

CHAPTER V

THE PRODUCTS AT THE CO-OPERATIVE STORE

This chapter gives a list of the major products that are available at the store, along with their cost price, selling price and whenever possible, a comparison with those prices prevailing outside. A short consideration is given to these products as to whether they satisfy the consumers or not.

List of goods.

<u>Stationery</u>	<u>Cost price</u>		<u>Selling price</u>		<u>Retail price</u>	
	\$	cts.	\$	cts.	\$	cts.
Parker ink (ordinary)	0	45	0	55	0	55
Parker skrip	0	42	0	50	0	50
Envelopes (white & blue)	0	20	0	30	0	30
Society envelopes	0	22	0	35	-	
Notary writing pads 10" x 8"	0	75	1	00	0	90
Society writing pads	0	72	1	30	-	
Foolscap paper (1 dozen)	0	14	0	20	0	20
Othello ball point pen	0	25	0	30	0	30
Faber ball point pen	0	18	0	30	0	30
Venus pencils	0	18	0	20	0	20
Book rest	1	25	1	50	1	40
Spring file	0	35	0	50	0	40
Exercise books 120 pages	0	24	0	35	0	30
Exercise books 200 pages	0	42	0	50	0	45
<u>Soap flakes</u>						
Omo (medium)	1	35	1	55	1	40
Fab (medium)	1	35	1	55	1	40
Breeze (medium)	1	35	1	55	1	40
Lux (medium)	1	58	1	90	1	80

	Cost price		Selling price		Retail price	
	\$	cts.	\$	cts.	\$	cts.
<u>Confectionaries</u>						
Cadbury chocolate	0	29	0	35	0	35
Picnic chocolate	0	17	0	30	-	
Kitkat chocolate	0	28	0	35	-	
Treets chocolate	0	27	0	35	0	35
Jacob cream crackers	0	79	1	00	0	95
Risk biscuits	1	60	2	00	-	
<u>Drinks</u>						
F & N orange squash	1	32	1	40	1	40
F & N lemon squash	1	32	1	40	1	40
Ribena	2	63	2	90	2	90
Horlicks	2	13	2	25	2	20
Milo	2	02	2	25	2	10
Ovaltine	2	15	2	25	2	20
Nescafe	1	50	1	65	1	60
Milkmaid condensed milk	0	66	0	70	0	70
<u>Other items</u>						
Hazeline snow	1	07	1	20	1	20
Brylcreem (large)	-		2	00	1	90
Vaseline (large)	-		2	00	1	90
Colgate tooth-paste (med)	0	86	0	90	0	90

The above list shows some of the major products that are being sold at the Co-operative store. In addition there are various other miscellaneous items which are introduced as the term proceeds along. These goods are mostly convenience goods with a few impulse goods. Generally speaking, the range of products supplied by the store is quite adequate and it does satisfy a greater part of the students requirements.

The prices as listed, are also right and competitive with those prevailing outside and there is no cause for complaints in this direction. However, complaints do arise and this is usually about the products, not because the products are unsatisfactory but because they are difficult to obtain. This is a result of their being constantly

out of stock. The efforts at replacement of out of stock goods are neither prompt nor satisfactory. Demand always exceed supply in the case of certain products. An example of this is writing pads and envelopes bearing the University crest. These are highly demanded by the students.

Other complaints are:-

- a) Fruits, especially apples and oranges, which are demanded by students are not sold by the store.
- b) necessary products like stamps and air-mail envelopes are not sold too. The store does not sell stamps because it does not provide any commission whatsoever.
- c) time of sales is not conducive to students because they prefer to purchase in the evenings and during the week-ends, instead of during the day time.

### Conclusion

These complaints speak for themselves and can be easily tackled. Management should use a proper stock control system to ensure that products are always available. Management should also carry out occasional surveys so that the changing habits of students and hence, changing demand conditions, could be ascertained and met with accordingly. Only in this way can the store serve the students satisfactorily.

Finally, the time of sales should be adjusted so as to make it conducive to students, and Management should try its very best to make all the prices at the same level as those prevailing outside. The lesser the discrimination between these two prices, the more beneficial it is to the Co-operative store.

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