

**AN INTERNSHIP REPORT ON
ZEPHYR TECHNOLOGIES AND SOLUTIONS**

Submitted By

ZAHIRA BANU

USN: 4AL21BA111



Submitted To

VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI

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

MASTER OF BUSINESS ADMINISTRATION

Under the guidance of

INTERNAL GUIDE

MRS. PRIYA SEQUIERA

HOD

DEPARTMENT OF MBA

EXTERNAL GUIDE

ABDULA SAMAH

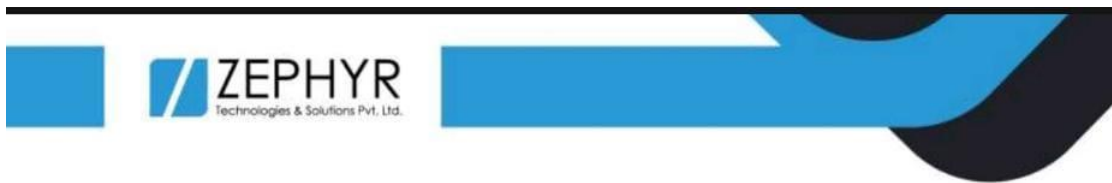
CHIEF EXECUTIVE

OFFICER



PG DEPARTRMENT OF BUSINESS ADMINISTRATION

**ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY,
MOODBIDRI**



ZTP-INT-2022-2300

CERTIFICATE OF COMPLETION

This certificate is presented to **Ms. Zahira Banu (4AL21BA111)** student of Alva's Institute of Engineering and Technology for successfully completing the internship in **Digital Marketing** under the guidance of our special team of trainers.

Period of Internship Training: **22-10-2022 to 22-11-2022**

We have found her to be a self starter who is motivated, duty bound and Hard-working. she worked sincerely on her assignments, and her performance was Par Excellence.

Date: 22-11-2022

Zephyr Technologies and Solutions Pvt Ltd

Place: Mangaluru

Abdulla Abid Samah
Chief Executive Officer



Head Office : GS2, Heavenly Plaza, Suite No.352, Kakkanad, Kochi, Kerala - 682 021
Registered Office : Door No 18208/ D3 III Floor, Golden Chambers, Kandamkulam P.O, Calicut, Kerala - 673002

+91 7994082021
+91 8111843307
+91 824 2410337

mail@zephyrtechnologies.co
www.zephyrtechnologies.co

Oberle Tower, 2nd Floor,
Balmatta, Mangalore - 575002



ALVA'S INSTITUTE OF ENGINEERING & TECHNOLOGY

(A Unit of Alva's Education Foundation @ Moodhutti)
Affiliated to Visvesvaraya Technological University, Belagavi
Approved by AICTE, New Delhi & Recognized by Government of Karnataka
Accredited by NBA (CSE & ECE)

Ref: AIET/MBA/IP/2021-23/33

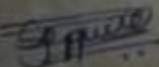
Date: 30.08.2022

TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Ms. ZAHIRA BANU, USN 4AL21BA111** is a bonafide student of this institution studying in the second semester of the MBA Programme. The VTU requires all students to compulsorily undergo an Internship for 4 weeks as a partial fulfillment of requirement for the award of the degree of Master of Business Administration.

In this regard we would kindly request you to permit her to pursue her Internship at your esteemed organization. We also request you to issue a certificate of completion of the Internship as per VTU guidelines.

Yours Truly,


Priya Sequeira

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



DECLARATION

I, ZAHIRA BANU hereby declare that this Organization study conducted at Zephyr Technologies & Solutions Pvt. Ltd.”, is a record of independent work carried out by me under the guidance of Priya Sequeira HOD of department MBA ,Alva’s institute of Engineering and technology, Mijar

I also declare that this organization study is towards the partial fulfillments of the University for the Award of the degree of master of business administration by visvesvaraya technological university Belagvi

I further declare that organization study is based on the original study undertaken by me and has not submitted for the award of any other degree from other institution

Place: Mangalore

Date:

Signature of the Student

(Zahira Banu)

ACKNOWLEDGEMENT

Writing this internship report happens to be one of the greatest achievements in this phase of my life. 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 to express my gratitude to my guide Mrs. Priya Sequeira, HOD, Department of Business Administration, AIET for this her excellent guidance, timely suggestions and support.

I would also like to extend my thanks to Dr Peter Fernandes, Principal of Alva s institute of Engineering and Technologies, Mijar

I express my sincere gratitude to Mr. Abdullah samah zephyr technology and solution that heartily welcomed me for the internship and guide me through the organization study

last but not least I would like to thank towards my parents and friends who has helped me directly throughout my internship

TABLE OF CONTENT

CHAPTER NUMBER	CONTENT	PAGE NUMBERS
1	CHAPTER 1 INTRODUCTION ABOUT THE COMPANY	10-15
2	CHAPTER 2 ORGANISATION PROFILE 2.1 BACKGROUND 2.2 NATURE OF BUSINESS 2.3 VISION MISSION AND QUALITY POLICY 2.4 WORKFLOW MODEL 2.5 PRODUCT /SERVICE PROFILE 2.6 OWNERSHIP PATTERN 2.7 ACHIEVEMENTS /AWARDS 2.8 FUTURE GROWTH AND PROSPECTS	16-21
3	CHAPTER 3 MCKENSY'S 7S FRAMEWORK & PORTER'S FIVE FORCES MODEL	17-29
4	CHAPTER 4 SWOT ANALYSIS	30-33
5	CHAPTER 5 ANALYSIS OF FINANCIAL STATEMENT	34-46
6	CHAPTER 6 LEARNING EXPERIENCE	47-48
7.	CONCLUSION, BIBLIOGRAPHY	49
8.	ANNEXURE	50-55

TABLE OF GRAPHS AND CHARTS

<u>SL.NO</u>	<u>CONTENT</u>	<u>PAGE NO</u>
<u>1</u>	<u>Liquidity ratio</u> 1 current ratio 2 quick ratio 3 Cash ratio	39 40 41
<u>2</u>	<u>Profitability ratio</u> 1. Net profit ratio 2. Working Capital 3.Return on assets ratio 4.Gross profit ratio 5. Return on equity ratio	42 43 44 45 46

EXECUTIVE SUMMARY

The ZEPHYR TECHNOLOGY AND SOLUTION Mangalore has been chosen for the organization study with the objective of studying organization as a whole. The study was conducted for the period 4 weeks from 20th October 2022 to 30th November 2022. the objective of the study is to understand the working culture of the organization and apply theoretical concepts in real situation at the work place for various function of the organizations. The whole report is divided into 6 chapters. Chapter 1 includes the introduction about the organization study, objective of the study, industry profile. Chapter 2 contains organization profile which will give detailed background, nature of business, vision mission and ownership pattern and future growth and prospects. Chapter 3 Gives details of McKinney's 7S frame work and porter 5 force model with special reference to organization under study. Chapter 4 Gives details about SWOT analysis of ZEPHYR TECHNOLOGY and solutions software company Mangalore. Chapter 5 depicts the financial analysis and chapter 6 explains about learning experience.

This study on working organization gives an idea of applying theoretical concepts in real situation at the work place

CHAPTER - 1

1.1 INTRODUCTION ABOUT THE ORGANIZATION AND INDUSTRY

1.1 INTRODUCTION ABOUT THE ORGANIZATION AND INDUSTRY

Zephyr Technologies And solutions is a private incorporated on 14 June 2005. it is classified as non government company and is registered of companies .Ernakulum its authorized share capital is Rs 100000 it is involved software are publishing consultancy and supply software operating system software, business other applications software computer games software for all platforms consultancy include providing the best solution in the form of custom software after analyzing the use of need and problems

Custom software also include made to order software based on order from specific users also included in writing software any kind following directives of the users software maintenance, web pages .the digital marketing plays lays out the responsibilities and task of a company social media manager to oversees, publish and manage content of company the proposed channels of communication tools and along with monitoring will provide an opportunity to improve this plan even further

Zephyr technologies have its brand loyalty and the quality of the service which they provide they grow in such a way that it created competitions of other software company

Industry profile:

Zephyr Technologies & Solutions Pvt. Ltd. belongs to the Digital Marketing Industry. It is basically Service Company that carries out Digital Marketing and Web developments for its clients.

1.1. Digital Marketing

Digital Marketing (additionally Online Marketing, Internet Marketing or Web Marketing) is

An aggregate name for marketing carried out on the web, rather than conventional Marketing through print media, live advancements, television and radio commercial.

1.2. Digital Marketing Channels

1.2.1. Search Engine Optimization (SEO) -

Search engine optimization (SEO) is the process of influencing the visibility of a website or a web page in a search engine's search results, that is "natural" or un-paid ("organic"). SEO may target different types of search such as image search, video search, academic search, news search etc.

SEO is an online marketing strategy which involves how search engines work, what people search for, the actual search terms or keywords that are typed into search engines and which search engines are preferred by their targeted audience. Advancing a website may include modifying its substance, HTML and related coding to increase its relevance to specific keywords as well as to remove barriers to the indexing activities of search engines. Elevating a website to expand the quantity of back links, or inbound links, social book marking, directory submission is another SEO tactic which is used by many companies now a day

1.2.2 Search Engine Marketing (SEM) -

Search Engine Marketing (SEM) is a type of online marketing which includes the promotion of any websites by expanding their visibility in search engine results pages (SERPs) through enhancement and advertisings. SEM may utilize search engine optimization (SEO), which modifies or reworks site substance to achieve a higher ranking in search engine results page or use pay per click postings. Search Engine Marketing (SEM) is a type of online marketing which includes the promotion of any websites by expanding their visibility in search engine results pages (SERPs) through enhancement and advertisings. SEM may utilize search engine optimization (SEO), which modifies or reworks site substance to achieve a higher ranking in search engine results pages, or use pay per click postings.

1.2.3 Social Media Marketing (SMM)

Social media marketing is the process of increasing traffic to any website through social media platforms. Social media marketing programs usually aims to attract the attention of customers and encourages them to share it across their social networks. The resulting electronic word of mouth refers to any statement consumers share via the Internet about an event, product, service, brand or company. When the desired message spreads from user to user, it results in increased loyalty among customers towards that product or service because it comes from a trusted, third-party source and not from company itself.

A. Face book Marketing–

Face book is the world's most popular social network for both businesses and individuals. With over one billion users, your friends and fans are likely already using the platform --and you should be too! In fact, people are 51% more likely to make a purchase after "liking" a brand on Face book. Face book marketing requires a good intellects and unique thinking to make the campaign effective. In fact, in Face book marketing your content speaks a loud that is why makes sure your content should be relevant to your audience and business.

B. Twitter marketing

Twitter is a real-time platform which allows users to get creative and drive results at the same time. The purpose of using Twitter may be different for different users. You can use it to drive sales, increase brand awareness or to launch a product. Twitter marketing is not so popular than face book but still it has an impact on audience twitter marketing first of all you have to understand and learn the terminologies of twitter

- Hash tag - A hash tag is any word beginning with the sign. People use hash tags to organize conversations around a specific topic. Clicking on a hash tag takes you to search results for that term.
- Mention - Sometimes you want to bring a Tweet to someone's attention, but you still want all of your followers to see the message. So instead of a reply, use a mention .Include the use name of whomever you want to mention in your Tweet, and it will appear in the Mentions section (in the Connect tab). All mentions are clickable and link will redirect you to the mentioned individual's profile.

- Reply - You can respond to a Tweet by hitting the reply button. When you reply, your response is public, and will show up in your home timeline and the timeline of the person to whom you are responding. The reply will also be visible in the home time line so people that follow both you and the person to whom you sent the reply. Meaning, someone not in the conversation has to follow both of the people replying to be able to read both sides of the conversation.
- Favorite - You can favorite the tweet for future reference. This is just like an archiving something that's really interesting to you.
- Direct Message (DM) - You can send private messages to someone, just like an email .For DM, sender and receiver should be following each other.

C. LinkedIn Marketing -

LinkedIn is the world's largest social network for professionals. It has more than 161 million registered users in more than 200 countries. More than two million companies have created their LinkedIn Company Pages to seek the attention of those registered users. If anyone is in B2B business then this platform is very useful for him/her to connect with companies' directors and marketing person.

D. Pinterest

It is a visual discovery social network. It is a way of sharing images of anything, from fashion to pets to pot plants. You can create your own online pin boards to suits any theme and share it with other people. Interest completely revolves around the premise of being creative and visual. 70% users of Pinterest are female and aged between 25 and 44. So if you are targeting women then Pinterest is the right platform for your business. Pinterest is one of the top 10 social networking sites tracked by Hit wise.

E. Instagram

Instagram, the modern revolutionary photo-sharing program, making it easier than ever to share your best pictures with the world .Instagram allows you to upload, add digital filters, and then post your pictures on your Instagram -feed, as well as other social networking sites. You can connect your Instagram account with Face book, Twitter, Tumblr, Flickr, Foursquare and your email account. This makes it easy to share your photos on different platforms all at the same time.

F. YouTube –

YouTube is a video Social Networking webpage and the second most well-known website on the Internet after Google, who possesses YouTube. YouTube video viewing is a huge action on the Internet, with more than 1 billion visits to YouTube day by day and more than 100 million recordings observed every day. What's more, it's simple for any individual who sees your video to rate it and share it with his Social Network.

CHAPTER 2

COMPANY PROFILE

ORGANIZATION PROFILE:

2.1 BACKGROUND:

Zephyr Technologies and solutions was formed on June 2005 and started operating in the July 2005. At Zephyr Technologies and solutions, they see every problem as an opportunity for creative solutions. The team aims to create a delightful experience online and offline and web designing, SEO, Social Media Marketing, Content Marketing all under one roof. They also have new- driving strategies that will lead to a better customer base. Zephyr Technologies and Solutions started off with three people and within a span of one year, today the company has a workforce of more than 50 people.

Zephyr Technologies Mangalore is the Brainchild of three friends Karun lal, Samah and Mustafa, equipoise with skills specializing in Branding, Building websites, Graphic designs and Digital Media contents we are set out to change the market of advertised social media.

2.2 NATURE OF BUSINESS:

software publishing , consultancy and supply ,software publishing includes productions ,supply and documentations of readymade (non customized)software ,operating system software ,business & other applications software computer games software for all platform .consultancy includes providing the best solutions in the of custom software after analyzing the use need and problems custom software also include made to order from specific users it also included writing of software of any kind following directives of the users software maintenance ,web page design

2.3 VISION, MISSION, QUALITY POLICY

VISION:

Vision to grow as leading software and IT Service provider and a digital marketing company, providing quality, professional and flexible experience software to our clients. Provide value and the hunger for passion and success with our strategies to make a positive mark in global IT field. Providing skills and creative innovative tech startups to accelerate the digital industry.

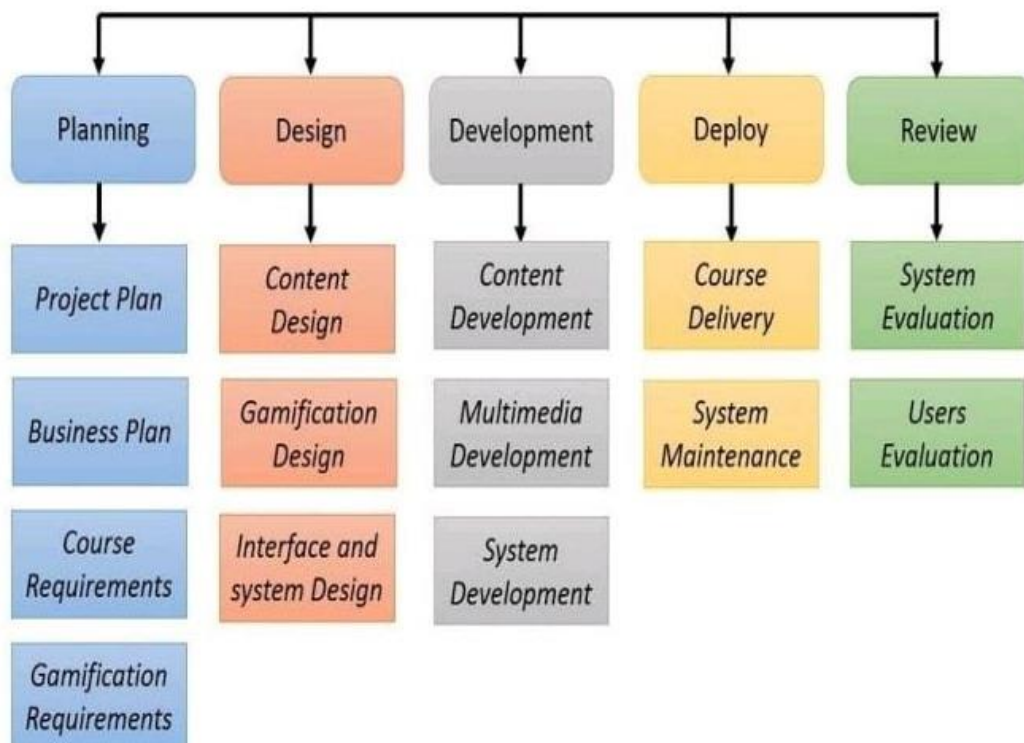
MISSION:

Our mission is to make sure the business growth of our customers with our creative strategies helping them to deliver results, value and marketing edge over all the competitors in the world. We are very friendly and serious towards our business strategies which help us to retain the existing clients and expand client circle, improving the quality of our service and products with our innovative and trending business strategies.

Quality policy:

Zephyr technologies & solutions private ltd strives to meet the need and expectations of their customers through a protective approach the company commit themselves to quality managements system standard continually improves the same

2.4 WORKFLOW MODEL



2.5 PRODUCT/SERVICE PROFILE:

Mobile Marketing (MMT)

Mobile marketing is marketing which is done on or with a mobile device, such as a smart phone. It can provide customers with time and location sensitive information that promotes goods, services and ideas

Email Marketing (EMT)

It involves using email to send ads, ask for business, or request deals or donations, and is intended to build loyalty, trust, or brand awareness among customers. Email marketing is usually done to current customer database.

Some of the Major Companies that are leading Digital Marketing industry

in India as of now are: -

- Dentsu Web chutney

Located at – Gurgaon, Mumbai and Bangalore.

- Pin storm

Located at – Mumbai, Delhi, Singapore, Bangalore, Kuala Lumpur, Zurich and Santa Clara.

- RGA Digital

Located at – New Delhi.

- Watt Consult

Located at – Mumbai, Delhi and Bangalore.

- Go Zoop

Located at – Mumbai, Singapore and Dubai.

- Ad syndicate

Located at – Mumbai.

- Phonetics

Located at – Mumbai.

- Blog works

Located at – New Delhi.

- BCWEB Wise

Located at – Mumbai and Delhi

2.6 OWNERSHIP PATTERN:

Zephyr Technologies Mangalore is the Brain child of three friends Karun lal, Samah and Mustafa, well skills specializing in Branding, Building websites, Graphic designs and Digital Media contents we are set out to change the market of advertising and social media.

Directors Identification number	Name	Designations	Date of appointments
06685300	AHAMMED MANZOOR	Managing directors	18 October 2012
08172786	ABDULLA ABID AMAH	directors	17 August 2018

2.7 FUTURE GROWTH AND PROSPECTUS:

FUTURE GROWTH AND PROSPECTUS

They will remain well positioned to capitalize on the available demand scenario with strong order book for the quarters ahead and leapfrog into high growth trajectory in the future. They have streamlined operations and attained cost efficiency which will help the company in improving their margin profile as they prepare for a stronger performance in the next fiscal year. To be a driving force in creating a confident future for people, customers, shareholders.

Zephyr's future growth is mobile app development, to create an app for learners through online. They are active in almost all social media platforms like Instagram, Face book, YouTube, Twitter, LinkedIn and all Mobile app development and its innumerable growth over the last decade is proof of its profitability.

1. Supplemented Reality amalgamated through social media.
2. Fall of Influencer Marketing.
3. Rise of Data Driven Marketing.
4. Professional Live Videos.
5. Conversational User Interface.
6. Video Marketing.
7. Native Advertising and Voice Marketing.

CHAPTER 3

MCKINSEY'S 7S FRAMEWORK

AND

PORTER'S FIVE FORCE MODEL

3.1 MCKINSEY'S 7S FRAMEWORK

MCKENSY S 7S model identify seven elements that help organization to achieve goals and implement change. McKinsey 7S model is a tool that analyses firm's organizational design by looking at 7 key internal elements: strategy, structure, systems, shared values, style, staff and skills, in order to identify if they are effectively aligned and allow organization to achieve its objectives.

McKinsey 7S Tool for Value Gap Analysis



Hard Elements	Soft Elements
Strategy	Shared values
Structure	Skills
System	Style& staff

HARD ELEMENTS

These elements are relatively easy to identify, and management can influence them directly. The SOFT elements on other hand can be harder to describe are less tangible and move influenced by your company culture. But they are just as important as the hard elements if the organization is going to be successful.

1. STRATEGY: -

It is a plan developed by a firm to achieve sustained competitive advantage and provide a good quality service to the customers there are 4 types of strategies namely

- corporate level strategies :In simple the corporate level strategies of zephyr technology is strive to create value develop a unique marketing advantages and seize market share
- Business level strategies : zephyr technologies plan that outlines how company s business will achieve its marketing goals and online channels like search and social media

In business strategy is a policy that improves business intelligence and performance by creating new products and streamlining internal processes

- functional level strategies :In zephyr companies main functional strategies is making price earnings ratio method they using this method to divide the market price of the firms common stock by the annual earnings per share and multiply this number by the firms average net income for the past five year

2. STRUCTURE: -

Structure of zephyr technologies and solution is functional .Generally the employees are mainly divided into 5 functional heads namely workers and supervisors, section manager department manager and division manager

3. SYSTEM:

Organizational system in work place

In zephyr technologies and solution has defined and extremely demarcated system in work place it ensures that business operations are managed effectively in this company and the system at zephyr are largely departmental in nature it mainly include

*Human resource management

*Finance

*marketing

*sales

*strategic leadership

SOFT ELEMENTS

1. SHARED VALUES:

The Company's core values are based on integrity, respect for the law and strict compliance thereof, emphasis on product quality and a caring spirit. Entry App is a professionally managed Company with most of its directors being Independent Directors.

- core value
- the core values of zephyr technologies and solution are defined and communication to foster a creativity and supporting company structure that will allow employees to perform optimally the main core value of zephyr technologies and solution is
- creativity
- new ideas
- discipline
- trust
- quality
- time management

2. Skill

Employee's skill

Zephyr technologies and solution has a commendable workforce with good skill and capacity here zephyr technologies employees are mainly selected based on their education qualification

skill management

Zephyr technology and solution pays particular attention to enhancing the skill and capacities of its employees it arranges training and workshop for the employees

internally and externally managed to provide growth and development of its employees

3. Staff

At present in zephyr technology company there are 250 plus employees with different qualification and their working hour is morning 9.00 to evening 4.00 for girls and for men 9.00 to till 7.00 if there is any extra work they will call some employees in Sunday also but company s ID card is compulsory for every employees there is no uniform code but every employees of this company should come in proper formal dress

Management /leadership style

In zephyr technologies company employees are active participate in decision making process and taking leadership and managing decisions this allows leadership skill frequently interact with employees and different managerial groups through its participative leadership style zephyr technologies employees are mainly increasing their ownership amongst employees

3.2 PORTER'S FIVE FORCE MODEL

Porter's Five Forces is a model that identifies and analyses five competitive forces that shape every industry and helps determine an industry's weaknesses and strengths. Five Forces analysis is frequently used to identify an industry's structure to determine corporate strategy. Porter's model can be applied to any segment of the economy to understand the level of competition within the industry and enhance a company's long-term profitability. The Five Forces model is named after Harvard Business School professor, Michael E. Porter.



1. DEGREE OF RIVALRY

The first of the five forces refer to the number of competitors and their ability to undercut a company. the large number of competitors along with the number of equivalent products and service they offer the lesser the power of a company .supplier and buyer seek out a company s competition if they can offer a better deal or lower price conversely when competitive rivalry is low a company has greater power to change higher prices and set the terms of deals to achieve higher sales and profit

How can zephyr technologies combat rivalry and competitive forces of the industry?

- Focus on research and development to identify market niche as well as to be able to add differentiating factors its products this will increase its shield against influence from competitive forces and their actions
- Build a strong and loyal consumer base by focusing on quality and marketing strategies

2. THREAT OF NEW ENTRANTS:

A company s power is also affected by the force of new entrants into its market .the lees time and money it cost for a competitor to enter a company s market and be an

effective competitor the more an established company's position could be significantly weakened. An industry with strong barrier to entry is a deal for existing companies within that industry since the company would be able to charge higher price and negotiate better terms.

some of the barriers to entry for new entrants in favor of Zephyr technologies

Economic of scale: A strong barrier to entry as existing players in the industry operates with high economics of scales

Product differentiation: the strong barrier of entry if products within in the industry have high levels of differentiation on which they operate and approach customers

3. BARGAINING POWER OF SUPPLIER

The next factor in the five force model addresses how easily supplier can drive up the cost of input it is affected by the number of supplier of key input of a good or service how unique these input are and how much it would cost to switch to another supplier. the fewer supplier to an industry the more a company would depend on a supplier

As a result the supplier has more power and can drive up input cost and push for the other advantages in trade on the other hand when there are many supplier or low switching cost between rival supplier a company can keep its input cost lower and enhance its profits

Zephyr technologies can tackle bargaining power of supplier in the following way

- By building efficient supply chain with multiple supplier Developing dedicated supplier whose business depend upon the firm

4. BARGAINING POWER OF BUYER:

The ability that customer must drive prices lower or their level of power is one of the five forces it is affected by how many buyers or customers a company has how significantly each customers is and how much it would cost a company to find new customer or market for its output A smaller and more powerful client base means that each customer has more power to negotiate for lower prices and better deals

A company that has many smaller independent customer will have an easier time charging higher prices to increase profitability customer are always treated by providing the best quality services and all the customers approaching zephyr technologies are very happy with the way they treat them most of the people belonging to Mangalore chooses zephyr technologies for better services

5. THREAT OF SUBSTITUTES:

The last of the five forces focuses on substitutes. Substitute goods or services that can be used in place of a company's products or services pose a threat. Companies that produce goods or services for which there are no close substitutes will have more power to increase prices and lock in favorable terms.

How can zephyr technologies combat that threat from substitute products?

- Focus on delivery consistency high quality
- Focus on maintaining strong consumer relationship
- Integrate strategic marketing to form an emotional connection with consumers and strengthen consumer loyalty

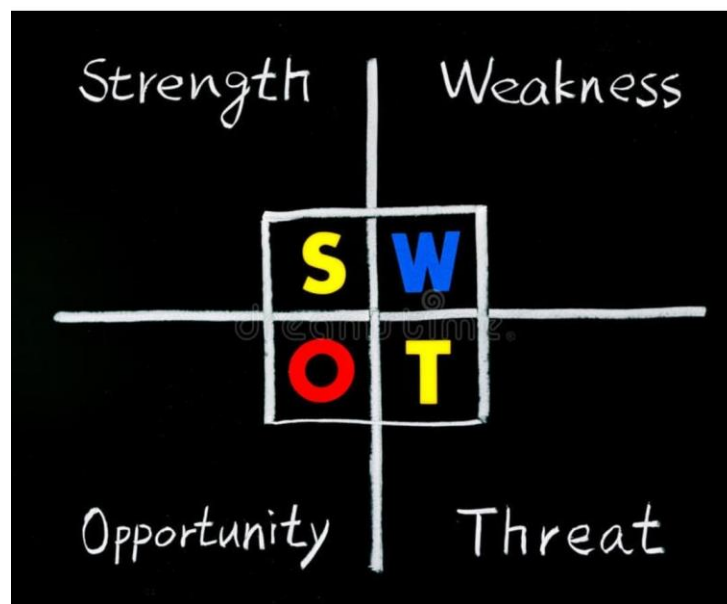
CHAPTER 4

SWOT ANALYSIS

SWOT ANALYSIS:

SWOT analysis (or SWOT matrix) is a strategic planning technique used to help a person or organization identify strengths, weaknesses, opportunities, and threats related to business competition or project planning.

This technique, which operates by 'peeling back layers of the company' is designed for use in the preliminary stages of decision-making processes and can be used as a tool for evaluation of the strategic position of organizations of many kinds (for-profit enterprises, local and national governments, NGOs, etc.). It is intended to specify the objectives of the business venture or project and identify the internal and external factors that are favorable and unfavorable to achieving those objectives. Users of a SWOT analysis often ask and answer questions to generate meaningful information for each category to make the tool useful and identify their competitive advantage. SWOT has been described as the tried-and-true tool of strategic analysis, but has also been criticized for its limitations.



Strength : Zephyr technologies and solutions capacity and resource that it can leverage build sustainable advantages in the market place

1 Managing Regulations and business environments:

Here zephyr technologies mainly operates in an environment where it faces numerous regulations and government issues. In innovation productivity areas the firm needs to navigate environments by building strong relationships with lobby groups and political network.

2 Diverse product portfolio of zephyr technologies:

The product and brand portfolio of zephyr is enabling is to target segments in the domestic market at the same time this has enabled to zephyr to build revenue source and profit mix

3 Successful go to market track record :

Zephyr has a highly successful track record of both launching new products in the domestic market but also creating to the various market based on the insights from consumers local

4 Strong relationships with existing consumers:

Zephyr has strong relationship with its existing consumers in the market

2. Weakness

weaknesses stop an organization from performing at its optimal levels they are areas where the business need to improve to remain competitive a weak brand higher than average turnover high level of debts an inadequate supply chain or lack of capital

- **Organization culture**

It seems that organization culture of zephyr is still dominated by tuff wars within various divisions leading to managers keeping information close to their chests

- **Customer dissatisfaction**

Even through the demands for service have not gone down but there is simmering sense of dissatisfaction among the customer of zephyr technologies it is reflected on the reviews on the various on line platform

- **Project management is too focused on internal delivery**

Rather than considering all the interest of external stakeholders, this approach can lead to poor public relation and customer backlash

3. Opportunity

Opportunity refers to favorable external factors that could give an organization a competitive advantages opportunity are macro environments factors and developments that Gokaldas exports ltd can leverage either to consolidated existing market position or use them for further expansions

1 Changing technology landscape

Machine learning and artificial intelligence boom is transforming the technologies land scope that zephyr technologies operates in

2 Increase in consumer disposable income

Zephyr technologies can use the increasing disposable income to build a new business model where customer start paying progressively for using its product and service

3 Growing market size and evolving preferences of consumers :

Over the last decade and half the market size has grown at brisk pace the influx of new customers has also led to evolution of consumer's preferences and taste

THREATS

threats refers to factors that have the potential to harm an organizations threats are macro environments factors and developments that can detail business model of zephyr technologies this could include zephyr technologies operates in industry thing like a emerging competitors

1 Culture of sticky prices in the industry

Where there is a culture of sticky prices

2 Growing protectionism

Zephyr technologies should hedge the risk against growing protectionism ranging from storing data into international market to diversifying risk by operating into countries at different economic cycle

CHAPTER 5

ANALYSIS OF FINANCIAL STATEMENT

ANALYSIS OF FINANCIAL STATEMENT:

FINANCIAL STATEMENT OF Zephyr Technologies and Solutions

Balance sheet

Particulars	2018	2019	2020	2021	2022
EQUITY AND LIABILITIES					
Share holders fund					
Equity share capital	102.4	102.4	102.4	102.4	102.4
TOTAL SHARE CAPITAL	102.4	102.4	102.4	102.4	102.4
reserve and surplus	6173.80	6515.90	7643.10	8466.80	11157.80
TOTAL RESERVE AND SURPLUSE	6173.80	6515.90	7643.10	8466.80	11157.80
TOTAL SHARE HOLDER FUND	6276.20	6618.30	7745.50	8569.20	11260.20
NON CURRENT LIABILITIES					
long term borrowing	430	1239.40	1351.10	2024.90	1511.00
Deferred tax liabilities (net)	184.6	105.5	193.6	156.6	198.3
other long term liabilities	13.9	8.2	8.7	9.3	12
long term provisions	96.5	62.1	74.1	105.2	120.7
TOTAL NON CURRENT LIABILITIES	725	1415.20	1627.50	2296.00	1842.00
CURRENT LIABILITIES					
short term borrowing	604.3	1545.60	1300.90	1317.90	1443.40
trade payable	899.9	996.1	992.1	701	862.7
other current liabilities	388.5	4446.1	469.4	746.7	1096.20

short term provisions	29.3	27.3	28.3	40.3	47
TOTAL CURRENT LIABILITIES	1922.00	3013.90	2790.70	2805.90	3449.30
TOTAL CAPITAL AND LIABILITIES	8923.20	11047.40	12163.70	13671.10	16551.50
ASSEST					
NON CURRENT ASSEST					
tangible assets	1998.60	2205.00	254.40	3801.20	4064.40
intangible assets	156.2	147	134.8	131.3	44.6
capital work in progress	296.8	678.4	659.2	674.9	552.6
other assets	0	0	0	0	0
FIXED ASSEST	2451.60	3030.40	3339.40	4607.40	4661.60
noncurrent investment	2216.60	3923.70	3618.10	4190.50	6404.10
deferred tax assets	0	0	0	0	0
long term loan and advance	921.9	1427.10	1301.30	201.3	296.3
other noncurrent assets	409.8	526.8	347.5	409.9	396.8
TOTAL NON CURRENT ASSEST	599990	8908.00	8606.30	9409.10	11758.80
CURRENT ASSEST					
CURRENT INVESTMENT	100.9	0	0	4.7	0
inventories	657.5	932.9	1320.70	1472.50	1394.70
trade receivables	1707.30	929	1255.10	2112.10	2456.70
cash and cash equivalents	163.7	16.8	183.8	112.1	385.3
short term loan and advance	19	37.1	17.8	4.3	18.5
other current assets	274.9	223.6	17.8	4.3	18.5
TOTAL CURRENT ASSEST	2923.30	2139.40	355740	4262.00	4792.70
TOTAL ASSEST	8923.20	11047.40	12163.70	13671.10	16551.50

PROFIT AND LOSS ACCOUNT

INCOME					
revenue from operation	5967.70	5746.60	5588.70	3098.00	6529.60
less	0	0	12.7	43.8	96.4
tax/other service					
REVENUE FROM OPERATION	5967.70	5746.60	5576.00	3054.20	6433.20
TOTAL OPERATING REVENUE	6347.40	6037.40	5809.90	3230.70	7032.00
other income	849.4	559.3	207.9	583.1	174.9
TOTAL REVENUE	7196.80	6596.70	6017.80	3813.80	7206.90
EXPENSE					
Cost of material consumed	1838.30	1755.80	1564.00	926.7	1379.40
operating and direct expenses	0	0	0	0	0
changes in inventories of FG,WIP and stock in trade	15.5	-86	-186.9	-147	50.2
Employee benefits expenses	1077.40	961.2	826	650.8	695.8
finance costs	233.9	89.6	63.9	11.1	26.5
Depreciation and amortizations expenses	428.9	358.6	293.1	250.9	221.2
other expenses	1895.20	1582.20	1641.90	1250.30	1867.80

TOTAL EXPENSES	5587.10	4855.40	4520.60	3171.60	4703.80
Profit /loss before exceptional extraordinary item and tax	1609.70	1741.30	1497.20	642.2	2503.80
exceptional tax	-52	0	0	0	0
profit /loss before tax	1557.70	1741.30	1497.20	642.2	2503.80
TAX EXPENSES CONTINUED OPERATIONS					
current tax	164.1	335.4	318.3	59.4	432.3
less MAT credit entailments	0	0	0	0	0
deferred tax	40	-33.9	88.1	-79.1	34
tax for earlier year	0	0	0	0	0
TOTAL TAX EXPENSES	204.1	301.5	406.4	-19.7	466.3
PROFIT /LOSS AFTER TAX AND BEFORE EXTRAORDINARY ITEM	1353.60	1439.80	1090.80	661.9	2037.50
PROFIT /LOSS FROM CONTINUING OPERATIONS	1353.60	1439.80	1090.80	661.9	2037.50
PROFIT /LOSS FOR THE PERIOD	1412.90	1485.70	1090.80	661.9	2037.50

RATIO ANALYSIS

Short term solvency ratio

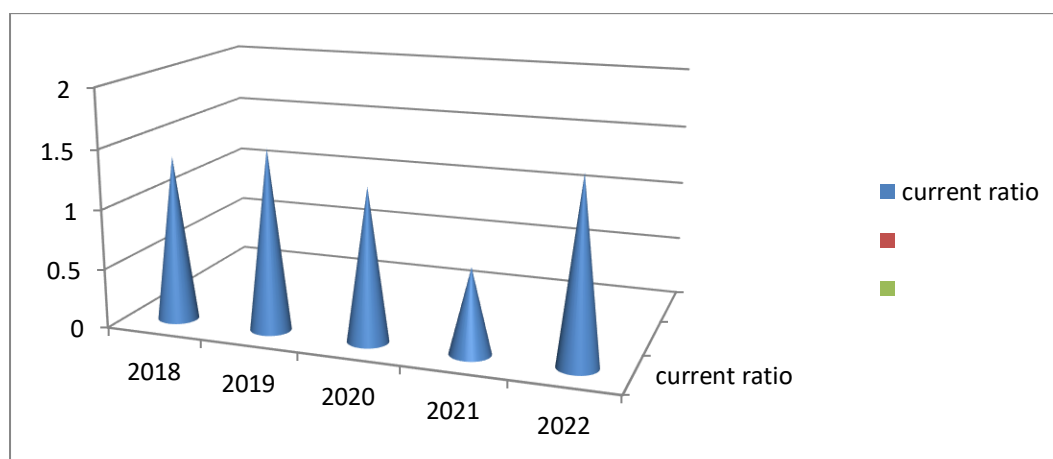
5.1.1. Current ratio

It is a ratio current asset to current liabilities that measures the firm liquidity situation and short term solvency current asset are those asset that can be quickly converted into cash within a year while current liabilities are those liabilities that are discharges within a short period of time

Current ratio =current asset /current liabilities

Showing current ratio

year	current asset	current liability	current ratio
2018	4792.70	3449.30	1.3894
2019	4262.00	2805.90	1.5189
2020	3557.40	2790.70	1.2747
2021	2139.40	3013.90	0.709
2022	2923.30	1922.00	1.5209



INTERPRETATION

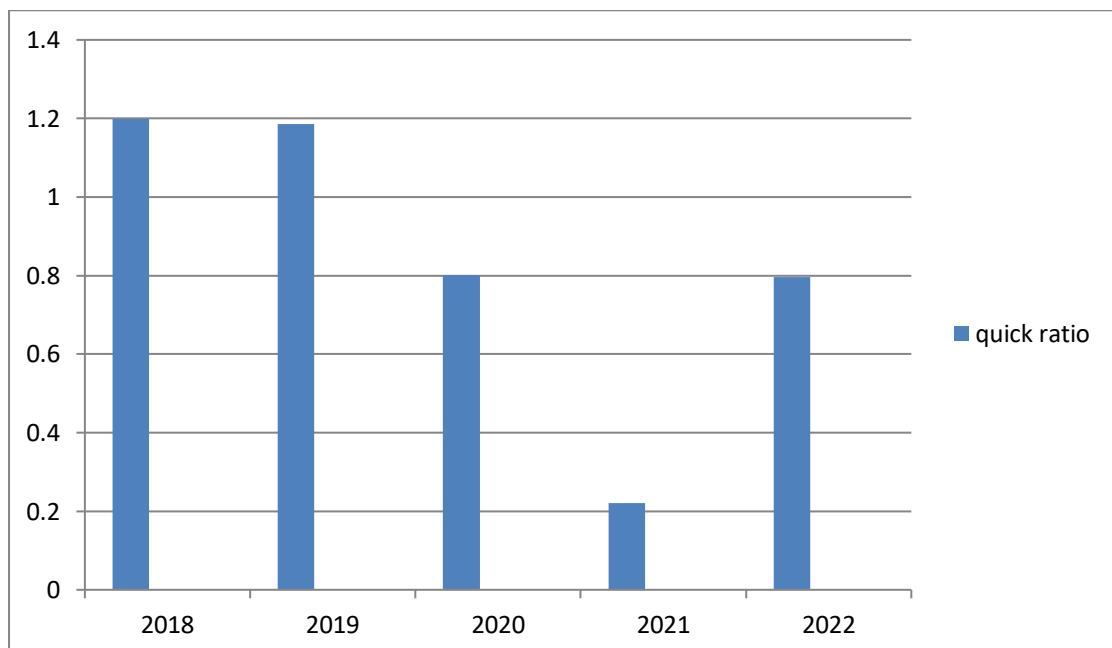
From the above chart and table it clearly shows that the current ratio of Zephyr Pvt Limited for the last 5 years is less than 2. But during FY 2020 the current ratio of Zephyr technologies Pvt Ltd was below one. This was the lowest ratio which company has met in during FY 2020.

Quick ratio

the asset is called as liquidity only if it can be transferred into cash without loss of values cash is one of the most liquid asset in addition debtors bills receivable and marketable security are included in liquid cash inventories are considered as less liquid because it needs time for convert into cash immediately and its values may fluctuate in the future

Quick ratio = quick asset / quick liabilities

year	quick asset	quick liabilities	quick ratio
2018	4135.2	3449.30	1.19885
2019	3329.1	2805.90	1.18646
2020	2236.7	2790.70	0.80148
2021	666.9	3013.90	0.2212
2022	1528.6	1922.00	0.7953

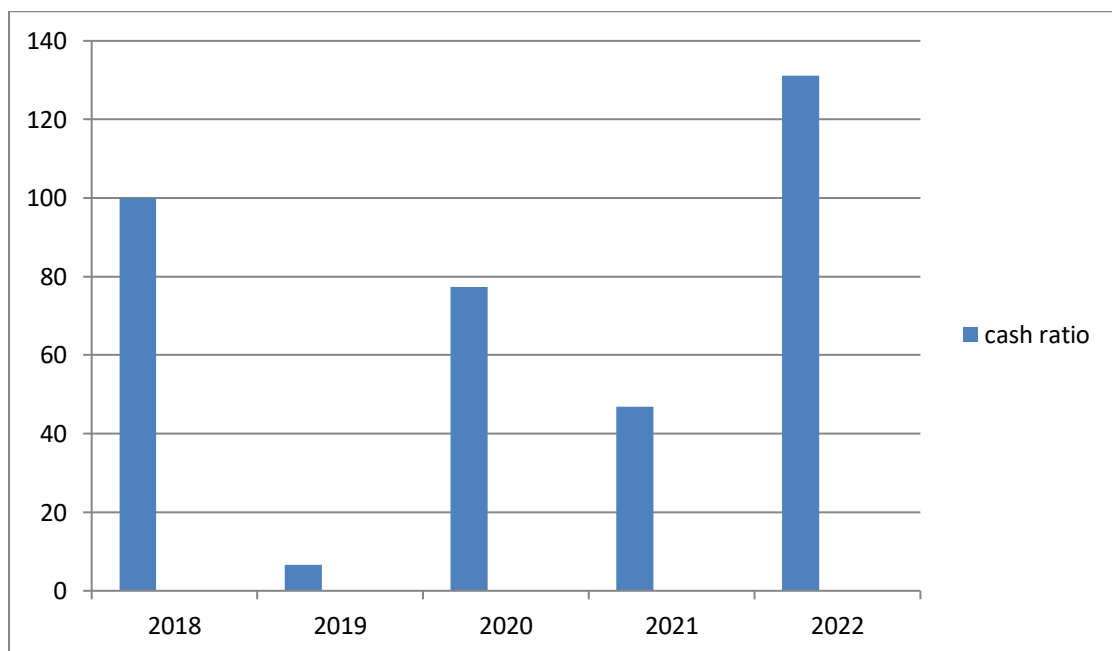


Cash ratio

Cash ratio is a measure of liquidity of a firm namely the ratio of the total asset and cash equivalents of a firm to its current liabilities

$$\text{Cash ratio} = \text{Cash} / \text{current liabilities} * 100$$

year	Cash	current liability	cash ratio
2018	100	100	100
2019	10.26268	156.8106	6.5446
2020	112.2786	145.1977	77.328
2021	68.47892	145.9886	46.9070
2022	235.3696	179.4641	131.15



INTERPRETATION

This helps the company to measure the liability to repay its short term debt with cash equaling in this chart we can observe the fluctuating trend in the cash ratio from 2017-2021

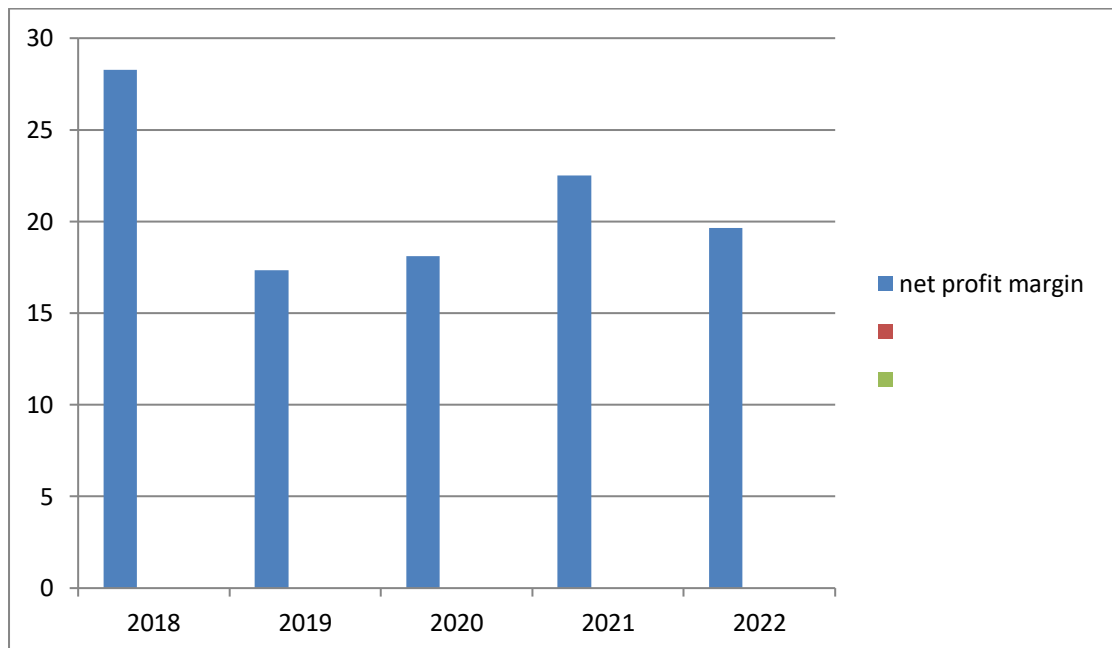
5.3. Net profit ratio

Competence in working administering and a selling the products it is one of the vital tools for determine the financial health of the company on the basis of earning

NET PROFIT MARGIN

$$\text{NET PROFIT MARGIN} = \text{NET PROFIT} / \text{REVENUE}$$

Year	net profit	Revenue	net profit margin
2018	2037.50	7206.90	28.27151757
2019	661.9	3813.80	17.35539357
2020	1090.80	6017.80	18.12622553
2021	1485.70	6596.70	22.52186699
2022	1412.90	7196.80	19.63233659



INTERPRETATION

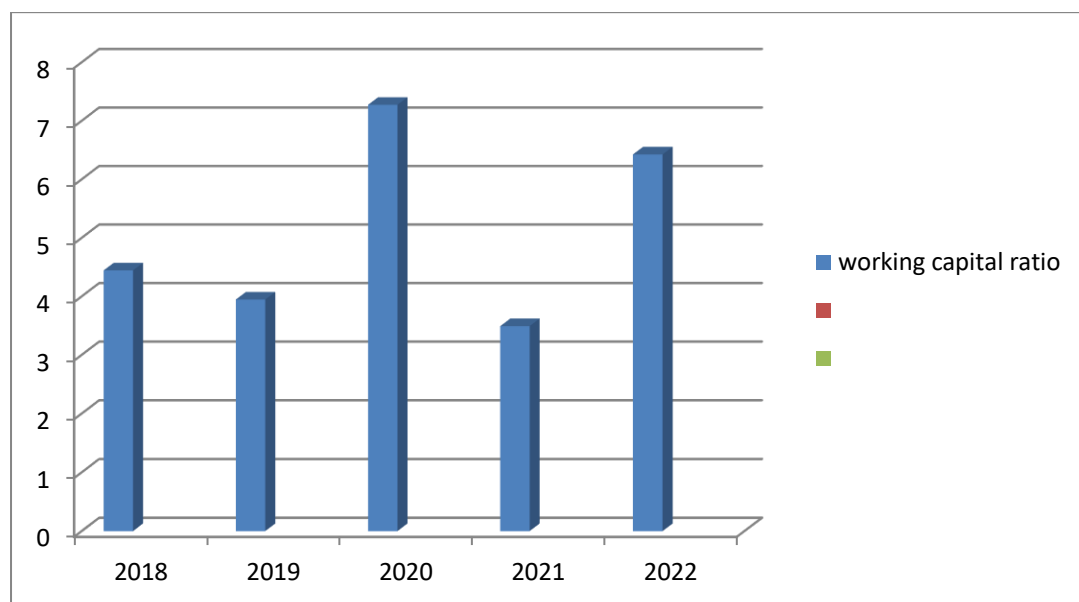
The net profit ratio tells about the ratio of profit which is available in the company the positive trend in the profit shows the ability of the company to satisfy business needs it observe that company is enjoying more profits and it can satisfy the business needs

Working capital turnover ratio

Working capital turnover ratio indicates how well a company uses its cash to support sales and growth working capital turnover is also known as net sales to working capital analysis the link between the funds needed to finance company operations the main formula to be calculation of the working capital turnover ratio is

Working capital turnover ratio = sales/average working capital

year	sales	working capital	working capital ratio
2018	5967.70	1343.4	4.444
2019	5746.60	1456.1	3.9465
2020	5576.00	766.7	7.2727
2021	3054.20	874.5	3.4925
2022	6433.20	1001.3	6.4248



INTERPRETATION

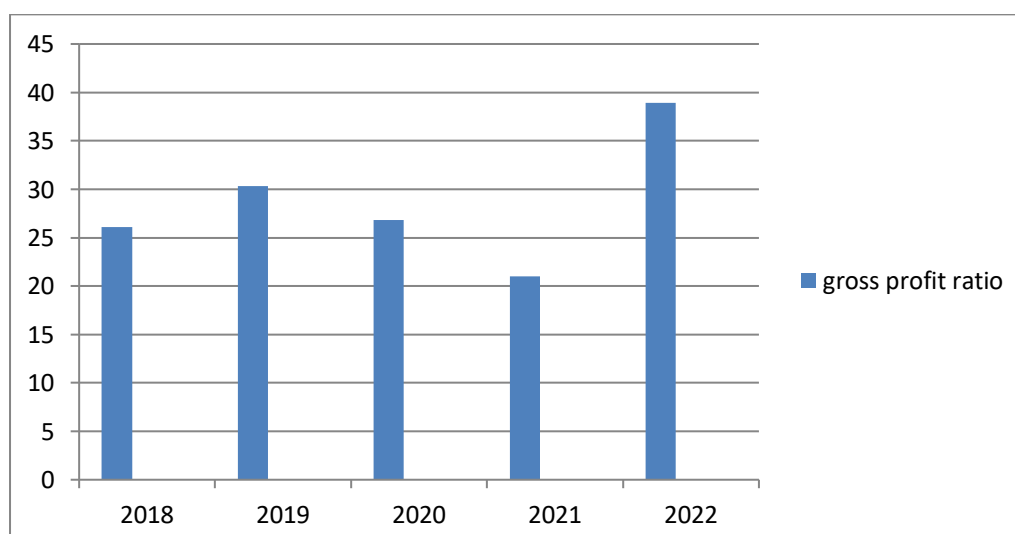
the working capital turnover ratio determine how well a company uses its working capital to find the suitable levels of sales A high turnover ratio suggests that management making excellent use of company short term asset and liabilities in order to sustain sales

5...3.Gross profit ratio

Gross profit ratio is also known as gross margin ratio IT is profitability ratio that compare the gross margin of a company to its revenue it shows how much profit a company makes after paying off its cost of goods sold the main formula to be calculation of gross profit ratio is

Gross profit ratio =gross profit /net sales *100

year	Gross profit	net sales	gross profit ratio
2018	1557.70	5967.70	26.10218
2019	1741.30	5746.60	30.30139
2020	1497.20	5576.00	26.85078
2021	642.2	3054.20	21.02678
2022	2503.80	6433.20	38.9199



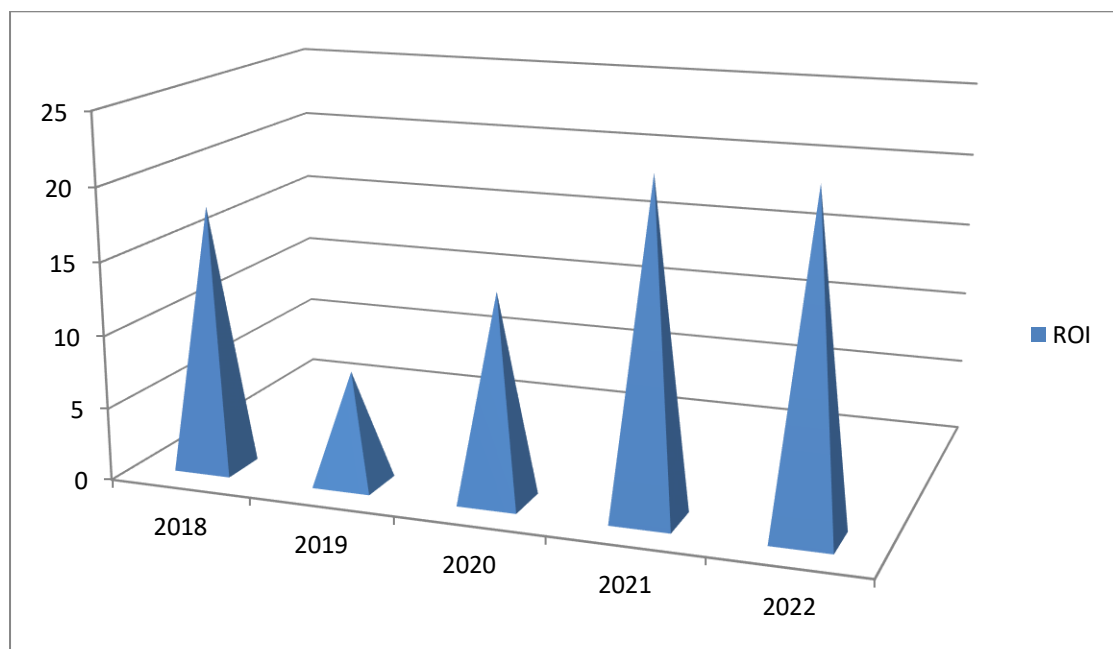
INTERPRETATION

The company had positive trend which was fluctuating for the 5 year which means company was performing well when gross profit is increasing it means the company is earning enough profit and selling enough products and services

5.3. Return on Equity RATIO

Return on Equity = net profit / total shareholder *100

year	net profit	total shareholder fund	ROE
2018	2037.50	11260.20	18.094
2019	661.9	8569.20	7.724
2020	1090.80	7745.50	14.08
2021	1485.70	6618.30	22.44
2022	1412.90	6276.20	22.512



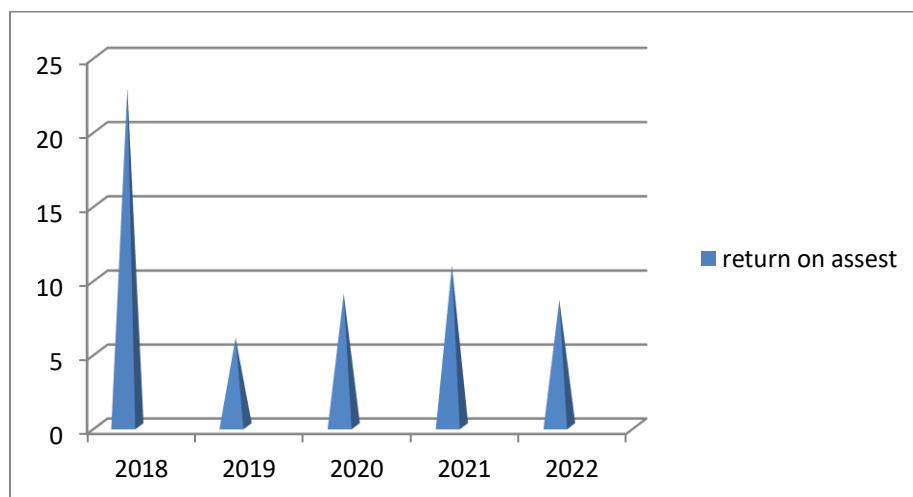
INTERPRETATION : The above table and shows the fluctuations of Zephyr technologies Pvt Limited in ROE. From the FY-18 the ROE started increasing further. The least ROE was in the FY-18 with 7% and highest in FY-21 with 22%.

5.3.4. RETURN ON ASSEST

Return on assets is a metric for gauging how effectively a business uses its assets to make money return on assets is a metric that managers analysts and inventors use to assess a company ;s financial standing the main formula is return on asset is

Return on asset = $\text{Net profit} / \text{total Assets} * 100$

Year	net profit	total assets	return on assets
2018	2037.50	8923.20	22.83
2019	661.9	11047.40	5.99
2020	1090.80	12163.70	8.97
2021	1485.70	13671.10	10.87
2022	1412.90	16551.50	8.54



INTERPRETATION

The above chart shows that how much net income had made using asset in last 5 years in their business operations. Zephyr technologies Pvt Limited has gained highest ROA in the FY-17 with 22% and then had a fluctuation. Zephyr technologies Pvt Limited had least ROA in the FY-18

CHAPTER 6

LEARNING EXPERIENCE

LEARNING EXPERIENCE:

“Marketing takes a day to learn. But, it takes a lifetime to master it.” by Philip Kotler. Before leaving from college, I believed that I will become a good marketer because I know all the concepts which I learned from my classrooms. But after sometimes, I understood that marketing is not about concepts it’s all about the experience. Every day same task, but the situations are different. I realize this not only from my experience, but also from my observations. All of my colleagues are doing the same type of task daily, but the situation is different. Sometime they have problem with a new software, but on the next day they have problems with new concepts or with creative team. . Observation is the best teacher.

There are many situations where I am completely blank and I even don’t know how to do any task. In those situations, I observed other interns to understand how actually they are doing it and then I understood the importance of observation. Go and ask for work from that moment to last day, you enjoyed your internship and learned a lot of stuffs. . This SIP thought me how to balance your personal responsibility and professional responsibility together and how to enjoy life even after your job. Working in a company is not an easy task; the person has to face a lot of stress and challenges. Get to know about challenges and opportunities for digital marketing in India. .

Gain basic understanding of SEO, SEM, SMM, ORM, etc. Fulfilling each and every requirement of client is very important regardless of whether that requirement is small or big. I learned how to pitch the client while meeting. . I experienced the corporate feeling which gave me a good exposure. . I was able to put in practice what I have learnt in my first year of MBA curriculum. Leadership quality, it’s all about the impact you have on other people. You need to become a good leader in order to lead any team in an organization. . Healthy Competition forced to do better job the trick is to learn from your competitors quicker than they can learn from you. Always look for your competitors’ strengths. Digital marketing work is all about a team work and it always try to give best out of all. Time management is the big management lesson I

have learnt as make. . How to do a formal communication, the way how to communicate with each level of management to get work done.

Conclusion

Extensively study of SEO techniques gave useful insight on opportunity source currently being exploited by digital seller across the world one a closer inspections it is seen that social media campaign are likely to get converted suggested by its success rate in term of bring in signed deals this support the notion that different on pages and off pages method work and has it case of use a refocuses and rework in bound campaign is suggested because of the opportunity of source liability to specially target industries for the requirements this is need an intelligent and prices targeting of prospective clients to make sure that the funnel progress in digital marketing

Bibliography

Annual report of zephyr technology private limited

<https://www.zephyrtechnologies.com/>

(chandra, 2012)

chandra, p. (2012). In p. chandra, *fiencial management and pratice* (p. 255). new delhi: 2010.

MAHESHWARI, D. S. (2015). *Management accounting and fiencial control*. new delhi: DR S N maheshwari.

rudani, R. B. (2013). *principal of management* . new delhi: Ramesh B Rudani.

ANNEXURE

BALANCE SHEET

	MAR 2017	MAR 2018	MAR 2019	MAR 2020	MAR 2021
	12 MTHS	12 MTHS	12 MTHS	12 MTHS	12 MTHS
EQUITIES AND LIABILITIES					
SHAREHOLDER'S FUNDS					
Equity Share Capital	102.4	102.4	102.4	102.4	102.4
TOTAL SHARE CAPITAL	102.4	102.4	102.4	102.4	102.4
Reserves and Surplus	6,173.80	6,515.90	7,643.10	8,466.80	11,157.80
TOTAL RESERVES AND SURPLUS	6,173.80	6,515.90	7,643.10	8,466.80	11,157.80
TOTAL SHAREHOLDERS FUNDS	6,276.20	6,618.30	7,745.50	8,569.20	11,260.20
NON-CURRENT LIABILITIES					
Long Term Borrowings	430	1,239.40	1,351.10	2,024.90	1,511.00

Deferred Tax Liabilities [Net]	184.6	105.5	193.6	156.6	198.3
Other Long Term Liabilities	13.9	8.2	8.7	9.3	12
Long Term Provisions	96.5	62.1	74.1	105.2	120.7
TOTAL NON-CURRENT LIABILITIES	725	1,415.20	1,627.50	2,296.00	1,842.00

CURRENT LIABILITIES					
Short Term Borrowings	604.3	1,545.60	1,300.90	1,317.90	1,443.40
Trade Payables	899.9	996.1	992.1	701	862.7
Other Current Liabilities	388.5	444.9	469.4	746.7	1,096.20
Short Term Provisions	29.3	27.3	28.3	40.3	47
TOTAL CURRENT LIABILITIES	1,922.00	3,013.90	2,790.70	2,805.90	3,449.30
TOTAL CAPITAL AND LIABILITIES	8,923.20	11,047.40	12,163.70	13,671.10	16,551.50
ASSETS					
NON-CURRENT ASSETS					

Tangible Assets	1,998.60	2,205.00	2,545.40	3,801.20	4,064.40
Intangible Assets	156.2	147	134.8	131.3	44.6
Capital Work-In-Progress	296.8	678.4	659.2	674.9	552.6
Other Assets	0	0	0	0	0
FIXED ASSETS	2,451.60	3,030.40	3,339.40	4,607.40	4,661.60
Non-Current Investments	2,216.60	3,923.70	3,618.10	4,190.50	6,404.10
Deferred Tax Assets [Net]	0	0	0	0	0
Long Term Loans And Advances	921.9	1,427.10	1,301.30	201.3	296.3
Other Non-Current Assets	409.8	526.8	347.5	409.9	396.8
TOTAL NON-CURRENT ASSETS	5,999.90	8,908.00	8,606.30	9,409.10	11,758.80
CURRENT ASSETS					
Current Investments	100.9	0	0	4.7	0
Inventories	657.5	932.9	1,320.70	1,472.50	1,394.70
Trade Receivables	1,707.30	929	1,255.10	2,112.10	2,456.70
Cash And Cash Equivalents	163.7	16.8	183.8	112.1	385.3
Short Term Loans And Advances	19	37.1	17.8	4.3	18.5
Other Current Assets	274.9	223.6	780	556.3	537.5
TOTAL CURRENT ASSETS	2,923.30	2,139.40	3,557.40	4,262.00	4,792.70
TOTAL ASSETS	8,923.20	11,047.40	12,163.70	13,671.10	16,551.50

PROFIT AND LOSS ACCOUNT

	MAR 2017	MAR 2018	MAR 2019	MAR 2020	MAR 2021
	12 MTHS	12 MTHS	12 MTHS	12 MTHS	12 MTHS
INCOME					
REVENUE FROM OPERATIONS [GROSS]	5,967.70	5,746.60	5,588.70	3,098.00	6,529.60
Less: Excise/Service Tax/Other Levies	0	0	12.7	43.8	96.4
REVENUE FROM OPERATIONS [NET]	5,967.70	5,746.60	5,576.00	3,054.20	6,433.20
TOTAL OPERATING REVENUES	6,347.40	6,037.40	5,809.90	3,230.70	7,032.00
Other Income	849.4	559.3	207.9	583.1	174.9
TOTAL REVENUE	7,196.80	6,596.70	6,017.80	3,813.80	7,206.90
EXPENSES					
Cost Of Materials Consumed	1,838.30	1,755.80	1,564.00	926.7	1,379.40
Operating And Direct Expenses	0	0	0	0	0
Changes In Inventories Of FG,WIP And Stock-In Trade	15.5	-86	-186.9	-147	50.2
Employee Benefit Expenses	1,077.40	961.2	826	650.8	695.8
Finance Costs	233.9	89.6	63.9	11.1	26.5
Depreciation And Amortisation Expenses	428.9	358.2	293.1	250.9	221.2
Other Expenses	1,895.20	1,582.20	1,641.90	1,250.30	1,867.80
TOTAL EXPENSES	5,587.10	4,855.40	4,520.60	3,171.60	4,703.10
PROFIT/LOSS BEFORE EXCEPTIONAL, EXTRAORDINARY ITEMS AND TAX	1,609.70	1,741.30	1,497.20	642.2	2,503.80
Exceptional Items	-52	0	0	0	0
PROFIT/LOSS BEFORE TAX	1,557.70	1,741.30	1,497.20	642.2	2,503.80

TAX EXPENSES- CONTINUED OPERATIONS					
Current Tax	164.1	335.4	318.3	59.4	432.3
Less: MAT Credit Entitlement	0	0	0	0	0
Deferred Tax	40	-33.9	88.1	-79.1	34
Tax For Earlier Years	0	0	0	0	0
TOTAL TAX EXPENSES	204.1	301.5	406.4	-19.7	466.3
PROFIT/LOSS AFTER TAX AND BEFORE EXTRAORDINARY ITEMS	1,353.60	1,439.80	1,090.80	661.9	2,037.50
PROFIT/LOSS FROM CONTINUING OPERATIONS	1,353.60	1,439.80	1,090.80	661.9	2,037.50
PROFIT/LOSS FOR THE PERIOD	1,412.90	1,485.70	1,090.80	661.9	2,037.50