





### 3.4 Man Power Requirements

The safety principles for plastic moulding machines has published by the New Zealand labour department [7] has indicated that clamping unit and other manual operating machine parts are dangerous more than electrical components in safety point of view. Central Institute of Plastic Engineering and Technology (CIPET) and Indian Institute of Packaging (IIP) are the institutions providing safety training service for the plastic industrialist and labors [8]. If the manufacturer is getting order more than his capacity or relevant to his product, he can complete that product work without the help of his manufacturing unit is known as job work. Here the production work may shift to other manufacturer and production can do by submitting the materials and tools to that manufacturer. In this process, the customer cannot contact the manufacturer directly. Mould making, bottle cap manufacturing, electrical and automobile component manufacturing, plastic scrap grinding, plastic colouring, printing and labeling are the precise job works related to the plastic industries.

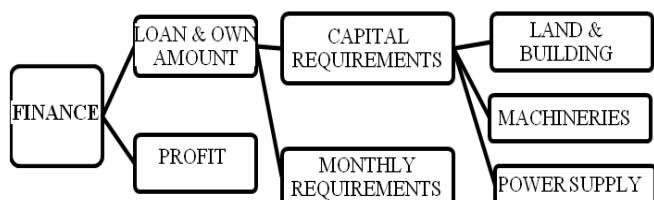


Figure 4: Capital requirements for new SSI plastic units

### 3.5 Marketing Requirements

Before start the plastic business, the proprietors must get the opinion from the experts in the same field. They have to know the present status of local market and the joint demand of plastic good with other products like agriculture goods, liquid and powder items etc. So that he can get more idea about the business augmentation. After that he has to get a report from their consumers about the product demand and availability in the market. As per S.Raghunath and D.Ashok [13], 30000 crores INR has loosed because of the poor packaging and handling of agriculture goods. At least 20% in this wastage can be reducing by the proper plastic packaging products. The new plastic product manufacturers can focus the agriculture products packaging related to its demand. But he must obtain the suitable marketing techniques to visible their products in markets.

### 3.6 Export Marketing

In the beginning plastic manufacturers have to concentrate to substitute their goods in local market. But the developed manufacturers can focus the International market for their products through export. Plastic Product Export Promotion Council [8] is the supporting council for encouraging the export of plastic products. Santanu Mandal [14] explained the wide variety of exported plastic products in his paper. With the awareness, experience and knowledge, SSI plastic proprietors can earn more profit through plastic exports business.

## 4. Marketing Methods for Plastic Goods

The SSI plastic manufacturers should create the official structure for continuous monitoring for industrial growth. Marketing must be handled by separate person –not by machine operators. Various types of production orders can handle by plastic manufacturers are given below.

- Own orders can obtain by plastics manufacturers in local market
- Contract orders can obtain from other plastic manufacturers
- Job works can get from the other plastic manufacturers.

‘Approach method’ is a most suitable way for plastic manufacturers to relate the consumers with the following work flows.

- Generate customer relation with proper official setup
- Customer address collection for contact them
- Voluntarily giving introduction or information to the consumers about the product to develop the customer relation

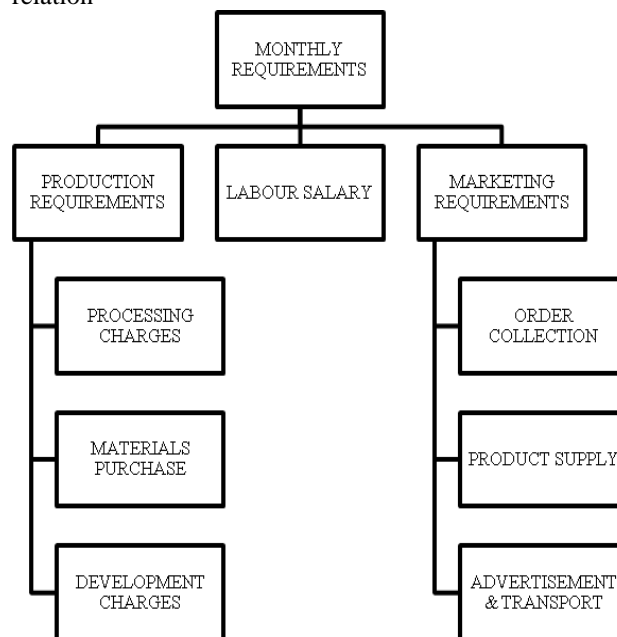


Figure 5: Monthly requirements for SSI plastic units

The developed manufacturers can focus the ‘invitation method’ by following ways.

- Different attractive advertisement methods with modern technologies
- Release the products catalog with specific quality
- Create a good name & satisfy the customer requirements with good consumer relationship methods
- Monthly collect the marketing status and feedbacks

In this stage manufacturers need not to search the customers, but they have to observe them for create good business relationship. Mostly in South India, consumers may prefer the price more than quality of products. Low cast products with eligible quality may have high demand in local plastic market.

## 5. Business Augmentation of SSI Plastic Units

For the development of small scale plastic industries, the most essential considerations are proper planning, implementation and execution of works with suitable official structure. The SSI plastic industries need to satisfy the following requirements for their long term growth.

- Manufacturing requirements
- Marketing requirements

Proprietor, Office Manager, Production Manager, Marketing Manager, Machine Operators, Marketing Operators and labors are the important personnel for SSI plastic manufacturing units. The proper official set up is more important for the below decisive factors.

- To Regulate the production and marketing works
- To face the transportation difficulties
- To develop the customer Relations
- To face the competitions

Plastic products have less weight comparing to the other manufacturing products. But they may cover more space when packing with bags or containers. It indicates the importance of selecting the careful handling transportation methods to reduce the expenses for plastic goods.

High plasticizing capacity of the manufacturing units must achieve high speed production. By changing the moulds, the operator can produce containers in various size & shape. Because of this specialization, the manufacturer can satisfy their customers by delivering good quality containers within short time period.

## 6. Conclusion

In South India, most of the domestic plastic products are facing heavy demands during festival seasons. This paper has indicates various methods for business augmentation of small scale industries (SSI) producing plastic goods. In Tamilnadu state of South India, most of the plastic products are join commodities consume by some significant type of industries like automobile and packaging industries. So large numbers of plastic manufacturers are depends with the consumer industries. The general merchants are the direct supplier for plastic products to end users. They have shops in major cities and towns to sell the plastic products with other consumable items. The plastic manufacturers also can get bulk orders from various tender announcements of consumer industries and organizations for huge requirements. In South India, most of the plastic manufacturing proprietors are lag in administration and management skills like manufacturing, marketing and industrial development activities. But it has most essential for industrial establishments of small scale plastic units. So this study has most important for business establishment of SSI plastic units.

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## Author Profile

**Karthikeyan.L.M** received the B.E. degree in Aeronautical Engineering from Park College of Engineering and Technology, Coimbatore in 2003 and M.E. degree in Avionics from Hindustan Institute of Technology and Science, Chennai in 2012. He is having one year industrial and six years teaching experiences in Aviation Field. He has published six technical papers in various International Journals and working as a reviewer for various International Academies, Societies, Journals and Conferences.

**Sathiyavani.K** received the B.E. degree in Electrical and Electronics Engineering from Government College of Engineering, Bargur in 2004 and M.E. degree in Power Systems Engineering from Sona College of Technology, Selam in 2007. She is having one year industrial and six years teaching experiences in Electrical and Electronics Engineering Field. Now she is working in Jayam College of Engineering and Technology, Dharmapuri as an Assistant Professor.