**Shri J.H.Bhalodia Women's College-Rajkot**

**INDUSTRIAL TRAINING REPORT**



**"Khushboo cool products pvt.ltd"**

**Prepared by:**

**Kavathiya Skruti J.**

**B.B.A. sem- IV**

**Academic Year: 2018-2019**

**Roll No.:45**

**Guided by:**

**Prof.Parul S.Gangani**

**Submitted to:**

SAURASHTRA UNIVERSITY RAJKOT

**PREFACE**

**Concepts + Guidance = Success**

Today in the world full competition or cut throat competition is there. In this world if we want to select any business that can perform all the objective of business than it is very difficult to obtain the nature of that business.

The total modernization simplicity is also becoming a dynamic character of society people now believe in,

“**Simple Living & High Thinking**

This report is not only for my study purpose but it is my dream also to go into the basic industry of our country.

With a view to fulfill the objective of university as mentioned above I have made this product report on **Khushboo Cool Product Pvt. Ltd.**

**ACKNOWLEDGEMENT**

**Inventions are aggregation of efforts and support**

I am Kavathiya Skruti student of S.Y.B.B.A in Shri J.H.Bhalodia Women's College-Rajkot.

This sure we had practical studies and got special knowledge of this medium scale industry during the third year. I had also acquired the super skills and talent that is needed in this small scale industry.

I thank to faculty members and my guid prof.Parul S.Gangani for giving me guidance and providing me information to complete this industrial training report. And also thanks to Principal Dr.N.M.Kanani who motivates us in this preparation. I had great fortune to put on this report before you.

Thanking you.

Yours Faithfully

Kavathiya Skruti J.

**DECLARATION**

My name Kavathiya Skruti J. student of **S.Y. B.B.A SEM - IV** declare that I have prepared this project report entitled an industrial training report on **Khushboo Cool Product Pvt. Ltd.** and submitted to Shri.J.H.Bhalodia Women's College-Rajkotunder the guidance of Prof.Parul S.Ganganiand all staff member of this company.

I also declare that this project report is my own preparation and not copied from anywhere else. I had collect information in training fo 10 days.

**Date: - Yours Faithfully**

**Place: -Rajkot** Kavathiya Skruti J.

**INDEX**

|  |  |  |
| --- | --- | --- |
| **No.** | **Sections** | **page no.** |
| **1.** | **General Information** |  |
| **A.** | Industry Introduction |  |
| **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** |  |



**INDEX**

|  |  |  |
| --- | --- | --- |
| **No.** | Sections | Page no. |
| À. | Industry introduction |  |
| A.1 | Introduction |  |
| A.2 | Growth rate of industry |  |
| À.3 | Spread of the unit |  |
| A.4 | Market share in India & world |  |
| A.5 | Top five units of the industry |  |
| **B.** | **Information about company** |  |
| B.1 | Establishment and history of the unit |  |
| B.2 | Location map |  |
| B.3 | Company profile |  |
| B.4 | Size & form of the organization |  |
| B.5 | Mission, vision & goals of the firm |  |
| B.6 | Promoter & managing group |  |
| B.7 | Organization structure |  |
| B.8 | Contribution of firm in the industry |  |

**A.INDUSTRY INTRODUCTION**

**A.1 INTRODUCTION**

When an eatable product is bought from the market expectation of it purity are at the foremost.People mostly buy product of the brands on which they can trust for its purity.The product name is **"KHUSHBOO ICE CREAM"** Their brand name has been derived from the name of owners daughter khudhboo.

Under brand name you will find the line **"Eat better Think better".** It is because **Mr.Himat Pokia** is believe in quality of the product in the market since 32 years satisfying customers with the best purity & quality of ice-creams and they will continue to serve their customers with the same purity quality of Icecreams in future also.

**A.2 GROWTH RATE OF INDUSTRY**

Indian Icecream industry is one the fastest growing segments of the dairy of food processing industry. Currently Icecream market in India is estimated to be over INR 4000 corers,and is growing at a rate of 15-20% year-on-year.

It is projected that by 2019,the market will reach around, NR 6198 cores. India has a low per capita Icecream consumption of Icecream of 22000 ml in the united stated and 3000 ml in China with the improving cold chain infrastructure in the country coupled with increasing disposable income and the changing lifestyle, the sector has great potential for growth.

**A.3 SPREAD OF THE UNIT**

KHUSHBOO ICE CREAM Manufactures suppliers cup ice cream,Icecream,Icecream flavors and ice cream cone etc.in many distinct of Gujrat-India. They also supply fresh fruit Icecream ,soft serve ice cream mix,and Indian ice cream sticks and many There ice cream products.They supply their product in Rajkot,gondal,jamnagar,pune,kodinar,Rajasthan,also our of Gujarat, Maharashtrof Different milk products gaining solid groups in the domestic market .Khushboo popularity and brand name speaks for the quality They maintain self.Due to their prominent processing units, their company has managed to maintain a healthy as well as delectable range of product.

|  |  |
| --- | --- |
| **No.** | **Spread of the unit in india** |
| 1. | Gujarat |
| 2. | Rajasthan |
| 3. | Maharashtra |

**A.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.

**"KHUSHBOO COOL PRODUCT'S PVT.LTD.**Don't have Market share.

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

|  |  |
| --- | --- |
| **No.** | **Company Name :** |
| 1. | Vadilal Icecream |
| 2. | Gopal Icecream(Amreli) |
| 3. | Shital cool products pvt.ltd.(Amreli) |
| 4. | Momai Icecream,derdi(kum.) |
| 5. | Ajanta Icecream, Amreli |

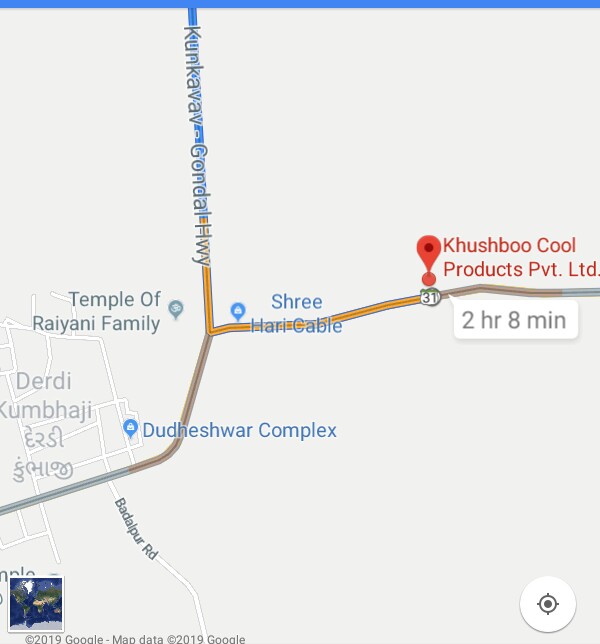
**B.INFORMATION ABOUT COMPANY**

**B.1 Establishment and History of the unit**

Himatbhai pokia was selling his ice creams through bicycle during initial period Then after he was established Khushboo ice cream in 1985.The first frozen ice cream was matka candy .Today he and his brother named Sireshbhai pokia are running this business. Until now they introduce varieties of ice cream like candy,kingcone,family pack,bulk,container, royal cup.Now it is in growth stage.They are selling their ice cream in various occasions like party,marriage, retailer and wholesaler. Khuahboo introduced the concept of **" Flavors of the ice cream "**under which the company develop and markets one new flavors during particular period for its customers delight. The group has a product matrix comprising of cones,cups,candies,family and party bricks and bulk packs.

**B.2 Location map**

**" KHUSHBOO COOL PRODUCT'S PVT.LTD"**



**B.3 Company Profile**

****

|  |  |
| --- | --- |
| Company Name | KHUSHBOO COOL PRODUCTS PVT.LTD |
| Address | Vasavad road ,near petrol pump,khushboo ice- cream,at- village-Derdi,Ta-Gondal ,Rajkot, Gujarat-360311 |
| establishment year | 1985 |
| E-mail | www.khushbooicecream.in |
| Contact person | Himatbhai pokia |
| Phone no. | 9879824037 |
| No.of employees | 250 employees |
| Marketing manager | Mr.maheshbhai khanpar |
| Financial manager | Mr.Shaileshbhai |
| Size of the unit | Large scale industry |
| Weekly off | Wednesday |
| Form of the unit | Partnership |

**B.4 Size& form of the Organization**

The types of industry according to the size,

**Large scale industry:**

We are introduce our salt as the large Icecream manufacture in Derdi ice cream company in to be **Certifies with ISO.**This certificate itself speaks volumes about the company and the product.Company has large scale of destributers to give more service to customers all over the place in Gujarat. in industry 250 employees are working and 100 employees working out of the industry.

**B.5 Mission, Vision & goals of the firm**

**Mission:**

* To provide high performing quality products and to innovative new technology and to expand the sales network in abroad also in due course of time provide good services.
* To maintain standards
* To acquire global capabilities.

**Vision:**

* Understanding customers requirements and reduce nonconformity.
* Minimizing waste and reduce cost.
* Adopting training program new technologies and for continuous improvement for year training program.
* Maintaining the quality of manufacturing products at any cost.

**Goals:**

* To have respected place in top 5 companies of India's FMCG industries with having Brand name like "ITC" by 2037.
* Will be " great place to work" for employees.
* To connect people with health, productivity & progress by providing quality solutions.

**B.6 Promoters & managing group**

|  |  |
| --- | --- |
| Chairman | Mr.Himatbhai pokia  Mr.Sureshbhai pokia |
| H.O.D. | Mr.Mehulbhai virani |
| General Manager | Mr.Rakesh mandivivala |
| production Manager | Mr.Vishalbhai Bandery |
| Finance Manager | Mr.Shaileshbhai |
| Marketing Manager | Mr.Maheshbhai khanpara |

**B.7 Organization Structure**

"**KHUSHBOO"** is a learn organization, a strategy that is believed to provide it with a cost advantage.At its headquaters in Derdi(kum.) Four general manager and four assistant managers assist the managing director the four AGMs ,look after the functions of marketing, systems,cooperative services and technical projects Respectively.The four general manager are in charge of marketing (dairy products).Human resources, development and marketing finance and quality assurance, respectively.

**B.8 Contribution of firm in the Industry**

**Testing of Product:**

This is most important process in the company. Products quality is good so our sellings volume law. So company has good quality control.

No. Of sample from control unit

Date of testing

Date of purchase

Human is Power of today market sector. We have also news that the staff of human or a utility of human are done those works which works do not work with any one person.

To the past of the company's when they where started they always fulfil their first requirement is too human just become the importance of human and its utility are to important for each and every well that without the help of human the work together.

The importance of human work are always want become the industrial or the company sector are to giant and work of these environment are so many so that to got done to it they must required an human for done his or his company work.

**PRODUCTION**

**DEPAR****TMENT**

**INDEX**

|  |  |  |
| --- | --- | --- |
| **No.** | **Section** | **Pg.no.** |
| 2.1 | Introduction |  |
| 2.2 | Organisation Structure |  |
| 2.3 | Types of products |  |
| 2.4 | Raw material & Sources of raw material |  |
| 2.5 | Manufacturing process |  |
| 2.6 | Plant lay out |  |
| 2.7 | Installed & utilized capacity |  |
| 2.8 | Quality control & inspection |  |

**2.1 INTRODUCTION**

There has been little tradition of Icecream production in tropical countries because of the requirement for refrigerated production equipment and frozen storage. Now demand is increasing for Icecream n many large towns and cities, and it has The potential to be a profitable product for small scale dairies.

However, Icecream carries a hidh risk of causing food poisoning if it is not correctly made and stored, and it should Therefore only be produce by dairies that have knowledge and experienced staff.

**2.2 ORGANIZATION STRUCTURE**

Executive Director

Supervisor

Managing

Director

Production manager

Workers

**2.3 TYPES OF PRODUCTS**

|  |  |
| --- | --- |
| **Main product** | **Category** |
| Candy | Chocobar ,frosticks,Nutty bar,crunchy bar,Chawpaty,Kacchi kari,mangodolly |
| Party pack  &  Family pack | Vanila ,kesar pista,Raj bhog,  Panchamrut,American dry fruit,  Big cup & small cup,  New vanila,fresh mango,  Fresh strawberry |
| Cup | Butter scoatch,kaju gulkand,  Roasted Almond, kesar pista,  Rajbhog,Belgian brownie |
| Jamel Lassi | Plain lassi, mango lassi,  Pineapple lassi,Dry fruit lassi,dahi lassi |
| Cone | Butter Scoatch,Dream cone,  Juniour,Chocolate, Kesar pista,  Kaju draksh. |

**2.4 RAW MATERIAL & SOURCES OF RAW MATERIAL**

The major raw material required for produced of Icecream are milk,milk powder,cream or butter.Various other ingredients are suger,flavors, stabilizer,colour powder,consumables are big cups,small cups,paper,wrapper, polythene coated box and carton packet.

All the raw material and consumables are locally available, the units will have to tie up with nearby sources for milk,either in fresh or solid form and fat cream ,milk required for Icecream manufacture command a higher price.

* Dairy products (milk,cream,butterfat)
* Suger
* Flavors
* Approved additives that prevent creation of ice crystals during production process
* Eggs
* Air,which improved ace creams ability to absorb flavoring and removes the feeling of every soggy and heavy material.

**2.5 MANUFACTURING PROCESS**

The basic steps in the manufacturing of Icecream are generally as follows:

* Blending of the mix ingredients
* Pasteurization
* Homogenization
* Aging the mix
* Freezing
* Packaging
* Handening





**ICE-CREAM MANUFACTURING PROCESS**

Pasteurisation

Blending of the mix

Ingredients

Homogenization

Aging the mix

Packaging

Freezing

Hardening

**2.6 PLANTLAY OUT**

The arrangement of all machinery in the workshop are so as to get maximum output from its;

The office of the quality controller opposite of all machine so, quality controller has directly able to see the original work of the employees, it is very carefully arranged its work facilities and personnel for done work effectively and efficiently.

**2.7 INSTALLED & UTILIZED CAPACITY**

**"Khushboo cool products pvt.ltd."** its authorized share capital is Rs.15,000,000 and its paid up capital is Rs.15,000,000 .It is involved in manufacture of beverages.

**2.8 QUALITY CONTROL & INSPECTION**

Quality control is the best user for business because; Quality is reputation of the unit. Sample testing for chemical & physical analysis etc. are done by outside agency on regular basis.

Quality control department **of "KHUSHBOO COOL PRODUCTS PVT.LTD.** checks the quality of the products with the help of equipments. Quality person checked out any defect in product.

.

* To achieve 100% on time delivery.
* To achieve no defect in supplied product of customers.
* To achieve 100% satisfaction on the customers.To reduce customers complaints up to zero.

**HUMAN RESOURCES DEPARTMENT**

******

**INDEX**

|  |  |  |
| --- | --- | --- |
| **No.** | **Section** | **Pg.no.** |
| 3.1 | Introduction |  |
| 3.2 | Organization Structure |  |
| 3.3 | Employee details & classification |  |
| 3.4 | Recruitment, Selection and Induction |  |
| 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 |  |

**3.1 Introduction**

Human department involves procedure and practice through which human resources are managed to workers the attainment of the individual social and organizational goals .Personnel department involves determining the organizational human beings need, determining and selecting the best employee to work.

In **"KHUSHBOO COOL PRODUCTS** **PVT. LTD”** The management of personnel is done by personnel manager. The activities of recruitment selection, wages, training etc. are performed by the department manager

**3.2 ORGANIZATION STRUCTURE**

The following is the organization structure of **KHUSHBOO COOL PRODUCT PVT. LTD.**

Khushboo Cool Product Pvt. Ltd. consists of line &staff type of org. HRM department is under direct control vice president, senior manager responsible for vice president inKhushboo Cool Product Pvt. Ltd. Here the main functions followed by personnel department are:

1.To identify the actual requirement of personnel &than fulfilling it with appropriate &efficient personnel.

2.To lay down the recruitment procedure.

3.To conduct interview for selection of efficient person.

4.To deal with the matter relating to transfer &promotions.

5.Wage &salary administration.

6.Job description.

7.To maintain the personnel record.

**3.3 EMPLOYEE DETAILS & CLASSIFICATION**

**3.4 RECRUITMENT, SELECTION AND INDUCTION**

**RECRUITMENT:**

Recruitment is the process of searching for prospective employees and stimulating them to apply for jobs in the organization. Scientific recruitment lead to the development and maintenance of satisfied work force, increased production and productivity, reduced cost of production per units of output and increase in the total earning of the employees.

**RECRUITMENT KHUSHBOO COOL PRODUCT:**

In the **KHUSHBOO COOL PRODUCT PVT. LTD.** It, there is on special method or procedure of recruit. In this industry the employees are recruited on the base of their experience and ability. Sometimes employees are also recruited considering their working performance. Many times those employees are also recruited who are relative of current or working or present employees. In the sheetal industry the recruit procedure is performed easily. In sheetal industry there are two types if recruitment:

**Internet**

**External**

**SELECTION:**

Selection is the process of selecting the right man for each job which is vacant.

After application of required number of employees are secured. Through deferent method of requirement, selection process begins. The main objective of selection procedure is to find the right man for each job. The selection procedure must be performed scientifically. The efficiency and profitability of the concern depends mainly on proper selection of the personnel. Hence the need for scientific of selection.

**Selection iN KHUSHBOO COOL product:**

Selection procedure in Khushbu cool product pvt.ltd industry is performed only in certain circumstances. When there are many employees more than requirement, the selection procedure is performed.

Selection of employee performed done on the basic of his time of working experience, ability and some special qualities than any other employee for special job etc.

**3.5 TRAINING AND DEVELOPMENT PROGRAM**

**TRAINING:**

Training is an act of increasing the knowledge and skill of a worker for doing certain job. Its an act of importing knowledge as regards the methods of doing a job.

The term TRAINING is the aptitudes, skill and abilities of employees to perform specific job are increased. In other words, training is an organized procedure by which people acquired knowledge or skill for definite purpose.

**TRAINING IN KHUSHBOO ICE-CREAM**  **:**

In **KHUSHBOO COOL PRODUCT PVT. LTD.** The function of training performed only when there arise a need.

When any employee join the for a month he works as a trainee means he work under the operator whenever he makes mistake, operator give him induction and support him to learn more and about his work sometime in certain situation. Current employee also performs as trainer.

**3.6 JOB DESCRIPTION**

Job description is the organized and real prospectors of duties and responsibilities of any specific job.

Job specification means all the qualification of the employee.

**JOB DESCRIPTION & JOB SPECIFICATION**

**Production manager:-**

Qualification : engineer

Responsibility & authority : maintain the quality of production.

**H. R. Manager:-**

Qualification: MBA with H. R.

Responsibility & authority : Requirement, Training, Selection

**Marketing Manager :-**

Qualification : MBA with training

Responsibility & authority : Target market & satisfaction of consumer

**Finance Manager :-**

Qualification : MBA with finance

Responsibility & authority : optimum utilization of fund.

**3.7 PROMOTION AND TRANSFER**

**PROMOTION**

The promotion refers to the upward shifting of personnel where his salary responsibly will be higher than before.

**KHUSHBOO COOL PRODUCT PVT. LTD.** There is 0 Policies to promotion to 1 to 2 employees from each department every year. Promotion is given on the basis of department heads recommendation. They recommend to the directors and the directors take the final decision for promotion. The important factors which are considered for promotion of an employee are his experience Performance & Skills.

| **Particular** | **2013 - 14** | **2015 – 2016** |
| --- | --- | --- |
| Employee | 150 | 200 |
| Promotion | 8 | 20 |
| Transfer | 1 | 5 |

**TRANSFER:**

Transfer refers to the horizontal shifting of an employee without any change in the salary stats responsibilities and authorities of the employee.

In case of transfer policy, **KHUSHBOO COOL PRODUCT PVT. LTD.** does not feel the need to have one. An employee is not transferred under general circumstances but in some case like if a worker is needed at one sales branches at a place, in the worker is provided from other place to satisfy the branchs need.

**Example:-**

If there is shortage of a service engineer in Derdi. Then a personal is transferred from Ahmadabad to Amreli for this reason.

**3.8 WAGES AND SALARY ADMINISTRATION**

In Khushboo icecream wage paid to worker at the end of the month. In Industry, manager pay wages to worker per month the labour or worker works full time of month get Rs.6000.

The fitter get Rs8000. per month. IT is fixed salary. Of course, when he is not present on the job in the firm, he loses the salary of time of absence.

Rs. 1800 paid to the Accountant of the khushboo Icecream as his salary.

The khushboo Icecream pays Rs. 3500 to office boy per month.

**3.9 E.S.I.SCHEME**

Employees are the crucial part of any company. So employees life is also important for them, their families as well as company also. While working in the company employees may have some types of risk, especially for those workers who work in production department. If any accident occurs during the working hours, the company has responsibility to provide hospitality to them.

The employees service insurance scheme has introduced by the Indian government for those firms who have more than 20 employees. So we can say that it is compulsory for the all large scale firms.

In the Khushboo Cooling Products Pvt. Ltd. for E. S. I. Scheme 2.25% of the amount decocted from employees salary and company adds 5% this makes Total 7.25% salary for E.S.I. scheme. During working hours if an accident took place and worker become handicapped then as per this scheme all types of help received by him. If he admitted to his received during that time his salary is not cut.

**3.10 PROVIDENT FUND SCHEME**

**Khushboo Cool Product Pvt. Ltd.** A provident fund scheme to his employees give 12% of his salary in a p. f. scheme and company also provident a same amount in account of employees and also give a interest on amount of a provident fund.

**3.11 GRIEVANCE HANDLING PROCEDURE**

A grievance is any dissatisfaction or discount whether expressed or not, whether veiled or not, arising out anything connected with the company which an employee thinks, believes or even feel too he unfair, unjust or inadequate.

To handle such grievances, the **Khushboo Cool Product Pvt. Ltd.** has Special procedure

**3.12 TIME KEEPING SYSTEM**

**KHUSHBOO COOL PRODUCT PVT. LTD.** Thin Old is Gold but time is super Gold time keeping system as under.

| **Shift** | **Timing** | **Hours** |
| --- | --- | --- |
| First | 8:00 am to 4:00pm | 8 |
| Second | 12:00pm to 8:00am | 8 |

In this working hour company provide 1:30 hours for break time to lunch or dinner.

**WEEKLY OF DAY:-** WEDNESDAY

**3.13 EMPLOYEE BENEFITS & SERVICES**

Every industry do somethings for benefits of employees. In every industry some step are taken for benefit of employees. The purpose of this facility is to attract motivate the employee to give the best effort. The main benefits are can tine medical facilities, resident, bonus, promotion etc.

**KHUSHBOO COOL PRODUCT PVT. LTD.** Give the benefits of residency to its employees. Employees are residing in this residential area.

In this industry the benefits of can tine is also provided to the employees. The employees can get freshness in the can tine. The employees can get freshness in the can tine.

In some cases the benefits of promotion also provided to employees, but his benefits is given to only those industries that works long time in this industry and his experience is more than other employees.

The bonus facility is provided when the season is over or when annum is over.



**INDEX**

|  |  |  |
| --- | --- | --- |
| **No.** | **Section** | **Pg.no.** |
| 4.1 | Introduction |  |
| 4.2 | Organization 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 |  |

**4.1 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** and create value for their customers and for themselves.

Marketing is used to identify the **customer,** satisfy the customer, and keep the customer. With the customer as the focus of its activities, **marketing management** is one of the major components of business management.

**4.2 ORGANIZATION STRUCTURE**

Marketing management represent an important function area of business management efforts for the flow of goods and services from the products to the consumer. It looks after the marketing system of the enterprise.

Marketing management has to implement marketing strategies, programmers and campaigns. It must evaluate the effectiveness of each part of marketing mix and introduce necessary modifications to remove discrepancies in the actual execution of plan, policies, strategies, procedures and programmers.

Marketing management has to plan and develop the product on tje basis of known consumer demand. It has to build up appropriate marketing plan or marketing mix to fulfil the goals of the business. It has to formulate sound marketing policies and programmers. It looks after their implementation and control. In essence, marketer is a manager of customer demand in a changing business world.

**4.3 PRODUCT PLANNING**

Product planning means planning for the product. That is to decide what type of product is to be produced or what needs or requirement the product is to satisfy and for whom the product is meant. The product is most tangible and important component of the marketing programmed. Product planning activity includes making in the following decisions.

* Which product should the firm make and which to buy?
* Should the company expand or simply its product line?
* What new user or there each product it means increasing the marketing of each product
* Which brand label and package should be used for each product?
* How the product should be priced?

In **KHUSHBOO COOL PRODUCT PVT. LTD.** Product planning is done in such a way that the product becomes easily available to its users. Generally all the planning decision is taken by the head officer.

**4.4 MARKET SEGMENTATION**

Market segmentation is method for achieving for achieving maximum market response from limited marketing resources by recognizing differences in the response characteristic of various part of the market. In a sense, market segmentation is the strategy of divide and conquer i.e. dividing market in order to conquer them.

This company has done segmentation of market very systematically.

**GEOGRAPHICAL:**

Geographical segmentation calls for dividing market in state region, country etc. Here division is done as:

* Saurashtra i.e. Local market.
* National market.
* International market.

**4.5 PRICING POLICIES**

Pricing decision is very important decision in whole managerial and administration decision.

Pricing decision taken by formulating price policy. Price policy is formulated by keeping in the mind the future policies are guidelines for achieving the objective, policies are to suitability worked out considering various practical situations. So, different pricing policies may be adopted to meet the different long term objective. There is mainly three methods use for pricing.

1.Cost oriented pricing.

2. Competition oriented pricing.

3. Demand oriented pricing

**Pricing Policies in Khushboo Industries :-**

To taken pricing decision Khushboo Industry uses Demand oriented pricing policy. It is because of it that Sheetal established for long term.

**4.6 DISTRIBUTION MANAGEMENT**

The term marketing is concerned with the market and related activity.

Every industry tries to satisfy the need and want of consumer by establishing separate marketing department.

There are many ways of channel of distribution :

Manufacturer

Agent(agency)

Retailer

Consumers

**4.7 SALES PROMOTION**

Sales promotion refers to all the activity for incensing the total sales & demand of products. Khushboo Cool products also promote such type of sales promotion activity. Sheetal cool product takes part in held during different type of exhibition like on 15th Aug and 26th Jan. It also takes part in science & health fairs. This is done in order to create awareness among the people for use of pasteurized milk rather than raw milk.

They also gave milk to the people for taste in free during these exhibition and fairs to deterrent tastes pasteurized milk and raw milk.

Now days in the competition are sales promotion activity become most powerful in any of the organization to promote the sales. This industry also tries it best for sales promotion.

**4.8 ADVERTISING**

**Meaning of advertising:-**

To increase the sale of any units product the advertising plays very important role. By add, we can introduce other about industries and its product. The advertisement is a powerful tool to attract consumer to the particular industry or its products.

Advertising can be done through,

1.Newspapers

2.Poster

**Advertising in Khushboo cool product:-**

Sometimes marketing manager of khushboo Icecream informs people about their product by in newspaper like GUJARAT SAMACHAR.

**4.9 MARKETING RESEARCH**

It deals with the research on the consumer demand. Behaviour and attitudes of consumers and dealers at the marketplace, analysis of sales data, analysis of market share of the firm, etc.

Research is the process of gathering, recoding and analysing of critical and relevant facts about any problem in any branch of sheetal activity. It indicates critical and searching study and scientific investigation of a problem, a proposed course of action, a hypothesis or a theory.

Market means actual and potential customers. Market research is the systematic and intelligent investigation or the study of the who, what, where, why, when and how of actual and potential buyers.

**4.10 INTERNATIONAL MARKETING**

**FINANCIAL DEPARTMENT**

****

**INDEX**

|  |  |  |
| --- | --- | --- |
| **No.** | **Section** | **Pg.no.** |
| 5.1 | Introduction |  |
| 5.2 | Organisation structure |  |
| 5.3 | Capitalisation |  |
| 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 budgets |  |
| 5.7 | Operating Leverage Analysis |  |
| 5.8 | Profit and Dividend |  |
| 5.9 | Fund Raising |  |

**5.1.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 **“VIMAL ENGINEERING BEARING 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.

**5.2 ORGANIZATION STRUCTURE**

Finance old the key of all activities the path of success is greased with money. Money is an aim or a leg; you either use it or lose it.

Financing is the process of organization the flow of fund so that a business can carry out its objective in the most efficient manner and meet its obligation in the most efficient manner and meet its obligations as they fall due.

Finance guides and regulates investment decision and expenditure. To get the best out of the available fund is the major task of finance manager. Finance is the common denominator of the vast range of corporate plan must be expressed in the financial terms.

Finance management today is recognized as the most important branch of business administration. Finance management provide the best guide for the future resource allocation by firm.

**5.3 CAPITALIZATION**

This capital comprises value of share of different class +bands and debenture + amount long-term loan + value of surplus.

The capitalization of a company is just equal to its requirement; if it is more or less then the requirement then it is not good for the co. The capitalization of the co. Is just equal to its requirements.

In Khushboo Cool Products Pvt. Ltd. there is neither over capitalization not under capitalization. The total capital is just equal to its requirement. So it is said that it is properly capitalized or fair capitalization.

Secured loans from banks 02.00 lakh

Fixed Assets 02.50 crore

Cash and Bank 40.00 lakh

Working capital is may be regarded as the life blood of a business. Capital is the excess of current assets over current liability in accounting. Capital is the difference between the inflows & outflows capital decides the amount and competition of assts and managing them.

**5.4 CAPITAL STRUCTURE**

The term capital structure refers to the proportion of debt and equity capital in the total capital of the firm. Capital structure says that how much proportion of owned capital and borrowed capital the firm should invest to meet its financial need more effectively and effectively. The capital structure affects the total value of the firm. So the firm should select such a capital structure is referred to as the optimum capital structure. The optimum capital structure may be defined as that capital structure or combination of debt and equity that leads to the maximum value of the firm.

The capital structure of **“Khushboo Cool Product Pvt. Ltd.”** is very sound and is having the characteristics like profitability, solvency, flexibility, control, etc.

**5.5 FIXED ASSETS MANAGEMENT**

The ratios companys fixed assets to respect to generating sales. It shows the efficiency and portability of business, the total fixed assets are compared to sales. T assets turnover the higher the yearly turnover rate the better the fixed assets turnover ratio because the more efficient is the use of fixed assts. It indicates higher efficiency. If the sales are less as compared to investment in fixed assets, it means that fixed assets are not adequately utilized in business.

Fixed Assets turnover ratio = Net sales / Fixed Assets

| **Year** | **2012-13** | **2013-2014** | **2015-2016** |
| --- | --- | --- | --- |
| **Net Sales** | 5,35,00,000 | 15,12,00,000 | 22,15,00,000 |
| **Fixed assets** | 2,50, 00,000 | 3,40,00,000 | 4,00,00,000 |
| **Fixed turnover ratio** | 2.25 | 5.83 | 8.30 |

The company has increased fixed assets turnover ratio in year by year. So it is good for the company.

**5.5.1 Capital Budgeting**

Capital budgeting is the most important and complicated problem of managerial decision. Because it is concerned with designing and carrying out through a systematic investment programs. It involves the planning of such expenditure, which provides yields over a number of years. The firms investment decision would generally include expansion, acquisition, modernization and replacement of the long term assets.

There are two types of methods for evaluating a project:

* **Discounted Method:-**

1.Pay Back Period

2.Average Rate Return

* **Non-Discounting Method:-**

1.Net Present Value

2.Profitability index

3.Internal Rate Of Return

Capital budgeting decision pertaining to fixed and long term assets which by definition refer to assets which are in operation and yield a return over a period of time, usually exceeding one year. They there for, involve a currant outlay of cash resource in return for anticipated flow of future benefits. In other words, the system of capital budgeting is employed to evaluate expenditure decision which time longer than one year. These benefits may be either in the form of revenue or reduced cost. Management there for includes addition, disposition, modification, and replacement of fixed assets.

**5.5.2 Review of last Capital Project**

**5.6 WORKING CAPITAL MANAGEMENT**

**5.6.1 Management of Inventories:-**

***ABC Analysis*:**

The ABC analysis is based on the proportion

Managerial time and effort are scare and limited and

Some item of inventory is important than other.

The ABC system classified various inventory items in to three sets or group of priority and allocates managerial efforts in proportion of priority. The most the most important item is classified as a, there of intermediate important are classified as B, and the remaining item belonging to different group in that order of priority. Utmost attention is requiring for class A, followed item in calls B and the remaining item in class C.

***Group A:***

It includes those items which are very important and of high but from use a small proportion of total quantity of inventory.

***Group B:***

It includes those items which are less important and low value but from use large proportion of item then group A.

***Group C:***

The remaining item most is placed in category C.

**5.6.2 Management of receivables:**

In present competitive economic system, credit sales are essential unless Good sold is in short supply. The money involved in receivable is blocked till future issuing equity shares. Thus, there is an opportunity cost of receivable. However, credit sales are essential in order to meet the severe competition. So, management of receivable requires great care. It must be so managed that the benefit available from additional sales and the cost of fund raised to finance the additional credit coincide.

The objective of receivable management is to promote sales and profit until that point is reached where the return on investment in future funding receivable is less than the cost of fund raised to finance that additional credit. Due to the competitive pressures, it has forced to offer credit. Hence the goods are shipped; inventories are reduced due to which the account receivable is created. Receivable Management start with taking decision whether to grant credit or not.

**5.6.3 Management of Cash & Cash Budgets**

Cash management refers to the practices and techniques designed to accelerate and control collection, ensure promote deposits of receipts, improve control over disbursement method, and eliminate idle cash balances. The objective of cash management is to keep the investment in cash as low as possible while still operating the firms activities efficiently and effectively.

**Reasons For Holding Cash:**

**1.** Cash is maintained for compensating balances. Compensating balances are the bank balance that a firm must maintain to compensate the bank for service rendered or for grating a loan. A minimum required compensation balance at bank providing credit service to the firm may impose a lower limit on the level of cash a firm holds.

2. Cash is desirable because it offers more liquidity then other intrest bearing securities provide.

3. Suppliers frequently offer trade discounts for making payment early. From a financing viewpoint, the cost of not taking these discount is very high, so firm should always have enough cash on hand to take advantage of cash discounts.

4.An adequate supply of cash help keep the firms current and quick ratios high enough to maintain a good credit rating.

5.A firm should hold sufficient cash, neither more, nor less. If the firm holds cash, this excessive cash remains idle; this simply increased the cost without controlling towards the profitability of the firm. On the other hand, operation will be disrupted and ultimately profitability of the firm will be affected.

**Cash management includes the following four factors:**

**1.** Ascertainment of minimum cash balance.

2.Controlling cash inflows.

3.Controlling cash outflows.

4.Optimum investment of surplus cash.

**5.7 OPERATING LEVERAGE ANALYSIS**

**Operating Leverage = Contribution**

**EBIT**

**Findings:-**

| **Particulars** | **2013-14** | **2014-15** | **2016-2017** |
| --- | --- | --- | --- |
| Sales | 10,35,00.000 | 15,12.00,000 | 22,15,00,000 |
| Variable Cost | 8,00,00,000 | 8,96,68,400 | 9,39,01,142.53 |
| Contribution | 12,73,755.00 | 14,92,431.00 | 20,05,944.00 |
| EBIT | 2,57,34,622.27 | 5,04,38,123.65 | 6,35,64,668.77 |
| Operating Average | 0.0528 | 0.0567 | 0.0490 |

**Contribution = Sales  Variable Cost**

2013-14 = 10,35,00,000- 8,00,00,000 = 2,35,00,000

2015-16 = 15,12,00,000  8,96,68,400 = 6,15,31,600

2016-17 = 22,15,00,000  9,39,01,142,52 =12,75,98,858.47

**FINANCIAL LEVERAGE**

**Year 2013-14 2015-16 2016-17**

**EBIT = 14,30,600 18,70,000 25,30,000**

**EBT 97,500 4,62,000 2,10,800**

=Ans 14.67 4.047 12.00

**CAPITAL GEARING RATIO**

**Year 2013-14 2015-16 2016-17**

**Fixed chg. Bearing cap. = 18,50,000 20,30,000 32,50,500**

**Eq. Sh. Cap. 15,00,000 17,00,000 20,00,000**

**=**Ans 1.23 1.19 1.63

**FIXED ASSETS RATIO**

**Year 2016-17**

**Short + long term loan = 32,58,9600**

**Fixed assets 1,50,00,000**

**Ans = 0.2172**

**5.8 PROFIT AND DIVIDEND**

**ANNEXURE  A: PROFIT & LOSS A/C**

| **Particular** | **1st Year** | **2nd Year** | **3rd Year** |
| --- | --- | --- | --- |
| Income | 2,35,00,000 | 6,15,31,600 | 12,75,98,858.47 |
| Salary & Job Charges | 456167.17 | 52431.08 | 60786.12 |
| Excise Duty | 1776.57 | 1285.80 | 11143.48 |
| Income From Financial  Operation | 337.77 | 360.47 | 404.99 |
| Other | 726.55 | 444.81 | 275.77 |
| **Total** | **44454.92** | **51950,56** | **50323.40** |
| Expenditure | 65845.12 | 68746.45 | 89654.47 |
| Consumption of RM | 23611.85 | 296673.28 | 26617.44 |
| (Increase) / Decrease In Stock | 424.70 | 307.73 | (1532.69) |
| Purchases | 3093.56 | 2216.49 | 2388.64 |
| Mfg. & Other Expenses | 11225.45 | 13376.46 | 14541.21 |
| **Total** | 37506.16 | 43573.96 | 42014.60 |
| Profit Before Financial Charges,  Depreciation &Tax | 6948.76 | 8376.80 | 8308.80 |

| Financial Charges | 787.05 | 1243.84 | 1040.87 |
| --- | --- | --- | --- |
| Profit before Dep. & Tax | 6161.71 | 7132.76 | 4523.40 |
| Depreciation | 2245.21 | 2707.81 | 1245.62 |
| Net Profit Before Tax | 3916.5 | 4724.95 | 3990.15 |
| Provision For Tax  Current  Deferred  Earlier Year | 3.00  986.01  0.98 | 163.00  703.00  0.00 | 296.00  181.09  62.23 |
| Net Profit After Tax | 2926.51 | 3858.95 | 3450.83 |
| Balance B/F | 76.27 | 28.42 | 107.46 |
| **Balance For Application** | **3002.78** | **3887.37** | **3558.29** |

**5.9 FUND RAISING**

**ANNEXURE  B BALANCE SHEET**

| **Particular** | **1st Year** | **2nd Year** | **3rd Year** |
| --- | --- | --- | --- |
| Sources of Fund  Owners Fund  Reserve & Surplus | 6845.65  25636.25  30482.55 | 25896.45  26214.15  30908.01 | 24936.78  16485.15  32463.8 |
| Loan Funds  Secured Loan  Unsecured Loan | 7224.22  9336.48  4764.55 | 64638.08  9939.26  7224.22 | 16485.15  20721.26  11453.02 |
| **Total** | **44583.58** | **48071.49** | **64638.08** |
| Application of Fund  1. Fixed Assets | 58266.48  48593.14 | 69421.36  36547.69 | 25869.15  36582.15 |
| Gross Block  Less : Depreciation | 43320.78  18783.39 | 55986.81  21000.06 | 68787.44  25348.54 |
| Net Block  Less: Lease Adjs. A/C | 24537.39  6.89 | 34686.12  0.00 | 43438.90  0.00 |
| 2. Investment | 4070.30 | 3284.61 | 8204.32 |
| Current Assets | 1526.15 | 2639.15 | 9254.6 |
| Inventories | 5878.52 | 5123.24 | 8643.11 |
| Sundry Debtors | 3423.73 | 3797.57 | 4806.76 |

| Cash & Bank Balance  Loan & Advances | 4457.39  5915.06 | 1000.27  7352.98 | 1719.20  6508.06 |
| --- | --- | --- | --- |
| Less : Current Liabilities  Provision | 3325.99  761.51 | 4292.90  1429.04 | 511.41  1220.23 |
| Deferred Tax Liabilities  Misleading Expenses | 3507.73  98.12 | 4210.73  101.55 | -  204.01 |
| **Total** | **44583.58** | **48071.49** | **64638.08** |

****

Future plan of **Khushboo Cool Product Pvt. Ltd.** are as follows:

1.Khushboo Cool product believe in team work and build team completive enough to them salver in organization.

2. Khushboo Cool product considered employee as individual assets and believe developing skill of the employee.

3. They want to develop skill by providing training and offering stimulating enticement for professional growth.

4. The management of Khushboo cool product adopts open approach for accessibility.

5. The employee can approach management it they face any difficulty.

It is transference that Khushboo cool product believes in.

******

******

In the firm there should be a proper manpower planning.

* It should try to establish the branches in competitive market, so it will increase their profit.
* It should increase its operating income by reducing its expenses.
* Improve the proprietary ratio and reduce the risk of creditors.
* It has required increased the assets by reducing the unnecessary expenses for future plan.
* Increase the advances, which is beneficial for the firm to meet cash requirements from the outside.
* Increase the fixed assets more because low fixed assets are indicates the warning signal for the firm.
* Required increasing the capital turnover ratio for making profit in future.





**WEBSITE:**

www.Khushbooicecream.com

**REFERENCE BOOKS**

* Kotler Philip,

Marketing Management, Prentice-hall of India Pvt, Ltd. New Delhi.

* P. C. Tulsian,

Finance Accounting, Tata Mc Graw Hill, Delhi.

* R. Varma,

Personal Management, Prentice hall of India Pvt, Ltd. New Delhi.

* Arun Monappa,

Industrial Relation, Tata Mc Graw Hill, Delhi