TABLE OF CONTENTS

ACKNOWLEDGEMENTS

LIST OF TABLES viii

LIST OF CHARTS xiv

LIST OF FIGURES xv

Chapter

I  INTRODUCTION AND DESIGN OF THE STUDY 1

Introduction

Statement of the Problem

Review of Previous Studies

Objectives of the Study

Sampling Design

Construction of Interview Schedule

Collection of Data

Tools of Analysis

Chapter Scheme

II  ORIGIN AND GROWTH OF CO-OPTEX 30

Introduction

The Establishment of Co-optex

Functions of Co-optex

Membership
Chapter

Sources of Finance

Management

Organisational Structure

Area of Marketing

Welfare Schemes

Co-optex International

Computerisation

Conclusion

III

PURCHASE OF INPUTS AND PROCUREMENT OF CLOTH

Introduction

Production Plan

Production Function

Varieties of Co-optex Fabrics

Purchase of Raw Material

Sale of Yarn

Dyes and Chemicals

Handloom Department Centres and Quality Dyeing Units

Procurement of Cloth

Quality Control

Conclusion
Chapter IV  MARKETING STRATEGIES

Introduction

Channels of Distribution

Procurement and Marketing

Finance for Operation

Strategies

Regional Sales

Globalisation and its Impact

Conclusion

Chapter V  EXPORT MARKETING

Introduction

Development of Handloom Export

Export Marketing Strategy of Co-optex

Export Sales by Co-optex

Country-wise Export by Co-optex

Handloom Goods Exported from India

Handloom Goods Exported from Tamil Nadu

Export Promotion Expenses

Market Characteristics

Problems Faced by Co-optex

International Readymade Garments

Conclusion