CHAPTER 19 - VALUE CHAIN ANALYSIS

19.1 - Inbound logistics
The first stage of the value chain analysis is measured by the quality of the paint brush which is initiated by the raw materials used in manufacturing the paint brush mainly for the Saurashtra market which are directed from the suppliers and decision measures taken by the company in order to reduce the cost and increasing the profit.

19.2 - Process
The next step in the value chain analysis is the process in which the main focus is on the manufacturing part off the paint brush which is then transferred to the packaging process and then to the delivering the product to the retailers in the Saurashtra market.

Outbound logistics
In this step the final output of goods produced are then delivered at the right time to the different retail outlets of the Saurashtra brush market which is then sent to the warehouses of the dealers where they can manage stock in order to avoid the scarcity of the particular brush.

19.3 - Marketing in sales
The major step for the brush companies is involving in the marketing of the finished
goods which is followed by the promotion of the products at different stages according to the budget of the company and the feedback from the customers regarding the improvement of the services or quality.

19.4 - After sales services
Most of the companies involved in the manufacturing of paint brush feels that after delivering the product to the retailers they are free from the responsibility but actually the work of the management starts from this point where they can upgrade their report of the brush and its performance in the Saurashtra market.

Current scenario of brush industry in Saurashtra region
According to report of retailers of Different cities in Saurashtra, the total market as dropdown upto 30% mainly in the decorative sector and up to 40% in the industrial
sector within 2 years and is expected to have a steady growth of 7% till the settlement of new structure and working process in it.

**Outsourcing**

Just like paint industry the manufacturers of the brush has also related to the idea of outsourcing of raw materials for providing the best possible outcome to the customers as to gain maximum profit margins in return.

**Import criteria**

The raw materials which cannot be formulated due to the change in the environmental conditions of India such as filaments of higher Bend recovery and smooth finish needs to be imported from the outer source of market in this increases their overall production cost in future.