

**PROJECT REPORT ON**  
**“A STUDY ON EVALUATION OF FINANCIAL PERFORMANCE OF SAMAIRA**  
**ARTS, MUMBAI.**

Submitted By  
**PRATHIKSHA SALIAN**  
**USN: 4AL17MBA26**

Submitted to



**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**

Dr.Claret Mendonca  
Associate Professor  
Department of MBA  
AIET, Mijar.

**EXTERNAL GUIDE**

Mr.Sarvesh Shukla  
Finance Officer  
Samaira Arts  
Mumbai



**DEPARTMENT OF MBA**  
**ALVA'S INSTITUTE OF ENGINEERING & TECHNOLOGY**  
**Shobhavana Campus, Mijar, Moodbidri.**

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# Samaira Art

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Shah and Nahar Industrial Estate (A-1), 2nd Floor, Gala no. 235, Dhanraj Mills Compound,  
Sitaram / Jadhav Marg, Lower Parel, Mumbai - 400 013. E-mail : paramanicksoumen@gmail.com

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Ref. :

Date :. 18.02.2019

## Certificate

### **TO WHOMSOEVER IT MAY CONCERN**

This is to certify that **Mrs. Prathiksha Salian (4AL17MBA26)**, MBA student of **Alva's Institute of Engineering and Technology Mijar, Moodbidri-574227** has completed her project work on "**Financial Performance Analysis**" in our organisation from 3<sup>rd</sup> January 2019 to 16<sup>th</sup> February 2019, in partial fulfilment of her course study.

During the period she has done the work sincerely and her conduct was good.

We wish distinguished success in her studies and best of luck for her future life too.

**We wish success in her future endeavours.**

Soumen Parmanick

(Proprietor)





## ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY

A Unit of Alva's Education Foundation (R)

( Affiliated 'to Visvesvaraya Technological University, Belagavi

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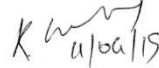
Date: 9<sup>th</sup> April 2019

### Certificate

This is to certify that **Mrs. PRATHIKSHA SALIAN** bearing USN **4AL17MBA26** is a bonafide student of Master of Business Administration course of the Institute (2017-19) affiliated to Visveshvaraya Technological University, Belagavi.

The project titled "A STUDY ON EVALUATION OF FINANCIAL PERFORMANCE OF SAMAIRA ARTS, MUMBAI" is prepared by her under the guidance of **Dr. Claret Mendonca**, Associate Professor, Department of Business Administration, in partial fulfillment of the requirements for the award of the degree of Master of Business Administration by Visvesvaraya Technological University, Belagavi, Karnataka.

  
**Dr. Claret Mendonca**  
Internal Guide

  
**Dr. R. Wranton Perez**  
HOD, MBA

  
**Dr. Peter Fernandes**  
Principal

PRINCIPAL

Alva's Institute of Engg. & Technology,  
Mijar, MOODBIDRI - 574 225, D.K.

## **EXECUTIVE SUMMARY**

The MBA course offered by VTU University, Belgum, has its own unique syllabus which requires its MBA students to undertake an internship with any of the industry for the period of four weeks. For the purpose of acquiring practical knowledge of the working and functioning of the company.

The study is conducted on “FINANCIAL PERFORMANCE ANALYSIS at Samaira Arts, Mumbai” the objective of the study is to know the financial performance of the organisation.

The project work was undertaken for the period of 45 days at Samaira Arts, Mumbai. This study was conducted by collecting data from various sources. The primary data was obtained through the discussion done with the external guide as the employees in the organisation. This study was also conducted by collecting various information from secondary data and it has been collected from the annual reports of the company and other books.

Along with this a conceptual problem was taken to study and analyse the Financial Performance of the company, which includes analysis of cash, inventory and receivable management of the company. This report also includes summary of industrial profile, company profile, SWOT analysis, and experience gained during this time.

As a part of the project, an organisation study was conducted by visiting various functional departments and the working of various employees, and also interacting with the officers and staff of the company. The various dimensions like structure, style, system, etc. were also included in this study.