

A STUDY ON IMPACT OF IMPLEMENTATION OF GST AMONG RETAILERS

Submitted in partial fulfillment of the requirement for the reward of

BACHELOR OF COMMERCE

By

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BACHELOR OF COMMERCE

SCHOOL OF MANAGEMENT STUDIES

**SATHYABAMA INSTITUTE OF SCIENCE AND
TECHNOLOGY**

{DEEMED TO BE UNIVERSITY}

**Accredited with Grade “A” by NAAC | 12B Status by UGC | Approved by AICTE
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SCHOOL OF MANAGEMENT STUDIES

BONAFIDE CERTIFICATE

This is to certify that this Project Report is the bona fide work of ABITHA.A.E (39740045) who has done the Project work entitled **A STUDY ON IMPACT OF IMPLEMENTATION OF GST AMONG RETAILERS** under my supervision from December 2020 to February 2021.

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DECLARATION

I **ABITHA.A.E (39740045)**. Hereby declare that the Project Report entitled “**A STUDY ON IMPACT OF IMPLEMENTATION OF GST AMONG RETAILERS**” done by me under the guidance of Dr.

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DATE:

PLACE: CHENNAI

ABITHA.A.E

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ABITHA.A.E

Abstract

Good and services Tax (GST) Act has radically reshaped Indian economy. This Act has been considered as a biggest indirect tax amended so far which was long anticipated and certainly guarantee to create independent platform for all goods and services offered in India. The objective of this study is to analyse the significant effect of GST system in Retailers business with reference to Coimbatore District. Presumably, GST system have created uneasiness among various sectors in Indian economy. The case of retail sector is predominant effect as it generate wide employment opportunities in rural and urban sector and also enables large volume of transactions. As per global scenario, India is considered to be highest in terms of per capita retail space and the fifth largest preferred retail destination. The rapid growth of retail sector has made a way for GST era to move forward and it is an important discussion across several division. However, India's vibrant retail sector is based on Compound Annual Growth Rate(CAGR). The real challenges faced by the retailers in the present GST system will be sourced through this study and suggested for better integration of State economies and boost overall growth.

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INTERPRETATION:

The above table shows that age wise distribution of sample respondents. It says that 35% the respondents are belonging to the age group of between 25 to 35. And 28% of the respondents are belonging to the age group of between 45 to 55. The 7% of the respondent are belonging to the age group of above 55.

The above table shows that gender wise distribution of sample respondents. It says that 83% of the respondents are male and the balance 17% of the respondents are female. Majority of the respondents are male.

The above table shows that distribution on the basis of educational status of samples respondents. It says that 32% of the respondents are SSLC, 27% of the respondent are PLUSS TWO. And 20% of the respondents are below SSLC, 16% of them are Graduates. And remaining 3% of respondents are PG. Majority of the respondent are SSLC

CHAPTER 1
INTRODUCTION

1.1 INTRODUCTION

The Goods and Services Tax (GST), the biggest reform in India's indirect tax structure since the economy began to be opened up 25 years ago, at last looks set to become reality. The Constitution (122nd) Amendment Bill finally got the nod of Rajya Sabha. Government successfully stitching together a political consensus on the GST Bill, to pave the way for much awaited roll out of the landmark tax reform that will create a common market of 1.25 billion people. GST will be a game changing reform for Indian economy by developing a common Indian market and reducing the cascading effect of tax on the cost of goods and services. It will impact the Tax Structure, Tax Incidence, Tax Computation, Tax Payment, Compliance, Credit Utilization and Reporting leading to a complete overhaul of the current indirect tax system. Law, provide for compensation 100% to States for any loss of revenues arising on account of GST, for a period which may extend to five years, based on the recommendations of the GST Council Here, every tax payer will be issued a 15-digit common identification number which will be called as "Goods & Service Tax Identification Number" (GSTIN) a PAN based number.

GST is a consumption based tax levied on sale, manufacturing and consumption of goods & services at a national level. Many taxes have been subsumed under GST which are as under

IMPACT OF IMPLEMENTATION OF GST AMONG RETAILERS

Central Indirect Taxes & Levies	□ Central Excise Duty □ Additional Excise Duties □ Excise Duty levied under the Medicinal Preparations (Excise Duties) Act, 1955 □ Service Tax □ Additional Customs Duty (CVD) □ Special Additional Duty of Customs

	☐ Central Surcharge and Cess
State Indirect Taxes & Levies	☐ VAT / Sales Tax ☐ Entertainment Tax (other than the tax levied by local bodies) ☐ Central Sales Tax ☐ Octroi & Entry Tax ☐ Purchase Tax ☐ Luxury Tax ☐ Taxes on Lottery Betting and Gambling ☐ State Cesses and Surcharges

Items not covered under (as in Proposed Draft) GST: Alcohol, tobacco, petroleum product, electricity etc. are not covered under GST.

□ **GOODS AND SERVICE TAX (GST)**

Goods and Service Tax Law in India is a comprehensive, multi-stage, destination based tax that is levied on every value addition.

In simple words, Goods and Service Tax is an indirect tax levied on the supply of goods and services. GST Law has replaced many indirect tax laws that previously existed in India. GST is one indirect tax for the entire country.

Under the GST regime, the tax will be levied at every point of sale. In case of interstate sales, Central GST and State GST will be charged. Intrastate sales will be charged to Integrated GST.

The GST journey in India began in the year 2000 when a committee was set up to draft GST Law. It took 17 years from then for the law to evolve. In 2017 the GST Bill was passed in the Lok Sabha and Rajya Sabha. On 1st July 2017 the GST Law came into force.

The main advantages of GST remove the cascading effect on the sale of goods and services. Removal of cascading effect will directly impact the cost of goods. The cost of goods should decrease since tax on tax is eliminated in the GST regime.

GST is also mainly technologically driven. All activities like registration, return filing, application for refund and response to notice needs to be done online on the GST portal. This will be speed up the processes. Advantages of GST are,

- Removing cascading tax effect.
- Higher threshold for registration.
- Composition scheme for small businesses.
- Online simpler procedure under GST.
- Lesser compliances.
- Defined treatment for e-commerce.
- Increased efficiency in logistics.
-
- Regulating the unorganized sector.

o

- **CGST** collected by the Central Government on an intra-state sale.
- **SGST** collected by the State Government on an intra-state sale.
- **IGST** collected by central government for inter-state sale
-

□ **VALUE - ADDED TAX (VAT)**

A value- added tax (VAT) is a consumption tax placed on a product whenever value is added at each stage of the supply chain, from production to the point of sale. The amount of VAT that the user pays is on the cost of the product, less any of the costs of materials used in the product that have already been taxed.

□ **RETAILING**

Retail refers to the activity of reselling. A retailer is any person or organisation is a reseller who sells good or services directly to consumers or end-users. Some retailers may sell to business customers, and such sales are termed non-retail activity. In some jurisdiction or regions, legal definitions of retail specify that at least 80% of sales activity must be to end-users.

TYPES;

- *DEPARTMENTAL STORES*: A departmental store is a set-up which offers wide range of products to the end-users under one roof. In a departmental store, the consumers can get almost all the products they aspire to shop at one place only.
- *DISCOUNT STORES*: Discount store also offer a huge range of products to the end-users but at a discount rate.
- *SUPERMARKET*: A retail store which generally sells food products and household items, properly placed and arranged in specific departments.
- *WAREHOUSE STORES*: A retail format which sells limited stock in bulk at a discounted rate.
- *KIRANA STORES*: Kirana stores are the small stores run by individuals in the nearby locality to cater to daily needs of the consumers staying in the vicinity.
- *SPECIALITY STORES*: It would specialize in a particular product and would not sell anything else apart from the specific range. They sell only selective items of one particular brand to the consumers and primarily focus on high customer satisfaction.
- *MALLS*: Many retail stores operating at one place form a mall. A mall would consist of several retail outlets each selling their own merchandise but at a common platform.
- *E- TAILERS*: The customers can place their order through internet, pay with the help of debit or credit cards and the products are delivered at their homes only.

- *DOLLAR STORES*: It offer selected products at extremely low rates but here the prices are fixed.

□ **FAST MOVING CONSUMER GOOD (FMCG)**

Fast-moving consumer goods are products that sell quickly at relatively low cost – items such as milk, gum, fruit and vegetables, toilet papers, soda, beer and over-the-counter drugs like aspirin.

The fast moving consumer goods industry covers the households' items that you buy when shopping in the supermarket or pharmacy. 'Fast moving' implies that the items are quick to leave the shelves and also tend to be high in volume but low in cost items.

The products are ones that are essential items that we use day in and day out. This multi-million-dollar sector holds some of the most famous brand names that we come across every single day.

□ **TEXTILES**

A type of material composed of natural or synthetic fibres. Types of textiles include animal-based material such as wool or silk, plant-based material such as linen and cotton, and synthetic material such as polyester and rayon. Textiles are often associated with the production of clothing,

The textile industry is primarily concerned with the design, production and distribution of yarn, cloth and clothing.

The raw material may be natural, or synthetic using products of the chemical industry.

□ **HOTEL**

The primary purpose of hotels is to provide travellers with shelter, food, refreshment, and similar services and goods, offering on a commercial basis things that are customarily furnished within households but unavailable to people on a journey away from home. Historically hotels have also taken on many other functions, serving as business exchanges, decorative showcases, political headquarters, vacation spots, and permanent residences. The hotel as an institution, and hotels as an industry.

□ **MEDICAL SHOP**

A store that sells health care products and medicines. Customers can buy both over-the-counter and prescription medication at a drug store. It is not uncommon for a drug store to carry other frequently used household products and merchandise.

It is a retail shop which provides prescription drugs, among other products. At the pharmacy, a pharmacist oversees the fulfilment of medical prescriptions and is available to give advice on their offering of over-the-counter drugs. A typical pharmacy would be in the commercial area of a community.

□ JEWELLERY

A branch of industry that produces articles from precious metals and gems and from other materials subjected to artistic treatment. Objects of personal adornment for women, tableware, and various souvenirs constitute most of the articles made by the jewellery industry. The industry's growth in the USSR has been linked with the rising standard of living of the working people and the increased export of jewellery to other countries.

1.6 STATEMENT OF PROBLEM

The introduction of Goods and Services Tax (GST) would be a very significant step in the field of indirect tax reforms in India. By amalgamating a large number of Central and State taxes into a single tax, it would mitigate cascading or double taxation in a major way and pave the way for a common national market. From the consumer point of view, the biggest advantage would be in terms of a reduction in the overall tax burden on goods, which is currently estimated to be around 25%-30%. Introduction of GST would also make Indian products competitive in the domestic and international market.

Retail refers to the activity of reselling. A retailer is any person or organisation is a reseller who sells good or services directly to consumers or end-users. Some retailers may sell to business customers, and such sales are termed non-retail activity. In some jurisdiction or

regions, legal definitions of retail specify that at least 80% of sales activity must be to end-users.

Hence the present study is focused in the areas of FMCG,
Textiles,

Hotel, Medical shop, Jewellery etc...And also focused on knowledge of retailers about GST, impact of implementation of GST among retailers, opinion of retailers about the GST implementation.

1.3. OBJECTIVE OF THE STUDY

- To identify the knowledge of retailers about GST.
- To understand the impact of implementation of GST among retailer.
- To study the opinion of retailers about the GST implementation.

1.4. SCOPE OF THE STUDY

The study entitled “Impact of implementation of GST among retailers with special reference to Medavakkam taluk” was carried out to define the impact of implementation of GST among retailers and to understand their knowledge about GST, and also their opinion. It helps to identify impact of GST in retail sector that is both positive and negative.

So that it will ensure that GST have positive impact in the retail sector. Because of GST will avoid the cascading effect as the tax is calculated only on the value added at each stage of transfer of ownership. GST is one indirect tax for the entire country.

1.10 LIMITATIONS

- The study is based on sampling method. So sampling error may bound to occur.
- Due to lack of time, money and resources, the sample size limited to 60 respondents.
- The respondents may be biased in providing information.
- The study is limited to Medavakkam taluk.
- The sample size may not be represented the target population of the study.

CHAPTER – 2

REVIEW OF LITERATURE

2.1 REVIEW OF LITERATURE

Reviews of related literature forms an integral part of any research study. A careful scanning of the illiterate studies on related studies will help for clearing the background for present study.

➤ **PINKI, SUPRIYA KAMMA AND RICHA VERMA (JULY 2014)**

Studied, “Goods and Service Tax – Panacea for Indirect Tax System in India” and concluded that the new NDA government in India is positive towards implementation of GST and it is beneficial for central government, state government and as well as for consumers in long run if its implementation is backed by strong IT infrastructure.

➤ **AGOGO MAWULI (MAY 2014)**

➤ Studied, “Goods and Service Tax- An Appraisal” and found that GST is not good for low- income countries and does not provide broad based growth to poor countries. If still thee countries want to implement GST, then the rate of GST should be less than 10% for growth.

➤ **NITIN KUMAR (2014)**

➤ Studied, “Goods and Service Tax – A Way Forward” and concluded that implementation of GST in India help in removing economic distortion by current indirect tax system and expected to encourage unbiased tax structure which is indifferent to geographical locations.

➤ **NISHITHA GUPTHA (2014)**

- In her study stated that implementation of GST in the Indian framework will lead to commercial benefit which were untouched by the VAT system and would essentially lead to economic development a collective gain for industry, trade, agriculture and common consumers as well as for the Central and State government
-
- . **JAIPRAKASH (2014)**
- In his research study mentioned that the GST at the Central and the State level are expected to give more relief to industry, trade, agriculture and consumers through a more comprehensive and wider coverage of input tax set-off and service tax set-off, subsuming of several taxes in the GST and phasing out of GST. Responses of industry and also of trade have been indeed encouraging. Thus GST offers us the best opinion to broaden our tax base and we should not miss this opportunity to introduce it when the circumstances are quite favourable and economy is enjoying steady growth with only mid inflation.
-

➤ **SARAVANAN VENKADASALAM (2014)**

- Has analysed the post effect of the goods and service tax (GST) on the national growth on ASEAN states using Least Squares Dummy Variable Model (LSDVM) in his research paper. He stated that seven of ten ASEAN nations are already implementing the GST. He also suggested that the household final consumption expenditure and general government consumption expenditure are positively significantly related to the gross domestic product as require and support the economic theories. But the effect of the post GST differs in countries.
- Philippines and Thailand show significant negative relationship with their nation's development. Meanwhile, Singapore shows a significant positive relationship. It is undeniable that those countries whom implementing GST always encounter grows. Nevertheless, the extent of the impact varies depending on the governance, compliance cost and economic distortion. A positive impact of GST depends on a neutral and rational design of the GST such a way it I simple, transparent and significantly enhances in voluntary compliance. It must be actual, not presumptive, prices and compliance control would be exercised through an auditing system.

➤ **HUANG (2013)**

- The author examines the relation between the newly introduced GST in Australia in 2000 and the mortgage costs between 1999 and 2001. The study concludes that given that in Australia financial services industry is taxed on input taxation basis i.e. the output mortgage service not liable to GST and GST paid on input services to provide these mortgage services are also not allowed. This extra cost of sunk input tax is passed in the form of increased mortgage costs to customers making housing costly post introduction of GST in Australia.

➤ **NEW ZEALAND GOVERNMENT (2012)**

- The author has traced the GST and import duties applicable on the various imports into New Zealand. The paper discusses not only the goods on which duty is payable but also whether further GST is payable on the same goods. The paper also discusses the applicability of the taxes on the goods ordered and delivered through internet. The paper also discusses various exemption available like personal effects to the import taxation.

➤ **DR. R. VASANTHAGOPAL (2011)**

- Studied, “GST in India: A Big Leap in the Indirect Taxation System” and concluded that switching to seamless GST from current complicated indirect tax system in India will be a positive step in booming Indian economy. Success of GST will lead to its acceptance by more than 130 countries in world and a new preferred form of indirect tax system in Asia also.

- **EHTISHAM AHMED AND SATYA PODDAR (2009)**
- Studied “Goods and Service Tax Reforms and Intergovernmental Consideration in India” and found that GST introduction will provide simpler and transparent tax system with increase in output and productivity of economy in India. But the benefits of GST are critically dependent on rational design of GST.

CHAPTER 3

RESEARCH METHADODOLOGY

3.1 RESEARCH METHADODOLOGY

1.5. HYPOTHESIS

- **H0:** There is no significant relationship between the educational status and the awareness level about GST of retailers.
- **H1:** There is a significant relationship between the educational status and the awareness level about GST of retailers.
- **H0:** There is no significant relationship between the different sectors and the impact of GST on turnover, cost of production, and price of goods.
- **H1:** There is a significant relationship between the different sectors and the impact of GST on turnover, cost of production, and price of goods.

1.6. RESEARCH METHODOLOGY

A research is an argument of conditions for collection and analysis of data in a manner that aims to combine relevance to the research purpose with the economy in the procedure. In other words, research design is the blue print for the collection, measurement and analysis of data. This section describes the research methodology adopted to achieve the objectives of the study. The present study incorporates the collection of both primary and secondary data. The primary data were collected through questionnaire specially designed for

this survey. And the secondary data are collected from journals, books, records of previous study, articles, web sites etc...

1.6.1 RESEARCH DESIGN

Research design is a plan, structure strategy of investigation conceived so as to obtain answer to research questions. Every researcher should prepare a well-defined plan or design in advance for all research operations. The decision relating to what, where, when, how much and by what means made up and plan of study.

It is the process by which the researcher evaluates the tools that produce research findings. This research is a sample survey because it takes a considerable part from a large population (impact GST among retailers in Medavakkam taluk) and analyses the sample part in order to make meaningful interpretations and conclusions. In this study follows the descriptive in nature.

□ DESCRIPTIVE RESEARCH

Descriptive research is the fact finding investigation. The descriptive study is designed to gather descriptive information. It provides information for formulating complex studies. The data needed for study are collected through questionnaire. Descriptive research describes phenomena as they exist. It is used to identify and obtain information on a particular problem or issue. In this study is descriptive in nature.

□ SAMPLE DESIGN

A sample design is a definite plan for obtaining a sample from the sampling frame it refers to the technique or procedure the

research would adopt in selecting some sampling units. An optimum sampling may be defined as the size of sample, which fulfils the requirements of efficiency, representativeness, reliability and flexibility. For the study convenience sampling technique had been used for collecting primary data through questionnaire.

□ **CONVENIENCE SAMPLING**

Convenience sampling is a type of non-probability sampling that involves the samples being drawn from that part of the population that is close to hand. That is, a sample population selected because it is readily available and convenient, as researchers are drawing on relationships or networks to which they have easy access

□ **POPULATION**

Population of the study is the retailers in Medavakkam taluk in Malappuram district of Kerala, India. Size of population of the study is a large one to be managed, sampling method has been adopted.

• **SAMPLE SIZE**

Sample size is the number of items to be selected from the population to constitute the sample for the research. A sample should be actual representation of the population. In order to understand the impact of implementation of GST among retailers. It is decided to select 60 retailers in Medavakkam taluk.

1.6.2 SOURCES OF DATA

Source of data means the origin from where we collect the data. Generally, the source of data collection is two types (1) primary source of data (2) secondary source of data. Primary and secondary have been used in this study and they were collected accordingly.

- **PRIMARY DATA**

Primary data are those data which are directly collected by the researcher or through investigator or enumerator for his purpose in first time. The primary data are original in character.

Here, primary data is collected from the retailers in Medavakkam taluk by using questionnaire.

- **SECONDARY DATA**

The secondary data are those data, which have already been collected and published or compiled for another purpose of the study. It includes not only

published records and reports but also unpublished records. Secondary data require for the study have been gathered from internet, newspaper, articles, magazines etc...

1.6.3 TOOLS FOR ANALYSIS

Under this study in order to analyse and interpret the collected data the following statistical tools are used.

- **SIMPLE PERCENTAGE METHOD**

Simple percentage method refers to special kind of ratio percentage that is used in making comparison between two or more series of data percentage, I used to describe relationship. Since percentage reduce everything to common days and there by allow meaningful comparison to be made. Also it is to classify the opinion of respondents for different factors.

- **WEIGHTED AVERAGE METHOD**

Mean in which each item being averaged is multiplied by a number (weight) based on the item's relative importance. The result is summed and the total is divided by the sum of the weights. Weighted averages are used extensively in descriptive statistical analysis such as index numbers. Also called weighted mean.

□ **CHARTS, DIAGRAMS AND TABLES**

Charts, diagrams and tables are used for presentation of the data. It is more useful to present the results in a simplified manner.

□ **CHI-SQUARE TEST**

It is a non-parametric test. The statistical test in which the test statistic follows χ^2 -distribution, is called χ^2 test. It tests the significance of difference between observed frequencies and the corresponding theoretical frequencies of a distribution, without any assumption about the distribution of the population.

CHAPTER 4

ANALYSIS AND INTERPRETATION

DATA ANALYSIS AND INTERPRETATION

Collected data are analysed by using statistical tools like percentage, Chi-square, weighted average.

Table, diagrams, charts and graphs are also used to analyse the data to present the result in attractive ways.

DISTRIBUTION ON THE BASIS OF DEMOGRAPHIC VARIABLES OF SAMPLES:

TABLE NO. 4.1

DISTRIBUTION ON THE BASIS OF DEMOGRAPHIC VARIABLES OF SAMPLES

SI.NO	VARIABLES		
1.	AGE	NO.OF RESPONDENTS	PERCENTAGE
	Below 25	5	8
	25-35	21	35
	35-45	13	22
	45-55	17	28
	Above 55	4	7
	Total	60	100
2.	GENDER	NO.OF RESPONDENTS	PERCENTAGE
	Male	50	83
	Female	10	17
	Total	60	100

	EDUCATIONAL STATUS	NO.OF RESPONDENTS	PERCENTAGE
3.	Below SSLC	12	20
	SSLC	19	32
	PLUS TWO	16	27
	Graduate	10	16
	PG	3	5
	Others	0	0
		60	100



	WORKING AREA	NO.OF RESPONDENTS	PERCENTAGE
4.	FMCG	10	17
	Textiles	10	17
	Hotel	10	17
	Medical shop	10	17
	Jewellery	10	16
	Others	10	16
5.	Total NATURE OF BUSINESS	60 NO.OF RESPONDENTS	100 PERCENTAGE
	Sole trade	44	73
	Partnership	16	27
6.	Total MONTHLY SALES	60 NO.OF RESPONDENTS	100 PERCENTAGE
	Below 30000	6	10
	30000-60000	14	23
	60000-90000	20	33
	90000-120000	10	17
	Above 120000	10	17
	Total	60	100

(SOURCE: PRIMARY DATA)

INTERPRETATION

The above table shows that age wise distribution of sample respondents. It says that 35% the respondents are belonging to the age group of between 25 to 35. And 28% of the respondents are belonging to the age group of between 45 to 55. The 7% of the respondent are belonging to the age group of above 55

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2.DISTRIBUTION ON THE BASIS OF AWARENESS LEVEL ABOUT GST:

TABLE NO. 4.2.1

DISTRIBUTION ON THE BASIS OF AWARENESS LEVEL ABOUT GST

TERMS	HIGHLY AWARE	AWARE	NUETRAL	UNAWARE	HIGHLY UNAWARE	TOTAL
Tax rates	21	27	12	0	0	60
Payment mechanism	7	12	30	11	0	60
GST credit	0	15	24	21	0	60
Composition scheme	12	22	9	9	8	60
GST online	9	14	19	10	8	60

procedure						
Total	49	90	94	51	16	300

(SOURCE: PRIMARY DATA)

CHART NO. 4.1
AWARENESS LEVEL ABOUT GST

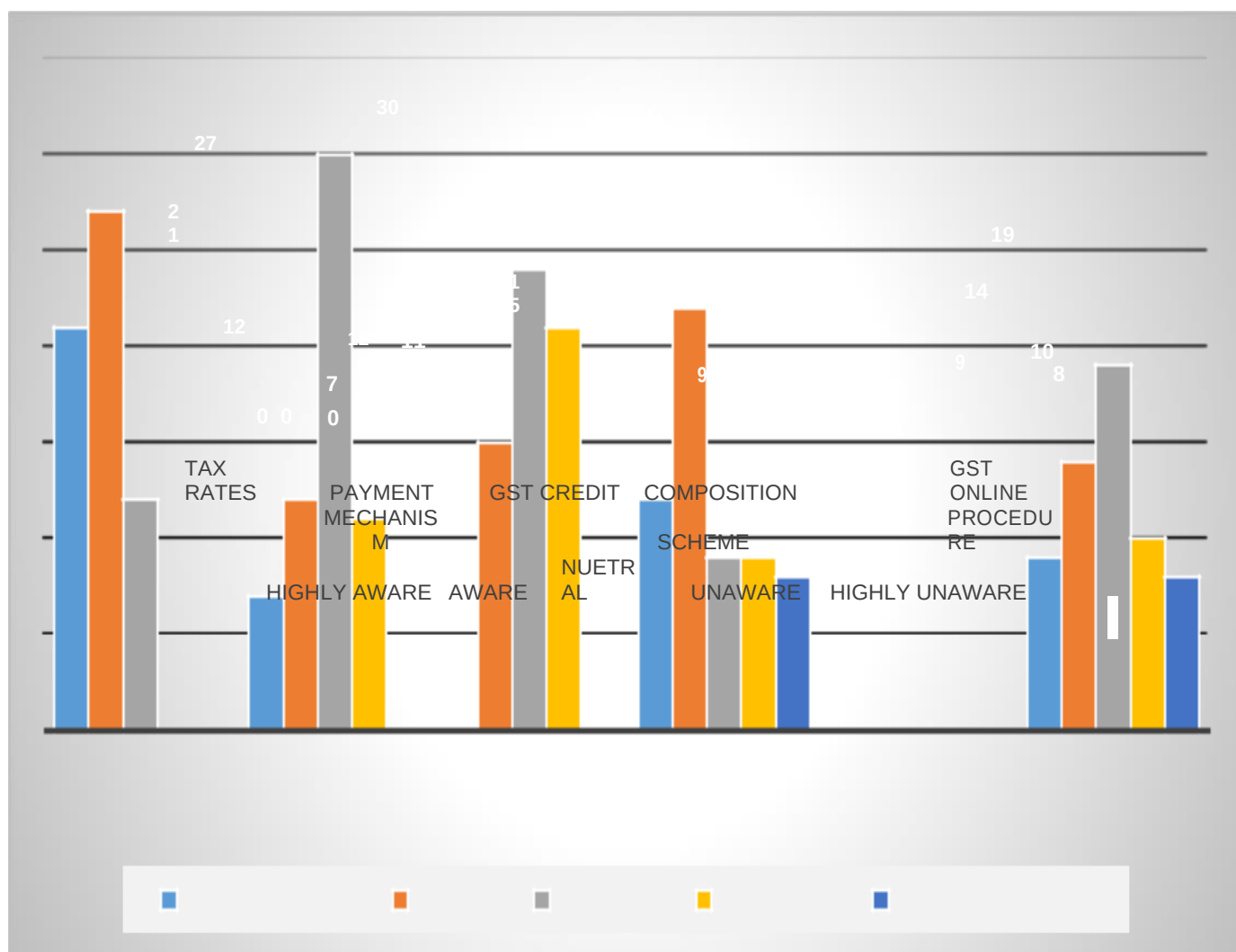


TABLE NO. 4.2.2

ANALYSIS ON THE BASIS OF AWARENESS LEVEL ABOUT GST

TERMS	5	4	3	2	1	SCORE	WEIGHTED AVERAGE	%
Tax rate	105	108	36	0	0	249	4.15	83
Payment mechanism	35	48	90	22	0	195	3.25	65
GST credit	0	60	72	42	0	174	2.90	58
Composition scheme	60	88	27	18	8	201	3.35	67
GST online procedure	45	56	57	20	8	186	3.10	62

(SOURCE: PRIMARY DATA)

INTERPRETATION:

The above table shows that analysis on the basis of awareness level about GST of sample respondents. It says that 83% of the respondents are aware about GST, and 67% of the respondents are aware about composition scheme. And 65% of the respondents are aware about payment mechanism, and 62% of the respondent are aware about GST online procedure. And the remaining 58% of the respondent are aware about GST credit. Majority of the respondents are aware about the various tax rates of the GST system.

CHI-SQUARE TEST

H₀: There is no significant relationship between the educational status and the awareness level about GST of retailers.

H₁: There is a significant relationship between the educational status and the awareness level about GST of retailers.

TABLE NO. 4.2.3

Particulars	Highly aware	Aware	Neutral	Unaware	Highly unaware	Total
Below SSLC	2	6	18	17	7	50
SSLC	5	23	36	17	5	86

Plus two	8	23	26	12	4	73
Graduate	19	25	12	4	0	60
PG	16	13	2	0	0	31
Others	0	0	0	0	0	0
Total	50	90	94	50	16	300

(SOURCE: PRIMARY DATA)

TABLE NO. 4.2.4

CHI-SQUARE TABLE

OBSERVED (O)	EXPECTED (E)	(O-E) ²	(O-E) ² /E
7	22	225	10.22727
8	12	16	1.333333
19	10	81	8.1
16	5	121	24.2
6	15	81	5.4
23	26	9	0.346154
23	22	1	0.045455
25	18	49	2.722222
13	9	16	1.777778
18	16	4	0.25
36	27	81	3
26	23	9	0.391304
14	29	225	7.758621
17	8	81	10.125

17	14	9	0.642857
16	27	121	4.481481
7	3	16	5.333333
9	14	25	1.785714
TOTAL			87.92053

$$\chi^2 = \sum \frac{(O-E)^2}{E}$$

Calculated value = 87.920

Degree of freedom = (r-1) (c-1)

$$= (6-1) (5-1) = 5*4 = 20$$

Level of significance = 0.05

Table value = 31.410

INTERPRETATION:

Here calculated value [87.920] is higher than the table value 31.410. So we reject null hypothesis and accept alternative hypothesis. Therefore, it found that there is a significant relationship between the educational status and the awareness level about GST of retailers.

3.DISTRIBUTION ON THE BASIS OF SOURCE OF GETTING KNOWLEDGE ABOUT GST:

TABLE NO. 4.3
DISTRIBUTION ON THE BASIS OF SOURCE OF GETTING KNOWLEDGE ABOUT GST

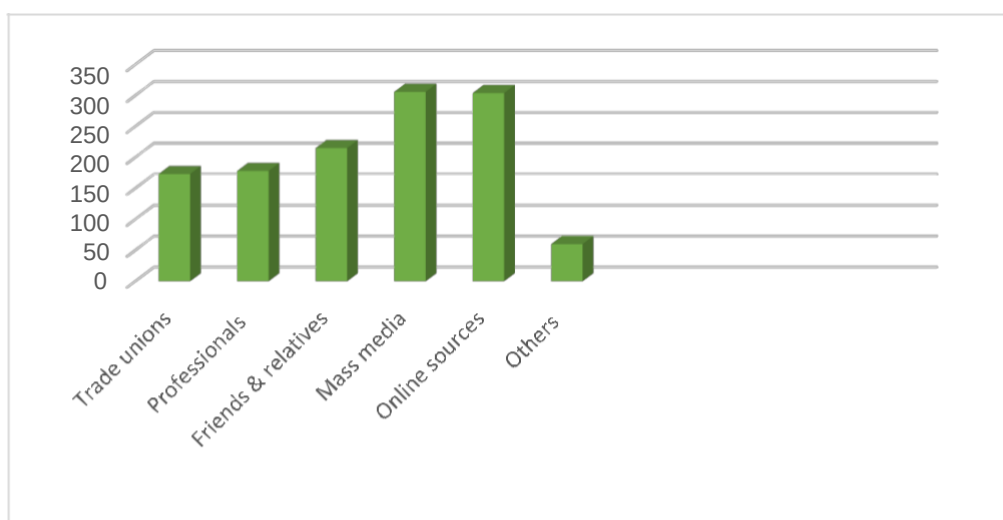
SOURCES	6	5	4	3	2	1	SCORE	RANK	WEIGHTED AVERAGE
Trade unions	6	20	32	69	46	0	173	5	2.88
Professionals	0	30	40	60	48	0	178	4	2.96
Friends & relatives	42	25	88	24	36	0	215	3	3.58
Mass media	150	105	36	15	0	0	306	1	5.10
Online sources	138	125	28	9	4	0	304	2	5.06
Others	0	0	0	0	0	60	60	6	1

(SOURCE: PRIMARY DATA)

INTERPRETATION:

The above table shows that the distribution on the basis of sources of getting knowledge about GST. It says that out of 60 respondents' majority of the respondents are provide 1st rank to mass media, and they can provide last i.e. 6th rank to the other sources. Through this analysis mass media is the major source of getting knowledge about GST.

CHART NO. 4.2
SOURCES OF GETTING KNOWLEDGE ABOUT GST



4.DISTRIBUTION ON THE BASIS OF REGISTRATION IN COMPOSITION SCHEME:

TABLE NO. 4.4

**DISTRIBUTION ON THE BASIS OF REGISTRATION IN COMPOSITION
SCHEME**

PURTICULERS	NO.OF RESPONDENTS	PERCENTAGE
Yes	50	83
No	10	17
Total	60	100

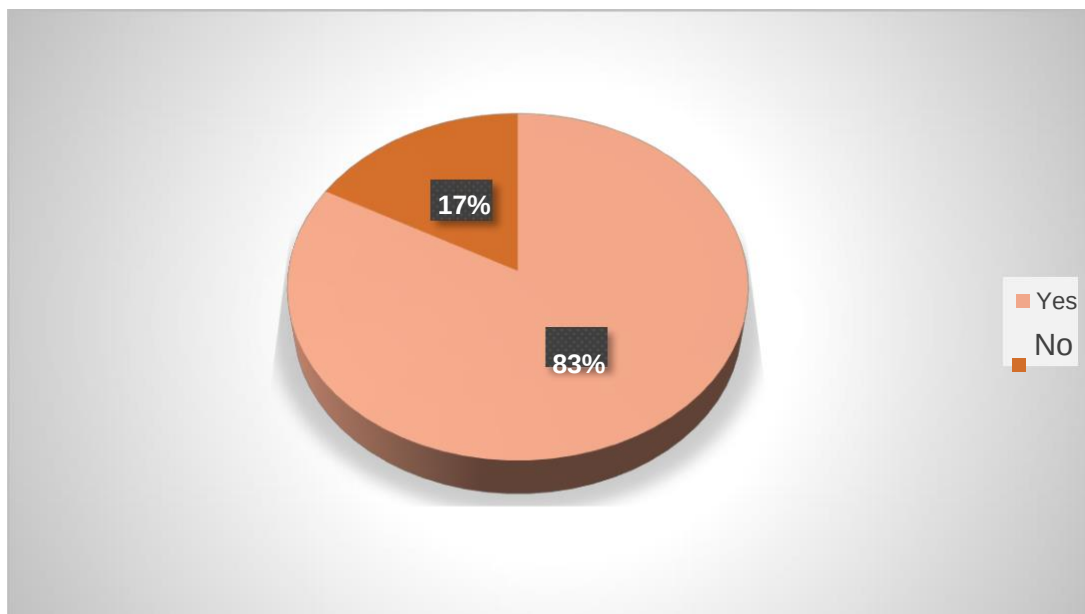
(SOURCE: PRIMARY DATA)

INTERPRETATION:

The above table shows that distribution on the basis of registration in composition scheme. It says that 83% of the respondents are registered in composition scheme, and the remaining 17% of the respondents are not registered in composition scheme. Majority of the respondents are registered in composition scheme.

CHART NO. 4.3

REGISTRATION IN COMPOSITION SCHEME



5. DISTRIBUTION ON THE BASIS OF SYSTEM BENEFIT:

TABLE NO. 4.5

DISTRIBUTION ON THE BASIS OF SYSTEM BENEFIT

SYSTEM	NO.OF RESPONDENTS	PERCENTAGE
VAT	27	45
GST	33	55
Total	60	100

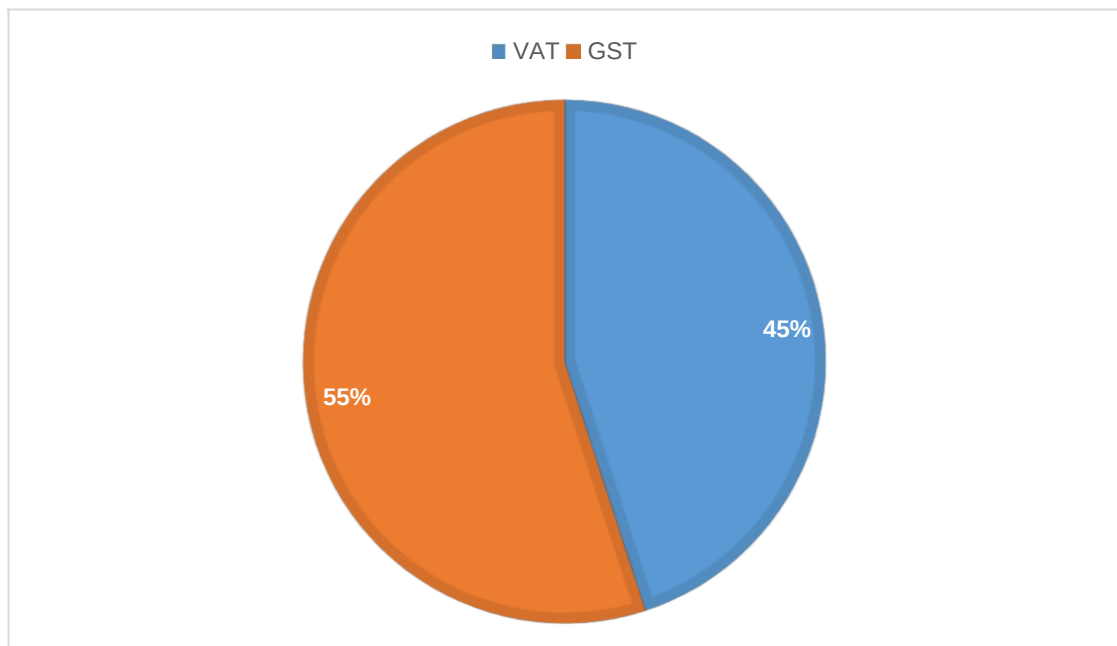
(SOURCE: PRIMARY DATA)

INTERPRETATION:

The above table shows that the distribution on the basis of system benefit of sample respondents. It says that 55% of the respondents have said that GST is better than VAT. Majority of the respondents are accepting GST system.

CHART NO. 4.4

ON THE BASIS OF SYSTEM BENEFIT



6.DISTRIBUTION ON THE BASIS OF PROBLEMS RELATED TO GST PROCEDURES:

TABLE NO. 4.6

DISTRIBUTION ON THE BASIS OF PROBLEMS RELATED TO GST PROCEDURES

PURTICULERS	NO.OF RESPONDENTS	PERCENTAGE
Yes	26	43
No	34	57
Total	60	100

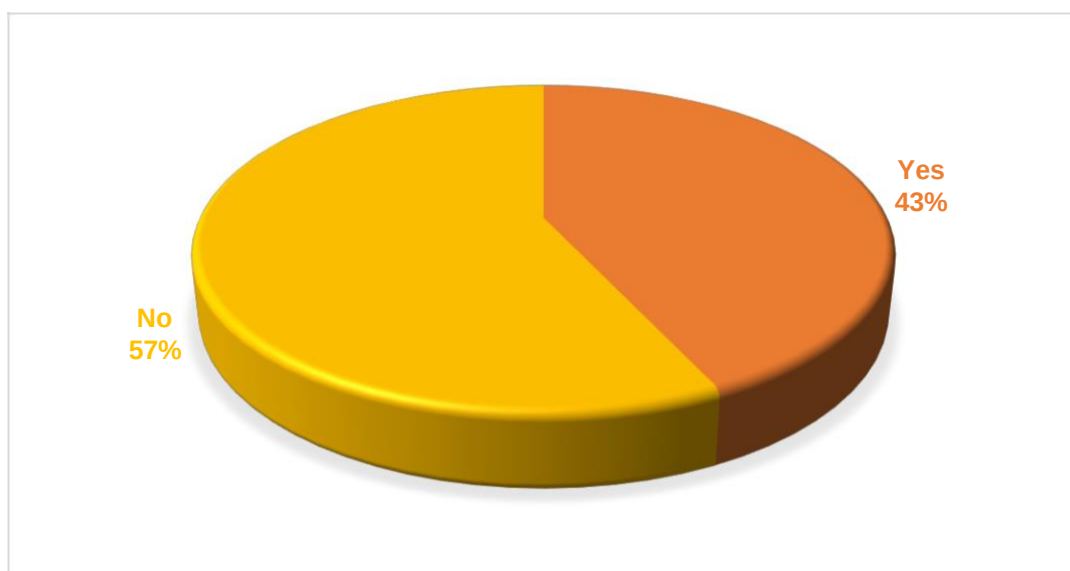
(SOURCE: PRIMARY DATA)

INTERPRETATION:

The above table shows that the distribution on the basis of problems related to GST procedure among sample respondents. It says that 57% of the respondents have said that there are no problems related to GST procedures, and remaining 43% of the respondents have said that there are problems related to GST procedures. Majority of the respondents have said that there is no problem related to GST.

CHART NO. 4.5

PROBLEMS RELATED TO GST PROCEDURES



7.DISTRIBUTION ON THE BASIS OF EFFECT OF GST ON SOME FACTORS:

TABLE NO. 4.7.1

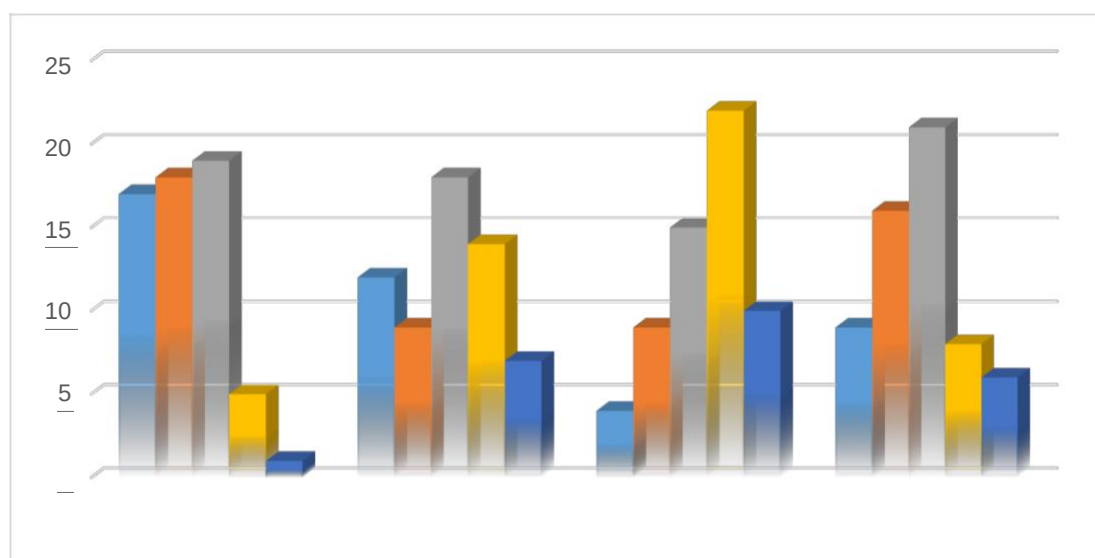
DISTRIBUTION ON THE BASIS OF EFFECT OF GST ON SOME FACTORS

Statement	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	Total
GST has increase the cost of production	17	18	19	5	1	60
GST has increase the price of goods	12	9	18	14	7	60
GST has increase the turnover	4	9	15	22	10	60
GST is regulating the unorganized sector	9	16	21	8	6	60
Total	42	52	73	49	24	240

(SOURCE: PRIMARY DATA)

CHART NO.4.6

EFFECT OF GST ON SOME FACTORS



0

GST has increase the GST has increase the GST has
increase decrease the GST is regulating the
the price of goods turnover
cost of unorganized sector
production

- ☐ Strong disagree
- ☐ agree
- ☐ Neutral
- ☐ Disagree
- ☐ Strongly agree

TABLE NO. 4.7.2

ANALYSIS ON THE BASIS OF EFFECT OF GST ON SOME FACTORS

STATEMENT	5	4	3	2	1	SCORE	WEIGHTED AVERAGE	%
GST has increase the cost of production	85	72	57	10	1	225	3.75	75
GST has increase the price of goods	60	36	54	28	7	185	3.08	62
GST has increase the turnover	20	36	45	44	10	155	2.58	52
GST is regulating the unorganized sector	45	64	63	16	6	194	3.23	65

(SOURCE: PRIMARY DATA)

INTERPRETATION:

The above table shows that analysis on the basis of effect of GST on some factors. It says that 75% of the respondents have said that GST has increase cost of production, and 65% of the respondents have said that GST is regulating the unorganized sector. And 62% of the respondents have said that GST has increase the price of goods, and 52% of the respondents have said that GST has decrease the turnover. Majority of the respondents have said that GST

8. DISTRIBUTION ON THE BASIS OF TAX RATES:

TABLE NO. 4.8.1

DISTRIBUTION ON THE BASIS OF TAX RATES

STATEMENTS	Highly satisfied	Satisfied	Neutral	Dissatisfied	Highly dissatisfied	TOTAL
Various rates under GST system	9	18	22	7	4	60
0%	17	13	0	0	0	30
5%	20	17	13	4	0	54
12%	0	9	15	6	4	34
18%	0	0	7	19	10	36
28%	0	0	2	4	8	14
Goods covered under different rate of tax	5	8	19	15	13	60
GST system removing the cascading effect of tax	18	34	8	0	0	60
Total	70	100	86	54	38	348

(SOURCE: PRIMARY DATA)

CHART NO. 4.7

ON THE BASIS OF TAX RATES

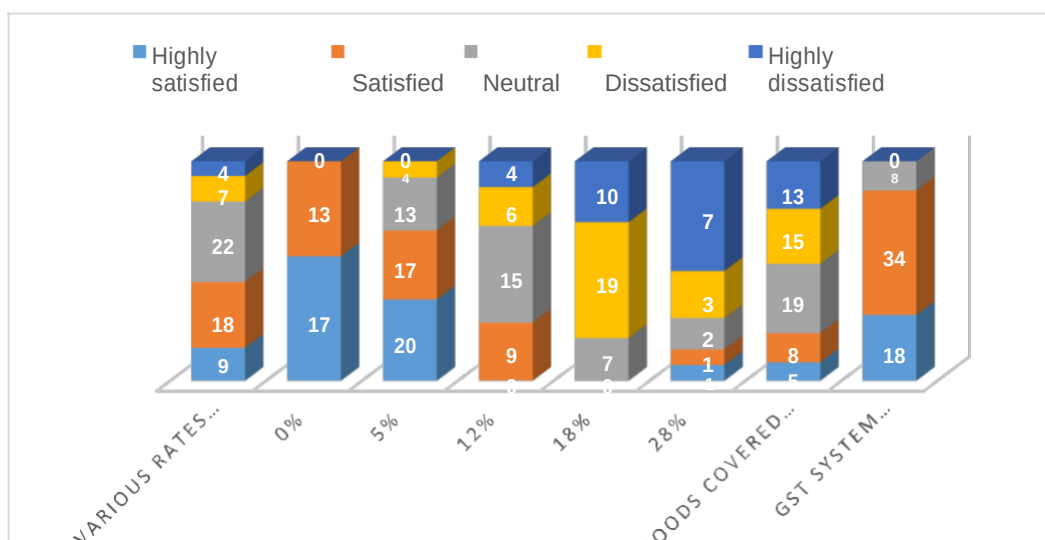


TABLE NO. 4.8.2

ANALYSIS ON THE BASIS OF TAX RATES

STATEMENTS	5	4	3	2	1	SCORE	WEIGHTED AVERAGE	%
Various rates under GST system	45	72	66	14	4	201	3.35	67
0%	85	52	0	0	0	137	4.56	91
5%	100	68	39	8	0	215	3.98	80
12%	0	36	45	12	4	97	2.85	57
18%	0	0	21	38	10	69	1.91	38
28%	0	0	6	8	8	22	1.57	31
Goods covered under different rate of tax	25	32	57	30	13	157	2.61	52
GSTsystem removing the cascading effect of tax	90	136	24	0	0	250	4.16	83

(SOURCE: PRIMARY DATA)

INTERPRETATION:

The above table shows that analysis on the basis of tax rates. It says that 91% of the respondents have said that they have satisfied about the 0% tax rate, and 80% of the respondents have said that they have satisfied about 5% tax rate. And 40% of the respondents have said that they have satisfied about the 28% tax rate, and 38% of the respondents have said that they have satisfied about the 18% tax rate. Majority of the respondents are satisfied about the 0% tax rates.

9. DISTRIBUTION ON THE BASIS OF BENEFITS FROM GST:

TABLE NO. 4.9

DISTRIBUTION ON THE BASIS OF BENEFITS FROM GST

SOURCES	NO.OF RESPONDENTS	PERCENTAGE
State govt:	14	23
Central govt:	34	57
Consumers	6	10
Retailers	3	5
Not any	3	5
Total	60	100

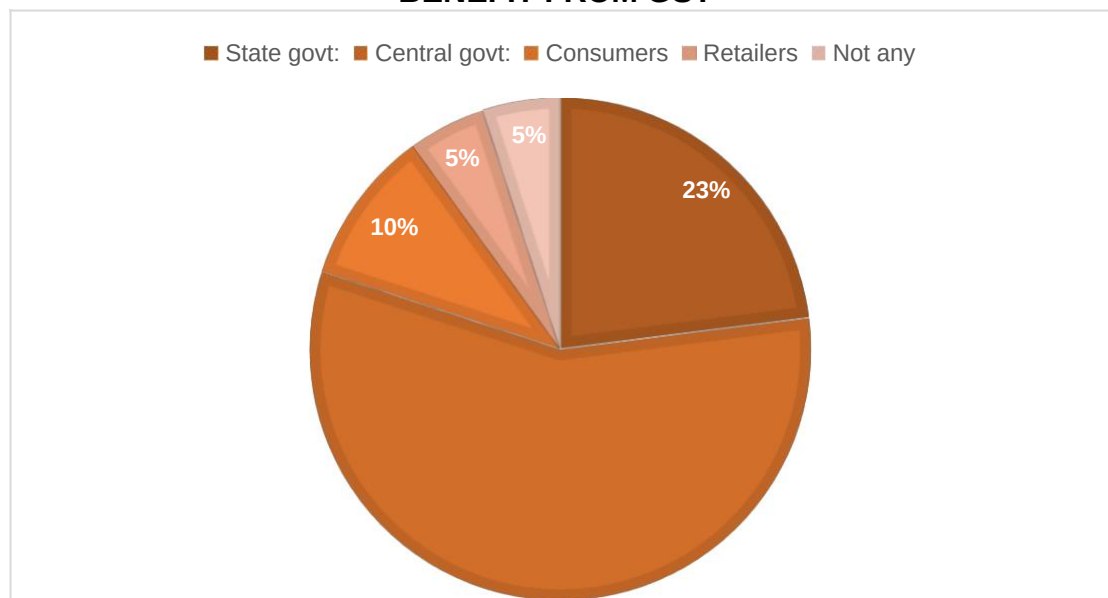
(SOURCE: PRIMARY DATA)

INTERPRETATION:

The above table shows that distribution on the basis of benefits from GST. It says that 57% of the respondent are says that central government is get benefit from GST, and 23% of the respondents are says that state government is get benefit from GST. And 10% of the respondents says that consumers get benefit from GST, and remaining 5% of respondents are says that retailers get benefit from GST. Majority of the respondents are said that central government is get more benefit from GST.

CHART NO. 4.8

BENEFIT FROM GST



10. DISTRIBUTION ON THE BASIS OF LOSS FROM GST:

TABLE NO. 4.10

DISTRIBUTION ON THE BASIS OF LOSS FROM GST

SOURCES	NO.OF RESPONDENTS	PERCENTAGE
State govt:	2	3
Central govt:	0	0
Consumers	8	13
Retailers	38	63
Not any	12	20
Total	60	100

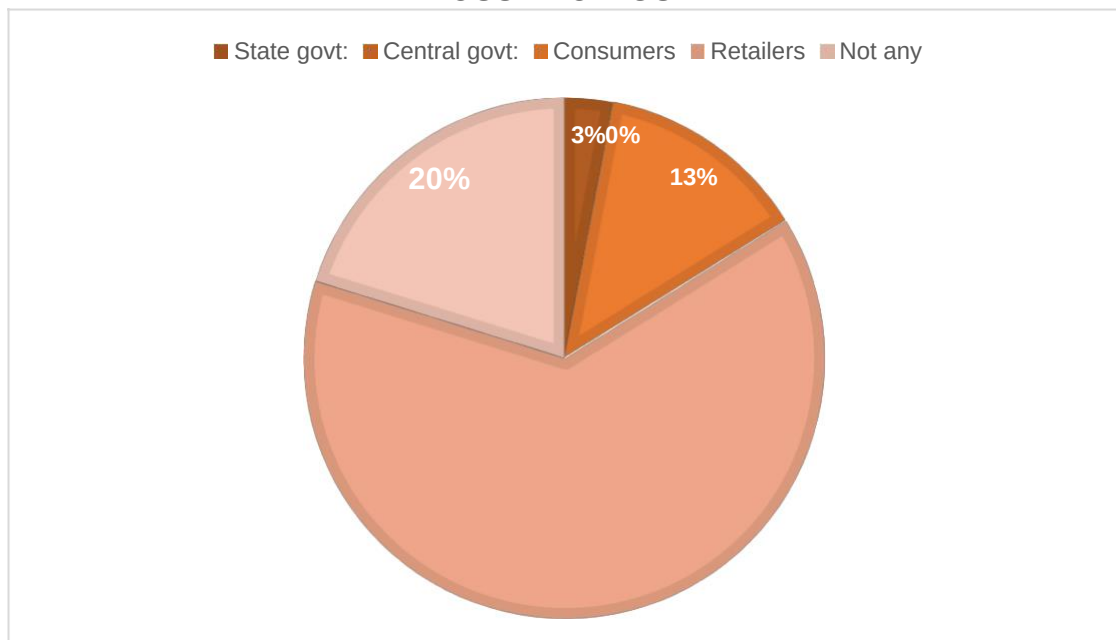
(SOURCE: PRIMARY DATA)

INTERPRETATION:

The above table shows that distribution on the basis of loss from GST. It says that 63% of the respondents are says that retailers are the main looser of GST, and 20% of the respondents are says no one has face any loss from GST. And 13% of the respondents are says that consumers are face loss from GST, and 3% of the respondents are says that state government face loss from GST. Majority of the respondents are saying that retailers are the main looser of GST.

CHART NO. 4.9

LOSS FROM GST



11.DISTRIBUTION ON THE BASIS OF OPINION ABUOT IMPLIMENTING GST:

TABLE NO. 4.11

DISTRIBUTION ON THE BASIS OF OPINION ABOUT IMPLIMENTING GST

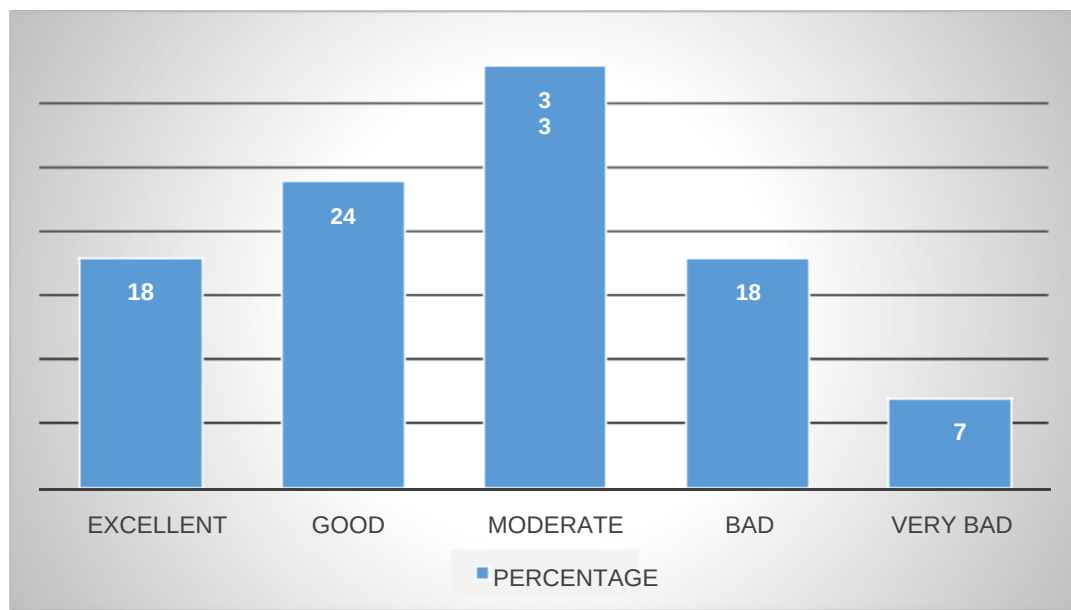
OPINION	NO.OF RESPONDENTS	PERCENTAGE
Excellent	11	18
Good	14	24
Moderate	20	33
Bad	11	18
Very bad	4	7
Total	60	100

(SOURCE: PRIMARY DATA)

INTERPRETATION:

The above table shows that distribution on the basis of opinion about implementing GST. It says that 33% of the respondents are says that their opinion is neutral, and 24% of the respondents are says that their opinion is good. And 18% of the respondent are says that their opinion is excellent and also bad, and 7% of the respondent are says that their opinion is very bad. Majority of the respondents' opinion is neutral.

CHART NO.4.10
OPINION ABOUT IMPLIMENTING GST



12.DISTRIBUTION ON THE BASIS OF IMPACT OF GST ON

NATION'S ECONOMY:

TABLE NO. 4.12.1

DISTRIBUTION ON THE BASIS OF IMPACT OF GST ON NATION'S ECONOMY

STATEMENT	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	TOTAL
GST is helpful for overall development of nation	12	14	22	8	4	60
GST is essential to state economy	8	10	19	17	6	60
GST is reduced the overall tax burden	11	15	18	9	7	60
GST decreases the cost of collection of tax revenues of the govt:	12	22	19	7	0	60
Total	43	61	78	41	17	240

(SOURCE: PRIMARY DATA)

CHART NO. 4.11

IMPACT OF GST ON NATION'S ECONOMY

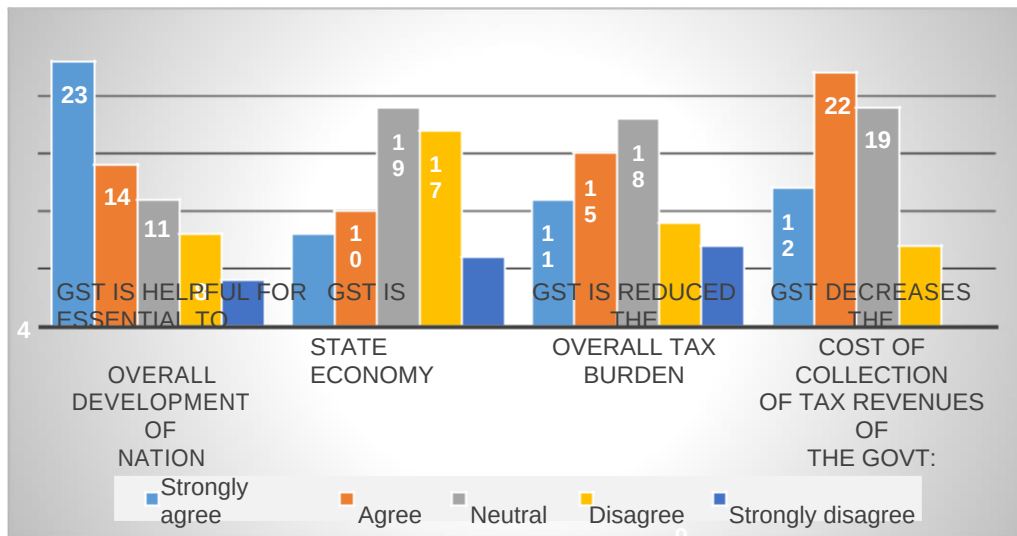


TABLE NO.4.12.2

ANALYSIS ON THE BASIS OF IMPACT OF GST ON NATION'S ECONOMY

STATEMENT	5	4	3	2	1	SCORE	WEIGHTED AVERAGE	%
GST is helpful for overall development of nation	60	56	66	16	4	196	3.27	65
GST is essential to state economy	40	40	57	34	6	177	2.95	59
GST is reduced the overall tax burden	55	60	54	18	7	194	3.23	65
GST decreases the cost of collection of tax revenues of the govt:	60	88	57	14	0	219	3.65	73

(SOURCE: PRIMARY DATA)

INTERPRETATION:

The above table shows that analysis on the basis of impact of GST on nation's economy. It says that 75% of the respondents have agree about GST is helpful for overall development of nation, and 73% of the respondents have agree about GST decreases the cost of collection of tax revenues of the government. And 65% of the respondents have agree about GST reduced the overall tax burden, and 59% the respondents have agreed about GST is essential to state economy.

Majority of the respondents have agreed about GST is helpful for overall development of nation.

13.DISTRIBUTION ON THE BASIS OF OPINION ABOUT GST STRUCTURE:

TABLE NO. 4.13.1

DISTRIBUTION ON THE BASIS OF OPINION ABOUT GST STRUCTURE						
STATEMENT	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	TOTAL
GST is easy to understand	9	15	20	12	4	60
GST is simple to calculate	5	13	24	14	4	60
GST is simple & transparent system of taxation	7	16	21	10	6	60
Removing the cascading effect of tax with introduction of GST	29	18	13	0	0	60
Total	50	62	78	36	14	240

(SOURCE: PRIMARY DATA)

CHART NO. 4.12
OPINION ABOUT GST STRUCTURE

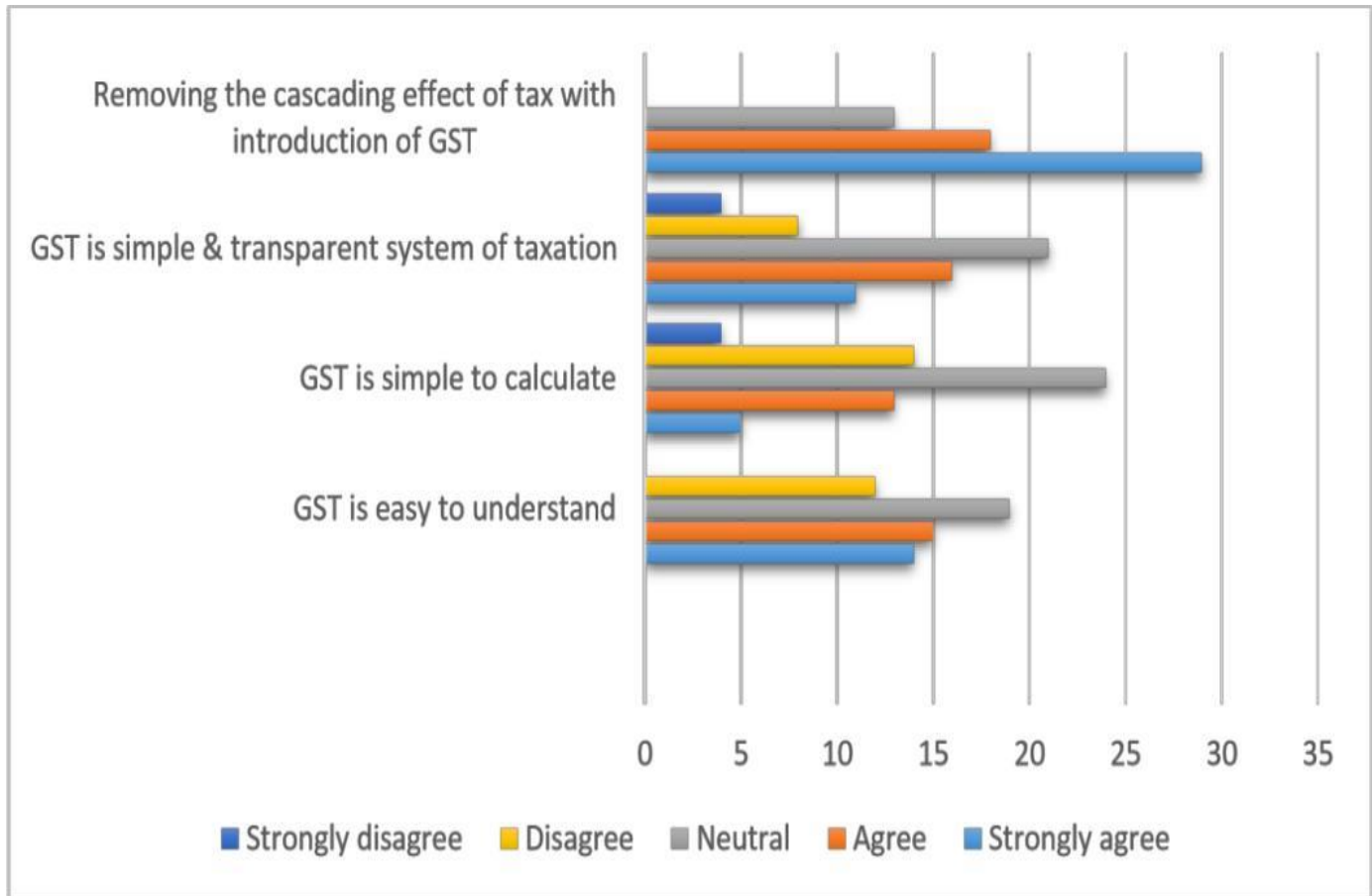


TABLE NO.4.13.2

ANALYSIS ON THE BASIS OF OPINION ABOUT GST STRUCTURE

STATEMENT	5	4	3	2	1	SCORE	WEIGHTED AVERAGE	%
GST is easy to understand	45	60	60	24	4	193	3.21	64
GST is simple to calculate	25	52	72	28	4	181	3.01	60
GST is simple & transparent system of taxation	35	64	63	20	6	188	3.13	63
Removing the cascading effect of tax with introduction of GST	145	72	39	0	0	256	4.26	85

(SOURCE: PRIMARY DATA)

INTERPRETATION:

The above table shows that analysis on the basis of opinion about GST structure. It says that 85% of the respondents agreed about removing the cascading effect of tax with introduction of GST, and 70% of the respondents agreed about GST is easy to understand. And 67% of the respondents agreed about GST is simple and transparent system of taxation, and 60% of the respondents agreed about GST is simple to calculate. Majority of the respondents agreed about removing the cascading effect of tax with introduction of GST.

14.DISTRIBUTION ON THE BASIS OF GST INFAVOUR OF RETAILERS:

TABLE NO. 4.14

DISTRIBUTION ON THE BASIS OF GST IN FAVOUR OF RETAILERS

PURTICULERS	NO.OF RESPONDENTS	PERCENTAGE
Yes	31	52
No	29	48
Total	60	100

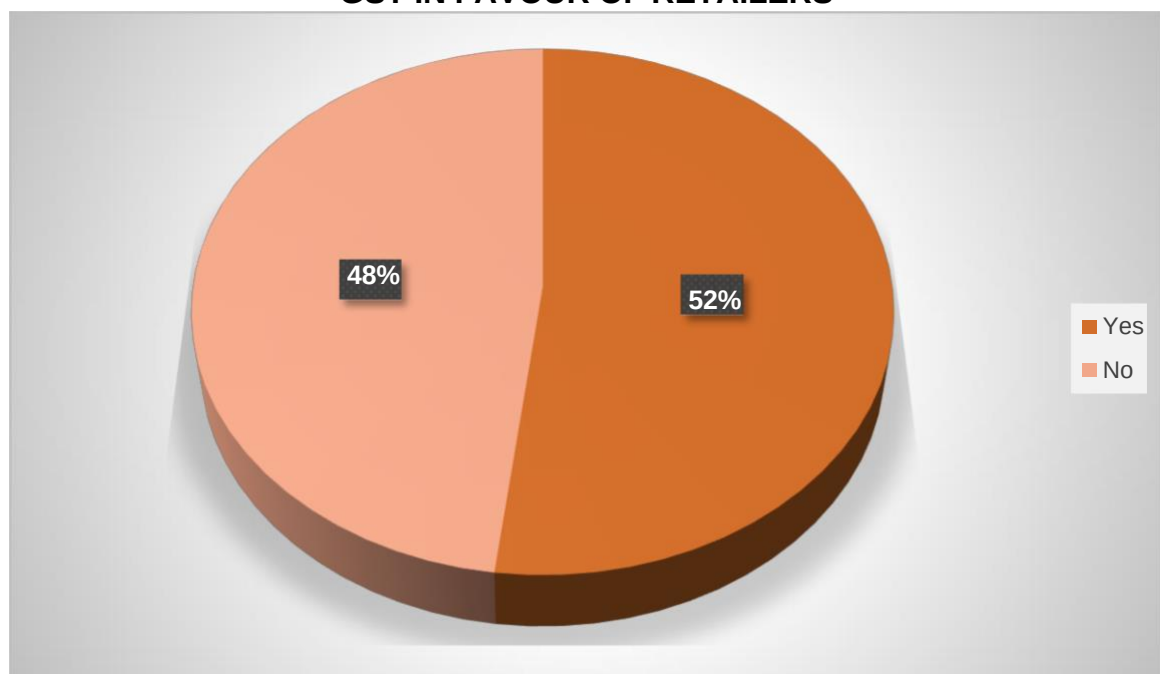
(SOURCE: PRIMARY DATA)

INTERPRETATION:

The above table shows that distribution on the basis of GST in favour of retailers. It says that 52% of the respondents are says that GST is in favour of retailers, and 48% of the respondents are say that GST is not in favour of retailers. Majority of the respondents are saying that GST is in favour of retailers.

CHART NO. 4.13

GST IN FAVOUR OF RETAILERS



15.DISTRIBUTION ON THE BASIS OF INCREMENT OF PROFIT LEVEL AFTER GST IMPLEMENTATION:

TABLE NO. 4.15

DISTRIBUTION ON THE BASIS OF INCREMENT OF PROFIT LEVEL AFTER GST IMPLEMENTATION

PURTICULERS	NO.OF RESPONDENTS	PERCENTAGE
Yes	18	30
No	42	70
Total	60	100

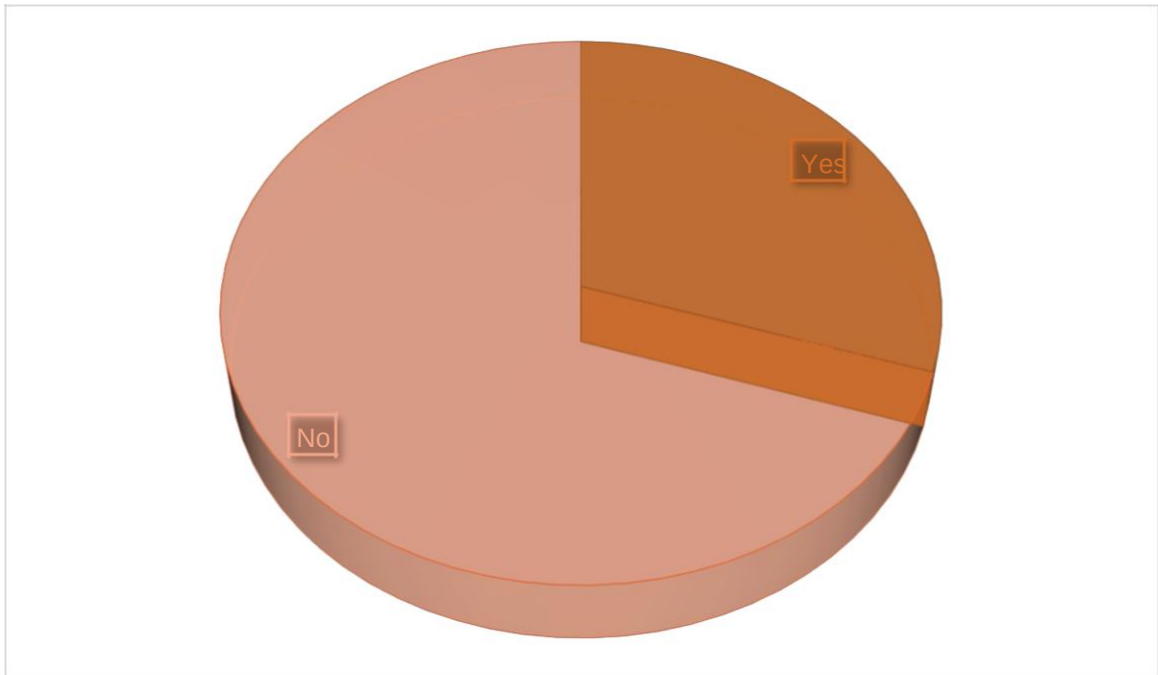
(SOURCE: PRIMARY DATA)

INTERPRETATION:

The above table shows that distribution on the basis of increment of profit level after GST implementation. It says that 70% of the respondents says that they have no increments in their business profit after implementation of GST, and 30% of the respondents says that they have increments in their business profit after implementing GST. Majority of the respondents say that they have no increments in their business profit.

CHART NO. 4. 14

INCREMENT OF PROFIT LEVEL AFTER GST IMPLEMENTATION



CHAPTER 5

FINDINGS, SUGGESTIONS AND

CONCLUSIONS

SUMMARY, FINDINGS, SUGGESTIONS AND

CONCLUSION

5.1. SUMMARY

GST is one indirect tax for the entire country. In simple words, Goods and Service Tax is an indirect tax levied on the supply of goods and services. GST law has replaced many indirect tax laws that previously existed in India.

This study has been conducted to understand the impact of implementation of GST among retailers in Medavakkam taluk. This study is reveals that GST implementation have both positive and negative impact in retail sector.

The 1st chapter describes introduction, statement of the problem, objective of the study, significance of the study, research methodology etc. The 2nd chapter deals with review of literature gives information about the studies related to Goods and Service Tax and theoretical frame work. The 3rd chapter briefly explain retail outlets.

5.2. FINDINGS

- This study is reveals that 83% of the sample respondents are highly aware about GST tax rates. And 63% of the respondents are aware about composition scheme.
- Under this study it found that, one of the most important source of getting knowledge about GST is mass media and the second one is online sources.
- 83% of the respondents are registered under the composition scheme, and 17% of the respondents are not registered under the composition scheme.
- This study is found that 55% of the respondents have said that GST is better than VAT, and 45% of the respondents have said that VAT is better.
- 57% of the respondents have said that there is no problem related to GST procedures, and 43% of the respondents have said that there are problems related to GST procedures.
- Most of the respondents [75%] are strongly agreed that GST ha increase the cost of production, and 65% of respondents are agreed that GST is regulating the unorganized sector.
- Among the sample respondents 91% of the them are highly satisfied about 0% tax rates, and 80% of the them are satisfied about 5% tax rates.

-
- This study is reveals that 57% of the sample respondents have said that central government is get more benefit from GST, and 23% of them are said that state government is get benefit from GST.
- 63% of the sample respondents are said that retailers are the main looser from GST.
- In my study it is found that 33% of the respondents' opinion about implementing GST is neutral, and 24% of the respondents' opinion is good.
- Most of the respondents [75%] is strongly agreed that GST is helpful for overall development of nation, and 73% of them agreed that GST is decrease the cost of collection of tax revenues of the government.
- This study is found that 85% of the respondents are strongly agreed about removing the cascading effect of tax with introduction of GST, and 70% of them are agreed about GST easy to understand.

- Among the sample respondents 52% of them are says that GST in favour of retailers.
- Among the sample respondents 70% of them are say that there is no increments in profit level after GST implementation.
- The study is reveals that majority of the sample respondents in retail sector are in between the age group 25-35 [35%]. And 28% of the ample respondents are in between the age group of 45-55.
- Among the sample respondents 83% of them are male. And 17% of them are female.
- In my study is found that majority [32%] of the respondents are educated up to SSLC. And 27% of the respondents are PLUS TWO.
- This study mainly focused on the sectors FMCG, Textiles, Hotel, Medical shop, Jewellery etc.....which are equally considered.
- Among the respondents 73% of them are sole traders and 27% of them doing partnership.
- It is understood that most of the respondent [33%] have monthly sales 6000090000.

5.3. SUGGESTIONS

To conduct awareness classes among retailers.

GST process must be reduced so that business can operate efficiently in the best interest of the people and for economic growth.

Rate should be rationalised and reduced. Daily usage items such as soaps, creams, electrical goods, film tickets should not be taxed at 28%

Composition scheme should also be provided to small scale service providers.

Petroleum products and electricity to be brought within the control of GST.

5.4. CONCLUSION

This study is reveal that under the proposed GST regime, various Indirect Taxes would be subsumed and hence it is expected that it would result in a simpler tax regime, especially for industries like FMCG, Textiles, Hotel, Medical shop, jewellery etc.... Apart

from simplification of tax compliances, the rate of tax will also have a significant impact on the all the specified sectors. In FMCG sector the VAT rate is amount to approximately 22-24%, under the GST regime the rate would be in the range of 5% to 28%. And in Textile industry the VAT rate was 4-5%, under the GST regime the rate would be in the range of 5% to 18%. And in Hotel industry the VAT rate was 5-20%, under the GST regime the rate would be in the range of 5% to 18%. And in Medical sector the VAT rate was 4%, under the GST regime the rate would be in the range of 5% to 12%. And in jewellery industry the VAT rate was 1%, under the GST regime the rate would be 5%. Thereby resulting in significant impact for these sectors. i.e. the all these sectors have both positive and negative impact from GST.

Hence I would like to conclude by saying that the Central government have get more benefit from GST implementation, and the retailers are the main loser. That is the GST have both positive and negative impact

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- Saurabh Suman (2017). “Study on New GST Era and its Impact on Small Business Entrepreneurs”, Journal of Accounting, Finance & Marketing Technology, Vol.1, Issue, 02.24-36p.

BOOKS REFERRED

- Research methodology by Dr. K. Venugopal

- Quantitative techniques by L.R. Potty

- Basic numerical skills by Dr. Santhosh Areekuzhiyil

APPENDIX

QUESTIONNAIRE

GENERAL INFORMATION

1. Name of the owner :
:
2. Name of business :
:
3. Age Female
4. Gender; Male Female
5. Educational status
 Below SSLC SSLC PLUS TWO
 Graduate Others
6. You are working under the area?
 FMCG Textiles Hotel
 Medical shop Jewellery Others
7. Nature of business?
 Sole trader Partnership
8. Monthly sales: _____

AWARENESS ABOUT GST

9. Below some terms related to GST, for understand your awareness level about GST: kindly tick the relevant option:

Sr No	TERMS	Highly aware	Aware	Neutral	Unaware	Highly unaware
1	Tax rates					
2	Payment mechanism					

3	GST credit					



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4	Composition scheme					
5	GST online procedure					

10. Please rank the following, how do you get knowledge about GST?

SOURCESRANK	
Through trade unions	
Professionals	
Friend & relatives	
Mass media	
Online sources	
others	

11. Are you registered under the composition scheme?

Yes ☐ No ☐

12. Which system do you think more beneficial?

VAT ☐ GST ☐

13. Do you face any problem related to GST like tax procedure, paper work, filing return etc.....?

Yes ☐ No ☐

14. Below are some of the statement regarding effect of GST on some factor is given?

Kindly tick the relevant option:

Sr No	Statement	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
1	GST has increase the cost of production					
2	GST has increase the price of goods					

- 3 GST has increase the turnover
 - 4 GST is
regulating the
unorganized
sector
-

Below some statement associated with GST tax rates fixed by department, kindly tick the relevant option:

Sr No	Statement	Highly satisfie d	Satisfie d	Neutr al	Dissatisfi ed	Highly dissatisfi ed
1	Are you satisfied with various rates under GST system					
I.	0% tax (fish, chicken, salt, bangles, handloom)					
II.	5% tax (coffee, tea, medicines, rusk)					
III.	12% tax (cell phones, umbrella, fruit juices)					
IV.	18% tax (soups, camera, steel products)					
V.	28% tax (hair shampoo, dish washer, dye)					
2	Are you satisfied with goods covered under different rate of tax					
3	GST system remove the cascading effect of tax					

16. Who have been main benefited after implementation of GST?

State Govt: ☐ Centre Govt: ☐ Consumers ☐
 Retailers ☐ Not any ☐

17. Who is the main
 loser?

State Govt: ☐ Centre Govt: ☐ Consumers ☐
 Retailers ☐ Not any ☐



18. What is your opinion about implementing GST?

Excellent ☐ Good ☐ Moderate ☐
 Bad ☐ Very bad ☐

19. Opinion about impact of GST on economy?

Sr	Statement	Strongly Neutral agree	Agree		Disagree Strongly	disagr ee
No						
1	GST is helpful for overall development of nation					
2	GST is essential to state economy					
3	GST is reduced the overall tax burden					
4	GST decreases the cost of collection of tax revenues of the government					

20. Opinion about GST structure?

Sr	Statement	Strongl y agree	Agre e	Neutr al	Disagr ee	Strongl y disagre e
No						
1	GST is easy to understand					
2	GST is simple to calculate					

3	GST is simple and transparent system of taxation					
4	Removing the cascading effect of tax with introduction of GST					

21. Is the GST in favour of retailers?

Yes ☐ No ☐

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22. Have you got any increment in your profit level after implementation of GST?

Yes ☐ No ☐

23. If any suggestions:

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**THANK YOU FOR SPENDING YOUR VALUABLE
TIME FOR US**

