INTERNSHIP REPORT ON

QCRETE READYMIX (INDIA) PVT LTD

Submitted by

NISHA

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

JOHNSON FERNANDES

ASSISTANT PROFESSOR

ALVAS'S INSTITUTE OF ENGINEERING & TECHNOLOGY

MIJAR, MOODBIDRI

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QCRETE
quality concrete

TO WHOMSOEVER IT MAY CONCERN

This is to certify that Ms. Nisha (USN 4AL21BA054), a student of MBA in Master of Administration Department Alva's college has successfully Completed her one month internship training during the month of October and November at Qcrete Readymix India Pvt.Ltd Mangalore.

We wish her all the very best for a successful career ahead.

Issued Date: 19-11-2022

For: Qcrete Readymix India Pvt.Ltd

(Authorized Signatory)

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 **NISHA** bearing USN **4AL21BA054,** 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 **"QCRETE READYMIX (INDIA) PVT LTD., MANGALORE"** is prepared by her under the guidance of **Mr. Johnson Fernandes**, Assistant Professor, PG Department of Business Administration in partial fulfillment of the requirements for the award of the degree of Master of Business Administration, Visvesvaraya Technological University, Belagavi, Karnataka.

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DECLARATION

I Nisha hereby declares that this Internship conducted at QcreteReady mix (INDIA)Pvt **Ltd** is a record of independent work carried out by me under the guidance of **Mr. Johnson Fernandes, Assistant Professor, MBA department, Alva's Institute of Engineering & Technology, Mijar.**

I also declare that this Internship 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 internship for a period of four weeks. I further declare that this Internship 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: Mangalore Nisha

USN: 4AL21BA054

ACKNOWLEDGEMENT

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

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

I express my heartfelt thanks for their constant encouragement and support during the entire report.

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

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

Place: Mangalore

Nisha

USN: 4AL21BA054

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Introduction About the Organization and Industry

INTRODUCTION TO THE STUDY

Concrete is a hardened building material created by combining a chemically inert mineral aggregate (usually sand, gravel, or crushed stone), a binder (natural or synthetic cement), chemical additives, and water. Although people commonly use the word "cement" as a synonym for concrete, the terms in fact denote different substances: cement, which encompasses a wide variety of fine-ground powders that harden when mixed with water, represents only one of several components in modern concrete. As concrete dries, it acquires a stone-like consistency that renders it ideal for constructing roads, bridges, water supply and sewage systems, factories, airports, railroads, waterways, mass transit systems, and other structures that comprise a substantial portion of the U.S. wealth. According to the National Institute of Standards and Technology (NIST), building such facilities is in itself one of the nation's largest industries and represents about 10 percent of the gross national product. Over $4 billion worth of hydraulic cement, a variety which hardens under water, is produced annually in the United States for use in $20 billion worth of concrete construction. The value of all cement-based structures in the United States is in the trillions of dollars—roughly commensurate with the anticipated cost of repairing those structures over the next twenty years.

The words cement and concrete are both of Latin origin, reflecting the likelihood that the ancient Romans were the first to use the substances. Many examples of Roman concrete construction remain in the countries that encircle the Mediterranean, where Roman builders had access to numerous natural cement deposits. Natural cement consists mainly of lime, derived from limestone and often combined with volcanic ash. It formed the basis of most civil engineering until the eighteenth century, when the first synthetic cements were developed.The earliest manmade cement, called hydraulic lime, was developed in 1756, when an English engineer named John Smeaton needed a strong material to rebuild the Eddystone lighthouse off the coast of Devon. Although the Romans had used hydraulic cement, the formula was lost from the collapse of their empire in the fifth century A.D. until Smeaton reinvented it. During the early nineteenth century several other Englishmen contributed to the refinement of synthetic cement, most notably Joseph Aspdin and Isaac Charles Johnson.

In 1824 Aspdin took out a patent on a synthetic blend of limestone and clay which he called Portland cement because it resembled limestone quarried on the English Isle of Portland. However, Aspdin's product was not as strong as that produced in 1850 by Johnson, whose formula served as the basis of the Portland cement that is still widely used today. Concrete made with Portland cement is considered superior to that made with natural cement because it is stronger, more durable, and of more consistent quality. According to the American Society of Testing of Materials (ASTM), Portland cement is made by mixing calcareous (consisting mostly of calcium carbonate) material such as limestone with silica-, alumina-, and iron oxide-containing materials. These substances are then burned until they fuse together, and the resulting admixture, or clinker, is ground to form Portland cement.Although Portland cement quickly displaced natural cement in Europe, concrete technology in the United States lagged considerably behind. In America, natural cement rock was first discovered during the early 1800s, when it was used to build the Erie Canal. The construction of such inland waterways led to the establishment of several American companies producing natural cement. However, because of Portland cement's greater strength, many construction engineers preferred to order it from Europe, despite the additional time and expense involved.

Raw Materials:

Structural concrete normally contains one part cement to two parts fine mineral aggregate to four parts coarse mineral aggregate, though these proportions are often varied to achieve the strength and flexibility required in a particular setting. In addition, concrete contains a wide range of chemicals that imbue it with the characteristics desired for specific applications. Portland cement,the kind most often used in concrete, is made from a combination of a calcareous material (usually limestone) and of silica and alumina found as clay or shale. In lesser amounts, it can also contain iron oxide and magnesia. Aggregates, which comprise 75 percent of concrete by volume, improve the formation and flow of cement paste and enhance the structural performance of concrete. Fine grade comprises particles up to. 20 of an inch (five millimeters) in size, while coarse grade includes particles from. 20 to. 79 of an inch (20 millimeters). For massive construction, aggregate particle size can exceed 1.50 inches (38 millimeters).Aggregates can also be classified according to the type of rock they consist of basalt, flint, and granite, among others. Another type of aggregate

is pozzolana, a siliceous and aluminous material often derived from volcanic ash. Reacting chemically with limestone and moisture, it forms the calcium silicate hydrates that are the basis of cement. Pozzolana is commonly added to Portland cement paste to enhance its densification. One type of volcanic mineral, an aluminum silicate, has been combined with siliceous minerals to form a composite that reduces weight and improves bonding between concrete and steel surfaces. Its applications have included precast concrete shapes and asphalt/concrete pavement for highways. Fly ash, a coal-burning power plant byproduct that contains an aluminosilicate and small amounts of lime, is also being tested as a possible pozzolanic material for cement. Combining fly ash with lime (CaO) in a hydrothermal process (one that uses hot water under pressure) also produces cements.

A wide range of chemicals are added to cement to act as plasticizers, superplasticizers, accelerators, dispersants, and water-reducing agents. Called admixtures, these additives can be used to increase the workability of a cement mixture still in the nonset state, the strength of cement after application, and the material's water tightness. Further, they can decrease the amount of water necessary to obtain workability and the amount of cement needed to create strong concrete. Accelerators, which reduce setting time, include calcium chloride or aluminum sulfate and other acidic materials. Plasticizing or super plasticizing agents increase the fluidity of the fresh cement mix with the same water/cement ratio, thereby improving the workability of the mix as well as its ease of placement.

Typical plasticizers include polycarboxylic acid materials; superplasticizers are sulphonated melamine formaldehyde or sulphonated naphthalene formaldehyde condensates. Set retarders, another type of admixture, are used to delay the setting of concrete. These include soluble zinc salts, soluble borates, and carbohydrate-based materials. Gas forming admixtures, powdered zinc, or aluminum in combination with calcium hydroxide or hydrogen peroxide, are used to form aerated concrete by generating hydrogen or oxygen bubbles that become entrapped in the cement mix.Cement is considered a brittle material; in other words, it fractures easily. Thus,

many additives have been developed to increase the tensile strength of concrete. One way is to combine polymeric materials such as polyvinyl alcohol, polyacrylamide, or hydroxypropyl methyl cellulose with the cement, producing what is sometimes known as macro-defect-free cement. Another method entails adding fibers made of stainless steel, glass, or carbon. These fibers can be short, in a strand, sheet, non-woven fabric or woven fabric form. Typically, such fiber represents only about one percent of the volume of fiber-reinforced concrete.

CHAPTER-2

ORGANIZATIONS PROFILE

1. BACKGROUND

Qcrete India has relentlessly built a reputation for over two decades, on a strong foundation of quality, commitment, and credibility, to emerge as a leading and preferred supplier of Concrete Solutions serving the infrastructural, industrial, commercial, and residential segments of the construction. On a solid foundation of quality, commitment, and credibility, Qcrete India has worked tirelessly for 4 years to establish a reputation as a leading and preferred provider of concrete solutions for the infrastructural, industrial, commercial, and residential segments of the construction industry.

Their clients are:

- Sowparnika
- Elegant Properties
- L&T Constructions
- Sree Dhanya homes Pvt ltd
- Green Leaf
- Begorra and more others

2. NATURE OF THE BUSINESS

- Manufacturing of concrete and sales of Ready-mix concrete products

  For 4 years, Qcrete India has toiled assiduously to build a reputation as a leading and preferred provider of concrete solutions for the infrastructural, industrial, commercial, and residential segments of the construction industry on a strong foundation of quality, commitment, and credibility

.

3. OUR VISION

To provide peace of mind to all stake holders in an innovative and sustainable manner.

4. OUR MISSION

GHTo be the most trusted provider of concrete solutions in India.

5. QUALITY POLICY

It is the policy of Qcrete Ready mix (India) Pvt. Ltd. To:

Provide quality ready-mixed concrete services to our customers meeting their requirements in a timely manner.

Assure the best service to customer through effective quality assurance quality control system.

Develop good working environment within the company setting an aim on both improvement of the company as well as the employees.

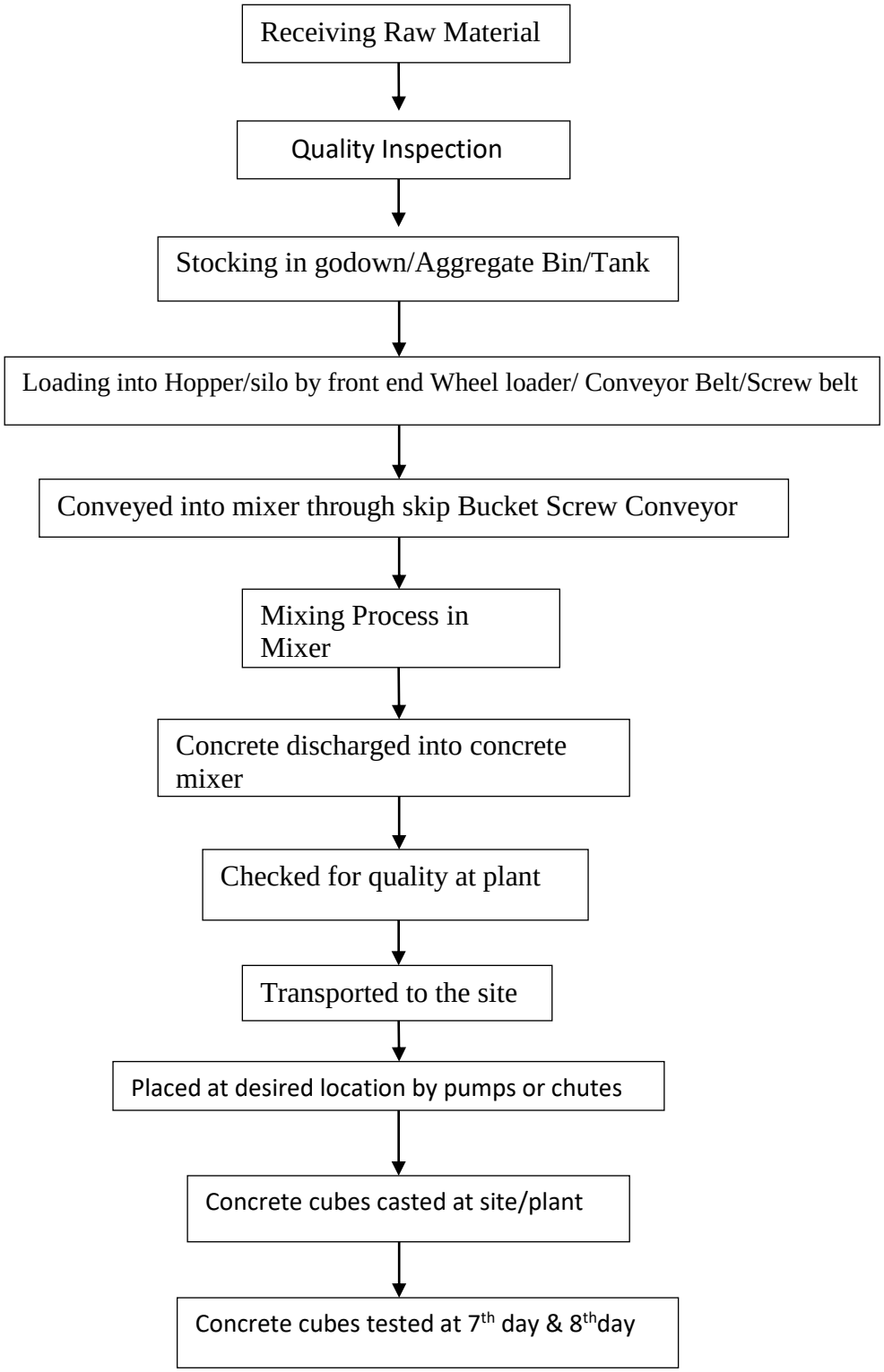
Implement and maintain the systems in accordance to with the relevant Indian/International Standard Codes.

Strives for excellence through continual quality improvement.

Gain customer confidence by consistently providing quality, safe and prompt services. It is ensured that this policy is understood, implement, and maintained at all levels in the company by providing appropriate training for personals. Statement of quality policy is displayed at prominent locations in the company office to increase awareness among the employees.

This quality policy is reviewed in the management review meetings and ensured that it is suitable to the current business operations of the company and all employees are committed to comply with the requirements specified in the system.

6. WORKFLOW MODEL



7. Product/Service Profile

Qcrete India is led by a team with over 20 years of experience in the Cement, Real Estate and Concrete Industry, having the vision and knowledge to understand the needs, functionality and wants of its clientele. Today, the company which started from Karnataka, has spread its wings to various markets in Kerala too.

I. Fiber-reinforced Concrete

Concrete designed with steel or synthetic fibers. Steel fiber reinforced concrete can be used for ground supported slabs where the use of conventional reinforcement can be eliminated improving the ductility, toughness, fatigue, and abrasion resistance while the use of synthetic fibers can reduce the plastic shrinkage cracks in concrete and eliminate spalling of concrete in case of fire situations.

II. Self-Consolidating Concrete (SCC)

SCC is type of concrete which has high flow and is designed as per the guidelines given by EFNARC, which eliminates the need for vibration of concrete and reach the areas in the formwork where normal concrete cannot reach with vibration in cases of heavily congested reinforcement, thinner sections and speciality architectural structures**.**

III. Packrete

Our ready to use and tailor made concrete available to put to use in small batches in smaller projects or requirements that do not need the large quantities yet can avail of the same consistency, strength and cohesiveness of the mix for a longer time, to be used as per the client's discretion at the site.

Qcrete aims to remove the manual mixing, that could prove problematic in the future if not done to the right specifications, remove the extra labour charges and make the process of ready- mix concrete easier to use.

With the scientific process used for batching, enabling more people to make use of the ready- mixed concrete in small quantities or in the instance locations harder to reach , Packcrete TM come into the picture with the portability and quality our clients deserve.

IV. Pervious Concrete

Because of its unique design mix, pervious concrete is a highly porous material that permits rain and storm water runoffs to percolate through it and regenerate the water table. It is ideally used in parking lots, footpaths, and swimming pool border applications.

V. Standard Ready-Mix Concrete

The most typical type of concrete is standard ready-mix. Instead of being mixed on the construction site, it is ready for delivery at a concrete plant, ensuring the quality of the concrete. The most typical type of concrete is standard ready-mix. Instead of being mixed on the construction site, it is ready for delivery at a concrete plant, ensuring the quality of the concrete.

8. OWNERSHIP PATTERN

Proprietorship Business

Shelly Fernandez	MD
Ajith Kumar	Executive Director
Bijio Mathew	Director
Rajivan Muttu	Director
Ram Kumar Bekal	Director
Sandeep Konchadi	Director

9. Achievements/awards if any

- Presently they finished 55 webinars successfully.
- They completed 1500 successful project.
- Excellence in Quality Award for Ready Mix Concrete.
- Most Innovative Ready Mix Concrete Company of the Year.
- Best Customer Service Award for Ready Mix Concrete.
- Sustainability Award for Ready Mix Concrete.
- Most Eco-Friendly Ready Mix Concrete Company of the Year.

10. Future growth and prospects

The future of the manufacturing industry in India seems very bright. The sector is witnessing a steady growth following various initiatives taken by the Government of India. And this trend is expected to continue in the long term, various sources such as the India Brand Equity Forum, Associated Chambers of Commerce and Industry, Federation of Indian Chambers of Commerce and Industry, Confederation of Indian Industries, and newspaper reports.The Ready-Mix Concrete market has undergone a journey of resilient growth over the past two years. Operations albeit were little slow, the industry has picked up pace particularly in the last couple of months. The scenario as compared to 2020 is completely different, and it is indeed a welcome change. According to industry reports, the ready-mix concrete market is set to record a growth of around 11.6 % in 2022, and all players in the market are eagerly anticipating the complete comeback of the segment.The future however doesn't seem too bleak. There is hope and there is potential demand that is forecasted to provide a much-needed boost to the RMC space.

Things have started moving, and the industry is no longer in a slump. The launch of new projects from the Government's side does give great expectations to the industry. However, the actual impact would become clear in future when these projects are rolled out and when the expected demand is actualized. Several projects that were stalled have been green lit now, and the road to recovery is becoming a lot clearer. Perhaps the biggest silver lining currently is that the RMC industry is resilient in nature and takes very less time to resume the supply. The consistency, quality and the ease with which RMC can be delivered is unparalleled. As a bonus, it is also an environment friendly alternative, a critical quality, especially at a time when the environment is facing a global crisis. 2022 comes with a galore of opportunities and it becomes vital now more than ever for players to capitalize on this and strive to build an ideal economy.

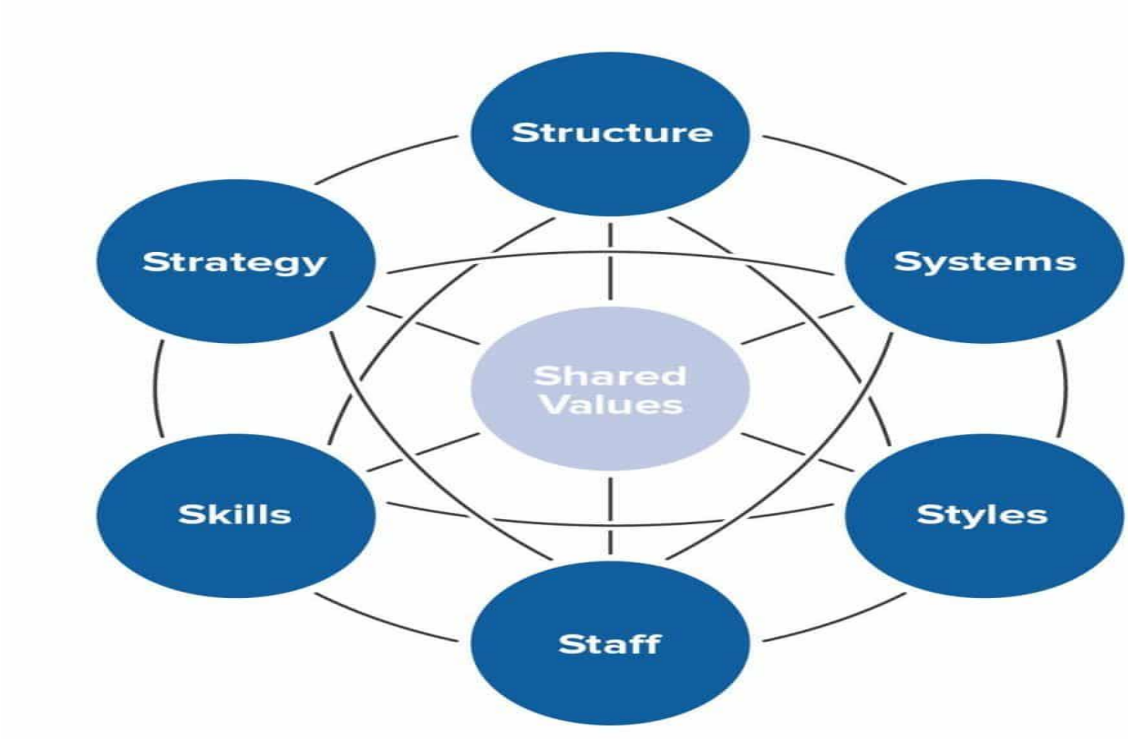
CHAPTER-3

Mckensy's 7S Framework and Porter's Five Force Model

McKinsey's 7S framework

The McKinsey 7s model was developed in the 1980s by McKinsey consultants Tom Peters, Robert Waterman, and Julien Philips with some help from Richard Pascale and Anthony G. Athos. Since the introduction, the model has been widely used by academics and practitioners and remains one of the most popular strategic planning tools. It sought to present an emphasis on human resources (Soft S), rather than the traditional mass production tangibles of capital, infrastructure, and equipment, as a key to higher organizational performance. The goal of the model was to show how 7 elements of the company: Structure, Strategy, Skills, Staff, Style, Systems, and Shared values, can be aligned together to achieve effectiveness in a company. The key point of the model is that all the seven areas are interconnected and a change in one area requires change in the rest of a firm for it to function effectively.

Below you can find the McKinsey model, which represents the connections between seven areas and divides them into 'Soft Ss' and 'Hard Ss'. The shape of the model emphasizes the interconnectedness of the elements.



Introduction

The McKinsey 7s model is a strategic tool and framework that helps managers and businesses assess their performance. The McKinsey 7s model identifies 7 key

elements for an organization that need to be focused and aligned for successful change management processes as well as for regular performance enhancements.

1.1. Strategy

Strategy is an action that managers take to attain one or more of the organization's goals. Strategy can also be defined as “A general direction set for the company and its various components to achieve a desired state in the future. In this industry they are going to use the functional strategies.

Corporate Strategy

- **Diversification**:

Qcrete ready mix pvt LTD may diversify into other related businesses such as precast concrete, building materials, and construction equipment rental. This will help them reduce their reliance on ready-mix concrete and increase their market share.

- **Expansion**:

Qcrete ready mix pvt LTD may expand into new geographic markets to increase their reach and customer base.

- **Cost-saving measures**:

Qcrete ready mix pvt LTD may implement cost-saving measures such as reducing energy consumption, improving supply chain management, and automating production processes. This will help them improve their profitability and competitiveness.

- **Innovation**:

Qcrete ready mix pvt LTD may invest in research and development to create new and improved products and services. This will help them stay ahead of the competition and increase customer satisfaction.

- **Mergers and Acquisitions**:

Qcrete ready mix pvt LTD may consider acquiring or merging with other companies in the ready-mix concrete industry. This will help them increase their market share, reduce costs, and gain access to new technology and expertise.

Business Strategy

- **Cost optimization**:

Qcrete may focus on reducing its cost structure through various means such as efficient production processes, reducing waste, and negotiating better deals with suppliers.

- **Market differentiation**:

Qcrete may aim to differentiate itself from competitors through offering specialized concrete mixes, superior customer service, or innovative delivery solutions.

- **Expansion:**

The company may look to expand into new markets or geographic regions to increase its customer base and revenue.

- **Technology adoption**:

Qcrete may invest in new technology and equipment to improve production efficiency, product quality, and safety.

Growth Strategy

- **Diversification**:

Diversifying into new markets and product lines can help a ready-mix concrete company expand its customer base and revenue streams. For example, the company could consider offering new types of concrete for niche applications, such as high-strength concrete for bridge construction or lightweight concrete for high-rise buildings.

- **Technological innovation**:

Adopting new technologies can improve the efficiency and quality of a company's operations. This can range from using more advanced equipment and machinery to adopting digital tools that streamline processes and improve communication with customers.

- **Customer focus**:

Focusing on customer satisfaction is critical for any business. In the ready-mix concrete industry, this could mean investing in customer service, providing on-time delivery, and offering competitive pricing.

- **Strategic partnerships**:

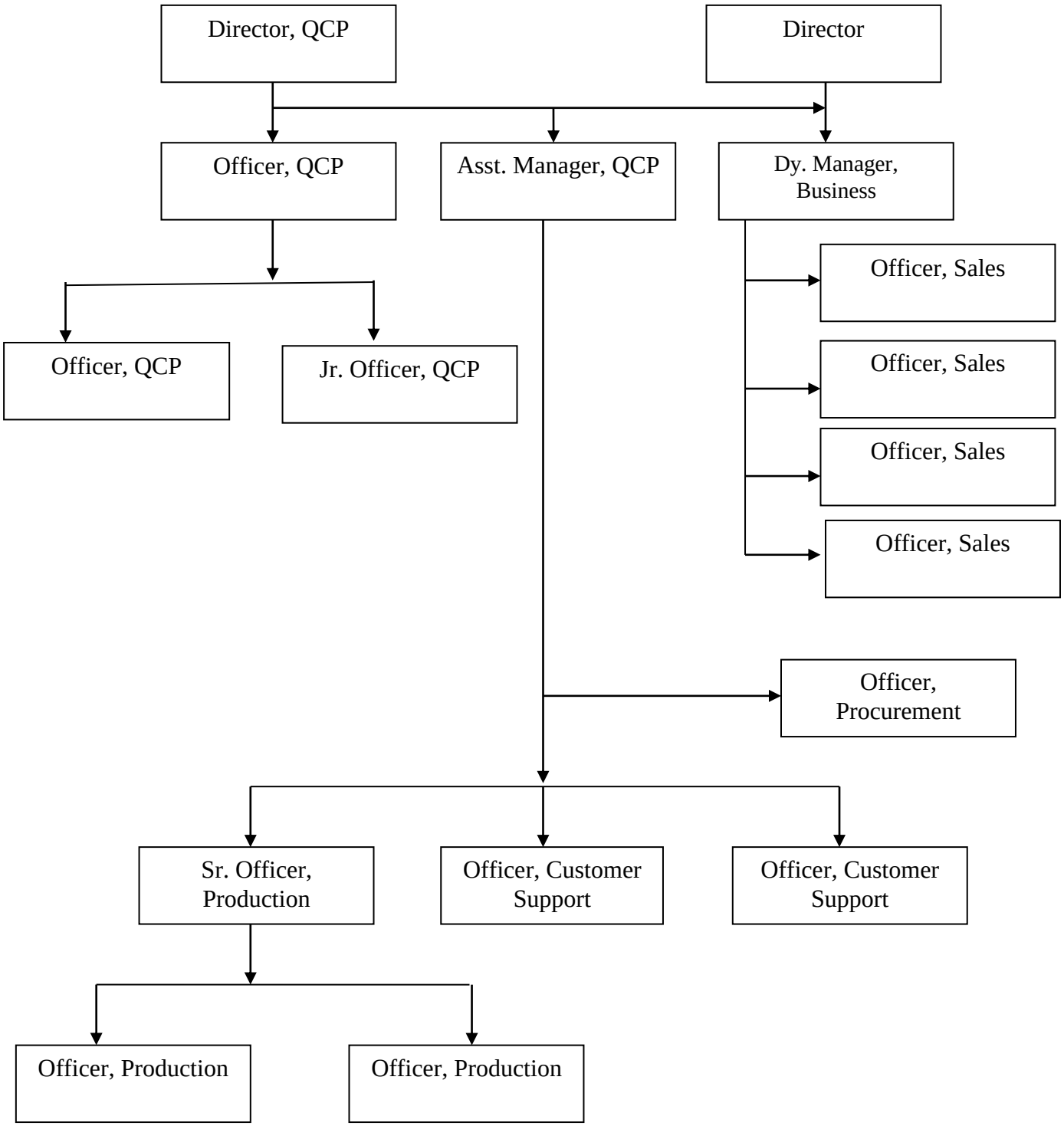
Forming partnerships with other companies in the construction industry, such as builders and contractors, can help a ready-mix concrete company expand its reach and increase its market share.

- **Expansion:**

Expanding into new geographic markets can help a company reach new customers and tap into new growth opportunities. This can be done through a combination of organic growth and strategic acquisitions.

1.2. Structure

Structure or organizational structure refers to a clear chain of command to avoid chaos & confusion. Structure is a simple yet crucial element as it creates a sense of employee accountability within the organization.


Director, QCP
Director
Officer, QCP
Asst. Manager, QCP
Dy. Manager, Business
Officer, Sales
Officer, Sales
Officer, Sales
Officer, Sales
Officer, QCP
Jr. Officer, QCP
Officer, Procurement
Sr. Officer, Production
Officer, Customer Support
Officer, Customer Support
Officer, Production
Officer, Production

1.3. System

The system of the Qcrete company refers to the processes, procedures, and software that the company uses to manage its operations and achieve its objectives. This system encompasses various aspects of the company, including production, sales, marketing, finance, human resources, and customer service. The following are the key components of the Qcrete system:

- **Production Management**:

  The production management system is responsible for managing the production process, including the sourcing of raw materials, production scheduling, and quality control.

- **Sales and Marketing**:

  The sales and marketing system is responsible for promoting the company's products and services, managing the sales process, and analyzing customer data to drive future sales.

- **Finance**:

  The finance system is responsible for managing the company's financial operations, including accounting, budgeting, and financial reporting.

- **Human Resources**:

  The human resources system is responsible for managing the company's employees, including payroll, benefits, and performance management.

- **Customer Service**:

  The customer service system is responsible for managing customer interactions, including resolving customer complaints, providing product information, and tracking customer satisfaction.

- **Information Technology**:

  The information technology system is responsible for managing the company's technology infrastructure, including software applications, data storage, and network security.

2.1. Shared values

2.1.1. Core values

To build a flexible and encouraging organisational structure that will enable employees to perform at their best as well as increase their motivation and organisational commitment, the key values at Qcrete ready-mix.

- Creativity

- Honesty

- Transparency

- Accountability

- Trust

- Quality

- Heritage

The People at the firm also makes sure that all of its activities and operations are carried out in accordance with the highest ethical and moral standards that are redefined and measured against global standards.

2.2. Style

2.2.1. Management/leadership style

The People has a participative leadership style in Qcretereadymix concrete. Industry is able to involve and include its employees in managerial decisions and decision-making processes. This enables the leadership to regularly engage with the workforce and other managerial groups in order to identify any possible disputes and solicit feedback on operations and strategic initiatives. The Qcreteready-mix concrete is able to improve employee engagement and boost organisational commitment and ownership among staff members as well as other stakeholders through its participative leadership.

2.2.2. Effectiveness of leadership style

In terms of fulfilling the organization's commercial objectives and vision, the participative leadership style performs exceptionally well. Employees perceive themselves as contributing members of the organisation, valued for their ideas,

opinions, and input. Additionally, via participative leadership, leaders and managers are able to recognise existing and future issues inside the organisation and take immediate action to resolve them.

2.2.3. Cooperation vs competition – internally

Industry is made possible by the corporate culture of support and encouragement, which fosters internal cooperation and coordination among staff members, systems, teams, and departments. Because of the company's global activities and the frequent need for cross-departmental feedback and input on tasks and responsibilities within the organisation, Qcrete Ready Mix Concrete places a high value on cooperation and collaboration. Additionally, the company often establishes project teams as a result of greater expansion and synergy; these teams are successful due of the cooperative and collaborative culture that exists inside the People.

2.2.4. Team vs groups

Ready-mix concrete from Qcrete has efficient and productive teams and collaborates with them internally to accomplish tasks and achieve its various corporate goals and objectives. The leadership of the organisation offers a compelling and realistic vision for what may be accomplished, and the management is helpful and encouraging. All employees are supported equally and openly in their advancement by the organisational training and the human resource management system. Effective teams are formed as a result, rather than ineffective groups, within the organisation for various initiatives as well as for department-specific duties and responsibilities.

2.3. Staff

In this Organization there are 25 staffs are there they are working with different programs some people are working for finance,manufacturing, Quality checking, Procurement etc., so employees are working for different job roles. And their qualification is suitable for their roles the employees are B.E graduates and some are diploma holders, B.com and M.com graduates are working in the organization.

There are Staff are 12 members.

Driver 8 member

Helper 6 member

2.4. Skills

1.Digital fluency

In this manufacturing industry employees have a good digital fluency they are expert in a various digital technology they use computer and technological skills to enhance manufacturing efficiency.

2.Problem-Solving Skills:

The employees have an ability to identify the problem in the manufacturing process and brainstorm and analyseanswers and implemented the best solution for the problem these are the skills are there in the employees.

3.Ability to Work in a team:

In the organization they are working with a group of people to achieve a shared goal or outcome in an effective way. Actively listening to other members of the team. Supporting struggling friends and teammates. Approaching teamwork with a positive attitude. Working for the good of the group.

4. A Strong Work Ethic:

The employees have a strong work ethic is an attitude an employee are applies to their work that indicates a high level of passion for any work they do. A bad work ethic is an attitude that an employee demonstrates that shows a lack of ambition and professionalism in the workplace.

5.Communication skills.

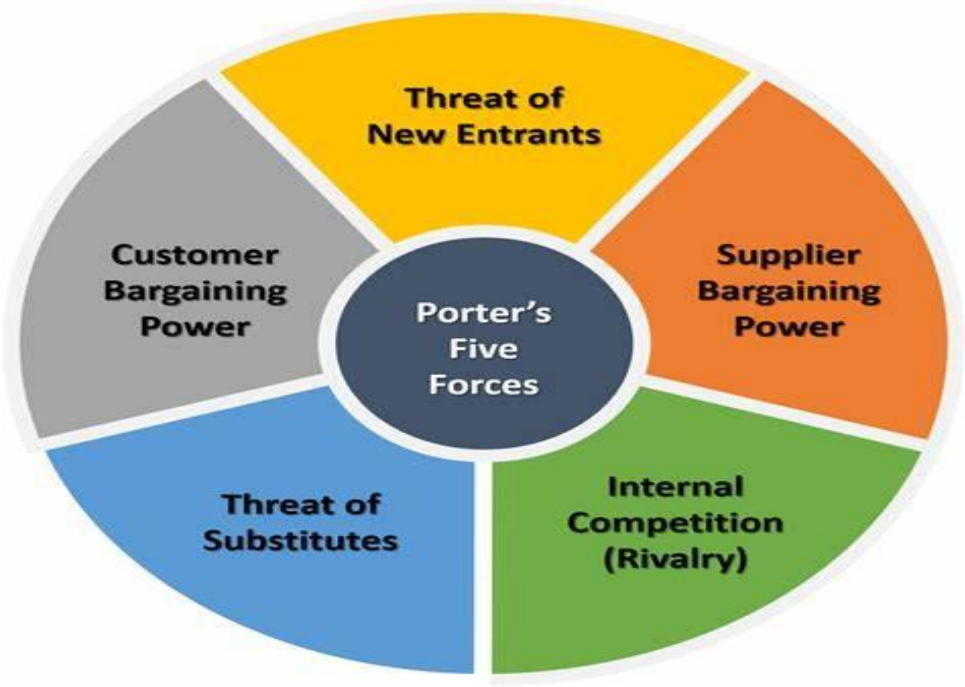
The employees have an ability to convey or share ideas and feelings effectively. And they are sharing the ideas to their subordinates and also, they are also communicating with their customers also.

6.Leadership qualities

In this organization the employees also have a leadership skill the employees have the ability to lead a team.

FIVE FORCE ANALYSIS OF THE CONCRETE INDUSTRY

Porter's Five Forces is a notion in business analysis that explains why different industries might benefit in different ways. Michael E. Porter's book "Competitive Strategy: Techniques for Analysing Industries and Competitors" initially suggested the concept in 1980. The Five Forces model is a well-known method for analysing the industry structure and corporate strategy of a corporation. Porter used certain criteria to define five indisputable forces that shape every sector and business on the earth. The five forces are often used to assess an industry's or market's competitiveness, attractiveness, and profitability.



1.Barriers to Entry(high)

- RAW MATERIAL – Sand, water, and aggregates are mixed with cement to create concrete; these components are necessary and have a high manufacturing cost. There is a trade-off between proximity to raw material suppliers and proximity to markets depending on where the factory is located. The availability of limestone reserves, a crucial component, also poses a sizable entry hurdle. To reduce the cost of assembling raw materials, the facility must be situated close to mineral reserves.

- COMPETITION – High level of competition in the concrete ready-mix industry.
- COST – High capital costs needed, and its price is different from sample to sample they produce different kind of concrete based on the customer needs so their price also different.

2.Buyer Power(low)

This relates to the influence clients can have on industry experts. Because bulk purchases are the norm in the ready-mix concrete sector, negotiating power is low. For instance, large corporations in the building industry who wish to establish their own offices with the cement businesses, these purchasers might haggle. In addition, the fear of importing concrete could provide sellers leverage when negotiating with purchasers. This threat is somewhat mitigated, though, because the cost of import will raise the total cost of the projects. When there is just one buyer in the market, there is a pure buyer. Customers are considered powerful if they are intensely focused and buy a lot of the product.

3. Supplier Power(moderate)

In this sector, suppliers have enormous influence. This is true since a significant portion of the process involved in producing concrete involves the raw ingredients. A lack of raw materials might completely shut down a plant and cause enormous losses. When suppliers make a demand, talks must be concluded swiftly, and the outcome is generally in their favour. For instance, if the plant's aggregate supplier stops delivering it, it cannot operate, and output will halt. The aggregate supply must start up again as soon as feasible. As a result, the suppliers have a significant impact on the choices made by the enterprises that produce concrete. However, because all of the raw elements are controlled by the government. To build a concrete plant, businesses must purchase government rights. The providers' power is therefore moderate.

4.Inter firm rivalry(high)

One of India's most fiercely competitive industries is concrete. There are a lot of big firms in this market who have spent a lot of money setting up their production facilities. The barrier to leave for the companies is increased by this factor. As a

result, they continue in the sector and engage in fierce competition. Additionally, there is little variation among concrete kinds, thus switching costs for clients are low. As a result, fierce competition exists among businesses to capture market share. Additionally, the issue of overcapacity might occasionally arise. The result is a price war and increased competition.

5.Threat of substitutes(low)

Lack of substitutes, other products that are not within the same industry but can be used instead, means that the industry does not face a credible threat of competition. This represents the reality of the concrete industry. No product exists to date that can substitute effectively for concrete. While construction firms can be use Acrete is lighter, stronger, and less expensive than concrete use three times as much waste and convert it into useful building material.

In India concrete is the ultimate material used for almost all type of construction work, Acrete is the one of the substitutes of concrete but these days concrete is even replacing acrete. Hence, there is practically no material to substitute concrete.

CHAPTER-4

SWOT ANALYSIS

SWOT analysis is a framework for identifying and analysing an organization's strengths, weaknesses, opportunities, and threats. These words make up the SWOT acronym. The primary goal of SWOT analysis is to increase awareness of the factors that go into making a business decision or establishing a business strategy.

Strength

- **Good Quality**:

One of the best concrete qualities is that of Qcrete ready-mix. A unique type of concrete known as Qcrete ready-mix contains cutting-edge RMC technology.

- **Good Logistics Management**:

They have good management and logistics supply chain.

- **Consistency in Performance**:

They are very consistent in the performance and supply of their products. the hallmark of Qcrete ready mix from its inception has helped in developing technology to produce cement of consistent quality from different raw materials.

- **Consistent Quality**:

Ready-mix concrete companies use standardized formulas and processes to ensure consistent quality of their products.

- **Timesaving**:

Ready-mix concrete saves time as it is delivered to the construction site ready to use, reducing the need for on-site mixing.

- **Cost-effective**:

Using ready-mix concrete can help to save costs as it eliminates the need for buying and storing raw materials and reduces labour costs.

- **High Productivity**:

With ready-mix concrete, construction projects can be completed faster and with less labour, increasing overall productivity.

- **Environmentally friendly**:

Ready-mix concrete companies typically have a more sustainable and environmentally friendly production process compared to traditional concrete production methods.

- **Technical Expertise**:

Ready-mix concrete companies have a team of experts who are knowledgeable in the production and application of concrete, ensuring that the right type of concrete is used for each project.

Weakness

- **Presence only in Indian Market:**

Only India can buy Qcrete ready-mix concrete; they haven't yet opened any offices outside.

- **Lack of Product Diversification**:

The company offers a small number of products that aren't very diverse throughout its product lines.

- **High Transportation Costs:**

The cost of transporting cement to various retail stores is very high. Additionally, because of the rising cost of fuel, it will rise even more.

- **Huge demand and supply gap**:

When there is a supply-demand imbalance, we either lose orders or our riders are idle, both of which help us lose money.

- **Dependence on raw materials**:

The cost of raw materials like cement, sand, and aggregate play a significant role in the price of ready mix concrete. This makes the business vulnerable to price fluctuations.

- **Competition**:

The ready mix concrete industry is highly competitive, with many large players dominating the market. This can make it difficult for smaller companies to gain a foothold.

- **Transportation costs**:

Ready mix concrete is heavy, and therefore transportation costs are high. This can make it difficult for companies to compete in remote or rural areas.

- **Quality control**:

Maintaining consistent quality control is crucial in the ready mix concrete industry. A company that fails to do so may face costly liability claims.

- **Limited access to technology**:

The ready mix concrete companies may lack access to the latest technology, which can limit their ability to improve production processes and increase efficiency.

Opportunities

- **High Growth:**

In India, there is a lot of room for expansion for the concrete industry. because of the construction industry's enormous need.

- **More investment**:

There will be more investment because the demand for and price of concrete will never decline. They will therefore make additional investments in their company.

- **Expansion into new markets**:

Qcrete Ready Mix Pvt Ltd has the opportunity to expand its market reach into new regions and cities.

- **Diversification of products**:

The company can diversify its product offerings to cater to the changing market demands and preferences.

- **Increased focus on sustainability**:

The company can focus on incorporating environmentally friendly and sustainable practices in its production process, thereby appealing to the eco-conscious consumers.

- **Research and Development**:

The company can invest in research and development to improve its products and increase efficiency.

- **Customer loyalty programs**:

Qcrete Ready Mix Pvt Ltd can introduce loyalty programs and customer retention strategies to increase customer loyalty and repeat business.

- **Strategic partnerships**:

The company can form strategic partnerships with contractors and suppliers to improve its supply chain and reduce costs.

- **Expansion of services**:

The company can expand its services to include repair, maintenance and after-sales support.

- **Innovation**:

Qcrete Ready Mix Pvt Ltd can focus on innovation and introduce new and innovative products to the market.

- **Expansion into international markets**:

The company can explore the possibility of expanding its business into international markets.

- **E-commerce platform**:

The company can launch an e-commerce platform to make ordering and purchasing products easier for its customers.

Threats

- **Large Rivalry:**

The market for Qcrete ready-mix concrete is characterised by intense competition. In order to get a competitive edge, the organisation must improve its visibility.

- **The cost of fuel is rising:**

The corporation faces a serious danger from the rising cost of fuel since it will have to pay more for distribution.

- **Competition**:

With many players in the market, the company may face intense competition in terms of pricing, product quality and delivery time.

- **Raw Material Price Fluctuations**:

The prices of raw materials such as cement, sand and aggregate can be volatile, and may impact the company's margins and profitability.

- **Seasonal Variations**:

Seasonal fluctuations in demand for concrete can affect the company's sales and profitability.

- **Environmental Concerns**:

The production and transportation of ready-mix concrete can lead to environmental concerns such as air and water pollution.

- **Transportation and Logistics**:

Reliable and efficient transportation and logistics are critical for the timely delivery of concrete to construction sites, which can be disrupted by weather conditions, road closures, and other factors.

- **Safety and Health Hazards**:

The use of heavy machinery, exposure to chemicals and dust, and the handling of heavy bags of cement can pose health and safety risks to workers

CHAPTER-5

Analysis of financial statements

A financial statement is a written record that provides complete information about the financial position, and performance of the company to make a good decision to earn more profit in the future days. The financial statement of the company includes a balance sheet, Income statement, cash flow statement, and statement of shareholders' equity. This statement not only helps the company with economic decisions but also to know the performance of the company for the outsiders like investors, banks, the public, etc.

BALANCE SHEET ANALYSIS OF QCRETE READYMIX PVT LTD

Balance Sheet (in RS. Cr) 4 years:

A balance sheet is a financial statement that reports a company's assets, liabilities, and shareholder's equity at a specific point in time and provides a basis for computing rates of return and evaluating its capital structure. It is a financial statement that provides a snapshot of what a company owns and owes, as well as the amount invested by shareholders.

YEAR	2022	2021	2020	2019
LIABILITIES				
Shareholders fund				
Share Capital	7.90	11.90	9.89	7.52
Secured Loan	4.20	4.20	3.12	1.98
Vehicle & machinery Loans	3.46	5.46	4.75	2.42
Unsecured Loans	1.47	3.47	3.20	2.80
Outstand Liabilities	7.68	9.68	7.56	5.42
Sundry Creditors	2.02	4.02	3.89	1.98
TOTAL LIABLITIES	18.33	30.33	26.17	18.16
ASSETS				
Fixed Assets	4.51	6.51	6.14	4.85
Deposits	4.80	6.80	6.30	4.21

Investments	3.42	5.49	4.42	3.08
Loans & Advances	1.18	3.18	2.90	1.99
Debtors	2.75	6.27	4.38	2.1
Cash & Bank Balance	0.75	1.03	1.01	0.95
Stock in Trade	0.92	1.05	1.02	0.98
TOTAL ASSETS	18.33	30.33	26.17	18.16

PROFIT AND LOSS ACCOUNT OF QCRETE READYMIX PVT LTD

Profit and loss (P&L) statement refers to a financial statement that summarizes the revenues, costs, and expenses incurred during a specified period, usually a quarter or fiscal year.

Particulars	2022	2021	2020	2019
Opening Stock	0.14	0.52	0.43	0.38
Purchases	1.78	3.30	2.90	2.40
Direct Expenses	1.25	2.30	2.18	1.95
Gross Profit	0.5	1.53	1.41	0.66
TOTAL	3.94	7.65	6.92	5.39
Sales	3.02	6.60	5.90	4.41
Closing Stock	0.92	1.05	1.02	0.98
TOTAL	3.94	7.65	6.92	5.39
Accounting Charges	0.06	0.09	0.07	0.05
Tools Charges	0.29	0.53	0.42	0.39
Audit Fees	0.06	0.08	0.07	0.05
Bank Charges	0.02	0.05	0.04	0.03
Electricity Charges	0.02	0.04	0.03	0.02
Depreciation	0.54	0.68	0.54	0.49
Interest	0.18	0.21	0.19	0.17
Salary Allowances	0.43	0.52	0.50	0.48
Insurance	0.08	0.12	0.10	0.09

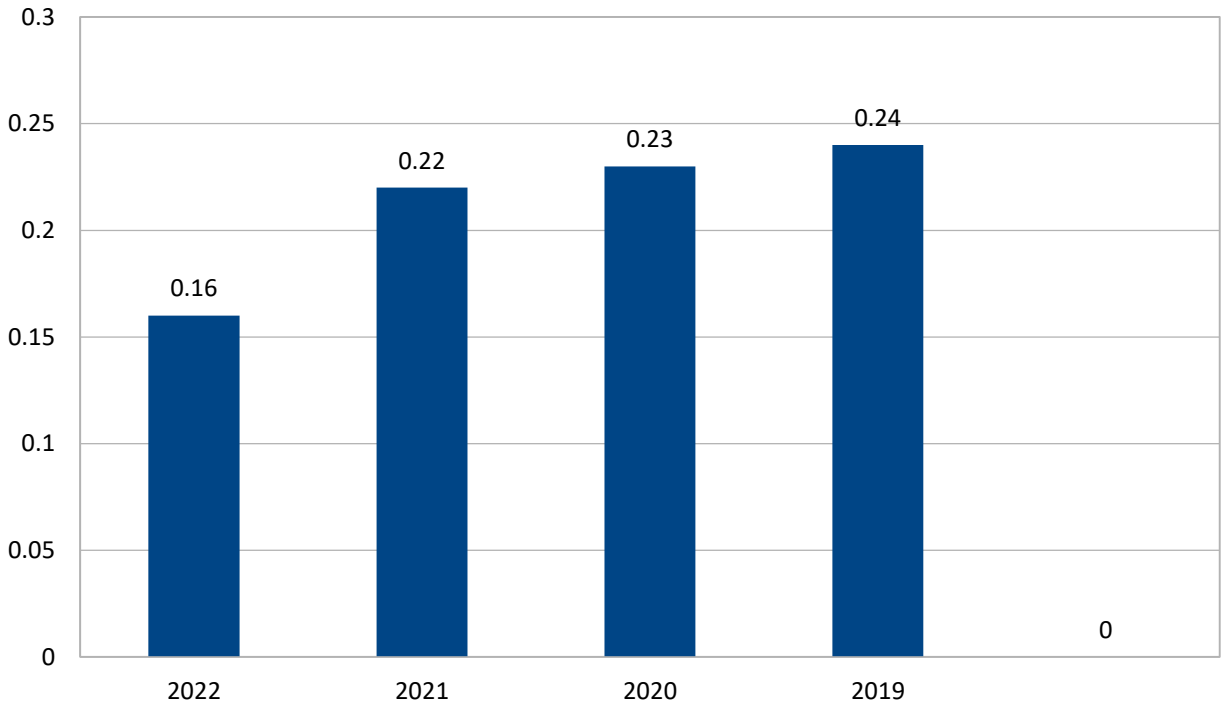
Travelling Expenses	0.18	0.21	0.19	0.17
Repairs and Maintenance	0.20	0.26	0.21	0.25
Other Expenses	0.34	0.39	0.36	0.32
Provision For Tax	0.36	0.38	0.37	0.34
Net Profit Transferred to Capital account	0.73	1.49	1.29	0.76
TOTAL	3.49	5.05	3.09	2.85
Gross Profit	0.5	1.53	1.41	0.66
Other Income	2.99	3.52	2.97	2.95
TOTAL	3.49	5.05	4.38	3.61

RATIO ANALYSIS OF QCRETE READYMIX(INDIA)PVT LTD

ASSET TURN OVER RATIO: Sales/Total asset.

TABLE NO:01

Year	2022	2021	2020	2019
Current ratio	0.16	0.22	0.23	0.24



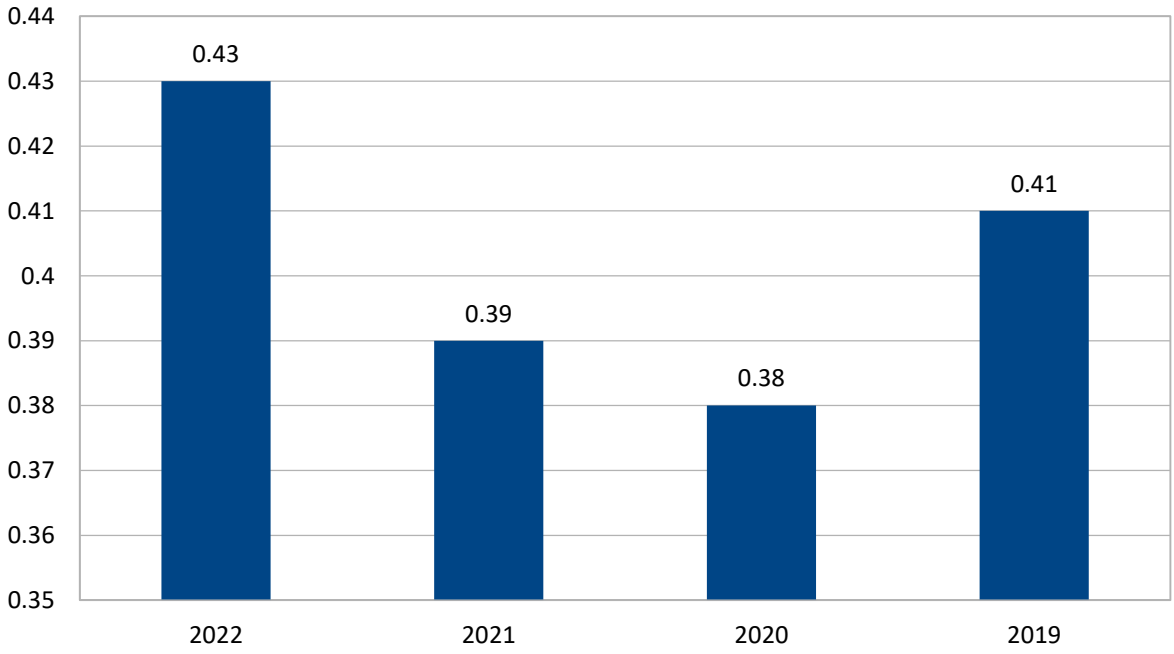
Analysis: Here the company has good current ratio over the 4 years that means company has enough liquid assets to cover its liabilities. Above table and graph shows the current ratio of the company. In the year 2020 company have highest current ratio i.e.,1.08 which shows good liquidity position of the company but in previous years, the company is having less than 1current ratio which is not good liquidity position for company.

PROPRIETARY RATIO:

PROPRIETARY RATIO: Shareholder Fund/Total Asset

TABLE NO:02

Year	2022	2021	2020	2019
Quick Ratio	0.43	0.39	0.38	0.41

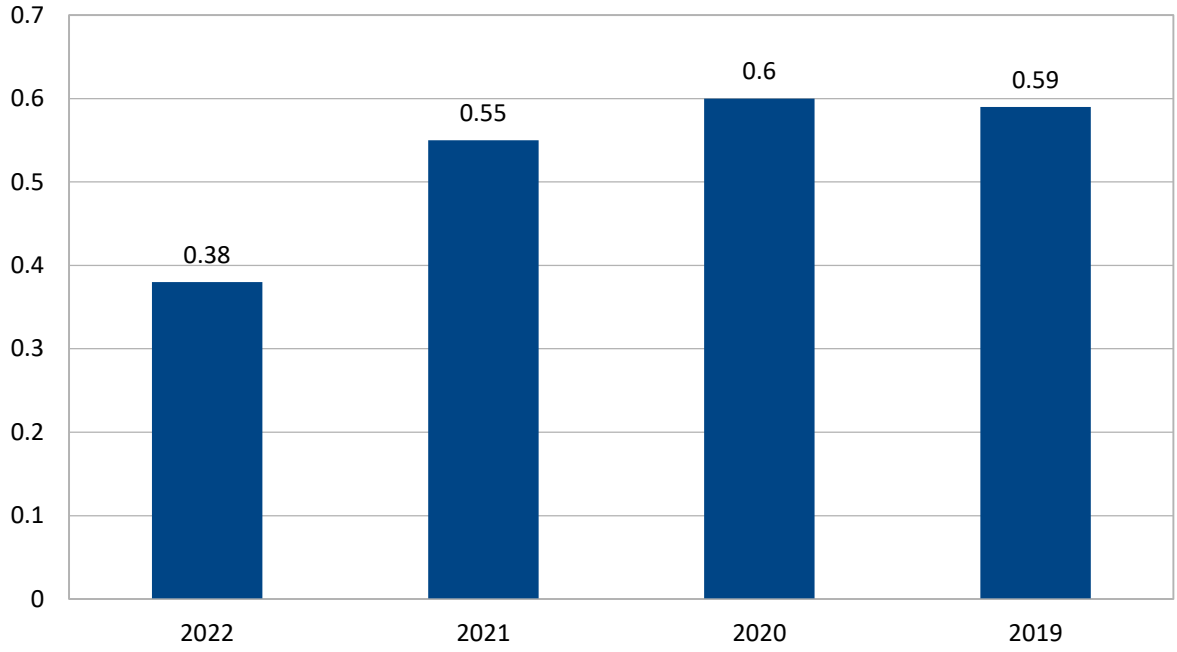


Analysis:In the year 2020 the company has more debt than equity. Compare to the previous year now present the debt is low.

INVESTMENT TURN OVER RATIO: Sales/Shareholdersequity.

TABLE NO:03

Year	2022	2021	2020	2019
Cash Ratio	0.38	0.55	0.60	0.59



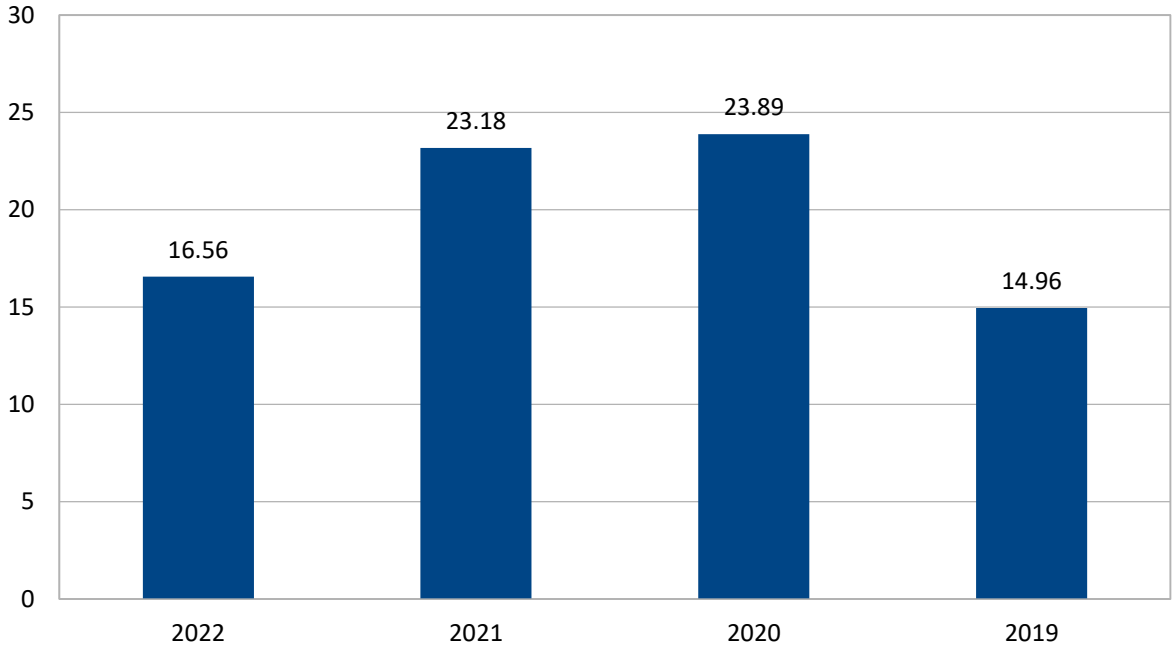
Analysis:In the year 2020 the debt is more compared to other financial year now at the present it will be less and compare to other present year it will be more less debt.

GROSS PROFIT RATIO:

GROSS PROFIT RATIO = Gross Profit/Sales*100

TABLE NO:04

Year	2022	2021	2020	2019
Gross Profit ratio	16.56	23.18	23.89	14.96



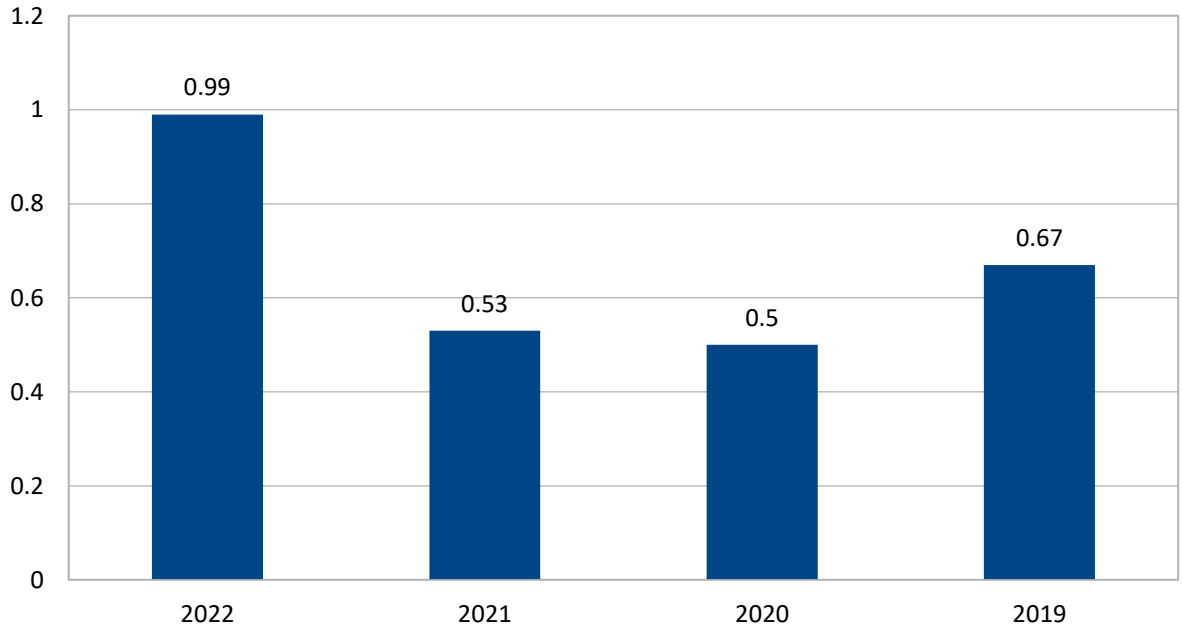
Analysis: Here the company has a more PBIDTM in the year 2021 it has more compare to any other year in the recent present year also it will be less compare to that year

NET MARGIN RATIO:

NET MARGIN=Net Income/Total Equity

TABLE NO.05

Year	2022	2021	2020	2019
Net Margin	0.99	0.53	0.50	0.67



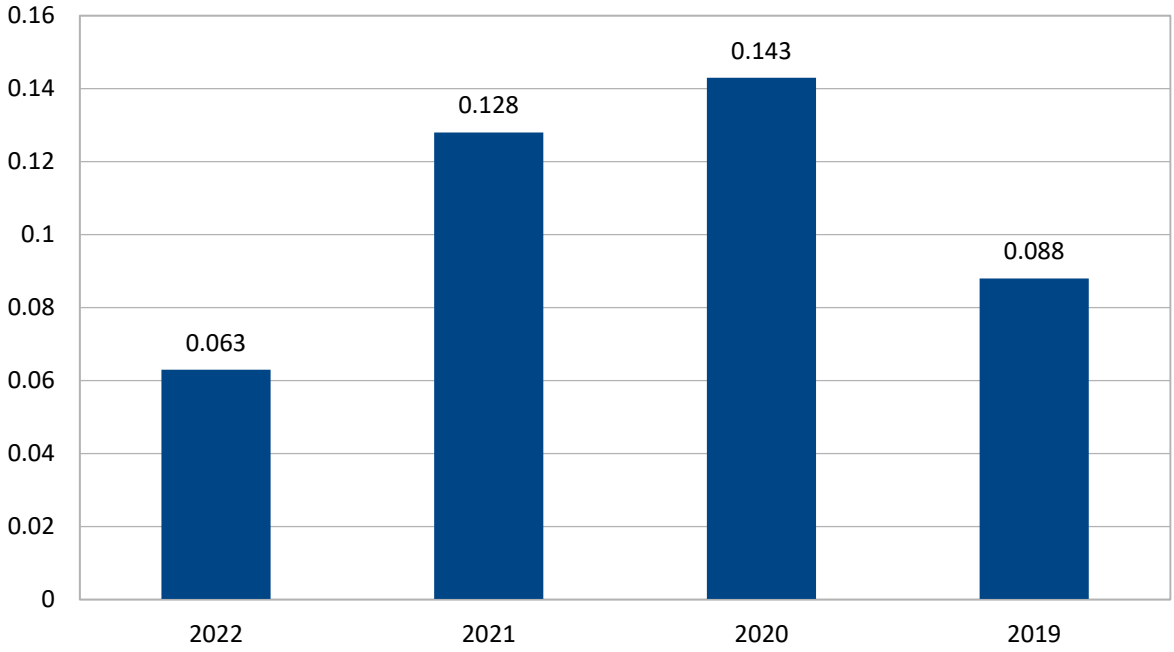
Analysis: Here in this ratio, we can see that it will be increased little bit from year to year but it has a more differences changes in the 2022 it has a more number of differences are there in the ratios we can clearly see that.

RETURN ON TOTAL EQUITY RATIO:

RETURN ON EQUITY RATIO= Net Income/Total Equity

TABLE NO:06

Year	2022	2021	2020	2019
Return On Equity Ratio	0.063	0.128	0.143	0.088



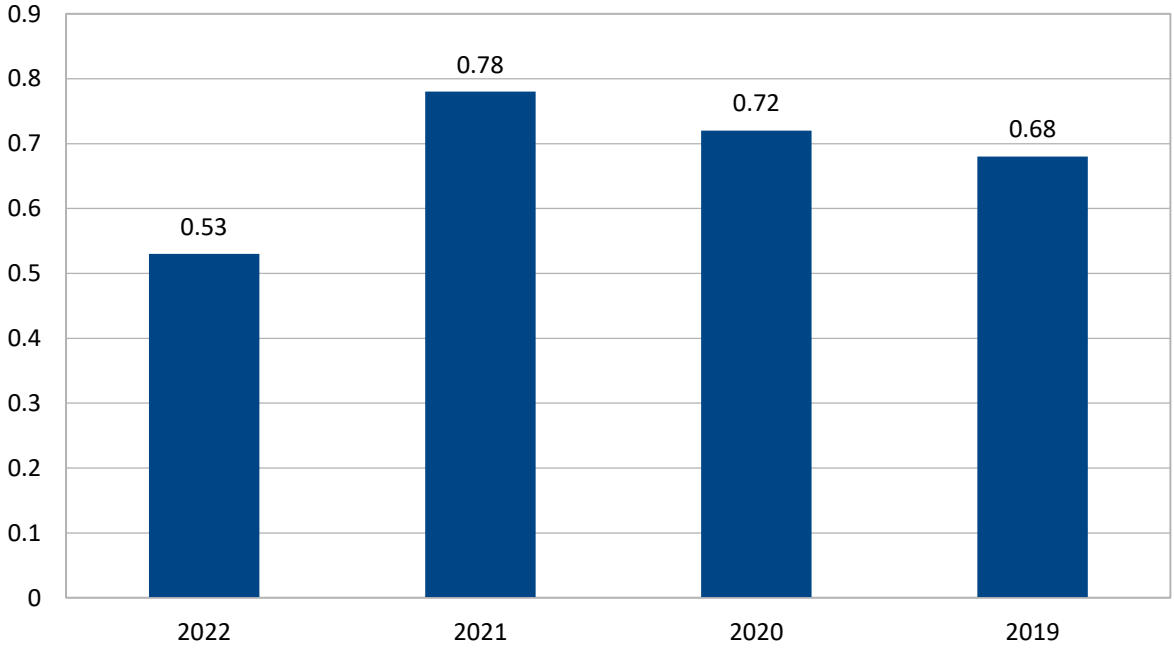
Analysis: Here we can see that in this the ratio will be started at the highest rate in the year 2021compare to the next year 2022, in the year 2019 it will be zero and at the present it will decrease.

OPEN STOCK RATIO:

1. OPEN STOCK RATIO= Opening Stock+Closing Stock/2

TABLE NO:07

Year	2022	2021	2020	2019
Open Stock Ratio	0.53	0.78	0.72	0.68



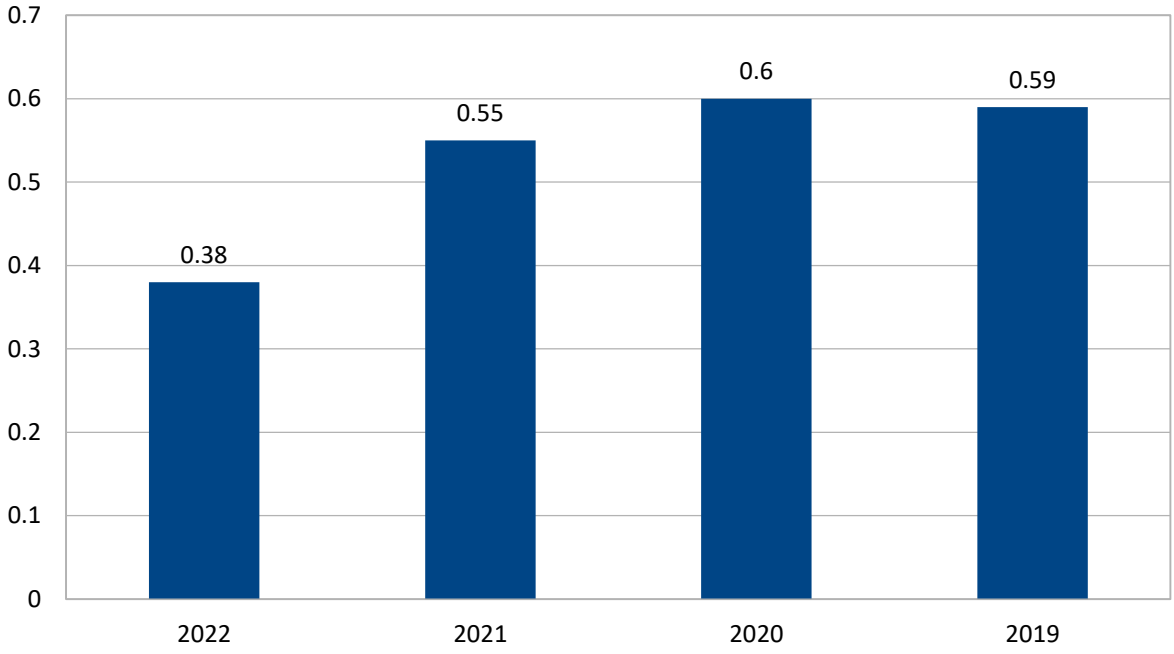
Analysis: Here in this ratio, we can see that there will be a huge difference between the year 2020 to 2022 it will a huge gap in this Particularconcept in this concept there will be a little bit differences are there in the other year also.

EQUITY TURN OVER RATIO:

EQUITY TURN OVER RATIO=Sales/Total Equity

TABLE NO:08

Year	2022	2021	2020	2019
RONW (%)	0.38	0.55	0.60	0.59



Analysis: In this ratio we can see that there will be a little bit differences in the 2022 and 2019 they are similar in that particular year in this year there will be a slight difference between 2021 and 2020.So we can see the differences in a particular year

LEARNING EXPERIENCE

I have done my Internship report on QcreteReady-mix pvt Ltd. It was a very good experience. This is a unique experience and gave me a good opportunity to learn and explore myself and to understand various aspects of the company.

I acquired a thorough understanding of how an organization operates as well as knowledge of its history, profile, growth, vision, and mission through organizational study. And this one-month project allowed me the opportunity to assess the company's progress. The report's goals were to gain practical experience, provide organizations with detailed knowledge of their job responsibilities, compare the real situation to the lessons learned in college, and complete the MBA program's requirements.

Qcrete Ready Mix Pvt Ltd is a leading ready-mix concrete company that provides high-quality concrete for a wide range of construction projects. The company offers an ideal learning environment for those who want to develop their skills and knowledge in the field of concrete technology.

The company provides on-the-job training to its employees and provides hands-on experience in operating various concrete equipment and machines. They also offer technical training programs that cover topics such as concrete mix design, quality control, and safety procedures. Additionally, the company regularly invites industry experts to conduct training sessions and workshops, which provide employees with the opportunity to learn about the latest trends and developments in the concrete industry.

Qcrete also offers opportunities for employees to attend conferences and trade shows, which provide a platform to meet with other industry professionals and exchange ideas and knowledge. In conclusion, working at Qcrete Ready Mix Pvt Ltd provides a dynamic and challenging learning experience that helps employees to grow both professionally and personally.

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Annexure


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Balance Sheet (in RS. Cr) 4 years:

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Bank Charges	0.02	0.05	0.04	0.03
Electricity Charges	0.02	0.04	0.03	0.02
Depreciation	0.54	0.68	0.54	0.49
Interest	0.18	0.21	0.19	0.17
Salary Allowances	0.43	0.52	0.50	0.48
Insurance	0.08	0.12	0.10	0.09
Travelling Expenses	0.18	0.21	0.19	0.17
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Speakers
Dr. Ramkumar Natarajan
Director
Navoday Sciences Pvt Ltd
Er. V R Kowshika
Executive Director
Amazecrete Pvt Ltd
Date : 21st October 2022 Time: 7pm to 8pm (IST)
Er. Shyju Nair
Treasurer
ICI-COCHIN
Dr. Job Thomas
Secretary
ICI-COCHIN
Dr. Anil Joseph
Chairman
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Dr. Elson John
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Speaker
Er Ritesh Nayak
MD, Ritesh Group of Companies
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