

GENERAL TRAINING REPORT



A
PROJECT REPORT
ON
“GENERAL TRAINING”
UNDERTAKEN AT

AUTO POINT TVS

Duration of Training: -
20th April 2010 to 20th June 2010

SUBMITTED BY:

PANKAJ RAWAL

S.Y.B.B.A (95)

GUIDED BY:

MR. RAJESH DESAI

Submitted to:

Maniba Institute of Business Management

Sabargam, 2010



COLLEGE CERTIFICATE

This is to certify that the project entitled Summer Report
Title “GENERAL TRAINING” under taken at TVS AUTO POINT.
Submitted by PANKAJ RAWAL in partial fulfillment of the
requirement of **VEER NARMAD SOUTH GUJARAJ UNIVERSITY,**
SURAT in record of bonofide study work carried out by pankaj rawal
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:



Auto Point TVS

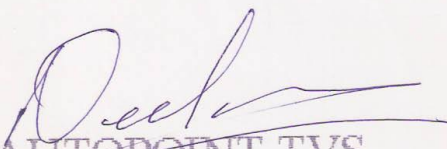
Authorised Main Dealer - TVS Motor Company Limited



CERTIFICATE

This is to certify that mr.Rawal Pankaj has successfully completed his industrial training at TVS AUTOPOINT in 8(Eight) weeks. Industrial training as a part of theoretical and practical industrial training in auto point TVs at surat, a project report is being prepared and submitted by mr.Rawal Pankaj to auto point TVs.

- During his training session, we found him sincere and hard working.
- We wish him good luck for future education.


For, AUTOPOINT TVS



Authorised signature

101-102, Mahendra Park Society, Near Puna Jakat Naka, Surat-10. Ph. : 2851391, 2851392, 2850829 Fax : 2850825



DECLARATION

I Pankaj rawal here by undersign student of the MANIBA INSTITUTE OF BUSINESS MANAGEMENT at Surat. Undergo training from 20th April 2010 to 20th June 2010 and prepared report prepared report from assures that the information in this report is factual and reliable. The information in this report is 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 Auto Point TVS sales and service a vehicles dealer, and I am very happy to be the first B.B.A student preparing the report on this company.

PLACE: - Surat

Date:-

Signature

PANKAJ RAWAL

S.Y.B.B.A



ACKNOWLEDGEMENT

It is a fact that none of the human being in this world is 100% perfect and in order to gain some perfect ness in it self an individual surely needs a helping hand. The same was with me with respect to the project that I was undergoing during this session of 2 months. As I too was illiterate with this research topic that I selected for my research at the initial stages, I got acquainted with it slowly and steadily through efforts and surely from various intelligent and helpful personalities. I would like to extend my heartily thanks to all of them through this acknowledgement.

To start with, I would like to thanks to **Mr.Pavandeep .I. Ghura**, **Managing director** of AUTO POINT. Who have been source of constant inspiration and encouragement to me who have from to time offered valuable suggestions and ideas.

I would also like to thank to **Mr. Shiva bhai**, Assistant Sales Person, and all AUTO MOTORS staff members for their kind support and help.

I would like to my heartiest thanks to our respected director **Dr. J.G.PARMAR** and principle sir **Dr. Yogesh Vansiya** to provide me great opportunities to do researched based project.

I personally would like to thanks my training coordinator **Mr. Jindresh Parmar**, our faculty for assisting me throughout the project period, guiding

GENERAL TRAINING REPORT



me and assisting at various stages and thus sharing his valuable knowledge with me to enhance my knowledge and helping me in preparing a project.

I would also like to thank all the faculty members. Who directly or indirectly help me to successfully complete my project? Lastly, I would like to thank all of those who have helped to furnish this project successfully.

Pankaj rawal

S.Y.B.B.A



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GENERAL INFORMATION

HISTORY OF TVS Group - 100 years young



The TVS group has always been inspired by a century long mission and vision of its own destiny. it is not just a business but a way of doing business, which sets TVS apart from others.

Back in 1911, to the founder of the company, the ordinary ambitions of a bus fleet operator or a vehicle servicing business would not suffice. Rather, he wanted to create an enduring business led by a family of like minded workers and managers united by a set of shared high principles.



Driven by this inspiration, the TVS group has today emerged as India's leading supplier of automotive components. Today the TVS Group is the largest automotive component manufacturer in India, with annual turnover of more than USD 4 billion.

The group has over 30 companies employing a work- force of 40,000 people.

Underlying the success of the group is its philosophy of commitment to the cherished values of promoting trust, value and customer service. This was the personal philosophy of the Group's Founder Shri T V Sundaram Iyengar, and it remains the overarching code by which the Group functions. Market leadership and rewards of business have followed



naturally.

The inspirational heritage

Although the letters TVS represent the initials of our founder, T V Sundaram Iyengar, to us within TVS they have always stood for Trust, Value and Service. The founder of the company embodied these values and set an example for all employees to emulate.

TVS believes that the success of any enterprise is built on the solid foundation of customer satisfaction.

Continuous innovation and close customer interaction have enabled TVS companies to stay ahead of competition. Quality at TVS determines not only the end product but the systems, processes and operations at all levels. The first four companies in India, which have won the coveted Deming Prize, are from the TVS group.

The business ranges across automobile component manufacturing, components distribution, manufacturing of powered two-wheelers, computer peripherals, financial services, contract manufacturing services and software development.

TVS Motor company Ltd (TVS Motor)- member of the TVS group is the largest company of the group in terms of size and turnover.



Industry Profile

India is the second largest manufacturer and producer of two-wheelers in the world. It stands next only to Japan and China in terms of the number of two-wheelers produced and domestic sales respectively. This distinction was achieved due to variety of reasons like restrictive policy followed by the Government of India towards the passenger BIKES industry, rising demand for personal transport, inefficiency in the public transportation system etc.

The Indian two-wheeler industry made a small beginning in the early 50s when Automobile Products of India (API) started manufacturing scooters in the country. Until 1958, API and Enfield were the sole producers.

In 1948, Bajaj Auto began trading in imported Vespa scooters and three-wheelers. Finally, in 1960, it set up a shop to manufacture them in technical collaboration with Piaggio of Italy.

In the initial stages, the scooter segment was dominated by API, it was later overtaken by Bajaj Auto. Although various government and private enterprises entered the fray for scooters, the only new player that has lasted till today is LML.

Under the regulated regime, foreign companies were not allowed to operate in India. It was a complete seller market with the waiting period for getting a scooter from Bajaj Auto being as high as 12 years.



The motorcycles segment was no different, with only three manufacturers viz Enfield, Ideal Jawa and Escorts. While Enfield bullet was a four-stroke bike, Jawa and the Rajdoot were two-stroke bikes. The motorcycle segment was initially dominated by Enfield 350cc bikes and Escorts 175cc bike.

The two-wheeler market was opened to foreign competition in the mid-80s. And the then market leaders - Escorts and Enfield - were caught unaware by the onslaught of the 100cc bikes of the four Indo-Japanese joint ventures. With the availability of fuel efficient low power bikes, demand swelled, resulting in Hero Honda - then the only producer of four stroke bikes (100cc category), gaining a top slot.

The first Japanese motorcycles were introduced in the early eighties. TVS Suzuki and Hero Honda brought in the first two-stroke and four-stroke engine motorcycles respectively. These two players initially started with assembly of CKD kits, and later on progressed to indigenous manufacturing. In the 90s the major growth for motorcycle segment was brought in by Japanese motorcycles, which grew at a rate of nearly 25% CAGR in the last five years.

The industry had a smooth ride in the 50s, 60s and 70s when the Government prohibited new entries and strictly controlled capacity expansion. The industry saw a sudden growth in the 80s. The industry witnessed a steady growth of 14% leading to a peak volume of 1.9mn vehicle.



The entry of Kinetic Honda in mid-eighties with a variometric scooter helped in providing ease of use to the scooter owners. This helped in inducing youngsters and working women, towards buying scooters, who were earlier inclined towards moped purchases. In the 90s, this trend was reversed with the introduction of scooterettes. In line with this, the scooter segment has consistently lost its part of the market share in the two-wheeler market.

In 1990, the entire automobile industry saw a drastic fall in demand. This resulted in a decline of 15% in 1991 and 8% in 1992, resulting in a production loss of 0.4mn vehicles. Barring Hero Honda, all the major producers suffered from recession in FY93 and FY94. Hero Honda showed a marginal decline in 1992.

The reasons for recession in the sector were the incessant rise in fuel prices, high input costs and reduced purchasing power due to significant rise in general price level and credit crunch in consumer financing. A factor like increased production in 1992, due to new entrants coupled with the recession in the industry resulted in companies either reporting losses or a fall in profits.

India is one of the very few countries manufacturing three-wheelers in the world. It is the world's largest manufacturer and seller of three-wheelers. Baja Auto commands a monopoly in the domestic market with a market share of above 80%, the rest is shared by Baja Tempo, Greaves Ltd and Scooters India.



The total number of registered two-wheelers and three-wheelers on road in India was 27.9mn and 1.7mn respectively. The two wheeler population has almost doubled in 1996 from a base of 12.6mn.

In terms of two-wheeler vehicle population, Maharashtra stands first with a population of 2.96mn vehicles and Gujarat stands second with 2.64mn vehicles. Tamil Nadu is the third largest state with 2.45mn two-wheeler population.

In terms of three-wheeler vehicle population Maharashtra stands first with a population of 0.39mn and Gujarat in the second place with 0.22mn.



AUTO POINT TVS PROFILE:

Name of the organization:

AUTO POINT TVS

Year of establishment:

4th November 2001

Place

Aai Mata Chock, Mahendra Park Society,
Punakumbhariya Road, Surat

Authorized Main Dealer:

TVS Company Limited

Product Profile:

Sales and service

No of Employees:

Total: 18



COMPANY PROFILE

The tvs group was established in 1911 by shri T.V.Sundaram Lyenger. As one of india's largest industrial entities. It epiomizes Trust, Value and Services.

Today,there are over thirty companies in the tvs group, employing more than 40000 , people worldwideand with a turnover in excess of USD 2.2 billion. It is the third largest two- wheelers manufacturer in india and among the top ten in the world.

History:

The year 1980 is one to be remembered for the indian two wheeler industry,with the roll out of tvs 50. india's frist two seater moped that ushered in an era of affordable personal transportation.

This companies is honoured with the hallmark of japanese quality the deming price for total quality management.

Future Focus:

In the future tvs motor company will be among the top two wheeler companies in india and one among the five 2 wheeler company in asia.



Milestones:

launched tvs vactor 4 stroke 110 cc motorcycle in august 2001.india's frist fully indigenously designed and manufautured motorcycle.

Launched tvs star in september 2004 and 100cc motorcycle which is ideal for rough terrain.

Launched tvs aoache in november 2005. it finally went on the bike of the year 2006. winning 6 prestigious awards.

Information Technologies:

Tvs motor company has established an e-business system.which maximise company values and profits through e-transformation.

Social Responsibility:

Economics development

Health

Infrastructure development

Education and literacy

Network:

500 dealers

2500 customer touch points



Manufacturing Plants:

Mysour

Hosur

Near by Banglore

Head Office: Chennai



COMPETITORS PRODUCT IN INDIA

More 150 cc - 500 cc Bikes in India		
Bajaj Avenger	Bajaj Pulsar	Bajaj PulsarDTSi
Bajaj Pulsar DTS FI 220	Bullet Electra	Bullet 350
Hero Honda Achiever	Hero Honda Hunk	Hero Honda CBZ X-treme
Hero Honda Karizma	Honda Unicorn	Kinetic Comet
Thunderbird	TVS Apache RTR FI 160	TVS Fiero FX
TVS 180 RTR Menace New	Yamaha R15	



TVS Motor Company – Mission

We are committed to being a highly profitable, socially responsible, and leading manufacturer of high value for money, environmentally friendly, lifetime personal transportation products under the TVS brand, for customers predominantly in Asian markets and to provide fulfillment and prosperity for employees, dealers and suppliers.

Vision Statement

TVS Motor - Driven by the customer

TVS Motor will be responsive to customer requirements consonant with its core competence and profitability. TVS Motor will provide total customer satisfaction by giving the customer the right product, at the right price, at the right time.

TVS Motor - The Industry Leader

TVS Motor will be one among the top two two-wheeler manufacturers in India and one among the top five two-wheeler manufacturers in Asia.



Objective of study:

1. Primary Objective:

“To Study of the department knowledge in TVS auto point, and to gather knowledge how each department work in firm.

2. Secondary Objective:

- To know what are respondent want while purchasing.
- To find out the brand awareness of TVS Bike in people.
- To know the buying criteria of customers when they go for purchase bikes.



Limitations of the Study

Though utmost care was taken to see theses project serves its purpose and due diligence was taken while doing the same, this project is not free from limitations.

- ❖ The scope of project study is limited to Surat city only.
- ❖ Available time for study was restricted to make more detail study.
- ❖ The opinion given by managers may be bias.
- ❖ My knowledge about topic is bias.



Product of tvs auto point

The TVS AUTO POINT Has Produce So Many Product As Follow:

IN 2006 The TVS Launched **APACHE:**



IN JANUARY 2004 The TVS Launched The **CENTRA VTI**





In April 2000 The TVS Launched the **FIERO FX:**



In 2005 The TVS launched The **FLAME**



IN 1994 The TVS launched The **SCOOTY**





The **XL SUPER** : The TVS **XL Super** Launched



In 2005 The **TVS VICTOR** New **GLX** Launched







MARKETING DEPARTMENT





Definition

Marketing department is mainly depends on satisfy customer want and need, and then after the product are given to know the satisfaction levels.

“Marketing means identifying and satisfying needs and wants of customer is call marketing,”

“Marketing offer some combination of product, service, information, and experience offered to a market to satisfy needs and wants of customer,”

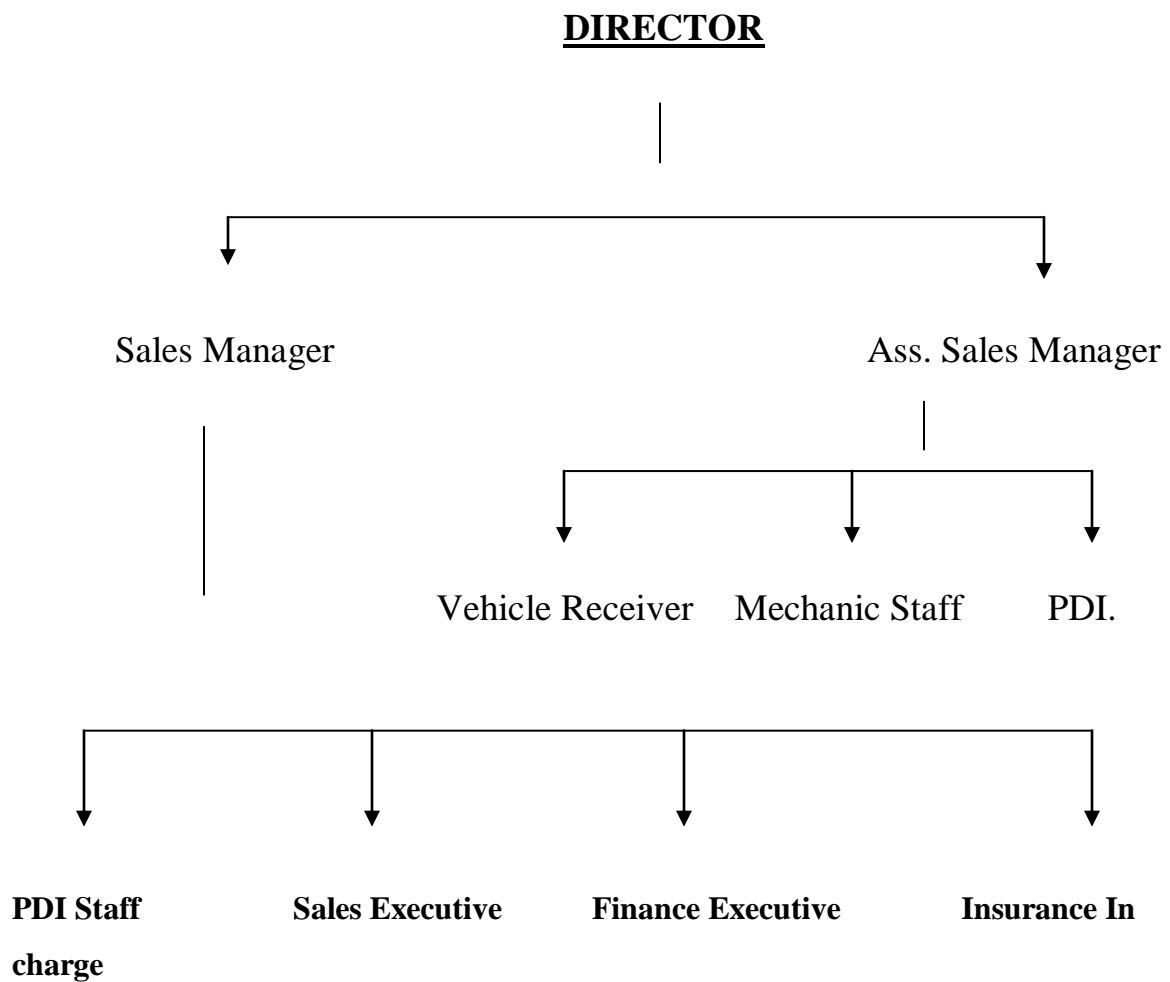


Marketing include customer satisfaction and analysis of problem why product sales are decrease with study of 4ps of marketing, which is:

- 1. Product**
- 2. Pricing**
- 3. Promotion**
- 4. Place or distribution**



Structure of marketing department in TVS AUTO POINT GM





Sales process

Sales process comprises of all the activities from the moment, a customer books the vehicle with the dealership and till the time he/she departs from the dealership, after taking the delivery of the vehicle. It can be broadly divided into two distinct sub processes

- ✓ Pre-delivery process
- ✓ Delivery process.

Each of these is further divide into several activities as shown below:

From pre sales process



{ EQUITY TRACKING }

{ ORDER BOOKING }

{ }



FINANCE PROCESS



{ DELIVERY MANAGEMENT }

{ DELIVERY EXPLANATION }

{ DELIVERY CEREMONY }

{ VEHICLE DELIVERY }

Service process

Work of service

F RTP

FIX IT

RIGHT

FIRST



TIME

3G

GO TO THE SPOT
GATHER ACTUAL CONDITION
GET CORRECTIVE ACTION

3K

KNOW THE STANDARD
KEEP THE STANDARD
KILL THE PROBLEMS

5S

SPOT (ORGANISING)
SET
SHINE (CLEANING)
STANDARDIZE
SUSTAIN (SALF DISCIPLINE)



QUALITY CHECKING

Quality is measure of totality of attributes, characteristics of a product or service which impart it functional or aesthetic value so as to satisfy the need of customer for given price. And Quality is measure by PDI. And Quality is measured by Pre Delivery Inspection Form.



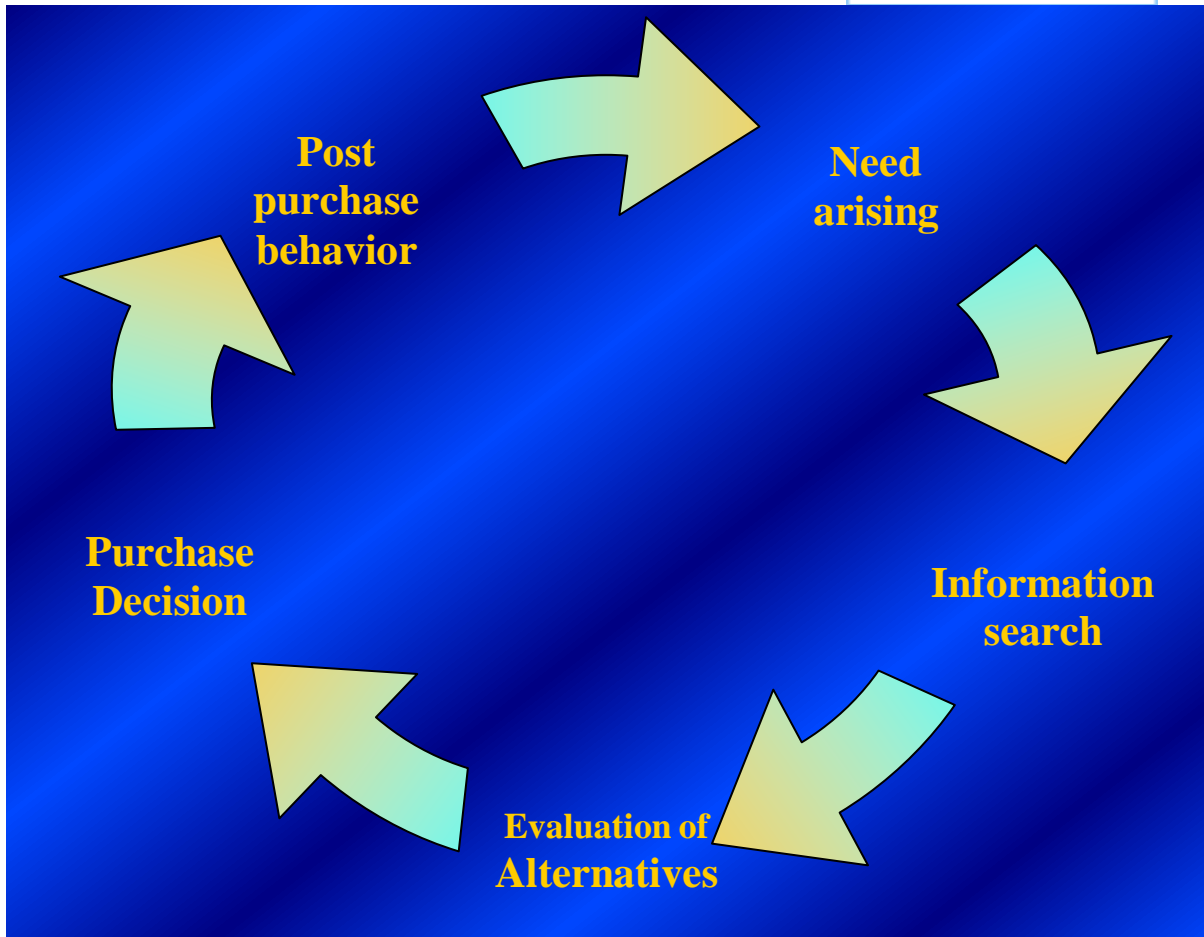
CONSUMER BUYING BEHAVIOR

Consumer behavior is the study of how consumer select, buy, and use and dispose the product or service.

Consumer Behavior is the response to the marketing stimuli i.e. product, price, place, promotion and the response to the modified marketing mix.

Consumer's buying Behavior is influenced by cultural, social, personal, and psychological factors.

PROCESS OF CONSUMER BUYING BEHAVIOR



Some factor affecting in consumer buying behavior

Cultural

- ✓ Culture
- ✓ Sub cultures

Social



Personal

- a. Age and stage of life cycle
- b. Occupation
- c. Life style
- d. Personality

Psychological

- ✓ Motivation
- ✓ Learning
- ✓ Belief and attitude

Promotion and Advertising

Now a day 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 etc.

This is the wall concept of advertising, in the TVS Auto Point also the advertising is play the most appropriate role. TVS Auto Point 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 places the different and huge holdings around the wall Surat city. Another is TVS Auto Point 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. And also give a big events and Demos for promotional efforts.

These are all the source which use TVS Auto Point for advertising, and the Shiva bhai 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 TVS Auto Point is on higher stage in the market.



TVS Auto Point knows that in the today's market without advertising the product selling of product is not at the maximum stage. That's why TVS Auto Point gives more attention on advertisement and the result is also the better.

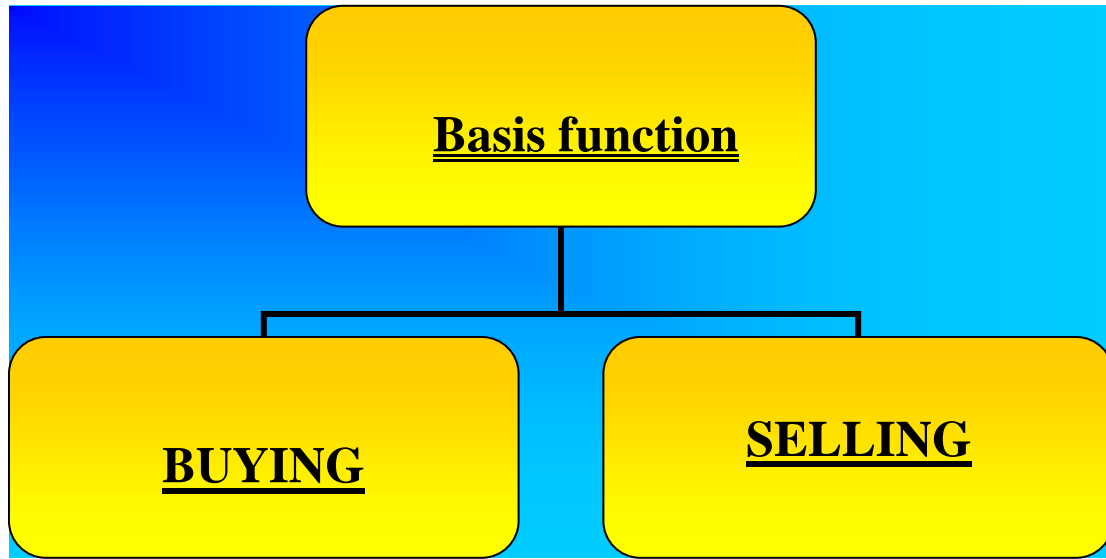
Make your customer

The center of your culture!!!

PHILIP KOTLER



Function of marketing department



Necessary function for Marketing

- i. Pricing
- ii. Promotion
- iii. Risk taking
- iv. Distribution
- v. Labeling

Pricing:



Price may be defining as the exchange of goods or service in terms of money. Price is the exchange value of goods. It is most useful factor for selling a product, the firm use batter policy like as low cost batter product.

Sales Promotion:

Promotion is a broader term while sales promotion is just part of it. Sales promotion consists of giving direct inducements to promote sales. Like a free gift price off, some discount, free service, and insurance package. In a sense all Marketing activities are in part of promotion.

Various components of promotion:

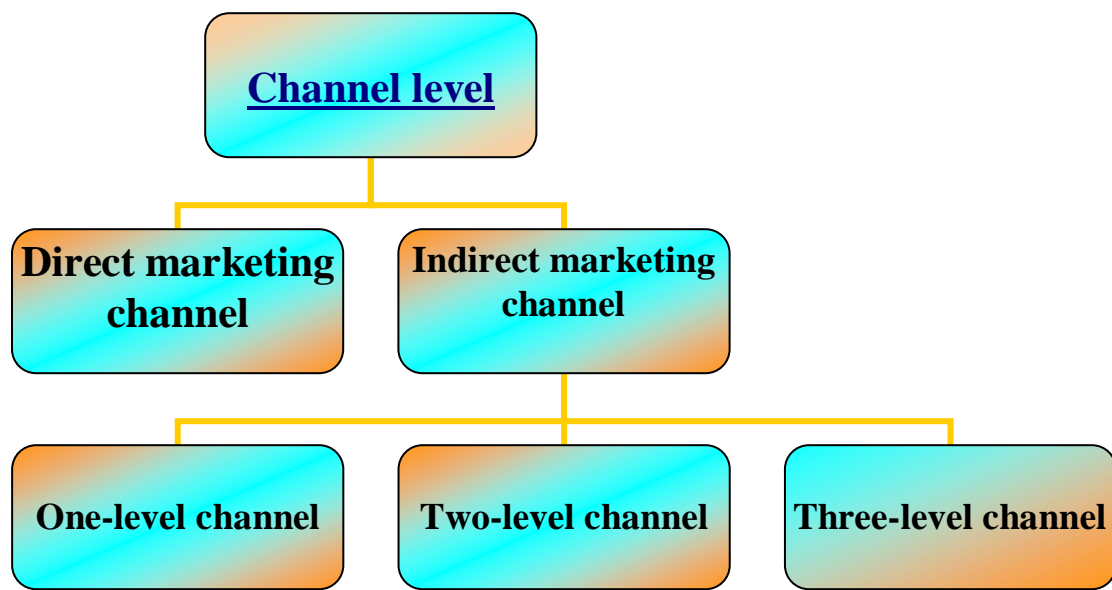
- Advertising
- Personal selling
- Publicity
- Public Relation
- Packaging
- Purchase Display



Channels of Distribution

“A channels of Distribution is the structure of intra-company organization unit and extra-company agents & Dealers, wholesale & retail through which a commodity, product or service is marketed.”

Channel level



There are two type of channel of distribution. I.e. direct channel and indirect channel for selling. The TVS AUTO POINT MOTORS Use direct marketing channel for selling a product, it consists of a manufacturer selling directly to the final customer.



Facilitating function

- ▶ Transportation
- ▶ Warehousing
- ▶ Financing
- ▶ Standardization
- ▶ Grading
- ▶ Branding
- ▶ Physical
- ▶ Distribution
- ▶ Viachannels Of distribution

Modern function

- ✓ Marketing
- ✓ Research
- ✓ Production
- ✓ Planning and develop

Marketing:

Marketing is an organizational function and a set of process for creating, communication and delivering value to customers and for managing customer relationship in ways that benefits the organization.



Research:

Research is the process of identifying and searching the need and the wants of customer and satisfies their need by giving product. And also identify the demand in the market.

Production:

Production department is basic and one of the most important of any organization, because profit can be earned only when we have something sale out and it is possible only through the production goods and services. It includes input Row material processing them and gets the output for selling.

Planning and develop:

Planning is the process of forecasting the future demand in advance, and develops the product by knowing future demand.



Finance Department

- INTRODUCTION
- FINANCIAL PLANNING
- SOURCES OF INFORMATION
- USERS OF FINANCIAL ANALYSES
- PROFIT & LOSS A/C
- BALANCE SHEET



INTRODUCTION

The primary objective of financial reporting is to provide information to present and potential investors and creditors and other in making rational investment, credit and other decisions. Effective decision making requires evaluation of the past performance of companies and used by investors, creditors, and professional analysis for analyzing and interpreting the information contained in financial statements.

Any successful business owner is constantly evaluating the performance of his or her company, comparing it with the company's historical figures, with its industry competitors, and even with successful businesses from other industries. To complete a thorough examination of your company's effectiveness, however, you need to look at more than just easily attainable numbers like sales, profits, and total assets. You must be able to read between the lines of your financial statements and make the seemingly inconsequential numbers accessible and comprehensible.



FINANCIAL PLANNING

A firm needs to manage its resources effectively to achieve its objectives. The managing of resources in an effective manner is possible only when the management works out the future courses of action in advance and takes decision in a professional manner, utilizing the individual and group efforts in a co-ordinated and rational manner. Financial planning would estimate the resources required to carry out operations and determined how far the firm itself can generate these resources internally and how far they will have to be obtained externally.

As “TVS AUTO POINT” is concerned it does its financial planning according to need and requirements of firm. It follows banking rules and regulations for consideration of new project.

The firm is overall financially very sound. It was never faced any financial problems during its existence.



SOURCE OF INFORMATION

Individual investors and creditors must often depend upon published sources of information about a company. The most common sources of information about listed companies are company reports, stock exchange, business periodicals, and information services.

1) Company Reports:-

Every company publishes an annual report, which contains valuable financial and other information about the company. Annual reports are the beginning and ending points in obtaining information about individual companies. As a starter they provide an overview of the company's business, its status and its performance for a series of years. At the end of the information gathering process, annual reports are used to corroborate the vast array of company-specific data assembled from various sources.

The typical Indian Company includes the following documents in its annual report:

- Directors' report
- Financial statements
- Schedules and notes to the financial statements
- Auditor's report



In addition, some companies provide financial highlights and a summary of financial performance for the past five or ten years. The annual report is sent to the shareholders of the company, free of charge. Listed companies are also required to publish a quarterly statement of financial results within one month from the end of the quarter. These statements are typically not audited unlike the annual financial statements and are published in leading newspapers.

2) Stock Exchanges:-

Listed companies must file copies of their annual reports, as well as additional documents such as a statement of distribution of share ownership and the quarterly statement, with the stock exchanges in which they are listed. The Bombay Stock Exchange (BSE) is the oldest with it. The National Stock Exchange (NSE) is the other leading stock exchange in India. Both BSE and NSE have number publications giving useful financial and other information about companies.

Listing agreements require that companies keep stock exchanges promptly informed of major developments affecting them, such as change of management, bonus and dividend decisions, strikes, and plant closures.



3) Business Periodicals:-

Business newspaper and magazines are important and, often, timely sources of financial and business news. *The Economic Times* is the oldest and the most widely read financial daily in the country. *Business Line*, *Business Standard*, and *Financial Express* are the other leading financial dailies in India. All these papers give daily stock prices and carry news items and analytical write-ups on companies. Most general newspapers devote a few pages to business news. Financial and business magazines such as *Business India*, *Business World* and *Business Today* regularly carry studies of companies and industries.

4) Internet:

Search engines like Google go a long way in providing useful information for such projects. Days have gone when you have to wait for hours to gather information related to any particular topic. Information technology and Internet has brought the global world at your fingertip. Local area networks are also key source of information now a day. Increasing interdependence among the various sub units of the business has made LAN networks a future to consider as a useful source of secondary information.



USERS OF FINANCIAL ANALYSIS

Financial analysis is the process of identifying the financial strengths and weaknesses of the firm by properly establishing relationships between the items of the balance sheet and the relationships between the items of the balance sheet and the profit and loss account. Financial analysis can be undertaken by management of the firm, or by parties outside the firm, viz. Owners, creditors, investors and others. The nature of analysis will differ depending on the purpose of the analyst.

- **TRADE CREDITORS:**

Trade creditors are interested in firm's ability to meet their claims over a very short period of time. Their analysis will, therefore, confine to the evaluation of the firm's liquidity position.

- **SUPPLIERS OF LONG-TERM DEBT**

Suppliers of long term debt, on the other hand, are concerned with the firm's long-term solvency and survival. They analyze the firm's profitability over time, its ability to generate cash to be able to pay interest and repay principal and the relationship between various sources of funds. Long term creditors do analyze the historical financial statements, but they place more



emphasis on the firm's projected, or proforma, financial statements to make analysis about its future solvency and profitability.

- **INVESTORS**

Investors, who have invested their money in the firm's share, are most concerned about the firm's earnings. They restore more confidence in those firms that show steady growth in earnings. As such, they concentrate on the analysis of the firm's present and future profitability. They are also interested in the firm's financial structure to the extent it influences the firm's earnings ability and risk.

- **MANAGEMENT**

Management of the firm would be interested in every aspect of the financial analysis. It is their overall responsibility to see that the resources of the firm are used most effectively and efficiently, and that the firm's financial condition is sound.



TVS AUTO POINT .: Profit & Loss statement

Rs in crore	Mar-05	Mar-06	Mar-07	Mar-08
Sales	3,628.74	4,172.10	4,831.04	5,527.29
Other income	244.19	190.61	178.60	272.33
Expenses capitalised	27.58	23.21	20.95	24.04
Change in stocks	14.13	-30.40	32.58	10.59
Raw material, stores, etc.	2,085.47	2,323.71	2,774.70	3,251.27
Power and fuel expenses	71.03	63.64	61.12	62.51
Total indirect taxes	575.80	533.48	601.76	682.40
Salaries and wages	245.14	231.48	239.05	241.88
Advertising expenses	102.53	88.82	129.07	129.32
Marketing expenses	102.41	111.59	104.22	120.55
Distribution expenses	35.46	37.02	44.23	61.50
Depreciation	141.12	156.68	175.03	183.97
Lease rent	0.00	0.00	0.61	0.85
Other financial charges	0.00	0.00	0.00	0.00
Tax provisions	27.00	183.68	268.36	278.50
PAT	249.95	518.16	534.64	738.39
PBDIT	425.47	861.90	979.76	1,202.65
PBDT	418.07	858.52	978.03	1,200.86
PBT	276.95	701.84	803.00	1,016.89
Dividends	89.21	141.66	159.81	285.37
Retained profits	160.74	376.50	374.83	453.02
DPS	8.00	14.00	14.00	25.00
Adjusted Closing Price	228.50	487.95	483.00	920.70
EPS	24.70	51.21	52.84	72.98

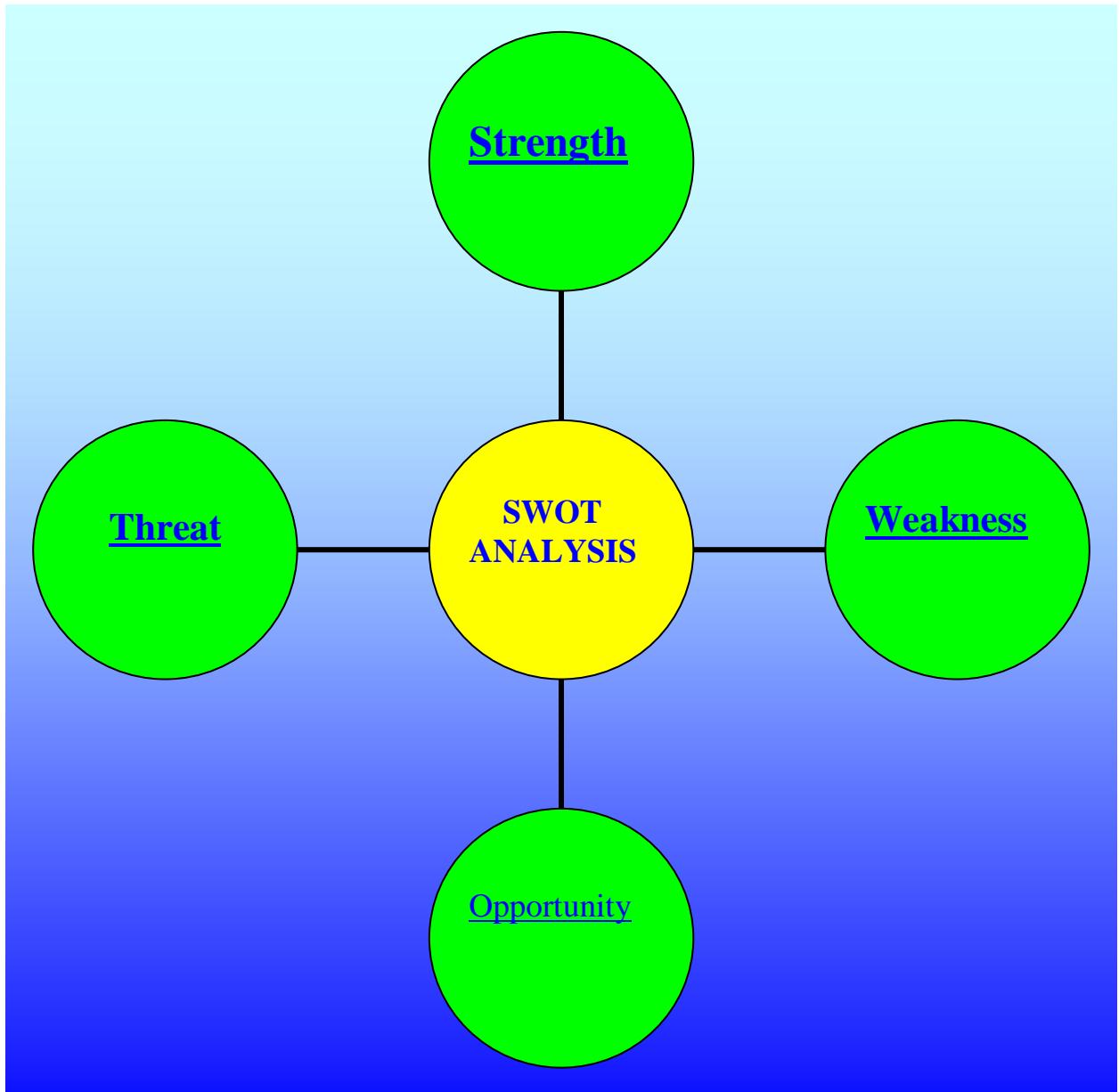


TVS AUTO POINT .: Balance Sheet

ASSETS (Rs. Crores)	Mar 2005	Mar 2006	Mar 2007	Mar 2008
Gross fixed assets	2,490.26	2,540.08	2,626.19	2,711.27
Investments	1,201.65	1,991.42	2,777.69	3,910.01
Deferred tax assets	0.00	45.48	68.06	116.22
Inventories	253.43	179.10	207.98	202.56
Receivables	1,786.88	1,785.53	1,917.13	1,771.12
Cash & bank balance	21.32	25.20	30.02	79.37
Cash in hand	3.05	1.70	1.37	14.15
Bank balance	18.27	23.50	28.65	65.22
Intangible / DRE not written off	16.03	12.80	10.68	7.67
Total assets	4,641.66	5,407.81	6,309.78	7,319.03
LIABILITIES (Rs. corers)	Mar-05	Mar-06	Mar-07	Mar-08
Net worth	2,620.50	2,865.79	3,240.60	3,693.62
Reserves and surplus	2,535.35	2,764.60	3,139.42	3,592.44
Borrowings	513.71	626.09	840.23	1,009.81
Deferred tax liability	0.00	236.05	240.47	239.04
Current liabilities & Provisions	2,090.26	2,485.50	2,919.34	3,663.52
Total liabilities	4,641.66	5,407.81	6,309.78	7,319.03
Contingent Liabilities	184.74	256.14	268.59	281.1



SWOT ANALYSIS





Strength:

1. TVS AUTO POINT have huge area so work easily and comfortable.
2. Provide good service to customer so customer responses is good,
3. Staff member are satisfy with facilities given by firm, like phone bills and transports facilities.
4. In TVS AUTO POINT all persons are in uniform it make healthy image.
5. Capable and experience sales executive and good marketing channel. So achieve sales target.
6. Proper communication and co-ordination will helpful for the TVS AUTO POINT.

Weakness:

1. TVS AUTO POINT is an initial stage so high advertisement cost is done.
2. The growth and performance of TVS AUTO POINT has been increasing years by year since starting and also the working of



the company is better. So there is no more weakness of TVS
AUTO POINT Sales and Service.

Opportunity:

1. Because of good and strong market channel, there are chances to increase the Turnover of the Company and Achieve sales target every time and make strong goodwill in market.
2. There is an opportunity to open new branches in other city of Gujarat and other State. And in same city in short period,
3. When areas are developing that time selling goes up.

Threat:

1. So much competition in present time. So use better policy without it chance to decline the selling.
2. Ression and inflation are affected the selling in future.



Suggestion



Suggestion for TVS AUTO POINT MOTORS: -

1. Customers are not satisfied with the service of BIKES particularly in BIKES washing part. So, the firm must have to improve the service part particularly in BIKES washing.
2. Customer were not got full information about the BIKES scheme, discount etc, from the dealer. So, the firm must have to give full information to the customer.
3. Some customers were made to complain about the commitment. So, it is necessary to make a clear commitment with the customer.
4. Some respondents give the suggestion for giving facilities of various schemes to the customer.
5. Some customers give the suggestion that the firm should put the service station in their area. Like varachcha, city,

“Love the Customers, Not the Profit”



Conclusion



Conclusion

The TVS AUTO POINT, completing the **10** years in distribution channel, it is Initial stage of selling a TVS BIKES. During these periods the firm, achieve many progressive stage. And they do good advertisement for selling a product with DEMO, EVENTS, HOLDINGS, BENNERS, and PRINT MEDIA., TVS BIKES run successfully because of hard work of various distributors.

It achieves success in every field in his work. The firm getting various AWARD and CERTIFICATE from the various institute for its achievement. Nowadays, the TVS AUTO POINT is No. 1 Dealer in South Gujarat for TVS PRODUCT and No. 1 in 'Customer Satisfaction' and are still progressing further. It has large area for selling BIKES. And all experience executive are work well.



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