PREFACE

India has nearly 3 million SMEs, which produce a diverse range of products from very basic to highly sophisticated products. Despite their strength, SMEs are facing tough challenges in the present scenario of liberalization and globalization. Indian SMEs are finding it difficult to sell their products in the domestic and international markets because of increasing competition.

The theme of the study proposed here is to investigate feasibility of use of Business Intelligence tools and approach for Small and Medium Scale Industrial Units in Gujarat. Conditions for applying Business Intelligence tools are not totally favorable; however, this is high time to re-engineer business processes with such modern tools in order to compete with global giants. Indian economy is still significantly contributed to by these Small and Medium Enterprises (SMEs). Sound SMEs will ensure sound development of Indian Economy.

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kept me on the track taking deep interest in my research work. I thank him most sincerely.

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I dedicate this work to all these people, and everyone who has been a part of it.

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VIVEK BHATT