Chapter VI

SUMMARY, CONCLUSIONS AND SUGGESTIONS.

- Summary
- Major Conclusions
- General observations
- Suggestions.
Introduction:

Flooring trader entrepreneur play a major role in the economic development of any district through their contribution in the industrialization, local development and decentralization of industries, creation of employment opportunities and more equitable income distribution, creation of backward and forward linkages with existing industries, and entrepreneurial development. Entrepreneurship development in small business is an integral part of a healthy national economy. The valuable contributions of such small businesses are widely recognized by all sectors of society, as can be seen by the many efforts to aid small businesses taking place at the state, district and local level. Such efforts range from supplying goods and services to the society. Flooring trader entrepreneurs is one of them. They provided quality flooring items to the society but facing the number of problems in the business. While acknowledging a current economic climate of low interest rates and available money supply, indicates that access to capital continues to be the most difficult challenge for flooring business owners. The present study point out to several reasons why even under optimal conditions, entrepreneurs are still not successful at getting financing from banks. Factors such as these all contribute to the decision of financing source not to commit money to a particular business. In this research the researcher
reviews and studied of 100 flooring traders entrepreneurs in Jalna district. The finding, conclusions and suggestion are presented in this chapter.

This chapter highlights on the overall summary of the present study, major conclusions and important suggestions made by the researcher regarding to the research work.

The study is divided into three different parts. First part presents the overall presentation of the chapter’s in detail of the study. Second part highlights on the major important findings of the study. Third part deals with some important suggestions given by the researcher to overcome the problems found in this study about flooring trader. The suggestions are based on findings and conceptual development of the present study.

After a careful presentation of the introduction and concept of flooring trader. This study finds some important conclusion regarding the different aspects of the topic under consideration and observations. The conclusions drawn are based on the primary and secondary data.
Summary:

The present study is analyzed and presented in the following chapters.

Chapter first, “Introduction” deals with the overall importance of the study. It includes significance of the study, objectives of the study, hypothesis tested; the research methodology adopted for the study with collection of data and expected contribution from the study. It also gives the details about meaning and scope of flooring trade business, need and importance of flooring raders, role of enterprises in developing economies.

Chapter second highlights on the "Review of related literature" on the present study. This chapter includes the detailed review of the literature available on the present study. Literature is the most important part of the any research. In this chapter bulk of research articles and books are reviewed and made important comments regarding to this study.

Chapter third deals with the “Socio-economic study of jalna district”. It tries to highlight the economic structure of Jalna district and population, natural resources available and infrastructure facilities,
industrial structure, training and education facilities, transport facilities and overall industrial development in Jalna district.

Fourth chapter deals with the “Socio-economic aspects of flooring trader entrepreneur” This chapter proposes to identify trends of flooring trader entrepreneurship in terms of caste, community, occupation, education and economic status. It is also intended to probe into the emergence process of flooring trader relationship between socio-economic structures and flooring trader entrepreneurship.

Chapter fifth deals with “Commercial aspects of flooring trader entrepreneur in Jalna District” It covers the overall financial pattern, income of flooring trader, turnover of business, transport facilities of the business, employment provided by the flooring trader, selling method, motivational factors and problems faced by the flooring trader entrepreneurs.

Last chapter is the subject matter of “Summary, major conclusions of the study and important suggestions” given by the researcher to the present research work.
Major Conclusions:

It is observed that caste composition category of 100 flooring traders, 72 per cent flooring trader entrepreneurs are from open caste category, 18 per cent from other backward classes, only 4 percent of the respondent are from the other categories. It reveals that majority of the respondent are from the open caste category. The study observes that the higher caste category are playing important role in flooring business. (Table No. 4.1)

The small flooring trader owners are having different composition of religions. Thus, the majority traders i.e. 79 per cent of them are Hindus, and the rest i.e. Muslims 3 per cent and Jains 18 per cent. (Table No. 4.2)

The migration characteristics of 100 flooring trader entrepreneurs have studied. It shows that native classes are 76 per cent from cities proper, 6 per cent from the other district of Maharashtra and 18 per cent from the other state. (Table No.4.3)

Out of the total number of flooring trader entrepreneurs surveyed, 10 per cent have the education less than High School and 17 per cent High School plus but below 12th standard. Thus, the majority i.e. 69 per cent has the Graduates, postgraduates 9 per cent, engineering graduates
are 02 per cent, the technical or professional graduates/diploma holders
only 1 per cent and professional education are 02 per cent are small in
number. Although the higher educational profile is required for the
business development, the flooring trader entrepreneurs lack in the same.
It is can be told that, for the flooring traders business "Experience" rather
than “Education" is counted much for the success. Only experience leads
to economic survival in flooring traders business.

The study revealed that 11 per cent flooring traders entrepreneurs
were below 20 years of age, 49 per cent in between 20 and 30, 28 per cent
in between 30 and 40; 09 per cent in between 40 and 50; 03 per cent in
between 50 and 60 and No entrepreneur was above 60 years or above that
age at the time of entering into business.(Table 4.5)

It is by and large observed that the family is helpful to new
entrepreneurs in developing business. However in flooring traders
business such incidences were found few in number. 14 per cent
respondent were from farmer family, 10 per cent flooring traders
entrepreneurs' fathers were worker, 25 per cent were from service sector,
18 per cent were professional men, 33 per cent were in flooring traders
business owner (Table 4.7)

It is observed that only 34 per cent fathers owing flooring traders
had passed the business in the hands of their sons or heirs i.e. existing
entrepreneurs. In that sense these fathers were instrumental in helping their sons/existing entrepreneurs. Thus, an occupational profile of the majority number of fathers of flooring trader entrepreneurs was of a higher order and the same is useful for carrying or supporting business. (Table 4.7)

Occupation experience is considered as an important internal factor. It provides confidence to the prospective entrepreneur and reduces the uncertainty associated with product demand and establishing the enterprise. The entrepreneur having knowledge and competence in marketing become occupational or professional entrepreneurs and take up the venturing or manufacturing activity with a lower degree of risk.

The large number of flooring traders i.e. 36 per cent were established during the period between 1970 and 1980, while 02 per cent were established during prior 1960, 18 per cent in 1960 and 1970, 20 per cent in 1980 and 1990, 15 per cent in 1990 and 2000 and 09 per cent were established during after 2000. Out of 100 flooring traders under survey only 02 per cent were established during period prior to 1960. Either Marwari/Gujarathi people or Muslims own the majority of these flooring traders. These flooring traders are now in the heart of city and run by the second or third generation entrepreneurs. Hardly less than Rs. 10 to 30
thousands were invested by the entrepreneurs while establishing these flooring traders. (Table 4.8)

It is revealed from the study that 88 per cent flooring traders are proprietary concern of their business, none of the H. U. F., while 7 per cent respectively have partnership, 5 per cent from Pvt. Ltd. Co. and none of the Co-op. society ownership in their business. The educated flooring trader entrepreneurs are having partners in their business. Their partnership is often happened to be informal. Moreover many do not prefer to continue it on a long lasting basis. Those who have joint family ownership are found comparatively better placed in their business. As against this the sole owners have to suffer number of difficulties. (Table 4.9)

The study shows that 60 per cent flooring trader entrepreneurs received financial help while promoting their business. This help, however, was not in the fortune of 28 per cent flooring traders’ entrepreneurs and hence they had to Business Property by Heritage on their own or borrowings. The inheritance of properties or real assets and their use in the promotion of business are noticed in respect of 09 per cent entrepreneurs who were benefited in promoting flooring traders business as against family social connection. 01 per cent flooring trader entrepreneurs encouraged by their support in education promoting
business, while 02 per cent flooring traders entrepreneurs management is promoting business because of educational background of their families.

30 per cent flooring traders of existing entrepreneurs were established by their parents forming second generation; 27 per cent Flooring traders of entrepreneurs were started by their closed relatives while 18 per cent flooring traders were acquired or purchased and 02 per cent flooring traders were founded or established by any other entrepreneurs. The fact is overwhelming noticed that entrepreneurs either from the 1\textsuperscript{st} or 2\textsuperscript{nd} or at the most 3\textsuperscript{rd} generation. All such flooring traders by and large are having market value of the flooring traders investment is upto Rs. 5 lakhs. During the initial promotion period these entrepreneurs spent amounting even less than Rs. 25 thousands.

3 per cent flooring traders entrepreneurs are from the background of rural artisans, 4 per cent from domestic merchants, 16 per cent from factory workmen, 3 per cent from graduate engineers, 31 per cent from service class, 6 per cent from manufactures, and 37 per cent from the background of cultivators. On the whole it is found the flooring traders entrepreneurs are with lower technical profile of their families or themselves which naturally cripple them while carrying their business. (Table 4.12)
The flooring trader business success depends upon the combination of a numbers of factors, which are listed in the study. Of these factors, few are instrumental for flooring trader business success for the majority number of entrepreneurs; some of these are Good performance (82%), Reasonable price (32%), Personal Relations (14%), Help from Parents / Relatives (23%), Location (40%), and cleanliness (20%), Govt. Assistance (5%), Bank Finance (18%), Speed money i.e. Fast rotation of working capital (00%), Adaptation of modern methods of business (42%), Education (30%), experience (73%), Elevated standard of living of people (28%), Personal contact (22%), population increase (35%) and Quality (61%). (Table 4.13)

Flooring Trader entrepreneurs are in business due to number of (53) motivating factors. In other words no single factor is responsible for venturing entrepreneurs to run the business. For example, availability of transport (75%), reasonable cost of location (65%) cheap labour (51%) assistance from banks (42%) and survival (75%) and other factors have motivated the large number of flooring Trader entrepreneurs. (Table 4.14)

The study shows that out of 100 selected respondents; 12 business traders income was less than Rs. 1 lakh during a year; followed by 25 (25%) respondents were secured annual income from business was Rs. 1
to 2 lakh, 19 (19%) respondents told that they were getting income from their business between 2 to 3 lakh annually; 17 (17%) respondent’s income was Rs. 3 to 4 lakh, 14 respondents were earned income from flooring business is rs. 4 to 5 lakh annually and 13 respondent’s income were Rs. 5 lakh and above. (Table 5.1)

The entrepreneurs introducing improved product are from all the age groups and like above they are highly educated. Imitations of products are practiced by all the entrepreneurs from all the age groups and educational categories.

The study shows that; 2 per cent respondents annual turnover was up to Rs. 50 lakh; followed by 14 per cent respondents shows their annual turnover by Rs. 50 lakh to 75 lakh, 32 per cent shows Rs. 75 to 100 lakh, 29 respondents shows Rs. 100 to 150 lakh, 5 respondents annual turnover was Rs.150 to 200 lakhs, 7 per cent respondents told that their annual turnover was Rs. 200 to 250 lakhs, 5 respondents Trading Accounts shows their turnover by Rs. 250 to 300 lakhs and 6 per cent respondents shows their annual turnover by more than Rs. 300 lakhs. (Table 5.3)

Almost all the flooring trader entrepreneurs have their business units in the city proper. 51 respondents shop was located near to bus stand 40 per cent respondents told that their shop is located within one
km from bus stand and remaining 9 respondents shop was more than 1 km from bus stand. The place of business and residence are in proximity of each other for the majority number of entrepreneurs so as to minimize the transporting cost, and to keep close supervision. (Table 5.4)

The study shows that; 11 per cent respondents shop and resident at the same place; followed by 21 respondents business place is 1 km far from their residents; 8 respondents business place is 1 to 3 km away, 40 respondents distance of shop and resident is 3 to 5 km, and 7 respondents told that their business place is away 5 to 7 km from their resident. (Table 5.5)

35 per cent flooring trader entrepreneurs own their business premises, while 25 per cent entrepreneurs pay rent, 35 per cent entrepreneurs are having leased premises and 5 per cent are having contact possession over business premises. (Table 5.6)

6 per cent entrepreneurs do not have godown facilities while 24 per cent do not envisage any need for separate godown for their business. Rest of the entrepreneurs has godown facilities either attached to business premises or away from them. (Table 5.7)

Almost the majority small flooring trader’s premises and condition of the same by and large is far from satisfactory. The poor condition is
seen in the respect of construction of business premises (48%), flooring (46%), and electricity arrangements (81%), (Table 5.8)

The carpet areas of the business premises are invariably of reasonable size. Thus an average size for all the flooring traders’ entrepreneurs' premises is worked out to be around 1113 Sq. feet including open space. (Table 5.9)

The flooring trader entrepreneur either the owners of their business premises or some of them hire the same or take on lease. The rents to these premises at market prices are too heavy to imagine or affordable to entrepreneurs. The notional rents at market price are worked out for entrepreneurs' premises and shown in the table. It is found 30 per cent would have to pay rent up to Rs. 2,000/- per annum, another 30 per cent have to pay in between Rs. 2,000/- and 4,000/-, 16 per cent in between Rs. 4,000/- and 10,000/-, 12% in between Rs. 10,000/- and 14,000/- 10 per cent in between 14,000/- and 30,000/- and remaining 2 per cent entrepreneurs would have to pay above Rs. 40,000. (Table 5.10)

The study shows that 28 per cent entrepreneurs employ minimum one individual, 17 per cent employ in between 1 and 3, 14 per cent employ in-between 3 and 5, 16 per cent employ in between 5 and 7, 25 per cent, employ in between 7 and 10. Thus the study found that the flooring trader have created new employment opportunities. (Table 5.11)
The flooring trader entrepreneurs use various methods of selling for increasing profits. Thus, 5 per cent entrepreneurs sell at uniform rates, while 51 per cent entrepreneurs charge differential rates. Other selling tactics used are arbitrary pricing (15%), advertising (25%), and free sample supply before selling (4%). (Table 5.12)

Methods of selling are different for different entrepreneurs. Almost all prefer selling on cash basis, while selling on commission or discount is practiced regularly by 42 per cent entrepreneurs. Although there is a several practice of purchasing from retailer, the 65% flooring traders entrepreneurs take the help of wholesalers while 2 per cent purchasing the raw materials for their business. Commission agents (25%), open market auctions (4%), and retailers (4%) are also tried by many flooring trader entrepreneurs while purchasing for the business. (Table 5.14)

Not only some reason have motivated to their into business but entrepreneur’s contacts were instrumental to bring him in business. Although half did into have any contact while accepting business, the remaining half (47%) had family contacts and some other contacts for making entry into flooring trader business.

The study shows that 17 per cent respondents were came into the business due their family contact, 27 respondents were came into the business due to their relational contact in the business, 9 respondents told
that their friends were responsible, 19 respondents told that due previous occupational status they were in the business, through the allied activities 15 respondents were expanded their business, and 13 respondents opined that they were completely new in the business. (Table 5.16)

The study highlights the classification of flooring traders / entrepreneurs as per language of book keeping or business record. Most entrepreneurs i.e. 90 per cent write their books of account in English, while 10 per cent maintained their books of accounts in the local language Marathi. (Table 5.17)

The study reflects the classification of flooring traders / entrepreneurs as per various book of accounts or registers kept by them. 6 respondents were maintained kucha register or no any register, 18 per cent respondents were maintained pakka register, 60 respondents told that they maintained cash book and ledgers, 7 respondents told that they have maintained only stock register, 6 respondents maintained only labour register and only 3 respondents were maintained only petty cash book. (Table 5.18)

The study concludes that 25 respondents getting the highest revenue from marbonite, 28 per cent respondents getting from vitrified tiles, 10 from cement tiles, 12 from granite, 5 from marble, 15 from
different stones and other getting highest revenue from other items.
(Table 5.19)

It is concluded from the study that 8 per cent respondents were made investment less than Rs. 10 lakh; followed by 77 respondents invested Rs. 10 to 25 lakh and remaining 15 respondents were comes under the highest category i.e. more than Rs. 25 lakhs. (Table 5.20)

The study shows that 56 respondents were having primary sector experience prior to entering the flooring type of business, 27 respondents were engaged in secondary type of business i.e. manufacturing and 17 respondents were engaged in services type of business. (Table 5.21)

Limited experience and small market (63%) coverage are the reasons reported by many entrepreneurs for starting small size flooring traders. Added to this, more than half (56%) entrepreneurs are in flooring traders business due to small investment requirement, while 24 per cent flooring trader entrepreneur find this business as simple to manage. (Table 5.22)

32 per cent entrepreneurs have friends in the flooring traders business while remaining 44 per cent have relations in this business through their family members. 24 per cent entrepreneurs do not have any relations in flooring trader business. (Table 5.23)
Role of flooring trader entrepreneur in management is multidimensional. However, 12 per cent flooring trader have paid manager to look after the management of flooring trader entrepreneurs, while another 12 per cent flooring trader entrepreneurs have manager from the flooring trader entrepreneur owner’s families.

The study shows that; 17 respondents take 12 months, 21 respondents takes 9 to 12 months, 35 respondents takes 6 to 9 months, 25 respondents were takes 3 to 6 months and only 2 respondents were takes less than 3 months for starting of flooring traders business after the finalization of decisions. (Table 5.25)

It is the known fact from the study that; 18 per cent respondents looking after the production, finance and marketing, 62 were looking limited functions of the business; 15 respondents told that they were trusted on the management employees and 5 respondents told that they were handed over the responsibilities to their family members. (Table 5.26)

It is concluded from the study that; 33 per cent respondents facing motivational problems; followed by 42 per cent complained that proper incentives are not available in the business, 63 respondents told that update information are not available anywhere of their business, 63 per cent placed their opinion about the lack of coordination among the
flooring traders in Jalna, 42 respondents expressed that the procedure of banks and government offices is very hectic, 34 per cent respondents faced the various registration problems with the government authorities, shortage of finance problems were facing by 42 per cent respondents, 12 respondents were unaware about the technical knowhow and 82 per cent respondents were facing the problems about the location of accommodation and business place. (Table 5.27)

It is concluded from the study that; 42 per cent respondents told that the required raw material for their business are available at nationwide and if shortage is created; their business is closed down for some period; 42 per cent respondents were undergone the problems of overdue payment to the supplier, 72 respondents complained that the price of flooring material continuously increase, again 42 respondents complained about the poor quality of material, 32 respondents also facing their poor capacity of huge purchasing; and 27 respondents were told that the raw material is not available on credit basis. (Table 5.27)

The study shows that; 43 per cent respondents told that they have selected wrong location for their business place, 72 respondents told that their business premises layout is not proper for doing the business, 12 per cent respondents were not achieved fullest working capacity in the business, 42 respondents were facing acute labour problems in the
business, 34 respondents expressed that they didn’t have appropriate space for their business and 42 told the problems of electricity. All these problems affect the profitability of business.

It is concluded from the study that; 63 respondents facing the problems about poor maintenance of furniture, and machinery, 41 respondents facing shortage of production problems, 42 respondents told that their supplier delay in supply of raw material; 32 per cent respondents were facing the problems of lack of product diversification, 82 respondent suffers from competition in the business and 42 per cent respondents were complained about the municipal authority for unnecessary trouble. (Table 5.27)

The study concludes that; 41 respondents were facing the problems of huge investment in inventory items, 42 per cent respondents facing the working capital problems in the business; 64 per cent respondents told that the financial institutions charges high rate of interest on loans, 78 respondents expressed that the banks sanctioned their loans after a long time, 34 respondents were suffer from large amount of bad debts, depletion of resources is one of the problems facing by 24 respondents, 24 respondents told that high cost of operation is also one of the problems which they were facing; 32 per cent respondents told that the profit margin in the business is very low. (Table 5.27)
It is concluded from the study that; 44 per cent respondents told that the labour class in the business is uneducated or very less educated, 62 per cent respondents feels that their organization is very week, absenteeism of labour and employees is one of the problems are facing by 12 respondents; high labour cost is also the problems in Jalna city and 12 per cent respondents were opined about the non-availability of the skilled labour in the city. (Table 5.27)

It is concluded from the study that; 12 respondents complained about decision hurdles, 42 per cent respondents the problems of low quality of persons assisting, irregular deliveries is one of the problem facing by 32 respondents, the problems about poor marketing efforts also facing by 42 respondents; obsolescence is another problem facing by 12 respondents; only 2 respondents complained about the high rate of sales tax, delay in realizing the amount from customer is one of the acute problems facing by 16 respondents; 72 per cent respondents were facing advertisement problems, 62 respondents told about lack of planning and forecasting in their business, high wastage of material is one of the major problems in the flooring industries, the problems of untrained staff facing by 32 respondents, and migratory nature of labour is also a problems of such type of business expressed by 42 respondents. (Table 5.27)
The study shows the general problems facing in the business. It is concluded from the study that; the general problems facing by the selected respondents is that lack of management expertise (16), lack of coordination of partners or family members helping in the business (40), inability to maintain proper account (82), lack of honesty of partners (32), absence of utilities or infrastructure (32), and uncongenial government policies (42) etc. (Table 5.27)

Though every entrepreneur interviewed wanted to bring in improvement in all the fields, but they could not introduce any major changes mainly because of the fact that they felt the new techniques to be too modern to introduce requiring huge cost. Paucity of funds, dearth of skilled labour, and difficulties in repairing of machines were the additional factors inhibiting introduction of change. Out of the total entrepreneurs, 12 per cent introduced improvement in their flooring trader entrepreneurs.

It is found that of many flooring traders prepared the project report to be a formality, as revealed by them in reporting. The project reports were prepared as a matter of necessity to get loans. Usually flooring trader entrepreneur do not attach too much of importance to it, and they claimed that rough and mental calculations were sufficient for their purpose. It was, however, noticed that educated flooring trader
entrepreneur give much importance to project report not for only procuring loan but for getting help during the preliminary stages and guidance in the later stages. It was considered important to investigate into the reasons as to why the project report was not prepared by the flooring trader entrepreneur. The findings are that few did not require financial assistance, and few found project as 'simple' not needing any blue print.

The project report is prepared by entrepreneurs himself, friends or relatives, professionals, middlemen or by officials of banks. While releasing the loan or seed money or subsidies, these charges are deducted under mutual consent. The entrepreneurs in such case have to hand over the post dated cheques on the name of any person recommended by the bank officials, preparing the project report and helping for loans etc.

**General Observations:**

Transportation problem of flooring always offers the smooth delivery of product to customer due to the lack of expert manpower. This can cause and use loss of traders.

The important method used by traders to advertise the product is not displayed on hoarding the flooring trader. they used other types of media to advertise their products.
Lack of proper guidance from the government authority affects the sale of flooring. Stringent sales tax formalities may affect the import of flooring to the state.

Besides there is acute delay in check posts and this would badly affect the procurement of the flooring products from other states, so that the traders find it difficult to meet the demands of their customers in time.

The unhealthily trade practices and the canvassing of customers directly by brokers and agents affect the marketing of flooring to a very great extent. There is no mechanism to prevent these unfair trade practices. Loading and unloading problems of flooring always affect the smooth delivery of products of costumers. The works do not have the expertise in loading and unloading. This can cause a huge loss to the traders.

It is observed that, in the market, there is acute competition among the dealers. The credit period allowed by newly entered firms to costumers affects the sale done by existing firms in the market. They are often giving more credit facilities to the customers to keep them away from existing firms.

The amount spent by the flooring shops for advertisement is significantly varied in different location. The amount spent by the shops
is found to be different due to the feature of the location where the shops is situated.

Now the growth of flooring entrepreneurship has become socio-economic significance in India. By opening a large number of small / micro industrial ventures entrepreneurs can strengthen the industrial base, provide employment opportunities to another and achieve balanced growth. Thus, emerging economic force of flooring traders entrepreneurs can contributes a lot to industrial development of the backward region.

The participation of flooring traders in the economic life of a country necessary for national building. Flooring trader/ entrepreneurship in Marathwada region is most underdeveloped. It is one of the causes of backwardness of this region in entrepreneurship area. They are security oriented rather than growth oriented.

Some of the flooring traders entrepreneurs were successfully running their business units independently yet, surprisingly majority of the respondents opined that it is difficult for a woman to survive as entrepreneur if there is no help from their families. Many flooring traders become entrepreneurs out of economic necessity.
The functionary of DIC of Jalna faced moderate problems due to inadequacy of staff, in financial matters and in arranging training programmers for flooring traders.

The emergence and development of flooring traders entrepreneurship depends on a number of socio economic factors often termed as supporting conditions for the development of entrepreneurship.

Age has been found to be one of the important factors associated with the success of entrepreneurs. It has been found that, at the time of starting the enterprise, the highest number of traders were in the age group of 20-30 years. This shows that majority of entrepreneurs started their ventures relatively at an early age.

Many flooring trader entrepreneurs belong to the low income group. Capital invested in the some business was very limited hence profit margins in the enterprises are low.

Flooring traders prefer stabilization of income and minimization of risk over maximization of income. In the field of technology flooring traders have made a conscious decision to set up technology based enterprises.

Among the subjective factors that served as the motive forces, it has been found in the study that, the two ambitions of creating
employment opportunities to others and giving shape to their ideas / skills were important in motivating more than 80 percent of the entrepreneurs.

Promotion of traders is not only a long process but also difficult phase of entrepreneurship. Traders have to take crucial decisions at various stages. It has been found that successful entrepreneurs devoted more than 12 hours per day to their enterprises. The support of family members and others was also found to be one of the important elements in the promotion of the enterprise.

Most of the traders in rural areas are not aware of the facilities that are being extended by the Government, banks and NGOs to their development. Because of such ignorance, they are devoid of financial help and so they are not in a position to start any productive activities irrespective of their capabilities.

Most of the traders did not avail of subsidies, incentives or concession provided by Central or State Government either because of lack of knowledge about those facilities or they could not go through the procedures and formalities of different Government agencies. Although majority of the entrepreneurs reported their awareness of organizations such as MIDC, SIDBI, MSFC and their assistance programme’s. Quite a large number of them have no knowledge of the institutions such as SISI, SIDO, MCED, etc. This conveys the fact that, there is lack of
The self employed flooring traders need assistance in marketing the products made by them. Credit loan support to them is also essential.

It is also found in the study that the small scale entrepreneurs faced problems on different areas of business operations. It has been observed in the study that in case of majority of the units, facing the problems of delay in the supply of raw material, shortage of skilled labourers, and shortage of working capital lead to interruption in production process. The drawbacks in the managerial practices adopted by the flooring enterprises have also contributed for a few operational problems.

Marketing management is yet another area of importance which ultimately determines the survival of units. In this regard, it has been observed that marketing operations was not a systematic and scientific as it was expected to be. The presence of many competitors, lack of standardized products, lack of demand etc. were the main factors affecting the performance of the units.

Capital was another important constraint for many entrepreneurs. Hence, they approached different financial institutions like banks, MSFCs, etc. in spite of high interest rates and requirement of collateral
security. Some enterprises were found to be experiencing significant rate of labour turnover and absenteeism due to inadequate wages, lack of social welfare measures and uncongenial work environment.

Many of the flooring traders do not have the skills nor the resources in order to apply for loans. Also in terms of self-confidence and self dignity that is necessary for a person to walk into a formal sector institution and ask for a loan.

It is observed that several organizations are engaged in the process of development of flooring trader entrepreneurs in Marathwada region to make it the best industry facilitator state in the country.

The study reveals that the flooring trader face problems and constraints during the course of setting up and management of their enterprises and also highlights the prospects to flooring traders in future. The possibilities are endless. What they need is required training, finance and large quantity of co-operation and encouragement from the family and society that will enable flooring trader’s help to Indian economy, which in turn will speed up the economic development of our country. Flooring trader has needed to break the traditional grounds to emerge as the educated young dynamic leader of today.
Suggestions:

The following suggestions are given in order to overcome the constraints of flooring trader entrepreneurs in Marathwada region and to up-lift the socio-economic status of flooring traders, which in turn will lead to the economic growth and overall development of the region as well as nation.

Sale Tax authority should liberalize the tax formalities so the flooring traders in Jana district can sell the product on large scale. Increase in the sales volume the profit margin will be increased.

Maximum benefits should be given to the flooring traders by announcing new package scheme of incentives (PSI) to flooring manufacturers. To promote use of various types of flooring for maintain to improve standard of living and health.

Govt. should issue an order that only registered shops may sell flooring to the customers; this would help the shops to conduct their marketing fairly.

Flooring shops should provide better service to customers after the sale of products. This would enable them to create goodwill among the customers. They are required to impart all the technical knowledge to the customers regarding laying, polishing, maintenance etc.
Flooring shops must use print media or electronic media for their advertisement so that they can make aware of the merits of their products to all customers residing in every corner of the state.

During the field survey, it was observed that there is lack of medical and health facilities for labourers. Entrepreneurs are not at all concerned with the welfare of their labours. Therefore, health and cordial relationship between them, labour welfare programme should be implemented.

In flooring trader areas, basic social amenities and infrastructure facilities are not proper and adequate. The government should take positive steps in this direction. Agencies viz RFC or DIC should be given the responsibility for the development of infrastructure facilities. These agencies should have proper consultation and coordination with Vidyut Vitaran Nigam Ltd., urban development authorities, public work department etc. Basic social amenities in new developing flooring trader areas should be provided at top priority.

The most important and vital problem of flooring traders is the increasing number of sick units. So, it is suggested that the government should keep watchful eye on the prospective sick units. The information of these units should be given to the board for flooring traders and financial reconstruction. So, that the board shall be able to curb or check
the problem of sickness well in time. If the rehabilitation of these units is not possible, then government should take another step like the allotment of land of sick unit of other entrepreneur of the better development.

Transport facilities plays vital role in the development of industries. Frequent strikes and black mailing of unions adversity affect the industries. The Government should try to establish cordial relations with transport unions. New transport centers should be development near flooring trader areas.

The conditions of road net work in the district are inadequate. For the development of industries and flooring trader enterprises the government should improve the condition of road and its network. For the development of connecting roads, the government should take initiative to connect the flooring trader areas with proper road network.

Financial institutions of Government and commercial banks generally take more/much time in appraisal of project and sanction of loans. Some time it results undue delay in project implementation and production and industries become sick due to non-available of financial help in time. Therefore, the institution and banks should appraise the proposal jointly. Due to this, the quality of appraisal will definitely be better and timely decision will be possible.
The registered units should be monitored regularly by DIC or any other body, in order to check that they are actually functioning or not. Some entrepreneurs get their units registered by malpractices and misuse the facilities provided by the government. Registration of such enterprises should be cancelled.

There is no scientific research and development institute for helping the industries in innovation of new techniques and improved products and marketing. Therefore such type of institution should be established at Jalna area.

The Government should establish mobile training centers for labours and also organize regular employment camps in each flooring trader area. Advanced techniques of telecommunications viz hotline, internet etc. should be provided in each flooring trader area for marketing and design development.

The industries using raw material that imported from outside the state, Government should make arrangements to provide regular supply of such raw materials to the flooring enterprises.

Now-a-days flooring trader enters not only in selected professions but also in professions like trade, industry, services, etc. Flooring traders are also willing to take up business and contribute to the nation's growth.
Their role is also being recognized and steps are being taken to promote flooring traders.

Flooring traders must be molded properly with entrepreneurial traits and skills to meet the changes in trends, challenges global markets and also be competent enough to sustain and strive for excellence in the entrepreneurial arena.

Awakening of flooring traders to the possibilities of the easily accessible micro-enterprises is the foremost task. The government, semi-government and non-government organizations should create awareness among the most productive age group of flooring traders. The media can be effectively put to use for the purpose.

Psychological stimulation is the prerequisite for putting any idea virtually into action. For proper motivation of flooring traders, the economic, social and health benefits of various possible enterprises should be highlighted.

After awakening and motivating the next step in development and success of an enterprise is the acquisition of knowledge and skill upgradation in production, processing, packaging and marketing techniques is the basic requirements. It is also emphasized the need of value addition as it ensures high premium to the producer.
Knowledge regarding accessibility to loans, various funding agencies, procedures regarding certification etc. should be provided. Lectures, printed material, discussions, institutional and non institutional skill trainings for imparting first hand technical knowledge in production, processing, procurement and management should be provided to flooring traders who are interested or already engaged in various enterprises.

Constant follow-up should be ensured for the sustainability of micro-enterprises. During this phase various constraints such as personal, social, economic, marketing etc. faced by rural entrepreneurs should be addressed. Possible help in the form of knowledge, technical skills and inputs should be provided to enable them to solve their problems.

With a view to provide proper working space to the flooring traders entrepreneurs it is suggested that plots, sheds should be reserved for deserving them. In order to promote the flooring traders entrepreneurship, the government should come forward to give more subsidies to flooring traders entrepreneurs.

State Government should encourage private training institution involved in flooring traders’ entrepreneurs’ development by offering incentives.
A special market should be developed in rural and semi urban areas so that flooring trader entrepreneurs can sell them easily in the nearest markets. For this purpose more and more fares and exhibitions should be arranged.

Shouldering the dual responsibilities of an entrepreneur and a homemaker can be effectively undertaken by a flooring trader entrepreneur through better time management. The members of the family can also be involved in the business, which will help in sharing the burden of entrepreneurial work.

To overcome the resistance from members of the family at the time of setting up of their venture, prospective flooring trader entrepreneurs are advised to maintain their cool and persistently convince them, without confronting them, regarding the benefits of setting up of an enterprise.

In order to induce more flooring trader entrepreneurs to set up their own industries it is essential that the Government should extend concessions that are provided to the weaker sections. Government’s program of self employment for flooring traders in the form of credit, training, infrastructure, marketing and machinery has to be necessarily flexible, liberal and imaginative.
The nationalized banks, financial institutions and NGOs should participate in these ventures with a sense of dedication and a spirit of national up-lift work and not as money lenders.

Advertisement is considered as one of the important instruments for promotion of sale. So advertisement must be taken into account for the expansion of horizon of sales.

At district level, a separate organization can be formed so as to take into all aspects of flooring trader entrepreneurship development. This organization can help flooring trader entrepreneurs in fulfilling their requirements of financial assistance, marketing aid, obtaining subsidies, concessions, technical know-how, raw material assistance, conduct of market surveys to assess feasibility, counseling, follow up guidance etc.

A marketing consortium may be constituted by government for rural area. The constitution of the consortium should provide to include only small flooring traders entrepreneurs as its members and its services should be meant exclusively for the member units.

Flooring trader Industrial Training Centers should be developed at the district level to introduce new skills for new occupations. Training programs may be designed specifically for flooring traders in Information
and Communication Technology so as to have a deep insight into the technology.

It is suggested that the flooring trader entrepreneurs should keep themselves update with the latest development in their respective fields by regularly attending training programmes and reading relevant literature. It is suggested that the flooring trader entrepreneurs should acquire relevant training in technology and in details of their plant and machinery. They should be aware of the functioning of machines so that it is not dispensing to them.

Workshop and seminars should be organized frequently in rural area by financial and support agencies and for flooring traders entrepreneurs to make their relations more cordial.

It has been observed that there is a tendency to project a higher value of sales, production, and profits in project reports to impress the bankers. Such a project profile is not appropriate from a financial management point of view. So, flooring trader entrepreneurs need to undertake training in various aspects of financial management to understand its implications.

Banks and financial institutions must maintain a minimum target of loan to be disbursed to flooring trader entrepreneurs. Collateral security
should be dispensed with in the case of flooring trader entrepreneurs because many flooring traders hardly have any property or other assets in their name to keep as guarantee. Banks are not following the proper criteria in extending credit facilities to benefit the flooring traders. Banks should identify the areas where flooring trader’s employment and income is low and special agencies may be set up for extending credit facilities.

Another suggestion put forward that a flooring trader entrepreneur should prefer employing more number of workers in the enterprise. Increase the ability of flooring traders to participate in the entrepreneurial activities by arranging various entrepreneurial development programs.

Incorporate a flooring trader entrepreneurial dimension in the formation of all SME-related policies. This can be done by ensuring that the impact on flooring trader’s entrepreneurship is taken into account at the design stage.

Promote the development of flooring trader entrepreneurs’ network. They are major sources of knowledge about flooring trader entrepreneurship and valuable tools for its development and promotion.

Co-operation and partnerships between national and international networks can facilitate entrepreneurial endeavors by flooring traders in a global economy.
Periodically evaluate the impact of any SME-related policies on the success of flooring traders-owned businesses and the extent to which such businesses take advantage of them. The objective should be to identify ways to improve the effectiveness of those that should be retained.

Since, the markets are highly dynamic and for the growth and sustainability of micro enterprises, the entrepreneurs must be able to understand the behavior of markets and respond appropriately to the challenges of competition. Micro enterprise promotion among flooring trader requires comprehension of market dynamics also in addition to innovations and creativity.

Flooring traders should be educated to organize themselves and become involved in rural and co-operative movement which would enhance their access to facilities such as raw materials, credit and markets for income generating activities.

The Government should construct cottage industry or work shed in rural areas for starting economic activities for flooring traders. The Government should lend a helping hand in the form of providing raw materials and marketing facilities to the flooring trader entrepreneurs in order to avoid the problem of procurement and brokers and middle men.
Flooring traders should be provided with infrastructure facilities like supply of water, supply of electricity so that they need not waste time and energy for their domestic works and concentrate more on income generating schemes.

Some of the flooring trader entrepreneurs are borrowing money for entrepreneurial activity from money lenders at a higher rate of interest. This is because of the fact that they feel banks is not approachable to them and their formalities are very lengthy. Therefore, financial institutions should take steps to attracts the flooring traders entrepreneurs and make their schemes and services friendly.

Considering the need for flooring traders to join the mainstream in social development, today’s planners, administrators, trainers and employers should take care of the long range need for development of flooring traders and should plan and develop programmes which will ensure apart from an effective training, continued self-employment and thereby a better standard of living, especially in the rural area.

Government should take necessary step to ensure timely availability of power for smooth running of business. Flooring traders owned enterprises are mostly service or trade related activities. Manufacturing and processing activities may be profitable and
sustainable. They can start manufacturing activities for the expansion of their enterprise.

Many operational problems such as lack of infrastructural facilities, lack of proper training, improper identification of beneficiaries, lack of viable schemes, improper utilization of funds and political factors are faced by the flooring traders at different states. These problems should be solved immediately. Flooring traders themselves needs to control all these problems.

It is easy to come up with an idea to start a business, but not so easy to actually launch and build a profitable business. Eighty per cent of businesses fail in the first five years. Before you take the risk of starting a business, make sure that you are ready to start your own business and you have assessed your business readiness

Customer based suggestions:

1. Find out who your customers are and what they are seeking.
2. Profile your customers by age, income, occupation, etc.
3. Know the reasons why customers are at your enterprise? (Service, convenience, dependability, quality, promptness, or competence).
4. Understand the market forces affecting the consumer's attitude when it comes to price and what they expect to pay.
5. Emphasize areas of appeal such as: special sizes, lower prices, better service, wider selection, good location, or convenient hours.

6. Offer unique products at prices your customers can well afford.

7. Seek suggestions from your best customers on ways you can boost business. The opinion of the customers is much important for progress of the enterprise. Use a scheduled questionnaire to aid you in determining customer’s need. Call customers to let them know when new items have arrived.

**Management skill based suggestions:**

1. Use advertising techniques to create urgency and motivate customers to buy now.

2. Know what type of advertising methods work the best to attract customers (direct mail, newspaper, television, radio).

3. Use memorable advertising that sets your business apart from the competition.

4. Create new opportunities for customers to purchase more frequently from your store.

5. Implement proven business formulas of other successful retail firms.

6. Replace outdated methods with new techniques and better resources for retailing in today's high-tech, fast-moving, and competitive market place.
7. Determine whether to price certain items below, at, or above the market. Price of the product should be standard.

8. Use different ways to arrange and display merchandise that will make it easier for customers to buy.

9. Know your average sales transaction and what you can do to increase it.

10. Increase your sales transactions by offering better prices, more value, sales incentives,

11. Know which products are price-sensitive to your customers, that is, when a slight increase in price will lead to a drop-off in demand.

12. Know the maximum price customers are willing to pay for certain items.

13. Computerize your business to help streamline everyday tasks such as inventory control, point of sale, and overall business analysis.

14. Belong to trade associations and subscribe to newsletters and trade publications to keep you informed.

15. Involve employees in making suggestions for improving business and cutting costs.

16. Implement a program to reward your employees for their extra efforts and innovative ideas.

17. Empower employees to make important decisions, even if it means losing a small amount of money to make your customers happy.
The flooring trader/entrepreneurs are taking up challenging entrepreneurial activities. In rural areas, a large amount of potential remains untapped due to lack of supportive means and management. The constraint they face is basically related to finance, which must be removed by attending immediately by the authorities concerned. Proper entrepreneurial skill and marketing talent are to be given to the flooring traders/entrepreneurs through proper training programmes for carrying entrepreneurial activities. If they are given proper education and awareness about entrepreneurial activities, they will become an important source for the economic development of the region.