Chapter 8

Conclusion and Suggestions

8.1 Introduction:

The present research deals with some important issues related with customization of software product, design and management by IT industries in Pune in last two decades. It industries have enhanced its scope in performance in many ways. Today it is one of the most important segments in total industrial economy of India. Modern economy is rightly known because of IT sector and its contribution to India.

The emergence and growth of IT industry of the result of new economy and pragmatic industrial policies. The government of India in 1980 has taken different stand towards industrial advancement, the reforms made to growth and advancement of computerization, automation and adaptation of IT based industrial policies. The rise of IT in its initial phase was restricted to mere computerization and adaptation of system support but Indian planner have rightly understood importance of new age economy and role of IT in this new age of economy. The post industrial economic development is led down by electronics, computers and software based industrial assistance. The new age is rightly called system age economy in this age of economy computers and system based products having vital role.

Software is vital product for computer and system advancement taking into this account Indian system engineers and computer engineers have developed new industrial set up for designing, development and customization of software, ITes based product. Today India ranks very high in the IT and IT based industry.
Software though is a homogenous term it has many dimensions. There are many product and product companies associated in computer designing and development of software in high skill and specialty industry.

In a market product and establish its demand unless and it satisfies requirement of customers. The old approach “Product first and customer later has vanished because of growth of competitive economy. Today societal approach of marketing emphasis on “Customer first product later approach”.

As in the market economy demand supply is driven by market economy and market driven forces it is necessary that should be made according to customer expectation and requirement whatever may be type of industry the old rule of marketing provides that is “Customer first and customer is the king”.

In the sophisticated high take and software industry the same rule prevails therefore it is necessary that the marketer and managers in the software industry should also understand and consider importance of customer specific product design and customization of product this study pays specific attention to product design and development in software industry.

Hence the focus of study is on how the marketer in software industry considers customer demand and work out customization of product.

8.2 Purpose of writing this chapter:

This chapter is written with following specific objectives

i) To examine salient aspects of process of customization of product in software industry.

ii) To understand how product design is done in software industry and what are its implications on product design.

iii) To identify determinant of customization of product as noticed in study
iv) To justify need for industry specific process of product designing and customization based on empirical data collected in study.

8.3 Satisfaction of objectives:

The researcher has laid down two major and five minor objectives. These objectives are associated with various focus of research process. In the course of analysis of data the researcher has made certain observations to satisfy the objectives laid down in the research process.

The extent to which these objectives are satisfied is presented here

I) Objective 1: To analyze availability of software based packages.
In order to satisfy this objective the researcher has used following parameters.
  a) Demand for different software in Market
  b) Market trends regarding software’s.
  c) Customers Expectations from Software
  d) Software designers Approach
  e) Availability of Different Software’s
  f) Gap identified in Demand and Supply.

8.4 Demand for Different Software’s:

The market for software is continuously growing. In the research it is noticed that in the change in Industrial Economy Systems, Organizational Structures and system based activities, demand for different software emerges.

The system analyst who are contacted by the researcher mention that demand for different software changes due to these factors the process of integration ,system
sophistication and changes in technology also affects demand for software thus there is continuous upward demand for softwares.

8.5 Market trends:

There is continuous increase in number of software designer and marketer this is mainly due to new trends in the market growing competitions and entry of new players. In the opinion of managers development of high skill personnel in the market, availability of infrastructure, increase in number of users and upward market trends are the factors responsible for increase in the number of software designers. Thus the market trend is positive and growing for software.

8.6 Customers Expectations:

Software is device to simplify processes and operations. It is effective way to improve quality of operations, enhanced speed and save time and resources. A good software minimizes system related activities and improves performance therefore availability of good and customized software is the requirement of every user where individual or institutions hence the third aspect of objective is rightly justified. When data is collected from respondent it is noticed that primary focus of user is on speed, accuracy and applicability of software in a given context thus this objective also rightly satisfied.

8.7 Approach of software designers:

The designing of any product must ultimately satisfy specific expectations of customers. A product that meets maximum requirements on a given set of parameters is usually considered as a best product incase of software also the same principle is applicable.
When discussed with system engineers it is noticed that principle determinant in software designing is understand “What Customer Wants”

Thus the key concept in software designing is “Meet Customer Specific requirement offer highly user friendly and need based product”. Thus in this research it is noticed that from the marketer and industrialist point of view there is growing demand for different software’s. The availability of different software is greatly influenced by what the market wants and how the designers meet customer specific requirements.

Hence first objective “to analyze availability of various software packages” is analyzed rightly satisfied by the researcher.

The second objective is to find out utility based software by testing standard parameters

In order to satisfy and justify this objective the researcher has collected data on following parameters

1) What are preferences of user when they buy particular software
2) Whether they prefer customized software’s or general multipurpose software.
3) What is specific parameter for selecting particular software such as cost, utility, multiple applications, speed etc?

Considering this the researcher has collected data which is presented in earlier chapter. The data so presented clearly indicates that most of users rank customized software as first preference where ever possible.

It is accuracy, Multiple Application and cost are parameters on which the software are preferred or bought by the users.
8.8 Satisfaction of minor objectives:

The researcher has laid down five minor objectives in this study. These objectives are related with present marketing policies, product development and product designing of software’s.

The objectives taken by researcher are related to analysis of strength and weaknesses of software that are available in the market in terms of their utility, Application and availability. The analysis indicates that most of users rate software on the basis of their specific utility and appropriateness of particular purposes.

The second objective is to analyze user specific utility and application of different software packages in order to evaluate the appropriateness of these objectives. The researcher has collected data from users of different software and has understood their opinions and has ranked software on certain parameters.

The third objectives which states “To access the extent to which different databases packages are user friendly is also evaluated by collecting certain opinions of users on selected parameters. The data so collected indicates that there is diversions of opinions as to utility of software, their application and selection criteria.

The fourth objective “To study marketing practices adapted by different database providers” this objective is studied by researcher after collecting information from users as to what influences, their decisions regarding purchase of particular software, what are salient features of product designing, product development and promotion policies for this purpose researcher has collected information from system managers and product designers of different software firms. This has justified the objective rightly.

8.9 Verification of hypothesis:

Hypothesis verification is an integral part of study no research can be completed unless and until the researcher testifies the premises that he has taken as basis of his
study. From this point of view hypothesis verification is very important. In this the researcher has laid down to principle hypothesis in order to conduct the enquiry.

After collecting necessary data the researcher has to prove the premises with which enquiry is started.

I) The first hypothesis was

\[H1 - \text{customized software’s are having greater acceptability due to their user friendly nature and their ability to satisfy specific request of users. Hence IT firms prefer to design customized software’s.}\]

The alternative hypothesis for the study is the customize software’s are not having grater acceptability due to their limited user friendly nature therefore IT firms do not prefer to design customize software.

The hypothesis laid down for the study is related with process of product designing and development by software companies in this connection the researcher has collected data on the basis of following parameters.

i) Process of product designing adapted by software manufacturer.

ii) The determinants of product designing.

iii) The parameters of product development.

iv) Principle focus of product development and approaches to product development.

After evaluating data in preceding chapter the researcher has made following observations

a) Customized software’s are having grater acceptability.

b) Software’s are user friendly.

c) A firm that offers user specific software has more cliental than others
d) It requires special R&D efforts to develop customized software

e) The firms considers user specific requirement in terms of application, multiplicity of usage, purpose of usage.

Hence evaluating premise on above parameter the researcher has concluded that the hypothesis stand valid and is accepted that the customized software’s are having grater acceptability and therefore the hypothesis is accepted and hence alternate hypothesis customized software’s are less acceptable is rejected.

8.10 Evaluation of hypothesis II:

The second Hypothesis is \( H_2 \) - “Designing of customized software is a good business strategy for positioning of software product”

Considering the nature of hypothesis the alternate hypothesis is “Designing of customized software doesn’t provide necessary opportunity and is not appropriate product development & positioning of firm.

Considering nature of premise the researcher has collected data as to what is the strategy for firm positioning of software, what are the issues in positioning of firm software, what marketing factors firms takes into account while designing a particular software product.

What are the issues related with product development considered by software marketers. After evaluating the data presented in chapter of analysis the researcher has proved that product designing, development and positioning are important issues for the software marketers. A software designer, developer and marketer take into account various factors which justify a specific market strategy firms at customer specific requirement, the opinions of the product designer and marketer help to conclude that the product design and development has to be more user friendly and customer focus. A customer focus product designing process means more customers and has fair chances of
winning a market. Hence this Hypothesis stands valid and is accepted. In this study designing of customized software is a good business for positioning a software product.

8.11 Important conclusions:

The study has two major aspects. These two aspects deal with the process of product designing and development on one hand and marketing considerations on the other. Thus the study is conducted at two levels the marketer of software who promote and market different software is first aspect of the data and the design and development is second aspect of study. In order to collect the data the researcher has used both questionnaire and interview as technique for the data collections. The important conclusion related with marketing of software is presented here.

i) **Genesis of market of software:** most of software companies designing and developing various software that are studied by the researcher has average life of nearly 11 to 15 years. Similarly moderate number of companies falls in the service age of 0 to 5 years. Thus representative company is young and growth Stage Company.

ii) **Type and nature of firm:** software is a product of recent origin it is result of development and advancement of new economy. Software is required on very large scale by both old industries as well as new age industries economy. In the research it is notice that majority of firm studied are domestic firm, private limited firms (66.7%) and nearly (33%) firms are multinational companies. Number of public limited units are fairly large in number.

iii) **Areas of activities:** the researcher has tried to analyze the type and nature of activity undertaken and performed by units similarly locational aspects of firms. It is noticed that majority of firms are having origin and establishment in or within country (India) 77% are established in India 59 % are established and operated in Pune.
What kind of activities are performed by is another important area of enquiry. As IT firms undertake different kind of activities simultaneously. The researcher has tried to understand the range and spectrum of their activities.

After analyzing responses it is notice that software development is most important and principle activity of respective units followed by solution development, programming, and database management system. Few units also consider ERP (Enterprise Resource Planning), RDBMS (Relational Database Management System) and simulation as another important area of activity. Many small firms also undertake activities like training and human resource empowerment, networking and software and system information as other principle areas of business.

iv) **Volume of business**: what is the size and volume of business conducted by the units under study is another important area of the study. It is noticed that many business units are having very large business within country (domestic market) as well as outside the country. The principle sources of earning are software designing, solution development, ERP and DBMS.

v) **Product development process**: Important phases in product development in IT are influenced by following four factors.

    i) Customer expectation
    
    ii) Competence & caliber of firm
    
    iii) Competitive dimension of Market
    
    iv) Core values of firm.

vi) **Type of Product Development**: most of firms develop following product and IT based services

    i) Open and generic software
    
    ii) Customized software

8-10
iii) Application software
iv) Database software
v) Embedded software

The considerations in software development as noticed in study are

i) Nature of software envogued

ii) Utility of software for special purpose

iii) Profit margin and sales potential

iv) Caliber and competence of R&D staff to develop different software

Factors determining software designing

The designing of software is also influenced by certain important factors. The factors that decides software designing are ranked as follows

i) Customized solution

ii) Software as per customer request

iii) General solution software

vii) **Designing of tailor made software and solution** depending on following factors

   a) Size of customer

   b) Nature of demand for particular software

   c) Cost and other consideration involved in R&D activity related to particular software

   d) Profit margin, uniqueness and innovative aspects associated with software
viii) **Product development process**: A software marketer develops a software after taking into account various factors related to product, user, and market, the process of software development is thus divided into the following phases:

a) Understanding market demand

b) Understanding market research activity

c) Examining customer expectation

d) Evaluating market potential

e) Converting customer expectations into a product

f) Developing a software

g) Testing a utility

h) Aligning product with customer expectation

i) Product development

ix) **Development of customized and General Softwares:**

The software marketer designs various types of softwares, however, customized softwares are more popular than general software. The reasons for the popularity of customized software can be listed as follows:

1) Customer focus

2) Need base

3) Direct and specific utility

4) Sells time

5) Easy for installation

6) Less training and orientation
7) Easy to alter, modify and replace

The open softwares are also designed by many software marketers. The merits of this software are studied by designer are

1) Larger market share
2) Provides multiple set of users.
3) Diversified application
4) Works as general purpose solutions
5) Can be customized with modification
6) Less quantum of research and development
7) Wider application

Though general software’s appears to have wider applications however the producer and designer of software’s prefers to go for customized and specialized software’s.

x) **Marketing strategies for promotion of software:**

The researcher has tried to understand certain specific aspect related with marketing strategies for promotion and positioning of software’s. The important features of promotion of software’s can stated as follows:

1) Software promotion is highly skilled marketing activity.
2) The focus of the promotion is usually on U.S.P of software.
3) U.S.P being strength of software usually stated in both quantitative and qualitative terms such as high accuracy, speed, time saving, multiple operation and performance.
A comparative analysis of software is also used as an important dimension of marketing such as high performance than other software, more reliable than other software etc.

The positioning of software as understand in the research is done as follows:

1) A product is benchmarked.

2) High quality standards are assured.

3) Pretesting and service is considered as important service delivery facility.

4) Customization are leveled, need base performance is assured.

5) Assured modification, alteration in the software’s to stand to customization test.

6) Comparative pricing policy.

xi) General Marketing Strategy:

The observations regarding general marketing strategy are highlighted as follows:

1) The marketing policy is focused on customer specific requirements.

2) The strengths of software are considered as U.S.P.’s.

3) Comparative benefits in terms of costs and features are considered as core strength.

4) Previous performance branding and reputation is considered as major strength.

5) Value addition and customer specific service is another important feature of marketing policy.

6) Consistency in performance and regular affect in service is considered as strength to attract customers.
8.12 Conclusions with respect to users of various softwares:

Users of software’s prefer different software for different purposes. What is the logical reason behind selection of different software and how these different software’s are selected is a very important issue, which the researcher has studied.

The important observation based on study is presented here:

A) Conclusions regarding user profile: The user profile studied by the researcher indicate following important things:

1) Most of the users acquire different software’s are either trading or manufacturing firm that requires different software’s to perform different operations. These firms are usually having the tenure of 10 to 15 years with large volume of activities and multiple operations.

2) The firms are undertaking different activities that require software’s to perform complex operations, the continuous occurrence, large frequency and variety of operations demand different software’s.

B) Purpose of establishing computerized software system:

The principle reason for establishing the computerized system is to address complex operations in effective manner, maintaining speed and accuracy of recording data, competence to process different data inputs for reporting is another reason for software. Saving of time, cost and reduction of human involvement is also a principle reason for adapting a computerized system.

C) Extent of computerization and nature of computerization system:

The extent to which these organizations have mechanized their internal mechanisms, process and system is also important aspect of study. It is noticed that most of organization have computerized their activities to fullest extent cent per cent and compete computerization is one of the important feature of these organizations.
D) Determinants of buying considerations of software:

What are the buying considerations for selecting particular software, what determines choice of particular software is most important aspect. How users select or chose particular software to influences the purchasing criteria and what is principle factor that is responsible to select particular software is the matter studied by researcher.

The conclusions are

Table 8.1 Ranking of determinants of software selection:

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Determinant</th>
<th>Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Cost saving</td>
<td>I</td>
</tr>
<tr>
<td>2.</td>
<td>Multiplicity of application</td>
<td>II</td>
</tr>
<tr>
<td>3.</td>
<td>Saving of time, resources and manpower</td>
<td>III</td>
</tr>
<tr>
<td>4.</td>
<td>Speed</td>
<td>IV</td>
</tr>
<tr>
<td>5.</td>
<td>Accuracy</td>
<td>V</td>
</tr>
<tr>
<td>6.</td>
<td>Durability</td>
<td>VI</td>
</tr>
</tbody>
</table>

(Source: Authors Compilation on the basis of Questionnaire)

Reasons behind selection and ranking how these determinants influence the buying decisions is also analyzed by the researchers.

The flow of factors is as follows:

1) Saving customer cost $\rightarrow$ Cost cutting leads to competitive edge $\rightarrow$

    Competitive edge adds to sales and improves efficiency
2) Performs many functions simultaneously → helps to integrate various activities → leads to coordination → improves managerial control and effectiveness.

3) Enhances speed of performance → reduces duplication of activities → Saves manual involvement → Cuts labour cost → Leads to saving of resources.

4) Fastens data gathering and processing → Helps in editing and developing data inputs → Improves data reporting → Reduces paper work.

E) Application of software in different functional areas:

Why the user’s select particular software. The answer is searched by the researcher by asking various questions and using responses in on a parametric scale. The data gathered is presented in presiding chapter. This helps to draw following conclusions.

Table 8.2 Preferences for softwares

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Functional Area</th>
<th>Software Preferences</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Reporting</td>
<td>Open Software</td>
</tr>
<tr>
<td>2.</td>
<td>Control</td>
<td>Customized software</td>
</tr>
<tr>
<td>3.</td>
<td>Direction and deployment of resources.</td>
<td>Open software</td>
</tr>
<tr>
<td>4.</td>
<td>Planning</td>
<td>Customized software</td>
</tr>
<tr>
<td>5.</td>
<td>Decision making</td>
<td>Customized software</td>
</tr>
</tbody>
</table>

(Source: Authors Compilation on the basis of Questionnaire)

What kind of software is preferred by user customized or open?
The questions answered by taking into account responses of the customers. The responses indicate that most of users prefer customized software over open software. However, depending on application selection criteria varies.

Following table explains as to what decides selection of open or customized softwares

Table 8.3 Determinants of open and customized software

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Determinants of open software</th>
<th>Determinants of customized software</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Wider application</td>
<td>Unit specific requirement</td>
</tr>
<tr>
<td>2.</td>
<td>Multipurpose usage</td>
<td>Complexity of operations</td>
</tr>
<tr>
<td>3.</td>
<td>Economy and cost</td>
<td>User oriented applications</td>
</tr>
<tr>
<td>4.</td>
<td>Easy availability</td>
<td>Longer tenure of usage</td>
</tr>
<tr>
<td>5.</td>
<td>Simplicity in installation</td>
<td>Specialized activities of secretive nature.</td>
</tr>
</tbody>
</table>

(Source: Authors Compilation on the basis of Questionnaire)

8.13 Strategic area of software applications:

The strategic area of software application as studied in research indicates key areas where softwares are applied with its specific purpose. After interviewing users or system managers the researcher could identify certain key areas of strategic application of software.

1) Competitor analysis.

2) Market analysis and market development programs

3) Technical design and processing programs.
4) Financial planning and fund allocation.

5) ERP application

Thus in the above study the researcher has noticed that user of different software prefer different software depending upon the specific requirements, purpose of application, cost involvement and areas of usage.

8.14 Suggestions:

The study deals with two different aspects related with software development and its marketing. After analysis of data the researcher intense to provide some important suggestions to marketer as well as users of software.

8.14.1 Suggestions to marketers

1) Develop a suitable marketing plan.

2) Formulate suitable product design policies.

3) Identify market expectations.

4) Formulate users need identification system.

5) Identify constituent of marketing environment.

6) Analyze competitors market policies.

7) Develop customer response program.

8) Formulate appropriate product positioning policies.

9) Develop suitable pricing policies.

10) Develop suitable market intelligence System.

8.14.2 Suggestions to users of softwares

1) Analyze market carefully.
2) Benchmark the model software characteristics.

3) Identify the strength and weakness of different products.

4) Develop a software analysis system.

5) Develop product availability scale.

6) Develop a vendor relationship program.

I) Develop a suitable marketing plan

Software is a specialized kind of product. It has to be user friendly and technically competent product. Unless and until software performs desired operations it has limited usage value and therefore marketing of software is highly specialized activity. In a competitive market Software producers should take into account what are the features of the product that the customer’s demands.

How these features are rightly incorporated in the product and what expectations of users are satisfied by the software.

In order to project, promote and launch a product like software the producers and marketers of software should design a suitable marketing plan. A focus of marketing should be on following points.

1) Examine marketing environment.

2) Access specific characteristics, strength and U.S.P’s of the competitors.

3) Identify the strengths of our product.

4) Study the general trend of the market.

5) Co relates demand and supply, expectations.

6) Match the product features with customer expectations.

7) Estimate the target market share.
8) Design suitable market strategy.

II) Formulate suitable product design policies:

Software being technically complex product, its designing is the highly skilled job.

Considering nature of market, customers and competitors the product designing should focus on following aspects.

1) Examine the strengths and weakness of existing product.

2) Identify new value additions that can be incorporated.

3) Elements of userfriendliness.

4) Design a futuristic and technically advance product to meet present and future demands of customers.

III) Identify market expectations:

In a competitive market expectation of customers keeps on varying specially when products are highly technical and complex. Customer expectation cannot be meet vary easily naturally product designing has to be according to market expectations. A software marketer can estimate market expectation by taking into account following factors:

1) General prevailing trend in market.

2) State of prevailing technology and contemporary advances.

3) Users profiles and their requirements.

4) Competitors their product and policies.

5) General economic environment.

6) Status of research and development in the economy.
IV) **Formulate users need identification system:**

In order to understand market expectation, software producer can always design users need identification system. This can be done by using following approach.

1) Type of technology used and software required by the user.

2) Specific requirement of existing & potential user.

3) Growth, projection of software related technologies.

4) Growth in complexity of operations performed by the users.

5) Present & potential areas of software application.

6) Likely changes in demand supply pattern & cost structure.

V) **Identify constituents of marketing environment:**

The software marketer should identify various constituent that constitute marketing environment of software market. This can be done in following manner.

1) Estimate the factors governing economic environment.

2) Examine the total marketing environment in the given economy.

3) Examine the role, contribution and share of different market player.

4) Estimate the position occupied by the particular marketer.

5) Find out what are the constraint and challenges before a particular marketer of software.

6) Design a suitable market scanning system.

7) Develop an appropriate product design and positioning system.
VI) Analyze competitors market policies:

Every competitors design marketing policies that gives him an edge over others. Naturally designing of such policies is a daunting challenge. In order to design strategy to analyze competitors and their strengths, following approach can be adopted.

1) Find out who are principle players.

2) Identify their market share.

3) Enlist their strength and weaknesses.

4) Enlist their USP’s and product specialties.

5) Examine the basic values of Competitors.

6) Examine the core competence.

7) Rank the competitors in the order of threat and challenges posed by them.

VII) Develop customer response program:

This can be done by adapting following system:

1) Find out who are the existing customers.

2) Identify who are the potential customers.

3) What is the general requirement of customers.

4) Examine user specific requirement

5) Find out what product features are acceptable to customers.

6) Find out what product features are demanded by customers but not existing in the product.

7) Evaluate prevailing system of product designing
8) Find out what alterations can be made in the system.

VIII) Formulate appropriate product positioning policies:

The formulation of appropriate product positioning policies involve following activity

1) Identify salient features of marketing environment

2) Enlist strength and weaknesses of competitive product

3) Identify the benchmark product

4) Estimate where competitive product stands in relation to benchmark product

5) Identify the weaknesses in the existing product

6) Design suitable policies to eliminate weaknesses

7) Incorporate value additions in the existing product

IX) Develop suitable pricing policies.

The most important and core aspect for survival in the competitive market is development of suitable pricing policies. A good pricing policy retains the existing customer conquers the competitors and grabs the market opportunity, formulation of good pricing policy revolves around the following factors.

1) Rationalize the price determination process

2) Take into account competitors pricing approach

3) Identify customers expectations and demand

4) Adopt a market friendly pricing policy
X) Develop suitable market intelligence System.

The most important aspects of market success is marketing intelligence. A software marketer must adopt and establish suitable market intelligence system. This can be done by applying following policies.

1) Find out what are the constituent of software market

2) Identify the sources of marketing information

3) Develop appropriate marketing information gathering system

4) Establish suitable filters and processing agents

5) Develop a strategic approach to convert marketing information into decision packages.

Suggestions to users:

I) Analyze market carefully:

A user who wants to select particular software in order to meet his specific product requirement should also identify different aspects related with software. A few suggestions are made related to software selection and its usage.

II) Analyze the market:-

A software user should make every attempt to find out what are the products available in market. He should identify these products taking into account his product specific requirement, technical & operational requirement, employee competence, utility and usage of software as well as pricing of such software. In simple terms the user should make market analysis in terms of situation, product and utility analysis.
III) **Benchmark the model software characteristics.**

Benchmarking is one of the best methods to identify product requirement, availability and gap analysis. This helps to know what are specific requirements of users. What expectations are dully satisfied by available product and what modifications are required in order to make product compatible and more user friendly.

IV) **Identify the strength and weakness of different products.**

Every product has many strengths and weaknesses. Certain products are known because of their inherent strengths. A few products are remembered because of their U.S.P’s and specific application. Whereas some products are rejected by users. Or die fast due to these limitations and weaknesses. These product cannot sale because they cannot meet user specific expectations. A user before selecting software should make an analysis of what the market offers. What are the specific strengths of products and how user can select best among the product.

V) **Develop a software analysis system.**

In order to identify strengths and weaknesses of the product the user should design product analysis system. Product Analysis System should focus on identifying product features, evaluating its weaknesses and focusing of strengths. Such a system helps not only in selecting right software but minimizes problem associated with implementation and usage of software’s.

VI) **Develop product availability scale.**

The user should also design and develop product availability scale for software. such scale explains what are the different software available, how these software meet customer specific requirement, what are the application of particular software and how these software’s can perform select operations or select functions. The scale also helps to minimize buying of unnecessary software and
promote integration of two more software and multiple application of particular software.

VII) Develop a vendor relationship program.

A most important aspect from purchasers point of view, design and develop suitable vendor rating and relationship program. This reduces time involved in searching for software providers help to find out need specific software designer, creates healthy relations with supplier. It is also used to minimize cost and promote suitable R & D activity.