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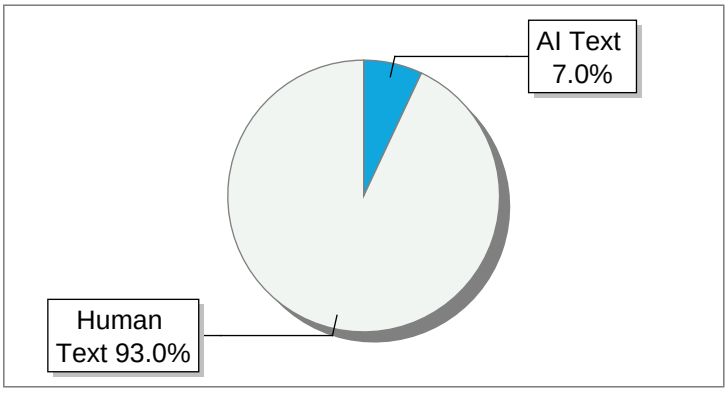
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A REPORT ON BUSINESS IMMERSION PROGRAM AT Anexas Consultancy SE SUBMITTED TO R V INSTITUTE OF MANAGEMENT (AUTONOMOUS INSTITUTION AFFILIATED TO BCU) IN PARTIAL FULFILLMENT OF THE REQUIREMENT FOR THE DEGREE OF MASTER OF BUSINESS ADMINISTRATION SUBMITTED BY LAXMI JAKKAPPANAVAR REGNO P18FW24M015051 UNDER THE GUIDANCE OF Dr.
Santhosh M Varsha Saxena Associate Professor Managing director R V Institute of Management Anexas Consultancy SE DECLARATION BY THE STUDENT I hereby declare that the Report on Business Immersion at Saini World submitted in partial fulfilment of the requirement for the award of the degree of Master of Business Administration is my original work under the guidance and supervision of Dr.
Santhosh M Associate Professor RV Institute of Management (Autonomous Institution Affiliated to BCU) This report has not been submitted to any other institution or university for the award of any other degree or diploma or any other similar titles Date Laxmi Jakkappanavar Place Bangalore Reg No P18FW23M015051 (Autonomous Institution Affiliated to BCU) GUIDE CERTIFICATE This is to certify that Laxmi Jakkappanavar bearing Register Number P18FW23M015051 student of III semester MBA Program has satisfactorily completed the Business Immersion program and prepared the Report under my guidance and supervision This Business Immersion Report has not been submitted to any other institution or university for the award of any other degree or diploma or any other similar titles Date Dr.
Santhosh M Place Bangalore Associate Professor Table of Contents CHAPTER NO PARTICULARS PAGE NO 1 ABOUT THE FIRM 2 ABOUT THE INDUSTRY 3 ABOUT THE FUNCTIONAL AREAS 4 RESEARCH METHODOLOGY AND DATA ANALYSIS 5 PROBLEM MAPPING & SOLVING 6 FINDINGS SUGGESTIONS AND LEARNINGS REFERENCES ANNEXURE Table No Description Page No 1 SWOT Model 2 Comparative P&L A/C 3 Comparative balance Sheet 4 Common Size P&L A/C 5 Common Size Balance Sheet 6 Trend Analysis P&L Statement 7 Trend Analysis Balance Sheet Chart No Description Page No 1 Organization Chart 2 McKinsey 7S Model 3 Functional Areas 4 6 R V Institute of Management CHAPTER 1 ABOUT THE FIRM INTRODUCTION TO THE FIRM Anexas consultancy is a company that helps people learn things and get better at their job They do this by giving advice and teaching skills to people who works in fields The company has a lot of connections with organisations and experts from all around the world This help them work with clients from more than 50 countries Anexas consultancy has a team with over 500 experts around hundred people work for them all the time This have helped the company become well-known internationally The name axis consultancy comes from Portuguese and Spanish It means something that is attached to something else This means shows how Anexas work with people to help them and teach them new things The company is famous for coming up with new ideas having a clear plan for the future and thinking ahead For the 15 years and axis has become very good at making things better managing projects and teaching professionals new skills And focuses on doing work making customers happy and finding solutions to problems This have helped and excess support companies that is growing fast and also keep relatioship with clients for a long time 7 R V Institute of Management HISTORY OF THE FIRM Anexas Consultancy started doing business from 2006 They wanted to have businesses and individual professional by giving them advice.
The main office of consultancy is in Denmark When they started they focused on sigma methods.
These methods help organisations work better and provide quality work.
Consultancy has been growing since it was founded.
The company have been getting bigger and bigger Now anexas consultancy has offices in different part of the world.
They have offices in different reason and they work with many other companies too Axis consultancy is still helping businesses and individual professionals which their services The company has offices in places such as consultancy SE Private Limited in India Anexas FZE in the United Arab Emirates and Anexas middle east which works in Saudi Arabia Oman Qatar and Bahrain They also Anexas an exist in Australia They provide a special healthcare services through Anexas clinics Anexas Consultancy has gotten better over time They use methods that are based on data They do not work for only benefit of the consultancy but they works for other people to meet their requirement They really makes this consultancy special is that they always try to do the thing according to the market demand They are honest and clear with everyone in providing their services They always try to provide the possible service that is aligned to their blinds That’s why clients from different industry trust and Anexas consultancy and respect Anexas consultancy Anexas consultancy gives client value for their money

This helps consultancy relationship with client that last a long time As a result and axis consultancy has business growth and it is doing wealth across the country An excess continues to evolve by modernizing consulting process raising service standards and adjusting to changing business conditions with a team of dedicated experts and constant focus on innovation and professional excellence the company has established itself as a reliable consulting partner in the global market Mission and Vision Vision Anexas consultancy aims to teach 1 million people about management and how to make things better They also want to help people understand quality and how to change their businesses for the better improvement And axis consultancy hopes that thousand companies will learn how to do their businesses and keep getting better in their field By teaching and training all these people and excess consultancy wants to make sure that everyone in job and industries around the world knows what it means to be perfect in their feel and how It can 8 R V Institute of Management be possible to achieve sustainability and how they can make it possible Mission Anexas consultancy helps organization and visual to do a job by providing really good training consulting and advisory services The goal of this services is to make a difference and help organisations and visual succeed in the long run And consultancy services are designed to make organisations and individual at what they do Operations area and business Anexas Consultancy is a global consulting and training organization that supports individuals and businesses across various industries.
The company specializes in teaching and training professionals in Six Sigma and related methodologies, providing internationally recognized certifications to validate their skills.
In addition to individual training, Anexas Consultancy works closely with organizations to train their employees and enhance workforce capabilities, helping companies improve performance and operational efficiency.
The primary objective of Anexas Consultancy is to enable people and organizations to work more effectively by improving processes, ensuring accuracy, and developing essential professional skills.
The consultancy focuses on process improvement, quality management, and continuous learning to help clients achieve better results.
Anexas Consultancy operates through a standardized global framework to ensure consistency and high- quality service delivery across all regions.
By collaborating with experienced trainers and consultants from different countries, the company promotes knowledge sharing and maintains uniform service standards worldwide.
This global approach ensures that clients receive the same level of quality and expertise regardless of location.
The consultancy offers a wide range of training and certification programs that are internationally recognized.
These include Six Sigma, Project Management Professional (PMP), Data Science, Artificial Intelligence, Power BI, Total Quality Management (TQM), and Business Excellence Frameworks.
These training and certification programs are designed for professionals working in diverse sectors such as manufacturing, construction, banking, insurance, healthcare, logistics, and other service industries.
Anexas Consultancy supports these professionals by equipping them with the knowledge and certifications required to advance their careers.
Beyond training, Anexas Consultancy also provides consulting and advisory services to businesses, helping organizations optimize processes, improve quality standards, and achieve sustainable growth.
This means that Anexas Consultancy assists organizations in improving their processes, implementing effective quality systems, and enhancing overall performance.
When working with clients, the company ensures that its solutions are tailored to the specific needs of each organization, considering the type of business they operate in and the challenges they face.
Anexas Consultancy strongly believes that corporate training and capability development are essential for organizational success.
The company designs customized learning experiences for each organization to help employees improve their skills, work more effectively as a team, and perform better in their roles.
9 R V Institute of Management Anexas Consultancy has a global team operating in more than 15 countries, working collaboratively to ensure high- quality service delivery and compliance with international standards.
This global presence enables the consultancy to support organizations across different regions while maintaining consistent service quality.
The team at Anexas Consultancy places strong emphasis on training and capability development, demonstrating a firm commitment to building skills and delivering excellence worldwide.
ORGANIZATION CHART The Anexas consultancy set up simple to understand They have an order who is in

charge starting from the chairman and managing director then the senior consultants managers and team These teams are in part of the company like human resources finance sales marketing training consulting and information t This way of doing things helps and consultancy Make decisions take responsibility for what they do and work well together in different parts of the world CHART Chart 1 organization structure SWOT ANALYSIS 1 0 R V Institute of Management STRENGTHS Anexas consultancy is a Company that works all around the world They have offices in India Europe the United Arab Emirates Saudi Arabia and Australia This means an axis consultancy can do businesses in different places They can work with clients from countries and find new businesses opportunities in other countries too Additionally and enjoys experience leadership with a clear organizational structure that includes managing director senior consultants and functional managers This defined leadership set up provides directions supports effective decision-making and maintain operational control at all level of the organisations WEAKNESS Anexas consultancy face the challenges of high operating costs as they Have to pay for offices all around the world and they have a lot of people working for them in different levels Another main issue is the risk of service quality across various international branches Different places have ways of doing things and they may not have the same resources or standard This can cause problems if NX is consultancy does not follow the strategies as per the country or reason OPPORTUNITY Anexas consultancy Has a lot of chances to grow by getting into the hardware business and IT consulting services They can do this by using the way platforms they already have Increasing use of digital learning and online certifications can provide chances to reach global clients with lower operational THREATS An excess consultancy phase is a strong competition from already well established global consulting forms especially in important markets like Europe and Saudi Arabia These comptitors have already brand recognition resources and long-term client relationship relationships This situation can1 1 R V Institute of Management Table 1 SWOT Model The McKinsey 7S Model Chart 2 McKinsey 7S Model Structure of the McKinsey 7S Model The McKinsey 7S Model helps to understand how well Anexas consultancy works It does this by looking at how seven important things walk the strategies of Anexas consultancy the structure of Anexas consultancy the systems the skills the staff the style and the shared values of Anexas consultancy We can see that some things are easy to measure like the strategies of Anexas consultancy structure and the system of Anexas consultancy Other things are not easy to measure like skills the staff the style and the shared values of axis consultancy The McKinsey 7S Model show us that all these things work together to make an Anexas costs create pricing presure and make it harder to enter the market and acquired clients 1 2 R V Institute of Management consultancy perform well -The systems at an Anexas have steps for money sales marketing people who work this teaching and managing projects with client This systems help makes sure the service is good everywhere People is used in the way and we can see how well things are going in all the places they walk around the world They also use computers and special programs to make things run smoothly and to manage their relationship with clients -The people who worked at Anexas are really good at helping companies They are expert in things like making process is better managing quality and running projects They’re also good at working with data and using tools This means it can give clients what they need -The employees and trainers at Anexas always try to learn things and get certified in the latest skills that will align with the market demand It helps them keep up with what’s happening in the industry and makes sure they have the skills that Anexas needs to deliver great result for clients -The staff at the farm is really important because the firm needs consultants certified trainers technical experts and support personnel to do a good job They think it is very important to find professionals and help the people who already work their get better at what they do as they can keep doing work and come up with new ideas when all the different teams in places work well together it helps them work together better and share what they know about the firm and Anexas -The way things are madness at is very formal They focused on getting things done correctly They makes sure everyone knows what they are supposed to do They have to answer for what they do People at Anexas are also expected to work towards goals Because Anexas is consulting business and they work with companies they have to be professional and disciplined all the time Anexas is a place where people serious about getting results At is they really care about doing things the way and making your clients are happy -Finally shared values for the foundation of the organisations culture Values such as excellence integrity client city and global collaboration guide employee behaviour and decision making This shared value align the organisations goals with employees considering consistency in service delivery and strengthening and axis consultancy reputation as a trusted global consulting and training 1 3 R V Institute of Management CERTIFICATES ACHIEVEMENTS & AWARDS 1 4 R V Institute of Management Future plans -An axis consultancy wants to

strengthen its presence in high growth market like Saudi Arabia and UAE It also plans to expand its new international reasons to diversify revenue sources The firm will focus on specialized consulting areas such as digital transformation and healthcare quality management -Key objective is to a skill of training in a creative through online platforms and corporate partnerships with the goal of training 1 million professionals Additionally it wants to improve air service offering by providing new certificates project guidance and better digital learning platforms 15 CHAPTER 2 About the Industry Brief history of the industry The Indian training and consulting industry has under one significant change over the years and is prompted by the economic reforms globalization and high rate of technological advancement This division includes management consulting corporate training skill development process improvement six Sigma information technology data analytics training and professional certification programs It has developed in the face of the ever-changing needs of organisations that desire to be more productive high-quality and competitive around the glow Formal corporate training and consulting activities in India were limited during the pre-liberalization period (before 1991) Organisations mostly depended on in-house mentoring systems the training organisations in the public sector and education in academic institutions Government-supported institutions had been the primary providers of consulting services with a small number of international firms providing these services Institutions of administrative training in the public sector like the Indian Institutes of Management made a critical contribution in executive education and policy consultancy It was therefore a shortage of involvement of the private enterprises and the exposure to the global business practices which led to low demand of the structured consulting and certifications of professionalism Post-liberalization period (1991-2005) was a critical event in the industry The liberalization of the Indian economies made it easy to introduce multinational corporations into the markets and hence created a powerful demand of process improvement quality management project management and adherence to international standards of operation In reaction international consulting companies entered the Indian market being able to sell organized methods such as Lean Six Sigma ISO standards and strategic consulting models As a result organizations began investing heavily in corporate training to increase workforce productivity quality and competitiveness in the world market The growth period (2006-2015) saw the emergence of specialized consulting and training companies There were organizations like Anexas Consultancy which emphasized on process excellence six sigma quality management and training based on the certification Professional certifications such as PMP Six Sigma ITIL and quality management were also relevant as principal contributors of career development Consulting and training firms also extended their reach via global delivery models international relationship and e-learning The industry has also been transformed once again by the digital transformation phase (2016 present) The integration of e-learning systems and online training has helped institutions to conduct certification programs and webinars and provide remote consultancies The increasing demand of data science artificial intelligence Power BI and digital transformation consulting has expanded the scope of the sector Customers 16 are also showing preference to outcome based consulting services which provide tangible performance gains but not just recommendations which are theoretically sound On the whole the consulting and professional training business in India has emerged to be a knowledge- intensive and technology-driven industry which is very instrumental in the development and transformation of the workforce as well as the organization Industry structure (Training and consulting industry India) The Indian training and consulting industry is a fragmented yet rapidly growing sector that includes management consulting corporate training professional certification and digital learning services The market has expanded significantly due to increased corporate focus on skill development operational efficiency and digital transformation The Indian corporate training and consulting market was valued at approximately USD 35–40 billion in 2023 and is expected to grow at a compound annual growth rate of 15–18% through 2030 The industry consists of both organized and unorganized segments The organized sector accounting for around 30–35% of the market includes established consulting firms global training providers and structured certification organizations such as Anexas Deloitte Accenture and McKinsey The unorganized sector which represents about 65–70% of the market includes independent trainers freelance consultants small coaching institutes and regional service providers The key segments within the industry include management and strategy consulting process excellence and quality management IT data science and AI training project management and professional certifications and corporate capability development Entry barriers in the industry are moderate as initial capital investment is required for training infrastructure digital platforms and certification partnerships However the industry is highly dependent on expertise certified trainers and brand credibility which makes it challenging for new entrants to gain trust Exit

barriers are relatively low due to limited physical asset investment though reputation risk and long-term client commitments may discourage abrupt exits INDUSTRY VOLUME Current scenario Indias training and consulting industry is growing fast but its made up of many small players rather than one big firm It provides management consulting corporate training professional certification and digital learning Companies are focusing more on improve skills efficiency and digital change which have made the market bigger In 2023 the market have a value of around USD 35 - 40 billion and are projected to expand 15-18% annually until 2030 There are two parts organized and unorganized Organized firms which include big consultancies and global training providers as well as formal certification groups such as Anexas Deloitte Accenture and McKinsey make up about 30-35% of the market The rest 65-70% are unorganized and consist of solo trainers freelance consultants small coaching schools and local service providers 17 The key areas of the industry are managment and stratgy consulting proces and quality managemnt IT and data science and AI training project management and professional certificates and building company skills Starting a business in this field is moderately difficult as you need money for training facilities digital tools and certification agreements You also need real expertise certified trainers and a good brand which makes it difficult for newcomers to gain trust Exiting the business is relatively easy because there are not many big assets but bad reputation and long client contracts can deter sudden exits Current scenario of the industry The current training and consulting industry landscape is characterised by a shift towards outcome-based consulting where clients expect to receive quantifiable return on investment instead of just advisory support Hybrid training frameworks that combine classroom training virtual and self-paced learning have become more common Indian consulting companies are expanding their worldwide footprint by meeting client demands in Asia Europe and the Middle East Furthermore the demand from micro small and medium enterprises has increased as these organisations increasingly turn to Lean and process improvement consultant to strengthen their efficiency and competitiveness Applications of porters five forces model Porters Five Forces Model is a tool for assessing the level of competition in the training and consulting industry The threat of new entrants is moderate given that the industry requires little physical capital but requires a lot of specialised expertise certifications and brand credibility The bargaining power of suppliers specifically certified trainers and consultants is moderate because of their specialised skills The bargaining power of buyers is high as corporate clients bargain on pricing and demand value-based outcome-oriented solutions The threat of substitutes is moderate as there are free online courses and in-house corporate training teams that offer alternative options Industry rivalry is high because of the presence of global consulting firms regional players and digital learning platforms Industry attractiveness Political factors like governmental initiatives like Skill India and Digital India give good support to industry growth Economic factors such as greater corporate spending on talent development also increase demand Social factors including the rise of focus on continuous learning and upskilling add to continued expansion Technological advances in AI-powered learning platforms analytics and virtual training make learning more scalable and efficient Legal factors such as certification standards and protection of intellectual property affect operational practices Environmental considerations also come into play with digital learning leading to lower carbon footprints and sustainability Attractiveness of the whole industry The training and consulting industry in India is very attractive thanks to high demand for skill development fast digital transformation global service opportunity and sustainable long-term growth opportunities The 18 sector is well positioned to provide organisational excellence and workforce readiness in an increasingly competitive business environment 19 CHAPTER 3 FUNCTIONAL AREAS Chart 3 Functional Areas The functional areas of AnexasConsultancy as a professional training and consulting organisation consist of a number of specialised departments that work in concert to facilitate seamless organisational operations and effective service delivery These functional units have a critical role to play in handling human resources financial control client acquisition training execution and ongoing client support Robust coordination and collaboration between these departments help the organisation to maintain high service standards meet client expectations and build long and professional relationships The major functional areas of AnexasConsultancy are Human Resource Department Finance and Accounting Department Sales and Marketing Department Training Delivery and Client Support Department Each department is led by competent professionals who are responsible for several departments that are aligned with organisational objectives Inter-departmental cooperation is effective which ensures the efficiency of operations and contributes to the overall success of the consultancy 20 HR department The Human Resource Department at AnexasConsultancy is responsible for managing the workforce and this involves consultants trainers technical staff and support personnel in the organisation This department

plays a strategic role in the attraction development and retention of talent to ensure consistent quality of service and organisational growth Recruitment and selection are important functions of the HR department and include the process of identifying evaluating and hiring qualified personnel such as certified trainers consultants and administrative staff The department conducts the screening processes interviews and final selection to ensure that they align to organisational standards and job requirements Once chosen employees go through a structured onboarding and orientation process to familiarse them with company policies and culture systems and assigned roles for a smooth transition into the organisation The HR department also supports ongoing employee development through facilitating in-house training programmes professional certifications leadership development and skill enhancement activities Performance management is another very important function where employee performance is tracked through goal setting periodic reviews and constructive feedback in an effort to enhance productivity and quality of service In addition the department is in charge of compensation and benefits by developing salary structures incentives professional fees and benefit plans meant to motivate and keep employees Employee relations and harmony at work are ensured by resolving grievances managing conflicts and providing engagement initiatives to create a positive and collaborative work environment The HR department also ensures that labour laws employment regulations ethics and organisational policies is complied with thus protecting both the welfare of the employees and the integrity of the organisation Overall the HR department plays a vital role in creating a motivated and competent workforce that directly21 contributes to the reputation and success of AnexasConsultancy Finance and Accounting Department The Finance and Accounting Department is in charge of managing all the financial activities of AnexasConsultancy and ensuring financial stability financial transparency and compliance with regulatory requirements This department supports informed decision-making through the provision of accurate financial information and effective financial control One of the main activities of department is accounting and bookkeeping is recording of financial transactions maintenance of accounts management of invoices relating to training programmes consulting projects and certification services Budgeting and cost control are also important activities including preparation of financial budgets forecasting revenues and expenses and monitoring costs to ensure efficient use of resources The department prepares financial reports and statements that help in evaluating organisational performance and planning strategic initiatives by management Taxation and compliance with statute are acomplished by ensuring timely tax filings and compliance with regulatory requirements Additionally the finance department is involved in the support of investment and financial planning considering opportunities related to technology adoption digital platforms training infrastructure and business expansion Through effective financial management the department plays a role in sustainable growth and efficiency in operations Sales and marketing department 22 The Sales and Marketing Department is the revenue generating and brand building unit of AnexasConsultancy It plays a vital role in the growth of the organisations market presence client acquisition and retention of long term customers The department is in charge of devising sales strategies setting revenue targets and identifying potential corporate and individual clients Lead generation and business developmnt activities are conducted through corporate outreach digital platforms partnerships referrals and professional networks Client acquisition includes negotiating agreements finalising training and consulting contracts and ensuring smooth client onboarding Account management is concerned with building long term relationships with current clients opportunities to repeat business and ensuring client satisfaction Market research is carried out to analyse industry trends client requirements competitor offerings and emerging market requirements Brand building and promotion activities such as managing corporate comunication positioning the firm as a trustworthy provider of consulting services and enhancing brand visibility The department also uses digital marketing tools such as websites social media search engine optimisation email campaigns and webinars to reach a broader audience Marketing analytics are used to measure campaign effectiveness track lead conversions and return on marketing investment Pricing strategies are aimed at providing competitive pricing model of value tailored to corporate clients volume requirements long term contracts and return on investment considerations Furthermore Sales and Marketing Department handles the channel and partnership marketing by working with training partners technology providers academic institutions and certification bodis to extend market reach and increase service credibility Customer relationship management systems are used to track client interactions keep engagement records and be more efficient in follow-up Through a combination of strategic sales planning digital outreach and relationship management the department drives sustainable revenue growth and strengthens the organisations competitive position 23 Training delivery and client support department The Training Delivery and

Client Support Department is responsible for carrying out training programmes and consulting services and ensures quality levels of client satisfaction This is the department that plays a key role in the formation of successful learning and consulting results from the transformation of clients requirements Training programme coordination including scheduling of training sessions trainer assignment and logistics for classroom virtual and hybrid training programmes The department are also involved in the execution of consulting projects by coordinating the activities monitoring the milestones and ensuring timely delivery of the project outcomes Pre - training and pre - engagement support services help clients to choose the right programmes tailor content and plan schedules which match organisational needs Client communication is kept up to date through regular updates on training schedules certification processes and project progress The department is always quick in addressing client concerns regarding trainer availability or delivery challenges or service issue to ensure smooth execution Post-training support includes collecting feedback processing certifications and conducting follow-ups to assess the effectiveness of the training 24 CHAPTER 4 FINANCIAL DATA ANALYSIS Financial data analysis are used to analyze the financial performance of a firm and to help in assessing the overall stability profitability and growth potential of the firm It is the process of recording classifying and evaluating financial transactions that take place within an organization in a systematic manner Each business transaction is recorded and then analyzed to provide information on the financial position of the firm including assessing the stability solvency and profitability of the firm Instruments like the balance sheet profit and loss account ratio analysis financial statements trend analysis and cash flow statements are regularly used to analyze performance and anticipate future performance Financial data analysis also helps to identify the strength and weakness of a firm and hence helps in making informed managerial decision One of the main components of financial data analysis is ratio analysis which involves the calculation and interpretation of various types of financial ratios - such as liquidity ratios profitability ratios and solvency ratios These ratios helps in understanding the ability of a firm to meet short-term obligations to generate earnings and to maintain long-term financial stability Trend analysis focuses on analyzing historical data of the financial information over a chosen period of time 25 in order to identify patterns and trends This methodology promotes the understanding of performance dynamics and provdes the basis for the projection of future financial results Forecasting involves the use of historical financial information to project future financial performance including expected revenues expenses and profits It is used by management to develop plans distribute resources and set attainable financial goals Budgeting is the comparison of actual financial performance with budgeted figures This comparison helps to identify areas of over or under performance and to take timely corrective interventions Valuation are the process of assessing the financial value of assets investments or the enterprise as a whole This type of analysis is especially useful during mergers acquisitions investments or strategic expansion decisions Risk management in financial data analysis focuses on the identification and mitigation of financial risks such as the risk of market fluctuations credit risks and liquidity risks Data driven insights help organizations to anticipate possible financial challenges and implement control measures Overall the insights gained through financial data analysis are invaluable to business owners investors and financial managers as they form the foundation of good financial planning strategic decision-making and long-term business sustainability 26 Comparative P & L Statement (In crores) Year March 2024 March 2025 Absolute change % change INCOME Operating income 9260 10840 -1580 -15% Net consulting and training fees 9260 10840 -1580 -15% Other Income 680 950 -270 -28% Total Income 9940 11790 -1850 -16% EXPENDITURE Employee cost 4130 3620 510 14% Consultant fees 1870 1290 580 45% Administrative and office expenses 1120 910 210 23% Sailing and marketing expenses 960 620 340 55% IT Digital platform and tools cost 480 310 170 55% Miscellaneous expenses 340 490 -150 -31% Total Expenditure 8800 7240 1560 22% Operating Profit 1140 4550 --3410 -75% Interest 310 390 -080 -21% Gross Profit 830 4160 -3330 -80% Depreciation 210 160 050 31% Profit Before Tax 620 4000 -3380 -85% Tax 180 1140 -960 -84% Reported Net Profit 440 2860 -2420 -85% Table 2 Comparative P&L A/C 27 ANALYSIS FOR COMPARATIVE P & L STATEMENT The profit and loss statement for Anexas Consultancy shows an obvious dip in 2024-2025 when compared to the year before highlighting the companys difficulty in remaining profitable in the face of a changing market and increased cost of operations Net profit plummeted from 24 from Rs 2860 crore to 25 from Rs 440 crore - a decrease of 2420 crore in absolute terms This drop has been driven both by weaker revenue and higher operating expenses during the period In percentage terms the net profit plunged by about 85 percent a huge contraction that makes clear pressure on the firms efficiency and cost management The reason for the decline is a decrease in operating income and a large increase in costs on employee salaries fees to

consultants marketing and technology investments While these costs was supposed to strengten service delivery expand market presence and support long term strategy they have shrunk margins in the short run Overal the analysis suggests that while Anexas continues to invest in capacity building and strategic growth these expenditures has a detrimental effect on short term profitability for the year analyzed However if used correctly they could be a spur for better performance and sustainable growth in the long haul Comparative Balance Sheet (In crores) Year March 2024 March 2025 Absolute change % change SOURCES OF FUNDS Share Capital 1850 1850 000 0% Reserves and Surplus 24540 25860 -1320 -5% Total Shareholders' Funds 26390 27710 -1320 -5% Secured Loans 8260 7040 1220 17% Unsecured Loans 2430 1980 450 23% Total Debt 10690 9020 1670 19% Other Liabilities 1480 1650 --170 -10% Total Liabilities 38560 38380 180 05% Gross Block 6240 5120 1120 22% Less Accumulated Depreciation 1930 1560 370 24% Net Block 4310 3560 750 21% 28 Capital Work in Progress 240 680 -440 -65% Investments 11860 14290 -2430 -17% Sundry Debtors 9240 7630 1610 21% Cash and Bank 1820 3470 -1650 -48% Loans and Advances 6480 3470 -1650 21% Total Current Assets 17540 16010 1530 10% Current Liabilities 4560 3840 720 19% Provisions 870 1290 -420 -33% Total Current Liabilities 5430 5130 300 6% Net Current Assets 12110 10880 1230 11% Deferred Tax Assets 640 710 -070 -10% Deferred Tax Liability 210 280 -070 -25% Net Deferred Tax 430 430 000 0% Other Assets 1870 1530 340 22% Total Assets 38560 38380 180 05% Table 3 Comparative Balance Sheet Analysis for competitive balance sheet of an excess consultancy Total Liabilities The total liabilities of Axis Consultancy for the financial year of 2024 were worth Rs 38380 crores In 2025 there was a small increase in total liabilities to reach the amount of ₹38560 crores which is an absolute increment of ₹180 crores over the period In percentage terms the growth of total liabilities is about 05 percent Interpretation The marginal increase of 05 percent in the total liabilities between 2024 and 2025 points to a controlled increase in the companys financial obligations This implies responsible borrowing practices and good liability management by the organization The stability in liabilities is indicative of a balanced financial structure and 29 indicates that the company has not tried to rely too much on financing from outside sources during the year 2Total Assets In the financial year 2024 Axis Consultancy had a total assets of Rs 38380 Crores This figure rose to ₹38560 crores in 2025 showing an absolute growth of ₹180 crores The percentage change in total assets over this time period is about 05 percent Interpretation The 05 percent growth in overall assets suggests a slight increase in the companys assets base This growth can be attributed to investments in fixed assets receivables and advances made in support of continued business operations and future growth initiatives The parallel increse in both assets and liabilities implies financial stability and an indication that the company has been on a balanced and sustainable growth path Trend Analysis P & L Statement (In crores) Year March 2022 March 2023 March 2024 March 2025 Rs % Rs % Rs % Rs % INCOME Net Consulting and Training Revenue 7250 100% 814025 112% 10840 149% 9260 128% Other Income 920 100% 810 88% 950 103% 680 74% Total Income 8170 100% 8950 110% 11790 144% 9940 122% EXPENDITURE Employee Cost 2160 100% 2580 119% 3620 168% 4130 191% Consultant fees 680 100% 940 138% 1290 190% 1870 275% Administration and office Expenses 540 100% 630 117% 910 168% 1120 207% Selling and Marketing Expenses 320 100% 480 150% 620 194% 960 300% 30 IT and Digital Platform Costs 210 100% 260 124% 310 148% 480 229% Miscellaneous Expenses 390 100% 350 90% 490 126% 340 87% Total Expenditure 4300 100% 5240 122% 7240 168% 8800 205% Operating Profit 3870 100% 3710 96% 4550 118% 1140 29% Interest 160 100% 210 131% 390 244% 310 194% Gross Profit 3710 100% 3500 94% 4160 112% 830 22% Depreciation 090 100% 120 133% 160 178% 210 233% Profit Before Tax 3620 100% 3380 93% 4000 110% 620 17% Tax 890 100% 810 91% 1140 128% 180 20% Reported Net Profit 2730 100% 2570 94% 2860 105% 440 16% Table 4 Common Size P&L A/C ANALYSIS FOR TREND NALYSIS P & L STATEMENT Trend analysis of the profit and loss statement are the process of comparing the financial performance of a company over a period of years in order to identify changes patterns and long term trends in profitability and efficiency of operations This method assists management and stakeholders to understand how revenues expenses and profits change over time and also to make informed strategic decisions In the case of Axis Consultancy the trend analysis covers a period of 4 years from 2022 to 2025 where 2022 is taken as the base year and given a value of 100 percent During the period of 2022-2023 the net profit was reported as 100% but it are now around 89% This moderate decline in profitability signals increasing operational costs specifically employee related costs which adversely affected net earnings From 2023 to 2024 there were a slight recovery in the net profit reported rising from 89 per cent to around 104 per cent This improvement can be attributed to increased consulting revenues improved use of organizational resources and improved cost control measures during the year The recovery results from good

short term operational adjustments and better revenue generation However from 2024 to 2025 the company witnessed a sharp drop in its reported net profit which dropped drastically from 104 percent to about 16 percent This significant reduction are indicative of a major drop in31 profitability mainly due to a huge rise in employee costs higher fees from consultants higher marketing costs and investments in digital platforms and technology infrastructure Overall the trend analysis shows that while the revenue growth and improved profitability of Axis Consultancy were evident until 2024 the financial year 2025 were a period of severe contraction of profitability This underlines the need for effective cost management operational efficiency and careful evaluation of expenditure to assure sustainable profitability in the long term Trend Analysis Balance Sheet (In crores) Year 2022 2023 2024 2025 Rs % Rs % Rs % Rs % EQUITY AND LIABILITIES Share Capital 100% 100% 1464 100% 1465 100% Other Equity 184221 100% 190383 103% 192752 105% 192725 105% Total Stockholders' Equity 185703 100% 191846 103% 194216 105% 194189 105% Non-Current Liabilities Long Term Borrowings 12537 100% 25301 202% 27464 219% 15191 121% Others Financial Liabilities - Long- term 239 100% 248 104% 259 108% 161 67% Long-term Provisions 053 100% 069 130% 066 125% 084 158% Other non-current Liabilities 023 100% 023 100% 031 135% 028 122% Total Reported Non- current Liabilities 12928 100% 25641 198% 27821 215% 15464 120% Current Liabilities Short Term Borrowings 15004 100% 17592 117% 11289 75% 27117 181% Trade Payables 4775 100% 9019 189% 7468 156% 8311 174% 32 Others Financial Liabilities - Short- term 1653 100% 17938 109% 706 4% 1013 6% Provisions 111 100% 084 76% 124 112% 128 115% Other Current Liabilities 1148 100% 11359 99% 21007 183% 37117 323% Total Current Liabilities 479 100% 56561 118% 40844 85% 73686 154% Total Equity and Liabilities 246531 100% 274049 111% 262880 107% 283339 115% ASSETS Non-Current Assets Fixed Assets 1315 100% 2663 203% 3362 256% 3545 270% Property Plant and Equipment 1313 100% 2661 203% 24 183% 3477 265% Capital Work in Progress 0 100% 0 929 0 Intangible Assets 002 100% 001 50% 005 250% 008 400% Intangible Assets under Development 0 100% 0 028 06 Investment Properties 2428 100% 1758 72% 1732 71% 2629 108% Investments in Subsidiaries Associates and Joint venture 61697 100% 175163 284% 76829 125% 67805 110% Investments - Long-term 3365 100% 3189 95% 92296 2742% 81738 2429% 33 Loans - Long - Term 026 100% 034 131% 0 0% 0 0% Others Financial Assets - Long-term 1781 100% 333 19% 2187 123% 2208 124% Non-Current Tax Assets - Long - Term 448 100% 444 99% 384 86% 601 134% Other non-current 006 100% 003 50% 0 0% 154 2567% Assets Deferred Tax Assets (Net) 0 100% 1708 1718 1765 Total Reported Non- Current Assets 71066 100% 185295 261% 178507 251% 160446 226% Current Assets 100% Inventories 25894 100% 3738 144% 28078 108% 45201 175% Current Investments 81701 100% 0 0% 3152 4% 0 0% Trade Receivables 14294 100% 763 53% 9599 67% 10875 76% Cash and Cash Equivalents 1495 100% 2165 145% 2679 179% 1462 98% Bank Balances Other Than Cash and Cash Equivalents 2507 100% 3347 134% 3257 130% 194 8% Loans - Short-term 35586 100% 23725 67% 15018 42% 36907 104% Others Financial Assets - Short-term 12163 100% 5392 44% 48 39% 5271 43% Other Current Assets 1825 100% 9114 499% 17792 975% 22983 1259% 34 Total Current Assets 175465 100% 88754 51% 84373 48% 122893 70% Total Assets 246531 100% 274049 111% 262880 107% 283339 115% Table 7 Trend Analysis Balance Sheet ANALYSIS FOR TREND ANALYSIS BALANCE SHEET Trend analysis of the balance sheet involves examining changes in a companys financial position over time by comparing important components of the balance shet over a number of years This sort of look help you to see the pattern of growth how stable the finances are and the long term cashflow of the organization For Anexas Consultancy the trend analysis is over a period of four years from 2022 to 2025 keeping 2022 as the base year and setting it equal to 100 percent Total Equity and Liabilities From 2022 to 2023 total equity and liabilities have soared from 100 percent to around 120 percent That bump shows the company beefed up its capital base and taken on more financial obligations as a reflection of business growth and a need for more cash Between 2023 and 2024 they rose even higher from 120 percent to about 131 percent indicatng that the scope of operations and investment activities continued to grow From 2024 to 2025 the total equity and liabilities moderately increased from 131 percent to around 135 percent That steady up-trend indicates that the company has been building its financial structure in a controlled manner compared to the beginning It indicates Anexas is stretching its operaions but maintaining a balanced capital structure Total Asset We get a similar pattern for total assets over the study period From 2022 to 2023 the assets increased from 100 percent to around 120 percent indicating that big money was going into assets to support the business expansion This growth reflects increased expenditures on fixed assets receivables and other operational resources From 2023 to 2024 total assets again rose from 120 percent to about 131 percent indicating that the company continued to collect assets and the

companys ability to operate is strong Between 2024 and 2025 assets shifted from 131 percent to around 135 percent which means that the asset base continued to grow in comparison to the first year Overall the trend analysis of balance sheet indicates that there is a steady growth in both assets and equity for Anexas Consultancy during the period studied The parallel increase in assets and liabilities indicates financial stability and hints towards the company having handled its resources and funding well as it has grown its operations 35 CHAPTER 5 RESEARCH PROBLEM IDENTIFIED Identification of the Issue During my internship as a Data Science Intern in Axis Consultancy I were involved in a real time analytics project for a retail client The main goal of the project was to develop a demand forecasting solution that can predict weekly sales for a set of Stock Keeping Units (SKUs) Demand forecasting is an important part of retail activity as it directly affects inventory planning supply chain coordination cost optimisation and customer satisfaction Retail organisations rely heavily on good forecasts to achieve the right availability of products while keeping excess stock at a minimum together with the holding costs Inaccurate demand forecasts can lead to serious operational problems such as stock-outs overstocking high storage costs lost sales opportunities and poor decision-making Although historical sales data and supporting business data were available a number of practical difficulties limited the precision of the forecasts These difficulties revealed the disparity between theoretical models of forecasting and the complexities of real world retailing thus identifying a great analytical and business problem Core Research Issue Accuracy and Reliability in Forecasting of Short-Term Demand The issue of central research identified during the internship was the challenge of achieving high precision and reliability in short-term demand forecasting The project involved forecasting the weekly sales of 14 selected SKUs thus demanding a high degree of accuracy due to the short forecast horizon Short-term forecasts have high sensitivity as small errors in predictions can lead to large mismatches between inventory and operations and inefficiencies The challenge was not just to build a technically accurate forecasting model but also to ensure that the model outputs were reliable and interpretable and met the business decision-making requirements Consequently the aim of the research problem was to develop a forecasting approach able to deal with demand variability data limitations and business constraints simultaneously Challenges in Short Term Demand Forecasting One of the most prominent identified challenges was demand fluctuation Demand for retail SKUs varied considerably because of promotional campaigns seasonal trends weekday/weekend differences in sales and changing consumer preferences Such variability made it difficult to identify stable patterns as well as to make simple forecasting techniques work Another major challenge was the lack of historical sales data and inconsistency of data Certain SKUs had sparse sales records missing values or erratic sales behaviur which limited the ability of forecasting modls to learn with the prediction accuracy reduced especially with time series based approaches External factors that affect the forecasts made the accuracy of forecasts even more difficult Variables like discount levels changes in demand specific to the store and operational constraints had large impacts on the sales but were not always reflected in the dataset The lack of detailed external information limited the models capacity to capture real-world demand dynamics 36 In addition business expectations and performance pressure also had a significant impact The retail client had to has precise and actionable weekly forecasts to make inventory replenishment decisions which increased pressure on model performance because the forecasts directly affected procurement and stock allocation Finally the small forecast horizon increased complexity Predicting demand for the following week needed to be done to exceptional precision; any small misjudgement of demand could lead to stock-outs or excess stock with negative consequnces for costs and customer satisfaction Data collection and problem mapping Data collection and problem mapping To systematically approach the forecasting challenge a structured approach to the data collection and problem mapping was adopted Historical sales data of selected SKUs were compiled and carefully analyzed Exploratory Data Analysis (EDA) was conducted to understand the sales trends seasonality and demand patterns over time 37 Each SKU were also analysed separately to categorise products into fast moving and slow moving Weekly demand variance was analyzed to determine the extent of demand variance of each SKU This phase enabled a clear mapping of the problem to be solved by identifying data gaps differences in demand behaviour and limitations of the analytical processes and in this way the model selection and the feature engineering were guided Identifying Issues by Applying Analytical Evaluation The analysis focused on identifying SKU level demand trends and seasonality that affect short term demand forecasts Demand volatility was assessed to understand the volatilitys effect on forecasting errors The effect of historical sales trends on short-term prediction of demand were examined and the limitations of simple forecasting techniques in the face of highly volatile demand at the retail level were identified This evaluation demonstrated the need for advanced

analytical techniques specific to SKU - specific behaviour Correlation Analysis Correlation analysis was used to examine the relationship between the historical sales trends and future demand The relationship between variation in demand and errors in forecasting was analyzed in order to understand why certain SKUs had higher errors The influence of the data preprocessing and feature selection on the model performance was also evaluated Additionally the role of model choice in determining forecasting accuracy was assessed and the importance of choosing appropriate forecasting methods for different demand patterns was emphasized Methods and Strategies Adopted to Address the Problem In order to overcome the identified challenges several analytical strategies were adopted Time series and regression based forecasting methodologies were used to model the demand behaviour These models were benchmarked against baseline approaches such as moving averages to assess improvement in performance Feature engineering techniques were utilised to better capture trends seasonality and demand patterns Forecast accuracy was assessed in terms of standard error measures such as Mean Absolute Error (MAE) Root Mean Squared Error (RMSE) and Mean Absolute Percentage Error (MAPE) Models were iteratively improved for better accuracy robustness and reliability Assessment and Model Continuous Adjustment Forecast outputs were constantly compared with actual sales data in order to determine model performance Regular evaluations helped the error patterns as well as SKU-specific forecasting issues to be identified Based on these insights models were modified and refined Feedback from the consulting and business teams were incorporated so that forecasts were operationally required and conducive to practical decision-making Tools Used for Analysis A number of analytical tools were used throughout the project Time - series analysis was applied to determine trends seasonality and historical demand patterns MAE was used to calculate average forecasting error and gives a simple interpretation of the accuracy of prediction RMSE was used to penalise larger errors which makes it useful for detecting larger deviations MAPE reported errors as a percentage which allowed for easy 38 comparison of different SKUs with different sales volumes These metrics were used to support the objective model evaluation and selection collectively SWOT Analysis We ran a SWOT to see whats going on for AnexasConsultancy Strengths old-school consultants awesome analytical chops and certifications that the industry vibes with Weaknesses the brands kinda low profile in some spots Opportunities people are hungry for data driven decisions and upgrade their skills Threats stiff competition more expensive pressure from the big names of consulting Issue tree Problem Identification and Solution Deployment (Issue Tree) We divided the forecasting headache into bite size with an issue-tree This way we could catch the main problem dig into root causes and pick the right fixes Walking step-by-step from the spotting of problems to the rollout of solutions reduced the uncertainty and helped the decision making process to flow more smoothly Root Cause Analysis and Solutions Data quality and availability came out as the big deal hurting forecast accuracy Missing numbers sketchy records and outliers made the model a mess We cleaned the data filled in the gaps and tamed the outliers and checked the gains using MAE RMSE and MAPE 39 Demand variability and seasonality was addressed using time series decomposition and SKU specific analysis We tried plenty of models to make sure that they held up on both stable and wilder SKUs Model selection We performed a combination of statistical and machine learning models and scored each against standard metrics and selected the best fit for each SKU Business alignment was nailed by cutting the forecasts into visual clear and actionable charts We aligned the output to the weekly cycle of inventory planning and identified key risks such as potential stock-outs and excess inventory Conclusion The demand forecasting project at AnexasConsultancy provided us with some real world experience in using data science in retail Using a structured issue-tree approach we addressed issues of data quality swings in demand and accuracy The insights contributed to fine-tuning inventory planning and demonstrated the power of data-driven forecasting in retail operations Problem 1 – Feasible Solution Problem Statement 1 How to bring more clients to AnexasConsultancy Getting new clients is important to AnexasConsultancy to grow and stay afloat In todays competitive consulting and training scene its not only about knowing your stuff its also about how you show off what youve got keep the nerves at bay and make a great first impression These ideas are focused on tightening what we do inside and how we show up outside so that we can reel in a wider crowd People The know-how professionalism and skills of our consultants and trainers is a huge pull factor Folks that has got real industry experience adds to our credibility and demonstrtes we can deliver When they communicate in a clear confident maner solve problms in a smart way and really get what the clients facing they set a solid vibe from the outset Customizing engagement so that the solutions align with a clients specific goals and day- to-day challenges makes us look more appealing and increases the odds that a lead will be converted to a deal Process Having a smooth structured onboarding process is a good first

impresion right off the bat Cutting down on the amount of time it takes to draft proposals get approvals and lock in agreements reduces admin headaches and keeps clients happier Clear docs and open chater about whats offered when and what theyll get keep everyone on the same page That clarity creates confidence and reduces hesitation in clients when considering selecting us as a partner Services Offering training thats up-to-date and sticks to what the market actually needs means that clients are walking away with real and useful knowledge Keeping the consulting services tailored to each clients mash-up of needs rather than a one-size-fits-all approach keeps us relvant and competitive Continually updating certifications methods and the services we provide ensures were on point in a fast moving consulting world Top-notch personalized services truly have a strong pull for us to attract new clients 40 Promotion Cool promo tactics are a serious way to increase the visibility and reach of our brand A slick website and active social media feed allow us to drop our servces show off expertise highlight wins and share case studies Positive client shout outs and word of mouth are super trust building and sway new prospects Consistent branding & targeted marketing puts AnexasConsultancy right in front of the right people demonstrating that were a go-to professional partner Costs Price competitiveness ensures services remain attainable while still of the highest quality Flexible payment plans help to lower the barrier of money and get folks feeding in A value-for-money angle that is clear and spells out the tangible perks against the cost makes the potential clients view the investment as a smart move Open pricing structures establishes trust and eliminates any bumps in the negotiation process Technology The great experience and delivery of services is taken one notch up with tech Intuitive learning platforms increase the impact of training and keep the learner pumped CRM systems help us to maintain track of client relationship interaction and follow up Online training and consulting tools help us to expand our reach and make things convenient for our clients no matter where they hang out Collaboration Strategic partnerships help us increase our credibility and open the door to new markets Working with certification bodies throws in a stamp of trust Corporate alliances help us to broaden our network and market reach Tech partnerships help us to roll out cutting edge digital learning and consulting to up the quality and appeal of what we offer Problem Statement 2 Viable solutions to retain clients before and after engagement Client retention is as important as client acquisition for long term organization success Retaining clients means that you have repeat business and positive referrals stable revenue and sustainable growth Building strong and long term relationships with clients before during and after engagement is therefore a strategic priority for AnexasConsultancy Goal To establish and sustain good long lasting relationships between clients and AnexasConsultancy Communication Open and clear and consistent communication promotes transparency and trust Regular updates on the progress of training outcomes of consultations and milestones help to keep the clients informed and engaged Effective communication helps to reduce uncertainty manage expectations and minimise dissatisfaction and builds a stronger client-consultant relationship Service Quality High service quality is a major influence for client retention Personalised guidance makes clients feel they are41 valued and understood Timely resolution of issues prevents the minor concerns from becoming major problems Professional approachable and responsive consultants foster a comfortable and productive working environment encouraging long term collaboration Trust Development Trust is developed by being open and reliable Clearly specified deliverables give clients an idea of expected outcomes Consistent completion of commitments builds credibility Transparent pricing and well communicated objectives avoid misunderstandings and help build confidence in the integrity and professionalism of the consultancy Convenience Convenience plays a major role in client satisfaction Flexible training times which are based on client availability and other operational limitations enhance involvement Easy access to learning resources guarantees continuous training and consulting support Simple and intuitive digital platforms create a better user experience and overall satisfaction Post-Engagement Support Post-engagement support has the benefit of adding long-term value beyond the initial project Collecting feedback is useful to assess the effectiveness of services and to identify areas for improvement Certification support and follow up advice strengthen client relationships even after the project is completed Ongoing professional support ensures connecting clients to AnexasConsultancy and enhancing the possibility of repeat engagements Feedback Cycle A constant feedback cycle is an evidence of responsiveness and commitment to improvement Regular feedback collection gives insights on the clients satisfaction and expectations Personal care and accountability are reflected in addressing suggestions and concerns in a timely manner Continuous service improvement is used to ensure that AnexasConsultancy evolves in line with client needs and market trends Conclusion By building people capabilities process simplification service improvement leveraging technology and emphasis on trust communication and post engagement support AnexasConsultancy can

effectively generate new clients and retain existing clients These strategies help in long term business growth better client loyalty and a better market reputation 44 CHAPTER 6 FINDINGS SUGGESTIONS AND LEARNING Major Findings The analysis performed by AnexasConsultancy identified a number of important organizational operational and market related findings that have a direct impact on its overall performance as well as its prospects for future growth These findigs highlight the internal managerial challenges as well as the external market pressures that the organization faces The organization have a target oriened performance management system that aims to maximize employee productivity and revenue generation While this system makes short-term goals easier to achieve and makes employees accountable it at the same time places a lot of work pressure on employees especially in times of intense project activity Sustained exposure to such pressure can have negative effects on employee morale job satisfaction and long term performance and can lead to burnout and lesser levels of engagement The post-pandemic business environment has made a significant impact on the consulting and training sector Diminished corporate expenditure on employee developmnt and postponed decision making by clients has impacted revenue generation and client acquisition for AnexasConsultancy Although the organisation is slowly recovered it is still focusing on stabilising operations and rebuilding its client base in a cautious and competitive market The research also revealed that AnexasConsultancy operates in a very competitive market for the provision of consulting and training services where there are a number of established firms that provide similar services This is such a competitive environment that it is difficult to differentiate and there is pressure on pricing profit margins and customer retention Another important finding have to do with the inability to consistently attract new corporate and individual clients Factors such as price sensitivity the availability of alternative service providrs and rising customer expectations have made client acquisition more complex Ongoing engagement and clear demonstration of value is a must in turning prospective leads into long-term clients It was also noticed that the organisation gives relatively more emphasis to achieving short term performance goals as against long term skill development of the employees While meeting targets is still important a lack of attention to training in the discipline of sales consulting and marketing may limit the ability of employees to react effectively to changing client needs and market trends Client feedback combined with internal observations suggest that there are occasional delays in service delivery timelines and gaps in communication In the consulting industry where service quality is of paramount importance timely delivery and transparency of communication are extremely important to maintaining client satisfaction and trust Moreover delas in the payment of incentives and unclear compensation tied to performance were found to has an impact on employee motivation Uncertainty about remuneration can lower engagement lower morale and adversely affect retention levels of employees 45 Feasible Solutions / Suggestions Based on the findings of the study the following practical and feasible solutions are suggested to address the identified challenges and improve organizational performance Employee well-being should be given priority by adopting a balanced performance management system that combines realistic targets with employe welfare Initiatives such as stress management programs professional counseling flexible working hours wellness activities and regular breaks can help reduce burnout and improve productivity For post-pandemic recovery AnexasConsultancy should develop a structured recovery plan by identifying new growth opportunities such as digital transformation consulting leadership development programs data analytics training and technology-driven solutions Diversifying service offerings will reduce dependency on limited revenue streams and enhance business resilience To strengthen its competitive strategy the organization should conduct detailed competitor analysis to identify market gaps Emphasizing customized consulting solutins experienced consultants industry expertise and globally recognized certifications can help differentiate the firm from competitors Improving customer attraction and engagement requires consistent service quality timely communication and delivery of value-driven solutins Targeted digital marketing initiatives professional webinars case studies and thought leadership content can increase brand visibility and attract new clients The organization should enhance training and development of employees by shifting from a purely target- driven aproach to a learning-oriented culture Regular training in consulting skills sales techniques digital marketing client relationship management and solution design will improve employee capability and organizational effectiveness Effective customer satisfaction management can be achieved by implementing structured feedback mechanisms such as customer satisfaction surveys service review meetings and post-engagement evaluations These methods help identify service gaps and improve delivery standards A transparent and fair compensation structure is esential to maintain employee motivation A balanced model combining fixed salary and performance-based incentives should be implemented Clear communication regarding incentive

calculations and timely payments will enhance trust and engagement Encouraging a continuous improvement culture by welcoming employe suggestions and regularly reviewing internal processes can lead to innovation efficiency and quality enhancement across operations Greater employee involvement can be fostered through open communication channels regular meetings feedback sessions and recognition programs Such initiatves create a positive and inclusive work environment improving engagement and loyalty Developing strategic partnerships with technology firms certification bodies academic institutions and industry experts can strengthen service offerings improve credibility and expand market reach Finally investing in digital transformation through CRM systems learning management systems marketing automation platforms and data analytics tools can enhance operational efficiency decision-making and 46 customer experience Learning Experience The internship experience at Anexas Consultancy provided valuable managerial and strategic insights, particularly during a challenging economic environment.

During periods of economic slowdown, consulting and training organizations often face reduced spending on employee development, delayed client decisions, and increased competition.

Anexas Consultancy encountered similar challenges, offering real-world exposure to business resilience and adaptive strategies.

One of the key learnings from the internship was the importance of service diversification.

Dependence on a limited range of services increases business risk, whereas offering diversified consulting and training solutions enhances organizational stability and long-term growth potential.

Adaptability and flexibility were observed to be critical factors for organizational survival in a dynamic market environment.

The shift toward online and hybrid training models highlighted the need for organizations to respond quickly to changing business conditions.

Financial discipline, including effective cost control and efficient utilization of resources, emerged as a crucial element in sustaining operations during periods of economic uncertainty.

A strong customer-centric approach that focuses on understanding evolving client needs and delivering customized solutions was found to be essential for building long-term relationships and customer loyalty.

Adopting a long-term perspective in decision-making helps organizations overcome short-term challenges and align their strategies with future growth opportunities.

The internship experience also emphasized the value of collaboration and strategic partnerships, which facilitate knowledge sharing, resource optimization, and access to new markets.

Additionally, the adoption of technology such as virtual training platforms, webinars, and digital marketing tools significantly enhanced organizational reach, efficiency, and scalability.

Early identification of operational and financial risks was observed to support better decision-making and preparedness.

Continuous employee development and upskilling played a vital role in improving service quality and maintaining organizational competitiveness.

Conclusion The organizational study and business immersion program at Anexas Consultancy was a highly rewarding and insightful experience.

It provided an opportunity to bridge theoretical knowledge with practical application in a real-world business environment.

Through this immersion, I gained a comprehensive understanding of consulting operations, training delivery models, sales and marketing strategies, and client relationship management.

Overall, the internship significantly contributed to my personal and professional development.

It strengthened my analytical skills, strategic thinking abilities, and confidence in handling real-world business challenges.

This internship has been a valuable and meaningful part of my MBA journey and has prepared me to effectively face future challenges in the corporate world.