

INTERNSHIP REPORT ON “ZMZ EVENTS”

Submitted by
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Submitted to



VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI
In partial fulfilment of the requirements for the award of the degree of
MASTER OF BUSINESS ADMINISTRATION

Under the guidance of
INTERNAL GUIDE
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Assistant Professor



PG DEPARTMENT OF BUSINESS ADMINISTRATION
ALVA'S INSTITUTE OF ENGINEERING & TECHNOLOGY
SHOBHAVANA CAMPUS, MIJAR, MOODBIDRI.
2022-23



ALVA'S INSTITUTE OF ENGINEERING & TECHNOLOGY

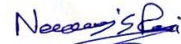
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DATE: 30/01/2023

CERTIFICATE

This is to certify that **ARSHAD M P** bearing USN **4AL21BA007**, is a bonafide student of Master of Business Administration program of the Institute (2021-23) affiliated to Visvesvaraya Technological University, Belagavi.

The Internship report on "**ZMZ EVENTS, MANGALORE**" is prepared by him under the guidance of **Mr. Neeraj S Rai**, Assistant Professor, PG Department of Business Administration in partial fulfillment of the requirements for the award of the degree of Master of Business Administration, Visvesvaraya Technological University, Belagavi, Karnataka.


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November 21, 2022

TO WHOM IT MAY CONCERN

This is to certify that Arshad M P s/o Peer Saheb M H, a student of MBA (Major in Finance & Marketing) at Alvas Institute of Engineering and Technology, Mijar, Mangaluru has successfully completed internship programme from 20 October 2022 to 20 November 2022 at ZMZ Events & Business Solutions.

During the period of his internship programme with us he was found punctual, hardworking and inquisitive.

We wish him very success in life.



Zaheer Ahmed
Founder & Managing Director

 **ZMZ EVENTS**

DECLARATION

I hereby declare that this Internship titled “**ZMZ EVENTS**” submitted by me to the Department of Management, Vishveswaraya Technological University in partial fulfilment of requirement of MBA Programme is a Bonafide work carried by me under the guidance of **Mr. Neeraj Rai, Assistant Professor, ALVAS INSTITUTE OF ENGINEERING AND TECHNOLOGY MIJAR**. This has not been submitted earlier to any other University or Institution for the award of any degree/diploma/certificate or published any time before.

Place: Mijar

Date:

ARSHAD M P

(4AL21BA007)

ACKNOWLEDGEMENT

I would like to take this opportunity to express my sincere gratitude to all those who have helped me throughout this organisational study. It gives me immense pleasure to acknowledge all those who have encouraged and supported for the successful completion of this work.

I would like to express my sincere thanks to Principal **Dr. Peter Fernandes**, AIET, Moodbidri. And I express my deep sense of gratitude to my internal guide **Mr. Neeraj Rai Assistant Professor of MBA department**, for constant support and encouragement to carry out my report successful without much difficulty. I express my heartfelt thanks for their constant encouragement and support during the entire report.

I extend my sincere thanks to my external guide Mrs. Naiza Fathima for their guidance.

Finally, I express my sincere thanks to my parents, family, friends and all the staff of MBA department, whose support and encouragement kept me going at times of need. Deepest thanks to you all. They are all indeed the reason for the successful completion of this report.

Thank You,

Arshad

TABLE OF CONTENTS

SL.NO	CHAPTERS	PAGE NO.
1.	Chapter 1: Introduction About the Organisation and Industry	1-7
2.	Chapter 2: Organization Profile 2.1: Background 2.2: Nature of Business 2.3: Vision, Mission, Quality Profile 2.4: Workflow Model 2.5: Product / Service Profile 2.6: Ownership Pattern 2.7: Achievements / Awards if Any 2.8: Future Growth and Prospects	8 9 10 10-11 11 11-13 13 14 14
3.	Chapter 3: McKinsey 7s Framework and Porter's Five Force Model with Reference to Organization Under study	15-26
4.	Chapter 4: SWOT Analysis	27-33
5.	Chapter 5: Analysis of Financial Statement	34-45
6.	Chapter 6: Learning Experience and Bibliography	46-48
7.	Annexure	49-53

LIST OF TABLES

TABLE NO	TABLE NAME	PAGE NO.
1	Current Ratio	35
2	Cash Ratio	37
3	Debt- Equity Ratio	38
4	Proprietary Ratio	39
5	Solvency Ratio	40
6	Gross Profit Ratio	41
7	Net Profit Ratio	42
8	Return On Assets	43
9	Return On Investment	44
10	Balance Sheet	49-51
11	Profit And Loss A/C	51-53

LIST OF GRAPHS

GRAPH NO	GRAPH NAME	PAGE NO.
1	Current Ratio	36
2	Cash Ratio	37
3	Debt- Equity Ratio	38
4	Proprietary Ratio	39
5	Solvency Ratio	40
6	Gross Profit Ratio	41
7	Net Profit Ratio	42
8	Return On Assets	43
9	Return On Investment	44

EXECUTIVE SUMMARY

This is an Endeavour to know how the speculations can be applied to practical circumstance. As MBA understudy of Alva's foundation of designing and innovation it is a piece of study for everybody to go through entry level position at some great association. So, this reason I got the chance of temporary position program in “ZMZ Events”

ZMZ Events is an exhibition and event management company with affiliated ventures in seminars, conferences, sales representation at trade shows, and event promotion. Our goal is to generate chances for trade, investments, and joint ventures centred on assisting exporters and businesses worldwide to penetrate emerging global markets. This overall organization study with reference to ZMZ Events was a good experience. It helped me in understanding the overall process of the organization and how decisions are taken to strengthen the position of the industry






This report includes six chapters which includes detailed information about industry profile and background of the organisation, nature of organisation, vision, mission and quality policy, product profile, ownership pattern, achievements/awards, future growth, and prospects. The next following chapters of report deals with MC Kinsey 7S framework, Porters five force model, SWOT analysis, financial analysis and learning experience.

ZMZ EVENTS
CHAPTER 1
INDUSTRY PROFILE

1.1 PURPOSE OF THIS STUDY

An Organisation is a group of people who work together for an accomplishment of a common objective. The main aim of every organisation is to attain pre-determined goals and every organisation works hard towards achievement of those goals. The primary goals of this study, which is being conducted over the course of four weeks (32 days), are to get practical experience in corporate life and to understand how an organisation operates. Our exposure to corporate ethics, culture, practices, and regulations is made possible by this Organisation study.

Objectives:

-  To familiarise with organisation structure and its function.
-  To familiarise different departments in the organisation and their functions.
-  To understand the key business processes are carried out in an organisation.
-  To conduct SWOT analysis on the organisation.
-  To study the importance of each department.

1.2 INDUSTRY PROFILE

Event Management and Event Marketing Industry

The event Industry is one of the world's largest employees and contributes major positive economic impact. It is an activity that gathers the target group in time and room, a meeting where a message is communicated and happening is created. The term event is used for describing different activities designed for different purposes.

Event management is a Multi-core Industry with mega shows and events hosted regularly. In India personnel functions like marriages and birthday parties have become important social matters, and have to be professionally managed. Then comes the innumerable celebrity shows, international artists show, shows for a cause, road shows, competitions, that India has seen of late.

Career in event management has turned up as one of the most profitable opportunities. There is a huge growth in the number of companies/individuals organising and hosting events in India. However, the supply of qualified event managers is insufficient compared to the growing demand. This gives rise to immense scope of employment and earning.

You would have always questioned how people were able to organise such fantastic events whenever you saw a programme like the "Film fare" Awards, those pop concerts, or beauty pageants. Thorough planning went into every last aspect, from your arrival through your departure. That is, in fact, event management. Mega exhibits and events are often held, and event management is a multi-million-dollar sector that is expanding quickly. The MICE (Meetings, Incentives and Events) sector of the market comprises live music and sporting events in addition to exhibitions, conferences, and seminars. Event management is a glamorous and thrilling career that requires a lot of drive and dynamism on the professional front. Although some may argue that these are two different sectors, the logistics side of the business is paid less than the sales/sponsorship side.

1.2.1 INDUSTRY STRUCTURE

"Event management" is attracting the interest of both graduates and businesses. It lacks a textbook description, and any attempt to describe it would need extensive borrowing from terms in mainstream management and the media. It often entails conceptualising, planning, allocating a budget, and carrying out below-the-line tasks.

EVENT MANAGEMENT PROCESS

Event planning and event control are the two phases of the event management process.

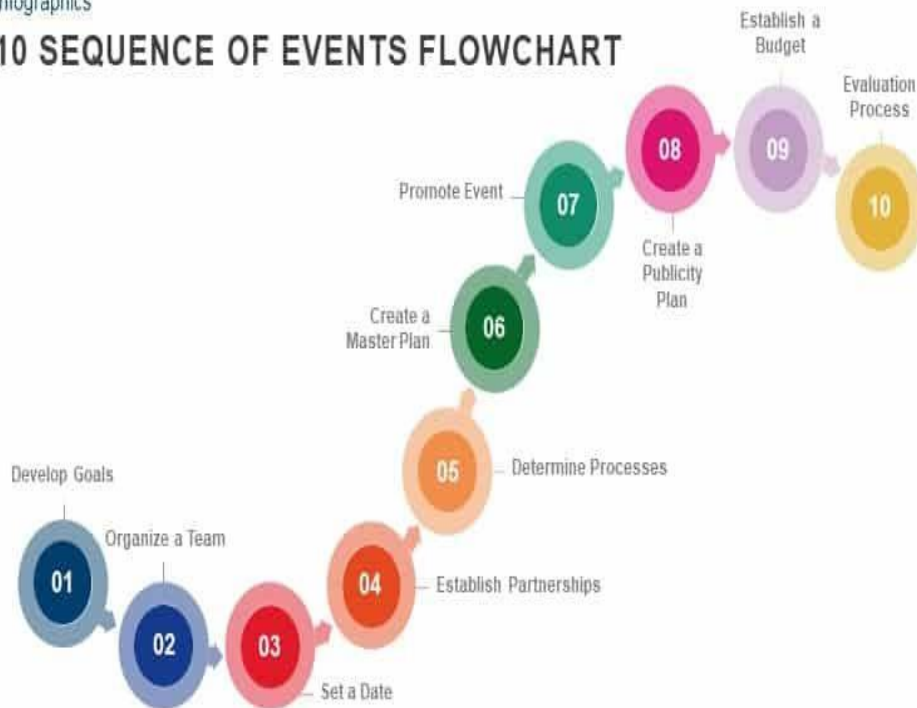
1. Event Planning

The following aspects of an event must be taken into account while planning one: viability, promotion, site selection and design, staging, shutdown, site map, and event proposal.

2. Event Control

The following areas must be considered while controlling an event: logistics, bargaining, costing and cash flow, event manual, IT, decision-making and change, and risk management.

10 SEQUENCE OF EVENTS FLOWCHART



1.2.2 COMPETITIVE POSITION

Businesses and organisations need to keep their event planning competitive if they want to maintain employee and customer happiness as well as draw in the largest audiences. In order to succeed, it is essential to learn about the advantages and disadvantages of different event planning companies from the clients' perspectives. The writers of Grow think propose taking into account the types of clients served, the pricing, entertainment, the availability of food and drink, and the level of service. Businesses and organisations need to keep their event planning competitive if they want to maintain employee and customer happiness as well as draw in the largest audiences.

Over 2000 companies have entered the events market. Early in the 1990s, spending on events was just around 20 crores, but today it is above 5000 crore. Therefore, annual growth is 35%. By 2025, the experts predict that the event management sector will be worth \$5 billion. Surprisingly, study revealed that there was no formalised school to teach event management, and businesses discovered that their CEOs weren't qualified.

1.2.3 GOVERNMENT POLICIES AFFECTING THE INDUSTRY

It takes a lot of work to plan events. Having a legal discussion about issues that impact event industry entrepreneurs is crucial. These typically include government permits and licences, as well as the Goods and Services Tax (GST). The documentation is done in the form of NOCs (No Objection Certificates) from several departments, which are approvals. The event organisers must make sure that all legal processes are followed in order to guarantee the seamless operation of an event.

1) **Owning a Property for hosting an event through Sale** - According to Section 5 of the Transfer of Property Act of 1882, a sale is a transfer of ownership in exchange for money that has been paid, promised, or partially paid.

2) **Acquiring access to property to hold an event through Licence** - According to the Indian Easement Act 1882, event planners have to seek licence from the owner of the property to use the venue for hosting the event.

3) **Environmental Protection Act, 1986:** The ecosystem and the local population are frequently thought to be at risk from large catastrophes. Hazardous risks include those related to pollution, spills, effluent leakage, and certain indirect issues such waste and rubbish disposal during the event. The responsibility for making sure that events don't damage the environment should fall on the shoulders of the event manager.

4) **Fire Precautions Regulation Act:** The act concerns fire safety. The statute covers additional guidelines and regulations needed to reduce the risk of death from fire, smoke, gases, or panic before buildings can be evacuated. All of these requirements must be taken into consideration by the event organisers when building the venue.

5) **Electricity Regulation Act:** The act unifies the regulations governing the production, delivery, trade, and consumption of electricity. Transmission, distribution, use of electricity, and electricity tariffs may differ from one state to the next. When staging events in other states or countries, the event planner must gather comprehensive information on these factors.

6) **Health and Safety at Work:** A crucial element in any organisation is the health and safety of the workers. At the organisational level, it makes sure everything runs smoothly and produces quality results. Improvements in employee morale, decreased absenteeism and increased productivity, a reduction in the risk of work-related injuries, and an improvement in the calibre of produced goods and provided services are all benefits that organisations that pay adequate attention to safety precautions and employee welfare can expect to reap.

7) Intellectual Property Rights (IPR): The concept of intellectual property is a concept that originated in the human mind. Every person has the right to control how their property is utilised or to restrict how others can use it. The following situations, in particular, call for consideration of IPR laws:

- ✚ To play music
- ✚ Use of trademarks and logos
- ✚ Use of Designs and Art work

1.2.4 GROWTH OPPORTUNITIES

One of the fastest expanding industries is event management. The fact is that the field of event management is expanding. People are becoming more concerned with experience quality as time goes on. There are many sponsors in the market who provide financial support for social events in order to promote their companies and new ventures. The market is thoroughly evaluated in the study of the global events industry. The events sector had a market value of \$1,135.4 billion in 2019 and is projected to grow to \$1,552.9 billion by 2028, with a CAGR of 11.2% between 2021 and 2028. Neotypes have a great opportunity to enter the industry and experience its variety of tastes. The desire of society to celebrate every small and significant occasion has contributed to the growth of the events industry over the past few years.

1.2.5 MARKET SIZE AND TREND

India's event management market is ever-evolving and changing. Future trends won't follow those of today. Therefore, one should be knowledgeable of the market's current trends to have a significant advantage over rivals.

1) Smartphones- The Present and The Future: Companies and event planners need to stop wallowing in the past and start embracing the smartphone's present and future. They must accept the different ways that people can communicate with one another.

2) Event Apps- The Key for Business: The event sector is benefiting from the ease, speed, and interactivity that event applications provide. One of the major event trends has been the rise in participation of interactive mobile event apps.

3) Live Streaming- The Way to Success: The online media sector has undergone a revolution as a result of YouTube and other streaming websites. Social media has increased public awareness and online dialogues, which only benefits businesses.

4) Digital Swag Bags- The New Swag for Consumers: Finding original and innovative gift bags for participants has proven to be the most difficult challenge the event planner has faced. There are new bags on the market that have offers or online gift cards for event guests. These are referred to as "Digital Swag Bags." The bag is cheaper and more affordable in addition to containing the vouchers.

The size of the events sector was estimated to be \$1,135.4 billion in 2019 and is anticipated to grow to \$1,552.9 billion by 2028, with a CAGR of 11.2% between 2021 and 2028.

1.3 INTRODUCTION TO THE ZMZ EVENTS

ZMZ is an exhibition and event management company with affiliated ventures in seminars, conferences, sales representation at trade shows, and event promotion. Our goal is to generate chances for trade, investments, and joint ventures centred on assisting exporters and businesses worldwide to penetrate emerging global markets. We cover important industry sectors with an emphasis on B2B and B2C profiles. When it comes to networking with like-minded people at conferences, connecting buyers and sellers at exhibitions, or offering marketing and full-service event management solutions, ZMZ believes in the potent medium of face-to-face contact. Knowledge and connections made possible by powerful and top-notch event solutions and services are the backbone of our business.

CHAPTER 2

ORGANISATION PROFILE

(ZMZ EVENTS)

2.1 BACKGROUND

ZMZ Events is a company that manages events and exhibitions. Additionally, it has affiliates in the exhibition sales and event marketing sectors as well as the conference and workshop sectors. In 2015, Zaheer Ahmad established it in Dubai. Opportunities for trade, investments, and joint ventures with the primary goal of aiding exporters and businesses worldwide to penetrate developing international markets.

The company's founder has been employed in the event management sector since 2007, first in Bangalore and later in Oman as a trade show and pay show promoter. When he rose to the top of the organisation, he considered starting his own event management business. This prompted the creation of EXVENTS in Mangalore in 2015. He launched EXVENTS as ZMZ events in Dubai in 2016. opened a headquarters in Dubai and a back office in Mangalore. His business achieved widespread market acceptance. For two years, they produced conferences, collaborated with other organisers, and assisted in securing exhibitors. They organised many events in middle east countries mainly in Oman.

Due to Covid19, the company will suffer significant losses in 2020. As a result, the company's CEO made the decision to close the Dubai office and relocate to India. Then they provided support by planning events on an international scale and then made the decision to host the events in India. Accordingly, they had great success hosting the inaugural show in India, that is the BIG Show.

Company Profile

Website:	http://www.zmzevents.com
Industries	Events Services
Company size	11-50 employees
Headquarters	Mangalore, Karnataka India
Type	Privately Held
Founded	2015
Specialties	Exhibition Management, Conference Management, Event Management, Professional Conference Organising, Exhibition Marketing and Event Technology.

2.2 NATURE OF BUSINESS

ZMZ events is a sole proprietorship company which is located in different Locations such as Mangalore, Qatar, UAE. They are operating in two sectors, one is ZMZ Event and another one is ZMZ marketing. Events are divided into various parts like fashion shows, weddings, Industry events, entertainment events and many more but when it comes to ZMZ events mainly focusing on the Business events.

ZMZ Events provides services such as

- ❖ Industry Trainings,
- ❖ Conference Production,
- ❖ Event sales,
- ❖ Event marketing,
- ❖ Professional conference organiser,
- ❖ Exhibition management.

ZMZ Marketing provides services such as

- ❖ Database Management,
- ❖ Email Marketing,
- ❖ Social Media Management,
- ❖ Web & Software development,
- ❖ Brand development,
- ❖ Graphic Design.

2.3 VISION, MISSION AND QUALITY POLICY

Vision

Our vision is that we remain as the leading company that caters to our client's requirements and emerge successful in all ways possible.

Mission

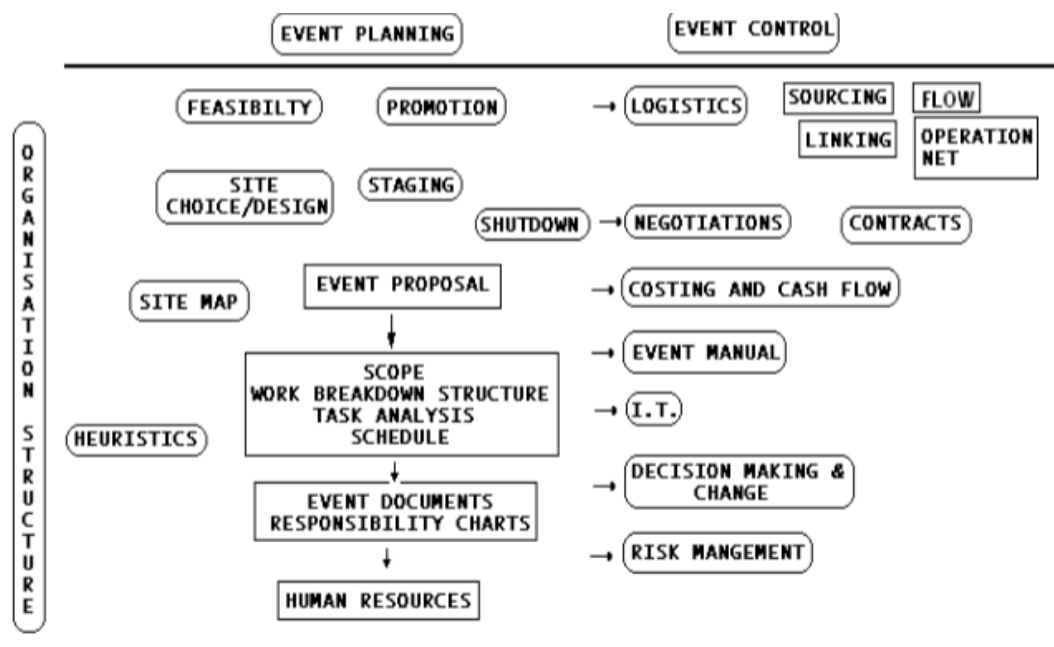
Our mission is to ensure client satisfaction through quality services and support. We strive for excellence at all times.

Philosophy

Our Philosophy is to make sure that we don't compromise with the quality of service and ensure proper execution of every challenge.

2.4 WORKFLOW MODEL

A business process is made up of a workflow model, which is a sequential list of actions and choices. Business users can streamline and improve a process for the greatest outcomes and maximum efficiency by designing a workflow model, which enables them to observe how the process operates.



2.5 PRODUCT/SERVICE PROFILE:

BIG Show India 2022: The Building Industry Gathering Show, or BIG Show India, will be held in Mangalore, India, from October 1 to 2, 2022, with the theme "Smart & Connected Cities," at the well-known international exhibition venue TMA Pai Convention Centre. The conference and exhibition on real estate and future living will include the most recent developments in smart cities, smart buildings, smart homes, and future workspaces. Principal Highlights of this show were 120 plus speakers, 10800 Business visitors, 20 plus Speakers, 1500 plus Delegates.

Weddex India: The TMA Pai International Convention Centre in Mangalore, India is the location of the three-day Weddex India event. This event features a variety of goods and services, including bridal clothing, wedding jewellery, designer dresses for the bride and bridesmaids, fashionable grooms wear, wedding planners, and travel agencies (who offer honeymoon and travel packages), among others.

Qatar Food Safety Conference 2022: ZMZ Events served as a Conference partner in this production. With the subject "Together Transforming the Future of Food Safety & Quality," the only food safety conference in Qatar, will be a hybrid edition. The Qatar Food Safety Conference provides a significant forum for relevant regulators, food industry executives, food safety experts, food distributors, academics, consumers, and professionals to debate and discuss cutting-edge topics and concerns around food safety and quality. 45 Vision speakers, 550 delegates, and 28 exhibitors made up the main highlights of this event.

Qatar HR Conference 2022: Participating in CPD prevents academic and practical credentials from becoming outdated or obsolete and enables people to continuously "up-skill" or "re-skill," regardless of their occupation, age, or educational level. The show's main highlights included the 45 visionary speakers, the 1000 delegates, and the 25 exhibitors. In this production, ZMZ Events participated as a Conference partner.

Food Safety Conference 2020: In connection with the Sultanate's Food Safety Week, the conference will take place within the GCC. The purpose of this conference was to discuss the most recent advancements and to exchange scientific and practical experiences and experiments with experts and specialists from other nations and GCC countries. As a Conference partner, ZMZ Events took part.

Some of the forthcoming events with partners

Oman Health Exhibition & Conference

Middle east Design & Build Week

Middle East Manufacturing & Technology Expo

Qatar Cleaning and Facilities management

Qatar Packaging & Material Handling

Some of the Past events

INTERIOR BUILDEX

Postal World Forum

Child Safety Middle East

Sales Marketing Expo Middle East

Future Education Technology Summit

Oman Customer Engagement Forum

Oman Abilities Forum

2.6 OWNERSHIP PATTERN

ZMZ Events is the sole Proprietorship company which is solely held by one natural person and in which the owner and the company entity are one and the same in law. Mr. Zaheer Ahmad was the main pillar of ZMZ Events. He is the founder of ZMZ Events and he is the Managing director of the company. He started ZMZ Events in 2015 and He is the mastermind behind the success of ZMZ Events. His dedication and Hard work make ZMZ Events in Organising the events in various countries in an effective manner.



Mr Zaheer Ahmad

Managing Director

2.7 ACHIEVEMENTS / AWARDS

One of the achievements of ZMZ events is, they got the opportunity to work for a big government project in Oman called the 2040 Vision national vision conference. Thirty Ministers and the Prime Minister of Singapore had attended this program. They had organised a Food Safety Conference for the Ministry of Qatar. This Organisation provided business ideas to companies in Qatar which became big reality, successful and made a lot of profit.

2.8 FUTURE GROWTH AND PROSPECTS

- ✚ The first and foremost aim of ZMZ events is to convert a sole proprietorship company into a public limited company.
- ✚ ZMZ Events planned to launch a separate marketing company as ZMZ Marketing to provide marketing services in an effective manner by segregation the markets based on the events performed by them, that is International and local events.
- ✚ To launch the online news portal named as “AEC 24*7” which is launching soon. It is the industry news agency, and aims to provide specific business news belonging to the Mangalore region. By this they are doing Industry research & focusing on Industry and business information. It also tries to help the business people to connect to any of the bigger organisations.

CHAPTER – 3
MCKENSY’S 7 S FRAMEWORK AND PORTER’S FIVE
FORCE MODEL

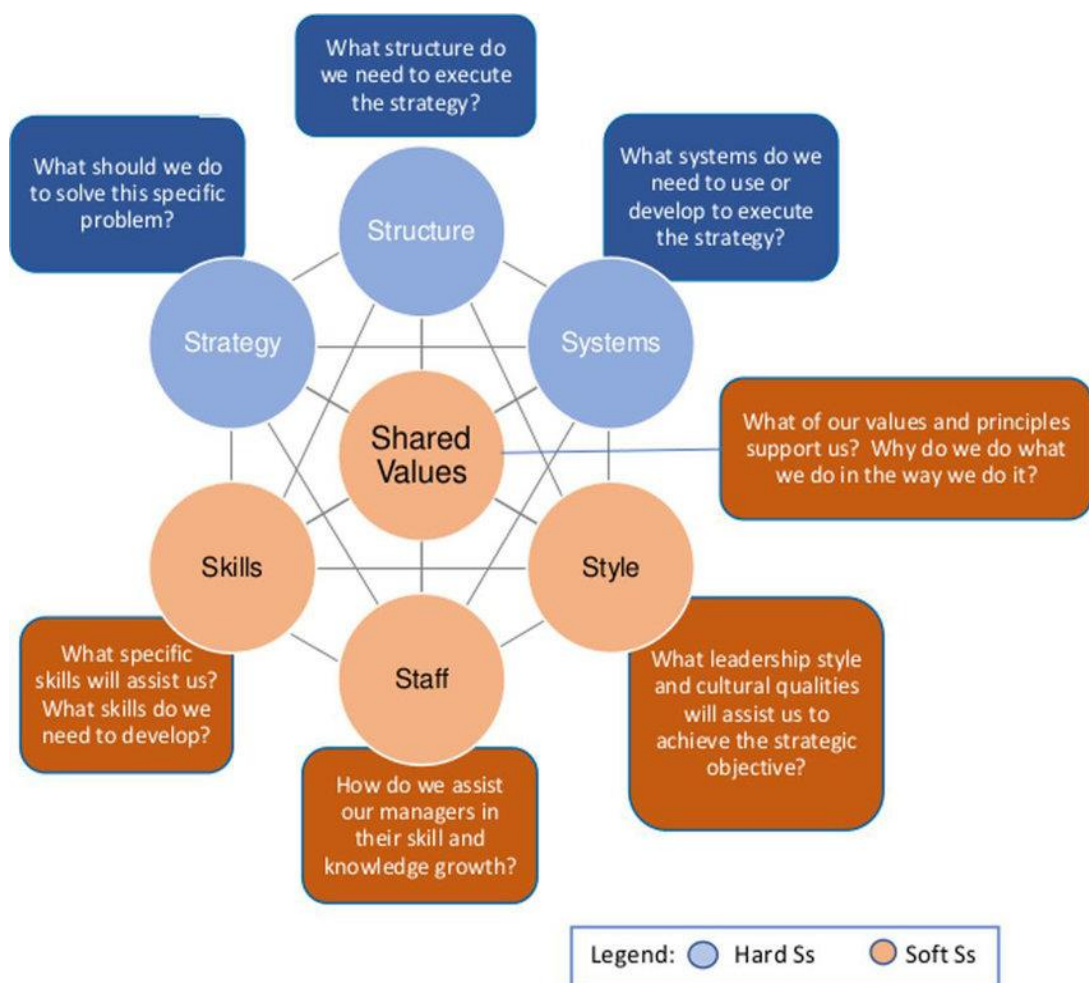
3.1 MCKINSEY'S 7 S FRAMEWORK

3.1.1 INTRODUCTION TO THE MCKINSEY'S 7 S FRAMEWORK

McKenney's 7 S Framework is a management version evolved through enterprise consultants Robert H. Waterman, Jr. and Tom Peters (who additionally evolved the MBWA - "Management by Walking Around" motif, and authored in search of Excellence) within the 1980s. This turned into a strategic vision for groups, to include businesses, enterprise units, and teams.

The McKinsey 7-S Model is a change framework based on a company's organisational design. It aims to depict how change leaders can effectively manage organisational change by strategizing around the interactions of seven key elements: structure, strategy, system, shared values, skill, style, and staff.

Figure 3.1 McKinsey's 7S Framework.



HARD ELEMENTS

Strategy Structure and system are tough factors which can be a great deal simpler to perceive and control whilst in comparison to smooth factors. On the opposite hand, gentle areas, even though tougher to control, are the muse of the company and are much more likely to create a sustained aggressive advantage.

3.1.2 STRATEGY

Strategy is defined as the set of actions that a firm plan in response or anticipation of changes to its external environment. These actions allow a firm to improve its competitive positioning. Purpose of the business and the way the organisation seeks to enhance its competitive advantage. Generally speaking, a sound strategy is one that is well-articulated, long – term, and contributes to the achievement of the company's vision, mission and values.

ZMZ Events main aim is to remain as the leading company that caters to our client's requirements and emerge successful in all ways possible. This company also focusing on corporate events or business events, they want to build strong base in corporate events market for this purpose or to achieve these goals they are following the various strategies some of them are as follows,

1. Price strategy: ZMZ Events follows cost plus price strategy, where they fix the price of the event or in exhibition the cost of flour will be fixed based on the cost and some amount of profit on that. Also, this company will not allow any discount they dont mind rather they lose a client also but they don't go for a discount.

2. Planning strategy: Planning is the essential thing for success of any event. For better planning ZMZ Events conduct research deeply and collect the data and do pre planning and post planning which helps to facilitate the operation of events.

3. Cost strategy: ZMZ Events uses the cost strategy effectively like before hosting an event they do the two types of budgets one is Imaginary budget and Actual budget which they don't disclose with anyone. While preparing the Imaginary budget they are touched up with the realistic budget such as they define the fixed cost like hall rents etc and another one is variable costs like prices of stalls etc. they analyse all the things and expect some percentage of profit for the company. If the event is not meeting these needs, then then this company will not organise that event.

4. Location strategy: Before launching an event, ZMZ events will take in depth research on the location in which they will find out what event they can bring to that location which will help to enhance the infrastructure or many other kinds of structure. This organisation also chooses the location of the events where the people can easily reach and identifies the unique selling propositions of that region.

5. Customer retention strategy: ZMZ Events tries to give their best services at reasonable prices and they are giving well planned events in a systematic manner. By this customer will get maximum level of satisfaction which helps to retain the existing customers and also helps to attract the new customers. This organisation also follows the short-term goal as to ensure the client satisfaction by providing quality service and support.

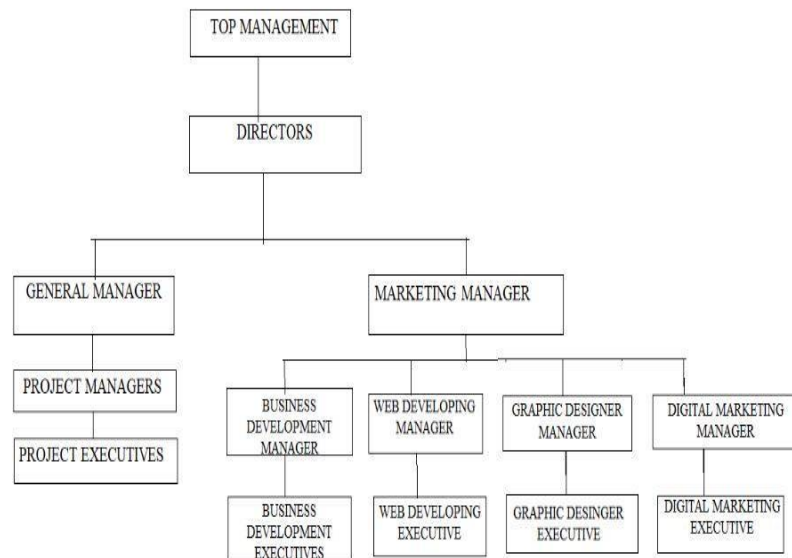
3.1.3 STRUCTURE:

Structure represents the way business divisions and units are organised and includes the information of who is accountable to whom. In other words, structure is the organisational chart of the firm. It is also one of the most visible and easy to change elements of the framework.

3.1.3.1 ORGANISATIONAL HIERARCHY

Every organisation follows its own organisation structure similarly ZMZ Events also follow line organisation structure. All the major decisions of the company are taken by the top level management or managers and proper instructions and guidelines given to the middle level and lower level managers like project manager, business development manager, web manager, Graphic design manager and they allot the task to respective departments. All the line managers are responsible for the process of work and their results.

The organisation structure of ZMZ Events as follows:



3.1.3.2 INTERNAL TEAM DYNAMICS

ZMZ Events encourages team work and group -oriented tasks. Where jobs require a person's interests and scope, the organisation additionally assigns persons' obligations and tasks.

3.1.3.3 CENTRALIZATION V/S DECENTRALIZATION

ZMZ Events follows both centralised and decentralised power of authority. All the necessary decisions regarding business are taken by the board of managers. Some decisions regarding the departments are taken by department managers and later they have to inform the top management. The decisions which were taken by the department managers need to be followed by all executive members.

3.1.3.4 COMMUNICATION

The mode of communication in ZMZ Events is direct communication. The bottom level managers or departmental heads can directly communicate with Top managers. If the bottom level managers or middle level managers require anything they can directly meet and ask for the solution with the top managers.

3.1.4 SYSTEMS

Systems are the processes and procedures of the company, which reveal business' daily activities and how decisions are made. Systems are the area of the firm that determines how business is done and it should be the main focus for managers during organisational change. Understanding the system due to the effect of external factors is one of the important essentials of the firm. ZMZ Events have its own system which helps to grow the business on a daily basis.

ZMZ Events follow a proper system for their day-to-day events and marketing activities. For performing daily marketing functions they do all the marketing stages like research, checking trends in social media, performing market mix like place, promotion, price, product, promotions, people and process. For our daily operations we use several software also namely CRM software, Marketing software's, messaging software etc.

The structures at ZMZ Events are in systematic departmental in nature, and include, for example: Human Resource Management

Finance

Marketing

Operations

Sales

Public Relation Management

Strategic Leadership

SOFT ELEMENTS

The soft elements of the McKinney's 7 S Model, in turn encompass shared values, staff, skills, and strategy. These factors are less tangible in nature and are greater motivated through the organisational culture. As such, the control does not have direct affect or manage over them. These factors are also tougher to explain and immediately identify – but are equally important for an organisation's success and improved performance.

3.1.5 SHARED VALUES

Shared Values are at the core of McKinsey 7s model. They are the norms and standards that guide employee behaviour and company actions and thus, are the foundation of every organisation. The centre values at ZMZ Events include,

- Creativity
- Honesty
- Integrity
- Trust
- Quality
- Empathy
- Innovation
- Commitment

ZMZ events follow the philosophy that they make sure that they don't compromise with the quality of services to its customer or to clients and they ensure the proper execution of each and every challenge effectively. ZMZ Events guarantees that every one of its process responsibilities and roles are aligned with the core values that the organisation propagates. This approach that every activity, methods, and strategic procedures hired via means of ZMZ Events will mirror its middle value, and could now no longer deviate from these.

3.1.6 STYLE

Style represents the way the company is managed by top-level managers, how they interact, what actions they take and their symbolic value. In other words, it is the management style of the company's leaders. Shortly we can say that the style of leadership adopted.

3.1.6.1 MANAGEMENT/LEADERSHIP STYLE

ZMZ Events has a participative management style or democratic style. Through a participative management style, ZMZ Events is capable of having interaction and containing its personnel in decision making tactics and managerial decisions. This additionally permits the management to frequently engage with the personnel and distinct managerial organisations to perceive any capacity conflicts for resolution, in addition to for comments concerning strategic techniques and operations. ZMZ Events also follows the open-door policy so that any employee can directly enter and give their suggestions to the top managers.

3.1.6.2 EFFECTIVENESS OF LEADERSHIP STYLE

The participative management fashion is notably powerful in attaining the companies dreams and imaginative and prescient of the organisation. Employees sense to be lively contributors of the agency who're valued for his or her suggestions, feedback, and input.

3.1.6.3 TEAM V/S GROUP:

ZMZ Events firmly believes that team work is always better than gathering people for completion of work. Because in team work the people will have a common objective which creates less ambiguity at work place and they are very clear about the assigned task. This organisation mainly has two teams, one is a marketing team and another one is an event managing team. This company likes to work with people who are always motivated and think the same way as the organisation thinks and believe that organisation growth is the ultimate goal. So, the company gives more importance to the team rather than the group.

3.1.7 STAFF

Staff is nothing but the employees or human resource of the organisation. Good staff are the life of the company. Staff also involves talent management and all human resource related activities such as recruitment, training, salary and reward system.

Human resources are the most important source for every organisation. ZMZ Events has a structured approach to hiring policy.

❖ Group Discussion

The first step in the recruitment process is a formal group discussion, during which the candidate's originality is evaluated and it is done to judge the suitability of individuals together with written and vocal communication skills.

❖ Email writing

Email writing is an important method of business communication that is fast, cheap, accessible and easily replicated. It helps to know the writing skill and the typing skill of an individual. It helps in communicating ideas, helps you find new roles, Works as a marketing tool.

❖ Interview

It is an in-person interview with the company's HR. In this phase, the candidates' desire for learning is the main focus. It is the process where the interviewer will ask the

questions to the candidate and it helps to identify the right candidate for the right job.

3.1.8 SKILLS

Skills are the abilities that a firm's employees perform very well. They also include capabilities and competences. During organisational change, the question often arises of what skills the company will really need to reinforce its new strategy or new structure.

3.1.8.1 EMPLOYEE SKILLS

As ZMZ Events is an event management company, every day is challenging like needing to bring creative ideas, new Innovations. Without the skills any event cannot be achieved or cannot organise events successfully. So ZMZ Events focuses more on employee skills and knowledge. This company mainly focuses on communication, technical, creative and managing skills and candidates should be graduates.

Skills needed in event management company are,

People skill, Flexibility, listening skills, Organisational skills, Passion, Communication skills, Ability to keep calm under pressure, Problem solving skills, Decision making skills and Industry knowledge with experience.

3.1.8.2 SKILL MANAGEMENT

ZMZ Events pays particular attention to enhancing the skills and capacities of its employees. It arranges every Saturday presentation and that needs to host some creative activities after the presentation to upskill the employee's skills. These activities will need to be followed by every candidate. By these activities the employees can increase their communication skill and they can also build a leadership quality and they can expand their knowledge.

-3.2 PORTER'S FIVE FORCE MODEL

Porter's Five Forces Framework is a method of analysing the operating environment of a competition of a business. The five-forces perspective is known for being created by Harvard University's Michael E. Porter. In 1979, the Harvard Business Review published this paradigm for the first time.

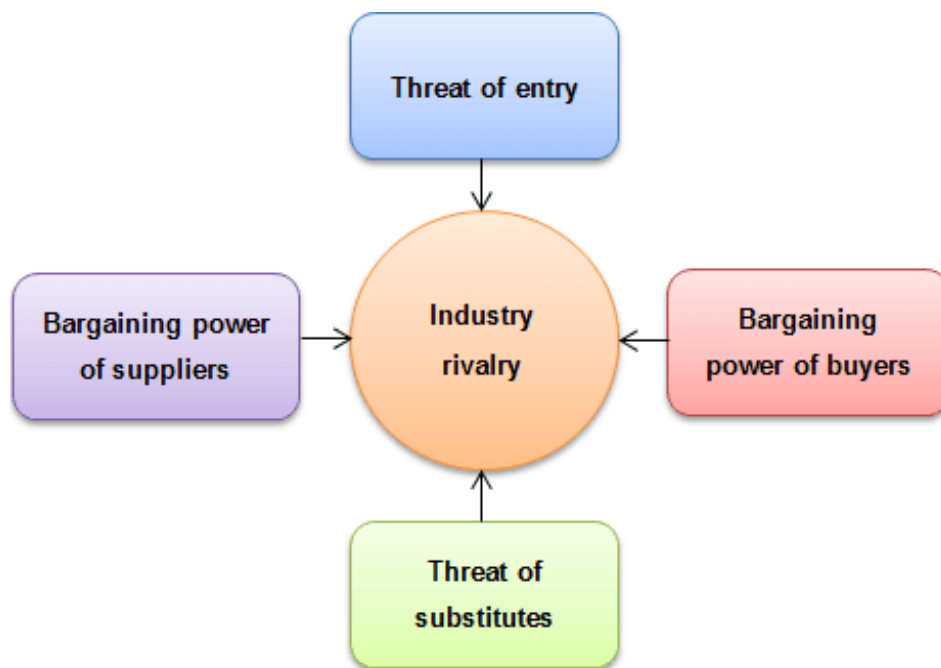


Figure: 3.2 Porters five force Model

Porter refers to these factors as the microenvironment in contrast to the macroenvironment, which is a more all-encompassing phrase. They are made up of nearby forces that have an impact on a business' capacity to provide for its clients and turn a profit. The general attractiveness of the industry does not guarantee that every company will experience the same level of profitability. Businesses can use their network, business model, or core skills to generate profits above the sector average.

Porter's Five forces are:

1. Threats of new entrance
2. Bargaining power of buyers
3. Bargaining power of suppliers
4. Threat of substitutes
5. Rivalry between existing players

3.2.1 THREATS OF NEW ENTRANCE

New entrants to an industry can raise the level of competition, thereby reducing its attractiveness. The threat of new entrants largely depends on the barriers to entry. While looking into the ZMZ Events, they try to build good relationships with new competitors so that they can tackle the competition. This company manages the best human resources in the organisation. ZMZ events believe in both experience and creativity so they have the best creative and experienced employees and they have a good name and frame in India as well as Middle East countries, which keep themselves different from other companies. Most important thing is quality of service which gives maximum satisfaction to the customer and makes us unique in industry or market.

3.2.2 BARGAINING POWER OF BUYERS

Buyers are the people / organisations who create demand in an industry. Bargaining power of customers is less in the event management industry because when any company sponsors any events, they get a high level of marketing especially like Big show India event. when we complete an event successfully with High marketing activities the customer or organisers get more satisfaction so we charge fixed rate of price for every event.

Basically, ZMZ Events is mainly involved in corporate events and exhibitions. So, the demand for the exhibitions is more. In exhibitions every plot or site is sold at fixed rate of price or more than fixed rate due to heavy demand especially the plot which is visible or easily reachable to the viewer which helps to boost the image of companies so the bargain Power of customers is very less. The plot which is less visible or it cannot be easily visible for that space the bargaining power is less because demand for that product is less.

3.2.3 BARGAINING POWER OF SUPPLIERS

The bargain Power of suppliers is high in our industry. For this purpose, we do quality standards, discuss within the organiser and do budgets according to the budget we approach the suppliers. We maintain multiple supply chains. Major suppliers of our firm are

Venue as supplies

Media partners

3.2.4 THREAT OF SUBSTITUTES

Rivalry among existing companies: currently ZMZ Events do not consider any one as their competitors. Competitors effect only when they do events at less cost than our firm but doing the events by following proper structure, research, good human resource, aggressive marketing of events makes our company very special in the market. The policy of no compromise in quality and marketing makes us special from competitors.

3.2.5 RIVALRY BETWEEN EXISTING PLAYERS

Event management does not have any substitute products. But during the period of COVID 19 people are considering virtual conferences and digital events as substitutes for physical events. But after COVID 19 everything got normalised and people started conducting big events Because the impact of direct interaction and face to face communication is more effective than digital meetings. A small hand shake, A pat on the back makes a big difference.

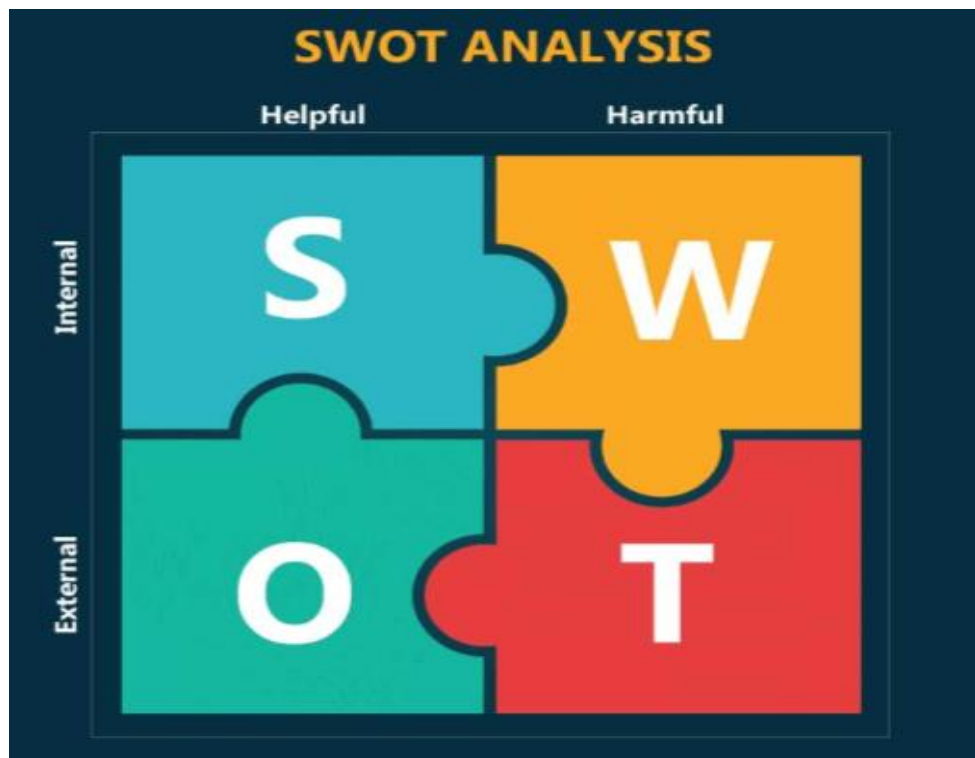
CHAPTER 4

SWOT ANALYSIS

4.1 SWOT ANALYSIS

The SWOT (strengths, weaknesses, opportunities, and threats) analysis is a framework for assessing a company's competitive position and for creating a strategy plan. The SWOT analysis evaluates both internal and external elements as well as present and future potential.

The purpose of a SWOT analysis is to provide a practical, fact-based, data-driven examination of the advantages and disadvantages of a company, its efforts, or the sector in which it operates. By avoiding preconceived notions or grey areas and putting more emphasis on actual situations, the organisation can maintain the analysis accurate. Rather than necessarily acting as a prescription, businesses should utilise it as a guidance.



SWOT ANALYSIS ON ZMZ EVENTS

4.2 STRENGTHS

Strengths include things like a strong brand, a devoted client base, a strong balance sheet, innovative technology, etc. that indicate what a firm excels at and what sets it apart from the competition.

- **Efficient tools for the promotion of events:** The ZMZ Events have its own marketing department including experience and expert graphics designers which helps them in creative promotion of events. Other than that they use various platforms of promotions like mass media, social media like LinkedIn, WhatsApp, Instagram, YouTube, twitter and digital marketing tools for the promotion purposes.
- **Superior and specialised services:** ZMZ Events company takes a superior position in company exhibitions especially corporate events and conferences because their main focus is business events. ZMZ Events is also expert in their events and services. Major service of the company is industry training, conference production, event sales, event marketing, professional conference organisers and exhibition management. Other than that this company is good at online events and digital conferences.
- **Experience in organising events:** ZMZ is in the field of events from the year 2015 so they have good experience in organising events especially business events. They have good human resources, modern technology and experienced seniors to make the event successful. ZMZ organises the event with complete knowledge of industry and business.
- **Good network:** ZMZ also build good relationships or network with their vendors, suppliers, exhibitor's and conference speakers so they can grow in various fields of events. ZMZ events not only have their network in India but also, they build a very good network in foreign countries like Middle East countries.
- **Goodwill:** ZMZ Events is a multinational company which organises the events not only in India but also abroad. They provide services in UAE, Oman and various middle East countries which helps to build a strong good will in the market.
- **Effective solutions for event management:** An efficient online event registration and payment processing system certainly supports the success of the event. For this purpose, they started their own websites for each event which they are organising in that customers can get full details of events and they also get the opportunity of choosing the different roles like speaker, exhibitors and visitors. The people also can get the information of timings, duration of events

etc. Through that website customers can register the event and payment can also be made.

- **Strong relationship with vendors:** Strong relationship with vendors is key to organise the event perfectly for this purpose companies have to maintain good relationship with vendors and try to build multiple supply chains. Good communication, timely order and delivery, on time payments, and reward for good service and loyalty helps to maintain good relationships with vendors. This also helps in building company networks.
- **Quality of service:** ZMZ Events company believes that quality service and creativity is the key for the retention of customers. For this they focus more on improving their quality of service. They have their own quality policy which helps to provide qualitative work to their customers.

4.3 WEAKNESS

An organisation can't operate at its best capacity when it has weaknesses. The following are examples of areas where the company needs to make improvements in order to be competitive: a weak brand, higher-than-average turnover, excessive levels of debt, an insufficient supply chain, or a lack of cash.

- **Inexperienced company staff:** Not everyone has experience of everything so there are chances that some work or event went wrong because of inexperienced and half knowledge people. It may affect the image of the company. Therefore, companies should complete the work according to the certain standards which are determined earlier.
- **No shareholders:** ZMZ Events is a sole proprietorship company that means there are no shareholders in the company. So, the owner may receive nothing when the company faces loss and he is the only person who has to fully fill the loss and the company capital is also low. The expansion of the company is also very limited.
- **Not having Proper representation in the Middle East:** Due to COVID 19, ZMZ Events company which performed in the Middle East was completely shut down. Now there is huge demand for our event in the Middle East but there is no proper representative of the company. The owner of the company has to

travel to organise the event in the Middle East which is a difficult as well as expensive task for the company.

- **Inability to scale at large:** Many times, companies have more than 1 event during seasons so it is quite difficult for the company to operate its activity at large scale especially when the company has events in India and foreign countries. And when multiple events are organised at different places expense of the company also increases which is another burden for the company.
- **Lack of creating awareness about the company:** ZMZ is best in event management and exhibition but it is famous for corporate events only limited people know about the brand ZMZ so it is one of the drawbacks to the company.

4.4 OPPORTUNITIES

Opportunities are beneficial external factors that could give a business a competitive edge. For instance, a car manufacturer may export its vehicles into a new market if a country lowers its tariffs, increasing sales and market share.

- **Growing demand:** Several parts of India don't have proper event management companies especially corporate and business event planning companies so demand for our company increases by reaching those areas. Now the demand for event management companies is increasing in the world market too which is a great opportunity for the ZMZ Events company.
- **New markets:** ZMZ events are now operating in India and Middle East countries but due to huge demand in the world market they can expand their business in European countries. By this they can target new markets and customers. And this also helps in knowing different trends and customer needs and wants.
- **Little competition:** As already mentioned, there is little competition in event management industry especially in the southern part of India and there are few business event organisers who are not focusing on the corporate events. They are mainly focusing on entertainment events. so which is a good opportunity for ZMZ Events to establish strong roots in south India States and become superior in the market by organising corporate events.

- **Adding new services:** The ZMZ Events mainly focus on business events or their Major importance is business events they can add new event plans to their company like wedding events, entertaining events, literature events which helps the company to grow in other fields too.
- **Creating more employment opportunities:** Growing scope for the event management industry attracts more youngsters to work in the event management industry. ZMZ Events can increase the employment opportunities in the locality of their operations. This will not only help to grow the economy but also helps to find new talent and smooth functioning of work. Zmz aims to create 150 employment opportunities in the future.

4.5 THREATS

Threats are anything that could potentially hurt an organisation. For instance, a drought poses a risk to a business that grows wheat since it could ruin or lower crop yield.

- **Rescission:** Uncertainty happens at any time due to this factor there are chances of cancellation of events which may create huge loss for the company. sometimes there is a chance of cancellation of agreement also which is the biggest challenge for the company.
- **Bad weather:** Weather is one of the uncontrollable factors no one should determine the weather. Sometimes due to bad weather there are chances of cancellation of events or postponement of events which creates huge losses for the company.
- **High competition in future:** In present the competition for the ZMZ Events company is limited but the future is unknown. There are chances of strong competition in future because of strong growth opportunities in the event management industry and less barriers to entry and exit in the industry so it is a challenge for the company.
- **Expensive raw material:** One of the main pillars for event management companies is raw material and their supplier. Due to the increased cost of raw material the company has to spend more for raw material. In the future scarcity

raw material may also influence its cost so it is a threat to the event management companies.

- **Unable to effective utilisation of resources:** Sometimes companies have huge resources and are unable to proper utilisation of resources. The managers or top-level managers should possess the ability to find skilled resources and effective utilisation of resources otherwise it leads to wastage of resources and may create a big threat to the company.

CHAPTER 5
FINANCIAL STATEMENT ANALYSIS

ANALYSIS OF FINANCIAL STATEMENT

Financial statement is the formal report records of financial Activities and the position of the business, person and other entities. The objective of a financial statement is to provide information about the financial position, performance and the change in the financial position of an enterprise that is useful to a wide range of users in making decisions. “Financial statements should be understandable, reliable, relevant and comparable.” Reported assets, liabilities, equity, income and expenses are directly related to an organisation's financial position.

5.1 RATIO ANALYSIS:

Ratio analysis is a technique of evaluating financial statements to form an opinion about the various aspects of the organisation like profitability, short and long-term liquidity and efficiency, etc.

Ratio analysis is a method of quantifying a company's liquidity. Operational efficiency, and probability to evaluate its performance over time and relative to its peers.

A. SHORT-TERM SOLVENCY RATIOS:

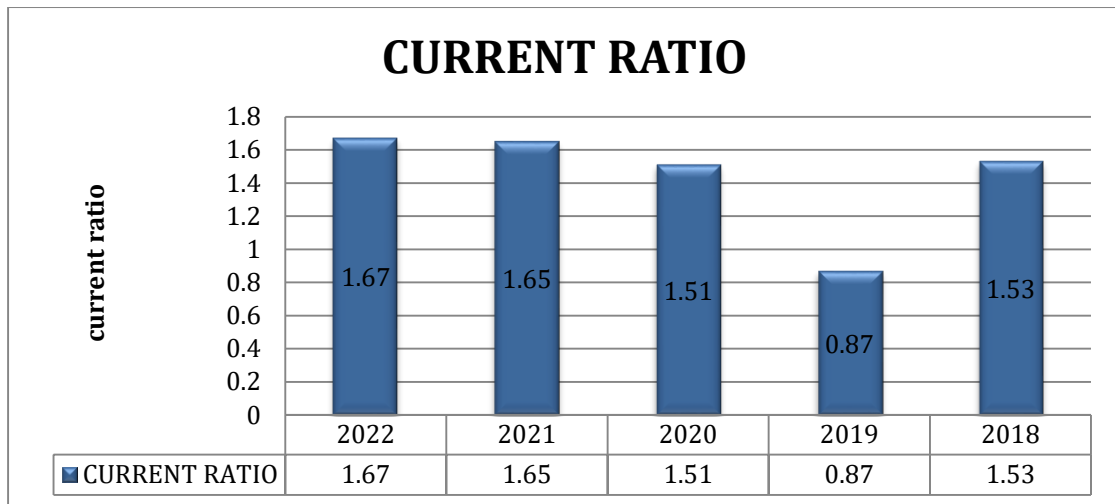
1. CURRENT RATIO:

The current ratio is calculated by dividing current assets by current liabilities. The current ratio measures the company's short-term solvency. Generally, the current ratio varies from company to company. A ratio of 2:1 may be considered satisfactory for the industrial and commercial concerns. The formula to calculate the current ratio is:

CURRENT RATIO= CURRENT ASSETS / CURRENT LIABILITIES.

Table showing the Current Ratio of ZMZ Events.

Year	Current Assets	Current Liabilities	Current Ratio
2022	15,57,107	9,30,606	1.67
2021	14,58,310	8,83,750	1.65
2020	16,08,553	10,58,785	1.51
2019	9,11,282	10,43,793	0.87
2018	14,80,636	9,61,793	1.53



Analysis and Interpretation: Based on the data provided, it appears that the company's current ratio has fluctuated over the years, with the lowest ratio of 0.87 in 2019, indicating a potentially risky financial position, while the highest ratio of 1.67 in 2022 suggests that the company has improved its liquidity position. However, it is important to analyse other financial metrics as well to get a more comprehensive picture of the company's financial health.

2. QUICK RATIO:

The quick ratio represents the extent to which a business can pay its short-term obligations with its most liquid assets. In other words, it measures the proportion of a business's current liabilities that it can meet with cash and assets that can be readily converted to cash.

QUICK RATIO= QUICK ASSETS / QUICK LIABILITIES

Quick assets= current assets- (inventory + pre-paid expenses)

Quick liabilities= current liability- (Bank O.D + Cash credits)

As ZMZ Company comes under entertaining and event management sector it does not have any inventories. So the quick ratio of company is same as a Current ratio.

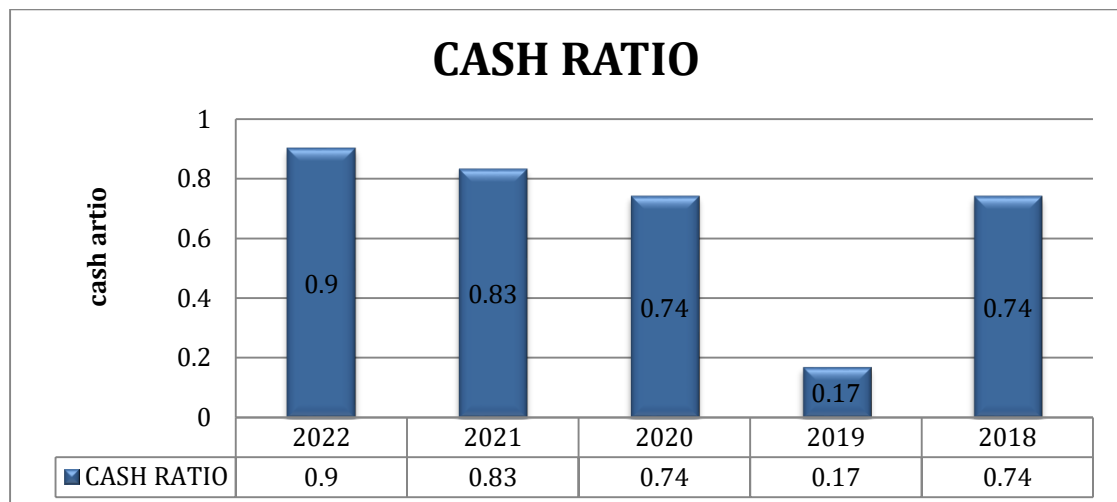
3. CASH RATIO:

The cash ratio is the ratio that measures the ability of the company to repay the short-term debts with the cash or cash equivalents, and it is calculated by dividing the total cash and the cash equivalents of the company with its total current liabilities.

CASH RATIO= CASH AND CASH EQUIVALENTS / CURRENT LIABILITIES

Table showing the Cash Ratio of ZMZ Events.

Year	Cash and Cash Equivalents	Current Liabilities	Cash Ratio
2022	8,37,489	9,30,606	0.90
2021	7,63,295	8,83,750	0.83
2020	7,88,341	10,58,785	0.74
2019	1,72,515	10,43,793	0.17
2018	7,14,411	9,61,793	0.74



Analysis and Interpretation: Based on the data provided, it appears that the company's cash ratio has also fluctuated over the years, with the lowest ratio of 0.17 in 2019, indicating a potentially risky financial position, while the highest ratio of 0.90 in 2022 suggests that the company has improved its liquidity position. However, as with the current ratio, it is important to analyze other financial metrics as well to get a more comprehensive picture of the company's financial health.

B. LONG TERM SOLVENCY RATIOS:

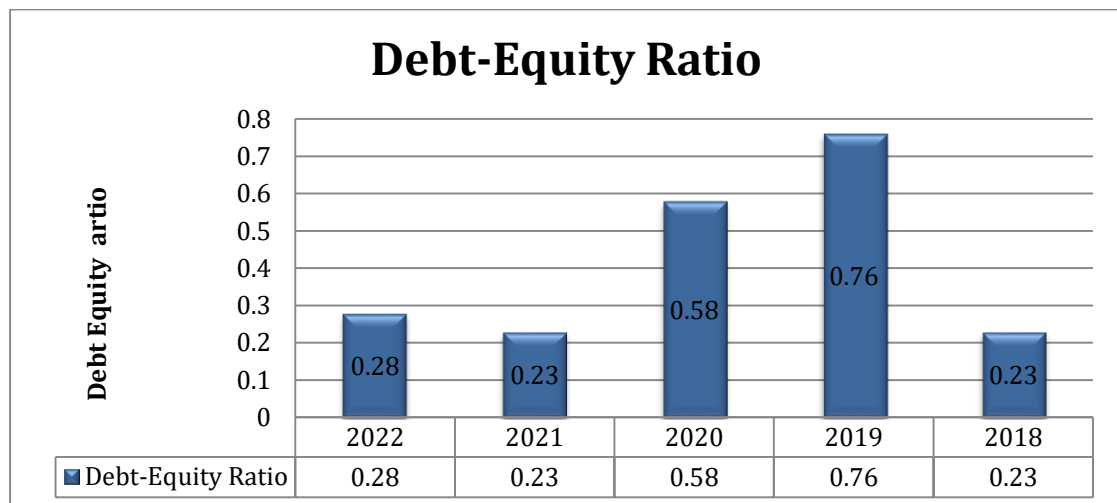
1. DEBT- EQUITY RATIO:

The debt-to-equity ratio measures your company's total debt relative to the amount originally invested by the owners and the earnings that have been retained over time.

DEBT-EQUITY RATIO = TOTAL DEBT/ TOTAL SHAREHOLDERS FUND

Table showing the Debt-Equity Ratio of ZMZ Events.

Year	Total Debt	Total Shareholders Fund	Debt-Equity Ratio
2022	6,30,000	22,58,445	0.28
2021	5,00,000	21,98,023	0.23
2020	8,65,520	14,96,682	0.58
2019	7,75,000	10,14,051	0.76
2018	5,00,000	21,95,840	0.23



Analysis and Interpretation: Based on the provided data, the company's debt-equity ratio has fluctuated between 0.23 and 0.76 over the past five years. In 2020, the debt-equity ratio was the highest at 0.58, while in 2019, it was the lowest at 0.76. In 2021 and 2018, the debt-equity ratio was the same at 0.23, while in 2022, it increased slightly to 0.28.

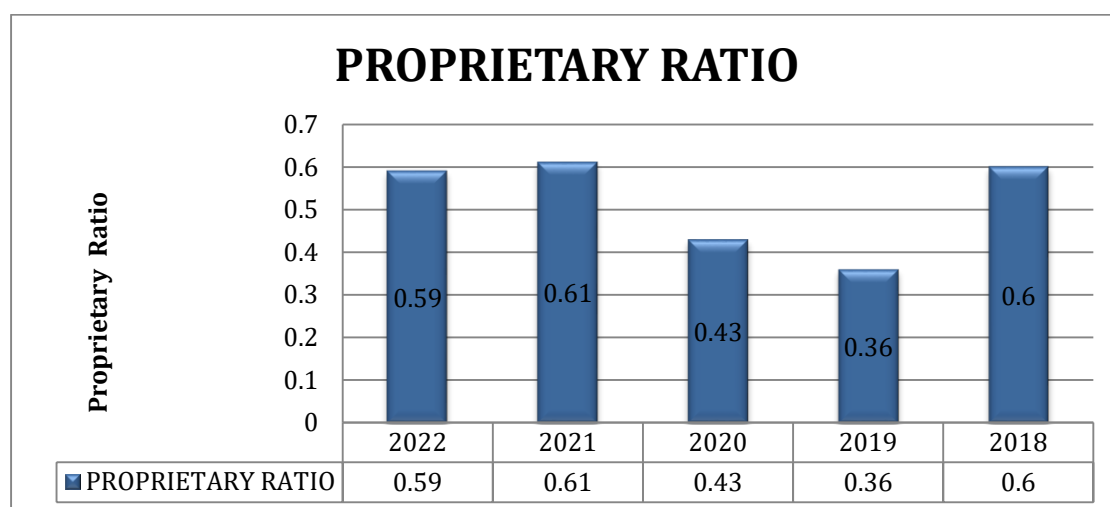
2. PROPRIETARY RATIO:

Proprietary ratio helps to determine the amount or contribution of shareholders or proprietors towards total assets of the business. A good proprietary ratio is more than 0.50. The formula to calculate proprietary ratio is:

$$\text{PROPRIETARY RATIO} = \frac{\text{TOTAL SHAREHOLDERS FUND}}{\text{TOTAL ASSETS}}$$

Table showing the Proprietary Ratio of ZMZ Events.

Year	Total Net Worth	Total Assets	Proprietary Ratio
2022	22,58,445	38,19,051	0.59
2021	21,98,023	35,81,773	0.61
2020	14,96,682	34,20,987	0.43
2019	10,14,051	28,07,844	0.36
2018	21,95,840	36,57,633	0.60



Analysis and interpretation: Overall, based on the provided data, the company's proprietary ratio has fluctuated between 0.36 and 0.61 over the past five years. In 2021, the proprietary ratio was the highest at 0.61, while in 2019, it was the lowest at 0.36. In 2020, the proprietary ratio was 0.43, indicating that the company had a moderate proportion of its assets financed by its shareholders' equity. In 2022, the proprietary ratio decreased slightly to 0.59, indicating that the company had a slightly lower proportion of its assets financed by its shareholders' equity compared to the previous year.

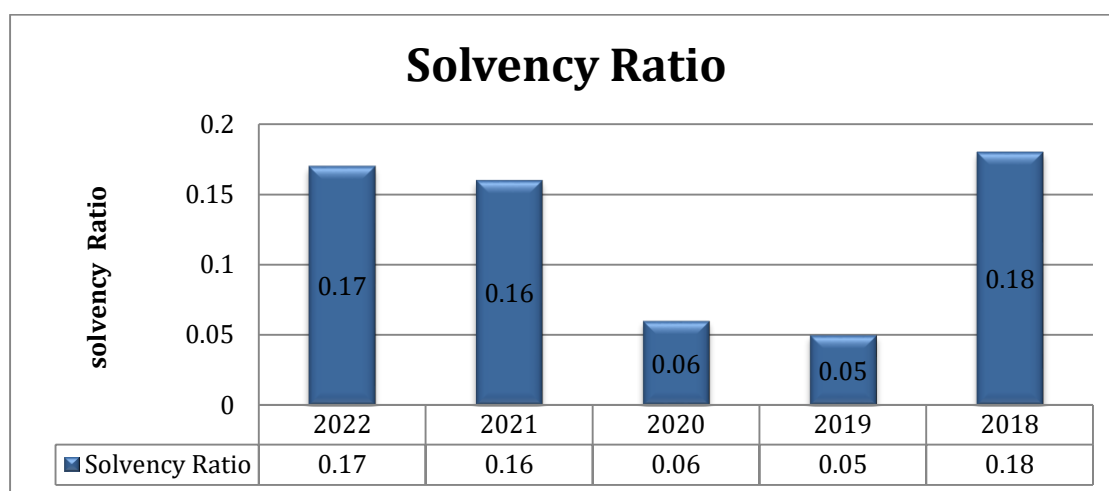
3. SOLVENCY RATIO:

Prospective business lenders frequently utilise a solvency ratio as a significant indicator of a company's capacity to repay its long-term debt. A company's financial health can be assessed by looking at its solvency ratio, which determines if its cash flow is sufficient to cover its long-term obligations.

$$\text{SOLVENCY RATIO} = \text{INCOME} + \text{DEPRECIATION} / \text{TOTAL LIABILITIES}$$

Table showing the Solvency Ratio of ZMZ Events.

Year	Income	Depreciation	Total Liabilities	Solvency Ratio
2022	6,51,366	15,350	38,19,051	0.17
2021	5,84,423	17,565	35,81,773	0.16
2020	1,98,637	16,200	34,20,987	0.06
2019	1,13,754	21,690	28,07,844	0.05
2018	6,39,474	22,500	36,57,633	0.18



Analysis and Interpretation: Based on the provided data, the company's solvency ratio has fluctuated between 0.36 and 0.61 over the past five years. In 2018 and 2022, the solvency ratio was the highest at 0.60 and 0.59, respectively, while in 2019, it was the lowest at 0.36. In 2020 and 2021, the solvency ratio was 0.44 and 0.61, respectively, indicating that the company had a moderate to high proportion of its assets financed by its shareholders' equity.

4. CAPITAL GEARING RATIO:

It is also referred to as financial gearing or financial leverage. It indicates the large debt as compared to its equity. The formula to calculate the capital gearing ratio is:

**CAPITAL GERING RATIO: FIXED INTEREST BEARING FUNDS /
COMMON SHAREHOLDER'S EQUITY**

The company do not have any fixed interest on bearing funds so it is unable to calculate capital gearing ratio.

C. PROFITABILITY RATIOS:

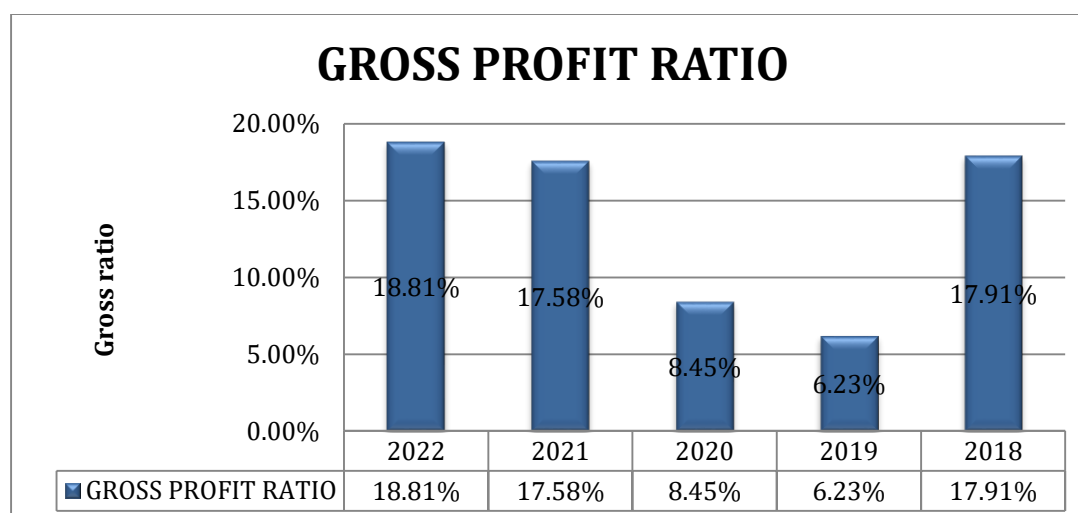
1. GROSS POFIT RATIO:

Gross profit ratio is a ratio or metric that helps in determining the efficiency and performance of a company. It is computed by dividing the gross profit of a company by its total net sales.

GROSS PROFIT= GROSS PROFIT/ NET SALES *100

Table showing the Gross Profit Ratio of ZMZ Events.

Year	Gross Profit	Net Sales or Revenue from Operation	Gross Profit Ratio
2022	7,04,833	37,46,575	18.81%
2021	6,21,154	35,32,610	17.58%
2020	1,98,637	23,49,396	8.45%
2019	1,13,754	18,25,560	6.23%
2018	6,89,967	38,52,657	17.91%



Analysis and interpretation: Overall, based on the provided data, the company's gross profit ratio has fluctuated between 6.23% and 18.81% over the past five years. In 2018 and 2022, the gross profit ratio was the highest at 17.91% and 18.81%, respectively, while in 2019, it was the lowest at 6.23%. In 2020 and 2021, the gross profit ratio was 8.45% and 17.58%, respectively, indicating that the company had a moderate to high proportion of gross profit to net sales or revenue.

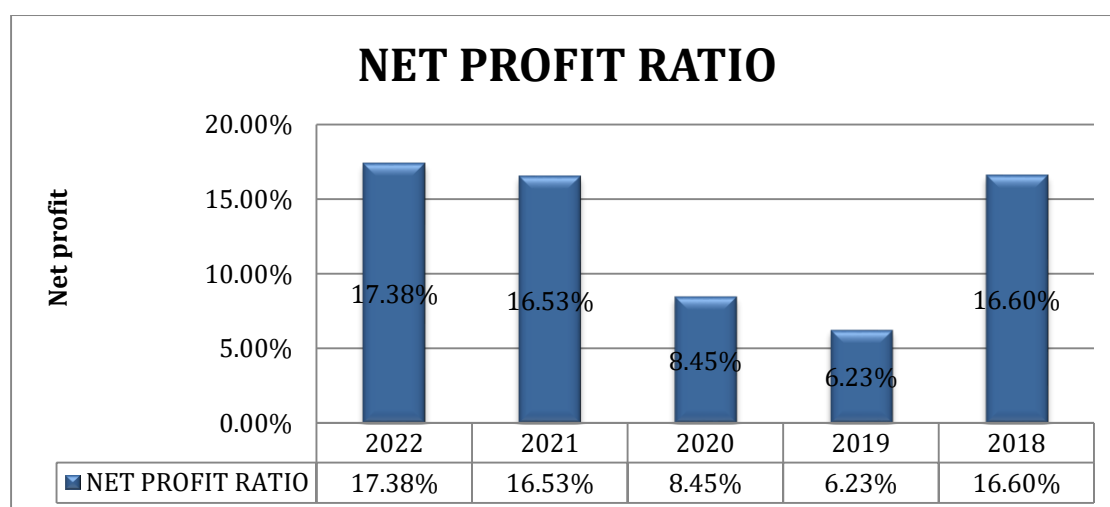
2. NET PROFIT RATIO:

It is a profitability ratio that measures the company's profits to the total amount of money brought into the business. Net profit ratio is calculated by dividing net profit by sales of the company. The formula to calculate the net profit ratio is:

$$\text{NET PROFIT RATIO} = \text{NET PROFIT} / \text{NET SALES} * 100$$

Table showing the Net Profit Ratio of ZMZ Events.

Year	Net Profit	Net Sales or Revenue from Operation.	Net Profit Ratio
2022	6,51,366	37,46,575	17.38%
2021	5,84,423	35,32,610	16.53%
2020	1,98,637	23,49,396	8.45%
2019	1,13,754	18,25,560	6.23%
2018	6,39,474	38,52,657	16.60%



Analysis and Interpretation: Overall, based on the provided data, the company's net profit ratio has fluctuated between 6.23% and 17.38% over the past five years. In 2018 and 2022, the net profit ratio was the highest at 16.60% and 17.38%, respectively, while in 2019, it was the lowest at 6.23%. In 2020 and 2021, the net profit ratio was 8.45% and 16.53%, respectively, indicating that the company had a moderate to high proportion of net profit to net sales or revenue.

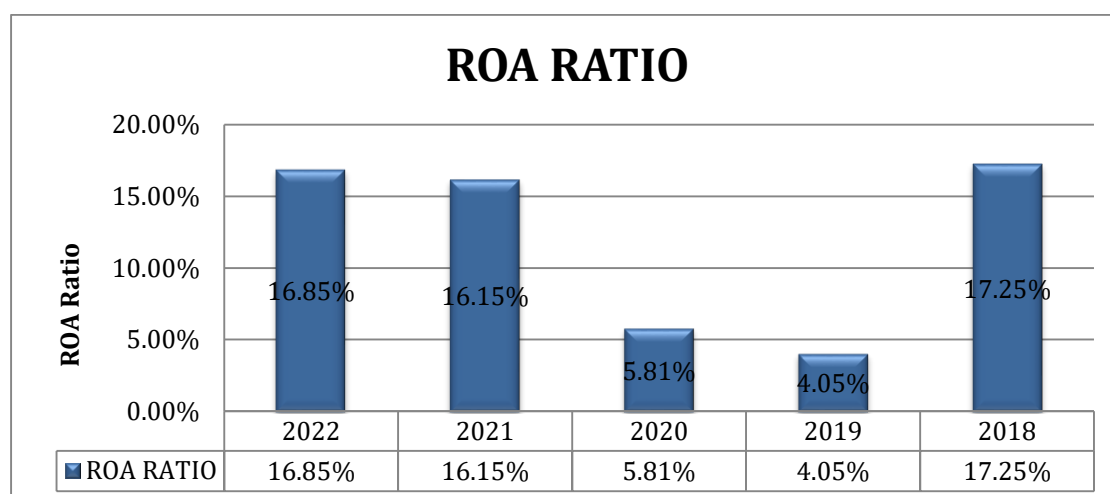
3. RETURN ON ASSETS RATIO:

The return on total assets ratio is obtained by dividing a company's earnings after tax by its total assets. This profitability indicator helps you determine how your company generates its earnings and how you compare to your competitors.

RETURN ON ASSETS= NET PROFIT/ TOTAL ASSETS*100

Table showing the Return On Assets Ratio of ZMZ Events.

Year	Net Profit	Total Assets	ROA ratio
2022	6,51,366	38,66,518	16.85%
2021	5,84,423	36,18,504	16.15%
2020	1,98,637	34,20,987	5.81%
2019	1,13,754	28,07,844	4.05%
2018	6,39,474	37,08,126	17.25%



Analysis and interpretation: Based on the data provided, we can see that the ROA ratio has been fluctuating over the past five years, with a low of 4.05% in 2019 and a high of 17.25% in 2018. In 2022, the company achieved a ROA ratio of 16.85%, which is slightly higher than the previous year's ratio of 16.15%. This indicates that the company is continuing to use its assets efficiently to generate profits.

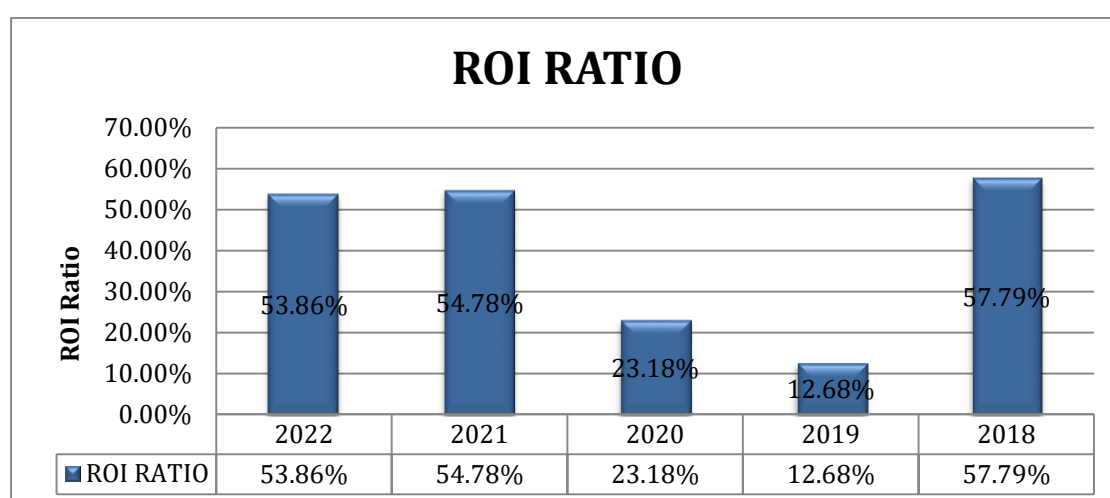
4. RETURN ON INVESTMENT(ROI):

The net profit (or loss) from an investment is divided by the investment's cost to calculate the return on investment. The fact that it is expressed as a percentage allows you to contrast the efficiency or profitability of various investment options. ROI formula is:

$$\text{ROI} = \text{NET PROFIT} / \text{COST OF INVESTMENT} * 100$$

Table showing the Return On Investment Ratio of ZMZ Events.

Year	Net Profit	Cost of Investment	ROI ratio
2022	6,51,366	12,09,423	53.86%
2021	5,84,423	10,66,831	54.78%
2020	1,98,637	8,56,598	23.18%
2019	1,13,754	8,96,562	12.68%
2018	6,39,474	11,06,397	57.79%



Analysis and interpretation: Based on the data provided, we can see that the ROI ratio has been fluctuating over the past five years, with a low of 12.68% in 2019 and a high of 57.79% in 2018. In 2022, the company achieved an ROI ratio of 53.86%, which is slightly lower than the previous year's ratio of 54.78%. This indicates that the company is continuing to generate profits, but perhaps not at the same rate as in previous years.

5. EARNINGS PER SHARE(EPS):

Earnings per share, or EPS, are a crucial financial metric that shows a company's profitability. It is determined by dividing the net income of the business by the total number of outstanding shares. The formula to calculate EPS is:

EARNINGS PER SHARE= TOTAL VALUE OF SHARES/ NUMBER OF SHARES

The company has no shares so we cannot determine the earning per share.

CHAPTER-6
LEARNING EXPERIENCE AND BIBLIOGRAPHY

LEARNING EXPERIENCE:

Experience is considered to be one of life's greatest teachers. Experiences also mean challenges and changes that might last forever. In the same way, 4 weeks of virtual organisation study of ZMZ Events helped me to polish my knowledge, skills, and abilities and taught me valuable lessons. And I believe it to be a stepping point in my life for a better future.

This organisation study has allowed us to enlarge our knowledge, and gave us a platform to understand about the realistic industrial situation. This organisational study helps me to compare the real scenario with the lessons learnt in the college, to fulfil the requirements of the MBA program. I learnt from ZMZ Event's 5 Years financial statement that, how this company grew year by year instead of heavy competitions, govt – policies, economic conditions etc. The organisational study helps me to convert the theoretical aspect into practical one and also helped me to know more about managerial functions.

Through Organisational Study, I got to experience a lot of new things as in how an organisation function works. I also learnt about the working conditions, different problems that occur and also how they tackle all problems.

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ANXTURE:
BALANCE SHEET

BALANCE SHEET OF ZMZ EVENTS (in lakhs)					
Particulars	2022	2021	2020	2019	2018
CAPITAL ACCOUNT					
Proprietors Capital A/C	16,01,079	16,13,600	12,98,045	9,00,297	15,56,366
TOTAL CAPITAL	16,01,079	16,13,600	12,98,045	9,00,297	15,56,366
Reserves and surplus	6,57,366	5,84,423	1,98,637	1,13,754	6,39,474
TOTAL RESERVES AND SURPLUS	6,57,366	5,84,423	1,98,637	1,13,754	6,39,474
TOTAL SHAREHOLDER FUNDS	22,58,445	21,98,023	14,96,682	10,14,051	21,95,840
NON-CURRENT LIABILITIES					
Long-term borrowings	6,30,000	5,00,000	8,65,520	7,75,000	5,00,000
Deferred tax liabilities (net)	-	-	-	-	-
Other long-term liabilities	-	-	-	-	-
Long-term provisions	-	-	-	-	-
TOTAL NON-CURRENT LIABILITIES	6,30,000	5,00,000	8,65,520	7,75,000	5,00,000

CURRENT LIABILITIES					
Short-term borrowings	-	-	-	-	-
Trade payables	8,58,320	8,06,500	9,56,520	9,56,203	8,89,203
Other current liabilities	55,000	62,000	85,000	70,000	56,000
Short-term provisions	17,286.	15,250	17,265	17,590	16,590
TOTAL CURRENT LIABILITIES	9,30,606	8,83,750	10,58,785	10,43,793	9,61,793
TOTAL CAPITAL AND LIABILITY	38,19,051	35,81,773	34,20,987	28,07,844	36,57,633
ASSETS					
NON-CURRENT ASSETS					
Tangible assets	6,00,000	6,00,000	7,50,000	7,50,000	7,50,000
Intangible asset	-	-	-	-	-
FIXED ASSETS	6,00,000	6,00,000	7,50,000	7,50,000	7,50,000
Non-current investments	12,09,423	10,66,831	8,56,598	8,96,562	11,06,397
Deferred tax assets (net)	-	-	-	-	-
Long-term loans and advances	-	-	-	-	-
Other non-current assets	4,52,521	4,56,632	2,05,836	2,50,000	3,20,600
TOTAL NON-CURRENT ASSETS	16,61,944	15,23,463	10,62,434	11,46,562	14,26,997

CURRENT ASSETS					
Current investments	-	-	-	-	-
Inventories	-	-	-	-	-
Trade receivables	6,40,850	6,15,565	7,49,562	6,68,200	6,86,100
Cash and cash equivalents	8,37,489	7,63,295	7,88,341	1,72,515	7,14,411
Short-term loans and advances	-	-	-	-	-
Other current assets	78,768	79,450.	70,650	70,567	80,125
TOTAL CURRENTS ASSETS	15,57,107	14,58,310	16,08,553	9,11,282	14,80,636
TOTAL ASSETS	38,19,051	35,81,773	34,20,987	28,07,844	36,57,633

PROFIT AND LOSS ACCOUNT

PROFIT & LOSS ACCOUNT OF ZMZ EVENTS (In lakh)					
Particulars	2022	2021	2020	2019	2018
INCOME					
REVENUE FROM OPERATION	37,46,575	35,32,610	23,49,396	18,25,560	38,52,657
Other income	2,78,619	2,23,500	1,53,486	1,63,254	2,65,560
TOTAL REVENUE	40,25,194	37,56,110	25,02,855	19,88,814	41,18,217
EXPENSES					
Cost of materials consumed	-	-	-	-	-
Operating and direct expenses	-	-	-	-	-
Changes in inventories of FG,	-	-	-	-	-

WIP and stock-in trade					
Employee benefit expenses	3,50,394	380,400	3,50,500	3,77,520	4,10,900
Finance cost	-	-	-	-	-
Depreciation and Amortisation expenses	15,350	17,565	16,200	21,690	22,500
Other expenses	29,54,617	27,36,991	19,37,518	14,75,850	33,64,850
TOTAL EXPENSES	33,20,361	31,34,956	23,04,218	18,75,060	34,28,250
PROFIT/LOSS BEFORE EXCEPTIONAL EXTRAORDINARY ITEMS AND TAX	7,04,833	6,21,154	1,98,637	1,13,754	6,89,967
Exceptional items	0.00	00.0	0.00	0.00	0.00
PROFIT/LOSS BEFORE TAX	7,04,833	6,21,154	1,98,637	1,13,754	6,89,967
TAX EXPENSES-					
Current tax	53,467	36,731	0.00	0.00	50,493
Deferred tax	0.00	0.00	0.00	0.00	0.00
TOTAL TAX EXPENSES	53,467	36,731	0.00	0.00	50,493
PROFIT/LOSS AFTER TAX AND BEFORE EXTRAORDINARY ITMES	6,51,366	5,84,423	1,98,637	1,13,754	6,39,474
Extraordinary items	0.00	0.00	0.00	0.00	0.00

PROFIT/LOSS FROM CONTINUING OPERATIONS	6,51,366	5,84,423	1,98,637	1,13,754	6,39,474
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