

A Project Work on
“A Study on Liquidity and Profitability Analysis of
Automotive Industry with special reference to Brahmi
Motors, Bhatkal”

Submitted To



Karnatak University Dharwad

In partial fulfillment of the Requirements for the Degree of
Master of Commerce

By:

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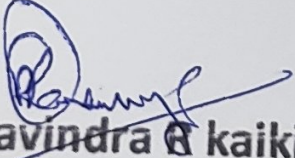
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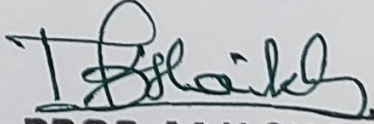


CERTIFICATE

Certified that the Project Work titled "A Study on Liquidity and Profitability Analysis of Automotive Industry with special reference to Brahmi Motors, Bhatkal" is an original record of field work done by Ms. Sheik Sumayya with Registration No. 17C011129 in a partial fulfillment of the award of Degree of Master of Commerce of the Karnatak University, Dharwad during 2018-19. The project satisfies the academic requirements in respect of project work prescribed for the degree of Master of Commerce and is a record of her own independent work.

This project is based on the studies carried out by her has not submitted to any other University or Institution for the award of any degree or diploma.


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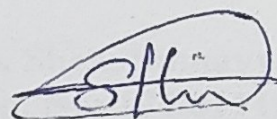
CERTIFICATE

This is to certify that Ms. SHEIK SUMAYYA , student of M.com Fourth Semester in Anjuman Arts, Science and Commerce College and P.G. Centre, Bhatkal, with Register Number 17C011129 visited our unit for data collection in respect of her project work. We believe that this project is her own efforts and we wish her good luck in her academic endeavor.

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INTRODUCTION

Meaning of liquidity and profitability

The liquidity is the ability of a firm to pay its short term obligation for the continuous operation. A firm is considered normally financially solid and low risky which has huge cash in its balance sheet. The liquidity is not only measured by the cash balance but also by all kind of assets which can be converted to cash within one year without losing their value. It has primary importance for the survival of a firm both in short term and long term.

Profitability is the ability of a business to earn a profit. A profit is what is left of the revenue a business generates after it pays all expenses directly related to the generation of the revenue, such as producing a product, and other expenses related to the conduct of the business activities.

NEED FOR THE STUDY:

Royal Enfield is one of the Brahmi Motors showroom in Uttar Kannada district to evaluate the showroom profitability, liquidity and solvency analysis of financial statement are very much necessary. Therefore the efforts are made to apply various financial tools to know the financial performance of Brahmi motors.

OBJECTIVES OF THE STUDY:

- To know the financial position of 'Brahmi motors show room' by considering the financial for the 3 years.
- To examine the profitability position of Brhami motors.
- To understand the financial strength and weakness of Brhami motors.
- To offer suggestions based on the findings of the study.

METHODOLOGY:

Methodology used for this study is through the collection of primary data. In order to make this project more relevant and valuable certain methods are adopted with regard to collection of data and such data collected analyzed and evaluated to provide valuable and meaningful information.

CONCLUSION:

The Brahmi Motors Bhatkal has been functioning effectively with an able and dedicated team. The institution work is family in it and is free from internal conflict even through the organization is profit oriented. Customer loyalty is the motivating factor of the Brahmi Motors and the most customers are satisfied with the service of the company. The working environment of the Brahmi Motors is also pleasant and encouraging.

The Brahmi Motors is gaining popularity because of its convening nature obedient behavior of the staff and keeping good human relation with the customer. And also because of full and fair services dealing.

The Brahmi Motors has completed year of business and earn good amount of profit and contributing much to the development area.

And the Brahmi Motors get enough support from the Royal Enfield Company as in the form of guidelines and any other form.

By all this co-ordination and co-operation or team work Brahmi Motors sold bike within a year and is a great achievement.