



DETERMINATION OF BUSINESS STRATEGIES USING SWOT ANALYSIS AT YMCA RURAL CENTRES AND INSTITUTE OF RURAL DEVELOPMENT, MARTHANDAM.

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ABSTRACT

The study entitled "Determination of Business Strategies using SWOT Analysis at YMCA Rural Centres and Institute of Rural Development, Marthandam." The main objective of doing the organizational study is to learn the various departments of the organization and understand their basic functions their purpose, achievements, competitions and their progress towards. The study focuses on overall structure of functioning of the firm and also the financial performance of the enterprise. YMCA is a non-governmental federation, with each independent local YMCA affiliated with its national organization. A SWOT analysis is designed to facilitate a realistic, fact-based, data-driven look at the strengths and weaknesses of an organization, initiatives, or within its industry. The following strength, weakness, opportunities and threats has been identified during the study period. The main strength of the organization is AGMARK approved, ECO friendly packing, & FSSAI certification etc. The weakness of the organization is the honey color changes during each year naturally they were unable to succeed in selling their product to other countries like Malaysia. The opportunities like Demand for natural honey is alive, Establishment of new branch, Low capital required, worldwide selling etc. During heavy rainy season bees cannot go outside for gathering honey this may lead to lower honey production as main threats of the study. Finally, the study enabled understanding of an organization and its objectives and how they function to achieve organizational objectives.

KEYWORDS : Organizational Study, SWOT Analysis, Business Strategies, YMCA Rural Centre.

INTRODUCTION

Organizational study deals with the study of departmental structure and functions of an organization. This study is meant to relate theory with practice. This also helps to understand how key business processes are carried out in YMCA Rural Centres and Institute of Rural Development, Marthandam. The main objective of doing the organizational study is to learn the various departments of the organization and understand their basic functions their purpose, achievements, competitions and their progress towards. The study focuses on overall structure of functioning of the firm and also the financial performance of the enterprise. 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.

Company Profile

YMCA is a worldwide youth organization based in Geneva, Switzerland, with more than 64 million beneficiaries in 120 countries. It was founded on 6 June 1844 by George Williams in London and aims to put Christian values into practice by developing a healthy "body, mind, and spirit". YMCA an acronym for **Young Men's Christian Association** established at Marthandam is the pioneer of Rural Development in India. Rural Service in South India with Marthandam as headquarters began in 1916. The present Rural Demonstration Centre at Marthandam was opened in 1924. In the year 1978, the Kanyakumari Rural Centre was established at Kanyakumari. In Kanyakumari Marthandam was the first place to introduce honey keeping.

Product Profile

Their inventory includes raw honey and cured honey. Honey comes in various packaging.

- 1 kg case (12 bottles)
- 500 gms case (24 bottles)
- 200 gms case (50 bottles)
- 100 gms case (50 bottles)

Apart from honey, they also offer value added products like mixed dry fruits and nuts in honey, figs in honey, garlic in honey, chilli in honey, Indian gooseberry/amlam in honey and ginger in honey. Honey bee hives, bee stands, barrels, bee extractors, bee's wax, smoker, bee knife and bees are also

sold. The production of honey is seasonal and depends on climatic conditions that is during February to April, every year (3-Months). The honey produced in YMCA Marthandam has been certified as AGMARK 'A' grade by the Government of India.

Functional Departments

Business departments are divisions within a business that specialize in offering certain services that contribute to the overall functionality of the business. Each department within a business serves a unique, specialized role and operates under a set organizational structure of the business owner's choice. Whether the business is a business that sells items, creates products or manufactures materials, it always has some type of structure that allows for departments to operate.

There are six departments in YMCA

- Human Resource Department
- Processing unit
- Quality Control Department
- Purchase and Storage Department
- Finance Department
- Marketing and Sales Department

Human Resource Department:

The Human Resources department of an organization performs human resource management, overseeing various aspects of employment, such as compliance with labour law and employment standards, interviewing and selection, performance management, administration of Employee benefits, organizing of employee files with the required documents for future reference, and some aspects of recruitment and employee off boarding. They serve as the link between an organization's management and its employees.

Processing Unit:

Raw honey is collected in cleaned plastic containers and stored in fly proof storage rooms which have definite system of controlling fly, mosquitoes, ants, cockroaches, rats and another insect which contaminate the product. Honey is pasteurized in order to slow down the natural process of granulation, in order to allow it to remain in a liquid (or pourable) form longer, which is particularly useful if it is

dispensed from squeeze bottles or poured for easy measurement when cooking or baking. Honey is heated to a minimum temperature.

It involves four main steps,

- Collection and storage of Honey.
- Pasteurization.
- Storage tank and bottle labelling.
- Cooling and packing.

Purchase And Sales Department

The company purchases certain things from various company Bee hive and stand from Kuzhithurai Smoker, Extractor, Knife, Queen Cage, Queen Gate from Manjalumudu. They also purchase Glass Bottles with label from Gin Honey, Sirayankulli.

Finance Department

A company's finance department serves a fundamental role in making financial decisions for internal and external affairs. A business's activities depend on the competence of a company's finance department and the individuals who comprise it. A finance department is organized by, and runs according to, specific roles and duties.

Books and records maintained by the department is...

- Cash Book
- Bank Book
- General Ledger
- Journals
- Direct Payment Register
- Bill Register
- Advance Register

Marketing And Sales Department

Sales and marketing are responsible for determining whether any products in your current catalogue should experience a shift in price or should be dropped altogether and have new products introduced. These very important decisions will be made by inspecting past sales figures and through customer reviews, product research, trends etc. They sale honey and honey with dates to various customers and dealers and also sale bees during swarming season. They are also using online platform to sell their product and social media for advertisement purpose.

SWOT ANALYSIS

The SWOT analysis is a business analysis technique that your organization can perform for each of its products, services, and markets when deciding on the best way to achieve future growth. The process involves identifying the strengths and weaknesses of the organization, and opportunities and threats present in the market that it operates in. The first letter of each of these four factors creates the acronym SWOT.

Strength

Every organization has certain strong points which are known as its strength.

- AGMARK approved company
- Health and hygiene Conscious
- Environmental friendly packing
- GI certified company
- Natural product
- Strong Marketing
- FSSAI certified company

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.

As the honey color changes during each year naturally they

were unable to succeed in selling their product to other countries like Malaysia.

Opportunities

Opportunities are entirely external to the organization and they are present in the environmental situation in which the corporation functions.

- Demand for natural honey is alive
- Establishment of new Branch
- Low capital required
- Worldwide Selling

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.

- During heavy rainy season bees cannot go outside for gathering honey this may lead to lower honey production.
- The other country people didn't show much interest in purchasing natural honey as the people were unaware of the natural colour change in honey due to which honey bees collect honey from single as well as multiple flowers and plants.

CONCLUSION

The organization study at YMCA Rural centre and Institute of Rural Development Marthandam was done with an objective to understand how the organization functions, what are its major departments and functioning of the departments. The study at the company provided the opportunity to learn the organizational goals and objectives, various department that conduct critical functions and the interrelation between them..

The organization, has established different departments based on functions like human resource, marketing, finance, production etc. It ensures quality of product through established systems which are monitored by quality control department.

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