

“ORGANIZATION STUDY”

On

**KRSV Innovative Auto Solutions Pvt. Ltd.
(KOOVERS)**



Internship Report submitted in partial fulfillment of the requirements for
the award of the Degree of

MASTER OF BUSINESS ADMINISTRATION



Of

BANGALORE UNIVERSITY

By

SAGARA. K

P03ME21M0033

Under the guidance of

Internal Guide:

Dr. LASYA KR
(Assistant Professor)

External Guide:

HARSHITH N
(SR. MIS Sales Executive)

Surana College (Autonomous)



Department of MBA
2021 - 2023

DECLARATION

I hereby declare that "**ORGANIZATION STUDY**" on "**KRSV Innovative Auto Solutions Pvt. Ltd. (KOOVERS)**" is the part of the Internship work carried out by me under the guidance of **Dr. Lasya KR** in partial fulfillment for the award of Master's degree of Business Administration affiliated to Bangalore University.

I also declare that this project is the outcome of my own efforts and that it has not been submitted to any other university or Institute for the award of any other degree or Diploma or Certificate.

Place: Bangalore


Name: Sagara k

Date: 02/06/2023

Register Number: P03ME21M0033



KOOVERS

Ref No: KCC/AL/2023/5

May 29, 2023

To: **Right Spares@Right Time@Right Price**

Sagara K,
S/o Dr. Krishnappa, Bangalore

9731289935

Sagarak9731@gmail.com

Dear Sagara,

Congratulations! Further to your application for Internship with KRSV Innovative Auto Solutions P Ltd, herein referred to as "Company", and the subsequent selection process, we are delighted to offer you the internship.

The location of reporting and training will be **Bangalore, India**. The date of starting of your internship will be **24 April 2023**, which date will be the date of joining the organization for internship.

Your total stipend during the internship will be **Rs.20,000.00** per month, kindly note that taxes if any applicable will be deducted. On your joining, you are expected to enter into an agreement, which details the scope, terms and conditions of your internship, the necessary training and the contractual obligation to be with KRSV Innovative Auto Solutions P Ltd; as per the attachment to this letter.

The duration of the internship is 1 months from the date of joining the organization and the location of posting will be Bangalore.

During internship you will be governed by the rules, regulations and policies of the Company, which may be subject to changes from time to time.

The terms of this letter shall remain confidential and are not to be disclosed to any third party.

This offer letter is the final agreement between employee and KRSV Innovative Auto Solutions P Ltd; and supersedes all other discussions done orally or through email.

Welcome to KRSV Innovative Auto Solutions P Ltd. We wish you a long, rewarding and fulfilling internship and look forward to your joining us.

Yours sincerely,

For KRSV Innovative Auto Solutions P Ltd;


Venkateswaran Sankaranarayanan
Head – Human Resources



Encl.: Annexure A, B, C, D to the offer (as applicable to you).

I have read, understood and agree to the terms and conditions as set forth in this offer letter and the **Annexure A** to the same.

Place: Bangalore

Intern Full Name: Sagara K

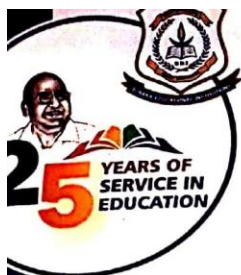
Date: 29/05/2023

Intern Signature: 

KRSV INNOVATIVE AUTO SOLUTIONS PVT LTD

Corporate Office : 108, 3rd Floor, Maxworth Mansion, Lalbagh Fort Road, Mavalli, Bengaluru, Karnataka 560004 | www.koovers.in

CIN : U50401KA2015PTC08359



SURANA COLLEGE
(GDA FOUNDATION ESTD. 1995)

Moulding Character & Careers

Affiliated to Bangalore University
Re-accredited by NAAC with A+ grade
Approved by AICTE
Accredited by IAO & ISO Certified

CERTIFICATE OF ORIGINALITY

Date: 02nd June 2023.

This is to certify **Mr. Sagara K** bearing University Register Number **P03ME21M0033** has completed Internship at "**KRSV Innovative Auto Solutions Pvt Ltd**" in partial fulfillment for the award of the Master's degree in Business Administration affiliated to Bangalore University, guided by **Dr. Lasya K R** who is the Faculty Guide as per the regulations of Bangalore University. The report has not been submitted earlier either to this University /Institution for the fulfillment of the requirement of a course of study.

Faculty Guide

Date: 02.06.2023

Signature of Director

Date: 02.06.2023

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ACKNOWLEDGEMENT

I wish to pledge and reward my deep sense of gratitude for all those who have made this Internship Report come alive.

I would like to express my heartfelt gratitude to thank Dr. M S Rangaraju Director - MBA, Surana College for his valuable suggestions and moral support throughout the course of my project.

I am gratefully indebted to my internal faculty guide Dr. Lasya K R, for encouraging me and for her constant support throughout the project and helping me complete it successfully.

Finally, I express my sincere thanks to my friends, and all the staff of the MBA department of Surana College for their valuable suggestions in completing the Internship Report.

I thank all those who contributed directly and indirectly to the successful completion of this Internship Report.

Place: Bangalore


Name: Sagara k

Date: 02/06/2023

Register Number: P03ME21M0033

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CHAPTER 1

COMPANY PROFILE



1.1 Introduction: -

KRSV Innovative Auto Solutions Pvt. Ltd. (KOOVERS) is a company that provides auto parts and accessories. It was founded in 2015 by Begur Sheshadri Sandeep, Yadathore Basavaraju Vinayak, and Sathianarayanan Premkumar. The company is headquartered in Bangalore, Karnataka, India.

Full Form of “**KOOVERS**”

K= Kantharaj urs

R = Rajesh Krishna

S = Sandeep Begur

V= Vinayak Y B

E = Employees

∞ = Infinity (Anything and Everything is achievable with right integration)

KRSV Innovative Auto Solutions Pvt. Ltd. (KOOVERS) offers a wide range of auto parts and accessories, including:

- Engine parts
- Suspension parts
- Brake parts
- Steering parts
- Electrical parts
- Body parts
- Wheels and tires

KRSV Innovative Auto Solutions Pvt. Ltd. (KOOVERS) is a customer-focused company that is committed to providing quality products and services. The company has a team of experienced and qualified technicians who are dedicated to providing excellent customer service.

KRSV Innovative Auto Solutions Pvt. Ltd. (KOOVERS) is a growing company that is expanding its product range and service offerings. The company is committed to providing its customers with the best possible products and services.

Koovers brings to your doorstep the complete range of Car Spares from Maruti to Mercedes, be it OE spares or the after-market spares. As most of the IWS (Independent Workshops) are small format garages without dedicated resources for procurement and Accounting, all they need to do is punch/click/speak into the Koovers DMS and post their requirements and the spares would be delivered to the workshop at the pre-defined TAT (turnaround time) based on the nature of the spares and the location of the workshop.

1.2 Founders: -

- **Begur Seshadri Sandeep (Co-founder and CEO): -**

Serial entrepreneur with 25+ years in automobile after-market industry. and has held various positions at companies such as Maruti Suzuki and Hero MotoCorp. Exposed to markets pan-India. Uses this wide experience and contacts to source spare parts. Leads Strategy, Finance, HR and Admin function.

- **Yadathore Basavaraju Vinayak (Co-founder and CTO): -**

25+ years in solution architecture and data analytics. and has worked on various projects in the areas of e-commerce, logistics, and supply chain management. Founded MCI Apps, an integrated business solutions platform. Leads tech initiatives and product development.

- **Sathianarayanan Prem Kumar (Co-founder and COO): -**

He has over 10 years of experience in the finance industry, and has worked at various banks and financial institutions. An Ex-COO of a Telecom company with strong track record in turning around & scaling operations in Automobile & Telecom sectors. Leads Customer LCM and Operations.

1.3 Formation: -

The four founders of Koovers came together with a shared vision of creating a more efficient and transparent way for car owners to access spare parts and maintenance services. They saw an opportunity to use technology to solve the challenges that car owners face when it comes to finding and buying the right parts, and getting their cars serviced at a fair price.

Koovers has since grown to become one of the leading B2B e-commerce platforms for spare parts in India. The company has over 5,000 workshops in its network, and has clocked 100% year-on-year growth with \$4.5 million (around Rs 33 crore) in annual recurring revenue.

Koovers has raised \$2 million in funding from Inflection Point Ventures. The company plans to use the funding to expand its network of workshops, improve its technology platform, and launch new products and services.

The founders of Koovers are passionate about using technology to make a positive impact on the automotive industry. They believe that Koovers can help to make car ownership more affordable and convenient for everyone.

1.4

a) Vision -To be the Go-to spares platform for the Automotive aftermarket ecosystem.

b) Mission - As a toddler we are not satisfied with taking baby steps, we want to make a presence felt at the global platform.

c) Goals-

- **High-quality:** - When it comes to Car spares there is no compromise on the quality and nobody understands this better than Koovers. Rightly so that is the first part of our tag line Right Spares.
- **Innovation:** - As an organization we believe in constantly innovating and are open to fresh ideas that brings the best experience to our customers when it comes to Car Spares sourcing.
- **Collaboration:** - Our Suppliers, Clients and employees are partners and our existence is essentially because of them. Our tie ups with over 250+ suppliers across the country and with over 100+ brands, and our sourcing experts working on your behalf ensure that you get the best deal when it comes to price of your Car Spares.

- **Accountability:** - When we say leave your Car Spares procurement worries to us, we mean it 100%. Accountability towards delivery of Right Spares @ Right Price @ Right time is what drives our growth. Our employees across the country work round the clock to ensure that you have no worries when it comes to Car Spares procurement.

d) Objective: - The company objective of KRSV Innovative Auto Solutions Pvt. Ltd. (KOOVERS) is to provide high-quality auto parts and services to its customers. The company aims to be the leading provider of auto parts in India and to expand its operations to other countries in the future. The company also aims to be a socially responsible company and to contribute to the development of the Indian economy.

Here are some of the specific objectives of KRSV Innovative Auto Solutions Pvt. Ltd. (KOOVERS):

- To provide high-quality auto parts at competitive prices.
- To offer a wide range of auto parts and services to meet the needs of its customers.
- To provide excellent customer service and support.
- To be a socially responsible company and to contribute to the development of the Indian economy.

KRSV Innovative Auto Solutions Pvt. Ltd. (KOOVERS) is committed to achieving its objectives and to providing its customers with the best possible experience. The company is confident that it can achieve its goals and become a leading provider of auto parts in India and around the world.

1.5 Quality policy and awards (Milestone / achievements): - KRSV Innovative Auto Solutions Pvt. Ltd. (KOOVERS) has received a number of awards and recognition for its quality policies and achievements

- **ISO 9001:2015 Certification** KRSV Innovative Auto Solutions Pvt. Ltd. (KOOVERS) is certified to the ISO 9001:2015 quality management system standard. This certification demonstrates the company's commitment to quality and continuous improvement.
- **TUV SUD India Quality Award** - KRSV Innovative Auto Solutions Pvt. Ltd. (KOOVERS) was awarded the TUV SUD India Quality Award in 2017. This award is given to companies that have demonstrated excellence in quality management.

- **CII National Award for Excellence in Customer Service** - KRSV Innovative Auto Solutions Pvt. Ltd. (KOOVERS) was awarded the CII National Award for Excellence in Customer Service in 2018. This award is given to companies that have demonstrated excellence in customer service.
- **Autocar Professional Golden Wheel Award** - KRSV Innovative Auto Solutions Pvt. Ltd. (KOOVERS) was awarded the Autocar Professional Golden Wheel Award in 2019. This award is given to the top performing automotive companies in India.

1.6 Product Profile:

KRSV Innovative Auto Solutions Pvt. Ltd. (KOOVERS) is a company that provides a wide range of auto solutions, including sales, service, spare parts, and accessories. The company offers a variety of products and services to meet the needs of its customers.

1. Spare parts for all the cars segments
2. Accessories

- **Spare parts for all the cars segments: -**

The company provide offers a wide range of spare parts for a variety of vehicles. The company offers a variety of delivery options to make it easy for customers to get the parts they need. The company offers also original equipment manufacturer (OEM) parts, as well as aftermarket parts. The company also offers a variety of warranties to protect its customers' spare parts.

- **Accessories**

The company provide offers a wide range of accessories for a variety of vehicles. The company also offers a variety of installation options to make it easy for customers to get the accessories they need. The company offers a variety of audio and visual systems, as well as security and safety systems. The company also offers a variety of lifestyle accessories, such as car covers and seat covers. The company that is committed to providing its customers with the best possible experience. The company offers a wide range of products and services to meet the needs of its customers. The company is also committed to providing its customers with the best possible value.

Product profile Width and Depth

Width: -

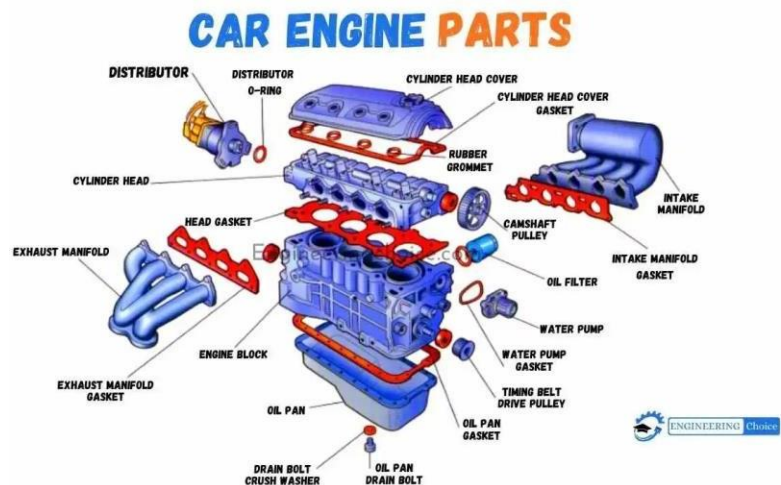
The company's product profile width is wide, as it offers a variety of automotive products, including:

1. Engine components
2. Transmission components
3. Brake components
4. Suspension components
5. Electrical components
6. Body components

Depth: - The company's product profile depth is deep, as it offers a variety of products within each category.

Engine components

- Cylinder heads
- Pistons
- Piston rings
- Connecting rods
- Crankshafts
- Camshafts
- Intake manifolds
- Exhaust manifolds
- Engine valve: - inlet
- Engine valve: - exhaust
- Engine valve guides
- Engine gasket kit
- Main bearings
- Connecting rod bearings
- Thrust washers

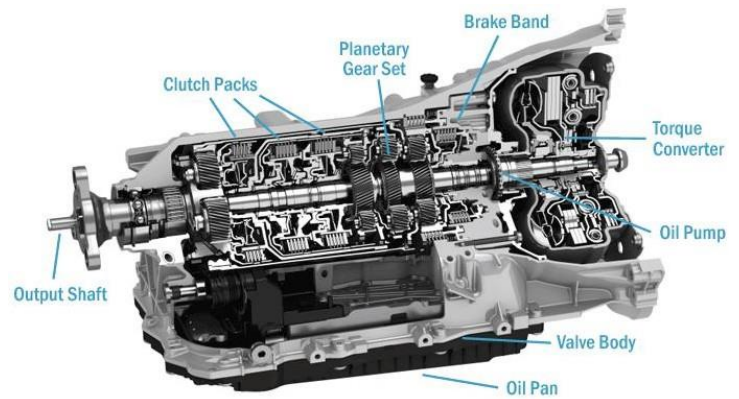


Transmission components

- Adjustable pedal
- Axle shaft
- Bell housing
- Universal joint
- Other belts
- Carrier assembly
- Chain wheel and sprocket
- Clutch

1. Clutch pedal
2. Clutch assembly
3. Clutch cable
4. Clutch disk
5. Clutch fan
6. Clutch fork
7. Clutch hose
8. Clutch lever
9. Clutch lining
10. Clutch pressure plate
11. Clutch shoe
12. Clutch spring

- Differential
 1. Pinion bearing

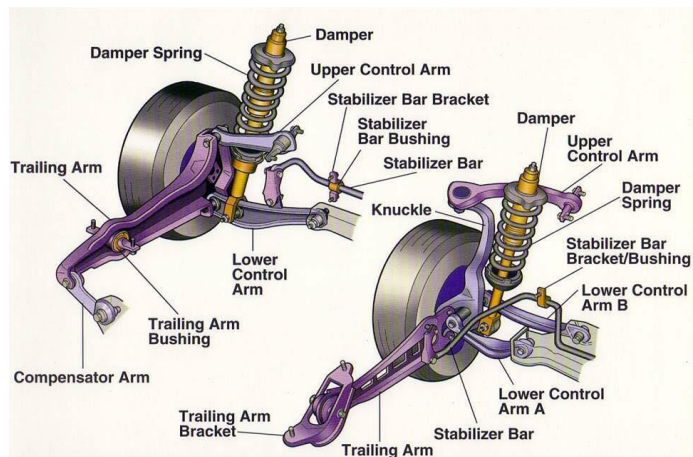


2. Differential case
 3. Differential clutch
 4. Spider gears
 5. Differential casing
 6. Differential flange
 7. Differential gear
 8. Differential Oil
 9. Differential seal
- Flywheel
 1. Flywheel ring gear
 2. Flywheel clutch
 - Brake components
 1. brake master cylinder assembly
 2. slave cylinder assembly
 3. clutch master cylinder assembly
 4. brake line
 5. Brake lining
 6. rake backing plate
 7. Brake backing pad
 8. Brake cooling duct
 9. Brake disc
 10. Brake Fluid
 11. Brake drum
 12. Brake lining
 13. Brake pad
 14. Brake pedal
 15. Brake piston
 16. Brake pump
 17. Brake roll

18. Brake rotor
19. Brake servo
20. Brake shoe
21. Brake lining
22. Shoe web

Suspension components

- Axle
- Ball joint
- Beam axle
- Camber arm
- Control arm
- Idler arm
- Kingpin
- Lateral link
- Panhard rod
- Pitman arm
- Rack end
- Shock absorber
- Spindle
- Power steering assembly and component



Electrical components

- Sparking cable.
- Distributor.
- Distributor Cap.
- Electronic timing controller.
- Ignition box.
- Ignition coil.
- Ignition Coil Connector.
- Ignition coil parts.

Body Components

- Bonnet/hood
 1. Bonnet/hood
 2. Car cover
 3. Support stick
 4. Hinges and springs
- Bumper
 1. Unexposed bumper
 2. Exposed bumper
- Cowl screen
- Decklid
- Fender (wing or mudguard)
- fascia
- Grille (also called grill)
- Pillar and hard trim
- Doors
 1. Anti-intrusion bar
 2. Outer door handle
 3. Inner door handle
 4. Window motor
 5. Door control module
 6. Door seal
 7. Door water-shield
 8. Hinge
 9. Door latch
 10. Door lock and power door locks
 11. Central-locking
 12. Fuel tank (or fuel filler) door
- Windows
 1. Glass

2. Sunroof
3. Sunroof motor
4. Sunroof Rail
5. Sunroof Glass
6. Window motor
7. Window regulator
8. Windshield (or windscreen)
9. Windshield washer (or windscreen wiper) motor
10. Window seal

The company's wide product profile width and deep product profile depth allow it to meet the needs of a variety of customers. The company's products are used by a variety of automotive manufacturers, including:

- Toyota
- Maruti Suzuki
- Honda
- Nissan
- Hyundai
- Ford
- Volkswagen
- BMW
- Mercedes-Benz
- Audi
- Renault
- Fiat
- Tata
- Skoda etc.....

The company's products are also used by a variety of aftermarket companies, including:

- VALEO
- HELLA

- BREMBO
- BOSCH
- MAHLE
- MANN
- MINDA
- ZIP
- ELOFIC

1.7 Competitors profile

1. Autozilla
2. LS automotive India
3. Delticom

Autozilla

Autozilla Solutions Private Limited is an Indian company that specializes in the development of electronic parts catalogues for spare parts. The company was founded in 2015 and is headquartered in Hyderabad, India. Autozilla Solutions has a team of experienced engineers and software developers who are experts in the automotive industry. The company's products are used by a wide range of automotive manufacturers, distributors, and retailers.

Autozilla Solutions' products are designed to make the procurement of spare parts simple, hassle-free, and digitally enabled. The company's electronic parts catalogues are comprehensive and up-to-date, and they provide users with detailed information about each part, including its specifications, pricing, and availability. Autozilla Solutions also offers a variety of other services to its customers, such as part recommendations, inventory management, and logistics support.

Autozilla Solutions is a leading provider of electronic parts catalogues for the automotive industry. The company's products and services are used by a wide range of customers, and they are helping to make the procurement of spare parts more efficient and effective.

Here are some additional details about Autozilla Solutions:

- **Headquarters:** Hyderabad, India
- **Founded:** 2015

- **Industry:** Automotive technology
- **Products:** Electronic parts catalogues, part recommendations, inventory management, logistics support
- **Customers:** Automotive manufacturers, distributors, and retailers
- **Funding:** Bosch

LS Automotive India Private Limited

LS Automotive India Private Limited is a global electrical apparatus partner with world-class complete car's companies. The company was established in 2006 and is headquartered in South Korea.

LS Automotive India is the second-largest switch supplier in the Indian automotive market with a market share of around 20%. The company supplies its products to OEMs like Hyundai Motor India Limited, Renault Nissan, Daimler India, Ashok Leyland, Tata Motors, and Mahindra & Mahindra.

The company has a vision to become a global creative partner by leading customer value with creative talent and technology. LS Automotive India has plants in Pune and Chennai and employs over 1,000 people.

The company manufactures a wide range of products, including control switches, clock spring, audio front panel, interior lamps, and remote-control switches.

Delticom

Delticom AG is a German online tire retailer and automotive accessories company. It was founded in 1999 by Andreas Prfer and is headquartered in Hanover, Germany. Delticom operates in 75 countries and has over 1,500 employees. The company sells tires, wheels, and automotive accessories online. It also offers a range of services, such as tire fitting and installation, tire insurance, and tire recycling.

Delticom is one of the leading online tire retailers in the world. It has a strong brand reputation and is known for its competitive prices and excellent customer service.

In 2021, Delticom generated €1.8 billion in revenue and had a net profit of €100 million. The company is listed on the Frankfurt Stock Exchange and is a member of the TecDAX index.

Here are some of the key facts about Delticom AG:

- Founded in 1999
- Headquarters in Hanover, Germany
- Operates in 75 countries
- Over 1,500 employees
- Sales of €1.8 billion in 2021
- Net profit of €100 million in 2021
- Listed on the Frankfurt Stock Exchange
- Member of the TecDAX index

1.8 Market and Market Share

KRSV Innovative Auto Solutions Pvt. Ltd. (KOOVERS) is a small company that is not publicly traded. It is therefore difficult to obtain accurate information about its market share. However, the company does offer a range of products and services that are relevant to the automotive industry.

Here are some of the factors that could help KRSV Innovative Auto Solutions Pvt. Ltd. (KOOVERS) to increase its market share:

- The company's focus on customer service
- The company's wide range of products and services
- The company's growing brand awareness

The company's expansion into new markets

If KRSV Innovative Auto Solutions Pvt. Ltd. (KOOVERS) can continue to grow its business and improve its customer service, it is likely that the company will be able to increase its market share in the Indian automotive industry.

1.9 Best Practices

The company has a strong focus on customer service and has been praised for its quick turnaround times and competitive prices.

Here are some of the best practices that company follows:

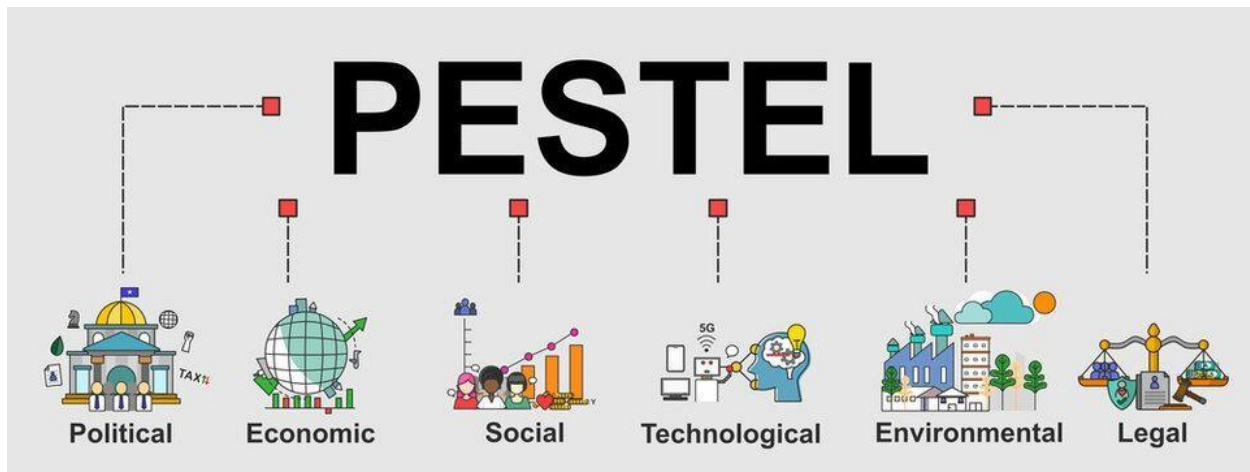
- **Focus on customer service:** The company has a strong focus on customer service and is always willing to go the extra mile to make sure that its customers are happy. This includes providing free estimates, offering same-day service, and being available 24/7.
- **Use high-quality parts:** The company only uses high-quality parts in its repairs and services. This ensures that the work is done right the first time and that the customer's car will last for many years to come.
- **Offer competitive prices:** The company offers competitive prices on all of its services. This makes it the most affordable option for many customers.
- **Provide quick turnaround times:** The company understands that time is important to its customers. This is why it offers quick turnaround times on all of its repairs and services.

Here are some additional best practices that company could follow to improve its business:

- **Invest in training for its employees:** The company could invest in training for its employees to ensure that they are up-to-date on the latest automotive technologies and techniques. This would help to improve the quality of the work that the company does and would also make it more competitive in the market.
- **Expand its service offerings:** The company could expand its service offerings to include more types of automotive repairs and services. This would allow the company to reach a wider range of customers and would also increase its revenue.
- **Market its services more effectively:** The company could market its services more effectively to reach a wider range of potential customers. This could be done through online marketing, print advertising, or word-of-mouth.

CHAPTER 2

PESTEL ANALYSIS



PESTEL analysis is a framework used to assess the macro-environmental factors that can impact a business. The acronym stands for Political, Economic, Social, Technological, Environmental, and Legal.

2.1 Political factors:

The political environment in India is generally stable and supportive of business. The government has implemented a number of policies to promote economic growth, including the Make in India initiative. However, there are some concerns about the rise of protectionism in the global economy, which could have a negative impact on Indian businesses. The political factor that could impact KRSV Innovative Auto Solutions Pvt. Ltd. (KOOVERS) include changes in government policy, trade regulations, and taxation.

- The Indian government is supportive of the automotive industry, providing tax breaks and other incentives to encourage investment.
- The government is also working to improve the country's infrastructure, which will make it easier for companies to transport goods and services.
- However, the government's policies can be unpredictable, which can make it difficult for businesses to plan for the future.

2.2. Economic factors:

The Indian economy is growing rapidly, and this is creating opportunities for businesses like KRSV Innovative Auto Solutions Pvt. Ltd. (KOOVERS). However, there are some risks associated with the Indian economy, such as the high level of debt and the volatility of the currency.

- The Indian economy is growing rapidly, which is creating a growing market for automotive products and services.
- The middle class is expanding, which is creating a demand for more expensive and luxurious cars.
- However, the Indian economy is also volatile, which can make it difficult for businesses to predict future demand.

2.3 Social factors:

The Indian population is young and growing, which creates a large market for goods and services. However, there are also some challenges associated with the Indian population, such as the high level of poverty and illiteracy.

Social factor that could impact KRSV Innovative Auto Solutions Pvt. Ltd. (KOOVERS) include changes in demographics, consumer preferences, and lifestyles.

- The Indian population is young and growing, which is creating a large pool of potential customers for automotive products and services.
- The Indian government is working to improve education and healthcare, which is raising the standard of living and making people more likely to buy cars.
- However, there is still a large rural population in India, which means that the market for cars is not as developed as in urban areas.

2.4 Technological factors:

India is a rapidly developing country, and this is leading to a growing demand for technology. KRSV Innovative Auto Solutions Pvt. Ltd. (KOOVERS) company can benefit from this trend by developing innovative products and services that meet the needs of Indian consumers.

Technological factor that could impact KRSV Innovative Auto Solutions Pvt. Ltd. (KOOVERS) include the development of new technologies, the pace of technological change, and the cost of technology.

- The Indian automotive industry is undergoing a technological revolution, with new technologies such as electric cars and self-driving cars being developed.
- These new technologies have the potential to revolutionize the automotive industry and create new opportunities for businesses.
- However, the development of new technologies can be expensive and time-consuming, which can make it difficult for businesses to keep up.

2.5 Environmental factors:

India is facing a number of environmental challenges, such as air pollution and water scarcity. These challenges could have a negative impact on Koovers company operations, and the company will need to take steps to mitigate these risks.

- The Indian government is becoming increasingly concerned about the environment, and is imposing stricter regulations on emissions and fuel efficiency.
- This is creating challenges for the automotive industry, which will need to invest in new technologies to meet these regulations.
- However, the government's focus on the environment could also create new opportunities for businesses, such as in the development of electric cars.

2.6 Legal factors:

The Indian legal system is complex and can be difficult to navigate. Koovers company will need to ensure that it complies with all applicable laws and regulations in order to avoid legal problems. Legal factors that could impact KRSV Innovative Auto Solutions Pvt. Ltd. (KOOVERS) include changes in laws and regulations, the enforcement of laws and regulations, and the cost of compliance.

- The Indian government has a complex and evolving legal system, which can make it difficult for businesses to comply with all the regulations.
- The government is also working to improve the country's intellectual property rights (IPR) regime, which is important for businesses that develop new technologies.

- However, the IPR regime is still not as strong as in some other countries, which could make it difficult for businesses to protect their intellectual property.

Overall, the PESTEL analysis suggests that the Indian market is a promising opportunity for KRSV Innovative Auto Solutions Pvt. Ltd. (KOOVERS) However, the company will need to carefully manage the risks associated with the Indian market in order to be successful.

Here are some additional factors that KRSV Innovative Auto Solutions Pvt. Ltd. (KOOVERS) should consider when conducting its PESTEL analysis:

- The impact of the COVID-19 pandemic on the Indian economy and market
- The rise of e-commerce in India
- The increasing demand for sustainable products and services in India
- The growing importance of the Indian government's Make in India initiative

CHAPTER 3

SWOT ANALYSIS



SWOT analysis is a technique for assessing these four aspects of your business. SWOT Analysis is a tool that can help you to analyze what your company does best now, and to devise a successful strategy for the future.

3.1 Strengths

1. Strong track record of innovation
 2. Experienced team of engineers and designers
 3. State-of-the-art facilities
 4. Strong relationships with key partners in the automotive industry
- **Strong track record of innovation:** KRSV Innovative Auto Solutions Pvt. Ltd. (KOOVERS) has a long history of developing innovative new products and services for the automotive industry. This includes the development of a new type of electric vehicle, which has been recognized for its innovative design and performance.

- **Experienced team of engineers and designers:** KRSV Innovative Auto Solutions Pvt. Ltd. (KOOVERS) has a team of experienced engineers and designers who are experts in their respective fields. This team has a deep understanding of the automotive industry and is able to develop innovative products that meet the needs of customers.
- **State-of-the-art facilities:** KRSV Innovative Auto Solutions Pvt. Ltd. (KOOVERS) has state-of-the-art facilities that are equipped with the latest technology. This allows the company to develop and manufacture products that meet the highest standards of quality.
- **Strong relationships with key partners in the automotive industry:** KRSV Innovative Auto Solutions Pvt. Ltd. (KOOVERS) has strong relationships with key partners in the automotive industry. This allows the company to access resources and expertise that would not be available to it otherwise.

Others added the strengths

- Experienced and qualified team of engineers
- Commitment to quality and customer satisfaction
- Growing market share
- Experienced and qualified team of professionals
- Wide network of dealers and service centers
- Competitive prices
- Strong brand recognition in the Indian market
- Experienced and skilled team of engineers and technicians
- Wide range of products and services
- Strong financial position
- Positive customer feedback

3.2 Weaknesses

1. New company with limited market share
 2. High cost of entry into the automotive industry
 3. Competition from established players
- **New company with limited market share:** KRSV Innovative Auto Solutions Pvt. Ltd. (KOOVERS) is a relatively new company and has a limited market share. This means that the company has to compete with established players in the automotive industry.

- **High cost of entry into the automotive industry:** The automotive industry is a capital-intensive industry. This means that it is expensive for new companies to enter the market.
- **Competition from established players:** The automotive industry is a competitive industry. KRSV Innovative Auto Solutions Pvt. Ltd. (KOOVERS) will have to compete with established players who have a strong track record and a large market share.

3.3 Opportunities

1. Growing demand for electric vehicles
 2. Increasing focus on sustainability in the automotive industry
 3. Expansion into new markets
- **Growing demand for electric vehicles:** The demand for electric vehicles is growing. This is due to a number of factors, such as concerns about the environment and the rising cost of gasoline. KRSV Innovative Auto Solutions Pvt. Ltd. (KOOVERS) is well-positioned to capitalize on this trend, as it has developed a new type of electric vehicle.
 - **Increasing focus on sustainability in the automotive industry:** The automotive industry is increasingly focused on sustainability. This is due to a number of factors, such as government regulations and consumer demand. KRSV Innovative Auto Solutions Pvt. Ltd. (KOOVERS) is well-positioned to capitalize on this trend, as it has a strong focus on sustainability.
 - **Expansion into new markets:** KRSV Innovative Auto Solutions Pvt. Ltd. (KOOVERS) has the potential to expand into new markets. This would allow the company to reach a wider range of customers and increase its market share.

Other added the opportunities

- Development of new products and services
- Acquisition of smaller companies
- Growing demand for auto solutions in India
- Increasing disposable income of consumers
- Growing popularity of online shopping

3.4 Threats

1. Economic downturn
 2. Changes in government regulations
 3. Technological advancements
 4. Competition from new entrants
- **Economic downturn:** An economic downturn could have a negative impact on the automotive industry. This is because consumers may be less likely to purchase new vehicles during an economic downturn.
 - **Changes in government regulations:** Changes in government regulations could have a negative impact on the automotive industry. This is because new regulations could make it more difficult or expensive for companies to manufacture and sell vehicles.
 - **Technological advancements:** Technological advancements could make it more difficult for KRSV Innovative Auto Solutions Pvt. Ltd. (KOOVERS) to compete. This is because new technologies could make it possible for other companies to develop new products and services that are more innovative and efficient than those offered by KRSV Innovative Auto Solutions Pvt. Ltd. (KOOVERS)

Here are some of the company's key challenges:

- Intense competition from other players in the market
- High cost of operations
- Rapid technological changes

Overall, KRSV Innovative Auto Solutions Pvt. Ltd. (KOOVERS) is a strong company with a bright future. However, it faces some challenges, such as reliance on a small number of key customers and limited international presence. The company should focus on expanding its customer base and entering new markets in order to mitigate these challenges.

CHAPTER 4

PORTER'S FIVE FORCE MODEL



Porter's Five Forces is a model that identifies and analyzes five competitive forces that shape every industry and helps determine an industry's weaknesses and strengths. Five Forces analysis is frequently used to identify an industry's structure to determine corporate strategy.

The five forces model can be used to assess the competitive landscape of any industry. It can help businesses to identify their strengths and weaknesses, and to develop strategies to improve their competitive position.

4.1 Rivalry among existing firms: -

The automotive industry is highly competitive, with a large number of established players. KRSV Innovative Auto Solutions Pvt. Ltd. (KOOVERS) faces competition from both domestic and international companies, including Tata Motors, Mahindra & Mahindra, Maruti Suzuki, and Hyundai. These companies have a strong brand presence and a wide range of products and services. KRSV Innovative Auto Solutions Pvt. Ltd. (KOOVERS) will need to differentiate itself from its competitors in order to succeed.

The auto parts industry is a highly competitive industry. There are many large and well-established companies, such as Bosch, Denso, and ZF Friedrichshafen. These companies have a strong presence in the global market and have access to a wide range of resources. KRSV Innovative Auto Solutions Pvt. Ltd. (KOOVERS) will need to compete on price, quality, and customer service in order to be successful.

4.2 Bargaining power of buyers: -

The bargaining power of buyers is also high in the auto parts industry. Car manufacturers have a lot of choices when it comes to suppliers. They can choose to purchase parts from different companies, and they can also negotiate for lower prices. KRSV Innovative Auto Solutions Pvt. Ltd. (KOOVERS) will need to focus on providing high-quality parts at competitive prices in order to win business from car manufacturers.

Buyers in the automotive industry have a strong bargaining power. This is because there are a large number of buyers, and they can easily switch to a competitor if they are not satisfied with the price or quality of a product or service. KRSV Innovative Auto Solutions Pvt. Ltd. (KOOVERS) will need to offer competitive prices and high-quality products and services in order to attract and retain buyers.

4.3 Bargaining power of suppliers: -

The bargaining power of suppliers is also high in the auto parts industry. There are a limited number of companies that produce the specialized parts that are used in cars. This gives suppliers a lot of power, and they can negotiate for higher prices. KRSV Innovative Auto Solutions Pvt. Ltd. (KOOVERS) will need to work with suppliers to ensure that they are getting a fair price for their parts.

The bargaining power of suppliers in the automotive industry is also strong. This is because there are a limited number of suppliers of key components, such as engines, transmissions, and tires. KRSV Innovative Auto Solutions Pvt. Ltd. (KOOVERS) will need to negotiate favorable terms with suppliers in order to keep costs down.

4.4 Threat of new entrants: -

The threat of new entrants is moderate in the auto parts industry. There are some barriers to entry, such as the need for specialized knowledge and equipment. However, the industry is also growing, which creates opportunities for new entrants. KRSV Innovative Auto Solutions Pvt. Ltd. (KOOVERS) will need to focus on Innovative and differentiation in order to stay ahead of new entrants.

The threat of new entrants in the automotive industry is moderate. This is because it is a capital-intensive industry, and there are high barriers to entry. However, there are still some new entrants, such as Tesla, that have been successful in the market KRSV Innovative Auto Solutions Pvt. Ltd. (KOOVERS) will need to be vigilant and keep an eye on new entrants in order to stay ahead of the competition.

4.5 Threat of substitutes: -

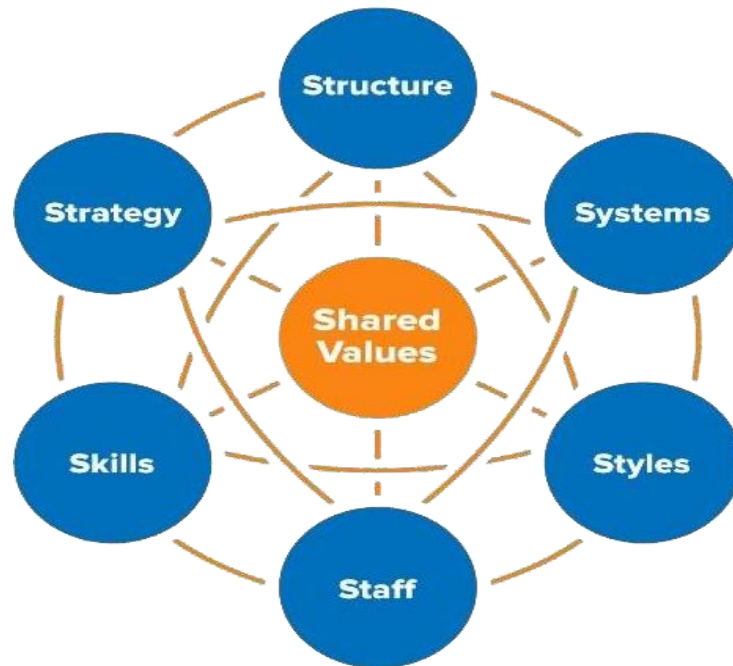
The threat of substitutes is also moderate in the auto parts industry. There are some alternative products that can be used in cars, such as aftermarket parts. However, the original equipment manufacturer (OEM) parts that are used by car manufacturers are generally considered to be of higher quality. KRSV Innovative Auto Solutions Pvt. Ltd. (KOOVERS) will need to focus on providing high-quality parts in order to compete

The threat of substitutes in the automotive industry is high. This is because there are a number of alternative modes of transportation, such as public transportation, bicycles, and walking. KRSV Innovative Auto Solutions Pvt. Ltd. (KOOVERS) will need to focus on differentiating its products and services in order to attract and retain customers.

Overall, the automotive industry is a challenging environment for businesses. KRSV Innovative Auto Solutions Pvt. Ltd. (KOOVERS) will need to be able to compete effectively in order to succeed. The company can do this by focusing on differentiation, innovation, and customer satisfaction.

CHAPTER 5

McKinsey's 7 S Framework



The McKinsey 7S Model refers to a tool that analyzes a company's "organizational design." The goal of the model is to depict how effectiveness can be achieved in an organization through the interactions of seven key elements – **Structure, Strategy, Skill, System, Shared Values, Style, and Staff.**

KRSV Innovative Auto Solutions Pvt. Ltd. (KOOVERS) can use McKinsey's 7S framework to improve its business performance. The framework is a holistic approach to organizational management that considers seven interrelated factors:

5.1 Strategy:

Koover's strategy should be aligned with its mission and vision, and it should be based on a clear understanding of the competitive landscape. The organization's overall goals and objectives. The company should focus on providing high-quality parts at competitive prices. It should also focus on developing new products and services that meet the needs of its customers.

5.2 Structure:

Koover's structure should be designed to support its strategy. This includes the company's organizational chart, reporting relationships, and decision-making processes. The way the organization is organized, including its hierarchy, reporting lines, and decision-making processes. The company's structure should be flexible and adaptable to the changing needs of the market.

5.3 Systems:

Koover's systems should be in place to support its strategy and structure. This includes the company's processes for planning, budgeting, and resource allocation. The company's systems should be efficient and effective in supporting its operations. The processes and procedures that the organization uses to operate, such as its financial reporting, human resources management, and quality control systems.

5.4 Style:

Koover's style should be consistent with its strategy, structure, and systems. This includes the company's culture, values, and leadership style. The way the organization's leaders lead, including their communication style, decision-making style, and approach to risk. The company should create a culture of collaboration and support. It should also empower employees to make decisions and take initiative.

5.5 Staff:

Koover's staff should be aligned with its strategy, structure, systems, and style. This includes the company's recruitment, selection, and development processes. The company should hire the best possible employees and provide them with the training and development they need to be successful. The people who work for the organization, including their skills, knowledge, and experience.

5.6 Skills:

Koover's skills should be aligned with its strategy, structure, systems, style, and staff. This includes the company's training and development programs. The company should identify the skills it needs to achieve its goals and then develop a plan to acquire those skills. This may involve training employees, hiring new employees, or outsourcing work. The knowledge, abilities, and capabilities that the organization needs to achieve its goals.

5.7 Shared values:

Koover's shared values should be aligned with its strategy, structure, systems, style, staff, and skills. This includes the company's mission, vision, and core values. The beliefs and values that are shared by the organization's employees. The company should create a culture of shared values and commitment to excellence. It should also communicate its values to employees and stakeholders.

CONCLUSION

KRSV Innovative Auto Solutions Pvt Ltd (KOOVERS) is a young company with a lot of potential. It has raised significant funding and is expanding into new markets. The company has a strong team of experienced professionals and is well-positioned to succeed in the auto spares market.

During my internship at KOOVERS, I had the opportunity to work on a variety of Tasks, including:

- Freight charges
- Sales Return calculation
- Advance Excel

I learned a great deal about the auto spares industry and the challenges that KOOVERS faces. I also gained valuable experience in marketing, sales, and operations.

I believe that KOOVERS has the potential to overcome these challenges and become a leading player in the auto spares market. I am excited to see what the future holds for this company.

LEARNING EXPERIENCE

Internship Experience

I interned at KOOVERS for a period of 5 weeks during the summer of 2023. During my internship, I worked in the marketing department. I was responsible for developing and executing marketing campaigns, creating and managing social media accounts, and writing marketing collateral. I also had the opportunity to work on some projects in the sales and operations departments.

Learnings

I learned a great deal during my internship at KOOVERS. I gained a strong understanding of the auto parts industry and the challenges that KOOVERS faces. I also gained valuable experience in marketing, sales, and operations.

Here are some of the key things I learned:

- The auto parts industry is a large and growing market in India.
- KOOVERS is a well-managed company with a strong team of experienced professionals.
- KOOVERS has a strong focus on customer service.
- KOOVERS is committed to providing quality products and services.

REFERENCE

COMPANY WEBSITE: - <https://www.koovers.in/>

APPLICATION:

https://play.google.com/store/apps/details?id=com.krsv.kdms&hl=en_IE&pli=1

LIST OF AUTO PARTS: - https://en.wikipedia.org/wiki/List_of_auto_parts

SWOT ANALYSIS: - <https://www.linkedin.com/pulse/swot-analysis-automobile-industry-shivam-kumar-agrawal>

PESTEL ANALYSIS: - <https://pestleanalysis.com/swot-analysis-of-the-automotive-industry/>

Surana College (Autonomous)

Kengeri, Satellite Town
Bengaluru -560060

Department of MBA

Progress Report -1

Sl. No.	Particulars	
1	Name of the Student	Sagara k
2	Registration Number	P03ME21M0033
3	Name of College Guide	Dr. Lasya K R
4	Name of Company's Guide, Phone No: Email -Id:	Mr. Harshith. N 9363491889 Harshith.n@koovers.in
5	Title of the Project	Organizational Study on KRSV Innovative Auto Solutions Pvt. Ltd. (KOOVERS)
6	Progress report:	<p>1.Guidelines were given by the organizational MIS Sales Executive head.</p> <p>Understood the Firm and collected the firm's profile.</p> <p>An overall organizational view was given by the external guide. Learnt in order to understand how the organization works and to know where which activity is performed.</p> <p>2.Organizational process of sales and operations.</p> <p>Understood the various services and information of the firm's profile. Discussed the various operations in Koovers</p>

Date: 02/06/2023

Signature of the Candidate



Signature of the College Guide



Surana College (Autonomous)

Kengeri, Satellite Town

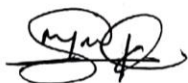
Bengaluru -560068

Department of MBA

Progress Report -2

Sl. No.	Particulars	
1	Name of the Student	Sagara k
2	Registration Number	P03ME21M0033
3	Name of College Guide	Dr. Lasya K R
4	Name of Company's Guide, Phone No: Email -Id:	Mr. Harshith. N 9363491889 Harshith.n@koovers.in
5	Title of the Project	Organizational Study on KRSV Innovative Auto Solutions Pvt. Ltd. (KOOVERS)
6	Progress report:	Companies have a lot of organization involved, it covers almost every aspect of education and some part of subjects, and this one-month internship is a great step for both my education as well as my Career. Every company has its own set of unique procedures for Sales and operations ; And my know-how was Sales Reports in Koovers

Date: 02/06/2023
Signature of the Candidate



Signature of the College Guide

