

INTERNSHIP REPORT ON
BRIGHT FLEXI INTERNATIONAL PRIVATE LIMITED, PADUBIDIRE

SUBMITTED BY
PRATHEEK K POOJARY

4AL21BA059



VISHVESHWARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI

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

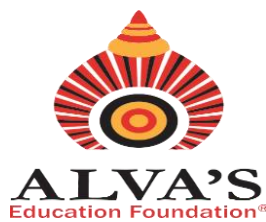
MARSTER OF BUSINESS ADMINISTRATION

Under the guidance of

INTERNAL GUIDE

Mrs. Priya Sequeira

HOD of MBA Department



P G DEPARTMENT OF BUSINESS ADMINISTRATION
ALVAS INSTITUTE OF ENGINEERING AND TECHNOLOGY
SHOBHAVANA CAMPUS MIJAR, MOODBIDRI.

March 2023



BRIGHTFLEXI INTERNATIONAL PRIVATE LIMITED

A UNIT OF AK BANSAL GROUP

MFG : HDPE/PP WOVEN, FIBC & INSECT FREE BAGS

Date: 22 Nov 2022

CERTIFICATE

This is to certify that **Mr. Pratheek K Poojary** bearing **Reg No : 4AL21BA059**, Student of Second year **Master of Business Administration (MBA)**, Alva's Institute of Engineering and Technology Mijar Moodabidire, has successfully completed his internship in our organisation towards the partial fulfilment of the requirement for the course of **Master of Business Administration (MBA)** in our organisation from 20 Oct 2022 to 19 Nov 2022.

During the above period, we have found him to be meticulous, regular and hardworking. We wish him success in his future endeavours.

For BRIGHT FLEXI INTERNATIONAL PVT. LTD.

Authorised Signatory

22/11/22.

To

Mr. Pratheek K Poojary,
Second year MBA,
Reg. No. 4AL21BA059
Alva's Institute of Engineering and Technology,
Moodubidire.



WINNER: India@75-Chemical & Petrochemical Industry Awards 2021 (Excellence in Sub sector Plastics, Polymer)

Regd. Off : 2nd Floor, Vertex One, Ballalbagh, M.G. Road, Mangaluru -575 003, Karnataka, India | Phone: +91 824 2453344

Factory : Brightflexi International Private Limited, R.S. No. 150/3A1, Inna Post, Karkala, Udupi - 576 121, India | Phone: +91 8258 270670

E-mail : info@brightflexi.com | www.akbansalgroup.com | www.brightflexi.com | CIN U25199KA2015PTC079875



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 **PRATHEEK K POOJARY** bearing USN **4AL21BA059**, 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 "**BRIGHT FLEXI INTERNATIONAL PRIVATE LTD., PADUBIDRI**" is prepared by her 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
Internal Guide

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DECLARATION

I **Pratheek K Poojary** here by declare that this Organisation Study conducted at **Bright Flexi International Pvt Ltd** is a record of independent work carried out by me under the guidance of **Mrs Priya Sequeira, HOD of PG Department, Alva's Institute of Engineering & Technology, Mijar.**

I also declare that this organisation study is towards the partial fulfilment of the university regulation for the award of the degree of **Master of Business Administration by Visvesvaraya Technological University, Belagavi**

I have undergone an organisation study for a period of four weeks. I further declare that this organisation study is based on the original study undertaken by me and has not been submitted for the award of any degree from any other University/Institution.

Place : Moodubidire

PRATHEEK K POOJARY

Date :

(4AL21BA059)

ACKNOWLEDGEMENT

I am related to present this report entitled “organization study with respect to Bright Flexi international private limited”. I consider it to be my privilege and pleasure to express words of gratitude and respect to all those who have guided and inspired me in completing this study.

It is my pleasure to extend my gratitude to our beloved principal **Mr. Peter Fernandis Alva’s institute of Engineering and technology Mijar** for giving me an opportunity to undertake this project.

I wish to express my profound gratitude to my guide **Mrs. Priya Sequeira HOD of MBA** for her valuable guidance and encouragement.

I express my heartfelt gratitude to my external guide **Mr. Santhosh Jogi, Admin Manager, Bright Flexi International Pvt. Ltd Padubidire**, Udupi for his support.

I wish to express my sincere gratitude to all teaching and non-teaching staff members of MBA department of Alva’s institute of Engineering and technology for their constant concern and support, last but not least I thank my parents my friends and all my well-wishers who have directly or indirectly helped me in completing this internship. This work would not have been possible without their encouragement and support.

Thank You,

PRATHEEK K POOJARY

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EXECUTIVE SUMMARY

Bright Flexi International Private Limited is majorly in null business from last 8 years and currently, company operations are active and Current board of 3 directors. They supply FIBCs tailored according to customer specifications.

They are one of the leading Manufacturer and exporters of FIBC from India, and they export to outside country. All FIBCs supplied by Bright Flexi are full quality tested and comply with international standards.

Bright Flexi International Private Limited is headed by the 3 directors of the company Mr. Anil Kumar Bansal, Abhinav Bansal, Sushma Bansal. The different departments include HR, Accounts, costing, R&D, store & purchase, internal transport, Logistics, Sales & Marketing production planning, quality, sample departments.

A detailed report on the project is prepared and presented in the following pages. This report contains six chapters which describes about the introduction and internship, purpose of the study and many more. It also includes detailed information about the industry profile, background of the organization. The main objective of the application is done on McKensey's 7s framework, Porters five forces model. In addition, SWOT analysis had been done along with analysis of financial statement, ratio analysis in order to interpret the financial condition of the organization,

At the end, the learning experience section which I had undergone through my internship program.

CHAPTER- 1
INTRODUCTION ABOUT THE
ORGANISATION AND
INDUSTRY

INTRODUCTION ABOUT THE ORGANISATION

COMPANY PROFILE

Bright Flexi Pvt. Ltd. [BFIPL] was established in 1986, under the guidance of the visionary chairman, Mr. Anil .K. Bansal. It is presently, closely held & efficiently supervised by the Bansal family. Bright is an ISO 9001:2015, certified company is headquartered in Mangalore, Karnataka (India). The company employees over 2000 people working in state-of-the-art facilities within well-established industrial complex area in Mangalore.



Bright flexi is an AK Bansal family group of business with 3 directors. They had manufacturing plant in padubidre, Karnataka, India. They will produce 500 metric tons per month. Bright flexi solutions have a wide outreach to customers in various industries with a world class facility housing the latest up-to-date technology for automatic material handling with Silos, machinery with auto die and thickness gauging system, numerous high speed and output machines with technologies from Austria and Germany. bright flexi International Pvt Ltd is a company Dedicated to strong corporate ethical standards. Fair treatment for all of our staff is something they are dedicated to. They actively oppose using child labour in accordance with the Indian Labour Act, which is in line with this. All of their staff members must be older than 18 to work for them, they guarantee.

They are fair towards their competition and resist indulging in unhealthy and unethical trade practices. Hold paramount the safety, health, environment, and welfare of the public in the performance of professional duties.

Bright flexi has consciously followed a policy of continuous up-gradation of plant and machinery to stay abreast with the latest developments in the field of extrusion, weaving and sewing technology. As a result, the firm has achieved high level of Integration of Operations. Bright flexi's III Unit is spread over an area of 4 lacs Sq feet with a production capacity of 30000 MT per annum. Bright flexi maintains to achieve finest quality and quantity of production.

Bright Flexi Pvt. Ltd can create a safe working environment :

- Being Aware and Identifying workplace Hazards
- Implementing Workplace Safety Programs
- Providing Proper Safety Training to Employees
- Using Protective Safety Equipment
- Easy Access to Exits in Case of Emergencies
- Using Mechanical Aids

INDUSTRY PROFILE:

Manufacturing is the production of merchandise for use or sale using labour and machines, tools, chemicals, biological processing, and formation. Flexible intermediate bulk containers (FIBCs) are used in various end-use industries such as food, chemical, pharmaceutical, building & construction, agricultural, mining, manufacturing, and waste handling. Flexible intermediate bulk containers lower the total weight of bulk packaging owing to their negligible weight. They can be stored in a small space by folding and pressing multiple FIBCs together. FIBCs are made of flexible woven typically polypropylene (PP) and have a capacity to hold 500 kg to 2,000 kg of weight. These flexible intermediate containers are commonly used to store dry and flowable products such as grains, seeds, salts, chemicals, sands, clays, cement, and others. Primary end use of FIBC is to handle raw, semi-finished, and finished granules and small-size materials in industrial premises.

Filled flexible intermediate bulk containers are handled mechanically by forklifts in industrial premises. FIBCs are available at low costs, low weights, and are easy to handle. As a result of these benefits offered, FIBCs are widely used in food & beverages, pharmaceuticals, agricultural, and chemical industries. On account of the

aforementioned benefits, their adoption rate in bulk packaging is considerably higher as compared to rigid and corrugated packaging.

Food and chemical are the key end-user industries for the global FIBC market. In the food industry, FIBCs are largely utilized in food processing companies and to handle agricultural products including grains, rice, potatoes, cereals, and others.

These flexible intermediate containers are frequently used for processing PET, PTA, carbon black, steel, alloys, and minerals in the chemical and other sectors. Cement, sand, and other building supplies are also utilised with them. The construction and chemical industries' steady development rates are expected to have a positive effect on the worldwide market.

Over a period of time, a number of flexible packaging materials are developed with high degree of functional properties to meet the requirement of food products in terms of longer shelf life, compatibility, high mechanical strength to avoid any kind of damages of packages and foods due to mechanical hazards which might occur during handling, storage and transportation.

HISTORY

Bulk Bags or FIBC Bags were first manufactured in the late 1950s or early 1960s. In the 1970s,

FIBC's popularity increased dramatically, especially in Europe as a result of the global oil crisis. It is known that during the above-mentioned period, FIBCs were produced in the United States, Europe, and Japan. During that time, FIBCs were made of PVC rubber and used to transport carbon black in the rubber industry. The UN label should be imprinted on the container's body when dangerous objects are shipped in FIBCs. India has grown to be a frontline manufacturer of the FIBC Bags in the world. In order to cut down the costs, the FIBC manufacturers started using the woven polypropylene resin that's still being used today.

By the 1970s, FIBC bulk bags had started catching the eye of many countries. As the Middle Eastern countries began importing cement from Spain, Italy, and Northern Europe, the demand for FIBCs also grew.

Then sometime in the 1980s, the US Department of Transportation granted various exemptions that allowed jumbo bags to handle hazardous materials. This encouraged

the chemical, pharmaceutical, and waste-disposal industries to start using FIBC bags for more efficient and safer operations.

GLOBAL DEMAND

Global demand for Flexible Intermediate bulk containers will register a CAGR of 6.3% by 2021, as per ReportsnReports.com. FIBCs are used in chemical, fertilizers, and food sectors. Significant growth in sectors such as food and horticulture, which are posting above average CAGRs, has led to a considerable increase in the demand for FIBCs. The growing need to reduce the overall weight of the bulk packaging and transporting materials is a major factor driving the demand for packaging sacks in the construction, chemical, and fertilizer sectors.

Commenting on the flexible intermediate bulk container market report, an analyst says the growing environmental concern about the usage of synthetic plastic, which is mostly derived from petroleum feedstock, has encouraged the industry to develop eco-friendly plastics for consumers. Companies such as Braskem and The Dow Chemical Company have been investing heavily in developing technologies to produce bio-based polymers through biomass. We expect that bio-based polymer will be produced more than 2.5 times than its volume in 2015. Its volume was around 6.6 million tons in 2015, which is expected to grow to more than 16.7 million tons by 2020. Globally, polypropylene and polyethylene are the widely used plastics for the production of FIBCs. Increased demand for bio-based products has shifted the focus of manufacturers from synthetic to bio-based polypropylene for the production of FIBCs.

Further, the report states that fluctuations in the price of raw materials are another major challenge faced by vendors in the global FIBC market. Crude oil and natural gas are the major sources of naphtha and ethylene, which are the basic materials used to manufacture polypropylene. The polypropylene market and manufacturers have been facing challenges in areas such as fluctuation in the demand and supply of raw materials and volatility in prices.

INDIAN FIBC IN THE GLOBAL CENTRE STAGE

India is already the second-largest manufacturer of FIBC in the world and has proved to be a cost-efficient country for manufacturing FIBC. Although industrial growth in developed nations was impacted by the economic recession, the Indian FIBC industry

gained significance due to their capability to manufacture products according to their customers' behest while maintaining sustainability, aesthetic display and convenience. The organized players with a good marketing network in FIBC industry have an opportunity to establish their foothold in key markets where production outruns the demand and extend their geographical reach to tap latent demand in developing countries. The demand for FIBC bags is likely to remain robust on the back of strong growth of food and minerals industry in International Markets, cost effective handling and transportation advantages. Particularity due to low cost the Indian FIBC industry is favoured hub for FIBC globally. There is also enormous growth potential for plastic products considering that per capital consumption is less than half of the global average.

The packaging industry in India is one of the fastest growing industries having influence on all industries, directly or indirectly. Indian packaging industry has registered a CAGR of 16% in the last five years. The spending on packaged foods is increasing due to increase in per capita income, urbanization and growing numbers of working women. There is great growth potential since India's per capita consumption of packaging is only 4.3 kg whereas neighbouring Asian countries such as China and Taiwan are about 6 kg and 19 kg respectively. This clearly indicates that the market is under penetrated and offers a great business opportunity for the Indian plastics packaging industry.

CHALLENGES OF THE INDIAN FIBC INDUSTRY

Even after such increasing demand in the market, FIBC bag manufactures are facing lots of challenges. The four significant challenges are volatility in raw material prices, higher raw material prices in India than China and Vietnam, retaining human resources, and zero government support. At Safe Flex, 50 percent of the company's sales are made on long-term contracts, allowing them to pass on the price variation, both ways, to customers. For other 50 percent contracts, Safe Flex buys the material every week as they get the orders. And in this way, they mitigate volatility in RM prices.

Along with this, India being a hub of the FIBC manufacturing world, the demand for skilled workers and good managers is always there, leading to as much as 10-12 percent rise in wages every year. However, Safe Flex, to retain human resources, offers their people long-term advantages like providing them assistance in getting houses under

PMAY, provide excellent working conditions, build comradery through various functions and team games, provide financial aid on special occasions for employees of 5+ years of service, and an open-door policy.

POTENTIAL MARKET FOR FIBC:

Transporting food grade products:

The FIBCs from popular FIBC bags manufacturers in India are popular for packaging food products. Dryable, pulverized, and coarse food particulars can be packed in these bags and transported in bulk.

Transporting pharmaceutical products:

Pharmaceutical goods are always held to an equivalent , if not further, strict environmental and hygiene morals as food products.

Transporting chemicals:

FIBCs with perfect sift substantiation seams, and effective liners are often wont to transport pulverized or coarse chemicals in bulk. These bags empty with a minimum of air contamination and save space for storing as they're collapsible

Transportation of agricultural products:

Agrarian products analogous as conditions, beast feeds (drunk), and other related products are often packed within the FIBCs and transported in bulk.

Transportation of structure/ construction paraphernalia:

The transportation and operation of construction paraphernalia analogous as complexion, cement, soil, and other related products is a tough task.

Petroleum products transportation:

When handling flammable products, the figure-up of electrostatic charges can affect in dangerous explosions

CHAPTER-2

ORGANISATION PROFILE

ORGANISATION PROFILE

This chapter describes the organization where the internship was undertaken. The chapter informs the background of the company, nature of business, vision, mission, quality policy, product/service profile, ownership pattern, achievements/awards if any, and future growth and prospects.

2.1 BACKGROUND OF THE COMPANY

India's packaging industry is growing by leaps and bounds. Only a handful of manufacturers contribute a majority of the quality production. Bright flexi International Private Limited (BFIPL), a part of A K Bansal group of Industries, is an ISO 9001:2015, 14001-2015, 45001:2018 & 22000-2018 certified company, manufacturing PP/HDPE based poly woven products. Established in 1986 in Mangalore, under the guidance of the visionary chairman, Shri. Anil Kumar Bansal. There 3 directors ABHINAV BANSAL, ANIL KUMAR BANSAL, SUSHMA BANSAL, Bright flexi offers a wide range of Packaging Solutions to an array of customers in various industries. The organization has been a preferred one stop unit for quality FIBC, PP woven sacks and fabrics, AD star Block Bot-tom bags, BOPP laminated bags, BOPP Back Seam bags, Bright flexi's Food Safety Bags, Leno Laminated Bags and much more.

BRIGHTFLEXI, take immense pride in the quality services we provide. We are the preferred one stop unit for quality FIBC's (Jumbo bags), PP woven sacks and fabrics, AD star block bottom bags, BOPP laminated bags, BOPP Back Seam bags, Easy opening bags, Pinch bottom bags, Leno bags with or without BOPP lamination, Zerofly bags, and much more. As speed is the new currency in business today, with a start in early 1990's, it has enhanced its capabilities in 2 decades at a breath-taking pace and is operating successfully through IV manufacturing units. Our present Production Capacity is 30,000 Metric tons per annum. BRIGHTFLEXI firmly believe that road to success is always under construction,

Bright is proud to introduce for the first time in the country a shiny PP Fabric, manufactured under the "MAKE IN INDIA" initiative. The fabric is highly glossy & bright, named

“Ahindra”. It has a pristine aesthetic appeal to it that makes it unique. Block bottom bags/ AD Star Bags are well suited for medium and large content. These bags are laminated bags, made without adhesives, using heat sealing technology. These bags are commonly used in cement, white cement, fertilizer and fine material packaging. Bags are manufactured as per customer requirement for packing from 20kg to 50kg material.

Bright flexi specializes in new types of packaging solutions for the retail industry. After entering into Technical Alliance with Vestergaard, Bright flexi started manufacturing and marketing of Bright flexi’s Food Safety Bags, as the name itself indicates Bright flexi’s Food Safety Bags prevent the insect’s manifestation to the food grains / seeds stored in the bags

Further, Unit III of Bright was established in 2017 at Padubidri, Karnataka, INDIA, introducing value added products like FIBC, Block Bottom bags/ AD Star bags, Pinch Bottom bags, along with the pre-existing product line. BRIGHT has an impeccably high standard for machinery and quality parameters, enabling it to be one of the very few suppliers of all types of polypropylene products to various MNCs, for the purposes of cement & white cement packaging, Leno Bags for bulk packing of vegetables, packaging needs of other industries such as Chemicals, Rice, Sugar, Fertilizers, Cattle feed, Textiles and many more all across the country The unit has the additional advantage of being a stone throwaway from the Mangalore Sea Port.

2.2 NATURE OF THE BUSINESS :

Bright flexi International, manufacture a wide range of FIBC Bulk Bags and tailor them to customer specifications, meeting the storage and transportation needs across industries. Company follows top manufacturing practices complying with global standards and maintain stringent quality control to make sure every FIBC product is superior in quality and offers the best value for money.

Provide customization Friendly packaging solutions

Made from woven polypropylene fabric, these FIBC Bags or Jumbo Bags come in different shapes and sizes. However, the most important aspect of these bags is that they can be customized according to the specific business needs, keeping in mind the product specification. FIBC Bags or Jumbo Bags are great as custom packaging

solutions as they can be tailor-made in accordance with the type and nature of your products. Depending upon the material you wish to transport, like agricultural products, chemicals, food, metal, etc. FIBC Bags are the best choice. Reputed FIBC manufacturers can design such bags for you as per your specifications.

As great Custom Packaging Solutions, these bags can be tailor-made according to the following ways:

- Capacity and Sizes
- Non- Food Grade or Food Grade
- Type (A, B, C, & D)
- Can be designed according to your product – Filling and charging features.
- Bring versatility to packaging solutions
- Minimizes hazards in packaging solutions

FIBC or Big Bags are safe for storing and transporting certain critical products like flammable items or products that are prone to static charges which can build up to cause explosions. The anti-static characteristics of FIBC bags make them a safe choice in stacking, storing, transporting, and lifting petroleum products and other flammable products

2.3 VISION, MISSION, QUALITY PROFILE

Vision

As the saying goes “Only dead fish go with the flow”, we at BRIGHT are very much alive and breathing, flowing upstream against the currents of numerous challenges that we face. With a strong foothold in the Indian Industry, we are now looking for opportunities to cross borders and be known worldwide. The exponential growth that we have witnessed has bolstered our confidence. It has increased our drive to incessantly strive for novel arenas to venture through.



Mission

To provide cost – efficient and value-added products.

To achieve complete customer satisfaction.

To improve our capabilities for a quality and speedy production.



Quality Policy

Bright believes that any business conduct can be ethical only when it rests on the nine core values:

Honesty & Integrity

Respect & Fairness

Purposefulness & Trust Responsibility,

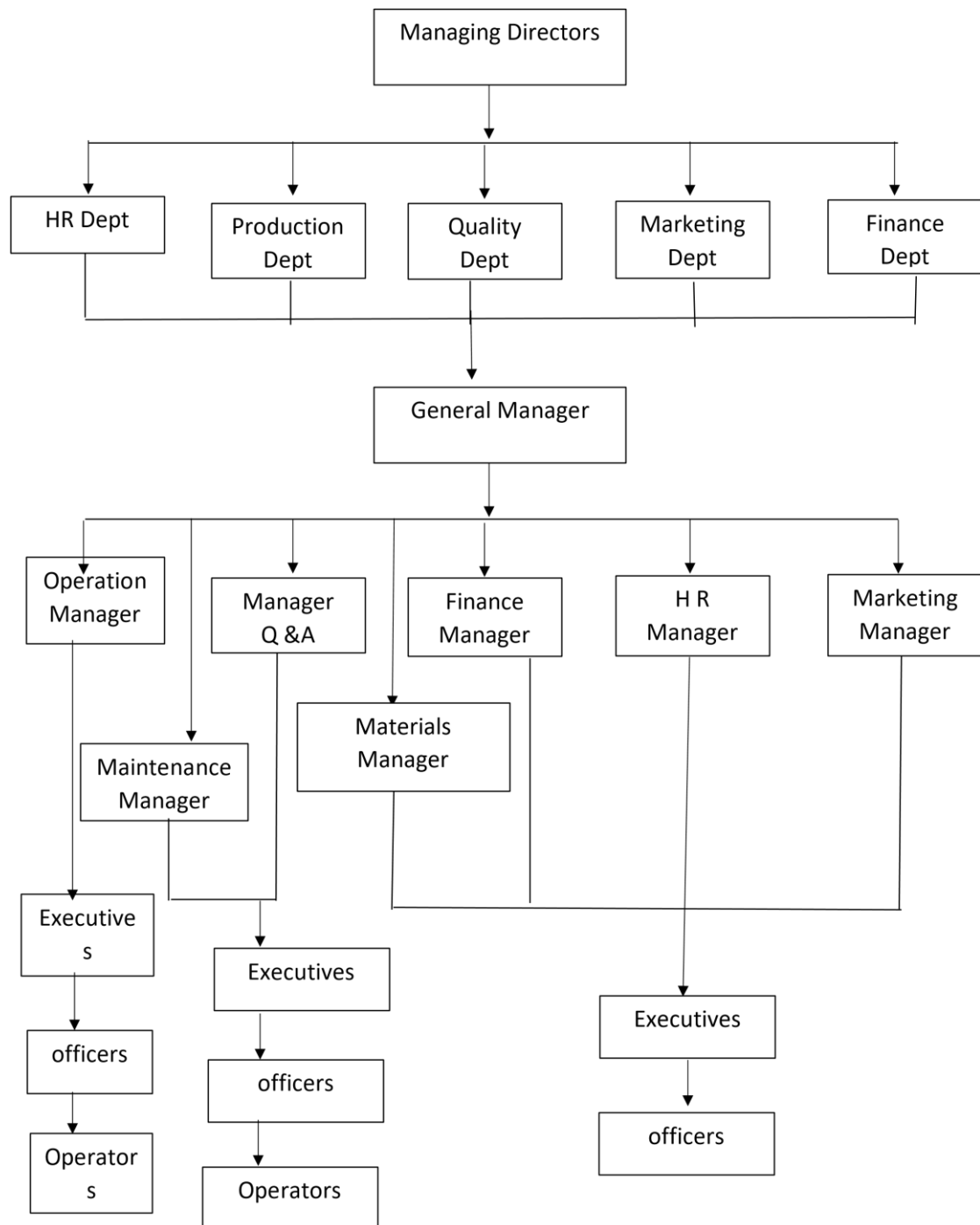
Citizenship and caring.



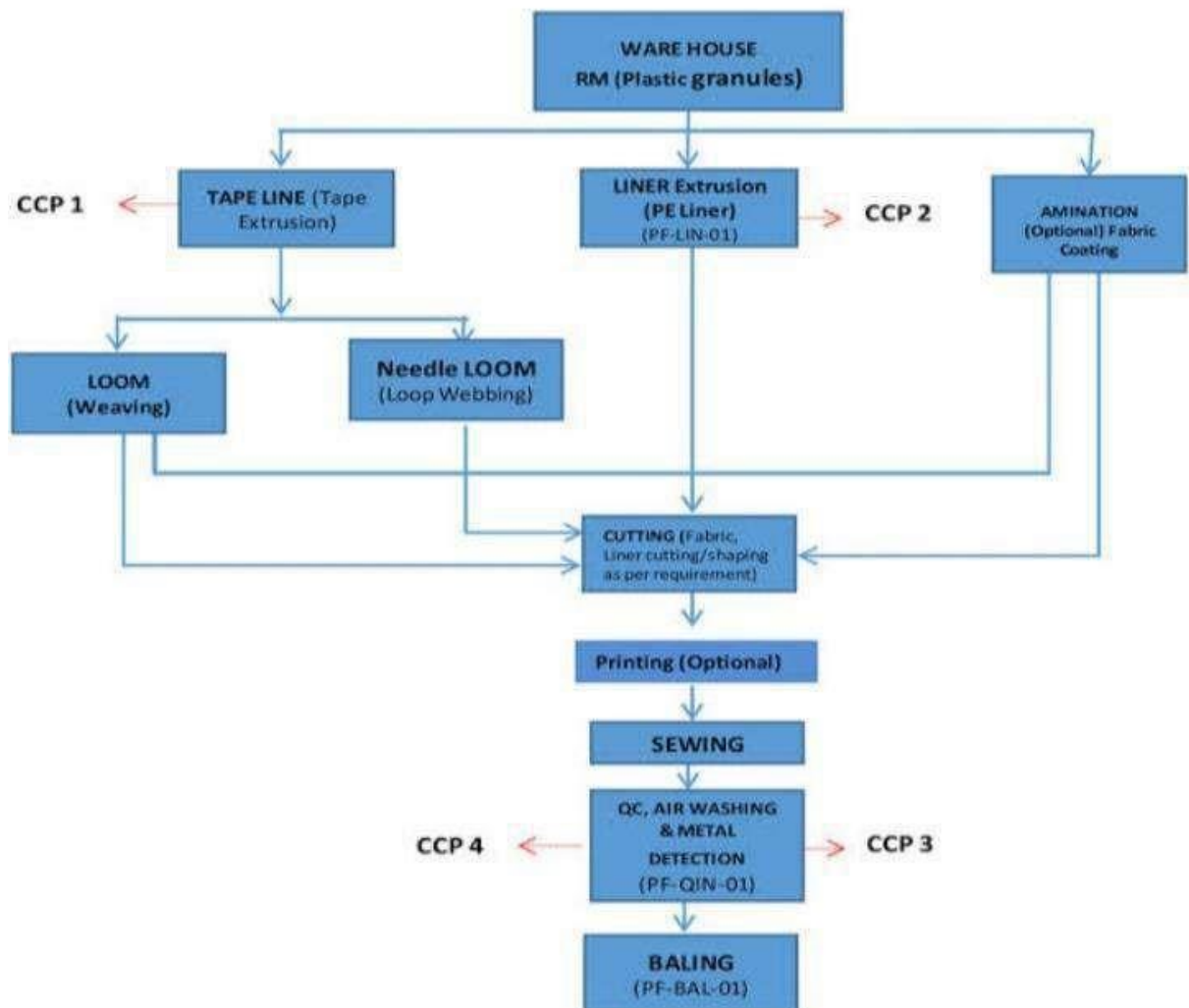
BRIGHT has a completely integrated and modern facility that is equipped with requisite experience, infrastructure and expertise to design and manufacture customized products that are tailored to meet the requirements of our valued customers. Bright believes in establishing close and honest long-term relationships with their clients.

We guarantee your satisfaction for we believe your success begets our success.

2.4 WORKFLOW MODEL



PRODUCTION FLOW PROCESS



2.5 PRODUCT OR SERVICE PROFILE :

“We don’t find customers for our products; we find products for our customers.”

Bright has completely integrated and modern facility equipped with the requisite experience, infrastructure and expertise to design and manufacture customized products that are tailored to meet the requirements of our valued customers. Bright believes in establishing close and honest long-term relationships with their clients. We guarantee your satisfaction and believe success in your business has a direct relationship to success in ours. We offer complete customised services for PP woven bags and sacks as per client specification and requirement.

FIBC / Jumbo / Bulk Bags

The Block bottom bags are best bags for medium and big content.



AD Star Block Bottom Bags

These bags are laminated bags, made without adhesives using heat sealing .



BOPP Bags & Fabrics

We offer attractive packaging solutions that are used for packing of products.



Polypropylene Woven Bags

Bright is one of the leading Polypropylene (PP) bags manufacturer in South India.



Pinch Bottom Bags

Bright FIPL specializes in new types of packaging solutions for retail industry.



Leno Bags & Fabrics

Bright is counted among the reputed Manufacturers and Suppliers .



PP & HDPE Fabrics

BRIGHT's high quality fabric is woven on an array of wide width looms. Fine and consistent even fabric is manufactured.



Multifilament Yarn

Multifilament yarn is made of Polypropylene. It is stronger than common sewing thread.



BOPP Back Seam bags

Back seam bags are easy open tubular bags made in trendy designs and patterns. These bags are highly attractive and easy for customer usage



Geotextiles

Geotextiles have high tensile strength and load capacity. These are often used for road construction, prop up shorelines or beaches etc.



2.6 OWNERSHIP PATTERN

Bright Flexi International Pvt Ltd is a A K Bansal group of industries. BFIPL is a private limited company. The company has 3 directors and no reported key management personnel. The longest serving directors currently on board are Anil kumar Bansal and Abhinav Bansal who were appointed on 17 April, 2015. They have been on the board for more than 7 years. The most recently appointed director is Sushma Bansal, who was appointed on 24 July, 2020.

Anil kumar Bansal has the largest number of other directorships with a seat at a total of 4 companies. In total, the company is connected to 3 other companies through its directors.

CHAIR MAN - ANIL K BANSAL

PRESIDENT - JITESH AGRAWALASZ

MANAGING DIRECTOR - N. PADMANABHAN

BUSINESS HEAD-POLY DIVISION – SABARISH PADMANABHAN

CIN/LLPIN/FCRN - U25199KA2015PTC079875

COMPANY NO - 079875

COMPANY CATEGORY - COMPANY LIMITED BY SHARES

COMPANY SUB CATEGORY - NON- GOVT COMPANY

COMPANY CLASS - PRIVATE

AUTHORISED CAPITAL - 2.50 CR

PAID UP CAPITAL - 1.98 CR

INDUSTRY - PACKAGING

2.7 ACHIEVMENTS / AWARDS :

India@75-chemical and petrochemical Industry Award 2021.

(Excellence in sub sector Plastics, polymer)

ISO 14001:2015 - Environmental Management System

ISO 45001:2018 – Occupational Health & Safety Management System

ISO 9001:2015 – Quality Management System

FKCCI 17th edition of Exporter Excellence Awards – 2022

(Best district exporter)

Certifications of FIBCA Membership – 2022

Unlike other providers, Bright Flex specializes in Innovations (flood control barriers, super stable bags, cube bags), Pharma Grade and Food Grade FIBCs and special products (BOPP FIBCs etc). Other than this, the company is specialized in customer service. Except in 3 months of onset of pandemic (April- june 2020), Safe Flex delivered 96 percent of containers on time. Also, 94 percent customer retention

against a world average of 67 percent for a manufacturing industry is Bright Flexi's most significant achievement.

2.8 FUTURE GROWTH AND PROSPECTS :

In view, The Bright Flexi Pvt ltd future ability to generate larger profits, expand its workforce and increase the production. BFIPL wants to increase their manufacturing units in future and Global export in future and focus on customer satisfactions and generate employment for local peoples.

Chapter 3

Mckinsey's 7S Frame Work and Porter's Five Force Model

Consultants at McKinsey & Company developed the 7S model in the late 1970s to help managers address the difficulties of organizational change. The model shows that organizational immune systems and the many interconnected variables involved make change complex, and that an effective change effort must address many of these issues simultaneously.

The model categorizes the seven elements as either "hard" or "soft":

Hard Element	Soft Element
Strategy	Shared values
Structure	Skills
System	Style
	Staff

STRATEGY :

The strategy element is a detailed plan that organizations create for successful change implementation and to gain a competitive edge. The entire performance of work is based on the brand the Bright Flexi mainly focus on the customer satisfaction they get the order from the customer and do the product how they said some customers says like modification in their products. so Bright flexi 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. The Bright Flexi respect the old customer and the new customers.

➤ CORPORATE STRATEGY :

- To expand the business
- To be highly recognised in global market place.
- To expand sales globally

➤ **BUSINESS LEVEL STRATEGY:**

- To match the company's long-term vision, it helps ensure that everyone is working toward the same goals.
- Recruit new and talented employees and to provide them proper training so that there can be reduction in wastage of resources.
- B2B business strategy, the company will Collab with other companies around globe to expand its business.
- To bring some changes in the product and to enhance the quality of bags so that customers can experience the change.

➤ **FUNCTIONAL LEVEL STRATEGY:**

➤ **MARKETING DEPARTMENT:**

- In marketing strategy, the company mainly concentrated to achieve the 4P's of marketing (Price, Product, Promotion, Place).
- Improving service facilities to enhance customer satisfaction.
- To maintain the reputation in the market.

➤ **HR MARKETING:**

- Giving on the job training to workers to adopt the required skills of the particular industries.
- Attract the competitor's 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.

STRUCTURE :

Structure of Bright Flexi Pvt Ltd structure is 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. BRIGHT FLEXI INTERNATIONAL PVT LTD has functional organisation structure since every department takes care of its own functions.

Rules And Responsibilities :

- Free tea for employees, for lunch coupon can be taken from the biometric machine located in canteen and deduction will be made from monthly salary.
- Transport facility is provided for workers in different shifts
- First aid room is located near HR office with in-house ambulance facility.
- Salary is paid on every 7th of every month.

SYSTEMS :

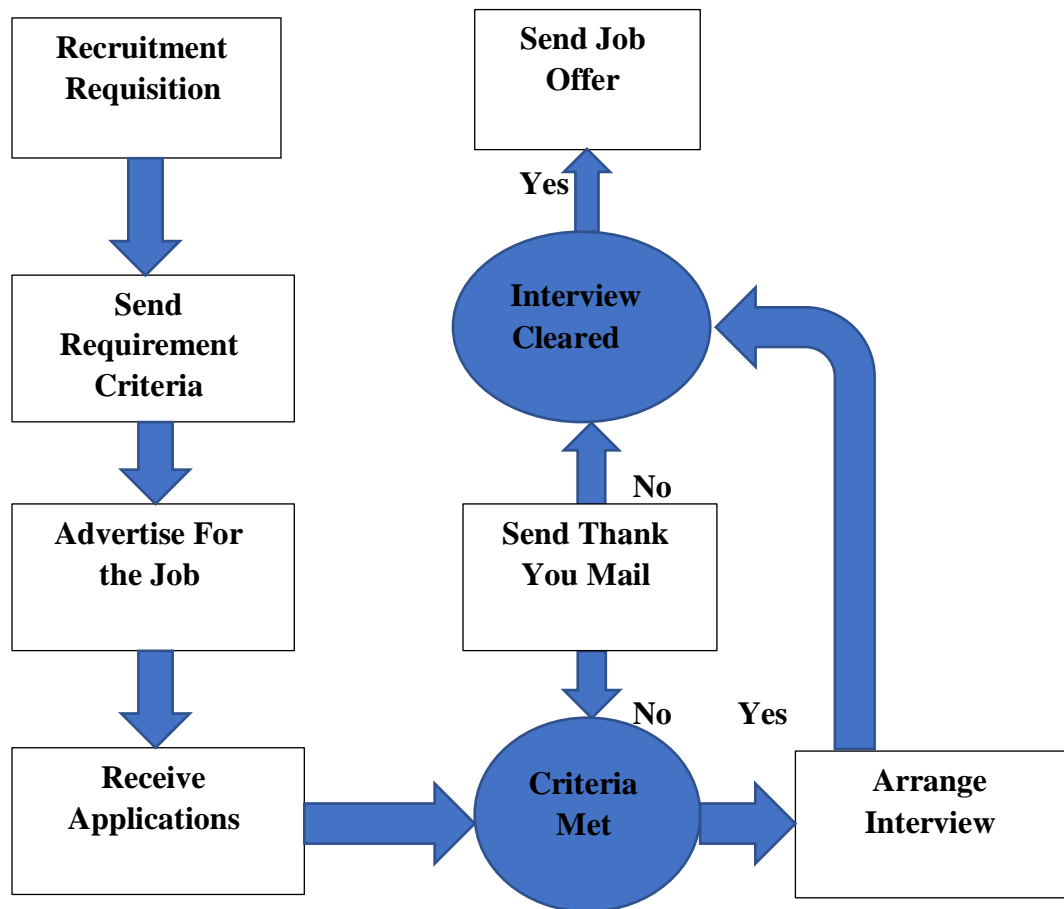
Systems includes formal and informal procedures that support the strategy and structure, the marketing, finance, HR, Operational, Public relation department work for the growth to the organisation the Bright Flexi's system is effective to achieve the company objectives, in other words it is the process and flows that show the how Bright Flexi gets its day to day things, done, this includes the procedures and routine that characterize an important work is to be done which is mainly looked by managers.

Bright Flexi International Pvt Ltd. has a system of evaluating the performance of employee to maintain the records and for the pay roll.

Based on the efficient performance the payroll or incentives also been increased. Promotions are also being influenced on the performances.

Bright Flexi has maintained the proper systems in workplace. They maintain systematically human resources, finance, productions, sales, supply chain, warehouses, distribution etc,

RECRUITMENT FLOW CHART:



SHARED VALUES :

These are the core values governing in Bright Flexi's health. While implementing a change, organizations expect a behavioural modification from their employees, which is only possible to change companies' strong culture and organizational values.

The Bright Flexi's employees are from different places and different culture, norms and beliefs so they difficult to adjust to that organizational environment. The company can give the training about the organisational attitude, culture, behaviour, values etc, company give the training on the basic corporate values.

The BFIPL Business Shared values Emphasizes the Following:

- Core values :
 - Creativity
 - Honesty

- Transparency
- Accountability
- Trust
- Quality
- Heritage
- Corporate culture
- Task alignment with values
- The employees are the most important resources of the company. The company treats them with respect and dignity.
- Quality is the key to productivity, improve the cost reduction.

STYLE :

The relationship between the top-level managers to the employees in the organisation are balanced with the managers and staff they are seeking the suggestions from the supervisors and employers. Here IN BRIGHT FLEXI International private ltd PARTICIPATIVE LEADERSHIP STYLE is followed by giving small amount of authority along with this the staff to get huge amount of accountability and responsibility. Bright Flexi have a more than Two directors so here they can get the suggestions or solution from them as top level or corporate level then after them it comes to the medium level under this manager of a specific department and lastly the lower level, they are supervisors, line managers.

Bright flexi international private ltd the top managers let the staff to take decisions regarding various issues related to their department and they can also take guidance from the top authorities if required.

STAFF :

"Staff" refers to the number and types of personnel in Bright Flexi and companies develop employees and shape basic values. This element represents the Bright Flexi has talented pool of employees, the size of the existing workforce, and their motivations. The employees are well trained and rewarded within the organization. The employees are fully trained and well knowledge of machine handling.

The Bright Flexi Pvt Ltd has more than 2000 workers and they are all working under their separate departments. The workers are well trained to machines. The top management had to controlled the sub ordinates.

Managing Director:

Responsibility:

- Overall control of the company
- Responsibility for customer satisfaction
- New product development and process improvement
- Growth and company profit

Authority:

- Approve quality assurance manual
- Interact with customers
- Approve capital goods

Production Manager:

Responsibility:

- Overall responsibility of production, planning and control
- Safety and house-keeping of entire factory
- Process improvement and productivity
- Upkeep of relevant records

Authority:

- Introduce new production methods/materials to improve productivity and quality

Maintenance Manager:

Responsibility:

- Make payment to suppliers on due date
- Housekeeping in respective areas

Authority:

- Prepare and send cheques/DD

Accounts Manager:

Responsibility:

- Maintain books of accounts
- Prepare financial statement at defined intervals
- Update the salary, advance register

Authority:

- Transferring the entries to computer
- Raise debit/credit notes

Assistant Manager of Quality Assurance:

Responsibility:

- Process inspection
- Training of quality assurance personnel

Authority:

- Accept the product at inward good stage

Marketing and Administration Officer:

Responsibility:

- Central excise formalities and related activities
- Cash handling
- Upkeep and maintenance of the following records
- Central excise records

Authority:

- Purchase stationery

Purchase Officer:**Responsibility:**

- Local purchase
- Cash purchase

Authority:

- Authorized to procure material from approved supplier in consent with Director

SKILLS :

The actual skills and competencies of the organization's employees. Skills refer to the abilities of employees to complete tasks the Bright Flexi's employers are stick to the tasks and are well skilled and trained employers. Skills gaps overburden experienced employees who have to pick up the slack for their co-worker's inexperience. It's essential to identify the skill gaps and create relevant employee training programs to bridge these gaps. In bright flexi international private ltd, in every department the team leaders or the experienced employee will take a training session for the new employees and the existing employees who require Training. Counselling , On-Field training will be conducted to improve the skills of employees.

Bright Flexi has the well trained and skilled employees in the organisation. They are conducting the skill development and management, safety measures, company policies, rules and regulation training programmes.

The BFIPL Business Skills Emphasizes the Following:

- Employee skills
- Employee skills vs task requirements
- Skill management
- Company's competitive advantage
- Training on the job
- Company Policies
- Safety Measures
- The action plan during accidents

Porter's Five Force Model

Porter's five forces help to identify where power lies in a business situation. This is useful both in understanding the strength of an organisation's current competitive position, and the strength of a position that an organisation may look to move into.

- Threat of New Entrants
- Bargaining Power of Suppliers
- Bargaining Power of Buyers
- Threat from Substitute Products
- Rivalry among the existing players

By analysing all the five competitive forces Bright Flexi Pvt Ltd strategists can gain a complete picture of what impacts the profitability of the organization in Packaging & Containers manufacturing industry

Threats of New Entrants :

New entrants in Packaging & Containers manufacturing brings innovation, new ways of doing things and put pressure on Bright Flexi's through lower pricing strategy, reducing costs, and providing new value propositions to the customers. Bright Flexi Pvt Ltd has to manage all these challenges and build effective barriers to safeguard its competitive edge.

No company is entirely protected from the threat of disruption, but differentiation from the market provides more control to the company.

How Bright Flexi can tackle the Threats of New Entrants :

- By innovating new products and services. New products not only bring new customers to the fold but also give old customer a reason to buy Bright Flexi's products.
- By building economies of scale so that it can lower the fixed cost per unit.
- Building capacities and spending money on research and development. New entrants are less likely to enter a dynamic industry where the established players such as Bright Flexi keep defining the standards regularly.

Bargaining Power of Suppliers :

All most all the companies in the Packaging & Containers manufacturing industry buy their raw material from numerous suppliers. Suppliers in dominant position can decrease the margins Bright Flexi can earn in the market. Powerful suppliers in FIBC Goods sector use their negotiating power to extract higher prices from the firms in Packaging & Containers manufacturing field. The overall impact of higher supplier bargaining power is that it lowers the overall profitability of Packaging & Containers.

How Bright Flexi can tackle Bargaining Power of the Suppliers :

- By building efficient supply chain with multiple suppliers.
- By experimenting with product designs using different materials so that if the prices go up of one raw material, then company can shift to another.
- Developing dedicated suppliers whose business depends upon the firm.

Bargaining Power of Buyers :

Buyers are often a demanding lot Bright Flexi has buyers from domestic and foreign country. They want to buy the best offerings available by paying the minimum price as possible. This put pressure on Bright Flexi profitability in the long run. The smaller and more powerful the customer base is of Bright Flexi the higher the bargaining power of the customers and higher their ability to seek increasing discounts and offers. The company has more customer in domestic as well as outside the country they produce the product how the buyer demanded like that they producing if any alteration or modification needed for some particular customer, they done it. They deliver the product to customer at timely as early discussed with the buyers in what time product needed.

How Bright Flexi can tackle the Bargaining Power of Buyers :

- By building a large base of customers. This will be helpful in two ways.
- By rapidly innovating new products. Customers often seek discounts and offerings on established products so if Bright Flexi keep on coming up with new products, then it can limit the bargaining power of buyers.
- New products will also reduce the defection of existing customers of Bright Flexi's to its competitors.

Threats of Substitute Products or Services :

There is no substitute product to the FIBC in the market. When a new product or service meets a similar customer needs in different ways, industry profitability suffers. 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.

Often, products or services can have substitutes that make them more vulnerable, as customers in these instances have more optionality. If the threat of substitute is high then Packaging company has to either continuously invest into R&D or it risks losing out to disruptors in the industry.

How Bright Flexi can tackle the Threats of Substitute Products / Services :

- By being service oriented rather than just product oriented.
- By understanding the core need of the customer rather than what the customer is buying.
- By increasing the switching cost for the customers

Rivalry among the Existing Competitors :

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. Bright Flexi's operates in a very competitive Packaging & Containers manufacturing industry. This competition does take toll on the overall long-term profitability of the organization.

How Bright Flexi can tackle Intense Rivalry among the Existing Competitors :

- By building a sustainable differentiation
- By building scale so that it can compete better
- Collaborating with competitors to increase the market size rather than just competing for small market

Chapter – 4

SWOT Analysis

A SWOT analysis helps find best match between environmental trend (opportunity and threats) and internal capabilities.

SWOT Analysis is a strategic planning tool to evaluate the strength, weakness, opportunity and threats involved in a project or in a business venture. It involves specifying the objective of the business venture or project and identifying the internal and external factors that favourable and unfavourable achieving that objective.

The aim of any SWOT analysis is to identify the key internal and external factors that are important to achieving the objective. SWOT analysis group key pieces of information into main categories: Internal and External factors, Internal factors includes strength and weakness, External factors includes Opportunity and Threats.

STRENGTHS :

As one of the leading companies in its industry, Bright Flexi has numerous strengths that enable it to thrive in the market place. These strengths not only help it to protect the market share in existing markets but also help in penetrating new markets.

- Promoters of this company have more than three decades of experience in the line of business.
- Strong Management (No raw material problem)
- Products have good demand in the market
- Available in many designs and colours, Timely delivery
- Good relationship with vendors which help to maintain smooth running of the business activities.
- Good relationship with suppliers
- The company got the ISO certificate for producing quality products

WEAKNESSES :

Weakness are the areas where Bright Flexi can improve upon. Strategy is about making choices and weakness are the areas where a firm can improve handling the machine and its technology using SWOT analysis and build on its competitive advantage and strategic positioning.

- Unskilled workers
- Employees inability to adapt to change in the technology

- Lack of technological updating in the organisation
- Lack of Maintenance department
- Absence of R & D department, High maintenance cost of machines
- Lack of inventory control, Higher wastages and Higher lead time

OPPORTUNITIES :

Opportunities in SWOT result from the existing strengths and weaknesses, along with any external initiatives that will put in a stronger competitive position. The Bright Flexi has the opportunity to increase their product to global level because of the FIBC products are needed in every carrying products like cement, fertiliser bags, vegetable bags, chemical bags, etc. These could be anything from weaknesses that would like to improve or areas that weren't identified in the first two phases of the analysis.

- Generates job opportunities
- Demand and supply gap is very wide in the FIBC production, so the company can take advantage of demand and supply gap
- Reducing service cost. Improving customers retention
- Develop and retain the best talent, New business alliances with clients abroad
- Different products can be produced using polymer
- The organization has wide opportunities in near future for its expansion of markets

THREATS :

Threats in SWOT are areas with the potential to cause problems. Different from weaknesses, threats are external and out of control. This can include anything from a global pandemic to a change in the competitive landscape. The threats are competition and government policy, imports duty of raw material is high in India these are the threats to the company.

- Competitors
- Government rules and regulations
- Frequent power failure generators, Customers' rejection of the goods produced
- Society opposing the usage of plastics, Union members

- Increase in the cost of raw material, transportation, power and so on, so the expenditure is also increasing
- Entry of foreign investors with improved technology and reduced cost of production can make the unit unviable
- Unstable value of rupee against US Dollar
- Fluctuation of raw material prices

Chapter-5

Financial Statement Analysis

A financial statement is a written record which provides complete information about the financial position, and performance of the company to make the 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 shareholder's equity. This statement not only helps the company with the economic decision but also to know the performance of the company for the outsiders like investors, banks, the public and etc.

Balance sheet of Bright Flexi Pvt Ltd.

(All amounts in Indian rupees lakh)

A. Equity and Liabilities	2017-18	2018-19	2019-20	2020-21	2021-22
1.Shareholders fund					
(A)Share Capital	487	487	457	467	487
(B)Reserve and Surplus	4008	5464	5984	6258	6503
	4495	5951	6441	6725	6990
2.Non-Current Liabilities					
(A)Long term borrowings	242	354	478	519	411
(B)Long term provisions	325	325	325	325	325
	567	679	803	844	736
3.Current Liabilities					
(A)Short term borrowings	630	1323	2010	1039	3007
(B)Short term provisions	247	329	534	341	357
(C)Other Current Liability	285	1072	775	691	1300
(D)Trade Payables	350	1102	1072	836	1008
	1512	3826	4391	2907	5672
Total	6574	10456	11635	10476	13398

B. Assets					
1.non-current assets					
(A)Fixed assets					
(a)Tangible assets	2127	2500	2100	2800	2700
(b)Capital work in progress	0	1	4	3	4
	2127	2501	2104	2803	2704
(B)Deferred tax assets(net)	165	180	250	300	435
(C)Noncurrent investments	20	21	40	110	210
(D)Long term loans & advances	150	250	100	110	270
(E)Other non-currents assets	1	1	1	37	80
	336	452	391	557	995
2.Current assets					
(A)Current investments	550	1347	1374	826	927
(B)Inventories	2100	2745	3402	2715	4890
(C)Trade receivables	631	1260	1481	1245	1400
(D)Cash & Cash equivalents	510	650	628	619	550
(E)Short term loans and advances	300	661	643	478	649
(F)Other current assets	20	840	1612	1233	1283
	4111	7503	9140	7116	9699
Total	6574	10456	11635	10476	13398

Profit and Loss statement of Bright Flexi International Private Ltd.

Particulars	2017-18	2018-19	2019-20	2020-21	2021-22
1.Revenue from operations	3741	4700	5292	4682	5012
2.Other income	903	811	901	918	416
Total Revenue	4644	5511	6193	5600	5428
3.Expenses					
a. Cost pf material consumed	1481	1613	2144	2112	2318
b. Changes in inventories of finished goods	279	290	-236	406	-968
c. Purchase of stock in trade	114	107	214	210	320
d. Employee benefit	82	180	319	247	350
e. Finance cost	201	374	561	500	504
f. Depreciation & Amortization	215	447	643	470	471
g. other expenses	922	943	1324	926	1422
Total expenses	3294	3954	4969	4871	4417
4.Profit for the year (after tax)	1350	1557	1224	729	1011

Ratio Analysis of Bright Flexi Pvt Ltd :

Ratio analysis is calculating the financial performance of the company, its financial position, liquidity, profitability, risk, solvency, and proper utilization of the resources by studying the financial statement of the company like balance sheet and income statement.

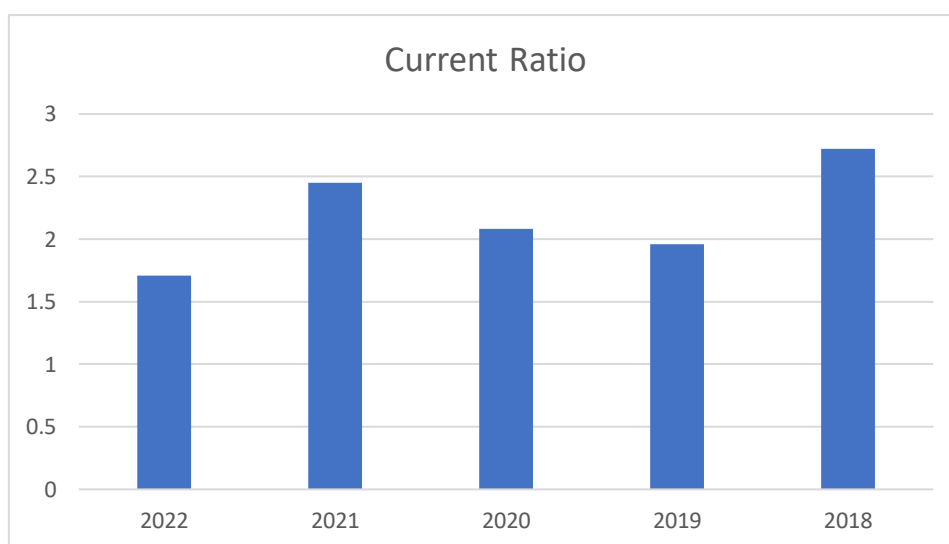
- 1. Liquidity Ratio:** Liquidity ratio is the tool which is used to examine the ability of the company to pay its short-term loans. It shows the richness of the company.

- **Current Ratio:**

The current ratio, commonly referred to as the working capital ratio, determines a company's capacity to pay the short-term debt that is due within a year. The weight of total current assets compared to total current liabilities is taken into account in the ratio.

Current Ratio: Current Assets/Current Liabilities

YEAR	2022	2021	2020	2019	2018
RATIOS	1.71	2.45	2.08	1.96	2.72



Analysis : The above table & graph shows the current ratio of the firm, when comparing the five years of ratio 2018 is having the highest ratio of 2.72 which is good sign for the firm, where the liquidity position of the firm increased to a good

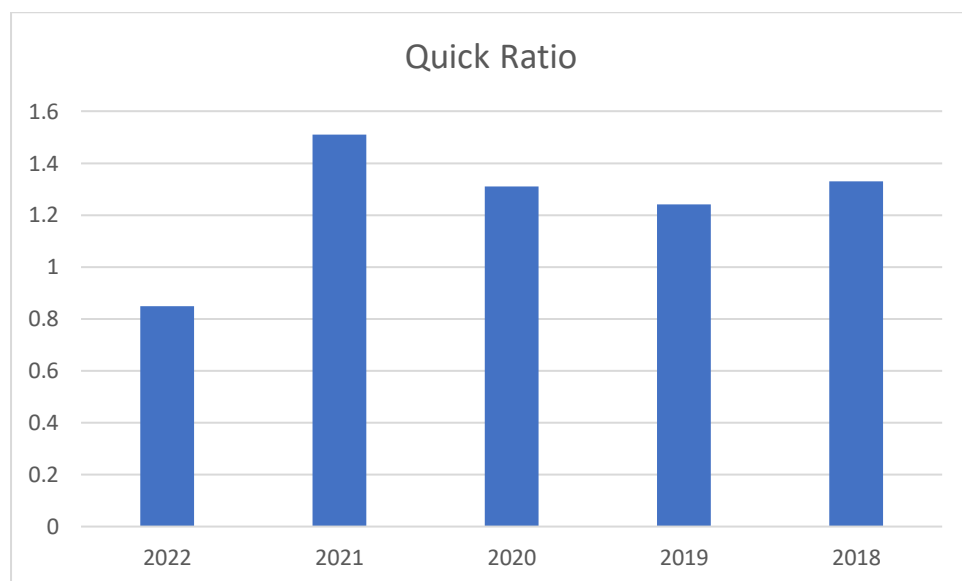
extant. The standard current ratio is 2:1 which says current asset always twice of current liability.

- **Quick Ratio :**

The quick ratio is used to measure the company's ability in paying off its current liabilities on immediate basis. The quick ratio is considered as more conservative measure than the current ratio which include all the current assets as coverage for the current liabilities.

Quick Ratio= Quick Assets/Current Liabilities

Year	2022	2021	2020	2019	2018
Ratio	0.85	1.51	1.31	1.24	1.33



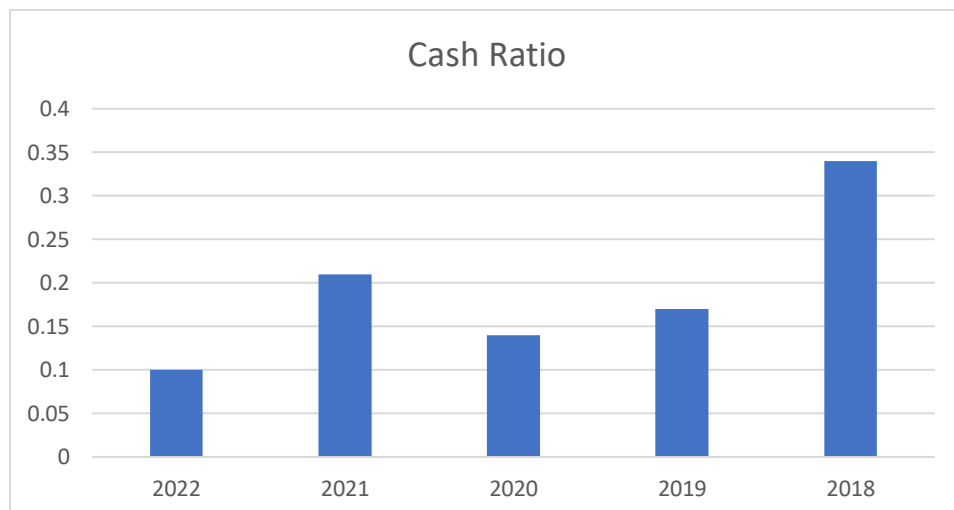
Analysis : The above chart confirmed that the quick ratio, which shows 1.51 in 2021, was increasing. But in 2022 it has decreased to 0.85 due to increase in current liabilities.

- **Cash Ratio:**

Since money is more fluid resource, the budgetary investigator may look at money proportion and its proportionate to current liabilities. The perfect money proportion is 0.50:1

Cash Ratio: Cash & Cash Equivalents/Current Liabilities

Year	2022	2021	2020	2019	2018
Ratio	0.10	0.21	0.14	0.17	0.34



Analysis : The above table & graph shows the current ratio of the firm, when comparing the five years of ratio 2018 is having the highest ratio of 0.34 which is a very good sign for the firm, where the cash position of the firm increased to a good extent. The highest ratio shows that the company is more effective in maintaining the cash.

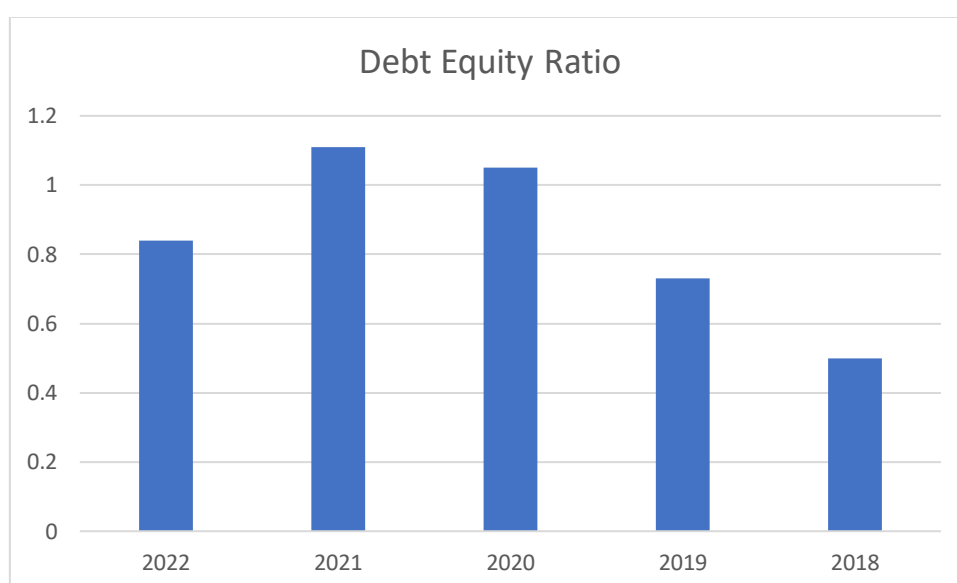
2. Long Term Solvency Ratios :

- **Debt-Equity Ratio:**

The debt-to-equity ratio measures your company's total debt relative to the amount originally invested by the owners and the earnings that have been retained over time.

Debt Equity Ratio: Total Debt/ Total Shareholders' Equity

Year	2022	2021	2020	2019	2018
Ratio	0.84	1.11	1.05	0.73	0.50



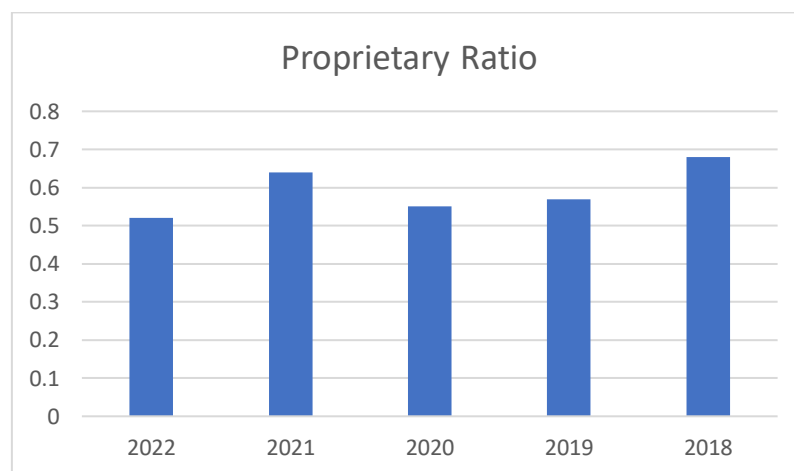
Analysis: The debt-to-equity ratio of the corporation is shown in the table and graph above. When comparing the ratios over the past five years, 2021 has the highest ratio 1.11, indicating that the company is borrowing more money from the market to fund for its operations.

- **Proprietary Ratio:**

A proprietary ratio is a form of solvency ratio that can be used to estimate how much the owners' or shareholders' share of the company's assets is. The equity ratio, shareholder equity ratio, and net worth ratio are other names for it.

Proprietary Ratio: Shareholders Fund/Total Assets

Year	2022	2021	2020	2019	2018
Ratio	0.52	0.64	0.55	0.57	0.68



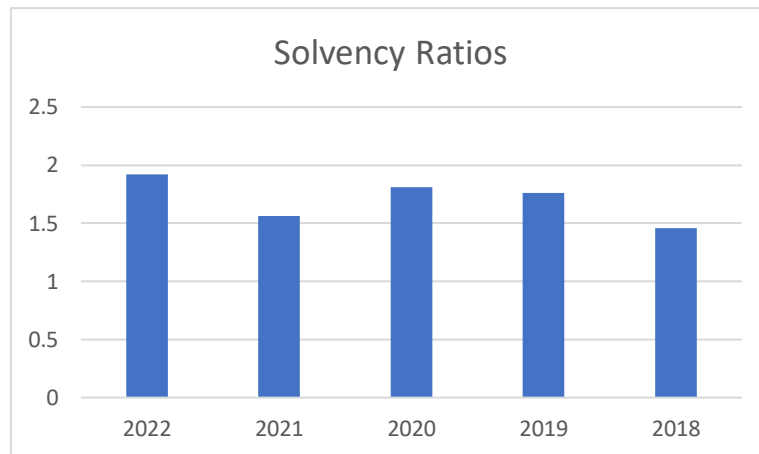
Analysis : The proprietary ratio of the company is depicted in the above table and graph; when comparing the proprietary ratios over the past five years, 2018 has the highest proprietary ratio of 0.68, demonstrating that a high proprietary ratio indicates that a business is in a strong position and offers relief to creditors. While a low proprietary ratio indicates the company's reliance on debt to operate its business.

- **Solvency Ratio :**

The solvency ratio is used evaluate the organisation capacity to gather long-term debt requirement. It is one of the key aspects for measuring the financial position of an organisation. It is used to decide the possibility that a company will non-payment on its arrears.

Solvency Ratio = Total Liabilities/Shareholders fund

Year	2022	2021	2020	2019	2018
Ratios	1.92	1.56	1.81	1.76	1.46



Analysis : By seeing the bar graph we can conclude that in the year 2022 the firm had more capital to bear its liabilities but as and when year passed the firms funds are fluctuating up and down for its debts, which is not a good statement for the organization.

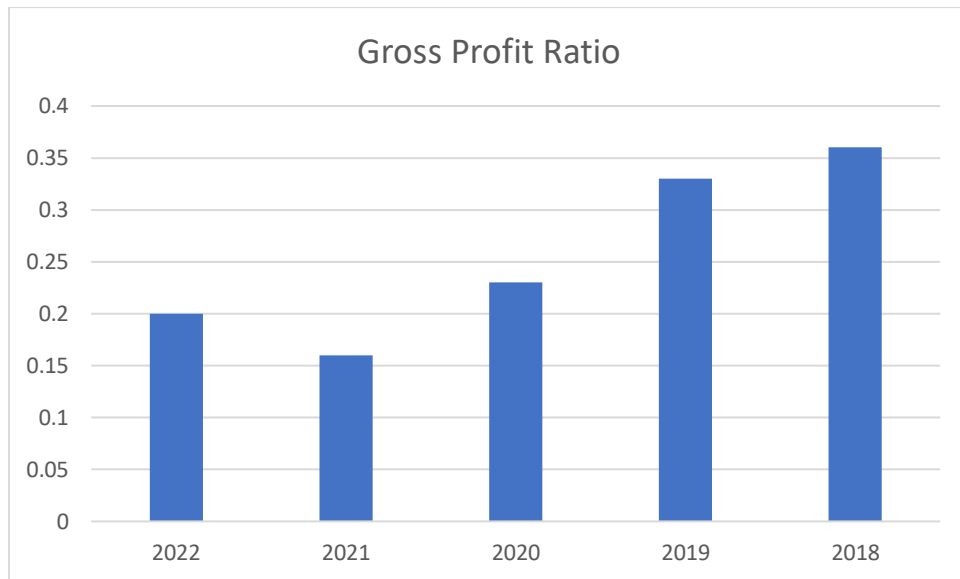
3. Profitability Ratios :

- **Gross Profit Ratio :**

This ratio expresses the relationship between Gross Profit and Sales It indicated the efficiency of production or trading operation. A high Gross profit ratio is good management as it implies that the cost of production is relatively low.

Gross Profit = Gross Profit/Net Sales * 100

Year	2022	2021	2020	2019	2018
Ratio	0.20	0.16	0.23	0.33	0.36



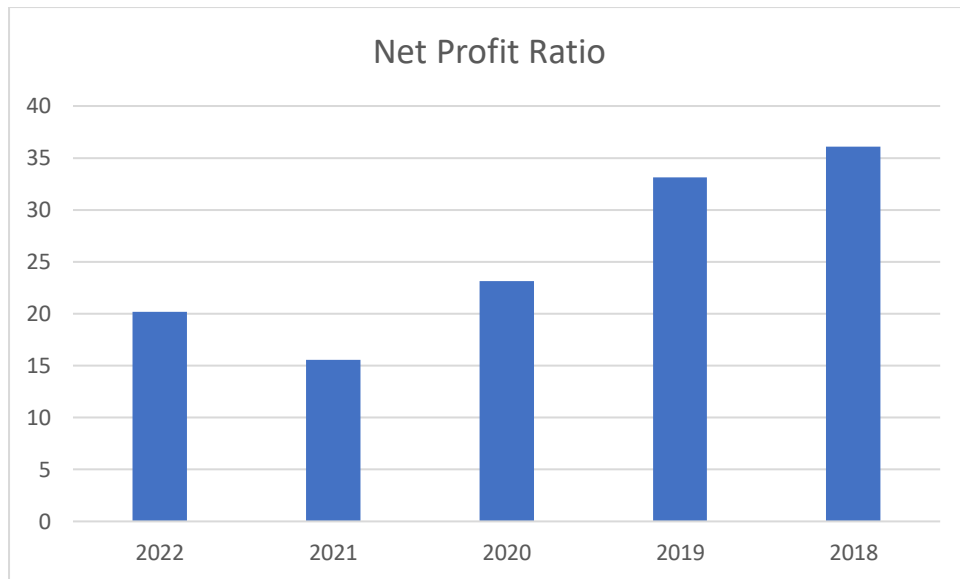
Analysis : The gross profit ratio of the firm slightly differing in the subsequent years in the year 2018 it reaches 0.36 it is the highest gross profit of the firm. The company 2018 onwards decreasing the gross profit but in 2022 slightly increase in the profit.

- **Net Profit Ratio :**

Net profit ratio establishes a relationship between net profit (after taxes) and sales.

Net Profit=Net Profit/Net Sales * 100

Year	2022	2021	2020	2019	2018
Ratio	20.17159	15.57027	23.12925	33.12766	36.08661

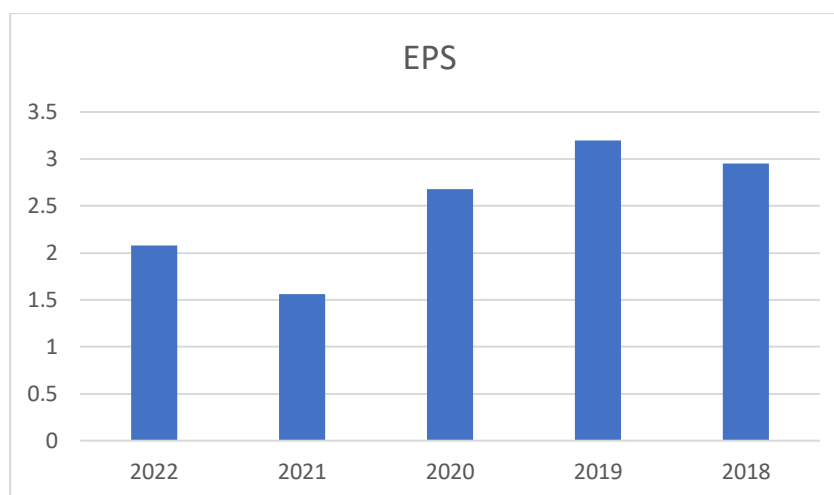


Analysis : The net profit ratio is an indication of Management ability to operate the business with sufficient sources and to incur revenue for the period. The above graph shows the 2018 onwards the net profit ratio was decreasing in 2022 little increasing. This ratio explains the rupee profit-generating capacity of sales. If the cost of sales is lower, then the net profit will be higher.

- **Earnings Per Share :**

Earnings per share is calculated by net profit by No. of equity shares. It indicates the profitability of a company. It is a tool that market participants use frequently to gauge the profitability of a company before buying its shares. It is a term that is of much importance to investors and people who trade in the stock market.

Year	2022	2021	2020	2019	2018
Ratio	2.08	1.56	2.68	3.20	2.95



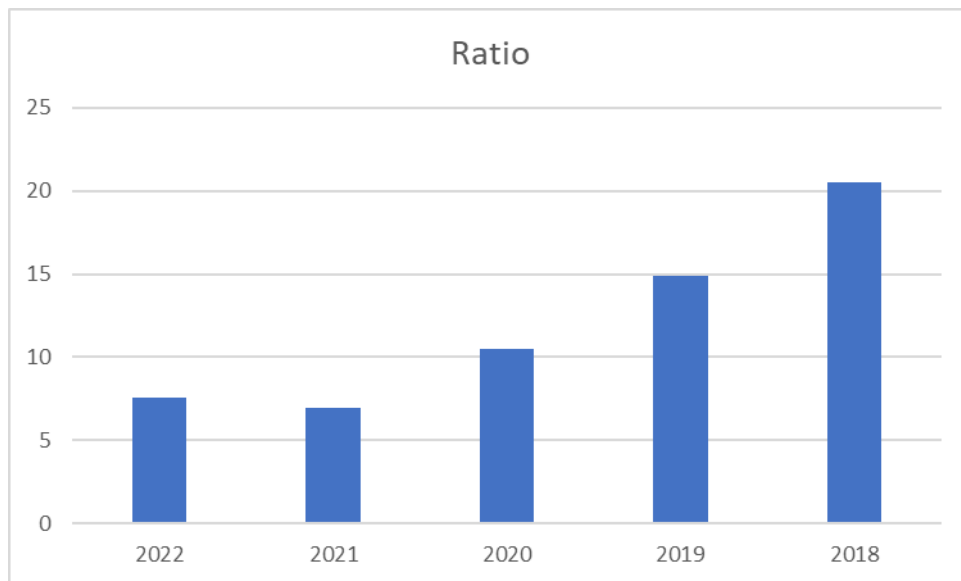
Analysis: The above table & graph shows the earnings per share of the firm, when comparing five years of ratio 2019 & 2018 have the highest ratio of 3.20 & 2.95 respectively which shows the higher EPS, higher EPS is always better than a lower ratio because this means the firm is more profitable and the firm has more profits to distribute to its shareholders.

- **Return on Assets Ratio :**

The return on total assets ratio is obtained by dividing a company's earnings after tax by its total assets. This profitability indicator helps you determine how your company generates its earnings and how you compare to your competitors.

Return on Assets: $\text{Net Profit} / \text{Total Assets} \times 100$

Year	2022	2021	2020	2019	2018
Ratio	7.55	6.96	10.52	14.89	20.54



Analysis: The above table & graph shows the return on assets ratio of the firm, when compared to five years of ratio 2018 is having the highest ratio of 20.54. The higher ratio the higher the net income for the firm. The higher ratio shows how the firm is more effective in managing its assets to produce greater amounts of net income.

CHAPTER – 6

Learning Experience

It was a dream come true for me who wished to experience as to how a huge factory works, it was a great experience working in Bright Flexi International Pvt Ltd, where I learnt many things about the functioning of the company in accordance with the present market trends. The interaction with the company gave me an insight and a first-hand experience of the industrial scenario in the competitive outside the realms of the institute. In college I studied theoretical about organisation but during the internship, I learned about all aspects like how each departments functions interrelated to the organisation and importance of teamwork and relationship among the employer and employee in achieving the organisational goals.

In the beginning of the training, I went to different production sites where the raw materials are stored then manufacturing process and stitching of the bags (FIBC) is taking place, There I understood as to how the production work is divided and how the responsibilities are allocated. The production here is carried on the basis of customer cell concept. This cell is mainly created with the purpose of excelling the customer's expectation in terms of quality, delivery and a competitive environment. The company's main moto is "we don't find customers for our products; we find products for our customers". The company only produce the product what the customers demanded.

After the production site in the subsequent weeks, I went to different departments like production, marketing, finance, quality, HR, planning, stores etc. I was able to understand the importance of each department and their contributed towards the achievement of the company objectives. I also learnt how the companies always try to feel the pulse of the customers, because customers are the purpose of the business. More importantly, I am able to understand the different tactics of the companies to attract and retain the customers. I had interaction with the each of the departmental heads and I came to know the real situation, duties, responsibilities and functions of the departments. In spite of their busy schedule there were very much interested to explain us different concepts.

I went to the stores where all the material were racked and the quality check was carried on every material. Here they demonstrated me as to how the material are received, documentation is done how quality checking is done for each and every component

and how to deal with defective material and actually the store department will work in case of emergency when there is shortage of materials.

I could view a friendly atmosphere in the office premises among all level. It makes the employees feel relaxed and well not go through a stress at time of their work. This boosts the morale of the employees and promotes a sense of responsibility and good relationships and most importantly it improves the quality.

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Annexure

Balance sheet of Bright Flexi Pvt Ltd.

(All amounts in Indian rupees lakh)

B. Equity and Liabilities	2017-18	2018-19	2019-20	2020-21	2021-22
1.Shareholders fund					
(A)Share Capital	487	487	457	467	487
(B)Reserve and Surplus	4008	5464	5984	6258	6503
	4495	5951	6441	6725	6990
2.Non-Current Liabilities					
(A)Long term borrowings	242	354	478	519	411
(B)Long term provisions	325	325	325	325	325
	567	679	803	844	736
3.Current Liabilities					
(A)Short term borrowings	630	1323	2010	1039	3007
(B)Short term provisions	247	329	534	341	357
(C)Other Current Liability	285	1072	775	691	1300
(D)Trade Payables	350	1102	1072	836	1008
	1512	3826	4391	2907	5672
Total	6574	10456	11635	10476	13398
B. Assets					
1.non-current assets					
(A)Fixed assets					
(a)Tangible assets	2127	2500	2100	2800	2700

(b)Capital work in progress	0	1	4	3	4
	2127	2501	2104	2803	2704
(B)Deferred tax assets(net)	165	180	250	300	435
(C)Noncurrent investments	20	21	40	110	210
(D)Long term loans & advances	150	250	100	110	270
(E)Other non-currents assets	1	1	1	37	80
	336	452	391	557	995
2.Current assets					
(A)Current investments	550	1347	1374	826	927
(B)Inventories	2100	2745	3402	2715	4890
(C)Trade receivables	631	1260	1481	1245	1400
(D)Cash & Cash equivalents	510	650	628	619	550
(E)Short term loans and advances	300	661	643	478	649
(F)Other current assets	20	840	1612	1233	1283
	4111	7503	9140	7116	9699
Total	6574	10456	11635	10476	13398

Profit and Loss statement of Bright Flexi International Private Ltd.

Particulars	2017-18	2018-19	2019-20	2020-21	2021-22
1.Revenue from operations	3741	4700	5292	4682	5012
2.Other income	903	811	901	918	416
Total Revenue	4644	5511	6193	5600	5428
3.Expenses					
a. Cost pf material consumed	1481	1613	2144	2112	2318
b. Changes in inventories of finished goods	279	290	-236	406	-968
c. Purchase of stock in trade	114	107	214	210	320
d. Employee benefit	82	180	319	247	350
e. Finance cost	201	374	561	500	504
f. Depreciation & Amortization	215	447	643	470	471
g. other expenses	922	943	1324	926	1422
Total expenses	3294	3954	4969	4871	4417
4.Profit for the year (after tax)	1350	1557	1224	729	1011