THE MARKETING PROBLEMS OF SMALL SCALE ENTREPRENEURS

Dr Brinda Kalyani P R*

ABSTRACT: *The Number of units Registered under SSI / MSME were 1272 in Madurai District and they had generated employment for 6166 persons in the Year 2006-07 and it further increased to 1384 SSI / MSME units which generated employment for 10,237 persons in the Year 2007-08.*

Marketing occupies an important place in the management of a small- scale enterprise. It is a key factor in determining the success of an industrial concern. Therefore the author has made an attempt to know the marketing problems faced by the Small Scale Entrepreneurs. The problems in marketing have been identified and ranked based on the intensity using Garrett's Ranking Table.

Key Words:
Small Scale Entrepreneur, MSME

INTRODUCTION:

In a country like India where diversified classes of people dwell and many remain unemployed and underemployed, the small scale sector has emerged as a major source of employment, by creating more and more employment opportunities per unit of Capital employed. The SSI Sector provided employment opportunities to 71 lakh persons in the year 1980-81. It increased to 240.9 lakh persons in the year 2000-2001. It further increased to 287.6 lakh persons and 299.91 lakh persons in the years 2004-2005 and 2005-06 respectively. During the year 2006-2007 the SSI sector provided employment to 312.5 lakh persons.

The Number of units Registered under SSI /MSME were 1272 in Madurai District and they had generated employment for 6166 persons in the Year 2006-07 and it further increased to 1384 SSI/MSME units, which generated employment for 10,237 persons in the Year 2007-08. The sector which produces a wide range of more than 7500 products has grown phenomenally over the past five decades.

Review of Literature

C.Sounthara Pandian, in his study titled, " Growth of Entrepreneurship in Small Scale Industry: An Empirical Study in Madurai region" has highlighted the extent of the growth of entrepreneurship in Small Scale Industry and the factors influencing the growth of entrepreneurship in selected small scale units in Madurai region.

Savitha Sethi in her research entitled, "Marketing problems faced by Small-Scale Industrial units in and around Madurai" has examined a sample of 100 small-scale units. The study revealed that effort should be made to analyze the problems regarding production, marketing and finance in small- scale industries owned by the small-scale entrepreneurs in and around Madurai".

* Lecturer, Ibri College of Technology, Ibri PB 466 PC 516 Al Aqder Sultanate of Oman. Mail id: sradhaarjun@gmail.com Mobile: 00968 - 97644997

S.M.Uvaneswaran, in his study entitled, "A study on the Problems and Prospects of Leather Entrepreneurs in Erode District", has examined a sample of 42 leather entrepreneurs. The study identified the problems faced by leather entrepreneurs in production and processing, marketing, finance and personnel. The study revealed that entrepreneurs should be equipped with entrepreneurial talents and quality awareness through training programmes. Besides this, entrepreneurs should get assistance from training institutes like footwear design and development institute, National Institute of fashion technology, etc. They have to train unskilled labors, designers, and management personnel every year with the aim of raising their quality and abilities to make efficient decisions.

SCOPE OF THE STUDY

The study covers the small entrepreneurs who run small-scale industries in the Industrial estates of Madurai Region. The Marketing Problems of an entrepreneur is analysed and conclusions drawn.

OBJECTIVES OF THE STUDY

The objective of the study is

1. To analyse the profile of the sample entrepreneurs in SIDCO industrial estates of Madurai Region.
2. To analyse the marketing problems of an entrepreneur.

PERIOD OF STUDY

The fieldwork has been conducted from May 2009 to October 2009 in order to collect primary data relating to the problems of small scale entrepreneurs in SIDCO Industrial Estate of Madurai Region.

METHODOLOGY

In this study, descriptive research design was adopted. The author has collected both primary and secondary data. Primary data was collected directly from the small scale entrepreneurs with the help of a structured questionnaire. Personal interviewing method was adopted to collect the primary data. The secondary data were collected from the membership directories of Kappalur, Pudur, Andipatti, Urnaganpatti, and Theni Industrialists' Association, the Manual of Tamil Nadu Small Industries Development Corporation Limited, the Website of Tamil Nadu Small Industries Development Corporation limited, etc.

SAMPLING DESIGN

The universe of the Study is based on the lists of Units developed by the National Informatics Centre, TNSU, Chennai and the Membership Directories of the Kappalur, Pudur, Andipatti, Urnaganpatti, and Theni Industrial Association.144 small scale entrepreneurs have been taken as a sample by the application of stratified random sampling technique.

Stratified Random Sampling was adopted dividing the whole SIDCO Industrial Estates of Madurai Region into 5 Industrial Estates (Strata) and then randomly units were chosen as shown below.

The study covers the small entrepreneurs who run small-scale industries in the Industrial estates of Madurai Region.

Table Showing Sampling Units Selection

Region	*Industrial Estate*	*Population(Units)*	*Sample(Units)*
	i. Kappalur	169	56
Madurai	ii. Andipatti	5	2
	iii. Theni	37	12
	iv. Pudur	74	25
	v. Uranganpatti	147	49
	Total	432	144

Marketing occupies an important place in the management of a small- scale enterprise. It is a key factor in determining the success of an industrial concern.

The respondents were the entrepreneurs who run small-scale industrial units in SIDCO Industrial Estate, in Madurai Region. The author used Stratified Random sampling technique to collect information from the small-scale entrepreneurs in Madurai Region. Each SIDCO Industrial Estate was considered as one stratum. The sample units were 144 and the sample size was 33.33%, which is one third of the population. This was done proportionately from the population.

DATA COLLECTION AND PROCESSING

Percentage analysis and Garret's Ranking Table were used as tools for data analysis. Garret's ranking table is considered to be one of the best tools of analysis to measure the intensity of a problem or to rank any related issues.

Marketing Problems

Marketing occupies an important place in the management of a small- scale enterprise. It is a key factor in determining the success of an industrial concern. Therefore the author has made an attempt to know the marketing problems faced by the Small Scale Entrepreneurs. The problems of marketing have been studied under the following variables. They are:

1. Product mix
2. Area of marketing
3. Method of pricing
4. Advertising
5. Modes of advertising
6. Brand name
7. Method of marketing
8. Problems faced in marketing the products.

The data relating to the above variables have been collected form the Respondents and presented in the Tables given in this Article.

Product Mix

In the present study, the Author has made an attempt to know the product mix of sample units.

Out of 144 Respondents, 14 Respondents have not marketed their products as they are doing job work. Therefore they have not faced any marketing problem. However, the rest of the 130

Respondents have faced marketing problems. Among marketing problems, product mix is one of the variables relating to marketing problems.

The data relating to this variable i.e. product mix have been collected from 130 respondents and presented in Table 1

Table 1

Product Mix

S.No	Industrial Estate	Kappalur		Andipatti		Theni		Pudur		Uranganpatti		Madurai Region	
	Sources	No. of Respondents	% of Respondents	No. of Respondents	% of Respondents	No. of Respondents	% of Respondents	No. of Respondents	% of Respondents	No. of Respondents	% of Respondents	No. of Respondents	% of Respondents
1	Single Product	40	78.4	0.0	0.0	6.0	54.5	18	90.0	28	58.3	92	70.8
2	Multiple Product	11	21.6	0.0	0.0	5.0	45.5	2	10.0	20	41.7	38	29.2
	Total	51	100	0	0	11	100	20	100	48	100	130	100

(Source: Primary Data Collected through Questionnaire)

Table 1 indicates that

The sample size in this study is only 130 because 14 respondents have been doing only job work. For them this analysis has not been relevant.

- In Kappalur most of the respondents i.e. 78.4% have dealt with only one product.
- In Andipatti all the respondents have gone for job work. Therefore none of the respondents were analysed.
- In Theni most of the respondents i.e. 54.5% have dealt with only one product.
- In Pudur most of the respondents i.e. 90% have dealt with only one product.
- In Uranganpatti most of the respondents i.e. 58.3% have dealt with only one product.
- Therefore in Madurai Region most of the respondents i.e. 70.8% have dealt with only one product. 29.2% % have dealt with more than one product. From this analysis, it is concluded that there are no product mix problems that exist within the sample units.

Area of Marketing

An entrepreneur markets his products to various parts of our country and to other countries also. In the present study, the author has made an attempt to know the area of marketing covered by Small Scale Entrepreneurs.

The data relating to this variable i.e. Area of marketing, have been collected and presented in Table 2

In the present study, the author has made an attempt to know the area of marketing covered by Small Scale Entrepreneurs.

Table 2
Area of Marketing

S. No	Industrial Estate	Kappalur		Andipatti		Theni		Pudur		Uranganpatti		Madurai Region	
	Sources	No. of Respondents	% of Respondents	No. of Respondents	% of Respondents	No. of Respondents	% of Respondents	No. of Respondents	% of Respondents	No. of Respondents	% of Respondents	No. of Respondents	% of Respondents
1	Within Madurai	6	10.7	0	0	2	16.7	5	20	16	32.7	29	20.1
2	Within Tamil Nadu	16	28.6	0	0	1	8.3	16	64	21	42.9	54	37.5
3	With in India	15	26.8	2	100	7	58.3	2	8	4	8.2	30	20.8
4	International Market	6	10.7	0	0	1	8.3	0	0	2	4.1	9	6.3
5	Government	2	3.6	0	0	0	0.0	0	0	2	4.1	4	2.8
6	With in India and International market	9	16.1	0	0	1	8.3	2	8	1	2.0	13	9.0
7	With in Tamil Nadu and International market	1	1.8	0	0	0	0.0	0	0	2	4.1	3	2.1
8	With in India and Government	1	1.8	0	0	0	0.0	0	0	1	2.0	2	1.4
	Total	56	100.0	2	100	12	100.0	25	100	49	100.0	144	100

(Source: Primary Data Collected through Questionnaire)

Pricing is one of the key elements of marketing mix. Therefore , the author has made an attempt to know the pricing method adopted by the Small Scale Entrepreneurs for pricing their products.

- In Kappalur some of the respondents i.e. 28.6% have marketed their products within Tamil Nadu.
- In Andipatti all the respondents have marketed their products within India.
- In Theni most of the respondents i.e. 58.3% have marketed their products within India.
- In Pudur most of the respondents i.e. 64% have marketed their products within Tamil Nadu.
- In Uranganpatti many of the respondents i.e. 42.9% have marketed their products within Tamil Nadu.
- Therefore in Madurai Region many of the respondents i.e. 37.5% have marketed their products within Tamil Nadu, such as Nagercoil, Salem, Karur, Trichy, and other places. 20.8% have marketed within India. 20.1% have their markets only in Madurai. Therefore it is concluded that many of the respondents have marketed their products with in Tamil Nadu.

Method of Pricing

Pricing is one of the key elements of marketing mix. Therefore , the author has made an attempt to know the pricing method adopted by the Small Scale Entrepreneurs for pricing their products.

The data relating to this variable i.e. Method of pricing have been collected from the respondents and presented in Table 3

Table 3

Method of Pricing

S No	Industrial Estate / Sources	Kappalur		Andipatti		Theni		Pudur		Uranganpatti		Madurai Region	
		No of Respondents	% of Respondents	No of Respondents	% of Respondents	No of Respondents	% of Respondents	No of Respondents	% of Respondents	No of Respondents	% of Respondents	No of Respondents	% of Respondents
1	Cost oriented	29	51.8	0	0	7	58.3	4	16	18	36.7	58	40.3
2	Demand oriented	12	21.4	1	50	1	8.3	4	16	17	34.7	35	24.3
3	Competition oriented	8	14.3	1	50	1	8.3	0	0	4	8.2	14	9.7
4	Government fixed	0	0.0	0	0	1	8.3	2	8	6	12.2	9	6.3
5	Contract basis	2	3.6	0	0	2	16.7	10	40	2	4.1	16	11.1
6	Cost oriented and Competition oriented	4	7.1	0	0	0	0.0	0	0	0	0.0	4	2.8
7	Cost oriented, demand oriented, & competition oriented	1	1.8	0	0	0	0.0	5	20	2	4.1	8	5.6
	Total	56	100	2	100	12	100	25	100	49	100	144	100

(Source: Primary Data Collected through Questionnaire)

Table 3 shows

- In Kappalur most of the respondents i.e. 51.8% have adopted cost oriented method of pricing.
- In Andipatti half of the respondents i.e. 50% have adopted demand oriented method of pricing and another half i.e.50% has adopted Competition oriented pricing.
- In Theni most of the respondents i.e. 58.3% have adopted cost oriented method of pricing.
- In Pudur many of the respondents i.e. 40% have adopted pricing on contract basis.
- In Uranganpatti many of the respondents i.e. 36.7% have adopted cost oriented method of pricing.
- So in Madurai region many of the respondents i.e. 40.3% have adopted cost oriented method of pricing. 24.3% of respondents have adopted demand oriented pricing method. 11.1% are pricing on contract basis. 9.7% are competition oriented pricing. So it is concluded that most of the respondents have adopted cost oriented method for pricing their products.

It is concluded that most of the respondents have adopted cost oriented method for pricing their products.

Advertising

Advertising is needed in order to create an awareness of the products in the minds of the public and to increase sales of the products. So the author has made an attempt to know how many respondents have advertised their products.

The data relating to this variable i.e. advertising, have been collected from the respondents and presented in Table 4

Table 4
Advertising

S.No	Industrial Estate	Kappalur		Andipatti		Theni		Pudur		Uranganpatti		Madurai Region	
	Sources	No. of Respondents	% of Respondents	No. of Respondents	% of Respondents	No. of Respondents	% of Respondents	No. of Respondents	% of Respondents	No. of Respondents	% of Respondents	No. of Respondents	% of Respondents
1	Yes	8	14.3	0	0	2	16.7	5	20	10	20.4	25	17.4
2	No	48	85.7	2	100	10	83.3	20	80	39	79.6	119	82.6
	Total	56	100	2	100	12	100	25	100	49	100	144	100

(Source: Primary Data Collected through Questionnaire)

Advertising does not play an important part in the marketing of SSI products in the present study.

Table 4 shows that

- In Kappalur most of the respondents 85.7% have not advertised their product.
- In Andipatti all the respondents have not advertised their product.
- In Theni most of the respondents 83.3% have not advertised their product.
- In Pudur most of the respondents 80% have not advertised their product.
- In Uranganpatti most of the respondents 79.6% have not advertised their product.
- So in Madurai Region most of the respondents 82.6% have not advertised their product. Only 17.4% have advertised their products. This shows that there is a lack of advertising in SSI. Due to the lack of advertising, most of the SSI units are not able to compete with large-scale industries. Therefore advertising does not play an important part in the marketing of SSI products in the present study.

Partly this is due to job order type of business and because advertisements in TV and newspaper are costly. The effect of advertisement also cannot be quantified. Further the modes of advertising are studied.

Modes of Advertising

Advertising can be done through TV, Newspapers, magazines, pamphlets, and others. Therefore the author has made an attempt to know the modes of advertising adopted by the Small Scale Entrepreneurs in advertising their products.

The data relating to this variable i.e. modes of advertising, have been collected from 25 Respondents and presented in Table 5

Table 5
Modes of Advertising

S No	Industrial Estate	Kappalur		Andipatti		Theni		Pudur		Uranganpatti		Madurai Region	
	Sources	No. of Respondents	% of Respondents	No. of Respondents	% of Respondents	No. of Respondents	% of Respondents	No. of Respondents	% of Respondents	No. of Respondents	% of Respondents	No. of Respondents	% of Respondents
1	Pamphlets	3	37.5	0	0	0	0	0	0	4	40	7	28.0
2	Newspaper advertisements	1	12.5	0	0	1	50	1	20	0	0	3	12.0
3	TV	0	0	0	0	0	0	0	0	0	0	0	0.0
4	Door to door marketing	0	0	0	0	0	0	0	0	0	0	0	0.0
5	Family friends propaganda	2	25	0	0	1	50	3	60	6	60	12	48.0
6	Others	1	12.5	0	0	0	0	1	20	0	0	2	8.0
7	Through diary	1	12.5	0	0	0	0	0	0	0	0	1	4.0
	Total	8	100	0	0	2	100	5	100	10	100	25	100

(Source: Primary Data Collected through Questionnaire)

Table 5 shows

- In Kappalur some of the respondents i.e. 37.5% have done advertisement through pamphlets.
- In Andipatti none have done advertising.
- In Theni half of the respondents 50% have done advertisement through news papers and 50% have resorted to family propaganda.
- In Pudur most of the respondents i.e. 60% have resorted to family propaganda.
- In Uranganpatti most of the respondents i.e. 60% have resorted to family propaganda.
- So in Madurai region many of the respondents i.e. 48% have done advertisement through family friends' propaganda. This analysis tells us that advertising is not popular in SSI. None of them have done TV advertisement even in a local channel. 28% used pamphlets to advertise their products. 12% have chosen newspaper advertisements.

Brand Name

Brand name helps the entrepreneurs to create an identity for the product and distinguish their products from that of the competitors. Normally, branded goods have better quality and value than the unbranded products. Therefore, the author has made an attempt to know how many respondents have branded their products.

The data relating to this variable i.e. Brand name, have been collected from respondents and presented in Table 6.

Brand name helps the entrepreneurs to create an identity for the product and distinguish their products from that of the competitors.

Table 6

Brand Name

S.No	Industrial Estate	Kappalur		Andipatti		Theni		Pudur		Uranganpatti		Madurai Region	
	Sources	No. of Respondents	% of Respondents	No. of Respondents	% of Respondents	No. of Respondents	% of Respondents	No. of Respondents	% of Respondents	No. of Respondents	% of Respondents	No. of Respondents	% of Respondents
1	Yes	23	41.1	1	50	8	66.7	4	16	16	32.7	52	36.1
2	No	33	58.9	1	50	4	33.3	21	84	33	67.3	92	63.9
	Total	56	100	2	100	12	100	25	100	49	100	144	100

(Source: Primary Data Collected through Questionnaire)

Table 6 indicates

- In Kappalur most of the respondents i.e. 58.9% had no brand name for their products.
- In Andipatti out of the two respondents one had a brand name and the other one did not have a brand name.
- In Theni most of the respondents i.e. 66.7% had a brand name for their products.
- In Pudur most of the respondents i.e. 84% had no brand name for their products.
- In Uranganpatti most of the respondents i.e. 67.3% had no brand name for their products.
- Therefore in Madurai region most of the respondents i.e. 63.9% had no brand name for their products. Only 36.1% had branded their products. This analysis tells us that branding is neither an important criterion nor a marketing priority for the SSI in the present study. It is concluded that brand awareness needs to be cultivated in the minds of entrepreneurs so that they can improve their sales to a great extent.

It is concluded that brand awareness needs to be cultivated in the minds of entrepreneurs so that they can improve their sales to a great extent.

Method of Marketing

Products can be marketed through direct selling, wholesale agents, retailers, agencies and others. Therefore the author has made an attempt to know the various methods of marketing adopted by the sample entrepreneurs in marketing their products. Since 14 sample entrepreneurs are doing job work the author has considered only the rest of the respondents for this variable i.e. method of marketing.

The data relating to this variable i.e. method of marketing have been collected form the 130 Respondents who are not doing job work and presented in Table 7

Table 7
Method of Marketing

S.No	Industrial Estate	Kappalur		Andipatti		Theni		Pudur		Uranganpatti		Madurai Region	
	Sources	No. of Respondents	% of Respondents	No. of Respondents	% of Respondents	No. of Respondents	% of Respondents	No of Respondents	% of Respondents	No. of Respondents	% of Respondents	No. of Respondents	% of Respondents
1	Through direct selling and order based	24	47.1	0	0	4	36.4	18	90	23	47.9	69	53.1
2	Through agencies	7	13.7	0	0	2	18.2	2	10	15	31.3	26	20.0
3	Through wholesalers	4	7.8	0	0	5	45.5	0	0	10	20.8	19	14.6
4	Through Retailers	5	9.8	0	0	0	0.0	0	0	0	0.0	5	3.8
5	Through Co-operatives	0	0.0	0	0	0	0.0	0	0	0	0.0	0	0.0
6	Through direct selling and through wholesalers	8	15.7	0	0	0	0.0	0	0	0	0.0	8	6.2
7	Through direct selling and order based and through dealers	3	5.9	0	0	0	0.0	0	0	0	0.0	3	2.3
	Total	51	100	0	0	11	100.0	20	100	48	100.0	130	100.0

(Source: Primary Data Collected through Questionnaire)

Table 7 shows that

- In Kappalur many of the respondents i.e. 47.1% have chosen direct selling and order based selling as their method of marketing.
- In Andipatti since the sample entrepreneurs have been doing job work they were not considered for this question.
- In Theni many of the respondents i.e. 45.5% have chosen selling through wholesalers.
- In Pudur most of the respondents i.e. 90% have chosen direct selling and order based selling as their method of marketing.
- In Uranganpatti many of the respondents i.e. 47.9% have chosen direct selling and order based selling as their method of marketing.
- So in Madurai region most of the respondents i.e. 53.1% have marketed their products through direct and order based selling. 20% of the respondents have marketed their products through agencies. Therefore it is concluded that most of the respondents have marketed their products through direct selling and order based selling.

Therefore it is concluded that most of the respondents have marketed their products through direct selling and order based selling.

Problems Faced in Marketing of the Products

"Production is the servant of market. Production is meaningless without market. Therefore, the very purpose of an enterprise is to produce what the customer will buy. All industries whether small or large have faced problems in marketing their products."

But small-scale enterprises have

suffered more from marketing problems. Therefore the author has made an attempt to know the problems faced by the small-scale entrepreneurs in marketing their products. Data has been collected from those doing job orders also, since they too have a problem of seeking the ones who place the job orders.

The data relating to the variable i.e. Problems faced in marketing of the products have been collected and presented in Table 8.

Small Scale entrepreneur suffer from marketing problems. Therefore the author has made an attempt to know the problems faced by the small-scale entrepreneurs in marketing their products.

Table 8
Problems Faced In Marketing of the Products

S. No	Industrial Estate	Kapp alur		Andipatti		Theni		Pudur		Uranganpatti		Madurai Region	
	Sources	No. of Respondents	% of Respondents	No. of Respondents	% of Respondents	No. of Respondents	% of Respondents	No. of Respondents	% of Respondents	No. of Respondents	% of Respondents	No. of Respondents	% of Respondents
1	Competition from SSI	24	42.9	1	50	4	33.3	0	0	9	18.4	38	26.4
2	Competition from Large Scale Industries	21	37.5	1	50	2	16.7	10	40	11	22.4	45	31.3
3	Slackness in demand	3	5.4	0	0	1	8.3	0	0	2	4.1	6	4.2
4	Sluggish market	2	3.6	0	0	1	8.3	0	0	7	14.3	10	6.9
5	Instability in demand	3	5.4	0	0	1	8.3	0	0	10	20.4	14	9.7
6	Lack of advertisement	0	0.0	0	0	0	0.0	6	24	5	10.2	11	7.6
7	Lack of resources	0	0.0	0	0	0	0.0	0	0	0	0.0	0	0.0
8	Price control by the Government	0	0.0	0	0	0	0.0	6	24	5	10.2	11	7.6
9	Transport problems	3	5.4	0	0	3	25.0	0	0	0	0.0	6	4.2
10	Frequent changes in preference of consumers	0	0.0	0	0	0	0.0	3	12	0	0.0	3	2.1
	Total	56	100	2	100	12	100	25	100	49	100	144	100

(Source: Primary Data Collected through Questionnaire)

Table 8 shows that

- In Kappalur many of the respondents i.e. 42.9% said Competition from SSI is the major marketing problem faced by them.
- In Andipatti half of the respondents have said that competition from SSI is a major marketing problem and another half has said that Competition from Large Scale Units is a major marketing problem.
- In Theni the major problem faced by some of the respondents i.e. 33.3% is competition from SSI.
- In Pudur many of the respondents i.e. 40% said Competition from Large Scale Units is a major marketing problem.
- In Uranganpatti the major problem faced by most of the respondents i.e. 22.4% is Competition from Large Scale Units.

- So in Madurai region the major problem faced is by many of the respondents i.e. 31.3% is Competition from large-scale industries. Next to this is competition from small-scale units i.e. 26.4%. 9.7% of the respondents have faced the problem of instability in demand as a major marketing problem. Therefore it is concluded that the major problem faced by small-scale entrepreneurs is competition from large-scale industries.

Analysis using Garrett Ranking

An attempt has been made to analyze the various 'problems of small scale entrepreneurs of SIDCO Industrial Estates of Madurai Region' by using Garrett Ranking method.

Formula

$$\text{Per cent Position} = \frac{100\,(Rij - 0.5)}{Nj}$$

Rij = Rank given for the ith variable by the jth respondent

Nj = Number of variables ranked by the jth respondent.

For this purpose the problems have been divided into managerial, Personnel, Infrastructural and miscellaneous problems. The problems have been analyzed based on their intensity and ranked according to their scores using Garrett's Ranking method.

Problems faced in marketing the products:

Various problems in marketing of the products have been ranked based on the intensity and analyzed using Garrett's ranking table. The calculations are as under. Table 5.32 shows the ranks given for the factors that contribute to the problems in marketing.

An attempt has been made to analyze the various 'problems of small scale entrepreneurs of SIDCO Industrial Estates of Madurai Region' by using Garrett Ranking method.

Table 8(a)

Problems faced in marketing of the products – Scores

S.No	Reason	1	2	3	4	5	6	7	8	9	10	Total
1	Competition from SSI	38	26	12	13	24	15	7	3	2	4	144
2	Competition from Large Scale Industries	46	17	15	17	25	16	6	0	1	1	144
3	Slackness in demand	6	15	39	51	23	6	2	1	0	1	144
4	Sluggish market	11	43	36	49	2	3	0	0	0	0	144
5	Instability in demand	9	16	25	5	45	36	5	0	3	0	144
6	Lack of advertisement	14	14	14	3	21	54	22	2	0	0	144
7	Lack of resources	0	8	0	5	2	7	25	48	8	41	144
8	Price control by the Government	11	0	0	0	0	2	7	47	8	69	144
9	Transport problems	6	1	0	0	0	5	1	18	95	18	144
10	Frequent changes in preference of consumers	3	4	0	1	2	0	75	25	24	10	144
	Garrett's Table Value	81	70	63	57	52	47	42	36	29	17	

Source : Primary data

Table 8 (b)

Problems faced in marketing of the products

S.No	Reason	Total Score	Average	Rank
1	Competition from SSI	8876	61.64	III
2	Competition from Large Scale Industries	9180	63.75	II
3	Slackness in demand	8515	59.13	IV
4	Sluggish market	9207	63.94	I
5	Instability in demand	8090	56.18	V
6	Lack of advertisement	7793	54.12	VI
7	Lack of resources	4985	34.62	VIII
8	Price control by the Government	4376	30.39	X
9	Transport problems	4542	31.54	IX
10	Frequent changes in preference of consumers	5600	38.89	VII

It is observed from Table 8 (b) that "Sluggish Market" has been ranked as the first problem in marketing the products followed by Competition from Large Scale Units, Small Scale Units, and Slackness in demand, etc., The sample small scale entrepreneurs have said price control by the Government is a normal feature and so it has been ranked the last.

Therefore to conclude the article looks into the marketing problems of the small scale entrepreneurs in the SIDCO Industrial Estates of Madurai Region of Tamil Nadu India. Various aspects relating to the Marketing Problems have been analysed and conclusions drawn.

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