

Chapter- 7

(Conclusion)

Conclusion

It is concluded that sales promotion is important to improve the sales of the company and to reach new customers. Each and every organization should have a good strategic plan for their promotion to withstand in the market with huge competition. The discounts and loyalty program in the company will improve the sales by attracting new customers. The best sales promotion will help the company to fulfil the organizational objectives. The sales promotion is must to improve their sales in every organizations. The sales are monitored based on the promotional activities practiced by the organization, the company should have better promotional activities practiced in the organization to estimate the sales.

Therefore, the sales promotion plays a vital role in the organization to fulfil the organizational goals and objectives. The company should frame the best strategic plan to meet the competition in the market and fulfil the customer needs. Many authors have proved that the sales promotion is the key that helps the company to achieve the sales. According to Philp Austin said that “sales promotion is a force that attracts humans to consume the products” This explains that how sales promotion influences the customer to buy a product.

The project has been prepared by me as a curriculum of our studies. As this is my maiden attempt there might be some mistakes and drawbacks which are unnoticeable to me. I tried my best to avoid my mistake when preparing this project.

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