

## **INDUSTRIAL VISIT REPORT 2013**

### **INTRODUCTION**

The 4-day Industrial Visit for the 2<sup>nd</sup> Semester students of the department of business administration commenced on the 5<sup>th</sup> of April, 2013, lately by 8:00pm from the college campus. To have a visual study on the production and service industries, two companies were chosen as **Toyota Kirloskar Auto Parts** and **UST Global**. The dates were as 6.04.2013 and 8.04.2013. Almost 45 members participated in the study on visit.



### **Toyota Kirloskar Auto Parts**

#### *Overview*

Toyota Kirloskar Auto Parts is an automobile spare parts manufacturing company. TKAP is a joint venture among Toyota Motor Corporation, Japan, Toyota Industries Japan and Kirloskar Systems Ltd, Bengaluru. The TKAP plant located near Bidadi, Bengaluru had an excellent , disciplined, planned and effective work culture.

#### *Product Profile*

TKAP manufactures transmissions for Toyota vehicles and is a key supplier for Toyota both globally and locally. It also manufactures front axle, rear axle and propeller shaft for models such as Toyota Innova and Toyota Fortuner.

### ***Financial Position***

The financial position of the company was however not disclosed by the personnel. But still the chances of a heavy drop is negligible because the production, the inventory and the stock was maintained effectively based on the demand.

### ***Plant Layout***

There were two units in TKAP mainly as 3-Unit Parts Plant and the 100% EOU plant which has products exclusively to be exported. Mass production strategy was adopted. The production line was mainly aimed at the product being produced. An exclusive product oriented plant layout was setup at TKAP.

### ***Supply Chain Practice***

The practice was called the PUSH-PULL strategy because TKAP manufactures the axles and transmissions unit. Now these products are taken or pulled from the same to Toyota Assembly Line where the vehicles are assembled finally. Now the vehicles have to be pushed off to newer grounds or the retail market. TKAP adopts a pull mechanism of supply chain for better efficiency.

### ***Product Promotion Strategy***

TKAP doesn't have any product promotion strategy and hence they do not have marketing wing. All their finished goods are either exported or used locally.

### ***HR Practices***

HR practices at TKAP were actually unique. They have a very unique appraisal system based on performance and newer ideas. Each and every single employee had an opportunity to express their ideas to improve productivity. There were weekly, monthly and annual appraisal charts displayed at the plant with employee details.

### ***Most Important observation of the visit***

Time Management at TKAP was the most noticed fact. They were so keen and precise about time and their plan accordingly. They actually were aware of how to successfully execute procedures with time. Work culture was yet another significant factor, they executed their target in a well-planned span of time. Discipline was one-of-its kind at TKAP which was truly unique.

## **UST GLOBAL**

### **Overview**

UST Global is an IT and ITES company that was launched in the year 1998. Mr G.A Menon was the first chairman of the company. At present Mr. Dan Gupta leads the company with Sajan Pillai as the CEO. It specializes in healthcare, retail and consumer goods, banking and financial services, media and entertainment, insurance, transportation and logistics and manufacturing and utilities. The company has offices in USA, India, Mexico and also South-East Asia.

### **Product Profile**

Products and services are created on demands of the customer or client. However, they focus on software services as of healthcare, banking, retail and also other disciplines.

### **Financial Status**

Company refused to disclose the current individual turnover. But they assured that the whole organization was nearing an annual turnover of 0.5 billion USD. They did not even reveal the client details as of the confidentiality they assure to their clients.

### **Unique Factor**

The one big unique factor noticed at UST Global was the work culture and HRM. The ideology of “bossing” was absent. All had their own perspectives and had a very open level of communication right through the hierarchy of management. Very joyous work culture as of fun at work were the most unique features at UST Global.



*The CET-MBA team with UST Global staff at UST Global, Bangalore*