

INTERN SHIP

Interim Report

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MASTER OF BUSINESS ADMINISTRATION (MBA) - PART 2

“Comparative analyses of financial statements of Mohak Packers and Movers”

By

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DECLARATION

I hereby declare that the report has been done by myself under the guidance of Prof. Purva Desai.

This work has not been submitted at any time to any other university or Institute for award of certificate or diploma/degree.

Place:

Date:

Signature:

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(Guide)

CHAPTER 1

INDUSTRY PROFILE AND COMPANY PROFILE

INDUSTRY PROFILE

Transport industry in India is very large and diverse it meets the needs of 1.1 billion people. The sector contributes approx. 6.3% of GDP, with road transportation contributing the major share. India possesses the world's second-largest road network Railways. Indian Railways is one of the largest railways under the single management. It carried some 19.8 million passengers and 2.4 million tonnes of freight a day in year 2009 and is one of the world's largest employers. The railways play a leading role in carrying passengers and cargo across India's vast territory. However, most of its major corridors have capacity constraint requiring capacity enhancement plans.

Ports. India has 13 major and 199 minor and intermediate ports along its more than 7500 km long coastline. India's seaborne foreign trade being 95% by volume and 67% by value, the ports play a very significant role in improving foreign trade in a growing economy. These ports serve the country's growing foreign trade in petroleum products, iron ore, and coal, as well as the increasing movement of containers. Indian ports handled cargo of 850 million tonnes and about 9.0 million TEU container traffic in year 2010. Over the last decade, the average annual growth rate of port cargo volume has been about 10%.. The future potential for port sector, particularly container ports is huge considering that the container traffic is projected to grow to 40 million TEU by 2025. Inland water transportation also remains largely undeveloped despite India's 14,000 kilometers of navigable rivers and canals.

Aviation. India has 128 airports, including 15 international airports. Indian airports handled 142 million passengers in 2010-11 and 1.6 million tonnes of cargo in year 2009-10. The CAGR for the domestic passenger and freight growth over the last decade has been 14.2% and 7.8% respectively. The dramatic increase in air traffic for both passengers and cargo in recent years has placed a heavy strain on the country's major airports. Passenger traffic is projected to grow more than 15% annually over 2011-13 and it is estimated that the aviation industry, currently 9th largest in the World, will require 30 billion USD investment in the next 15 years to keep pace with the growing demand.

Urban Transport. India is experiencing rapid urbanization with the present urbanization levels at 30% translating to a population of roughly 340 million living in urban areas. The number of million plus cities is presently at 42 and the urban economy accounted for roughly 60% of the GDP. Motorisation rates in India are in double digits as in most developing economies. Only about 20 cities out of 87 cities with a population in excess of 500,000 and state capitals have any kind of organized transport and only 3-4 cities could lay claim to a mass rapid transit system. The share of public transport in cities with population sizes over 4 million has declined from 69% to 38% between 1994 to 2007. Accident and fatality rates are one of the highest in the world affecting primarily the poor and vulnerable without their own means of transport.

Transport infrastructure in India is better developed in the southern and southwestern parts of the country.

Challenges

The major challenges facing the sector are:

- India's roads are congested and of poor quality. Lane capacity is low – majority of national highways are two lanes or less. A quarter of all India's highways are congested. Many roads are of poor quality and road maintenance remains under-funded. This leads to the deterioration of roads and high transport costs for users.
- Rural areas have poor access. Roads are significant for the development of the rural areas - home to almost 70 percent of India's population. Although the rural road network is extensive, some 33 percent of India's villages do not have access to all-weather roads and remain cut off during the monsoon season. The problem is more acute in India's northern and northeastern states which are poorly linked to the country's major economic centers.
- The railways are facing severe capacity constraints. All the country's high-density rail corridors face severe capacity constraints. Also, freight transportation costs by rail are much higher than in most countries as freight tariffs in India have been kept high to subsidize passenger traffic.
- Urban centers are severely congested. In Mumbai, Delhi and other metropolitan centers, roads are often severely congested during the rush hours. The dramatic growth in vehicle ownership during the past decade - has reduced rush hour speeds especially in the central areas of major cities.
- Ports are congested and inefficient. The average annual growth of cargo volume in the ports in the last decade was close to 10%, However, capacity utilization in some of the major ports remain as low as 58-60% Both bulk and containerized traffic is expected to grow at a much faster pace in future and by some estimate the container traffic is projected to grow to about 4.5 times of the current volume by 2025. India's ports need to significantly ramp up their capacity and efficiency to meet this surging demand.

Company profile

<i>Company Name</i>	Mohak Packers And Movers
<i>Year Of Foundation</i>	2016
<i>Registrar Of Companies</i>	Panaji
<i>Registration Number /GST Number</i>	30ABEFM8930C1ZO
<i>Top Line Of Business</i>	Packing and Moving services
<i>Principal Business Activity</i>	Corporate Moving, Vehicle Shifting, Packing & Moving, Storage, Industrial packaging, Commercial transportation.
<i>Company Category</i>	Service Provider
<i>Class Of Company</i>	Partnership
<i>Office Address</i>	S F 203, Sayyadri Manor, Upper Bazar Ponda-Goa. 403401
<i>State</i>	GOA
<i>Authorized Capital</i>	N/A
<i>Paid Up Capital</i>	N/A
<i>Date Of Incorporation</i>	22 December 2016
<i>Company Status(for e filling)</i>	ACTIVE

ABOUT THE COMPANY

Mohak Packers and Movers is a leading and renowned packing and moving, logistics in India. Whether you want to relocate the entire office or home to a local, national, or international location, our professional team will assist you in an end-to-end shifting process. We offer meticulous and dependable customer service wherever customer require and address all customers concerns with

understanding and commitment. Be it air freight, shipment or in-land transportation Sahara is indeed your reliable support!

With the passion to help you keep moving ahead, we at Mohak packers and movers, have been in the picture of relocating lives since 2015. For over 4 decades now, we have grown steady and more reliable by you, only by following our vision to redefine the relocation industry by providing a proactively approach in satisfying our widespread customer-base by taking greatest care of their possessions. Backed by innovation to serve better, mohak packers and movers the top packers and movers,ponda believe in offering a complete and value-added experience in the quality of service that we offer. A Mohak packers and movers is a symbolic of Trust, we take pride in the legacy of service offered and pledge to keep bettering our services so that you can keep moving on to newer destinations of success.

Services:

- 1. Household Shifting:** Mohak packers and movers provide household moving solutions from 4 decades and now a most authenticated name in household moving services at responsible price.



Household Shifting

- 2. Office Shifting:** Mohak Packers And Movers are expert in Office relocation solutions, his professional and highly trained team members will make your office moving very ease. Just focus on your business and we will take care of your office shifting very well.



Office Shifting

Loading/Unloading Services Mohak Packers and Movers have special team of loading and unloading experts to accomplish the task in the most professional and safe manner. It becomes our responsibility that every item is unloaded with extreme care, once the goods reach their own destination.



What people can expect from Mohak packers and movers:

Safety of goods:

Customers would expect the safety and security of the goods, and this is the reason why they are choosing Mohak Packers And Movers. Since 2015 to start the business, we know that how to deliver the goods in safe and good condition to customers.

On-time delivery:

Obviously, people would expect the delivery of their goods on the committed delivery timeline. People who are moving to a new city can do nothing without their belongings.

So, is really important to deliver their goods on time otherwise they won't be able to start their life in the new house.

Best quality service

it. No customers would hire and recommend you to other potential customers we provide the best quality services. Every customer would aspect high-quality services from Mohak Packers And Movers and we provide

SWOT analysis of Mohak Packers and Movers :

In Mohak Packers and Movers, SWOT Analysis, the strengths and weaknesses are the internal factors whereas opportunities and threats are the external factors.

SWOT Analysis is a proven management framework which enables a brand like Mohak Movers Group to benchmark its business & performance as compared to the competitors. Mohak Movers Group is one of the leading brands in the transport and logistics sector.

Below are the Strengths in the SWOT Analysis of Mohak Movers Group:

Pan India Network – covering over 15 cities.

1. Provide end to end commercial as well as household relocation services
2. Strong nationwide network of branches and associates
3. Packaged to Persist: Best packing material and standards
4. Lets you concentrate on your core competency
5. In-house Labor: Trained, Skilled and Professional
7. Complete Claim Settlement – Risk Coverage
8. Warehousing facility.

Here are the weaknesses in the Mohak Movers Group SWOT Analysis:

1. Limited brand awareness compared to other logistics companies
1. Stiff competition from local transport companies.
2. Lack of financial and technical resources.
3. Limited resources.

Following are the Opportunities in Mohak Movers Group SWOT Analysis:

1. It can go more into global market.
2. Its innovative services if marketed in good manner then it can be very well known brand.
3. Some CSR activities will help to build good brand image.

Threats in the SWOT Analysis of Mohak Movers Group are as mentioned:

1. Its innovative services can be copied.
2. Tough competition from local and domestic service providers.
3. Threat of entering new player in this industry.

PESTEL ANALYSIS OF MOHAK PACKERS AND MOVERS:

The political factors play a huge role in not only investment decision by transnational corporations but also by companies such as – Mohak Movers. Political environment and other factors not only impact the cost of doing business but also long term sustainability. Some of the political factors are – governance system, democracy & institutions, military coup chances, probability of armed conflict, law and order in market etc.

Political Factors that Impact Mohak Packers and Movers: Competing for "Moving" Experiences

- Judiciary Independence – In the matter of commercial and business decisions, judiciary of the country is independent to a large extent. Business do face problem when the conflict is between

public interest and proprietary technology similar to ruling in South Africa where government & judiciary allowed generic AIDS drug irrespective of patents of global companies.

- **Role Local Governments Play** – Local governments are highly influential in the policy making process and implementation as most of the policies and regulations are implemented by the local government as enforcement agencies mostly report to local government in their own states regarding various laws.
 - **Government Regulations and Deregulations** – The government is adhering to all the rules and regulations under World Trade Organization norms. There is consistency in both policy making and implementations of those policies.
 - **Transition of Government and Changes in Policy** – There is consistency in policy making from one government to another. Secondly governments from all parties adhere to the treaties made by the previous governments.
 - **Unrest within the Country & Chances of Civil Unrest** – We don't think that Mohak Movers business operations are facing any dangers from any kind of civil unrest or internal militant operations in the country.
 - **Political Governance System** – Based on the information provided in the Mohak Packers and Movers: Competing for "Moving" Experiences case study, it seems that the country have a stable political system. Mohak Movers can make strategies based on the stable political environment.
 - **Size of Government Budgets** – both Local Governments and National Government – The government at both national level and local levels are running deficit budgets which is boosting growth in the short term but may lead to increase in inflation over medium term. The bond rating of national government is investment grade.
 - **Regulatory Practices** - The regulatory practices are streamlined with global norms which have helped the country to improve its “ease of doing business” ranking.
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Economic Factors:

Economic factors of a country and region have a direct impact on the potential attractiveness of a given market. Some of the economic factors that Mohak Movers should evaluate both in the present market and one in which it wants to enter are – inflation rate, GDP growth rate, disposable income level etc.

Economic Factors that Impact Mohak Packers and Movers: Competing for "Moving" Experiences

- **Demand Shifts from Goods Economy to Service Economy** – The share of services in the economy is constantly increasing compare to the share of manufacturing, goods, and agriculture sector.

GDP Trend & Rate of Economic Growth – The higher GDP growth rate signals growing demand in the economy. Mohak Movers can leverage this trend by expanding its product range and targeting new customers. One way to start is by closely mapping the changes in – consumer buying behavior and emerging value proposition.

- Level of Household Income and Savings Rate – Increasing consumption and stagnant household income in United States had led to credit binge consumption. It has decimated the culture of savings as people don't have enough to save. Mohak Movers needs to be careful about building marketing strategy that is dependent on "Purchase on Credit" consumer behavior.
- Financial Market Structure and Availability of Capital at Reasonable Rates – The quantitative easing policy of Federal Reserve has led to liquidity flooding all across the global financial markets. Mohak Movers can borrow cheaply under such circumstances. But this strategy entails risks when interest rate will go up.
- Employment Rate – If the employment rate is high then it will impact Mohak Movers strategies in two ways – it will provide enough customers for Mohak Movers products, and secondly it will make it expensive for Mohak Movers to hire talented & skillful employees. - Work Force Productivity – Work force productivity in US has grown by 25-30 % in last two decades even though the salaries are not reflecting those gains. It can enable Mohak Movers to hire skilled workforce at competitive salaries.

Social Factors:

Social factors such as demography trends, power structure in the society, women participation in workforce etc have immense impact over not only the country's economy but also on workforce talent availability and level of consumer demand.

Social Factors that Impact- Mohak Packers and Movers: Competing for "Moving" Experiences

- Gender Composition in Labor Market Mohak Movers can use gender composition of labor market to understand the level of liberal nature of the society, women rights, and women's say in matter of societal issues and consumption decisions. The gender composition of labor market is a good indicator of disposal income of household, priorities of the households, and related needs.
- Level of Social Concerns & Awareness in Society – Higher level of social concerns in the society often result higher consumer activism and pressure from non-governmental organizations, & pressure groups.
- Education Level in Society – Education level of the society impacts both the quality of jobs and level of income. High level of education often results in better jobs, higher income and higher spending on complex and aspirational products.
- Attitude towards Savings – The culture of saving in US and China is totally different where savings rate in China is around 30% , it is well below 15% in United States. This culture of consumption and savings impact both type of consumption and magnitude of consumption.

- Birth Rate – Birth rate is also a good indicator of future demand. USA has avoided the European Union style stagnant economy on the back of slightly higher birth rate and higher level of immigration.
 - Nature of Social Contract between Government & Society – Before entering into a market Mohak Movers needs to understand the nature of social contract between government and society. For example it has been extremely difficult for US companies to enter UK health market as UK health system is a nationalized system and everything goes through contracts at national level.
 - Immigration Policies and Level of Immigration – What are the immigration policies of the country, what is the level of immigration, and in which sectors immigration is encouraged. This will enable the Mohak Movers to determine – if required can it hire talent globally to work in that particular market.
 - Types of Immigration & Attitude towards Immigrants – Given the latest developments such as Brexit and Immigrant detention on Southern border of United States. Attitude towards immigration has come under sharp focus. Mohak Movers should have capabilities to navigate under this hyper sensitive environment.
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Technological Factors:

Technology is fast disrupting business models across various industries. Some of the technology trends that are impacting the macro environment are – developments in artificial intelligence, use of machine learning and big data analytics to predict consumer behavior, growing importance of platforms over service providers etc.

Technological Factors that Impact Mohak Packers and Movers: Competing for "Moving" Experiences

- Preparedness for 5G Related Infrastructure – Countries across the world are trying to prepare themselves to install 5G infrastructure. Mohak Movers should assess to what level the local market is prepared to roll out the 5G connectivity.
- Intellectual Property Rights and Patents Protection – Before entering new market Mohak Movers should focus on the environment for intellectual property rights.
- Transparency & Digital Drive – Mohak Movers can use digitalization of various processes to overcome corruption in the local economy.
- Level of Acceptance of Technology in the Society – Mohak Movers has to figure out the level of technology acceptance in the society before launching new products. Often companies enter the arena without requisite infrastructure to support the technology oriented model.

- Technology transfer and licensing issues for Mohak Movers – laws and culture of licensing of IPR and other digital assets should be analyzed carefully so that Mohak Movers can avoid shakedowns and IPR thefts.
 - Research and Development Investment Levels – If there is high level of investment in technology development sector then there are high chances of building a self sustaining ecosystem that drives innovation. Mohak Movers can leverage such a situation to hire the best people in business.
 - Property Rights & Protection of Technology Oriented Assets – Mohak Movers should analyze the legal status of various property rights and intellectual property rights protections that are common in US.
 - Mobile Phone & Internet Penetration – Mohak Movers should assess the level of internet and mobile phone penetration in the country as it will it in building a requisite business model based on local needs and realities.
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Environment Factors:

Environmental factors are fast gaining traction not only among consumers but also among regulators and policy makers. Climate change and changing ecosystem is leading to the extinction of more than 20% of species on the planet by the turn of this century.

Environmental Factors that Impact Mohak Packers and Movers: Competing for "Moving" Experiences

- Environmental Regulation Impacting Absolute Cost Advantage Dynamics in the Industry.
- Recycle Policies – What are the recycle policies in prospective market and how Mohak Movers can adhere to those policies.
- Environmental Standards and Regulations both at National & Local Levels – Often the environment policy at national and local level can be different. This can help Mohak Movers in numerous decisions such as plant location, product development, and pricing strategy.
- Waste Management – What is the policy of waste management in the prospective market and how Mohak Movers can adhere to the waste management requirements in that market.
- Influence and Effectiveness of Environmental Agencies – The role of environment standards enforcement agencies is critical in safeguarding norms. But often in emerging countries these agencies delay the process as a tactic to extract bribes. Mohak Movers should be aware of presence of such practices in a country.

- Focus & Spending on Renewable Technologies – How much of the budget is spend on renewable energy sources and how Mohak Movers can make this investment as part of its competitive strategy.
 - Paris Climate Agreement and Commitment of National Government under the Agreement – What are the commitments of the country under the Paris Agreement and what is the general level of consensus regarding Paris Climate Agreement in the country. For example Trump not standing by US commitments created an environment of uncertainty.
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Legal Factors:

Legal factors often govern – conditions to enter the market, laws to operate in the market, and procedure to resolve any dispute with other stakeholders. If the legal system is not strong then Mohak Movers can face numerous challenges – from consumer petitions to shakedowns from authorities.

Legal Factors that Impact Mohak Packers and Movers: Competing for "Moving" Experiences

- Independence of Judiciary and Relative Influence of Government – The judiciary independence often reflect both strength and credibility of the institutions in the country.
- Laws regarding Monopoly and Restrictive Trade Practices – As a new player Mohak Movers shouldn't be worried about the monopoly and restrictive trade practices law.
- Consumer Protection Laws – Mohak Movers needs to know what are the consumer laws, what is the rate of enforcement, what is the attitude of authorities towards consumer protection laws, and what is the role activist groups in enforcement of consumer protection laws.
- Adherence to Common Law – Is the country following common law which is uniform for all parties – whether domestic or international. If there is arbitrariness in the judicial process then Mohak Movers can't be sure of the judgments.
- Business Laws – Before entering into new market – Mohak Movers has to assess what are the business laws and how they are different from home market.
- Employment Laws – What are the employment laws in the country and are they consistent with the business model of Mohak Movers. For example Uber employment system is not consistent with French laws and it is facing challenges in the country.
- Intellectual Property Rights Protection – Mohak Movers should assess the level of protection that intellectual property rights get under the legal system of the country.

- **The Porter's Five Forces:**

- **Competitive Rivalry**
- There is a lot of competition in the market and the companies basically compete on pricing. Due to competition profit margin has been reduced to a lot of extent.
- **Threat of New Entrants**
- Threat of new entrants reflects how new market players impose threats to the existing market players. If the industry will be profitable and barriers to enter the industry will be low, it will attract more players and hence, the threat of new entrants will be high.
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- **Substitute Products**
- 1. A cheaper substitute product/service is available from another industry.
- 2. The psychological switching costs of moving from industry to substitute products are low.
- 3. Substitute product offers the same or even superior quality and performance as offered by Mohak Packers and Movers Competing for Moving Experiences's product.

Bargaining Power of Suppliers

- **1.** Suppliers have concentrated into a specific region, and their concentration is higher than their buyers.
- **2.** This force is particularly strong when the cost to switch from one supplier to other is high for buyers (for example, due to contractual relationships).
- **3.** When suppliers are few and demand for their offered product is high, it strengthens the suppliers' position against Mohak Packers and Movers Competing for Moving Experiences. Suppliers' forward integration weakens the Mohak Packers and Movers Competing for Moving Experiences's position as they also become the competitors in that area.
- **4.** If Mohak Packers and Movers Competing for Moving Experiences is not well educated, does not have adequate market knowledge and lacks the price sensitivity, it automatically strengthens the suppliers' position against the organisation.
- **5.** Other factors that increase the suppliers' bargaining power include-high product differentiation offered by suppliers, Mohak Packers and Movers Competing for Moving Experiences making only a small proportion of suppliers' overall sales and unavailability of the substitute products.

CHAPTER II: THEORETICAL BACKGROUND OF THE STUDY: ANALYSIS OF FINANCIAL STATEMENT

What is a Financial Statement?

Financial statements are the official records of the financial activities and position of a business. They aim to provide people outside and inside the company information about the company's financial situation, performance, and changes in financial position. Financial statements have different purposes and standards depending on whether they are for external reporting or internal management.

Financial statements are written records that convey the business activities and the financial performance of a company. Financial statements are often audited by government agencies, accountants, firms, etc. to ensure accuracy and for tax, financing, or investing purposes. Financial statements include:

- Balance sheet
- Income statement
- Cash flow statement

What Is Financial Statement Analysis?

Financial statement analysis is the process of analyzing a company's [financial statements](#) for decision-making purposes. External stakeholders use it to understand the overall health of an organization as well as to evaluate financial performance and business value. Internal constituents use it as a monitoring tool for managing the finances.

How to Analyze Financial Statements

The financial statements of a company record important financial data on every aspect of a business's activities. As such, they can be evaluated on the basis of past, current, and projected performance.

Types of Financial Statements

Companies use the balance sheet, income statement, and cash flow statement to manage the operations of their business and also to provide transparency to their stakeholders. All three statements are interconnected and create different views of a company's activities and performance.

Balance Sheet

The balance sheet is a report of a company's financial worth in terms of book value. It is broken into three parts to include a company's assets, [liabilities](#), and [shareholders' equity](#). Short-term assets such as cash and accounts receivable can tell a lot about a company's operational efficiency, liabilities include the company's expense arrangements and the debt capital it is paying off, and shareholder's equity includes details on equity capital investments and retained earnings from periodic net income. The balance sheet must balance assets and liabilities to equal shareholder's equity. This figure is considered a company's book value and serves as an important performance metric that increases or decreases with the financial activities of a company.

Income Statement

The income statement breaks down the revenue a company earns against the expenses involved in its business to provide a bottom line, meaning the net profit or loss. The income statement is broken into three parts which help to analyze business efficiency at three different points. It begins with revenue and the direct costs associated

with revenue to identify gross profit. It then moves to [operating profit](#), which subtracts indirect expenses such as marketing costs, general costs, and depreciation. Finally, after deducting interest and taxes, the net income is reached.

Basic analysis of the income statement usually involves the calculation of gross profit margin, operating profit margin, and net profit margin which each divide profit by revenue. Profit margin helps to show where company costs are low or high at different points of the operations.

Cash Flow Statement

The cash flow statement provides an overview of the company's cash flows from operating activities, investing activities, and financing activities. Net income is carried over to the cash flow statement where it is included as the top line item for operating activities. Like its title, investing activities include cash flows involved with firmwide investments. The financing activities section includes cash flow from both debt and equity financing. The bottom line shows how much cash a company has available.

Free Cash Flow and Other Valuation Statements

Companies and analysts also use free cash flow statements and other valuation statements to analyze the value of a company. Free cash flow statements arrive at a [net present value](#) by discounting the free cash flow a company is estimated to generate over time. Private companies may keep a valuation statement as they progress toward potentially going public.

Financial Performance

Financial statements are maintained by companies daily and used internally for business management. In general, both internal and external stakeholders use the same corporate finance methodologies for maintaining business activities and evaluating overall [financial performance](#).

When doing comprehensive financial statement analysis, analysts typically use multiple years of data to facilitate horizontal analysis. Each financial statement is also analyzed with vertical analysis to understand how different categories of the statement are influencing results. Finally, ratio analysis can be used to isolate some performance metrics in each statement and also bring together data points across statements collectively.

Tools or Techniques of Financial Statement Analysis

1. Comparative Statement or Comparative Financial and Operating Statements.
2. Common Size Statements.
3. Trend Ratios or Trend Analysis.
4. Average Analysis.
5. Statement of Changes in Working Capital.
6. Fund Flow Analysis.
7. Cash Flow Analysis.
8. Ratio Analysis.
9. Cost Volume Profit Analysis

Comparative Statements

Comparative statements deal with the comparison of different items of the Profit and Loss Account and Balance Sheets of two or more periods. Separate comparative statements are prepared for Profit and Loss Account as Comparative Income Statement and for Balance Sheets.

As a rule, any financial statement can be presented in the form of comparative statement such as comparative balance sheet, comparative profit and loss account, comparative cost of production statement, comparative statement of working capital and the like.

Comparative Income Statement

Three important information are obtained from the Comparative Income Statement. They are Gross Profit, Operating Profit and Net Profit. The changes or the improvement in the profitability of the business concern is find out over a period of time. If the changes or improvement is not satisfactory, the management can find out the reasons for it and some corrective action can be taken.

Comparative Balance Sheet

The financial condition of the business concern can be find out by preparing comparative balance sheet. The various items of Balance sheet for two different periods are used. The assets are classified as current assets and fixed assets for comparison. Likewise, the liabilities are classified as current liabilities, long term liabilities and shareholders' net worth. The term shareholders' net worth includes Equity Share Capital, Preference Share Capital, Reserves and Surplus and the like.

Trend Percentage analysis of financial statements

Trend Percentage is a [financial statement analysis](#) technique that shows changes in the amounts of corresponding financial statement items over a period of time. It is a useful tool to evaluate the trend situations.

The first, or earliest, year of the trend is the "base year," with which you compare the amounts in each subsequent year. You convert the amounts of each subsequent year into a percentage of the base year amount in separate columns.

How to Calculate Trend Percentage

- 1. Select the base year or period**
- 2. Assign a weight of 100% to the figures or amounts that appear on the base-year financial statements**

3. Compute the trend percentage for the second year
4. Write your result as a percentage in the third column.
5. Calculate the trend percentage for the third year
6. Write your result as a percentage in the fourth column

CHAPTER 3

RESEARCH METHODOLOGY

Need for the study:

The need for study on financial statements analysis at Mohak Packers and Movers is to know the financial position of the company and value of its assets and liabilities. The study on financial statements analysis helps in identifying the profitability position of the company.

The study on financial statement analysis helps in comparing the past and present performance of the company and also helps in ascertaining the growth rate of the company.

The over-all purpose of preparing the financial statements is to provide information about the performance of company, on-going operations of the business, their financial position of an organization.

Credit decision, lenders, owners and investors use entire set of information in the financials to decide whether they should extend credit to the business or limit the amount of credit which is already extended before.

- Decisions regarding the Taxation are made, government entities may tax a business used on Assets and Income. (Accounting tools)
- Financial analysis depicts the actual position of the business position and also their efficiency in the market.
- It is required the draft the financial statement and analysis to keep the record of daily business or function taking place.
- It is prepared to record the business happenings. And also helps to analyse the business status.

Objectives of the study:

1. To analyze the overall financial position of Mohak Packers and Movers.
2. To study about Profit Maximization.
3. To compare past and present performance of Mohak Packers and Movers.

Scope of the study:

Scope of study means the areas which will be studied in the project. The study on financial statement analysis at Mohak Packers and Movers covers all the financial aspects of the company like it shows financial position, profitability, and liquidity position of the company. The study shows the clear picture of the company.

The scope of the study is only limited the information and data given by the company accountant. The analysis is done on the basis of data obtained from the annual reports, cash statements and income statements of the company.

In this study past and current years balance sheet, Profit and Loss A/c, Income statements are analyzed, compared and interpreted to know the performance and profitability of the company.

Research Design:

Research design means the methods and tools used for collecting required information and data for the purpose of project work.

SOURCES OF DATA COLLECTION:

a) Secondary data

SECONDARY DATA: The data which is already collected from accountant and other employees is known as secondary data.

In this study secondary data are collected with the help of annual reports, financial statements and various books and through

internet.

LIMITATIONS OF THE STUDY:

1. The study is based on the data and information given by the company accountant.
2. Due to confidential policies of the company all the financial information cannot be obtained/published.
3. The study is only based on past 3 years data.
4. Due to time constraint reliability and accuracy of the study is not achieved.
5. The accuracy of the study is based on information given by the company accountant.

Review of literature:

a) Mohak Packers and Movers Limited: From Customer Feedback to Logistics Design Innovation

Mohak Packers and Movers Limited is an example of a business that delivers superior customer service with continuous logistics design innovation. The case provides details of a leading logistics and solution provider for household goods relocation who in past was facing problems due to increase in number of customer complaints and claims and also increase in packaging costs. APML believed that mistakes could be avoided and defects could be prevented. Solutions were offered by modifying the processes through innovation in its services resulting in customers' delight. As a result of continuously improving capabilities, people, processes, and technology; the services improved too. The case gives an insight on how the company improved its services by innovating and how these innovations were sustained by such a large organization with many branches throughout India.

b) Lead Generation & Customer Satisfaction level of Mohak Packers and Movers (DRS Group) in Nagpur.

Customer service and/or satisfaction : When we talk about customer service and/or satisfaction, we talk about creativity. Creativity allows us to handle or diffuse problems at hand or later on in the process of conducting the everyday business. We talk about how, or rather what, does the organization have to do to gain not only the sale but also the loyalty of the customer. We want to know if our customers are satisfied or not. We want to know if customers are delighted and willing to come back. Thus satisfaction means that what we delivered to a customer, met the customers approval. Customer satisfaction, however, is when the customer is satisfied with a product/service that meets the customer's needs, wants, and expectations. Philip Kotler defines services from management point of view. "Service is any activity or benefit that one party can offer to another"

C) DTC Packers and Movers:

DTC Packers and Movers is a project which is developed to provide a interactive platform between clients and packers and movers company. This project provides best and reliable services in relocating. Clients can book the services through this web portal. This Project provides useful information to clients in the process of relocating their house. . Packers and movers agency works according to the needs and requirement of the customers and provide them the desirable results. The packers and movers agencies uses best quality packing materials to pack our goods in such a way that all goods remain in safe condition during transit & moving services assure the safe delivery of our goods at our destination.

D) PACKERS AND MOVERS by Ravi Sharma:

Packers and Movers is a web based application that is designed to be deployed on internet and provide functionality to every type of user. This application is basically a web Portal designed to get interaction between different clients and Packing and Moving Companies. Packers and Movers is an online platform for service seekers and service providers. We have listed excellent packing moving service providers of India, household shifting & relocation services providers, car transportation, office relocation, home, shop, industrial or commercial shifting service providers of India. Our packers and movers directory is having ultimate objective of providing information to its visitors about best packers movers and relocation companies offering its services in India. The reliable and swift packers and movers services providers are the best for any kind

of relocation and car transportation services. According to requirement gathered and the technologies used to realize those requirements are best utilized to achieve that functionality. The Packers and Movers Web Portal gives a platform through

which clients and different packing and moving companies can communicate and use the services provided by this portal.

CHAPTER 4

ANALYSIS AND INTERPRETATION OF FINANCIAL STATEMENTS

- **BALANCE SHEET**

TABLE -1

Comparative Balance Sheet of Mohak Packers And Movers as at 2020-21

Particulars	2019-20	2020-21	Increase/Decrease (Amt)	Increase/Decrease (%)
1.EQUITY AND LIABILITIES				
1)SHAREHOLDERS FUND				
a)Share Capital	100000	100000		
b)Reserves and Surplus	883268	1433601		
2)CURRENT LIABILITIES				
a)Short-Term Borrowings	869318	225049		
b)Trade Payables	1150511	1473646		
A)Total Outstanding Dues of Micro Enterprises and Small Enterprises	0	0	0	0
B)Total Outstanding Dues of Creditors Others than Micro Enterprises and Small Enterprises				
c)Other Current Liabilities	1568208	1030398		
d)Short Term Provisions	1356299			
Sub Total				

Grand Total	5927603	4262693		
II. ASSETS				
1) NON –CURRENT ASSETS				
a)Property, Plant and Equipment	506641			
i)Tangible Assets	2158776	484449		
ii)Capital Work in Progress	0			
b)Long Term Loans and Advances				
c)Deferred Tax Asset(net)				
Sub Total				
2)CURRENT ASSETS				
a)Inventories				
b)Trade receivables	1082902	728592		
c)Cash and Cash equivalents	484671	13247676		
d)Short-term loans and advances	1678006	1705369		
Sub Total				
Grand Total	5927603	4262693		

ANALYSIS and INTERPRETATION:

- The Share Capital of MOHAK Packers And Movers remained the same in both years (2020-21 and 2019-20)
- Reserves and Surplus of the company decreased from 2019-20 to 2020-21
- Trade Payables increased
- The Companys liquidity and solvency position is not that great as Current Liabilities are more than Current Assets.

TABLE - 2

Comparative Balance Sheet of MOHAK Packers And Movers as at 2019-20

Particulars	2018-19	2019-20	Increase/Decrease (Amt)	Increase/Decrease (%)
I. EQUITY AND LIABILITIES				
1) SHAREHOLDERS FUND			0	0
a) Share Capital	100000	100000	0	0
b) Reserves and Surplus	458117	884268		
2) CURRENT LIABILITIES				
a) Short-Term Borrowings	1131792	825965		
b) Trade Payables	15689	25698		
A) Total Outstanding Dues of Micro Enterprises and Small Enterprises	0	0	0	0
B) Total Outstanding Dues of Creditors Others than Micro Enterprises and Small Enterprises				
c) Other Current Liabilities				
d) Short Term Provisions	0			-
Sub Total				
Grand Total				
II. ASSETS				
1) NON –CURRENT ASSETS				
a) Property, Plant and Equipment				
i) Tangible Assets				
ii) Capital Work in Progress	0	0	0	0
b) Long Term Loans and Advances				
c) Deferred Tax Asset(net)				

Sub Total	1705598	1835931		
2)CURRENT ASSETS				
a)Inventories	865246	752369		
b)Trade receivables	5698	23658		
c)Cash and Cash equivalents	150000	85369		
d)Short-term loans and advances	684654	974535		
Sub Total				
Grand Total	1705598	1835931		

ANALYSIS and INTERPRETATION

- There is no change in the value of Share Capital
-

TABLE - 3

Trend Analysis of Mohak Packers And Movers(Balance Sheet)

Particulars	2018-19	2019-20	2020-21	% 2018- 19	% 2019- 20	% 2020- 21
I. EQUITY AND LIABILITIES						
1)SHAREHOLDERS FUND						

a)Share Capital	100000	100000	100000	0		
b)Reserves and Surplus	1510236	1423659	1321698			
2)CURRENT LIABILITIES	100000	456325	328456			
b)Trade Payables	50000	40000	30000			
A)Total Outstanding Dues of Micro Enterprises and Small Enterprises	0	0	0	0	0	0
B)Total Outstanding Dues of Creditors Others than Micro Enterprises and Small Enterprises						
c)Other Current Liabilities						
d)Short Term Provisions	0			-	-	-
Sub Total						
Grand Total	1760236	2019984	1780154			
II. ASSETS						
1) NON –CURRENT ASSETS						
a)Property, Plant and Equipment	328569	990000	170856			
i)Tangible Assets	75698	85348	569874			
ii)Capital Work in Progress	0	0				-
b)Long Term Loans and Advances						
c)Deferred Tax Asset(net)						
Sub Total						
2)CURRENT ASSETS						
a)Inventories						
b)Trade receivables	1345969	94271	192826			
c)Cash and Cash equivalents	10000	850365	846598			
d)Short-term loans and advances						

Sub Total						
Grand Total	1760236	2019984	1780154			

ANALYSIS and INTERPRETATION

- Share Capital Mohak packers And Movers remained same for all the 3 years i.e 2018-19 , 2019-20 , 2020-21
- Overall the financial position and liquidity of company is good as current assets are more than current liabilities.

CHART - 1

Reserves and Surplus

2018-19	2019-20	2020-21

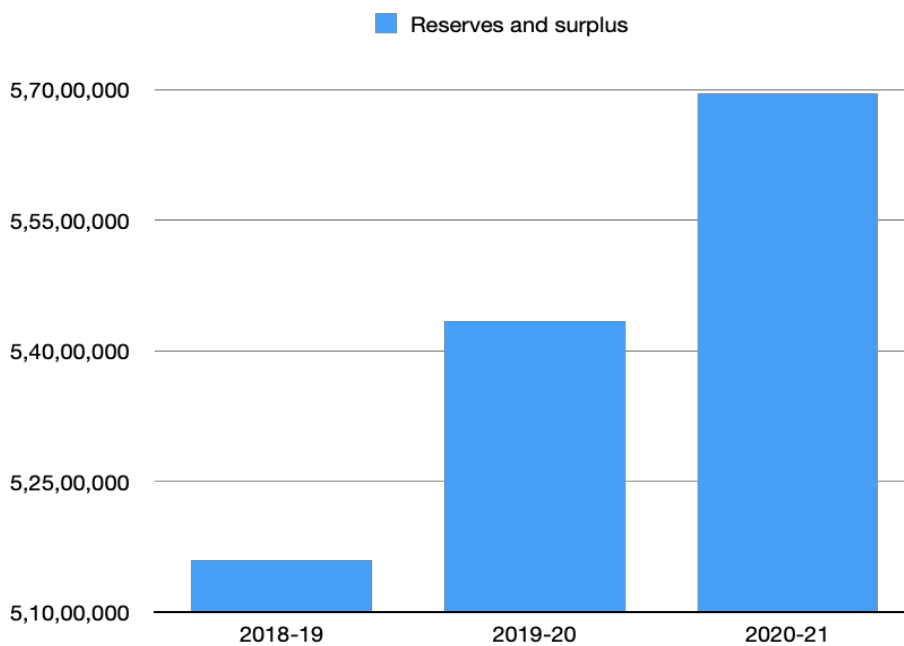


CHART-2

Trade Payables

2018-19	2019-20	2020-21

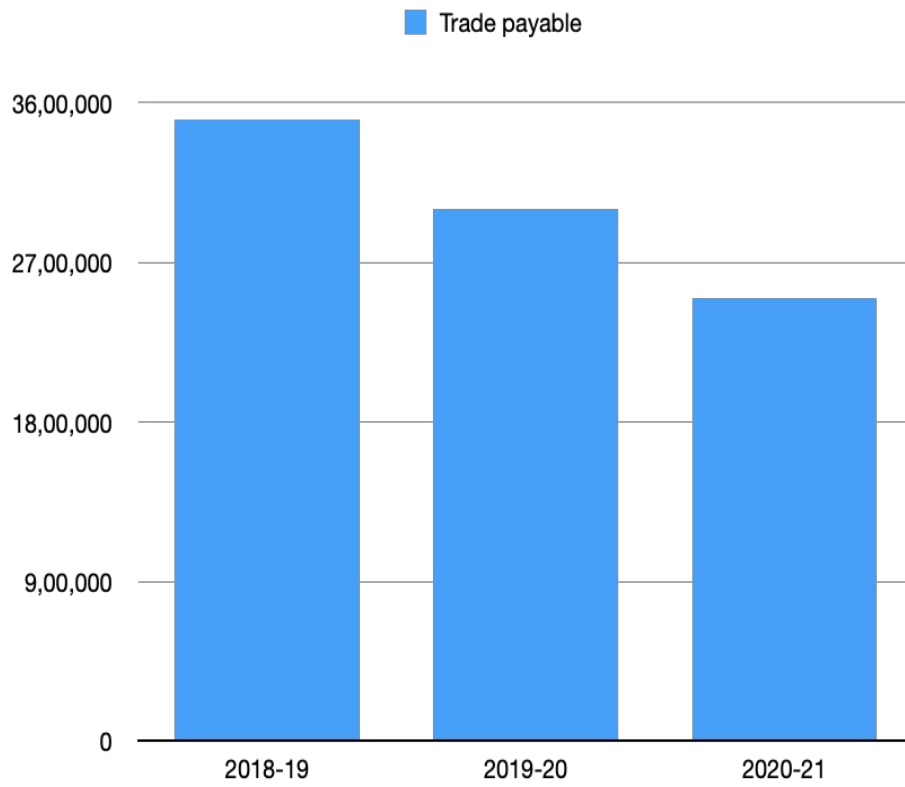


CHART-3

Tangible Assets

2018-19	2019-20	2020-21

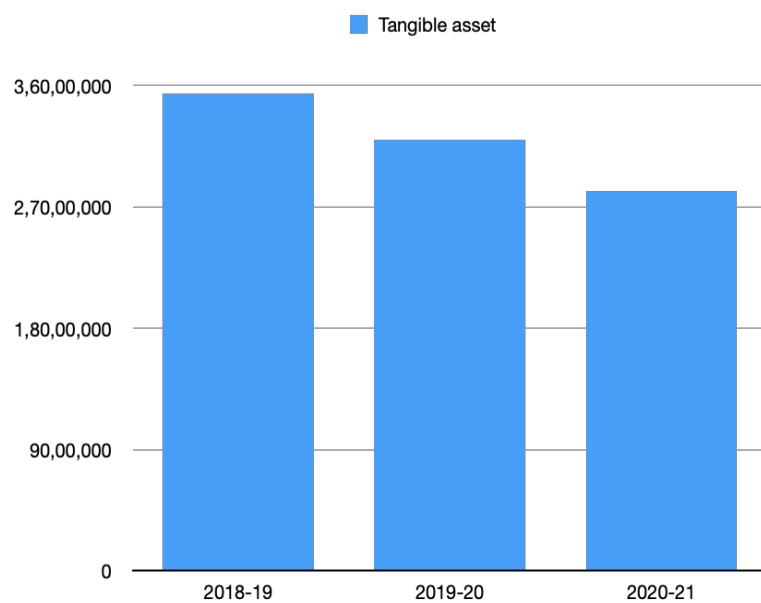


CHART-4

Trade Receivables

2018-19	2019-20	2020-21

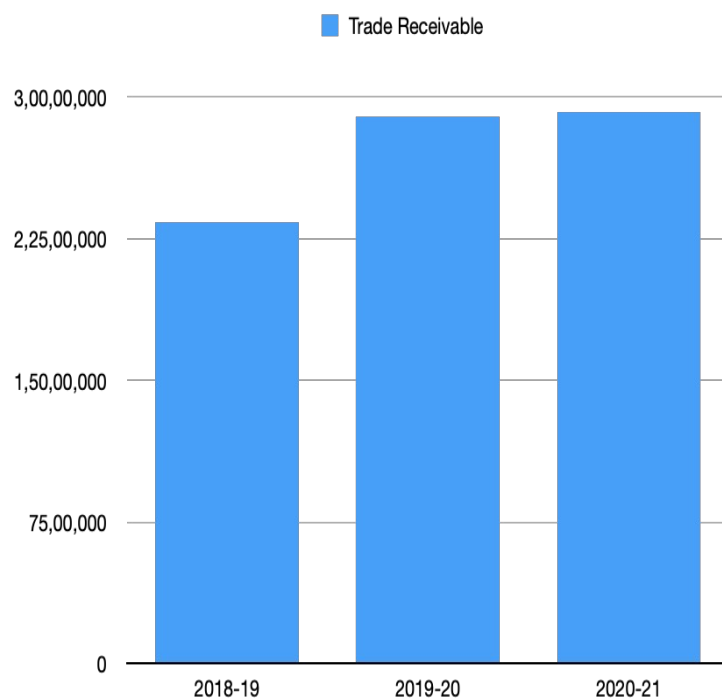
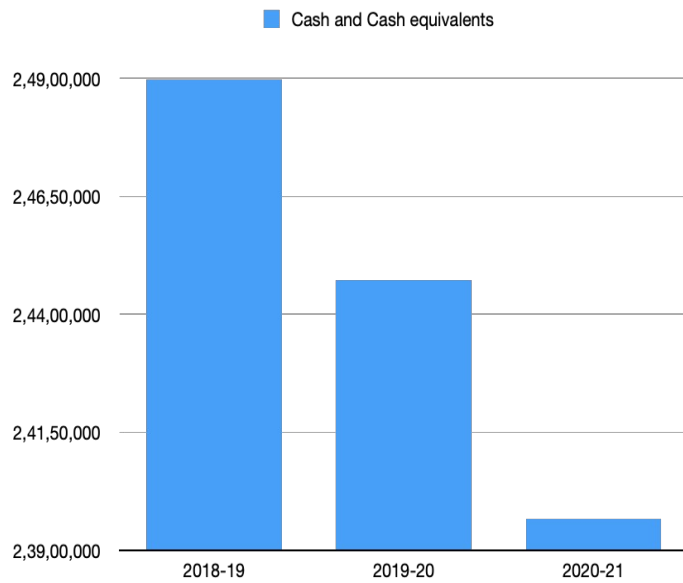


CHART-5

Cash and Cash Equivalents

2018-19	2019-20	2020-21



- Cash and Cash equivalents has decreased

- PROFIT/LOSS

TABLE - 4

Comparative Profit / Loss Statement of Mohak Packes And Movers

Particulars	2019-20	2020-21	Increase/Decrease (Amt)	Increase/Decrease (%)
I.REVENUE				
Revenue from operations	11266034	11622446		
Other income	49349	395132		

Total Revenue	11335383	12017578		
II.EXPENDITURE				
Cost of materials consumed				
Employee benefit expenses	8947306	986598		
Finance costs	15389	35962		
Depreciation and Amortisation expenses	21598	25698		
Other expenses	48965	2365		
Total Expenses	9033258	1050623		
III.Profit/Loss Before Exceptional items,Extraordinary items and Tax(I-II)				
Exceptional and Extraordinary items	0	0	-	-
IV. Profit Before Tax(III-IV)				
V. Tax Expense				
Current tax				
Deffered Tax Charge				
Provision no longer required written back		0		
VI. Profit for the year after Tax(IV-V)	2302125	10966955		
VII. Earnings per Share(EPS)				
Weighted no of Equity Shares				
Basic and Diluted EPS				

ANALYSIS and INTERPRETATION

CHART-6

- REVENUE FROM OPERATIONS

2019-20	2020-21

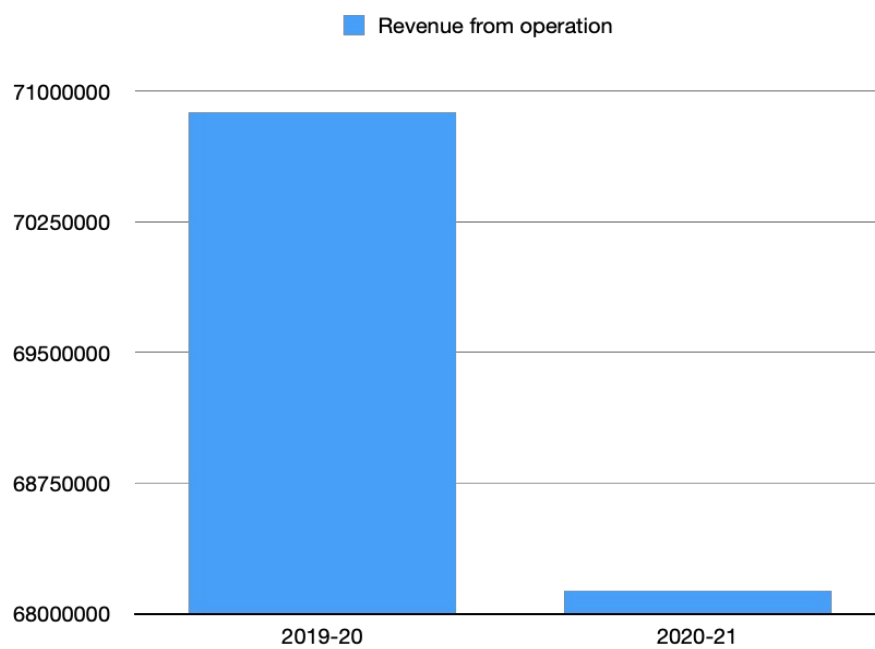


CHART-7

- Profit for the year after tax

2019-20	2020-21

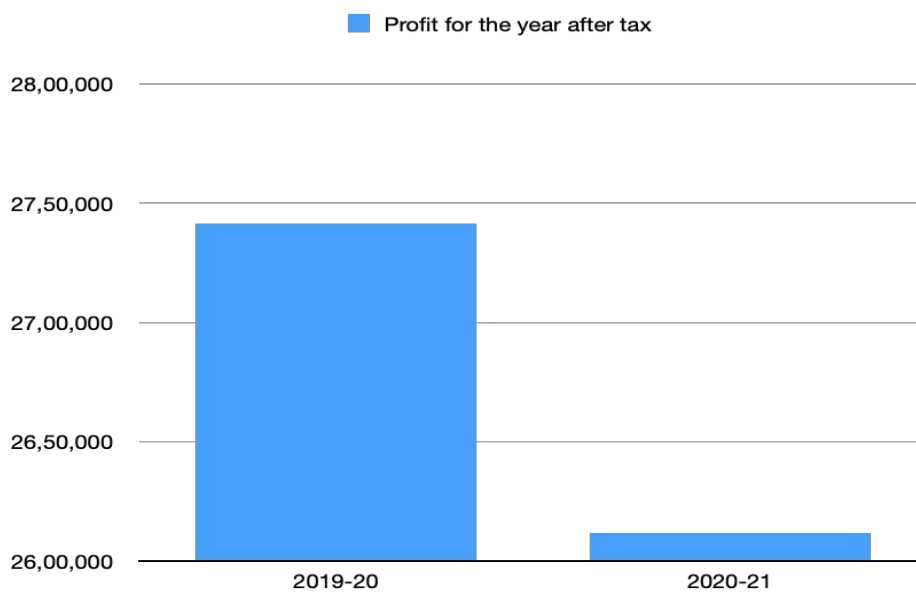


TABLE - 5

Comparative Profit/Loss Statement of Mohak Packers And Movers:

Particulars	2018-19	2019-20	Increase/Decrease (Amt)	Increase/Decrease (%)
I.REVENUE				
Revenue from operations				
Other income				
Total Revenue				
II.EXPENDITURE				
Cost of materials consumed				
Employee benefit expenses				
Finance costs				
Depreciation and Amortisation expenses				
Other expenses				

Total Expenses				
III.Profit/Loss Before Exceptional items,Extraordinary items and Tax(I-II)				
Exceptional and Extraordinary items	0	0	-	-
IV. Profit Before Tax(III- IV)				
V. Tax Expense				
Current tax				
Deffered Tax Charge				
Provision no longer required written back				
VI. Profit for the year after Tax(IV-V)				
VII. Earnings per Share(EPS)				
Weighted no of Equity Shares				
Basic and Diluted EPS				

CHART-8

Revenue from Operations

2018-19	2019-20

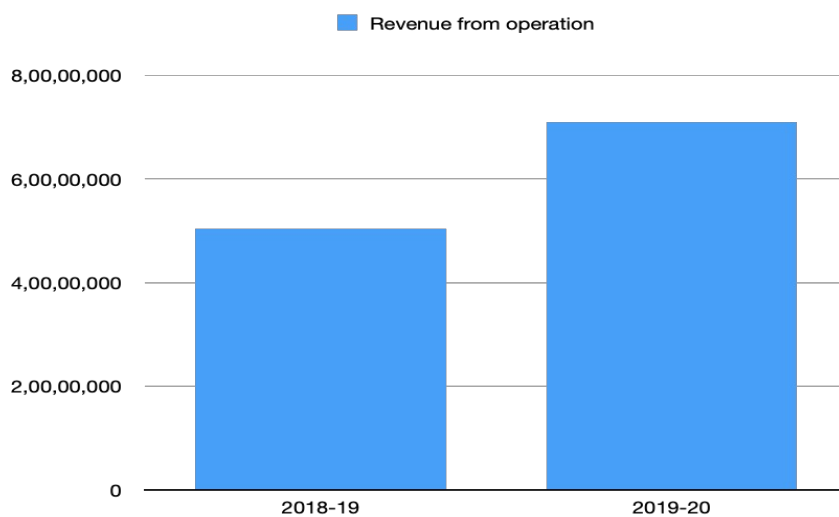
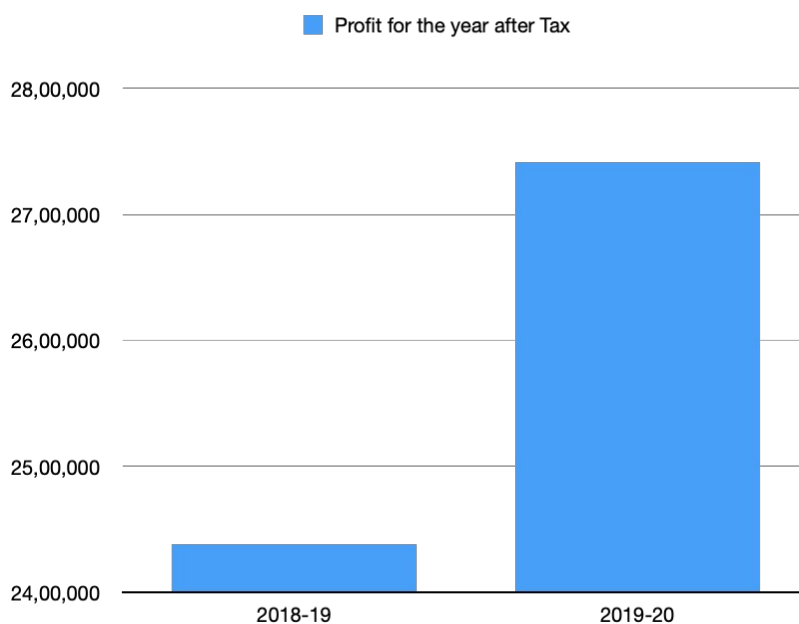


CHART-9

Profit for the year after Tax

2018-19	2019-20



- Profit for the year 2019-20 has increased by 12.42%
- Profit in the year 2019-20 was Rs. 27,41,359.22 which is higher than the profit in the year 2018-19 which was Rs. 24,38,582.772

- Increase in the profit is the result of increase in revenue / sales which is a good sign for the company.

TABLE - 6

Trend Analysis of Mohak Packers And Movers

Particulars	2018-19	2019-20	2020-21	% 2018-19	% 2019-20	% 2020-21
.REVENUE						
Revenue from operations						
Other income						
Total Revenue						
II.EXPENDITURE						
Cost of materials consumed						
Employee benefit expenses						
Finance costs						
Depreciation and Amortization expenses						
Other expenses						
Total Expenses						
III.Profit/Loss Before Exceptional items, Extraordinary items and Tax(I-II)						
Exceptional and Extraordinary items	0	0	0	-	-	-
IV. Profit Before Tax(III-IV)						
V. Tax Expense						

Current tax				100		
Differed Tax Charge				100		
Provision no longer required written back			0	100		-
VI. Profit for the year after Tax(IV-V)						
VII. Earnings per Share(EPS)						
Weighted no of Equity Shares						
Basic and Diluted EPS						

CHART -10

Revenue from Operations

2018-19	2019-20	2020-21

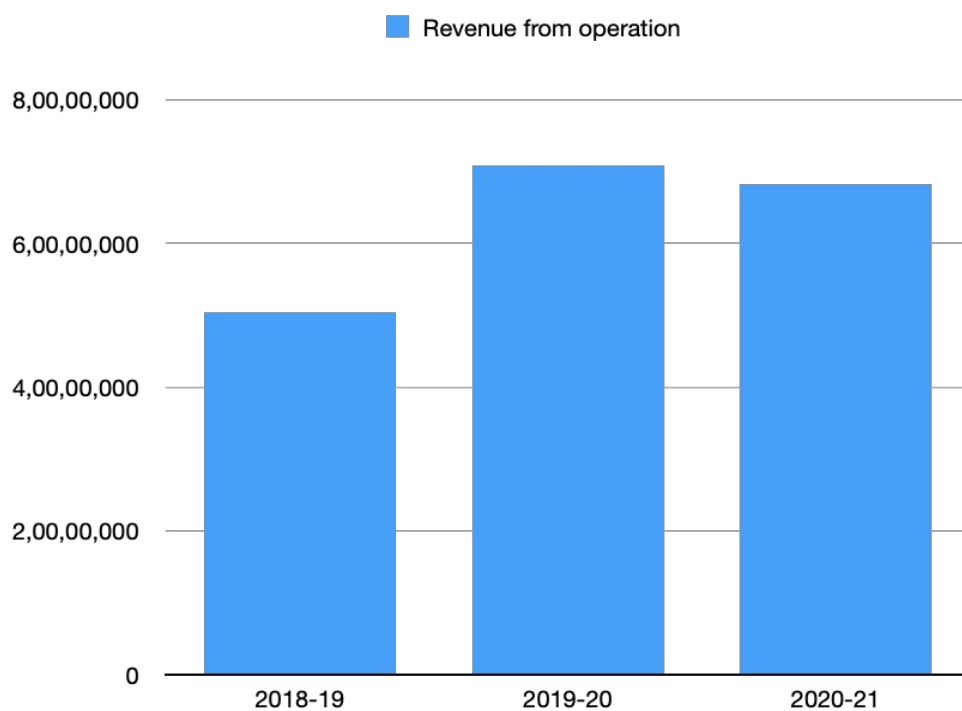


CHART- 11

Profit for the year after Tax

2018-19	2019-20	2020-21

