LIST OF TABLES

SR.	TABLE	NAME OF THE TABLE	PAGE
NO.	NO.	NAME OF THE TABLE	NO.
1.	1.1	Total population and No. of samples selected	4
2.	2.1	Financial Scenario of Navneet	15
3.	2.2	Product mix of Navneet	16
4.	2.3	Financial Scenario of Blue Bird	20
5.	2.4	Product mix of Blue Bird	21
6.	2.5	Product mix of ITC	24
7.	2.6	Product mix of Sundaram	28
8.	4.1	Requirement of Notebook in one year as per segment	72
9.	4.2	Supply of notebooks from schools	74
10.	4.3	Factors affecting on purchasing notebooks	75
11.	4.4	Notebook brands preferred by customers	77
12.	4.5	Factors responsible for motivating customers to purchase notebooks of particular brand	78
13.	4.6	Future expectations of customers about Notebooks	79
14.	4.7	Status of availability of different brands of notebooks in shops	81
15.	4.8	Motivational tools for retailers to increase sale of notebooks	82
16.	4.9	Sale of different product mix of notebooks in a year	83
17.	4.10	Average prices of different product mix for one notebook	84
18.	4.11	Sources of notebooks for retailers	85
19.	4.12	Impact of computerization on sale of notebooks	86
20.	4.13	Total Market Potential	88