



**HOW SUPPLY FUNCTION ANALYSIS
WILL HELP TO DEVELOP A HEALTHY AND WEALTHY
RELATIONSHIP WITH WORKING CAPITAL OF MAJOR PLAYERS
IN PAINT INDUSTRY: AN EMPIRICAL STUDY**

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ABSTRACT

Theoretical knowledge particularly in professional fields is of little significance until its practical application in market. So this paper is helpful in being familiar with professional steps. During the process we know the ups and downs of the job.

In this paper we are selecting paint industry in India and the companies like Asian, Salimar, Berger, Dulux and Nerolac Paints.

This paper has three sections. In the first section, introduction about supply chain management and Benchmarking is given, in second section, objective of the study, research methodology, and last section analyses on sample and finding and conclusion.

At the end of the paper the Balance sheet is also attached. The average supply chain will start at the most basic level, at the customer order, and link upwards to other levels of production such as raw materials, component construction, assembly, and storage of varying sizes. A superb supply chain is one in which the companies and corporations involved freely exchange information regarding their production capabilities and any fluctuations within the market. This flow of data makes a supply chain truly effective, as it allows for the full optimization of the supply chain as a whole. With this type of supply chain in place, the overall production and distribution will be greatly improved and better sales and profits for the companies involved is a likely result. The conclusion of the study is emphasized on the length of the supply chain of top players in paint industry in India. The suggestion is based on the relationship of supply chain and working capital. The strategy from this study shows the best relationship between supply function and financial application. The best way of management of supply chain is to improve its breath by using a minimum cost. The overall result is based on typical financial terms.