

ORGANIZATIONAL PERFORMANCE AT ADHAVAN POLY SACKS

Dr. S.Maheswaran (PhD)

Professor - Quantitative Methods

Institute of Management Technology (IMT), Nagpur (MS), INDIA

Abstract

Adhavan Poly Sacks started in the year 1995 with an investment of INR(Indian Rupees) 5 million with around 10 employees have grown well over the years and its current annual turnover is INR 50 million with the employee strength of close to 30. Company is in to the business of manufacturing of woven poly sacks for their clients. Apart from stitching poly sacks, company also prints the required information on the poly sacks and delivers to their clients. Company's clients include textile companies, poultry & feed management companies, fertilizer and automobile spare parts companies etc., The process of making poly sacks includes Rolling, cutting, stitching, printing and packaging. Company is a member of Coimbatore district small industries association (CODISSA) located in Tamilnadu, India. Company procures High Density Polyethylene and Poly propylene from Reliance Industries Limited, India. Major concern of the company few years back was the acute power shortage, and as many of the dyeing units in the nearby industrial town, Tiruppur were closed as these units were strictly asked to follow the norms on effluent emissions. Then, the company used to manage with their own power generators of course with the additional cost of production and also the company concentrated in acquiring more clients from other sectors.

The issue to be addressed by the promoter of Adhavan Poly Sacks is to assess the progress of his business more so with reference to the new clients' acquisition in different sectors and its impact on the overall growth of the organization. Also to carry out the in-depth data analysis using last few years data on relevant variables like production cost, sales and profit margin etc., to measure their overall growth and predict the business performance for the years to come.