

**INTERNSHIP REPORT ON  
“SLV ENTERPRISES, BENGALURU”**

**Submitted By**

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

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**Under the Guidance of**

**INTERNAL GUIDE**

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**PG DEPARTMENT OF BUSINESS ADMINISTRATION**

**ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY**

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## **DECLARATION**

I LOHITH G P hereby declare that this Organization Study conducted at **SLV ENTERPRISES** is a record of independent work carried out by me under the guidance of Mrs. Maithri, Senior lecturer. 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.

Place: Mijar

Signature of the Student

Date:

(LOHITH GP)

## TABLE OF CONTENTS

<b>SINo.</b>	<b>CHAPTERS</b>	<b>Page No.</b>
<b>1</b>	<b>CHAPTER 1: INTRODUCTION</b> <b>1.1 INTRODUCTION TO SLV</b> <b>ENTERPRISES,BENGALURU’’</b>	<b>1-3</b>
<b>2</b>	<b>CHAPTER:ORGANISATIONAL PROFILE</b> 2.1 Background 2.2 Nature of Business 2.3 Vision, Mission, and Quality Policy 2.4 Product/ Services profile 2.5 Ownership Pattern 2.6 Achievements & Awards 2.7 Work flow model 2.8 Future Growth & Prospectus	<b>3-19</b>
<b>3</b>	<b>CHAPTER 3: MECKENSEY’S 7s</b> <b>FRAME WORK AND</b> <b>PORTER’S 5 FORCE MODEL</b>	<b>20-26</b>
<b>4</b>	<b>CHAPTER 4: SWOT ANALYSIS</b>	<b>27-29</b>
<b>5</b>	<b>CHAPTER 5:</b> <b>FINANCIAL STATEMENT ANALYSIS</b>	<b>30-40</b>
<b>6</b>	<b>CHAPTER 6: LEARNING EXPERIENCE</b>	<b>41-42</b>
<b>7</b>	<b>BIBLIOGRAPHY</b>	<b>43-44</b>

**TABLE OF GRAPHS AND CHARTS**

<b>SLNo.</b>	<b>CONTENT</b>	<b>PAGE NO.</b>
<b>1</b>	<b>Liquidity and Solvency Ratios</b> a) Current ratio b) Net profit ratio c) Fixed asset ratio d) Liquid or Quick ratio e) Cash ratio	<b>33</b> <b>34</b> <b>35</b> <b>36</b> <b>37</b>
<b>2</b>	<b>Long Term Solvency Ratios</b> a) Debt-Equity ratio b) Solvency ratio	<b>38</b> <b>39</b>
<b>3</b>	<b>Profitability Ratio</b> Gross Profit ratio	<b>40</b>

**CHAPTER – 1**  
**INTRODUCTION ABOUT THE ORGANIZATION**  
**AND INDUSTRY**

## **SLV ENTERPRISES**

A task program is a piece of the scholarly educational plan of VTU MBA is intended furnish understudies with genuine involvement with their degree of specialising. The entry level position program (Project work) encourages the understudies to pick up information about corporate qualities and its workplace hypothetically just as for all intents and purposes.

It is help to assemble the connection between the understudies and association. What's more, the undertaking is normally led between length of about a month and a half right now entry level. Position program gives comprehension of a specific organization or industry's buzzard unreturned Self-controls in a workplace.

## **INDUSTRY PROFILE**

The Textile part in India positions by Agriculture. Material is probably the most established industry also, has a critical nearness in the national economy in as much as it adds to around 14 percent of assembling esteem option, represents around 33% of our gross fare income and gives valuable work to a great many individuals.

The Textile business possesses an amazing spot in our nation. One of the most punctual to come into nearness in India, it represents 14% of the all-out Industrial creation, adds to almost 30% of the complete fares and is the second greatest work generator after horticulture. The Indian material industry is one of the greatest on the planet a gigantic material and material assembling base.

Our economy is generally reliant on the material assembling and exchange expansion to other significant businesses. About 27% of the remote trade profit are by virtue of fare of materials and apparel alone. The materials and apparel part contributes about 14% to the industrial creation and 3% to the GDP of the nation. Around 8 of the complete extract income assortments is contributed by the material business, to such an extent, the textile producing work Aberrant business incorporating the labour occupied with farming based crude material

creation like cotton and related exchange and dealing with could be expressed to be around another 60 million.

A textile is the greatest single industry in India and among the greatest on the planet).Representing about 20% of the absolute modern creation. It gives direct work to around 20, million individuals

Textile and clothing fares represent 33% of the complete estimation of fares from the nation. There are 1227 material plants with a turning limit of around 29 million axles While yarn in for the most part created in the factories, textures are delivered in the force loom and handloom areas also. The Indian material industry keeps on being prevalently founded on cotton, with about 65% of crude materials devoured being cotton.

The yearly yield of cotton fabric was about 12.8 billion (around 42 billionth). The assembling of jute items (1.1 million metric tons) positions next in significance to cotton weaving Material is probably the most seasoned industry and has a considerable nearness in the national economy see that it adds to about 14 percent of assembling esteem option, represents around 33%of our gross fare profit and gives productive work to a huge number of individuals.

They incorporate cotton and jute producers, craftsmen and weavers who are occupied with the sorted out just as decentralized and family unit parts spread over the whole district.



**CHAPTER – 2**  
**ORGANIZATION PROFILE**

## **BACKGROUND OF THE COMPANY**

### **GOVERNMENT INITIATIVES:**

The Indian government has thought of various far advancement approaches for the material division. It has likewise permitted 100 percent FDI in the Indian materials division under the programmed course

The association Ministry of Textiles of India, alongside Energy Efficiency Services Ltd (EESL), has propelled an innovation up degree plot called SAATHI (Sustainable and Accelerated Adoption of Efficient Textile Technology to Help Small Industries) for restoring the force loom division of India.

The government has wanted to associate the same number of as Score (50 million) townladies to charkha (turning wheel) Business and advance Khadi outlets which were revamped and re-propelled during the finish of KVIC'S 60th commemoration and Khadi outlet

The Karnataka government has attempted numerous activities to spur material business visionaries to build up material ventures in the state. The new material strategy named Nuthana JavaliNeethi 2013-2018 features the administration's vision and destinations with respect to the improvement of the material business,

### **Indian Textile Industry Structure and Growth:**

The Indian material industry, at present assessed at around US\$150 billion, is relied upon to reach US\$ 230 billion by 2020. The Indian material industry contributes roughly 2 percent to India 's Gross Domestic Product (GDP), 10 percent of assembling creation and 14 percent to generally Index of Industrial Production (IIP).

The creation of cotton in India is evaluated to increment by 9.3 percent year-on-year to arrive at 37.7 million bundles in FY 2017-2018, The complete territory under

Development of cotton in India is relied upon to increment by 7 percent to 11.3 million hectares in 2017-18, because of desires for better comes back from rising costs and improved harvest yields during the year 2016-17.

India fares of privately made retail and way of life items at a compound yearly Development rate (CAGR) of 10 percent from 2013 to 2016 essentially drove by bedding shower and home stylistic layout items and material.

## **COMPANY PROFILE**

SLV Enterprises was established in 1998 by a gathering of youthful and dynamic Technocrats with a crucial giving practical static control arrangements under rooftop and to spread the consciousness of significance of ESD control in electronic equipment producing.

Linge Gowdais the founder of the SLV Enterprises. They started operation in Delhi in 1998. Their concentration and commitment has assisted with getting one of the main names for ESD control and Clean room items.

The organization has developed imposing ability and experience. Today it assumes a significant job in giving ESD control and tidy up room items to all significant IT and Telecom gear makers SLV Enterprises with no wall that just open space with a solid foundation and turnover of over 20 million. Today is ready to shape the future with its creative capabilities and is embarking at major investments in coming decade.

## **Core Competency:**

The core competency of SLV Enterprises frameworks lies in advancement and improvement sponsored by a solid R&D arrangement. Throughout its reality since 1998, SLV Enterprises frameworks has indigenously planned and created more than 40 items. The eagerness in such an undertaking was emphatically supported by the staggering reaction from the business

The unrivalled help got from the business as to the speed and quality with which redid items were created and conveyed is confirmation of their responsibility towards quality and administration.

### **Company Overview:**

Name of the company	SLV Enterprises
Established in the year	1998
Founders	Linge Gowda
Type of the industry	Partnership
Name of the industry	Garments Manufacturing
Total area	30000 square feet
Bonus rate	8-10%
Head office	Bengaluru
Products	Garments, packing materials for garments and also the branded cloth
No of offices staff	450
Plant	02
Email	<a href="mailto:slventerprises@gmail.com">slventerprises@gmail.com</a>
Address of the company	#25/A,Gandhi main road,jaraganahali,Bengluru-560078
Working time	8 hours
Location	Rajiv Gandhi Road jaraganhalli,Banglore-560078

### **Nature of the Business**

SLV Enterprises began activities in the article of clothing industry having the offices for pieces of clothing producing, preparing, structure improvement and examining and so on. This association situated us as a coordinated multi-item in ESD showcase. ESD advertise is specialty when contrasted with style industry in India.

Our company's item has enormous interest in outside nations. Its other item benefits are ESD individual establishing, Work surface establishing, and Pacing materials. SLV Enterprises sell pieces of clothing household just as universal

market. What's more SLV Enterprises additionally utilize the piece of clothing for inside utilization and simultaneously offers it to other article of clothing exporter.

### **Ready-made:**

SLV Enterprises is ESD article of clothing fabricating organization with plan to coordinate its exercises. It has piece of clothing fabricating plants in Gurugram, Pune and Bengaluru. The unit houses have high-tech sewing, interlocking and catch sewing for complete piece of clothing preparing. With yearly limit of 2 million pieces of clothing, SLV Enterprises offers top notch articles of clothing for purchasers with in nation and for outside nations.

## **VISION, MISSION AND QUALITY POLICY**

### **VISION**

To provide our people the financial security, who work tirelessly to delight our customer and to achieve great success.

### **MISSION**

Maintain quality standards of ethical values at all levels and to be 20 million companies before 2020.

### **QUALITY**

To provide our clients with high quality products and to achieve total customer satisfaction"

### **Quality Targets:**

1. Quality in all exercises
2. Employee contribution
3. Respect and collaboration
4. Safe work rehearses
5. Continuous learning
6. Supplier organization
7. Continuous improvement of value

## **Product and Service Profile:**

### **Fabric and Garments**

This company's ESD fabric are made from 100% polyester continuous filament yarns, with electrically conductive fibres interwoven in striped or checked pattern at regular interval.

The fabric is designed and engineered to exceed clean room and ESD requirements. They are durable with excellent washable, comfortable with superior ventilation and absorption.

Depending on client needs, SLV Enterprises has technology to protect wearer, the product or both. We serve such diverse markets as healthcare, microelectronics, pharmaceutical, food and beverage processing, and industries applying spray finishes.

The common thread is products geared for comfort that meet the requirements of these various end uses, specialized precisely for your needs. The fabrics are intended for re-use. Completely washable, they are much, with more economical than disposables, with typical use/wash cycles running into hundreds. Not only fabric will save your money, they also make good environment.

### **Product range:**

1. Lab coats
2. ESD head
3. caps

### **INFRASTRUCTURE FACILITIES: -**

- SLV Enterprises is in appropriate place to produce quality products to accomplish the client's requirements. The company has very good availabilities, place of work and maintain the factory rules of all employees.
- Work place Building: The company basically rental building having measuring of 30000 sq. feet. This company have Available space for expansion of the factory activity. Storage facility: The SLV Enterprises has a satisfactory ware house facility for possession and storage to maintain and protecting the products.

- Safety: The Company insured under insurance and also follow the safe practices rules and the company providing safety apparels and personal protection to their workers.
- Company having the technical adviser, they give the suitable safety measure to their workers and some of the emergency and safety rules and regulation displayed on the company notice board.
- Supported services: The Company gives a very good and satisfactory salary to its staff including PF and ESI, the objective of internal communication and internal memos. And the transportation facility was very good.

**Major suppliers:**

1. Clique Eco pack
2. Gauge International
3. Good luck plastic trading company
4. Walt's Power Technology
5. Palmar Garment Accessories
6. Pro pack Material India Pvt Ltd
7. Padmavti Enterprises
8. Hong Kong IIN YEE Technology COLT

**Competitor's information:**

1. Arrow Technical Textile PVT LTD
2. Acromech Equirement PVT LTD
3. Woven fabric company
4. Kinetic Polymers
5. Pegasus Solutions
6. Blue Sky System PVT LTD
7. Innovation Tech Solutions.

**Major Buyers**

1. Liva
2. Sun valley
3. Deniel Hechter
4. Laventrulylinen

5. Beverly Hills
6. Pierrecardin.

### **OWNERSHIP PATTERN**

#### 1. Machine Related Hazards:

Based on studies carried out it is learnt that unsafe conditions contribute to almost half the total accidents occurring in a textile mill. It is therefore necessary to briefly review a few important machines in each of the sections.

#### Spinning Preparatory and Spinning:

In machine related hazards there are a number of nip points which are left unguarded. These points could be identified as the feed and calenders rollers of the blow-room machinery, carding machines, combers and drafting zones of all the frames (draw. infer, flyer and ring).

The carding cylinders are provided with good covers but Many a time argument are put up to say that any guard attempted at such points would interfere into the working of the rollers. But it is, at least possible to provide mesh covers with interlock on some of the rollers in the blow-room machinery. Drafting zones on the draw frame could be covered with total enclosures as is already available on some machines. There is a need to ensure that these enclosures are well interlocked to stop the machine when enclosures are opened. Now, looking at the rotating

The need for carrying out stripping operation in every shift makes it necessary to work with covers open, posing severe hazard. This stripping operation should necessarily be done by well-trained men, with reliable ropes on the stripping roller. (The stripping roller is thrown out if the ropes break this operation.) However, newer machines have a stripping attachment on them as an integral part. The access to the licker in from below while collecting dust and droppings could result in severe injuries. This beaters in the blow-room, the three wire clothed cylinders, the licker in, the cylinder and the doffer of the carding machine and the comber segment of the comber all of these could cause all severe accidents, if contacted while in motion. The beaters have been provided with good covers with a mechanical interlock. This interlock should be



maintained in order. Many times this is tampered with. should be guarded by providing a hinged swing door; swinging back upwards and preventing contact while collecting dust. In the combers there is enough scope to provide at least a hinged transparent sheet or such, so that no contact with the rotating segment, the nipper or the gripper is possible. The comber and its segment rotate at a high speed. Because of this high speed the eye perceives the comber and segment as stationary. This perception tempts the worker to access these rotating parts while cleaning.

The flyer frames have the flyers rotating and give a free access to the hands and are likely to grab loose clothing. The present designs of the machines have not come with covers or photoelectric devices to prevent access to the flyers. However, there could be interference in the operation with such devices and calls for detailed examination in locating them on the machine at an appropriate place. Till such time employing trained personnel on these machines is essential. Conventional ring frames have hazards associated with the stopping of bobbins with the left-hand index finger. These results in finger cut injuries, if the bobbin involved has its metallic shields broken.

Attempts are being made to eliminate this hazard by frequent inspection and elimination of bobbin which are with broken shields, use of tongs to grip the spindle (a very rare practice in India), provision of knee brake or the like, and use of plastic bobbins have limitations if the yarn is subjected to streaming, as also its prohibitive initial cost.

The new open-end spinning system with its limitation has eliminated two to three steps of the entire spinning preparatory operation and therefore has significantly reduced the number of accidents.

**ii. Weaving Preparatory and Weaving:** The conventional winding machines pose a hazard of trapping hands between the rotating drum and the cone/cheese after each knotting. While no suitable preventive measures are coming up, employing skilled operators on these machines is essential. Automatic winders like the cone winder and spoolers have prevented the hand reaching in the vicinity of the rotating drums.

In the warping machine (excepting the old versions), photoelectric devices have been provided in place of the swing bar guards. Opinions differ as to the exact location/position of these photoelectric devices. The present positioning of this device still leaves scope for access to the beam flanges. An acceptable positioning and multiple photoelectric devices could eliminate this hazard.

Working with sizing machines involves nip at the squeeze rollers and drag rollers. Guards on drag rollers are essential in view of their accessibility. The conventional looms are the highest contributors of both severe and frequent number of accidents in a loom shed, because of the shuttle flights. The shuttle which is to fly from one end to other on a loom could fly out of its parts for varied reasons. A shuttle guard provided on the loom does not really prevent a shuttle from flying out of the loom, but it only helps in arresting the shuttle's tendency to lift upwards and shoot out to heights. Thus, to keep a check on the direction of shuttle flying out, a shuttle guard is provided.

These shuttle guards (fits on the sley) are to be set over the race board so that while the crank shaft is between the bottom and back centre, the guard leaves no gap enough for the shuttle to fly out upwards.

And proper setting of looms at frequent intervals will prevent shuttle fly. Shuttle fly is a frequent occurrence and could result in severe injuries. This hazard is absent in the non-conventional Observations shutter less looms.

## **ii. Processing and Finishing:**

In the shearing and cropping machine the exposed rotating cutters could pose a hazard when accessed. These cutters can be covered using transparent cover. Many of the machines in the process house generally have nip hazards. They could be calendar, washers, printing machines etc. Many of these nips could be guarded by means of nip bars.

The provision of audio signals to warn workers working near the calendars, drying ranges, setters etc. could help in preventing entanglement and drag of inattentive operators along with the fabric in process.

In the polymerising range it is absolutely necessary to provide an interlocking device to ensure that the exhaust fans re on before any fabric is fed into the

chamber. This helps in preventing the volatile carrier accumulating which could lead to an explosive situation.

It would be far better to dry out the fabric outside the chamber to eliminate most of the volatile solvent before the fabric enters the chamber. This reduces the quantum of the volatile solvent available in the chamber.

## **2. Material Handling:**

A follow up of each operation in Textile Industry would indicate that, starting from raw material to fabric, the material handled is in various shapes and sizes. There are as much as thirty handlings not considering the number of times an empty container roll or beam is handled. All these contribute to almost 10-15% of accidents in textile mill. First considering manual handling, wrong postures are adopted in every stage of such

The laps are held with hands stretched, cans shifted by dragging, carrying of excess handling Bobbins, dragging of baskets/boxes by ropes and so on. These handling methods are to be critically examined and right postures adopted to prevent any excessive strain to arms and back. To mechanical handling it will be appreciated that the designs of many of the trolleys and trucks have been crude. The equipment's are sometimes heavy to move. The wheels and rollers are placed outside the platforms allowing for run over's. The handles do not have holds to fasten when not in use, leaving scope for handles dropping on foot. The trolleys do not have knuckle guards. All these have contributed for difficulties in use of this equipment. The common practice is that trolleys and carts are overloaded even to the extent of obstructing onward vision which should be avoided

The chain blocks on mono rail and the other lifting equipment's in use should be examined periodically:

### **i. Handling of Chemicals:**

The processing of Textiles generally involves dilute acids and alkalis and bleach liquors like chlorine, hydrogen peroxide.

Generally, the concentration of the process liquid does not exceed safe concentration levels. However, the bulk of the chemicals received are of higher concentration and precaution in respect of storing them in compatible containers must be complied with. In case of chlorine a better practice is to store the required minimum quantities of it. Care also should be taken that proper equipment's and systems are readily available to handle any emergencies like leaks. The outlets from storage vessels of acids and alkalis and the piping should resist corrosion. While nothing definite has been established on the adverse health effects of the finished dyestuffs, it is advisable the dyes are handled with care while preparing liquors and pastes. The solvents used for printing which are highly volatile should be stored away from process zone and the quantities brought in for use should be the minimum.

The storage areas of the fuel oil for boilers etc. need to fulfil the statutory requirements as applicable to bulk storage. The supply of safety data sheets in respect of the handled should be made available to the personnel handling them.

### **ii. Use of Pressure Vessels (Unfired):**

It is necessary to consider the sizing cylinders, kiers and to some extent calendars and drying range as pressure vessels though the pressure ranges are not very significant, all tests and examination are to be carried out to ensure their safe performance. It is essential that the siphoning systems on these cylinders are maintained well to deliver out the water condensed and prevent any damage of these cylinders. It is also required to maintain the vacuum breakers provided to prevent any cylinder collapse. All instrumentation and safety gadgets must be examined periodically for their reliability.

### **iii. Fire Hazards:**

The go down where cotton bales are stacked should be well ventilated so that the hoop iron do not impart and generate sparks as a source of ignition. It is also to be kept in mind that any broken glass pane on windows with its sharp edge form a prismatic effect converging sun rays on to the cotton bales and could be a source of ignition.

Use of naked flames for soldering and welding on the shop-floor should be under permit and supervision. Lapping or warming up could ignite fibres accumulated over it and later setting it to fly around will also be a source of ignition. Mechanical friction Lamps with the availability of dripping lubricating oil and loose fibre could initiate a fire Oiling should be done after ensuring that the oil holes are clear and the oil is reaching the part being lubricated. The electrical panels switch boards and other electrical's also accumulated with dust and needs attention. Equipment's Processing of fibres likely to accumulate static charges should be carried out under effective grounding, bonding and antistatic controls to prevent accumulation of static charge.

Singeing machine should be invariably being provided with a solenoid valve on the fuel line to arrest the fuel supply, in the event of an electrical failure. This prevents the stationary fabric undergoing singeing from being ignited. It is also desirable to store in isolation, freshly dyed fabrics as they could ignited due to spontaneous ignition.

### **ACHIEVEMENTS/AWARDS: -**

#### **1. Hon. Membership:**

This is conferred on Eminent Individuals for their contribution towards the growth of textile industry. First preference is given to the unit, hosting the Annual All India Textile Conference, to nominate the name for this prestigious award.

#### **2. Hon. Fellowship of Textile Association (FTA):**

This is awarded to Eminent Scientists & Researchers for significant contribution in academic field.

### **3. Industry Excellence Award:**

This is awarded to Eminent Individual for their significant excellent contribution for the growth of textile industry those who may or may not be member of TAL the persons to be nominated this for this award could be any of the different fields or areas of textiles in India

### **4. Textile Association Service gold Medal:**

**(Instituted in memory of Hon. Maj. R.P. Poddar)**

This is awarded to Individual members of Office Bearers in recognition of their services to the Association at national level.

### **5. The Textile Association's Service Mementos:**

**(Instituted by Shri H.A. Shah & Shri J.J. Randers)**

Two No's, of awards are awarded to individuals for their services to the Association at Unit level.

### **6. Best Unit Award: (Instituted by Shri H.C. Jain)**

This is awarded for all round best performance & activities done by the Bigger Units having more than 1000 membership during the year. The running shield is being awarded to one unit selected as best performing unit every year to be presented at the time of annual All India Textile Conference.

### **7. Best Unit Award :( Instituted by Shri H.B. Chaturvedi)**

This is awarded for smaller Unit having less than 1000 members for all round best performance & activities during the year. The running shield is being awarded to one unit selected as best performing unit every year to be presented at the time of annual All India Textile Conference.

## **FUTURE GROWTH AND PROSPECTS: -**

India is the world's second largest producer of textiles and garments and the world's third largest producer of cotton after China and the USA. The Indian market is also the second largest in terms of consumption of Cotton, after China.

One of the oldest and the largest textile industries in the world, the Indian textile industry is currently estimated at US\$150 Billion as of December 2018 and is expected to reach US\$ 250 Billion by the year 2019. The Indian textiles industry, carrying hand-spun and hand-woven textile sectors at one end of the spectrum and capital-intensive sophisticated mills sector at another end of the spectrum, is extremely vast and varied. The Indian textile industry contributed 7 percent of the Indian industry output in the year 2017-2018. Known to be the second-largest employment generating sector in the country, the Indian textile sector contributes to 2 percent of the country's GDP and provides direct employment to more than 45 million people. The financial year 2018 took the Indian textile exports to US\$ 39.20.

The growth in building and construction is expected to raise the demand for non- clothing textiles. Following factors work as the strengths of the Indian textile industry-

1. The remarkable increase in the income levels of the Indian population
2. Abundant availability of raw materials such as cotton, wool, silk, and jute result in a continuous increase in the demand in the Indian textile industry.
3. Easy access to low cost and skilled manpower offering a competitive edge to the industry.
4. Better assistance in terms of building market entry strategy for global organization by the management consulting firms in India

The fundamental strength of the Indian textile industry is its strong production base with a wide range of fibres and yarns. These are natural fibres such as cotton, jute, silk, wool, and synthetic and man-made fibres like polyester, viscose, nylon, and the textile industry is capital and technology-intensive comparable with mobiles, aircraft, computers, and heavy machinery industry. Buyer-driven value chains enhance trade-led industrialization, which has become common in Labour-intensive, consumer-goods industries and consumer electronics.

In comparison with other countries like China, the cost of textile production in India is quite less. Due to this, the Chinese textile manufacturers have lost the competitive advantage of lower cost of production. This, as a result, offered an

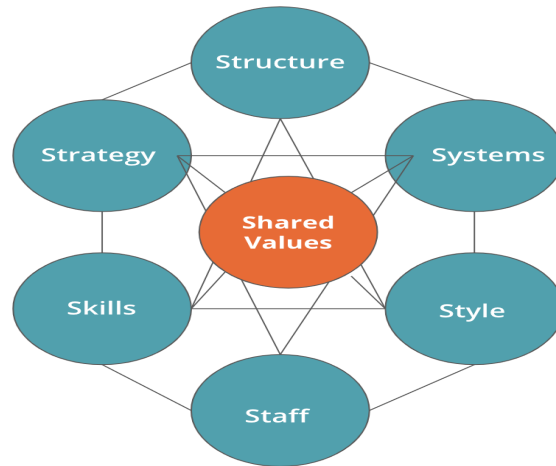
opportunity to the Indian textile sector to overtake the market share of China in the developed world, especially in the European Union and the United States, both comprising of around 60 percent of the global export market.

Considering this, the Indian government took certain measures to further enhance the Indian textile industry and promote mergers and acquisitions in India. Some of the major investments in the Indian textiles industry are as below-

- 100 percent Foreign Direct Investment has been allowed in the Indian Textile sector. Moreover, free trade with ASEAN is allowed in order to boost exports in the country. The Indian government is making huge investments under the Scheme for Integrated Textile Parks (SITP) and Technology Up gradation Fund
- Scheme to encourage more private equity in order to train the workforce.
- The Cabinet Committee on Economic Affairs (CCEA), Government of India has approved a new skill development scheme for capacity building in the textile sector with an outlay of US\$ 202.9 million from 2017-18 to 2019-20.
- The Future Group is planning to open 80 new stores under its affordable fashion format, FBB and is targeting the sales of 230 million units of garments by March 2018, this number is further expected to grow to 800 million units by the year 2021.
- Max Fashion, a part of Dubai based Landmark Group, plans to expand its sales network to 400 stores in 120 cities by investing the US\$ 560 million in the next 4 years.
- To conclude, programs like Skill India and Make-in-India, along with continuous development and growth in the management consulting firms in India for foreign companies, is working in favour of the developments in the Indian textile industry. The access to skilled manpower and a good market for textile products, the industry is becoming competitive in the global market. With proper market entry strategy for global giants in the market, the future for the Indian textile industry looks promising, buoyed by both strong domestic consumption as well as export demand.



**CHAPTER-3**  
**MCKINSEY'S 7S FRAMEWORK AND**  
**PORTERS'S FIVE FORCE MODEL**



These elements can be further subdivided into the "Hard S's" and "Soft S's".

### **> Hard S's**

#### **Strategy**

Strategies are plan an organization formulates to reach identified goals and a set of decisions and actions aimed at gaining a sustainable advantage over the competition. It is the direction and scope of the company over the long-term. It is the plan devised to maintain build competitive advantages over the competitions.

Increased advertising, factory visits for trade partners, increasing digital presence and engagements, generating contemporary educational content and engaging in brand associations expand our portfolio in the existing product categories:

We propose to expand our product portfolio across categories to cater to the evolving requirements of a large customer base & cover newer customer segments

#### **Structure**

High range product has department like marketing department. financial department, sales department, unit production department. The decision-making process is based on the delegated power of each unit. The directors of this company are empowered in formulate policies regarding the declaration of powers to various functional heads

## **Systems**

Employees of the organizations are encouraged to work efficiently and effectively through promotion and performance appraisal. The following qualities in an employee are considered while promoting an employee.

## **Soft S's**

### **Style**

Leadership style of management is democratic. Democratic leadership, also known as participative leadership, is a type of leadership style in which members of the group like more participative role in the decision-making process. Everyone is given the opportunity to participate, ideas are exchanged freely, and discussion is encouraged. While the democratic process tends to focus on group equality and the free flow of ideas, the lead of the group is still there to offer guidance and control.

### **Staff**

5LV ENTERPRISES is the largest private limited company in the Garments, industry. Over the years, we have evolved as an organization, creating masterpieces that seamlessly blend sophistication and aesthetics with technology to make even more apparels with a pleasurable experience.

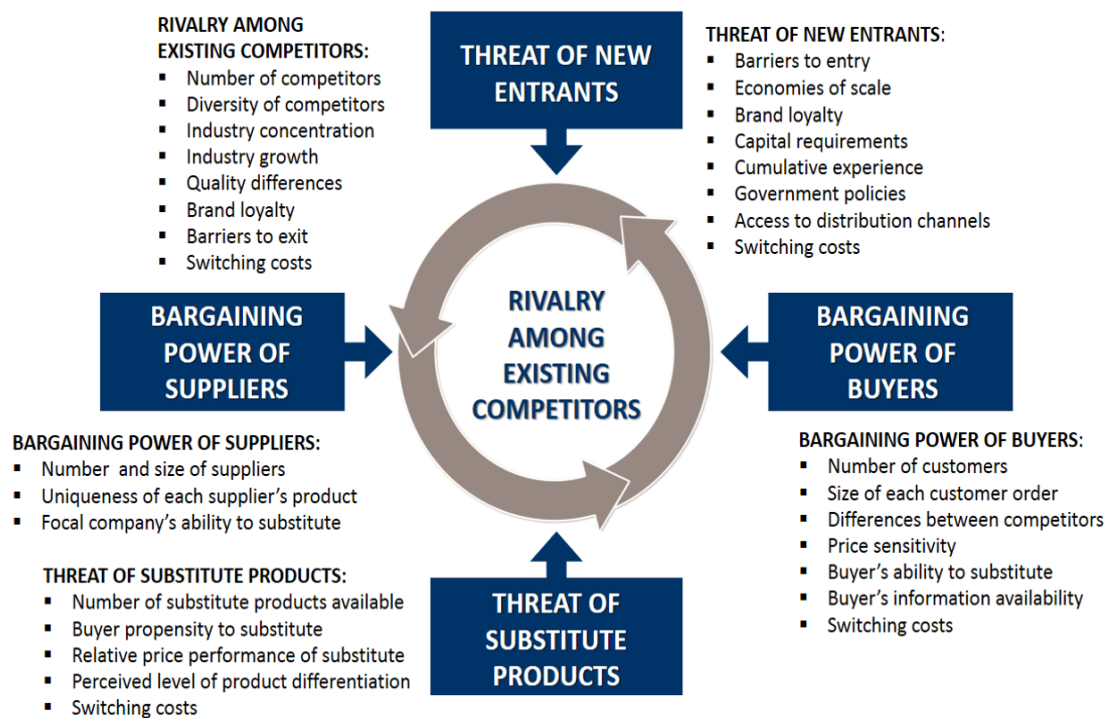
### **Skills**

To run an organisation skill is required. Manufacturing industry sector has seen an exponential boom in the recent times. This boom has also triggered the need of skilled and qualified human capital in the manufacturing industry sector, which is clearly indicated by the increasing in the population growth and increasing the product consumption. Skill is required in all the department for smooth flow of organisation. If a business systems are not properly organized, tasks pile up, paperwork get lost and valuable time is spent on finding information that should be readily available. Good organizational skills can save a business owner time and reduce stress.

## Shared Values

Indian benchmark indices have performed well over the last few months due to thing participation of retail investors, strong corporate earnings and a robust recovery in the economy. Government initiatives such as approval of PL1 schemes to boost domestic manufacturing capabilities, announcement of the relief package for the telecom sector as well as allowing 100% foreign investment through the automatic route has helped stocks from these sectors to remain in the spotlight.

## Porter Five Model



### Threats of new entrants:

This is one of the major problems of many companies. There are many competitors operating in the market. New entrants eventually will decrease profitability for other firms in the industry. In Bangalore there are multiple garments operating, brands are directly manufactured here. SLV enterprises is big manufacturing unit when compared to other local competitors operating in

the market. Garments (appeals) product manufactured in slv enterprises industry it producing multiple products with multiple brand which other local competitors does not have so much of product and it also deliver the product to online shopping. So, this is one of the plus points for the SLV enterprises company. Here customer mainly go for ideal brand us polo which was one of the biggest rivalries for the brand.

**Threat of new entrants is high when:**

- large amount of capital is required to enter a market;
- Existing firms do not possess patents, trademarks or do not have established brand reputation
- Existing companies can do little more to retaliate;
- There is low customer loyalty.

**Bargaining power of supplier:**

Strong bargaining power allows suppliers to sell higher priced or low-quality raw materials to their buyers if the supplier of raw material forces to increase the price of raw material, then their profit will come down. It affects all their business system.

This happens only when:

There are few suppliers but many buyers.

Suppliers are large and threaten to forward integrate

Few substitute raw materials exist.

Suppliers hold scarce resource.

Cost of switching raw materials is especially high.

**Threat of substitutes:**

A substitute product uses a different technology try to solve the same economic need. SLV garments mainly manufactures garments product. There are many

substitutes for textile or garment like t-shirts formals shirts, formals pants, jeans pants, round neck t-shirts, pullovers etc. People will prefer substitutes only when the cost is less when compared with actual product. One of the best examples is mosquito liquid is from chemical industry and its rivalry mosquito bat is from electronic industry. So, every industry has to face substitute product form different industry. This can ruin their business by decreasing their sales level and profit level. Some of the factors determine whether or not there is a threat of substitute products in an industry are

- If the consumer's switching cost are low
- If the substitute product is cheaper than the industry product or
- If the substitute product is equal or superior quality compared to the industry's product

Consumer will switch to substitute product even though price of the product is high but maintenance cost will be less. Eg: Solar water heater costs 4 times than the electric heater but it is an onetime investment that can last for more than 20 years. so in this case people will prefer high cost solar because there is less maintenance cost.

### **Bargaining power of Customers:**

The bargaining power of customers also described as the market of outputs. In siv enterprises the distributor and retailers who purchase the product in balk will bargain the management 10 decrease the price product so that they can get enough margin for their survival Buyers have the power to demand lower price or higher product quality from industry producer when their bargaining power is strong Lower price means lower revenues for the producer, while higher quality products usually raise production costs

Buyers exert strong bargaining power when:

-Buying in large quantities or control many access points to the final customer

Only few buyers exist

Switching costs to other supplier are low

They threaten to backward integrate

Buyers are price sensitive.

**Rivalry among existing competitors:**

The market share of company must see to increase their sales level and decrease the percentage of profit. When a company come up with a new thing then it will be advantages for company to increase the profit and customers attraction. In competitive industry, firms have to compete aggressively for a market share, which results in low profits.

Rivalry among competitors is intense when

- There are many competitors
- Exit barriers are high
- Industry of growth is slow or negative. Products are not differentiated and can be easily substituted
- Competitors are of equal size.

**CHAPTER - 4**  
**SWOT ANALYSIS**



## **SWOT ANALYSIS:**

### **STRENGTHS:**

1. The company's main strength is producing better quality products and at reasonable price.
2. Employees share the work with other departments which helps the company to decrease cost and increases the knowledge of the employees.
3. The company maintains better relationships with clients. Ie, customer relationship managements. Cheap labour is available which minimize the worker's cost.
4. Good relationship with labour's which creates better working conditions.
5. They give security estimation meetings which causes works to know do and don'ts No much government interventions in the business
6. Employees are also loyal due to decentralized culture of the company Great technology used

### **WEAKNESSES:**

1. Lower average consumption in domestic market
2. If some of the payments from the customers become bad debt, it is written off and this is loss to the company
3. The organization has low production in off session
4. Global penetration is limited as compare to few other international brands Increased power traffic, other input costs etc.
5. Technological obsolescence Taxes are high
6. Low-cost competitiveness with regards to other developing nations.

## **OPPORTUNITIES:**

1. Improving rate and profitability.
2. Integration of information technology.
3. To embrace new advancements accessible to the business. Giving more importance to promotional activities.
4. As the population increases the demand of product will increase. . 5. Free exchange concurrence with European Union will open up entryways further for material items Price rivalry with China is continuously diminishing. It ought to at long last vanish later on.
5. Huge capability of fares, as the distinction between India's fare and China's fare mirrors the chance to be tapped.
6. Product improvement will help expanding the productivity.
7. Growing urbanization and expanding size of the sorted out market has prompted increment sought after for quality clothing.

## **THREATS**

1. Increasing competition and lower profitability. Rising cost of production.
2. Technological problems.
3. Less technology with knowledge and skills also lead to instability in the market.  
Changing government disturb the company's strategies.
4. Almost all major players in the industry are competing.
5. Basis of Low prices but also on better quality Regional trade alliances.
6. Increased competition in the domestic markets. Lower quality imports.

**CHAPTER-5**  
**ANALYSIS OF FINANCIAL**  
**STATEMENTS**

**Profit & loss a/c of SLV Enterprises, Bengaluru for the period 2021-2022**

<b>Particulars</b>	<b>31.3.2017</b>	<b>31.3.2018</b>	<b>31.3.2019</b>	<b>31.3.2021</b>	<b>31.3.2022</b>
Revenue from operations	105770000	13698521	165698589	178376621	196054189
Other income	29000	35000	40000	499675	809708
Total	105799000	4693254	165738589	178876296	196863897
<b>Expenditure</b>					
Cost of material consumed	269842	365894	35055147	45066152	55676101
Changes in inventories, WIP and stock in trade	269735	365286	1541065	(41718731)	1741069
Employee benefit expenses	6973615	5689972	23555897	24098256	25560182
Financial costs	2823643	365879	5432145	6428017	7969259
Depreciation and amortization expenses	5391658	4589621	6045826	6881783	6183828
Other expenses	73625145	3568972	93212587	95685557	94379467
Total expenditure	89353638	33372399	213731667	173987892	191460906
Profit before exceptional and extraordinary item and tax	3698214	346598	3247891	4888404	5402991
Exceptional items	-	-	-	--	--
Profit before extraordinary and tax	-	-	-	--	-
Profit before tax	2698315	3136489	3247891	4888404	5402991
Tax expense	436000	563000	658000	797328	1408877
Profit for the period from continuing operations	3698721	3689521	2398721	4091076	3994114

## Balance sheet

Particulars	2022	2021	2020	2019	2018
<b><u>Liabilities</u></b>					
Capital account	28800000	28800000	25050000	25050000	25050000
Reserves and surplus	11735194	17815458	7685013	6855476	6508079
Long term borrowings	12339600	12379667	12564800	13045688	11546450
Secured loan	5775365	6146912			
<b><u>Current liabilities</u></b>					
Short term borrowings	37752925	42687660	40257502	35004500	20478450
Deferred tax liability	1612555	815227	--	--	--
Provisions	39431018	45675206	41010398	13934530	40291086
<b>Total</b>	<b>137446648</b>	<b>154320130</b>	<b>126567713</b>	<b>93890194</b>	<b>103874062</b>
<b><u>Assets</u></b>					
Fixed assets	56830824	58891567	45875004	31245478	42545254
<b><u>Current Assets</u></b>					
Loans and advances	3496983	396383	250412	318045	215387
Trade receivables	51980327	70911750	55278404	42041324	44225400
Inventories	17572054	15671850	18479560	15457890	11605063
Cash	356661	412787	254688	305860	458204
Other current assets	7209799	8035793	6429645	4521597	4824754
<b>Total</b>	<b>137446648</b>	<b>154320130</b>	<b>126567713</b>	<b>93890194</b>	<b>103874062</b>

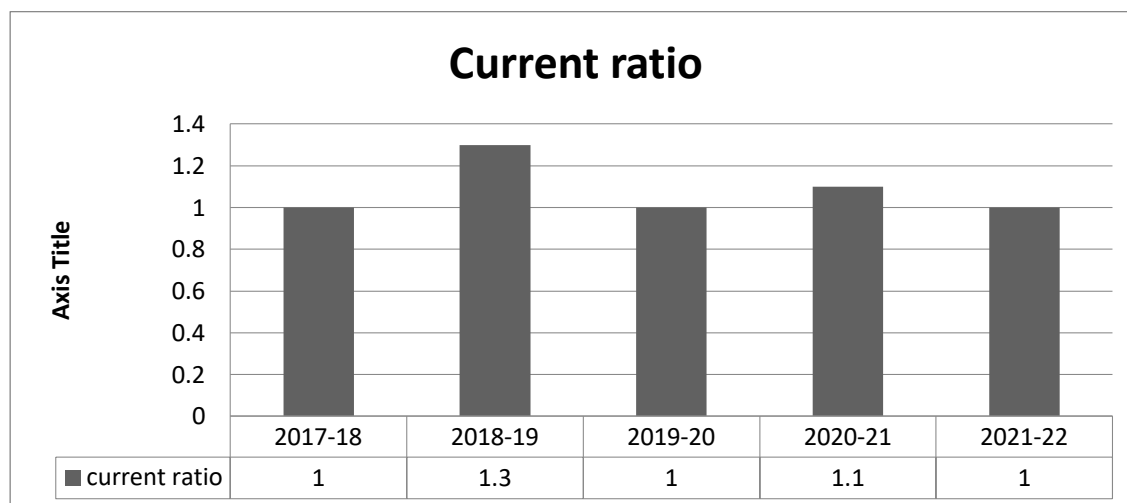
## **Ratio Analysis**

### **1. Current ratio**

The current ratio helps investors understand more about a company's ability to cover its short-term debt with its current assets and make comparisons with its competitors and peers.

**Current ratio=current assets/current liabilities**

Year	Current assets	Growth Rate	Current liabilities	Growth rate	Current ratio
2017-18	61328808	--	60769533	--	1.009:1
2018-19	62644716	2.15	48939030	19.5	1.28:1
2019-20	80692709	28.8	80067900	66.1	1.007:1
2020-21	95428563	18.26	89178093	9.73	1.07:1
2021-22	80615824	(15.52)	78796498	(11.6)	1.02:1



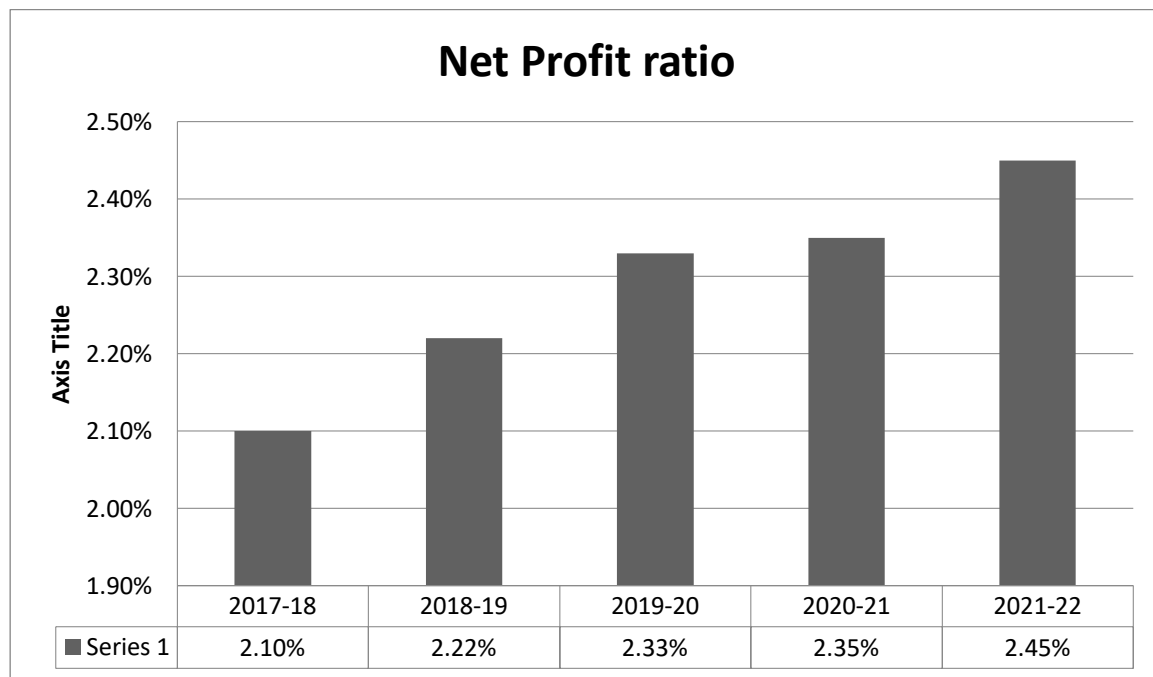
### **Interpretation:**

The above graph reveals the results of current ratio of time period 2018- 2022. As we can see initially in the year 2018 the current ratio is 1 which Shows the firm was not idle. The idle current ratio is 1:1 which shows that current assets should be double the value of current liabilities. The firm doesn't show idle position from 2018-2022. The current ratio is seen as increasing from 2018-2022

### Net profit ratio

Net profit ratio = net profit/net sales\*100

Year	Net profit (RS)	Growth Rate	Net sales (RS)	Growth rate	Net profit ratio
2017-18	3048750	--	160487951	--	1.89%
2018-19	3467804	13.74	174845624	8.95	1.98%
2019-20	3904575	12.6	184574040	5.56	2.11%
2020-21	3994114	2.93	196054189	6.21	2.03%
2021-2022	4091076	2.42	178376621	(9.01)	2.29%



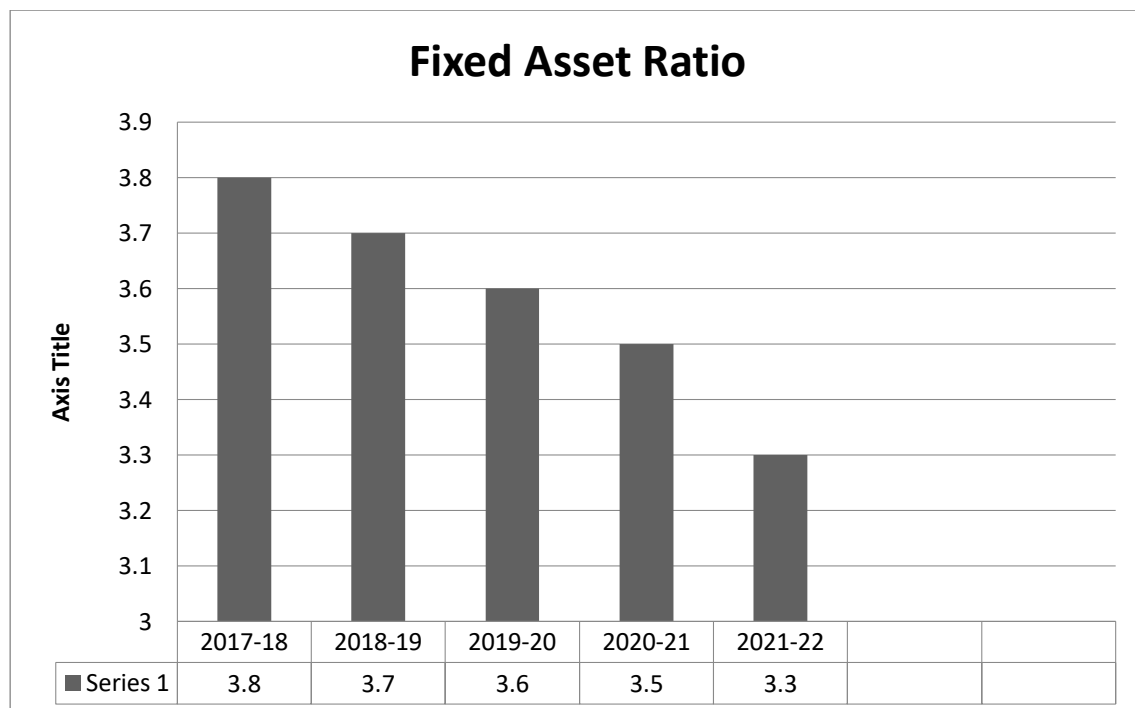
### Interpretation:

The graph represents the net profit ratio of the firm. The net profit of the firm shows positive results and it shows an efficiency of firm. Net profit ratio ranges from 2.10- 2.45.

## **Fixed asset ratio**

Fixed asset ratio=Total sales/Total fixed assets

Year	Total sales (RS)	Growth rate	Total fixed Asset (RS)	Growth rate	Fixed asset Ratio
2017-18	160487951	--	42545254	--	3.77
2018-19	174845624	8.95	31245478	26.55	5.59
2019-20	184574040	5.56	45875004	46.82	5.59:1
2020-21	196054189	6.21	58891567	28.37	3.13:1
2021-22	178376621	9.01	56830824	3.49	3.13:1



### **Interpretation:**

From the above table shows the SLV Enterprises fixed asset ratio should be better in the year 2016-17 & 2018-19. The company's asset performance is low due to companies' sales are low. And in the year 2016-17 the company increasing its performance compare to previous year. The other previous years the fixed assets ratio is in fluctuating



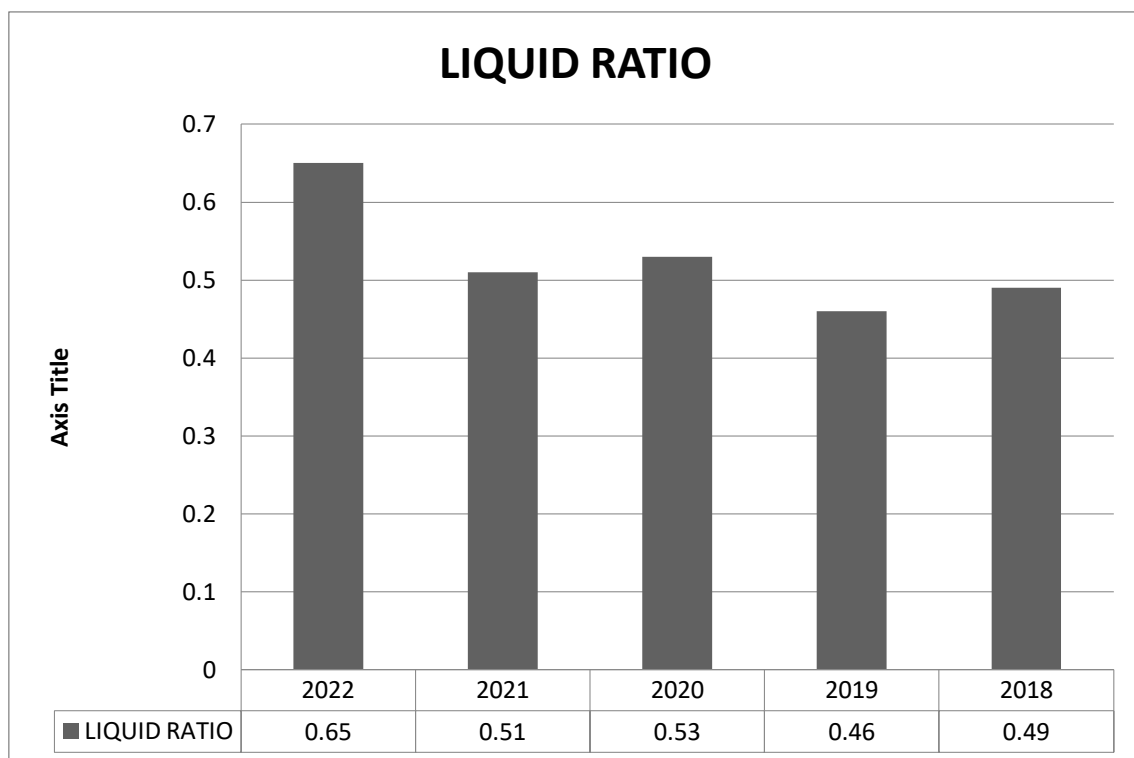
## 2) LIQUID OR ACID TEST OR QUICK RATIO:

The quick ratio measures a company's capacity to pay its current liabilities without needing to sell its inventory or obtain additional financing.

YEAR	2022	2021	2020	2019	2018
LIQUID RATIO	0.65	0.51	0.53	0.46	0.49

**Quick Ratio = Quick Assets**

**Current Liabilities**



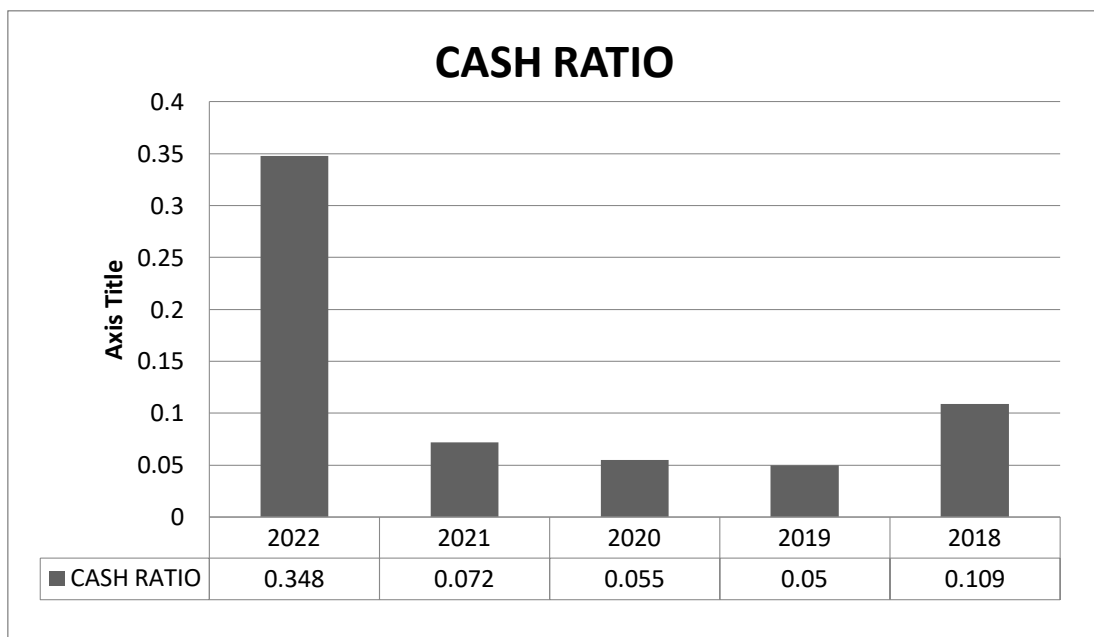
### INTERPRETATION:

The above graph shows the results for quick ratio of time period 2018- 2022. As the results reveal a better view of liquidity. The results range from 0.49-0.65 from year 2018-2022 of the firm. The firm doesn't show idle results. Which shows that the firm's liquidity position doesn't sound good.

### **3) CASH RATIO**

The cash ratio is a measurement of a company's liquidity, specifically the ratio of a company's total cash and cash equivalents to its current liabilities. The metric calculates a company's ability to repay its short-term debt with cash or near-cash resources, such as easily marketable securities.

YEAR	2022	2021	2020	2019	2018
CASH RATIO	0.109	0.050	0.055	0.072	0.348



### **INTERPRETATION:**

The graph represents the cash ratio of the firm during the year 2018- 2022. The firm doesn't show satisfactory results for cash ratio which depicts that the firm cannot easily fund its debt. The debt-equity ratio is a measure of the relative contribution of the creditors and shareholders or owners in the capital employed in business. Simply stated, the ratio of the total long term debt and equity capital in the business is called the debt-equity ratio.

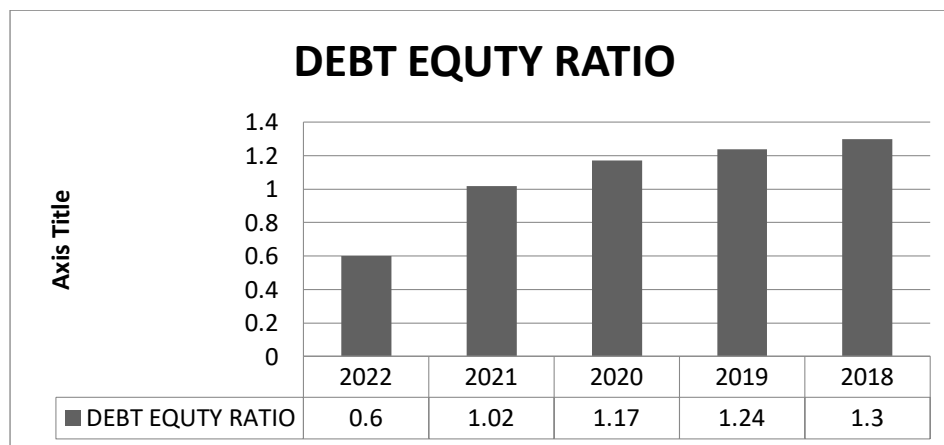
## II) LONG TERM SOLVENCY RATIOS ARE

### 1) DEBT- EQUITY RATIO

The debt-equity ratio is a measure of the relative contribution of the creditors and shareholders or owners in the capital employed in business. Simply stated, the ratio of the total long term debt and equity capital in the business is called the debt-equity ratio.

$$\text{Debt to Equity Ratio} = \frac{\text{Total Debt}}{\text{Shareholders' Equity}}$$

YEAR	2022	2021	2020	2019	2018
DEBT-EQUITY RATIO	0.60	1.02	1.17	1.24	1.30



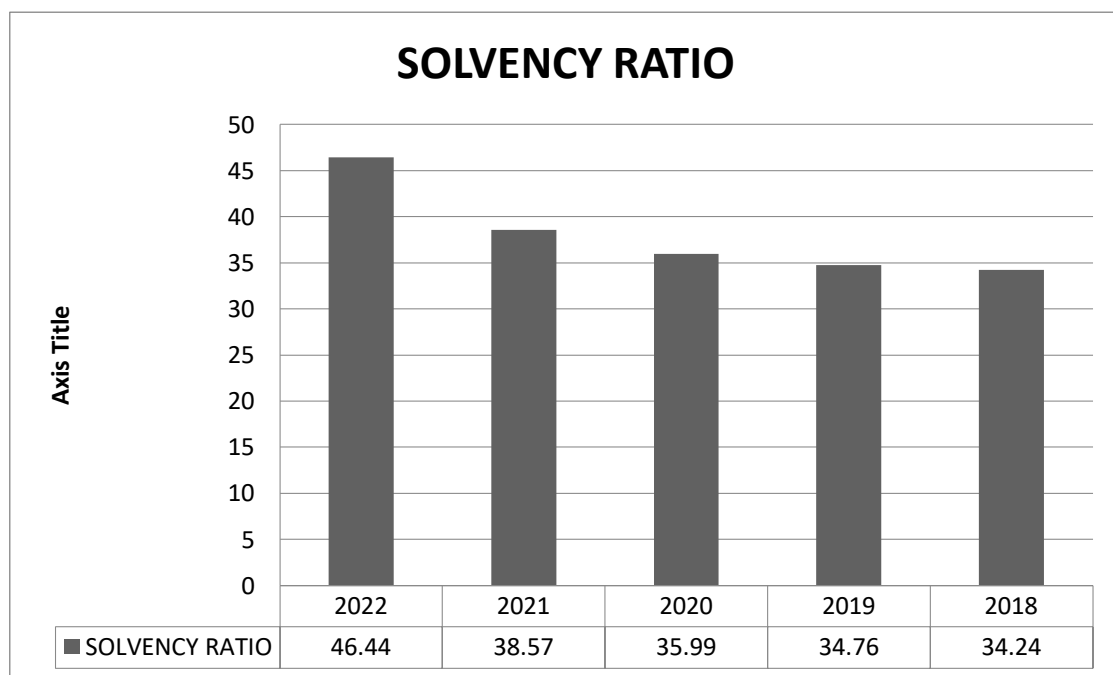
### INTERPRETATION:

The graph represents results of Debt to equity of a firm from 2018- 2022. The firm shows sound financial position, which means low debt, is involved in a firm.

## 2) **SOLVENCY RATIO**

A solvency ratio is a key metric used to measure an enterprise's ability to meet its long term debt obligations and is used often by prospective business lenders. A solvency ratio indicates whether a company's cash flow is sufficient to meet its long-term liabilities and thus is a measure of its financial health.

YEAR	2022	2021	2020	2019	2018
SOLVENCY RATIO	46.44	38.57	35.99	34.76	34.24



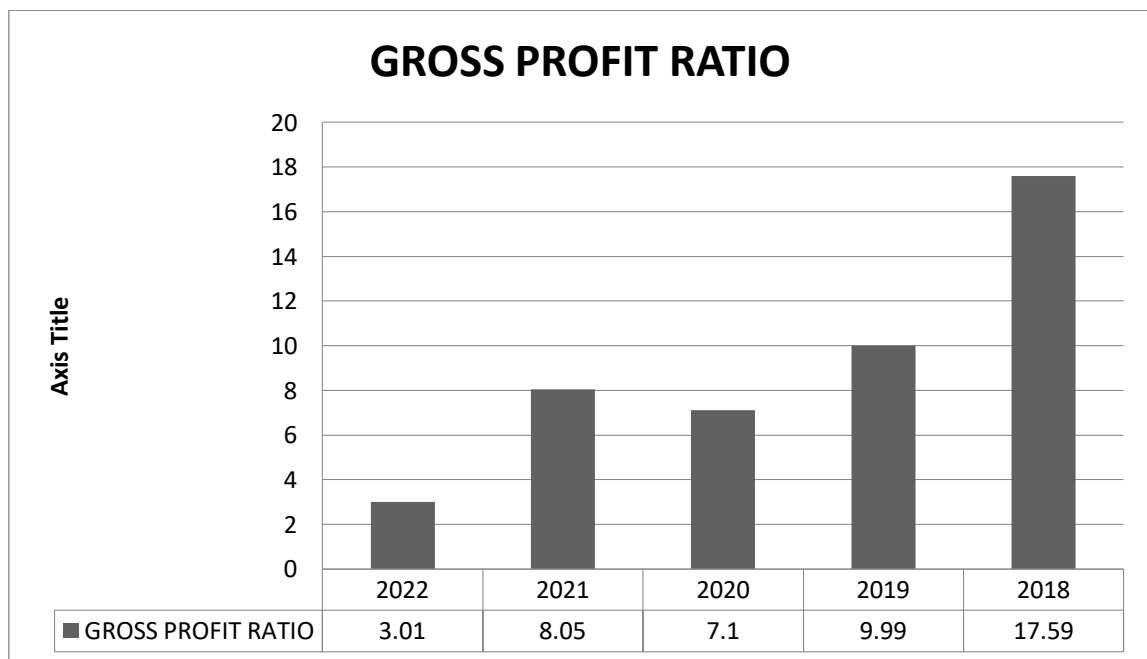
### **INTERPRETATION:**

The above graphs represents solvency ratio of orient cements from 2018- 2022. The firm shows moderate solvency during year 2018-2019 and in 2022 the firm resulted in higher solvency which means that the firm is able to pay out its liabilities.

### **GROSS PROFIT RATIO:**

The gross profit ratio shows the proportion of profits generated by the sale of products or services, before selling and administrative expenses. It is used to examine the ability of a business to create sellable products in a cost-effective manner. The ratio is of some importance, especially when tracked on a trend line, to see if a business can continue to provide products to the marketplace for which customers are willing to pay a reasonable price. There is no optimum ratio amount; it can vary substantially by industry.

YEAR	2022	2021	2020	2019	2018
GROSS PROFIT RATIO	3.01	8.05	7.10	9.99	17.59



### **INTERPRETATION:**

The above graph represents the gross profit ratio of the firm from 2018- 2022. The firm indicates low margins in 2018 and gradually the firm has increased its margin to 17.59 in 2021.

**CHAPTER-6**  
**LEARNING EXPERIENCE**

### **Learning experience:-**

The Internship Study has helped in gaining practical knowledge and experience about the functioning of the company. It was esteemed privilege for me to undergo on internship study in SLV ENTERPRISES (GARMENTS MANUFACTURING UNIT), which has contributed to the food industries by manufacturing high quality spices, oil and good research.

SLV ENTERPRISES (GARMENTS MANUFACTURING UNIT) mainly does the production business in food items, research and development of seasonal product. It was really a great learning experience for us, to feel and witness the manufacturing, testing and quality components.

I have gained lot of knowledge, the way of presentation skills, listening skill, in the organization and from the day one I entered to the corporate. I have maintained all their cords by which I got the information through various departments like Production department, quality testing process, employee relation Legal section. Public relations on manpower planning, purchase quality department, companies plan/target Achievement.

I came to know the following things: Its policies and vision Achievements its nature of business Working Environment Discipline Rules and Regulations My internal guide helped me to complete my organization study and clarify all my doubts during my period of internship training period. The college guide gave a required support and practical knowledge.

Wonderful experience which enhanced my knowledge about the organization and functioning which will be very helpful in future. The 4-week organization study gave me a clear idea about the functioning of the production industry and also developed a new desire of being a part of this organization in future.

# **CHATER-7**

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## ANNEXURE



**Profit & loss a/c of SLV Enterprises, Bengaluru for the period 2021-2022**

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