

P R E F A C E

The research on " The Problems and Prospects of Retail Trade of Consumer goods in Siliguri" is an attempt to study some of the consequences of the rapid development of industries in our country during the different Five-Year Plans. Our problem to-day is changing from creating of new industries to creating of better industries. The problems of marketing are becoming increasingly important with our advancement towards goal of economic development. The object of the study is to identify some of the marketing problems of our manufacturer of consumer goods. As our market is a seller's market, the traders and manufacturers do not yet feel so strongly the need of undertaking market research. But if the products are not marketed efficiently, society as a whole has to endure the waste. Our attempt is to help the small retailers to ascertain their own marketing problems.

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