

Pathai Christian College
Autonomous

Project report on:

Topic : Dimensions of family Business,
The success and reach of multi-
National company.

Course Title : Entrepreneurship

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To whom it may concern

This is to certify that the project report entitled on "Dimensions of Family Business and the Success and Reach of Multinational company" is the outcome of the original study conducted and carried out by RIPU under the guidance and supervision for the partial fulfillment 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. The project report may now be placed before the examiners for their assessment and evaluation.

Date : 06/05/2021

Declaration by Student

I hereby declare that the project report entitled on "Dimensions of family business and success and reach of Multinational company" is prepared by me under the guidance and supervision of Mr. Zakir Alam, Assistant Professor, Department of commerce, Patkai Christian College (Autonomous) in connection with Partial fulfilment of B.COM degree.

COURSE CODE : COM 541

COURSE TITLE : Entrepreneurship in commerce.

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

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Introduction

Family business has been as common in the Indian economy like elsewhere in the world, it is perceived in a common sense. Various terms like 'family-owned,' 'family controlled,' 'family managed,' 'business houses,' and 'industrial houses' are used to refer to family business.

Thus, the term family business conjures up different meanings to different people, while some view it as traditional business, others consider it as community business, and still others mean it as home-based business.

In Family business, family exercises control over business in the form of ownership or in the form of management of the firm where family members are employed on key positions. Family business in India is largely caste-related. The succession of family business goes to the next generation.

ADITYA BIRLA GROUP

Aditya Birla Group was founded by Seth Shiv Narayan Birla in the year 1857 and its headquarter is in Mumbai. The chairman of Aditya Birla Group is Kumar Mangalam Birla.

It is a private type of company and its industry type is conglomerate. It functions worldwide. Shiv Narayan Birla first started cotton trading operations in the small towns of Pilani in Rajasthan, this trade earned them a huge fortune and they started chartering cargo ships from which Shiv Narayan Birla moved to Mumbai. He started 2 firms one in Bombay and another in Calcutta. These firms did business in grain, silver, cotton and other commodities. Ghanshyam Das had started Birla Jute, Hindustan Motors, BITS Pilani, Technological Institute of Textile and Sciences. He invested and bought ~~Hindustan~~ Hindustan Times and he also invested in steel tubes, rayons, chemical and cement. It has its ventures in agribusiness, financial services, banking, mining, retail, telecommunication, wind power, e-commerce among many.

Some of the operational areas in which Aditya Birla Group functions are;

1) Graasim Industries Limited

It was incorporated in 1947, Graasim Industries Ltd. is a flagship company of the Aditya Birla Group. It started as a textile manufacturer in India in 1947. Today, it is a leading global player in VSF and the largest chemicals player in India. Its revenue is around ₹ 75,073 Cr, its profit is around ₹ 1,886 Cr and it ~~also~~ offers employment opportunity to around 24,390 people. It is one of the main Aditya Birla Group subsidiaries.

2) Hindalco Industries Limited

Hindalco Industries Limited is the metal flagship aditya birla group subsidiaries. With a consolidated turnover of US \$ 18.7 billion, Hindalco is an industry leader in aluminium and copper. It is the largest in the list of aditya birla group subsidiaries based on turnover. Its revenue is around ₹ 118,144 Cr and its market capital is ₹ 36,996 Cr.

3) Ultra Tech Cement Limited

Ultra Tech is today the 3rd largest cement company in the world, excluding China with a consolidated capacity of 102.75 million tonnes per annum of grey cement and the largest manufacturer of grey cement, ready-mix concrete and white cement in India. UltraTech is India's No.1 cement and concrete brand. Its revenue is around ₹ 41,268 Cr, its Profit is around ₹ 3,268 Cr.

4) Vodafone Idea Limited

Vodafone Idea Limited is an Aditya Birla Group and Vodafone Group Partnership. It is India's leading telecom service provider. The company provides pan India voice and data services across 2G, 3G and 4G platform. Its revenue is around ₹ 44,958 Cr.

5) Aditya Birla Fashion & Retail Limited

ABFRL is a part of US\$ 48.3 billion Aditya Birla Group with revenue of ₹ 8,743 Cr. and spanning a retail space of 8.1 million sq.ft. it is India's first billion-dollar pure-play fashion powerhouse with an elegant bouquet of leading fashion brands and retail formats.

Reliance Industries

Reliance Industries Limited is an Indian establishment in Mumbai, Maharashtra, India. Reliance holds business across India engaged in energy, petrochemicals, textiles, natural resources, retail and telecommunication. Reliance is one of the most profitable companies in India.

The company was co-founded by Dhirubhai Ambani and Jamsetji J. Tata in 1960's as Reliance textile Corporation. In 1965, the alliance ended and Dhirubhai proceeded with the polyester business of the firm in 1966. Reliance textiles Engineers Pvt. Ltd. was incorporated in it. It established the synthetic fabrics mill in the same year at Naroda in Gujarat on 4 May 1973, it became Reliance Industries Limited. The chairman of Reliance is Mukesh D. Ambani and its turnover is around 3.8 trillion Indian Rupees in financial year 2020.

Some of the Business Model of Reliance Industry are ;

1) Petrochemicals

Reliance's succeeding major business is petrochemicals and the second major source of its revenue is petrochemical. Reliance manufactures and markets petrochemical products like olefins and aromatics which is used to make detergent and plastic.

2) Refining Business

Reliance's heart business is refining business. It buys crude oil from overseas markets and then refines them in their refineries and develops petroleum products. After the refining, Reliance retails these petroleum products in the Indian and overseas markets. Reliance generally exports its petroleum products to other countries. Most of the wealth of the Reliance Industry comes from refined petroleum products.

3) Reliance Retail

Reliance Retail is another core business of the Reliance industry. Reliance Retail is the first Indian

retail company whose revenue is more than 100000 Crore. Reliance occupies a retail chain under the label name of Reliance Fresh where they sell Reliance and other company's products.

4) Reliance Jio

The other core business of Reliance is Jio which is an India's NO.1 Telecommunication brand. Reliance Jio's business model very simple. They have their own network system and they sell tariff plans. Jio runs his business on cost leadership model, thus Jio Relaid Priced its tariff plan very cheap. Reliance Jio makes profit by selling tariff plans in large volumes. This is the strategy that makes Reliance an industry.

5) Other sources

Another sources where the revenue of Reliance industries come from. Reliance Industry owns Network 18 Group which is a media company. Reliance also owns Mumbai Indians which is an IPL franchises team. So there are a lot of sources that contribute to the revenue of Reliance Industry.

Conclusion

I would like to thank sir for giving this project to me as through this Project I got to learn many new things about the family business and even about Aditya Birla Group and Reliance Industries Limited.

I have learnt that "Family business is a commercial organization in which decision-making is influenced by multiple generations of a family, related to by blood or marriage or adoption, who has both the ability to influence the vision of the business and the willingness to use this ability to pursue distinctive goals."

I also got to know various areas, models, and functions of Aditya Birla Group and Reliance Industries Limited.

Introduction

Google is a multinational company which was created by Larry Page and ~~their~~ Sergey Brin in 1998 during their college days at Stanford university. over the last one decade, Google has grown into a globally acknowledged market force for its service provision, business model, efforts in development of technology, and human life influence. Since inception of internet and development of information technology, Google's record is impressive in the way it has charmed people regardless of their ethnic, religious, and political affiliations. The company has also reached out to different social and economic classes across the world through its numerous products. Google ~~is~~ identities among the leading search engines available in the world market. Its reliability in terms of matching results and simple ~~as~~ design of their website has attracted a respectable fraction of global population, which is increasingly warming up the contemporary world of internet.

Google's Business strategy, culture and Background

Google has demonstrated how fast a business grows if it develops an effective operational strategy, and an inclusive corporate culture. In 2000, a company that started with two individuals grew fast to include a workforce of 60 workers.

Google has a business strategy that aims to help penetrate major global economies by providing products and services that meet primary needs of their customers. Google provides its services in America, Europe, Asia and other parts of the world through ten other languages apart from English. Google's corporate values and business strategy help to promote innovation within its workforce, thus the company's rapid growth. Google has created a global customer base covering various types of customers of varied ages, social and economic class, as well as political and religious affiliations. Google has several internal strengths and weaknesses, as well as opportunities and threats from the external environment.

Success, financial area and reach to other countries

Some of the key factors for Google's success;

1) Technology

Along with its innovative approach to page ranking, Google is a purpose-built hardware company, building all its own servers from components it buys directly from their manufacturers. Google now operates the world's largest distributed computer system.

2) Business Model Innovation

By perfecting the nature of targeted ads, Google not only has created a highly effective revenue generator, it has produced what it hopes to be a better experience for its users. It is Google's goal to make their targeted ads at least as relevant and useful to users as the search results themselves.

3) Brand

According to Drummond, a European study recently determined Google to be the number one most recognised worldwide brand. Indeed, Google has become a verb which poses real challenges to a company seeking to protect the strength of its mark.

4) Focus on the user experience

Product decisions at Google are driven by optimizing for the user experience first and for revenue second. The folks at Google firmly believe that the better the user experience, the more easily money will flow.

Some of the main competitors of Google are Yahoo, Amazon, MSN and Bing. Google has managed to fight off competition from these companies to command close to 85% of internet services.

In 2005, Google's search engine was the best performing platform from the company ahead of email services.

Other products by Google include Google profiles, Google maps, Google talk, Google gadgets and Google trends.

Through innovations such as Google toolbar browser, keyword-targeted advertising of the company earned an annual revenue of \$ 86 million for the 2001 fiscal year.

The revenue of Google is amounted to 131.69 billion US Dollars.

Conclusion

It was a wonderful and learning experience for me while working on this project.

Through this project I got to learn and know many things about the Google company.

Google is a multi-national company which was created by Larry Page and Sergey Brin in 1995. During their college days at Stanford University.

It provides its services in America, Europe, Asia and other parts of the world.

I also learnt about the strength and weakness of the company and many other things.

This project will be very helpful and useful for me in my near future.

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