Consumer Service and Consumer Satisfaction are the rationale for all economic activities. Yet, there are times when the consumer feels that his interests are always overlooked. There are frequent complaints of higher prices, shortage and poor quality of goods. This is one side of the picture. On the other, ours is the cheapxest distribution system in the world. A receipt Reserve Bank of India Survey revealed that the gross profit earned by wholesale dealers and retailers does not exceed three percent and six percent respectively.

The reason for the misunderstanding between the consumer and business has, therefore, been created because of the communication gap between the two. If this communication gap is bridged and better rapport and understanding created, consumer dissatisfaction can be reduced. This can be achieved, as has been suggested in the past, by setting up a permanent consultative committee.