CHAPTER - I

INTRODUCTION AND DESIGN OF THE STUDY
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INTRODUCTION

Transportation is a necessary function of marketing because most of the markets are geographically separated from the areas of production. Majority of manufacturing plants are far away from their most important markets because of various factors.

All goods are not utilized at the place of their origin. They require some kind of transportation to create ‘Place’ utility.

Holtz Claw Vividly puts the importance of transportation in the following lines: ‘Minerals or other raw materials are to be transported from the place of extraction or production to the factory. Crops are to be carried from the farm to the local market or primary market and from there to the place of consumption. Finished products are to be transported from the warehouse to the wholesale warehouse, from warehouse to the retail dealer, and from the dealer to the ultimate consumer’.

Transport, thus, plays a prominent role in the distribution of goods. It bestows on the goods both the advantages of time and place utility and also enhances their economic value. It is the roof around which our economic life is woven. Transport, in fact, has shaped and influenced the entire structure of
distribution. Not only does transport extend the area within which goods can
find purchasers but it also affects competitive costs and the retail prices.
Without the 'Place utility' which transport creates, the distance factor in
consumption and the location factor in production would have been
insoluble. Hence, “transport is the life-blood of the distribution system”.

History and Development

From very early times man has contrived to overcome the restricting
geographical factor of distance. For this he kept on seeking the most
economic means of transporting himself and his products from one place to
another. He saved his energy by dragging loads on cart, he floated rafts and
hollowed out tree trunks on water. He took a step forward when he
domesticated animals and his burdens on their backs, which he himself had
previously carried. Then came to great discovery of the sail. These remained
the only means of transport for thousands of years until the great leap
forward precipitated by the discovery of the power of steam in the 18th
Century. After the industrial revolution productivity and trade economic
factors. Steps were taken to construct and improve canals and link the
existing natural waterway. Steam engines were soon perfected to power
locomotives and ships. Steam locomotives have now given way to electric
and diesel engines.
Lionel Robbings rightly puts it: "The transportation industries which undertake nothing more than the mere movement of persons and things from one place to another, have constituted one of the most important activities of man in every stage of civilization". The history of civilization itself is the history of transport. The road makers carry the torch of light. They lead and civilization follows the progress of man corresponds with the evolution of the means of transport.

**Functions of Transport:**

Transport performs a large number of functions are as follows:

1) It helps in the growth of industries whose products require quickly marketing.

Eg: Articles like fish and vegetable are carried to various consumers quickly even in distant markets.

2) It increase the demand for goods, newer customers in newer places can be easily contacted and products supplied. This widens the market.

3) It creates place utility geographical and climatic factors force certain industries to be located in particular places. These places are far away from the market and the places where production takes place may not
have and demand for their products. As such transport bridges the gap between production and consumption centres.

4) By virtue of improvements in the speed of transport, it offers time utility to products. Not only does it reduce the gulf between producers and consumers but also helps the products to be distributed in the minimum possible time.

5) It ensures ever flow of commodities into the hands of the consumers.

6) Transport help to stabilize prices of several commodities. This is achieved by moving commodities from surplus areas to deficit areas. This will equalize the supply and demand factors and make the price of commodities to even out.

7) It enables the consumers to enjoy the benefits of many goods not produced locally. This increased the standard of living an essential factor for further development of marketing and the economy.

8) Transport intensifies competition which, in turn reduces prices. Price are also reduced because of the facilities offered by transport for large-scale production.

Road Transport:

This is the ancient form of transport. Even today it remains the commonest form of transport. Various means of transport make use of this
way. Originally roads were used by men and animals to carry goods and people. Animal transport still suits for small loads, short distance travel and is extremely flexible in nature. The animals used for transportation are known as “beasts of burden”. In remote areas or villages this mode of transport is most common even today. Hand-carts and bullock-carts are popular in these areas.

Motor Cars and other kinds of modern vehicles are the result of industrial revolution. They needed some regular paths and thus came modern roads. The roads may be surfaced or unsurfaced, and metalled or unmetalled. Greater carrying capacity, greater speed and lesser cost of service of mechanized forms of transport helped them to ‘Overtake’ earlier modes of transport.

Merits:

1) Cheapness:

All forms of animal-driven, man-driven and motor-driven transport are cheaper as compared to the other forms on account of less maintenance expenses of the ‘way’. The laying and maintenance expenses of roads are the responsibility of the state. This relieves transport owners from incurring high cost of operation compared to Railways.
2) Safety:

Damage due to the handling of goods is lesser in this form of transport.

3) Flexibility:

This advantage could be claimed only by road transport. It may go near to the place of loading and deliver the goods at the place of use. Door-to-door service is one of the most attractive features of road transport.

4) The way is common:

The roadways are used by different kinds of vehicles and for varied purposes. This advantage also cannot be claimed by other forms of transport except waterways.

Demerits:

1) Irregular operation:

Most of the transporting systems operating on roads are not co-ordinated. Therefore, they ply according to their convenience. This reduces regularity and therefore affects regular and continuous flow of goods.

2) Limited Carrying Capacity:

Limited load carrying capacity is one of the drawbacks of road transport. There is a limit beyond which they cannot carry. At a place where
bulky goods are to be transported, this kind of transport is ineffective and becomes costlier. Not only is the weight carrying capacity of road transport limited, but its capacity of undertaking continuous journeys is also limited.

3) Slow speed:

Speed is an essential element in marketing. Especially, in the present-day competitive market the rule of 'first come first succeed' applies. If it not only the place utility that is counted, the time utility is equally important. Hence, the slow speed of the road transport becomes one of its drawbacks.

4) Rates:

The rate structure often is oscillating in character. Hence it creates problems to companies that consider permanency of physical distribution cost of prestige.

Road transport, in spite of its inherent limitations, is gaining much importance in the present day. One reason for its popularity is that it can reach any place without much difficulty. Moreover, with the improvements in mechanical vehicles and road engineering, the scope of road transport is being widened.
Trade Union Act, 1926

A trade union in common, means an association of workers in a particular craft or industry. In a strictly legal sense, it means an association formed primarily for the purpose of regulating the relations between workmen and employers or between workmen and workmen or between employers and employers.

Definitions:

1) Appropriate Government (Sec.2)

In relation to trade unions whole objects are not confined to one state, the "Appropriate Government" mans the Central Government. In relation to other trade unions. The "Appropriate Government" means State Government.

2) Executive [(Sec 2 (a)]

It means the body of association by whatever name called, to which the management of the affairs of a trade union is entrusted.

3) Trade dispute [Sec.2(9)]

It means (a) between employers and workmen, or
(b) between workmen and workmen, or
(c) between employers and employers
which are connected with (i) the employment or non-employment, or (ii) the
term of employment or (iii) the conditions of labour of any person.

4) Trade Union [Sec.2(h)]

It means any combination, whether temporary or permanent, formed

(1) Primary purpose

(a) between workmen and employers, or
(b) between workmen and workmen, or
(c) between employers and employers, or
(2) For imposing restrictive condition on the conduct of any trade or business.

Growth of Union:

The setting up of large scale industrial units involving widespread use of machinery, changes in working and living environment of workers, concentration of industries in large towns, and the exploitative tendencies of the employers brought the workers together to maintain and improve their bargaining power against the employers.

The establishment in 1919 of the International Labour Organisation had its influence on the growth of Union of India. While some unions chose
to operate independently and confine their activities to an industrial centre limit.

The formation in 1920 of the All India Federation namely, the All India Trade Union Congress, was the result of these urges. The passing of Trade Union Act 1926 gave formed recognition to the worker’s right to organize.

**Law relating to trade unions:**

The law relating to trade union and certain other matters is contained in the Trade Union Act, 1926.

The Act was passed to regulate:

a) Condition governing the registration of trade union

b) Obligation imposed upon a registered trade union

c) Rights and Liabilities of registered trade union

The act came into force on 1st June 1927 [Sec.1(3)]

**Scope and Coverage:**

The Act applies to registered trade union. It also specifies the mode of their registration.

The Act extends to the whole of India [Sec.1(2)]. The Act was extended to Jammu and Kashmir by the Central Labour Laws Act 1970.
Agreements not affected by the Act:

The Act does not affected:

1) Any agreement between partners as to their own business.

2) Any agreement between an employer and those employed by him as to such employment, or

3) Any agreement in consideration of the sale of the goodwill of a business.

Certain Acts not to apply to registered trade union (Sec.14). The followings do not apply to registered trade union.

1) The Societies Registration Act 1860

2) The Co-operative Societies Act 1912

3) The Companies Act 1956

Appointment of Registrars:

A State Government appoints a person to be the Registrar of Trade Unions for the State [(Sec.3(1)]. It may be also appoint as many additional and deputy registrars of trade unions as it thinks fit for the purpose of exercising and discharging the powers and function of the registrar.

Registration of Trade Unions:

1) Mode of registration (Sec.4)

Application for registration: Any 7 or more members of a trade union, by subscribing their names to the rules of the trade union and by otherwise
complying with the provision of the act with respect to registration, apply for its registration [Sec.4)1)].

Applicants ceasing to be members or dissociating not to affect application unless their number is more than half.

2) Application for registration to Registrar (Sec.5)

Application for registration of a trade union is to be made to the registrar of Trade Union.

It must be accompanied by a copy of its rules and a statement of the following particulars.

a. The name, occupations and addresses of the members making the application.

b. The name of the trade union and the address of its head office.

c. The titles, names, ages, addresses and occupation of the officer of the trade union.

3) Rules of trade union (Sec.6)

a) Name of the trade union

b) The whole of its objects

c) The whole of the purpose for which the general funds of the trade union shall be applicable under Sec.15.
d) The maintenance of a list of the members of the trade union and adequate facilities for the inspection thereof by the office bearers and members of the trade union.

e) The admission of the ordinary members.

f) The payment of a subscription by the members of the trade union which shall be not less than 25 paise per month per members.

g) The manner in which the rules shall be amended, varied.

h) Some time fine may be imposed on the member.

i) Office bearers of the trade union shall be appointed and removed.

j) Safe custody of the funds of the trade union and annual audit of the accounts thereof, and facilities for the inspection of the account books by the office-bearers and members of the trade union.

k) The manner in which the trade union may be dissolved.

4) Power of call for further particulars and to require alteration of name (Sec.7)

The registrar may call for further information for the purpose of satisfying himself.

The registrar shall require the persons applying for registration to alter name of the trade union stated in the application.
5) Registration (Sec. 8)

The registrar, on being satisfied that the trade union has complied with all the requirements of this Act, in regard to registration shall register the trade union.

6) Certificate of Registration (Sec. 9)

The certificate shall be conclusion evidence that the trade union has been duly registered under the Act.

Right and Privileges of a Registered Trade Union:

1. Body Corporate (Sec. 13)

Every registered trade union is a body corporate by the name under which it is registered and has perpetual succession and a common seal with power to acquire and hold both movable and immovable property and to contract and can by the said name sued and be sued.

2. Separate fund for political purposes (Sec. 16)

A registered trade union may constitute a separate fund, from contributions separately levied for to that fund, from which payments may be made for the promotion of the civic and political interests of its members.
3. Immunity from punishment for criminal conspiracy:

An office bearer or member of a registered trade union shall not be liable to punishment under Sec.120-B (2) of Indian Penal Code.

4. Immunity from Civil Suits (Sec.18)

A suit legal proceeding shall not be maintainable in any civil court against any trade union in respect of any out done in contemplation of a trade union dispute to which a member of the trade union is a party.

5. Enforceability of agreements (Sec.19)

An agreement between members of a registered trade union shall not be void merely by reason of the fact that any of the object of the agreement is in restraint of trade.

6. Right to inspect books of trade union (Sec.20)

The account books of a registered trade union and the list of members there of is open to inspection by an office bearer of the trade union.

7. Right of minors to be members (Sec.21)

Subject to any rules of the trade union to the contrary, any person who has attained the age of 15 years may be a member of a members of a registered trade union and enjoy all the rights of a member.
Duties and Liabilities of a Registered Trade Union

1) Change of registered office (Sec.12)

If any change in the address of the head office of a trade union takes place, notice of change must be given to the registrar in writing.

2) Objects on which general fund may be spend (Sec.15)

The general funds of a registered trade union shall be spent only on the following objects, namely

a) the payment of salaries, allowance and expenses to office bearers of the trade union.

b) the payment of expenses for the administration of the trade union.

c) the conduct of trade disputes on behalf of the trade union.

d) The compensation of members for loss arising out of trade disputes.

e) The allowances to members on account of death, old age, sickness, accidents of such members.

f) The issue of policies insuring members against sickness, accident.

g) The provision of education, social benefits for members.
3) Constitution of a fund for political purposes (Sec.16)

A registered trade union may constitute a separate fund from which payments may be made for the promotion of the civic and political interest of its members.

4) Proportion of officers to be connected with the industry (Sec.22)

Not less than one-half of the total number of the office bearers of every registered trade union must be persons actually engaged. The other half of the office bearers may be social or political workers.

5) Returns (Sec.28)

Every registered trade union shall send annually to the registrar a general statement, audited in the prescribed manner, of all receipts and expenditure during the year ending on the 31st day of December. It shall also send a statement of assets and liabilities on that date.

6) Disqualification of office bearers of trade union (Sec.21-A)

   a) he has not attained the age of 18 years.

   b) he has been convicted by a court in India of any offence involving moral turpitude and sentenced to imprisonment.
FUNCTIONS OF TRADE UNIONS

The objectives and, consequently, the functions performed by trade unions to achieve those objectives are not static phenomena but change over the period of time. For example, in pre-independent India, when All India Trade Union Congress (AITUC) was formed in 1920, one of its objectives was to fight against the British rule for independence. Now, this objective is over. In the present context, trade unions function to achieve the following objectives:

1. To defend or improve the level of wages and working conditions for their members.

2. To replace managerial unilateral actions by mutually-agreed upon actions.

In order to achieve both these objectives, trade unions perform functions relating to their members, the organization concerned, to themselves, and the society as a whole. In each category, their functions differ.
Functions Relating to Members

In relation to their members, trade unions perform the following functions:

1. To provide safeguard against all sorts of unfair management practices related to employees.

2. To ensure healthy, safe, and conducive working conditions.

3. To exert pressure for enhancement of rewards associated with work performance.

4. To ensure suitable standard of living by assisting management in providing various types of social services—health, housing, educational, recreational, cooperative service and widening the scope of social security.

5. To encourage workers’ participation in management in the organization concerned.

6. To raise the level of status of the workers in the organization as well as in the society.

7. To provide counselling to the members for refraining from social evils.

8. To provide financial and other help to the members in the case of emergencies.
Functions Relating to Organization

In relation to the organization, trade unions perform the following functions:

1. Lay down the production norms quantitatively and qualitatively in consultation with the management.
2. To help the organization in maintaining discipline and redressing grievances of employees.
3. To provide a chain of communication between management and employees.
4. To impress upon the management the need for adopting reformative, and not punitive, approach towards employees.
5. To help the organization to arrange various services and welfare activities for employees.
6. To put pressure on the management for adoption of fair practices for employees.

Functions Relating to Union Activities

In relation to performing various activities of the trade union, functions involved are as follows:

1. To formulate policies and plans consistent with the objectives.
2. To develop leadership among the members for their greater participation union activities.

3. To improve the communication network between the unions and their members.

4. To prevent inter-union rivalry and thereby to help in the creation of unified trade union movement.

5. To maintain records of various activities, funds and their utilization, and members.

Functions Relating to Society

In relation to society, trade unions perform the following functions:

1. To participate actively in the development of programmes for family planning, afforestation, national integration, etc.

2. To launch campaigns against various social evils.

3. To help employees of unorganized sector to organize.

4. To put pressure on the government policies which are inconsistent with social requirement.
Trade Association

Meaning:

A trade association means an association of tradesmen or businessmen for the protection or advancement of their common interests. Commonality of interests is a major pre-requisite for the constitution of a trade association. Ex: Business units experiencing common issues or problems such as procurement of raw materials, labour shortage, transport hurdles marketing hassles, etc. may come together on the form of a trade association to tackle their problems on a joint basis.

Characteristics:

A trade association is a purely voluntary and informal affiliation of business units facing common problems, business units join a trade association of their own free will and they are not obliged to continue their membership or even to company with all the decisions made by the association.

They abide by the decisions of the association because it serves their interest to do so. The association does not have a authority to influence the internal working of any member unit or to enforce the common decisions.
However, in times of adverse business conditions, an association does acquire some measure of authority over its members who see greater benefit in staying, together rather than individually ploughing a lonely furrow.

Functions of Trade Association:

a) Collection and dissemination of important items of relevant information to the members so as to improve individual efficiency.

b) Establishment of norms of competition between members and to prevent unfair competition or trade practices.

c) Settlement of disputes between members through mediation, arbitration, etc.

d) Safeguarding the common interests of members vis-a-vis governmental policies and procedures through representations, liaison, etc, and

e) Aiding and assisting the members in promotion of their business interests.

Importance of Association (or) Advantages of Association

1) Facilitate Administration:

Administration aims at earning the highest profit by utilizing the available resources properly. There is a planning, policy making, direction and co-ordination in the administration level to achieve the objectives.
2. Increases the efficiency of management:

Under good organization, there is a change of exhausting the worker’s ability in full and utilization of resources effectively. Duplication of work are avoided in good association.

3. Facilitate growth and diversification:

The structure of the company depends upon the structure of the association. The structure of the company can be changed whenever the growth and expansion activities are carried out. Changes in the association may result in the appointment of additional staff members, de-centralisation of authority and responsibility, raising of additional capital, identification of the consumer’s satisfaction and preference expansion of sales promotion activities and the like.

4. Ensures optimum utilization of material resources and human efforts:

Right man, right time and the right job can also be applied to them. Good association increased the efforts of the employees and the working facilities.

5. Adoption of new technology:

In the scientific world, there is a lot of innovation and personnel management. If the new technology is adopted by the enterprise, the
maximum benefits can be obtained in any field or activity. A flexible association structure is needed to adopt a new technology.

6. Encourages creativity and initiative:

A sound association structure will given an opportunity for the staff to show their hidden talents which involve the work and active the objects.

7. Facilitates Co-ordination:

The activities of different departments are grouped together to achieve the business (or) association objectives. Each department performs its own function in a closely related manner and not as competitors. The mans other association functions.

8. Facilitates training and development of managerial personnel:

A sound association provides training to new staff members before placement and give refresher training to the existing staff members to improve their efficiency.

9. Prevents the growth of secret, influence and corruption:

Sound association develops the morale, honesty, devotion to duty and loyalty of association. Normally these help remove corruption, secrete and influence.
Organization:

There are many trade associations in India organized at local, regional and national level, most such associations represent business units in a particular trade, while quite a few of them represent business units in diverse areas.

Important among the associations having membership of particular sections of trade:

a) Textile Mill Owner’s Association at local, regional, national level

b) Indian Lorry Association, Regional, National level

c) Indian Jute Mills Association etc.

Chambers of Commerce

Meaning:

A chamber of commerce is an association to safeguard and promote interests of the business community as a whole, at the local, regional, national and global level. A chamber of commerce is different from a trade association in the sense that while the latter is representative of particulars sections of trade and others.
Characteristics:

A chamber of commerce is a voluntary association of persons connected with trade, industry and commerce.

Its membership may comprise traders, industrialists, brokers, bankers, etc. It has no authority to enforce compliance with its decisions though, because of the many useful services rendered by it, its membership is usually stable. It cannot interfere with the internal working of its member units.

Functions:

1. Collection and dissemination of important relevant information to the members.
2. Acting as the spokes person of the business community as regards government policies having a bearing on business interest.
3. Representing the business community before the government as regards any proposed law concerning a particular area of business activity.
4. Ventilating the problems of business community as regards any existing law or policies.
5. Rendering advice to the government as regards any proposed law formulation having a bearing on business interest.
6. Collecting and compiling useful business data for use by the members.
7. Settlement of disputes concerning trade, commerce or industry by means of arbitration, and
8. Enlightening public opinion as regards useful activities of the business community by holding exhibitions; seminars, fairs etc.

Organization:

The first chamber of commerce in India was set up in Bengal in 1834. As of today, these are many chamber of commerce organized by trading commercial and financial interest in all important centres of trade and industry. There are as many as 18 all India Chambers.

At present, there are two Federation of Chambers of Commerces
1) Federation of India Chambers of Commerce and Industry (FICCI).
2) Association Chambers of Commerce of Calcutta (ASSOCHAM)

At the international level, there is the international chambers of commerce, with its headquarters in Paris, and its members drawn from more than 50 countries of the world.
Worker's and Employer's Associations

History of Trade Unionism:

Theories of the labour movement seek to answer the following four questions:

a) How to account for the emergence of labour organization.

b) How to explain the pattern of development of labour organization.

c) What are the ultimate goals of the labour movement and

d) Why do workers join labour organization

To Karl Mark:

The trade union was an "Organizing Centre" without organization, workers compete with each other for available employment.

To the Webbs:

The fundamental objective of a trade union is the deliberate regulation of the conditions of employment in such a way as to ward off the evil effects of industrial competition.

The labor organization utilizes the methods of mutual insurance, collective bargaining and legal enactment.
Hoxie Classified four main varieties of union:

1. Business Unions are trade conscious rather than class conscious. It accepts the existing economic system and demands any the right to bargain collectively to secure immediate objectives for its members.

2. Uplift unions are essentially idealistic in view point. They may be trade, class or society conscious.

3. Revolutionary unions are radical in view point and in action. It is class conscious rather than trade conscious and it demands a thorough reorganization of society.

4. Predatory unions are characterized by their ruthless pursuit of immediate ends. Its methods include collective bargaining, secret bribery and violence.

The term ‘movement’ implies a common end which influences man’s thoughts and actions. Labour movement is a community of outlook. It is a reaction of workers again the misery caused by modern industrialism.

The time was when worker employer relation was one of master and slave. Later it evolved as a relation of master and servant.

“A trade union is a continuous association of wage earners for the purpose of maintaining or improving the conditions of their working lives”.
Marketing of Consumer Products

The consumer market is the sum-total of all the goods and services purchased in a given period by all the inhabitants of a given country or a section thereof for the satisfaction of their consumption needs.

The consumer market actually consist of four components:

- People
- Purchasing Power
- Need for a specific product
- Willing to fill the need with a given product

Characteristics of Consumer Products:

Large Scale Production:

In contrast to the industrial products, Consumer goods are manufactured on a mass scale. The demand for consumer products is quantitatively very high and hence large-sale production is inevitable.

*Demand in Primary in nature:

Because of advertising and other promotion methods used profusely, even the derived demand for particular product is charged into a primary demand.
*Elasticity in demand:

This is, however, not applicable to all types of consumer products. It is here that the first classification is considered to be more relevant.

Ex: Rice, Cloth.

*Widespread Buyers:

As against regional concentration of industrial users, consumer market is widespread as the ‘buyers are scattered.

*Small purchases:

The unit cost of consumer goods is invariably low. Because of inelasticity and the ready availability of such goods, the unit of purchase is also low.

*Horizontal Markets:

The markets are sometimes classified as vertical markets and Horizontal Markets. Vertical markets are often found in industrial marketing where a direct sale is involved. Horizontal market product are used by may industries.

*Competition:

One of the most distinguish features of consumer goods is that they are subject to severe competition. This competition assumes different proportions.
Ex: There may be price competition, quality competition, competition from substitute products etc.

**Constant there at from changes in fashion:**

Another peculiar feature of consumer products is that they are under constant threat from fashion changes. This is evident from the product life-cycle of a consumer product as compared to an industrial product.

*Shifts in buying powers:

Shifts in population have had tremendous effect upon marketing. There are two shifts that are recognized. The first one is the change of population from villages to so-called industrial towns. Gradually these markets become saturated and the second shift occurs.

*Buying motive is emotional:

Contrary to the industrial buying motive consumer products are bought purely by emotional impulse.

Ex: Status, Prestige, etc.

**OBJECTIVES OF THE STUDY:**

The study is mainly based on the following objectives:

1) To examine about the origin and the growth of the Sankari Lorry Owner’s Association, Sankari-1.
2) To study about the overall performance of Sankari Lorry Owner’s Association, Sankari-1.

3) To study about the marketing of Petrol, Diesel and other accessories by Sankari Lorry Owner’s Association, Sankari-1.

4) To examine about the problem faced by Sankari Lorry Owner’s Association, Sankari-1.

5) To suggest the measures for the improvement in the overall performance of Sankari Lorry Owner’s Association, Sankari-1.

HYPOTHESES

The study is based on the following seven hypotheses.

1) There is no significant difference among the sales of different products of SLOA, Sankari. (Null)

2) There is no significant difference among the purchase of different products of SLOA, Sankari. (Null)

3) There is no significant difference between net profit and share capital of SLOA, Sankari. (Null)

4) There is no significant difference between net profit and sales of SLOA, Sankari. (Null)

5) There is no significant difference between gross profit and sales of SLOA, Sankari. (Null)
6) There is no significant difference between purchase and net profit of SLOA, Sankari. (Null)

7) There is no significant difference between gross profit and purchase of SLOA, Sankari. (Null)

AREA OF THE STUDY

The researcher undertakes her study "The performance evaluation of "Sankari Lorry Owners Association", Sankari-1 with special reference to Marketing of Petrol, Diesel and other Accessories".

A study of the performance evaluation of Sankari Lorry Owner’s Association, Sankari -1 relates to marketing of Petrol, Diesel and other Accessories is the main study of the researcher but the study does not related to any other organization or association.

COLLECTION OF DATA

The study i.e. Marketing of Diesel, Petrol and other accessories in SLOA involves only Secondary Data. The secondary data were collected from the records other published reports and annual reports of the SLOA. Primary data are not considered for this study.
TOOLS USED:

Only the secondary data are used for the analysis and interpretation of data. Analysis of Variance (ANOVA), Correlation and Regression analysis, Trend analysis are used for testing the hypotheses.

PERIOD OF STUDY

The study covers the period of latest 5 years only in i.e. from 2000-01 to 2004-2005. The last 5 years data are collected from the Sankari Lorry Owners Association, Sankari-1.

LIMITATIONS OF THE STUDY

1) This study is concerned with Sankari Lorry Owner’s Association, Sankari only.

2) The performance evaluation of Sankari Lorry Owner’s Association, Sankagiri relates to the Marketing of Petrol, Diesel and other Accessories.

3) The preset study does not relate to any other organization.

4) The study covers only latest 5 years 2001-01 to 2004-2005 data.

5) This study is conducted within a short period.

6) The information given by the office bearers of SLOA are taken as authentic.
ABBREVIATIONS USED

1. SLOA - Sankari Lorry Owner's Association
2. ICL - India Cement Limited

CHAPTER SCHEME:

Chapter I:

The first chapter consists of introduction, Objectives of the Study, Hypotheses, area of the Study, period of the Study, Collection of data, tools used, Limitations, abbreviations used and chapter scheme etc.

Chapter II:

The second chapter consists of the profile of the Sankari Lorry Owners Association (SLOA), Sankari - 1.

Chapter III:

The third chapter consists of an overview about the performance evaluation of Sankari Lorry Owners Association and Marketing of Petrol, Diesel and other accessories of SLOA, Sankari-1.

Chapter IV:

The fourth chapter deals with analysis of and interpretation of data.

Chapter V:

The fifth chapter deals with findings of the study, suggestions and conclusion.