



A
Report
On
General Training
At
Shree Tata Ambica

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S.Y.B.B.A.

Submitted to: -
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Sabargam.

Affiliated to: -
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DECLARATION

I Kalpesh N. Fiter here by undersign student of the MANIBA INSTITUTE OF BUSINESS MANAGEMENT at Surat. Undergo training from 26th April 2008 to 26th June 2008 and prepared report prepared report from assures that the information in this report is factual and reliable. The information in this report are gathered through direct or indirect observation. Any Student does not previously submit this to any institution or university for any purpose.

An for the first student of business administration prepares the project on Shree Ambica auto sales and service a commercial vehicles dealer, and I am very happy to be the first B.B.A student preparing the report on this company.

PLACE: - Kamrej, Surat

Date:-

Signature

Kalpesh N. Fiter

S.Y.B.B.A.

SEMESTER 4



PREFACE

I exult by knowing that I undertake the writing of this report of the industrial training report because we are all of the very few students who are presently undertaking education in the sphere of Business Administration which covers total business activities.

As a student of Management, I must be encouraged by the growth and rapid development taken place in the corporate sector, in India. Still recently, Management is growing baby. Keeping in mind the ever development field of Management and the great demand for management cadre in our country, the University has arranged Industrial Training in the field of Management at the Second Year level, Thus it is our moral and obligatory duty to take part of our studies with great enthusiasm and seriousness and give it the due importance.

The report gives information regarding automobiles sector and their growth in the market. This project contains the information regarding the management of the Shree Ambica Auto Sales & Service (commercial vehicle dealer) and its prestige in the market and the graphical representation of the some important points. At the proper places analysis and comments are also made. At the end SWOT analysis is reported. I hope this serves the purpose.



Acknowledgement

I am thankful to **Mr.Yogesh vansiya** the co-ordinator of Maniba Institute of business Management for giving an opportunity to come on this stage to complete for the summer training of S.Y.B.B.A.

I am also thankful to **Pro. Govind Langariya and Pro. Varun** for constant support and encouragement as well as the valuable guidance and direction .He had provided to me during the preparation of entire my project report.

My warmful thank to **Mr. Suhas Kulkarni (Workshop Manager) and Miss.Shreya Gohil (Sales Manager)** for allowing me in there company and giving me opportunity. who gives learn getting the best experience and for giving me the guidance and help whenever required. We excellent guidance to us during the project.

I find my project very useful and educative. It was very good experience for me in the organization and discuss with the valuable information of SALES, MARKETING, HUMAN RESOURCE MANAGEMENT for **SHREE AMBICA AUTO SALES & SERVICE COMMERCIAL VEHICLE DEALER** thank for them for being so helpful in my project.

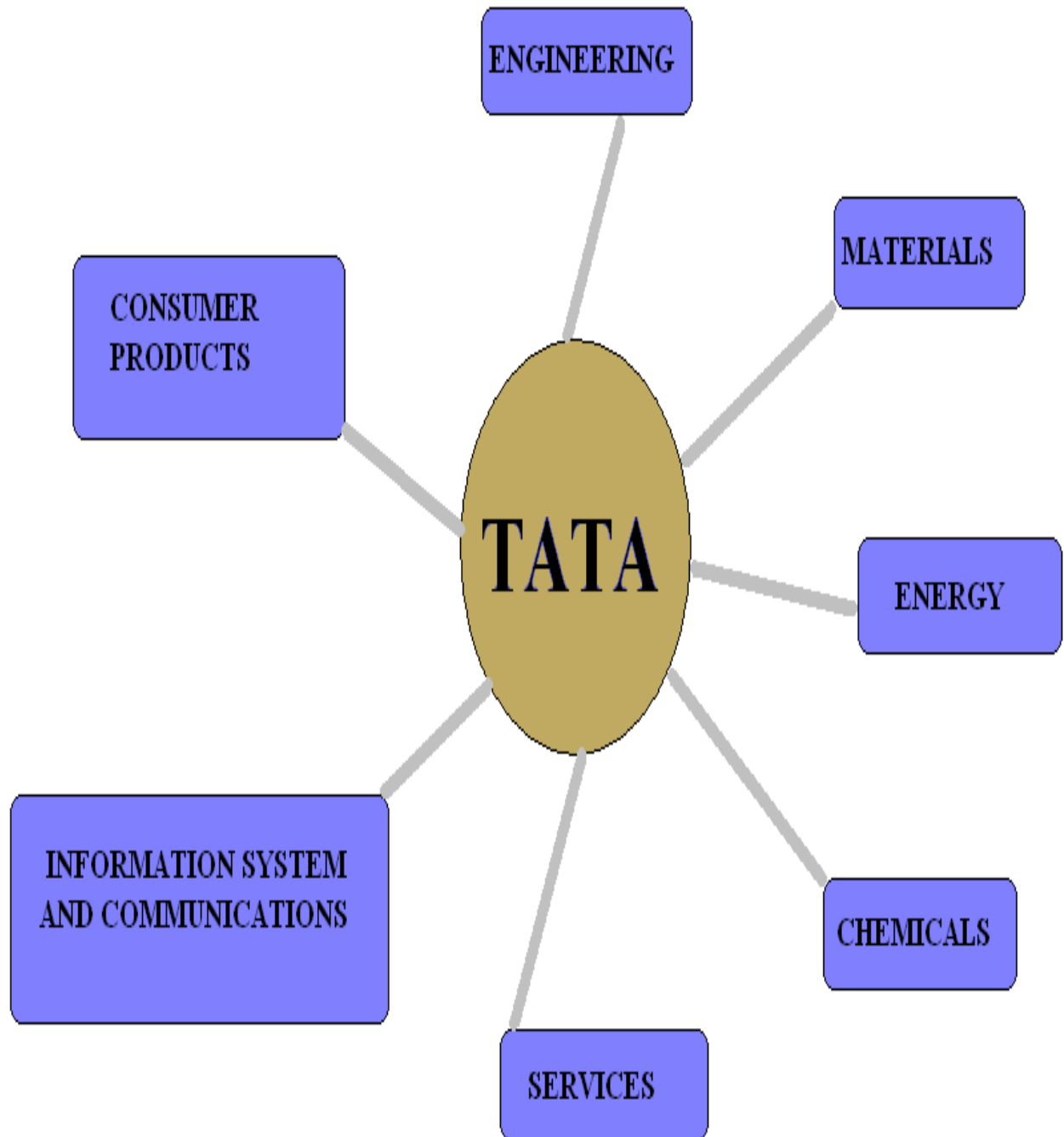


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CORE BUSINESS OF TATA



Shree Tata Ambica Auto Sales & Service (Commercial Vehicle Dealer)



ENGINEERING

Tata AutoComp Systems
[Tata Motors](#)

MATERIALS

Tata Advanced Materials
Tata Steel

ENREGY

Tata BP Solar India
Tata Power

CHEMICALS

Rallis India
Tata Chemicals
Tata Pigment
Advinus Therapeutics

SERVICES

Indian Hotels (Taj group)
Tata AIG General Insurance
Tata Asset Management
Tata AIG Life Insurance
Tata Quality Management
Services

INFORMATION SYSTEMS AND COMMUNICATIONS

Tata Sky
Tatanet
Nelco
Nelito Systems

CONSUMER PRODUCTS

Tata Tea
Tata Ceramics
Titan Industries
Trent

These are all companies which are included seven sectors of tata groups.

We select tata motors for our project we discuss in detail.



HISTORY OF TATA



Jamsetji Tata



The founder of the Tata Group began with a textile mill in central India in the 1870s. His powerful vision inspired the steel and power industries in the country, set the foundation for technical education, and helped India leapfrog from backwardness to the ranks of industrialised. As much an institution as it is a business conglomerate, the Tata Group is unique in more ways than one. Established by Jamsetji Tata in the second half of the 19th century, the Group has grown into one of India's biggest and most respected business organisations, thanks in no small part to its entrepreneurial vision, its commitment to ideals that put people before profits, and its fortitude in the face of adversity.



Sir Dorab Tata

Through his endeavours in setting up Tata Steel and Tata Power, this elder son of Jamsetji Tata was instrumental in transforming his father's grand vision into reality. It was also under his leadership that the Sir Dorabji Tata Trust, the premier charitable endowment of the Tatas, was created, propelling the Tata tradition of philanthropy.



Sir Ratan Tata

Jamsetji Tata's younger son had a personality that reflected his sensitivity to the struggles of ordinary people and his desire to utilise his considerable wealth to enhance the quality of public life. A philanthropist all his life, he created a trust fund for "the advancement of learning and for the relief of human suffering and other works of public utility". The Sir Ratan Tata Trust is today the second largest of the Tata trusts.



JRD Tata

The late chairman of the Tata Group pioneered civil aviation on the subcontinent in 1932 by launching the airline now known as Air India. That was the first of many path-breaking achievements that JRD, who guided the destiny of the Group for more than half a century.



Naval Tata

Naval Tata's myriad contributions in the fields of business, sports administration and labour relations symbolised all that is best in the Tata spirit of giving back to society and the communities in which its enterprises grow.

DEVLOPEMENT :-



1868

Jamsetji Nusserwanji Tata starts a private trading firm, laying the foundation of the Tata Group.

Shree Tata Ambica Auto Sales & Service (Commercial Vehicle Dealer)



1874

The Central India Spinning, Weaving and Manufacturing Company is set up, marking the Group's entry into textiles



1903

The Indian Hotels Company is incorporated to set up the Taj Mahal Palace and Tower, India's first luxury hotel, which opened in 1903.



1907

The Tata Iron and Steel Company (now Tata Steel) is established to set up India's first iron and steel plant in Jamshedpur. The plant started production in 1912.



1910

The first of the three Tata Electric Companies, The Tata Hydro-Electric Power Supply Company, (now Tata Power) is set up



1911

The Indian Institute of Science is established in Bangalore to serve as a centre for advanced learning.



1912

Tata Steel introduces eight-hour working days, well before such a implemented by law in much of the West.

Shree Tata Ambica Auto Sales & Service (Commercial Vehicle Dealer)



1917

The Tatas enter the consumer goods industry, with the Tata Oil Mills Company being established to make soaps, detergents and cooking oils



1932

Tata Airlines, a division of Tata Sons, is established, opening up the aviation sector in India.



1939

Tata Chemicals, now the largest producer of soda ash in the country, is established.



1945



Tata Engineering and Locomotive Company (renamed Tata Motors in 2003) is established to manufacture locomotive and engineering products. Tata Industries is created for the promotion and development of hi-tech industries



1952

Jawaharlal Nehru, India's first Prime Minister, requests the Group to manufacture cosmetics in India, leading to the setting up of Lakme.



1954

India's major marketing, engineering and manufacturing organisation, Voltas is established.



Shree Tata Ambica Auto Sales & Service (Commercial Vehicle Dealer)



1962

Tata Finlay (now Tata Tea), one of the largest tea producers, is established. Tata Exports is established. Today the company, renamed Tata International, is one of the leading export houses in India.



1968

Tata Consultancy Services (TCS), India's first software services company, is established as a division of Tata Sons.



1970

Tata McGraw-Hill Publishing Company is created to publish educational and technical books. Tata Economic Consultancy Services is set up to provide services in the field of industrial, marketing, statistical and techno-economic research and consultancy.



1984

Shree Tata Ambica Auto Sales & Service (Commercial Vehicle Dealer)



Titan Industries – a joint venture between the Tata Group and the Tamil Nadu Industrial Development Corporation (TIDCO) – is set up to manufacture watches.



1991

Tata Motors rolls out its millionth vehicle. (The two-million mark was reached in 1998 and the third million in 2003.)



1995

Tata Quality Management Services institutes the JRD QV Award, modelled on the Malcolm Baldrige National Quality Value Award of the United States, laying the foundation of the Tata Business Excellence Model.



1996

Tata Teleservices (TTSL) is established to spearhead the Group's foray into the telecom sector.



1998

Tata Indica – India's first indigenously designed and manufactured car – is launched by Tata Motors, spearheading the Group's entry into the passenger car.



1999

The new Tata Group corporate mark and logo are launched.



2000

Tata Tea acquires the Tetley Group, UK. This is the first major acquisition of an international brand by an Indian business group.

Shree Tata Ambica Auto Sales & Service (Commercial Vehicle Dealer)



2001

Tata AIG – a joint venture between the Tata Group and American International Group Inc (AIG) – marks the Tata re-entry into insurance. (The Group's insurance company, New India Assurance, was nationalised in 1956). The Tata Group Executive Office (GEO) is set up to design and implement change in the Tata Group and to provide long-term direction



2002

The Tata Group acquires a controlling stake in VSNL*, India's leading international telecommunications service provider. Tata Consultancy Services (TCS) becomes the first Indian software company to cross one billion dollars in revenues.



2003

Shree Tata Ambica Auto Sales & Service (Commercial Vehicle Dealer)



Tata Motors launches CityRover – Indicas fashioned for the European market. The first batch of CityRovers rolled out from the Tata Motors stable in Pune on September 16 2003.



2004

Tata Motors acquires the heavy vehicles unit of Daewoo Motors, South Korea TCS goes public in July 2004 in the largest private sector initial public offering (IPO) in the Indian market, raising nearly \$1.2 billion.



2005

Tata Steel acquires Singapore-based steel company NatSteel by subscribing to 100 per cent equity of its subsidiary, NatSteel Asia VSNL* acquired Tyco Global Network, making it one of the world's largest providers of submarine cable bandwidth Tata Sons completes 60 years of Tata operations in the US



2006

Shree Tata Ambica Auto Sales & Service (Commercial Vehicle Dealer)



Tata Credit Card launched Foundation stone for the Tata Medical Centre unveiled in Kolkata TCS launches India's largest e-governance initiative, MCA-21 Tata Steel ranked world's best steel maker for the third time by World Steel Dynamics.



2007

Tata Refractories sets up Greenfield plant in China Tata Research Design and Development Centre celebrates silver jubilee Tata Steel acquires Corus TCS inaugurates TCS China — a joint venture with Chinese government and other partners Tata Motors is listed on the world's largest bourse, the New York Stock Exchange, the second Group company to do so after VSNL*



2008

Tata Motors unveils Tata Nano, the People's Car, at the 9th Auto Expo in Delhi on January 10, 2008 Tata Projects acquires a majority stake of 75 per cent in Artson Engineering Tata Sons announces the launch of Tata International Social Entrepreneurship Scheme for an international student internship programme with the Group's community initiatives in India



Introduction Of Tata Motors

Tata Motors Limited is India's largest automobile company, with revenues of Rs. 32,426 crores (USD 7.2 billion) in 2006-07. It is the leader by far in commercial vehicles in each segment, and the second largest in the passenger vehicles market with winning products in the compact, midsize car and utility vehicle segments. The company is the world's fifth largest medium and heavy commercial vehicle manufacturer, and the world's second largest medium and heavy bus manufacturer.

The company's 22,000 employees are guided by the vision to be "best in the manner in which we operate, best in the products we deliver, and best in our value system and ethics." Tata Motors helps its employees realise their potential through innovative HR practices. The company's goal is to empower and provide employees with dynamic career paths in congruence with corporate objectives. All-round potential development and performance improvement is ensured by regular in-house and external training. The company has won several awards recognising its training programmes.

Established in 1945, Tata Motors' presence indeed cuts across the length and breadth of India. Over 4 million Tata vehicles ply on Indian roads, since the first rolled out in 1954. The company's manufacturing base is spread across India - Jamshedpur (Jharkhand) in the east, Pune (Maharashtra) in the west, and in the north in Lucknow (Uttar Pradesh) and Pantnagar (Uttarakhand). A new plant is being set up in Singur (close to Kolkata in West Bengal) to manufacture the company's small car. The nation-wide dealership, sales, services and spare parts network comprises over 2,000 touch points. The company also has a strong auto finance operation, TML Financial Services Limited, supporting customers to purchase Tata Motors vehicles.

Tata Motors, the first company from India's engineering sector to be listed in the New York Stock Exchange (September 2004), has also emerged as an international automobile company. In 2004, it acquired the Daewoo Commercial Vehicles Company, Korea's second largest truck maker. The rechristened Tata Daewoo Commercial Vehicles Company has launched several new products in the Korean market, while also exporting these products to several international markets. Today two-thirds of heavy commercial vehicle exports out of South Korea are from Tata Daewoo. In 2005, Tata Motors acquired a 21% stake in Hispano Carrocera, a reputed Spanish bus and coach manufacturer, with an option to acquire the remaining stake as well. Hispano's presence is being expanded in other markets. In 2006, it formed a joint venture with the Brazil-based Marcopolo, a global leader in body-building for buses and coaches to manufacture fully-built buses and coaches for India and select international markets. Tata Motors also entered into a joint venture in 2006 with Thonburi Automotive Assembly Plant Company of Thailand to manufacture and market the company's pickup vehicles in Thailand. In 2006, Tata Motors and Fiat Auto formed an industrial joint venture at Ranjangaon (near Pune in Maharashtra, India) to produce both Fiat and Tata cars and Fiat powertrains for the Indian and overseas markets; Tata Motors already distributes and markets Fiat branded cars in India. In 2007, Tata Motors and Fiat Auto

Shree Tata Ambica Auto Sales & Service (Commercial Vehicle Dealer)



entered into an agreement for a Tata license to build a pick-up vehicle bearing the Fiat nameplate at Fiat Group Automobiles' Plant at Córdoba, Argentina. The pick-up will be sold in South and Central America and select European markets.

These linkages will further extend Tata Motors' international footprint, established through exports since 1961. While currently about 18% of its revenues are from international business, the company's objective is to expand its international business, both through organic and inorganic growth routes. The company's commercial and passenger vehicles are already being marketed in several countries in Europe, Africa, the Middle East, Australia, South East Asia and South Asia. It has assembly operations in Malaysia, Kenya, Bangladesh, Ukraine, Russia and Senegal.

The foundation of the company's growth is a deep understanding of economic stimuli and customer needs, and the ability to translate them into customer-desired offerings through leading edge R&D. The R&D establishment includes a team of 1400 scientists and engineers. The company's Engineering Research Centre was established in 1966, and has facilities in Pune, Jamshedpur and Lucknow. The ERC has enabled pioneering technologies and products. It was Tata Motors, which developed the first indigenously developed Light Commercial Vehicle, India's first Sports Utility Vehicle and, in 1998, the Tata Indica, India's first fully indigenous passenger car. Within two years of launch, Tata Indica became India's largest selling car in its segment. The ERC in Pune, among whose facilities are India's only certified crash-test facility and hemi-anechoic chamber for testing of noise and vibration, has received several awards from the Government of India. Some of the more prominent amongst them are the National Award for Research and Development Efforts in Industry in the Mechanical Engineering Industries sector in 1999, the National Award for Successful Commercialisation of Indigenous Technology by an Industrial Concern in 2000, and the CSIR Diamond Jubilee Technology Award in 2004.

The company set up the Tata Motors European Technical Centre (TMETC) in 2005 in the UK. TMETC is engaged in design engineering and development of products, supporting Tata Motors' skill sets. Tata Daewoo Commercial Vehicle Company and Hispano Carrocera also have R&D establishments at Gunsan in South Korea and Zaragoza in Spain.

The pace of new product development has quickened through an organisation-wide structured New Product Introduction (NPI) process. The process with its formal structure for introducing new vehicles in the market, brings in greater discipline in project execution. The NPI process helped Tata Motors create a new segment, in 2005, by launching the Tata Ace, India's first indigenously developed mini-truck. The years to come will see the introduction of several other innovative vehicles, all rooted in emerging customer needs. Besides product development, R&D is also focussing on environment-friendly technologies in emissions and alternative fuels.

Through its subsidiaries, the company is engaged in engineering and automotive solutions, construction equipment manufacturing, automotive vehicle components

Shree Tata Ambica Auto Sales & Service (Commercial Vehicle Dealer)



manufacturing and supply chain activities, machine tools and factory automation solutions, high-precision tooling and plastic and electronic components for automotive and computer applications, and automotive retailing and service operations.

True to the tradition of the Tata Group, Tata Motors is committed in letter and spirit to Corporate Social Responsibility. It is a signatory to the United Nations Global Compact, and is engaged in community and social initiatives on labour and environment standards in compliance with the principles of the Global Compact. In accordance with this, it plays an active role in community development, serving rural communities adjacent to its manufacturing locations.

With the foundation of its rich heritage, Tata Motors today is etching a refulgent future.



Introduction Of Shree Ambica Auto Sales & Service(Commercial Vehicle Dealer)



Dealership on N.H.no. 8



Workshop with mobile service vans

Of Tata Ambica

A company with dazzling complexity and illuminated characteristic TATA Motors is king of an automobile business in this world even in the next. TATA Motors do not marketing the products but the manufacturing the market. They learn demands of customers according to that they manufacture the product, which offers lavish result in the market.

This service oriented company had trusted and appointed us as service dealer in the year of 1994 at Amboli N.H.No.-8. Then after looking to our best performance they have appointed us, means “Shree Ambica Auto” as “TATA Motors “ exclusive sales & service dealer in south Gujarat district of Bharuch, Narmada, Surat & Ahwa-Dang . We are care taking dealer.

Having concrete structure of professionally well organized corporate office at Surat along with sales and service branches at Pandesara, Amboli, Bardoli, Vyara, Mandvi, Ankleshwar, Rajpipla and Bharuch, we rae dealing in 8 seaters to 60 seater, from milk meet india’s need like no one else can.

Shree Tata Ambica Auto Sales & Service (Commercial Vehicle Dealer)



We are not only marketing the products but our round the clock service dealership is our precious ornament. We have established service dealership in the span of 1,50,000 sq. feet area, where our company trained technically competent, highly skilled and experienced work force team well – come you for all sorts of after sales services. Everyday we service and repair 110 numbers of vehicles with Telco's high service standards of adequate services. Our high profile efficient and enthusiastic service team looks after routine services, reparation, passenger vehicle, accident claim and reparation along with painting facility as good as principal company's norms and test.

Apart from high profile services we provide professional service of annual maintenance contract, Re – con eng, Re – furbing, cash less insurance, in – house finance facility, towing facility, on sight service and 24 hrs mobile service vans.

Over and above we are well popular for keeping computerized spares – parts department, almost loaded with spairs available for all sorts of commercial and passenger vehicles. Hence, we can say we are real care taken parent of our customer. Our magnetic chain of sales, service, old vehicle purchase and again new vehicle sell, has renoun us in the field of an automobile.



Workshop Inside view

Shree Tata Ambica Auto Sales & Service (Commercial Vehicle Dealer)



History Of Shree Ambica Auto Sales & Service(Commercial Vehicle Dealer)

Shree Ambica Auto Sales & Service started its operation as a Telco Autorised service station from 1994 and as a dealer of Tata Engineering from 2000. The showroom at amboli is having an area of 50,000 sq. feet and is located on N.H.- 8, supported by a team of skilled technicians. We have our branches at surat, ankleshtar & vapi.

In a span of just six years we have become an authorized dealer of Tata Engineering commercial due to our efficient, prompt & customer oriented after sales support.

In our commitment to customer we offer an Annual Maintenance contract , Same day delivery, 7 days a week services & a '24 hrs Mobile Service van

Our amboli workshop is a 18 bays workshop & is manned by highly efficient & enthusiastic work manager, service advisor, supervisor, spare part manager & a team of fully trained competent mechanics. Two "Quick Service Bays" allows our valued customer no detention service for Minor jobs without any extra charge.



Vision

To be integrated player in “Automobiles” with leadership
Position in Dealer of tata motors and quality of services

Mission

To become first number of commercial vehicle dealer of Gujarat.



BOARD OF DIRECTORS

Tata Ambica is a partnership firm so they don't have Board of directors. The six partners are responsible for every activity. All partners' names are given below:-

Arjun Modi

Shailesh Modi

Nitesh Modi

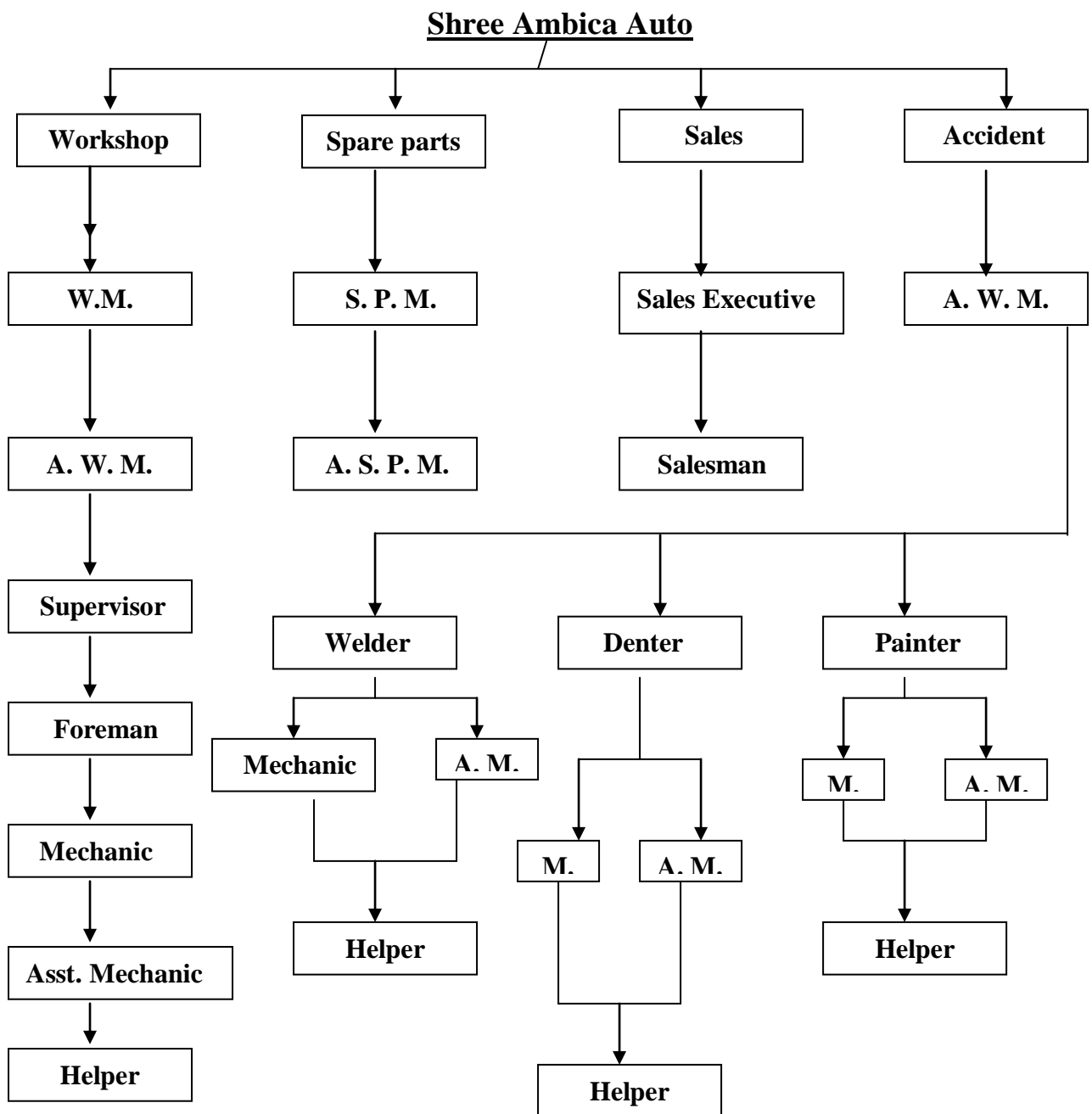
Kanayalal Modi

Rajubhai Modi

Satyam Modi



Structure of the Head Company



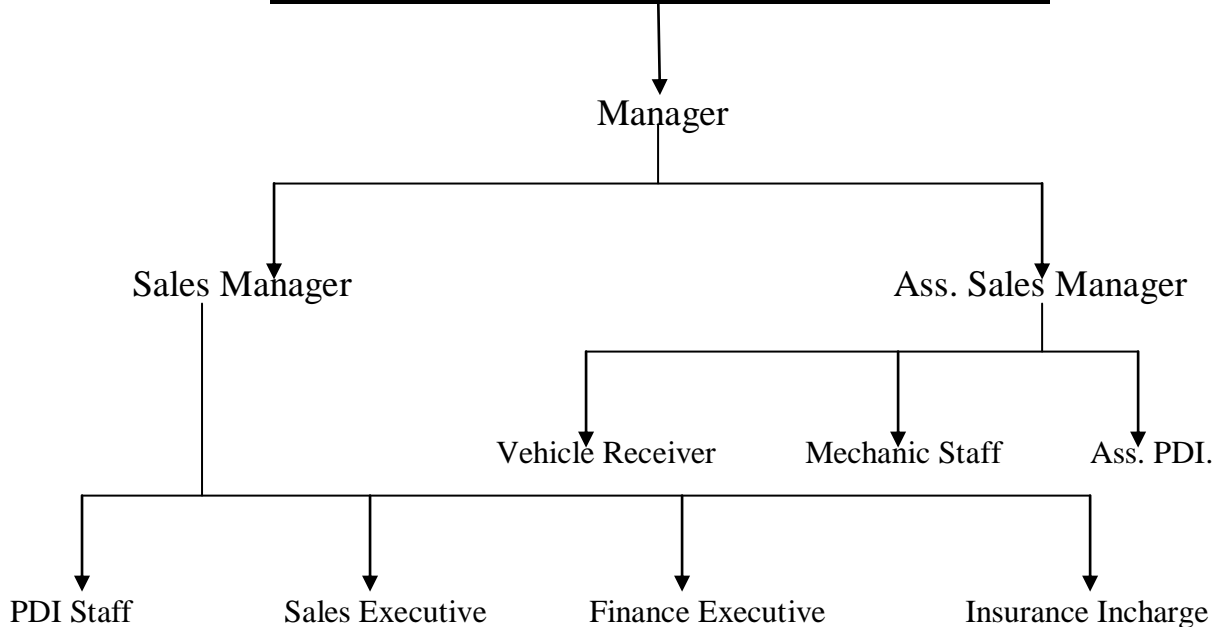


MARKETING DEPARTMENT

- Marketing Definition:-

Marketing has often been described as a societal process by which individuals and groups obtain what they need and want through creating, offering and freely exchanging products and services of value with others. It can also be termed as the art of selling products.

Structure of marketing department in Ambica





- **CLASSIFICATION OF HEAD:-**

Shreya Gohil (Manager)

Kanubhai Vasava (Assistant Sales Manager)

Rajesh Photewala (Insurance Incharge)

Vipul Prajapati (Assistant Insurance Incharge)

Chintan Parekh (Supervisor)

Nitin Bagule (Assistant Supervisor)



- **COMPETITORS OF AMBICA:-**

(1) Mr. Jayant Nanda

**CARGO MOTORS PVT. LTD.
CARGO HOUSE, OPP. GANDHI ASHRAM ROAD
AHMEDABAD - 380 027
Gujarat**

(2) Mr Sushil Dudani

**CARGO MOTORS PVT. LTD.
1ST FLOOR, 102-103 BALRAM COMPLEX, NEAR BHOOMI PETROL PUMP, STATION
ROAD, BHUJ
KUTCH - 370 001
Gujarat**

(3) Mr. S. K. Patel

**M/S. PERFECT AUTO (PERFECT RETREADS PVT. LTD.)
PERFECT HOUSE, GONDAL ROAD, NH 8B, VAVDI
RAJKOT - 360 004
Gujarat**

(4) Mr. Riyaz Harsolia

**M/S. RAJ MOTORS
NH - 8, HIMATNAGAR, DISTT. SABARKANTHA
BORIA - 383 006
Gujarat**

(5) Mr. Kamalsingh A. Ailsinghani

**M/S. TEJPAL MOTORS PVT. LTD.
N.H.NO.8, NEAR WOODLAND HOTEL NEXT TO RTO OFFICE, BALITHA, VALSAD
VAPI - 396191
Gujarat**



- **Distributors:-**

Shree Ambica don't have any distributor, Ambica directly sale the product to the customer and Ambica have the different branches in the different areas and the all partners do the activity in different branches the branches are like HAZIRA, ANKLESHVAR, AMBOLI, PUNA KUMBHARIYA. And in Ambica the so many sales man works and they all are perfectly work for company and they all are meet the customers and gives the information and required knowledge.



- **Promotion and Advertising:-**

Now a days the advertising is the most popular tool of sell any products. Because of the every person show the advertisement and under that the graphical media use in highly basis so the every human being interested to show advertisement.

In the advertising products full detailed are included like products features, all models specification, price, characteristic etc. in this concept the different medias are use, that are news paper, Print & broadcast, motion pictures, brochures, audiovisual material, videotapes etc. This all are the medium of the advertising in that all are the audiovisual material and videotapes are the most popular and the more effective audiovisual material means on the radio which advertise is playing that the best example, in that the only voice is listened by the people not shown. Videotapes means on screen advertising, in that first the advertise is created and than on the big and popular channel play it on the television screen in that the popular actors and actresses play the role and than the best advertising is created. The cold drinks company coca cola give the advertise for it's product thumps up, under that the famous actor Akshay Kumar is play the role, and that gives on all famous channel like star plus, Sony, star world ets.

This is the wall concept of advertising, in the Ambica also the advertising is play the most appropriate role. Shree Ambica gives the advertising in Gujarat samachar news paper, on the fm radio station, in the local channels like real network- hind t.v., And yes it place the different and huge holdings around the wall Surat city. Another is Ambica's service van is continuously roaming in the city and near city's rural area and mouth to mouth advertise and gives the all information of products.

These are all the source which use Ambica for advertising, and the Desai sir is prepare all broacher and the advertising content and he will try to include all the information of product in the advertising so that any people prefer they can easily understand all the thing and reputation of Ambica is on higher stage in the market.

Shree Ambica is knowing that in the today's market without advertising the product selling of product is not at the maximum stage. That's why Ambica give more attention on advertisement and the result is also the better.



Product Department or Products of Tata Ambica

First we defined that what is product:-

“Product is anything that can be offered to a market to satisfied want or need of customer”. This is the basic definition of the product Here we can discuss the product of Tata motors which is sell by the Ambica The Ambica sells the commercial vehicles of Tata motors and as we know Tata Motors is the well prestige in the Indian market in Commercial vehicles so many types of models are available that we shown in detailed.

In the market Tata company’s sales executive are do the market research and find the customer need and requirement and than as per the result company keep change in the products and introduce the new model with extra feature as per the customer requirement. So the customer of tata motors fully satisfied with the Tata products.

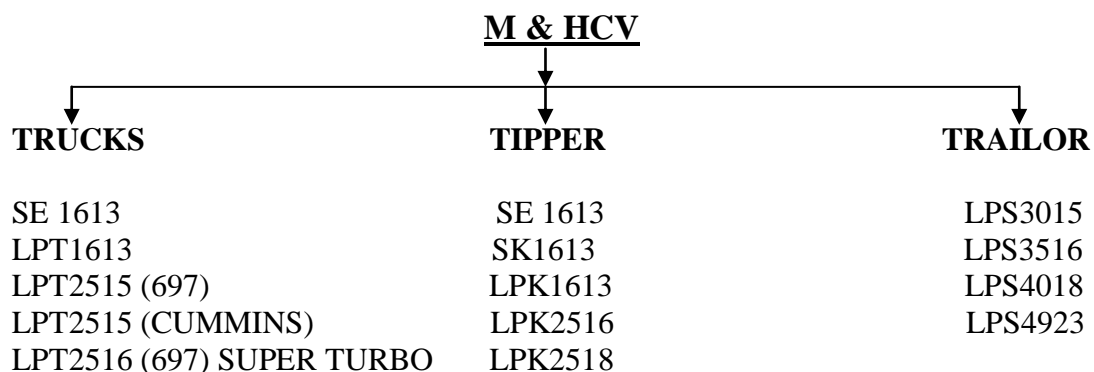
The Tata Ambica sells the all commercial models of tata motors which are available in the market. All the commercial vehicles of tata motors are divided in the main three categories. They all are as follows:-

- (1) M & HCV
- (2) LCV & ICV
- (3) SCV
- (4) BUS & SCV PASSENGER VEHICLES

These all are the four categories of Tata motors commercial vehicle and all categories have a so many types of different Products, we know all these in detailed one by one,

(1) M & HCV:-

The full form of M & HCV is “Medium and Heavy Commercial Vehicles”, This category include 16 ton to 49 ton weight capacity commercial vehicles. Means in this category vehicle heavy vehicles are included, for goods, heavy machinery, big parts of the machinery or any plant ets. These all items are easily caring by this vehicles and people use it. The different type of models are as follows:-





Here we can show that in above diagram three sub group in M&HCV that are TRUCKS, TIPPER and TRAILOR, as we all know about TRUCK The oldest vehicle of tata motors is TRUCK and SE 1613, LPT1613, LPT2515 etc. are the different model of TRUCKS



SE 1613 (CHASIS)



LPT 1613 (FULL BODY)



LPT 1613

In the all models the two series are available that are SE and LPT these both are the latest design and have the own different advantages, LPT means The sitting arrangement of the driver is over the front tyre and SE means the driver sit is behind the tyre. In the market the LPT models are the famous and customer prefer more as compare to SE models Because in LPT models the loading area is large so customer load more material in the truck and another advantage is the above side of truck bonnet is not available so the driver is clearly drive and take the perfect judgment so the accident rate is low.

In the market the tata Ambica gives the trucks with body and without body, in the without body only truck's engines and the chasis is given than the customer prepare the



body personally and that model is given in the first picture. And in with body the company gives totally prepared full latest body that is given in second picture.

The another concept of product is in the any model's name gives the it's weight capacity and engine's power in the model first two digit are the weight capacity of the product and under the second two digit last "0" we add and than the last three digit are the engine hors power capacity

For e.g. :- LPT 1613 In this model the first two digit means 16 means model have 16 tons load capacity and last two digit 13 and add 0 means 130 engine hors power capacity. Because of these concept the any person easily understand basic detailed of the any models

These all are the detailed of the trucks and in the TIPPER & TRAILER have the same concepts which use in the Tata products. Tipper have the jack in the below loading are body and the loading body is turn 70 degree so that which material are in the body easily empty. The carting business is used TRIPPER .

Trailor don't have joint loading area it just have engine there are two type of trailor skeletal trailor and flat bed trailor trailor is saving tyre bills and improve tyre life trailor through earn more revenue lesser kerb weight from extra payload. Trailor is increase better speeds of truck.



TRAILOR



TIPPER

(2)LCV&ICV:-

The full form of LCV Is "Light Commercial Vehicles" The full form of the ICV is intermediate commercial vehicle. This category include 4 ton to 11 ton weight capacity commercial vehicles. Means in this category vehicle light vehicles are included, for carry various goods and products, including vegetables,fruits,foodgrains, farm needs, Dairy products, mineral water, White goods, consumer goods, Hardware, construction materials etc These all items are easily caring by this vehicles and people use it. The different types of models are as follows:-



LCV & ICV



- LPT 407
- SFC 407 (CNG)
- SFC 407 EX
- SFC 407 (TWIN TYRE)
- SFC 410 EX
- LPT 709 EX
- LPT 809 EX
- LPT 909 EX
- LPK 909 (TIPPER)
- SFC 909 EX
- LPT 1109EX

Here we can show that in above diagram different different model of LCV&ICV. After the huge success of the ex range, Tata motors brings you yet another range of vehicles that is simply ahead of its time –the new Ex2 range of vehicles:SFC 407,LPT 709,LPT 809 and LPT 909 Get set to leave the ordinary behind as you enjoy a new driving experience.

The Ex2 range follows the EX range, which is synonymous with superior features and high performance in all aspects. Taking a leap forward, the Ex2 range incorporates unmatched features in keeping with the Tata motors philosophy of offering you vehicles of the most advanced design.

For you it means staying ahead, not just in business but in life too.



LPT 712 Ex2



SFC 407 Ex2

This Ex2 Series have a High performance & superior features, the features are as given below.

- **Power Steering :-**

The power steering makes driving smooth and easy in any kind of terrain.



- **Clutch Booster:-**

The unique clutch booster (in air brake variant) reduces pedal effort significantly, to ensure less driver fatigue and, consequently, more efficient driving.

- **Enhanced service interval:-**

Due to enhanced service interval, your vehicle runs for longer period, without a break – thus saving your high maintenance cost.

- **Durable body:-**

The close pitch load body floor makes the body of the vehicles stronger and more durable, thereby increasing their life.

- **Deluxe cabin:-**

Driver comfort is as its best in the deluxe cabin, thanks to utility features like power socket, digital clock, portable lamp, a shirt hook, utility box, inside rear – view mirror and more.

- **Safe and secure:-**

The Ex2 series of vehicles ensures safe driving, especially on highways. With clear lens headlamp, fog lamp and reverse beeper, you know that you are in safe hands.

- **Unmatched warranty:-**

The Ex2 series of vehicles comes with a warranty of 3 years or 3,00,000 kms, whichever is earlier.

Because of these all superior features customer or driver like feel not drive a truck but he feel like he drive the car and all of these features is very use full when the driver comfort is consult.

(3) SCV:-

The full form of SCV is small commercial vehicle In this vehicle it is include the ACE, 207DI etc. this vehicle include the goods, vegetables etc. These all items are easily caring by this vehicle sand people use it. The different types of models are as follows:-

SCV
↓



ACE HT
ACE BS
207 HT
207 DI EX
207 DI RX

Here we can show that above diagram different different models of SCV. There are main two product of SCV model first is ACE and 207 DI. The ACE is the latest model of SCV. It is the first model launch in 2005. Tata ACE is called "CHOTA HATHI". The 207 DI is the old model of the SCV. The first 207DI launch in 1996. and then change in the product the new model comes in the 2005 is 207 EX. the third product launch in 2007 is 207 RX. In this model have 5 person seat capacity & loading area available in this product.



207DI



TATA ACE

This is two model of SCV. It is most use in the city It is use for transfer the material, vegetables, food grains etc. It gives better pick up, better mileage, better performance.

(4) BUS & PASSENGER VEHICLE:-

Tata makes also Buses and passenger vehicle. In the tata have different different busses are available In bus 16 seater to 67 seater bus are make by the tata product. The different types of model are as follows:-

BUS & PASSENGER VEHICLE

- ↓
- MAGIC
- WINGER
- CITY RIDE
- STAR BUS
- SFC 407/31 EURO.2
- LP 407/31 EURO.2
- LP 410/31 EURO.3
- LP 709/38 EURO.2
- LP 712/38 EURO.3



LP 909/49 EURO.2
LPO 1510/55 EURO.2
LPO 1512/55 EURO.3
LPO 1610/62 EURO.2
LPO 1616/62 EURO.2
CNG
LP 407/31 EURO.3
LPO 1510/55 EURO.3

Here we can show that in above diagram different different model of BUS & PASSANGER VEHICLE. The interesting thing is that tata motors also made a buses and passenger vehicles with the best advanced feature.

After the great achievement in buses tata made a small passenger vehicles that are TATA WINGER, TATA ACE MAGIC and tata also get a great job in these both product.



Tata made the city ride and star bus this models are specially use for school bus and staff bus these bus is totally well organized. There is a place for everything – the bag, the water – bottle, ets. It is such a cool bus. In our India most schools use this bus. In the buses segment tata makes the CNG buses also.

When we show the engine the bus have the euro 2, 3 system is there not carborator system so that the power ful turbocharged engine provides superior pickup and ensures pick performance in all kinds of application. A higher starting torque and a flatter torque curve provides more pulling power and enhances performance in both city and long distance traveling.



SPECIALIZED PRODUCT

HRM DEPARTMENT

• **HRM:-**

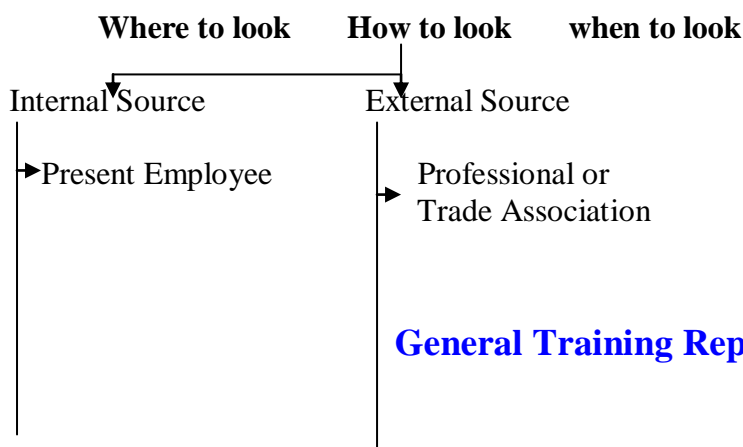
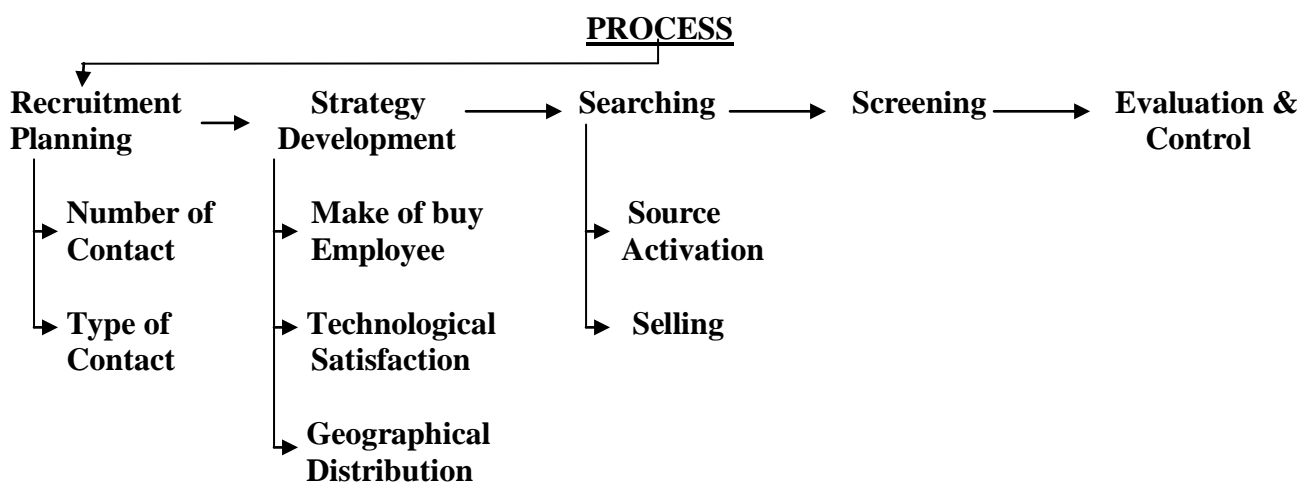
HRM is management function that helps recruit, select, training and develop member for an organization.

In tata Ambica the head of HRM department is Mr. Melvin he is handling all the HRM department. Some of the HRM activities are as follow:-

• **Recruitment**

It is the process of finding, attracting, capable, applicance for employeement.

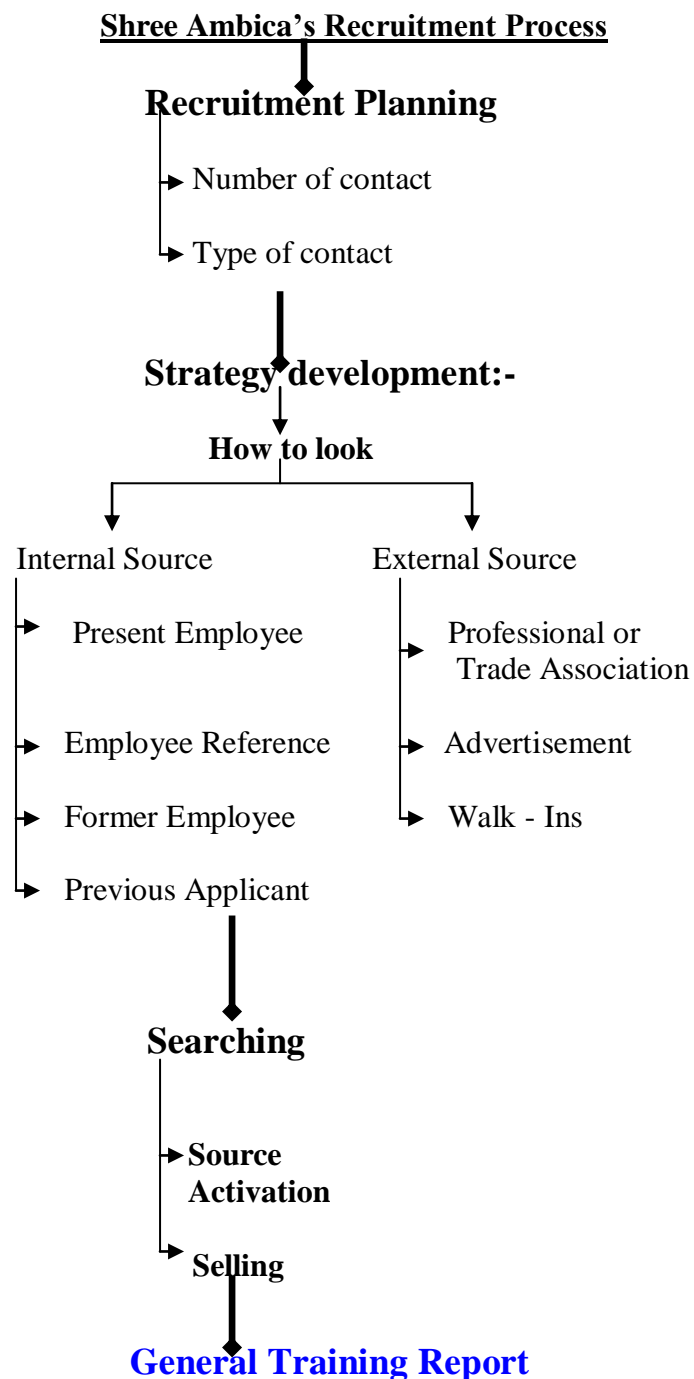
• **RECRUITMENT PROCESS:-**

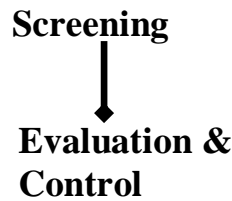




- Employee Reference
- Former Employee
- Previous Applicant
- Advertisement
- Employment Exchange
- Walk - Ins
- Write - ins
- Talk - ins

This is the standard process of recruitment now we are discuss sheer ambica's recruitment process:-





(1) Recruitment planning:-

The first stage recruitment process is planning it involves translation of likely job vacancies in an information about the nature of this job into a set of objective or the target that specify the number and type of contact.

(A) Number of contact:-

Ambica nearly always plans to attract more applicant or they will hire. Some of those contact will be uninterested or some time unqualified or both. When ever we need to conduct recruitment programme the one task is to estimate the number of application necessary to field all the vacancies with the qualified people. Company's calculate the ground the ratio which express the relationship application two output at various decision point.

(B) Type of contact:-

In the type of contact the people to be inform about job openings. The type of people depends upon on task and responsibilities involved in the qualifications and experience expected these details are available to job description and specification.

(2) Strategy development :-

Once we know where how many people and what type of recruits are require than the organization prepare the main consideration on strategy.

sends video and taps about themselves a number of organisation without wasting time or without spending money or travel.

(i) HOW TO LOOK:-

This refers to the methods of source of recruitments there are seven source of company which may be broadly categorized.



- (1) internal source:-
- (2) external source:-

(1) Internal source:-

It recruitments the application for positions from those who are currently employee internal source include presents employees reforms and the formal employees and the formal applicants.

- Present employees:-

Sheer tata Ambica Prefer Promotion, transfer from one department to another department is the good source of recruitment promotion to higher position have several advantage like increase employee morale it encourage individual who are ambitious it is cheaper than going outside to recruit.

- Employee reference:-

This can be a good source of internal recruitment employee can develop good prospect for their families ,friends by accruing them with the advantage of job with the company giving them a cards of introduction and encouraging them for applying in the Ambica this source is usually one of the most effective method of recruitment because many quality people reach at the very low cost to the company in an Ambica with the large no of employee this approach can provide quite large full of potential Ambica's member.

- Former employee:-

Former employee are also an internal source of application some retired employee may be willing to come back to work on a part time bases or may recomeded who have left company for some reason or other reason willingly to come back for work individual for other higher bemusements Ambica most welcome those employees.

- Previous Applicant:-

Although not truly and internal source those who have previously apply for job can be contact by main, quick, inexpensive walk – ins are likely to be more suitable for filling, unskilled and semi skilled job.

(2) External Source :-

- Professional or Trade association:-



Much association provides placement servicing for their members. This service may consist competing job seekers list and providing access to member to during regional or rational conventions further many associations are particularly useful for attracting highly educated experience or skill persons.

- **Advertisement:-**

Ambica is mostly use the advertisement for job seeker. Advertise is a common media for interview. Ambica gives advertise in news paper, media etc.

- **Walk –INS:-**

Ambica follows open interview job seeker for i.e. company require for any post they gives the advertise in newspaper walk-ins there is no mediator no any helpers job seekers they give directly interview

(3) Searching :-

Once a recruiting a plan & strategy are worked out the search process can begin such involves two step

- (i) Source activation:-

The source and search method activity by issue of employee requisition this means actual recruiting take place until line managers have verified that vacancy does exist or will exist and such method activation should result in a food of application resumes.

- (ii) Selling:-

Second issue to be addressed in the searching process concern with communication other hand Ambica went do whatever they can attract desirable application on the other hand they must resist tempession over selling.

(4) screening:-

screening of application can be regarded integral part of recruiting process in the definition excluded recruitment process but still we should include at a part of recruitment process or certain validity process will start only after the application have been cutinize and short least effective screen can sell a great deal of time and money but we need to careful that potential good employee are not lost and minority receive full and sell consideration and are not reject with out justification.

(5) Evaluation and control:-



It is necessary as consideration cost are involve in tae recruitment process but the cost generally involved are salaries for recruiters (1)Management and professional time spend on preparing job description(2) salaries for recruiters (3) cost of producing supporting literature(4)4Cost of Recruiting unsuitable candidate (5)administrative expenses.

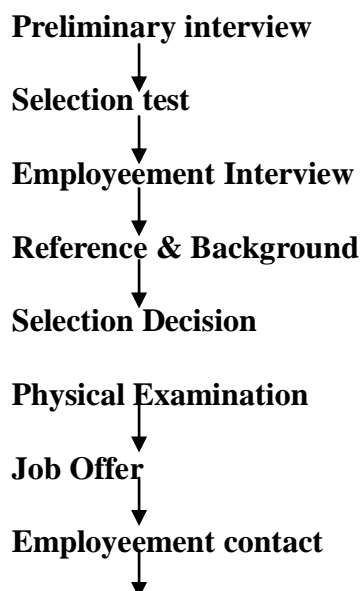
In Shree tata Ambica when the employee is left the job that time the vacancy is occurs that time, they start this process and the source of collecting application in News paper, on media, Radio etc. Recruitment Agencies and than take interview and follows this process and recruit suitable person. now when the recruitment process finished the selection process beginning...

- **Selection:-**

It is process of choosing a most appropriate people for organisation.

- * **Selection Process:-**

PROCESS

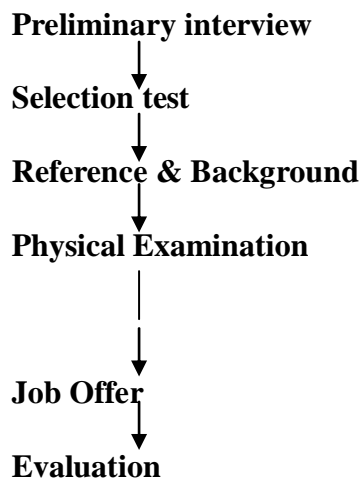




Evaluation

This is the standard process of Selection now we are discuss sheer ambica's selection process:-

PROCESS



(1) Preliminary Interview:-

The purpose of Preliminary interview is elimination of unqualified applicants. crutinisation enables HR specialists Melveen sir to eliminate unqualified application Based on the information Supply in that application firm.

(2) Selection test:-

Job applicants who passed the screening and preliminary interview are called for test different type of test taken by the high skilled person's of Ambica auto, generally test are used to determine the applicants ability, attitude and personality.

(3) Reference & back ground:-



Many employees request names, address and telephone number of references for the purpose of verifying information and to get additional background information If the application successfully reached at the third stage of sequential selection process

References:- Previous employers, university professor, institutional faculty ,Friends can at as a references.

(4) Physical examination:-

The Ambica takes the physical test like height, weight, fitness test, blood test every applicants must give the physical test.

(5) Job offer:-

The next step in the selection process of those applicant who has crossed the all previous stages Job offer is made through a letter of appointment letter give a specific time for recruitment to report the Ambica.

(6) Evaluation:-

The broad test of the effective ness of selection process is the quality of personal higher an organization must have competent and committed personals. The selection process if properly done with ensures availability of such employee the effectiveness of selection programme is evaluated with the help of periodic audit by the hr department.

- **Promotion:-**

Promotion means resigning job with improvement implies Pay, prestige & passion responsibility of an employee within his or her organisation.

Shree tata Ambica gives promotion on the basis of worker or employee's ability, performance and talent.

Here the Ambica is the commercial vehicle dealer so that every employee has a target of the sale the vehicle so when the employee achieves the target that time he able to take promotion. In the workshop the worker don't have the target of sale the product that time the work efficiency and efficiently is measured and give the promotion. And when the vacancy is occur that time low post employee but he has high skill employee is promote for that post.



- **Transfer:-**

Transfer refers to a horizontally or literal movement of an employee from one post to another in the same organisation without any significant changes in status and pay.

Tata Ambica give the transfer to there employee because of personal problems of employee lack of opportunity for future advantage when the employee don't follow the rules and regulation of the Ambica that time they give the transfer.

- **Performance Appraisal System:-**

Performance appraisal is a formal structure system of measuring and evaluating an employees job related behaviours and outcomes to discover how and why the employee is presently performing on the job and how the employee can perform more effectively in the future so that employee organisation society all are benefited

Ambica don't give preference to performance appraisal system. It only check employee performance on direct work place, in this the employee work perfection is measured. And if the customers complains are not more and more so that Ambica realize his all the employee perform work very well.



- **HRIS:-**

HRIS is short form of a Human Resource Information System. It means is a system(basically database) by which an organisation collects, analysis, classify stores and report important data and information about people and job at micro and macro level in the central and accessible location so as to facilitated the decision making HR planning and other HRM functions to submit contain report to external agencies.

In Ambica the information system is available in that the all employee's basic detailed like name, address, phone No., E – mail id, Blood group, department, post. And this system is passwords protected.

- **Reward & Incentive:-**

Reward is a one type of salary. Incentive means payment plan which provide, encouragement by extra payment over above regular time, rated, remuneration incentive should be provided based on performance of an employee the performance based on present target and results of the company in incentive there are non monetary report which enhance the reorganization and positional dignity of outstanding persons.

In Ambica when the employee do the extra time that time gives the incentive above the salary pays. And another is when the employee selling ratio is above or equal to his target that time incentive is provided.



- **Training & Development:-**

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

Ambica's purpose of to bridge a gap between job requirement and present competent of an employee. Ambica's main aim is improving the behaviour and performance of employee for high productivity. When the new employee come in company tata Ambica give personal training.

This is all HRM activity of tata Ambica.



SERVICES OF AMBICA

- **Basic services:-**

- Sales of tata commercial vehicles
- Finance Facilities
- Services & repairs of tata commercial vehicles
- Genuine spare parts
- Recon Engine &Aggregates
- 7 Days a week service
- Onsite services
- Annual Maintenance Contract
- Quick Service repair facilities
- Night halt facility for Driver
- 24 hrs mobile service van
- Towing facilities
- Accident repairs
- A complete transport solution

Ambica Delivers:-

- Services through professionally managed staff
- Services & repairs through skill technicians
- Sales & services of Lucas electrical
- Sales & services of rane power steering
- Services of tata Hitachi excavators engine at site
- Onsite services for tippers
- Quick service bays

- **Other Services:-**

- Commercial vehicle work shop



- **Accidental repair workshop(Commercial vehicles)**
- **Spare parts division**
- **Passenger car workshop**
- **Accidental repair workshop(passenger cars)**
- **Breakdown services**
- **Machine shop**
- **Annual maintenance contract**
- **Computerisation**
- **Communication**
- **Driver rest hall**

These all are the other (infrastructure) Services of Ambica Now we discuss all this in detail:-

- **Commercial vehicle workshop:-**

On an average 35 vehicles are tuned out daily from the workshop by technically competent highly skilled and experienced workforce of 80 personnel.

The workshop personnel all undergo periodic training in their specific area of service which enable them to deliver quality services to telco's high service standards through adequate technical knowledge, tool and workmanship.

- **Accidental repair workshop (commercial vehicle):-**

The accidental repair workshop is capable of handling all major damages to vehicles due to accidents with well provided tools and 20 denters, painters and mechanics. The department delivers 28 vehicles per month on average.

Experienced and competent staffs are well acquainted with repair formalities and procedures of insurance companies. They have the experience to co-ordinate with insurance co's through the repair process and advice on related matters.



▪ **Spare parts division:-**

The spare parts division with its independent stores of well stocked Telco's genuine parts inventory for commercial vehicles and passenger car catters to our in house requirements of commercial vehicle workshop, passenger car workshop, accidental repairs workshop (commercial vehicles) and accidental repair workshop(passengers cars).

Besides our internal needs we service the spare parts requirement of various public and private sectorco's, institutions, local market, fleet operators and across the counter customers.

▪ **Passenger car workshop:-**

Passenger car workshop is again independently manage by separate team of 65 service dedicated personnel delivering 25 cars daily to total customer satisfaction with a well equipped workshop with latest diagnostic equipments like computerized wheel alignment and balancing machines etc along with department to cater to the service needs of air conditioning System.

▪ **Accidental repair workshop (Passenger cars):-**



Accident Repairs

Passenger car accidental repair workshop is also independently managed by a term of experienced and competent staff with necessary tools and highly skilled technicians to carryout repairs to today's sophisticated passenger cars maintaining their aesthetic appeal.

The workshop paint shop is provided with a painting booth cum drying oven which delivers excellent results equivalent to the original paint finish. The paint



shop has its own paint mixing and shade matching machine Japanese make (kansal) supplied by well known paint company m/s nerolac paints.

▪ **Breakdown services:-**



Recovery vans

Our fleet of two towing van's, one crane, two 207 tatamobiles, one tata 4507 van and one forklift assist us in providing outdoor services to our customers across the length and breath of our territory and beyond.

▪ **Machine shop:-**

The machine shop is equipped with assorted machine tools to cater to in house machining requirement.

▪ **Annual maintenance contracts:-**

We have attractive tailor-made A.M.C. plans which take complete care of maintenance requirements of our individual and fleet owner customers. The A.M.C.'s are supported by our total service infrastructure.

▪ **Computerisation:-**

We have our complete service infrastructure networked on L.A.N the software handles all our functions for ease, accuracy, better record retrieval, inventory management. Generating workshop estimates, job cards and other related management activities.

The network assists us in continously delivery of high quality services with utmost efficiency. The system is upgraded from time to time as per requirement and technological changes in the market.

▪ **Communications:-**

Shree Tata Ambica Auto Sales & Service (Commercial Vehicle Dealer)



Besides landlines to avoid delays due to lack of communication our all management and key persons are provided with 10 cellular phones this helps us in getting our service network activated to deliver services efficiently.

- **Driver rest hall:-**



Driver rest hall

For comfort of the driver Ambica prepare a rest hall in that sitting arrangement, television, Air condition, Drinking water etc. facilities are available. When the vehicle is preparing that time driver take rest in this hall.

- **Workshop of Commercial vehicle:-**

Ambica has a big workshop to satisfied the sales after service of commercial vehicle, this workshop is well maintained and the area is very large. In that the different

Shree Tata Ambica Auto Sales & Service (Commercial Vehicle Dealer)

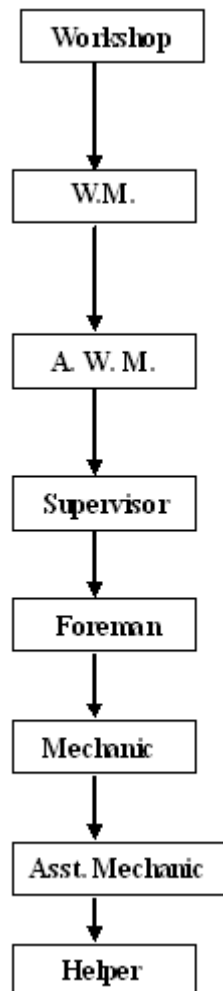


type of department is for different types vehicle service and big staff and mechanic for repair a vehicle and the required machinery is available.

- Structure of Workshop:-

STUCTURE





- **Classification of Head:-**

Suhas S. Kulkarni (Manager)

Jayesh Bharatiya (Assistant Manager)

Dharmendra (custom service advisor)

Pratik Pandya (custom service advisor)

SUPERVISORS:-

Jigar patel

Girish Patel



Jagdish Patel

Denish Patel

Sunil Varma

Rajendra Jaiswal

Mitul Patel

Kunal Gajjar

Sarfaraj

Bhavesh Lad

Firoj Momin

AND 250 Technical Staff

These all are the service staff and all have the work experience and special skill for do the work very effectively.

Ambica is a authorized dealership so that in workshop service the special software of tata motors that name **Siebel 7.0** this software is running on internet and at every dealer have this software, so that customer is free to take his service any place. Under this software all past service and all the data of service are available with the perfect date.

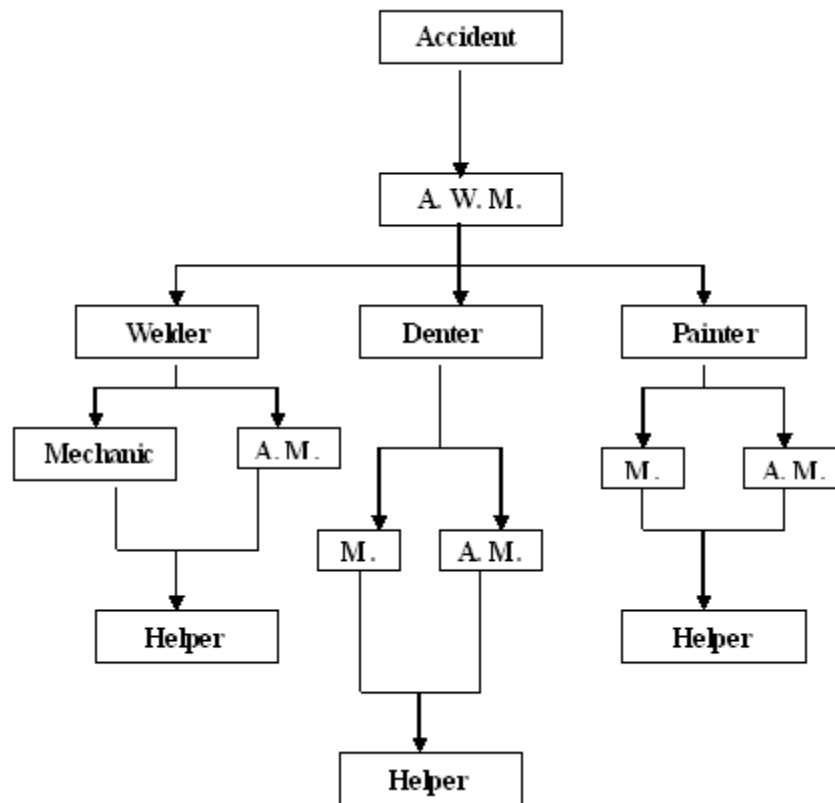
ACCIDENT DEPARTMENT

- **Structure of Accident Department:-**

Structure



General Training Report



• **Classification of Head:-**

Rakesh Shah (Manager)

Sohel Jahangir (Assistant Manager)

Adil Das (Welder)

Raj Kumar (Denter)

Kalu Bangali (Denter)

Kalu Malek (Painter)

Velson (Denter)

25 Mechanics and Assistant Mechanics



30 Helpers



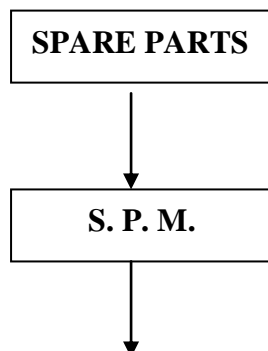
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Experienced and competent staffs are well acquainted with repair formalities and procedures of insurance companies. They have the experience to co-ordinate with insurance co's through the repair process and advice on related matters.

Spare parts Department

- **Structure of spare part department:-**





A. S. P. M.

- **Classification Head:-**

Prasad N. C. (Manager)

Mangesh Ahir (Assistant Manager)

Sakir Sekh (Store Keeper)

AND 6 Helpers



Spare Part Division

The spare parts division with its independent stores of well stocked Telco's genuine parts inventory for commercial vehicles and passenger car caters to our in house requirements of commercial vehicle workshop, passenger car workshop, accidental repairs workshop (commercial vehicles) and accidental repair workshop (passenger cars).

Besides our internal needs we service the spare parts requirement of various public and private sector co's, institutions, local Market, fleet operators and across the counter customers.



Conclusion

The Shree Ambica Auto Sales & Service. completing 14 years. During these period Ambica achieve many progressive stage. Ambica has a head office and other five branch. At this way its branches are spreading in different area of Gujarat.

After the take training in Ambica I realize the value of company is very high in commercial vehicle market and it has the enough working capital, infrastructure area, Worker staff with full potentiality and no. specialized employee so that Ambica is work perfectly. And all the customer are fully satisfied with company.

From the progress of Ambica, we can see that Company completely effortable to increase productivity & profitability. Company is running democratic way. Company given to his employee in office and through professional courses and totally work of the company is doing by Machinery.



SWOT ANALYSIS

- **Strength:-**

- Ambica have very huge area so they can work very easily and comfortably.
- The staff members of the company are well experienced and trained enough.
- Ambica is providing training to the employees in order to enhance services.
- The turnover of manpower is very less and staff members are well satisfied with the facilities given by company.
- Due to various awards attain by company, it's having a trust worthy position in market.

- **Weakness:-**

- The growth and performance of Ambica auto has been increasing years by year since 1994 and also the working of the company is better. So there is no any weakness of Shree Ambica Auto Sales and Service.



- **Opportunity:-**

- **Because of good and strong market channel, there are chances to increase the turnover of the Company.**
- **There is an opportunity to open new branches in other city of Gujarat and other state.**

- **Threat:-**

- **So much competition in present time.**
- **If there will any union, it will cause problem for the Company**



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LIMITATION

Financial Policy of the company is not transference and they didn't share their policy with us.