CHAPTER 15 - SUPPLY CHAINS MANAGEMENT OF BRUSH MARKET.

The four operations of the supply chain management including the process of planning, implementing, supplying and controlling involve the demand of the organisation for self satisfaction of establishing the brand at every stage of business in paint brush and also managing the storage of raw materials at different levels so that they cannot stuck in between the scarcity period to transportation services. The main goal of the company involved in the business of paint brush is to develop an efficient network of business dealers locating the needs of the customers in such a manner that they can easily communicate with the company regarding the barriers and time limit so that a smooth flow of supply and demand at retail outlets or the shop of the paint brush can be maintained.

Supply chain management also plays important role in the brush industry which gives the company the right to differentiate the strength in the market at different
territories and distribution of Saurashtra region. The main concentration of the company refers to the forward and improved focus of building the reputation of the brand among the customers of Saurashtra where most of the people are made understand the benefits of buying quality products in longer period. The management of flow of goods is the main criteria for any business including paint brush after understanding the needs of the customers and managing to provide best suitable brush for different mindsets of the customers.  
The supply chain management is involved in the paint brush business due to the first objective of understanding the working profile of the brush industries in the Saurashtra market for improving the demand and supply of various goods and managing different components which provides business at Higher profits for the variety of range of brush. In order to maintain the flow of goods different levels in a better manner companies need to improve the area of focus by promoting the marketing strategy, e procurement and outsourcing of the raw materials from the available outlets limiting the financial boundary of the company. The management should also take efficient measures to help the suppliers in the decorative manner so that they can come up with different ideas towards the advancement of product and in the field of vendor management. Increase the sales of the brush the company should involve the flexibility and sources of gathering the quality of information in a better perspective where everyone can connect with one goal for the benefit of the organisation so that it can reduce the complex structure of the production and everyone can learn the process for the development. The strong ability of forecasting off the paint brush business in the Saurashtra market is also helpful for negotiating the cost upto which the capacity of the company is determined and can also improve the efficiency of workers at different operations for different stages of production and supply. Most of the dealers does not maintain the stock of the brush like they do for the pains and so the company needs to establish strong communication with each and every retail outlets where their businesses are carried out in order to remind them for availability of different varieties of brush on different occasions so that the customers cannot leave empty handed from their Store. Most of the retail outlets believe in providing cheaper products to the customers so that they can be memorized in every stages of costing because the needs of the customers are changing according to the projects they are involved and the mindset of the painters for buying the quality brush of different brands at the same stop. This
is one of the barriers for the giant companies such as BK brush who wants to cover every market in the Saurashtra but is unable to provide the low quality of products as they believe that it demoralized the brand of their product.

The companies which are very experienced in the manufacturing business of brush have the positive impact of the supply chain and considered as the most important criteria for the growth of their company. Due to the wide choices of the Painters associate with the high demand of brush at different stages whether interior or exterior the companies have to involve in the daily business of the retail outlets so that they can get an approximate idea of the direction of the market. At the same time the dealers has also the goal of providing the right product at the right time to the Painters so that they can get a positive impression of the brand and can deal with them by earning their loyalty for regular income. In today's scenario the company involved in the manufacturing business of paint brush and those are doing well mainly due to the experience in the inventory management and logistics at the scarcity and at the time when the market has slack in the off seasons the supply and demand of the goods can be maintained at smooth level. The supply chain management also increases the company to find the strength and management capabilities for handling the event management and seasonal business by initiating the real time management for the particular area of work collecting pieces of information for the growth of the organisation. The company strategizes the end results of analyzing the potential of the market of paint brush in order to provide them after sales services so that the name of the company can be remembered on future projects.

It may not be possible to reach every customers at every stages of work because in paint brush the dealer have to manage variety of products on daily basis and thus the key areas of the Saurashtra market is focused in the best possible manner for monitoring the upcoming business providing the locality of the customers or Painters. With the rise in the population of the Saurashtra region the Rise of the demand of paint brush has also increased on notable accounts and so the decision regarding the stock management and introducing new upgradation in the brush market has become necessary for the company to survive in the harsh competition of today's scenario. In order to build rapport with the customers the brush manufacturers are in constant providing the skilled workers in the factory for managing the functional unit of Brush manufacturing and choosing the right person for the right job which allows
faster rate of production and increase the efficiency of the company which allows
them to interact with the customers of Saurashtra at organised level. Efficiency of the
supply chain also depends on the planning of the managerial levels by focusing on
both centralized and decentralized structure by responding to the problems of the
Painters in daily basis of work and involving the real time problems for better output
of sales from the market.
In order to develop the integrated level of facilities the execution of this planning
process should be done by involving every stage of working department to take
necessary decisions for the growth of the company. According to the company the
brush not only is useful for colouring the surface of the walls but is also involved for
texture purpose providing the attractive base on the surface of the houses.
The retailers make this understand to the Painters for increasing the brand image of
the company for a particular area in order to improve the feedback from the
customers and creating better output by collecting this feedback.
In order to maintain the loyalty of the customers the companies need to be in touch
with them on continuous level so that the repainting contracts can also be obtained
for decorative textures which the brush can create at different residence which leads
to the effective growth of the company. In this stage the training also plays an
important role in developing the value for the company because if the Painters are
educated on regular intervals regarding the quality off the paint brush they will get
more involved with the brand and thus will appreciate the product which will put a
positive impact on other customers by noticing their work and thus longer businesses
can be generated. For example the companies like Nerolac providing a complete
home solution to the residence or real estate projects needs to provide guideline to
the owners who are spending ford expecting higher quality off work and should be
given the range of Brush for their convenient quality to maintain the dignity of the
customers as well as improving the satisfaction which indirectly affects the business
of the brush players.