

# **“A STUDY ON PRODUCT ANALYSIS AT ANFAL MARINE PRODUCTS AT KARWAR”**

*Submitted by:*

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**II MBA**

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*Submitted to*

**VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELGAUM**

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

**MASTER OF BUSINESS ADMINISTRATION**



*Under the guidance of*

## **INTERNAL GUIDE**

**Dr. Guru Basava Aradhya.S**  
Department of MBA,  
Mijar, Moodbidri,  
AIET,

## **EXTERNAL GUIDE**

**Mrs. Vinayak Bhat**  
Marketing Manager  
Quality Control Department  
Industrial area, Karwar



**DEPARTMENT OF MBA**

**ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY**  
**SHOBHAVANA CAMPUS, MIJAR, MOODBIDRI**  
**2015-2017**

## ANFAL MARINE PRODUCTS

Mfrs & Exporters of Sterilized Fish Meal & Fish Oil

Mudga, Amadalli Village, Karwar-581416

Ph No : 9449810260

### CERTIFICATE

This is to certify that Miss. SOUKHYA R NAIK, Reg.No 4LV15MBA30 student of MBA 4th Semester of Alvas Institute of Engineering & Technology, Mijar, has undergone two month industrial study in our company from 02.01.2017 to 10.03.2017.

We are happy to state that she has successfully completed her project work and she is sincere and hardworking in her Endeavour work. We wish her all the best.

Place: Mudga

Date: 10-03-2017





## ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY

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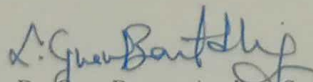
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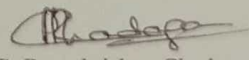
Date: 15-May-2017

### Certificate

This is to certify that Ms. SOUKHYA NAIK bearing USN 4LV15MBA30, is a bonafide student of Master of Business Administration course of the Institute (2015-17), affiliated to Vishvesvaraya Technological University, Belgaum.

The internship report on "A STUDY ON PRODUCT ANALYSIS AT ANFAL MARINE INDUSTRY, KARWAR" is prepared by her under the guidance of Dr. Guru Basava Aradhya, Associate Professor, Department of MBA in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Vishvesvaraya Technological University, Belgaum, Karnataka.

  
Dr. Guru Basava Aradhya  
Project Guide  
15/5/17

  
Prof. P. Ramakrishna Chadaga  
Dean - MBA

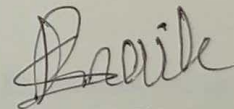
  
Dr. Peter Fernandes  
Principal

## DECLARATION

I, **Soukhya Naik**, hereby declare that the internship entitled, "**A STUDY ON PRODUCT ANALYSIS AT ANFAL MARINE PRODUCTS AT KARWAR**" is prepared by me under the guidance of Dr. Guru Basava Aradhya.S, Department of M.B.A, Alva's Institute of Engineering and Technology and external assistance by Mrs. Vinayak Bhat, Anfal Marine Industry at Karwar.

I also declare that this internship work is toward the partial fulfilment of the university regulation for the award of degree of Master of Administration by Visvesvaraya Technology University, Belgaum.

I have undergone a summer project for a period, I further declare that this project is based on the original study undertaken by me and has not been submitted for the award of any degree from any other University/Institution.



(Soukhya Naik)

Place: Mijar, Moodbidri

Signature of the student

Date:



## ACKNOWLEDGEMENT

Completion of a task by shaping and achieving the objective is often a result of valuable contribution from number of individuals, directly or indirectly.

Firstly I thank almighty God for showering his choicest blessing and keeping me in good health throughout the tenure of the project.

I wish to express my heartfelt gratitude to a number of people who have been associated with me throughout this project. At the outset I would like to acknowledge my gratitude to **Dr. Ramakrishna chadaga**, Dean of Department of Business Administration.

I am deeply indebted to my faculty guide **Dr. Guru Basava Aradhya.S**, Associate Professor, Department of Business Administration, for his regular supervision and valuable suggestions. I am thankful to **Mrs. Vinayak Bhat**, Marketing Manager, Industrial area, Karwar and his staff for granting permission and providing requisite information regarding the project.

It's my privilege to thank our beloved principal **Dr. Peter Fernandes** for giving me the opportunity to take up this project. My profound gratitude to all the faculty members of the Department of Business Administration, Alva's Institute of Engineering and Technology, Mijar, Moodbidri.

Finally I extend my gratitude to my parents and friends for their constant co-operation, encouragement and support without which this work would not have completed successfully.

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## EXECUTIVE SUMMARY

The project is based on small scale industry. Fishing industry is one of the small scale bases. & project is based on product concept. In product concept included several components of industry. The fish meal are used in the feeding animal protein, poultry & fish oil are used for diabetes, asthma etc.

Anfal Marine Products Industry is one of the major fish oil and fish meal manufacturing industries. Anfal Marine Products Company is established in the year 2010 with an objective of setting up fish oil & fish meal was a manufacturing unit on small scale basis. The owner is Mrs. Vinayak Bhat This is the sole trading concern.

It is one of the most saleable manufacturing industries in Mudga colony, Amdalli. And it sells its products to Goa, Mumbai, Andhra Pradesh, Chennai etc. This industry purchases variety of fish from Goa, Karwar & other fishing harbours.

Anfal Marine Products Industry produces fish oil & fish meal based products. And this fish meal is used for feeding animal protein and poultries mostly made from dried of fish processing. Fish meal & oil are easily digestible products used in fertilizers and animal feed ranging from beef and chicken (livestock) to salmon and aquaculture.