



AN INDUSTRIAL TRAINING REPORT

ON

KHYATI ARTS

PREPARED BY

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GUIDED BY

MS. SAPNA DEVANI

SUBMITTED TO

FACULTY OF BUSINESS AND COMMERCE

DEPARTMENT OF MANAGEMENT

ATMIYA UNIVERSITY

RAJKOT



ATMIYA UNIVERSITY

(Established under the Gujarat Private University Act II, 2018)

Yogidham Gurukul, Kalawad Road, Rajkot - 360005, Gujarat (INDIA)

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Certificate

This is to certify that Mr./Ms. Dharmesh A. Dholakeya
with Enrollment no. 200302014 of
Program BBA (Honours), Branch Management, Semester 4
has satisfactorily completed his/her Project Report Titled
Industrial Training Report on Khyati Arts
in the Course Project Report & Presentation II Course Code
18BBHCC403 for the term ending in the month of
April, Academic year 2021 - 2022.

Remarks:

Date

Faculty In-charge

Head

TO WHOMSOEVER IT MAY CONCERN

TRAINING CERTIFICATE

THIS IS TO CERTIFY THAT MR. DHARMESH AJAYBHAI DHOLAKIYA STUDENT OF ATMIYA UNIVERSITY, RAJKOT - HAS UNDERGONE TRAINING IN OUR FIRM M/S. KHYATI ARTS FROM 14/02/2022 TO 19/02/2022.

DURING THE TRAINING, HE HAS STUDIED THE WORKING SYSTEM OF OUR DEPARTMENTS TO FULFILL HIS REQUIREMENT OF SUBMITTING THE PROJECT REPORT.

DURING HIS VISIT TO OUR OFFICE, WE FOUND HIM INTELLIGENT, SMART AND STUDENT WITH GOOD GRASPING POWER. WE WISH HIM A GOOD AND SUCCESSFUL FUTURE.

FOR,

KHYATI ARTS



RAJKOT.

DECLARATION

I am the undersigned **DHARMESH AJAYKUMAR DHOLAKIYA** the student of BBA(H) SEM-4 here by declared that the industrial visit project **KHYATI ARTS COMPANY** is my own work and has been carried out under the effective supervision and guidance of **MS. SAPNA DEVANI** of **ATMIYA UNIVERSITY**.

This work has not been previously submitted to any other institution or any other university for any other purpose.

Date:

Place:

Dharmesh Dholakiya

ACKNOWLEDGEMENT

I am very grateful to all the people who have supported me and directed me to prepare my project report.

First of all I would like to thank our principal sir, who gave me the certificate and permission to prepare this project report.

I am thankful to my project guide **Ms. Sapna Devani** and **Atmiya university** too. After that I would like to thank the Business head of my industry **MR. Dipesh Gohel** who gave me the information for this project report.

And at last, I would like to thank my parents, sibling, and my friends who have helped me and co-operated with me during preparation of this project report.

Date:

Place:

Dharmesh Dholakiya

PREFACE

I am a student of BBA[H] SEM-4 a professional degree course. It implies that whether the study real environment of a business organization.

I have selected a manufacturing company and visited the unit prepared project report on it. This company manufacturing the product of Art supplies, Tailoring supplies, Drawing supplies ,Office supplies ,School supplies ,Paper supplies and I prepared a report on it.

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01.INTRODUCTION

KHYATI ARTS is a powerful combination of Tradition, Ethos and Experience. Today as one, we're smarter, faster and stronger than ever—and determined to become more so.

KHYATI ARTS is a leading manufacturer of Arts products. Headquartered in Rajkot, Gujarat - INDIA, has state-of-the-art manufacturing unit at the Rajkot. with teamwork of 100 plus employees.

We have created a value-based enterprise uniquely positioned to provide customers with innovative solutions that deliver best arts tools, quality and value for their product. We continue to transform ourselves through aggressive productivity improvement, leading-edge technologies and sustained customer relationships.

Having dedicated ourselves at knocking down any barriers that come across our way from reaching the potential, we have moved quickly and decisively and are committed towards creating the group image & customer values.

02.HISTORY & DEVELOPMENT OF UNIT

Khyati Arts was established in 1958 with small retail outlet, **KHYATI** has grown in many fields. Quality & quantity assurance, committed supply, excellent after sales, commitment towards valued customers are major factors of success. This has made its way for sound dealers network throughout India.

Currently **KHYATI** enjoys relationship with 3+ super stockiest, 100+ distributor, 4000+ dealers in 200+ cities of India. **KHYATI** is also enjoying its presence in Dubai, Muscut, Israel, Kenya, Uganda, Egypt, Sri lanka, Nepal, and Bhutan.

03.COMPANY PROFILE

01.NAME OF THE COMPANY:

KHYATI ARTS

02.ADDRESS:

63, SHRINATHJI INDUS. ESTET,
PARDI PADAVALA ROAD,
LOTHDA – 360024,
DIST.: RAJKOT (GUJARAT)

03.TELEPHONE NO.:

94272 09663

04.EMAIL ID:

info@khyati-india.com

05.FORM OF ORGANIZATION:

PROPWRTIER

06.COMPANY OWNER:

DIPESH GOHEL

07.SIZE OF UNIT:

MEDIUM SCALE

08.YEAR OF ESTABLISHMENT:

1996

09.WEEKLY REST DAY:

WEDNESDAY

10.NUMBERS OF WORKIINNG HOURS:

9 AM TO 6 PM

11.TOTAL NO. OF EMPLOYEE:

100+

12.TURN OVER:

9 CR.+

04. ORGANIZATION STRUCTURE

An organizational structure defines how activities such as task allocation, coordination, and supervision are directed toward the achievement of organizational aims.

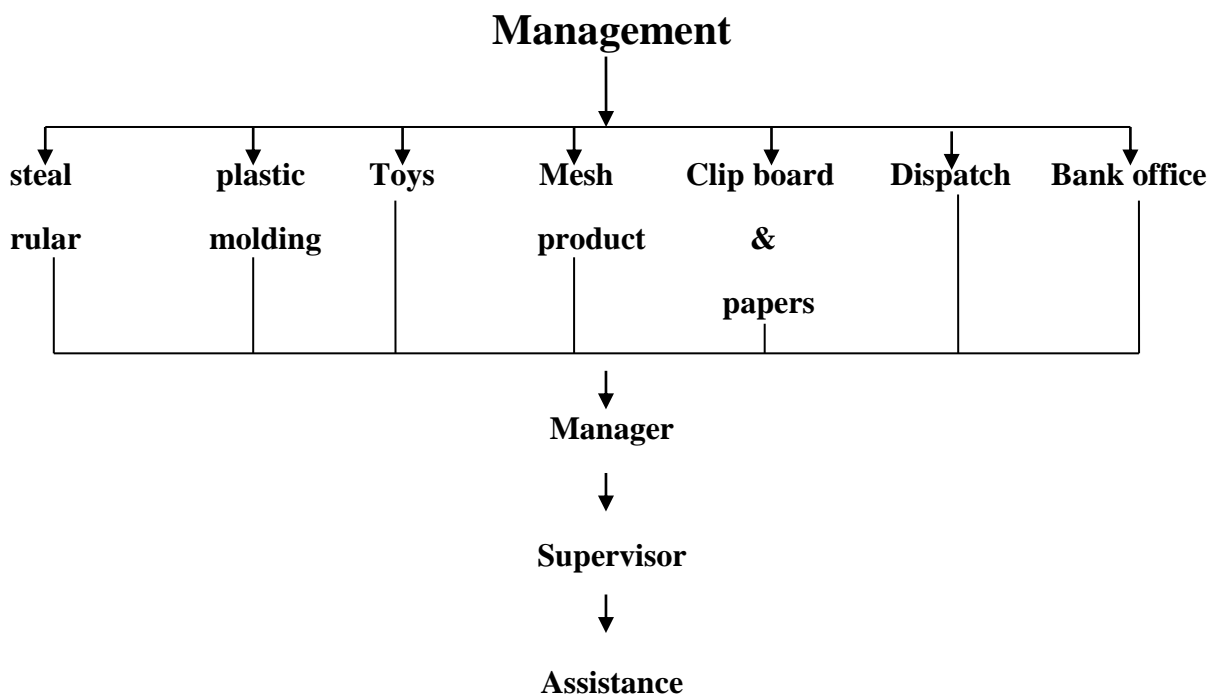
Organizational structure affects organizational action and provides the foundation on which standard operating procedures and routines rest.

Method:

Five common approaches —

- functional,
- divisional,
- matrix,
- team,
- networking—help managers determine departmental groupings (grouping of positions into departments).

The five structures are basic organizational structures, which are then adapted to an organization's needs.



05. TIME KEEPING SYSTEM

A timekeeping system automates the process of the time recording at the workplace.

It maintains a fair and accurate record of the regular time in and time out entries of the employees.

This record provides you an insight about the number of hours an employee spends at the workplace.

06. VISION & MISSION

VISSION:

Khyati is India's one of the leading companies in the stationary segment. We are manufacturing wide range of stationery products like art accessories, drawing instruments, school & office stationary, paper stationery, paper stationery and many more. We support the national drives "Make In India" and "Swatch Bharat". It will lead to the creation of many job opportunities and also boost India's economic growth. We believe in manufacturing ergonomic and aesthetic products at an economical cost with superior quality to take care of satisfaction of customers. Satisfaction of customers is our prime concern.

MISSION:

Our mission is to introduce minimum 10 innovative ergonomic products with super quality every year in area of office stationery, drawing stationery, art stationery, craft stationery, etc. New innovations and inventions will add the flavour of uniqueness to our product collection. To support all the people who are connected to **KHYATI** as we strictly believe that our growth is in their growth.

07. LOCATION OF THE COMPANY & ITS BENEFITS

Location of the company is give so benefits like, its free or low-cost and highly targeted. Get to know your customers better. Reward loyal customers, attract new customer, attract lots of customer, convert impulses to sales, even out 'bumps' in trade , become a 'local legend' etc...

KHYATI ARTS firms' location is outside of the town because it is near to transport office so they can easily pass the products cartoon.

08. SOCIAL RESPONSIBILITY

Social responsibility means that business, in addition to maximizing shareholder value, should act in a manner that benefits society. Socially responsible companies should adopt policies that promote the well-being of society and the environment while lessening negative impacts on them.

KHYATI ARTS is not doing any social activities.

09. AWARDS & ACHIEVEMENTS

Winning a company award is a **direct reflection of the hard work and dedication that employees put into their roles every day.** Recognizing the win allows employees to take part in the company's success and take pride in the work place they have built with their team.

Company's achievement means the level of financial performance EBITDA (earnings before interest, taxes, depreciation and amortization) against targets established by the company, in its sole discretion, for that year based on the scope of a participant's role within the company.

KHYATI ARTS have not any award and achievement.

10. PRODUCTS IN SALE

Art supply:



easel pro

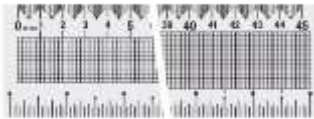


play dough



ovel

tailoring supply:



graph scale 45cm

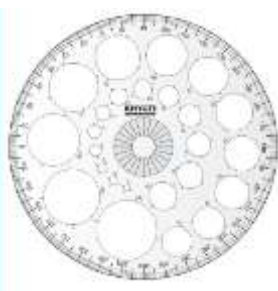


designer curve

drawing supplies:



Roll-n-draw 30 cm



pro circle big

Office supply:



Classic



tape cutter & cartoon sealer

School supply:



Laminated school series



steel rulers

Paper supplies:



Gift wrapping book



gift envelope

Production
department



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01.INTRODUCTION

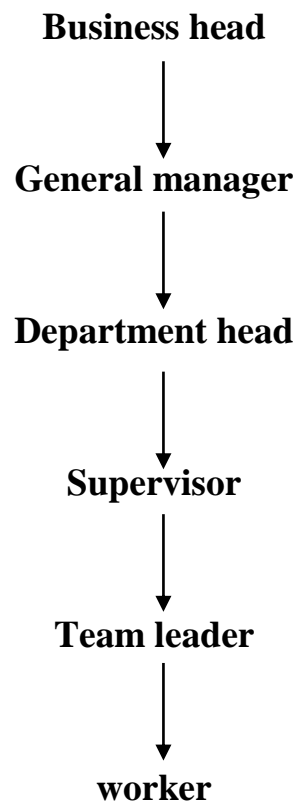
A production department is a group of functions within a business that is responsible for the manufacture of goods.

The production department can be the largest organization within a business.

It may employ mechanics, machine setup specialists, maintenance personnel, and machine operators.

02. STRUCTURE OF PRODUCTION DEPARTMENT

Structure:



03. RAW MATERIAL DETAILS

Sheet:

- 202 half hard stainless steel (use for scale making)
- Thickness :
 - 0.5 (15 cm & 30 cm rulers)
 - 0.7mm (15 cm, 30 cm & 60 cm rulers)
 - 0.9mm (15 cm, 30 cm, 60 cm, 100 cm rulers)
 - 1.4mm (15 cm, 30 cm, 100 cm, 120 cm, 200 cm, 150 cm, 500 cm)

Plastic:

- Telerin hips 2nd grade (use for tailoring scale making)

Dough :

- Menda, salt, colour, chemical (use for making clay)

4.RAW MATERIAL SUPPLIERS

STEEL SUPPLIER:

Neeraj steel , Rajkot

TELERIN SUPPLIER:

M. Tech. Royal Enterprise & Shyam Auto, Rajkot

PLASTIC SUPPLIER:

SYNTRONE, G.P.P.S, P.P., A.B.S. & MASTERBATCH (for colour)

DAUGH SUPPLIER:

Local retailers

PACKING MATERIAL SUPPLIER:

Denlar – Crystal container

Box–Mayur plastic

Cartoon –M.Tech. Topwell

05. MACHINERY & ITS SUPPLIERS

1) SHARING MACHINE (use for steel cutting)



Supplier: Mahavir tools, Rajkot

2) MOULD MACHINE: (to shape)

Supplier: Electron Nova

3) PRINTING MACHINE: (for printing)



Supplier: Kanvel , Mumbai

4) EACHING MACHINE:



Supplier: Ennovative, Ahmedabad

5) POWER PRESS:



Mahavir tools, Rajkot

06. PRODUCTION PROCESS

A production process is the method of using economic input or resources, like labor, capital equipment or land, to provide goods and services to consumers.

Steel products:

Step:

1) Cutting by big sharing machine



- In the first step, the sheets are cut in proper size

2) Sleeting



- In the second step, cutting of sheet is done as per the measurement of 3"*12". This is as long as 3 scales.

3) Debering (to polish)



- The third step is all about polishing of the strip. In this, the sharp edges are polished and make it blunt.

4) Printing (colour:- blue & black)



- This is the fourth step of the process. In this step, the fonts which are going to be engraved on the scale are colored by black and blue color.

5) Eaching machine

- In the fifth step of the process, the colored fonts are engraved on the scale with the help of Eaching machine



6) Washing machine



- After the process of engraving the fonts, the color need to be removed which is done by washing machine.

7) Shering machine

- Shering Machine cuts the strip into three and converts the scale into the original size which we see usually.



8) Power press



- This machine helps in making a hole on top of the scale and gives round shape at the top.

9) Grinder

- The final shaping is done in this step of the process. Grinder machine makes sure that the thickness of the scale is uniform.



10) polishing



- Polishing machine makes the scale perfect by removing any sharpness of the scale

11) final product

- In this step the product is finally ready for the packaging



12) Packing



- Now the final product is packed and ready for sell.

Tailoring products:

Steps: only printing & packing

Plastic products:

Steps:

- 1) Moulding
- 2) Printing
- 3) Packing

Dough products:

Steps:

Mixing the chemical, water & salt

- 1) Boil the mixture
- 2) Add menda in boiled mixture
- 3) Colour
- 4) Perfume
- 5) Filling in mould
- 6) packing

07. TYPES OF PRODUCTS

Khyati Arts manufacturing 5 types of products:

- 1) Art supply
- 2) Drawing instruments
- 3) Office stationery
- 4) School stationery
- 5) Tailoring supply

08. PRODUCT PACKING

Packaging is the science, art and technology of enclosing or protecting products for distribution, storage, sale, and use.

Packaging also refers to the process of designing, evaluating, and producing packages.

Packaging can be described as a coordinated system of preparing goods for transport, warehousing, logistics, sale, and end use.

Packaging contains, protects, preserves, transports, informs, and sells.

In many countries it is fully integrated into government, business, institutional, industrial, and personal use.

Importance:-

1. The primary purpose of packaging is to protect its contents from any damage that could happen during transport, handling and storage.
2. packaging has an important role in keeping its contents and consumers safe. Packaging should contain important information of the product and its safety.
3. Packaging counts an important part of the product brand and marketing.
4. Consumers are looking for fit-for-purpose packaging. They demand a functional, “life-saver” packaging that is incredibly user-friendly.
5. More and more consumers are paying attention to the packaging materials’ carbon footprint, re-usability and recyclability before making their buying decision.

09. QUALITY CONTROL

Quality control (QC) is a process by which entities review the quality of all factors involved in production. ISO 9000 defines quality control as "A part of quality management focused on fulfilling quality requirements".

KHYATI ARTS COMPANY set the norms for the quality control. Their employees are follow that norms to keep quality good.



HUMAN RESOURCES
Knowledge Empowers Excellence.

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01. INTRODUCTION

Human resources is the set of people who make up the workforce of an organization, business sector, industry, or economy.

The seven HR basics:-

Recruitment & selection.

Performance management.

Learning & development.

Succession planning.

Compensation and benefits.

Human Resources Information Systems.

HR data and analytics.

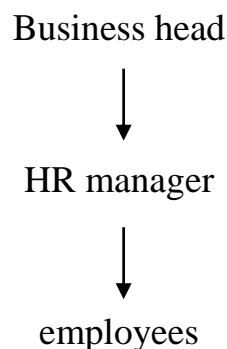
Training and development involves improving the effectiveness of organizations and the individuals and teams within them.

KHYATI ARTS company's HR department is handled by single employee.

02. ORGANIZATION OF HRD

The HRD structure include the following: the task structure, including the activities, their grouping and linkages. The manpower, including levels and competencies, experience etc. The role, role relationships, role clarity, role effectiveness and inter-role linkages.

At the organizational level, HRD maybe defined to include the activities and processes undertaken to promote the intellectual, moral, psychological, cultural, social and economic development of the individuals in an organization in order to help them to achieve the highest human potential as a resource.



03. RECRUITMENT, SELECTION, & INDUCTION PROCEDURE

Recruitment:-

Recruitment refers to the process of identifying, attracting, interviewing, selecting, hiring and onboarding employees. In other words, it involves everything from the identification of a staffing need to filling it. Depending on the size of an organization, recruitment is the responsibility of a range of workers.

In **KHYATI ARTS** recruitment process is done by HR & respective department head.

Selection:-

Selection is the process of choosing a qualified person for specific role who can successfully deliver valuable contributions to the organization. The term selection can be applied to many aspects of the process, such as recruitment, hiring, and acculturation.

In **KHYATI ARTS** selection process is done by HR & respective department head.

Induction:-

Induction is the process of introducing a new employee to the company culture and processes with the aim of bringing them up to speed as quickly as possible as well as making them feel socially comfortable and aware of their professional responsibilities.

In **KHYATI ARTS** induction process is done by HR.

04. TRAINING & MANAGEMENT DEVELOPMENT PROGRAMME

The short term and reactive process is training which is used for operational purpose while the long term process of development is for executive purpose.

The aim of training in HRM is to improvement of required skills in the employee whereas aim of development is to improve overall personality of the employee.

5 steps of process:-

Steps involved in Training and Development Process

- Need of training and development
- Goals and Objectives
- Method of Training
- Implementation of program
- Evaluation and constant monitoring

Training and management of the employee of KHYTI ARTS is done by their department head & supervisor.

05. PROMOTION AND TRANSFER POLICY

Promotion:-

It refers to upward movement of an employee from his current job position to another that is higher in pay, responsibility and hierarchy within an organization.

Promotion has an inbuilt motivational value

i.e. it elevates the status and power of an employee within an organization.

KHYATI ARTS company give the promotion to their employee as per their performance.

Transfer:-

Transfer means a change in job assignment. It refers to a horizontal or lateral movement of an employee from one job to another in the same organization without much change in his status or pay package.

KHYTI ARTS company has no transfer policy for their employees because they have no other production house or office in any other cities.

06. MANPOWER PLANNING

Manpower Planning is essentially the process of getting the number of qualified employees and seek to place the right employees in the right job at the right time, so that an organisation can meet its objectives.

Manpower planning enables organizations to have accurate estimate of number of employees to accomplish set goals, reduce waste in employment, lessen uncertainties about current personnel level/needs and eliminates the mistakes involved in staffing and enhances effective utilization of its human resources.

.

Five Planning Steps Every Organization Should Use :-

- Analysis of Organizational Plans and Objectives
- Preparing a Human Resources Inventory
- Assessing Future Supply and Demand
- Matching Supply and Demand
- Establishing an Action Plan

07. WAGE AND SALARY ADMINISTRATION

Wage and salary administration is a collection of practices and procedures used for planning and distributing company-wide compensation programs for employees.

These practices include employees at all levels and are usually handled by the accounting department of a company.

Wage and salary administration is defined as the process by which wage and salary levels and structures are determined in organisational settings.

Wages are payments for labour services rendered frequency, expressed in hourly rates, while a salary is a similar payment, expressed in weekly, monthly or annual rates.

A ‘wage’ (or pay) is the remuneration paid, for the service of labour in production, periodically to an employee/worker.

“Wages” usually refer to the hourly rate or daily rate paid to such groups as production and maintenance employees (“blue-collar workers”).

Salary’ normally refers to the weekly or monthly rates paid to clerical, administrative and professional employees (“white-collar workers”).

In **KHYATI ARTS** company assistance & supervisor are work on the base of wages. And management staff are work on the base on salary.

08. FACILITIES PROVIDED TO EMPLOYEES

Employee benefits, also known as perks or fringe benefits, are provided to employees over and above salaries and wages. These employee benefit packages may include overtime, medical insurance, vacation, profit sharing and retirement benefits, to name just a few.

Important:-

Offering benefits to your employees is important because it shows them you are invested in not only their overall health, but their future.

A solid employee benefits package can help to attract and retain talent.

Benefits can help you differentiate your business from competitors.

Employee benefits can improve your company's bottom line by engaging employees to participate in wellbeing programs, such as Virgin Pulse.

Healthier employees mean reduced healthcare costs for your organization.

Employees with fewer health risks experience fewer sick days, fewer trips to the doctor, and spend more time working in your organization, bringing their best selves to work every day.

KHYATI ARTS provided accommodation for the non local employees.

09. PROVIDENT FUND SCHEME

A provident fund is an investment fund that is jointly established by the employer and employee to serve as a long term savings to support an employee upon retirement. It also represents job welfare benefits offered to the employee.

An Employee Provident Fund is a scheme that has been put in place for all salaried employees working in a corporate organization with 20 or more employees. The Employee Provident Fund Organization of India or EPFO has instructed all organizations to put a fraction of employees' salaries into the provident fund.

KHYATI ARTS company operates as per PROVIDENT FUND rules.



Marketing

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01. INTRODUCTION

In each and every business there is one of the main department is Marketing Department. It is important for each and every successful or unsuccessful business. Because without Marketing Department any business cannot run properly, and cannot achieve their desire goal and objective.

If we want to achieve the objective therefore we have to keep the good Marketing Department. If marketing department is good then our company's product will be go ahead and if our marketing department is bad then our product not go ahead ,and there may be possibility that we under go to the loss.

If the company wants to make successful company then company has to give more and more importance to the Marketing Department.

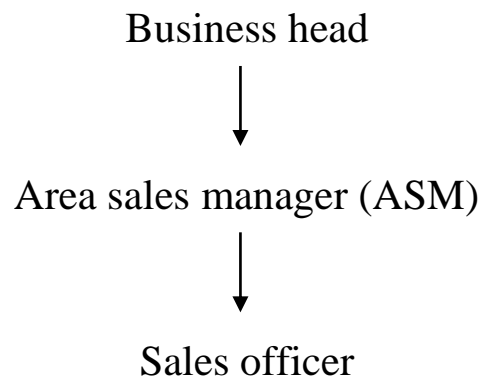
KHYATI ARTS is always being kept watching in it. They are always giving more and core importance to the Marketing Department. So that they can achieves their desired goals or objectives in proper way.

02. ORGANIZATION CHART

Marketing refers to activities a company undertakes to promote the buying or selling of a product or service.

Marketing includes advertising, selling, and delivering products to consumers or other businesses.

Some marketing is done by affiliates on behalf of a company.



03. PRICING POLICY

Pricing policy of a company sets out the prices of their products or services.

Pricing policy may vary depending on region, sales volume (wholesale vs. retail) and the like. Marketing Mix 4P. Marketing and Sales.

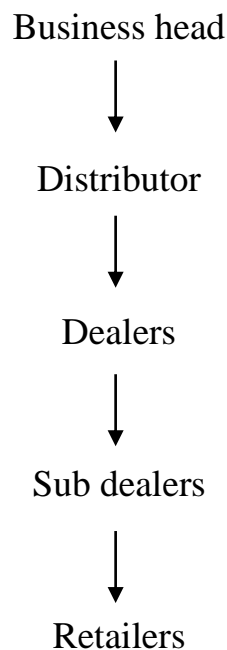
KHYATI ARTS set the price including costing, profit, and expenses.

04.CHANNEL OF DISTRIBUTION

A distribution channel is a chain of businesses or intermediaries through which a good or service passes until it reaches the final buyer or the end consumer. Distribution channels can include wholesalers, retailers, distributors, and even the internet.

Distribution channel is very important for any company to grow their sales.

Distribution channel of **KHYATI ARTS:**



05.MAJOR COMPETITORS

“A company which rivals another. Two companies that operate in the same industry, make similar products, and target the same consumers, are competitors.”

Keyword research is the best way to identify your indirect competition. ... For example, Conductor's SEO Platform can provide a high-level look at the keywords your direct competition is targeting. It also can tell you which websites are ranking for a keyword important your business.

According to **KHYATI ARTS**, they are competitors for others they don't have any competitors.

06.SALES PROMOTION

A sales promotion is a marketing strategy in which a business uses a temporary campaign or offer to increase interest or demand in its product or service.

There are many reasons why a business may choose to use a sales promotion (or 'promo'), but the primary reason is to boost sales.

For example, offer a free cup of coffee in exchange for a phone number, which you can use for many purposes: promoting new sales, sharing updates and news with short text messages, **etc. Coupons.**

KHYATI ARTS is not doing any sales promotion for their products.

07.ADVERTISING

Advertising is a marketing communication that employs an openly sponsored, non-personal message to promote or sell a product, service or idea. Sponsors of advertising are typically businesses wishing to promote their products or services.

4 types of Advertising

1. Display Advertising.
2. Video Advertising.
3. Mobile Advertising.
4. Native Advertising.

Advertising helps making people aware of the new product so that the consumers come and try the product.

Advertising helps creating goodwill for the company and gains customer loyalty after reaching a mature age.

KHYATI ARTS is not doing any advertisement for their products.

08. MARKETING RESEARCH

Market research is an organized effort to gather information about target markets and customers: know about them, starting with who they are. It is an important component of business strategy and a major factor in maintaining competitiveness.

KHYATI ARTS is not doing any market research.

The 8 types of market research:-

1. Primary research. ...
2. Secondary research. ...
3. Qualitative research. ...
4. Quantitative research. ...
5. Branding research. ...
6. Customer research. ...
7. Competitor research. ...
8. Product research.

09. INTERNATIONAL MARKETING

Global marketing is defined as “marketing on a worldwide scale reconciling or taking global operational differences, similarities and opportunities in order to reach global objectives”.

As a global marketing professional or global marketing manager, you are responsible for handling the promotion of your company and its products or services around the world. You may work with other marketing professionals to develop materials, conduct market research and develop strategies to improve company sales.

KHYATI ARTS is doing international marketing through exhibitions.

10. INDIAN STATES DEALING

KHYATI ARTS company dealing in all states of India.

11. GUJARAT CITIES DEALING

KHYATI ARTS company dealing in all cities of Gujarat.

The
FINANCE
Department

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01. INTRODUCTION

Finance is rooting of all Industrial a Trading activity. Finance is needed when the business is started. It is required to keep the business going, and it is needed when the business expands .

According to Henry Fayol, “Finance is like an arm & leg either. You use it or loss it.” Thus we can say that the Finance is considered as base for every business & business without finance is shown as dead body.

02. ORGANIZATIONAL CHART OF FINANCE DEPARTMENT

A finance department is the unit of a business responsible for obtaining and handling any monies on behalf of the organization.

Besides the traditional roles of handling the payroll, income and expenses, finance department responsibilities also include economic analysis to improve key business strategies.

Finance department of khyati arts is handled by their management.

03. FINANCIAL PLANNING

In general usage, a financial plan is a comprehensive evaluation of an individual's current pay and future financial state by using current known variables to predict future income, asset values and withdrawal plans.

Khyati arts using the profit and bank overdraft when they need for finance.

Financial Planning Process:-

- 1) Identify your Financial Situation. ...
- 2) Determine Financial Goals. ...
- 3) Identify Alternatives for Investment. ...
- 4) Evaluate Alternatives. ...
- 5) Put Together a Financial Plan and Implement. ...
- 6) Review, Re-evaluate and Monitor The Plan.

04. CAPITAL STRUCTURE

Capital structure refers to the specific mix of debt and equity used to finance a company's assets and operations.

Capital structure is also the result of such factors as company size and maturity, which influence the financing options a company may have available.

Capital structure refers to a company's use of debt and equity as a means of financing operations and purchasing assets.

A company's capital structure is helpful in understanding its current financial health, risk profile and compatibility with specific investment or acquisition strategies.

KHYATI ARTS has not any specific capital structure they have 100% owner capital.

05. CAPITALIZATION UNDER & OVER

Under capitalisation:-

Undercapitalization occurs when a company does not have sufficient capital to conduct normal business operations and pay creditors. This can occur when the company is not generating enough cash flow or is unable to access forms of financing such as debt or equity.

Over capitalisation:-

Overcapitalization occurs when a company has more debt than its assets are worth. A company that is overcapitalized may have to pay high interest and dividend payments that will eat up its profits. ... Ultimately, a company that is overcapitalized may face bankruptcy.

KHYATI ARTS using banking funds this firm is undercapitalization.

06. PROFITABILITY:FINANCIAL ANALYSIS **OF PAST 2 YEARS**

Profitability is a measure of an organization's profit relative to its expenses. Organizations that are more efficient will realize more profit as a percentage of its expenses than a less-efficient organization, which must spend more to generate the same profit.

KHYATI ARTS' profitability and financial analysis:

Year 2019-20

Gross profit: 22.01% , Net profit : 4.5%

Year 2020-21

Gross profit: 20.5% , Net profit: 3.27%

07.MANAGEMENT OF WORKING CAPITAL

- MANAGEMENT OF INVESTORS & RECEIVABLES
- MANAGEMENT OF CASH INCLUDING CASH BUDGET

Working capital management requires monitoring a company's assets and liabilities to maintain sufficient cash flow to meet its short-term operating costs and short-term debt obligations.

Working capital management can improve a company's cash flow management and earnings quality by using its resources efficiently.

Owners capital + bank cc for stock and debtors , advance payment policy is the capital management of KHYATI ARTS company.

4 Main Components of Working Capital:

- Trade Receivables.
- Inventory.
- Cash and Bank Balances.
- Trade Payables.



SWOT ANALYSIS

SWOT analysis (or SWOT matrix) is a strategic planning and strategic management technique used to help a person or organization identify strengths, weaknesses, opportunities, and threats related to business competition or project planning. It is sometimes called situational assessment or situational analysis.

Strength:

Strengths are things that your organization does particularly well, or in a way that distinguishes you from your competitors. Think about the advantages your organization has over other organizations. These might be the motivation of your staff, access to certain materials, or a strong set of manufacturing processes. KHYATI ARTS' strength is (NPD) new product development.

Weakness:

Internal attributes and resources that work against a successful outcome. Opportunities: External factors that the entity can capitalize on or use to its advantage. Threats: External factors that could jeopardize the entity's success. . KHYATI ARTS' weakness is availability of owners they can't meet immediately to anyone

Opportunity:

Opportunities refer to favorable external factors that could give an organization a competitive advantage. For example, if a country cuts tariffs, a car manufacturer can export its cars into a new market, increasing sales and market share. Khyati arts has a huge market.

Threats:

Threats are external forces that may adversely affect the success of a company. They consist of competitive advantages of rivals, uncontrollable influences such as natural disasters, governmental policies, and more. Khyati arts threats is the failure of NPD.



FUTURE PLANS

- KHYATI ARTS company's future plan is expansion in toys section.
- To open a new branch in another state
- To create international market
- To increase export in other countries.



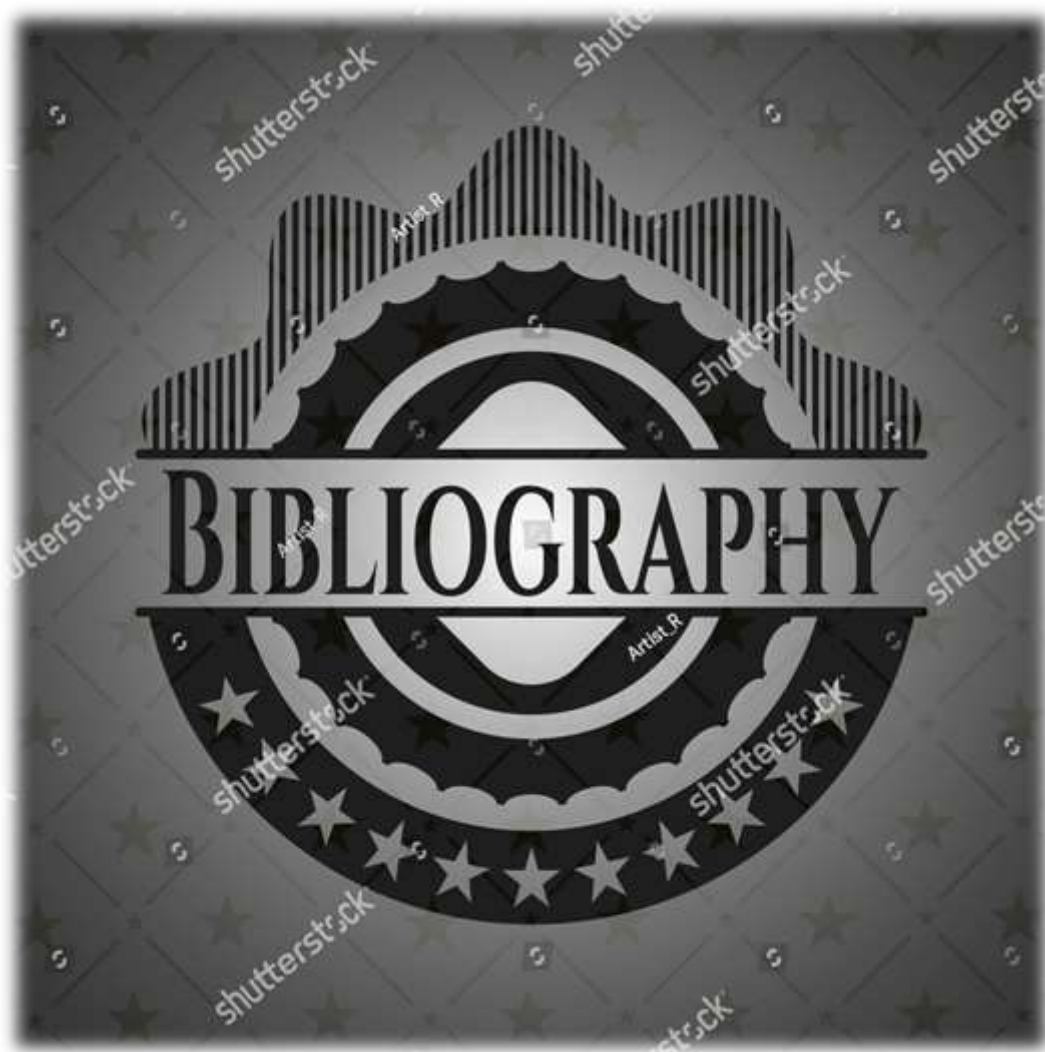
SUGGESTION

- If they reduce the prices of their product they can increase their market share which will help them to increase. Many of the customers have suggested reducing the price as they find the rates of the Khyati Arts very high.
- To provide better accommodation services. Accommodation services is not up to mark which many of the non local employee has think.
- To provide more variety in toys items. Many customers need variety in toys items so they don't consume same type of variety every time.
- To arrange various events to motivates their employees.



CONCLUSION

- As we know that Khyati Arts is very big organization and market leader in stationery industry. It has maximum market share in stationery industry. With the help of research, company can find out its weak points in prices, accommodation facility, variety in products, etc...
- **The survey resulted into following conclusions:**
- Khyati arts must come up with **new promotional activities** such that people become aware about they need to give advertisement in broadcast media.
- In comparison to KHATI ARTS no one company can compete them.
- ♦ People are mostly satisfied with the overall quality of their product.
- **As the products are the main point of the project survey shows that the customer is highly satisfied with the product provided by the company.**



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- All information I got during the visit.
- Here I present the name Of the Name Of The Book which is useful to me to prepare this project report for my training.
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