The research study is related to the analysis of wholesale cloth business in Maharashtra. In order to support the research study a suitable opinion survey of Cloth Manufacturers, Cloth Retailers and Cloth End users in Maharashtra from the six cities namely Mumbai, Pune, Yeola, Ichalkaranji, Solapur and Nagpur was conducted. Three different questionnaires were prepared for the opinion survey as per the requirement. In this chapter the data collected from these opinion surveys is presented under different headings for the purpose of analysis and interpretation of the data and the findings of the study.

6.1. Opinion survey of cloth retailers

6.2. Opinion survey of cloth manufacturers

6.3. Opinion survey of cloth end users

The data is presented with the help of tables, charts and graphs in order to make the analysis simple and easy to understand.

6.1. Opinion survey of cloth retailers:

A random opinion survey of cloth retailers was made in six cities in Maharashtra to support the research study of cloth wholesalers. The data analysis of the cloth retailers is explained below.

6.1.1. Age of cloth retailers:

The following table no. 6.1 shows us the frequency distribution of age of cloth retailers.

Table no.6.1

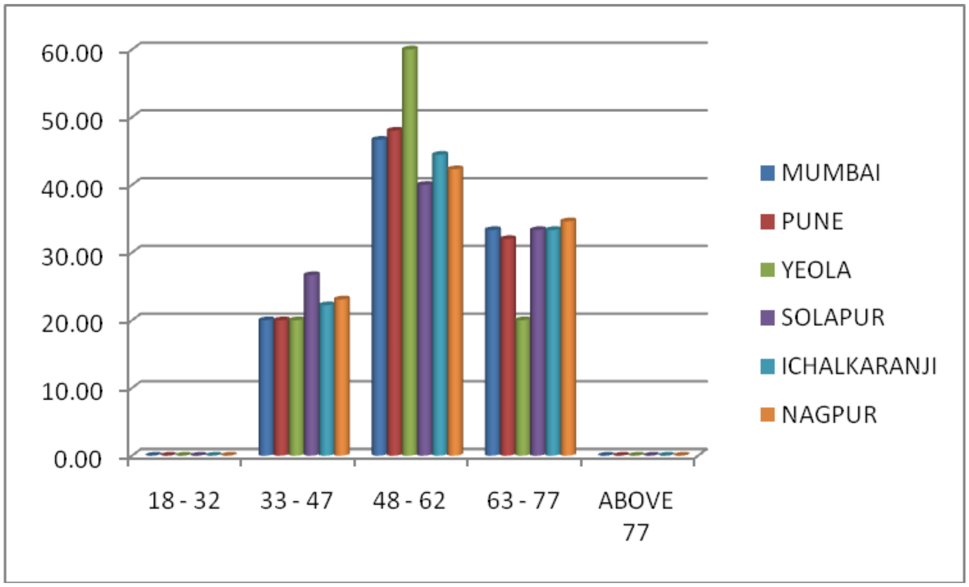
Frequency distribution of age of cloth retailers

Age	Mumbai	Pune	Yeola	Solapur	Ichalk aranji	Nagpur	Total
18 - 32	0	0	0	0	0	0	**0**
33 - 47	6	5	1	4	2	6	**24**
48 - 62	14	12	3	6	4	11	**50**
63 - 77	10	8	1	5	3	9	**36**
> 77	0	0	0	0	0	0	**0**
TOTAL	**30**	**25**	**5**	**15**	**9**	**26**	**110**

In Mumbai, Yeola and Pune 20%, 27% in Solapur, 22% in Ichalkaranji and 23% cloth retailers in Nagpur are in between the age of 33 – 47 years. In Yeola 60%, in Solapur 40%, in Ichalkaranji 45%, 42% in Nagpur, 47% in Mumbai and 48% in Pune come under the age group of 48 – 62 years. In the age group of 63 – 77 the number of cloth retailers observed are 32% in Pune, 20% in Yeola, 33% in Mumbai, Solapur and Ichalkaranji and 35% in Nagpur. The Graph given below will give us overall idea of the age of the respondents in all the six cities together.

Graph no. 6.1

Age of cloth retailers



Out of the total 110 respondents 22% are in the age group of 33 – 47 years, 45% in the group of 48 – 62 years and 33% in the age group of 63 – 77. No respondent was found in the age group of 18 – 32 years and above 77 years. Thus from the above discussion we can understand that most of the respondents are in the age group of 48 – 62 years.

6.1.2. Educational qualification of cloth retailers:

Table no.6.2 details us that in Mumbai out of the total 30 respondents 40% are Graduates, 27% are Under graduates, 10% are below 10th Std and 12th Std, 7% have studied up to 10th Std, and 3% of the respondents have taken professional education and also 3% have done their post graduation. In Pune 40% are Graduates, 16% are 10th std and below 10th std each, 12% are 12th Std educated, 4% are under graduates and graduates each, but no respondent was found to have taken professional education. In Yeola, 60% are graduates, 20% each in 10th, 12th and below 10th Std category and no respondent was found in the post graduate and professional categories.

In Solapur 67% are Graduates, 13% each in below 10th standard and 10th standard and 7% in 12th standard category. In Ichalkaranji 67% are under graduates, 22% are graduates and 11% have taken education up to 12th Standard. In Nagpur 35% are graduates, 12% are 10th standard, 27% are below 10th standard, 19% are 12th Standard and 3.5% each in the category of under and post graduate.

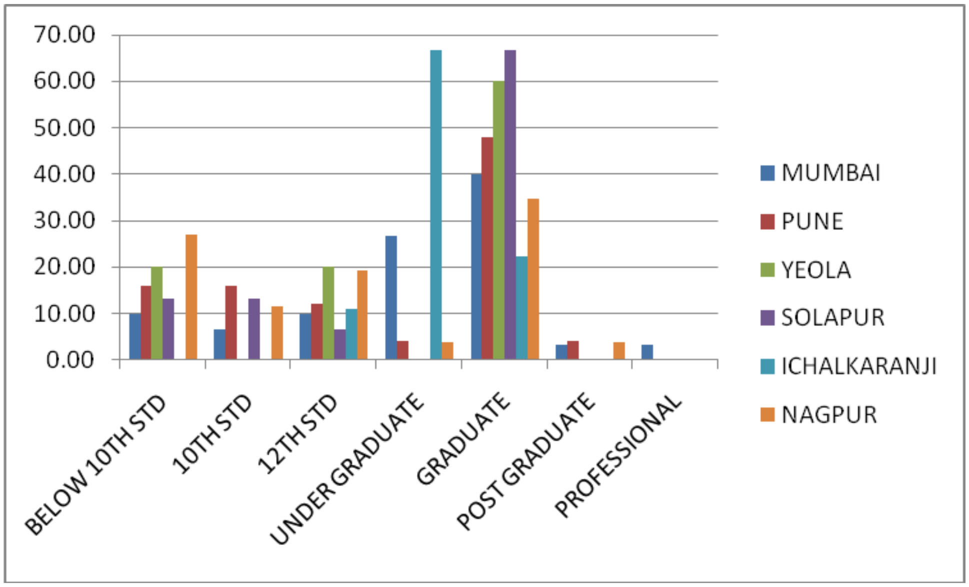
Table no.6.2

Frequency distribution of educational qualification of cloth retailers

Education	**Mumbai**	**Pune**	**Yeola**	**Solapur**	**Ichalka ranji**	**Nagpur**	**Total**
BELOW 10TH STD	3	4	1	2	0	7	**17**
10TH STD	2	4	0	2	0	3	**11**
12TH STD	3	3	1	1	1	5	**14**
UNDER GRADUATE	8	1	0	0	6	1	**16**
GRADUATE	12	12	3	10	2	9	**48**
POST GRADUATE	1	1	0	0	0	1	**3**
PROFESSIO NAL	1	0	0	0	0	0	**1**
TOTAL	**30**	**25**	**5**	**15**	**9**	**26**	**110**

Graph no. 6.2

Educational qualification of cloth retailers



Out of the total respondents about 47% are graduates, 15% are under graduates and about 38% are below 12th std. From the above we can see the growing importance of education in cloth trading business.

6.1.3. Forms of business organizations:

Table no.6.3

Frequency distribution of forms of business organisations of cloth retailers

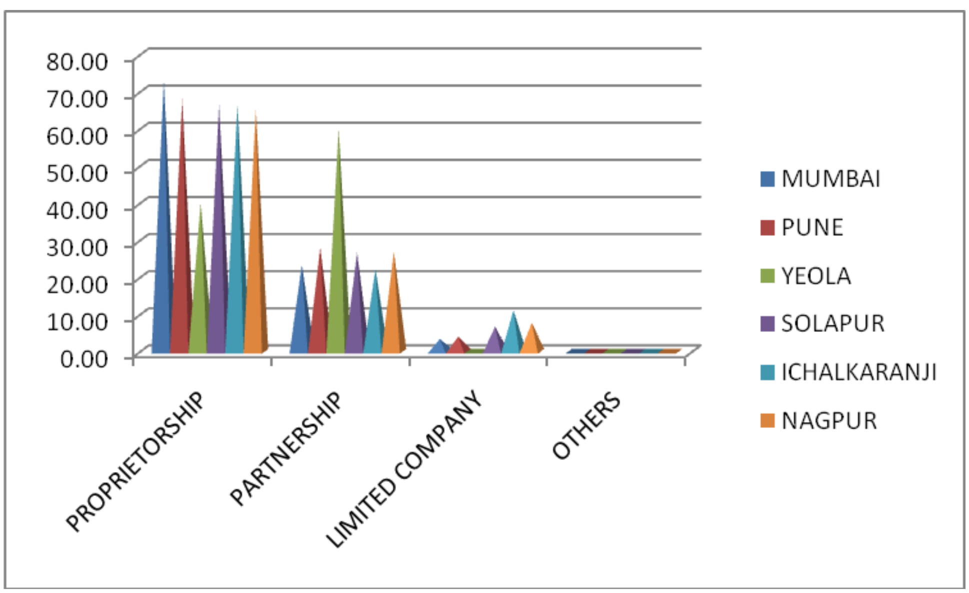
Form of Business	Mumbai	Pune	Yeola	Solapur	Ichalk aranji	Nagpur	Total
Proprietary	22	17	2	10	6	17	**74**
Partnership	7	7	3	4	2	7	**30**
Ltd. Company	1	1	0	1	1	2	**6**
Others	0	0	0	0	0	0	**0**
TOTAL	**30**	**25**	**5**	**15**	**9**	**26**	**110**

Table No.6.3 shows us that in Mumbai out of the total respondents 74% i.e. approximately above 2/3rd of the total no. of respondents have proprietary concerns. 23% have Partnership firms and 3% run Limited Companies. In Pune 68% are Proprietary concerns, 28% are Partnership Firms and 4% Limited companies. In Yeola the ratio of Proprietary and Partnership Firm is 2:3, i.e. 40% Proprietary and 60% Partnership Firms. No Limited Company form of business concern is found in Yeola.

In Solapur 67% Proprietary, 26% Partnership Firms and 7% Limited Company form of business concern are observed. In Ichalkaranji about 67% Proprietary, 22% Partnership firms and 11% Limited Companies are found. In Nagpur 65% Proprietary, 27% Partnership Firms and 8% Limited Companies are observed.

Graph no. 6.3

Forms of business organisations of cloth retailers



Graph no. 6.3 gives us an insight into the overall position of different forms of business organisations in Maharashtra. Out of the total respondents 67% run Proprietary Concerns, 27% have Partnership firms and about 6% run Limited Company form of business concern. From the above we can conclude that about 2/3rd of the respondents prefer Proprietary business form over other forms of business organisation since all the decisions and responsibilities are in the hands of the proprietor alone and no other person is allowed to interfere in the business of the concern.

6.1.4. Year of commencement of business:

Table no. 6.4 gives the frequency distribution of year of commencement of business by the cloth retailers.

Table no.6.4

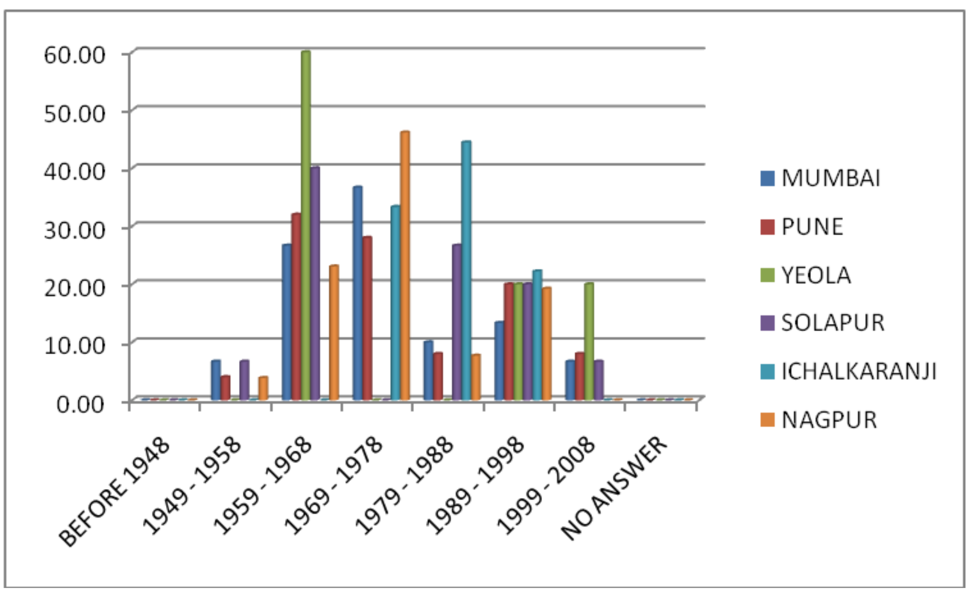
Frequency distribution of year of commencement of business by cloth retailers

Year	Mumbai	Pune	Yeola	Solapur	Ichalkaranji	Nagpur	Total
BEFORE 1948	0	0	0	0	0	0	**0**
1949 - 1958	2	1	0	1	0	1	**5**
1959 - 1968	8	8	3	6	0	6	**31**
1969 - 1978	11	7	0	0	3	12	**33**
1979 - 1988	3	2	0	4	4	2	**15**
1989 - 1998	4	5	1	3	2	5	**20**
1999 - 2008	2	2	1	1	0	0	**6**
NO ANSWER	0	0	0	0	0	0	**0**
TOTAL	**30**	**25**	**5**	**15**	**9**	**26**	**110**

In Mumbai, during the years 1949 – 1958 and 1999 – 2008 there are about 7% of respondents in each category, who have commenced their business. 27% of the respondents have commenced their business during the period 1959 – 1968 and 37% in between the years 1969 – 1978. 23% of respondents have commenced business during the year 1979 – 1998. In Pune, 72% of the respondents have commenced their business before 1988. In Yeola about 60% have started before 1968. In Solapur above 70% have ventured into business before 1988. In Ichalkaranji 78% of the respondents have started business before 1988. In Nagpur 81% of the respondents have commenced their business before the year 1988. The following graph no. 6.4 will show the year of commencement of business by cloth retailers.

Graph no. 6.4

Year of commencement of business by cloth retailers



Out of the total respondents about 76% i.e. more than 2/3rd of the respondents have commenced their business before the year 1988. Thus from the above mentioned statements it can be said that many cloth retailers are running this business for almost 2 decades.

6.1.5. Member of retail cloth association:

In Mumbai, Pune, Yeola, and Solapur about 80% of the respondents are members of Retail Cloth Association in their respective cities. In Ichalkaranji up to 78% and in Nagpur up to 96% of the respondents are members of retail cloth association. The table no. 6.5 will explain us the membership of cloth retailers.

Table no.6.5

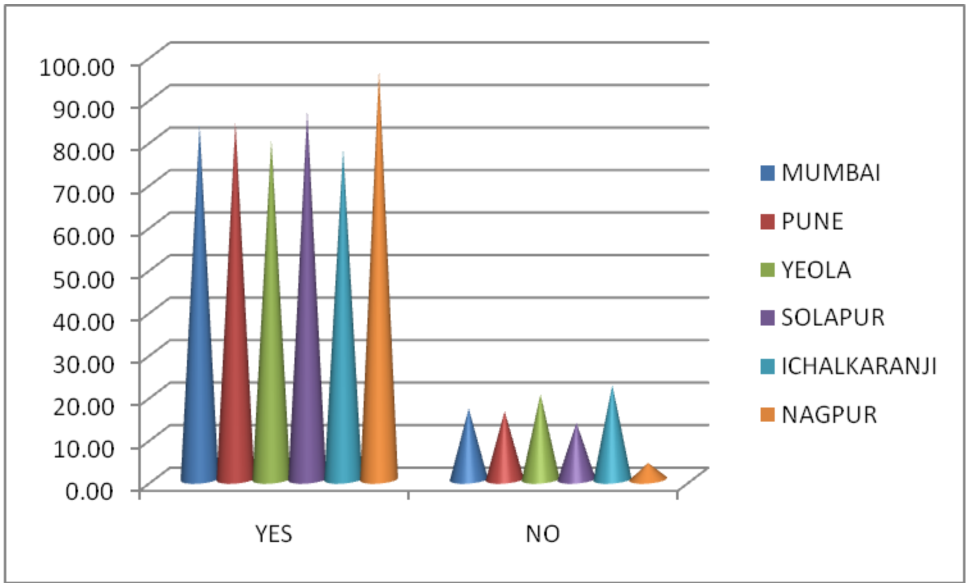
Frequency distribution of membership of retail cloth association

Membership	Mumbai	Pune	Yeola	Solapur	Ichalkaranji	Nagpur	Total
YES	25	21	4	13	7	25	**95**
NO	5	4	1	2	2	1	**15**
TOTAL	**30**	**25**	**5**	**15**	**9**	**26**	**110**

Graph no. 6.5 explains membership of cloth retailers in the retail cloth association.

Graph no. 6.5

Membership of retail cloth association



Out of 110 respondents from Maharashtra, 86% respondents are members of retail cloth association and the remaining 14% have not registered themselves with any association as a member. Thus we can conclude that more and more cloth retailers are registering themselves with retail cloth associations since the association works towards solving the difficulties and problems faced by the members.

6.1.6. Insurance for stock and shop:

In Mumbai, Pune and Solapur more than 90% of the respondents are covered under insurance policy for their shop and stock. In Yeola and Nagpur 100% of the respondents have taken insurance for their shop and stock. In Ichalkaranji up to 78% of the respondents have insured their stock and shop. Table no. 6.6 clarifies the position of insurance for stock and shop of cloth retailers.

Table no.6.6

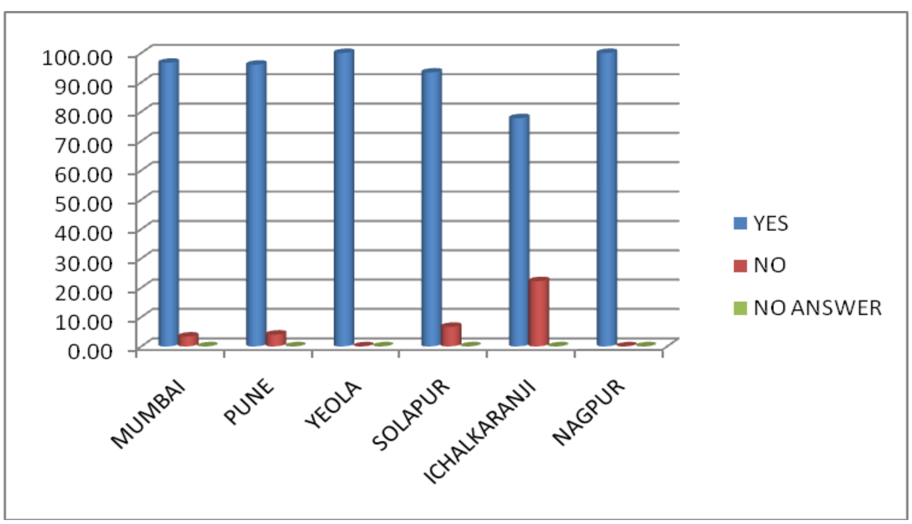
Frequency distribution of insurance of stock and shop of cloth retailers

Insurance	Mumbai	Pune	Yeola	Solapur	Ichalkaranji	Nagpur	Total
YES	29	24	5	14	7	26	**105**
NO	1	1	0	1	2	0	**5**
NO ANSWER	0	0	0	0	0	0	**0**
TOTAL	**30**	**25**	**5**	**15**	**9**	**26**	**110**

Out of the total respondents, the largest part of the respondents i.e. 95%, have insured their shop and stock. Thus from this discussion we can observe the importance of insurance in the Cloth Business. Graph no. 6.6 explains the essential role of insurance in the Retail cloth business since it covers the risk against loss due to unavoidable reasons.

Graph no. 6.6

Insurance of stock and shop of cloth retailers



6.1.7. Taxes and charges of government:

In Mumbai, Pune Ichalkaranji, Yeola and Nagpur near about 95% respondents are paying income tax and municipal tax. In Solapur out of the total respondents near about 80% are paying income tax, sales tax, municipal tax and octroi. In Yeola about 60%, in Ichalkaranji 78%, of the respondents pay Sales tax. In all six cities about 8% of the respondents are paying customs duties. In Yeola and Ichalkaranji octroi has been abolished by the government of Maharashtra. In Mumbai 83% and Pune 72% of the respondents pay profession tax. In Yeola, and Nagpur near about 38% pay profession tax. In Mumbai, Pune, Solapur and Nagpur 100% of the respondents are found to be paying Octroi. Table no. 6.7 shows the details of taxes and charges paid to the government by the cloth retailers.

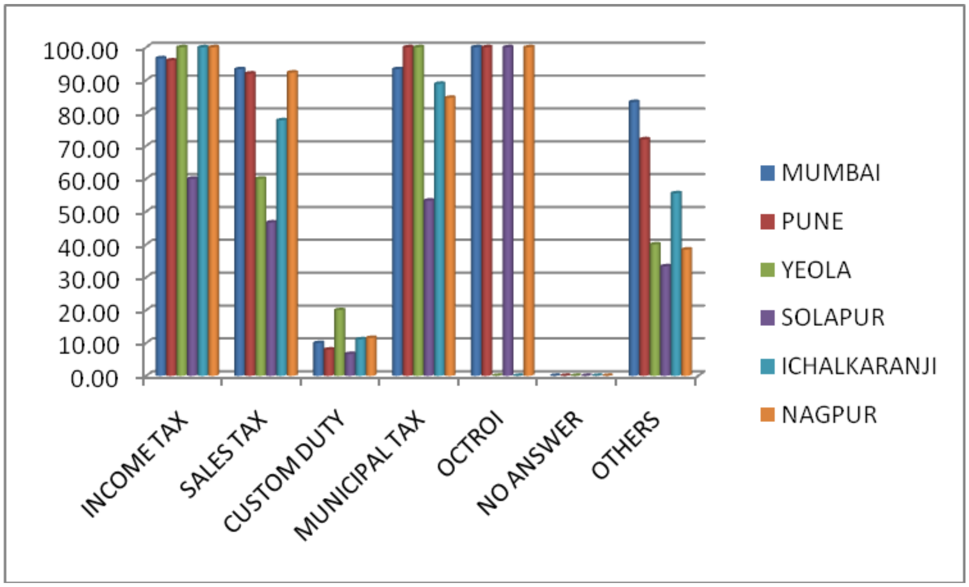
Table no.6.7

Frequency distribution of taxes and charges of government of the cloth retailers

Taxes / Charges	Mumbai	Pune	Yeola	Solapur	Ichalk aranji	Nagpur
INCOME TAX	29	24	5	9	9	26
SALES TAX	28	23	3	7	7	24
CUSTOM DUTY	3	2	1	1	1	3
MUNICIPAL TAX	28	25	5	8	8	22
OCTROI	30	25	0	15	0	26
NO ANSWER	0	0	0	0	0	0
OTHERS	25	18	2	5	5	10
Total Respondents	**30**	**25**	**5**	**15**	**9**	**26**

Graph no. 6.7

Taxes and charges of government of the cloth retailers



From the explanation given above we can say that 92% of the total respondents pay income tax, 84% pay sales tax, 10% pay customs duty, 87% pay municipal tax, 87% pay octroi and 59% pay profession tax. Graph no.6.7 throws light on the taxes and charges paid by the cloth retailers to the government.

6.1.8. Types of cloth dealt in:

Near about 90% of the respondents in all the six cities trade in cotton, polyester, terecot and spun. About 80% of the respondents in all other five cities except Ichalkaranji trade in fancy. Very few respondents from Pune, Nagpur and Mumbai trade in other type of cloth like swiss cotton, silk, etc., Table no. 6.8 shows us the types of cloth traded in the six cities.

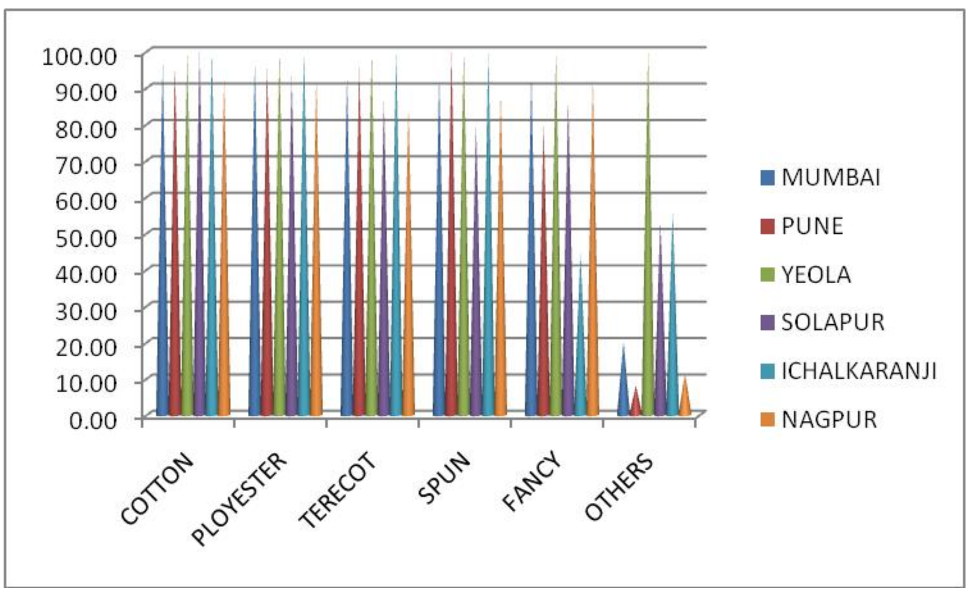
Table no.6.8

Frequency distribution of types of cloth traded by the cloth retailers

Cloth Type	Mumbai	Pune	Yeola	Solapur	Ichalkaranji	Nagpur
COTTON	29	24	5	15	9	24
PLOYESTER	29	24	5	14	9	24
TERECOT	28	24	5	13	9	22
SPUN	28	25	5	12	9	23
FANCY	28	20	5	13	4	24
OTHERS	6	2	5	8	5	3
Total Respondents	**30**	**25**	**5**	**15**	**9**	**26**

Graph no. 6.8

Types of cloth traded by the cloth retailers



Graph no. 6.8 gives an idea regarding the type of cloth traded in the six cities. The graph clearly shows that in Mumbai, Pune, Yeola and Nagpur all types of cloth are traded. The sale of cotton is more i.e. 96%, when compared to other type of cloth in the six cities followed by polyester and then by spun and terecot.

6.1.9. Sale of cloth retailers:

Table no.6.9

Percentage of average proportion of sale of cloth by cloth retailers

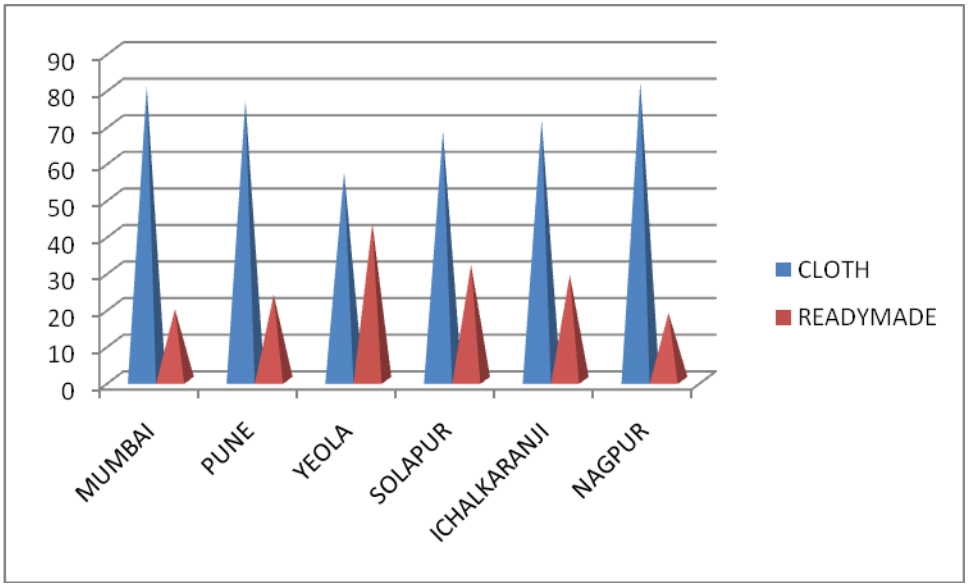
Type	Mumbai	Pune	Yeola	Solapur	Ichalkaranji	Nagpur
CLOTH	80.50	76.60	57.00	68.30	71.20	81.50
READYMADE	19.50	23.40	43.00	31.70	28.80	18.50
TOTAL	**100.00**	**100.00**	**100.00**	**100.00**	**100.00**	**100.00**

Table no. 6.9 explains the percentage of proportion of sale. In Mumbai, Pune and Nagpur more than 75% of total sale is of cloth. In Solapur and Ichalkaranji near about 68% of the total sale is of cloth. In Mumbai, Pune and Nagpur around 18% of the total sale is of readymade category. In Solapur and Ichalkaranji about 28% of the total sale is readymade. In Yeola the proportion of sale of cloth and readymade is 57:43.

Graph no. 6.9 shows the average percentage of proportion of sale of cloth and readymade in the six cities by the cloth retailers. Out of the 110 respondents near about 72% of the respondents deal in cloth and 28% of the respondents deal in readymade.

Graph no. 6.9

Proportion of sale of cloth by cloth retailers



6.1.10. Opinion regarding elimination of cloth wholesalers:

In Mumbai, Solapur, Pune and Nagpur above 70% of the respondents are of the opinion that cloth wholesalers are being eliminated from the chain of distribution of cloth. In Ichalkaranji and Yeola about 20% of the respondents say that they do not think that cloth wholesalers are being eliminated.

Out of the total respondents near about 70% of the respondents are of opinion that elimination of cloth wholesalers is happenning and remaining 30% are against this opinion.

Table no. 6.10 shows us the frequency distribution of opinion of cloth retailers regarding elimination of cloth wholesalers.

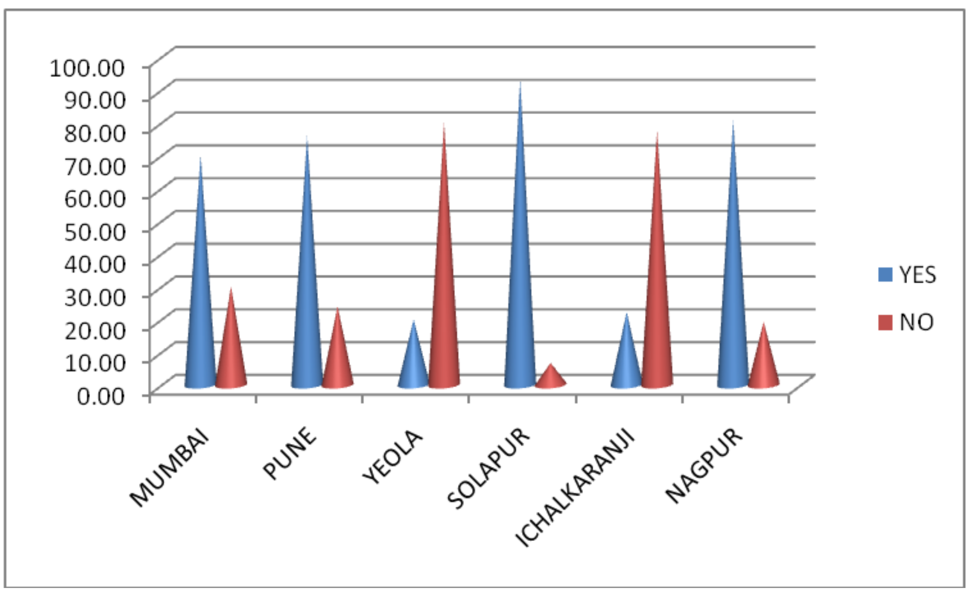
Table no. 6.10

Opinion of cloth retailers regarding elimination of cloth wholesalers

Particulars	Mumbai	Pune	Yeola	Solapur	Ichalkaranji	Nagpur	Total
YES	21	19	1	14	2	21	**78**
NO	9	6	4	1	7	5	**32**
TOTAL	**30**	**25**	**5**	**15**	**9**	**26**	**110**

Graph no. 6.10

Opinion of cloth retailers regarding elimination of cloth wholesalers



Graph no.6.10 details us the opinion of the cloth retailers. Thus from the above graph we can say that most of the respondents feel that cloth wholesalers are being eliminated.

6.1.10.1. Reasons for elimination of cloth wholesalers:

Table no.6.11

Reasons given by cloth retailers regarding elimination of cloth wholesalers

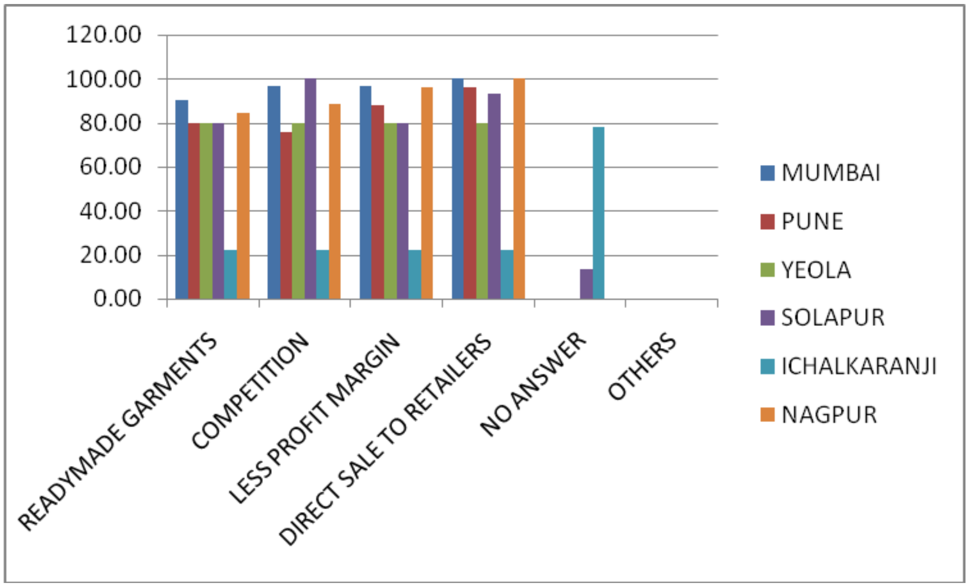
Reasons	Mumbai	Pune	Yeola	Solapur	Ichalka ranji	Nagpur
READYMADE GARMENTS	27	20	4	12	2	22
COMPETITION	29	19	4	15	2	23
LESS PROFIT MARGIN	29	22	4	12	2	25
DIRECT SALE TO RETAILERS	30	24	4	14	2	26
NO ANSWER	0	0	0	2	7	0
OTHERS	0	0	0	0	0	0
Total Respondents	**30**	**25**	**5**	**15**	**9**	**26**

Regarding opinion for elimination of cloth wholesalers the researcher has discussed with the cloth retailers and observed various reasons for elimination of cloth wholesalers. Table no. 6.11 details us the reasons for elimination of cloth wholesalers. Majority of the respondents in Mumbai, Pune, Yeola and Solapur think that the cloth wholesalers are being eliminated due to ready made garments, competition, less profit margin and direct sale to cloth retailers by cloth manufacturers. In Ichalkaranji out of 9 respondents 7 respondents did not answer the question stating confidential reasons.

Graph no. 6.11 throws light on the reasons for elimination of cloth wholesalers from the distribution chain of cloth business. The main reason observed for elimination is direct sale made by cloth manufacturers to cloth retailers.

Graph no. 6.11

Reasons given by cloth retailers regarding elimination of cloth wholesalers



6.1.11. Dealership:

In Mumbai and Solapur near about 13% respondents are dealers. In Pune 16% respondents, in Nagpur 4% of respondents and in Yeola 20% respondents are dealers. In Ichalkaranji no cloth retailer was found to be a dealer. Table no. 6.12 shows us the dealership of a company.

Table no.6.12

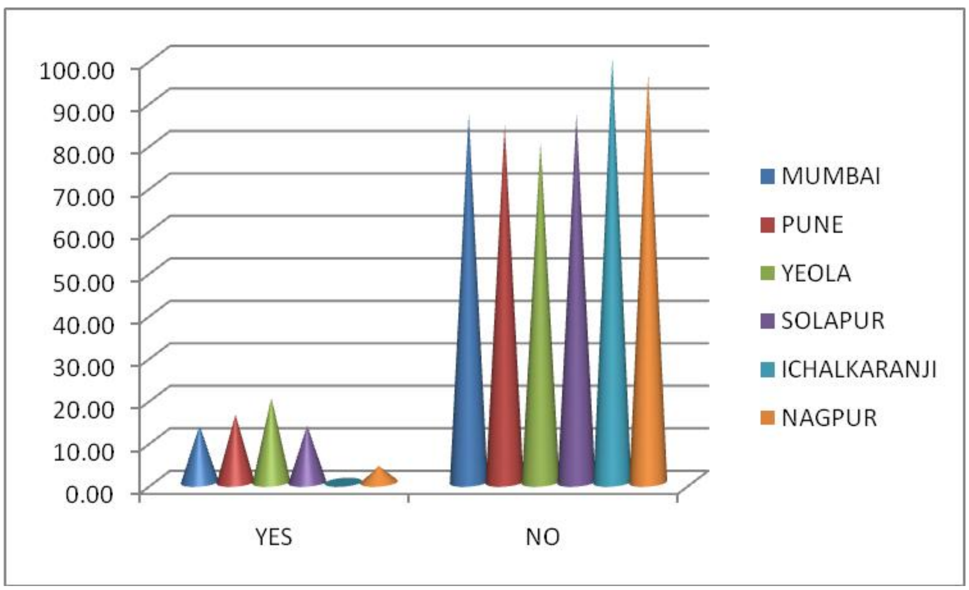
Dealership of a company taken by cloth retailers

Particulars	Mumbai	Pune	Yeola	Solapur	Ichalkaranji	Nagpur	Total
YES	4	4	1	2	0	1	**12**
NO	26	21	4	13	9	25	**98**
TOTAL	**30**	**25**	**5**	**15**	**9**	**26**	**110**

Out of the total respondents only 11% respondents are dealers and 89% are not dealers due to the restrictions imposed by the dealership like specific targets, products of other companies not allowed to be sold, defined percentage in profit and fixed price for sale of cloth. Thus the researcher has observed that very few dealerships are in existence. Graph no. 6.12 explains the position of dealership.

Graph no. 6.12

Dealership of a company taken by cloth retailers



6.1.12. Purchases of cloth retailers:

In Mumbai out of the total purchases 1/4th of the purchases of cloth are from cloth manufacturers whereas in Pune, Yeola and Solapur above 35% of the purchases are from cloth manufacturers. In Ichalkaranji around 49% and 38% of the purchases of Nagpur are from cloth manufacturers. With regards to purchase of cloth from agents, in Mumbai 45%, in Pune 22%, in Yeola 12%, in Ichalkaranji 9%, in Nagpur 29% and in Solapur around 22% of cloth retailers purchase cloth from agents.

Table no.6.13

Percentage analysis of average purchase of cloth by cloth retailers

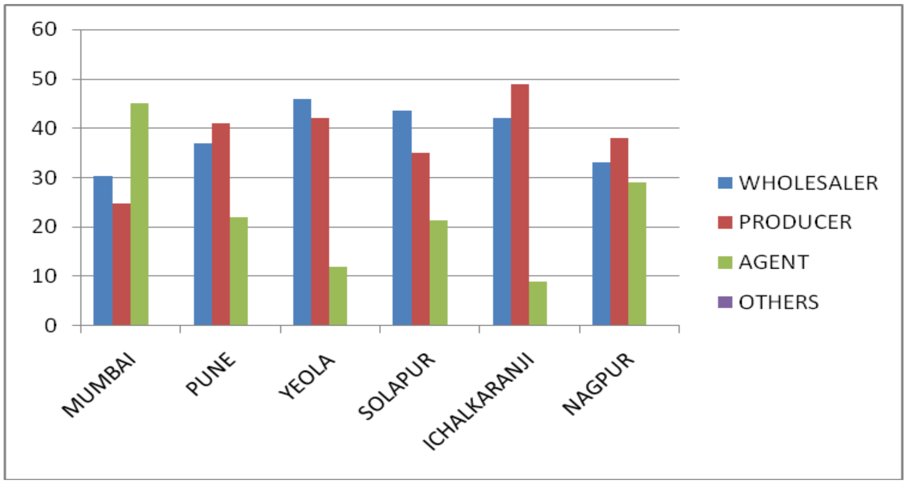
Particulars	Mumbai	Pune	Yeola	Solapur	Ichalka ranji	Nagpur
WHOLESALER	30.30	37.00	46.00	43.60	42.00	33.00
PRODUCER	24.70	41.00	42.00	35.00	49.00	38.00
AGENT	45.00	22.00	12.00	21.40	9.00	29.00
OTHERS	0.00	0.00	0.00	0.00	0.00	0.00
TOTAL	**100.00**	**100.00**	**100.00**	**100.00**	**100.00**	**100.00**

Retailer can purchase cloth from producers or wholesalers or agents. Table no. 6.13 shows us the percentage analysis of purchase of cloth by the cloth retailers.

In Mumbai, Pune and Nagpur less than 37% of cloth purchases are made from wholesalers whereas in Yeola, Solapur and Ichalkaranji around 42 – 46% of cloth purchases are done from wholesalers. Thus we can say that in Mumbai, Pune and Nagpur around 60% of the total cloth purchases are made from producers and agents thus avoiding the wholesalers.

Graph no. 6.13

Purchase of cloth by cloth retailers



The Graph no. 6.13 explains in detail the amount of cloth purchases from different middlemen involved in the distribution chain. From the above it is clear that, from the point of view of the cloth retailers, it is observed that, in Mumbai, Pune and Nagpur the role of cloth wholesalers in distribution of cloth business is reducing.

6.1.13. Change in line of business:

In cities other than Nagpur it is observed that around 90% of the respondents are retailers' rights from the beginning and near about 10% cloth retailers have changed their line of business. But in Nagpur all the respondents are only cloth retailers right from the beginning and they have not switched over from any other business or from wholesale business to retail business line. Table no. 6.14 shows the responses given by the cloth retailers.

Table no. 6.14

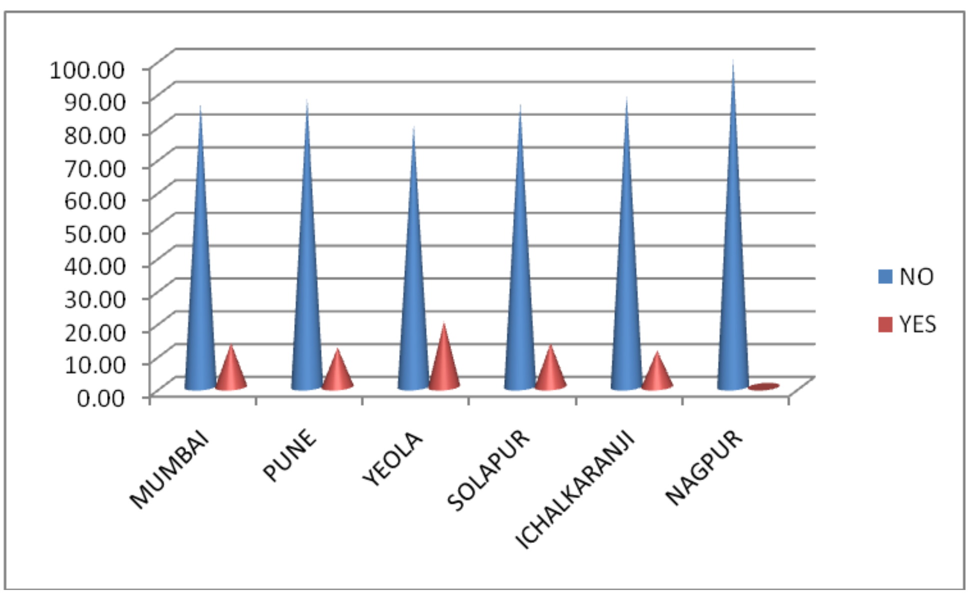
Change in line of business by the cloth retailers

Particulars	Mumbai	Pune	Yeola	Solapur	Ichalk aranji	Nagpur	Total
NO	26	22	4	13	8	26	**99**
YES	4	3	1	2	1	0	**11**
TOTAL	**30**	**25**	**5**	**15**	**9**	**26**	**110**

Graph no. 6.14 explicitly shows that out of the total respondents' majority of the respondents have been cloth retailers right from beginning. Thus we can say that most of the cloth retailers are involved in cloth retail business for a long period of time.

Graph no. 6.14

Change in line of business by the cloth retailers



From the above observations we can conclude that earlier cloth retailers bought cloth from agents and wholesalers and distributors only. But now a days the manufacturers are also directly selling their products to cloth retailers which have become one of the prominent reasons for elimination of cloth wholesalers.

In today's fast moving world the end user does not have time to buy cloth and then get it stitched according to his style and preference. The end user prefers to buy ready made garments since they are easily available and can be used immediately after purchase. The end user can try the product and buy; only if it fits in his preferences and sizes else there are different varieties of products for him to choose from. So the demand for readymade products has increased and so the cloth retailers have ventured into sale of readymade products, since it increases their profit margin.

6.2. Opinion Survey of Cloth Manufacturers:

A random opinion survey of cloth manufacturers was conducted in the six cities namely Mumbai, Pune, Solapur, Nagpur, Ichalkaranji, and Yeola (Nashik). The consolidated data analysis of the six cities is given below.

6.2.1. Forms of business organisations:

The frequency distribution of forms of business organisations are shown in table no. 6.15.

Table no. 6.15

Frequency distribution of forms of business organisations of cloth manufacturers

Nature of Business	Mumbai	Pune	Yeola	Solapur	Ichalk aranji	Nagpur	TOTAL
Proprietary	0	0	0	1	1	0	**2**
Partnership	4	1	2	5	2	0	**14**
Limited Company	8	1	0	3	2	3	**17**
Others	0	0	0	0	0	0	**0**
TOTAL	**12**	**2**	**2**	**9**	**5**	**3**	**33**

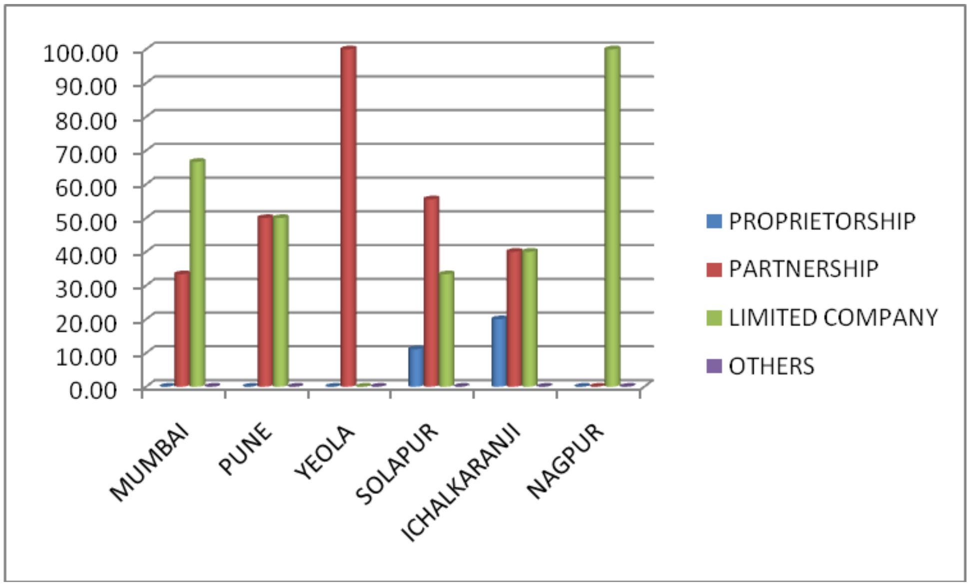
In Mumbai it is observed that the Limited Companies are twice in numbers when compared to Partnership firms and there are no Proprietary concerns. In Pune and Ichalkaranji the proportion of partnership firms and limited companies is same. In Yeola there is only partnership firms engaged in manufacturing business.

In Solapur Partnership firms are about 56%, 33% Limited Company and 11% Proprietary concerns. It is observed that all cloth manufacturing concerns in Nagpur are Limited Companies.

Graph no. 6.15 shows the city wise classification of the forms of business organisations involved in cloth manufacturing.

Graph no. 6.15

Forms of business organisations of cloth manufacturers



The overall observation regarding the nature of business in Maharashtra is that near about 52% cloth manufacturers function under Limited Company, 42% cloth manufacturers are run under Partnership Firm and 6% are run under Proprietary business.

Hence from the above it is observed that Limited company form of business is more preferred by cloth manufacturers due to the legal status and help in capital formation. This is followed by Partnership Firms whereas Proprietary concerns are not much preferred. The Cloth manufacturers do not prefer other forms of business like HUF, Co-operative society etc.

6.2.2. Year of commencement of cloth manufacturing:

In Mumbai out of 12 cloth manufacturers about 67% cloth manufacturers’ commenced business between 1979 to 1988 and 25% commenced their business between 1989 and 1998. 8% of the respondents do not prefer to answer saying that the information was confidential.

In Pune 50% cloth manufacturers started their business between the years 1969 – 1978 and the remaining 50% commenced business in between 1989 – 1998. In Yeola 50% respondents started their business before 1978 and remaining 50% during 1979 – 1988.

In Solapur out of 9 respondents about 56% started their business between 1979 – 1988. About 22% cloth manufacturers in Solapur commenced business between 1969 – 1978 and 11% between 1989 – 1998. 11% of respondents from solapur did not answer.

In Ichalkaranji 80% of the respondents started their business in between 1979 to 1988 and 20% before 1978. In Nagpur 100% of the respondents commenced business before 1988. Table no. 6.16 shows us the frequency distribution of year of commencement of business by cloth manufacturers.

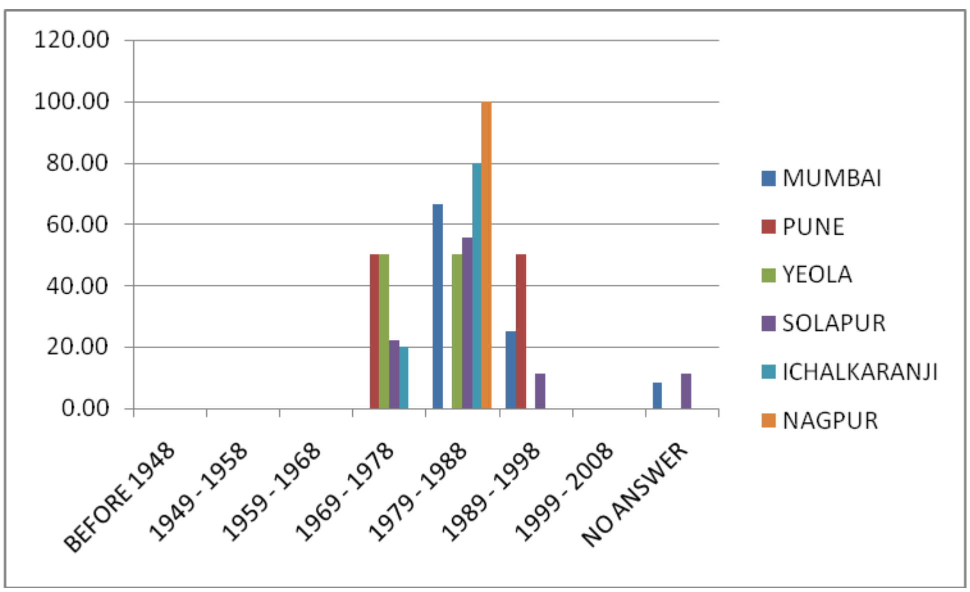
Table no. 6.16

Frequency distribution of year of commencement of business of cloth manufacturers

Year	Mumbai	Pune	Yeola	Solapur	Ichalkaranji	Nagpur	TOTAL
Before 1948	0	0	0	0	0	0	**0**
1949 - 1958	0	0	0	0	0	0	**0**
1959 - 1968	0	0	0	0	0	0	**0**
1969 - 1978	0	1	1	2	1	0	**5**
1979 - 1988	8	0	1	5	4	3	**21**
1989 - 1998	3	1	0	1	0	0	**5**
1999 - 2008	0	0	0	0	0	0	**0**
No Answer	1	0	0	1	0	0	**2**
TOTAL	**12**	**2**	**2**	**9**	**5**	**3**	**33**

Graph no. 6.16

Year of commencement of business of cloth manufacturers



Graph no. 6.16 shows that in Maharashtra, out of the 33 respondents approximately 64% cloth manufacturers ventured into manufacturing during the year 1979 - 1988, about 15% cloth manufacturers started before the year 1978 and about 15% cloth manufacturers started after the year 1988. Thus from the above discussion it is clear that large number of respondents started cloth manufacturing business between the years 1979 - 1988.

6.2.3. Membership of cloth manufacturers association:

In Mumbai, Solapur and Ichalkaranji all the respondents are members of Cloth Manufacturers Association whereas in Yeola, Pune and Nagpur no cloth manufacturer is a member of cloth manufacturers association. Table no. 6.17 exhibits the responses of the cloth manufacturers.

Table no. 6.17

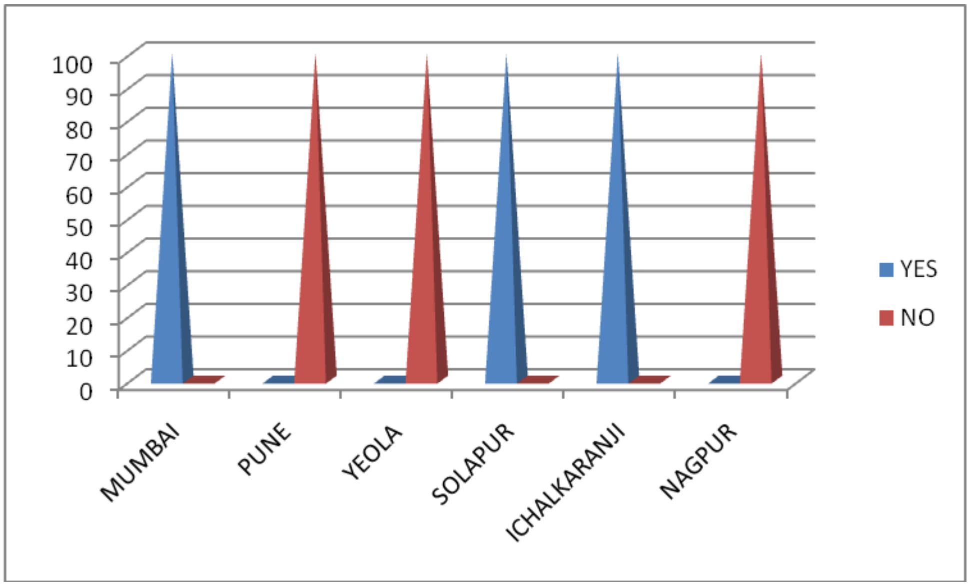
Frequency distribution of membership of cloth manufacturers association

Particulars	Mumbai	Pune	Yeola	Solapur	Ichalk aranji	Nagpur	Total
YES	12	0	0	9	5	0	**26**
NO	0	2	2	0	0	3	**7**
TOTAL	**12**	**2**	**2**	**9**	**5**	**3**	**33**

Graph no. 6.17 shows us that around 79% of the respondents are members of manufacturers association. This shows that places where manufacturing activity is more cloth manufacturers feel the need to be the member of association since as a group the association works to solve the problems and difficulties faced by the cloth manufacturers in that city.

Graph no. 6.17

Membership of cloth manufacturers association



6.2.4. Insurance for factory and inventory (stock):

100% of the respondents said that they had insured their Factory and Inventory. Table no. 6.18 gives you an idea about the response from the cloth manufacturers.

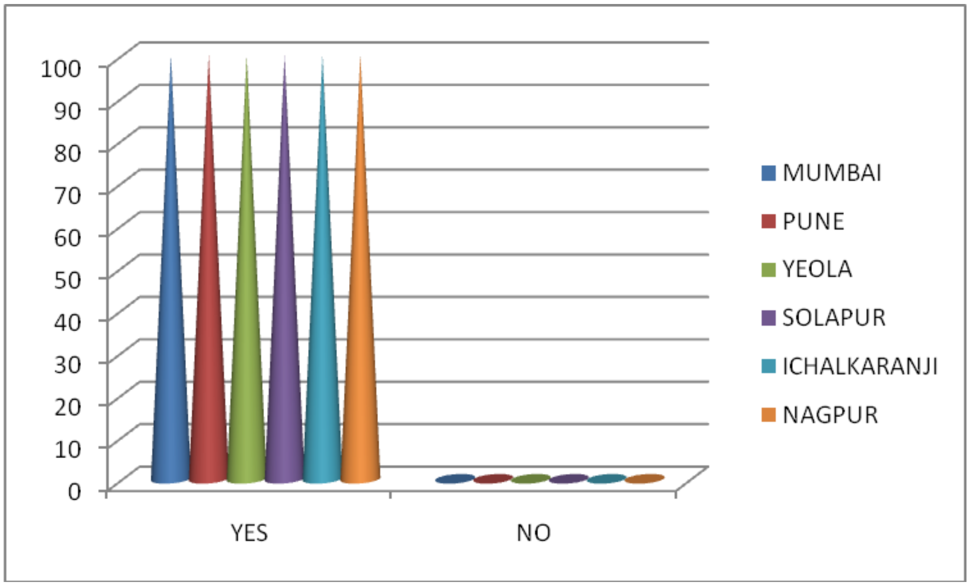
Table no. 6.18

Frequency distribution of Insurance for factory and inventory of cloth manufacturers

Insurance	Mumbai	Pune	Yeola	Solapur	Ichalkaranji	Nagpur	Total
YES	12	2	2	9	5	3	**33**
NO	0	0	0	0	0	0	**0**
TOTAL	**12**	**2**	**2**	**9**	**5**	**3**	**33**

Graph no. 6.18

Insurance for factory and inventory of cloth manufacturers



Graph no. 6.18 confirms the awareness regarding insurance in the cloth manufacturing industry since many risks and losses are covered under insurance.

6.2.5. Taxes and charges of government:

Table no. 6.19 demonstrates us the details regarding the taxes and charges paid by the Cloth Manufacturers. In Mumbai and Pune 100% of the respondents pay income tax, octroi, excise duty and municipal tax. About 58% of the respondents are paying customs duty in Mumbai. About 50% of the respondents from Pune, Solapur, Ichalkaranji and Yeola pay customs duty. In Yeola, Ichalkaranji and Nagpur 100% of the respondents pay income tax and municipal tax. In Solapur 100%

respondents pay excise duty, 78% respondents pay income tax, municipal tax, octroi and other taxes like professional tax.

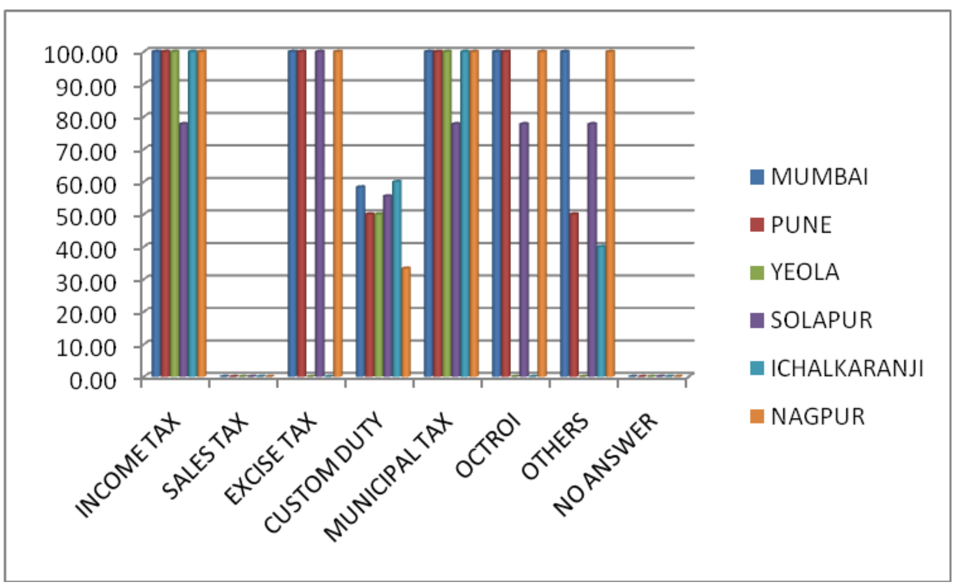
Table no. 6.19

Frequency distribution of taxes and charges of government paid by cloth manufacturers

TAX / CHARGES	Mumbai	Pune	Yeola	Solapur	Ichalk aranji	Nagpur
INCOME TAX	12	2	2	7	5	3
SALES TAX	0	0	0	0	0	0
EXCISE DUTY	12	2	0	9	0	3
CUSTOM DUTY	7	1	1	5	3	1
MUNICIPAL TAX	12	2	2	7	5	3
OCTROI	12	2	0	7	0	3
OTHERS	12	1	0	7	2	3
NO ANSWER	0	0	0	0	0	0
TOTAL RESPONDENTS	**12**	**2**	**2**	**9**	**5**	**3**

Graph no. 6.19

Taxes and charges of government paid by cloth manufacturers



Graph no. 6.19 illustrates that, in Maharashtra, about 93.93% respondents pay the Taxes and Charges of the government like income tax and municipal tax, 78% pay excise duty, and Octroi is paid by 72% of the respondents. Custom duty is paid by 54.54% of the respondents and 75.75% of the respondents pay other taxes like professional tax. Thus from the above explanation it is clear that majority of the respondents pay the taxes and charges of the government.

6.2.6. Types of cloth manufactured:

The following table no. 6.20 of frequency distribution tells us about the types of cloth manufactured by the cloth manufacturers.

Table no. 6.20

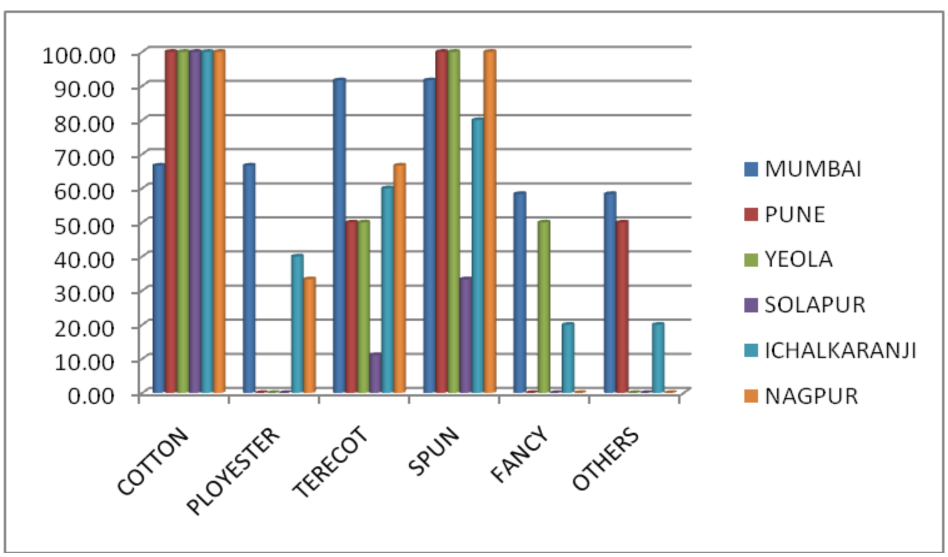
Frequency distribution of types of cloth manufactured by the cloth manufacturers

Type of Cloth	Mumbai	Pune	Yeola	Solapur	Ichalka ranji	Nagpur
COTTON	8	2	2	9	5	3
PLOYESTER	8	0	0	0	2	1
TERECOT	11	1	1	1	3	2
SPUN	11	2	2	3	4	3
FANCY	7	0	1	0	1	0
OTHERS	7	1	0	0	1	0
TOTAL RESPONDENTS	**12**	**2**	**2**	**9**	**5**	**3**

In Mumbai about 67% respondents manufacture cotton and polyester and 92% of the respondents manufacture terecot and spun. 58% of the respondents produce fancy and other type of cloth like swiss cotton, synthetic, silk etc. In Pune 100% respondents manufacture cotton and spun and 50% of the respondents manufacture terecot and other varieties. In Yeola 100% of the respondents manufacture cotton and spun and 50% manufacture terecot and fancy. In Solapur all the respondents manufacture cotton, 33% manufacture spun and 11% manufacture terecot. In Ichalkaranji majority of the respondents manufacture cotton, 40% manufacture polyester, 60% manufacture terecot, 80% manufacture spun and 20% each in the category of fancy and others. In Nagpur out of the total respondents all of them manufacture cotton and spun where as 33% manufacture polyester and 67% manufacture terecot. Graph no. 6.20 illustrates this in detail.

Graph no. 6.20

Types of cloth manufactured by the cloth manufacturers



Out of the 33 respondents about 88% respondents manufacture Cotton, 76% respondents manufacture Spun, 58% respondents manufacture terecot and 27% respondents manufacture Fancy and other varieties like synthetic, swiss cotton etc. Around 33% respondents manufacture polyester cloth. Thus it is observed that, since Maharashtra is one of the leading manufacturers of cotton in India, more manufacturers produce cotton variety of cloth.

6.2.7. Sale of cloth manufacturers:

In Mumbai 42% manufacturers sell their products through agents, 23% through wholesalers and 35% sell directly to retailers. In Pune, 60% sell through agents, 25% sell directly to retailers and 15% sell through wholesalers. In Yeola 38% sell through agents, 30% sell directly to retailers and 27% sell through wholesalers and 5% sell through their own outlets.

In Solapur 30% sell through agents and 30% sell directly to retailers whereas 25% sell through wholesalers and 15% sell through their own outlets. In Ichalkaranji 39% is sold through agents, 30% sell directly to retailers and 31% sell through wholesalers. In Nagpur 38% sell through agents, 35% sell directly to retailers, 22% sell through wholesalers and 5% sell through their own outlets.

In Pune and Ichalkaranji manufacturers own outlets were not found by the researcher. Table no. 6.21 demonstrates the percentage analysis of sale made by cloth manufacturers.

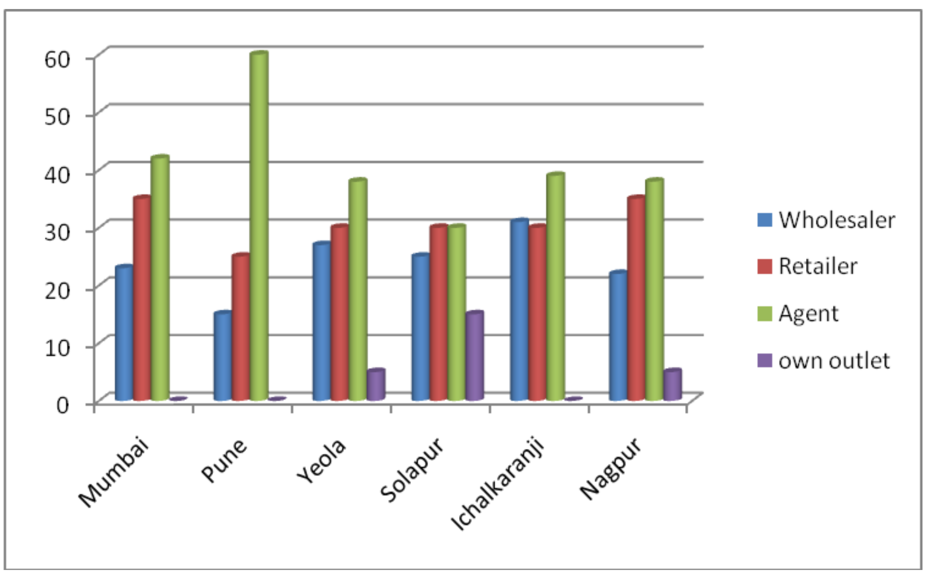
Table no. 6.21

Average percentage of sales made by cloth manufacturers

Name of the City	Total Sales in % during 2000 - 2008			
	Cloth Wholesaler	Cloth Retailer	Cloth Agent	Company's own outlet
Mumbai	23	35	42	0
Pune	15	25	60	0
Yeola	27	30	38	5
Solapur	25	30	30	15
Ichalkaranji	31	30	39	0
Nagpur	22	35	38	5

Graph no. 6.21

Sales made by cloth manufacturers



Out of the total respondents around 41% sell through agents, around 31% sell directly to retailers, 24% sell through wholesalers and 4% of the manufacturers sell through their own outlets. The above graph no. 6.21 explains that the manufacturers prefer to sell their products more to agents. There are a very few manufacturers who have their own outlet and sell their product directly through their outlets.

6.2.8. Opinion regarding elimination of cloth wholesalers:

In Mumbai 92%, in solapur 89% of the respondents feel that cloth wholesalers are not being eliminated from the chain of distribution of cloth business whereas in Pune, Yeola, Ichalkaranji and Nagpur 100% of the respondents are of the opinion that wholesalers are not being eliminated. The following table no.6.22 reveals the opinion of cloth manufacturers regarding elimination of cloth wholesalers from the distribution chain of cloth business.

Table no. 6.22

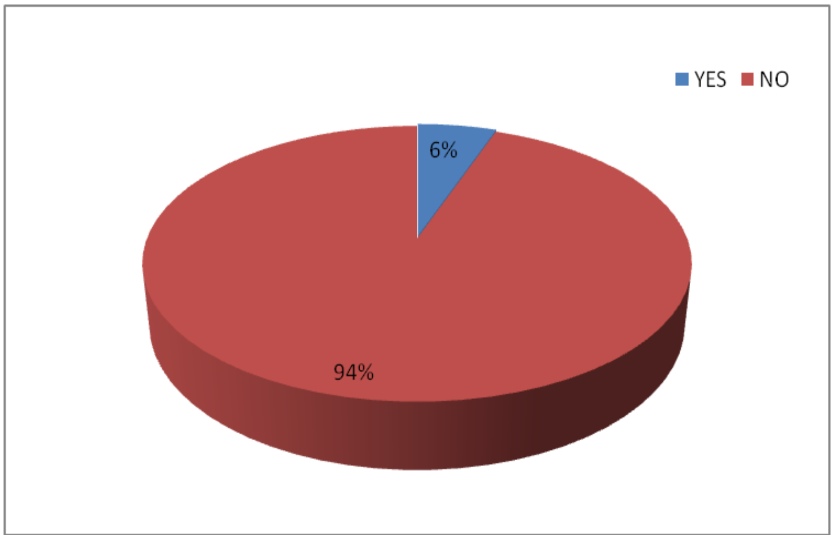
Opinion of cloth manufacturers regarding elimination of cloth wholesalers

Particulars	Mumbai	Pune	Yeola	Solapur	Ichalk aranji	Nagpur	Total
YES	1	0	0	1	0	0	**2**
NO	11	2	2	8	5	3	**31**
TOTAL	**12**	**2**	**2**	**9**	**5**	**3**	**33**

The above mentioned table 6.22 shows that roughly about 94% of cloth manufacturers are of opinion that the cloth wholesalers are not being eliminated from the distribution chain. About 6% of cloth manufacturers are of the opinion that the cloth wholesalers are being eliminated from the chain of distribution of cloth. This is explained with the help of a pie chart below in graph no.6.22.

Graph no. 6.22

Opinion of cloth manufacturers regarding elimination of Cloth Wholesalers



The researcher had asked the manufacturers the reasons as to why they think that wholesalers are not being eliminated from the distribution chain of cloth business. The following were the reasons given by the cloth manufacturers as to why they need cloth wholesalers as a middleman in the chain of distribution and hence they feel that the cloth wholesalers are not being eliminated from the distribution chain of cloth.

1. Bulk Sale is done to cloth wholesalers
2. Less Recovery problem with cloth wholesalers

3. Due to competition whatever manufactured product should be sold and the cloth wholesaler helps the cloth manufacturer in selling his products.
4. Less time consuming for the cloth manufacturer to find a market for his product.
5. Follow up for payment and sale becomes easier with cloth wholesalers than cloth retailers since cloth wholesalers are less in numbers when compared to cloth retailers.
6. The cloth manufacturer does not have to search for a market for his products and spend money on appointing personnel to do the same since that work is taken care of by the cloth Wholesaler so that the cloth manufacturer can concentrate on making good quality and variety of cloth instead of worrying about the distribution of the cloth manufactured.

Thus from the above opinion survey we can conclude that cloth manufacturer are not of the opinion that cloth wholesalers are being eliminated. But the trend of distribution chain of cloth is changing since the cloth manufacturers have started selling their cloth directly to retailers in order to increase their own profit margin.

6.3. Opinion survey of cloth end - users:

A random opinion survey was done of cloth end users in the six cities namely Mumbai, Pune, Solapur, Nagpur, Ichalkaranji, and Yeola (Nashik). The consolidated data analysis of the six cities is given below.

6.3.1. Age of end users:

In Mumbai 32% of the respondents are in the age group of 18 - 32 years, 28% in the age group of 33 – 47, 24% in the age group of 48 – 62 and 16% in the age group of 63 – 77 years. In Pune 35% of the respondents are in the age group of 18 - 32 years, 50% in the age group of 33 – 47 and 15% in the age group of 48 – 62 years. In Yeola 33% are in the age group of 18 – 32, 50% in the age group of 33 – 47, 10% in the age group 48 – 62 and also in the group of 63 – 77 years. In Solapur 33% are in the age group of 18 – 32 years, around 47% in the age group of 33 – 47 years, 13% in the age group of 48 – 62 years and around 7% in the age group of 63 – 77 years. In Ichalkaranji 20% are in the age group of 18 – 32 years, 67% in the age group of 33 – 47 years, 7% in the age group of 48 – 62 and 63 to 77 years. In Nagpur 33% are in the category of 18 – 32 years, 40% in the group of 33 – 47 years, 13% in the age group of 48- 62 and 63 – 77 years. Table no. 6.23 explains the distribution of age of the end users in detail.

Table no. 6.23

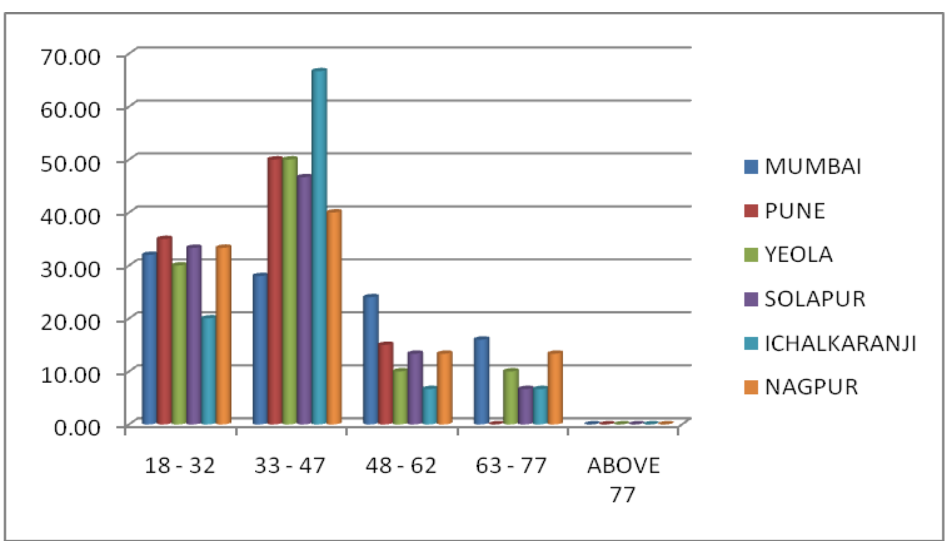
Frequency distribution of age of end users

Particulars	Mumbai	Pune	Yeola	Solapur	Ichalk aranji	Nagpur	Total
18 - 32	8	7	3	5	3	5	**31**
33 - 47	7	10	5	7	10	6	**45**
48 - 62	6	3	1	2	1	2	**15**
63 - 77	4	0	1	1	1	2	**9**
ABOVE 77	0	0	0	0	0	0	**0**
TOTAL	**25**	**20**	**10**	**15**	**15**	**15**	**100**

Out of the total 100 respondents 31% were in the age group of 18 to 32 years, 45% were in the age group of 33 to 47%, 15% were in the age group of 48 to 62 years and 9% were in the age group of 63 to 77 years. From graph no. 6.23, we can conclude that the highest no. of the respondents were in the age group of 33 to 47 years. No respondent was found to be above 77 years of age.

Graph no. 6.23

Age of end users



6.3.2. Educational qualification of end users:

The table no. 6.24 given below will help us to analyze the educational qualification of the end users.

Table no. 6.24

Frequency distribution of educational qualification of end users

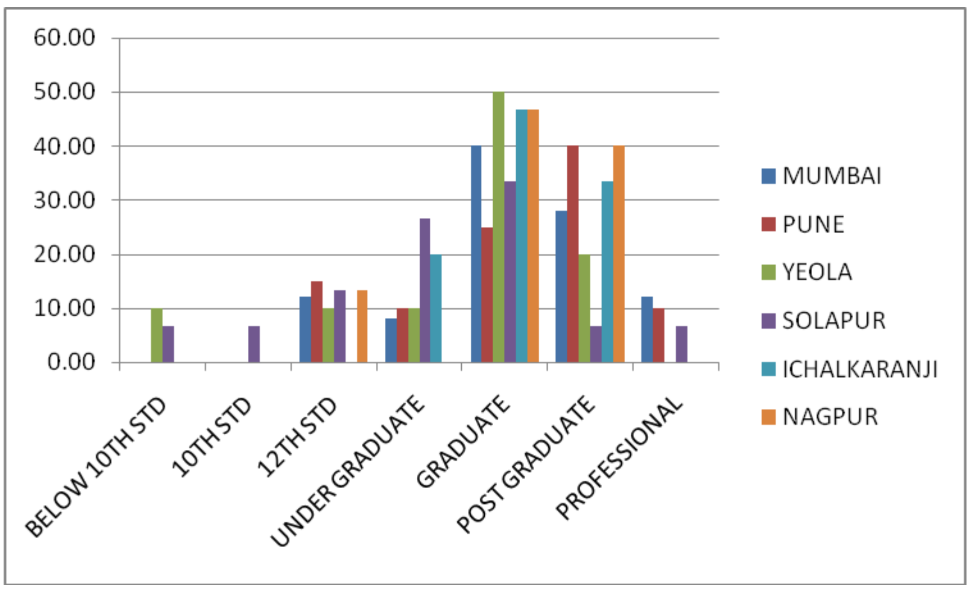
Particulars	Mumbai	Pune	Yeola	Solapur	Ichalk aranji	Nagpur	Total
BELOW 10TH STD	0	0	1	1	0	0	**2**
10TH STD	0	0	0	1	0	0	**1**
12TH STD	3	3	1	2	0	2	**11**
UNDER GRADUATE	2	2	1	4	3	0	**12**
GRADUATE	10	5	5	5	7	7	**39**
POST GRADUATE	7	8	2	1	5	6	**29**
PROFESSION AL	3	2	0	1	0	0	**6**
TOTAL	**25**	**20**	**10**	**15**	**15**	**15**	**100**

In Mumbai 40% of the respondents are graduates, 12% are in the category of professional and 12th std., 8% are under graduates and 28% are post graduates. In Pune 40% of the respondents are post graduates, 25% are graduates, 10% each in professional and undergraduates category and 15% have education up to 12th std.

In Yeola 50% are graduates, 10% each in below 10th Std, 12th Std and undergraduate category and 20% in post graduate category. In Solapur 33% are graduates, 7% each in below 10th Std, 10th Std, post graduate and professional category. About 26% are under graduates in Solapur and 13% have taken education up to 12th Std. In Ichalkaranji 20% are under graduates, 47% are graduates and 33% are post graduates. In Nagpur 47% are graduates, 40% are post graduates and 13% are 12th std educated. Graph no. 6.24 points out the educational qualification of the end users.

Graph no. 6.24

Educational qualification of end users



Out of 100 respondents all of them have taken minimum education up to 9th standard. 74 of the 100 respondents are graduates and 26 are under graduates. Out of 74 graduates 29 are post graduates and 6 have taken professional degree. Thus from above it is clarified that most of the respondents are graduates.

6.3.3. Monthly income of end users:

Let us look at the table no. 6.25 which shows us the monthly income of the respondents.

Table no. 6.25

Frequency distribution of monthly income of end users

Income	Mumbai	Pune	Yeola	Solapur	Ichalk aranji	Nagpur	Total
< 5000	2	4	0	1	2	1	**10**
5001 - 10000	0	0	0	3	0	0	**3**
10001 - 15000	1	5	2	3	5	5	**21**
15001 - 20000	6	1	3	0	0	1	**11**
20001 - 25000	7	5	2	5	4	5	**28**
> 25000	9	5	3	3	4	3	**27**
TOTAL	**25**	**20**	**10**	**15**	**15**	**15**	**100**

In Mumbai 36% respondents have income above Rs.25000/-, 28% respondents have income between Rs.20001/- to Rs.25000/-, 24% in the category of Rs.15,001/- to Rs. 20000/-, 4% in the category of Rs.10001/- to Rs.15000/- and 8% have monthly income below Rs.5,000/-.

In Pune 25% respondents have income above Rs.25000/-, 25% respondents have income between Rs.20001/- to Rs.25000/-, 5% in the category of Rs.15,001/- to Rs. 20000/-, 25% in the category of Rs.10001/- to Rs.15000/- and 20% have monthly income below Rs.5,000/-.

In Yeola 30% respondents have income above Rs.25000/-, 20% respondents have income between Rs.20001/- to Rs.25000/-, 30% in the category of Rs.15,001/- to Rs. 20000/-, 20% in the category of Rs.10001/- to Rs.15000/-.

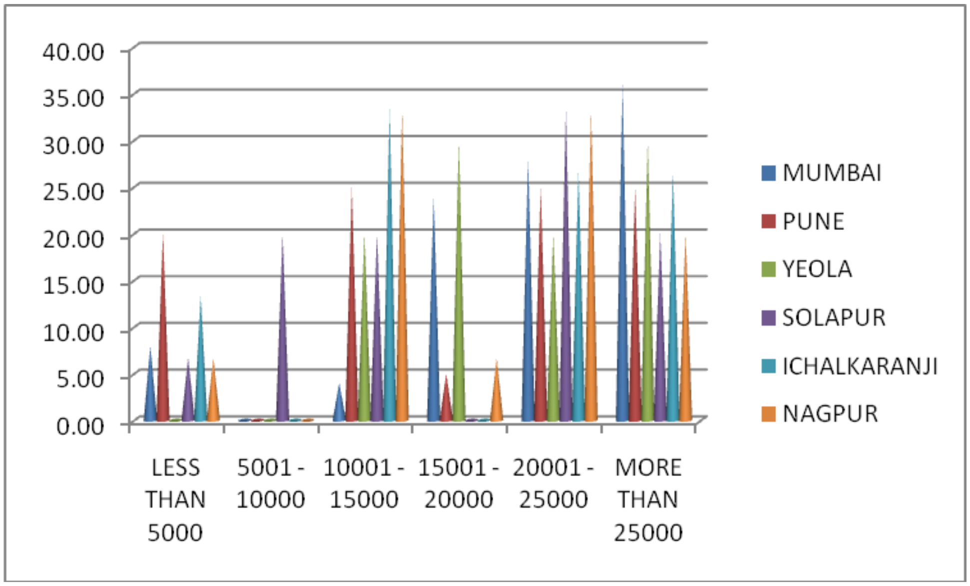
In Solapur 20% respondents have income above Rs.25000/-, 33% respondents have income between Rs.20001/- to Rs.25000/-, 20% in the category of Rs.10001/- to Rs.15000/-, 20% in the category of Rs.5001/- to Rs.10000/- and 7% have monthly income below Rs.5,000/-.

In Ichalkaranji 27% respondents have income above Rs.25000/-, 27% respondents have income between Rs.20001/- to Rs.25000/-, 33% in the category of Rs.10001/- to Rs.15000/- and 13% have monthly income below Rs.5,000/-.

In Nagpur 20% respondents have income above Rs.25000/-, 33% respondents have income between Rs.20001/- to Rs.25000/-, 7% in the category of Rs.15,001/- to Rs. 20000/-, 33% in the category of Rs.10001/- to Rs.15000/- and 7% have monthly income below Rs.5,000/-.

Graph no. 6.25

Monthly income of end users



Graph no. 6.25 reveals that out of the total respondents about 13% of the respondents had monthly income below Rs.10,000/-, 32% respondents had monthly income below Rs.20000/- and 55% have income above Rs.20,000/-. Hence we can say that purchase of clothing is influenced by the income of the end user. The more they earn the need for clothing develops to a more preferential mode than just a basic need.

6.3.4. Purchase of cloth by end users:

The end user has a wide variety of options available regarding cloth purchases namely, cloth retailer, shopping malls and company's own outlet, cloth wholesaler etc. The following table no.6.26 shows the frequency distribution of preference regarding purchase of cloth.

Table no. 6.26

Frequency distribution of purchase of cloth by end users

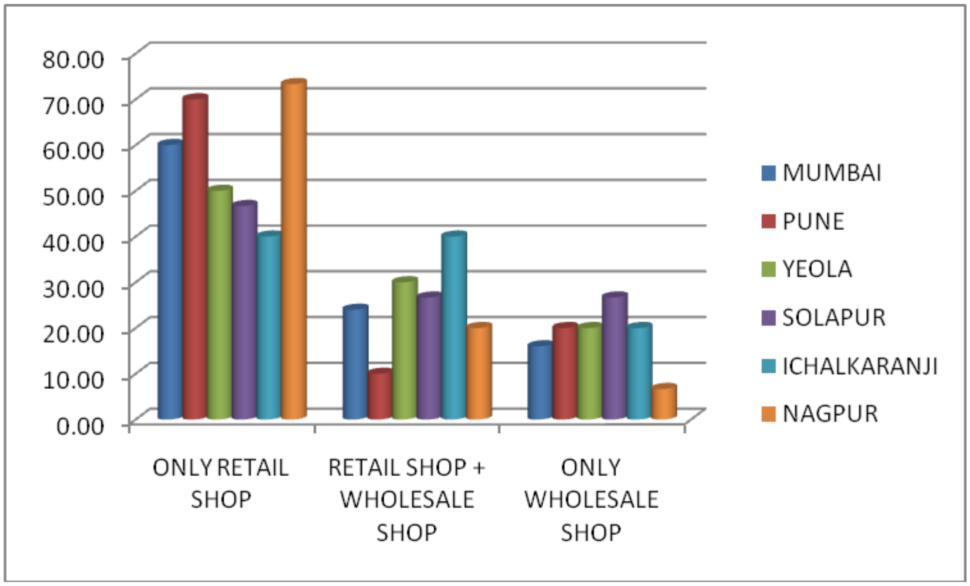
Particulars	Mumbai	Pune	Yeola	Solapur	Ichalkaranji	Nagpur	Total
ONLY RETAILER	15	14	5	7	6	11	**58**
RETAILER + WHOLESALER	6	2	3	4	6	3	**24**
ONLY WHOLESALER	4	4	2	4	3	1	**18**
TOTAL	**25**	**20**	**10**	**15**	**15**	**15**	**100**

In Mumbai 60% of the respondents purchase cloth from retailer, 24% from both retailer and wholesaler and 16% from only wholesaler. In Pune, 70% of the respondents purchase cloth from only retailer, 10% from wholesaler and retailer and 20% from only wholesaler. In Yeola 50% of the respondents buy cloth from retailer, 30% from both retailer and wholesaler and 20% buy cloth from only wholesaler.

In Solapur, about 46% buy cloth from only retailer, 27% buy cloth from both retailer and wholesaler and remaining 27% buy from only wholesaler. In Ichalkaranji 40% of the purchases of end users is from only retailer, 40% from retailer and wholesaler both and 20% from only wholesaler. In Nagpur about 73% purchases are from retailer, 20% are from both wholesaler and retailer and 7% purchases are made from wholesalers only.

Graph no. 6.26

Purchase of cloth by end users



About 58% respondents preferred to buy cloth from retail outlets only. Only 18% of the respondents preferred to purchase cloth from wholesalers and 24% preferred to buy from both the sources i.e. Wholesaler and Retailer. The graph no.6.26 explains that the end user prefers to purchase cloth from retailers more than other middlemen.

6.3.5. Ready made or cloth – Preference of the end users:

In Mumbai the trend of purchase of readymade is more due to the fast paced life. Pune consists of a cosmopolitan crowd who are very choosy regarding their purchases. They prefer to buy readymade over cloth. In Yeola and Solapur about 70% of the respondents choose readymade over cloth. In Ichalkaranji and Nagpur about 80% of the respondents prefer to buy readymade. Table no. 6.27 shows the preference of purchase of end user.

Table no. 6.27

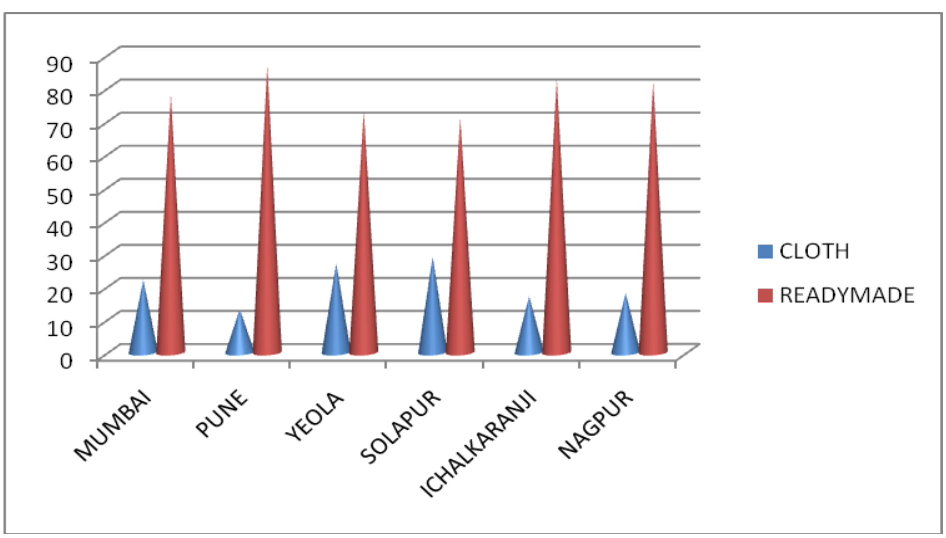
Percentage analysis of preference of average purchase of cloth by end users

Particulars	**Mumbai**	**Pune**	**Yeola**	**Solapur**	**Ichalkaranji**	**Nagpur**
CLOTH	22	13	27	29	17	18
READYMADE	78	87	73	71	83	82
TOTAL	**100**	**100**	**100**	**100**	**100**	**100**

Out of the total cloth purchases of the respondents only 21% of the respondents prefer to purchase cloth in meters where as the remaining 79% respondents prefer to purchase ready made garments. The below mentioned graph clearly shows us the diminishing trend of buying cloth in meters and the increasing trend in buying readymade garments.

Graph no. 6.27

Preference of purchase of cloth by end user



The graph no. 6.27 reveals that the trend of using readymade fabric is increasing.

Thus from the above detailed explanation of opinion survey of cloth end users the researcher has observed that the majority of the respondents are educated and are in the age group of 33 – 47 years. The researcher also observed that the end users prefer more ready made fabrics than mere cloth. Hence we can conclude that according to tastes, preference, income and education the purchase of cloth differs.

Regarding purchase of cloth from wholesaler and retailer the researcher has observed that end users purchase cloth from wholesaler during special occasions like marriage, festivals etc. which require purchase of cloth in bigger quantities than required during other times. Where the size of the family is big the end users prefer to buy from wholesalers since it is economical. When the end user looks for variety of cloth, preference is given to retail shops.

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