Conclusions

The relationship marketing demonstrated the outstanding importance of Customer relationship which is closely connected with wider product choice at reasonable prices. Customer relations have more importance very closely linked with customer satisfaction in terms of performance.

The questioners indicated that customer satisfaction interlinked to Customer intimacy that may vary for broader sample the sum of two group of new and old customer shows customer loyalty as regression model, product selection variable of customer loyalty among new as well as old group of customers and reasonable price as significant only among the old group of customers. The satisfaction with the products these early repeat buyers are still evaluating the relationship. Although they have signaled that the firm’s products.

HUL one of the world leaders when it comes to global era recently launched its new products in India to highlight its new production prowess and innovation across products categories at Mumbai is a unique plate from designed by the HUL team to give its patrons an opportunity to experience the state of the art technology of the company’s products soon after their Global launches.

This center will now make it possible for customers in India to see both current and futuristic products on display. The company will subsequently open its life scope centers at Mumbai followed by other metro cities. Customers will experience a chronological journey of the brand’s past,
Present and future at life scope in its philosophy eco sphere with welcome.

- The growth of business may be attributed to the fact that business has become increasingly complex, specialized and competitive as a consequence management has been forced to call in experts to provide services in research taxation, advertising, labor relations and a host of other areas.
- The rate of growth has been uniform for all categories of consumer services. As disposable personal incomes have increased and household and family structure and lifestyle have changed.

- Today the Indian economy growth 7.9% in 2009 July – September period its strongest in six quarters on the back of higher consumer spending and private investment. In newspaper the times of India show Present data triggered hopes that the worst might be over for the Indian economy industrial output grew by 11.7% in November, the highest in past two years raising prospects of a sustained revival in the broader economy in the 2010.

The nature of relationship marketing service stems from several distinctive characteristic. These characteristic create special relationship in marketing challenges and opportunities. They also often result in relationship marketing programs that are substantially different from those found in present market programs.

- The internationalization of market and corporations has changed the way modern corporation do business today, every thing has changed in globalization. To reach the economies of scale necessary to achieve the
low costs and thus the low prices, needed to be competitive companies is new thinking of world wide marketing instead of a national market.

Relationship market global segmentation may be defined as a technique of dividing different countries into homogeneous groups. The concept of global relationships is based on the fact that a business cannot serve the entire world with a single set of policies because there are disparities among countries both economic and cultural. A global marketer, therefore, should pick out one or more countries as leadership.

HUL has great historical success in implementing its strategy worldwide in consumer goods, its HUL many products have been exemplary in this regard. HUL has experienced difficulty in pursuing its competitive strategy. Any goods problems have been due to the same organization at structural level that helped to great its past successes.

However, HUL reputation as an innovator has suffered recently because its has been not beaten by the competition with products like surf, lux, dove etc. HUL has used a multi divisional structure, which allows strong decentralization to each product group or division. These group complete or resources with each other but are highly autonomous business unit focused on a particular set of related business.

One of the most dramatic occurrences in our society in recent years has been the changing role of women. The relationship marketing impact of the growing number of women work in different fields. What is even more significant, however, is now women have succeeded in breaking from the...
traditional and sometime discriminating partners that have stereo typed the male female roles in families, jobs, recreation, product use and many other areas. Today we see, women’s growing political power, economic power, and new job opportunities have considerably changing their perspectives and these of men as well the changing male female roles have considerable

The amount of money teenagers spend now is sub essential enough to be considered in the marketing plans of many company and manufacturers. Even every young children are an influence in buying decision today because they watch television and internet programs or shop with there parents and individually. Purchasing decision is often made jointly by family members some times even the children are include. Young married people are much more likely to make buying decision on a joint basis than are older couples. Apparently the longer a husband and wife live together, the more they feel they can trust each other to act unilaterally.

To emphasize competitiveness among divisions the headquarters office maintains an arms length relationship with them, intervening in divisional affairs only to audit operations and discipline managers whose division perform poorly. In emphasizing competition between division, the headquarter office relies on strategic controls to set rate of return targets and financial control to monitor divisional performance relative to these targets.

Switching costs are high, a new entrant must offer either a substantially lower price or a much better product to attract buyers, usually, and the more established the relationship between parties, the greater is the cost incurred
to switch to an alternative offering. Over time, industry participants typically develop effective means of distributing products. Once a relationship with its distributors has been developed, HUL will nurture it to create switching costs for the distributors. Distribution channels can be strong entry barriers for new entrants, particularly in fast moving consumer goods (FMCG).

from the size of the company and its resources and capabilities to compete in the marketplace; it is also affected by the relationship market.

Therefore most acquisitions that are designed to achieve centralized whole market power entail buying a competitor, a supplier, a distributor, or a business in a high related industry to allow the exercise of a care competence and gain competitive advantage in the acquiring firm’s relationship market. So we suggest The past acquisitions by HUL study shows that when the target firm’s assets are complementary to the acquired firm’s assets, an acquisition is more successful. Defined in relationship market restricting is a strategy through which affirm changes its set of business or its financial structure.

HUL using the unrelated diversification strategy want to create value through efficient internal capital allocations or by restructuring buying and selling markets. Relationship marketing management is the analysis, planning, implementation, and control of programs designed to create, maintain, and control of programs designed to create, build, and maintain beneficial exchanges with target buyers for the purpose of achieving
organizational objectives. It involves more than simply finding enough customers for the company’s current output. Marketing is at times also concerned with changing or even reducing demand. Managing demand means managing customers. Beyond so we suggest designing strategies to attract new customers and create transactions with them, today’s companies are focusing on retaining current customers and building lasting relationship through offering superior customer value and satisfaction. Companies are wrestling with changing customer values and orientations; a sluggish world economy; the growth of non profit marketing; the information technology boom, increased global competition; a call for greater ethical and social responsibility; and host of other economic, political, and social challenges.

Customer value is the difference between the values the customer gains from owning and using the product. Customer satisfaction depends on a product’s perceived performance in delivering value relative to buyer’s expectations. When people satisfied their needs, wants, and demands through exchange.

The political environments consist of laws, agencies, and groups that influence or limit marketing actions. The political environment has under Gone relationship market that affect marketing world wide: increasing legislation regulating business, strong govt agency enforcement, and greater emphasis on ethics and socially responsible actions. The cultural environment is made up of institutions and forces that affect a society’s value, perceptions, preference, and behaviors. The environment
shows long term trends towards a ‘we society,” a return to cautious trust of institutions, in creasing patriotism, greater appreciation for natural, a new spiritualism, and search for more meaningful and enduring values.

HUL want to know more about their customers. This is especially true for the potentially profitable ethnic minority markets the internet has provide a means of gaining more information about these markets and their preference. In addition, the internet is color-blind.

The integrated logistics concept recognized that improved logistics requires teamwork in the from of close working relationships across functional areas Inside the company and across various company. Retailing and wholesaling consist of HUL bringing goods and services from The point of production to the point of use. Retailing includes all activities involved in selling goods or services directly to final consumers for their personal, no business use. Wholesaling includes all the activities involved in selling goods or services to those who are buying for the purpose of resale or for business use. Wholesalers perform many functions, including selling and promoting, buying and assortment building, bulk-breaking, warehousing, transporting, financial, risk bearing, supplying market information, and providing management services and advice.

Each retailer must make decision about its target markets, products assortment and services, price, promotion, presentation, and place. We suggest Retailers need to choose target markets carefully and position themselves strongly. Today, whole selling is holding its own in the Indian
economy. Progressive whole sellers are adapting their services to the
needs of target customers and are seeking cost-reducing method of doing
business.

Market position deals with the question, “who are our customer’s” it refers
to the selection of specific area for marketing concentration and can be
expressed in terms of market, product, and geographical locations. Through
market research, corporations are able to practice market segmentation with
various products or service so that managers can discover what niches to
seek, which new type of products to develop, and how to ensure that a
company’s many products do not directly compete with one another. The
marketing mix refers to the particular combination of key variables
under the corporation’s control that can be used to affect demand and to gain
competitive advantage. These variables are product, place, promotion, and
price presentation. One of the most useful concept in marketing, the
product life cycle is a concept enables a marketing from introduction
through growth and maturity to decline. This concept enable a
marketing manager to examine the marketing mix of a particular
product or group of products in term of its position in its life cycle.

Corporate culture shapes the behavior of people in the corporation. Because
these cultures have a powerful influence on the behavior of people at all
levels, they can strongly affect a corporation’s ability to shift its strategic
direction. A strong culture should not only promote survival, but it should
also create the basis for a superior competitive position. For example, a
culture emphasizing constant renewal may help a company adapt to a
changing hyper competitive environment.

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A change in objectives, strategy or policies is not likely to be successful if it is in opposition to the accepted culture of the firm. Fast moving consumer goods (FMCG) and even sabotage may result as employees relate to radical change in relationship marketing. We suggest that the R&D manager is responsible for suggesting and implementing a company’s technological strategy in light of its corporate objectives and policies. The manager’s job, therefore, involves choosing among alternative new technologies to use within the corporation, and developing methods of embodying the new technology in new products and processes, and developing resources so that the new technology can be successfully implemented.

The expansion of the marketing-oriented internet into intranets and extranets is making significant contributions to organizational performance through supply chain management and virtual team. Distribution channel is forming of new works for sourcing raw materials, manufacturing products or creating service, storing and distributing the goods and delivering them to customer to retailer. HUL are integrating modern information systems into their corporate value Chains to harmonize company wide efforts and to achieve competitive Advantage. Finding such a niche is not always easy. Company management must be always looking for a strategic window, that is a unique market opportunity that is available only for a particular time.

The demographic factors of sex and age alone often do not adequately explain consumer buying behavior. Frequently, we suggest for difference in consumption patterns between two people of the same age and sex is that they are in different life-style situations. The family life style
refers to the important stages in the life of an ordinary family. In the past, the family life style has generally been broken down into many stages, young married couples with children’s, bachelors, young married couples with no children, older married couples with no children living in relation single people. The size of family income is probably an obvious determinant of how the family spends its income. Consequently, relationship market should analyses the expenditure patterns of various income classes for each income groups. There is a high degree of uniformity in expenditure of middle income spending units. As we shall note in research however, social class structure is a much more meaningful criterion for determining expenditure patterns. For each product of HUL category, there is a considerable absolute increase in rupees spend as income rises. In other words, people in a given income bracket spend significantly more money in each product category than their less well off neighbors, even through the lower income households devote a larger percentage of their total expenditures to the given product class. Amount spent for personal care, and health hygiene also gradually increase and decrease as a percentage of total expenditure as income increase. In each successively higher income group, the amount spent for expansible food declines as a present age of total expenditures.

Many large retailers and some large wholesalers have their own brands. Middlemen may find it advantageous to market their own brands for several reasons. In present research consumer want the whole products in single roof but he/she not found it so many products. which are not available at retail store the retailer buy only that product which are popular or they think it have demand in market. Some retailer not know about the whole verity in presents the need of company whole product range in reach of consumer.
company open his retail store for the success of relationship marketing.

In present situations flexibility is not present in current situations. We not have company transport system for the supply of goods. We have more chance for duplicate goods at the time of increasing the transport cost like fuels or gas. So we suggest the company make its own transports and cover the supply chains and responsibility.

In the present market situations the villagers customer have more purchasing power than the city customers. So we need the powerful strategy for attractive the villages customers for a boom of growth of relationship market because India have more 70% population in villages then the city’s. In present research customer want the whole variety in single roof but he/she not found it so many products which are not available at retail store. The retailer buy only that products which are popular or they think it have demand in market or make more profit than the HUL products. So we think a requirement of company whole products range in reach of customers.
Suggestions

The research indicate the each type of customer have it choice the demand is made by market price so we suggest the production of products is depend on the choice and price.

- The satisfaction of customer is made customer loyal that it is new or old customer so we suggest the price and products quality make more flexible according to market conditions.

Global launches.

In this present research the global reputation of Hindustan uniliver limited help the customer products buying without any doubts. So we suggest the global presentation is make more power full by company.

- In present research when researcher question about Hindustan uniliver limited products to customer they answer only about famous products not all products so we suggest the whole range of products is come in to the knowledge of customer that is chain of memorably relationship.

In the present research researcher found new opportunities for Hindustan uniliver limited in different fields so we suggest the market opportunities is can not wait for any other so we make the right policy for take this opportunity to business growth.

- In the research researcher found the income of rural areas is more growth 300
able then the cities customer the life style of rural area is same as a town people so we suggest the strategy of rural area is more profitable for our performance.

In this research we found the political and economically strengths is make more power full for relationship market growth.

In relationship marketing, services are essentially intangible. It is an Impossible for customers to sample like taste, see, hear, or smell service before they buy them. This feature of service place some strain on relationship marketing the sales force and the advertising department must concentrate on the benefits to be derived from the service rather than emphasizing the service it self.

In the research we have found some fraud complaints about company products so we suggest the enforcement team make more power full for not repeat these type of complaints.

In this research we have found the different type of segments is performs for a strategy that strategy make the place which touch all the segments in relationship market. Identifying the relationship market segmentation it will sell to HUL has its Choice of two general approaches. In one, the whole market is viewed as a single unit as one mass, aggregate market. This approach leads to the strategy of relationship market is seen as being composed of many smaller, homogeneous segments. This approach leads to the strategy of relationship market in which one or more of these segments
are selected as target markets.

In this research we suggest the competitors strategy’s is take more market then Hindustan uniliver limited because the other company’s products user is not prepare to change there products in comparisons of

- Hindustan uniliver limited. HUL decentralized product division have fostered innovation through an entrepreneurial sprit its separate division. The organizational structure encourages competition. The approach created “internet” that turned HUL into one of the most successful global brands in consumer products.

We suggest that the brand’s strategy have more space for running faster growth in Indian relationship market because consumer demand its brands names not company name.

- In this research Implications for marketers in relationship marketing of product toward an exclusively male or female marketing may no longer be appropriate. In recently year’s teenagers and young children’s have become decision makers in family buying as well as actual purchasers. So we suggest the more young people and young children’ take the interest according to there mind thinking and want more changes.

- We suggest that the site of company internet networking make more interesting for in touch of more people in relationship marketing The effectiveness of small reference or mass market groups as behavioral influences
will vary depending upon the relation and the availability of information for the consume. the less information or experience a person has concerning a given product, the stronger the relationship influence will be for this product and this person of all the small groups a person belongs to through the years, one group normally exerts the stronger and most enduring influence on that person’s perception and behaviors that group is his or her family.

family.

We suggest An employee may be a member of several functional or product group terms. Relationships that evolve from multiple memberships can make it difficult for employees to be simultaneously loyal to all of them. Although the matrix places authority in the hand of managers who are most able to use it, it creates problems in regard to cooperate reporting relationships that are so complex and vague that is difficult and time consuming to receiving approval for major decisions. The multi domestic strategy and world wide geographic area structure and between the global strategy and the world wide product divisional structure are apparent. However when a firm wants to implement the multi domestic and the global strategy simultaneously through a combination structure, the appropriate integrating mechanisms for the two structures are less obvious.

- A merger is a strategy through which two firms agree to integrate their operations on a relatively co equal basis or acquisition is a strategy through which one firm buys a controlling, or 100%, interest in another firm with the intent of making the acquired firm a subsidiary business within its portfolio.
A primary reason for acquisitions is to achieve greater market power when HUL competitive levels or when the costs of its primary or support activities are below those of its competitors, market power usually is derived from the size of the company and its resources and capabilities to compete in the marketplace; it is also affected by the relationship market.

Therefore most acquisitions that are designed to achieve centralized whole market power entail buying a competitor, a supplier, a distributor, or a business in a high related industry to allow the exercise of a care competence and gain competitive advantage in the acquiring firm’s relationship market. So we suggest The past acquisitions by HUL study shows that when the target firm’s assets are complementary to the acquired firm’s assets, an acquisition is more successful. Defined in relationship market restricting is a strategy through which affirm changes its set of business or its financial structure.

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demand. Managing demand means managing customers. Beyond so we suggest designing strategies to attract new customers and create transactions with them, today’s companies are focusing on retaining current customers and building lasting relationship through offering superior customer value and satisfaction. Companies are wrestling with changing customer values and orientations; a sluggish world economy; the growth of non profit marketing; the information technology boom, increased global competition; a call for greater ethical and social responsibility; and host of other economic, political, and social challenges.

Customer value is the difference between the values the customer gains from owning and using the product. Customer satisfaction depends on a product’s perceived performance in delivering value relative to buyer’s expectations. When people satisfied their needs, wants, and demands through exchange.

- We suggest creating short or long term relationship with customer, distributor, dealers and suppliers. Strategic planning involves developing a strategy for loving run survival and profits. It defining a clear company goal.

- The political environments consist of laws, agencies, and groups that influence or limit marketing actions. The political environment has under Gone relationship market that affect marketing world wide: increasing legislation regulating business, strong govt agency enforcement, and greater emphasis on ethics and socially responsible actions. The cultural environment is made up of institutions and forces that affect a society’s value, perceptions, preference, and behaviors. The environment shows long term
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Therefore, marketing efforts and data gathering for Research projects are
much easier than might be expected. The internet’s anonymity and low cost
has helped those seeking to explore preference of minority customers in
ways that might have been difficult in the past. Today the internet connection
possible in mobile phone so we can take the consumer time give the more
information easily and handle the complaints also. Because the time is
money and money is the power of relationship marketing. Hear the
researcher suggest the formula of hour-minute-second = day =sale=money=.

We suggests At the time of launch a new product in market must think
about how to help consumer move through these stages. With regard to
the diffusion process for new products, consumers respond at different
rates, depending on consumer and product verity. Consumer may be
innovators, early adopters, early majority, late majority, or laggards. Each
group may require different marketing approaches. Marketers often try to
bring their new products to the attention of potential early adopters,
especially those who are potential early adopters, especially those who are
opinion leaders. We take more time to introduce the products to relation
ship in Indian market.

The integrated logistics concept recognized that improved logistics requires teamwork in the form of close working relationships across functional areas. Inside the company and across various companies. Retailing and wholesaling consist of HUL bringing goods and services from the point of production to the point of use. Retailing includes all activities involved in selling goods or services directly to final consumers for their personal, no business use. Wholesaling includes all the activities involved in selling goods or services to those who are buying for the purpose for business use. Wholesalers perform many functions, including selling and promoting, buying and assortment building, bulk-breaking, warehousing, transporting, financial, risk bearing, supplying market information, and providing management services and advice.

Each retailer must make decisions about its target markets, products assortment and services, price, promotion, presentation, and place. We suggest Retailers need to choose target markets carefully and position themselves strongly. Today, whole selling is holding its own in the Indian economy. Progressive whole sellers are adapting their services to the needs of target customers and are seeking cost-reducing method of doing business.

Market position deals with the question, “who are our customer’s” it refers to the selection of specific area for marketing concentration and can be expressed in terms of market, product, and geographical locations. Through market research, corporations are able to practice market segmentation with
various products or service so that managers can discover what niches to seek, which new type of products to develop, and how to ensure that a company’s many products do not directly compete with one another. The marketing mix refers to the particular combination of key variables under the corporation’s control that can be used to affect demand and to gain competitive advantage these variables are product, place, promotion, and price presentation. One of the most useful concept in marketing, the product life cycle is a concept enables a marketing from introduction through growth and maturity to decline. This concept enable a marketing manager to examine the marketing mix of a particular product or group of products in term of its position in its life cycle.

Corporate culture shapes the behavior of people in the corporation. Because these cultures have a powerful influence on the behavior of people at all levels, they can strongly affect a corporation’s ability to shift its strategic direction. A strong culture should not only promote survival, but it should also create the basis for a superior competitive position. For example, a culture emphasizing constant renewal may help a company adapt to a changing hyper competitive environment.

A change in objectives, strategy or policies is not likely to be successful it is in opposition to the accepted culture of the firm. Fast moving consumer goods (FMCG) and even sabotage may result as employees relation radical change in relationship marketing. we suggest The R&D manager is responsible for suggesting and implementing a company’s technological strategy in light of its corporate objectives and policies. The manager’s job, therefore, involves choosing among alternative new technologies to use with in the corporation, and developing methods of
embodying the new technology in new products and processes, and developing resources so that the new technology can be successfully implemented.

The expansion of the marketing-oriented internet into intranets and extranets is making significant contributions to organizational performance through supply chain management and virtual team. Distribution channel is forming of new works for sourcing raw materials, manufacturing products or creating service, storing and distributing the goods and delivering them to customer to retailer. HUL are integrating modern information systems into their corporate value Chains to harmonize company wide efforts and to achieve competitive Advantage. Finding such a niche is not always easy. Company management must be always looking for a strategic window, that is a unique market opportunity that is available only for a particular time.

We suggest on the basis of low cost, or should we differentiate our products or service on some basis other than cost, such as quality or service. Should we compete head to head with our major competitors for the biggest but most sought after share of the market, or should we focus on a niche in which we can satisfy a less sought after but also profitable segment of the relationship marketing. Competitive strategy that focuses on a particular buyer groups or geographic market and attempts to serve only this niche, to the exclusion of others. In using cost focus, the company or business unit seeks a cost advantage in its target segment. A profit is a decision to do nothing new in a worsening situation but instead to act as through the company’s problems are only temporary. Having plotted the current positions of its product lines or business unit on a company can project their future positions, assuming no change in strategy. Present and
projected matrixes can thus be used to help identify major strategic issues facing the organization. The goal of its company is to maintain a balanced portfolio so it can be self sufficient in cash and always and always working to harvest mature products. Consumer product giants such as colgate-palmolive, and unilever are experts at using advertising and promotion to implement a relationship market saturation/penetration strategy to gain the dominant whole share in a product category.

We suggest governance is a relationship among stakeholders that is used to determine a firm direction and control its performance. How firms monitor and control managers decisions and actions affects the implementation of strategies. Effective governance that aligns manager’s decisions with share-holders interest can help produce a competitive advantage. The political environment consist of laws, agencies, and groups that influence or limit marketing actions the political environment has undergone three changes that affect relationship marketing worldwide increasing legislation regulating business, strong government agency enforcement, and greater emphasis on ethics and socially responsible actions. The cultural environment is made up of institutions and forces that affect a society’s values, perceptions, preferences, and behaviors. The environment shows long term trends toward a return to cautions trust of institutions, increasing patriotism greater appreciation for nature, a new spiritualism, and research for more meaningful and enduring values.

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We suggest to past research influence on consumer buying behavior start with the culture in which the consumer lives. A culture may be defined as the complex of symbols and artifacts created by a given society and handed down from generation to generation as determinants and regulators of human behavior. The symbols may be intangible attitudes,
beliefs, values, languages religions etc. many large retailers and some large wholesalers have their own brands. Middlemen may find it advantageous to market their own brands for several Reasons. In present research consumer want the whole products in single roof but he/she not found it so many products which are not available at retail store the retailer buy only that product which are popular or they think it have demand in market.

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