

INTERNSHIP AT (AAURAA INTERNATIONAL, KARUR)

by

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Under the guidance of

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AN INTERNSHIP REPORT

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BONAFIDE CERTIFICATE

Certified that internship at **AAURAA INTERNATIONAL, KARUR** is the bonafide work of Mr. **SaravanaKumar. P**, who carried out the project under my supervision. Certified further, that to the best of my knowledge the work reported herein does not form part of any other project report or dissertation on the basis of which a degree or award was conferred on an earlier occasion on this or any other candidate.

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I am immensely pleased to express my deep sense of gratitude to **Mr.R. Vinayaga Sundaram Associate Professor, KCTBS** for kind support and engagement throughout the project work.

I also extend my thanks to my Beloved parents.

P.SARAVANAKUMAR

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1. Industry profile

1.1 Introduction:

AAURAA INTERNATIONAL, a company, which is one of the leading Manufacturers of 100% cotton fabrics and bed linens in India of export quality, was established by company's directors Mr. K.P. Eashwaramoorthy and Mr. K.P. Elangovan, who have a long experience of three decades, the real textile tecnocrator in the field. Everything is maintained in house emerging from weaving, chemical processing like bleaching, dyeing, printing to finishing of fabrics creating an excellent final product. The usage of the latest machine and technology will definitely reflect skill and commitments to the extent of superior quality and timeless.

They are producing a wide range of products using the finest quality yarns, which are mostly manufactured in-house using the latest technology and woven and processed under strict quality control.

Aauraa International has Quality control measures and capability to meet the requirement of our customers.

1.2 Company profile:

The company was started in the year 1991 with the name of fabric international, later in the year 1998; Mr. K.P. Eashwaramoorthy and Mr. K.P. Elangovan have established the company with the name of Aauraa International.

The company is a Home textile made-ups and they have own-in-house computerized embroidery machine, in-house printing unit, in-house dyeing and weaving, and factory one is situated in 60,000 square meter area and factory two is situated in 50,000 square meter area.

Nature of business of Aauraa International is manufacturing of products like kitchen towels, dobbies, napkins, runners and etc., and exports to foreign countries.

The company has the ODM Capability and OEM Capability for designing and manufacturing of their products.

1.3 Product/Service Range:

India's leading manufacturer exporter for 8 years and an ISO 9001 company. Largest selection of table linen designs; over 5000 designs in table-mats, napkins, runners, tablecloth, kitchen towels, in embroidered, printed, dobbies, jacquards, modern infrastructure and design studio.

1.4 Annual Turnover:

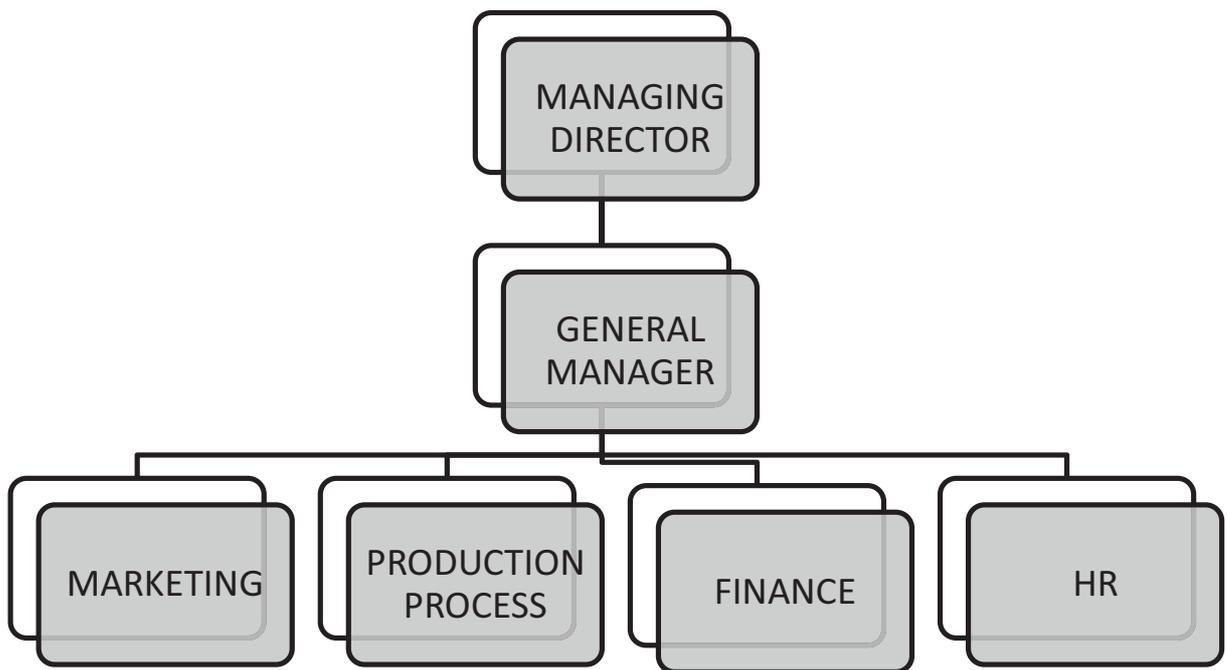
The company has turnover of US\$ 5,000,000 – 9,999,999 approximately for every year.

1.5 Major Export Market:

- ❖ Australasia
- ❖ Central & South America
- ❖ Eastern Europe
- ❖ North America
- ❖ Scandinavia
- ❖ Western Europe

With the competition and experience in the international market, they are growing at a steady pace in terms of sales, technology and infrastructure.

1.6 Organizational Chart:

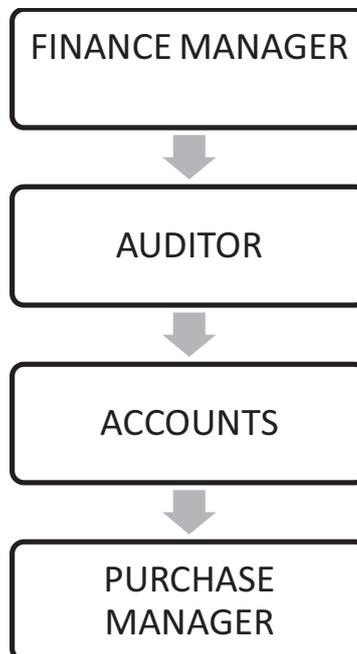


2. Function of finance department

2.1 Functions of finance manager:

Responsibilities of finance manager are to maintain accounts and stock of the purchased yarn. Finance manager is to allocate the funds for kora yarn, dyeing, and weaving, stitching, embroidering, packing, dispatch of goods to port according to given requirements by the marketing department. He has to manage the payments of suppliers and dealers for weaving and dyeing process. Finance manager is to prepare of various account books and also to prepare of weekly, monthly, half-yearly and annual performance detail.

2.2 Structure of Finance Department:



2.3 Payment and collection procedure:

- Payment will be made to the supplier on giving the order they required.
- Payment will be done every Saturday of the week to dealers.
- 40% amount from the customer is collected through letter of credit.
- 30% of the amount will be collected as an advance payment from the customer once order is confirmed and the remaining 70% of the amount will be collected from the customer after the shipment of the goods.

2.4 Bankers:

- Indian Bank
- Karur Vysya Bank

2.5 Books maintained:

- Cash book
- Bills receivable book
- Bills payable book
- Purchase book
- Sales book
- Purchase return book
- Sales return book
- Bank file transaction
- Store purchase
- ESI/PF files

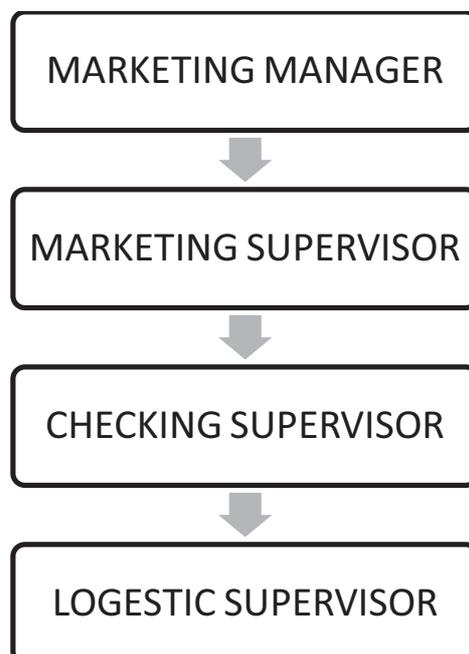
3. Function of Marketing Department

3.1 Functions of marketing manager:

The duty of the marketing manager is to get the customer and to get the feedback of the products also from the feedback he requests the management about the requirements so that the company can improve quality of the products to make the customer to feel satisfied. In any business customers are one who gives knowledge about the products. By fulfilling each and every customer's need he learns the business.

The marketing manager acts like a bridge to customer and company. He is authorized to fix the price with comparison to the products of companies in the market and according to the quality of the products. The pricing strategy has been followed by the marketing manager.

3.2 Structure of Marketing Department:



3.3 Functions:

Procuring orders & ensuring that we have the capability to do things as committed to the customers.

Preparing requirement plan and forwarding to production department and also to finance department.

Dispatching the finished goods through the mode of transport as agreed in the contract and the place of dispatching.

3.4 Process of marketing:



3.5 Channels of marketing:

- Distribution
- Retailer
- End User

3.6 Marketing Includes:

- Packing
- Dispatch

3.6.1 Packing Process:

The packing process is done according to the customer's need of requirements with hanger, gift packing, set of 3 table cloth or set of 4 table cloth.

3.6.1 Dispatch Process:

The dispatch process is made by mode of transportation of shipment and the port for shipment is chosen by the customer's and the ports are chennai and tuticorin. And the goods mainly dispatch to tuticorin port only.

4. Function of Production Department

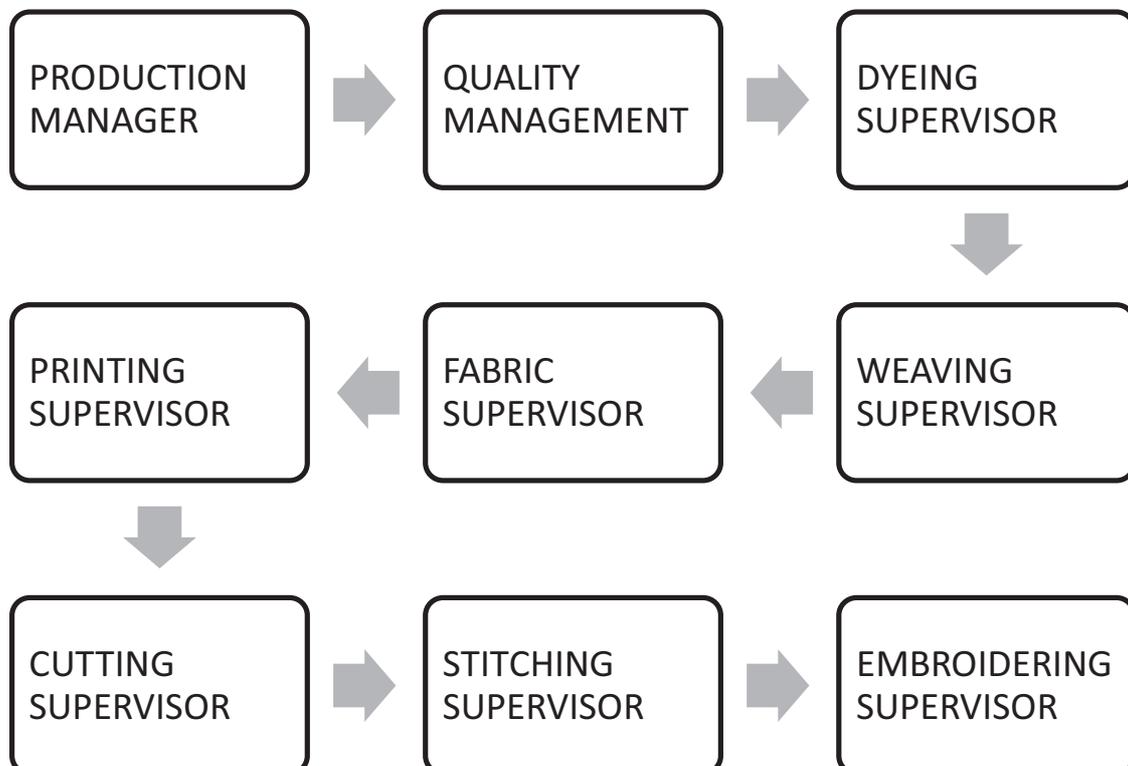
4.1 Functions of production manager:

Production manager plays a vital role in the development of the company. Production manager is responsible for the outcome of the business. He leads a team of members and guides them and motivates them for the better result. He forecasts the production needs and plans accordingly to achieve the planned order requirements of products.

He is the one who manages the raw materials and distributes the work among the team. He knows how much raw material required for each and every process and skilfully manages the raw material.

He is the responsible person for any decrease in production and is answerable to the directors of the company

4.2 Structure of Production Department:



4.3 Types of raw materials:

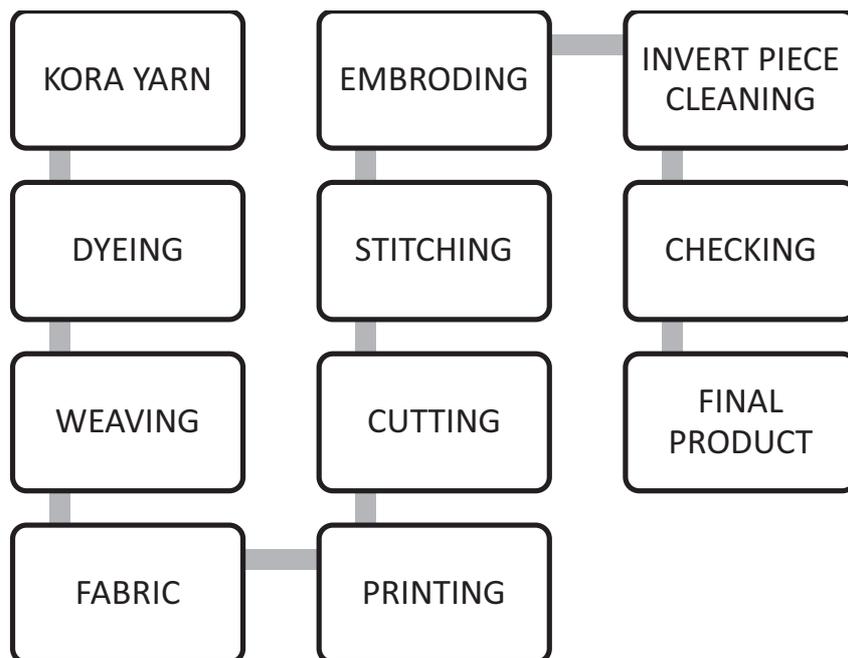
4.3.1 Kora yarn

The kora yarn is a raw material used for dyeing purpose. They are mainly using the raw materials of kora yarn of 2/30s, 2/20s and 10s for the dyeing and fabric purposes.

4.3.2 Gada fabrics

Gada fabric is raw material, which is in the form of fabric by the using the kora yarn.

4.4 Production process:



4.4.1 Kora yarn

The kora yarn is a raw material used for dyeing purpose. They are mainly using the raw materials of kora yarn of 2/30s, 2/20s and 10s for the dyeing and fabric purposes.

4.4.2 Dyeing

Dyeing is the process of coloring kora yarn into Coloured yarn's based on the process requirements of planned order. After completion of the coloured yarn then it send to weaving process.

4.4.3 Weaving

The colored yarn from dyeing unit has send to weaving process, based on the needs of customer's requirements from placing of order.

4.4.4 Fabric

Fabric is one of the units used to check material that are sent for weaving process.

4.4.5 Printing

Printing is used to print the design of product required and the printing is done while the mode of needs of customer's specification, otherwise fabric material is send to cutting or embroidering sections due to the specification given by customer's.

4.4.6 Cutting

Cutting is the process of cutting the fabric material into small pieces of material based on the needs of products.

4.4.7 Stitching

Stitching is process to stitch the cutting fabrics into required piece of products.

4.4.8 Embroidering

Embroidering process is to make a design with the help of using coloured threads and embroider is work according to customer's need of products.

4.4.9 Inward piece cleaning

Inward piece cleaning is to cleaning of unwanted threads during stitching and embroidering

4.4.10 Checking

It's to check the product after completion all process and if their any defects in the product, then product rejected or reworked based on the defects in products.

4.5 Products quality

They are producing a wide range of items using the finest quality yarns, which are mostly manufactured in-house using the latest technology and woven and processed under strict quality control. All the stuff is made according to the specifications of the countries they are exported to.

4.6 Types of product portfolio:

- Dobbies
- Jacquards
- Embroidery
- Printing
- Xmas
- Seasons
- Showrooms



4.7 Types of products:

- Table-mats
- Napkins
- Runners
- Place-mat
- Tablecloth
- Kitchen towels
- Household Apron
- Pot holder
- Glove

4.8 Planned order sheet:

The planned order sheet is based on the customer's requirement of products.

July month planned order sheet, customer has placed an order of 7,240 units totally for Christmas and New year. They are:

Table cloth – 150x150cm = 1060 units

Place-mat – 33x48cm =1060 units

Runner Size – 33x137cm =1200 units

Place-mat – 33x48cm=960 units

Napkin – 40x40cm=960 units

Apron Size –64x80cm=1000 units

Kitchen towel Size –45x70cm=1000 units

4.9 Inventory management:

In the inventory, they use buffer inventory for raw materials (kora yarn and gada fabric) and also to hangers, labels, bar code stickers and covers. For work-in-processing and dispatching they using first come first out (FIFO).

5. FUNCTION OF HUMAN RESOURCE DEPARTMENT

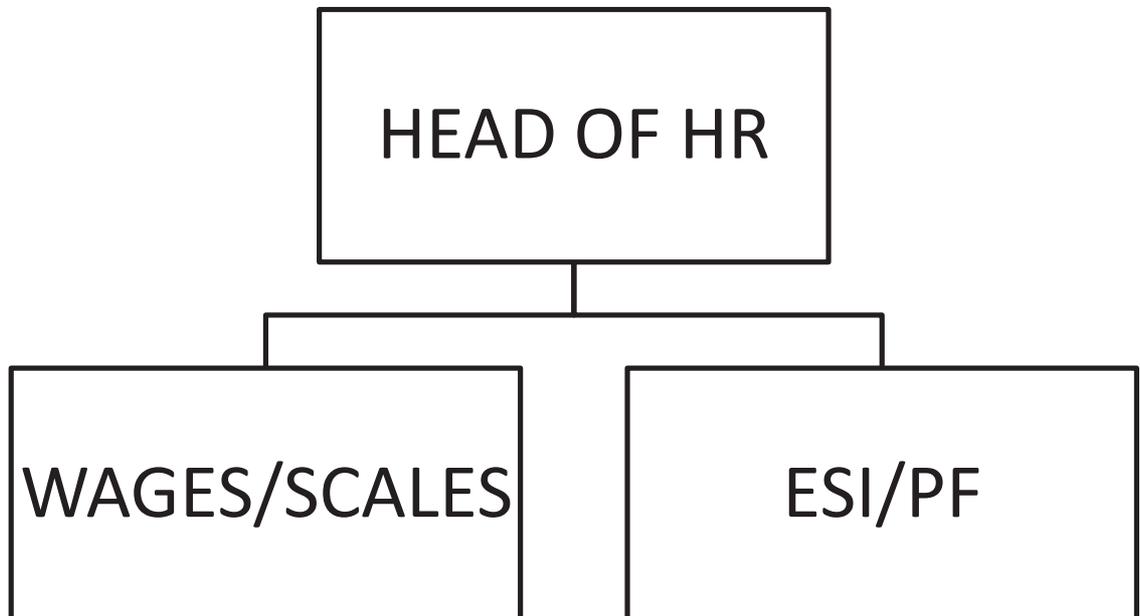
5.1 Functions of Human Resource:

Human resources manager has responsibilities to oversees the employees and staffs in the organization and HR has a role to manage all process of recruitment and selection procedures for employees. HR has to give training after selection of an employee to an organization and also to develop skills for employees in organization.

HR manager has to calculate PF and ESI amount for employees/staffs in the organization and also to calculate salary/wages for employees/staffs. HR has to oversees of 5's in an organization also controlled by HR manager.

They were giving 12% (6%+6%) of PF and 1.75% of ESI is given to employees/staffs.

5.2 Structure of Human resource:



5.3 Recruitment:

Employee recruitment forms a major part of an organization's overall resourcing strategies, which identify and secure people needed for the organization to survive and succeed in the short to medium-term. Recruitment activities need to be responsible to the ever-increasingly competitive market to secure suitably qualified and capable recruits at all levels.

- Application Blank
- Paper Advertisement
- Advertising in website page

5.4 Selection:

- Communication Skills
- Leader Skills
- Formal Education
- Technical Education
- Experience
- Suitability to the post

5.5 Training for Employees:

- Identification of Training needs
- Identification of Skills Requirement
- Analysis present assignment
- Analysis available potential
- Analysis job requirement

5.6 Skills Required for Manager:

- Communication Skills
- Managerial Skills
- Experience and knowledge about the work
- Interpersonal skills

5.7 5s's of KAIZEN:

- Sort
- Straighten
- Shine
- Systemize
- Sustain

6. Conclusion:

This internship was useful experience to me and it was carried out at AAURAA INTERNATIONAL, KARUR. Through is internship i have gained a practical knowledge in an organization, which are theoretically gained in the management studies. In the internship i have worked and gained practically in various departments of finance, marketing, production and human resources.

The internship gave a knowledge and idea about how to manage production and marketing over the productivity and manage the organization.

REFERENCE:

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