

CHAPTER IV

CONCLUSION

In this chapter, I want to discuss about the conclusion. In Chapter III, I analyze three potential solutions which can be used to handle the problem of customers' complaints. All of them are quite good solutions. However, I believe that the best solution for the marketing people to deal with the problem of customers' complaints are solution one and solution three, which is the marketing people of Compumax should replace the old product with new ones for the customers if the products that the customers buy are still in a guarantee period and apologizing to the customers and gives a discount or the giveaway.

Solution one can make the customers have faith and confidence in service of the computer shop. Compared with solution two, solution one can better solves the problem of the customers' complaints. Solution two takes more time than solution one. Solution three will build good relationship with customers. If the customers have problems of any kind, they always want to have satisfying solution. Solution one can solve the problem of the customers' complaints faster and can show the customers that the marketing people are professional. This is what the customers

want.

With these solutions, there is a benefit for the customers. The customers can have their problem solved. The customers' rights are guaranteed by the shop. Therefore, they will have strong desire to buy products in the shop again. There is no need for them to worry about the quality of service by the shop. However, Compumax will lose some of profit because of these solutions. The shop will loss some profit of solution one because they have to be responsible for the broken products' guarantee, because the factory is not responsible for the broken products' guarantee. I suggest that the shop should have some communication with the factory that protects the benefit of the shop owner by making the guarantee time longer. Therefore, the shop will not lose its profit. For the solution three, the shop gives the discount and giveaway will decrease its profit.