

CHAPTER V

CONCLUSIONS AND SUGGESTIONS

5.1 Conclusions

From the result of the performance in this term paper, the present writer concludes that :

1. The customers of CV. Tjin Bho find that using English brochure for Mechanical Seal products is necessary, as it can be determined in table 3.2 questions no 1 which shows that 66.67% respondents agree with it.
2. The words which are suitable for making an appealing English brochure for mechanical seal products are persuasive and can assure people as shown by table 3.9 questions no 8 which shows that 45.83% agree.
3. Pictures of products, products specification and contact address must be included in making English brochures for mechanical seal products because they are very important to the customers. We can see it by studying the table 3.6 in which 46.67% of the respondents strongly

agree; the table 3.7 which 66.67% of the respondents agree and the table 3.13 which shows 45.84% of the respondents agree.

4. Using colorful brochure is also necessary as shown in table 3.8 question no 7 that 54.16% of the respondents strongly agree.
5. The quality of the paper that is used to make brochure is also important. It is shown in question no 4, table 3.5 which shows that 41.67% disagree to the statement that the quality of the paper used to make a brochure is not important.
6. It is clearly stated from the research that brochure bring an effect to company and product's image.

5.2. Suggestions

1. The customers of CV. Tjin Bho would like to have brochures in English language, so it is better for the company to provide them for mechanical seal products.
2. The most important things to be included in making the brochure for mechanical seal is the picture of the product, the specification and the contact address.
3. The quality of the paper material used to make the brochure is very important and it is also more suitable if the brochure is colorful.
4. The words used in the brochure are very crucial to the customers' expectations and judgments so the company must be careful in choosing them.