

**INTERNSHIP REPORT ON  
AN ORGANIZATION STUDY AT ANNAPOORNESWARI INDUSTRIES,  
BANGALORE”**

**Submitted by**  
**Ms. RAMYA N S**  
**(1SV21BA033)**

**Submitted to**  
**VISVESVARAYA TECHNOLOGICAL UNIVERSITY- BELAGAVI**

In partial fulfillment of the requirement for the award of the degree of  
**MASTER OF BUSINESS ADMINISTRATION**

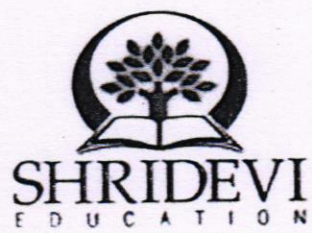
Under the Guidance of

**INTERNAL GUIDE:**

**Dr. K. S RAMAKRISHNA**  
M,A MBA, M.Phil, phd  
Associate Professor,  
Department of MBA  
S.I.E.T, Tumkur.

**EXTERNAL GUIDE:**

**Mr. PRAKASH C S (COO)**  
MBA  
Marketing Head  
Annapoorneshwari Industries  
Bangalore,



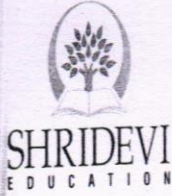
**DEPARTMENT OF MBA**

**SHRIDEVI INSTITUTE OF ENGINEERING AND TECHNOLOGY**

Sira Road, Tumakur-572106, Karnataka.

2021-2023

*[Handwritten Signature]*  
PRINCIPAL  
SIET., TUMAKURU.



Sri Shridevi Charitable Trust (R.)

**SHRIDEVI INSTITUTE OF ENGINEERING & TECHNOLOGY**

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Sira Road, Tumakuru - 572 106. Karnataka. | Website: www.shrideviengineering.org



**CERTIFICATE**

This is to certify that Ms. **RAMYA N S** bearing USN (**1SV21BA033**) 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 ORGANIZATION STUDY AT ANNAPOORNESWARI INDUSTRIES PVT LTD**” is prepared by her under the guidance of **Dr K.S RAMAKRISHNA**, Associate Professor, 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

Associate Professor and Head,  
Department of MBA  
SIET, Tumakuru

**(Dr. NARENDRA VISWANATH)**

PRINCIPAL  
SIET., TUMAKURU.

Ph.D

Principal  
SIET, Tumakuru

Date:

Place:

PRINCIPAL  
SIET., TUMAKURU.

## EXECUTIVE SUMMARY

The MBA 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.

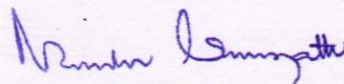
In a first section will discuss introduction about an internship program and industry profile or background history of the ANNAPOORNESWARI INDUSTRIES PVT LTD.

In section two will discuss introduction about organization profile or background of the organization, nature of the business done by the organization, vision and mission statement, quality policy, types of products and services, ownership pattern, achievements and awards and also discuss further growth and prospects.

In third section will discuss McKinsey's 7's Framework like strategy, structure, systems, shared values, style, staff and skills. And porter's model like rivalry of competitors, bargaining power of buyers, bargaining power of suppliers, threat of new entrants and threat of substitute products.

In fourth section will discuss and analysis a organization internal activities like strength and weakness, external activities like opportunities and threats,

In fifth section will discussed the financial performance activities.



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