

ORGANIZATION STUDY AT GIRIAS INVESTMENT PRIVATE LTD

Submitted by

NEHA M R

USN: - 4AL21BA052

VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI

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



MASTER OF BUSINESS ADMINISTRATION

Under the guidance of

INTERNAL GUIDE

Dr. Vishnu Prasanna KN

Professor

PG Department of Business

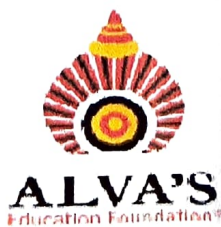
Administration Mijar AIET,

EXTERNAL GUIDE

Arish.S

HR Manager

Girias Investment Pvt Ltd



**PG DEPARTMENT OF BUSINESS ADMINISTRATION, ALVA'S
INSTITUTE OF ENGINEERING & TECHNOLOGY, MIJAR,
MOODBIDRI**

FEB-2023



Date : 22/11/2022

CERTIFICATE OF APPRECIATION

This is to certify that Neha M R, Reg no 4AL21BA052 of 2nd year MBA student of Alva's Institute of Engineering and Technology college, Moodabidri, Mangalore has done her "Internship" as a part of course curriculum in our organization from 20th October 2022 to 21st November 2022.

During her tenure we found her performance was excellent and she was found hardworking and diligent.

We wish her all the best for her future endeavors.


GIRIAS INVESTMENT PVT. LTD.
SHARADANAGAR JAPPA COMPLEX
OPP. SCIENCE FIELD B.H. ROAD,
P.O. SHIVAMOGGA (Karnataka)

DATE: 30/01/2023

CERTIFICATE

This is to certify that **NEHA M R** bearing USN **4AL21BA052**, 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 "**GIRIAS INVESTMENT PVT LTD, TANK MOHALLA, SHIVMOGGA**" is prepared by her under the guidance of **Dr. Vishnu Prasanna K N**, 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.


Dr. Vishnu Prasanna K N
Internal Guide


Mrs. Priya Sequeira

DEAN
Dept. of Business Administration
Alva's Institute of Engg. & Technology
Mijar - 574 225


Dr. Peter Fernandes
PRINCIPAL
Alva's Institute of Engg. & Technology,
Mijar, MOODBIDRI - 574 225, D.K

DECLARATION

I Neha M.R, hereby declare that the internship and organizational study report entitled "**ORGANIZATION STUDY AT** "Girias Investment Private Limited" prepared by me under the guidance of Dr. Vishnu Prasanna K N, faculty of M.B.A Department, Alva's institute of engineering and technology and external assistance by Mr. Arish.S.

I also declare that this study is towards the partial fulfillment of the university regulations for the award of degree of Master of Business Administration by Visvesvaraya Technological University.

I have undergone an internship and organization study for a period of 4 weeks. I further declare that this report is based on the original study undertaken by me.

Place: SHIVMOGA

NEHA M R

USN: 4AL21BA052

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EXECUTIVE SUMMARY

Girias Investment Private Limited is an Indian company that operates in the consumer electronics retail industry. The company was incorporated in 2010 and is headquartered in Bangalore; India. Girias Investment Private Limited operates under the brand name "Girias" and has a network of over 50 retail stores across India. In addition to retail operations, Girias Investment Private Limited also offers after-sales services, extended warranties, and repair services to its customers. The company's mission is to provide quality products and services at affordable prices while maintaining high standards of customer satisfaction. Girias Investment Private Limited has received several awards and recognitions for its contribution to the consumer electronics industry in India. The company is known for its innovative marketing campaigns and customer-centric approach, which has helped it to establish a strong brand presence in the Indian market. This report shows clear picture of the company.

This executive summary is short detailed information about the whole report of the company. And the chapter 1 company profile of Girias Investment Private limited which includes history of the selected company how it got started, regarding organization profile of the company, what are its vision, mission, quality policies, work flow model of the company, and what is the future of the company in the retailing sector all these information's are collected through primary and secondary sources. Later I have collected information regarding the porter's 5 force model who it is implemented in the company, McKinsey's 7s model of the company. SWOT analysis of the company. And at the last analysis of financial statements of the company which shows the 3 years financial statement of the company all these are collected through secondary sources (company books)