



BIJU PATNAIK INSTITUTE OF IT & MANAGEMENT STUDIES

Summer Internship Report 2021



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A PROJECT REPORT ON

“Inventory Control Procedures in Manufacturing Organizations”

**A PROJECT REPORT
SUBMITTED TO**

BIJU PATNAIK OF TECHNOLOGY, ODISHA

In partial fulfilment of the requirement for the degree of MBA 2020-22

SUBMITTED BY

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UNDER THE GUIDANCE OF

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BIJU PATNAIK INSTITUTE OF IT & MANAGEMENT STUDIES

BHUBANESWAR

DECLARATION

I KALKI KRUPA MOHANTY, of batch 2020-22, BIJU PATNAIK INSTITUTE OF INFORMATION TECHNOLOGY & MANAGEMENT STUDIES, hereby declare that this project report titled **“Inventory Control Procedures in Manufacturing Organizations”** submitted by me to Biju Patnaik Institute of IT & Management Studies under the guidance of Mr. ANANTA PRASAD NANDA, Associate Prof. OM, sincerely regret any unintended discrepancies in this report.

This summer internship report has the requisite standard for the partial fulfilment of the MBA program at BIITM, BPUT. To best of my knowledge and belief no part of this report has been reproduced from any other report and the contents are based on live experiences that I faced during a period of 84 days from 1st June 2021 to 23rd August 2021.

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ACKNOWLEDGEMENT

I express my true thanks and thankfulness to each one of those with whom I had the chance to work and whose contemplation and experiences, approach and thoughts have helped me in assisting my insight and comprehension of the topic, which I have prepared for the project.

My true appreciation goes to my corporate guide **Mr. Swadhin Kumar, Business Consultant**, CLANS MACHINA, for their important and persistent help in the internship by helping me learn and guide me in finishing this project.

I would like to thank **Miss Ankita Panda, HR Associate**, CLANS MACHINA for providing me with this wonderful opportunity and the platform to shape my career and excel in my academic and practical knowledge through this summer internship.

I would like to thank **Dr. P.K. Tripathy, Principal, BIITM**, for giving me a chance to gain an exposure in the corporate world.

I would like to express my sincere gratitude to my internal guide **Mr. ANANTA PRASAD NANDA, Associate Prof. of OM, BIITM** for his continuous guide and support to complete the project within the stipulated time.

Last but not the least I would like to thank **Mr. K. Chandrasekhar, Associate Prof. GM cum Head Training & Placement, BIITM** for bringing me into exposure to such a wonderful company.

Name - Kalki Krupa Mohanty

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INTERNAL GUIDE CERTIFICATE

This is to certify that the project report entitled “*Inventory Control Procedures in Manufacturing Organizations*” at **CLANS MACHINA** Bhubaneswar has been prepared by **Mr. Kalki Krupa Mohanty** under my supervision and guidelines, for the partial fulfilment for the degree of MBA. His work has been satisfactory.

Name – Mr. Ananta Prasad Nanda

Associate Prof. OM,

BIITM, Bhubaneswar.

.

Signature

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EXECUTIVE SUMMARY

The purpose of the project is to get exposure to the various Inventory control techniques in an organization. It is a very important concept for any manufacturing industry as it ensures the availability of raw materials for the purpose of production or meeting customer demand. The most commonly used techniques are:

- Always better control (ABC)
- High, Medium, Low (HML)
- Vital, Essential, Desirable (VED)
- Economic Order Quantity (EOQ)
- Just In Time (JIT)
- Fast moving, Slow moving, Non moving (FSN)

This project is to analyse the Inventory control in a leading Elevator manufacturing company (CLANS MACHINA). This report also takes a close look at the Just in Time (JIT) concept in order to reduce the holding cost and reduce the lead time and ABC analysis.

This report also contains the various products offered by Clans Machina.

The various components of the elevator as well as the installation process for the elevator have also been described in this report.

This report takes a close look at the perception of customers by questionnaire method and plotting those in a pie chart.

It also gives an idea about the competitors of Clans Machina by a comparison sheet with reference to Price and Product segment.

INTRODUCTION

PROJECT OBJECTIVE:

- To study the concept of ABC analysis.
- To study the Just in Time Production.

SCOPE:

- To find out a customer's taste and preferences
- To increase customer awareness
- To make maximum number of sales
- To understand the functions of different parts of a elevator
- To know the installation process

Limitations:

- During cold calls, the prospective customers didn't receive the calls.
- For installation of elevators, the engagement of work force (skilled labour) was a big problem.
- Fixing a meeting with the client was a hectic job as the client has to take time out of his busy schedule.
- Convincing a client for up selling was a tough job.
- Getting quotations from vendors and a constant follow up.
- Travelling from one site to other was a tiring job.

METHODOLOGY:

Type of Data:

- Primary Data:

- ✓ The primary data was collected by clarifying doubts with the superiors and colleagues regarding availability of raw materials at warehouse.
- ✓ *Field Work:* This was undertaken by visiting different Construction sites in order to collect information regarding the short fall of materials at the site.



- Secondary Data: The secondary data was collected by contacting various vendors with the help of websites like India Mart, Just Dial, or direct company websites.

DIVINE ELEVATOR								
CONTACT US:- C/21,VIRUNDAVAN PARK SOCIETY, NEAR MADHAV MALL, THAKKARBAPANAGAR ROAD, BAPUNAGAR, AHMEDABAD - 382350.								
EMAIL :- divine.elevator@gmail.com								
INQUIRY AND RATE APPROVAL :- CHIRAG PATEL MO : 7878010522/7016160638								
COMMERCIAL SUPPORT :- BRIJESH PATEL:7575053138								
KIT PRICE LIST FOR ALL LIFT								
VALID FROM :- 01-01-2017								
M.S. MANUAL			S.S. MANUAL					
FLOOR	6 PASS	8 PASS	FLOOR	6 PASS	8 PASS	FLOOR	6 PASS	8 PASS
G+2	217000	247000	G+2	247000	277000	G+2	382000	412000
G+3	232000	262000	G+3	262000	292000	G+3	415000	445000
G+4	247000	277000	G+4	277000	307000	G+4	447000	477000
G+5	262000	292000	G+5	292000	322000	G+5	482000	512000
G+6	277000	307000	G+6	307000	337000	G+6	517000	547000
G+7	302000	327000	G+7	327000	357000	G+7	547000	577000
G+8	317000	347000	G+8	347000	372000	G+8	597000	627000
G+9	332000	367000	G+9	367000	387000	G+9	632000	662000
G+10	352000	387000	G+10	387000	402000	G+10	667000	697000
G+2 TO G+5 MACHINE 5 HP & DRIVE 5 HP								
AFTER G+6 & G+7 MACHINE 5 HP & DRIVE 7.5 HP								
G+8 TO G+10 MACHINE 7.5 HP & DRIVE 7.5 HP								
M.S.AUTOMATIC			S.S.AUTOMATIC					
FLOOR	6 PASS	8 PASS	FLOOR	6 PASS	8 PASS	FLOOR	6 PASS	8 PASS
G+2	312000	342000	G+2	382000	412000	G+2	382000	412000
G+3	337000	367000	G+3	415000	445000	G+3	415000	445000
G+4	362000	392000	G+4	447000	477000	G+4	447000	477000
G+5	387000	417000	G+5	482000	512000	G+5	482000	512000
G+6	417000	447000	G+6	517000	547000	G+6	517000	547000
G+7	437000	467000	G+7	547000	577000	G+7	547000	577000
G+8	482000	522000	G+8	597000	627000	G+8	597000	627000
G+9	507000	547000	G+9	632000	662000	G+9	632000	662000
G+10	532000	567000	G+10	667000	697000	G+10	667000	697000

COMPANY PROFILE



ABOUT THE COMPANY

CLANS MACHINA is one of the growing companies in the line of production and manufacturing of Elevators & Escalators in the market today. Clans Machina is among the eminent firms in the eastern region of India. It offers end to end vertical transportation solutions with smart technology, quality materials with affordable price. It provides solutions for Elevators, Escalators, and Parking Systems, Auto gates in the terms of New Installations, Maintenance, Spares and Modernizations as per the needs of the consumer. It is armed with in-depth knowledge and extensive expertise in the realm of infrastructure and services of vertical transportation products. It is known for offering quality and great performing products.

It offers all types of Elevators, Escalator, parking Systems and Auto gates, Cater to residential, Commercial, Industrial, and Hospital Need. Our Products are designed to Offer Superior Performance under a Wide range of Environmental Conditions in India, keeping in Mind harsh Climates, Uncertain Power Supply, and Specific Application

They are an ISO 9001:2015 and ISO 45001:2018 Certified fastest growing company in the vertical transport industry. They have 300+ Customers at various locations in India and abroad. They have installed 450+ Elevators, 12 Escalators, and 42 Doors as of today and the count is increasing.

Orien sol Systems Pvt Ltd was started within the year 2006. The corporate has fashioned effective and economical systems and area unit in an exceedingly position to supply service to any scale of mechanical project They tend to area unit awarded and recognized by several MNCs and Public Sector Units for our commitments and EHS apply.

Due to the coterie effort of the leaders, Company achieved several successes and commenced its own producing (CLANS MACHINA) Units for Engineering Works. A brand-new Company further in cluster (CLANS MACHINA) and dead planning, producing and installation of Elevators, Escalators and Parking Systems.

With the great can of Parental firms like Orien sol, Clans Machina, the cluster started its operations across the Country with twelve branches. the continual repeat orders of existing customers created additional assured and step by step further additional product within the Company profile that facilitate folks to form life smarter, safer and easier. Currently we've several segments and lots of product, Throughout Covid-19 state of affairs Clans started their new area Clans Bizz and Clans Life and started producing medical aid Systems, Sanitizers, ultraviolet and lots of additional to fulfill the wants of the society within the crucial time.

PRODUCT LINE OF CLANS MACHINA:

✓ Elevators

❖ Passenger Elevators



- *Azure Series (Affordable)*
- *Blizzard series (Standard)*
- *Celeste Series (Classic)*
- *Denim Series (Hi-Tech)*

❖ Home Elevators



❖ Capsule Elevators



❖ Goods Elevators



❖ Stretcher Elevators



❖ Dumbwaiter Elevators



❖ Automobile Car Elevators.



✓ Escalators



✓ Parking Systems



❖ Stack Parking System

❖ Puzzle Parking System

❖ Tower car Parking System

✓ *Automatic Gate*



INDUSTRY ANALYSIS

Elevators Market:

- Global elevators market registered exponential growth at a Compound Annual Growth Rate (CAGR) of over 9% from 2014 to 2018. Monumental growth of the building and construction industry along with increasing reliance on technology is underpinning growth of elevators market.
- Worldwide sales of elevators exceeded a valuation worth US\$ 65 Bn in 2018, and are estimated to grow by over 10% Y-O-Y in 2019.
- Asia Pacific will continue to be the leading market for elevators, with flourishing economies such as China and India at the forefront of demand. Elevator sales in Asia Pacific are predominantly upheld by increasing focus on infrastructure development and swift pace of urbanization across developing economies. In addition, Asia Pacific is also likely to emerge as a high growth market for elevators through 2029.
- Energy efficiency ranks among the top end-user considerations while choosing a specific elevator model. In line with the aforementioned, manufacturers are extensively focusing on development of elevators that offer energy and space saving benefits.

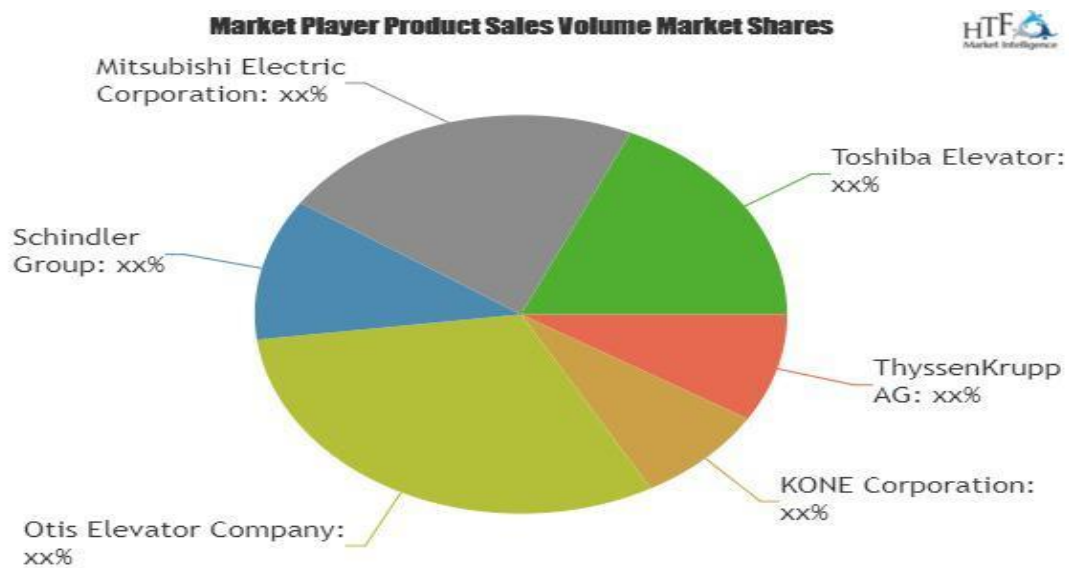


- Elevator market size valued at USD 82.29 billion in 2020 and will witness a CAGR of around 2.5% from 2021 to 2027. Proliferation in high-rise buildings & structures across the world is expected to increase the market share from the global vertical transportation sector.
- The elevator sector will witness significant growth owing to the growing number of high-rise buildings in developing economies from 2021 to 2027. Countries including China, the UAE, the U.S., and the UK have reported an unprecedented growth in skyscraper construction during past few years. This can be attributed to urbanization, a growth in income level, and rising construction expenditure of these countries. In 2020, Asia accounted for a share of over 60% of the world's 100 tallest building structures followed by the Middle East and North America with 20% and 14% share respectively. Such trends are forecast to drive the demand for elevators from 2021 to 2027.
- Rising need for maintenance & modernization of elevators is another growth enabling factor globally. Elevators are maintained under full-service contract agreements due to high labour costs and short service cycle. The global elevators & escalators installed base has been estimated to grow at a gradual rate by 2027. Growing concerns of aging infrastructure in North America and Europe are likely to drive the need for elevator services and modernization. However, the maintenance of elevators will largely be influenced by factors including equipment base, regulatory landscape, and service costs across different countries.

Key Growth Drivers of Elevators & Escalators Market:

- Rapid urbanization and the consequential proliferation of multi-storey buildings will continue to intensify the demand for elevators.
- A massive outpouring of investments in building and construction projects is likely to underpin growth of elevators market.
- Focus on upgrading infrastructure of industrial, commercial, and residential spaces is likely to set a buoyant tone for elevators market in 2019 and beyond.
- Escalating demand for elevators from industrial units for seamless transportation of heavy loads to various floors will continue to boost market revenues through 2029.

Key Players in the Industry:



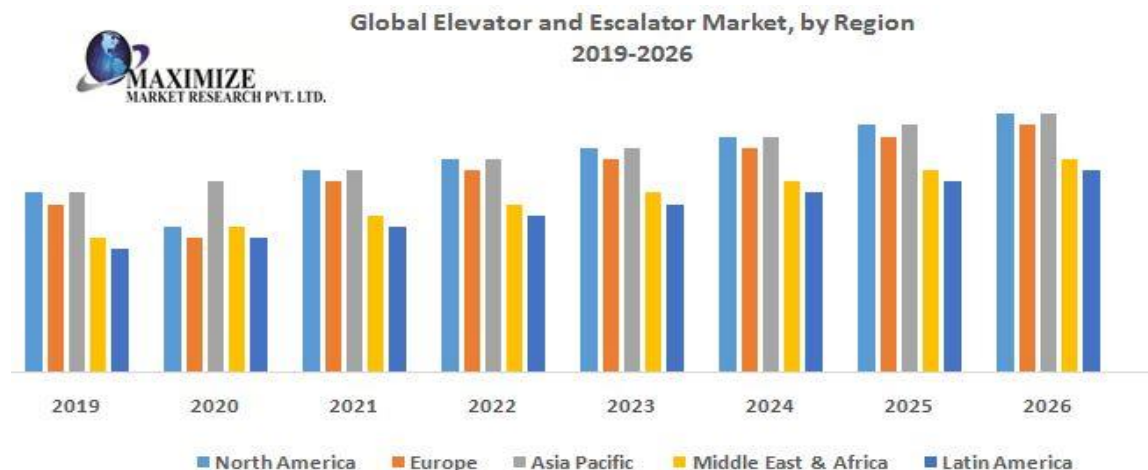
The elevator and escalator market is fragmented and the vendors are deploying growth strategies such as providing smart elevator installation to compete in the market. To make the most of the opportunities and recover from post COVID-19 impact, market vendors should focus more on the growth prospects in the fast-growing segments, while maintaining their positions in the slow-growing segments.

- In 2019, **Mitsubishi Electric Corporation** announced the official launch of NEXIEZ-LITE MRL elevator developed by its very own subsidiary i.e. 'Mitsubishi Elevator India Private Limited (IMEC)'. This specific product will be added to its exclusive 'NEXIEZ-LITE' series of elevators for use in mid- and low-rise office space, hotels, and residencies in India. This product launch was aimed at leveraging prime opportunities in India, one of the leading elevator markets.
- In 2018, **ThyssenKrupp Elevator** - a leading player of the urban mobility space - announced the official launch of two new exclusive elevator families namely, 'evolution' and 'synergy' with an objective of offering customized mobility in Europe and Africa. These two new product launches were aimed at catering to increasing demand for elevators of the best quality, service, and design across the above-mentioned regions.
- **Otis Elevator Company** - Founded in 1853, the Otis Elevator Company has its official headquarters in Farmington, Connecticut, United States. The company is a subsidiary of the United Technologies Corporation and is involved in developing,

manufacturing, and marketing of a wide range of escalators, elevators, moving walkways, and other mobility solutions.

- **KONE Oyj** - Founded in 1910, KONE Oyj has its official headquarters in Espoo, Finland. The company offers a wide range of elevators, escalators, and other solutions for modernization and maintenance. The company has total number of eight R&D centres and seven productions sites worldwide and offers industry-best services for developers, builders, designers, and architects. In 2018, KONE made an official announcement of its acquisition of the service & repair business of Eltec Elevator Ltd. This acquisition was aimed at delivering outstanding service to the customer bases spread across various regions. In addition, this acquisition was also a big step to strengthen the company's market foothold and ability to offer innovative elevator and escalator solutions.
- **The Schindler Group** - Founded in 1874, The Schindler Group has its official headquarters in Ebikon, Switzerland. Ranked among one of the leading providers of escalators and elevators, Schindler has successfully marked its presence across 100 countries. Schindler holds specialization in latest-technology engineering to develop mobility solutions offering seamless efficiency, safety, and reliability.
- **Fujitec Co., Ltd.** - Founded in 1948, Fujitec Co., Ltd. has its operational headquarters in Japan, the Americas, East Asia, South Asia, and Europe. The brand has its own legacy and specializes in development of standardized elevators, escalators, and modern mobility solutions.
- **Hitachi, Ltd.** - Founded in 1910, Hitachi, Ltd. has its official headquarters in Japan, Tokyo. The company operates in umpteen key business segments, which include social infrastructure & industrial systems, information & telecommunication systems, construction machinery, high functional materials & components, automotive systems, and others.

Key Regions for Elevator & Escalators Market:



- Growing technological advancements, the rising popularity of smart intelligent elevator, rising number of multi-storied shopping centres & buildings, upcoming smart cities and growing concern for safety are the key growth drivers for the global elevator and escalator market.
- The robust growing construction industry is providing growth opportunities for the market during the forecast period. Busy time schedules and increased number of geriatric population necessitate the facility of escalator and elevator in residential apartments across the globe.
- Elevator and Escalator Market is segmented by technology, by product, by service, by the end user, and by region. Elevator and escalator market by type is segmented into elevator, escalator & moving walkways. Based on elevator technology elevator and escalator market is segmented into traction, machine room-less & hydraulic.
- New installation and maintenance & repair & modernization are service segments of elevator and escalator market. Commercial and residential are end users segments of elevator and escalator market. Geographically elevator and escalator market is segmented into North America, Europe, Asia Pacific, Middle East & Africa, and Latin America.
- Elevator segment holds XX % of the market share. Elevator systems consist of a hydraulic elevator, geared elevator, non-geared elevator, and machine room less elevator (MRLs). Nowadays, MRLS are preferred over conventional geared elevator as they are technologically advanced, save space and consume less energy.

- New installation as a service will witness the highest growth in the elevator & escalator market. A surge in the growth of the construction industry will ask for more and more installation. The second fastest growing sector is maintenance & repair, the reason being, all new and existing structures that are installed require periodical maintenance & repair for their smooth functioning. This makes the maintenance & repair market very lucrative and fast growing.
- Machine-room-less traction technology is the fastest-growing technology since it is more efficient and provides a smooth ride to its passengers. Newly designed permanent magnet motors (PMM) allow the manufacturers to locate the machines in the hoist way overhead, thus eliminating the need for a machine room, typically over the hoist way.
- Hydraulic and traction lifts are among the two most commonly used lifts in both residential and commercial buildings. Hydraulic elevator requires a lesser amount of space because their hoist way doesn't require as much space. Traction elevator is faster compared to their hydraulic counterparts.
- Asia region is anticipated to have the XX % of largest market share and expected to dominate the market during the forecast period, due to a growing number of opportunities in emerging markets, growing commercial, institutional, residential, and infrastructure industries and increasing population. Demand for elevator and escalator are increasing significantly in the developing countries, such as China and India.
- China held a XX % share in the market in 2017. Demand for elevator and escalator are also expected to upsurge in the Middle-East during the forecast period. The market for maintenance and modernization of elevator and escalator in the developed countries is expected to surge, due to their aging infrastructure and requirement for up-gradation.
- 85% of the market's growth will originate from Asia Pacific Accreditation Cooperation (APAC) during the forecast period. China, India, and Japan are the key markets for elevator and escalator market in APAC. Market growth in this region will be faster than the growth of the market in other regions.
- The development of smart cities due to the ever-increasing urban population will facilitate the elevator and escalator market growth in APAC over the forecast period.

Revenue-generating Product Segments in the Elevator & Escalator Market:

The elevator market has its revenue generation from new installations (unit and service), maintenance, and the modernization of elevators. Smart elevators are gaining popularity in skyscraper projects, as they reduce the waiting time and enable people to reach their destination floors in minimal time. Such technological advances in elevators will increase their adoption.

Future Insight:

- Increasing demand for smart elevators is a key driver boosting the growth of the elevator and escalator market.
- The development of smart elevators is a result of the efforts to design energy-efficient elevators, which can also minimize the time taken to travel between the floors of a building.
- In smart elevators, when the user selects the destination floor, the elevator directs him or her to the elevator that will take them to the chosen floor with the least number of stops.
- The key advantages of a smart elevator over a traditional one include improved energy efficiency, better control of elevator traffic, reduced wait times, and integrated access control features.
- The rapidly growing popularity of smart elevators and their augmenting demand are expected to drive the growth of the global elevator and escalator market.
- Growing number of construction activities is another key driver influencing the growth of the elevator and escalator market.
- Construction activities are increasing globally due to the increasing focus on infrastructure development.
- Developed economies, such as the US, Canada, and countries in the European Union (EU), are focusing on improving their existing infrastructure.
- Developing countries, such as China and India, are also experiencing growth in opportunities in the building construction industry.
- An increase in the number of construction activities will lead to an increase in demand for elevators and escalators, which will drive the growth of the elevator and escalator market.

COMPETITOR ANALYSIS

Objectives:

- ✓ It allows the company to have an effective analysis of the strategies used by their competitors and the trends that they follow.
- ✓ It helps the company to compare the products and/or services being offered by the competitor and the analysis on which products and/or services are being trusted by the market. A more comprehensive competitive analysis can actually provide information on the purchasing trend that is currently present in the market.
- ✓ It elaborately provides information about the effectiveness of the competitors' branding, marketing, and operational activities.
- ✓ It helps the business to know if they are targeting the correct client type when compared to the clients of their competitors.
- ✓ It allows the company to know the features and characteristics of the competitor that make them saleable.
- ✓ It can provide information about the significant strengths of the competitors that the company can take inspiration and ideas from.
- ✓ It can also give the weak areas of the competitors, which the company can improve on theirs for a better comparison that they can provide to consumers where the company will benefit.

Methodology:

Sl. No	Name of the Company	Products Offered						Reference
		C.E.	S.E.	H.E.	P.E.	G.E.	Dw.E	
1	V- Star Engineers (opc) Pvt Ltd	✓	✓	✓	✓	✓	✓	India Mart
2	Kaizel Engineers Pvt Ltd	✓	✓	✓	✓	✓	✓	India Mart
3	L.T. Elevator Pvt Ltd	✓	✓	✓	✗	✓	✗	India Mart
4	Schindler India	✓	✓	✓	✓	✓	✓	India Mart
5	Ultramodern Elevators & Escalators Pvt. Ltd.	✓	✓	✓	✓	✗	✗	India Mart
6	Arian Lift Pvt Ltd	✓	✓	✓	✓	✓	✓	India Mart
7	Jaqua Elevators	✓	✓	✓	✓	✓	✓	India Mart
8	R K Industries	✗	✓	✓	✓	✓	✗	India Mart
9	AD Elevators	✓	✓	✓	✓	✓	✗	India Mart
10	Clans Machina	✓	✓	✓	✓	✓	✓	India Mart
Abbreviations :								
C.E - Capsule Elevator								
S.E. - Stretcher Elevator								
H.E. - Home Elevator								
P.E. - Passenger Elevator								
G.E.- Goods Elevator								
Dw.E- Dumbwaiter Elevator								

Sl. No	Name of the Company	Unit Price (in Lakhs)						Reference
		C.E.	S.E.	H.E.	P.E.	G.E.	Dw.E	
1	V- Star Engineers (opc) Pvt Ltd	7	8	6	4	2.5	2	India Mart
2	Kaizel Engineers Pvt Ltd	8	7.5	4.5	4.5	5	3.5	India Mart
3	L.T. Elevator Pvt Ltd	6	7	5.5	-	5	-	India Mart
4	Schindler India	15	11	6	6	7	4	India Mart
5	Ultramodern Elevators & Escalators Pvt. Ltd.	7	5	5	5	-	-	India Mart
6	Arian Lift Pvt Ltd	8.5	13	8	8.5	13	3	India Mart
7	Jaqua Elevators	7	7	4	3.5	3	4	India Mart
8	R K Industries	-	13	6	6	8.5	-	India Mart
9	AD Elevators	7.5	9.5	4.3	5.5	6	-	India Mart
10	Clans Machina	6	10.5	4.95	4.95	6	3	India Mart
Abbreviations :								
		Color Code						
C.E - Capsule Elevator		Less than Clans Machina						
S.E. - Stretcher Elevator		More than Clans Machina						
H.E. - Home Elevator								
P.E. - Passenger Elevator								
G.E.- Goods Elevator								
Dw.E- Dumbwaiter Elevator								

Findings:

- ✓ From the product comparison sheet, we can see that all the companies deal with the same sort of products i.e., Capsule Elevators, Stretcher Elevators, Home Elevators, Passenger Elevators, Goods Elevators, Dumbwaiter Elevators.
- ✓ From the price comparison sheet, we can observe that:
 - For Capsule Elevators, Home Elevators, Passenger Elevators & Dumbwaiter Elevators Clans Machina's unit rate is relatively low in comparison to the other 9 Companies.
 - For Stretcher Elevators & Goods Elevators, its price is relatively high in comparison to the rest of the companies.
- ✓ Both manufacturing and retailing operations are performed by all the companies.
- ✓ Each one of the companies is providing same services i.e., Installations, Repairing & After sale maintenance.
- ✓ Materials that are preferred by these companies are mostly MS and SS for Landing doors and Car doors.
- ✓ The inside car design is also quite similar.
- ✓ Drives which are preferred for moving the elevators are mostly VVVF drive i.e., Variable - Voltage / Variable - Frequency drive.
- ✓ Each one of them provide Gear, Gearless, with Machine room, without Machine room elevators.
- ✓ The Passenger Elevators of Kaizen Engineers Pvt. Ltd. is 26.
- ✓ Doors provided are also automatic doors or manual doors.

Conclusions:

- ✓ So, we can conclude from the above findings that the sample of 9 companies can be the close competitors for Clans Machina, as the products, services, technology used, interiors, materials used are quite similar all these companies.

- ✓ According to me, there is a difference in prices because, the market share of the companies varies i.e., the percentage of loyal customers varies from companies to companies.

- ✓ So, by improving Customer Relation Management (CRM), this gap in the market share can be minimized.

CUSTOMER ANALYSIS

AWARENESS

Awareness in basic terms- what number of individuals knows the brand? Usually, awareness is estimated through overview that solicits members an agreement from questions like which brand comes to your mind if want to purchase insurance? All in all, organizations measure unaided awareness – what percent of survey members referenced the brand with no sort of indication.

BRAND

A brand is a thing, idea or service that is openly recognized from various product, service or idea with the goal that is very well may be effectively imparted and generally show cased. A brand name is a name of the indisputable products, idea or service. Branding is the route towards making and scattering the brand name. Branding can apply to the whole corporate identity just as to singular service and product names.

BRAND AWARENESS

Brand awareness is likelihood that consumers are familiar about the life and accessibility of the product. It is how much consumers absolutely associate the brand with the particular product. It is estimated as ratio of specialty show case that as previous information of brand. Brand awareness incorporates both the brand recognition just brand recall.

Clans Machina even after its very good growth is still a new company and is in a growing stage and not many people know about the company. So the company made a business plan of starting franchises, Through franchising system they wanted to reach Pan India and create stores where potential customers can come and observe sample products and feel the quality of product the company is providing but due to huge investments and Covid situations the plan didn't go the way it was supposed to be the company received requests for franchise in a large number but were not ready to invest large amount of money. Therefore, the Clans with a new business plan i.e. Clans Business Consultant (CBC).

In this plan or program Clans had plan to get in contact and make a contract with every firm and dealers which are directly or indirectly associated with construction activity such as Cement Dealers, Paint dealers, Architects, Builders, TMT bar suppliers, Brick Suppliers. In

the program the interested can join as a dealer and they have to provide potential leads for any of the Clans products. The dealers will get Hoardings, banners and brochures for increasing brand awareness and attracting potential customers.

As this is a new program the company is giving offer to first 100 companies to join by only giving a deposit of ₹999 and after the 100th dealer every new dealer has to pay Rs ₹10,000 to join the program. The dealer can earn through commission for every converted lead they get a commission of 3%-5% for each product, for example if a CBC brings a potential lead of ₹10,00,000 and if the CBC or Clans is able to convert it then the CBC will be rewarded with 5% commission which is Rs ₹50,000. The CBC can also earn more incentives if they cross the monthly target. The target is in 3 levels, level 1 ₹15 Lacs, level-2 ₹30 Lacs, and Level-3 ₹50 Lacs. If they clear the target then they can receive bonus of ₹20,000 in level 1, ₹30,000 in level 2, ₹50,000 in level 3 and additional goodies. The dealers will also be taken to trips for the annual meetings.

During the Internship for increasing brand association with the program Clans Business Consultant (CBC) there was a target of Cold Calling minimum 30 calls every day and divide every call and recording the response and dividing into 4 type of responses Cold (call back, not interested), Warm(Call back, interested), Hot(Interested, meeting fixed), Super-Hot(Interested, deal about to closed). And recording the remarks of meeting fixed, call back, ringing not received, Interested, Not Interested, deal closed. This was to be done till there are no leads left in the allotted area to the intern.

Cold Calling is a form of telemarketing where we reach a potential customer who has not been in any interaction with the salesperson and has no knowledge about the product and services provided by the company. It is developed via forms of giving sales pitch using a script. Salesperson has to call from a list of potential customers that fits in the parameter and helps in increasing the sale. In cold call a salesperson should be willing to endure repeated rejection. Cold calling has a 2% success rate for the most skilled professionals. Consumer mostly dislikes cold calls and majority of the potential consumer will never listen to the pitch. As technology is advancing day by day cold calling has become undesirable and companies are going towards new marketing methods like Email, Text, and Social Media marketing. These methods have proven to be very efficient and effective in generating new leads for the organization. As the technologies is upgrading day by day and rise in social media marketing, cold calling has received many criticisms.

For more analysis and awareness, a questionnaire was also shared to know the level of

awareness Clans has in the current market and time. The questionnaire was shared with people of age group from 25 years to 50 years. It contained basic question if the respondent knew about the company or not and has used any of the products or not.

For the 1st and 2nd week the interns were given training on sales pitch.

From 3rd and 4th week the interns only had to call 4-5 dealers and analyze on their pitch and the type of response received from the Potential CBC Client.

From 5th week the interns had to start cold calling to more than 20 dealers/suppliers every day that can be potential CBC client and acknowledge them about the company Clans Machina and the program Clans Business Consultant.

From the 6th week the interns had to start reaching Builders by cold calling and reaching to many under construction site to increase awareness about the Company and proposing them a good offer for the required products which Clans can produce.

Hierarchy of effects

Purchase Stage 1: Awareness - The consumer winds up aware of classification, product or brand (normally through promoting)

Stage 2: Knowledge – The consumers find out about the brand (for e.g., sizes, price, availability, colours)

Stage 3: Liking – The consumers builds up a positive or favourable attitude towards the brand.

Stage 4: Preference – The customers starts to rate one brand above other practically identified brands.

Stage 5: Conviction – The consumers shows a longing to buy (by means of assessment, examining, trial)

Stage 6: Purchase – The consumers gains the product.

Problems Faced during the Project:

It was an offline internship and there were many Covid restrictions. At the start of internship, the lockdown had just been removed and organizations were only allowed to open their offices for a very short time due to which every organization were in a huge time pressure and the organization didn't had sufficient time to talk to us and thus we were not able to clear introduce about the company and program to them.

Due to Covid restriction it was also very difficult to set up physical meets with potential

clients.

As the Lockdown had just been removed every organization was in a financially bad shape and was not interested and wanted to just go on concentrating in their current business.

As Covid cases in Odisha were still in high numbers it was very risky and we had to take many precautions in office and field visits.

When we were making Cold calls, the interns were not given any leads or numbers to calls. The interns had to find potential clients through web and use various websites such as Just dial and India Mart to get phone numbers of potential clients. In this process many numbers that we received from web were wrong or didn't exist this made us unable to reach to large no of potential clients.

Findings & Analysis

There are no easy answers to how social media can promote franchise development. For every business the perception and goals from social media is different. By creating a interactive and digital consumer presence we can make a franchise lead generator. A successful consumer social media presence can have a direct effect on franchise prospects. Through social media franchise prospects can get direct customer reviews of the product and services. The prospective franchisees always want to know what are the views of customer towards the brand/ franchisor, how the brand communicates with the consumers, if the consumers are being listened by the brand and are being provided informative content or not. Just like a potential customer wants to know about a brand and their services, prospective franchisees also want to know what they can expect from the brand as they are looking for opening a business.

An attractive, interactive and digital presence can be an important franchise lead generator, as consumers are also often a franchise prospects but are unaware at the moment. To target the prospective franchisee demographic, it is important to know the platform where they are interacting and incorporate a franchise development Plan.

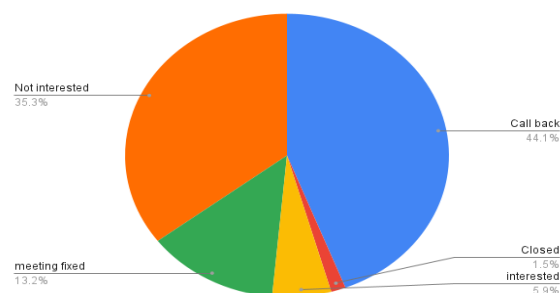
Consumers are also a prospect for franchisees and it also important to target them and aware them of the opportunities. Prospect franchisees in this developing online world often search online about the brand and therefore the franchisors need to make the information easily accessible to the prospects. It can be done in many ways such as search engine optimization or digital advertising plan via search engine marketing and digital ads by demographic and geographic targeting. YouTube is the 2nd largest search engine and it can also be a great place

to advertise and create awareness to customers and prospect franchisees.

The Analysis of this project is based on the cold calls made, the physical visits to the firms associated to the program and the questionnaire shared to general public.

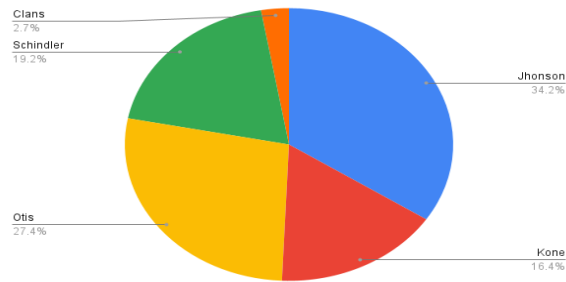
In this tenure more than 150 cold calls and 5 physical visits have been made and various points were observed

- None of the Organizations which we contacted knew about Clans Machina.
- About 52.7% of Organization contacted was eager to know about Clans and its product and the Clans Business Consultant program.
- 44.1% of them asked to call back as they wanted to know and discuss more about the offer in a later time due to time constraints.
- 19.1% organization was interested in the program. Out of which 5.9% of the organization said that they are interested and will let Clans know about their decision.
- 13.2% of the organization contacted is ready to have a meeting finalize the deal to go for the formalities.
- 1.5% of the organization that is 2 Interior designer companies are ready and have signed a contract to be Clans Business Consultant.
- 35% of the organization is not interested in the products provided by Clans and in the program even if it is highly beneficial for them.

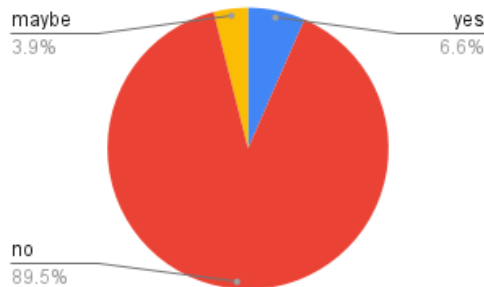


From the questionnaire shared we can analyze various things.

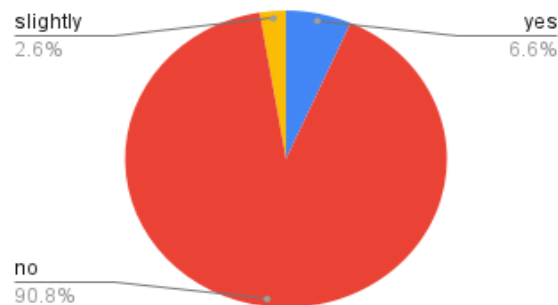
- One of the first questions was, when you think of the product elevators what name comes in mind.
- It was observed that around 34.2% respondents have chosen Johnson, 27.4% have chosen Otis, 19.2% have chosen Schindler, 16.4% respondents chose Kone and only 2.7 % respondents have chosen Clans as their choice of company for the products.



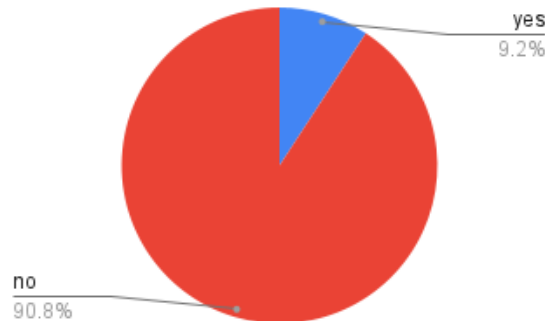
- 2nd question was, have the respondent ever heard of the brand CLANS?
- And it was observed that 89.6% respondents have never heard of the brand, 6.6% respondents have heard about the brand and 3.9% may or may not have heard about the brand.



- 3rd question was, do you have any idea on type of services & product clans deal with.?
- 90.8% respondents don't have any idea on what services does Clans provide, 2.6% respondents have a little bit of knowledge and 6.6% have proper idea on what products & services provided by Clans.



- 4th question was, have you ever used any of the product or services of Clans?
- And 90.9 % respondents have never used any products and services by clans and only 9.2% of the respondents have ever used Clans product.



Conclusion

In conclusion we can say that it has observed that Clans Machina being a newly formed company doesn't have much brand awareness and to grow more they need it need more brand awareness. More than 90% of people contacted don't have any idea about clans and have never used any product and services by clans. After doing the tasks we can say there has been creation of brand awareness among organization related to construction in Bhubaneswar and by continuing through this strategy it will cover Pan India in future. To capture the current market Clans has to provide products and services cheaper than its competitors. During the awareness program many organizations had a question of why to choose clans and why not choose any other MNC's like Johnson Mitsubishi, Kone or any local competitors and the answer to it is that Clans provide world class quality product and services and can give a great competition to current market leaders they need to create and brand awareness and provide quality product. They can spread awareness by promoting more in social media and search engine optimization. In the Initial stage of CBC program there will be less association as many organizations are not able to understand the benefits they can get through negligible investment and efforts. In a developing state like Odisha a CBC can earn around ₹10,00,000 - ₹15,00,000 in a year after only one-time investment of ₹10,000 in Clans and a little bit of effort. And with increase in CBC Clans can increase brand awareness and sales and grow in higher pace and capture the market.

ACTUAL WORK DONE

Elevator: A type of Machine that vertically transports people, goods between different floors of a building either by cable assisted or by Hydraulic cylinder assisted.

Types of Elevators:

- **Based on usage:**

- ***Passenger Elevator:*** To fit the requirement of each and every type of buildings.
- ***Goods Elevator:*** Elevators is introduced to cater to the Vertical Travel Needs of the Goods in various Industries. These Lifts may be used to carry various type of Material like Raw material or Finished Goods in Various types of Environments
- ***Home Elevator:*** Elevator is a very effective Vertical Transportation solution for your House, Bungalow, Villa, Duplex Apartment or Pent House. This Elevator does not need a Machine Room and is fitted within the Lift Shaft and works on Single Phase Current Supply. A small unit is required for hydraulic type for accommodating the Hydraulic unit. The Elevator can be made for carrying capacity of up to 300 Kilograms.
- ***Dumbwaiter Elevator:*** Dumbwaiters are small freight Elevators (or lifts) not intended to carry People or live Animals, but for Objects. Dumbwaiters carry food, raw materials and plates from Kitchen to Room, kitchen to kitchen or from kitchen to the place of serving or various pantries at all floors in multi-storied hotels, large households, marriage halls, restaurants, etc. The Dumbwaiter travel so smoothly that each time it travels you can ensure no damage to your valuable crockery.
- ***Stretcher Elevator:*** Hospital and Medical service Industry involves critical lifesaving activities which includes carrying patients to different floors for various reasons. For such critical application, we provide you with robustly designed elevator which can accommodate a standard hospital Bed (Stretcher). The Hospital Bed elevator is made to carry the stretcher along

with few persons. It is also designed to carry bulky hospital equipment. It has a minimum carrying capacity of 15 Persons (1020 Kg)

- ***Capsule Elevator:*** Capsule Elevators act as Architectural highlights on prestigious buildings. They can be called the ornaments of a building as they enhance its beauty and bring life into it. Their design, features and infinite options add its optimum travel comfort. They have aesthetically attractive interiors with large glass viewing panel. Capsule lifts demand specialized knowledge and we have the wide experience required to suit your particular concept in capsule elevator operations.
- ***Automobile Elevators:*** Automobile Elevators are Specially Designed and Created for Moving Vehicles, From Place to Place. Businesses like Car Showrooms, Garages, shopping malls & big buildings Use it to smooth the Process of Parking and Repairing and Much More.

- **Based on mechanism:**

- ***Traction Elevators:*** This type of elevator is more popular with mid and high-rise buildings. They have a faster speed in comparison with hydraulic lifts, meaning that they can take you from point A to point B in a shorter amount of time. They are set into motion by an electric motor that moves cables or ropes which pull the escalator upwards. A machine room sits on top of the elevator and actions the electric motor. The concept of a traction elevator is similar to a pulley system that moves cables across a geared wheel. The cables and the gear system need to be checked regularly for wear and tear. If these components deteriorate, the elevator might not be that efficient, and it can even become dangerous at some point.
- ***Machine Room less (MRL) Elevators:*** These lifts don't have a dedicated machine room on top of the escalator. Instead, they have a control room that sits adjacent to the elevator. These lifts have similar maintenance costs as traction elevators, but they can achieve very fast travelling speeds. That's why MRL elevators are increasingly popular today. They can help people travel from one floor to the other quicker and safer. They also have low energy requirements, so it's more efficient for the building owner to use

them. MRL elevators are ideal for mid-rise buildings with a height of up to 250 feet.

- ***Hydraulic Elevators:*** This is one of the simplest types of elevators. A hydraulic escalator has a piston underneath that pushes it upwards when necessary. This piston is moved by an electric motor that pushes hydraulic fluid (such as oil) into the piston. When the elevator needs to go down, the piston releases some of the oil through a valve. Hydraulic elevators are used regularly, especially for buildings that are not very high. They have a low upfront cost, and the maintenance expenses are not that high, in comparison with other types of elevators.

Main Components of an Elevator:

- **Car:** This is the main part of Elevator which is designed for enclosed transport of passengers & goods
- **Doors:** As normal doors, elevator doors are also meant for entry and exit. Elevator door is of two types: Manual doors and Automatic doors.
 - **Manual doors:** These types of doors are opened with the help of a person who wants to enter the lift.
 - **Automatic doors:** Automatic doors are the type of doors which are automatically opened as it is powered by a door operator and usually have a full height photo-electric curtain to sense the entry/exit of persons.
- **Cables:** It is used to support the car (passing over the drive sheave to the counterweight) & pull the car. Usually, number of lays depends on load & speed.
- **Elevator Machine:** A traction machine is used on all traction elevator equipment types. A standard traction machine consists of a motor, drive sheave, brake and machine bed plate. The traction machine motor turns the drive sheave shaft to turn the drive sheave. As the sheave turns the hoist ropes pass over the drive sheave and pull the car through the hoist way.

- *Controller:* An Elevator controller is a system to control the elevators, either manual or automatic. The controller usually tune down the voltage between 12V to 24V to the controlling system, only the motor needs 3-phase power supply. The low voltage power supply is for the controlling component and the fixtures to control the elevator.
- *Drive:* Everything that works under electricity must have a motor attached for the functioning & driven by VVVF drives.
- *Counterweight:* In practice, elevators work in a slightly different way from simple hoists. The elevator car is balanced by a heavy counterweight that weighs roughly the same amount as the car when it's loaded 40%-50% (in other words, the weight of the car itself plus 40–50 percent of the total weight it can carry). When the elevator goes up, the counterweight goes down—and vice-versa, which helps us in four ways:
 - The counterweight makes it easier for the motor to raise and lower the car—just as sitting on a see-saw makes it much easier to lift someone's weight compared to lifting them in your arms. Thanks to the counterweight, the motor needs to use much less force to move the car either up or down. Assuming the car and its contents weigh more than the counterweight, all the motor has to lift is the difference in weight between the two and supply a bit of extra force to overcome friction in the pulleys and so on.
 - Since less force is involved, there's less strain on the cables—which makes the elevator a little bit safer.
 - The counterweight reduces the amount of energy the motor needs to use. This is intuitively obvious to anyone who's ever sat on a see-saw: assuming the see-saw is properly balanced, you can bob up and down any number of times without ever really getting tired—quite different from lifting someone in your arms, which tires you very quickly. This point also follows from the first one: if the motor is using less force to move the car the same distance, it's doing less work against the force of gravity
 - The counterweight reduces the amount of braking the elevator needs to use. Imagine if there were no counterweights: a heavily loaded elevator car would be really hard to pull upwards but, on the return journey, would tend to race

to the ground all by itself if there weren't some sort of sturdy brake to stop it. The counterweight makes it much easier to control the elevator car.

- *Hoist Way:* The space enclosed by fireproof walls and elevator doors for the travel of one or more elevators, dumbwaiters or material lifts. It includes the pit and terminates at the underside of the overhead machinery space floor or grating or at the underside of the roof where the hoist way does not penetrate the roof.
- *Guide Rails:* Steel T-shaped or formed sections with guiding surfaces installed vertically in a hoist way to guide and direct the course of travel of an elevator car and elevator counterweights.
- *Car Buffer:* The buffer is an apparatus located at the bottom of elevator designed to protect people. Buffers can stop a descending car by accumulating or dissipating the kinetic energy of the car.
- *Speed Governor:* Most elevators have an entirely separate speed-regulating system called a governor, which is a flywheel with mechanical arms built inside it. Normally the arms are held inside the flywheel by springs, but if the lift moves too fast, they fly outward, pushing a lever mechanism that trips one or more braking systems. First, they might cut power to the lift motor. If that fails and the lift continues to accelerate, the arms will fly out even further and trip a second mechanism, applying the brakes. Some governors are entirely mechanical; others are electromagnetic; still others use a mixture of mechanical and electronic components.
- *Safety Brakes:* Everyone who's ever travelled in an elevator has had the same thought: what if the cable holding this thing suddenly snaps? Rest assured, there's nothing to worry about. If the cable snaps, a variety of safety systems prevent an elevator car from crashing to the floor. Each car ran between two vertical guide rails with sturdy metal teeth embedded all the way up them. At the top of each car, there was a spring-loaded mechanism with hooks attached. If the cable broke, the hooks sprung outward and jammed into the metal teeth in the guide rails, locking the car safely in position.

Inventory: The Stock of the product of a company and components there of that makes up a product. It includes raw materials, Work in Progress, Finished goods.

Inventory Management: It is a systematic approach to sourcing, storing, selling inventory – both raw materials (components) and finished goods (products).

In business terms it means the right stock at the right levels in the right place, at the right time and at the right cost and price.

Lead Time: The time elapses from placement of order until its arrival.

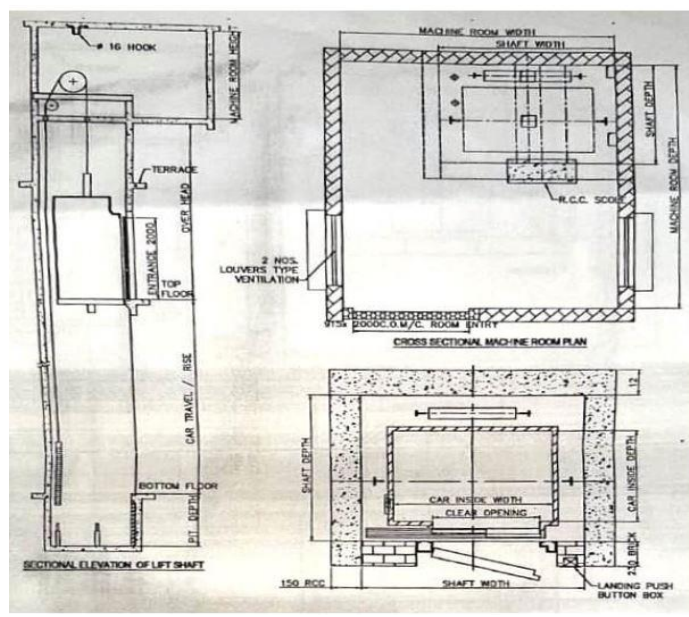
Just in Time (JIT): Producing what is needed when needed and no more. Anything over the minimum amount necessary is viewed as waste because effort and material expended for something not needed now cannot be utilized now.

ABC Analysis: The objective of this is to vary the expenses associated with maintaining appropriate control according to the potential savings associated with a proper level of such control. It divides the inventory into 3 categories A, B & C based on their annual consumption value.

Once inventory is classified, we have a firm base for deciding where we will put our effort. Logically, we expect to maintain strong controls over the ‘A’ items taking whatever special actions needed to maintain availability of these items and hold stocks at the lowest possible levels consistent with meeting demands. At the other end of the scale, we cannot afford the expense of rigid controls, frequent ordering, expenditure, etc., because of the low amounts in this area. Thus, with the ‘C’ group we may maintain somewhat higher safety stocks, order more months of supply, except lower levels of customer service, or all the three. It is for this selective approach, ABC analysis is often called as Selective Inventory Control Method (SIM).

<i>Sl. No.</i>	<i>A Items</i>	<i>B Items</i>	<i>C Items</i>
1	Very strict control	Moderate control	Loose control
2	No safety stocks	Low safety stocks	High safety stocks
3	Frequent ordering	Once in 3 weeks	Bulk ordering once in 6 months
4	Weekly control statements	Monthly control statements	Quarterly reports
5	Maximum follow up and expediting	Periodic follow up	Follow up in exceptional cases
6	Rigorous value analysis	Moderate value analysis	Minimum value analysis
7	As many as possible for each item	Two or more reliable sources	Two sources for each a item
8	Accurate forecast in materials planning	Estimates based on past data	Rough estimates
9	Minimisation of waste, obsolete and surplus	Quarterly review	Annual review
10	Individual postings	Small group postings	Group postings
11	Central purchasing and storage	Combination purchases	Decentralised purchasing
12	Maximum efforts to reduce lead time	Moderate	Minimum efforts
13	To be handled by senior officers	To be handled by middle management	Can be fully delegated.

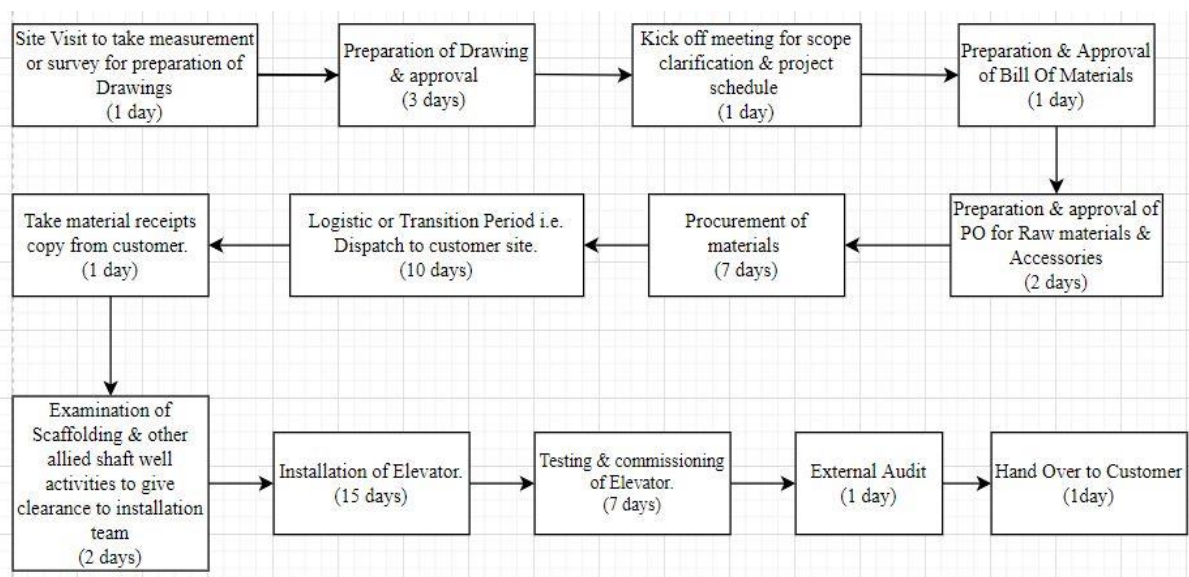
Elevator's Sectional View and Dimensions:



Standard Dimensions for Semi Auto Door Elevator											
No. of Passenger	Load (Kg)	Car Width	Car Depth	Shaft Width	Shaft Depth	Opening	M/c Room Width	M/c Room Depth	M/c Room Height	Pit Depth	Over-head
6	408	1100	1000	1700	1500	700	3200	4000	2750	1500	4250
8	544	1300	1100	1750	1650	800	3250	4100	2750	1500	4250
10	680	1350	1300	1800	1850	800	3300	4300	2750	1500	4250

(All dimensions are in mm)

Flow chart for Supply and Installation on New Elevators:



FINDINGS

- ✓ During the internship, it is observed that the supply of elevator is less than the demand.
- ✓ Traditional method of maintaining inventory.
- ✓ Top management is not aware about the left-out materials in the warehouse due to communication gap between the staffs.

Warehouse Stock Inventory of Clans Machina:

DESCRIPTION OF MATERIAL	Unit	Stock
Bracket	Kg	10
Nut bolt(12*75)	No's	21
Anchor fastner(12*100)	Pcs	17
Machine(10hp)	No's	98
Over speed governor top & bottom	Set	30
Diverter Pulley(300*13*3)	No's	30
Robber Pad	No's	11
Wire rope(13mm)	Meter	2800
Buldon Clip(13mm)	No's	20
Hydraulic Power Pack with piston	No's	9
Gear Oil(220EP)	Liter	200
Car frame MRL Top & Bottom	Set	11
Retiring Cam	No's	26
ARD with batteries(10hp)	No's	19
0.5Sqr mm Wire	Bundle	250
COP(G+2,Auto)	No's	48
Cable Hanger	No's	23
Maintainance Box	No's	5
5hp MRL GearLess Machine	No's	2
5hp MRL controller drive with dbr	No's	5
8mm Thimbol	No's	14
Counterweight	No's	488
Controller & Ard Bracket	Set	6
SS Sheets	Kg	500
Ms Sheets	Kg	800

✓ Used of Just In Time (JIT) concept:

01. Nut & Bolt 11kg x 100 =	1100.00
02. Bricks fasteners 30nos x 25 =	750.00
03. OSB 1set x 4000 =	4000.00
04. Rubber pad 6nos x 100 =	600.00
05. Wall lag clip (3mm) 13nos x 75 =	1350.00
06. Retaining Cam 1no x 3600 =	3600.00
07. O.S. Sq. mm. Cable 5nos x 350 =	1750.00
Flexible pipe 1 bundle x 350 =	350.00
Saddle 1pkt x 250 =	250.00
DOB 1no x 300 =	300.00
A+B Alarm 1no x 250 =	250.00
Limit switch 6nos x 300 =	1800.00
Limit cam 1no x 600 =	600.00
Reed bracket 2nos x 100 =	200.00
Sq. magnet 20nos x 25 =	500.00
Safety switch 2no x 250 =	500.00
Fireman Switch 1 x 600 =	600.00
Cable hanger 2nos x 200 =	400.00
Junction box 1no x 600 =	600.00

DIVINE ELEVATOR					
CONTACT US:- C/21, VRUNDAVAN PARK SOCIETY, NEAR MADHAV MALL, THAKKARBAPANAGAR ROAD, BAPUNAGAR, AHMEDABAD - 382350.					
EMAIL :- divine.elevator@gmail.com					
INQUIRY AND RATE APPROVAL : CHIRAG PATEL MO : 7878010522/7016160638					
COMMERCIAL SUPPORT : BRIJESH PATEL: 7575053138					
KIT PRICE LIST FOR ALL LIFT					
VALID FROM :- 01-01-2017					
M.S. MANUAL			S.S. MANUAL		
FLOOR	6 PASS	8 PASS	FLOOR	6 PASS	8 PASS
G+2	217000	247000	G+2	247000	277000
G+3	232000	262000	G+3	262000	292000
G+4	247000	277000	G+4	277000	307000
G+5	262000	292000	G+5	292000	322000
G+6	277000	307000	G+6	307000	337000
G+7	302000	327000	G+7	327000	357000
G+8	317000	347000	G+8	347000	372000
G+9	332000	367000	G+9	367000	387000
G+10	352000	387000	G+10	387000	402000
G+2 TO G+5 MACHINE 5 HP & DRIVE 5 HP					
AFTER G+6 & G+7 MACHINE 5 HP & DRIVE 7.5 HP					
G+8 TO G+10 MACHINE 7.5 HP & DRIVE 7.5 HP					
M.S. AUTOMATIC			S.S. AUTOMATIC		
FLOOR	6 PASS	8 PASS	FLOOR	6 PASS	8 PASS
G+2	312000	342000	G+2	382000	412000
G+3	337000	367000	G+3	415000	445000
G+4	362000	392000	G+4	447000	477000
G+5	387000	417000	G+5	482000	512000
G+6	417000	447000	G+6	517000	547000
G+7	437000	467000	G+7	547000	577000
G+8	482000	522000	G+8	597000	627000
G+9	507000	547000	G+9	632000	662000
G+10	532000	587000	G+10	667000	697000

LUI ELEVATORS

309,GOPAL CHARAN INDUSTRIAL HUB, KUJAD - BAKROL ROAD,AHMEDABAD - INDORE HIGHWAY BAKROL
AHMEDABAD 382430

Sales Quotation

Name : CLANS Address : PLOT NO - 1135/3516, GROUND FLOOR, AT - SHAKTI NAGAR, PO - ARUNADAYA MARKET, Cuttack ODISHA GST No:21AAPFC4632F1ZR Mobile No. 9600873549 Email Id operation@clansmachina.com	Sales Quote.No : SQ00000244 Date : 11/08/2021 Payment Info : CHEQUE / NEFT Conatct Person CLANS MACHINA
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r.No.	Item Cod	Description of Goods	HSN	Unit	Qty	Rate	IGST	Amount
1	968	G+4 S.S.AUTO DOOR SS 304 AUTO DOOR MR GEARED LIFT. [6 PASSANGER CAPACITY]. [SS 304 HAIR LINE FINISH CABIN]. [SS304 HAIR LINE FINISH DOOR]. [OPENING - 700 MM LUI HEADER]. [REGULAR NORMAL VISION]. [SHARP CAL-125 N 5 HP GEARED MACHINE]. [530X13X3] [SPEED - 0.65 M/SEC]. [MONARCH 5 HP GEARED PANEL]. [WITH DRIVE & REMOTE]. [WALLMOUNT COP & LOP]. [SS HAIR LINE FINISH REGULAR]. [IMPORTED TURKI GUIDE RAIL = 8 SET]. [WITH MACHINE BASE & ARD]. [WITH OVERLOAD ROPE SESOR]. SIDE COUNTER [1:1 ROPPING]. SHAFT:- X . HEIGHT:- 20,130 MM = 66 FIT [STANDARD].		KIT	1.00	511000.00	18.00	511000



CLANS ELEVATORS

Geared Machine Auto Door Price List

Below rates Includes Techno Geared machine with 0.63 m/s , Techno Auto Doors, Techno Make
Cabin & Accessories with Full Kit Material.

SR. NO	TYPE OF KIT	PASS.	G+2	G+3	G+4	G+5	G+6	G+7	G+8	G+9	G+10
1	FULL S.S	06	3,52,000	3,74,000	3,96,000	4,34,000	4,76,000	5,18,000	5,60,000	6,10,000	6,60,000
	FULL S.S	08	4,04,000	4,26,000	4,48,000	4,86,000	5,28,000	5,70,000	6,12,000	6,62,000	7,12,000
	FULL S.S	10	4,66,000	4,89,000	5,10,000	5,52,000	5,94,000	6,42,000	6,84,000	7,34,000	7,83,000
2	FULL M.S	06	2,95,000	3,09,000	3,28,000	3,54,000	3,85,000	4,16,000	4,47,000	4,85,000	5,24,000
	FULL M.S	08	3,37,000	3,51,000	3,70,000	3,96,000	4,27,000	4,58,000	4,89,000	5,28,000	5,66,000
	FULL M.S	10	3,94,000	4,08,000	4,27,000	4,59,000	4,90,000	5,21,000	5,52,000	5,90,000	6,29,000

Additional material cost which are not included in Kit

- 1) Rope Sensor – 12,000 /-
- 2) Diverter stand – 8,000 /-
- 3) Extra for Sharp Geared M/C – 18,000 /-
- 4) Extra for Montanari Geared Machine – 15,000 /-
- 5) Extra For Fermator Car Header – 10,000/-

✓ **ABC Analysis of various components of Elevator:**

<i>Sl. no</i>	<i>A items</i>	<i>B Items</i>	<i>C Items</i>
1	Elevator Machine	Car	Counter Weight
2	Drive	Doors	Car Buffers
3	Controller	Safety Brakes	Guide Rails
4	Cables	Speed Governor	Nuts & Bolts
5			LOP
6			COP

- Elevator Machine, Cables, Drive and Controller come under “A” category because they are the most costly items and the most important components of an elevator. As the investment is more in these items so the source of outsourcing i.e. vendors or suppliers are more in this procurement. Value analysis and constant follow up is much more needed in this. So the involvement of top management is more i.e. it is mostly a centralised decision.
- All the doors, safety brakes, speed governor falls under the “B” category as the investment is less compared to the “A” category so the outsourcing of the materials is a very crucial decision. The decision can be taken by the middle level of management. Here also the numbers of sources are a bit more than the “C” category but less than the “A” category i.e. around 2 -5 no. of vendors.
- Rest components like Light Operating Panel (LOP), Car Operating Panel (COP), Nuts & Bolts, Buffers, falls under the “C” category. These are the least investment items so the value analysis is quite less and the order is placed in bulk quantity. The outsourcing vendors are limited here around 2. This is mostly decentralised purchasing and the follow up with the vendor is very less. They have high safety stocks.

SUGGESTIONS

- ✓ So, in order tackle the short fall, it can connect with the suppliers in order to get the full elevator kits.
- ✓ From the above section it is clear that the supplier rates are affordable.
- ✓ Should try to adopt SAP software and update it timely.
- ✓ Improving communications between the staffs and the departments.
- ✓ Organization needs to maintain a rapport with its suppliers so that it can purchase material on credit basis.

CONCLUSIONS

- ✓ This report contains proper observation of inventory management in the company.
- ✓ A better inventory management can solve all the problems occur in inventory and helping the company to face the problems by following proper techniques and controlling.
- ✓ This will reduce the huge money investment problems and it will lead the way for avoiding such circumstances.
- ✓ From the study it is shown that buying of materials and shortage occurs due to improper way of forecasting the demand.
- ✓ An efficient inventory management can control and make the company to grow more and if in inefficient way it will ruin the company business

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