

**REPORT ON INDUSTRIAL EXPOSURE TRAINING
UNDERGONE AT S&T WELCARE EQUIPMENTS PRIVATE
LIMITED, COIMBATORE**

*Training Report submitted in partial fulfillment for the requirement of the degree of Bachelor
of Business Administration with Computer Application*

By

ABILASH.S

Roll No. 20BBA203

Trainer

Mr. K.DHAKAR ALI

Manager – HR

S&T WELCARE EQUIPMENTS

PRIVATE LIMITED

Coimbatore

Coordinator

Prof.C . JULIAN GNANA DHAS

HEAD OF THE DEPARTMENT

Department of
Management Science

Department of Management Science

Sri Krishna Arts and Science College

Coimbatore 641 008

September 2022



Sri Krishna Arts and Science College

Accredited by NAAC

Affiliated to Bharathiar University

Kuniamuthur, Coimbatore – 641008



CERTIFICATE

This is to certify that the training report entitled “**REPORT ON INDUSTRIAL EXPOSURE TRAINING UNDERGONE AT S&T WELCARE EQUIPMENTS PRIVATE LIMITED, COIMBATORE**” in partial fulfillment of requirements for the degree of Bachelor of Business Administration with Computer Applications to Bharathiar University, Coimbatore, is a record of bonafide work carried out by **ABILASH.S, Roll No. 20BBA203** and that no part of this has been submitted for the award of any other degree or Diploma and the work has not been published in popular journal or magazine.

GUIDE

HOD

DEAN

Viva voce conducted on:

Place: Coimbatore

Date:

Internal Examiner

External Examiner

Company Certificate

S&T WELCARE EQUIPMENTS (P) LTD
3rd Floor, Door No.84,SSN Square,
Pudur Main Road, Peelamedu,
Coimbatore, Tamil Nadu - 641004

CALL CENTER : 9244336666
info@welcareindia.com
welcarefitness.com

WELCARE
SINCE 1996

20 Sep 2022

TO WHOMSOEVER IT MAY CONCERN

This is to notify that **Mr. Abilash.S (20BBA203)**, III- BBA from Sri Krishna Arts and Science College, Coimbatore has successfully completed the internship in our organisation, S&T Welcare Equipments (P) Ltd., from 5th July to 31st August 2022.

During this period of internship programme, his conduct was Excellent.

We wish him all Success in his future endeavours.

For S&T Welcare Equipments (P) Ltd



Mr. Dhakar Ali

HRD – Welcare.

exercised today?

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DECLARATION

I hereby declare that the training report titled “**REPORT ON INDUSTRIAL EXPOSURE TRAINING UNDERGONE AT S&T WELCARE EQUIPMENTS PRIVATE LIMITED, COIMBATORE**” submitted to Sri Krishna Arts and Science College, in partial fulfillment of the requirements for the award of degree of Bachelor of Business Administration with Computer Application is an original work and it has not been previously formed the basis for the award of any Degree, Diploma, Associateship, Fellowship or similar titles to any other universities or body during the period of my study.

Place: Coimbatore

Date:

Signature of the Candidate

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ABSTRACT

Industrial training is an important phase of a student life. A well planned, properly executed and evaluated industrial training helps a lot in developing a professional attitude. It develops an awareness of industrial approach to problem solving, based on a broad understanding of process and mode of operation of organization. The aim and motivation of this industrial training is to receive discipline, skills, teamwork and technical knowledge through a proper training environment, which will help me, as a student in the field of marketing and human resource , to develop a responsiveness of the self-disciplinary nature of problems in industry. During a period of two months training at S&T welcare Equipments (p) ltd. , Coimbatore, I was assigned to creating a more efficient work in order to help the company to prepare all the document and seeing production unit. I can able to learn the process of purchase, sales, marketing and HR process. it is very helpful to improve my management skills.

PREFACE

INDUSTRY OVERVIEW

The Gym and Exercise Equipments Manufacturing industry is anticipated to expand over the five years to the economy. Overall, revenue for the industry is projected to increase at an annualized rate of 5.6% to \$8.9% billion over the next five years. Primary revenue drivers, such as sports participation and consumer spending, are expected to rise and bolster domestic demand. Growing domestic demand will also stem from rising disposable income, which will heighten demand from department stores, sporting goods retailers and gym and fitness clubs. Although imports are estimated to marginally fall over the next five years, they will continue to threaten operators and keep industry revenue from increasing at a faster rate, even as domestic demand levels rise.

The Gym and Exercise Equipments Manufacturing industry produces fitness machines and Equipments for gyms, fitness clubs, hospitals, schools, corporate offices and household users. Industry products include a wide range of cardiovascular machines, such as treadmills, step machines, ellipticals and stationary bikes, as well as free weights, hydraulic Equipments, functional trainers and agility training Equipments Over the five years to 2022, the industry has benefited from recent consumer trends toward general health consciousness and greater sports participation among young people. **S and T Welcare Equipments Private Limited**, Supplier & Distributor of Healthcare Equipments The company was **established in 2006** at Coimbatore. Our products are manufactured under the Brand Name WELCARE and are applicable in Fitness Centers and Health Clubs. Lifecell, Madras Cements and GAIL are some of our prestigious clients and They are backed by stringent quality checks and Customized packaging facilities. They offer a diverse range of Home Use Motorized Treadmills, Strength Gym Equipments and Low Impact Treadmills. Magnetic Cycles, Rower Fitness Equipments and Commercial Elliptical Trainers offered by us are superior in performance. Our Commercial Bikes, Sectored Strength and Strength Sports Equipments are in huge demand across the global markets. They also provide Stretch Benches, Functional Strength Equipments and Fitness Equipments Accessories that are highly efficient. Home Health Care and Plate Loaded Strength Equipments are available at market leading prices. Our Rope Trainers and Motorized Treadmill for Hospitals are well known for their durability and reliability

COMPANY PROFILE

Nature of business : Exporter and Manufacturer

Company CEO : Mahesh. C

Additional Business : Exporter
Wholesaler
Trader
Importor
Distributer

Total Number of Employees : 101 to 500 People

Year of Establishment : 2006

Legal Status of Firm : Limited Company (Ltd./Pvt.Ltd.)

Annual Turnover :2011-12 Rs.10-25 Crore Approx.
2010-11 Rs. 2 - 5 Crore Approx.

S&T Group Of Companies established in the year 1996 Presently the group has five companies:

- S&T ENGINEERS (P) LIMITED-MACHINE TOOL TRADING DIVISION
- S&T WELCARE EQUIPMENTS (P) LIMITED-FITNESS EQUIPMENTS DIVISION
- S&T HEALTHCARE TECHNOLOGIES (P) LIMITED-MEDICAL EQUIPMENTS DIVISION

- TECHNOCART.COM-ONLINE INDUSTRIAL PORTAL AND E-COMMERCE DIVISION
- S&T MACHINERY (P) LIMITED-MACHINE TOOL MANUFACTURING DIVISION

Having started our company S & T Welcare Equipments Private Limited in the year 2006, They are engaged in the business of Manufacturer, Wholesaler, Trader, Exporter, Importer a diverse range of Healthcare Equipments inclusive of Home Use Motorized Treadmills,

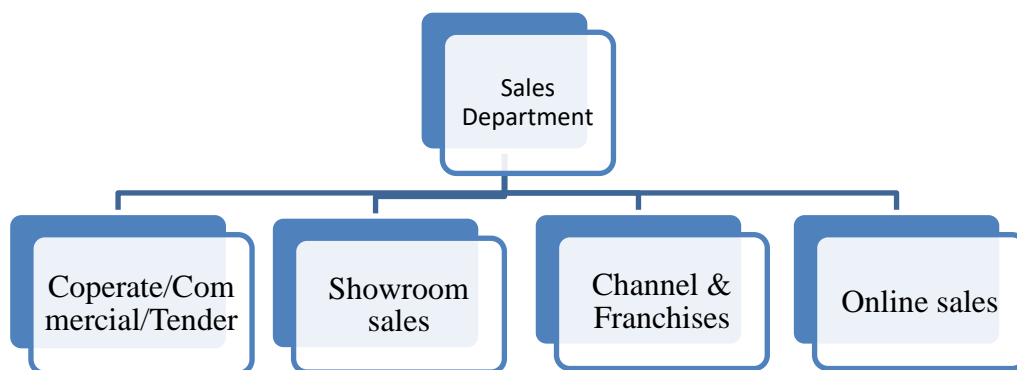
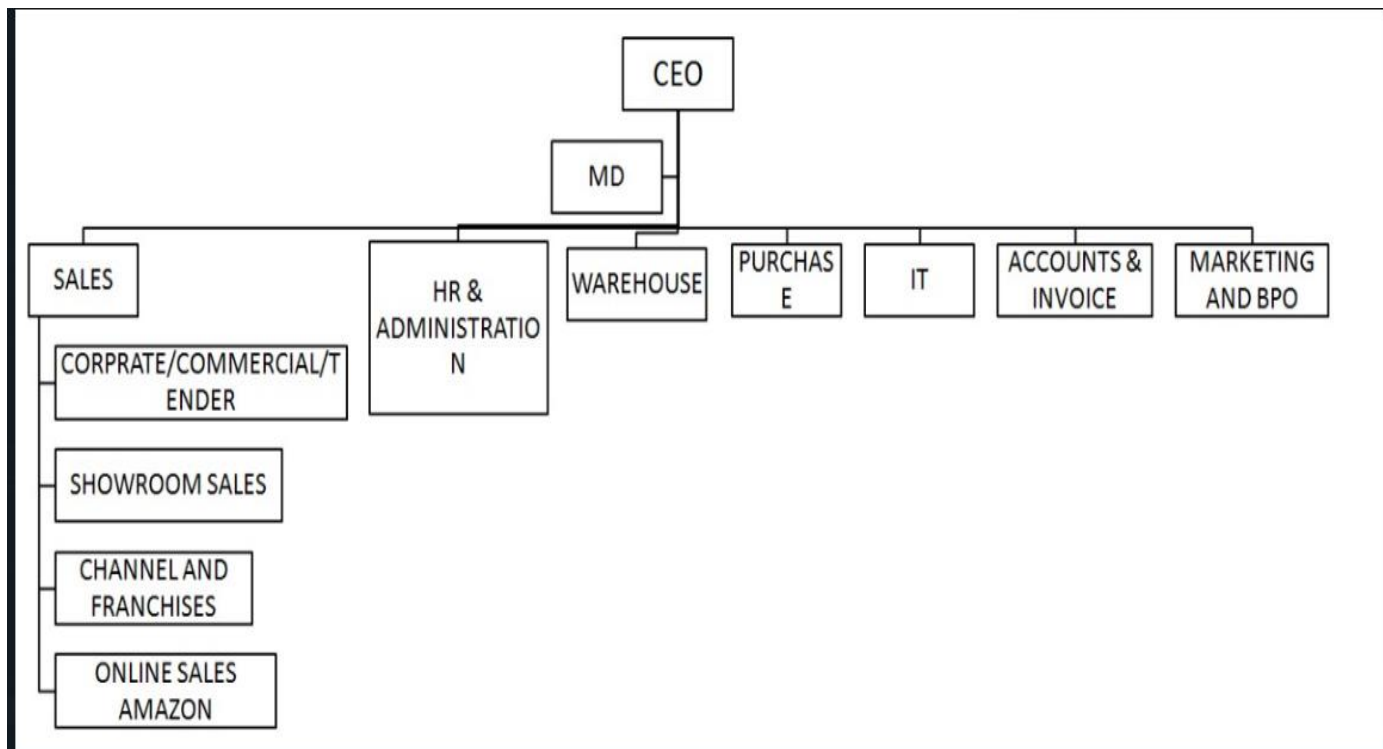
Having started our company S & T Welcare Equipments Private Limited in the year 2006, They are engaged in the business of Manufacturer, Wholesaler, Trader, Exporter, Importer a diverse range of Healthcare Equipments inclusive of Home Use Motorized Treadmills, Commercial Motorized Treadmills, and Strength Equipments. They supply healthcare Equipments which is known for their optimum quality, easy installation, innovative application features and economical prices. These are basically used in health clubs and gyms for carrying out various fitness activities. They provide our products under the brand name of WELCARE

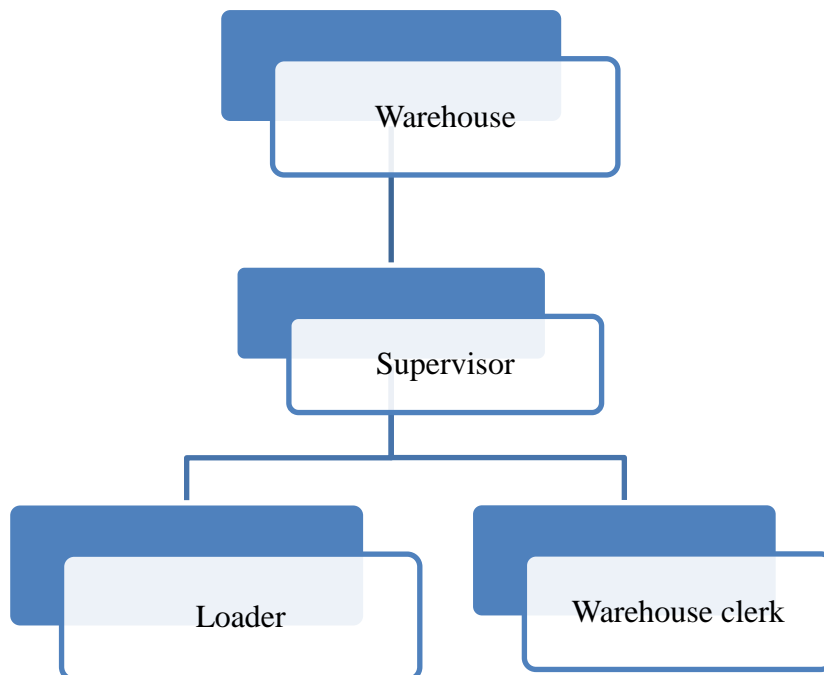
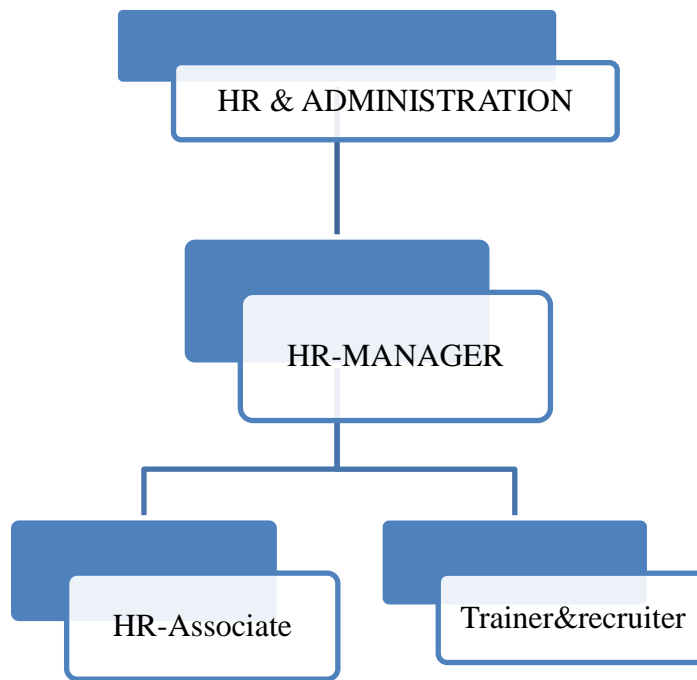
Gaining prominence in the business of supplying healthcare Equipments was accomplished with the excellence of our mentors Mr. Mahesh C. They are constantly being blessed with their visionary thoughts. It would never have been possible without the guidance and support of our director and diligent professionals. In addition to fulfilling our customers' requisites, They are making life healthier and happier.

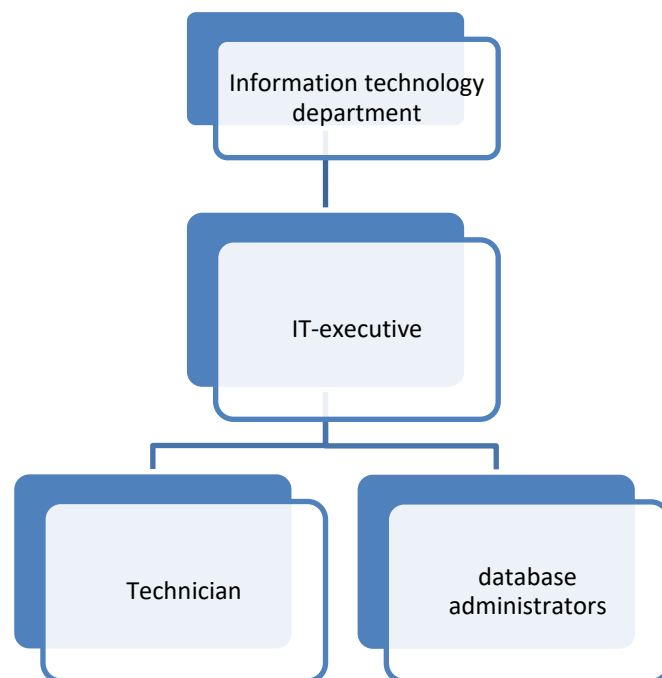
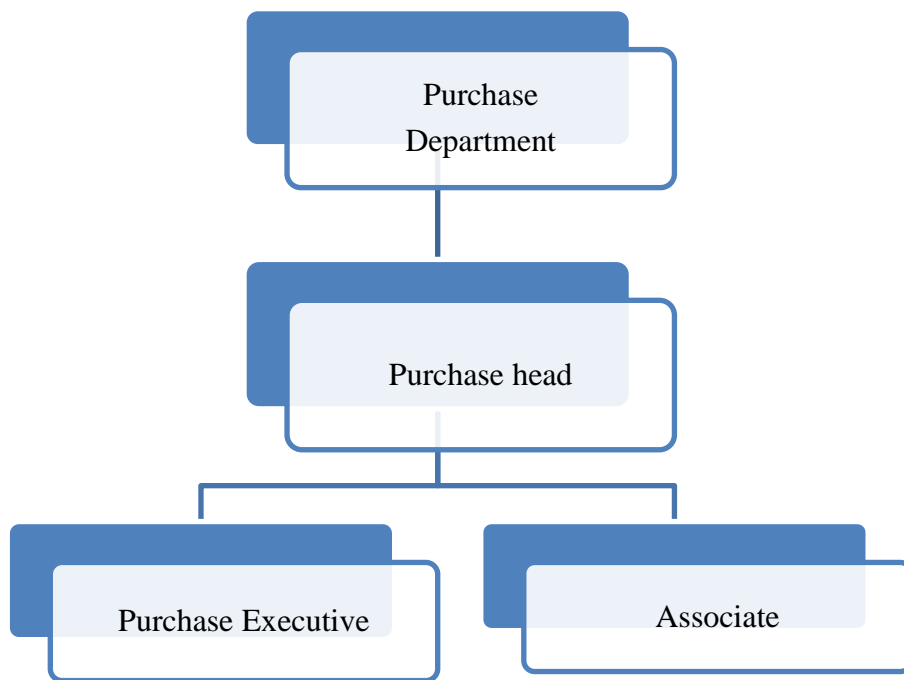


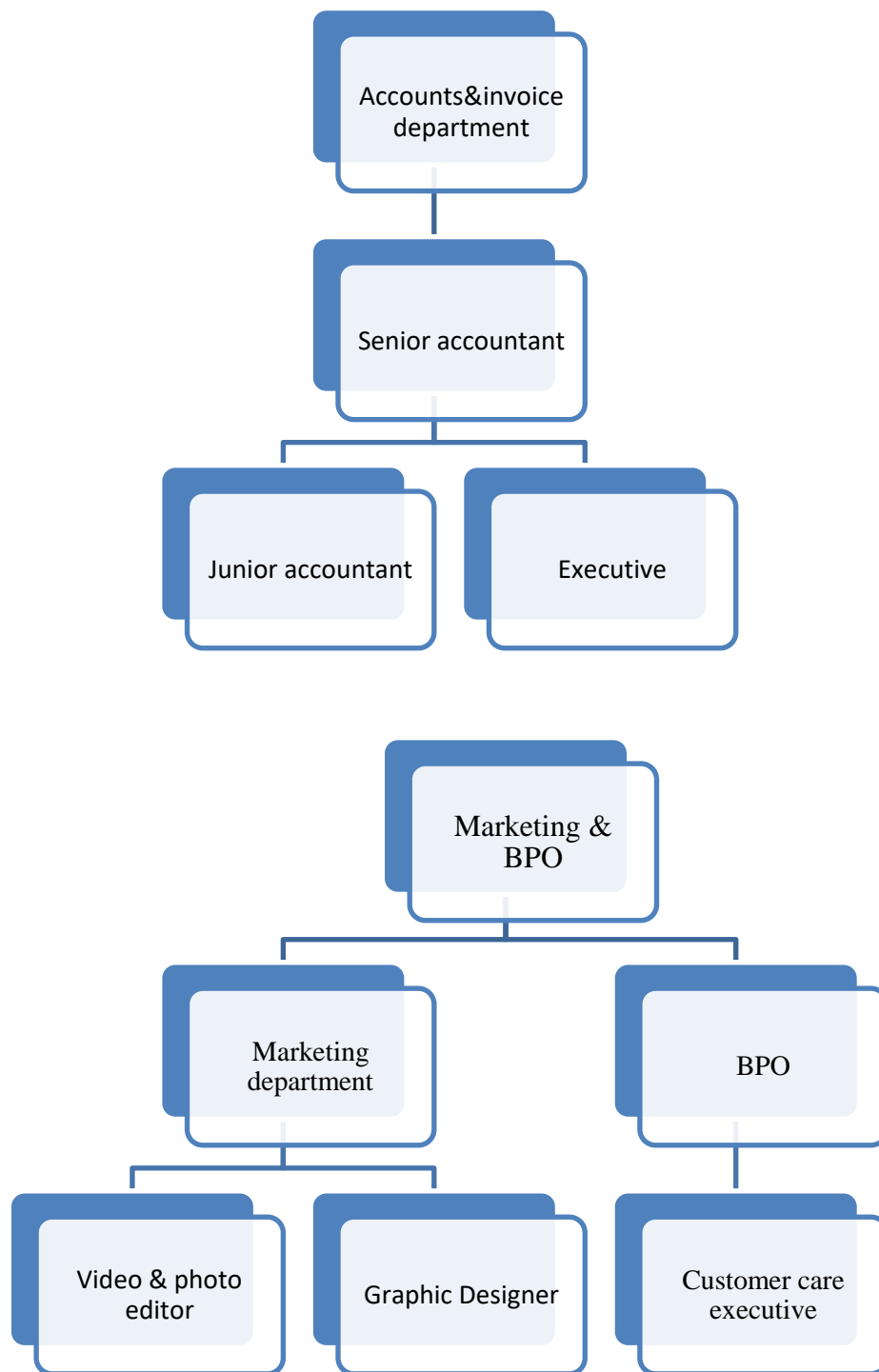
ORGANISATION DYNAMIC

Organisation structure









Strategies



The entire idea behind this business is creating a strong brand awareness & building the reputation in the market by providing a quality service and Equipments.

Satisfying the patrons is not an easy task and for that, They follow all the necessary measures whether it is concerned with choosing the business partners or conducting stringent quality checks. They have teamed up with some of the prominent names in order to offer products of optimum quality. These are backed by all the necessary technical advancements and infrastructural facilities to carry out fabrication procedure as per the international standards. Establishing relations for a lifetime is our motive and based on that They guide people to go for a healthy life style and to be fit in the present scenario where health problems like diabetes and obesity have become very common.

Company social responsibilities(CSR):

As the business environment gets increasingly complex and stakeholders become vocal about their expectations, good CSR practices can only bring in greater benefits.

S&T welcare company conducted a free check-up camp for the people and helped them to achieve their lifestyle goals by providing diet plan by their experts. And also planted 104 plants on 2021 June 5 World Environment Day. To engage in CSR means that, in the ordinary course of business, a company is operating in ways that enhance society and the environment instead of contributing negatively to them.



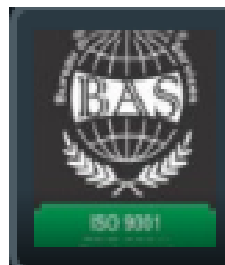
One of the best CSR activities for employees is providing time or opportunities for volunteering. Workplace volunteering opportunities have significant benefits for you and the local community. 71% of employees say that volunteering through work makes them feel better about their employer

QUALITY POLICY & STANDARDS

Quality policy

As There are an enriched firm, They assure our clientele optimum quality tools that provide higher efficiency. Business associates of ours are leaders in the manufacturing domain and are having world-class infrastructure equipped with all the technically advanced machines for manufacturing the required Equipments. Our present market position has gained acclamation widely because of our motto to trade qualitative products and give our clients the best of products at economical prices. They carry out several quality check measures at our end in order to make sure of the flawless quality of machinery.

Quality certification



BEST PRACTICES

The future growth of a company is directly depended on quality of the management and the system of the company. To enhance them S&T welcare providing :

- ❖ Stress Bursting Sessions on Saturdays.
- ❖ Employee Recognition & Rewards.
- ❖ Annual Business Meet in the month of April.

With a conceptual thought and visionary perceptions, S & T Welcare Equipments has become one of the prominent suppliers of healthcare Equipments globally. company gives credit to conceptual and hardworking employees who have been working continuously in this way. The team at the framework is potentially brilliant and the professionals diligently fulfill their assigned roles. They have quality testing analysts, technicians, warehouse and packaging staff, delivery staff who are experts and diligent in performance.

The team consists of :

- Technicians and quality testing analysts.
- Warehousing and packaging professionals.
- Logistics professionals.
- Administrative staff.



UNIQUE VALUE PROPOSITION (UVP)

With excellent professionals and brilliant partners, The company is growing continuously and for this reason, have expanded the roots all over the country. They are a name known for promised on time deliveries, flawless products, customized packaging, quick response, round the clock supplying facilities and are cherished and acclaimed among their clientele. Working with an endeavor to give the best to their patrons, They are a glorified company.

Their assets are:

- Quick response on urgent orders.
- Qualitative products.
- Ready stocks in our warehouse.
- Quality check analysts performing strict surveillance on sourced products.
- Round the clock supplying services.
- Business associates who are pioneers in their domain.



SCOPE MODEL

CORE COMPETENCIES

A strong brand awareness all over india is the main characteristic that gives a competitive advantage over other business. 3500 + Gym installation across india as been done, PAN india presence, Preferred choise of the professional body-builders, Physiotherapist sports and Government organisation, Complete guidance For gym projects, Expert EQUIPMENTSS selection & Maintainance guidance.

SITUATION

During the pandemic the company faced a serious issue in the system .The growth rate of previous financial year is much lower than the pre-covid era. Not only this company has other problems which could affect company's growth in future which are identified in the research that Equipments are not in affordable price ,House installation process didn't reach the customers expectation,Lack of presence in responding to customer.These are the major weakness of the company to be rectified.

PROSPECTS

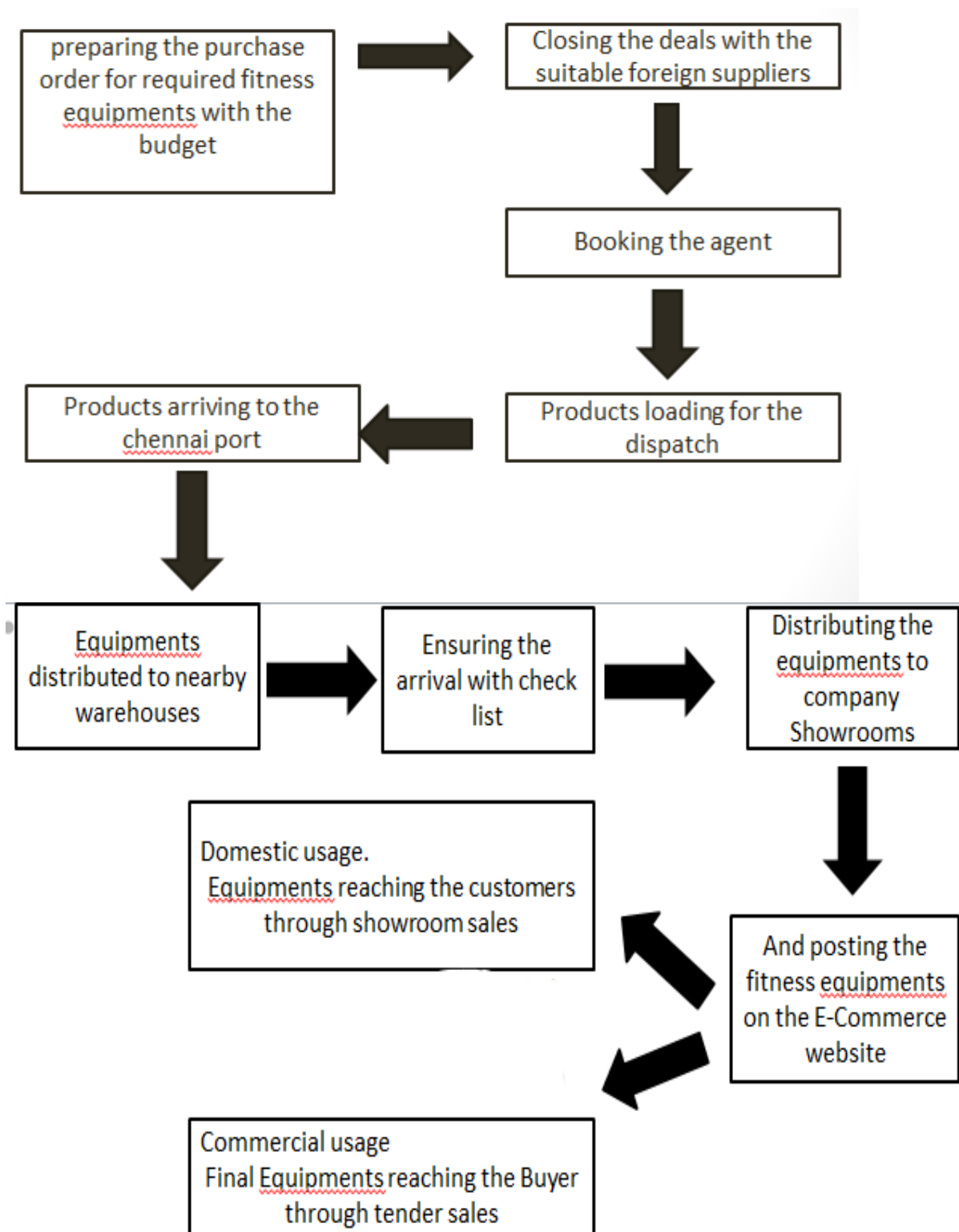
The more the investment is the more the profit will be Encouraging foreign investments will helps the company to grow eventually. Developing a strong relationship among customers to satisfy their real needs .Conducting expo in foreign countries which helps in opening a new venture & wide range market.

OBSTACLES

Internal factors like cooperation among employees, lack in division of labours, no proper knowledge for the technician during installation will affect the productivity of the work.

External factors like new government regulations , implementing new foreign policy , drop in value for indian currency value could affect as it is imports from foreign suppliers.

WORK FLOW CHART



Departments

- ❖ Sales
 - Corporate sales /commercials /tenders
 - Showroom sales
 - Online sales
 - Franchise/channel sales
- ❖ Service & customer care
- ❖ Warehouse
- ❖ Marketing & BPO
- ❖ Purchase
- ❖ Accounts & Invoice
- ❖ Information technology
- ❖ Human resource & admin

Sales Department

In S&T welcare , gym equipments are sold in these four structured method:

- Showroom sales
- Tender sales / commercial sales / cooperate sales
- Channel & Franchise Sales.
- Online Sales.

Showroom Sales:

Gym equipments are displayed in showroom for sales for both commercial and Domestic in different branches of the company.

Commercial:

Gym equipments which are purchased for :

- Hospitals
- Hostels
- Hotels
- Corporates
- Gyms

these comes under commercial use & equipments will differ based on the purpose of purchase.

Domestic:

equipments which are purchased for home use comes under domestic purpose. Mostly, treadmills are purchased in this category.

Tender sales:

Tender often refers to the procedure by which financial institutions and the government request bids for substantial projects that must be presented within a specific time frame. A tender offer is an open invitation to all shareholders to tender their shares for sale at a set price and during a certain period of time.

Commercial buyer post their requirements in the tender website (*e-Procurement System of Tamil Nadu, e-Submission Tender System of Kerala, AP e-procurement portal*) requirements can be any commercial commodities such as gym equipments, computers, laptops, Machineries etc.... all products will be bought in a bulk form.

Sellers of the specific commodity will be preparing quotations with their own product details and their specifications with selling price and post it in the particular website.

Interested buyers will be closing deals based on their budget. The process of closing deals with the two parties is called as Bidding.

The two criteria for selecting a deal ;

- Financial evaluation
- Technical evaluation

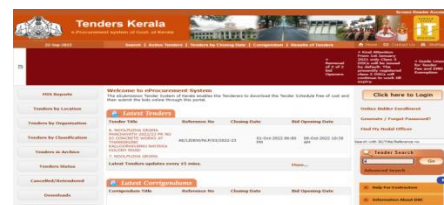
Technical Evaluation:

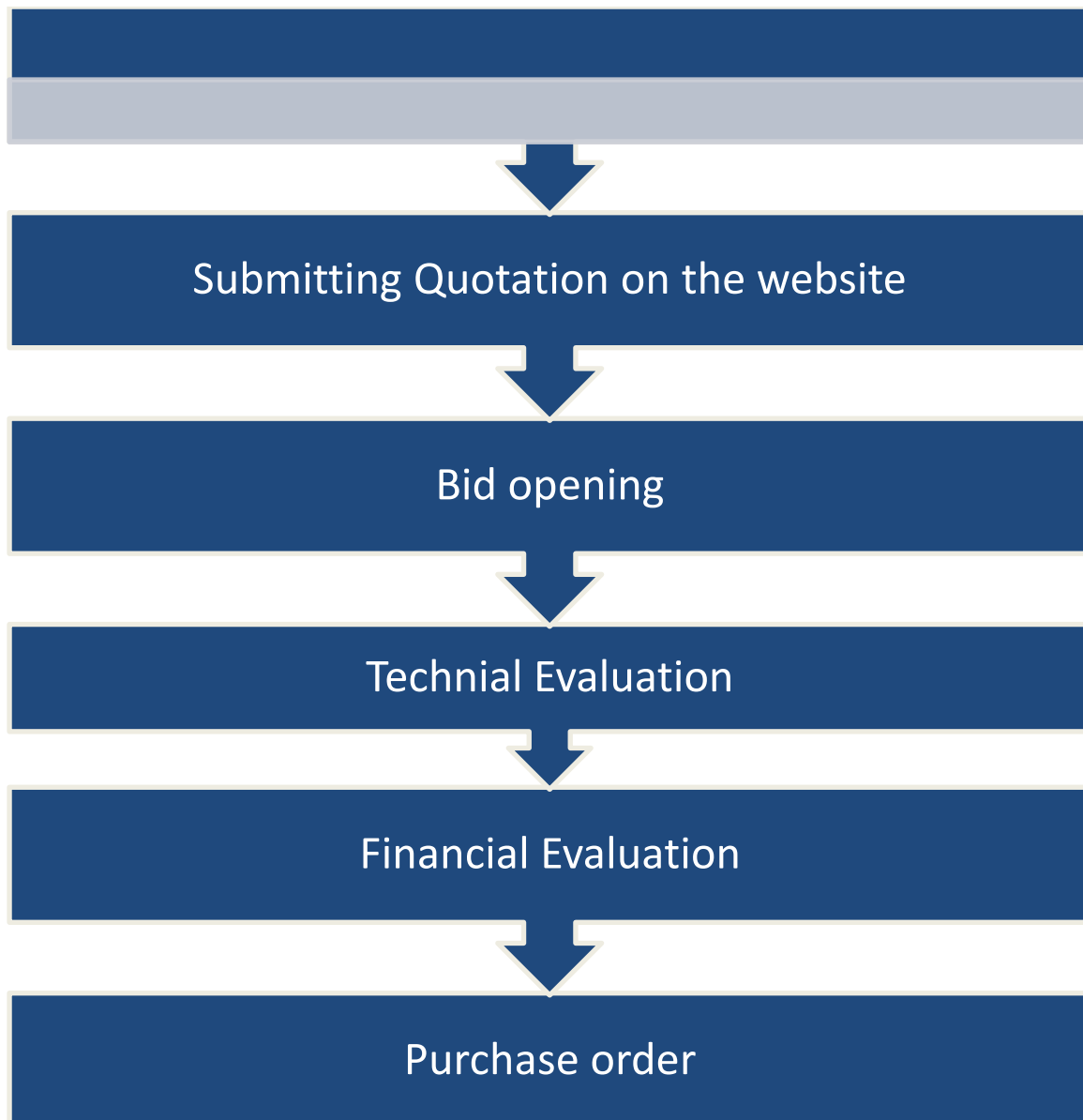
if the specifications matches the requirements of the deal the order will go for the financial evaluation.

Financial Evaluation:

If the deal is acceptable based on buyer's budget the order will be financially successful.

Tender sales work flow chart





Channel & Franchise Sales

A franchise (or franchising) is a method of distributing products or services that involves a franchisor, who establishes the brand's trademark or trade name as well as a business system, and a franchisee, who pays a royalty and, in many cases, an initial fee for the right to do business under the franchisor's name and system. The "franchise" technically refers to the contract that binds the two parties, but it is more commonly used to refer to the actual business that the franchisee operates. The practise of developing and distributing a brand and franchise system is known as franchising.

Franchise use S&T welcare brand to sell the gym EQUIPMENTSs in the market.

Online Sales

Online sales is one of the channel for the sales department EQUIPMENTSS imported will the sold through specific E-commerce websites They are :

- Flipkart
- Amazon
- Maxpro

There are two categories of customers They are:

- Amazon FBA Customers-Prime Customers
- MFN (Merchant Fulfilment Network)- Non prime customers

More often the orders from the online sales are for the domestic purpose (for eg: house use Treadmill) . The features will differ based on the commercial & domestic usage.

Customers place their orders through above mentioned E-commerce websites. Here, the role of online sales executive is:

- Helping them to choose the right equipments based on the user's weight.
- To follow-up the MFN customers
- Intimating the near-by warehouses after the order got placed from the customers
- Making the installation for the customers with the help of technical team
- Tracking the entire process from the dispatch of the product till the arrival to the customer.
- Getting feedback & reviews from the customers after the installation

Service & Customer Care

- Service team

Role of service team is to make the installation with the help of technician of the Equipments for both commercial (gyms, hotels ,hospitals ,hostels ,cooperates) & Domestic.

- Customer care

The role of the customer care executive is to follow up the lead and make them to visit the near by showroom & to help them to choose the right Equipments based on their need.

Warehouse

The cargo is loaded into a truck headed for the company **warehouse**.

Goods were continuously delivered to the company's **warehouses**, from where They were selected, re-packed, and dispatched to retail stores.

A **warehouse** is a large building, operating either as a storage facility for a chain of stores, or as a independent wholesale business.

There are three warehouses for S&T Welcare Gym Equipments Noida , pune & Coimbatore.

Marketing & BPO

Marketing is a never ending process

Marketing conducted for the purpose of new product development or product improvement, is often concerned with identifying the consumer's *unmet needs*. Customer needs are central to market segmentation which is concerned with dividing markets into distinct groups of buyers on the basis of "distinct needs, characteristics, or behaviors who might require separate products or marketing mixes."¹ Needs-based segmentation (also known as *benefit segmentation*) "places the customers' desires at the forefront of how a company designs and markets products or services." Although needs-based segmentation is

difficult to do in practice, it has been proved to be one of the most effective ways to segment a market. In addition, a great deal of advertising and promotion is designed to show how a given product's benefits meet the customer's needs, wants or expectations in a unique way.

Marketing can be defined under two headings They are:

- Online marketing
- Offline marketing

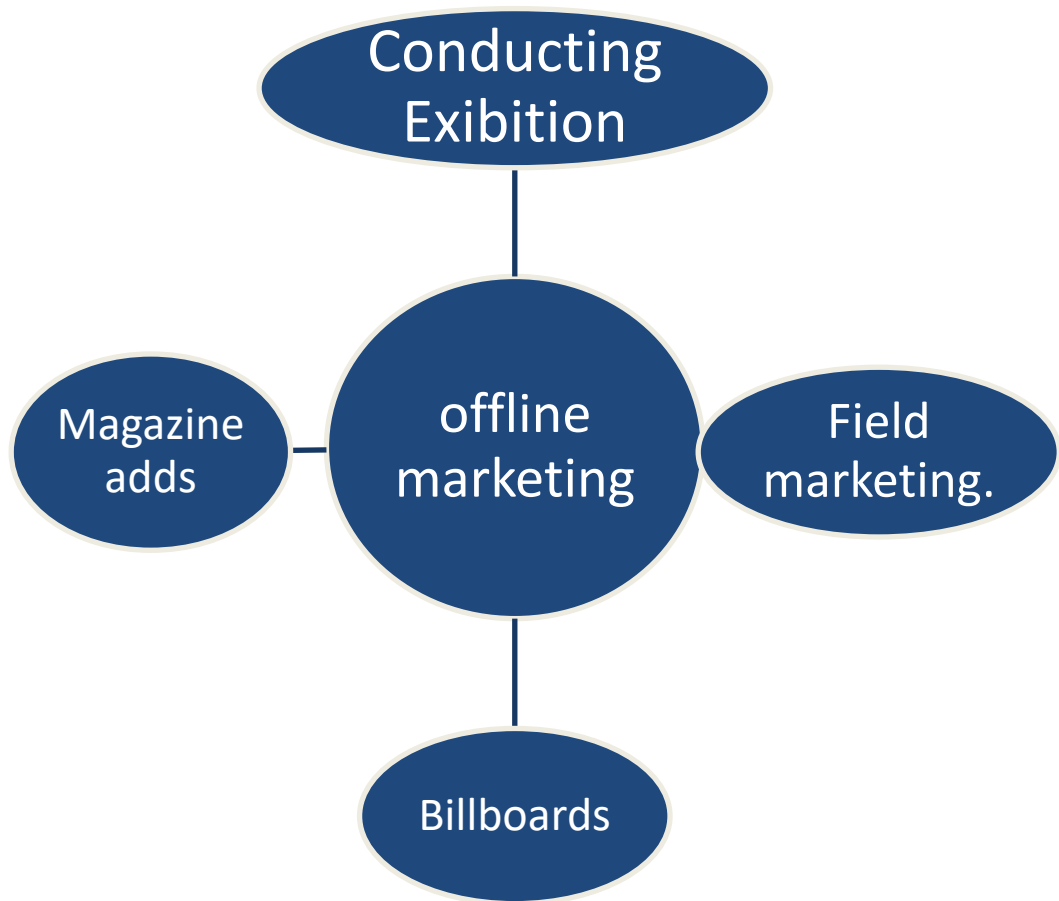
Online marketing

Digital marketing play a vital role when it comes to online platform the role of the digital marketer is to:

- Designing the finished equipments with attractive ideas for posting and to prepare quotations.
- Managing the company website
- Posting advertisements on various social media applications.
- Shooting adds for the new arrivals . And posting it.



OFFLINE MARKETING



Business process outsourcing(BPO):

- Business process outsourcing (BPO) involves the use of third-party vendors or subcontractors to carry out specific aspects of a company's operations.
- BPO started with large manufacturing companies to help with supply chain management. Today, BPO has expanded to include all types of industries, including service providers.
- When the vendor or subcontractor is located in a different country, such as in the case of customer support, BPO is considered "offshore outsourcing."

- BPO is now an industry unto itself, with companies specialising in providing BPO to businesses all over the world.
- BPO executive will get the leads through Indiamart, social media calls & website calls/chats.

Here, the role of the executive is to

- Explain the entire need & specifications
- Making them to visit the showroom
- Closing the deals.

Purchase Department

The purchase department will prepare the budget and the requirements and will send the order placing mail to the supplier S & T Welcare has authorized distributorship to sell



Following Brands in India

- ✓ GYM80
- ✓ INTENZA
- ✓ DRAX
- ✓ FIRM

- ✓ ACCUNIQ
- ✓ SPORTOP
- ✓ REEBOK
- ✓ IMPULSE
- ✓ CG6

The above mentioned are the suppliers of fitness equipments all over the world.

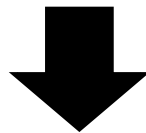
Company will close the deal with the supplier who are suitable for their budget

And after the deal closing . Purchase order will be placed .

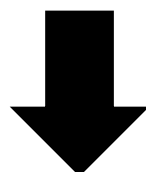


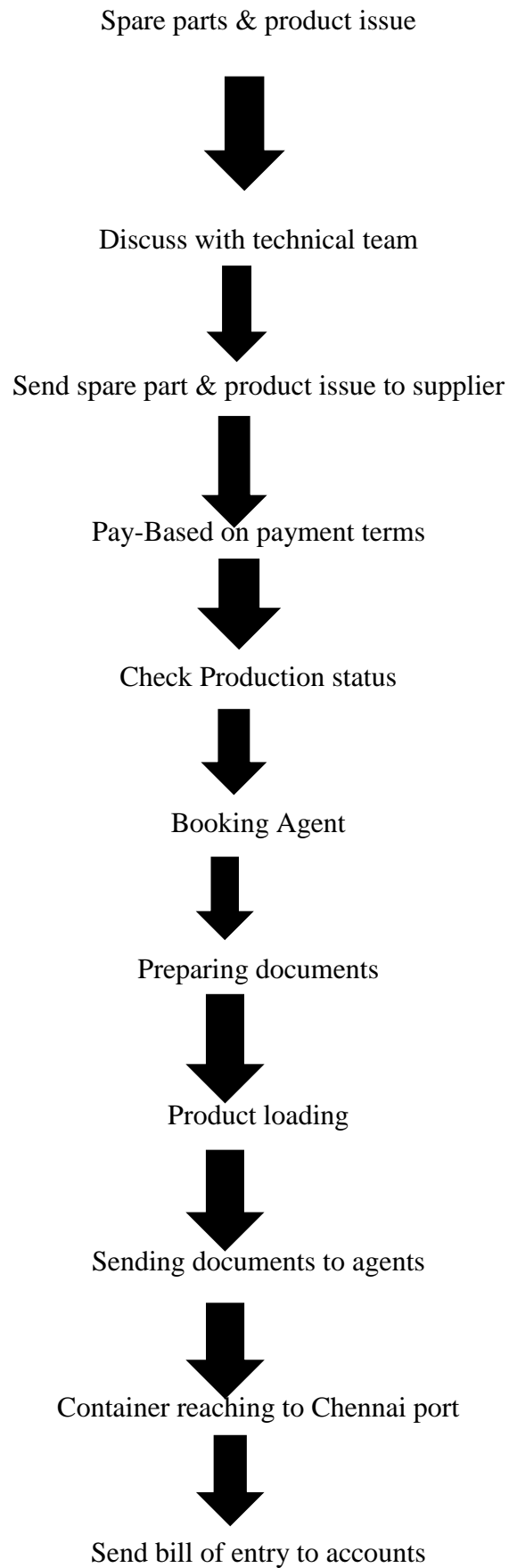
Product Order placing flow chart

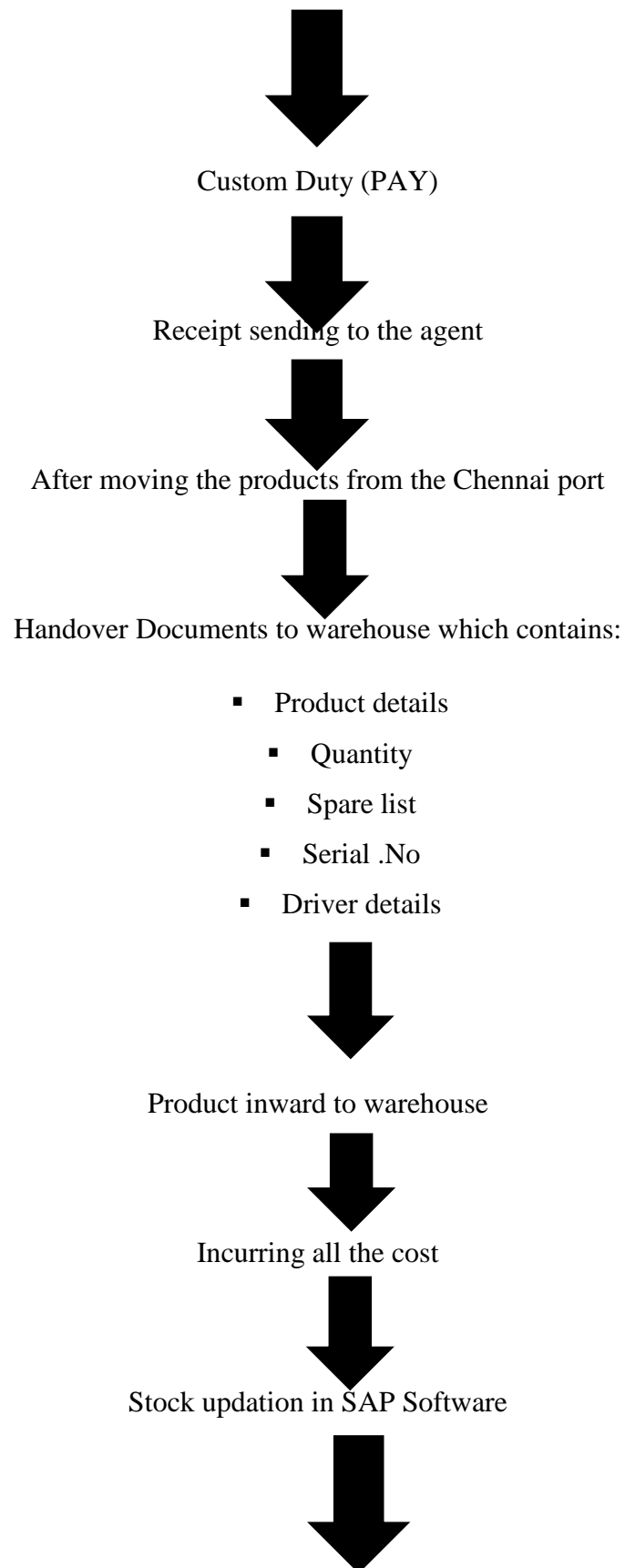
Order placing mail to supplier



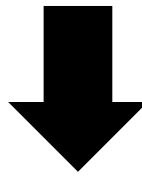
Get proforma invoice from supplier







Collecting Batch test report from the Technical team



Send to vendor

Some dealers demand for full payment after the products reaches the warehouse.

Other dealers ask for a part of amount to be paid before the dispatch.

There are two mode of payments They are:

- **Teligraphic transfer:**

A telegraphic transfer is an electronic method of transferring funds that is commonly used for international wire transfers.

In the United Kingdom banking system, telegraphic transfers are most commonly used to refer to Clearing House Automated Payment System (CHAPS) transfers.

- **Letter of credit**

A letter of credit is a written promise from a bank or other financial institution that a seller will get paid promptly and in full by a buyer.

In the world of international trade, letters of credit are frequently employed.

Accounts & Invoice

- An invoice is a written statement of the products and services that a business provides to a client and the terms of the client's financial obligation to pay for those goods and services.
- The accounting system of a small business is built on invoices. An invoice explains what services you provided, how much your client owes you, and when payment is due.
- For small businesses, invoices are essential since They serve as the official records that enable companies to get compensated for the services They provide

Here the role for the accounts team is to:

- Maintain the Fund allocated for the payments that happened for the organization's purpose
- Also for the purchase of goods with a proper invoice

Information Technology

The entire process of all the departments of the company is completely computerized .

So, here the role of the IT department is to protect the flow of work for better progress for the organization.

Information technology (IT) is the creation, processing, storage, secure transmission, and exchange of all forms of electronic data. IT includes the use of computers, networking, storage, and other physical devices.

Human Resource & Administration

To ensure that the organisation can succeed through its people is the overarching goal of human resources (HR). HR specialists manage an organization's human resources and concentrate on putting rules and procedures into place. They may have areas of expertise in maintaining employee relations or benefits in addition to identifying, recruiting, selecting, training, and developing personnel. Professionals in training and development make sure that staff members receive training and receive ongoing development. This is accomplished through reward systems, performance reviews, and training initiatives. When rules are broken, such as in cases of harassment or discrimination, employee relations deals with the worries of the employees. Creating salary plans, parental leave policies, employee discounts, and other benefits are all part of managing employee benefits.



TRAINING & DEVELOPMENT :

- Induction Training
- Product Training
- Soft Skills Training

Training Calendar is prepared at the start of the Financial Year.

EMPLOYEE ENGAGEMENT

- ❖ Stress Bursting Sessions on Saturdays
- ❖ Employee Recognition & Rewards
- ❖ Annual Business Meet in the month of April.

RECOGNITION

- ❖ Performers have been always rewarded and the best opportunity is created for them to efficiently plan their career growth.
- ❖ Service heads were provided with on site technical training at the factories of suppliers at various countries viz. Taiwan ,Korea etc.
- ❖ Europe trip for the Channel sales team for their performance for the FY 2018-19.



S&T Welcare's Clients:

- Talklwalkars
- Gold's Gym
- Snap Fitness
- ABS Fitness & Wellness club
- FITVILLA
- Apollo Hospital
- AIIMS Hospital
- Indian Army
- Indian Navy
- Indian Air force
- Infosys
- Tata Housing
- HCL
- Oracle
- Tech Mahindra
- Wipro

Awards and Achievements:

Presented by Men's Health (World's Renowned Health Magazine)
"Innovation in Gym equipments"



Customer Service Excellence Award



Customer Service
Excellence Award

Recognition



Learning Exposure

The following are the learnings from the industrial exposure training:

HR department

The productivity of the employees is depended on the Realtime – experience of recruitment.

- Mutual communication among candidates
- Hr policies
- Attended telephonic interview
- Shortlisting candidates from naukri
- Individual role of the employees.

Sales Department

- **Online Sales**
 - Sales executive & Customer relationship through online
 - Role of the executive
 - Entire House installation process
- **Tender sales**
 - Preparation of quotation
 - Financial evaluation for the contract
 - Technical evaluation for the contract

Marketing Department

- **Online marketing**
 - Creating attractive advertisement.
 - Role of an SEO analyst.
 - Website management(content writing)

Purchase department

Entire process of this department is deciding the goods required & preparing the budget, closing the deal with the suitable foreign suppliers.

Process & system

If a material entering into the factory and coming out as a successful finished marketable product it is because of the strong process & system they follow in the organisation. System & the process plays a vital role in the entire operation in the company internally & externally.

The major benefit in following the pre-defined rules (so called system) is that ,even if any of the outside factors affects the productivity in the company. The process itself will automatically rectify it on its own .

Building the system

Before building a system the company needs to know its purpose & service rendering to the society , because one should know about the condition of the soil before sowing a seed Likewise, to built a system we need to know the real purpose of the company.

Labours role in the system

Individuals or the employees no needs to know the entire process but they should be strongly aware about the pre and the post condition of his role in the system.

The reason behind that is blindly following the process wont't help in good progress. Each of the individual role in the system is inter-connected . If one step went wrong it will continue till the end of the process and it will result in failure of the product or it is like a ripple effect

CONCLUSION

The industrial exposure training undergone at S&T WELCARE EQUIPMENTS PRIVATE LIMITED. was very useful and it changed my perception over the cooperate world.

It helps me to know the great work behind every product we are using . It shows the importance of the system & process of the company . Had a real time experience in the

company. And it helped me to realise that theoretical learning is completely different from the practical application.

Time sheet

9/3/2022, 4:22 PM Reports

Stage II - ABILASH S - 05-07-2022 to

Student name
ABILASH S

Student email
abilashs206ba203@sktsc.ac.in

Student contact no.

Project
Gym equipments manufacturing

Company
S&T weicare fitness equipment pvt ltd , Peelamedu

Company website
<http://www.welcareindia.com> (<http://www.welcareindia.com>)

Company Guide
Mr. Dhakar , hr@welcareindia.com

College Guide
Julian Gnana Dhas C , julianmba@gmail.com

Duration
05-07-2022 to

Timesheet Stage II Stage III Stage IV Stage V Stage VI Stage VII

Date	Department	Description	Working Hours	Action
Date of Train	Department	Project details	1	Save
5-Sep-2022	Showroom sales	Role of the executive	5	
2-Sep-2022	Showroom sales	Equipments display	5	
18-Aug-2022	Accounts & Invoice	Fund allocation for employees	5	
17-Aug-2022	BPO	Data analysis of customers	5	
16-Aug-2022	BPO	Explaining the specifications to customers	5	
12-Aug-2022	BPO	Customer care reports	5	
11-Aug-2022	Marketing	Offline marketing	5	
10-Aug-2022	Marketing	Posting attractive advertisement	5	
9-Aug-2022	Marketing	Online marketing	5	

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9/3/2022, 4:22 PM Reports

Date	Department	Description	Working Hours	Action
8-Aug-2022	Marketing	Graphic designing	5	
5-Aug-2022	Information technology	New software updation	5	
4-Aug-2022	Information technology	Day to day updation	5	
3-Aug-2022	Information technology	Role as a technician	5	
2-Aug-2022	Showroom sales	Role of the fields marketer	5	
1-Aug-2022	Purchase	Order placing process	5	
29-Jul-2022	Online sales	Getting reviews from customers	5	
28-Jul-2022	Online sales	Customer relationship	5	
27-Jul-2022	Online sales	Role of online sales executive	1	
26-Jul-2022	Tender	Preparing quotation	5	
25-Jul-2022	Tender	Identifying the requirements for commercial gyms etc.	5	
22-Jul-2022	Purchase	Online service	5	
21-Jul-2022	Purchase	Posting gym equipments for online sales	5	
20-Jul-2022	Purchase	Purchasing equipments from dealers	5	
19-Jul-2022	Purchase	Purchasing raw materials for production	5	
18-Jul-2022	Purchase	Purchasing materials for resale and production	5	
8-Jul-2022	Human resource	Learning the process of selecting suitable candidate for particular job role	5	
7-Jul-2022	Human resource	Attended telephone interview	5	
6-Jul-2022	Human resource	Recruitment process	5	
5-Jul-2022	Human resource	Introduction about the job role in their organization	5	

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WEEKLY REPORT

Stage II - ABILASH S - 05-07-2022 to

Student name

ABILASH S

Student email

abilashs20bba203@skpsc.ac.in

Student contact no.

Project

Gym equipments manufacturing

Company

S&T welcare fitness equipment pvt ltd , Peelamedu

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Duration

05-07-2022 to

Timesheet Stage II Stage III Stage IV Stage V Stage VI Stage VII

Organisational Structure / Project Name (Students doing in Production company - mention the organisation structure; For those doing project for the company - mention the project title)

CEO
Managing director

No of workers in the organisation / Nature of project inputs

200

Products from the organisation / Inputs for the project

Gym , Health care equipments

Activities Planned in the first week - Short title

Company Overview
Human Resource process

Nature of work executed in the first week / Details of Data gathered in the first week

Recruitment process

Timesheet Stage II Stage III Stage IV Stage V Stage VI Stage VII

The USP of the firm/ work simulation

The Brand name (of product/service)

Cult fit

The event/Cross cultural Relationship/ Constraints

Many cultural events conducted in the span of two months

What you considered as the USP?

Their quality

Justify your answer in 200 words

The quality of the product competes with the well known branded products so they can enter into market with ease and can also take over

Any other point you are considering as USP? If yes mention

Yes
Their delivery time