

**A  
PROJECT REPORT  
ON**

**ape**  
**PIAGGIO TRUK**

**Bachelor of Business Administration  
[B.B.A]  
Semester-IV**

**By  
[BALDANIYA MAHESH B.]**

**S.Y.B.B.A  
Roll No :[05]**

**SUPERVISING TEACHER**  
[ **PIAGGIO** ]<sup>®</sup>

**AMBABA COMERCE COLLEGE  
&  
MANIBA INSTITUTE OF BUSINESS  
MANAGEMANT  
SABARGAM  
[ JUNE 2010 ]**



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# CERTIFICATE OF COLLEGE

This is to certify that the project entitled  
“A PROJECT REPORT ON ape PIAGGIO PVT LTD”  
Submitted in partial fulfillment of the requirements of  
VEER NARMAD SOUTH GUJARAT UNIVERSITY,  
SURAT in record of bonofide general study work carried  
out by BALDANIYA MAHESH B. Under my  
supervision

The project or any part of it has not been previously  
submitted for any degree.

I/c Principal,  
Dr.yogesh N Vansiya,  
Ambaba Commerce College & MIBM,  
Sabargam.

Date:

Place:



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# DECLARATION

I declare that the project entitled, ” a study on project report on general training at ape PIAGGIO COMPANY LIMITED, SURAT Submitted for the partial fulfillment of the requirement of VEER NARMAD SOUTH GUJARAT UNIVERSITY, SURAT in record of bonofide general study work carried out under the guidance of Mr. Devendrasingh chauhan at Ambaba Commerce Collage & Maniba Institute of Business Management, Sabargam.

The project or any part of it has not been previously submitted for any degree.

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Signatures of student  
Baldaniya Mahesh B  
S.Y.B .B.A (05)

Date:

Place



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# ACKNOWLEDGEMENT

I have undergone the project work at “**ape PIAGGIO PVT LTD**”.I have collected the information, which is included in this report. I take the opportunity to express the feeling of grateful towards Veer Narmad South Gujarat University for the project work of S.Y.B.B.A.

I also thank to PROF. J.G.PARMAR, the co-coordinator of **AMBABA COMMERCE COLLEGE & MANIBA INSTITUTE OF BUSINESS MANAGEMENT** for giving me an opportunity for project work at **ape PIAGGIO PVT LTD**, and I also express my guide PROF. for his valuable guidance and help through out my project.

I really thank to Director **PAVUN PAL SINGH** and CEO of ape PIAGGIO PVT LTD, **TRUN PAL SINGH** and also sales manager **SIVABHAI SOLANKI** for their co-ordination and help in accomplishing my project report at this moment. I am also very much thankful to all those who supported me during the deed of the project work.

Yours faithfully,  
BALDANIYA MAHESH B,  
S.Y.B.B.A (Sem-IV)  
ROLL NO (05)

Date:

Place:

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# SUMMARY





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# EXECUTIVE SUMMARY

In today's "competitive world", truck sector become more and more popular like light vehicles and heavy vehicles. Therefore all truck companies are taking all steps and activities for capture more and more market share. Main objective of any truck company is to provide qualitative product and best services after sales. The ape PIAGGIO PVT LTD Provides newly launched products and better services after sales to their customers.

This project involves organizational study of The ape PIAGGIO PVT LTD. The organizational study includes all routine functions, services and non routine functions.

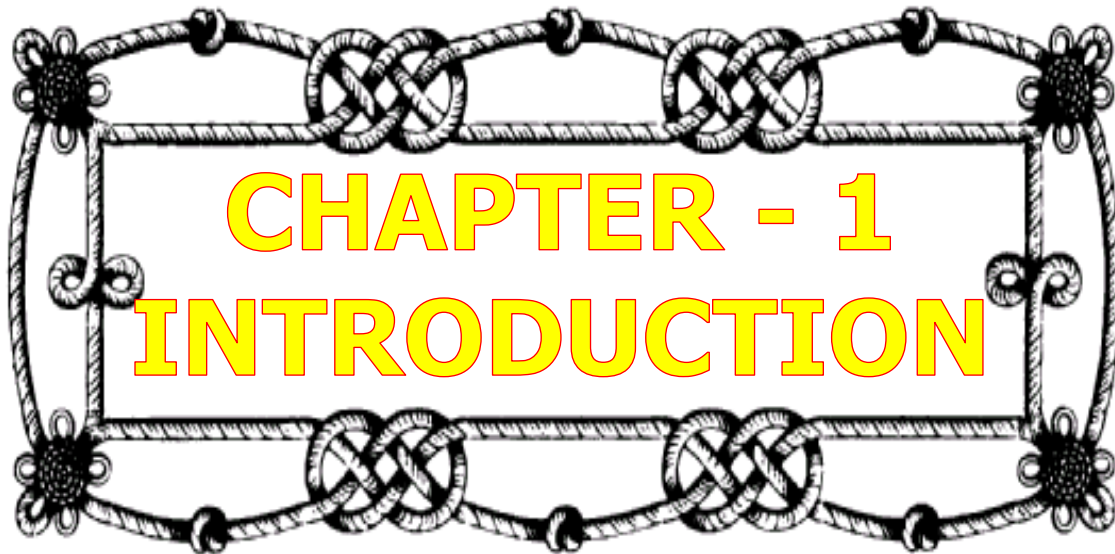
This project involves study of all department of company like financial department, human resource department, and marketing department.

The project report mainly based on direct observation and secondary data.





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- ④ HISTORY AND DESIGN
- ④ PIAGGIO IN INDIA
- ④ GLOBAL OVERVIEW OF PIAGGIO®
- ④ HISTORY AND DESCRIPTION





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## HISTORY AND DESIGN

The vehicles come in various configurations such as vans and pickups for load carrying and auto rickshaw for human transportation. More recently Piaggio have made lifestyle models such as the ape Cross Country and the ape Web aimed at the young.



An ape used for pizza delivery

The ape is also commonly used as a promotion tool. Advertising hoardings marketing companies are mounted in the load bay. The Ape's unusual looks can help draw attention to a brand or business. The Ape is a common sight in Italy where its compact size allows it to navigate narrow city streets and park virtually anywhere. It's also often seen at the roadside where the load area is used as an impromptu market stall by farmers. The Ape is produced in India by Piaggio India, and a similar vehicle is manufactured by Bajaj Auto. In India the Ape is most commonly found in the form of an auto rickshaw or (tuk-tuk). Nowadays 2 model ranges are offered- The "Ape50" with a 49.8cc Petrol Engine and the larger "Ape TM" which comes available with a 218cc Petrol engine or a 422CC Diesel engine. The "Ape50" can carry 170 kg while the "TM" can carry 700 kg.

A limited edition named the Calessino was made available this had retro styling and came in an auto rickshaw body. The bodywork was close to the Ape of the 1950s and 1960s and was designed to evoke memories of the era of dramatic economic growth in Italy known as La Dolce Vita.



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# PIAGGIO IN INDIA



Piaggio entered India in 1998 through a joint venture with Greaves Limited to manufacture three-wheeler. Piaggio had a majority stake of 51 per cent in this joint venture. Three years later in August 2001, Piaggio went on to acquire the 49 percent holding of Greaves Limited and the company, Piaggio Vehicles Private Limited (PVPL), became a 100 per cent subsidiary of Piaggio SpA. Since then the company has achieved phenomenal growth in its revenues - an average growth of more than 40 percent has been realized, year on year. The Indian operations, ably spearheaded by Ravi Chopra, Chairman and Managing Director, have today become a key focus area and a significant destination for the Group's overall business.

The company has its state-of-the-art plant at Baramati (Maharashtra), with a fully automated conveyor line production facility, computerized paint shops and advanced R & D facilities. Way back in 1999, the company had started its production activities with only 40 vehicles per day. Today it has grown to a scale where it manufactures 500 vehicles in a day. The company has successfully utilized Pune as a strategic hub for its marketing and



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sales network, which has grown to over 240 dealer locations providing 420 outlets for sales and service across the country. The company employs around 1,200 people in India. It has seven regional offices and fourteen branch offices all over the country. This is perhaps one of the largest and best-organized distribution networks for three wheeler in India.

In the last few years, PVPL has emerged as the second largest three-wheeler manufacturer in India. With an overall market share of 33 per cent, the company today has maintained its leadership in the three-wheeler cargo segment with a share of 39 percent. It also has a significant 30 percent share in the passenger segment.

PVPL has also begun to export its ape' vehicles from India to many countries including Argentina, Peru, Sudan, Sri Lanka, Mexico, South Africa, Cuba and Bangladesh. Till recently PVPL's focus was on catering to the increasing domestic market needs in India, however it now has aggressive plans for a major thrust on the export front in the coming years. The company expects 10-15 per cent contribution to its turnover from exports in the future years.

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## GLOBAL OVERVIEW OF PIAGGIO



Piaggio originated more than 120 years back in 1884 in Pontedera (Pisa, Italy) when its founder Renaldo Piaggio expanded his family woodshop into a sawmill and started making wooden fittings and furniture for ships. In 1906 the company went on to add railway cars, cars, trucks, trams, motor boats and airplanes to its product mix. But after World War II, the company lost most of its manufacturing plants due to bombings. In the late 1940s, seeing the potential for cheap transportation in Italy, the company launched its two-wheeler under the brand name Vesta. Vesta not only became a hit in Italy, but also went on to sell in more than 100 countries by the 1960s and revolutionized the two wheeler industry across the globe.

Today the Piaggio Group is one of the world's top manufacturers of two-wheeler. It acquired the Aprilia Group in December 2004 bringing the Aprilia brand of motorcycles under its fold. With this acquisition, Piaggio became one of the world's top four players in the two-wheeler business, with consolidated leadership in the European two wheeler market. Its product portfolio includes scooters, motorcycles and mopeds in the 50cc to over 1,000cc range and comprises the Piaggio, Vesta, Gilera, Derbi, Aprilia, Guzzi and

Scarabeo brands. It also manufactures three-wheeled and four-wheeled light transportation vehicles under the (LTV) ape', Porter and Quargo ranges.

Globally the Group has five R & D canthers and is currently present in more than 50 countries with an employee base of around 6,500 people. For the year ending December 2005, it achieved sales of Euro 14.6 billion, a 16.3 per cent growth over the previous year. The Group was family run almost continuously since its 1884 founding. It went public on the Milan stock exchange in 2006. Immsi S.p.A., an industrial and services holding company, listed on the Milan Stock Exchange, controls the Group with 56.188 per cent stake. Mr. Roberto Colaninno, Chairman and Chief Executive Officer of the Piaggio Group also heads Immsi S.p.A. The company's shares were admitted for trading on Boras Italian's automated trading system, Milan Mercator Telemetric in July 2006.

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# KEY FACTORS OF SUCCESS IN INDIA

Creditable and empowered local management  
Piaggio's success story in India is a typical case example of how a global company can effectively use its global processes in a local environment by customizing its product market and fine tuning its business model to suit the Indian market. The company's growth and performance reflects a credible and empowered local management, which has effectively evolved its business model on the basis of three principles.

- Commitment at the global level
- Empowered local level management
- Localized product / market mix

Driven mainly by the local management, today the company is seeing its vision unfold into a reality. Its remarkable growth and achievements today are the result of the total commitment, dedication and hard work of a “winning team”.



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## HISTORY AND DESCRIPTION

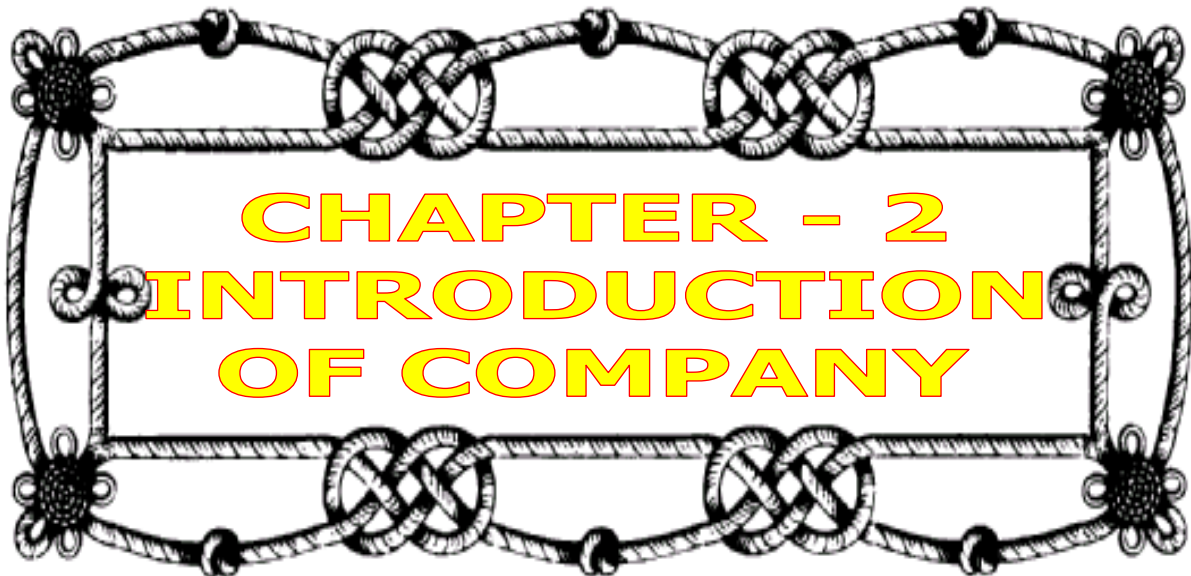
- ♣ **1947-1952** – Ape A: 125cc engine, wooden pick up bed, front fork mounted to the left of the wheel hub and column mounted gear lever.
  
- ♣ **1952-1956** – Ape B: similar to the A model but with a 150cc engine, a pressed steel cargo bed, front fork mounted to the right of the wheel hub and cable operated gear change.
  
- ♣ **1956-1967** – Ape C: Still sporting a 150 cc engine but with a major redesign: the first Ape with an enclosed cab, the engine uses a 5% oil mix and is sited under the driver's seat. It was still manually started, but electric start was optional.
  
- ♣ **1967-1974** – Ape D: 175cc engine. Featured a trapezoidal headlight fitted on the bulkhead rather than the mudguard and an intake valve that allowed the engine to run with a 2% oil mix. The first Ape with cab heater.
  
- ♣ **1965-1973** – Ape E: Identical to the D model but with a 150cc engine.
  
- ♣ **1968-1978** – Ape MP: MP stood for Motors Posteriors (Rear Engine), the engine was moved from the cab to the rear to improve comfort.



- ♣ **1970-1978** - ApeE/400R: 175cc engine and minor changes.
  
- ♣ **1979-1981** – Ape P: 175cc, with minor changes.
  
- ♣ **1981-1993** - Ape500: 175cc, new bulkhead with two headlights.
  
- ♣ **1993-to now** - Ape50: 49,8 cc, redesign of the headlights incorporating side lights.
  
- ♣ **1993-to now** – Ape TM: 218cc petrol and 412cc diesel variants. Maximum speed for the petrol version is 60 km/h, 63 km/h for the diesel version.
  
- ♣ **1994-to now** – Ape Web, 49,8cc engine, redesigned headlights front and rear.
  
- ♣ **2000-to now** – Ape Cross 50: sport-look restyling of preceding Ape Web.
  
- ♣ **2006-to now** – Ape Classic, built in India with a Lombardini 422cc Diesel engine.



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## CHAPTER - 2 INTRODUCTION OF COMPANY

- ④ COMPANY PROFILE
- ④ BRANCHES OF PIAGGIO
- ④ MANAGEMENT OF ape PIAGGIO®





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# **COMPANY PROFILE**

## **BOARD OF DIRECTORS**

<b>NAME</b>	<b>DESIGNATION</b>
<b>Mr. Trun Pal Singh</b>	C.E.O
<b>Mr. Pavun Pan Singh</b>	Director
<b>Mr. Sivabhai Solanki</b>	Finance Manager
<b>Ms. Neha Purohit</b>	Human Resources Manager
<b>Mr. Devendarsingh Chauhan</b>	Sales Manager
<b>Mr. Sivam Ranipat</b>	General Manager

## **KEY EXECUTIVES**

<b>NAME</b>	<b>DESIGNATION</b>
<b>Ms. Radhika Patel</b>	Show room in charge
<b>Mr. Vishal Purohit</b>	Work shop Supervisor
<b>Mr. Sureshbhai Mehta</b>	Spear part Manager



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## **BRANCHES OF PIAGGIO**

- ❖ PIAGGIO Vehicles Private Limited, 102, 'PHOENIX', Bund Garden Road, Pune.
- ❖ Ape PIAGGIO pvt ltd, Puna Kumbhariya Road, Near TATA Car Show Room, Surat.
- ❖ Ape PIAGGIO truk plus, Kakrapar Road, City light Building, Vyara.
- ❖ Ape PIAGGIO Vehicles pvt ltd, College Road, Thala, Chikhli.  
SAI AUTO POINT, Dhuliya High way, Vankvel, Sonagdh.

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# MANAGEMENT OF ape PIAGGIO PVT LTD

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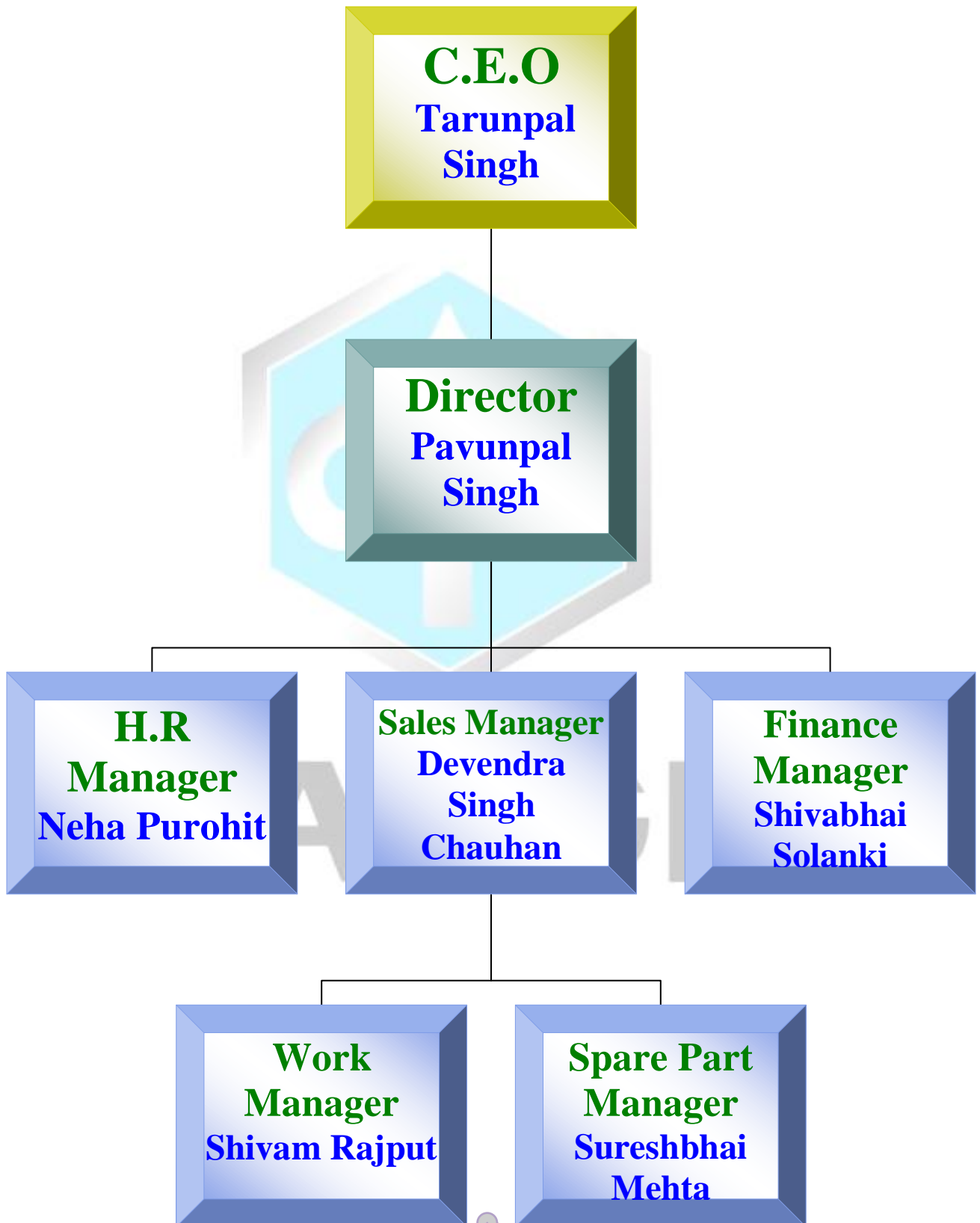


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The Board of Directors and the Management of PIAGGIO Group are committed to the enhancement of its products and services, through sound business decisions, prudent financial management and high standards of ethics throughout the organization, by ensuring transparency and professionalism in all decisions and transactions and achieving excellence in Corporate Governance by conforming to, and exceeding wherever possible, the prevalent mandatory guidelines on Corporate Governance and by regularly reviewing the Board processes and the Management systems for further improvement

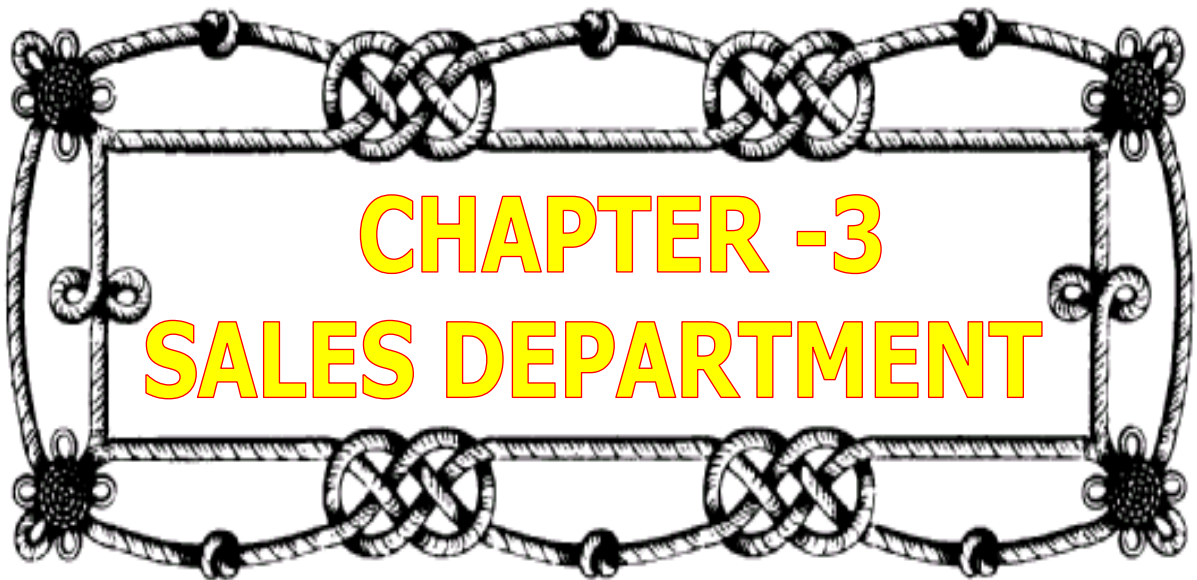
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# ORGANIZATION CHART





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# CHAPTER -3

## SALES DEPARTMENT

④ MEANING OF SALES

④ PRODUCT

④ PRODUCT RANGE & QUALITY



# Meaning of sales

Sales assume that consumers typically show buying inertia or resistance and must be coaxed into buying. It also assumes that the company has a whole battery of effective selling and promotion tools to stimulate more buying.

Sales hold that consumers and businesses, if left alone, will ordinarily not buy enough of the organization's products. The organization must, therefore, undertake an aggressive selling and promotion effort.

The selling concept is practiced most aggressively with unsought goods, goods that buyers normally do not think of buying, such as insurance, encyclopedias, and funeral plots. These industries have perfected various sales techniques to locate prospects and hard sell them on their product's benefits.





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# Product

## Definition:

“A product is anything that can be offered to a market for attention, acquisition, use or consumption that might satisfy a want or need. It includes physical objects, services, persons, places, organization and ideas.”

“A product is a bundle of utilities consisting of various product features and accompanying services”

“A product is a set of tangible and intangible attributes, including packaging, colour, price, manufacture’s prestige, retailer’s prestige, and manufacture’s and retailer’s services, which the buyer may accept as offering satisfaction or wants or needs”

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## PRODUCT RANGE AND QUALITY

PVPL's product range in India includes one tonner pick-up vans, delivery vans, special purpose vehicles and passenger vehicles. The company has developed close to fifty customized applications to cater to various product requirements of industries like fast moving consumer goods, mineral water, waste disposal, ice cream, poultry etc.

These vehicles are engineered for remarkable fuel efficiency, rugged performance and high load carrying capacity. They are extremely environment friendly and conform to the most stringent emission norms. Piaggio Ape' is today the first choice with over 4,00,000 customers because of its high mileage, low operating cost and an extended warranty of twenty months.

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## LARGE DOMESTIC PRODUCT

The rapid industrialization and growth in the Indian economy and the resulting need for logistics management has driven PVPL's growth in the country. Going forward, transportation of man and material will continue to improve, given the growth targets of the Indian economy in the Tenth Five Year Plan. The need will further get enhanced with the development of the rural sector. Given this growth potential the company envisages a growth of 15 per cent per annum for itself over the next five years.

The goods transportation sector in India is also witnessing a major shift in focus and is developing into a “hub and spoke” model. Whilst multiple axle, tractor-trailer large size vehicles are today dominating inter city transportation system, smaller three-wheeler and light commercial vehicles are catering to the movement of goods within a city. This shift in focus is expected to generate a large requirement for the smaller commercial vehicles, including three-wheeler.



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# PRODUCTS

# PRODUCTS

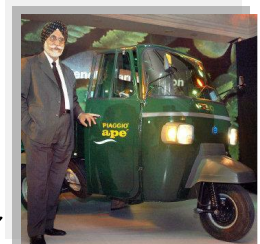
-  **AUTO RICKSHAW**
-  **Ape XTRA LD**
-  **Ape XTRA BS.3**
-  **Ape XTRA**
-  **ELIVENTY VAN XTRA**
-  **Ape CNG XTRA**
-  **NG HIGH BODY**
-  **PE TRUK**
-  **PE TRUK PLUS**

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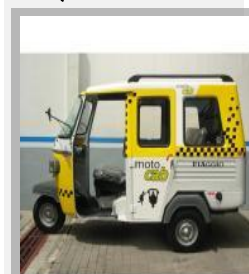


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# Products



**PRODUCTS OF ape PIAGGIO**





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# ape Truk Plus



## TECHNICAL SPECIFICATIONS

<b>Engine</b>	<b>Type</b>	<b>Twin cylinder DI (direct injection) 4-dtroke, naturally aspirated, water Cooled diesel engine.</b>
	<b>Max. Engine Output</b>	<b>12.67 kw@3600 rpm/ 17 hp</b>
	<b>Max. Torque</b>	<b>43.5 nm</b>
	<b>Capacity</b>	<b>870 cc</b>
	<b>clutch</b>	<b>Single plate dry friction diaphragm type</b>
<b>Gear Box</b>		<b>Synchromesh -5 forward, 1 reserve</b>

<b>Brakes</b>	<b>Front</b>	<b>Hydraulic dual circuit TMC self adjusted</b> <b>Disc</b>
	<b>Rear</b>	<b>Drum</b>
	<b>Parking</b>	<b>Mechanical at rear wheels</b>
<b>Chassis</b>	Monocoque chassis with pressed steel long members	
<b>Suspension</b>	Front	McPherson strut with coils Hydraulic double acting telescopic shock absorbers with anti-roller
	Rear	Twist beam cross arm, hydraulic double acting telescopic shock absorbers
<b>Tyres</b>	155 R 13 Radial	
<b>Chassis Dimensions In mm</b>	Overall length	3675
	Wheel base	1820
	Max. width	1460
	Max. height	1750
	Cargo deck ( L*W*H )	2240*1460*440
	Min. Ground Clearance	170



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<b>Min. Turning Circle Radius</b>	3.85 m
<b>Fuel Tank</b>	28 liters
<b>Performance</b>	Max. grade ability 18% Max speed 65 KMPH
<b>Weights (In Kg)</b>	Gross Weight 1810 Kerb Weight 810 Payload 1000
<b>Seating</b>	Driver + 1
<b>add-on accessories</b>	Roof lamp with integrated rear view mirror Both sides sun visors Clear lens headlamp with integrated blinkers



## ◆ ADVANTAGES

- Well designed comfortable cabin.
- Ergonomically designed seats.
- Conveniently located controls.
- Single piece wind screen for better visibility.
- Anti dive suspension system.
- Heavy duty gear box.
- Specially designed steering column.
- Instant self start switch for a quick, convenient and effortless start.
- Maximum Loadability ( Bigger deck size )
- Maximum Pick up
- Ideal for Inter city Traffic
- Lowest Maintenance Cost

ape  
CARGO  
CNG



TECHNICAL SPECIFICATIONS

**Engine**

Type	:	Single Cylinder, forced air cooled with Oil Cooler
Displacement	:	395 CC
Maximum Power	:	7.53 HP @ 3200 rpm
Compression Ratio	:	8.5:1
Maximum Torque	:	18.78 Nm @ 2000 rpm
Max speed	:	50 km ph
Starting	:	Self start
Cooling	:	Forced air plus cooled

## Transmission

- Front : Dual action hydraulic telescopic shock absorber with helical springs
- Rear : Robust triangular arm, rubber compression spring & hydraulic shock absorber

## Chassis

- : Unique monocoque chassis design with Pressed & stamped section

## Weight

	Pick up	Delivery	Hi body
<b>Kerb weight</b>	460 kg s.	495 kg s.	470 kg s.
<b>Gross weight</b>	975 kg s.	975 kg s.	975 kg s.

## Tyres

Front	<b>4.5 * 10, 8 PLY</b>
Rear	4.5 * 10, 8 PLY

## Brakes

- : Dual circuit hydraulic with auto adjuster on front & rear, drum brakes.



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## Electricals

System voltage	:	12 V
Battery	:	12 V, 35 AH
Alternator	:	Fly wheel mounted
Wiper motor	:	12 V

## Dimensions ( In mm )

	Pick up	Delivery	Hi body
<b>Wheel Base</b>	1920	1920	1920
<b>Overall length</b>	2930	2965	2965
<b>Max. width</b>	1490	1495	1495
<b>Max. height</b>	1635	1750	1750
<b>Cargo bed</b>	1480 * 1400	1480*1400*1065	1480*1400*1065
<b>Turning circle radius</b>	2750	2750	2750
<b>Track width</b>	1260	1260	1260

## Fuel tank

<b>Gas</b>	4 kg s. (approx)
<b>Petrol (Limprome)</b>	3 Liters.

◆ **ADVANTAGES**

- The ape 1.0 tonner can be easily customized to meet end use applications and transport needs **you name it we have it.**
- Dual circuit hydraulic brakes for fail safe braking.
- Powerful headlamps and switch operated wiper.
- Anti-theft steering lock.
- Maximum Loadability
- Maximum Mileage
- Ideal for Intra city Traffic
- Lowest Maintenance Cost



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# ape Xtra



## TECHNICAL SPECIFICATIONS

### Engine

Type	:	Four stroke,
Displacement	:	395 cc
Maximum power	:	8 bhp @ 3600 rpm
Compression ratio	:	18:1
Torque	:	16.7 Nm @ 2500 rpm
Fuel consumption	:	36 + 4 km/ liters
Max speed	:	50 Km/ hr
Starting	:	Sell start
Cooling	:	Air – cooled

### Transmission

4 Forward, 1 reverse, constant mesh type with wet, multi plate clutch



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## Suspension

- Front : Anti-drive link with dual action shock absorber.
- Rear : Variable section rubber spring mounted on triangle with shock absorber.

## Chassis

Monocoque chassis stamped and weided

## Tyres

4.5 \* 10-8 PR

## Brakes

Dual circuit hydraulic operated drum brake, with self adjustment brake Device

## Electricals

- System voltage : 12V D.C.
- Battery : 12V, 50 AH.
- Alternator : Fly wheel mounted
- Wiper motor : 12V

## Fuel Tank

10 + 0.5 liters  
10 - 0.5 liters



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## Colours

Passion Maroon, Brilliant Green, charming Blue, Sahara Yellow, Blanco White and Golden Yellow.

## Weights

	Ape High Body ( in Kg )	Ape DV ( in kg )	Ape PV ( in Kg )
<b>Kerb weight</b>	440	435	415
<b>Gross weight</b>	975	975	975

## Dimensions

	Ape High Body ( in mm )	Ape DV ( in mm )	Ape PV ( in mm )
<b>Wheel base</b>	1920	1920	1920
<b>Overall length</b>	2965	2965	2930
<b>Max width</b>	1490	1495	1490
<b>Max height</b>	1750	1750	1635
<b>Cargo bed ( L*W )</b>	1480*1400*1750	1480*1400*1065	1480*1400
<b>Turning radius</b>	2750	2750	2750
<b>Track width</b>	1260	1260	1260
<b>Size of driver seat</b>	770*400	770*400	770*400



## ◆ ADVANTAGES

- The best on-road mileage 36+4 km/ ltr i.e. Just Re.1 per km.
- Mileage and acceleration unaffected by heavier loads or low speed.
- Achieves a top speed of 50 km/ hr.
- Transports greater variety and larger volumes of cargo than all other 3-wheelers in its category.
- Load carrying capacity of over 600 kilograms with much larger Platform and flat bed tray to carry more.
- Fixed or foldable side panels – makes loading and unloading easy.



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# ape AUTO RICKSHAW



## TECHNICAL SPECIFICATIONS

### Engine

Tyre	:	Single Cylinder, Four Stroke, Diesel Displacement 395 CC
Maximum power	:	8.0 bhp @ 3600 rpm
Fuel Consumption	:	36 +- 4 km/ liter
Max Speed	:	55 km ph
Starting	:	Electric, Self start
Cooling	:	Forced air cooled



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## Transmission

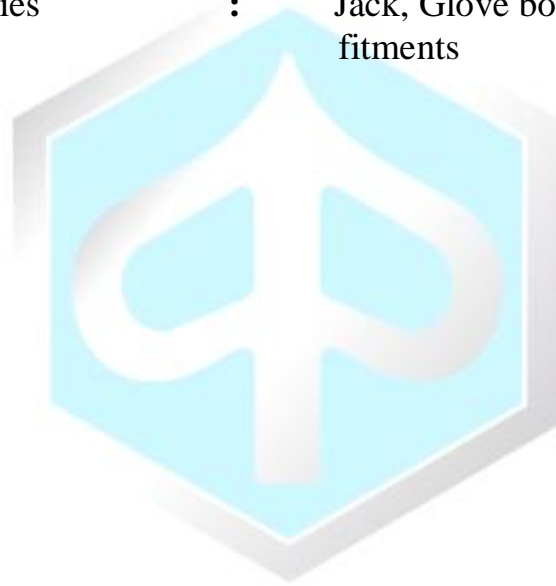
Gear Box	:	4 forward, 1 reverse
Clutch	:	Wet multidisc type
Maximum Grad ability	:	21%
Suspension Front	:	Leading link, helical compression & hydraulic shock absorber
Rear	:	Triangular arm, rubber compression spring & hydraulic shock absorber
Chassis	:	Uniquely designed monologue chassis, stamped and welded with main center beam, cross member and two longitudinal beams
Weight (kgs)	:	Kerb weight 405 kgs Gross weight 725 kgs
Tyres	:	4.50" * 10", 8 PR, spare wheel under driver's seat with lock
Steering	:	Handle bar type
Brakes	:	Dual circuit hydraulic brakes, expansion type on all wheels with tandem master cylinder
Parking brakes	:	Mechanical type

## Electricals

Battery	:	12V – 50 AH
Head lamps	:	Twin 35 W
Windscreen wiper	:	Single speed, monoblade, switch operated
Dimensions (mm)	:	Wheel Base 1920 Max. length 2940 Max. width 1465 Max. height 1750 Turning circle radius 2750

## Other features

Fuel Tank	:	10.5 + 0.5 Liters
Front windscreen	:	Single piece
Safety	:	Anti theft lock, Fuel tank lock, Battery lock, Stepney lock
Meters	:	Speedometer, Fuel gauge meter
Standard accessories	:	Jack, Glove box compartment fitments



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 **ADVANTAGES**

- World class after sales service backed by PIAGGIO'S professional Expertise and training.
- World class service at well equipped, fully automated dealer workshops and service centers manned by factory trained technicians
- 400 outlets that offer you an exclusive service experience from 200 Dealers and 200 service outlets.
- Ready availability of reasonably priced spare parts.



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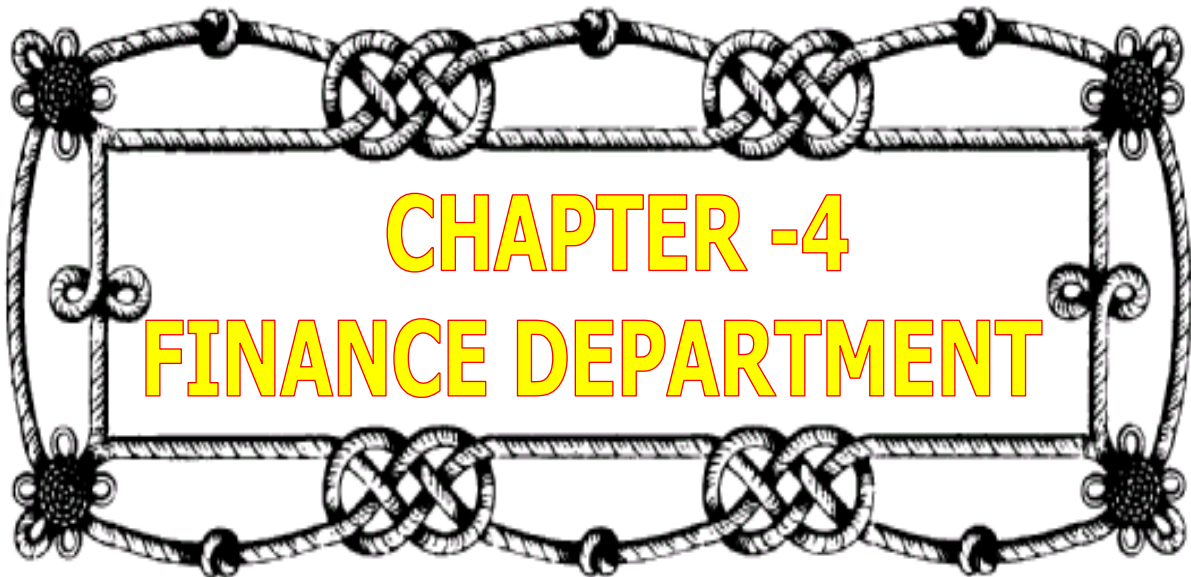
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# MODEL NAME AND PRICE

<b>MODEL</b>	<b>BASIC</b>	<b>INSURANCE</b>	<b>RTO</b>	<b>ROAD TAX</b>	<b>ON ROAD Price</b>
<b>AUTO RICKSHAW</b>	154399	4771	7404	727	167301
<b>APEXTRA LD</b>	160399	5552	13154	727	179832
<b>APEXTRA BS.3</b>	166399	6152	13754	727	187032
<b>APEXTRA</b>	154399	5448	12754	727	173328
<b>ELIVETY VAN XTRA</b>	162399	5587	13654	727	182367
<b>APECNG XTRA</b>	171399	6030	12154	727	190310
<b>NG HIGH BODY</b>	175399	6314	12454	727	194894
<b>PE TRUK</b>	264599	13306	19376	2707	294388
<b>PE TRUK PLUS</b>	299733	13306	19376	2707	335122



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## CHAPTER -4 FINANCE DEPARTMENT

- ② MEANING OF FINANCE
- ② PROFIT & TURNOVER
- ② BALANCESHEET OF ape PIAGGIO®





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# DEFINITION OF FINANCE

## **1. PLANNING FOR FINANCING:**

Two types of financing as Long Run Financial Planning and Short Run Financial Planning. Long term planning is meant for 5 to 10 years. And short term planning is for two years. Generally the company is not choosing the long term planning, short term planning is accepted. The funds are generally generated from short term sources and from loan.

## **2. CAPITALIZATION:**

Capitalization means the process of building up of a capital structure and obtains the sources to mobilize the capital in the form of plant and land, fixed assets etc.

The company is said to be under capitalization because the company is not earning sufficient income to meet its fixed and variable cost.





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# PROFIT AND TURNOVER

PARTICULARS	Rs. In crores	
	2005-2006	2006-2007
GROSS TURNOVER	410	598
GROSS PROFIT	32.8	47.84
NET PROFIT BEFORE DEPRECIATION	2.28	3.78
DEPRECIATION	0.82	1.2
NET PROFIT	1.46	2.58

## ape PIAGGIO BANKERS:

ape PIAGGIO enjoys various credit limits, both short term and long term, from following reputed financial institutions:

- ICICI bank Ltd.
- HDFC bank Ltd.
- Bombay mercantile Co-op. bank
- Gujarat industrial Co-op. bank

Ape PIAGGIO good relationship with these banks has earned us goodwill & promptness in obtaining further credit as per our requirements.



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## BALANCE – SHEET OF ape PIAGGIO

Cash And Cash Equivalents	35,283,000	28,894,000
Short Term Investments	-	-
Net Receivables	8,863,000	8,772,000
Inventory	10,121,000	11,578,000
Other Current Assets	-	-
<b>Total Current Assets</b>	<b>54,267,000</b>	<b>49,244,000</b>
Long Term Investments	160,676,000	136,378,000
Property Plant and Equipment	36,239,000	38,505,000
Goodwill	1,504,000	5,839,000
Intangible Assets	565,000	30,932,000
Accumulated Amortization	-	-
Other Assets	22,513,000	12,706,000
Deferred Long Term Asset Charges	3,500,000	4,950,000
<b>Total Assets</b>	<b>279,264,000</b>	<b>278,554,000</b>
Accounts Payable	44,411,000	24,416,000
Short/Current Long Term Debt	-	-
Other Current Liabilities	4,093,000	28,128,000
<b>Total Current Liabilities</b>	<b>48,504,000</b>	<b>52,544,000</b>
Long Term Debt	168,530,000	172,049,000
Other Liabilities	50,158,000	51,477,000
Deferred Long Term Liability Charges	5,023,000	4,790,000
Minority Interest	1,421,000	1,159,000
Negative Goodwill	-	-
<b>Total Liabilities</b>	<b>273,636,000</b>	<b>282,019,000</b>
Misc Stocks Options	-	-





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Warrants		
Redeemable Preferred Stock	-	-
Preferred Stock	-	-
Common Stock	22,000	19,000
Retained Earnings	(1,485,000)	(17,000)
Treasury Stock	(185,000)	(183,000)
Capital Surplus	7,834,000	4,562,000
Other Stockholder Equity	(558,000)	(7,846,000)
<b>Total Stockholder Equity</b>	<b>5,628,000</b>	<b>(3,465,000)</b>
<b>Net Tangible Assets</b>	<b>\$3,559,000</b>	<b>(\$40,236,000)</b>

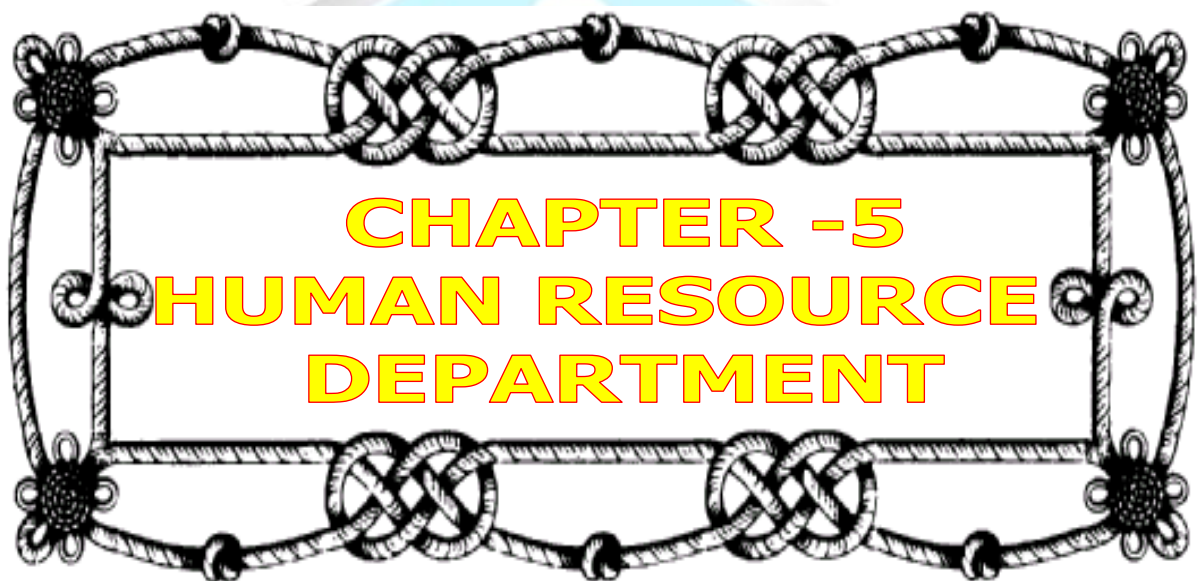
### COMMENT:

Current ratio is the common ratio for measuring liquidity. It shows the current assets and liabilities of a company. PIAGGIO the ratio of a company is not well for all years because its current assets are very less in front of its liabilities.

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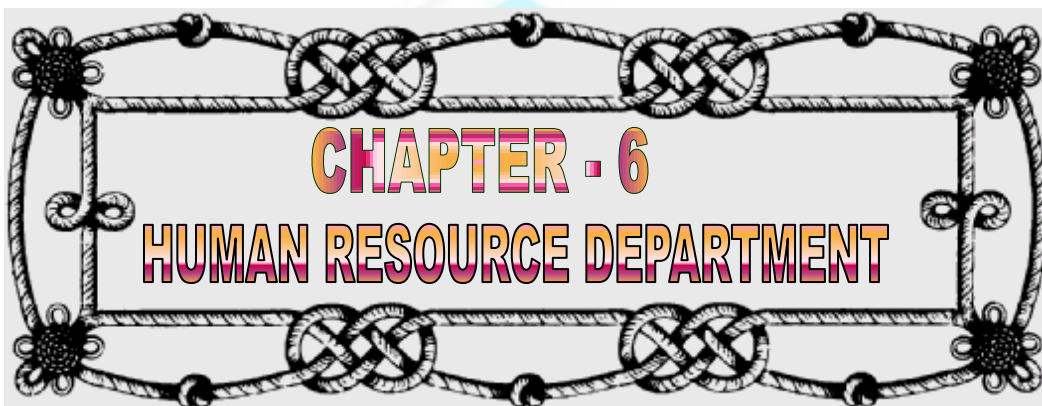
- ④ **MEANING OF H.R.M**
- ④ **MEANING OF RECRUITMENT**
- ④ **MEANING OF SELECTION**



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② H.R PLANNING

② TRAINING & DEVELOPMENT



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# Meaning of HRM

Human resources of management may be defined as “a set of policies, practices, a programs designed to maximize both personal and organization goals.”

“It is process of binding people and organization together so those objectives of each are achievement.”

## Definition of HRM

According to **FLIPPO**, personal management or HRM can be defined as-

“The planning , organizing, directing and controlling of procurement, development, development, compensation, integration, maintenance and that individual organization and social objectives are accomplished.

✦ Dealership of 4 wheelers running since last 3 years. Trading of vehicle, repairing of vehicle and sales of accessories are the main activity of the organization approximately 150 employees are there in organization second ford company is well-known on world level and its certain products are selling in India APE PIAGGIO is a dealer of ford company.

✦ ape PIAGGIO is a Pvt. Ltd company & there is a 1 director in a company & a company is register under company law.

- ✦ There are 142 male & 8 female in ape PIAGGIO
- ✦ Application for various post are invited through advertisement & recruitment after proper arranging proper interview for long term bases, employees who want to leave organization have to give proper resign before 1 month
- ✦ After every 3 month all employees performance is checked proper & reporting to management. At the time of promotion, performance report is strictly chec
- ✦ Salary/wages counting after month competition & co. has appointed consultant for salary, PE, ESI etc. counting payment of salary/wages does through bank after get salary from consultant.
- ✦ Company provide uniform to employee, company arrange the picnic half yearly for all employee, company all provide breakfast, dinner at the time of overtime, company also provide tea-coffee to the employee.
- ✦ Company gives incentive to all employees, as per different method in different department, which is based on sales, service, performance, profitability, business.
- ✦ Company follows safety rules as per factory act & keeping first aid kit when it require.



# Meaning of Recruitment



“Recruitment is understood as a process of searching for and obtaining application for job, from among whom the right people can be selected.”

## **1. Recruitment and Selection:**

The ape PIAGGIO follows the policy of “Rationalization” i.e. it selects candidates from inside the organization. Therefore there is no need to recruit or select more people from outside the organization. But when there is any vacancy in the organization, the process is as under:

- ◆ Ask for the job to the head of the department
- ◆ Answer from the head of department
- ◆ When inquiry comes from Head for filling the vacancy, if they require the person, they give answer for filling that vacancy and job specification.
- ◆ Send notification form to the employment exchange. According to the job specification, they send compulsory notification form of vacancy to the nearest employment exchange. The form includes all the matters relating to the job and wait for the answer of employment exchange.
- ◆ If there is no applicant in exchange the company is giving the advertisement on newspaper like “Gujarat Samachar” and “Times of India”.
- ◆ Then Interview, Selection and Training steps are taken by the company.

## **2. Personal Records:**

The company maintains wide range of records containing detailed information about employment, promotions, transfer, training, welfare activities, wage, employee service etc. it also maintain personal data of every employee.

- ◆ Name of the employee
- ◆ Local and permanent address
- ◆ Appointment of service job
- ◆ Detailed about past
- ◆ Educational Qualification
- ◆ Promotion, Awards and other achievements
- ◆ Personal detail like marital status, gender etc.

## **3. Other facilities:**

The ape PIAGGIO providing other extra facilities to the employs like traveling concession, uniform facility, benefit on loan, insurance benefit, benefit of deposit, medical benefit for the staff members etc.

#### **4. Training and Management Development:**

The ape PIAGGIO is a biggest dealer of truk. It also provides services to the truk. It is an automobile and service organization. The company is providing the training to all newly recruited employs. It has its own training centre for providing various types of training to the employs. The training is divided in to two parts:

- ◆ **Technical training** is generally provided to all the employs, it is generally for two months.
- ◆ **“Administrative and marketing training”** is generally provided to the sales and administrative employs. The time period of this training is generally one month.

#### **5. Promotion policy:**

The company gives promotion on the basis of performance and seniority, experience and efficiency of the worker. The promotion is provided yearly on the basis of seniority.

## **6. Wage and Salary Administration:**

The company gives wages and salary to the employs by their seniority. Pay slips are sent to the concerned to the sectional head or head of the department. Two days before the closure of month for distribution amongst their employs. Salaries or wages are credited in the respective bank account of the employs one day before the closure of month.

## **7. Provident Fund Scheme**

The ape PIAGGIO has also the provident fund facility for their employs. The company has opened provident scheme in the ICICI Bank.

## **8. Grievance Handling Procedure:**

Any employee desirous of redress of a grievance arising out of his employment or relating to unfair treatment or wrongful exaction on the part of superior, he should himself submit a complaint.

# SELECTION

“Selection means choosing an eligible candidate from all the applicants. “Selection is the process of differentiating between applicants in order to identify and hire those with a greater likelihood of success in a job.”

The Selection Process is concerned with determining whether an applicant meets with all the qualification need to perform a particular job. It means right person a right place. It is very important because of a wrong person is selected it will cost to the company. Need of selection would be arise when vacancies are made in organization. Procedure for selection is differing from organization to organization and from job to job.

## Process of selection :-

- ♣ Reception of Applications
- ♣ Preliminary Interview
- ♣ Application Blank
- ♣ Psychological Test
- ♣ Interview
- ♣ Reference Check

- ♣ Final Interview
- ♣ Physical Examination
- ♣ Placement

## HR Planning

“HRP is a process of striking balance between human resources required and acquired in an organization.”

“HRP is the process of forecasting firm’s future demand for, and supply of, the right type of people in the number.”

“HRP is a sub system in the total organizational planning.”

## Training and Development

**Training** makes the employees aware about the basic facts of their jobs and the work environment in which they are supposed to work.

“Training is a process of increasing the knowledge and skill for doing a particular job.”

## Limitation of the study

- ❖ As the company is facing lack of adequate demand for its products the company is unable to utilize its human resource optimally. As a result even it can be said that the human resource of the company is not fully utilized.
- ❖ The Analysis of the Report is based on my direct observation and secondary data, it may be wrong in view of others.
- ❖ The Study was conducted in the co-operative atmosphere but confidential data are not provided by the company like financial data.

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# CONCLUSION

During my training. I found that this company is in strong position. This company has scientific & flexible management. The relation between staff & owner are looking better. There is good coordination & confidence. In company management, feeling that company's main aim is to provide best services to customer.

I thanks to the ape PIAGGIO PVT LTD for providing such a detailed and wonderful information and guidance to me, I wish best of luck ape PIAGGIO PVT LTD for better future.

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Human  
Resour  
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