



**An Internship Report
On
Performance Analysis of KEYAN Trade Ltd.**

Supervised By:

Mrs. Nusrat Nargis

Assistant Professor

Department of Business Administration

Daffodil International University

Submitted By:

Md. Abdullah Al Mamun

ID: 173-12-653

Program: MBA

Daffodil International University

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LETTER OF TRANSMITTAL

November 19, 2019

To

Mrs. Nusrat Nargis

Assistant Professor

Department of business Administration

Daffodil International University

Subject: Submission of Internship report on **“Performance Analysis of KEYAN Trade Ltd.”**

Dear Madam,

At first I would like to thank for giving me the chance to prepare the Internship report. The topic of my internship report is “Performance analysis of KEYAN Trade Ltd.” Working in a KEYAN Trade Ltd. was a great experience for me. This report make me more knowledgeable about the theatrical part of the power generator. Now I am able to find out the company condition to solve the ratio analysis.

I hope that, you would be enough kind to grant my report considering the mistakes and limitation and I believe that this report make you happy and you will find interesting information.

Sincerely yours

Md. Abdullah Al Mamun

ID: 173-12-653

Program: MBA

Daffodil International University

DECLARATION

I, Md. Abdullah Al Mamun, hereby declare that, this report is prepared by me. under the supervision of Mrs. Nusrat Nargis, Assistant Professor, Department of Business Administration, Daffodil International University. I also declare that this report has not submitted any others to get any degree or MBA program. All of the parts of the report is only prepared to submit in Daffodil International University.

I also confirm that this report is only prepared for my academic requirement, not for any other purpose.

Abdullah al mamun

.....
Md. Abdullah Al Mamun

ID: 173-12-653

Program: MBA

Daffodil International University

CERTIFICATE OF SUPERVISOR

This is to certify that Md. Abdullah Al Mamun, MBA Program, and ID: 173-12-653 is a regular student of Daffodil International University under the program of Master's in Business Administration. He has successfully completed his internship report on "**Performance Analysis of KEYAN Trade Ltd**" for the award of degree of MBA under my supervision.

To the best of my knowledge and his dedication, the report is an authentic work on the issue and the report has not been submitted anywhere for awarding my degree. He is to permit to submit the report and I wish his best success and prosperity.

Nusrat Nargis

.....
Mrs. Nusrat Nargis

Assistant Professor

Department of Business Administration

Faculty of Business and Entrepreneurship

Daffodil International University

ACKNOWLEDGEMENT

Firstly, I thank to almighty Allah for his divine for his divine blessing which makes successfully complete this report. I am also grateful and thanked for my heart to my supervisor Mrs. Nusrat Nargis, Assistant Professor, Department of business Administration, Daffodil International University. She has enough knowledge in the field of business and ratio analysis in any other company that's help me to prepare my report smoothly. Her dedication, guidance, continual encouragement, strictly supervision, valuable time contribution, advice, constructive criticism, reading the report and correcting all the drafts have made it possible to complete the report.

I also thankful to Engr. Md. Kamrul Islam, Managing Director of KEYAN Trade Ltd. for his continuous guidance to prepare this report. Now I would like to thank and love for my colleague and course mate in Daffodil International University. They are always helping me when I face in tribal to prepare my report.

Finally, I want to thank my parents and family member for the constant support and blessing with me.

EXECUTIVE SUMMARY

This report is prepared for the requirement of Internship of Masters of business Administration of Daffodil International University. Working Experience of KEYAN Trade Ltd. is the main focuses of this report. This report give us clear idea about the Human Resource of Mirpur Branch of KEYAN Trade Ltd. Basically the first chapter is the origin of the report, Introduction, objective, Methodology and limitation are discuss in KEYAN Trade Ltd. In introduction chapter It is clearly describe about the vision Mission and objective and historical background of KEYAN Trade Ltd

The main objective to prepare this report is focuses on the Human resources department and the the condition of KEYAN Trade Ltd. with the help of ratio analysis. As I am an employee of this company I can discuss about the employee of KEYAN Trade Ltd. and they are friendly and helpful for my experience and observation. In chapter two The requirement, training activities , selection, salary and benefits, performance apprise method are describe as the act of the company as much as possible. In chapter three the operation process of KEYAN Trade Ltd. is describe.

As an intimate, it is difficult to give recommendation based on whatever I had learnt from my experience I have elaborately stated them in chapter Four. From 2014 to 2018 the ratio of the company that we learn. They have made strong initiatives in generator sector. I think within a short time KEYAN Trade Ltd. will reach the goal and they will be one of the best privet generator company in Bangladesh. Now a days they should be the betterment and focuses on customer needs. I hope that the authority of KEYAN Trade Ltd. are concern about their clients and their employee so they can provide the best service for their clients and the clients are open minded ,frankly discuss about their problem to the company. KEYAN Trade Ltd. can function to the fullest by overcoming the following problems are under HRM, specifically how HRM should or can support to achieve the mission.

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CHAPTER# 1

Introduction

1.1 Introduction:

This report is prepared for the studies of KEYAN Trade Ltd. This report focuses the power generator, its market size, type, region, application, nationally and internationally generator manufacture company. Spain, Italy, Singapore, India and some other country are the top manufacture power generator company.

The global KEYAN Trade Ltd. Power generator market is valued at USS in 2017 and it will reach USS million by the end of 2025. This company CARG growing during the year 2018-2025.

Based on KEYAN Trade Ltd. Power Generators in a chain, this report discuss about the definition, application, types and major player of KEYAN Trade Ltd. Power Generators in details. Deep analysis about market status (2014-2019), enterprise competition pattern, advantages and disadvantages of enterprise products, industry development trends (2018-2025), characteristic regional industrial lay out and microeconomic policies, industrial policy are also included. From raw materials to downstream buyers of this industry will be analyzed scientifically, the feature of product circulation and sales channel will be presented as well. at last I can say that this report will help anyone to establish a panorama of industrial development and characteristics of the portable generator market.

The KEYAN Trade Ltd. Power Generators Generator market can also be split based on application, product types and important regions

1.2 Objectives:

1. To analyze the activities of the company.
2. To analyze the operation process of the company
3. To evaluate the performance of the company from 2014 to2018.
4. To find out the problems of the company.
5. To provide some recommendation about the problem of the company.

1.3 Methodology:

Methodology is a process, technique or method of observation, survey and analysis. For smooth and accurate study everyone has to follow some rules and regulation. There are two types of source in this study that's are given below:

Primary source:

1. Practical work in desk.
2. Conversion with face to face for the developer, customer and the manager of a company.
3. Direct observations.

Secondary sources:

1. Files & Folders.
2. Daily diary.
3. Website.

Now I am trying to use the secondary data source for preparing this report. Most of the case I am using secondary data but some time it is difficult to use secondary data that time I can use primary data. At first, I am going to the company than collect the data but sometimes it is not possible to collect the data, that time I use the primary sources. The human resource of the company cannot provide some data for the security purpose, that's time I use secondary data.

1.4 Limitation:

Limitation means the restriction is faced for the preparing time of a report. Limitation is a normal case to prepare the report. It is needed to reduce the scope of limitation. I need to provide my research limitations in this chapter honestly. Although I am an employee of KEYAN Trade Ltd. don't know the full fill the limitation. But preparing the report I can face some problem. The major problem is very difficult to find the accurate data. Preparing report is a great chance to know the data collection method and implementation nature. Another problem is lack of coordinate of the data entry operator because some information is secret for their business police. Every person face the same problem when he prepare the report, it is very difficult to find the data and to know properly about the company.

CHAPTER# 2

To Analyze the Activities of the Company

2.1 The activities of the company:

KEYAN TRADE LTD. is a leading Diesel Generator Importer, Supplier and service provider of Bangladesh with authorized distributorship of five world's famous Diesel Generator Brand:

Brand	Importer
HIMOINSA (Spain)	Sole Commercial Distributor
BERTOLI (Italy)	Sole Distributor
FOREST CITY (UK)	Non-Exclusive Distributor
EURO POWER (Singapore)	Distributor
KIRLOSKAR (India)	Distributor

We are also general service provider of different brand Diesel Generator That's are given below.....

- SDMO.
- FGWILSON.
- TEMPEST.
- CUMMINS POWER GENERATION.
- JAKSON.
- PRAMAC.
- KOHLER.
- WELLAND POWER.
- ELEMAX.
- HONDA etc.

The above Diesel Generator brand powered by the following brand.....

- Perkins.
- Deutz.
- Cummins.
- Volvo Penta.
- John Deer.
- Mitsubishi.
- Cummins.
- Yanmar.
- Kubota.
- Honda etc.

Our SERVICE TEAM consists of a group of experienced Engineers & Technicians performed installation, maintenance, troubleshooting and servicing of different brand Generators. Generators are very sensitive & sophisticated item in our country because of wants of emergency power production. For undisturbed, smoothly running and trouble free operation of Generators to do the regular maintenance with using pure fuel, lube oil, filters and other genuine materials. We are committed to make your existing generator trouble free operation with our best service and huge availability of Genuine Spares suitable for different brand Diesel Generators. We can do on call service or if you are interested.

Diesel Generator:

Electrical energy is produced by using Diesel generator. Diesel generator is the combination of diesel engine. This is a specific case of engine-generator. A Diesel engine generator burns the diesel oil and generates the electric power. Some types of generator use various types of natural fuel. KEYAN Trade Ltd. imports diesel generators and some others. Their products and services are given below.

Products and Service:

HIMOINSA (SPAIN)	
Engine:	MTU
	Yanmar
	Volvo Penta
	Iveco
	Doosan
	Scania
	Mitsubishi
Alternator:	STAMFORD
	LEROYSOMER

BERTOLI (ITALY)	
Engine:	Perkins
	Deutz
	Deutz Marine
	Cummins
	Volvo Penta
	John Deere

	Iveco
	Honda
	Yanmar
	Lombardino
Alternator:	Mecc-Alte
	STAMFORD

FOREST CITY (UK)	
Engine:	Perkins
Alternator	Mecc-Alte
	STAMFORD

EURO POWER	
Engine:	Perkins,
	Cummins
	Mitsubishi
Alternator	Leroysoner,
	Marathon
	STAMFO

Genuine Spare Parts (Ready Stock and prior to sale):

- Genuine Spare Parts available in stock for the mentioned engine ranges.

Control Panel / Control Module:

- All Himoinasa Control Panel (i.e. CTA 2.0, CTA 1.0, CEA6, CEM6, M6 etc.).
- All Deap Sea Panel suitable for Tempest, FGWILSON, Bertoli and other European Brand.
- Datakom, Tellys, Nexys Control Panel suitable for SDMO and ELECTRO Brand Diesel Genset.

CHAPTER# 3

To Analyze the Operation Process of the Company

3.1 The operation process of the company:

KEYAN Trade Ltd. established in 2012 in Bangladesh. The main business of KEYAN Trade Ltd. is selling generator. It can import generator from different countries because it is an international trading house. KEYAN Trade Ltd. buy many kinds of goods, oil, and machinery and power generator product. The main establishment purpose of KEYAN Trade Ltd. is right blended of knowledge and robotic generator business, the main purpose of the company to import generator and sell in local market with a minimum profit and also gain the customer satisfaction. KEYAN Trade Ltd. import the generator and set up it with their skilled technician for maintaining a good relation with their customer. All the employee of KEYAN Trade Ltd. are sincere, helpful and friendly with their customer. They can provide free service to gain the customer faith and believeness. This company cannot compromise with the quality of product and they can only supply the best quality of product. If a customer want to buy a generator and order place to the company, that time KEYAN Trade Ltd. delivery the product within a short time and lowest price. The management wants to open some office in different division so that they can deliver their product easily and create a new market place to increase their sell. This company focuses the year of 2025 to increase their business level in worldwide now a days this company is well known for supply of product, quality, honesty, reliability in market.

The operation process of the company is mainly the company import generator and maintained the generator because Diesel generator is sensitive and it is needed to regularly maintain to ensure the safety and provide good quality power of their service life. The maintenances engineer of KEYAN Trade Ltd. are conscious about their customer because old generator certain fail their components that should be repair or replace for the safety purpose. They are well skilled and having enough

knowledge to repair the old generator timely. They can provide reliable maintenance service and within a short time they can provide better service.

Sometime the customer can higher locally service man or electrical engineer to repair their generator. The main responsibility of the technician to repair it and provide all of the record of a generator for their owners so that the other engineer are known about the previous service.

That's all are done with the employee of KEYAN Trade Ltd.

The necessary step should be taken to operate generator. That's are given below.

- Timely remove the destroyed parts of a generator.
- The parts of a generator should be timely upgrade.
- Timely measure the fluid label.
- Regularly inspection of battery.
- Connection wire must be clean.
- Testing of load bank.
- Inspection the reading of control panel.
- Check out the indicators.
- Timely changed the air filter and lubricants.

At initial investment of generator is high, most of the people cannot bear the initial cost, but now a days the generator is very familiar and popular for the general people. Excessive maintaining is unnecessary and expensive for the customer. But a routine maintaining must be necessary for safety. at the time of routine maintenance all the data and parameter must be recorded for future enquire of a generator.

The service engineer of KEYAN Trade Ltd. are honest and they always want to better service for their customer.

The operation process of KEYAN Trade Ltd. briefly discuss is given below:

- a. Timely remove the destroyed parts of a generator:** KEYAN Trade Ltd. import generator and sell the local market. This company cannot compromise the quality, they want to sell the best generator and provide the good service for their client. The maintenance engineer of KEYAN Trade Ltd. timely follow up the generator and remove the destroyed parts of a generator for safety and customer satisfaction.
- b. The parts of a generator should be timely upgrade:** when a generator sale, its need to upgrade the components of a generator for better service. That time the maintenance engineer of KEYAN Trade Ltd. inform the customer and upgrade the required components.
- c. Timely measure the fluid label:** sometime customer calls the help center of KEYAN Trade Ltd. to check the fluid levels of generator. The service person always ready to help the customer. They solve the problem as soon as possible.
- d. Regularly inspection of battery:** A generator must be needed to battery inspection, that's why the service person always monitor the generator and contract with their customer.
- e. Connection wire must be clean:** It is needed to cleaning wire of a generator for a certain period, if the customer calls the service person of KEYAN Trade Ltd., they alloy clean the connection wire.
- f. Testing of load bank:** Load bank is very important part for generator and its need to test because over load is dangerous for a generator that's why it must be tested for a certain period.
- g. Inspection the reading of control panel:** The maintenance engineer of KEYAN Trade Ltd. timely follow up the generator control panel reading for the better service of the generator.

- h. Check out the indicators:** Indicator of a Generator indicates the health condition of generator, if a part of generator destroyed that time the indicator indicates, that's why it is changed. Indicator must be check is it work or not.

- i. Timely changed the air filter and lubricants:** After a certain period, fuel and air filter needed to change for the better performance of a generator that's why the maintenance engineer of KEYAN Trade Ltd. monitor the generator and timely change the fuel and air filter.

That's all are the operation process of KEYAN Trade Ltd.

CHAPTER# 4

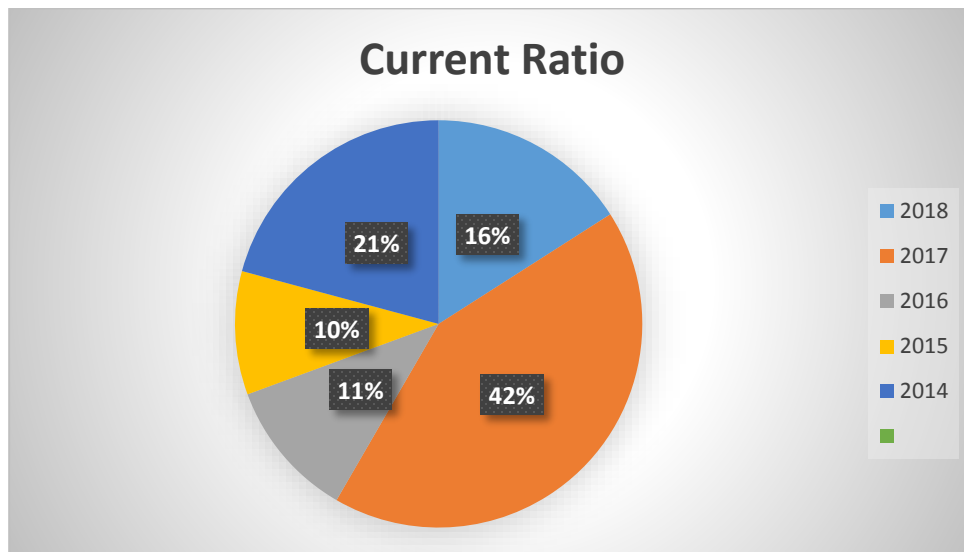
To Evaluate the Performance of the Company from 2014 to 2018

Current Ratio:

The amounts of KEYAN Trade Ltd. are in USD in million.

Current Ratio=Current Assets/Current Liabilities					
Year	2014	2015	2016	2017	2018
Current Assets	6130	5659	6367	18633	15525
Current Liabilities	2234	4381	4400	3382	7216
Solution	6130/2234	5659/4381	6367/4400	18633/3342	18633/7216
Current Ratio	2.74	1.29	1.45	5.58	2.10

The graph shown in below:



Interpretation:

A current ratio is more than one means the current assets are more than the current liabilities and current ratio is one means it is safe. On the other hand current ratio is

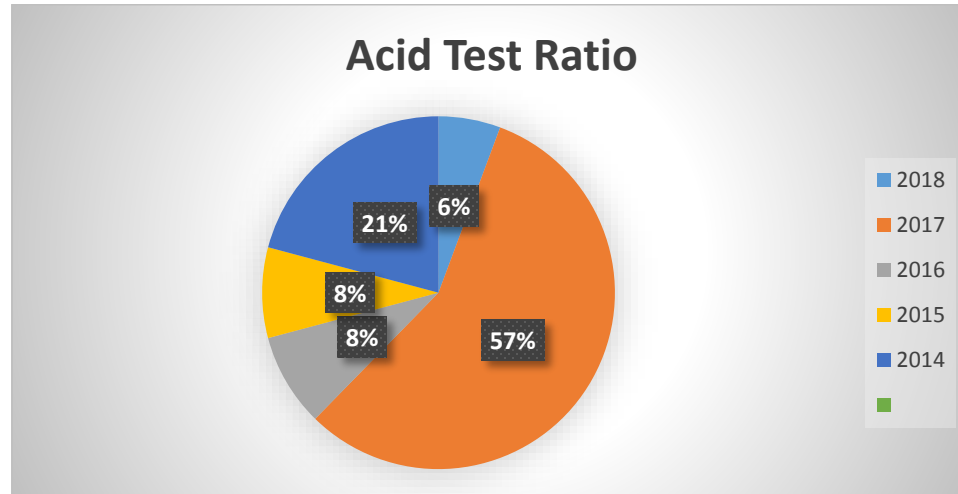
Less than one means the current liabilities is more than the current assets. The current ratio is less means the company need more liquidity.

Problems in general, higher current ratio is better. From 2014 current ratio of KEYAN Trade Ltd. has declined till 2016 and it has increased in the year 2017. In 2015 the current ratio is so much lower than the four years. It means in the year 2015 the condition of the company was not better than in last four years but in 2018 the liquidity position of the company is increased.

Acid Test Ratio:

Acid Test Ratio = Quick Acid/ Current Liabilities					
Year	2014	2015	2016	2017	2018
Quick Assets	3932	3062	3186	15944	3476
Current Liabilities	2234	4381	4400	3382	7216
Solution	3932/2234	3062/4381	3186/4400	15944/3342	3476/7216
Acid Test Ratio	1.76	0.70	0.72	4.78	0.48

The graph shown in below:



Interpretation:

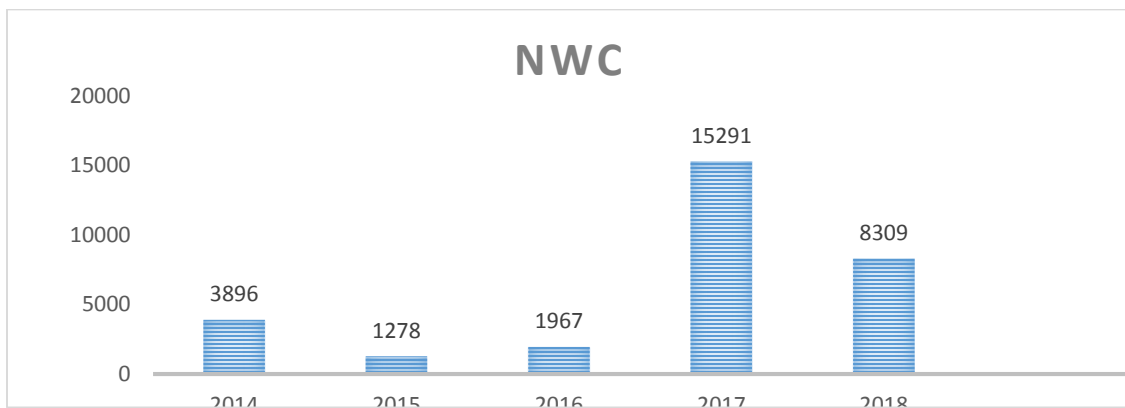
Acid test ratio is the name of quick ratio. Current ratio, cash ratio are the liquidity ratio that's are analyze in quick ratio. Acid test ratio is higher means the condition of company is good on the other hand acid test ratio is lower means the condition of the company is lower.it is difficult to run the business in present condition.

From 2014 acid test ratio of KEYAN Trade Ltd. has declined till 2016 and it has increased in the year 2017.In 2018 the acid test ratio is so much lower than the four years. It means in the year 2017 the condition of the company was better than in last four years.

Net Working Capital:

Net working capital= Current assets-Current liabilities					
Year	2014	2015	2016	2017	2018
Current Assets	6130	5659	6367	18633	15525
Current Liabilities	2234	4381	4400	3382	7216
Solution	6130- 2234	5659- 4381	6367- 4400	18633- 3342	15525- 7216
NWC	3896	1278	1967	15291	8309

The grapes shown in below.....



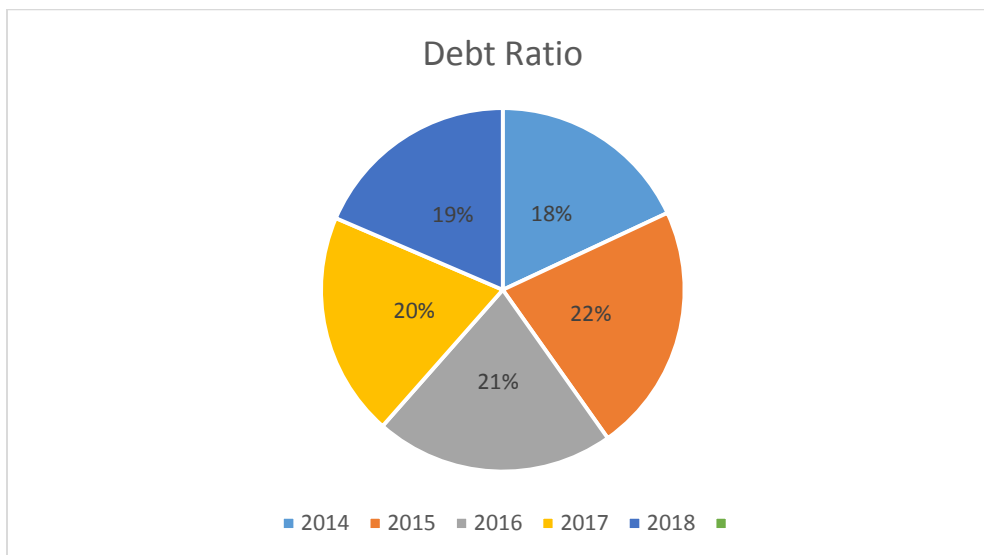
Interpretation:

From 2015 new working capital ratio of KEYAN Trade Ltd. Is so much lower than the next four years and it has increased in the year 2017. In 2017 the new working capital ratio is so much better than the four years. It means in the year 2017 the condition of the company was better than in last four years. And in 2018 it also slightly decreasing.

Debt Ratio:

Debt Ratio = Total Liabilities ÷ Total Assets					
Year	2014	2015	2016	2017	2018
Total Liabilities	7394	19314	17953	24786	32910
Total Assets	12447	26478	25586	37734	53904
Solution	7394/12447	19314/26478	17953/25586	24786/37734	32910/53904
Debt Ratio	.59	.73	.70	.66	.61

The grapes shown in below.....



Interpretation:

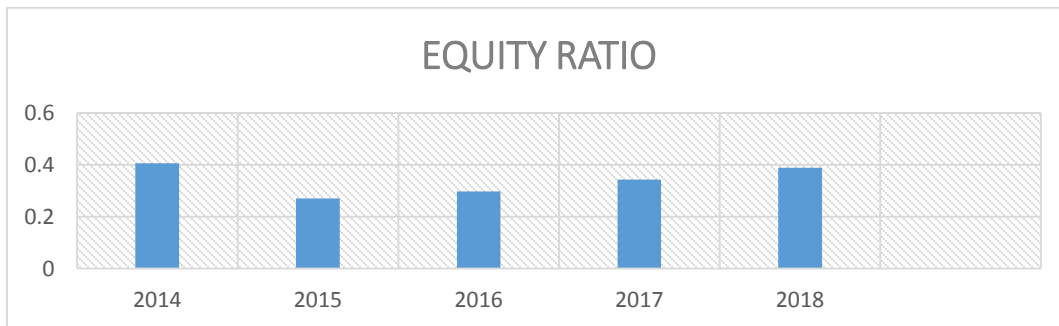
Debt ratio is very important ratio for business. Debt ratio may vary the company profit or loss. If the percentage of debt ratio is too high, its means that this is difficult to continue the business for paying up the debt and continue operation.

Sometimes, debt ratio may calculated based on the total liability instead of total debt. From 2014 Debt ratio of KEYAN Trade Ltd. Is average. Next four years it has not increased rapidly. In 2015 the Debt ratio is better than the four years. It means in the year 2015 the condition of the company was better than in last four years. The debt ratio of KEYAN Trade Ltd. Is almost same in last five year.

Equity Ratio:

Equity Ratio = Total Equity/ Total Assets					
Year	2014	2015	2016	2017	2018
Total Equity	5053	7164	7633	12948	20994
Total Assets	12447	26478	25586	37734	53904
Solution	5053/12447	7164/26478	7633/25586	12948/37734	20994/53904
Equity Ratio	.41	.27	.30	.34	.39

The graph shown in below....



Interpretation:

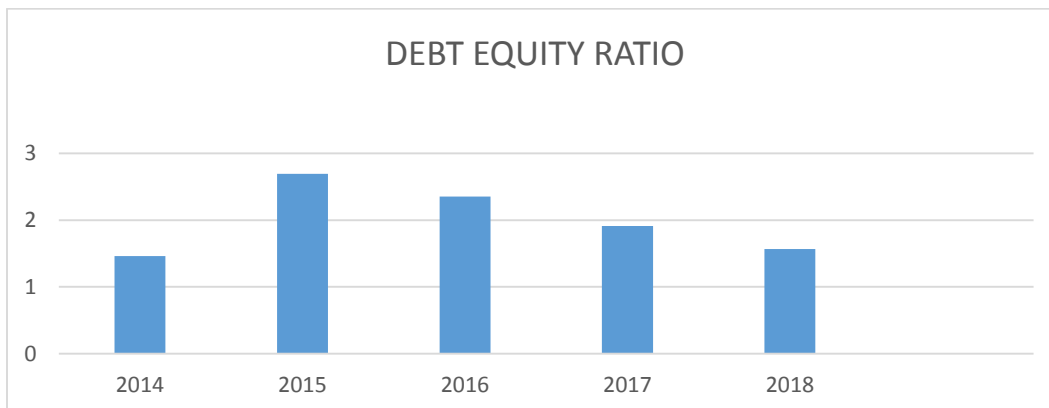
There are two financial important component of equity ratio for a solvency business. The first component indicate that the amount of total company assets are owned by the investor that's mean the company paid off all of their company liabilities. The second components show the company leveraged with debt. That's why the equity ratio encourage the company profit.

From 2014 Equity ratio of KEYAN Trade Ltd. Is so much higher than the next four years and it has decreased in the year 2015. Than the equity ratio is constantly increased in last three year.

Debt-Equity Ratio:

Debt-Equity Ratio = Total Liability / Total Equity					
Year	2014	2015	2016	2017	2018
Total Liabilities	7394	19314	17953	24786	32910
Total Equity	5053	7164	7633	12948	20994
Solution	7394/5053	19314/7164	17953/7633	24786/12948	32910/20994
	3	4	3	8	4
Debt-Equity Ratio	1.46	2.69	2.35	1.91	1.57

The graph shown in below....



Interpretation:

If the debt Equity ratio is low that's means the company face less risk. The company run the well condition and get profit. On the other hand debt equity ratio is high refers the company risk.at this condition the company faces a lot of problem and do

not get profit, it is a critical condition of any other company. Debt to Equity ratio is one means the half of the assets financed by debt and another half of financed by equity. The Debt to Equity ratio is more than one means most of the assets are

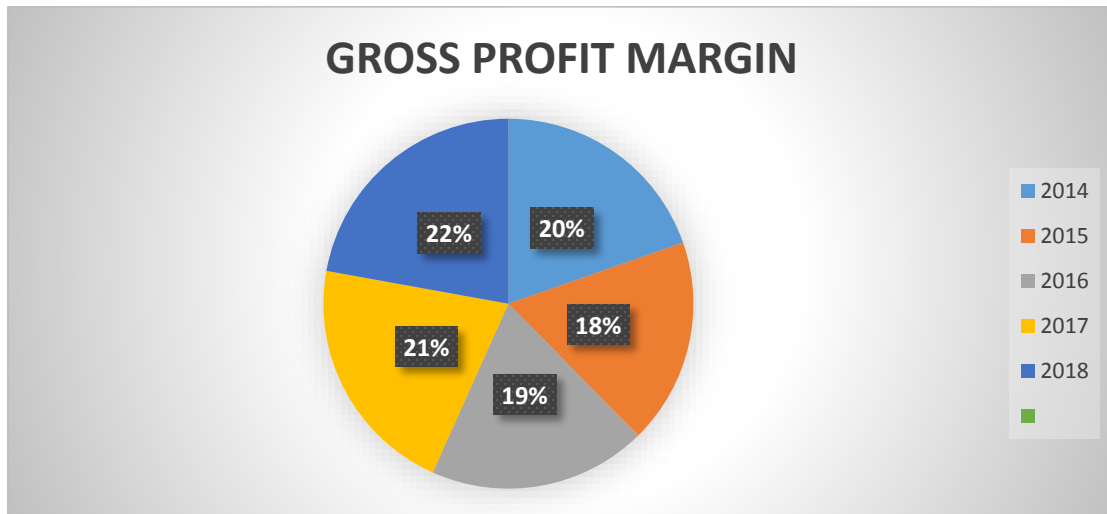
financed by the debt. The debt to equity ratio is increasing if the shareholder financed more debt.

From 2014 Debt to Equity ratio of KEYAN Trade Ltd. Is so much lower than the next four years and it has increased next year. In 2015 the Debt equity ratio is so much better than next three years. It means the debt equity ratio constantly decreasing last three year.

Gross Profit Margin:

Gross Profit Margin =(Revenue-Cost of goods sold)/Revenue					
Year	2014	2015	2016	2017	2018
Revenue - Cost of goods sold	36000	35550	41000	49800	52500
Revenue	70000	75550	82000	90000	90500
Solution	36000/70000	35550/75550	41000/82000	49800/90000	52500/90500
Gross Profit Margin	.51	.47	.50	.55	.58

The graph shown in below....



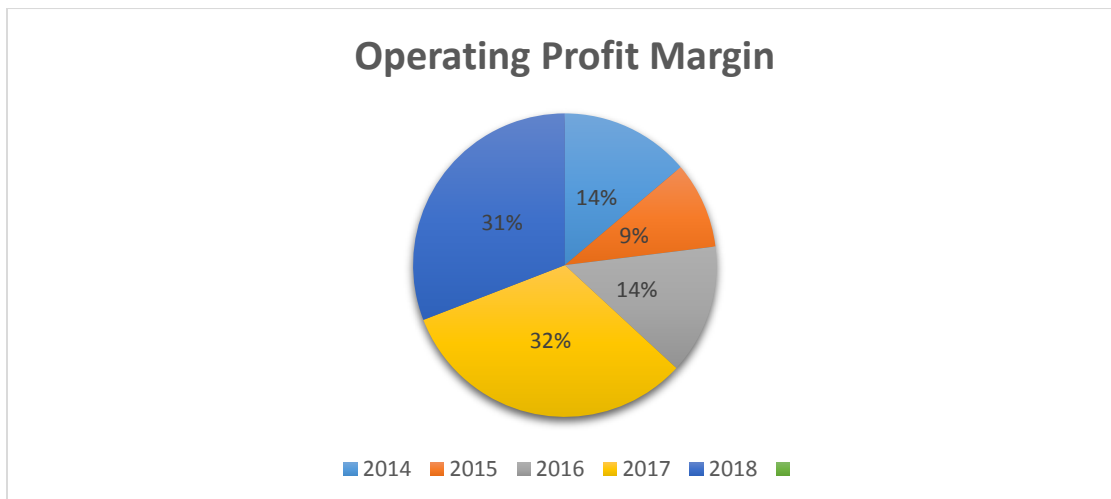
Interpretation:

Gross margin ratio measures profitability. Higher values indicate that non production cost is covered by the higher amount of profit. There are different kinds of business are analyzed with the help of gross profit margin. In this time higher gross profit margin ratio means that the retailer charges higher markup on goods sold. From 2014 the gross profit margin of KEYAN Trade Ltd. are not higher changed. In 2015 the gross profit margin are lower than the another year and it is higher in 2018 but not so high. With the help of table and graph operating and other expenses of KEYAN Trade Ltd. is playing any other problem. Now we can say the gross profit ratio KEYAN Trade Ltd of is good.

Operating Profit Margin:

Operating Profit Margin = Operating profit/ Revenue					
Year	2014	2015	2016	2017	2018
Operating profit	2250	1450	2500	6350	6100
Revenue	70000	75550	82000	90000	90500
Solution	2250/70000	1450/75550	2500/82000	6350/90000	6100/90500
Operating Profit Margin	.03	.02	.03	.07	.067

The graph shown in below....



Interpretation:

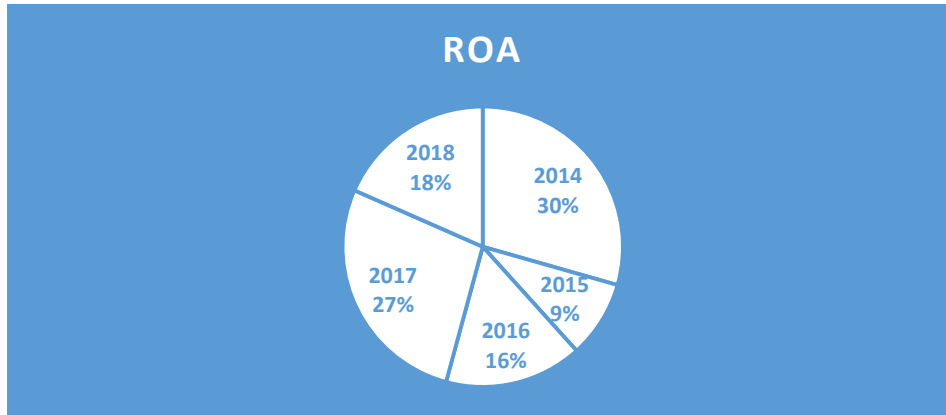
If the operating profit ratio is high that's mean more revenue is converted to operating income. Operating profit margin is increased indicates that the profitability is improving.

From 2014 operating profit margin ratio of KEYAN Trade Ltd. Is lower. Than the next two years it has decreased and almost same to 2014. Than the operating profit margin is increased in 2017. In 2018 the operating profit margin is almost same in 2017 and it is good.

ROA:

ROA = Net Income/Total Assets*100					
Year	2014	2015	2016	2017	2018
Net income	2250	1450	2500	6350	6100
Total Assets	12447	26478	25586	37734	53904
Solution	2250/12447	1450/26478	2500/25586	6350/37734	6100/53904
	7	8	6		
ROA	18.07	5.47	9.77	16.82	11.31

The graph shown in below....



Interpretation:

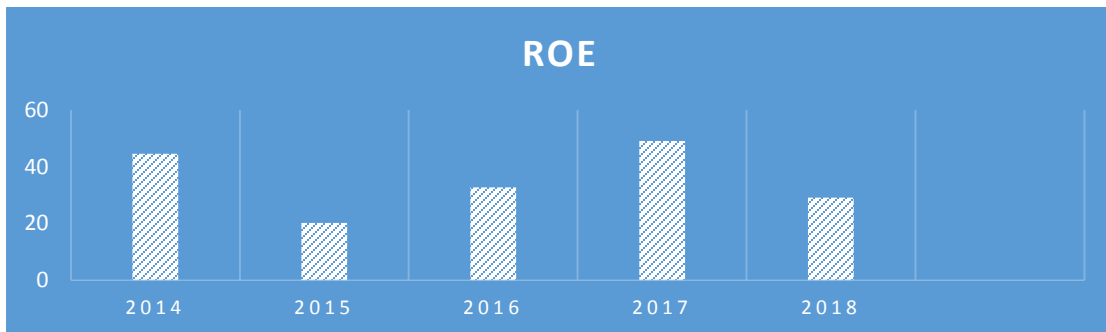
Higher return on assets means that the investor invest the company for more return. If return on assets is more that's indicate the good sign of a company and people are likely to invest the company without any doubt.

In 2014 Total return on assets of KEYAN Trade Ltd. Is good. On the other hand, it is decrease in 2015. Then return on assets is also increased in 2016 to 2018 and increased was average and it is satisfactory. It is good sign for the company reputation. It also indicate that there is a huge opportunity to the investor for more invest in KEYAN Trade Ltd.

ROE:

ROE = Net Income/ Shareholder equity*100					
Year	2014	2015	2016	2017	2018
Net Income	2250	1450	2500	6350	6100
Shareholder equity	5053	7164	7633	12948	20994
Solution	2250/5053	1450/7164	2500/7633	6350/12948	6100/20994
ROE	44.52	20.24	32.75	49.04	29.05

The graph shown in below....

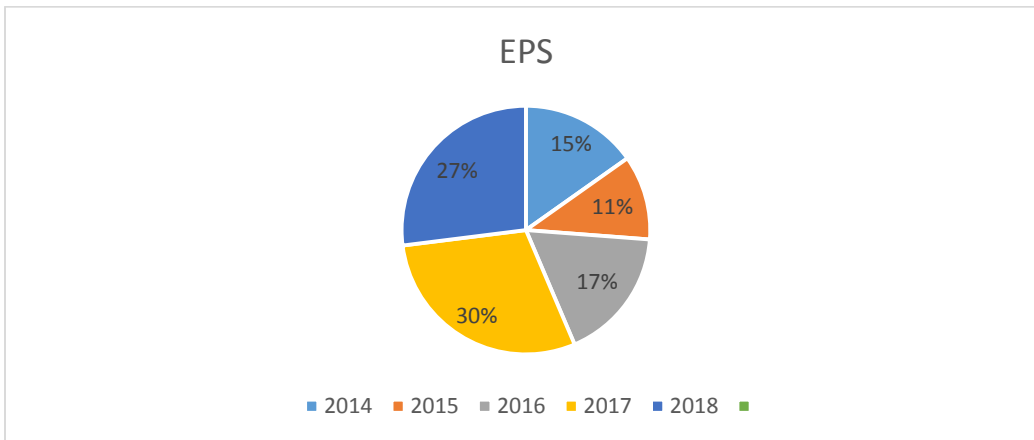


Interpretation: return on equity indicate that how much profitable of a company. Higher return on equity is favorable of a company because of the company is generating profit and the investor are willing to invest the company. Most of the Investor are comparing different companies return on equity. On the other hand lower value of ROE is harmful for the company. Investor are not invest this type of company which return on equity is low. From 2014 return on equity of KEYAN Trade Ltd. is better. Than the next two years it has decreased and almost same. Than the return on equity is increased in 2017. In 2018 return on equity is also decreasing.

EPS:

EPS = Net profit/number of equity share					
Year	2014	2015	2016	2017	2018
Net profit	2250	1450	2500	6350	6100
Number of equity share	7200	6400	7000	10500	11000
Solution	2250/7200	1450/6400	2500/7000	6350/10500	6100/11000
EPS	.31	.23	.36	.60	.55

The graph shown in below....



Interpretation:

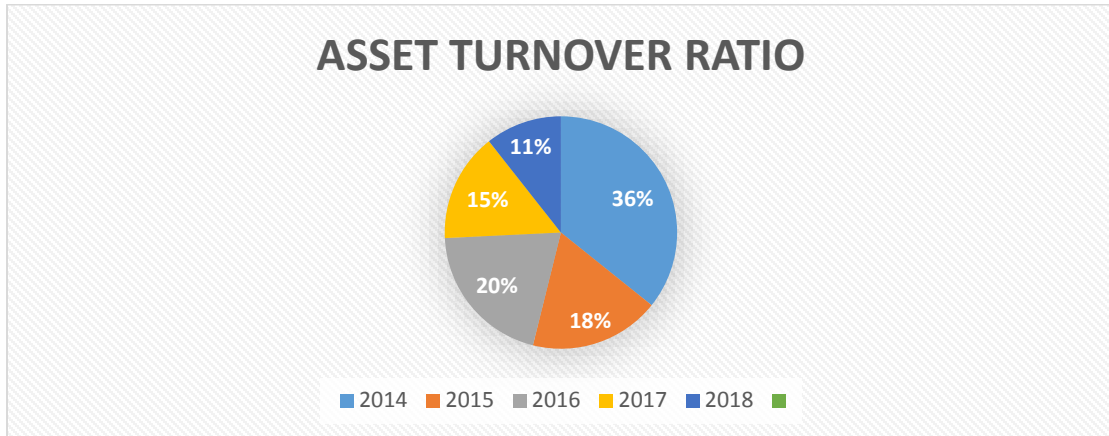
Earnings per share means the amount is back in per share. If earning per share is good that’s mean the company is profitable on the other hand earning per share is less means the company cannot profit more, it is difficult to continue the business if eps is low. From 2014 Earning per share of KEYAN Trade Ltd. is lower.

Than the next years it was also decreased. In 2017 Earnings per share is so much better than the four years. It means in the year 2017 the condition of the company was better than four years. And 2018 it was slightly decreasing.

Asset Turnover Ratio:

Asset Turnover Ratio= Net sales/Total average assets					
Year	2014	2015	2016	2017	2018
Net sales	70000	75550	82000	90000	90500
average total assets	12447	26478	25586	37734	53904
Solution	70000/12447	75550/26478	82000/25586	90000/37734	90500/53904
Asset turnover ratio	5.62	2.85	3.20	2.38	1.67

The graph shown in below....



Interpretation:

From 2014 Asser turnover ratio of KEYAN Trade Ltd. is better than the next four years and it has decreased in the year 2018. From 2015 to 2018 asset turnover ratio is almost same and that was not so good.

CHAPTER# 5

To Find Out the Problems of the Company

5.1 Problems of the company:

The main raw material of generator is oil and gas. Bangladesh has not oil source but it has a lot of natural gas. The source of gas is decreasing in Bangladesh because unnecessary use. The government should take step to maintain the gas level. KEYEN Trade Ltd. import the oil and gas generator. The company faces a lot of problem and current management cannot more profit for this business. The problem are given below:

1. Current ratio of KEYAN Trade Ltd. Is decreasing in the previous year because the capital is not sufficient. Recently the company added some capital for increasing current ratio.
2. KEYAN Trade Ltd. has not enough man power. That's why they cannot proper service for the customer.
3. Return on equity of KEYAN Trade Ltd. Is decreasing in present year. Return on equity is more express that the company are capable to earn for the new investment. Higher values are generally favorable meaning that the company is efficient in generating income on new investment and it is difficult to continue the business for the condition.
4. This Company should not arrange any kind of training for their technician. That's why they have not proper technician.
5. The company are not timely service of old generator, they cannot proper maintenance of old generator. The maintenance team of KEYAN Trade Ltd. Are not conscious of old generator that's why the customer are not properly faith there service team.
6. The Company have not enough money to widen the area of their business. For this they cannot fulfill the customer demand.
7. Increasing price of raw material of KEYAN Trade Ltd. Decreasing their selling value.

8. Huge system loss for unskilled worker. Most of the worker are unskilled, the worker don't know how they reduce the system loss.
9. Need proper area for selling their generator. They need to select some area to sell their generator. KEYAN Trade Ltd.do not focused any one area that's why they cannot supply different types of area.
10. Management are not well skilled. The management must be serious their business and need to more trained to know the details of generator.
11. Lack of advertisement to renowned their company. Most of the people do not know the company cause of their advertisement process. The company should be improve their add process that's why people can know about their company.

5.2 Recommendation:

From the above information of the report of KEYAN Trade Ltd. can say that the present condition of generator sector in Bangladesh. It is very popular sector and it has a lot of opportunities for grow up but at the same time it has a lot problem and the company has also weakness to proper maintain the sector. At last it is positive condition for Bangladesh and the generator sector is growing more in present situation.

From my knowledge of KEYEN Trade Ltd. the company should take necessary step for the betterment of the company.

1. This company must be added more liquid money. For the betterment of ratio.
2. More employee are appointed for customer service.
3. Return on equity must be increased with the help of cost analysis.
4. Skilled technician must be appointed for service the generator.
5. The technician must be sincere for the maintenance and rehabilitation of old generator.
6. The company should take proper step to make joint venture with various countries for increasing their business.
7. Different types of offer need to serve to increase the selling value and decreasing their raw material.
8. Reduce their system loss to appoint the skilled worker.
9. The government should take proper step to make more accretive of this sector for the foreign investor that make their more profitable.
10. The company need more investor for increase their initial liquid capital.
11. The management must be serious and proper maintain their employee.
12. Proper maintenance and customer service are very essential to increase the production.

Conclusion:

Now it is clear that generator sector is very popular and growing sector in Bangladesh. In this sector Bangladesh makes a lot of profit and it has also opportunities because the electric supply cannot fulfill the customer demand. The Government should take proper care for the generator importer. The loan facility, lc facility must be provide the company that's why they can easily import the generator. Generator business carries on varies types of accessory business, A lot of people are dependent on this business so that it should take proper care for this business. The oil and gas facility must be easier and cheap to improve the generator sector. Now a days most of the building buy generator for lift and proper electric supply.

At last I can say that generator sector is promising sector so the government should take proper care and need take action to improve the sector and insure that the generator is made in Bangladesh, It is the way to make more profit and the general people easily bear its cost then the generator sector can affect the Bangladeshi economic.

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