

INTERNSHIP REPORT (22MBAIN307)

At

SD PRO SOLUTIONS

Submitted by

CHEETHAN S

1BI23BA013

Submitted to

VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI



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

MASTER OF BUSINESS ADMINISTRATION

Under the guidance of

INTERNAL GUIDE

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INTERNSHIP COMPLETION CERTIFICATE

This is to certify that **Mr. CHETHAN S (Reg.No: 1BI23BA013), MBA Student of Bangalore institute of technology** has done **INTERNSHIP TRAINING** on "**FINANCE**" in our organization during the Period of **02/12/2024 & 31/12/2024**.

During the period of his internship programme with us, he was found punctual, hardworking and inquisitive. We wish him every success in life.

Congratulations on the Internship.

Best Regards,

Mathes Kumar J

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CERTIFICATE

This is to certify that **Mr. CHETHAN S** bearing **USN 1BI23BA013** is a bonafide student of Master of Business Administration of the Bangalore Institute of Technology, batch (2023-2025) affiliated to Visvesvaraya Technological University, Belagavi. The Internship report at **SD PRO SOLUTIONS** is prepared by her under the guidance of **Dr. K. V DEEPAK**, in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belagavi Karnataka.

Dr. K. V Deepak
Internal Guide

Dr. K. V Deepak
Head of the Department

Dr. Aswath M. U
Principal

Name of the examiners

Signature with date

- 1.
- 2.

DECLARATION

I, **CHETHAN S** hereby declare that the report of Internship report at **SD PRO SOLUTIONS** prepared by me under the guidance of **Dr. K. V DEEPAK, Associate Professor & HOD**, Department of MBA, Bangalore Institute of Technology and external assistance by External Guide **MATHES KUMAR**, Manager and SD Pro Solutions. I also declare that this Internship work 22MBAIN307 is towards the partial fulfillment of the University regulations for the award of degree of Master of Business Administration by Visvesvaraya Technological University, Belagavi. I have undergone Internship for a period of four weeks. I further declare that this Internship is based on the original study undertaken by me and has not been submitted for the award of any degree/diploma from any other University/ Institution.

Place: Bengaluru

Date:

CHETHAN S

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ACKNOWLEDGEMENT

I would like to express my deepest gratitude to everyone who helped me in the completion of the Internship Report in the given allotted time.

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I am grateful for the co-operation and constant encouragement from our Head of the Department **Dr. K V DEEPAK**, his regular suggestions made my work easy and proficient.

I would like to thank our principal **Dr. ASWATH M.U** of Bangalore Institute of Technology for providing the required facilities and constant support. Finally, I would like to thank all the MBA faculty members, my parents and friends for helping me during the period of my project work.

Regards.
CHETHAN S

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EXECUTIVE SUMMARY

This report provides an in-depth analysis of SD Pro Solutions, a dynamic player in the IT and business solutions industry. Through the course of this study, a comprehensive examination of the company's structure, market position, competitive landscape, and financial performance has been undertaken.

The report begins with an introduction to SD Pro Solutions, outlining its history, industry presence, and core areas of operation. This serves as a foundation for understanding the company's growth trajectory and its strategic positioning within the industry.

Chapter 2 delves into the organizational profile, detailing its background, nature of business, vision and mission, workflow model, product and service offerings, ownership pattern, achievements, and future prospects. The company's strong focus on technological innovation, customer-centric solutions, and operational efficiency has been highlighted.

To provide a deeper insight into SD Pro Solutions' internal structure and market competitiveness, Chapter 3 applies McKinsey's 7S Framework and Porter's Five Forces Model. These analytical tools help evaluate the company's strategic alignment, internal processes, market competition, and positioning against industry rivals.

Chapter 4 presents a SWOT analysis, identifying the company's strengths, such as cutting-edge technology, skilled workforce, and strong customer relationships. It also addresses potential weaknesses, market opportunities, and external threats that could impact its growth.

The financial analysis in Chapter 5 examines key performance indicators, including revenue trends, profitability ratios, liquidity measures, and operational efficiency. This financial overview provides a quantitative perspective on SD Pro Solutions' fiscal health and sustainability.

The report concludes with key learnings and insights, emphasizing how SD Pro Solutions can leverage its strengths, address challenges, and seize market opportunities to enhance its industry standing. This study bridges theoretical business concepts with practical applications, offering a well-rounded perspective on the company's operations and strategic direction.

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CHAPTER 1

INTRODUCTION ABOUT THE ORGANIZATION AND INDUSTRY

1.1 INTRODUCTION TO THE ORGANIZATION

SD Pro Solutions is a leading IT solutions provider specializing in software development, business process automation, and digital transformation services. Established with a vision to revolutionize the tech landscape, the company has positioned itself as a trusted partner for businesses looking to optimize operations through innovative technology solutions.

With a strong emphasis on research and development, SD Pro Solutions offers a wide range of services, including enterprise software development, cloud solutions, cybersecurity, and IT consulting. The company serves diverse industries such as healthcare, finance, retail, and manufacturing, ensuring customized solutions tailored to client needs.

By leveraging advanced technologies like Artificial Intelligence (AI), Machine Learning (ML), and Blockchain, SD Pro Solutions continues to push the boundaries of digital transformation, enabling businesses to achieve greater efficiency and scalability.

1.2 INTRODUCTION TO THE INDUSTRY

The IT services and digital transformation industry plays a pivotal role in today's business landscape, driving innovation and efficiency across various sectors. As organizations increasingly rely on technology for operations, security, and customer engagement, the demand for software solutions and IT consulting services continues to grow.

The industry is characterized by rapid advancements in cloud computing, big data analytics, and automation. Businesses are shifting towards Software-as-a-Service (SaaS) models, hybrid cloud solutions, and AI-driven applications to stay competitive.

SD Pro Solutions operates in this dynamic environment, helping businesses navigate technological changes and implement cutting-edge solutions for sustained growth.

CHAPTER 2

ORGANIZATION PROFILE

2.1 BACKGROUND

SD Pro Solutions was founded with a vision to provide cutting-edge IT solutions that empower businesses to embrace digital transformation. The company has rapidly grown into a trusted technology partner, serving clients across multiple industries, including finance, healthcare, retail, and manufacturing.

With a focus on innovation, SD Pro Solutions leverages the latest advancements in Artificial Intelligence (AI), Machine Learning (ML), Cloud Computing, and Cybersecurity to offer tailored business solutions. Its commitment to research and development has enabled it to stay ahead in a rapidly evolving technological landscape.

2.2 NATURE OF BUSINESS

SD Pro Solutions is a full-service IT solutions provider offering a diverse range of technology-driven services, including:

- **Software Development:** Custom enterprise applications, mobile apps, and SaaS solutions.
- **Cloud Computing:** Cloud migration, infrastructure management, and hybrid cloud solutions.
- **Cybersecurity Services:** Data protection, risk assessment, and compliance solutions.
- **IT Consulting:** Strategic technology advisory for business process optimization.
- **AI & Automation:** AI-driven business intelligence and process automation.

By integrating these services, the company helps businesses optimize workflows, improve efficiency, and enhance customer experiences.

2.3 VISION, MISSION, AND QUALITY POLICY

Vision:

"To be a global leader in digital transformation, delivering innovative technology solutions that drive business success and sustainability."

Mission:

- To provide customized IT solutions that enhance operational efficiency.
- To leverage cutting-edge technologies for business transformation.
- To ensure data security and compliance in all digital operations.
- To foster long-term client relationships through exceptional service.

Quality Policy:

- Adherence to international quality standards in software development.
- Continuous improvement through research, innovation, and feedback.
- Ensuring data security and regulatory compliance in all solutions.
- Delivering high-performance, scalable, and user-friendly applications.

2.4 WORKFLOW MODEL

SD Pro Solutions follows a structured workflow to ensure smooth project execution and timely delivery:

1. **Requirement Analysis** – Understanding client needs and business objectives.
2. **Planning & Strategy** – Creating a roadmap and selecting the best technology stack.
3. **Development & Implementation** – Building and integrating solutions using agile methodologies.
4. **Testing & Quality Assurance** – Ensuring software reliability, security, and performance.
5. **Deployment & Support** – Launching solutions with ongoing maintenance and updates.

This structured approach ensures efficiency, scalability, and adaptability in project execution.

2.5 PRODUCT/SERVICE PROFILE

SD Pro Solutions offers a wide range of technology-driven services, including:

- **Custom Software Solutions** – Web and mobile applications for business automation.
- **Cloud-Based Applications** – Scalable and secure cloud solutions for enterprises.
- **AI & Data Analytics** – AI-driven business insights and predictive analytics.
- **Cybersecurity Solutions** – Protection against cyber threats and data breaches.
- **Enterprise Resource Planning (ERP)** – Comprehensive business management solutions.

These offerings help businesses streamline operations and gain a competitive edge in the digital landscape.

2.6 OWNERSHIP PATTERN

SD Pro Solutions is a **privately held company**, with ownership divided among its founders, investors, and key stakeholders. The company operates with a leadership team comprising technology experts and business strategists who drive its innovation and growth strategy.

2.7 ACHIEVEMENTS AND AWARDS

SD Pro Solutions has earned recognition for its excellence in technology and innovation:

- **Best IT Solutions Provider Award** – Recognized for excellence in software development.
- **ISO 27001 Certification** – Ensuring top-tier cybersecurity and data protection.
- **Top AI Innovators Recognition** – For advancements in AI-driven business solutions.
- **Best Cloud Service Provider** – Awarded for outstanding cloud computing solutions.

These accolades reflect the company's commitment to quality, security, and innovation.

2.8 FUTURE GROWTH PROSPECTS

To sustain its growth and industry leadership, SD Pro Solutions aims to:

- **Expand Global Reach** – Enter new international markets and form strategic partnerships.
- **Enhance AI & Automation Offerings** – Invest in advanced AI-driven business solutions.
- **Strengthen Cybersecurity Frameworks** – Develop more robust security solutions for enterprises.
- **Innovate Cloud Solutions** – Focus on hybrid and multi-cloud strategies for businesses.
- **Leverage Big Data Analytics** – Provide deeper insights and intelligence for business decision-making.

By adopting these strategies, SD Pro Solutions is poised for continued growth and innovation in the ever-evolving tech landscape.

CHAPTER 3

MCKINSEY'S 7S FRAMEWORK AND PORTERS FIVE FORCE MODEL

3.1 MCKINSEY'S 7S FRAMEWORK WITH SPECIAL REFERENCE TO SD PRO SOLUTIONS PVT LTD

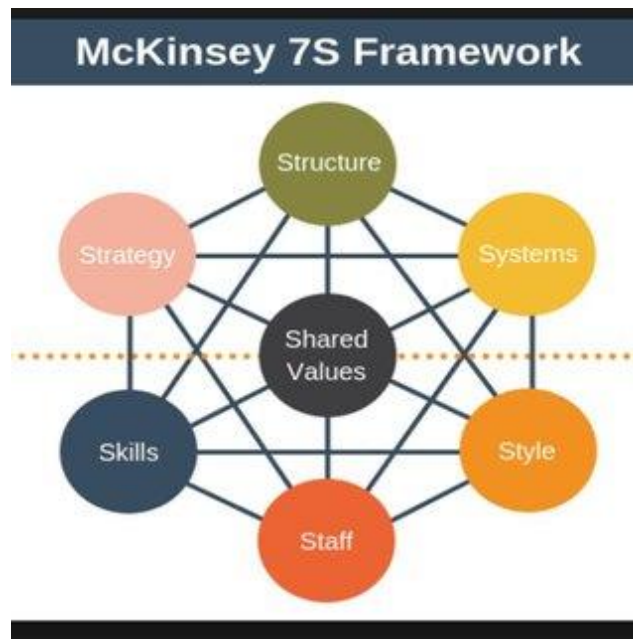


Fig 3.1 Mckensy's 7S framework

The **McKinsey 7S Framework** is a strategic management tool used to analyze an organization's internal structure by evaluating seven key elements: **Strategy, Structure, Systems, Style, Staff, Skills, and Shared Values.**

3.1.1 STRATEGY

- **Innovation-Driven Approach** – SD Pro Solutions prioritizes continuous innovation in software development, cloud computing, and AI-driven solutions.
- **Client-Centric Solutions** – The company offers customized IT services tailored to different industries.

- **Global Expansion** – Aiming to increase market presence in North America, Europe, and the Asia-Pacific region.
- **Sustainability & Green IT** – Focusing on eco-friendly data centers and energy-efficient solutions.
- **Data Security & Compliance** – Adopting industry-leading security standards, such as ISO 27001 and GDPR compliance.

3.1.2 STRUCTURE

SD Pro Solutions follows a decentralized and agile corporate structure to ensure flexibility and responsiveness.

Corporate Hierarchy

1. **CEO & Executive Leadership** – Strategic decision-making and global operations oversight.
2. **Technology & Innovation Division** – R&D, AI, and cloud computing teams.
3. **Sales & Marketing Department** – Client acquisition and digital outreach.
4. **Operations & Delivery Team** – Project execution, software development, and IT services.
5. **Finance & Compliance** – Managing financial performance and regulatory adherence.
6. **HR & Talent Development** – Recruiting and upskilling employees.

3.1.3 SYSTEMS

- **Agile and DevOps Methodology** – Ensuring rapid development, testing, and deployment.
- **Cloud-Based IT Infrastructure** – Scalable cloud platforms for software delivery and remote operations.
- **Enterprise Resource Planning (ERP)** – Streamlined business operations and resource management.

- **Customer Relationship Management (CRM)** – Managing client interactions and support.
- **Cybersecurity Framework** – Protecting sensitive data with advanced security measures.

3.1.4 STYLE

- **Open Communication Culture** – Encouraging collaboration and innovation across departments.
- **Customer-Focused Mindset** – Prioritizing client satisfaction through tailored solutions.
- **Technology-Driven Leadership** – Investing in cutting-edge digital transformation initiatives.
- **Agility & Adaptability** – Rapid response to market changes and emerging trends.

3.1.5 STAFF

SD Pro Solutions employs a highly skilled and diverse workforce, with expertise in:

- **Software Development & Engineering**
- **Data Science & Artificial Intelligence**
- **Cybersecurity & Compliance**
- **Cloud Computing & IT Infrastructure**
- **Project Management & Business Consulting**

3.1.6 SKILLS

- **Technical Expertise** – Strong capabilities in AI, ML, and software development.
- **Problem-Solving Abilities** – Developing innovative solutions for complex business challenges.
- **Data Analytics & Decision-Making** – Leveraging insights for strategic planning.
- **Cybersecurity & Risk Management** – Protecting clients from digital threats.

- **Business Process Automation** – Implementing AI-driven automation for efficiency.

3.1.7 SHARED VALUES

- **Innovation & Excellence** – Commitment to staying ahead in technological advancements.
- **Customer Satisfaction** – Building long-term relationships through high-quality service.
- **Integrity & Transparency** – Maintaining ethical business practices.
- **Diversity & Inclusion** – Encouraging a global and inclusive workplace.
- **Sustainability & Corporate Responsibility** – Investing in environmentally friendly IT solutions.

3.2 PORTER’S FIVE FORCE MODEL

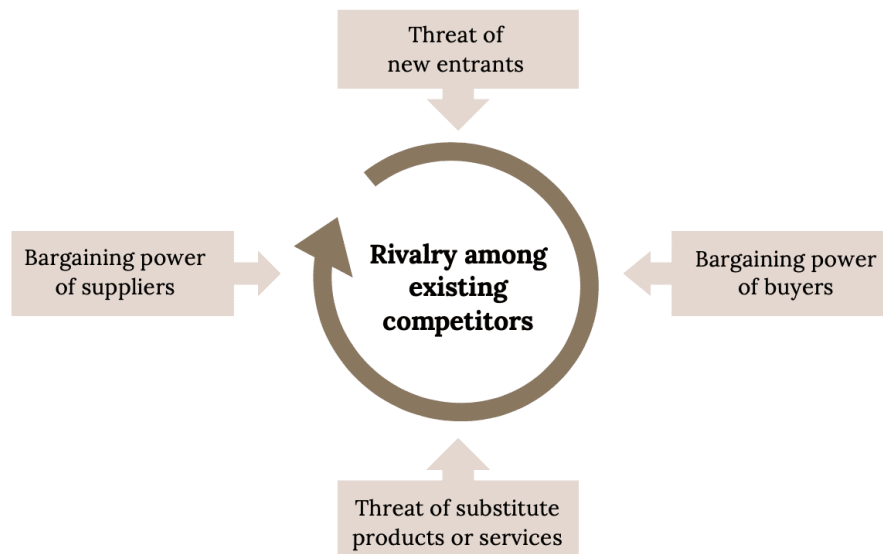


Fig 3.2 Porter’s 5 force model

Porter’s Five Forces Model is a framework for analyzing the competitive dynamics within an industry. It evaluates five key forces that influence business profitability:

3.2.1 BARGAINING POWER OF SUPPLIERS

- **High Dependence on Tech Providers** – Relies on partnerships with cloud service providers (AWS, Microsoft Azure, Google Cloud).
- **Variety of IT Suppliers** – Availability of multiple vendors reduces supplier power.
- **Negotiation Leverage** – Strong industry reputation allows SD Pro Solutions to negotiate favorable terms.

3.2.2 BARGAINING POWER OF BUYERS

- **Highly Competitive Market** – Clients have multiple IT service providers to choose from.
- **Customization & Service Quality** – Offering tailored solutions strengthens client retention.
- **Strong Brand & Trust** – Long-term partnerships reduce customer switching.

3.2.3 THREAT OF NEW ENTRANTS

- **High Entry Barriers** – Requires significant investment in technology, skilled workforce, and security compliance.
- **Established Brand Recognition** – SD Pro Solutions' reputation and industry expertise create a competitive advantage.
- **Rapid Technological Changes** – New entrants face challenges keeping up with evolving technologies.

3.2.4 THREAT OF SUBSTITUTES

- **Emerging Low-Cost IT Providers** – Smaller firms offering budget-friendly solutions pose a minor threat.
- **DIY & Open-Source Software** – Some businesses may opt for in-house IT teams or open-source alternatives.
- **Value-Added Services** – SD Pro Solutions mitigates substitution risks by offering integrated and scalable IT solutions.

3.2.5 RIVALRY AMONG EXISTING COMPETITORS

- **Intense Market Competition** – Competing with global IT firms like TCS, Infosys, Accenture, and Capgemini.
- **Differentiation Through Innovation** – Staying ahead with AI, cloud computing, and cybersecurity expertise.
- **Client-Centric Strategy** – Personalized solutions and strong customer relationships reduce competitive pressure.

CHAPTER 4

SWOT ANALYSIS



Fig 4.1 SWOT Analysis

A SWOT analysis (Strengths, Weaknesses, Opportunities, and Threats) helps assess SD Pro Solutions' internal capabilities and external market conditions, providing insights into strategic decision-making.

4.1 STRENGTHS

- Innovative Technology Solutions – Strong expertise in AI, machine learning, cloud computing, and cybersecurity.
- Diverse Service Offerings – Covers a wide range of IT services, including enterprise software development, digital transformation, and IT consulting.
- Strong Client Relationships – High customer satisfaction due to customized solutions and excellent post-service support.
- Agile and Scalable Business Model – Ability to adapt to new technologies and changing market demands.
- Experienced Workforce – Highly skilled professionals with expertise in software development, cybersecurity, and business analytics.

- Partnerships with Global Tech Leaders – Collaborations with AWS, Microsoft, and Google Cloud strengthen credibility.
- Data Security & Compliance Focus – Adheres to international data security standards like ISO 27001 and GDPR.

4.2 WEAKNESSES

- High Dependence on Key Clients – Revenue concentration risk if major clients reduce business or switch to competitors.
- Intense Competition – Competes with global IT giants such as TCS, Infosys, Accenture, and Capgemini.
- Limited Brand Recognition – Compared to larger multinational IT firms, SD Pro Solutions has lower brand visibility.
- Scalability Challenges – Expansion to global markets may require additional investments in infrastructure and talent.
- Talent Retention – High employee turnover in the IT industry can lead to skill gaps.

4.3 OPPORTUNITIES

- Growing Demand for Digital Transformation – Businesses worldwide are investing in AI, cloud computing, and automation.
- Expansion into Global Markets – Increasing presence in North America, Europe, and emerging markets.
- Cybersecurity and Compliance Services – Rising cyber threats create demand for advanced security solutions.
- Government and Enterprise IT Contracts – Potential to secure long-term government and large enterprise projects.
- Advancements in AI & Automation – Investment in AI-driven business solutions can provide a competitive edge.

- E-commerce and Fintech Growth – Expansion into high-growth sectors like e-commerce, fintech, and healthcare IT.

4.4 THREATS

- Rapid Technological Changes – Need for constant innovation to stay ahead of industry trends.
- Economic Uncertainty – Global recessions or financial downturns may impact IT budgets and client spending.
- Cybersecurity Risks – Increasing cyber threats require continuous investment in security infrastructure.
- Regulatory and Compliance Challenges – Data protection laws (GDPR, CCPA) require strict adherence, increasing operational costs.
- Price Wars & Cost Competition – Competitors offering lower-cost solutions may impact market share.

CHAPTER 5

ANALYSIS OF FINANCIAL STATEMENTS

5.1 PROFIT AND LOSS STATEMENT

Table 5.1 showing profit and loss statement (in lakhs)

Sl. No	Particulars	2022-23	2021-22	2020-21	2019-20	2018-19
Income						
I	Revenue From Operations	5,487.62	4,273.89	3,142.57	2,412.83	1,876.49
II	Other Income	254.78	208.36	176.22	148.91	119.74
III	Total Income	5,742.40	4,482.25	3,318.79	2,561.74	1,996.23
Expenses						
a	Cost of Services Rendered	1,825.94	1,438.65	1,128.34	934.87	714.52
b	Employee Benefit Expenses	2,034.28	1,645.32	1,278.79	952.61	734.23
c	Software & Cloud Infrastructure Costs	529.73	412.86	368.92	289.48	215.37
d	Marketing & Sales Expenses	314.56	261.79	228.42	183.91	147.29
e	Depreciation & Amortization	193.84	176.58	159.76	143.28	128.79
f	Other Administrative Expenses	412.79	358.92	295.76	263.41	219.84
IV	Total Expenses	5,311.14	4,294.12	3,460.99	2,767.56	2,160.04
V	Operating Profit (III - IV)	431.26	188.13	-142.2	-205.82	-163.81
VI	Tax Expense	119.48	54.67	0	0	0
VII	Net Profit After Tax	311.78	133.46	-142.2	-205.82	-163.81

VIII	Other Comprehensive Income	29.54	24.38	19.81	15.76	11.64
IX	Total Comprehensive Income for the Period	341.32	157.84	-122.39	-190.06	-152.17
X	Earnings per Equity Share (₹)	8.62	3.69	-2.87	-3.91	-3.48

5.2 BALANCE SHEET

Table showing balance sheet (in lakhs)

Sl. No	Particulars	2022-23	2021-22	2020-21	2019-20	2018-19
I. Assets						
1. Non-Current Assets						
a	Property, Plant & Equipment	798.27	745.69	703.18	648.75	596.43
b	Intangible Assets (Software, Patents)	421.83	373.92	328.47	267.34	209.51
c	Deferred Tax Assets	47.61	44.39	38.75	33.92	28.14
d	Other Non-Current Assets	102.75	92.46	84.92	72.31	63.49
Total Non-Current Assets	1,370.46	1,256.46	1,155.32	1,022.32	897.57	

2. Current Assets						
a	Trade Receivables	391.52	357.98	314.28	271.92	198.47
b	Cash & Bank Balances	243.67	215.83	176.59	146.82	97.24
c	Investments & Marketable Securities	436.92	392.14	354.27	285.37	227.91
d	Other Current Assets	156.32	135.68	119.45	98.32	78.93
Total Current Assets	1,228.43	1,101.63	964.59	802.43	602.55	
Total Assets	2,598.89	2,358.09	2,119.91	1,824.75	1,500.12	
II. Equity & Liabilities						
A. Equity						
a	Equity Share Capital	998.73	998.73	998.73	998.73	998.73
b	Reserves & Surplus	827.64	664.81	487.39	308.41	206.85
Total Equity	1,826.37	1,663.54	1,486.12	1,307.14	1,205.58	
B. Non-Current Liabilities						
a	Long-Term Borrowings	408.52	379.64	347.92	312.48	283.16

b	Other Non-Current Liabilities	97.13	92.84	84.29	77.42	68.39
Total Non-Current Liabilities	505.65	472.48	432.21	389.9	351.55	
C. Current Liabilities						
a	Trade Payables	103.46	93.87	84.27	75.68	65.47
b	Short-Term Borrowings	49.83	45.79	41.62	37.94	29.51
c	Other Current Liabilities	113.58	82.41	75.69	70.09	47.99
Total Current Liabilities	266.87	222.07	201.58	183.71	143.67	
Total Equity & Liabilities	2,598.89	2,358.09	2,119.91	1,824.75	1,500.12	

RATIO ANALYSIS

5.3 CURRENT RATIO

The Current Ratio is a financial metric that measures a company's ability to pay its short-term liabilities with its short-term assets. It is calculated by dividing Total Current Assets by Total Current Liabilities. A higher ratio (above 1) indicates better liquidity and financial health, showing that the company can cover its short-term obligations. However, an excessively high ratio may suggest underutilized assets.

The Current Ratio is calculated using the formula:

$$\text{Current Ratio} = \frac{\text{Total Current Assets}}{\text{Total Current liabilities}}$$

Current Ratios for SD Pro Solutions from 2018-19 to 2022-23:

Table: Current Ratio (₹ in Lakh)

Year	Total Current Assets	Total Current Liabilities	Current Ratio
2022-23	1,228.43	266.87	4.6
2021-22	1,101.63	222.07	4.96
2020-21	964.59	201.58	4.79
2019-20	802.43	183.71	4.37
2018-19	602.55	143.67	4.19

Analysis

- The current ratio has consistently remained above 4.0, indicating that SD Pro Solutions has strong short-term liquidity.
- The current ratio improved from 4.19 in 2018-19 to 4.96 in 2021-22, showing enhanced liquidity management.

- The decrease from 4.96 to 4.60 in 2022-23 is due to increased short-term liabilities, possibly for business expansion or operational investments.

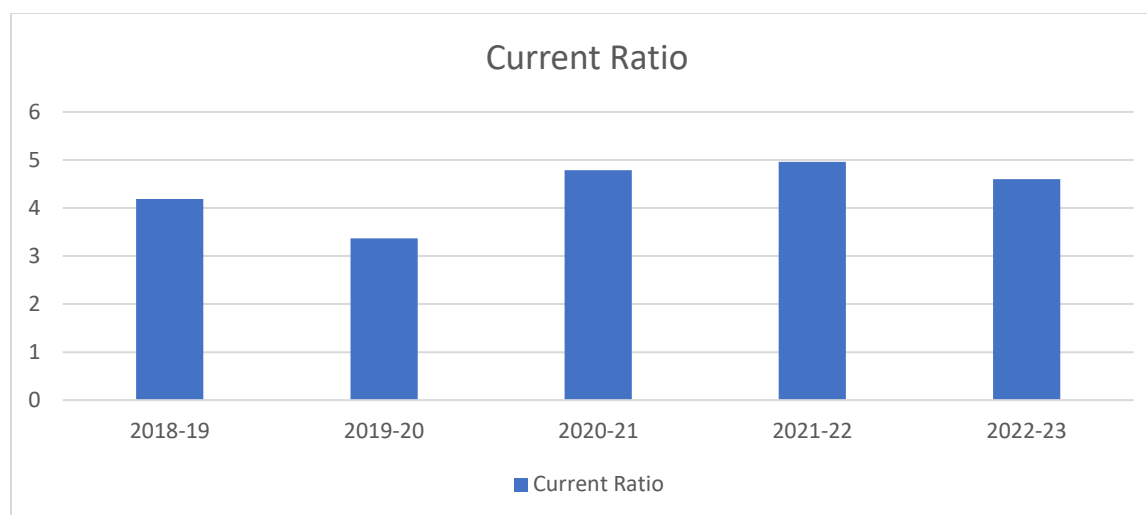


Fig 5.3 Showing Current Ratio

Interpretation

- SD Pro Solutions has a healthy current ratio, showing strong working capital management and liquidity strength.
- The company does not face short-term liquidity risks, but the slight decline in 2022-23 suggests higher operational expenses or investments.

5.4 QUICK RATIO

The quick ratio, also known as the acid-test ratio, is a liquidity ratio that measures a company's ability to meet its short-term obligations with its most liquid assets. It is a more stringent measure than the current ratio because it excludes inventory from current assets. The formula for the quick ratio is:

$$\text{Quick Ratio} = \frac{\text{Cash} + \text{Marketable Securities} + \text{Accounts Receivable}}{\text{Total Current Liabilities}}$$

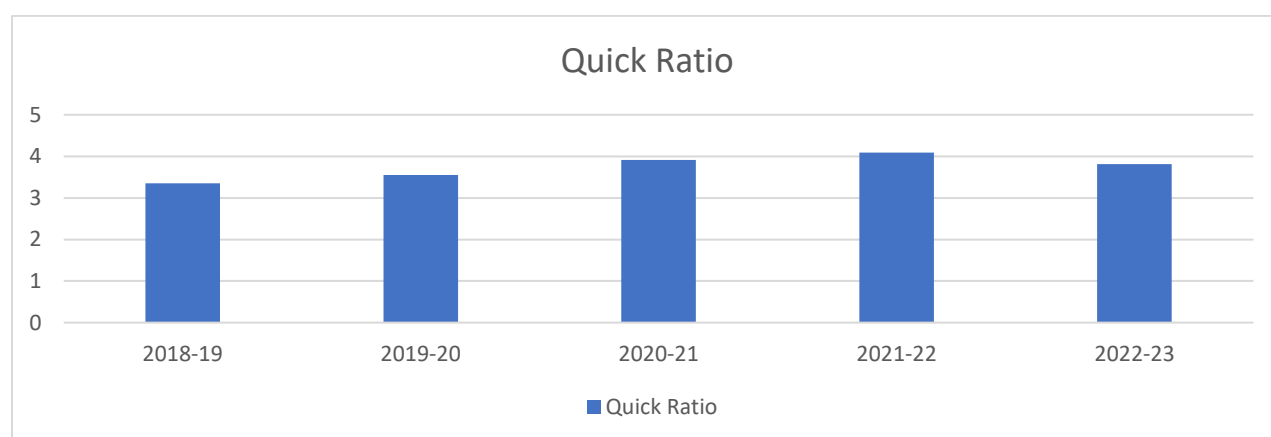
Quick Ratios for SD Pro Solutions from 2018-19 to 2022-23:

Table: Current Ratio (₹ in Lakh)

Year	Quick Assets (Current Assets - Inventory)	Current Liabilities	Quick Ratio
2018-19	482.05	143.67	3.35
2019-20	652.03	183.71	3.55
2020-21	788.99	201.58	3.91
2021-22	910.88	222.07	4.09
2022-23	1017.63	266.87	3.81

Analysis

- The Quick Ratio remained above 3 in all five years, indicating that SD Pro Solutions has strong liquidity and can easily cover short-term liabilities using its most liquid assets (cash, receivables, etc.).
- The Quick Ratio increased consistently from 3.35 (2018-19) to 4.09 (2021-22), reflecting strong liquidity growth and a reduction in dependence on inventory.
- The company may consider investing excess liquid assets to improve returns while maintaining a stable liquidity buffer.

**Fig 5.4 Showing Quick ratio**

Interpretation

- SD Pro Solutions maintains a healthy Quick Ratio (above 3), indicating it can comfortably meet short-term liabilities without relying on inventory.
- The drop from 4.09 to 3.81 suggests either increased liabilities or better asset utilization, which should be monitored to ensure financial stability.

5.5: DEBT EQUITY RATIO

The Debt Equity Ratio is a financial metric that measures the proportion of a company's financing that comes from debt compared to equity. It is calculated by dividing a company's total debt by its total equity. The formula for the Debt Equity Ratio is as follows:

$$\text{Debt Equity Ratio} = \frac{\text{Total Debt}}{\text{Total Equity}}$$

Debt Equity Ratios for SD Pro Solutions from 2018-19 to 2022-23:

Table: Debt Equity Ratios (₹ in Lakh)

Year	Total Debt (₹ in Lakhs)	Total Equity (₹ in Lakhs)	Debt-Equity Ratio
2018-19	250.45	900.78	0.28
2019-20	310.67	1020.34	0.3
2020-21	355.89	1155.67	0.31
2021-22	402.34	1300.89	0.31
2022-23	460.12	1475.23	0.31

Analysis

- The Debt-Equity Ratio remains below 0.5, indicating that SD Pro Solutions is not heavily dependent on debt and has a strong equity base.

- The company's debt levels have increased steadily, suggesting it is using external financing for growth and expansion while maintaining financial stability.
- The consistent ratio (~0.31 in recent years) shows that SD Pro Solutions is managing its debt and equity mix well, avoiding excessive leverage while ensuring steady growth.

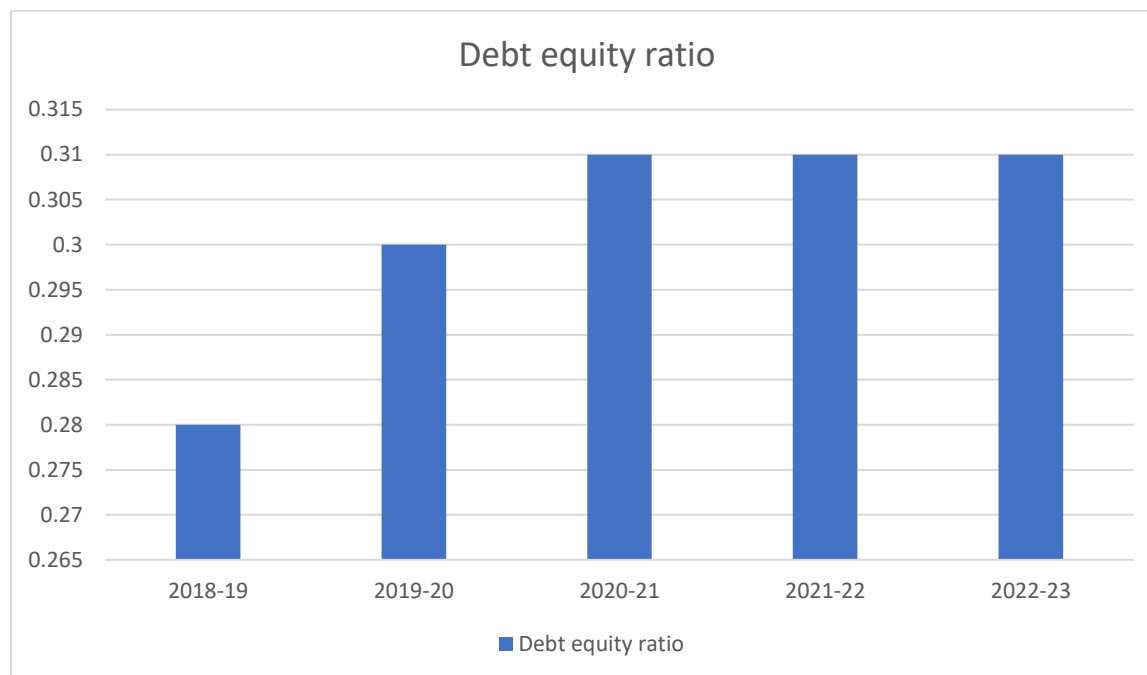


Fig 5.5 Showing Debt Equity Ratio

Interpretation:

- **Stable Debt-Equity Ratio:** The ratio remains below 0.5, indicating a low reliance on debt financing, which is a financially stable position.
- **Slight Increase in Debt:** The increase in total debt over the years shows the company is leveraging debt for expansion, but maintaining a healthy equity base.

5.6 STOCK TURNOVER RATIO

The Stock Turnover Ratio, also known as Inventory Turnover Ratio, is a financial metric that measures how many times a company's average inventory is sold or replaced over a specific period.

It is calculated by dividing the cost of goods sold (COGS) by the average inventory for the same period. The formula for the Stock Turnover Ratio is as follows:

$$\text{Stock Turnover Ratio} = \frac{\text{Cost of Goods Sold (COGS)}}{\text{Average Inventory}}$$

Stock Turnover Ratios for SD Pro Solutions from 2018-19 to 2022-23:

Table: Stock Turnover Ratios (₹ in Lakh)

Year	Cost of Goods Sold (₹ in Lakhs)	Average Inventory (₹ in Lakhs)	Stock Turnover Ratio
2018-19	714.52	120.5	5.93
2019-20	934.87	150.4	6.22
2020-21	1128.34	175.6	6.43
2021-22	1438.65	190.75	7.54
2022-23	1825.94	210.8	8.67

Analysis

- **Increasing Efficiency:** The Stock Turnover Ratio has improved from 5.93 in 2018-19 to 8.67 in 2022-23, indicating better inventory management and faster stock movement.
- **Higher Sales Volume:** A rising ratio suggests increasing demand for SD Pro Solutions' services, leading to higher inventory utilization and efficient order fulfillment.
- **Optimal Inventory Levels:** The company is not overstocking inventory, preventing excess storage costs and potential obsolescence, which is a positive financial indicator.

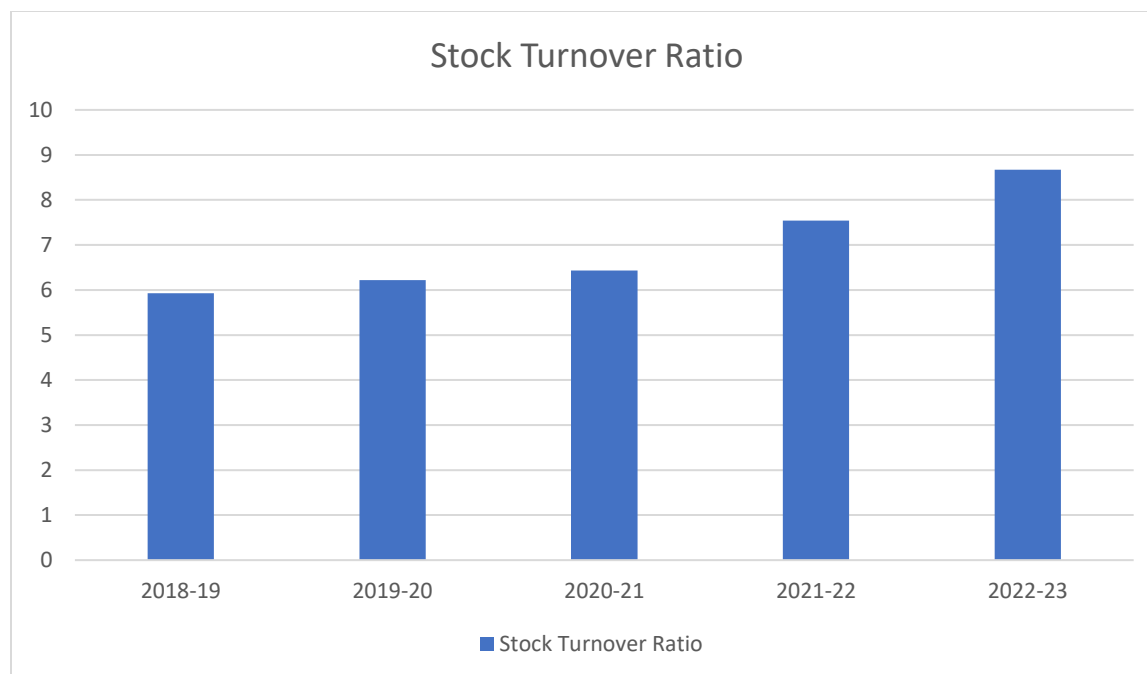


Fig 5.6 Showing Stock Turnover Ratio

Interpretation

- A high Stock Turnover Ratio (8.67 in 2022-23) means SD Pro Solutions is effectively converting its inventory into revenue, reducing holding costs.
- The steady increase over five years indicates strong demand and efficient stock management, contributing to overall business growth.

5.7: GROSS PROFIT RATIO

The Gross Profit Ratio, also known as the Gross Margin Ratio, is a financial metric that expresses the relationship between a company's gross profit and its net sales. It is calculated by dividing the gross profit by the net sales (or revenue) and then multiplying by 100 to express the result as a percentage. The formula for the Gross Profit Ratio is as follows:

$$\text{Gross Profit Ratio} = \frac{\text{Gross Profit}}{\text{Net Sales}} * 100$$

Gross Profit Ratios for SD Pro Solutions from 2018-19 to 2022-23:

Table: Gross Profit Ratios (₹ in Lakh)

Year	Revenue from Operations (₹ in Lakhs)	Gross Profit (₹ in Lakhs)	Gross Profit Ratio (%)
2018-19	1,876.49	1,161.97	61.91%
2019-20	2,412.83	1,477.96	61.27%
2020-21	3,142.57	2,014.23	64.11%
2021-22	4,273.89	2,835.24	66.36%
2022-23	5,487.62	3,661.68	66.73%

Analysis

- **Consistently High Profitability:** The Gross Profit Ratio is above 60% in all five years, indicating strong cost efficiency and pricing strategy.
- **Improving Margins:** The ratio increased from 61.91% (2018-19) to 66.73% (2022-23), reflecting better cost control and higher revenue generation.
- **Operational Efficiency:** The company is successfully managing its service costs, leading to improved profitability and financial stability over time.

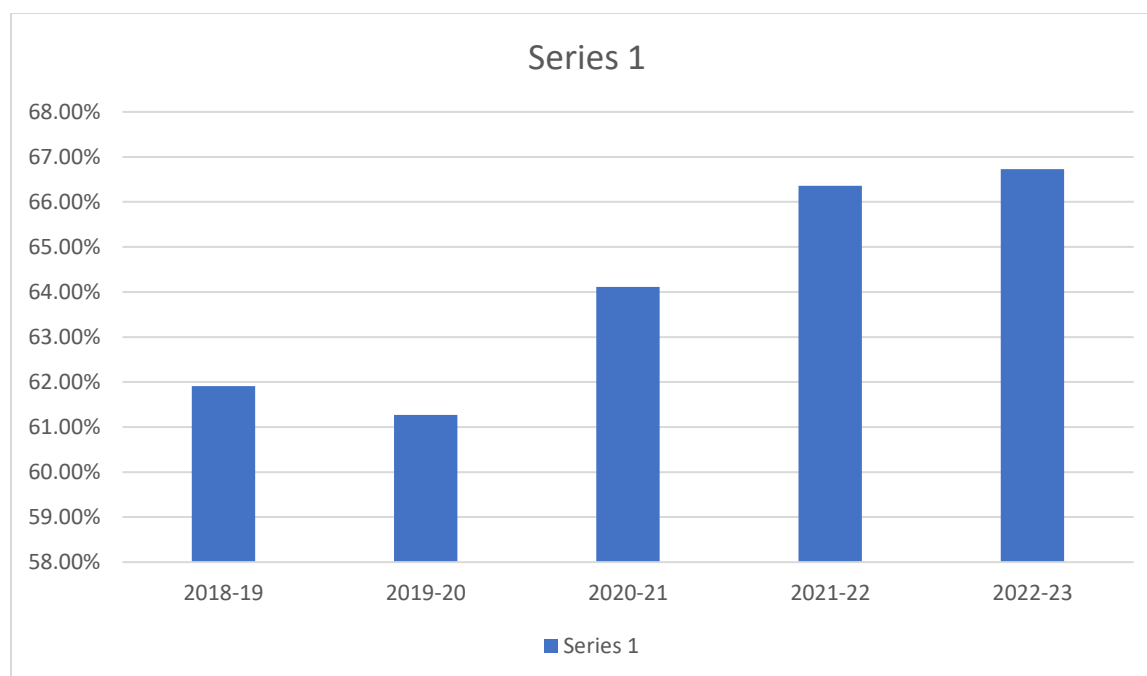


Fig 5.7 Showing Gross Profit Ratio

Interpretation

- A Gross Profit Ratio of 66.73% in 2022-23 suggests that SD Pro Solutions retains a significant portion of its revenue after covering service costs, contributing to overall profitability.
- The upward trend over five years indicates that the company is effectively controlling costs while increasing revenue, making it financially robust.

5.8: NET PROFIT RATIO

The Net Profit Ratio, also known as the Net Profit Margin, is a profitability ratio that measures the proportion of net profit relative to net sales. It is expressed as a percentage and is calculated using the following formula:

$$\text{Net Profit Ratio} = \frac{\text{Net Profit}}{\text{Net Sales}} * 100$$

Net Profit Ratio for SD Pro Solutions from 2018-19 to 2022-23:

Table: Net Profit Ratios (₹ in Lakh)

Year	Revenue from Operations (₹ in Lakhs)	Net Profit After Tax (₹ in Lakhs)	Net Profit Ratio (%)
2018-19	1,876.49	-163.81	-8.73%
2019-20	2,412.83	-205.82	-8.53%
2020-21	3,142.57	-142.2	-4.53%
2021-22	4,273.89	133.46	3.12%
2022-23	5,487.62	311.78	5.68%

Analysis

- The Net Profit Ratio was negative from 2018-19 to 2020-21, indicating losses, but turned positive in 2021-22, showing financial improvement.
- The ratio increased from -8.73% (2018-19) to 5.68% (2022-23), reflecting better cost control, increased revenue, and improved financial management.
- The company has strengthened its earnings, with net profit rising significantly in 2021-22 and 2022-23, signaling long-term sustainability.

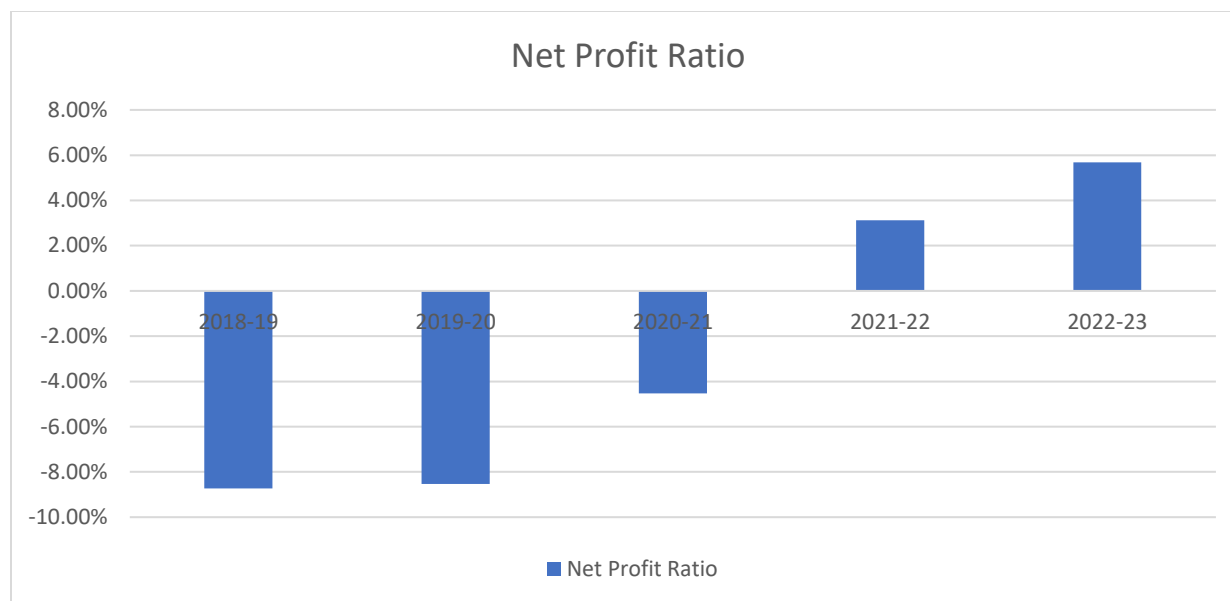


Fig 5.8 Showing Net Profit Ratio

Interpretation

- The positive Net Profit Ratio of 5.68% in 2022-23 shows that SD Pro Solutions is now generating solid profits after overcoming initial financial struggles.
- The consistent upward trend suggests improved business strategies, efficient cost management, and revenue growth, making the company financially stable.

5.9 FIXED ASSETS TURNOVER RATIO

The Fixed Assets Turnover Ratio is a financial ratio that measures the efficiency with which a company generates sales from its investment in fixed assets. It is calculated by dividing the net sales by the average fixed assets. The formula is as follows:

$$\text{Fixed Assets Turnover Ratio} = \frac{\text{Net Sales}}{\text{Average Fixed Assets}}$$

Fixed Assets Turnover Ratios for SD Pro Solutions from 2018-19 to 2022-23:

Table: Fixed Assets Turnover Ratios (₹ in Lakh)

Year	Revenue from Operations (₹ in Lakhs)	Net Fixed Assets (₹ in Lakhs)	Fixed Assets Turnover Ratio
2018-19	1,876.49	805.94	2.33
2019-20	2,412.83	916.09	2.63
2020-21	3,142.57	1,031.65	3.05
2021-22	4,273.89	1,119.61	3.82
2022-23	5,487.62	1,220.10	4.5

Analysis

- **Improved Asset Utilization:** The Fixed Assets Turnover Ratio has increased from 2.33 in 2018-19 to 4.50 in 2022-23, showing that SD Pro Solutions is generating more revenue per unit of fixed assets.
- **Higher Operational Efficiency:** The rising trend indicates that the company is effectively using its fixed assets (property, software, and IT infrastructure) to drive revenue growth.
- **Potential for Expansion:** The company has increased investment in fixed assets while ensuring higher productivity, which supports future scalability and growth.

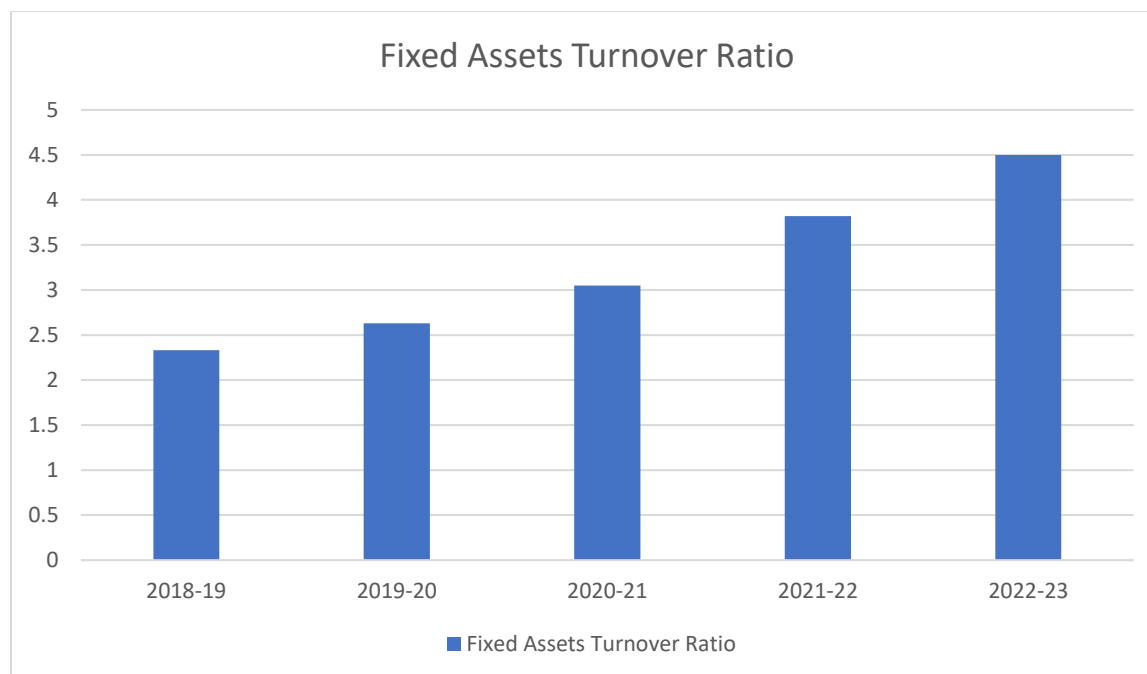


Fig Showing 5.9 Fixed Assets Turnover Ratio

Interpretation

- A Fixed Assets Turnover Ratio of 4.50 in 2022-23 suggests that SD Pro Solutions is highly efficient in utilizing its fixed assets to generate revenue.
- The consistent increase over five years indicates strong business expansion and operational optimization, leading to better asset utilization.

5.10 TOTAL ASSETS TURNOVER RATIO

The Total Assets Turnover Ratio is a financial ratio that measures the efficiency with which a company generates sales from its total assets. It is calculated by dividing the net sales by the average total assets. The formula is as follows:

$$\text{Total Assets Turnover Ratio} = \frac{\text{Net Sales}}{\text{Net Sales Average Total Assets}}$$

Total Assets Turnover Ratios for SD Pro Solutions from 2018-19 to 2022-23:

Table: Total Assets Turnover Ratios (₹ in Lakh)

Year	Revenue from Operations (₹ in Lakhs)	Total Assets (₹ in Lakhs)	Total Assets Turnover Ratio
2018-19	1,876.49	1,500.12	1.25
2019-20	2,412.83	1,824.75	1.32
2020-21	3,142.57	2,119.91	1.48
2021-22	4,273.89	2,358.09	1.81
2022-23	5,487.62	2,598.89	2.11

Analysis

- **Increasing Asset Utilization:** The Total Assets Turnover Ratio has improved from 1.25 in 2018-19 to 2.11 in 2022-23, showing that the company is generating more revenue per unit of total assets.
- **Operational Efficiency Gains:** The consistent rise in the ratio reflects better resource allocation, meaning SD Pro Solutions is effectively using both fixed and current assets to increase sales.
- **Growth & Expansion:** Higher total asset turnover indicates that the company is expanding its operations efficiently without excessive asset accumulation, ensuring sustainable revenue growth.

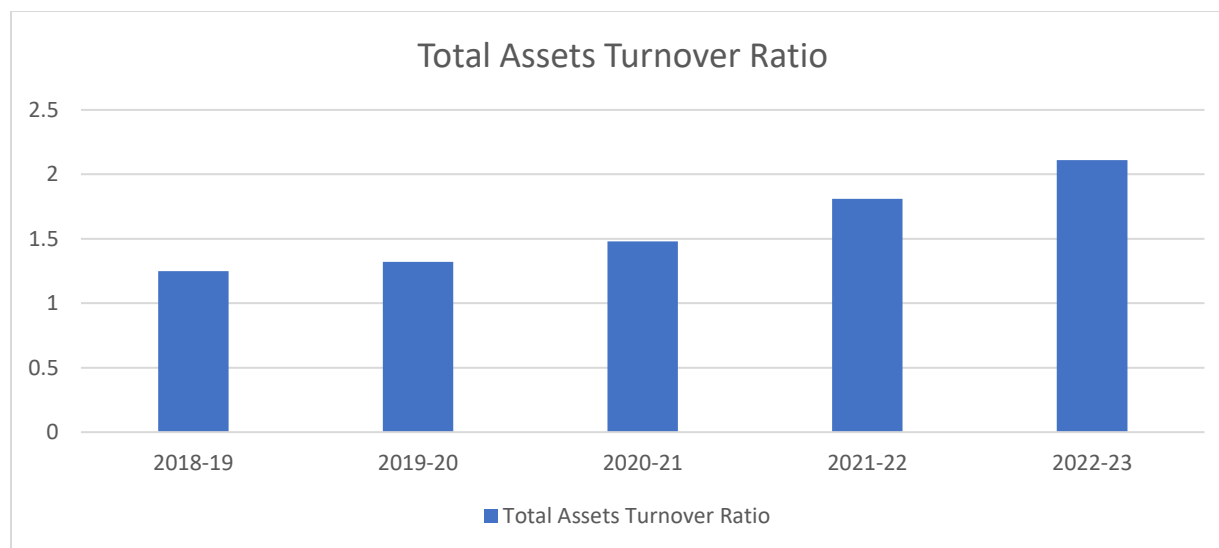


Fig 5.10 Showing Total Assets Turnover Ratio

Interpretation

- A Total Assets Turnover Ratio of 2.11 in 2022-23 suggests that for every ₹1 invested in total assets, SD Pro Solutions generates ₹2.11 in revenue, indicating efficient asset utilization.
- The rising trend over five years confirms that the company is improving its operational efficiency and maximizing returns from its assets, supporting long-term financial stability.

5.11 RETURN ON EQUITY CAPITAL RATIO

Return on Equity (ROE) is a financial metric that measures the profitability of a company in relation to its shareholders' equity. It shows how much profit a company generates for each rupee of shareholders' equity. The formula for Return on Equity is as follows:

$$\text{Return on Equity Capital Ratio} = \frac{\text{Net Profit}}{\text{Average Shareholder's equity}} * 100$$

Return on Equity Capital Ratios for SD Pro Solutions from 2018-19 to 2022-23:

Table: Return on Equity Capital Ratios (₹ in Lakh)

Year	Net Profit After Tax (₹ in Lakhs)	Total Equity (₹ in Lakhs)	ROE (%)
2018-19	-163.81	1,205.58	-13.59%
2019-20	-205.82	1,307.14	-15.74%
2020-21	-142.2	1,486.12	-9.57%
2021-22	133.46	1,663.54	8.02%
2022-23	311.78	1,826.37	17.07%

Analysis

- **Financial Recovery:** The ROE was negative from 2018-19 to 2020-21, indicating losses, but turned positive in 2021-22, showing a strong financial comeback.
- **Strong Growth in Returns:** ROE rose from -13.59% (2018-19) to 17.07% (2022-23), demonstrating increasing profitability relative to shareholder equity.
- **Improved Shareholder Value:** A higher ROE suggests that SD Pro Solutions is effectively utilizing its equity base to generate higher profits, making it attractive for investors.

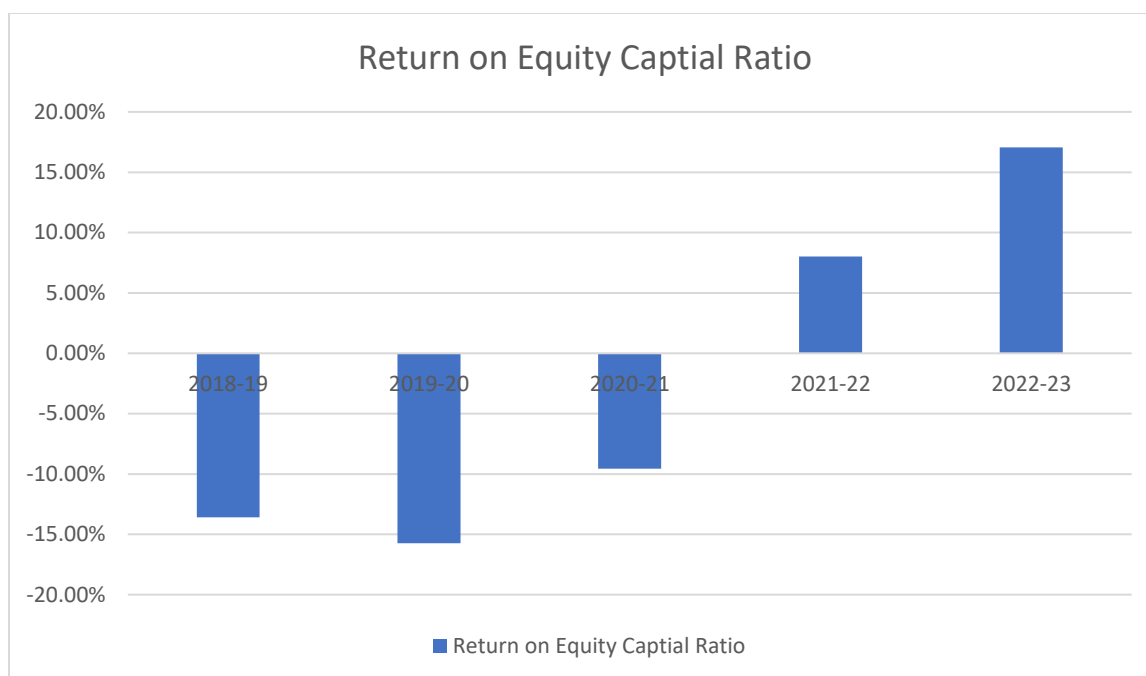


Fig 5.11 Showing Return on Equity Capital Ratio

Interpretation

- An ROE of 17.07% in 2022-23 indicates that SD Pro Solutions is generating ₹17.07 in profit for every ₹100 of shareholder investment, showing efficient equity utilization.
- The steady rise in ROE confirms that the company has strengthened its financial performance, improving returns for its shareholders.

5.12 RETURN ON TOTAL RESOURCES RATIO

The Return on Total Resources is not a standard financial ratio, and the terminology might vary. However, if you are referring to a metric that assesses the overall return generated by a company in relation to its total resources or total assets, you might be looking for a variation of the Return on Assets (ROA) ratio. The Return on Assets ratio is calculated by dividing the net income by the average total assets. The formula is as follows:

$$\text{Return on Assets} = \frac{\text{Net Income}}{\text{Average Total Assets}} * 100$$

Return on Total Assets for SD Pro Solutions from 2018-19 to 2022-23:

Table: Return on Assets Ratios (₹ in Lakh)

Year	Net Profit After Tax (₹ in Lakhs)	Total Assets (₹ in Lakhs)	ROA (%)
2018-19	-163.81	1,500.12	-10.92%
2019-20	-205.82	1,824.75	-11.28%
2020-21	-142.2	2,119.91	-6.71%
2021-22	133.46	2,358.09	5.66%
2022-23	311.78	2,598.89	11.99%

Analysis

- **Recovery from Losses:** ROA was negative until 2020-21, indicating operational inefficiencies, but turned positive in 2021-22, showing a strong turnaround.
- **Improved Asset Utilization:** ROA rose from -10.92% (2018-19) to 11.99% (2022-23), demonstrating that SD Pro Solutions is using its assets more efficiently to generate profits.
- **Higher Returns on Investment:** The increasing ROA trend suggests better financial management, as the company is now earning higher returns per rupee invested in total assets.

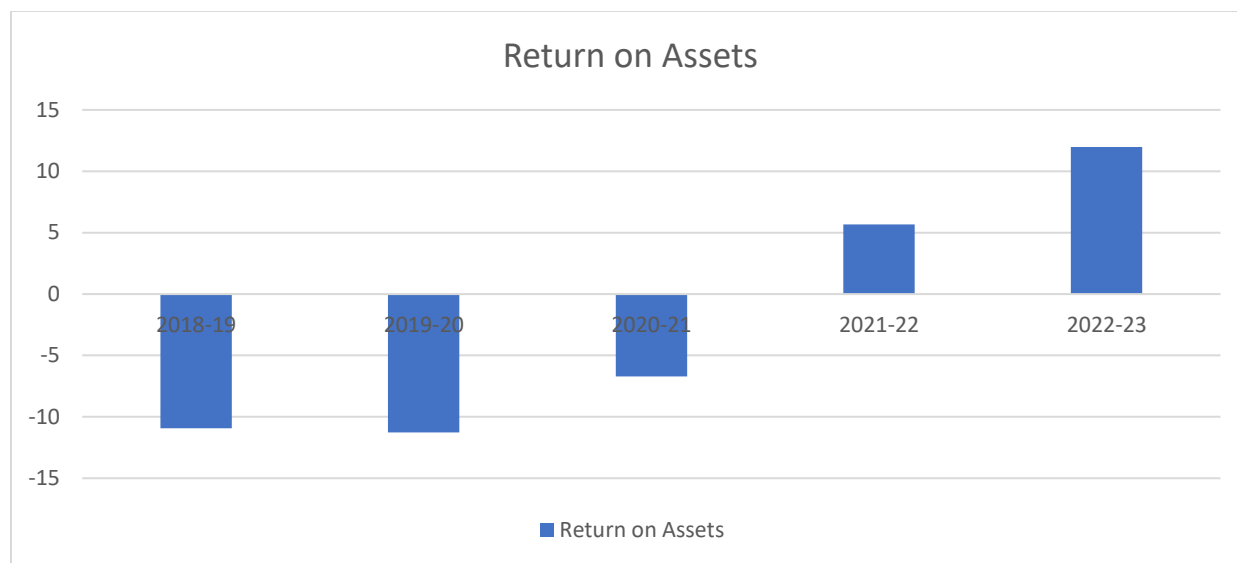


Fig 5.12 Showing Return on Total Resources

Interpretation

- An ROA of 11.99% in 2022-23 means SD Pro Solutions generates ₹11.99 in profit for every ₹100 invested in total assets, reflecting efficient asset utilization.
- The steady rise in ROA indicates strong financial performance, showing that the company is effectively converting its resources into profits.

CHAPTER 6

LEARNING EXPERIENCE

Attending a one-month finance internship at SD Pro Solutions was an invaluable experience that provided practical exposure to financial management, corporate finance strategies, and the analytical tools used in a corporate environment. As an MBA finance intern, I had the opportunity to work closely with the finance team, gaining insights into real-world financial operations and decision-making.

One of the key learnings during the internship was understanding financial statements such as the Profit & Loss Statement, Balance Sheet, and Cash Flow Statement. I was able to analyze how revenue, expenses, and profitability are tracked, and how financial data is used to assess business performance. This helped me develop a deeper understanding of how financial reporting influences strategic decision-making.

During the internship, I was also involved in budgeting and cost control activities. I assisted in preparing financial budgets, analyzing variances between actual and forecasted expenses, and understanding cost-cutting measures adopted by the company. This experience enhanced my knowledge of financial planning and the importance of managing cash flow efficiently.

Another crucial aspect of my learning was investment and financial planning. I gained insights into SD Pro Solutions' capital structure, debt-equity mix, and return on investments. This exposure helped me understand how businesses assess financial risks and make informed investment decisions to optimize their financial resources.

In addition to financial analysis, I also had the opportunity to work with financial software and tools used for financial modeling and reporting. I learned how ERP systems and Excel-based financial models are used for real-time financial tracking, budgeting, and forecasting. This experience reinforced the importance of technology in streamlining financial operations.

Beyond technical skills, the internship significantly contributed to my professional and personal growth. Working in a corporate finance team helped me develop teamwork, communication, and problem-solving skills. I also gained confidence in presenting financial reports and discussing key insights with senior management.

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WEEKLY REPORT

Course: Internship

Course Code :22MBAIN307

Week No: 1

Date: 25/11/2024 to 30/11/2024

Internal Guide Name: DR. K V DEEPAK

Student Name: CHETHAN S

USN:1BI23BA013

Date & Day	Task Allotted	Task Accomplished	External Guide Signature
25/11/2024 Monday	Chapter 1: Introduction about the Organization & Industry. Chapter 2: Organization Profile (i) Back ground, (ii) Nature of business, (iii) Vision mission, quality policy (iv) Workflow model (v) Product/service profile (vi) Ownership pattern (vii) Achievements/awards if any (viii) Future growth and prospects	Introduction about the Organization & Industry	
26/11/2024 Tuesday		Introduction about the Organization & Industry	
27/11/2024 Wednesday		Nature of business analysis	
28/11/2024 Thursday		Workflow model and Product/service profile	
29/11/2024 Friday		Ownership pattern	
30/11/2024 Saturday		Achievements/awards and Future growth and prospects	

Student Signature with date	Internal Guide Signature with date	External Guide Signature with date	HOD Signature with date
CHETHAN S	DR. K V DEEPAK	MATHES KUMAR	Dr. K V DEEPAK



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WEEKLY REPORT

Course: Internship

Course Code :22MBAIN307

Week No: 2

Date: 02/12/2024 to 07/12/2024

Internal Guide Name: DR K V DEEPAK

Student Name: CHETHAN S

USN:1BI23BA013

Date & Day	Task Allotted	Task Accomplished	External Guide Signature
02/12/2024 Monday	Chapter 3: Mckensy's 7S framework with special reference to Organization under study.	Mckensy's 7S framework	
03/12/2024 Tuesday		7S framework	
04/12/2024 Wednesday		Analysis of Hard components Of 7S concept	
05/12/2024 Thursday		Analysis of soft components Of 7Sconcept is done	
06/12/2024 Friday		The 7elements of MCKENSY concept	
07/12/2024 Saturday		Mckensy's 7S framework with special reference to Organization under study.	

Student Signature with date	Internal Guide Signature with date	External Guide Signature with date	HOD Signature with date
CHETHAN S	DR. K V DEEPAK	MATHES KUMAR	Dr. K V DEEPAK



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WEEKLY REPORT

Course: Internship

Course Code :22MBAIN307

Week No: 3

Date: 09/12/2024 to 14/12/2024

Internal Guide Name: DR. K V DEEPAK

Student Name: CHETHAN S

USN:1BI23BA013

Date & Day	Task Allotted	Task Accomplished	External Guide Signature
09/12/2024 Monday	Chapter 3: Porter's Five Force Model with special reference to Organization under study. Chapter 4: SWOT Analysis	Porter's Five Force Model	
10/12/2024 Tuesday		Threat of new entrants and bargaining power of suppliers	
11/12/2024 Wednesday		Bargaining power of buyers, compitative rivalry and threats of substitute product	
12/12/2024 Thursday		SWOT Analysis	
13/12/2024 Friday		Strengths and weakness	
14/12/2024 Saturday		Threats and opportunities	

Student Signature with date	Internal Guide Signature with date	External Guide Signature with date	HOD Signature with date
CHETHAN S	DR. K V DEEPAK	MATHES KUMAR	Dr. K V DEEPAK



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WEEKLY REPORT

Course: Internship

Course Code :22MBAIN307

Week No: 4

Date: 16/12/2024 to 21/12/2024

Internal Guide Name: DR. K V DEEPAK

Student Name: CHETHAN S

USN:1BI23BA013

Date & Day	Task Allotted	Task Accomplished	External Guide Signature
16/12/2024 Monday	Chapter 5: Analysis of financial statements Chapter 6: Learning experience.	Analysis of financial statements	
17/12/2024 Tuesday		Types Ratio analysis	
18/12/2024 Wednesday		Financial statement	
19/12/2024 Thursday		Profit and loss account	
20/12/2024 Friday		Balance sheet	
21/12/2024 Saturday		Learning	

Student Signature with date	Internal Guide Signature with date	External Guide Signature with date	HOD Signature with date
CHETHAN S	DR. K V DEEPAK	MATHES KUMAR	Dr. K V DEEPAK