

**INTERNSHIP REPORT ON
"FORCE MOTORS LTD"**

**Submitted By
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USN:4AL20BA045

**Submitted To
VISVESVARAYA TECHNOLOGICAL UNIVERSITY,
BELAGAVI**



**In partial fulfilment of the requirements for the award of the degree of
MASTER OF BUSINESS ADMINISTRATION
Under the Guidance of**

**Dr. Catherine Nirmala
Professor**

**P G Department of Business Administration
Alva's Institute of Engineering and Technology, Mijar, Moodbidri.**



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



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CERTIFICATE

This is to certify that **PUNITH A** bearing USN **4AL20BA045** 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 **FORCE MOTORS LTD** prepared by him under the guidance of Dr. Catherine Nirmala, Professor, 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 SUMMARY

This is an attempt to know how the theories can be applied to practical situation. As MBA student of Alva's Institute of Engineering and Technology it is a part of study for everyone to undergo internship at some good organization. So, this purpose I got the opportunity of internship program in "FORCE MOTORS LTD"

This report is divided into six chapters. The first chapter deals with the introduction about the internship, industry profile. The second chapter is about the organization profile,

- Nature of business,
- Vision mission, quality policy,
- Workflow model
- Product/service profile,
- Ownership pattern,
- Achievements/awards if any,

Third chapter is McKinsey's 7S frame work with special reference to organization under study.

The fourth chapter deals with the SWOC analysis. The fifth chapter is Analysis of financial statement sixth chapter is learning experience. It also consists of Bibliography.