



## A STUDY ON MANUFACTURING STRATEGY IN TUBE PRODUCTS OF INDIA

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### **Abstract**

This paper measured the Manufacturing strategy of basic aspect of production department. It plays important role of the success of strategic management by manufacturing strategy and decisions effectively to achieve common goal. The main objective of study to understand manufacturing strategy adopted by study area. The understanding manufacturing strategy can be seen from the three main factors, content, process, and implementation. The random sampling technique was used to collect the data for this research study. To manufacturing strategy process statistical techniques were applied to the data analysis. The results proved that a practical implementation of the techniques of production and operations management within the implementation of the manufacturing strategy in study variable.

**Key words:** *Manufacturing Strategy and Tube Products of India*

## Introduction

Nowadays plays Manufacturing Strategy is a significant role in managing the manufacturing process decisions effectively to achieve the business strategy. Manufacturing Strategy has a successful footprint in some of the historic events viz. Ford assembly line in the early twentieth century, and the one of automobile industry like Toyota production system in the late twentieth century, signifying the importance of Manufacturing Strategy (Chatha and Butt, 2015).

Manufacturing strategy is defined as competency in manufacturing functions or operations, developed by company to achieve excellence (Amoako-Gyampah, 2003). In relation with the company's strategy, Hayes and Wheelwright (1984) define manufacturing strategy based on the viewpoint of decision-making related manufacturing functions within company strategy. This implies that manufacturing strategy is a derivative of the company's strategy. Swamidass & Newell (1987) define manufacturing strategy by looking at the long-term effects, including the relationship with the company's strategy. Manufacturing strategy is change to meet the increasing demands of product and service of components for all efficiency, manufacture is implemented in line with supply groups manufacturing strategy, all other components being resourced within the worldwide supplier.

## Statement of the problem

The research was conducting the study for find out the manufacturing strategy and performance of organisation in the study area in entitled of a study on manufacturing strategy in tube products of India.

## Objectives of the study

- ✚ To understand the Manufacturing strategy adopted by study area
- ✚ To identify the Manufacturing strategy adopted by study area
- ✚ To find out the Manufacturing strategy in study area
- ✚ To identify the relationship between the Manufacturing strategy on Organisational Performance

## Hypothesis of the study

- There is no relationship between manufacturing strategies on organizational performance of the study area.

## Sampling Technique and Sample Size

The study is based on the Primary data information has been collected from 120 respondents through questionnaire from study area. By adopting random sampling method, the researcher personally met the employee in organisation.

## Procedure

Questionnaire was collected from study area. The respondents were staff members who were working in the company. The questionnaires were given to employees who come under the sample and oral instructions were given clearly. The filled in questionnaires were received back from their working spot and processed further.

## Tools for Data Analysis

The statistical tools correlations are used for analyzing data.

## Data Analysis and Interpretation

**Table:1 Coefficient of correlation between factors of manufacturing strategy and Organisational Performance**

Manufacturing strategy	Organizations Performance	
	r-value	p-value
Customize products to customer needs	0.366	0.001
Introduce new products quickly	0.491	0.001
Provide fast delivery of products	0.196	0.001
Manufacture with lower cost than competitors	0.283	0.001
Make products easily available	0.343	0.001
Provide high performance product	0.266	0.001
Overall work-life balance	0.425	0.001

Source: Primary data

The Correlation Coefficient between overall manufacturing strategy and organisational performance is 0.425, which indicates 42.5 percentage positive relationships between overall manufacturing strategy and organisational performance is significant at 1% level. The analysis indicates that the manufacturing strategy for Flexibility and Capability correlated with the organisational performance towards factor gives a positive contribution of study area.

### Conclusion

This research entitled “A study on manufacturing strategy in tube products of India” has so far discussed analysis and interpretation. Descriptive research design was adopted in this study. This study has simple random sampling technique to collect data from employees. The sample size consisted of 120 employees. In this study, manufacturing strategy was dependent variable organisational performance was considered as outcome variable. Further these variables were taken to statistical analysis with respect to study variable. Correlation analysis were used for data analysis. The analysis found

that manufacturing strategy for correlated with the organisational performance towards factor gives a positive contribution of study area.

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