

An Organization Study Report on
BAJAJ AUTO LIMITED

(18MBAOS307)

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In partial fulfillment of the requirement for the award of the degree of
MASTER OF BUSINESS ADMINISTRATION

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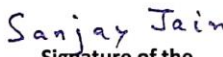
Class of 2019-21

CERTIFICATE BY THE INSTITUTION

This is to certify that **Mr. HEMANTH G** bearing **USN 1CR19MBA32** is a bonafide student of Master of Business Administration of our Institution during 2019-21 batch. The organization study report on **BAJAJ AUTO LIMITED** is prepared by him under the guidance of **Mr. Santosh Kathari**, Assistant Professor, in partial fulfillment of the requirements for the award of the degree of Master of Business Administration, affiliated to Visvesvaraya Technological University, Belagavi Karnataka.



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DECLARATION

I, **Mr.Hemanth** Gbearing USN: ICR19MBA32, hereby declare that the Organization Study conducted at **BAJAJ AUTO LIMITED** is record of independent work carried out by me under the guidance of **Prof. Kathari Santosh** faculty of M.B.A Department of CMR Institute of Technology, Bengaluru.

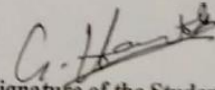
I also declare that this organisation study report is towards the partial of the university regulation for the award of degree of **Master of Business Administration** by **Visvesvaraya Technological University, Belagavi**.

I have undergone an organization study for a period of four weeks. I further declare that this organisation study report is based on the original study undertaken by me and not been submitted for the award of any degree/diploma from any other University /Institution.

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Place: **Bangalore**
Date: **15-09-2020**


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EXECUTIVE SUMMARY

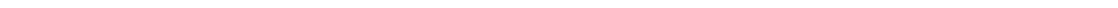
The purpose of this project is to study and understand the organization as a whole and to know how exactly the various departments functions in an organization. It also stimulates and helps to understand the work environment better. The study assesses the performance of the organization and examines the changes in environment. The project gives the over view of the oil and gas Industry. It gives a picture about industry structure, and the current scenario of the industry around the world and in India.

This report tells us the success story of the Indian oil corporation limited. This report consists of the study of the organisation. It involves the brief profile of the company, background and also the nature of the company. It also includes McKinsey's 7S framework which includes strategy, style, staff, and skills and shared value.

SWOT Analysis – A detailed **analysis** of the company's strengths, weakness, opportunities and threats. **Company history** – Progression of key events associated with the company. **Major products and services** – A list of major products, services and brands of the company

CHAPTER - 1

INTRODUCTION





The Bajaj Group is amongst the top 10 business houses in India. Its footprint stretches over a wide range of industries, spanning automobiles (two wheelers manufacturer and three wheelers manufacturer), home appliances, lighting, iron and steel, insurance, travel and finance. The group's flagship company, Bajaj Auto, is ranked as the world's fourth largest three and two wheeler manufacturer and the Bajaj brand is well-known across several countries in Latin America, Africa, Middle East, South and South East Asia. Founded in 1926, at the height of India's movement for independence from the British, the group has an illustrious history. The integrity, dedication, resourcefulness and determination to succeed which are characteristic of the group today, are often traced back to its birth during those days of relentless devotion to a common cause. Jammalal Bajaj, founder of the group, was a close confidant and disciple of Mahatma Gandhi. In fact, Gandhiji had adopted him as his son.

This close relationship and his deep involvement in the independence movement did not leave Jammalal Bajaj with much time to spend on his newly launched business venture. We are celebrating 125th Birth anniversary of Shri. Jammalal Bajaj on 4th of November 2014.

His son, Kamalnayan Bajaj, then 27, took over the reigns of business in 1942. He too was close to Gandhiji and it was only after Independence in 1947, that he was able to give his full attention to the business. Kamalnayan Bajaj not only consolidated the group, but also diversified into various manufacturing activities.

The present Chairman of the group, Rahul Bajaj, took charge of the business in 1965. Under his leadership, the turnover of the Bajaj Auto the flagship company has gone up from INR.72 million to INR. 120 billion, its product portfolio has expanded and the brand has found a global market. He is one of India's most distinguished business leaders, bike manufacturer india and internationally respected for his business acumen and entrepreneurial spirit.

In 2005, Rahul Bajaj's son Rajiv Bajaj stepped into the shoes of Managing Director of Bajaj Auto and steered the organization to becoming a global automobile behemoth. He introduced the Pulsar range of bikes, that revolutionised the two wheeler market in India. The legacy of our Auto Rickshaws have been soaring heights and display unparalleled market dominance across any automobile segment.

In 2007, Bajaj Auto acquired a 14% stake in KTM that has since grown to 48%. This partnership catalysed Bajaj Auto's endeavour to democratise motorcycle racing in India. Bajaj Auto today exclusively manufactures Duke range of KTM bikes and exports them worldwide. In FY2018, KTM was the fastest growing motorcycle brand in the country

Bajaj Auto has also led the pioneering introduction of India's first ever Quadricycle – Qute.

Bajaj Auto exports to 70+ countries and a significant share of revenues come from Exports. This stands as a testament to the new brand image – The World's Favourite Indian.

Bajaj Auto Limited is an Indian global two-wheeler company and three-wheeler manufacturing company based in Pune, Maharashtra. It manufactures motorcycles, scooters and auto rickshaws. Bajaj Auto is a part of the Bajaj Group. It was founded by Jammalal Bajaj in Rajasthan in the 1940s. It is based in Pune, Maharashtra, with plants in Chakan (Pune), Waluj (near Aurangabad) and Pantnagar in Uttarakhand. The oldest plant at Akurdi (Pune) now houses the R&D centre 'Ahead'.

Bajaj Auto is the world's third-largest manufacturer of motorcycles and the second-largest in India. It is the world's largest three-wheeler manufacturer.

On May 2015, its market capitalisation was ₹64,000 crore (US\$9.0 billion), making it India's 23rd largest publicly traded company by market value. The Forbes Global 2000 list for the year 2012 ranked Bajaj Auto at 1,416.

MAIN AUTOMOTIVE COMPANIES IN INDIA

AUTOMOTIVE COMPANIES

Major Indian Companies



Major Multi-national companies



CHAPTER 2
ORGANISATIONAL PROFILE

2.Organisational profile

i. Back ground

Bajaj Auto was established on 29 November 1945 as M/s Bachraj Trading Corporation Private Limited. It initially imported and sold two- and three-wheelers in India. In 1959, it obtained a license from the Government of India to manufacture two-wheelers and three-wheelers and obtained Licence from Piaggio to manufacture Vespa Brand Scooters in India. It became a public limited company in 1960.

With the launch of motorcycles in 1986, the company changed its branding from a scooter manufacturer to a two-wheeler manufacturer.

In 2017, Bajaj Auto and Triumph Motorcycles Ltd teamed up to build mid-capacity motorcycles.

As of 2008, Bajaj had operations in 50 countries, and its bikes are targeted toward entry-level buyers.

On 26 November 2019, Bajaj Auto invested \$8 million (approx. ₹57 crore) in bicycle and electric scooter rental startup Yulu. In this deal, Bajaj will also manufacture customised electric scooters for Yulu.

Bajaj Auto Ltd (BAL) is one of the leading two & three wheeler manufacturers in India. The company is well known for its R&D product development process engineering and low-cost manufacturing skills. The company is the largest exporter of two and three-wheelers in the country. The company has two subsidiaries namely Bajaj Auto International Holdings BV and PT Bajaj Indonesia. On 29 November 1945 Bajaj Auto came into being under the name M/s Bachraj Trading Corporation Private Limited. In 1948 Bajaj Auto started selling imported two- and three-wheelers in India. In 1959 Bajaj Auto obtained licence from the Government of India to manufacture two- and three-wheelers. In the year 1960 Bajaj Auto became a public limited company. In the year 1970 Bajaj Auto rolled out its 100000th vehicle. In 1971 Bajaj Auto launched three-wheeler goods carrier. In 1977 the company launched Rear Engine Autorickshaw. On 19 January 1984 the foundation stone was laid for Bajaj Auto's new plant at Waluj Aurangabad. On 5 November 1985 Bajaj Auto commenced production at Waluj plant.

In 1998 Bajaj Auto commenced production at its Chakan Pune plant. In November 2001 Bajaj Auto launched its premium bike 'Pulsar'. In February 2003 Bajaj Auto launched Caliber115 in the executive motorcycle segment. Pursuant to the Scheme of Arrangement of Demerger Bajaj Holdings & Investments Ltd (BHIL erstwhile BAL) was demerged into three undertakings with effect from the effective date viz. 20 February 2008. The holding company operated in the segments such as automotive insurance and investment and others. Considering the growth opportunities in the auto wind-energy insurance and finance sectors the holding company de-merged its activities into three separate entities each of which can focus on their core businesses and strengthen competencies. The auto business of the holding company along with all assets and liabilities pertaining thereto including investments in PT Bajaj Auto Indonesia and in a few vendor companies transferred to Bajaj Investment & Holding Ltd (BHIL). In addition a total of Rs 15000 million in cash and cash equivalents also transferred to Bajaj Investment & Holding Ltd. As the part of the scheme Bajaj Holdings and Investment Ltd was renamed as Bajaj Auto Ltd (BAL). The appointed date of this de-merger was closing hours of business on March 31 2007. In April 9 2007 the company inaugurated their green field plant at Pantnagar in Uttarakhand. In the first year of operations the plant produced over 275000 vehicles. The company's vehicle assembly plant at Akurdi was shut down from September 3 2007 due to higher cost of production. In November 2007 Bajaj Auto International Holdings BV a wholly owned subsidiary company acquired 14.51% equity stake in KTM Power Sports AG of Austria Europe's second largest sport motorcycle manufacturer for Rs 345 crore. During the year 2007-08 the company launched XCD 125 DTS-Si and the Three-wheeler Direct Injected auto rickshaw. The Chakan plant completed the cumulative production of over 2 million Pulsar. During the year 2009-10 the company expanded the production capacity of Motorised Two & Three Wheelers by 300000 Nos to 4260000 Nos. The company launched Pulsar 220 F Pulsar 180 UG Pulsar 150 UG Pulsar 135 LS and Discover DTS-si in the market. During the year 2010-11 the company expanded the production capacity of Motorised Two & Three Wheelers by 780000 Nos to 5040000 Nos. The company launched Avenger 220 DTS-i KTM Duke 125 Discover 150 and Discover 125 in the market. The company plans to maintain the capacity of two and three-wheelers at the current level of 5040000 numbers per annum during the year ending 31 March 2012. The 4 wheel vehicle development work is under progress and commercial launch of the first product from this platform is scheduled for 2012. In 2012

Bajaj Auto tied up with Japan's Kawasaki in Indonesia. In 2013 the Company has introduced another variant of premium motorcycles under the Bajaj-KTM joint venture namely Duke 390cc for a price of Rs 1.83 lakh. The company also received 'CII Design Excellence Award' In 2014 Bajaj Auto bagged order in Sri Lanka - People's Choice Bike of the Year - CNBC TV18 Overdrive Awards. The Company has also received Bike of the Year BBC Topgear Awards. In 2015 Bajaj Auto has introduced the all-new Platina electric start 100 cc bike to the long-distance commuter. On 8 August 2017 Bajaj Auto and Triumph Motorcycles UK announced global partnership whereby Bajaj will gain access to the iconic Triumph brand and its great motorcycles enabling it to offer a wider range of motorcycles within its domestic market and other international markets.

ii Nature of Business

* Bajaj Auto Limited is an Indian global two-wheeler company and three-wheeler manufacturing company based in Pune, Maharashtra.

* It manufactures motorcycles, scooters and auto rickshaws. Bajaj Auto is a part of the Bajaj Group. It was founded by Jammalal Bajaj in Rajasthan in the 1940s.

* The **Indian** automotive **industry** accounts for over 7 per cent of the country's GDP, it accounts for 22 per cent of the manufacturing GDP.

* The auto sector is also one of the biggest recipient of foreign direct investment and between April 2000 and March 2020, the sector has received FDI amounting to \$ 24.2 billion.

* As of 2004, **Bajaj Auto** was **India's** largest exporter of motorcycles. **Bajaj** is the first **Indian** two-wheeler manufacturer to deliver 4-stroke commuter motorcycles with sporty performance for the **Indian market**.

* Bajaj Auto's equity shares are listed on **Bombay Stock Exchange** where it is a constituent of the **BSE SENSEX** index, and the **National Stock Exchange of India** where it is a constituent of the **CNX Nifty**.^[28]

iii VISION

i. Vision

- Vision Statement of Bajaj Auto Limited, To attain world class Excellency by demonstrating value added products to customers
- Bajaj Finance has modern infrastructure facilities with state-of-art technology which includes automated cheque handling facilities,
- They computerized loan accounting with on-line customer data to handle customer transactions and requests efficiently.
- At Bajaj Auto Finance, we believe in offering the best and quickest services to our customers while providing the finest infrastructure facilities such as automated cheque handling, computerized loan

MISION

- attain world class Excellency by demonstrating value added products to customers.
 - Focus on value-based manufacturing.
 - Continual Improvement
 - Total elimination of wastes Pollution free & safe environment.
-

Quality Policy

- Bajaj suto continue to firmly belive in providing the customer value for money for years.
- Through our products and services and futher they shall maintain and improve.
- In our decision making, quality safety and services will be given as much considerstion as productivity ,cost and delivery.

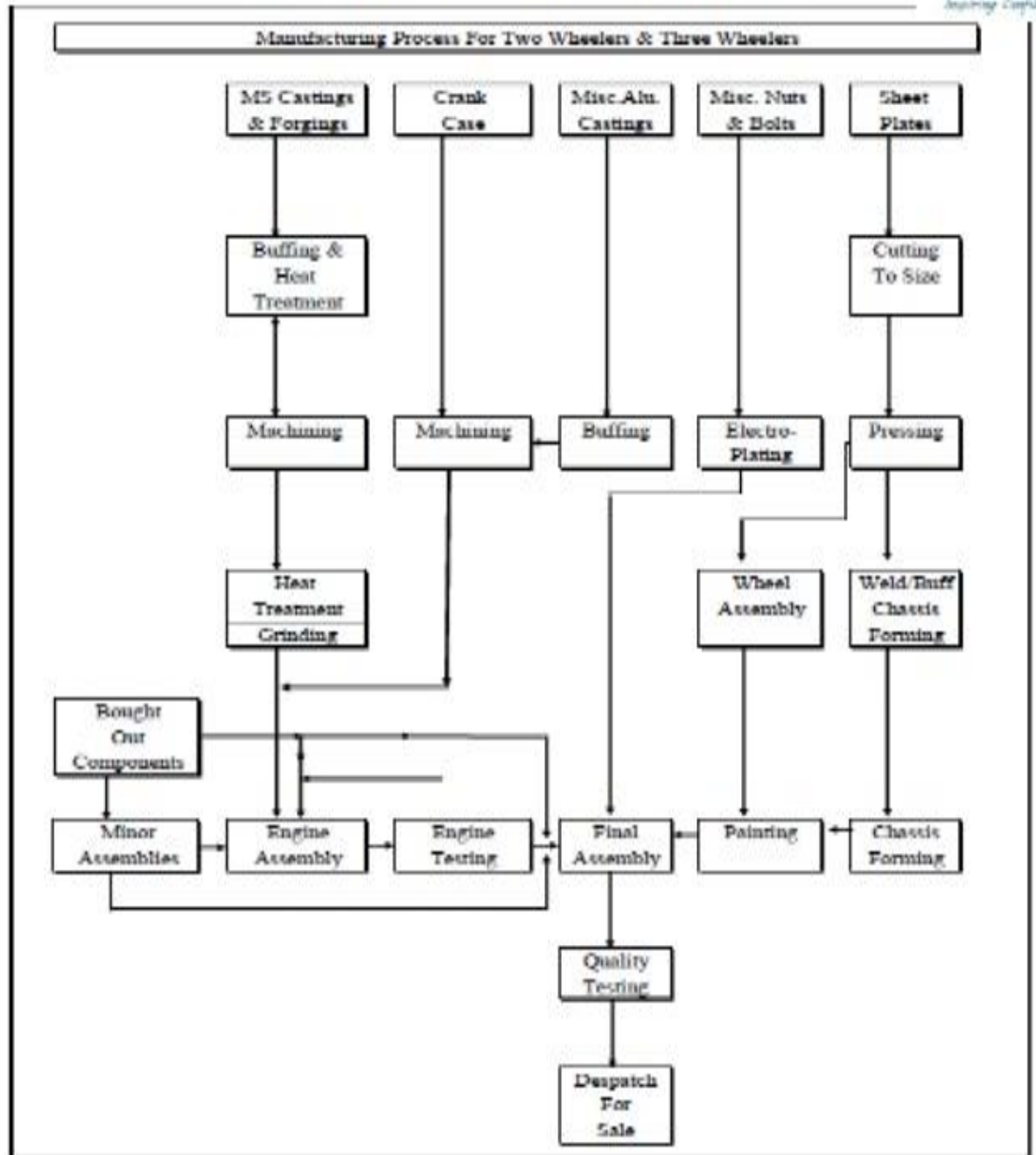
IV WORK FLOW DIAGRAM

ORGANIZATIONAL STRUCTURE OF BAJAJ AUTO LTD

Management

Rahul Bajaj	Chairman
Madhur Bajaj	Vice Chairman
Rajiv Bajaj	Managing Director
Sanjiv Bajaj	Executive Director
Pradeep Shrivastava	President (Engineering)
Rakesh Sharma	CEO (International Business)
R C Maheshwari	CEO (Commercial Vehicles)
S Sridhar	CEO (Two Wheelers)
Abraham Joseph	President (Research & Development)
Eric Vas	President (New Projects)
C P Tripathi	Vice President (Corporate)
Kevin D'sa	Vice President (Finance)
K Srinivas	Vice President (Human Resources)
N H Hingorani	Vice President (Commercial)
S Ravikumar	Vice President (Business Development)

WORK FLOW MODEL



V PRODUCTS AND SERVICES

- Avenger 220 Cruise Desert Gold Edition
- Avenger 220 Cruise

- Avenger 220 street
- CT100
- CT100B
- Dominar 400
- Dominar 250
- Discover 1
- Pulsar 150
- Pulsar 180 and 180f
- Pulsar 220F
- Pulsar NS200
- Pulsar RS200
- V15
- V12



Three Wheelers

- RE Compact
- RE Compact 4S

- RE Optima
- RE Maxima



Four Wheelers

- Qute



VII OWNER-SHIP PATTERN

The Shareholding Pattern page of Bajaj Auto Ltd. presents the Promoter's holding, FII's holding, DII's Holding, and Share holding by general public etc.

Shareholding Pattern - Bajaj Auto Ltd.

Holder's Name	No of Shares	% Share Holding
NoOfShares	289367020	100%
Promoters	155358104	53.69%
ForeignInstitutions	39664572	13.71%
NBanksMutualFunds	9264906	3.2%
Others	22225679	7.68%
GeneralPublic	45728395	15.8%
FinancialInstitutions	17125364	5.92%

VII ACHIVEMENTS /AWARDS

Product	Award	Award Body
Bajaj Pulsar 135 LS	Bike India upto 150 cc	Bike India
Bajaj Avenger 220	2011 Mc of the year upto 250cc	NDTV Car & Bike Awards
Bajaj Pulsar 135 LS	"Golden Steering Wheel" for Executive Motorcycle	Auto Build
Discover 150 DTS-I	Best Value for Money Vehicle of the Year	ET ZigWheels

VIII FUTURE GROWTH AND PROSPECTUS

On the launch of new Discover 125cc, Bajaj Auto's managing Director Rajiv Bajaj revealed Bajaj Auto's future plans. He mentioned that the year 2012 will be the year of investment for Bajaj Auto. The company is developing all new breed of its Pulsar and Discover range of motorcycles which will be launched in the second half of the financial year. Bajaj Auto will also launch Boxer, KTM Duke 125 or 200cc in upcoming months. Besides this, he also mentioned that Bajaj Auto will launch its much awaited small car with the amazing price of 1,50,000 and 30 Km/liter by 2012. Speaking about financial year 2012 volume growth, he said he expects 20% growth in the financial year 2011-12.

The new Pulsars and Discover are being developed on a new platform and will have next generation technology. These new Pulsars and Discovers will have very little or no similarity with the present generation models. After the launch of new Pulsars and Discovers the company will replace some models and will discontinue some models. After the launch of next generation Pulsars and Discovers, Bajaj Auto expects its market share to increase up to 40 – 50 % from current 27% in the domestic market.

The company will re-launch its Boxer brand in the month of July 2011. Boxer will be targeted to the rural customers where Hero Honda Splendor is market leader. Boxer will be positioned as utility motorcycle. The reason behind re-launching Boxer is rural segment is not ready for high priced Discover brand. Currently, rural segment commands 35% market share of total domestic motorcycle sales. The new Boxer will have more than 100cc engine and will be priced around best seller Splendor.

The company will also launch its much awaited KTM bikes at the end of the year. But it is yet to be decided that whether it will have 125cc engine or 200cc engine. The company has already started manufacturing KTM bikes at its Chakan plant in Maharashtra and has shipped around 1,000-2,000 bikes to the European market, where the Duke 125 has been launched at price of Euro 4,000. Currently, Bajaj Auto owns 38.09% stake in Austria based KTM Company via Bajaj Auto's 100% subsidiary Bajaj Auto International Holdings BV Netherlands. KTM has sold 65,000 bikes in 2010. It is also mentioned that KTM is more important to the Bajaj Auto in order to enter markets

like Brazil, Malaysia and Thailand where brands like Honda and Yamaha are already dominating and these markets are mature. KTM will be Bajaj Auto's entry ticket to these mature markets,

The new range of bikes is a part of the company's target of almost doubling its sales to 7-8 million units from 3.8 million units a year at present. The company hopes to increase its global presence to 30% from current 10% within next 3-4 years.

CHAPTER - 3
MCKENSY'S 7S FRAMEWORK AND PORTER'S
FIVE FORCE MODEL

MCKENSY'S 7S FRAMEWORK

Automobile is one of the largest industries in global market. Being the leader in product and

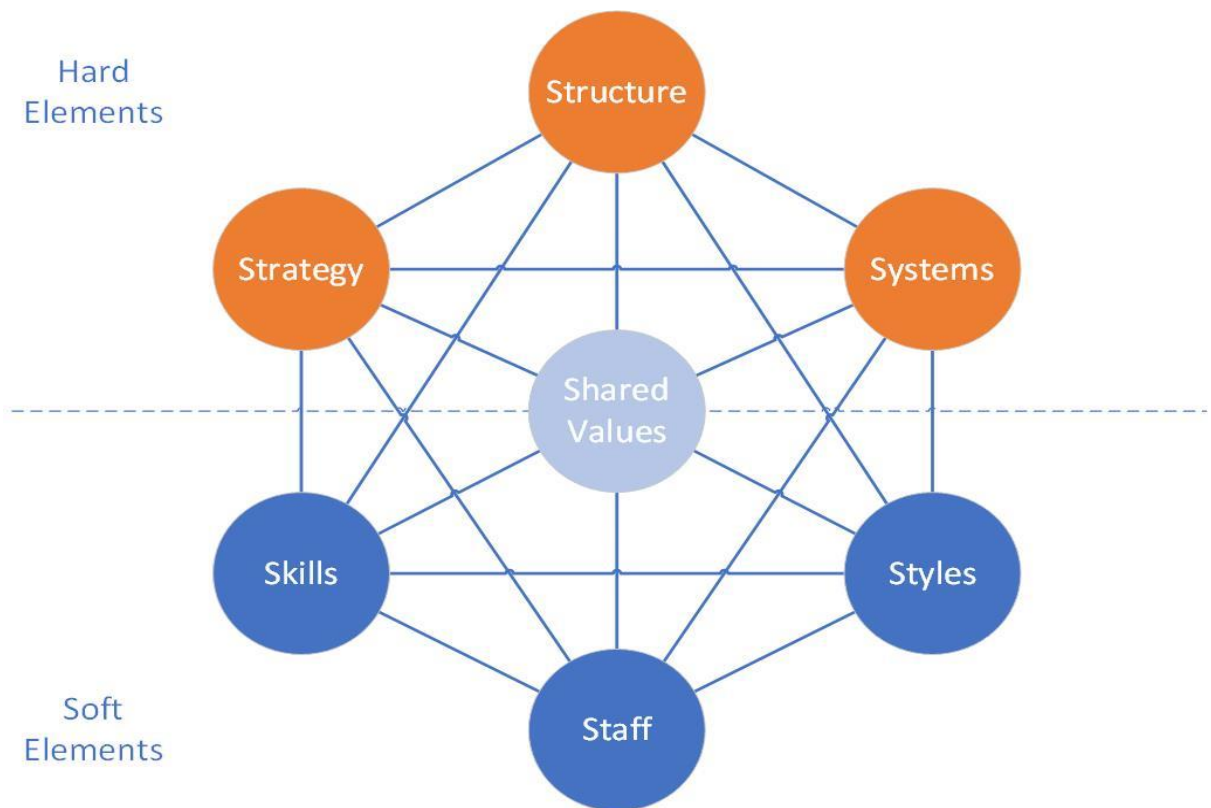
process technologies in the manufacturing sector, it is a major driver of economic growth. In the marketers have shifted from “maximization of profits” to “maximization of customer satisfaction”. Business firms not only retain their current customers, but also increased their market share by satisfying customers through high quality after sales service. More over Peter Drucker has called the automobile industry as "the industry of industries".

During the last few years, the production and management systems have been revolutionized worldwide in the two wheeler industry. One of the major changes in the industry has been the opening up and growth of several emerging markets. The Two wheeler industry is now facing new challenges. Globalization and increasing competition are changing the face of the industry. Size of the organization is no longer a guarantee of success. All this brings an important question for the companies, as to how to remain competitive in the face of the turbulent transformation taking place in the industry. Only those companies that find new ways to create value may prosper in the future.

The purpose of this paper is to present a short overview of the current two wheeler industry and highlight challenges facing the industry. Based on this perspective, the data is collected and after analyzing the data and correlating the same with the McKinsey 7s model, an attempt has been made to develop a new 7s model which will be useful for the smooth functioning of the Automobile companies. The companies need to align these seven aspects to be successful.

This model can also be used by the automobile companies to analyze how well they are positioned to achieve its intended objectives. The proposed study is based on both primary and secondary data and the information and opinions presented in this paper are based on a series of interviews that held with two wheeler dealers limited to Mumbai City, who gave us the benefit of their extensive knowledge.

KEYWORDS: Performance, Effectiveness, Customer Relationship Management, Synergy.



1) INTRODUCTION

According to Arvind Saxena (2010), no company in automobile sector can fight competition on price. Companies need to have the right product, distribution, CRM and after sales service network to grow. Faced with the increasingly complex and competitive environment that characterizes the automotive industry – with challenges ranging from tighter profit margins to new entrants in the new vehicle and aftermarket service business – original equipment manufacturers (OEMs) and dealers are turning more aggressively to customer relationship management (CRM) to help attract new customers, increase brand loyalty, reduce costs, increase efficiency, and maintain a competitive advantage.

Today's automotive consumers are increasingly well-informed and have an unprecedented level of choice in the marketplace. Customer loyalty is no longer a given and forward-looking automotive company has to work harder than ever to

earn and retain it. To respond to high customer expectations, companies are finding they have to use both traditional and emerging channels to deliver more effective, efficient, and profitable marketing, sales, and customer service.

2) OBJECTIVE

To understand the evolving changes as well as incorporate them in a new model to create value for better functioning in a two wheeler automobile industry.

3) METHODOLOGY

An Exploratory study was carried out to know the nature of McKinsey 7S Model and its applicability in the growing automobile industry. The primary data is collected through personal interviews with two wheeler dealers and experts who gave us the benefit of their extensive knowledge. Also observations have been drawn through recent literature and studies on the changing elements that reinforce its impact on the performance and effectiveness of the automobile industry. In this paper on the basis of gathered information the new model has been proposed and future research has been recommended by the authors to examine any further gaps or inconsistency between the elements.

4) THEORETICAL FRAMEWORK

To truly get to know and understand their customers, automotive companies are looking for ways to gather and analyze vital data about their customers, their vehicles, and their transactions with dealers. Only then can they effectively match their products and service offers with the customers they want to target. So companies need to be able to track customer behaviors and then to link that information to not only the production scheduling process – to build the right products now – but also to the product development cycle – to bring new products to market faster.

Keeping this in mind if one has to understand the Seven Elements of McKinsey 7S Model it has limited impact on the objective of today's organization (automotive industry) which has completely changed compared to the early 1980's when the model was drawn by Tom Peters and Robert Waterman. The basic premise of the model is that there are seven internal aspects of an organization that need to be aligned if it is to be successful.

The McKinsey 7S model involves seven interdependent factors which are categorized as either "hard" or "soft" elements. Hard elements being Strategy, Structure and Systems are easier to define or identify and management can directly influence them. Soft elements being Shared Values, Skills, Style and Staff can be more difficult to describe and are less tangible and more influenced by culture. However, these soft elements are as important as the hard elements if the organization is going to be successful.

The model presented in Figure 1 below depicts the interdependency of the elements and indicates how a change in one affects all the others.

It can be noted that placing Shared Values in the middle of the model emphasizes that these values are central to the development of all the other critical elements. The company's structure, strategy, systems, style, staff and skills all stem from why the organization was originally created, and what it stands for. The original vision of the company was formed from the values of the creators. As the values change, so do all the other elements.

Thus incorporating the model in the value system believed by organizations today of the

automotive industry subsequently changes the elements in the model as well.

PARADIGM SHIFT

From the literature it can be seen through the study on the growth of auto component industry an overview concludes that, the auto component industry is an integral part of auto industry and has emerged as a major industry, with market so large and with diverse activities has to accommodate buyers needs and having its own global mark this sector has become very competitive, with the increasing demand for domestic and international auto components this sector is the fastest growing manufacturing sector in India, G. Syamala (2010). A theory of services in product industries can be concludes that in many product oriented industries, services have become increasingly important. In case of automobiles, many automakers generate the vast majority of their profits from a service activity closely tied to their product activity. The automobile industry overall generates a large portion of its profits from other product-related service activities such as insurance and repairs.

The authors argued that despite the seeming importance of services, there is not much theory to help researchers or practitioners that explain the conditions under which services matter in product industries. The general view that emerges from the services literature is that services tend to become important for manufacturing firms once their industries reach a mature stage Cusumano, Kahl & Suarez (2008).

It is also noted that the profitability of automobile manufacturers depends on exploiting value added services. For instance automobile manufacturers have discovered that financing and after sales service can achieve significant profits Fitzsimmons (2010). The emergence of e commerce has changed many aspects of existing businesses and generated new companies with new business models. Existing companies are being challenged to rethink the most basic business relationship, between and organization and its customers. The underlying fact is that, addressing customer's needs leads to sustainable profit and to satisfy customer's needs, companies have to maintain consistency across all interaction channels and to overcome this challenge,

organizations are considering accepting the concept of customer relationship management.

This brings us to understanding of certain drawbacks in the McKinsey 7S Model namely:

- The external environment is not mentioned in the Framework, although the other variables do exist and that only the most crucial variables are depicted in the model.
- The notion of performance and effectiveness is not made explicit in the model.

The 7S model is a good framework to help you ask the right questions, but it won't give you all the answers.

5) PROPOSED 7S MODEL FOR TWO WHEELER INDUSTRY

After collecting and analyzing the data and correlating the same with the McKinsey 7s model, the authors have made an attempt to develop a new 7s model which will be useful for the smooth functioning of the Automobile companies.

The new 7s model contains the following Elements-

1. Stakeholders
2. Social responsibility
3. Service
4. Standards
5. Sale value
6. Survival
7. Synergy

The new 7S model is explained below and contains the following -

1. Structure becomes Stakeholders

2. System becomes Social responsibility
3. Style becomes Service
4. Staff becomes Standards
5. Skills becomes Sale value
6. Strategy becomes Survival
7. Shared Value becomes Synergy

- Stakeholders – Automobile industry has a structure where in there is high dependence upon the stakeholders for instance all the automobile companies have a high dependence upon the ancillary units and other stakeholders such as the employees, for instance the strike in Honda Motorcycle and Scooter India Private Limited last year resulted in huge losses to the company. Similar instances were reported with Maruti Suzuki India Ltd where in the company faced strike many times in a year and as per the estimates it resulted to the loss of about Rs.8500 crore. Such events of strike affect more to stakeholders such as shareholders and financial institutions who have invested money in the company. Thus looking at the importance of stakeholders and their impact the company needs to maintain a balance between all the stakeholders.

- Services – Automobile companies need to work in a style wherein they focus more on the Service and service here means the various complementary services such as after sales service, insurance, finance and so on. Today such services add to the revenue of the

company's income. For instance Bajaj Auto Limited has its presence in two wheeler industry,

insurance industry and finance industry. Today looking at the level of competition in the automobile industry, automobile companies cannot have just manufacturing as their only source of revenue. After sales service today is the most important factor not only from the view of brand loyalty but also from the view of generating new revenues for the companies. Companies such as Maruti Suzuki Limited have highest sales and at the same time commands high brand loyalty because of its huge network of after sales service across India. Thus Automobile companies need to have a style wherein they focus more on the Service

- Synergy Effect – Placing Synergy in the middle of the model emphasizes that synergy effect is central to the development of all the other critical elements and moreover once all the above mentioned elements are in place, it becomes easy for the company to have synergy effect which would help the company to outperform the competition easily and come up with unconventional approach in the industry. Thus shared values in the old model becomes synergy effect in the new 7s model for Automobile companies.

- Standards – Standards for all staff, stakeholders, departments etc for the survival the companies need to depend upon the stakeholders and the services, but in the course of the research it was found that there are missing standards. For the smoother functioning the company needs to develop standards which should be revised on regular intervals. Thus staff of the old model becomes standard in the new 7s model for Automobile companies.

- Sale value – The skills in the 7s McKinsey model represents the actual skills and competencies of the employees working for the company, the automobiles companies need to capitalize the skills of the employees to develop better final products and after sales service products which would realize better sale value for their products. Moreover once the standards are set for the stakeholders and the after sales service this would help the company to realize good sale value and the resale value for its final products and the after sales service products.

- Social responsibility –

The automobile company's needs to have a system where in the focus is high on the social responsibility. The automobile companies has a lot to contribute to the society in the form of social responsibility as automobile industry stands at number 3 in terms of the damage caused to environment. The companies need to focus on social responsibility as business cannot run in isolation and needs to depend on society for its stakeholders, including the customers and supplier. Thus system of the old model becomes social responsibility in the new 7s model for Automobile companies.

- Survival – This stands for the basic purpose for the organizations. Organizations need to develop all the strategies with one aim i.e. survival. Whatever be the strategy adopted by the automobile organization the ultimate aim should be of the survival of the organization. Thus Automobile companies need to have a survival as their strategy.

6) USE OF THE PROPOSED 7S MODEL FOR THE AUTOMOBILE COMPANIES

The model is based on the theory that, for an automobile company to perform well, these seven elements need to be aligned and mutually reinforcing. So, the new model can be used to help identify what needs to be realigned to improve performance, or to maintain alignment (and performance) during other types of change.

Whatever the type of change – restructuring, new processes, organizational merger, new systems, change of leadership, and so on the model can be used to understand how the organizational elements are interrelated, and so ensure that the wider impact of changes made in one area is taken into consideration.

This proposed 7Ss Model is one that can be applied to almost any automobile company. If something within an organization isn't working, chances are there is inconsistency between some of the elements identified by this model. Once these inconsistencies are revealed, you can work to align the elements to make sure they are all contributing to the synergy effect. The process of analyzing where you are right now in terms of these elements is worthwhile in and of itself. But by taking this analysis to the next level and determining the ultimate state for each of the factors, you can really move the organization forward.

You can use the new 7S Model to help analyze the current situation (Point A), a proposed future situation (Point B) and to identify gaps and inconsistencies between them. It's then a question of adjusting and tuning the elements of the new 7S model to ensure that your organization works effectively and well once you reach the desired endpoint.

When it comes to asking the right questions, we've developed a Mind Tools checklist and a

Matrix to keep track of how the seven elements align with each other. Supplement these with

your own questions, based on your organization's specific circumstances and accumulated wisdom.

7) REFLECTIONS

In the present scenario of globalization and liberalization, marketing has undergone a meta morphemic change to cope with increased competitiveness, changing needs of customers, continuous product up gradation due to change in technology, changing market trends and many more, because of these continuous changes, the marketing efforts have also slowly shifted from mass marketing to interactive marketing and finally to today's relationship marketing Garikaparthi (2002).

The quality and convenience of services are key factors in automotive customers' choice of brand or dealership. To properly serve customers and grow brand loyalty, you need to be able to deliver consistent communication and reliable service offers synchronously across multiple channels.

The proposed new model realigned will help to improve performance and effectiveness considering the external environment and its wider impact on the functioning of the automobile companies.

8) CONCLUSIONS

Our journey beyond the McKinsey 7S Model through the more recent literature takes us both forward and backward: forward in considering issues not previously studied, but backward in reestablishing the relevance of the customer's satisfaction through after sale services in the changing environment with a broader approach of sustainability and with reference to performance and effectiveness of the automobile companies.

Finally while exploring the extensions and the much needed changes in the McKinsey 7S

Model for an automobile industry the lessons from this paper give the opportunity to further study the applicability of the new proposed model either in the current or desired organization from other industries to understand its implications and perceived integrated functioning.

To conclude as Peter Drucker quotes, “the purpose of business is to create and keep a customer.” So remodeling helps to realign the present needs and alleviate the effectiveness of the organization thus creating a wider impact on customer satisfaction and loyalty, understanding that customer is the King.

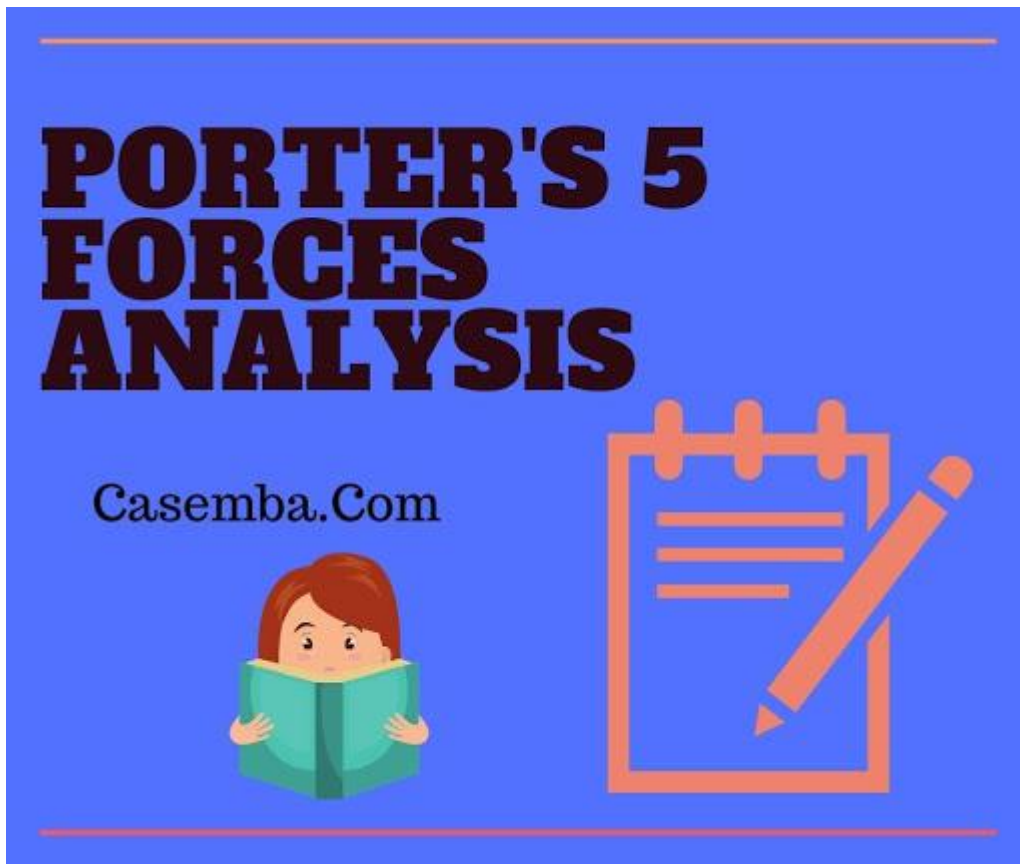
Porter's Five Forces of Bajaj Auto Ltd Case Analysis



Porter's Five Forces of Bajaj Auto Ltd Case Analysis

The porter 5 forces design would help in getting insights into the Porter's Five Forces of Bajaj Auto Ltd Case Analysis market and determine the possibility of the success of the alternatives, which has actually been thought about by the management of the business for the purpose of dealing with the emerging problems related to the decreasing subscription rate of clients.

1. Intensity of rivalry



It is to

alert that the Porter's Five Forces of Bajaj Auto Ltd Case Solution belongs of the international show business in the United States. The business has actually been taken part in offering the services in more than ninety nations with the video as needed, products of streaming media and media service provider.

The industry where the Porter's Five Forces of Bajaj Auto Ltd Case Help has been operating considering that its inception has lots of market gamers with the substantial market share and increased profits. There is an extreme level of competitors or rivalry in the media and show business, compelling organizations to strive in order to keep the current consumers by means of using services at inexpensive or affordable prices. Porter's Five Forces of Bajaj Auto Ltd Case Solution has actually been facing fierce competitors from the competing companies providing as needed videos, conventional broadcaster and sellers offering DVDs. The main direct competitor of Porter's 5 Forces of Bajaj Auto Ltd Case Analysis is Amazon, considering that both of these companies use DVDs on rent, thus competing in this domain for the similar target market.

Quickly, the intensity of competition is strong in the market and it is essential for the company to come up with special and ingenious offerings as the audience or customers are more advanced in such modern innovation era.

2. Threats of new entrants

There is a high cost of entryway in the media and entertainment industry. The entertainment industry requires a large capital amount as the companies which are participated in supplying home entertainment service have larger start-up cost, that includes:

Legal cost.

Marketing expense.

Distribution cost.

Licensing cost.

In contrast, the existing entertainment service provider has actually been thoroughly dealing with their targeted segments with the specific specialization, which is why the risk of brand-new entrants is low.

Another essential element is the strength of competition within the crucial market players in the industry, due to which the brand-new entrant be reluctant while getting in into the market. The innovation and trends in the media industry are evolving on constant basis, which is adjusted by market competitors and Porter's Five Forces of Bajaj Auto Ltd Case Solution.

3. Threat of substitutes

The hazard of replacements in the market posture moderate threat level in media and the show business. The business is facing strong competitors from the competitors providing comparable services through online streaming and rental DVDs. Also, the standard media material provider is one of the example of the alternative products. The customer may likewise take part in other pastime and source of info as compared to watching media content and online streaming.

4. Bargaining power of buyer

The characteristics of media and entertainment industry allows the clients to have high bargaining power. The low cost of switching enables the consumers to seek other media service providers and cancel their Porter's Five Forces of Bajaj Auto Ltd Case Help subscription, hence increasing the organisation threat.

5. Bargaining power of suppliers

The bargaining power of supplier is high force in the market. This is because there are few variety of suppliers who produce entertainment and media based content. Given that Porter's 5 Forces of Bajaj Auto Ltd Case Help has been completing versus the conventional supplier of home entertainment and media, it needs to reveal higher versatility in arrangement as compared to the conventional companies. The items is technology based, the dependency of the companies are increasing on constant basis.

Objectives and Goals of the Business:

In Illinois, United States of America, one of the greatest producer of sensor and competitive company is Case Service. The organization is involved in production of wide product range and advancement of activities, networks and procedures for succeeding among the competitive environment of industry providing it a considerable benefit over competitiveness. The company's objectives is principally to be the manufacturer of sensing unit with high quality and extremely customized company surrounded by the premium market of sensing unit manufacturing in the United States of America.

The objective of the company is to bring decrease in the product rates by increasing the sales system for every single item. The organizational management is included in decision of potential products to provide their client in both long term and brief term implies. The organizational strength includes the facility of competitive position within the manufacturing market of sensing unit in the United States of America on the basis of 5 pillars which includes client care, effectiveness in operation management, acknowledgment of brand, adjustable capabilities and technical

innovation.

The organization is a leading one and carrying out as a leader in the sensing unit market of the United States for their adjustable services and systems of sensing unit. Innovation in concepts and product creating and provision of services to their customers are among the competitive strengths of the company. The organization has employed cross-functional managers who are responsible for adjustment and understanding of the company's method for competitiveness whereas, the organization's weakness includes the choice making in regard to the products' deletion or retention just on the basis of financial elements. Therefore, the measurement of ROIC is not connected with the trade incorporation and issues of consumers.

CHAPTER - 4

SWOT ANALYSIS



SWOT stands for Strengths, Weaknesses, Opportunities, and Threats, and so a SWOT Analysis is a technique for assessing these four aspects of your business.

You can use SWOT Analysis to make the most of what you've got, to your organization's best advantage. And you can reduce the chances of failure, by understanding what you're lacking, and eliminating hazards that would otherwise catch you unaware

Bajaj Auto Limited Strengths

1. Excellent brand presence and marketing in India make Bajaj Auto a popular company
2. Extensive research and development focus and highly experienced player in the motorcycle segment
3. Widespread distribution network of Bajaj Auto across India
4. Bajaj Auto has a wide product range in terms of price, quality and categories
5. Featured in the Forbes Global brands list
6. It has more than 9000 people employed in the organization

Bajaj Auto Limited Weaknesses

1. Bajaj Auto is still not a global brand despite high volume production
2. Lack of performance bikes like major international brands and sports bikes & cruisers

Bajaj Auto Limited Opportunities

1. Bajaj Auto says its \$2,500 car, which it is building with Renault and Nissan Motor, will aim at a fuel-efficiency of 30 km per litre
2. Cheaper variants for tapping more in the rural segment
3. Premium sports bikes for urban areas
4. Constant growth in the two-wheeler segment

Bajaj Auto Limited Threats

1. Cheaper imports from countries like China can affect business for Bajaj
2. Entry of international brands
3. Other motorcycle players have a strong brand presence

CHAPTER - 5

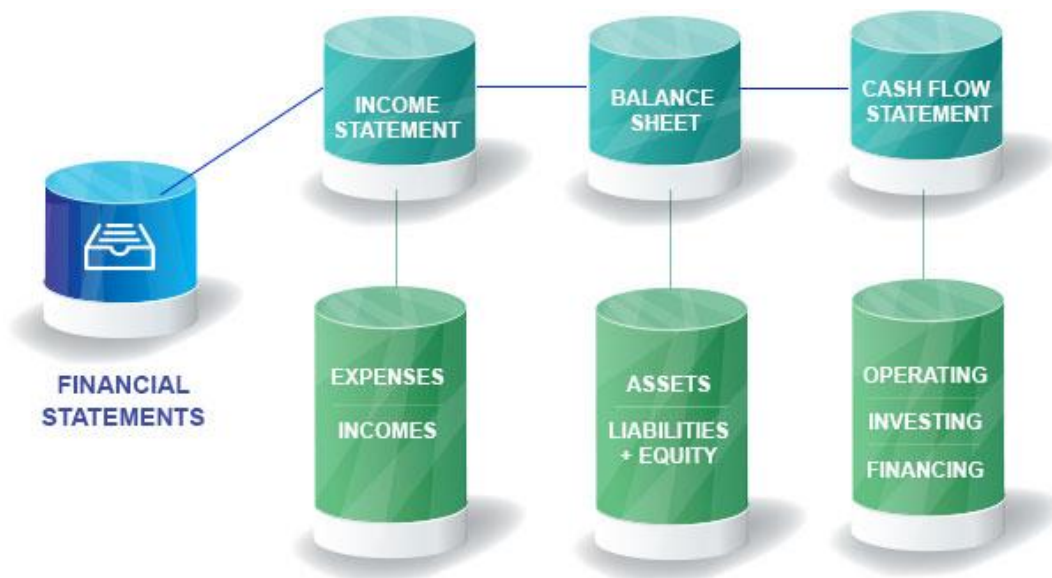
ANALYSIS ON FINANCIAL STATEMENTS

Financial statements (or **financial reports**) are formal records of the financial activities and position of a business, person, or other entity.

Relevant financial information is presented in a structured manner and in a form which is easy to understand. They typically include four basic financial statements accompanied by a **management discussion and analysis**

A balance sheet or **statement of financial position**, reports on a company's assets, liabilities, and owners equity at a given point in time.

An income statement or **profit and loss report** or **statement of comprehensive income**, or **statement of revenue & expense**—reports on a company's income, expenses, and profits over a stated period. A profit and loss statement provides information on the operation of the enterprise. These include sales and the various expenses incurred during the stated period.



CASH FLOW OF BAJAJ MAR 20 MAR 19 MAR 18 MAR 17 MAR 16
AUTO (in Rs. Cr.)

	12 mths	12 mths	12 mths	12 mths	12 mths
NET PROFIT/LOSS BEFORE EXTRAORDINARY ITEMS AND TAX	6,580.20	6,703.16	5,782.57	5,335.63	5,547.32
Net CashFlow From Operating Activities	3,861.76	2,489.53	0.00	0.00	3,656.81
Net Cash Used In Investing Activities	1,754.54	-244.08	0.00	0.00	-18.83
Net Cash Used From Financing Activities	- 6,246.51	- 2,074.05	0.00	0.00	- 3,384.08
Foreign Exchange Gains / Losses	2.16	-26.96	23.61	1.47	-11.42
Adjustments On Amalgamation Merger Demerger Others	0.00	0.00	0.00	0.00	0.00
NET INC/DEC IN CASH AND CASH EQUIVALENTS	-628.05	144.44	0.00	0.00	242.48
Cash And Cash Equivalents Begin of Year	905.38	760.94	279.82	817.55	575.07
Cash And Cash Equivalents End Of Year	277.33	905.38	760.94	279.82	817.55

BALANCE SHEET OF BAJAJ AUTO (in Rs. Cr.)	MAR 20	MAR 19	MAR 18	MAR 17	MAR 16
	12 mths	12 mths	12 mths	12 mths	12 mths
EQUITIES AND LIABILITIES					
SHAREHOLDER'S FUNDS					
Equity Share Capital	289.37	289.37	289.37	289.37	289.37
TOTAL SHARE CAPITAL	289.37	289.37	289.37	289.37	289.37
Reserves and Surplus	19,636.12	21,490.53	18,814.49	16,744.76	12,977.18
TOTAL RESERVES AND SURPLUS	19,636.12	21,490.53	18,814.49	16,744.76	12,977.18
TOTAL SHAREHOLDERS FUNDS	19,925.49	21,779.90	19,103.86	17,034.13	13,266.55
NON-CURRENT LIABILITIES					
Long Term Borrowings	0.00	0.00	120.77	119.90	0.00
Deferred Tax Liabilities [Net]	346.38	542.66	323.42	313.62	202.80
Other Long Term Liabilities	167.72	169.59	47.96	56.53	188.59
Long Term Provisions	80.50	14.56	112.19	78.13	47.57
TOTAL NON- CURRENT LIABILITIES	594.60	726.81	604.34	568.18	438.96
CURRENT LIABILITIES					

Short Term Borrowings	0.00	0.00	0.00	0.00	0.00
Trade Payables	3,199.70	3,786.73	3,244.32	2,235.73	2,027.04
Other Current Liabilities	895.54	946.33	741.37	855.92	641.00
Short Term Provisions	157.97	140.62	125.60	120.93	112.95
TOTAL CURRENT LIABILITIES	4,253.21	4,873.68	4,111.29	3,212.58	2,780.99
TOTAL CAPITAL AND LIABILITIES	24,773.30	27,380.39	23,819.49	20,814.89	16,486.50
ASSETS					
NON-CURRENT ASSETS					
Tangible Assets	1,602.03	1,688.69	1,821.22	1,898.61	1,936.38
Intangible Assets	43.09	19.75	0.00	44.65	89.29
Capital Work-In-Progress	46.54	11.54	11.15	10.64	26.89
Other Assets	53.90	55.50	57.11	58.53	60.43
FIXED ASSETS	1,759.21	1,811.96	1,934.80	2,043.96	2,138.34
Non-Current Investments	15,416.20	17,582.88	11,822.89	8,681.39	8,940.65
Deferred Tax Assets [Net]	0.00	0.00	0.00	0.00	0.00
Long Term Loans And Advances	32.46	31.63	30.64	29.74	29.47
Other Non-Current Assets	968.47	891.26	795.53	668.43	652.79
TOTAL NON-CURRENT ASSETS	18,176.34	20,317.73	14,583.86	11,423.52	11,761.25

CURRENT ASSETS					
Current Investments	2,779.75	1,576.48	5,765.41	6,050.08	1,319.94
Inventories	1,063.50	961.51	742.58	728.38	719.07
Trade Receivables	1,725.10	2,559.69	1,491.87	953.29	717.93
Cash And Cash Equivalents	308.27	922.81	778.00	293.68	859.52
Short Term Loans And Advances	6.11	6.34	6.26	6.47	7.05
OtherCurrentAssets	714.23	1,035.83	451.51	1,359.47	1,101.74
TOTAL CURRENT ASSETS	6,596.96	7,062.66	9,235.63	9,391.37	4,725.25
TOTAL ASSETS	24,773.30	27,380.39	23,819.49	20,814.89	16,486.50
OTHER ADDITIONAL INFORMATION					
CONTINGENT LIABILITIES, COMMITMENTS					
Contingent Liabilities	1,803.85	1,853.88	2,248.64	2,019.79	1,980.12
CIF VALUE OF IMPORTS					
Raw Materials	0.00	0.00	0.00	0.00	0.00
Stores, Spares And Loose Tools	0.00	0.00	0.00	0.00	0.00
Trade/Other Goods	0.00	0.00	0.00	0.00	0.00
Capital Goods	0.00	0.00	0.00	0.00	0.00
EXPENDITURE IN FOREIGN EXCHANGE					

Expenditure In Foreign Currency	908.51	973.07	673.41	697.92	774.90
REMITTANCES IN FOREIGN CURRENCIES FOR DIVIDENDS					
Dividend Remittance In Foreign Currency	--	--	--	--	--
EARNINGS IN FOREIGN EXCHANGE					
FOB Value Of Goods	--	--	--	--	9,404.68
Other Earnings	11,872.37	11,434.23	9,281.46	7,336.49	--
BONUS DETAILS					
Bonus Equity Share Capital	258.85	258.85	258.85	258.85	258.85
NON-CURRENT INVESTMENTS					
Non-Current Investments Quoted Market Value	4,028.29	5,600.71	5,393.32	3,594.99	788.47
Non-Current Investments Unquoted Book Value	14,167.69	13,560.83	12,198.87	11,149.49	9,472.12
CURRENT INVESTMENTS					
Current Investments Quoted Market Value	--	--	--	--	--
Current Investments Unquoted Book Value	--	--	--	--	--

PROFIT & LOSS ACCOUNT OF BAJAJ AUTO (in Rs. Cr.)	MAR 20	MAR 19	MAR 18	MAR 17	MAR 16
	12 mths	12 mths	12 mths	12 mths	12 mths
INCOME					
REVENUE FROM OPERATIONS [GROSS]	29,111.54	29,567.25	25,098.64	22,694.87	23,448.39
Less: Excise/Sevice Tax/Other Levies	0.00	0.00	398.34	1,321.35	1,296.68
REVENUE FROM OPERATIONS [NET]	29,111.54	29,567.25	24,700.30	21,373.52	22,151.71
TOTAL OPERATING REVENUES	29,918.65	30,249.96	25,164.92	21,766.68	22,586.52
Other Income	1,733.56	1,649.31	1,347.25	1,221.97	1,073.59
TOTAL REVENUE	31,652.21	31,899.27	26,512.17	22,988.65	23,660.11
EXPENSES					
Cost Of Materials Consumed	19,484.62	20,301.35	15,999.16	13,285.36	13,717.01
Operating And Direct Expenses	0.00	0.00	0.00	0.00	0.00
Changes In Inventories Of FG,WIP And Stock-In Trade	-63.01	-56.42	9.68	-43.68	63.45
Employee Benefit Expenses	1,389.21	1,255.40	1,069.09	997.07	917.12
Finance Costs	3.16	4.48	1.31	1.40	1.05
Depreciation And Amortisation Expenses	246.43	265.69	314.80	307.29	307.16

Other Expenses	2,454.90	2,218.33	1,926.38	1,745.38	1,847.62
TOTAL EXPENSES	25,072.01	25,538.11	20,697.60	17,653.02	18,112.79
PROFIT/LOSS BEFORE EXCEPTIONAL, EXTRAORDINARY ITEMS AND TAX	6,580.20	6,361.16	5,814.57	5,335.63	5,547.32
Exceptional Items	0.00	342.00	-32.00	0.00	0.00
PROFIT/LOSS BEFORE TAX	6,580.20	6,703.16	5,782.57	5,335.63	5,547.32
TAX EXPENSES-CONTINUED OPERATIONS					
Current Tax	1,547.26	1,818.59	1,646.36	1,455.92	1,641.42
Less: MAT Credit Entitlement	0.00	0.00	0.00	0.00	0.00
Deferred Tax	-67.04	209.39	68.11	50.41	-23.77
Tax For Earlier Years	0.00	0.00	0.00	1.74	0.00
TOTAL TAX EXPENSES	1,480.22	2,027.98	1,714.47	1,508.07	1,617.65
PROFIT/LOSS AFTER TAX AND BEFORE EXTRAORDINARY ITEMS	5,099.98	4,675.18	4,068.10	3,827.56	3,929.67
PROFIT/LOSS FROM CONTINUING OPERATIONS	5,099.98	4,675.18	4,068.10	3,827.56	3,929.67
PROFIT/LOSS FOR THE PERIOD	5,099.98	4,675.18	4,068.10	3,827.56	3,929.67
OTHER ADDITIONAL INFORMATION					

EARNINGS PER SHARE					
Basic EPS (Rs.)	176.30	161.60	140.60	132.30	135.80
Diluted EPS (Rs.)	176.30	161.60	140.60	132.30	135.80
VALUE OF IMPORTED AND INDIGENIOUS RAW MATERIALS STORES, SPARES AND LOOSE TOOLS					
Imported Raw Materials	0.00	0.00	0.00	0.00	0.00
Indigenous Raw Materials	0.00	0.00	0.00	0.00	0.00
STORES, SPARES AND LOOSE TOOLS					
Imported Stores And Spares	0.00	0.00	0.00	0.00	0.00
Indigenous Stores And Spares	0.00	0.00	0.00	0.00	0.00
DIVIDEND AND DIVIDEND PERCENTAGE					
Equity Share Dividend	5,208.60	1,736.20	1,591.52	144.68	2,893.68
Tax On Dividend	1,049.33	337.49	296.50	29.45	582.27
Equity Dividend Rate (%)	1,200.00	600.00	600.00	550.00	550.00

BAJAJ AUTO Cash Flow Statement Analysis

- BAJAJ AUTO's cash flow from operating activities (CFO) during FY19 stood at Rs 25 billion on a YoY basis.

- Cash flow from investing activities (CFI) during FY19 stood at Rs -3 billion on a YoY basis.
- Cash flow from financial activities (CFF) during FY19 stood at Rs -21 billion on a YoY basis.
- Overall, net cash flows for the company during FY19 stood at Rs 1 billion from the Rs 5 billion net cash flows seen during FY18.

BAJAJ AUTO Balance Sheet Analysis

- The company's current liabilities during FY19 stood at Rs 49 billion as compared to Rs 41 billion in FY18, thereby witnessing an increase of 18.5%.
- Current assets fell 24% and stood at Rs 71 billion, while fixed assets fell 4% and stood at Rs 18 billion in FY19.
- Overall, the total assets and liabilities for FY19 stood at Rs 288 billion as against Rs 251 billion during FY18, thereby witnessing a growth of 15%.

Current Valuations for BAJAJ AUTO

The trailing twelve-month earnings per share (EPS) of the company stands at Rs 170.3, an improvement from the EPS of Rs 145.8 recorded last year.

The price to earnings (P/E) ratio, at the current price of Rs 2,778.7, stands at 17.6 times its trailing twelve months earnings.

The price to book value (P/BV) ratio at current price levels stands at 3.5 times, while the price to sales ratio stands at 2.7 times.

The company's price to cash flow (P/CF) ratio stood at 15.5 times its end-of-year operating cash flow earnings.

CHAPTER - 6

LEARNING EXPERIENCE

Every student doing a professional course needs to undertake internship of organisation study in his respective field, which gives him a chance to explore his skills and suit himself in the work environment.

The objective of the internship of organisation report is to benefit both the students as internship on organisational study as well as the company for which the students are preparing report. The students get to learn the basics of their education and then turning into realities, The internship of organisational study also helps a student to judge himself, whether he would be able to adjust in the environment or not.

The organisation study about “BAJAJ AUTO LIMITED” has given me the opportunity to gain valuable industry related experience that would allow me to expand my career options. The skills and knowledge I gained was quite vast. The guidance, support, feedback, useful suggestions and advanced insights about my subject which was provided by my project guide helped me to successfully complete this Organisational Study.

It has given wide way of studying about the AUTO industry in India. With its aspects of running successfully over the many years. It is magnificent experience to be with very much informative in knowing about the organisational environment.


The organisational study definitely broadened my mind. Had a great learning from the environment of “BAJAJ AUTO LIMITED”

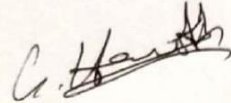
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WEEKLY PROGRESS REPORT

Student Name	Mr.Hemanth G
USN	1CR19MBA32
Title of the Study	An Organisation Study on BAJAJ AUTO LIMITED
Organization	BAJAJ AUTO LIMITED
WEEK-1	
Duration (Start date - End date)	6.8.2020 - 12.8.2020
Chapter s covered	Chapter 1 and Chapter 2
Descriptions of activities performed during the week	Introduction to organization, Industry profile and company profile
WEEK-2	
Duration (Start date - End date)	13.8.2020 - 18.8.2020
Chapter s covered	Chapter 3
Descriptions of activities performed during the week	McKensy's 7S framework, Porter's Five Force Model.
WEEK-3	
Duration (Start date - End date)	19.8.2020 - 26.8.2020
Chapter s covered	Chapter 4 and Chapter 5
Descriptions of activities performed during the week	SWOT Analysis and analysis of financial statements
WEEK-4	
Duration (Start date - End date)	27.8.2020 - 30.8.2020
Chapter s covered	Chapter 6
Descriptions of activities performed during the week	Learning experience and Bibliography


Signature of the Guide


Signature of the Student