

Chapter- 6

(Suggestions and Recommendations)

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- Sales promotion schemes like offering free gifts and arranging exhibition should be done quite frequently.
- The promotional schemes such as tour, incentives and seminar should be improved to some extent.
- The promotional scheme should be made a little more attractive in order to attract more customers.
- The promotional techniques should be given proper attention in order to make it more popular than the rival companies that could have helped them to increase market shares.
- The organisation should regularly make changes in their promotional policies according to current market situation in order to give tough competition to the rivals.
- The sales promotion must be done in such a way that it does not create doubt among the customers.
- As many of the employees agreed that the sales promotional activities have limitations, it should be given more attention and try to improve it.