**VALUE CHAIN ANALYSIS**

**Inbound logistics**
The starting point of the value chain analysis comes with the quality control of the raw materials in Saurashtra paint market which are been received from the suppliers and management of the schedule in order to keep the cost at minimum level is the main concern.

**Process**
The process concluding in the value chain analysis includes the manufacturing of paints, followed by the packing process, which is further passed to the production and maintenance control to deliver a better quality in the Saurashtra market.

**Outbound Logistics**
This step reveals the finished goods produced which are then handled and delivered to the right place at the schedule time of the company in Saurashtra which is then send to those depots managers in order to maintain the stock so that the scarcity of the product is not created.

**Marketing in sales**
The next step in the value chain analysis comes the sales and marketing of the
finished goods which is then performed in the market by the hard work of the dealers followed by the sales promotion and feedback of the customers through various services.

**Services**
The company should be upgraded in terms of Technology in the Paints for Saurashtra region and different connectors should be arranged for the convenience of the customers to understand the product and its benefits so that long term business goal can be maintained.

**Factors affecting buying behaviours of customers**
For acknowledging the key success factors in the decorative segment the focus of the company should increase towards the effluent customer and the product that is being sold to the young generation.

**Brand criteria : -**
for the end use customers the brand is the biggest factor in the decision making of paints mainly in Saurashtra region in which there is a high involvement in the purchase of brands which determines the choice in new Constructions and repainting activities.

**Product choices: -**
In order to meet the demands of different customers located at different territories in Saurashtra it is necessary for the paint companies to have makes choices of products with complete portfolio having different categories and pricing according to the need of the customers so that every aspect of business area can be covered.

**Distribution channel : -**
particularly for the decorative Paints a strong distribution channel network is essential in order to meet the sales of decorative segment and to generate a repo with the dealers of Saurashtra region usually for the semi urban and rural markets.

**Domestic players growth criteria**
Due to the climatic conditions of the Saurashtra some of the manufacturing inputs and formulations are not possible so that the modification cost during the formations becomes quiet large. Due to these reasons large players go for imports of raw
materials or have tie UPS with Global agencies for the technological advancement. While talking about the industrial Paints most of the companies free for foreign formulations and Technological collaborations in order to make them available in the Saurashtra market. Government also encourages manufacturing firms to enter into the import business as the duties have been reduced to 15% from last 8 years.

**Product ranges**

For most of the companies competing in the Saurashtra market there are identical range of products categorised in the decorative segment of paints while that in the industrial segment due to the technological support on global collaborations the range of the products is more customized. The players of the decorative market needs to improve eyes at constant level year after years to provide perfection for both interiors and exteriors applications based on the type of paints whether water based and solvent based.

The advantages of most of the companies dealing in the paint industry for the expansion in the Saurashtra market needs to find a trigger that can shift the customers from distemper segment to the emulsion categories in order to advertise their products for both interior and exterior range of expansion. The Indian paint industry is somewhat behind in terms of technological expansions and so the reason for the popularity of the animals in India then in the overseas market which have a drastic shift from solvent based to water based Paints. Thus it will require some time for the market of Saurashtra to make a shift to the quality based products generally known as water based coatings. If the new entrant in the market have that from the foreign players so have these players from the existing localites mainly in the decorative range of paints where the strong distribution network of the established companies have set up stand alone market which acts as a barrier for the international companies to play in the range of products and thus needs proper distribution for the logistics.

Thus even the foreign companies having the upgradation in R and D department and technological benefits finds it’s safer to collaborate with the existing players for some period of time until they get to know the trend of the Saurashtra market and the need of the customers. However this won't be much problem talking about the industrial Paints, as the Industrialist needs quality supported products because they have strong financial background and are in need of performance paints due to the
constant change in the working environment and its temperature which affects the surface of their premises. In spite of all this criteria there is also a narrow market for the small companies covering the distemper range of segments which deals with the unique range of products having benefits of price but are sold in large volumes with proper distribution channel.

**Stereotype Paints**
As discussed in the previous portion the conventional Paints have been used from many decades due to the quality they provide at minimum time of manufacturing but are harmful for the environment. Due to this there is a concept adopted from last few years in the Saurashtra paint market of moving towards the eco friendly products. The stereotype Paints which are leading the market are processed with the use of more than 800 chemicals and other supportive materials like benzene and methyl in for the production leads to many health problems for the workers as well as users. The reason behind it is the use of lead pigments for the low level exposure in the Paints which causes skin problems and other irritations to Eyes and nose causing unconsciousness, dizziness and other issues like headaches due to the exposure in the body. This can lead to respiratory problems even for a short period of time which causes severe damage to the Kidneys and liver by direct contact to the skin or inhalation.

Due to this Global issue many expertise have come up with the elimination of the pigments of lead and to use non toxic raw materials which are eco friendly to the users. The eco friendly Paints generally made up from 250 chemical components and most of these Chemicals are derived from the extract of plants and animals minerals and so are non toxic in nature having low volatile organic compounds, which have not much of odor and also can be printed with any colours available in the market.

**Major concerns in the paint industry**
For the manufacturing process in the paint industry the effect on the environment is one of the serious concerns of the companies as a whole. The reason behind this is the use of heavy metals in the making process of paints like lead and chromium which creates serious health issues for the workers in the manufacturing unit not
only in a particular area but all over the world. So for this paint is also given most blame by the critics to be a main reason of air pollution in indoors.

**Unawareness**
For particularly Saurashtra paint market and for India the concerns for the pollution in Paints have been low due to the interference of the governments for strict regulations for the usage of such metals in the manufacturing process and their limit. As far as general public is concerned in the Saurashtra region there are 90% of the people who are still not aware the effects of the Paints on the environment.

**Approach of health**
The major interest of the companies and government is to take consideration of the priority of the health and safety measurements of the workers working in the paint industry and in the hazardous environment which are directly exposed in the atmosphere.

**Lack of knowledge**
Because of the use of vocs in the paint industry which releases harmful substances in the environment due to the use of metals and the lake of finding substitute to this issue has created serious health problems on the global level.