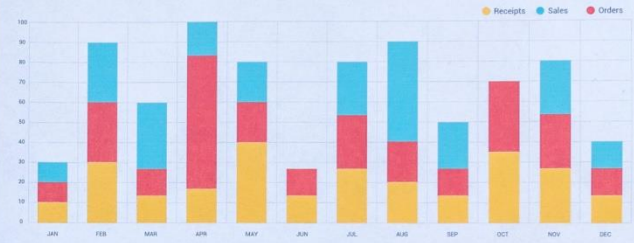




TGP
THE GREAT POLYMERS

Our company



Business items



MAIN INDEX

SR.NO.	PARTICULARS	Page No.
1.	General Information	02
2.	Marketing Department	09
3.	Research Department	13
4.	International Marketing	18
5.	SWOT Analysis	25
6.	Findings	27
7.	Suggestion	29
8.	Future Plan	31
9.	Conclusion	33
10.	Bibliography	35
11.	Appendix	37



1.INTRODUCTION

"THE GREAT POLYMERS" is established in 2016. It is a private company. It is use modern technology in production. Total 25 employees are doing the work in industry. Now company develops and makes a medium scale industry. In this company the total investment is 2 to 4 crore. The Owner of the company is Mr. Dhaval Patel.

**"Today you have to run faster,
To stay in the place."**

Now a day, company has 8 crore plant. After producing various item plant & machinery through production are increases.

"THE GREAT POLYMERS" is a flexible packaging film manufacturing company based in Dhoraji – Gujarat. The main aim of the company is provide best quality to the consumer and attract more and more customers.

So, the company makes many products and items with the use of new technology. The product is making qualitative and gains more and more profit and high reputation in the market.

2. HISTORY AND DEVELOPMENTS OF THE COMPANY

HISTORY: -

Every company wants to earn more profit and create a great effort for earning profit. Here the history is given of **"THE GREAT POLYMERS"** was founded in 2016 by Shailesh patel.

The company was incorporated as **"THE GREAT POLYMERS"** on 2016. Under the companies act 2019, with the registrar of companies, Gujarat, Rajkot foundries. At the time of establishment it is a very small unit with limited capital but demand of the product is high.

In starting the company some problems like: labors, technological problem, electricity, transport etc. firstly we are also product Polypropylene Rope but also create more efforts and that time we are produce difference type of HDPE Rope using by modern machinery.

"THE GREAT POLYMERS" plant covers over 1.5 hectors area in a Junagadh Road. Production capacity is 200 kg - Per hours. 3000 kg To 6000kg Per day. Turnover capacity is 10 crore per year. So the business develops in current year.

DEVELOPMENTS: -

Development means what company had done in the past and present is called development. It's most important because of any company is established for some aim and for achieving their aim the development is most important key element.

YEARS	PARTICULARS
2016	Incorporation of company on 8th July, 2016.
2017	Purchase of land for setting the factory and make a plan & the production is start only of simple rope.
2017	Produce Polypropylene rope.
2018	Purchase new modern machinery.
2019	Start produce HDPE ropes
2020	Conversion into small scale industry into medium scale industry.
2021	Produce many types of ropes like PP ropes, Twine, HDPE ropes, Recycling rope etc.

3. COMPANY PROFILE

Name : "THE GREAT POLYMERS"

Address : Junagadh Road, Near sojitra sugar compound factory Dhoraji – 360410

City : Dhoraji

Registered Office : Junagadh Road, Near sojitra sugar compound factory
Dhoraji – 360410

Establishment : 8th July, 2016.

Forms of Organization : Proprietor firm

Company Sub-Category : Non – Government company

Size of organization : Medium Scale Industry

Weekly Off : Wednesday

Bankers : Bank Of Baroda - Bank

Accounting Year : 1st April to 31 st March

Auditors (C.A.) : Mr. Sandeep Lila

Contact Details : - +91 8160345999

Email: - thegreatpolymers@gmail.com

Activity : Ropes , twine

No. of Employees : 20 to 30

Total area : 1.5 hector

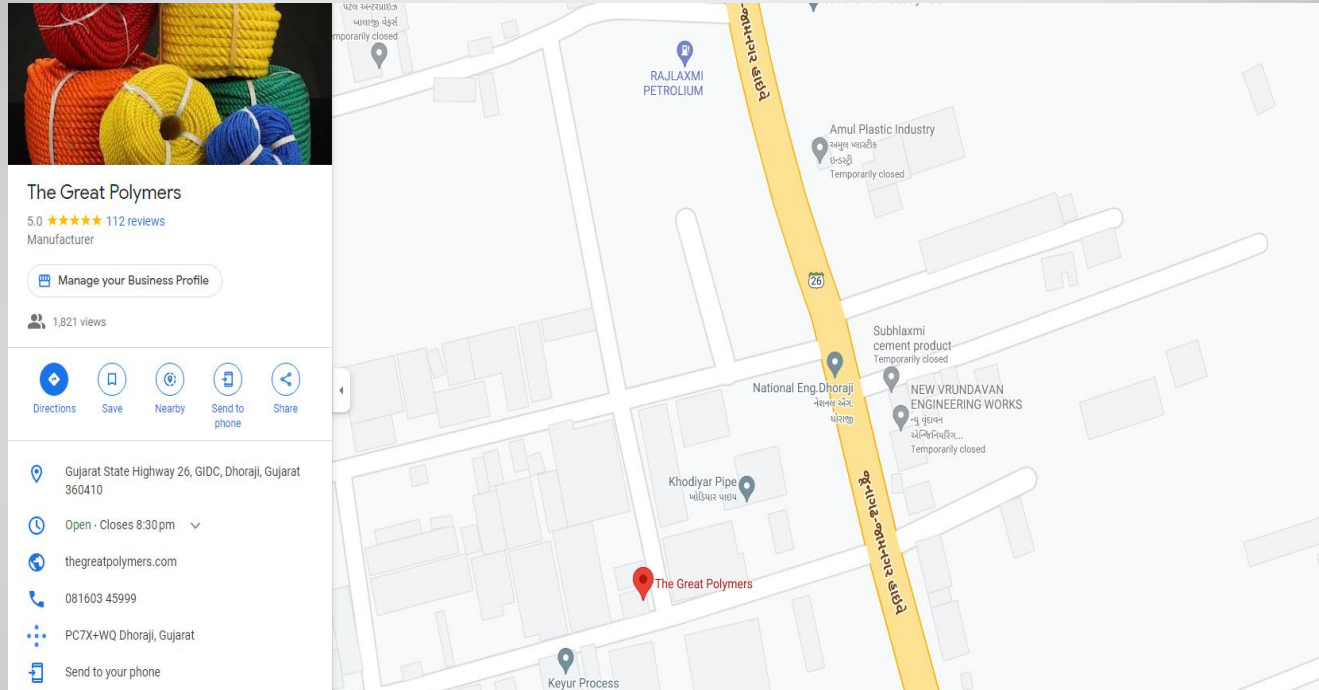
Total Capital Investment : 2 to 4 crore

Total turnover : 10 crore per year

Website : www.thegreatpolymers.com

Slogan : "Industry we are surviving strength, serving & security since 2016"

4. LOCATION



5. TYPE OF PRODUCT

The **"THE GREAT POLYMERS"** Produced many type of product like commercial ropes and HDPE ropes. They produce many type of product which is as under.

- ❖ PP Ropes
- ❖ Polypropylene Ropes
- ❖ Plastic Ropes
- ❖ PP Danline Ropes
- ❖ HDPE Ropes
- ❖ Fishing Rope & Twine
- ❖ Twines
- ❖ Polypropylene Braided Cord Ropes
- ❖ Multicolor Polypropylene Ropes
- ❖ Recycle Nylon PP Ropes
- ❖ Commercial Ropes
- ❖ Plastic Ropes
- ❖ Danline Ropes



MARKETING DEPARTMENT



1.ORGANIZATION STRUCTURE

An organization structure defines how activities such as task allocation, coordination and supervision are directed towards the achievement of organizational aims.

ORGANIZATION STRUCTURE

Marketing Manager



Sales Manager



Sales Representative



Salesman



Clerk



Peon

2.PRICING POLICES & STRATEGY

They aspect of pricing is very much important for the organization. Revenue of the company depends upon the product and project also depends upon the price.

"Price is a bundle of expectation and satisfaction."

"Price means exchange value of a product or service always expressed in terms of money."
In **"THE GREAT POLYMERS"** maintaining the price of their products including the processing cost, transportation and some percentage of man power. It is very suitable and necessary for the company.

"THE GREAT POLYMERS" use following pricing policies and strategy gets high profit and consumer satisfaction.

Selling price :-

Manufacturing Cost +

Advertising Cost +

Selling Cost +

Promotion Cost +

Branding Cost +

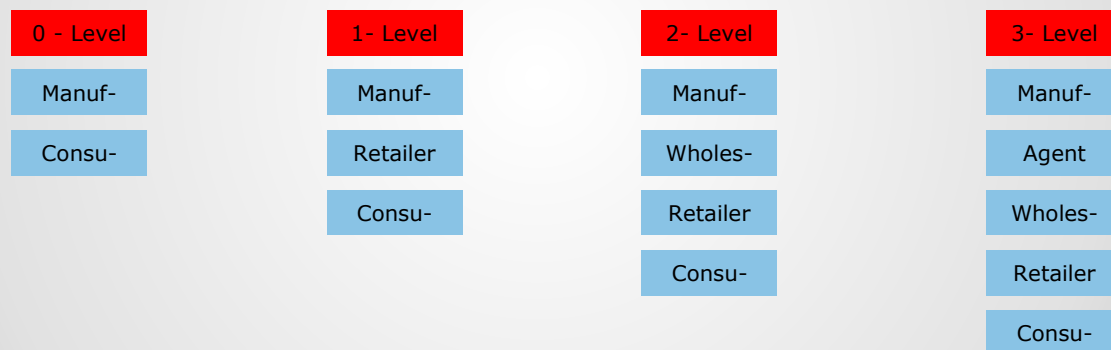
Profit Margin

3.CHANNEL OF DISTRIBUTION

A Channel of distribution or marketing channel is a structure of intra-company organization, units and intra-company agents and dealers, wholesalers and retailers through which a commodity product or service is market.

Our industry handles the work relating to the managing stock and distribution it into national and international market, too.

There are mainly four types of channel of distribution viz.



In **"THE GREAT POLYMERS"** mainly using "3-level channel of distribution".

RESEARCH DEPARTMENT



1. INTRODUCTION

It is a way to systematically solve a research problem. It may be understood as a science of studying how a research is scientifically done we find out about things, and how knowledge is gained. In it we study the various steps which are generally adopted by the researchers while studying a research problem along with logic behind, them. In other words, methodology is about the principles that guide our research practices.

Research is a scientific and systematic search for relevant information on a specific topic.

It is a careful investigation or inquiry especially for exploring ideas and searching new facts about any kind of knowledge. It is in fact an art of investigation.

Research is not just a process of gathering information, as is sometimes suggested. Rather, it is about answering unanswered questions or creating that which does not currently exist. In many ways, research can be seen as a process of expanding the boundaries of our ignorance. The person who believes he/she knows everything reveals not only arrogance, but also a profound ignorance.

2. DEFINITION & OBJECTIVES OF RESEARCH

Research is an endeavor to discover to intellectual and practical problems through the application of scientific method.

“Research is a systematically effort to gain new knowledge.”

Research is the systematic process of collecting and analyzing information in order to increase our understanding of the phenomenon about which we are concerned or interested.

Research is a careful investigation or inquiry specifically through search for new facts in any branch of knowledge. It is an original contribution to the existing stock of knowledge making for its advancement.

Research can simply be defined a task of searching from available data to modify a certain result or theory.

Research methodology refers to:

- A systematic study
- Defining a problem
- Formulating a hypothesis
- Collecting and Analyzing data
- Deductions and Conclusions

□ **OBJECTIVE OF RESEARCH :-**

Each research study has its own specific objectives while some of the general objectives of research are mentioned below:

- To gain familiarity and achieve a new insights towards.
- To portray an accurate characteristics of phenomena.
- To verify and test important fact and hypothesis.
- To analyze an event, process and phenomena.
- To identify the cause and effect relationship.
- To determine the frequency at something occurs.

3. DATA COLLECTION

There is a need of reliable and accurate data to carry out an affective research. Data collection is the process of maintaining information on targeted variables in an established system which then enables one to answer relevant questions and evaluate outcomes. In research there are different methods used to gather information all of the wishes fall in two categories like:

☐ 1) PRIMARY DATA:

“Primary data is that is collected by a research from first hand sources.”

Primary data collection is quite expensive as the research is collected by the organization or itself.

The sources of primary data are survey, observation, questionnaires, personal interview, telephonic interview and schedule etc.

☐ 2) SECONDARY DATA:

“Secondary data is data that is collected by researchers from secondary had sources.”

It is already collected and records by any person or organization other the user for a purpose not a relating to the current research problem.

The **“THE GREAT POLYMERS”** is collecting data in used of both primary and secondary data collection method.

INTERNATIONAL MARKETING



1.DEGREE OF INVOLVEMENT IN INTERNATIONAL MARKETING

Opportunities in foreign countries have led many firm to government international i.e. operate in worldwide basis. The marketing mix strategy will depends upon the degree of involvement.

Upon The very common and simple way to get involved in a foreign market is to arrange to sell suitable product or services abroad.

Export is of two kinds,

A. INDIRECT EXPORT

B. DIRECT EXPORT

A. INDIRECT EXPORT :-

This type of exporting is good for small and medium sized firms which neither has resources not contacts to get export orders houses. Three types of domestic middleman arrangements are available.

- I. Domestic based export merchant:-
- II. Domestic based export agent:-
- III. Co-operative organizations:-

B.DIRECT EXPORT :-

Big companies prefer to operate directly with the foreign buyers and the middlemen or agents minimized or reduced totally. The firm can be expected to take one of the following ways direct exports,

- I. Domestic based export department or division:-
- II. Overseas sales branch or subsidiary:-
- III. Traveling export sales representative
- IV. Foreign based distributor or agent:-

The unit **"THE GREAT POLYMERS"** has opt for direct exporting and takes benefits of reduced cost which may occur in indirect export. Domestic based export department with direct contacts affluently handles export business.

2. REQUIREMENT FOR INTERNATIONAL MARKETING

International Marketing is not a easy task. It requires various documents and Receipts for doing Importing and Exporting of Goods. Various documents are required of exporter and importer in order to do any transaction.

The following are the main documents required for the International Marketing:-

- ☐ **Bill of Landing.**
- ☐ **Certificate of Origin.**
- ☐ **Commercial Invoice.**
- ☐ **Export License.**
- ☐ **Inspection Certificate.**
- ☐ **Insurance Certificate.**
- ☐ **Shippers letter of Instruction.**
- ☐ **Dock Receipt**

3. PREPARATION FOR INTERNATIONAL MARKETING

The following are the preparation for the International Marketing.

i. Confirmation of order

On receiving an export order, it should be examined carefully in respect of items, specification, payment conditions, packaging, delivery schedule, and then the order should be confirmed.

ii. Procurement of Goods

After confirmation of the export order, immediate steps may be taken for procurement/manufacture the goods meant for export.

iii. Quality Control

In today's competitive era, it is important to be strict quality conscious about the export goods. Some products like food and agriculture, fishery, certain chemicals, etc. are subject to compulsory pre- shipment inspection.

iv. Finance

Exporters are eligible to obtain pre-shipment and post-shipment finance from Commercial Banks at concessional interest rates to complete the export transaction.

v. Labeling, Packaging, Packing and Marking

The export goods should be labeled, packaged and packed strictly instructions. Good packaging delivers and presents as per the buyer's specific the goods in top condition and in attractive way.

vi. Insurance

Marine insurance policy covers risks of loss or damage to the goods during the while the goods are in transit.

vii. Delivery

It is important feature of export and the exporter must adhere the delivery schedule. Planning should be there to let nothing stand in the way of fast and efficient delivery.

viii. Customs Procedures

Several Custom procedures are done before the exporting of goods in international Market.

ix. Customs House Agents

Exporters may avail services of Customs House Agents licensed by the Commissioner of Customs. They are professionals and facilitate work connected with clearance of cargo from Customs.

x. Documentation

FTP 2015-2020 describe the following mandatory documents for import and export. Bill of Lading/ Airway bill Commercial invoice cum packing list shipping bill/ bill of export/ bill of entry (for imports).

xi. Submission of documents to Bank

After shipment, it is obligatory to present the documents to the Bank within 21 days for onward dispatch to the foreign Bank for arranging payment.

xii. Realization of Export Proceeds

As per FTP 2015-2020, all export contracts and invoices shall be denominated either in freely convertible currency of Indian rupees Export proceeds should be realized in 9 months.

"THE GREAT POLYMERS" has to do the above preparation for International Marketing.

SWOT ANALYSIS

INTERNAL FACTORS



EXTERNAL FACTORS

SWOT ANALYSIS

Analysis is a process of understanding data, interpret it and come to one conclusion. There are different kinds of analysis but one very well known is SWOT Analysis. Every company has its own strength and weakness .SWOT analysis helps to know the overall evolution of division's Strength, Weakness, Opportunity & Threats.

☐ **STRENGTH:-**

1. loyal employees.
2. Good quality at reasonable price.
3. Healthy industrial relation.
4. Financial strong position.

☐ **WEAKNESSES:-**

1. Not providing some extra facilities to their employees.
2. Lack of use of promotional tools.

☐ **OPPORTUNITIES:-**

1. Company can increase production with better quality.
2. Company can become Large scale industry.
3. Market research activities can be applied for new market.

☐ **THREATS:-**

1. Cut-throat competition in market.
2. Government policies and GST

FINDINGS



FINDINGS

- ☐ They are using low advertising for their product.
- ☐ Limited market research activities so the competitions work very well for your performance.
So efficiency of the research is high stage.
- ☐ They are working on a single objective i.e. " to achieve maximum customer satisfaction."
- ☐ There is necessary to expand the production capacity of the company.
- ☐ The marketing of the product is weak & that affect on sales.

SUGGESTIONS



SUGGESTIONS

In today's world nobody perfect. During the training, I was noted some below point which is not suitable for company. So I am giving some suggestion for company:

- ☐ According to my suggestion if they check the regularly plant and to remove the mistake in production process.
- ☐ The company should do more and more advertisement so that it is possible to capture more market.
- ☐ The company should make increment in skilled workers.
- ☐ The unit should try to improve more and more quality.
- ☐ Expansion of business should be done

FUTURE PLAN



FUTURE PLAN

Future is always unpredictable and uncertain. No one can exactly predict what is going on to happen in future. But if plan is prepared for that, it can be face out to great extent and company can minimize risk and can maximize profit. **"THE GREAT POLYMERS"** has decided to get following things in future:

- ☐ To maintain quality of our product.
- ☐ To minimize production expenses.
- ☐ To improve employees growth and Customer satisfaction.
- ☐ To increase productivity.
- ☐ To discover new markets.
- ☐ To stand against stiff market competition.
- ☐ To appoint more experienced person in the company.

CONCLUSION



CONCLUSION

I have come to the conclusion that **"THE GREAT POLYMERS"** is a good and reputed company. The production of the firm give the maximum satisfaction to the clients. In the company all workers are well satisfied with salary & wages and other facilities which are provided to them. The company is adopting new updated technology so there will be the less production cost and profit can be maximized.

The management of the company is very peaceful. The performance of the company is very impressive in the recent years. Though there is the present of competition, this firm has shown good progress.

I am thankful to the authority for their positive response. Surely this training will be very useful me in future. At the last my best wishes for the further success of the industry as the part of my visit.

BIBLIOGRAPHY



BIBLIOGRAPHY

- ☐ Website : www.thegreatpolymers.com
- ☐ Marketing Management : ketan Patel
- ☐ Research Management : Raj Patel
- ☐ Human Resource : k.k Patel

APPENDIX

Balance sheet of "THE GREAT POLYMERS" as on 31st march 2018,
2019, 2020, 2021, 2022. [Rs. In crore]

PARTICULAR	2018	2019	2020	2021	2022
Assets:-					
A] Non-current assets:	0.95	0.90	1.10	1.27	1.60
- Plant & machinery	1.02	1.00	0.90	1.10	1.30
- Land & building	0.22	0.26	0.18	0.30	0.38
- Furniture	0.15	0.10	0.14	0.20	0.30
- Vehicle	0.10	0.15	0.21	0.25	0.26
	2.44	2.41	2.53	3.12	3.84
Less: Depreciation	0.30	0.20	0.50	0.10	0.24
	2.14	2.21	2.03	3.02	3.60
B] Investment:	0.60	0.77	0.90	1.00	1.22
C] Current assets & loan:					
- Inventory	1.10	1.00	1.50	1.00	1.05
- Debtors / Receivables	0.60	0.50	0.85	0.50	0.30
- Cash and Bank	0.70	0.68	0.75	0.60	0.40
- Closing Stock	0.20	0.30	0.40	0.25	0.20
- Loan	0.40	0.35	0.50	0.30	0.15
	3.00	2.83	4.00	2.65	2.10
TOTAL ASSETS:-	5.74	5.81	6.93	6.67	6.92

Assets:- Liabilities:-					
A] Shareholder fund:					
- Share capital	1.90	1.50	2.00	1.95	2.10
- Reserve & Surplus	0.65	0.70	0.90	0.85	1.00
- Net profit	0.45	0.60	0.60	0.40	0.50
	3.00	2.80	3.50	3.20	3.60
B] Loan Funds:					
- Secured loan	0.30	0.35	0.33	0.40	0.42
- Unsecured loan	0.44	0.55	0.60	0.67	0.15
	0.74	0.90	0.93	1.07	0.57
C] Current liability:					
- Creditors	1.20	1.25	1.50	1.40	1.80
- Bills payable	0.80	0.86	1.00	1.00	0.95
	2.00	2.11	2.50	2.40	2.75
TOTAL LIABILITIES:-	5.74	5.81	6.93	6.67	6.92