

SUMMER PROJECT REPORT

**“A STUDY OF MARKETING AND PROMOTION OF GOLD LOANS &
RECURRING DEPOSITS OFFERED BY PATNE JEWELLERS,
NAGPUR.”**

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Accredited “A” Grade Institution



Academic Year 2020-2021



CERTIFICATE

This is to certify that the investigation described in this report titled “**A STUDY OF MARKETING AND PROMOTION OF GOLD LOANS & RECURRING DEPOSITS OFFERED BY PATNE JEWELLERS, NAGPUR**” has been carried out by **Mr. Rishabh Sanjay Patne** during the summer internship project. The study was done in the Firm, **PATNE JEWELLERS**, in partial fulfilment of the requirement for the degree of Master of Business Administration of **D.M.S.R G.S College of Commerce & Economics, Nagpur.**

This work is the own work of the candidate, complete in all respects and is of sufficiently high standard to warrant its submission to the said degree. The assistance and resources used for this work are duly acknowledged.

Dr. Ashwini Purohit
(Director)



PATNE JEWELLERS

1970

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Mob. 9423101148

Date. 22.08.2020

CERTIFICATE

This is certify that, **MR. RISHABH SANJAY PATNE**, student of Department of Management studies and Research G S College, Nagpur and pursuing the studies of MBA (HR & Marketing) 2nd Year, has successfully completed internship in our firm from 21.06.2020 to 21.08.2020 as a part of curriculum of the institute.

He has worked at our Badkas Chowk, Nagpur Branch, during his Internship on Recurring Deposit, gold loan & He used to manage the living wages and the leisure of my employees.

His work as an intern was satisfactory.

We wish him success in all future endeavors.

For Patne Jewellers

Proprietor

S: K. Patne

Shri. Sanjay K. Patne

ACKNOWLEDGEMENT

It is a matter of pride and privilege internship project in “**PATNE JEWELLERS**” for providing this opportunity to me for me to have done a summer internship and I am sincerely thankful to them.

I am thankful to **Mr. Sanjay K. Patne** for guiding me through this project and continuously encouraging me. It would not have been possible to complete this project without his / her support.

I am also thankful to all the faculty members of Department of Management Sciences and Research, G S College of Commerce and Economics, Nagpur for helping me during the project.

Finally, I am grateful to my family and friends for their unending support.

Rishabh S. Patne

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EXECUTIVE SUMMARY

This project are enable to know the Banking Industry is basically my concern industry, to work for this was really a complex, and hectic task .I took the challenge and approach with the project **“A STUDY OF MARKETING AND PROMOTION OF GOLD LOANS & RECURRING DEPOSITS OFFERED BY PATNE JEWELLERS”**.

Sample size: Data was collected from customer of Patne Jewellers.

The main objective of the project is

- 1) To find out what type of problem customer are facing related to service delivered by Patne Jewellers.
- 2) To find out that customers are aware about the details of gold loan offered by Patne Jewellers.
- 3) To make the customers aware about the new scheme of Recurring Deposit offered by Patne Jewellers.

At the end I concluded from the project that customer availing services from Patne Jewellers are satisfied from the Service and the Employee cooperation as well as the whole services are supportive that they want to avail services in future from Patne Jewellers only.

INTRODUCTION

➤ THE GEMS & JEWELLERY INDUSTRY:-

The Gems and Jewellers market essentially comprises of sourcing, processing, manufacturing and selling of precious metals and gemstones, such as, Gold, Platinum, Silver, Diamond, etc. The G&J market is a significant contributor to the Indian economy, based on the size of the domestic market and through it's contribution to the country's exports. India is the largest consumer of gold and also the largest diamond processor, around 90% by pieces and 55% by value of the global market.

➤ JEWELLERY:-

Jewellery consists of decorative items worn for personal adornment, such as brooches, rings, necklaces, earrings, pendants, bracelets, and cufflinks.

➤ JEWELLERY OUTLETS :-

A jewellery store is a retail business establishment, that specializes in selling and buying jewellery. Jewellery stores provide many services such as repairs, remodelling, restoring, designing and manufacturing pieces.

COMPANY PROFILE

Patne Jewellers was founded by late Shri. Kisanrao M. Patne and the late. The firm commenced operations on Mid, 1970's with an authorized capital of Rs. 3 Lakhs. The firm was started from the founders home itself. He use to design the various types of jewellery by himself. Services like remodeling, gold plating, polishing, redesigning, etc.

In 1991, Patne Jewellers begin with a retail outlet in Mahal, Nagpur. The outlet provided services like readymade jewellery, designing new jewellery according to the customers requirements and gold loan.

Customer were always treated as a god for the firm, the firm always provided with it's 100% efforts for the fulfillment of the requirements of customer.

Patne jewellers has not started with any new branch yet, it has always been providing all of its services from its one & only one outlet. The firm has started with a new scheme of recurring deposits for the customers.

The firm is always working for the favour of its customer and adding more new customers for the business.

HISTORY OF THE COMPANY

Patne Jewellers was founded by late Shri. Kisanrao M. Patne and the late. The firm commenced operations on Mid, 1970's with an authorized capital of Rs. 3 Lakhs. The firm was started from the founders home itself. He use to design the various types of jewellery by himself. Services like remodeling, gold plating, polishing, redesigning, etc.

In 1991, Patne Jewellers begin with a retail outlet in Mahal, Nagpur. The outlet provided services like readymade jewellery, designing new jewellery according to the customers requirements and gold loan.

In 2012, the firm came with its new scheme of recurring deposits for the welfare of low budget customers

RETAIL OUTLETS

A retail outlet or store is a retail sales establishment which has a genuine retail activity and which therefore has a sales area. This therefore excludes ancillary establishments such as warehouses or the offices of commercial enterprises without their own turnover.

GOLD LOAN

Gold loan is a secured loan taken by the borrower from a lender by pledging their gold articles as collateral. The loan amount provided is a certain percentage of the gold, typically upto 80%, based on the current market value and quality of gold.

RECURRING DEPOSIT

A Recurring deposit is a special kind of term deposit offered by banks which help people with regular incomes to deposit a fixed amount every month into their recurring deposit account and earn interest at the rate applicable to fixed deposits.

VISION

- To be a firm which can fulfil the dreams of a middle class family, of buying gold jewellery.

MISSION

- To provide and fulfil all the demands of the customers as soon as possible.
- To provide customers with innovative and new designer jewelleries.
- To provide gold loans with a low interest rates for the customers.

- To avail various attractive schemes to attract the new customers.

RESEARCH METHODOLOGY

The Research and Methodology adopted for the present study has been systematic and was done in accordance to the objectives set which has been detailed as below.

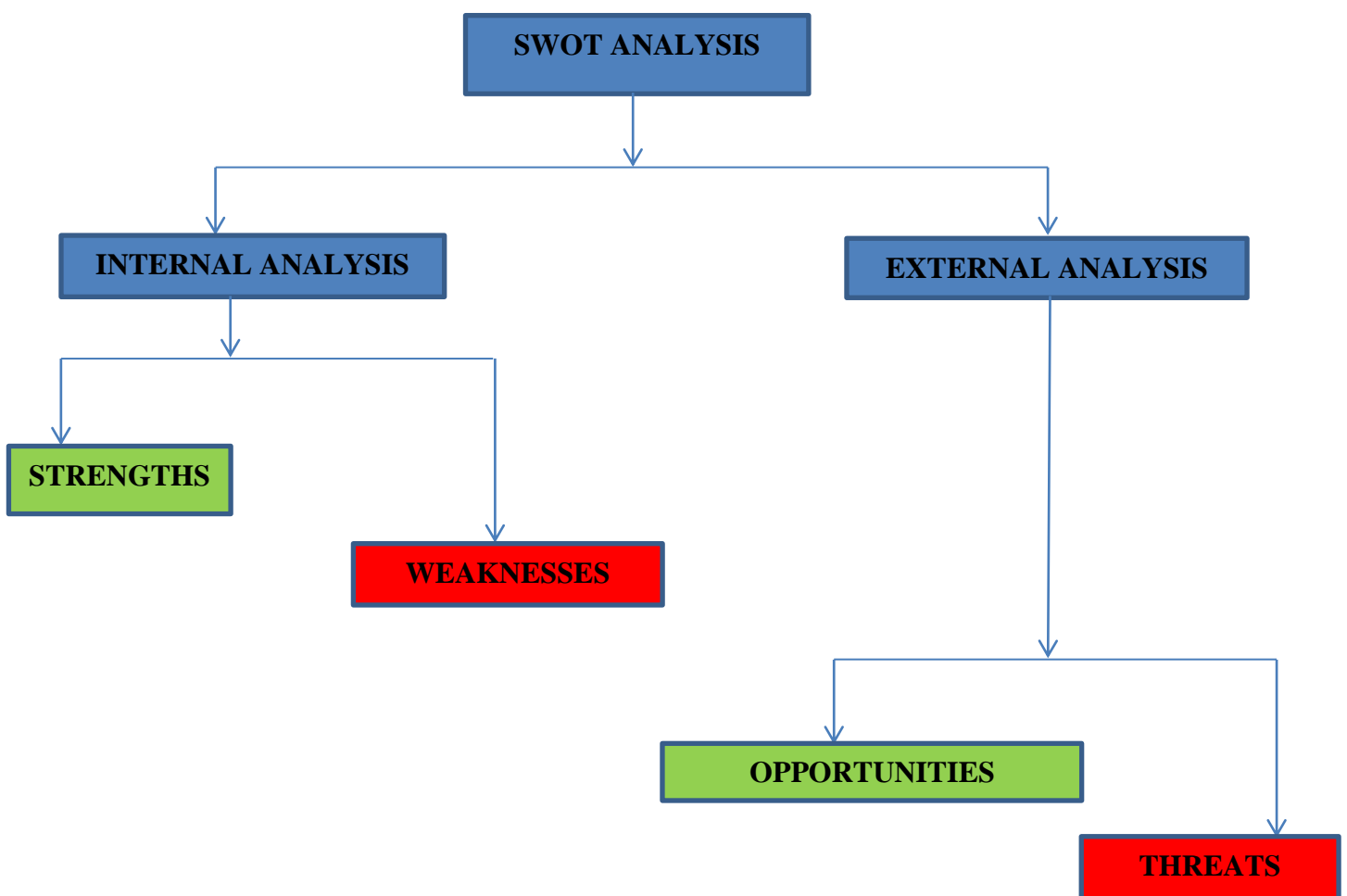
Research Definition

Research is a process in which the researcher wishes to find out the end result for a given problem and thus the solution helps in future course of action.

According to Redman & Mory, research is defined as a “Systemized effort to gain new knowledge”.

SWOT ANALYSIS:-

- SWOT analysis is a strategic planning technique used to evaluate the strength, weaknesses, opportunities and threats of any business or organization or a product or a process or a methodology.
- A SWOT analysis guides to identify the positives and negatives inside of an organization (strength & weakness).
- It also identify the positive and negative outside of an organization (opportunity & threat).



SWOT ANALYSIS (PATNE JEWELLERS)

STRENGTHS:-

- 1) Retention of old customers:-** The customers who purchase goods from the firm always buy goods from the same firm because of the quality of service provided.
- 2) Diversified customer base:-** There are a variety of customers of each category and type.
- 3) Low making charges:-** The firm imposes a very low making charge on the making of the ornaments.
- 4) Low cost of operation:-** The operations through which the firm is running are acquiring very low cost.
- 5) Purity of gold:-** All the gold ornaments are made with pure 24 karat gold.
- 6) Diversity in gold jewellery:-** There are a vast variety of jewelleries available.

WEAKNESS:-

- 1) Decline for Local jewelers:-** Local jewelers are facing a very declining face due to the international brands emerging in the local market.
- 2) Business activity:-** Business activities and operations involved in this sector are very sensitive in nature.
- 3) Limited product range:-** There is a very limited choice available for the customers to choose their product.
- 4) Escalated gold costs:-** The escalating prices of gold by which the retailers are getting a very low margin.

OPPORTUNITIES:-

- 1) Big and diverse market size:-** The jewellery market has a very vast size of market and all types and categories of customers.
- 2) Remodeling of old jewelleries:-** The old jewellery which the customer want to sell or change, the old one can itself be remodeled and can be used as a new product.
- 3) Customized jewellery designs:-** As gold is a malleable material which can be customized in any type of design.

THREATS:-

1) **Upcoming new showrooms:-** The emerging and upcoming showrooms with branded and readymade jewellery are a threat to the small and local retailers.

2) **Lack of skilled workers:-** For manufacturing and making of the gold ornaments are very less.

TERMINOLOGIES**SCHEMES OF PATNE JEWELLERS :-**

- Gold loan.
- Recurring deposit.
- Festival offers.

FACILITIES:-

- Readymade jewellery.
- Making of new jewellery at a very low making charges.

OBJECTIVE

The main objective of this project is to study the awareness of the satisfaction of customers regarding the Patne Jewellers. During this summer internship program period I have to achieve some thing, which is helpful for my career, and some value addition to the corporate sector. It gives me good opportunity to expose and creating good impression of corporate mind.

- 1) To find out what type of problem customer are facing related to service delivered by Patne Jewellers.
- 2) To find out that customers are aware about the details of gold loan offered by Patne Jewellers.
- 3) To make the customers aware about the new scheme of Recurring Deposit offered by Patne Jewellers.

GOLD LOAN:-

➤ **GOLD:-**

- Gold is a chemical element with the symbol Au and atomic number 79, making it one of the higher atomic number elements that occur naturally. In a pure form, it is a bright, slightly reddish yellow, dense, soft malleable, and ductile metal.
- Gold's approximate price is between 48,000 to 55,000 Rs.
24 karat gold is the purest form of the gold, gold substances which are less than 24 karat are alloys of other metals like silver, copper or platinum.

➤ **USES OF GOLD:-**

- **Jewellery:-** About 78% of gold consumed each year is made into jewellery. Jewellery is the most common way gold reaches consumers, and has been a primary use for the metal in various cultures. Because of its beautiful and durable properties, gold jewellery is an adornment that is both ethereal and revered.
- **Finances and Investing:-** Gold is so rare and highly valued, this precious metal makes a natural currency, and has for at least 6,000 years. The U.S. used to hold all its monetary currency to a gold standard, and since the turn of the millennium, gold value has been on the rise in the stock market.
- **Electronics and Computers:-** Gold is a highly efficient conductor that is able to carry tiny electrical charges, and because of this property a small amount is found in almost all electronic devices, including cell phones, televisions, GPS units and more. Because gold is a very efficient conductor of electrical charges.
- **Dentistry and Medicine:-** Gold makes for the best fillings, crowns, bridges and orthodontic appliances because the metal is chemically inert, easy to insert and non

allergenic. Gold has been used in dentistry since 700 B.C. and will probably continue to be the best option for replacing broken or missing teeth.

- **Aerospace:-** In the aerospace industry where reliable and effective technologies are key to survival, gold plays an essential role. Gold is used to lubricate mechanical parts, conduct electricity and coat the insides of spaces vehicles to protect people inside from infrared radiation and heat.

➤ **GOLD LOAN:-**

- Gold loan means a loan which is offered against gold, they are offered by a number of banks, financial institutions and jewellery outlets.
- The interest rates offered on gold loans are comparatively low.
- It is extremely convenient to apply for gold loans and the entire process can be done in quick time.
- The gold loan in India have been in existence since centuries, in the form of unorganised institutions such as money lenders and pawn shops, delivering immediate and easy access to loans against gold jewellery, gold coins or gold bars as security.
- Example :- Farmers, peasants buy gold during the months of prosperity and stock it in the form of jewelleries and ornaments and then pledge it to the local money lender or pawn brokers during tough times to meet their financial requirements.
- The gold loan market has emerged as one of the most reliable and convenient source of credit for low-income individuals and households, compared to other sources of credit available such as loans from microfinance institutions, personal loans or community borrowing.
- Example :- Raju a customer of the firm applied for the gold loan, his value of gold was 400,000 Rs. And according to T&C he will be given 80% of amount i.e. 320,000 Rs. and interest imposed on loan is 3% per month i.e. 9,600 Rs. Per month.

ADVANTAGES OF GOLD LOANS:-

- Any type of certification of income is not required for availing a gold loan by a bank or a financial institute.
- In gold loans credit score of customers is not considered.
- While the procedure of gold loans only few documents are required.
- There are very Low rates of interest in gold loans as compared to other loans.
- Gold loan procedure is a very easy process.
- Convenient application process.
- Quick procedure.
- Quick evaluation of the gold.
- People with low income can also avail gold loans.

DISADVANTAGES OF GOLD LOANS:-

- **Loan-to-Value Ratio:-** In a gold loan, you get a certain percentage of the market value of the pledged gold as the loan amount. The loan amount is decided on the basis of the LTV (loan to value) ratio. This ratio varies from lender and goes up to a maximum of 80% of the value of the pledged gold. This means that if the market value of your gold is Rs. 5 lakhs, you can get a maximum of Rs. 4 lakhs.
- **Due to loan default, you can loose your gold:-** In case of gold loan default, lenders have the legal right to freeze your assets and auction it to get the outstanding gold loan amount.

OBJECTIVE OF STUDY ON GOLD LOANS:-

The study is undertaken for the following objectives:-

- To study that what percentage of people are aware about gold loans.
- To study about the facilities offered by Patne Jewellers.
- To study about the difficulties faced by the customers availing gold loan by the firm.

SCOPE OF THE STUDY:-

- This report provides detailed information about gold loan market including future market forecasts.
- This report identifies the need for focusing on gold loan sector.
- The report identifies various credit, policy and technical risks associated with gold loan markets.
- This study also identifies various policies related to gold loan market.
- This report provides SWOT analysis for gold loan market.
- This report identifies the growth drivers and inhibitors for gold loan market.

SILVER:-

- Silver is a chemical element with the symbol Ag and atomic number 47. A soft, white, lustrous transition metal, it exhibits the highest electrical conductivity, thermal conductivity, and reflectivity of any metal.
- The metal is found in the earth's crust in pure, free elemental form ("native silver"), as an alloy with gold and other metals, and in minerals such as argentite and chlorargyrite.
- Silver's plasticity is second only to gold. Silver has the highest thermal and electrical conductivity of any metal. It has powerful antimicrobial properties.

USES OF SILVER:-

- Silver is generally used for jewelry articles.
- Most silver jewelry is crafted using sterling silver, an alloy of 92.5% pure silver.
- Silver has high electrical conductivity, so it's the metal of choice for certain wiring or electronic applications.
- Silver can also be found in batteries, like in silver-oxide batteries (which are commonly used in watches and hearing aids).
- Silver also has the highest surface reflectivity of any metal, so it is employed in optics applications and is a key component in solar reflectors and precision mirrors.

- Silver is one of the few metals that exhibit the oligodynamic effect- which makes it very antimicrobial.
- Silver-lined or coated medical devices- like catheters, breathing tubes, and prostheses- have been shown to dramatically reduce the risk of infection.
- As a precious metal, silver is also an investment vehicle. In ancient times silver coins were one of the first form of currency.
- Silver is also used in dental alloys, solder and brazing alloys, electrical contacts and batteries.

FLUCTUATION IN THE PRICE OF GOLD:-

Gold has been one of the most traditional forms of investment. Before we knew about fixed deposits or stock markets or mutual funds, buying gold was one of the preferred means of investing.

In India, gold has always had relevance since it was used during weddings and festivals as a sign of opulence. Over the years, investing in gold has evolved as an ideal hedge for volatile markets primarily due to the scarcity of the metal.

In recent months, gold prices have been on a constant rise. And after the crash in March due to the lockdown, they have managed to surge and cross the 50,000 mark in July 2020.

Factors Affecting Gold Prices:-

While a lot has been said about factors that affect the stock markets, many investors are oblivious to what causes gold prices to rise or fall. Here are some common factors that cause a change in price:

1. Demand and Supply

As is true with any traded commodity, the demand and supply of gold, plays an important role in determining its price. Unlike oil, gold is not a consumable product. All the gold that has ever been mined is still available in the world. Also, every year, the amount of gold

mined is not very high. And so, if the demand for gold increases, the price increases since the supply is relatively scarce.

2. Inflation

When the inflation rates rise, the value of the currency decreases. Also, most other investment avenues fail to deliver inflation-beating returns. Hence, most people start investing in gold. Even if high rates of inflation last for an extended period, gold acts as a perfect hedge since it is not affected by fluctuations in the value of the currency.

3. Interest Rates

Gold prices have an inverse relationship with interest rates. When the interest rates fall, people don't get good returns on their deposits. Hence, they tend to break their deposits and buy gold instead causing an increase in demand and so the price. On the other hand, when the interest rates rise, people sell their gold and invest in deposits to earn high interest leading to a drop in demand and price.

4. Indian Jewelry Market

In India, gold jewellery is integral to most religious festivals and weddings. That is why, during festivals and wedding seasons, the demand for gold increases, boosting its price.

5. Government Reserves

The Government of India holds gold reserves. Based on its policies, it can buy or sell gold through the Reserve Bank of India (RBI). The price of gold can get impacted depending on whether it buys or sells more.

6. Import Duty

India contributes less than one percent to the global gold production. However, it is the second-largest consumer of the precious metal. It imports a lot of gold to meet the high demand. Therefore, import duty plays an essential role in the price of gold.

7. Currency Fluctuations

In the international markets, gold is traded in USD. While importing USD is converted into INR. So, any fluctuations in the USD or INR can affect the import price of gold and hence the selling price.

Why are Gold Prices Rising?

Since March 2020, to curb the spread of COVID-19, most countries have implemented nationwide lockdowns. While this brought the spread of the disease under a reasonable amount of control, it also caused a lot of economic disruption since businesses were shut and imports and exports were canceled.

While the government announced several economic packages to support people during these times, interest rates slumped and many investors started moving away from risky assets. This increased the safe-haven appeal of gold.

But, the lockdowns had started in March. Why have gold prices started surging now?

Initially, investors hoped that the economy would recover quickly as the lockdowns were lifted and companies resumed operations. And so, many investors started buying undervalued, high-quality stocks. However, with time, the hopes of a near-term recovery got dampened and investors started looking at a safe haven for their funds.

Since gold is considered to be a perfect hedge against inflation and economic turmoil, the demand for gold increased.

1. High Liquidity

The RBI allowed borrowers to avail of a moratorium on loan repayments till August 31, 2020. The Government also declared a lot of economic stimulus packages to pump liquidity into the markets. So, we had a situation where investors had money to invest but the stock markets were highly volatile and interest rates were falling. Hence, they started investing in gold that is known to be a safe investment during such times.

2. Reduced Gold Mining

The primary factor that affects gold rates is the demand and supply equation. While the demand increased, gold mining activities were severely impacted due to lockdowns in various countries. This impacted the supply causing the prices to rise further.

3. Exchange Rate

The Indian Rupee has fallen sharply since the lockdown. Currently, it is around 75 against the US dollar. Since India is the second-largest importer of gold, such exchange rate fluctuations impact gold prices.

4. Rise in International Gold Prices

The price of gold in India is affected by its international price. Over the last few weeks, rising number of coronavirus cases, increasing US-China tensions, and overall economic slowdowns have led to a constant rise in gold prices around the world.



GRAPHICAL PRESENTATION OF INCREASING GOLD PRICES FROM APRIL, 2020.

RECURRING DEPOSITS:-

- Recurring deposit is an account where the depositor deposits fixed amount of funds at regular intervals of time.
- The interval of time can be month, quarter, 6 months, or 1 year.
- The Interest rate is calculated on the amount deposited and after a specified duration, the depositor receives a lump-sum amount.
- Recurring deposit schemes allow customers an opportunity to build up their savings through regular monthly deposits of a fixed sum over a fixed period of time.

RECURRING DEPOSITS {IN CASE OF GOLD}:-

- The customer has to pay a fixed amount in a particular time of interval, it is mostly monthly for 12 months.
- The firm offers 9% interest rate per annum, but in case of Recurring Deposit in gold the customer has to buy gold with the amount of money gained at the end of the year.
- **For example :-**

Customer named Raju has opened a Recurring Deposit account in Patne Jewellers, the customer has opted for the scheme of Rs.1000 per month and he has started the account from October 2019 till October 2020.

Raju has started paying Rs.1000 from October 2019 and will have to pay till October 2020, the total amount payable by Raju is 12,000 and the interest on his amount offered by the firm is 9% that means the amount comes to be $12000 + 1080 = 13,080$ Rs.

Now, Raju will have to buy a gold ornament of his choice and Rs.13,080 will be deducted from his Recurring Deposit account and Raju will have to pay the rest of the amount.

- Recurring deposit accounts are easy to handle, this accounts are maintained in small booklets separate for each customer.

ADVANTAGES OF RECURRING DEPOSIT:-

- **High interest rate:-** One of the main benefits of recurring deposit account is the attractive interest rates availed by the financial institutes.
- **No penalty:-** If the customer misses a month the institution does not impose any penalty, you can pay it in the next month.
- **Minimum:-** Recurring deposit has minimum amount starting from 1000Rs/month.
- **Documentation:-** For opening a Recurring Deposit account documents required a very minimum and basic.
- **Short-Term :-** Recurring deposits are best for short term investments.

DISADVANTAGES OF RECURRING DEPOSIT:-

- The customer cannot withdraw the money anytime according to his/her wish.
- The customer cannot change the amount you like to invest monthly once decided.

OBJECTIVE OF STUDY ON RECURRING DEPOSITS (IN GOLD):-

The study is undertaken for the following objectives:-

- To study that what percentage of people are aware about Recurring deposit accounts (in gold).
- To study about the facilities offered by Patne Jewellers regarding Recurring deposits (in gold).
- To study about the difficulties faced by the customers having Recurring deposit accounts in the firm.

SCOPE OF THE STUDY:-

- This report provides detailed information about Recurring deposit accounts (in gold).
- This report identifies the need for focusing on Recurring deposit (in gold) sector.
- The report identifies various credit, policy and technical risks associated with Recurring deposit accounts (in gold).

- This study also identifies various policies related to Recurring deposit accounts.

CONTRIBUTION DURING SIP :-

Week 1:-

Firm Introduction:- In this week, I learned about the schemes, products, facilities, services and benefits provided by the firm. I also learned about the T&C on all the schemes and loans.

Week 2:-

Explaining the features and benefits of Gold Loan Scheme :- I learned in detail about the features of Gold Loan. Procedure for applying for Gold loan.

Week 3:-

Explaining the Terms & Conditions of Gold Loan to the customers. What are all the rules and documents required for applying for the gold loan.

Week 4:-

Explaining the customers about Recurring Deposit accounts and interest rate offered by the firm on Recurring deposits.

Week 5:-

Explaining the regular customers about the odd even scheme of shop timings due to the pandemic lockdown.

Week 6:-

Explaining the features and benefits of Recurring Deposit accounts.

Lessons Learnt :-

Internship Experience

Being a student of DMSR GS College, Nagpur, was able to have an opportunity to be at the Patne Jewellers. This was a great chance for me to enhance and gain practical knowledge at a work place. “Internship is the right way to start a career” this statement was unclear until I stepped at the Market and Retail sector.

The Retail firm Internship offers highly motivated and successful individuals an opportunity to improve their skills while working in a diverse environment. Interns generally find the experience to be rewarding and interesting.

Major things I have learned :-

In my training, I have been taught about:

- General Gold Loan facilities offered by the firm.
- Interest rates applied on the Gold loans and what percent of amount is offered by the firm on total value of gold.
- Details of Recurring deposit accounts.
- Opening and closing of Recurring deposit accounts.
- Interest rates offered by the firm to the Recurring deposit account holders.

Limitations of the study

The study is complicated with the following limitations:

- Only one firm is selected to study so there is no comparative analysis. The scope is limited for Nagpur district & specifically with Patne jewelers firm.
- The time available for the purpose of study is very less i.e. twenty days only. Mostly secondary data is referred than the primary data for the study is limited.

Research Methsodology

Research Definition

Research is scientific activity in which decision is made & problem is solved.

Research Methodology

The method or framework within which the research is to be done is called Research Methodology.

Types of Research of my study is

- Exploratory
- Descriptive procedure of Patne Jewellers.
- Data Collection

(1) Primary Data:-

In the form of feedback of the customers collected through questionnaire.

(2) Secondary Data:-

All the data is collected from the records maintained by the firm.

FINDINGS

- Customers were satisfied from the quick response and good customer relationship.
- Customer found employees of Patne Jewellers very calm and cooperative.
- Customer are more influenced for taking Gold loan from Patne Jewellers because of trust, customers have on Patne Jewellers.
- Customer found the procedure of availing loan simple and hassle free.

LIMITATIONS

- The survey was conducted in the Patne Jewellers.
- Target customers and respondents were too busy persons, so it was difficult to get their time and view for specific questions.
- Area covered for the project while doing job also was very large and it was very difficult to correlate two different customers / respondents' views in a one.
- Every financial customer has his / her own need and according to the requirements of the customer product customization was not possible.

▪ **SUGGESTIONS:-**

- The firm does not provide loan during the heavy season period, but the firm should understand the situation of some customers who are loyal to the firm.
- The firm should always be on it's toes to help an solve the complaints of their customers.

CONCLUSION

“PATNE JEWELLERS” is providing good and quality services to the clients during sanctioning the Gold loan. The firm cooperates with the customers to offer maximum benefits and retain the customer to the firm. Various other firms offer same product and services only aspect, which differentiate the firm is the quality of service provided by the firms. The Recurring deposit account holders are also satisfied by the services provided by the firm.

Thus it can be concluded that the performance of Patne Jewellers in retail sector and gold loan sector is good. The firm improves its flaws and mistakes with the help of feedback given by the customers. Such an effort would lead to the enhancement of the performance in all the parameters and eventually to the composite overall performance of the firm.

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