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INTRODUCTION

An Organization is a social arrangement which pursues collective goals, which controls its own performance, and which has boundaries separating it from its environment. Organization is the **association formed by a group of people** who see that there are benefits available from working together towards some common goal.

Organization studies are the study of individual and group dynamics in an organizational setting, as well as the nature of organisations themselves. Whenever people interact in organization, many factors come into play. Organizational studies attend to understand and model these factors. Organizational study is essential to any MBA graduate as it **helps them to connect theory with practice**.

Organization study refers to the study of organization as a whole and getting adequate knowledge with various departments in the organisation. The study was carried out at **SRI MATHURAKALIAMMAN TRANSPORT**. This study is based on the different aspects and dimensions of different departments of the company. The students are asked to do the minor project individually by themselves, finding an organization they are going to intern with. In the minor project they shall get the knowledge of the original organizational structure of company, the employees in each department. They get to experience visually about how a company operates.

The Internal guide is someone from the college who is appointed as a guide to the student, the internal guide gives all the information about the project, reviews etc and the

The External guide is someone who is responsible to guide the student in the company, to show and make the student understand about the departments, the process of a production and pass on the knowledge to student regarding the various fields.

COMPANY PROFILE

COMPANY NAME	:SRIMATHURAKALIAMMAN TRANSPORT
GSTIN NUMBER	: 33ASHFS3280Q1ZN
INCORPORATION DATE	: December 1,2005
FOUNDER	: Krishnamoorthy Ramu
TYPE	: Partnership Firm
CATEGORY	: C & F AGENT OF DALMIA BHARAT
CEMENT LTD.	
MAIN HEADQUARTERS(DALMIA)	: Chennai
REGISTERED ADDRESS	: Plot No.25, Kasinayakanpatty Village, Tirupattur Taluk & District, Ammanpuram, Vellore-635901.
EMAIL ID	: smkt.cfa@gmail.com
EMPLOYEE COUNT (PER WAREHOUSE):	09
PRODUCTS	: InstaPro, Vajram, DSP and more.

LAST ANNUAL GENERAL MEETING : 27-12-2022 at Chennai Headquarters.

NATURE OF BUSINESS : B2B (Business to Business)

PARTNERS OF THE FIRM : Krishnamoorthy Ramu and Ramu Vijaya

DELIVERY LOCATION : Local

HISTORY OF THE COMPANY:

The Company Sri MathuraKaliyamman Transport was incorporated on 2005, it has started several Warehouse branches across **TamilNadu and Pondicherry**. It consists of information related to the product they are handling, its process of handling.

The company deals with the transshipment of the product.

They are the **Carry and Forwarding Agent of Dalmia Cement (Bharat) Ltd.**

The Dalmia Bharat Group (DBG) is an Indian conglomerate, which traces its origins to the businesses established by brothers Ramkrishna Dalmia and Jaidayal Dalmia in eastern India in the first half of the 20th century. In the 1930s, the group merged with the businesses of the Sahu Jain family to form the Dalmia-Jain Group. In 1948, the two families decided to split the businesses; the Dalmia businesses were further divided between Ramkrishna and Jaidayal.

2005: Initially, The Managing Director Ramu Krishnamoorthy, had started a lorry business for transportation of goods.

2010: Meanwhile he was working in the Accounts Department of Ramco Cements to know how the business is carried in the company. He wanted to learn more about the business to be carried in the future.

2021: The MD commenced the company **Sri MathuraKaliyamman Transport** which acts as **the Carry and Forward Agent of Dalmia Bharat Cement.**

The first warehouse was set up at **Thirupathur** with the help of Mr. Manoj, Deputy Manager of Dalmia Cement (North).

It was set up as **partnership firm.** The partners are Mr. Krishnamoorthy Ramu and Mrs. Ramu Vijaya.

The products which were handled when the business was commenced was **Vajram and Insta Pro.**

These products are said to be in higher demand from the commencement of their business

The OBJECTIVE of the minor project is to make the students understand about the company or any type of professional unit, how it organizes each work, its operations and how they manage it professionally.

PONDY DEPOT PROFILE

ADDRESS	: 181/3, Villianur Main Road, Arumparthapuram Villianur, Puducherry-605110.
GSTIN	: 34AADCA9414CIZ4
EMAIL ID	: smkt.pondy@gmail.com
CONTACT NO	: 8667460050
PRODUCTS	: BOPP, DSP
CITY	: Puducherry
DEPARTMENTS	: Accounts and Warehouse Departments
CURRENT STATUS	: Active
TIMING	: 7:00 AM – 7:00 PM
NO.OF. EMPLOYEES	: 09

HISTORY OF PONDY DEPOT

The founder Krishnamoorthy Ramu had several warehouses located around Tamilnadu and wanted to set up his business in various cities in the South.

This is to enhance the **fast moving of goods from the plant to the dealers.**

Thus, he started setting up of various warehouses among Tamil Nadu and also in Pondicherry.

In Pondicherry, the warehouse is located in the area of **Arumparthapuram.**

The products which are handled by the Pondy Warehouse is **DSP and BOPP.**

Dalmia DSP Cement is crafted by grinding superior-strength clinker with high-purity gypsum and **silica-rich slag** or premium fly-ash – to offer high early and long-term strength gain.

2021: Several warehouses were set up across Tamil Nadu

2022: The founder had an idea of starting a warehouse in Pondicherry. Thus, a warehouse in Pondicherry was set up with Accounts and Warehouse Staffs and Labourers

The cement bags which is high in demand among the dealers in Pondicherry is BOPP. The bags are transported from the plant, to the warehouse.

And the dealers can buy them from the warehouse.

The business also does the **Transshipment of Goods** where the goods are taken from the plant to the warehouse, but they are not unloaded to the warehouse.

The cement bags will be loaded from one truck to another truck and hence which will be straightaway taken to the Dealers.

FINANCIAL SUMMARY

The financial summary gives insight into the profitability of the business, aspects of debt and equity estimated operating expenses, financial statement forecasts, future growth

projections and business financing. The financial data that's contained in this section is quite structured.

- **ALL WAREHOUSES:**
- **IN RUPEES**

➤ **JANUARY OVERALL PROFIT:**

Rs.3,28,390

➤ **FEBRUARY OVERALL PROFIT:**

Rs.3,96,815

➤ **INCREASE IN PROFIT:**

Rs.68,425

- **PONDY WAREHOUSE:**

➤ **JANUARY PONDY PROFIT:**

Rs.26,212

➤ **FEBRUARY PONDY PROFIT:**

Rs.43,589

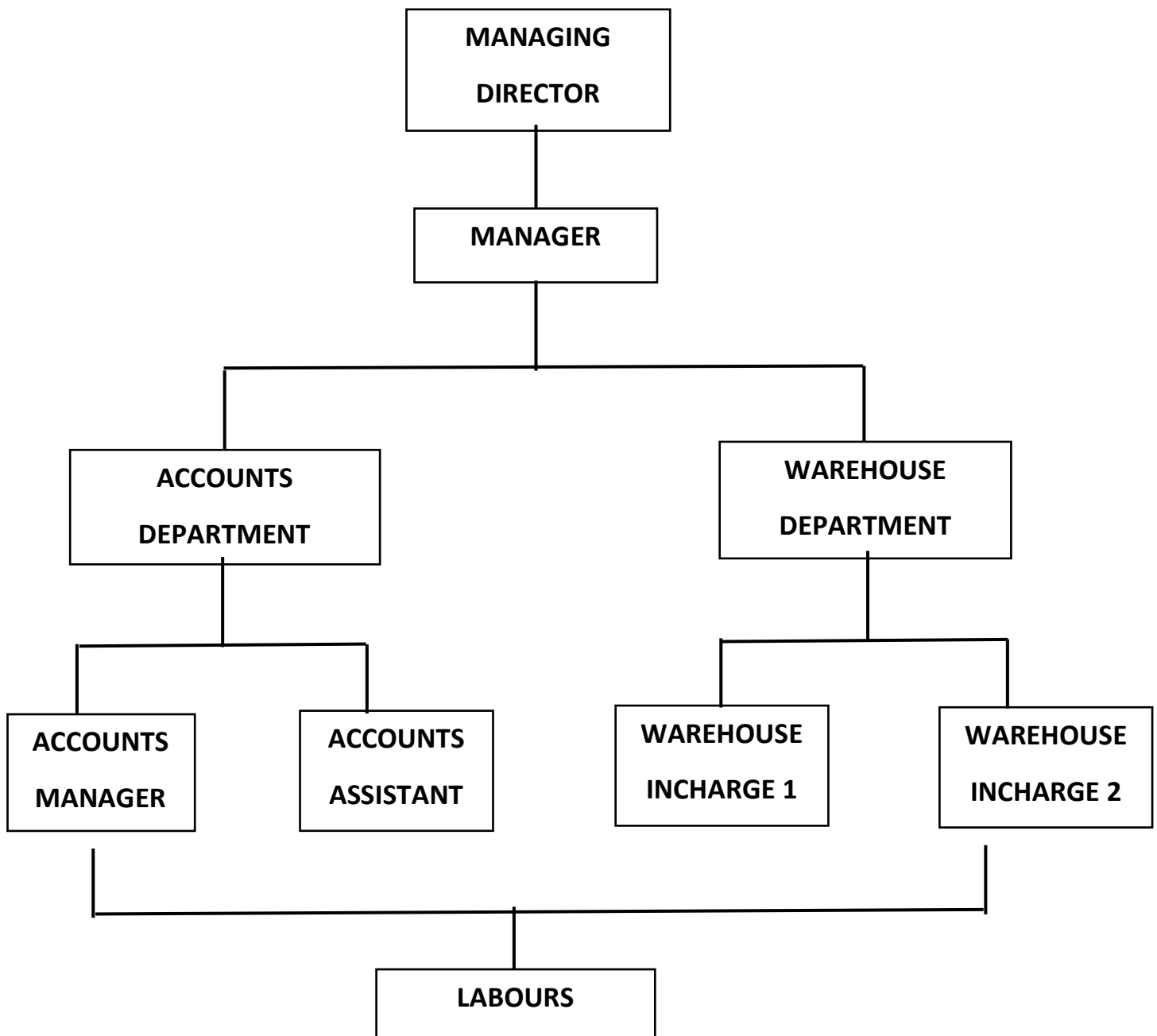
➤ **INCREASE IN PROFIT:**

Rs.17,377

- **IN TONS:** The company has a turnover of **600 to 800 tons** per month in terms of tons.

ORGANIZATION STRUCTURE

- An Organizational Structure is something which defines the way they structure and organization through the Responsibilities and the Authorities.
- The Organizational Structure of the Company is as follows:



ROLES AND RESPONSIBILITIES AND

VARIOUS DEPARTMENTS

MANAGING DIRECTOR: (MR. KRISHNAMOORTHY RAMU)

Managing Director is a professional responsible for the successful leadership and management of company's business. Managing Director supervises and steers all company's operations, people and ventures in order to maintain and grow business.

- Develop and execute the company's business strategies in order to attain goals
- Prepare and implement comprehensive business plans
- Analyse problematic situations and occurrences and provide solutions to ensure company survival and growth.

MANAGER: (MR. MURALI)

Manager is essential to the day-to-day activities of the business. Effective managers monitor daily activity, assess situations and address issues before they arise.

- The manager sets the vision and motivation for his team. He develops the plan and drive his team to achieve it.
- Managers hire new employees, address performance issues, and when needed, discipline or terminate employees.

ACCOUNTS DEPARTMENT:

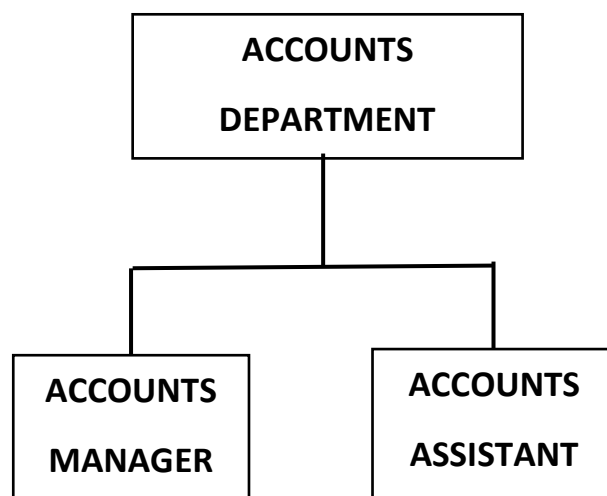
It is a most important department in a business concern. Proper management of the organisation is very essential.

ROLES AND RESPONSIBILITIES:

- To maintain and record all business transactions accurately and comprehensively in a systematic way, they can be retrieved and reviewed at any time.
- To maintain adequate internal controls within the organization to safeguard its valuable resources.

- To provide a basis for performance assessment and create accountability across the organization.
- To keep track of costs incurred by the company and advise the modification of existing operations to reduce operating costs
- To support senior management in the decision-making process by appropriately presenting the financial data.
- To plan based on anticipation of business needs and expected availability of resources.

STRUCTURE OF ACCOUNTS DEPARTMENT:



RECRUITMENT:

Recruitment is the process of searching right person and stimulating them to apply for job in the organization. Recruitment in Sri Mathurakaliamman Transport is carried out based on departmental requirements.

a. Accounts assistants:

Recruitment done through **reference or consultants**.

CV is collected from the employees. It is scrutinized and list for interview is prepared based on this CV. Interview is conducted under the observation of Manager and the respective departmental heads.

b. Staffs:

Recruitment done through reference or consultants.

This includes the warehouse incharges who are responsible for the **proper functioning of inbound and outbound transportation**.

c. Labourers:

They are selected from the local environment.

They may be working part-time or full-time.

In the warehouse, they are appointed to undergo manual work activities.

WAREHOUSE DEPARTMENT

Warehousing is the process of storing physical goods before they are sold or further distributed.

The warehouse incharge ensures that they safely and securely store products in an organized way to track where items are located, when they arrived, how long they have been there, and the quantity on hand.

ROLES AND RESPONSIBILITIES:

Storage:

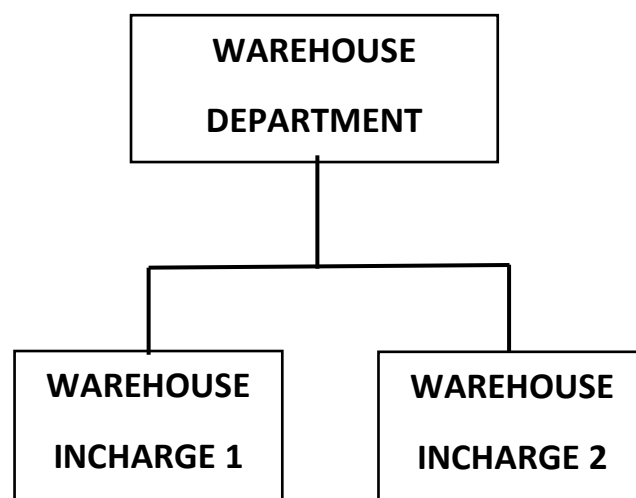
The primary function of a warehouse is to provide storage space for equipment, inventory or other items.

Risk bearing:

The moment goods are delivered for storage, the liability of these goods transfers to the warehouse-keeper. Consequently, the risk of loss or damage to goods is borne by the

warehouse keeper. Since it is now its obligation to return the goods in good condition, the warehouse becomes responsible for any mis happenings. Thus, it takes all precautions to prevent any such situation. The stored goods may also be insured for compensation in case of loss.

STRUCTURE OF WAREHOUSE INCHARGE:



WAREHOUSE INCHARGE:

Maintaining **stock register** of the stocks they are handling in the company.

The Warehouse incharge is a vital part of the supply chain process and team.

- Maintain standards of health and safety, hygiene and security
- Strategically manage warehouse in compliance with company's policies and vision
- Oversee receiving, warehousing, distribution and maintenance operations.

PRODUCT BRANDS

1.BOPP
2.DALMIA DSP CONCRETE,LLP
3.VAJRAM, HDPE
4.DALMIAPPC, HDPE

MAJOR COMPETITORS FOR DALMIA CEMENTS:

1. Ultra tech cement
2. Chettinad cements
3. Ramco cement
4. Zuari cement
5. India cement

MAJOR COMPETITORS FOR THE COMPANY:

1. KAUSHALYA LOGISTICS PRIVATE LTD
2. VAID LOGISTICS

MAJOR CUSTOMERS FOR THE COMPANY

1. Devagi Foundation
2. Banu Cement
3. New Yasin Steel

SWOT ANALYSIS:

STRENGTHS:

- Concept of providing warehouses gives a greater advantage to the dealers to buy the cement bags from this company as and when required
- The cement bags are kept in a safe and secured warehouses until they are sold
- Some bags may get damaged at the time of handling but they will not be sold to the dealers
- The product does not go straight away to the customers as it is a B2B

WEAKNESSES:

- Weaknesses stems from faltering consumer demand, slowing e-commerce growth, as well as inflationary pressures and geopolitical uncertainties.
- The labours may not be willing to work at sometimes. Thus, the labour inefficiency is a weakness to this business.
- Demand for warehouse facilities has been accompanied by the increase in labour requirements.

OPPORTUNITIES:

- Opportunities in the sector are also coming through evolving supply chains
- Changing trade relationships and reshoring (technological advances).

THREATS:

- The company must practice the habit of staying calm under pressure as there will be sudden increase in demand and also sudden decrease in demand

- Not providing clean and hygienic environment for the labours may lead to stoppage of loading of materials.
- Climatic conditions and natural disasters are some sudden threats to the company.

CONCLUSION

- The company uses **SAP SOFTWARE** to show the product details such as
 - The order received
 - The order delivered
- Billing process are also done using **SAP**.
- The billing for the orders that are received are done by the staffs and warehouse incharges. They first receive the order from the Dealers. The amount is paid by the Dealers to the Dalmia Office and they will be paying the company.
- The company is ready to earn more profit in the next 2-3 years and will be setting more warehouses across India in order to expand their business.

