

Success of Marketing by DMI

I am G.Thinaher, currently residing at Chennai. I have started a retail Pazhamudhir Nilayam business on 1995. But still now we used to bargain based on assumption because we could not able to know the exact price of the commodity. We used to get the bill from whole saler according to purchase we made.

Use of DMI:

Recently I came to know about the DMI through the Market Analyst Mrs. Swapnasundari in Chennai. Before that I used to get commodities from semi wholesalers. But after knowing about the DMI, I contacted the wholesalers directly which helped me to get commodities at low price.

For example, the rate of papaya fruit at the wholesaler is Rs.10 and the same fruit from the semi wholesaler is Rs.13. So with the help of DMI, I can understand the cost differentiation. We have currently activated (enabled) the mobile service which helps us to know the rates for the particular commodity. Through this DMI website we can able to concentrate 13 different markets. It helps us to make direct purchase in the market.

My impact about DMI:

It is very useful to traders like us, to help in decision making on purchase. The different market rates can be seen from our place and also assists us to locate the commodities in different places. Sometimes with the help of this report, we are able to make the direct purchase in other markets also which aids us to save the cost. Wish you all the best to continue the same.

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