

PROJECT REPORT ON
A CASE STUDY ON THE OVERALL PERFORMANCE
OF MARUTI SUZUKI ARENA KOHIMA

*Project report submitted to Nagaland University in partial fulfillment for the award
of the degree of Bachelor of Commerce.*

TSUTHOI



Department of Commerce

KOHIMA COLLEGE

Kohima 797001

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DEPARTMENT OF COMMERCE
KOHIMA COLLEGE
KOHIMA – 797001
NAGALAND

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DECLARATION

I declare that the project report entitled “A case Study of the Overall Performance of Maruti Suzuki Arena Kohima” submitted by me for the award of the degree of **Bachelor of Commerce** of Nagaland University is my own work. The project report has not been submitted for any other degree of the University or any other University.

TSUTHOI

CERTIFICATE

We recommend that this project report be placed before the examiners for evaluation.

AKONO PHIRA
H.O.D., Department of Commerce

NGIPLON RACHEL CHOHWANGLIM
Supervisor

ACKNOWLEDGMENT

It gives me immense pleasure to present this project report on the overall performance of Maruti Suzuki ARENA, KOHIMA' in partial fulfillment for seeking the degree bachelor of commerce.

First of all I thank the God Almighty for his guidance and care. I also thank Miss Ngiplon Rachel for his support and encouragement, advice and guidance bestowed on me during the course of my mini research.

I am intended my gratitude to Mr. Rohan Rana (Manager of Maruti Suzuki ARENA) and the employee for giving me support and co-operation.

Thank you all.

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Chapter-I

1.1 INTRODUCTION

The State of Nagaland is industrially backward. It has few small and medium enterprises spread across the state. The present Study on ‘Maruti Suzuki ARENA Kohima’ located at Timpatti is the first Maruti Suzuki Arena showroom in Northeast India. It was established in the year 2018 by Mr. Seyie with an estimated capital of Rs. (Ten) 10 Core.

It has been functioning successfully since its inception and at present it functions under the head of Mr. Seyie. It has been over 4 years, under the head of Mr. Seyie. There was only four to five employees working before but at present there are about 80 employees under different heads.

Maruti Suzuki provides different cars to a wide range of accessories and the highest value offers, range of cars from Alto, Swift, S-Presso, Celerio, Celerio X, Dzire, Vitara, Brezza, Ertiga, Eeco and Wagon R in Kohima as per the demand and requirement of the customers.

This mini research looks into the overall performance of the company and along with the working conditions and employees feelings towards the company.

1.2 Review of Literature.

In 1970, Sanjay Gandhi the son of Indira Gandhi envisioned the manufacture of an indigenous, cost effective, low maintenance compact cabinet passed a unanimous resolution for the development and production of people’s car. Sanjay Gandhi’s company was Christened Maruti Limited. The name of the car was chosen after a Hindu deity named Maruti Ltd. That time Hindustan Motor’s Ambassador was the chef car and the company had come out with a new entrant the Premier Padmini that worked. Slowly gaining a part of the market share dominated by the ambassador. For

the next ten years the Indian car market has stagnated at a volume of 30,000 to 40,000 cars for the decade ending 1983.

The production of Maruti -800 in 1983 marked the beginning of revolution in the India automobile industry. It brought in the late 4th technology of that time more fuel efficiency and lower price that led to creation of huge market for all car segments as the Indian, middle class grew in size. This in turn brought in more players in the segment. A number of auxiliary car parts making units were set up as more car manufacturers realized it was more cost effective to make their car parts in India rather than importing them.

1.3 Objectives

Objectives of the Study are as follows:

- To study the working conditions of the enterprise.
- To study the problems faced by the employers and the employees and also the future prospects of the enterprise.
- To study the financial performance of the enterprise.

1.4 Needs and Scope of the Study.

Nowadays, business are concerned with understanding the consumer taste and preferences and providing the right kind of products that the user wants. The complex and unpredictable nature of men in their taste, preferences and fashion makes the enterprises hard in assuming the right kind of products to be manufactured.

Hence, the study is aimed at finding out the overall performance of the Maruti Suzuki ARENA Kohima. It is mainly based on the workings i.e, the production process and the employer's approach towards the employees. Employee's behaviors could drastically affect the production, thus the study attempts to find out the relationship between the employer and employees in the enterprise.

1.5 Research Method.

Personal interview method was used for the collection of data.

1.5.1 SOURCES OF DATA COLLECTION

In this study the primary data was collected from the manager and the employees of the Maruti Suzuki Arena, Kohima Nagaland through interview and the secondary sources of data from various books and net sources/ websites.

1.5.2 Communication Approach.

Communication was done through face to face and even through phone.

1.6 LIMITATION OF THE STUDY.

- Some employees are reluctant to answer the questions as they felt that the opinions expressed by them may be misunderstood by the management which may ultimately affect their career.
- Figures for the analysis are taken from the annual reports.
- The conclusion of the study not directly reflects the management policies as policies are influenced by many factors that are beyond the scope of the study.

CHAPTER - II

2.1. COMPANY PROFILE

- Year of Establishment: 2018
- Set up By : Mr. Seyie
- Estimated Capital : Ten (10) Core
- Working Hours : 9:00 AM to 5:00 PM (Two times break i.e, Breakfast and Lunch)
- No. of Working days : Six (6) days (Monday to Saturday in a week)
- Account Maintained : Sales and Profit And Loss Account.
- Duration of Accounts : Daily, Monthly and Yearly Account.
- Net Income in a Month : Depends on the goods sold.

2.1.1. Market and Sales Promotion.

Here the company purchases the product from Guwahati and Kolkata. The main branch of Maruti Suzuki ARENA, Kohima is Kolkata. The finished products needs about two week from the main branch to reach here.

2.1.2. Production Process:

The production process is done in Guwhati and Kolkata. The manufacturing process has to be fast, economical, efficient and glitch free all at the same time. It has a total of 1,100 robots, most of which are used for precision welding of the chassis. This robots are all made for very specific purposes. As for workers, there are total of 7000 Pairs and hands who work in the factory with high precision to produce these care. These workers along with the robots produce 3,100 cars per day.

2.1.3. Mission

Its mission is to supply one step closer to owning your dream car to all those in need of it. It also aims to offer the highest quality of products and services.

2.2. DATA ANALYSIS AND INTERPRETATION.

2.2.1. Financial Performance

Finance is the life blood of all business organization, in a business firm the growth and development of a firm depends upon each financial policies so it becomes mandatory to check whether the business is running effectively and efficiently. The financial performance of the enterprises is given below.

Expenses in a Month:

The monthly Expenses of the Enterprises are given below:

Electricity	: Rs. 12,000
Rent	: Rs. 25,000
Generator fuel	: Rs. 10,000
Employee's Salary	: Rs. 1,00,000

Tax:

Tax are merely bases on their income, higher the amount of income, higher will be the rate of tax, lower the amount of income, lower will be the rate of tax. Taxes are paid both month and yearly.

Income in a month:

The amount of income fluctuates with respects to sales. In a month income rises approximately to Rs. 27,00,000. Whenever there are good sales.

1. Table of Financial Performance.

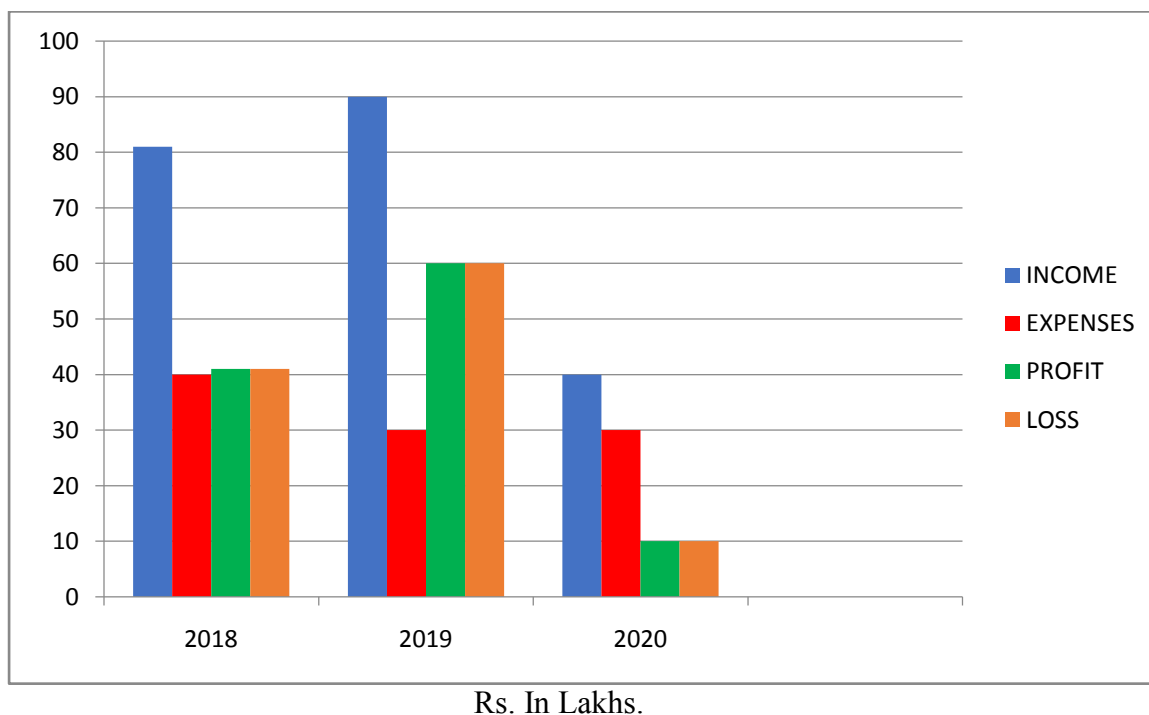
Table 1.1

Sl.No	Year	Income	Expenses	Profit/Loss
1.	2018	81,00,000	40,00,000	41,00,000
2.	2019	90,00,000	30,00,000	60,00,000
3.	2020	40,00,000	30,00,000	10,00,000

Sources: From field Study.

From the above table it shows that in the year 2018 there was a Profit of Rs. 41,00,000 and in the year 2019 of Rs. 60,00,000 but in the year 2020 there was huge decline in the Profit as it was only Rs. 10,00,000.

Chart of Financial Performance.



2.2.2. Employee's Feelings towards the factory

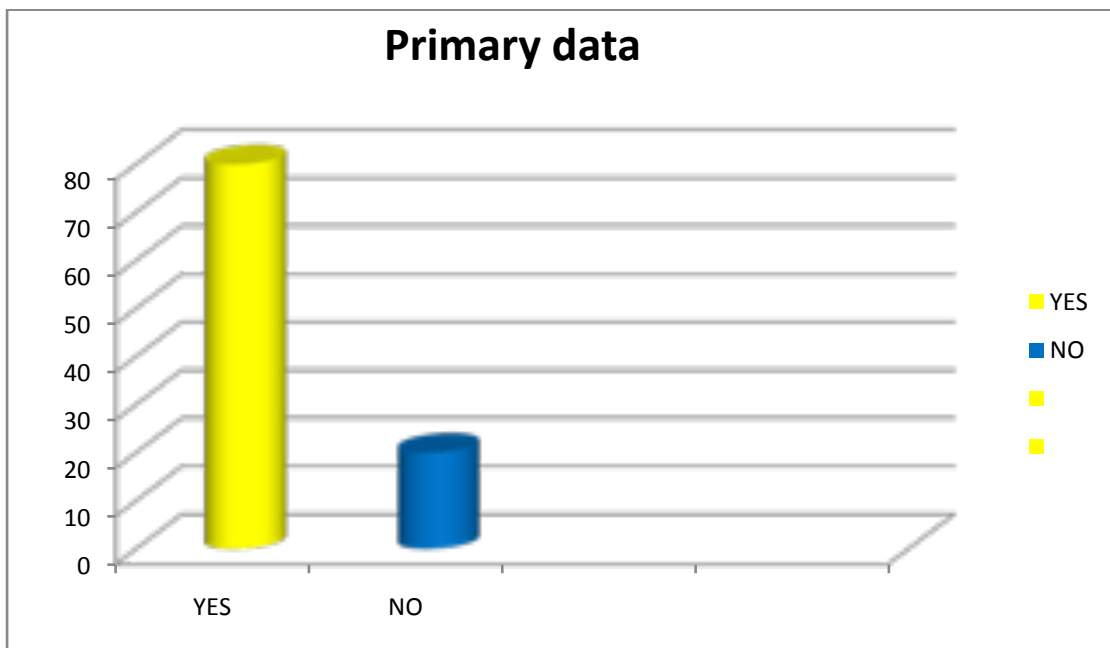
1. Satisfaction with working conditions

Table 1.2

Sl.no	Satisfied with	No. of Employees
	Percentages	
	working conditions	
1.	Yes	8
	80%	
2.	No	2
	20%	
	Total	10
	100%	

Source: Primary data

From the above table it shows that 80% responders are satisfied with working conditions and 20% dissatisfied with the working conditions.



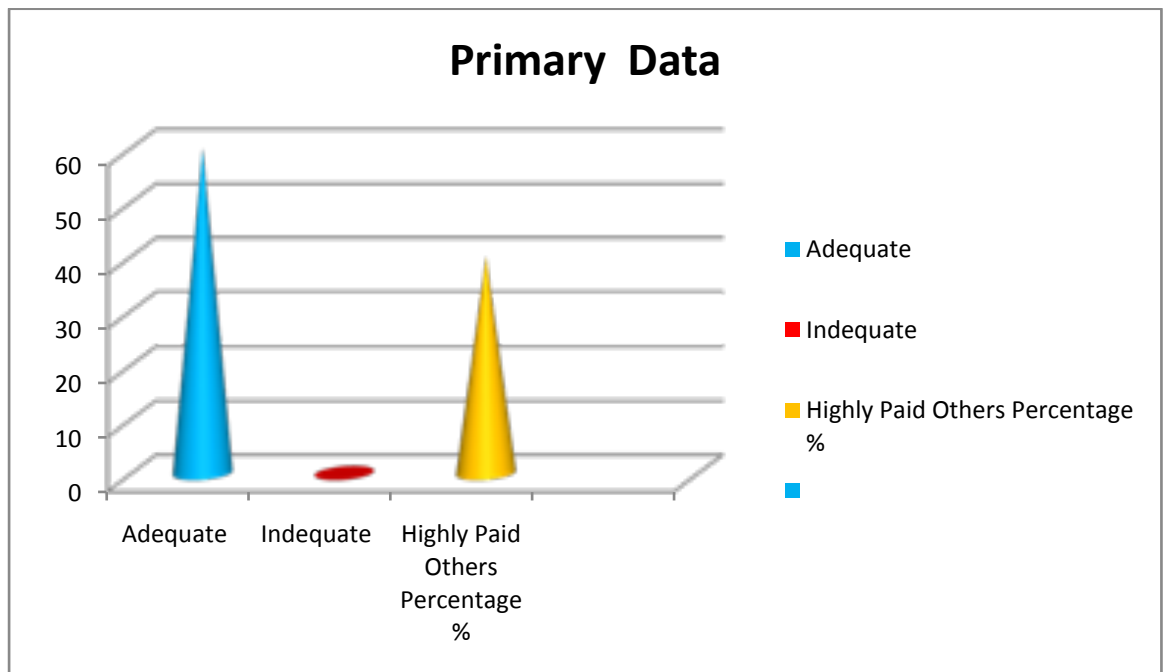
2. Satisfaction with employees Present Salary.

Sl.no	Satisfaction with Percentage	No. of Employees	
	Present Salary		
1.	Adequate for normal	6	60%
2.	Expenses		
3.	Inadequate	0	0%
4.	Highly Paid	4	40%
5.	Others	0	0%
	Total	10	100%

Sources: Primary data

From the above data it shows that 60% of the employees say's the salary is adequate for normal expenses and satisfied with present conditions but 40% of the employees are highly paid.

The chart is given below:



From the above chart the _____ colour indicates with percentage (%) whereas the red column indicates zero (%)

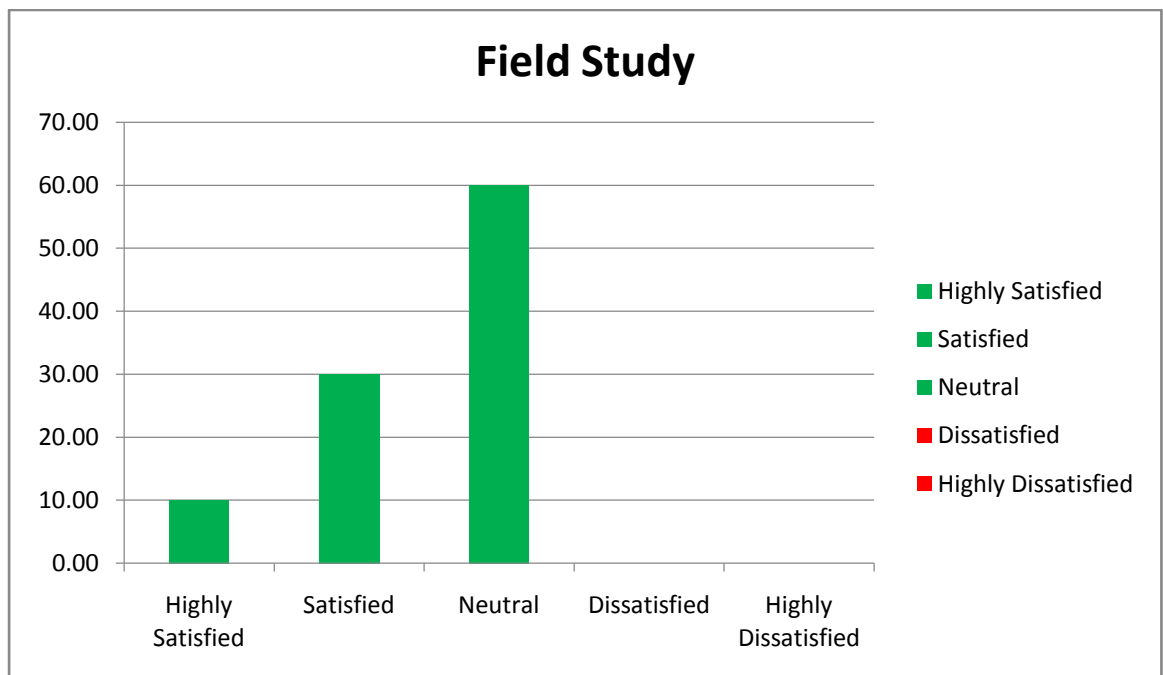
3. Relationship with Superior.

Table 1.4

Sl.No	Relationship	No. of employees	Percentage
	With Superior		%
4.	Highly Satisfied	1	10%
5.	Satisfied	3	30%
6.	Neutral	6	60%
7.	Dissatisfied	0	0%
8.	Highly dissatisfied	0	0%
	Total	5	100%

Sources: From field study.

From the above table it shows that the relationship with superior is 10 % Highly satisfied, 30% satisfied and 60 % Neutral.



In the above chart the green column indicates percentage (%) and Red Colour indicates zero 0 (%)

4. Relationship with Colleagues

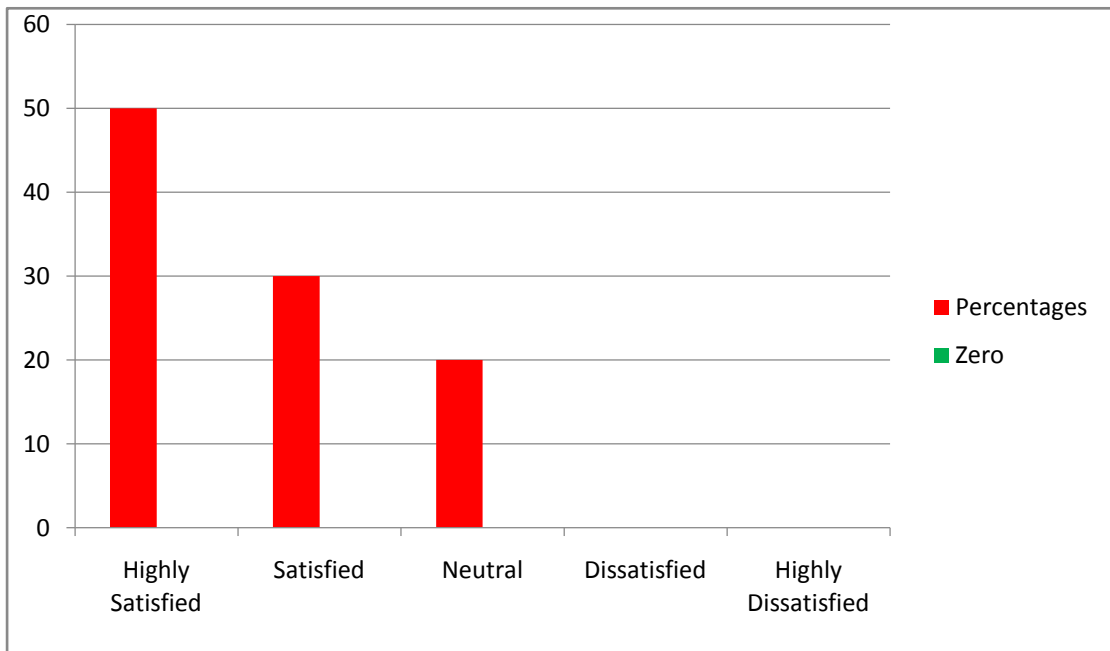
Table 1.5

Sl.No	Relationship with Percentage	No. of Employees Superior	
1.	Highly Satisfied	5	50%
2.	Satisfied	3	30%
3.	Neutral	2	20%
4.	Dissatisfied	0	0%
5.	Highly Dissatisfied	0	0%
	Total	10	100%

Source: From field Study

From the above table it shows the relationship between the colleagues is 50% highly satisfied, 30% satisfied and 20% Neutral.

Chart of Relationship with Colleagues.



In the above chart the red column indicate the Percentage (%) and Green indicates Zero (%)

5. Satisfaction about extra benefits of works.

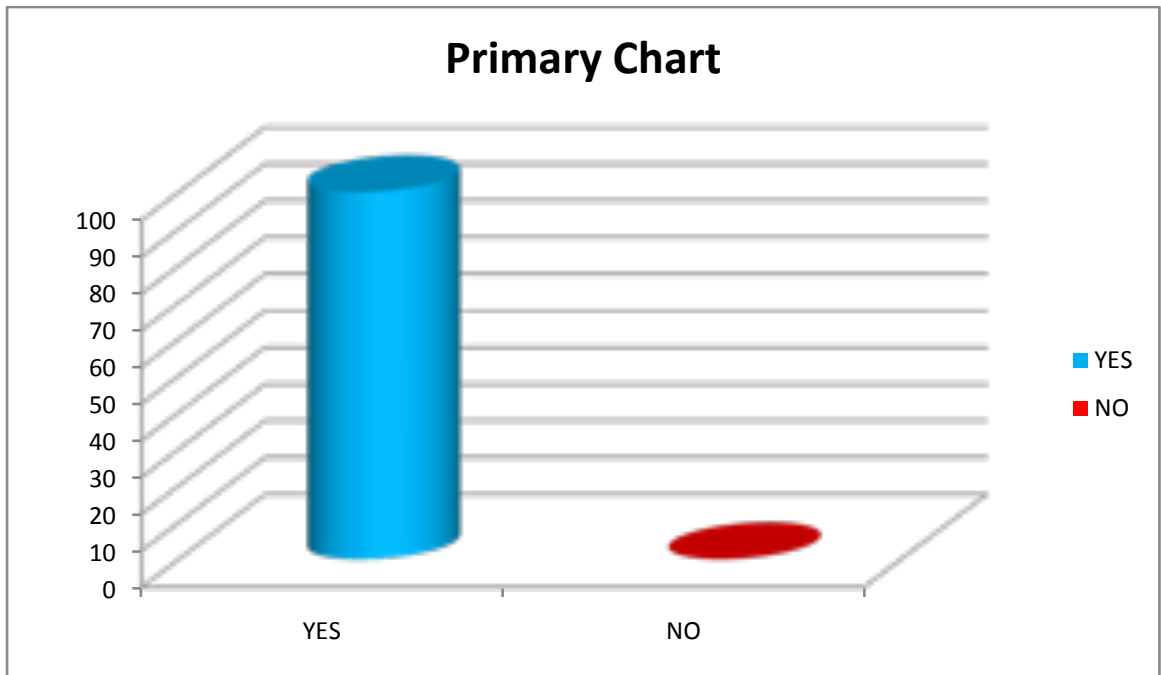
Table 1.6

Sl.No	Satisfied	No. of Employees	Percentage%
1.	Yes	10	100%
2.	No	0	0
	Total	10	100%

Sources: Primary Data

From the above table it shows that all the employees are satisfied about the extra benefits of works.

Chart of Satisfaction About Extra Benefits of Work



In the above chart the blue figure indicates Yes and red figures indicates N

6. Satisfaction about leave policy of factory.

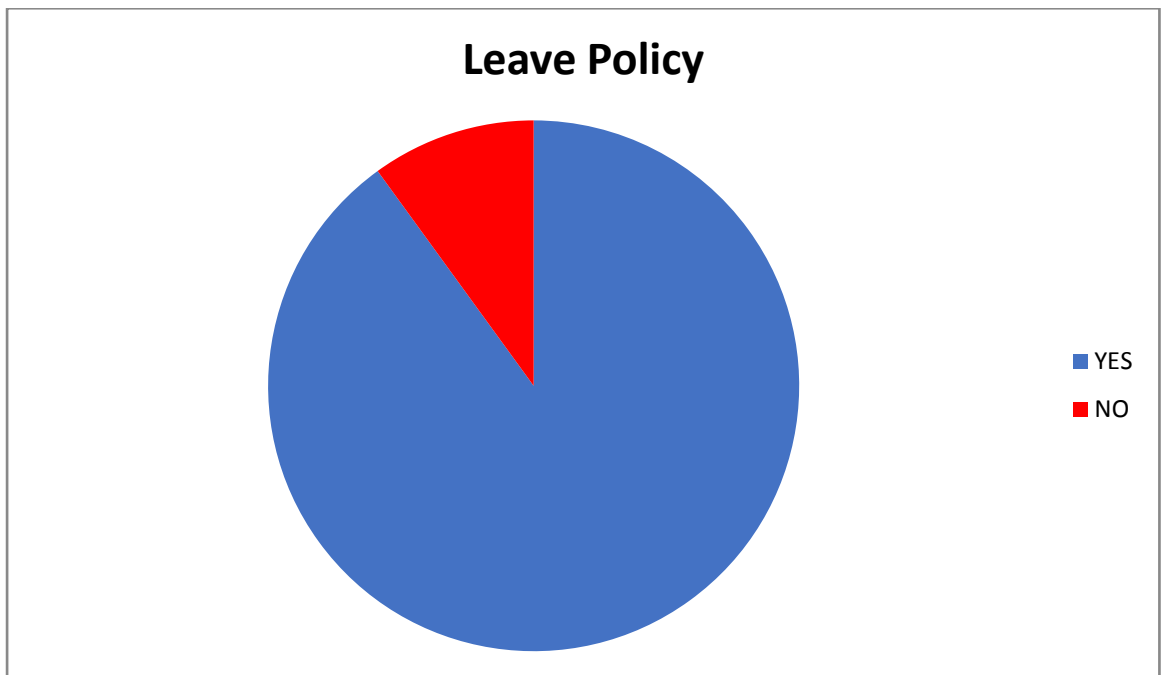
Table 1.7

Sl.No	Satisfied	No. of Employees	Percentage
1.	Yes	9	90%
2.	No	1	10%
	Total	10	100%

Sources: From Field Study

From the above table it shows that 90% respondent is satisfied with leave policy whereas 10% of employees are not satisfied with the leaves po0lICY of the company.

Chart of Satisfactory about leave Policy of Factor.



In the above chart the red indicates No i.e, 10 (%) by the employees about the satisfaction of leave policy of the firm.

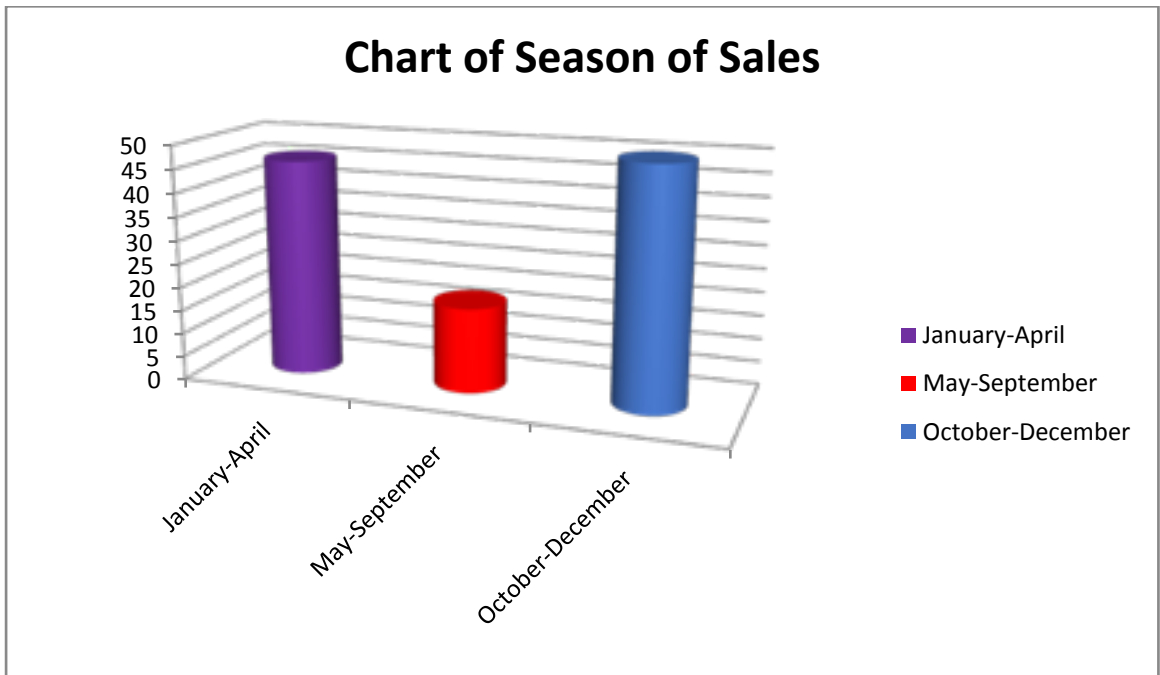
2.2.3. Season of Sales

Table 1.8

<u>Sl.No</u>	<u>Season</u>	<u>Sales</u>	<u>Income</u>
1.	January-April	Good	30,00,000-45,00,000
2.	May-September	Not Good	Less than 18,00,000
3.	October-December	Very Good	40,00,000-50,00,000

Sources: From Field Study.

From the above table it shows that during the month of January to April the sales are good and it falls down during the month of May to August and it rises again in the month of October to December.



Form the above chart the lines indicates the sales of the firm on different seasons the blue line indicates very good sales of the firm.

CHAPTER - III

FINDINGS

1. This study reveals that the company has a good income.
2. The employees are satisfied with the working conditions and also with the present pay and the firm.
3. The relationship between the employees and the superiors are cordial.
4. The employees are happy when bonus pays are given to them.
5. The factory sells most of the product during the month of October to December.
6. The owner is satisfied with the sales conditions and is willing to move on by promoting the company indifferent places.

SUGGESTION

1. The factory must give more importance to improve the relationship between the Employees and Superior so that it will sustain the workings of the firm.
2. The enterprise must take special care in handling the transportation of the product from the head branch till they reach here in Kohima as there are many risk which could be harmful to the operators and the concern as a whole.
3. To earn more profit and generate employment opportunities the concern must think districts in the state and outside the state as well.

CONCLUSION

Every business Organisation success or failure depends on the consumer. Without customer marketing cannot be possibly quantified and marketing decisions have to be based on probabilities it is much better to know the decision and then take decision rather than taking decisions randomly without conducting proper study.

Therefore, the study is aimed to find out the working conditions, employees, feelings towards the factory and the financial performances of the firm.

Thus this study reveals that the factory is in a good working condition and the employees are satisfied and also reveals that the enterprise is beginning to earn higher amount of profits.

ANNEXURE AND QUESTIONNAIRE

Dear employees of Maruti Suzuki ARENA Kohima, Nagaland. I am Tsuthoi of B. Com 6th Semester, student of Kohima College Kohima Nagaland, carrying out a research on the overall performance of Maruti Suzuki ARENA Kohima. For which I will need your contribution and so I kindly request you to spare few minutes of your precious time to fill up this questionnaire. This research is purely academic and any information provided will be treated with utmost confidentiality.

Name: _____

Sex: Male () Female ()

Age: _____

1. Marital Status

- a) Married b) Unmarried

2. Do you like your work nature?

- a) Yes b) No

3. Are you satisfied with the working conditions?

- a) Yes b) No

4. How do you feel about your present salary?

- a) Adequate for normal expenses
b) Inadequate
c) Highly paid
d) Others

5. Are you satisfied with your present salary?

- a) Yes b) No

6. Please rate your relationship with your superior

- a) Highly satisfied
- b) Satisfied
- c) Neutral
- d) Dissatisfied
- e) Highly dissatisfied
- f)

7. Please rate your relationship with your colleagues

- a) Highly satisfied
- b) Satisfied
- c) Neutral
- d) Dissatisfied
- e) Highly dissatisfied

8. Do you have job security in your organization

- a) Yes b) No

9. Are you satisfied with extra benefits of work?

- a) Yes b) No

10. Are you satisfied with leave policy provided by the organization?

- a) Yes b) No

11. What are the extra benefits provided by the organization?

Ans:

12. Any other suggestions to improve the job satisfaction level.

Ans:

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