



Analysis on Export Performance of Stainless-Steel Products on Salem Steel Plant

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ABSTRACT:

Export performance refers to how successful a company or country is at selling its goods and services to other countries. It's a measure of their effectiveness in the international marketplace. In general, strong export performance is seen as a positive for both companies and countries. The objective of the study is to examine and evaluate the export performance of a steel manufacturing company, SAIL, located in Salem, India. The study utilizes various data analysis techniques, including compound annual growth rate, export sales value analysis, export growth rate analysis, export market share analysis to assess the company's export performance over 2019-2023. The findings of the study provide valuable insights into the export performance of steel at SAIL, Salem, identify areas of improvement, and enhancing export performance.

Keywords: Export Performance, Export, Level of Analysis, Export Function.

Introduction

This study aims to analyze export performance of stainless steel products in Salem Steel Plant. It examine the factors that influence how the plant is selling its stainless steel products to other countries form the past 4 years (2019-2023) data. The Indian stainless steel industry holds immense potential, but they are lack in export performance. This study identify key export barriers, explore untapped markets, and recommend actionable strategies to boost the export performance

Objectives of his Study

1. To analyze the export performance of Steel Authority of India Ltd., Salem.
2. To identify the total volume and value of Steel exported to other countries.
3. To measure the export growth rate of Steel exports in Salem Steel Plant.
4. To know the market share in the export of Stainless Steel.

Statement of the Problem

Even though being one of the largest industries in the world, the steel sector has been facing various challenges in recent times. Salem Steel Plant is one of the leading players in the stainless steel industry that has been exporting its products to different countries. However, there is a lack of clarity on the factors that affect the export performance of the company. Therefore, the main problem that this study aims to address is to analyze the export performance of stainless steel with special reference to Salem Steel Plant.

Literature Survey

(Ms.P.Swetha, 2020) Steels are alloys of iron & carbon, widely used in construction field and manufacturing of various products due to their high tensile strengths and normal costs. "The Iron and Steel Industry" is a single entity, but they are separate products. The steel industry is an indicator for economic progress of a country, because of its critical role in infrastructural and overall development. The recent economic boom in China and India have caused a massive increase in the demand for steel. Since 2000, several Indian and Chinese firms have risen to great level, for example Tata Steel (which bought Corus Group and Nat Steel) in India, Shanghai Baosteel Group Corporation & Shagang Group in China. Arcelor Mittal owned by Lakshmi Mittal which

is situated at Luxemburg is the world's largest steel producer till now. As per Tata Steel recent research report, India's steel sector will witness a tremendous investment of about Rs 2 trillion (US\$ 32.46 billion) in the upcoming years

Data Analysis

Secondary Data is used in this study. The data are collected from the resources available in internet and the documents provided by the company. **TOOLS USED FOR ANALYSIS** in Export Sales Value Analysis, Export Growth Rate Analysis, .

Analysis and Results

1. EXPORT SALES VALUE ANALYSIS

S.NO	YEAR	COMPANY DATA (IN CR)	COUNTRY DATA (IN Cr)	RESULT
1	2019-2020	11.05	558	1.98%
2	2020-2021	16.59	9647	0.17%
3	2021-2022	21.77	565	3.85%
4	2022-2023	0.39	389	0.10%

Source: secondary data

INTERPRETATIONS

The above table shows that the Export Sales Value Analysis of SAIL, Salem, in the year 2019-2020 the SAIL Sales Value percentage is 1.98 % , in the year 2020-2021 the SAIL Sales Value percentage is 0.17%, in the year 2021-2022 the SAIL Sales Value percentage is 3.85% and, in the year, and 2022-2023 the SAIL Sales Value percentage is 0.10%. Hence, in the year 2021-2022, the SAIL will have a highest Export Sales Value of 3.85 percent in its export of Steel products.

2. EXPORT GROWTH RATE ANALYSIS

S.NO	YEAR	VALUES IN INR (CR)	RESULT
1	2019-2020	11.05	50%
	2020-2021	16.59	
2	2020-2021	16.59	31%
	2021-2022	21.77	
3	2021-2022	21.77	-98%
	2022-2023	0.39	

Source: secondary data

INTERPRETATIONS

The above table shows that the Export Growth Rate of SAIL, Salem, in the year 2019-2020 and 2020-2021 the SAIL Growth Rate percentage is 50% (+ve), in the year 2020-2021 and 2021-2022 the SAIL Growth Rate percentage is 31% (+ve), and in the year 2021-2022 and 2022-2023 the SAIL Growth Rate percentage is 98% (-ve). Hence, in the year 2019-2020 and 2020-2021, the SAIL will have a highest Export Growth Rate of 50 percent in its export of Steel products.

Conclusion

The goal of the study was to evaluate Steel Authority of India Limited's, Salem, export performance. The Steel Authority of India Limited's export performance during the previous four years has been used in the research. Compound Annual Growth Rate, Export Sales Analysis, Export Market Share

Analysis, and Export Growth are some examples of these tools. Rate analyses are used to determine the firm's export performance. Steel export performance at SAIL, Salem was analyzed, and the results showed that during the last four years, the firm has increased its export sales and value significantly. The business has been successful in breaking into new markets and opening up fresh avenues for export expansion. Additionally, the business has successfully adjusted to shifting consumer preferences and worldwide market trends. All things considered, SAIL has proven it can compete successfully in the international market, and its export performance should continue to be excellent going forward.

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