

**KLESOCIETY'S**

**KLE COLLEGE OF ENGINEERING & TECHNOLOGY, CHIKODI**

**(AFFILIATED TO VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI)**

**DEPARTMENT OF MBA**



**INTERNSHIP REPORT**

**ON**

**“ORGANIZATION STUDY”**

**UNDER TAKEN AT**

**“VINAYAK AUTOMOBILES, RAIBAG”**

**(HERO- MOTOCORP LIMITED)**

**SUBMITTED TO**

**VISVESVARAYATECHNOLOGICALUNIVERSITY, BELAGAVI**



**FOR THE PARTIAL FULLFILMENT OF AWARD OF DEGREE OF MASTER OF  
BUSINESS ADMINISTRATION DURING THE ACADEMIC YEAR 2024-2025**

**SUBMITTED BY**

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**UNDER THE GUIDANCE OF**

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**(AFFILIATED TO VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI)**



**CERTIFICATE**

This is to certify that **Mr. Sunil S. Mirje** has satisfactorily completed his internship work entitled “**ORGANIZATION STUDY**” in “**VINAYAK AUTOMOBILES RAIBAG**”, in partial fulfillment of the requirement for the award of **MASTER OF BUSINESS ADMINISTRATION, VISVESVARAYA TECHNOLOGICAL UNIVERSITY BELAGAVI**, during the academic year 2024-2025.

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## **DECLARATION**

Mr. SUNIL S. MIRJE hereby declare that the Internship Report entitled “**ORGANIZATION STUDY**” in **VINAYAK AUTOMOBILES RAIBAG**, is submitted in partial fulfillment of the requirement of award of **MASTER OF BUSINESSADMINISTRATION** as prescribed by the **VISVESVARAYA TECHNOLOGICALUNIVERSITY, BELAGAVI** during the academic year 2024-2025.

It has been done under the guidance and supervision of **Prof. SARASWATI KURANI**, Department of MBA, **KLE COLLEGE OF ENGINEERING & TECHNOLOGY, CHIKODI**.

This report is submitted to **KLE COLLEGE OF ENGINEERING & TECHNOLOGY, DEPARTMENT OF MBA CHIKODI**.

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**Mr. SUNIL S. MIRJE**

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## TABLE OF CONTENT

| Sl. No. | Particulars  | Page No. |
|---------|--|----------|
| 1       | <b>Certificate from Institution</b>  |          |
| 2       | <b>Certificate from Organization</b>                                       |          |
| 3       | <b>Declaration</b>   |          |
| 4       | <b>Acknowledgement</b>   |          |
| 5       | <b>Table of Content</b>  |          |
| 6       | <b>List of Figures, Tables and Charts</b>                                  |          |
| 7       | <b>Executive Summary</b>   |          |
| 8       | <b>Chapter1: Introduction of Industry</b>                                  | 1-5      |
|         | 1.1 Introduction   | 1        |
| 9       | <b>Chapter2: Organizational profile</b>                                    | 6-21     |
|         | I. Details of the Organization   | 6        |
|         | II. Background of the Organization   | 7        |
|         | III. Nature of the Organization  | 8        |
|         | IV. Vision & Missions of the Organization                                  | 8-9      |
|         | V. Organization Work Flow Model  | 10       |
|         | VI. Products & Services of the Organization                                | 11-21    |
|         | VII. Achievements and Awards   | 22       |
|         | VIII. Future Growth and Prospect   | 22       |
| 10      | <b>Chapter 3: Mckensy's 7S Frame work &amp; Porter's Five Forces Model</b> | 23-26    |
|         | 3.1 Mckensy's 7S Framework   | 23-24    |
|         | 3.2 Porter's Five Forces Model   | 25-26    |
| 11      | <b>Chapter 4: SWOT Analysis</b>  | 27-28    |
| 12      | <b>Chapter 5: Analysis of Financial Statements</b>                         | 29-35    |
|         | 5.1.1 Profit & Loss Account for the year 2023-24                           | 29       |
|         | 5.1.2 Profit & Loss Account for the year 2022-23                           | 30       |
|         | 5.1.3 Balance Sheet for the year 2023-24                                   | 31       |
|         | 5.1.4 Balance Sheet for the year 2022-23                                   | 32       |
|         | 5.2 Ratio Analysis   | 34-37    |
|         | 5.2.1 Current Ratio  | 33       |
|         | 5.2.2 Profitability Ratio  | 34       |
| 13      | <b>Chapter 6: Learning Experience</b>                                      | 36       |
| 14      | <b>Bibliography</b>  | 37       |

## LIST OF FIGURES

| <b>Sl. No.</b> | <b>FIGURES</b>                                  | <b>Page No.</b> |
|----------------|---|-----------------|
| 1.1            | Logo of the Hero-MotoCorp                       | 3               |
| 1.2            | The Founder of the Hero-MotoCorp                | 5               |
| 1.3            | Present Executive Chairman of the Hero-MotoCorp | 5               |
| 2.1            | Outlook of Vinayak Automobiles Raibag           | 6               |
| 2.2.1          | Hero-Splendor+ XTEC 2.0                         | 11              |
| 2.2.2          | Hero-Splendor+ 100cc                            | 11              |
| 2.2.3          | Hero- Splendor+ XTEC 100cc                      | 12              |
| 2.2.4          | Hero- HF Deluxe 100cc                           | 12              |
| 2.2.5          | Hero- HF 100 100cc                              | 13              |
| 2.2.6          | Hero- GLAMOUR 125CC                             | 13              |
| 2.2.7          | Hero- Passion +                                 | 14              |
| 2.2.8          | Hero- Super Splendor XTEC                       | 14              |
| 2.2.9          | Hero- Glamour XTEC 125cc                        | 15              |
| 2.2.10         | Hero- Super Splendor 125cc                      | 15              |
| 2.2.11         | Hero- Glamour XTEC 125cc                        | 16              |
| 2.2.12         | Hero- Super Splendor 125CC                      | 16              |
| 2.2.13         | Hero- XTREME 125CC                              | 17              |
| 2.2.14         | Hero- XTREME 160R 4V                            | 17              |
| 2.2.15         | Hero- XPULSE 200 4V 200CC                       | 18              |
| 2.2.16         | Hero- XTREME 160R 160CC                         | 18              |
| 2.2.17         | Hero- DESTINI PRIME                             | 19              |
| 2.2.18         | Hero- XOOM                                      | 19              |
| 2.2.19         | Hero- PLEASURE+ XTEC                            | 20              |
| 2.2.20         | Hero- DESTINI 125 XTEC                          | 20              |
| 2.3.1          | Bike water servicing                            | 21              |
| 2.3.2          | Bike repairing servicing                        | 21              |
| 3.1            | MCKENSY'S 7S FRAMEWORK                          | 23              |
| 3.2            | Porter's five forces model                      | 25              |
| 4.1            | SWOT Analysis of Hero-MotoCorp                  | 27              |

## LIST OF TABLES & CHARTS

| Sl. No. | TABLES & CHARTS                              | Page No. |
|---------|--|----------|
| 2.1.1   | Work flow model of Organization              | 10       |
| 5.1.1   | Profit and loss account for the year 2023-24 | 29       |
| 5.1.2   | Balance Sheet for the year 2023-24           | 30       |
| 5.1.3   | Profit and loss account for the year 2022-23 | 31       |
| 5.1.4   | Balance Sheet for the year 2022-23           | 32       |
| 5.2.1   | Current Ratio Table                          | 33       |
| 5.2.2   | Current Ratio Graph                          | 33       |
| 5.2.3   | Profitable Ratio Table                       | 34       |
| 5.2.4   | Profitable Ratio Graph                       | 34       |

## **EXECUTIVE SUMMARY**

The primary objective of the "organizational Study" internship project is to investigate how Organizations run to comprehend the methods by which we apply abstract ideas to real-world Problems. This project report is an analysis of my four-week internship conducted at Vinayak Automobiles – Hero Motocorp, Raibag, which I successfully completed from 25-11-2024 to 21-12-2024 as a requirement of my MBA program at Department of Management Studies by Visvesvaraya Technological University, Belagavi. Every hour spent in the Vinayak Automobiles – Hero Motocorp gave me good amount of experience which will be useful for my future career.

This project mainly focuses on the Organization profile, Vision, Mission, Product profile, SWOT Analysis, Analysis of Financial statements, these statements systematically used to analyze the financial performance in order to assess the firm's strengths and weaknesses, past performance, and present financial situation.

Through this internship, I will have plenty of opportunities to gather information, observe the Working conditions in the unit, and communicate with the managerial and ground level Employees. This will also assist us in honing the managerial skills we learned in training. At Automobiles Industries, this has been an excellent educational opportunity. The major goal of this is to assist the students in gaining a clear understanding of the organization's working conditions, Methods of operation, and necessary planning to fulfill its mission and vision.



## CHAPTER – 1

### INTRODUCTION

#### i. Introduction about the internship

Internship is a vital part of academic programme of VTU MBA. Internship is very much beneficial to apply skills, which are learnt in the classroom, in the real world. It will improve the knowledge. The duration of the study is four weeks. This internship is done, in order to have knowledge about the organization structure. This internship report gives the overview of the organization structure of the Vinayak Automobiles (Hero-Motocorp) Raibag

#### ii. Introduction of Two-Wheeler industry

Automobile is one of the largest industries in global market. Being the leader in product and process technologies in the manufacturing sector, it has been recognized as one of the drivers of economic growth. During the last decade, well directed efforts have been made to provide a new look to the automobile policy for realizing the full potential for the economy. Aggressive marketing by the auto finance companies have also played a significant role in boosting automobile demand, especially from the population in the middle-income group.

Two-wheeler segment is one of the most important components of the automobile sector that has undergone significant changes due to shift in policy environment. The two-wheeler industry has been in existence in the country since 1955. It consists of three segments viz. scooters, motorcycles and mopeds. In India there are some MNC's and Indian company dealing in automobile sector. The main key players who are dealing in this sector are Hero, Honda, Bajaj, Yamaha, and TVS.

### THE INDIAN TWO-WHEELER INDUSTRY

#### iii. The Evolution of the Two-Wheeler Industry in India

The term "two-wheelers" in India refers to a type of motorized mobility vehicle that can have either two or three wheels and is used for commercial or personal purposes. Legally, these vehicles require registration and a driver's license in order to be operated. They can be powered by either an internal combustion engine (ICE) or an electric battery motor. Motorcycles in India can be broadly categorized into two types. The "Indian design" motorcycles were equipped with

two-stroke engines and had an engine capacity of 100-175 cc. Brands such as Escorts and Jawa produced motorcycles of this type. On the other hand, the so-called "British design" motorcycles with four-stroke engines with an engine capacity of 346 cc and a power rating of 13.4 kW. The Royal Enfield is an example of a motorcycle that falls into this category (Royal Enfield website, 2023)

The historical development of the two-wheeler industry in India can be traced back to the period between the 1950s and 1980s. During this time, the market operated as a seller's market, with only a few Indian brands available and limited access for foreign companies. Vehicle options were also limited and targeted different market segments. One of the early players in the scooter market was Bajaj, which began trading imported Vespa scooters in 1948. Later, in 1959, Bajaj started manufacturing these scooters under license from Piaggio. This agreement expired in 1971.

In the period from the mid-1980s to the mid-1990s, the two-wheeler market in India witnessed the introduction of new brands and models. This trend was driven by higher urban incomes following economic liberalization, which brought significant changes in buyer preferences and motorcycle profiles. One notable addition to the market was the gearless scooter produced by Kinetic-Honda, which catered to individuals who faced difficulties operating geared vehicles or mopeds. During this period, scooters enjoyed higher sales compared to motorcycles and mopeds, although motorcycles began gaining popularity in the late 1980s. The demand for motorcycles was primarily for commuter models, with some demand for scramblers that offered more power and the ability to navigate different types of terrain. This era also marked the emergence of four Indo-Japanese joint ventures that produced fuel-efficient and low-powered motorcycles.

#### **iv. The Geography and Localization of the Indian Two-wheeler Industry**

There are fundamentally three two-wheeler hubs in India. These hubs can be traced back to the mid-1950s when family-owned conglomerates like TVS in Chennai and Escorts in Delhi were dominant. The industry transitioned towards localized industrialization in the early 1960s after the progressive countermeasures against imports which started in 1957. The 1963 the 'Monopolies and Restrictive Trade Practices Act' introduced licensing regimes, fostering the growth of public-sector enterprises. The policies of economic liberalization started in 1991 41 played a pivotal role in the rapid evolution of the two-wheeler industry.

v. **About Hero-MotoCorp ltd**

Hero-MotoCorp Ltd. (Formerly Hero Honda Motors Ltd.) is the world's largest manufacturer of two - wheelers, based in India. In 2001, the company achieved the coveted position of being the largest two-wheeler manufacturing company in India and also, the 'World No.1' two-wheeler company in terms of unit volume sales in a calendar year. Hero MotoCorp Ltd. continues to maintain this position till date. Today, every second motorcycle sold in the country is a Hero MotoCorp bike. Every 30 seconds, someone in India buys Hero MotoCorp's top-selling motorcycle – Splendor



**Figure 1.1: - Logo of the Hero-MotoCorp Ltd**

➤ **VISION**

Our goal is to become a world-renowned manufacturer that sets the bar for excellence in terms of efficiency, innovation, and quality. By using cutting-edge technologies and industry best practices to provide outstanding products that go above and beyond what customers expect, we aim to lead the industry.

➤ **MISSION**

The aim of HMC is to lead the industry in manufacturing excellence by producing goods of the highest caliber that surpass customer expectations, all the while emphasizing social responsibility and environmental sustainability. We work hard to innovate all the time, utilizing best practices and state-of-the-art technologies to streamline and improve our manufacturing processes.

Hero Honda started its operations in 1984 as a joint venture between **Hero Cycles** of India and **Honda** of Japan. "Hero" is the brand name used by the Munjal brothers for their flagship company, Hero Cycles Ltd. A joint venture between the Hero Group and Honda Motor Company was established in 1984 as the Hero Honda Motors Limited at Dharuhera, India.<sup>1</sup> Munjal family and the Honda group both owned a 26% stake in the company.

During the 1980s, the company introduced low-cost motorcycles in India. It was noted for its advertising campaign based on the slogan 'Fill it – Shut it – Forget it' emphasizing fuel efficiency. In 2001, the company became the largest two-wheeler manufacturing company in India.

By December 2010, the board of directors of the Hero Honda Group had decided to terminate the joint venture between Hero Group of India and Honda of Japan in a phased manner. The Hero Group would buy out the 26% stake of the Honda in JV Hero Honda. Under the joint venture, Hero Group could not export to international markets (except Bangladesh, Nepal and Sri Lanka) and the termination would mean that Hero Group could now export.

Honda exited the joint venture through a series of off-market transactions by giving the Munjal family, which held a 26% stake in the company. Honda, wanting to focus only on its independent fully owned two-wheeler subsidiary, Honda Motorcycle and Scooter India (HMSI), exited Hero Honda at a discount and got over ₹6,400 crore (equivalent to ₹140 billion or US\$1.7 billion in 2023) for its stake. The discount was between 30% and 50% to the current value of Honda's stake as per the price of the stock after the market closed on 16 December 2010.

The name of the company was changed from Hero Honda Motors Limited to **Hero MotoCorp Limited** on 29 July 2011. The new brand identity and logo of Hero MotoCorp were developed by the British firm **Wolff Olins**. The logo was revealed on 9 August 2011 in London, to coincide with a cricket match between England and India.

Hero MotoCorp can now export to Latin America, Africa, and West Asia. Hero is free to use any vendor for its components instead of just Honda-approved vendors.

v. **About the Founder of Hero MotoCorp Ltd**



**Figure 1.2: - The Founder of the Hero-Motocorp Ltd**

**Dr. Brijmohan Lall Munjal**

The founder of the Hero Group was your classic first generation entrepreneur. He was a man who started small, dreamt big and used a combination of grit and perseverance to create one of the country's largest corporate groups and the World's No.1 manufacturer of motorcycles and scooters.

Instinctive from a young age, Dr. Brijmohan Lall Munjal started his life in the late 1920s, when he walked into a newly opened Gurukul (Indian heritage school) near his home in Kamalia. He was only six years old then.

There began an extraordinary tale of courage and perseverance. Dr. Brijmohan Lall Munjal began his business story after India gained Independence from British Rule in 1947, when he and his brothers relocated to Ludhiana. The family set up a company that provided people with basic transport (cycles). Three decades later, as India evolved; he added a second crucial chapter - which visualized affordable and technologically superior transport to millions of middle class Indians. The rest is history.



**Figure 1.3: -Present Executive Chairman of the Hero-MotoCorp Ltd**

## CHAPTER – 2

### ORGANIZATION PROFILE

#### i. Vinayak Automobiles Raibag



**Figure 2.1: - Outlook of Vinayak Automobiles Raibag**

Name of the organization:-Vinayal Automobiles Raibag. (Hero-MotoCorp)

Established in: - year 1998

Size of the unit: - Small Scale

Address: - 1798, flot no-22&23, Chinchali Road, Raibag, Belagavi.

E-mail:[vinayakautomobiles443@gmail.com](mailto:vinayakautomobiles443@gmail.com)

Contact no: - 9964224143

Owner / Manager: - Vinayak A Kulagude

Products: - Sales & Services

No of Departments: - Sales & services

No of Employs: - 22 s

Area of operation: - Rural

Infrastructure facility: -

1. Power
2. Water
3. Machines
4. Safety

**ii. Back ground of the Vinayak Automobiles Raibag**

Vinayak automobiles established in the year of 1998 in Raibag and the organization located in 1798–flat no,22&23 Chinchali Road, Raibag, Belagavi. And this is the first Automobiles organization established in the Raibag Taluka and owner come manager of this organization is Mr. Vinayak A Kulagude.

This organization has running very success fully from the year of its establishment with 75% of growth rate because the Vinayak automobiles has provided good quality services to their costumers hence costumers are very loyal to VInayk Automobile.

Vinayak automobiles not only for costumers they also very beneficial to employs who work in their organization. Organization have very comfortable and flexible workflow model and provide all type of required instruments and equipment to works for helpful while providing services to customers.

In organization there are two main departments viz, sales department and services department. And the owner of the organization Mr. Vinayak A Kulagude was the working as a manager of his organization and has well relationship with the all employs who are working in the organization. And also, have very well relation with costumers that is the reason of giving good costumer relation with the organization as compare to any other existing competitors.

Vinayak automobiles provide sales and services to customers. Their first priority is customer satisfaction that's why they always ready do provide better services to costumer as possible as more. In Vinayak automobiles they are very friendly with customers. Before buying any vehicle, organization will give guidance useful knowledge to costumers for making costumers decision easier and help to get good vehicle with valuable money. Not only for sales organization provide good facilities for services also whenever customers get services they feel like happy for getting better treatment from organization.

In Raibag there is few competitors' to Vinayak automobiles Viz Honda, TVS, Royal Enfield, Bajaj. They Also have stable market in their way but in the last few years Vinayak automobiles achieving the highest seller in Raibag. And sold highest ever from starting in last Diwai festival.

Vinayak automobiles have special offers to their employs in their organization, like employ of the year award, best marketing award, etc. it helps to boost the capacity of employs working in the organization.



**iii. Nature of Business**

The nature of business for Vinayak Automobiles is mainly sales and services.

The nature of an automobile dealership showroom business involves acting as an intermediary or partner in selling vehicles on behalf of a primary dealership or automobile manufacturer. A dealership operates under a larger dealership's brand and is typically authorized to sell vehicles, provide after-sales services, and offer financing options.

- **Vehicle Sales:** The core function of the dealership is to sell automobiles to customers, usually through a showroom display.
- **Promotions and Discounts:** Dealers are responsible for running promotions, offering financing options, and managing customer queries regarding car models and features.
- **After-Sales Services:** They often provide warranty services, repairs, vehicle maintenance, and parts replacement as part of the customer service package.
- **Customer Relationship:** Building relationships with customers is crucial. This includes following up on leads, answering inquiries, and assisting with test drives.
- **Financing:** Dealers often collaborate with financial institutions to offer auto loans, leasing, and installment plans to make vehicle purchases more accessible to customers.

**iv. Vision & Mission**

➤ **Mission**

Organization typically focuses on long-term growth, market leadership, customer satisfaction, and brand alignment with the primary dealership or manufacturer.

**Goal: -**

To establish the showroom as a leading dealer in the local or regional automotive market, continuously increasing market share.

To provide a one-stop solution for customers by offering not just sales, but also high-quality after-sales services like maintenance, repairs, and vehicle accessories.



### ➤ Mission

#### i. **Primary Focus:** - Customer Satisfaction and Building Relationships

- **Provide an Exceptional Customer Experience:** This is paramount. The mission often centers on creating a welcoming, informative, and enjoyable environment for customers at every touch point - from browsing online to walking out with a new car.
- **Build Long-Term Relationships:** It's not just about selling a car today; it's about fostering loyalty and repeat business through trust and exceptional service.
- **Understand Customer Needs and Exceed Expectations:** The mission should emphasize actively listening to customers, understanding their individual needs and preferences, and providing tailored solutions that exceed their expectations.

#### ii. **Secondary but Necessary Sales and Revenue Generation**

##### • **Drive Sales of New and Used Vehicles**

A primary function of a dealership is to sell cars. The mission often includes a goal of achieving sales targets while maintaining ethical and transparent practices.

##### • **Offer a Variety of Vehicles and Services**

Providing a wide range of vehicles, financing options, and after-sales services allows the dealership to cater to diverse customer needs and maximize revenue.

##### • **Maximize Profitability While Maintaining Value**

The dealership aims to achieve financial success while providing value to customers through competitive pricing and quality products and services.

### ➤ Quality Policy

#### ▪ **Service Excellence**

- **Statement:** "We are dedicated to providing professional, efficient, and courteous service in all interactions with our customers."
- **Implementation**
  - Thorough training for service staff.
  - Utilizing efficient service management systems.
  - Maintaining a clean and welcoming environment.

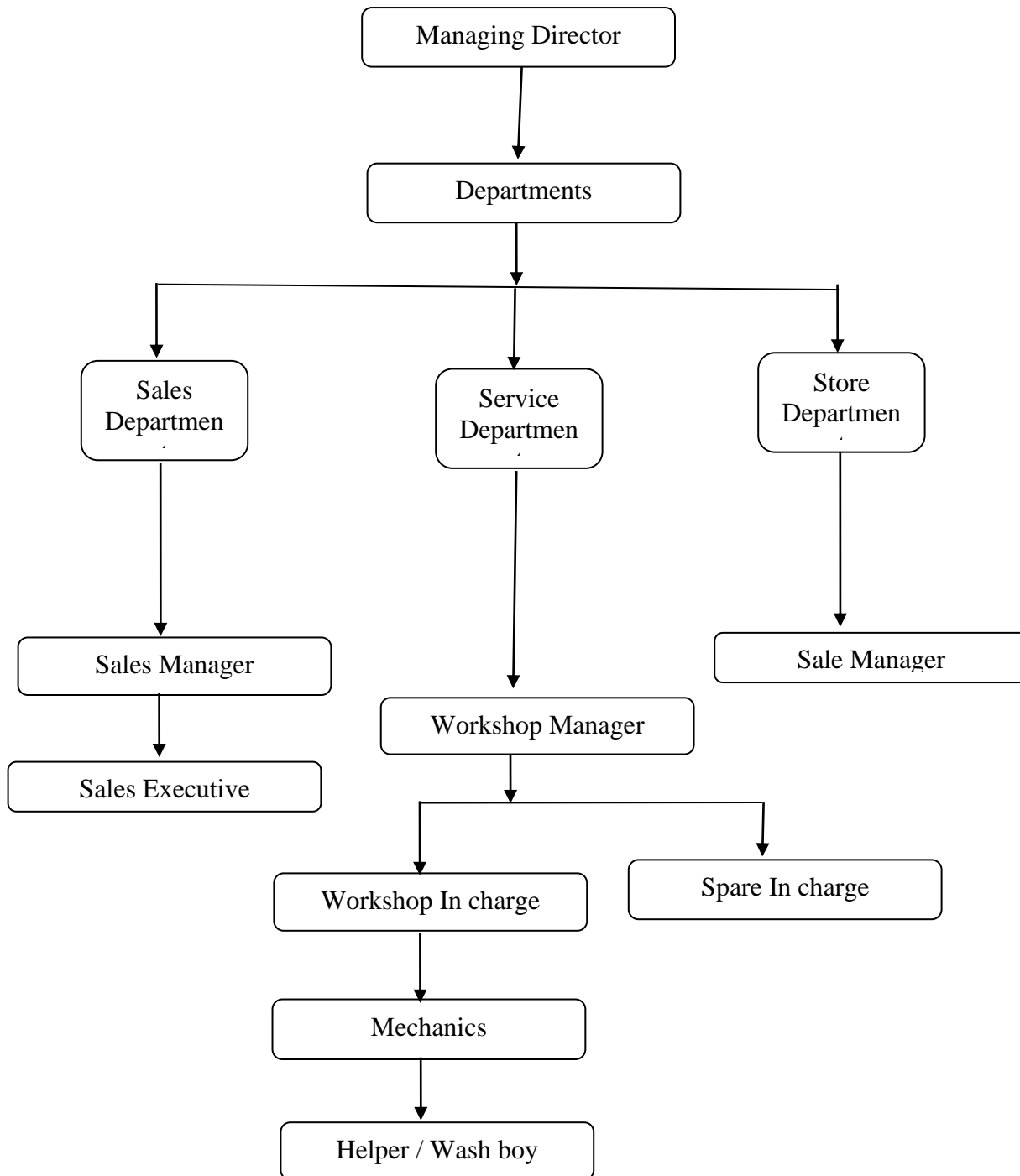
#### ▪ **Continuous Improvement**

- **Statement:** "We continuously strive to improve our processes, products, and services to enhance customer satisfaction and operational efficiency."

- **Implementation**

- Regular performance reviews and process analysis.
- Implementing corrective and preventive actions.
- Encouraging employee feedback and suggestions.

v. **Workflow Model**



**Chat No-2.1.1: Work flow model of Organization**

vi. Vinayak Automobiles Products / Vehicles



**SPLENDOR+ XTEC 2.0**  
• NEW LAUNCH

**Figure 2.2.1: -Hero-Splendor+ XTEC 2.0**

➤ **Hero-Splendor+ 100cc**

The Hero Splendor Plus is powered by a 97.2 cc air-cooled engine which produces 8.02 PS @ 8000 rpm of power. It has a fuel tank of 9.8 L and a claimed mileage of 70 kmpl.



**SPLENDOR+ 100 CC**

**Figure 2.2.2: -Hero-Splendor+ 100cc**



**SPLENDOR+ XTEC** 100 CC

**Figure 2.2.3: -Hero- Splendor+ XTEC 100cc**

➤ **Hero-HF Deluxe 100cc**

The Hero Splendor Plus XTEC features a 97.2cc, air-cooled, single-cylinder engine with a 4-speed manual transmission, offering a claimed mileage of around 70 kmpl, and drum brakes at both ends.



**HF DELUXE** 100 CC

**Figure 2.2.4: -Hero- HF Deluxe 100cc**



**HF 100** 100 CC

**Figure 2.2.5: -Hero- HF 100 100cc**

➤ **Hero-HF 100 100cc**

The Hero HF 100, a 100cc commuter bike, features a 97.2cc air-cooled engine, delivering 8.02 PS of power and 8.05 Nm of torque, with a claimed mileage of around 70 kmpl.



**GLAMOUR** 125 CC

**Figure 2.2.6: -Hero- GLAMOUR 125CC**

➤ **Hero-GLAMOUR 125CC**

The Hero Glamour 125CC features a 124.7cc air-cooled engine, producing 10.84 PS and 10.4 Nm, with a 5-speed transmission, and a claimed mileage of 63 kmpl.



**PASSION+**

**Figure 2.2.7: -Hero- Passion +**

➤ **Hero-Super Splendor XTEC 125cc**

The Hero Super Splendor XTEC features a 124.7cc air-cooled engine, delivering 10.7 bhp and 10.6 Nm of torque, paired with a 5-speed gearbox, and boasts a claimed mileage of 69 kmpl. kmpl.



**SUPER SPLENDOR XTEC**

**125 CC**

**Figure 2.2.8: -Hero- Super Splendor XTEC**



**GLAMOUR XTEC** 125 CC

**Figure 2.2.9: -Hero- Glamour XTEC 125cc**

➤ **Hero-Super Splendor 125cc**

The Hero Super Splendor 125cc is a commuter bike with a 124.7cc engine, producing 10.72 bhp at 7500 rpm and 10.6 Nm of torque at 6000 rpm, paired with a 5-speed manual



**SUPER SPLENDOR XTEC**

125 CC

**Figure 2.2.10: -Hero- Super Splendor 125cc**





**GLAMOUR XTEC** 125 CC

**Figure 2.2.11: -Hero- Glamour XTEC 125cc**

➤ **Hero-Glamour XTEC 125CC**

The Hero Glamour XTEC is powered by a 124.7 cc air-cooled engine which produces 10.84 PS @ 7500 rpm of power. It has a fuel tank of 10 L and a claimed mileage of 63 kmpl. The Hero Glamour XTEC starts at Rs 89,998 and goes up to Rs 94,598 (ex-showroom, Delhi). It is available in two variants.

➤ **Hero-Super Splendor 125CC**

The Hero Super Splendor is powered by a 124.7 cc air-cooled engine which produces 10.87 PS @ 7500 rpm of power. It has a fuel tank of 12 L and a claimed mileage of 60 kmpl. The Hero Super Splendor starts at Rs 80,848 and goes up to Rs 84,748 (ex-showroom, Delhi). It is available in two variants.



**SUPER SPLENDOR** 125 CC

**Figure 2.2.12: -Hero- Super Splendor 125CC**





**XTREME 125R**  
• NEW LAUNCH

**Figure 2.2.13: -Hero- XTREME 125CC**

➤ **Hero-XTREME 160R 4V**

The Hero Xtreme 160R 4V is powered by a 163.2 cc air-cooled engine which produces 16.9 PS @ 8500 rpm of power. It has a fuel tank of 12 L and a claimed mileage of 48 kmpl. The Hero Xtreme 160R 4V starts at Rs 1.39 Lakh Rs (ex-showroom, Delhi). It is available in one variant.



**XTREME 160R 4V**  
• NEW LAUNCH

**Figure 2.2.14: -Hero- XTREME 160R 4V**



**XPULSE 200 4V** 200 CC

➤ **Hero-XPULSE 200 4V 200CC**

The Hero Xpulse 200 4V is powered by 199.6cc BS6 engine which develops a power of 18.9 bhp and a torque of 17.35 Nm. With both front and rear disc brakes, Hero Xpulse 200 4V comes up with anti-locking braking system. This Xpulse 200 4V bike weighs 159 kg and has a fuel tank capacity of 13 liters.

**Figure 2.2.15: -Hero- XPULSE 200 4V 200CC**

➤ **Hero-XTREME 160R 160CC**

The Hero Xtreme 160R is powered by a 163.2 cc air-cooled engine which produces 15 PS @ 8500 rpm of power. It has a fuel tank of 12 L and a claimed mileage of 46 kmpl. The Hero Xtreme 160R starts at Rs 1.12 Lakh Rs (ex-showroom, Delhi). It is available in one variant.



**XTREME 160R** 160 CC

**Figure 2.2.16: -Hero- XTREME 160R 160CC**



**DESTINI PRIME**

**Figure 2.2.17: -Hero- DESTINI PRIME**

➤ **Hero-DESTINI PRIME**

The Hero Destini Prime is powered by a 124.6 cc air-cooled engine which produces 9.09 PS @ 7000 rpm of power. It has a fuel tank of 5 L and a claimed mileage of 56 kmpl. The Hero Destini Prime starts at Rs 72,799 Rs (ex-showroom, Delhi). It is available in one variant.

➤ **Hero-XOOM**

The Hero Xoom scooter, available in 110 and 125cc models, features a 110.9cc or 124.6cc air-cooled engine, fuel injection, and a CVT automatic transmission, with the 125cc model offering 14-inch alloy wheels.



**XOOM**

**Figure 2.2.18: -Hero- XOOM**



➤ **Hero-PLEASURE+ XTEC 110CC**

The Hero Pleasure Plus XTEC is a stylish and practical scooter designed with urban commuters in mind. It features a 110.9 cc air-cooled single cylinder engine that produces 8.15 PS of power and 8.70 Nm of torque, coupled with a CVT gearbox for smooth navigation. The scooter is lightweight, weighing 106 kg,

**Figure 2.2.19: -Hero- PLEASURE+ XTEC**

➤ **Hero-DESTINI 125 XTEC 125CC**

The Hero Destini 125 Xtec is powered by 124.6cc BS6 engine which develops a power of 9 bhp and a torque of 10.4 Nm. With both front and rear drum brakes, Hero Destini 125 Xtec comes up with combined braking system of both wheels. This Destini 125 Xtec scooter weighs 115 kg and has a fuel tank capacity of 5 liters.



**Figure 2.2.20: -Hero- DESTINI 125 XTEC**

### ➤ Vinayak Automobiles Services

There are many services Vinayak automobile have providing to customers. Mainly they will help to get vehicle in EMI and also provide help to get vehicle loan from banks for making easier to costumers for buying Hero products. There are some repair and vehicle services are there provided from Vinayak automobiles.

1. Water Washing
2. Oil and filter change
3. Air filter
4. Spark plug
5. Drive chain adjustment
6. Oiling cable, pivot, and lever
7. Clutch adjustment
8. Brake pads
9. Tighten everything up
10. Checking wheels
11. Check your gears
12. Inspect clean and lubricant the driven train



**Figure 2.3.1: - Bike water servicing**



**Figure 2.3.2: - Bike repairing servicig**

**vii. Achievements And Awards: -**

Vinayak Automobiles Sold highest ever from starting in last Diwali festival in 2024

**viii. Future Growth and Prospect: -**

The Automobiles industries have a bright future in the upcoming years. It is growing rapidly with the turnover growing strongly over the every few years; The automotive industry is poised for significant growth, driven by trends such as electrification, autonomous vehicles, and advanced connectivity. As consumer demands evolve and technology advances, the market is expected to expand, particularly in the electric vehicle sector, with a focus on sustainability and innovation.

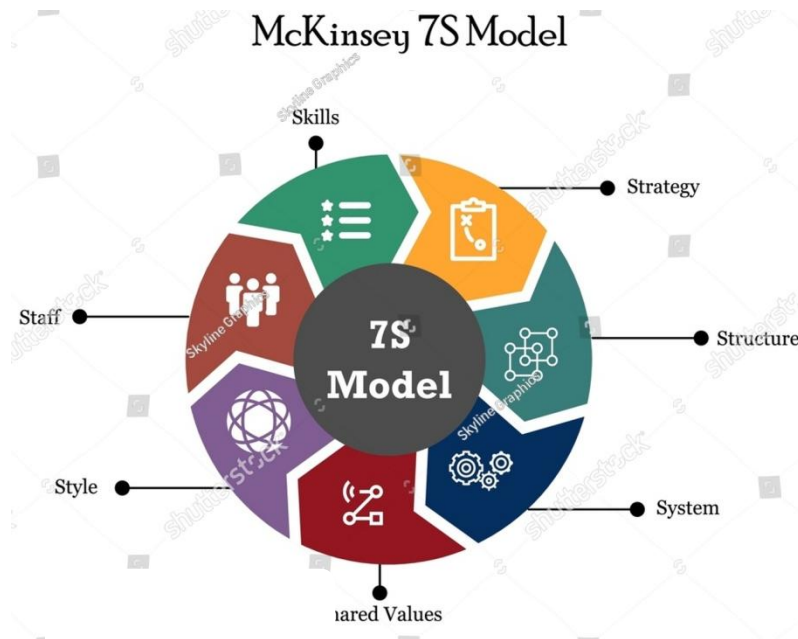
➤ **Future Prospects: -**

- **Increased Demand for EVs:** As charging infrastructure improves and government incentives promote EV adoption, the market for electric vehicles is expected to grow significantly.
- **Mobility-as-a-Service:** The concept of on-demand transportation, such as robotaxis, is gaining traction, particularly among younger generations who may prefer access over ownership.
- **Insurance and Liability Changes:** The rise of autonomous vehicles will necessitate changes in insurance models, as questions of liability in accidents involving self-driving cars become more complex.

## CHAPTER – 3

### MCKENSY'S 7S FRAMEWORK

McKinsey's 7S Framework is a management model that outlines seven interdependent elements that need to be aligned for an organization to be successful. These elements are: Strategy, Structure, Systems, Shared Values, Skills, Style, and Staff. When applied to an automobile dealership organization, the 7S framework can provide insights into how to optimize operations and improve performance. Here's a breakdown of each element in the context of an automobile dealership:



**Figure 2.1: -MCKENSY'S 7S FRAMEWORK**

#### 1. Strategy

An automobile dealership's strategy may include market positioning (luxury vs. budget vehicles), customer service excellence, digital transformation (e.g., online sales), and partnerships with manufacturers. The strategy should also consider the growing trend of electric vehicles and how to adapt to changing consumer preferences.

#### 2. Structure

The dealership structure may include departments such as sales, service, finance, and parts. A clear organizational structure helps in defining roles and responsibilities, ensuring efficient communication and workflow. For example, a flat structure may encourage faster decision-making and responsiveness to customer needs.



### **3. Systems**

Systems in a dealership include inventory management, customer relationship management (CRM), sales processes, and service scheduling. Implementing advanced technology, such as AI-driven inventory systems or digital service appointment tools, can enhance efficiency and customer satisfaction.

### **4. Shared Values**

Shared values in a dealership might focus on customer satisfaction, integrity, teamwork, and community involvement. A strong culture that emphasizes these values can lead to better employee engagement and customer loyalty.

### **5. Skills**

Skills in an automobile dealership include sales expertise, technical knowledge for service staff, and customer service skills. Continuous training and development programs are essential to keep staff updated on new technologies, products, and customer service techniques.

### **6. Staff**

The staff in an automobile dealership includes salespeople, service technicians, finance managers, and administrative personnel. Recruitment strategies should focus on attracting individuals who align with the dealership's values and possess the necessary skills. Employee retention strategies, such as career development opportunities and incentives, are also crucial.

### **7. Style**

The management style in a dealership can range from autocratic to participative. A participative style that encourages feedback and collaboration can foster a positive work environment and improve employee morale, which in turn can enhance customer service.



## PORTER'S FIVE FORCS EMODEL

Porter's Five Forces Model is a valuable tool for analyzing the competitive environment of an industry. When applied to automobile dealerships, it helps to understand the dynamics that influence profitability and strategic decision-making.



**Figure 3.2: - Porter's five forces model**

### **1. Threat of New Entrants: -**

The threat of new entrants in the automobile dealership sector is moderate. While starting a dealership requires significant capital investment, knowledge of the automotive market, and compliance with regulatory requirements, the rise of online car sales platforms (like Carvana and Vroom) has lowered some barriers. New entrants can disrupt traditional dealership models by offering direct-to-consumer sales, which can increase competition. Established dealerships may need to innovate and enhance their customer experience to maintain their market position.

### **2. Bargaining Power of Suppliers**

In the context of automobile dealerships, suppliers include vehicle manufacturers and parts suppliers. The bargaining power of suppliers is generally moderate to high, especially for dealerships that are tied to specific brands. Manufacturers often dictate pricing, inventory levels, and promotional strategies. However, dealerships that represent multiple brands may have more leverage in negotiations. Additionally, the increasing importance of electric vehicle (EV) components and technology can shift power dynamics, as specialized suppliers may have more influence.

**3. Bargaining Power of Buyers: -**

The bargaining power of buyers in the automobile dealership sector is high. Consumers have access to a wealth of information online, including vehicle prices, reviews, and comparisons, which empowers them to negotiate better deals. The availability of alternatives, such as used cars, leasing options, and ride-sharing services, further enhances buyer power. Dealerships must focus on providing exceptional customer service, transparent pricing, and value-added services (like financing options and warranties) to attract and retain customers.

**4. Threat of Substitute Products or Services: -**

The threat of substitutes for automobile dealerships is increasing. Alternatives such as public transportation, ride-sharing services (e.g., Uber, Lyft), and car-sharing platforms (e.g., Zipcar) provide consumers with viable options that can reduce the need for personal vehicle ownership. Additionally, the growing popularity of electric bikes and scooters as eco-friendly transportation alternatives poses a challenge. Dealerships may need to adapt by offering flexible financing options, promoting the benefits of vehicle ownership, and enhancing the overall customer experience.

**5. Industry Rivalry: -**

Industry rivalry among automobile dealerships is high. There are numerous dealerships competing for market share, often within close geographic proximity. Competition is driven by factors such as pricing, customer service, inventory selection, and marketing strategies. The rise of online sales platforms has intensified this rivalry, as traditional dealerships must compete not only with each other but also with digital-first competitors. To succeed, dealerships must differentiate themselves through superior customer service, loyalty programs, and innovative marketing strategies.

## CHAPTER – 4

### SWOT ANALYSIS

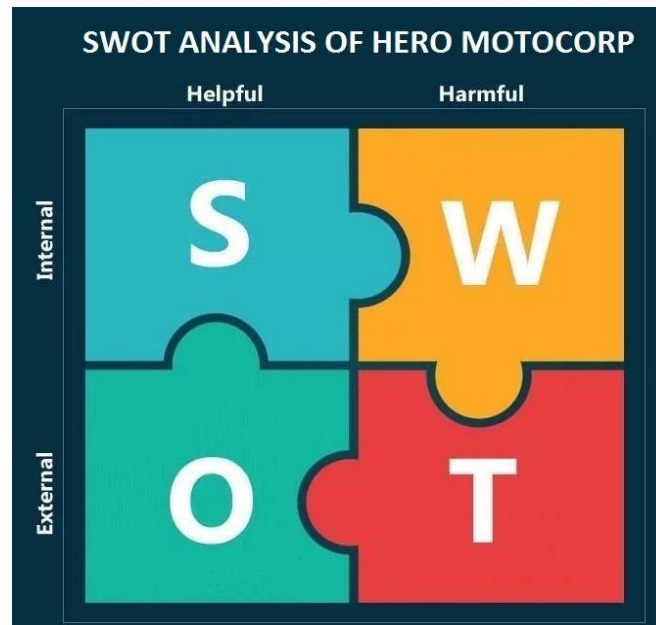


Figure 3.1: - SWOT Analysis of Hero-Motocorp

➤ **Strengths of Vinayak Automobiles Raibag:-**

- i. **Brand Reputation:** - Established brands can attract customers and build loyalty.
- ii. **Customer Service:** - organization provides Strong customer service practices and it helps to enhance customer satisfaction and retention.
- iii. **Finance and Insurance Services:** - Organization offering financing and insurance options, it can simplify the purchasing process for customers.
- iv. **Experienced Staff:** - Organization have Knowledgeable sales and service staff can provide a better customer experience.

➤ **Weaknesses of Vinayak Automobiles Raibag:-**

- i. **Market Saturation:** - Competition from other dealerships can dilute market share and reduce profit margins.
- ii. **High Overheads:** Maintaining a physical dealership can lead to high operating costs (rent, staff salaries, utilities).
- iii. **Limited Online Presence:** Lack of digital marketing and e-commerce capabilities can hinder reaching wider audiences.
- iv. **Perception Issues:** Some customers may perceive dealerships as untrustworthy or as having high-pressure sales tactics.

➤ **Opportunities of Vinayak Automobiles Raibag:-**

- i. **Technology Integration:** Utilizing CRM systems and data analytics can improve customer engagement and sales tracking.
- ii. Focusing more on bikes to catch the metropolitan market.
- iii. Two-wheeler segment is one of the most growing industries.

➤ **Threats of Vinayak Automobiles Raibag:-**

- i. **Changing Consumer Preferences:** Shifts towards ride-sharing services or public transportation could reduce demand for personal vehicles.
- ii. **Regulatory Changes:** Evolving regulations regarding vehicle emissions and safety can impact inventory requirements and operational costs.
- iii. **Supply Chain Disruptions:** Issues affecting vehicle production and parts availability can hinder dealership operations.
- iv. Enhancement of public transport can be affecting automobile industries.

## CHAPTER – 5

### 5.1 ANALYSIS OF FINANCIAL STATEMENTS

#### 5.1.1 Profit and loss account of Vinayak Automobile Raibag year 2023-24

| Particulars                                 | Amount (in ₹)      |
|---|--------------------|
| <b>Revenue (Sales)</b>                      |                    |
| Sale of New Vehicles                        | 2,50,00,000        |
| Sale of Used Vehicles                       | 1,00,00,000        |
| Parts and Accessories Sales                 | 50,00,000          |
| Service Revenue                             | 75,00,000          |
| Other Income (e.g., Commission, Incentives) | 25,00,000          |
| <b>Total Revenue</b>                        | <b>5,00,00,000</b> |
| <b>Cost of Goods Sold (COGS)</b>            |                    |
| Cost of New Vehicles Sold                   | 1,80,00,000        |
| Cost of Used Vehicles Sold                  | 80,00,000          |
| Cost of Parts and Accessories Sold          | 30,00,000          |
| Cost of Services Rendered                   | 40,00,000          |
| <b>Total Cost of Goods Sold</b>             | <b>3,30,00,000</b> |
| <b>Gross Profit</b>                         | <b>1,70,00,000</b> |
| Operating Expenses:                         |                    |
| Employee Salaries and Wages                 | 50,00,000          |
| Rent or Lease Expense                       | 30,00,000          |
| Utilities (Electricity, Water, etc.)        | 10,00,000          |
| Advertising and Marketing                   | 15,00,000          |
| Depreciation of Assets                      | 5,00,000           |
| Office Supplies and Miscellaneous           | 5,00,000           |
| Insurance                                   | 2,00,000           |
| <b>Total Operating Expenses</b>             | <b>1,17,00,000</b> |
| <b>Operating Profit (EBIT)</b>              | <b>53,00,000</b>   |
| Other Expenses/Income:                      |                    |
| Interest Expense                            | 3,00,000           |
| Other Non-Operating Expenses                | 2,00,000           |
| Other Income (e.g., tax rebates, grants)    | 1,00,000           |
| <b>Net Profit Before Tax (NPBT)</b>         | <b>49,00,000</b>   |
| <b>Tax Expense (20%)</b>                    | <b>9,80,000</b>    |
| <b>Net Profit After Tax (NPAT)</b>          | <b>39,20,000</b>   |

**Table No-5.1.1: Profit and loss account for the year 2023-24**

### 5.1.2 Balance Sheet of Vinayak Automobile Raibag year 2023-24

| Particulars   | Amount (in ₹)      |
|---|--------------------|
| <b>Assets</b>   |                    |
| <b>Current Assets</b>                                       |                    |
| Cash and Bank   | 39,20,000          |
| Accounts Receivable   | 50,00,000          |
| Inventory (New Vehicles, Used Vehicles, Parts, Accessories) | 1,00,00,000        |
| Prepaid Expenses and Other Current Assets                   | 15,00,000          |
| <b>Total Current Assets</b>                                 | <b>2,04,20,000</b> |
| <b>Non-Current Assets</b>                                   |                    |
| Property, Plant, and Equipment (PPE)                        | 1,20,00,000        |
| Intangible Assets (Goodwill, etc.)                          | 8,00,000           |
| <b>Total Non-Current Assets</b>                             | <b>1,28,00,000</b> |
| <b>Total Assets</b>   | <b>3,32,20,000</b> |
| <b>Liabilities</b>  |                    |
| <b>Current Liabilities</b>                                  |                    |
| Accounts Payable  | 40,00,000          |
| Short-term Borrowings (e.g., working capital loan)          | 30,00,000          |
| Accrued Expenses (Salaries, Rent, etc.)                     | 15,00,000          |
| Tax Payable   | 9,80,000           |
| <b>Total Current Liabilities</b>                            | <b>94,80,000</b>   |
| <b>Non-Current Liabilities</b>                              |                    |
| Long-term Borrowings  | 60,00,000          |
| <b>Total Non-Current Liabilities</b>                        | <b>60,00,000</b>   |
| <b>Total Liabilities</b>                                    | <b>1,54,80,000</b> |
| <b>Equity</b>   |                    |
| Retained Earnings (Net Profit after Tax)                    | 39,20,000          |
| Owner's Equity  | 1,38,20,000        |
| <b>Total Equity</b>   | <b>1,77,40,000</b> |
| <b>Total Liabilities and Equity</b>                         | <b>3,32,20,000</b> |

Table No-5.1.2 Balance Sheet for theyear 2023-24

### 5.1.3 Profit and loss account of Vinayak Automobile Raibag year 2022-23

| Particulars                                 | Amount (in ₹)      |
|---|--------------------|
| <b>Revenue (Sales)</b>                      |                    |
| Sale of New Vehicles                        | 2,00,00,000        |
| Sale of Used Vehicles                       | 80,00,000          |
| Parts and Accessories Sales                 | 40,00,000          |
| Service Revenue                             | 60,00,000          |
| Other Income (e.g., Commission, Incentives) | 25,00,000          |
| <b>Total Revenue</b>                        | <b>4,00,00,000</b> |
| <b>Cost of Goods Sold (COGS)</b>            |                    |
| Cost of New Vehicles Sold                   | 1,60,00,000        |
| Cost of Used Vehicles Sold                  | 60,00,000          |
| Cost of Parts and Accessories Sold          | 20,00,000          |
| Cost of Services Rendered                   | 25,00,000          |
| <b>Total Cost of Goods Sold</b>             | <b>2,65,00,000</b> |
| <b>Gross Profit</b>                         | <b>1,70,00,000</b> |
| Operating Expenses:                         |                    |
| Employee Salaries and Wages                 | 40,00,000          |
| Rent or Lease Expense                       | 25,00,000          |
| Utilities (Electricity, Water, etc.)        | 8,00,000           |
| Advertising and Marketing                   | 12,00,000          |
| Depreciation of Assets                      | 4,00,000           |
| Office Supplies and Miscellaneous           | 3,00,000           |
| Insurance                                   | 2,00,000           |
| <b>Total Operating Expenses</b>             | <b>94,00,000</b>   |
| <b>Operating Profit (EBIT)</b>              | <b>41,00,000</b>   |
| Other Expenses/Income:                      |                    |
| Interest Expense                            | 3,00,000           |
| Other Non-Operating Expenses                | 1,00,000           |
| Other Income (e.g., tax rebates, grants)    | 0                  |
| <b>Net Profit Before Tax (NPBT)</b>         | <b>37,00,000</b>   |
| <b>Tax Expense (20%)</b>                    | <b>7,40,000</b>    |
| <b>Net Profit After Tax (NPAT)</b>          | <b>29,60,000</b>   |

Table No-5.1.3: Profit and loss account for the year 2022-23

### 5.1.4 Balance Sheet of Vinayak Automobile Raibag year 2022-23

| Particulars   | Amount (in ₹)      |
|---|--------------------|
| <b>Assets</b>   |                    |
| <b>Current Assets</b>                                       |                    |
| Cash and Bank   | 29,60,000          |
| Accounts Receivable   | 40,00,000          |
| Inventory (New Vehicles, Used Vehicles, Parts, Accessories) | 80,00,000          |
| Prepaid Expenses and Other Current Assets                   | 10,00,000          |
| <b>Total Current Assets</b>                                 | <b>1,59,60,000</b> |
| <b>Non-Current Assets</b>                                   |                    |
| Property, Plant, and Equipment (PPE)                        | 1,00,00,000        |
| Intangible Assets (Goodwill, etc.)                          | 5,00,000           |
| <b>Total Non-Current Assets</b>                             | <b>1,05,00,000</b> |
| <b>Total Assets</b>   | <b>2,64,60,000</b> |
| <b>Liabilities</b>  |                    |
| <b>Current Liabilities</b>                                  |                    |
| Accounts Payable  | 30,00,000          |
| Short-term Borrowings (e.g., working capital loan)          | 25,00,000          |
| Accrued Expenses (Salaries, Rent, etc.)                     | 10,00,000          |
| Tax Payable   | 7,40,000           |
| <b>Total Current Liabilities</b>                            | <b>72,40,000</b>   |
| <b>Non-Current Liabilities</b>                              |                    |
| Long-term Borrowings  | 50,00,000          |
| <b>Total Non-Current Liabilities</b>                        | <b>50,00,000</b>   |
| <b>Total Liabilities</b>                                    | <b>1,22,40,000</b> |
| <b>Equity</b>   |                    |
| Retained Earnings (Net Profit after Tax)                    | 29,60,000          |
| Owner's Equity  | 1,12,60,000        |
| <b>Total Equity</b>   | <b>1,42,20,000</b> |

**Table No-5.1.4 Balance Sheet for the year 2022-23**



## 5.2 Ratio Analysis:

Ratio analysis is used for analyzing and interpreting financial statements. it also helps in decision-making process by providing useful inference. And it is considered as the powerful tool for financial analysis.

### ➤ Liquidity Ratios

These ratios are used to determine short-term solvency of the firm. In other words, it analyses the firm's ability to meet its current obligation. The main ratios used for calculating liquidity position of the organization are Current ratio and Quick ratio.

#### 5.2.1 Current Ratio

Current Ratio is used for determining the short-term financial position of the firm. It is done by matching the total current assets of the firm with its current liabilities. Following is the formula used for calculating current ratio.

$$\text{Current Ratio} = \text{Current assets} / \text{Current liability}$$

(Amount in. ₹)

| Particulars       | 2023-24     | 2022-23     |
|-------------------|-------------|-------------|
| Current assets    | 2,04,20,000 | 1,59,60,000 |
| Current liability | 94,80,000   | 72,40,000   |
|                   |             |             |
| Current Ratio     | <b>2.15</b> | <b>2.20</b> |

Table No-5.2.1: Current Ratio Table

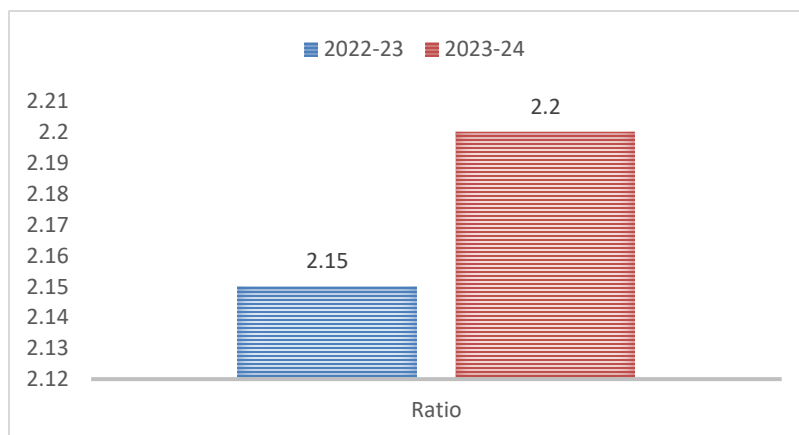


Table No-5.2.2: Current Ratio Graph

### ➤ Interpretation of the Graph

The graph compares the ratio for two time periods: 2022-23 (blue bar) and 2023-24 (red bar). It shows that the ratio has increased from 2022-23 to 2023-24. The red bar is noticeably taller than the blue bar, indicating a significant rise in the measured ratio over the years. This suggests an improvement or growth in the factor being analyzed.

### 5.2.2 Profitability Ratio:

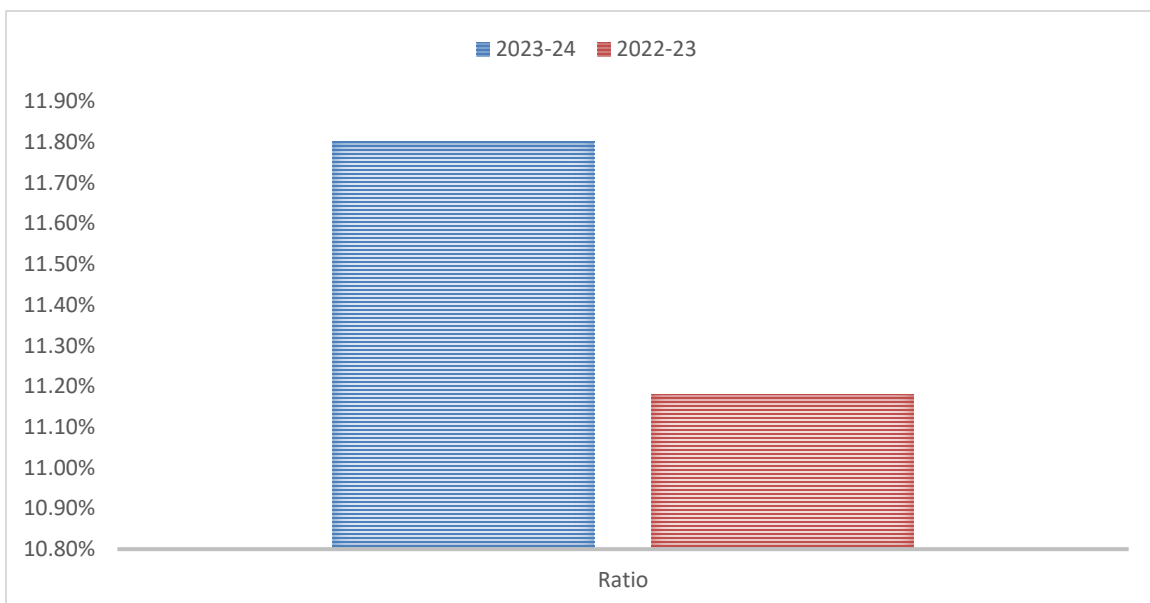
Profitability ratios are a type of accounting ratio that helps in determining the financial performance of organization at the end of the accounting period.

$$\text{Return on assets} = \text{Net income} / \text{Assets} \times 100$$

(Amount in ₹)

| Particulars      | 2023-24        | 2022-24        |
|------------------|----------------|----------------|
| Net income       | 39,20,000      | 29,60,000      |
| Assets           | 3,32,20,000    | 2,64,60,000    |
| Return on assets | <b>11.80 %</b> | <b>11.18 %</b> |

**Table No-5.2.3: Profitable Ratio Table**



**Table No-5.2.4: Profitable Radio Graph**

### ➤ Interpretation of the Graph

The bar graph compares the ratio between two years: 2023-24 (blue bar) and 2022-23 (red bar). The ratio for 2023-24 is noticeably higher, close to 11.80%, while for 2022-23, it is around 11.20%. This suggests an improvement in the measured metric over the year. The striped pattern differentiates the years, and the legend at the top confirms the color coding. Let me know if you need a deeper analysis!

## CHAPTER – 6

### LEARNING EXPERIENCE

I completed my internship at the Vinayak Automobiles Raibag. I gained firsthand experience and exposure to the Automobile industry as a result of this. My comprehension of the company's working and organizational environment has greatly improved by this internship.

The company provided me with the opportunity to study the organization's structure and functions with the assistance of company employees, which helped me to better understand a lot of the topics

This internship offered a fantastic opportunity for to research a variety of novel topics, including financial issues. My knowledge of handling financial statements and analytical methods has increased thanks to this organization.

I observed the daily operations of the showroom, including vehicle display, sales transactions, and after-sales services. This helped me understand the workflow, from customer inquiry to final purchase, and how efficient processes contribute to customer satisfaction and business growth.

I learned how the dealership employs various marketing techniques, such as promotional campaigns, seasonal discounts, and digital marketing strategies, to attract customers. Observing the sales team interact with potential buyers provided insights into effective sales techniques, negotiation skills, and relationship management.

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