

A Project report on
“A STUDY ON FINANCIAL STATEMENT ANALYSIS”

A Study conducted at
UDUPI CARS, UDUPI

Submitted by
AKHILESH
4LV17MBA02

Submitted to



VISVESVARYA TECHNOLOGICAL UNIVERSITY, BELGAUM

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

MASTER OF BUSINESS ADMINISTRATION, 2017-2019

Under the guidance of

INTERNAL GUIDE

Dr.Nagendra S
Associate Professor
Dept. of MBA
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EXTERNAL GUIDE

Mr.Asif
HR executive
Udupi cars
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Department of MBA

ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY

**SHOBAVANA CAMPUS, MIJAR, MOODBIDRI, MANGALORE TALUK, D.K –
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FEBRUARY-2019

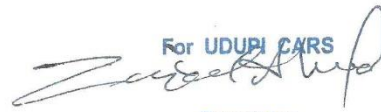


CERTIFICATE

This is to certify that, Mr. AKHILESH (USN: 4LV17MBA02), student of MBA. At Alva's Institute of Engineering and Technology, Moodbidri, Karnataka – 5741225 has done a project work on “**FINANCIAL STATEMENT ANALYSIS**” At Udupi cars, Udupi from 3rd January to 15th February 2019.

During this period, his conduct and performance were good.

We wish him all success in his future endeavor.

For UDUPI CARS

Proprietor



ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY

A Unit of Alva's Education Foundation (R)

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Date: 11th April 2019


Certificate

This is to certify that **Mr. AKHILESH** bearing **USN 4LV17MBA02** is a bonafide student of Master of Business Administration course of the Institute (2017-19) affiliated to Visvesvaraya Technological University, Belagavi.

The project report entitled "**A STUDY ON FINANCIAL STATEMENT ANALYSIS WITH REFERENCE TO UDUPI CARS, UDUPI**" is prepared by him under the guidance of **Dr. Nagendra S**, Associate Professor, Department of Business Administration, in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belagavi, Karnataka.


Dr. Nagendra S
Internal Guide


Dr. R. Wranton Perez
HOD, MBA


Dr. Peter Fernandes
Principal
PRINCIPAL
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EXECUTIVE SUMMARY:

The internship project done at Udupi cars, Udupi has been an opportunity to know how the firm operates in the industry. The study has been conducted in the finance department of the firm.

Udupi cars was established on 20 January 2015. It is a privately-owned second-hand car showroom that sells multiple brands of cars, economic to premium that is purchased from customers and showrooms within the region of Karnataka.

This study contains an analysis of the strengths, weaknesses, opportunities of the company and threats that are possessed by the competitors towards the company. The study was conducted including all the departments of the company and learnt about the business dealt by them. I also learnt about the different competitors, different financial aspects related to pricing of the vehicles and also got an opportunity to learn the process of transferring the vehicles from one owner to another among different districts of Karnataka. The vehicles were bought only within the region of Karnataka.

The internship provided a real-world experience into the industry. It has been an excellent and rewarding experience. It helped to build the skills and knowledge necessary in the professional setting. It gave a better understanding of professional cultures and develops professional work habits. It also helped me gain an insight in entrepreneurship in the field of automobiles.

This internship provided me the opportunity to learn more about the second-hand cars market and more about the operations of the organization. The study also gave an opportunity to gain a deeper insight about the financial aspect of the organization