



SWOT ANALYSIS FOR SMALL JEWELLERY MERCHANTS FUNCTIONING IN CUDDALORE DISTRICT

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ABSTRACT

The present research paper analyzed the SWOT of Small Jewellery Merchants (SJMs) functioning in the Cuddalore district has been identified in certain aspects revealed from the previous studies. After the assessment of problems persisted in the small jewellery merchants, researcher has extended the survey on SWOT analysis to know the strength, weakness, opportunity and threaten of SJMs in Cuddalore districts. The primary data have been collected from the identified SJM and analyzed. The results and findings of the study will implicate the SJM and the general public.

Key words: SWOT, Small Jewellery Merchants, and Gold jewellery business

Introduction

The gems and jewellery market essentially comprises sourcing, processing, manufacturing and selling of precious metals and gemstones such as gold, platinum, silver, diamond, ruby, sapphire, among others. This industry is highly unorganised and fragmented with 96% of the total players being family-owned businesses. Currently there are more than 500,000 gems and jewellery players across the country, with the majority being small players. Modern retail players have only 4% to 6% share, which is perhaps one of the lowest when compared to other sectors such as apparel, footwear, books and music. At the same time, India is gaining prominence as an international sourcing destination for high-quality designer jewellery. Global companies such as Walmart and JC Penney procure jewellery from India. Some of the major brands in the Indian jewellery segment are Gili, Tanishq, Carbon, Oysterbay and Trendsmith. The major players in the Indian gems

and jewellery retail sector are Reliance Retail, Damas Jewellery, Gitanjali Gems Ltd., Swarovski, Diamond Trading Company, Vardhaman Developers, Dubai-based Joy Alukkas, Viswa and Devji Diamonds and Gold Souk India. But the small jewelry merchants are affected by means of the above corporate sectors entered in to the semi-urban and rural markets. The sample of the study is confined with 245 respondents as per the survey method they are identified in all the taluks of the Cuddalore district. The simple percentage analysis and mean score techniques are adopted to find the results of the SWOT.

Strength of SJMs

The researcher has identified certain aspects are the strength of SJMs to survive in the market such as availability of raw material in the local market or purchasing of old jewels; skilled labour in the local area; States liberalized policies towards imported gold by offering zero percent import duty up to 1 kg who stay more than six months abroad; availability of finance from local financial institution and mutual benefits organization; large number of SJMs entrepreneurs; wide local market consumptions; availability of information and communication technology; and recognition in the gold jewellery market.

Table 1: Strength

Level of opinion	Small Jewellery Shop located in the talks of Cuddalore district							Total
	CUD	CDM	Panruti	K.Kudi	VDM /Veppur	T.Kudi	K.Padi	
Strongly Disagreed	22.88 (30.1)	30.38 (33.0)	5.13 (42.7)	6.00 (27.3)	7.38 (33.5)	3.13 (24.0)	2.38 (29.7)	77.25 (31.5)
Disagreed	18.75 (24.7)	27.38 (29.8)	3.63 (30.2)	5.75 (26.1)	8.00 (36.4)	4.63 (35.6)	2.25 (28.1)	70.38 (28.7)
Neutral	18.63 (24.5)	16.63 (18.1)	1.75 (14.6)	4.38 (19.9)	2.88 (13.1)	4.38 (33.7)	2.88 (35.9)	51.50 (21.0)
Agreed	5.13 (6.7)	6.25 (6.8)	0.38 (3.1)	0.75 (3.4)	1.13 (5.1)	0.13 (1.0)	0.13 (1.6)	13.88 (5.7)
Strongly Agreed	10.63 (14.0)	11.38 (12.4)	1.13 (9.4)	5.13 (23.3)	2.63 (11.9)	0.75 (5.8)	0.38 (4.7)	32.00 (13.1)

Source: Primary Data

From the above table the researcher has stated that the strength of small jewellery merchants were as opined as statements stated above. The researcher has summarized the opinion in averagely about the statements relating to the strengths by means of availability of raw materials, skilled labours, financial assistances, good marketing environment, and ICT. In the above aspects, the respondents have given their opinion as strongly disagreed 31.5 per cent. 28.7 per cent of the respondents are disagreed the statement. 21 per cent of them neutrally stated their views on the strength. 13.1 per cent of them are strongly agreed the statements. Only 5.7 per cent of the SJMs are agreed the statements. Thus, the strength of the SJMs has not been showed from their responses. Majority of (60.2 %) the respondents disagreed the statements of the strength of the SJMs. It denotes that the SJMs are in the helpless situation.

Weaknesses of SJMs

The researcher has come to know certain weaknesses are fetched among the SJMs while interviewing and reviewing the previous studies such as no use of new technology; labour is costly; high rate of utility charges and tax regulation; not easy entry in the business; traditional design and no innovations; non availability of Hallmarking; no original invoice bills produced and issued to the customer; in case of deteriorating law and order situation the shops need to be closed; lukewarm response of small jewellers

association; smuggling and purchase of stone jewels by small jewellers and seizing activity by police department is quite frequent; and cutthroat competition.

Table 2: Weakness

Level of opinion	CUD	CDM	Panruti	K.Kudi	VDM /Veppur	T.Kudi	K.Padi	Total
Strongly Agreed	15.6 (20.57)	22.9 (24.9)	2.3 (18.94)	5.3 (23.97)	4.5 (20.66)	3.5 (26.57)	2.8 (35.23)	56.9 (23.23)
Agreed	21.5 (28.23)	27.2 (29.55)	3.8 (31.82)	6.7 (30.58)	6.9 (31.4)	4.3 (32.87)	2.1 (26.14)	72.5 (29.57)
Neutral	12.2 (16.03)	12.4 (13.44)	1.9 (15.91)	4.3 (19.42)	2.3 (10.33)	2.3 (17.48)	1.3 (15.91)	36.5 (14.92)
Disagreed	14 (18.42)	15.1 (16.4)	2.2 (18.18)	2.4 (10.74)	4.1 (18.6)	1.6 (12.59)	0.9 (11.36)	40.3 (16.44)
Strongly Disagreed	12.7 (16.75)	14.5 (15.71)	1.8 (15.15)	3.4 (15.29)	4.2 (19.01)	1.4 (10.49)	0.9 (11.36)	38.8 (15.84)

Source: Primary Data

From the above table the researcher has stated that the weaknesses of small jewellery merchants were as opined as statements stated above. The researcher has summarized the opinion in averagely about the statements relating to the weaknesses by means of technologies, labour, taxation, design, hallmark, invoice, law and order, SJMs' association, smuggling, and competition. In the above aspects, the respondents have given their opinion as strongly agreed 23.23 per cent. 29.57 per cent of the respondents are agreed the statement. 14.92 per cent of them neutrally stated their views on the weaknesses. 16.44 per cent of them are disagreed the statements. Only 15.84 per cent of the SJMs are strongly disagreed the statements. Thus, the weaknesses of the SJMs have been persisted from their responses. Majority of (52.8%) the respondents agreed the statements of the weaknesses of the SJMs. It denotes that the SJMs are in a weak position as per the study.

Opportunities of SJMs

Opportunities are always existed for all kinds of needs in the world while the optimum search of the need is satisfied. The researcher has found certain opportunities from revealing the previous studies such as access to new marketing information and skills; new gold saving schemes in rural and village by direct visit and collection of amount every day visit with showing reliability; standardization of the quality and purity of the product; direct to home market; local media advertisement special offer to be introduced frequently at the time of festival season as per the marketing environment; lesser profit objective will improve the sales; showing the available designs in websites will improve the sales; sending SMS to existing customer about new offers and attractive designs; reviewing customer satisfaction frequently; and product weight and price and model should be computerized. It will make repose with the customer.

Table 3: Opportunities

Level of opinion	Small Jewellery Shop located in the talks of Cuddalore district							Total
	CUD	CDM	Panruti	K.Kudi	VDM /Veppur	T.Kudi	K.Padi	
Strongly Disagreed	15.3 (20.13)	15.5 (16.85)	1.4 (11.67)	5 (22.73)	4.4 (20.0)	2.9 (22.31)	1.3 (16.25)	45.8 (18.69)
Disagreed	15.9 (20.92)	19 (20.65)	3.3 (27.5)	5.3 (24.09)	4.3 (19.55)	3.1 (23.85)	2.4 (30.0)	53.3 (21.76)
Neutral	15.6 (20.53)	19.3 (20.98)	2.9 (24.17)	4.7 (21.36)	5.6 (25.45)	2.8 (21.54)	1.4 (17.5)	52.3 (21.35)
Agreed	14.3 (18.82)	19.7 (21.41)	2.1 (17.5)	2.4 (10.91)	4 (18.18)	2.2 (16.92)	1.4 (17.5)	46.1 (18.82)
Strongly Agreed	14.9 (19.61)	18.5 (20.11)	2.3 (19.17)	4.6 (20.91)	3.7 (16.82)	2 (15.38)	1.5 (18.75)	47.5 (19.39)

Source: Primary Data

From the above table the researcher has stated that the opportunities of small jewellery merchants were as opined as statements stated above. The researcher has summarized the opinion in averagely about the statements relating to the opportunities by means of MIS, savings schemes, standardization, DTH market, local media ad, sending SMS, customer satisfaction, and computerized transaction. In the above aspects, the respondents have given their opinion as strongly disagreed 18.69 per cent. 21.76 per cent of the respondents are disagreed the statement. 21.35 per cent of them neutrally stated their views on the opportunities. 18.82 per cent of them are agreed the statements. Only 19.39 per cent of the SJMs are strongly agreed the statements. Thus, the opportunities of the SJMs have been showed from their responses. Most of (40.45%) the respondents agreed the statements of the opportunities of the SJMs. It denotes that the SJMs are in a better position in future as per the study.

Threatens

Any business has associated with its own risks; small jewellery business is also in the same stream. The researcher has identified certain risks and threatens of small jewellery business from the previous studies such as seizures by revenue intelligence, income tax department, sales tax department have the authority to check the stocks and seize them for verification will affect the business; low level of quality and products without the logo of hallmarked BIS, 916, KDM, 22 kt. and other things will affect the business; purchasing of raw material or financial goods transportation from one place to another place is not an easy job due to security; grading of the products by departmental appraiser after minute examination will affect the business; lack of proper standardization to ascertain the purity of gold is widespread which will affect the customer; antisocial activities and threat of burglary to less security arrangement by small merchant; branded gold jewellery has a potential market and small merchants need to brand their products; small merchant are not ready to assure the resale value of their own product if sold elsewhere; small merchants cannot compete with corporate jewelers in advertising their product; working women are looking for fashion jewellery to be worn every day the small merchants could not meet their demand; small merchant are expecting demand from the village and rural people; and now the corporate jewelers opening their showrooms at every district headquarters will affect the business of small merchants.

Table 4: Threatens

Level of opinion	Small Jewellery Shop located in the talks of Cuddalore district							Total
	CUD	CDM	Panruti	K.Kudi	VDM /Veppur	T.Kudi	K.Padi	
Strongly Agreed	17 (22.40)	16.55 (18.00)	2.64 (22.00)	4.09 (18.60)	4.27 (19.40)	2.18 (16.80)	1.45 (18.20)	48.18 (19.70)
Agreed	13.18 (17.30)	19.91 (21.60)	2.27 (18.90)	4.73 (21.50)	5.09 (23.10)	3.64 (28.00)	1.45 (18.20)	50.27 (20.50)
Neutral	15.18 (20.00)	18.09 (19.70)	2.73 (22.70)	3.55 (16.10)	3.64 (16.50)	3.18 (24.50)	1.36 (17.00)	47.73 (19.50)
Disagreed	13.45 (17.70)	15.91 (17.30)	1.45 (12.10)	5.09 (23.10)	4 (18.20)	2 (15.40)	1.64 (20.50)	43.55 (17.80)
Strongly Disagreed	17.18 (22.60)	21.55 (23.40)	2.91 (24.20)	4.55 (20.70)	5 (22.70)	2 (15.40)	2.09 (26.10)	55.27 (22.60)

Source: Primary Data

From the above table the researcher has stated that threatens of small jewellery merchants were as opined as statements stated above. The researcher has summarized the opinion in averagely about the statements relating to threatens by means of government revenue department, poor quality, security, grading, burglary, branding, resale, corporate jewellers advertisements, working women demands and corporate jewellers opening new showrooms everywhere. In the above aspects, the respondents have given their opinion as strongly agreed 23.02 per cent. 17.81 per cent of the respondents are agreed the statement. 18.49 per cent of them neutrally stated their views on threatens. 20.23 per cent of them are disagreed the statements. Only 20.45 per cent of the SJMs are strongly disagreed the statements. Thus, threatens of the SJMs have not been showed more from their responses. Most of (40.68%) the respondents disagreed the statements of threaten of the SJMs. It denotes that the SJMs are not in a threatening position as per the study.

Swot Analysis

As per the respondents perception SWOT analysis has been made out of the responses value out of number of frequencies. The total responses summed up and subtracted the low level perception from the higher perceptual values. After the deduction of low level perception (1 strongly Disagree + 2 Disagree +3 Neutral) with higher perception (Agree 4+ Strongly Agree 5) the researcher found the ‘actual value’ of the respondents perception towards SWOT. Finally strength variables values are added likewise other values are also likely to be. All the values are to be added; it should be probably (+1 or -1)100 per cent. From the averages of simple percentage analysis SWOT analysis has been done. The following table describes decisions whether the SJMs business has a feasibility to run in the future or not.

Table 5: SWOT

Level of opinion	Strength	Weakness	Opportunities	Threatens	SWOT
1	32	56.9	47.5	48.18	184.58
2	13.88	72.5	46.1	50.27	182.75
3	51.5	36.5	52.3	47.73	188.03
4	70.38	40.3	53.3	43.55	207.53
5	77.25	38.8	45.8	55.27	217.12
Total	245.01	245	245	245	130.71

Source: Computed Primary Data

$$SWOT = (1+2+3) - (4+5)/245 \times 100$$

$$\text{Therefore SWOT} = (184.58+182.75+188.03) - (207.53+217.12)/245 \times 100$$

$$= 130.71/245 \times 100$$

$$SWOT = 53.35$$

Again the researcher extended the same in to all the variables frequency and its total frequency have taken in to account for the SWOT analysis.

Table No. 6 SWOT (cont...)

SWOT	1	2	3	4	5	Total	A (1+2+3)	B (4+5)	C=A-B	C/Total
Strength	48	100	47	6	44	245	195	50	145	0.591837
	85	72	63	2	23	245	220	25	195	0.795918
	111	45	44	33	12	245	200	45	155	0.632653
	82	53	68	18	24	245	203	42	161	0.657143
	110	49	37	27	22	245	196	49	147	0.6
	90	54	71	4	26	245	215	30	185	0.755102
	48	100	47	6	44	245	195	50	145	0.591837
	44	90	35	15	61	245	169	76	93	0.379592
Total										5.004082
Weakness	45	2	52	95	51	245	47	198	151	0.616327
	61	18	32	86	48	245	79	166	87	0.355102
	44	6	47	100	48	245	50	195	145	0.591837
	44	96	28	51	26	245	140	105	-35	-0.14286
	53	97	24	46	25	245	150	95	-55	-0.22449
	12	20	27	91	95	245	32	213	181	0.738776
	10	23	33	80	99	245	33	212	179	0.730612
	12	29	26	89	89	245	41	204	163	0.665306
	10	27	28	81	99	245	37	208	171	0.697959
	64	72	54	37	18	245	136	109	-27	-0.1102
	72	53	51	41	28	245	125	120	-5	-0.02041
Total										3.897959
Opportunity	78	72	57	27	11	245	207	38	169	0.689796
	65	69	53	31	27	245	187	58	129	0.526531
	75	72	54	26	18	245	201	44	157	0.640816
	64	60	52	33	36	245	176	69	107	0.436735
	50	49	48	48	50	245	147	98	49	0.2
	37	42	44	54	68	245	123	122	1	0.004082
	24	31	56	59	75	245	111	134	-23	-0.09388
	12	42	49	77	65	245	103	142	-39	-0.15918
	25	44	54	62	60	245	123	122	1	0.004082
	28	52	56	44	65	245	136	109	27	0.110204
Total										2.359184
Threaten	72	69	56	23	25	245	141	104	-37	-0.15102
	80	68	34	32	31	245	148	97	-51	-0.20816
	84	57	57	19	28	245	141	104	-37	-0.15102
	45	39	58	55	48	245	84	161	77	0.314286
	68	71	55	34	17	245	139	106	-33	-0.13469
	29	41	42	48	85	245	70	175	105	0.428571
	36	25	45	61	78	245	61	184	123	0.502041
	14	3	67	61	100	245	17	228	211	0.861224
	29	41	42	48	85	245	70	175	105	0.428571
	44	97	27	51	26	245	141	104	-37	-0.15102
	29	42	42	47	85	245	71	174	103	0.420408
Total										2.159184

Source: Computed Primary Data

S	5.00	37.29	54.87
O	2.36	17.58	
W	3.90	29.05	45.13
T	2.16	16.09	
Total	13.42	100.00	100.00

Therefore, the strength and opportunities of the SJMs is more than the weakness and threaten. Hence, the researcher concluded that the SJMs can survive their business and they need to improve all the suggestive factors of the study.

Mean score analysis

Table 7: Strength of SJMs (Mean score)

Sl. No	Strength of SJMs	CUD	CDM	Panruti	K.Ku di	VDM /Vep pur	T.Ku di	K.Pa di	Total
1	Availability of raw material in the local market or purchasing of old jewels.	52.63	50.65	48.33	58.18	53.64	41.54	52.50	51.67
2	Skilled labour in the local area.	46.05	41.96	31.67	57.27	38.18	50.77	40.00	44.16
3	States liberalized policies towards imported gold by offering zero percent import duty up to 1 kg who stay more than six months abroad.	42.11	44.57	36.67	40.91	45.45	36.92	47.50	42.86
4	Availability of financial form local financial institution and mutual benefits organization.	51.84	43.70	40.00	62.73	40.00	50.77	40.00	47.67
5	Large number of entrepreneurs.	43.95	44.35	38.33	40.91	48.18	43.08	42.50	43.84
6	Wide local market consumptions.	47.37	43.70	38.33	57.27	37.27	50.77	40.00	45.47
7	Availability of information and communication technology.	52.63	50.65	48.33	58.18	53.64	41.54	52.50	51.67
8	Recognition in the gold jewellery market.	63.16	57.61	48.33	55.45	44.55	50.77	42.50	56.65
	Average	49.97	47.15	41.25	53.86	45.11	45.77	44.69	48.00

Source: Computed from Primary Data

From the above table is concern, all the respondents are expressed their views highly relating to the strength of SJMs and their recognition in the gold jewellery market. But in the case of statement 'States liberalized policies towards imported gold by offering zero percent import duty up to 1 kg who stay more than six months abroad respondents' have opined very low level of perception. Averagely Panruti, Tittakudi and Kurinjipadi SJMs are affected by the strength aspects than others. Despite, Kattumannarkudi SJMs are moderately opined for the same. Thus the researcher suggested that among the variables of strength of SJMs in which the skilled labours, import policy, large number of entrepreneurs, and wide local market consumptions are the problems. Therefore, the SJMs can improve their sales and business by means of concentrating the skilled labours, and wide local market consumptions.

Table 8: Weaknesses of SJMs (Mean score)

Sl.No	Weaknesses of SJMs	CUD	CDM	Panruti	K.Ku di	VDM /Veppur	T.Ku di	K.Pa di	Total
1	No use of new technology.	51.1	52.6	50.0	55.5	47.3	46.2	52.5	51.4
2	Labour is costly.	63.2	57.6	48.3	59.1	44.5	46.2	37.5	56.6
3	High rate of utility charges and tax regulation.	52.6	50.7	48.3	58.2	53.6	41.5	52.5	51.7
4	Not easy entry in the business.	67.9	66.5	63.3	64.5	68.2	66.2	62.5	66.6
5	Traditional design and no innovations	73.4	67.8	73.3	54.5	71.8	73.8	50.0	68.7
6	Non availability of Hallmarking	41.1	39.1	55.0	40.9	45.5	33.8	30.0	40.7
7	No original invoice bills produced and issued to the customer.	42.9	38.9	45.0	35.5	52.7	36.9	25.0	40.8
8	In case of deteriorating law and order situation the shops need to be closed.	43.9	40.9	50.0	39.1	45.5	38.5	45.0	42.5
9	Lukewarm response of small jewellers association	45.5	39.3	38.3	35.5	47.3	38.5	25.0	41.1
10	Smuggling and purchase of stolen jewels and seizing activity by police department is quite frequent	72.1	72.0	65.0	68.2	68.2	60.0	72.5	70.4
11	Cutthroat competition	67.9	65.2	76.7	67.3	80.0	63.1	70.0	68.2
	Average	56.5	53.7	55.8	52.6	56.8	49.5	47.5	54.4

Source: Computed from Primary Data

From the above table is concern, all the respondents are responded their views highly relating to the smuggling and purchase of stolen jewels and seizing activity by police department is not quite frequent. But in the case of weaknesses, respondents have opined poorly to the statement ‘Non availability of Hallmarking’. Averagely Kurinjipadi SJMs are affected by the non availability of hallmarking, no original invoice bills produced and issued to the customer and lukewarm response of small jewellers association than others. Despite, Vrithachalam and Veppur SJMs are moderately opined for the same and the cutthroat competition is highly responded. Thus the researcher suggested that among the variables of weaknesses in which the non availability of hallmarking, no original invoice bills produced and issued to the customer, and deteriorating law and order situation the shops need to be closed are the problems. Therefore, the SJMs can get the Hallmarking; producing original invoice will improve the sales.

Table 9: Opportunities of SJMs (Mean score)

Sl.No	Opportunities of SJMs	CUD	CDM	Panruti	K.Ku di	VDM/Veppur	T.Ku di	K.Padi	Total
1	Access to new marketing information and skills	48.42	45.00	51.67	40.91	42.73	40.00	40.00	45.39
2	New gold saving schemes in rural and village by direct visit and collection of amount every day visit with showing reliability	50.79	50.22	53.33	45.45	55.45	49.23	55.00	50.69
3	Standardization of the quality and purity of the product	45.26	52.83	41.67	35.45	40.91	49.23	47.50	46.94
4	Direct to home market.	50.00	53.26	55.00	60.00	55.45	46.15	67.50	53.22
5	Local media advertisement special offer to be introduced frequently at the time of festival season as per the marketing environment.	64.47	58.91	58.33	54.55	54.55	63.08	55.00	59.92
6	Lesser profit objective will improve the sales	62.63	70.00	65.00	70.00	68.18	50.77	62.50	66.04
7	Showing the available designs in websites will improve the sales.	69.74	72.83	68.33	62.73	71.82	73.85	70.00	70.61
8	Sending SMS to existing customer about new offers and attractive designs.	70.00	75.00	63.33	69.09	70.00	69.23	72.50	71.51
9	Reviewing customer satisfaction frequently.	66.84	69.78	73.33	60.91	67.27	58.46	62.50	67.18
10	Product weight and price and model should be computerized. It will faith in the customer repose.	65.53	66.74	80.00	67.27	58.18	58.46	52.50	65.39
	Average	59.37	61.46	61.00	56.64	58.45	55.85	58.50	59.69

Source: Computed from Primary Data

From the above table is concern, all the respondents are expressed their views highly to sending SMS to existing customer about new offers and attractive designs. It is a vital aspect of sales promotion. But in the case of opportunities of SJMs respondents have opined very low level of perception to the statement access to new marketing information and skills. Averagely Tittakudi SJMs are poorly responded to statement 'direct to home market', and 'access to new marketing information and skills' than others. Despite, Chidambaram SJMs are moderately opined for the all variables except access to new marketing information and skills. Thus the researcher inferred that lesser profit objective, availability of designs, sending SMS, customer satisfaction, computerization are will improve the opportunity of the SJMs in Cuddalore district as per the respondents opinion of the study. Therefore, the SJMs can collect the information and improve the quality of their product.

Table 10: Threatens of SJMs (mean score)

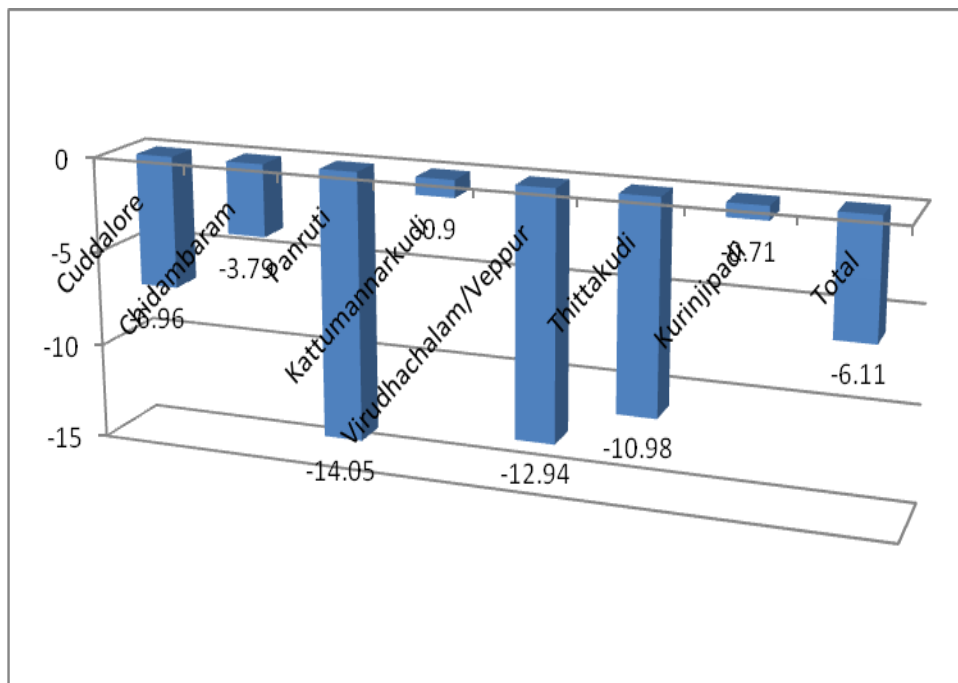
Sl.No	Small Jewellery Shop located in the talks of Cuddalore district	CUD	CDM	Panruti	K.Ku di	VDM /Veppur	T.Ku di	K.Pa di	Total
1	Seizures by revenue intelligence, income tax department, sales tax department have the authority to check the stocks and seize them for verification will affect the business.	70.3	71.7	83.3	74.5	60.0	72.3	82.5	71.4
2	Low level of quality and products without the logo of hallmarked BIS, 916, KDM, 22 kt. and other things will affect the business.	69.7	72.2	70.0	67.3	74.5	78.5	57.5	70.9
3	Purchasing of raw material or finished goods transportation from one place to another place is not an easy job due to security.	77.1	70.2	71.7	70.0	68.2	70.8	70.0	72.2
4	The grading of the products by departmental appraiser after minute examination will affect the business.	59.5	61.1	40.0	55.5	56.4	58.5	52.5	58.2
5	Lack of popes' standardization to ascertain the pouring of gold is widespread which will affect the customer.	68.7	69.8	80.0	72.7	76.4	70.8	85.0	71.3
6	Antisocial activities and threat of burglary to less security arrangement by small merchant.	52.1	47.0	56.7	45.5	53.6	58.5	52.5	50.3
7	Branded gold jewellery has a potential market and small merchant need to brand their producer.	50.8	48.9	48.3	59.1	51.8	47.7	37.5	50.2
8	Small merchant are not ready to assure the resale value of their own product if sold elsewhere	41.3	39.3	31.7	50.0	40.0	50.8	40.0	41.2
9	The small merchants cannot complete with corporate jewelers in advertising their product.	52.1	47.0	56.7	45.5	53.6	58.5	52.5	50.3
10	Working women are looking for fashion jewellery to be worn every day the small merchants could not meet this demand.	67.6	66.7	63.3	64.5	68.2	67.7	62.5	66.7
11	Small merchant are expecting demand from the village and rural people. Now the corporate jewelers at opening their showrooms every district headquarters will affect the business of small merchants.	48.9	51.7	63.3	42.7	53.6	60.0	27.5	50.4
	Average	59.8	58.7	60.5	58.8	59.7	63.1	56.4	59.4

Source: Computed from Primary Data

From the above table is concern, all the respondents are responded their views highly relating to the statement of ‘purchasing of raw material or finished goods transportation from one place to another place is not an easy job due to security’. It is very important activities of jewellery business. It is inferred that the security problem is too high with this business is prevailed. But the respondents have opined very low level of perception to the statement ‘small merchant are not ready to assure the resale value of their own product if sold elsewhere’. Averagely Kurinjipadi SJMs are affected by the statement ‘small merchant are expecting demand from the village and rural people. Now the corporate jewelers are opening their showrooms every district headquarters’ than others. Despite, Tittakudi SJMs are moderately opined for the same. Thus the researcher inferred that the antisocial activities and threat of burglary, branded gold jewellery, resale value of SJMs product, advertising, corporate jewelers new showrooms are the problems of SJMs. Therefore, the SJMs can assure the quality and resale value with their customer will improve their business.

Table 11: Sum up of SWOT (mean score analysis)

Sl. No	SWOT	CUD	CDM	Panruti	K.Kudi	VDM /Veppur	T.Kudi	K.Padi	Total
1.	Strength	49.97	47.15	41.25	53.86	45.11	45.77	44.69	48
2.	Weakness	56.5	53.7	55.8	52.6	56.8	49.5	47.5	54.4
3.	Opportunities	59.37	61.46	61	56.64	58.45	55.85	58.5	59.69
4.	Threatens	59.8	58.7	60.5	58.8	59.7	63.1	56.4	59.4
(S+O)-(W+T)		-6.96	-3.79	-14.05	-0.9	-12.94	-10.98	-0.71	-6.11



Conclusion

As per the above tables and the charts researcher infers that the average of the problems factors of the study averagely represents the 62.67 per cent of mean score average, it is come under moderate level of opinion of the respondents towards all the problems identified for the study. The SWOT analysis represents that the negative points, it infers that the SJMs are in the problems as per the opinion of the respondents during the study period. Among the taluks wise SJMs, Panruti and Vrithachalam/Veppur are in problems more. The SWOT of the SJMs are strength wise helpless situation, weak position, opportunity wise a better position, No threatening position as per the study. The strength and opportunities of the SJMs is more than the weakness and threaten. Hence, the researcher concluded that the SJMs can survive their business and they can improve all the suggestive factors of the study.

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