

Project Work on
“ Financial Performance Of Automotive
Industry :A Case Study Of Maruthi Motors”

Submitted to



Karnatak University Dharwad
In partial fulfillment of the Requirements for the
Degree of Master of Commerce

By:

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Under the supervision of
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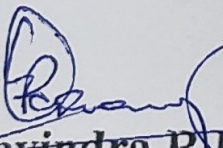
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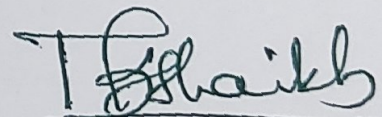
2018-19



Certificate

Certified that the Project Work titled "A Study on Financial performance of automotive industry: a case study of Maruthi Motors" is an original record of field work done by Ms. Sujata M Naik with Registration No. 17C011131 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 University or Institution for the award of any degree or diploma.


of. Ravindra R. Kaikini.
Project Guide


Prof. M.K. Shaikh
Principal

SHRI MARUTHI MOTORS
AUTHORIZED DEALER (SALES&SERVICE)
MURDESHWAR - 581350 (U. K.)

CERTIFICATE

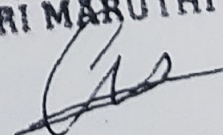
This is to certify that Miss. SUJATA. M. NAIK bearing Register No, 17C011131, M.COM student of Anjuman Arts, Science & Commerce college and P.G.Centre, Bhatkal has satisfactorily completed the project in SHRI MARUTHI MOTORS AUTHORIZED DEALER (SALES & SERVICE) on "A STUDY ON FINANCIAL PERFORMANCE OF AUTOMOTIVE INDUSTRY; A CASE STUDY OF MARUTHI MOTORS" Murdeshwar for partial fulfilment of her degree in masters in commerce under Kamataka university Dharwad, Karnataka.

The efforts put in by her in collecting the data and overall participation during the completion of project deserves highest appreciation.

We congratulate her and wish her all the success in her future endeavours.

Date:

(GANAPATI M. N.)
For SHRI MARUTHI MOTORS


Proprietor

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INTRODUCTION

CHAPTER 1

As a part of m.com requirement Researcher has prepared project on Analysis of Financial performance of Shri Maruthi Motors Honda Show room by using financial tools.

Financial analysis is the process identifying the financial strength and weaknesses of the firm by properly establishing the relationship between the items of balance sheet and profit and loss account. It also helps in short term and long term forecasting and growth can be identified with the help of finance performance.

After preparation of financial performance one may be interested knowing the position of enterprise from different points of view. This can be done by analyzing the financial performance with the help of different tools of analysis such as ratio analysis. Cash flow comparative statement analysis etc. Here researcher has done financial analysis by ratio.

• Areas of financial performance analysis

Financial analysts often assess firm's production and productivity performance, liquidity performance, working capital performance, fixed assets performance, fund flow performance and social performance. However in the present study financial health of GSRTC is measured from the following perspectives;

• Working capital analysis

• Financial structure analysis

• Activity analysis

• Profitability analysis

Significance of financial performance analysis

Interest of various related groups is affected by the financial performance of a firm. Therefore, these groups analyze the financial performance of the firm. The type of analysis varies according to the specific interest of the party involved.

Trade creditors: interest in the liquidity of the firm (appraisal of firm's liquidity).

Conclusion

To conclude, the detailed analysis of the financial statements of the firm indicated that overall financial performance is satisfactory on an average. However, the establishment has to strive hard to earn higher profits and achieve better performance in its operations.

Professionalized approach in accounting, maintaining inventory and better customer relationship would certainly help the organization to achieve better heights in the future days to come. It would be better to target a larger customer range in the vicinity so that higher sales and revenues could be generated and maintained in order to achieve a better financial performance.