



ORGANIZATIONAL STUDY USING SWOT AT DHRANGADHRA CHEMICAL WORKS LTD., SAHUPURAM, TUTICORIN.

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ABSTRACT

The abstract entitled "Organizational Study using SWOT at Dhrangadhra Chemical Works Ltd., Sahupuram." An organizational study consists of an exchange of service for experience between the student and organization. Some interns find permanent, paid employment with the organizations for which they work. This can be significant benefit to the employer as experienced in terms often need little or no training when they begin regular employment at the completion of an internship is not guaranteed. The organizational study was completed at Dhrangadhra Chemical Works Ltd., (DCW) which is the one and only productive seating for the weavers in the co-operative sector in Tuticorin. It is purely based on the information obtained from the departmental heads of the organization. SWOT analysis is an evaluation tool for all strengths, weaknesses, opportunities and threats from an individual or organization. The following strength, weakness, opportunities and threats has been identified during the study period. The main strength is the companies have the service of experienced persons in this field, there is an efficient and healthy relationship between employers and employees, there is flexible in production volumes and design. The weakness of the organization is the lack of adequate funds for further expansion, the company lacks in marketing strategy. And some other weakness includes technological obsolescence, in efficient management and marketing inability. The opportunities like growing demand of its product, judicious purchase of raw material and outsourcing of large unit. The threats of the studies are environmental concerns, technological advancements, entry of new players into the market. The study helped to understand the good relationship between the employees and the top management.

KEYWORDS : Organizational Study, SWOT Analysis, Dhrangadhra Chemical Works Ltd, DCW Limited.

I. INTRODUCTION

An organizational study helps the management student to gain practical knowledge and experience and to achieve the higher management excellence. This organizational study helps the student to learn how the theories they have learned is actually being implemented in an organization. With this objective in mind, a one-month organizational study has been included as a part of academic curriculum and the student attempt to gain and insight into the functioning of organization through the coordination of different department. SWOT stands for Strengths, Weaknesses, Opportunities, and Threats, and so a SWOT analysis is a technique for assessing these four aspects of your business. SWOT Analysis is a tool that can help you to analyze what your company does best now, and to devise a successful strategy for the future.

II. Company Profile

Dhrangadhra Chemical Works Limited is established in 1959, Dhrangadhra Chemical Works Ltd. has made a name for itself in the list of top suppliers of in India. The supplier company is located in Tuticorin, Tamil Nadu and is one of the leading sellers of listed products Dhrangadhra Chemical Works Ltd. is listed in Trade India list of verified sellers offering supreme quality of etc. Buy in bulk from us for the best quality products and service. DCW exporting their products to 12+ countries and they have 100+ customers Globally. DCW is a diversified manufacturer of basic chemical such as Caustic Soda, Liquid Chlorine and Chlorine based products such as Trichloroethylene and HCL, Upgraded Limonite or Synthetic Rutile, Yellow Iron Oxide, PVC Resin, Soda Ash, Ammonium bi-carbonate and Liquid Bromine and Bromide.

DCW pioneered the manufacture of Soda Ash in India. The original capacity of 60 tons per day has been increased in stages to the present-day capacity of 300 TPD and new products have been added to bring diversity to the product portfolio. The output of Caustic Soda has been increased in stages from 28,000 TPA to 80,000 TPA, making DCW one of the

leading producers of this basic chemical in India. The product range of the Soda Ash division now reads an impressive 96,000 TPA of Soda Ash, Ammonium Bicarbonate 5000 TPA, Soda Bicarbonate 12,000 TPA, Liquid Bromine 300 TPA, Isopropyl Bromide 120 TPA; Ethyl Bromide 40 TPA; Butyl Bromide 8 TPA. Calcium Chloride is also produced but its production is seasonal.

III. Product Profile

DCW is a diversified manufacturer of basic chemicals such as Caustic Soda, Liquid Chlorine and chlorine-based Products such as Trichloroethylene and HCl upgraded menite or Synthetic Rutile, Yellow Iron oxide, PVC Resin, Soda ash, Ammonium bicarbonate and Liquid Bromine and bromide. Their main products are...

- Caustic Soda
- Chlorine
- Hydrochloric Acid
- Synthetic Rutile
- Trichloroethylene
- Yellow Iron Oxide
- Ferric chloride
- Utox
- Poly Vinyl Chloride (PVC)
- Soda Ash
- Sodium Bicarbonate (NaHCO₃)
- Ammonium Bicarbonate (NH₄HCO₃)

IV. Functional Departments

The organization is headed by the chief general manager who holds the thread of the function of the various departments and is the ultimate arbiter on issues involving the working of the plant Categorizing Departments is used for facilitating management and administration. Grouping activities into departments and consequently placing specialized personal into departments make the organization expand to any great degree. Since there are wide varieties of business enterprise, professions and trade. There is the need of categorizing expand to any great degree. Since there are wide varieties of

business enterprise, professions and trade. There is the need of categorizing Departments based on some common criteria. All the departments are functioning in right manner. In Dharangadhara Chemical Works Limited there are many departments they are inter linked with each other the information's are centralized in the organization the departments are following below:

- Human resource department

Finance and accounts department

- Production department
- Research and Development department
- Laboratory department
- Civil department
- Mechanical department
- Electrical department
- Instrumental department
- Stores department
- Material department
- Legal and Indirect taxation department
- Sales department
- Import and export department
- Security department
- Environmental department
- Safety department.

4.1 Human Resource Department

To develop an organizational culture were superiors' subordinate relations. Teamwork and collaboration among different sub units must be strong and contribute to the organization health, dynamism and employee's pride. In short Human Resource Department aims at helping people to acquire competencies required performing their functions well and their organization do well. Thus, the Human resource Department has become very popular in the last decade and especially the Human resource network of human resource development. The human resource development manager will constitute the selection committee. Once the candidate is selected, he as to go through a performance test after six months. Wages and the salary for the employee is given according to their qualification, designation and experience. They are being given an annual increment every year.

4.2 Finance Department

In DCW, these finance departments are crucial to the financial well-being of a company and ensure that there is money for day-to-day operations and oversee investments strategies for future growth. The term received define is dept owns to the firm by the customers arising from sale moods or services on ordinary course of business when a firm makes an ordinary sale of goods services and does not receive payment. The firm grants trade credit and creates accounts receivable, which could be collected in future. Chief financial officer (CFO), of finance department in DCW is responsible to control the cash flow position throughout the company, understand the sources and uses of cash, and maintain the reliability of funds, securities and other valuable documents.

4.3 Production Department

The production department is responsible for converting inputs into outputs through the stages of production processes. In DCW, the production Manager is responsible for making sure that raw materials are provided and made into finished goods effectively. He or she must make sure that work is carried out smoothly, and must supervise procedures for making work more efficient and more enjoyable

4.4 Research and Development Department

For the purpose of R&D, DCW have separate place, and all the expense are made with respect to the process of R&D and special engineers and experts are hired for the process. For the purpose of motivation, they have made approach called "Team leader. That is in each production process a team

leader is made and testing him responsibility and authority to authority to achieve standard goals. The marketing department will research customer needs to develop strategy and product to satisfy that customer need, in its research, the marketing department will investigate the market they are aiming at the type of consumer making up the market (age, background, sex, etc) and the preferences of the consumer within that market.

4.5 Stores Department

The Stores department would coordinate with various departments to determine material requirements and initiate procurement activities in DCW. This includes maintaining accurate inventory records, monitoring stock levels, and ensuring timely replenishment of materials to avoid shortages or excess inventory. Receiving and Inspection: The Stores department would receive incoming materials and supplies, verifying near quality and quantity against purchase orders or delivery notes. They would conduct lectures to ensure that the received items meet the specified requirements and address any pansies or issues with suppliers. Warehousing and Storage: The Stores department would manage the physical storage and organization of materials and supplies in designated warehouse areas. This involves categorizing and labeling items, optimizing storage space utilization, implementing proper shelving and stacking techniques, and ensuring a well-organized and efficient warehouse environment. The Stores department would receive incoming materials and supplies, verifying near quality and quantity against purchase orders or delivery notes.

4.6 Sales Department

The Sales department would develop sales plans and strategies in alignment with the company's overall business objectives. This includes setting sales targets, identifying target markets, and formulating strategies to penetrate new markets and expand customer reach. Customer Relationship Management: The department would focus on building and maintaining strong relationships with customers. This involves understanding Customer needs, providing product information and support, addressing customer inquiries Concerns, and fostering long-term customer loyalty. Sales Forecasting and Analysis: The Sales department would analyze market trends, customer demand, and competitive factors to forecast sales volumes and revenues in DCW.

4.7 Import and Export Department

The Import and Export department would ensure compliance with applicable laws, regulations, and documentation requirements related to import and export activities in DCW. This includes customs regulations, trade agreements, export controls, and any licensing or permit requirements.

Supplier and Vendor Management:

The department would work with overseas suppliers and vendors to source and procure the required raw materials, components, or finished products. This involves negotiating contracts, managing supplier relationships, and ensuring timely and cost-effective deliveries.

Import and Export Documentation:

The department would be responsible for preparing and managing the documentation required for import and export transactions. This includes coordinating with shipping agents, customs authorities, and other stakeholders to ensure accurate and timely completion of paperwork such as commercial invoices, packing lists, certificates of origin, and customs declarations.

Customs Clearance and Compliance:

The Import and Export department would liaise with customs authorities or customs brokers to facilitate the smooth

clearance of imported goods and compliance with import duties, taxes, and customs regulations.

V. Swot Analysis

5.1 Strength

Every organization has certain strong points which are known as its strength. The Dhrangadhra Chemical Works Ltd., Tuticorin also has strong points.

- The companies have the service of experienced persons in this field.
- Good quality raw material available
- There is a very good and steady market
- There is flexible in production volumes and design.
- There is quick decision making
- There is an efficient and healthy relationship between employers and employees.
- Good brand image
- Maintaining harmonious relationship with the employees
- Multiple product handling with flexibility with desired speed and quality
- Strong brand name and reputation in the industry.
- Wide product portfolio of specialty chemicals.
- Dedicated R&D team that continuously develops new products.
- Experienced management team with a deep understanding of the industry.
- Strong presence in the domestic market and growing export market.

5.2 Weakness

Weakness is the capabilities, limitation and deficiency in resources such as technical, financial, manpower, skill and brand image and distribution pattern. These factors tend to decrease the competence of the firm.

- The company lacks adequate funds for further expansion.
- The company lacks in marketing strategy.
- Lack of time management and hence it reflects in productivity.
- Some other weakness includes technological obsolescence, in efficient management and marketing inability.
- Competition from international players.
- High dependence on a few major customers.

5.3 Opportunities

Opportunities are entirely external to the organization and they are present in the environmental situation in which the corporation functions. An opportunity is a major favourable advantage to a company, provide the same can be availed strategically. The external environment analysis may reveal concern certain new opportunities for profit and growth. Such opportunities include:

- Growing demand of its product
- Judicious purchase of raw material
- Outsourcing of large unit
- High investment
- Overseas market
- Growing demand for specialty chemicals in the domestic and overseas markets.
- Expansion into new product segments and geographies.

5.4 Threats

Threats are also external to the organization. Threats are danger signals and this signal should be properly observed. For this the management should revise their strategies and tactic to meet them.

- As per prices if raw material changes an accordance of the seasonal there is a chance of less demand of the product
- Updating technology
- There is high competition taking place in the field of boiler industry
- Fluctuations in raw material prices.

- Changes in government regulations.
- Environmental concerns
- Technological advancements
- Entry of new players into the market.

VI. Suggestions

- It is important to identify these constraints and work towards increasing production capacity, either by adding more equipment or optimizing existing resources.
- The availability of raw materials can also be a constraint in a chemical manufacturing process.
- To develop cleaner and more efficient production processes that generate less waste and consume less energy.
- Employees are the major assets of any organization. Hence, retention of the skillful employees needs to be focused on.
- The company can reduce the cost of production by procuring raw materials from nearest suppliers.
- Extend the branches to other countries where market potential is high.

VII. CONCLUSION

This is organization study report which will help us to analyze the functions of various departments in the Dharanghadhara Chemical Works Ltd., Tuticorin. The study was carried out through the functional areas like production, finance, marketing and purchase. Both primary and secondary data are collected for the study. The corporation of the faculty and the company personnel also play a good role in the successful competition of the project. The study helped to understand the good relationship between the employees and the top management. It also helped to analyze the various strength, weakness, opportunities and threats of the company.

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