

INTERNSHIP REPORT ON
“ACCELERLAB SOLUTIONS PVT. LTD.”

Submitted By

D Jessie Janet

USN: 4AL21BA024

Submitted To



VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELGAUM

In partial fulfilment of the requirements for the award of the degree of

MASTER OF BUSINESS ADMINISTRATION

Under the Guidance of

INTERNAL GUIDE

Mrs. Maithri, Senior Lecturer

P G Department of Business Administration

Alva's Institute of Engineering and Technology, Mijar, Moodbidri



P G DEPARTMENT OF BUSINESS ADMINISTRATION

ALVAS INSTITUTE OF ENGINEERING AND TECHNOLOGY

SHOBHAVANA CAMPUS, MIJAR, MOODBIDRI 2021-2022

ACKNOWLEDGEMENT

I would like to take this opportunity to express my sincere gratitude to all those who have helped me throughout this organizational internship study. Firstly, I would like to thank the Almighty God who helped me out throughout the study. And it also gives me immense pleasure to acknowledge all those who have rendered encouragement and support for the successful completion of this work.

I would like to express my sincere thanks to Principal **Dr. Peter Fernandez**, AIET, and **Moodbidri**. And I express my deep sense of gratitude to my internal guide **Mrs. Maithri**, Senior Lecturer Department of MBA, for her constant support and encouragement to carry out my internship project successfully without much difficulty.

I am privileged to thank our, HOD Of PG Department of Business Administration, **Mrs. Priya sequiera**, Alva's Institute of Engineering and Technology, Mijar. And it would be a failure in my part not to mention my parents, family and friends whose undying support and encouragement kept my going at times of need. Deepest thanks to you all. They are all indeed the reason for the successful completion of this internship

DECLARATION

I **D Jessie Janet** hereby declare that this Organization Study conducted at **Accelerlab Solutions Pvt. Ltd.** is a record of independent work carried out by me under the guidance of **Mrs. Maithri**. I also declare that this organization study is towards the partial fulfilment of the university regulation for the award of the degree of Master of Business Administration by Visvesvaraya Technological University, Belagavi. I have undergone an organization study for a period of four weeks. I further declare that this organization study is based on the original study undertaken by me and has not been submitted for the award of any degree from any other University/Institution.

TABLE OF CONTENT

Sl No.	CHAPTERS	Page No.
1	CHAPTER 1: INTRODUCTION Introduction to Accelerlab Solutions Pvt. Ltd.	1-2
2	CHAPTER: ORGANISATIONAL PROFILE 2.1 Background 2.2 Nature of Business 2.3 Vision, Mission, and Quality Policy 2.4 Workflow Model 2.5 Product/ Services 2.6 Ownership Pattern 2.7 Achievements & Awards 2.8 Future Growth & Prospectus	4 5-7 7-8 8-9 9-13 13 14 14
3	CHAPTER 3: MCKENSY'S 7s FRAMEWORK AND PORTER'S 5 FORCE MODEL	15-21
4	CHAPTER 4: SWOT ANALYSIS	22-24
5	CHAPTER 5: FINANCIAL STATEMENT ANALYSIS	25-38
6	CHAPTER 6: LEARNING EXPERIENCE	39-40
7	BIBLIOGRAPHY	41
8	ANNEXURE	

TABLE OF GRAPHS AND CHARTS

SL NO.	CONTENT	PAGE NO.
1	Liquidity ratio a. Current ratio b. Quick ratio c. Dividend Payout Ratio	31 32 33
2	Turnover ratio a. Asset turnover ratio	34
3	Solvency ratio a. Debt-equity ratio b. Proprietary ratio	35 36
4	Profitability ratio a. Net profit b. Return on Assets	37 38

EXECUTIVE SUMMARY

This is an attempt to know how the theories can be applied to practical situations. As an MBA student of Alva's institute of engineering and technology, it is a part of my study for everyone to undergo an internship at some good organization. So, for this purpose, I got the opportunity of an internship program at "Accelerlab Solutions Pvt. Ltd."

This report is divided into six chapters. The first chapter deals with the introduction to the internship, and industry profile. The second chapter is about the organization profile,

- ☐ Nature of business,
- ☐ Vision mission, quality policy,
- ☐ Workflow model
- ☐ Product/service profile,
- ☐ Ownership pattern,
- ☐ Achievements/awards if any,

The third chapter is Mckensy's 7S framework with special reference to the organization under study. The fourth chapter deals with the SWOT analysis. The fifth chapter is an Analysis of financial statements sixth chapter is a learning experience. It also consists of Bibliography.

CHAPTER 1
INTRODUCTION ABOUT ORGANIZATION AND INDUSTRY

1. INTRODUCTION

1.1 INTRODUCTION ABOUT THE ORGANISATION:

Accelerlab solutions encourages customers to bring deep expertise for working together more effectively and make use of an unrivalled range of technology and business insights to be on the competitive edge. Our services and reliable work culture enable our customers to improve operational efficiency, contiguous productivity, and scalability of the business.

Formed in 2017 as a freelance group, with a keen desire to serve the agricultural sector with technological ability. Later, we rapidly evolved and expanded our services and industry expertise into all other business verticals. We aim to become the leading provider of technology solutions for enterprises by establishing our sector portfolio.

1.2 INDUSTRY:

Software plays a critical role in today's global information economy. The software runs the computers, networks, and devices that enable countless products and services from vast enterprise and communications systems to small 'apps' that run on digital phones. The software industry is a powerful wealth creator, generating billions in revenues, millions of jobs, countless new companies, and innovative business models. The industry is intensely competitive and has undergone a dramatic transformation from its roots in a handful of hardware mainframe producers in the 1960s to numerous large and small software firms today. Fundamental forces have shaped the evolution of the industry, starting with the emergence of personal computers, the development of computer networking and client/server software, and the introduction and widespread adoption of the Internet. These transformations have spawned novel and disruptive business models to create, sell and distribute software. The industry is organized into three major segments: system infrastructure software, applications software, and applications development and deployment software. The competitive dynamics differ considerably in the different segments. Some segments are mature and only one or two firms dominate while other segments are emergent with a number of players.

CHAPTER-2
ORGANIZATION PROFILE

2. **COMPANY PROFILE**

2.1 **Background:**

Registered name: Accelerlab Solutions Pvt Ltd

Directors: Krishnamoorthy Kakunje, Prasanna Kumari

Headquarters: Moodbidri

Type of Company: Private Limited

Branches: 2

Business Verticals: E-Commerce, Hospitality & Real-Estate, Logistics and SCM, Healthcare & Pharma, Internet of Things -IoT, Agriculture, Business Intelligence/Machine Learning/ Artificial Intelligence, Education & Learning Management Systems

Portfolios:

- CMS Website development
- General Website Development
- Graphic Designing
- Mobile Apps
- E-Commerce
- Streaming

Accelerlab was formed in 2017 as a freelance group, with a keen desire to serve the agricultural sector with technological ability.

Accelerlab was established in 2019 based in Moodbidri to provide IT Services to the E-Commerce, Hospitality & Real-Estate, Logistics and SCM, Healthcare & Pharma, Internet of Things -IoT, Agriculture, Business Intelligence/Machine Learning/ Artificial Intelligence, Education & Learning Management Systems, etc industry verticals.

2.2 Nature of Business

Accelerlab Solutions Private Ltd is mainly focusing on providing excellent IT services in various business verticals.

- **E-Commerce:**

Accelerlab helps companies to prosper in this extensive marketplace dominated by powerful corporations by providing powerful applications with major priority given to overall user experience. They also help market company's products in the new world of social media and the Internet by using powerful digital marketing techniques.

And they also help digitize business by harnessing the power of modern web development and mobile development. With the adoption of E-Commerce coupled with the ever-growing sector of logistics, companies can help customers reach the products they require at one touch of a hand and get them delivered to their homes.

- **Hospitality & Real-Estate:**

Accelerlab solutions believe in the positive impact that technology can have on your hotels or real-estate Corporation and are at your service. Adopting such modern systems can improve the overall user experience in finding hotels or real-estates and help build a completely trustworthy system that can help people make decisions based on statistics rather than intuition, thus following a more practical approach. Accelerlab, are here to help the corporation by building smarter systems that can help improve hospitality and ease of access for customers by building user-friendly interfaces. They are convicted to help your business prosper.

- **Logistics and SCM:**

Logistics is a major factor that influences industries all across the world and India. The transport of goods and services comes with its set of challenges and hardships. For starters, by adopting a smarter tracking system for vehicles involved in Logistics, it's easier to know the exact location of the goods and services and measure the arrival time, etc.

Supply chain management is a major milestone in logistics that has deeply impacted the way goods and services are transported. However, there is significant room for

improvement in Supply chains that can be capitalized on by adopting new technologies like the Internet of Things (IoT), Blockchain and Cloud Computing.

Accelerlab, provide consulting and build powerful applications that can help you improve your logistics corporation extensively.

- **Healthcare & Pharma:**

They have been convicted of leveraging the best of technologies to help customers by building medical systems and assisting them with the greatest deed of saving lives. The amalgamation of the technology sector and the medical sector has deeply affected the medical field in a very positive way. Technology's impact on the medical sector can drastically improve the chances of saving lives and helping people lead a healthy life.

Accelerlab, are always inspired to help the medical industry and the public health sector to tackle challenges that oppose human existence. We can provide services, harnessing technologies like AI, Cloud based applications and Mobile Applications that can assist in saving lives.

- **Internet of Things -IoT:**

Accelerlab solutions can help make your devices become smarter and connected with high reliability and security to serve the greater good. Accelerlab, believe in the power of the Internet of things in creating a more connected and a smarter world where devices collaborate to serve for the greater good. In this light, we provide IoT consulting to help you build systems that do not compromise on security or reliability to help your business become smarter, more secure, and more efficient.

- **Agriculture:**

Agriculture, being the oldest occupation known to mankind, has its share of challenges that could be solved by smart solutions developed using modern technology. The challenges come in the form of availability of water and fertilizers, unavailability of proper storage centers, number of skilled laborers, market price variation, etc. By using Technology, most of these problems can be solved. Accelerlab, are deeply motivated by the dream of creating a Digital India and are inspired to harness the modern growth of Mobile Development, Artificial Intelligence and Cloud Computing to help our farmers make the best out of their yield by focusing majorly on providing the best solutions for Agriculture along with ease-of-access such that every farmer can easily make the best out of them.

- **Business Intelligence/Machine Learning/ Artificial Intelligence:**

They are strongly convicted to provide you with the best Artificial Intelligence based systems to help your business prosper.

Accelerlab, have a firm belief in the power of AI/ML for the betterment of human life and thus are strongly convicted to helping to adopt AI/ML based applications by harnessing novel and strong algorithms to help your business prosper.

- **Education and Learning Management systems:**

Harnessing the power of digitization to help students and faculties likewise with robust learning management systems. The impact of technology has been seen in many sectors including the Education sector. Many universities have adopted the power of the Web and built novel distant learning programs where students can take classes in the comfort of their homes. Accelerlab, are here to help institute build powerful learning systems based on your preferences. We harness the power of Web Development, Mobile Development and AI/ML to provide robust systems that can help faculties harness a targeted approach to better lives of every student.

2.3.1 VISION:

- To provide effective technological solutions to everyday businesses.
- To provide technological services to the underserved agricultural sector.
- To emerge as the hallmark of technical prowess in the Software and Graphic domain.

2.3.2 MISSION:

- To provide visually appealing IT services.
- To enable client driven development processes.
- To procure cutting edge research inputs into the development.

2.3.3 QUALITY POLICY:

Quality is important to our business because we value our customers. We strive to provide our customers with products and services which meet and even exceed their expectations. We are committed to continuous improvement and have established a Quality Management System which provides a framework for measuring and improving our performance.

Accelerlab solutions have the following systems and procedures in place to support in Company's aim of total customer satisfaction and continuous improvement throughout their business:

- ✓ Regular gathering and monitoring of customer feedback
- ✓ A customer complaints procedure
- ✓ Training and development for our employees
- ✓ Selection and performance monitoring of employees, and third-party vendors against set criteria
- ✓ Regular audit of our internal processes
- ✓ Measurable quality objectives which reflect our business aims
- ✓ Management reviews of audit results, customer feedback and complaints

The company's internal procedures are reviewed regularly and are held in a Quality Manual which is made available to all employees.

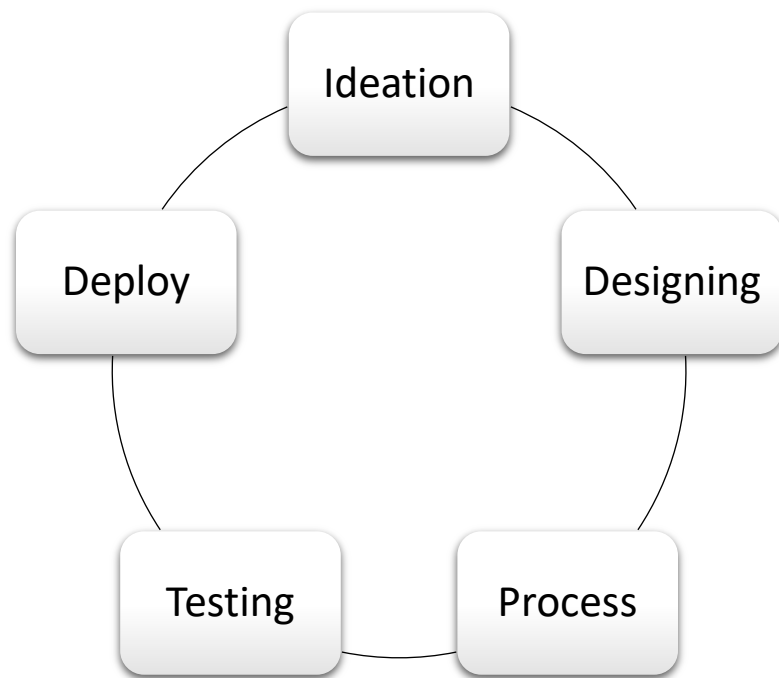
This policy is posted on the Company Notice Board and can also be found in the staff handbook.

Although the Managing Director has ultimate responsibility for Quality, all employees have a responsibility within their own areas of work to help ensure that Quality is embedded within the whole of the company.

2.4 WORKFLOW MODEL:

Revolutionizing the ideas and skills to enable innovation and discovering the new collaborative and engaging approach to achieve the success.

1. Ideation
2. Designing
3. Process
4. Testing
5. Deploy



2.5 PRODUCT/SERVICE PROFILE:

1. Research and Development:

Research and Development wing provides a competitive edge to the organization as well as the customers we serve. It is a group of qualified engineers who add values to the business association with the clients by providing effective solutions in terms of latest technological advancement in the market. R&D is the think tank of our organization particularly the conception phase in the product life cycle.

We focus primarily on

- AI technologies
- ML
- IOT
- Robotics

Their R&D team conducts extensive research on problem area clients face and identifies their competitor's strategy to evaluate needs in client's innovation on their business requirements. AI strives to be the modern way of providing cutting edge technology and most of the industrialists and customers believe it to be the next big thing.

2. App Development Services:

In this era, mobile usage and app engagement is the growing need for a business. Customers are engaging heavily on handheld devices for their day-to-day activity management. The ability of any mobile app to rise above the competition level depends on the best user experience.

Their app development services cover native app, mobile gaming app and hybrid app development services. And their app developers understand the customer requirement and build an app that incorporate compatibility, dynamic features, and scalability to deliver the best user experience.

Our primary focus on:

- Native App Development
- Hybrid App Development
- Mobile Gaming App Development

3. Web Development Services:

They help enterprises to build websites that boost business conversion. Our wide range of web development services include web development from scratch, custom web development, third party integrations, simple website development, building a feature-rich eCommerce application and much more. At Accelerlab, we ensure the highly responsive, compatible website for our customers.

At accelerlab development team supports you in every stage of the project lifecycle starting from planning to final deployment stage and also provides you maintenance support. We are adept at developing and establishing your brand identity digitally.

Our project life cycle involves:

- Requirement Gathering
- Project Planning
- Designing
- Development
- Testing
- Deployment

4. Digital Marketing:

Digital marketing is hype for all types of businesses to grow their market and reach vast audiences. It has formed a new way of connecting people and establishing

engagement with them. The usage and innovation across the internet is growing at an ever increasing rate.

Every business and it's target audience is unique. We understand your business theme and craft you a custom digital marketing strategy to address your marketing needs. This will ultimately help you achieve brand visibility, good traffic and high conversions.

Our service lines include:

- Search Engine Optimization
- Content Creation and Marketing
- Social Media Marketing
- Email Marketing
- Paid Advertising

5. Internship Program:

Accelerlab Solutions also offer an internship program to budding technical students. The interns are trained mostly in Android, and Web development processes along with Data sciences (AI, ML with Python) and IoT. On the successful completion of the internship, we award them the Internship Certification.

As they are operating around a wide variety of real industry projects, we could provide a hands on experience for interns which can sharpen their technical capabilities.

Internship programs are very helpful to identify your skill set and explore a career path. The interns can stand out to the potential employers and can be easily marketable as they don't require much training and can handle great responsibilities.

6. Training Program:

In the modern digitally transforming workforce, upskilling and re-skilling are crucial for success. Only a small percentage of the workforce is now digitally native. Identifying by an employer is very difficult from a highly increasing workforce nowadays. It's very demanding to sharpen your technical skills to get spotted by any employer.

They offer training services for professionals in tune with the Government's Skill India Programme.

Training will be available for wide variety of domains:

- Soft skills
- App Development
- Web Development
- Network Security
- Data Sciences with Python and IoT

As a part of training the trainees will get extensive exposure to industry projects and will be carried out by qualified professionals. On the successful completion of the training, the participants will be issued a certificate of training in the respective domain

7. Graphic Designing:

Graphics are the most innovative form of representing your business to your target audiences. It creates a clear vision of a brand in the customer's mind. We use the latest design technologies, creative ideas and right tools to create sophisticated graphic designs to meet brand objectives.

At Accelerlab, there is no limit on creating the spectacular design for our customers. We design everything that our customer needs. We create visually appealing elements for your brand. Our professional graphic designers serve your design requirements with creative skills. We have the right mix of colors and graphic elements that give new wings to your brand. Our design process involves ideation, sketching ideas and conception.

Choose the right design service that meets your brand goals

- Logo Design
- Business cards
- Poster Design
- Packaging Design
- Brochure Designing
- Infographics
- Landing page design

8. IT and Business Consulting:

Accelerlab has a vast repository of corporate interaction and knowledge of the domain. We engage with the organizations in technology and business consulting in identifying

the gaps in business and implementing the right solution guidelines to equip the needs of a business.

Accelerlab, are driven by a team of solution experts who study your business theme and steer your business transformation through industry best processes and exploiting the technology loopholes.

Accelerlab solutions IT and Business consulting services provides:

- Rectify the gap, demand and success factors
- Analyzing and assisting with technology portfolio
- Leverage evolving technology trends and measure the impact

2.6 OWNERSHIP PATTERN:

Accelerlab solutions is a Private Limited Company. The directors Of Accelerlab Technologies Private Limited are **Anantha Padhmanabha**, and **Krishnamoorthy Kakunje**.

A Private Limited Company is a business entity held by small group of people. It is registered for pre-defined objects and owned by a group of members called shareholders. Start-up's and businesses with higher growth aspiration popularly choose Private Company as suitable business structure.

The business entity gets recognised as a Company through its registration under Companies Act of 2013 in India. The governing body is Ministry of Corporate Affairs, widely known as MCA. The definition of Private Company under the Act is provided here to understand its basics. Section 2 (68) of the Act defines a Private Company as under:

A Company having a minimum paid-up share capital as may be prescribed, and which by its articles,—

- (i) restricts the right to transfer its shares;
- (ii) except in case of One Person Company, limits the number of its members to two hundred;
- (iii) prohibits any invitation to the public to subscribe for any securities of the company.

Ownership: The ownership in a Private Limited Company is defined by share capital.

Number of Members:

To register a Private Limited Company in India, minimum two members are required. The same is provided as maximum of 200 members.

Private Limited Company is preferred structure by startups because of stability and growth opportunities offered by this structure. Further, it assures separate legal existence from its members. So, it can involve into contracts and legal proceedings in its own name. Moreover, a company's status is unaffected from any change in members and management.

2.7 ACHIEVEMENTS/AWARDS (If any):

- Final round participant of Elevate 2021 (Idea2PoC Grant-in-aid scheme for Startups as per Karnataka Startup Policy 2015-2020).
- Selected for MUTBI Manipal NIDHI-PRAYAS.

2.8 FUTURE GROWTH AND PROSPECTS:

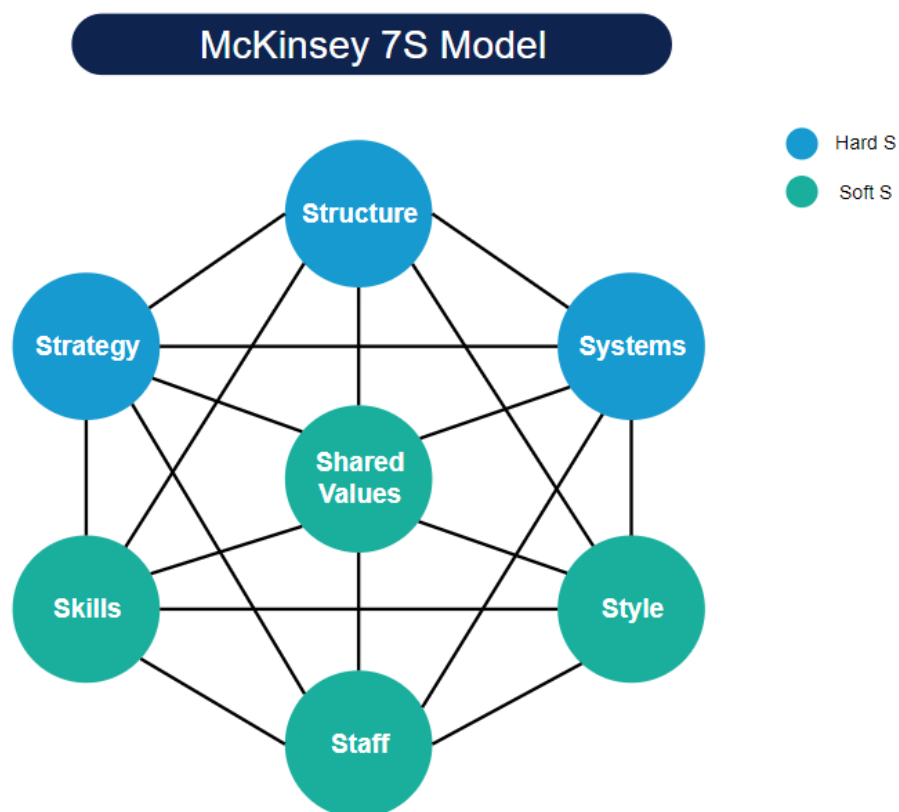
- To Establish CRM service segment using Salesforce, and RPA.
Customer relationship management (CRM) is a technology for managing all your company's relationships and interactions with customers and potential customers. The goal is simple: Improve business relationships. A CRM system helps companies stay connected to customers, streamline processes, and improve profitability. A CRM system can give you a clear overview of your customers. You can see everything in one place — a simple, customisable dashboard that can tell you a customer's previous history with you, the status of their orders, any outstanding customer service issues, and more.
- RPA- Robotic process automation (RPA) is a software technology that makes it easy to build, deploy, and manage software robots that emulate human actions interacting with digital systems and software. Just like people, software robots can do things like understand what's on a screen, complete the right keystrokes, navigate systems, identify and extract data, and perform a wide range of defined actions. But software robots can do it faster and more consistently than people, without the need to get up and stretch or take a coffee break.

CHAPTER 3
MCKENSY'S 7'S FRAMEWORK
AND
PORTER'S FIVE FORCE MODEL

3.1 THE MCKENSEY 7-S MODEL FRAMEWORK

McKensy's 7s model was developed in 1980s by McKensy's consultants Tom Peters, Robert Waterman and Julien Philips with a help from Richard Pascale and Anthony G. Athos. Since the introduction, the model has been widely used by academics and practitioners and remains one of the most popular strategic planning tools.

The goal of the model was to show how 7 elements of the company: Structure, Strategy, Skills, Staff, Style, Systems, and Shared values, can be aligned together to achieve effectiveness in a company. The key point of the model is that all the seven areas are interconnected and a change in one area requires change in the rest of a firm for it to function effectively.



In the McKensy's model, the seven areas of organization are divided into the 'soft' and 'hard' areas. Strategy, structure and systems are hard elements that are much easier to identify and manage when compared to soft elements. On the other hand, soft areas, although harder to manage, are the foundation of the organization and are more likely to create a sustained competitive advantage.

- **Strategy:**

Strategy is a plan developed by a firm to achieve sustained competitive advantage and successfully compete in the market. And Accelerlab solutions is doing its best by keeping costs low and providing great customer service, quick issue resolution, and fast responses. Of course, a high level of customer experience needs to be maintained over time for the competitive advantage to be sustainable.

- **Structure:**

Structure represents the way business divisions and units are organized and includes information of who is accountable to whom. In other words, the structure is the organizational chart of the firm. As Accelerlab solutions is said to be a recent start-up company it is following a flat organisation structure. So Flat organisational structure is said to be an organisational model with relatively few or no levels of middle management between the executives and the frontline employees. Its goal is to have as little hierarchy as possible.

- **Systems:**

Accelerlab solutions ensure that all departments and systems within the organization are aligned and working in harmony towards the greater business goals and targets. This is made possible by ensuring that all systems are designed and working towards goals and targets specific to their expertise under the broader business vision and strategy. Also ensures that all systems are allocated with resources, and set specific targets to achieve similar business goals in any specific period.

- **Skills:**

Accelerlab solutions have a commendable workforce, with high skills and capacities. All employees are recruited based on their merit and qualifications. Accelerlab prides itself on hiring the best professionals and grooming them further to facilitate growth and development. It has defined tasks and job roles and hires and trains employees for skill levels accordingly respect to those. The company ensures that all its job requirements are met and that employees have sufficient skills to perform their respective jobs in accordance with the values and culture as well as the business goals.

- **Staff:**

Employees for different job roles and positions are hired depending on the urgency and the skill levels required. Accelerlab solutions have employees who are skilled as per the requirements of their job roles and positions. All employees are given training to familiarize themselves with the company and its values. Training is provided for skill level enhancement.

- **Style:**

Accelerlab solutions have a participative leadership style. Through a participative leadership style, Accelerlab solutions are able to engage and involve its employees in decision-making processes and managerial decisions. This also allows the leadership to regularly interact with the employees and different managerial groups to identify any potential conflicts for resolution, as well as for feedback regarding strategic tactics and operations. Through its participative leadership, Accelerlab solutions is able to enhance employee motivation, and increase organizational commitment and ownership amongst employees as well as other stakeholders. Employees feel to be active members of the organization who are valued for their suggestions, feedback, and input.

- **Shared Values:**

The core values at Accelerlab solutions are defined and communicated to foster a creative and supportive organizational structure that will allow employees to perform optimally, and enhance their motivation and organizational commitment. The Accelerlab solutions business also ensures that all its activities and operations are conducted with high ethical and moral standards.

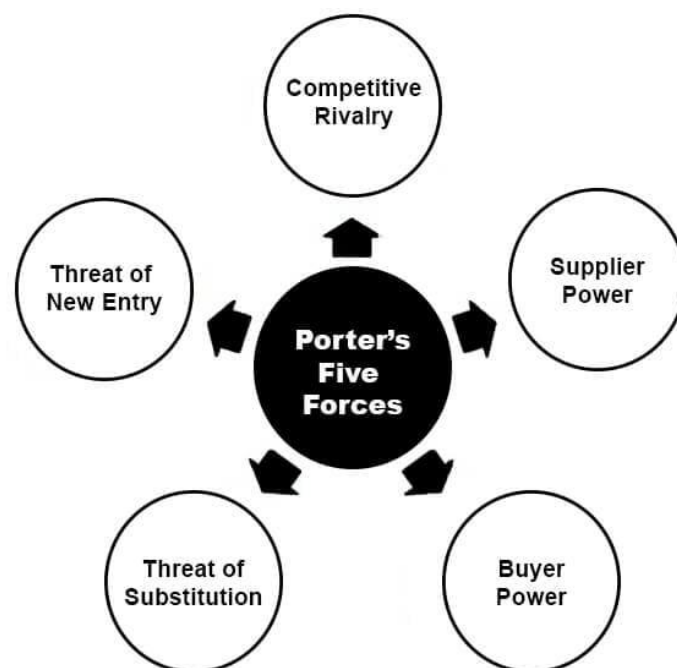
3.2 PORTER'S FIVE FORCES MODEL

Porter's Five Forces is a model that identifies and analyses five competitive forces that shape every industry and helps determine an industry's weaknesses and strengths. Five Forces analysis is frequently used to identify an industry's structure to determine corporate strategy.

The Five Forces model is named after Harvard Business School professor, Michael E. Porter.

Porter's 5 forces are:

- Competition in the industry
- Potential of new entrants into the industry
- Power of suppliers
- Power of customers
- Threat of substitute products



1. Threats of new entrants:

Threats from new competitors show how established market participants are threatened by new competitors. The threat of new entrants will be significant if the business is profitable and the entry barriers are low, which will draw in more participants.

Accelerlab solution will be facing high new entrants' threat if:

- The introduction of new players is encouraged by the current regulations.
- Due to little or non-existent brand loyalty, consumers can quickly switch brands.
- Initial capital outlay is high.
- For new players, creating a distribution network is simple.

Accelerlab Solutions has tackled the threat of new entrants so far by;

- Creating a brand loyalty
- Providing 100 percent customer satisfaction
- Maintaining a long-term contractual relationship with customers.
- Introducing new services

2. Threat of Substitute Products or services:

The availability of substitute products or services makes the competitive environment challenging for Accelerlab solutions and other existing players.

There is a higher chance of an increase in the threat of substitutes when;

- The substitutes provided by other industries are available at cheaper costs.
- Switching costs are very low.
- The substitutes are available at superior quality and performance.

This threat is substantially low for Accelerlab solutions as

- It provides superior quality services to customers at a reasonable price.
- Very few substitutes are available in the locality.
- Providing various services in different business verticals.

3. Rivalry among existing firms:

The Rivalry among existing firms shows the number of competitors that give tough competition to the Accelerlab solutions. High rivalry shows Accelerlab solutions can face strong pressure from the rival firms, which can limit each other's growth potential.

The rivalry among existing firms will be high when;

- There are numerous rival firms (Competitors).
- Switching costs are low
- The industry is growing at a slow pace
- The exit barriers are high.

But Accelerlab solutions has overcome the rivalry among existing firms/competitors by constant identification of customer needs and expectations of customers. And also expanding new business verticals to reach customers of all segments.

4. Bargaining Power of Suppliers:

The bargaining power of suppliers in the Porter 5 force model reflects the pressure exerted by suppliers on business organizations by adopting different tactics like reducing product availability, reducing quality, or increasing prices. Moreover, high supplier bargaining power can increase the competition in the industry and lower the

profit and growth potential for Accelerlab solutions Similarly, weak supplier power can make the industry more attractive due to high profitability and growth potential.

The bargaining power of suppliers is low for Accelerlab solutions as

- Substitute products are available
- Has a long-term contractual relationship with various suppliers
- Decreased its dependency on a few suppliers.

5. Bargaining Power of Buyers:

The bargaining power of buyers indicates the pressure that customers exert on business organizations to get high-quality products at affordable prices with excellent customer service.

Accelerlab solutions has a

- Diversified business verticals and also provided various services.
- It has been building loyalty by providing excellent customer experience with 100 percent customer satisfaction

CHAPTER -4

SWOT ANALYSIS

4.1 SWOT ANALYSIS:

A SWOT analysis is a strategic tool used to analyze a company's competitive positioning in the business world. It involves understanding a corporation's internal Strengths (S) and Weaknesses (W) followed by the identification of the Opportunities (O) and Threats (T) they face in the competitive industry.

1. Strengths of Accelerlab solutions:

Accelerlab solutions continue to be a growing software firm in the current locality. For its quality performance and customer satisfaction.

- Focuses on innovation and diversifying business verticals
- It has been providing services at a reasonable cost.
- Proper training for employees
- 100 Percent customer satisfaction
- Strong and long-term relationships with customers

2. Weaknesses of Accelerlab solutions:

- Hindered in expanding to various new Localities and geographical locations
- Did not create a global delivery network system

3. Opportunities for Accelerlab solutions:

Every organization is provided with opportunities to achieve success in one form or the other. However, organizations need to grab the opportunities timely to benefit themselves.

- Businesses can be reached to potential customers through effective marketing
- The advancement in technology in Accelerlab solutions and its adaptation can lead to employee motivation, high productivity, and growth in business, making it a dream corporation for many to work at.
- Adopting Customer relationship management
- RPA (Robotic process automation) is the future of technological advancement
- Accelerlab Solutions can improve the customer journey of consumers in the Software & Programming industry by using analytics and artificial intelligence. It can provide automated chats to help consumers solve their own problems, provide online suggestions to get the maximum out of the products and services, and help consumers to build a community where they can interact with each other to develop new features and uses.

4. Threats to Accelerlab solutions:

A threat is an external factor that might have a negative influence on a corporation.

- To keep up with the evolution of technology in the Software & Programming sector.
- Cyber security interruption, data leaks, etc can seriously jeopardize the future growth of the organization.
- There are ample number of competitors in the software industry
- Competitors with the same business verticals and similar services

CHAPTER 5

FINANCIAL ANALYSIS

FINANCIAL ANALYSIS

Financial statement analysis is the process of reviewing and analyzing a company's financial statements to make better economic decisions to earn income in future. These statements include the income statement, balance sheet, statement of cash flows

5.1 BALANCE SHEET:

A balance sheet is a financial statement that reports a company's assets, liabilities, and shareholder equity. The balance sheet is one of the three core financial statements that are used to evaluate a business. It provides a snapshot of a company's finances (what it owns and owes) as of the date of publication.

BALANCE SHEET OF ACCELERLAB SOLUTIONS PVT LTD. (RS. IN CR)			
PARTICULARS	MARCH 2022	MARCH 2021	MARCH 2020
EQUITIES AND LIABILITIES			
SHAREHOLDER'S FUNDS			
Equity Share Capital	7.28	7.04	5.87
TOTAL SHARE CAPITAL	7.28	7.04	5.87
Reserves and Surplus	130.65	98.95	39.94
TOTAL RESERVES AND SURPLUS	130.65	98.95	39.94
TOTAL SHAREHOLDERS FUNDS	137.93	106.00	45.81
NON-CURRENT LIABILITIES			
Long Term Borrowings	56.66	15.67	16.42
Deferred Tax Liabilities [Net]	0.79	0.56	0.65
Other Long-Term Liabilities	0.00	0.00	0.00
Long Term Provisions	0.00	0.00	0.00

TOTAL NON-CURRENT LIABILITIES	57.45	16.23	17.07
CURRENT LIABILITIES			
Short Term Borrowings	30.85	21.30	10.19
Trade Payables	8.02	8.63	4.74
Other Current Liabilities	18.47	4.51	2.37
Short Term Provisions	7.52	5.80	3.12
TOTAL CURRENT LIABILITIES	64.86	40.25	20.42
TOTAL CAPITAL AND LIABILITIES	262.79	166.93	85.23
ASSETS			
NON-CURRENT ASSETS			
Tangible Assets	47.62	43.38	13.74
Intangible Assets	5.55	1.73	0.00
Capital Work-In-Progress	27.69	3.33	2.69
Other Assets	0.00	0.00	0.00
FIXED ASSETS	80.85	48.43	16.43
Non-Current Investments	33.29	21.33	13.17
Deferred Tax Assets [Net]	0.00	0.00	0.00
Long-Term Loans And Advances	0.00	0.00	0.00
Other Non-Current Assets	0.00	0.00	0.00
TOTAL NON-CURRENT ASSETS	114.14	69.76	29.60
CURRENT ASSETS			
Current Investments	0.00	0.00	0.00

Inventories	0.00	0.00	0.00
Trade Receivables	70.94	47.29	32.92
Cash And Cash Equivalents	34.73	39.61	17.34
Short-Term Loans and Advances	42.98	10.27	5.37
Other Current Assets	0.00	0.00	0.00
TOTAL CURRENT ASSETS	148.65	97.17	55.63
TOTAL ASSETS	262.79	166.93	85.23

5.2 PROFIT AND LOSS ACCOUNT:

A profit and loss account shows a company's revenue and expenses over a particular period of time, typically either one month or consolidated months over a year. The profit and loss account represents the profitability of a business.

PROFIT & LOSS ACCOUNT OF ACCELERLAB SOLUTIONS (in Rs. cr)	MARCH 22	MARCH 21	MARCH 20
	12 mths	12 mths	12 mths
INCOME			
REVENUE FROM OPERATIONS [GROSS]	257.72	193.18	122.98
Less: Excise/Service Tax/Other Levies	0.00	0.00	0.00
REVENUE FROM OPERATIONS [NET]	257.72	193.18	122.98
TOTAL OPERATING REVENUES	257.72	193.18	122.98
Other Income	5.24	1.79	1.62
TOTAL REVENUE	262.97	194.97	124.60
EXPENSES			
Cost Of Materials Consumed	2.01	1.12	0.73

Purchase Of Stock-In Trade	0.00	0.00	0.00
Operating And Direct Expenses	160.10	118.38	40.00
Changes In Inventories Of FG, WI,P And Stock-In Trade	0.00	0.00	0.00
Employee Benefit Expenses	12.33	9.22	26.00
Finance Costs	3.02	1.03	1.53
Depreciation And Amortisation Expenses	8.02	3.08	2.82
Other Expenses	48.96	38.89	40.29
TOTAL EXPENSES	234.43	171.72	111.38
PROFIT/LOSS BEFORE EXCEPTIONAL, EXTRAORDINARY ITEMS AND TAX	28.54	23.25	13.22
Exceptional Items	0.00	0.00	0.00
PROFIT/LOSS BEFORE TAX	28.54	23.25	13.22
TAX EXPENSES-CONTINUED OPERATIONS			
Current Tax	0.87	0.98	0.50
Less: MAT Credit Entitlement	0.00	0.00	0.00
Deferred Tax	0.23	-0.09	0.00
Tax For Earlier Years	0.00	0.00	0.00
TOTAL TAX EXPENSES	1.56	0.89	0.50
PROFIT/LOSS AFTER TAX AND BEFORE EXTRAORDINARY ITEMS	26.98	22.36	12.72
PROFIT/LOSS FROM CONTINUING OPERATIONS	27.02	22.67	12.60
PROFIT/LOSS FOR THE PERIOD	27.02	22.67	12.60
OTHER ADDITIONAL INFORMATION			
EARNINGS PER SHARE			

Basic EPS (Rs.)	18.56	16.09	21.47
Diluted EPS (Rs.)	18.56	16.09	21.47
VALUE OF IMPORTED AND INDIGENIOUS RAW MATERIALS STORES, SPARES AND LOOSE TOOLS			
Imported Raw Materials	0.00	0.00	0.00
Indigenous Raw Materials	0.00	0.00	0.00
STORES, SPARES AND LOOSE TOOLS			
Imported Stores And Spares	0.00	0.00	0.00
Indigenous Stores And Spares	0.00	0.00	0.00

5.3 CASHFLOW STATEMENT OF ACCELERLAB SOLUTIONS PVT. LTD

NET PROFIT/LOSS BEFORE EXTRAORDINARY ITEMS AND TAX	28.54	23.25	13.22
Net Cashflow from Operating Activities	21.65	15.57	5.25
Net Cash Used in Investing Activities	-78.10	-42.81	-9.24
Net Cash Used from Financing Activities	51.57	49.50	16.37
Foreign Exchange Gains / Losses	0.00	0.00	0.00
Adjustments On Amalgamation Merger Demerger Others	0.00	0.00	0.00
NET INC/DEC IN CASH AND CASH EQUIVALENTS	-4.88	22.27	12.38
Cash And Cash Equivalents Begin of Year	39.61	17.34	4.96
Cash And Cash Equivalents End Of Year	34.73	39.61	17.34

5.4 RATIO ANALYSIS:

Ratio analysis is referred to as the study or analysis of the line items present in the financial statements of the company. It can be used to check various factors of a business such as profitability, liquidity, solvency, and efficiency of the company or the business.

I. LIQUIDITY RATIO:

Liquidity ratios are helpful in determining the ability of the company to meet its debt obligations by using the current assets. At times of financial crisis, the company can utilize the assets and sell them for obtaining cash, which can be used for paying off the debts.

1. Current ratio:

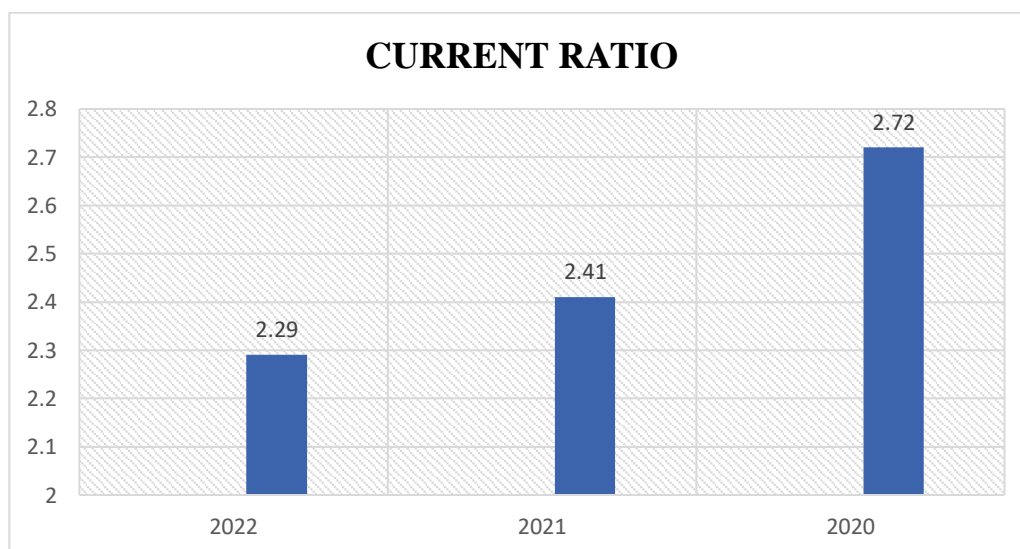
The current ratio is a liquidity ratio that measures a company's ability to pay short-term obligations or those due within one year.

Current ratio= Current Assets/Current Liabilities

Table: 1

Year	2022	2021	2020
Current Ratio	2.29	2.41	2.72

Chart No.: 1



Interpretation:

A standard current ratio is 2:1 which means that current assets should be twice the current liabilities. From the above graph it is clear that current ratio has decreased from 2.72 in 2020 to 2.29 in 2022 which can mean increase in short-term debt, a decrease in current assets, or a combination of both.

2. Quick ratio:

The quick ratio is an indicator of a company's short-term liquidity position and measures a company's ability to meet its short-term obligations with its most liquid assets.

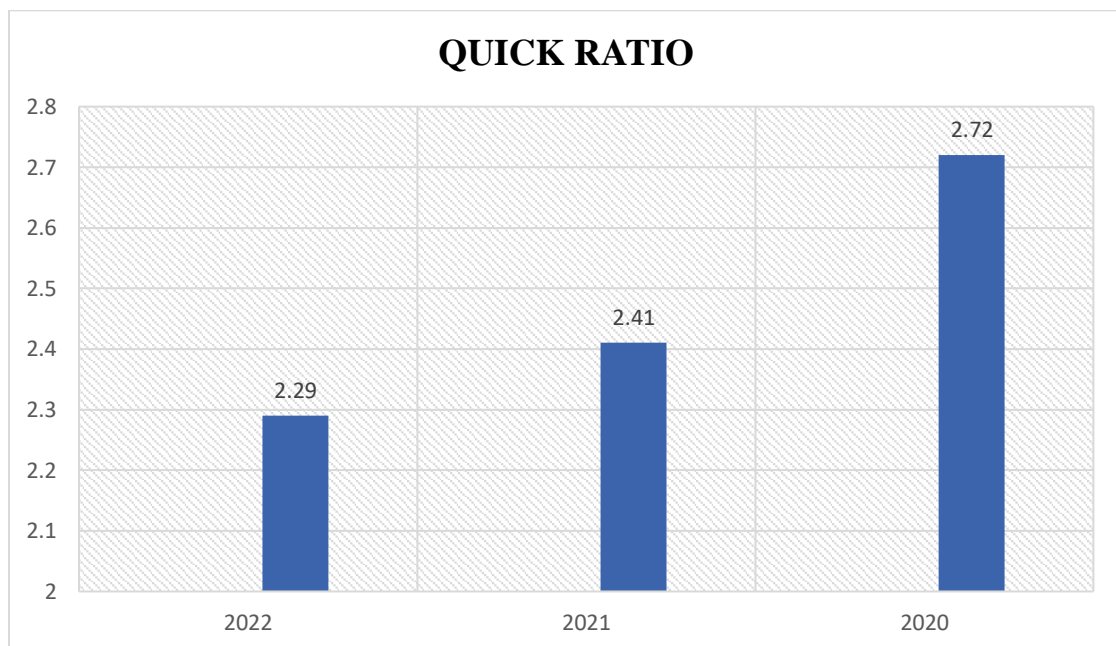
Since it indicates the company's ability to instantly use its near-cash assets (assets that can be converted quickly to cash) to pay down its current liabilities, it is also called the acid test ratio.

Quick Ratio: Quick Assets/Quick Liabilities

Table: 2

Year	2022	2021	2020
Quick Ratio	2.29	2.41	2.72

Chart No.: 2



Interpretation:

The ideal standard quick ratio is 1: 1, The above table and graph shows that the company's quick ratio has dropped to 2.29 in the current year that is 2022 which means that the company is not in a position to meet its immediate current liabilities.; it may lead to technical solvency. Hence, one should take steps to reduce the investment in the inventory and see that the ratio is above level 1: 1.

3. Dividend Payout Ratio

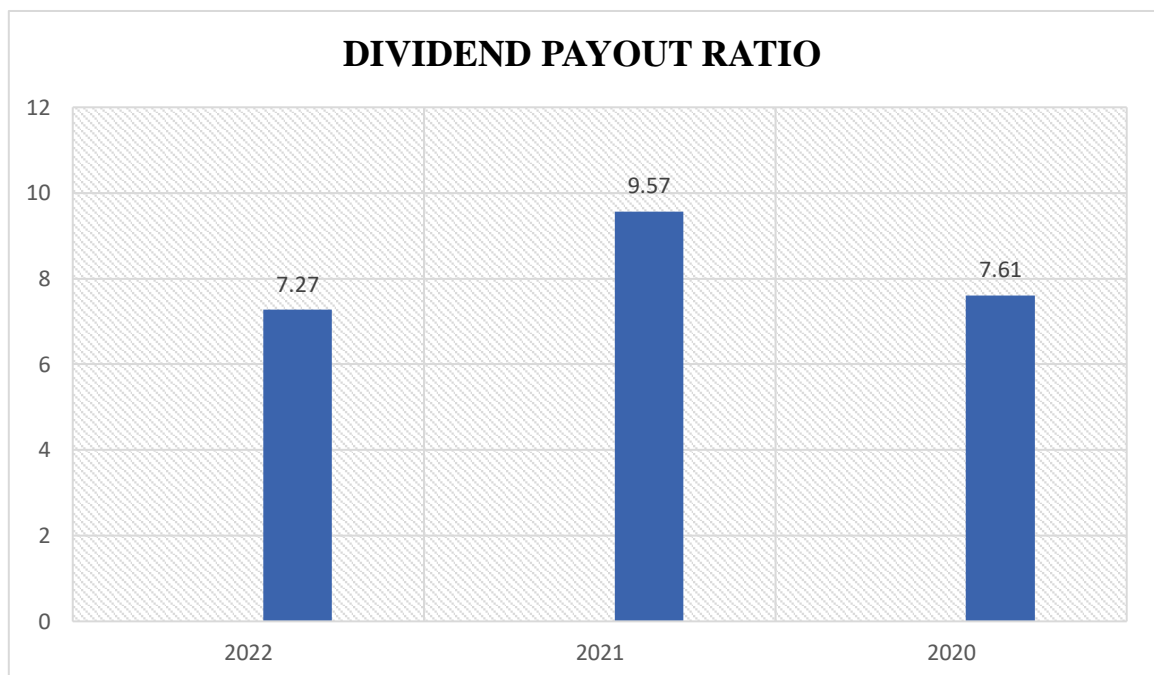
The dividend payout ratio shows how much of a company's earnings after tax (EAT) are paid to shareholders. It is calculated by dividing dividends paid by earnings after tax and multiplying the result by 100.

Dividend Payout Ratio= Dividends Paid/ Net Income

Table: 3

Year	2022	2021	2020
Dividend payout Ratio	7.27	9.57	7.61

Chart No.: 3



Interpretation:

The above table and graph indicates the dividend payout ratio of the company for past three years. The dividend payout ratio is a financial metric that measures the proportion of a company's earnings that are paid out to shareholders in the form of dividends. It denotes that the company had a highest dividend payout ratio in the year 2021 with 9.57. And in the year 2022 it had a dividend payout ratio of 7.27.

II. TURNOVER RATIO

A turnover ratio represents the amount of assets or liabilities that a company replaces in relation to its sales. The concept is useful for determining the efficiency with which a business utilizes its assets.

4. Assets turnover ratio

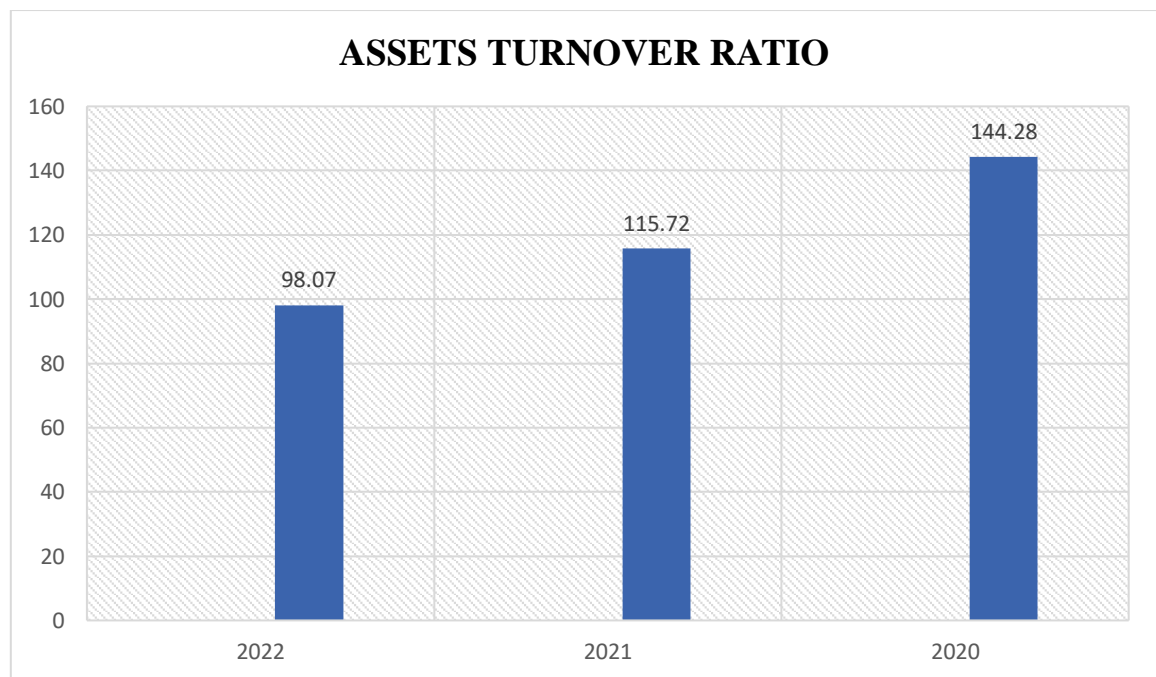
The asset turnover ratio measures the value of a company's sales or revenues relative to the value of its assets.

Assets Turnover Ratio (%): Sales/Total Assets

Table: 4

Year	2022	2021	2020
Assets turnover ratio (%)	98.07	115.72	144.28

Chart No.: 4



Interpretation:

The above graph indicates that the current assets turnover ratio is 98.07. The asset turnover ratio can be used as an indicator of the efficiency with which a company is using its assets to generate revenue. The higher the asset turnover ratio, the more efficient a company is at generating revenue from its assets.

III. SOLVENCY RATIO

Solvency ratios are a key component of the financial analysis which helps in determining whether a company has sufficient cash flow to manage the debt obligations that are due. Solvency ratios are also known as leverage ratios.

5. Debt-Equity Ratio

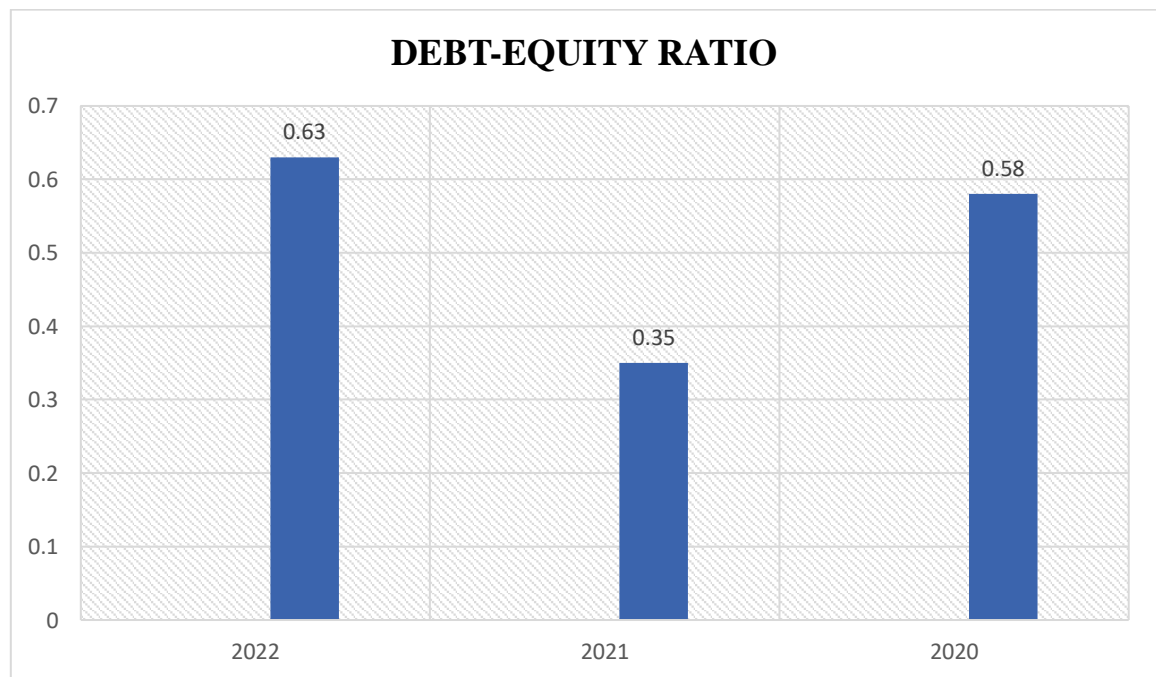
The debt-to-equity (D/E) ratio indicates how much debt a company is using to finance its assets relative to the value of shareholders' equity.

Debt Equity Ratio: Total Debt/ Total Shareholders' Equity

Table: 5

Year	2022	2021	2020
Debt-equity ratio	0.63	0.35	0.58

Chart No.: 5



Interpretation:

The above table and graph show the Debt Equity Ratio of the company, when comparing the three years of ratio 2022 is having the highest ratio of 0.63 which shows a high debt-equity ratio indicates that a company is borrowing more capital from the market to fund its operations.

6. Proprietary Ratio

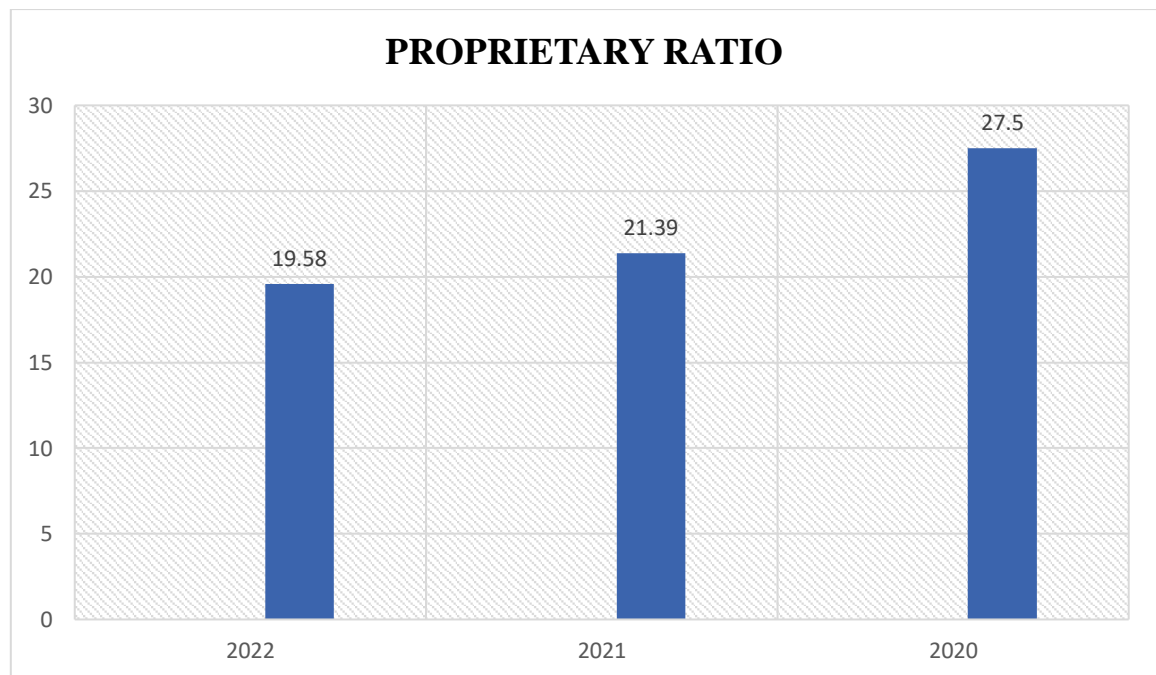
Proprietary ratio is a type of solvency ratio that is useful for determining the amount or contribution of shareholders or proprietors towards the total assets of the business. It is also known as equity ratio or shareholder equity ratio or net worth ratio.

Proprietary Ratio: Shareholders Fund/Total Assets

Table: 6

Year	2022	2021	2020
Proprietary ratio	19.58	21.39	27.50

Chart No.: 6



Interpretation:

The above table and graph show the proprietary ratio of the company, when comparing the three years of ratio 2020 is having the highest ratio of 27.5 which shows a high proprietary ratio indicates that a business is in a strong position and provides relief to creditors, while low proprietary ratio shows the dependence of the company on debt facing in order to run its business.

IV. PROFITABILITY RATIO:

Profitability ratios are a type of accounting ratio that helps in determining the financial performance of business at the end of an accounting period. Profitability ratios show how well a company is able to make profits from its operations.

7. Net Profit Ratio:

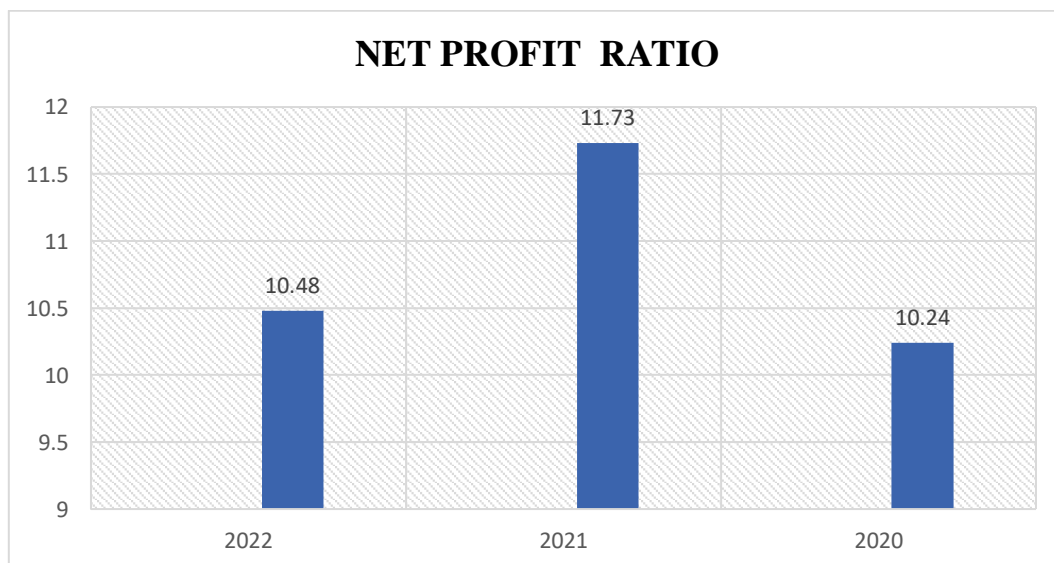
Net Profit Ratio, also referred to as the Net Profit Margin Ratio, is a profitability ratio that measures the company's profits to the total amount of money brought into the business.

Net Profit: $\text{Net Profit} / \text{Sales} \times 100$

Table : 7

Year	2022	2021	2020
Net profit ratio	10.48	11.73	10.24

Chart No.: 7



Interpretation:

The above table & graph shows the net profit ratio of the firm, when comparing the three years of ratio 2021 is having the highest ratio of 11.73 which shows the earning profit of the firm is high. A high percentage means that the firm did well in managing its expenses.

8. Return on Assets Ratio:

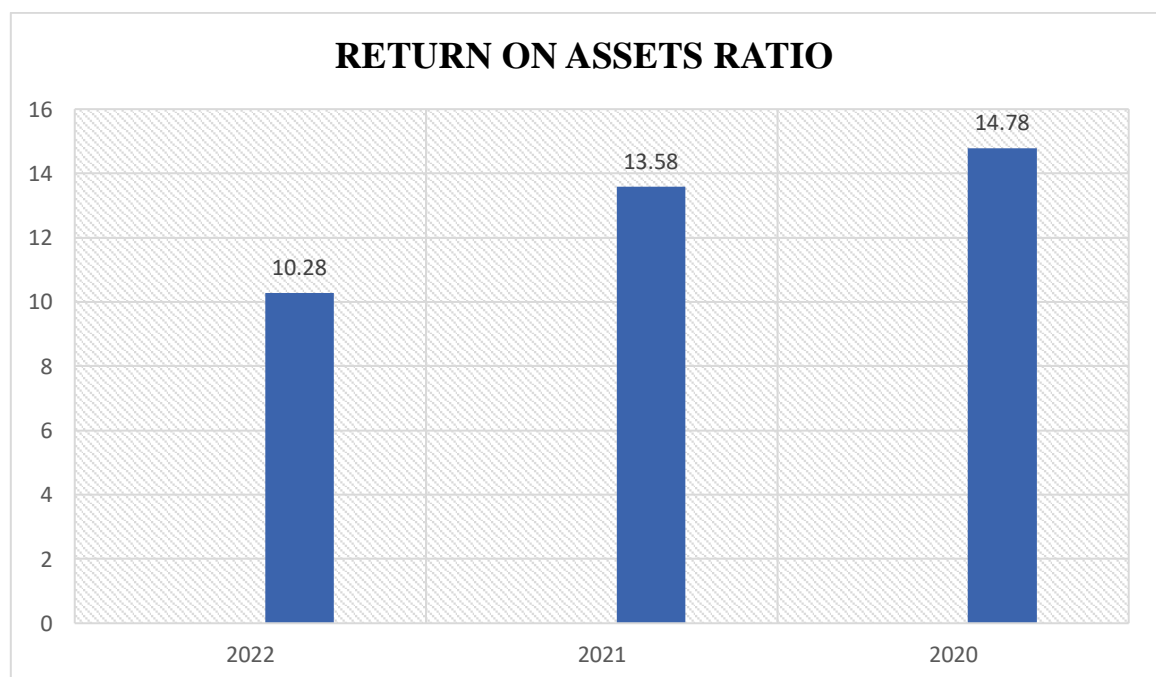
Return on assets is a profitability ratio that provides how much profit a company can generate from its assets. In other words, return on assets (ROA) measures how efficient a company's management is in earning a profit from their economic resources or assets on their balance sheet.

Return on Assets: Net Profit/Total Assets*100

Table: 8

Year	2022	2021	2020
Return on Assets ratio	10.28	13.58	14.78

Chart No.: 8



Interpretation:

The above table and graph shows the return on assets ratio of the firm, when compared to three years of ratio 2020 is having the highest ratio of 14.78. The higher ratio the higher the net income for the firm. The higher ratio shows how the firm is more effective in managing its assets to produce greater amounts of net income.

CHAPTER 6

LEARNING EXPERIENCE

LEARNING EXPERIENCE

I have done my organization study report on Accelerlab Solutions Pvt Ltd. It was an amazing learning experience. This is a unique experience and gave me a good opportunity to learn and explore myself and also understand various aspects of the company. It was a great learning opportunity. This was a special opportunity for me to learn about and explore who I am as well as the different facets of the business. The organizational study has offered me a platform to understand the real-world business environment and allowed me to expand my skills. In order to fulfill the requirement of the MBA program, the report served the purpose of acquiring experience in the real world, providing organizations with a detailed understanding of the work tasks, and contrasting the real scenario with the lessons learned in college.

In this organization study I have learnt about

- Creating Excel database on all the potential customers in and around Karnataka and on various business verticals.
- I also had to create social media content for the social media marketing in the company.

And this organizational study has given me a clear idea about the functioning of the organization, and information about the company's history, profile, growth, vision, mission and many more things. And this one-month project helped me to know about the financial status of the company. The report's objective was to get knowledge of the real world and gather information on organizations. understanding of the duties performed on the work, to compare with the actual situation and the lessons learned to complete the requirements of the MBA programme while in college.

BIBLIOGRAPHY

References:

- **Articles, and blogs of Accelerlab Solutions Pvt Ltd.**
- **Annual report of Accelerlab Solutions Pvt. Ltd**

Websites:

- <https://www.accelerlabsolutions.com/>
- <https://www.accelerlabsolutions.com/services>
- <https://www.accelerlabsolutions.com/about>

ANNEXURE

BALANCE SHEET OF ACCELERLAB SOLUTIONS PVT LTD. (RS. IN CR)			
PARTICULARS	MARCH 2022	MARCH 2021	MARCH 2020
EQUITIES AND LIABILITIES			
SHAREHOLDER'S FUNDS			
Equity Share Capital	7.28	7.04	5.87
TOTAL SHARE CAPITAL	7.28	7.04	5.87
Reserves and Surplus	130.65	98.95	39.94
TOTAL RESERVES AND SURPLUS	130.65	98.95	39.94
TOTAL SHAREHOLDERS FUNDS	137.93	106.00	45.81
NON-CURRENT LIABILITIES			
Long Term Borrowings	56.66	15.67	16.42
Deferred Tax Liabilities [Net]	0.79	0.56	0.65
Other Long-Term Liabilities	0.00	0.00	0.00
Long Term Provisions	0.00	0.00	0.00
TOTAL NON-CURRENT LIABILITIES	57.45	16.23	17.07
CURRENT LIABILITIES			
Short Term Borrowings	30.85	21.30	10.19
Trade Payables	8.02	8.63	4.74
Other Current Liabilities	18.47	4.51	2.37
Short Term Provisions	7.52	5.80	3.12

TOTAL CURRENT LIABILITIES	64.86	40.25	20.42
TOTAL CAPITAL AND LIABILITIES	262.79	166.93	85.23
ASSETS			
NON-CURRENT ASSETS			
Tangible Assets	47.62	43.38	13.74
Intangible Assets	5.55	1.73	0.00
Capital Work-In-Progress	27.69	3.33	2.69
Other Assets	0.00	0.00	0.00
FIXED ASSETS	80.85	48.43	16.43
Non-Current Investments	33.29	21.33	13.17
Deferred Tax Assets [Net]	0.00	0.00	0.00
Long-Term Loans And Advances	0.00	0.00	0.00
Other Non-Current Assets	0.00	0.00	0.00
TOTAL NON-CURRENT ASSETS	114.14	69.76	29.60
CURRENT ASSETS			
Current Investments	0.00	0.00	0.00
Inventories	0.00	0.00	0.00
Trade Receivables	70.94	47.29	32.92
Cash And Cash Equivalents	34.73	39.61	17.34
Short-Term Loans and Advances	42.98	10.27	5.37
Other Current Assets	0.00	0.00	0.00
TOTAL CURRENT ASSETS	148.65	97.17	55.63

TOTAL ASSETS	262.79	166.93	85.23
PROFIT & LOSS ACCOUNT OF ACCELERLAB SOLUTIONS (in Rs. cr)	MARCH 22	MARCH 21	MARCH 20
	12 mths	12 mths	12 mths
INCOME			
REVENUE FROM OPERATIONS [GROSS]	257.72	193.18	122.98
Less: Excise/Service Tax/Other Levies	0.00	0.00	0.00
REVENUE FROM OPERATIONS [NET]	257.72	193.18	122.98
TOTAL OPERATING REVENUES	257.72	193.18	122.98
Other Income	5.24	1.79	1.62
TOTAL REVENUE	262.97	194.97	124.60
EXPENSES			
Cost Of Materials Consumed	2.01	1.12	0.73
Purchase Of Stock-In Trade	0.00	0.00	0.00
Operating And Direct Expenses	160.10	118.38	40.00
Changes In Inventories Of FG, WI,P And Stock-In Trade	0.00	0.00	0.00
Employee Benefit Expenses	12.33	9.22	26.00
Finance Costs	3.02	1.03	1.53
Depreciation And Amortisation Expenses	8.02	3.08	2.82
Other Expenses	48.96	38.89	40.29
TOTAL EXPENSES	234.43	171.72	111.38
PROFIT/LOSS BEFORE EXCEPTIONAL, EXTRAORDINARY ITEMS AND TAX	28.54	23.25	13.22
Exceptional Items	0.00	0.00	0.00

PROFIT/LOSS BEFORE TAX	28.54	23.25	13.22
TAX EXPENSES-CONTINUED OPERATIONS			
Current Tax	0.87	0.98	0.50
Less: MAT Credit Entitlement	0.00	0.00	0.00
Deferred Tax	0.23	-0.09	0.00
Tax For Earlier Years	0.00	0.00	0.00
TOTAL TAX EXPENSES	1.56	0.89	0.50
PROFIT/LOSS AFTER TAX AND BEFORE EXTRAORDINARY ITEMS	26.98	22.36	12.72
PROFIT/LOSS FROM CONTINUING OPERATIONS	27.02	22.67	12.60
PROFIT/LOSS FOR THE PERIOD	27.02	22.67	12.60
OTHER ADDITIONAL INFORMATION			
EARNINGS PER SHARE			
Basic EPS (Rs.)	18.56	16.09	21.47
Diluted EPS (Rs.)	18.56	16.09	21.47
VALUE OF IMPORTED AND INDIGENIOUS RAW MATERIALS STORES, SPARES AND LOOSE TOOLS			
Imported Raw Materials	0.00	0.00	0.00
Indigenous Raw Materials	0.00	0.00	0.00
STORES, SPARES AND LOOSE TOOLS			
Imported Stores And Spares	0.00	0.00	0.00
Indigenous Stores And Spares	0.00	0.00	0.00

CASH FLOW STATEMENT OF ACCELERLAB SOLUTIONS PVT. LTD

NET PROFIT/LOSS BEFORE EXTRAORDINARY ITEMS AND TAX	28.54	23.25	13.22
Net Cashflow from Operating Activities	21.65	15.57	5.25
Net Cash Used in Investing Activities	-78.10	-42.81	-9.24
Net Cash Used from Financing Activities	51.57	49.50	16.37
Foreign Exchange Gains / Losses	0.00	0.00	0.00
Adjustments On Amalgamation Merger Demerger Others	0.00	0.00	0.00
NET INC/DEC IN CASH AND CASH EQUIVALENTS	-4.88	22.27	12.38
Cash And Cash Equivalents Begin of Year	39.61	17.34	4.96
Cash And Cash Equivalents End Of Year	34.73	39.61	17.34