

EXCEL ENTERPRISES

INTERNSHIP REPORT 2022



Submitted by :

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Roll no - 2146

MBA

Under The Guidance Of

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**Goa Business School
Goa University
2022 - 2023**

Declaration

I solemnly declare that the work presented in this report entitled “Excel Enterprises” has been carried out by me and not previously submitted to any other university or college/organisation for academic qualification/certificate or degree .

The work I have presented does not breach any existing copyright act and no portion of this report is copied from any other work done earlier for a degree or otherwise.

Kaustubh Naik

MBA FIRST YEAR

2146

Acknowledgement

I would like to thank my college Goa Business School [Goa University] , our professors , and our class coordinator Ms Priyanka Naik ma'am for letting us do our summer internship at this company and also as a mentor guiding us for this entire first year and solving our doubts about the internship .

I would also like to thank the owner/proprietor of the company Mr Ronny Paes and Manager Mr Sanil Lotlikar for constant support and guiding me and making me understand the functioning of the company and clearing my doubts.

This internship helped me to understand the working and manufacturing of corrugated boxes and labels .After working in several manufacturing companies this was a complete new experience for me.

I am thankful and grateful for getting my internship done in this company
And the knowledge which I have learned here and gained. I will try my best to make use of it in the best possible way and will surely help me in my career development.

Yours sincerely,

Kaustubh Naik

Place - Sancoale, Goa

Date - 1st July 2022

Internship certificate



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Dated: 07/07/2022

TO WHOMSOEVER IT MAY CONCERN


This is to certify that Mr. Kaustubh Ulhas Naik student of Goa Business School, Goa University Taleigao Plateau Goa 403206 has undergone an Internship in our plant from 16/05/2022 to 07/07/2022.

He successfully completed Eight weeks practical training in partial Fulfilment of the requirements for the degree of Master of Business Administration.

During the tenure of his internship, we found him to be sincere and hard working.

We wish him all the best in his future endeavors.

For Excel Enterprises


Proprietor

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Executive summary

This report is based on summer internship training project which is regarding the study conducted in Excel Enterprises during the period of 16th may 2022 - 8th July 2022

The summer internship plays a very significant and important role during the MBA first year. It gives you experience of working in an industry and functioning of a department not theoretical but practical experience. The main objective at Excel Enterprises was to understand it's functioning with the responsibilities, and daily functioning.

This report contains the summer internship experience and learnings of each department and the subjects leant in first year MBA helped me to relate the real practical functioning of industry which helped me to gain knowledge of overall company.

1. Profile of company

Excel Enterprises is a packaging and printing industry located at Verna Goa, it is a single unit. Started in 2006 by proprietor Mr Ronny Peas. The company deals with manufacturing of corrugated boxes and printing of labels. Being a small scale industry it supplies corrugated boxes and labels to more than 10 large scale companies. With a workforce of 27 employees it caters its services to the best possible way and is known for its customer service and best quality.



Products manufactured and supplied to different industries by excel enterprises are

1. **Rosenberg - Verna, Goa**

- A. DC power cable boxes
- B. Paper separator boxes



2. Pentair - Verna Goa

A. Top bottom boxes [10*10*10]



3. Digisol - Verna goa

A. Router boxes

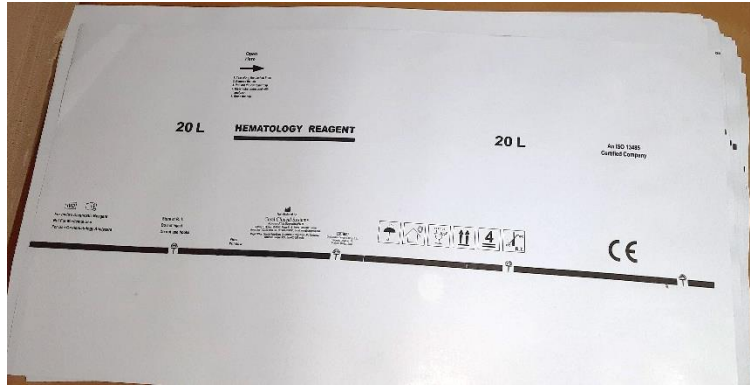
- DG - GS 1005
- DG - GS 1008



4. Synegra Ems Limited - Verna Goa

5. Global Enterprises - Verna Goa

A. Haematology carton box



6. Cravium Gourmet pvt ltd - Verna Goa

- A. Frotimo
- B. Finero
- C. F+F
- D. CB6 (5 ply)
- E. CB20 (5ply)
- F. C100 (5ply)



7. Schiffer And Menezes India Pvt Ltd - Verna Goa

- A. Labels (srp)
- B. Labels (gsk)
- C. Box dragon junior
- D. Promo linear
- E. Ferrero printed box



- **Competitors are -**

1. **Sahil packaging ,Verna Goa**
2. **Suvidhaa packaging Verna Goa**
3. **Shree print packaging Verna Goa**
4. **Nova care packaging Verna Goa**
5. **Goa paper packaging Verna Goa**
6. **Kushal packaging Verna Goa**
7. **Laxmi packaging Verna Goa**
8. **Savitri packaging Verna Goa**
9. **Online packaging Verna Goa**
10. **Super tech packaging Verna Goa**

2. Industry analysis

2.1 Porter's Five Forces

1. Competitive rivalry - High

- Rivals are high in this firm. There are at least 10 competitors in the area of box manufacturing printing, and day by day new industries are emerging so rivals and competitors are increasing.

2. Threats of new entrants - High

- The easier the new competitor to enter the greater the risk, as the cost of setting up boxes and printing industry is medium that's the reason there are many competitors in area. And competition is high.

3. Bargaining power of supplies - Low

- There are many suppliers of raw materials so bargaining power is more, if the company is having a fixed supplier then negotiation can work if the rates are increased and if not then there are other substitutes in the markets so that company won't have a problem on supplies.

4. Bargaining power of customer -High

- As mentioned above there are lots of competitions so if one industry is charging high then the customer can approach another company.

5. Threat of substitute - Medium

- Being lots of competitors and changing new lifestyles and design and new entry in this area the threat of substitute is medium because all depends on YOUR QUALITY PRICE DESIGN CUSTOMER SERVICE
- You may find the same box but not the same quality design and price and a customer service

2.2 Pestle Analysis

1. Political

- Includes the political factors such as Taxation policies this company has taxation policy under which GST is charged from the customers and then paid to govt of India as there are three types of gst
 - IGST [Integrated Goods And Service Tax]
 - Applicable for supply of goods and services interstate.
 - CGST [Central Goods and Service Tax]
 - Applicable for supply of goods and services by the central government and is governed by the CGST Act.
 - SGST [State Goods and Service Tax]
 - Applicable for supply of goods and service in the particular state and is collected by the particular state govt.

2. Economical

- Economic factors consists of employment rates, inflation changes and other financial expenses
- Employment rates for workers in this company is as per minimum wages act which is rs 392 for 8 hours .And for employees based on their skills ,education qualification and experience and then there is an increment every year .
- Higher the inflation results in different cost of business such as raw materials, machinery, payment of wages and salary.
- GDP – more the consumer more the demand and the production will be more which will increase employment this will lead in increase in GDP.
- Employment rates include bonus ,gratuity and provident fund
Direct expenses like electricity, water, machine maintenance, lease, salary, insurance, snacks for employees, raw materials are the expenses.

3. Social

- Social factors consist of income distribution,safety,health,career barriers
- Safety of workers consists of uniform ,safety shoes, gloves and medical health medicines are standby as first aid, fire extinguisher
- Health care of workers are taken care by ESIC [employee state Insurance Corporation] under this every month from the salary of workers and also from company contributions. From salary of workers 0.75 % and from company 3.25% are contributed to the company.

4. Technology

- Technological factors consist of technological infrastructure, updated machinery automation, how research and development is done and whether it is done properly in a company to compete with new changing lifestyles and competition.

- Machinery used from the start of process that is corrugation machine then printing ,labelling punching,slotting,pining and packaging all machinery is advance
- Research and development is not applicable and not done in this company as it deals in boxes which is a packing industry it's not done by them but the customers do the research and development and then if they want any changes then they tell the company to do it.

5. Environmental

- Environment factors consists of change in climatic conditions, risks of climatic conditions ,impact of climatic changes
- Climatic conditions like rainy seasons make a problem for the corrugated boxes as they get moisture and wet which are then not suitable for delivery.
- Further which is kept to dry but if it is heavily moisturised and wet then the boxes are been put in the heating machine.
- This company is based on raw materials which is extracted from the pulp of trees, and wastage of water to make the pulp. Hence it causes a damage towards deforestation and harms the environment.

6. Legal

- Legal factors include the govt documents and important procedures which the company has to go through before starting. Non-compliance of legal documents may put the enterprises into legal risk. It includes licences, industry regulation acts, intellectual property rights, employment laws.
- Factory licence, GST certificate, PF registration certificate, Pollution certificate and ESIC certificate, are some of the documents.

3. Company Analysis

3.1 SWOT

A] Strength

- Company deals with corrugated boxes with different variety of linear that is 3 ply, 5 ply, 7 ply as per consumers need, this insures a strong quality and a layered boxes which will keep the materials packed inside safe causing no damage.
- Supplies boxes over more than 10 companies. And interstate.
- Company also deals with printing of labels, this is an additional business which helps to gain more profit .these labels are sent to company as per their requirement with the boxes.

B] Weakness

- The market here is a perfect competition which sometimes affects the costumer's willingness to buy. More the competitors more the risk
- Some times when the materials are to be loaded for in goa or outside goa that moment the loading takes lot of time due to less workers .Workers working on machinery are mostly from north India and during summer they go to their villages for a longer break this makes a unavailability of workforce and it delays and affects the process and running of industry and company has to hire someone new on a daily basis.

C] Opportunity

- I observed that this company maintains
 1. Good quality
 2. Effective communication with customer
 3. Faster delivery
 4. Good credit period [60 days or 30 days]

1. Company has loyal customers that is why a positive word from customer's can help them to expand the business.

D] Threats

- As it is dealing in corrugated boxes during rainy season it creates moisture which makes it wet. This is a loss for the company
- The market here is a perfect competition which sometimes affects the customer's willingness to buy. More the competitors more the risk. As there are many players the company needs to gear up and work hard to do its best in the orders.
- Continuous power cut off can lead to delay in production which may lead to further loss. Increase in wages and salaries, taxation will affect the pricing of final goods.

3.2 VRIO

A] Valuable- Yes

- In this company the value are the employees ,and their customer service and quick delivery which is valuable and adds to the customer service

B] Rare - Not Applicable

- In company deals with corrugated boxes which is in demand and which everyone prefers because you need box to pack or to transfer any kind of goods from one place to another and printing labels are also in demand as it signifies which product is there in your box and its specifications .so boxes and printing labels are in demand.
- But what matters is quality, delivery time, customer service ,and reasonable rates

C] Inimitable - Applicable

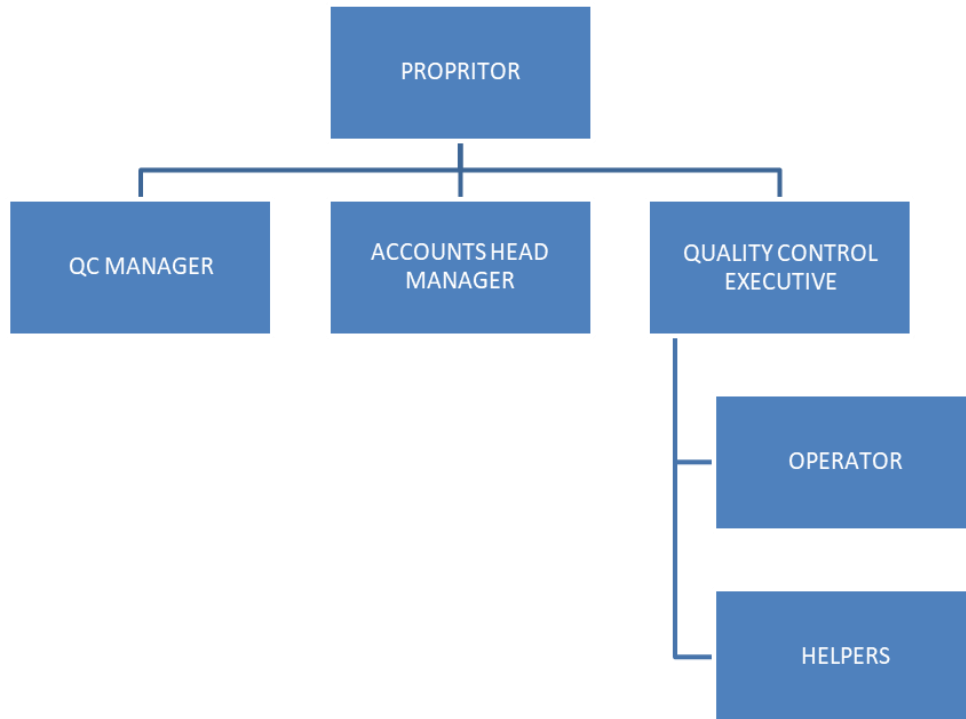
- As this company produces boxes which have substitutes and can be duplicated and copied.
- As it is a perfect competition and many players in this business
- It can be inimitable

D] Organisation - Moderate

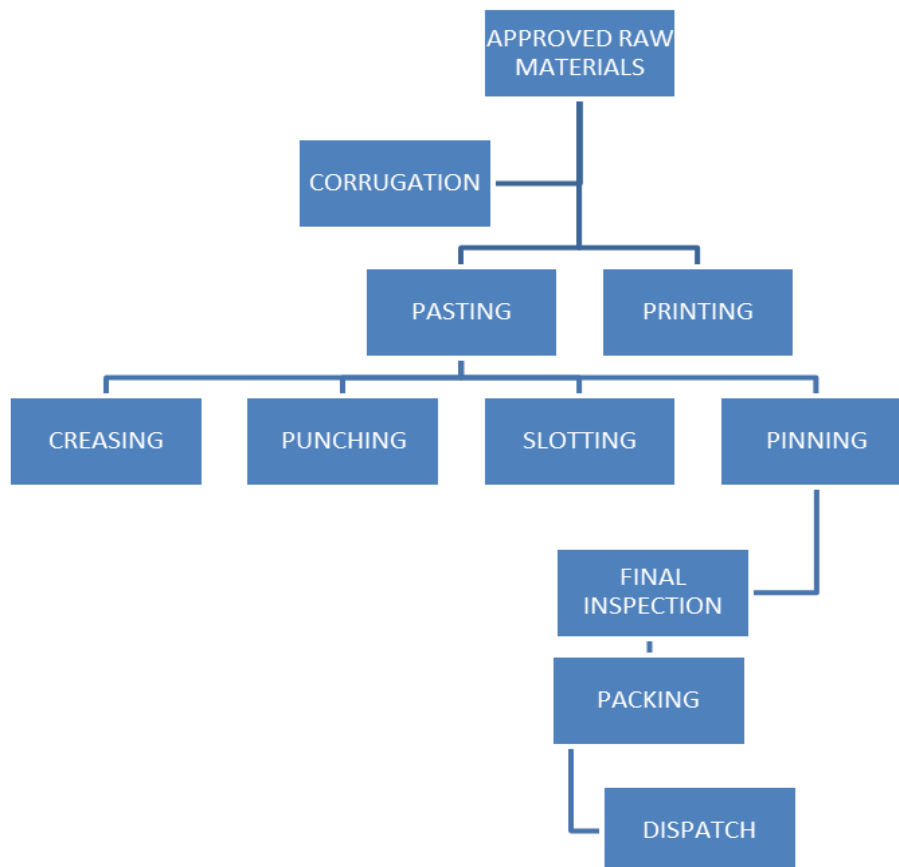
- This industry has structured for success by maintaining a good customer service and good quality ,the quality is never compromised as they supply to neighbouring state Maharashtra also on that day they work for a longer time than the regular time and the machinery also is updated to sustain in a changing new market competition

4. Department analysis

4.1 Organisational chart



4.2 Production department



1. Raw material

- In the process of making a box, the raw material needed is the paper so the bunch of paper which is called a reel is ordered and further processed into different types of papers and raw materials for different boxes.
- These raw materials are transported via trucks and then kept in the raw materials area in a proper way.
- Proper measures are to be taken care while unloading the reel as it is heavy and may harm someone.

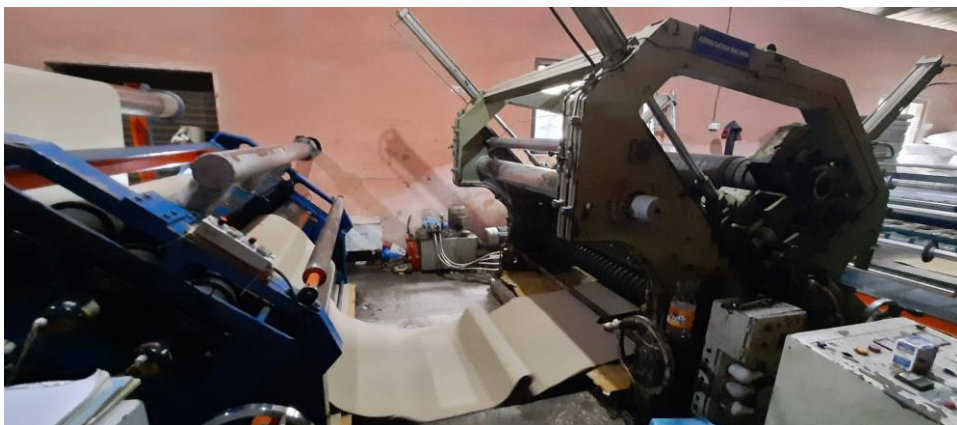


2. Corrugation

After the testing of the raw materials [Reel], it is installed on a machine which is known as a corrugation machine.

- There are 3 types of paper material which is being used for making boxes
 - A) Golden
 - b) Natural
 - c) Duplex
- These are made into 3 types they are called ply, these ply's are the layers of paper which defines the thickness of the box.
 - a) 3 ply consist of 1 top paper, 1 middle, 1 bottom paper
 - b) 5 ply consist of 1 top paper, 2 middle, 2 bottom paper
 - c) 7 ply consist of 1 top paper, 3 middle, 3 bottom paper
- Middle paper is called a flute ,top and bottom are the normal papers
- It is as per the requirement of the customer sometimes if the consumer wants a thick box the flute is increased to the big one.

The flute is made on the same machine by putting the paper inside it and giving it a particular shape.



3. Pasting

- Here the papers are being pasted depend on size and types
- And also they are done as per the ply the more the ply the more papers are put.
- Per day 4500 - 5000 pasting is done



4. Printing

- This section consist of 2 machines

A] Flexo printing machine -On flexo machine the sheet paper is printed



B] Printing machine -On the printing machine the labels are printed on the sticker paper for the boxes.



C] Half cutting machine - on this machine the labels are cut in the proper way so that it is easy to remove and paste.



D] screen printing - which is done via hand with no machinery required the ink is put into a screen and then spread over the entire screen and below the box/sheet is kept automatically the print comes on it .



5. Creasing

- This machine makes the box easy to fold in the particular shape and also it gives the sheet a shape and a cut.
- This is important as after a big process from paper to a final box and going through different temperatures and layers, it becomes difficult for the box to fold.
- So to avoid that, a creasing machine is installed.



6. Punching

- This machine is called Flatbed machine
- There are 2 machines one for small boxes and one for bigger
- The boxes are punched and then sent to the further process.

- Once printing is done then the sheet material is been put up on a Dye which is then put in machine which gives it a shape of box
- Then it is send to pinning machine for further process



A] For big sheets



B] For small boxes

7. Slotting

- This machine is same like flatbed machine that is for punching
- Flatbed is for giving a shape in a detail manner but slotting is to give it a shape in a normal manner
- There are customers who want the box in a professional way for them the punching and if the customer wants a normal box then slotting.
- Punching = professional design cuts
Slotting = simple normal design cuts



8. Pinning

- After slotting and punching the sheets to for pinning
- Here the sheets are being pinned and are ready as a box depending on the customer's requirement some don't require pinning.



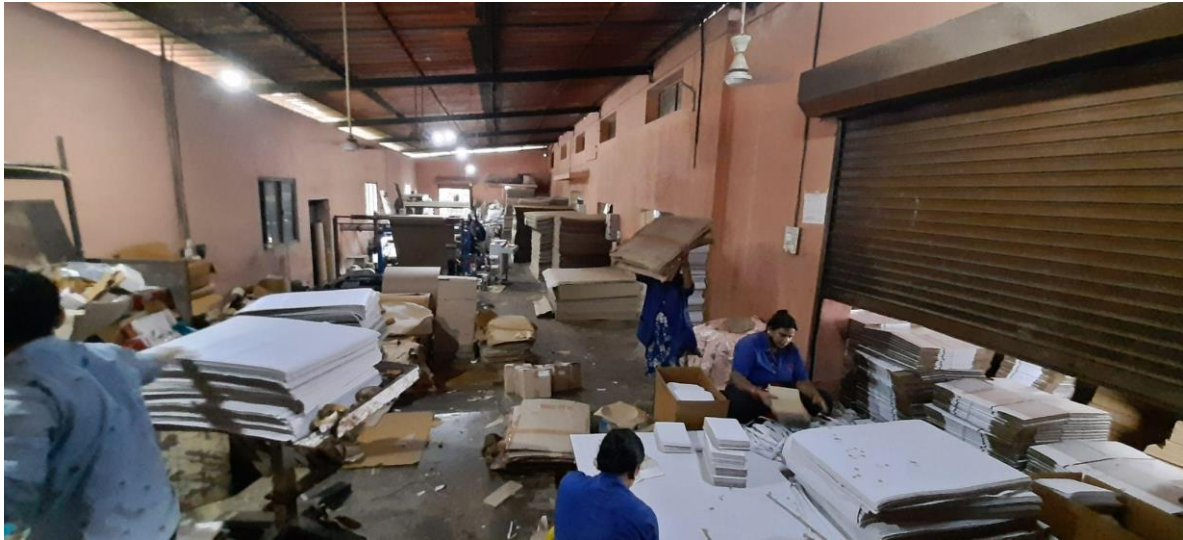
9. Final inspection

- Here the final inspection is done of all types of boxes small ,big
- The edges are checked if they are damaged then they are rejected and then sent to scrap area If there is a gap then adhesive glue is been put and fixed ,Then the products are sent to packaging.



10. Packing

- The boxes are packed as per their quantity, size and dimensions.
- Small boxes are packed with the craft paper
- And big boxes are made into bundles then packed with the help of plastic strapping.



11. Dispatch

- The boxes as per their orders are kept ready and labelled where and which to deliver
- Once the cargo vehicle is ready the respected order is loaded in the vehicle and then sent to the respected company.



4.3 Human Resource Department

- There are 27 employees working in company- 10 are working on machinery for production of sheets ,9 are for packing and final inspection , 4 on pasting , 2 for printing sheets and labels and 1 manager and 1 owner. People working on machinery are given training. The labours are appointed through the labour contractor and they are paid for their overtime for extra work .every festivals they're given gifts and sweets by the owner. This is handled by the manager under supervision of owner.

4.4 Finance Department

- Finance department is a main department in any organisation which makes financial decisions in the company .The department controls income and expenditure, and expenses It has responsibility that a company should work with minimum expense and get maximum benefit .this is handled by the owner of the company .

4.5 Marketing Department

- In this company marketing department is completely handled by the owner of the company via email and contacts and customer relations .He markets his products to different industries and then he explains what all types of boxes they can do. Once they like their design and rates then the final deal is done and then the design is sent by the Customer and as per design the boxes and labels are ready in given time.
- **Being a small scale industry the manager looks about Accounts, HR and Production Supervising and owner\proprietor looks on Requirement of Raw Materials, Production Department and Marketing, Finance .So they both are the important people who are managing the industry and departments**

5. Experience and Learnings

- As it was my new experience in corrugated box manufacturing and printing company .In this company I learnt how the paper is then made into layers of paper and then a box which is called a corrugated box .I divided the 8 weeks into 5 weeks for production and 3 weeks for administration department Being a small scale industry the major work was in production process department compared to the administration department .I tried to focus more on production and operations in the industry and also whatever work I used to get in the administrative department by the manager I used to do.
- 1. I observed how the production is taking place and how a single paper is manufactured and made into a thick box, and the machines used during this and their capacity of production, stages of production from start till end.



2. Tasks performed by me during this Internship

- A. Installation of machinery for testing.
- B. Testing the boxes strength on the machine called edge crush tester.
- C. Time and motion study.
- D. Daily status of production [start to end planning of day to day production]
- E. Raw material requirement status.

- F. Learnt how the boxes are designed and how the planning of raw materials are taken into consideration.
- G. Overseeing Capacity of printing labels and production
- H. Maintenance requirements of company
- I. Calculation of factories and boiler.
- J. Interacted with the workers and employees about their satisfaction and securities and safety at work and whether they are satisfied or not.
- K. Estimated the costing of raw materials and products made.
- L. Discussed the vision and how the company is managing its customer relations and complete process with the manager, Demand of boxes, labels in the market and why only excel enterprises?
- M. Had a discussion how marketing is done of the products by the owner.
- N. Observed how the finance is taken care of in the company

A. Installation of machinery for testing box

- I was assigned by the owner of the company to install the machinery called edge crush tester .this machinery is used to test the boxes and their edges which shows how much it can take force up to .the force is measured in kilogram force
- I was new in this process so I had to research a lot then I interacted through online mode to the head office of the manufactures that is Presto and then the engineer guided me how to test the product.

B. Testing the boxes strength on the machine called edge crush tester.

- Once I installed the machinery then I stated testing the boxes. For this I had to cut the sample from the box a piece of it and insert it into the test specimen for box it has different specimen round box it was ring shape .I had to fix it in rectangle specimen and start the machine After starting the machine the time machine would touch the specimen it would try to press the specimen to see the weight force and the time the value would increase we had to stop the machine then we use to get the force value in kilogram force.

C. Time and Motion study

- This task was given to observe daily production time Taken for each product which stated after pasting the sheet .because after pasting the sheets were kept for punching I

had to observe take taken with the quantity of the sheets for punching different box sheets .

- The report about this was submitted to the owner.

D. Daily status of production [start to end planning of day to day production]

- This was assigned to me for a period of time this included daily production record from the start of the day till end .this was production of the sheets which further would help it to make different types of boxes. This made me understand how daily production is taken place and then it helped owner and manager to do the Production Planning.

E. Raw materials requirement status

- I had to keep a check and track the raw materials and convey the message to the manager which would help him to order the raw materials and keep in advance which would not make any kind of shortage raw materials.

F. Learnt how the boxes are designed and how the planning of raw materials are taken into consideration

- I observed and learnt how the boxes are designed, the designing is made by the customers and send to the owner of the company this designing consist of length, breadth, height and the product name, the ink how much is going to consume for this box then the costing is send to the customer after he finalises and satisfied with the box the production is started. The raw materials are taken into consideration that whether the same material is available as per **product design** then the production begins

G. Overseeing Capacity of printing labels and production

- I tried to analyse the capacity of production and printing labels daily basis which made me understand that it depends on the machine and also on the people working on machine so in a day 2000 to 3000 labels are printed and the boxes small and big printed and pasted up to 4000 to 5000 .this process could be faster if the technology is improved and workforce because small boxes are pasted through hand and big through the machine.

H. Maintenance requirements of company

- Interacted with the maintenance workers of company and got to know how and when maintenance is done in this company monthly maintenance of machinery cost around 4000 to 5000 rs which includes greasing and checking all the production and printing machines if there is some breakdown or changing parts in machinery then the cost increases.
- The above mention tasks performed by me during internship helped to understand the task and do it accurately. As it was in production department the subject Production operation management helped me to understand the planning of product, designing, and capacity, Supervision of production, Improve process of monitoring improving production, Maintenance management of entire company and the subject knowledge theoretical helped me here practically to understand the production process.

I. Calculation of factories and boilers

- Department of factories and boilers are under Ministry of labour and skills so the company provides them data of Yearly returns and half yearly returns and also number of employees and days worked. This work was assigned to me so I had to coordinate with manager and write the data of workers monthly wise.

J. Interacted with the workers and employees about their satisfaction and securities and safety at work and whether they are satisfied or not.

- During this internship as I was assigned with several tasks during those period of time I interacted with the worker and got to know about their view of the company they said that safety wise the company has fire extinguisher and they have to take care because its paper one small mistake can cause a big problem so any technical fault the production is stopped then after inspection about the problem then it starts. Workers also told me that for them any health problems or health issues is taken care by ESIC and they are satisfied by the company sometimes on festivals they are given some gifts and snacks on daily basis which shows that employee satisfaction is taken care of the a proper way.

- In the above mention tasks. The Human Resource Management helped me understand this behaviour and about why employees are to be always respected and taken care of because employees are the pillars of any company. About labours and their safety and securities made me understand that in workplace the satisfaction of the employee's matters and is the first priority the happier are the workers the more valuable and effective work they will do as a respect towards their work and the company. And our company has taken care it that's the reason it has good relation with the workers and gaining good amount of profits.

K. Estimated the costing of raw materials and products made

- Costs like
 - Manufacturing cost [Ex- Ferro box ,rate 87.27 box rate one, *2050 = 1,78,903 Rs]
 - Maintenance cost – Rs 10,000
 - Raw material cost – Depends on GSM [gram per square meter] and BF [busting factor]
 - 1) Reel 80cms – 41.35 rate per kg, 500 kg small box = Rs 20675
GOLDEN for Schiffer and Menezes medium/smiley. `
 - 2) Reel 138 cms Natural – 37.35 [per kg for big box] 500kg = Rs 18675
 - Labour /workers salary cost - Rs 500,000
 - Bills paid to govt cost - Rs GST 500,000
 - Insurance cost - Rs 25000 yearly
 - Lease cost - Rs 22000
 - Electricity ,Water, Sanitization cost – Rs 60000 ,3000,2000
- The above mention cost are the cost how much an company has expenses over the period of time this cost may change due to sudden change In economy .I discussed with manager and tried to find out the costing of products and raw material and cost of other expenses in company .Management Accounting helped me to understand the costing of product and expenses.

L. Discussed the vision and how the company is managing its customer relations and complete process with the manager, Demand of boxes, labels in the market and why only excel enterprises?

- The company had a vision called the best quality and good customer service I discussed with manager how customer relation and customer service is maintained .the quality is not compromised .it depends on the rate and type of boxes and there sizes .the big boxes and small boxes are sold to more than 10 companies and they are fixed for many years even one company is from Pune Maharashtra which very well shows us that inspite of being too many competitors Excel Enterprises is only chosen for their products .customer service is taken care by understanding them after delivery if there some problem then it is solved effectively and to understand the customer there is also a good 30 day credit period offered. Demand about boxes is high because even to pack a small house hold item we need a box. so the demand is high as it is a perfect competition [large number of sellers and large number of buyers] even the rates are high demand remains the same .the rates of our company as per quality is cheaper than other companies with a good customer service and relations that's the relation excel Enterprises have a good amount of customers.

M. Had a discussion how marketing is done of the products by the owner.

- Marketing department is taken care by owner of the company if a company needs a box or label they first contact the owner through phone then the meeting is scheduled in our comnoany or as per the customers convenience then the customer gives his requirements about the dimensions of the box and whether he wants print on it or not and if is it label then sample of labels then after getting the dimensions the owner does the quotation about it and sends to the customer if he is convinced with the price and quality he agrees and production starts.
- Emails, word of mouth through old customers and contacts also help in marketing.

O. Observed how the finance is taken care of in the company

- Finance is a very important thing in a industry to take care of the profits are handled by the owner of the company and daily expenses like maintenance, bills, payment to raw material and stationery is taken care by manager a certain amount if fund is given and allotted to manager for daily expenses and small expenses by owner, if there is a major expenses then the owner takes care of it.

- So our company deals in the printing and box manufacturing which has a great demand in the market with lots of players in markets which is a perfect competition being a company that has fixed costs like rent lease ,insurance. Variable cost are - maintenance of machinery and salary and electricity, water bills. It is having a positive market equilibrium which means the quantity demanded is equal to the quantity supplied. The quantity demanded of boxes and labels is the same as the quantity supplied. In the above mention tasks marketing management, finance, economics and management accounting helped me to relate and study about my company during this internship.

6. CONCLUSION

- My 2 Months summer internship helped me to understand the manufacturing of corrugated boxes and printing of labels how the problems are faced and challenges in day to day life with the same time made me understand how business is management the departments ,employees and how to coordinate with everyone with a workplace behaviour to have a common goal towards success and maximum profits learned lots of new techniques and detailed about production and raw materials and MBA subjects made me more easy to understand better .it will really help me my career development in future.

THANKYOU TEAM EXCEL ENTERPRISES

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- <https://www.businessnewsdaily.com/5446-porters-five-forces.html>
- Information through manager and owner and self-study by interacting with workers.