

SUMMER INTERNSHIP REPORT

20MBP41

Submitted by

DINESH KUMAR S

20MBR025

*in partial fulfilment of the requirements
for the award of the degree
of*

MASTER OF BUSINESS ADMINISTRATION

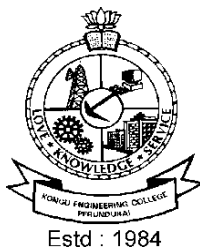
DEPARTMENT OF MANAGEMENT STUDIES



**KONGU ENGINEERING COLLEGE
(AUTONOMOUS)**

PERUNDURAI ERODE – 638 060

November - 2021



Department of Management Studies

KONGU ENGINEERING COLLEGE

(An Autonomous Institution | Affiliated to Anna University, Chennai)

PERUNDURAI ERODE – 638060

November 2021

BONAFIDE CERTIFICATE

This is to certify that bonafide record of summer internship report submitted by **DINESH KUMAR S 20MBR025** in partial fulfillment of the requirements for the award of the Degree of Master of Business Administration of Anna university Chennai during the year 2020 - 2022.

SUPERVISOR/MENTOR

(Dr. M. MOHANASUNDARI)

Date:

HEAD OF THE DEPARTMENT

(Dr. P. VIDHYA PRIYA)

(Signature with seal)

Submitted for the trimester viva voce examination held on _____

INTERNAL EXAMINER

EXTERNAL EXAMINER

COMPANY CERTIFICATE



Date: 19.11.2021

TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Mr. S. DINESH KUMAR [20MBR025], MBA** student from **KONGU ENGINEERING COLLEGE, PERUNDURAI, ERODE** has undergone Industrial Training in our concern for the period from 19.10.2021 to 10.11.2021.

During the training period, his conduct and Character were found to be good. We wish all success in her future.

For Erode Textile Mall Pvt Ltd



Authorised Signatory

Established Under Comprehensive Powerloom Cluster Development Scheme of Ministry of Textiles, Government of India

Erode Textile Mall Pvt Ltd.,

No.37, TVS Lotus Building, 1st Floor, Sathy Road, Veerappan Chathiram, Erode - 638 003. Tamilnadu.

Tel: 0424 4560107, 0424 2536200 E-mail: info@texvalley.info www.texvalleyindia.com

CIN: U74999TZ2009PTC014968

DECLARATION

I affirm that the Summer Internship Report of **TEXVALLEY, Erode** being submitted in partial fulfilment of the requirements for the award of **Master of Business Administration** is the original work carried out by me. It has not formed part of any other report or dissertation on the basis of which a degree or award was conferred on an earlier occasion on this or any other candidate.

Date:

(Name and Signature of the Student)

(DINESH KUMAR S- 20MBR025)

I certify that the declaration made by the above candidate is true to the best of my knowledge.

Date:

(Name & Signature of the supervisor/Mentor)

(Dr. M. MOHANASUNDARI)

ACKNOWLEDGEMENT

The satisfaction that one gets on completing a project cannot be fully enjoyed without mentioning the people who made it possible.

I express my sincere thanks and grateful acknowledgment to Thiru. **P. SACHITHANANDHAN, Correspondent** and **DR.V. BALUSAMY BE (Hons) M. Tech PhD**, Kongu Engineering College for providing the facilities in the college for undertaking my Summer Internship Programme.

I wish to express my sense of gratitude to **Dr.P. VIDHYA PRIYA, professor & Head**, Department of Management studies for her constant throughout my study.

I solemnly express my sense of gratitude to my Mentor/Supervisor, **Dr. M. MOHANASUNDARI Associate Professor** for his/her encouragement, constant help, valuable guidance, suggestions and blessings which contributed immensely for the successful completion of the Summer Internship Programme.

I would like to thank the other faculty members of Department of Management Studies, Kongu Engineering College for their support and motivation throughout this project.

I wish to thank my parents who always believed me and had faith on me in whatever I wished to do and last but not the least I would thank my friends who have helped me endlessly.

ABSTRACT

The Erode power loom cluster has grown in terms of volume, value and variety over the last few decades and has become one of the active markets for cotton goods in the country. However, over the last few years the cluster does not have proper market to expose their product. To overcome these problems, and to erase the 'low quality' image of the cluster and make it look attractive even for the quality conscious buyers the integrated textiles mall infrastructure was build up by public private partnership in the name of Texvalley. Primary focus of Texvalley was to benefit the small and medium textile manufacturers and traders, as it would bring in all the shandy markets in Erode under a single roof. Mainly they aim at offering a platform for textile owners who are presently doing their business in the weekly shandies in near locations in the city namely Erode, Salem, Coimbatore and Tirupur etc. Even with world class facility and many positive factors it was found the occupancy in Texvalley. Our purpose of this intern to work as a part of organisation to learn about how they delight the customers and sales and marketing functions of the texvalley.

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CHAPTER 1

INTRODUCTION ABOUT TEXVALLEY

INTRODUCTION

Textile retailers usually refer to those groups of who purchases huge quantities of textile products from manufacturers or importers either directly or through a wholesaler and ultimately sells individual product item or small quantities to the general customers in shops or stores. Textile whole sale and retail are terms closely associated with the commercial aspect of textile industry. The practice of selling of textile goods or merchandise to retailers, commercial, institutional, or other professional business users or to other textile wholesalers is known as textile wholesaling. Wholesaler often physically assemble, sort and grade products in huge quantities, then break the bulk and repack and redistribute them in smaller quantities.

INTRODUCTION ABOUT TEXVALLEY

“Texvalley- A Valley of future textile”

Texvalley is a platform that came as an outcome of intensive “grass-root” discussions with the entire textile supply chain. From weavers, fibre producers, mills, dyeing houses to wholesale sellers, retail brands, I have observed the nuances of the textile industry. As a result, Texvalley was formed as a custom-built mall space for both manufacturers and sellers.

They understand the problems and come up with indeed the solution. They conduct constant research, experience, and expertise, they found that collaboration and partnership are the only way forward to make the industry push for operational excellence. Texvalley is an excellent platform supporting transparency, trust, and direct connection between manufacturers and buyers.

They funded by a group of pioneers in the industry aiming to achieve transparency and drive values for the business growth. As a dedicated textile zone, build a sustainable with them, and together, let's unlock customer business potential.

The mall was proposed by the Ministry of Textiles under the Comprehensive Power-loom Cluster Development Scheme. It was developed by a special purpose vehicle named Erode Textile Mall Limited. The foundation stone for the construction was laid on 22 January 2011 by the then Union Minister Dayanidhi Maran. The weekly market was opened in August 2014.

At Texvalley, they are also striving to create an incredible lifestyle experience that helps build sellers' relationships with their esteemed customers. Also, Texvalley aims to enhance the shopping experience by allowing shoppers to discover the latest products and trends through our wide range of brands and sellers.

CHAPTER 2

OBJECTIVE

Spotlighting Erode as a destination for textile trading.

- Revolutionizing business practices in the region by leveraging inherent resources.
- Unparalleled commitment and maximum value to shareholders and tenants value.
- Enriching people's lives by providing modern and distinctive environments.

CHAPTER 3

3.1 ORGANISATION PROFILE

Organization Name: Tex valley

Corporate Identification Number (CIN): U74900TZ2014PLC020240

Company Incorporated:10.02.2014

The Registered Office of Texvalley Market Limited Is at No.37 Sathy Road I Floor, Lotus Buildings, Erode, Erode, Tamil Nadu, India, 638003. Based On the Official Records, The Current Age of The Company Is 7 Years 10 Months.

The Current Status of This Company Is Active. The Directors of This Company Are Palanimalai gounder Periyasamy and Subbaiyan Palanisamy.

An integrated textile mall is coming up at the power loom hub of Erode at an investment of about ₹450 crore.

While the Centre has pitched in with a grant of about ₹40 crore, the rest is borne by the promoters and other stakeholders from textile industry, with the state offering partial stamp duty relief for the project land.

Explaining the features of the Erode Texvalley project, C Devarajan, Vice-Chairman and P Rajasekar, Managing Director, respectively of Erode Textile Mall Ltd that is executing the project, said that after the announcement of a Comprehensive Powerloom Cluster Development Scheme in the 2008-09 Budget.

Ministry of Textiles appointed a Cluster Management and Technical Agency for studying the support needed for the Erode powerloom cluster.

Texvalley, is an integrated textile trading market center is designed to support the business dynamics of South India's Textile Trade. Built on a Public Private Partnership model, it is supported by the Ministry of Textiles under the Comprehensive Powerloom Cluster Development Scheme. Daily market & Weekly market avenues are the two smart solutions for the challenges prevalent with Tamil Nādu's existing textile industry. They provide manufacturers, trade partners and agents with the opportunity to showcase their textile products to the local, Regional, National and International buyers. The Purpose of texvalley is to develop the cluster area Erode, Tirupur, Salem, Karur Coimbatore. To improve Trade Volume Texvalley helps traders market to our products to wider buyer networks via trade promotional activities and participation in key events across India. Enabling traders and manufactures to explore new business opportunities. To improve Walk-in Huge marketing activities by both offline and online media channels coupled with tailor made events at the venue to draw potential customers to Texvalley on a regular basis.

3.2 SPV FORMED

The study revealed that to improve the marketing of the powerloom products produced within a radius of 70 km from Erode, a textile market complex at Erode was a imperative. A special purpose vehicle named 'Erode Textile Mall Ltd' was formed and the Ministry cleared the proposal in 2009.

Devarajan and Raajashekar said the city's wholesale daily textile market accounted for an annual business volume of about ₹4,000 crore and the weekly textile shandy generated about ₹200 crore. The Erode powerloom industry was known for its grey cloth (unbleached and un-dyed), yarn dyed fabrics for export garments, towels, lungies and dhotis, sarees and ladies dress materials, bed linen/home furnishings/made-ups etc.

Devarajan said the project, coming up on 18 acres close to Coimbatore-Salem National Highway, would have a built-up area of 16 lakh sq.ft and have three major components. While the main mart would have space for 1,650 showrooms to display the textile products from the Erode belt, there would be a separate weekly market complex to accommodate 4,000 tiny and small textile producers-cum-traders to sell directly their wares. This would be open for one or two days every week. There will also be an international convention Centre for conducting exhibitions. Raajashekar said the estimated cost of the

project, when completed, would be ₹450 crore. While the Central Government's grant for the project was ₹40.05 crore, the share of the promoters and other stakeholders from the textile trade will be ₹300 crore. Two banks have offered loan assistance – IOB with ₹60 crore and Bank of India with ₹50 crore. The Tamil Nadu Government has provided 50 per cent exemption from stamp duty in registering the project land (nearly ₹28 lakh in stamp duty value).



Promoters -ERODE TEXTILE MALL PVT LTD

The entire Texvalley property comprising the Global & Shandy Market comes under the ownership of Erode Textile Mall ltd., a special purpose vehicle promoted by two prominent business group.

- Lotus
- URC Pvt.Ltd

3.3 BOARD MEMBERS

The board members of texvalley are as follows:

Table 1: Bord members

S.NO	NAME	POSITION
1.	P. Periyaswamy	Chairman
2.	C. Devarajan	Vice chairman
3.	P. Raajashekar	Managing Director
4.	D.P. Kumar	Executive Director

3.4 MILESTONES

- 19-Jan-2011 – Global Market Land Pooja.
- 22-Jan-2011- The foundation stone laid by honorable textile minister Dayanidhi Maran.
- 27-Jan-2013- Weekly Market Land Pooja.
- 15-Feb-2014-Weekly Market Booking Started.
- 31-Aug-2014-Weekly Commencement of operation.
- 12-Oct-2014-1st Sunday Market.
- 12-Nov-2016-PDEXCIL office inauguration.
- 21-May-2017-Kongu Business Meet.
- 18-Jun-2017-1st Investor Meet
- 23-May-2018-Textile Cluster Meet.
- 28-May-2019-NABARD Meeting.
- 15-Mar-2021-Texvalley Newsletter Launching.

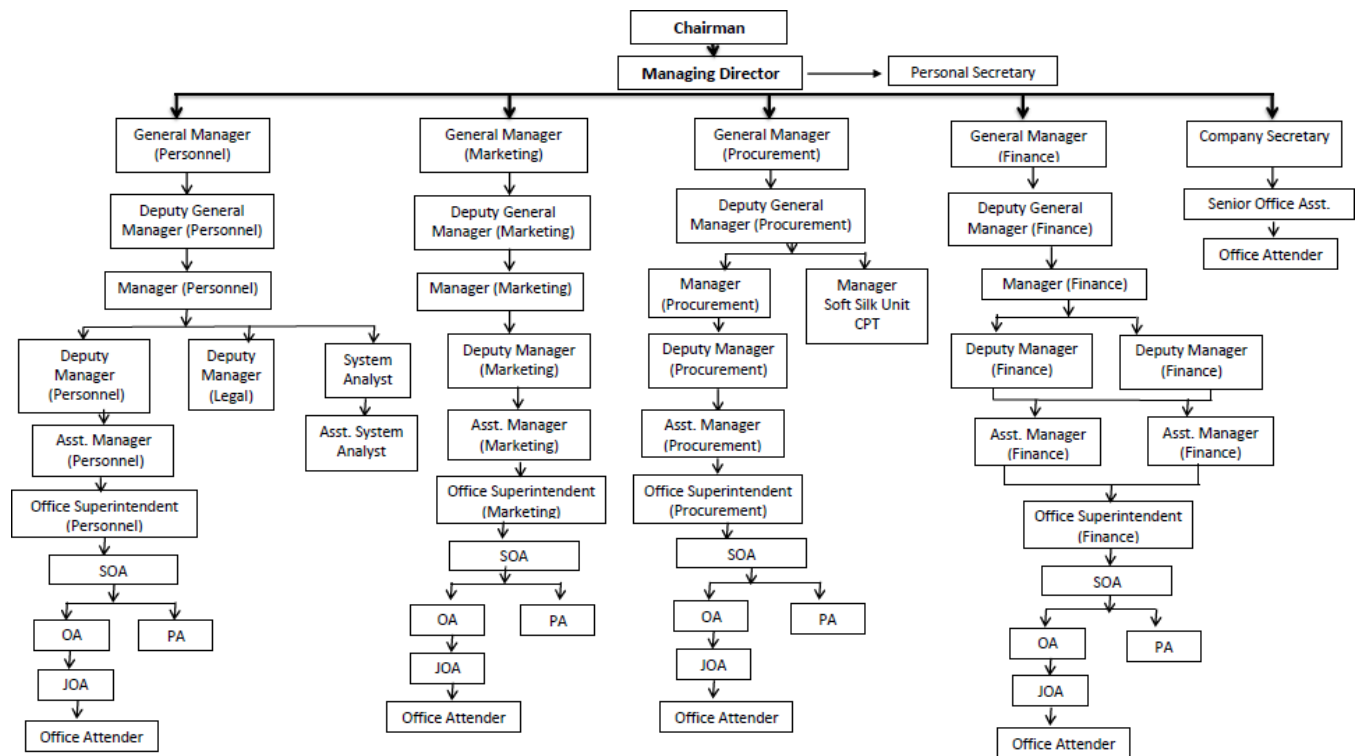
3.5 MISSION

Mission –To achieve this vision by using innovative Industry, business, product and region-specific solutions.

3.6 VISION

Vision – To transform the region into a thriving textile hub by doing business with a whole new perspective.

ORANIZATION STRUCTURE



CHAPTER 4

MARKETING FUNCTION AND ACTIVITIES

4.1 PRODUCTS OFFERED BY TEXVALLEY

Texvalley offered different types of market for the buyers and traders

- ❖ Shandy Market
- ❖ Global Market
- ❖ Expo Market

4.2 SHANDY MARKET-THE SMART TRADE UPGRADE

The amazed by space management strategy, they come with textile mall that offers a space for the wholesale marketer to be an owner. They are established in a space at 3.75 Lakh square feet building dedicated for the small-scale brands and manufacturers. They expanded the mall than a showcase market but where we meet a real audience. Based on deep insights of the characteristics of customer behaviour, they are capable of providing customers with customized solutions to run the show.

The shops in the Shandy market are only available on rent along with a deposit to ensure that only genuine owner traders take up a place to conduct their business.

4.2.1 RENTING SHANDY MARKET SHOP AT MODERN ENVIRONMENT

The shops in the Shandy market are only available on rent along with a deposit to ensure that only genuine owner traders take up a place to conduct their business.

The rental and advance refundable deposit amount will be calculated based on number of units occupied on 6 X 8, 10 X 10, 20 X 10 Sq.Ft for Textile shops, and 7 X 7 Sq.Ft for Non-Textile shops.

4.2.2 EXPO MARKET

Walk to this Valley of dreams where we reach the audience directly. They exclusive convention and expo center is wide open for 1 Lakh square feet where they conduct or organize expos and exhibitions for various textile engagements like industrial Co-operation and Research & Development. It is ideal for fashion shows, large conferences, trade fairs, and more.

4.3 GLOBAL MARKET- THE SPECTRUM OF TEXTILES UNDER ONE ROOF

Texvalley brings in the largest textile community that curates the industry from native and international sellers and marketers. The Global Market mall at Texvalley is a 11.5 lakh sq ft wide with 1,599 shops spreading across four stories and two cellars committed to brand stores and warehousing. This Global Market offers a reasonable qualification as far as retail clients and mass purchasers with zones devoted only to wholesalers. It has distinctive product zones with more than 100 producers and discount shops in each zone and appropriate ordering frameworks. The dual zoning methodology classifies trade into a Product Specific Zone and a Mix Specific Zone with the dedicated parking for this area.

4.3.1 CHOOSE WHAT YOU WANT TO CHOOSE – AN ORGANISED PLATFORM

At Texvalley, they have categorically designed the building into sections where it is easy-to-identify and shop. Starting from the brand stores to accessories, everything in here brings in wide range of collections with the international standards in terms of the quality and style.

4.3.2 GLOBAL MARKET HIGHLIGHTS

B2B/B2C

They help to build the customer base, market share and market presence significantly in quick time for a fraction of your annual budget.

DESIGN STUDIO

The products of in-house manufactures are displayed on mannequins in our studio -potential buyers given a detail experience.

LIBRARY

Fabric library showcase around 4000 different kinds of fabrics from all the region.

MEETING HALL

Whether there are host meeting cedar and maple hall fit with the capacity of 50 -200 people.

PEDXCIL

It promotes support and develop to increase power looms and export of power loom fabrics.

4.3.3 OTHER FACILITIES

- Information Desks
- ATM
- Bank
- Cafeteria
- Kids play area
- Lift & wheel chair

4.4 MARKETING FUNCTIONS

4.4.1 TO IMPROVE TRADE VOLUME

Texvalley helps us market our products to wider buyer networks via promotional activities and participation in key events across in India. Enabling traders and manufacture to explore new business opportunities.

4.4.2 TO IMPROVE WALK IN

Huge marketing activities by both offline and online media channels coupled with tailor made events at venue to draw potential customers to texvalley on a regular basis.

4.5 NIELSEN AND MEGHRAJ CAPITAL STUDY

Texvalley unit price has been derived by the benchmark assessment done by Meghraj capital. The average realization per unit is estimated at Rs 41 lakhs. Texvalley will provide direct employment of 18,000 people and indirect employment of over 35000 people on the region.

4.5.1 WAYS TO PARTICIPATE WITH TEXVALLEY

INDIVIDUAL INVESTOR

Anyone can invest in a pre-rented shop and get assured rental along with the appreciation of the property.

TEXTILE TRADER

Own a shop and showcase our product to the local, regional, national and global consumers. Wider reach enables exponential sales opportunities.

TENANT TRADER

Rent a space in a plug and play mode as a textile trader.

4.5.2 CATEGORIES OF BUYERS

- Regional retail chain
- Nation retail chain
- Distributor stand alone wholesale
- Commission agent
- Large exporter houses
- Designer and Boutique shops

4.6 GREAT REASONS TO INVEST IN TEXVALLEY

- Pre-Rented shops
- Assured Monthly Rental (6% per annum)
- Easy Tenant Management system
- Zero Maintenance charges for the investor
- Monthly rental is credited directly to our account
- Very high commercial appreciation of 22% returns per annum (includes Rental)
- Immediate Bank loan available for 15 Years (up to 70%)

CHAPTER 5

HRM FUNCTIONS AND ACTIVITIES

5.1 INTRODUCTION

Every organization or industry is not only made by brick, cement or wood but it builds by 4 m's i.e Money, Material, Machines and Men

Success or failure of an organization depends on the effective coordination of the resources such as money, material, machinery and men. Among these, the role and operation of men is the most complex. All the activities of an organization are initiated and completed by the persons who make up the organization. Therefore, people are the most significant resources of any organization. HRM is known by different names – Personal management, personal administration, man power management. Traditionally, personal management is concerned primarily with five basic systems – recruiting, training, and compensation whereas if we integrate the system to other organizational functions/systems with more concern on human aspect then this term becomes HRM.

5.2 ROLE OF HRM

The role of human resource management in organization is at counter stage. Managers are aware that HRM is a function that must play a vital role in the success of organization. It is an active participant in charting the strategic course an organization must take place to remain competitive, productive and efficient. Its focal point is customers, customers are the life blood of the texvalley. The uniqueness of HRM lies in its emphases on the people in work setting and its concerns for the well living and comfort of the human resources in an organization. The HRM function is much more integrated and strategically involved. HRM and every other function must work together to achieve the level of organization. Effectiveness required competing locally and internationally.

Performance Measures

The human resources division of a business organization handles the hiring and training of new employees and administrative duties regarding the company's staff .HR maintains records and conducts regular assessments of these performance measures for various reasons including employee satisfaction and keeping production high.

Productivity

Retail productivity is the rate at which commerce is being initiated by a business . Retail stores, as with most modern-day businesses, are always evolving therefore; evaluating productivity is an important component in determining what works for the company as a whole. High productivity can lead to expansion of a retail company and have influence over other components of an organization.

Engagement

Employee engagement is the relationship employees have with their retail store and their particular job within the business. High employee engagement has a direct correlation to high levels of work productivity and loyalty to their retail business. If an employee is exhibiting a high level of engagement with their company, employee morale tends to be elevated. Many companies have come to rely on HR for organizing activities for their retail businesses in order to keep engagement levels high. This may come in the form of organizing social events or specialized training sessions. Not only does engagement have the potential to significantly affect employee retention, productivity and loyalty, it is also a key link to customer satisfaction, company reputation and overall stakeholder value.

Turnover

Turnover in the human resources sector is the rate to which employees depart a company. Human resource management may measure performance by the increase or decrease of turnover within a retail organization.

Turnover is typically recognized as a negative connotation in most businesses because of the cost it takes to train new employees as replacements for the employees who leave. In some instances turnover's drawbacks can be gauged against its benefits.

Training and Supervision

Once new-hires have been established and begin their experience within the retail market, would be to ensure their employees are properly trained so that they may perform their jobs capably. New-hires and newly promoted candidates will need some form of training to perform their jobs and in some instances to develop their performance and productivity.

Compensate

In most cases in retail organizations, part time employees are paid hourly and are typically not offered the same benefits that full time employees are eligible. "Compensation and benefits comprise the total rewards package that an employee receives for performing a job. Compensation is considered direct pay, since it is the amount of money the employee receives. Benefits are indirect pay, since they are monetary equivalents that can be converted later into cash or used to pay for selected expenses.

Employee Development

Regular human resource administrative duties include recruitment and training of new employees and keeping up to date on development for current employees. One of the issues faced by HR at the outset when hiring a new employee could be that a chosen candidate may not make it past the background requirements. In order to provide the proper balance HR might consider using training which can be provided online or even enlisting senior management to provide instruction and guidance.

5.3 CONTRIBUTION HRM TO ORGANIZATION

- Planning the schedule for events
- Helping the organization to search its goal
- Helping to other department and function
- Giving proper instruction communication to the workers for the day
- Providing the organization with well trained and well-motivated employee.

5.4 CUSTOMER RELATIONSHIP MANAGEMENT

Customer Relationship Management, a policy to know more about customers' needs and psychology so that a permanent rapport can be built up with clientele. After all, winning the heart of customers is winning business.

5.4.1 OBJECTIVE OF HRM

- Providing proper guidance to customer needs
- Offer better customer care
- Increase customer walk in count
- To make better experience while visiting to the mall

5.4.2 RESPONSIBILITIES OF MY WORK DURING INTERNSHIP PERIOD

- I need to maintain customer records while enter into the market this source of information will help sales team for identify the buyers to sale the shop
- I also ensure the safety of the customer and giving announcement through central audio system
- To maintain the opening and closing of the shop twice in a day
- I also take walk in count of the customer with a device. In normal day around 5000-6000 customer visited texvalley and in weekends around 10000-12000 normally visited

CHAPTER 6

FINANCE FUNCTIONS

Texvalley Market Limited is an unlisted public company incorporated on 10 February, 2014. It is classified as a public limited company and is located in Erode, Tamil Nadu. Its authorized share capital is INR 165.00cr and the total paid-up capital is INR 106.64 cr. Texvalley Market Limited's operating revenues range is Under INR 1cr for the financial year ending on 31 March, 2018.

Texvalley weekly market limited is registered under Registrar of Companies, Coimbatore (RoC-Coimbatore) and is classified as the Indian Non-Government Company. Its authorized share capital is INR 10,00,000 and its paid-up capital is INR 10,00,000. The industrial and the SIC code for Texvalley Weekly Market Limited is 74,900.

Here is a summary of financial information of Texvalley Market Limited for the financial year ending on 31 March, 2020.

- Revenue / turnover of Texvalley Market Limited is Under INR 1cr
- Net worth of the company has increased by 0.00 %
- EBITDA of the company has decreased by 91.55 %
- Total assets of the company has increased by 25.08 %
- Liabilities of the company has increased by 103.71 %

Texvalley is an attractive platform for investors seeking regular rental income, it serves as a great source for passive income. It is a long-term product offering good capital appreciation along with rental income. Invest for long term periodic returns from and stable capital appreciation.

6.2 CAPITAL STRUCTURE

Table 2:Capital Structure

as on 21 September, 2017

Particulars	Amount
Equity share capital	40.41 cr
Preference share capital	294.18 cr
Debentures	19,855.00 cr

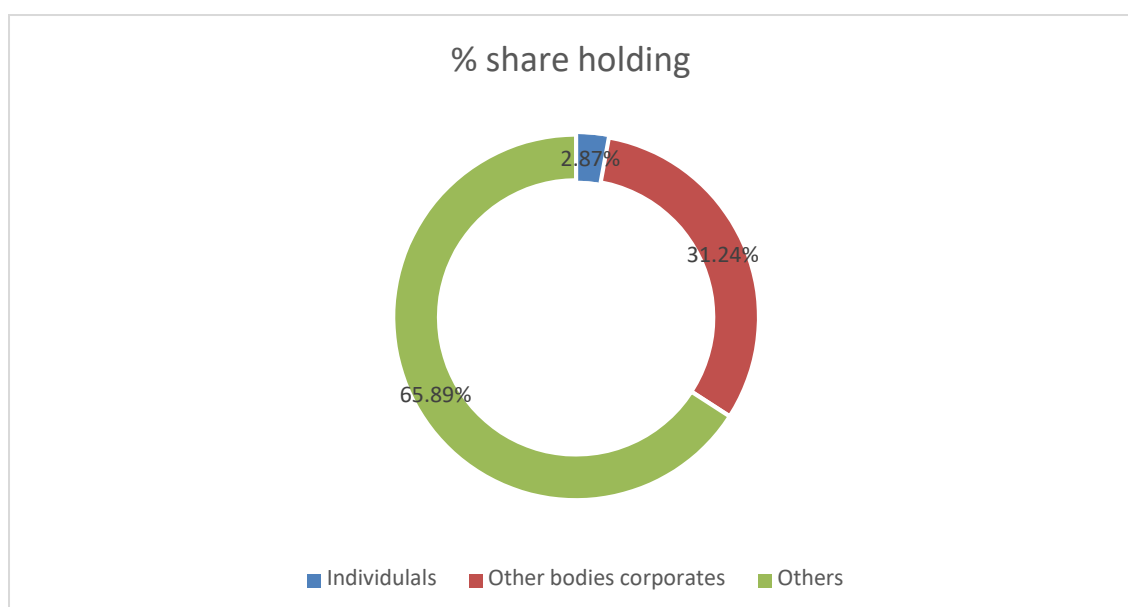
6.3 EQUITY SHAREHOLDING PATTERN

Table 3:Share holding

as on 2017-09-21

Particulars	% Shareholding
Individuals	2.87%
Other bodies corporates	31.24%
Others	65.89%

Figure 1: Percentage Share holders



6.4 FINANCE ROLES AND RESPONSIBILITIES

After the sales of the shop other financial and paperwork has been done by financial department are listed below

- Arranging loan to the buyers with the partner bank with minimum interest.
- Providing rental management service to the buyers of the shop.
- Maintain payroll for the workers and bill management.
- Arranging paper documents and other Agreement related documents.

6.5 DOWN PAYMENT

They also arranged for loan based on the investment of the buyers with an interest rate of 8.5%

- **Loan Tenure 15 years:**

Table 4: Loan tenure 1

Down payment	12,30,000
Loan amount	28,70,000
Monthly rent	20,500
EMI to pay	7762
Total EMI to pay	28262

- **Loan Tenure 10 years:**

Table 5: Loan Tenure 2

Down payment	12,30,000
Loan amount	28,70,000
Monthly rent	20,500
EMI to pay	15084
Total EMI to pay	35584

➤ **Loan Tenure 7 years:**

Table 6: Loan Tenure 3

Down payment	12,30,000
Loan amount	28,70,000
Monthly rent	20,500
EMI to pay	45,451
Total EMI to pay	24951

Strengths	Weaknesses
<ol style="list-style-type: none"> 1. Strongest property locations across the country 2. Innovative and effective marketing strategies 3. Excellent service, security and facilities 4. Increase in footfall in spite of economic downturn 	<ol style="list-style-type: none"> 1. Limited global presence 2. Current planning legislation limits development of new space. 3. Weak Marketing Linkages. 4. Not coverage Within the city
Opportunities	Threats
<ol style="list-style-type: none"> 1. Geographic expansion 2. Growing a large asset base during times of downturn 3. Establishing partnerships to reduce risk 	<ol style="list-style-type: none"> 1. Increase in use of online shopping 2. Risk of retailers collapsing due to uncertainty in economy 3. Increase in tax rates

CHAPTER 7

INFRASTRUCTURE LAYOUT

7.1 GLOBAL MARKET STRUCTURE

Texvalley brings in the largest textile community that curates the industry from native and international sellers and marketers. The Global Market mall at Texvalley is a 11.5 lakh sq ft wide with 1,599 shops spreading across four stories and two cellars committed to brand stores and warehousing

Figure 2: first floor layout



Figure 3: Second Floor layout



Figure 4: Third Floor layout



CHAPTER 9

CONCLUSION

During this intern we learned how to interact with the customer and identify the buyers with the source of data and we also learn how the organization is working behind the screen and their strategy. How they work as a team with coordination and with other functioning department. Each team planning their schedule and work on time so they inspire me on time management. They treat every customer with humble with delight and immense pleasure they also provide guidance for easy identification of the shop. They employees are the pillars of the organization to run successful business like texvalley.

ANNEXURE I

Industry Supervisor's Feedback & Evaluation on Internee Performance

Student Name: DINESH KUMAR S

Date: 18.11.2021

Work Supervisor: Dr. KARTHIKEYAN.P

Designation: Associate Professor

Company/Organization: Texvalley

Address: Gangapuram, Erode

Dates of Internship: From 19.10.2021 to 10.11.2021

Mobile Number: +91 8667420774

Email: ptp_karthi.mba@kongu.edu

Please evaluate intern by indicating the frequency with which you observed the following behaviours

Parameters	Needs improvement	Satisfactory	Good	Excellent
Behaviour				✓
Performs in a dependable manner			✓	
Cooperates with co-workers and supervisors			✓	
Shows interest in work			✓	
Learns quickly			✓	
Shows initiative			✓	
Produces high quality work				✓
Accepts responsibility			✓	
Accepts criticism			✓	
Demonstrates organizational skills			✓	
Uses technical knowledge and expertise			✓	
Shows good judgment			✓	

Demonstrates creativity/originality		✓		
Analyzes problems effectively		✓		
Is self-reliant			✓	
Communicates well			✓	
Writes effectively		✓		
Has a professional attitude			✓	
Gives a professional appearance		✓		
Is punctual			✓	
Uses time effectively			✓	

✓

Overall performance of student intern (Tick one): **Needs improvement/ Satisfactory/ Good/ Excellent**
Corporate Guide Evaluation

S. No	Attribute (Maximum 5 Marks /Attribute)	Marks
1	Attendance and general behaviour	4
2	Relation with workers and supervisors	5
3	Initiative and efforts in learning	5
4	Knowledge and skill improvement	4
5	Time utilization and professional attitude	4
	Total – Total (Out of 25)	22

Date :

Signature of Industry Supervisor with
Seal

ANNEXURE II

Student Feedback on Internship

(To be filled by Students after Internship Completion)

Date: 18.11.2021

Student Name : DINESH KUMAR S

Corporate Guide : Mr. Divakar

Designation of CG : Team Leader (Sales)

Department : Sales

Organisation Name : Texvalley

Address of Org : Gangapuram, Erode

Mobile No of CG : +91 8508499888

Email id of CG : hr@texvalley.info

Internship Type : Unpaid Internship

Duration of the Internship: from 19.10.2021 to 10.11.2021

Share your experiences during Internship Programme

SA: Strongly Agree - A: Agree- N: Neutral - DA: Disagree – SDA: Strongly Disagree

This experience has:	SA	A	N	DA	SDA
Given me the opportunity to explore a career field		✓			
Allowed me to apply classroom theory to practice		✓			
Helped me develop my decision-making and problem-solving skills		✓			
Expanded my knowledge about the work world prior to permanent employment		✓			

Helped me develop my written and oral communication skills			✓		
Provided a chance to use leadership skills (influence others, develop ideas with others, stimulate decision-making and action)		✓			
Expanded my sensitivity to the ethical implications of the work involved		✓			
Made it possible for me to be more confident in new situations		✓			
Given me a chance to improve my interpersonal skills			✓		
Helped me learn to handle responsibility and use my time wisely		✓			
Helped me discover new aspects of myself that I didn't know existed before			✓		
Helped me develop new interests and abilities		✓			
Helped me clarify my career goals		✓			
Provided me with contacts which may lead to future employment		✓			

Signature of the Student

INTERNSHIP WEEKLY-DIARY FORMAT

Week	From	To	Students Activities during Internship at Company	Learning/Observation
1	19.10.2021	24.10.2021	CRM	Customer relationship
2	25.10.2021	31.10.2021	Sales & marketing	Marketing strategy
3	1.11.2021	10.11.2021	CRM &Sales	Customer relationship & Marketing strategy

Date:

Signature of the Student

Signature of the Mentor /Supervisor