CHAPTER - V
CHAPTER V
FINDINGS, SUGGESTIONS AND CONCLUSION

The following are the findings of this study regarding the bricks, the market & the buying behaviour.

1. The burn's bricks quality is higher than the competitor's quality.
2. The burn's bricks price is equal with competitors price.
3. The equal price of burn's bricks is being offseted by higher quality.
4. At present the demand for bricks is less than the supply.
5. Tanmag, dalmia, belpaphar and others are the major competitors to the Burn Standard.
6. The Burn Co., has not marketing research system.
7. Majority of the buyers requirements are in bulk quantity.
8. No of times to place order among the buyers are evenly distributed.
9. The supply of bricks in terms of period has been mainly monthly.
10. The percentage of defective among the buyers requirement is only 2.87%
11. Most of the buyers feel that size is a reason for rejection of the produce.
12. Generally the buyers prefer burn's brand brick only.
13. About the present package system of burn's company, 60% feels that it is very good.
14. Payment though bank is advantages because it makes proper accounting, less time consuming.
15. The buyers expectation on Burn's bricks are due to price only in majority of the cases.
SUGGESTIONS
1. The Burn Co., should maintain timely supply of bricks.
2. They should improve the quality of detrik shape bricks.
3. The company should accept cash payment also.
4. The bricks should be produced as per international standard to catch the foreign buyer more.
5. The order should be accepted carefully because if once the order is accepted, it has to fulfill the requirement of the buyer.
6. An order should not be rejected, unless it should not be profitable.
7. Since buyers are buying from competitors also, the company should take at most care to attract the customers in all possible ways.
8. Since price is higher, the Burn Company should reduce the prices.
9. Due to low demand at present the company should produce less in quantity only.
10. It can make door delivery to its local customer, if possible.
11. Proper arrangement should be made to avoid delay in delivery to other state buyers.
12. In future also the company should maintain quality.
13. Percentage of defectives may be reduced further by improved method of production.
14. Regarding defect of product due to size, the size of bricks may be reduced as per the buyers need.
15. Due to rivalry in market, Burn Company has to increase the demand for their product among the customers by all ways and means.
CONCLUSION

The important aspect for the sales or marketing department of large organizations like Burn standard company ltd., Salem is due to industrial market and buying behaviour. Even though the Burn has good market for its bricks, competition prevails in the market. Rivalry in increasing the capacity among the magnesite industry creates further competition. Competition will be overcome by satisfying the buyers exact needs and wants.

The buyers not only search for progressive capable suppliers (sellers) but often finding them to take all reasonable steps to support them. Progressive buyers realize that it is in their self-interest to develop competent suppliers who will be motivated to continue business with them over the long term. The assisting view of sellers to buyers is purely based on the performance with the seller. Similarly the assisting view of buyers to sellers is also purely based on the performance with the buyers. Hence studying the industrial market and buyers behaviour is an important role of the marketing department of an organization, which produces products to producers for further production.