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Internship report on

"AN UNIVERSAL AUTOMOBILE & DAIRY PRODUCTS"

Submitted by

Mr. KEERTHIKUMAR BR

ISV21BA018

Submitted to

VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI

In partial fulfilment of the requirement for the award of the degree of

**MASTER OF BUSINESS ADMINISTRATION**

Under the guidance of

**INTERNAL GUIDE.**

Dr. K S RAMAKRISHNA

M.A ,MBA,M.Phil,Ph.D

Professor and Head

Department of MBA,

S.I.E.T, Tumakuru.

**EXTERNAL GUIDE**

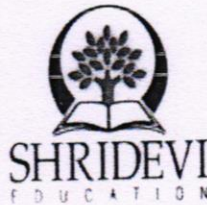
Mr. PRAKASH S

Marketing Manager

UADP

B-123 Industrial Estate

Yadavagiri, Mysore

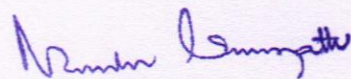


DEPARTMENT OF MBA

**SHRIDEVI INSTITUTE OF ENGINEERING AND TECHNOLOGY**

Sira Road, Tumakuru -572106


2021-2023

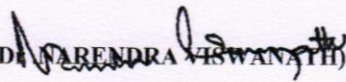


PRINCIPAL  
SIET., TUMAKURU.

### CERTIFICATE

This is to certify that **Mr. KEERTHIKUMAR BR** bearing USN (1SV21BA018) is a bonafide student of Master of Business administration course of **SHRIDEVI INSTITUTE OF ENGINEERING AND TECHNOLOGY (2021-23)** Affiliated to Visvesvaraya Technological University, Belagavi. Internship report on “**AN UNIVERSAL AUTOMOBILE & DAIRY PRODUCT**” is prepared by him under the guidance of **Dr. K S Ramakrishna**, Professor & head, Department of MBA in partial fulfilment of the requirement for the award of the degree of “Master of Business Administration” of Visvesvaraya Technological University, Belagavi.

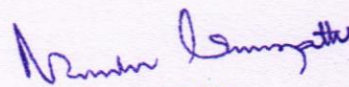
  
(Dr. K S RAMAKRISHNA)  
M.A,MBA,M.Phil,Ph.D  
Professor and Head,  
Department of MBA

  
(Dr. NARENDRA SWAMY)  
Ph.D PRINCIPAL  
SIET., TUMAKURU.  
Principal  
SIET ,Tumakuru

Date:

Place:

  
14/02/23

  
PRINCIPAL  
SIET., TUMAKURU.

# VERSAL AUTOMOBILE & DAIRY PRODUCTS

Date : .....

UADP / SET / 22-23

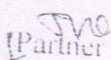
November 12, 2022

## CERTIFICATE

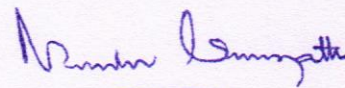
This is to Certify that Mr.Keerthikumar B.R with USN No.1SVM21BA018  
student of your College Shridevi Institute of Engineering & Technology  
Sira Road, Tumakuru – 572 106, studying 3<sup>rd</sup> semester MBA  
has successfully completed his internship on “Finance & Marketing” in our  
organization from 17.10.2022 to 12.11.2022 .

Thanking You,

Yours faithfully,  
For Universal Automobile & Dairy Products

  
Partner

UNIVERSAL AUTOMOBILE  
& DAIRY PRODUCTS  
B-132, Industrial Estate  
Yadavagiri, MYSORE-570  
PH 0821-241406



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## EXECUTIVE SUMMARY

The MBA course offered by VTU University has its own unique syllabus which requires its MBA Students to undertake an internship with the any of the leading business houses for a long period ranging to 4 weeks after semester

In a first section will discuss introduction about an internship program and industry profile or background history of the Universal Automobile & Dairy product

In section two will discuss introduction about organization profile , or back round of the organization , nature of the business done by the organization , vision and mission statement , quality policy , types of product and services , ownership patter , achievement and awards and also discuss feather growth and prospects.

In third section will discussed and analysis an organization internal activities like strength and weakness, external activities like opportunities and threats.

In forth section will discussed the financial performance activities and also analysing cash flow statement cash flow statement and ratio analysis



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