

## **Executive Summary**

The Internship Study is designed to give the practical knowledge about the corporate world. Internship Study is usually meant for such vocation where advanced theoretical knowledge is to be backed up by practical experience on the job. VTU has designed the Internship Study for the period of 4 weeks after third semester. I had successfully completed in Eshwarr steeltech pvt.ltd., as a requirement of my MBA program of Management studies, these are all useful for my career.

This report is divided into 6 chapters in the first chapter that is main introduction about the organization and industry and in the second chapter it is all about Organization complete profile with proprietor it will include the company name, address, details of promoter, company logo, vision, mission, quality policy, the product and service profiles.

Mckinsey's 7s Framework model of organization that various aspects of an organization like strategy, structure, system, staff, shared values, style skill were studied.

The SWOT analysis which describes about the strengths, weakness, opportunities, and challenges about the organization is studied along with the Michel Porter's five force model which determine the competitive intensity and, therefore, the attractiveness an industry interns of its profitability.

Eshwarr steeltech pvt.ltd., is the one of the newly established manufacturing industry and the Managing director of Mr. J Lokesh they run this business the Eshwarr steeltech pvt.ltd., will make it niche in the field of manufacturing Steel products for Indian railways and Indian defence or Army and big walls for Gas pipe lines and export to different countries and also full fill the needs for local customes.

The project as a whole describes the scope and viability of the Manufacturing industry and mainly of the financial, technical and its market potential. When analyzing the social- economic impact, this project is able to generate an employment of 250 and above. It will cater the demand of Manufacturing and thus helps the other business entities to increase the production and service which provide service and support to this industry. Thus more cyclic employment and livelihood generation. So in all ways, we can learn in this project is technically and socially viable and commercially too.

# Chapter 1

## History Of Iron And Steel Industry In India:

Iron and Steel Industry in the country has experienced a sustainable growth since the independence of the country. A-humble beginning of the modern steel industry was reached in India at Kulti in West Bengal in the year 1870. But the outset of bigger production became noticeable with the establishment of a steel plant in Jamshedpur in Bihar in 1907. It started production in 1912. The new township was named after Jamshed Ji Tata. This venture was followed by Burnpur and Bhadravati Steel plants in 1919 and 1923 respectively. It was, however, only after Independence that the steel industry was able to find a-strong foothold in the country. Excluding the Jamshedpur plant of the Tata's, all are in the public sector and looked after by Steel Authority of India Ltd. (SAIL). Bhilai and Bokaro Steel plant were set up with Soviet alliance.



Durgapur and Rourkela came up with British and West German technical expertise, respectively. The finished steel production in India has grown from a mere 1.1 million tons in 1951 to 23.372 million tons in 1997-98. During the first two decades of planned economic development, i.e. 1950- 60 and 1960-70 the average annual growth rate of steel production exceeded 8%. However, this growth rate could not be maintained in the decades to follow. During 1970-80, the growth rate in steel production came down to 5.7% per annum and picked up marginally to 6.4% per annum during 1980-90. During the first two decades of planned economic.

## **Introduction About The Organisation And Industry**

Eshwarr steel tech pvt. ltd. was formed during the year 2006, by a team of technically qualified entrepreneurs who vast experience in the foundry field to cater to the need of c casting requirement of value and pump manufacture in outside the India it started its production with an installed capacity of 1000 metric tons annum.

The working direction namely Mr. S. R Maheshwarappa Mr.Paramashekarappa has got outstanding experience in this line of activities other directors are financially supporting for the feasible project. For this purpose they have already obtained registration from district industries center. Shivamogga vide PRC No 08/18/EP 01070/PRQ/IN dated 16/06/2006. They have also got possession certificate relating to land from M/S KIADE & also paid entire amount to M/S KIADE for getting absolute sale deed well experienced working directors and one side understand a feasible project at the right time.

Eshwarr steel tech pvt. ltd. Is engaged in manufacture of iron casting situated in machenahalli industrial area shivamoga the company was establish in the year 16-06-2004 the company of 188 tons per year. The company is manufacture gray iron, high chrome cast iron and alloy cast iron that are exclusively used in the field of engineering, automobile compression and refrigeration, vacuume.

Pumps, slurry pumps, hydraulics, high speed diesel engine, earth moving equipment's etc.

Electric induction furnace is used for melting iron. Company having in-house testing facility for chemically analysis, micro structure evaluation and hardness testing. Mechanical properties evaluation and high chromecast iron spectra analysis is done at local industries that are also having established quality management system. The casting are produced by hand molding which employs green sand, resin sand and CO2 sand process. Machine molding facility is also beginning added.

The eshwarr steeltech Pvt. Ltd. Is having sufficient orders on hand for its customers sanction to install 02 ton capacity medium frequency induction furnaces is obtained from state bank of India to increased demand. With addition of this furnace power requirement will increase from present

520 KVA to 1500 KVA. This increased KVA demand need up-gradation of electrical distribution system with 3200 amps main control panel board etc

They are not only having catering to the domestic market alone but to the export markets. They have been serving industrial like general engineering, hydraulic industries, air compressors and refrigeration; earth moving equipment's high speed diesel engines, valve actuators, slurry pumps etc.

### **Eshwarr Steeltech Pvt. Ltd. Product Grades**

- Grey iron
- Alloy cast iron
- Wear resistance cast iron
- Compacted graphite iron [C.G iron ] casting using sand alkyd resin system andshall resin coated sand

## Chapter 2

### Organisation Profile

Eshwarr steel tech pvt.ltd., was formed in the year 2007 by a team of technology and commercial qualified entrepreneur who was experience in the foundry field to cater to the needs of quality casting requirement of valve and pump manufactures in outside India. It started its production with an installed capacity of 1880 metric tons per annum.

The working directors namely Mr.S.R.Maheshwarappa, Mr.J.Lokesh and Mr.T.N. Paramashekarppa have got outstanding experience in this line of activities other directors are financially supporting for the feasible project. For this purpose they have already obtained registration from district industries centre. Shivamogga wide PRC NO 08/18IEP 01070/PRQ/IN dated 16/06/2006. They have also got possession certificate relating to land from M/S KIADB and also paid entire amount to M/S KIADB forgetting absolute sale deed well experienced working directors and one side & the financial supporting directors on the other side to understand a feasible project at the right time.



The company has recruited trained and qualified staff or workers along with fresh candidates to take care of the day to day activities in different fields the experienced and dedicated promoters along with the young team are the strength of the company. The company has got ISO certificate by M/S TUV India and planning for EIL approval. The company has got approval to manufacture the casting in accordance IBR from government of Karnataka.

## **Nature Of The Business**

Eshwarr steeltech Pvt. Ltd., is engaged in the range of steel casting varies from alloy steel, nickel based alloys and stainless steel etc., to of meet the needs of wide range customers in the field of foundry requirement. The installed capacity of units is 1800 metric tons per annum with a weight range of 10 to 300 kgs single piece. The melting process is done through induction furnace of 500 kegs capacity and can take up casting to the wants of food, dairy, brewery, textile, chemical and petrol chemical industries and mainly for production of process pumps, valves.

## **Vision, Mission, Quality Policy:**

### **Vision :**

- To be among the most respected suppliers of cast steel components for global customers.
- To be the best performing suppliers to customer.
- To be world class company manufacturing "Rough steel casting" of optimal quality to achieve total customer satisfaction.
- To be known for the commitment to provide value to customers, employees and the society.
- To be a company where people, find privilege to work with.
- To have the best practice in the manufacturing processes.

### **Mission:**

- In order to meet the customer satisfaction this organization is working hard towards the achieving of goals. They believe that time is more than money.
- To stand out of the crowd in casting business.
- To build strong customer relationship.
- To be outstanding in business through continual improvement.
- To perform beyond customer expectations.

**Quality policy:** Quality it is a degree to reach the pre determined substance is called quality

- Eshwarr steel committed to manufacturer & supply the casting of consistent quality adhering to
- The requirement customer satisfaction. This shell is achieved by continually improving the
- Effectiveness of quality management system process.

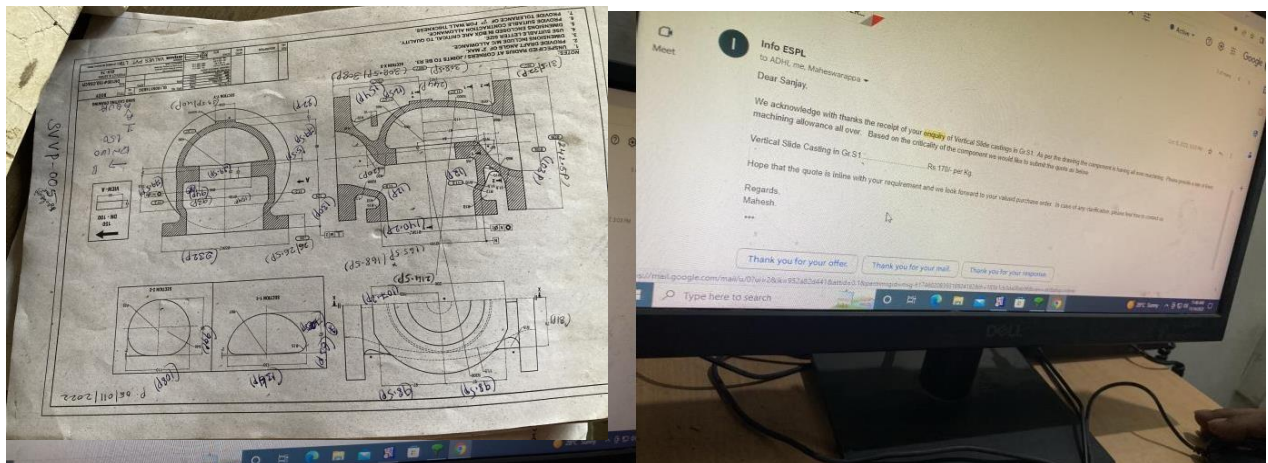
- Conduct themselves and their business honesty & ethically.
- Provide safe and clean environment
- Give importance to employee safety and environment

### Product Profile:Major Inputs:

- CRCA scrap
- Cast iron borings
- Pig irons
- Ferro iron
- Coke
- Ferro silicon
- Ferro moly

### Workflow Model:

The work model start with an enquiry letters in the form of mail then they will analyse and study the report after the study of diagram then will replay to them and it will take more than 6-10 months and the sketch of diagram look like this.





## Product Profile

Eshwarr steeltech Pvt. ltd. manufactures different types of valves depending upon the customer requirement. These valves are usually used in oil industries chemical industries and it is mainly used for pump.



These are the products they will produce and there are walls for gas pipeline and railway department, Indian military service and tankers.



### **Major Casting Type:**

- Major steel casting
- Carbon steel casting
- Low alloy steel casting

### **Grade Of Casting:**

- Stainless steel casting: CF8M,CF8,CF3M,CF3,CA15,CN7M, CF8C,etc....,
- Carbon steel casting: ISI030,CS700,WCB,Mn3A,C45,WCA,IS2707,IS2062,etc....,
- Low alloy steel casting:LCB,LCC,WC9,WC6,65,612,CS840,A487,etc....,

### **Area Of Operation:**

The area of operation of this company includes national I. e. Delhi, Kolkata, Mumbai, Goa, Chennai, Coimbatore, Saturn, Kolhapur, etc...., regional i.e. Hubli, Bangalore, Dharwad, Belgaum. The company sells the castings to the multinational companies and it is directly exporting c to global companies.

National : Delhi, Kolkata, Mumbai, Goa, Chennai, Coimbatore, Kolhapur, etc Regional : Hubli, Bangalore, Dharwad, Belgaum.

The company sells the casting to the multinational companies and it is indirectly exporting to global companies. L&T Transport companies are the partners of this company.

## **Ownership Pattern**

### **Board of directors**

- |                         |                        |
|-------------------------|------------------------|
| • C.N. Shekarappa       | Chairman               |
| • T.N. Paramashekarappa | Executive Director     |
| • S.R. Maheshwarappa    | Technical Director     |
| • J. Lokesh             | Manufacturing Director |
| • J.S. Roopa Jagadeesh  | Director               |
| • V.C. Parvath mallappa | Director               |
| • Pushpa Ramesh         | Director               |
| • Sagar S.R             | Director               |
| • H.M. Shivakumar       | Director               |

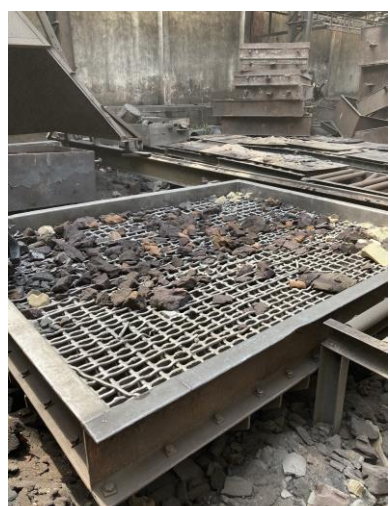
By combining the investment of 9 directors, Eshwarr running towards the success and achieving the goals. The director T.N. Parameshekrappa is an active partner. The director as full authority and responsibility in directing and controlling of all the activity the company. Other are only invested their money and they are partners.

### **Competitor Information:**

The potential competitors of the company within the regional boundary are as follows.

- Pragathi steel casting Pvt. Ltd., Shivamogga
- Adithya steel casting Pvt. Ltd., Shivamogga
- Shrivasaavi cast Pvt. Ltd., Shivamogga
- Malnad alloy casting Pvt. Ltd., Shivamogga
- Precishan casting Pvt. Ltd., Shivamogga
- Bumika casting Pvt. Ltd., Shivamogga
- Ambaraarns casting Pvt. Ltd., Shivamogga

## Infrastructural Facilities:



The total sand mixture infrastructure cost 3cr, and its helps to reduce man power.

Eshwarr steel tech Pvt. ltd. is situated in machenahalli industrial area, which is just 7 km from Bhadravathi a well know steel city. The company is located in an area about 2 acres in which the built in area is about one acres. remaining includes a garden and a parking lot.

The company has a well laid out internal tar road. Water is an important element for foundry. Eshwar steeltech Pvt. ltd. gets its water supply from KIADB and as well as a bore well. Gas sand and shell sand are employed produce the moulds. All sand miming activities are carried out by muller and miner.it ensure excellent surface finish. A suitable sand additive appropriate mining is used to blasting process.

ESPL maintain as rest rooms and doctor's visit for check up etc will be required. ESPL provide homely atmosphere. ESPL have been provide transportation facility. Employees will be provided with safety apparatus.

## Awards And Achivement Of The Company

Organizational structure evolves to increase the effective of the organizations control of activities necessaryto achieve these goals. Organization structure is the formal system of task and authority relationship that control how people co-ordinate their action and use resources to achieve organizations

- ESPL is a ISO 9001-2008 [international standard of organization] certified company which is certified from TUVNORD.
- IN 2010, best performance industry in Shivamogga , awarded by chamber of commerce and industry Shivamogga.



## Future Growth And Prospects:

- Growth and development of Eshwarr Steel Tech Pvt. Ltd.
- 2004-start commercial production as pvt. ltd. company.
- 2005- make effort to explore the possibility of developing casting for export through export houseslike, Tata international, reliance engineering etc.
- 2006- make effort to mobilize orders for expert and are confident of getting some orders.
- 2007- quality system of the company certified to ISO 9001-2008 version by RWTUV, Germany.
- 2007- introduced additional quality system activities like APQP, PPAP and document control etc.
- 2008-company recognized by the government of India ministry of finance department of revenue - central excise, customs and service tax.



- 2008-QMS was re-certified to ISO 9001-2008
- 2008- Introduced ONLINE Spectre for chemical and of heat before pouring.

### **Future Prospects:**

- 2007-08 continuous mixer with mold track system updated power distribution system to meet their increased power for future expansion. To create full-fledged facility for fettling activating
- in order to remain competitive in the world market in future, it is a necessity to slash past while improving the quality and keeping in mind the environmental consideration.
- Focusing on design: first, improved design capabilities in metal casting is critical to the industry's ability to produce cast products that are competitive worldwide. Improvement in this area will enable e-metal castles to manufacture
- pasts not possible with current design constrains, thereby opening new markets. Improved design will also reduce testing and try out on the shop floor markets. Improved design will also reduced testing and try out on the shop floor and replace it with computer based design and analysis, significantly reducing energy and environmental Impacts.

Further, it will also reduced a defects, post casting operation and rejected casting saving energy and reducing environment emissions beside increasing the value of mental components, reducing components weights and manufacturing times, assuring product performance. Through improve casting design methods, alloy properties, alloy performance data and casting performance simulation techniques, the market growth rates for mental casting product performance.

Trust on process competence: in order to survive the intense competition, the metal industry needs to be able to cost effectively and consistently produce high quality, high performance cast products. In absence of technical capability to achieve this level of performance, the industry will continue to produce ice scrap and low yield rates. A number of factors combine to inhibit the industry from marking revolutionary process improvement. These include the lack of knowledge of and control over, the actual casting process: the inability of companies to make financial investment and the need to introduce advanced technologies which improve efficiency and performance in casting.

- Improvement in mental casting process can be achieved by focusing on three inter related areas
- Improved product performance
- Reduced production costs
- Waste deduction

Opportunities for advanced technologies, automation and cleaner, more efficient technologies also must be taken.

## Chapter 3

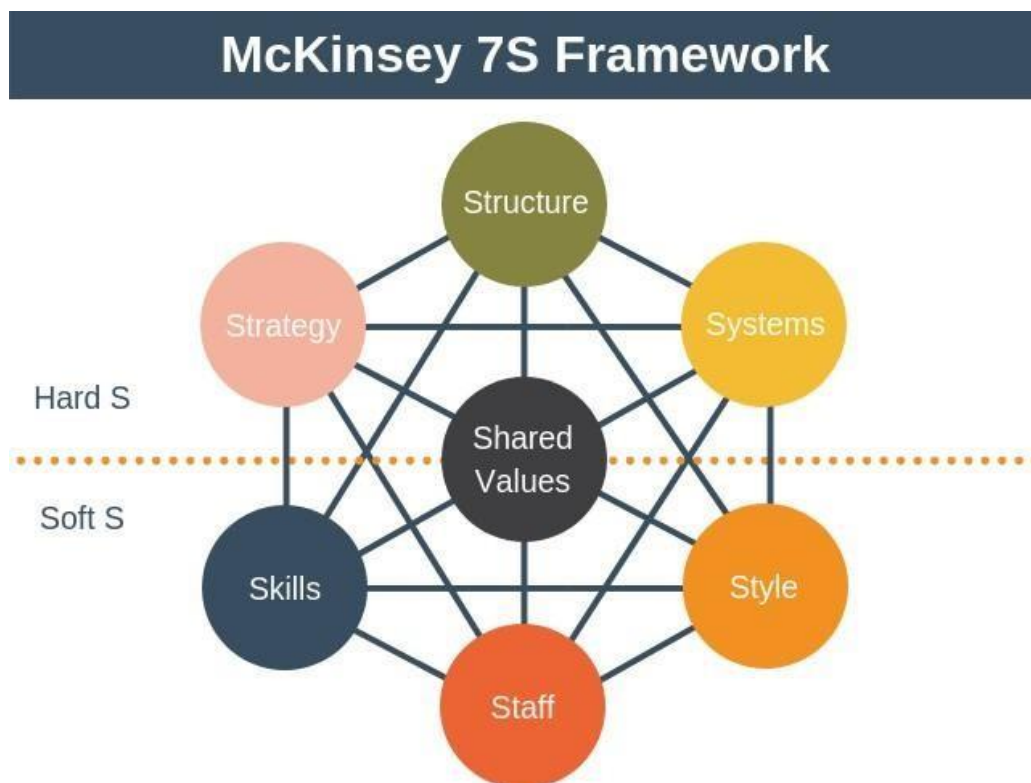
### Mckensy's 7s Framework And Porter's Five Force Model

The McKinsey 7-S Model is a change framework based on a company's organizational design. It aims to depict how change leaders can effectively manage organizational change by strategizing around the interactions of seven key elements: structure, strategy, system, shared values, skill, style, and staff.

The model highlights that there exists a domino effect when any one element is transformed to restore effective balance. The central placement of shared values emphasizes that a strong change culture impacts all the other elements to drive change.

McKinsey 7s model is a strategic tool and framework that helps managers and businesses assess their performance. The McKinsey 7s model identifies 7 key elements for an organization that need to be focused and aligned for successful change management processes as well as for regular performance enhancements.

McKenzie's frame works with special reference to Eshwarr steel tech Pvt. Ltd 7's model based on peters &waterman [1982]



Mckensy's frame work from in search of excellence. Lessons from Americans best run companies by Thomas J Peter and Robert H Waterman, JR copyright 1982 by Thomas j peters and Robert H Waterman JH repented by permission of harper and row, publishers, Inc. according to waterman organization variable in the management of change.

Again it is also critical aspect, in their view effective organizational change maybe understood to be a complex relationship between strategy, structure, systems, style, skill, staff and super ordinate goals.

A frame work suggest that there is a multiplicity of factors that influence an organizations ability to change and is proper mode of change. Because of the inter connectedness of the variables it would be difficult to make significant progress in one area without making progress in the other as well.

There is no starting point or implied hierarchy in the shape of the diagram and it is not obvious which of the seven factors would be the driving force in changing a particular organization at a certain point in time. The critical variable could be different point of time

### **Structure:-**

Silent features of organizational chart [example: degree of hierarchy, extent of centralization/decentralization] and inter connections with the organization.

How the organization is structured, what are the chain of command, how the authority and responsibilities are distributed, how activities and reporting relationship is structured, and the mechanism through which the organization coordinates all its activities.

The pandemic has questioned the current structure and supply chain management of the company. To be more resilient organization and prepare itself for future disruption of similar magnitudes Eshwarr Steel tech private Ltd should focus on – diversifying suppliers geographically so that climate related, geopolitical, and other disruptions don't impact the long term survival of the company.

Reduce the dependence on China – As the trade war between US and China is getting aggressive, it should reduce its dependence on supply chain emerging out of China. This will help the organization to diversify risks, avoid regulatory problems etc.

**Skill:-**

Distinctive capabilities of key personnel and the organization as a whole. The company requires technical skill for production and division also it requires management skill in marketing and HR division. The marketing executives must have good communication skills and better knowledge of the company and its product.

Many market executives have the engineering background with MBA degree, marketing executives are also required to have very strong verbal and written communication skills.

Eshwarr Steeltech private Ltd can build a structured training and development program for people working from remote locations.

Eshwarr Steeltech private Ltd can hire fresh talent as more and more people are leaving their existing jobs because they are not challenging them enough.

**Style:-**

Characterization of how key managers behave in the order to achieve the organization's goals. The style of management in the organization is very much similar to top down management. The directors who is at the top most level takes strategic decision and passed on to the various other respective departments.

Through the decision making is concerned only with the top management, the company also emphasizes on participative feedback from the employees on a regular basis.

The leadership styles required in the physical location and in remote scenario are completely different. In a physical environment manager can stop by a chat, provide inputs and go through the work. But in the remote locations employees have to work in far more isolated environment. To improve the workflow – leaders should pursue collaborative and inclusive form of leadership. Leaders should build smaller teams as part of larger teams.

**Strategy:-**

Plan or courses of action leading to allocation of an organization's finite resources to reach identified goals. Any material that is thrown away or discarded as useless and unwanted is considered as solid waste. Solid is synonymous with the word "refuse" anything rejected is refuse, be it a liquid or solid or a gas, but refuse is solid waste.

Eshwarr Steel Ltd needs to build a balance between short run cost savings and protecting its core competitive advantage. Customers perceive Tata Steel Ltd products and services to deliver ‘value for money’ proposition plus a bit extra. In its zest to gain more market share through competing on prices, Eshwarr Steeltech private Ltd should avoid cutting costs that can result in inferior product and service delivery.

In this age hardly, seems possible that garbage disposal should present and great challenge.

Hence great emphasis should be given on solid waste management system include the waste generation, model generation, model of collection, suggestion of waste and disposal techniques.

### **System:-**

What are the technological systems put in place to smoothen the operations, what are the formal and informal procedures put in place to manage the organization, planning, budgeting, performance measurement, resource allocations, and management information systems (MIS).

Procedures and routine processes, including how information moves around the organization. Eshwarr Steeltech private Ltd needs to focus on the following areas – Improve internal processes, such as risk management, Customer Relationship Management (CRM), web app optimization, and data visualization across the organization.

Eshwarr Steeltech private Ltd needs to put in place robust system for “work from home” employees so that there can be greater interaction among the employees both online and in physical environment. It will not only improve productivity but also increase the data security and cyber security.

### **Internal Audit System:**

The main purpose is to establish a procedure for internal audit and to verify the effectiveness of quality system.

Personnel categories within the organization, e.g. academic, administrators, technicians.

- To set the organization goal structure and to provide adequate resources and training to achieve set goals
- To provide the leadership to organization and to define document and implement business strategy
- To identify new business opportunities, formulate business plan and implement business strategy
- To implement the regulations of import and business.



## **Staff:**

Who works in the organization, how the organization manages its human resources – recruit, selects, job profile specifications, career trajectories, training, and promotions.

Recruitment and remote on boarding – Because of the pandemic, a lot of employees are working from remote locations. To make the environment more inclusive for the new employees, Eshwarr Steeltech private Ltd should build system for remote on boarding such as – catalog of short videos, small groups interaction, technical demonstrations.

Open chats for the people to approach people at various levels in the hierarchy. It will not only help the top management to directly interact with the people below but also help in building an open and transparent culture.

- I. Technical director
- II. Director operators
- III. Director commercial
- IV. Director administration
- V. Senior manager foundry
- VI. Assistant manager
- VII. Administrative officer
- VIII. Marketing assistant
- IX. Development in charge
- X. Planning and dispatch in charge
- XI. Purchase in charge
- XII. Stores in charge
- XIII. Maintenance in charge
- XIV. Dispatch assistant

## **Shared Values:-**

Shared Values are the core beliefs of an organization that are widely shared across the organization and are reason for its existence. Shared values include – the vision, mission, and values statement that provide employees a common purpose. Shared values are the reason why the organization is doing what it is doing.

The significant meanings or guiding concept that an organization imbues in its members .

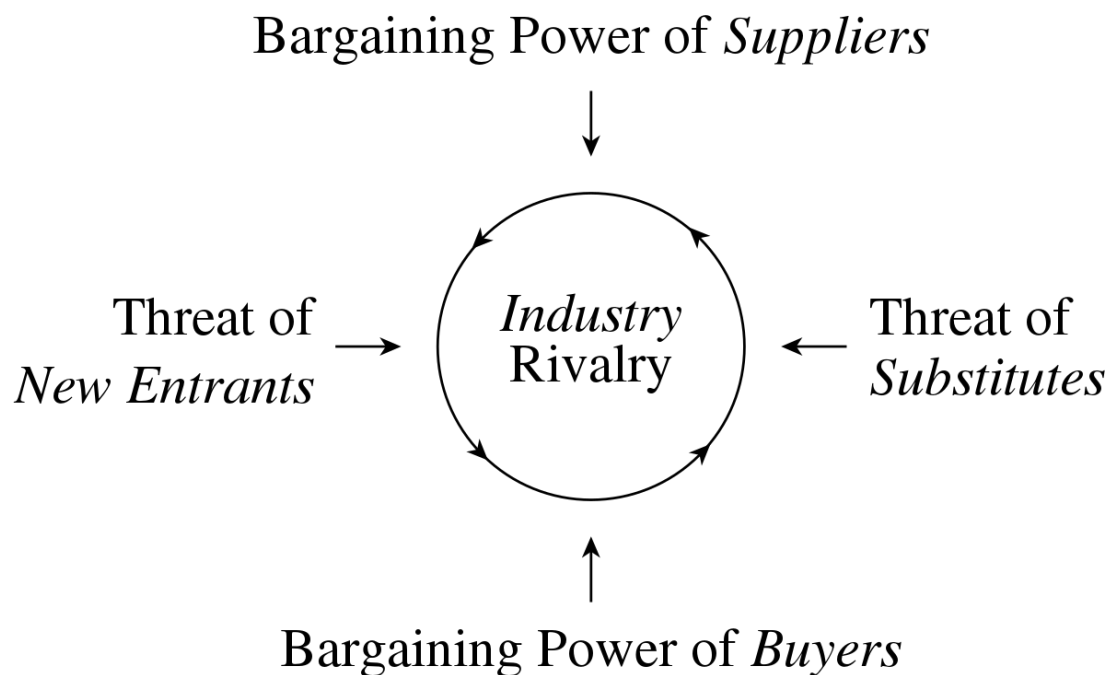
The organization has built a successful business model based on its core values, vision and mission. It doesn't have to change much in the shared values segment. One area where it can focus more is –sustainability. Investors are putting a lot of stress on Environmental, Societal, and Governance issues, so it can bring more transparency by using the Triple Bottom Line concept in its ESG and financial reporting.

Strategic level management attempts at all levels to foster the ideals of commitment to work, innovation and hard work in the workforce. The shared values are well matched with its corporate mission “to inspire the world with innovative technologies, products and designs that enrich the lives of people and lead to a socially responsible, appropriate future.”

## Porter's Five Force Model

Porter's Five Forces is a model that identifies and analyzes five competitive forces that shape every industry and helps determine an industry's weaknesses and strengths. Five Forces analysis is frequently used to identify an industry's structure to determine corporate strategy.

Porter's model can be applied to any segment of the economy to understand the level of competition within the industry and enhance a company's long-term profitability. The Five Forces model is named after Harvard Business School professor, Michael E. Porter.



- Porter's Five Forces is a framework for analyzing a company's competitive environment.
- Porter's Five Forces is a frequently used guideline for evaluating the competitive forces that influence a variety of business sectors.
- It was created by Harvard Business School professor Michael E. Porter in 1979 and has since become an important tool for managers.
- These forces include the number and power of a company's competitive rivals, potential new market entrants, suppliers, customers, and substitute products that influence a company's profitability.
- Five Forces analysis can be used to guide business strategy to increase competitive advantages.

### **Threat Of New Entrants:**

- The economics of scale is fairly difficult to achieve in the industry in which sonic foundry Inc operates. This makes it easier for those producing large capacities to have a cost advantage.
- The product differentiation is strong within the industry, where firm in the industry sell differentiated products rather a standardized product. Customers also look for differentiated products
- The capital requirements within the industry are high, therefore, making it difficult for new entrants to set up businesses as high expenditures need to be incurred. Capital expenditure is also high because of high research and development costs.
- The access to distribution networks is easy for new entrants, which can easily set up their distribution channels and come into the business.
- The Government policies within the industry require strict licensing and legal requirements to be full filled before a company can start selling.

### **Bargaining Power Of Suppliers**

- The number of suppliers in the industry in which sonic foundry Inc operates is a lot compared to the buyers. This means that the suppliers have less control over prices and this makes the bargaining power of suppliers a weak force.
- The product that these suppliers provide are fairly standardized, less differentiated and have low switching costs. This makes it easier for buyers like sonic foundry Inc to switch suppliers. This makes the bargaining power of suppliers a weaker force
- The suppliers do not contend with other products with in this industry. This means that there are no other substitutes for the product other than the one's that the suppliers provide. this makes the bargaining power of suppliers a stronger force within the industry.
- The suppliers do not provide credible threat for forward integration into the industry in which Eshwar steel casting operates. This makes the bargaining power of suppliers a weaker force within the industry

### **Bargaining Power Of Buyers**

- The number of suppliers in the industry in with Eshwar steel casting operates is a lot more than the number of firms producing the products. This means that the buyers have a few firms to choose from, the therefore, do not have much control over prices. This makes the bargaining power of buyers a weaker forces within the industry.
- The product of differentiation within the industry is high, which means that the buyers are not

able to find alternative forms producing a particular product. This difficulty in switching makes bargaining power of buyers a weaker force within the industry.

- The income of the buyers within the industry is low. This means that there is pressure to purchase at low prices, making the buyers more price sensitive. This makes the buyers power of buyers a weaker force within the industry. There is no significant threat to the buyers to integrate backwards. This makes the bargaining threat of buyers a weaker force within the industry.

### **Threat of substitute products or services**

- There are very few substitutes available for the product that are produced in the industry in which Eshwarr steel casting operates. The very substitutes that are available are also produced by low profit earning industries. This means that there is no ceiling on maximum profit that firms can earn in the industry in which Eshwarr steel casting operates. All of these factors make the threat of substitute products a weaker force within the industry.
- The very few substitutes available are of high quality but are way more expensive. Comparatively, firms producing within the industry in which Eshwarr steel casting operates sell at a lower price than substitutes, with adequate quality. This means that buyers are less likely to switch to substitute products. This means that the threat of substitute products is weak within the industry.

### **Rivalry Among Existing Firms**

- The number of competitors in the industry in which Eshwar steel casting operates are very few. Most of these are also large in size. This means that firms in the industry will not make moves without being unnoticed. This makes the rivalry among existing firms a weaker force within the industry.
- A very few competitors have large market share. This means that this will engage in competitive actions again position and become market leaders. This makes the rivalry among existing firms a stronger force within the industry.
- The industry in which Eshwarr steel casting is growing every year and is expected to continue to do this for a few years ahead. A positive industry growth means that competitors are less likely to engage in competitive actions because they do not need to capture market share from each other. This makes the rivalry among existing firms a weaker force within the industry.
- The fixed costs are high within the industry in which Eshwarr steel casting operates. This makes the companies within the industry to push to full capacity. This also means these companies to reduce their prices when demand slackens. This makes the rivalry among existing firms a stronger force within the industry.



## Chapter 4

### Swot Analysis



#### Introduction

The original of the SWOT analysis techniques is created by Albert Humphrey, who led a research project at Stanford university in the 1960s and 1970s using data from many top companies. The goal was to identify why corporate planning failed. The resulting research identified a number of key area and the tool used to explore each of the critical area was called SOFT analysis. Humphrey and the original research team used the categories “what is good in the present is satisfactory, good in the future is an opportunity; bad in the present is a fault and bad in the future is a threat.

The SWOT analysis is great for developing an understanding of an organization or situation and decision- making for all sorts of situations in business, organization and for individuals. The SWOTanalysis approach heading provide a good framework for reviewing strategy, position and direction of a company, product, project or person [career]. Doing a SWOT analysis can be very simply, however its strength lie in the flexibility and experienced application of a SWOT analysis. Remember the SWOT capture is only part of the picture.

#### Definition Of SWOT Analysis

A process generates information that is helpful in matching an organization or group's goals, programs, and capacities to the social environment in which it operates. Not that in itself is only a data capture the analysis is follows.

## **Strength:**

Strength is a characteristic that adds value to something by making it more special unique and advantageous when compared. In this element of the abilities and the key properties of organization an advantage over other organization by making it more competitive. It defines the characteristics and situations of an organization which makes it more effective and efficient when compare with its competitors. The strengths are like human resources (staff, board members, target population), physical resources (the organization location, building, equipment), financial (funding, sources of incomes), activities and processes and past experiences, And the strength of the company,s are;

- Positive tangible and intangible attributes, internal to an organization.
- They are within the organization's control.
- It is ISO 9001-2008 certified company
- Skilled and trained employees
- Adequate power supply
- Easy availability of raw materials

## **Weakness :**

Weaknesses are the situation in which the existing capabilities and the resources the company holds are weaker or not sufficient compared to others organization in the market. It means the aspects in which the organization is less efficient and needs to improve in order to align with the market trends. I is a deficiency or limitation of resources, capabilities, skills that majorly affect the organizations effective performance. Management capabilities, facilities, financial resources, marketing skills, and the weak brand image can be the source of weakness and the weakness of the company's are;

- Factors that are within an organization's control that detracts from its ability to attain the desiredgoals.
- Which areas might the organization improve?
- Lack of space inside the production department
- Production capacity is not supporting big customer
- It should rely heavily on customer's order

## **Opportunity:**

Opportunities is an advantage and the driving force for an organization. It is the convenient time or situation that is present in the environment and will help the organization in achieving its goals. It is a factor that contribute positively towards the growth of the organization. It is a condition existing in the external environment that allow the organization to take an advantage of the organizational strengths, and help in overcoming the weaknesses and to neutralize the threats present in the environment, and the opportunity's are

- Cheap and skilled labour also acts as an opportunity for the company for producing quality productions economically and efficiently
- The company can produced new products
- The company can go for technological advancement
- The company has link with the firm which were situated outside the India especially in
- UK so it has better opportunity for exporting

## **Threats:**

Threats are the factors that prevent the organization from the actualization of an activity. It is an unfavorable situation that exist in the environment making it difficult for the organization to achieve its defined goals arises as a result of the changes that took place in the immediate or distant environment, preventing the organization from maintaining its existence to promote healthy goals. It is a situation that superiority in the growing competition and are disadvantages for the organization. All the environment factors are considered as a threat to an organization that could affect the efficiency and effectiveness of the organization, and the threats of the companys's are

- One of the major issues threatens the growth of this industry is this industry is the fact that majority of the casters are small business firms. They are not positioned to perform research partnership that will bring together industry, academia and the government will prove vital to conducting the research needed to raise the technology to metal to metal casting processes.
- Bring one of the most energy incentives industries are other aspects that affect its bottom line. Melting alone claims 55% of the energy costs. Mold making, core making, heat treatment and post cast operation also use up considerable energy. Research to improve these operations and reducing melting requirements will help the industry save energy and improve competitiveness

## Chapter 5

### Analysis Of Financial Statement

**Balance sheet as on Eshwarr Steel Tech Pvt.Ltd., as on 2016-2017 to 2017-2018**

PARTICULAR	AMOUNT 31-03- 2016	AMOUN T31-03- 2017	AMOUNT 31-03- 2018
<b>A.</b> EQUIT YAND LIABILITIES			
<b>1. Share Holders Fund</b>			
a. Share capital	149990000	149990000	149990000
b. Reserves andsurplus	96821216	94034967	88196205
<b>2. Non – current Liabilities</b>			
a. Long term borrowings	83573588	69266234	32535952
b. Deferred tax liabilities	4868900	3420400	6014500
Other long- term liabilities	4764007	3388703	3259923
<b>3.current liabilities</b>			
a. Short term borrowings	248311973	159814793	1598632222
b. Trade payable	170542166	157943016	111866971
c. Other current liabilities	42945633	65184784	66776972
d. Short term provision	5714810	4359400	5613125
<b>TOTAL</b>	<b>807532293</b>	<b>707402297</b>	<b>624116870</b>
<b>B. ASSETS</b>			
<b>1. Non -current assets</b>			

a. Fixed assets			
1. Tangible	233681191	234450414	267937633
2. Intangible	16619300	8447400	9528000
3. Capital WIP	64744406	46467400	8335508
Intangible assets underdevelopme nt	0	0	0
b. Other non – currentassets	26670660	24495402	21583902
c. Long term loans andadvances	13948416	12607779	11911520
2. Current assets			
a. Inventories	171772859	152003905	91729702
b. Trade receivable	241518332	190689660	171228606
c. Cash and bankbalance	580449	184453	227059
d. Short term loans andadvances	15680776	13340340	10616567
e. Other current assets	22315904	24715740	20832185
Total	807532393	707402297	624116870



## 5.1 Ratio Analysis

Ratio analysis is a quantitative analysis of information it is based on financial statement like balancesheet, income statement, cash flow.

It is worn for the easily identify the company financial performance, ratio are classified into short term, solvency ratio, debt management ratio and asset management ratios, profitability ration and value ratio.

### Ratio Analysis & Inference:

#### 1. Current Ratio:

Particular	2016	2017	2018
Current Assets	45186 8320	3809 3409 8	2946 3411 9
Current Liabilities	46751 4582	3242 7659 3	3385 0716 5
Current Ratio	0.97	1.17	0.87

Inference:

From the above table and graph it is observed that in the year 2018 current ratio is 0.87 and 2015 is

1.17 but in the year 2016 current ratio decreased to 0.97, compared to standard of ratio that is 2:1. The firm had not kept up the standard proportion

There is fluctuation of current ratio year by years, since some variable in current assets and current liabilities.

In 2016 ratio is 0.97 but the firm not kept up the standard proposition but, its moving towards the idle ratio for manufacturing industries is 1.5:1 the ratio is the below the standard so firm needs to provide for sufficient working capital.

## 2.Quick Assets:

Particular	2016	2017	2018
Quick Assets	280095461	228930193	202904419
Current Liabilities	467514582	324276593	338507165
Quick Ratio	0.68	0.71	0.67

### Inference:

The above table shows the calculation of quick ratio. It shows that company's liquidity position is favourable in all 3 years as compared to the standard ratio 1:1 the quick ratio of company is above.

## **Chapter 6**

### **Learning Experience**

Learning is the process of acquiring new understanding, knowledge, behaviors, skills, values, attitudes, and preferences. The ability to learn is possessed by humans, animals, and some machines. There is also evidence for some kind of learning in certain plants. Some learning is immediate, induced by a single event but much skill and knowledge accumulate from repeated experiences. The changes induced by learning often last a lifetime, and it is hard to distinguish learned material that seems to be "lost" from that which cannot be retrieved.

The study provided useful information about the work in Interiors organization and the experience of the study was very useful in gaining the information about the manufacturing organization and how it works.

Internship Study conducted in DPS interiors showed many branches of professional view. It was very refreshing to see how humble and down to earth all the director and managers who presented in spoke to the interns well. The internship was very help full, I learnt many new things from this study.

#### **In This Study I Was Learned The Followings:**

- I understood the practical knowledge with practical experience about the organization.
- I learned the time management in the organization, because the Organization targets goals that are
- reached in time. If not reach the target/goals the Organization will face the problem. I understood what advanced technology was using in the manufacturing process in Organization
- Customers handling skills.
- The management style of the organization and also management activities of the manager.
- I was learned the different departments culture, area of works like marketing, finance,

logistics, etc.

- Understood the day to day activities of the employees.
- I understood the rules and regulations of the organization.
- Product preparation process and progresses
- Mainly I learned how to behave in the workplace.
- I also learned theoretical as well as practical knowledge regarding administration of the company. I
- Have acquired knowledge of various areas which includes origin and history of the company, vision, mission and acquired knowledge regarding the different processes and information regarding the competitors of the DPS Interiors. Internship include work experienced that together with class room learning
- An internship helps to get a job offer from the company
- And I learn how a marketing job look like

## **Bibliography:**

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- Google

## **Records:**

- Company's annual reports.

## **Websites:**

- [www.google.com](http://www.google.com)
- [www.wikipedia.com](http://www.wikipedia.com)

## **Books:**

- Accounting for Management - S N Maheshwari,
- S K Maheshwari, Sharad K Maheshwari

### Weekly Report

<b>STUDENT NAME</b>	Chetan S D
<b>USN NO</b>	4UB21BA041
<b>TITLE OF STUDY</b>	Internship Report On :- Eshwarr Steeltech Pvt.Ltd.,
<b>ORGANIZATION</b>	Eshwarr Steeltech Pvt.Ltd.,
<b>WEEK 1</b> Duration (start date – end date) Chapters covered Description of activities performed in the week	15/10/2022 to 21/10/2022 Chapter – 1 Introduction about the organization and Industry
<b>WEEK 2</b> Duration (start date – end date) Chapters covered Description of activities performed in the week	22/10/2022 to 28/10/2022 Chapter - 2 and Chapter - 3 Organizational profile and Mckensys 7s framework and Porters Five Force Model.
<b>WEEK 3</b> Duration (start date – end date) Chapters covered Description of activities performed in the week	29/10/2022 to 4/11/2022 Chapter - 4 and Chapter - 5 SWOT Analysis and Analysis of Financial Statements.
<b>WEEK 4</b> Duration (start date – end date) Chapters covered Description of activities performed in the week	5/11/2022 to 15/11/2022 Chapter - 6 Learning Experience, conclusion and Bibilography

Signature of the student

Signature of the guide