**SHRI J. H. BHALODIA WOMEN’S COLLEGE,**

**RAJKOT**

**Industrial Training Report On**

**“Hi-Bond Cement Pvt. Ltd.”**



**Prepared by:**

**Soliya Denisha S.**

**B.B.A. Sem. IV**

**Academic Year: 2018-2019**

**Roll No. :75**

**Guided by:**

**Prof. Parul S. Gangani**

**Submitted to:**

**Saurashtra University Rajkot**

**PREFACE**

Practical training is also important aspect in management course. The theoretical knowledge and classroom discussion is not enough for management student. For the knowledge about practical view points, problem, opportunities and situation of industrial unit’s practical studies is necessary.

“Education begins where classroom teaching ends.”

So, this context practical training program during our **academic year 2018-2019.** I have visited **“Hi-Bond Cement Pvt. Ltd.”** and also I have tried to prepare this report with the best of my knowledge and ability.

**ACKNOWLEDGEMENT**

First of all I would like to thank the promoter and the **Ashokbhai faldu** HR manager of the company for giving me proper information about the company. I would like to thank principal of **Shri. J. H. Bhalodia women’s collage** for providing me an opportunity to work on this project.

I am grateful to my **prof. Parul S. Gangani** for give me the guidance for prepare the project report on the **“Hi-Bond Cement Pvt. Ltd.”**

I would also like to thanks my family and friends for leading their support throughout the project report.

**Date:**

**Place: Rajkot**

. **Yours faithfully**

**(Soliya Denisha S.)**

**DECLARATION**

I undersigned. **Soliya Denisha S.** the student of **B.B.A. semester-IV** of the academic year **2018-2019** of **Shri J.H. Bhalodia Women’s College.** Hereby declare that this project report is my own work and has been carried out under the guidance of **prof. Parul S. Gangani.**

This project work has not been previously submitted to in any other university for any other examination.

**Date:**

**Place: Rajkot**

**Signature**

**(Soliya Denisha S.)**

**INDEX**

|  |  |  |
| --- | --- | --- |
| **NO.** | **SECTIONS** | **PAGE NO.** |
| **1.** | **General Information** |  |
|  | **A.Industry Information** |  |
|  | **B.Information about Company** |  |
| **2.** | **Production Department** |  |
| **3.** | **Human Resource Department** |  |
| **4.** | **Marketing Department** |  |
| **5.** | **Finance and Accounting Department** |  |
| **6.** | **Future plans** |  |
| **7.** | **Suggestions** |  |
| **8.** | **Bibliography** |  |



**A. INDUSTRY INFORMATION**

**INDEX**

|  |  |  |
| --- | --- | --- |
| **No.** | **Particular** | **Page No.** |
| A.1 | Introduction | 11 |
| A.2 | Growth rate of industry | 12 |
| A.3 | Spread of the unit | 13 |
| A.4 | Market share in India & world | 14 |
| A.5 | Top five units of the industry | 15 |

**1. INTRODUCTION**

According to Charles Dickens, “Industries is the soul of business and the key stone of prosperity.”

Industry is backbone of nation. The term of industry refers to the part of business activities which concerns it self with raising product, processing, fabrication of products. Any country cannot get development and prosperity without industries. Our nation is becoming more worthiness.

India wants industrialization and its all states also try the best for the same way. Indian government is encouraging to develop the many industrialisti cities etc. Hi - BOND CEMENT PVT. LTD. Is one of the stablined industries in gondal.

**2.GROWTH RATE OF INDUSTRY**

Cement industry in India for the last 6-7 years showed very dramatic growth with major players doubling their production capacity. The companies have also upgraded their manufacturing system. India’s current cement industry market size is almosct 500 Crore and in fact is growing at an annual growth rate of 8 % in the industry.

**3.SPREAD OF THE UNIT**

|  |  |
| --- | --- |
| **No.** | **Name of industry** |
| 1. | Rajsthan |
| 2. | Maharastra |
| 3. | Gujrat |
| 4. | Punjab |
| 5. | Uttar Pradesh |

**4.MARKET SHARE IN INDIA & WORLD**

Market share is very important for every company which is popular in market. Market share means which company is doing exporter also have share in market.

**“Hi-Bond Cement Pvt. Ltd.”** don’t have market share.

.

**5. TOP FIVE UNITS OF THE INDUSTRY**

|  |  |
| --- | --- |
| **No.** | **Company Name** |
| 1. | Ambuja cement |
| 2. | Hathi Cement |
| 3. | Ultra teach cement |
| 4. | Shree Cement |
| 5. | Indian Cement |

**B.INFORMATION ABOUT COMPANY**

**INDEX**

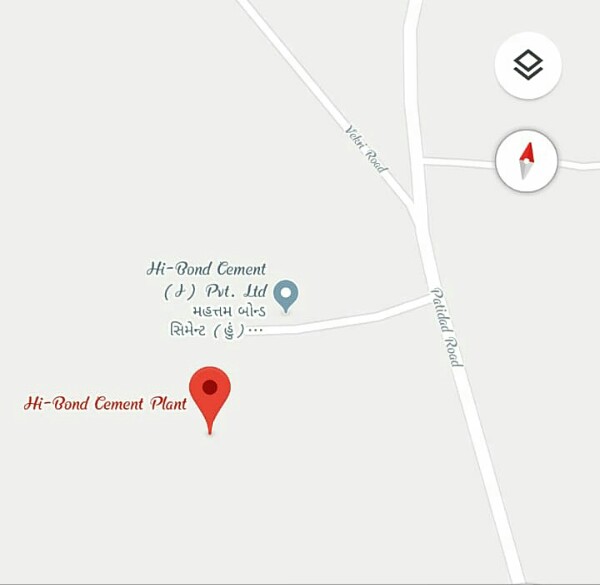
|  |  |  |
| --- | --- | --- |
| **No.** | **Particular** | **Page No.** |
| B.1 | Establishment and History of the unit | 17 |
| B.2 | Location map | 18 |
| B.3 | Company profile | 19,20,21 |
| B.4 | Size & form of the organization | 22,23 |
| B.5 | Mission, vision & goals of the firm | 24 |
| B.6 | Promoters & managing group | 25 |
| B.7 | Organization structure | 26 |
| B.8 | Contribution of firm in the Industry | 27 |

**1. ESTABLISHMENT AND HISTORY OF THE UNITS**

This proposal is for expansion and modernization of cement unit of **“Hi-Bond Cement Pvt. Ltd.”** At Gondal by Hi-Bond Cement is a privet firm started 01/11/2010. Which is to be carried out at **“Hi-Bond Cement Pvt. Ltd.” National Highway No.8-B, Gomta patia, village patidad, Ta.: Gondal, Did.: Rajkot.**

The firm has confirmed order from well–knows companies and has good business opportunities. The firm’s investment includes land and building, production process, machinery, labor, electricity, power, raw material etc.

**2. LOCATION MAP**





**3. COMPANY PROFILE**

**COMPANY DETAILS**

|  |  |  |
| --- | --- | --- |
| **No.** | **TOPICS** | **CONTENTS** |
| **1.** | **Name of the unit** | **“Hi-Bond Cement Pvt. Ltd.”** |
| **2.** | **Location** | **Hi-Bond Cement Pvt. Ltd.**  **Gondal (near patidad),**  **National highway 8B**  **Dist. Rajkot.**  **Gujarat-India.** |
| **3.** | **Registered office address** | **Hi-Bond Cement Pvt. Ltd.**  **Gondal (near patidad)**  **Dist. Rajkot.**  **Gujarat-India.** |
| **4.** | **Establishment** | **01/11/2010** |
| **5.** | **Phone number** | **9099510070** |
| **6.** | **Time schedule** | **Day Sift: 8:00 am to 8:00 pm**  **Night sift: 8:00 pm to 8:00 am** |
| **7.** | **Number of employee** | **400 Member** |
| **8.** | **Accounting year** | **1st April to 31st March** |
| **9.** | **Size of the firm** | **Large scale industry** |
| **10.** | **Form of organization** | **Partnership** |
| **11.** | **Weekly off** | **Wednesday** |
| **12.** | **Market** | **National** |
| **13.** | **Auditor** | **Ashokbhai patel** |

**4. SIZE & FORM OF THE ORGANIZATION**

* **Small scale industry** :

The industry whose investment is plant and machinery less than 5Crore is known as **“Small Scale industry”.**

* **Medium scale industry** :

The industry whose investment is plant and machinery more than 5Crore to 100crore is known as **“Medium scale industry”.**

* **Large scale industry :**

The industry whose investment is plant and machinery more than 100 Crore is known as **“Large scale industry”.**

**“Hi-Bond Cement Pvt. Ltd.”** has investment in plant and machinery about **400 Crore**  so, it is **“Large scale industry.”**

**FORM OF ORGANIZATION**

* There are mainly four form of organization.

1. Sole proprietorship
2. Joint stock company

* Private company
* Public company

1. Partnership
2. Co-operative

**“Hi-Bond Cement Pvt. Ltd” is ‘Partnership Company’ .**

**5.MISSION, VISSION & GOALS OF THE FIRM**

**Mission**

* **“Hi-Bond Pvt. Ltd.”** Is committed to provide the best quality cables with high standard, innovation and best customer service.

**Vision**

* “**Hi-Bond Cement Pvt. Ltd.”** Vision is, to achieve 100% customer satisfaction.
* To attempt 100% delivery conformance to customers.

**Goals**

* Reasonable Profit
* More Customers
* Improve Company Reputation
* Maintain Product Standard

**6.PROMOTERS & MANAGING GROUP**

**Promoter:-**Ashokbhai patel

**Existing managing group:-**

* **Production manager –**H. H. Kalariya
* **Marketing manager** – M. G. Jadaja
* **Financial manager** – Deneshbhai patel
* **HR manager** – Ashokbhai faldu.

**7.ORGANISATION STRUCTURE**

**jhjhjkkk**

Director

B. O. D.

HR

Department

Finance Department

Marketing Department

Production Department

HR

Manager

Financial

Manager

Marketing Manager

Production Manager

Employees

Accountant

Sales Executive

Engineer

Quality Control manager

Supervision

**8.CONTRIBUTION OF FIRM IN THE INDUSTRY**

“Industries are the lubricant of the country economy” Every country economy depends on it foreign trade namely import and export. Our country is basically agricultural growth as well as overall growth in business and industrial activities.

The firm provides employment directly or indirectly. The unit is a profit making so it is useful to economy of the country.



**INDEX**

|  |  |  |
| --- | --- | --- |
| **NO.** | **particular** | **Page No.** |
| 2.1 | Introduction | 26 |
| 2.2 | Organisation structure | 27 |
| 2.3 | Types of products | 28,29 |
| 2.4 | Raw material & Sources of Row Material | 30,31 |
| 2.5 | Manufacturing process | 32 to 36 |
| 2.6 | Plant Lay out | 37 |
| 2.7 | Installed & utilized capacity | 38 |
| 2.8 | Quality control & inspection | 39 |

**1. INTRODUCTION**

**“Manufacturing department is called as production department”.** Production means creation of utilities and it covers all the activities of procurement allocation and utilization of resources such as labour, energy material equipment, machinery etc.

The production manufacturing is the main process of any firm Production must be operated in a vital factor in affecting market competition and in ensuring normal profit or relation investment.

They have effective production department the firm has best productivity and better mgt. Of production department & technology.

**2. ORGANISATION STRUCTURE**

**Managing**

**Director**

**Executive**

**Director**

**Production**

**Manager**

**Supervisor**

**Workers**

**3.TYPES OF PRODUCTS**

* **O.P.C.(Ordinary Portland Cement)**

**Use for O.P.C.:**

* Residential,
* Industrial complex,
* Commercial,
* Overhead and underground water tanks, flooring tiles etc.



* **P.P.C.(Pozzolana Portland cement)**

**Use for P.P.C.:**

* underground water mains,
* like sewer pipes, septic tank,
* underground tank mass like dams lining of canals, repairing work.



**4. RAW MATERIAL & SOURCES OF RAW MATERIAL**

**Raw-Materials**

Raw material is the basic components of the product. Raw material cost is the major cost in the overall cost of production. For manufacturing the cement we require the raw material like Clinker, Gypsum, Fly ash, Lime stone etc. the calculation of requirement of raw material is calculated as per scheduled XVII.

* Clinker
* Lime Stone
* Fly ask
* Gypsum

**Sources of raw-material**

* **Clinker –** Chotila
* **Lime Stone -** Dhank
* **Fly ask-** Dhank
* **Gypsum** – hajira
* **Power –** GEB (Gujarat Electricity Board)
* **Labour –** Village gets skill, Unskilled or semi-skilled workers from Gondal and other near to the firm.

**RAW MATERIAL**

**Clincer Lime Stone**



**Fly ask Raw- Material**



**5.MANUFACTURING PROCESS**

**Lime stone stock pile**

**Crusher**

**Grinding**

**Homogenization**

**Preheating & calcinations**

**Burning**

**Cooling**

**Store**

**Grinding**

**Storage**

**Packing**

**Dispatch**

**1) Lime Stone stock pile :-**

The basic raw material for cement and clinker is limestone. Near about 90% of finished product is limestone. The requirement of limestone is half more than finished product, means if 100-tones cement is to be manufactured, than 150-tones limestone required.

GCW has its own mine for limestone. There mine plant is 3 sot the plant through conveyor belt.

**2) Crusher:-**

After mining the limestone it is crushed by Crusher. Crusher crushes the stone type limestone into powder form. Its capacity of crushing is 950 tones per hour. Than it is collected and stocked as piles by Dampers. In the store, the crushed stone is stacked in several layers by the Stacker, so that a variation in quality of incoming limestone is equalized.

**3)Grinding:-**

The machine, which grinds the raw material, is called RAW MILL. That converts raw material into powder form by grinding it. Crushed limestone, shale & hematite are fed in the required proportion to the raw grinding unit.

**4) Homogenization:-**

In this stage mixed powder from raw mill transfer to CF silo, where some additives are added to mixture. Here drying process of raw material is also carried out, because the basic raw material contains some moisture.

**5) Preheating & Calcinations:-**

Before moving the mixture to Kiln, the powder must obtain some temperature. Pre-heater performs that task. Calcinations is defined as removing of carbon-di-oxide and other organic matters from the raw material. The process of calcinations before Kiln reduces the thermal load in the rotary Kiln. The advantage of this system is that the Kiln capacity increases by 2-2.5 times.

**6)Burning:-**

The raw material is fed into the rotary kiln and coal is fired at a temperature of 1600-1800 degree centigrade on the other end. Here after burning process the powder form is transferred into small stone type form, which is called Clinker.

**7) Cooling**: -

The clinker is cooled in cooler, because it is very hot after passing though a very high temperature. There are three high power fans, which reduces the temperature of the clinker. Cooler brings down the temperature of clinker from 1200 centigrade to 200 centigrade.

**8) Store:-**

Clinker is stored in the Clinker Silo. For converting it into cement, gypsum is mixed and grinded further in grinding process.

**9) Grinding:-**

In this stage raw material is passed to Cement Mill, where the clinker and gypsum are mixed and grinded to make powder form. Here some needed chemical are also added to mixture. This grey mixture is called cement.

**10) Storage:-**

Cement is stored in Cement Silo in powder form before packing. From cement silo, needed quantity is taken for packing, while the bulk quantity without packing is goes to Jetty though conveyer belt.

**11)**  **Packing:-**

Packing plant for packing of cement in bags is located in the plant itself.

**12)**  **Dispatch:-**

After packing, cement is dispatched to various locations through road or sea. Here cement is loaded in truck by machine automatically.

**6. PLANT LAY OUT**

Plant lay out means the arrangement of the physical facilities including production center for the manufacturing products.

By plant lay out, the work become easy and improve this product and relationship among wok - center is one of the most important item.

So Hi - Bond cement pvt. Ltd. Industry made it plant lay out more facilitate and suitable smoothness of unit.

**7. INSTALLED & UTILIZED CAPACITY**

1. **Installed capacity:-**

* 3000 turn per day.
* 90,000 turn per month
* Yearly Installed capacity is

3000turn x 300 day=9,00,000 turn

**2) Utilized capacity:-**

* 80% i.e. 2400 turn per day.
* 72,000 turn per month
* Yearly Utilized capacity is

2400 turn x 300 days=7,20,000 turn

|  |  |  |
| --- | --- | --- |
| **Particular** | **Installed capacity** | **Utilized capacity** |
| Per Day | 3,000 turn | 2,400 turn |
| Per month | 90,000 turn | 72,000 turn |
| Yearly | 9,00,000 turn | 7,20,000 turn |

**8.QUALITY CONTROL & INSPECTION**

Today is a competitive era because, everywhere production of any goods through machines at fastest and in bulk quality. So goods are available at lower rate. So today consumer become the king of market. Consumers are ready to pay at best quality product. So quality of the goods is very important today. The **“Hi-Bond Cement Pvt. Ltd.”** tested quality of cement during production procedure at least 3 or 4 times.

1) At raw material inputs mixture at starting

2) Pre-heater temperature at every hour.

3) At reclaimed silo at every 4 hours.

4) At cement mill where in gradients added.

The **“Hi-Bond Cement Pvt. Ltd.”** has won any other company productivity quality.



**INDEX**

|  |  |  |
| --- | --- | --- |
| **NO.** | **PARTICULAR** | **PAGE NO.** |
| 3.1 | Introduction |  |
| 3.2 | Organisation structure |  |
| 3.3 | Employee details & classification |  |
| 3.4 | Recruitment, Selection and Infuction |  |
| 3.5 | Training and Development Program |  |
| 3.6 | job Description |  |
| 3.7 | Promotion and Transfer |  |
| 3.8 | Wages and salary Administration |  |
| 3.9 | E.S.I. Scheme |  |
| 3.10 | Provident Fund Scheme |  |
| 3.11 | Grievance Handling Procedure |  |
| 3.12 | Time keeping system |  |
| 3.13 | Employee benefits & services |  |

**1. INTRODUCTION**

Manpower is the most important resource among all the resources, How many funds you have, how many machines you have, how much technology advancement you have; nothing will work if you don’t have sufficient manpower. So man is the most important resource so a department. Managing human resources is a most challenging job because every person differs from each other and there is no perfect formula to manage people successfully.

Personnel Management is the planning, organizing, directing and controlling of the procurement, development, compensating, integration, maintain ace and separation of human resource to the end that individual organizational and social objective are accomplished.

In the “Hi-Bond Cement Pvt. Ltd.” human/labor is given more important because the real asset of the company is the skilled labour. Without the human no production is done so, it is very important. Human resources is a relatively modern management term, coined as late as the 1960s.

**2. ORGANISATION STRUCTURE**

**Managing Director**

**Executive Director**

**Personnel Manager**

**Time Keeping & Security officer**

**Supervisor**

**Worker**

**3. EMPLOYEE DETAILS & CLASSIFICATION**

**Number of employees:**

In **“Hi-Bond cement Pvt. Ltd.”** There are total 400 workers are working so the distribution of the workers according to their skilled &unskilled are as under.

|  |  |
| --- | --- |
| **Employees** | **No. of employees** |
| Skilled | 75 |
| Unskilled | 325 |
| Total | 400 |

**4.RECRUITMENT, SELECTION AND INDUCTION**

**Recruitment:**

**“Hi-Bond Cement Pvt. Ltd.”** go for the other types of selection for recruitment they are:

* **Employee’s references.**
* **Relative of exiting employees.**

In **“Hi-Bond Cement Pvt. Ltd.”** The recruitment of the employees is done mainly through two sources.

1. **Internal sources:**

Internal sources means to select the required person from the company itself.

* **Performance appraisal**
* **Present employees**

1. **External sources:**

While external sources means to recruit the person from outside the organization through advertisements.

* **Advertisement** : **“Hi-Bond Cement Pvt. Ltd.”** advertised of vacancies in, newspaper, magazines, weeklies, etc…
* **Other way:** they can get excellent performer from colleges also an appointed them.

**Selection:**

“Selection is a process in which the choice of person is to be made out of available candidates.” **“Hi-Bond Cement Pvt. Ltd.”** select employees by following such steps.

**Initial screening**

**Interview**

**Final selection**

**1.Initial Screening:**

Here the department heads analyses application on their category and then choose son of them and send a cell letters to them for the personal interview.

**2.Interview:**

After the initial screening personal department head takes their personal interview. In this step some, who has proper and best language control, are selected in primary selection.

**3.Final Selection:**

The persons, who are selected in preliminary selection, have to show his skill in practically and person further interviewed by vise president and necessary approval from president/M.D is obtained and appointed.

**“Hi-Bond Cement Pvt. Ltd.”** in the selection of workers the trade union plays an important role. Especially in case of unskilled labour the view of the trade union plays an important role. For the selection the staff member and unskilled personnel the above selection procedure is done and given the appointment letter to suitable and make induction in the organization.

**Induction :**

Induction is a technique by which new employee is include in the organization and is introduce to the practice, polices& purpose of organization. The president is informed when a new person is inducted. This program is very helpful for a new employee to gain a better out look of the organization.

**5.TRAINING AND DEVELOPMENT PROGRAM**

After the selection of an employee in the organization the next logic step is to train him for the better performance. Training is the one kind of learning process.

Department is the process which comes after training Development is a continuous process **“Hi-Bond Cement Pvt. Ltd.”** helps in overall development of employees.

**1. On the job training**

In this training method they give job instruction, job rotation coaching, appreciation, versatile and organization training etc.

**2. Off the job training**

Off the job training considers lectures, conferences, case study, role playing, audio - visuals and discussions etc.

**“Hi-Bond Cement Pvt. Ltd.”** Follows on the job training.

**6.JOB DESCRIPTION**

**7.PROMOTION AND TRANSFER**

* **Promotion:**

In **“Hi-Bond Cement Pvt. Ltd.”** there is basically no specific way for promotion. Here is no seniority basis promotion but merit or performance basis promotion. He promotes the employee not mainly on number of years he worked but upon the number of achievements made.

* **Transfer:**

“Transfer is the movement of one employee from one job to another, without involving any substantial change in his duty, responsibility, required skill status and compensation.”

As **“Hi-Bond Cement Pvt. Ltd.”** is a one unit so transfer facility is not there.

**8. WAGES AND SALARY ADMINISTRATION**

All the problems encountered by the employees, the most pressings and persistent problem are that of remuneration in the form of salary or wages. Wage and salary administration is the process by wage and salary levels are structured and determined in the organizational settings. Wages are payments for labor services rendered frequently, expressed in hourly, daily or weekly rates. While salary is similar payment, expressed in monthly or annual rates.

**There are two types of wages:**

1. **Time wages system**
2. **Piece wages system**

In **“Hi-Bond Cement Pvt. Ltd.”** Follow time wages system for paid wages of workers this organization pays rupees 350 per day wages. Some workers also pay on output basic and as per government rules.

**9. E.S.I. SCHEME**

**“E.S.I. Means employees state insurance scheme”.** This scheme is very helpful to employee. This facility is provide to employee during the accident, floods, and earthquake. Even any employee injured during his work in factory and he died then company give this facility to employees.

**“Hi-Bond Cement Pvt. Ltd.”** Also use this scheme.

**10. PROVIDENT FUND SCHEME**

**11. GRIEVANCE HANDLING SYSTEM**

**12 TIME KEEPING SYSTEM**

All employees of **“Hi-Bond Cement Pvt. Ltd.”** are bound to time and respect its existence as every records counts in Hi-Bond Cement Pvt. Ltd”. the time keeping system has been introduced to check the exit and entry of the workers and through this wages salary, leave and presents of the employee is counted.

The Punching System. Is one in which the punching board has to maintain the date& time of their arrival and exit even their leave and presents.

**Working Time:**

* **For managerial staff :**

|  |  |
| --- | --- |
|  | **Time** |
| Shift | 8:00a.m. to 8:00 p.m. |
| Recess | 1:00p.m to 2:00p.m. |

* **For workers :**

|  |  |
| --- | --- |
| **Shift** | **Time** |
| I. | 8:00a.m. to 8:00 p.m. |
| II. | 8:00a.m. to 8:00 p.m. |

**13. EMPLOYEE BENEFITS & SERVICES**

In **“Hi-Bond Cement Pvt. Ltd.”** the economic status of the employee is higher and more on improvement base. As they are quite satisfied with wage rates and other facilities provided by the organization. The facilities provided by the organization to he employed as under:

**1.Canteen Facility:**

The **“Hi-Bond Cement Pvt. Ltd.”** provides a good canteen, where every body can go and have refreshment and snacks. All the things available is at cheap rates and hygienic than stuffs available in the market. Basic necessities are provided to the employees at factory while at offices there is tea and coffee canteens.

**2.Safety Facility:**

The workers working at factory are provided group insurance and safety facilities.

**3.Provident Fund:**

Employees are provided with provident fund scheme.

**4.Bonus:**

Bonus is provided to the employees at dewily.

**5.Medical facility:**

The units provide fee medical services also for their family or he can directly visit to the nearby hospital and can go under Medical treatment.

In case of any injury or accident the company pays the full expenditure, incurred for the treatment of worker, during his rest period he would get the salary too for the days.

**6.Leave facilities:**

The following are the leave facilities provided by the company to the employees

* **Festival Leave:**

All the workmen are granted National and Festival holiday inclusive of Independence Day, Republic Day and Gandhi jayanti or if there is special.

* **Sick Leave:**

The unit grants 12 days as a sick leave to the employees. He can take leave for 12 days time during the year.



**Index**

|  |  |  |
| --- | --- | --- |
| **No.** | **PARTICULAR** | **PAGE NO.** |
| 4.1 | Introduction |  |
| 4.2 | Organisation structure |  |
| 4.3 | product planning |  |
| 4.4 | Market segmentation |  |
| 4.5 | Pricing policies |  |
| 4.6 | Distribution Management |  |
| 4.7 | Sales promotion |  |
| 4.8 | Advertising |  |
| 4.9 | Marketing Research |  |
| 4.10 | International Marketing |  |

**1. INTRODUCTION**

Marketing is the process which creates, communicates, delivers the value to the customer, and maintains the relationship with customers. It generates the strategy that underlies sales techniques, business communication, and business developments. It is an integrated process through which companies build strong [customer relationships](http://en.wikipedia.org/wiki/Customer_relationship_management" \o "Customer relationship management) and create value for their customers and for themselves.

Marketing is used to identify the [customer](http://en.wikipedia.org/wiki/Customer" \o "Customer), satisfy the customer, and keep the customer. With the customer as the focus of its activities, [marketing management](http://en.wikipedia.org/wiki/Marketing_management" \o "Marketing management) is one of the major components of business management.

**2.Organization structure**

**Marketing Manager**

**Advertising Manager**

**Sales Manager**

**Dealers**

**Customer**

**3. PRODUCT PLANNING**

Product design means every company makes their own design for their product. They make more creative and more attractive product design.

This unit tries providing maximum kind of consumer satisfaction for the product.

In **“Hi-Bond Cement Pvt. Ltd.”** is trying to various types of cement and consumer satisfaction.

The **“Hi-Bond Cement Pvt. Ltd.”** run with new technology and creates more strong cement. So they do their product very qualitative & quantitative and developing in the market.

**4. MARKET SEGMENTATION**

Market segmentation is a process of dividing total heterogeneous market various cement. Each segments trends to be homogeneous in all significant aspect.

Basically, we have two types of segmentation.

1. Consumer Oriented segmentation.

1. Product Oriented Segmentation.

**“Hi-Bond Cement Pvt. Ltd.”** had gone for consumer oriented Geographical bases segmentation.

Geographical segmentation calls for diving the market into different geographical units. **“Hi-Bond Cement Pvt. Ltd.”** diving the market into three divisions on the bases of consumer segmentation they are

* + The General public segment.
  + The Government segment.
  + The Contractor segment.

The firm has its wings in all areas like in ,

* Rajasthan,
* Maharashtra,
* Gujarat.

**5. PRICING POLICIES**

**“Price is the value of a product or service always expressed in terms of money.”**

In **“Hi-Bond Cement Pvt. Ltd.”** pricing policy is based upon the quality of the product. The price is decided by checking quality of cement. The price of O.P.C. cement is different and the price of P.P.C. is also different. Because the quality of both O.P.C and P.P.C. is also different. Cost-plus pricing is the simplest pricing method. The firm calculates the cost of producing the product and adds on a percentage (profit) to that price to give the selling price.

It looks upon following factors for determining prices:

1) Cost of production & advertising etc.

2) Distribution cost.

3) Sales promotion cost.

4) Marketing cost.

It also provides some incentives like gifts discount, commission etc. for selling more stock. This increases the efficiency of the dealers, to sell more.

**6.DISTRIBUTION MANAGEMENT**

**“Hi-Bond Cement Pvt. Ltd.”** distribution channel is as under:

**Distribution channel**

**Manufacturing of**

**Company**

**Distribution /**

**Dealers**

**Sub dealers/**

**Retailer**

**Consumer**

**7.SALES PROMOTION**

Promotion is an important marketing mix tool, it includes all the activities that the company. Undertakes to communicate its products advantages and other information about the company and to influence the customers to buy them promotion involves.

The Medias of sales promotion of **“Hi-Bond cement Pvt. Ltd.”**

* **Personal Selling**
* **Publicity**

**8.ADVERTISING**

The Medias of advertisement of **“Hi-Bond Cement Pvt. Ltd.”**

* **Wall painting**
* **Pamphlets**
* **Banners**
* **Newspaper**
* **Magazines**
* **Pen**
* **Cap**
* **Diary**

**9. MARKETING RESEARCH**



**“Hi-Bond Cement Pvt. Ltd.”** Has not any specialized department for marketing research but it hires professionals.

**“Hi-Bond Cement Pvt. Ltd.”** Has adopt survey method for marketing research.in this method company do survey of Dealers, customers, general public.

**“Hi-Bond Cement Pvt. Ltd.”** Does market research through visit their regular customer. This include , Sales research , Product research, Business analysis, and Export marketing research.

* Market information
* Market segmentation
* SWOT Analysis

**10. INTERNATIONAL MARKETING**

A company witch does exports they have to manage all hinks of exports and also marketing **“Hi-Bond Cement Pvt. Ltd.”** Does export in,

* Singapur
* Dubai
* Egipt.

**FINANCIAL AND ACCOUNTING DEPARTMENT**



**INDEX**

|  |  |  |
| --- | --- | --- |
| **NO.** | **PARTICULAR** | **PAGE NO.** |
| 5.1 | Introduction |  |
| 5.2 | Organisation structure |  |
| 5.3 | Capitalization |  |
| 5.4 | Capital structure |  |
| 5.5 | Fixed Assets Management |  |
| 5.5.1 | Capital Budgeting |  |
| 5.5.2 | Review of last capital project |  |
| 5.6 | Working Capital Management |  |
| 5.6.1 | Management of Inventories |  |
| 5.6.2 | Management of Receivables |  |
| 5.6.3 | Management Of Cash & cash budget |  |
| 5.7 | Operating Leverage Analysis |  |
| 5.8 | Profit and Dividend |  |
| 5.9 | Fund Raising |  |

**1. INTRODUCTION**

**“Finance is the life blood of business”**

Finance management is that managerial activity which is concerned with planning and controlling of the firm financial resources. Thus finance covers financial planning, forecasting of cash receipts and allocation of funds and financial control.

As regards **“Hi-bond cement Pvt. Ltd.”** It is very good financial management which is operated by its manager. In this unit finance department is separated and due to its good and efficient financial policies the company can achieve the objectives which are proposed.

**2.ORGANISATION STRUCTURE**

**B.O.D.**

**Financial Manager**

**Administration Manager**

**Chief Accountant**

**Clark**

**3. CAPITALIZATION**

The system of master budgeting or planning involves a detailed analysis of

* Various elements of revenues and cost.
* Cash inflow and outflows.
* Capital expenditure proposals.

**“Hi-Bond Cement Pvt. Ltd.”** planning of finance for smooth flow of it in action or in work for this purpose the financial manager takes into consideration the previous balance sheet, reports, current position & forecasting of future. It depends upon the availability of funds for financial planning of budgeting planning where day-to-day inflow & outflow of cash is mentioned monitored. Each department plans individually for the coming financial year & all the necessary action.

**4. CAPITAL STRUCTURE**

Capital structure of **“Hi-Bond Cement Pvt. Ltd.”** Is a follow:

|  |  |
| --- | --- |
| **Capital** | **Rs.** |
| **Borrowed Capital** | **160Crore** |
| **Owned Capital** | **240 Crore** |
| **Total** | **400 Crore** |

* **Total investment of “Hi-Bond Cement Pvt. Ltd.” is 400Crore.**

**5. FIXED ASSETS MANAGEMENT**

Fixed assets are not convert easily in cash, every industries have a fixed assets are very necessary and important. Land, machinery, furniture, etc. are example of fixed asset.

**Fixed assets is divided in to two parts.**

**1.Tangible assets: Land, factory, machinery, furniture and building.**

|  |  |
| --- | --- |
| **Assets** | **Rs.** |
| **Land** | 15 Crore |
| **Machinery** | 120 Crore |
| **Furniture** | 5 Crore |
| **Building** | 90 Crore |

**2.Intangible assets: patent, goodwill and copyright.**

In **“Hi-Bond cement Pvt. Ltd.”** financial department manage fixed asset effectively. And company also takes a register for transaction of fixed assets and keeps record of date of purchase, repairing date, etc.

**6. WORKING CAPITAL MANAGEMENT**

Working capital represents the amount of capital required for the day-to-day activities is know as working capital.

* **Gross working capital:-**

It refers to the fund invested in total current assets.

* **Net working capital.**

It means the excess of current assets over’s current liability.

**“Hi-Bond Cement Pvt. Ltd.”** of working capital is as under:

**Current assets – current liability = Working capital**

95,00,00,000 – 70,00,00,000 = 25,00,00,000

|  |  |  |
| --- | --- | --- |
| **Sr. no.** | **Particular** | **Amount** |
| 1) | Inventory | 30,00,00,000 |
| 2) | Cash & bank | 45,00,00,000 |
| 3) | Receivables | 15,00,00,000 |
| 4) | Debtors | 15,00,00,000 |
|  | **Total** | **1,05,00,00,000** |

**7. OPERATING LEVERAGE ANALYSIS**

* **Operating leverage:**

Operating leverage is the leverage which is associated with operating capacity of firm that means fixed assets.

**Operating leverage =**

**=**

**=** 1.33

**(EBIT = Earning before interest & tax)**

Leverage of 1.33% suggests that 1% change in sales will lead to a change of 1.33% in EBIT.

**8. PROFIT AND DIVIDEND**

**Analysis of overall financial position of the firm**

**Balance sheet**

|  |  |  |  |
| --- | --- | --- | --- |
| **Liabilities** | **Amount** | **Assets** | **Amount** |
| **Capital:**  **Own capital:**  **Borrowed capital:**  **Net Profit**  **Current Liabilities:**  **Creditor** | ***1,60,00,00,000***  ***2,40,00,00,000***  ***8,75,00,000***  ***70,00,00,000***  ***5,00,00,000*** | **Fixed assets :**  **Land:15,00,00,000**  **- Dep.: 75,00,000**  **5%**  **Machinery:120,00,00,000**  **-Dep. 5% : 6,00,00,000**  **Furniture: 5,00,00,000**  **-Dep.10%: 50,00,000**  **Building: 90,00,00,000**  **-Dep. 10%:9,00,00,000**  **Current assets**  **Loans & advances**  **Debtors**  **Cash** | ***14,25,00,000***  **1140000000**  **45000000**  **810000000**  **95,00,00,000**  **85,00,00,000**  **15,00,00,000**  **75,00,00,000** |
|  | **4,83,75,00,000** |  | **4,83,75,00,000** |



**“Hi-Bond Cement Pvt. Ltd.”** Is following points for future plans,

* They are going to take stapes to expand marketing department in their own unit.
* They want to expand their unit internationally.
* To increase the production.
* To develop each area of quality.
* Expansion of business.

******

**SUGGESTIONS**

Actually we are just students and to write something as a part of suggestion. It is not our capacity to suggest the company, but as a part of B.B.A. student and also for our project work so, as a student, I have to work as a report.

* My suggestion to them is that the unit should have tried to give to some more motivation employees. So that they work with enthusiasm.
* And secondary is there they should have tried to give more security facility to their workers.



**BIBLIOGRAPHY**

|  |  |  |  |
| --- | --- | --- | --- |
| **Author** | **Book’s name** | **Edition** | **Publishing house** |
| **S.A. Chunawala& D.R. Patel** | **Production & Operation management** | **7th**  **(2008)** | **Himalaya** |
| **C.B.Mamoria** | **Human Resources Management** | **8th**  **(2010)** | **Himalaya** |
| **Philip kotler** | **Marketing Management** | **12th**  **(2006)** | **Person Education** |
| **Dr.V.R. Palanivew** | **Financial Management** | **2nd**  **(2012)** | **S.Chand& Company Ltd.** |
| **P.C.Tulsian** | **Financial Management** | **2nd** | **-** |

* **information collected during industrial training.**