**1.1 INTRODUCTION**

Customer Relationship Management (CRM) is a strategic approach focused on building and maintaining long-term, meaningful relationships with customers. This approach aims to understand customer needs and preferences, enhance customer satisfaction, and foster loyalty. By utilizing CRM, companies can streamline interactions with customers, offering personalized services, addressing concerns promptly, and developing marketing strategies that align with customer expectations.

Customer Relationship Management (CRM) is a strategic approach that businesses use to manage interactions with current and potential customers. It involves leveraging technology, data analysis, and personalized communication to understand customer needs, improve customer satisfaction, and foster long-term loyalty. CRM encompasses everything from marketing and sales to customer service, creating a seamless and consistent experience for customers throughout their journey with a brand.

Customer Relationship Management (CRM) is a strategic approach that businesses employ to effectively manage their interactions and relationships with customers. In today's competitive business landscape, organizations recognize the vital importance of establishing and maintaining strong customer relationships. CRM plays a crucial role in enhancing customer satisfaction, loyalty, and ultimately, the sales of products. The influence of CRM on product sales is multifaceted and encompasses various aspects of customer engagement, communication, and data analysis. By utilizing CRM tools and strategies, businesses can gather valuable customer information, track their preferences, and tailor their marketing efforts accordingly. This personalized approach enables organizations to deliver targeted product offerings, resulting in increased sales and improved customer satisfaction.

One of the key benefits of CRM is its ability to enhance customer service and support. By integrating CRM systems into their operations, businesses can streamline customer interactions, provide timely responses to inquiries, and resolve issues more efficiently. This high level of customer service contributes to a positive customer experience, fostering customer loyalty and repeat purchases. Furthermore, CRM enables businesses to implement effective sales and marketing strategies. Through the analysis of customer data, organizations can identify trends, preferences, and buying behaviors. This insight empowers businesses to create targeted marketing campaigns, develop personalized product recommendations, and deliver relevant promotions to specific customer segments. By aligning their offerings with customer needs and desires, businesses can significantly boost their sales figures.

In addition to improving customer service and enabling targeted marketing, CRM also facilitates better communication with customers. CRM systems provide centralized databases that store customer information, including contact details, purchase history, and preferences.

This consolidated information allows sales teams to have a comprehensive view of each customer, enabling them to engage in more meaningful and personalized conversations. By understanding customer needs and offering appropriate solutions, sales representatives can effectively influence purchasing decisions and drive sales. Overall, CRM has a profound influence on the sales of products. It empowers businesses to understand their customers better, tailor their marketing efforts, enhance customer service, and foster long-term relationships. By leveraging CRM strategies and technologies, organizations can optimize their sales processes, increase customer satisfaction, and ultimately drive revenue growth. In the following sections, we will explore specific ways in which CRM impacts product sales and discuss the benefits and challenges associated with implementing CRM systems.

* 1. **SIGNIFICANCE OF THE STUDY**

Customer Relationship Management (CRM) has become a cornerstone of modern business strategies. It focuses on building and maintaining meaningful relationships with customers, fostering loyalty, and enhancing the overall customer experience. CRM systems provide a comprehensive framework for managing interactions with customers, enabling businesses to be more responsive, efficient, and customer-focused.

* 1. **STATEMENT OF THE PROBLEM**

The primary issues faced by companies in the realm of CRM include ineffective customer engagement, poor retention rates, and challenges in personalizing the customer experience. As customer expectations continue to rise, these problems become more pressing. Without a structured approach to managing customer relationships, businesses risk losing their competitive edge and failing to meet customer needs. As such, a well-implemented CRM system can address these concerns by enabling companies to streamline processes, enhance customer satisfaction, and foster brand loyalty.

* 1. **OBJECTIVE OF THE STUDY**
* To critically analyze the current CRM practices at Malabar Gold & diamonds and assess their alignment with industry best practice.
* To evaluate the Direct impact of CRM strategies on customer satisfaction, retention, and loyalty.
* To examine the role of CRM in evaluating the overall customer experience across both digital and physical touch-points.
* To identify the opportunities for optimizing and streamlining CRM processes to improve operational efficiency and customer engagement.
* To assess the effectiveness of CRM initiative in driving sales performance and contributing to sustainable revenue growth.

**1.5 RESEARCH METHODOLOGY**

**Research Methodology**

Research can be defined as something that people undertake in order to find out things in a systematic way, thereby increasing their knowledge. Research has the purpose of improving understanding of particular business or management problem, resulting in solution to problem, resulting in solution to problem, to obtain findings of practical relevance and value to manager(s) in organization(s).

**SAMPLE SELECTION METHOD CHOICE**

**Population and sample:**

The population for this study includes all customers who have made purchases from Malabar Gold & Diamonds, both in-store and online.

**Sample Size**

Total number of respondents from the population is 120.

**Period of coverage:**

The study has been undertaken for a period of 45 days. From August 1 to September 17.

**Type of research:**

In this study, descriptive research is used. Descriptive research is conducted to collect detailed information, such as customers' opinions, preferences, awareness, and behaviors. It is structured and formal in nature, focusing on understanding various aspects of customer experiences with Malabar Gold & Diamonds.

**Sampling Procedure:**

Convenient sampling: Convenience sampling technique has been used to collect data

**Data collection method:**

The type of research adopted by the investigator is primary as well as secondary research. Primary research involves studying the facts and figures collected by the researcher himself/herself; exclusively for the purpose of a particular study.

Secondary research involves the usage of data and facts and figures that has been collected by someone else.

**Primary data**

Primary data is data that is collected by a researcher from first-hand sources, using methods like surveys, interviews, or experiments. It is collected with the research project in mind, directly from primary sources. The term is used in contrast with the term secondary data.

**TOOLS USED FOR DATA COLLECTION, ANALYSIS**

In the present study, the researcher has used both primary and secondary data. Primary data involves facts and figures collected by the researcher specifically for the purpose of the study. Secondary data refers to data that has already been collected by others. Secondary data for this study has been gathered using:

**Questionnaire**

Questionnaires are instruments used to collect information about a person’s past experiences or private behaviors, as such behaviors are typically beyond direct observation. A questionnaire consists of a series of questions arranged in a specific order or format.

The main advantage of the questionnaire method is that it affords great facilities in collecting data from large, diverse and widely scattered groups of people. The distinctive characteristic of the questionnaire has been aptly summarized by John Galtung as “written verbal responses”. It is used in gathering objective, quantitative data as well as for securing information of a qualitative nature. There are two types of questionnaires; structured questionnaires and unstructured questionnaires. The questionnaire used here by the researcher here is a structured questionnaire.

**Secondary data has been collected through:**

Apart from documents and discussions, the investigator has also collected the relevant information from the websites and books pertaining to the problem stated in the study. These sources are very useful in understanding the problem and in carrying out the research in a systematic manner.

**Tools used for analysis:**

**Percentage method**

Data is analyzed through simple Analysis techniques. The data tool is “percentage” method.

Percentage = Total Number of respondents \*100

**Total Population**

**1.6 LIMITATIONS OF THE STUDY**

* Some respondents may be unwilling to provide responses.
* There is a chance of bias in the opinions of respondents, which could affect the quality of the study.
* Limited time period for data collection.
* Some respondents were reluctant to open up and share detailed information.

**2.1 REVIEW OF LITERATURE**

A restricted view of customer relationship management would be database marketing focusing on how promotional marketing is linked to database management tools. A more widely accepted idea states that it is the application of technology that emphasizes on individuals or one to one relationship with customers by integrating database knowledge with the long term prospects of growth and customer loyalty. Managing a successful CRM implementation requires an integrated and balanced approach to technology, process and people (**Chen, j.In jazz, Popvich, k., 2003**). CRMcustomer relationship management is an enterprise wide initiative that belongs to all areas of an organization (**Sing D and Agarwal, DP, 2003**). It reflects the comprehensive strategy and process of acquiring, retaining and partnering with selective customers to create superior value for the company and the customer.

Customer relationship management coordinates touch points around a common view of the customer (**Eckerson and Watson, 2000**). As the business gets larger and number of customer relationship to be managed increases exponentially, it calls for integration of different business department to collaborate the customer information to provide a unified view of customer interaction to serve the customer better. Customer relationship management is the strategic process of shaping the interaction between a company and its customers with the goal of maximizing current lifetime value of customer for the company as well as maximizing satisfaction for customers (**Rajagopal, Sanchez and Romulo Sanchez, 2005**).

CRM can be viewed as an application of one to one marketing and relationship marketing, responding to an individual customer on the basis of what the customer says and what else is known about that customer (**Peppers, Rogers and Dorf, 1999**). It is a management approach that enables organization to identify, attract, and increase retention of profitable customers by managing relationship with them (Hobby. J.,1999) and further identifying significant customers (Buttle, f.,2001).

“CRM is an IT enabled business strategy, the outcomes of which optimize profitability, revenue and customer satisfaction by organizing around customer segments fostering customer satisfying behaviour and implementing a customer centric process” (**Gartner group,2008**).

Customer relationship management has been defined as “a business approach that integrates people, process, and technology to maximize relationship with customers” (Goldenberg,2008) moreover it has been stated that customer relationship management “characterises a management philosophy that is a complete orientation of the company towards existing and potential customer relationships” (**Raab et al, 2008**).

**Mueller** (2010) characterises customer relationship aspects management of the business as a highly dynamic, and convincingly argues that business have to adopt a proactive approach in devising relevant programs and initiatives in order to remain competitive in their industries.

**Sinkovics and Ghauri** (2009) relate the necessity for engaging in customer relationship management to high cost of direct sales, highly intensifying competition in the global level, and need for information about various aspects of the business in general, and consumer behaviour in particular, that can be used to increase the level of sales.

According to **Peppers and Rogers** (2011), there is global tendency in customer relationship management that relate to the shift from transactional model towards the relationship model. In other words, Peppers and Rogers (2011) argues that satisfying customer needs as a result of on-time transaction is not sufficient today in order to ensure the long term growth of the business.

Instead, business has to strive to maintain long term relationship with their customers in order to maintain flexibility to adopt their increasing expectation and thus achieving their life-long loyalty. Peppers and Rogers (2011) further stress that, businesses that refuses to acknowledge this tendency in the global market place would be risking their market share and growth prospects in the future.

One of the most critical source for the research is the book “Relationship marketing and Customer Relationship Management” authored by **Brink and Berndt** (2009). The books offers an in-depth discussion of the concept of Customer Touch Map and discuss the role of information technology in facilitating customer relationship management.

The work of **Mathur** (2010) represents another significant contribution to the research area to be used in the study. Namely, the author provides a wide range of specific customer relationship management techniques and principals that are used by multinational businesses. The findings of mathur (2010) can be compared to the primary data findings in the proposed research, thus enhancing the scope of the study.

**Khurana** (2010), on the other hand discuss the customer relationship management in a great detail, and also addresses advantages and disadvantages associated with a range of relevant software applications. The third edition of Pradan’s (2009) “Retailing Management” is another noteworthy source that is going to be used in the study. Specifically, Pradan (2009) identifies customer relationship management as an emerging aspects of marketing in retail and discusses its importance for ensuring long term goals for retail businesses.

A global approach towards the issue of customer relationship management is adopted by **Raab et al** (2008) in “customer relationship management: a global perspective”. The value of this specific work to the proposed research can be explained in a way that it will allow the comparison of customer relationship management principles to the similar principles exercised by other multinational retailers in a global marketplace.

**Bhatia’s** (2008) work, “Retail Management” is also going to be used in the proposed study due to the significance of the contribution of the work to the research area. Bhatia (2008) offers in-depth discussions related to the use of loyalty cards by retailers, and this represents a comprehensive analysis of the issue in the secondary data.

Moreover, **Cox’s** (2011) “Retail Analytics: The Secret Weapon” deserves also to be mentioned in here thanks to the most modern and fresh perspective the author adopts in order to approach the research issues. The most valuable part of this specific article is that it provides highly practical recommendations to retailers of various sizes in terms of increasing the levels of revenues through adopting a range of customer relationship management principles.

A range of academic models and writings relate to this research in direct and indirect ways and some of the most relevant models are going to be explored in the study. One of the most models to be used in the study is The Gap Model of Service Quality. “A model of service quality called the gap model identifies five gaps that can cause problems in service delivery and influence customer evaluations of service quality” (**Lamb et al, 2011, p.189**).

According to **Shani and Chalarani** – Customer Relationship Management can be defined as “ an integrated effort to identify, maintain and build up a network with the individual customers and to continuously strengthen the network for the mutual benefit of both parties, through interactive, individualized and value added contracts over a long period of time

According to **Buttle, F** (2008) Customer Relationship Management (CRM) is the ‘core business strategy’ that combines internal processes and functions, and external networks, to create and deliver value to targeted customers at a profit. It is grounded on high quality customer related data and support by information technology. Customer relationship management can further be defined as a complete set of activities covering all functions of the organisation, relating with and supporting a consumer. Such activities build customer satisfaction by way of providing to their needs, and want over a long period of time (**Wimshurst& Mackay, 2002**).

According to **Starky, Woodcock** (2000) Customer Relationship Management is defined as a business attitude. ‘Customer Relationship Management (CRM) is an IT-enhanced value process, which identifies, mature, combine and focuses the various capabilities of the organisation to the customers opinion in order to deliver long term exceptional customer value, at a profit, to well-known existing and future customer segments.’

Other Authors such as **Rigby, Reichheld, and Schefter** (2002) in their definition described that ‘Customer Relationship Management (CRM) affiliates business processes with customers strategies to build customer loyalty and to increase profit long term. ‘In their definition the words technology and software were not cited. In order words the authors believes that customer relationship management (CRM) is seen as a set of customer strategies and processes, supported by the pertinent software, for the purpose of improving customer loyalty and ultimately, corporate profitability.

A combination of software and a customized software process to help companies gain a competitive advantage in either sales, marketing or customer service. – [MondoCRM](http://www.mondocrm.com/what-is-crm/" \o "MondoCRM)

[**James Wong, Avidian Technologies**](http://www.smallbizcrm.com/crm-definitions.html) states that, a business process of understanding, collecting and managing all of the information in a business environment relating to a customer. The goal of CRM is to more effectively communicate with customers and improve customer relationships over time.

[**Bluesoft**](http://www.bluesoft.co.uk/customer-relationship-management/customerrelationshipmanagementdefined.htm) states that, a person you have dealings with on a professional basis. A relationship as how you interact with someone, your view of them, their view of you and how this affects the way you deal with each other. Being in control of your customer relationships, defining them, steering them in the direction you decide.

[**Martin Walsh**](http://www.slideshare.net/amitgurus/crm-defined) states that CRM as a comprehensive business model for increasing revenues and profits by focusing on customers.

According to **Bennett** (1996) Customer Relationship Management seeks to establish not only long term relationship but they also seeks trusting committed relationship with customers, build with fairness and genuine concern for the delivery of high quality services. Because customers are the most important persons, businesses need to give positive responses to customer ideas and the willingness to sacrifice short term advantage for long term gains.

According to **Gronroos** (2004) he believes having a continuous relationship with customer can help in building security, trust and a feeling of control.

According to **Chou et al**., (2002) mentioned Customer Relationship Management can make certain customer satisfaction via allocation, scheduling, dispatching the right personnel with the right tools at the right time.

**Hiroshi (1997)** mentioned in his study “Electronic commerce for new management and information system infrastructure”, he had given stress on electronic information provided to customer in various banking sectors to make the system more efficient to fulfill the needs of customer using banking services and help in CRM.

As per comment of **Thampy (1999),** after recommendations of the Narasimhan Committee, customer service expectations increase in many folded area due to entries of new private banks and international banks.

**Kaujalgi (1999)** stated that Information Technology (IT) performs an important role for giving better customer service, at a lower cost. Further he stresses that, due to presence of advance automation technology, foreign banks have the advantage in many banking areas.

**Bajaj (2000)** He analyzed related issues due to adoption of CRM in banking. He explained ecommerce, payment system, smart card, electronic check etc. He explained that IT has made for big CD’s to raise money in capital market than from banks. He conclude that electronic payment system are emerging and getting acceptance in market place as it help to cut cost by producing check ways of delivering products to customers and to see it that whether technology create new opportunities for banks or they become extinct.

**Gopalakrishna (2001)** expressed his views that Customer relationship is not an outside element which started exerting its influence on the business. It is an integral part of management and, it has occupied an important and indispensable central place in today’s business.

**Manickarj&Hemalatha (2001)** in this article e-banking success identifies that in new digital market place banks and financial institutes are not lagging behind and start providing services electronically to internet. These services lower transaction cost &empowers customers & enhance the value to banking relationship. They discussed also services through banking, their benefits to customers, banks & limitations.

**Kassing (2001),** have expressed Bankers who lose good customers month in and month out may likewise feel this sense of futility. Those who respond by boosting advertising budgets, (offering low-cost and low-profitability products as a lure) may find they increase their marketing expenses only to obtain unprofitable customers. In addition, other worthwhile prospects or customers are identified in the hope of developing profitable relationships.

According to **Mittal and Kumra (2001),** the concept E-CRM are the combined process of business and advances technology, which seeds to know the banks customer from a multifaceted perspective. E-CRM system has been recently adopted in the industry.

Selecting an E-CRM system is a part of the Customer Relationship Strategy.

**Garikaparthi (2002)**, has concluded that in the present scenario of globalization and liberalization, marketing has undergone a matamopheric change to cope with increased competitiveness, changing needs of customers, continuous product up gradation due to change in technology, changing market trends and many more, because of these continuous changes, the marketing efforts have also slowly shifted from mass marketing to interactive marketing and finally to today's relationship marketing.

**Vedpuriswar (2003)** has highlighted that ICFAI realized that the growth is the key to long term survival and much of its growth will come from keeping its eyes and ears tuned to environment and for this ICFAI implemented customer relationship management strategies specially for the student’s enrolment and processing of examination hall tickets, and this lead to growth of ICFAI which has surprised traditional academic institutions.

**According to Greenberg (2004),** customer having many options among various service provided by banks. He makes business relationship depends on his economy, faith and products, efficiency and services.

**Buttle (2004)** stated that new goals More Accountability Creative management of the customer lifecycle Rethink the 4Ps Managing networks, not brands New customer management roles.

**Mohamed and Sagadevan (2005),** has expressed his view that Managing relationship with customer. For a successful implementation, of CRM there must be a common sense that the implementation will affect all parts of the company and that there might be server changes to get positive results. Due to that the project must be supported by the management from the very beginning.

**Patnaik and Chhatoi (2006),** Customer Services will be better understood if we define it from the customer’s angle. Customer service is the perception of a customer regarding the services he gets from his bank. It is found that retaining customer is often cheaper than finding a new customer. Customer is viewed as a longterm relationship.

**Graham (2008)** explains that there are three elements to consider when aligning your business towards a customer relationship format. These are retention, customer potential and de-selection of customer. He also mentioned four steps if CRM i.e. Segmentation, Analyzing, Developing strategy and behaviour maintenance.

**Uppal R K (2008)** stated that in spite of lack of awareness among the customers of e– banking services, most of the customers uses the e-banks are satisfied with various e-link and available services. It is further observed through the responses of respondents that the future of e-banking services is bright and that this e - channels will definitely help in the transformation of banking in a positive manner.

**Dutta et al (2009),** the statistical analysis further reveals that there exists a gap between the customer expectations and perception in the banking sector. The expectations of Bank customer are higher than their perception. This gap varies cross the banking sector with public sector banks showing the widest gap and foreign banks showing a narrow gap. Factor analysis further showed that tangible, assurance, empathy and reliability dimensions are the explanatory variables predicting customers ‘satisfaction in India. ATM machines in convenient places and tele - banking and internet banking facility. The findings further show that public sector banks are neutral about the quality services offered.

**Haque et al (2009)** the study that the study deals with customer insight for the needs and wants. This may important for Bankers to provide better services, at the same time banks need more publicity about the security aspects in addition to rules and regulations related to security.

**Selvan V et al (2010),** it is observed from the results that awareness level of college level education group respondents is high while the same is the case for the respondents having income of above Rs 10,000 and in the case of satisfaction level of respondents; the difference is significant between small and large size families.

**Dixit et al (2010)**, the bank management may classify the market strategy on age group basis. They obtain their opinion to enable imparting necessary guidance for use of online banking transactions. Interestingly, the study reveals that online banking has a very promising future, as emphasized by the majority (84%) of respondents.

The study **by Desari (2011)** has concluded that Relationship Marketing orientation comes naturally to Indians who treat guests as gods **(Athithidevobhava)** and imbibe the spirit of service from their parents and senior members of the family. It is not concept new to India and has been practiced from ancient time. While there have been some aberrations to this philosophy, post-independence, Indian marketers have quickly rediscover the importance of being customer-centric and building long-term relationship with the customer whether individuals or other business organizations. The Indian ethos that regards customer as a king or even a god (none other than Mahatma Gandhi endorsed this view), and their exposure to global business practices post-liberalization, ensured that Indian marketers whether big or small; organized or unorganized, have fine-tune their relationship marketing skill and practices, which have been in their veins of centuries, for greater success and consolidation.

The study by **Singh and Kumar (2011)** indicated that people term CRM as technology based initiative, but the fact is that it is an enterprise wide activity which uses technology to facilitated various functions sales, marketing, service etc and CRM initiative starts with identification of customers with the objective of differentiating from customer to customer and he further mentions that it is not the products or services that please the customers, but the right attitude of handling them and building a closer relationship with them. The bank with a huge number of customers with close bonding would enjoy higher revenues and profitability.

**Kumar (2011)** had mentioned that, customer relationship management is the buzzword in the Indian market place has rendered undertaking customer relationship management, as an imperative than just an optional feature and now it has been recognized as one of the major tools for enhancing customer loyalty and in the process reducing customer defections to competing firms. Customer relationship management practices leave a lasting impact on their customer relationships in this era of competition, there is a need

**Ganesamurthy et al (2011)** have focused on the study related to the perception of the customer on Customer Retention Management of the Commercial banks. The results reveal that the total employee involvement, special events, empowered employees, usage of advanced technology, low charges and safeties are better practiced in public sector banks. Customer feedbacks are better practiced in private sector banks. The findings further revealed that Customer Retention Management in banks does not change irrespective of different demographic classification.

**Moorthy (2011),** The Researcher has suggested that the bank should make the customer aware of the terms and conditions should have proper redressal mechanism while aggressively promoting credit/debit cards/other electronic channels, the customers should have proper awareness and knowledge of these products/services. In customer service, it has been concluded stating that fair treatment to all customers should be considered as an important factor.

**Metal (2011),** researcher have explored the crucial factors responsible to achieve the customer base of the Indian scheduled commercial banks by assessing the extent of utilization of banks services by their customers while ascertaining the customer satisfaction through structural equation model (SCM). The study revealed that there are vast opportunities as well as challenges for Value Added Services provided by banks in India and that due to technological innovations and significant change in demographic profile of customers, there is huge market potential lying ahead. It is further revealed that the awareness level of Value Added Services is restricted to only a certain section of the society.

**Khan (2011)** the author has concluded that some businesses outperform their rivals in offering superior relational value to their target customer and convert these advantages into superior performance because the company focuses on their customer relating capability, which acts as important source of advantage and has 3 interrelated components like orientation, which reveals the organizations priorities towards customer relationship, information, which includes customer information systems and the configuration.

**Gupta et al (2012)** have expressed on the current levels of clients' satisfaction and also tried to explore the factors that led to satisfaction in Indian banks. Data from 400 respondents were collected from various branches of the prominent banks of India and the service ambience and hygienic, involvement factors showed a positive relationship with relative clients' satisfaction.

**Hattangadi (2012)** is of the opinion that marketing is the heart of any business and marketing strategies represent the plan by which the firm delivers its value to the customers and it doesn’t matter what is your product, companies are ultimately in the education based business.

**Tamilarasan R (2011)** has mentioned that customer relationship management becomes effective when customers are involved CRM process and it is necessary the organization include the customers into the mix and if CRM practices are conceived and implemented properly, it will enable companies to retain customers for life, get maximum value out of each customer and generate exemplary customer bonding. Has noted that CRM involves more than just gathering data and developing programmes to identify the most profitable customer, then managing the relationship by offering them more suitable products and services. Handled well customer relationship management can allow for stages in the relationship to be identified and managed and the organization s that use CRM systems sensibly can often change customer’s opinions and behavior.

**Nilsson (2004)** explained that the main benefit of having good customer relationships is that it helps one to stay in business and argued that the company's good customer relationships facilitates the customer interaction when the salespersons were not available and moreover the customer relationship results in higher sales because a relationship builds trust and trust leads to repeat business and this also broadened the market access of the company.

**Murthy**: The author has well illustrated there aspects through real life experience of customers with the bank. He suggests that traditional banking service with a personal touch would often be smoothing to the customers. The articles in book gives an account of the benefits of CRM Initiatives that include, Customer usage Patterns or CRM, Integrate warehouse Data, etc. It focuses on benefits of the initiatives such as Mobile ATMS, Bulk Deposits etc. The bottom line for future of competition is the quality of interaction between customer and the bank.

**Sujatha:** This book is an attempt to provide an insight into the concept of user profiling its significance as an e-commerce tool and its application in industry and in banking sector. The authors feel that beside trust, a regulatory and legal framework should be established along with effective mechanism of enforcing it.

**Garikaparthi:** The paper focuses on the significance of CRM adoption in financial institutions have been cited for throwing light on the adoption, issues and implementation processes of CRM. The book ''CRM in Financial Services'' is divided into four section-I Introduction to CRM in financial Service.'' Which provides an overview by emphasizing the CRM concept in financial service & II- Service '' CRM in banking'' – IT covers CRM in banking industry. The third section '' CRM in Insurance'' and III- Section deals with '' Case Studies'' illustrating CRM experiences of a few Companies. In Section II- CRM in banking: The first Article is about ''Retail Banking Going the CRM way'' which is written by V Gopal, throws a light on the benefits that can be obtained in retail banks by implementing CRM.

**Mukerjee**: This book covers the various conceptual aspects that govern CRM implementation and enough focus has been laid on the aspects of the technology concerned with the implementation process. Additional principle which is applicable is opportunity management and pipeline analysis as well as analyzing the sales to discover cross-selling and up-selling opportunities.

**Ghavami and Olyaei: Researcher** found that is why computerized CRM System can perform a vital role in success of company. Highlight of research is getting to realize that ''Customer Retention'' requires strategy and it should be considered by management team a mainstream activity which requires same level of attention that other marketing and sales strategies may require.

**Nandy:** After introduction of reforms the business environment of banks has undergone a vast change as compared to the pre-reforms era, Liberalization, globalization & privatization has given rise to numerous growth opportunities. On the other hand, threads and challenges have emerged as a result of intensifying competition globalization & increasingly stricter prudential norms. The Indian banking industry needs to brace up for the challenge when the new global financial players are permitted enter domestic market. Sophisticated marketing techniques for customer delight & an overhaul of business processes supported by technology are needed to meet this challenge in the knowledge economy the study contains details of reforms of banking sector.

**2.2 THEORETICAL FRAMEWORK**

**MARKET**

Marketing refers to any actions a company takes to attract an audience to the company's product or services through high-quality messaging. Marketing aims to deliver standalone value for prospects and consumers through content, with the long-term goal of demonstrating product value, strengthening brand loyalty, and ultimately increasing sales.

The purpose of marketing is to research and analyze your consumers all the time, conduct focus groups, send out surveys, study online shopping habits, and ask one underlying question: "Where, when, and how does our consumer want to communicate with our business?"

Here, let's explore the purposes of marketing, along with types of marketing, the 4 P's of marketing, and the difference between marketing and advertising.

**Purpose of Marketing**

Marketing is the process of getting people interested in your company's product or service. This happens through market research, analysis, and understanding your ideal customer's interests. Marketing pertains to all aspects of a business, including product development, distribution methods, sales, and advertising.

[Modern marketing](https://blog.hubspot.com/blog/tabid/6307/bid/31278/the-history-of-marketing-an-exhaustive-timeline-infographic.aspx) began in the 1950s when people started to use more than just print media to endorse a product. As TV -- and soon, the internet -- entered households, marketers could conduct entire campaigns across multiple platforms. And as you might expect, over the last 70 years, marketers have become increasingly important to fine-tuning how a business sells a product to consumers to optimize success.

In fact, the fundamental purpose of marketing is to attract consumers to your brand through messaging. Ideally, that messaging will helpful and educational to your target audience so you can convert consumers into leads.

Today, there are literally dozens of places one can carry out a marketing campaign -- where does one do it in the 21st century?

**Types of Marketing**

Where your marketing campaigns live depends entirely on where your customers spend their time. It's up to you to conduct market research that determines which types of marketing -- and which mix of tools within each type -- is best for building your brand. Here are several [types of marketing](https://blog.hubspot.com/marketing/marketing-types) that are relevant today, some of which have stood the test of time:

**Internet marketing:** Inspired by an [Excedrin product campaign](https://historycooperative.org/the-evolution-of-marketing-from-trade-to-tech/) that took place online, the very idea of having a presence on the internet for business reasons is a type of marketing in and of itself.

**Search engine optimization:** Abbreviated "SEO," this is the process of optimizing content on a website so that it appears in search engine results. It's used by marketers to attract people who perform searches that imply they're interested in learning about a particular industry.

**Blog marketing:** Blogs are no longer exclusive to the individual writer. Brands now publish blogs to write about their industry and nurture the interest of potential customers who browse the internet for information.

**Social media marketing:** Businesses can use Facebook, Instagram, Twitter, LinkedIn, and similar social networks to create impressions on their audience over time.

**Print marketing:** As newspapers and magazines get better at understanding who subscribes to their print material, businesses continue to sponsor articles, photography, and similar content in the publications their customers are reading.

**Search engine marketing:** This type of marketing is a bit different than SEO, which is described above. Businesses can now pay a search engine to place links on pages of its index that get high exposure to their audience. (It's a concept called "pay-per-click" -- I'll show you an example of this in the next section).

**Video marketing:** While there were once just commercials, marketers now put money into creating and publishing all kinds of videos that entertain and educate their core customers.

Marketing and Advertising

If marketing is a wheel, advertising is one spoke of that wheel.

Marketing entails product development, market research, product distribution, sales strategy, public relations, and customer support. Marketing is necessary in all stages of a business's selling journey, and it can use numerous platforms, social media channels, and teams within their organization to identify their audience, communicate to it, amplify its voice, and build brand loyalty over time.

On the other hand, advertising is just one component of marketing. It's a strategic effort, usually paid for, to spread awareness of a product or service as a part of the more holistic goals outlined above. Put simply, it's not the only method used by marketers to sell a product.

**The 4 Ps of Marketing**

In the 1960's, [E Jerome McCarthy came up with the 4 Ps](https://www.oxfordreference.com/view/10.1093/oi/authority.20110803100143321)of marketing: product, price, place, promotion.

Essentially, these 4 Ps explain how marketing interacts with each stage of the business.

**Product**

Let's say you come up with an idea for a product you want your business to sell. What's next? You probably won't be successful if you just start selling it.

Instead, you need your marketing team to do market research and answer some critical questions: Who's your target audience? Is there market fit for this product? What messaging will increase product sales, and on which platforms? How should your product developers modify the product to increase likelihood of success? What do focus groups think of the product, and what questions or hesitations do they have?

Marketers use the answers to these questions to help businesses understand the demand for the product and increase product quality by mentioning concerns stemming from focus group or survey participants.

**Price**

Your marketing team will check out competitors' product prices, or use focus groups and surveys, to estimate how much your ideal customer is willing to pay. Price it too high, and you'll lose out on a solid customer base. Price it too low, and you might lose more money than you gain. Fortunately, marketers can use industry research and consumer analysis to gauge a good price range.

**Place**

It's critical that your marketing department uses their understanding and analysis of your business's consumers to offer suggestions for how and where to sell your product. Perhaps they believe an ecommerce site works better than a retail location, or vice versa. Or, maybe they can offer insights into which locations would be most viable to sell your product, either nationally and internationally.

**Promotion**

This P is likely the one you expected from the get-go: promotion entails any online or print advertisement, event, or discount your marketing team creates to increase awareness and interest in your product, and, ultimately, lead to more sales. During this stage, you'll likely see methods like public relations campaigns, advertisements, or social media promotions.

Hopefully, our definition and the four Ps help you understand marketing's purpose and how to define it. Marketing intersects with all areas of a business, so it's important you understand how to use marketing to increase your business's efficiency and success.

[**Advantages in marketing**](https://marxcommunications.com/advantages-in-marketing/)

Marketing is the process of attracting customers to your company's product or service. This is accomplished by market research, analysis, and comprehension of your potential customer's interests. Marketing encompasses all areas of a company's operations, including product creation, distribution techniques, sales, and advertising.

[**5 Major Advantages Of Marketing**](https://marxcommunications.com/advantages-in-marketing/#Here_Are_The_5_Major_Advantages_Of_Marketing)

[**Beneficial To Consumers**](https://marxcommunications.com/advantages-in-marketing/#Beneficial_To_Consumers)

Marketing gives customers the ability to make choices and enhance their consumption levels. Much of the utility of a product is created through marketing. Marketing research assists in making decisions on product design, color, quantity produced, or other features of a product, and so produces usefulness.

It generates utility such as place utility, time utility, information utility, and possession utility. A considerable portion of the consumer's money is spent on marketing. The high level of life has been partly attributed to aggressive, effective marketing efforts.

Only an efficient marketing strategy allows for the simple availability of high-quality goods and services at reasonable rates. "The consumer is the boss" in such a setup. As a result, we now enjoy what was formerly considered luxuries.

[**The Importance Of Business Organization**](https://marxcommunications.com/advantages-in-marketing/#The_Importance_Of_Business_Organization)

The success of every [business](https://marxcommunications.com/business/) is determined by its ability to meet the needs and desires of its consumers, which is the social and economic foundation for the existence of all organizations. Although numerous activities are necessary for a company's success, marketing is the only one that directly generates money. Building an excellent product on its own will not result in sales.

Scanning the environment, identifying market possibilities, developing product policies, and updating distribution and pricing strategies are just a few of the issues that might stymie a company's growth. All of these issues are handled by marketing.

[**Contributes To Economic Development**](https://marxcommunications.com/advantages-in-marketing/#Contributes_To_Economic_Development)

Marketing helps the country's economic development. It represents great progress. This is because marketing operations provide employment and revenue, and a country's prosperity is represented in the variety and amount of items offered to and consumed by its people. The availability of vital consumer items per capita is a measure of a country's level of poverty or affluence.

[Necessary And Worthwhile For Service Firms And Non-Profit Organizations](https://marxcommunications.com/advantages-in-marketing/#Necessary_And_Worthwhile_For_Service_Firms_And_NonProfit_Organizations)

Nowadays, the service [business](https://marxcommunications.com/basics-of-illinois-state-laws-for-businesses/) employs a vast number of individuals. The US is the world's first service economy (examples of services are communications, medical care, entertainment, financial services, taxation services, management and organization consultancy services, and repairs). The service industry employs a sizable portion of the labor force. Marketing-oriented businesses are emerging in this market as well.

Many non­profit organizations (e.g., charity institutions, religious and social welfare companies) require strong marketing programs to compensate for declining government subsidies, a drop in charitable contributions, and other unfavorable economic situations.

Coaching centers with empty seats, institutions with diminishing enrollments, consulting businesses with dwindling customers, and orchestra parties with declining engagements all realized that marketing was critical to their success.

Today, charities, museums, and even churches and temples are embracing marketing as a means of survival and growth, as there is increasing competition among non-profit organizations, and they must improve their images and gain greater acceptance among donors, government agencies, news media, and so on.

[**Provides Career Possibilities**](https://marxcommunications.com/advantages-in-marketing/#Provides_Career_Possibilities)

Marketing, directly or indirectly, provides professional chances to a vast number of people. We can study what marketing managers do or how marketing influences management decision-making in non-marketing occupations such as accounting, finance, healthcare, and education, among [others](https://marxcommunications.com/others/).

**CUSTOMER RELATIONSHIP MANAGEMENT**

Customer Relationship Management is based on consistent and reliable customer data. The company must therefore try to learn as much as possible about its customers so as to be able to access and influence the development of its customer relationships. This is usually achieved via a CRM system that stores all kinds of customer information and then makes this data available to various departments such as sales and marketing. Generally speaking, CRM systems provide the following data:

* Customer address information
* Order history
* Details of marketing or other measures
* Statistical information about orders, sales, etc.

Using the software information available, all employees can be made aware of the measures taken to improve customer relationships and customer loyalty. The statistical data can also be used to easily verify whether such measures were successful and what goals were achieved.

To make a CRM system easier to work with, most software products include additional features such as the integration of Office programs, email clients, task management applications and time management tools, plus the ability to import and export data.CRM also act as great sales and marketing tools for hedge funds.

It includes the following:

1. Mass mailing

Most applications come with mass emailing capabilities, which allow funds to quickly and easily communicate with all investors, while also giving investors the immediate information they require.

1. Pipeline management

Funds can also manage their sales pipeline and create performance estimates, among other things, all from one platform.

1. Investor portal

Another increasingly popular feature within CRM is an investor portal or Extranet – a secure site where investor can log in to download specific report made available by the fund. By giving investors easy access to relevant documents and reports, funds can increase confidence and satisfy growing demands.

In today’s market place, when competition for investor is more difficult than ever, a CRM might be just the thing an investor is looking for in a fund. It can be seen as a true investment in a firm s business, in its appearance and professionalism.

**AIMS OF CRM**

The CRM is a new technique in marketing where the marketer tries to develop long term relationship with the customers to develop them as life time customers. CRM aims to make the customer climb up the ladder of loyalty.The company first tries to determine who are likely prospects i.e. the people who have a strong potential interest in the product and ability to pay for it. The company hopes to convert many of its qualified prospect into first time customers and then to convert those first time customers into repeat customers. Then the company tries to convert these repeat customers into clients – they are those people who buy only from the company in the relevant product categories. The next challenge for the company is to convert these clients into advocates. Advocates are those clients who praise the company and encourage others to buy from it.

The ultimate challenge is to convert these advocates into partners where the customers and the clients work actively together to discover ways of getting mutual benefit.

Thus in CRM the key performance figure is not just current market share but share of life time value by converting customers into partners.

**WAYS TO KEEP CUSTOMERS FOR LIFE**

1.  Every part of the company’s marketing effort should be geared towards building lifetime relationships.

2. People want to do business with friendly people. To have effective relations a friendly attitude must permeate in the organization.

3.  Information technology developments should be positively used to serve the customers.

4.  The company should always be flexible to bend its rules and procedures in the client’s favor.

5.  The company should communicate with its customers even when it is not trying to sell something.

6. The company can communicate and develop stronger customer bonding by providing financial and social benefits.

7.  The company should try to know all its customers including their lifestyles, hobbies, likes and dislikes etc.

8.   The company should make it a point to deliver more than what is promised.

Customer Relationship Management is an upright concept or strategy to solidify relations with customers and at the same time reducing cost and enhancing productivity and profitability in business.

**HISTORICAL EVOLUTION OF CRM**

As everything in this world has gradually evolved to become more responsive to the demands of the business so also has the concept of CRM. The beginnings of CRM were from historical age right from the time trade started when the form of conducting business was different with different rules of the business appropriate to the then prevailing surroundings. It is interesting to see that the seedlings of CRM were sown in the very early stages though it took many years for it to manifest in today’s form.

**Barter Age :-**

There was a stage when consumers started producing more of a specific product. They had one or more commodity in a surplus amount than their requirement. They exchanged this surplus commodity for the other amongst themselves. One commodity for the other .This is where barter exchange started. Parties of a barter exchange had to play the role of buyer as well as seller and their relationship with each other was customer relationship. Buyer and seller transacted for a mutual exchange of goods/services.

**Customized Product Age :-**

This was a stage when skilled craftsmen created goods that were customized for buyers and were delivered personally so there was direct contact with them. During this contact the needs of the buyer /customer were studied and accordingly the product was modified if required. Thus the customer relations developed further.

**Mass Production Age :-**

With industrial revolution came mass production capabilities enabling large volumes of production and bringing down costs and servicing of buyers across geographical boundaries. As the markets spread far and wide, the end consumers got separated from the manufacturer. Thus 1 to 1 contact was difficult leading to emergence of differentiation between ‘customer’ and ‘consumer’.

a. Customer: purchaser of goods/services and not necessarily the one consuming them e.g. dealer/stockiest /retailer/wholesaler. Thus though customers they were not necessarily consumers but customer relations applied to them too.

b. Consumer : One who utilizes the goods/services to fulfill his need.

Due to the distancing of the producer from the final consumer – the feedback of the customer started getting distorted by the time it reached the manufacturer. Since consumers from different market segments were distinctly different and varied, the corporations had to build capabilities/systems and methods to systematically and accurately pick these feedbacks and respond to them as appropriately and as quickly as possible to fulfill the consumers’ felt/expressed needs. This refers to the customer feedback mechanism which is so crucial in CRM.

**Customization Age :-**

Similar concepts evolved in ‘service’ industry where the consumer defined service specification on the web. E.g. if a bicycle of a specific design was needed by a customer he could specify the design on the web and a bicycle catering to the specific requirements could be produced. This age addressed individualized needs in a mass production environment – closer to building a 1:1 relationship with consumers.

This close relationship has its own distinct advantages:-

* Getting the highest share of ‘lifetime value’ of the consumer for specific product/services
* Understanding the changing patterns in consumer preferences in various segments.
* Understanding changes in competition scenario
* Identifying and closing of the gap between management perception and customer expectation.
* Building a strong referral base. Thus customer relationship management had arrived on the Indian market scenario.

**EVOLUTION OF CRM THINKING**

Even CRM thinking has evolved over a period of time. Many thinkers have provided frameworks and ideas that have helped firms to connect with their customers. The thinking started with the concept of direct marketing leading to focused and accurate marketing. Further came the concept of value creation which can also act as a differentiator for the firm as well as gain a competitive advantage in the competition. The next step was changing over from mass marketing to customer marketing using technology as an enabler. The link with the customer which was broken for some time was reestablished with the internet. The concept of mass customization was also introduced by then bringing into the picture customer relations and their importance to a business and its survival and growth.

**BENEFITS OF CRM**

The crux of having satisfying relations with customers is empowering both the management and the sales/marketing team with the latest and relevant information. This is possible if the relevant information collected and compiled is sent to the concerned persons in time so that accurate targeting and prospecting can lead to improving sales productivity. It also decreases the sales cycle, provides decision support and thus helps develop customer loyalty. All these result in increased revenue base along with improved productivity, enhanced customer care, etc … provided the employees realize the importance of sales, marketing and sales support functions. In short, the benefits of CRM are :

• Better opportunity management for better sales

• Decreased cost of sales

• Expand the base of loyal customers

• Deliver high customer service standard

• Give a holistic-view of the activities in the organization

• A higher hit rate by a systematic and scientific sales process

• Better quality of business decisions due to better reporting capability

• Making the whole system process driven rather than personality driven

• Increased sales force productivity

**RELEVANCE OF CRM**

The current millennium has unfolded new business rules, the most significant being that past history or experience in a given product market is no indicator of future success. Market leadership cannot be taken for granted, as customer loyalty is getting eroded day by day. The customer is becoming more and more untamed and will not stick to one brand alone. Wherever there is a better value for money offered he will switch over without any questions or guilt. He is exposed to a plethora of products that he can see over the television channels, Internet marketing, teleshopping. The customer today is described as a shameless bargain seeker who seeks better and better bargains. He likes to be pampered by marketers. Today, marketers have tried almost every option they have to retain and expand their brand’s share in the consumer’s mind.

CRM can be divided not only into different areas, but also into four components, each used by each department as required. These components are:

* Analytical CRM
* Operational CRM
* Communicational CRM
* Collaborative CRM

The analytical component of CRM is where customer data is collected and evaluated. CRM software and the options it makes possible play a central role in this function. What data can your software collect? In what ways can this data then be analyzed and evaluated? These questions must be taken into consideration when selecting CRM software because effective customer relationship management cannot be achieved without reliable data evaluation. Methods borrowed from the field of business intelligence are used for this purpose, especially data mining – i.e. the systematic statistical evaluation of large volumes of data. This helps to identify trends and can verify whether certain measures have been successful while also reporting on whether there were any (perhaps unexpected) side effects.

The task of operational CRM is to translate the findings of analytical CRM into concrete measures. Among other things, this includes sorting customers into different categories. This helps to evaluate the relative importance of each customer to the company, the market sector in which the customer is active, whether the customer could be interested in any other aspects of the market, whether the order potential in the identified core sector has yet been exhausted, and more. In addition, operational CRM also gathers further data which, in conjunction with the software, helps to give a more precise picture of each customer.

Communicational CRM manages various communication channels so that a coordinated contact with the customer can be maintained. If, for example, a customer has been contacted via newsletter, this can then be followed up with a personal call. This coordination of communication methods means the company can build upon the groundwork performed by each successive measure. In the absence of such coordination, some of these measures would presumably be in vain, or perhaps even counterproductive if the customer then feels harassed or poorly looked-after.

Customer relationship management is an approach to manage a company's interaction with current and potential [customers](https://en.m.wikipedia.org/wiki/Customer). It uses [data analysis](https://en.m.wikipedia.org/wiki/Data_analysis) about customers' history with a company to improve business relationships with customers, specifically focusing on [customer retention](https://en.m.wikipedia.org/wiki/Customer_retention) and ultimately driving [sales](https://en.m.wikipedia.org/wiki/Sales) growth.

One important aspect of the CRM approach is the systems of CRM that compile [data](https://en.m.wikipedia.org/wiki/Data) from a range of different communication channels, including a company's website, telephone, email, live chat, marketing materials and more recently, social media. Through the CRM approach and the systems used to facilitate it, businesses learn more about their target audiences and how to best cater to their needs.

**CRM IN MODERN BUSINESS**

Customer relationship management is not only pure business but also ideate strong personal bonding within people. Development of this type of bonding drives the business to new levels of success.Once this personal and emotional linkage is built, it is very easy for any organization to identify the actual needs of customer and help them to serve them in a better way. It is a belief that more the sophisticated strategies involved in implementing the customer relationship management, the more strong and fruitful is the business. Most of the organizations have dedicated world class tools for maintaining CRM systems into their workplace. Some of the efficient tools used in most of the renowned organization are Batch Book, Sales force, Buzz stream, Sugar CRM etc.

Looking at some broader perspectives given as below we can easily determine why a CRM System is always important for an organization.

1. A CRM system consists of a historical view and analysis of all the acquired or to be acquired customers. This helps in reduced searching and correlating customers and to foresee customer needs effectively and increase business.
2. CRM contains each and every bit of details of a customer, hence it is very easy for track a customer accordingly and can be used to determine which customer can be profitable and which not.
3. In CRM system, customers are grouped according to different aspects according to the type of business they do or according to physical location and are allocated to different customer managers often called as account managers. This helps in focusing and concentrating on each and every customer separately.
4. A CRM system is not only used to deal with the existing customers but is also useful in acquiring new customers. The process first starts with identifying a customer and maintaining all the corresponding details into the CRM system which is also called an ‘Opportunity of Business’. The Sales and Field representatives then try getting business out of these customers by sophistically following up with them and converting them into a winning deal. All this is very easily and efficiently done by an integrated CRM system.
5. The strongest aspect of Customer Relationship Management is that it is very cost-effective. The advantage of decently implemented CRM system is that there is very less need of paper and manual work which requires lesser staff to manage and lesser resources to deal with. The technologies used in implementing a CRM system are also very cheap and smooth as compared to the traditional way of business.
6. All the details in CRM system is kept centralized which is available anytime on fingertips. This reduces the process time and increases productivity.
7. Efficiently dealing with all the customers and providing them what they actually need increases the customer satisfaction. This increases the chance of getting more business which ultimately enhances turnover and profit.
8. If the customer is satisfied they will always be loyal to you and will remain in business forever resulting in increasing customer base and ultimately enhancing net growth of business.In today’s commercial world, practice of dealing with existing customers and thriving business by getting more customers into loop is predominant and is mere a dilemma. Installing a CRM system can definitely improve the situation and help in challenging the new ways of marketing and business in an efficient manner.

**3.1 INDUSTRY PROFILE**

Gold has served am medium of exchange and a store of values since the days of the pharaohs, dating back nearly 5000 years. Gold coins used by the Greeks and the Romans; this tradition passed on to the mercantile era in to the nineteenth century where the great increase in trade led to a need formalized system of setting international trade balances. Thus, the "Gold Standard" was born

Gold was discovered by James W Marshall at Coloma on January 24, 1848. The discovery of gold, with its unique qualities and has produced sporadic epidemics of "gold fever" throughout the world. Still highly treasured for its qualities and beauty, new uses for are marketing it all the more valuable to mankind.

Since the end of the Gold Standard in 1971, Government have been free to prints as much money as they please. In recessionary times, as the US is currently experiencing, the return on bonds, equities and real estate is not adequately compensating investors for risk, causing the demand for gold (and other commodities) to sky rockets. Following the rules dictated by supply and demand, gold recently reached a record high of over $ 1000 per ounce.

**HISTORY OF GOLD**

An attractive and highly valued metal has been known for at least 5500 years. Gold is sometimes found free in nature but it is usually found in conjunction with silver, quarts (SiO2), calcite (CaC03), lead tellurium, Zinc or Copper. There is roughly 1 milligram of gold dissolved in every ton of seawater, although extracting it currently costs more than the gold is worth. It has been estimated that all of the gold that has currently been refined could be placed in a cube measuring 20 meters on a side. Gold is the most malleable and ductile of all known metals. A single ounce of gold can be beaten into a sheet measuring roughly h meters on a side. Thin sheet of gold leaf is primarily used in arts and crafts for gilding. One sheet of gold leaf can be as thin as 0.000127 millimeters, or about 400 times thinner than a human hair. Pure gold is soft and is usually alloyed with other metals, such as silver, copper, platinum etc.

**FACTORS INFLUENCING GOLD PRICE**

Today like all investment and commodities, the price of gold is ultimately driven by supply and demand including boarding and disposal. Unlike most other commodities, the hoarding and disposal plays a much bigger role in effecting the price, because most of the gold ever minded still exist and it potentially able to come on to the market for the right price.

**Bank Failures**

When dollars where fully convertible into gold, both where regarded as money. However, most people preferred to around paper bank noted rather than the heavier and less divisible gold coins.

**Low or negative real interest rates**

If the returns and bonds, equities and estate is not adequately compensating for risk and inflation than the demand for gold and other alternative investments such as commodities increases.

**War, invasion, loosing, crisis**

In times or national crisis people fear that their assets may be sized and the currency may become worthless. They see gold as sold assets which will always by food or transportation. Thus in times of uncertainty, particularly when war is feared, the demand for gold rises.

**GOLD IN INDIA**

IN India gold is a religion: India's love affair with gold is timeless, spanning centuries and millennia.

"In India, it always was and still is much more than just a precious metal. It is part of the fabric of our culture and inseparable part us believe system. It is the essence deposited a seed in the waters he had made from his own body. The seed become a golden egg, bright and radiant as the sun. From the cosmic egg of gold was born the incantation of the creator himself Brahma. From the root word Hri meaning in perishable, comes Hiranya, the ancient name for gold. In Hindu mythology, some Goddesses are described as golden-hued, the ultimate in beauty. Brahma is referred to as Hiranyagurbha the one born of gold."

Gold as the basis of o much purity and beauty, is referred to as seed of Agni, the gold of fire.

Manu the ancient law giver decreed that golden ornaments should be worn for specific ceremonies and occasions. "Mythological tales tell us how our Gods and Goddesses rode on golden chariots. Gold has always been considered a sacred item in the Hindu way of life and is must in every religious function;" over centuries and millennia, gold has become an inseparable part of the Indian society and fused in to the psyche of an Indian, Indians see the metal as a symbol of purity, prosperity and good fortune.

Over a ten thousands of years, many kings, emperors and dynasties featuring countless wars conquests and political upheavals have ruled the Indian sub-continent. Different dynasties ruled different part of India with different monetary systems. Gold acted as a common medium of exchange or store of value across the monetary system o different kingdoms across the sub-continent. Hence wealth could still be preserved in spite of wars and political turbulence. Gold also helped to preserved wealth through natural calamities and disasters and for centuries was the only means of saving in rural India, Land being the other main asset of economic value. This has largely helped to formulate or evolve the Indian sentiment and financial passion for gold, which holders true even today

Gold to Indian is the ultimate love object not does it adorn our bodies; it also act as a good investment

**INDIA'S GOLD INDUSTRY**

India's gold industry is a vital part of the nation's economy and culture, representing both wealth and tradition. With its historical significance, India stands as the second-largest consumer of gold globally, following China. Gold is more than just a financial asset in India; it holds deep cultural meaning, often associated with auspicious occasions, rituals, and social status. Its pivotal role in events like weddings and festivals highlights the emotional and economic importance of gold in Indian society. This overview explores the structure, challenges, and future prospects of the gold industry in India.

**Cultural Significance and Market Structure**

Gold's cultural relevance in India is immense, symbolizing prosperity and security. It is a staple in marriage customs, where it is gifted as part of the dowry or worn as jewelry by brides. Significant festivals such as Diwali and Akshaya Tritiya further drive gold purchases, reinforcing its role in religious and cultural practices. The market is primarily driven by jewelry demand, which constitutes approximately 70% of total consumption, while investment and industrial uses account for the remainder. India’s reliance on gold imports is notable, with key suppliers including the UAE and Switzerland. To manage this dependence, the Indian government has introduced policies like the Gold Monetization Scheme, which aims to encourage the recycling of gold and reduce import levels. Furthermore, India has a strong refining and recycling sector, allowing scrap gold to be transformed into new products, thereby contributing to a more sustainable market.

**Challenges Facing the Industry**

Despite its robust presence, India's gold industry faces several significant challenges. Price volatility, influenced by global market dynamics, geopolitical tensions, and economic factors, poses risks to both consumers and producers. Additionally, the high import duties on gold have led to rampant smuggling and a thriving black market, which undermines government revenue and fosters an unregulated economy. Sustainability concerns also loom large, as gold mining can lead to environmental degradation and pollution. The industry must address these challenges to meet increasing scrutiny from consumers and regulators alike. Moreover, changing consumer preferences, particularly among younger generations, point to a shift toward alternative investments and digital assets. The rise of digital gold and gold ETFs presents new opportunities, but it also indicates a need for traditional jewelry and gold investment strategies to adapt to evolving market demands.

**Market Segmentation**

India's gold industry can be segmented based on various criteria, including end-use, type of gold products, and demographics. Understanding these segments helps stakeholders tailor their strategies effectively.

1. **End-Use Segmentation**:
   * **Jewelry**: The largest segment, accounting for approximately 70% of gold consumption. Jewelry is further divided into traditional, modern, and luxury categories, catering to diverse consumer preferences.
   * **Investment**: This segment includes gold bars, coins, and financial instruments like gold ETFs. Increasingly, younger consumers are opting for gold investments over physical jewelry.
   * **Industrial Use**: While a smaller segment, industrial applications include electronics and medical devices, which require high-purity gold.
2. **Type of Gold Products**:
   * **Traditional Jewelry**: Items crafted using traditional techniques, often featuring intricate designs. This segment is popular for weddings and festivals.
   * **Modern Jewelry**: Contemporary designs that appeal to younger consumers, often incorporating new styles and materials.
   * **Gold Bars and Coins**: Favored by investors, these products are usually sold through banks and authorized dealers.
3. **Demographic Segmentation**:
   * **Age Groups**: Younger consumers (ages 20-35) are increasingly purchasing gold for investment purposes, while older generations tend to focus on traditional jewelry for cultural reasons.
   * **Income Levels**: Higher-income groups are more inclined to buy luxury and designer jewelry, while middle and lower-income groups often purchase more affordable, traditional pieces.

**Trends in the Gold Industry**

1. **Shift Toward Digital Gold**:
   * The rise of fintech has introduced digital gold platforms, allowing consumers to invest in gold without physical ownership. This trend is particularly appealing to younger investors looking for convenience and flexibility.
2. **Sustainability and Ethical Sourcing**:
   * Increasing awareness of environmental and social issues is driving demand for sustainably sourced gold. Consumers are favoring brands that adhere to ethical practices, prompting many companies to focus on transparent supply chains.
3. **Gold as an Investment Asset**:
   * In the wake of economic uncertainty and inflation, gold is being recognized as a safe-haven asset. More investors are turning to gold as a means to diversify their portfolios and hedge against market volatility.
4. **Evolving Consumer Preferences**:
   * Younger consumers are gravitating towards contemporary designs and unique pieces, moving away from traditional gold jewelry. This shift is prompting jewelers to innovate and offer a wider range of products that resonate with modern tastes.
5. **Government Initiatives**:
   * The Indian government has introduced policies like the Gold Monetization Scheme and GST reforms to enhance transparency in the gold market and encourage recycling. These initiatives are expected to influence consumer behavior and market dynamics.
6. **Increase in Online Sales**:
   * E-commerce is transforming how consumers purchase gold. Online platforms offer convenience, a wider selection, and often competitive pricing, making it easier for consumers to invest in gold.
7. **Focus on Hallmarking and Quality Assurance**:
   * The push for hallmarking and quality standards is gaining momentum, as consumers seek assurance of authenticity and purity. This trend enhances consumer confidence and promotes trust in the gold market.

**Future Prospects**

Looking ahead, the future of India's gold industry is poised for transformation driven by technological advancements and shifting consumer behaviors. The growth of digital gold platforms is democratizing access to gold investments, especially among younger consumers seeking convenience and lower barriers to entry. Sustainability initiatives are also expected to play a crucial role, as increased consumer awareness prompts the industry to adopt more responsible sourcing and production practices. Continued government reforms aimed at enhancing market transparency and reducing import duties will be essential in stabilizing the industry and curbing smuggling. Furthermore, as investors seek to diversify their portfolios amid economic uncertainty, gold’s reputation as a safe haven asset is likely to grow, potentially leading to increased institutional investments in the sector.

India’s gold industry occupies a unique position at the intersection of culture, economics, and sustainability. While facing challenges such as price volatility, smuggling, and shifting consumer preferences, the industry also has significant opportunities for growth and innovation. By embracing technological advancements, promoting sustainability, and implementing effective policy reforms, the gold industry can secure a prosperous future that honors its rich cultural heritage while adapting to the modern economic landscape.

**KERALA’S GOLD INDUSTRY**

Kerala, often referred to as the "Gold Capital of India," has a unique and significant relationship with gold that is deeply embedded in its culture and economy. The state is one of the largest consumers of gold in the country, driven by various factors, including its cultural significance, economic activities, and the demographics of its population. This overview explores the structure, significance, challenges, and trends within Kerala’s gold industry.

#### Cultural and Economic Significance

Gold holds immense cultural value in Kerala, symbolizing wealth, status, and auspiciousness. It plays a crucial role in various festivals, weddings, and religious ceremonies. The state's rich traditions, such as the practice of gifting gold during marriages, have led to a sustained demand for gold jewelry. Kerala’s economy also benefits significantly from this demand, as the gold industry supports numerous jobs in jewelry design, manufacturing, retail, and trading. The thriving jewelry market in cities like Kochi and Thiruvananthapuram showcases a blend of traditional craftsmanship and modern designs, catering to both local and global markets.

#### Market Structure

1. **Jewelry Retail**: The jewelry sector is the backbone of Kerala's gold industry. Numerous local and national brands compete in the market, offering a wide range of traditional and contemporary designs. The presence of large retailers alongside small, family-owned businesses creates a diverse marketplace.
2. **Gold Imports**: Kerala relies heavily on gold imports, primarily through the UAE and other Gulf countries, which supply a significant portion of the gold consumed in the state. This dependence raises concerns regarding smuggling, as high import duties often incentivize illegal trade.
3. **Gold Loans**: The practice of taking gold loans is widespread in Kerala, where individuals use their gold jewelry as collateral for loans. This financial practice highlights the dual role of gold as both an investment and a means of securing liquidity, especially for those in need of immediate funds.

#### Challenges Facing the Industry

1. **Price Volatility**: Fluctuations in global gold prices can significantly impact consumer purchasing behavior and the profitability of businesses in the gold sector. Economic instability can lead to reduced demand for gold, particularly for luxury items.
2. **Smuggling and Black Market**: High import duties and regulations have led to a flourishing black market for gold in Kerala. Smuggling undermines legitimate businesses and results in substantial revenue losses for the state.
3. **Sustainability Issues**: The environmental impact of gold mining and production is increasingly coming under scrutiny. While Kerala itself does not have large-scale mining operations, awareness of sustainability issues in the gold supply chain is rising among consumers.
4. **Changing Consumer Preferences**: Younger generations are showing a preference for digital gold investments and alternative financial products over traditional gold jewelry. Jewelers must adapt to these changing preferences to remain relevant.

#### Trends in Kerala’s Gold Industry

1. **Digital Gold**: The rise of digital gold platforms is reshaping investment patterns. Young consumers are gravitating toward these platforms for their convenience and lower entry costs, allowing them to invest in gold without the need for physical storage.
2. **Ethical Sourcing and Transparency**: There is an increasing demand for ethically sourced gold. Consumers are becoming more conscious of the environmental and social implications of their purchases, prompting jewelers to adopt transparent sourcing practices.
3. **Innovative Designs**: The industry is seeing a shift toward contemporary designs that appeal to younger buyers. Jewelers are increasingly offering customized pieces and using technology to enhance the design and buying experience.
4. **Government Initiatives**: Policies aimed at regulating the gold market, such as the Gold Monetization Scheme and hallmarking regulations, are promoting transparency and consumer confidence. These initiatives are expected to have a positive impact on the market.
5. **Online Retail Growth**: E-commerce has gained traction in Kerala’s gold industry, with many jewelers establishing online platforms. This trend has made it easier for consumers to access a wider range of products, driving competition and innovation.

Kerala’s gold industry is a vital component of the state's economy and cultural fabric. Despite facing challenges such as price volatility and smuggling, the industry also benefits from evolving trends that embrace digitalization, sustainability, and changing consumer preferences. As Kerala navigates these dynamics, its gold industry will likely continue to adapt and thrive, maintaining its esteemed position as a central player in India’s gold market.

**INDUSTRY OVERVIEW**

The gold industry plays a crucial role in the global economy, encompassing a range of activities from exploration and mining to refining and trading. As a precious metal, gold is not only a key investment asset but also serves various purposes in jewelry production and industrial applications, such as electronics and aerospace. The market is characterized by significant price volatility, driven by factors like geopolitical tensions, inflationary pressures, and shifts in currency values. Additionally, central banks play a significant role in the gold market by buying and selling gold reserves, which can influence global demand and pricing dynamics.

Sustainability and ethical sourcing have become increasingly important in the gold industry, prompting companies to adopt more responsible practices. Issues such as environmental impact, labor conditions, and the effects of mining on local communities have led to heightened scrutiny and the implementation of stricter regulations. Innovations in technology, such as blockchain for tracking gold supply chains, are also emerging to enhance transparency and accountability. Overall, while the gold industry faces challenges, it remains a resilient and significant sector, driven by its enduring appeal as a store of value and a hedge against economic uncertainty.

**Market Position and Competitive Advantage**

The gold industry has a unique market position and several competitive advantages that shape its dynamics.

1. **Global Demand**: Gold is highly sought after across various sectors, including jewelry, electronics, and investment. Its appeal as a safe-haven asset during economic uncertainty enhances its market position.
2. **Supply Dynamics**: Gold mining is capital-intensive, with long lead times for new mines. The finite nature of gold resources contributes to its perceived value and stability in price.
3. **Investment Vehicle**: Gold is often considered a hedge against inflation and currency fluctuations, making it a preferred choice for investors looking to preserve wealth.
4. **Cultural Significance**: In many cultures, gold is a symbol of wealth and status, driving demand in jewelry markets, particularly in countries like India and China.

### Competitive Advantages

1. **Intrinsic Value**: Unlike many commodities, gold has intrinsic value that is recognized globally, which helps maintain its price stability.
2. **Liquidity**: Gold is highly liquid, with a well-established market and the ability to be easily bought and sold across various platforms.
3. **Diverse Applications**: Beyond jewelry, gold is essential in industries like electronics and medicine, providing multiple revenue streams for producers.
4. **Regulatory Environment**: While mining and trading regulations can be stringent, they also create barriers to entry, protecting established companies from new entrants.
5. **Technological Advancements**: Innovations in mining technology and recycling processes enhance efficiency and reduce costs, benefiting established players.
6. **Brand Reputation**: Companies with a long history of ethical sourcing and sustainable practices gain consumer trust, offering them a competitive edge in the market.

### Challenges

Despite its advantages, the gold industry faces challenges such as fluctuating prices, geopolitical risks, and environmental concerns related to mining practices. Companies must navigate these issues while leveraging their competitive advantages to maintain their market position.

Overall, the gold industry remains a significant player in the global market, bolstered by its unique attributes and enduring demand.

**Strategic Focus and Future Outlook**

1. **Sustainability and Environmental Responsibility**:
   * Increasing pressure for sustainable practices is driving companies to adopt eco-friendly mining techniques and improve waste management. Initiatives such as reducing carbon footprints and utilizing renewable energy sources are becoming crucial.
2. **Technological Innovation**:
   * Investment in new technologies, such as automation and artificial intelligence, can enhance mining efficiency, reduce costs, and improve safety. Companies are also focusing on advanced exploration techniques to identify new reserves.
3. **Supply Chain Resilience**:
   * Strengthening supply chains to mitigate risks from geopolitical tensions, trade disruptions, and environmental regulations is becoming a priority. Diversifying sourcing and logistics strategies can enhance resilience.
4. **Market Diversification**:
   * Companies are exploring new markets and applications for gold beyond traditional jewelry and investment. This includes expanding into industries like electronics and renewable energy technologies.
5. **Digital Transformation**:
   * Embracing digital technologies for trading, transparency, and consumer engagement is essential. Blockchain, for instance, can enhance traceability and authenticity in the gold supply chain.

### Future Outlook

1. **Price Volatility**:
   * Gold prices are likely to remain volatile due to economic uncertainty, inflation, and geopolitical tensions. Investors will continue to view gold as a hedge, maintaining demand during turbulent times.
2. **Investment Trends**:
   * The rise of digital gold and gold-backed cryptocurrencies could attract younger investors. Exchange-traded funds (ETFs) linked to gold may continue to gain popularity as accessible investment vehicles.
3. **Emerging Markets**:
   * Demand from emerging economies, particularly in Asia, is expected to grow, driven by rising disposable incomes and increasing cultural affinity for gold.
4. **Regulatory Changes**:
   * The industry may face evolving regulations aimed at promoting sustainability and ethical sourcing. Companies that proactively adapt to these changes will likely gain a competitive advantage.
5. **Increased Recycling**:
   * As the market focuses on sustainability, gold recycling will play a more prominent role. The development of efficient recycling technologies will allow for the repurposing of existing gold products.
6. **Market Consolidation**:
   * The industry may see continued mergers and acquisitions as companies seek to enhance operational efficiency, expand market share, and access new technologies.

The gold industry is at a pivotal point, balancing traditional practices with modern demands for sustainability and innovation. By focusing on technological advancements, market diversification, and sustainable practices, the industry can position itself for resilience and growth in the evolving global landscape.

**Market Dynamics**

Market dynamics refer to the forces that impact the supply and demand for gold, influencing its price and overall market behaviour. Here’s an overview of key factors affecting the gold market:

#### 1. ****Supply Factors****

* **Mining Production**: The gold supply is primarily driven by mining production. Major gold-producing countries include China, Australia, Russia, and the United States. Production levels can fluctuate due to operational challenges, regulatory changes, and geopolitical issues.
* **Recycling**: A significant portion of gold supply comes from recycling. As gold prices rise, the incentive to recycle increases, adding to the overall supply.
* **New Discoveries**: The discovery of new gold deposits can alter supply dynamics. However, exploration and development are capital-intensive and take time, which limits immediate supply responses.

#### 2. ****Demand Factors****

* **Investment Demand**: Gold is often viewed as a safe-haven asset, especially during economic uncertainty or inflation. Investment in gold ETFs and physical gold (coins, bars) tends to rise during market volatility.
* **Jewelry Demand**: This remains one of the largest segments of gold demand, particularly in regions like India and China. Cultural significance and festivals drive seasonal spikes in demand.
* **Industrial Demand**: Gold is used in electronics, medical devices, and other industrial applications. While this segment is smaller compared to jewelry and investment, it can influence overall demand.

#### 3. ****Economic Indicators****

* **Inflation and Interest Rates**: Gold is often seen as a hedge against inflation. When inflation rises or interest rates fall, gold demand typically increases as its opportunity cost decreases.
* **Currency Strength**: The value of the U.S. dollar inversely affects gold prices. A stronger dollar makes gold more expensive for buyers using other currencies, potentially reducing demand.

#### 4. ****Geopolitical Factors****

* **Political Instability**: Events like wars, elections, and trade tensions can drive investors towards gold as a safe-haven asset, increasing demand.
* **Regulatory Changes**: Changes in mining regulations, tariffs, or trade policies can impact production and supply, affecting market dynamics.

#### 5. ****Market Sentiment and Speculation****

* **Investor Sentiment**: Market psychology plays a crucial role in gold prices. Bullish sentiment can lead to increased buying, while bearish sentiment may lead to selling.
* **Speculative Trading**: Futures and options trading in gold can create volatility. Speculators often react to short-term news, influencing prices independent of physical supply and demand.

#### 6. ****Technological Advancements****

* **Mining Technology**: Advances in mining technology can reduce production costs and improve efficiency, potentially increasing supply.
* **Digital Innovations**: The rise of digital gold and blockchain technology may create new market segments and alter traditional dynamics of gold trading.

The gold market is shaped by a complex interplay of supply and demand factors, economic indicators, geopolitical events, and investor sentiment. Understanding these dynamics is essential for stakeholders, from miners to investors, to navigate the ever-changing landscape of the gold industry.

**Financial Performance**

The financial performance of the gold industry can be evaluated through various metrics and indicators, reflecting the health and viability of companies and the broader market. Here’s an overview of key aspects that influence financial performance:

#### 1. ****Price Trends****

* **Gold Prices**: The price of gold is a primary determinant of revenue for mining companies. Prices can be volatile, influenced by factors such as economic conditions, geopolitical events, and changes in investor sentiment. For instance, during economic downturns or periods of high inflation, gold prices often rise, boosting profitability.

#### 2. ****Revenue and Profit Margins****

* **Revenue Generation**: Mining companies generate revenue primarily through the sale of gold. High gold prices can lead to significant revenue growth, while low prices can compress margins and revenues.
* **Cost Management**: The cost of production (all-in sustaining costs, or AISC) plays a critical role in profitability. Companies with efficient operations and lower production costs tend to perform better financially, even in low-price environments.

#### 3. ****Market Capitalization****

* **Valuation of Gold Companies**: Market capitalization of gold mining companies varies widely based on gold reserves, production levels, and financial health. Larger companies tend to have more stable revenues and can weather market fluctuations better than smaller firms.

#### 4. ****Cash Flow Generation****

* **Free Cash Flow**: Strong free cash flow is crucial for mining companies, as it indicates the ability to fund operations, pay dividends, and invest in growth. Companies with healthy cash flow are better positioned to navigate market volatility.
* **Dividends**: Many established gold companies provide dividends to shareholders, which can be an attractive feature during periods of economic uncertainty.

#### 5. ****Debt Levels****

* **Leverage**: The amount of debt carried by gold companies can impact their financial performance. High leverage can be risky, especially in downturns, while manageable debt levels can enhance growth potential.
* **Interest Coverage**: Companies with strong earnings relative to their interest obligations are better positioned to handle economic fluctuations and changes in gold prices.

#### 6. ****Operational Efficiency****

* **Cost Control**: Companies that manage their operational costs effectively can improve their margins. Strategies such as technological upgrades and efficient resource management play a key role.
* **Production Levels**: Consistent production and the ability to scale operations in response to market demand contribute to overall financial performance.

#### 7. ****Investment Trends****

* **Institutional Investment**: The influx of institutional capital into gold-related assets, such as ETFs, can provide liquidity and support for prices, enhancing the financial performance of mining companies.
* **Emerging Technologies**: Innovations in mining and processing technologies can lead to cost reductions and increased output, positively impacting financial performance.

The financial performance of the gold industry is influenced by a multitude of factors, including gold prices, production costs, market capitalization, and operational efficiency. Companies that effectively manage these elements tend to perform better financially, especially during periods of market volatility. Understanding these dynamics is essential for investors and stakeholders within the gold industry.

**Future Outlook**

The future of the gold industry is shaped by a combination of economic, technological, and social trends. Here are several key factors that are likely to influence the gold market in the coming years:

#### 1. ****Price Projections****

* **Volatility and Demand**: Gold prices are expected to remain volatile due to fluctuating economic conditions, inflation rates, and geopolitical tensions. As investors seek safe-haven assets during uncertainty, demand for gold could strengthen, supporting prices.
* **Long-term Trends**: Analysts predict a gradual upward trend in gold prices over the long term, driven by increasing investment demand and ongoing inflationary pressures.

#### 2. ****Investment Shifts****

* **Growing Interest in Digital Gold**: The rise of digital gold and cryptocurrencies backed by gold may attract younger investors and diversify the investment landscape. This trend could lead to new trading platforms and innovative financial products.
* **Exchange-Traded Funds (ETFs)**: The popularity of gold ETFs is likely to continue, providing a simple way for investors to gain exposure to gold without the need for physical ownership.

#### 3. ****Sustainability and Ethical Sourcing****

* **Environmental Regulations**: The industry will likely face increased scrutiny regarding its environmental impact. Companies prioritizing sustainable practices and responsible sourcing will gain a competitive advantage.
* **Consumer Preferences**: Growing consumer awareness of sustainability issues is pushing the gold market towards more ethical practices, influencing purchasing decisions in jewelry and investment.

#### 4. ****Technological Advancements****

* **Mining Innovations**: Continued investment in advanced mining technologies, including automation and AI, will enhance efficiency and reduce costs. This could lead to improved profit margins even in lower price environments.
* **Recycling Technologies**: Innovations in gold recycling processes could increase supply and reduce the reliance on newly mined gold, influencing market dynamics.

#### 5. ****Geopolitical Factors****

* **Political Instability**: Ongoing geopolitical tensions, such as trade disputes and conflicts, will likely drive demand for gold as a safe-haven asset. Investors may flock to gold during periods of instability, supporting prices.
* **Global Economic Conditions**: Economic recovery patterns post-pandemic, changes in monetary policy, and central bank actions will significantly impact gold demand and prices.

#### 6. ****Emerging Markets****

* **Growing Middle Class**: The expanding middle class in countries like India and China will likely drive demand for gold in both jewelry and investment, supporting long-term growth in the market.
* **Cultural Significance**: Gold’s cultural importance in various regions ensures a consistent demand, particularly during festivals and celebrations.

#### 7. ****Regulatory Environment****

* **Policy Changes**: Changes in mining regulations, trade policies, and tariffs may affect production and market dynamics. Companies that adapt to evolving regulations will be better positioned for success.

The gold industry is poised for a dynamic future, influenced by a range of economic, technological, and social factors. By focusing on sustainability, embracing technological advancements, and navigating geopolitical landscapes, the industry can position itself for growth and resilience in an ever-changing market. Stakeholders who stay informed and adaptable will be best equipped to thrive in this evolving environment.

### Key Factors Contributing to Growth

The growth of the gold industry is influenced by several interrelated factors. Here are the key contributors to its expansion:

#### 1. ****Investment Demand****

* **Safe-Haven Asset**: Gold is perceived as a reliable store of value during times of economic uncertainty, geopolitical tensions, and inflation. This drives increased investment in physical gold and gold-backed financial products.
* **Rising Interest in ETFs**: Gold exchange-traded funds (ETFs) offer investors a convenient way to gain exposure to gold, boosting overall demand and liquidity in the market.

#### 2. ****Emerging Markets****

* **Growing Middle Class**: The expanding middle class in countries like India and China is increasing demand for gold jewelry and investment, particularly during cultural celebrations and festivals.
* **Cultural Significance**: Gold holds significant cultural value in many regions, sustaining consistent demand for jewelry and gifts.

#### 3. ****Technological Advancements****

* **Improved Mining Techniques**: Innovations in mining technology, such as automation and advanced exploration methods, enhance efficiency, reduce costs, and increase production.
* **Recycling Innovations**: Advances in recycling technologies are making it easier to reclaim gold from electronic waste and other sources, contributing to supply growth.

#### 4. ****Sustainability Initiatives****

* **Environmental Awareness**: Growing emphasis on sustainability is driving mining companies to adopt eco-friendly practices, which can enhance their reputation and attract socially conscious investors.
* **Ethical Sourcing**: As consumers prioritize ethical sourcing, companies that demonstrate responsible mining practices can gain a competitive edge and attract more buyers.

#### 5. ****Global Economic Factors****

* **Inflation and Currency Fluctuations**: Rising inflation and fluctuations in currency values lead investors to turn to gold as a hedge, increasing demand during these periods.
* **Monetary Policy**: Central banks’ monetary policies, including low interest rates and quantitative easing, can drive investors toward gold as an alternative asset.

#### 6. ****Geopolitical Stability****

* **Political Instability**: Conflicts, trade tensions, and political unrest often lead to increased demand for gold as a safe-haven asset, particularly during crises.
* **Global Trade Dynamics**: Changes in trade policies and international relations can influence gold prices and investment flows.

#### 7. ****Market Accessibility****

* **Digital Platforms**: The rise of online trading platforms and mobile applications has made it easier for investors to buy and trade gold, increasing market participation.
* **Educational Resources**: Increased access to information and educational resources about gold investing encourages more individuals to consider gold as part of their portfolios.

The growth of the gold industry is driven by a combination of investment demand, emerging market dynamics, technological advancements, sustainability efforts, and global economic factors. By recognizing and leveraging these key contributors, stakeholders in the gold industry can navigate challenges and capitalize on opportunities for continued growth.

### GLOBAL SCENARIO

The global gold industry operates within a complex landscape influenced by various economic, political, and cultural factors. Here’s an overview of the current global scenario:

#### 1. ****Market Demand and Supply****

* **Consistent Demand**: Major markets for gold include India, China, and the United States, where gold is sought after for jewelry, investment, and industrial applications. India and China together account for a significant portion of global gold demand.
* **Production Dynamics**: Leading gold-producing countries include China, Australia, Russia, and the United States. Mining production is influenced by factors such as exploration success, regulatory environments, and geopolitical stability.
* **Recycling Contributions**: A notable share of the gold supply comes from recycling, particularly from old jewelry and electronic waste. This practice helps stabilize supply and meet growing demand.

#### 2. ****Economic Influences****

* **Inflation and Interest Rates**: As central banks worldwide grapple with inflationary pressures, gold often serves as a hedge. Recent trends in monetary policy, including low interest rates and quantitative easing, have bolstered gold's attractiveness as an investment.
* **Geopolitical Tensions**: Events such as conflicts, trade wars, and sanctions can create uncertainty, driving investors toward gold. Recent geopolitical developments have reinforced gold's status as a safe-haven asset.

#### 3. ****Technological Advancements****

* **Mining Innovations**: Technologies like automation, artificial intelligence, and advanced exploration techniques are improving efficiency and reducing costs in gold mining operations.
* **Digitalization**: The rise of digital platforms for trading and investing in gold (including digital gold and blockchain technologies) is making gold more accessible to a broader audience.

#### 4. ****Sustainability and Ethical Sourcing****

* **Environmental Concerns**: The gold industry is increasingly under scrutiny regarding its environmental impact. Companies adopting sustainable practices are gaining favor among investors and consumers alike.
* **Ethical Consumerism**: There's a growing demand for ethically sourced gold, driven by consumer awareness of social and environmental issues. This trend is prompting companies to ensure responsible mining practices.

#### 5. ****Regulatory Environment****

* **Changing Regulations**: Different countries have varying regulations governing gold mining and trade. The regulatory landscape can affect operational costs and market entry for mining companies.
* **Taxation and Trade Policies**: Tariffs, taxes, and trade agreements can influence the gold market dynamics, impacting both production and consumption.

#### 6. ****Market Outlook****

* **Future Demand Projections**: Analysts anticipate steady demand growth, particularly in emerging markets. As economies develop and the middle class expands, demand for gold is expected to rise, particularly for jewelry and investment purposes.
* **Volatility**: While gold is generally viewed as a stable investment, short-term price volatility is expected, influenced by global economic conditions, inflation trends, and investor sentiment.

The global gold industry is characterized by a robust demand driven by investment, cultural significance, and economic factors. While challenges such as regulatory changes and environmental concerns persist, the industry's adaptability through technological advancements and a focus on sustainability positions it for continued growth. Understanding these dynamics is crucial for stakeholders seeking to navigate the evolving landscape of the gold market.

### Market Opportunities

The gold industry presents several compelling opportunities for growth and innovation. Here are key areas where stakeholders can capitalize:

#### 1. ****Emerging Markets****

* **Growing Middle Class**: Increased disposable income in countries like India, China, and various African nations is driving demand for gold jewelry and investment products. Targeting these markets can yield substantial growth.
* **Cultural Events**: Festivals and cultural traditions that emphasize gold purchases (e.g., weddings) present seasonal spikes in demand, creating opportunities for tailored marketing strategies.

#### 2. ****Technological Innovations****

* **Mining Technology**: Investment in automation, artificial intelligence, and data analytics can enhance operational efficiency, reduce costs, and improve safety in mining operations.
* **Recycling Technologies**: Developing advanced recycling methods for extracting gold from electronic waste and other sources can help meet rising demand sustainably.

#### 3. ****Digital Transformation****

* **Digital Gold Platforms**: The rise of digital gold and blockchain technology opens new avenues for trading and investing. Creating user-friendly platforms for digital transactions can attract younger investors.
* **Fintech Collaborations**: Partnerships with fintech companies can facilitate innovative financial products linked to gold, such as gold-backed cryptocurrencies and peer-to-peer lending platforms.

#### 4. ****Sustainability and Ethical Sourcing****

* **Eco-Friendly Practices**: Companies that adopt sustainable mining practices and demonstrate environmental responsibility can differentiate themselves in a competitive market.
* **Traceability Solutions**: Implementing blockchain for traceability in the supply chain can enhance consumer trust and address concerns about ethical sourcing.

#### 5. ****Investment Products****

* **Diversified Offerings**: Developing a range of gold-related investment products (e.g., ETFs, mutual funds, or gold savings accounts) can cater to diverse investor preferences and risk profiles.
* **Education and Awareness**: Providing educational resources about gold investing can help demystify the market for potential investors, particularly younger generations.

#### 6. ****Alternative Applications****

* **Industrial Uses**: Exploring non-traditional applications of gold, such as in electronics, medicine, and renewable energy technologies, can open new markets and reduce dependency on traditional sectors.
* **Research and Development**: Investing in R&D for innovative uses of gold in emerging technologies (e.g., nanotechnology or advanced materials) can create additional demand.

#### 7. ****Geopolitical Factors****

* **Safe-Haven Demand**: Increased global uncertainty often drives demand for gold as a hedge against volatility. Companies can leverage this trend by positioning gold as a stable investment during turbulent times.
* **Regulatory Opportunities**: Navigating favorable regulatory environments in certain countries can provide competitive advantages in terms of mining rights and operational costs.

The gold industry is poised for growth, driven by emerging market demand, technological advancements, and a focus on sustainability.

**3.2 COMPANY PROFILE**

A steep sloping site, facing the west presented a unique challenge for the design of the Malabar Group Headquarters at Calicut. The design is resolved as a series of levels along the contours which reduces the intervention on-site to a minimum.

The lower four levels accommodate the parking and service areas. Office spaces rise up from the large landscaped podium above, which serves as the main entry-level. To take advantage of the wonderful views all around, the office areas are designed as transparent open plans and rise up four floors above the podium.

Strategically placed balconies with large trees and vegetation on the western facade cut out the intense sun, creating a green buffer. They also serve as gardens in the sky, providing spill out spaces that can be accessed from various floor levels.

The roof is designed as a landscaped gathering space that slopes all the way down to the ground and has amphitheaters, lounges, pavilions, and plenty of vegetation, serving as a space to get together and unwind. The inherent honesty in the usage of materials along with the contextually relevant design helps in creating a highly sustainable building, one which is integrally connected to nature.

Malabar Gold Private. Ltd is a unit of corporative set up called Malabar Group of Companies. Today Malabar Gold is a leading jeweller in South India and Middle East. It has not only retail outlets but also run whole sale outlets too. Malabar gold is reputed jewell makers and has millions of customers across India and outside.

Malabar Group of Companies was launched in 17th September 1993calicut as as Malabar jewellery. It was partnership Company and was located in Palayam. At the beginning stage the partner were a group of NRI's. Slowly the Malabar jewellery captures the gold market in Malabar area. Later in 2000 the Company was established as a private Ltd Company named 'MALABAR GOLD PRIVATE LTD' and accepted Malabar gold as brand name with slogan 'BEAUTY MEETS QUALITY'. Now the 'CELEBRATE THE BEAUTY OF LIFE'.

After the company showed a vertical growth and become one of the top sellers in Malabar as well as all around. Soon Malabar gold captured the Indian market and International market. Now there are 60 branches in South India and few are on the process and will open shortly. The mother company provides a centralized marketing, advertising, financing and personal administration to its branches.

**History**

The Malabar Gold & Diamonds was established in 1993 by M. P. Ahammed. Since 2000, the company has been on an expansion and was reported to be a group worth ₹500 crore in 2005. The company claims that they are the first brand to offer only 100% BIS hallmark gold. Though the company is mainly committed to India, they are also present across the Gulf and Far East markets. In 2012, the company had a turnover of ₹12,000 crore and by the end of 2013, it posted a turnover of ₹22,000 crore. By 2017, the group had opened 27 stores across various nations.

On 12 January 2018, the company opened 11 outlets in a single day across the globe setting a new record. The number of outlets reached 208 with this launch. Out of the 11 outlets opened, 8 were located in the Gulf region. The new showrooms were established in AL-Hazana Lulu, Al-Khail Mall, Al- Buhaira Lulu, Ajman City Centre and Sahara Centre in the UAE, Lagoona Mall and Mall of Qatar in Qatar, AMK Hub in Singapore, Muscat City Centre in Oman, Warrangal in Telangana, and in Ampang Mall in Malaysia.

By 2018, the company had 215 stores across 9 countries with the highest number of stores in India. The Indian market also accounts for about a third of the company’s revenue. The same year, Malabar Gold & Diamonds opened their first showroom in the U.S market. This outlet in Chicago which was also group’s 250th outlet was inaugurated by Neeta Bhushan, Counsel General of India. Later, the company legally converted its UAE operations covering Saudi Arabia, Bahrain and Oman into 100% ownership.

In January 2023, the company launched its 300th global showroom in Dallas, Texas, United States. With the opening of this showroom, Malabar Gold & Diamonds became the 6th largest jewellery retailer in the world. In May 2023, they launched the biggest jewellery showroom in the world, spanning at an area of 110000 sq ft at Kozhikode. In June 2023, Malabar Gold & Diamonds expanded their operations into Europe by opening a showroom in London. This was also the 320th showroom of the company.

**Founder**

M. P. Ahammed is the founder of Malabar Gold & Diamonds. He is also the chairman of the company. He was born on 1 November 1957 in Kozhikode, Kerala. He ventured into business at the age of 17 with an agro farming company. In 1981, he started trading spices and copra (dried kernel of coconut). M. P. Ahammed has two children with his wife Subaida K.P. His son Shamlal Ahammed is the company’s Managing Director of International Operations. At the age of 36 in the year 1993, he established Malabar Gold with a capital of ₹50 lakhs in his home town Kozhikode.

**Locations**

Malabar Gold & Diamonds has over 325 stores across 11 countries. The company has stores located throughout India in states such as Maharashtra, Delhi, Gujarat, Andhra Pradesh, Haryana, Karnataka, Kerala, Tamil Nadu, Telangana, Odisha, Chhattisgarh, Uttar Pradesh, West Bengal, and Punjab. Besides India, it also has stores in Bahrain, Kuwait, Malaysia, Oman, Qatar, Saudi Arabia, Singapore, UAE, USA, Canada, and UK.

**Offices**

The headquarters of Malabar Gold & Diamonds is located in Kozhikode. The Malabar National Hub is the company’s office located in Mumbai from where the domestic operations are handled. The company oversee all of its non-India operations from Malabar International Hub at Dubai's Gold Souk Extension in Deira.

**Brand ambassadors**

* N. T. Rama Rao Jr.
* Anil Kapoor
* Karthi
* Alia Bhatt
* Kareena Kapoor
* Tamannaah Bhatia
* Manushi Chhillar

**Milestones**

Malabar Gold & Diamonds was one of the manufacturing concessionaries of the “Dubai Celebration Chain” that set a new Guinness World Records in 2015. The 5.52 km long chain weighed 240 kilograms and had over 4 million links. Malabar Gold & Diamonds created 2.5 km of the chain. It was completely handcrafted and the company created 2.5 km of the chain. The Dubai Celebration Chain was presented at the 2015 Dubai Shopping Festival.

In 2018, Malabar Gold & Diamonds opened 11 stores in 6 countries in a single day creating a record in the process. As a part of the celebrations, Bollywood actor Anil Kapoor inaugurated the outlet at Al Hazana Lulu Dubai. The actor also appeared in the ‘’Malabar Promises’’, produced by Malabar Gold & Diamonds. In 2020, the company launched the One India One Gold Rate, an initiative offering uniform gold rate across all states in the country and responsible sourced gold without compromising on the quality and purity of gold. In May 2022, Malabar Gold & Diamonds became one of the first beneficiaries of India-UAE CEPA when it received the permission to export jewelry from India to the UAE with tax concession.

**Incidents**

On 20 May 2016, the Rolla outlet of Malabar Gold and Diamonds in Sharjah, UAE was robbed. Four thieves broke into the store and made away with 7kg of gold jewellery kept in display glass counters, around 3:50 am. The Sharjah Police arrested 3 Pakistani nationals, who were involved in the robbery. One of their accomplice had fled the country a few hours after the incident. The stolen gold was seized from the Jebel Ali Port, from where the gang members planned to send it to Pakistan by cargo.

A smash and grab robbery incident occurred at the Malabar Gold & Diamonds location in Mississauga, Ontario, Canada on 8 September 2024.

**Other ventures**

**Factories**

In March 2023, the company opened a modern integrated complex crore at Kakkancherry, Kerala, which consists of jewellery manufacturing unit and design studio. The complex was set up at an area of 1.75 lakh sq ft.

**CSR**

5% of the profits generated by the company are devoted to the CSR activities in the fields of health, women empowerment, education, housing, and environment. The company associated with Al Baraha Hospital on 11 December 2015 to conduct free health check-up and blood donation camps. The camp was also aimed at spreading awareness on the importance of well-balanced diet. In 2016, Malabar Gold & Diamonds contributed AED 10 million ($2.72 million) to Al Jalila Foundation, a global philanthropic organization dedicated to medical education and research. The contribution was made to support research in diseases and disorders in the United Arab Emirates. Besides this, they participates in CSR activities specifically in Dubai region and engage in activities concerning the differently abled.

In 2017, Malabar Gold & Diamonds sponsored the tickets of 100 prisoners to facilitate their repatriation. The prisoners were those who had completed their jail terms at the Ajman Central Jail. In 2019, they distributed over 1,14,000 special Iftar meals/kits during the auspicious month of Ramadan. This was done in association with like-minded organizations from the different countries where the activity was planned. In 2018, the Malabar Gold & Diamonds made a contribution of ₹2 crore to Kerala Chief Minister’s distress relief fund to help cope up with the devastating flood in the state. The group also distributed food and water among the victims through its Malabar Gold & Diamonds stores across the state.

The company organized a blood donation drive on 26 December 2019 near one of their stores in Qatar. The initiative, hosted by the jeweller’s Corporate Social Responsibility (CSR) team, saw 70 donors, including 15 staff members participating. In 2020, Malabar Gold & Diamonds donated one crore to the Telangana Chief Minister Relief Fund to help in the battle against coronavirus pandemic. They have been also actively helping the needy with essential grocery kits across the states of Andhra Pradesh and Telangana.

Malabar Gold & Diamonds has distributed over 15,000 food kits comprising essential items such as rice, lentils, oil and spices, to workers in the Gulf and East Asia during the COVID-19 crisis. They also donated ₹1 crore to the PM Care Fund to support the COVID-19 pandemic relief measures. Malabar Gold & Diamonds provides daily meals to nearly 32,500 needy people through their Hunger-Free World initiative, which aligns with the United Nations’ Sustainable Development Goal 2–Zero Hunger. The company works with "Thanal," a group renowned for its dedication to social service, to carry out this purpose. For the preparation of meals, various places have been equipped with modern kitchens. To guarantee that the food is cooked with hygiene, trained staff is appointed. Individuals on the streets and those in need get food gifts from volunteers from Thanal and Malabar. The main locations where packages are distributed are hospitals, bus stops, and railroad stations. In addition, Malabar volunteers survey the nation to determine its level of poverty. The Hunger-Free World campaign is currently active through numerous centers throughout Africa and India.

**Awards and recognition**

Malabar Gold & Diamonds has been awarded with the Super Brand award for five consecutive years in Oman. The company has received an award by the Retail Jewellers India organization in 2017 for their special contributions to the gemstone and jewellery industry. Malabar Gold & Diamonds was recognized as one of “The Economic Times Best Brands 2019”. In September 2022, the All India Gem and Jewellery Domestic Council (GJC) felicitated Malabar Gold and Diamonds on being selected as the 6th largest jewellery group in the world. In July 2023, they were honoured with the Global Retailer of the Year Award' at the Kerala Jewellery Awards.

**Vision and Mission**

Malabar Gold & Diamonds aims to be a leading global brand in the gold and diamond retail sector, recognized for quality, trust, and customer satisfaction. They aspire to expand their footprint internationally while maintaining a commitment to ethical sourcing and sustainable practices.

**Mission:** Malabar Gold & Diamonds is dedicated to providing customers with high-quality jewelry that combines traditional craftsmanship with contemporary designs. Their mission includes:

1. **Customer-Centric Approach**: Delivering exceptional service and personalized experiences to enhance customer satisfaction.
2. **Quality Assurance**: Offering only the best quality gold, diamonds, and other gemstones, ensuring authenticity and value.
3. **Ethical Practices**: Committing to responsible sourcing of materials, supporting local communities, and adhering to sustainable practices in their operations.
4. **Innovation**: Continuously evolving their product offerings and retail experiences through innovation and design.
5. **Cultural Heritage**: Celebrating and promoting cultural diversity through jewelry that reflects the rich traditions of various communities.

**Core Values**

Malabar Gold & Diamonds is guided by several core values that shape its operations and customer interactions:

1. **Quality**: Commitment to offering only the highest quality gold, diamonds, and gemstones. Ensuring that every piece of jewelry meets strict quality standards.
2. **Integrity**: Upholding ethical business practices, transparency, and honesty in all dealings with customers, suppliers, and stakeholders.
3. **Customer Focus**: Prioritizing customer satisfaction by understanding their needs and providing exceptional service and personalized experiences.
4. **Innovation**: Embracing creativity and innovation in design and technology to enhance product offerings and retail experiences.
5. **Sustainability**: Dedication to environmentally responsible practices and ethical sourcing of materials, supporting sustainable development and community welfare.
6. **Cultural Respect**: Celebrating and respecting the diverse cultural heritage reflected in their jewelry, and promoting the rich traditions of different communities.
7. **Teamwork**: Fostering a collaborative and inclusive work environment that values the contributions of all employees, encouraging growth and development.

These core values guide Malabar Gold & Diamonds in building trust, ensuring quality, and delivering exceptional experiences, positioning them as a reputable brand in the global jewelry market.

**Business Operations**

Malabar Gold & Diamonds operates through a comprehensive business model that encompasses various aspects of the jewelry industry. Here’s an overview of their key business operations:

#### 1. ****Retail Network****

* **Global Presence**: Malabar Gold & Diamonds has a significant retail footprint, with showrooms across multiple countries, including India, the Middle East, and Southeast Asia. This extensive network helps cater to diverse customer bases.
* **Store Experience**: Their showrooms are designed to provide a luxurious shopping experience, featuring a wide range of gold, diamond, and gemstone jewelry. Personalized customer service is a hallmark of their retail approach.

#### 2. ****Product Range****

* **Diverse Offerings**: The company offers a broad selection of jewelry, including traditional, contemporary, and custom-designed pieces. Their product lines cater to various occasions, such as weddings, festivals, and everyday wear.
* **Ethically Sourced Materials**: Malabar Gold & Diamonds emphasizes the use of ethically sourced gold and gemstones, ensuring transparency in their supply chain.

#### 3. ****Manufacturing and Design****

* **In-House Manufacturing**: The company has its own manufacturing facilities, allowing for quality control and innovation in design. This helps them maintain high standards while also responding quickly to market trends.
* **Design Expertise**: Their design teams are skilled in creating unique pieces that reflect cultural heritage and modern aesthetics, appealing to a wide range of customers.

#### 4. ****E-Commerce and Digital Strategy****

* **Online Presence**: Malabar Gold & Diamonds has invested in e-commerce platforms, allowing customers to browse and purchase jewelry online. This enhances accessibility and convenience for customers.
* **Digital Marketing**: Utilizing digital marketing strategies to engage with customers, promote new collections, and increase brand awareness.

#### 5. ****Customer Service and Engagement****

* **Personalized Services**: Offering services such as customization of jewelry, consultations, and after-sales support to enhance customer satisfaction.
* **Loyalty Programs**: Implementing loyalty and referral programs to encourage repeat business and foster customer loyalty.

#### 6. ****Sustainability Initiatives****

* **Corporate Social Responsibility**: Malabar Gold & Diamonds actively participates in community development and environmental sustainability initiatives, reflecting their commitment to ethical practices.
* **Awareness Campaigns**: Engaging in campaigns that promote responsible sourcing and environmental consciousness among consumers and industry peers.

Malabar Gold & Diamonds operates through a well-rounded business model that focuses on quality, customer experience, ethical practices, and innovation. Their comprehensive approach, combining retail, manufacturing, and digital strategies, positions them as a leading player in the global jewelry market.

**Core Offerings**

Malabar Gold & Diamonds provides a diverse range of products and services designed to meet the varying needs of customers. Here’s an overview of their core offerings:

#### 1. ****Jewelry Collections****

* **Gold Jewelry**: A wide array of gold jewelry, including traditional designs, contemporary pieces, and unique handcrafted items. This includes necklaces, bracelets, earrings, and rings.



* **Diamond Jewelry**: A selection of diamond-studded jewelry that features exquisite designs for various occasions, including engagement rings, wedding bands, and fashion jewelry.



* **Gemstone Jewelry**: Offering jewelry embellished with precious and semi-precious stones, showcasing vibrant colors and unique settings.



* **Platinum Jewelry**: A collection of elegant platinum jewelry pieces, catering to luxury preferences and special occasions.

#### 2. ****Custom Design Services****

* **Bespoke Jewelry**: Malabar Gold & Diamonds offers customization options, allowing customers to create personalized pieces based on their specific preferences and designs.
* **Engagement and Wedding Services**: Specialized services for couples, including custom engagement rings and wedding bands, tailored to individual tastes and budgets.

#### 3. ****Watches and Accessories****

* **Branded Watches**: A selection of luxury watches from renowned brands, complementing their jewelry offerings and providing customers with high-quality timepieces.
* **Jewelry Accessories**: Various accessories such as gift items, traditional adornments, and collections designed for specific cultural occasions.

#### 4. ****E-Commerce Platform****

* **Online Shopping**: A user-friendly e-commerce platform that allows customers to browse and purchase jewelry online, providing detailed product descriptions and secure payment options.
* **Virtual Consultations**: Offering online consultations for personalized shopping experiences, helping customers choose the right pieces from the comfort of their homes.

#### 5. ****After-Sales Services****

* **Repair and Maintenance**: Providing services for jewelry repairs, maintenance, and cleaning, ensuring that customers can keep their pieces in pristine condition.
* **Certification and Appraisal**: Offering certification and appraisal services for diamonds and gemstones, enhancing transparency and trust in their products.

#### 6. ****Loyalty Programs****

* **Customer Rewards**: Implementing loyalty programs that reward repeat customers with exclusive offers, discounts, and promotions.

Malabar Gold & Diamonds' core offerings reflect a commitment to quality, customer satisfaction, and innovation. By providing a diverse range of jewelry, customization options, and exceptional customer service, they cater to various tastes and preferences, reinforcing their position as a leading jewelry brand.

**Key Financial Indicators**

While specific financial data for Malabar Gold & Diamonds may not be publicly available, key financial indicators generally used to assess the performance of a jewelry retail company like Malabar Gold & Diamonds include:

#### 1. ****Revenue Growth****

* **Sales Revenue**: The total revenue generated from jewelry sales is a crucial indicator of market demand and business expansion. Consistent growth in sales often reflects strong brand presence and consumer confidence.

#### 2. ****Gross Profit Margin****

* **Margin Analysis**: This indicates the percentage of revenue that exceeds the cost of goods sold (COGS). A healthy gross profit margin suggests effective pricing strategies and cost management in sourcing and production.

#### 3. ****Operating Income****

* **Operating Profit**: The income generated from regular business operations before deducting interest and taxes. A positive operating income indicates efficient management of operating expenses and robust sales.

#### 4. ****Net Profit Margin****

* **Profitability Indicator**: This shows the percentage of revenue that remains as profit after all expenses are deducted. A higher net profit margin indicates better overall profitability.

#### 5. ****Return on Equity (ROE)****

* **Performance Measure**: ROE assesses a company’s ability to generate profits from shareholders' equity. It reflects how well the company is utilizing investments to generate earnings.

#### 6. ****Debt-to-Equity Ratio****

* **Leverage Indicator**: This ratio measures the company's financial leverage by comparing total liabilities to shareholders' equity. A lower ratio suggests a more conservative approach to financing, while a higher ratio may indicate higher risk.

#### 7. ****Inventory Turnover Ratio****

* **Efficiency Measure**: This ratio indicates how efficiently a company manages its inventory by showing how many times inventory is sold and replaced over a period. A higher ratio implies effective inventory management.

#### 8. ****Cash Flow****

* **Operating Cash Flow**: Positive cash flow from operations is crucial for sustaining business operations, funding growth, and making investments. It reflects the company's ability to generate cash from its core activities.

#### 9. ****Market Share****

* **Competitive Position**: Assessing market share provides insight into the company's position in the jewelry industry compared to competitors. A growing market share indicates competitive strength and brand loyalty.

These key financial indicators are essential for evaluating the overall financial health and operational efficiency of Malabar Gold & Diamonds. Monitoring these metrics helps stakeholders assess performance, make informed decisions, and identify growth opportunities in the jewelry market.

**Future Financial Outlook**

The future financial outlook for Malabar Gold & Diamonds can be assessed based on several trends and market dynamics within the jewelry industry. Here are key factors influencing their potential financial performance:

#### 1. ****Market Demand Growth****

* **Emerging Markets**: Continued expansion in emerging markets, particularly in Asia and the Middle East, is expected to drive demand for gold and diamond jewelry. Increasing disposable income and a growing middle class will likely enhance sales.
* **Cultural Significance**: Festivals and traditional celebrations in regions like India and the Middle East will sustain consistent demand for gold jewelry, particularly during peak seasons.

#### 2. ****Investment in Technology****

* **E-Commerce Expansion**: Investing in online platforms and digital marketing strategies can enhance customer reach and drive sales. A robust online presence may help capture a younger demographic increasingly inclined to shop online.
* **Innovative Manufacturing**: Embracing advanced manufacturing technologies can improve efficiency and reduce costs, positively impacting profit margins.

#### 3. ****Focus on Sustainability****

* **Ethical Sourcing**: As consumers become more environmentally and socially conscious, companies that prioritize ethical sourcing and sustainable practices may gain competitive advantages, potentially boosting brand loyalty and sales.
* **Corporate Social Responsibility (CSR)**: Engaging in CSR initiatives can enhance brand reputation and attract customers who prioritize socially responsible businesses.

#### 4. ****Product Diversification****

* **New Product Lines**: Expanding product offerings to include modern designs and alternative materials (e.g., lab-grown diamonds) can attract a broader customer base and respond to changing consumer preferences.
* **Customization Services**: Enhancing customization options for jewelry can cater to consumer demand for personalized products, driving sales growth.

#### 5. ****Financial Management****

* **Cost Control**: Maintaining strict control over operational costs while ensuring high-quality standards will be crucial for sustaining profit margins.
* **Debt Management**: A focus on reducing debt levels will improve financial stability and provide more flexibility for investments and growth initiatives.

#### 6. ****Geopolitical and Economic Factors****

* **Global Economic Conditions**: Economic stability and growth in key markets will influence consumer spending on luxury goods, including jewelry. Monitoring inflation rates and currency fluctuations will be important for pricing strategies.
* **Geopolitical Risks**: Awareness of geopolitical tensions and their potential impact on supply chains and consumer confidence is essential for strategic planning.

The future financial outlook for Malabar Gold & Diamonds appears promising, driven by market demand, technological advancements, and a focus on sustainability. By leveraging these trends and maintaining strong financial management, the company is well-positioned to achieve growth and enhance its market presence in the evolving jewelry industry. Continuous adaptation to consumer preferences and global market dynamics will be crucial for sustained success.

**SOCIAL RESPONSIBILITY OF MALABAR GOLD**

Social responsibility means the obligation of business to act in manner, which will serve the best interest of society.

**Towards the employees**

Workers are indeed the pillars of the organization. Malabar gold has to ensure job security for their workers and ahs to pay reasonable salaries for their effort. It also creates good working conditions like good lighting, air condition etc to its employees. The company also provides [SI tc their staff. They are provided with accommodation, insurance coverage and uniforms to the staff. The firms also ensure selections and recruitment is being done without any dissemination, caste colour, religion and state.

**Towards the customers**

The satisfaction of the customers should be the primary concern of every business concern; Malabar Gold insurance marketing of such good which are demanded by the customer! based on their taste preference. It also ensures adequate supply of good quality products al reasonable price. After all their punch lined `Beauty meets Quality'

**Towards the society**

Every organization has responsible at the not only towards employees and customer! but also towards the society also Malabar gold ensures maximum utilization of nations rich resources They try to dispose less wastage.

Together with this they also create more employment opportunities. Provide jobs foi unemployment youths of rural area. It also maintains good relation with local area.

**COMPANY'S CORE IDEOLOGIES**

* Buy back guarantee assurance.
* Free insurance coverage for all the commodities.
* Lifelong free maintenance of gold ornaments.
* Jewellers designed by reputed designer from India and abroad.
* Certificate of authenticity for diamond.

**WHAT MAKE MALABAR GOLD DIFFERENT**

Exclusive showroom for 100% BIS Hallmark 916 gold collection.

* Modern design collections from India, Italy, Singapore, Europe etc Pure value for money guaranteed while buying and selling
* Lifelong guarantee and free maintenance for gold ornaments. Insurance protection for gold ornaments.
* German made gold check caret analyzes to check purity of gold. Mine unlimited collection in diamond.
* IGI certificates authenticity and buy back guarantee for diamond.
* 2 year international warranty and after sale service for Swiss made watches.
* PGI certificates for platinum.

### DEPARTMENTAL STUDIES

### 1. ****Project Management Department****

**Roles and Responsibilities**:

* **Project Planning**: Responsible for developing project plans, timelines, and resource allocation.
* **Execution**: Overseeing the construction processes, ensuring adherence to project schedules and budgets.
* **Quality Control**: Implementing quality assurance protocols to ensure compliance with industry standards and client specifications.
* **Risk Management**: Identifying potential project risks and developing mitigation strategies to address them.

**Contribution to Success**: The Project Management Department is crucial for delivering projects on time and within budget, thereby enhancing customer satisfaction and the company’s reputation.

### 2. ****Sales and Marketing Department****

**Roles and Responsibilities**:

* **Market Research**: Analyzing market trends, customer preferences, and competitive dynamics to inform marketing strategies.
* **Brand Management**: Building and promoting the Malabar Builders brand through various channels, including digital marketing, advertising, and public relations.
* **Lead Generation**: Identifying potential clients and generating leads through networking, events, and online platforms.
* **Customer Relationship Management**: Maintaining strong relationships with clients, addressing their needs, and ensuring post-sale support.

**Contribution to Success**: This department drives revenue growth by attracting new customers and retaining existing ones, ultimately contributing to the company’s market share expansion.

### 3. ****Finance and Accounts Department****

**Roles and Responsibilities**:

* **Financial Planning**: Developing budgets and forecasts to guide financial decision-making.
* **Accounting**: Managing financial records, including accounts payable and receivable, payroll, and tax compliance.
* **Financial Reporting**: Preparing regular financial statements and reports for internal and external stakeholders.
* **Cost Control**: Monitoring project costs to ensure adherence to budgets and identifying areas for cost savings.

**Contribution to Success**: The Finance and Accounts Department ensures the financial health of the organization, enabling sustainable growth and investment in future projects.

### 4. ****Human Resources Department****

**Roles and Responsibilities**:

* **Recruitment and Staffing**: Managing the recruitment process to attract and retain top talent.
* **Training and Development**: Organizing training programs and professional development opportunities to enhance employee skills and knowledge.
* **Performance Management**: Implementing performance appraisal systems to assess employee performance and provide feedback.
* **Employee Relations**: Addressing employee concerns, fostering a positive work culture, and promoting employee engagement.

**Contribution to Success**: The Human Resources Department plays a vital role in building a skilled and motivated workforce, essential for achieving organizational goals and maintaining a competitive edge.

### 5. ****Research and Development Department****

**Roles and Responsibilities**:

* **Innovation**: Conducting research to identify new construction technologies, materials, and sustainable practices.
* **Process Improvement**: Analyzing existing processes and implementing improvements to enhance efficiency and reduce costs.
* **Product Development**: Developing new housing designs and construction methods to meet evolving market demands.

**Contribution to Success**: The R&D Department fosters innovation, allowing Malabar Builders to stay ahead of industry trends and improve project outcomes.

### 6. ****Operations and Logistics Department****

**Roles and Responsibilities**:

* **Supply Chain Management**: Coordinating the procurement of materials, equipment, and services required for construction projects.
* **Logistics Planning**: Managing the transportation and delivery of materials to job sites, ensuring timely availability.
* **Inventory Management**: Monitoring inventory levels and optimizing stock to minimize costs and avoid delays.

**Contribution to Success**: The Operations and Logistics Department ensures the smooth flow of materials and resources, which is critical for project efficiency and timely completion.

### 7. ****Legal and Compliance Department****

**Roles and Responsibilities**:

* **Regulatory Compliance**: Ensuring that all projects adhere to local laws, regulations, and building codes.
* **Contract Management**: Reviewing and negotiating contracts with clients, suppliers, and subcontractors.
* **Risk Management**: Identifying legal risks associated with projects and developing strategies to mitigate them.

**Contribution to Success**: This department protects the organization from legal issues and ensures compliance with regulations, which is crucial for maintaining a good reputation and operational continuity.

**Table No. 4.1**

**AGE GROUP**

|  |  |  |
| --- | --- | --- |
| **PARTICULARS** | **NO. OF RESPONDENTS** | **PERCENTAGE** |
| 18-25 | 18 | 15.00 |
| 26-35 | 29 | 24.17 |
| 36-45 | 37 | 30.83 |
| 46-55 | 24 | 20.00 |
| 56 and above | 12 | 10.00 |
| **TOTAL** | **120** | **100.00** |

Source: Primary Data

**Chart No. 4.1**

**AGE GROUP**

**INTERPRETATION**

Table No.4.1 shows The respondent age distribution shows a diverse demographic. This indicates a focus on middle-aged respondents, with perspectives from both younger and older age groups.

**Table No. 4.2**

**FREQUENCY OF SHOPPING AT MALABAR GOLD AND DIAMONDS**

|  |  |  |
| --- | --- | --- |
| **PARTICULARS** | **NO. OF RESPONDENTS** | **PERCENTAGE** |
| Once a year | 24 | 20.00 |
| 2 -3 times a year | 15 | 12.50 |
| Occasionally | 62 | 51.67 |
| Regularly | 19 | 15.83 |
| **TOTAL** | **120** | **100.00** |

Source: Primary Data

**Chart No. 4.2**

**FREQUENCY OF SHOPPING AT MALABAR GOLD AND DIAMONDS**

**INTERPRETATION**

Table No. 4.2 shows the frequency of shopping at Malabar Gold & Diamonds among respondents. This suggests that most customers make infrequent or occasional visits to the store.

**Table No. 4.3**

**PREFERRED MODE OF SHOPPING**

|  |  |  |
| --- | --- | --- |
| **PARTICULARS** | **NO. OF RESPONDENTS** | **PERCENTAGE** |
| In-store | 95 | 79.17 |
| Online | 5 | 4.16 |
| Both | 20 | 16.67 |
| **TOTAL** | **120** | **100.00** |

Source: Primary Data

**Chart No. 4.3**

**PREFERRED MODE OF SHOPPING**

**INTERPRETATION**

Table No. 4.3 shows the preferred mode of shopping among respondents. This indicates a strong preference for in-store shopping among the respondents.

**Table No. 4.4**

**SATISFACTION WITH OVERALL CRM PRACTICES**

|  |  |  |
| --- | --- | --- |
| **PARTICULARS** | **NO. OF RESPONDENTS** | **PERCENTAGE** |
| Very satisfied | 34 | 28.33 |
| Satisfied | 47 | 39.17 |
| Neutral | 25 | 20.83 |
| Dissatisfied | 10 | 8.33 |
| Very dissatisfied | 4 | 3.33 |
| **TOTAL** | **120** | **100.00** |

Source: Primary Data

**Chart No. 4.4**

**SATISFACTION WITH OVERALL CRM PRACTICES**

**INTERPRETATION**

Table No. 4.4 shows respondents' satisfaction with overall CRM practices. This indicates a generally positive perception of the CRM practices, with most respondents expressing satisfaction.

**Table No. 4.5**

**CRM CHANNEL USE FREQUENTLY TO INTERACT**

|  |  |  |
| --- | --- | --- |
| **PARTICULARS** | **NO. OF RESPONDENTS** | **PERCENTAGE** |
| In-store | 34 | 28.33 |
| Website | 6 | 5.00 |
| Mobile app | 0 | 0.00 |
| Phone | 55 | 45.83 |
| Email | 10 | 8.33 |
| Social media | 15 | 12.50 |
| Other | 0 | 0.00 |
| **TOTAL** | **120** | **100.00** |

Source: Primary Data

**Chart No. 4.5**

**CRM CHANNEL USE FREQUENTLY TO INTERACT**

**INTERPRETATION**

Table No. 4.5 shows the most frequently used CRM channels when interacting with Malabar Gold & Diamonds. Notably, none of the respondents use the mobile app or other modes for interaction. This suggests that phone and in-store channels are the most popular among customers.

**Table No. 4.6**

**CRM TEAM PROVIDES PERSONALIZED ATTENTION**

|  |  |  |
| --- | --- | --- |
| **PARTICULARS** | **NO. OF RESPONDENTS** | **PERCENTAGE** |
| Always | 34 | 28.33 |
| Often | 39 | 32.50 |
| Sometimes | 23 | 19.17 |
| Rarely | 20 | 16.67 |
| Never | 4 | 3.33 |
| **TOTAL** | **120** | **100.00** |

Source: Primary Data

**Chart No. 4.6**

**CRM TEAM PROVIDES PERSONALIZED ATTENTION**

**INTERPRETATION**

Table No. 4.6 shows respondents' opinions on whether the CRM team provides personalized attention. This indicates a generally positive perception of personalized attention, with most respondents feeling they receive it regularly.

**Table No. 4.7**

**CRM PRACTICES COMPARED TO OTHER BRANDS**

|  |  |  |
| --- | --- | --- |
| **PARTICULARS** | **NO. OF RESPONDENTS** | **PERCENTAGE** |
| Better | 24 | 20.00 |
| Same | 37 | 30.83 |
| Worse | 30 | 25.00 |
| Don’t know | 17 | 14.17 |
| **TOTAL** | **120** | **100.00** |

Source: Primary Data

**Chart No. 4.7**

**CRM PRACTICES COMPARED TO OTHER BRANDS**

**INTERPRETATION**

Table No. 4.7 shows respondents' opinions on how Malabar Gold & Diamonds' CRM practices compare to other luxury brands. This suggests a mixed perception, with a significant portion of respondents unsure or dissatisfied with the comparison to competitors.

**Table No. 4.8**

**COMMUNICATION INFLUENCED TO REMAIN AS A LOYAL CUSTOMER**

|  |  |  |
| --- | --- | --- |
| **PARTICULARS** | **NO. OF RESPONDENTS** | **PERCENTAGE** |
| Strongly agree | 24 | 20.00 |
| Agree | 37 | 30.83 |
| Neutral | 35 | 29.17 |
| Disagree | 15 | 12.50 |
| Strongly disagree | 9 | 7.50 |
| **TOTAL** | **120** | **100.00** |

Source: Primary Data

**Chart No. 4.8**

**COMMUNICATION INFLUENCED TO REMAIN AS A LOYAL CUSTOMER**

**INTERPRETATION**

Table No. 4.8 shows respondents' opinions on how communication influences their decision to remain loyal customers. This indicates that communication has a positive impact on customer loyalty for the majority of respondents, though some remain indifferent or less influenced by it.

**Table No. 4.9**

**PRIMARY REASON TO SHOP AT MALABAR GOLD**

|  |  |  |
| --- | --- | --- |
| **PARTICULARS** | **NO. OF RESPONDENTS** | **PERCENTAGE** |
| Quality of the product | 52 | 43.33 |
| Pricing | 18 | 15.00 |
| Customer service | 25 | 20.83 |
| Brand reputation | 15 | 12.50 |
| Other | 10 | 8.33 |
| **TOTAL** | **120** | **100.00** |

Source: Primary Data

**Chart No. 4.9**

**PRIMARY REASON TO SHOP AT MALABAR GOLD**

**INTERPRETATION**

Table No. 4.9 shows respondents' primary reasons for choosing Malabar Gold & Diamonds.. This suggests that product quality is the most important factor driving customers' decisions, with customer service also playing a significant role.

**Table No. 4.10**

**EXPERIENCED INSTANCES TO HELP RESOLVE ISSUE OR ENHANCE SHOPPING EXPERIENCE**

|  |  |  |
| --- | --- | --- |
| **PARTICULARS** | **NO. OF RESPONDENTS** | **PERCENTAGE** |
| Yes | 74 | 61.67 |
| No | 21 | 17.50 |
| Not applicable | 25 | 20.83 |
| **TOTAL** | **120** | **100.00** |

Source: Primary Data

**Chart No. 4.10**

**EXPERIENCED INSTANCES TO HELP RESOLVE ISSUE OR ENHANCE SHOPPING EXPERIENCE**

**INTERPRETATION**

Table No. 4.10 shows respondents' experiences with Malabar Gold & Diamonds in resolving issues or enhancing their shopping experience. This suggests that most respondents have had favorable interactions with the brand in terms of issue resolution or enhancing their experience.

**Table No. 4.11**

**FREQUENCY OF RECEIVE COMMUNICATION OR UPDATE**

|  |  |  |
| --- | --- | --- |
| **PARTICULARS** | **NO. OF RESPONDENTS** | **PERCENTAGE** |
| Weekly | 14 | 11.67 |
| Monthly | 25 | 20.83 |
| Quarterly | 31 | 25.83 |
| Rarely | 46 | 38.33 |
| Never | 4 | 3.33 |
| **TOTAL** | **120** | **100.00** |

Source: Primary Data

**Chart No. 4.11**

**MOST VALUABLE FEATURE OF THE PRODUCTS**

**INTERPRETATION**

Table No. 4.11 shows how often respondents receive communication or updates from Malabar Gold & Diamonds. This indicates that most respondents receive infrequent communication from the brand, with a focus on less frequent updates.

**Table No. 4.12**

**RATING GIVEN TO OVERALL INTERACTION WITH DIGITAL TOUCH POINTS**

|  |  |  |
| --- | --- | --- |
| **PARTICULARS** | **NO. OF RESPONDENTS** | **PERCENTAGE** |
| Excellent | 32 | 26.67 |
| Good | 54 | 45.00 |
| Neutral | 17 | 14.17 |
| Poor | 14 | 11.67 |
| Very poor | 3 | 2.50 |
| **TOTAL** | **120** | **100.00** |

Source: Primary Data

**Chart No. 4.12**

**RATING GIVEN TO OVERALL INTERACTION WITH DIGITAL TOUCH POINTS**

**INTERPRETATION**

Table No. 4.12 shows the ratings given by respondents for their overall interaction with digital touchpoints like the website, mobile app, and email. This suggests that most respondents have a positive experience with the brand's digital touchpoints, though there is a small percentage of users with less favorable opinions.

**Table No. 4.13**

**EXTENT TO FEEL EXPERIENCE IN INTERACTING THROUGH WEBSITE OR MOBILE APP**

|  |  |  |
| --- | --- | --- |
| **PARTICULARS** | **NO. OF RESPONDENTS** | **PERCENTAGE** |
| Highly personalized | 21 | 17.50 |
| Personalized | 27 | 22.50 |
| Neutral | 61 | 50.83 |
| Not personalized | 11 | 9.17 |
| **TOTAL** | **120** | **100.00** |

Source: Primary Data

**Chart No. 4.13**

**EXTENT TO FEEL EXPERIENCE IN INTERACTING THROUGH WEBSITE OR MOBILE APP**

**INTERPRETATION**

Table No. 4.13 shows respondents' opinions on the level of personalization they experience when interacting with Malabar Gold & Diamonds through the website or mobile app.. This indicates that while some customers perceive personalization, a significant portion remains indifferent or feels the experience lacks personalization.

**Table No. 4.14**

**RATING GIVEN TO EASE OF ACCESSING PERSONALIZED SUPPORT OR SERVICE**

|  |  |  |
| --- | --- | --- |
| **PARTICULARS** | **NO. OF RESPONDENTS** | **PERCENTAGE** |
| Excellent | 45 | 37.50 |
| Good | 37 | 30.83 |
| Difficult | 20 | 16.67 |
| Very difficult | 15 | 12.50 |
| **TOTAL** | **120** | **100.00** |

Source: Primary Data

**Chart No. 4.14**

**RATING GIVEN TO EASE OF ACCESSING PERSONALIZED SUPPORT OR SERVICE**

**INTERPRETATION**

Table No. 4.14 shows the ratings given by respondents for the ease of accessing personalized support or service. This indicates that most respondents find it relatively easy to access personalized support, though some face challenges.

**Table No. 4.15**

**EVER EXPERIENCE DELAYS OR INEFFICIENCIES WHEN INTERACTING WITH CUSTOMER SERVICE**

|  |  |  |
| --- | --- | --- |
| **PARTICULARS** | **NO. OF RESPONDENTS** | **PERCENTAGE** |
| Frequently | 15 | 12.50 |
| Occasionally | 21 | 17.50 |
| Rarely | 67 | 55.83 |
| Never | 17 | 14.17 |
| **TOTAL** | **120** | **100.00** |

Source: Primary Data

**Chart No. 4.15**

**EVER EXPERIENCE DELAYS OR INEFFICIENCIES WHEN INTERACTING WITH CUSTOMER SERVICE**

**INTERPRETATION**

Table No. 4.15 shows respondents' experiences with delays or inefficiencies when interacting with Malabar Gold & Diamonds' customer service. This suggests that most customers have limited or infrequent issues with customer service efficiency.

**Table No. 4.16**

**SATISFACTION WITH THE CLARITY AND RESPONSIVENESS OF COMMUNICATIONS FROM MALABAR GOLD AND DIAMONDS**

|  |  |  |
| --- | --- | --- |
| **PARTICULARS** | **NO. OF RESPONDENTS** | **PERCENTAGE** |
| Very satisfied | 34 | 28.33 |
| Satisfied | 48 | 40.00 |
| Neutral | 27 | 22.50 |
| Dissatisfied | 7 | 5.83 |
| Very dissatisfied | 4 | 3.33 |
| **TOTAL** | **120** | **100.00** |

Source: Primary Data

**Chart No. 4.16**

**SATISFACTION WITH THE CLARITY AND RESPONSIVENESS OF COMMUNICATIONS FROM MALABAR GOLD AND DIAMONDS**

**INTERPRETATION**

Table No. 4.16 shows respondents' satisfaction with the clarity and responsiveness of communications from Malabar Gold & Diamonds. This indicates that most respondents are satisfied with the clarity and responsiveness of the communications, with only a small percentage expressing dissatisfaction.

**Table No. 4.17**

**AREA OF IMPROVEMENT NEEDED**

|  |  |  |
| --- | --- | --- |
| **PARTICULARS** | **NO. OF RESPONDENTS** | **PERCENTAGE** |
| Response time | 34 | 28.33 |
| Follow ups | 20 | 16.67 |
| Issue resolution | 15 | 12.50 |
| Personalization | 37 | 30.83 |
| Other | 14 | 11.67 |
| **TOTAL** | **120** | **100.00** |

Source: Primary Data

**Chart No. 4.17**

**AREA OF IMPROVEMENT NEEDED**

**INTERPRETATION**

Table No. 4.17 shows respondents' opinions on areas where Malabar Gold & Diamonds needs improvement. This indicates that improvements in personalization and response time are seen as the most critical areas for enhancement.

**Table No. 4.18**

**FEEDBACK AND PREFERENCES ARE EFFECTIVELY UTILIZED**

|  |  |  |
| --- | --- | --- |
| **PARTICULARS** | **NO. OF RESPONDENTS** | **PERCENTAGE** |
| Yes | 32 | 26.67 |
| No | 48 | 40.00 |
| Occasionally | 40 | 33.33 |
| **TOTAL** | **120** | **100.00** |

Source: Primary Data

**Chart No. 4.18**

**FEEDBACK AND PREFERENCES ARE EFFECTIVELY UTILIZED**

**INTERPRETATION**

Table No. 4.18 shows respondents' opinions on whether their feedback and preferences are effectively recorded and utilized by Malabar Gold & Diamonds. This suggests that a significant portion of respondents feels their feedback is not being fully utilized or only occasionally considered.

**Table No. 4.19**

**RECEIVED DISCOUNTS OR SPECIAL OFFERS**

|  |  |  |
| --- | --- | --- |
| **PARTICULARS** | **NO. OF RESPONDENTS** | **PERCENTAGE** |
| Yes, frequently | 35 | 29.17 |
| Yes occasionally | 61 | 50.83 |
| Not sure | 5 | 4.17 |
| No | 19 | 15.83 |
| **TOTAL** | **120** | **100.00** |

Source: Primary Data

**Chart No. 4.19**

**RECEIVED DISCOUNTS OR SPECIAL OFFERS**

**INTERPRETATION**

Table No. 4.19 shows respondents' opinions on receiving discounts or special offers from Malabar Gold & Diamonds.This indicates that most respondents have access to occasional or frequent discounts, though a significant portion does not receive any offers.

**Table No. 4.20**

**AFFECT OF DISCOUNTS AND OFFERS ON DECISION TO PURCHASE**

|  |  |  |
| --- | --- | --- |
| **PARTICULARS** | **NO. OF RESPONDENTS** | **PERCENTAGE** |
| Encourage to buy more | 57 | 47.50 |
| Helped to stay within budget | 42 | 35.00 |
| Had little impact on decision | 10 | 8.33 |
| No effect | 11 | 9.17 |
| **TOTAL** | **120** | **100.00** |

Source: Primary Data

**Chart No. 4.21**

**AFFECT OF DISCOUNTS AND OFFERS ON DECISION TO PURCHASE**

**INTERPRETATION**

Table No. 4.20 shows respondents' opinions on how discounts or offers affect their purchasing decisions. This indicates that discounts and offers have a significant positive influence on most respondents' purchasing behavior.

**Table No. 4.21**

**DIMING OF OFFERS AND PROMOTIONS ENCOURAGE TO MAKE PURCHASE**

|  |  |  |
| --- | --- | --- |
| **PARTICULARS** | **NO. OF RESPONDENTS** | **PERCENTAGE** |
| Yes | 65 | 54.17 |
| No | 13 | 10.83 |
| Occasionally | 42 | 35.00 |
| **TOTAL** | **120** | **100.00** |

Source: Primary Data

**Chart No. 4.21**

**DIMING OF OFFERS AND PROMOTIONS ENCOURAGE TO MAKE PURCHASE**

**INTERPRETATION**

Table No. 4.21 shows respondents' opinions on the timing of offers and promotions and their impact on purchasing decisions.This suggests that well-timed promotions have a strong influence on encouraging purchases, with most respondents responding positively to them.

**CHI-SQUARE TEST**

Testing relationship between Age group and mode of shopping.

H0: There is no significant relation between the Age group and mode of shopping.

H1: There is a significant relation between the Age group and mode of shopping.

Tables Showing the significant relation between the Age group and mode of shopping

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Particulars** | **Mode of shopping** | | | **Total** |
| **In store** | **Online** | **Both** |
| 18-25 | 14 | 1 | 3 | 18 |
| 26-35 | 23 | 1 | 5 | 29 |
| 36-45 | 29 | 2 | 6 | 37 |
| 46-55 | 19 | 1 | 4 | 24 |
| 56 and above | 10 | 0 | 2 | 12 |
|  | **95** | **5** | **20** |  |

**Expected Value**

|  |  |  |
| --- | --- | --- |
| In-store | Online | Both |
| 14.25 | 0.75 | 3 |
| 22.95 | 1.208 | 4.83 |
| 29.29 | 1.54 | 6.16 |
| 19 | 1 | 4 |
| 9.5 | 0.5 | 2 |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **O** | **E** | **(O-E)** | **(O-E)2** | **O-E/E2** |
| 14 | 14.25 | .25 | 0.0625 | 0.00438 |
| 23 | 22.95 | 0.05 | 0.0025 | 0.00010 |
| 29 | 29.29 | -0.29 | 0.0841 | 0.00287 |
| 19 | 19 | 0 | 0 | 0 |
| 10 | 9.5 | 5 | 0.25 | 0.0263 |
| 1 | 0.75 | 0.25 | 0.625 | 0.833 |
| 1 | 1.20 | -0.2 | 0.04 | 0.0333 |
| 2 | 1.54 | 0.46 | 0.2116 | 0.1374 |
| 1 | 1 | 0 | 0 | 0 |
| 0 | 0.5 | -0.5 | 0.25 | 0.5 |
| 3 | 3 | 0 | 0 | 0 |
| 5 | 4.83 | 0.17 | 0.0289 | 0.00598 |
| 6 | 6.16 | -0.16 | 0.0256 | 0.00415 |
| 4 | 4 | 0 | 0 | 0 |
| 2 | 2 | 0 | 0 | 0 |
| TOTAL | | | | 1.54748 |

Degree of freedom = (r-1) (c-1)

= (5-1) (3-1)

= 4x2

= 8

Critical value or table of significance value at

0.05=15.51

x2 = C:\Users\SERVER\Desktop\Screenshot 2024-11-19 105615.png (0-E)2  =1.54748

E

**INTERPRETATION:**

Table value > Chi-square value.

15.51> 1.54748

Here table value is greater than chi-square value. So here we expected null hypothesis (H0), that there is no significance relation between Age group and mode of shopping.

**5.1 FINDINGS**

* 51.67% of respondents shop at Malabar Gold and Diamonds occasionally.
* 79.17% of respondents prefer in-store shopping over other options.
* Only 39.17% of respondents are satisfied with the overall customer relationship management (CRM) practices.
* 45.83% of respondents most frequently use the phone to interact with Malabar Gold and Diamonds.
* 32.50% of respondents believe that the CRM team often provides personalized attention.
* 30.83% of respondents view Malabar’s CRM practices as comparable to those of other luxury brands.
* 30.83% of respondents agree that effective communication influences their loyalty to the brand.
* 43.33% of respondents choose Malabar Gold primarily for the quality of its products.
* 61.67% of respondents have experienced effective issue resolution or enhancements to their shopping experience at Malabar Gold.
* 40% of respondents feel that their feedback and preferences are not effectively utilized by the brand.
* There is no significance relation between Age group and mode of shopping.

**5.2 RECOMMENDATIONS**

* Conduct effective seminars and awareness programs to enhance customer knowledge and motivate them.
* Place importance on understanding customer expectations and preferences.
* Respond quickly to customer queries to create a positive impression.
* Maintain consistent customer relationship management (CRM) processes and monitor their effectiveness.
* Personalize online customer services to enhance the customer experience.
* Recognize the potential of low-margin customers and do not underestimate their value.
* Avoid prioritizing efficiency over customer satisfaction.
* Acknowledge the importance of human interaction in customer service.
* Provide customer relationship training and development programs for employees.
* Implement follow-up procedures with customers to ensure ongoing engagement.

**5.3 CONCLUSION**

The findings of this study on the customer relationship management (CRM) practices of Malabar Gold & Diamonds reveal a nuanced understanding of customer perceptions and behaviors. While a significant portion of respondents shop occasionally and prefer in-store experiences, only a minority express satisfaction with the current CRM practices. This suggests a clear opportunity for the brand to enhance its relationship with customers by addressing the gaps identified in service delivery and engagement. The data indicates that effective communication and personalized attention are critical factors influencing customer loyalty, underscoring the need for Malabar Gold to prioritize these elements in their CRM strategy.

Moreover, the respondents' feedback highlights a disconnect between customer expectations and the actual experiences provided. Despite a majority reporting effective issue resolution, many feel that their feedback is not utilized effectively. This suggests that while some CRM processes are functioning well, there is room for improvement in how customer insights are integrated into service enhancements. By focusing on customer preferences and feedback, Malabar Gold can not only improve satisfaction but also foster stronger loyalty among its clientele.

To achieve these improvements, the recommendations provided emphasize the importance of training, engagement, and personalized service. By implementing structured programs aimed at enhancing customer knowledge and actively listening to their needs, Malabar Gold can strengthen its CRM framework. By ensuring that both high-value and low-margin customers feel valued and understood, the brand can create a more inclusive and satisfying shopping experience. Ultimately, a renewed focus on effective communication and personalized service will be key to reinforcing Malabar Gold's position in the competitive luxury market.

**BIBLIOGRAPHY**

**BOOKS:**

* Beasty, C. (2005, February). Tracking the evaluation of CRM. *Customer Relationship Management, 9*(2), 18.
* Buttle, F. (2005). *Customer relationship management: Concepts and tools*. Oxford: Elsevier Butterworth-Heinemann.

**WEBSITES**

* [**www.googlescholar.com**](http://www.googlescholar.com)
* <https://www.malabargoldanddiamonds.com>
* https://www.investopedia.com

**QUESTIONNAIRE**

Sir/ Madam,

I am **HIBA RAUF,** **MBA** student of **College of Engineering Thalassery, Kannur.** I am required to conduct **“A STUDY ON CUSTOMER RELATIONSHIP MANAGEMENT OF MALABAR GOLD & DIAMONDS”**, as a part of My Course. Irequest you to give the required information by filling up the questionnaire. Information collectedwill be only used for academic purpose and will be kept as confidential.

NAME

1.What is your age group?

❖ 18 -25

❖ 26-35

❖ 36-45

❖ 46-55

❖ 56- above

2.How often do you shop at Malabar gold & diamonds?

❖ Once a year

❖ 2-3 times a year

❖ Occasionally

❖ Regularly

3.What is your preferred mode of shopping?

❖ In- store

❖ Online

❖ Both

1.How would you rate your overall satisfaction with current CRM practices at Malabar Gold & diamonds?

❖Very Satisfied

❖Satisfied

❖Neutral

❖Dissatisfied

❖Very Dissatisfied

2.Which CRM channel do you use most Frequently when interacting with Malabar Gold & diamonds?

❖In-store

❖Website

❖Mobile app

❖Phone

❖Email

❖Social media

❖Other

3.Do you believe that Malabar Gold & diamonds CRM team provides personalized attention to your needs?

❖Always

❖Often

❖Sometimes

❖Rarely

❖Never

4.How well do you think Malabar gold & Diamonds CRM practices compared to those of other luxury brands you’ve experienced?

❖Better

❖Same

❖Worse

❖Don’t know

SECTION 2

5.Has the communication and follow-ups from Malabar gold & diamonds influenced your decision to remain a Loyal Customer?

❖Strongly Agree

❖Agree

❖Neutral

❖Disagree

❖Strongly disagree

6.What is the primary reason you choose to shop at malabar gold?

❖Quality of the product

❖Pricing

❖Customer service

❖Brand reputation

❖Other (please specify)

7.Have you experienced any instances where Malabar gold & Diamonds helped resolve an issue or enhanced your shopping experience? If yes, how did it affect your satisfaction?

❖Yes

❖No

❖Not applicable

(if yes please elaborate in the comment section)

8.What CRM Effort (Such as follow-ups calls, personalized offers, invitation to exclusive event) have had the most impact on your loyalty to Malabar gold & Diamond?

❖(Open-ended)

8.On average, how often do you receive communication or update (eg: offers, loyalty programs) from Malabargold & diamonds?

❖Weekly

❖Monthly

❖Quarterly

❖Rarely

❖Never

SECTION 3

9.How would you rate your overall experience with Malabar gold & Diamond CRM interaction across digital touch points (eg: website, mobile app, email)?

❖Excellent

❖Good

❖Neutral

❖Poor

❖Very poor

10.To what extent do you feel that Malabar gold & diamond personalize your experience when interacting through their website or mobile app?

❖Highly personalized

❖Personalized

❖Neutral

❖Not personalized

11.How would you rate the ease of accessing personalized support or service through Malabar gold & diamond CRM channels (both digital and physical)?

❖Excellent

❖Good

❖Difficult

❖Very difficult

12.What additional feature or improvement would you like to see in Malabar gold & diamonds CRM practice to enhance your overall customer experience across all touch point?

(Open-ended)

SECTION 4

13.Have you ever experienced delays or inefficiencies when interacting with Malabar Gold & Diamond customer service?

❖Frequently

❖Occasionally

❖Rarely

❖Never

14.How satisfied are you with the clarity and responsiveness of communications from malabar gold & diamond?

❖Very satisfied

❖Satisfied

❖Neutral

❖Dissatisfied

❖Very dissatisfied

15.In your Opinion where does Malabar Gold & Diamond need the most improvement (response time, follow ups, issue resolution, personalization or other) ?

❖Response time

❖Follow-ups

❖Issue resolution

❖Personalization

❖Other

16.Do you feel that your feedback and preferences are effectively recorded and utilized by Malabar gold for future interactions?

❖Yes

❖No

❖Occasionally

SECTION 5.

17.Have you received any discounts or special offers on your purchases at Malabar Gold & Diamond?

❖Yes, frequently

❖Yes occasionally

❖Not sure

❖No

18.If you received a discount or offer, how did it affect your decision to purchase?

❖Encouraged me to buy more

❖Helped me stay within budget

❖Had little impact on my decision

❖No effect

19.Do you feel that the timing of offers and promotions (during festive seasons, birthdays, anniversaries) encourage you to make purchases.

❖Yes

❖No

❖Occasionally

20. What additional CRM initiative do you believe would encourage you to increase your spending or purchase frequently at Malabar gold & diamond?

(Open-ended)