

PERMANENT REFERENCE

**THE STUDY OF IMPACT ON  
DIVERSIFICATION PROGRAMME  
LAUNCHED BY THE ODDAMAVADI  
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**MR. ALAGIAH CHANDRAMOHAN.**

Faculty of Commerce & Management  
Eastern University, Sri Lanka.



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## Abstract

The main purpose of a co-operative society is to provide better service to the people and its members, who are involved in business; It is felt that the Oddamavadi MPCS struggles to survive due to various factors, which affect the MPCS's activities. The objectives of this research is to find which factors affect, and to find out the factors, which are to be considered by this Oddamavadi MPCS to develop their activities. For this research the factors such as marketing activities of wholesale, Marketing activities of branches, Activities of Rural bank, Activities of fuel filling center, Transport services of the society and Communication services of the MPCS, are taken in to consideration. This study reveals the degree of services given under the above factors by the MPCS. Consumer branch areas and co-operative premises are have been selected for this research and questionnaires have been given to 100 respondents.

By using univariate analysis I have come to the conclusion that the society should consider the factors of Maximum utilization of resources, Diversification of activities, Improve the marginal efficiency, gain the confidence of people about the society, provide advisory services to members and branch managers.

From the findings of the research, I would like to insist that the society should give more importance to the above factors. If they want to up grade their business, I would also like to suggest some recommendations and implementations for the MPCS's growth.

# CONTENTS

	PAGENO
Acknowledgement	iv
Abstract	v
List of tables	ix
List of figures	x
List of contents	vi
 Chapter I	
1.0Introduction	02
1.1Problem statements	02
1.2Research objectives	03
1.3Significance of the study	03
1.4Conceptualization	04
1.5Research methodology	05
1.5.1 sample size and sampling procedure	05
1.5.2method of data collection	06
1.5.3 data presentation and data analysis	06
1.6 Assumptions	07
1.7 Limitation	07

## Chapter II

2.0 Introduction	10
2.1 Move from single business to multi business dimension	16
2.2 Diversification strategies	17
2.2.1 Strategies for entering new industries	18
2.2.2 Related diversification strategies	19
2.2.3 Unrelated diversification strategies	22
2.2.4 Divestiture and liquidation strategies	24
2.2.5 Corporate turnaround, Retrenchment and Restructuring strategies	24
2.2.6 Multinational Diversification strategy	25
2.3 Make confidence of people	25
2.4 Co-operative Enterprise	26
2.5 Growth	27

## Chapter III

3.0 Introduction	30
3.1 Personal information	30
3.2 Research information	36

## Chapter IV

4.0 Introduction	48
4.1 Personal information	48
4.2 Research information	50

## Chapter V

5.0 Proposal for improvement	56
5.1 Programme to exploit the opportunity	58
5.2 conclusions	62

Apendex:      References	64
Questionnaire - English	I
Questionnaire- Tamil	IV