

Chapter IV

Data Analysis and Interpretation

4.1. Introduction

4.2. Data Analysis and Interpretation

4.3. Testing Hypotheses

4.4. Conclusion

Chapter IV

Data Analysis and Interpretation

4.1 Introduction

To collect the data the researcher has interviewed 61 respondents. It was observed that while responding the questions, the respondents did not attempt all the questions. They attempted those questions about which they have detail knowledge and where they felt confident about themselves. The data collected has been processed and analyzed by presenting the tables, tabular diagrams, graphs and pie charts. Each table deals with a question and the number of respondents attempting it along with their percentage. Each diagram whether it is tabular, pie-chart or graph describes the percentage received by every option provided below the questions. The table and diagram has been clearly interpreted at the end. Neither the table nor the diagram includes any information about external agencies like importers and bankers involved in export trade. Their information is provided at the end in the analysis part. This has been done because their number is very less.

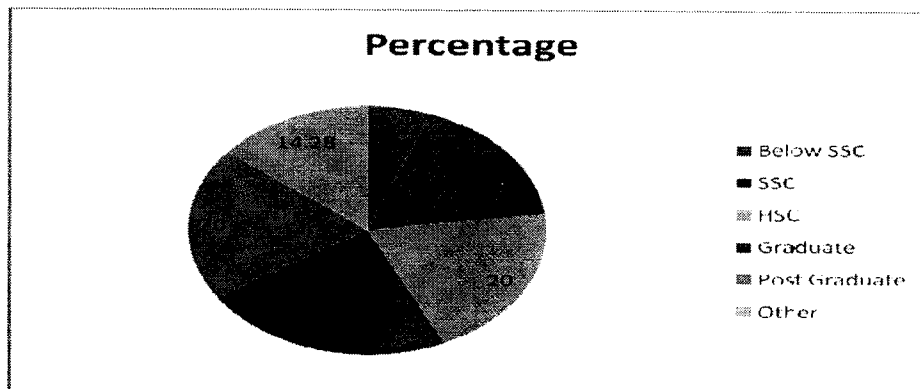
4.2 Analysis and Interpretation:

TABLE 4.1 Educational Qualification of the Respondents

Sr. No.	Particulars	Respondents	Percentage
1	Below SSC	2	5.71
2	SSC	6	17.14
3	HSC	7	20.00
4	Graduate	8	22.85
5	Post Graduate	7	20.00
6	Other	5	14.28
7	Total	61	100.00%

(Source: Field Survey)

DIAGRAM 4.1 Educational Qualifications of the Respondents



The Table 4.1 shows that more than 80.00% employees have taken education above SSC. Round about 22.00% employees are graduates and 20.00% of them are post graduates. Very less number of employees i.e. 5.71% are educated below SSC. Almost 20.00% of them are educated up to HSC. About 14.28% employees are educated in other discipline like diploma and other professional education.

The table 4.1 and the pie-chart indicate that the company considers the qualification of the employees while appointing them. But it is also true that qualification is not a major hurdle if the employees have to be appointed for doing less important work. It is observed that most of the respondents working at lower posts are qualified up to HSC whereas certain employees who are working at middle level management are either graduates or post graduates but the respondents working on high post are highly qualified and possess professional qualification required for their post. It can be interpreted that the company considers the qualification of the candidates and designates the post to them as per the qualification.

TABLE 4.2 Communication problems faced by the company and the parties involved in export trade

Sr. No.	Particulars	Respondents	Percentage
1	Very True	3	12.00%
2	True	6	24.00%
3	Partly True	9	36.00%
4	Not True	7	28.00%
5	Total respondent	25	100%

(Source: Field Survey)

DIAGRAM 4.2

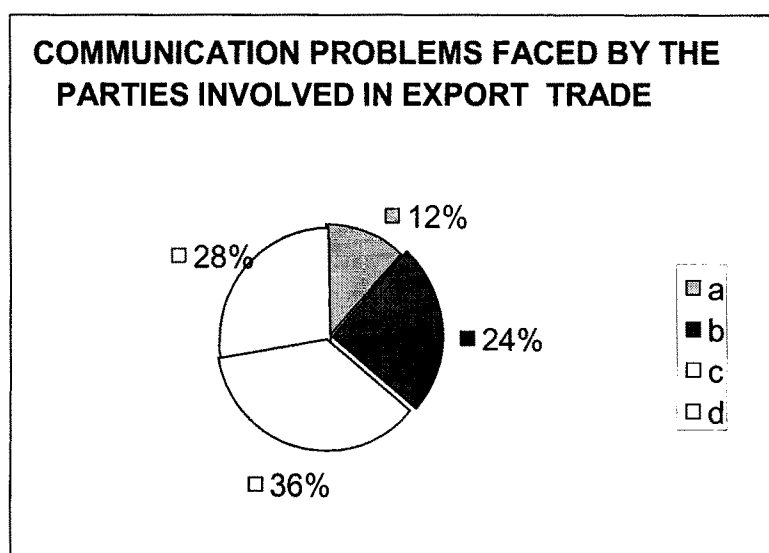


Table 4.2 and diagram 4.2 show the communication problems faced by the employees while dealing with the international customers. Amongst the interviewed respondents, around 12% respondents strongly believe that the company faces communication problems while communicating with international customers. About 24% respondents say that the company does face communication problems whereas 36% respondents partially accept that the company faces the problems while communicating with the importers. Almost 28% respondents do not accept this fact, according to them company does not face any communication problems.

From the above analysis it can be interpreted that the company deals with number of customers across the globe. Mostly the entire communication is carried out by using English language. Maximum number of respondents partially accepts this problem faced by the company but it is also true that very less number of employees strongly admit this problem. It is very clear that few employees say that the company does not face any problem.

The pie chart indicates that the communication has become the hurdle in the smooth functioning of export procedure.

When the same question was asked to the bankers, both the respondents say that they do not face any commutation problem while dealing with the international bankers as well as importer across the globe.

TABLE 4.3 Importance of Quotation before Receiving an Export Order

Sr. No.	Particulars	Respondents	Percentage
1	Yes	24	100.0
2	No	0	0.0
3	Total Respondents	24	100.0

(Source: Field Survey)

((All the respondents have not attempted all the questions so the above table shows the total number respondents attending the question.)

Table 4.3 shows whether the company submits the quotation before receiving an export order. The diagram clearly indicates that almost 100% respondents say that the company submits the quotation before receiving an export order.

It shows that the company does follow the stages of export procedure systematically.

When the same question was asked to the importers, almost all three importers say that they receive the quotation from the exporter before giving an order to the company.

TABLE 4.4 Order Though E-Mail

Sr. No.	Particulars	Respondents	Percentage
1	Very True	2	8.33
2	True	7	29.16
3	Partly True	15	69.50
4	Not True	0	0.0
5	Total Respondents	24	100%

((Source: Field Survey))

(All the respondents have not attempted all the questions so the above table shows the total number respondents attending the question.)

DIAGRAM 4.3

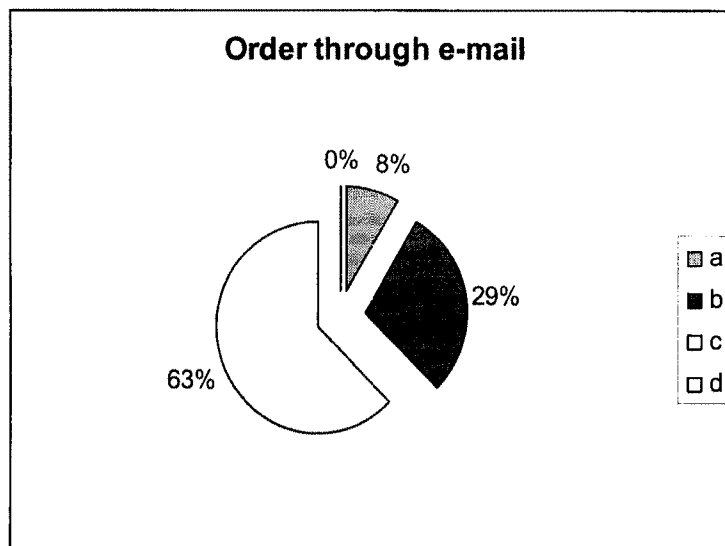


Table 4.4 and diagram 4.3 show whether the company receives an order through e-mail. Amongst the interviewed respondents, around 8.33% respondents strongly accept that the company receives an order through internet. Almost 29.16% of respondents say that fairly accept this fact whereas 62.50% respondents partially accept this view and none of the respondents accepts that the company receives an order through e-mail.

It can be interpreted that the company receives an order through mail and none of the respondent denies this fact. It can be said that the company uses internet for communicating the customers.

When the same question was posed to the importers, amongst three, one of them fairly accepts that they send on order through e-mail, whereas two of them partially support this view. It shows that they do not completely rely on e-mail for sending an order.

When asked to the bankers, both the respondents (bankers) say that they do not communicate with the importers bank though in ternate.

TABLE 4.5 Importer's Visits to the Exporters Company before giving him an Order

Sr. No.	Particulars	Respondents	Percentage
1	Very True	0	0.0
2	True	4	7.27
3	Partly True	49	89.00
4	Not True	2	3.63
5	Total respondent	55	100

(Source: Field Survey)

(All the respondents have not attempted all the questions so the above table shows the total number respondents attending the question.)

Table 4.5 shows whether the importing company visits the company before giving an export order. Amongst the interviewed respondents, around 4.7% employees say that the importers do visit the company before giving an export order. Through such visit they ensure whether the exporters company is in existence, even they verify the other details like capacity of the exporter to deliver the goods on time. Almost 89.09% of the respondents partially accept this fact whereas 3.63% of the employees say that the importers do not visit the firm before giving an order. None of the employee strongly accepts this fact.

From the above discussion it can be said that certain importers must be visiting the company before placing the order. Such visits will surely improve the relationship between the importer & exporter, in turn helps to expand their business.

When the importers were asked whether they visit the exporter's company, one importer completely denies it and two of them partially accept that they visit exporters company before giving him an order.

When asked to the bankers, both the respondents (bankers) say that they do not need to visit the importers bank before dealing with it.

TABLE 4.6 Contract with the Importing Company

Sr. No.	Particulars	Respondents	Percentage
1	Yes	22	100%
2	No	0	0.0%
3	Total respondent	22	100%

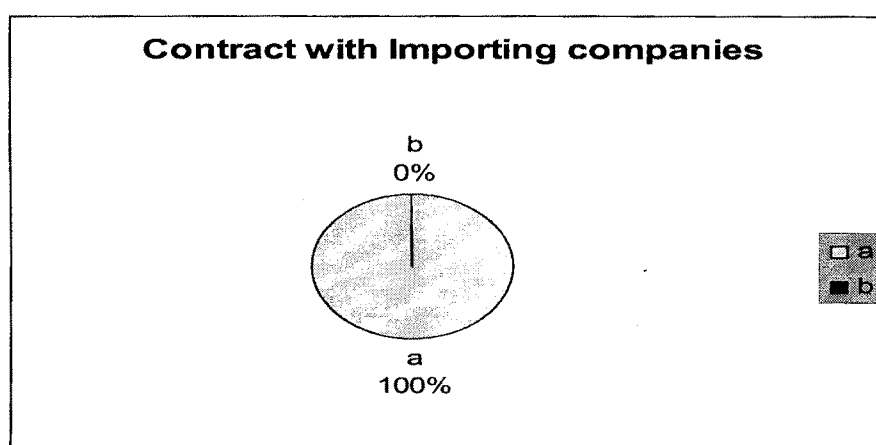
(Source: Field Survey)

(All the respondents have not attempted all the questions so the above table shows the total number respondents attending the question.)

Table 4.6 and diagram no. 4.4 show whether the company signs a contract with importer. Almost all the respondents {100%} accept that the company signs a contract with the importer after receiving the order.

It is very clear that the company does not deal with the importer without any contract. It even shows that the company secures the trade legally through such contract.

DIAGRAM 4.4



When the importers were asked, whether they sign a contract with the company after giving him an order, almost all the importers believe that

they sign a contract with the company.

TABLE 4.7 Government Permission before Executing the Export Order

Sr. No.	Particulars	Respondents	Percentage
1	Very True	3	11.10
2	True	1	3.70
3	Partly True	2	7.40
4	Not True	20	77.8
5	Total respondent	26	100

(Source: Field Survey)

(All the respondents have not attempted all the questions so the above table shows the total number respondents attending the question.)

DIAGRAM 4.5

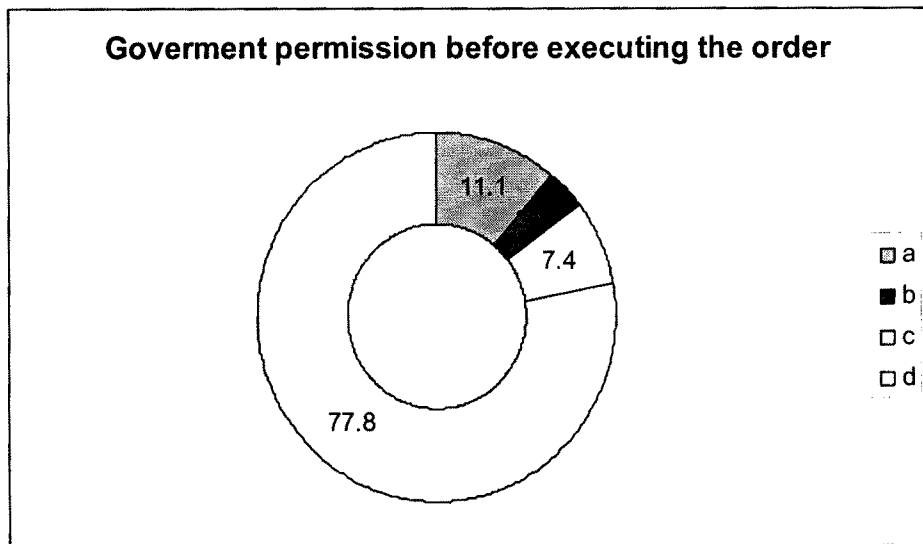


Table 4.7 and diagram 4.5 show whether the company takes the permission from the government of our country before executing the exporter order. Around 11.11% respondents strongly accept this fact whereas majority of them, around 77.8% deny by saying that the company does not take the permission from the government before the deal. Almost

3.70% of them fairly accept this fact and 7.40% of them partially give their consent to this point.

It is very clear that majority of the respondents deny that the company does not take the permission from the govt. This means either they feel it is not necessary to get the permission or it is not essential. It also means government permission is hardly required before every deal.

When asked to the bankers, both the respondents (bankers) say that it is not necessary to get the permission from the government of our country before dealing with the importer's bank.

When the importers were asked whether they have to take the permission from their government before importing the goods, almost all three respondents say that they take the government permission before importing the goods. It shows either it must be mandatory for the importers to get the government permission or they must be following international norms of import and export trade.

TABLE 4.8 Status of Skilled Employees whether Sufficient or Insufficient

Sr. No.	Particulars	Respondents	Percentage
1	Very True	42	75.00
2	True	14	25.00
3	Partly True	00	0.0
4	Not True	00	0.0
5	Total respondents	56	100

(Source: Field Survey)

(All the respondents have not attempted all the questions so the above table shows the total number respondents attending the question.)

DIAGRAM 4.6

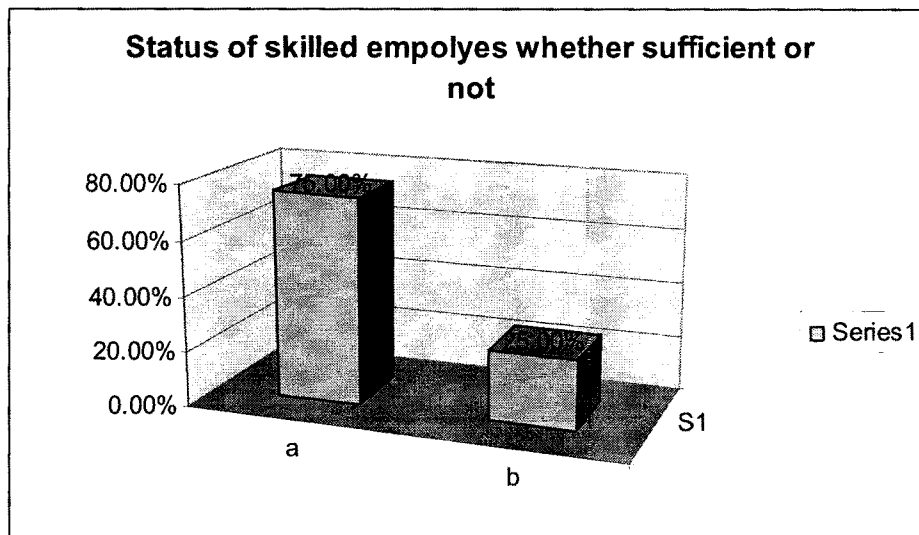


Table 4.8 and diagram 4.6 show whether the company has sufficient skilled employees. Amongst the interviewed respondents, around 75% respondents strongly believe that the company has skilled employees whereas 25% of them fairly accept this fact. Not a single respondent denies this fact.

It can be interpreted that the company does have skilled employees in sufficient number. It also means they do not face the problem of insufficient and unskilled employees.

When the importers were asked whether their companies have sufficient skilled employees in their company to handle import trade, among 3 importers two of them fairly believe that they have sufficient skilled employees to handle import trade. One importer partially accepts this view. It means either this importer may have skilled employees but they may not be in sufficient number or he must have unskilled employees. None of the importer says that they do not have sufficient skilled employees.

From the above discussion it can be interpreted that the importers do have sufficient skilled employees.

TABLE 4.9 Inspection by the Importer

Sr. No.	Particulars	Respondents	Percentage
1	Very True	13	23.21
2	True	30	53.57
3	Partly True	13	23.21
4	Not True	0	0.0
5	Total	56	100

(Source: Field Survey)

(All the respondents have not attempted all the questions so the above table shows the total number respondents attending the question.)

DIAGRAM 4.7

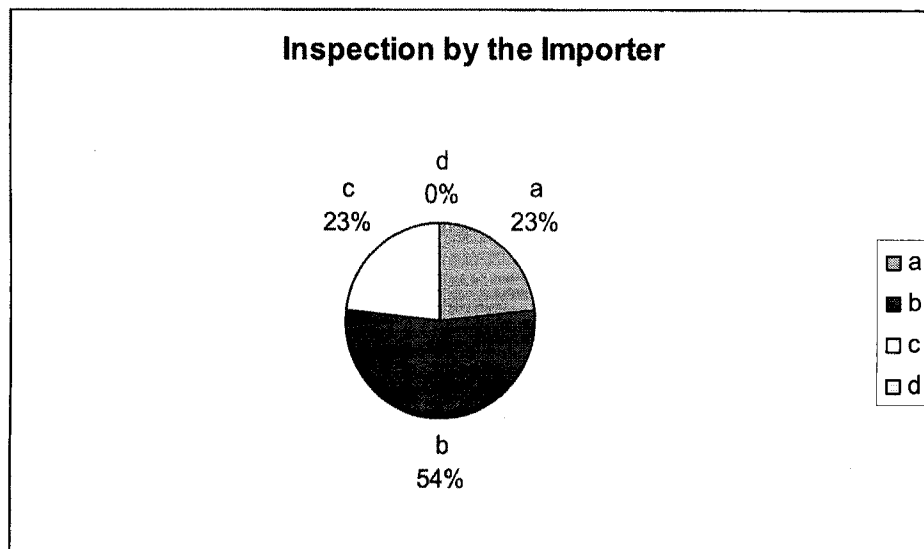


Table 4.9 and diagram 4.7 show whether the importing company holds the inspection in the exporters company during the production process. Around 23.21% of the employees strongly accept that the importer does the inspection whereas 53.57% that means half of the respondents fairly accept this fact. Almost 23.21% respondents partially accept that the above statement. None of the respondent denies this fact.

From the above analysis it can be interpreted that certain importers do carry out the inspection when the production is in process. It shows that

certain importers do keep a watch and ensure themselves whether the raw material used meets the required standard.

When the importers were asked whether they inspect the company during the production process, out of 3 importers one of them fairly accepts this fact whereas two of them partially support this view, but none of them completely reject it.

It shows that the importers inspect the exporters company during the production process.

Table 4.10 Regarding Payment

Sr. No.	Particulars	Respondents	Percentage
1	Yes	20	80.00
2	No	5	20.00
3	Total	25	100.0

(Source: Field Survey)

(All the respondents have not attempted all the questions so the above table shows the total number respondents attending the question.)

Table 4.10 shows whether the company receives the payment on time. Almost all the respondents i.e. 80% accept that the company receives the payment on time from the importer whereas 5% respondents deny this fact.

Majority respondents say that the company receives the payment on time but according to few respondents the company doesn't receive it on time.

When asked to the bankers, both the respondents (bankers) say that they receive payment on time.

When the importers were asked whether they deposit the payment on time, almost all three respondents (importers) say that they do deposit the payment on time none of them deny this fact.

It can be interpreted that though the importers say that they deposit the payment on time but sometimes the company doesn't receive the

payment on time. It can be even said that certain importers may be sending the payment on time but not all.

TABLE 4.11 Regarding Sending Of Product Sample

Sr. No.	Particulars	Respondents	Percentage
1	Yes	24	100.0
2	No	0	0.0
3	Total	24	100.0

(Source: Field Survey)

Table 4.11 shows whether the company sends the sample before actual delivery of goods. Amongst the interviewed respondents, almost 100% respondents strongly say that the company sends the sample and no one denies this fact.

It is very clear that the company before starting the actual production sends the sample product to the importer and gets his approval for it. By doing so, company can make necessary changes in the product suggested by the importer.

When the importers were asked whether they check the product sample before actual delivery of goods, almost all three respondents (importers) believe that they check the product sample before actual delivery of goods.

It means the importers check the product sample and verify it with the standard parameters before the actual delivery of goods.

TABLE 4.12 Compensation from the importer on rejection of an order

Sr. No.	Particulars	Respondents	Percentage
1	Very True	3	13.04%
2	True	6	26.08%
3	Partly True	6	26.08%
4	Not True	8	34.78%
5	Total respondents	23	100%

(All the respondents have not attempted all the questions so the above table shows the total number respondents attending the question.)

Table 4.12 and show whether the company gets the compensation on rejection of an order. Around 13.04% respondents say that the company gets the compensation if the order is cancelled. About 26.08% respondents fairly support this point as well as same number of respondents partially accept it but majority of respondents i.e. 35% do not accept it.

It can be interpreted that majority of the respondents deny that the company gets the compensation on rejection of an order whereas very less number of respondents firmly support this point. It can be even said that the company may be getting the compensation from certain importers not from all.

When the importers were asked whether they pay the compensation on rejection of an order, one respondent fairly accepts that he pays the compensation to the company on rejection of an order whereas two of them partially accept it.

H2 (*Exporting is a systematic process of expanding the business across the national borders. It is risky at times if required quality is not maintained at every stage of export procedure.*) is justified here.

TABLE 4.13 Effect on Profitability Due to Fluctuation in Exchange Rate

Sr. No.	Particulars	Respondents	Percentage
1	Very True	8	30.76
2	True	13	50.00
3	Partly True	2	7.69
4	Not True	3	11.55
5	Total respondents	26	100

(Source: Field Survey)

(All the respondents have not attempted all the questions so the above table shows the total number respondents attending the question.)

Table 4.13 shows whether the profitability gets affected due to fluctuation in exchange rate. Amongst the interviewed respondents, around 30.76% respondents strongly say that the profitability gets affected due to currency fluctuation. Almost 50.00%r respondents fairly accept this fact and very less number of respondents i.e. 7.69% partially accept it. Almost 11.53% are not ready to accept that profitability gets affected due to fluctuation in exchange rate.

DIAGRAM 4.8

Effect on Profitability Due to Fluctuation in Exchange Rate

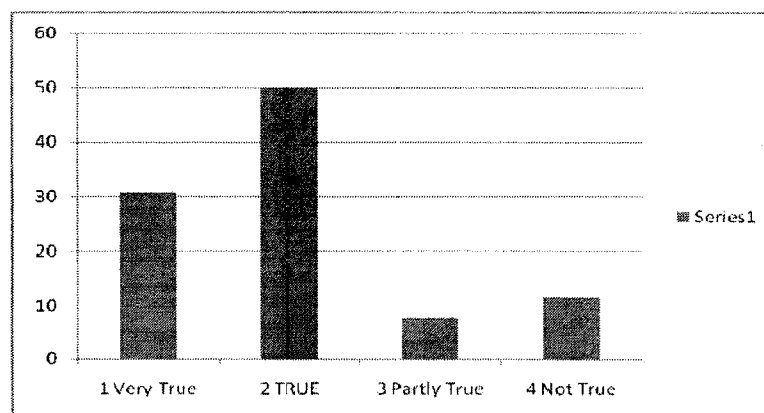


Table 4.13 and diagram 4.8 show whether the profitability gets affected due to fluctuation in exchange rate. Amongst the interviewed respondents, around 30.76% respondents strongly say that the profitability gets affected due to currency fluctuation. Almost 50.00%r respondents fairly accept this fact and very less number of respondents i.e. 7.69% partially accept it. Almost 11.53% are not ready to accept that profitability gets affected due to fluctuation in exchange rate.

It can be said that currency rates do affect the profitability of the company, in turn affect the other aspects of the organization.

When asked to the bankers, both of them (bankers) say that the profitability of the exporter gets affected due to the fluctuation in exchange rate.

When the importers were asked whether they suffer from economic loses due to fluctuation in exchange rate, amongst three

respondents (importers) two of them completely deny that they suffer from economic losses due to fluctuation in exchange rate. One respondent partially supports this view.

None of them completely accepts this fact that they suffer economic loss due to fluctuation in exchange rate.

H1 (The problems during the implementation of export procedure in Arvund Universal textile Pvt. Ltd, Ichalkarnji , Kolhapur are uncertain but they can be faced skillfully by taking precautionary measures.) is accepted which is based on the result.

H2 (Exporting is a systematic process of expanding the business across the national borders. It is risky at times if required quality is not maintained at every stage of export procedure.) is justified here.

TABLE 4.14 Orientation Programmes or training sessions by the company to train the employees before undertaking the actual production

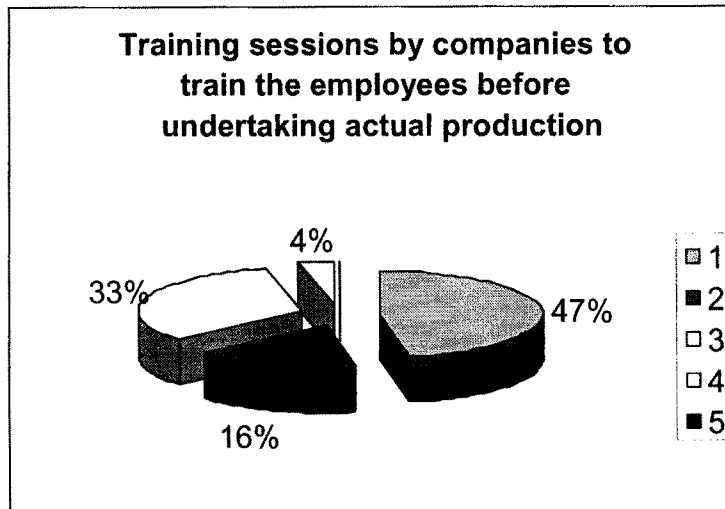
Sr. No.	Particulars	Respondents	Percentage
1	Very True	26	47.27
2	True	9	16.36
3	Partly True	18	32.20
4	Not True	2	3.63
5	Total respondents	55	100

(Source: Field Survey)

Table 4.14 and diagram 4.9 show whether the company arranges any orientation programmes or training sessions to train the employees before undertaking the actual production. Majority of respondents i.e. 47.27% firmly say that the company arranges orientation program whereas very less number of respondents i.e. 4.00% of them deny it by saying that the company does not arrange any orientation program. Almost 16.36%

respondents fairly accept this fact whereas 32.14% respondents partially agree to this point.

DIAGRAM 4.9



It can be interpreted that most of the time company arranges the orientation program for its employees to upgrade their knowledge and to prepare them for producing the goods of required standard, but many respondents do not support this view strongly it also means the employees may not be satisfied with the training programmes arranged by the company

When asked to the bankers, both the respondents (bankers) say that they do not arrange any orientation programme or training session to train the employees before opening a letter of credit.

TABLE 4.15 Regarding ISO Certification

Sr. No.	Particulars	Respondents	Percentage
1	Yes	00	00
2	No	26	100
3.	Total	26	100

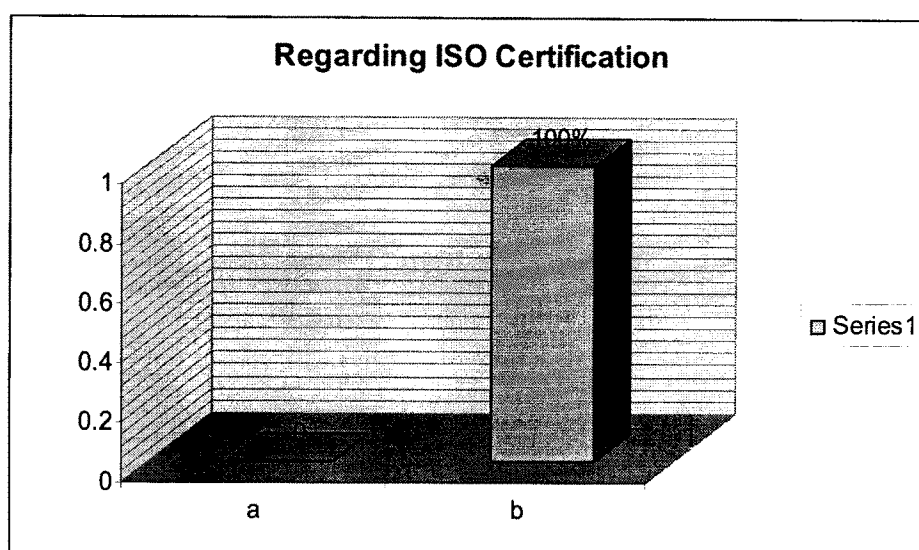
(Source: Field Survey)

(All the respondents have not attempted all the questions so the above table shows fewer respondents)

Table 4.15 and diagram 4.10 show whether the company gets the ISO certification for their goods. Amongst the interviewed respondents, almost all the respondents say no. None of the respondents accepts that the company gets the ISO certification for the goods.

From the above analysis it is clear that the company does not get the ISO certification for its goods.

DIAGRAM 4.10



When the importers were asked whether it is necessary that the imported goods should be certified by ISO, Almost all the respondents (importers) do believe that goods they receive should be certified by ISO.

It shows that the company should get the ISO certification for the goods they export.

TABLE 4.16 Inspection by External Inspection Authority

Sr. No.	Particulars	Respondents	Percentage
1	Yes	42	77.77
2	No	2	3.70
3	Partly true	10	18.53
4	Total	54	100.00

(Source: Field Survey)

(All the respondents have not attempted all the questions so the above table shows fewer respondents)

Table 4.16 and diagram 4.11 show whether any external inspection authority inspect the company. Almost 77.77% respondents i.e. majority of them say that the inspection authority does inspect the company whereas very less respondents i.e. 3.70% deny this fact. Around 18.51% respondents say that sometimes inspection is done by the external agencies but not regularly.

DIAGRAM 4.11

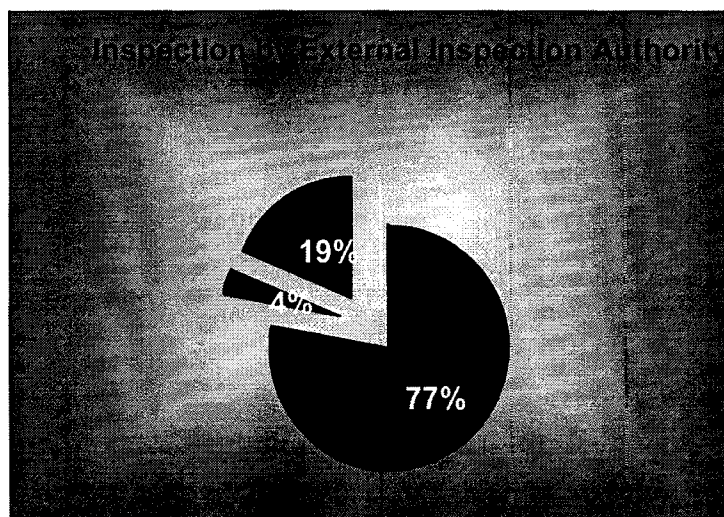


Table 4.16 and diagram 4.11 show whether any external inspection authority inspect the company. Almost 77.77% respondents i.e. majority of them say that the inspection authority does inspect the company whereas very less respondents i.e. 3.70% deny this fact. Around 18.51% respondents say that sometimes inspection is done by the external agencies but not regularly.

It is very clear from the above discussion that the company is inspected by external inspection authority. It is also true that few respondents do not accept it. Being asked it is told that SGS inspection authority inspects the company.

When the importers were asked whether they arrange any external inspection authority to inspect the imported goods, almost all the three

respondents (importers) say that they arrange an external inspection authority to inspect the imported goods.

This shows that all the importers do inspect the goods when they receive them.

TABLE 4.17 Status of Raw Material whether in Sufficient Quantity or Not

Sr. No.	Particulars	Respondents	Percentage
1	Very True	4	6.89
2	True	33	56.89
3	Partly True	19	32.75
4	Not True	2	3.44
5	Total	58	100

(Source: Field Survey)

(All the respondents have not attempted all the questions so the above table shows fewer respondents)

DIAGRAM 4.12 Status of raw material whether in sufficient quantity or not

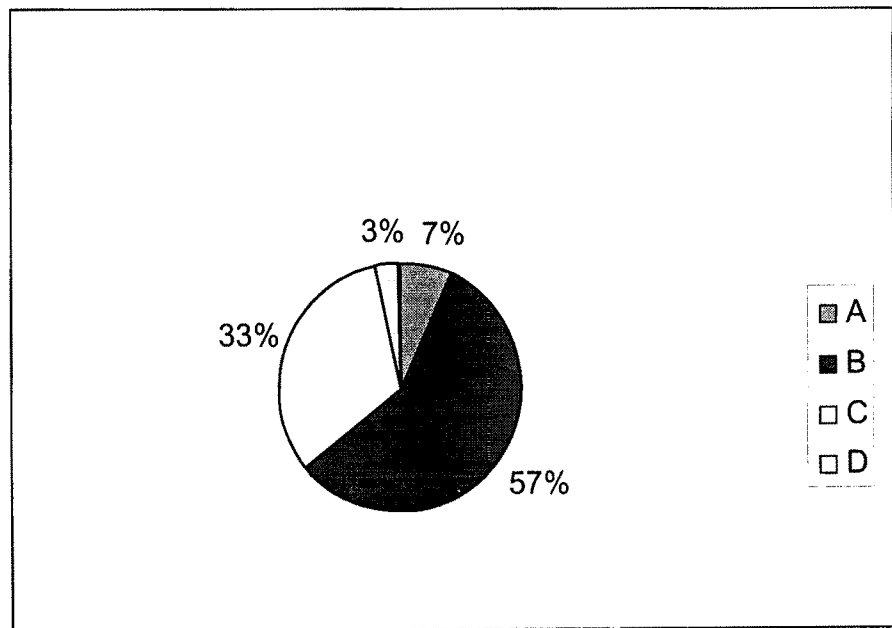


Table 4.17 and diagram 4.12 show whether the company gets the raw material in sufficient quantity. Amongst the interviewed respondents, around 6.89% respondents strongly say that the company gets raw material in sufficient quantity. Almost 56.89% respondents fairly accept this fact and 32.75% of them partially support this view. Very less number of respondents i.e. 3.44% of them completely deny it.

From the above discussion it can be interpreted that though majority respondents say that the company does not face the problem of shortage of raw material but it is not supported by all. It can be even said that insufficient raw material is not the major problem of the company but this problem can not be neglected completely. For the smooth functioning of export procedure sufficient raw material is essential and to have a proper stock of it is pre-requisite.

TABLE 4.18 Trade Concessions from the Government

Sr. No.	Particulars	Respondents	Percentage
1	Very True	0	0.00
2	True	13	36.11
3	Partly True	17	47.22
4	Not True	6	5.55
5	Total	36	100

(Source: Field Survey)

(All the respondents have not attempted all the questions so the above table shows fewer respondents)

DIAGRAM 4.13

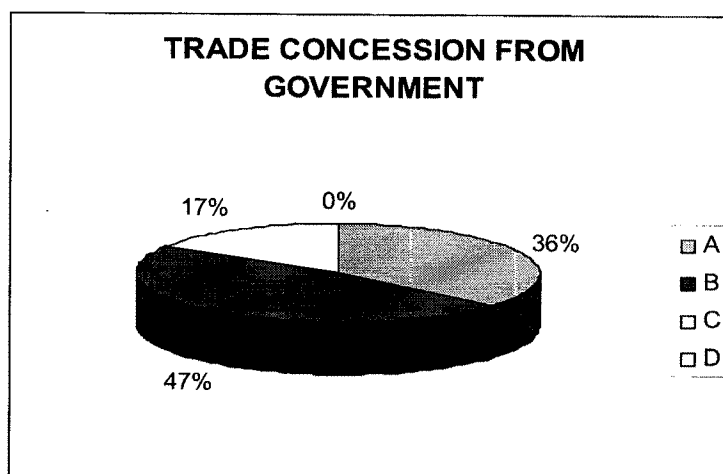


Table 4.18 and diagram 4.13 show whether the company gets the trade concession. Not a single respondent strongly accepts this statement. Around 36.11% of them fairly accept it. About 47.22% of respondents partially say that the company gets the trade concession. Around 5.55% them do not accept it.

The above analysis indicates that the company may be getting the trade concession but it is not strongly supported by any respondent. Few of them do not accept it completely.

When asked to the bankers, one respondent (bankers) fairly supports this view and the other one partially accepts that he helps the exporter to get the trade concession from his government.

TABLE 4.19 International norms followed by the company while packing the goods

Sr. No.	Particulars	Respondents	Percentage
1	Very True	16	29.09
2	True	28	50.90
3	Partly True	11	20.00
4	Not True	00	00
5	Total	55	100.00

(Source: Field Survey)

DIAGRAM 4.14 Packing the Goods

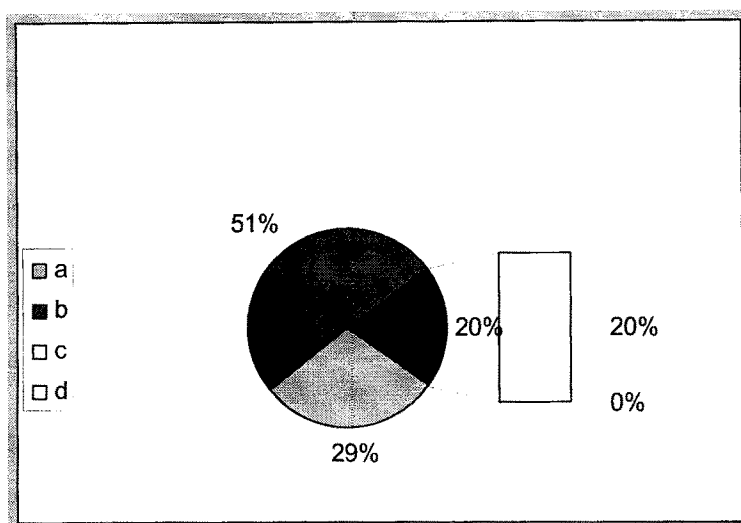


Table 4.19 and diagram 4.14 show the importance of international norms while packing the goods. Amongst the interviewed respondents 29.09% of them firmly say that the company follows the international norms while packing the goods whereas majority of them i.e. 50.90% respondents fairly accept this point and 20.00% of them partially support this statement.

The above analysis indicates that the company does follow international norms while packing goods. Such norms are very essential in international trade practices. Even sometimes the importer sends the specifications regarding packing of goods along with a particular mark that should be made on each box or carton or container for the importers identification. None of the respondents reject this view; it shows that the company maintains international standards while packing goods which is good for the company in the long run.

TABLE 4.20 Concessions on Import Duty

Sr. No.	Particulars	Respondents	Percentage
1	Yes	11	57.89
2	No	8	42.10
3	Total	19	100.00

(Source: Field Survey)

(All the respondents have not attempted all the questions so the above table shows fewer respondents)

Table 4.20 shows whether the importer gets the concession on import duty. Amongst the interviewed respondents, 57.89% of them say that the company gets the concession on import duty whereas 42.10% respondents completely deny this fact.

The above discussion indicates that certain importers may be getting the concession on import duty but not all.

When the importers were asked whether they get the concession on import duty, out of three, two respondents completely deny this fact whereas one of them admits that he (their company) gets the concession on import duty.

It can be interpreted that certain importers may be getting trade concessions on import duty whereas others do not get.

TABLE 4.21 Acceptance of goods if delivered lately due to problem in transportation

Sr. No.	Particulars	Respondents	Percentage
1	Yes	23	100.00
2	No	00	0
3	Total	23	100.00

(Source: Field Survey)

(All the respondents have not attempted all the questions so the above table shows fewer respondents)

Table show whether 4.21 shows whether the importer receives the goods if they are delivered lately due to problems in transportation. Amongst the interviewed respondents, almost 100% respondents say that the goods are received by the importer even if they are delivered lately on the ground that there is a problem in transportation.

When the importers were asked whether they receive the goods, if they are delivered lately due to the problems in transportation, almost all the respondents say that they receive the goods even though they are

delivered lately. This shows that the importers do not reject the goods, they receive it even though there would be delay in delivery.

H1 (The problems during the implementation of export procedure in Arvund Universal textile Pvt. Ltd, Ichalkarnji , Kolhapur are uncertain but they can be faced skillfully by taking precautionary measures.) is accepted which is based on the result.

H2 (Exporting is a systematic process of expanding the business across the national borders. It is risky at times if required quality is not maintained at every stage of export procedure.) is justified here.

TABLE 4.22

Importer imposes fine for receiving the order lately

Sr. No.	Particulars	Respondents	Percentage
1	Yes	1	4.55
2	No	21	95.45
3	Total	22	100.00

(Source: Field Survey)

DIAGRAM 4.15

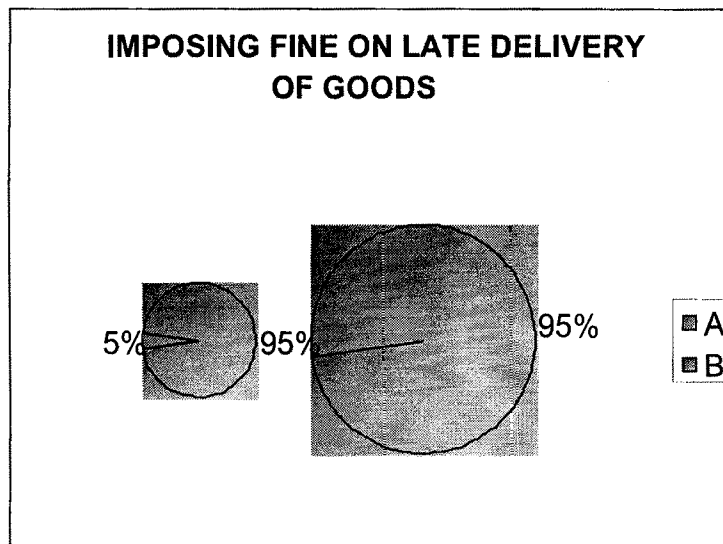


Table 4.22 and diagram 4.15 show whether a fine is imposed to the company if the goods are delivered lately. Amongst the interviewed respondents, around 95.45% respondents say that fine is not imposed.

Very less number of respondents 4.54% accept that the fine is imposed by the importer if the goods are delivered lately.

As per the above discussion, it can be said that mostly fine is not imposed if the goods are received lately but this statement is not completely true. According to few respondents some times the company has to shell out for delivering lately. It all depends on the agreement. It is very clear that delivering the goods on time is mandatory and the company has to plan a schedule accordingly.

When the importers were asked whether they impose any fine if the goods are delivered lately, amongst 3, two respondents (importers) say that they do not impose any fine if the goods are delivered lately but one respondent says that he imposes the fine if the goods are delivered lately.

It shows that certain importers do not impose the fine whereas few of them do impose. It all depends on terms & conditions mentioned in the contract which is signed by the importers and the company before the execution of a deal. When asked to the bankers both the respondents (bankers) say that they impose a fine on an importer if he delays in depositing the payment.

H2 (*Exporting is a systematic process of expanding the business across the national borders. It is risky at times if required quality is not maintained at every stage of export procedure.*) is justified here.

TABLE 4.23 Different modes of advertisement adopted by the company to promote its products internationally

Sr. No.	Particulars	Respondents Favoured	Respondents Not Favoured
1	By advertising through internet	9 (39.13)	14 (60.87)
2	By advertising through the leading newspapers in the world	8 (34.78)	15 (65.22)
3	By informing the companies	15	8

	through telephone	(65.21)	(34.78)
4	Through business magazine	7 (30.43)	16 (69.57)
5	Through trade fare	11 (47.82)	12 (52.18)
6	By sending the information brochures directly to the company	10 (43.47)	13 (56.53)
7	Through other ways of advertisements	7 (30.43)	16 (69.57)
8	Searching product wise list on internet	3 (13.04)	20 (86.96)
9	Through an internet	22 (95.65)	1 (4.35)
10	Total Respondents	23 (100.0)	23 (100.0)

(Source: Field Survey)

(All the respondents have not attempted all the questions so the above table shows the total number respondents attending the question. Figures in the brackets shows the percentage of respective respondents)

Table 4.23 shows how the company promotes its product internationally. Amongst the interviewed respondents, many of them have supported for more than one option. Almost 95.65% respondents say that the company promotes the product through an agent. Around 39.13% respondents say that the company advertises the product through internet whereas 34.78% respondents believe that the company promotes the product by advertising through the leading newspapers in the world. Almost 65.21% respondents say that the company directly approaches the customers through the telephone and inform them about the product whereas very less number of respondents i.e. 30.43% say that the company advertises the product through business magazine. Round about 47.82% say that the company participate in trade fare to promote its product. Certain respondents i.e. 43.47% say that the company sends the

catalogue directly to the importer to inform him about the product. Almost 30.43% respondents do not agree with the provided options. They say that the company advertises the product through other means of advertisement.

From the above discussion, it is very clear that the company does proper advertisement of its product through one on other way. It is seen that the company doesn't give much importance in promoting through business magazine, though it can also advertises its product through this way also.

When the importers were asked how they come to know about exporters products. All the three respondents (importers) say that they come to know about the exporter's product through internet, but none of them come across the company product through leading newspapers in the world. One respondent even accepts that he comes to know the company's product through telephone and through trade fare. Almost all the respondents believe that they come to know through an agent other ways of advertisements as well as by receiving the information brochures directly to the company.

TABLE 4.24 The Role of an Agent in Export Procedure

Sr. No.	Particulars	Respondents Favoured	Respondents Not Favoured
1	He owns an indent house	10 (41.66)	14 (58.34)
2	He knows the international trade practices	10 (41.66)	14 (58.34)
3	He is responsible if the order is rejected	5 (20.33)	19 (79.67)
4	He has through knowledge about the documents required	8 (33.33)	16 (66.67)
5	He secures the trade	8 (33.33)	16 (66.67)
6	He knows the government	11	13

	regulations	(45.83)	(54.17)
7	He maintains coordination between importer and exporter	20 (83.33)	4 (16.67)
8	Total respondent	24 (100.0)	24 (100.0)

(Source: Field Survey)

(All the respondents have not attempted all the questions so the above table shows the total number respondents attending the question. Figures in the brackets shows the percentage of respective respondents)

DIAGRAM 4.16

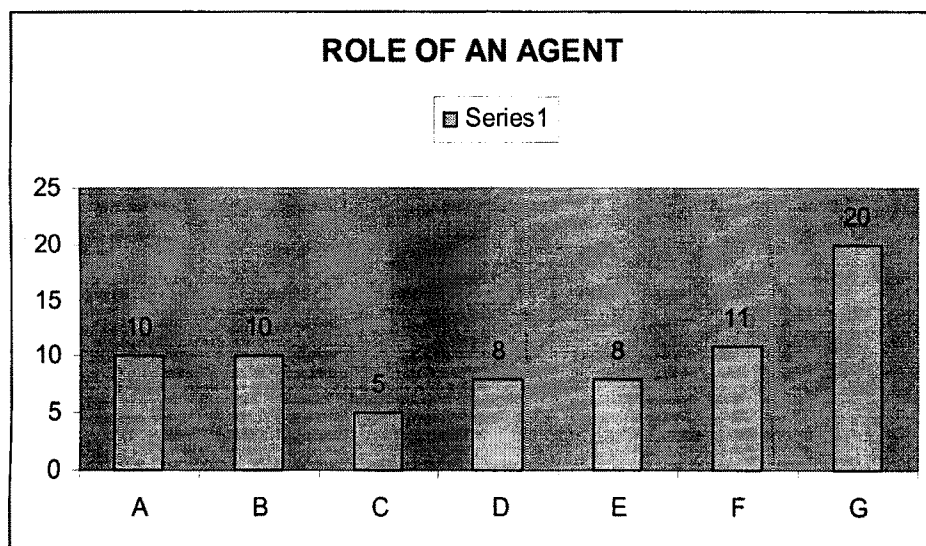


Table 4.24 and diagram 4.16 show the role of an agent in export procedure. Amongst the interviewed respondents, many of them have supported for more than one option. Around 41.66% respondents believe that he owns an indent house (house of an agent) and knows the international trade practices. Very less number of respondents i.e. 20.83/ agree that he is responsible if the order is rejected. Around 33.33% respondents say that he secures the trade and knows the government regulations. Majority of them i.e. almost 83.33% of them say that he maintains coordination between importer and exporter.

From the above analysis, it can be said that an agent plays a key role in export procedure. He not only knows the international trade practices but maintains the coordination between the importer and exporter. He also knows government regulations.

When the importers were asked about the role of an agent in giving an export order almost all the respondents (importers) say that he knows the international trade practices and maintains coordination amongst importer and exporter. Two of them say that he owns an indent house. One respondent says that he has through knowledge about the documents required in import and export trade.

TABLE 4.25 Importance of Physical Documents

Sr. No.	Particulars	Respondents Favoured	Percentage	Respondents Not Favoured	Percentage
1	Physical Documents are important	24	100.00	0	0
2	Transaction can not be proceeded without them	12	50.00	12	50.00
3	They are legal documents	12	50.00	12	50.0
4	Total	24	100.00	24	100.00

Importance Of E-Mail Orders

1	Are E- mail Orders entertained?	15	62.50	9	37.50
2	The export	17	70.83	7	29.17

	procedure is partially depend on them				
3	Total	24	100.00	24	100.00

(Source: Field Survey)

(All the respondents have not attempted all the questions so the above table shows the total number respondents attending the question.)

DIAGRAM 4.17

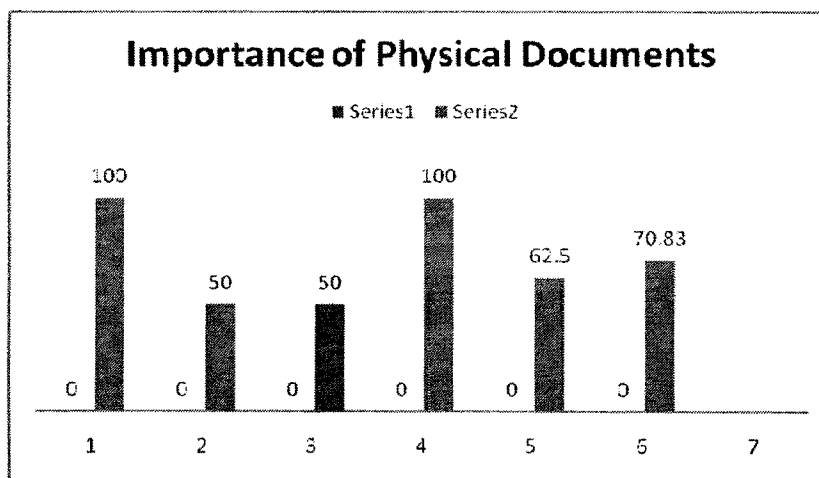


Table no 4.25 and diagram 4.17 show the importance of physical documents and e-mail orders. All the respondents i.e. 100% say that physical documents are very important in export trade. None of the respondent rejects this fact. Around 62.5% respondents say that the company does entertain e-mail orders. Around 70.83% respondents believe that the export procedure is partially depended on them whereas very less number of respondents i.e. 29.17% deny this fact. According to them the company does not depend on e-mail orders.

It is very clear that the company gives importance to physical documents but it entertains the e-mail orders too. Majority of the respondents say that the export procedure is partially depended on the e-mail orders.

When the importers were asked how far physical document are important. Almost all the respondents (importers) believe that the transactions cannot be preceded without them; they are very important and

they are legal. All of them believe export import trade is partially depended on e-mail order.

When asked to the bankers, both the respondents (bankers) say that the documents sent through internet are not entertained. They even say that the bank procedure is not depended on documents sent by the importer through internet. They (bankers) agree that the physical documents are very important. Transaction can not be preceded without them. They are legal documents.

TABLE 4.26 Different Ways of Checking the Authenticity of Physical Documents

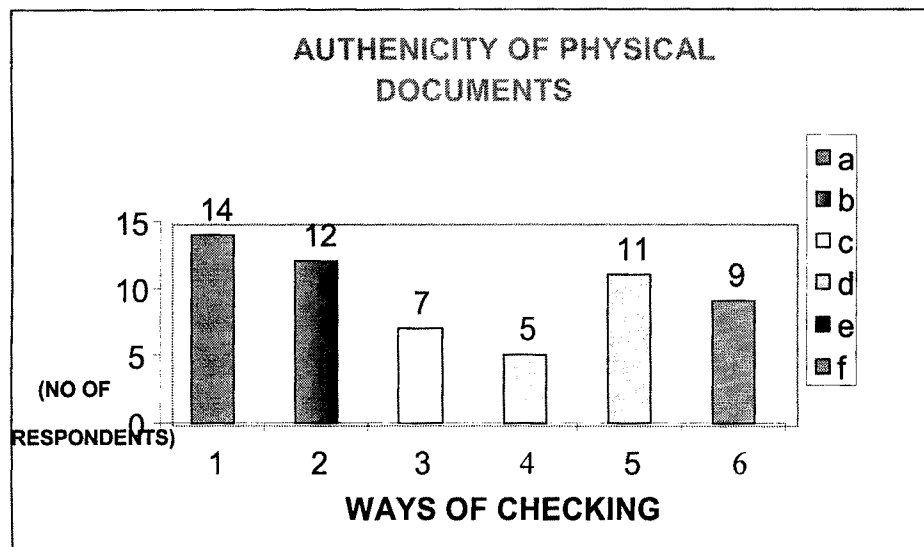
Sr. No.	Particulars	Respondents Favoured	Respondents Not Favoured
1	By getting them tested through Authorized Inspection Authorities	14 (56.00)	11 (44.00)
2	By getting them tested through Government Agencies	12 (48.00)	13 (52.00)
3	By consulting a lawyer	7 (28.00)	18 (72.00)
4	By appointing a legal expert to verify the documents	5 (20.00)	20 (80.00)
5	By verifying through the experienced company executive	11 (44.00)	14 (56.00)
6	Through other ways	9 (36.00)	16 (64.00)
7	Total	25 (100.0)	25 (100.0)

(Source: Field Survey)

(All the respondents have not attempted all the questions so the above table shows the total number respondents attending the question. Figures in the brackets shows the percentage of respective respondents)

Table 4.26 and diagram 4.17 show how the company tests the authenticity of physical documents. Around 56% respondents say that the company gets them checked through authorized inspection authority. Around 48% say that the government agencies check them. Around 28% respondents say that the physical documents are checked by consulting a lawyer. Very less number of respondents i.e. 20% of them say that a legal expert checks the physical documents sent by the importer. Almost 44% respondents say that the documents are verified by the experienced company executives. Certain respondents i.e. 36% say that the documents are tested through other ways.

DIAGRAM 4.17



It can be interpreted that the company checks the authenticity of the physical documents of the importers. In an export trade, there is a possibility that the importer may send fake documents to cheat the exporter. To secure trade from such importers is very important. So the documents have to be tested by legal experts.

When the importers were asked how they verify the authenticity of physical documents. Amongst three respondents, two of them say that they

consult a lawyer to get the documents tested. One respondent says that they verify the document through the experienced company executive.

When asked to the bankers, both the respondents (bankers) say that they check the authenticity of the importers document by verifying them in the bank itself through the senior officials.

TABLE 4.27 Importance of Oral Orders Instructions during Export Procedure

Sr. No	Particulars	Respondents Favoured	Percentage	Respondents Not Favoured	Percentage
1	Are they important?	3	15.00	17	85.00
2	For carrying out unimportant tasks	3	15.00	17	85.00
3	For deciding terms and conditions	0	0	0	0
4	Don't proceed any important work without physical document	1	5.00	19	95.00
5	Oral order is ensured through telephonic conversation	3	15.00	17	85.00
6	Oral order is ensured	1	5	19	95.00

	through an Agent				
7	Total	20	100%	20	100%

(Source: Field Survey)

(All the respondents have not attempted all the questions so the above table shows the total number respondents attending the question.)

Table 4.27 shows whether an oral order is entertained. Amongst the interviewed respondents, around 85% of them say that the company does not entertain an e-mail order whereas 15% say opposite to it. According to them the company entertains oral order for minor work. Around 5% of them say that the company doesn't proceed any important work without physical documents.

It can be interpreted that though most of the time the company does not entertain oral orders yet the company partially depends on e-mail orders.

TABLE 4.28 Factors Taken into Consideration while Calculating the Cost of Product

Sr. No.	Particulars	Respondents Favoured	Respondents Not Favoured
1	Net production cost	21 (91.30)	2 (8.7)
2	Transportation charges from the production site to the port	20 (86.95)	3 (13.05)
3	Government taxes (Service Tax, Income Tax etc.)	16 (69.56)	7 (30.44)
4	Export Duty	20 (86.95)	3 (8.7)
5	Port Charges	21 (91.30)	2 (8.7)

6	Fright Charges	19 (82.60)	4 (17.4)
7	Packing Charges	21 (91.30)	2 (8.7)
8	Marginal cost	19 (82.60)	4 (17.4)
9	Total Respondents	23 (100.00)	23 (100.0)

(Source: Field Survey)

(All the respondents have not attempted all the questions so the above table shows the total number respondents attending the question. Figures in the brackets shows the percentage of respective respondents)

DIAGRAM 4.18

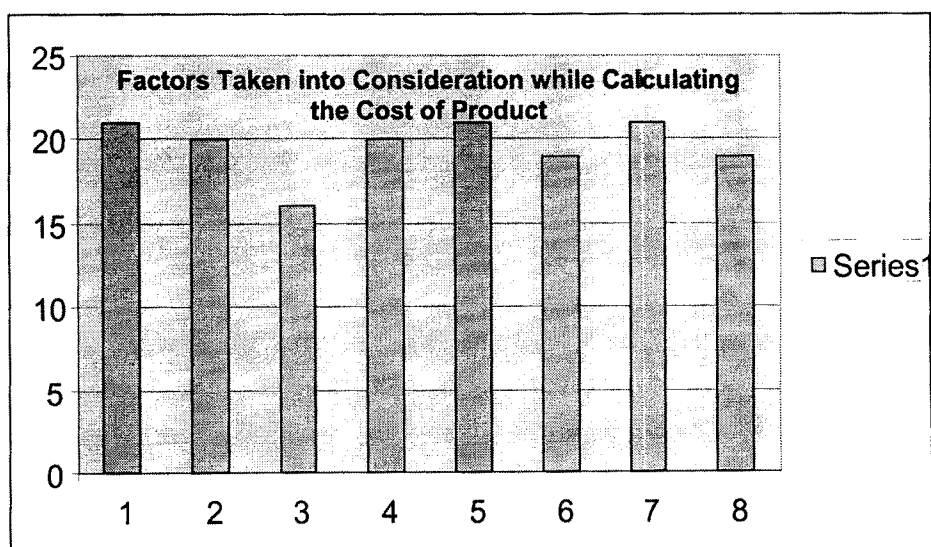


Table 4.28 and diagram 4.18 show how the company calculates the cost of the product. Around 91% respondents say that the company includes net production cost, post charges and packing cost while calculating the cost of the product whereas 86% say that the company considers transportation charges from the production site to the port, export

duty while taking the cost. Certain respondents i.e. 82.60% say that freight charges, marginal cost are also considered by the company including other charges while getting the final cost. Almost 69.56% respondents say that the company considers government taxes at the time of calculating the tax.

From the above analysis, it can be interpreted that the company calculates the cost by considering net production cost, transportation charges from the production site to the port government taxes, export duty, port charges, packing cost and net marginal cost.

TABLE 4.29 Documents Required for Executing the Export Order

Sr. No.	Particulars	Respondents Favoured	Respondents Not Favoured
1	Custom Invoice	17 (77.27)	5 (22.73)
2	Packing list	20 (90.90)	2 (9.10)
3	Ice certificate	18 (81.81)	4 (18.19)
4	Purchase order or Letter of Credit, if required	16 (72.72)	6 (27.28)
5	Custom Annexure	12 (54.54)	10 (45.46)
6	GSP (if exports to Europe)	8 (36.36)	14 (63.64)
7	Certificate Of Origin	11 (50.00)	11 (50.00)
8	Wearing Apparel Sheet	5 (22.72)	17 (77.28)
9	A copy of FCR/Airway Bill/ Bill of Lading	11 (50.00)	11 (50.0)
10	Bill of Lading/ CR.	15	7

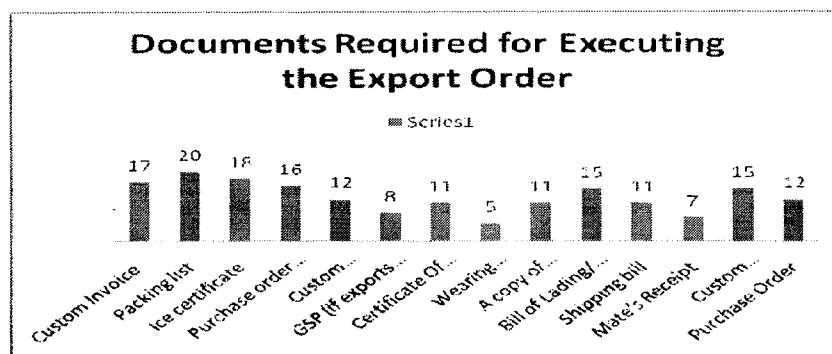
	Airway bill	(68.18)	(31.82)
11	Shipping bill	11 (50.50)	11 (50.50)
12	Mate's Receipt	7 (31.81)	15 (68.18)
13	Custom Annexure	15 (68.18)	7 (31.81)
14	Purchase Order	12 (54.54)	10 (45.36)
15	Total	22 (100.0)	22 (100.0)

(Source: Field Survey)

(All the respondents have not attempted all the questions so the above table shows the total number respondents attending the question. Figures in the brackets shows the percentage of respective respondents)

Table 4.29 and diagram 4.19 show the documents required for executing the export order. Amongst the interviewed respondents many of them have supported for more than one option as per the options provided to them. Around 77.27/ respondents say that the company needs custom invoice whereas 90.90% respondents say that the export procedure cannot be proceeded without packing list. Around 81.81/ respondents accept that IEC certificate is the vital document required while executing export order. Almost 72.72/ respondents say that the company secures the payment through letter of credit. Round about 54.34% respondents say that purchase order is required by the company. Certain respondents i.e. 36.36% say that GSP certificate is required by the company when the goods are to be exported to Europe. Around 50% respondents declare that certificate of origin, FCR and shipping bill are needed whereas very less number of respondents i.e. 22.72% say that the company needs to send wearing apparel sheet to the importer. There are certain respondents who say that bill of lading or airway bill and custom annexure is required. The percentage of this respondent is 68.18% Almost 31.81% respondents say that sales contract is very essential document in export trade.

DIAGRAM 4.19



From the above analysis we can say that the company either prepares certain documents or make them available from one or other authority. The documents required by the company are custom invoice, packing list, ICE certificate, purchase order, letter of credit, custom, annexure, GSP, certificate of origin, wearing apparel sheet, a copy of FCR/Airway Bill/bill of loading, shipping bill and mate's receipts , sales contract, purchase order. It is seen that GSP certificate is not required in all the countries whereas it is required in the European countries itself likewise certain importers don't ask for certificate of origin. It shows that all the importers do not ask for the above mentioned documents.

When the importers were asked about the documents required for importing the goods. All the three respondents (importers) say that they require customer invoice, packing list, IEC certificate, purchase order, letter of credit, custom annexure, asp (if exports to Europe), certificate of origin, wearing apparel sheet, airway bill/bill of lading shipping bill, mates receipt sales contract and purchase order.

When asked to the bankers, both the respondents (bankers) believe that they require IEC certificate, purchase order and sales contract from the importer for opening the latter of credit.

TABLE 4.30 Documents Required for the Government of both the Parties

Sr. No.	Particulars	Respondents Favoured	Respondents Not Favoured
1	Custom Clearance Certificate	21 (70.00)	9 (30.00)
2	ICE Certificate	20 (66.66)	10 (33.34)
3	Certificate Of Origin	18 (60.00)	12 (40.00)
4	GSP (if exports to Europe)	11 (36.66)	19 (63.34)
5	Export License	17 (56.66)	13 (43.34)
6	Certificate of Inspection	20 (66.66)	10 (33.34)
7	Custom Invoice	22 (73.33)	8 (26.67)
8	Total	30 (100.0)	30 (100.0)

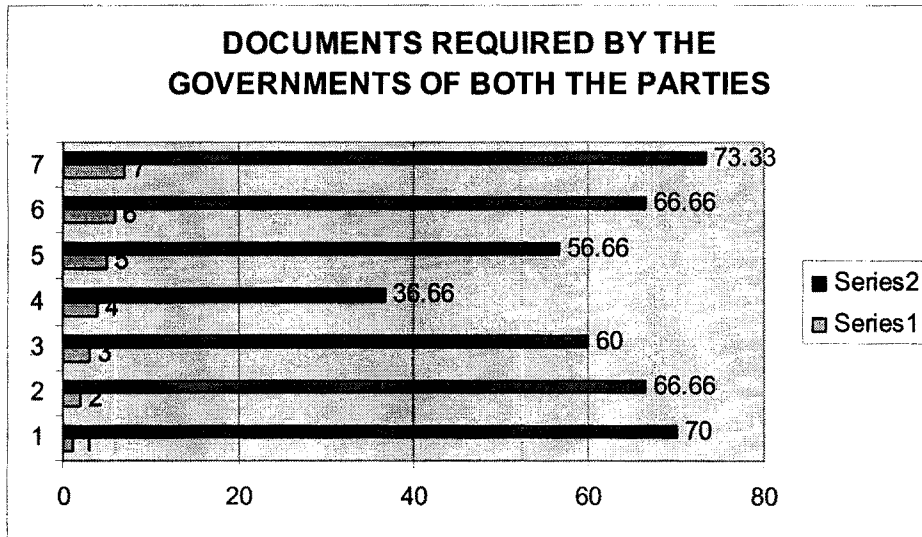
(Source: Field Survey)

(All the respondents have not attempted all the questions so the above table shows the total number respondents attending the question. Figures in the brackets shows the percentage of respective respondents)

Table 4.30 and diagram 4.20 show the document required from the governments of the both the parties. Around 70% of the respondents say that custom clearance certificate is required from the governments of both the parties and 66.66% respondents believe that IEC certificate or a code number and certificate of inspection are needed by the governments of an importer as well as of an exporter. Around 60.00% respondents say that certificate of origin is essential. Almost 36.66% do believe that GSP certificate is required if the company is exporting to European countries. Certain respondents give importance to export license and there

percentage is 56.66%. Around 73.33% respondents say that custom invoice to be sent to the importer, has to be obtained from the custom officer from the importers country who is stationed at the exporter's port.

DIAGRAM 4.20



From the above statistical analysis, we understand that the governments of both the parties require custom clearance certificate, IEC certificate, certificate of origin, GSP (if exports to Europe) export license, certificate of inspection, custom invoice and drawback copy. Maintaining proper documents is a pre-requisite in export trade. At most care has to be taken while drafting these documents.

When the importers were asked about the documents required from the governments of both the parties. All three respondents (importers) say that they need. Custom clearances certificate, ICE certificate, certificate of origin, GSP, export license certificate of inspection, custom invoice and drawback copy.

TABLE 4.31 The Role of Quality Control Department in Export Procedure

Sr. No.	Particulars	Res-pondents Favoured	Per-centage	Res-pondents Not Favoured	Per-centage
1	It keeps a strict vigil over every department	49	87.5	7	12.5
2	Observing the production process and maintaining daily record to find the loopholes in the production	54	96.42	2	3.58
3	Informing the particular department/person to improve the quality	53	94.64	3	5.36
4	Checking the quality of goods against the standard parameters	54	96.42	2	3.58
5	Training the employees before executing the export order	56	100.0	0	0.0
6	10%random inspection of goods before shipment	42	75.00	14	25.00
7	Total	56	100.00	56	100.00

(Source: Field Survey)

(All the respondents have not attempted all the questions so the above table shows the total number respondents attending the question.)

Table 4.31 shows the role of quality control department in export procedure. Amongst the interviewed respondents, almost all of them have supported for more than one option. Almost all the respondents i.e. 100% respondents say that the company does have quality control department. Around 96.42% respondents say that quality control department keeps a strict vigil over every department during the export order being executed

and guides the particular department or an employee to improve the quality. Almost 94% respondents say that the quality control department observes the production process and maintains proper record to find the loopholes in the production and instructs the employees to work on the loopholes so as to remove them. Almost 100% respondents say that the quality control department checks the quality of goods against the standard parameters. Around 75% respondents say that the quality control department trains the employees before executing the export order and 92.85% of them believe that this department does 10% random inspection of goods before shipment.

From the above analysis we can say that the quality control plays a major role in maintaining the required quality of a product during the production process. It takes necessary steps to maintain the desired quality at every step in production process.

TABLE 4.32 Steps Taken By the Company to Modify the Rejected Sample

Sr. No.	Particulars	Respondents Favoured	Respondents Not Favoured
1	Standard parameters are evaluated	53 (94.64)	3 (5.36)
2	Weekly/monthly report of production process are assessed	28 (50.00)	28 (50)
3	Raw material is tested	53 (94.64)	3 (5.36)
4	Reports of the inspection authority are studied	50 (89.28)	6 (10.72)

5	New set of standards is prepared	42 (75.00)	14 (25.00)
6	Machines are monitored	41 (73.21)	15 (26.79)
7	Inspected from SGS laboratory before buyers approval	47 (83.92)	9 (16.08)
8	Total	56 (100.0)	56 (100.00)

(All the respondents have not attempted all the questions so the above table shows the total number respondents attending the question. Figures in the brackets shows the percentage of respective respondents)

DIAGRAM 4.21 Steps Taken By the Company to Modify the Rejected Sample

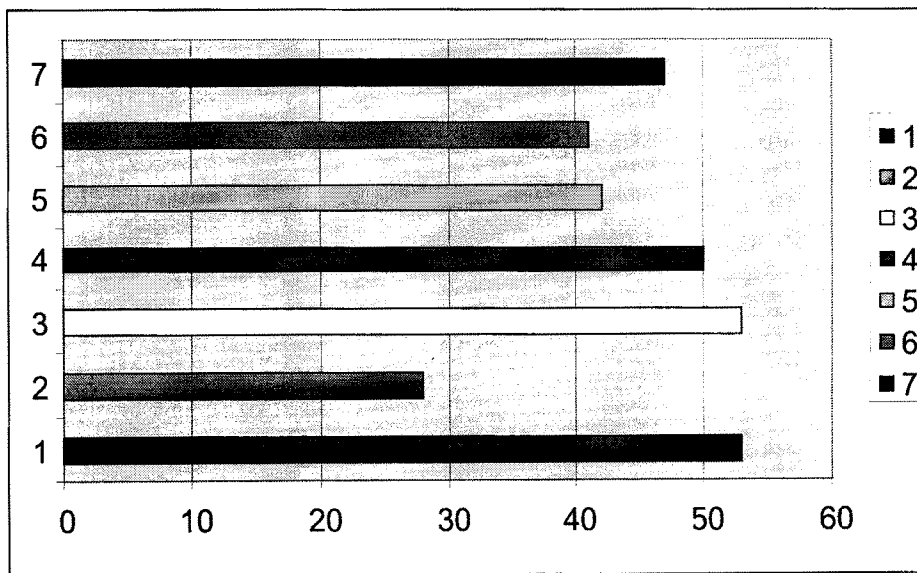


Table 4.32 and diagram 4. 21 show the measures taken by the company if the product sample sent is rejected. Amongst the interviewed respondents majority of them i.e. 94.64% of them say that the company evaluates standard parameters and tests the raw material. Around 50% of them say that raw material is tested. Almost 50.00% of them believe that weekly/monthly reports of production process are assessed. Round about

89.28% respondents say that the company studies reports of the inspection authority. Certain respondents i.e. 75.00% of them say that the company prepares new set of standards about 73.21% of them accept that machines are monitored and 83.92% of them say that the rejected sample is sent to the SGS laboratory for inspection.

From the above discussion we understand that the company does take efforts to improve the quality of its product if the sample is rejected by the importer necessary steps are taken to improve the quality of the product.

TABLE 4.33 Problems that may Occur due to Geographical Set-up of the Company

Sr. No.	Particulars	Respondents Favoured		Respondents Not Favoured	
		Respondents	Percentage	Respondents	Percentage
1	Skilled employees are not available in sufficient number	33	71.73	13	28.27
2	Climate is not suitable	39	84.78	7	15.22
3	Raw material is costlier	18	39.13	28	60.87
4	Lack of transportation facilities	34	73.91	12	26.09
5	Transportation charges till the port are costlier	35	76.08	11	23.92

6	Company Location is not easily accessible	17	36.95	29	63.05
7	Raw material is not available easily	6	13.04	40	86.96
8	Difficult to get the experienced and qualified staff due to rural locality	8	17.39	38	82.96
9	Modern urban facilities are not available	32	69.56	14	30.44
10	The cost of the product increases	37	80.43	9	19.57
	Total	46	100	46	100

(Source: Field Survey)

(All the respondents have not attempted all the questions so the above table shows the total number respondents attending the question.)

Table 4.33 shows whether the geographical set up of the company creates any obstacles in the export procedure. Around 71.33% accept that geographical set up does create obstacles in the export procedure. On accepting this point they have further clarified it in a more specific way. Maximum respondents about 84.78% of them say that the company does not have skilled employees or not available in sufficient number. Almost 39.13% of them say that climate of the place where the company is situated is not suitable. They even say that the cost of the product

increases due to geographical setup. About 73.91% respondents believe that raw material is not available easily in the region where the company is located. Certain respondents i.e. 76.08% say that there is lack of transportation facilities. Round about 36.95% respondents say that transportations charges from the company to the port are costlier. Very less number of respondents i.e. 13.04% say that the company location is not easily accessible. Few respondents i.e. 17.39% say that raw material is not available easily. Around 69.56% of them believe that the company faces problems to get the experienced and qualified staff due to rural locality whereas 80.43% respondents say that modern urban facilities are not available.

From the above analysis we can say that to some extent geographical set up of the company does create obstacles to the company in its smooth functioning of export procedure. The company does not get skilled employees in sufficient quantity as well as to get experienced qualified staff is very difficult. The company does not get the raw material easily and sometimes it is costlier. There are problems of transportation. Even transportation charges till the port are costlier. Few of them say that the company location is also not easily accessible and is far away from modern urban facilities are not available.

H1 (The problems during the implementation of export procedure in Arvund Universal textile Pvt. Ltd, Ichalkarnji , Kolhapur are uncertain but they can be faced skillfully by taking precautionary measures.) is accepted which is based on the above table.

TABLE 4.34 Parties held responsible if the goods are spoiled or damaged in transit

Sr. No.	Particulars	Respondents Favoured	Respondents Not Favoured
1	The Agent	1 (4.22)	23 (95.78)
2	The Exporter	4 (16.66)	20 (83.34)

3	The Importer	13 (54.16)	11 (45.84)
4	The Shipping Corporation	21 (87.5)	3 (12.5)
5	Other than above	2 (8.33)	22 (91.57)
6	Total	24 (100.0)	24 (100.0)

(Source: Field Survey)

(All the respondents have not attempted all the questions so the above table shows the total number respondents attending the question. Figures in the brackets shows the percentage of respective respondents)

DIAGRAM 4.22

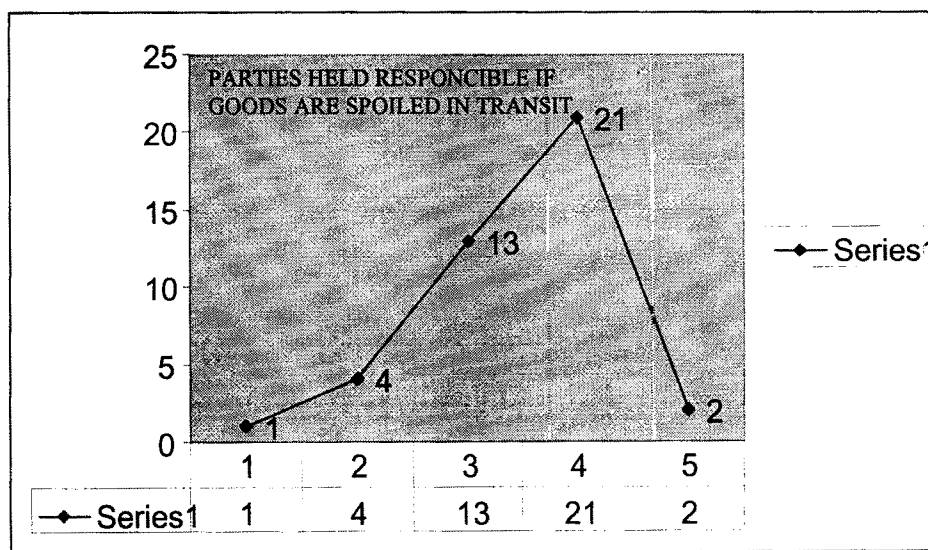


Table 4.34 and diagram 4.22 show to whom the company holds responsible if the goods are spoiled or damaged in transit whether to an importer or to a shipping corporation or the company takes the responsibility own its own. Maximum respondents i.e. 87.5% of them say that the shipping corporation is responsible whereas 54.16% consider that an importer is held responsible. Very less number of respondents i.e. 16.66% say that the company takes the responsibility on itself if the goods are spoiled or damaged in transit.

From the above analysis it can be interpreted that mostly shipping corporation is held responsible if the goods are spoiled or damaged in transit. Very rarely the company or an importer is held responsible for the damage. As the sole responsibility of carrying the goods safely lies with the shipping corporation it may also face uncertain casualties.

When the importers were asked about the party, they hold responsible if the goods are spoiled or damaged in transit, out of three respondents (importers), two of them say that the exporter is responsible. One respondent (importer) says that the shipping corporation is responsible if the goods are spoiled. None of them think that the agent and the importer are responsible for the damage of goods.

H1 (The problems during the implementation of export procedure in Arvund Universal textile Pvt. Ltd, Ichalkarnji , Kolhapur are uncertain but they can be faced skillfully by taking precautionary measures.) is accepted which is based on the result

H2 (Exporting is a systematic process of expanding the business across the national borders. It is risky at times if required quality is not maintained at every stage of export procedure.) is justified here.

TABLE 4.35 Parties That Bear Lose If the Goods Are Spoiled During Transit

Sr. No.	Particulars	Respondents Favoured	Respondents Not Favoured
1	The Agent	4 (17.39)	19 (82.61)
2	The Exporter	6 (26.08)	17 (73.92)
3	The Importer	7 (30.43)	16 (69.57)
4	The Shipping Corporation	18 (78.26)	5 (21.74)

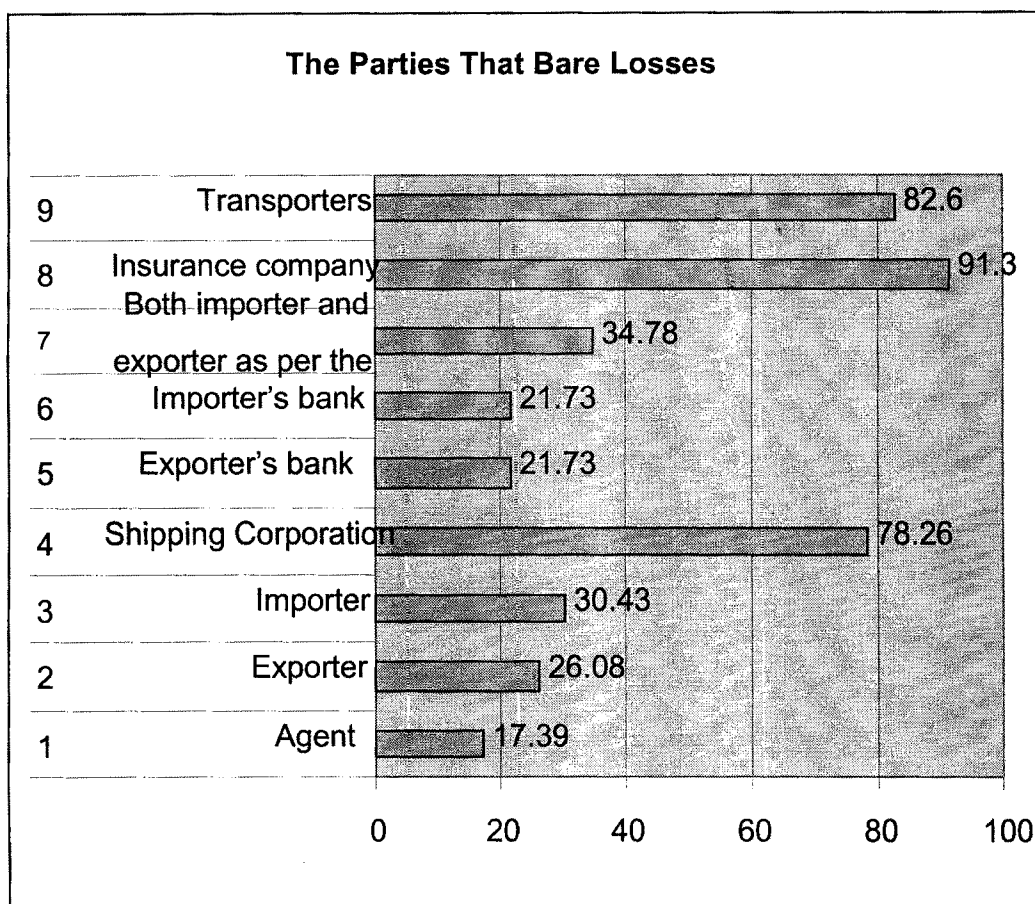
5	The exporter's bank	5 (21.74)	18 (78.26)
6	The importer's bank	5 (21.73)	18 (78.26)
7	Both importer and exporter as per the contract	8 (34.78)	15 (65.22)
8	The insurance company	21 (91.30)	2 (8.7)
9	Transporters	19 (82.60)	4 (17.4)
10	Total	23 (100.0)	23. (100.0)

(Source: Field Survey)

(All the respondents have not attempted all the questions so the above table shows the total number respondents attending the question. Figures in the brackets shows the percentage of respective respondents)

Table 4.35 and diagram 4.23 show the party who bare the losses if the goods are spoiled or damaged in transit. Amongst the interviewed respondents majority of them i.e. 91.30% say that the insurance company reimburses the loses if the goods are ensured. Very less number of respondents i.e. 17.39% of them say that an agent bares the losses whereas 26.08% of them say that the company itself has to shell out for the loss. Around 30.43% respondents believe that the importer bears the losses and 78.26% of them consider that the shipping corporation is responsible. Round about 21.73% respondents say that the exporter's bank and importers bank pay for the losses. Almost 34.78% respondents believe that both the importer and exporter bare the losses as per the contract signed by them. Almost 82.60% respondents say that the transporters suffer the losses.

DIAGRAM 4.23



It can be said that most of the respondents have pointed towards the insurance company. Even many of them do believe that the shipping corporation and the transporters have to bare the losses. It is also true that the company and an importer sign a contract before executing an order. The contract clearly mentions the parties to be held responsible and have to compensate the losses if the goods are spoiled or damaged in transit.

When the importers were asked about the party that bears the losses, two respondents say that the exporter bears the losses whereas one respondent says that it is the shipping corporation who bears the losses.

TABLE 4.36 Reasons for the Cancellation of Export Order

Sr. No.	Particulars	Respondents Favoured	Respondents Not Favoured
1	If the goods do not match with the required standards	23 (85.18)	4 (14.82)
2	If the goods are not in a required quantity	15 (55.55)	12 (44.45)
3	If the goods are not packed as per the standard norms	26 (96.29)	1 (3.71)
4	If the goods are not received in time	14 (51.94)	13 (48.23)
5	Due to political conditions in-between both the countries	16 (62.6)	11 (37.4)
6	Due to fluctuations in exchange rate	7 (22.22)	20 (77.78)
7	Total	27 (100.00)	27 (100.00)

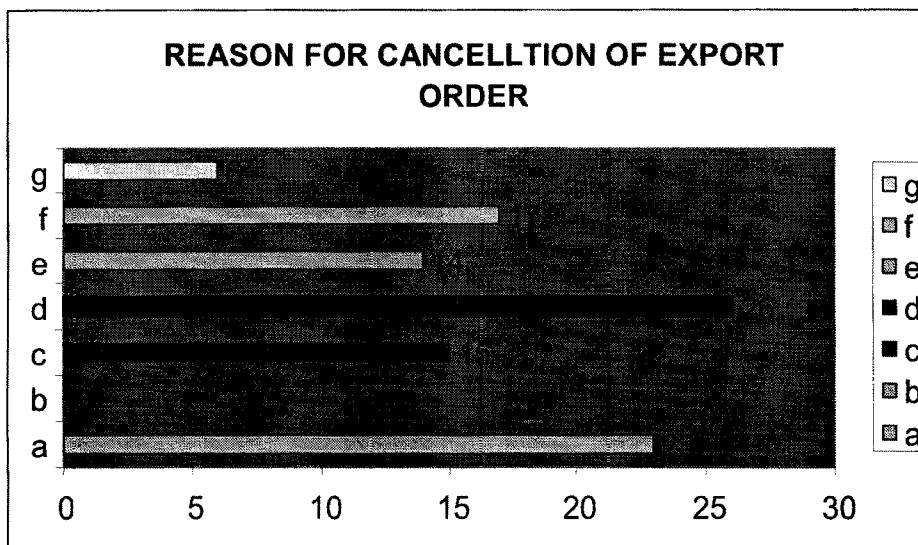
(Source: Field Survey)

(All the respondents have not attempted all the questions so the above table shows the total number respondents attending the question. Figures in the brackets shows the percentage of respective respondents)

Table 4.36 and diagram 4.24 show the reasons responsible for the cancellation of an export order. Majority of the interviewed respondents i.e. 96.29% believe that the export order is cancelled if the goods are not packed as per the standard norms. Very less number of respondents i.e. 22.22% say that the order is cancelled due to fluctuation in exchange rate. Around 85.18% them say that the order is canceled if the goods do not match with the required standards whereas 55.55% respondents believe that if the goods are not in a required quantity they are cancelled. About

51.94% say that the order is rejected if the goods are not received on time and around 62.66% respondents say that political conditions between both the countries leads to the cancellation of an order.

DIAGRAM 4.24



From the above analysis, it can be interpreted that order can be cancelled on any grounds discussed above. The problem may occur either in packing of goods or regarding quality of goods. There is a possibility of cancellation of goods due to late delivery. Some times fluctuation in exchange rates and uncertain political conditions in importers country can lead to the fluctuation of exchange rate.

When the importers were asked about the reasons for the cancellation of an export order, all three respondents (importers) believe that the export order is cancelled if the goods do not match with the required standard and they even say that the goods are cancelled due to unfavorable political conditions between two countries.

H1 (The problems during the implementation of export procedure in Arvund Universal textile Pvt. Ltd, Ichalkarnji , Kolhapur are uncertain but they can be faced skillfully by taking precautionary measures.) is accepted which is based on the result

H2 (*Exporting is a systematic process of expanding the business across the national borders. It is risky at times if required quality is not maintained at every stage of export procedure.*) is justified here.

TABLE 4.37 In-house Constraints Faced by the Company

Sr. No.	Particulars	Respondents Favoured	Respondents Not Favoured
1	Heavy Load-shading	53 (94.64)	3 (5.36)
2	Scarcity of raw material	26 (46.42)	30 (53.58)
3	Insufficient employees due to absenteeism	15 (26.78)	41 (73.22)
4	Insufficient raw material	22 (39.28)	34 (60.72)
5	If workers go on strike	10 (17.85)	46 (82.15)
6	Lack of workers' commitment	11 (19.64)	45 (80.36)
7	Internal clashes between the management and the workers	13 (23.21)	43 (76.79)
8	Old-dated machineries	21 (37.50)	35 (62.5)
9	Insufficient working capital	3 (5.35)	53 (94.65)
10	Delay in Production	20 (35.71)	36 (64.29)
11	Faulty Planning	14 (25.00)	42 (75.00)
12	Total	56 (100.0)	56 (100.0)

(Source: Field Survey)

(All the respondents have not attempted all the questions so the above table shows the total number respondents attending the question. Figures in the brackets shows the percentage of respective respondents)

Table 4.37 shows whether the company faces in-house constraints. Amongst the interviewed respondents 94.64% say that the company faces the problem of heavy load-shading. Very less number of respondents i.e. 5.35% say that insufficient working capital is one of the constraint faced by the company. Round about 46.42% respondents believe that scarcity of raw material is one of the in-house constraints. Around 26.78% of them say that insufficient employees due to absenteeism is one of the in-house problem and 39.28% of them say that insufficient raw material is the major problem in the organization. Almost 17.85% respondents say that sometimes workers create problem by going on strike. Lack of workers commitment is another problem before the management and this view is supported by 19.64% respondents. Round about 23.21% respondents say that internal clashes between the management and the workers create problem for the smooth functioning of export procedure. About 37.50% respondents believe that old dated machineries pose problem to the workers. Delay in production due to one or other reason is also one of the problems of the company and it is supported by 33.71% respondents. Round about 25.00% respondents say that faulty planning of the management leads to certain problems.

From the above discussion it is understood that the company faces certain unavoidable problems such as load shading, scarcity of raw material, insufficient employees due to absenteeism, insufficient raw material, workers strike, lack of workers commitment, internal clashes between the management and the workers, old dated machineries, insufficient working capital, delay in production and faulty planning of the management.

TABLE 4.38 Measures adopted by the company if the workers are on strike

Sr. No.	Particulars	Respondents Favoured	Respondents Not Favoured
1	Appoint new employees	12 (54.54)	10 (45.46)
2	Negotiate with them to sort the issue	16 (72.72)	6 (27.28)
3	They are threatened/warned to return on work by giving them deadline	10 (45.36)	12 (54.64)
4	Persuading them to return on work with a promise to fulfill their demand in future	12 (54.64)	10 (45.36)
5	Getting the extension from the importer for the delivery of goods	15 (68.13)	7 (31.82)
6	Get done the order from the other company to maintain good relation with the importer	15 (68.18)	7 (31.82)
7	Total Respondents	22 (100.0)	22 (100.0)

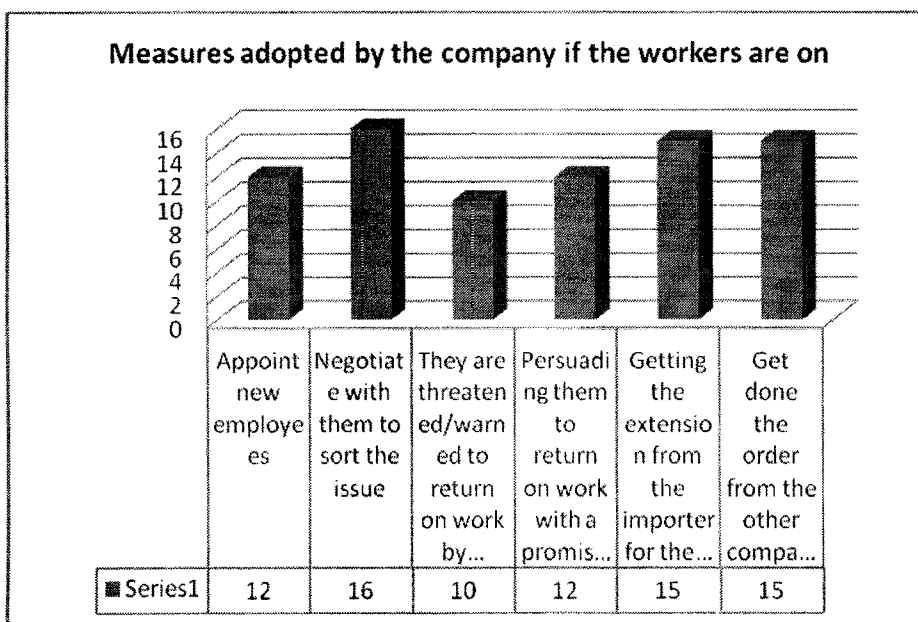
(Source: Field Survey)

(All the respondents have not attempted all the questions so the above table shows the total number respondents attending the question. Figures in the brackets shows the percentage of respective respondents)

Table 4.38 and diagram 4.25 show how the company tackles the problems if workers go on strike. Around 54.54% say that the company appoints new employees to solve this problem whereas majority of them i.e. 72.72% say that the company negotiates with the workers to sort out

the issue. Almost 45.45% respondents say that if the workers go on strike, the management of the company warns the workers to return on work by giving them deadline. Around 54.54% respondents say that to sort out the issue the company persuades the workers to return on work with a promise to fulfill their demands in future. About 68.18% respondents say that the company gets the extension from the importer for the delivery of goods. They even say that the company gets done the order from the other company to maintain good relation with the importer

DIAGRAM 4.25



It can be interpreted that the company negotiates with the workers to sort out the issue. The company even persuades the workers to return on work with a promise to fulfill their demands in future.

TABLE 4.39 Government's Export Promotion Schemes to Encourage the Export Trade

Sr. No.	Particulars	Respondents Favoured	Respondents Not Favoured
1	Government grants incentives after the completion of a deal	15 (68.18)	7 (31.82)

2	It gives trade concessions like concession on export duty	5 (22.72)	17 (77.28)
3	Offers subsidies on loan	5 (22.72)	17 (77.28)
4	Offers Tax Free Holidays	5 (22.72)	17 (77.28)
5	Gives tax concession on the purchase of the raw material	11 (50.00)	11 (50.00)
6	Special Economic Zone	5 (22.72)	17 (77.28)
7	EPCG Scheme	7 (31.81)	15 (68.18)
8	DEPB Scheme	10 (45.45)	12 (54.55)
9	Total	22 (100.0)	22 (100.0)

(Source: Field Survey)

(All the respondents have not attempted all the questions so the above table shows the total number respondents attending the question.)

Table 4.39 shows how the government promotes export trade. Majority of respondents i.e. 68.18% say that the government grants incentives after the completion of a deal. Around 22.72% respondents say that the government gives trade concessions like concessions on export duty, offers subsidies on loan, offers tax free holidays and declares a region as special economic zone. Round about 50% of them believe that the government gives tax concession on the purchase of raw material. Almost 31.81% respondents say that the government offers DEPD scheme.

From the above discussion we understand that the government promotes the export trade by granting incentives to the company. Usually

the incentive is given after the completion of a deal. It shows the government encourages the company to carry export trade. We can even understand government offers subsidies on loan, offers tax free holidays and offers schemes like EPCG scheme and DEPD scheme.

When the importers were asked about the role of government in promoting trade, all three respondents (importers) say that government gives tax concession on the purchase of the raw material and it declares a region as a special economic zone.

When asked to the bankers, both the respondents (bankers) believe that they face government restrictors.

TABLE 4.40 Provisions to Manage the Fluctuation in Exchange Rate.

Sr. No.	Particulars	Respondents Favoured	Respondents Not Favoured
1	We quote the price higher by keeping the profit margin high to avoid risk of fluctuation in exchange rate	21 (95.45)	1 (4.55)
2	Makes the importer to bare the losses if there would be loss in business due to fluctuation in exchange rate	6 (27.27)	18 (72.73)
3	The payment is made as per the rates decided in the agreement irrespective of fluctuation in exchange rate	18 (81.81)	4 (18.19)
4	Increase the production cost with high marginal	7 (31.81)	15 (68.19)
5	Less Raw material cost inventory stock	7 (31.81)	15 (68.19)
6	Total	22 (100.00)	22 (100.0)

(Source: Field Survey)

(All the respondents have not attempted all the questions so the above table shows the total number respondents attending the question.)

Table 4.40 shows the precautions and measures the company takes to manage the fluctuation in exchange rates. Amongst the interviewed respondents; majority of them i.e. 95.45% of them say that the company quotes the price higher by keeping the profit margin high to avoid risk of fluctuation in exchange rate. Very less number of respondents i.e. 27.27% of them say that the company makes the importer to bare the losses if there would be loss in business due to fluctuation in exchange rate. Round about 81.81% respondents say that the company makes the payment as per the rates decided in the agreement irrespective of fluctuation in exchange rate. Almost 31.81% respondents say that the company increases the production cost with high margin as well as less raw material cost and inventory stock.

From the above discussion it can be understood that mostly company quotes the price higher by keeping the profit margin high. It is also true that the company suffers loss due to fluctuation in exchange rate, in that case, the company makes the importer to bare losses. It can be said that the fluctuation of currency rates is one of the problem that the company faces and it takes measures to safeguard the business from such fluctuations.

TABLE 4.41 The Mode of Receiving The Payment

Sr. No.	Particulars	Respondents Favoured	Percentage	Respondents Not Favoured	Percentage
1	Through letter of credit	45	90.00	5	10.00
2	Through Telegraphic Transfer system	20	40.00	30	60.00
3	Through online money transfer system	3	6.00	47	94.00

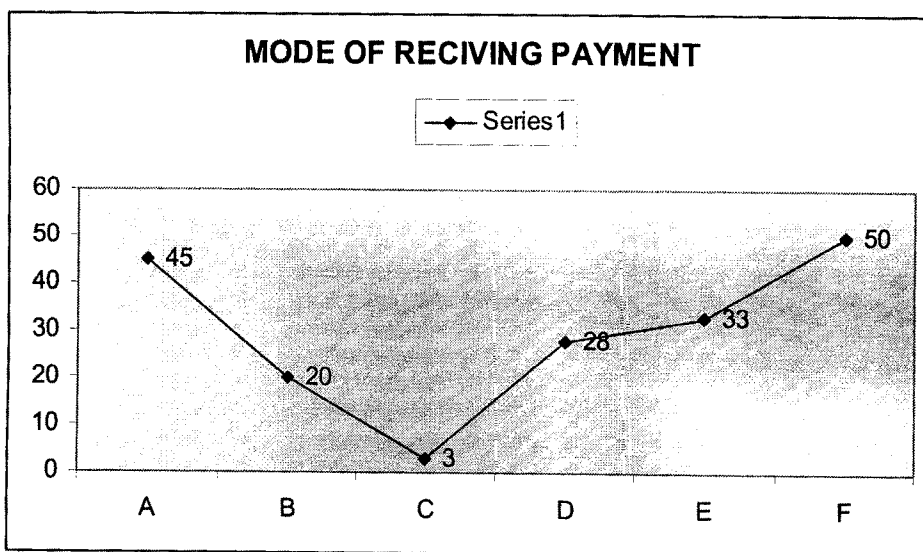
4	Through demand draft	28	56.00	22	44.00
5	Through L/C at sight	33	66.00	17	34.00
6	Within 15 days from B /L date	50	100.0	00	00
7	Total	50	100.0	50	100.0

(Source: Field Survey)

(All the respondents have not attempted all the questions so the above table shows the total number respondents attending the question.)

Table 4.41 and diagram 4.26 show the mode through which the company receives the payment. Amongst the interviewed respondents, majority of them i.e. 90.00% of them say that the company receives the payment through letter of credit. Around 40.00% respondents say that the company gets the payment through telegraphic transfer system. Almost 66.00% respondents say that the company receives the payment through L/C at sight. Very less number of respondents i.e. 6.00% say that the company receives the payment through online money transfer system. Around 56.00% respondents say that the company gets the payment through demand draft.

DIAGRAM 4.26



From the above discussion, it is seen that though online money transfer system is the fastest mode of receiving the payment in export trade but very few of them say that the company receives the payment through this mode. It can be said that mostly the company receives the payment through letter of credit, through demand draft and through telegraphic transfer system.

When the importers were asked how they send the payment to the exporter, amongst three respondents (importers) two of them say that they send it through online money transfer system. One respondent says that he sends the money through Letter of Credit at sight.

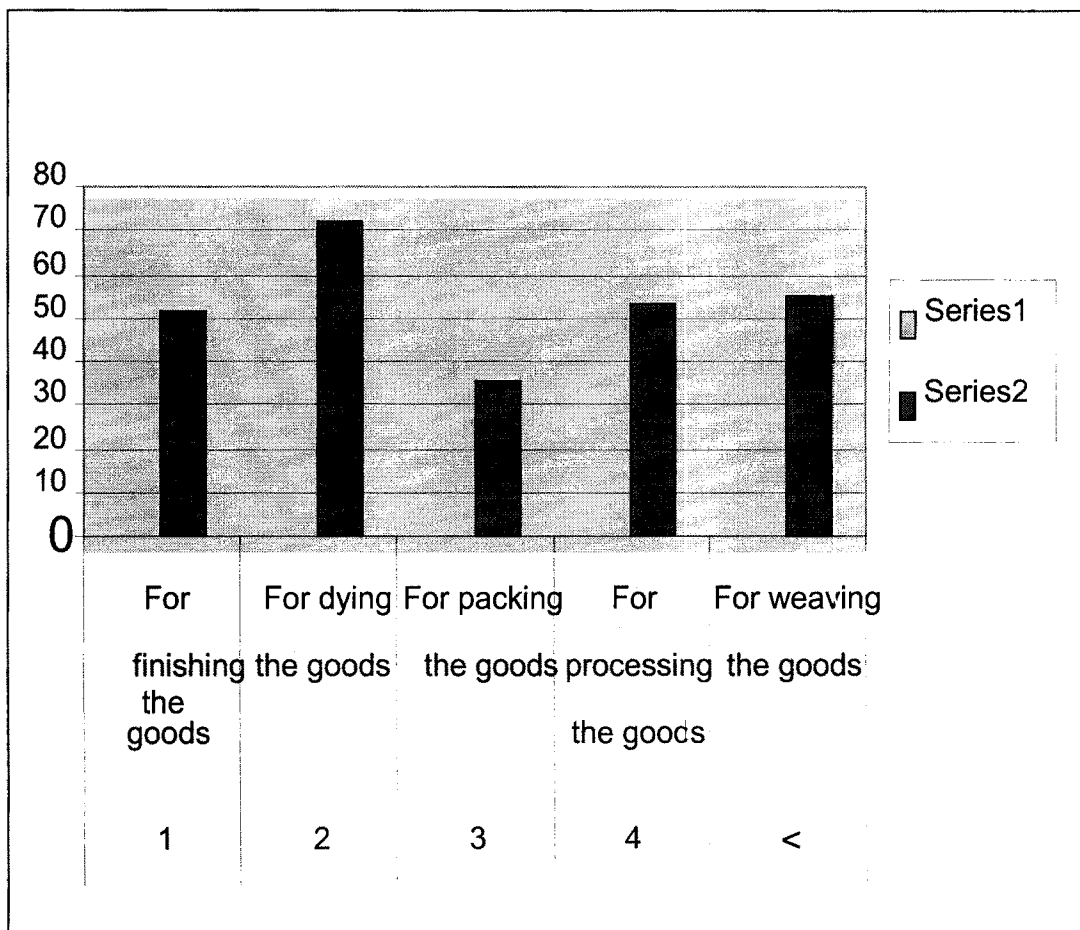
TABLE 4.42 Whether the company relies on other companies for one or other work

Sr. No.	Particulars	Respondents YES		Respondents NO	
		Percentage	Percentage	Percentage	Percentage
	Is the company depended on other companies?	26	52.00	24	48.0
1	For finishing the goods	28	56.00	22	44.00
2	For dying the goods	39	78.00	11	22.00
3	For packing the goods	19	38.00	31	62.00
4	For processing the goods	29	58.00	21	42.00
5	For weaving the goods	30	60.00	20	40.00
6	Total	50	100.0	50	100.0

(All the respondents have not attempted all the questions so the above table shows the total number respondents attending the quest

Table 4.42 and diagram 4.27 show whether the company relies on other companies for one or other work. Around 48.14% respondents accept that the company depends on other companies for one or other work whereas 18.5% respondents deny this fact. Those respondents who accept this fact have agreed for more than one option. Around 51.85% respondents say that the company is depended on other companies for finishing the goods. Around 72.22% respondents say that the company at times gets done the dying from other companies. About 35.18% respondents say that the company is depended on other companies for packing the goods whereas 53.70% respondents say that the company relies on other companies for processing of goods. Certain respondents say that the company gets done the weaving from other companies.

DIAGRAM 4.27 Company's dependence on other companies



From the above explanation, it can be understood that sometimes the company depends on other companies for finishing, dyeing, packing, processing and weaving of goods though it has all these facilities inside the house.

TABLE 4.43 Company's measures to tackle the problems if the employees are not skilled

Sr. No.	Particulars	Respondents Favoured	Respondents Not Favoured
1	Never appoint unskilled employees	7 (31.81)	15 (68.19)
2	Appoint experts to	20	2

	train the employees by arranging training sessions or orientation programs	(90.90)	(9.10)
3	Never arranges any formal training programs	6 (27.27)	16 (72.73)
4	Directly appoints skilled and experienced employees	6 (27.27)	16 (72.73)
5	Undertake measures to sharpen the skills of the employees	8 (36.36)	14 (63.64)
6	Total	22 (100.0)	22(100.0)

(All the respondents have not attempted all the questions so the above table shows the total number respondents attending the question. Figures in the brackets shows the percentage of respective respondents)

Table 4.43 shows the measures the company takes to tackle the problems of unskilled employees. Amongst the interviewed respondents; majority of them i.e. 90.90% of them say that the company appoints an expert to train the employees by arranging training sessions or orientation programmes. Around 31.81% respondents believe that the company never appoints unskilled employees. Very less number of respondents i.e. 27.27% say that the company neither arranges any training programmes nor trains the employees through external the experts. Round about 36.36% respondents say that the company directly appoints skilled and experienced employees and 77.27% respondents believe that the company undertakes measures to sharpen the skills of the employees.

From the above analysis, we understand that though majority respondents believe that the company appoints an expert to train the employees by arranging training sessions or orientation programmes, few respondents deny this fact. According to them the company neither appoints an expert nor arranges any formal training programmes.

TABLE 4.44 The Role of a Bank in Export Procedure

Sr. No.	Particulars	Respondents Favoured	Respondents Not Favoured
1	To legalize the trade	22 (88.0)	3 (12.0)
2	To act as a mediator	8 (32.0)	17 (68.0)
3	To secure trade	11 (44.0)	14 (56.0)
4	To ensure the payment of the exporter	12 (48.0)	13 (52.0)
5	To accept the drafts/documents from importer as well exporter	22 (88.0)	3 (12.0)
6	To issue the drafts to the importer as well exporter	13 (52.0)	12 (48.0)
7	To open an irrevocable account on the name of the exporter	18 (72.0)	7 (28.0)
8	To confirm the letter of credit	12 (48.0)	13 (52.0)
9	To keep coordination between importer and exporter	10 (40.0)	15 (60.0)
10	To provide the technical training	1 (4.0)	24 (96.00)
11	Total	25 (100.0)	25 (100.0)

(Source: Field Survey)

(All the respondents have not attempted all the questions so the above table shows the total number respondents attending the question. Figures in the brackets shows the percentage of respective respondents)

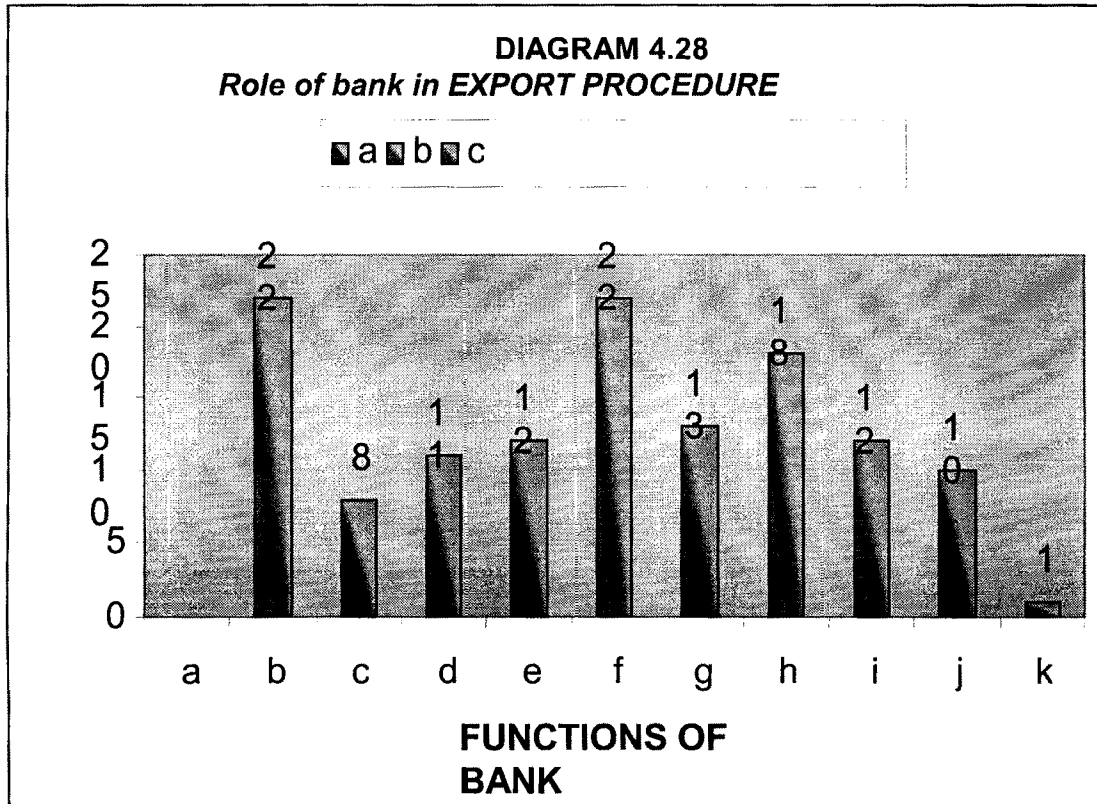


Table 4.44 and diagram 4.28 show the role of bank in export procedure. Amongst the interviewed respondents; majority of them i.e. 88.00% say that the bank legalizes the export trade and it also accepts the drafts/ documents from the importer as well as from the exporter. Around 32.00% respondents say that the bank acts as a mediator in export trade whereas 44.00% respondents believe that it secures exporters trade. Round about 48.00% respondents believe that the bank assures the company's payment and it also confirms the letter of credit. Around 72% respondents say that it opens an irrevocable account on the name of the exporter. Almost 40.00% respondents believe that the bank maintains the coordination between importer and exporter. Very less number of respondents say that the bank provides technical training.

From the above discussion we understand that the bank plays a key role in export trade. Especially it has a very important role in assuring the payment of the company. Besides this, it acts as a mediator, accepts the drafts/ documents from importer as well as exporter, opens an irrevocable account on the name of the exporter, confirms the letter of credit, keeps coordination between importer and exporter, provides the technical training

When the importers were asked about the role of a bank in import – export procedure, all three respondents (importers) say that the bank legalizes the trade, acts as a mediator, secures trade, ensures the payment of the exporter, accepts the drafts/document from the importers as well as exporter issues the drafts to the importer as well as export, opens an irrevocable account on the name of the exporter confirms the letter of credit. Two respondents even say that the bank maintains coordination between the importer and the exporter.

When asked to the bankers both the respondents (bankers) say that the bank legalizes the trade; it acts as a mediator; it secures trade; it ensures the payment of the exporters; it accepts the drafts from importer as well as from exporter. It maintains coordination between importer and exporter and finally it confirms the letter of credit.

TABLE 4.45 Importance of EXIM Policy of 2004-2009 on Export Trade

Sr. No.	Particulars	Respondents Favoured	Respondents Not Favoured
1	To declare a particular region as a Special Economic Zone	16 (84.21)	3 (15.79)
2	To promote agriculture	9 (47.36)	10 (52.64)
3	To promote Cottage Industries and Handicrafts	9 (47.36)	10 (52.64)
4	To promote Small Scale Industries	7 (36.84)	12 (63.16)

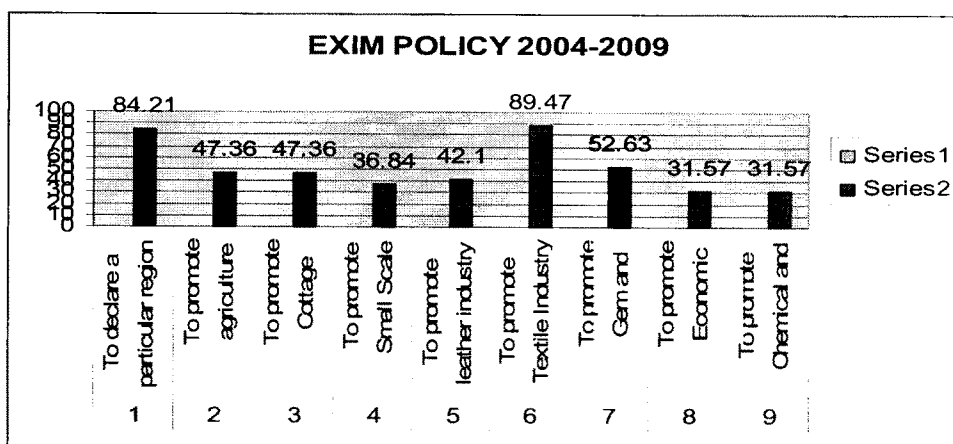
5	To promote leather industry	8 (42.10)	11 (57.9)
6	To promote Textile Industry	17 (89.47)	2 (10.53)
7	To promote Gem and Jewelry Industry	10 (52.63)	9 (47.37)
8	To promote Economic hardware Industry	6 (31.57)	13 (68.43)
9	To promote Chemical and Pharmaceutical Industry	6 (31.57)	13 (68.43)
10	Total	19 (100.0)	19 (100.0)

(Source: Field Survey)

(All the respondents have not attempted all the questions so the above table shows the total number respondents attending the question. Figures in the brackets shows the percentage of respective respondents)

Table 4.45 and diagram 4.29 show the role of Indian EXIM Policy 2004-09 in Export Trade. Around 84.21% respondents say that it declares a particular region as a special economic zone. Round about 47.36% respondents believe that it promotes agriculture and cottage and handicrafts industries. About 36.84% respondents say that the EXIM policy encourages small scale industries. Around 42.10% respondents say that the EXIM policy promotes leather industry but majority of respondents i.e. 89.47% of them say that it encourages textile industry. Round about 52.63% respondents say that it encourages gem and jewelry industry. Almost 31.57% respondents say that it encourages economic Hardware Industry and Chemical and Pharmaceutical Industry

DIAGRAM 4.29



It can be said that EXIM policy of 2004-09 aimed to promote agriculture, cottage and handicrafts industries, small scale industries, leather industry, textile industry, gem and jewelry industry, economic hardware industry and Chemical and Pharmaceutical Industry.

When asked to the bankers both the respondents (bankers) say that the main aim of the EXIM policy is to declare a particular region as a special economic zone; to promote agriculture to promote textile industry and to promote gem & jewelry industry.

TABLE 4.46 Fastest and most reliable mode of receiving payment

Sr. No.	Particular	Respondents Favoured	Respondents Not Favoured
1	Through letter of credit	5 (20.33)	19 (79.67)
2	Through Telegraphic Transfer System	17 (70.83)	7 (29.17)
3	Through Online Money Transfer System	17 (70.83)	7 (29.17)
4	Through Demand Draft	7 (29.16)	17 (70.84)
5	Through L/C at Sight	16 (66.66)	8 (33.34)
6	Within 15 days from B/L	9 (37.50)	15 (62.5)
7	Total Respondents	24 (100)	24 (100)

(Source: Field Survey)

(All the respondents have not attempted all the questions so the above table shows the total number respondents attending the question. Figures in the brackets shows the percentage of respective respondents)

DIAGRAM 4.30

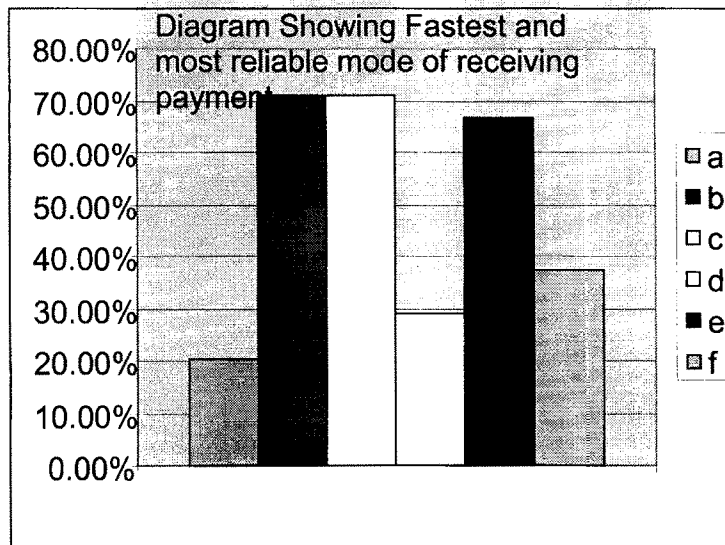


Table 4.46 and diagram 4.30 show the fastest and most reliable mode of receiving the payment. Amongst the interviewed respondents; majority of them support for more than one option. Most of them i.e. 70.83% of them say that the payment received through Telegraphic Transfer System is the fastest and most reliable mode of receiving the payment. Very less number of respondents i.e. 29.16% say that money received through demand draft is the fastest and most reliable mode of receiving the payment. Around 66.66% respondents give their inclination towards Letter of Credit to be the safest mode of receiving the payment. Round about 37.50% respondents say that the mode of receiving money within 15 days from B/L date is reliable.

From the above analysis, it can be interpreted that the company mostly prefers to receive payment through telegraphic transfer system and online money transfer system. The company also secures its payment through other modes like letter of credit, demand draft, L/C at sight and payment made within 15 days from B/L date.

When the importers were asked about the fastest and most reliable mode of sending the payment, all three respondents say that the fastest and most reliable mode of sending the payment is online money transfer system. When asked to the bankers, both the respondents (bankers) believe that the telegraphic transfer system is the fastest and most reliable mode of receiving the payment.

TABLE 4.47 Issues Related With Bankers

Sr. No.	Particulars	Respondents Favoured		Respondents Not Favoured	
		Respondents	Percentage	Respondents	Percentage
1	Is not necessary to deal only with their branch located abroad?	0	0	2	100%
2	Is not necessary to follow international accounting standards while dealing with the international bank?	2	100	0	0
3	Whether you impose the fine on	2	100	0	0

	importer if he violates the rules of L/C?				
4	Total	2	100	2	100

(Source: Field Survey)

(All the respondents have not attempted all the questions so the above table shows the total number respondents attending the question. Figures in the brackets shows the percentage of respective respondents)

Table 4.47 deals with the bankers issues. Both the respondents (bankers) say that it is not necessary to deal only with their branch located abroad. Both of them (bankers) strongly say that they have to follow international accounting standards while dealing with the international bank. They even say that they impose the fine on importer if he violates the rules of Letter of Credit

4.3 Testing of Hypotheses

Sr. No.	Hypotheses	Table No.	Testing
1	H1 The problems during the implementation of export procedure in Arvund Universal textile Pvt. Ltd, Ichalkarnji , Kolhapur are uncertain but they can be faced skillfully by taking precautionary measures.	4.13, 4.16, 4.21 4.33, 4.34, 4,36	Proved
2	H2 Exporting is a systematic process of expanding the business across the national borders. It is risky at times if required quality is not maintained at every stage of export procedure.	4.12, 4.13 4.21, 4.22, 4.34, 4.36	Proved

4.4 Conclusion:

The chapter deals with each and every aspect of export procedure right from receiving an order till the goods reach the importer's warehouse. It deals with many minor as well as major issues related with export trade. The researcher has rightly justified each problem with illustration like tables, bar diagrams, pie-charts and graphs. The entire procedure of export trade along with the documents required and the problems in its implementation have been properly explained. The researcher has even exposed certain in-house problems in the organization. As all the departments in the organization are involved in executing the export order, the researcher has tried to cover all the problems faced by every department. The researcher has really enjoyed analyzing and presenting its interpretation.
