

A Study on Marketing and Problem Faced by Flex and Banner

Printing Enterprises in Lunglei



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CERTIFICATE

This is to certify that the dissertation entitled “A Study on Marketing and Problem Faced by Flex and Banner Printing Enterprises in Lunglei” submitted to the Mizoram University for the award of the degree of Bachelor of Commerce, is a record of research work carried out by Lalnunpuii, Roll No. 2123BCOM027, IV Semester B.Com. She has fulfilled all the requirements laid down in the regulations of Mizoram University. This dissertation is the result of her investigation into the subject. Neither the dissertation as a whole nor any part of it was ever submitted any other University for any degree.

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DECLARATION

I, Lalnunpuii, hereby declare that the subject matter of this dissertation is the record of work done by me, that the contents of this dissertation did not form to anybody else, and that the dissertation has not been submitted by me for any research degree in any other university or institute. This is being submitted to the Mizoram University for the degree of Bachelor of Commerce.

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CHAPTER I

INTRODUCTION

1.1 Conceptual Framework

Flex banner advertisement have now become common in the urban and rural areas. As PVC is one of the margin ingredients of the Flex banner, they are usually perceived as a threat to the environment. It is common myth that the Flex banner cause severe problems in the urban areas due to abundant usage. As they are non-biodegradable, adoption of innovable and eco-friendly strategies that encourage the reuse of the Flex banners is extremely important in the current scenario. These sustainable alternative solution remarkable contribute to the waste reduction, complete exploitation of the existing material for social and economic benefits and environmental protection.

1.1.1 Background of flex printing

Art of Flex Printing is said to be the preservator of all arts and sciences of great significance to mankind. 17 While dealing with the flex printing industry in India, one has perforce to be more than a little pessimistic, because, although the flex printing industry is one of the largest and among the most important, it has so far failed to get the recognition it so richly deserves. There has been no careful study of the structure and problems that afflict this industry. It is an anomaly which has led to a situation where no reliable statistics in respect of such basic facts as the number of flex printing presses and persons employed therein are available. What further complicates the issue is the fact that this gigantic industry has failed to organize itself sufficiently.

1.1.2 Earnings in flex printing

Flex printing workers are among the best paid industrial wage-earners in the city. The hourly wage scale in many building occupations is higher than in the skilled printing trades, but the building worker loses more time through unemployment and therefore probably earns less per year on the average than the printer.

1.2 Literature Review

A review of previous studies helped the student to have a comprehensive knowledge of the concepts and empirical dimension of the research problems. Reviewing local based studies also helped the present study identifying the research gap. Literature survey was done under the following categories:

Hagan J. (1966)(6) , in his work “Printers and Politics” has studied the impact of politics on printing industry. This is applicable to flex printing also. He writes “There was more to good press work than at first met the eye. An even impression of type on the page was the result not of an even pressure, but of a discriminatingly uneven pressure that compensated for worn or badly cast type. To achieve this, the man working at press had to ‘made ready’, by padding either the under side of the forme or the top side of the tympan in certain places. He had also to command other mysteries.”

Saifuddin T.A. (1969)(9) , in his study, “Management Aspect of Printing Industry” has studied various aspect of flex printing business “The printing trade being a highly skilled industry, wages should be commensurate with the skill and linked with productivity. A few States have enacted legislation to enforce the Minimum Wages Act affecting the printing industry and Maharashtra is one of the pioneers in the field. After independence and the acceptance of the concept of Welfare State, everybody is assured of a minimum permissible standard of living. Wages which help this objective should be one of the everlasting features of the printing industry. They should be linked with productivity in any future wage fixation and a system of payment by results should be progressively achieved so as to ensure that more production is automatically reflected in high earnings.”

Government of Maharashtra (1974)(11) in its “Report of the Minimum Wages committee for employment in any industry in which any process of printing by letter press, lithography photogravure or other similar work or work incidental to such process” has studied in detail the conditions of workers in printing industry which includes flex printing also. The report writes “The industry is also anxious not only about production but also productivity. Recently, Government of India had sent a team to Europe, U.S.A. and Japan to study several facts of productivity. This report was subsequently discussed in a seminar organized by the School of printing Technology in Bombay. It is the desire of the Committee, that a special effort should be made to implement this report, so that the lagging economic bias now prevailing in the printing

industry can be made up and a lively sense of technical continuity with all 51 aspects of economics be recognized hereafter, to the mutual advantage of the employers and the employees which will augur a better standard of living and recognition of the Printing Industry”.

The British Federation of Master Printers (1982)(14) in their work “Wage Incentives in printing” writes “The printing industry is extremely well-knit. Both employers and trade unions are closely organized in their respective spheres, and this is particularly true of the trade unions. Close organization lead to rapid intercommunication. It is therefore advisable that there should be some degree of coordination among employers who are experimenting with incentive schemes in order that a check can be placed on any tendency to a distortion of the national agreements 52 on wages and conditions. Reference is made later in the report to the method of coordination envisaged.”

Wells F.A. (1987)(17) , in his “Productivity in a printing firm” has presented a study of printing and flex industry, he writes, “This study which is concerned with a single firm is subject to obvious limitations, especially when we come to interpret the results and attempt to generalize from them. At the same time a case study has a special value for the investigation of productivity. It is only in the context of the firm that the many sidedness of the productivity problem can be appreciated. The firm is in most industries the unit of enterprise. Although it operates within a framework of technological, economic and social conditions and is influenced by the general climate 53 of ideas and opinions, the firm is the organization in which the decision affecting productivity are ultimately made.”

John Hillkirk & Gary Jacobson (1987)(16) , in his “Xerox – American Samurai”, has presented an overviews of printing industry and its relation with flex printing. He writes, “Printing has to step up the pace because the industry is product lives are becoming shorter so product development must accelerate, as well as product launches and introductions. That means printing has taken control of its manufacturing processes to assure that the first machines of any new model are of the highest reliability and quality.”

Ramakrishna K.T. (1961)(4) in his study, Finances for small scale industries in India, has highlighted the role of Government agencies and institutional finance. Non-institutional agencies such as money lenders and indigenous bankers are excluded. The study is confined to financial

assistance by a State in the shape of direct credit under the State Aid to Industries Acts, non-financial assistance in the form of external aids and credit from the State Financial Corporations, State Bank of India, Commercial Banks, Scheduled and Non-scheduled; and Cooperative Banks. It also deals with finance for SSIs in highly industrialized nations; such as Japan, Germany, Switzerland, France, Great Britain and the United States.

Suri K.B. (1988) conducted a study of entrepreneurs operating in Indian industrial estates, with, special reference to coastal regions of Andhra Pradesh. For this purpose he selected 87 entrepreneurs operating in 13 estates of coastal Andhra Pradesh. Along with other aspects, the main stress of his study was to measure the impact of industrial estates on entrepreneurship. He came to the conclusion that the impact of industrial estates on the emergence of entrepreneurship in coastal Andhra Pradesh is found to be marginal, the process of germination of entrepreneurship is certainly to be accelerated.

1.3 Statement of the project

In recent years, printing industry has taken a changed direction after the advent of computer interface in printing. Computers have brought a sea change in printing industry. The old paddle presses have been replaced by offset press. Further, screen printing has also been developed as a cottage industry all over the country. Flex industry has proved useful in production of advertisement material like posters, banners and so on. As a result flex industry in small and medium form has developed almost in all urban centers.

China & Japan is the burning example of it, where Small scale printing industries play an important role. France was the pioneer in the act of artistic creation in industry and the conception is even new kept alive by some of its Small scale printing enterprises. Same is the case with Germany where the toy industry of Nuremberg and the clock making in the Black Forest made a significant contribution to the industrial vitality of Germany. Even in England the Small scale printing and flex printing industries occupy an important place. That is why, on the one hand, Handloom weaving is flourishing in the Lake district and in Sussex, on the other hand, Lace-making survives in Great Britain as a Cottage industry.(39)

1.4 Objective of the project

- To identify the impact of power outages on business.
- To identify the machineries import challenges.
- To find out the competition but with other flex printing enterprises in Lunglei area.

1.5 Research Methodology

1.5.1 Introduction

The term "methodology" is associated with a variety of meanings. In its most common usage, it refers either to a method, to the field of inquiry studying methods, or to philosophical discussions of background assumptions involved in these processes. Some researchers distinguish methods from methodologies by holding that methods are modes of data collection while methodologies are more general research strategies that determine how to conduct a research project. In this sense, methodologies include various theoretical commitments about the intended outcomes of the investigation.

The three types of methodology used by researchers are qualitative, quantitative, and mixed methods.

- **Qualitative Method:** Qualitative research encompasses the collection and analysis of written or spoken words and texts. Researchers generally use qualitative methods when their goals and objectives are exploratory, such as when they study the perception of an event, person, product, etc. This type of data is basically gathered through interviews, observations, and focus groups.
- **Quantitative Method:** In the Quantitative method, researchers collect, measure, and analyze numerical data from a large number of participants. This method is mainly used to confirm something by using facts and statistics. It is gathered using surveys, questionnaires, tests, databases, and records.
- **Mixed Method:** This method is a combination of both qualitative and quantitative methods. It provides a more realistic and true approach to any findings and presents multiple possibilities for those findings. This method often tends to produce interesting results for a specific set of approaches or findings.

1.5.2 Research design

This study is descriptive in its design and the data were collected using both qualitative and quantitative methods. The respondents were selected using stratified random sampling. The sample size is 21.

1.5.3 Sources of data collection

The data were collected by different sources like journals, existing research and articles and various websites from the internet which is very helpful.

1.6 Limitations of the project

- The survey has been conducted on 21 respondents.
- There is less enterprises in Lunglei so the respondents are also less and it can't be very satisfied.
- Some of the respondents are very busy and can't think clearly about the questionnaire.
- The researcher feels that the information collected were insufficient and were unsatisfied, it would be more reliable if there are more respondents.

1.7 Chapterization

CHAPTER I: Introduction

CHAPTER II: Analysis and Interpretation of Data

CHAPTER III: Results and Discussion

CHAPTER IV: Conclusions and Suggestions

Bibliography/Appendix

CHAPTER II

ANALYSIS AND INTERPRETATION

This chapter has been presents the analysis of the data collected through field surveys.

2.1 DEMOGRAPHIC PROFILE

The profile of the respondents consists of certain variables such as gender, religion, community, educational qualification, economic status, family primary occupation and saving schemes. The data were gathered from a total of N=21.

Table2.1

S.N	Particulars	Frequency	Percentage (%)
1	Gender		
	Male	16	76.2
	Female	5	23.8
2.	Religion		
	Christian	21	100
3.	Community		
	Schedule tribe	21	100
4.	Educational Qualification		
	HSSLC	8	38.1
	B.A	10	47.6
	B.C.A	1	4.8
	B.com	1	4.8
	B.Sc	1	4.8
5.	Economic Status		
	BPL	1	4.8
	AAY	2	9.5
	APL	18	85.7
6.	Family Primary Occupation		
	Business	21	100.0
7.	Saving Schemes		
	Bank	19	90.5
	Self-savings	2	9.5

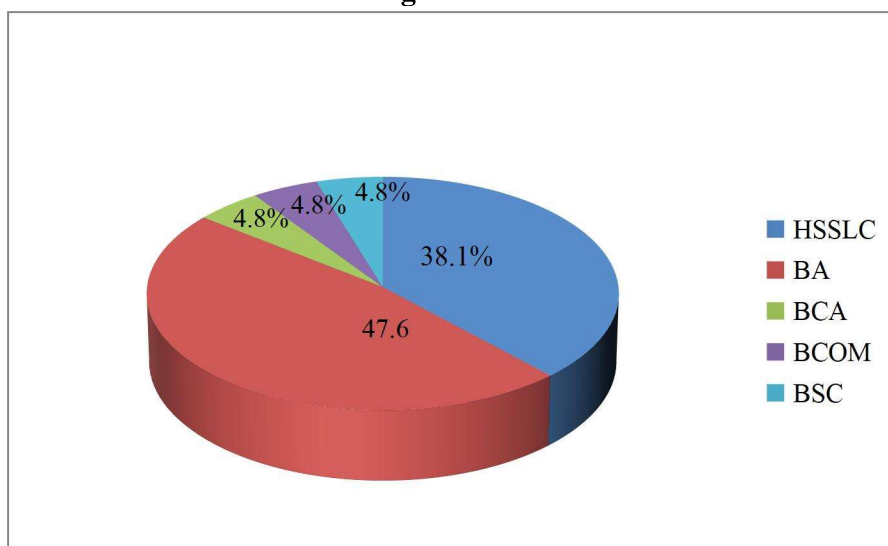
Out of the total respondents in the present study, (N=21) more than half of the respondents are male 76.2% and the rest of the respondents are female 23.8%. Since, the study was conducted in tribal area, all the responders (N=21) belongs to tribal (100%) and as a Christian is the main religion in Mizoram all of the respondents (100%) observed in the present study are Christian.

Since, the study is conducted on business line all of the respondents (100%) family primary occupation is Business. Economic status of the respondents is the most important variables in profiting the respondents. In this category also economic status information plays a crucial role in determining economic condition. India categorized into three class such as BPL, AAY, APL and the data collected revealed that majority of the respondents (85.7%) belongs to APL and the other respondents(9.5%) belongs to AAY while the remaining respondents (4.8%) belong to BPL.

All the respondents have their own savings schemes and majority of the respondents (90.5%) saved in the Bank on the other hand 9.5% of the respondents have their own self-savings.

2.1.1 Educational Qualification

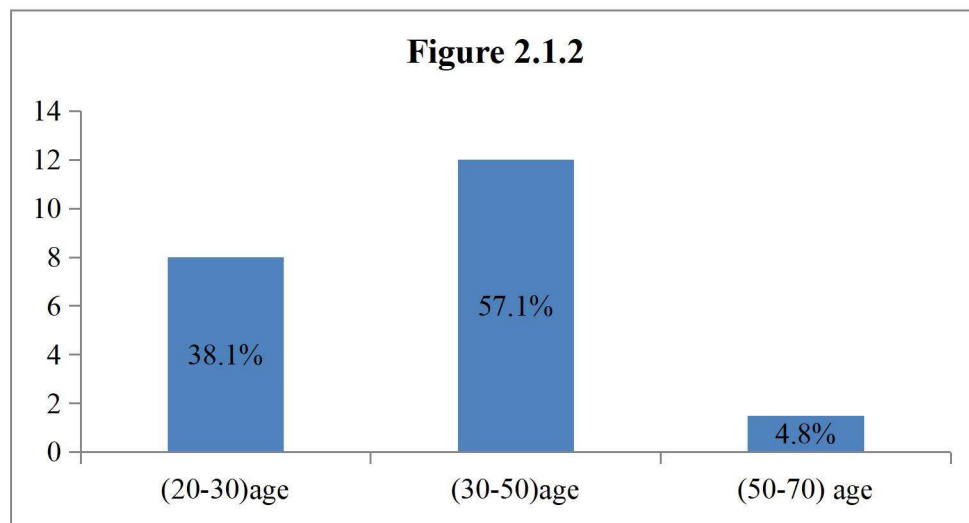
Figure 2.1.1



Interpretation

The above Figure (i.e. Figure 2.1.1) shows the educational qualification of the respondents where almost half of the respondents (47.6%) were a B.A Graduate while 38.1% were finishing their HSSLC and the other B.CA, B.COM and B.SC were scoring the same percentage which is 4.8%.

2.1.2 Age of the respondents



Interpretation

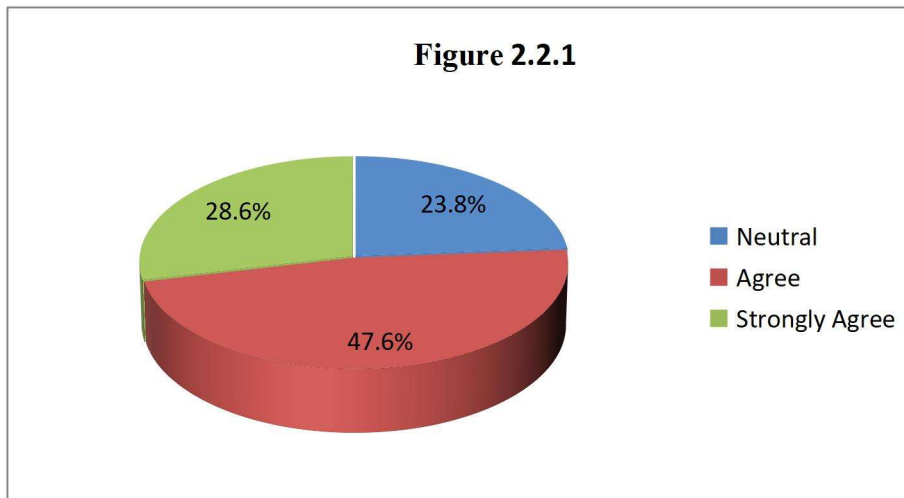
The above Figure (i.e. Figure 2.3) shows that majority of the respondents(57.1%) were under the age group of (30-50) age while 38.1% of the respondents were under the age group of (20-30)age and the remaining respondents 4.8% were found under the age group of (50-70)age which makes it 4.8%.

2.2 Constraints

The following are the major constraint faced by the respondents

2.2.1 It takes a lot of time to collect the materials.

	Frequency	Percent
Neutral	5	23.8
Agree	10	47.6
Strongly Agree	6	28.6

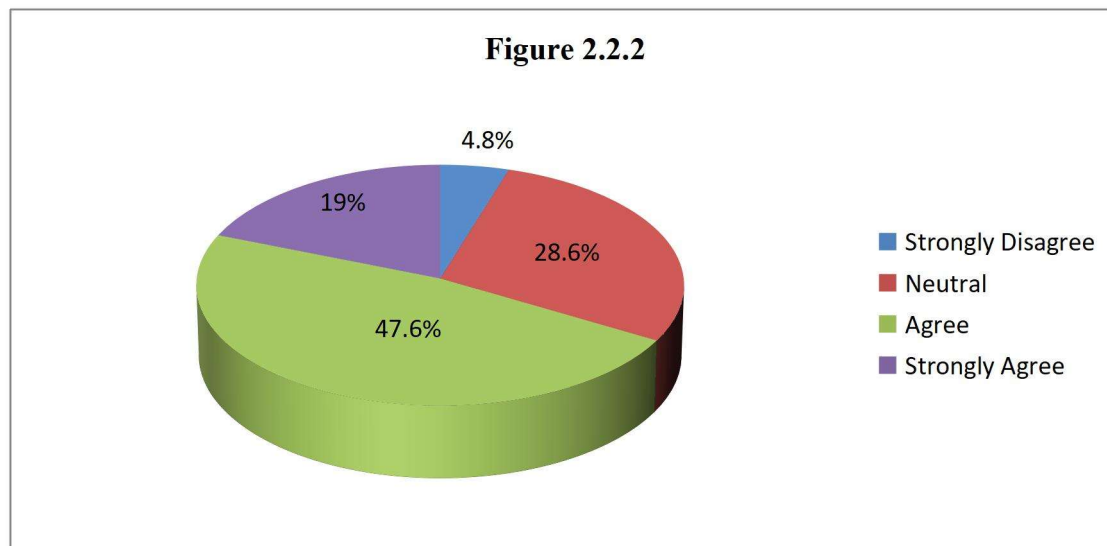


Interpretation

As we see in the above chart i.e. (Figure 2.2.1) maximum of them agree that it takes a lot of time to collect the materials.

2.2.2 The electricity is not really good in Lunglei

	Frequency	Percentage
Strongly Disagree	1	4.8
Neutral	6	28.6
Agree	10	47.6
Strongly Agree	4	19.0

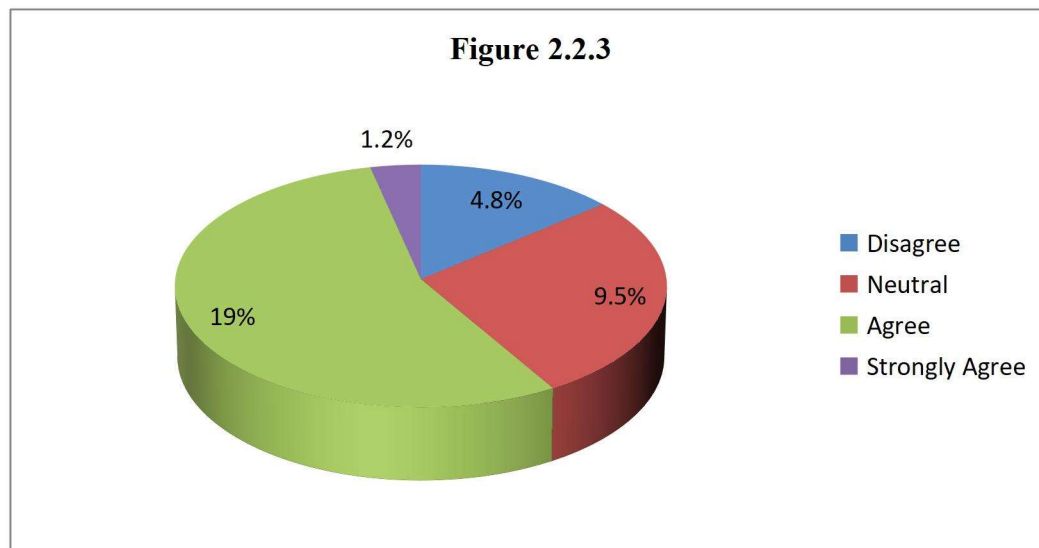


Interpretation

According to the above pie chart, 47.6% agree that the electricity is not really good in Lunglei, 28.6% and 19% choose neutral and strongly agree, and 4.8% strongly disagree and thought that the electric is good in Lunglei area.

2.2.3 The transportation is very long process

	Frequency	Percentage
Disagree	1	4.8
Neutral	2	9.5
Agree	4	19.0
Strongly Agree	14	66.7

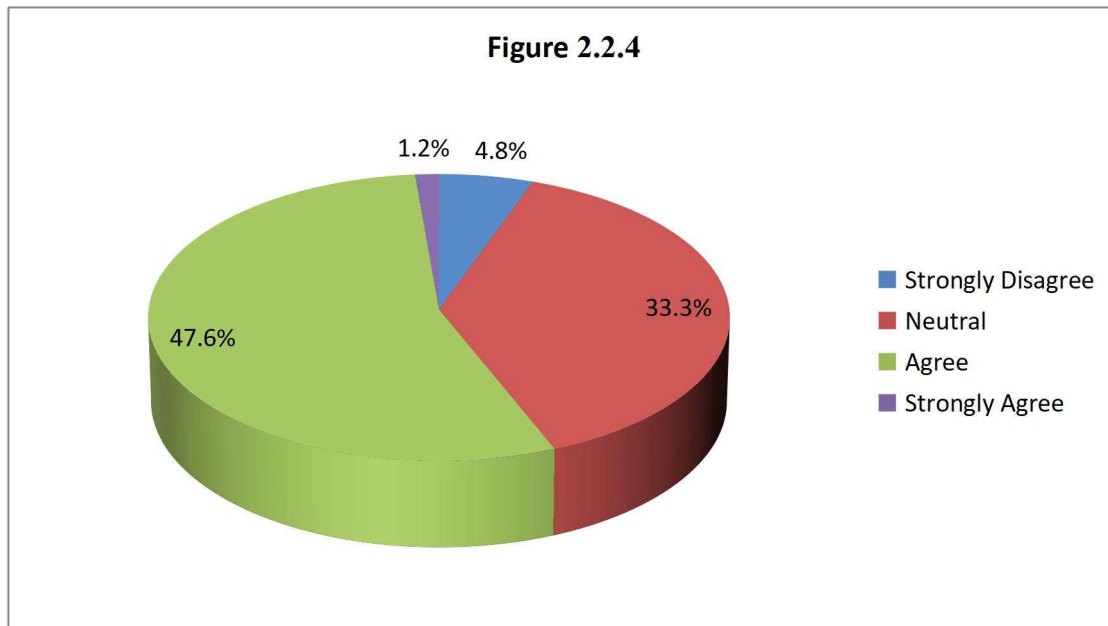


Interpretation

As we see in the above Figure 2.2.3, 19% of the respondents agree that the transportation is very long process. 9.5% and 4.8% neutral and disagree, 1.2% of the respondents strongly agreed.

2.2.4 Competitors makes the business lesser sales

	Frequency	Percentage
Strongly Disagree	1	4.8
Neutral	7	33.3
Agree	10	47.6
Strongly Agree	3	14.3

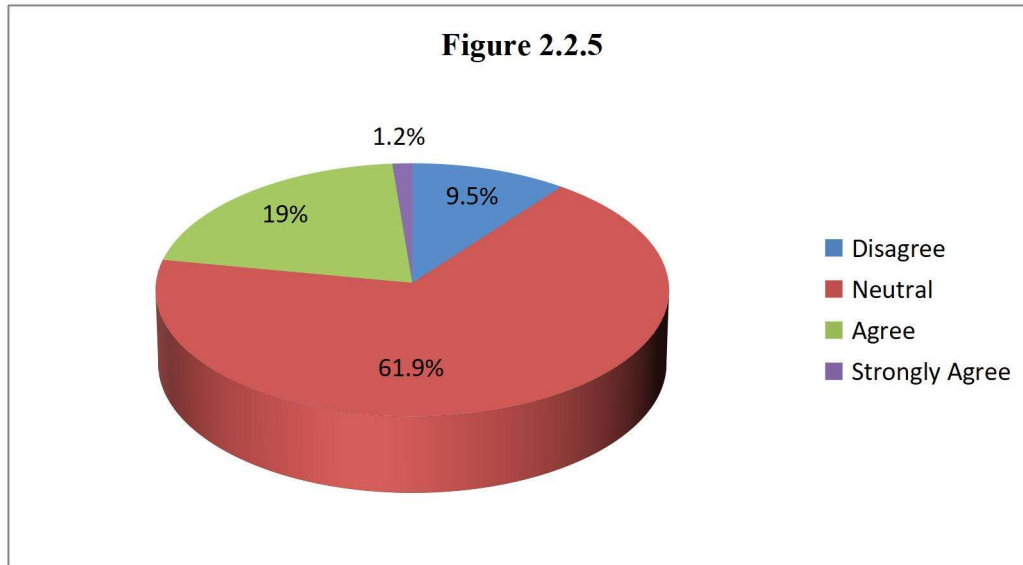


Interpretation

From the above Figure 2.2.4, the respondents clearly agreed that the competitors makes the business lesser sales.

2.2.5 There is an unavailability of transportation

	Frequency	Percentage
Disagree	2	9.5
Neutral	13	61.9
Agree	4	19.0
Strongly Agree	2	9.5

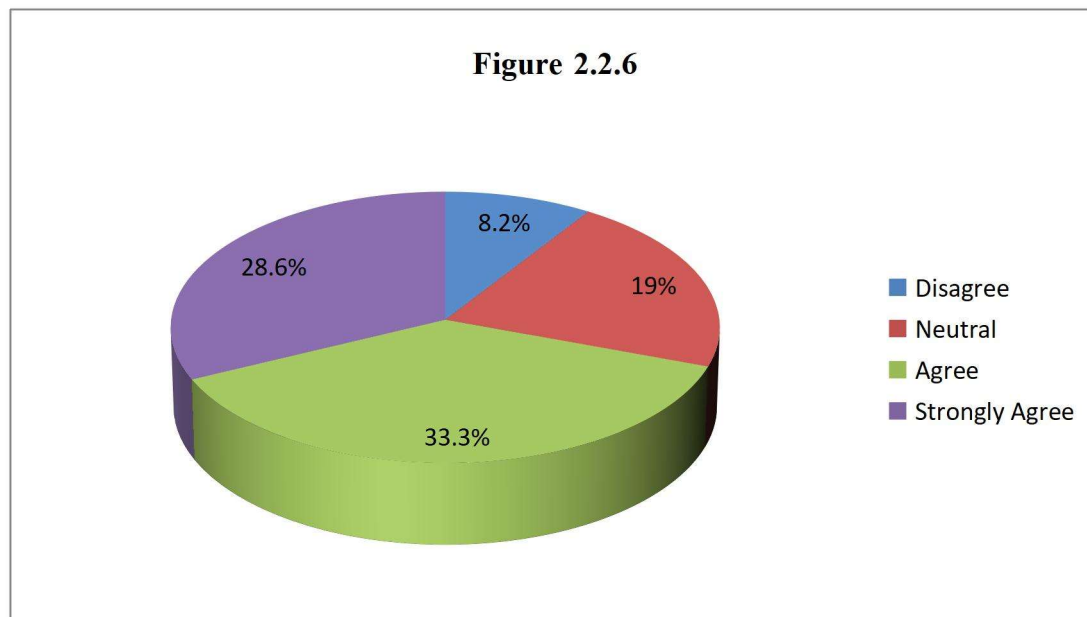


Interpretation

61.9% thinks there is an unavailability of transportation and 9.5% of the respondents disagree and thinks that there is no unavailability of transportation.

2.2.6 There is an issue in transportation

	Frequency	Percentage
Disagree	4	19.0
Neutral	4	19.0
Agree	7	33.3
Strongly Agree	6	28.6

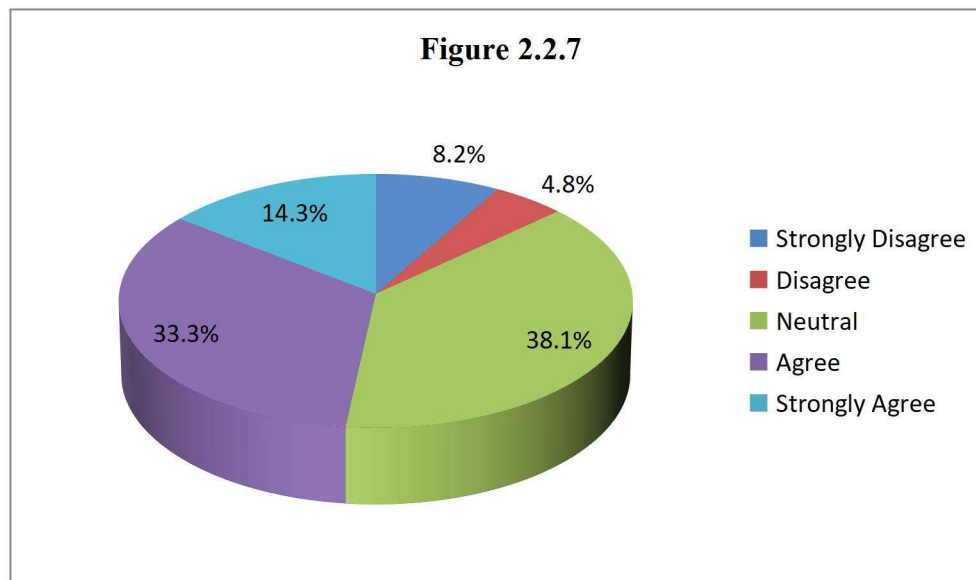


Interpretation

As we see in the above chart i.e. (Table 2.2.6), 33.3% of the respondents think that there is an issue in the transportation. And the other respondents also agree and neutral, but 8.2% of the respondents disagree and think that there is an issue in transportation.

2.2.7 There is damage due to transportation

	Frequency	Percentage
Strongly Disagree	2	9.5
Disagree	1	4.8
Neutral	8	38.1
Agree	7	33.3
Strongly Agree	3	14.3

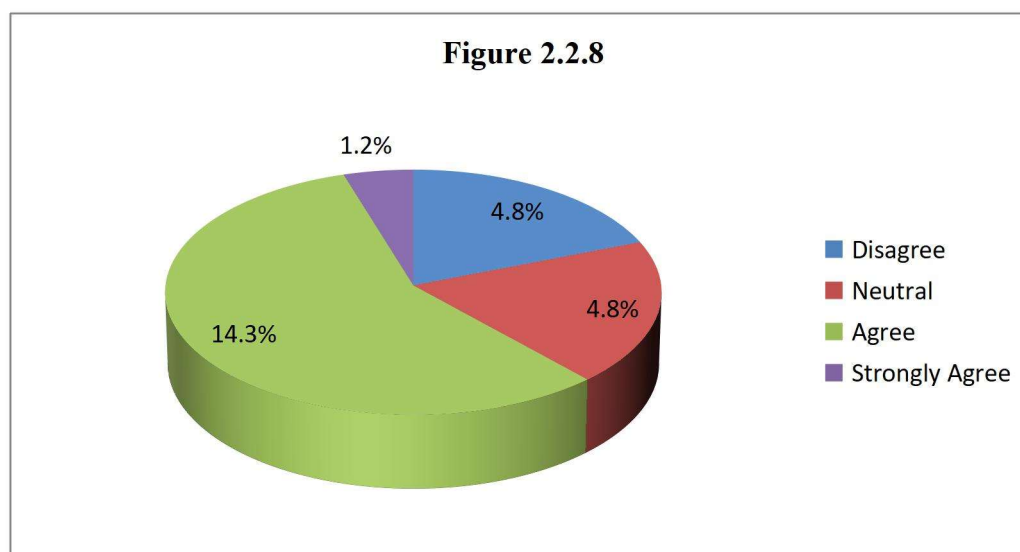


Interpretation

In the above Figure2.2.7, we can see that 38.1% of the respondents thinks there is damage due to transportation. 8.2% and 4.8% of the respondent thinks that there is less or no damage due to transportation.

2.2.8 Materials used in the business are very expensive

	Frequency	Percentage
Disagree	1	4.8
Neutral	1	4.8
Agree	3	14.3
Strongly Agree	16	76.2

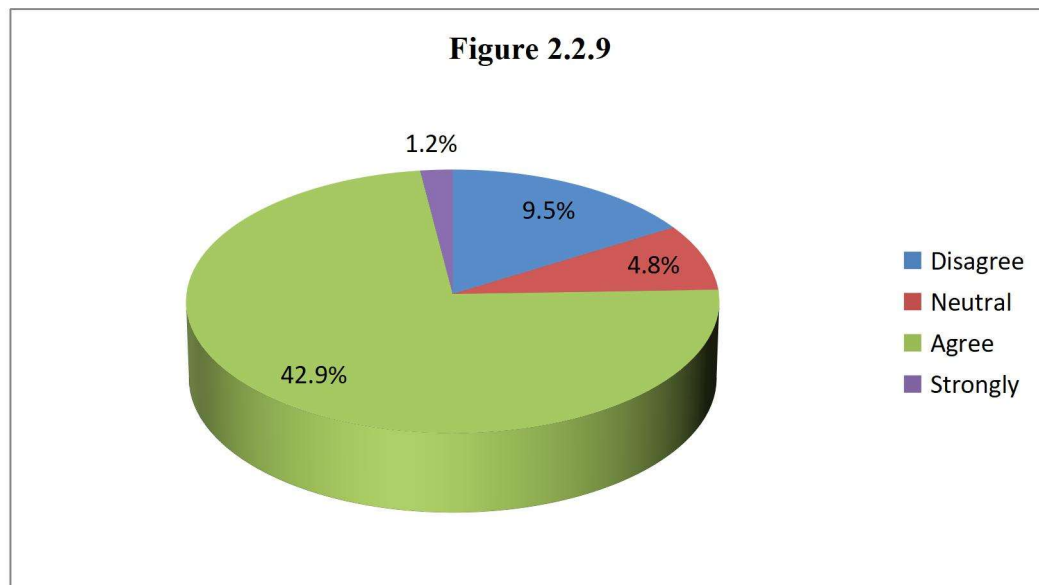


Interpretation

According to the above Figure 2.2.8, we can see that 14.3% of the respondents think materials used in their business are very expensive. And 1.2% of the respondents think the material used in the business is not very expensive.

2.2.9 The materials are very rare in the market

	Frequency	Percentage
Disagree	2	9.5
Neutral	1	4.8
Agree	9	42.9
Strongly Agree	9	42.9



Interpretation

42.9% of the respondents think that the materials used in the business are very rare in the local market, while 1.2% think it is not really rare in the market.

CHAPTER III

RESULTS AND DISCUSSIONS

- According to the respondents, it takes a lot of time to collect the materials.
- 47.6% of the respondents thinks the electric supply in Lunglei area is very bad, 28.6% and 19% of the respondents thinks that it is quite good, while 48% of the respondents thinks it is very good.
- When these enterprises have some new machineries or any other thing order from other state or countries, the transportation is very long process.
- 47.6% of the respondents thinks that the competitions makes the business lesser sales, and 1.2% of the respondents thinks that the competitors makes the business nothing change about their sales.
- There is an unavailability of transportation 61.9% agreed it, while 9.5% of the respondents thinks that there is no unavailability of transportation.
- Most of the enterprises didn't use generator and didn't have generator, they didn't prefer generator much.
- The respondents face problems in their work whenever there is lack of electricity.
- According to 14.3% respondents, the materials used in the business used are very expensive, while other 4.8% of the respondents thinks it is quite expensive.
- 42.9% of the respondents think that the materials used in the business are very rare in the local market, while 1.2% think it is not really rare in the market.

CHAPTER IV

CONCLUSION AND SUGGESTION

4.1 SUGGESTION

- Having an employees with a good communication skills will be benefit for the business with more customers.
- Having generator is going to be good, when there is lack of electricity.
- It will be very good for the business when they have a good and high quality machineries, so that they will have more customers.
- Starting or running a business like flex and banner printing with skills and capability, choosing perfect location will attract customers daily.
- Most of the respondents may have no idea how long will they survive without turnover, so, there should be more education among businessman to have well planning of their business.

4.2 CONCLUSION

Flex banners are the most essential items for outdoor advertising these days. And any individual can start a successful flex printing business with a small capital investment. The first option, you secure a retail space with sufficient area. And you set up the entire business there. On the other hand, you can secure a comparatively small retail space. And you set up a small store with a designing area. And you install the machinery in some other place which is less expensive.

According to the study, it takes a lot of time to collect the materials. And the problem they faced was lack of electricity, because it is very bad and this can lead to customer's dissatisfaction and loss of customer's. And also from the study above, the also main problem was transportation, it is a long process and also there is unavailability of transportation. 14.3% of the respondents thinks the materials used in the business are very rare in the market and they need to collect the materials and machineries from the other state or country and it

is a long process and unavailability of transportation. As we are developing ourselves, in Lunglei also there were more than 8 flex banner printing enterprises now and this makes the competitions very high with good good machineries and makes the business lesser sales for each one of them.

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4.4 APPENDIX

QUESTIONNAIRE

I, LALNUNPUH, am a student of II Year B.COM, Higher and Technical Institute, Mizoram. This questionnaire is for the study purpose only. Please read all the questions carefully and choose whatever is appropriate, your answer have really worth for me. All responses will keep confidential.

I. Demographic profile

1. Name :	
2. Age :	
3. Gender :	Male ☐ Female ☐
4. Religion :	
5. Community:	ST ☐ General ☐ SC ☐
6. Educational Qualification:	
7. Economic Status:	BPL ☐ AAY ☐ APL ☐
8. Family Primary Occupation :	Govt. servant ☐ Business ☐ Daily Labour ☐ Agriculture ☐ Others ☐
9. Months/ Annual Income :	Rs.
10. Saving scheme:	No savings ☐ Bank ☐ Insurance ☐ Self-Savings ☐

II. Constraints

SDA=Strongly disagree, DA=Disagree, N=Neutral, A=Agree, SA= Strongly Agree.

	SDA	DA	N	A	SA
1. It takes a lot of time to collect the materials.					
2. It's a loss when there is damage in the material.					
3. The materials are very rare in market.					
4. It's a loss when there is a printing mistake.					
5. We throw the entire printing mistake.					
6. Customer's satisfaction is achievable easily.					
7. There are some problems from customer's side also.					
8. Lack of electricity affects the business.					
9. We use generator when there is no electricity.					
10. The electricity is not really good in Lunglei.					
11. The electricity is quite good in Lunglei.					
12. The costs of materials are quite high.					
13. Materials used in the business are very expensive.					
14. It is difficult to fix the machinery in case of failure.					
15. There is an issue in transportation.					
16. There is an unavailability of transportation.					
17. The transportation is very long process.					
18. There is damage due to transportation.					
19. It is difficult to order business machines from other states.					
20. It's important to have good machines.					
21. The materials used for business are good in other states.					
22. The banners are mostly for funerals.					

23. The banners are mostly for birthdays.					
24. The banners are mostly for weddings.					
25. The banners are mostly for awareness campaign.					
26. The banners are mostly for celebrations.					
27. There are lots of competitors in the market.					
28. Competitors makes the business lesser sales.					
29. Flex printing is a good business to earn a daily living.					
30. Having good machineries is an advantage to the competitors.					
31. Having better generator is an advantage to the competitors.					
32. Having good employers makes more customers.					
33. Customer satisfaction is a priority in our business.					

