ABSTRACT OF THE THESIS

Topic: Marketing Problems of Match Industries – A Study With Reference to Kovilpatty Town

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ABSTRACT

Industrial policy that could create condition of economic prosperity is very vital for the growth of industrial structure and for providing more employment opportunities with the object of raising the standard of living of Indians. By providing more investment and employment opportunities, the government of India formulated and administered various industrial policies. Tamil Nadu occupies an important place in the industrial map of India. It is one of the four industrialized southern states in the country. In Tamil Nadu, Kovilpatti is a small town well known for its match industries all over India. Kovilpatti taluk, the birth place of matches is situated in Thoothukudi district. Kovilpatti town is an industrial area. So match industry has become a means of living for a large number of people. Hence the match industries are flourishing in this area. Most of the match units are established in Kovilpatti town. There are 1834 match industries in Kovilpatti town. Most of the match units are registered. However, some registered units have been shutdown due to various reasons. In early match industries, they were successful in marketing products because of marketing strategies adopted by them. At present, such marketing strategies adopted by the match industry are inadequate for various reasons, such as, pricing techniques, sub-standard quality and inability to compete with global market, inadequacy of raw materials, shortage of labour and the like, there is a compelling reason to study the marketing problems of Match industries in Kovilpatti town, Thoothukudi district.

India is witnessing drastic change in the economic sphere as a result of Liberalization, Privatization and Globalization (LPG) and the consequent thrust on market economy. The very basis of reforms in the economic field is decontrol. The period of licences is over and the role of controlling agencies is becoming insignificant. There is stiff competition in the field of production and services. The scenario is that of the ‘Survival of the Fittest’. Small scale industries constitute the backbone of a developing country like India. The phenomenal expansion of small scale industries reflects the potentialities of such industries occurring a commanding height in the strategy of development, these industries have become an unvaluable weapon in bringing to fruition a balanced, integrated and egalitarian socio-economic order in our country.

A common weakness of small units is the absence of intelligence, absence of knowledge of markets and of an effective marketing organization. A consideration, therefore, needs to be given to the question of promoting and developing specific institutional agencies which would undertake to small manufacturers on the basis of bulk purchases from suppliers and arrange to market the finished goods.

To conclude that the match manufacturing units does face many challenges and problems in the production, finance and marketing areas. The present study clearly indicates that the management practices by the match manufacturers and their outlook on production and marketing must still go a long way to catch up with the rapid technical and industrial advancement that is taking place in this country. To take full advantages of the resources employed, it is also strongly suggested that a great thrust must be placed by the Governments (both Central and State) on match manufacturing units. The research is optimistic that the above measures shall pave the way for meritorious success in marketing problems of match industries.