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MASTER THESIS

THEME:

**APPLICATION OF DIRECT SALES OF BANKING SERVICES**

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## INTRODUCTION

Application of direct selling and identification of customer recruitment- physical individuals, it's very important to the banks which operate in Kosovo. I think it's very important for a pretended that wishes to become successful sales administrative, to seek different knowledge regarding the activity of banking sales where he manages and wishes to advance that business with time and competitors, to be notified about the accessibility of banking services in the relevant field. While using these methods and tools we as an enterprise motivate the employees of banking enterprises to do their best in order to achieve better results. Direct businesses of selling offer the customers a way to buy products and services without the cost of an average person or a distributor. Direct businesses can use a website or a marketing email to attract customers and to take orders.

Contemporary economy is characterized with a free market. Economic and business activities are related exclusively with the market. In market operate two main mechanisms: the request and the offer. The request is found on the market, to customers (the individual, family, enterprise).

Meanwhile the offer is formed in the enterprise aiming to fulfill any of the customers request. To survive and to create a perceptive, requests must be fulfilled. Who fulfills the requests and needs? The answer is very clear: the request if fulfilled by the offer. Another question follows: how can the enterprise know that what kind of offer should be created and where the request is (size, structure). Problems are related with the level of competition that the enterprise achieves. Competition is an effort and commitment of enterprises in order to be better, more capable and eventually leaders. Good operation of the banking system is an important factor for channeling the funds in economy in a more efficient way and to increase banking intermediation.

Encouragement of competition in the banking system is another factor that impacts the way of offering the best services for customers, that provides the use of the new banking technology, presentation of products and new services, reducing the cost of banking services etc. This makes customers to create a closer relation with banks. This helps banks to increase their clientele and to have more spaces for activity enlargement and profit increscent.



## CONCLUSIONS

Promotion of products has a very important role in managing commercial banks worldwide, which is expressed in commercial banks in Kosovo. Business development is oriented in promoting the products and services through promotion for the quality and affinity of banks with the customer. Therefore, as an element related with businesses, economy and customers, we have seen it reasonable that is a very important issue for study and research. Commercial banks in Kosovo make the promotion of products and their services for many different types of these products or financial services, but the main products of commercial banks in Kosovo are banking loans, credit cards and banking accounts. The kind of banking loans that are very important in the field of promoting and the individual loan services of bank customers. Promotion of banking products in commercial banks in Kosovo is performed in a very good and appropriate form for the actual clientele of banks in our country. This is done by paying bigger attention to the needs of customers and respecting higher standards of promoting products and banking services in a very high level. Except the purpose of promoting the sale of products and services, promotional campaigns and promotions of banks in our country have a very important role in the development of banking businesses and informing the clients and citizens for types and conditions of these products and financial services that these banks have to offer. Most of the interested people have agreed that commercial banks in Kosovo perform or apply promotional appropriate forms and ways for promoting their products, such that impact directly in the development of the business and commercial banks and at the same time they perform the role of informing customers before taking or using the relevant product.

Currently, all banks in Kosovo are mostly focused on promoting electronic services for their customers advancing their activity and customer access in the electronic form through the internet. By which we conclude today that this is the main form of promoting banking products and financial services that banks currently have to offer in our country.

Same as to offering the products or banking services, even to forms and ways of execution of promoting these products and financial services, commercial banks in Kosovo use different forms and means for promoting. The main mean of the most important form of promoting banking products in Kosovo are electronic devices, while are used medial and direct forms as well. Regarding the online services that commercial banks in our country have to offer, the interviewed individuals according to the given answers have mainly been separated in two opinions. We couldn't come up with a correct conclusion if these services are better than offering services in properties of bank, because 50% of them have agreed with this, while the other 50% have not, alluding in the direct service in properties of bank as a better form of banking services. From the analysis of this paper we have concluded that the behavior of costumers and their requests play a very important role in the marketing field of banks, for promoting products and banking services and execution of promotion for selling products. According to them these behaviors or requests lead us to determination or change of the product type or service, organization of promoting and the form or way of the execution of product promotion and

relevant services in the certain bank. There are no differences between types and conditions for using the products and financial services of promotion campaigns and banks promotion from those who really offer commercial banks in Kosovo. Most of the interested individuals have agreed that what is promoted in the bank promotion is provided to their customers. E banking is the most estimated product or service by the interviewed individuals. This is the online form of taking the services or using the banking products. Besides this, E banking is estimated as a main alternative of providing services and banking products in Kosovo. While the weakest or the worse product of commercial banks in our country are rated the credit cards. Replacing the personnel and bank agents with other alternative forms through the internet and apparatus is a running process with the fact of advancing these online forms of providing services and use of products in banks, process by which have agreed most of the interviewed individuals, for the fact that this offers a faster access and it's very safe process for the customers of banks in Kosovo. All invoices and different taxes that are a mandatory for the citizens of the country in report with state or public institutions and of public enterprises can be executed through the online banking system at any time and in every day of the week, without the need of defining the time and avoiding unnecessary waiting close to different branches of these public institutions or banking branches. At the end we have concluded that the personnel and banks agents play an extremely big and influencer role in promoting the products and banking services in Kosovo, for this reason most of the banks have engaged special agents for promoting these products and services.

### **Recommendation**

From the research and data analysis, based in the above written conclusions we have concluded the recommendation of the research on promoting banking products in Kosovo.

Commercial banks in Kosovo, except the promotion for financial products selling through promotion should pay even more attention on promoting banking services. Prioritization of products for promotion form the commercial banks to not be done based on the needs of customers but to orientate in those products which are easier and more affordable for customers regardless the customers' needs.

Promoting banking products through promotion shouldn't have a commercial purpose but should be more informative for the customers of banks and their potential customers instead.

Development of the business should be the main thing in promotional campaigns of commercial banks, in order to ensure a continuous development of the business gradually with the development of the products and services. To be further developed the promotion of products and banking services by using the informative technology, or which is differently known as the online promotion. Also as many products and services should be characterized in electronic forms for using the products and the delivery of online services through the so-called E-banking.