



ACHARYA INSTITUTE OF TECHNOLOGY

(Affiliated to Visvesvaraya Technological University, Belagavi, Approved by AICTE, New Delhi and Accredited by NBA and NAAC)

Date: 22/05/2018

CERTIFICATE

This is to certify that **Mr. Sanjay H B** bearing USN **1AY16MBA70** is a bonafide student of Master of Business Administration course of the Institute 2016-18 batch, affiliated to Visvesvaraya Technological University, Belgaum. Project report on “**A Study on Total Quality Management**” at **Tata Coffee Ltd. Chickmagalur** is prepared by him under the guidance of **Prof. Suhas Patel**, in partial fulfillment of the requirements for the award of the degree of Master of Business Administration, Visvesvaraya Technological University, Belgaum, Karnataka.


30/5/18

Signature of Internal Guide



Signature of HOD
Head of the Department
Department of MBA
Acharya Institute of Technology
Soldevanahalli, Bangalore-560 107


30 May 18

Signature of Principal

PRINCIPAL

ACHARYA INSTITUTE OF TECHNOLOGY
Soldevanahalli Bangalore-560 107

Date 10.04.2018

HOD,
Dept. Of MBA
Acharya Institute of Technology,
Solleddevanahalli
Bangalore -560098.

Certificate

This is to certify that Mr.Sanjay H B-student of MBA bearing USN No.1AY16MBA70-Visvesvaraya Technological University has undergone the project work from 15th Jan 2018 to March 24th 2018 in our organization successfully and submitted the work whatever he done partial fulfillment for the award of the degree of Master of Business Administration.

**FOR TATA COFFEE LIMITED
MERTHIKHAN ESTATE**


MANAGER

MERTHIKHAN ESTATE
(Proprietors: **TATA COFFEE LIMITED**)
Basrikatte Post – 577 114, Chikmagalur Dist
Ph : 08265 240568`-e-mail-merthikhan@tatacoffee.com
Registered Office : Pollibetta – 571 215, Kodagu , Karnataka.
CIN-L01131KA1943 PLC000833
Tel No.08274 – 251411-412

ACKNOWLEDGEMENT

Behind every successful work or task to be accomplished, then there should be a hardwork, dedication and right guidance should be necessary for the success of task.

A project report on 'effect of Total Quality Management on market share of Tata Coffee Limited – Merthikhan estate – Chickamagalur district. I feel happy and proud to those who motivated and guided me and contributed directly or indirectly in the making project successfully.


I take this opportunity to express my sincere thanks to **Prof. G. Nijaguna** – Head of the Department of Management Studies (MBA) for his co-operation and indirect assistance. Also, my sincere thanks to **Prof. Suhas Patel** for the guidance towards the accomplishment of project.

I would like to offer my whole hearted gratitude to all faculty members of Department of MBA for being encouraging, supportive and for bearing throughout the project.

Also, I would like to give sincere and special thanks to Mr. Gautham Maini sir – Manager of the Merthikhan estate who gave a special permission in the organization and Mr. Sathish Krishna sir – section officer who reserved a special time to gave valuable information and guidance to the project. And finally I am very thankful to my parents and friends who gave huge support in each and every time in my success and also for all the staff members and field officers of the estate who gave me a great support and encouragement to my project.

Place: ~~30/05/2018~~ Bangalore

Date: 30/05/2018


Mr. Sanjay H.B

DECLARATION

I, **Sanjay H.B.**, hereby declare that the project report entitled '**effect of Total Quality Management on Market share**' reference to **Merthikhan estate owned by Tata Coffee limited – Chickmagalur** prepared by me under the guidance of **Prof. Suhas Patel** faculty of M.B.A Department, **Acharya Institute of Technology** and external assistance by **Mr. Sathish Krishna- Section Officer – Merthikhan Estate – Tata Coffee Limited**. I also declare that this project work is towards the partial fulfillment of the university Regulation for the award of degree of Master of Business Administration by Visvesvaraya Technological University, Belgaum. I have undergone a summer project for a period of twelve weeks. I further declare that this project is based on the original study undertaken by me and has not been submitted for the award of any degree/diploma from any other university/institution.

Place: *Bangalore*

Date: *30/05/2018*

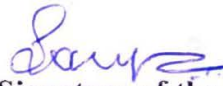

Signature of the Student

TABLE OF CONTENTS

Chapter No	Titles	Page Numbers
	Executive Summary	01
	Introduction	
	1.1 Introduction about the project	02
	1.2 Industry Profile	03
	1.3 Company Profile	06
	1.4 Vision, Mission and Quality Policy	07
	1.5 Product / Service profile	11
	1.8 Competitors Information	13
	1.9 SWOT Analysis	14
	1.10 Future Growth and Prospects of the Company	16
	1.11 Financial Statements	17
2	Conceptual Background and Literature Review	
	2.1 Theoretical Background of the Study	20
	2.2 Literature Review	22
3	Research Design	
	3.1 Statement of the Problem	27
	3.2 Need for the Study	27
	3.3 Objectives of the Study	28
	3.4 Scope of the Study	28
	3.5 Research Methodology	28
4	Analysis and Interpretation	
	Analysis on Tea Production Process	45
	Production process involved in Coffee	49
5	Findings, Conclusions and Suggestions	
	5.1 Summary of Findings	65
	5.2 Conclusions	65
	5.3 Suggestions	65
	Bibliography	67
	Annexure	69

List of the tables and contents

Table.no	Name of the table	Page no
1.1	Table regarding to tea production and marketing statistics	42
1.2	Comparision of tea Sales revenue as on 2011	43
1.3	List of toxic substances contains in Tea	44
1.4	List of tea leaf wavelengths	45
1.5	List of essential plant nutrients	45
1.6	Competitive analysis of tea products	46
1.7	Product turnover of Tata company	46
1.8	Comparision of tea with regardings to stock markets	47
1.9	List of market share of Tata tea	48
1.10	Schedules of coffee pulping process	52
1.11	List of world coffee consumers	57
1.12	List of productivity of coffee according to the states	58
1.13	List of top 20 coffee importers from India	59
1.14	Statistics regarding to the coffee production in India	61
1.15	Income data which is compared with Nescafe and Tata Coffee	63

List of graphs

Sl.no	Contents	Page No.
1	Tea production as on 2011	43
2	Sales revenue of tea as on 2011	44
3	Sales turnover of Tata Tea	45

4	Comparision of tea companies regarding to the stock markets	48
5	Graph on world coffee consumers	585
6	Productivity of coffee according to the states	59
7	Rate of import of Coffee	60

EXECUTIVE SUMMARY

Tata Coffee Limited a subsidiary of Tata tea and solitary of Asia's largest homestead company fosters coffee, pepper, oranges, paddy, cardamom and other estate and agricultural products. The company's estates are at Kodagu (Pollibetta) in Karnataka at an advancement of 3000ft from the sea level. It also exports manure and other estate requirements. The company set up Coffee Remedial works at Kodagu in 1983-84. The company by acquiring Glinlora Tea Estate at Kudige differentiated into tea.

In the 1940s, Indian Filter Coffee, a sweet creamy coffee made from shady baked coffee beans (70-80%) and chicory (20-30%) became a In the Indian context, coffee upward started with a Muslim saint, Baba Budan, who while repeated from a journey to Mecca, swirled coffee beans from Yemen to Mysore in India. He agreed them on the Chandragiri Hills (1829 metres {6001ft}), now named after the saint as Baba Budan Giri in Chickamagaluru district.

Planned agronomy soon followed Baba Budan's first imbedding of the seeds, in 1670, mostly by isolated instinctive Indian owners and the first farmstead was recognized in 1840 around Baba Budan Giri and its together mountains in Karnataka. It banquets to other zones of Wayanad and Tamil Nadu

Place:

Signature of the Student

Date:

CHAPTER-1

INTRODUCTION ON PROJECT AND INDUSTRY PROFILE

Introduction:

A project is not a way to kind or to do something but it's an opportunity to achieve some desired effect by executing an competent supervision slant. An individual or organization complicated in projects requirements to understand how to solve complication of problems through 'project management'. It stays a boundless opening for organization in addition individual to reach their professional and non-professional objects added efficiently concluded applying transformation. Ventures supports us to make looked-for fluctuations in an ordered manner and with condensed possibility of letdown.

Definition of Project:

A project can be defined as 'detailed fixed bustle that harvests a noticeable besides calculable outcome beneath certain specific necessities.'

Characteristics of the project:

Somewhat plan can be considered in following ways:

- **Temporary:** This earnings that all development has a encoded flinch and a fixed end. The begin is the time when the mission is announced and its perception is advanced. The termination is stretched when all purposes of the plan have been happened.
- **Unique deliverables:** Any development leads to yield some deliverables which will be a product, services or roughly alternative outcome. The outcomes should report a unruly or need scrutinized already project starts.
- **Progressive Explanation:** Per the growth of a venture, unremitting examination and improvement become available, and all this agrees producing more accurate and inclusive campaigns. These key features unkind that the sequential iteration of forecasting courses upshot in developing more operative solutions to improvement and advance projects.
- Resolute as it has a well-adjusted and computable obtaining.
- Practical as it has a certain validity.

- Organized with interdependence amid its tasks and happenings.
- Skirmish as it goes to explain a delinquent that makes scuffle.
- Restricted by nearby properties.
- Hazard it includes an dissection of threats

Advantages of ventures:

The important benefit of consuming tactics development supervision within a concern's corporate atmosphere can be described as:

- Quickening advance and alliance of the establishment's authority concluded effecting the designs of intricate supervision. Ventures help comprise workforces in result assembly.
- Accepting arrangements trade slant that aids pact with hazards effectually.
- Finishing detailed deviations that are connected to the firm's stratagems.

Origin of Coffee production in India:

The business of coffee in India is mainly underwritten from the southern states of India i.e., Karnataka according for 71%, tailed by Kerala with and Tamil Nadu. Domestic coffee is suspected on optimum coffee fully-fledged in the despair relatively than unswerving solar light everywhere in the ecosphere. Nearby are nearby 25 tones coffee agronomists in the country, most of them are trivial gardeners. As per of latest report, Indian coffee finished up just 4.5% of the global production. Nearly most of Indian coffee is spread, 70% is destined for other European unions and other sub-continents.

Domestic coffee fully-fledged normally in south states beneath rainy season rainwater environments, is correspondingly labeled as "Indian wet season coffee". It is defined as "The best Indian Coffee ranges the flavor appearances of Placatory coffees, but at its wickedest it is mild in addition apathetic.

History about the coffee plantation in India:

In the Indian context, coffee upward started with an Muslim saint, Baba Budan, who while repeated from a journey to Mecca, swirled coffee beans from Yemen to Mysore in India. He agreed them on the Chandragiri Hills (1829 metres {6001ft}), now named after the saint as Baba Budan Giri in Chickamagaluru district.

Planned agronomy soon followed Baba Budan's first imbedding of the seeds, in 1670, mostly by isolated instinctive Indian owners and the first farmstead was recognized in 1840 around Baba Budan Giri and its together mountains in Karnataka. It banquets to other zones of Wayanad and Tamil Nadu

In the 1940s, Indian Filter Coffee, a sweet creamy coffee made from shady baked coffee beans (70-80%) and chicory (20-30%) became a vendible success. It was expressly popular in the Southern States of Andhra Pradesh, Karnataka, Kerala and Tamil Nadu. The most commonly secondhand coffee beans are 'Arabica' and 'Robusta' grownup in the hills of Karnataka (Kodagu, Chickamagalur and Hassan), Kerala (Malabar region) and Tamil Nadu (Nilgiris District, Yercaud and Kodaikanal).

The most chief expanses of making are in the south states of Karnataka, Kerala and Tamil Nadu which resulted for more contribution of India's coffee making in the early 2000s time. In this equivalent time, India transferred over 4,40,000 tones of coffee, with export to Europe. Conventionally, India is a central producer of 'Arabica Coffee' but in the past era 'Robusta Beans' are budding noticeably due to high vintages, which now interpretation for over 60% of coffee produced in India.

Coffee Board of India:

Coffee Board of India is an body accomplished by the Ministry of Commerce and Industry of the Government of India to inspire coffee creation. The panel was conventional up by an Act of Parliament in 1942.

Antiquity of tea in India:

Currently, India is solitary of the chief tea producer in the world, even if over 70% of its tea is disbursed indoors India itself. In this, India is also midst the uppermost 5 per-capita tea customers. Several uninvolved tea in region Assam and Darjeeling also breed fully in India. The Indian ted trade takes grown-up to own several universal tea varieties and partakes progressed into one of the most scientifically reinvigorated tea industries in the world. Tea production, certification, exports and all other activities of the tea craft in India is specific by Tea Board of India.

Tea was originally only expended by the Ancient Indians, and it was not until the 1980s that tea grew widely popular in India through a efficacious publicizing crusade by the tea boarding. The scientific name of a plant disparate to the tea plant (*Camellia Sinensis*)

India was the top maker of tea for near a century, but recently China has outdone India as the top tea producer due to increased land accessibility. India tea companies have attained a number of modeling international tea inventiveness including British varieties 'Tetley' and 'Typhoo'. As of 2013 the ingesting of green tea in India is growing states in India are Assam, West-Bengal, Tamil Nadu, Kerala, Tripura, Arunachal Pradesh, Himachal Pradesh, Karnataka, Sikkim, Nagaland, Uttarakhand, Manipur, Mizoram, Meghalaya, Bihar, Orissa.

The Indian tea trade as a frame employer has enjoyed the attention of the Indian government. When export sales departed down, the government has been kind to the demand of the industry and its gardening. It has passed purposes supporting the industry natively and has also urged extensively with organizations like WTO transnationally.

A Special Tea Term loan (STT1) for the tea sector was broadcast by the Indian government in 2004.

Types of Tea:

Four main types of tea are produced based on how tea leaves are processed.

1. Green Tea (non-fermented)
2. Black Tea (Fermented)
3. Oolong Tea (Partly Fermented)
4. White Tea (least Processing)

As per the provision of the Tea Act 1953, tea means the plant '*Camellia Sinesiss*' and all assortments of the product identified commercially as tea made from the leaves of this plant. All 4 forms of teas i.e., green tea, black tea, oolong tea, and white tea are finished from the same tea plant, '*Camellia Sinensiss*'. How the tea trimmings up depends on how it is deal with after being chosen.

White tea endures the minimum dispensation tracked by green tea and oolong tea, Black tea is finished to go concluded an corrosion progression to which it occurs a individual flavor.

Green tea is finished by sarcastic tea verdures and then roasting, developing and freshening them. It undergoes nominal dispensation and contains Catechins and Flavonoids. The permeated leaf is jade and the malt is trifling, soft green or -yellow.

Black tea is by for the most shared types of tea produced. The permeated leaf has a dusky brown colour and a secret scent.

Oolong tea is moderately or semi-fermented tea. A flavorful tea with a aromatic flavor and secret fruity perfume. It has some potentials of both the tea due to its business process. It is more apt for people who favor a low-slung Cafenine option.

White tea is cherished by tea representatives for its unrivaled subtlety complication and natural syrupiness. It is also painstaking to be a far greater font of anti-oxidants than green tea because the tea shrubberies endure tiniest processing.

Tea Quality:

Tea quality not only fluctuates from one garden to another, but also between the same type of tea factory-made at different times within a garden. Aside from dispensation, the quality of tea can be exaggerated by genomic environmental and cultural factors i.e.,

- Inherent properties of tea plant and tea bush.
- Soil and climatic surroundings including temperature, humidity, sunshine duration, rainfall etc...
- Field operation such as trimming fertilizing, shading, plucking round and plucking standards.

Company Profile:

Tata Coffee limited a secondary of Tata tea and solitary of Asia's largest homestead company fosters coffee, pepper, oranges, paddy, cardamom and other estate and agricultural products. The company's estates are at Kodagu (Poilibeta) in Karnataka at an advancement of 3000ft from the sea level. It also exports manure and other estate requirements. The company set up Coffee Remedial works at Kodagu in 1983-84. The company by acquiring Glinlora Tea Estate at Kudige differentiated into tea.

Garden Fresh Tata Tea and Coffee Estate in Merthikhan was started in 2000 which is in Malnad region in Chickmagalur District of Karnataka at a 1180mtr. Merthikhan estate gets its

name from neighboring peak 'Merthi Hills' it is the 2nd highest peak in the state with rich heritage and bio-diversity and the word 'Khan' derived from local language means 'Jungle'. The Merthikhan estate of Tata coffee is huddling in the slopes of Merthi hills surrounded by 'Agumbe' which receives the highest stream in Karnataka and Kudremukh a lovely hill station. The hills are also home to the famous Sringeri Peeta by AdiShankara a revered saint in 8th century and Horanadu Annapoorneshwari temple and Kalaseshwar temple. It is in this rich land that Tata coffee estates blooms with the rivulets that run through the Merthi hills to join the imposing Bhadra river. The hilly west region of the estates support the growth of tea as well as coffee. The estate which is only 70km from Chickmagalur railway station and 150km from Mangalore Airport.

Specification of the Estate:

- Area – 240 hectares
- Altitude – 1180mtr
- Tea – 51%
- Coffee – 49%
- Coffee Variety:
 - Arabica coffee - 37%
 - Robusta coffee – 12%
- **Season of growth:**
 - Arabica - October to January - S795, S4345 HDT
 - Robusta – December to March – S274
 - Tea – grown in all year – Upasi9 x B6/61 – China
- highest rainfall in this area average 1890mm in July 2009.
- **Temperature:**
 - ❖ Maximum – 24 degree to 34 degree
 - ❖ Minimum – 16 to 21 degree
 - ❖ Wettest month – July 1160mm
 - ❖ Driest month – Jan 2mm (Avg.)

Vision, Mission and Quality policy:

Vision: Deliver the strong profitable growth and achieve a revenue of INR Rs.1500 crores in a future year of 2021 with a Global Footprint.

Mission: Create characteristic long-term value for all stakeholders with coffee and Allied plantation products embracing bearable practices.

Values:

- Customer Focus
- Responsibilities
- Innovation and Agility
- People Centric
- Transparency

Growth Opportunities:

- New Products
- Customer Focus
- Generating value to all over stakeholders.

list of the Employees:

Irine Monie – ANM

Mr. Alphonso – Electrician

Mr. Prashanth – Assistant Field Officer (AFO)

Mr. Sathish Krishna – Office Staff

Mr. Krishna – Office Staff

Mr. P. Diwakar Rao – Tea Maker

Mr. Karan Batra – Assistant Manager

Mr. Gautham Maini – Manager

Mr. K.V Shashidhar – J.O Officer

Mr. Ravindran – Field Officer coffee

Mr. Swaroop – Assistant Field Officer

Mr. Ve11aih – Driver

Mr. Raja – Artisian Staff

Mr. Ramakrishna – 1athe Operator

Mr. Raju – Driver

Mr. Annu – Driver.

list of Board of Directors

S1.No	Directors
1.	Mr. Harish Bhat Din – 00478198
2.	Mr. S. Santhanakrishnan Din - 00032049
3.	Ms. Sunalini Menon Din- 06983334
4.	Mr. V. lee1adhar Din - 02630276
5.	Mr. Siraz Azmad Chaudhry Din - 00161853
6.	Dr. P.G. Chengappa Din - 06771287
7.	Mr. 1 Krishnakumar Din - 00423616

8.	Mr. Sanjeev Sarin M.D and CEO
9.	Mr. Chacko Purackal Thomas Din - 05215974
10	Mr. K. Venkataramanan Din - 01728072

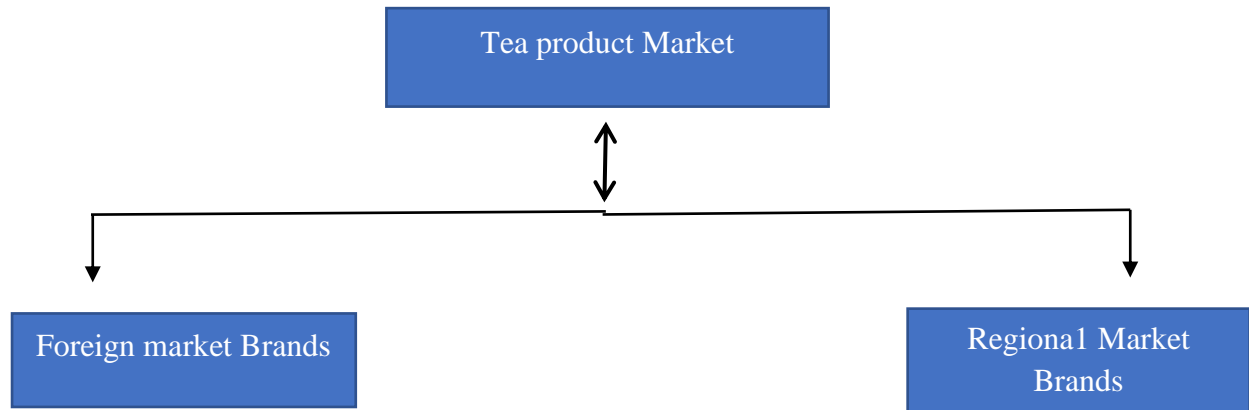
Awards won by Tata coffee limited

- Indian Star Awards 2015 declared during World Packaging Congress and Indiapack.
- The objective of the awards is to promote and award superiority in packaging design innovation and technology.
- Concept of profile of pouch designed by Tata Coffee limited.
- National Energy Conservation Award.

Promoters: In 2001, Tata Coffee limited take over the coffee estate in that area and fixed the tea plants and started the tea production and production plant in the estate. The Tata company provides the all the machineries and other apparatus to the estate including with the fertilizers and also for the commercial vehicles for the transportation. Tata promotes its brand like 'Kanan-Devan Tea' and Coffee and also it exports the products with other countries like U.S.A, U.K, Germany and other European countries by its other logistic brand and it encourages its sales through its own retail house called 'Tata Starbucks'.

Products of Tata Global Beverages and Tata Coffee limited:

Tea:



Foreign Market Brands:

- Tata Tea
- Vitax
- Tetley
- Joeke1s
- Good earth
- Jemca
- Teapigs

Regional Market Brands:

- Tata Tetley Bag
- Tata tea premium
- Tata tea premium leaf
- Tata Tea Agni
- Tata Tea Gold
- Tata Tea Kanan Devan
- Tata Teaveda
- Tata Chakra gold
- Tata Gemini

Foreign Brand:

Tata Tea: This product is the India's largest packaged tea brand. At present, 1 out of every Indian household devours this brand of tea. It keeps its customer by expanded quality, quantity, taste and aroma of the product. The same brand is also entered foreign market by shifting its quality and different styles of packaging that created a first impression on the foreign consumers.

Vitax: This product is well reputable brand in Poland market. It started its journey for 28 years ago. It announced the product with fruit fermentation with varieties of green, red, herbal and functional teas categories. This product is best in the market due to force of fragrance, color and aroma. It joined to Tata global Beverages group in 2007 and it is increasing its market share by introducing different varieties of fruit flavours in the market with reasonable pricing strategy.

Tetley: This brand is the second largest brand in the world. It has its own legacy brand about 180 years ago and it joined to TGB family on 2000. The brand has strappingly grown in 40 countries that every people has been enjoying the cup of tea everyday.

Joeke1s: It was well-known in 1994 by Joe Swart and jonathan Kelsey. The brand was established in South Africa and it grown as 3rd largest brand in South African Market. Over the years this brand created the strong impression on the foreign stock markets.

Good earth: This brand is the first herbal brand in USA. During 1970s it began developing as a trademark brand with original sweet and spicy flavours. Good earth joined the TGB family in 2005.

Jemca: This brand is market leader in Czech republic. It was launched in Small town of Jemnice. It became the part of TGB family in 2006. The product has its own specification as black, green, fruit and herbal tea categories. Due to its product distinction and stable growth in the market this brand has reached a exclusive brand in the market.

Teapigs: This brand was started in UK for the purpose to provide better quality of tea and other beverages in the market. It was launched in UK market in 2006. Their product is unique by its packaging the tea leaves with roomy biodegradable mesh bags.

Brands of Coffee:

Tata Coffee Grand: This brand is one of the renowned coffee brand in Indian market. It was introduced in 2015 and this product took over the strategic step towards to the leading in the productivity and marketing strategy.

Eight O' clock: This brand is mainly famous in U.S market and it was joined to Tata Global Beverages in 2006 and the product creates its brand by its ingredients like roasted Arabica coffee and also it attracted the consumers by creative packaging.

Grand Coffee: This brand is famous in Russian market and created its market share by masculine and charismatic images. It was joined to Tata Global Beverages on 2009.

Map Coffee: This brand is famous in Australian retail sectors and the product is specified with roasted bean coffee and it was introduced to the family in 2009.

Competitors Information:

Tea Brands:

- **Brook Bond Red label:** This brand is possessed by Hindustan Unilever Ltd. (HUL). This brand was started in 1869 and it entered Indian market in 1903 and changed the tea experience in the Indian market. Now it is second largest tea brand in Indian Market.
- **lipton Tea:** It is also one of the tea brand owned by Hindustan Unilever Ltd. At first the brand was owned under Thomas lipton in 1890. It is one of the core competitor to brands of tata tea.
- **Wagh bakri tea:** it is a premium tea based brand which was founded in Ahmedabad. The brand was owned by Gujarat tea processors and packers Ltd. This company is considered as third largest tea manufacturer in India. This brand was launched by the company in 1998 and the tea factory located in Kheda district, Ahmedabad.
- **Society Tea:** This brand was owned and promoted by Amar Tea private Ltd. Maharashtra based company. It was started in the year 1990.
- **Tulsi Green Tea:** this brand is owned by Organic India Pvt. Ltd in lucknow. The company was started in 1990 and it is one of the famous brand in India.

- **Pataka Premium Tea:** This brand was started in 2000 and it was one of the famous brand in rural and semi-urban areas in India.

Coffee Brands:

- **Nescafe:** This brand is one of the famous coffee brand owned by Nestle India Co. in Indian market. This brand was started in 1938 in Switzerland and later it was widespread in Indian coffee market. Now it is available in more than 160 countries and it is one of the toughest competitor for Tata coffee brand.
- **Bru:** This brand was launched and owned by Hindustan Unilever Ltd in 1969. This brand is one of the largest brand in India next to the Nescafe brand.
- **Davidoff:** This brand was one of the leading brand in India. This brand is specialized with roasted Arabica bean with different aroma in the market.
- **Narasu's Coffee:** This brand was started in 1926. This brand is specialized by instant – chicory coffee powder. This company was measured with ISO 9001:2008 certified company.
- **1eo:** This brand was established in 1910 and this brand is specialized by Tamil Nadu's special traditional taste of coffee.
- **Bayar's Coffee:** This brand was started in 1956 and it is considered as one of the good brands in the market with its specialized coffee bean flavor with a long-time.

SWOT Analysis:

SWOT Analysis concept was developed by 'Albert Humphrey'. It is a useful practice for empathetic your strength and weaknesses, and for categorizing both the opportunities open to us. It is a designed planning method that evaluates those four elements of an organization, project or corporate venture. A SWOT analysis can be carried out for a company, product, place, industry or person. It involves requiring objectives of the occupational venture or project and categorizing the internal and external factors that are favorable and negative to achieve that objective.

- **Strength:** The features of the business or project that gives it an advantage over others.
- **Weakness:** The characteristics of the business that place the business or project at a disadvantage relative to others.

- **Opportunities:** The foundations in the environment that the business or project could achievement to its advantage.
- **Threats:** The rudiments in the atmosphere that could cause distress for the professional or project.

SWOT Analysis of Merthikhan estate owned by Tata Coffee limited:

Strengths:

- Organization have a good and strong brand name.
- Having disciplined hierarchy of organization structure.
- Systematical formulation of Management policy.
- More availability of natural resources for the production process.
- Efficient and effective administration.
- Good quality production of tea and coffee.
- Efficient and responsible employees.
- Consistency in the production quality.
- Effective marketing strategy to expand the market share in the international market.
- Oldest business entity in the industry (estates).
- Consistent training to the employees and workers.
- Employee awareness towards safety to improve product quality.
- Consistent maintenance of product quality and brands and also efficient utilization of energy system.

Weakness:

- Competition from the other estates and organization.
- Irregularity in Power supply.
- Scarcity of labors.
- Delay in transport due to plant location in rural region.
- Wastage of coffee fruit by animal attacks like monkeys, pigs, Bisons etc.....
- Snake bites and honey bee attacks to the labors.

Opportunities:

- Consistent demand for the commercial crops.
- Favourable government policy towards the food and beverages industry.

- Increase in the trend in food and beverage industry.
- More demand in international market.
- low cost with high profitability.

Threats:

- More tax for the commercial crops.
- High pressure from the labour union and its act about the demands and welfares of the labour unions.
- Variations in the government policy corresponding to the changes in the budget sharing of the government.

Future Growth and Prospectus:

Due to the improper supply of power to the plant it effected in the variation in the production quantity from the past few years. So, the organization has decided to concentrate more on the production of coffee and to convert the tea plantation into coffee plantation. Also, as I mentioned earlier, the main aim is to target the profit of Rs.1500 crores and also increasing thr market share in the field.

Financial Statements of the Organization:

The financial statement of the organization is prepared in two forms i.e., Incomes and expenditure statements and annual balance-sheet. The income and expenditure statements are prepared in every month to checkout the incomes and expenses involved in the organization. And the balance-sheet is prepared t the end of the financial year and it is evaluated in the annual general meeting and approved by the higher management of the organization.

The following are the information about the tea and coffee stocks in the organization upto 30th January 2018.

Statement of Tea stocks as on 30th January 2018

STATEMENT OF TEA STOCK AS ON 30TH JAN 2018	
PARTICULARS	QUANTITY(IN KGS)
GRADED & PACKED TEA	
BOP	1350.00
BOPL	
BP	900.00
BPS	700.00
PF	1750.00
PD	875.00
RD	
SRD	
SFD	0.00
FD	540.00
GD	
SRFD	
PEKOE	
BOPSM	
SUB-TOTAL	6115.00
UNPACKED	
SEMISORTED	15783.00
R.C.	28726.00
BULK TEA	
TEA WASTE	3160.00
SUB-TOTAL	47669.00
GRAND TOTAL	53784.00

Statement of Coffee Stocks as on 30th January 2018

TATA COFFEE LIMITED - POLLIBETTA						
MERTHIKHAN ESTATE DAILY CROP REPORT AS ON 19.02.2018						
PARTICULARS	ON RAW BASIS (Raw Coffee in Kgs.)			ON CLEAN COFFEE BASIS (M.T.) (Arb. @ 5400 Kgs. & Rob. @ 4600 Kgs.)		
	Today	Previously	Total	Today	Previously	Total
ARABICA						
Crop Harvested	0	263714	263714	0.00	48.84	48.84
Mandays Deployed on picking	0	5139	5139			
Productivity (Kilos)	#DIV/0!	51	51			
Pulped Crop Kilos	0	211275	211275			
Green Cherry Kilos	0	52439	52439			
Parchment %	#DIV/0!		80			
Cherry %	#DIV/0!		20			
Gleanings collected *	0	0	0	0.00	0.00	0.00
Gleanings mandays	0	0	0			
TOTAL TODATE	0	0	263714			48.84
* Total Kgs. of Raw Gleanings @ 75% outturn / 1904 Kgs.						
ROBUSTA						
Crop Harvested	3717	67320	71037	0.81	14.63	15.44
Mandays Deployed on picking	53	774	827			
Productivity (Kilos)	70	87	86			
Pulped Crop Kilos	3637	64100	67737			
Green Cherry Kilos	80	3220	3300			
Parchment %	98		95			
Cherry %	2		5			
Gleanings collected *	0	0	0	0.00	0.00	0.00
Gleanings mandays	0	0	0			
TOTAL TODATE	0	0	71037			15.44
* Total Kgs. of Raw Gleanings @ 75% outturn / 1962 Kgs.						
Pepper						
Crop Harvested	0	120	120	0.00	0.04	0.04
Mandays Deployed on picking	0	12	12			
Productivity (Kilos)	#DIV/0!	10	10			
Gleanings collected Kilos	0	0	0	0.00	0.00	0.000
Mandays Deployed on Gleanings	0	0	0			
White pepper preparation	0	0	0	0.00	0.00	0.00
TOTAL TODATE	0	0	120			0.04
CARDAMOM						
Crop Harvested	0	0	0	0	0	0
Mandays Deployed on picking	0	0	0			
Productivity (Kilos)	0	0	#DIV/0!			
	Today	Previously	Total todate			
BLOSSOM IRRIGATION	Ha.	Ha.	Ha.			
Arabica			0			
Robusta			0.00	Today	Gravity irrigation	
				Previously		
BACKING IRRIGATION			0.00			
Arabica				TOTAL		
Robusta			0.00			

CHAPTER-2

CONCEPTUAL BACKGROUND AND LITERATURE REVIEW

About the concept:

Total Quality Management (TQM):

It is an widespread and controlled society supervision system that focus proceeding unceasing eminence enhancement of products and services by using unremitting feedback. Joseph Juran was one of the initiators of total quality management.

Total quality management is initiated in the industrial sector of Japan (1954). Since, that time the perception has been advanced and can be used for practically all types of organization such as schools, motorway conservation, hotel management and churches. Nowadays, total quality management is also used indoors the e-business sector and it notices quality management wholly from the argument of assessment of the customer. The detached of total quality management is doing assets right the opening time over and over again.

Total quality management can be set up disjointedly for an association as well as for a set of canons that must be tracked for instance the Universal Organization for Standardization (ISO) in the ISO900 series.

Total Quality Management principles:

- ❖ Focus on customers
- ❖ Employee involvement
- ❖ Process centered
- ❖ Integrated system
- ❖ Strategic and systematic approach.
- ❖ Decision-making based on facts.
- ❖ Communication
- ❖ Continuous improvement.

(1) Focus on customers: When by means of TQM it is of central reputation to remember that only end-users govern the side by side of quality. Whatever exertions

are made with respect to working out employees or improving progressions only customers determine

- (2) Employee involvement:** Employees are an establishment's core customers. Employee engrossment in the advance of goods or services of the organization basically regulates the quality of these products or services.
- (3) Process centered:** Process thinking and process supervision are a important type of the total quality management. Procedures are the administrative value and people support these methods created on source objectives that are associated to the mission, vision and strategy.
- (4) Integrated system:** Following opinion process centered, is central to have an joined organization system that can be modelled.
- (5) Strategic and systematic approach:** A strategic plan must hold the combination and eminence growth and the advance or amenities of an organization.
- (6) Decision-making based on facts:** Decision-making indoors organization must be only be built on facts and not an opinion. Data should funding this executive processes.
- (7) Communication:** A communication tactic must be verbalized in such a way that it is in stripe with the mission, vision and objective of the association. This approach covers the stakeholders, the near indoors the organization, the communication conduits, the lengthability of usefulness, timelines etc.
- (8) Continuous Improvement:** By using the right determining gears and advanced and artistic thinking, continuous enhancement pitches will be originated and employed so that the organization can advance into a higher level of quality.

Literature Review of the concept:

Barbara Aquilani and Cecilia Silvestri – Department of Economics and Management, Tuscia University, Viterbo-Italy.

Abstract: The resolution of this tabloid is to present a tidy literature review to detect new walks of exploration in line with the stable fluctuations in quality and management essential to firms, exclusively about customers. This study uses a systematized examination of the literature encircled in the 3 databases i.e., Ebsco, JSTOR and Springer link and on the search engine google scholar.

Sanjay A Ahire , Robert Ianderos and Damodar Y Golar

Abstract: TQM is a world-shattering style to operative supervision. The exploration in TQM has developed from hands-on needs of organization approval this thinking and the literature is mostly insubstantial and practioner-oriented. There is a deficiency of wide-ranging notional context ordering past efforts and superintendent coming research.

Character in Total Quality Management and non-total quality management firms.

Damodar Y Golar and Satish P Deshpande

Abstract: In the TQM situation, a major responsibility of TQM execution rests with translation by the superintendents to the top management policies into short-term executions. Hence, the role of administrator's effect on the authorizations of the solemn investigation. Based on the studies of 232 professional organizations in U.S.A and Canada considers the role of overseers in TQM and non-TQM firms using 8 eminence constructs.

Amrendra Kumar Singh and Rakesh I Shrivasthav – Division. of Mechanical Engineering, Manoharbai Pate College of Engineering – Maharashtra.

Abstract: The past span has been gotten many firms congregating on TQM as a revenue of profit making, increasing the market share and affordability. In this article, it is explained about the review status of fiction on TQM. The policy has been personal into conceptual, eloquent pragmatic, tentative annoyed sectional and probing longitudinal slant.

TQM research in Australia for future research.

Sham-ur-Rahman – Institute of Transport Studies, University of Sydney – Australia.

Abstract: Over the last epoch, Australian establishments have involved total quality management as an operative management viewpoint. Moreover, the discernment is whatever the enquiry has been done it is uneven and at a low level. The breakdown led them to complete that the research has been unhinged, converging mainly on case studies and pragmatic research.

Quantitative Analysis of quality management literature

Qin Qin Io and Kah-Hin Chai

Abstract: The persistence of this article is to look out for the main values in the quality management enquiry area through a assessable breakdown of research papers issued in the periodical TQM and business fineness. The policy applied include bibliometric and social network performances.

TQM systems review and direction

Sanjiv Kumar Jain and Inderpreet Singh Ahuja.

Mechanical Engineer- Ambala College of Engineering – Haryana.

Abstract: ISO 9000 is administration systems that visions the tiniest rations for the organization to track for the eminence management system and hence, it benefits to certify about the concern's constant eminence of products and services. The resolution of this artefact is to evaluation the fiction on the ISO 9000 and to present an outline of ISO Execution follows adopted by business organization.

Barrie Dale – Wiley Encyclopedia of Management

Abstract: Without the total demonstrated commitment of the CEO's initiatives nothing will happen and does not be permanent. They have to take for myself lead the process, provide route exercise potent guidance including trade with those employees who slab improvement and continue the impetus. To take some specific actions TQM focus as quickly a possible it must be seen as the style of the management.

TQM implementation, frameworks, comparison and review.

Shari Mohamad Yusuf, Elaine Aspinwall.

Abstract: One of the furthestmost persuasive factors embracing TQM espousal and its victory and also devising of a sound employment framework prior to get on on a such a

variation method. This article links and appraisals a taster of the existing agendas found in works.

TQM 2nd industrial revolution

Gopal K Kanji

Abstract: This article labels about the thought and tactic of the TQM. It consists of continuous improvement and customer satisfaction by involving everyone's commitment to achieving the quality at the low cost.

The management and control of quality

James Robert Evans, William M Lindray.

Abstract: The management and governor of quality in a process industry, importance of systems and standard operating the manage and control of.

Cultural and Operational constrictions on TQM enactment.

Jasmine Tata, Sameer Prasad

Abstract: This archetypal epitomizes the encouragement of national culture and executive culture/structure on the usefulness of TQM enactment. This model can also used to examine further connections between contextual variables and TQM success.

Assessing the impact of continuous quality improvement.

Stephen M Shortell, James J O'Brien

Abstract: This artefact designates about the rapport among the association culture, quality advance procedures and selected outcomes.

TQM implementation and competitive advantage.

Thomas J Douglas, William Q Judge Jr.

Abstract: The writers explicated the affiliation between the notch to which TQM follows were assumed within society and equivalent inexpensive advantage is achieved. Two dealings of organizational edifice, characterized 'rheostat and study were found to offer reliant impacts on financial concerts of firms employing TQM programmes.

TQM through total system intervention.

Robert J Flood.

Abstract: Total system intercession is a artistic style to problem solving. It is familiarized in this article by describing and conferring a practical example of its use.

The relationship between TQM practices and their effects on firm performances.

Ha1e Kaynak

Abstract: Grounded on a inclusive literature analysis this study detects the affiliation among. TQM applies and observes the through and ancillary possessions of these follows on countless.

Analysis of interaction among the barricades to TQM execution using revealing mechanical modeling approach.

Faiza1 Ta1ib, Zi11ur Rahman, MN Qureshi

Abstract: There is an emergency need to evaluate the compartment of these barriers so that TQM may be fruitfully instigated. This article aims to recognize the mutual collaboration of these barriers and identifying the lashing forces.

TQM in manufacturing – based business units in India.

I N Joseph, C Rajendran, T J Kama1anabhan

Abstract: TQM is an integrated management thinking attentive at unceasing civilizing the eminence in harvests and procedure to reach the customer consummation. The unprejudiced of this article is to designate an empherical enquiry on the development of instruments for TQM enactment in India.

A second-order factor breakdown of critical TQM factors.

Nahi1 Tamimi

Abstract: The superiority supervision describes various critical quality enhancement approaches. However, there have been few important studies that have been few important studies, that tested for the synergy or the relationship among those critical quality paradigms.

A study of determining the life-threatening factors of eminence management.

Masood A Badri, Donald Davis

Abstract: The author enlightened about the combination of the eminence literature by categorizing 8 critical aspects of quality supervision in a professional unit. In well-lit of this empirically tests their ensuing utensil to a greater scope and from an universal forthcoming.

TQM implementation and competitive advantage the role of structural control and exploration.

Thomas J Douglas, William Q Judge Jr.

Abstract: The writers explicated the rapport flanked by gradation of which TQM observes are espoused in the interior organization and equivalent cheap recompenses completed.

TQM – the critical success factors

Leslie J Porter, Adrian J Parker.

Abstract: This artefact explains about the key foundations of TQM and the grave factors that influences TQM execution process. An wide-ranging literature inspection submits that there are 8 serious TQM aspects, it can be settled in a order of criticality.

Pareto analysis of critical success factors of TQM.

Gandhinathan Karuppusami, R Gandhinathan.

Abstract: The purpose of the literature evaluation is to categorize and propose a list of few dynamic life-threatening accomplishment factors of TQM for the assistances of researchers and industries. The main unbiased of this literature assessment is to consider and list CSFs of TQM.

An instrument for the measuring the critical pieces of quality management.

Jayanth V Saaph, P George Benion, Roger G Schroder.

Abstract: The eminence literature encompasses many case revisions of efficacious concerns and similes of quality thoughts and quality enhancement programmes.

CHAPTER – 3

RESEARCH DESIGN

Statement of the problem:

TQM is applied in every field in the organization that will contribute to more productivity and profitability in the organization. The organization system pattern in the organization differs in each and every company. For the success of any organization/company in the market TQM implementation and its practices are very important. Many of the company that to in the production unit ignores the quality controls in the production process and also organization's management. Due to the organization's basic culture and other practices of quality controlling system, the management fails to reach the production target because of the improper application of TQM policy. Also, in today's market customer oriented products and services have got more demand. To meet the customer's demand with low cost and to maximize the profits the companies produce the product in a bulk quantity without implementing the quality standards. And, that led to the failure in the product. TQM policy affects more on the food and beverage industry. Nowadays, this industry is affected by adulteration and other problems in food products and that led to the negative effect on the consumer's health. To avoid such kind of problems and also to retain customer's interest towards the products of the company TQM policy plays an important role in the organization and it also helps to solve the management conflicts in the organization.

Need for the study:

The company monitors the quality of the production for the purpose of introduction of varieties with the specification of the product to improve the market stability and position of the company. It helps to the increase in the productivity by providing key information for the purpose of research and development of the products. This study helps to the management of the organization in regarding to the making the decisions by formulating the management policy by considering quality aspects of each and every department in the organization.

Objectives of Study:

- To know the market position of the company.
- To study about the direct or indirect relationship of TQM with variation in market share of the company.
- To study about the competitive analysis of the company.
- To know about the production quality that effects to the growth of the company

Scope of the study:

The scope of this study is to find the direct or indirect relationship between the production quality that effects to the increase in the position of the market and also to analyze the efficiency and consistency in the production quality that effects to the increase in the market share of the company.

Research Methodology:

The process in which it is used to collect the various information from the various resources for the purpose of decision making. It is a organized plan for conducting research by using both reckonable and qualitative research techniques.

Types of Research Methods:

- ❖ Experiment
- ❖ Survey
- ❖ Participant observation
- ❖ Basic research
- ❖ Applied research
- ❖ Problem oriented research
- ❖ Problem solving
- ❖ Quantitative research
- ❖ Qualitative research

❖ **Experiment:**

It is a type of examination method in which it investigates the cause and effect under full controlled condition. During the conduction of this experiment researcher makes the test of hypothesis. A hypothesis is a declaration that explains the affiliation between two or more variables. If we want to test the hypothesis, we would randomly assign the subjects into two groups.

❖ **Survey:**

A survey is a type of examination scheme in which subjects retort to a successions of announcements or interrogations in a questionnaire. This method targets some population those are the people whose are in focus of research.

❖ **Participant observation:**

It is a type of research method in which investigation systematically observes the people who joins their routine work. Unlike the other process, this process is a lengthy process. In this method information-gathering makes the most contestant observation exploratory and vivid and it has few hard and fast rules.

❖ **Basic research:**

This type of exploration is steered for the purpose of enhancing the gen and does not have commercial potential. It is basically, a pure and essential research.

❖ **Applied research:**

It is premeditated to solve the everyday glitches by attaining knowledge. This method mainly attentions on investigating and answering social and real life problems. It is regularly showed with the backing of some economic agency like countrywide government, public corporation, world bank, UNICEF, UGC etc.

❖ **Problem oriented research:**

This method is used for commerce summit body for arrangement out complications handled by all the companies. As the appellation signposts problems categorizing explores are accepted to see the thorough nature of problems that is vital to be solved.

❖ **Quantitative research:**

This type is mainly based on numerical facts and figures. It aims to measure the quantity which is required for the accomplishment of future projects by comparing the figures with past records. It affords ultimate linking between empirical reflection and accurate mien of reckonable contacts.

❖ **Qualitative research:**

It represents the non-quantitative research form. It refers to collecting, analyzing and interpreting the data through observation of the people that how they reacts. This type of enquiry is unrestricted. A slight numeral of people are grouped together and interview is made by that necessary observation are made.

Other classifications:

- Descriptive
- Analytical
- Fundamental
- Conceptual
- Empirical
- Clinical or diagnostic
- Exploratory
- Historical etc....

Types of research techniques:

- Experiments
- Surveys
- Questionnaire
- Interviews
- Case-studies
- Participant and non-participant observation
- Observational trials
- Delphi method.

- **Experiments:**

People who are involved in this procedure are asked to strive in various tests to measure the cerebral abilities. The results obtained from the experiment from different group are compared with each other. The aim of these experiments is to measure the routines and other factors.

- **Surveys:**

It refers to collecting the evidence generally from large group of public by means of questionnaire, interviews etc.

- **Questionnaire:**

It is a best way to obtain the information from the mass audience. In this method instead of making interviews a set of questions are given to the group of people in which information which are derived from this method is partially accurate to the objective.

- **Interviews:**

In this method face-to-face conversation is conducted with a few samples of people and accurate information or opinion about the problems or conflict are recorded. It is more time taking process and it is very difficult to carry out for the mass audience. This

method can be approached formally or informally either direct interview or interview made through telephone, skype, voice-chats etc.

- **Case study:**

It is usually involved the detail study of a particular case. In this method the analysis of the particular case is made and by analyzing the problem involved and necessary solutions are formulated.

- **Observation trials:**

In this method the observations are made on the interactive of cluster of people over a impartially extensive period of time. The intention of such lessons is habitually to govern whether there is a relationship between one characteristic and another.

- **Delphi method:**

This method was settled in U.S in 1950s and 1960s for the principally convenient in ration students determine the assortment of ideas which exist on a precise subject.

Collection of data:

Primary data: It refers to the information which are collected specifically for the purpose of accomplishment of the project. The data collected in this type is for the first time. Example: data collected from the survey, focused groups, interviews, questionnaire etc.

Secondary data:

It refers the information is collected from the other sources which are already recorded. The data collected in this type is second-hand information. Example: Data collected from Census, Newspaper, Magazines, Journals, internet websites etc.

Following are the questionnaires prepared to the purpose of employee contributions and organization system policy which effects in the overall quality management of the association.

Hypothesis:

It is a scientific context in which a testable statement are used for the analysis of affiliation between two or more variables. It is a brief summation of research estimate for the study's discoveries which may or maynot be maintained for outcome.

Hypothesis statement:

H1: There is an effect on quality of the production into the increase in the market share of the company.

H0: there is no effect on quality of the production into the increase in the market share of the company.

CHAPTER-4 ANALYSIS AND INTERPRETATION

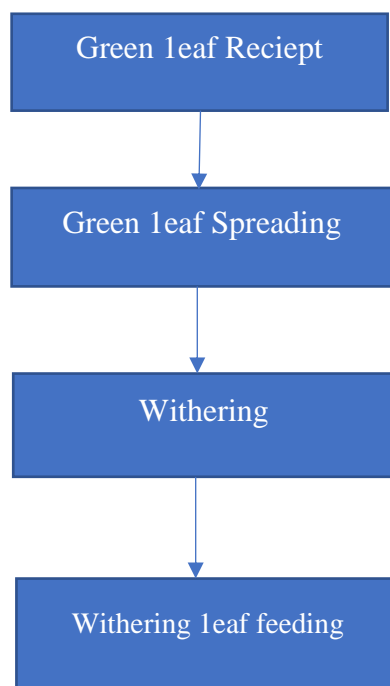
Analysis on tea production process:

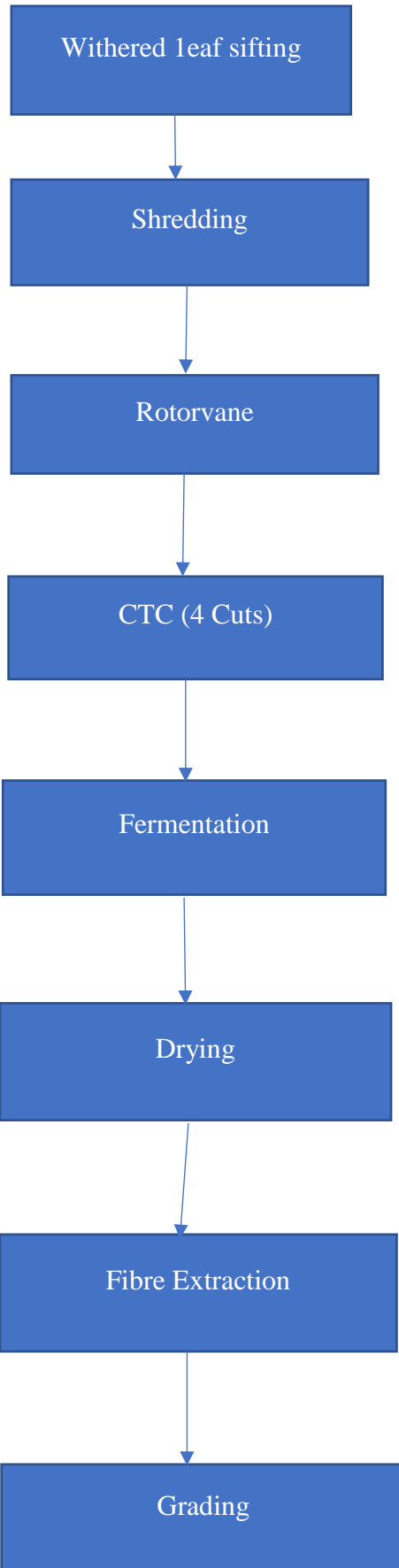
In the organization black tea production is carried out so the tea mixture is appeared with blackish or brownish color in appearance.

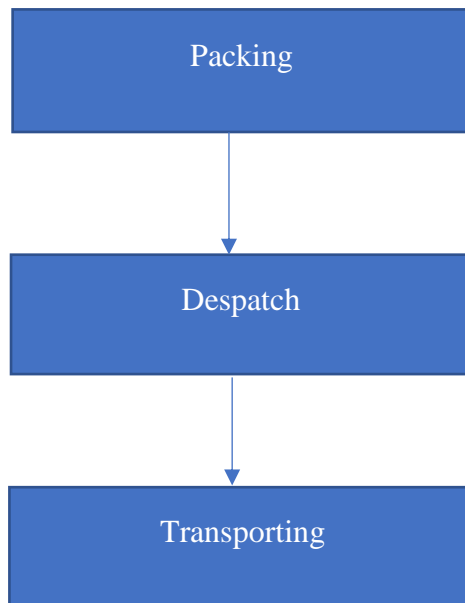
Quality standards followed:

- The standard of the leaf should be minimum of 75% of good leaf and maximum 1% of black leaf.
- Black tea produced from above materials are stored in BIS Certified bags or Jute bags with HMHDPE liners or plywood tea chests lined with aluminium foil.
- Approximate shelf life of tea production are stored under clean and dry place.

Crushing Tearing and Curling (CTC) – Reconditioning (RC) process tea production flowchart:







CTC Tea grades:

- It is purely based on size
- To ensure even appearance and density, it is sorted using standard wire mesh and winnowed before packing.
- The relative distribution of grades during manufacturing will vary depending on the environmental conditions at which the leaf is grown.
- Defined grades and observations.

A. Green leaf receipt:

- In the first stage the recording of the timing to the arrival of the leaf is made i.e., blooming tea leaf.
- In the next stage the gross weight of plucked leaf which are approved by CTC tea grade standards are collected in a jute bags are measured and estimated production quantity is planned.
- If necessary, the tea leaf bags are sent to the other tea plant estates who having a same division under tea and spices board of India.
- The weight of the loaded tea bags in the truck is recorded and invoice is sent to the required tea estates.

- At the end the net weight of the tea bags are measured and issued to the production department.

Rapid determination of Moisture/dry matter using Microwave Oven:

- loaded tea bags are drawn approximately 100g of sample randomly to the trough.
- Combining the leaf thoroughly and taking exactly 25g final sample.
- Taking the clean paper and cut into the size of microwave oven turn table.
- Placing the paper on the turn table and spread the sample.
- Taking out the samples from the microwave and allow it to cool and dry place for 1 minutes.
- Checking the final weight of dried sample using an electronic balance.
- For determination of Gross DMC%

$$\text{Gross DMC} = [100/\text{weight of sample (25g)}] * \text{Weight of dried sample}$$

B. loading the trough:

- loading only from the troughs, which are in 1st loft.
- Filling from the fan end of the trough.
- The calculation of the number of bags to be loaded per unit per area is made by using the formula:

$$\text{Number of Bags/unit area} = \frac{(\text{quantity of leaf per bag}) * (\text{Total running fan})}{\text{Average weight of leaf}}$$

- Identifying the trough for their capacity to wither.
- Running the fan in reverse direction while loading the trough.

C. Spreading leaf in troughs:

- In this process the fan should be run in reverse direction.
- Spreading of the leaf should be done from the bulking chamber.
- The thickness of the spread of the leaf should be calculated

- After all consideration of the all the process the tea maker ensures the uniform distribution of leaf.

D. Factory manpower deployment:

The factory manpower is all located by the decision taken by the higher authority of organization system and also by considering the suggestions of the tea maker in the organization.

E. Regulation of conditioned air for withering:

- The entry of spent air into withering trough is prohibited.
- After that removing of the surface water from the wet leaf is made as early as possible with hygrometric difference not exceeding 8 degree Fahrenheit.
- Removing one surface moisture.
- Mixing hot and cold air in proportion in a separate gas chambers so that the temperature should be more than 4 to 6 degree Fahrenheit.

F. Controlling and withering:

- Providing hygrometers and withering cage in individual troughs.
- Split of hot air from the drier shall be avoided.
- Bulking chances has to be properly sealed to avoid recirculation of spent air.
- If the weather is not wet, misty or windy all the windows of a loft should be opened.

G. Recommended moisture in RC manufacture:

The decision in the estimation of moisture content is decided on the basis of climatic conditions and leaf condition of the tea which is selected for the withering process.

H. Withered leaf collection:

- Checking the moisture content using micro oven method.
- Collection of withered leaf should be done only on the basis of achieved wither and readiness of the leaf under the direction of tea maker.
- It should be started from the farthest end of the trough.

- The leaves are transferred by using trolleys.
- Recording the quantity of leaf collected and time of collection is recorded in the specified board.

I. Green leaf sifting:

- After the withering process of tea leaves, leaf sifting is done in the large sifting bowls and panels
- In this process also the moisture content is monitored and also in case, further hydrometrics is made for the drying of the leaves.

J. Shredding:

- Before shredding shredder blades are periodically checked.
- The configuration of shredded blades are checked into 90 degree
- Adjusting the pressure plate.
- Checking condition of blades and height of pressure plate.
- Collecting the samples for the moisture..
- The tea leaves are shredded into small and tiny particles and it is moved into the next chambers through the iron plates.

K. Milling:

- The milling of the leaves is done by the different rollers in which the shredded leaves are distributed in different rollers.
- In this stage also before rolling the leaves the rollers are checked and controlled with a specific speed and timings for the further process of tea.

L. Grinding:

- In this stage the large quantity of leaves are grinded in the grinders and further leaves are shredded with tiny parts
- In this stage also the timers are set already for the grinding process and the quality of the leaf is checked by hand through picking the samples.

M. CTC section:

- After grinding the leaf then it is transferred to CTC section (Crushing, Tearing and Curling) in this section the crushing of the leaves are done through CTC rollers.
- In this stage also the rollers are checked and also the moisture content also be checked and also this process is controlled in the certain timings.

N. Heating:

- Coming out from the CTC rollers in the next stage, the leaves are heated in the micro oven with temperature of average of 50 to 60 degree Celsius.
- By heating the leaves unwanted particles and chemicals are exhausted and it slowly changes the color of the leaf powder.

O. Fired tea handling:

- In this stage the leaf powder particles are heated in a oven in which it is heated by using wood and their wastes, bio degradable wastes, dried leaf etc.
- The color and quality of the powder will changes into different colors and other parameters.

P. Drying:

The heated leaf powders are dried in the room temperature and surface air is applied for the rapid cooling of the powder.

Q. Fermentation:

The fermentation process is made by containing the different enzymes in the leaf and theaters its imperative role in the variation trendy the quality of the leaf powder. The enzymes like Polyphenol Oxidase and Peroxidase are the most important enzymes which are contains in the leaf who turns the leaf into brownish color. But, during the time of heating these enzymes gets de-activated and thus during the finished product of green tea the color of the tea powder in the greenish color.

R. Tea testing:

- After the process of fermentation, the tea powders are tested by the tea maker on the basis of color, odour, taste by mixing with water and other substances
- In this stage also the moisture content is also again be checked by further drying of the powder in case if it exists.

S. Determination of density of the made tea powder:

- In this stage the tea powders are further tested according to the thickness of the powder and density in which the powder should be in similar quality and quantity.
- The density of the powder is checked by taking the free samples and further heating process.

T. Packaging:

- The dried powder is carried for the packaging of the powder. The packaging of the powder is made in jute bags which are approved by HMDPE liner.
- It is also packed in plastic covers which are covered by polythene bags. Also for the huge transfer of tea powders jute bags are used for the storage of the powder and also for the transportation.

U. Transporting:

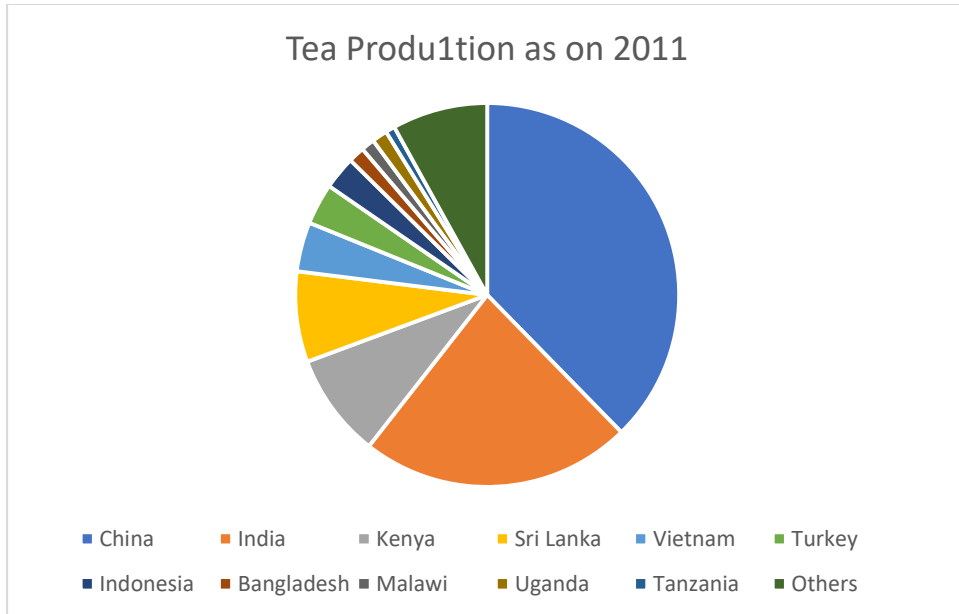
- The tea powder are transferred through trucks to the headquarters and further it is transported to Kochin, Tamil Nadu.
- The organization has 4 trucks and also have respective drivers and labors for the transportation.

list of the tables and graphs regarding to the tea production and marketing statistics and competency levels:

Table no: 1.1

Countries	Tea production as on 2011
China	1630
India	990
Kenya	380
Sri lanka	330
Vietnam	180
Turkey	150
Indonesia	120
Bangladesh	59
Malawi	49
Uganda	56
Tanzania	34
Others	348

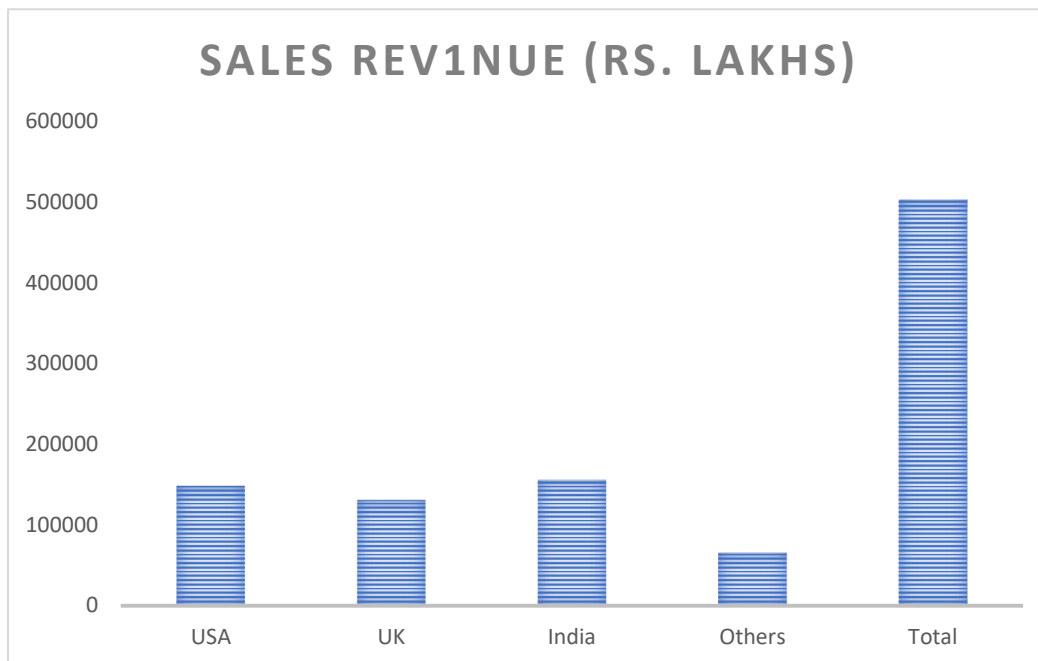
Tea Production as on 2011



Comparison of tea Sales revenue of tea as on 2011:

Table no: 1.2

Geography	Sales Revenue (Rs.in lakhs)
USA	148871.93
UK	130945.38
India	155916.93
Others	66386.5
Tota1	502120.74



list of toxic substances which contains in a tea with a maximum limit:

Table no: 1.3

Toxic substances	Maximum limit
Aflatoxin	0.03ppm
Agaric Acid	100ppm
Hydrocyanic Acid	5ppm
Hypericin	1ppm
Saffrole	10ppm
Dicofo1	5ppm
Ethicon	5ppm

list of the elements which are present in the leaf with its wavelengths:

Table no: 1.4

Element	Wavelength(nm)	limit of determination
Al	399.43	20
Ca	427.693	0.5
Cd	229.5115	7
Co	230.623	5
Cr	270.720	5
Cu	335.398	5
Fe	262.945	8
K	769.495	100
Mg	281.558	0.7
Mn	262.618	1
Na	590.998	45
Ni	236.610	7
P	180.290	55

list of essential Plant Nutrients:

Table no: 1.5

Supplied from air and water	Supplied from soil and fertilizers	
	Macronutrients	Micronutrients
Hydrogen (H)	Potassium (K)	Manganese (M)
Oxygen (O)	Sulphur (S)	Boron (B)
Carbon (C)	Nitrogen (N)	Zinc (Z)
	Phosphorous (P)	Chlorine (Cl)

	Magnesium (M)	Iron (Fe)
	Calcium (Ca)	Copper (Cu)
		Cobalt (Co)
		Molybdenum (Mo)

Competitor Analysis on the basis of Pricing of the different tea products:

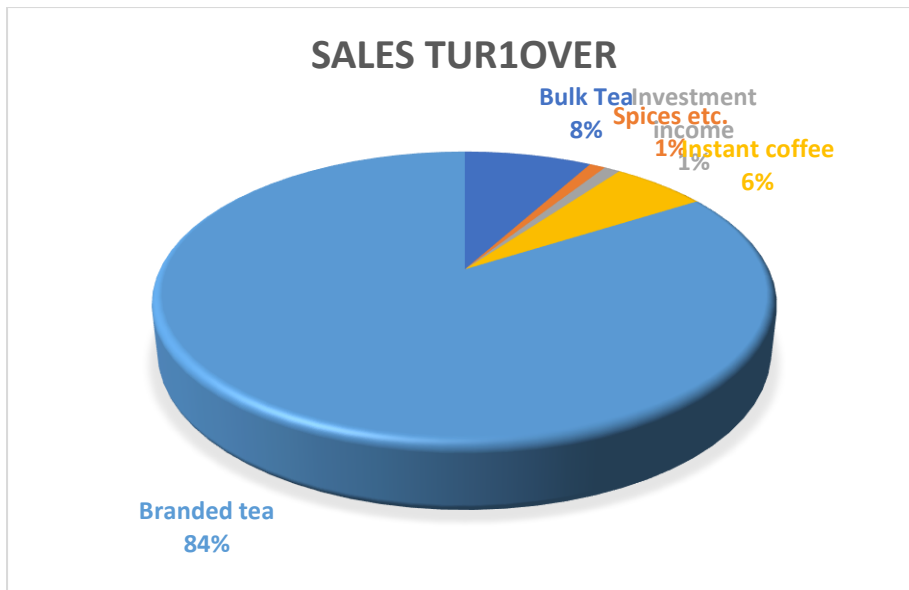
Table no:1.6

Category	Price/Kg	Hindustan Unilever	Tata Tea
Medium Dust	220-250	NA	Kanan Devan
Premium Dust	380-410	3 Roses	Chakra
Medium leaf	350-380	Red label	Tata Tea Premium
Popular Economy	190-210	NA	Agni
Premium leaf	400-430	Taj Mahal	Tata Tea gold

Product turnover of Tata company

Table no: 1.7

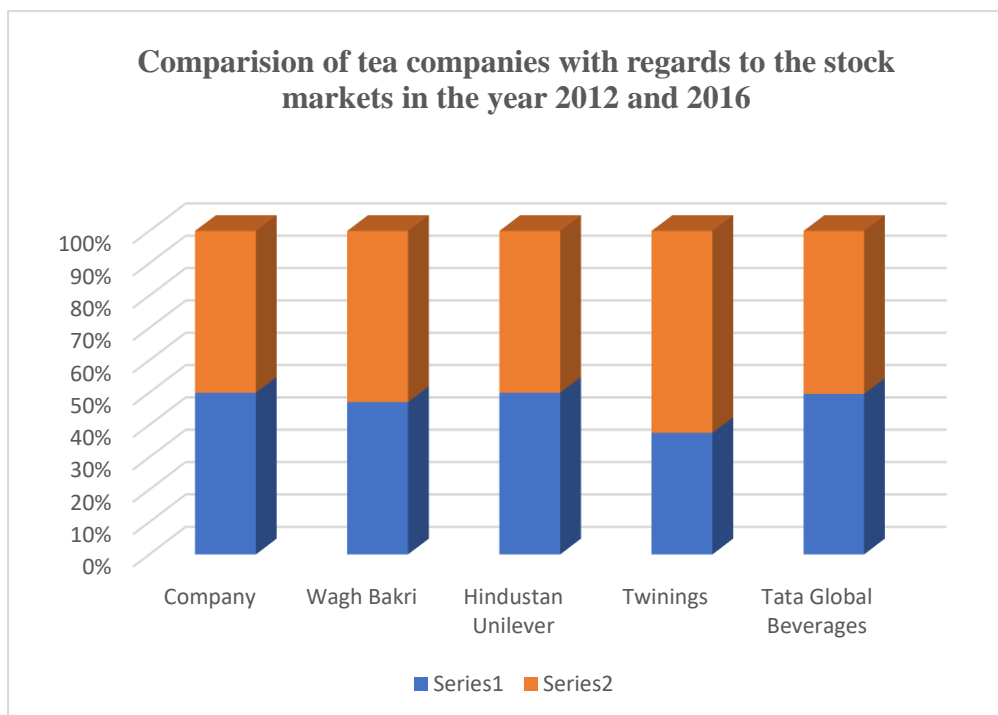
Types	Turnover
Bulk Tea	8%
Spices etc.	1%
Investment income	1%
Instant Coffee	6%
Branded tea	84%



Comparison of tea companies with regards to the stock markets:

Table No: 1.8

Company	2012	2016
Wagh Bakri	7.19	8.10
Hindustan Unilever	27.10	27.17
Twinings	1.5	2.5
Tata Global Beverages	29.09	2.05



The market of green tea is the strongest growth market from 2016. It saws retail growth of 16% of volume and value growth of 25%

list of details regarding to the market share of Tata tea as on 2010

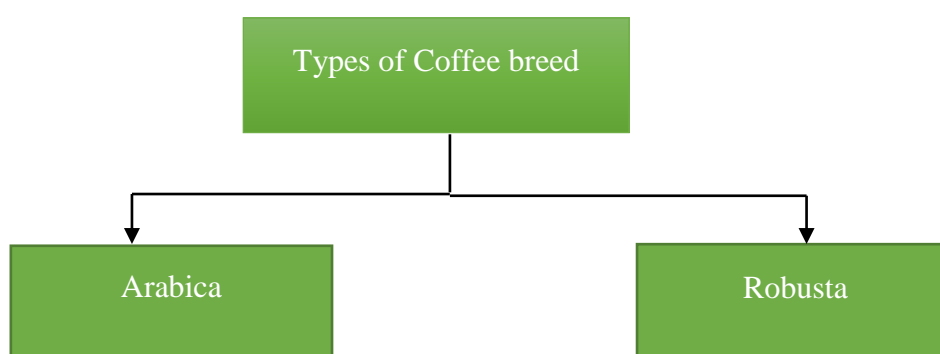
Table no. 1.9

Brands	Company	Market Share in %
Brook Bond	Hindustan Unilever ltd	18.8
Tata Tea	Tata Global Beverages	17.6
lipton	Hindustan Unilever ltd	6.5
Duncans	Duncans Industries ltd.	6.2
Kanan Devan	Tata Global Beverages	3.5
Wagh Bakri	Wagh Bakri ltd.	3.1
Goodricke	Goodricke Group ltd.	1.5
Golden Tips	Golden Tips Tea Co. Pvt ltd.	1.3
Girnar	Girnar food and Beverages ltd.	1
Twinings	Twinigs Pvt ltd.	0.9
Jay Green tea	Jay Shree tea industries ltd.	0.7

Infine tea	Gopidhara Tea Co. Pvt ltd.	0.5
Tetley	Tata Global Beverages	0.4
Others		38.6

Production Process involved in Coffee:

To grow the coffee, it has its own criteria and quality standards. It is one of the most yielding crop in the world. The varieties of breed in coffee crop are as follows:



Types of Coffee Breed:

Arabica:

- ❖ **Selection-3 (S-795):** S-795 is the best variety that saved in Indian coffee. It has production potential of 1200 to 1500kg/ha. This type will found in Chickmagalur, Hassan, Coorg.
- ❖ **Selection-5B:** It is a hybrid mixture of Robusta and Arabica i.e., Robusta x Arabica hybrid. The fruits are bold and roundish. This type of class is also found in Chickmagalur and Hassan.
- ❖ **Selection-6:** In this type also the fruit quality is in bold and roundish in shape and the yield ranges from 1200-1500kg/ha. The growing height of this plant is 1280-3000ft. this type also available in Chickamagalur, Hassan and Coorg.
- ❖ **Selection-9:** It is a cross breed between 'Hibride De Timor' (HDT) and 'Tafarike1a'. It has the growth potential of 1000-1400kg/ha. It is mainly grown in Tamil Nadu.

- ❖ **Selection-5A:** It is also a cross breed of 'Devamashy and 'Wild Arabica'. It has a yield potential of 1200 to 1500kg/ha.
- ❖ **Selection-7.3:** It is a multiple crosses of 'San Ramon' breed. It has yield potential of 1000 to 1500kg/ha. It consists of 60% A grade seed.
- ❖ **Selection-10:** This breed is the cross breed of 'Catura'. This breed creates the yield potential about 1000 to 1500kg/ha and it consists of 65% of A grade beans.
- ❖ **Selection-12 (Cauvery/Catimor):** It is a semi-dwarf plant and it is a cross breed of high yielding 'Mutant Catura' and rust resistant HDT.
- ❖ **Selection-13 (Chandragiri):** it is a cross over of the breed 'Villa Sarchi' and HDT. The plants are semi-dwarf, drooping with broad and dark green. It has a potential yield of 1200 to 1800kg/ha. It consists of 70% A grade among that 20-25% is MNEB (Mysore Nugget Extra Bold).

Robusta Coffee Varieties:

- ❖ **Selection 1R (S-274):** This breed was started to grow in 1940s and plants are vigorous and grown into moderate large trees to bold in size. The seeds are roundish shape beans. It is 50-55% A grade beans. It has a potential yield of 1000 to 1500kg/ha under the rain fed condition it yields 2000-2500kg/ha.
- ❖ **Selection-3R(CxR):** It is a inter-specific hybridization between 'Congensis' and 'C.Camphore' breed. The fruits are relative roundish and small in old Robusta breed. The out turn ratio for the fruit to clean coffee is 4:8:1. It is a AB grade seed of 60-65% potentiality. The yield potentiality of this breed varies from 2000 to 2200kg/ha.

Soil Composition for growing Coffee plants:

The soil should consists of large shards of shingle, stones and lumps of small modicum of gravel, silt and clay units. The surface of the soil is made up of the minerals like Oxygen (47%) and silicon (28%) and 8 other elements are present in amounts of more than 1%.

Essential Nutrients required for growth of plants:

- Carbon, oxygen from the atmosphere.
- Hydrogen from water and Nitrogen and potassium (N&K) – 80%

- Phosphorous, Sulphur, Calcium and Magnesium constitute – 19%
- Micronutrients – 1%
- Other nutrients – Cobalt (Co), Selenium (Se), Chromium (Cr) and Iodine (I)

Choice of fertilizers to the plants:

- In highly acidic soils (below pH 5) use of Ammonium Sulphate is avoided.
- Urea is used as Nitrogen source in all pH condition.
- DAP, SSP and MAP to soil with PH above 6, Nitro Phosphate (Suphalo) with PH between 5 and 6.
- Rock Phosphate source is acidic in soil.
- Nutrients of Potash - Potash and Potassium Sulphate, Potassium Nitrate.

Time of Application of fertilizers:

- Nitrogen, Phosphorus and Potassium is highest during moist condition.
- Through the post monsoon period Nitrogen and Potassium is helpful.
- Month gap should be given between fertilizers application and it should be placed or worked into the soil even distribution under the canopy, leaving the circle for one fourth of stem.

Lime requirement:

- To maintain the soil nutrients
- To optimize PH level of soils for coffee cultivation should range 6 to 6.5
- Increases the Fertilizers Use Efficiency (FSE).

Schedules of Coffee pulping process:

Table no: 1.10

Varieties	Duration	Quantity
Arabica	Nov to Jan end	2500kg
Robusta	Jan to Feb end	2500kg
Arabica (Honey)	Jan to Feb end	2500kg

Coffee Pulping process:

- In the first stage the coffee plant are selected to pluck the coffee fruit. The plant should be situated in the altitude of 1200mtr (4000ft) above sea level and the breed of S-795/Cauvery.
- The ripped fruit is mixed with the water and dried up to 10 hours. Every 1kg of coffee fruit is pulped by 3 litres of water.
- After the drying the fruit it is applied to the pulping machine which contains 4 discs each disc has a capacity of 1400kg to 1500kg/disc/hr. After the pulping out of 100kg of coffee fruit 43kg of coffee seed and 23kg of dry seed and also it consists of 48-49% in wet condition and 26% are in dry.
- After pulping with water it is dried with filtering process with iron plates and it is dried with 15% moisture and it takes 7 to 10 days time.
- After drying coffee fruit it will be packed in a jute bag and it is sent for curing process. The curing process is done in Polibetta-Coorg and also in other regions.
- For Robusta and cherry coffee fruit the same procedure is followed and it is dried upto 10 to 12 days.

Pulping Waste management:

- The pulped and dried coffee fruit slag are dried and stored in a tank. The Calcium Oxide is added for 5g/litre.

- Also, cow dung water is also mixed before 20 to 30 days it should be kept in 3mtr deep in the tank.
- For every 2000 ltr waste water 4.5kg of Urea and 2.5kg Super Phosphate is added.
- Air pot is made and processed upto 21 days.
- For every 20000 ltr of wastage 450g of Urea and 250g of Super phosphate is added.

Nutrition side effect:

- Too much Nitrogen (N) or Potassium (K) in plant will reduce cup quality.
- Too much Calcium or Phosphorus imparts a bitter and bond taste.
- Too much of Manganese reduces the yield quality and quantity of the coffee.

Pre-monsoon Manure spray:

- Nitrogen-Phosphorus-Potash 50:50:50 per kg
- Not more than 100:75:100 per kg of Urea, D.A.P and Potash.

Working Activities involved in growth of Coffee:

Feb-March working activities:

- Stripping
- Gleaning
- Pruning
- Coffee leaf processing
- Flower Shower Board Droplet processing
- White coffee stem plending process
- Composte manure production
- Nursery planting.
- Fruit wastage management
- Fire path.

- **Stripping:** After plucking fruit this process is made with all carefully techniques and skills with regarding to protect the stem and flowers of coffee plant that will effects on coffee production.

- **Gleaning:** Collecting the coffee seed for which are fell down or mixed in a soil.
- **Pruning:** To maintain the stable growth of coffee plant pruning method is necessary and it helps to maintain the wastage of manure. The soil should be in moist condition and rainfall should be in average of 2 inches and plant should be in 3500 ft.
- **Coffee leaf processing:** To know about the nutritional fact about the coffee plant. This processing is necessary and also to maintain Potash, Nitrogen and other minerals.
- **Flower Shower Boarde droplet and processing:** It is made to protect the leaf and plant from the disease.
- **Composite Manure production:** It is prepared by the waste leaf, stems, coffee fruit rip, barks etc. and by mixing cow dung and also with pulping water and also with earthworms.
- **Fruit Wastage Management:** The fall of fruit is mixed with Planopics or Harmonal droplets with 50ml to 200ml of water and sprayed for 1 acre per 3 barrel and 1 spray after 15 days.

April-May working activities:

- Pruning
- Stem insects management
- Coffee planting line marking
- Coffee planting digging pit.
- Pre-monsoon fertilizer application
- Pre-monsoon boarde droplet application
- Coffee disease management
- Shadow management
- Water pot management

- Fruit falling management
 - Weed harvesting
 - Insect management
 - A1gae protection.
-
- **line marking:** This is made by considering height (elevation), wind speed, sunlight direction, 20% downfall height-7'*7', 7'*6' or 6'*6'ft.

June-July activities:

- Milky plant planting.
- Shadow plant growing.
- Coffee plant growing.
- Cutting the weeds.
- Disease management
- Weed cutting
- Nursery

Aug-Sept activities:

- Gap filling
- Middle monsoon fertilizer application
- Coffee insect management
- Coffee berry bearer management
- Pre-monsoon boarder droplet spray
- Post monsoon fertilizer application
- Coffee seed planting.

Oct-Nov activities:

- Weed management
- Pulper cleaning
- Arabica coffee plucking and processing
- Purification of testing water
- Insect management
- Soil test and application of Calcium oxide.
- Soil digging.
- Plant nest management
- Digging

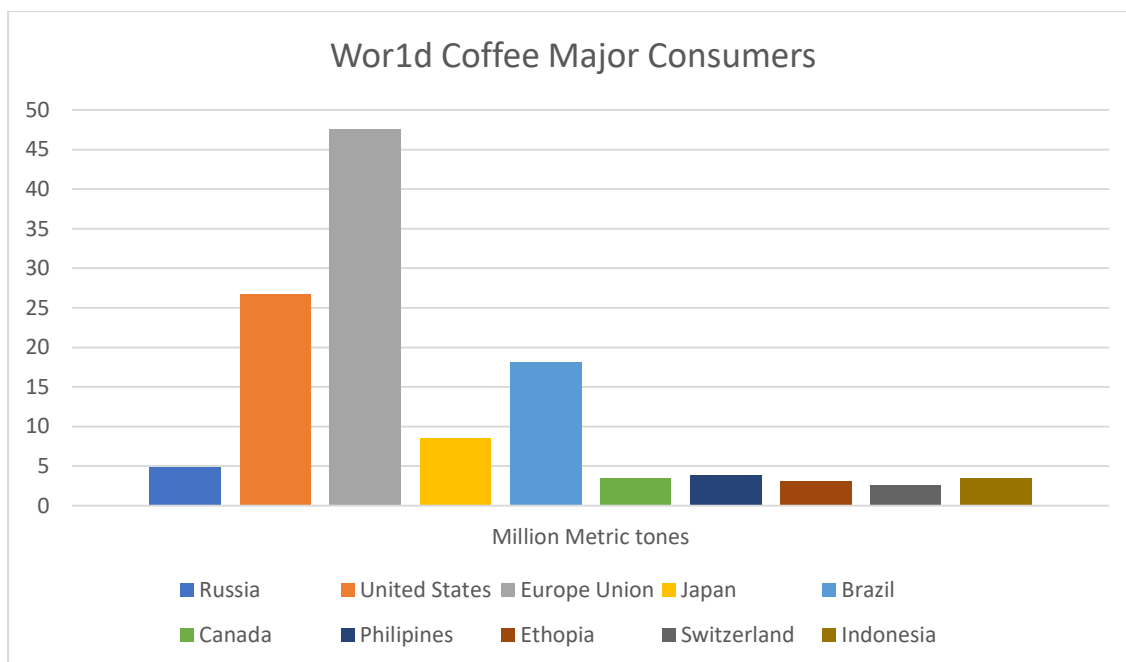
Dec-Jan activities:

- Selecting the best coffee plant
- Nursery
- Robusta coffee weeding
- Processing-pulping
- Pulping water purifying
- Coffee berry bearer management
- Coffee plant protection
- Small plant water sprays
- Soil test
- Winter irrigation.

list of World Coffee Major Consumers:

Table no: 1.11

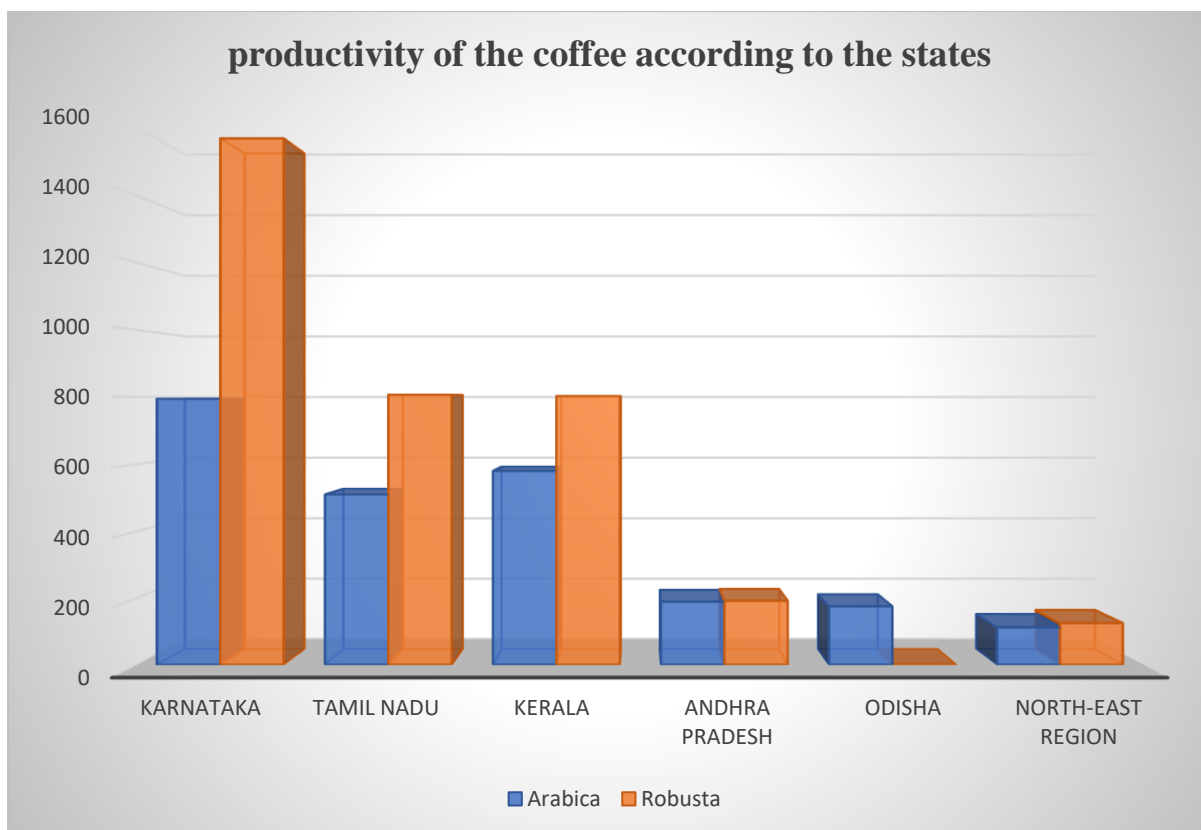
Countries	Million Metric tones
Russia	4.8
United States	26.79
Europe Union	47.56
Japan	8.55
Brazil	18.1
Canada	3.5
Philippines	3.82
Ethiopia	3.1
Switzerland	2.55
Indonesia	3.5



list of the productivity of the coffee according to the states:

Table no: 1.12

States	Productivity as on 2015-16 (Kg/ha)	
	Arabica	Robusta
Karnataka	795	1570
Tamil Nadu	510	807
Kerala	580	803
Andhra Pradesh	189	192
Odisha	175	0
North East region	112	125

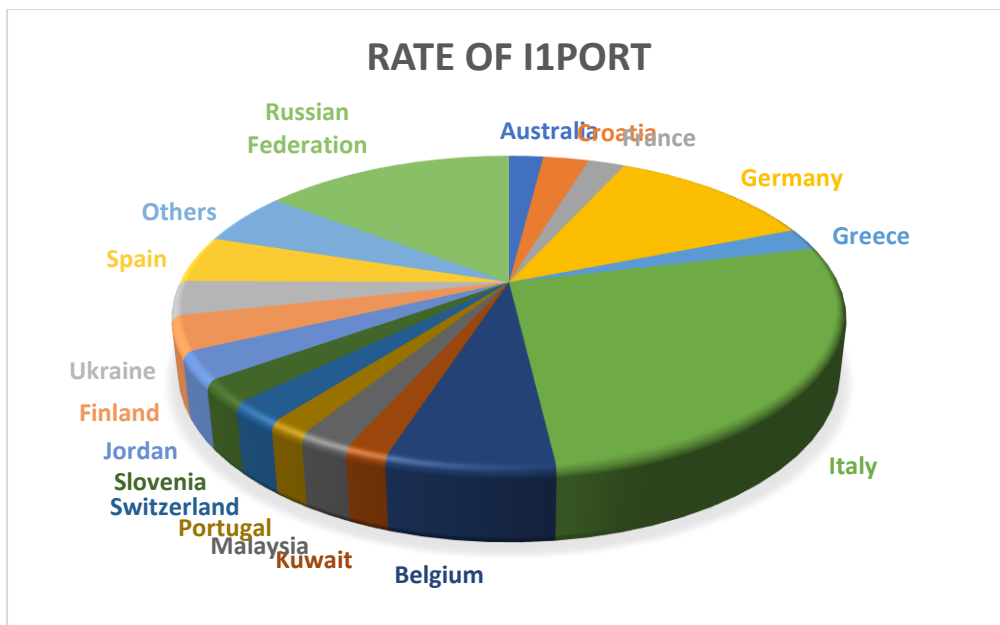


list of the top 20 coffee importers from India according to 2014:

Table no: 1.13

Countries	Rate of Import
Australia	1.89%
Croatia	2.50%
France	2.03%
Germany	11.55%
Greece	2.16%
Italy	25.52%
Belgium	6.52%

Kuwait	1.64%
Malaysia	2.02%
Portugal	1.54%
Switzerland	2.12%
Slovenia	2.26%
Jordan	2.77%
Finland	3.40%
Ukraine	3.37%
Spain	4.56%
Others	5.14%
Russian Federation	13.87%



Statistics about the coffee production in India:

Table no: 1.14

State/District	Final Estimate in 2017-18			Post Blossom Estimate 2017-18		
	Arabica	Robusta	Total	Arabica	Robusta	Total
Karnataka						
Chikmagalur	31,600	43,275	74,875	35,900	48,110	84,010
Kodagu	19,550	97,000	1,16,550	20,500	1,13,000	133,500
Hassan	17,875	13,000	30,875	18,900	15,350	34,250
Sub total	69,025	153,275	2,22,300	75,300	1,76,460	251,760
Kerala						
Wayanad	0	55,525	55,525	0	58,160	58,160
Travancore	960	6,275	7,235	885	6,500	7,385
Nellampathies	1,200	1,775	2,975	1,200	1,775	2,975
Sub total	2,160	63,575	65,735	2,085	66,435	68,520
Tamil Nadu						
Pulneys	7,170	340	7,510	7,800	340	8,140
Nilgiris	1,400	3,150	4,550	1,700	3,350	5,050
Shevroy (Salem)	3,530	50	3,580	4,100	70	4,170
Annamalai (Coimbatore)	1,300	500	1,800	1,300	500	1,800

Sub total	13,400	4,040	17,440	14,900	4,260	19,160
Non-traditional areas						
Andhra Pradesh	9,580	20	9,600	10,050	50	10,100
Orissa	740	0	740	670	0	670
Sub total	10,320	20	10,340	10,720	50	10,770
North-East region	95	90	185	95	95	190
Grand Total (India)	95,000	2,21,000	3,16,000	1,03,100	2,47,300	3,50,400

list of top 10 best brands of Coffee in Indian Market (According to 2016 survey):

- ✓ Nescafe
- ✓ Tata Coffee
- ✓ Bru instant
- ✓ Davidoff
- ✓ Narasu's Coffee
- ✓ leo
- ✓ Blue Tokai
- ✓ lavazza
- ✓ Bayar's Coffee
- ✓ Café Rio

Nescafe V/S Tata Coffee:

Nescafe: Nescafe is a coffee brand owned by Nestle India which is a 100 years old company and the second largest FMCG producers in India. The company introduced its brand during 2000 and it is dominated in the Indian Market by its different experiments in the product quality and market strategy.

Tata Coffee: Tata Coffee limited is one of the principal coffee plantation owning company in the world. The distribution and marketing of the product is made by family group Tata Global Beverages ltd., and it owns maximum stakes in the company. This company has cooperated with various foreign brands to increase its business in foreign market. Tata Coffee gold brand is introduced in 2006 and now it is dominating in Indian market by giving close competition to Nescafe.

Income data which is compared with Nescafe and Tata Coffee:

Table no: 1.15

Sources of income	Nescafe (Rs in Million)	Tata Coffee(Rs.in Million)	Rate in change with both brands
Net sales	91,593	16,060	570.3%
Other incomes	1,494	228	655.5%
Total Revenues	93,087	16,288	571.5%
Gross profit	17,114	3,909	437.8%
Depreciation	3,536	565	625.5%
Interest	35	370	9.5%
Profit before tax	15,037	3,202	469.6%
Minority Interest	0	0	-
Prior period items	0	0	-

Extraordinary Inc (exp)	-621	-23	2,690%
Tax	5,150	1,083	475.4%
Profit after tax	9,265	2,096	442.1%
Gross profit margin %	18.7	24.3	76.8%
Effective tax rate %	34.2%	33.8%	101.2%
Net profit margin%	10.1%	13%	77.5%

CHAPTER-5

FINDINGS, CONCLUSION AND SUGGESTION

Findings: Nowadays, the market trend has been changing from time to time. During 1990s the production of the product was in bulk in quantity because, it was necessary to get the product in a large quantity. But, compared to today's scenario the trend has been changed. In food and beverage industry people are preferring health conscious products. Due, to busy lifestyle of the people, they are preferring the instant food products that makes to easy and fast to make the food. And also, people are more conscious towards to the health and fitness so, the main task of food and beverage industries is reduce the calories content and improving the healthy benefits with less costs and more profits. Compared in the beverage industry the main intension for the company in case of tea and coffee products are reducing the calories and caffeine content in both coffee and tea. Excess of caffeine content makes the man more sleepy and toxic for the human body. And, also to reduce the adulteration in the food and beverage products for the reduction of competition it is one of the big task for each every company.

Conclusion: To understand the any concept or any subject, necessary guidance should be required. So, it is a time to thank the field officers – Mr.Ravindran sir, Mr.Swaroop sir and also for all other field officers who guided me to understand about the coffee production and pulping process. And also, I thank Mr. Divakar sir – tea factory supervisor who guided me in the project and I should thank Mr. Sathish Krishna sir, Mr. Krishna sir who had given a most of the information about the organization and finally, I thank Mr. Gautham Maini sir, Manager of the organization who had given permission to make the project in the organization efficiently and effectively.

Suggestions: For every product sustainability, quality satisfaction of the product is also very important and also the varieties in the product. By studying all the criteria in the project my observation with overall joint ventures i.e., Tata Coffee limited and Tata Global Beverages ltd., is the product is lacked in the market strategy that to in the product pricing

strategy. Compared to other brands this company's brand has no special strategy regarding to the price, offers and discounts to the product. And also, the company is more segmented to the urban regions and also for upper – middle and higher classes and not concentrated to rural market regions (these criteria are only applicable for Tata Coffee Brands). Next one is heavy competition from other company's brands. Tata company faces the head-to-head competition with Nestle Co. and Hindustan Unilever Co. a FMCG giant. And they failed in the promotional strategy of the product. They failed in the positioning of the product in the market and they neglected in the effective promotion of the product and that leads to the decline of the sales of the Tata Coffee compared to Nescafe and Bru.

Coming to the organization in which I had done the project, in this organization it is very difficult to transport the heavy machineries and others to the organization because of lack of operative roads. And also, failure in the efficient power supply to the organization it effected to the variation in the production quantity in case of only in tea. Coming to the employees of the organization, even though the employees are efficient, some management policy and decisions taken by the higher authority made to decrease in the productivity and faced some labour problems in the organization.

By considering all the above factors, as a marketing student I suggest to the company to promote the products in an effective positioning in the market and also for the organization in which I had done the project, is to make the efficient power supply by adapting various power and natural resources and trying to improve in the efficiency in the production and transportation by adopting the production policy like 'just-in-time' policy in the organization.

Bibliography

BOOKS:

- **Understanding, Managing and Realizing Quality: Frameworks and Performances and Cases** – By Jiju Anthony, David Preece.
- **Corporate Philosophy and the Eminence Organization** – By James W. Fairfield – Sonn
- **Trends and apparatuses for operation management** – By Roy 1 Nersesian
- **Transforming Corporate Performance** – By Michael A, Miligate

ARTICLES:

- **Barbara Aquilani and Cecilia Silvestri**, Dept. of Economics and Management, Tuscia University
- **Sanjay 1 Ahire, Robert Landeros and Damodar Y Golar** – Principles and Practices of TQM
- **Damodar Y Golar and Sathish P Deshpande** - Character in TQM and non – TQM firms.
- **Amarendra Kumar Singh and Rakesh 1 Shrivasthav** - Policies and other Practices of TQM.
- **Sham ur Rehman** – TQM research in Australia for future research.
- **Qin-Qin 1o and Kah – Hin - Chai** – Quantitative analysis of quality management.
- **Sanjeev Kumar Jain and Inderpreeth Singh Auhja** – TQM systems reviews and direction.
- **Barrie Dale** - Focus of TQM in the style of management.
- **Shari Mohmad Yousuf, Elaine Aspinwa11** – TQM implementation and frameworks
- **Gopal K Kanji** – TQM 2nd industrial revolution.
- **James Robert Evans, William M Lindrey** – the management and control of quality
- **Jasmine Tata, Sameer Prasad** - Cultural and operational constrictions on TQM enactment
- **Thomas J Douglas, William Q Judge Jr.** – TQM Implementation and competitive advantage
- **Robert L Flood** – TQM through total system intervention

- **Hale Kaynak** – The relationship between TQM Practices and their effects on firm performance
- **Faizal Talib, Zillur Rahman M N Qureshi** - Analysis of interaction among the barricades to TQM execution using revealing mechanical modelling approach
- **I N Joseph, C Rajendran, T J Kamalanabhan** - TQM in manufacturing base business units in India.
- **Nahi1 Tamimi** – A second order factor breakdown of Critical TQM factors.
- **Masood A Badri, Donald Davis** - A study of determining the life threatening factors of eminence management.
- **Thomas J Douglas, Willilam Q Judge Jr.** – TQM implementation and competitive advantage the role of structural control and exploration
- **1eslie J Porter, Adrian J Parker** - Critical success factors of TQM
- **Gandhinathan Karuppusami, R Gandhinathan** - Pareto analysis of Critical success Factors of TQM.
- **Jayanth V Saaph, P George Benlon, Roger G Schroder** - An instrument for measuring the critical pieces quality management.

References:

- Direct interview made with Section Officers
- Direct interview made with Field Officers
- Organization's Annual report and Magazines
- Information extracted from the production guide manuals
- Information extracted from Coffee Research Centre training Report

Websites:

- www.wikipedia.com
- www.tataglobalbeverages.com
- www.tatacoffee1imited.com

Annexure:

Questionnaire

- (1) Due to the quality of the product of the company has been effected to the profitability of the company
 - Agree
 - Disagree
 - Strongly agree
 - Strongly disagree
 - I don't know/Not interested

- (2) The company's management policy directly and indirectly influences the productivity of the organization
 - Agree
 - Disagree
 - Strongly agree
 - Strongly disagree
 - I don't know/Not interested

- (3) The production target which is recommended by the higher authority has been maintained consistently
 - Agree
 - Disagree
 - Strongly agree
 - Strongly disagree
 - I don't know/Not interested

- (4) Increase in the number of competitors made the company to research in the product quality standards
 - Agree
 - Disagree
 - Strongly agree
 - Strongly disagree
 - I don't know/Not interested

The company has not faced any sequence of the failure in the quality aspects of the productivity.

- Agree
- Disagree

- Strongly agree
- Strongly disagree
- I don't know/Not interested



ACHARYA INSTITUTE OF TECHNOLOGY
DEPARTMENT OF MBA

INTERNSHIP WEEKLY REPORT (16MBAPR407)

Name of the Student: Sanjay H.B

Internal Guide: Prof. Suhas Patel

USN No: 1AY16MBA70

Specialization: Finance & Marketing

Title of the Project: A Study on effect on Total Quality Management in Market share and productivity of Tata Coffee Limited

Company Name: Tata Coffee Limited

Week	Work Undertaken	External Guide Signature	Internal Guide Signature
15-1-2018 to 20-1-2018	Introduction about Tata Coffee Limited and its operation in Merthikhan estate	FOR TATA COFFEE LIMITED MERTHIKHAN ESTATE <i>[Signature]</i>	<i>[Signature]</i>
22-1-2018 to 27-1-2018	Learning about the different operation and services by Tata Coffee Limited	MANAGER FOR TATA COFFEE LIMITED MERTHIKHAN ESTATE <i>[Signature]</i>	<i>[Signature]</i>
29-1-2018 to 3-2-2018	Orientation and gathering information about the growth of the company	MANAGER FOR TATA COFFEE LIMITED MERTHIKHAN ESTATE <i>[Signature]</i>	<i>[Signature]</i>
5-2-2018 to 10-2-2018	Analysis of the market position of the company	MANAGER FOR TATA COFFEE LIMITED MERTHIKHAN ESTATE <i>[Signature]</i>	<i>[Signature]</i>
12-2-2018 to 17-2-2018	Research problem identification	MANAGER FOR TATA COFFEE LIMITED MERTHIKHAN ESTATE <i>[Signature]</i>	<i>[Signature]</i>
19-2-2018 to 24-2-	Preparation of the research instrument for data collection	FOR TATA COFFEE LIMITED MERTHIKHAN ESTATE <i>[Signature]</i> MANAGER	<i>[Signature]</i>

2018			
26-2-2018 to 3-3- 2018	Theoretical background of the study	FOR TATA COFFEE LIMITED MERTHI KHAN ESTATE <i>[Signature]</i>	<i>[Signature]</i>
5-3-2018 to 10-3- 2018	Data collection and analysis	MANAGER FOR TATA COFFEE LIMITED MERTHI KHAN ESTATE <i>[Signature]</i>	<i>[Signature]</i>
12-3-2018 to 17-3- 2018	Interpretation of the data gathered during the survey	MANAGER FOR TATA COFFEE LIMITED MERTHI KHAN ESTATE <i>[Signature]</i>	<i>[Signature]</i>
19-3-2018 to 24-3- 2018	Final report preparation and submission	MANAGER FOR TATA COFFEE LIMITED MERTHI KHAN ESTATE <i>[Signature]</i>	<i>[Signature]</i>

[Signature]
Signature of HOD

Head of the Department
Department of MBA
Acharya Institute of Technology
Soldevanahalli, Bangalore-560 107

MERTHI KHAN ESTATE
TATA COFFEE LIMITED
BASARIKATTE POST
CHIKMAGALORE DISTRICT
PIN CODE 577114
PH: 08265 240568

Company Seal

