Journal Publication of International Research for Engineering and Management (JOIREM)
Volume: 04 Issue: 5 | May-2026
ISSN (O) 3107-6696

ORGANIZATIONAL STUDY – The Study of Structure, Processes, and Performance at Unitek Hydraulic Machine Company

M. Bharath

B.Com General Final Year, Jeppiaar University

Mr. Onyx

Assistant Professor, School of Arts Humanities and Management , Jeppiaar University

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Abstract - To really get how a company works, you have to go behind the scenes—see how teams work together, watch the processes unfold, and figure out what drives performance. I spent two months inside Unitek Hydraulic Machine Company, a small manufacturer in Coimbatore, Tamil Nadu, to do just that. My main aim was to break down Unitek's structure, trace how their machines actually get built, check out how they handle quality, and use SWOT to see where they stand. I talked to employees, spent hours watching the workflow, and studied everything from internal documents to testing records. What'd I find? Unitek has real technical strength and keeps customers happy. Still, they struggle with high production costs, are slow to adopt automation, and nobody knows them outside India. There's big potential if they target exports and start building smart hydraulic systems. At the heart of it all, Unitek's clear structure and focus on quality keeps them steady and their customers loyal. My top suggestions: get serious about ERP software, improve digital marketing, and invest in training.

KEYWORDS: Organizational Study, Hydraulic Machinery, SWOT Analysis, Production Process, Small Scale Industry, Customer Satisfaction

INTRODUCTION

These days, it's just as important to know how a business functions inside as to understand what's on offer. That's what organizational studies are for—they dig into how structures, processes, and people fit together. For anyone studying management or commerce, this is what turns theory into something real.

Unitek Hydraulic Machine Company started as a partnership back in 2011 in Coimbatore's busy industrial hub. They make hydraulic presses, cylinders, power packs, and lifting gear—serving everybody from builders to car makers. Even with less than 25 people, Unitek's known for being precise and keeping customers coming back.

During my internship (January–February 2026), I got a front-row seat to daily life there. I was able to talk with engineers, work alongside technicians, and just get a true sense of how every department ticks. This article pulls together that practical take on Unitek: how they're built, how the workflow connects, what their SWOT looks like, and some simple ideas to help them do even better.

OBJECTIVES OF THE RESEARCH

- Break down Unitek's structure and see what each department actually does.
- Follow how a hydraulic system gets built from start to finish.
- Lay out their strengths, weaknesses, opportunities, and threats.
- Check if departments really work together and if that makes a difference for quality.
- Get real insights about time, quality tests, and employee opinions.
- Point out concrete ways to produce more, automate faster, and go global.

LITERATURE REVIEW

Organizational studies sit at the heart of business research. Robbins and Coulter (2018) say structure is just about how tasks are split and supervised. In smaller companies, a flat setup speeds up decisions, but also leads to confusion about roles from time to time.

Manufacturing depends on how well departments talk to each other. Chen and Huang (2019) noticed that stronger coordination meant better quality and fewer delivery issues—Indian SMEs saw 30% fewer defects when lines were clear between production and quality control.

When it comes to hydraulics, Kumar and Singh (2020) stress how small mistakes get risky in a hurry. They say regular training on new tech is a true game-changer.

SWOT analysis shows up everywhere in studies like this. Hill and Westbrook (1997) point out that a solid SWOT lines up

what you're good at with real market needs. Small manufacturers often stand out by focusing on niche markets or exports, though they constantly face tough competition and fast-moving tech.

Mehta et al. (2021) zoomed in on Indian SMEs and noticed the same struggles—too much reliance on skilled labor and not enough automation. But, when companies jumped into ERP and online marketing, their growth really picked up.

I wanted to see how all that played out for a real company like Unitek.

RESEARCH METHODOLOGY

This research was simple: paint a clear, honest picture of Unitek's setup and how smoothly things run. Data came from:

- Me being there every day for two months, chatting with people on the floor, and running a little internal survey (20 employees) about challenges and what works/doesn't.

- Digging through company logs, quality checks, and reading up on other research into hydraulics and organizational structures.

I focused on Production, Design & Engineering, Quality Control, Maintenance, Sales & Marketing, and HR. For analysis, I tracked how the work hours split by department, looked at pass/fail rates on 100 random parts, and pulled out the main survey findings.

The survey just went out to whoever was around, no fancy sampling. Results are in tables and bar charts so you can see what's really happening.

DATA ANALYSIS AND INTERPRETATION

TABLE 1: Time Spent by Department

Production ate up 45% of the hours. Quality control, 30%. Design & Engineering, 12%. Maintenance, 8%. Sales & Marketing at 3%, and HR & Admin just 2%. That's over 400 logged hours.

What really stands out? Most of the action—and my time—was on the shop floor and in quality control. The company clearly focuses on making things right, and then making sure they're up to standard. Sales and HR aren't a big priority for a firm as small as this.

TABLE 2: Quality Control Results (100 Components)

a) 94 passed—so a 94% success rate.

b) 6 failed—6%.

That's pretty impressive. With a passing rate of 94% on randomly picked parts, quality standards here are tough. Most of the failures were minor (measurements off, seals leaking), and those parts got fixed in rework. In short: Their approach to quality actually works.

SCOPE OF THE STUDY

1. Looks closely at Unitek's setup—structure, departments, and how things get built.

2. Covers SWOT and real-life intern findings from January–February 2026.

3. Suggestions might help similar small or medium engineering businesses.

4. Useful for students, researchers, or anyone who cares about running a tight ship or raising quality.

LIMITATIONS OF THE STUDY

1. Only looked at one company, so don't assume all hydraulic firms are like this.

2. Two months is a short window—things change over longer stretches or different times of year.

3. Only 20 survey responses, so not everyone's voice is here.

4. Some judgments are mine alone, so bias is possible.

5. No access to full financial data—so I can't comment much on profits or costs.

6. No direct customer feedback—this is about the inside view.

7. Hydraulics and automation move fast. Some advice could age quickly.

8. Data is all from Coimbatore—things might look different somewhere else.

9. Surveys can be skewed if people just say what sounds good.

10. Didn't compare Unitek directly to its competition.

FINDINGS

1. Quality control is a real strength—94% pass rate shows strong precision.

2. The bulk of the action (75% of the hours) is in production and quality.

3. High production costs are a big pain point—80% of employees said it's their top challenge.

4. Automation lags; 70% say there's too much manual work.

5. The company depends heavily on skilled technicians. If they leave, production could stall.
6. Well known around Coimbatore, but invisible outside India.
7. Big chances lie in export markets and making smart (IoT) hydraulic systems as infrastructure ramps up.
8. Departments stay pretty well coordinated, which helps keep mistakes rare.
9. After-sales support stands out—repeat business is common.
10. No proper ERP system; order tracking and inventory feel slow and clunky.

CONCLUSION

Digging into Unitek Hydraulic showed me that good structure and strict quality controls are the backbone of small manufacturers. Unitek's got technical know-how, good people, and a clear focus on keeping their customers happy. Still, challenges remain: production's expensive, automation is behind, and their name doesn't travel outside India.

Main threats? High costs and stiff competition. But their main edge is product reliability. Teamwork and department check-ins keep big errors at bay, though they still rely too much on manual labor.

To take the next step, Unitek should go all-in on automation, get an ERP up and running, revamp its online presence (especially for buyers outside India), and invest in regular training. These changes would cut costs, speed everything up, and open new doors for growth.

For students or business owners, studies like this connect classroom theory with factory reality. That internship helped close the gap for me, and with some smart tweaks, Unitek's ready for bigger things in a fast-changing industry.

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