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## Certificate

Certified that the project work titled "**Profitability Analysis of Kamath Clay Product Industry Venktapur**" is an original record of filed work done by **Ms. Usha M. Naik** with Registration No. **18C011235** in a partial fulfillment of the award of degree of **Master of Commerce** of the **Karnataka University, Dharwad** during 2019-20. The project satisfies the academic requirements in respect of project work prescribed for the Degree of Master of Commerce and is a record 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.

Prof. Bushra K.V

Project Guide

Prof. M.K. Shaikh

Principal

Kamath clay product Industry

Venkatapur, Shirali

CERTIFICATE

This is to certify that **Ms. Usha M Naik** student of **M.com fourth semester** with register number **18C011235** studying at Anjuman degree college and PG centre, Bhatkal has visited our clay product, Kamath clay product Industry for data collection in respect of the project work.

We believe that this project is of her own efforts and wish her good luck in her academic endeavour.

Palce: venkatapur

Date: 24/10/2020



For Kamath Clay Product Industry  
*A. Ganesh*  
Proprietor

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# CHAPTER- I

## INTRODUCTION

### Introduction

A profitability Ratio is a measure of profitability which is a way to measure company's performance. Profitability is simply the capacity to make a profit and a profit is what is left over from income earned after we have deducted all costs and expense related to earning the income. The formulas we are about to learn can be used to compare its performance against other similarly situated companies.

In summary profitability Ratio are great importance to investors. Since they measure how effectively management is generates profits from the company's assets and from the owner's investment. The most common profitability ratios includes: gross profit margin ratio, return on total assets ration and the return on equity ratio.

### Need for the study

- \*The study has been conducted to analyze the planning and management of profitability analysis of " kamath clay product"
- \* To measure the financial soundness of the company by analyzing various ratios
- \* To determine the competitive position of our company and how to increase strength of our company and also proper utilization of the company's assets and liabilities.

### **Objectives of the study**

- \* To study the nature of the organization
- \*To study the management principles of the organization
- \* To analyze the profitability analysis of the kamath clay products
- \* To bring out the problems faced by the industry
- \*To offer valid suggestion after the study
- \* To understand the effect of working capital on profitability of kamath clay products

### **Conclusion :**

Profitability ratio analysis is a good way to measure companies performance profitability ratio can be divided into two types margins, indicating the firms ability to transform money from sales into profit and returns, showing the ability of a company to generate returns for its share holders.