RESEARCH METHODOLOGY

Research Area:

This research basically is in the field of management science. In this research small scale industries are taken as the sample population as this study is done for small scale industries. In this globalized era, where world is becoming a single place for business, enterprises are looking to make their international place. In this way the big enterprises are able to make their presence in global world as they have more resources however, the small firms are still finding their way to become international. So the area of this research is to study and understand the marketing and financing strategies for small scale industries along with challenges they face in the process. And for the collection of primary data SSIs in Malegaon Taluka is used. This research is very useful for small scale industries as it is done with the help of them. The primary data collection is done with the help of questionnaire form and personal interview with SSIs only as they could give a clear idea about the scenario in the field.

Research Design:

To carry out this study research design is selected after the deep learning of selected objectives.

As, this study is describing the data and characteristics of the population (Malegaon region) out of the India being studied. So, descriptive research design is used. Primary data is collected with the help of the structured questionnaire and personal interview with owners/manager of SSIs. Here the data is collected the SSIs and the analysis is done to test the hypothesis.
DATA COLLECTION

For conducting this study both kind the sources to collect the data has been used. As this is a descriptive research so the data from both the sources of data are important. The sources of data are as follows:

Primary: - Primary data for the analyses is collected with the help of a structured questionnaire. Personal interview and observing techniques is used for more understanding. Questionnaire is asked to fill by the owner/manager of SSIs to get more accurate data.

Secondary: - Secondary data is very important for making the foundation of the research. For conducting this study secondary data is collected from some of the given sources:-

- Maharashtra Industrial Development Corporation Database
- Ministry of Micro, Small and Medium Enterprises Database
- Maratha Chamber of Commerce Database
- Internet, Websites, Books, Encyclopaedia, Leaflets & Journals etc.
- Previous published research papers in the same field.
- Research journal of the same field.

SAMPLE SIZE
For conducting this study 300 small scale industries are contacted with the structured questionnaire. The questionnaire consisted closed ended, descriptive questions to seek the information.

**SAMPLING TECHNIQUE**

To collect the data sampling techniques is very important to define your population. So for this study we have used Non-probability convenience sampling technique.

**ANALYSIS OF DATA**

In a research study when the process of data collection is completed, the next step generally involves the analysis of the data. The choice of the analytical procedures depends on several factors, including the type of research question / hypotheses that are developed and the characteristics of collected data.

The percentage distribution is the simplest form of representing findings of the research work. Therefore, important tables on the questions will be prepared with its respective percentage. In order to test the validity of the hypotheses, a well known Chi – Square Test will be used.