

**ORGANIZATION STUDY REPORT ON**

**"ASIAN PAINTS LIMITED**

**Submitted By:**

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**4AL20BA079**

**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. VISHNU PRASANNA K N**

**Professor**

**PG DEPARTMENT OF BUSINESS ADMINISTRATION**



**ALVA'S INSTITUTE OF ENGINEERING & TECHNOLOGY**

**SHOBHAVANA CAMPUS**

**MIJAR, MOODBIDRI.**

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# ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY



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## CERTIFICATE

This is to certify that **SUSHWITHA S PUTHRAN** bearing USN **4AL20BA079** 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 **ASIAN PAINTS LIMITED** is prepared by her under the guidance of Dr. Vishnu Prasanna K N, 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**

The organization study is regarding Asian Paints Limited, which is presented in terms of various chapters which includes industry profile, company profile, McKinsey's 7S framework, Porter's Five Force Model, SWOT Analysis and also analysis of financial statements. The four weeks of duration was a good exposure for learning towards the operations of the organization and also how the organization deal with the employees.

There is detailed discussion about the introduction to the industry and organisation, which includes background of the organization, nature of business it involved into, and vision, mission of the company, discussed the products or services they are into, the ownership pattern and future growth and prospects of the organization.

The report also includes McKinsey's 7S model and five force model with special reference to the organization 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, 2018 and 2017 by using the financial statements including balance sheet, income statements and cashflow statements of the organization also the ratios such as Current ratio, Quick ratio, Gross profit ratio, Inventory turnover ratio, Asset turnover ratio, Net profit ratio. The report also includes learning experience and conclusion which is learnt and understood from the virtual organization study on Asian Paints Limited.