

ORGANISATION STUDY REPORT ON
ABHARAN MOTORS PRIVATE LIMITED ,UDUPI

SUBMITTED BY

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4AL21BA077



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

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Udupi.



P G DEPARTMENT OF BUSINESS ADMINISTRATION

ALVAS INSTITUTE OF ENGINEERING AND TECHNOLOGY

SHOBHAVANA CAMPUS MIJAR, MOODBIDRI. 2022-23

26 November 2022

CERTIFICATE

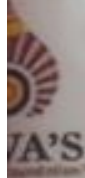
This is to certify that Ms. Shreya Pai (USN: 4AL21BA077), a student of MBA from Alva's Institute of Engineering & Technology, Moodbidri has undergone an Internship project with title "A Study on Organizational Structure" in our Organization from 20th October 2022 to 18th November 2022 as partial fulfillment of the curriculum.

During her Internship we found her a dedicated student with a professional attitude and very good job knowledge.

We wish her all the success in her future endeavors.

Vinayak Kamath

Manager HR



ALVA'S INSTITUTE OF ENGINEERING & TECHNOLOGY

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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 **SHREYA PAI** bearing USN 4AL21BA077, 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 "ABHARAN MOTORS PVT LTD., UDUPI" 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.

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Internal Guide

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DECLARATION

I, Shreya Pai hereby declare that this organization Study conducted at "Abharan Motors Pvt. Ltd" the report has been submitted to Visvesvaraya Technological University, Belagavi for the fulfillment of the requirements for the award of the Degree of Master of Business and Administration is the record of study conducted by me under the guidance of internal guide, Mrs. Priya Sequeira, HOD, Department of Business Administration , Alva's Institute of Engineering And Technology, Mijar and external assistance by Mr. Vinayak Kamat, HR Manager, Abharan Motors Pvt. Ltd.

Date:

Place:



Signature:

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ACKNOWLEDGEMENT

With regard to the organizational study conducted on Abharan Motors Pvt. Ltd, Udupi, I would like to thank each and everyone who have helped me by offering their guidance and all the required help provided to me in the process of study.

Firstly, I would like express my gratitude to my guide Mrs. Priya Sequeira, HOD, Department of Business Administration, AIET for his excellent guidance, timely suggestions and support.

I would also like to extend my thanks to Dr. Peter Fernandes, Principal, Alva's Institute of Engineering and Technology, Mijar.

I express my sincere gratitude to Mr. Vinayak Kamat , who cooperated and spent his valuable time and shared the information with me.

Date:

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EXECUTIVE SUMMARY

This study is conducted on overall activities of “Abharan Motors Private Limited”. This report provides the general information about automobile industry and Abharan Motors (The authorized dealers of Maruti Suzuki)

The study was conducted for the period of 4 weeks. The main objective of this study is to understand the working environment and to study the organizational strategies for gaining competitive advantages. This has given the theoretical as well as practical knowledge of working.

In the report you will find the details about the automobile industry and company profile of Abharan Motors in the chapter 1. In the chapter 2 you will find details about yission and workflow of the company. The 3 chapter will explain about Mckency's 7S framework and Porter's 5 force Model .SWOT analysis of the organization is explained in the chapter 4. Financial analysis is explained in the chapter 5. Learning experience is explained in chapter 6.

The main purpose of internship is to learn the working in practical environment and to apply the knowledge acquired during the studies in the real world scenario in order to tackle the programmers using the knowledge and skills learnt during the process.

This internship report covers many important aspects which are basically related with the operations of the firm.

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Chapter 1

INTRODUCTION ABOUT ORGANIZATION STUDY

Organizational studies

Organizational studies, is the systematic study and careful application of knowledge about how people act within organizations. Whenever people interact in the organization, many factors come into play. Factors like modernist social science, organizational studies seek to control, predict and explain. Organizational behavior plays a major role in organization development, enhancing organizational performance, as well as individual and group performance/satisfaction/commitment. The organization study is the systematic learning process about all organization to understand the different roles of each member in the organization. Organizational change is the base of the study. Historical trends and future of the organizational structure, practices and process.

The organization study is undertaken for 4 weeks. The main purpose of this study is to know how an organization works and to gain experience and expose ourselves to corporate policies, ethics, culture, practices, procedures and policies of the company.

Objectives/Purpose

- To gain knowledge about the business organization.
- To gain knowledge with the different departments in the organization and their functioning.
- To understand how the key business processes and carried out in the organizations.
- To know the functions and responsibilities of each department
- To understand how information is used in the organization for decision making and problem solving at various levels
- To relate theory part with practical.
- To understand the organization structure or hierarchy of the company

INDUSTRY PROFILE

The automobiles sector is divided into four segments-two-wheelers (mopeds, scooters, motorcycles, electric two-wheelers), passenger vehicles (passenger cars, utility vehicles, multi-purpose vehicles), commercial vehicles (light and medium-heavy vehicles), and three wheelers (passenger carriers and good carriers).

The industry is one of the key drivers of economic growth of the nation. Since the delicensing of the sector in 1991 and the subsequent opening up of 100 percent FDI through automatic route, Indian automobile sector has come a long way. Today, almost every global auto major has set up facilities in the country. The world standings for the Indian automobile sector, as per the Confederation of Indian Industry, are as follows:

- Largest three-wheeler market
- Second largest two-wheeler market
- Tenth largest passenger car market
- Fourth largest tractor market
- Fifth largest commercial vehicle market
- Fifth largest bus and truck segment

The Indian automobile industry has historically been a good indicator of how well the economy is doing, as the automobile sector plays a key role in both macroeconomic expansion and technological advancement. The two wheelers segment dominates the market in terms of volume, owing to a growing middle class and a huge percentage of India's population being young. Moreover, the growing interest of companies in exploring the rural markets further aided the growth of the sector. The rising logistics and passenger transportation industries are driving up demand for commercial vehicles. Future market growth is anticipated to be fueled by new trends including the electrification of vehicles, particularly three-wheelers and

small passenger automobiles. India enjoys a strong position in the global heavy vehicles market as it is the largest tractor producer, second-largest bus manufacturer, and third-largest heavy trucks manufacturer in the world. India's annual production of automobiles in FY22 was 22.93 million vehicles.

India is also a prominent auto exporter and has strong export growth expectations for the near future. In addition, several initiatives by the Government of India such as the Automotive Mission Plan 2026, scrappage policy and production-linked incentive scheme in the Indian market are expected to make India one of the global leaders in the two-wheeler and four-wheeler market by 2023.

Driving the most luxurious car has been made possible by the stiff competition in the automobile industry in India, with overseas players gathering the same momentum as the domestic participants.

Every other day, we have been hearing about some new launches, some low-cost cars - all customized in a manner such that the common man is not left behind. The CAGR of the Indian automotive industry's sales between FY 2009 and FY 2020 comes around 8%. The vehicle registrations fell by 29% in the financial year 2020-2021 from 295.8 million registered vehicles to 221.85million in 2020. The automobile industry in India was the fifth largest in the world in 2020. Several Indian automobile manufacturers have spread their operations globally as well, asking for more investments the Indian automobile sector by the MNCs. Potential of the Automobile industry in 2008, Hyundai Motors alone exported 240,000 cars made in India. Nissan Motors plans to export 250,000 vehicles manufactured in its India plant by 2011. Similar plans are for General motors.

Segmentation of market share of automobile industry in India

Passenger vehicle	:13%
Commercial vehicle	:3%
Two-wheelers	:3%
Three-wheelers	:3%

Top Automobile Companies in India

- **Tata Motors**

Tata Motors is the largest automobile manufacturing company in India. Established way back in 1945 Tata Motors is a multinational automobile company with its headquarters in Mumbai. Previously known as Telco TATA Engineering and Locomotive Company Tata Motors belongs to Tata Group. This company manufactures compact medium-sized utility vehicles. Over the last few decades, it has stood as the undisputed leader in the commercial vehicles segment. It is also the third-largest producer of passenger cars in India. This automobile company in India is listed on both the Bombay Stock Exchange and the New York Stock Exchange. The revenues earned by Tata Motors in 2020 accumulated to 34.7 billion USD. Some of the well-known cars manufactured by Tata Motors are Tata Indigo, Tata Indica, Tata Sumo, Tata Indigo Marina and Tata safari.

- **Hindustan Motors Limited**

Hindustan Motors Limited was founded in the year 1942 by B.M Birla. It is an operative subsidiary of the Birla Technical Services group. This company held the title of the biggest manufacturer of cars in India before Maruti Udyog. Hindustan Motors was the pioneer in manufacturing automobiles in India. The company accounted for a sales turnover of Rs 39,136 crore in 2020. They saw a 1.4% increase in revenue. Some of the important cars and multi-utility vehicles manufactured by Hindustan Motors Limited include; Mitsubishi Lancer, Trekker, Contessa, Ambassador, Porter, Pushpak and Mitsubishi.

- **Ashoke Leyland**

Ashok Leyland is a leading commercial vehicle manufacturer in India. It was established in 1948. The company over the years has become synonymous with the production of trucks, passenger buses and emergency military vehicles. It happens to be the second-largest commercial vehicle producer in India holding a market share of almost 30 per cent. The company holds a record for selling almost 60, 000 vehicles

and almost 7000 engines per year. Ashok Leyland accounted for consolidated revenues of Rs. 174.67 billion in 2020. Some of the popular products by this company are; Panther BS-II Multi-axle Vehicles, Cheetah Bus-III, Tractors and Ecomet, Lynx BS-II, Diesel and Natural Gas gensets from 15KVA to 250KVA.

- **Maruti Suzuki India Limited**

Maruti Suzuki India Limited was established in 1981. A part of this company is owned by Suzuki Motor Corporation of Japan. It is the country's largest passenger car manufacturing company. Credited for having brought in the automobile revolution in the country, Maruti Suzuki India Limited was known as Maruti Udyog Limited till 2007. With its headquarters in Delhi, this automobile company in India happens to be the largest producer and market shareholder of cars. The company accounted for consolidated revenues of Rs. 71,690.4 crore in 2020. Maruti Suzuki India Limited has been credited for manufactures a variety of passenger cars, SUVs, and Sedans. Some of Maruti's most popular cars are Alto, Gypsy, Omni, Wagon R, Versa, Zen, Esteem, Baleno & Swift.

- **Hyundai Motor India Limited**

Hyundai Motor India Limited (HMIL) is owned entirely by Hyundai Motors of South Korea. Hyundai Motors happens to be the largest car manufacturer in South Korea and the sixth-largest in the world. This automobile company in India is also the largest passenger cars exporter in India. Established on May 6 1996 this company in a short period has taken the Indian automobile industry by storm. Some of the popular cars manufactured by this company are; Santro, Getz Prime, Hyundai i10, Hyundai i20 Accent and the Verna and Sonata

- **Bajaj Auto**

Bajaj Auto is another important automobile manufacturing company in India. It is one of India's most trusted car manufacturers. It is an operative subsidiary of the Bajaj Group. Bajaj Auto happens to be the largest two and three-wheeler manufacturer in India and also ranks in this field across the globe. This automobile company was established on 2 November 1945. The company was then known as M/s Bachraj

Trading Corporation Private Limited. The company made a modest beginning by importing and then selling two and three-wheelers in India. Today Bajaj Auto has become synonymous with two and three-wheelers in the country. Some of its popular two-wheelers are; Pulsar 220DTS and Kawasaki Ninja 250R.

INTRODUCTION TO ABHARAN MOTORS

The Abharan Group with successful track record of enter The Abharan Group with successful track record of entrepreneurship brings professional management and expertise to the business with previous experience in the auto mobile field between 1961 and 1965. The Maruti dealership fulfils a long lasting desire of the group to return to automobile business, with highly qualified and experienced sales and services personnel, the concept of total customer care is available for the first time to car owners in Coastal Karnataka.

One of the outstanding feature of Abharan Motors Pvt. Ltd. is its remarkable architecture and its unique ambience. Just walking around the generously proportioned premises is a pleasure for the customers who come to collect the new cars and for visitors they enjoy a relaxed atmosphere or they can receive the advice about all matters of the top quality vehicles customization option and sampled at display.

The king pin of Abharan Motors Pvt Ltd, is its Customer Centric approach, hospitality and real commitment. Customer and visitors can immerse themselves in the Maruti Suzuki brand of experience the allure brand. Abharan Motors Pvt Ltd, has a highly motivated team which will make the visit at pleasant tailoring the experience to your needs wherever possible.

Customers will receive the same quality service whether they are collecting a new car or just thinking about buying new can ser. Customer can select both quality add-ons and new accessories and have them fitted here and there at the customer service

center. Thus Abharan Motors Pvt Ltd.'s ultimate aim is to provide satisfaction to customers making them to just sit and relax and to maximize profit.

In the year 2001, on 14 January started another addition to their "Abharan" family is the "Abharan Motors" showroom, an authorized Maruti Car Dealer with a manpower of 55.

At present there are 500 plus workers. Their timings are from 9.00am to 6 p.m. for ladies and 8.30 p.m. to 7 pm, for gents. The employees should come on time and with their uniform. Their other showrooms are Abharan Motors Tekkate, Abharan Motors Karkala.

FACTOR THAT WILL DRIVE GROWTH IN THE SECTOR

- Rising incomes among Indian population will lead to increase affordability, increasing domestic demand for vehicles, especially in the small car segment.
- Fuel economy and demand for greater fuel efficiency is a major factor that affects the consumer purchase decision that will bring leading companies across two wheeler and four wheeler segment to focus on delivering performance oriented products.
- Product innovation and market segmentation will channelize growth. Vehicles on alternative fuels will be an area of interest for both consumers and auto makers.
- Focus on establishing India as auto-manufacturing hub is reigning in policy support in form of Government's technology modernization fund.
- Industry will seek to augment sales by tapping into rural markets, youth, women and luxury segment.
- Manufacturing of EV will also become strength to this sector.

Chapter 2
ORGANIZATION PROFILE

Background:

Abharan motors Pvt. Ltd is a multi-crore company which was established on 14th January 2001 by one of the well-known an leading jeweler in Karnataka. Mr. Madhukar S Kamath along with his two sons, Mr. Subhas M Kamath and Mr. Mahesh M Kamath. , who are the directors of the company.

India's largest car manufacturer Maruti Suzuki India Ltd have accorded authorized dealership to Abharan Motors Pvt ltd for sales and service of its vehicles, spares and new business initiatives.

The company has five showrooms of 4000 sqft and 1500 sqft and 1000 sqft each and is the platinum Maruti Suzuki dealer in Karnataka with a turnover of 150 crores. The company is covering all taluka's of Udupi districts and planning to cover all towns by opening rural outlets. The company has new business initiatives such as the "NEXA", "True value" and "Maruti driving school" in the heart of the city, at court road, Udupi.

The workshop of the company stands to service 135 plus vehicles a day and 200 plus body repair jobs from its workshops at Udupi , Kundapur, Byndoor, and Athrady.

The showroom has a stockyard of three acres which accommodates around 300 vehicles at uppooor, Udupi to serve all the 5 showrooms.

The company started with a strength of sixty employees has now grown to 500 plus employees.

At Abharan it is made sure that the customer receives the same quality service whether they are collecting a new car or simply thinking of buying one. Customers can select genuine quality add-ons and ne accessories and have them fitted then and there at service center. It also provides a number of after sales services to its

customer even after buying the car. Thus at Abharan the ultimate aim is to provide maximum customer satisfaction.

NATURE OF THE BUSINESS

The Indian automobile industry has historically been a good indicator of how well the economy is doing, as the automobile sector plays a key role in both macroeconomic expansion and technological advancement. Due to India's large proportion of young people and expanding middle class, the two-wheeler category dominates the industry in terms of volume. Additionally, the expanding interest of businesses in investigating the rural markets contributed to the sector's expansion.

The demand for commercial vehicles is developing as a result of expanding passenger and logistical sectors.

New trends, such as the electrification of vehicles, especially three-wheelers and small passenger cars, are expected to fuel market expansion in the future.

India is the world's largest tractor maker, second largest bus manufacturer and third largest producer of heavy trucks, giving it a significant position in the market for heavy vehicles.

India is a significant exporter of automobiles and anticipate rapid export development in term. Additionally, a number of government-sponsored programs, including the automotive mission plan 2026, The scrappage policy and the production linked incentive programs in the Indian market, are anticipated to elevate India to position of prominence in the global two and four wheeler markets by 2022

Maruti Suzuki India Limited ,a subsidiary of Suzuki Motor Corporation, Japan ,is India's largest passenger car marker. Maruti Suzuki is credited with starting the nation's automotive revolution. The company operates an automobile manufacturing and sale operation in India. Maruti Suzuki had a modest beginning with the classic Maruti 800 automobile, But today it boasts a wide range of 16 car

models with more than 150 variants. The model lineup of Maruthi Suzuki ranges from affordable little automobiles like the Alto 800 and Alto K10 to the opulent Ciaz. The facilitation of used car sales, fleet management and auto financing are future activities.

The business includes modern R&D facilities in Rohtak, Haryana, as well as manufacturing facilities in Haryana cities of Gurgaon. The company, originally known as Maruti Udyog Limited, was established in February 1981 as joint venture by the governments of India and Japan's Suzuki Motor Corporation. Suzuki Motor Corporation now holds 56.2% of the ownership. Shares of the company are traded on the Bombay Stock Exchange and the National stock Exchange (NSE)(BSE).

VISSION/MISSION

Abharan Motors

“Car care at its best”

QUALITY POLICY

○ Passionate-

- Effectively developing all employees talents and competence.
- Continuously improving by using Lean principles and related tools.
- Striving to achieve total customer satisfaction

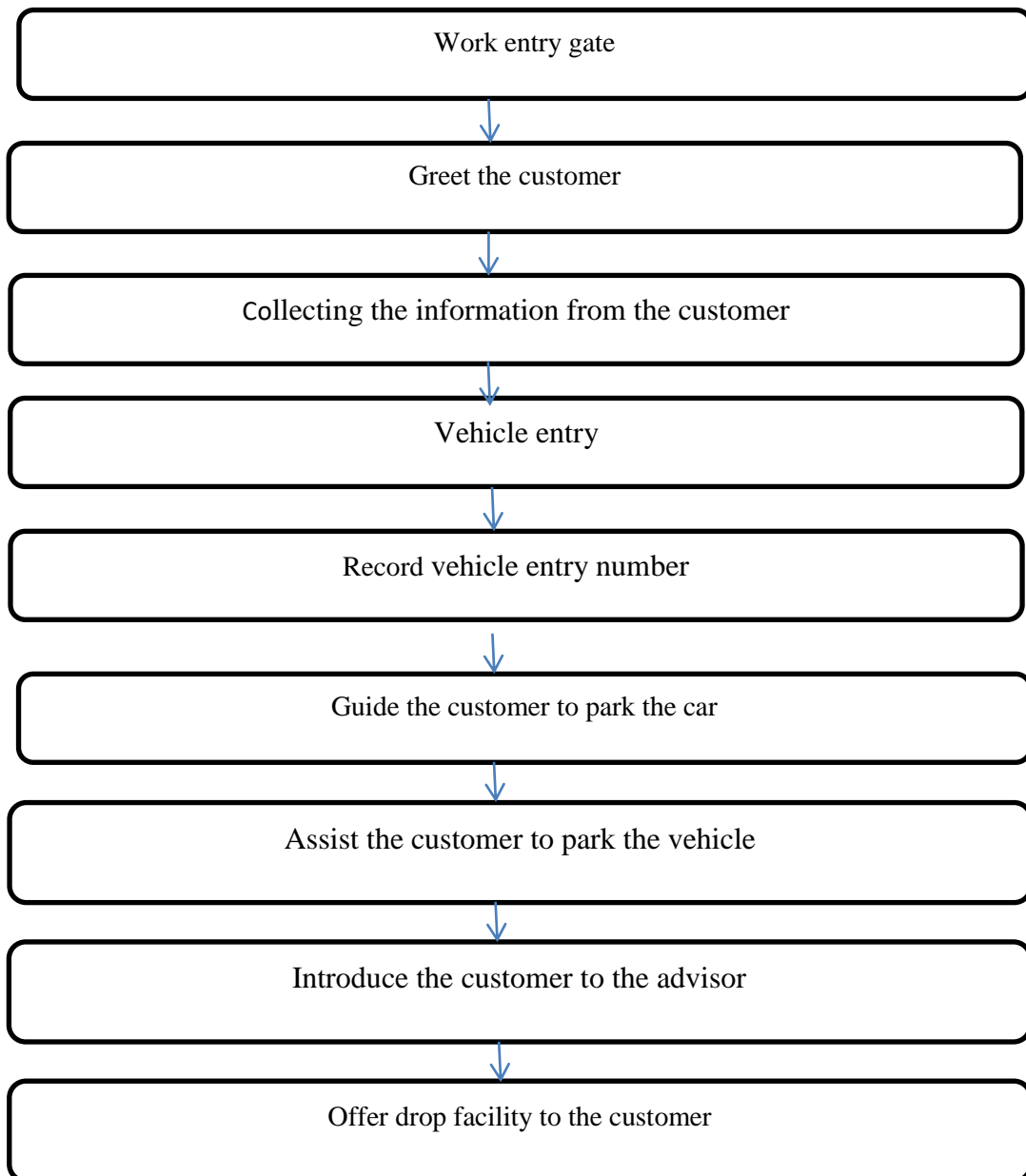
○ Accountable-

- Tracking Key Performance Indicators (KPIs) through internal evaluation and reporting
- Monitoring the voice of the customer and taking appropriate actions where necessary
Requiring commitment from suppliers and other partners to apply the same principles
- Using fair trade principles and acting ethically with honesty and integrity

○ Prepared –

- Establishing robust processes to continuously deliver products on time, with zero defects .

WORK FLOW MODEL(Based on services provided by Abharan Motors)



PRODUCT PROFILE

- **Baleno**-The popular hatchback and one of the best-selling cars in India. Baleno has more than 9 lakh happy customers, and is the fastest-selling car in India to reach this coveted milestone. It has also consistently featured in the top 5 best selling cars in India for the last 4 years.
- **XL6**-The Multipurpose Utility Vehicle is known for its style and comfort and one of the most-liked cars in its segment. XL6 by using Smart Hybrid technology is committed in providing sustainable mobility solutions.
- **S-Cross**-The vehicle that heralded the entry of Maruti Suzuki in the Mid-SUV segment. Aptly positioned as the 'Refined SUV', S-Cross not only enthruses customers with its sophistication and power but also is committed in providing sustainable mobility solutions using Smart Hybrid technology.
- **Ignis**-The hatchback with Urban design and SUV like styling, designed for the tough Urban Roads with an imposing design and superior driving capabilities.
- **Ciaz**-The sedan admired for its elegance was the fastest to reach the landmark sale figure of 100000 in its segment.
- **Vitara Brezza**-India's highest selling compact SUV, the Vitara Brezza, took the segment by storm ever since its launch. Admired for its bold design and imposing presence, Vitara Brezza has captured the hearts of auto experts and customers alike. Brezza features in top 10 best selling cars in India.
- **Ertiga**-Introduced in 2012, Ertiga created a unique segment and became India's highest selling multi-purpose Utility Vehicle in no time. The 2nd generation Ertiga,

positioned as 'Technology meets Style', was introduced with Smart Hybrid technology. Ertiga continues to remain the market leader in its segment.

- **Wagon-R**-Introduced in 1999 as a tall boy hatchback, Wagon-R is one of the most popular cars in the country. It has been ranked in the top 5 best selling cars in India consecutively for over 11 years. The 3rd generation Wagon-R is also the highest selling CNG car in India.
- **Dzire**-Introduced in 2008, Dzire is the most admired and the highest selling sedan in the country. The 3rd generation Dzire continues to excite the customers and is also among the top 5 best selling cars in the country.
- **Swift**-Introduced in 2005, Swift is one of the most loved hatchbacks in the country and has created a glorious legacy with unmatched driving experience, great customer fan following, acceptance and delight. Swift is the highest selling car in its segment. The 3rd generation Swift became India's highest selling car in FY 2020-21.
- **Alto**-Introduced in 2000, Alto is one of the most iconic hatchbacks in the country. Within a few years of launch, Alto became the highest selling car in the country. The 2nd generation Alto, aptly positioned as 'Desh ki Shaan', (pride of the nation) is the car of choice for over 4 million customers in India.
- **S-presso**-The hatchback with SUVish design, youthfulness and energy that resonates with the 'go-getters' of India. S-presso is the 2nd highest selling car in its segment.

OWNERSHIP PATTERN

Abharan Motors

Name	Designation
Mr Mahesh M Kamath and Mr Madhukar M Kamath	B.O.D
Mr Subhas M Kamath	C.E.O
Mr Anand Amin	Genral Manager
Mr Nagaraj Kamath	Deputy Genral Manager
Mr Vinayak Kamath	Hr manager

AWARDS AND CERTIFICATION

AWARDS

- 2007-08 Highest innovation events (Sales)
- 2007-08 Excellence in Sales Performance
- 2008-09 Excellence in Sales Performance
- 2008-09 Highest SSI Score
- 2008-09 Highest growth in Sales

- 2009-10 Best H/R Practices
- 2009-10 Overall good performing Awards (Spares)
- 2010-11, 2011-12 and 2012-13 Overall good performance Awards

CERTIFICATION

- ISO 9001-2009 BY VINCOTTE International
- S.E 1.A by NSIC CRISIL

SALES SATISFACTION INDEX (SSI) RANKING (ALL IN INDIA)

- 7th Rank in 2001-020
- 1 Rank in 2002-03 •Top 5 Since 20 In Karnataka 1" Rank Since 2001

BALANCED SCORE CARD RANKING FOR MARUTI DEALERS IN INDIA:

- 2002-08-Gold brand
- 2008-09- Platinum brand
- 2009-10-Platinum brand
- 2010-13-Platinum brand
- 2022-Best traing Award ,HROS Score ,Highest customer retension Award,Best rural outlet Award

Future Growth and Prospects

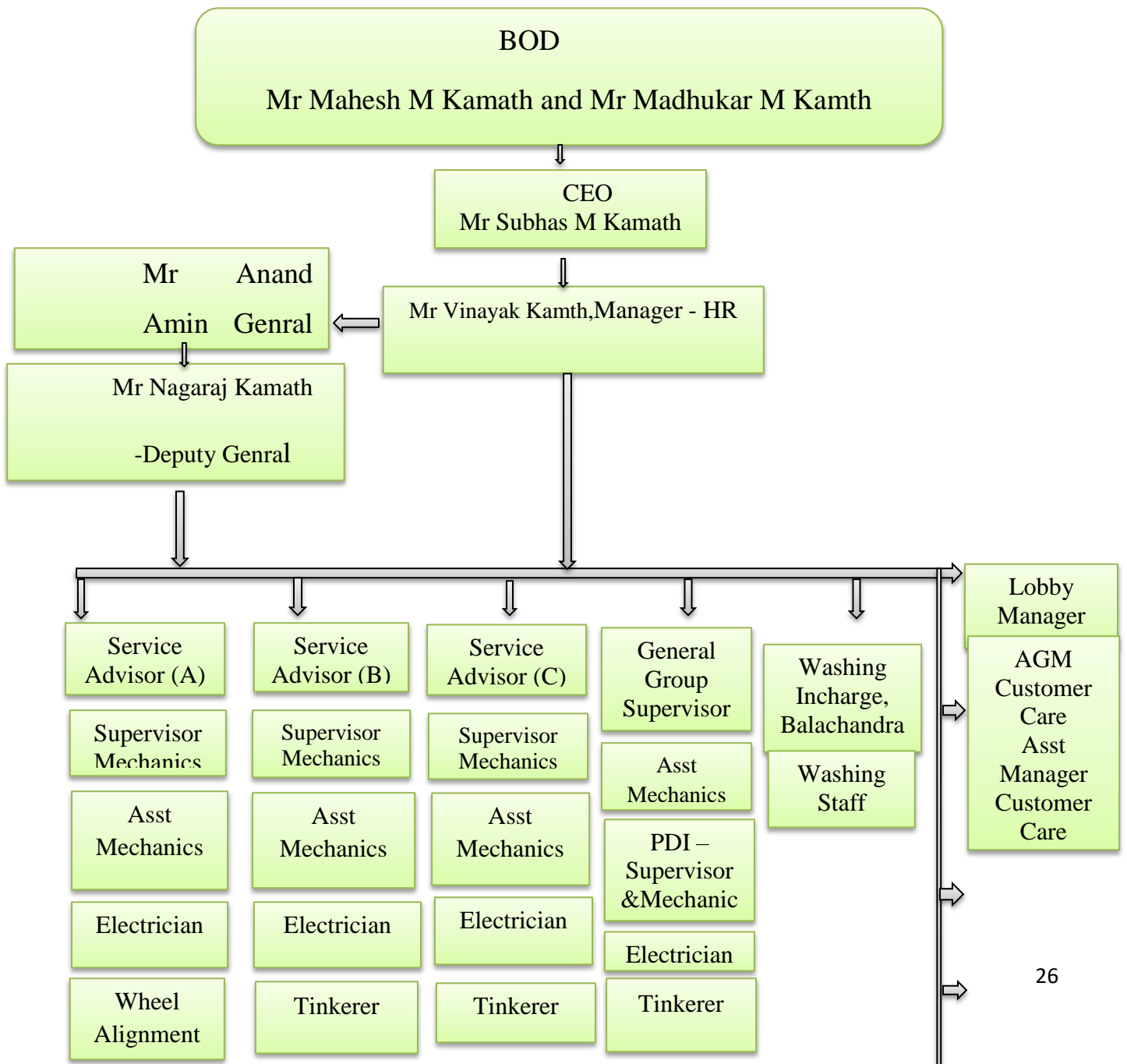
Due to its excellent service , Abharan Motors Pvt ltd has maintained very good customer loyalty. As of right moment, the corporation is not attempting to modify or expand how it operates. The business is attempting to implement some minor modifications, such as holiday incentives to clients and associated marketing campaigns.

Chapter-3

Mckeny's7 s framework

➤ **Structure –**

The structure of Abharan motors Pvt. Ltd is Functional .Generally the employees are divided into six functional heads namely workers and technicians, supervisors, executives, section manager, department manager and division manager.





➤ **Skill –**

- **Employee skills**

Abharan motors Pvt. Ltd has a commendable workforce, with high skills and capacities. All employees are recruited based on their merit and qualifications. Abharan motors Pvt. Ltd prides itself on hiring the best professionals and grooming them further to facilitate growth and development.

- **Skill management**

Abharan motors Pvt. Ltd pays particular attention to enhancing the skills and capacities of its employees. It arranges regular training and workshops – internally as well as externally managed- to provide growth and development opportunities for its employees. Abharan motors Pvt. Ltd focuses on personal as well as professional growth for its employees and works accordingly with them.

- **Company's competitive advantage**

The human resource is one of the core competitive advantages of the company. The skills of employees are developed specifically for job roles and requirements at Abharan motors Pvt. Ltd and provide a competitive benefit to the company – where players cannot imitate employee skills or training. This creates a unique and non-substitutable competency for Abharan motors Pvt. Ltd.

➤ **Strategy-**

- **Corporate level strategies**

Increase in product line :

Abharan motors are increasing the number of products offered to the customers ,So now the customer as option to choose.

- **Business level strategies:**

Abharan motors provide services at affordable price. Abharan motors will give door to door services that they will pick car from customers' house. They provide offers during special occasions. So that they can retain their existing customers and attract the potential customers.

- **Functional level strategies:**

Abharan motors are using Marketing strategy, Human resources strategy.

- Marketing strategy – In comparison to other dealers, the price of the service they offer is also lower. Even, Abharan Motors offers the post-sale services. And also they will provide special offers during festival season. So that they can increase their customer .
- Human resources strategy – Selecting the right people with the right skill and qualification . So that they will help the organization to achieve its goals.

- **Operating level strategies:**

- Providing on time service
- Resolving customers issues /problems without delay.
- Continuous follow up with the customer
- Reminders for service
- Good Customer service

Abharan motors has a good conflict management which helps the workers to perform their task with good understanding and coordination. And make sure that they will utilize the firm's resource to achieve objectives.

➤ **Shared Values-**

- **Core values**

The core values at Abharan motors Pvt. Ltd are defined and communicated to foster a creative and supportive organizational structure that will allow employees to perform optimally, and enhance their motivation and organizational commitment.

The core values at Abharan motors Pvt. Ltd include, but are not limited to:

- Creativity
- Honesty
- Transparency
- Accountability
- Trust
- Quality

The Abharan motors Pvt. Ltd business also ensures that all its activities and operations are conducted with high ethical and moral standards that redefined and bench marked against international criteria.

➤ **Staff-**

At present there are 500 plus workers. With different qualifications. Their timings are from 9.00am to 6 p.m. for ladies and 8.30 a.m. to 7 pm, for gents. The employees should come on time and with their uniform. Their other showrooms are Abharan Motors Tekkate, Abharan Motors Karkala.

➤ **Style-**

- **Management/leadership style**

Abharan motors Pvt. Ltd has a participative leadership style. Through a participative leadership style, Abharan motors Pvt. Ltd is able to engage and involve its employees in decision-making processes and managerial decisions. This also allows the leadership to regularly interact with the employees and different managerial groups to identify any potential conflicts for resolution, as well as for feedback regarding strategic tactics and operations. Through its participative leadership, Abharan motors Pvt. Ltd is able to enhance employee motivation, and increase organizational commitment and ownership amongst employees .

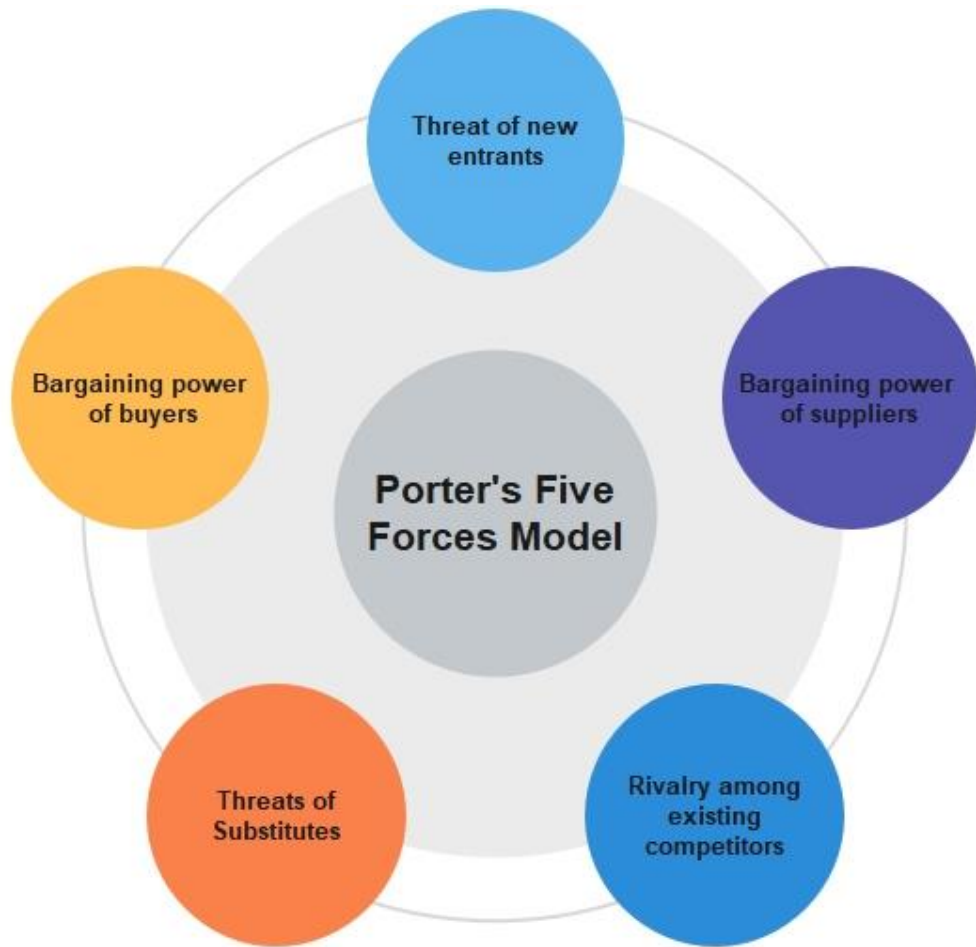
➤ **Systems-**

- **Organizational systems in place**

Abharan motors Pvt. Ltd has defined and well-demarcated systems in place to ensure that the business operations are managed effectively and that there are no conflicts or disputes. The systems at Abharan motors Pvt. Ltd are largely departmental in nature, and include, for example:

- Human resource management
- Finance
- Marketing
- Operations
- Sales
- Supply chain management
- Public Relation Management
- Strategic leadership

PORTER'S FIVE FORCE MODEL OF ABHARAN MOTORS



➤ **Barriers to entry-(moderate)**

In this industry it is easy to enter into the market . There is no much barrier to enter the market . But it may require huge capital investment. As there is more player in the market survival of new entrants may be little difficult .

- Cost advantage [economies of scale ,economies of scope]
- Government policies and taxation
- Capital requirements.

➤ **Threat of substitutes(Medium to high)**

There are many substitutes for the car such as Two wheelers, Auto riksha's , Bus etc. So the threat of substitutes is more . But the purpose of this car's is used to serve the nano family and personal use.

- High availability of alternatives.
- low switching costs for alternatives.
- strong competitors

➤ **Competitive Rivalry (High)**

There are many competitor for Abharan motors like Pai sales, Mandavi motors, Bharth motors Kalyani motors .The rivalry is not simply restricted to the cost but also for the quality of services provided. Every company is aiming hard to upkeep their market share. Hence the competition is high in the market

➤ **Bargaining power of buyers(high)**

As there are more competitor in the market with attractive offers . Customer has more choice, Hence the bargaining power of buyer is very high .They will be easily ready to switch for the competitor

- A lot of possibilities are available.
- A large number of rival products.
- The amount of purchases made by customers is very important.
- Proficient understanding of cost structure.
- Significant product differentiation
- Cost discounts serve as incentives for purchasers.
- Better post-sale support.

➤ **Bargaining power of suppliers (low)**

As there is only one supplier for Abharan motors is Maruthi Suzuki. So the Bargaining power of suppliers is very less.

- The importance of sales volume to supplier's .
- Switching cost of suppliers is high.

Chapter 4

SWOT Analysis



Strengths:

Abharan Motors has a variety of benefits. Abharan Motors, the sole Maruti Suzuki dealer in Udupi, is one of them. In comparison to other dealers, the price of the service they offer is also lower. Even so, Abharan Motors offers the following post-sale services.

- Low maintenance price
- Brand image of the Maruti
- Skillful employees
- Good customer feedback
- Good financial position
- Operates in its own premises.

Weakness:

The new staff hired by the organization will depart within a short time. The business has struggled to fulfill its obligations to its workers and uphold its agreements this is due to poor HR policy followed by the organization . Since Abharan Motors is a Maruti Suzuki dealer, it must adhere to the rules set forth by Maruti Suzuki. Even though a company may occasionally receive a lower dealership commission, it still needs to manage expenses while modernizing its service facilities.

Opportunities:

Opportunities will arise when Maruti Suzuki sells its EV. The company can come up with the lowest price segment in which it will make affordable cars for the medium class people, which will expand the customer base for the company. Even they can attract the youths by letting them to know about the new feature of vehicles.

Threats:

As it is with every other business, Abharan motors also faces competition in the form of dealerships of other car brands such as Hyundai, Ford, TATA motors and Mahindra. These dealerships are dividing the attention of the customers hence proving to be a threat to Abharan motors. Problems and increasing rate of petrol is another major problem for the company, people are moving towards electric vehicles .The company needs to innovate in the segment to sustain its position in the market.

CHAPTER 5

ANALYSIS OF FINANCIAL STATEMENT

Profit and loss account :

P/L A/C OF MS INDIA (IN RS CR)	MAR 21	MAR 20	MAR 19	MAR 18	MAR 17
INCOME					
Revenue from operation(gross)	66,562.10	71,690.40	83,026.50	80,336.50	76,140.80
Less: Excise/Service Tax/Other Levies	0.00	0.00	0.00	2,231.70	9,231.40
REVENUE FROM OPERATIONS [NET]	66,562.10	71,690.40	83,026.50	78,104.80	66,909.40
TOTAL OPERATING REVENUES	70,332.50	75,610.60	86,020.30	79,762.70	68,034.80
Other income	2,946.40	3,420.80	2,561.00	2,045.50	2,300.10
Total revenue	73,278.90	79,031.40	88,581.30	81,808.20	70,334.90
Expenses					
Cost Of Materials Consumed	33,296.90	34,636.60	45,023.90	44,941.30	42,629.60
Operating And Direct Expenses	0.00	0.00	0.00	0.00	0.00
Changes In Inventories Of FG,WIP And Stock- In Trade	273.10	-238.10	210.80	40.70	-380.10
Employee benefit expenses	3,402.90	3,383.90	3,254.90	2,833.80	2,331.00
Finance Costs	100.80	132.90	75.80	345.70	89.40
Depreciation And Amortization	3,031.50	3,525.70	3,018.90	2,757.90	2,602.10

Expenses					
Other Expenses	10,839.90	11,889.20	11,634.00	9,991.50	8,724.10
TOTAL EXPENSES	68,119.50	71,966.60	78,115.70	70,804.80	60,374.60
PROFIT/LOSS BEFORE EXCEPTIONAL, EXTRAORDINARY ITEMS AND TAX	5,159.40	7,064.80	10,465.60	11,003.40	9,960.30
Exceptional Items	0.00	0.00	0.00	0.00	0.00
PROFIT/LOSS BEFORE TAX	5,159.40	7,064.80	10,465.60	11,003.40	9,960.30

Balance Sheetss

A balance sheet is a financial statement that shows the assets, liabilities, and equity of a corporation at a certain point in time. These balance sheet categories inform investors about the company's assets and liabilities, as well as the amount of money invested by shareholders. The mathematical methodology is used to create the balance sheet: $\text{Assets} = \text{Liabilities} + \text{Shareholders' Equity}$ A balance sheet is a snapshot of a company's financial status at a specific point in time, commonly calculated every quarter, six months, or a year. Assets and liabilities are the two key headings on a balance sheet.

Assets

Accounts are displayed from top to bottom in the assets sector in order of liquidity, or the ease with which they can be turned into cash. They are separated into two categories: current assets (those that can be converted to cash in one year or less) and non-current or long-term assets (those that cannot be converted to cash easily).

Liabilities

Liabilities are the sums of money owed to third parties by a corporation, ranging from bills owed to suppliers to interest on bonds issued to creditors to rent, utilities, and salaries. Current obligations are those that are due within a year and are listed in chronological order. After one-year, long-term liabilities are due at any time.

Balance sheet of maruti Suzuki India (in Rs.Cr)	March 21 12 month	Mar 20 12 month	Mar 19 12 month	Mar 18 12 month	Mar17 12 month
Equities and liabilities shareholders fund					
Equity share capital	151.00	151.00	151.00	151.00	151.00
Total share capital	151.00	151.00	151.00	151.00	151.00
Reserve and surplus	51215.80	48286.00	45990.50	41606.30	36280.10
Total reserve and surplus	51215.80	48286.00	45990.50	41606.30	36280.10
Total shareholders fund	51366.80	48437.00	46141.50	41757.30	36431.10
Non – current liabilities					
Long term borrowings	0.00	0.00	0.00	0.00	0.00
Deferred tax	384.70	598.40	564.00	558.90	466.20

liabilities (net)					
Other long term liabilities	2164.50	2170.30	2036.50	1585.30	1105.00
Long term provisions	44.70	51.60	39.50	26.50	21.90
Total non-current liabilities	2593.90	2820.30	2640.00	2170.70	1593.10
Current liabilities					
Short term borrowings	488.80	106.30	149.60	110.80	483.60
Trade payable	10161.70	7494.10	9633.00	10497.00	8367.30
Other current liabilities	4714.60	3014.80	3743.30	4274.30	3926.50
Short term provisions	741.60	679.60	624.40	560.00	449.00
Total current liabilities	16106.70	11294.80	14150.30	15442.10	13226.40
Total capital and liabilities	70067.40	62552.10	62931.80	59370.10	51250.60
Assets					
Noncurrent assets					
Tangible assets	14735.80	15374.50	14956.70	13047.30	12919.70
Intangible assets	224.20	335.80	451.10	311.70	373.00
Capital work-in-progress	1192.30	1337.40	1600.10	2125.90	1252.30
Other assets	0.00	0.00	0.00	0.00	0.00
Fixed assets	16446.80	17118.60	17007.90	15484.90	14545.00
Noncurrent investment	33371.00	35248.80	31469.50	34072.90	26302.20
Deferred tax	0.00	0.00	0.00	0.00	0.00

assets(net)					
Long term loan and advance	0.20	0.20	0.20	0.20	0.30
Other noncurrent assets	1722.70	1757.10	2092.60	1890.70	1626.90
Total non-current assets	51540.70	54124.70	50570.20	51448.70	42474.40
Current assets					
Current investment	8415.70	1218.80	5045.00	1217.30	2178.80
Inventories	3050.00	3214.90	3214.90	3160.80	3262.20
Trade receivable	1276.60	1974.90	2310.40	1461.80	1199.20
Cash and cash equivalents	3036.40	21.10	178.90	71.10	13.80
Short term loans and advance	23.00	16.90	16.00	3.00	2.50
Other current assets	2725.00	1980.80	1485.10	2007.40	2119.70
Total current assets	18526.70	8427.40	12361.60	7921.40	8776.20
Total assets	70067.40	62552.10	62931.80	59370.10	51250.60
Other additional information contingent liabilities, commitments					
Contingent liabilities	15502.20	12955.50	12090.30	10181.20	9642.10
CIF VALUE OF IMPORTS					
Raw materials	2875.00	2487.60	4396.90	3887.90	375.40

Stores, spares and loose tools	475.30	64.00	58.50	66.10	20.10
trade/other goods	475.30	64.00	58.50	66.10	20.10
Capital goods	672.10	917.30	1331.20	678.30	1481.80
Expenditure in foreign exchange					
Expenditure in foreign currency	7855.00	9099.00	12802.70	3872.50	0.00
Remittances in foreign currencies for dividends					
Dividend remittance in foreign currency	-	-	-	-	-
Earning in foreign exchange					
FOB value of goods					
Other earnings	4585.70	5424.60	5218.60	5455.90	-
Bonus details					
Bonus equity share capital					
Non-current investments					
Non-current investments Quoted Market Value	1132.30	84.30	1077.30	337.60	329.00

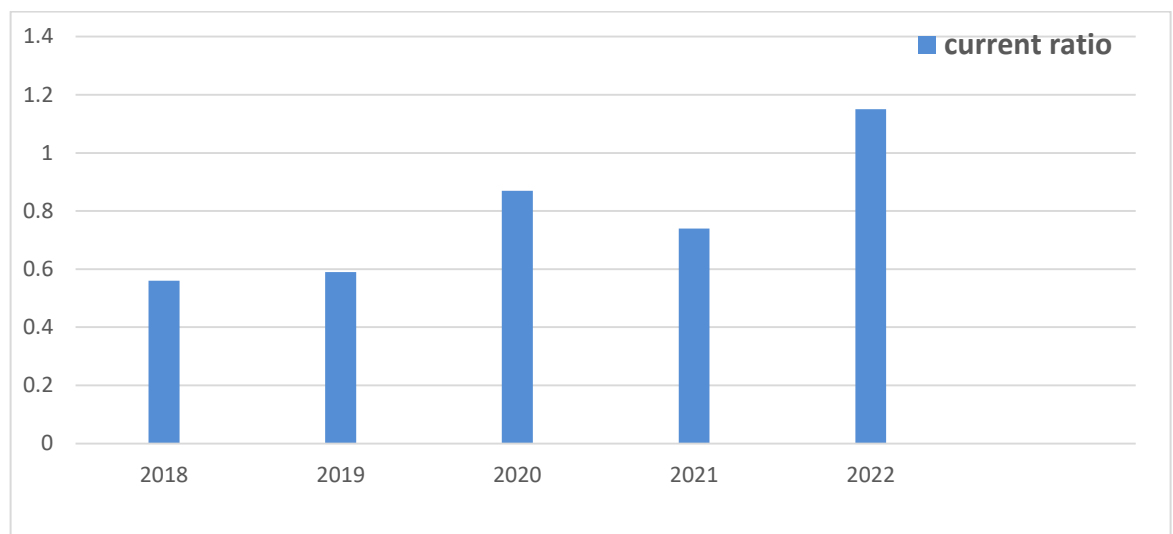
Non-current investments Quoted Market Value	32422.40	34775.70	30609.10	33041.90	25606.20
Current investments					
Non-current investments Quoted Market Value					
Non-current investments Quoted book Value	8415.70	1218.80	5045.50	1217.30	2178.80

CASHFLOW STATEMENT

Cash flow of Abharan motors	Mar 22	Mar21	Mar 20	Mar 19	Mar 18
	12 months	12 months	12 months	12 months	12 months
Net profit or loss before extraordinary items	4,582.30	5159.40	7064.80	10465.60	11003.40
Net cash flow from operating activities	1791.20	8838.80	3405.10	6593.20	11785.00
Net Cash Used In Investing Activities	-189.00	-7,283.90	-463.90	-3,538.30	-8,282.10
Net Cash Used From Financing Activities	- 1,602.50	-1,540.80	- 3,100.00	-2,947.80	-3,446.00
Foreign Exchange Gains / Losses	0.00	0.00	0.00	0.00	0.00
Adjustments On Amalgamation Merger Demerger Others	0.00	0.00	0.00	0.00	0.00
NET INC/DEC IN CASH AND CASH EQUIVALENTS	-0.30	14.10	-158.80	107.10	56.90
Cash And Cash Equivalents Begin of Year	32.30	18.20	177.00	69.90	13.00
Cash And Cash Equivalents End Of Year	32.00	32.30	18.20	177.00	69.90

Current Ratio-Current ratio is a liquidity ratio that measures the company's ability to pay short term obligations or those due within one year. Current ratio is the difference between current asset and current liability. Current assets include cash, accounts receivable, inventory, and other current assets. Current liabilities include accounts payable, wages, taxes payable, short- term debts, and the current portion of long term debts.

Year	Total Current Assets	Total Current liability	Current Ratio
2018	8776.20	15442.10	0.56
2019	7921.40	13226.40	0.59
2020	12361.60	14150.30	0.87
2021	8427.40	11294.80	0.74
2022	18526.70	16106.70	1.15



Interpretation:

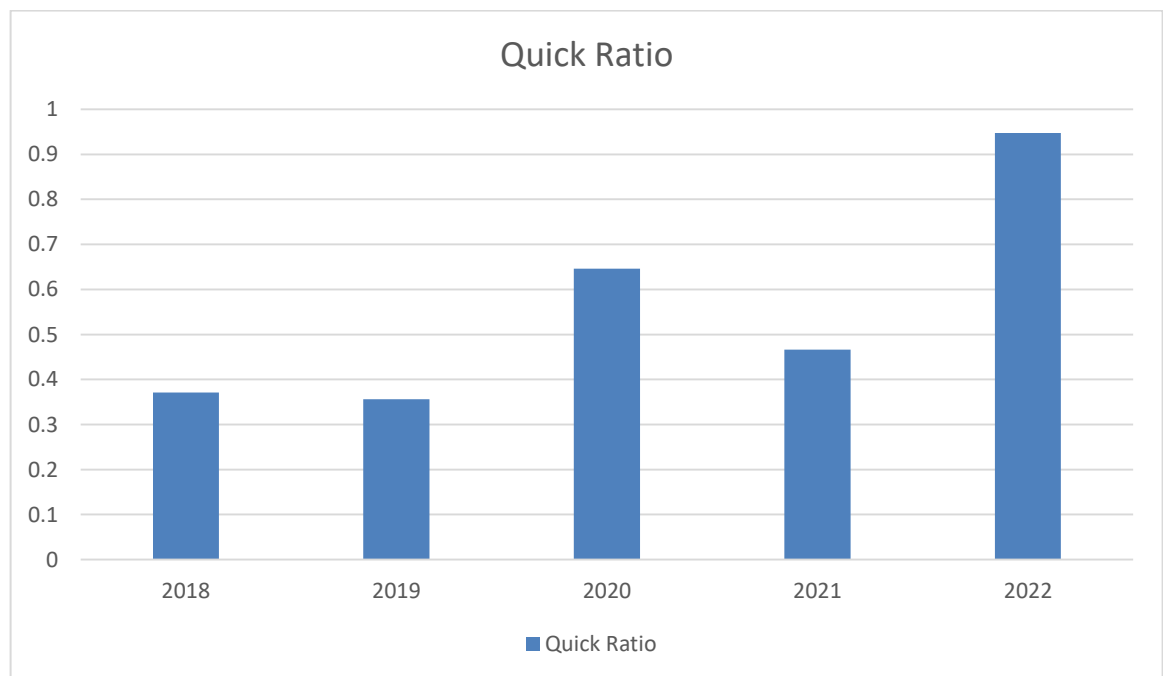
In the above table it is clear that 2022 company current asset ratio increased to 1.15, which indicates under trading, it symbolizes that company has 1.15 times more against 1 liability. Higher current asset indicates strong solvency and expected to be better.

Quick Ratio

The quick ratio assesses a company's capacity to satisfy its short-term commitments using its most liquid assets and serves as an indicator of its short-term liquidity situation.

Quick ratio = $\frac{\text{Current Assets} - \text{Inventory}}{\text{Current Liabilities}}$

Year	Current asset	Inventory	Current liability	Quick ratio
2018	8776.20	3050.00	15442.10	0.37
2019	7921.40	3214.90	13226.40	0.35
2020	12361.60	3214.90	14150.30	0.64
2021	8427.40	3160.20	11294.80	0.46
2022	18526.70	3262.20	16106.70	0.94



Interpretation

The above graph shows the increase in quick ratio in 2022 i.e. 0.94 than 2021 i.e. 0.46 which means the liquidity position of the company is very good.

Turnover ratio

The inventory turnover ratio is the number of times a company has sold and replenished its inventory over a specific amount of time. The formula can also be used to calculate the number of days it will take to sell the inventory on hand.

Asset turnover ratio is the ratio of the value of a company's sales or revenue generated relative to the value of its asset. The asset turnover ratio can often be used as an indicator of the efficiency with which is developing its asset in generating revenue.

Asset turnover ratio = Sales / Total Assets

Year	Sales	Total assets	Assets Turnover Ratio
2022	66,562.10	70067.40	0.94
2021	71,690.40	62552.10	1.14
2020	83,026.50	62931.80	1.31
2019	80336.50	59370.10	1.35
2018	76140.80	51250.60	1.48

Interpretation

The above chart shows the asset turnover ratio of the company. In this chart 2018 has highest asset turnover ratio of 1.48 than the other 4 years. When there is a highest turnover ratio it shows that company is effective at managing its assets and produce more net income.

SOLVENCY RATIO

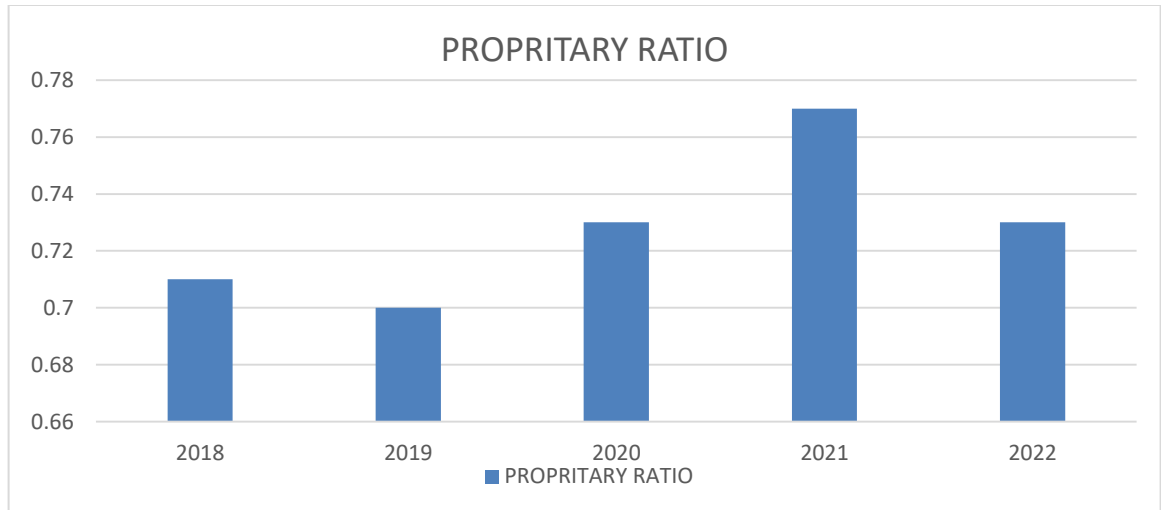
Potential business lenders frequently utilise a solvency ratio as a significant indicator of a company's capacity to repay its long-term debt. A company's financial health may be assessed by looking at its solvency ratio, which determines if its cash flow is sufficient to cover its long-term obligations. An unfavourable ratio might suggest a chance that a corporation would fail to pay its debts.

Proprietary Ratio

A sort of solvency ratio called a proprietary ratio is helpful for figuring out how much shareholders or business owners contribute to the overall assets of the company. It is sometimes referred to as the net worth ratio, shareholder equity ratio, or equity ratio.

Proprietary Ratio = Shareholders Fund / Total Assets

Year	Shareholders Fund	Total assets	Proprietary Ratio
2022	51366.80	700067.40	0.73
2021	48437.00	62552.10	0.77
2020	46141.50	62931.80	0.73
2019	41757.30	59370.10	0.70
2018	36431.10	51250.60	0.71



Interpretation

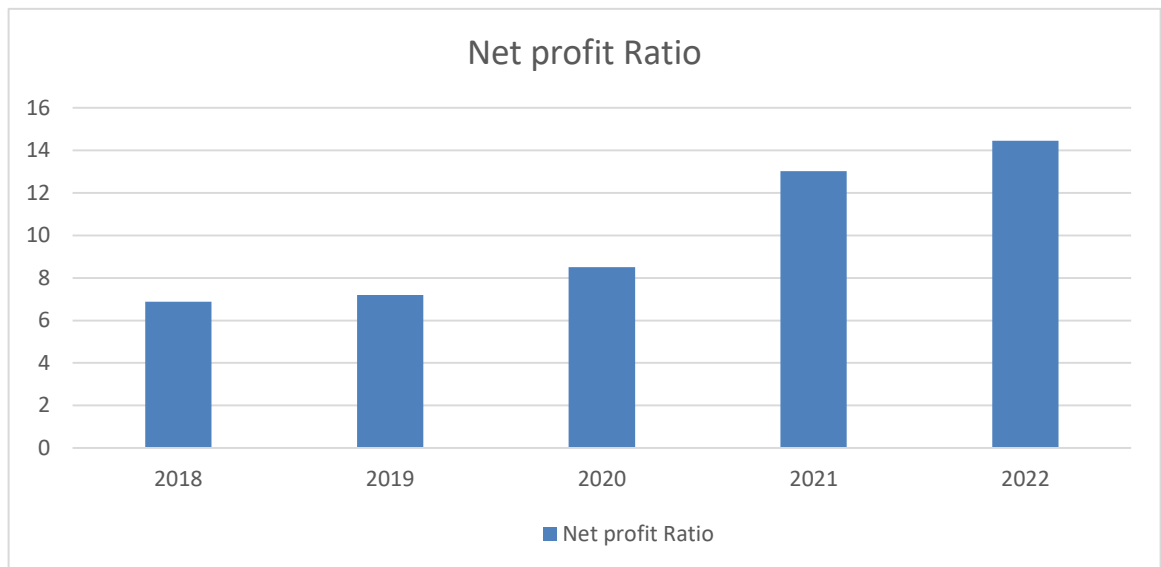
In the above graph while comparing 5 years of ratio we can see that in 2021 there is a high proprietary ratio of 0.77 which shows that company is in a strong position. But in 2022 the ratio has been decreased to 0.73 which means it is dependent on debt to run a company.

PROFITABILITY RATIO

A type of accounting ratio called a profitability ratio helps in assessing the company's financial success at the closure of an accounting period. Profitability ratios demonstrate a business's capacity to generate profits from its activities.

Net Profit Ratio = $\text{Net Profit} / \text{Sales} \times 100$

Year	Net Profit	Sales	Net Profit Ratio
2018	4582.30	66,562.10	6.88
2019	5159.40	71,690.40	7.19
2020	7064.80	83,026.50	8.50
2021	10465.60	80336.50	13.02
2022	11003.40	76140.80	14.45



Interpretation

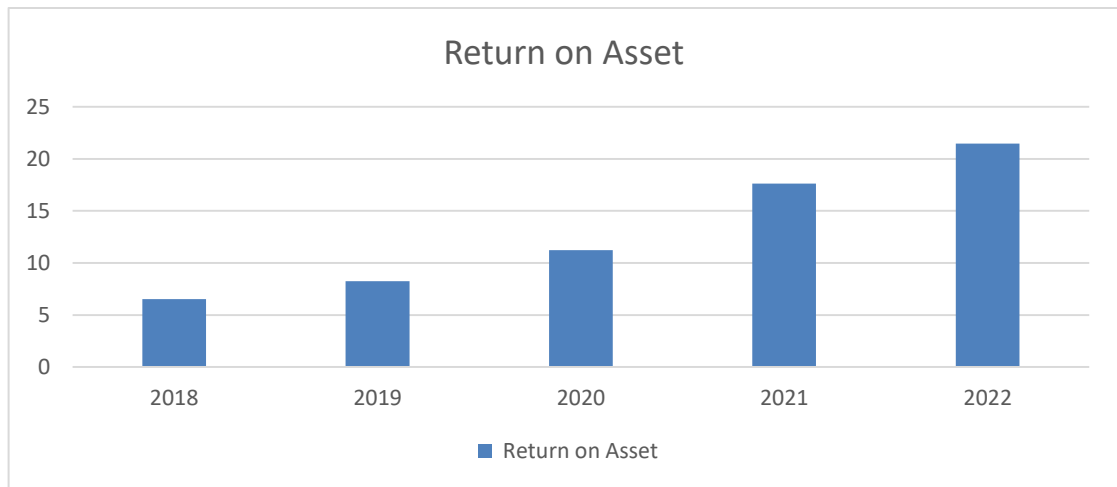
In the above graph 2022 has a highest net profit ratio of 14.45 which shows that the earning profit of the company is high.

Return on assets ratio

Return on Assets (ROA) is a type of return on investment (ROI) metric that measures the profitability of a business in relation to its total assets. This ratio indicates how well a company is performing by comparing the profit (net income) it's generating to the capital it's invested in assets.

$$\text{Return on Assets Ratio} = \text{Net Profit} / \text{Total Asset} * 100$$

Year	Net Profit	Total assets	Return on asset
2018	4582.30	70067.40	6.53
2019	5159.40	62552.10	8.24
2020	7064.80	62931.80	11.2
2021	10465.60	59370.10	17.62
2022	11003.40	51250.60	21.46



Interpretation

The above graph shows the increase in the Return on asset. While comparing 5 years the graph shows the continuous increase from 2018 to 2022 which means higher the return, more productivity and effecient management of economic resources.

Chapter 6

LEARNING EXPERINCE

As an MBA student, it is important to have an exposure to face the corporate world. This internship has helped me to understand about how the automobile sectors works and how to develop inter-personal communication in the organization.

- Today automobile sector are growing business in India. There are lots of chances to start up with such business.
- In the process, I studied how important it is to motivate and retain human resource in an organization.
- I was never treated like an intern by the organization's staff, who were all very helpful. Everyone was incredibly kind to me and helped me through the internship.

CONCLUSION

Every person learns from his/her experience and most of the personalities and characters of a person are molded by whatever experience he/she has in their life. Every student when doing a professional course needs to undertake an internship programme, which helps him/her to explore their skills and gain in-depth knowledge about the operations of the organization.

The Abharan Motors Private Limited offered me a very useful opportunity to learn about the organisation as a whole. It allowed me to expand my skills and career options and most importantly, the organization study helped me to develop myself to face challenges. It also helped me to gain valuable knowledge about the company.

The past four weeks of the internship had been very educative which helped me to have a practical idea of whatever I had learned in the class theoretically. I got familiarized with the working of organization, structure and policies that every company adheres to in a systematic manner.

Learning experiences differ from person to person depending upon one's ability. The most important thing I have understood is that the company culture strictly fulfills the needs of the employees as well as the customers.

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