

**A Study on Effective of Content Creating and Marketing Digitally**

**G.S. Customs India Pune**

A study report submitted to SRM Institute of Science and Technology

For the partial fulfillment of the requirements for the degree of

**BACHELOR OF BUSINESS ADMINISTRATION**

**Submitted by**

**Mohammed Zayan K**

**Content Creator**

**Register no: RA2051001010074**



**Under the Guidance of**

**DR. K.KARTHIK SRIDHAR**

**Assistant professor (O.G)**

Department of Business Administration

SRM Institute of Science and Technology Kattankulathur- 603203

**COLLEGE OF MANAGEMENT**

Department of Business Administration

SRM Institute of Science and Technology Kattankulathur- 603203

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# INTERNSHIP CERTIFICATE



CERTIFICATE

This is to certify that project that work entitled “GS Customs” submitted by MOHAMMED ZAYAN.K Reg no 2051001010074 for the partial fulfilment of Bachelor of Buisness Administration, as per my observation, it was found that that the project report has not been previously formed or copied from any other material far award of any degree. The project represent independent work on part of the candidate with the guidance of supervisor.

**Signature of Internal Examiner**

**Signature of the guide**

**Signature of External examiner**

**Signature of HOD with seal**

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Thanks a lot.

MOHAMMED ZAYAN.K  
RA2051001010074

## CONTENT

1	INTRODUCTION	7-11
2	INDUSTRY AND COMPANY PROFILE	12-34
3	ACTIVITIES OF VARIOUS DEPARTMENTS	35-40
4	ANALYSIS	41-51
5	FINDINGS AND CONCLUSIONS	52-54
6	QUESTIONNAIRE AND BIBLIOGRAPHY	55-61

## DECLARATION

I, the undersigned Mohammed Zayan K student, of SRM Institute of Science and Technology, Kattankulathur, Chennai, hereby declare that I have completed my project, titled 'Content Creating and Marketing Digitally'. The information submitted herein is true and original to the best of my knowledge.

Mohammed Zayan K  
Place- Chennai

# **CHAPTER - 1**

## INTRODUCTION

Car modifications have been around for decades, and they have always been a popular way for car enthusiasts to personalize and improve the performance of their vehicles. However, the popularity of car modifications has increased significantly over the last few years, with more and more people looking to make their cars unique and stand out from the crowd.

In this college project, we will explore the world of car modifications, including the most popular types of modifications, their benefits and risks, the legal and safety implications, and the future of car customization. We will also examine the history of car modifications and the factors that have contributed to their growing popularity.

The history of car modifications can be traced back to the early days of the automobile, when car enthusiasts would modify their cars to improve their performance and appearance. In the 1950s and 1960s, the hot rod culture emerged, and people began modifying their cars with high-performance engines, custom paint jobs, and other enhancements. In the 1970s and 1980s, the muscle car craze took hold, and car enthusiasts focused on modifying American muscle cars with bigger engines and other performance upgrades.

In recent years, the popularity of car modifications has grown significantly, thanks in part to the rise of social media and online car communities. Today, car enthusiasts can connect with like-minded individuals from all over the world and share their knowledge, experiences, and ideas about car modifications.



One of the most popular types of car modifications is the addition of custom body kits and spoilers. These modifications can enhance the appearance of a car and make it look more aggressive and sporty. Body kits typically include front and rear bumpers, side skirts, and a rear spoiler, while spoilers are designed to improve the aerodynamics of a car by reducing drag and increasing downforce.

Another popular type of car modification is the installation of high-performance engines and exhaust systems. These modifications can significantly increase the horsepower and torque of a car, making it faster and more powerful. However, these modifications can also be expensive and require a significant amount of skill and knowledge to install properly.

Other popular car modifications include suspension upgrades, brake upgrades, and the installation of aftermarket wheels and tires. Suspension upgrades can improve the handling and ride quality of a car, while brake upgrades can improve stopping power and reduce brake fade. Aftermarket wheels and tires can also enhance the appearance of a car and improve its performance by reducing weight and increasing grip.

While car modifications can enhance the appearance and performance of a car, they can also pose risks if not done properly. Improperly installed modifications can cause serious damage to a car and even lead to accidents. In addition, some car modifications may not be legal, and car owners may face fines or other legal consequences if they are caught with illegal modifications.

Therefore, it is important for car enthusiasts to have a thorough understanding of the legal and safety implications of car modifications before making any changes to their vehicles. Car owners should also work with reputable and experienced mechanics or installers who can ensure that the modifications are done properly and safely.

In conclusion, car modifications are a popular way for car enthusiasts to personalize and improve the performance of their vehicles. From custom body kits and high-performance engines to suspension upgrades and aftermarket wheels, there are countless ways to modify a car. However, it is important for car owners to understand the benefits and risks of car modifications and to work with experienced professionals who can ensure that the modifications are done safely and legally. The future of car customization is bright, and we can expect to see continued innovation and creativity in the world of car modifications in the years to come.

One of India's most significant economic development generators and one with significant involvement in international value chains is the automotive sector. This industry has expanded as a result of the strong government backing, which has allowed it to forge a distinct route among India's industrial sectors. Because they are specifically designed to meet the needs of low- and middle-income populations, the nation's vehicle industry stands apart among those of other auto-producing nations.

India surpassed China as the fourth-largest auto market in the world in 2017, and both local and foreign markets are seeing an increase in demand for Indian cars. Manufacturers are currently catching up in terms of modernization, digitalization, and automation in order to satisfy consumers' future demands (including those of electrical cars) and remain competitive. The Indian auto industry is expected to be the world's third largest automotive market by volume by 2026.

Cultures have a long history. And ours is something that has been taken and altered to fit regional preferences and requirements. Although the British brought regality to India, the good old Amby culture persisted (based on Morris Oxford platform). When Hindustan Motors ended Amby manufacture in 2014, many Indians experienced a lot of emotion. Additionally, the 44 horsepower Premier Padmini was an absolute thrill (literally) and a thing of beauty. But when Maruti, along with Suzuki, introduced the more affordable and fuel-efficient Maruti 800 in 1983, things did take a modest but significant turn.

Customizing a vehicle is a sort of aftermarket modification that has been made to boost performance; this may be accomplished by modifying or changing the engine and transmission. By doing this on its own, one might start to differentiate their automobile from others of the same model and brand. Vehicles may be personalized by custom builders with their own sense of design and unique additions for different tastes. Some people also like to paint, change the decals and accessories, add lights, and add other features to vehicles, such as adding carbon fiber exterior components.

GS Customs is the brainchild of "Mr. Gulshan Sharma " who is the Founder and Director of the company. He started this company along with his two car-enthusiastic brothers Gaurav Sharma and Ritesh Sharma with a passion for cars and ended up building an empire for himself.

He has years of expertise in high-end automotive modification, research and development, and vehicle construction. He has a graduate degree in mechanical engineering.

Intending to offer bespoke design specifically to meet individual design needs, client style, and comfort at extremely affordable prices, he started following his ambition of opening an auto customization business.

This company believes in their motto 'You dream it, We build it'

## **CHAPTER - 2**

## INDUSTRY PROFILE

Keywords- Automotive, business model, build-to-order, customization.

The automobile industry is one of the most important industries in the world. It has a significant impact on the global economy, providing millions of jobs and generating trillions of dollars in revenue. The industry has come a long way since the first gasoline-powered car was invented in 1885. Today, cars are more efficient, safer, and more technologically advanced than ever before. In this essay, we will discuss the history, current state, and future of the automobile industry.

The history of the automobile industry can be traced back to the late 19th century when the first gasoline-powered cars were invented. The early cars were expensive, unreliable, and difficult to operate, but they quickly became a status symbol for the wealthy. It wasn't until the early 20th century that cars became more affordable and accessible to the average person.

The rise of the automobile industry had a significant impact on the global economy. The industry created millions of jobs in manufacturing, sales, and servicing of cars. It also spurred the development of new technologies, such as the assembly line, which revolutionized mass production.

In the mid-20th century, the automobile industry experienced a period of rapid growth and innovation. Car manufacturers developed new technologies, such as power steering, air conditioning, and automatic transmissions. Cars became more comfortable, safer, and more reliable. The industry also became more competitive, with new players entering the market and established companies vying for market share.

In recent years, the automobile industry has faced significant challenges. The industry has had to adapt to changing consumer preferences and new technologies, such as electric and autonomous vehicles. In addition, the industry has faced increased competition from emerging markets, such as China and India.

Despite these challenges, the automobile industry remains a vital part of the global economy. The industry provides millions of jobs and generates trillions of dollars in revenue. In addition, the industry continues to innovate and develop new technologies, such as electric and autonomous vehicles.

One of the most significant developments in the automobile industry in recent years has been the rise of electric vehicles (EVs). EVs use electric motors instead of gasoline engines and are powered by rechargeable batteries. EVs have several advantages over traditional gasoline-powered cars, including lower emissions, lower operating costs, and smoother performance.

The rise of EVs has been driven by several factors, including government incentives, technological advancements, and changing consumer preferences. Many countries have implemented policies to promote the use of EVs, such as tax incentives and subsidies. In addition, advances in battery technology have made EVs more practical and affordable.

Another important development in the automobile industry is the rise of autonomous vehicles (AVs). AVs are vehicles that can operate without human intervention. They use a combination of sensors, cameras, and artificial intelligence to navigate roads and make decisions.

AVs have the potential to revolutionize the automobile industry, with the potential to improve safety, reduce congestion, and increase efficiency. However, there are also significant challenges to overcome, including regulatory and legal issues, cybersecurity concerns, and public acceptance.

The automobile industry is also undergoing significant changes in terms of consumer preferences. Consumers are increasingly interested in environmentally friendly cars, such as EVs and hybrid vehicles. In addition, consumers are demanding more advanced safety features, such as adaptive cruise control and lane departure warning systems.

As the automobile industry continues to evolve, there are several key trends to watch. These include the rise of EVs and AVs, the increasing importance of connectivity and data analytics, and the growing demand for advanced safety features. In addition, the industry is likely to see continued consolidation and globalization, as companies seek to compete on a global scale.

The global automotive sector is currently facing a number of competitive pressures that, in the long run, will result in a complete change of the industry. However, in the near future, these variables are bringing about a number of difficult transformations, which are particularly evident in the North American automobile industry.

In many developed economies during the last 100 years, the car industry has been a reliable source of prosperity. On the one hand, the auto industry has brilliantly delivered its products — vehicles — in response to the steadily expanding societal

need for individual mobility. On the other hand, by granting everyone access to fundamental modes of personal transportation, the adoption of these products has radically revolutionized civilizations.

The global automotive industry has several traits of mature industries and consequently follows their business cycles. Although the demand for cars is still robust, it is clearly slowing down. Due to the worldwide overproduction of goods, ongoing industry consolidation, and strained relationships with suppliers and dealers, certain existing problems are made worse.

#### NOT ONLY NEW CARS

The launch of new goods onto the market has traditionally been the primary emphasis of the auto industry. The majority of the media, public, and consumer attention is focused there. However, it is not unexpected that the unsatisfactory product ranges are frequently cited as the reason why automobile companies fail. As a result, many vehicle strategies also centre on addressing specific market needs, comprehending market segmentation, and identifying and focusing on particular client needs.

Thus, despite the fact that there are currently 57 million automobiles produced worldwide (according to data from 2002) and that number is expected to rise to 76 million by 2020, the majority of cars on the road will likely be older models that haven't been driven by their original, first owners. The existence of the used automobile market has been unfairly overlooked, especially when taking into account the viewpoint of the individual customer. Effectively, a consumer's lifelong use experience counts more than the specific moment of buying. Therefore, it's crucial to examine the information from several perspectives.



## AUTOMOBILE CUSTOMIZATION

Automobile customization refers to the practice of modifying or personalizing an automobile according to the owner's preferences. It is a popular trend among car enthusiasts who seek to make their vehicles stand out from the crowd and reflect their personality. With the advent of advanced technology and innovative techniques, automobile customization has become increasingly sophisticated and varied, offering car owners a wide range of options to choose from.

There are several reasons why people choose to customize their cars. For some, it is simply a way to enhance the appearance of their vehicle and make it more aesthetically pleasing. For others, customization is a way to improve performance, functionality, and safety. Customization can also be used to express one's individuality or to showcase a particular lifestyle or interest.

There are many different types of automobile customization, ranging from minor cosmetic changes to extensive modifications. One of the most common forms of customization is the addition of aftermarket parts, such as wheels, exhaust systems, and body kits. These parts can improve the car's performance, enhance its appearance, and make it stand out from the rest. Other common forms of customization include custom paint jobs, interior modifications, and the installation of advanced audio and entertainment systems.

One of the benefits of automobile customization is that it allows car owners to tailor their vehicles to their specific needs and preferences. For example, someone who lives in a snowy climate may want to add winter tires or a snowplow to their vehicle, while someone who enjoys off-roading may want to install a lift kit and beef up the

suspension. Customization can also be used to improve safety and reliability, such as by adding a backup camera or upgrading the braking system.

However, it is important to note that automobile customization can also have drawbacks. For one, it can be expensive, especially if the modifications are extensive. Additionally, certain modifications may void the car's warranty or have legal implications, such as the installation of certain types of lighting or tinted windows.

As long as there have been mass-produced cars on the market, automotive enthusiasts have been practising the concept of core customization. Automobile customization is the practise of making changes to a vehicle's performance or appearance. Initially, the most potent engines available (that would fit into the existing engine compartment) were combined with the lightest frame and body set to create the custom automobiles from the old "junkier" cars. These cars were the product of a labour of love, and although the transformation process produced eye-catching and distinctive outcomes, it was also quite time-consuming and expensive. These cars have a very distinct fan base, and the designers of the time frequently drew inspiration from them (and still do). Customization has decreased as a result of the eventual abundance of high performance cars that were made commercially available. Increasingly, in part because of the expanding

Due to the complexity of engine and transmission technology, customising efforts have been focused mainly on simple changes.

Body kits, a collection of exterior modifications primarily made out of bumpers, fenders, side skirts, and spoilers, have become a distinct market fulfilling these needs for aesthetic alteration.

More of these improvements are anticipated to hit the market as people spend more time using their cars. This trend will likely continue as people spend more time driving. Long commutes are boosting some consumers' need for a higher level of comfort and convenience, yet cars have always been able to provide a haven from the outside world. As a result, there is an increasing need for amenities that are similar to those found at home.

Many of these improvements that have been made to the inside of cars are vying for the attention of the driver and the passengers, which is leading to an increase in distractions. Cars are increasingly being fitted with a range of safety upgrades, though not always to the best results, to counteract these harmful effects.

## COMPLEXITY OF AUTOMOTIVE PRODUCTS

The automotive industry is one of the most complex and sophisticated industries in the world. This is largely due to the complexity of the products themselves. Automotive products are highly intricate and require a wide range of skills and technologies to design, manufacture, and maintain.

One of the main reasons why automotive products are so complex is that they consist of a large number of components, each of which must be designed to work together seamlessly. These components range from the engine and transmission to the brakes, suspension, and steering systems. In order to ensure that all of these components work together correctly, engineers must have a deep understanding of a wide range of disciplines, including mechanics, electronics, and materials science.

Another factor that contributes to the complexity of automotive products is the increasing demand for safety and fuel efficiency. In order to meet these demands, automotive manufacturers are constantly introducing new technologies and materials. For example, modern cars often feature advanced safety systems such as collision avoidance and lane departure warning systems. These systems rely on a combination of sensors, cameras, and software, which must all work together seamlessly to provide accurate and reliable results.

In addition to safety and efficiency, automotive products must also be designed to meet a wide range of regulatory and environmental requirements. These requirements can vary widely from region to region, and may include emissions standards, crash safety standards, and fuel economy standards. Meeting these

requirements often requires extensive testing and development, which can further increase the complexity of the product.

Maintaining automotive products can also be a complex task. In order to keep a car running smoothly and safely, regular maintenance is required, including oil changes, brake inspections, and tire rotations. As cars become increasingly sophisticated, however, maintenance becomes more complicated as well. For example, some modern cars require special tools and software to diagnose and repair problems, and may even require specialized training for technicians.

Modern automobiles are highly sophisticated, technologically advanced products. The Motor & Equipment Manufacturers Association (MEMA) estimates that an average car is made up of about 3,800 individual parts, each of which is recognized by a specific part number. However, many parts are utilised in multiples (for instance, a car has four tyres), therefore each automobile requires around 35,000 different parts.

The OEMs are turning to a variety of modular techniques as a result of the high complexity of automotive goods and the push from the market to shorten delivery times and cut costs. Vehicle contents are gradually becoming more technological or software-based in nature. As a result, it unfortunately has a 6–7 times higher fault rate than typical mechanical parts. At first, the vast majority of service technicians were unable to keep up with all of new technology.

Nowadays, everything is controlled by software, including fuel injection and radio tuning. Advanced computing is also a prerequisite for more sophisticated features found in luxury vehicles, including assisted parking or emergency braking. The

sophistication of automotive software has increased over the previous 40 years from a simple 100 lines of code to a complex 1 million lines, and in the years to come, millions more lines are anticipated to be added.

Unfortunately, software technology is not something that traditional OEMs are comfortable with, even though over 60% of new development efforts are invested in software. There are a number of issues related to that, such as, for example:

- Electronics is continuously evolving
- Carmakers have not built up expertise in electronics and software development
- Most of the on-board car systems are created ad-hoc, what makes them impossible to test properly
- Increasing electronic content give more control/ownership of the vehicle to the suppliers

## CUSTOMIZATION AND MANUFACTURING

In the automobile industry, customization and manufacturing are two concepts that have traditionally been seen as incompatible. The mass production of standardized vehicles has been the norm for decades, with only a limited range of options available to customers. However, with the rise of digital manufacturing techniques and the increasing demand for personalized products, the industry is starting to embrace customization in manufacturing.

One of the main drivers of customization in the automobile industry is the desire of customers for more personalized vehicles. Customers want cars that reflect their individual tastes and preferences, and that stand out from the crowd. This has led many automobile manufacturers to offer customizable options, allowing customers to choose everything from the color and trim to the features and functionality of the vehicle.

Another factor driving the trend towards customization is the rise of digital manufacturing techniques. With computer-aided design (CAD) and 3D printing, it has

become easier and more cost-effective for manufacturers to offer customized options. Rather than requiring expensive tooling and retooling for each customization, manufacturers can use digital manufacturing techniques to produce small runs of customized components, which can then be assembled into a unique vehicle.

However, combining customization and manufacturing in the automobile industry is not without its challenges. One of the main challenges is maintaining quality control and consistency across customized vehicles. Unlike mass-produced vehicles, which are manufactured according to strict standards and specifications, customized vehicles must be manufactured to meet the unique needs and preferences of each customer. This can make it difficult to ensure that each vehicle meets the same level of quality and consistency as the others.

Another challenge is the potential cost of customization. While digital manufacturing techniques have made it easier and more cost-effective to offer customized options, there are still costs associated with designing and producing each custom vehicle. This can make it difficult for manufacturers to offer customization at a price point that is affordable for customers.

Despite these challenges, the trend towards customization in the automobile industry is likely to continue. As the industry becomes more competitive and customers demand more personalized options, manufacturers will need to find ways to combine customization and mass production. By embracing digital manufacturing techniques and finding new ways to maintain quality control and consistency, manufacturers can meet the demands of customers for more personalized vehicles, while still maintaining the efficiency and affordability of mass production.

With the advent of mass customization and, to a greater extent, personalised production, the fulfilment of customer needs has completed a full circle over the past two centuries, shifting from an initial focus on the (wealthy) individual to one on the product (and efficient manufacturing) and back again.

With every paradigm transition, the role of the customer in relationships with product/service providers/manufacturers changes. Products in mass production are primarily driven by manufacturing efficiency, and the customer's participation is reduced to selecting from the (extremely restricted) manufacturer's offers with no possibility for feedback.

Manufacturers are able to sell the packages at considerably greater markups to customers who desire and are prepared to pay for the novelty of those special features thanks to the option package approach.

Numerous alternatives are devised and made available in the automobile mass customization option package model, but only the product with the specific set of options that was requested is actually produced. Although this business model is still a push-type one from the perspective of product design, it is a pull-type one from the standpoint of manufacturing (i.e., built-to-order). A push-pull type of business model is thus created by the integration of the design and manufacturing aspects.

Offering a variety of alternatives was a big step forward for product marketing, but at this point the option packages are basically pre-defined bundles of possibilities. The customer's options are actually somewhat limited. A consumer cannot pick features from one package and combine them with features from other packages since doing so would put a heavy burden on the production, distribution, and marketing infrastructure that supports these infrastructures. The majority of



manufacturers cannot (or have chosen not to) try to satisfy the consumer's need for more options because doing so would complicate their business operations and lower their final product's profit margin.

Customers can order their personalised cars using the built-to-order philosophy, for instance, at the Mercedes Car Group. Customers value having a wide range of options, yet this leads to more complicated processes. As a result, only two out of every 500,000 vehicles produced at one of the DCX plants annually are identical, according to statistics. A customer's options for a C-class sedan include several of the following:

Engines: 9

Steering system: 2

Transmission: 3

Country variants:

Transmission: 3 80 possibilities, 14 exterior paint colors, 5 inside colours, and 3 different fabric types are also offered.

## GLOBAL POTENTIAL OF AUTOMOTIVE CUSTOMIZATION

Automotive Original Equipment Manufacturers (OEMs) have long understood the importance of basing their designs on modular product architectures for manufacturing efficiency, acceptable product variation adaptability, and cost management of new product development. The number of variants deriving from a small number of fundamental platforms is being optimised by manufacturers. They must strike a balance between maintaining the advantages of economies of scale and determining if a limited platform approach can achieve product differentiation. However, going too far in the direction of cost-cutting may backfire since clients

occasionally believe that too much modularity and component commonality results in too similar products.

As a result, various "global" product vehicle platforms have been created, which can be suitably customised to meet the unique requirements of local markets. The reason why these modular solutions take so long to develop and aren't very effective is that three key components must work well together:

- Vehicle architecture
- Interfaces
- Systems for manufacturing.

An illustration of a passenger vehicle's commonly understood architectural subsystems. While necessary from a functional standpoint, the components that make up a vehicle's architecture are typically transparent to the buyer (i.e., invisible but taken for granted) and have little bearing on the customer's main purchasing decision.

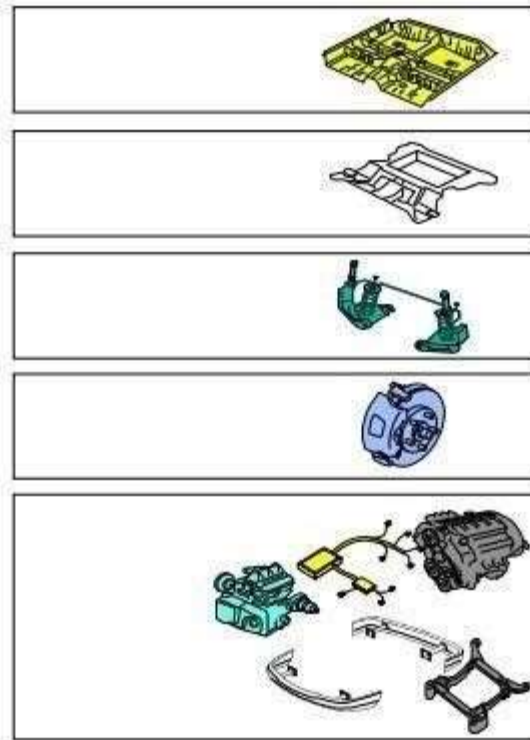


Figure 7 Elements of vehicular architectural framework (GM)

On the other hand, the automotive industry develops into a service sector that aims to meet the short-term and ad hoc needs of numerous clients. It is able to keep a fleet of cars that are individually tailored to the needs of the customers, leased for a set period of time. After use, the vehicles are serviced, enhanced in terms of technology, and prepared for the next user.

Automotive customization is a growing trend in the global automotive industry. It refers to the process of modifying or personalizing a vehicle to suit the preferences of the owner. This can range from simple changes such as adding new rims or a spoiler to more complex modifications like changing the engine or suspension. The global potential of automotive customization is vast and offers opportunities for both manufacturers and consumers.

The global automotive customization market is expected to reach a value of USD 216.35 billion by 2025, growing at a CAGR of 7.8% from 2020 to 2025. The growing demand for personalized vehicles, increasing disposable incomes, and the rise of the middle class in emerging economies are some of the factors driving this growth.

One of the main benefits of automotive customization is that it allows consumers to express their individuality and stand out from the crowd. With so many cars on the road today, having a unique and customized vehicle can be a way to differentiate oneself and make a statement. This is particularly important for younger generations who place a high value on self-expression and personalization.

Another advantage of automotive customization is that it can increase the resale value of a vehicle. A customized vehicle that has been well-maintained and cared for can fetch a higher price than a standard model. This is because customized vehicles are often seen as more desirable and unique, and therefore more valuable.

For manufacturers, the potential of automotive customization lies in the ability to offer personalized vehicles to customers. By allowing customers to customize their vehicles, manufacturers can increase customer satisfaction and loyalty. This can lead to repeat business and word-of-mouth referrals, which can ultimately lead to increased sales and revenue.

One of the challenges of automotive customization is ensuring that modifications are safe and legal. Manufacturers must comply with various regulations and standards, and modifications must be carried out by certified professionals to ensure that they do not compromise the safety of the vehicle or the driver.

## Company Profile

### GS Customs

GS Customs in Pune is one of the leading businesses in Car Customization Services. It is well-known for its car customization, wrapping, vinyl, and design services, among other things. G S Customs, a leading player in the Pune market for car customization services since its establishment in 2014, is located in Chakan, Pune. This well-known business serves both locals and visitors from various areas of India as a one-stop shop. This company has made significant progress along the way and now firmly holds a position in its domain. This business has amassed a significant customer base that is only continuing to expand because of its firm belief that customer happiness is just as vital as its goods and services.

Therefore their tag line, “You Dream It, We Build It”.

This company works with people who are committed to their jobs and work hard to fulfill the organization's larger objectives and shared vision. This company wants to serve a wider range of customers in the near future by growing its product and service offerings. This establishment is prominently located in Chakan, Pune. Due to the abundance of transportation options, getting to this company is a simple task. It is renowned for offering excellent service in the following fields: car customization, car wrapping, car vinyl wrapping, and car designing.

Products and Services offered:

G S Customs in Chakan offers a wide variety of goods and/or services to meet the various needs of its clients. The employees at this company are polite and quick to offer any assistance. Any questions or inquiries you may have are promptly answered

by them. Pay for the product or service using any of the available payment methods, such as cash or checks. This business is open from 10:00 till 20:00. The work policy of this firm runs according to the needs of the customers, based on their specific needs for their car modification and the quotation is made after which the client is liable to pay 70% advance payment and rest 30% can be paid after the delivery of the vehicle. These work orders are then placed and later no refund or exchange is initiated but the company takes the liability for a 1-year warranty on their products.

The Work days and timings are:

Monday 9 am - 5 pm

Tuesday 9 am - 5 pm

Wednesday 9 am - 5 pm

Friday 9 am - 5 pm

Saturday 9 am - 5 pm

Sunday 9 am - 5 pm

Employees who opt for emergency extra shifts are paid more than their average salary. There are various types of employees working in this company, we'll be discussing this in another further topic.

The technology used:

All automotive-related work requires huge investments in their machinery, Furthermore, these machines are cost-effective engineered solutions.

1. Trumpf laser 3040
2. Trubend 3100
3. Fabrication set up consists of welding machine, gazing machine, tent pullers, vertical lifters, printers, plotters, 3D Scanner, SD printers for property ping.

Trumpf TruLaser 3040.

This Trumpf TruLaser 3040 Laser Cutting Machine from 2007 is operated through a Siemens SINUMERIK 840D with Ethernet Interface Control unit and has a record of estimated 40000 production hours. In the past, this equipment has handled mostly mild steel of up to 6 mm of thickness, and was utilized for Job Shop tasks. The TruLaser 3040 is a robust equipment, with a highly competitive price in the Laser Cutting market. Additionally, a UPS is included as extra equipment



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TRUMPF's series 3000

TRUMPF's series 3000 press brake offers a closed-frame design that provides high overall rigidity and, therefore, higher precision than the previous generation, the company states. The backgauges can move across the entire length of the machine

bed, enabling unrestricted use when bending at the ends of the machine. Automatic, CNC crowning helps ensure constant angles.

As the fastest machine in its class, the TruBend 3100 also features a press force of 110 tons and 118 in. of bending length in a space-saving design. It comes standard with a 2-axis backgauge, with the option to expand to a 4- or 5-axis backgauge, making it possible to bend parts accurately, even when complex part geometries are involved. According to the manufacturer, the machine is suitable for entry into precision bending.



**Metal fabrication** is the creation of metal structures by cutting, bending and assembling processes. It is a value-added process involving the creation of machines, parts, and structures from various raw materials.

It is the process of creating metal structures and products through cutting, bending, and assembling metal materials. It involves a range of techniques and processes to transform raw metal materials into usable products, such as machinery, tools, structural components, and more.



The process of metal fabrication typically starts with raw materials, such as sheet metal, bars, or plates, which are cut and shaped using various tools and techniques, such as shearing, punching, or laser cutting. Once the metal is cut and shaped, it is often bent or formed to create the desired shape or design.

After the metal has been cut, shaped, and formed, it may be welded, brazed, or soldered together to create a finished product. Welding is a common technique used in metal fabrication, which involves joining two pieces of metal by melting them together with heat.

Once the metal has been joined, it may be finished with additional processes such as grinding, sanding, or polishing to improve its appearance and functionality. Metal fabrication can involve a variety of different metals, including steel, aluminum, brass, and copper, and can be used to create a wide range of products, from simple brackets and frames to complex machinery and structures.

Typically, a fabrication shop bids on a job, usually based on engineering drawings, and if awarded the contract, builds the product. Large fab shops employ a multitude of value-added processes, including welding, cutting, forming and machining.

As with other manufacturing processes, both human labor and automation are commonly used. A fabricated product may be called a fabrication, and shops specializing in this type of work are called fab shops. The end products of other common types of metalworking, such as machining, metal stamping, forging, and casting, may be similar in shape and function, but those processes are not classified as fabrication

METAL STAMPING.



FORGING.



## **CHAPTER - 3**

## **Activities of various department.**

### Designing department

Designers are industrial designers that specialize in designing automobiles and automotive components. The design process starts with consulting clients or supervisors to identify what the requirements of a design are. This is followed by an extensive amount of research regarding the uses of a particular design and its production. Once these details are determined, a sketch is drawn and recreated using CADD software. The following chart provides an overview of what you need to know about entering this field.

Their key responsibilities are : Draft layouts of automobile components and systems, determine factors that may affect design proposals by using previous car models, develop innovative designs for automobiles

### Marketing department

They study the dealership's customer base and the automotive retail market in the area to develop effective programs for soliciting business.

Their essential duties are :

#### Essential Duties

Establishes marketing goals to ensure market share and profitability of products and/or services.

Plans and oversees the dealership's advertising and promotional activities including print, electronic and direct mail media.

Develops and executes monthly and annual marketing budgets.

Develops and executes marketing plans and programs, both short and long-range, to ensure the profit growth and expansion of dealership products and/or services.

Communicates with outside advertising agencies regarding ongoing campaigns.

Works with writers and artists; oversees copywriting, design, layout, paste-up, and production of promotional materials.

Creates and prepares all print advertising, radio and TV commercials, billboards, direct mail pieces, in-store point-of-purchase merchandising aids, interior and exterior signs, off-site displays, news releases and stories.

## Purchasing department

The purchasing department of a company is responsible for procuring the goods, raw materials & services required to operate the organization effectively.

Now, every organization has its specific needs when it comes to the sourcing and procurement of equipment, raw materials, and services. These needs define the purchasing process and how its purchasing department functions. Key Functions of Purchasing Departments:

Identify business requirements for goods, materials, and services

Find reliable suppliers to meet these requirements

Negotiate prices, build quality, and delivery terms

Set up the order quantities and making bid requests on supply contracts

Coordinate delivery and storage operations

Run quality control and product testing

Manage budgets based on ROIs and payments

## Production Department

### Process 1:

Production Plan created by the Production Planning department

Production Manager and it is sent to the production supervisors

Production supervisors plan for the day's production based on the weekly / monthly production plan

*Pic: 2.3 - Production Process 1*

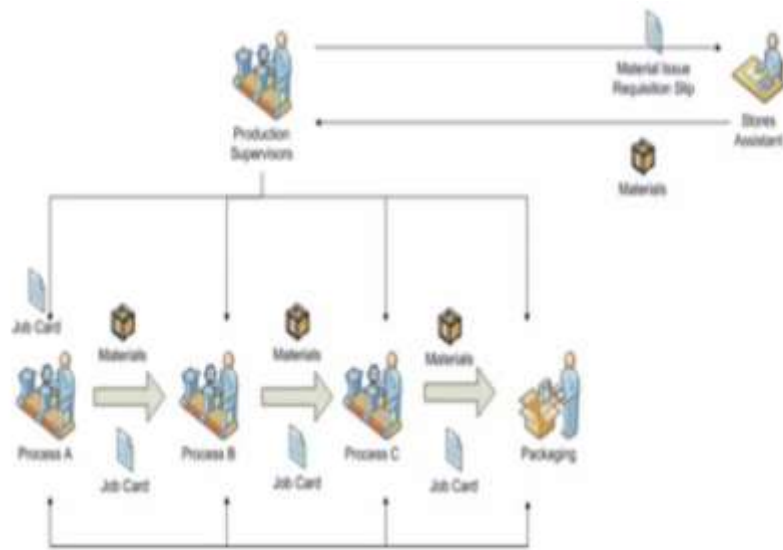


### Process 2:

- Order-wise requirements of all materials (calculated from the Bill of Materials (BOM)) would be obtained from the stores using Materials Issue Requisition (MIR) slip

- Once the materials are obtained they are sent to the respective process/machines for completion. The Supervisor also creates a job card for each lot/item, which travels along with the product throughout the entire

Processes.



*Pic: 2.4 - Production Process 2*

## Store Department

Interestingly, Stores is a function that is visible in probably any physical house. Be it a hotel, a hospital, a shop or industrial set up Stores is found every where.

Its presence every where adequately underlines the responsibility of Stores. Depending upon where it is located a Stores has to burden from minor to major responsibilities.

The most common yet major responsibilities that are carried out are:

Receipt of incoming goods

Inspection of all receipts

Storage and preservation

Identification of all materials stored

Materials handling

Packaging

Issue and despatch

Maintenance of stock records

Stores accounting

Inventory control

Stock-taking

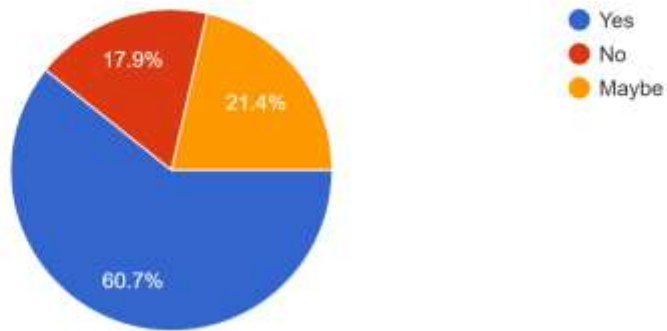


## **CHAPTER - 4**

# ANALYSIS

1. Are you a car Enthusiast?

28 responses



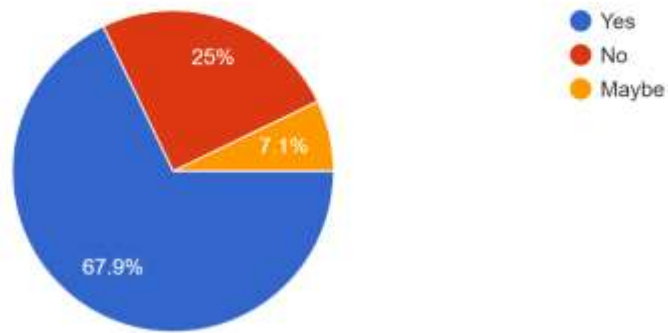
OPINIONS	RESPONDENTS	PERCENTAGE
YES	17	60.7%
NO	6	17.9%
MAYBE	5	21.4%
TOTAL	28	100%

## INTERPRETATION:

The majority gravitates to YES resulting in 60.7%

2. Are you aware about the custom car culture in india?

28 responses



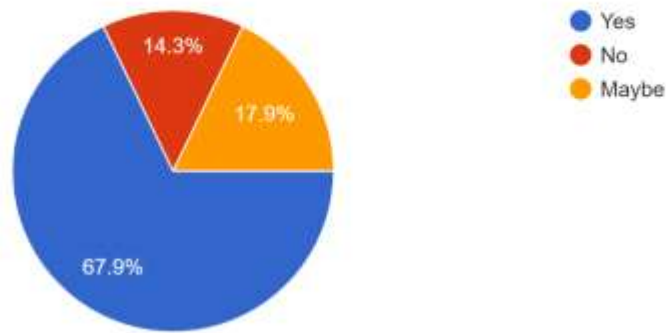
OPINIONS	RESPONDENTS	PERCENTAGE
YES	19	67.9%
NO	7	25%
MAYBE	2	7.1%
TOTAL	28	100%

**INTERPRETATION:**

The majority gravitates to YES resulting in 67.9%

### 3. If give an option would you customise/modify your car?

28 responses



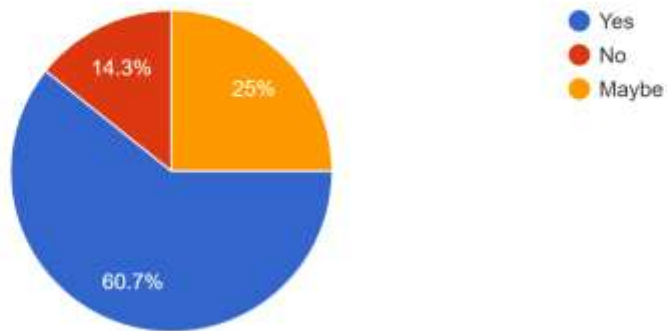
OPINIONS	RESPONDENTS	PERCENTAGE
YES	19	67.9%
NO	5	14.3%
MAYBE	4	17.9%
TOTAL	28	100%

#### INTERPRETATION:

The majority gravitates to YES resulting in 67.9%

4. According to you is it worth spending on car modification?

28 responses



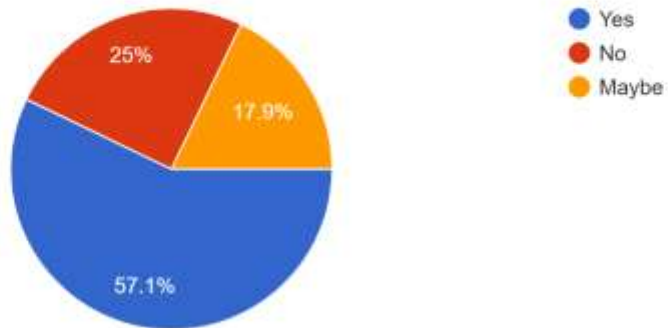
OPINIONS	RESPONDENTS	PERCENTAGE
YES	17	60.7%
NO	7	14.3%
MAYBE	4	25%
TOTAL	28	100%

INTERPRETATION:

The majority gravitates to YES resulting in 60.7%

5. Provide knowledge would you tune in towards a course in such field?

28 responses



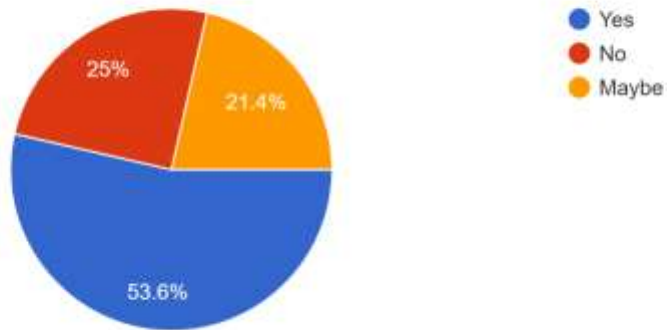
OPINIONS	RESPONDENTS	PERCENTAGE
YES	16	57.1%
NO	7	25%
MAYBE	5	17.9
TOTAL	28	100%

**INTERPRETATION:**

The majority gravitates to YES resulting in 57.1%

6. Would you be eager to be part of the car culture in India?

28 responses



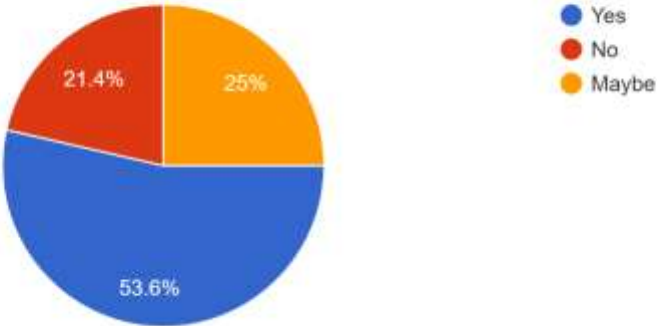
OPINIONS	RESPONDENTS	PRERCENTAGE
YES	15	53.6%
NO	7	25%
MAYBE	6	21.4%
TOTAL	28	100%

**INTERPRETATION:**

The majority gravitates to YES resulting in 53.6%

7. Do you think EV cars are the future?

28 responses



OPINIONS	RESPONDENTS	PERCENTAGE
YES	15	53.6%
NO	7	21.4%
MAYBE	6	25%
TOTAL	28	100%

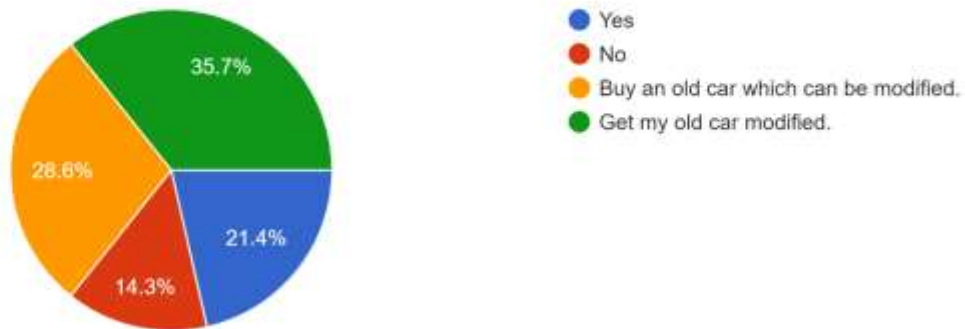
INTERPRETATION:

The majority gravitates to YES resulting in 53.6%



8. Would you rather modify your old car or instead buy a better new one?

28 responses



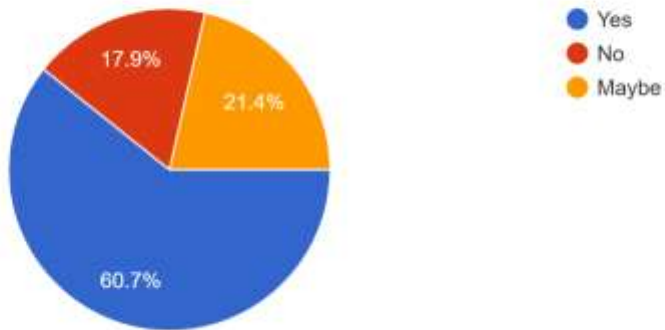
OPINIONS	RESPONDENTS	PERCENTAGES
YES	10	21.4%
NO	8	14.3%
BUY AN OLD CAR WHICH CAN BE MODIFIED	6	28.6%
GET MY OLD CAR MODIFIED	4	35.7%
TOTAL	28	100%

**INTERRETATION:**

The majority gravitates to GET MY OLD CAR MODIFIED resulting in 35.7%

9. Perhaps more car meets could be planned in order to encourage this culture?

28 responses



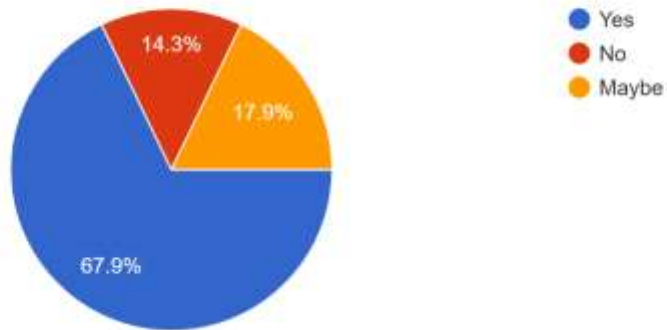
OPINIONS	RESPONDENTS	PERCENTAGE
YES	17	60.7%
NO	6	17.9%
MAYBE	5	21.4%
TOTAL	28	100%

**INTERPRETATION:**

The majority gravitates to YES resulting in 60.7%

10. Does the car culture in india needs to be promoted more?

28 responses



OPINIONS	RESPONDENTS	PERCENTAGE
YES	19	67.9%
NO	5	14.3%
MAYBE	4	17.9%
TOTAL	28	100%

**INTERPRETATION:**

The majority gravitates to YES resulting in 67.9%

## **CHAPTER - 5**

## **Findings and Conclusion.**

A majority of people are aware of custom car culture in India more than half of the people are willing to spend on car modification almost 53.6 % are eager to be part of the car culture in India but 25% said no and 21.4% said maybe.

According to our survey firstly we got that about 60.7% people are actually car enthusiasts and 17% didn't seem interested but 21.4% said maybe.

When asked about given an option if they would customise their car , majority of them i.e., 67.9 said a definite yes.

Interestingly when questioned about learning about this field and work provided given a course , 57.1% said yes , 17.9% were maybe and the rest 25% gave a direct no.

According to the analysis , people prefer modifying their old car rather than buying a new one

Car modification can be a fun and exciting way to personalize and improve the performance of your vehicle. However, it is important to approach car modification with caution and consideration for safety and legal regulations.

Before making any modifications, it is crucial to research and understand the potential impact on your vehicle's performance, safety, and resale value. It is also important to ensure that any modifications comply with local laws and regulations.

Overall, car modification can be a rewarding experience for car enthusiasts who prioritize safety, research, and responsible decision-making.

The car today is central to our daily life. We don't look at it as just a mere method of transportation. No, it is much more important now. It holds a greater significance. Gone are the days when you would buy the car that fits your class system - middle class, working class, blue collar, white collar.

This is where companies like GS Customs come in, they have everything for everyone, be it modifying an old car or customizing a new one! This company is making a huge name in the market and is on its way to a greater level.

GS CUSTOMS is planning to manufacture EV Vehicles in the near future, The demand for electric vehicles (EVs) is rising in India. According to data, the EV market is expected to grow at a CAGR (Compound Annual Growth Rate) of 94.4% from 2021 to 2030.

As we all know Dubai is a leading supplier of automotive spare parts for Iran, the Indian subcontinent, Africa, and the Commonwealth of independent states it also offers zero surcharges on the trade of auto-accessories. The car culture is rich over there and well sought after. Therefore GS Customs next step is to expand their modification business in Dubai.

## **CHAPTER - 6**

## QUESTIONNAIRE AND BIBLIOGRAPHY

1. Are you a car Enthusiast?
2. Are you aware about the custom car culture in india?
3. If give an option would you customise/modify your car?
4. According to you is it worth spending on car modification?
5. Provide knowledge would you tune in towards a course in such field?
6. Would you be eager to be part of the car culture in India?
7. Do you think EV cars are the future?
8. Would you rather modify your old car or instead buy a better new one?
9. Perhaps more car meets could be planned in order to encourage this culture?
10. Does the car culture in india needs to be promoted more?



## BIBLIOGRAPHY

Google website: [www.gscustoms.in](http://www.gscustoms.in)

Instagram Id: @gscustoms.india

Facebook: GS Custom India

YouTube: @GSCustomsIndia

Business website: <https://gustoms.business.site>

I have attached a few work project images of GS Customs India



