCHER

Private Company

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Proprietor / Partners / Directors

- Marketing Division
  - Business Search Cell
    - Sales Promotion Cell
  - Exports Cell
- Technical Support Division
- Customer Support Division
- Finance Division
- Legal Division
  - Customers Accounting
  - Legal Consultancy including Patents & Trade Mark
- Services Cell for Large Industries
  - Coordination Cell SSI
- Internal Accounting
  - Legal contracts
- ISO Certification Cell
- Product Development Cell
- Quality Assurance Cell
- Technical Consultancy Cell
2) Further in-depth study on this concept of Polymarketing Organisation could be carried out to test its utility as a sound vendor development base from the viewpoint of Large Scale Engineering Units.