

ORGANIZATION STUDY AT “A1 LOGICS”

Submitted by

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Submitted to

VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI

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



MASTER OF BUSINESS ADMINISTRATION

Under the guidance of

INTERNAL GUIDE

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HOD

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EXTERNAL GUIDE

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Executive “A1Logics”

Mangalore.



PG DEPARTMENT OF BUSINESS ADMINISTRATION

ALVA'S INSTITUTE OF ENGINEERING & TECHNOLOGY

SHOBHAVANA CAMPUS, MIJAR, MOODBIDRE

FEB-2023



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Ref. : TR - 22 / 112

Date : 28 / 01 / 2023

TO WHOMSOEVER IT MAY CONCERN

This is to certify that Mr. Neelesh (USNo 4AL21BA051) of Alvas Institute of Engineering and Technology Moodbidri has successfully completed his internship (Organizational Studies) at A1 Logics Software Development Company Mangalore from 15.10.2022 to 15.11.2022.

During the tenure, his conduct was found to be good.

We wish all the best for his future endeavours.

For A1 LOGICS

Prashanth Kalladka
HR Manager





ALVA'S INSTITUTE OF ENGINEERING & TECHNOLOGY

(A Unit of Alva's Education Foundation @ Moodbidri)

Affiliated to Visvesvaraya Technological University, Belagavi

Approved by AICTE, New Delhi & Recognised by Government of Karnataka

Accredited by NBA (CSE & ECE)

DATE: 30/01/2023

CERTIFICATE

This is to certify that **NEELES** bearing USN **4AL21BA051**, is a bonafide student of Master of Business Administration program of the Institute (2021-23) affiliated to Visvesvaraya Technological University, Belagavi.

The Internship report on "**A1 LOGICS, MANGALORE**" is prepared by him under the guidance of **Mrs. Priya Sequeira**, HOD, Sr. Assistant Professor, PG Department of Business Administration in partial fulfillment of the requirements for the award of the degree of Master of Business Administration, Visvesvaraya Technological University, Belagavi, Karnataka.

Mrs. Priya Sequeira
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DECLARATION

I, Mr. Neelesh, hereby declare that this Organization Study report on "A1 logics" is record of independent work carried out by me under the guidance of Mrs. Priya Sequeira HOD, PG Department of Business Administration, Alva's Institute of Engineering and Technology, Mijar.

I also declare that this organization study is towards the partial Fulfillment of the university regulation for the award of 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 not been submitted for the award of any degree from any other University/Institution.

DISCLAIMER

The enclosed document is the outcome of a student academic assignment, and doesnot represent the opinions/views of the University or the institution or the department or any other individuals referenced or acknowledged within the document. The data and information studied and presented in this report have been accesses in good faith from secondary sources/web sources/public domain, including the organization's website, solely & exclusively for academic purposes, without any consent/permission, express or implied, from the organization concerned. The author makes no representation of any kind regarding the accuracy, adequacy, validity, reliability, availability or completeness of any data/information herein contained.

Place: Mijar

Date:

(4AL21BA051)

Signature of the Student

Neelesh

ACKNOWLEDGEMENT

I wish to convey my deep sense of gratitude to my internal guide Mrs. Priya Sequeira HOD, PG Department of Business Administration, for having guided me on every aspect right from the beginning of the Organization Study.

My thanks to Dr. Peter Fernandes, Principal of Alva's Institute of Engineering and Technology for his whole hearted support in all our endeavors.

I express my genuine thanks to all the teaching faculties and the support staff of the PG department of Business Administration, Alva's Institute of Engineering and Technology, Mijar, Moodbidri.

I express my deepest thanks to my parents and family members for their active role in my professional development without which my higher studies would have been just a dream. Finally, I thank my friends for their valuable suggestions offered to me to complete this study successfully.

Neelesh

4AL21BA051

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EXECUTIVESUMMARY

The Organization report on "A1 Logics" as required by the Alva's Institute of Engineering & Technology, PG Department of Business Administration, Visvesvaraya Technological University, Belagavi.

This report is divided into seven chapters. The first chapter deals with the Introduction of the organization & Industry. The second chapter is about the Organization profile consists of Background, Nature of Business, Vision, Mission & Quality Policy, Products & Services Profile, Ownership Pattern, Achievements & Awards and Future & Growth Prospects. The third chapter consists of McKinney's 7S Framework and Porter's Five Force Model. The fourth chapter deals with the study of SWOT Analysis.

The Report includes the analysis of financial statement for the year-2021,2020,2019, by using the financial statements including balance sheet, income statements and cash flow statement of the organization also the ratios such as current ration, quick ration, solvency ratio, proprietary ratio, debt equity ratio, return on equity.

The Report also includes learning experience and conclusion which is learnt and understood from the virtual organization study on A1 Logics. The source of data referenced here is secondary source which refers to the data which was previously collected by others for other purposes which includes Company websites, Wikipedia and various E-sites.

CHAPTER-1
INTRODUCTION ABOUT THE ORGANISATION
ANDINDUSTRY

INTRODUCTION ABOUT THE ORGANISATION:

A1 Logics is a Technology Organization providing solutions for all web design and development and Hosting. Software and application development solutions for diverse industry verticals. Meeting the ever increasing automation requirements they specialize in ERP, Connectivity, SEO services, Conference Management, Effective web promotion and tailor made software applications, Designing solutions best suiting client's requirements.

As a software development company they translate this software development expertise into value for their customers through their professional solutions.

They understand that the best desired output can be achieved only by understanding the client's demand better. They work with their clients and help them to define their exact solution requirement. Sometimes even they wonder that they have completely redefined their solution or new application requirement during the brainstorming session, and here they position themselves as an IT solutions consulting group comprising of high caliber consultants.

A1 Logics offers various products under one roof and it mainly focuses on customer satisfaction in terms of their need for the product and they are bound to benefit people all-around India.

HISTORY

A1 Logics is an IT company based in Noida, India. The company was founded in 2010 by Mr. Praveen udupa, a seasoned IT professional, with the aim of providing cutting-edge technology solutions to clients around the world. Initially, A1 Logics started as a small software development firm with a handful of employees. However, over the years, the company has grown significantly and now has a team of over 25 skilled professionals who specialize in various domains such as software development, web development, and digital marketing. A1 Logics has worked with clients from various industries, including healthcare, finance, e-commerce, and more. The company has a reputation for delivering

high-quality solutions that are tailored to meet the unique needs of its clients. This has helped the company build long-term relationships with its clients, and it has resulted in a high level of customer satisfaction. Over the years, A1 Logics has won several awards for its outstanding performance in the IT industry. Today, A1 Logics continues to innovate and expand its services to meet the evolving needs of its clients. With a focus on providing top-notch technology solutions, the company is poised for continued success in the IT industry.

GLOBAL DEMAND

I can provide some general information about the software industry and global demand. The software industry is a highly competitive and rapidly growing sector that plays a crucial role in the global economy. The demand for software products and services is driven by various factors, such as technological advancements, changing consumer preferences, increasing digitization, and the growth of e-commerce. In recent years, there has been a significant increase in the demand for software solutions across various industries, including healthcare, finance, manufacturing, and retail. This trend is expected to continue in the coming years, driven by the adoption of emerging technologies such as artificial intelligence, blockchain, cloud computing, and the Internet of Things (IoT).

As a software company, A1 Logics may have the opportunity to tap into this growing demand by developing innovative and cutting-edge software solutions that meet the needs of businesses and consumers. However, the success of the company would depend on various factors, such as its ability to develop high-quality software, its marketing strategy, and its ability to adapt to changing market trends and customer demands.



Objectives of the study:

- To know the major operation of A1 Logics.
- To know the different lines of business.
- To know the advertisement and promotional strategies.
- To know the different types of service.

Methodology of the study:

Observing the working of various department and personnel like Reception, Technical Director, Project Manager, HR and Administrator, Conference Manager, Team Lead, Web Designer, Business Co-ordination Executive.

1.3 Corporate training:

Corporate training has evolved rapidly in recent years to move beyond training a just fresher, learning a programming language. A1 Logics is a leading training Center in Mangalore, India. They are a wellrespected company that has been in Training business for last 8 years. In everything they do they strive to deliver just excellence & do this by providing training & consultancy services that are of the highest quality, customized training modules to suite your project, courses are delivered by professional and highly qualified Instructors with extensive experience in their respective industries.

1.4 Academic Projects:

They provide assistance and guidance to the BCA, BE, B.Tech, MCA, M.Sc, I.T, M.Tech students in doing their academic projects. Training division also renders the service of campus training where their technology experts handle training sessions for students inside

their campus. For IT background students there are a wide verity of projects to choose from at A1 Logics. Our projects are rated as Best Academic Projects in many reputed campuses, by virtue of our quality delivery and innovative approach.

1.5 Real Time Projects:

At A1 Logics they also offer opportunity to work on real-time projects rather than simulated ones. Thus, students undergoing real time projects at A1 Logics gets an opportunity to learn various aspects of project lifecycle including requirement analysis, prototyping, architecting, coding, testing, deployment etc. This approach helps to develop students as true professionals, fully equipped with all the needed skill sets required to get employed in top notch IT companies. In the fast-moving world of Technology, the Companies always prefer ‘industry ready’ employees. The increasing demand for the industry-ready candidates has motivated A1 Logics to provide careeroriented Software, Technical training. The specialty of their training is that it is on-the-job. They make sure that the candidates get a good exposure on the various aspects of the Technologies currently in use. A1 focuses on the courses that require highest level of teaching and training expertise.

1.6 Software Training:

Stay competitive in today’s job market by taking the path breaking training program that deliver industry grade software skills- the skills that can get you a job in the competitive and demanding IT industry. In this ever-changing competitive world of IT, it is a real challenge to find skilled manpower suitable for services sector. The software training provided here in A1 Logics is extensively beneficial for the candidates who seek experience in Software field. They get qualified and experienced employees from their Software department to share their expertise. Apart from that they get exposure to real-life working environment.

1.7 Activity:

➤ Virtual Conference:



Virtual conference are real time interactions that take place over the Internet using integrated audio

and Video, Chat tools and application sharing.

- Website
- Registration Portal
- Speaker Management
- Abstract Management
- Scientific Presentations
- Virtual Stage
- Virtual Inauguration
- Virtual Halls
- Digital Promotion
- Pre Recorded Modules
- Virtual Entertainments
- Virtual Stalls
- Feedbacks
- Certificates
- Account & Statistics

➤ Webinar:



A Webinar is a simple Web based interface that allows people to listen to presenter via webcam &

interact by asking questions.

- Speaker Management
- Speaker Presentation
- Virtual Inauguration
- Digital Promotion
- Feed Back
- Account & Statistics
- Recording & Broadcasting

➤ Virtual AGM:



A Virtual AGM is the Equivalent of an in-person share holder meeting. Companies hold Virtual AGM

entirely online

- Virtual Stage
- Virtual Meeting Management
- Account & Statistics
- Recording & Broadcasting

1.8 Affect of government policies

It has often been said that the only reason why the Indian information technology (IT) industry scaled the heights it did was because the government never quite understood how it worked, and, so, did not impose on it the sort of regulatory burdens that it did on other sectors. Unfortunately, this is no longer the case. Thanks to a series of misplaced policy choices, the government has systematically eroded the permitted operations of the Indian outsourcing industry to the point where it is no longer globally competitive. Foremost among these are the telecom regulations imposed on a category of companies broadly known as Other Service Providers (OSPs). Anyone who provides “application services” is an OSP and the term “application services” is defined to mean “tele-banking, telemedicine, tele-education, tele-trading, e-commerce, call centres, network operation centres and other IT-enabled services”.

CHAPTER-2
Organization Profile

2.1 Background of the company:



Praveen Udupa works as a Founder & Technical Director at A1 Logics, which is a Business Services company with an estimated 25 employees, and founded in 20th September 2010, It also opened another branch in Udupi in 2015 afterwards they combined both Mangalore and Udupi branch in 2018 in Mangalore. Praveen Udupa has been Founder & Technical Director in A1 Logics for 13 years.

Corporate training has evolved rapidly in recent years to move beyond training a fresher, learning programming language. A1 Logics is a leading software development company in Mangalore. This is a well-respected company that has been providing quality services to the customer for last 12 years by understanding their demands or needs.

A1 Logics main intension is to provide career-oriented software, technical training. They make sure that the Candidates get a good exposure on the various aspects of the technologies currently in use. A1 Logics focus on the courses that require highest level of teaching and training experience.

In this ever-changing competitive world of IT. It is a real challenge to find skilled manpower suitable for service sector. The Software training provided herein A1 Logics is extensively beneficial for the candidates who seek experience in software field. Apart from that they get exposure to real-life working environment thus, students undergoing real time projects at A1 Logics This helps to develop students as true professionals, fully equipped with all the needed skill sets required to get employed in notch IT Company.

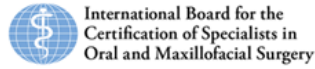
A1 Logics has dedicated its team to diversify in various fields. A1 has recognized that achievements are only by reason of its team spirits and self-confidence that keep in

satisfying their customers. The main reason for their survival in this competitive field is unbeatable Service & Quality that helps them to upgrade their organization, and they won't just deliver products they over deliver products to their clients which will full fill their desires which is beyond their expectation.

Clients:

- They are proud to have them satisfied.





They believe that Quality in a service or product is not what they put into it; It is what the client or customer gets out of it. This can be achieved only by understanding the need and meeting that need in a efficient and effective way. The core strength of A1 Logics is its highly motivated and empowered staff, their domain knowledge, expertise and experience in the state-of-the-art technologies. Above all, they work in close association with their clients, understanding their specific needs and providing solutions, that supports their business strategy in today's competitive and volatile business environment.

2.2 Nature of Business:

In the IT sector, companies that follow this model provide clients with just the necessary manpower to code products. Usually, the client has a specifications document already written, the design is done and a project manager is also provided.

Basically, they cover the whole development process, so that everything is in place for the programming phase to start. The client is responsible for the vision, the decisions and every other aspect that needs executive action. Developers follow closely the instructions of the documents provided by the client and the project manager, while every issue is decided by the client.

2.3 Vision, Mission and Quality Policy:

Vision:

Vision is to be a leading Web Solution company in IT sector and progress in their current position in market. They know that Customer's growth is our growth, so They commit our customers to help in achieving their business goals. We believe in work with the accuracy and best quality. They want to be known as the reliable, innovative and user friendly software service provider in IT industry.

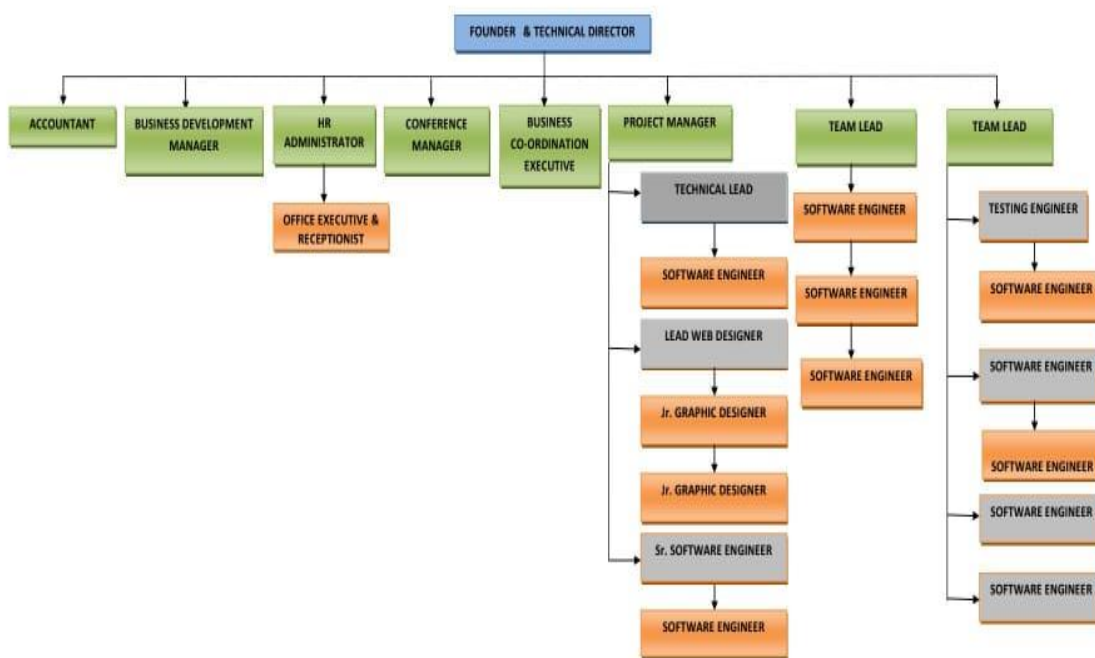
Mission:

Exceed client's expectations by going beyond software to provide best Web solutions that transform data into knowledge, enabling them to solve their problems.

Quality Policy:

They believe that Quality in a service or product is not what we put into it; It is what the client or customer gets out of it. This can be achieved only by understanding the need and meeting that need in a efficient and effective way. The core strength of A1 Logics is its highly motivated and empowered staff, their domain knowledge, expertise and experience in the state-of-the-art technologies

2.4 Work Flow Model:



2.5Product/ServiceProfile:

Products:

A1 Logics provide a proven solution across many verticals. These products will just not only meet your requirements but also helps you to excel in your business domain. More than 90% of A1 Logics clients reward the company's delivery model, reliability, passion, creativity, and unique ability to handle the broadest range of their IT needs, by continually extending their partnerships with us. A1 Logics is relentlessly working on the emerging and futuristic technologies in order to create the most sought-after tech solutions that offer meaningful differentiation for its clients.

1. **AKSHAR:**



AKSHAR SMS system is a complete solution for school/College communications with parents and students. It assure Student – Truancy reduction and provides emergency SMS alert to parents and Students or any selected group.

Benefits to School:

- Get objective & provable metrics for teachers/school's performance.
- Further your commitment towards education by helping parents to consistently, accurately, securely and easily monitor their child's development at school.

Benefits to Parents:

- Children attendance at school, absenteeism alert.
- Change in bus schedule or cancellation of any bus route.
- Sudden declaration of a holiday or extension of vacation.

2. **BILL PLUS:**



Customized Billing Application for your need.

Features:

- Secured – Login based access – Admin / User.
- Multisystem Compatibility.
- Located / Kannada Font support.
- Standalone / No need of Internet.
- Dairy Management.
- Yearly Booking Management / SMS Alert.
- Simple, Easy to use Billing, Quick Printing.
- POS / Normal Printer compatibility.
- Click based / Code based / Name based.

3. **PRO BULK:**



Bulk SMS Sender.

SMS Package:

- 1 Message = 160 characters.
- Direct Routed/without screening.
- Delivery time: 9 to 30 Seconds.
- Live Reports.
- Unlimited Validity.

4. PRO LIB:

Library Management System.



Features:

- Subscriber Information.
- Book Information.
- Tracking Features.
- Fine / Due Management.
- Search Reports.
- Upload Journals.
- IEEE Paper, Research Paper.

5. PURPLE ICE:



Patient Management System.

Package Includes:

- Unlimited Patient Data.
- Bulk / Personalized SMS.
- Appointment Scheduling.
- Payment Follow up.
- Diagnosis & Treatment Follow up.
- Medicine & Prescription Follow up.
- Multiple Doctors / Multispeciality Options.

6. Zebra:



They have SaaS Modeled barcode / RFID based solution to manage the authentic entry for the conference, Trade Fare area, Banquet Area, Scientific Session. This also can be used to track the Registration kit collection, Gift distribution, Certificate issuing etc. By having a single barcode/RFID enabled ID Badges/Cards entire event/Conference can be tracked with ease. This system leads the conference to move to Coupons less system. They with a Professional team with the required system will manage this Coupon less System.

Services:

A1 Logics with an experience of over 300+ conference will handle the Conference Technical Associate jobs at difference capacities. They ensure our experienced dynamic team with rich technical skills will play a vital role in making your event a grand successful. The Technology, Experience, adaptability & affordability will make them unique and to lead the field.

1-Designing & Printing:



They have a team of professional Graphic Designers who will be designing entire conference stationary and promotional material. Their team will design all promotional material such as Conference logo, Letterheads & Envelopes, Receipt Book, Voucher book, Conference Brochure, Final scientific book program, Conference promotional posters, Badges and Certificates, Meal Coupons, Inauguration / Banquet cards, Backdrops and banners, Podium banners.

2-Website Design and Development:



They have a robust concept of web site design and development with incorporating the latest useful options required. Solutions ranging from static responsive HTML design to dynamic web portal with the admin panel to provide the centralized access and thus it can help your conference to reach worldwide. Their SEO and Social network integration will add a global reach and publicity to your conference.

3-IT based Services:



They have secured, user friendly software for managing of Abstract submissions and Poster and Paper presentations. The abstracts/papers/posters are blinded and sent to the scientific chairman/committee. Their team of administrative executives will coordinate with organizers on this.

4-BULK SMS & EMAIL:



Their in-house solution on SMS with options like Bulk sending, Individual Sending, SMS Branding, Scheduled SMS will help a lot to reach the delegates over matter of Mouse Click. Similarly, we have wide range email-based solutions as well.

5-E- COMMERCE:



They at A1 Logics has a unique platform for your e-Commerce need. Ranging from Event registration to Shopping cart, this platform can provide solution and manage across all the verticals.

6-MOBILE APPS:



They at A1 Logics can provide reasonable and trustworthy native Android and IOS platform-based application development services. They can offer Mobile apps for your need. This feature-packed solution they meet and understand the requirement of application development on diverse industries. They work according to your business need and their expert team analyzes the best possible methods to provide customer a bug free and user-friendly android application.

7-PRE / SPOT REGISTRATION MANAGEMENT:



All registrations are received at the official event management companies' address. Their secretariat Executive acknowledges receipts of registration within 48hrs on email SMS followed by a hard copy of receipt and confirmation letter for the conference. A1 Logics can provide Online Payment Gateway Registration counters are handled by professional well-trained Executives.

2.6 Ownership Pattern:

The proprietor is Praveen udupa holding the business's authority and ownership. He is individually accountable for the debts and liabilities acquired by the business.

Ownership: A sole proprietorship Mr. Praveen udupa {One business owner}

Administration: Single owner runs the entire business

Drawings of a person: Managers have infinite liability for the requirement of the industry

Income tax management: Corporate unit has no tax, where incomes as well as charges permitted by the manager

Documents required for establishment: Business license, DBA filling are required for the establishment of the business.

Capital contribution: Proprietor underwrites whatever capital needed.

2.7 Achievements/Awards:

- MIDCONE-2022 outstanding president runner, conducted by JCI, Mangalore

- National physiotherapy conference certificate of appreciation, conducted in AJ group of institution, Mangalore, Karnataka in 2019
- Udayonmukha Yuva Udyami-2018, Mangalore. Mr. Praveen Udupa secured the best youngest business man award in 2018
- 30th IACDE & 23rd IES National Conference Award of appreciation
- 66th Annual Conference of Indian Society of Anaesthesiologists award conducted by Isacon in 2018
- Outstanding young person award given by JCI, Mangalore in 2018
- Presented in appreciation to A1 LOGICS for being the partners during international OMFS day in 2019
- And many more award

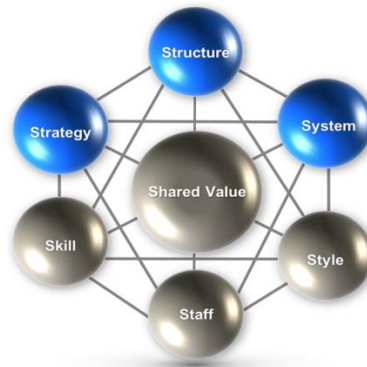
2.8-Future Growth and Prospects:

- Estimating to increasing number of branches
- Drastic increase in the manpower
- Growth of the company in the upcoming future
- Imbibe competitiveness in the company

CHAPTER-3

**McKinsey's 7S framework and Porter's Five Force Model with
Special reference to Organization under study**

McKinsey's 7S framework:



The McKinsey's 7S Framework is a management model developed by business consultants Robert H. Waterman and Tom Peters in the 1980. This was a strategic vision for groups, to include businesses, business units and teams. The model is most used as an organizational analysis tool to assess and monitor changes in the internal situation of an organization. The 7S are structure, strategy, system, skills, style, staff, shared values.

MCKINSY MODEL ON A1 LOGICS

- Hard elements:
 - Structure
 - Strategy
 - System
- Soft factors
 - Shared value
 - Style
 - System
 - Skills
 - Staff

Mckinsey 7S model

1.Strategy:

In this company they do not make any new strategy, but they add new things to the old strategy and make as new strategy which helps to get the customer. The entire performance of work is based on the brand so A1 logics company keep their initial strategy as base and adding some input to initial strategy and make it as new strategy. This helps the industry to get new customer and retain old customer by giving improved quality.

CORPORATE STRATEGY

- To expand the business
- To become market leader
- To highly recognized in global market place

BUSINESS LEVEL STRATEGY

Business strategy is a plan of action that a company uses to achieve its goals and objectives. It typically includes identifying the company's strengths, weaknesses, opportunities, and threats, and then developing a plan that leverages the strengths, mitigates the weaknesses, takes advantage of the opportunities, and minimizes the threats.

Some possible components of a business strategy for A1 Logics software company might include:

Defining the target market: Identify the target market for the company's software products and services, and determine the best approach to reach and engage with that market.

Differentiation: Develop a unique value proposition that sets A1 Logics software apart from its competitors. This could involve offering products or services that are faster, cheaper, more reliable, or more user-friendly than what's available in the market.

Innovation: Invest in research and development to create new products or improve existing ones. By staying ahead of the curve, A1 Logics software can maintain its competitive edge and attract new customers.

Partnerships and alliances: Consider forming partnerships with other companies or organizations that can help A1 Logics software expand its reach and capabilities. This could involve partnering with technology companies, industry associations, or government agencies.

Customer focus: Focus on providing excellent customer service and support to build strong relationships with clients. This could include offering training, resources, and other tools to help customers make the most of A1 Logics software products and services.

Pricing strategy: Determine the most effective pricing strategy for A1 Logics software's products and services. This could involve charging a premium for high-end products, or offering lower prices to gain market share and attract new customers.

FUNCTIONAL AND OPERATIONAL LEVEL STRATEGY

HR DEPARTMENT

- Giving on the job training to workers to adopt the required skills of the particular industries.
- Adopting new strategies for recruitment, selection, training and development, team building, employee engagement and retention.
Attract the competitors employees by giving necessary benefits to the workers and Conducting refreshment activities

FINANCE DEPARTMENT:

- Helps to investment decision planning of the organisation by calculating the profitability
- Calculating the liquidity position of the organisation and analyse the growth factor of the organisation

- Records the various transactions of the finance of the organisation in order to maintain adequate business records.

MARKETING DEPARTMENT:

- Improving service facilities to enhance customer satisfaction.
- Conducting Weekly meeting with marketing teams in order to find out the any increase or decrease in the sales and analyzing the challenges to find out the solutions.
- To maintain the reputation in the market.

2.Structure:

It refers to the organization's hierarchy, reporting lines, and decision-making processes. All Logics should have a clear organizational structure that allows for efficient communication and decision-making. The company should also ensure that the structure supports its strategy and that there are no unnecessary layers of management that could slow down decision-making.

- **Executive leadership team** - responsible for setting the overall strategic direction and vision for the company.
- **Sales and marketing team** - responsible for identifying potential clients, generating leads, and promoting the company's products and services.
- **Software development team** - responsible for designing, developing, and testing software solutions that meet the needs of clients.
- **Quality assurance and testing team** - responsible for ensuring the quality and reliability of the software products developed by the company.
- **Project management team** - responsible for managing and coordinating the various activities and tasks involved in delivering software solutions to clients.
- **Technical support team** - responsible for providing technical assistance and troubleshooting for clients who are using the company's software products.

- **Administrative and support staff** - responsible for providing general administrative and support services to the company, including finance, human resources, and IT support.

3.Systems:

This refers to the processes and procedures that are used to operate the business, including information technology systems, financial systems, and human resource systems. A1 Logics should ensure that its systems are aligned with its strategy and that they support efficient operations. The company should also regularly review and update its systems to ensure that they remain effective and relevant.

The systems at A1 logics are largely departmental in nature, and include, for example: Human resource management , Finance, Marketing, Sales, Public Relation management, Strategic Relation management.

4.Style:

A1 Logics should evaluate its leadership style and culture within the organization. The company should ensure that its leadership style is aligned with its strategy and goals and that its culture supports its shared values. For example, A1 Logics can foster a culture of innovation and collaboration that encourages its employees to share ideas and work together towards common goals.

- To build customer experience, expand business to reach all parts of are where the company has been located, drive innovations in mobile commerce and bring in disruptive technologies.
- To spread the benefits of websites and its utilization.

5.Skills:

A1 Logics should evaluate its unique competencies and capabilities, including its employees' skills and knowledge. The company should ensure that its skills are aligned with its strategy and goals and that its employees have the necessary skills to execute its

operations effectively. For example, A1 Logics can invest in training and development programs that enhance its employees' skills and knowledge.

- All employees are recruited based on their merit and qualifications. It prides itself on hiring the best professionals and grooming them further to facilitate growth and development.
- Problem Solving and Mathematical Aptitude skills, Coding skills.
- Time management and organizational skills.
- Understanding the market and Teamwork.

6.Staff:

A1 Logics should evaluate its employees' roles, responsibilities, and how they are managed. The company should ensure that its staff is aligned with its strategy and goals and that they are effectively managed to maximize their potential. For example, A1 Logics can implement performance management systems that motivate and reward its employees for their contributions.

- The main strength is their staff.
- They have diverse staffs and well skilled staffs and they are very much oriented towards the company Vision and Mission.
- Customer service team are more customer service oriented.
- Staffs are very much capable to build the system for handling the large scale of products and customers.

7.Shared values:

A1 Logics should identify and articulate its core values and beliefs that guide its actions and decisions. The company should ensure that its shared values are aligned with its strategy and goals and are reflected in its culture and behavior. For example, A1 Logics can prioritize the values of innovation, quality, and customer satisfaction in its operations.

- These are the core values of the company that are evidenced in the corporate culture and the general work ethic.

- A1 logics encourages an inclusive culture that celebrates diversity.
- It ensures that all its job tasks and roles are aligned with the core values that the company propagates.
- This means that all activities, tactics, and strategic tactics employed by flipkart com will not deviate away from these.

Porter's Five Force Model with Special reference to Organization:



1. Bargaining power of Supplier's:

There is no suppliers

2. Bargaining power of Buyer's:

Buyers are often a demanding lot. They want to buy the best offerings available by paying the minimum price as possible. This put pressure on A1 logics . profitability in the long run. The smaller and more powerful the customer base is of A1 logics software, . the higher

the bargaining power of the customers and higher their ability to seek increasing discounts and offers.

3.Threat of new Entrant's:

New entrants in Application Software brings innovation, new ways of doing things and put pressure on A1 logics . through lower pricing strategy, reducing costs, and providing new value propositions to the customers. A1 logics. has to manage all these challenges and build effective barriers to safeguard its competitive edge.

4. Threat of Substitutes:

When a new product or service meets a similar customer needs in different ways, industry profitability suffers. For example services like Dropbox and Google Drive are substitute to storage hardware drives. The threat of a substitute product or service is high if it offers a value proposition that is uniquely different from present offerings of the industry.

5. Competitive Rivalry between Existing Player:

If the rivalry among the existing players in an industry is intense then it will drive down prices and decrease the overall profitability of the industry. A1 logics. operates in a very competitive Application Software industry. This competition does take toll on the overall long term profitability of the organization

CHAPTER-4
SWOT ANALYSIS



1.STRENGTH:

- **Skilled Workforce:** A1 Logics has a team of highly skilled and experienced professionals who are capable of delivering quality software solutions.
- **Good Reputation:** The company has built a good reputation in the software development industry, which helps in attracting and retaining clients.
- **Diverse Client Base:** A1 Logics has a diverse client base that includes both small and large businesses, which reduces its dependency on a particular sector or client.
- **Customizable Solutions:** The company offers customized software solutions that cater to the unique needs of its clients.

2.WEAKNESS:

Limited Market Presence: A1 Logics has a limited market presence compared to some of its competitors.

Dependence on a Few Key Clients: The company's revenue is heavily dependent on a few key clients, which could be a risk if those clients decide to move to other vendors.

Limited Resources: The company may have limited resources, which could affect its ability to take on larger and more complex projects.

3.OPPORTUNITY:

Emerging Technologies: A1 Logics can explore emerging technologies such as AI, blockchain, and IoT, which could help in expanding its service offerings and attracting new clients.

Global Market: The company can explore opportunities in the global market by expanding its operations and reaching out to new clients.

Strategic Partnerships: A1 Logics can form strategic partnerships with other companies in the industry to expand its service offerings and reach.

4.THREAT:

Intense Competition: The software development industry is highly competitive, and A1 Logics may face intense competition from established players and new entrants.

Rapid Technological Changes: The rapid pace of technological changes may make it difficult for the company to keep up with the latest trends and technologies.

Economic Conditions: Economic conditions such as recession or inflation could affect the company's revenue and profitability.

CHAPTER-5

ANALYSIS OF FINANCIAL STATEMENT

Financial statements are compiled data from financial transactions, it needs to be broken down into different areas once calculated. We start with a balance sheet that shows the overall assets, liabilities and equity of the business.

Then, we have income statements that covers a range of time, usually compiling data over two to three years. Next, we have a cash flow statement. It merges the balance sheet and the income statement. Since the net income can get out of line with the cash flow, the cashflow statement fixes the income statement with the balance sheet.

Lastly, there is the statement of retained earnings, it is the least used one and it is commonly for audited financial statements.

PROFIT AND LOSS ACCOUNT OF A1 LOGICS:

Every company prepares a Profit and Loss Account/statement at the end of the year generally, to get the visibility of the income, earning, expenses and loss incurred in a specific range of period.

It is important to prepare Profit and Loss statement because this information helps an organization to take the right business decision like where should we do the cost-cutting, from where can a business generate more profit and in which part business is suffering the loss.

In this article, we will see types of Profit and Loss account and Profit and Loss account format.

- Gross profit/ Gross loss
- Net profit/ Net loss

STATEMENT SHOWING PROFIT&LOSS A/C OF “A1 LOGICS” SOFTWARE DEVELOPMENT CO..

Profit & Loss of A1 Logics(in Rs Cr.)	Mar 21	Mar 20	Mar 19
Income			
Revenue from Operation(gross)	20,088.00	20,767.00	19,592.06

Less: Excise/Service Tax/Other Levies	0.00	0.00	0.00
Revenue from Operation(net)	20,088.00	20,767.70	19,592.06
Other operation Revenue	1556.00	283.84	186.46
Total Operation Revenues	21,644.00	21,051.54	19,778.52
Other income	186.00	153.23	182.94
Total Revenue	21,830.00	21,204.77	19,961.46
Expenses			
Cost of materials	13,713.00	13,042.34	12,230.63
Purchase of stock in trade	2,579.00	2,990.34	2,940.03
Changes in inventories of FG , WIP and stock in trade	122.00	-878.07	-776.41
Employee benefit expenses	1,065.00	1,199.42	1,019.27
Finance costs	203.00	166.17	52.54
Depreciation and amortization expenses	375.00	347.96	162.84
Other expenses	2,441.00	2,230.47	2,373.51
Total Expenses	20,498.00	19,099.09	18,002.41
Profit /Loss Before Exceptional Extra Ordinary Items and Tax	1,332.00	2,105.68	1,959.05
Exceptional items	0.00	0.00	0.00
Profit/Loss Before Tax	1,332.00	2,105.68	1,959.05
Tax Expenses Continued Operation's			
Current tax	360.00	570.20	617.50
Deferred tax	-7.00	38.79	-49.26

Total Tax Expenses	353.00	608.99	568.24
Profit /Loss After Tax and Before Extra/Ordinary items	979.00	1,496.69	1,390.81
Profit /Loss from Continuing Operation's	979.00	1,496.69	1,390.81
Profit/Loss for the Period	979.00	1,496.69	1,390.81
Minority interest	-1.00	8.73	15.50
Share of profit/ loss of associates	-5.00	-4.03	-2.16
Consolidation Profit/Loss After MI and Associates	973.00	1,501.39	1,404.15
Other Additional Information			
Earnings Per Share			
Basic EPS(Rs)	11.00	17.00	16.00
Diluted EPS(Rs)	11.00	17.00	16.00
Dividend and Dividend Percentage			
Equity share dividend	355.00	443.89	332.92
Tax on dividend	0.00	91.24	68.45

BALANCE SHEET

The term balance sheet refers to a financial statement that reports a company's assets, liabilities, and shareholder equity at a specific point in time. Balance sheets provide the basis for computing rates of return for investors and evaluating a company's capital structure

**STATEMENT SHOWING BALANCE SHEET OF A1 LOGICS SOFTWARE
DEVELOPMENT CO..**

Balance Sheet of A1 Logics (in Rs Cr.)	Mar 22	Mar 21	Mar 20
Equites and liabilities shareholders' funds			
Equity share capital	89.00	88.78	88.78
Total share capital	89.00	88.78	88.78
Reserves and surplus	7,404.00	6,575.97	5,981.37
Total Reserves and surplus	7,404.00	6,575.97	5,981.37
Employees stock options	4.00	4.00	0.00
Total Shareholders' Funds	7,497.00	6,668.75	6,070.15
Minority interest	5.00	4.40	14.08
Non -Current Liabilities			
Long term borrowings	9.00	16.97	31.67
Deferred tax liabilities (net)	8.00	6.19	5.41
Others long term liabilities	1,063.00	1,060.81	1.33
Long term provisions	156.00	166.12	130.68
Total Non-Current Liabilities	1,236.00	1,250.09	169.09
Current Liabilities			
Short term borrowings	4,366.00	2,290.45	2,352.98
Trade payables	789.00	596.71	905.98
Other current liabilities	2,529.00	2,619.63	2,137.63
Short term provisions	30.00	119.70	65.35
Total Current Liabilities	7,714.00	5,626.55	5,461.93
Total Capital and Liabilities	16,452.00	13,549.79	11,715.25
Assets			
Non-Current Liabilities			
Tangible assets	2,157.00	2,244.14	1,206.33

Intangible assets	243.00	266.28	237.29
Capital work-in-progress	19.00	11.52	28.95
Intangible assets under development	13.00	6.72	2.82
Fixed Assets	2,432.00	2,528.66	1,475.39
Non-current investments	19.00	44.36	39.20
Deferred tax assets(net)	105.00	159.00	74.18
Long term loans and advances	158.00	153.50	129.13
Other non-current assets	418.00	420.96	287.04
Total Non-Current Assets	3,255.00	3,429.49	2,127.95
Current Assets			
Current investments	2,805.00	113.57	699.22
Inventories	8,408.00	8,102.98	7,038.82
Trade Receivables	366.00	311.55	420.45
Cash and cash equivalents	560.00	381.13	1,066.48
Short term loans and advances	109.00	56.01	246.60
Other current Assets	949.00	1,154.97	745.73
Total Current Assets	13,197.00	10,120.30	9,587.30
Total Assets	16,452.00	13,549.79	11,715.25
Other Additional Information contingent liabilities commitments			
Contingent liabilities	436.00	454.91	426.12
Bonus Details			
Bonus equity share capital	44.38	44.39	44.39
Non-Current Investments			
Non-Current Investments	0.00	0.44	0.41
Quoted Market value			

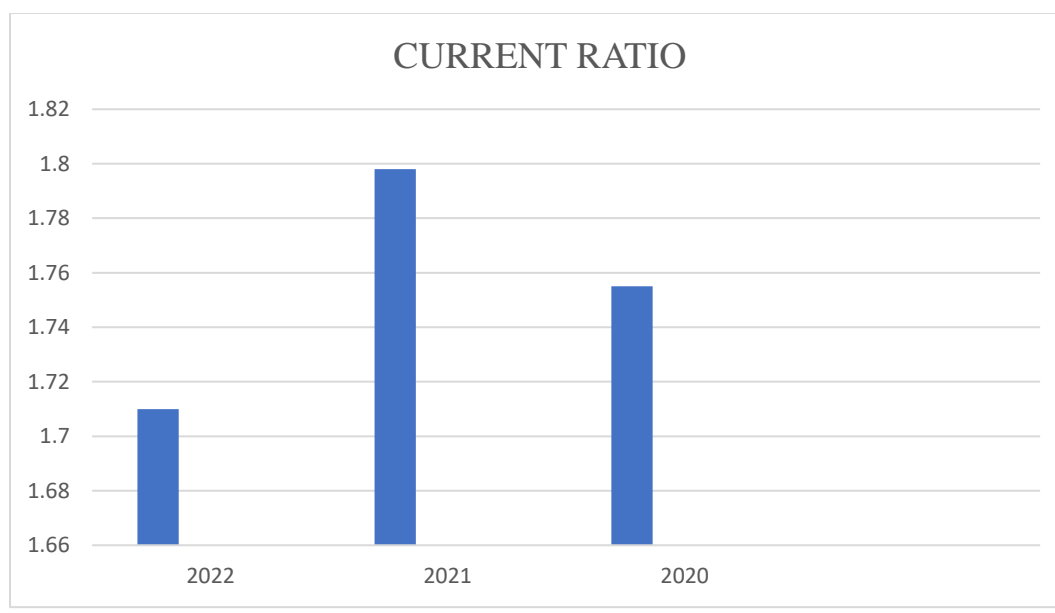
Non- Current Investments Unquoted Book Value	19.00	43.92	38.79
Current Investments			
Current Investments quoted market value	0.00	0,00	0.00
Current investments unquoted book value	2,805.00	113.57	69.22

RATIO ANALYSIS

Ratio analysis is a quantitative method of gaining insight into a company's liquidity, operational efficiency & profitability by studying its financial statements such as Balance sheet and Income Statement. Ratio analysis is a cornerstone of fundamental equity analysis.

5.3 Current Ratio:

The current ratio is liquidity ratio that measures whether a firm has enough resources to meet its shortterm obligations. It compares a firm's current assets and its current liabilities.

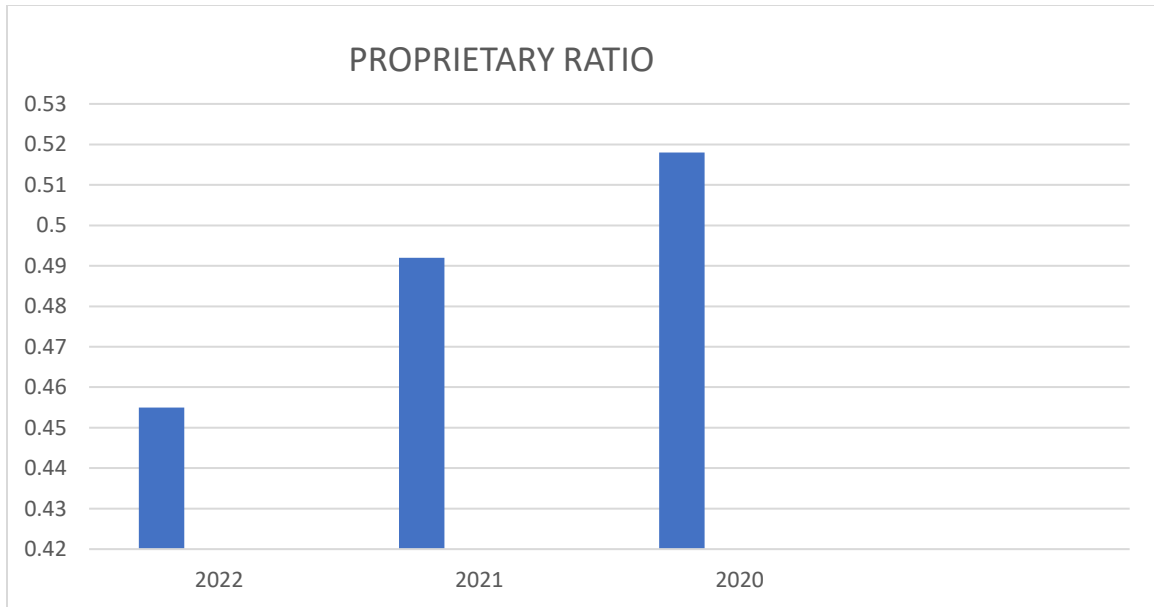


5.4 Proprietary Ratio/Networth Ratio:

The proprietary ratio (also known as networth ratio or equity ratio) is used to evaluate the soundness of the capital structure of a company. It is computed by dividing the shareholders fund by total assets.

$$\text{Proprietary Ratios} = \frac{\text{Proprietors' Funds or Shareholders Funds}}{\text{Total Asset}}$$

Year (In Rs. Cr)	31/03/2022	31/03/2021	31/03/2020
Shareholder's fund	7,497.00	6,668.75	6,070.15
Total Assets	16,452.00	13,549.79	11,715.25
Proprietary Ratio	0.455	0.492	0.518



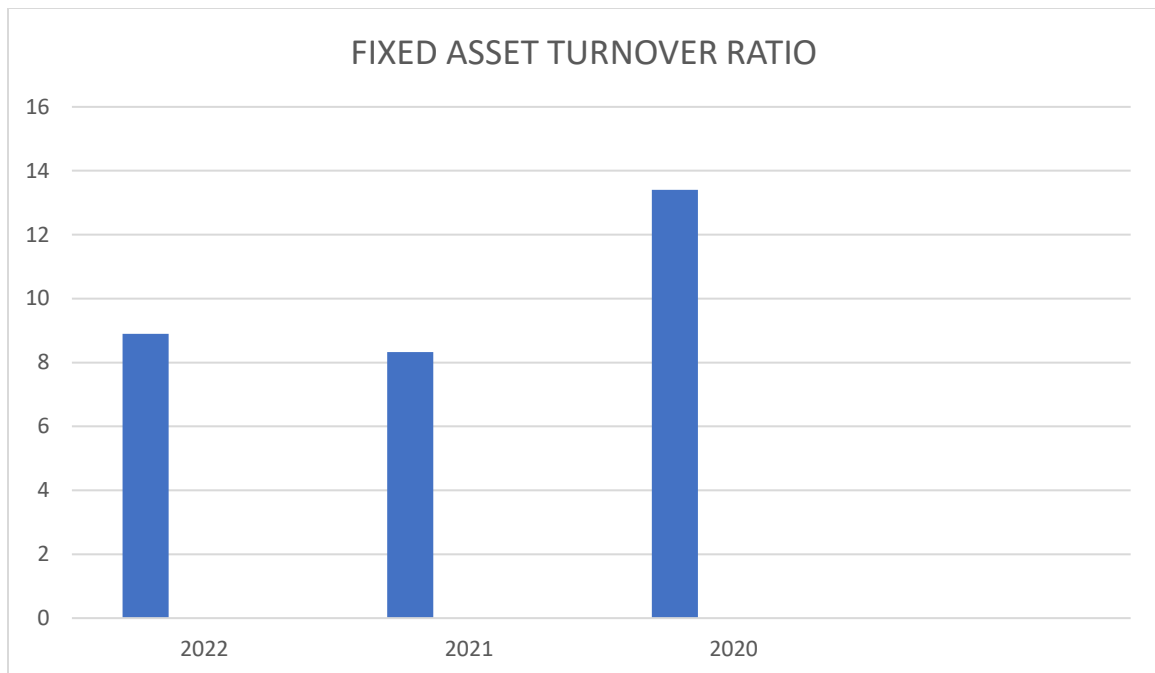
5.5 Fixed Asset Turnover Ratio:

Fixed asset turnover is the ratio of sales to the value of fixed assets. It indicates how well, the business is using its fixed assets to generate sales. Fixed Assets Turnover ratio is an efficiency ratio that measures how well a company uses its fixed assets to generate sales. It is calculated by dividing cost of sales by the fixed assets.

$$\text{Fixed Asset Turnover} = \frac{\text{Net Sales}}{\text{Net Property, Plant and Equipment}}$$

Years (In Rs. Cr)	31/03/2022	31/03/2021	31/03/2020
Cost of Sales	21,644.00	21,051.54	19,778.52
Net fixed	2,432.00	2,528.66	1,475.39

Assets			
Ratio (FATR)	8.899	8.325	13.405



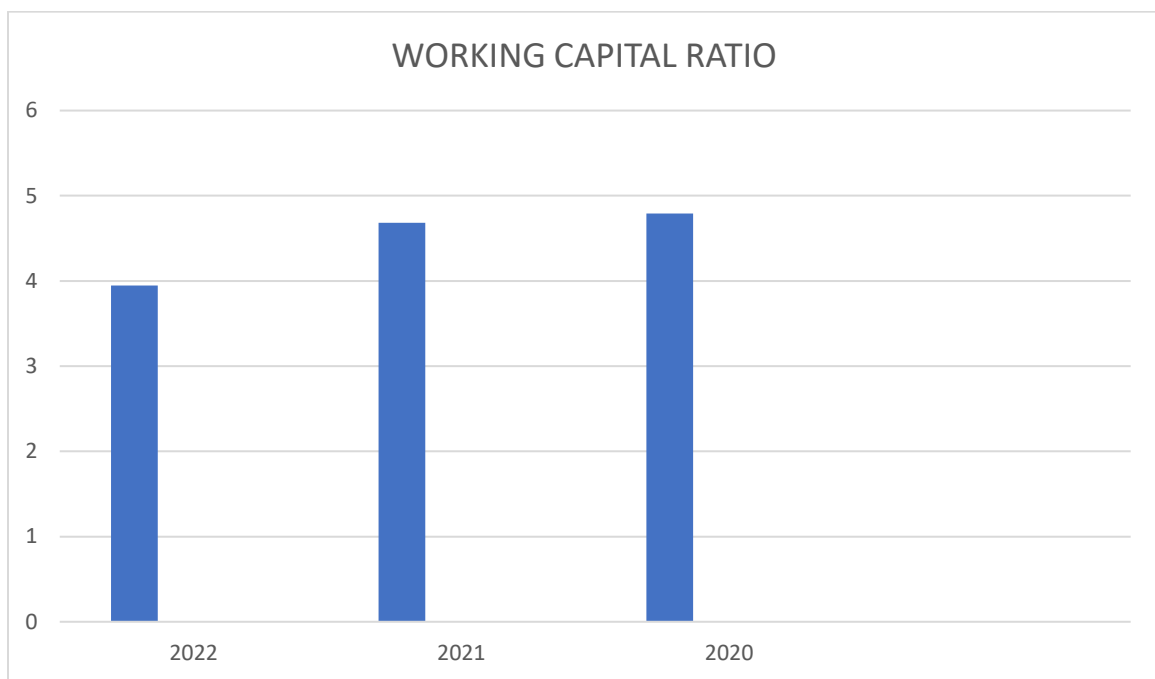
5.6 Working Capital Turnover Ratio:

The working capital turnover ratio is the ratio between the net sales or net revenue and the working capital of a business.

$$\text{Working Capital Turnover Ratio} = \frac{\text{Net Sales}}{\text{Working capital}}$$

Year	31/03/2022	31/03/2021	31/03/2020
(In Rs. Cr)			

Cost of sales	21,644.00	21,051.54	19,778.52
Net working capital	5483	4493.75	4126.3
Ratio	3.947	4.684	4.793

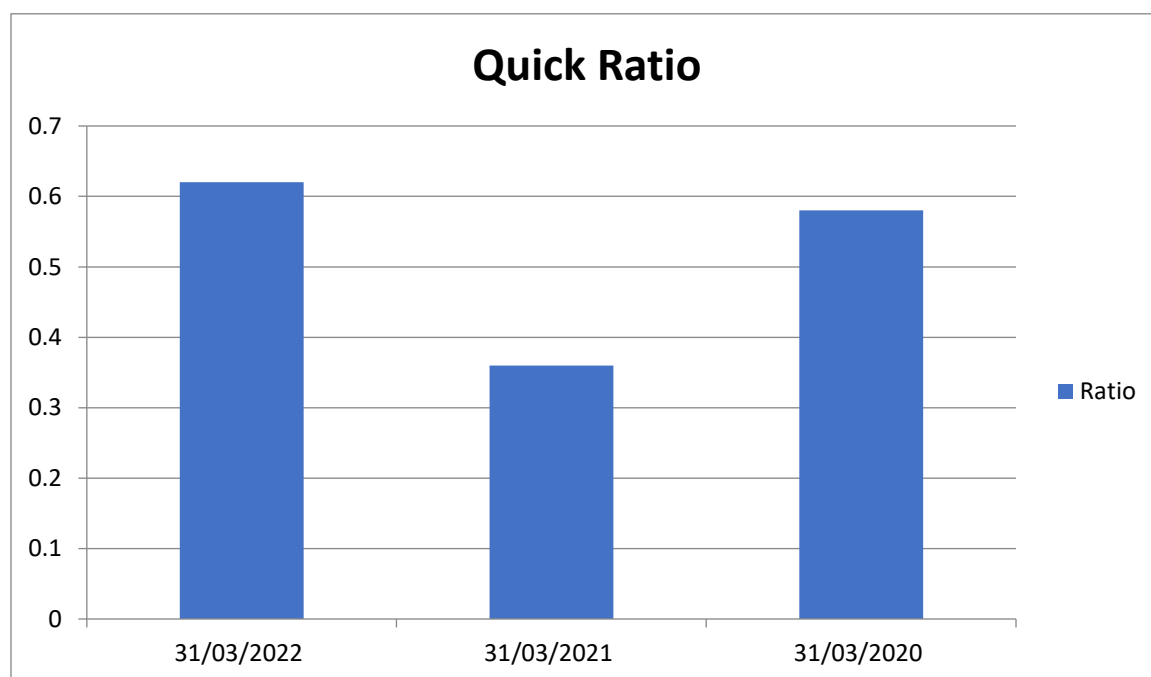


Quick Ratio

Quick Ratio= Quick Ratio/Current Liability

Year	31/03/2022	31/03/2021	31/03/2020
Quick Ratio	4789.00	2017.23	3178.48

Current Liability	7,714.00	5,626.55	5461.00
Ratio	0.62	0.36	0.58

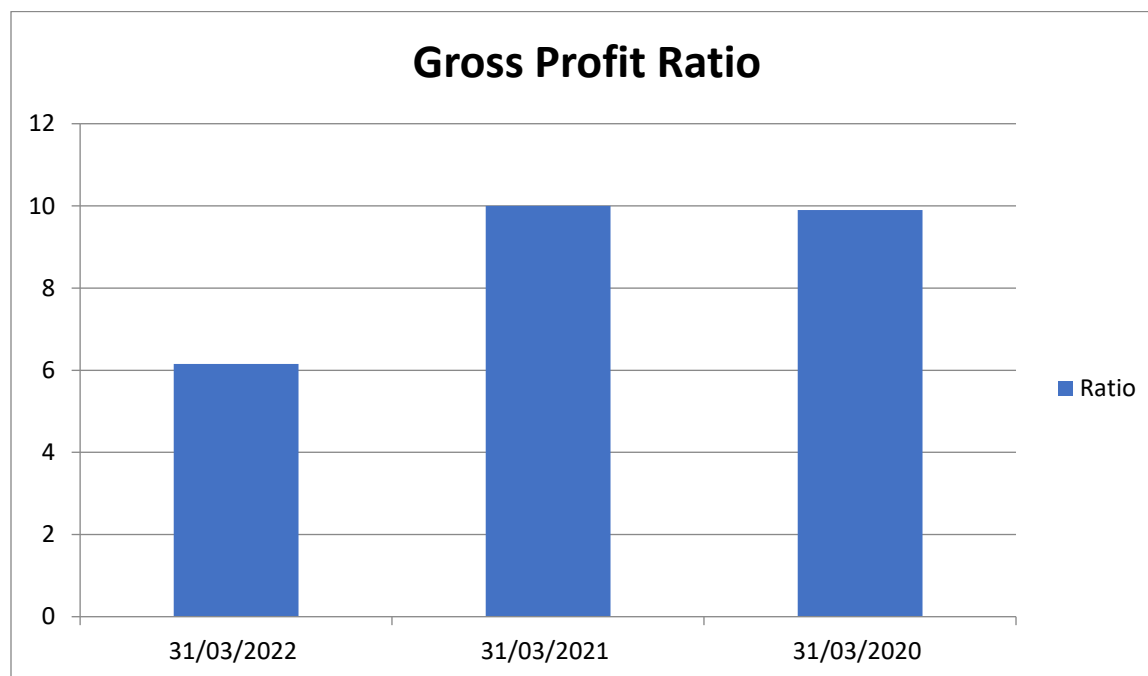


Gross profit ratio

Gross profit ratio=Gross profit/Net Sales *100

Year	31/03/2022	31/03/2021	31/03/2020
Gross profit	1,332.00	2,105.68	1,959.05

Net sales	21,644.00	21,051.54	19,778.52
Ratio(%)	6.15	10	9.90

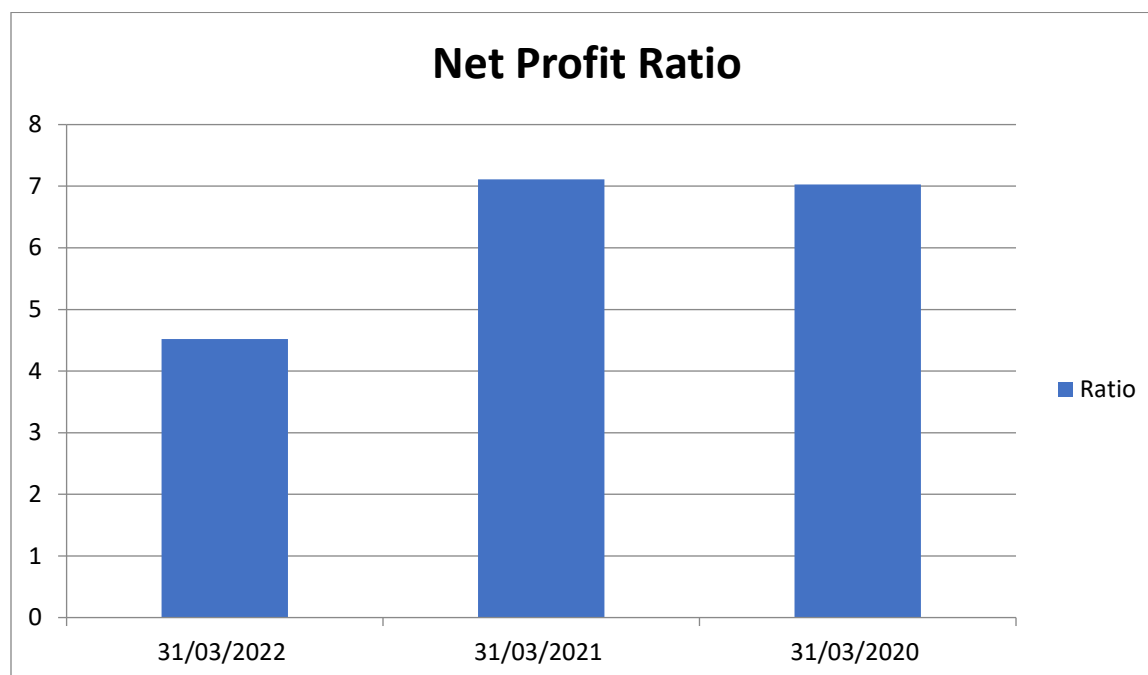


Net profit ratio

Net profit ratio=Net Profit/Net Sales *100

Year	31/03/2022	31/03/2021	31/03/2020
Net Profit	979.00	1,496.69	1,390.81

Net Sales	21,644.00	21,051.54	19,778.52
Ratio (%)	4.52	7.11	7.03



CHAPTER-6

Learning Experience

It was a complete useful experience working at A1 Logics. The friendly welcoming staffs and the space they have created for interns had allowed us to learn and know a lot of things, including company etiquette.

According to the McKinsey's 7S Framework model there are seven basic dimensions which represent the core of marginal activities and the theory Porter's Five Forces model helps to identify & analyse five competitive forces that shape every organization and help to determine an organization's weaknesses and strengths.

The workflow model helped me in knowing the important group effort when compared to the individual effort in the organization. By the entire internship study, we can understand

that the company is well positioned for continued long term growth. It has been a beautiful experience.

Financial statement is the financial backbone for every business unit. It acts a mirror for future activity, the profit and loss account, balance sheet, ratios which gave an overall idea about financial performance of the company. Internship benefited to me and after completed internship now, I have good knowledge about “A1 LOGICS” Company. The period of 1 month, helped to gain the knowledge of functioning of an organization in detail. Here the details about company profile, product and service profile, nature of the business, Workflow model, future growth of the company etc.. has been collected for the study

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ANNEXURE

STATEMENT SHOWING BALANCE SHEET OF “A1 LOGICS” SOFTWARE DEVELOPMENT CO.

Balance Sheet of A1 Logics (in Rs Cr.)	Mar 22	Mar 21	Mar 20
Equities and liabilities shareholders' funds			
Equity share capital	89.00	88.78	88.78
Total share capital	89.00	88.78	88.78
Reserves and surplus	7,404.00	6,575.97	5,981.37
Total Reserves and surplus	7,404.00	6,575.97	5,981.37
Employees stock options	4.00	4.00	0.00
Total Shareholders' Funds	7,497.00	6,668.75	6,070.15
Minority interest	5.00	4.40	14.08
Non -Current Liabilities			
Long term borrowings	9.00	16.97	31.67
Deferred tax liabilities (net)	8.00	6.19	5.41
Others long term liabilities	1,063.00	1,060.81	1.33
Long term provisions	156.00	166.12	130.68
Total Non-Current Liabilities	1,236.00	1,250.09	169.09
Current Liabilities			
Short term borrowings	4,366.00	2,290.45	2,352.98
Trade payables	789.00	596.71	905.98
Other current liabilities	2,529.00	2,619.63	2,137.63
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Total Current Liabilities	7,714.00	5,626.55	5,461.93
Total Capital and Liabilities	16,452.00	13,549.79	11,715.25
Assets			

Non-Current Liabilities			
Tangible assets	2,157.00	2,244.14	1,206.33
Intangible assets	243.00	266.28	237.29
Capital work-in-progress	19.00	11.52	28.95
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Total Assets	16,452.00	13,549.79	11,715.25
Other Additional Information			
contingent liabilities			
commitments			
Contingent liabilities	436.00	454.91	426.12
Bonus Details			
Bonus equity share capital	44.38	44.39	44.39
Non-Current Investments			

Non-Current Investments Quoted Market value	0.00	0.44	0.41
Non- Current Investments Unquoted Book Value	19.00	43.92	38.79
Current Investments			
Current Investments quoted market value	0.00	0.00	0.00
Current investments unquoted book value	2,805.00	113.57	69.22

**STATEMENT SHOWING PROFIT&LOSS A/C OF “A1 LOGICS” SOFTWARE
DEVELOPMENT CO..**

Profit & Loss of A1 Logics(in Rs Cr.)	Mar 21	Mar 20	Mar 19
	12 mths	12 mths	12 mths
Income			
Revenue from Operation(gross)	20,088.00	20,767.00	19,592.06
Less: Excise/Service Tax/Other Levies	0.00	0.00	0.00
Revenue from Operation(net)	20,088.00	20,767.70	19,592.06
Other operation Revenue	1556.00	283.84	186.46
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Exceptional items	0.00	0.00	0.00
Profit/Loss Before Tax	1,332.00	2,105.68	1,959.05
Tax Expenses Continued Operation's			
Current tax	360.00	570.20	617.50
Deferred tax	-7.00	38.79	-49.26
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Profit /Loss from Continuing Operation's	979.00	1,496.69	1,390.81
Profit/Loss for the Period	979.00	1,496.69	1,390.81
Minority interest	-1.00	8.73	15.50
Share of profit/ loss of associates	-5.00	-4.03	-2.16

Consolidation Profit/Loss After MI and Associates	973.00	1,501.39	1,404.15
Other Additional Information			
Earnings Per Share			
Basic EPS(Rs)	11.00	17.00	16.00
Diluted EPS(Rs)	11.00	17.00	16.00
Dividend and Dividend Percentage			
Equity share dividend	355.00	443.89	332.92
Tax on dividend	0.00	91.24	68.45