

**INTERNSHIP STUDY REPORT**  
**“HINDUSTAN UNILEVER LIMITED”**

**Submitted By:**

**SINCHANA R**

**USN:4AL20BA071**



**VISVESVARAYA TECHNOLOGICAL UNIVERSITY,**  
**BELGAUM**

**In partial fulfilment of the requirements for the award of the degree of**

**MASTER OF BUSINESS ADMINISTRATION**

**Under the guidance of**

**INTERNAL GUIDE**

**Mr. Neeraj Rai.**

**PG Department of Business Administration**

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





# ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY

A Unit of Alva's Education Foundation (R)

( Affiliated to Visvesvaraya Technological University, Belagavi

Approved by AICTE, New Delhi & Recognised by Government of Karnataka )

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## CERTIFICATE

This is to certify that **SINCHANA R** bearing USN **4AL20BA071** 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 **HINDUSTAN UNILEVER LTD** is prepared by her under the guidance of Mr. Neeraj Rai, Assistant 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.

*Neeraj Rai*

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Internal Guide

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## EXECUTIVE SUMMARY

This organizational study program is conducted for the partial fulfilment of MBA course Offered by VTU. As VTU has its own unique syllabus, the student has to go 4week organization study program before the commencement of 3rd semester. For the purpose of acquiring practical knowledge of the working and functional of the company.

This organisation study is regarding Hindustan Unilever Limited, which is presented in terms of various chapters such as industry profile, company profile, McKinsey's 7S model and Porter's five models, SWOT analysis, Analysis of financial statement. These four weeks of duration, there was a good exposure for learning towards the operation of the organisation and also how the organisation deals with the employees.

There is detailed discussion about the introduction of the organisation study and introduction of industry and organisation profile. The organisational profile includes background, nature of business, and vision, mission of the company. It also includes ownership pattern and future growth and prospect. The report also includes McKinsey's 7S model and five force model with special reference to Hindustan Unilever Limited and SWOT analysis to understand all sorts of situation in organisation.

The report includes the analysis of financial statement for the year – 2021, 2020, 2019 and 2018 by using ratios such as Current ratio, Quick ratio, Solvency ratio, Proprietary ratio, Debt equity ratio, return on equity ratio, ROA ratio and also it includes balance sheet and profit and loss account of the Current Year.

The report also includes learning experience which is learnt from the virtual organisation study on Hindustan Unilever Limited.