

Chapter- 8

Suggestions and Recommendations

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Few suggestions/recommendations based on the study, for the improvement the satisfaction of the customers. These are discussed below:

1. TI Ford must address the timeliness, communication and parts availability issue during servicing the vehicles.
2. The offering of test-drive to the buyers needs to be increased.
3. Emphasis on quality authorised servicing should be given.
4. There should be strategies framed on customer relationship.
5. The dealers should look after the staff behaviour and hygiene of the compound.
6. The after-sales services need to be improved.
7. The promotional parameters like advertising, sales promotion and publicity need a slight improvement in the implementation.