

A STUDY ON PROBLEM FACED BY DIFFERENT AREAS OF EXPORT IN JAYASHREE FOOD PRODUCTS IN SALEM

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ABSTRACT: To investigate problems faced by food product exporters of India and propose solutions with the help of a questionnaire Design/Methodology/Approach: The data obtained for this study were prepared from primary and secondary data. Primary data was collected through questionnaires with exporters of food products in Kabul province. Part of the interview part was conducted face-to-face, and some of the answers were collected from interviewees through the mail. The secondary data was obtained from reliable national and international organizations' websites

1. INTRODUCTION:

1.1 Meaning of Export Management:

Management is a term commonly used in every activity. It means planning, organizing, directing, controlling, and coordinating the specific activity so as to achieve its objective. Such activity may be related to purchase, production, and marketing and as well export. Export management means conducting the export activity in an orderly, efficient and profitable manner. Since the heart of each of each business is marketing, export management can be termed as export marketing management. Because if need to be managed efficiently so that the export should increase and export should get more profit and importer should get more satisfaction. Therefore export management activity is growth oriented and dynamic in nature. Export marketing management and domestic marketing management are to aspects of the same coin total marketing management. However, export marketing management is more difficult and complicated as compared to domestic marketing

due to several factor such as three faced competition, varied regulations of different countries, language, If requires systematic approach for comprehensive overseas, marketing, requirements of foreign buyers, potential marketing opportunity and using them tactfully for large – scale exporting

1.2 Definition of The Export Management:

The term export of management is rather difficult to define precisely as it dynamic is scope. Secondly, standard definition of the term export management is not available as it is an applied subject. here the principles of management are applied to the management of export trade /marketing activities. However, it is possible to not some simple definition of export management such definition is as noted below:

2. OBJECTIVES OF THE STUDY

- To analyze the problems involved documentation process during export.
- To study the issues involved in communication.
- To know about quality issues during the export
- To study the problems involved logistics.
- To identify measures in order to resolves the issues.

3. SCOPE OF THE STUDY

To Identify the major challenges faced by the logistics. To develop a framework for assessing communication issues while exporting. To suggest possible solutions for issues relating documentation process. To analyze the export performance and competitiveness in the international market

.Evaluate the effectiveness of the proposed solutions. To provide recommendations for future improvements.

4 RESEARCH METHODOLOGY

Research methodology is a way of explaining how a researcher intends to carry out their research. It's a logical, systematic plan to resolve a research problem. A methodology details a researcher's approach to the research to ensure reliable, valid results that address their aims and objectives. It encompasses what data they're going to collect and where from, as well as show it's being collected and analyzed.

4.1 Importance of Research Methodology

A research methodology gives research legitimacy and provides scientifically sound findings. It also provides a detailed plan that helps to keep researchers on track, making the process smooth, effective and manageable. A researcher's methodology allows the reader to understand the approach and methods used to reach conclusions.

Having a sound research methodology in place provides the following benefits:

- Other researchers who want to replicate their search have enough information to.
- Researchers who receive criticism can refer to the methodology and explain their approach.
- It can help provide researchers with a specific plan of follow throughout their research.
- The methodology design process helps researchers select the correct methods for the objectives.
- It allows researchers to document what they intend to achieve with the research from the outset.

4.2 Types of research methodology

When designing a research methodology, a researcher has several decisions to make. One of them important is which data methodology to use, qualitative, quantitative or a

combination of the two. No matter the type of research, the data gathered will be as numbers or descriptions, and researchers can choose to focus on collecting words, numbers or both. Here are the different methodologies and their applications:

4.2.1 Qualitative

Qualitative research involves collecting and analyzing written or spoken words and textual data. It may also focus on body language or visual elements and help to create a detailed description of a researcher's observations. Researchers usually gather qualitative data through interviews, observation and focus groups using a few carefully chosen participants. This research methodology is subjective and more time-consuming than using quantitative data. Researchers often use a qualitative methodology when the aims and objectives of the research are exploratory. For example, when they perform research to understand human perceptions regarding an event, person or product.

4.2.3 Quantitative

Researchers usually use a quantitative methodology when the objective of the research is to confirm something. It focuses on collecting, testing and measuring numerical data, usually from a large sample of participants. They then analyze the data using statistical analysis and comparisons. Popular methods used to gather quantitative data are:

- Surveys
- Questionnaires
- Test
- Database
- Organizational Records

This research methodology is objective and is often quicker as researchers use software programs when analyzing the data. An example of how researchers could use a quantitative methodology is to measure the relationship between two variables or test a set of hypotheses.

5 DATAANALYSIS AND

INTERPRETATION

TABLE5.1:TablerepresentsAGEwiseclassificationofrespondents

S.NO	Particulars	No.Of Respondents	Percentage
1.	Below20	2	3.8%
2.	20-30	29	55.8%
3.	30-40	19	36.6%
4.	Above40-50	2	3.8%
TOTAL		52	100%

Source: Primary data

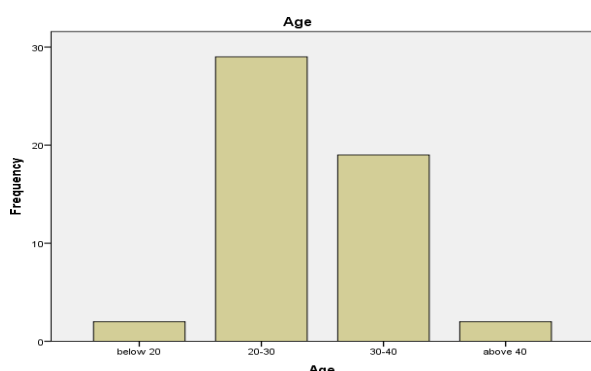


Chart5.2:ChartrepresentingAGEwiseclassificationofrespondents

Interpretation:

From the above table, it is found that 3.8% of respondents are between age group below20, 55.8% respondents are between age group 20-30, 36% of respondents are between the agegroup30-40, 3.8%respondents are between age group above40.

Inference:

It is observed that (20-30) years of respondents are more when compared to the respondents with another category.

6. FINDINGS

- Majority of the respondents are males (65.4%)
- Most of the respondents are in the age group between 20-30 (55.8%)

- Majority of the respondents are married (65.7%)
- Most of the respondents are in the graduates (42.3%)
- Majority of the respondents are worked in 1-5years(42.3%)
- Most of the respondents are in getting salary (53.8%)
- Majority of the respondents are satisfied of their job (48.1%)
- Most of the respondents are said yes (61.5%)
- Majority of the respondents are satisfied of the quality(30.8%)
- Most of the respondents are said yes (53.8%)
- Majority of the respondents are good in the company engagement (36.5%)
- Most of the respondents are highly satisfied of the company development(76.9%)
- Majority of the respondents are affecting the language barrier in export organization said yes (63.5%)
- Most of the respondents are chosen yes in communication affecting export orders (59.6%)
- Most of the respondents are technical barriers in primary challenge of the organization (42.3%)
- **Majority of the respondents are problems faced in export (55. %)**
- Majority of the respondents are important of the cultural differences (53.8%)

7. SUGGESTIONS

- It is suggested to give training on communication to the employees in a regular basis so that the communication barriers can be sorted out.

- Alternatives for source of raw materials and transportation route need to be made in order to rectify issues regarding logistics.
- Excess purchase of raw materials can be avoided so that the quality of materials will not be deteriorated and cost of holding the materials can also be neglected
- Documentation procedures must be done in an appropriate manner based on the regulations. To do this employee who are expertise and has a diversified knowledge about export documentation can be hired.

8. CONCLUSION

The study on problems faced by different areas of export highlights several challenges that exporters face in various regions. These challenges range from logistical issues to trade regulations, market access, and cultural barriers. To overcome these challenges, it is essential for exporters to understand the unique characteristics of each market and to develop tailored strategies that take into account the specific challenges they face. Additionally, policymakers and industry stakeholders can work together to create more favorable trade conditions and address the systemic issues that hinder the growth of exports.

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