



Broadening The Scope Of The Current Small-Scale Enterprise To Enhance Return On Investment (ROI) In The Brown Goods Industry

Dr. Shibani Borah^{1*}, Dr. Tandraleem Kashyap²

^{1*}Assistant Professor, Faculty of Commerce & Management Assam down town University Guwahati, Assam

E-mail: shibaniborah@gmail.com, ORCID ID: 0009-0009-0828-7337

²Assistant Professor, Department of Commerce Dakshin Kamrup College, Mirza, Assam. E-mail: tandraleemk149@gmail.com,

ORCID ID: 0000-0002-3331-3201

Citation: Dr. Shibani Borah et al. (2024), Broadening The Scope Of The Current Small-Scale Enterprise To Enhance Return On Investment (ROI) In The Brown Goods Industry, *Educational Administration: Theory and Practice*, 30(4), 286-299, Doi: 10.53555/kuey.v30i4.1450

1.1. INTRODUCTION TO BROWN GOODS

The term "Brown goods" typically denotes a specific category within the consumer electronics sector, encompassing products primarily intended for entertainment, communication, and home office usage. This industry comprises durable goods and lightweight electronic appliances designed for domestic purposes, including televisions, computers, radios, cell phones, digital media players, game consoles, as well as other audio equipment (Tandon, 2007). Additionally, it encompasses kitchen appliances such as microwave ovens and coffee makers. Unlike mechanical white goods like washing machines, dryers, air conditioners, and refrigerators, brown goods lack mechanical components. The term originates from the historical tendency for appliances placed in kitchens, bathrooms, and outdoor areas to be white, while those intended for living rooms, bedrooms, or recreational spaces were typically brown.

Brown goods are frequently identified by their brown or wooden aesthetic, though this classification has become less significant with contemporary design trends.

The following are some common examples of brown goods:

3D Printers	Desktops
Television	Game Systems
Data Storage Devices	Monitors
Dressers	Radios
Laptops	Security systems
Printers	Wi-Fi routers
Routers	Streaming media devices
Set-Top boxes	Smart home systems
Smart speakers	Sound systems

The brown goods industry is marked by swift technological advancements and frequent product launches, resulting in the regular introduction of new models boasting enhanced features and functionalities. Historically, the term "brown goods" encompassed all furniture, but modern definitions often restrict it to consumer electronics devoid of mechanical components (Tandon, 2007). Manufacturers within the brown goods sector primarily supply to a limited number of established businesses bearing well-known names such as Usha, Phillips, Bajaj, Videocon, Samsung, Panasonic, and others. These prominent corporations typically generate revenues exceeding one hundred crore. However, they do not actively invest in small-scale industries; rather, they simply promote products under their respective trademarks. The distinction between small-scale and large-scale enterprises is commonly based on factors like size, capital resources, and labor force.

Market share:

Traditional brown goods face intense competition in market share from emerging technologies such as smartphones and tablets, which have become the favored devices for numerous consumers. Nevertheless, conventional brown goods remain desirable due to their exceptional audiovisual capabilities, particularly in products like large-screen televisions and home theater systems. As of 2021, dominant manufacturers such as Sony, Samsung, LG, and Panasonic collectively command a market share exceeding 60%, maintaining their dominance in the brown goods sector. The worldwide market for brown goods is valued at over \$300 billion as of 2021.

1.2. HISTORY OF BROWN GOODS

The brown goods industry rose to prominence in the middle of the 20th century, significantly shaping contemporary home entertainment and communication (Machoda, 2017). Its origins can be traced back to the late 19th and early 20th centuries, marked by the invention of various electrical technologies such as the telegraph, telephone, and early radio systems. During the radio era of the 1920s to 1940s, the demand for radio receivers surged following the commencement of commercial radio broadcasting. The post-war period of the 1950s and 1960s witnessed a rapid expansion in consumer electronics, fueled by improvements in manufacturing capabilities and rising household incomes, with television emerging as the dominant consumer electronic device. In the subsequent decades of the 1970s and 1980s, consumer electronics transitioned from traditional brown designs to more contemporary aesthetics, as manufacturers began utilizing colorful plastic enclosures instead of the conventional dark brown wooden cabinets. From the 1990s to the present day, home entertainment systems have experienced rapid technological advancements, with stereo systems, DVD players, CD players, and VCRs gaining widespread popularity. As electronic devices adopted sleeker, minimalist designs in silver, black, or white finishes, the prominence of brown goods gradually waned.

1.3. RETURN ON INVESTMENT (ROI)

Return on Investment (ROI) is a performance measure used to evaluate the efficiency or profitability of an investment or compare the efficiency of a number of different investments. ROI tries to directly measure the amount of return on a particular investment, relative to the investment's cost.

ROI is a popular metric because of its versatility and simplicity. Essentially, ROI can be used as a rudimentary gauge of an investment's profitability. This could be the ROI on a stock investment, the ROI a company expects on expanding a factory, or the ROI generated in a real estate transaction. Basically Return on Investment (ROI) tells how much money is made or lost in an investment or a project after accounting for its cost. In today's age, the return on investment can be measured in terms of:

- Increased profits
- Reduced expenses
- Operational efficiency
- Brand awareness
- Higher sales
- Reduced overhead or production costs
- Higher customer satisfaction

ROI is calculated by dividing the profit earned on an investment by the cost of that investment.

$ROI = (\text{Cost of Investment} / \text{Net return on investment}) * 100\%$.

1.4. LITERATURE REVIEW

- **Huggins, R., Thompson, P. (2015)** in their study highlighted the significant role played by small scale businesses in the brown goods sector, emphasizing their contribution to local economies, employment generation and motivation. It highlights the need for policies and strategies that encourage entrepreneurial activities, facilitate innovation, and provide necessary resources to support business seeking expansion for better return on investment.
- **Hitt, M.A., Ireland, R.,D., Lee, H.U. (2018)** in their research on finance, financialization, and strategy discuss the importance of access to financial resources and funding options for the expansion of small scale businesses, including those operating in the brown goods sector.
- **Smith, J., Johnson, L. (2018)** in their article provided an overview of various strategies employed by small scale businesses for expansion. It explores key factors such as market research, product differentiation, strategic partnerships, online presence, and customer feedback.
- **Brown, M., Davis, R. (2019)** in their study examined growth strategies for small scale electronics businesses, including those in brown goods sector. The research highlights the importance of market analysis, customer segmentation, product innovation, and efficient supply chain management. It also discusses the role of digital marketing, e-commerce platforms, and strategic alliances in expanding business operations.
- **Chen, S., Li, C., Yang, J. (2017)** in their research paper investigated the factors that influence the return on investment (ROI) in the consumer electronic industry, which includes the brown goods sector. The study identifies key determinants such as product quality, brand reputation, pricing strategies, and distribution channels.
- **Rodriguez, M., Martinez, L. (2020)** in their article discussed the strategies and challenges associated with expanding small business operations. It covers aspects like strategic planning, financial management, marketing techniques, and operational efficiency.
- **Johnson, A., Smith, M. (2019)** in their review paper provided an in depth analysis of the consumer electronic industry, including the brown goods sector. It examines market trends, consumer behavior, technological advancements, and challenges faced by businesses in this sector.

- **Williams, J., Davis, R. (2020)** in their study explored the impact of e-commerce on the brown goods sector which examined the adoption of online channels by businesses, changes in consumer behavior, and overall transformation of the industry.
- **Chen, H., Li, Y., Wang, C. (2018)** in their study focused on sustainable practices in the consumer electronics industry, which includes the brown goods sector, it discussed the environmental issues related to electronic waste management, green design, recycling, and sustainable supply chain practices.
- **Lee, S., Park, J. (2021)** in their article examined innovation and technological trends in the consumer electronics sector, including the brown goods industry, they explored the impact of emerging technologies such as artificial intelligence, virtual reality on product development and market dynamics.
- **Zhang, L., Wang, Y., Li, X. (2018)** in their study mainly focused on the brown goods sector to analyze the relationship between price strategies and return on investment (ROI) in the consumer electronics industry. They examined different pricing strategies and their effects on profitability, including value-based pricing, penetration pricing, and competitive pricing, it also provides insights into effective pricing strategies to enhance ROI in the brown goods sector.
- **Gupta, A., Saha, S. (2019)** in their research investigated the impact of marketing mix techniques on the financial performance, particularly ROI of consumer electronics companies specially those engaged in brown goods industry. They examined the impact of distribution, pricing, promotion, and product tactics on financial metrics.
- **Park, J., Lee, S. (2019)** in their study said that innovation, a company's ability to compete, and financial performance are related in the consumer electronics business including brown goods sector. They examined how innovation in business strategies, technology adoption and product development can boost ROI and market success.
- **Tandon, S. (2007)** in her research article stated that since the government announced its liberalization, privatization, and globalization policies a decade ago, the Indian sector has undergone tremendous changes. It encouraged foreign firms to enter the Indian market and compete with local firms which led to lack of competitiveness because of the tax laws and reservation practice. There hasn't been any study focused on the brown goods manufacturing sector.
- **Kumar, S., Rahman, Z., Qureshi, M. (2020)** in their study focused on the impact of supply chain management practices on ROI in the electronics industry, including the brown goods sector. The study looked at things like partner collaboration, inventory management, supplier selection, and logistics. The study emphasized how important efficient supply chain management is to raising financial performance and return on investment in the brown goods industry.
- **William, J. (2014)** examined the price elasticity of demand for brown goods in response i.e., consumers were sensitive to price changes which resulted in reduction of demand due to high tax rates.
- **Bocken, N. M.P., Short, S.W., Rana, P., Evans, S. (2018)** emphasize the importance of exploring alternative funding options and innovative financing models. They suggested considering approaches such as crowd-funding, impact investing, strategic partnerships, or seeking support from government programs and initiatives aimed at supporting small scale businesses.

1.4.1. RESEARCH GAP

Although the brown goods sector, which includes consumer electronics like televisions, audio equipment, and home appliances, has experienced notable growth in recent times, there exists a gap in research concerning the expansion of current small-scale enterprises within this industry to enhance their return on investment (ROI). Despite the potential for profitability, there is a scarcity of understanding regarding the strategies, obstacles, and determinants that facilitate successful expansion.

2.1. STATEMENT OF THE PROBLEM

Small-scale enterprises within the brown goods sector encounter obstacles in attaining satisfactory returns on investment. To enhance profitability and expand operations, these challenges need to be addressed. Despite operating within the realm of consumer electronics and home appliances, which presents significant potential for return on investment, these businesses struggle to optimize their ROI. Their current operational scale restricts their ability to generate substantial profits and foster sustainable growth. However, expanding such businesses in this sector poses several challenges, including limited financial resources, the necessity to keep pace with rapidly evolving consumer preferences and technological advancements. Contributing factors to these challenges encompass inefficient production processes, constrained market outreach, ineffective marketing strategies, and inadequate capital infusion. Recognizing and overcoming these barriers is paramount to achieving successful expansion and augmenting ROI.

2.2. NEED OF THE STUDY

Expanding a current small-scale enterprise within the brown goods sector presents an opportunity for businesses to optimize their return on investment (ROI). However, initiating such expansion without thorough

research and analysis can entail risks. This report underscores the vital importance of conducting comprehensive studies before embarking on the expansion of an existing small-scale business in the brown goods sector.

2.3. SCOPE OF THE STUDY

We have endeavored to address a wide range of aspects within the constraints of the current study period. Nonetheless, there remains ample scope for future researchers to explore additional dimensions of the subject. It is also anticipated that this study will lay the groundwork for several potential research topics. Despite the challenges and limitations, it is hoped that this study will, to some extent, assist small-scale brown goods businesses in developing specific skill sets necessary for successful expansion and improved return on investment (ROI).

OBJECTIVES OF THE STUDY:

- i. To identify the techniques used by small-scale brown goods sector for expanding their business.
- ii. To calibrate the impact of taxation on prices of brown goods.
- iii. To analyze the techniques used by small scale brown goods sector for expanding their business.

RESEARCH DESIGN AND METHODOLOGY:

4.1. Type of Research: Exploratory Research

4.2. Sources of Data:

- i. Primary Data: The data that are collected afresh and for the first time from the original sources is known as Primary data. In this research, the primary data has been collected through-
 - Questionnaire
 - Direct personal interview
 - Google forms
- ii. Secondary Data: The data that have been collected by someone else earlier is known as Secondary data. In this study, the secondary data has been collected from the following sources-
 - Internet
 - Books
 - Academic Journals
 - Reports

4.3. Sample Design

- i. Sampling Unit: Retailing units of brown goods
- ii. Sample Size: 300
- iii. Sample Area: Kamrup Metro (Panikheti, Narangi, G.S. Road, Fancy bazaar, Latasil, Pan bazaar, Chandrapur, Ganeshguri, Hengrabari, Borbari, SixMile, Silpukhuri, Chandmari, Bamunimaidan, Athgaon, Lakhtokia, Beltola)

4.4. Sampling Method: Convenience sampling

4.5. Tools of data collection: Questionnaire

DATA ANALYSIS AND INTERPRETATION:

Analysis of data involves a number of closely related operations which are performed with the source of summarizing the collected data, organizing these in such a manner that they answer the research questions. In the brown goods market, where 300 small business owners are involved, a chart wise analysis is made for the following data that were collected through direct personal interview, Questionnaire, and Google forms.

5.1. Table showing Age of the respondents

Category (In years)	No. of Respondent	Percentage (%)
20-30	60	20
30-40	150	50
40-50	60	20
50-60	30	10
More than 60	0	0
Total	300	100

Interpretation: From Table no. 5.1, it can be interpreted that 50% respondents belong to the age group of 30-40. 60% belongs from the age group 20-30 and 40-50 both. And only 30% belongs to the age group 50-60.

5.2. Table showing gender of the respondents

Category	No. of Respondent	Percentage (%)
Male	270	90
Female	30	10
Total	300	100

Interpretation: From Table no. 5.2., it can be seen that 90% of the respondents are male and 30% are female. So the brown goods business in Kamrup metro is mostly run by men.

5.3. Table showing educational qualification of the respondents

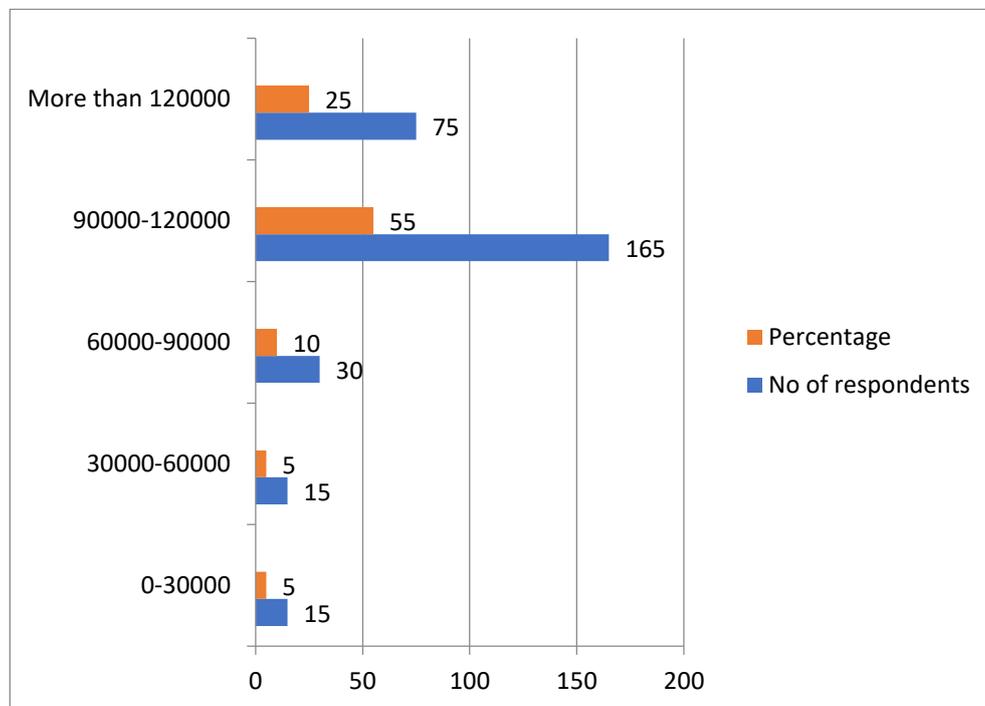
Category	No. of Respondent	Percentage (%)
H.S.	30	10
Graduation	180	60
Post graduation	60	20
Others	30	10
Total	300	100

Interpretation: From the above table. 5.3 it can be observed that 60% respondents are graduated, 20% are post graduated, and 10% belongs from H.S. and others both.

5.4. Table showing monthly Income of the respondents

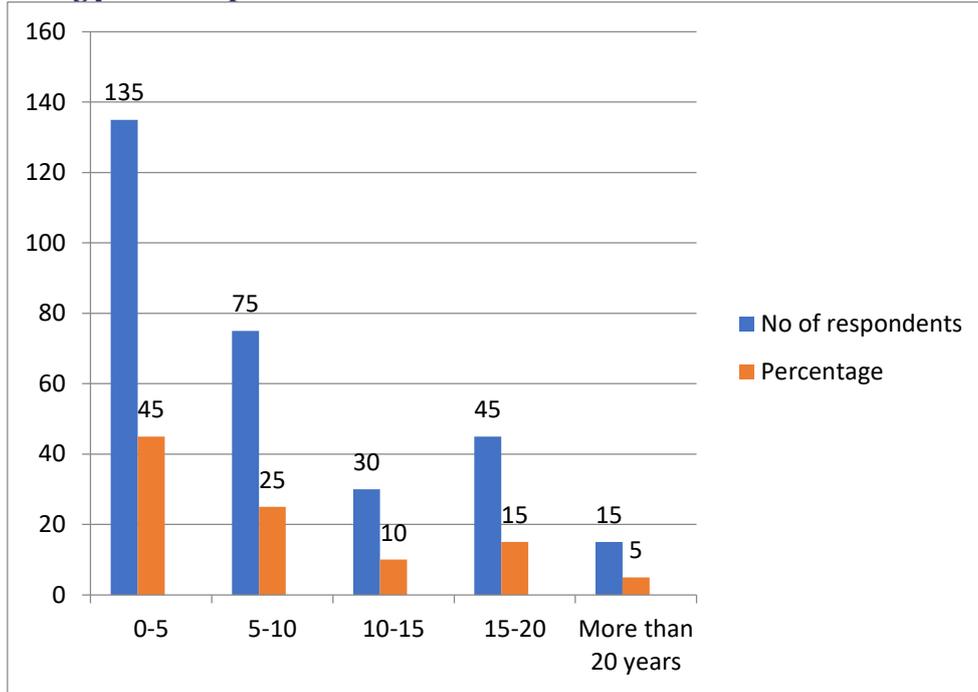
Category (In Rs.)	No. of Respondent	Percentage (%)
0-30000	15	5
30000-60000	15	5
60000-90000	30	10
90000-120000	165	55
More than 120000	75	25
Total	300	100

Bar Chart Analysis:



Interpretation: From the above figure 5.4., it can be seen that the monthly income of 55% of respondents' ranges between Rs. 90000- Rs. 120000, 25% of the respondents' Income is more than Rs. 120000.

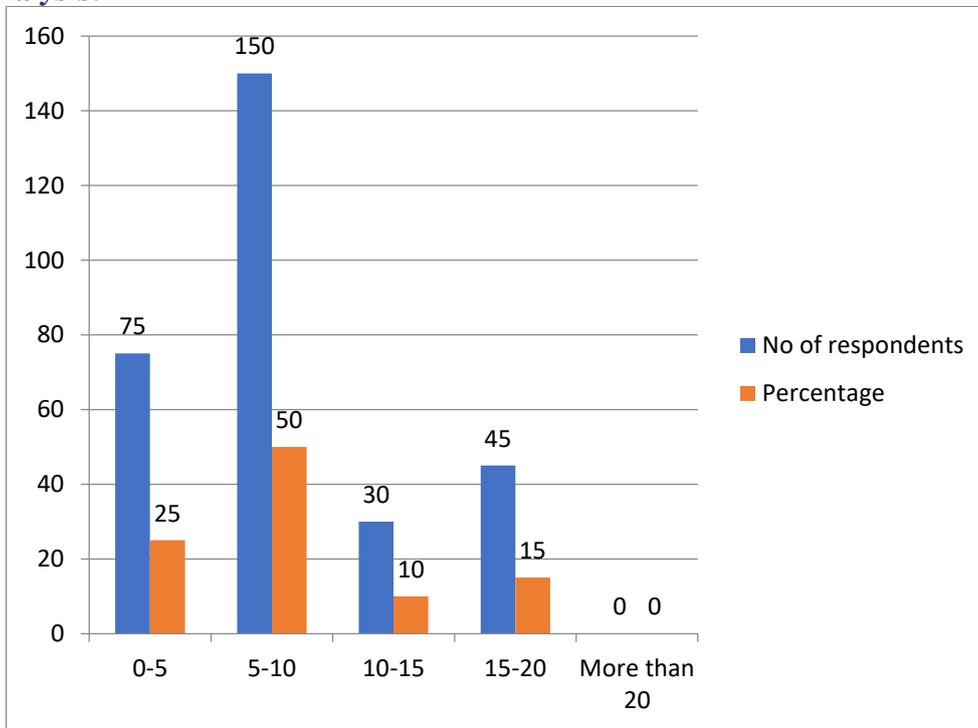
5.5. Table showing years of operation of the business



Interpretation: From fig. 5.5., it can be seen that 45% businesses has been trading for 0-5 years, 25% for 5-10 years, 10% for 10-15 years, 15% for 15-20 years and only 5% businesses have more than 20 years of trading experience.

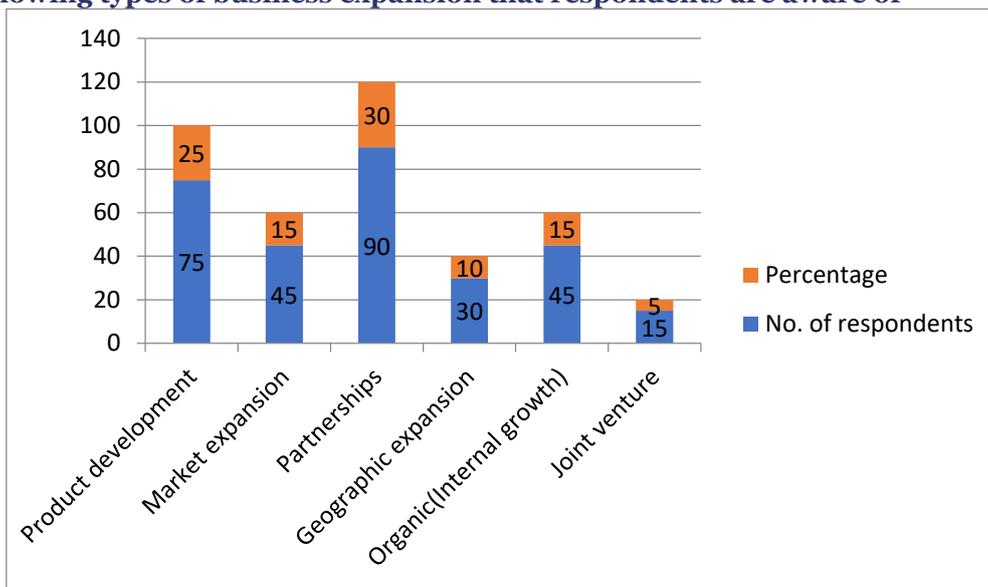
5.6. Table showing Initial investment in the business

Bar Chart Analysis:



Interpretation: From the above figure 5.6., it is observed that 50% of the business had an initial investment of 5-10 lakhs while 25% had invested 0-5 lakhs, 10% invested 10-15 lakhs, 15% invested 15-20 lakhs and investment did not exceed more than 20 lakhs which is not quite a high amount to start a business.

5.7. Table showing types of business expansion that respondents are aware of



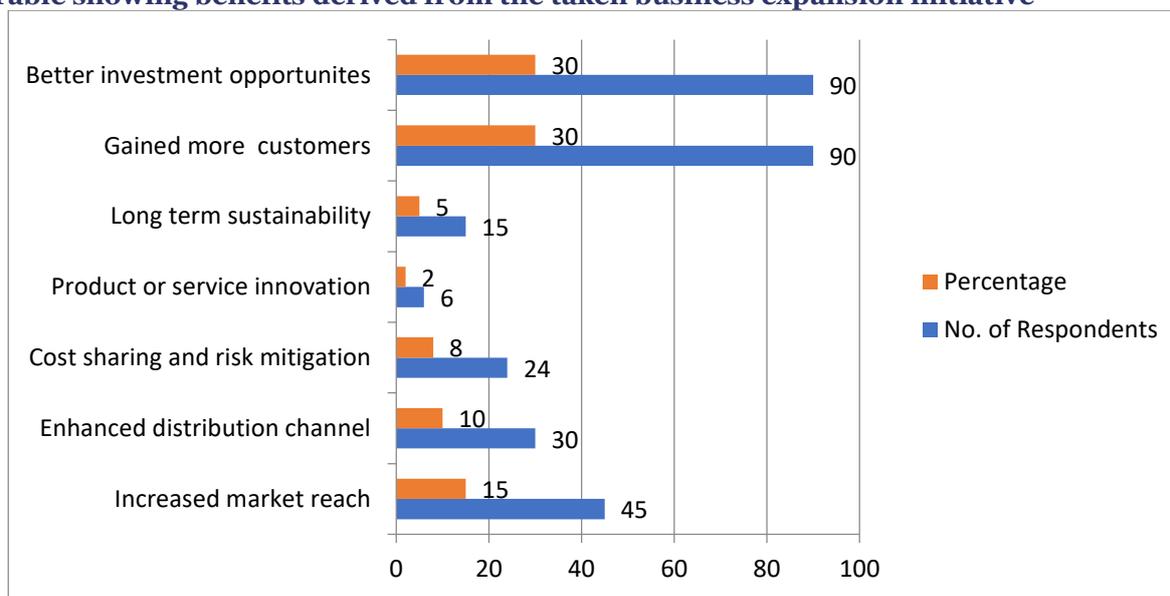
Interpretation: From fig. 5.7., it can be seen that 25% respondents are aware of product development, 15% are aware of market expansion, 30% are aware of partnerships, 10% are aware of geographic expansion, 15% are aware of organic growth and only 5% are aware of joint venture for business expansion. Hence this shows that there is lack of awareness about the business expansion among small scale brown goods business owners.

5.8. Table showing no. respondents that took up business expansion

Attributes	No. of Respondents	Percentage (%)
Continually	0	0
Weekly	60	20
Monthly	165	55
Annually	45	15
No need of improvement	30	10
Total	300	100

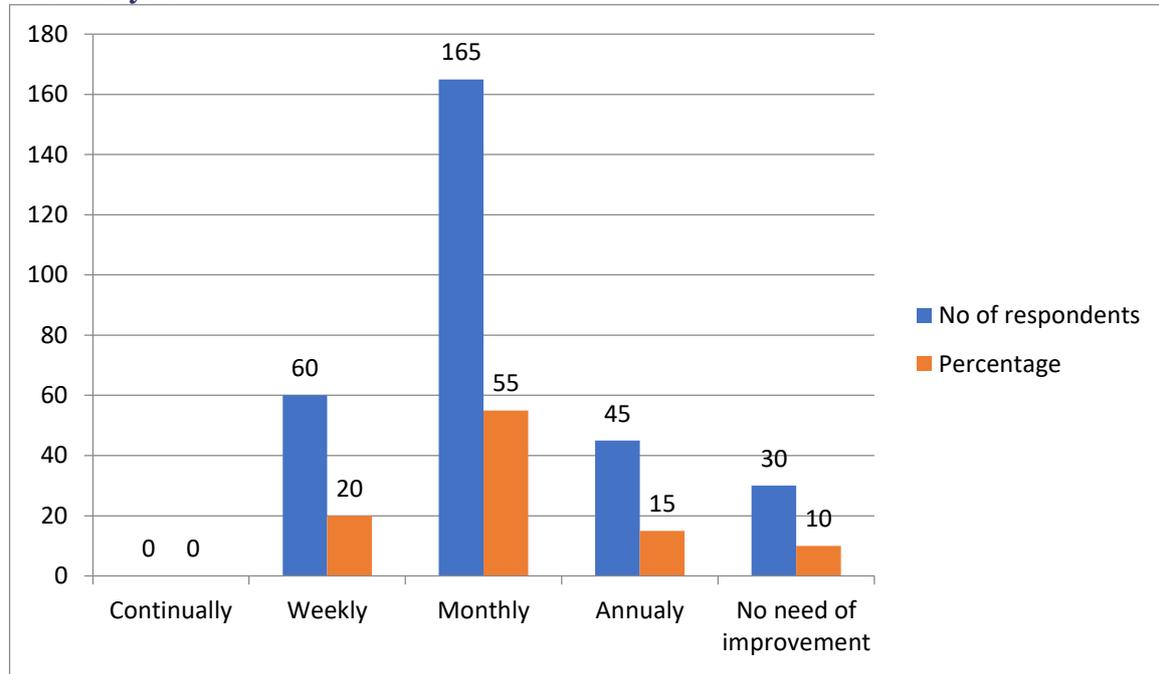
Interpretation: From the above figure 5.8., it can be clearly observed that 40% businesses went through expansion i.e. Partnership and product development (when questioned) and 60% did not take up any expansion initiatives due to lack of information and financial support.

5.9. Table showing benefits derived from the taken business expansion initiative



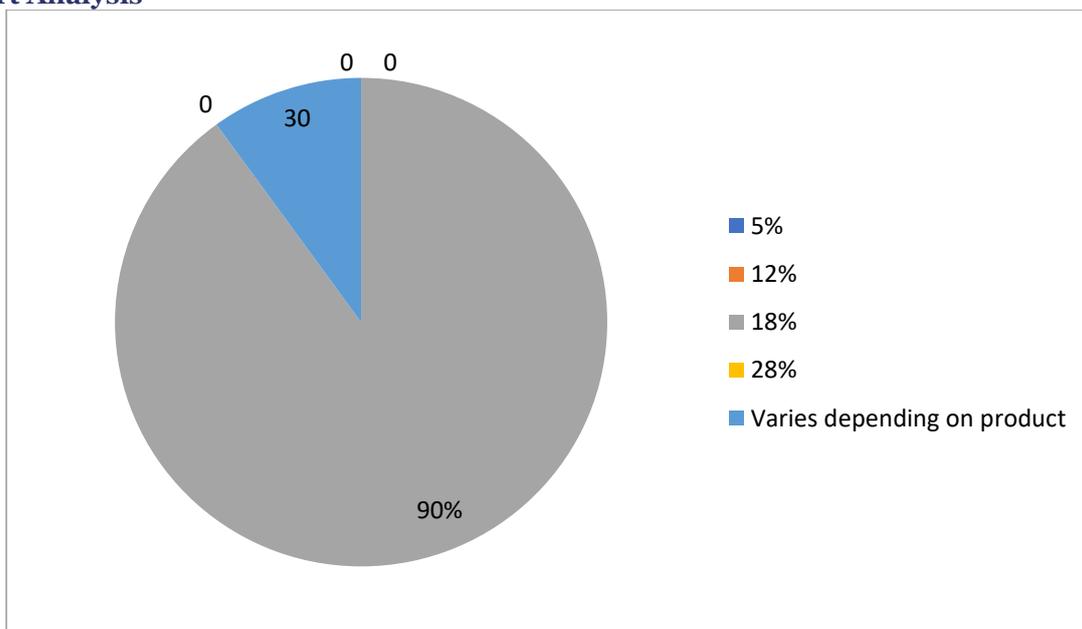
Interpretation: From the above figure 5.9., it can be seen that 30% respondents have seen better investment opportunities from expansion, 30% have gained more customers, 15% respondents were benefited with increased market reaches, 10% experienced enhanced distribution channel, 8% benefited with cost sharing and mitigation, 2% with product or service innovation, and 5% saw long term sustainability.

**5.10. Table showing frequency of improvement of product/service.
Bar Chart Analysis**



Interpretation: From the above fig. 5.10., it can be seen that 55% businesses improve their product and service offerings monthly, 20% do it weekly, 15% improve annually and 10% says they don't need any improvement.

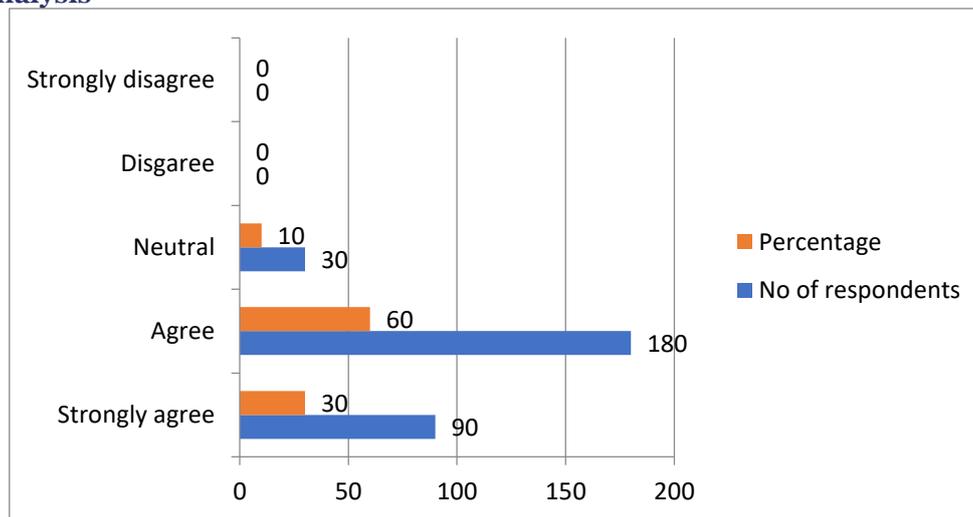
**5.11. Table showing rate of GST paid by brown goods businesses
Pie Chart Analysis**



Interpretation: From fig. 5.11, it can be clearly seen that 90% businesses pay 18% Goods and service tax on their purchased brown goods and it varies for 10% of the respondents.

5.12. Table showing respondents views on role of taxation in increasing prices of brown goods

Respondent's View	No. of Respondent	Percentage (%)
Strongly agree	90	30
Agree	180	60
Neutral	30	10
Disagree	0	0
Strongly disagree	0	0
Total	300	100

Bar Chart Analysis

Interpretation: From fig. 5.12., it can be observed that 60% respondents agreed that taxation plays a significant role in the increased prices of brown goods, 30% strongly agreed, and 10% are neutral about it.

5.13. Table showing respondents opinion on how increased taxation impact the prices of brown goods

Respondent's View	No. of Respondent	Percentage (%)
It significantly increases prices	90	30
It slightly increases prices	210	70
It has no impact on prices	0	0
It slightly decreases prices	0	0
It significantly decreases prices	0	0
Total	300	100

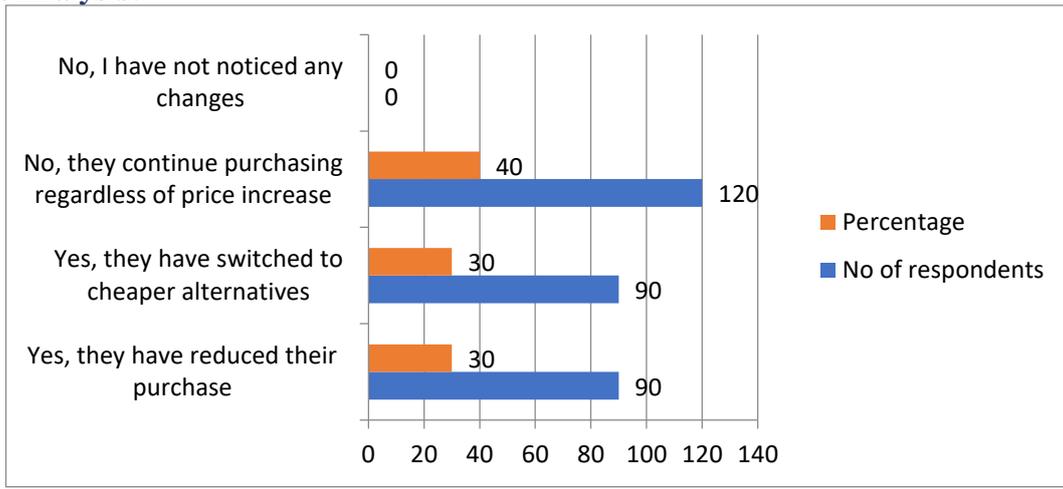
Bar Chart Analysis:

Interpretation: From the above fig. 5.13, it can be observed that 70% respondents agreed that taxation slightly increases the prices of brown goods, 30% said that it significantly increases the prices

5.14. Table showing respondents experience on how the increasing prices of brown goods affected their consumers buying decision

Respondent's View	No. of Respondent	Percentage (%)
Yes, they have reduced their purchase	90	30
Yes, they have switched to cheaper alternatives	90	30
No, they continue to purchase regardless of price increase	120	40
No, I have not noticed any changes	0	0
Total	300	100

Bar Chart Analysis:

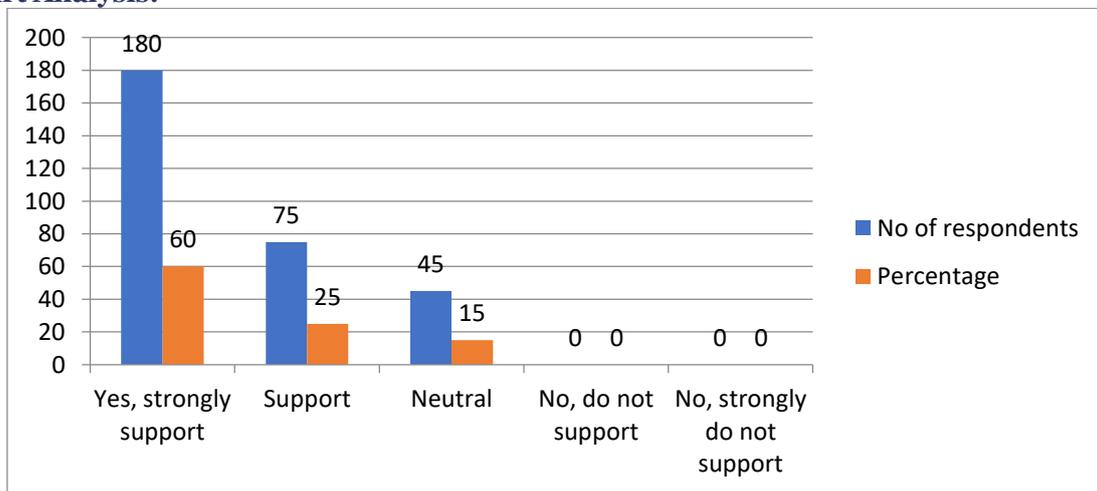


Interpretation: From the above fig. 5.14., it can be seen that 40% respondents observed that customers continue purchasing regardless of the price increase of brown goods, 30% observed that they switched to cheaper alternatives, and 30% observed that they have reduced their purchase.

5.15. Table showing respondents opinion on supporting reduction in taxation to stabilize prices to potentially increase firm's revenue

Respondent's View	No. of Respondent	Percentage (%)
Yes, strongly support	180	60
Support	75	25
Neutral	45	15
No, do not support	0	0
No, strongly do not support	0	0
Total	300	100

Bar Chart Analysis:

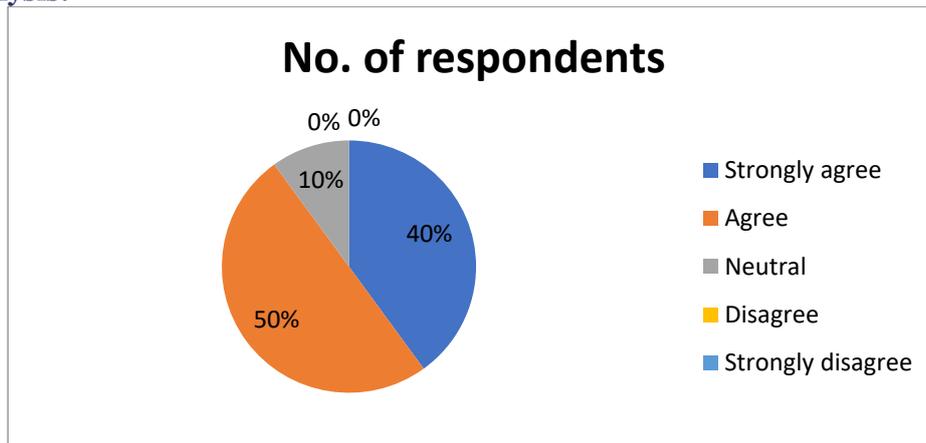


Interpretation: From fig. 5.15., it can be seen that 60% respondents strongly support reduction in tax rate of brown goods, 25% support, and 15% are neutral about it.

5.16. Table showing respondent’s opinion on conducting market research analysis to understand customer demand and trends.

Respondent’s View	No. of Respondent	Percentage (%)
Strongly agree	120	40
Agree	150	50
Neutral	30	10
Disagree	0	0
Strongly disagree	0	0
Total	300	100

Pie Chart Analysis:

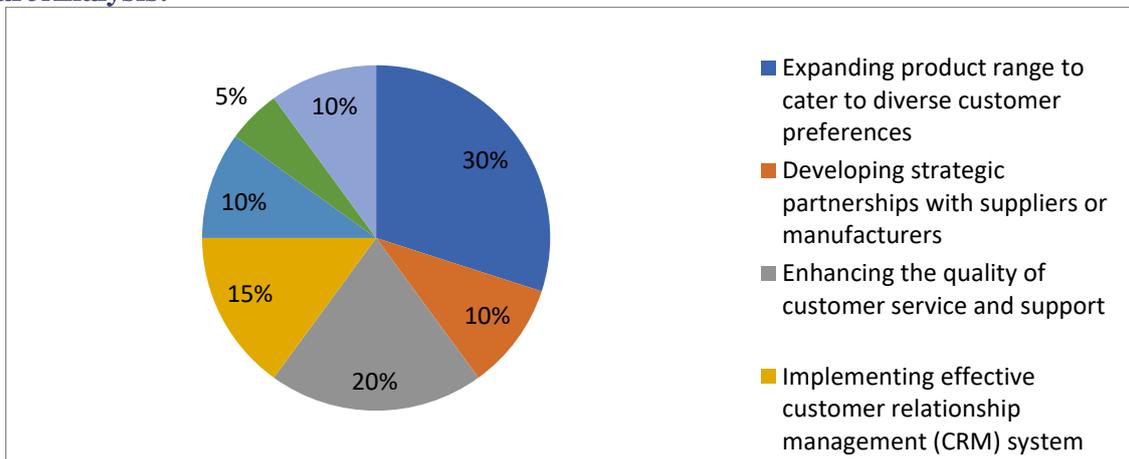


Interpretation: From fig. 5.16., it can be seen that 50% respondents agree that conducting market research analysis is important to understand the customer demand and trends, 40% strongly agreed and 10% are neutral about it.

5.17. Table showing respondent’s rating on techniques used by small-scale brown goods business for expansion (from most important to least important)

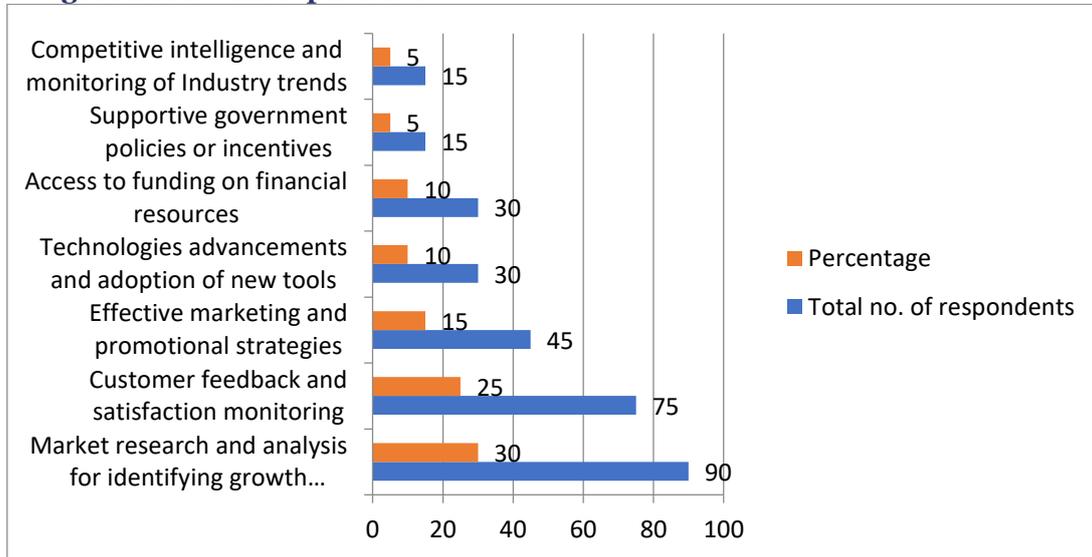
Attributes	Total No. of Respondents	Percentage (%)
Expanding product range to cater to diverse customer preferences	90	30
Developing strategic partnerships with suppliers or manufacturers	30	10
Enhancing the quality of customer service and support	60	20
Implementing effective customer relationship management (CRM) system	45	15
Offering competitive pricing and discounts to attract customers	30	10
Employing digital marketing strategies (e.g. Social media, online advertising)	15	5
Leveraging e-commerce platforms for online sales	30	10

Pie Chart Analysis:



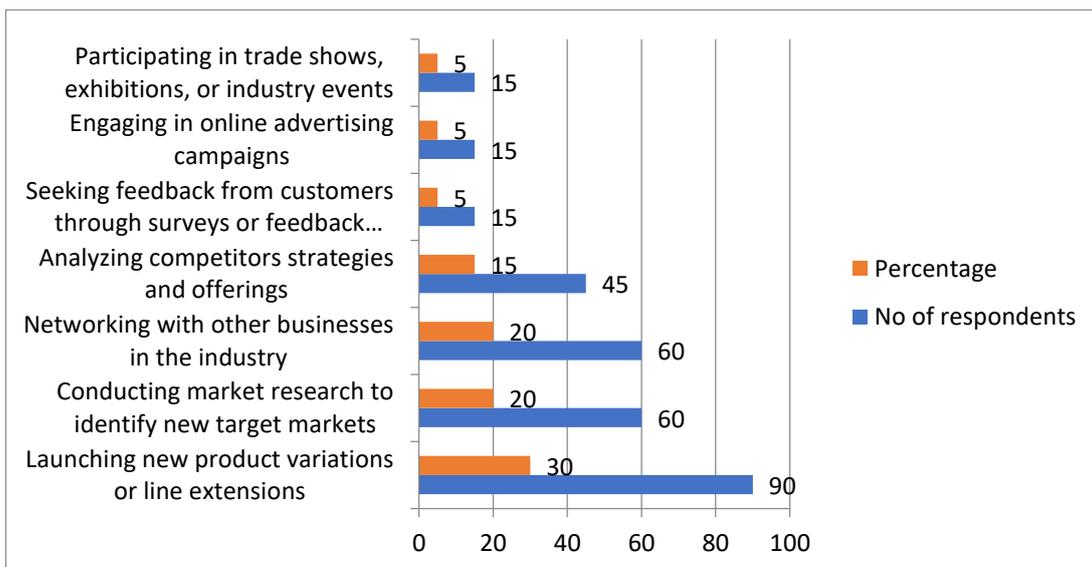
Interpretation: From fig. 5.17., it can be seen that 30% respondents rated for expanding product range to cater to diverse customer preferences as most important techniques, 20% voted for enhancing the quality of customer service and support, 15% votes for implementing effective customer relationship management (CRM) system, 10% voted for developing strategic partnerships with suppliers or manufacturers, 10% for offering competitive pricing and discounts to attract customers, 10% voted for leveraging e-commerce platforms for online sales, and 5% rated employing digital marketing strategies (e.g. Social media, online advertising).

5.18. Table showing respondent’s rating on factors that are most to least important for small scale brown goods business expansion.



Interpretation: From the above figure 5.18., it can be seen that the least ratings are given to Competitive intelligence and monitoring of Industry trends i.e., 5%, Supportive government policies or incentives 5%, Access to funding on financial resources 10, Technologies advancements and adoption of new tools 10, Effective marketing and promotional strategies 15%, Customer feedback and satisfaction monitoring 25, and Market research and analysis for identifying growth opportunities i.e., 30% which is the most important factor as per the respondents for business expansion.

5.19. Table showing respondents rating based on the frequency on activities conducted by small scale brown goods business for business expansion (from frequently to rarely)



Interpretation: From the above figure 5.19., it can be seen that participating in trade shows, exhibitions, or industry events, seeking feedback from customers through surveys or feedback forms and engaging in online advertising campaigns are the least performed activities by brown goods businesses. Analyzing competitors’ strategies and offerings, networking with other businesses in the industry, conducting market research to

identify new target markets, and launching new product variations or line extensions are some of the frequently performed activities by small scale brown goods business for business expansion.

FINDINGS, SUGGESTION AND CONCLUSION:

6.1. FINDINGS-

❖ Findings from Objective no. 1:

- a) It is found that only 25% respondents are aware about product development strategy, 15% are aware about market expansion strategy, 30% are aware of partnership as a strategy for business expansion, 10% are aware of geographic expansion, 15% are aware about Organic(Internal) growth and only 5% are aware about Joint Venture as business expansion strategy.
- b) It is found that only 40% respondents have taken up business expansion strategy (only partnership and product development) as they were somewhat aware about it while 60% respondents did not expand their existing business as they lack knowledge and financial support.
- c) It is found that 30% businesses gained more customers from expansion, 30% saw more investment opportunities, 15% saw increased market reach, 10% experienced enhanced distribution channel, 8% benefited with cost sharing and risk mitigation, and 2% said on product and service innovation benefit and 5% saw long term sustainability.
- d) It is also found that 55% respondents improve their product/service once every month, 20% improve every week, 15% improves every six month, and 10% said they don't need any improvement.
- e) It is found that 50% respondents purchase brown goods for their business once every month, 40% does it once every 3 months, and 10% brings once every 6 months.

❖ Findings from Objective no. 2:

- a) It is found that 90% small scale brown goods business pay 18% Goods and Service tax on brown goods they purchase while 10% said the rate varies depending on the products.
- b) It is found that 30% respondents agree that taxation plays a significant role in the price increase of brown goods, 60% strongly agree on it, and 10% are neutral about it.
- c) It is found that 30% respondents feel that increase in taxation results in significant increase in prices of brown goods, and 70% respondents feel that increased taxation slightly increases the price of brown goods
- d) It is found that 30% respondents noticed a change in their customers buying behavior due to increase in prices of brown goods as they reduced their purchase, 30% said the customer switched to other alternatives (such as online shopping due to more discounts), and 40% respondents said that the customer continue to purchase regardless of the increase in prices.
- e) It is found that 60% of the respondents strongly support for reduction in taxation on brown goods to stabilize prices and potentially increase firm's revenue, 25% support and 15% are neutral about it.

❖ Findings from Objective no. 3:

- a) It is found that 30% respondents rated expanding product range to cater to diverse customer preferences as most important techniques for business expansion, 20% voted for enhancing the quality of customer service and support as important techniques, 15% votes for implementing effective customer relationship management (CRM) system, 10% voted for developing strategic partnerships with suppliers or manufacturers, 10% for offering competitive pricing and discounts to attract customers, 10% voted for leveraging e-commerce platforms for online sales, and 5% rated employing digital marketing strategies (e.g. Social media, online advertising) as the least important techniques.
- b) It is seen that the least ratings are given to Competitive intelligence and monitoring of Industry trends i.e., 5%, Supportive government policies or incentives 5%, Access to funding on financial resources 10, Technologies advancements and adoption of new tools 10, Effective marketing and promotional strategies 15%, Customer feedback and satisfaction monitoring 25, and Market research and analysis for identifying growth opportunities i.e., 30% which is the most important factor as per the respondents for business expansion.
- c) It is found that participating in trade shows, exhibitions, or industry events, seeking feedback from customers through surveys or feedback forms and Engaging in online advertising campaigns are the least performed activities by brown goods businesses. Whereas Analyzing competitors' strategies and offerings, networking with other businesses in the industry, Conducting market research to identify new target markets, and Launching new product variations or line extensions are some of the frequently performed activities by small scale brown goods business for business expansion.

6.2. SUGGESTIONS-

On the basis of analysis and findings from the above study, following are some suggestions for the small-scale brown goods businesses, and to the government as well-
Suggestion to the small brown goods business owners-

- a) Do more market research and analyze customer needs and the Industry trends
- b) The small businesses should collaborate with other businesses to grow internally
- c) Try to retain their customers by providing them quality products and better after sale service.
- d) Try selling their products online
- e) Try to expand their business geographically for increased customer base.
- f) The businesses should also try participating in trade shows, exhibitions, or industry events.

Suggestion for the Government:

- a) The government should create a policy to support the small businesses in various ways such as lower taxes during one year period when the business is being established or help such entrepreneurs with market channels when they have just launched their businesses.
- b) Government should help them to provide business loan at lowest rate of interest, so that they can take loans from bank for making their business larger.
- c) Government should provide Educational as well as technical qualification.

6.3. CONCLUSION:

Expanding an existing small scale business in the brown goods sector can lead to better return on investment (ROI) and a range of benefits. The brown goods industry, which includes electronics and appliances, offers a numerous opportunities for growth and profitability. By strategically expanding operations, business owners can tap into new markets, increase customer base, and maximize their overall revenue. Expansion enables businesses to enjoy economies of scale. With expanded operations, businesses can negotiate better deals with suppliers, reduce manufacturing costs, and improve overall efficiency. Expanding small scale business also presents opportunities for geographic expansion. By targeting new regions or even entering the international market, business can reach a larger audience and tap into untapped markets. This can be done through opening new retail outlets, partnership with distributors, or even launching an online presence. In conclusion, expanding an existing an existing small scale business in the brown goods sector offers numerous advantages, including increased market reach, economies of scale, enhanced brand recognition and higher profitability.

LIMITATIONS OF THE STUDY:

1. The research results pertain specifically to a certain geographic area or timeframe.
2. Within the brown goods sector, small-scale enterprises frequently encounter constraints in maintaining comprehensive records or engaging in industry surveys, potentially compromising the thoroughness and credibility of research outcomes.
3. Proprietors exhibited reluctance in divulging sensitive data.
4. Insufficient support in securing funds for data gathering.
5. Given the dynamic nature of the brown goods industry, shaped by evolving consumer preferences, technological progress, and market shifts, research findings may swiftly become obsolete.

BIBLIOGRAPHY:

6. Machado, V. C., Pereira, F. F., & Lourenço, R. P. (2017). The effect of product diversification strategies on the performance of small and medium-sized enterprises. **Journal of Business Research, 70**, 219-225.
7. Soetanto, D. P., Proverbs, D. G., & Lamond, J. (2019). The role of strategic partnering in improving disaster resilience of small and medium-sized enterprises. **International Journal of Project Management, 37*(5), 748-762.*
8. Rodriguez-Ariza, L., Bartolomé, P. V., & Lopez-Perez, M. E. (2019). Corporate governance, innovation and firm performance. **International Journal of Environmental Research and Public Health, 16*(19), 3651.*
9. Huggins, R., & Thompson, P. (2015). Entrepreneurship, innovation, and regional growth. **Small Business Economics, 45*(1), 103-128.*
10. Hitt, M. A., Ireland, R. D., & Lee, H. U. (2018). Finance, financialization, and strategy. **Academy of Management Perspective, 32*(3), 416-438.*
11. Alas, R., Emmart, A., & Raudsepp, T. (2020). The role of differentiation strategies in gaining competitive advantage. **Journal of Competitiveness, 12*(2), 19-35.*
12. Huang, C., Lin, C. L., & Chen, M. Y. (2018). Innovation and firm performance. **Journal of Business Research, 89**, 328-334.
13. Lechnor, G., & Reiman, M. (2015). Reprocessing and repairing white and brown goods- the R.U.S.Z case: an independent and non-profit business. **Journal of Remanufacturing.**
14. Tandon, S. (2007). Outsourcing of brown goods to India. **Indian Journal of Management.**
15. Bocken, N., Short, S. W., Rana, P., & Evans, S. (2018). A literature and practice review to develop sustainable business model archetypes. **Journal of Cleaner Production, 177**, 444-458.