

KEERTHI SWEETS PROJECT

REPORT

1.INTRODUCTION

1.1 Overview

Established in the year 2003, Keerthi Sweets in virudhunagar, Chennai is a top player in the category Bakeries in the Chennai. This well-known establishment acts as a one-stop destination servicing customers both local and from other parts of Chennai.

1.2 Purpose

Keerthi Sweets is a popular sweet shop located in various places, known for offering a wide range of traditional Indian sweets and snacks. The purpose of Keerthi Sweets is to provide customers with delicious and high-quality sweets, catering to various occasions and celebrations. Whether it's festivals, weddings, or simple sweet cravings, Keerthi Sweets aims to satisfy the taste buds of its customers with a variety of delectable treats.

2.Problem Definition & Design Thinking:

2.1Empathy map:

Creating an empathy map for Keerthi Sweets involves understanding the thoughts, feelings, actions, and needs of its customers. Here's a simplified empathy map:

1. What do they see?

Traditional and visually appealing sweets and snacks on display.

A clean and hygienic environment in the sweet shop.

2. What do they hear?

Customers chatting and sharing recommendations.

Staff members explaining the ingredients and specialties of the sweets.

Occasional festive music or decorations.

3. What do they say and do?

Customers may express their preferences for certain sweets.

They make purchases for various occasions like festivals, weddings, or personal cravings.

Some might ask for samples or suggestions from the staff.

4. What do they think and feel?

Customers feel excited about trying new sweets and reliving traditional flavors.

They may think about the significance of sweets in celebrations.

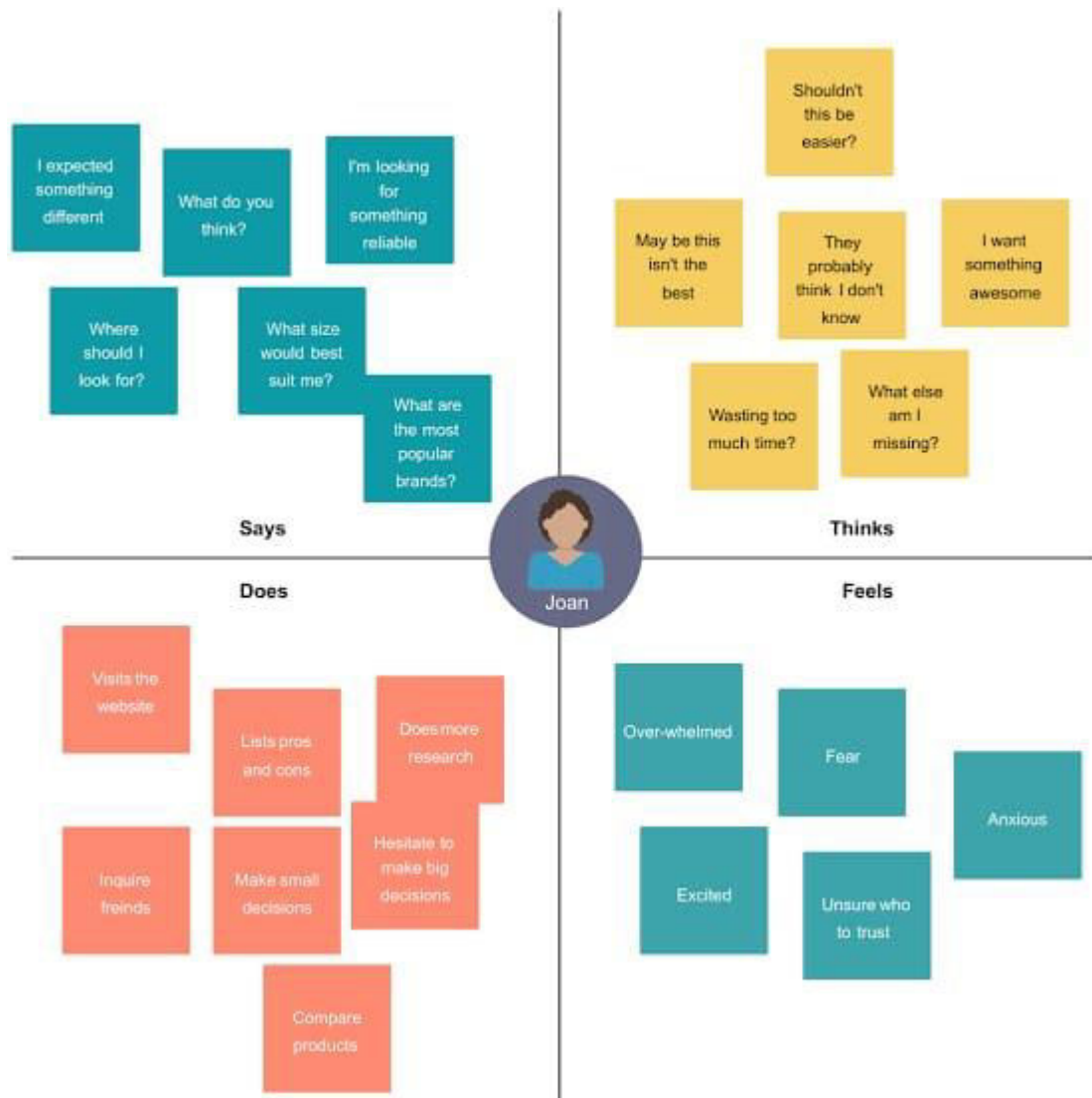
There's a sense of nostalgia and happiness associated with the shop.

5. Pains and Gains

Pain: Long queues during peak times can be frustrating.

Gain: Satisfying their sweet cravings and finding the perfect sweets for their occasions is rewarding.

This empathy map can help Keerthi Sweets better understand its customers' experiences and tailor its services to meet their needs and preferences.



2.2 Ideation & Brainstorming Map

Certainly! To create an ideation and brainstorming map for "Keerthi Sweets," you can start by identifying different aspects and ideas related to the business. Here's a simplified example:

1. Product Ideas:

Traditional Indian Sweets

Fusion Sweets

Sugar-free Sweets

2. Marketing Strategies:

Social Media Campaigns

Collaborations with Local Events

Loyalty Programs

3. Store Enhancements:

Renovate Store Layout

Add Seating Area

Implement Online Ordering

4. Ingredient Innovation:

Unique Flavors

Healthier Ingredients

Seasonal Specials

5. Customer Engagement:

Workshops and Tastings

User-Generated Content

Feedback System

6. Expansion Ideas:

Opening New Locations

Franchise Opportunities

Export to International Markets

7. Cost Management:

Supplier Negotiations

Energy-efficient Equipment

Waste Reduction

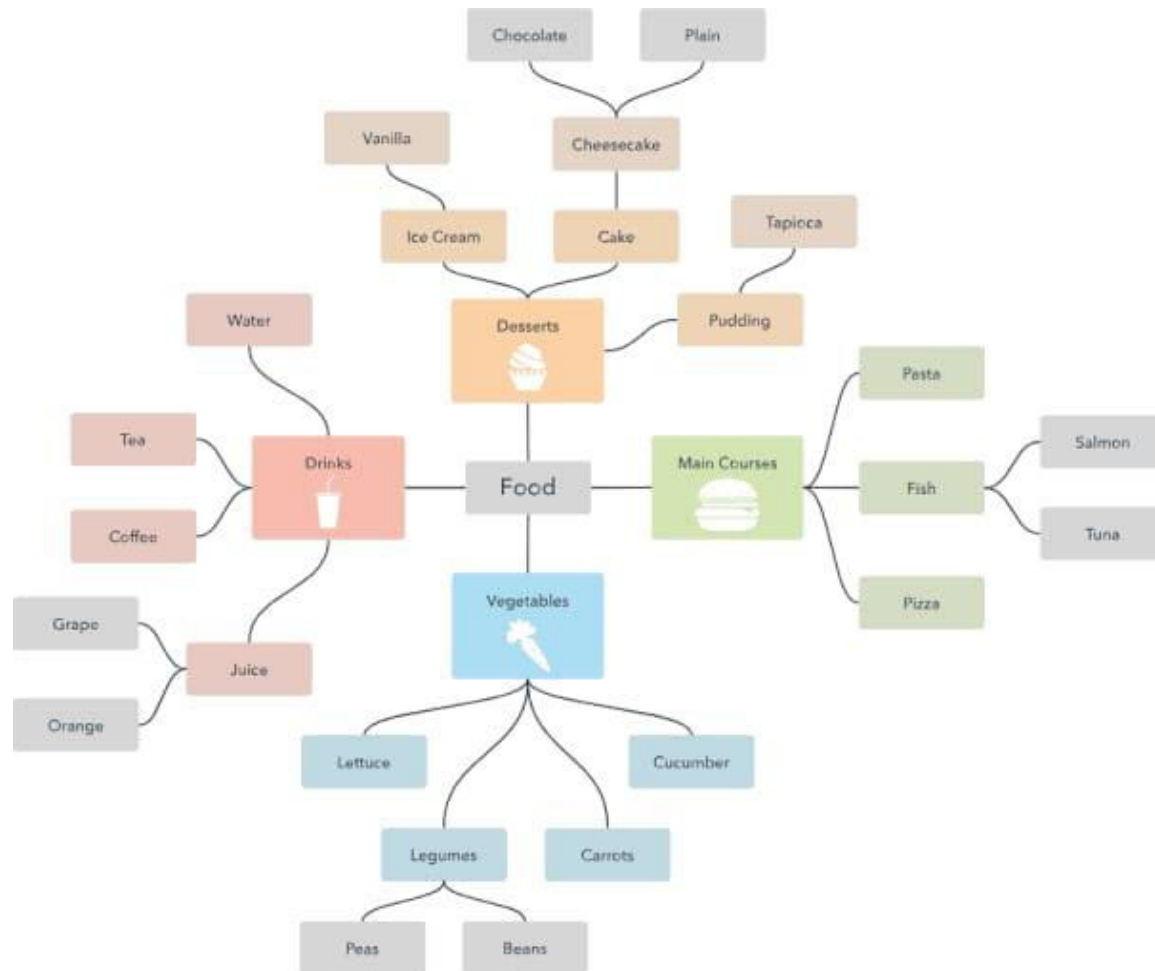
8. Community Involvement:

Donations to Local Charities

Sponsor Local Events

Partner with Food Banks

Remember, this is just a starting point. You can expand and refine these ideas as needed based on your specific goals and market conditions.



3.RESULT

Keerthi Sweets Manufacturer and Trader of Sweets, relies on Zoho Books to manage their inventory, handle purchase orders, and generate invoices for their customers. They can track stock levels, manage supplier payments, and generate financial reports. Zoho Books helps them streamline their wholesale operations and optimize inventory management.

Keerthi Sweets is a renowned manufacturer and trader of delectable sweets, catering to both wholesale and retail customers. With a rich heritage spanning several decades, Keerthi Sweets has earned a reputation for its commitment to quality, authenticity, and customer satisfaction. Specializing in a wide variety of traditional and innovative sweets, they combine traditional recipes with modern techniques to create flavors that tantalize taste buds.

Keerthi Sweets is a Private Limited company also registered under GST in Tamil Nadu. Keerthi Sweets is a Manufacturer and trader of various sweets in wholesale and retail, it has a wide range of customers (B2B & B2C) all over the state and it procures raw material from various suppliers in the state. It operates at a Gross Profit margin of 50%.

Balance Sheet | Reports | Zoho Books

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Balance Sheet

Basis: Accrual

As of 31/03/2024

+ Add Temporary Note

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ACCOUNT	TOTAL
Assets	
Current Assets	
Cash	
Petty Cash	5,000.00
Total for Cash	5,000.00
Bank	
ICIC Bank-001	1,85,000.00
Total for Bank	1,85,000.00
Other current assets	

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GSTR-3B Summary

From 01/04/2023 To 31/03/2024

3.1 Details of Outward Supplies and inward supplies liable to reverse charge

Nature of Supply	Taxable Value	Integrated Tax	Central Tax	State/UT Tax	CESSTax
1	2	3	4	5	6
(a) Outward taxable supplies (other than zero rated, nil rated and exempted)	₹1,71,000.00	₹0.00	₹4,275.00	₹4,275.00	₹0.00
(b) Outward taxable supplies (zero rated)	₹0.00	₹0.00			₹0.00
(c) Other outward supplies (Nil rated, exempted)	₹0.00				
(d) Inward supplies (liable to reverse charge)	₹0.00	₹0.00	₹0.00	₹0.00	₹0.00
(e) Non-GST outward supplies	₹0.00				
Total value	₹1,71,000.00	₹0.00	₹4,275.00	₹4,275.00	₹0.00

3.1.1 Details of supplies notified under sub-section (5) of section 9 of the Central Goods and Services Tax Act

Description	Taxable Value	Integrated Tax	Central Tax	State/UT Tax	CESSTax
1	2	3	4	5	6
(i) Taxable supplies on which electronic commerce operator pays tax under Sub-section (5) of Section 9 (To be furnished by the electronic commerce operator)	0	0	0	0	0

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Journal Report
Basis: Accrual
From 01/04/2023 To 31/03/2024

+ Add Temporary Note

01/04/2023 - OWNERS CONTRIBUTION 2	DEBIT	CREDIT
ICICI Bank - 000001	1,00,000.00	0.00
Capital Stock	0.00	1,00,000.00
	1,00,000.00	1,00,000.00
01/04/2023 - TRANSFER FUND 1	DEBIT	CREDIT
Petty Cash	10,000.00	0.00
ICICI Bank - 000001	0.00	10,000.00
	10,000.00	10,000.00
05/04/2023 - BILL RE-001 (RAJ ESSENCE SUPPLIER)	DEBIT	CREDIT
Cost of Goods Sold	2,500.00	0.00
Accounts Payable	0.00	2,500.00
	2,500.00	2,500.00

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16-10-2023

Receivable Summary | Reports | Zoho

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Receivable Summary
From 01/04/2023 To 31/03/2024

+ Add Temporary Note

CUSTOMER NAME	DATE	TRANSACTION#	REFERENCE#	STATUS	TRANSACTION TYPE	TOTAL (BCY)	TOTAL (FCY)	BALANCE (BCY)	BALANCE (FCY)
Suresh kumar	10/04/2023	INV-000007		Paid	Invoice	₹1,05,000.00	₹1,05,000.00	₹0.00	₹0.00
Karthik Krishnan	15/04/2023	INV-000004		Paid	Invoice	₹21,000.00	₹21,000.00	₹0.00	₹0.00
Aravindan Maril	20/04/2023	INV-000001		Paid	Invoice	₹5,250.00	₹5,250.00	₹0.00	₹0.00
Kavitha Rajendran	20/04/2023	INV-000002		Paid	Invoice	₹6,300.00	₹6,300.00	₹0.00	₹0.00
Priya Ranganathan	03/10/2023	INV-000006	SO-00002	Paid	Invoice	₹42,000.00	₹42,000.00	₹0.00	₹0.00
Total						₹1,79,550.00		₹0.00	

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16-10-2023

Keerthi Sweets mohan
Payable Summary
From 01/04/2023 To 31/03/2024

STATUS	DATE	TRANSACTION#	VENDOR NAME	TRANSACTION TYPE	CUSTOMER NAME	TOTAL (BCY)	BALANCE (BCY)
Overdue	05/04/2023	IS-001	Iyyangar Sugar Traders	Bill		₹10,500.00	₹10,500.00
Overdue	05/04/2023	ST-001	Sweet Treats Raw Materials	Bill		₹21,000.00	₹21,000.00
Overdue	05/04/2023	QD-001	Quality Delights Suppliers	Bill		₹6,000.00	₹6,000.00
Paid	05/04/2023	RE-001	Raj Essence Suppliers	Bill		₹2,500.00	₹0.00
Paid	05/04/2023	QS-001	Quality Sweets Ingredients	Bill		₹3,150.00	₹0.00
Total						₹43,150.00	₹37,500.00

4.ADVANTAGES & DISADVANTAGES

I don't have specific information about the "Keerthi Sweets" project, but I can outline some general advantages and disadvantages that could apply to a sweets or confectionery business:

Advantages:

1. High Demand: Sweets are typically in demand, especially during festivals and celebrations.
2. Profit Margins: Sweets often have good profit margins.
3. Variety: You can offer a wide range of sweets to cater to different tastes.
4. Brand Loyalty: Building a strong brand can lead to customer loyalty.
5. Local Appeal: If the sweets are unique or have a regional appeal, it can attract a local customer base.

Disadvantages:

1. Seasonal Variations: Demand for sweets can be seasonal, leading to fluctuations in revenue.
2. Competition: The sweets industry can be highly competitive.
3. Perishability: Some sweets have a limited shelf life, leading to potential waste.

4. Health Concerns: Increasing awareness of health and wellness can impact sales of traditional sweets.
5. Quality Control: Maintaining consistent quality can be challenging.

To provide more specific advantages and disadvantages, I would need more information about the "Keerthi Sweets" project.

5.Applications

The sugars will eventually be exported transporters (SWEET) family of transporters in plants is identified as a novel class of sugar carriers capable of transporting sugars, sugar alcohols and hormones. Functioning in intercellular sugar transport, SWEETs influence a wide range of physiologically important processes. SWEETs regulate the development of sink organs by providing nutritional support from source leaves, responses to abiotic stresses by maintaining intracellular sugar concentrations, and host-pathogen interactions through the modulation of apoplastic sugar levels. Many bacterial and fungal pathogens activate the expression of SWEET genes in species such as rice and Arabidopsis to gain access to the nutrients that support virulence.

6.Conclusion

Research is the key device to sort out that what problems an organization is facing in the existing market situations and to suggest the solution to these problems this research is conducted about the management structure of Keerthi (pvt) Ltd, one of the most progressing company in Virudhunagar, which has experienced tremendous growth over the period of past ten years.

Keerthi is a distinguished brand in Virudhunagar. Keerthi claims that "we don't compromise on quality", and it is proved to be right, that is why it is growing day by day.

- Keerthi Sweet is an excellent sweet mart with the a large variety of sweets.

Running in an advance and computerized database management system which makes

it easier for them to manage the entire operations of the company.

7.Future Scope

The future scope of Keerthi Sweets, or any business, can involve various aspects such as expansion,

diversification, and innovation. Here are some potential avenues for Keerthi Sweets:

1. Expansion:

Sweets can consider opening new branches or outlets in different locations to reach a wider customer base.

2. Product Diversification:

They can explore introducing new sweets, snacks, or beverages to cater to changing customer preferences.

3. Online Presence:

Enhancing the online presence through a website or mobile app can help in reaching a broader market and offering online ordering and delivery services.

4. Franchising:

Consider franchising the business to allow others to open Keerthi Sweets outlets under the brand's name.

5. Export Market:

Exploring opportunities to export traditional Indian sweets and snacks to international markets.

6. Health-Conscious Options:

Given the growing trend towards healthier eating, Keerthi Sweets can look into offering healthier or low-sugar options.

7. Marketing and Branding:

Strengthening marketing efforts and brand recognition can help attract more customers.

8. Quality Control and Standards:

Maintaining high-quality standards and ensuring consistency in taste can help in building a loyal customer base.

9. Customer Feedback and Adaptation:

Listening to customer feedback and adapting the menu and services accordingly.

10. Sustainability Initiatives:

Incorporating sustainable and eco-friendly practices in the business can also be a strategic move, considering the growing awareness of environmental issues.

The specific future scope for Keerthi Sweets would depend on its current market, competition, and the interests and resources of the business owners. Conducting market research and staying attuned to industry trends can help identify the most promising opportunities.