

A Study on Workplace Management and Industrial Operations in Vinayaka Electro Pvt. Ltd., and Performance at Vinayaka Electro Pvt. Ltd.

S. ARAVINTH¹, Dr.S.S.Onyx Nathanael², Nirmal Raj³

¹BBA General Final Year, Jeppiaar University

^{2,3}Assistant Professor, School of Arts Humanities and Management, Jeppiaar University

Abstract - Understanding the internal functioning of an organization is important for improving productivity, employee coordination, and organizational growth. This organizational study was conducted at Vinayaka Electro Pvt. Ltd., an electrical and electronics manufacturing company located in Tamil Nadu. The study focused on understanding the organizational structure, production process, quality management practices, employee coordination, and overall company performance.

The study was carried out for two months through direct observation, employee interaction, and analysis of company records. The research examined various departments including Production, Quality Control, Maintenance, Human Resources, Sales & Marketing, and Finance. SWOT analysis was also used to identify the strengths, weaknesses, opportunities, and threats of the organization.

The findings revealed that Vinayaka Electro Pvt. Ltd. maintains strong product quality standards and efficient departmental coordination. However, the company faces challenges such as increasing production costs, dependence on manual operations, and limited digital marketing activities. Opportunities for future growth include automation, expansion into new markets, and adoption of smart electrical technologies.

The study concludes that effective organizational structure and quality management are the major strengths of the company. Recommendations include implementation of ERP systems, employee training programs, automation of operations, and stronger online business presence.

KEYWORDS: Organizational Study, Electrical Industry, SWOT Analysis, Production Process, Quality Control, Employee Coordination, Manufacturing Industry

INTRODUCTION

Organizational studies help in understanding how companies function internally and how different departments coordinate

to achieve organizational objectives. It provides practical exposure to students and helps connect academic concepts with industrial operations.

Vinayaka Electro Pvt. Ltd. is involved in the manufacturing and servicing of electrical and electronic products. The company supplies electrical components, control panels, wiring systems, and industrial electrical solutions to various industries. The organization is known for maintaining quality standards, customer satisfaction, and reliable service.

During the internship period from January 2026 to February 2026, practical exposure was gained regarding the company's daily operations, production process, employee management, and quality practices. This study analyzes the organizational structure, workflow, departmental coordination, and overall performance of Vinayaka Electro Pvt. Ltd.

OBJECTIVES OF THE RESEARCH

To study the organizational structure of Vinayaka Electro Pvt. Ltd.

To understand the production and operational processes of the company.

To analyze departmental coordination and communication.

To identify the strengths, weaknesses, opportunities, and threats through SWOT analysis.

To study the quality control practices followed by the company.

To provide suggestions for improving organizational efficiency and productivity.

LITERATURE REVIEW

Organizational studies play an important role in understanding industrial operations and employee coordination. According to Robbins and Coulter (2018), organizational structure defines the allocation of responsibilities and authority within an

organization. Effective organizational structures improve communication and productivity.

Chen and Huang (2019) stated that coordination among departments significantly improves operational efficiency and product quality in manufacturing industries. Proper communication between production and quality departments reduces errors and enhances customer satisfaction.

Kumar and Singh (2020) explained that electrical and electronics industries require continuous technological upgrades and employee skill development to remain competitive in the market.

Hill and Westbrook (1997) highlighted the importance of SWOT analysis in identifying organizational strengths and market opportunities while reducing threats and weaknesses.

Mehta et al. (2021) found that adoption of automation and ERP systems improves productivity, inventory management, and operational efficiency in small and medium-scale industries.

RESEARCH METHODOLOGY

The research methodology adopted for this study was descriptive in nature. Data collection was done using both primary and secondary sources.

Primary Data

- Direct observation during internship period
- Interaction with employees and supervisors
- Informal discussions with department staff
- Employee survey regarding organizational operations

Secondary Data

- Company records and reports
- Production and quality documents
- Research journals and management books
- Company manuals and organizational data

The departments included in the study were:

- Production Department
- Quality Control Department
- Maintenance Department

Human Resource Department

Sales & Marketing Department

Finance Department

The collected data was analyzed using percentage analysis, observations, and SWOT analysis.

DATA ANALYSIS AND INTERPRETATION

TABLE 1: Department-wise Time Allocation

Department	Percentage of Work Hours
Production.	45%
Quality Control	25%
Maintenance	10%
Sales & Marketing	8%
Human Resource	7%
Finance	5%

Interpretation

The Production Department consumed the majority of work hours, indicating that the company mainly focuses on manufacturing and operational activities. Quality Control also occupied a significant percentage, showing the company's commitment toward maintaining product standards.

TABLE 2: Quality Inspection Results

Components Tested	Passed	Failed
100	93	7

Interpretation

The company achieved a 93% quality success rate during inspection. Most failures were due to minor wiring issues and assembly defects, which were corrected through rework procedures.

SWOT ANALYSIS

Strengths

- Strong quality control system
- Skilled technical employees



Good customer relationship

Reliable electrical products

Efficient departmental coordination

Weaknesses

Limited automation in operations

High production costs

Dependence on skilled labor

Limited online marketing activities

Opportunities

Expansion into new industrial markets

Adoption of smart electrical technologies

Growth through digital marketing

Implementation of ERP software systems

Threats

Increasing market competition

Rapid technological changes

Rising raw material costs

Shortage of skilled technicians

SCOPE OF THE STUDY

1. The study focuses on organizational structure and operational activities of Vinayaka Electro Pvt. Ltd.

2. It provides practical understanding of production and quality processes.

3. The findings may help small and medium-scale industries improve efficiency.

4. The study is useful for students and researchers in commerce and management fields.

LIMITATIONS OF THE STUDY

1. The study was limited to one organization only.

2. Duration of the study was only two months.

3. Some organizational data was confidential.

4. Employee opinions may contain personal bias.

5. Financial information was not fully accessible.

6. The study mainly focused on internal organizational activities.

FINDINGS

- The company maintains strong quality standards in production.
- Departmental coordination supports smooth workflow.
- Production activities dominate company operations.
- Manual work is still high in certain departments.
- Employees are technically skilled and experienced.
- The company has opportunities for automation and digital growth.
- Quality inspection reduces product defects effectively.
- Customer satisfaction is one of the company's major strengths.

SUGGESTIONS

- Implement ERP software for better inventory and production management.
- Increase automation to improve productivity and reduce manual work.
- Conduct regular employee training programs.
- Improve digital marketing and online business visibility.
- Introduce advanced electrical technologies for product innovation.
- Strengthen customer feedback and support systems.

CONCLUSION

The organizational study conducted at Vinayaka Electro Pvt. Ltd. provided valuable practical exposure regarding industrial operations and organizational management. The company maintains a good organizational structure, effective quality control practices, and strong customer relationships.



Although the company faces challenges such as increasing production costs and dependence on manual operations, it possesses strong growth opportunities through automation, technology adoption, and market expansion.

The study helped bridge the gap between theoretical learning and practical industrial experience. Overall, Vinayaka Electro Pvt. Ltd. demonstrates strong operational potential and can achieve greater success through modernization and strategic development.

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