1. `Name of the company : KV masalas
2. Type of industry : manufacturing
3. Constitution : private company
4. Product or service : product
5. Director name : Karthik k
6. Address of organisation : 8/4 MG puthur,sulur,coimbatore
7. Profile of company:

Mission: To establish in all over tamil nadu

Vision: To

4.1 Internal and external issues

|  |  |  |
| --- | --- | --- |
| S.NO | Particulars | Observation |
|  | **Internal issue** |  |
|  | Values |  |
|  | Culture |  |
|  | Knowledge | Adaptation to new Generation |
|  | Performance | Quality sustainability |
|  | **External Issue** |  |
|  | Legal | Safety Inception |
|  | Technological | Adaptation to new technology |
|  | Competitive | Providing new products to sustain in business |
|  | Market | Finding place in vast market |
|  | Cultural | Providing products suitable for all cultures |
|  | Social | Providing service |
|  | Environmental | Pollution controlling |
|  | Economic Condition | Inflation |
|  |  |  |
|  |  |  |

4.2 Understanding the Need and Expectation of Interested Parties

|  |  |  |  |
| --- | --- | --- | --- |
| S.NO | Interested parties | Need | Expectation |
|  | Suppliers | A: Maintain better communication  B: To have best quality raw  materials as supplies | A: payment on the time  B: timely delivery |
|  | Infrastructure providers | A: provide spacious and ambient  workplace  B: provide reliable products | A: maintain industrial  standards  B: cost effectiveness |
|  | Service providers | A: provide fair compensation  B: maintain relationship | A: maintain transparency  B: communicate detailed  Information |
|  | Financial assistance | A: provide detailed financial  Information  B: provide accurate billing | A: follow up term and  Condition  B: communication financial challenges |
|  | Government | A: maintain social responsibility  B: legal business practices | A: following ethical business  B: pay their liable taxes |
|  | Customers | A: offer competitive prices  B:responsibility customer services | A: building trust and maintain positive reputation  B: enhance customer  Satisfaction and loyalty |