A

PROJECT REPORT

ON

"FUNCTIONAL BUSINESS & REVENUE MODEL"

FOR

MAXIMA CENTRIFUGE CONTROLS

SUBMITTED

TO

SAVITRIBAI PHULE PUNE UNIVERSITY

IN PARTIAL FULLFILLMENT OF THE REQUIREMENT

OF

MASTERS OF BUSINESS ADMINISTRATION (MBA)

SUBMITTED BY

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UNDER GUIDANCE OF

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SANDIP FOUNDATION

DEPARTMENT OF MANAGEMENT STUDIES

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Ref.No. SITRC/MBA-II / FIN/36 **Date: 10/08/2017**

CERTIFICATE

This is to certify that Mr /Ms Nadar Anilkumar Shaktivel has completed his / her Summer Internship Project (SIP) entitled Functional Business & Revenue Model for Maxima Centrifuge controls at Maxima Centrifuge Controls (Nasik) satisfactorily as a partial fulfillment of the requirement of **Master of Business Administration (MBA)** course of **Savitribai Phule Pune University, Pune** during the academic year 2017-18.

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TO WHOMSOEVER IT MAY CONCERN

s is to certify that Mr. Arulkumar Shaktivel Nadar of Masters of Business Administration finance cialization, Batch (2016-2017) of Sandip Institute of Technology & Research Center, Nashik has cessfully completed his internship on topic "Functional business & revenue model for Maxima centrifuge ıtrols" at "Maxima Centrifuge Controls"

: duration of his internship was from 15th May, 2017 to 15th July, 2017

ring the project we found him motivated, hardworking, enterprising, sincere and honest. He worked well as a t of team during his tenure.

: wish him a very bright future.

ıce : Nashik

te : 15th July, 2017

Maxima centrifuge controls Authorised by proprietor Nashik

For MAXIMA CENTRIFUGE CONTROLS

Proprietor

DECLARATION

I undersigned hereby declare that, the project entitled, " **Functional Business & Revenue Model for Maxima Centrifuge Controls** " is executed as per the course requirement of two year full time MBA program of Savitribai Phule Pune University. This report has not been submitted by me or any other person to any other University or Institution for a degree or diploma or post graduation course. This is my own and original work.

Place: Nasik

Date : 10/08/2017

Nadar Arulkumar Shaktivel

ACKNOWLEDGEMENT

With all respect and gratitude, I would like to thank all people who have helped me directly or indirectly for this project work. I am thankful to **Mr.Deepak Pagare** and the management of **Maxima Centrifuge Controls** for providing necessary data and resource required for the completion of task. I also thank **Dr.Rakesh Patil,** Head of Department of Masters of Business Administration for providing information. With deep sense of gratitude, I thank our principal **Dr.S.T.Gandhe,** and management of Sandip Institute of Technology & Research center for providing necessary facilities and their constant encouragement and support.

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I end this acknowledgement with deep indebtedness to my friends, who have helped me during the completion of project.

Nadar Arulkumar Shaktivel

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LIST OF ABBREVIATIONS

Sr.No	Abbreviation	Full form of Abbreviation
1	CEO	Chief executive officer
2	VP	Vice president
3	MIDC	Maharashtra Industrial Development Corporation
4	FY	Financial Year
5	INR	Indian Rupees Rate
6	Cr	Crore
7	NOS	Numbers
8	NDA	National Democratic Alliance
9	GST	Goods and Sales Tax
10	Kgs	Kilo gram
11	CCTV	Closed-Circuit Televison
12	Ind	India
13	Sr.No	Serial Number

CHAPTER – I

EXECUITIVE SUMMARY

This Project is to modify Maxima Centrifuge Controls Pvt. Ltd. Company business model and there revenue generation model, but to modify initially we have to study its present business and revenue generation model. With studying organization initial model we will come to understand what their drawback and what are its positive points and also we will know its current position in market scenario. The project title "Functional Business & Revenue model for Maxima Centrifuge Controls" leads to complete modification of organization business and revenue model. This organization is one & only manufacture of sugar discharge unit in Nasik, India region. Maxima centrifuge controls also export their products to other nation such as Nepal, Sri-Lanka, Uganda and South Africa. The Maxima Centrifuge Controls was going to expand its business, for expansion they needed a new business and revenue model, so researcher have chosen this project and organization. The Maxima Centrifuge Controls is located in Nasik, India region this organization is having two manufacturing units in Nasik MIDC Area. Duration of researcher project in this organization was from 15thMay, 2017 to 15thJuly, 2017 Researcher has used quantitative research methodology for data collection. With completion of project researcher found that with little modification in business and revenue model the organization can gain better result than expectation.

CHAPTER II

OBJECTIVE

1. To study current functional business model of Maxima Centrifuge Controls and to understand each and every parameter of business model.
2. To study the current revenue generation model of Maxima Centrifuge Controls.
3. To modify and propose new business and revenue model for Maxima Centrifuge Controls.

CHAPTER III
COMPANY PROFILE

Maxima Centrifuge Controls is one of the manufacture of sugar discharger unit, this company is situated in NICE, MIDC, Satpur, Nasik, India. Maxima Centrifuge Controls is the manufacture, exporter and supplier of equipment and spare parts for sugar dispatcher. They are having a wide range of offering comprises Spray Nozzles, Transient heater, Pneumatic equipment, Customized pneumatic cylinder and Massecuite thickness controller. This company have a wide range of consumers along globe some of them are form Uganda, Indonesia, Kenya, Sri-lanka, Nepal and many other. Maxima centrifuge controls believes in constant technical improvement, There expertise lies in designing & manufacturing cost effective product that requires least maintenance and are known for high performance.

Maxima centrifuge control is the vision of Mr.Bhaskar Prahlad Avaskar. Establish year for Maxima Centrifuge Controls is 2000 this organization is reckoned to provide best technical solutions and undertakes painstaking work of designing and manufacturing monopoly equipment and spare parts for sugar industry. This organization is having a very sound knowledge in this field which helped this organization to emerge as a prominent manufacture and exporter of sugar discharger.

The organization is having a in-house designing and manufacturing facility to provide a world class product with guaranteed performance within also organization is equipped with sophisticated tools and devices enabling to meet the requirement of client exactly as per specification given by them. Maxima centrifuge control is have human resource which is having in depth of product and how to tackle each problem which is provided by the client. Maxima centrifuge

control is well known for its creativity and satisfaction of consumer, stringent productivity, precise in manufacturing, withstanding in quality measures and major focus is given to continuous improvement and innovation in product range. The maxima centrifuge control is also a supplier of sugar centrifugal automation technique and its spare parts since last from twelve years without compromising in quality of product.

3.1 Vision:

To provide best quality product to end user

3.2 Mission:

To became leader in manufacturing of sugar discharger unit and in sugar centrifugal automation.

3.3 Logo:

Fig 3.01: Logo of Maxima Centrifuge controls

3.4 Organization chart:

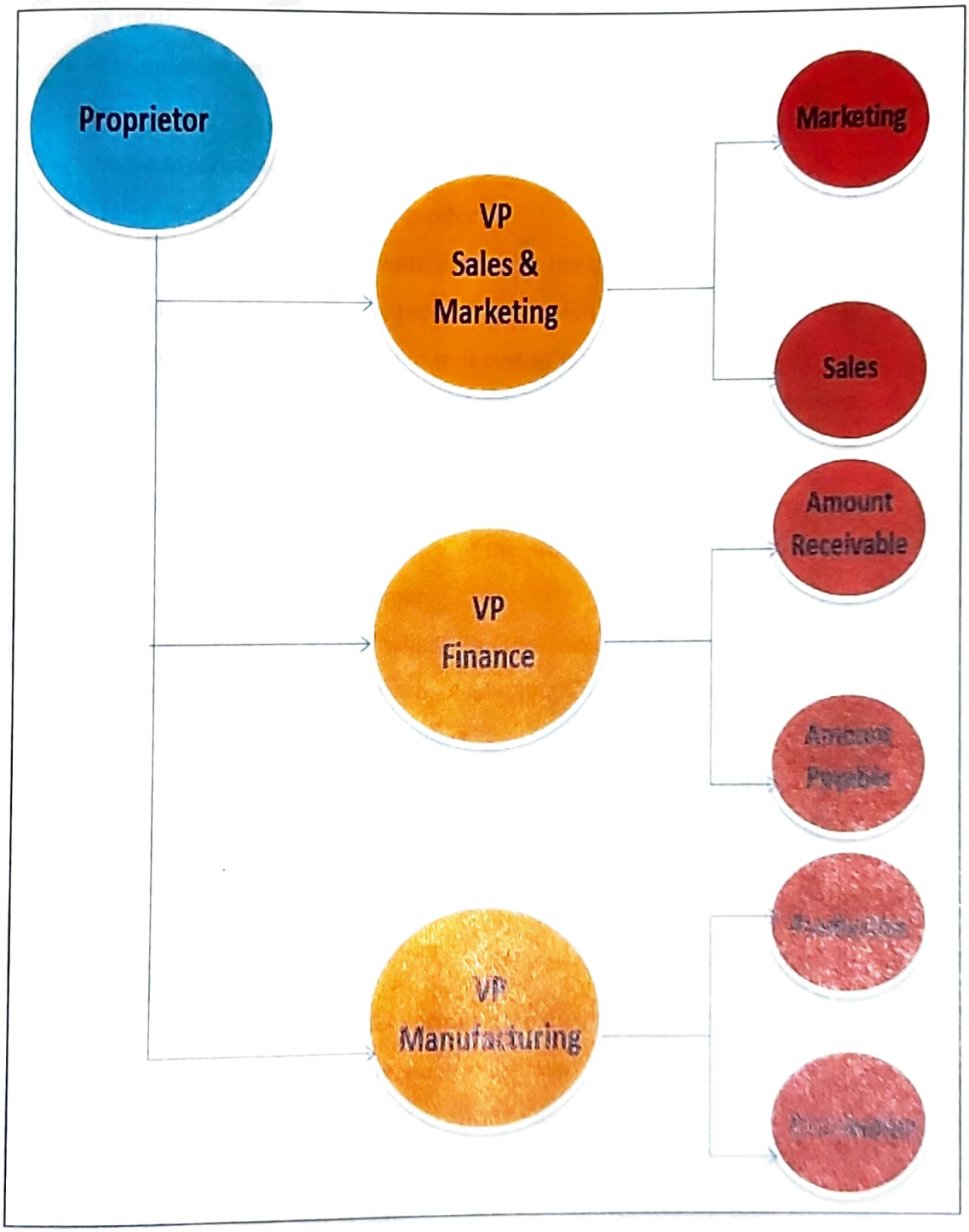

Fig 3.02: Organization chart of Maxima centrifuge controls

3.5 SWOT Analysis –

1. Strength

- Completely monopoly industry in Nasik, India.
- Focus is given on quality products so less defect in product so, there are more loyal customers.
- High profit ratio per unit of product.
- Optimum utilization of resources to meet the demand of customer.
- Investment in the latest technology which leads to better product development and reducing per unit cost of production.
- Service provider in same field which leads to more revenue generation.

2. Weakness

- With customize design the price of the product increases therefore there is chance of losing a customer.
- Improper delivery system which lead to some damage in product. Which affect the profit margin, of Maxima Centrifuge Controls.
- Focus is given to only one product.
- This organization also export the product and if there is problem in that unit which is exported, then proper maintenance and service should be provided to it. Because of this valuable time is been wasted.

3. Opportunity

- Business expansion in other sector rather than focusing on one product.
- Most of the product is manually operated, so organization can add automation feature in product to attract more customer.
- There is chance to attract more foreign customer as there is more profit margin when we sell a single unit to foreign customer than regional customer.

4. Threats

- As it is monopoly market in Nasik but still there are similar some manufacturing unit in Pune and Madhya Pradesh.
- Complete focus on one product is not always an advantage.

3.6 Product Analysis (Vertical)

1. Sugar discharger Model 01

Fig 3.03: Sugar discharge unit Model 01

Specification given below

1. Suits to any sugar centrifugal machine design charging capacity in kgs 500/700/1000/1200 of any manufacture by changing the stroke of the cylinders
2. With the design we can use anti-clock wise scrapper in operation
3. This model is light duty and sturdy to its application for the above said all capability of above.
4. Less maintenance work throughout two crushing seasons.

Highlight of revenue generation

1. Manufacturing cost = 40,000 INR
2. Installation cost = 30,000 INR
3. Total = 70,000 INR
4. Selling cost = 130.000 INR

Profit margin beside each unit is 40%

Profit = 130,000 x 40 %

Profit = 52,000 INR

2. Sugar discharger Model 02

Fig 3.04: Sugar discharge unit Model 02

Specification given below

1. Suits to any sugar centrifugal machine design charging capacity in kgs 1500/1750 of any manufacture by changing the stroke of the cylinders.
2. This model is medium duty and sturdy to its application for the above said all capability of above.
3. Life time is more as compared to other.
4. Requires less maintenance for two crushing season.

Highlight of revenue generation

1. Manufacturing cost = 50,000 INR
2. Installation cost = 30,000 INR
3. Total = 80,000 INR
4. Selling cost = 140.000 INR

Profit margin beside each unit is 40%

Profit = 140,000 x 40 %

Profit = 56,000 INR

3. Sugar discharger Model 07

Fig 3.05: Sugar discharger unit Model 07

Specification given below

1. Suits to any sugar centrifugal machine design charging capacity in kgs 500/700/1000/1250/1500/1750/2000/2200 of any manufacture by changing the stroke of the cylinders.

2. This model is medium duty and sturdy to its application for the above said all capability of above.
3. It is having zero back lash when scrapper is at its plough in position.
4. Its swiveling position is provided at top side.
5. Its scrapper can be set / positioned at sequential any position out of 360 degree

Highlight of revenue generation

1.	Manufacturing cost	= 70,000	INR
2.	Installation cost	= 30,000	INR
3.	Total	= 100,000	INR
4.	Selling cost	= 160.000	INR

Profit margin beside each unit is 35%

Profit = 160,000 x 35 %

Profit = 56,000 INR

4. Sugar discharge Model 08

Specification given below

1. Suits to any sugar centrifugal machine design charging capacity in kgs 500/700/1000/1250/1500/1750/2000/2200 of any manufacture by changing the stroke of the cylinders.
2. This model is medium duty and sturdy to its application for the above said all capability of above.
3. It is having zero back lash when scrapper is at its plough in position.
4. It is having very less maintenance throughout working season.

Fig 3.06: Sugar discharge unit Model 08

Highlight of revenue generation

1. Manufacturing cost = 90,000 INR
2. Installation cost = 30,000 INR
3. Total = 120,000 INR
4. Selling cost = 180.000 INR

Profit margin beside each unit is 35%

Profit = 180,000 x 35 %

Profit = 63,000 INR

5. Pneumatic Cylinder

Fig 3.07 Pneumatic cylinder

Specification:

1. Smooth operation never breakdown for 2 crushing season.
2. All parts in SS barrel and with grinding finish.
3. Long lasting durable viton rubber seals with stand at 200oc.
4. Reduced weight for easy handling.

Highlight of revenue generation

1. Manufacturing cost = 28,000 INR
2. Installation cost = 3,500 INR
3. Total = 31,500 INR
4. Selling cost = 35,000 INR

Profit margin beside each unit is 10%

Profit = 31,500x 10 %

= 3,150 INR

Adjustment = +350 INR

Profit = 3,500 INR

3.7 Competitors to this organization are as follows

Sr.No	Name of competitors	Headquarters
1	Vital Centrifuge	Pune
2	Micro Engineering	Munbai
3	Pantage centrifuge	Mumbai
4	Thyseenkrup Ind	Pune
5	Hi-Tech Engineering	Pune
6	Vishwajeet Industry	Pune
7	Sugar Centrifuge	Pune

Table 3.01: List of competitor

The above mention are product line in vertical section and competitors mentioned in Table 3.01 are form India only

CHAPTER IV

Theoretical Background

The Maxima Centrifuge Controls is basically a manufacture of sugar discharge units and other products related to same and this organization is going to expand its business and also going to enter in service provider segment in same field only. With expansion of business there is need to change business model and revenue model of an organization and their current business and revenue model was almost 15 years old. The organization should change their business model every after 5 to 7 years because as the organization expands its revenue, sales, creditors, daters etc. list goes on increases. The organization working on old business and revenue model may face some difficulties so it's better to keep upgrading their business and revenue model every after 5 to 7 years.

In this project the researcher has studied previous business and revenue model of Maxima Centrifuge Controls and compared this model with current scenario there were many drawbacks in previous model and in addition sundry daters and sundry creditors list has increased by 40% so to make a complete new business model for Maxima Centrifuge Controls researcher has first tabulated all the organization details in Business Model Canvas. The Business Model Canvas is chart in which we have to fill details of 9 elements which are Key Partner, Key Activities, Key Resources, Value Proposition, Customer Relation, Channel, Customer Segment, Cost structure and Revenue Streams. This Business Model Canvas gives organization answer from its decision level to revenue generation. After business model canvas the next step is to make a business model for Maxima Centrifuge Controls.

With business model there was also an need to modify revenue model for organization at first researcher analyzed various product and after that researcher have given certain modification. Later on researcher has also views who are the

organization customer and how much credit period is given to various firms and what their modes of payment and which customer is contributing most to revenue of Maxima Centrifuge Controls. With this facts and figures future sales has been predicted and accordingly profit margin is been set and also estimated turn over value is been calculated.

CHAPTER V

Research methodology

5.1 What is research?

The process used to collect information and data for the purpose of making business decisions. The methodology may include publication research, interviews, survey and other research techniques, and could include both present and historical information.

For completion of this project the researcher has used quantitative research methodology under this

5.2Quantitative research methodology –

Quantitative research is the systematic empirical investigation of observable phenomena via statistical, mathematical or computational techniques.

For this project researcher has used primary data as well as secondary data

5.2.1 Primary data collection –

Primary data may be collected either through observation or through direct communication with respondents in one form or another through personal interviews. For this project researcher had used interview method for primary data collection. The researcher has interviewed proprietor of Maxima Centrifuge Controls.

5.2.2 Secondary Data

Secondary data refers to data that was collected by someone other than the user. The Secondary data provided by Maxima Centrifuge Controls were as follows,

1. **Balance Sheet :**

   The balance of previous 4 years is been provided by organization.

2. **Sales record & Purchase record:**

   The sales and purchase of previous 4 years is been provided by organization.

3. **Bank details :**

   Limited bank details as like Cash Credit account and Over draft account information is been provided by the organization.

4. **Suppliers and vendor list :**

   The supplier and vendor list is been provided.

5. **Customer list :**

   How many customer are linked with Maxima Centrifuge Controls is been provided.

The above are data which is been provided by organization below all data analysis and interruption is based on the above data.

CHAPTER VI

Data Analysis & Interpretation

6.1 Functional business model

6.1.2 What is business model?

A **business model** is an "abstract representation of a business, be it conceptual, textual, and/or graphical, of all core interrelated architectural, co-operational, and financial arrangements designed and developed by an organization presently and in the future, as well as all core products and/or services the organization offers, or will offer, based on these arrangements that are needed to achieve its strategic goals and objectives."

Over the years, business models have become much more sophisticated. The *bait and hook* business model was introduced in the early 20th century. This involves offering a basic product at a very low cost, often at a loss (the "bait"), then charging compensatory recurring amounts for refills or associated products or services (the "hook").

Examples include -

1. Razor (bait) and blades (hook).
2. Cell phones (bait) and air time (hook).
3. Computer printers (bait) and ink cartridge refills (hook).
4. A software (bait) and up-gradation pack (hook).

As the time proceeded further this business model is been modified or we can say updated and adapted accordingly, but basic of the model i.e. bait and hook remains the same.

6.1.3 Business model design

A business model design is the process of designing from which a company generates revenue and makes a profit from company operations. Analysts use the metric gross profit as a way to compare the efficiency and effectiveness of a firm's business model. Gross profit is calculated by subtracting the cost of goods sold from revenue.

The two primary levers of a company's business model are pricing and costs. A company can raise prices and it can find inventory at reduced costs. Both actions increase gross profit. Gross profit is often considered the first line of profitability because it only considers costs, not expenses. It focuses strictly on the way in which a company does business, not the efficiency of management. Investors that focus on business models are leaving room for an ineffective management team. They believe the best business models can run themselves.

Example -

Assume there are two companies and both companies rent movies. Prior to the internet, both companies made $5 million in revenues and the total cost of inventory sold was $4 million. Gross profit is calculated as $5 million minus $4 million, or $1 million. Gross profit margin is calculated as gross profit divided by revenues, or 20%.

After the advent of the internet, company B decides to offer movies online instead of renting or selling a physical copy. This change disrupts the business model in a positive way. The licensing fees do not change, but the cost of holding inventory is down considerably. In fact, the change reduces storage and distribution costs by $2 million. The new gross profit for the company is $5 million minus $2 million, or $3 million. The new gross profit margin is 60%, which is much higher than 20%.

Company B isn't making more in sales, but it figured out a way to revolutionize its business model, which greatly reduces costs. Managers at

company B have an additional 40% more in margin to play with than managers at company A. Managers at company A have little room for error

Before viewing actual business model and revenue model of Maxima Centrifuge controls let's first analyze interviewed questions.

6.1.4 The questions and their response are as follows:

The researcher have showcased only four question which were important for this report.

1. Profit margin per unit model?

Sr.No	Model Name	Profit Margin in terms of percentage
1	Sugar discharge model 01	40%
2	Sugar discharge model 02	40%
3	Sugar discharge model 07	35%
4	Sugar discharge model 08	35%
5	Pneumatic cylinder	10%

Table 6.01: Current Profit margin

Interpretation of Table 6.01in graph

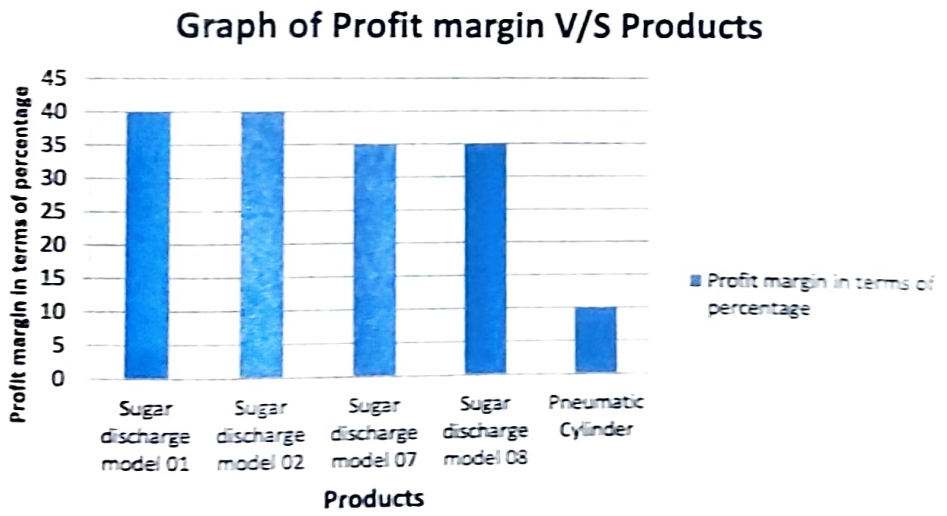

Chart 6.01: Graph of Profit margin V/S Products

From above chart we can see organization is having highest profit margin on sugar discharge model 01 and sugar discharge model 02

2. Expected Profit margin per unit model after modification?

Sr.No	Model Name	Expected profit in terms of percentage
1	Sugar discharge model 01	40%
2	Sugar discharge model 02	35%
3	Sugar discharge model 07	35%
4	Sugar discharge model 08	35%
5	Pneumatic cylinder	10%

Table 6.02: Profit margin after modification

Interpretation of Table 6.02 in graph

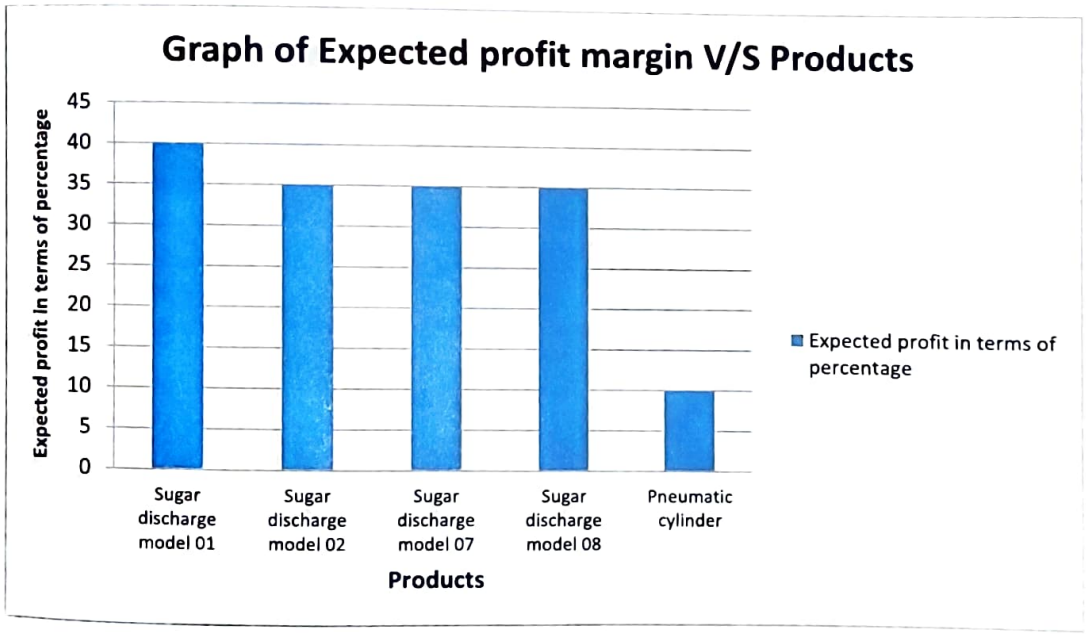

Chart 6.02: Graph of Expected profit margin V/S Products

As from above graph we can see the organization have kept profit margin of Sugar discharge model 01 same i.e. 40% while sugar discharge model 02 is been reduced by 5% and now expected profit margin for sugar discharge model 02 is 35%

3. Current working capital and record of previous 3 years?

The working capital for Maxima Centrifuge controls is as follows.

The below working capital figure provided by organization is an average of 12 months

Sr.No	Financial Year (FY)	Amount in INR/month (Amount displayed is average of 12 month)
1	FY 2016-17	90,000 INR
2	FY 2015-16	80,000 INR
3	FY 2014-15	83,000 INR

Table 6.03: Current working capital requirement

Interpretation of Table 6.03 in graph

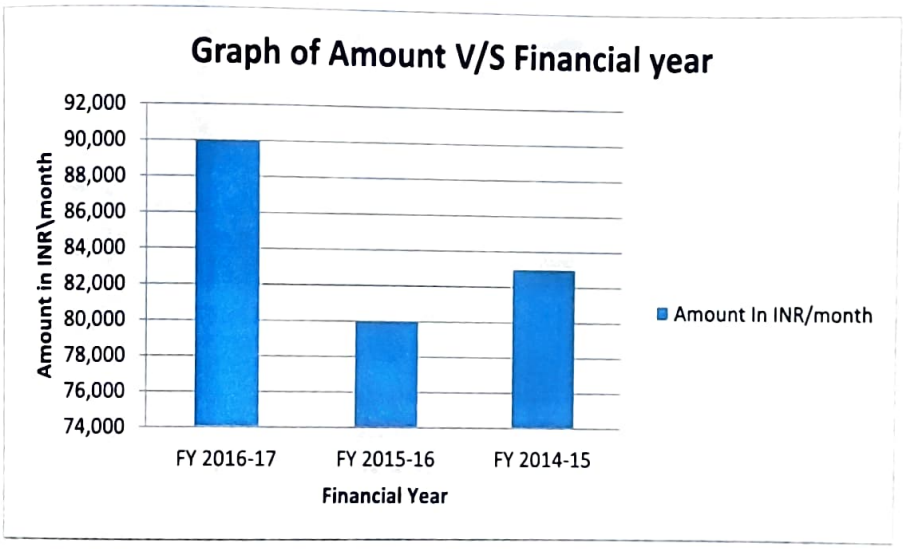

Chart 6.03: Graph of Amount V/S Financial Year

From the above graph we can see for FY 2016-17 the organization is having a highest working capital of 90,000 INR and it is lowest for FY 2015-16 which is about 80,000 INR

4. Record of average monthly purchase and sales record?

Sr.No	Financial Year (FY)	Purchase in Nos (Average of 12 month)	Sales in Nos
1	FY 2016-17	600	103
2	FY 2015-16	570	101
3	FY 2014-15	560	89

Table6.04: Purchase and sales record

Interpretation of Table 6.04 in graph

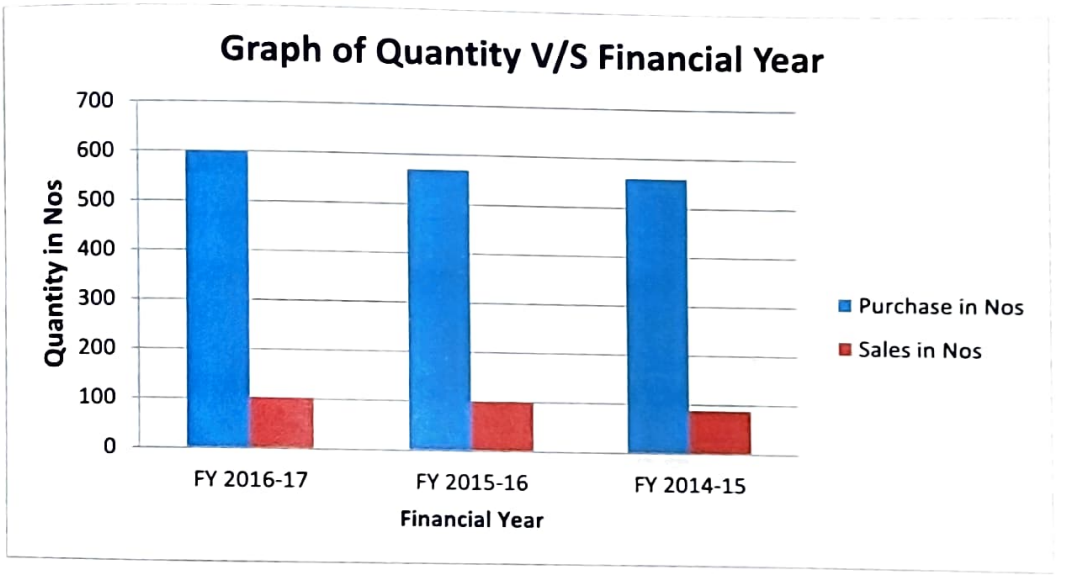

Chart 6.04: Graph of Quantity V/S Financial Year

From the above chart we can see that organization have purchased highest number of component to prepare finish product which is 600 Nos and in that period the organization has achieved an highest sale which is 103 Nos.

6.2 Functional business model of Maxima Centrifuge Controls:

Maxima centrifuge controls is one of the manufacturing company which produces the sugar dispatch units to various sugar mills across India and to various other nations, and now they have to add on an extra service section in their current manufacturing unit. For this they need a new business model to satisfy both their

manufacturing and service need. To make new business plan first we have to analyze their current business model. Below we will see their current business model

6.2.1 What do you mean by manufacturing unit?

The branch of manufacture and trade based on the fabrication, processing, or preparation of products from raw materials and commodities. This includes all foods, chemicals, textiles, machines, and equipment. There are various branch of manufacturing units as this organization deals in manufacturing of equipment, so it fall under Industrial and Commercial Machinery Industry.

6.2.2 Industrial and Commercial Machinery Industry –

All establishments engaged in manufacturing industrial and commercial machinery and equipment and computers. This includes machines powered by built-in or detachable motors, with the exception of electrical household appliances.

6.2.3 Present model of organization is given below

The Maxima centrifuge controls is the manufacture of sugar dispatch units so let's see the pictorial form of business model

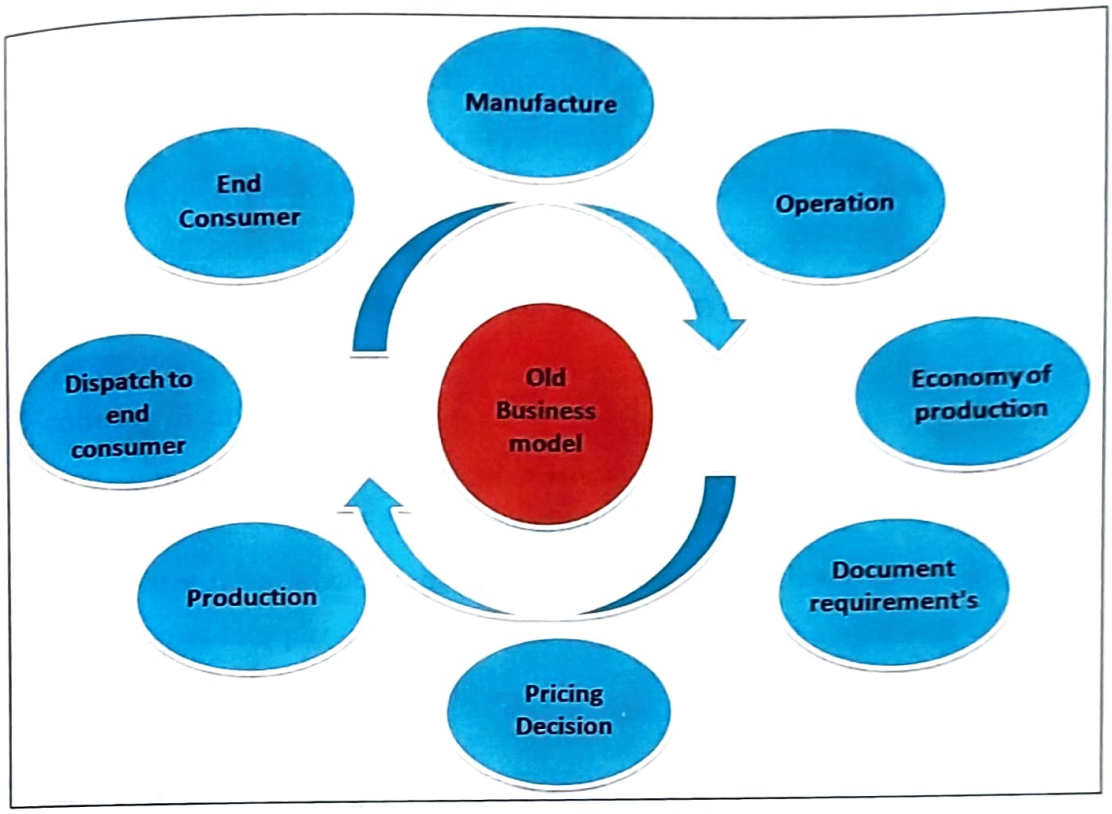

Fig 6.01 Old business model

6.2.4 Let's analyze the above figure in detail.

1. Manufacture-

In the above figure the manufacture indicate the organization i.e. the Maxima centrifuge controls, as we can see the manufacture is linked with end consumer and designing link. So manufacture takes the order in terms of quotations. After approval of quotation which is mailed by end consumer the operation and supply chain committee comes into action. This committee plans the necessary requirement of parts and other component requirement to fulfill the need of end consumer. In this planning how much to outsource is also been decided so as to finish to demand in time proposed and to achieve the target at minimum cost

2. **Operation -**

Operation plays an very important in any of the firm mainly it is an whole and sole of the company, here the operation and supply chain decides how much stock is present in an organization and how much to order and how much things to be outsourced. This also include supply chain and logistics and which agency to hire to dispatch and receive component.

3. **Economy of production –**

In this production cost of a single unit is been decided, only the production cost is decided not any other cost. To decided this cost the committee takes whole scenario into picture and from labor cost to scrape cost comes into picture after considering all this a final single unit cost is been decided for manufacturing.

4. **Document requirement –**

Normally, challan is required for mother state customer, but when it comes to inter-state delivery then the organization requires 'C' form. Without 'C' from there will no transport and financial transaction between two states, also while filing tax 'J' form is needed.

5. **Pricing Decision –**

Pricing decision is generally link with economy of production. The maxima centrifuge control generally uses mark up pricing method for each product. For different product different mark up is been used.

6. **Production –**

After deciding value of product actual production of product get started production is divided into two division i.e.

A. Outsourcing.

Some of the work such as powder coating, housing and labor work is not been performed by main organization it is generally be outsourced

B. Assembling.

In this basically finished job is been assembled and final product is been made

7. Dispatch to end consumer –

After final product is been made, product has to be discharged to end consumer and this is been performed via TCI supply chain logistics. TCI has a tie up with Maxima centrifuge control for all transportation.

8. Consumer –

Maxima centrifuge controls is having a wide range of customer there is around 31 customer linked to this organization. It also include customer from various other nation.

6.2.5 Drawbacks of Current business model

The current model is generally based on importance of customer and cost of production, but still there are some factors which has to be considered as like there outsourcing partner, financial partner manufacturing set up etc. below we have discussed the main factor which have affected the above business model and these factor will also help to make new business model and also why to modify the current business model.

6.3 Why to modify business model?

Manufacturing is no longer simply about making physical products. Changes in consumer demand, the nature of products, the economics of production, and the economics of the supply chain have led to a fundamental shift in the way companies do business. Customization is becoming more popular among various sector in universe, but in this industry standardization is important

because standardization leads to better design and economic production of sugar dispatch unit.

As technology continues to advance exponentially, barriers to entry, commercialization, and learning are eroding. New market entrants with access to new tools can operate at much smaller scale, enabling them to create offerings once the sole province of major incumbents. While large-scale production will always dominate some segments of the value chain, innovative manufacturing models, distributed small-scale local manufacturing, loosely coupled manufacturing ecosystems, and agile manufacturing are arising to take advantage of these new opportunities. To this industry use of new technology may lead to increase in revenue but customization lead to reduction in profit. During the project we have studied there are four important parameter which is lacking in above business model. We have presented in pictorial form below.

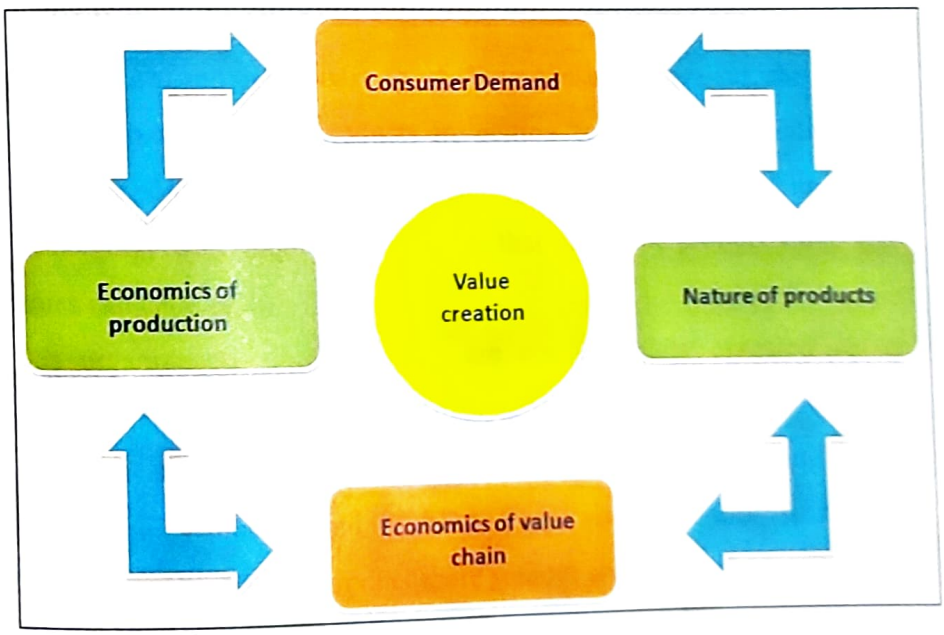

Fig 6.02: Factors affecting business model

6.3.1 Let's see the above diagram in detail.

1. Consumer demand –

Personalization and customization is now a day's becoming more and more popular but to this industry customization may create a problem as to each customer they have to make a different plan and different material to accomplish this task. So instead of moving to customization product they can have a standardize product with standardize product the organization may achieve a positive result in these factor.

a. With standardization the manufacturing cost for each product get reduced.

b. Profit ratio can be increased.

c. With standardization the organization can enter into service sector.

Standardization of product also results in continuous production flow and less material wastage.

2. Nature of product –

In parallel with, and in response to, shifts in consumer demand, the nature of products is changing. "Dumb" products are getting "smarter" more connected, intelligent, and responsive. At the same time, how consumers view and use products is changing, redefining both the factors that determine product value and how companies can capture it.

In this organization mostly product are conventionally operated so to modernize it organization should focus on making the product more smarter than previous one by using modern electronics and other tools using PLC (Programmable Logic Control) and SCADA (Supervisory Control And Data Acquisition) technique makes the product more smarter and innovative.

3. Economics of value chain –

The lines between manufacturers (which make things) and retailers (which sell things) are blurring. This softening of roles has significance not just for the

companies undergoing a transformation, but also for any intermediaries holding inventory along the way.

While a few companies are vertically integrated across the value chain, most traditional manufacturers are a few steps removed from their products end consumers. In a world where information travels ever more freely, and where cycle times are collapsing, traditional players can struggle to communicate with consumers and to receive and act on timely, meaningful feedback. Consumers feel this disconnect as well, and many are opting to connect more directly with the makers of the products they consume.

4. Economy of production-

Manufacturing, until recently, was a daunting space with relatively few players. Barriers to entry were high and initial capital investments hefty, products had to navigate multiple intermediaries before reaching the consumer.

Today, however, huge shifts in technology and public policy have eroded barriers that once impeded the flow of information, resources, and products. In a world where computing costs are plummeting, connectivity is becoming ubiquitous, and information flows freely, previously cost-prohibitive tasks and business models are becoming more available to more players. Barriers to entry, commercialization, and learning are eroding, as is the value proposition for traditional intermediaries in the supply chain. Meanwhile, rapid advances and convergences in technology, including additive manufacturing, robotics, and materials science, further expand what can be manufactured and how. All of these developments are combining with changing demand patterns to increase market fragmentation, supporting a proliferation of product makers further down the value chain with more direct consumer contact. Upstream, larger manufacturers will likely consolidate, taking advantage of scale to provide components and platforms used by smaller players.

The above are the main four pillars for making a business model but still we have to consider the last important factor to make a new business model i.e. business model canvas. The detail explanation of business model canvas is given below.

6.4 Business model Canvas

What is business model canvas?

The business model canvas is invented by **Alexander Osterwalder.**

Business Model Canvas is a strategic management and lean startup template for developing new or documenting existing business model. It is a visual chart with elements describing a firm or product's value proposition infrastructure, customers, and finances. It assists firms in aligning their activities by illustrating potential trade-offs.

6.4.1 Business model canvas of Maxima centrifuge control

The business model of maxima centrifuge control is given below.

<table>
<tr>
<td rowspan="2">KEY PARTNERS
1. Nikhil Traders.
2. Access Industry.
3. S.M enterprise.
4. Trinity.
5. Patel metals.
6. Unique transformer.
7 Nilkanth enterprise.
8. Om sai foundary.
9. Prabha.
10. C R N woods.</td>
<td>KEY ACTIVITIES
1. Production / Manufacturing.
2. Customer service in same field.</td>
<td rowspan="2">VALUE PROPOSITION
1. Performance based product.
2. Standardization.
3. Customization.
4. Customize design.
5. Risk reduction.
6. Cost reduction.
(*if required)</td>
<td>CUSTOMER RELATION
1. Personal assistance.
2. The above assistance is not much costly.
3. Co-creating product.
(* customer act as inventor)</td>
<td rowspan="2">CUSTOMER SEGMENT
1 Wallchand sugar mill.
2. Ponni sugar.
3. Shakarwala sugar mill.
4. Chinii sugar indusrty.</td>
</tr>
<tr>
<td>KEY RESOURCE
1. Human resources.
2. Good financial resource.
3. Huge assets.</td>
<td>CHANNEL
1. Road, Air and Sea.
2. Road channel is cost efficient in India.
3. Air for foreign client.</td>
</tr>
<tr>
<td colspan="3">COST STRUCTURE
1. Raw materials.
2. Fixed cost.
3. Working capital.
4. Variable cost.
5. Other requirements.</td>
<td colspan="2">REVENUE STREAMS
1. Product/services.
2. Product feature dependent.
3. Check payment.
4. About 80% of contribution comes from sales.</td>
</tr>
</table>

Fig 6.03: Business model canvas

6.4.2 Let's analyze each concept.

Below we will see detail explanation of each and every parameter

1. Key partners –

In this section we determine there are how many partner associated with the organization and how they can minimize the risk and uncertainty associated with the organization. This also includes the organization suppliers which is also termed as partner. The resources acquiring from partner are from raw material to labor work.

2. Key activities -

This section involve what does the organization performs from the above fig we can say this organization performs only two main activity which are production/manufacturing and second one is service regarding the same field.

3. Key resources –

This include what kind of resource does the organization have from the above diagram we can say that the organization is having large assets it also has a good human resources having a wide range of skills and good financial backbone.

4. Value propositions –

This part relates to how the organization making the flow of money in other terms what does the organization deliver's to the end consumer. If problem arises form end consumer how does the organization solve problem. Now the organization moved toward in making the standardize product but still it produces the customize product according to requirement.

5. Customer Relationships –

In customer relationships we determine which type of customer relationship does the end consumer what from organization and the organization is delivering the same or different. Hence this organization have established personal assistance and this is better for both the parties and it is less costly.

6. Channels –

This include how the organization is reaches out to its end consumer and does it is integrated and which one is best suited to this organization. With the above diagram we can say that the end consumers are also from other continents so this organization need medium of sea, air and land. When it comes to economical point of view then for transport in India land medium is best and for other nation air medium is beat

7. Customer segment -

This one is the most important segment in above canvas because this shows the whole and soul of any organization i.e. the customer. There are almost thirty one customer are attach to this organization but above mentioned are main and important customer to this organization.

8. Cost structure –

This shows the cost analysis of organization it involves cost report of purchasing of raw material to processing and dispatch of final product to end consumer. The most of the cost operated by maxima centrifuge control is in field of purchasing of raw material, working capital requirement and some variable cost.

9. Revenue streams –

The revenue stream indicates how much the customer is willing to pay for a certain product. But this can be a game changer for any organization as we can improvise the product which can lead to better revenue generation. Revenue streams for Maxima centrifuge controls are from selling of their product and also for their service which is present in same field. Most of the customer prefer COD i.e. (Cheque on delivery) basis payment and about 80% of total revenue comes from sales.

While preparing new business plan the above things should have to be considered. The new business plan is shown below.

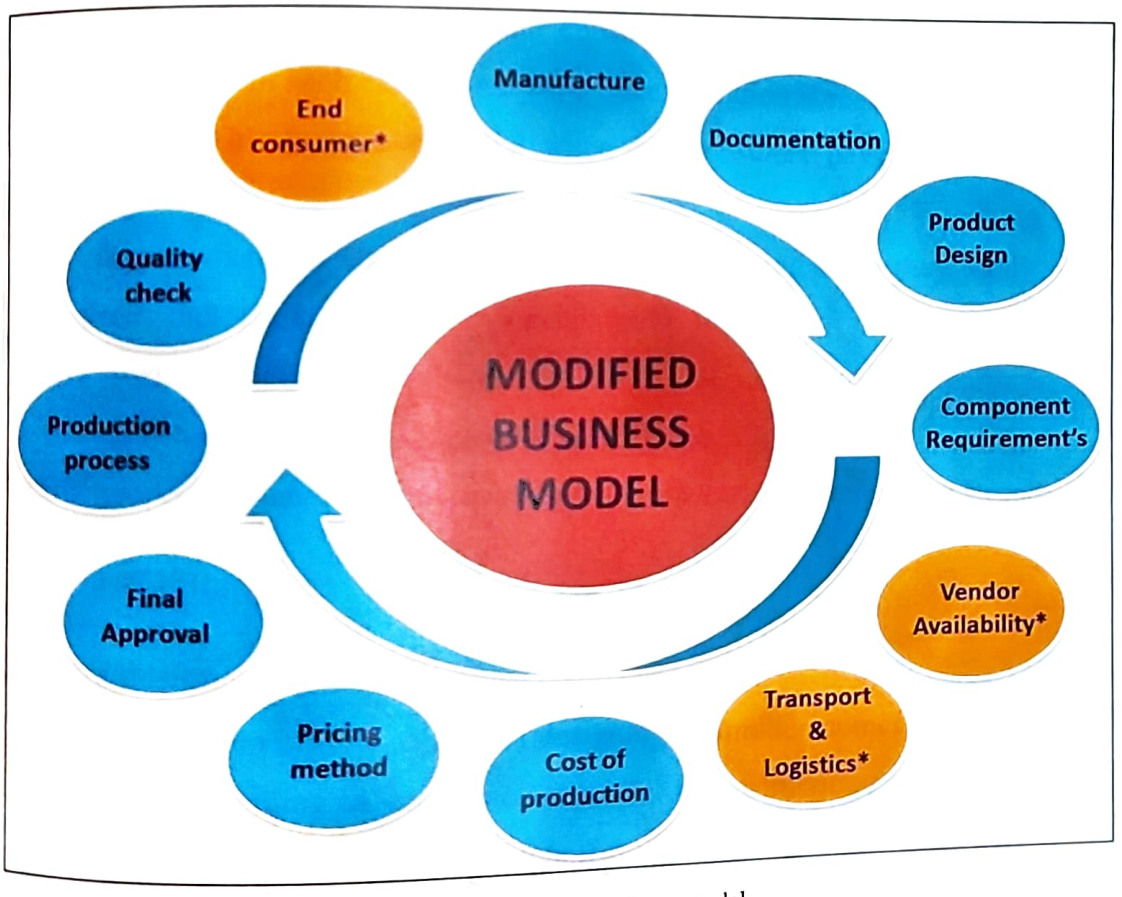

Fig 6.04: Modified business model

6.5 The above business model is an integration of business canvas model.

1. Manufacture –

Here manufacture indicated organization that is Maxima centrifuge controls which manufactures the sugar discharger, now in this case the organization have set standard for its entire range of product. Because of this it became convenient for manufacture to make the product according to order. Maxima centrifuge controls also manufactures product according to customer requirement but product cost varies according to requirement of end consumer.

2. Documentation –

Sometimes order obtain from end consumer are overseas and sometime from other states. In such cases some extra documentation is required as like

a. **'C' form:** This form is essential when end consumer pays tax's to two states.

b. **'J' form:** when end consumer has to file their tax and when they want to re-verify their tax paid they can demand for 'J' form.

c. **'H' form**: sometimes the distributer has to sell product to third partie in that case the distributer can demand for 'H' form.

Also a proper challan/quotation is required from end consumer with proper seal and stamp of required authority.

3. Product design –

After completion of documentation designing committee comes into action is the order is according to demonstrated model then sometimes we can skip this process and can move to next step if end consumer wants customized product then this committee generally modifies the product and then move to next step.

4. **Component requirement's –**

Once the product is been finalized then to complete this order various component is required, so meet this stock analysis is been carried out and component which is not present is been listed out and given order.

5. **Vendor availability –**

To complete order in required time organization outsource many of the work it ranges from powder-coating to labour work. To outsource also vendor availability is also been checked. Let's see how the organization select the vendor.

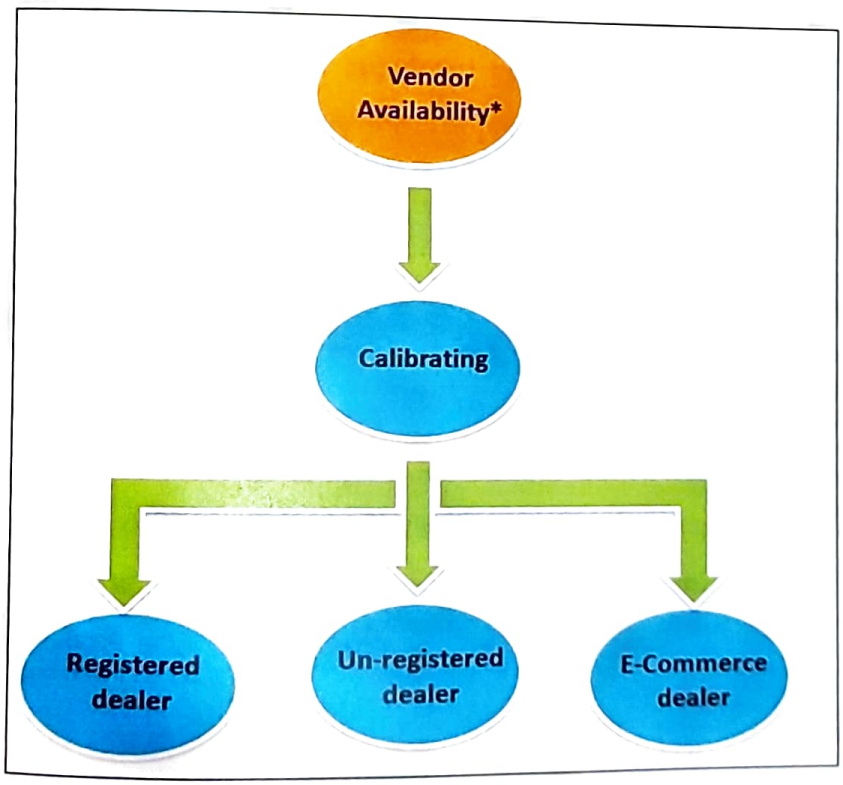

Fig 6.05: Vendor flowchart

At first organization decides how much the work should have to be outsourced then it calibrate the time and value of each work which is specified by the vendor. The organization calibrate above i.e. time and money to with each vender the vender specification are

1. **Registered dealer :**

Registered dealer indicate the vendor is having a valid VAT TIN number and organization is registered to government via shop act registration (after 1st July, 2017 the VAT TIN number is replaced by GST TIN number).

2. **Un-registered dealer :**

The un-registered dealer indicate that vendor is not having VAT TIN number but the vendor is having Shop act number (after 1st July, 2017 the VAT TIN number is replaced by GST TIN number if the annual turnover is above 20 lack)

3. **E- commerce dealer :**

When dealer is appointed via virtual sites it falls under E-commerce dealer the vendor is appointed if and if they provide VAT TIN and Shop act Number (after 1st July,2017 it is replaced by GST TIN number)

After analyzing all the above things a vendor is selected and order is given to them in this the transportation cost is paid by Maxima Centrifuge Controls.

6. **Transport and Logistics –**

In this section the organization decided through which medium the product should be delivered to end consumer through research it has been found out that, to deliver product in India road medium is most convenient and for other nation the sea route is most convenient.

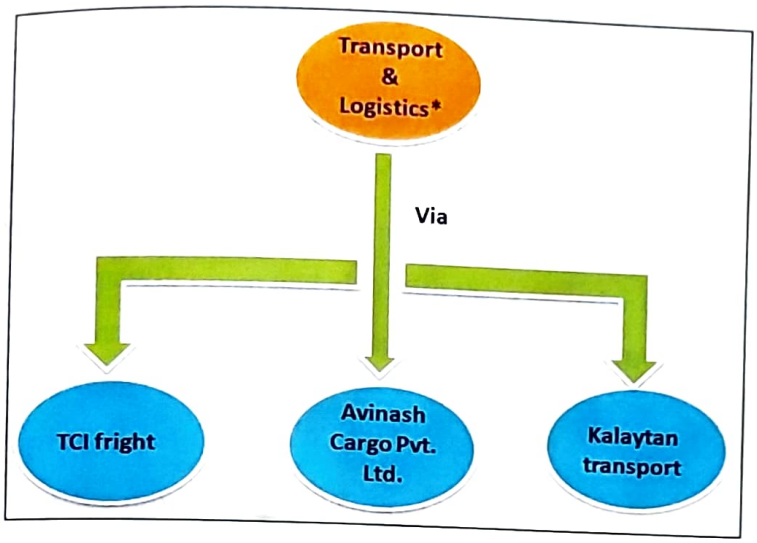

Fig 6.06 Transport & Logistic flowchart

It has been found that,

1. **TCI fright –**

   The organization uses TCI fright for export via sea route

2. **Avinash cargo Pvt. Ltd (ACPL) –**

   The organization uses AVCPL for India.

3. **Kalaytan transport –**

   Kalaytan transport is used for dispatching and receiving goods for Nasik, India region only.

7. **Cost of production –**

After considering all the above things a final cost for each product is been decided here only the cost of product is been decided not the profit margin. In cost of production direct cost and also indirect cost is also been included. With the cost of production the profit margin is been decided for standardize product only. If we consider the customize product then cost of production is much higher because we have to make customize parts to finish the product.

8. **Pricing method –**

Markup can be expressed as a fixed amount or as a percentage of the total cost or selling price. Retail markup is commonly calculated as the difference

between wholesale price and retail price, as a percentage of wholesale. Other methods are also used.

Sales Price = (Cost X Markup Percentage) + Cost

9. Final Approval –

In this section the chair member finally approves the price of the product with above profit margin given and also with the selected production process to run all things properly. With this final approval the production process starts to meet the end consumer demand.

10.Production process –

Production is the process of converting inputs into outputs. Production uses resources to create final product which is supplied to end consumer. In this organization batch production is used as the organization is been working with different models of sugar dispatch unit so it is convenient to use batch production rather than mass production.

11. Quality check –

After the final product the quality check is been carried out. Quality check is carried out whether the product is up to the required expectation or not if the selected product doesn't stand under specification then whole batch of product is been rejected. After safety quality is given prime importance in this organization.

12.End consumer-

In earlier model basically the organization used conventional method to search for end consumer that is via reference but the organization moved one step further and used digitization to increase the number of end consumer.

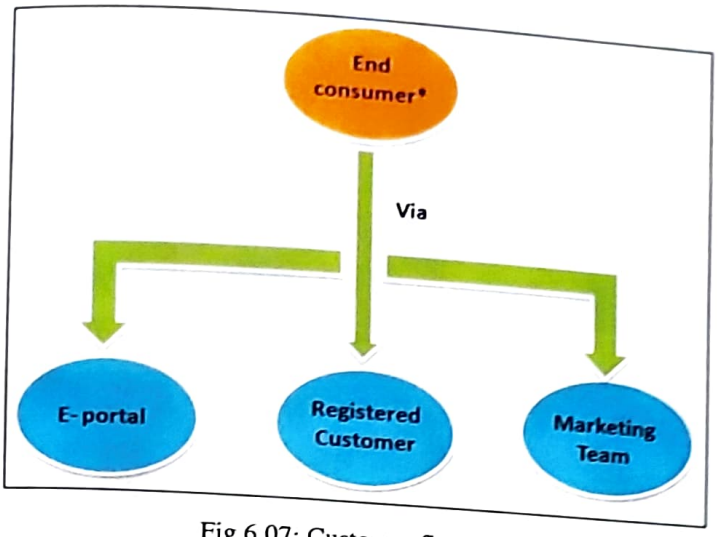

Fig 6.07: Customer flowchart

As we can see the organization end customer is linked up with three elements Which are E-portal, Registered customer and Marketing team.

1. **E-portal –**

   This show cases digitization in this the organization created their own site and uploaded their all product details and in addition they also put there all standardize product range in inidamart.com to increase their sales ratio.

2. **Registered Customer –**

   Registered customer is those which order frequently to Maxima Centrifuge Controls. We can say that they are loyal customer to this organization.

3. **Marketing team –**

   This is we can say that the customer arrives through physical marketing channel they falls under marketing team network.

6.6 REVENUE MODEL OF MAXIMA CENTRIFUGE CONTROLS OLD

What is revenue model?

A revenue model is a framework for generating revenues. It identifies which revenue source to pursue, what value to offer, how to price the value, and who pays for the value. It is a key component of a company's business It primarily identifies what product or service will be created in order to generate revenues and the ways in which the product or service will be sold.

Without a well defined revenue model, that is, a clear plan of how to generate revenues, businesses will more likely struggle due to costs which they will not be able to sustain. By having a clear revenue model, a business can focus on a target audience fund development plans for a product or service, establish marketing plans, begin a line of credit and raise capital.

There are various types of revenue model ranging from production model to subscription model but we are going to see only production model.

6.6.1 Production Model

Before production model first we will see what is mean by production.

So production can be defined as,

Production is a process of workers combining various material inputs and immaterial inputs (plans, know-how) in order to make something for consumption (the output). It is the act of creating output, or goods or service which has value and contributes to the utility of individuals.

Now the Production model can be define as,

In the production model, the business that creates the product or service sells it to customers who value and thus pay for it. An example would be a company that produces paper, who then sells it to either the direct public or to

other businesses, who pay for the paper, thus generating revenue for the paper company.

6.6.2 Revenue model versus business model

People often confuse "revenue model" and "business model" as being synonymous, or as being two completely different kinds of models. A revenue model is part of a business model. A business model shows the framework for an entire business and allows investors and bankers as well as the entrepreneurs themselves to have a quick way of evaluating that business. Business models can be viewed in many different ways, but they are generally composed of the following six elements.

1. Acquire high value customers.
2. Offer significant value to customers.
3. Deliver products or services with high margins.
4. Provide for customer satisfaction.
5. Maintain market position.
6. Fund the business.

The revenue model is a key component of the business model as it is an essential factor for delivering products or services with high margins and funding the business. Less than 50% of the investment required to set up a business will be used in revenue-producing area. It cannot resultantly be viewed as being identical to the business model as it does not influence all the six elements but more should be viewed as an inner component of it.

Having a well-structured business model is necessary for the success of any business adding value to a product or service for customers. This will consequently include having a clear and tailored revenue model which will ensure its financial health. It provides the owners of the business with a necessary understanding of cash flows as well as how it will generate revenue and maximize profitability. In addition to the business model, financial targets have to be

forecasted when creating an initial business plan whereby expected revenues and profits will have to be presented and thus calculated through the use of revenue models applied by the business.

6.7 Analysis of old revenue model

To generate new revenue model for Maxima Centrifuge Controls first we have learn old revenue model.

Below researcher has shown the old revenue model of Maxima Centrifuge Controls

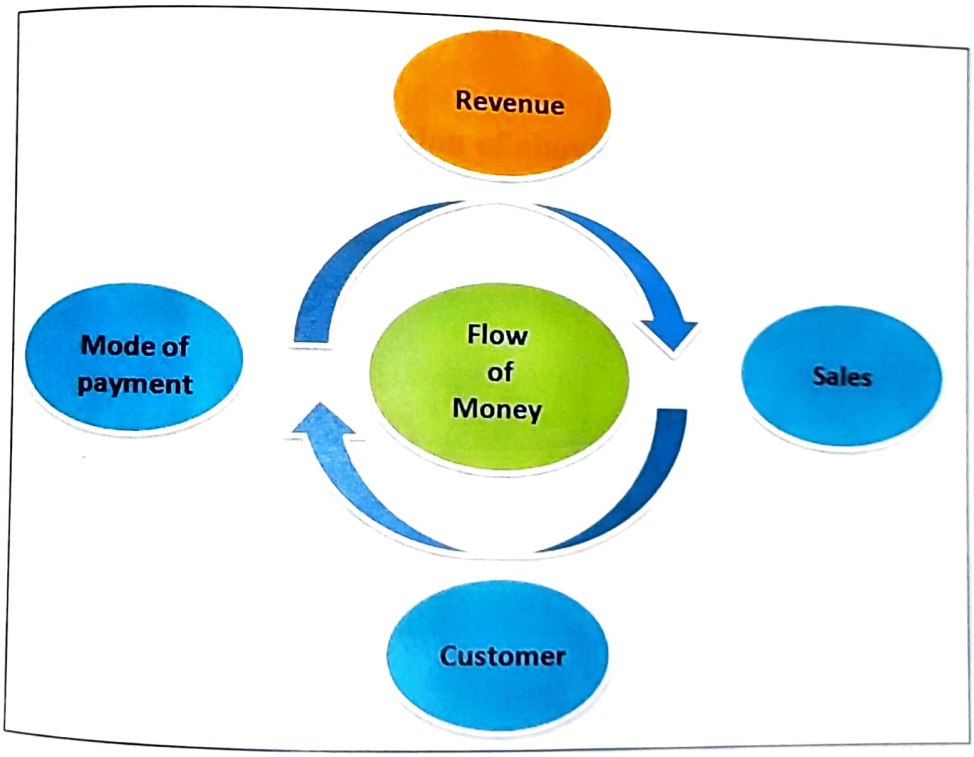

Fig 6.08 Old revenue model

1. Revenue :

The revenue in above figure indicate hub i.e. where organization receives amount after selling of products to end consumer.

2. **Sales :**

This section indicate that how organization sales its product to end consumer basically it represent number of sales in units.

3. **Customer :**

This section refer to how many customer is been attach to organization and all the order is taken on quation basis.

4. **Mode of payment :**

This indicates how end customer make payment all the customer which is attach to Maxima Centrifuge Controls make payment on Cheque on delivery basis.

6.8 Let's see the modified version of above model

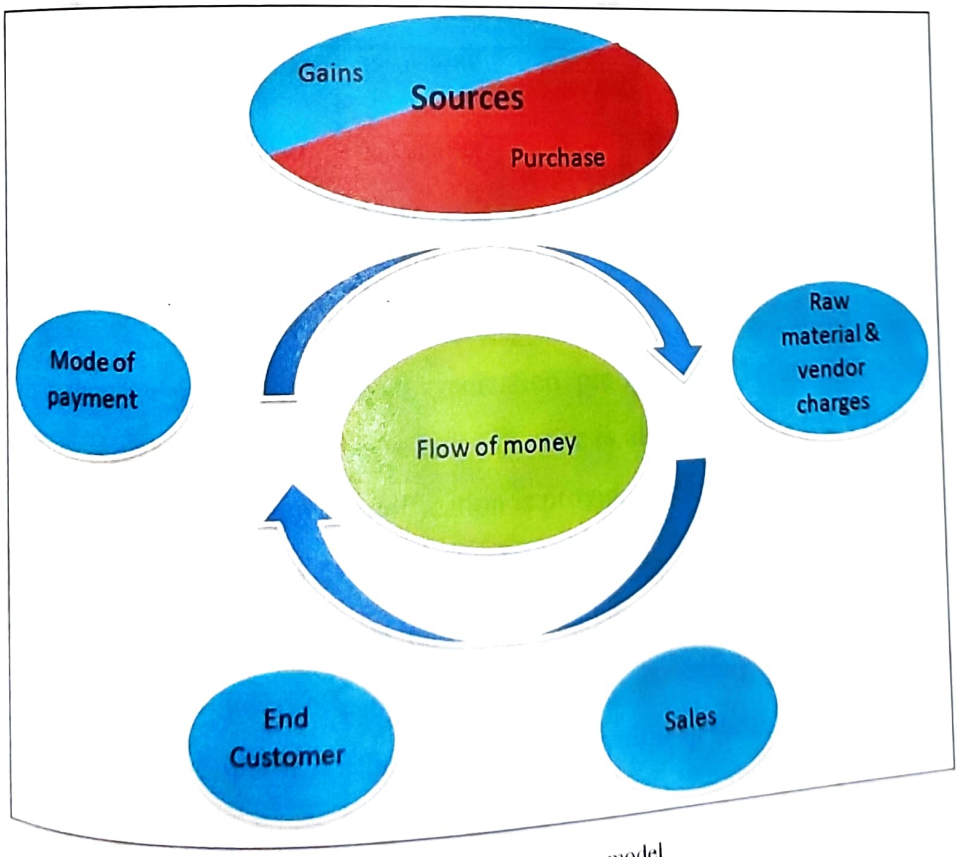

Fig 6.09: Modified revenue model

The above figure 6.09 shows modified revenue model for Maxima Centrifuge Controls and every parameter is been explained below.

1. Raw material & Vendor charges

In this the organization purchases the required amount of raw material from vendor and labour coast is been paid out in this with change in product and profit margin what result can be achieved is been shown.

The researcher have made tabular format to showcase the result.

Sr.No	Product Name	Selling price before modification Per unit	Selling price after modification Per unit	Profit percentage before modification per unit	Profit percentage after modification Per unit	Change in profit Per unit
1	Sugar discharge model 01	130,000 INR	--	40% (52,000 INR)	--	No change
2	Sugar discharge model 02	140,000 INR	160,000 INR	40% (56,000 INR)	35% (56,000 INR)	No change
3	Sugar discharge model 07	160,000 INR	190,000 INR	35% (56,000 INR)	35% (66,500 INR)	10,500 INR
4	Sugar discharge model 08	180,000 INR	200,000 INR	35% (63,000 INR)	35% (70,000 INR)	7,000 INR
5	Pneumatic cylinder	35,000 INR	50,000 INR	10% (3,500 INR)	10% (5000 INR)	1,500 INR

Table 6.05: Selling price

The researcher have compared organization product with before and after selling price with profit margin and change in price is also mentioned lets analyze each product in detail the above modification is provided by researcher.

1. Sugar discharge model 01 :

As we can see from above table this model is having selling price of 130,000 INR and its profit margin is 40% of its selling price which is 52,000INR this product is not having any modification so there is no change in profit.

2. **Sugar discharge model 02 :**

This sugar discharge unit 02 is been modified so there will be change in selling price as well as profit margin as from the above table we can see the initial selling price is 140,000 INR and it is having a profit margin of 40% of selling price which is 56,000 INR now the product is been modified and new selling price is 160,000 INR which is having profit margin of 35% of selling price we may see that there is reduction in profit percentage but if we take value i.e. 35% selling price it will be 56,000 INR we can see that if the profit margin percentage is been reduced but still organization is achieving same profit value as previous they were achieving.

3. **Sugar discharge model 07 :**

This sugar discharge unit is the most selling product of Maxima Centrifuge Controls. This sugar discharge unit 07 is been modified so there will be change in selling price as well as profit margin as from the above table we can see the initial selling price is 160,000 INR and it is having a profit margin of 35% of selling price which is 56,000 INR now the product is been modified and new selling price is 190,000 INR which is having profit margin of 35% of selling price we may see that there is same profit percentage but if we take value i.e. 35% selling price it will be 66,500 INR we can see that if the profit margin percentage remains same the organization is achieving more profit value as previous they were achieving. The difference is profit is about 10,500 INR positive.

4. **Sugar discharge model 08 :**

This sugar discharge unit 08 is been modified so there will be change in selling price as well as profit margin as from the above table we can see the initial selling price is 180,000 INR and it is having a profit margin of 35% of selling price which is 63,000 INR now the product is been modified and new selling price is 200,000 INR which is having profit margin of 35% of selling price we may see that there is same profit percentage but if we take value i.e.

35% selling price it will be 70,000 INR we can see that if the profit margin percentage remains same the organization is achieving more profit value as previous they were achieving. The difference is profit is about 7000 INR positive.

5. **Pneumatic cylinder :**

The last but not least is also been modified so there will be change in selling price as well as profit margin as from the above table we can see the initial selling price is 35,000 INR and it is having a profit margin of 10% of selling price which is 3,500 INR now the product is been modified and new selling price is 50,000 INR which is having profit margin of 10% of selling price we may see that there is same profit percentage but if we take value i.e. 10% selling price it will be 5,000 INR we can see that if the profit margin percentage remains same the organization is achieving more profit value as previous they were achieving. The difference is profit is about 5000 INR positive.

Let's see the above parameter in graphical format.

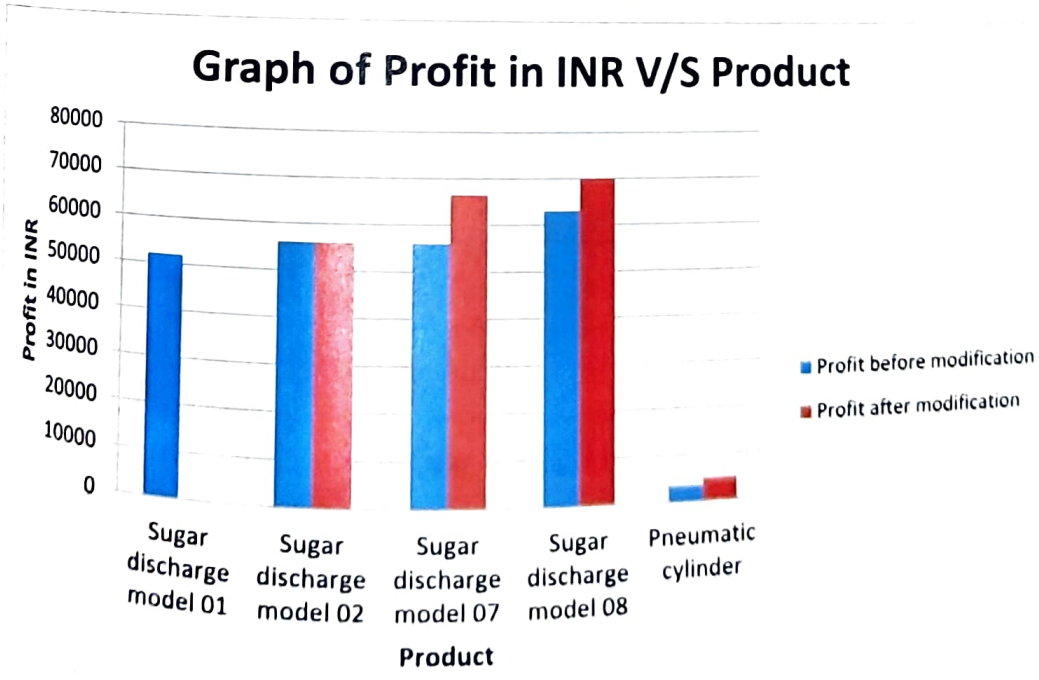

Chart 6.05: Graph of INR V/S Product

2. Sales :

The below table indicate sales record of Maxima Centrifuge Controls.

From below table we can see researcher have clearly mentioned sales of each quarter and then researcher have given the total number of sales and finally turn over in crore. The researcher have taken record of previous 3 financial years sales and turn over figure to predict future sales.

Lets taken an first record from the below table,

1. Financial Year FY 2013 -2014 :

The table consist record of sales during each quarter so, during first quarter of financial year the sale was 37 and if we proceed further the sale shown is 45, 20 and 15 and if we add sale record of total four quarter we will see total sale is about 117 NOS and turnover for FY 2013-14 was 1.71 crore

Sr.no	Financial year (FY)	First quarter (April – June) in NOS	Second Quarter (July– September) in NOS	Third Quarter (October– December) in NOS	Fourth Quarter (January– March) in NOS	Total number of sale in NOS	Turn over in crore INR
1	2013–2014	37	45	20	15	117	1.71 Cr
2	2014–2015	29	43	23	13	89	1.50 Cr
3	2015–2016	34	37	17	13	101	1.35 Cr
4	2016–2017	33	42	15	27	103	2.20 Cr
5	2017–2018	53	--	--	--	53	0.75 Cr

Table 6.06: Turnover 01

Similarly all financial year record in been taken

From the above table we can see the researcher have highlighted two numbers in red number i.e. in FY 2016-017 and in FY 2017-018 this is because the sales have gone up by about 45%. This is because form 1st July 2017 the NDA government

was going to impose GST under this tax rate was going to increase from 13.5% on selling price to 18% so to reduce losses many of customer have pre-ordered number of units. Because of this reason sales have gone up.

Forecasted Sales Record:

The researcher has used successive aggregate method for predicting the future forecast so let's see how successive aggregate method is been used.

1. **Financial year FY 2017 -2018 –**

In this financial year 2017-2018 first quarter data i.e. total sale for first quarter is been provided but for second quarter average of above three quarters is been taken we will see the above process with example

Example:

In FY 2014-15 – Second quarter sales = 43 Nos

In FY 2015-16 – Second quarter sales = 37 Nos

In FY 2016-17 - Second quarter sales = 42 Nos

Successive Aggregate = (Addition of all data)/Total number

a. Addition of all data = 45+37+42

= 124

b. Total number = 03

Successive aggregate value for FY 2017-18 Second quarter

= (43+37+42)/03

= 124/03

Similar process is been adopted by researcher for further calculation and same principle is been adopted for calculating turn over in crore for Maxima Centrifuge Controls.

And the data is presented below.

Sr.No	Financial year (FY)	First quarter (April - June) in NOS	Second Quarter (July- September) in NOS	Third Quarter (October- December) in NOS	Fourth Quarter (January- March) in NOS	Total number of sale in NOS	Turn over in crore INR
1	2017-2018	53	41	18	17	129	2.30 Cr
2	2018-2019	40	40	16	19	115	1.95 Cr
3	2019-2020	42	41	16	21	120	1.99 Cr

Table 6.07: Turnover 02

Revenue generated in crore:

Below we will see analysis of turn over amount

Form the above turnover graph of financial year FY 2013-14 turn over gained by Maxima Centrifuge Controls was 1.71 Cr. And if we move further we can see that turn over amount is been increasing and increasing till financial year FY 2016-17 we see that total turnover amount was 2.20 Cr.

From turnover graph the researcher have predicted total turnover value by using formula given below

Turn over = ((Average selling price of 5 product) X Total sale) + Organization adjustment

Average selling price of 5 products

= (Selling price of Sugar discharge unit 01+
Selling price of Sugar discharge unit 02 +
Selling price of Sugar discharge unit 07 +
Selling price of Sugar discharge unit 08+
Selling price of Pneumatic cylinder) / 5

= (130,000+ 160,000+ 190,000+ 200,000+ 50,000)/5

= 730,000/5

= 146,000 INR

Organization adjustment = This adjustment is been provided by organization.

Let's see turnover value for financial year FY 2017-18

Turn over = ((Average selling price of 5 product) X Total sale) + Organization adjustment

= (146,000 X 129) + Organization adjustment

= 18834000 + 4166000

= 23,000,000 INR

For next financial years same methods is been approached by researcher

The above table is been represented in graph.

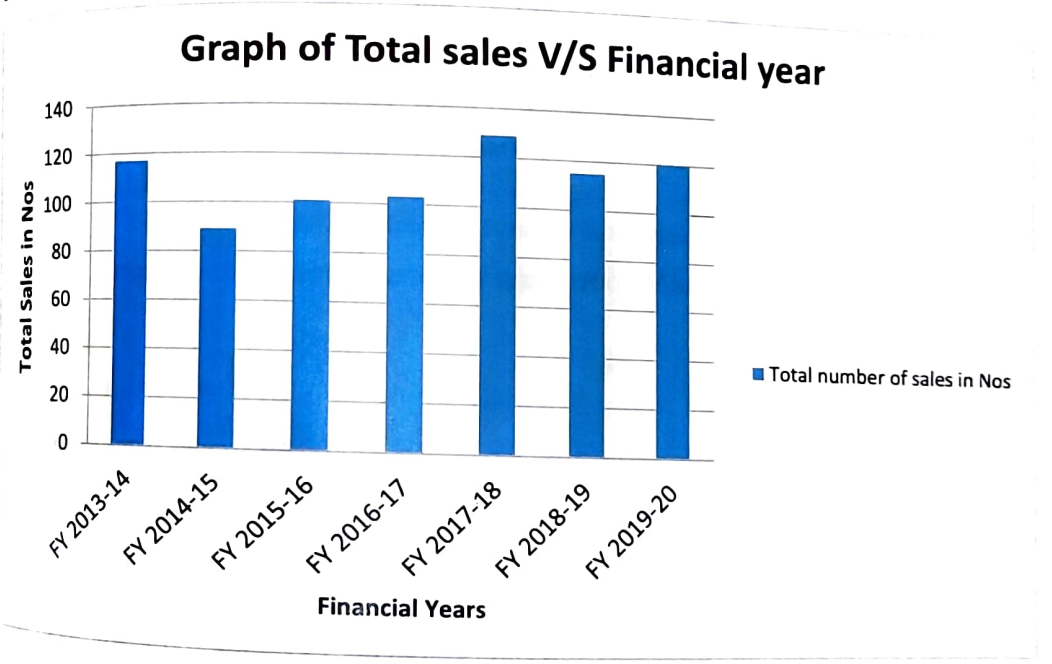

Chart 6.06: Graph of Total sale V/S Financial year

The above chart indicate total sale of Maxima Centrifuge Controls

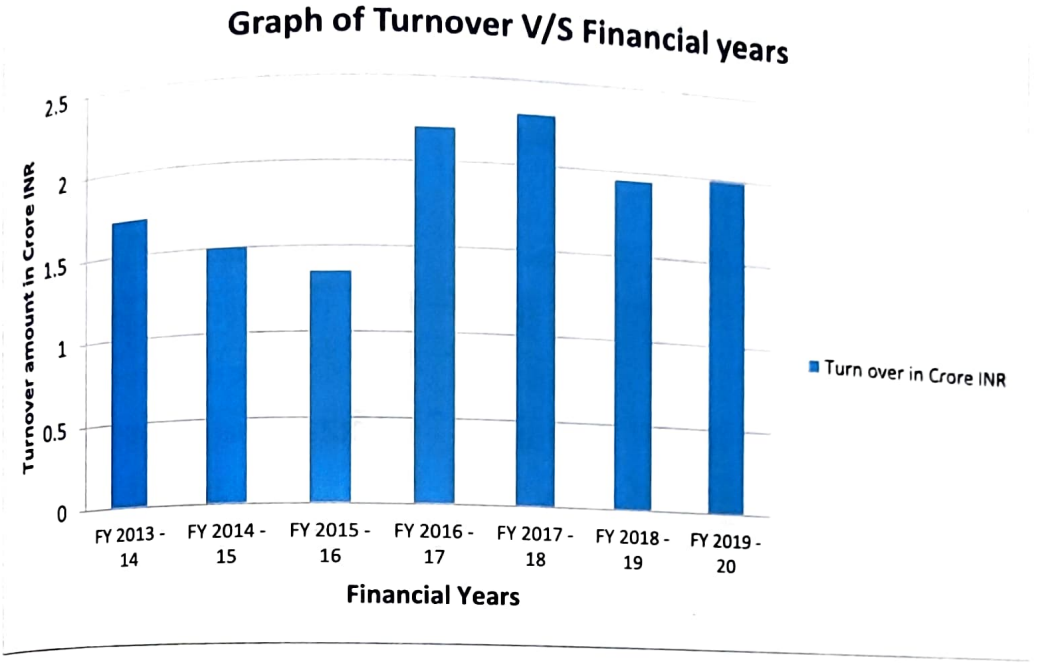

Chart 6.07: Graph of Turnover V/S Financial year

The above graph indicate total turnover amount of Maxima Centrifuge Controls.

3. End Customer :

There are 42 customer are attach to this organization the researcher have taken out top 10 customer which contribute most in total revenue of Maxima Centrifuge Controls and in below table researcher also showcased average month of payment for the above 10 customer

Sr.No	Customer Name	Average payment duration in month	Contribution in organization turnover in terms of percentage
1	Walchand Sugar Indusrty	3-4	12.7 %
2	EID parry	3-4	5.821%
3	Gularia Chini mill	6	3.21%
4	Simbholi sugar	6-8	3.01%
5	Shri Shri Rajaram SSK Ltd.	6-6.5	2.631%
6	Daurala Sugar	5-6	1.95%
7	Venkateshwar Power	4-5	1.89%
8	Mankapur Chini mill	3-4.5	1.231%
9	NSL Sugar	6	1.20%
10	Golagokharnath	2-3	1.02%

Table 6.08: Customer list

From the above table we can say that walchand Sugar industry is gaining highest contributing percentage and payment duration is also less as compared to other customers.

Let's analysis the above data in graphical format:

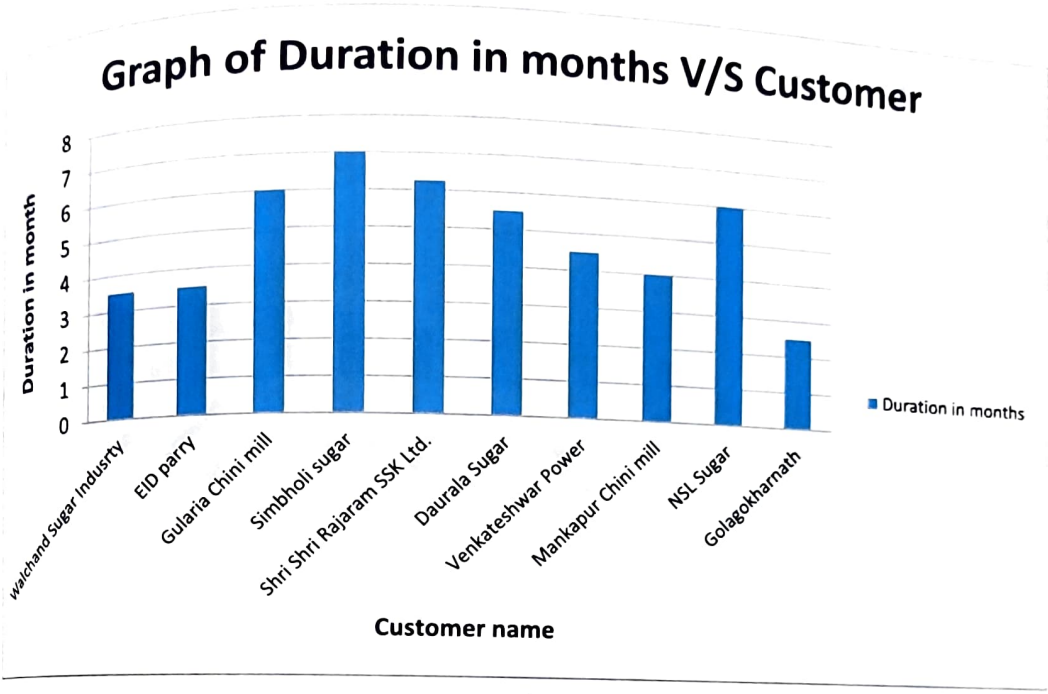

Chart 6.08 Graph of Duration in months V/S customer

From the above graph we can easily predict that Golagokharnath payment comes in record time of an average 2.5 months. While longest time is of Simbholi sugar which is having an average of 7 months.

Below we will see top 10 companies giving their contribution to Maxima Centrifuge Controls in graphical format.

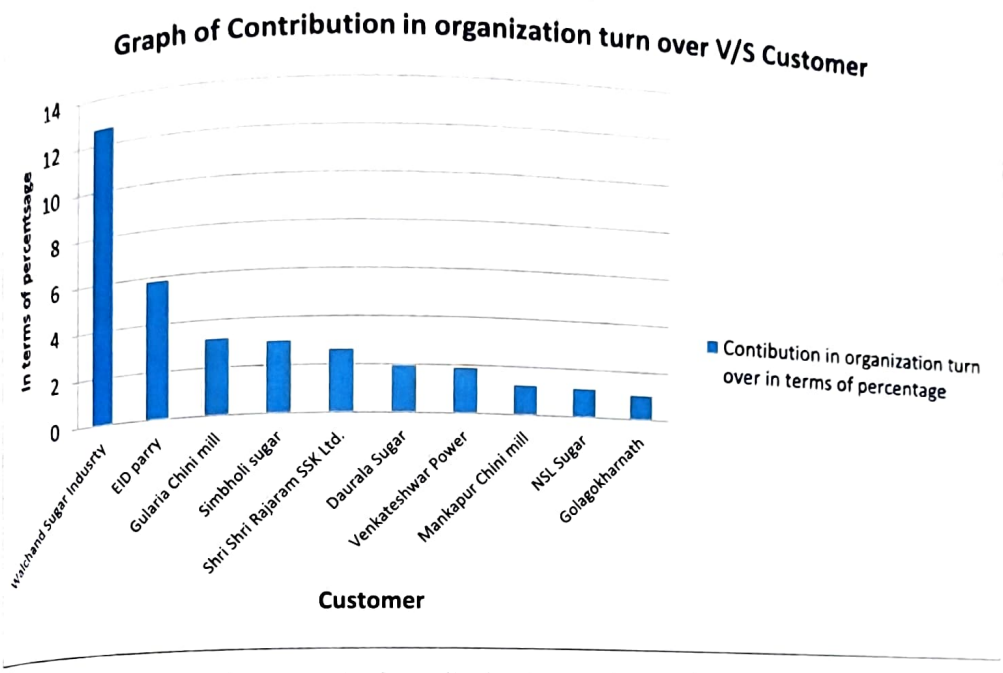

Chart 6.09: Graph of contribution in organization V/S Customer

From the above graph we can see that Walchand sugar Industry is contributing most i.e. around 12.5% and Golagokharnath is having lowest share i.e. around 1.02%

4. Mode of Payment –

As business and revenue model is linked with each other but still every customer which is attached to Maxima Centrifuge Controls chooses cheque on delivery mode of payment.

Hence each parameter in revenue model is been explained above.

CHAPTER VII

Finding

1. Walchand sugar industry is contributing 12.7% of total revenue generation of Maxima Centrifuge Controls.
2. Not providing any type of discount for its loyal customer.
3. With modified revenue model and reduced profit margin percentage still organization is getting higher profit value than previous one.
4. With introduction of Online marketing the sales of Maxima Centrifuge Controls have risen by 2 percentages.
5. Golagokharnath is having shortest payment duration i.e. 2 to 3 months while Simbholi sugar is having highest payment duration which is about 6 to 8 months.

CHAPTER VIII

Conclusion

Every organization should evaluate their business model and revenue odel every after 7 years, because with every year there is addition and reduction daters and creditors and if the organization uses its old business and revenue del for its operation then organization may achieve a steady profit but to crease in profit ratio or to expand business we have to modify business model d revenue model. With little change in business and revenue model organization eves more than expected profit and now-a-day most of organization is getting ze this concept and modifying their business model.

CHAPTER IX

Suggestion & Recommendation

- Special Discount should be provided to loyal customer so as to achieve more quotation.
- To maintain stock record software as like "Algiosoft" should be installed in organization.
- To prevent misuse of resource whole premises of organization should be under CCTV observation
- Use of additive and conventional manufacturing technique to reduce per unit production cost

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3. Paul Rouse & William Maguire & Julie Harrison, Revenue Management for Service Organization, Business Expert Press; Reprint edition (1 March 2011)
4. Philips, Pricing and Revenue optimization, Stanford University Press (5 August 2005)
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Websites:

1. https://en.wikipedia.org/wiki/Alexander_Osterwalder
2. http://www.investopedia.com/terms/b/businessmodel.asp
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4. https://www.indiamart.com/maximacentrifuge-controls/
5. http://www.maximacentrifugeindia.com/

ANNEXURE

Profit margin per unit model?

Expected Profit margin per unit model after modification?

Current working capital and record of previous 3 years?

Record of average monthly purchase and sales record?

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Class Roll No- 36
Name of Internal Guide – Prof.Prabhodhan Ulhas Patil
Name of External Guide – Deepak Madhukar Pagar

TOPIC – **Functional Business & Revenue Model for Maxima Centrifuge Controls**

NAME OF THE COMPANY – **Maxima Centrifuge Controls**

Sr.No	Date	Day	Work done by student
1	15/05/017	Monday	Induction
2	16/05/017	Tuesday	Induction
3	17/05/017	Wednesday	Tracing Basic Tally
4	18/05/017	Thursday	Training Basic Tally
5	19/05/017	Friday	Training Basic Tally
6	20/05/017	Saturday	Holiday
7	21/05/017	Sunday	Training Basic Tally.

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Sr.No	Date	Day	Work done by student
1	Monday	22/05/017	Record Maintenance of stock
2	Tuesday	23/05/017	Interview with Proprietor
3	Wednesday	24/05/017	Record Maintenance of sales
4	Thursday	25/05/017	Record Maintenance of Purchase
5	Friday	26/05/017	Purchase & Sales entry
6	Saturday	27/05/017	Holiday
7	Sunday	28/05/017	Purchase & Sales Entry

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Sr.No.	Date	Day	Work done by student
1	29/05/17	Mon	Interview with proprietor
2	30/05/17	Tue	Sales, Purchase Record
3	31/05/17	Wed	Allotment of Job work to vendor
4	1/06/17	Thur	Holiday
5	2/06/17	Fri	Allotment of Job work to vendor
6	3/06/17	sat	Holiday
7	4/06/17	Sun	Allotment of Job work to Vendor

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Sr.No	Date	Day	Work done by student
1	5/06/17	Monday	Entry of Bank statement in Tally
2	6/06/17	Tue	Entry of Bank statement in Tally
3	7/06/17	wed	Cross Verifying Bank Statement & Records
4	8/06/17	Thurs	〃
5	9/06/17	Fri	Pending bill's payment
6	10/06/17	Sat	Holiday
7	11/06/17	Sun.	Pending bill's payment

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Sr.No	Date	Day	Work done by student
1	12/06/17	Mon	Purchase bill issue Clearing.
2	13/06/17	Tue	Maintaing sales Rword
3	14/06/17	wed	Maintaing Sales Rword.
4	15/06/17	Thrus	Rate Finlisation with Vendors
5	16/06/17	Fri	Rate finlisation with vendors
6	17/06/17	Sat	Holiday
7	18/06/17	Sun	Maintaing Purchase Rword.

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Sr.No	Date	Day	Work done by student
1	19/06/17	Mon	Maintaing Purchase Record
2	20/06/17	Tue	Tax Filing at IDBI Bank
3	21/06/17	Wed	Paper work for Export (Nepal)
4	22/06/17	Thurs	Paper work for Export (Nepal)
5	23/06/17	Fri	Maintaing Record of Purchase & sales
6	24/06/17	Sat	Holiday
7	25/06/17.	Sun	Maintaing Record of Purchase & sales

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Sr.No	Date	Day	Work done by student
1	26/06/17	Mon	Interview with Proprietor
2	27/06/17	Tue	Maintaing with Sales & purchase Record
3	28/06/17	wed	Maintaing ~~of~~ sales & purchase Record
4	29/06/17	Thus	Maintain sales & purchase Record.
5	30/06/17	Fri	Maintaing sales & purchase Record.
6	1/07/17	Sat	Holiday
7	2/07/17	Sun	Leave

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Sr.No	Date	Day	Work done by student
1	3/07/17	Mon	Rate finalization with Vendor
2	4/07/17	Tue	Rate finalization with Vendor
3	5/07/17	Wed	Rate finalization with Vendor
4	6/07/17	Thurs	Maintaing Sales Record
5	7/07/17	Fri	Maintaing Sales Record
6	8/07/17	Sat	Holiday
7	9/07/17	Sun	Leave

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Sr.No	Date	Day	Work done by student
1	10/07/17	Mon	Maintaing sales & Purchase Record
2	11/07/17	Tue	Leave
3	12/07/17	wed	Pending bills discussion
4	13/07/17	Thurs	Maintaing sales & Purchase Record
5	14/07/17	Fri	Maintaing Sales & Purchase Record
6	15/07/17	Sat	Holiday

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