WORK PLAN AND METHODOLOGY

RESEARCH AREA

The background area of research work is concentrated on profitability and operational efficiency of ICICI Banks of Satara and Sangli region.

SAMPLE SIZE

The area of research work is restricted to the ICICI banks of Satara and Sangli districts. So, a need to take interview or questionnaire of a number of managers, accountants and other related persons from different branches of ICICI Banks of Satara and Sangli districts for proper investigation purpose.

SAMPLE DESIGN

For the research work the researcher use the two methods of data collection. i.e. primary and secondary method of data collection.

In the primary method researcher used bath interview as well as Questionnaire method for collecting original data and in secondary method using the annual report of the banks, related journals, magazines, books and etc.

RESEARCH TECHNIQUES

Data so collected for research work will be compiled in a systematic manner. Statistical as well as accounting tools and techniques will be used for analysis as the collected data and for drawing the conclusions.

SORTIES OF DATA
Primary as well as secondary sources will be used for collections the required data. Primary data is data originally collected for an investigation. Such type of data are original in character because these are collected by investigator for the first time for their own use etc. The primary data required for the study purpose will be collected through interview with the officials of the bank. Discussions with the officials.

Secondary data is a data collected already by some other persons. The secondary data will be collected from banks, published journals, Reports of ICICI banks, published journals, magazines, Books, news papers etc. The collection of secondary data requires us time, energy and money.

ANALYSIS OF DATA
Collected data will be complied in a systematic manner. After analyzing data systematically recommendations and suggestions will be given where the scope for future improvement is possible. Different accounting and statistical tools will be used for analyzing the study data.

CHAPTER PLAN
The present study has been organized in the following chapters.

i) Introduction.

ii) Banking Industry in India.

iii) Theoretical background

   (a) Profitability

   (b) Operational efficiency

(iv) Analysis and Interpretation

(v) Findings and suggestions