

P 3012

**A STUDY ON THE PRODUCTION LEVEL
AND
SALES PERFORMANCE OF SREE KANNAN EXPORTS**

By

SARAVANAN.L

Roll No: 702MBA0704

Reg.No: 68107202128

A PROJECT REPORT

Submitted to the

FACULTY OF MANAGEMENT SCIENCES

In partial fulfillment for the award of the degree

Of

MASTER OF BUSINESS ADMINISTRATION



CENTER OF DISTANCE EDUCATION

ANNA UNIVERSITY CHENNAI

CHENNAI 600 025

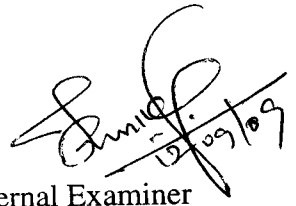
JULY, 2009

Certificate of Viva-voce-Examination

This is to certify that Mr.SARAVANAN.L (Roll no.702MBA0704; Register No. 681072021208) has been subjected to Viva-voce-Examination on...12./9./09..... at.....at the study centreKCT.....COIMBATORE.....

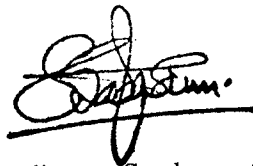

Internal Examiner

Dr. MOHANDAS GANDHI
KCT, COIMBATORE


12/09/09

External Examiner

Dr. K. RAMAMOORTHY
COIMBATORE INSTITUTE OF
MGMT AND TECHNOLOGY



Coordinator Study centre

CO-ORDINATOR,
KCT STUDY CENTRE
CDE ANNA UNIVERSITY, CHENNAI
KUMARAGURU COLLEGE OF TECHNOLOGY,
COIMBATORE 641 006

Name: Dr. S. SADHASIVAM

Designation: CO-ORDINATOR

Address: KCT, COIMBATORE.

BONAFIDE CERTIFICATE

Certified that the project report titled A STUDY ON THE PRODUCTION LEVEL AND SALES PERFORMANCE OF SREE KANNAN EXPORTS work of Mr.Mohandash Gandhi who carried out the work under my supervision. Certified further that the best of my knowledge the work reported herein does not form part of any other project report or dissertation on the basis of which a degree or award was conferred on an earlier occasion on this or any other candidate.



L. SARAVANAN

Signature of student

Name: L. SARAVANAN

Roll No.: 70219BA0704

Reg. No.: 68107202128

M. MOHANDAS GANDHI

Signature of guide

Name: Dr. MOHANDAS GANDHI

Designation: PROFESSOR

Address: KCT, COIMBATORE

Signature of Project-in-charge

DIRECTOR

KCT BUSINESS SCHOOL
KUMARAGURU COLLEGE OF TECHNOLOGY
COIMBATORE - 641 006

Designation: PROFESSOR

Address: KCT, COIMBATORE.

A STUDY ON THE PRODUCTION LEVEL
AND
SALES PERFORMANCE OF SREE KANNAN EXPORTS

ABSTRACT:

The cotton textile industry is one of the oldest and major consumer goods industry in India and has been assumed national importance by virtue of its size, investment, output and employment.

Textiles have major role in our daily lives. From the earliest times, people have used various types of textiles for covering, warmth, personal adornment and even to display personal wealth. All the man powered industries are important consumers of textiles in various forms and other consumers are dress makers, interior decorators and garment retail stores, etc.

Aim of this study is to find out the production level of the Sree Kannan Exports and to study the sales performance for the last five years by applying mathematical tools and techniques towards the data collected from the company. Some of the findings and suggestions will be made and contributed to the company to increase their sales and production performance.

ACKNOWLEDGEMENT

I take this opportunity to acknowledge with great pleasure, deep satisfaction, and gratitude. I convey my profound thanks to **The DIRECTOR**, Centre of Distance Education, Anna University, and Chennai **Dr.S.SADHASIVAM**, Coordinator, Kumaraguru College of Technology, and Coimbatore for having consented to undertake this project.

I sincerely thank **Mr.A.SENTHIL KUMAR** and Councilor of MBA programme, Kumaraguru College of Technology, Coimbatore for his motivation and encouragement to complete this project successfully.

I sincerely thank Prof. **Dr.S.V.DEVANATHANM** and Project in-charge, and other members of Project Monitoring Committee of MBA programme, Kumaraguru College of Technology, Coimbatore for his motivation and encouragement to complete this project successfully.

. My wholehearted and profound thanks are to **Dr.MOHANDASH GANDHI** and professor of Department of Mechanical Engineering, Kumaraguru College of Technology for his valuable support, worthy, guidance, encouragement, kind co-operation, and timely help to complete this research in time.

I sincerely thank **Mr.WALLI**, General Manager and **Mr.AHUJA**, Production Manager, Sree Kannan Exports, avinashi for providing me an opportunity to undertake this project in the esteemed organization. My sincere thanks to **Mr.PANNEERSELVAM**, Production planning Executives, Sree Kannan Exports, Avinashi for his valuable guidance and co-operation to complete this project successfully.

I extend my sincere thanks to all my department faculties who helped me to complete this project successfully.

L.SARAVANAN

CONTENTS

CHAPTER NO.	TITLE	PAGE NO.
1	INTRODUCTION	1
	1.1 INTRODUCTION TO THE STUDY	1
	1.2 OBJECTIVES OF THE STUDY	4
	1.3 METHODOLOGY	4
	1.4 ANALYTICAL TOOLS	4
	1.5 REFERENCE PERIOD OF THE STUDY	5
	1.6 CHAPTER SCHEME	5
2	LITERATURE REVIEW	6
	2.1.0 CASE STUDY OF GARMENT INDUSTRY	6
	2.1.1 HISTORY	6
	2.1.2 INDUSTRY AROUND TIRUPUR	7
	2.1.3 COMPOSITION OF INDUSTRIAL GROWTH	8
	2.1.4 INFRASTRUCTURE	9
	2.1.5 GROWTH FACTORS	11
	2.1.6 OVERALL ASSESSMENT	11