

INTERNSHIP REPORT ON

'BAJAJ AUTO LIMITED'

SUBMITTED BY

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USN: 4AL20BA028

SUBMITTED TO



VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI

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

MASTER OF BUSINESS ADMINISTRATION

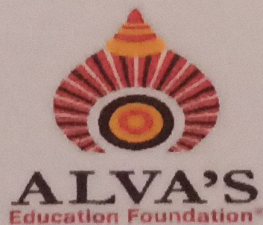
UNDER THE GUIDENCE OF

INTERNAL GUIDE

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ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY

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ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY

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CERTIFICATE

This is to certify that **KSHITHIJ** bearing USN **4AL20BA028** is a bonafide student of Master of Business Administration program of the Institute (2020-21) affiliated to Visvesvaraya Technological University, Belagavi.

The Internship report on **Bajaj Auto Ltd** is prepared by him under the guidance of Mrs. Priya Sequeira, HOD, PG Dept. of Business Administration in fulfillment of the requirements for the award of the degree of Master of Business Administration, Visvesvaraya Technological University, Belagavi, Karnataka.

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EXECUTIVE SUMMERY

Bajaj Auto was founded in 1945, and it was the first company to introduce scooters and three-wheelers to the Indian market. Bajaj Auto's marketing target was the expansion of the Indian two-wheeler business from scooters to two-stroke and four-stroke motorcycles with a strong stress Bajaj Auto while examining its methods in 1991, thanks to the features of the Indian government regulation on foreign imports. The major goal of this research is to learn about the manufacture or manufacturing process of the automobiles that organization comprises. This industry has been active in networking as well as foundry work. Jamnalal Bajaj, the founder of Bajaj Auto ltd., was involved in this field.

This study is done on the basis to understand the concept of automobile industry. this report include the introduction to the industry, organization , scope and objectives to the study that I have made. This includes the background, nature of the business, vision mission statement, quality policy, ownership pattern, list of product and services, and their competitors and its future growth and prospectus. This study includes the business models namely Mckinsey 7s framework and porter's 5 force model. This includes SWOT analysis of the organization. This also includes financial statement and ratios which shows the financial position of the organization. The data for this study came from secondary sources, and I gathered it from a variety of websites.