

PROJECT

ON

Course Code: COM 541

Course Title: Entrepreneurship

Topic:

- 1) Identify the dimensions of family business like TVS Motor Group with the Godrej Group.
- 2) Identify any multinational company and give a precise description about the success and reach of the company.

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Submission of Date:
06/05/2021

TO WHOM IT MAY CONCERN

This is to certify that the present project report "Identify the dimensions of family business like TVS Motor Group with the Godrej Group and identify any multinational company and give a precise description about the ~~business~~ ^{business} and reach of the company", is the outcome of the original study conducted and carried out by Rensidhony under the guidance and supervision for the partial fulfilment of B.Com. Degree under Nagaland University and that to the best of my knowledge and belief, neither the project report nor any part of it has been submitted to any other university for diploma or degree.

I further certify that the student has fulfilled all the requirements leading to the submission of the project report may now be placed before the examiners for their assessment and evaluation.

Date : 06/05/2021

M. H. Zakir Alam

DECLARATION BY THE STUDENTS

I hereby declare that the project report 'Identify the dimensions of family business like TVS Motor Group with Godrej Group and identify any multinational company and give a precise description about the success and reach of the company', is prepared by me under the guidance and supervision of Mr Zakin Alam, Assistant Professor, Department of Commerce, Patkai Christian College (Autonomous) in connection with partial fulfilment of B.Com degree course Code: COM541 and Course Title: Entrepreneurship

For I further declare that this project has ~~not~~ been previously submitted elsewhere for the purpose of any other degree or diploma. Due acknowledgment have been made wherever anything has been referred to or cited in the dissertation.

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Family Business

A family business is a commercial organization in which decision-making is influenced by multiple generations of a family, related by blood or marriage or ~~adoption~~ adoption, who has both the ability to influence the vision of the business and the willingness to use this ability to pursue distinctive goals. They are closely identified with the firm through leadership or ownership. Owner-manager entrepreneurial firms are not considered to be family businesses because they lack the multi-generational dimension and family influence that create the unique dynamics and relationship of family business.

TVS Motor Group

TVS Motor Group is an Indian multinational motor cycle company. It is the third largest motor cycle company in India with a revenue of over ₹20000 crore (US\$2.8 billion) in 2018-19.

The company has an annual sales of 3 million units and an annual capacity of over 4 million vehicles.

It was founded by T.V. Sundaram Iyengar in 1978. Its headquarters is in Chennai, India.

TVS Motor Group is also the 2nd largest two wheeler exporter in India with export of over 60 countries. TVS Motor company Ltd, a member of the TVS Group is the largest company of the group in term of size and turnover.

About TVS Motor Group

Types	Public
Traded as	BSE: 532343  NSE: TVSMOTORE 
Industry	Automotive
Founded	1978, 43 years ago
Founder	T.V. Sundaram Iyengar
Headquarters	Chennai, Tamil Nadu, India
Number of location	4 two wheelers and 1 three wheelers parts
Area Served	World wide
Key people	Venu Srinivasan (Chairman & Managing Director) Sande Sudarshan Venu (Joint Managing Director)
Products	Two-wheeler Three-wheeler Automobile parts
Services	Vehicle service
Revenue	₹ 18,901 crore (US\$ 2.6 billion) (2020)
Operating Income	₹ 1,728 crore (US\$ 240 million) (2020)
Net Income	₹ 655 crore (US\$ 92 million) (2020)
Total assets	₹ 19,280 crore (US\$ 450 million) (2020)

Total Equity	₹ 3,234 crore (US\$ 450 million) (2020)
Number of employees	5133 (2020)
Parent	Sundaram - Clayton limited (57.40 (57.40 %)
Subsidiaries	Norton Motorcycle Company
Website	www.norton.com

Godrej Group

Godrej Group, is an Indian multinational conglomerate company, headquartered in Mumbai, Maharashtra, India, managed and largely owned by the Godrej family. It was founded by Ardeshir and Pirojsha Burjorji Godrej in 1897, and operates in sectors as diverse as real estate, consumer products, industrial engineering, appliances, furniture, security and agricultural products. In its subsidiaries and affiliated companies include Godrej Industries and its subsidiaries Godrej Consumer Products, Godrej Agrovet and Godrej Properties, as well as the private holding company Godrej & Boyce Mfg. Co. Ltd.

About Godrej Group

Type	Private
Industry	Conglomerate
Founded	1897; 124 years ago
Founded	Amreshin Godrej Pirojsha Burjorji Godrej
Headquarters	Mumbai, Maharashtra, India
Area served	Worldwide
Key people	Adi Godrej (Chairman)
Products	Aerospace Agriculture Consumer goods Home appliances chemicals construction electronics Furniture Real estate Security solutions Infotech
Revenue	US \$4.1 billion (2015)
Number of employees	28000 (2016)

Subsidiaries	Godrej Consumer Products Limited Godrej Infotech Ltd Godrej Industries Ltd Godrej Properties Ltd Godrej Agrovet Godrej & Boyce
Websites	www.godrej.com

Microsoft

Microsoft Corporation is an American multinational technology company with headquarters in Redmond, Washington. It develops, manufactures, licenses, supports, and sells computer software, consumer electronics personal computers, and related services. Its best known software products are the Microsoft Windows line of operating systems, the Microsoft Office suite, and the Internet Explorer and Edge web browsers. Its flagship hardware products are the Xbox video game consoles and the Microsoft Surface lineup of touchscreen personal computers. Microsoft ~~ranked~~ ranked No. 201 in the 2020. It was the world's largest software maker by the revenue as of 2016. It is considered one of the Big Five companies in the U.S. information technology industry, along with Google, Apple, Amazon, and ~~the~~ Facebook.

Geographic Reach

It is based in Redmond, Washington, Microsoft's sales are split between the US, which accounts for about 50% of revenue and other countries, which provide the balance of sales,

Internationally, Microsoft operates research and development centres in China, India; data centres in Ireland, Singapore, and the Netherlands; and operations and facilities in Ireland and the UK. The company also has offices in India, China, Canada, Australia, Germany, Japan and the US,

Financial Performance

Microsoft's revenue has grown at a 15% clip in each of the past two years, fueled by higher sales in each of its business segments, while net income reached a company high in 2019.

Revenue totaled \$125.8 billion in 2019 (ended in June), up about \$15.5 billion from 2018. The Intelligent Cloud segment's revenue rose 21% year-over-year, driven by server products and cloud services. Growth in Office and LinkedIn products fueled an ~~extra~~ increase in Productivity and Business Processes sales, while stronger contributions for Surface, Gaming and Windows boosted revenue in the Personal Computing segment.

Net income jumped to \$39.2 billion in 2019, \$22.6 billion more than 2018, due to higher revenue and tax bill that was about \$15.4 million less year-over-year.

Company Background

Bill Gates and Paul Allen founded Microsoft in 1975 after Gates dropped out of Harvard at age 19 to sell a version of the programming language ~~BA~~ BASIC. While Gates was at Harvard, the pair wrote language for Altair, the first commercial microcomputer. The company was born in ~~Atbug~~ Albuquerque, New Mexico and grew by modifying BASIC for other computers.

Gates and Allen moved Microsoft to their native Seattle in 1979 and began developing software that let others write programs. The modern PC era dawned in 1980 when IBM chose Microsoft to write the operating system for its new machine.

Allen fell ill with Hodgkin's disease and left Microsoft in 1983. The company went public in 1986 and Gates became the industry's first billionaire a year later.

The early ~~the~~ 1990s brought monopoly charges from inside and outside the industry. In 1995 antitrust acquisition of concern scotched as \$1.5 billion acquisition of personal finance software maker Intuit.

Conclusion

While completing this project work it help to me to learn new things about the family business and who run the same family business. Some of the company name who run family business are. TVS Group, Godrej Group, TATA Group and many more.

It also help me to learn some of the multinational company and what type of business they deal with. Some of the multinational are, Coca Cola, Apple, Microsoft and others.

Through this project work it help me to come across new things which I am not aware of.

Reference

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