

# A Study On Small Jewellery Shop Business In Cuddalore District In Tamil Nadu

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**Abstract:**The research work has been conducted in cuddalore district of the business, establishments of the small jewelries shop, SJMs are invested as per their financial supports and business capabilities Investments during the establishment Number of employees working in small jewelry shopsthe labour problems and other features of human resources Small Jewellery Shops located nearby of Respondents' shopthe competition and other features of marketing environment researcher has collected the details of nearby jewelries in the Small Jewellery Shop located in the Corporate Jewellery Showrooms Continuations of the above researcher has extended that the corporate jewellery showroom/s opened and functioning in SJMs business area whether affect

**Key Words:** Small Jewellery shop, Establishment of the business.

## 1. INTRODUCTION

In today socio- economic empowerment of the people is processing precious metals like platinum, gold and silver. Among the metals, gold has first place as an Ornamental usage. It has possessed by lower class people to upper class of people. As per the religious concepts wearing ornament is parable and Vedic conceptually accepted. The execution of fashion and style of human expression by means of wearing Jewellers is habitually or socially attributed for goodness. In India people are accustom with doing their saving and investment on „Gold“. In south India „Atchayathiruthiyai“ is a good sign for investing money on gold. Particularly in Tamilnadu, the people are practicing Gift for others at memorable occasions they prefer only gold coin or ornamental object. Basically the Hindu and the Islamic religious people are practicing the „marriage gift“ of offering

gift and initial life sources, they are giving Gold ornament.

In this juncture, the role of small Jewellery merchants is inevitable. In Tamilnadu, past Ten years back, there is no much of corporate Jewelers, but now (2014) most of the cities in Tamilnadu, the corporate business people having their branch show rooms. They are selling the Gold and other precious metals with a lesser of wastage rates, making cost and VATT (Value Added Tax and Tariff). Thus, this study aims to study the problem of small Jewellery merchants

## 2. ESTABLISHMENT OF THE BUSINESS

To analyze the problem persistence with the business, when its establishment had been made is required. The researcher has grouped out as three groups such as up to 10 years, 10 to 20 years and above 20 years.

**Table No.1**

**Establishment of the business (in Years)**

Establishment of the business	Small Jewellery Shop located in the talks of Cuddalore district							Total
	CUD	CDM	Panruti	K.Kudi	VDM /Veppur	T.Kudi	K.Padi	
Up to 10	0 (0.0)	29 (31.5)	5 (41.7)	9 (40.9)	10 (45.5)	6 (46.2)	4 (50.0)	63 (25.7)
10 to 20	69 (90.8)	0 (0.0)	3 (25.0)	3 (13.6)	4 (18.2)	0 (0.0)	3 (37.5)	82 (33.5)
Above 20	7 (9.2)	63 (68.5)	4 (33.3)	10 (45.5)	8 (36.4)	7 (53.8)	1 (12.5)	100 (40.8)
Total	76 (100)	92 (100)	12 (100)	22 (100)	22 (100)	13 (100)	8 (100)	245 (100)

Source: Primary Data

From the above table the researcher has inferred that most of them (40.8%) have established their business above 20 years. 33.5 per cent of the mare established 10 to 20 years. Only 25.7 per cent of the SJM are established up to ten years. Thus, the researcher inferred that most of the SJMs are established above 10 and 20 years back. If the problems are prevailed on those periods, they may have definitely disclosed their business. Despite, they were continued their business. But now they unable to survive the business

after the corporate jewellers entered in to the local market places

### 3. INVESTMENTS DURING THE ESTABLISHMENT

During the establishments of the small jewelries, SJMs are invested as per their financial supports and business capabilities. These are segregated as per their investments data such as up to 10 lakhs, 10 lakhs to 20 lakhs and above 20 lakhs.

**Table No.2**  
**Investments during the establishment (Amount in Lakhs)**

Investments during the establishment (Amount in Lakhs)	Small Jewellery Shop located in the talks of Cuddalore district							Total
	CUD	CDM	Panruti	K.Kudi	VDM /Veppur	T.Kudi	K.Padi	
Up to 10 Lakhs	43 (56.6)	21 (22.8)	6 (50.0)	8 (36.4)	12 (54.5)	1 (7.7)	2 (25.0)	93 (38.0)
10 Lakhs to 20 Lakhs	3 (3.9)	51 (55.4)	1 (8.3)	11 (50.0)	8 (36.4)	6 (46.2)	2 (25.0)	82 (33.5)
Above 20 Lakhs	30 (39.5)	20 (21.7)	5 (41.7)	3 (13.6)	2 (9.1)	6 (46.2)	4 (50.0)	70 (28.6)
Total	76 (100)	92 (100)	12 (100)	22 (100)	22 (100)	13 (100)	8 (100)	245 (100)

Source: Primary Data

From the above table the researcher has inferred that most of them (38%) have established with the investment up to 10 lakhs. 33.5 per cent of them are 10 lakhs to 20 lakhs. Only 28.6 per cent of the SJM are established with above 20 lakhs. Thus, the researcher inferred that 61 per cent of the SJMs are established with initial capital above 10 lakhs for building lease, to built new shop, purchase of gold and silver, strong locker, fitting and furniture, permission from the municipality, TIN number, EB

connections, advertisement and other required expenses on that period.

### 4. NUMBER OF EMPLOYEES WORKING IN SMALL JEWELRY SHOPS

To know the labour problems and other features of human resources, researcher has collected the details of employees working in the Small Jewellery Shop located in the taluks of Cuddalore district.

**Table No.3**  
**Number of employees working in your shops**

Number of employees working in your shops	Small Jewellery Shop located in the taluks of Cuddalore district							Total
	CUD	CDM	Panruti	K.Kudi	VDM /Veppur	T.Kudi	K.Padi	
No employees only family members	27 (35.5)	31 (33.7)	6 (50.0)	7 (31.8)	7 (31.8)	2 (15.4)	3 (37.5)	83 (33.9)
Up to 2 persons	32 (42.1)	34 (37.0)	2 (16.7)	8 (36.4)	8 (36.4)	6 (46.2)	2 (25.0)	92 (37.6)
2 to 5 persons	9 (11.8)	15 (16.3)	4 (33.3)	4 (18.2)	2 (9.1)	4 (30.8)	2 (25.0)	40 (16.3)
Above 5 persons	8 (10.5)	12 (13.0)	0 (0.0)	3 (13.6)	5 (22.7)	1 (7.7)	1 (12.5)	30 (12.2)
Total	76 100.0	76 (100)	92 (100)	12 (100)	22 (100)	22 (100)	13 (100)	8 (100)

Source: Primary Data

From the above table the researcher has inferred that most of them (37.6%) are hold with up to 2 person. 33.9 per cent of them are not hold any employees. 16.3 per cent of them are hold 2 to five employees. Only 12.2 per cent of the SJM are hold with above 5 employees. Thus, the researcher inferred that 28.5 per cent of the SJMs are hold with two employees and above.

#### 5. SMALL JEWELLERY SHOPS LOCATED NEARBY OF RESPONDENTS' SHOP

To know the competition and other features of marketing environment, researcher has collected the details of nearby jewelries in the Small Jewellery Shop located in the taluks of Cuddalore district

**Table No.4**  
**Small Jewellery Shops located nearby of Respondents' shop**

Shops located nearby	Small Jewellery Shop located in the talks of Cuddalore district							Total
	CUD	CDM	Panruti	K.Kudi	VDM /Veppur	T.Kudi	K.Padi	
No shops	32 (42.1)	29 (31.5)	5 (41.7)	9 (40.9)	5 (22.7)	4 (30.8)	3 (37.5)	87 (35.5)
Up to 2 Shops	22 (28.9)	30 (32.6)	1 (8.3)	4 (18.2)	6 (27.3)	6 (46.2)	4 (50.0)	73 (29.8)
2 to 5 Shops	12 (15.8)	21 (22.8)	4 (33.3)	3 (13.6)	7 (31.8)	2 (15.4)	1 (12.5)	50 (20.4)
Above 5 Shops	10 (13.2)	12 (13.0)	2 (16.7)	6 (27.3)	4 (18.2)	1 (7.7)	0 (0.0)	35 (14.3)
Total	76 (100)	92 (100)	12 (100)	22 (100)	22 (100)	13 (100)	8 (100)	245 (100)

Source: Primary Data

From the above table the researcher has inferred that most of them (35.5%) are stated no such shops are nearby located. 29.8 per cent of them are said 2 shops, 20.4 per cent of them told 2 to 5 shops jointly located. Only 14.3 per cent of the SJMs are expressed above shops are running nearby their shops. Thus, the researcher inferred that 64.5 per cent of the SJMs are having competition by their nearby

shops and their marketing environment is highly critical and diplomatic.

#### 6. CORPORATE JEWELLERY SHOWROOM/S

Continuations of the above table, researcher has extended that the corporate jewellery showroom/s opened and functioning in SJMs business area whether affect or not SJMs in Cuddalore district.

**Table No.5**

**Corporate Jewellery Showroom/s opened and functioning in SJMs business area well**

Corporate Jewellery Showroom/s	Small Jewellery Shop located in the talks of Cuddalore district							Total
	CUD	CDM	Panruti	K.Kudi	VDM /Veppur	T.Kudi	K.Padi	
Yes	19 (25.0)	22 (23.9)	4 (33.3)	4 (18.2)	7 (31.8)	3 (23.1)	4 (50.0)	63 (25.7)
No	24 (31.6)	42 (45.7)	5 (41.7)	9 (40.9)	9 (40.9)	6 (46.2)	2 (25.0)	97 (39.6)
Yet to be start	33 (43.4)	28 (30.4)	3 (25.0)	9 (40.9)	6 (27.3)	4 (30.8)	2 (25.0)	85 (34.7)
Total	76 (100)	92 (100)	12 (100)	22 (100)	22 (100)	13 (100)	8 (100)	245 (100)

Source: Primary Data

From the above table, the researcher infers that most (39.6%) of the respondents have expressed as corporate Jewellery Showroom/s opened and functioning in SJMs business area not well; 34.7 per cent of them told that corporate Jewellery Showroom/s opened and functioning in SJMs business area is yet to be start and only 27.7 per cent of them are attributed as corporate Jewellery Showroom/s opened and functioning in SJMs business area well. The majority of respondents of the study are focused their views in to the problem of marketing of SJM will definitely affect through the corporate jewellery showroom/s opened and functioning in SJMs business area.

## 7. SUGGESTIONS

1. Most of them (40.8%) have established their business above 20 years.
2. Most of them (38%) have established with the investment up to 10 lakhs.
3. Most of them (37.6%) are hold with up to 2 person.
4. Most of them (35.5%) are stated no such shops are nearby located
5. Most (39.6%) of the respondents have expressed as corporate Jewellery Showrooms opened and functioning in SJMs business area not well

## 8. CONCLUSION

From the above findings and suggestions the researcher has concluded as per the respondents' opinion that the SJMs are affected at the time of the Establishment of the business to analyze the problem persistence with the business, when its establishment

had been made is required. the establishments of the small jewelries, SJMs are invested as per their financial supports and business capabilities Investments during the establishment Number of employees working in small jewelry shops the labour problems and other features of human resources Small Jewellery Shops located nearby of Respondents' shop the competition and other features of marketing environment researcher has collected the details of nearby jewelries in the Small Jewellery Shop located in the Corporate Jewellery Showrooms Continuations of the above researcher has extended that the corporate jewellery showroom/s opened and functioning in SJMs business area whether affect purchasing the raw materials for the production of gold and silver ornaments. SJMs

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