RESEARCH METHODOLOGY

Region Of Research
The geographical location for the study is Mumbai Region, in State Maharashtra.
Since Mumbai being the Financial Capital of India.

Research Design
The research conducted shall be of Descriptive and Analytical in nature
The research design and the steps adopted in research methodology kept in focus the objectives
set for the study and the general hypothesis of the study. The numbers of Null hypothesis were
formed for the study shall be also subjected to statistical method of testing.
The objectives, general hypothesis, different null hypothesis become the center of research
methodology to fulfill the purpose of the research.
From the different levels of meat exporting industry covered in the study shall be around 500 in
numbers.

Population and Sampling
The sampling method incorporated is Convenient Sampling Method.
According to the APEDA, May 2015, the total population of meat exporters is 48 in Mumbai.

From the above companies tentative samples will be taken as follow:

<table>
<thead>
<tr>
<th>Sr.No</th>
<th>Designation</th>
<th>Calculation</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Chief Executive Officer from each company</td>
<td>1*48</td>
<td>48</td>
</tr>
<tr>
<td>2</td>
<td>General Manager from each company</td>
<td>1*48</td>
<td>48</td>
</tr>
<tr>
<td>3</td>
<td>Public Relation Officer from each company</td>
<td>1*48</td>
<td>48</td>
</tr>
<tr>
<td>4</td>
<td>Supervisor from each company</td>
<td>5*48</td>
<td>240</td>
</tr>
<tr>
<td>5</td>
<td>Supplier from each company</td>
<td>2*48</td>
<td>96</td>
</tr>
<tr>
<td></td>
<td><strong>Total</strong></td>
<td></td>
<td><strong>528</strong></td>
</tr>
</tbody>
</table>

Collection of Data-
The collection of data consists of both primary data and secondary data.
The Primary data shall be collected by floating a structured questionnaire. Before finalizing the
structured questionnaire, the questionnaire was subjected to pilot testing. By removing the
difficulties the final structured questionnaire.
The secondary data was collected from the following sources.
a. The Annual Reports of different Meat Exporting Industries.
b. Books and Journals relevant to the study conducted.
c. Published and unpublished research report.
d. Unpublished data that came to the knowledge from the records of the Meat Exporting Industries.
e. Various Websites of Meat Exporting Industries.

The structured questionnaire will consist of questions having sub questions. The questions provided multiple choices, out of which the respondent have to select the appropriate choice.

The structured questionnaire shall be distributed to the various managers and supervisors. The responded questionnaire was subjected to editing so as to eliminate incomplete questionnaire and non-properly filled questionnaires. The study shall admit around 500 questionnaires for future analysis and interpretation.

Processing of Data-

The edited questionnaires were recorded. The recorded data was subjected to classification. The data was classified on the following basis.
1. On the basis of Organisational Strenghts.
2. On the basis of Organisational Weakness
3. On the basis of Organisational Oppurtunities
4. On the basis of Organisational Threats.

Statistical Methods-

The classified data were subjected to the statistical method of analysis. The statistical methods adopted consist of mean, standard deviation and for testing Null Hypothesis Chi-Square test and Z-test will be adopted. The STATA statistical package and computerized data processing shall be adopted for Tabulation, Analysis and Interpretation of Data.

Methods of Reporting-

The research reporting text, consist of tables, bar diagrams and pie diagrams for providing effective understanding.