

# **INTERNSHIP REPORT**

On

Finance Domain at Trigger apparel limited

By

*Bakkialakshmi B (21MBA020)*

*Under the guidance of*

*Dr. D. SUSANA ASSISTANT PROFESSOR II*

*A PROJECT REPORT*

*Submitted*

*In partial fulfilment of the requirements for the award of the*

*Degree of*

**MASTER OF BUSINESS ADMINISTRATION**

**Kumaraguru College of Technology**

*(An autonomous institution affiliated to Anna University, Chennai)*

**Coimbatore - 641 049**

**JULY 2022**

## BONAFIDE CERTIFICATE

Certified that this internship report "Finance in Trigger Apparel Limited" for course completion of internship is the Bonafide work of **Bakkialakshmi B (21MBA020)** carried out the project under my supervision. Certified further, that to the best of my knowledge the work reported herein does not form part of any other project report or Internship on the basis of which a degree or award was conferred on an earlier occasion on this or any other candidate.



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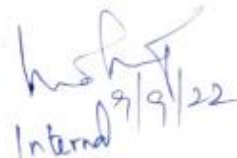
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Internal Examiner



9/9/22

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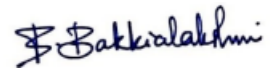
## DECLARATION

I hereby declare that this internship report has been undertaken for the academic purposes for the course submitted to Anna University in partial fulfilment of the requirement for the award of degree of Master of Business Administration. The Internship report is the record of the original work done by me under the guidance of **Dr. D. Susana**, Assistant Professor, KCT-BS during the academic year 2020.

I, also declare hereby, that the information given in this report is correct to the best of my Knowledge and behalf.

**Place: Coimbatore**

**Date: 09/09/2022**



**Signature**

## ACKNOWLEDGEMENT

I express my sincere thanks to our **Late Arutchelvar Dr.N.Mahalingam** and the **Management of Kumaraguru College of Technology Business School**, for giving me an opportunity to study in this esteem institution.

I offer my thanks to the Head of the Department **Dr. Mary Cherian, Department of Management Studies**, for granting this opportunity to have a widespread view and experience in the form of project work

I offer my sincere thanks to my guide **Dr D SUSANA, Assistant Professor, KCT-Business School**, for her full support and encouragement to me throughout the completion of the project.

I thank all my faculty members, my parents and my friends for their assurance and encouragement to complete the project successfully

**CERTIFICATE**

This is to certify that Ms.Bakkialakshmi B (21MBA020), MBA in Finance, KCT Business School, Coimbatore has worked under my supervision and guidance at Trigger Apparels Limited, Coimbatore during the span ranging from 13<sup>th</sup> June 2022 to 14<sup>th</sup> July 2022. She took a keen interest in learning and her character and conduct were found to be good.

For TRIGGER APPARELS LIMITED



Authorized Signatory

14/07/22

(S. MANIKANDAN)  
A/M

TRIGGER APPARELS LIMITED  
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# CHAPTER I

## 1.1 OBJECTIVE OF THE INTERNSHIP

The main objective of this internship program is to get a practical insight into the real-life activities of financial sectors and be prepared for practical work experience by gaining practical knowledge and ideas about corporate operations in the financial area. The main objectives are:

- To gain knowledge on the various aspects of Corporate Finance – Accounting cycle, financial statement analysis, and the key financial functions of an organization along with knowledge of organization structure.
- Also to find the scope of improvement in any of the financial area or process of the company.
- To enhance communication, interpersonal skill and adaption of the work environment through direct interaction with the official members and by working along with them.

## **CHAPTER II**

### **2.1 BACKGROUND OF THE INDUSTRY**

The content is being retrieved from the source “Invest India- Industry Scenario”

The textiles and garments industry is expected to reach \$190 bn by 2025-26 from \$103.4 bn in 2020-21.

The textiles and apparel industry in India has strengths across the entire value chain from fiber, yarn, fabric to apparel. The Indian textile and apparel industry is highly diversified with a wide range of segments ranging from products of traditional handloom, handicrafts, wool, and silk products to the organized textile industry in India. The organized textile industry in India is characterized by the use of capital-intensive technology for the mass production of textile products and includes spinning, weaving, processing, and apparel manufacturing.

The domestic textiles and apparel industry stood at \$150.5 bn in 2019-20.

Cotton plays a major role in sustaining the livelihood of an estimated 5.8 mn cotton farmers and 40- 50 mn people engaged in related activities such as cotton processing and trade

India registered \$ 41 bn in textile exports in CY 2021, with a CAGR (2.7) marginally higher than the global average

The domestic industry is highly dependent upon Imports of apparel-grade wool. This makes the domestic Industry dependent on imports. India is importing raw wool from many countries. The top four import markets are Australia, New Zealand, China and Turkey

The domestic apparel & textile industry in India contributes 5% to the country's GDP, 7% of industry output in value terms, and 12% of the country's export earnings. India is the 6th largest exporter of textiles and apparel in the world.

India is one of the largest producers of cotton and jute in the world. India is also the 2nd largest producer of silk in the world and 95% of the world's hand-woven fabric comes from India. The Indian technical textiles segment is estimated at \$16 bn, approximately 6% of the global market.

The textiles and apparel industry in India is the 2nd largest employer in the country providing direct employment to 45 million people and 100 million people in allied industries.

- FDI in the textiles and apparel industry in India has reached up to \$3.9 billion by December 2021
- India's exports of textiles and apparel are expected to reach \$100 bn in the next 5 years, growing at a CAGR of 11%
- To double the Indian textile and apparel industry size to \$190 bn by 2025-26, 7 mega textile parks have been planned
- The Indian technical textiles market was estimated at \$17.6 bn in 2020-21 and grew at a CAGR of 10% from 2015-16
- The domestic technical textile market for synthetic polymer was valued at \$7.1 billion in 2020 and is projected to reach \$11.6 billion by 2027, growing at a CAGR of 7.2%, while the technical textile market for woven is expected to grow at a CAGR of 7.4% to \$15.7 bn by 2027, up from \$9.5 billion in 2020.
- India has a share of 4% of the global trade in textiles and apparel.

## **2.2 MARKET SIZE**

This Content is retrieved from “The Indian textile and apparel market Industry trends, growth, opportunity and forecast 2022-2027”

The Indian textile and apparel market reached a value of US\$ 151.2 Billion in 2021. Looking forward, IMARC Group expects the market to reach US\$ 344.1 Billion by 2027, exhibiting a CAGR of 14.8% during 2022-2027.

- Market-based on applications is Clothing Textiles, Technical Textiles, Fashion Textiles, Home-Decor Textiles and Other Textiles.
- Market-based raw materials are Natural Fibres and Man-Made Fibres.
- Market-based product types are Yarn, Fabric, Fibre and Others.
- Market-based on states are Maharashtra, Uttar Pradesh, Tamil Nadu, Gujarat, Karnataka and Others. On a regional basis, Maharashtra represents India's largest textiles and apparel market.

## **2.3 MAJOR PLAYERS**

The content is being taken from “Top 10 Garment manufacture in India”.

The major player in the garment industry are

- Alok Industries
- Arvind Mills
- Vardhman Textile
- The SEL group
- Himatsingka Group
- Welspun India
- Trident
- JBF Group
- Page Industries
- KPR Mills etc.

## **2.4 GOVERNMENT POLICIES AND REGULATIONS**

This content is taken from the source “Policies That Led to The Growth Of Textile And Garment Industry In India”.

The Vision 2023 Tamil Nadu report imagines a 14% yearly development in the assembling area and a speculation of Rs.15 lakh crore in the following 10 years.

To accomplish the development targets fixed for the separate monetary markers, the formulation of a new policy for the textile sector has become imperative.

- Amended Technology Upgradation Fund Scheme for textiles industry (ATUFS). The Central Government will give a 15% endowment to the piece of clothing, clothing and specialized material areas. Other sub-areas will get a 10% endowment for upgradation.
- Scheme for Integrated Textile Parks (SITP). The government of India (GoI) has conceded up to 40% of the venture cost subject to a roof of Rs. 40 crores. A sum of 59 material parks have been endorsed under SITP by the Ministry of Textiles out of which 22 material parks have been settled and the rest are under different phases of development.
- National Textile policy 2000, “The National Textile Policy 2000 was framed about 13 years ago. Since then, the textile industry has experienced various modifications on the domestic and international front. Recently, the updated draft for this policy was formed which ensures to employ 35 million by attracting foreign investments. The government is highly focused on establishing a modern apparel garment manufacturing hub in every North Eastern state for which it has invested an amount of US \$ 3.27 million”.
- Foreign Direct Investment (FDI), “the Textile and apparel sector in India have one of the most liberal investment policies for foreign investments. Through Automatic Route 100 per cent foreign direct investment (FDI) is allowed in India.

Automatic Route says that the non-resident investor or the Indian company do not require any sort of approval from the Government of India for the investment. With the arrival of FDI, India increased to \$55.56 billion in 2015-16, \$60.22 billion in 2016-17, \$60.97 billion in 2017-18 and in 2018-19 India noted its highest ever FDI inflow of \$62.00 billion. Moreover,

India has been able to attract more than \$74 billion in investments across sectors during 2019-20”.

- SAATHI Scheme, SAATHI (Sustainable and Accelerated Adoption of efficient Textile technologies to Help Small Industries). “Under this initiative, Small and Medium Power loom units will be provided with energy-efficient power looms, motors and rapier kits at no advance costs by Energy Efficiency Services Limited (EESL), which is a Public Sector Undertaking under the Ministry of Power”.
- Merchandise export from India Scheme, “The Government of India has introduced Exports from India Schemes through the Foreign Trade Policy (FTP) 2015-20 with came into effect on 1st April 2015. Merchandise Exports from India Scheme (MEIS) and Service Exports from India Scheme (SEIS) are the two schemes for the export of merchandise and services which has been designed with the goal of making India’s export products more competitive in the global markets”.
- Scheme for Capacity Building in Textiles Sector (SCBTS), “This skill development scheme named ‘Scheme for Capacity Building in Textile Sector (SCBTS)’ was approved by the Cabinet Committee on Economic Affairs (CCEA) in 2017 with an expenditure of Rs 1,300 crore from 2017-18 to 2019-20. The programme aims at the skill development of 10 lakh youth by 2020 which covers the entire value chain of the textile sector except spinning and weaving”.

For the last several years, 9 to 10% of the disposable income goes into the purchase of garments and textiles in items like house finishing, drapers, tapestries and the like.

Export of garments and accessories from India are routed to all corners of the world. However, the USA, EU and Canada together account for 70% of world

exports. Markets in Asia, Africa, East Europe, Australia, New Zealand and countries in the Pacific Ocean account for the rest.

Immediately after the cessation of ATC (Agreement on Textiles and Clothing) in December 2004, limiting exports of textiles and garments from India, there was a 25% spurt in exports of garments in the following year. This has since slowed down to around 10%.

## **2.5 RECENT TRENDS IN THE INDUSTRY**

This content is taken from “Top 9 fashion and apparel industry trends for 2021”.

- **e-commerce continues to grow**, e-commerce was already becoming the norm before the pandemic, so some businesses were able to survive by shifting towards e-commerce almost exclusively. Currently, there are not many advantages for businesses to revert back to selling in brick and mortar storefronts, so it is likely that e-commerce will continue to grow.
- **Clothes become genderless**, and the idea of gender and the “norms” surrounding these constructs are evolving. Many cultures are blurring the lines and people are beginning to wear clothing that they feel comfortable in rather than what has been designated to them based on their sex. This has sparked the creation of more genderless clothing.
- **Increase in sales of comfortable clothing**, COVID-19 has changed the way that many people live. Since people have been stuck at home, there is been a significant increase in sales of athleisure<sup>1</sup> and loungewear. In March of 2020, there was a 143% increase<sup>2</sup> in pajama sales. By the last quarter of 2020, many fashion retailers began to recognize that comfort had become key. They arranged their campaigns to emphasize the most comfortable items available.
- **Ethical and sustainable buying behavior**, in recent years, more public figures have brought attention to social issues that are related to the fashion industry, specifically when it comes to fast fashion. People buy more

clothes than they need, and billions of tons end up in the trash every year. To combat this waste, some people are leaning towards brands that either make high-quality products that are meant to last for a long time or those that use recycled materials to create their clothing. As people continue to make lifestyle shifts towards sustainability and the like, these trends could likely carry on for years to come.

- **The growth of “ReCommerce”**, Over the past year, “ReCommerce” has become more popular. This refers to buying used clothes from a thrift store, consignment shop, or directly from a seller on the internet. Consumer-to-consumer marketplaces like LetGo, DePop, OfferUp, and Facebook marketplaces have certainly facilitated the “ReCommerce” trend.
- **Payment plans become available**, and many retailers are giving consumers the ability to make after-purchase payments. For example, a buyer could place a \$400 order and only pay \$100 at the time of purchase then pay the remaining balance in equal payments over the next three months. This “Buy Now, Pay Later” (BNPL) approach allows consumers to spend money that they do not necessarily have. This started among lower-end fashion brands, and it is creeping into the designer and luxury space.

## **2.6 CHALLENGES FACED BY THE INDUSTRY**

This content is taken from, “The problems faced by the garment industry”. All manufacturing industries deal with various challenges and issues in their product manufacturing processes. The garment industry is not an exception. Like other industries, it has to face everyday challenges while making garments to meet consumers’ demands.

- **Raw-Material Issue**, due to various reasons such as incorrect knowledge of available stock, inaccurate knowledge of exact requirements during the production phase, natural disasters, and geopolitical instability,



manufacturers don't get raw materials on time. If they get either the quality of the materials is worse or the number is insufficient. As a result, they face issues with material sourcing and shortages.

- **Inventory Management Issue,** It is important to get full control and visibility of the inventory to track the stock and the quantity of the order and to understand when the stock needs to be refilled to run the business operations properly. But many garment manufacturers still follow the outdated inventory management method using plain Excel files.
- **Production Delays,** Production delays are common in the garment industry. Human errors, inefficiency in the supply chain, slow production, outdated manufacturing processes, and lack of transparency are some of the reasons that the garment industry is still dealing with unnecessary production delays.
- **Order Processing Issue,** the order passes through a lengthy and unique process in many ways. From preparation to finishing the products to meeting quality approvals, there are various challenges that garment manufacturers face in order processing. Half-baked products lying in the warehouse to be sent to the next jobber or improper follow-ups with jobbers for receiving goods delay things in general.
- **Garment Defects,** Garment defect is another big issue for garment manufacturers. After finishing the product, several defects are found on garments like loose buttons, holes, stains, discoloration, inappropriate trimming, poor ironing, loose thread, etc. All these happen due to poor communication, improper cutting, trimming, improper handling of the parts of the garments, etc.
- **Price fluctuation,** the price of the garment will fluctuate depends on the season, area and competition.

## **CHAPTER III**

### **3.1 HISTORY**

Established in 1994, Trigger is known for contemporary styling and quality imbued with passion and creativity. We have always evolved with the times and carry an array of jeans, shirts, trousers, and tees for every size - a phenomenal collection for customers to choose from today.

The trigger is the premier destination for the latest styles in denim and other high-quality, affordable, men's apparel. As a subsidiary of KG Denim Ltd, we aim to become India's leading manufacturer of comfortable & trendy jeans and provide our customers with the highest quality garments and service.

### **3.2 FOUNDERS VISION, MISSION AND VALUES**

CEO – Kalai Vanan

#### **Mission**

To provide our customers with High-Quality Garments and Service. Suitable production Quantity, along with the best value for money. Customer satisfaction is our primary goal.

#### **Quality Policy**

Quality is committed to nothing less than total customer satisfaction. This means meeting customer requirements by doing it right the first time and every time.

#### **Vision**

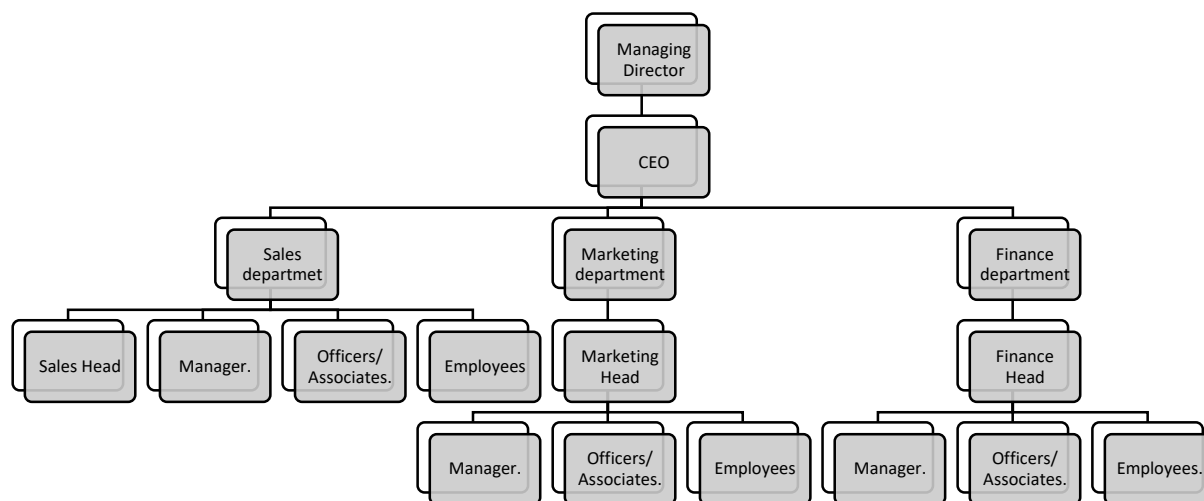
Trigger's vision is to become India's leading Jeans manufacturer that is comfortable, trendy & value for money.

### 3.3 GOVERNANCE

DIRECTOR/SIGNATORY NAME	DESIGNATION	APPOINTMENT DATE
SURINDER CHHIBBER	Director	08-02-2007
SRIKRISHNADESIKAN	Director	27-10-2005
KRISHNAKUMAR	Director	28-01-2013
RAVALI SRIDHAR KANDASAMI	Director	01-04-2015

*Table 1: Governance*

### 3.4 ORGANIZATION STRUCTURE



*Figure 1: Organization Structure*

### **3.5 PRODUCT AND SERVICE**

Among the different advances set up, one of the most significant is the change of the brand, from a pants brand to a way of life brand. Under this technique, Trigger is presently going to add innerwear, womenswear, children's wear, and design accomplices to its stores. In this expansive item container of the organization, there will be gender neutral sorts of items as well. "We need that the whole family ought to come and shop from our store. They ought to get items better than their assumption. Cost, great plan and nature of the items, as additionally administration at the store, everything ought to dazzle them". The organization did many overviews in such manner and afterward chose to make this strong stride.

With the more extensive item offering, the organization is likewise solidifying its circulation framework and more push is presently on the EBO model. Also, the conviction behind this move is the obligation to serve the client better and give the legitimate feel and happy with shopping experience. The organization emphatically feels that the EBO design is as yet the most effective way to contact the purchaser. As of now, it has 100 EBOs across India, for the most part in the southern piece of India.

The organization has further developed a ton on the item level without expanding the cost, so presently clients get elite pieces of clothing at a fair rate. The item improvement group is investigating new choices in sews and for that, a portion of the merchants in Vietnam as well as in India are in their touch. In the following couple of months, there will be considerably more assortment in Trigger's sew based items. Likewise, improvement is additionally occurring in stock administration and for that, the centre is to grasp clients' always changing necessities and conduct. To accomplish this goal, the brand's group has invested some parcel of energy to comprehend purchaser conduct and their purchasing behaviour's.

Upgrades are not just occurring in the retail and front-finish of the business yet additionally at the shop floor level where Trigger, with its cutting edge fabricating unit of in excess of 300 sewing machines, has accomplished positive outcomes. One of them is fascinating. As of late, the HR group of the organization had many directing meetings with its labourers and the thought was to decrease non-appearance. These meetings to generate new ideas, preparing for managers, shop floor information investigation, and investigating drives to distinguish explanations behind truancy at last assisted it with expanding the participation rate by 10%. Presently the normal participation pace of the labourers is almost 93%. About clothing trade, the emphasis is on quality and on-time conveyance. The organization additionally prevailed with regards to adding new business sectors and more purchasers with the assistance of these in-house drives and forceful showcasing.

Clothing structures an indispensable piece of denim handling. Furnished with laser/ozone completing capacities and with the taking care of limit of north of 2,50,000 pieces each month in clothing, the organization offer a large number of washes including shade, sulphurs and receptive coloring. It gives a significant push to feasible washing and hopes to upgrade creation innovation on this front.

### **3.6 MARKET SIZE, MARKET SHARE AND MARKET POSITION**

#### **MARKET SIZE**

- Market size varies based on the state, for example, Kerala is a state which is smaller when compared to the other states that trigger having their business. Where in this state the trigger products and their fabric, fit and also are liked by the Kerala people. Hence the trigger has its business is about 5-6 crore in Kerala.

- The trigger is having their business in Uttar Pradesh, where the people there are having an issue with the price of the trigger product. Also, the jean fit is not suitable for the people there hence the business in that state is around 1 crore.
- So larger states won't have big businesses and small states won't have small businesses, this can't be predicted. It will vary.
- Sale is not predicted based on the size. Where Bangalore people who are almost working in the IT sector but they go for the discounted products.
- Trigger Apparel Limited has their business in the states but after Covid, their business has come down.
- Currently Trigger is having their business in 6 states Andhra Pradesh, Bihar, Telangana, Odisha and Tamil Nadu.

## **MARKET SHARE AND MARKET POSITION**

- Trigger Apparels Limited is a Non-govt company, incorporated on 30 Jul, 1999. It's a public unlisted company and is classified as a 'company limited by shares. The company's authorized capital stands at Rs 500.0 lakhs and has 90.0% paid-up capital which is Rs 450.0 lakhs.
- Trigger brand of jeans is positioned as a trendy high-quality brand extensively available offering the best value. The garments division has 15 offices in the country and two distributors in West Asia and Sri Lanka. Trigger and Trevi brands are brought to the consumers through its 10 exclusive showrooms and over 3000 multi-product garment retail outlets across the country. We will have Trigger Passion Junctions, exclusive space, in 250-300 of these shops making visibility and accessibility to the consumers.

### 3.7 SWOT ANALYSIS

<b>STRENGTH</b> <ul style="list-style-type: none"><li>➤ More than 20 years of history and experience of garment industry.</li><li>➤ Having different type of sales outlet</li></ul>	<b>WEAKNESS</b> <ul style="list-style-type: none"><li>➤ Weak technology management.</li><li>➤ Weak in the ecommerce sector.</li><li>➤ The brand awareness and advertisement is weak.</li></ul>
<b>OPPORTUNITIES</b> <ul style="list-style-type: none"><li>➤ Scope to be established and entered in all modes of business like EBO, MBO etc.</li></ul>	<b>THREATS</b> <ul style="list-style-type: none"><li>➤ To enhance competition from other cities in India and also from other countries.</li><li>➤ Rapid technological growth in this competing world.</li></ul>

*Table 2: SWOT Analysis*

## **CHAPTER IV**

### **4.1 JOB DESCRIPTION AND EXPECTED DELIVERABLES**

- Ensure accurate booking and invoice control.
- Apply business and accounting knowledge to make sense of the transactions and challenges when necessary.
- Working on the journal entry and ledger.
- Entry of the debited amount in excel by using the software called SALT and by the Bills given.
- Cross-checked the Order place and the receivable
- To check whether the Debit notice and Credit notice are being given accordingly.
- To check the Percentage of the GST is entered in check.
- Also to cross-check with the total and the Cheque amount that is pined.



## **CHAPTER V**

### **5.1 NATURE & DETAILS OF THE TRAINING PROVIDED**

The overall Process of the Business that is trigger doing is been explained and worked along with them

Trigger Apparel Limited

Finance area there are Five members working

1. Finance Head
2. Assistant of Finance Head
3. Accountant
4. EBO outlet officer
5. GST officer

The observation is been made on each of them for a certain period of time to gain knowledge and to learn the work.

#### **SALT SOFTWARE**

SALT is the software that the trigger company is using, it is like a tally. They have been building software of their own. I have been given access to this software and learned the output that the software is giving.

Zimbra is the mailing tool that has been used.

In the SALT software, it created a separate folder for each thing like EBO Leger GST, outstanding etc., for each of them the software is been created in a folder separately.

#### **EXCLUSIVE BRAND OUTLET (EBO)**

EBO outlet Officer – Mr Mohan

Accounting for the Data in Excel by Cross-checking each EBO outlet agreement with the data that is been entered in the salt software id done under him.

### **ACCOUNTANT**

Under the Accountant, the journal entry and leger have been learned.

Observation of data entry in the SALT software for the leger creation is done.

## **CHAPTER VI**

### **6.1 INPUT**

#### **TRADING BUSINESS**

##### **SALES**

This company has their own manufacturing unit but they order their own product from the vendor and make the trading.

There are 4 types of channels happening in this company

1. Distribution
2. EBO – Exclusive Brand outlet
3. Retail Stores.
4. LFS-Large format store.
5. E-commerce

##### **1. Distribution**

It is a multi-brand outlet (MBO), The company will fix the marginal price and will give the unit of product to the distributor and then the distributor will sell it at their own cost with the maximum retail price.

The distributor should pay the payment within 30/60/90 days

This distributor can sell the other brand outlet also, once they give the product/outlet to the distributor company won't involve in the way they are selling it etc. But they will have some agreement regarding the payment period brand towards the market etc.

## 2. EBO- Exclusive Brand outlet

This type of outlet only sells one company product. Trigger apparel is also involved in this business. Even though they sell only our product they will take of the expense they are involved in.

The expenses are like,

- Rent
- Salary
- EB
- Other expenses.

Other than the distributor this EBO has some benefits from its perspective. The EBO showroom can return the stock if it can't sell that particular stock. They will return those stocks to the company.

This showroom will get the commission they won't be getting paid prior to or after the sales. Mostly they would get the maximum percentage of the 35% from the sales as their commission.

### EBO Agreement

- They have their EBO in six states – Andhra Pradesh, Bihar, Maharashtra, Telangana, Odisha and Tamil Nadu.
- They have 100+ outlets (franchises). And all the expenses will be handled by the franchises.
- Salary, Rent, Electricity bills, Telephone, Service tax, and other taxes will be on account of the franchises.
- The security deposit will be made by the franchises and the amount will be based on the franchises, this can be claimed at the end of the agreement or the early termination.

- The commission price will be around 35% of the RRP (Recommended Retail Price)/ Net sale.
- If a discount is being offered in the store, then only 25% of the RRP/ net sale will be the commission. (Net sale = invoice value – GST).
- Advertisement and promotion expenses are on the brand/company.
- The banner and the board will be kept for display in the store at a particular which will have great visibility within the 15 days of the agreement.
- Inspection can be made by the company or brand that made the agreement at any time.
- The brand/ company(trigger) will have the power to have the other outlet near the already placed outlet.

### 3. RETAIL STORES

The company sell their own brand in their retail stores. The expenses are on their own. The expenses are,

Salary

Transportation

EB etc.

Here the company can sell their product in MRP and even at a discount for the sales and marketing of the product.

### 4. LFS- LARGE FORMAT STORE

Large-format stores are the stores where they sell all kinds of brands of their own will. But each brand owner should carry the expenses on their own (Trigger). Even the staff should be sent by the brand owner here I am speaking about Trigger Apparels Limited.

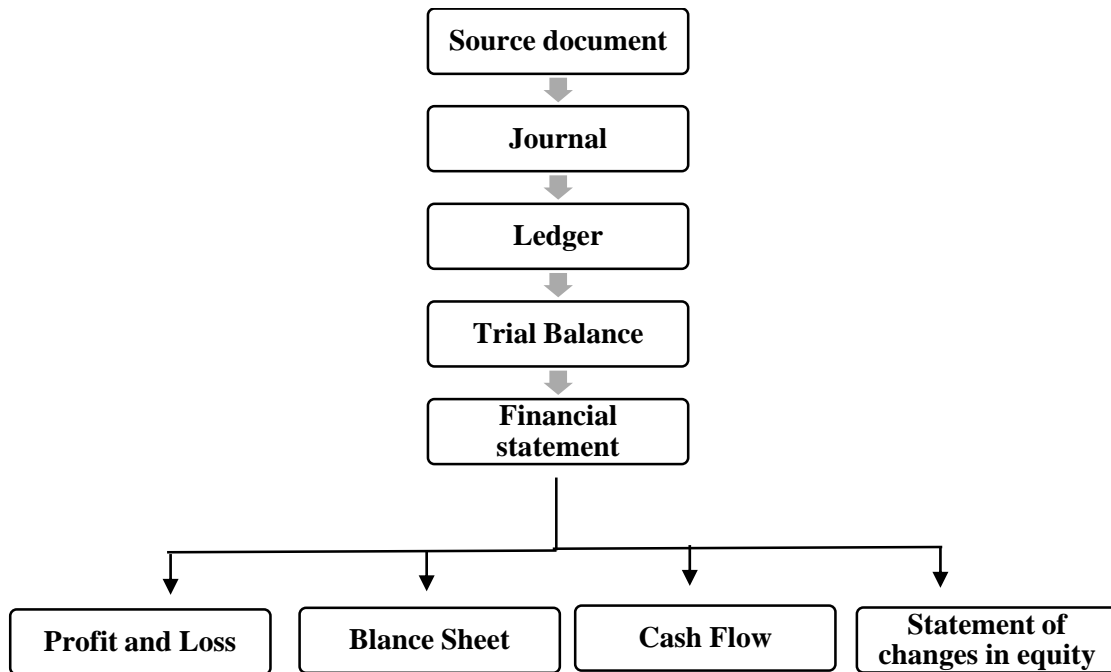
An Example of the LFS- is V-mart, Reliance

The above-mentioned Example is the LFS of Trigger Apparels Limited.

## 5. E-commerce

- They have their e-commerce website.
- The main domain of the website is Shopify.
- DropBox is the site that is used for image sharing from the models. And the image will be shared in the link format only. Mostly they have contacted the models in Bangalore.
- Currently Trigger Apparel limited is having business with Ajio. 10% commission will be taken by Ajio and then an invoice will be sent by them to Trigger.
  - Shipping charge will be there for the B to C, whereas the shipping charge will not be there for the B to B.
- Linking of the domain and bank that is Shopify and Paytm, API (Application programming interface) is used.
- Shiprocket – is a site which is used to do the delivery and courier of the products.
- Market fee – commission + collection + shipping + reverse shipping + TDS +GST.

## 6.2 PROCESS OF ACCOUNTING

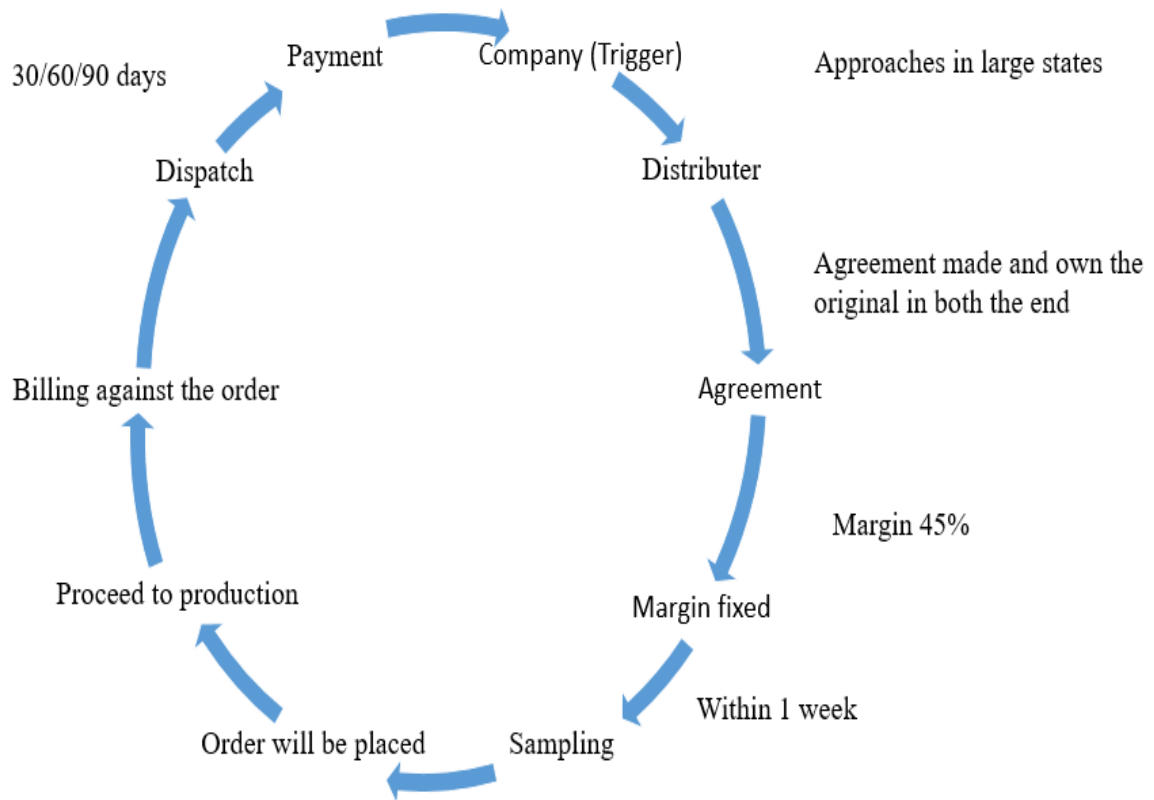


*Figure 2: Process of Accounting*

It is the evidence of the transaction; it has important information about the transaction. The Source document contains The name of the party, the amount paid, the date etc.

The source Document is like – vouchers, Bills, Bank statements etc. This proves that the transaction is been made.

## 6.2.1 MULTI BRAND OUTLET (MBO)



*Figure 3: Multi Brand Outlet*



## 6.2.2 EXCLUSIVE BRAND OUTLET (EBO)

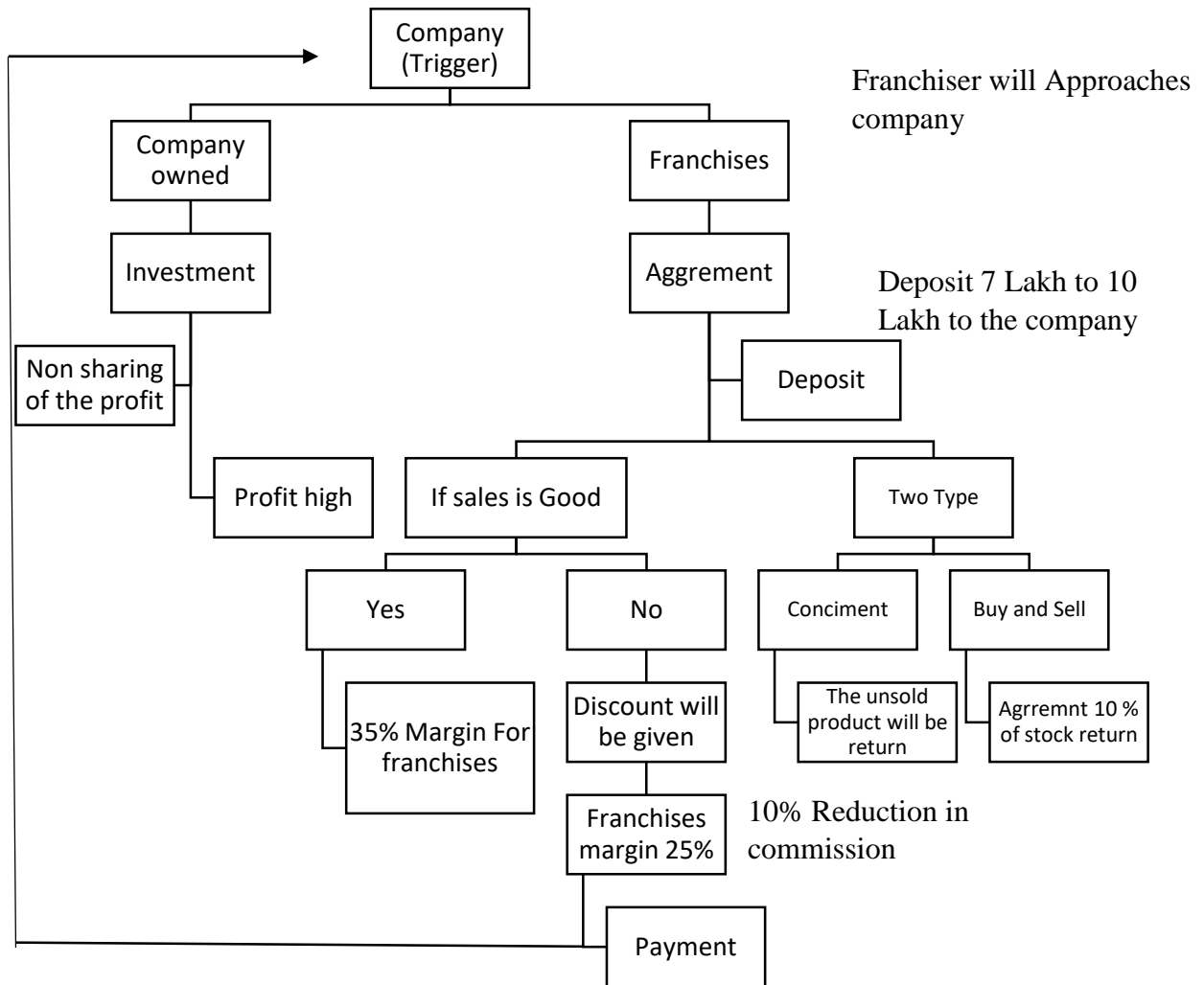


Figure 4: Exclusive Brand Outlet

### 6.23 LARGE FORMAT STORE (LFS)

LFS and EBO have the same process but the approaches are varied. The company need to send the message or application to the LFS. The LFS will sect the company.

### 6.2.4 E-commerce

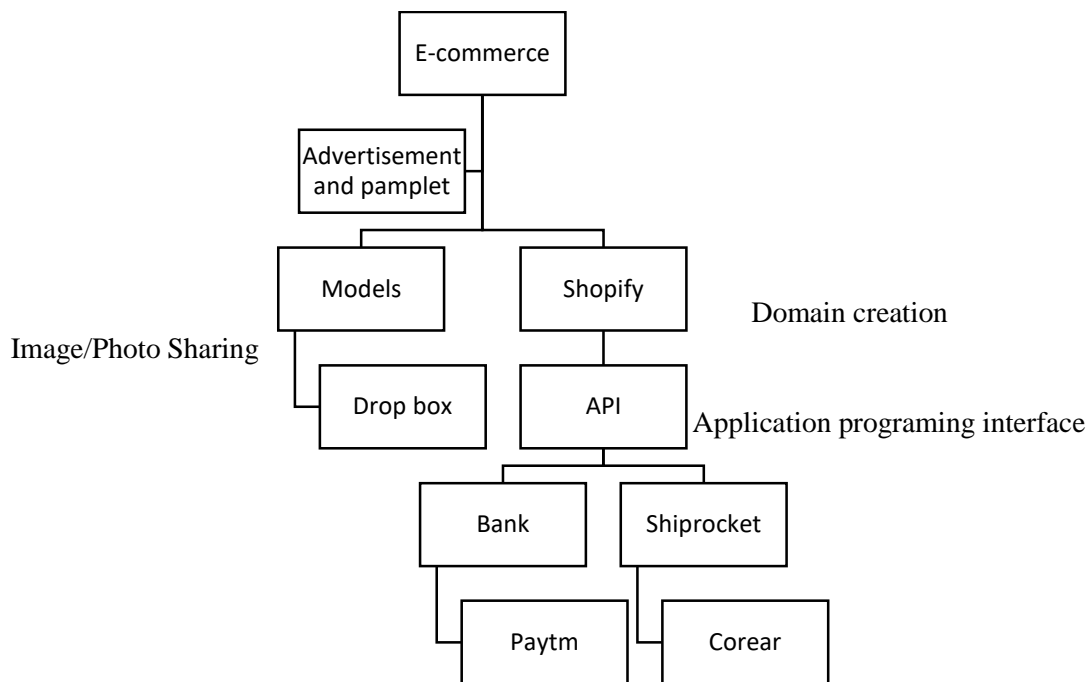


Figure5: E-commerce

### **6.3 OUTPUT**

- To make the data available for the future process of accounting.
- Learnt to use management software
- Learnt to work on invoice module and maintaining the receipts
- Learned about the process and order cycle
- Learnt about the TDS and GST
- Learnt to work on pending orders and payments
- Learnt to place the orders for dealers

### **6.4 CHALLENGES AND CONSTRAINTS**

There were many challenges in this world to lead a business successfully. As trigger apparel is already being there for 25+ years. The challenges that this business faces during the year will be many. But now the biggest challenge that most businesses face is the post-COVID pandemic effect, which is an unexpected challenge that has been faced by everyone. The challenge that trigger Apparel limited is facing in my view is the company is in the overcoming process of the effect that caused due to pandemic. The pandemic's effect made the business closed in four states. The constraint that triggers having is that the brand is not established among the youngsters. It needs more advertisement to get established.

### **6.5 SUCCESS STORIES**

To be in the market every business needs to succeed in its own way, which should ultimately achieve its objective, mission and vision. Trigger apparel limited is been established in certain business outlets but recently they tried to have a new set of business outlets which is Large format stores. The company has gained many new contacts in the business world and also attracted new customers. The

LFS mode of business brought the company a huge profit hence the company is currently working on this.

## **6.6 EXCEPTED OUTPUT VS ACHIEVED OUTPUT**

By doing this internship the output that I expect is to have a new contact and experience in the work environment and also to get clarity of the work world. From the learning perspective, to gain basic knowledge about finance and the working outlet that is going on in the daily process so that I can find the area in which I can expertise. Also about the company learnings, I would like to know about the process flow of the company and to find out whether there is a gap of improvement is need in the company. All these have been achieved through this internship.

## **6.7 DEVIATION ANALYSIS**

- The chance of using their SALT Software was not allowed to use it fully to learn more about it.
- There were certain things that we could not learn from them because they can't disclose about their data's.

## CHAPTER VIII

### 8.1 CRITICAL OBSERVATION & RECOMMENDATION FOR THE PROCESS IMPROVEMENT

The company has many business outlets and has business in a few states. Although the company is being in the market for 25+ years it is not popular enough among young people. The product that they produce is mostly for young people over the age of 18-40. They were also focused on only men's garments. They did not include the child and women hence they cannot establish among customers. Mostly they lose the family people who go shopping. Most of the won't have time to go to different shops to buy a dress for their family. Since it is only focused on men they are losing the group of customers.

Also, the brand name is not popular enough in cities. They are not having their outlet in all the cities even though they go to different states they haven't covered all cities in a state.

The major Recommendation that I would prefer is,

- Advertisement is majorly needed so that the brand can become popular. The budget they are estimating and allotting for the advertisement and promotion needs to be increased.
- Varieties in the types of cloth are needed. So that company can cover all types of people and expand their target people.
- Expand the brand to both genders
- Increase the focus of the customer type based on age
- Open the brand outlet in all major cities, so that company can gain popularity.

## **CHAPTER IX**

### **9.1 OVERALL LEARNING AND EXPERIENCE**

The learning has been done in many ways through this internship both skill and knowledge-wise.

The company gave me a new opportunity to get to know about the working world in the finance area and the seriousness of the daily work they have been doing also the way of thinking in a different kind of situation of the employee is been observed and learned from them. Gained basic knowledge about the overall outlet of the process in the company.

## **ANNEXURE**

1. *The content is being retrieved from the source “Invest India- Industry Scenario”, <https://www.investindia.gov.in/sector/textiles-apparel>*
2. *“The Indian textile and apparel market Industry trends, growth, opportunity and forecast 2022-2027”, <https://www.imarcgroup.com/indian-textiles-apparel-market>*
3. *“Top 10 Garment manufacture in India”, <https://okcredit.in/blog/garment-manufacturers-in-india/>*
4. *“Ministry of India”, <http://texmin.nic.in/policies>*
5. *“Top 9 fashion and apparel industry trends for 2021”, <https://seller.alibaba.com/businessblogs/pxj79hm8-top-9-fashion-and-apparel-industry-trends-for-2021>*
6. *“Lower export demand, rise in costs to hit home textile makers”, <https://economictimes.indiatimes.com/industry/cons-products/garments/-textiles/lower-export-demand-rise-in-costs-to-hit-home-textile-makers/articleshow/92528663.cms>*
7. *“Policies That Led to The Growth Of Textile And Garment Industry In India”, <https://textilevaluechain.in/news-insights/policies-that-led-to-the-growth-of-textile-and-garment-industry-in-india/>*

## MONTHLY LOG SHEET

Name of the student:	BAKKIALAKSHMI B	Register Number: 21HBA020
Domain	FINANCE	Faculty Guide: DY.D.SUSANA
Name of the Organization:	TRIGGER APPARELS LIMITED	
Date of Joining	13/06/2022	
Name of Company Guide	S. MANIKANDAN	Designation - AGM
Contact No		Email ID



Week -1	13.06.2022 to 18.06.2022
13.06.2022	Orientation and get joined in the company
14.06.2022	Introduction about the company
15.06.2022	learned about the Business that trigger is doing
16.06.2022	Basic terms in finance is learned
17.06.2022	learned about Organization and its structure
18.06.2022	Came to college
Week -2	20.06.2022 to 25.06.2022
20.06.2022	Agreement for the import of the product is been studied
21.06.2022	The agreement is studied and found the flaws in it
22.06.2022	The Discussion about the agreement with the Agent and Decision is made
23.06.2022	Get to know about the Software that the company is using
24.06.2022	learning of the SACT software and observed the work
25.06.2022	Bills and receivable were given to know about it
Week -3	27.06.2022 to 02.07.2022
27.06.2022	cross checked the details that are entered in SACT software
28.06.2022	Cross check the debit and credit Notice
29.06.2022	learned about the company process
30.06.2022	learned about the company's outlet and got the Introduction into
01.07.2022	Attended college for NMC program.
02.07.2022	Came to college
Week -4	04.07.2022 to 09.07.2022
04.07.2022	Mid Review
05.07.2022	Excel Spreadsheet is been Created for EOB outlet
06.07.2022	Introduction and Detail Explanation about EBO
07.07.2022	Introduction about MBO
08.07.2022	learned about LFS
09.07.2022	checking of the cheque leaf and the amount Received Bill.
Week -5	11.07.2022 - 15.07.2022





**Internship**  
Monthly Report

11.07.2022	Introduced into e-commerce outlet
12.07.2022	Process of e-commerce is learned
13.07.2022	The software and the functioning of the e-commerce is learned.
14.07.2022	Get the overall outlet of the company.
15.07.2022	

Student Signature 	Signature of the organization guide (with seal) 	Faculty Guide signature
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\*Kindly mention the date while you sign the document

**FEEDBACK**



**TRIGGER APPARELS LIMITED**

To

Bakkialakshmi B (21MBA020)

MBA in Finance,

KCT Business School.

Subject : Feedback letter on completion of Internship

Dear Bakkialakshmi B

This letter is to represent your successful completion of your internship in Trigger Apparels Limited. You have worked on the tasks that are assigned to you in an inquisitive manner during the course of internship with accuracy. Your dedication and approach towards your work is appreciable.

Wish you all the best for your future.

05/09/2022

For TRIGGER APPARELS LIMITED

  
Authorized Signatory



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 GSTIN : 33AAACT1080A1Z21 CIN NO : U1810IT21999PLC008956