

M/s. Sunit Enterprises

SUMMER INTERNSHIP



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DECLARATION

I, the student of M.B.A. Part I of Goa Business School, Goa University, hereby declare that the internship project entitled “**Summer internship report on Sunit Enterprises**” has been prepared by me towards partial fulfillment of the degree of Master of Business Administration under the guidance of my faculty guide Ms. Priyanka U. Naik. This project is neither in full nor in part has previously formed the basis for the award of any other degree of either this University or any other University.

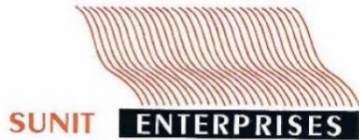
Date: 8th July 2022

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CERTIFICATE



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CERTIFICATE OF COMPLETION

8th JULY 2022

This is to certify that **Ms. Apexsha R Bandekar** daughter of

Shri.Rajendra Bandekar, student of **MBA Program in Goa Business**

School, Goa University has successfully completed the eight weeks

Internship training course from 16th May 2022 till 8th July 2022 at

M/s.SUNIT ENTERPRISES, Sancoale Industrial Estate, Zuarinagar Goa

Mfg of Wind Powered Roof Ventilators.

During this period she was involved in studying the various departments,

however She was sincere and hard working in her training process. We wish

her all the success in her future career.

Respectfully.

For
Sunit Enterprises

Simant Sansgiri
Authorised Signatory

ACKNOWLEDGEMENT

Firstly, I want to thank the owner of Sunit Enterprises Mr.Subodh Dalvi and Factory head Mr.Simant Sanzgiri for giving me an opportunity to work at their company. I am also grateful to the staff of Sunit Enterprises for guiding and training me throughout the internship period.

I express my sincere gratitude to my mentor Professor Priyanka Naik at Goa Business school for guiding me at every step.

My special thanks to my institution Goa Business School (Goa University) for giving me this opportunity to undergo this internship. This experience will definitely be helpful for my future.

Name: Apexsha Bandekar

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1.Executive summary

This report contains information regarding Sunit enterprises which is a company that is into manufacturing of Turbo Ventilators. Their main office is situated at Mahim, Mumbai and manufacturing of the turbo ventilator takes place at their factory in Sancoale industrial Estate, Zuarinagar. Their sister concern companies are M/s Kamatech Engineers and Consultants and M/s Geekay Enterprises.

This report includes information regarding the product of the company that is Wind Powered Turbo Ventilators the report also contains information on how the different departments function in the company. The report contains SWOT, VRIN, PESTEL analysis and porters five forces analysis. It mentions different things that I had an opportunity to learn as an intern at Sunit Enterprises.

The information (Data) in the report has been collected through interviewing employees and workers in the company and observing activities during my internship at Sunit Enterprises.

Some information has been taken from the internet to have a better understanding of certain topics like the comparing prices of different companies which are into manufacturing wind powered ventilators to that of Sunit Enterprises.

The report contains work done at the company in different departments and the learnings derived.

2. SUNIT ENTERPRISES

Established in 1997, Sunit Enterprises is engaged in manufacturing and exporting of wind powered turbo ventilators, the “HORNE” brand Roof ventilators are manufactured using appropriate quality of raw material and in compliance with international standards. Therefore, these ventilators are widely appreciated for weather resistance, zero maintenance, and rugged construction.

Design is unique which gives 100% rain water protection at any wind speed and maximum performance which no other manufacturer can match. Under the visionary guidance of Mr. Subodh Dalvi, the organization is achieving higher strides of growth in the industry.

Their major clients who avail the services and product are as follows :-

Hindustan Unilever Ltd
Parle Industries Ltd
Vardhman Textiles Ltd, Bhopal
Century Pulp and paper mills, Lalkua
Bombay Dyeing and Mfg, Pune
BHEL, Bhopal
IFB Ltd, Goa
Viraj Steels Ltd.
Nicholas Piramal Ltd.
Crompton Greaves, Goa
Minda Industries Ltd.

Sunit Enterprises also exports its products to African Countries and Middle East Countries.

The company believes easy payment options, Timely shipment, huge distribution network is responsible for its success.

Good ventilation system is important for all industries so there is safe and healthy environment for the people working there. Ventilation means removing hot air and providing fresh air it also helps in maintaining required temperature and removes harmful substances from the air like dust, smoke.

Turbo ventilators work on wind energy and therefore is cost-effective. Also, the ventilators are good for the environment as there is no use of power while the ventilator is functioning and it one of the best options to ventilate industries.

Sunit Enterprises Mission

- To provide the best quality wind Ventilators to the customers.
- To provide good service to its customers.

Sunit Enterprises Vision

- To provide their services and product to more customers.
- Reduce the cost of production without compromising with the quality of the product.

Product:- Horne Turbo Ventilators

Working principle

This wind powered Turbo Ventilators are used for exhausting they process heat that is developed in the industrial shed or residential premises. The hot air generated in the shed may be natural or the result of heat producing equipment. The hot air being lighter than the normal air has always a tendency to rise upwards and get accumulated in the upward region of the shed if it is not exhausted through an opening in the roof which is normally not provided. The specially designed turbo ventilators will exhaust all the hot air that gets generated in the shed. The hot air that is exhausted through the geo dynamically designed fins of the turbo Ventilators makes it rotate by creating a further thrust/ vacuum in the shed there by creating room for fresh air to enter the shed through the windows provided.

Construction

Turbo Ventilators are manufactured out of special grade aluminum AA 1100. The Roto Head unit revolves on special anti-fiction Teflon impregnated Ball bearing mounted on stainless steel shaft making it free floating and creating the least resistance.

Installation

These Turbo Ventilators are mounted on the edge of the sloping roof with a 3- piece set up. The aluminum Base which is bolted on the previously cut roof opening to the standard size of the ventilator. On this base an aluminum fabricated Ducting is screwed and over this the Roto head unit that is the turbo ventilator is fixed, the entire system is the made leak proof by providing an additional flashing that covers the ridge and the base of the ventilator assembly.



3. INDUSTRY ANALYSIS

3.1 Porter's Five Forces

Porter's five forces is a method which is developed for determining and evaluating the competitive strength and position of an organization. According to this theory there are five forces that determine the competitive intensity in the market. The five forces mentioned help the organization to determine the prices that can be charged for the product or service, the cost that can be incurred by the organization, to compete in the market.



Competitive Rivalry

In an industry where rivalry is extreme, companies attract customers by aggressively cutting prices and begin high impact marketing campaigns. On the other hand, where competitive rivalry is

minimal and no one else is doing what you are doing, you'll have competitive power and healthy profits.

Competitive Rivalry is high

There are many manufactures of turbo ventilators in the industry so there the company faces high level of competition. There are lot of players in the market who offer wind ventilators at an affordable price as compared to Sunit enterprises. Also, Sunit Enterprises does not do enough marketing and has not been able to reduce the cost of production. As the cost of production is high the company sells the product at a high price. Where as there are other companies which sell the ventilators at an affordable price.

Bargaining Power of supplier

Bargaining power of Supplier is determined by how easy it is for the supplier to increase their prices and how unique is the product or services that they provide, how many potential suppliers does the company have, and how expensive will it be for the organization to switch to another supplier. The more suppliers the company has to choose from the easier it will be to switch to cheaper alternatives. But if there are fewer suppliers the company will have reply upon them and they hold a stronger position.

Bargaining Power of supplier is low

Bargaining power of supplier is low there are a lot of suppliers of raw materials. the company also asks for quotations before placing the order for before raw material so that it can get the raw material at best prices. The company prefers those suppliers who give a longer credit period.

Bargaining Power of Customer

Customers have power if the number of buyers is low compared to the number of sellers in the industry and its easy for the customer to switch.

Bargaining Power of Customer is moderate

bargaining power of customers is moderate as the customers can compare the prices with the other companies and choose to buy from the company which is providing ventilators at a cheaper price

as compared to sunit enterprises. If the customers have liked the quality provided by sunit enterprise and give more preference to quality over price they will choose to continue with the company. Also the company exports its product to other countries like Africa, where the company claims to have a major share in the market.

Threat of new entrants

This force talks about how easy or difficult it is for new competitors to enter the market. The easier it is for new competitors to gain entry, the greater the risk established business's market share being depleted.

Threat of new entrants is moderate

Threat of new players coming into the market is moderate as mentioned earlier the capital required to start manufacturing turbo ventilators is less also the process of making ventilators is easy to learn for a new comer and if they have a good number of workers. But as there are already a lot of companies into manufacturing ventilators, that means there is already a lot of competition going on due to this new companies may not enter the market.

Threat of substitutes

This force talks about how easy it is for customers to switch from a business's product or service to that of the competitor. Threat of substitutes can be high when the competitors offer products or services with the same benefits at a lower price. Even change in customer taste or preference can be a factor to opt for a substitute by the customer.

Threat of substitutes is high

Threat of substitutes is high as the customers can easily switch to other options. The ventilators offered by the company are of extremely good quality because of which the cost of the ventilator is quite high as compared to other ventilator in the market. The company wants to reduce the cost of production in the future. Also, as the company manufactures one design of ventilators. There are customers in the market who are looking for more design options.

3.2 PESTEL ANALYSIS

PESTEL analysis studies the external factors which are Political, Economic, Social, Technological, Legal and Environmental that influence an organization. It can be used in different scenarios and can guide professionals and senior managers in strategic decision making.

Political Factors

Political factors relate to government control and influences over economy or industry. Government factors maybe legislations or economic policies.

If the company is into exporting its ventilators the government of the home country must have policies that encourage the business of the company with rest of the world. If the home country government is not in good terms with the country where the goods are being exported (sold) it will affect the business.

Economic factors

Economic factors have a direct impact on the economy and its performance, which also impacts the organization and its profitability.

If there a change exchange rates it can affect the business of the company if the company exports goods. Fluctuations in exchange rates can affect the profit of the company.

If there are more workers available than the required number of workers than industries can hire them at a low wage rate. This will help the company to reduce cost.

Sunit Enterprises also generates around 20% of its revenue through international sales. The company only accepts international orders when the order is placed for 100 ventilators or more since if the quantity is below 100 it is not profitable for the company.

Social factors

Social factors can help the company to understand customer needs and wants in a social setting, factors include cultural trends, religious values, age ranges of population.

Change in customer preference, customers who need wind roof ventilators for their homes demand new designs.

The outbreak of COVID-19 in 2020 led to shutting down of many industries. Also, since no industries were operating there was very less demand for product. Due to COVID-19 many workers had to return back to their home and it took a long time for them to return to work which also led to shortage of workers which affected the productivity.

Technological Factors

Technological innovation and development could affect the market or industry

Innovation is required in every industry. Technological upgradation is required, if new technology is not adopted by the company there is possibility that the demand for their product may reduce and also it can affect the productivity of the company, which may result in less profit.

Environmental Factors

Environmental Factors are the ones that are influenced by the surrounding environment and impact of ecological aspects. These factors include waste disposal, dealing with hazardous items, use of energy. The companies should also see that materials and processes used for manufacturing are safe.

The commonly used materials for manufacturing ventilators are aluminum and steel, both of them can be recycled. Aluminum uses less energy to recycle.

The wind ventilators manufactured by the company are environment friendly as they do not require power to operate the function of wind energy. The company manufactures such ventilators that are capable of functioning in any kind of environment.

The company also has to see that the waste that the company produces needs to be disposed properly.

Legal factor

An organization must follow the rules and regulations of the country where they are operating. The organization should be knowing about the changes in the rules and regulations which may affect the business of the organization. Some examples are environmental laws, safety of workers while working at the factory, company law.

The manufacturing process requires the use of different tools and machinery and the workers use the different tools and machinery during the manufacturing process. The companies have to make sure that they have made provisions for safety of workers. They should check that the machinery and tools are in good condition and safe for use. The companies also need to have provisions like insurance for emergency use.

Every country has different laws since sunit enterprises also exports its products outside India and therefore need to comply with all the rules and regulations of the foreign countries.

4.COMPANY ANALYSIS

4.1 VRIN (Valuable, Rare, Inimitable, Non-substitutable)

The VRIN framework is a strategic planning tool designed to help companies uncover and protect the resources and capabilities that give them a long-term competitive advantage.

Valuable

Resources must be valuable. Resources are valuable only when they enable the firm to have a competitive sustainable advantage. Resources should help enable strategies, exploit opportunities or reduce threats.

Sunit Enterprises;- claims that they have achieved a milestone in the production of ROTO. That their aluminum ROTO in any size will rotate with the blow of air from the mouth and hence they

claim that with HORNE ROTO ventilation is possible without wind. According to sunit enterprises no other manufacturer is able to claim so far and their specifications are considered as benchmark in the industry. “Horne” has reputation in the international market as best performance and lightest in weight. Well-built base provides good inertia and capacity to withstand. “Ball Bearing design is superior most among the entire roof Ventilators in the world. lightest breeze or difference in temperature “Horne roto” will start its rotation they claim that in identical conditions the other brand ventilators take longer time to start. Therefore, the process of manufacturing and design of horne roto are valuable resources for the company.

Rare

The resources have to be rare. A resource is considered rare if only a few companies are capable of acquiring it. If most of the companies in the market are capable of getting access to a valuable resource then every company will use that particular resource in the same manner. As the result no company can get a competitive advantage over other.

Sunit Enterprises:- The company has good employees (at the head office in Mumbai) who have been working with the company for many years.the company to has a good distribution network in India, and if the competitors want to create a strong distribution network it will take them some time. Creating this strong distribution network was possible because of the loyalty of the people working with the company for many years.

Inimitable

Resources are said to be inimitable if they are very expensive to get access or is protected by legal means like patent.

Sunit Enterprises;-The company claims to have protected the Horne Roto design by means of patent.

Non-Substitutable

This means that the resources available with the company cannot be substituted for other.

Sunit Enterprises :- the Loyal employees who have been working with the company for many years. In today's competitive world it is difficult to retain employees, if any employees is getting a better pay and facilities in a rival company they may not able to resist to join them.

An inimitable, Valuable and Rare resources enable the organization to engage in activities or strategies that other organizations cannot do. These resources will give the organization a first mover advantage. The competitors in the market will always try to get access to these resources, and therefore the resources which are very expensive or cannot be substituted are more valuable to any organization.

4.2 SWOT (Strength, Weakness, Opportunity, Threats)

Strength

Strength is an internal factor. These includes areas in which the company performs well and gives a competitive advantage to the company over competitors. For example, Loyal employees, goodwill of the company, access to resources.

Sunit Enterprises :- Sunit Enterprises claims to be the only company in Goa which manufacturers all components of the turbo ventilators and assembles it whereas the other companies situated in Goa outsource the parts and only assembly work is done in Goa. Because of this it saves funds of the company which other companies spend by outsourcing parts. This also helps the company to fulfill urgent orders.

Weakness

Weakness is an internal factor. A Weakness can prevent the organization from performing at its best. These are things the company needs to improve and work on. Examples include management, high employee turnover, excessive use of debt as a funding source, poor marketing of the company's products and services.

Sunit Enterprises :- Workers that are required to work at the factory are not permanent. They are hired as per the orders, required to be completed. So, there are times wherein workers are not

available and the work gets delayed. Another weakness is that the company does not involve in a lot of marketing activities because of which it loses many potential customers who are looking for good quality ventilators. The cost of production is high as compared to other ventilator manufacturing companies. The company is only into manufacturing one design of ventilators; therefore, the company loses on customers who are looking for design options.

Opportunities

Opportunities is an external factor. Some situation outside the company or organization that may be positive for the company. In order to take advantage of these opportunities the companies need to pay attention as to what is happening in the market. The company should be capable of identifying the opportunities and use the same for the benefit of the company. If the company takes the right steps, they can lead the market.

Sunit Enterprises :- Wind driven industrial turbo roof ventilators are designed to exhaust hot air and industrial pollutants from the industrial building and sheds, the market for this product is huge as most of the industries require it. Since the company manufactures all the parts of the ventilators in the factory itself and there is no outsourcing of any parts it has good opportunity to increase the number of customers by employing more workers and providing them with required machinery and giving fast delivery of products and fulfilling urgent orders. Right now, the company has a production capacity of 35 units per day. The company can also increase the number of customers by launching good marketing campaigns.

Threat

Like Opportunities Threat is also an external factor and could be anything that can affect the company's business in a negative way for example, if some problem arises in the supply chain, change in needs of the customer. It is therefore necessary that the company should predict any threat that the business might face in the future and be ready with a defense.

Sunit Enterprises :- Since the product is easy to make, there a high possibility of new entrants coming into the market. The machinery required to set up the factory for manufacturing wind ventilators is also not expensive.

5. DEPARTMENTS

Having departments in an organization allows better planning and coordination. Having departments also increases the productivity and efficiency. Sometimes departments in huge companies are given the freedom to take their independent decisions with a view that it will benefit the department and in turn the entire organization.

5.1 Human Resource Department

Human resource departments are an essential part of any organizations. Human resource department is responsible for managing the employee life cycle like recruiting, hiring training and administering employee benefits. Human resource department after hiring and getting the new employees settles into their roles and duties, the department is constantly working to improve the quality of work life by creating implementing programs and policies such as personal and annual leave, day care services and other various incentive opportunities. Their job is to ensure that employees are not finding it hard to come to work.

At Sunit Enterprises the HR manager is responsible for recruiting workers after receiving an order. Company has maintained a list of workers who have been trained to perform activities required for making turbo ventilator. A record of all the workers is maintained in which all the information regarding each worker is noted down. Workers mentioned in the list have previously worked in the company's factory and therefore know how the machines and equipment's are to be used.

The number of workers to be employed depends upon the quantity of the order. Usually new workers are given basic training on first day. Workers who are employed work minimum for a period of one month.

The workers work for 8 hours per day excluding Sunday. They are provided with safety equipment's like gloves, helmet, safety shoes. In case of any accident there is an insurance which is made to cover expenses of the same.

5.2 Procurement and manufacturing department

The company first takes quotation from various suppliers for determining that which supplier is capable of providing the raw materials required at the lowest price. After which the order for raw materials is placed.

Once the raw materials arrive the company starts manufacturing the product all the workers are allotted their duties. Manufacturing capacity of the company is 35 units per day.

The machinery and tools used for the manufacturing process are as follows;-

- 1) Drilling machine
- 2) Air compressor
- 3) Riveting machine
- 4) Hand press component dials machine

Once the all the parts are ready, they are assembled together. Once the ventilators are ready, to maintain the quality a unique test is conducted before packaging of the Roto,

Quality Control: Horne Roto has insured quality of the product and for the last ten years the company has faced no difficulty or given any replacement for reason of quality failure. For fabrication good quality aluminum is used and size specifications are checked periodically. Production chief is well experienced graduate engineer having 18 years of experience in manufacturing and fabrication.

HORNET™ ROOF VENTILATORS.				
Model : OPTIMA 600 (HS 600)				
	Item	MOC	Specification	Logic for specifications

1	ROTO (Rotating Head)	Aluminium	Throat Diameter 24"Φ /600 mm Φ	Most ideal material & economical size for ROTO.
2	Overall Height (w/o base)		380 mm	Height increases the performance.
3	Overall Diameter		680 mm Φ	Diameter increases the performance but has relation to height.
4	Overall Weight (w/o base)		3.50 Kg.	Weight has tremendous impact on performance. Low weight with respect to other dimensions increases the performance.
5	Number of Vanes	Aluminium	34 nos.	fewer number of vanes increases the performance.
6	Vanes (Fins)	Aluminium	Thickness: 0.5 mm	Thinner vane improves the performance.
7	Top plate (Logo Plate)	Aluminium	1.00 mm (T) x 220 mm Φ	Aluminium increases the performance.
8	End plate (Main Plate)	Aluminium	0.71 mm (T) x 402 mm Φ	Lesser diameter of the top plate increases the performance and being aluminium increases performance.
9	Bottom Ring	Aluminium	Thickness: 1.00 mm	Increases life & performance.
10	Internal Supporting round rectangular Bar	Aluminium	12.7 mm Φ X 470 mm L & 25 mm X 3 mm	Increases the performance
11	Bearing housing plate.	Aluminium	90 mm Φ	Increases the performance

12	Rivets	Aluminium	3/16 " Φ x 5 mm (L)	Increases the performance.
13	Shaft	Steel	12.7 Φ mm	Steel provides longevity & improves performance
14	Ball Bearing at Top & Bottom 6001 ZZ	Steel	Both side concealed	Good quality bearing increase the performance & longevity.
15	Shaft of ROTO when installed in 100 % vertical position gives the best of the life & performance.			
16	Performance is at peak when installed at topmost position of the roof.			

5.3 Finance Department

The company's finance department has a vital role to play it guides the management in making financial decisions. It has the duty to plan the budget of the company for a financial year. It collects all the necessary information which is required to make critical decisions such as expansion, investing in a new asset. The department is required to maintain all the books of accounts.

At Sunit Enterprises the accountant maintains the necessary books of accounts and makes suggestions to the proprietor regarding the funds of the company. According to which the proprietor can take decisions regarding raw materials procurement, payment of wages to workers, investing into a new equipment.

Sunit Enterprises approximately sells around 2000 ventilators per year. The cost of production is coming to around 5000/- each ventilator and is sold at 7000/- (note these are not exact figures). When the company receives an international order certain expenses are paid by the customer.

5.4 Marketing

The marketing department is responsible for identifying, forecasting and satisfying customer needs and wants profitably. The end goal is to make more profit fostering long term relationship is also another task. The marketing department is at the fore front because it directly interacts with the consumers and determines the success or failure of the company.

Sunit Enterprises has listed its product on platforms like indiamart.com (is an Indian e-commerce company that provides B2B, connecting buyers with suppliers) this platform allows the customers to send an enquiry and get an immediate response. Also, this platform is absolutely free and the sellers do not have to incur any expenses. Here in the company has given information regarding the product and the buyers of the product can also leave a review and give rating to the company. JustDial.com (local search engine that provides local search related services to users across India through multiple platforms. The company claims to have attracted more customers through word of mouth.

50% of the customers have returned to Sunit enterprises because of the quality and customer service provided by the company.

The company also has a website however it needs to be updated.

6. LEARNING

During my internship at Sunit Enterprises, the first two weeks I got an opportunity to work in the assembly department. I was also allotted assembly work and they gave me information that AA 1100 aluminum is used for production of ventilators. I got an opportunity to learn about the construction and installation process. I was told about product specifications and the importance of measurements of different parts of the ventilator.

Working in the manufacturing and procurement department gave me an idea as to how quotations are invited and the process of negotiation takes place after the company decides to place an order with the with a particular supplier. While selecting a supplier to provide the company with raw materials it is not only important to look at the cost of the raw materials but also how much time

is required by the supplier to transport the same to the factory location. Also factors like GST have to be taken into account. Some suppliers give a long Credit period which is good for the company. One good practice the company follows is that they never decline any order they full filled even the smallest order.

After which I was given work in the Human Resource department to create a new list of workers and enter all the information in the computer.

I was also given an opportunity to send emails to potential customers who were willing to know about the pricing, delivery time and other policies of the company. while working on these emails enabled me to understand how the company decides and negotiates on the date to delivery to the customer, how it manages the transportation expenses.

Recommendation

Sunit Enterprises provides extremely good quality ventilator but there is no much efforts taken for marketing the product. They rely on the loyalty of their customers. Even the company website is not updated. In my opinion this would result in losing valuable customers because if the company website is not updated and not taken care of there is possibility that customers may try to look for company details on platforms likes indiamart.com where along with Sunit enterprises other companies are also listed which may divert the attention of the customer to other companies.

In my opinion the company should have all the necessary document stored in the computer or hard disc, at Sunit Enterprises I observed that not all necessary document were entered into the computer they still maintain a hard copy. Some of the important documents were entered into the computer by me during the course of my internship.

Conclusion

When it comes to the employment of workers, they are not permanent which is a major drawback. The company only has two permanent workers. As mentioned earlier they have a list of workers who do not have a permanent job and are called to the factory when an order is placed with the company. During my internship the company had received an urgent order but as the temporary

workers were not available the work got delayed by two days. In my opinion company should try to employ more workers and can negotiate with regards to the salary payable.

My Experience working at Sunit Enterprises was nice, the staff would answer all the question and also gave me information regarding the different parts of the ventilator during the manufacturing process. The company also gave me an opportunity to examine the quotation this was something new for me.

References

- Company website
- Company documents
- Indiamart.com