<table>
<thead>
<tr>
<th>Chapter</th>
<th>Titles</th>
<th>Page No</th>
</tr>
</thead>
<tbody>
<tr>
<td>I</td>
<td>PROBLEMS OF TEXTILE INDUSTRY</td>
<td>1 - 15</td>
</tr>
<tr>
<td>1.1</td>
<td>Introduction</td>
<td></td>
</tr>
<tr>
<td>1.2</td>
<td>Sickness in the industry</td>
<td></td>
</tr>
<tr>
<td>1.3</td>
<td>Deceleration in growth of demand</td>
<td></td>
</tr>
<tr>
<td>1.4</td>
<td>Lack of modernisation</td>
<td></td>
</tr>
<tr>
<td>1.5</td>
<td>Low profitability</td>
<td></td>
</tr>
<tr>
<td>1.6</td>
<td>Increase in cost of production</td>
<td></td>
</tr>
<tr>
<td>1.7</td>
<td>Competition</td>
<td></td>
</tr>
<tr>
<td>1.8</td>
<td>Government policies and controls</td>
<td></td>
</tr>
<tr>
<td>1.9</td>
<td>The contention</td>
<td></td>
</tr>
<tr>
<td>II</td>
<td>SURVEY OF LITERATURE</td>
<td>16 - 40</td>
</tr>
<tr>
<td>2.1</td>
<td>Introduction</td>
<td></td>
</tr>
<tr>
<td>2.2</td>
<td>Relation of PPM with objectives</td>
<td></td>
</tr>
<tr>
<td>2.3</td>
<td>Literature review</td>
<td></td>
</tr>
<tr>
<td>III</td>
<td>CONCEPTUALISATION OF THE PRESENT RESEARCH</td>
<td>41 - 60</td>
</tr>
<tr>
<td>3.1</td>
<td>Introduction</td>
<td></td>
</tr>
<tr>
<td>3.2</td>
<td>What is Product Policy Management</td>
<td></td>
</tr>
<tr>
<td>3.3</td>
<td>Flowchart of production process</td>
<td></td>
</tr>
</tbody>
</table>
3.4 Conceptualisation
3.5 Decision tree for product mix decisions
3.6 Need and importance of this study
3.7 Objective and scope of the study
3.8 Approach

IV INDUSTRY ANALYSIS 61 - 77

4.1 Industry structure analysis
4.2 Product mix analysis
4.3 Growth chart

V CASE STUDY OF MILL A 78 - 122

5.1 Performance analysis
5.2 Product range
5.3 Product - mix analysis
5.4 Product line analysis
5.5 Competitive analysis
5.6 Analysis of Product additions and deletions
5.7 Raw material Consumption analysis
VI CASE STUDIES OF MILLS B AND C 123 - 133

6.1 Mill B
6.2 Product mix
6.3 Product line analysis
6.4 Performance measurement
6.5 Mill C
6.6 Sales mix
6.7 Raw material consumption

VII STRATEGY EVALUATION 134 - 161

7.1 Introduction
7.2 Segmentation Approach
7.3 Product Portfolio Approach
7.4 Product classification Approach
7.5 Competitive Strategy in fragmented industry
7.6 Future Directions planned by the company
7.7 Evaluation of future Directions
7.8 Recommendations and Conclusions

VIII PRODUCT MIX AND PERFORMANCE: ANOVA, CORRELATION AND REGRESSION ANALYSIS 162 - 194

8.1 Introduction
8.2 Objectives of the study
8.3 Selection of variables for the study
8.4 Data Base
8.5 ANOVA Analysis
8.6 Regression Models
8.7 Conclusions

IX SUMMARY AND CONCLUSIONS

9.1 Introduction
9.2 Summary and Conclusions
9.3 Implications for the Mills
9.4 Implications for the Industry
9.5 Implications for the Government
9.6 Future directions for the Researchers

BIBLIOGRAPHY