TIRUPUR TEXTILE START-UPS IN COVID 19 PANDEMIC SITUATIONS - SCOT ANALYSIS

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Abstract

A start-up is a young company that is beginning to develop and grow, is in the first stages of operation and is usually financed by an individual small group of individuals or financial investor. Textile is a type of material composed of natural or synthetic fibres. Types of textiles include animal-based material such as wool or silk, plant-based material such as linen and cotton, and synthetic material such as polyester and rayon. Textiles are often associated with the production of clothing. The word "textile" was originally used to define a woven fabric and the processes involved in weaving. The production of textiles is a craft whose speed and scale of production has been altered almost beyond recognition by industrialization and the introduction of modern manufacturing techniques.

Keywords: *Covid 19, Management, SCOT, Pandemic, Respondents, Organization.*

Introduction

The objectives of start-up are to be one's own boss and to create employment to others which warrants lot of endurance and sacrifice. Large population with high percentage of middle income group educated youth with technical background IT domination, high internet and mobile penetration are some of the drivers that have thrown up opportunities for spreading start-up revolution in India. In fact, history is replete with examples of start-ups which began with big fanfare but ended as damp squibs within a short span of time due to various reasons. The Inheritor profile calls for management style that is not too entrepreneurial more conservative and the start-up in COVID 19 Pandemic Situations should have an incremental invention building on a previous standard. This

profile is set out to be more successful in finding a business partner in a market that has a dominant design a clear standard is applied in the market. New start-ups in COVID 19 Pandemic Situations should align the prospective entrepreneur in commercializing an invention to be able to find and be attractive to a business partner. By finding a business partner a start-up will have greater chances to become successful. With these idea, this article discusses few threats and challenges that the Tiruppur Textile start-up in COVID 19 Pandemic Situations has faced and the strength opportunities that support the current textile environment.

The acronym for SCOT is Strengths, Challenges, Opportunities, and Threats. Strengths and Challenges are internal SCOT factors. Opportunities and Threats are external SCOT factors. Strength is considered as positive internal factor. Challenges are considered as a negative internal factor. Similarly, an opportunity is considered as a positive external factor and finally a threat is known as a negative external factor. Apart from understanding the business environment, another function of SCOT analysis is to turn company's Challenges into strengths and threats into opportunities. Moreover it allows management to integrate internal strengths with external opportunities.

SCOT stands for Strengths, Challenges, Opportunities, and Threats. SCOT Analysis is a technique for assessing these four aspects of the business. SCOT Analysis identifies most of what that got, to the organization's best advantage. With the help of this analysis the new start-ups can reduce the chances of failure, by understanding what are lacking, by eliminating hazards the entrepreneur would otherwise catch the unawares. Better still, the business can start to craft a strategy that distinguishes from the competitors and so compete successfully in the market. When the goals of the business are determined or a specific project, a SCOT analysis can help to determine if it's a good enough idea to move forward. Through careful analysis, the mistakes can be avoided. SCOT analysis is approach for auditing a business organization and its environment where it operates. Generally SCOT analysis is the initial stage of planning that helps policy makers and marketers to identify and focus on key issues.

Review of literature

Bhadouria, P.S. &Verma, N.M.P. (2017): Intra-industry Trade in Textile Industry: The case of India. Int. J. of Economics and Business Research, 4 (1/2), 199 – 212: in his article emphasized on the impact on the Indian textile and clothing industry after quota elimination. It says that Indian textile and clothing exporters have to bring in necessary changes in their methods of production, management style, capacities, marketing skills and productivity level in order to remain competitive in international market.

Gurusamy, M., Umamaheswari, P. &Rajasekar, N. (2017). Entrepreneur Development in Indian Textile Industry. International Journal of Multidisciplinary Research, 2(5), 62-67: in Indian Textile Industry that entrepreneurial development was one of the significant factors for sustainable socio-economic development. Especially, development of women had special significance because many small and medium firms were well operated through women though it was less recognized. Contemporarily less research had been conducted in rural and semi urban areas that had given specific focus on entrepreneurs' motivational factors. It was also found that how the government created awareness among entrepreneurs and was encouraging them to invest in textiles and technical textile sector.

Tandon, N. & Reddy, N.E. (2013). A Study on Emerging Trends in Textile Industry in India, AMET International Journal of Management, 2(7), 81-88: observed that sustainability in Textile and Apparel industry had three facets social,

economic and environmental. Globalization had a positive impact on textile exports of India. Countries producing and exporting textiles had increased investment in spinning and weaving equipment. Even though Developing countries had comparative cost advantage in domestic and international market still they were implementing structural changes to meet the needs of the global stringent buyer. Indian Government had changed its aim of incipient export growth to increasing productivity. Technology up gradation Fund Scheme, E marketing, CETP in Tiruppur, Integrated Textiles and Business were considered as the strengthening factors.

Narayanaswamy, K. & Joseph, J. (2017). Study on the Government Role in Promotion of Apparel Exports from India. National Monthly Refereed Journal of Research In Commerce & Management, 2(7), 62-68: stated that Indian Textile Industry had omnipresence in the economic life of the country. They found that apart from providing one of the basic necessities of life, the textile industry also played a pivotal role through its contribution to industrial output, employment generation and the export earnings of the country. The textile sector was the second largest provider of employment after agriculture. The Ministry of Textiles was responsible for policy formulation, planning, development export promotion and trade regulation in respect of the textile sector.

Objectives:
1. To study the socio economic factors of the new entrepreneurs.
2. To identify the key factors induce them to start the new business.

To analysis the opinion of the entrepreneurs through SCOT analysis

Table 1
Nature of the Organization

S. No.	Nature	No. of Respondents	Percentage
1	Sole trade	15	60
2	Partnership	10	40
	Total	25	100

Source: Survey data

Interpretation:
The table indicates that from the above table it had been found that 60 percent of the respondents are sole trader and 40 percent of the respondents had been partnership form of business as their nature of business.

Table 2
Years of Experience

S. No.	Experience	No. of Respondents	Percentage
1	Less than 1 year	5	20
2	1-2 year	15	60
3	2-3year	5	20
	Total	25	100

Source: Survey data

Interpretation:
Table 2 shows that the above table reveals that 60 percent of the respondents had between 1-2 years of experience, 20 percent of the respondents had less than 1year and between 2-3 years of experience in the textile business.

Table 3
Nature of the Business

S. No.	Nature	No. of Respondents	Percentage
1	Knitting	5	20
2	Printing	5	20
3	Compacting	5	20
4	Ironing	5	20
5	Stitching unit	5	20
	Total	25	100

Source: survey data

Interpretation:

Table 3 above the table indicates that 20 percent of the respondents had been involved Knitting, Printing, Compacting, Ironing and stitching as their nature of business.

Table 4
Amount of capital
Source: Survey data

S. No.	Capital	No. of Respondents	Percentage
1	Less than 5 lakhs	10	40
2	5-10 lakhs	5	20
3	10-15 lakhs	5	20
4	15-20 lakhs	5	20
	Total	25	100

Interpretation:

Table 4 shows above the table, it is cleared that 40 percent of the concern had between capital less than 5 lakhs, 20 percent of the concern's had the capital between 5-10 lakhs, 10-15 lakhs and 15-20 lakhs as their amount of capital.

Table 5
Source of capital

S. No.	Source	No. of Respondents	Percentage
1	Own capital	10	40
2	Financial Institutio	5	20
3	Friends & relative ns	10	40
	Total	25	100

Source: Survey data

Interpretation:

The above table indicates that 40 percent of respondents had own capital and borrowed from friends & relative, 20 percent of the respondents had been raised long term loan from financial institutions as their source of capital.

Table 6
Influencing Factor to induce start-ups - Rank Analysis

S. No.	Factors	1	2	3	4	5	Total Score	Rank
1	Motivated	40	28	15	8	1	92	2
2	Career	40	32	12	8	1	93	1
3	Infrastructure	45	24	12	8	2	91	3
4	Family situation	25	20	15	10	5	75	4
5	Self interest	5	16	15	14	8	58	5

Source: Survey data

Interpretation:

The above table indicates that, Career assigned to first rank, Motivated assigned to second rank, Infrastructure assigned to third rank, family situation assigned to fourth rank, self interest assigned to fifth rank by the respondents as the factors that induce them to make new start-ups in the textile business.

Table 7
Agreeability of strength factors of startups

S. No	Factors	SA	A	N	DA	SDA	Points	Mean score	Indicator
1	Ability	50	20	12	8	2	92	3.68	A
2	Work environment	45	28	12	8	1	94	3.76	A
3	Less formal	50	20	15	6	2	93	3.72	A
4	Raw material base	25	20	15	10	5	75	3.00	N
5	Flexibility	75	16	9	4	1	105	4.2	SA

Source: Survey data

Interpretation:

The above table reveals the Flexibility had been accepted by the respondents as the most strength factor with the mean score of 4.2. The ability, work environment and less formal had been accepted as agreed factors and Raw material base is agreed as Neutral factor with mean score of 3.00.

Table 8
Agreeability of challenge factors of startups

S.No	Challenges	SA	A	N	DA	SDA	Point	Mean score	Indicator
1	Raising finance	50	36	9	4	2	101	4.04	A
2	Research	45	28	15	4	2	94	3.76	A
3	Decision making	55	32	6	4	2	99	3.96	A
4	Facing competitors	75	8	6	8	2	99	3.96	A
5	Time management	65	20	12	4	2	103	4.12	A

Source: survey data

Interpretation:

The above table revels that the challenging factors of startup in the textile, all the factors had been accepted as
. agreeable factors with a mean value of 4.12, 4.04, 3.96 and 3.76.

Table 9
Agreeability of Opportunities factors of startups

S.NO	Factors	SA	A	N	DA	SDA	Point	Mean score	Indicator
1	Career planning	60	32	6	4	1	103	4.12	A
2	Availability of skilled labour	55	36	6	2	2	101	4.04	A
3	Government initiatives	60	12	15	6	2	95	3.84	A
4	Infrastructure	45	40	6	4	2	97	3.88	A

Source: Survey data

Interpretation

The above table reveals the agreeability on the opportunities of factors startup textile business. All the factors mentioned in the study had been agreed by the respondents as agreeable opportunities involved in startups.

Table 10
Agreeability of Threaten factors of startups

S.No	Factors	SA	A	N	DA	SDA	Point	Mean Score	Indicator
1	Lack of experience	60	12	15	6	2	95	3.8	A
2	Political problems	65	28	6	4	1	104	4.16	A
3	Economical instability	75	16	9	4	1	105	4.2	SA
4	Labour productivity	70	16	6	6	2	100	4.0	A
5	Predicting demand	55	36	6	4	1	102	4.08	A

Source: Survey data

Interpretation

The above table reveals the threatening factors in start-up textile business. Economical Instability had been agreed by the respondents as strongly
. agreeable factor among the mentioned factors and other factors mentioned had been the agreeable threatening factors of the respondents.

Table 11
Suggestions to support further startups

S. No	Factors	SA	A	N	DA	SDA	Point	Mean Score	Indicator
1	Believe in yourselves	50	36	9	4	1	100	4.0	A
2	Keep an eye on the market	75	12	9	4	1	101	4.04	A
3	Track on the change	60	12	15	6	2	95	3.8	A
4	Touch on the exports	65	12	9	8	2	96	3.84	A
5	Aware of government incentives	70	16	9	6	1	102	4.08	A

Source: Survey data

Interpretation

The above table reveals the agreeability on the suggestions to support further startups. In textile business all the factors mentioned in the study had been agreed by the respondents as suggested factors for the developments of textile business.

Findings

- Majority of the respondents (60%) belong to Sole Trader form of organization
- Majority of the respondents (60%) had 1-2 years of period experience in their start-up.
- Equal number of the respondents (20%) had been selected from the knitting, printing, compacting, Ironing and stitching units.
- Majority of the respondents (40%) had the capital less than 5 lakhs.
- Majority of the respondents (40%) had been raised through own capital and from friends & relative.

RANK ANALYSIS

- The respondents assigned first rank to career as the main factor for the textile start-up business

POINT ANALYSIS

- Flexibility had been accepted by the respondents as the most strength factor with the mean score of 4.2.
- Among the mention challenging factors of startup in the textile, all the factors had been accepted as agreeable factors.
- All the factors mentioned in the study had been agreed by the respondents as agreeable opportunities involved in startups.
- Economical Instability had been agreed by the respondents as strongly agreeable factor among the mentioned factors.
- In textile business all the factors mentioned in the study had been agreed by the respondents as suggested factors for the developments of textile business.

SUGGESTION

- Believe in yourselves
- Keep an eye on the market
- Track on the change
- Touch on the exports
- Aware of government incentives

CONCLUSION

The Indian textile industry is one of the largest and most important sectors in the economy in terms of output, foreign exchange earnings and employment during this pandemic COVID – 19 situations. The Textile industry has the enriched potential to scale new height in the globalized economy. The textile industry in India has gone through significant changes in anticipation of increased international competition. The long- range problems include the need for sufficient modernization and restructuring of the entire industry to cater more effectively to the demands of the domestic and foreign markets for textiles as per the needs of today and tomorrow. A realistic

recognition of the challenges and threats that exist, the effort is the first step to countering them with a robust and creative set of strengths and opportunities. A SCOT analysis identifies the strengths, challenges, opportunities and threats to assist how to make strategic plans and decisions.

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