LIST OF TABLES

2.1 TURNOVER IN CHEMICAL INDUSTRY
3.1 SHARE OF WORLD DYESTUFF PRODUCTION
3.2 WORLD TEXTILE DYESTUFF MARKET SHARE
3.3 WORLD MARKET SHARE OF MAJOR DYECLASS
3.4 WHOLESALE PRICE INDEX NUMBERS
3.5 EXCISE DUTY RATES FOR SYNTHETIC ORGANIC DYESTUFF
4.1 TEXTILE INDUSTRY SPINNING AND WEAVING CAPACITY
4.2 WORLD PRODUCTION OF TEXTILE FIBRES
4.3 INDIAN TEXTILE INDUSTRY - A PROFILE
4.4 DOMESTIC GROWTH IN TEXTILE PRODUCTION
4.5 PER CAPITA CONSUMPTION AND FABRIC REQUIREMENT
4.6 PER CAPITA AVAILABILITY AND CONSUMPTION
4.7 PROFILE OF MILLS
6.1 PRODUCTION OF DYESTUFF IN INDIA
6.2 PRODUCTION TREND VALUES
6.3 IMPORT OF DYESTUFF IN INDIA
6.4 IMPORT TREND VALUES
6.5 EXPORTS OF DYESTUFF FROM INDIA
6.6 TREND VALUES IN EXPORT
6.7 PER CAPITA CONSUMPTION OF DYESTUFF
6.8 DOMESTIC DEMAND AND EXPORT PROJECTIONS UPTO 2000
6.9 PRICE COMPARISION LOCAL VS INTERNATIONAL H ACID AND BETA NAPTHOL
6.10 RAW MATERIAL PRICE LOCALLY AND INTERNATIONALLY
6.11 INTERMEDIATES PRICE LOCALLY AND INTERNATIONALLY
6.12 IMPACT OF MULTI-POINT TAXATION
7.1 VAT DYES MARKET SIZE AND MARKET SHARE 1995
7.2 REACTIVE DYES MARKET SIZE AND MARKET SHARE 1995
7.3 DISPERSE DYES MARKET SIZE AND MARKET SHARE 1995
7.4 ACID DYES MARKET SIZE AND MARKET SHARE 1995
7.5 DIRECT DYES MARKET SIZE AND MARKET SHARE 1995
7.6 NAPTHOLS AND BASES DYES MARKET SIZE AND MARKET SHARE 1995
7.7 SULPHUR DYES MARKET SIZE AND MARKET SHARE 1995
7.8 MEAN AND STANDARD DEVIATION OF ATTRIBUTES
7.9 ROTATED FACTOR MATRIX
7.10 CO RELATION MATRIX AND EIGEN VALUES
7.11 PROMOTION TOOLS USED BY DYESTUFF MANUFACTURERS
7.12 DOES PRODUCT AVAILABILITY AFFECT SALES
7.13 CRITERIA FOR PRODUCTION PLANNING
7.14 TRADE PUSH REQUIRED FOR SELLING DYES
7.15 CRITERIA USED FOR QUALITY
7.16 AFTER SALES SERVICE OFFERED BY MANUFACTURERS
7.17 TYPE OF DISCOUNT OFFERED
7.18 WITH WHOME MUTUAL UNDERSTANDING IS DONE
7.19 ARE PERSONAL CONTACTS REQUIRED
7.20 IS COMPETITIVE PRICING REQUIRED
7.21 DISTRIBUTION CHANNEL ADOPTED
7.22 KOLMOGOROV SMIRNOV TEST ON SSI SECTOR
7.23 HAS SALES INCREASED BY ENTERING INTO LONGTERM RELATIONSHIP WITH CUSTOMERS
7.24 IS THE INVENTORY HOLDING AND CONTROL COST REDUCED BY ENTERING INTO LONGTERM RELATIONSHIP
7.25 WERE GROSS MARGIN HIGHER BY ENTERING INTO LONGTERM RELATIONSHIP WITH CUSTOMERS
7.26 WERE RETURN ON INVESTMENT HIGHER BY ENTERING INTO LONGTERM RELATIONSHIP WITH CUSTOMERS
7.27 INTER COMPETITION SCENERIO
7.28 INTRA COMPETITION SCENERIO
7.29 MEAN AND STANDARD DEVIATION OF ATTRIBUTES
7.30 ROTATED FACTOR MATRIX
7.31 CO RELATION MATRIX AND EIGEN VALUES
7.32 EFFECTIVE PROMOTIONAL TOOLS
7.33 DOES PRODUCT AVAILABILITY AFFECT SALES
7.34 TRADE PUSH EXPECTED BY TRADE INTERMEDIARIES
7.35 CRITERIA FOR QUALITY
7.36 AFTER SALES SERVICE EXPECTED BY CONSUMERS
7.37 TYPE OF DISCOUNT OFFERED TO CUSTOMERS
7.38 WITH WHOME MUTUAL UNDERSTANDING IS DONE FOR SELLING DYESTUFF
7.39 ARE PERSONAL CONTACTS REQUIRED FOR SELLING DYES
7.40 IS COMPETITIVE PRICING REQUIRED FOR SELLING DYES
7.41 SELLING NETWORK USED
8.1 CRITERIA FOR SELECTING DYES SUPPLIER
8.2 TYPE OF DISCOUNT AVAILED BY CONSUMERS
8.3 WHO IS THE MAJOR DECISION MAKER IN PURCHASE OF DYES
8.4 TYPE OF AFTER SALES SERVICE EXPECTED BY CONSUMERS
8.5 DOES CUSTOMER PLAY ANY ROLE IN PURCHASE OF DYES
8.6 CUSTOMER SWITCHING BEHAVIOUR
8.7 DOMESTIC CONSUMPTION OF VARIOUS FIBRES
8.8 ENDUSERWISE PER CAPITA CONSUMPTION OF FABRICS
8.9 COLOURED PRODUCTION OF VARIOUS FABRICS
8.10 SPLIT OF COLOURED PRODUCTION IN PERCENTAGES
8.11 SPLIT OF COLOURED PRODUCTION IN TONNAGE
8.12 EXPECTED DYESTUFF CONSUMPTION AND ITS GROWTH UNTILL 2000