

EMPEROR INTERNATIONAL JOURNAL OF
FINANCE AND MANAGEMENT RESEARCH
[EIJFMR]

ISSN: 2395-5929

Volume-IV

Issue - 07

March - 2018

UGC Approval Jr. No. 45308

Impact Factor: 1.14 | SJIF 2016:3.343 | SJIF 2017: 4.253 | ISI 2017-2018: 0673

Chief- In - Editor

Dr. C. SUBATHRA

Assistant Professor in Commerce

Pioneer Kumaraswamy College

Affiliated to Manonmaniam Sundaranar University

Nagercoil.-629003

Advisory Board

Dr.S.GURUSAMY

Professor and Head

Chairperson - School of Business and Management

Dean - Academic

University of Madras

Chennai - 600 005

Editor

Dr. R. MAYAKKANNAN

Assistant Professor in Commerce

Sri Sankara Arts & Science College (Autonomous)

Enathur, Tamil Nadu – 631 561



Published by

Mayas Publication®

Tamilnadu | Kerala | Karnataka

www.eijfmr.com

maya1984kannan@gmail.com / editoreijfmr@gmail.com / customersupport@eijfmr.com

Editorial Board Members

Dr. R. MAYAKKANNAN

M.Com., M.Phil., MBA., MFC., MA(Eco.), PGDFM ., PGDCA., Ph.D.

Mayas Publication®

www.eijfmr.com

Ph.No.: 9944387367

e-mail : maya1984kannan@gmail.com / customersupport@eijfmr.com

Dr. C. SUBATHRA

M.Com., M.Phil., PGDHRM., M.A(Soc.), M.Sc(Psy), UGC-NET., Ph.D.

Assistant Professor in Commerce

Pioneer Kumaraswamy College

Affiliated to Manonmaniam Sundaranar University

Nagercoil.-629003

Dr.S.GURUSAMY

Professor and Head

Department of Commerce

Chairperson - School of Business & Management

Dean - Academic University of Madras.

e-mail : professorsrg@yahoo.com

SCHOOL OF COMMERCE, MANAGEMENT, ECONOMICS

Dr.Balakrishnan

Department of International Business,
Administration,
Nizwa College of Applied Science,
Sultanate of Oman.
subramanyayp@lycos.com

Dr. R. Periyasamy

Head & Assistant Professor,
Department of Commerce,
Barathiyar University Constitutional College,
Coimbatore, Tamilnadu, India.
nsebpge2017@gmail.com

Dr.Pratapsinh Chauhan

Vice Chancellor,
Saurashtra University, Rajkot,
Gujarat. India.
drpratapsinhchauhan@yahoo.co.in

Dr.T.J.Arun

Associate Professor of Commerce,
Annamalai University,
Chidambaram,
Tamilnadu, India.

Dr.Kuppusamy Singaravelloo

Department of Administrative Studies and Politics,
Faculty of Economics and Administration,
University of Malaya, Malaysia.
kuppusamy_s@um.edu.my

Dr.A.Ravikumar

Associate Professor of Commerce,
Bishop Heber College (Autonomous),
Puttur, Trichy-17.
ravikumarbhc@gmail.com

Dr. Bharati Pathak

Professor, School of Commerce,
Gujarat University,
Ahmadabad, India.
bharativpathak@rediffmail.com

Dr.N.Bharathidhasan

Assistant Professor in Commerce,
Dr.Ambedkar Government Arts College
(Autonomous), Vyasarpadi,
Chennai, Tamilnadu.
nbd2001@gmail.com

Dr.P. Mohan Reddy

Professor of Commerce,
Management and Information Sciences,
Sri Venkateswara University,
Thirupati, Andhra Pradesh, India.
dr_mohanreddy@yahoo.com

Dr.Leela

Professor of Commerce,
T.S.Narayanaswami College,
Chennai,
Tamilnadu , India.
yen.leela@gmail.com

Dr.Meenu Meheshwari Assistant Professor, Department of Commerce and Management, University of Kota, Kota. drmeenumaheshwari@gmail.com	Dr .K.Krishnamurthy Assistant Professor of Commerce, Periyar Government Arts College, Cuddalore. drkkrishnamurthy@gmail.com
Dr. G. Raju Professor of Commerce, School of Management Studies, University of Kerala Thiruvananthapuram, Kerala, India. rajmukal@yahoo.co.uk	Dr. C. Saraswathy Assistant Professor of Commerce, VELS University, Chennai, Tamilnadu. India. saraschand1@gmail.com
Dr.Vijaya Professor of Commerce, Gulbarga University, Gulbarga, Karnataka state India. drbvijaya@yahoo.com	Dr. R. Mathavan Assistant Professor of Commerce, Kandaswami Kandar's College, P.Velur, Namakkal (DT) Tamilnadu. India. r.mathugk@gmail.com
Dr.F.Elayaraja HOD of Commerce TKU Arts College Karanthai,Thanjavur, Tamilnadu	Dr. S.Prabhu Head & Assistant Professor of Commerce Bharthi College of Arts and Science, Thanjavur, Tamilnadu
Dr. R. Hariharan Associate Professor of Commerce, National College, Trichy, Tamilnadu	Dr.A.Vijaykanth Assistant Professor of Economics, Dr.Ambedkar Government Arts College (Autonomous), Vyasarpadi, Chennai, India. vijayakanth_us@yahoo.com
Dr. L.Gomathy Assistant Professor of Commerce, Agurchand Manmull Jain College, Meenambakkam, Chennai. gomathypugal@gmail.com	Dr. V. Rengarajan Assistant Professor, Management Studies SASTRA University, Thanjavur, Tamilnadu, India. vrr1971@gmail.com
Dr.S.Raju Assistant Professor of Commerce, A.V.V.M Sri Pushpam College (Autonomous) , Poondi, Thanjavur.India. dr.rajuss@gmail.com	Dr.K.V.Ramanathan, Professor of Finance, Statistician and Research Adviser, Bangalore. kvr08@rediffmail.com
Dr.V.Dheenadhayalan Assistant Professor in Commerce, Annamalai University, Chidambaram, Tamilnadu, India. deena_mint@yahoo.com	Dr.P.Arunachalam Professor & Head , Department of applied Economics Cochin University, Kerala. arunachalam14@yahoo.co.uk
Dr.Bama Sampath Assistant Professor of Commerce Dr.Ambedkar Govt. Arts College Chennai, Tamilnadu, India. sbgs92@yahoo.in	Dr.S.R.Keshava Professor of Economics Bangalore University, Bangalore. sr_keshava@yahoo.com
Dr. R. Vasudevan Assistant Professor in Corporate Secretary Ship, D. G. Vaishnav College, Chennai. rvasu66@yahoo.com	Dr.S.Chinnammai Associate Professor of Economics, University of Madras, Chennai. pragathauom@gmail.com
Dr.A.L.Mallika Associate Professor and Head, Department of Management Studies, Mother Teresa Women's University, Kodaikanal. mvmallika21@gmail.com	Dr.A.Ranga Reddy Professor Emeritus, Sri Venkateshwara University Andhra Pradesh India.

Dr. P. Uma Meheshwari Assistant Professor of Economics Barathiyar University College, Coimbatore, Tamilnadu, India. umasreekrishnaram@gmail.com	Dr. V.Vijay Durga Prasad Professor & Head Department of Management Studies PSCMR College of Engineering and Technology Kothapet, Vijayawada , Andhra Pradesh, India. vijaydurgaprasad@gmail.com
Dr.Dhanalakshmi Acharya Bangalore Business School, Andhrhalli Main Road, Bangalore Karanataka, India. dhanalakshmi2311@gmail.com	Dr.A.Alagumalai Associate Professor Department of Political Science, P.T.M.T.M.College, Kamudhi,
Ch. Anjaneyulu Assistant Professor, Department of Business Management Telangana University Dichpally Nizamabad, Telangana India. anzu686@gmail.com	Dr.G.Parimalarani Chairman, Board of Studies in Commerce Department of Commerce, Telangana University Dichpally, Nizamabad, Telangana, India. ramcommerce@rediffmail.com
Dr .Ishwara P Professor in Commerce Department of Commerce, Mangalore University Karnataka. ishwara_p@rediffmail.com	Ms.Bhagyshreehiremath Assistant Professor of Economics Indian Institute of Information Technology Dharwad. bhagyashreehiremath176@gmail.com
Dr.G.Parimalarani Associate Professor Department of Bank Management Alagappa University Karaikudi, Tamilnadu. vini_parimal@yahoo.com	Prof.M.Yadagiri Head & Dean Faculty of Commerce Telangana University Dichpally Nizamabad, Telangana. prof.yadagirimadarapu@gmail.com
SCHOOL OF COMPUTER SCIENCE, ENGINEERING AND TECHNOLOGY	
Prof. Naveen Kumar Associate Professor Department of Computer Science, University of Delhi, India. nk.cs.du@gmail.com	Dr. Ardhendu Mandal Assistant Professor School of Computer Science and Application University of North Bengal (N.B.U). am.csa.nbu@gmail.com
Dr. Rakesh Kumar Mandal Secretary, CSI, Siliguri Chapter Assistant Professor School of Computer Science & Application North Bengal University P.O.,Darjeeling West Bengal. rakeshkumardocor@yahoo.in	Dr Jose Luis Lopez-Bonilla Superior School of Mechanical and Electrical Engineering, National Polytechnic Institute, Mexico city. joseluis.lopezbonilla@gmail.com , jlopezb@ipn.mx
Dr. D. Roy Chowdhury Assistant Professor School of Computer Science & Application University of North Bengal. diliproychowdhury@gmail.com	D. Hiremath Assistant Professor Department of Computer Science and Engineering Indian Institute of Information Technology Dharawd.
Dr. Ms. Bhagyashree, Assistant Professor Department of Computer Science and Engineering Indian Institute of Information Technology Dharawd.	Dr.M.Mohamed Associate Professor of Commerce, Khadir Mohideen College, Adirampattinam, Tamilnadu.
SCHOOL OF AGRICULTURAL & RURAL DEVELOPMENT AND EDUCATIONAL TECHNOLOGY, ENVIRONMENTAL SCIENCE	
Dr.V.M.Indumathi Dept. of Agricultural and Rural Management Tamil Nadu Agricultural University, Coimbatore, India. induarm@tnau.ac.in	Dr. K. Boomiraj Assistant Professor Department of Environmental Sciences, Tamil Nadu Agricultural University, Coimbatore. kb78@tnau.ac.in

Dr. M.Mirunalini Assistant Professor Department of Educational Technology Bharathidasan University,Khajamalai Campus, Thiruchirappalli. miru.bdu@gmail.com	R.Ganesan Professor and Head, Department of English, Kongu Engineering College, Perundurai. ganesankec@gmail.com
Dr.S.Angles Assistant Professor Department of Agricultural Economics, Tamil Nadu Agricultural University, Coimbatore, Tamil Nadu, India. angles.s@tnau.ac.in	Prof. V.Murugaiyan Assistant Professor Post Graduate & Research, Department of History H.H.Rajah's College, Pudukottai. Perundurai
SCHOOL OF MATHEMATICS, PHYSIC, EARTH SCIENCE, BOTANY, CHEMISTRY, MOLECULAR BIOLOGY, ZOOLOGY	
Dr. P.K. Omana Scientist Ministry of Earth System Science, Government of India, National Centre for Earth Science Studies, Trivandrum, Kerala. India. pkomana2010@gmail.com	Dr. Dhiraj Saha, Assistant Professor (Senior Scale), Insect Biochemistry and Molecular Biology Laboratory, Department of Zoology, University of North Bengal. dhirajento.nbu@gmail.com; dhirajsaha_nbu@rediffmail.com
Dr. S. Loghambal Assistant professor Department of Mathematics V V College of Engineering Tisaiyanvilai, Tamil Nadu, India	Dr.Biju V Assistant Professor of Mathematics College of Natural & Computational Sciences Debre Markos University, Federal Democratic Republic of Ethiopia. bijuwillwin@gmail.com
Dr.CenapOzel Faculty Member, Mathematics Department, King Abdulaziz University Turkey.	Dr.S.Priyan Department of Mathematics MepcoSchlenk Engineering College, Virudhunagar. India.
Dr. Pradip Sarawade Assistant Professor, School of Physics University of Mumbai, India. pradipsarawade@yahoo.co.in	Dr. M. Aruna Associate Professor & Head Department of Botany Telangana University Nizamabad. Telangana State India. drarunatu@gmail.com
Prof.B.Vidya vardhini Professor in Botany, Principal, University College of Science Head, Department of Botany, Telangana University Dichpally, Nizamabad, Andhra Pradesh, India. drvidyavardhini@rediffmail.com	Dr. Dhiraj Saha, Assistant Professor (Senior Scale), Insect Biochemistry and Molecular Biology Laboratory, Department of Zoology, University of North Bengal. dhirajento.nbu@gmail.com; dhirajsaha_nbu@rediffmail.com

EMPEROR INTERNATIONAL JOURNAL OF FINANCE AND MANAGEMENT RESEARCH

[EIJFMR] ISSN: 2395- 5929

CONTENTS

S. No	Title of the Paper	Author Name	Page No
1	A study on consumer Preference towards Laptops in Tiruchirapalli district	Dr. K. Malarkodi T. Vijayalakshmi T. Malathi	1-9
2	A study on challenges and impact of supply chain Management of FMCG in retail sectors in India	Dr. K. Malarkodi T. Vijayalakshmi K.B. Velliyangiri	10-16
3	A chronological assessment of fiscal Health of Tamilnadu state – a comparison of Pre - reform and Post reform Period	L. Noor Asma Dr. P. Prabhakaran	17-21
4	Regional disparities in Higher Education in Kerala	Shanu N Nazar	22-26
5	A study on risk and return analysis of selected stocks in Indian	Dr. R. Bharathi	27-36
6	Problems and prospects of JLGS of women farmers with special reference to Santhanpara Panchayat	Dr. Leena K Cherian Aryamol Rajan	37-47
7	Central Co- operative banks in Tamilnadu – Present status	R. Madhavi	48-50
8	A study on customer satisfaction towards the BSNL services in Kanyakumari district	Dr. S. Rajapriya	51-55
9	The study on the impact of health and safety facilities available to the workers in b-Tex spinning mills, Tirupur	S. Belbin Rubha	56-60
10	A study on investments in stock market with special reference to Kerala	Jesney Antony Dr. Mathew Jose. K	61-72
11	A study on factors affecting buying behavior in m-commerce in Kanyakumari district	Dr. S. Rajapriya	73-77
12	A study on Dynamic investors behavior of individual investors - an empirical study with special reference to Namakkal district	R. Seerangan Dr. N. K. Shanmugam	78-83
13	A study on customer relationship Management with special reference to reliance Supermarket in Thiruchirappalli district	S. Grace Beula Dr. M. Sharmila	84-91
14	Empowerment of women through entrepreneurship Programme in Ksarnataka	Divya. A. N Dr. T. P. Renukamurty	92-99
15	A study on consumer buying behaviour of cosmetic Products in rural and urban women in Salem and Cuddalore districts	S. Mahendran Dr. V. Selvarasu	100-102
16	A study on stress Management among School Teachers in Tamilnadu	R. Annadurai	103-106
17	A study on Problems and Prospectus of sugar industries in Karnataka- a case study of few industries	D. Dhananjaya Dr. T.P. Renukamurty	107-112
18	Marketing strategies and consumer buying behaviour of Organic food with the special reference in Chennai City	M. Ravindran Dr. S. Bama	113-118
19	A study on emotional intelligence and job satisfaction in College Teachers with special reference to Bengaluru	Dr. Vidhya Rajagopalan	119-128
20	Rise of Juvenile Crimes: A Survey	Dr. N. Krishna Kumar	129-150

A STUDY ON CHALLENGES AND IMPACT OF SUPPLY CHAIN MANAGEMENT OF FMCG IN RETAIL SECTORS IN INDIA

Dr. K. MALARKODI

Head of the Department-MOP,

Periyar Centenary Polytechnic College, Vallam, Thanjavur.

T.VIJAYALAKSHMI

Lecturer (Sr.G)

Periyar Centenary Polytechnic College, Vallam, Thanjavur.

K.B.VELLIYANGIRI

Lecturer (Sr.G)

Periyar Centenary Polytechnic College, Vallam, Thanjavur.

Abstract

Retailers have met so many challenges on time-to-market reductions are necessary due to shorter and shorter product life cycles, greater product variety causing more fluctuation in demand calls for high responsiveness in supply chains, and the ever-increasing need for shorter lead times continues. However, as a result of the power that comes with control over consumer contacts, retailers today have the opportunity to organize the work in their supply chains in suitable ways.

The aim of this paper examines the retailers organize their supply chain challenges and impact of day to day market compete to the customer's needs and how are supply chain management affected the retail sector. These studies conduct the survey in order to utilize the cost competition and their organized activities of cost value propositions. According to the research utilizing time-based competition was conducted. Eventually, the studies were found with line theories in this filed, i.e., that the nature of products' demand pattern is crucial for that which should be focused on, and that physical efficiency

is important to cost-based competition and market responsiveness in time-based competition.

Keywords: Supply chain, Retail sectors, Market Competition, etc.

I. INTRODUCTION

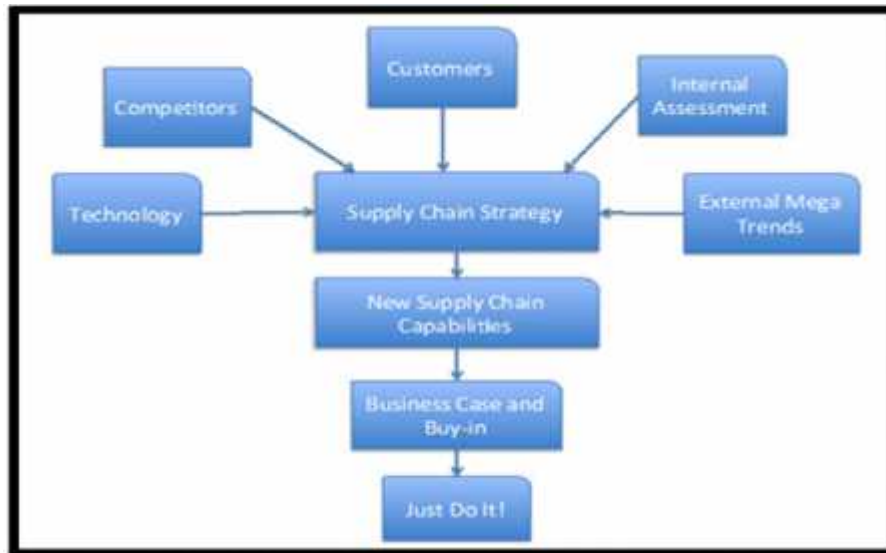
Most of the modern organizations have adopted the new environment and the main shift is featured as the shift from the vertical bureaucracies to horizontal corporations. There are seven major modern trends which feature such corporations and they are as organized around the process, not tasks; a flat hierarchy; team management; measuring performance by customer satisfaction, maximization of contacts with suppliers and customers; information, training, and retraining of employees at all levels and rewards based on team performance.

The contemporary business life cycle is process driven and chain oriented; hence integration has become a core-question for companies. The problems and challenges with the traditional vertical co-operation between organizations are costly and time-consuming, instead of co-operating; there is also no scope of cost reductions or profit improvements at the expenses of someone else in the supply chain.

Supply chain

“A supply chain is the set of entities that collectively manufacture a product and sells it to an endpoint.” The ultimate beginning point is where raw materials are being extracted and the end point would be where goods and services are being consumed, or perhaps even recycled. However, this view is extremely comprehensive and obviously

very difficult to put into a practical context. Therefore, the business view on supply chains is somewhat arbitrary, leaving managers to decide their own boundaries of the supply chain. The alignment of firms is in the literature alternating called a supply chain, a demand chain, a value chain, or a marketing channel. Figure: 1.1

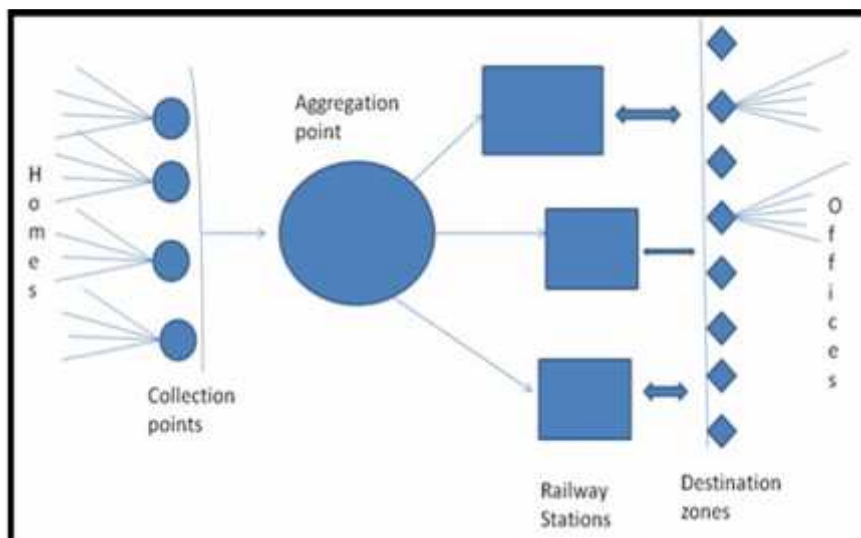


Work in a supply chain

The work in a supply chain includes the performance of label marketing flows. Nine generic flows between channel members are identified. Some of the flows move forward through the

channel (physical, ownership, promotion), some move backward (ordering and payment), whereas other flows move in both directions (negotiation, financing, risking, information).

Figure: 2



Influence of supply chain management

There are various ways to look at the supply chain. One can say that it starts with the raw material vendor and ends with the customer; thus, it includes purchasing, marketing and even consumer buying the product. Therefore all the processes involved in the entire spectrum from demand generation to demand satisfaction can be called as supply chain management. Today, in some advanced companies supply chain extend right from the vendor procuring his raw material to the point of sale where the last sale of the product takes place. This implies that there are transparency and information flow in the entire chain resulting inappropriate action at each point.

This action by each entity contributes to the smooth functioning of the supply chain. In some companies supply chain could only be internal that is the manufacturing facilities to company-owned depots. One can always choose a part of the supply chain that is most relevant and focus resources to achieve increased productivity. The objective of every supply chain should be to maximize the overall value generated. The value a supply chain generates is the difference between what the final product is worth to the customer and the costs the supply chain incurs in filling the customer's request. For most commercial supply chains, the value will be strongly correlated with supply chain profitability (also known as supply chain surplus), the difference between the revenue generated from the customer and the overall cost across the supply chain.

For example, a customer purchasing a mobile Best Buy pays Rs.1800, which represents the revenue the supply chain receives. Best Buy and other stages of the supply chain incur costs to convey information, produce components, store them, transport them, transfer funds, and so on. The difference between the Rs.1800 that the customer

paid and the sum of all costs incurred by the supply chain to produce and distribute the router represents the supply chain profitability or surplus. Supply chain profitability or surplus is the total profit to be shared across all supply chain stages and intermediaries. The higher the supply chain profitability, the more successful is the supply chain. Supply chain success should be measured in terms of supply chain profitability and not in terms of the profits at an individual stage.

Research methodology

Since the core objective of the study is to identify and study the process for Supply Chain Management with performance indicators of the supply chain in FMCG industry thus the primary focus was to gather the factors from literature which is important for the task at hand & to ensure that they are correlated factors in practice also. Primary data were collected using questionnaire cum interview methodology and was analyzed using different techniques. In addition to that research is focused on the impact of Supply Chain Management on Productivity and efficiency. In this study 220 samples were adopted by using of convenience sampling method.

Focus groups

-) Diaries / written accounts
-) Participant observation / non-participant observation
-) Media sources
-) Through schedule
-) Warranty cards
-) Distributors or Store audits
-) Pantry audits
-) Consumers panels
-) Use of mechanical device
-) Projective technique

Hypothesis

-) There is no significant gap between the consumers and the product available in the market.
-) There is no significant change in the integrated variables through-out the supply chain product distribution.

) There is no significant mark of change in consumer satisfaction with desired product available according to their demand, taste, preferences, and income.

Data Analysis and Interpretation

Gender					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	133	60.5	60.5	60.5
	Female	87	39.5	39.5	100.0
	Total	220	100.0	100.0	

Product Available in Market					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Highly Satisfied	42	19.1	19.1	19.1
	Satisfied	70	31.8	31.8	50.9
	Neutral	40	18.1	18.1	69.0
	Dissatisfied	34	15.5	15.5	84.5
	Highly Dissatisfied	34	15.5	15.5	100.0
	Total	220	100.0	100.0	

Income					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Up to 20,000	62	28.2	28.2	28.2
	20,001 - 30,000	70	31.8	31.8	60.0
	30,001 - 40,000	34	15.5	15.5	75.5
	More than 40,000	54	24.5	24.5	100.0
	Total	220	100.0	100.0	

Demand					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Highly Satisfied	74	33.6	33.6	33.6
	Satisfied	62	28.2	28.2	61.8
	Neutral	41	18.6	18.6	80.4
	Dissatisfied	23	10.5	10.5	90.9
	Highly Dissatisfied	20	9.1	9.1	100.0
	Total	220	100.0	100.0	

Desirable Product					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	56	25.5	25.5	25.5
	Agree	73	33.2	33.2	58.7
	Neutral	57	25.8	25.8	84.5
	Disagree	18	8.2	8.2	92.7
	Strongly Disagree	16	7.3	7.3	100.0
	Total	220	100.0	100.0	

The above table reveals that out of 220 respondents only 133(60.5%) of respondents are a male group and remaining 87(39.5%) of respondents are a female group of amongst respondents. Regarding the Product Available in market 70(31.8%) of respondents are satisfied their available product and 42(19.1%) of the respondents their answers regarding available products is highly satisfied in their desired product. Regarding the survey 70(31.8%) of their income under 20,001 –

30,000. Least number of respondents is earning their monthly income between 30,001 and 40,000. As per the table of taste, the respondents only 32(14.5%) of respondents are their taste is neutral. The above table shows related to respondents demand their product in the market only 74(33.6%) of respondents are having highly satisfied their demanded product. Rest of the table connect to respondents their desirable product avail in market.

Taste					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	44	20.0	20.0	20.0
	Agree	70	31.8	31.8	51.8
	Neutral	32	14.5	14.6	66.4
	Dis Agree	41	18.6	18.6	85.0
	Strongly Disagree	33	15.0	15.0	100.0
	Total	220	100.0	100.0	

Chi-Square Test

According Classification of Gender and Taste

		Taste				Total	
		Agree	Strongly Agree	Neutral	DisAgree	Strongly Disagree	
Gender	Male	43	28	24	24	14	133
	Female	27	16	8	17	19	87
Total		70	44	32	41	33	220

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	7.596 ^a	4	.108
Likelihood Ratio	7.648	4	.105
Linear-by-Linear Association	2.115	1	.146
N of Valid Cases	220		

The above table indicates that table value is more than calculating the value. So Null hypothesis is accepted, an alternative hypothesis is

rejected. There is no relationship between gender and of their age.

Anova Association between demands versus desirable product

			Sum of Squares	df	Mean Square	F	Sig.
Between Groups	(Combined)		1.976	4	.494	.312	.870
	Linear Term	Unweighted	.925	1	.925	.584	.445
		Weighted	.463	1	.463	.293	.589
		Deviation	1.512	3	.504	.319	.812
Within Groups			340.183	215	1.582		
Total			342.159	219			

The above the table shows that table less than calculating value. So Null hypothesis rejected, the Alternative hypothesis is accepted. There is a significant relationship between Demand and Desirable goods.

Suggestions and conclusion

II. SUGGESTIONS

This study report outlines some measures for raising productivity, efficiency and making FMCG competitive as follows: Level of abatement for soaps and is revised to 45 percent in consideration of various inputs. Excise duty facilities on should be on par with about 50 percent without CEN VAT credit alcohol based toiletries is very high and with non-alcoholic toiletries. Higher and different sales tax rates in different states. VAT applicable for these products should fall within the proposed 4 per a distribution system of its own or rely on product awareness and demand creation try already established popular product lines.

The Companies should introduce product variants that distinctive regional tastes as well as a wide range of package sizes and prices to suit to purchasing preferences of India's varied consumer segments. The survey confirms that the FMCG sector is poised for further growth because of the merging opportunities and strong fundamentals developing in the economy. This report highlights the need for pro-active government action for helping the industry to achieve lower cost,

improved quality and better performance in the competitive environment.

The survey foresees that future growth will come from newer segments such as the youth and through increased rural and small-town penetration. The Internet and e-commerce will change the dynamics of this industry helping companies improve their procurement, distribution and selling efficiencies. This will, in turn, help them reduce prices and still remain profitable.

III. CONCLUSION

This study has had a quite broad and explorative approach, investigating very different value propositions and business strategies. It would be interesting to conduct a more detailed study, focusing on one case company. Such a study could include detailed product life cycles and product flow analyses, which could be used to find ways of reducing non-value adding time. An activity-based costing study would illustrate where costs occur and also how much the costs of performing activities is reflected in end customers prices. The development within the IT area has enabled companies to increase their control over product flows and inventories, arguably allowing reductions in safety stocks. Most likely, these developments have had impacts on companies' cash flows. Such a study would perhaps benefit from having a relationship focus, examining the value of trust, information sharing, and possible occurrences of

open book accounting in supply chain relationships.

IV. REFERENCES

- 1) Abernathy, F.H., Dunlop, J.T. and Hammond, J. (2000), "Retailing and supply chains in the information age", *Technology in Society*, Vol. 22, pp. 5-31.
- 2) Andersen, P.H., and Rask, M. (2003), "Supply chain management: new organizational practices for changing procurement realities", *Journal of Purchasing & Supply Management*, Vol. 9 No. 2, pp. 83-96.
- 3) Balakrishnan, A. (2004), "Collaboration and coordination in supply chain management and E-commerce", *Production and Operations Management*, Vol. 13 No. 1, pp. 1-2.
- 4) Bates, J. and Slack, N. (1998), "What happens when the supply chain manages you? A knowledge-based response", *European Journal of Purchasing & Supply Management*, Vol. 4, pp. 63-72.
- 5) Carr, A.S. (1999), "Strategically managed buyer-supplier relationships and performance outcomes", *Journal of Operations Management*, Vol. 17, pp. 497-519.
- 6) Chandrashekar, A. and Schary, P. (1999), "Towards the virtual supply chain: the convergence of IT and organization", *International Journal of Logistics Management*, Vol. 10 No. 2 pp. 27-39.
- 7) Chen, I.J., and Paulraj, A. (2004), "Towards a Theory of Supply Chain Management: The Constructs and Measurements", *Journal of Operations Management*, Vol. 22 No. 2, pp.119- 51.
- 8) Chris Larson A Just-In-Time Supply Chain. UPS -2005.
- 9) Christopher, M. (1998), *Logistics & Supply Chain Management*, Pearson Education Limited, Harlow.
- 10) Cigolini, R., Cozzi, M. and Perona, M. (2004), "A new framework for supply chain Management: a conceptual model and empirical test", *International Journal of Operations & Production Management*, Vol. 24 No. 1, pp. 7-42.
- 11) Cox, A. (1999), "Power, value and supply chain management", *Supply Chain Management: An International Journal*, Vol. 4 No. 4, pp. 167-75.
- 12) Croom, S. and Romano, P. (2000), "Supply chain management: an analytical framework for critical literature review", *European Journal of Purchasing & Supply Management*, Vol. 6, pp 67-83.
- 13) David, J.S., Hwang, Y., Pei, B.K.W. and Reneau, J.H. (2002), "The performance effects of congruence between product competitive strategies and purchasing management design", *Management Science*, Vol. 48 No. 7, pp. 866-86.
- 14) Davis, T. (1993), "Effective supply chain management", *Sloan Management Review*, Vol. 34 No. 4, pp. 35-46.
- 15) Dekker, H.C. and A.R. Van Goor (2000), *Supply Chain Management and Management Accounting: A case study of Activity Based Costing*. *International Journal of Logistics: Research & Applications*, volume 3, nr.1, pp.41-52
- 16) Dvorak, R. and van Paasschen, F. (1996). *Retail logistics: one size doesn't fit all*. *McKinsey Quarterly*. Issue 2. pp.120-129.
- 17) Eert, A. van, J. van Riet and A.R. van Goor (2000), *Supply chain directions in the food industry*, *Journal for Purchasing & Logistics (Dutch)*, Vol.16, nr.12, December pp.8-13.