**Project Report on**

**“FINANCIAL ANALYSIS OF**

**MS MEDICALS Pvt. Ltd.”**

**Submitted in partial fulfillment of the requirements of the degree of BACHELOR of Business Administration   
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**Under the guidance of SUBMITTED BY:**

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**Acknowledgement**

I owe a great many thanks to many people who helped and supported me during the completion of this project.

I am thankful to my lecturer, Prof. Charu Mohalla, the Guide of the project for guiding and correcting various documents of mine with attention and care**.** She has taken pain to go through my project and make necessary correction as and when needed.

I would also thank my Institution and my faculty members without whom this project would have been a distant reality.

Ashish Bansal

**CH-1**

**INTRODUCTION**

**CH-2**

**RESEARCH METHODOLOGY**

**Definition**

The system of collecting data for research projects is known as research methodology. The data may be collected for either theoretical or practical research for example management research may be strategically conceptualized along with operational planning methods and change management.

Some important factors in research methodology include validity of research data, Ethics and the reliability of measures most of your work is finished by the time you finish the analysis of your data

**Objective of the Study**

**Primary Objective**

* To understand the competition between two Giants in the market.
* To measure the effectiveness and efficiency of the company by analyzing final accounts and accounting ratios.
* To understand and measure various factors that affect brand-building, brand re-call and finally the choice of customers while buying shares of it.

**Secondary objective**

* To Study and analyze the financial position of MS Medical Pvt. Ltd.
* To Study and analyze the financial strength of the company by using ratio analysis.
* To analyze the three-year final accounts of MS Medical Pvt. Ltd.

**DATA SOURCE**

**Primary data**

PRIMARY DATA is data that has not been previously published, i.e. the data is derived from a new or original research study and collected at the source. Data used in research originally obtained through the direct efforts of the researcher through surveys, interviews and direct observation it is more current and more relevant to the research project.

**E.g.** => in marketing, it is information that is obtained directly from first-hand sources by means of surveys, observation or experimentation.

**Secondary data**

It refers to the statistical material which is not originated by the investigator himself but obtained from someone else's records, or when Primary data is utilized for any other purpose at some subsequent enquiry it is termed as Secondary data. This type of data is generally taken from newspapers, magazines, bulletins, reports, journals etc. Such data are cheaper and more quickly obtainable than the primary data and also may be available when primary data cannot be obtained at all.

**E.g.** =>.If the data published by RBI on currency, National Income, Exports or Imports, is used in some other statistical enquiry; it will be termed as Secondary data.

**SOURCE OF COLLECTION OF DATA**

The data required for this research has been collected through

Primary data

Primary data collected through the company’s senior accounts manager.

Secondary data

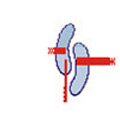
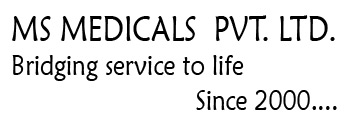
Secondary data collected through Internet, Magazines and Newspaper

**CH-3**

**PRIMARY**

**DATA**

**COMPANY PROFILE**

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**MS Medicals Pvt. Ltd., New Delhi is** a key**Importer**&**Trader**of**Hemodialysis Products** of different types to ensure trust among their clients. Since their inception, they have been able to built trust among our clients and won a large clientele across India. Hemodialysis Products which they offer are winning appreciation and are high in demands. Their mission is to offer satisfaction to their clients along with the better-quality products.

They Import & Trade Quality Products manufactured by known vendors across the world. Their products are designed to serve people better and earn maximum gains through it. Hemodialysis Products offered by them are durable, high at tensile strength, precisely designed, abrasion resistant and reliable for use.

**Basic Information**

|  |  |
| --- | --- |
| **Nature of Business** | * Trader * Importer |
| **Key Customers** | * Max Healthcare * Fortis Hospital * Apollo Hospital * Dr. B.L. Kapur Hospital |
| **Industry** | Medical Equipment & Machinery |

**Ownership & Capital**

|  |  |
| --- | --- |
| **Year of Establishment** | 2000 |
| **Ownership Type** | Private Limited Company |

**Trade & Market**

|  |  |
| --- | --- |
| **Annual Turnover** | * 2010-11   US$ 2-5 Million (or Rs. 10-25 Crore Approx.) |

**Team & Staff**

|  |  |
| --- | --- |
| **Total Number of Employees** | 11 to 25 People |

**Company USP**

|  |  |  |  |
| --- | --- | --- | --- |
| **Provide After Sales Support** | |  |  | | --- | --- | | * Onsite Support | * Operational Training | |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Primary Competitive Advantage** | |  |  | | --- | --- | | * Experienced R & D Department | * Good Financial Position & TQM | | * Large Production Capacity |  | |

|  |  |
| --- | --- |
| **Quality Measures/Testing Facilities** | Yes |

**Statutory Profile**

|  |  |
| --- | --- |
| **Banker** | * Bank of India |
| **PAN No.** | AAFCM4774M |
| **TAN No.** | DELM16197G |
| **Registration Authority** | National Territory Delhi and Haryana |
| **Registration No.** | U85110DL2008PTC175791 |
| **Central Sales tax No.** | 07480243193 |
| **TIN No. / VAT No.** | 07480243193 |

**Packaging/Payment and Shipment Details**

|  |  |
| --- | --- |
| **Customized Packaging** | Yes |

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Payment Mode** | |  |  | | --- | --- | | * Cash | * Cheque | | * DD | * Online | | * Pay Order |  | |

|  |  |  |
| --- | --- | --- |
| **Shipment Mode** | |  | | --- | | * By Road | |

**CH-4**

**FINAL ACCOUNTS ANALYSIS**

**CH-5**

**RATIO**

**ANALYSIS**

**CH-6**

**FINDINGS & ANALYSIS**

**CH-7**

**SUGGESTIONS**

**Why MS MEDICALS PVT LTD.?**

Their transparent, crystal clear and ethical business process ensures safety while doing business. They appreciate our customer's feedback and strive to incorporate in our Services.

They pride themselves on the level of support they offer to their esteemed customers with a widespread range of services which include:

* On-time delivery of orders
* Class products & services
* Cost competitive
* Full system supplier (They undertake turnkey projects on Hemodialysis)

**CH-8 LIMITATIONS**

It is said that ‘Nothing **is perfect**’ and if the quote is true I am sure that there would few shortcomings in this project also. Sincerely efforts have been made to eliminate discrepancies as far as possible but few would have been remained due to limitations of study.

Although the project has been the worked out at its best yet there are certain limitation which cannot be overlooked. Had these limitations been overcome, the findings would be accurate.

Some of these limitations are;

**1-TIME CONSTRAINT** –time was really a limiting factoring the project. It’s really difficult to work out such a large project between two months time.

**2-DATA CONSTRAINT-** all the data that has been collected for the project has been taken also from secondary sources like websites, magazines, newspapers and books.

However, every effort is made to ensure that these do not in any way adversely affect the result of the study and inject an element of objecting.