PROJECT REPORT SUMMARY

ABOUT

- ▲ Team id : NM2023TMID11358

- ▲ company: KEERTHI SWEETS PVT. LTD

- ▲ college : R. D. G. A COLLEGE

- ▲ class :III B. COM

1.1 *OVER VIEW*

A sweets business involves the production and sale of a wide variety of confectionery and sweet treats. This industry can range from small, local bakeries and candy shops to large-scale manufacturing and distribution.
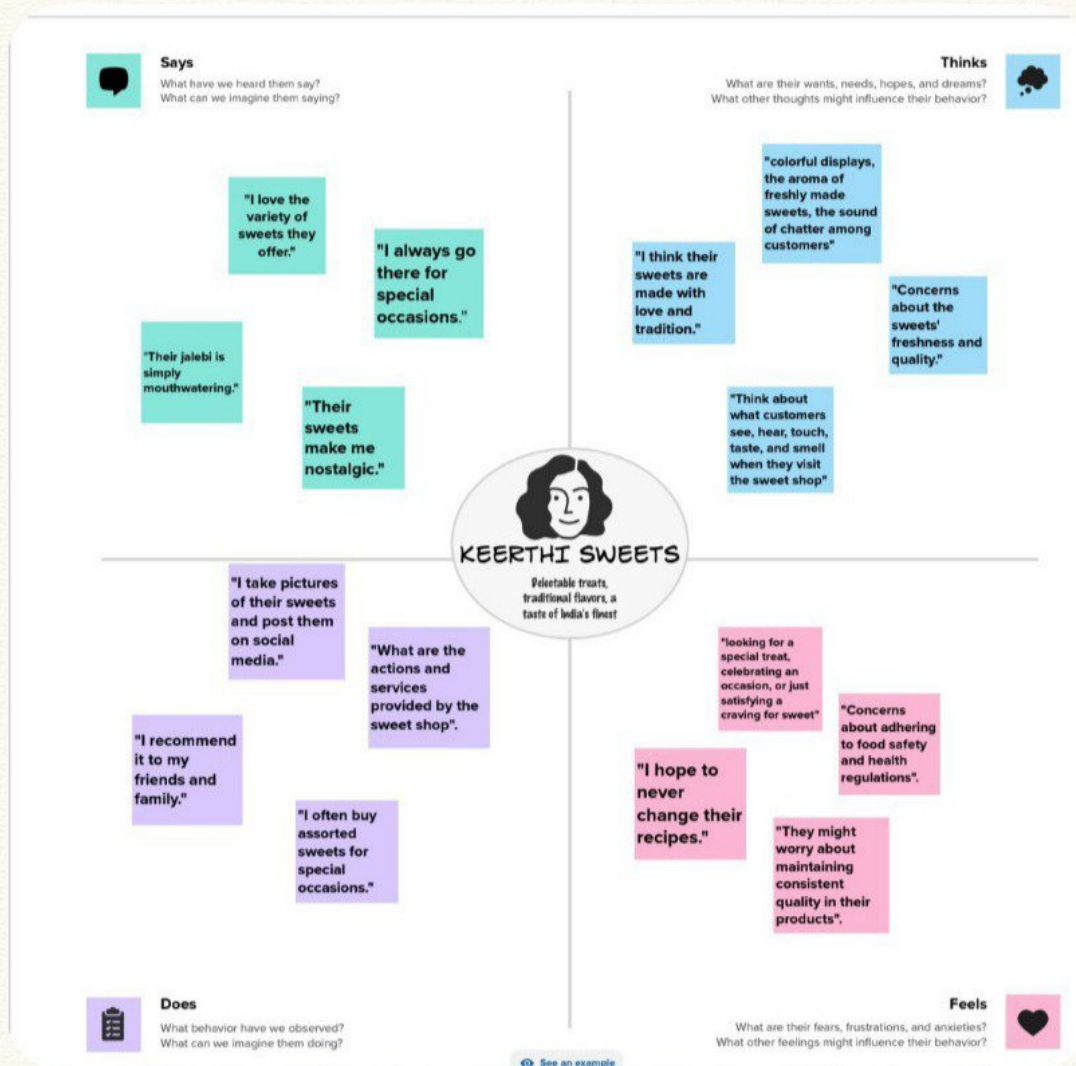
1.2 *PURPOSE*

Track income and expenses: It allows Keerthi Sweets to record all financial

transactions, including sales, purchases, and expenses, in an organized manner

Financial reporting: Generate various financial reports, such as profit and loss statements and balance sheets, to assess the company's financial health.

Problem Definition & Design Thinking;

2.1 EMPATHY MAPPING

Empathy map for KEERTHI SWEETS

Says — What have we heard them say? What can we imagine them saying?

- "I love the variety of sweets they offer."
- "I always go there for special occasions."
- "Their jalebi is simply mouthwatering."
- "Their sweets make me nostalgic."

Thinks — What are their wants, needs, hopes, and dreams? What other thoughts might influence their behavior?

- "colorful displays, the aroma of freshly made sweets, the sound of chatter among customers"
- "I think their sweets are made with love and tradition."
- "Concerns about the sweets' freshness and quality."
- "Think about what customers see, hear, touch, taste, and smell when they visit the sweet shop"

Does — What behavior have we observed? What can we imagine them doing?

- "I take pictures of their sweets and post them on social media."
- "What are the actions and services provided by the sweet shop".
- "I recommend it to my friends and family."
- "I often buy assorted sweets for special occasions."

Feels — What are their fears, frustrations, and anxieties? What other feelings might influence their behavior?

- "looking for a special treat, celebrating an occasion, or just satisfying a craving for sweet"
- "Concerns about adhering to food safety and health regulations".
- "I hope to never change their recipes."
- "They might worry about maintaining consistent quality in their products".

KEERTHI SWEETS — Delectable treats, traditional flavors, a taste of India's finest

2.2 brainstorming ideas

RESULT

PROFIT AND LOSS ACCOUNT

BALANCE SHEET

ADVANTAGES:

Cost-Effective: Zoho Books is generally affordable and can save money compared to more expensive accounting software.

User-Friendly: It offers a user-friendly interface, making it easy for small business owners to manage their finances.

DISADVANTAGES:

Limited Features: It may not have all the advanced features that a larger sweet company might need, such as complex inventory management or advanced reporting.

Integration: While it does integrate with some third-party apps, it may not integrate with all the software your sweet company uses.

Applications

Financial Accounting: Use Zoho Books to track income, expenses, and maintain accurate financial records for the sweet company.

Invoicing: Create and send professional invoices to customers for sweet orders. Zoho Books can help automate the invoicing process

CONCLUSION

Zoho Books is a cost-effective and user-friendly accounting software suitable for small businesses, offering essential financial management features with some limitations in advanced capabilities and scalability.

FULL SCOPE

The future scope of Zoho Books includes continued enhancements in automation, integration with a wider range of business applications, and improved AI-driven financial insights to better serve businesses of various sizes and industries. As technology evolves, Zoho Books is likely to adapt and offer more advanced features and capabilities.