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OBJECTIVES

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2.3 THE SPECIFIC OBJECTIVES
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2.1 STATEMENT OF THE PROBLEM

The motivation for the present study started with the observation that all over the world there is a growing concern for stability, growth and success of business organizations. This gains importance in the present liberalised economical situation in India also. So far, Indian industries were running under a protected environment. Now, the Government is slowly opening up the economy forcing the Indian business community to face the global competition. In order to prevent business failures, in such situations, organizations are looking for better ways of management. It is felt apt in this situation to systematically analyze the functioning of some of the successful organizations to identify the factors that has lead to their success. The results of such analysis may help other organizations also to change their functioning to achieve success.

The present study concentrates on the organizational aspects of functioning of engineering organizations in Coimbatore. The objective is to find out the factors that have contributed to the success of some organizations in this region. This demands the assessment of various factors that exist in both highly successful and less successful organizations located in this region operating under similar environment.

2.2 THE BROAD OBJECTIVE

The main purpose of the this study is to explore the functioning of the engineering organizations in Coimbatore. In order to understand the functioning of the organizations, Mckinsey 7-S framework is used. This model is modified to incorporate various indicators of success.
The broad objective of the study is to identify the factors that are responsible for the success of some public limited Coimbatore engineering organizations during the year 1991-1996.

2.3 THE SPECIFIC OBJECTIVES

Based on the above stated broad objective the specific objectives framed are:

1. To classify the existing public limited organizations in Coimbatore into highly successful and less successful groups.

2. To identify the factors prevailing in both highly successful and less successful organizations.

3. To compare and identify those variables that were significantly different between the two groups of organizations.

4. To identify those variables which influence the success indicator.

5. To identify those set of factors which discriminate between highly successful and less successful groups.

6. To identify the inter factor combinations for the success of organizations, namely strategy - skill, Strategy - structure and Strategy - style.

The model framed to achieve the above stated objectives is discussed in the next chapter.