

**MAGNA AMUSEMENT & LEISURE PVT. LTD.**

**SUMMER INTERNSHIP REPORT**



**Submitted By:**

**Name: Tejas Vijaykumar Surlakar**

**Roll No: 2165**

**Under the Supervision of**

**Ms. Priyanka U. Naik**

**Assistant Professor of Management Studies**

**Goa Business School**

**Goa University**

**2021-2022**

## DECLARATION

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

Date: 8<sup>th</sup> July 2022

Place: Goa University

Name: Tejas Vijaykumar Surlakar

Roll No: 2165

## CERTIFICATE



**MAGNA AMUSEMENT &  
LEISURE PRIVATE LIMITED**

CINU74999GA2020PTC014224

### TO WHOMSOEVER IT MAY CONCERN

This is to certify that Mr. Tejas Vijaykumar Surlakar has completed his Internship in our organization in all departments from 16<sup>th</sup> May, 2022 to 8<sup>th</sup> July, 2022 for his MBA – Goa University project.


We hereby authorize Mr. Tejas to make the presentation of the report either in public or camera.

During his tenure with us, we found him to be hardworking, punctual and sincere.

We wish him all the best in his future endeavors.

Thanks & Regards

**For Magna Amusement & Leisure Pvt. Ltd.**

  
Authorized Signatory

Dated: - 8<sup>th</sup> July, 2022

## **ACKNOWLEDGEMENT**

I would like to express my gratitude to all the individuals who have helped and supported me throughout this project.

I also take this opportunity to thank Management and staff of Magna Amusement & Leisure Pvt. Ltd., for allowing me to do internship in their company.

This internship program was possible because of numerous people who helped me directly and indirectly and am in debt to all of them. I thank each and every one of them.

I would also personally like to thank our mentor, Ms. Priyanka U. Naik for her guidance throughout this project besides Prof. Nilesh Borde and Prof. M. S. Dayanand who were driving force in encouraging and motivating me for undertaking this project.

Name: Tejas Vijaykumar Surlakar

## CONTENTS

Sr. No.	Title	Page No.
1	Executive Summary	6
2	Profile of the company	7
3	Industry Analysis	9 - 15
3.1	PORTER'S 5 Forces	9
3.2	PESTEL Analysis	12
4	Company Analysis	16 - 20
4.1	SWOT Analysis	16
4.2	VRIN Analysis	19
5	Department Analysis	21 - 23
5.1	Tendering Department	21
5.2	Planning Department	21
5.3	Legal & Liaison Department	22
5.4	Marketing Department	22
5.5	Human Resources Department	22
5.6	Purchase Department	23
5.7	Housekeeping & Maintenance Department	23
5.8	Finance Department	23
6	Work Done	24 - 28
7	Learnings Derived	29 - 30
8	Suggestion	31
9	References	32

## **1. EXECUTIVE SUMMARY**

The aim of this internship program was to study the functioning of various departments in an organization like Tendering, Planning, Human Resources, Marketing, Finance/Accounts, Purchase, Legal, Housekeeping & Maintenance and their coordination with each other for efficient functioning of the company.

The internship at Magna Amusement & Leisure Pvt. Ltd. was a great learning experience and it helped me to gain immense practical experience of day to day functioning of the company.

I had the opportunity to meet and interact with individuals in different departments, learning various aspects of the organization. I was lucky in a sense that the tendering process 'Dudhsagar Spa Resort at Mollem' was in process and Tender for Morjim Khind was bagged by the company and was in planning and execution stage.

## 2. PROFILE OF THE COMPANY



# MAGNA AMUSEMENT & LEISURE PRIVATE LIMITED

Magna Amusement & Leisure Private Limited is a Private Limited company incorporated on 7 Jan 2020 by Mr. Gajanan Janardan Zarapkar and Mr. Bagkiyadurai Karuppa Pillai as its directors. The firm is categorized as other business activities such as theme park, restaurants, rental cottages, boating and ecofriendly activities.

Mr. Gajanan Janardan Zarapkar is the Managing Director of the above said company.

### Detailed profile

Registered name	Magna Amusement And Leisure Private Limited
Founded	7 <sup>th</sup> Jan 2020
Registered under	Registrars of Companies Goa
R.No.	14225
Classified under	Unlisted Private

	Non-government Company Other business activities
Status	Active
Employees	75
Headquarters	H.No. 140/7, Angod, MAPUSA, BARDEZ North Goa GA 403507 IN
Email	<a href="mailto:magna.work19@gmail.com">magna.work19@gmail.com</a>
Paid up capital	One Lakh Rupees
Authorised capital	Fifteen Lakhs Rupees

## Directors

Gajanan Janardan Zarpkar	Bagkiyadurai Karuppa Pillai
--------------------------	-----------------------------



### **3. INDUSTRY ANALYSIS**

#### **3.1 PORTER'S 5 Forces**

##### **THREAT OF NEW ENTRANTS**

In tourism sector, the threat of new entrant is moderate as capital and legal requirement to setup and operate is huge. Capital requirements comprises of investment in prime properties, infrastructure setup, hiring employees and day to day operations etc.

This investment is not only limited to initial stages of project setup but also up-gradation of infrastructure from time to time along with investing in new projects. This is a consumer dominated industry wherein new innovations in entertainment and home stay are key factors to have upper hand over competitors. To run the organization successfully one has to adhere to all the Government norms and procedures like Trade license, GST registration, IT registration, PF registration, Health registration, FDA License, Fire and Safety license etc. Also filing of regular returns is mandatory. This involves expertise and expenses which can only be borne by a financially stable organization.

The Labor union issues, local and NGO issues are always a threat for new setup in sensitive state like Goa.

##### **BARGAINING POWER OF SUPPLIERS**

In any business the bargaining power of suppliers and purchasers depends on the market scenario i.e. demand to supply ratio.

The firms are in constant need of raw materials preferably at their doorstep. Identifying of vendors for supplies and services is a key for successful and smooth functioning. Having competition among the suppliers by inviting multiple quotation's helps in getting a good deal.

## **BARGAINING POWER OF BUYERS**

Presently due to social media and other platforms information is easily available and industry has turned into buyers' market. Sitting in office we get list of suppliers for various products and customer feedback about them. This advantage was not available few years back.

Today the buyer has multiple choices. This has increased his negotiation power and can demand for maximum credit facilities. The financial institutions also provide full-fledged support to established business houses in the procurement phase in terms of letter of credit, bank guaranty, overdraft facility, etc.

The transport services has improved leaps and bounds in last decade. This has help in procurement of distance material on time. The buyer gets the advantage of operating on minimum inventory thereby reducing overheads.

## **THREAT OF SUBSTITUTES**

Goa has various tourist attractions like forts, religious places, beaches etc. New exotic locations are gaining popularity and customers have the various options to choose. Threat of substitutes is high in this sector wherein customers always demand new form of entertainment.

Domestic, foreign tourist and local visitors select destinations which are affordable, safe and money worth benefits. The places of historical and cultural significance are visited once in a lifetime but places of fun and entertainment are frequently visited.

Hence keeping in pace with market trend, adhering to modern technology is a key to long term survival.

## **RIVALRY AMONG EXISTING FIRMS**

When the Government department & private firms publish tender for the properties available on lease, different firms rush to get their hands on these projects.

The bidding for the projects is intense among the firms. More popular the destination higher the bid. This rivalry can only see during tendering and bidding process. The rivalry among establish firms can be seen at the highest.

For example, Magna Amusement and Leisure was also interested in operating and maintaining Mayem Lake and Agauda Fort, but they lost the tender on price. Drishti Lifesaving Pvt. Ltd. – is a competitor of the firm. It currently operates Agauda Fort.

## **3.2 PESTEL Analysis**

### **POLITICAL FACTORS**

Factors such as political stability, trade approval etc. impact how the organization functions and which are influenced by the Government.

Suppose in a scenario where if a project is approved by a government, it is invested heavily by the firms and it's nearly completion by next year but if the ruling party changes and disapproves the project due to it not being in line with their views or other reasons, the project will be in a huge loss.

Goa Tourism and Development Corporation can decide which projects and activities are allowed in the state and the rules and regulations to be followed. They will also review the projects given on lease to check if they are economically feasible and if it's boosting tourism

### **ECONOMIC FACTORS**

Tourism contributes majorly to the economy of the state. Contributing 16% to Goa's GDP. Economics factors such as unemployment, Labor Demand, Inflation. Interest Rate, GDP etc. indicate and affect the growth of the industry.

As due to Covid, tourism industry had taken a big hit and Goa had seen Rupees 2,000 Cr. and above losing. This had also affected the employment to work in different sectors in the industry.

The daily wage labors also return to their home state after not seeing work given and getting money for means for survival. This also created a problem when the situation was coming back and recovering from the pandemic, there were labor shortages. The Labor demand had increased post pandemic.

Similar case can also be seen where when GDP is rising, many tourists come in the state. Which leads to more business activities and rising of new adventure and entertainment places thus boosting tourism in the State. But when the GDP is in decline, a reverse effect can be seen where

in less tourist come in the state which leads to less business activities and low probability of new spots thus decrease in tourism in the state.

Inflation affects tourism. Due to Inflation where price of goods and services increases, tourist will less likely to arrive and spend less money while on their travel. Although it doesn't have a major impact but decrease in number can be on the industry.

## **SOCIAL FACTORS**

When people think about tourism and tourists visiting famous destination, the pollution & destruction to property is also attached to it. Many times incidents have occurred when a places where famous and places which have recently gone in trend have seen rise in visitors but also with that have seen a rise in garbage being found in the area. This why sometimes locals have to step in to preserve the environment from destruction. This puts a bad name for those tourist who travel without littering and destroying the property.

Goa has been known for its peace and harmony. That's why people from all over the country and world have the state as a favorite travel destination. It is the reason visitors can safely travel also at night without worrying about their wellbeing and getting robbed.

Executing projects can also have its own challenges where the required permission cannot be obtained from the Panchayat. This would lead to frustration in investors when the said project can't be finished in required time and face losses on their investment. Some projects also get into controversy for being in land grabbing of religious places.

## **TECHNOLOGICAL FACTORS**

Technology helps the industry in helping tourists in smooth flow from help in booking travel tickets, hotel, exploring new places, travel & expenditure. Availability of new offers and activities nearby can be found quickly.

With help and knowledge at their fingertips, technology prevents tourist from being scammed in the case taxi fare etc. less than otherwise. Online & telephonic help portals also comes in handy if in case of trouble.

Technology also helps the firms in getting in speed in execution their internal and external process in time. Human resources can be managed well in getting the best possible result.

Prevention and safety mechanism is also improved by use of technology and helps in maintaining the property.

## **ENVIRONMENTAL FACTORS**

Environmental factors includes Weather, Climate, Environmental Policies, Corporate Social Responsibility, etc. These factors have on arrival of tourist. For example, if a place has bad air quality which would affect health and lifespan or floods, tourists will avoid going to such places.

The operating firms should make sure that they are not damaging the water bodies and environment around. Such a negligence would be fined and also reject operations of the firms of that project.

Some firms have the mission to eliminate or to reduce the use of plastic and instead opt. for biodegradable materials such as bamboo, paper and so on. With strict government actions and use of ecofriendly materials, all in all will help in saving the environment from destruction.

## **LEGAL FACTORS**

Companies in this industry need to follow all the rules and undertake the required permissions to legally operate. Or else they will be fined. While taking any projects, the firms should comply with laws to be operational. This requires the firms in getting No Objection Certificate from the Panchayat so later there not any issues of misusing the land and any problems caused, the permissions from the Water Department, Electricity Department, etc.

Also when hiring employees, outsourcing services, giving a shop or space in the property to other shop owner to operate, the operating firms has to follow a strict procedure with the help of the department officer in doing so.

## **4. COMPANY ANALYSIS**

### **4.1 SWOT Analysis**

#### **Strengths**

##### **1. Risk taking abilities of management**

Manga Amusement & Leisure have the capacity to invest in new and risky projects and bear short term unavoidable losses.

##### **2. Capital Reserves**

The firm has the advantage to borrow funds from its parent organization for its day to day activities in case of shortfall.

##### **3. Strategic location of the projects**

The projects undertaken are strategically located in area which are popular among international and domestic tourists.

##### **4. Expertise in tendering process**

The firm has qualified and experienced employees, it has also hired retired government officials to help in tendering process.

#### **Weakness**

##### **1. Trained staff leaving for better opportunities**



Due to opportunities in other firms, employees which were trained in the company leave to pursue their career in other companies.

## 2. Govt. Land

Govt. land and lease period is for 20 year, huge investment cannot be done on immovable structures.

## 3. Inflation

The high rate of inflation is a difficult to encounter after quoting tender or giving best deal to travel agents.

# Opportunities

## 1. Govt. Investment beneficial to nearby projects

For example,

The development of Mopa airport & Marmogoa port trust will helping boosting tourism to nearby location.

Also the funds allotted from central government under Sagar Mala project to increase development.

## 2. Goa is the preferred place to visit in present time

Since the recovery from Covid, Goa has seen increase in the number of tourist in the state with also provides better healthcare facilities.

## **Threats**

### **1. Fear of pandemic coming back**

If the pandemic starts to gain cases again, the tourist arrival will decrease thus businesses suffering.

### **2. Changing Govt. policies**

If the Government decides to increase Tax Rate, GST etc., the firm may occur losses. Also in every budget new tax comes into force.

### **3. War and Terrorism activities worldwide**

Moscow was famous for Russian tourists but due to Ukraine war the inflow of these has been affected.

## **4.2 VRIN Analysis**

### **Valuable**

Magna Amusement and Leisure considers their capital reserves as valuable. It is because of their funds they are able to invest in new projects, maintain it and in the end generated profit. With proper resource allocation and expertise, the firm is able to turn the project into feasible one.

This also helps them in being projected in good light. So whenever they go to take any property on lease, the firm have higher probability of getting the project from Government and private entity firms because of their reputation in the market.

### **Rare**

The firm's workforce due to which it operates effectively and efficiently is a major asset and also rare to find. The coordination of hardworking staff helps to increase productivity. Good employees also help their juniors in teaching them the work well and overall creating a positive and good work environment.

The best example of their coordination can be seen when employees and heads from different departments work together for activities such as Tendering and planning teams – The coordination between decided the status of the project and one of the crucial one, Hiring & Legal, etc.

### **Inimitable**

The products and service it provides such as boat rides amusement park can be easily be done by others firms in the industry. But the level of customer satisfaction it provides may will not be the same.

That being said the prime locations the firm operates in cannot be simply inimitable in that exact or nearby locations by any players in the industry.

### **Non-substitutable**

Magna Amusement & Leisure is backed up by its construction partner helps the avail the resources they would require and quickly. This includes technological advantage in getting the right machinery and financial support in maintaining the project.

## **5. DEPARTMENT ANALYSIS**

### **5.1. TENDERING DEPARTMENT**

The tendering team identifies various properties available for lease through tourism department or other agencies or websites. The team downloads the tender and does the feasibility study such to enable them to quote the right amount. In some cases they have to make a presentation while quoting using PowerPoint or walkthrough model/video.

If our firm is the successful bidder for the said property then the papers are handed over to the planning department for further action.

### **5.2. PLANNING DEPARTMENT**

The Planning Department coordinates with Legal and Human Resources department to complete the further formalities. The legal department completes the formalities in entering in agreement with the institution for the same property.

### **5.3. LEGAL & LIAISON DEPARTMENT**

The Liaising Officer is responsible for securing licenses from various government departments like Panchayat for establishment and trade license, Water, Electricity and GST, Food and Drugs registration in case of new project and fire department Also NOC's are obtained from health department. Meanwhile the planning department prepares the flow chart and the bar chart of the activities to be carried out to start and operate the project.

## **5.4 MARKETING DEPARTMENT**

In this department they make use of old and new techniques from word of mouth marketing to digital and social media advertising, keeping in mind resource management and the budget.

This strategy is change from one project or location to another to their purpose and reach the right target audience.

Once all this activities were put into place the marketing department which is the core team for all the projects just like tendering team etc. come into action.

The marketing did the research of the place. They were also taken around the area to a better understanding. The team gathered all the information and took inputs from other teams also. The marketing then used advertisement channels as such as social media ads to reach local, national and foreign target audience.

## **5.5. HUMAN RESOURCES DEPARTMENT**

While making salaries. The employee is paid for 30 days. Incase if a month has 29 days, The remaining 1 day is adjusted with Sunday as in, if an employee is absent on Saturday and Monday then 3 days with Sunday is taken as absent.

The work of Human Resource (HR) also includes maintaining records of each and every staff member such as period of work, date of joining, date of retirement, provident fund (retirement), Health insurance, Bonus and other facilities.

## **5.6 PURCHASE DEPARTMENT**

In this department, items to be purchase such as kitchen equipment, laundry equipment, daily kitchen needs etc. team takes quotation from various vendors and selects the efficient one.

## **5.7 HOUSEKEEPING & MAINTAINCE DEPARTMENT**

The Housekeeping, Gardening and Security services are outsourced.

## **5.8 FINANCE DEPARTMENT**

After scrutiny all the bills comes in finance department for payment. For efficient performance tally solutions software is used to enter records of the transactions done in the company.

The transactions entered are account vouchers also called as bills. This is done on monthly bases. The stock is recorded separately (stock statement). The records are also entered into physical books for backup. The software is also use to maintain journal book and altering it. Tax invoice bill given by site and supplier is also inputted into purchase book.

In excel RTGS (Real Time Gross Settlement) is made for transferring net or cash from the company's bank to pay the laborers and suppliers. Cross checking is required. When Tax invoice is being recorded the CGST and SGST is also taken into consideration.

Cash book is also maintained for keeping records of salary advance payment of laborers and suppliers.

## 6. WORK DONE

I was involved in (A) **Planning of Morjim Khind Project** and (B) **Tendering of Dudhsagar Resort & Spa at Mollem.**

### (A) Planning of Morjim Khind Project



Morjim Khind tender had already been awarded to us by Goa Tourism Development Corporation on lease period of 20 years. I had the opportunity attend meetings of the planning department as regards to this project. The management had bifurcated the project under various heads to generate maximum revenue as follows:

#### 1) Restaurant/ food court



The management decided to hire a consultant to plan the kitchen and the sitting area, instruction was given to purchase department to procure necessary equipment like dishwasher, deep freezer,



gas burners, utensils, tables, chairs etc. HR Department was instructed to recruit the necessary staff to operate the restaurant.

## 2) Shops



It was decided by the planning department to give these shops on lease to private individuals. As such advertisement were given in local Newspapers and offers were invited. The potential lessees were interviewed, commercial terms were discussed and finalized. The legal department was told to execute leave and license agreement with them.

## 3) Boating



The jetty and the boating area was modified to make it more pleasant, comfortable and safe. A proper sit out was designed with the small coffee shop.

The boating activities included: 1) Paddle boats 2) House boats & 3) Speed boats. They were also plans to introduce boat trips for scuba diving and dolphin viewing.

#### 5) Children Play Area



The Tourism Department had already installed play equipment for children.

#### 6) Yogashalla and Meditation Area



To promote spiritual tourism the department has already constructed the above structures. It was decided to hire professionals to train and guide visitors in this field. The visitor would be charge nominal fee.

## 7) Amphitheatre



It was decided to utilize Amphitheatre area for creative activities like public speaking for young generation, small plays and similar activities. This venue would be given hire for above activities.

## 8) Parikrama Area



The planning department decided to develop this area as night market to attract tourist. Local craftsmanship and cuisine would be the attraction of this activity.

After finalizing the above activities the Management had a joint meeting with planning department and finance department to do financial analyses including setting target to achieve breakeven. The funds requirement and utilization was thoroughly discussed and budget was



allotted. For further expansion of the project it was decided to approach financial institution for short-term loans.

**(B) Tendering Process of Dudhsagar Resort & Spa at Mollem.**



During my internship the tendering procedure for this project was also in process. I had the opportunity to visit the site and be part of the discussion. The various topics discussed were up-gradation of the various property, marketing, and fund requirement and generation source. All the overheads were listed to arrive at an amount to be quoted in the tender. For this project it was decided to hire and train local workforce as there were easily available.

## 7. LEARNINGS DERIVED

Learnings derived From: **(1) GTDC, (2) Morjim Restaurant.**

### **(1) GTDC – Goa Tourism Development Corporation**

During my internship I along with the team had visited GTDC office in Paryatan Bhavan which is located in Patta – Panaji. I was part of the team for presentation in the conference hall. This was my first hand encounter with dignitaries like Tourism Minister, Managing Director, Chairman and other Board of directors along with supporting staff. There were also teams of different firms' waiting in the lobby area who have come for presentation of the project. The time slot for presentation was conveyed to us by the coordinator.



### **Goa Tourism Development Corporation - Paryatan Bhavan – Patta – Panaji.**

I handled the technical aspects of the presentation wherein I was coordinating with the operator and the presenter.

From this visit I learned how a firm presents and bids for a tender and aspects of the topics you as a presenter needs to focus on such as 'Return On Investment' (ROI) to have a good effect in front of the board of ministers, chairman and members.

## **(2) Morjim Restaurant**

I also had the opportunity to be on ground with the team and learn the process of setting up and operating a new restaurant in their prime location at Morjim Khind. I had helped them in positioning the tables and chairs at the location finalized by the consultant.



**Setting up restaurant At Morjim Kind,  
Morjim, Pernem - Goa.**

The overall experience gained in the internship program has given me confidence to promote startup project in the tourism sector.

## **8. SUGGESTION**

After studying the organization I would like to suggest the following points:

- To retain employees the HR department should encourage in-house training and promote them as per capability and provide incentives.
- Employee's goals need to be align with goals of organization to optimize productivity.
- Adapt in using new advertising platforms, mediums and professional networking sites like LinkedIn.

## 9. REFERENCES

- <https://goa-tourism.com/>
- <https://www.goa.gov.in/department/goa-tourism-development-corporation/>
- <https://goatourism.gov.in/>