

ABSTRACT

The current study explicates every aspects of working of tanneries in Tamilnadu. The study throws light on the strength and weakness of the strategies employed by the tanneries not only in commercial aspects but in all other aspects. The facts, figures and conclusions arrived and derived from this study can be used by the government and the tanneries to improve the productivity, marketing, personnel and environmental aspects which need dire attention from every factor which contributes to the effective functioning of the tanneries.