



SUMMER INTERNSHIP REPORT

May-July 2022

MASTER OF BUSINESS ADMINISTRATION (MBA)-PART I

BATCH 2021-23

FUNSKOOL INDIA LTD, CORLIM, GOA.

Submitted By

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Roll No:2140

Submitted To

Goa Business School, Goa University

Under the guidance of

Prof. M.S Dayanand

13/07/2022

DECLARATION

I, Eden.S. Marques, Roll No 2140 hereby declare that the presented summer internship report titled “Overview of Departments” is uniquely prepared by me after the completion of two months’ work at Funskool India Limited, Corlim-Goa.

I also confirm that the report is only prepared towards partial fulfilment of the requirement for the award of the Master of Business Administration (MBA) Degree under the guidance of Professor M.S Dayanand and also declare that this internship report is my original work and has not been previously submitted for the award of any Degree or similar titles.

Eden Shanaiya Marques

Roll No:2140

MBA PART-I

Department of Management Studies

Goa Business School, Goa University

Place: Corlim, Goa

Date: 13/07/2022

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ACKNOWLEDGEMENT

This dissertation would not have been possible without the guidance and the help of several individuals who in one way or another contributed and extended their valuable assistance in the preparation and completion of this study.

I would like to express my gratitude to Goa Business School, Goa University for including the internship program as a ten-credit course which has provided an opportunity to gain practical working experience in the organization. My sincere gratitude to Mr. Mahadev Mane, Human Resource & Administration Manager for giving me a chance to do my internship at Funskool India Limited.

I am thankful to Mrs. Ritiya Gaonkar – Human Resource Officer and Mr. Abinav Joshi – Human Resource Officer for devoting time from their busy schedule and explaining how work is being done in various departments and assigning me various tasks during these 8 weeks of the internship period.

I would also like to extend special thanks to the entire staff for their full co-operation, guidance, and support during my internship.

Lastly, I would like to thank Professor M.S. Dayanand, Dean, and Professor Nilesh Borde, Program Coordinator of Goa Business School for their valuable Instructions and Guidance during the Internship program.

INTERNSHIP CERTIFICATE

FUNSKOOL

Ref:FSIL/IC/001

12th July 2022

TO WHOMSOEVER IT MAY CONCERN

This is to certify that Ms. Eden Shanya Marques, student of FY of Master of Business Administration at Goa Business School, Goa University has undergone an internship with us from 16th May 2022 till 8th of July as a part of her course.

During the period of her training we found her to be sincere and hard working.

We wish her all the very best for her future endeavours.

With best Regards,

**FUNSKOOL (INDIA) LTD
GOA Unit**



MANAGER HUMAN RESOURCES

FUNSKOOL (INDIA) LIMITED

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EXECUTIVE SUMMARY

The report is focused on a summer internship project that covered a two-month study at Funkskool India Limited, a Corlim-based Toy manufacturing company.

The summer internship plays a significant role during the first year of the MBA program. We as students gain first-hand knowledge of how various departments in the organization operate, and it helps us connect the concepts we study to how they are used in various departments in the workplace.

Understanding the company or how it functions was the major goal of my training at Funkskool in order to expose myself to the business world as much as possible, to put the theoretical information acquired during the MBA course into practice while comprehending the scope, responsibilities, and tasks of various departments inside this firm.

This report will explain a special project the firm gave me on 'Canteen Management' at Funkskool, where I had to use financial concepts and come up with suggestions and recommendations for cost per item served. Therefore, this project provided me with a chance to learn more and advance in the company.

The logo for Funkskool, featuring the word "FUNSKOOL" in a bold, white, sans-serif font with a registered trademark symbol (®) to the right. The text is set against a light pink, rounded rectangular background.

PROFILE OF THE COMPANY



Company Name: Funkskool (India) Ltd.

Business Address: GW5Q+33, Carambolim, Corlim, Goa 403110

Company Email: gmooffice@goa.funkskool.co.in

Homepage: <https://www.funkskoolindia.com>

Total No of Employees: 492

→ Staff: 71

→ Permanent workers: 84

→ Contractual: 337

Funkskool (India) Ltd. is an Indian toy manufacturing company, founded in 1987 with headquarters in Chennai, Tamil Nadu. Apart from its brands, the company also manufactures and distributes products in the Indian market under license from foreign toy brands including Hasbro, Disney, Warner Bros., Takara Tomy, and Ravensburger.

Funkskool was established in 1987 as a joint venture by MRF Ltd. and American toy manufacturer Hasbro, Inc. The company began commercial operations the following year. Funkskool manufactures all its products (including licensed products) at manufacturing facilities in Ranipet, near Chennai, and in Goa. Funkskool opened its third manufacturing at Ranipet on 20th March 2019, which is dedicated to handling exports.

The company's main competitors in the Indian market are Mattel and FisherPrice. In 2014, Funkskool surpassed Mattel to become the market leader in the mid to premium range of the Indian toy market.

Funskool products are currently exported to Africa, Bangladesh, Bhutan, Europe, the Gulf Cooperation Council countries, Maldives, Nepal, Sri Lanka, and the United States. Funskool customers are Habro, Spin master, Flar, Haurikent, Adoplay, Melissa Dough etc.

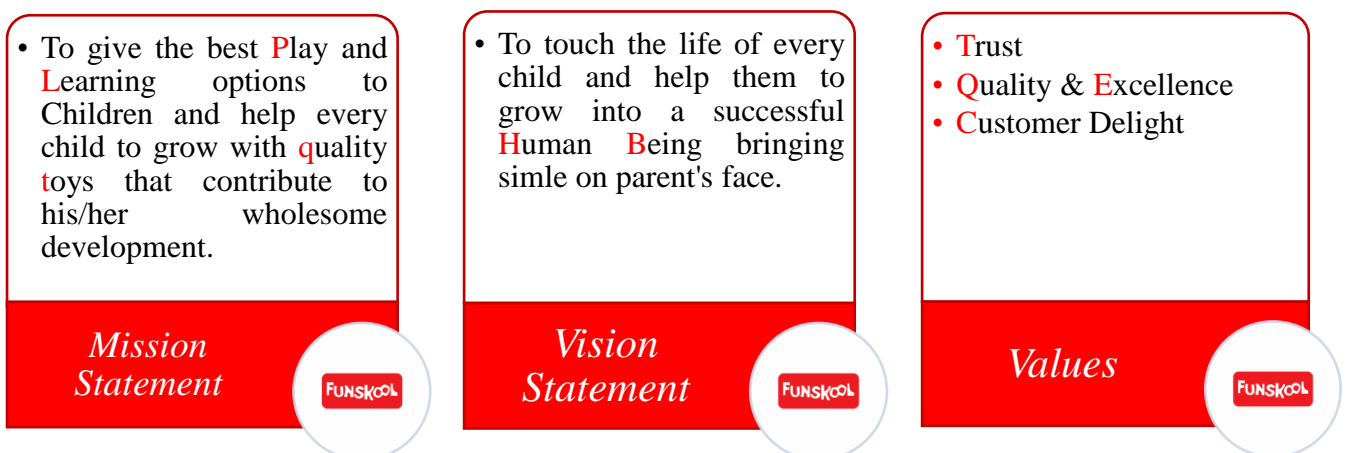
Funskool opened a Lego store in Chennai in 2013. Following the success of the venture, the company opened the first Funskool store in Coimbatore in March 2014. By September 2015, the company had opened one store each in eight cities across the country. Most Funskool stores are operated by franchisees. As of February 2021, there are 18 Funskool stores nationwide.

Having commenced its commercial operations in the year 1988, the company has a state-of-the-art manufacturing facility in Goa, located in a sprawling area of 80,000 sq. ft., and a second factory at Ranipet (50,000 sq. ft.). Funskool has been pioneering the concepts of quality and safety in toys and has been instrumental in raising the quality standards of toys in the Indian Market.

Funskool's mission is to influence parents to spend on toys that enable every child to grow with quality toys that contribute to his/ her wholesome development. The company has one of the largest ranges of toys in India.

As part of the reputed MRF Group, Funskool has imbibed the core values of trust, quality, and customer delight from its parent company. Funskool upholds it through its operations, setting high standards for itself and competition in the toy industry. It has also spurred the company to uphold the highest standards of quality and excellence while offering the most exciting brands that facilitate entertainment for both children and the entire family.

The Indian toys industry will continue to see revolutionary changes and Funskool will continue to be at the forefront of this dynamic environment, offering the best learning and entertainment options to children in this world.



→ **CSR (Corporate Social Responsibility)**-Funskool gives donations to schools across Goa as part of their CSR activity.

BRANDS & CERTIFICATIONS OF FUNSKOOL



PRODUCTS



Figure 1: Age group of 0-12 months



Figure 2: Age group of 3-5 years

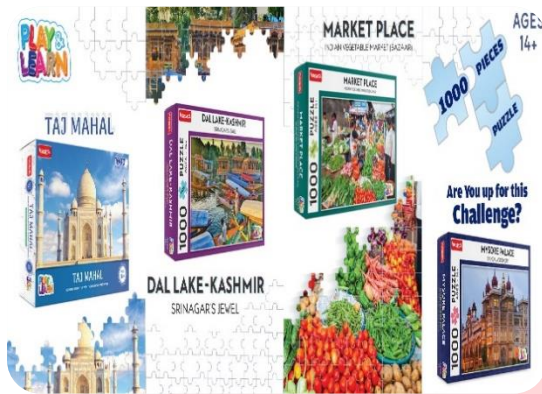


Figure 3: Age group of 8-14 years



Figure 4: Age group of 5-8 years

COMPETITORS

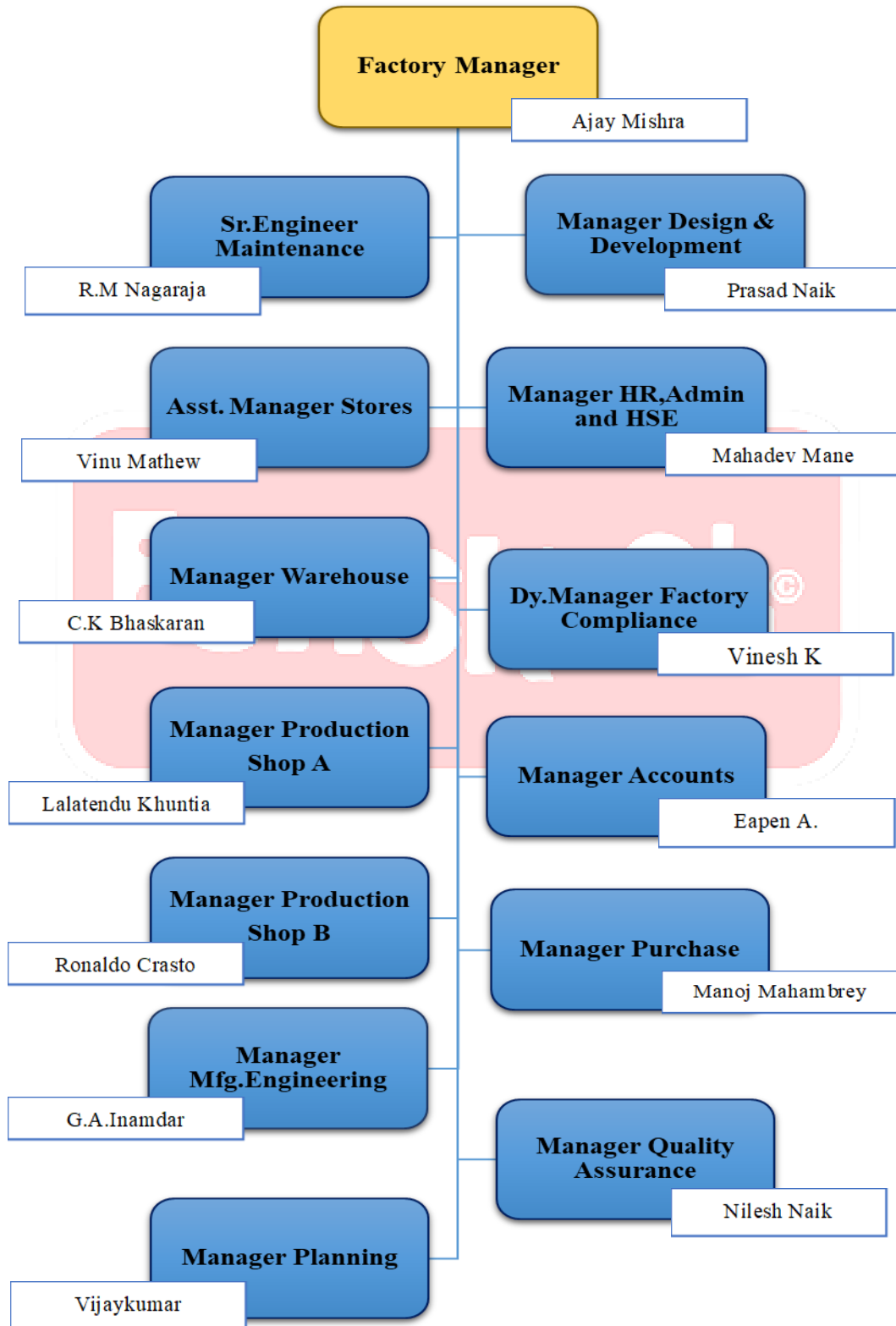


Figure 5: Mattel, Inc



Figure 6: Fisher-Price

ORGANIZATIONAL CHART OF FUNSKOOL, CORLIM



INDUSTRY ANALYSIS- PORTER'S FIVE FORCE ANALYSIS



1. Threat of new entrants: Low to Moderate

Toy industries are considered to be having low to moderate risk of new entrants due to several factors, such as:

- The regulations to enter the entertainment and toy industry are moderate.
- Several new players enter the market with newer innovated products and market them strongly to attract the customer. Still, due to the lower volumes in the start, they take longer to make a loyal customer base and be profitable
- It requires a greater chunk of financial resources to set up manufacturing units and scale the industry for profitability.

2. Bargaining Power of Suppliers: Low

The suppliers' bargaining power can be considered Low. Two elements that affect the suppliers' bargaining power are:

- The suppliers in the Toy manufacturing industries are mainly paper and plastics. The product of the supplier is not differentiated, and there are numerous suppliers in the market.
- Therefore, the manufacturers in Toy Industry can spread the supplies across a number of suppliers and can negotiate for the best prices.
- As the companies buy in bulk due to its worldwide presence and strong brand portfolios, it can get access to raw materials at a cheaper cost than the market, and suppliers would be happy to trade due to volume margins and stability of trade.

3. Bargaining Power of Customers: High

The buyers' bargaining power remains high. The following elements influence bargaining power:

- Customers in this type of industry are Variety seeking and ready to experiment, thereby increasing their bargaining power.
- Due to the larger no of options and competitive price, the switching cost of customers is high, and they can frequently change companies based on the latest and most interesting stuff offered.

4. Threat of substitutes: High

The threat for substitutes continues to be high and in the long run changes with the demand. The key factors impacting the substitutes are:

- The threat to the toy and entertainment industry mainly consists of the online gaming industry.
- The OTT platforms act as a substitute, and players like Netflix, Disney+, and Amazon are becoming another source of entertainment.
- Another substitute can be outdoor play and sports which are becoming a feature of parenting to keep their child fit.

5. Competitive Rivalry: High

The industrial rivals in the toy industry are high, and have more potential to increase, main reason beyond the high rivals is:

- Competition in the industry (Toy and entertainment) is intense, and strong global players are catering to the same profile of customers.
- These companies come with a unique set of offers and cost differentiation to lure the customer and fight for the market share.
- Domestic players give a tough fight to the international players by customizing according to the regional needs and taking a chunk of the customers.

INDUSTRY ANALYSIS-PESTEL ANALYSIS

1. Political Factors.

Political factors play a significant role in determining the factors that can impact Funkskool's long-term profitability in a certain country or market. Funkskool exports to more than five countries and exposes itself to different types of political environment and political system risks. Changing global trade policies and tax regulations have a significant impact on the operations of Funkskool. Funkskool ships out its goods to the US, Africa, Europe, Gulf countries, and more. Thus, the operations are subject to changes in trade policies in these countries. Trade protection measures such as import or export restrictions and requirements, the imposition of burdensome tariffs and quotas, or revocation or material modification of trade agreements are some of the parameters which will affect the operations. Funkskool also depends on the procurement of raw materials from their suppliers located in different countries. The fluctuating prices of raw materials will have a significant impact on toy prices as well.

2. Economic Factors

The Macro environment factors such as – inflation rate, savings rate, interest rate, foreign exchange rate, and economic cycle determine the aggregate demand and aggregate investment in an economy. Exchange rates & stability of host country currency. Since Funkskool is into exporting toys these operations can be greatly affected by exchange rates. Changing exchange rates might affect how the company has to pay its international supplier which can affect the profit margin. Economic recession is another factor affecting the toy industry. Since the company operates in more than four different countries and also sources their raw materials from various places, they are at the risk of vendors making late payments or if their customers go out of business their payment may be delayed even more. Interest rates might also increase. The COVID-19 recession affected this industry initially due to supply chain disruption but recently the company is keeping pace.

3. Social Factors

Society's culture and way of doing things impact the culture of an organization. The influence of culture on the operation of the toy industry builds its corporate culture especially when they export to more than five countries. They have to adapt their production, marketing, and sales activities depending on the culture of the given country. Language is another factor they need to consider especially when they are operating in foreign countries. Toy manufacturing companies must make it a compulsion for their employees at the Parent company dealing with other countries to know the basics of the host country to facilitate a

healthy relationship and boost their strategic goals. In many countries around the world, religion plays a significant role in building the company's culture. Companies should be aware of the various religious holidays in each country they operate. Different countries have different working days and working hours so it's important for any toy industry to adapt to this.

4. Technological Factors

Our world grew virtual during the past 10 years, which compelled the toy sector to change. Now, we have websites where we can read books online, play card games, do crossword puzzles, and even traditional board games like "Risk" have online versions. Any toy industry's fundamental skill is technology. By creating processes with fewer stages, boosting manufacturing capacity, lowering reaction times, or removing production bottlenecks in the toy sector, technology must also continue to improve the efficiency of the process for existing items. In order to accelerate time-to-market and create value for the client, the technology must optimize route design, process development, validation and scale-up

5.Environmental Factors

Different environmental and liability rules apply in every country. Numerous environmental factors have an impact on how the toy business operates in a country. Companies must make sure they adhere to all necessary procedures for waste treatment and the necessity to lower energy consumption for both production and finished goods. The business must ensure that they adhere to all applicable ISO standards. Because toys are made largely of plastic, the toy sector must also ensure that the Quality, Health, Safety, and Environment (QHSE) Policy is followed. The factory compliance departments should be in charge of these procedures and regulations and make sure that the necessary systems are in place. prior to beginning or expanding into new markets

6. Legal Factors

Consumer Protection Law: Every business entity needs to follow all laws and regulations with respect to their customers. Every country has its own laws and it's important for the Toy industry to make sure they know and follow all laws in the countries they operate.

Employees protection Law: Different countries' governments have passed laws to protect the interest of their employees. These laws protect them against unfair discrimination at work.

Health and Safety Law: The company needs to make sure it provides a safe working environment for all its employees by making sure all the machinery is up to date and is not faulty along with a proper fire hydrant system in the Toy industry.

COMPANY ANALYSIS-SWOT ANALYSIS

▪ STRENGTHS

Strengths are Funskool's capabilities and resources that it can leverage to build a sustainable competitive advantage in the marketplace. Strengths come from positive aspects of five key resources & capabilities - physical resources such as land, building, financial resources, activities & processes, past experiences and successes, and human resources.

Strengths in the SWOT Analysis of Funskool:

1. Big brand name in India-Funskool is among the top brands in the toy manufacturing sector.
2. Strong relationship with existing suppliers.
3. Diverse product portfolio.
4. Has successfully tapped the wide Indian customer base.
5. High brand recall with many international brands available
6. Good availability across Indian toy stores

▪ WEAKNESS

Weaknesses are the areas, capabilities, or skills which Funskool lacks. It limits the ability of the firm to build a sustainable competitive advantage. Weaknesses come from the lack or absence of five key resources & capabilities - past experiences and successes, financial resources, activities & processes, human resources, and physical resources such as land, and building.

Weaknesses in the SWOT Analysis of Funskool:

1. Product portfolio is mostly limited to figures, board games, and puzzles.
2. Durability of the figures is not very high.

▪ OPPORTUNITIES

Opportunities are macro-environment factors and developments that Funskool can leverage either to consolidate its existing market position or use for further expansion. A brand's opportunities can lie in, product improvements, better communication, etc.

Following are the opportunities in Funskool's SWOT Analysis:

1. Leverage the successful brand of Hasbro.

2. Potential to tap into more franchises.
3. Reaching out by organizing contests on existing franchises.
4. E-Commerce and social media Oriented Business Models.

▪ **THREATS**

Threats are macro-environment factors and developments that can derail the business model of Funskool. Threats can emerge from various factors such as economic growth, political developments & policy changes, changes in consumer preferences, technological innovations, and an increase in consumer disposable income.

The threats in the SWOT Analysis of Funskool are as mentioned:

Nowadays children prefer digital games over board games. Also, outdoor games like Football, Cricket, and other sports have been a trend in today's modern world and therefore Funskool considers the below mentioned as its major threats.

1. Video games
2. Cartoon channels
3. Internet
4. Outdoor games
5. Other similar companies
6. Threats of New Entrants because of reduced costs of toys.

A large, semi-transparent watermark of the Funskool logo is centered in the background. The logo consists of the word "FUNSKOOL" in a bold, white, sans-serif font, with a registered trademark symbol (®) to the upper right of the "L". The text is set against a light pink, rounded rectangular background.

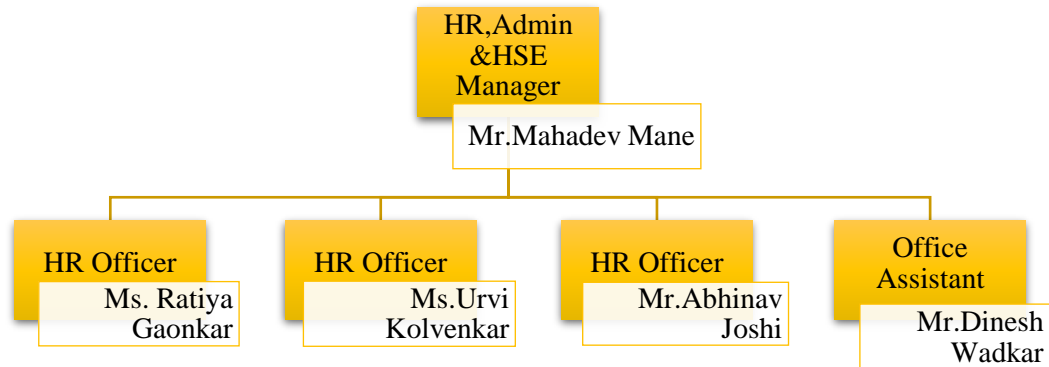
COMPANY ANALYSIS -VRIO/VRIN ANALYSIS

Resources	Value	Rare	Imitation	Organization	Non-Substitutable
Position among Retailers and Wholesalers – Company name retail strategy.	Yes, the firm has a strong relationship with retailers and wholesalers.	Yes, it has dedicated channel partners.	Difficult to imitate though not impossible.	Yes, over the years company has used it successfully.	Sustainable Competitive Advantage.
Ability to Attract Talent in Various Local & Global Markets.	Yes, Funskool strategy is built on successful innovation and localization of products.	Yes, as talent is critical to a firm's growth.	Difficult to imitate.	To a large extent yes,	Providing Strong Competitive Advantage.
Opportunities in the E-Commerce Space using Present IT Capabilities	Yes, the The e-commerce space is rapidly growing and firms can leverage the opportunities.	No, most of the competitors are investing in IT to enter the space.	AI and in-house analytics can be difficult to imitate.	It is just the start for the organization.	In the long run, it can provide a sustainable competitive advantage.
Opportunities for Brand Extensions	Yes, new niches are emerging in the market.	No, as most of the competitors are also targeting those niches.	Yes, can be imitated by competitors.	Brand extensions will require a higher marketing budget.	Temporary Competitive Advantage.
Opportunities in the Adjacent Industries & New Resources Required to Enter those Industries.	Can be valuable as they will create new revenue streams.	Yes, as it will require high switching costs	Can be imitated by competitors.	All the capabilities of the organization are not fully utilized yet	In a long run can provide a sustainable competitive advantage.
Successful Implementation of Digital Strategy.	Yes, without a comprehensive digital strategy it is extremely difficult to compete.	No, as most of the firms are investing in digitalizing operations.	Can be imitated by competitors.	One of the leading players in the industry.	Digital strategy has become critical in the toy industry but it can't provide a sustainable competitive advantage.
Brand Positioning in Comparison to the Competitors.	Funskool is among the top brands in the Toy industry in India.	No, its competitors like Fisher-price and Mattel have similar positioning.	Can be imitated by competitors but it will require a big marketing budget.	Yes, the firm has positioned its brands based on consumer behaviour.	Temporary Competitive Advantage.

Resources	Value	Rare	Imitation	Organization	Non-Substitutable
Marketing Expertise within Funkskool.	Yes, firms are competing based on differentiation in the industry.	No, as most of the competitors also have decent marketing know-how.	Pricing strategies are often matched by competitors.	Yes, the firm is leveraging its in-house expertise.	Temporary Competitive Advantage.
Product Portfolio and Synergy among Various Product Lines.	Yes, it is valuable in the industry given the various segmentations & consumer preferences.	Most of the competitors are trying to enter lucrative segments.	Can be imitated by competitors.	The firm has used it to good effect, details can be found in the case exhibit.	Provide a short-term competitive advantage but requires constant innovation to sustain.

FUNSKOOL®

HUMAN RESOURCE DEPARTMENT



The different functions of Funkskool's Human Resource department include:

1. Recruitment

Recruitment at Funkskool is done of staff-level employees by the Human Resource department.

The types of internal and external recruitment followed are:

- Transfers & Promotions
- Advertising through online portals like LinkedIn and Naukri.com.
- Employee Referrals
- Apprenticeship

Once the candidate is selected after the final round of interviews which is either through offline or online mode, he/she is sent the offer letter. After the offer letter is accepted the department moves forward in sending the appointment letter to the candidate which is signed by the CEO from the head office in Chennai. Hiring and onboarding procedures include verifying employee documents and past companies the employee has worked. Also, police verification is required to be done by the employee joining the company. Preparing the employee joining forms and entering them into the database, and providing the employee with the login id and password once he joins is done by the HR officers.

2. Training and Development

A skill matrix is prepared and a 360-degree appraisal is used for employees. Once the annual assessment is conducted the heads of the department figure out the type of training needed for employees and work on providing the same.

3. Contract Employees

There are five contractors Funkskool has at present. These contractors get in contract laborers on a daily basis depending on the need for production. Salaries of contract employees are sent by the HR department to the contractors on the 7th day of the month.

4. Attendance & Payroll

Monthly punch in and outs are checked of employees and further the payroll processing is done by the HR officer the monthly amount paid to the employees inclusive of the salaries, bonuses, and deductions like ESIC and PF.

5. Administration

The HR department is also in charge of the security and housekeeping department they also look after the welfare of employees working at Funkskool and provide them with amenities like canteens at subsidized rates, changing rooms, transport facilities, etc.

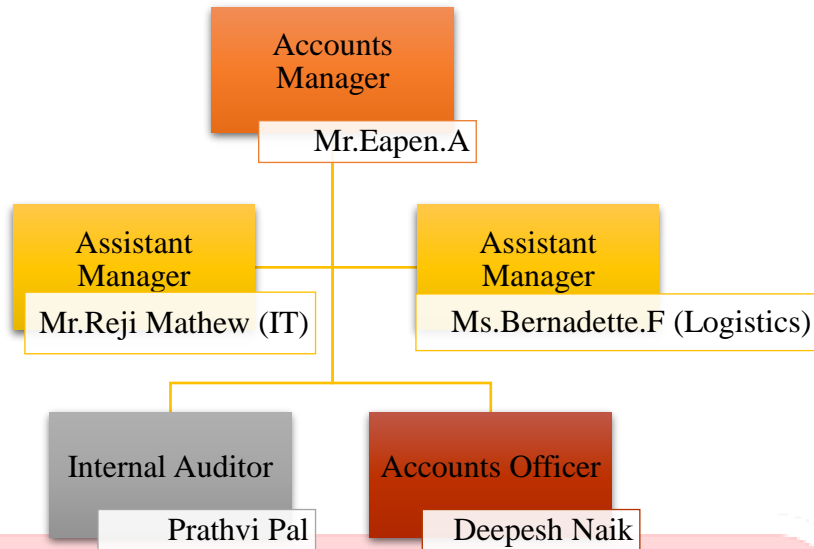
6. Health and Safety

Part of the HR team is responsible for maintaining the health and safety of its employees at the workplace. Personal safety measures that are required when approaching the production department: glares, gloves, mouth masks, safety shoes, and earplugs are compulsory. Other safety measures are the use of fire extinguishers, sprinklers, etc. Also, regular pest control is being done and overseen by the Human Resource department. The staff employees are covered under Mediclaim for spouse and two kids.

7. Other functions of the HR department at Funkskool are:

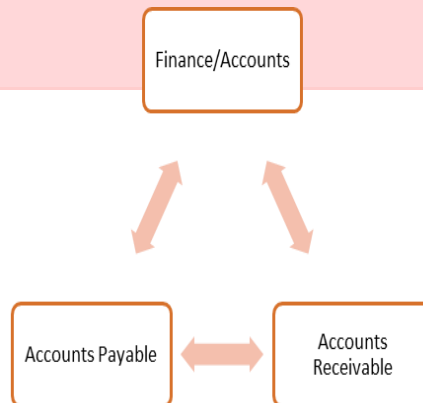


FINANCE/ACCOUNTS



Functions of the Finance/Accounts Department Include:

The accounts department is closely linked with the purchase, stores, and production department for their day-to-day operations. The Finance department uses software known as WINGS. This accounting software systematically improves the way finances are handled in organizations.



1. Bookkeeping and Payables/Receivables

In Funkskool the Accounts Officer tracks all of the transactions in the organization, covering both sales and expenses.

2. Salaries

Transferring timely salary amounts to the HR department for processing the salaries of the employees.

3. Payment of bills

The accounts department is responsible for the payment of bills like the purchase of materials required by the stores. When the raw material enters the security gate a GRN is prepared and a quality check of the incoming materials is conducted by the quality department after which the GRN is sent to the accounts/finance for payment by the same and its entry is made in the Enterprise Resource Planning (ERP) system.

Other payments include the day-to-day maintenance of the plant and machinery, transport and electricity bills payment and other administrative costs, etc.

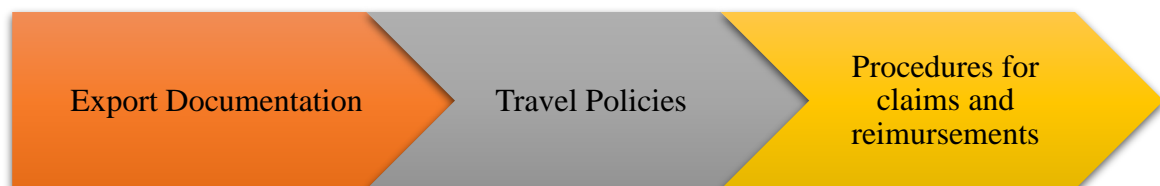
4. Tax and Compliance

The department also ensures tax forms are filed and taxes are paid on time to the government. For example, GST (Goods and Service Tax).

5. Maintaining the books of accounts

Regular internal audits are conducted to check the books of accounts like the Balance sheet and Profit and Loss account.

6. Other Functions of the Finance department are:



INFORMATION TECHNOLOGY

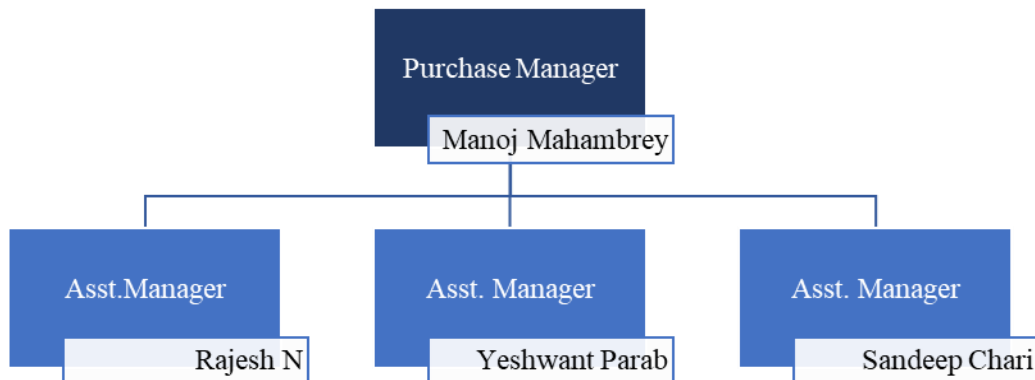
The IT department oversees the installation and maintenance of computer network systems within a company. Its primary function is to ensure that the network runs smoothly.

Functions of the IT department include:



Enterprise Resource Planning (ERP) refers to a business process management software that optimizes the processes of an organization by providing a system of integrated and centralized applications that help manage and automate a wide range of business operations including accounting, human resources, and sales.

PURCHASE



The functions of the Purchase department include:

Three types of purchases are carried out at Funkskool

1. Asset Purchase

Assets purchase includes machinery, equipment, and tools the company requires for its day-to-day operations.

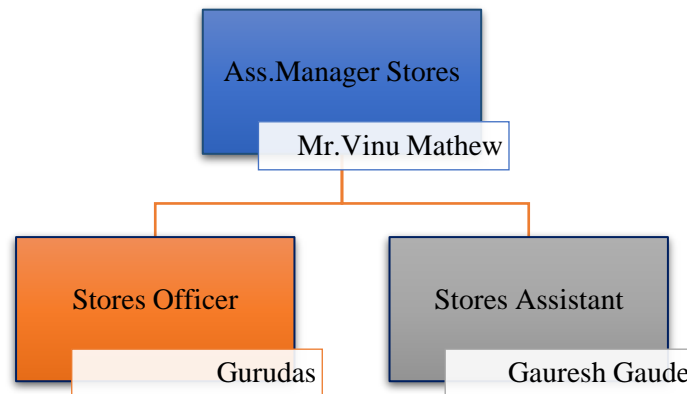
2. Raw Material Purchase

- Once an indent is being put by the stores' department based on the requirement for each toy mentioned in the *Bill of material*, purchase of raw material is done.
- To do this first the suppliers are selected on the basis of raw materials required.
- Then Supplier assessments are been done and the credit payment terms are decided and based on that the agreement is made for the purchase of materials.
- After the raw materials are delivered to the company the company follows a credit period of 30,60 or 90 days depending on the supplier.
- In case it's a monopoly market and there is an urgent need for materials then advance payment is made by the company.

3. Miscellaneous Purchase

Company daily requirements like stationery, pantry items, toiletry items, etc are purchased.

STORES



The functions of the stores department include:

1. Procedure for receiving materials

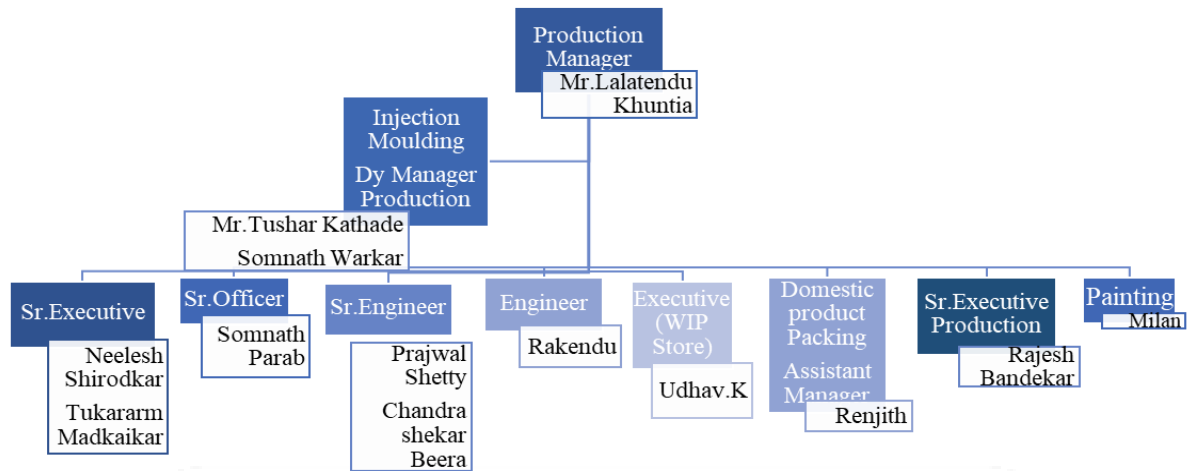
- The incoming material is received along with supplier documents (D.C/Invoice/Bill) at the security gate and the details of the same are uploaded in the security inward register.
- On receipt of material at the store, the initial verification of material/product is done with respect to DC/Invoice. Then the materials received are recorded by the stores' department in the GRIN for raw material, consumable, and subcontracted products.
- After conforming to initial verification, the material is arranged for technical inspection with the QA department/User department along with GRIN.
- After conforming to specified quantity requirements by the QA department/user department, QA personnel puts a Tag indicating the material Name, Code No, GRN No, Date, Process, and Quantity. Accordingly, stocks are updated and material is stored in the designated area.
- If the material does not conform to specified requirements during inspection/usage, the materials either segregated depending on the type of rejection, and the rejected material is stored in the rejection area and sent back to the supplier with a rejection note by indicating the type of rejection and to take suitable corrective action by the supplier. Accordingly, stocks are updated.

2. Issue/Return of materials

- Store Executive/Officer issues the material on FIFO (First in First out) basis as per requirement which is mentioned in the material indent register/note, the same is suitably updated in the stock register.
- The excess material in the production is returned to the store and accordingly stocks are updated.

PRODUCTION

Shop A



Functions of Production Shop A and Shop B include the following:

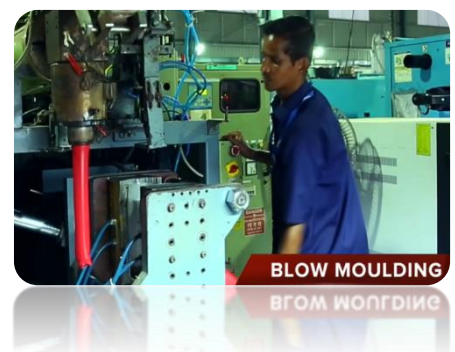
1. Moulding Section

A. Injection Mouldin

- There are 42 injection moulding machines at Funskool one machine being a reverse injection.
- These machines make parts for toys according to the specifications used in the bill of material.
- Plastics like LDC and Nylon are used to make the toy parts.
- Once the material is turned into a finished part it is checked by the quality department and given a yellow or a green tag. The green tag means it's ready to be taken for production and the yellow tag means it requires deflashing (Removing unwanted plastic attached to the part made).
- Once this is done the green tag basket is sent for production.

B. Blow moulding and Roto Moulding

- Blow moulding is the forming of a hollow object by inflating or blowing a thermoplastic molten tube called a “parison” in the shape of a mould cavity.
- This is used for making plastic soft toys.



2. Painting

- A. **Pad Painting**- Only the toy part required to be painted is kept under the pad and is pressed by the machine painting it with the required colour and design.
- B. **Automatic Painting**- The toy is put in the machine and the required design is entered into the system; accordingly, the part is painted.
- C. **Manual Painting**-The toy is hand-painted if it's too complicated to machine paint or pad painting. If minor detailed painting is required then it's painted with the mould which keeps the required toy part open to be painted and covers the one which is not required.



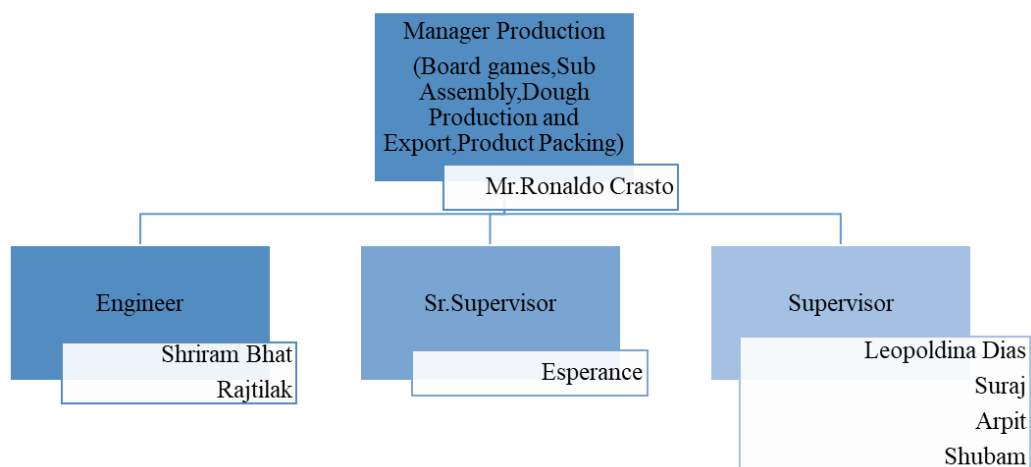
3. Domestic Packing

Domestic packing of final products into the required boxes is done in this section. The final products are checked by the quality department and then packed in the monoboxes. The final monobox will have the dimensions of the product. The total price of the products and the date on which they were packed.

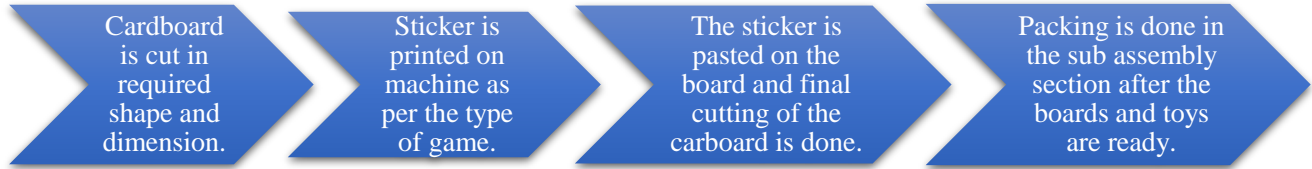
4. Tool Room

The toolroom is a small department in production where the tools/moulds are made for each machinery to be required to make a toy or part of the toy. The Technical team sends the request to the tool room to make a particular mould after the product is finalized by the Head office in Chennai.

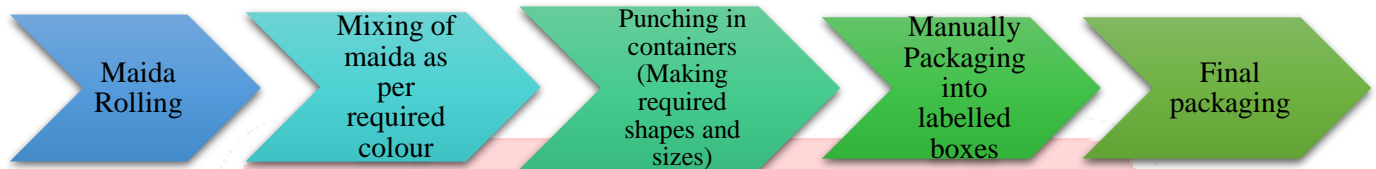
Shop B



1. Board Games



2. Play Dough



3. Sub-Assembly Section

After production of each toy part and after receiving a green tag which means it is ready for assembly, the toys are brought to the sub-assembly section where there are 3 to 4 conveyor belts running, and assembling of each toy is done on a separate belt. After the assembly is done it's transferred for packing. A final round of quality check is been done and the boxes are packed in monoboxes manually and transferred to stores in batches.

4. Export Product Packaging

Export packaging is also done in a similar way to domestic product packaging in the shop B section. After the final monoboxes are packed transferred to stores and then exported to different countries.

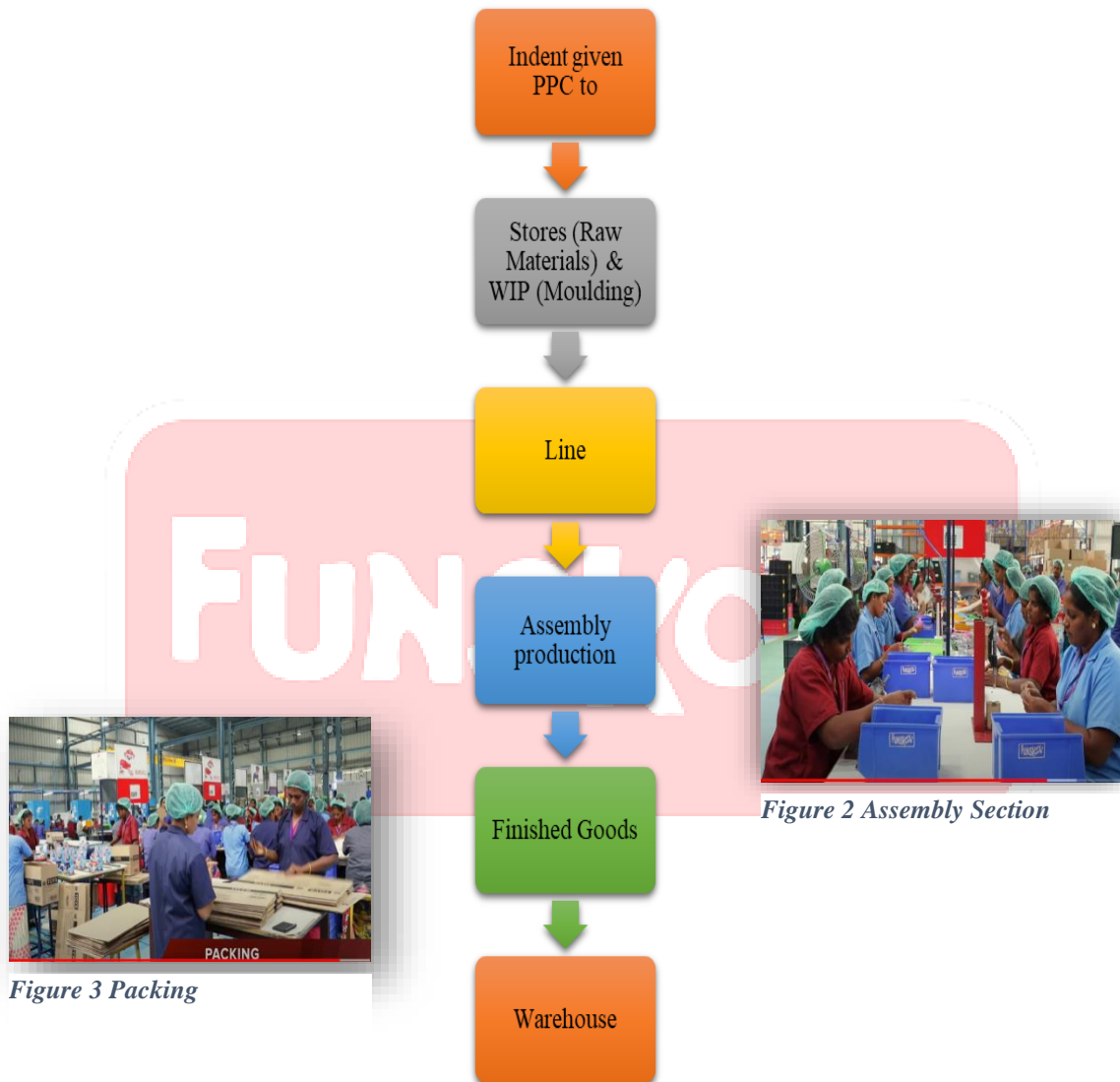


Figure 1 Board Game



ASSEMBLY /PRODUCTION PLANNING & CONTROLLING

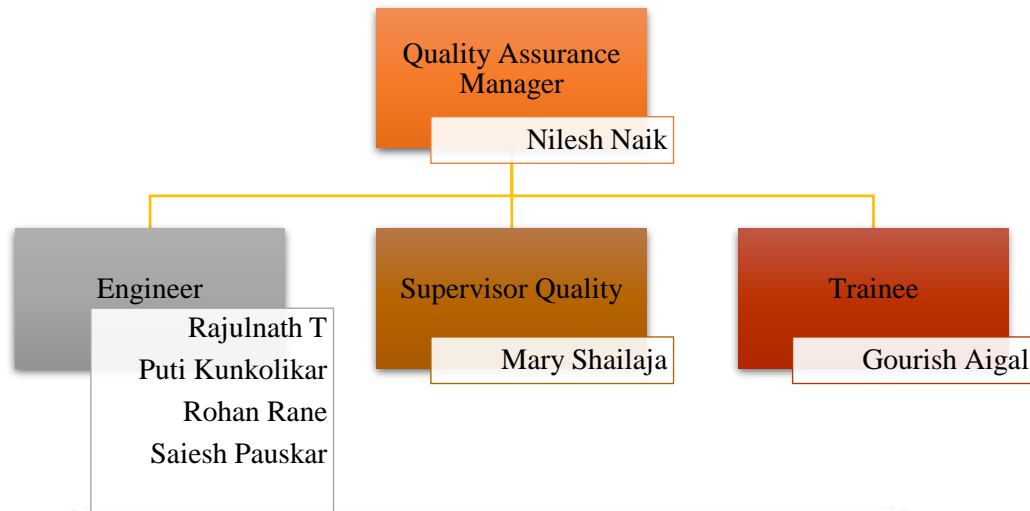
Functions of Assemble/Production Planning and Controlling include:



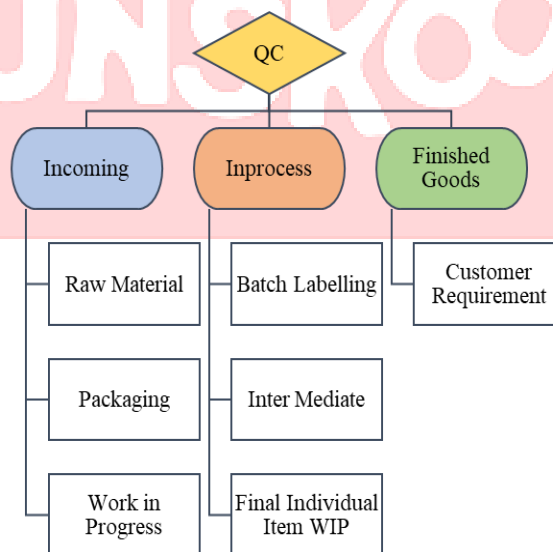
The production planning and controlling department mainly plan how much to produce, when to produce, and what quantity to produce.

- There are three conveyor belts running simultaneously.
- The production capacity for any new product is 200 pieces per day.
- Depending upon the production capacity contract laborers are hired and laid off when there is no such requirement.

QUALITY ASSURANCE



The functions of the Quality Assurance Department Include:



1. Incoming Checking

When raw materials are brought to the factory it is been checked by the quality department and security and then approved in the premises. Random checking is done in such cases.

2. Line Check/In Process Checking

When goods are being produced and are in work in process condition there is a line checking done by the QC department hourly and if the product doesn't fulfill certain quality standards, then it's rejected and sent for rework and in worse cases, it's been rejected.

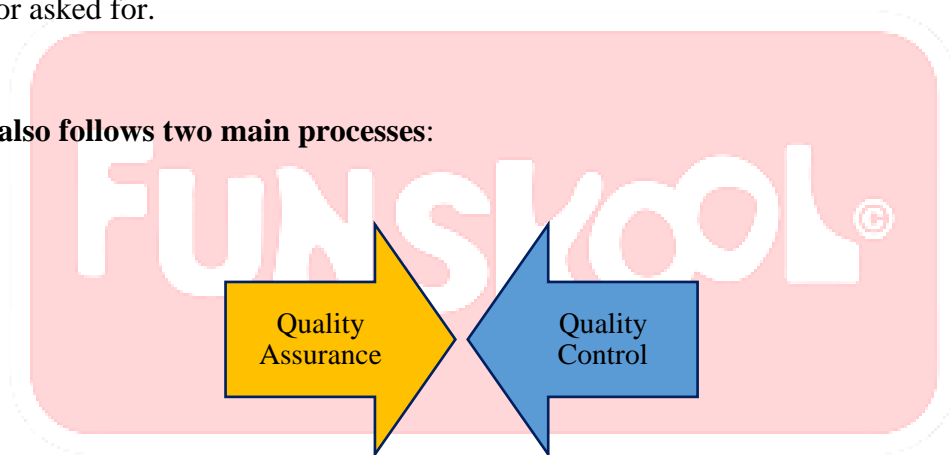
Once the QA report is prepared the Quality Supervisor puts a;

- A green tag means the product is accepted and can move to the next stage.
- Yellow Tag means the product needs to be reworked.
- Red Tag means the item is rejected and can be entered into the scrap list.

3. Final Checking/Finished Goods Checking

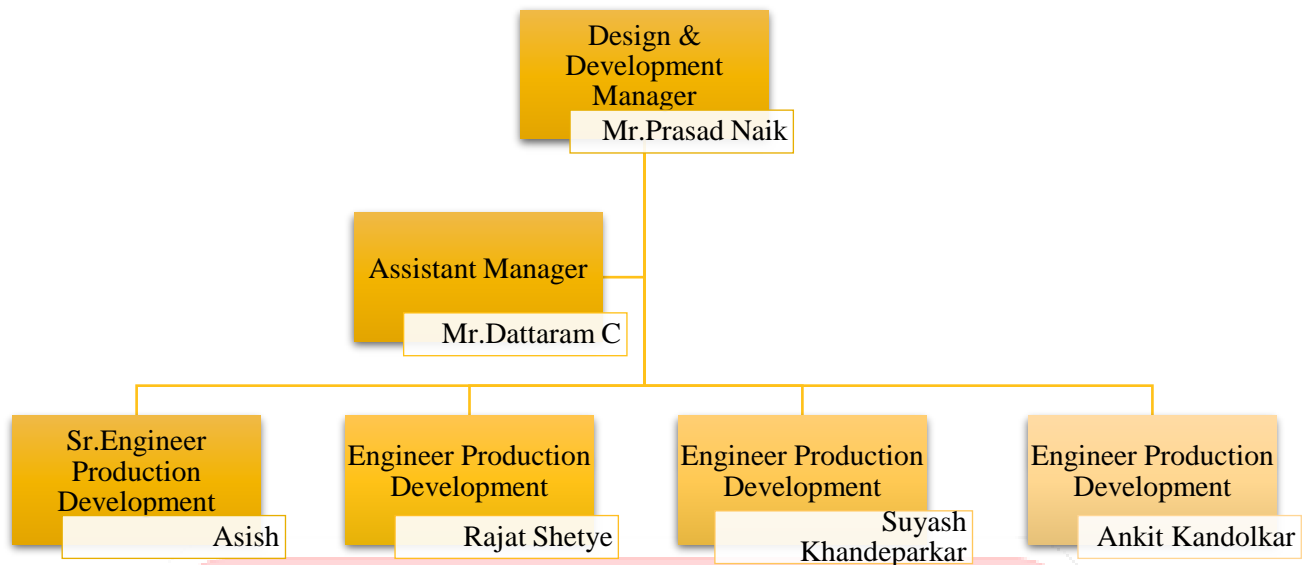
Final Checking is conducted when the toys are ready and before it's stored in the warehouse for dispatch. Random checking is being conducted of the monoboxes. Also, monoboxes are checked if they have any defects. QC also has to do a check-in presence of the customer if required or asked for.

The QC also follows two main processes:



<u>Quality Assurance</u>	<u>Quality Control</u>
It assures that the requested quality of items will be achieved.	It focuses on fulfilling the quality requested.
Aims to prevent defects.	Aims to identify and fix defects.

PRODUCT DESIGN & DEVELOPMENT (TECHNICAL)

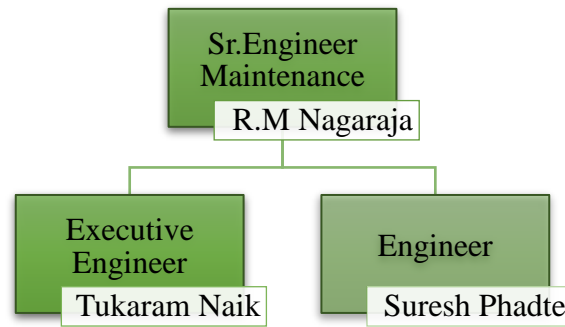


Functions of the technical department include:

When any new trend in toys or similar toys is seen in the market the marketing team comes up with the concept to make a product out of it.

- Concept Development- The team works on how the toy will function, the materials it will require, the shape, size, and colours of the toys, etc. Once this is done it will be shared with the marketing department.
- A *Feasibility Report* is prepared on the same. After it is accepted by the Head office the team moves further with its next step.
- The Technical team and production team go in for detailed development of the product. and uses 3D printing models.
- After the product goes through all these stages, tools are prepared by the tool room for pre-production. A small batch of products is made with these tools and the RSM sample is sent to the Head Office for approval. After it's approved. The bulk production starts depending upon if it's an export or domestic product.
- Also, rework and modifications are done on the existing toys.

MAINTENANCE



Functions of the maintenance department include:

Maintenance is done for:

- 1. Production Machinery-** All Machinery in the production unit.
- 2. Company Utilities-** Fans, AC's Aqua guards, etc.
- 3. Plant Maintenance-** CCTV Cameras.

Types of Maintenance done at Funkskool are;

1. Preventive Maintenance

Routine checks are done by Engineers of machinery in order to prevent it from breakdown. Example Oiling the machines, checking if all the parts and electric sockets are in working condition, etc. Also, Plant health and fire safety are taken care of.

2. Breakdown Maintenance-

Breakdown maintenance is maintenance performed on a piece of equipment that has broken down, faulted, or otherwise cannot be operated.

There are four types of breakdowns that occur

- 1. Hydraulics-**Oil breakdown
- 2. Pneumatic-** Airline
- 3. Electrical**
- 4. Mechanical-**Failure of engine electrical system or mechanical parts.

3. Predictive Maintenance

Predictive Maintenance is done by looking at the past data and keeping the required quantity of materials for repair handy. The maintenance department also has a tool room for storing its tools and necessary parts for repairs.

- The MTTR (Mean Time to Repair) for the machine is 60 minutes.
- The average MTBF (Mean Time Between Failure) is the machine can breakdown once a month

WAREHOUSE

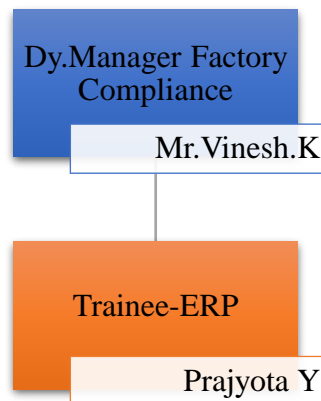


Functions of the Warehouse department include:

- The warehouse department in the organization keeps all finished goods. Materials are taken to the warehouse as per the transfer memo issued by the production department.
- The transfer memo includes all the details about the product such as the product codes, descriptions, No of Monoboxes, Quantity, and Total price of the items in the monoboxes.
- Along with the transfer memo, one copy of the Final Inspection Report (FIR) is attached by the QC department to certify that the material is in good and saleable condition.
- The Warehouse department then arranges the monoboxes according to the pallet's location mentioned in the warehouse. Which starts from 1-46 & I-II as per the availability of space provided in the warehouse.
- The Sticking task is conducted before the product is dispatched. The sticker contains the product code, month of the imported item in case if export, address and contact details of the company.
- The boxes are stacked as per the date on which they are going to be dispatched.
- After the Purchase order is sent to the warehouse department in terms of export items then the items are been dispatched.
- For domestic items, the marketing team from the head office shares the demand for the product in the last few months, and accordingly the toy is made and kept ready in the warehouse for dispatch.
- 7-point inspection of the truck is done by the security and warehouse officer and then materials are loaded and the container is sealed with two seals one being the company seal and the second one being the supplier seal.



FACTORY COMPLIANCE



Functions of the Factory Compliance Department include:

1. Types of Audits

- A. **Technical Audit**-A Technical Audit is thorough verification of a supplier's manufacturing processes and quality control systems to provide confidence that your standards will be met or that any shortfalls will be resolved.
- B. **Social Audit**-A social audit is a formal review of a company's endeavors, procedures, and code of conduct regarding social responsibility and the company's impact on society. A social audit is an assessment of how well the company is achieving its goals or benchmarks for social responsibility.
- C. **Supply Chain Audit**-Supply chain audit is a systematically conducted review of each process involved in a supply chain to check for any weaknesses, bottlenecks, and of course, the scope for improvement.
- D. **Customer Specific Audit**- Client-specific requirements are those that the customer has specified, with the understanding that the supplier will locate, carry out, and review these needs with the same rigor as the fundamental requirements of the standard.

2. Other Audits to be followed by the company and required by customers:

- A. **ISO 9001,2015**-ISO 9001 is defined as the international standard that specifies requirements for a quality management system (QMS). Organizations use the standard to demonstrate the ability to consistently provide products and services that meet customer and regulatory requirements.
 - B. **ICTI**- International Council for Toy industries.
 - C. **QSA**-Quality Systems Audit.
 - D. **RBA**-Responsible Business Alliance (Social Audit).
 - E. **BSCI**-Business Social Compliance Initiative (Social Audit).
 - F. **WAC**-Workplace Condition Assessment (Social + Technical Audit).
 - G. **Walmart FCCA**- Factory Compliance and Capacity Audit (Technical).
 - H. **GMP**-Good manufacturing practice (GMP) is a system for ensuring that products are consistently produced and controlled according to quality standards.
 - I. **Surveillance Audit**-Surveillance Audit is a periodic audit performed by an external auditor to ensure that an organization still meets BCM or ISO standard requirements.
- The is 1-year validity for audits and 6 months validity for compliance audits.
 - A management review meeting is conducted on regular basis to discuss the audits.
 - CCTV footages are to be shown during audits to the external auditor.

SECURITY

The Functions of the security department include:

1. Inward/Outward file

The department maintains an inward and outward file for the vehicles entering and exiting the company premises. This file contains the Vehicle No, Name and Number of the driver, Invoice number of materials, etc.

2. Visitors file

The visitors' file includes the name of the visitor entering the company. It also records the in time and out the time of the visitor. At the time of entering the security checks for valid id proof of the visitor and inquires about the concerned department or person, he would like to go or meet. A company Id card is given to the visitor at the time of entering the company.

3. Inspection

Vehicle inspection is been done by the security on the gate and then let the vehicle enters the company premises. Also, while loading the materials from the warehouse department in the Container/truck a 7-point inspection is done and security needs to be present at the time of inspection.

4. Employee Id Cards

Employee Id cards are made and kept safe in the security department.

5. Mobile Authority file

The mobile authority file mentions only the employees who are allowed to enter the company with their mobile phones. Rest are required to keep the mobile with the security.

6. Misconduct

In case of any misbehaviour or cases of Tobacco Alcohol and Drugs are noticed at the security gate than its immediately brought to the notice of the Human Resource Department.

LEARNINGS

Employee Onboarding- Checked and verified employee documents of contract workers during monthly audits in the HR department.

Health and Safety-Supervised Coolers in all the departments and made a report on the same giving required suggestions on workings of coolers, installing of mats, etc.

Also prepared first aid box list which gives detailed information about the medicine, expiry date, and the quantity. After I checked it all the specified items mentioned on the list are present in the first aid box.

Personnel Interviews- Conducted personnel interviews of four contract workers called to work in the D-flashing unit. Prepared a series of questions on family background, past experience, and qualifications for the interview.

Orientation- Designing a PowerPoint Presentation for the orientation program of contractual employees and including policies like Health & Safety, Disciplinary Policy, and Jewellery policy the company currently follows.

Maintaining Shift Schedules in Excel- Prepared shift schedules of employees for the month of June, July, and August according to the Job Codes, Shift Hours, and departments. Gained much more experience in working with excel and using functions like *Countif*, *Vlookup*, *Table Formatting* Etc.

Cost Sheet Preparation- Learned to prepare a detailed cost sheet for one specific toy at Funkskool that helps get an accurate account of all costs associated with manufacturing a single toy at every stage of operation. Hence learned how each product is priced and what amount of profit the company receives on a particular product

Demand & Supply- The marketing team uses predictive analysis and past data for forecasting demand for a particular toy in the market. This report is sent to the PPC (Production Planning and Control) department to plan for production and supply the required quantity in the market.

Production Concept of the marketing-The core purpose of Funkskool using the product concept is to manufacture cheaper products (Toys) because the consumers won't pay much price Therefore this concept is used to manufacture the goods on a mass scale and profit out of the economies of scale. Funkskool also follows a broad distribution strategy to reach more customers. By targeting more people, they aim to boost their productivity by expanding their market.

ESIC & PF site- With the help of the HR Officer I learned to operate the ESIC and PF sites and upload the necessary documents.

Material Management-Learnt the Concept of FIFO (First In First Out) in the stores' department is a materials method in which materials purchased first are sold, used, or disposed of first.

KAIZEN: Kaizen is the process of making improvements. It refers to the philosophy or practices that focus on continuous improvement of processes in manufacturing, engineering, and business management that is being used at Funkskool.

Six Sigma: Six Sigma seeks to improve the quality output of the process by identifying and removing the causes of defects (errors) and minimizing variability in manufacturing and business process. It uses a set of quality management methods and creates a special infrastructure of people within the organization. I learned this concept while working in the production department.

Management accounting concepts -In the project taken up at Funkskool on canteen management. I learnt to apply concepts learned in Management Accounting like *Cost Variances* to find out the difference between the actual cost and the selling price per item served in the canteen. Also observed the day-to-day functioning of the Canteen, the raw material procurement and usage and went in step further to get the market price of each raw material in order to prepare the report and present my findings. Presented a detailed report to the company on the same.

The logo for Funkskool, featuring the word "FUNSKOOL" in a bold, white, sans-serif font with a registered trademark symbol (®) to the right. The text is set against a light pink rectangular background with rounded corners.

CONCLUSION

My work experience at Funkskool has given me a thorough understanding of how any manufacturing organization runs. An estimated US\$1.5 billion, or 0.5 percent of the worldwide market, goes to the Indian toy business. This shows that this industry is expanding rapidly and creates numerous job opportunities.

The primary strengths of Funkskool are its high-quality goods, which have helped it become one of India's leading toy manufacturers. I had fun working with the individuals around me throughout my two-month internship and making connections that I hope will last. My BBA and MBA degrees have taught me how to apply a variety of topics.

It was a lot of pleasure to watch as various toys were produced every day. A broad variety of Funkskool toys are made for improving children's motor skills, creativity, logical thinking, problem-solving, and other abilities. Thus, Funkskool becomes everyone's preferred toy manufacturer.

I wish the company a bright future.

A large, semi-transparent watermark of the Funkskool logo is centered on the page. The logo consists of the word "FUNSKOOL" in a bold, white, sans-serif font, with a registered trademark symbol (®) to the right of the word. The watermark is set against a light pink rectangular background with rounded corners.

RECOMMENDATIONS

- To install fans and provide appropriate ventilation in the factory.
- To keep all stock of boxes in the designated area in the production department before it moves to stores. To avoid accidents.

CANTEEN MANAGEMET PROJECT DONE AT FUNSKOOL



Canteen Run By: Mr. Ganu & Mrs. Gauri

From: 2021 onwards

This project aims to:

- Find out the actual cost of items prepared and take the necessary decision.
- To suggest ways for effective management of the Canteen.

1. Items as per menu displayed- Actual items served-reasons for differences if any in both.

CANTEEN MENU		
Items		Price
BREAKFAST		
Vada (1piece)		Rs 10
Mirchi (2 pieces)		Rs 10
Pakoda (1 Plate =4 pieces)		Rs 15
Buns (1 piece)		Rs 10
Bhaji and Pav (1 Plate)		Rs 25
LUNCH		
A) Rice, Gravy Bhaji or Dal, Dry Veg		Rs 35
B) Chapatti (4), Dry Veg		Rs 30
C) Rice, Gravy Bhaji, Chapatti (2), Dry Veg, Pickle- Veg Rice Plate		Rs 50
D) Rice, Fish Curry, Dry Veg, Fried Fish, Sol Kadi, Pickle-Fish Rice Plate		Rs 80
OTHER WEEKLY ITEMS SERVED		
Monday	Idli & Chutney (1Plate)	Rs 20
Tuesday	Rava Upma (1Plate)	Rs 20
Wednesday	Pohe (1Plate)	Rs 15

Thursday	Idli & Chutney (1Plate)	Rs 20
Friday	Rava Upma (1Plate)	Rs 20
Saturday	Pohe (1Plate)	Rs 15
BEVERAGES		
Tea		Rs 10
Coffee		Rs 15
Cold Drinks		Rs 10

▪ **Actual Items served and reasons for differences.**

- All breakfast items are served to employees in the morning during tea time from 9.30 am, during a tea break at 11.00 am, and during evening tea time from 3.30 pm.
- All beverages are being served. Only cold drinks are not served during the rainy season.
- Only 10 plates of Veg Thali are prepared or orders are taken prior before 11.00 am. Fish Thali is discontinued due to fewer or no orders.
- Chapatti and Bhaji are prepared only on a prior order.
- Weekly items are stopped being served because of less or no order.

2. Item Wise Raw Materials List

Item	Raw Materials Required
Vada	➤ Jeera
	➤ Mustard seeds
	➤ Chilies
	➤ Coriander
	➤ Salt
	➤ Oil
	➤ Potatoes
	➤ Gram Flour

Note: Similar to the above table in the actual report, the raw materials needed were specified in detail for each dish provided in the canteen.

3. Procurement of Raw Materials- List of Raw Materials- brands (*In case of readymade items*), frequency of buying, quantity, source of buying, transportation and storage, and direct and indirect costs for all of the above.

List of RM	Brands	Frequency of buying	Quantity	Source of buying	Transportation	Storage	Direct and Indirect Costs
Maida	-	Once in 8 days	5 kg Packet (3 packets)	Banastarim Market	By Rickshaw	Canteen storage facility	Transportation Charges
Rice	Kishor	Once in 15 days	25 kg Packet	Banastarim Market	By Rickshaw	Canteen storage facility	Transportation Charges

4. Same as above details of procurement of perishable RM

List of RM	Brands	Frequency of buying	Quantity	Source of Buying	Transportation	Storage	Direct and Indirect Costs
Jeera	-	Once in 8 days	1 to 2 Kg	Banastarim Market	By Rickshaw	Canteen Storage Facility	Transport Charges
Mustard seeds	-	Once in 15 days	2 kg	Banastarim Market	By Rickshaw	Canteen Storage Facility	Transport Charges

Note: Similar table was prepared for other perishable and non-perishable items in the actual report presented to the Canteen.

5. Quality of Raw materials-wastages during/post procurement if any- before conversion to a servable food item (Example include rotten vegetables disposed of due to any reason).

- The majority of the items are being purchased from the Banastarim market once a week including perishable and non-perishable items.
- Raw materials are checked before purchasing and then loaded in the rickshaw.
- Out of 15kgs of tomatoes, onions, and potatoes procured for serving 3 to 5 on average are disposed due to rotting.
- Vegetable peels of onions and potatoes are disposed in wet waste during the cooking process in the canteen.

- Coconut shells are disposed after scrapping in wet waste.
- In the case of spoilt milk, the milk is disposed and the plastic packet is disposed of in the dry waste.
- No major wastages were reported before or during the time of cooking.

6. Wastages in terms of unserved food items- left over without selling- quantity and further procedure in terms of disposal or any other means followed.

- No significant waste was observed since a precise amount is prepared every day in consideration of the demand over the previous few days or months.
- If in case breakfast items are being left over in the morning it's been taken home by the canteen in charge.
- Only 10 Vegetarian Thalies are usually made for lunch; if they are not consumed, they are thrown away in the wet garbage the same day.

7. Wastages post serving of food items- leftover wastages in plates (if monitored)- If not get data from housekeeping-quantity and further procedure in terms of disposal or any other means followed.

- Post serving food wastage is disposed of in a wet waste green dustbin.
- 10 % of food wastage is noted post serving.
- This waste is disposed of in a safe place outside the company premises.

8. Any Items (RM/Cooked food item) reused/reserved-frequency of the same.

- Oil which is being used in the morning to fry breakfast items is used in the evening for the same.
- Once morning breakfast is leftover it is not reserved in the evening.

9. Costs involved in considering wastages.

- No major costs are involved in considering daily food wastages reported by the canteen-in charge.

10. Frequency of cooking and timings of serving.

- Breakfast is prepared from 8.45 am every morning and served from 9.30 am and during a tea break at 11 am.
- Lunch is being prepared from 10.45 am and served from 12.30 pm to 2.30 pm.
- Evening tea is being prepared and snacks are being prepared from 3.00 pm and served from 3.30 pm to 4.30 pm.

11. Market Costs-effects on operations- steps taken to overcome the same. Buying trends-changes made.

- Cylinders cost Rs 1400 (small) and Rs 2400 (large) and are brought in black due to constant buying. 2 cylinders are brought at a time in one week.
- 10 packets of Oil are purchased in one week which costs around Rs 1,700. Quantity is reduced or increased by one or two depending upon the demand for fried items.
- Buying of required raw material for one week is done at one place (Banastarim market) to cut down on transportation costs by the canteen in charge.
- Transportation costs incurred are Rs 400 per trip from Banastarim market to Funskool, Corlim.
- Temporary workers are paid -Rs 500 (Male) and Rs 400 (Female) on a daily basis.

12. Facilities for cleaning/disposal of used utensils-leftovers with the same if any.

- Utensils are being brought by the canteen in-charge and cleaned before and after food is prepared and served in the canteen itself.
- Housekeeping is in charge cleaning of the canteen after breakfast, tea breaks and lunch.
- Leftover food is being disposed in either wet or dry waste from the plates/cups/bottles.

13. Ventilation & majors in case of fire safety.

- Appropriate ventilation is provided in the canteen.
- No case of fire reported till date.

14. Over-all kitchen/personal hygiene maintenance by the vendor.

- No proper personal hygiene is maintained by the vendor and helpers in charge like wearing face masks, hair nets, etc.
- No proper cleaning of the Canteen sitting area and cooking area was observed.

15. Figures: Costs & Selling price item-wise.

Item		Actual Cost	Selling Price
Breakfast	Vada (1pcs)	Rs 9.96	Rs 10
	Mirchi (2 pcs)	Rs 8.54	Rs 10
	Pakoda (1 Plate)	Rs 15.48	Rs 15
	Buns (1 Pcs)	Rs 12.80	Rs 10
	Bhaji and Pav (1 Plate)	Rs 20.48	Rs 25
Lunch	Rice, Gravy Bhaji, Chapatti (2), Dry Veg, Pickle- Veg Rice Plate	Rs 42.72	Rs 50
	Chapatti (4), Dry Veg	Rs 25.22	Rs 30
Beverages	Tea	Rs 6.40	Rs 10
	Coffee	Rs 14.22	Rs 15
	Cold Drinks	Rs 9.00	Rs 10

16.Suggestions/Recommendations

- Proper cleaning and sanitization is required of the Canteen at regular intervals.
- Installing of a fire extinguisher in the canteen to turn of sudden fire.
- Disposal of garbage to be done ethically, for example, wet waste can be put into a small pit in the company compound and used as manure for plants. Dry waste is to be given to the waste van in charge of collecting waste in the Corlim area.
- The addition of healthy breakfast and lunch options/items for employees is recommended.
- Fan to be provided in the Canteen storage room as requested by the Canteen in charge.

Break-Up of cost of items served

Item	Raw Material Required	Cost	Per Unit Cost
Vada	Potatoes (1Kg)	Rs 40.00	30 pieces of Vada's made per day.
	Green Chillies (100 grams)	Rs 4.00	
	Coriander	Rs 10.00	
	Oil (600 ml)	Rs 150.00	
	Haldi	Rs 5.00	
	Mustard seeds	Rs 5.00	
	Salt	Rs 3.00	
	Besan Flour (½ Kg)	Rs 60.00	
	LPG Cylinder	Rs 22.22	
	<i>Total</i> Rs 299.00		299/30 =Rs 9.96

Note: Similar tables were made for each item served with breakup of costs in the actual report presented to the company.

Conclusion:

As per Funkskool's Canteen's cost per item breakdown. Each raw material's cost is taken into account based on the market price. The approximate number of materials used to create each item is documented, and from there, the final amount is calculated. Prices and quantity for some items may differ