

DAVANAGERE



UNIVERSITY

INPLANT TRAINING A PROJECT REPORT ON

“ A STUDY ON KINGFISHER COMPANY”

**Submitted in partial fulfillment of the requirement for the
Award of degree in**

Bachelor of Commerce

Submitted by

Mr. Tharun K.S.

Reg. no. U13SJ21C0081

Under the guidance of

Prof. Mohan kumar M.

Department of commerce

S.J.M. Arts, Science & Commerce College Chitradurga

2023-2024



**S.J.M. COLLEGE OF SCIENCE ARTS AND COMMERCE
CHANDRAWALI ROAD, CHITRADURGA**

CERTIFICATE OF ORIGINALITY

Date:

This is to certify that the company analysis report titled "**Kingfisher**" is an original work of Mr. THARUN K.S. bearing University Reg. No. *U13SJ21C0081* and is being Submitted in the partial fulfillment for the award of the Bachelor Degree in Commerce of Davanagere University. The report has not been submitted earlier either to this University/ Institution for the fulfillment of the requirement of a course of a study.

**Signature of Guide
Prof. Mohan Kumar M.
Dept. of Commerce**

**Signature of HOD
Prof. Swamy B.M.
Dept. of Commerce**

DECLARATION

I hereby declare that this project report entitled “A STUDY ON KINGFISHER COMPANY” is prepared by me during the year 2022-2023 under the guidance of Prof. MOHAN KUMAR, Dept. of commerce in S.J.M. COLLEGE, CHITRADURGA.

I further declare that this report is of my own efforts and has not been submitted earlier to any other institutions or universities.

DATE:

Mr. THARUN K.S.

PLACE: CHITRADURGA

(Reg. no. U13SJ21C0081)

ACKNOWLEDGEMENT

On the successful completion of project work I would like to express my sincere gratitude to all those who were involved directly or indirectly with this project.

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I am also thankful to my parents lectures Friends for this support and encouragement during the period of my project work.

**DATE:
PLACE: CHITRADURGA**

**Mr. THARUN K.S.
(Reg. no. U13SJ21C0081)**

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MODULE :1

- **Introduction**

Kingfisher plc is a British multinational home improvement retailing company headquartered in London. Founded in 1982, it operates various retail brands, including B&Q, Castorama, and Screwfix. Kingfisher is a leading player in the DIY (do-it-yourself) and home improvement market, offering a wide range of products for home and garden improvement. The company has a significant presence in Europe and Asia, serving millions of customers with diverse home improvement needs.



- History

Kingfisher plc's history dates back to 1982 when the company was founded in the UK. Originally named Woolworth Holdings plc, it underwent a significant transformation in 1989 when it acquired the British company B&Q, a leading DIY retailer. This acquisition marked a strategic shift toward the home improvement sector.

In 1997, Woolworth Holdings plc was renamed Kingfisher plc. The company continued to expand internationally, acquiring various home improvement retailers across Europe. Notable acquisitions include Castorama, a French home improvement retailer, and Screwfix, a UKbased trade tools supplier.

Over the years, Kingfisher underwent restructuring efforts to streamline its operations and enhance efficiency. The company focused on strengthening its core brands and optimizing its store portfolio. However, it also faced challenges, including economic fluctuations and changing consumer trends in the retail industry.

The history of Kingfisher refl'cts its evolution from a diversified retail company to a major player in the global home improvement market. The company's commitment to providing products and services for DIY enthusiasts and homeowners has contributed to its position as a prominent name in the industry.

- **Natural of business**

Kingfisher plc operates in the home improvement and DIY (do-it-yourself) retail sector. The nature of its business involves offering a wide range of products and services to customers looking to enhance and maintain their homes and gardens. Key aspects of Kingfisher's business include:

1. **Retail Operations:** Kingfisher owns and operates various retail brands, such as B&Q, Castorama, and Screwfix. These stores serve as destinations for customers seeking home improvement and DIY products.
2. **Product Range:** The company provides an extensive array of products, including building materials, tools, hardware, paint, flooring, plumbing supplies, and garden equipment. The diverse product range caters to the needs of both DIY enthusiasts and professional contractors.
3. **International Presence:** Kingfisher has a global footprint, with a significant presence in Europe and Asia. The company operates in multiple countries, adapting its offerings to suit regional preferences and market demands.
4. **E-commerce:** In addition to brick-and-mortar stores, Kingfisher has an online presence, allowing customers to conveniently browse and purchase products through digital

platforms. This reflects the company's commitment to embracing e-commerce trends.

5. ****Trade Services**** Through brands like Screwfix, Kingfisher serves professional tradespeople by offering trade-focused services, such as convenient product access, delivery options, and trade discounts.

The nature of Kingfisher's business revolves around empowering customers to undertake home improvement projects by providing a comprehensive range of products, expert advice, and convenient shopping options.

- **Mission vision and values**

- ❖ **Mission**

Kingfisher plc's mission is centered around helping customers create homes that they love. While specific mission statements may evolve, the company's overarching goal is typically aligned with providing quality home improvement and DIY products, as well as offering guidance and inspiration to customers in enhancing their living spaces. Kingfisher aims to be a trusted partner for individuals and professionals engaged in home improvement projects, emphasizing accessibility, innovation, and sustainability in its products and services.

- ❖ **Vision**

specific details of Kingfisher's vision may vary over time, the company generally aspires to be a leader in the home improvement retail sector. Its vision likely includes a commitment to:

1. ****Customer Satisfaction**** Striving to exceed customer expectations by offering a diverse range of high-quality products and services that cater to various home improvement needs.
2. ****Innovation**** Embracing innovation in product development, store experiences, and digital offerings to stay ahead of industry trends and provide customers with cutting-edge solutions.
3. ****Sustainability**** Demonstrating a commitment to sustainability by promoting eco-friendly practices, sourcing responsibly, and offering products that align with environmental considerations.
4. ****Global Presence**** Expanding and maintaining a strong international presence, serving customers in diverse markets and adapting to regional preferences and requirements.
5. ****Employee Engagement**** Fostering a positive and inclusive workplace culture, ensuring that employees are motivated, skilled, and dedicated to delivering excellent customer service.
6. ****Financial Performance**** Achieving sustainable growth and profitability, maximizing shareholder value, and maintaining financial health to support ongoing investments and business development.

Keep in mind that the specific wording and details of Kingfisher's vision may be found in the company's official communications, such as annual reports or statements from its leadership.



Values

1. **Market Leadership:** Striving to maintain or achieve leadership positions in the home improvement retail sector in key markets.
2. **Customer Satisfaction:** Setting targets for high levels of customer satisfaction by providing quality products, excellent service, and a positive shopping experience.
3. **Innovation:** Pursuing goals related to innovation, such as introducing new and innovative products, enhancing digital capabilities, and staying at the forefront of industry trends.
4. **Sustainability:** Establishing and working towards sustainability goals, including reducing environmental impact, promoting ethical sourcing, and engaging in socially responsible practices.
5. **Financial Performance:** Setting financial targets for revenue growth, profitability, and other key financial metrics to ensure the company's stability and success.

6. **Employee Development:** Focusing on goals related to employee development, satisfaction, and engagement, ensuring a skilled and motivated workforce.

7. **Global Expansion:** Pursuing strategic initiatives for expanding into new markets or strengthening the company's presence in existing ones.

These goals are indicative, and the specific goals of Kingfisher would be outlined in its strategic plans, annual reports, or official communications from the company.

Kingfisher's values typically revolve around principles that guide its actions, decisions, and relationships. While specific values may be detailed in the company's official documentation, the following are common values that many companies, including Kingfisher, might emphasize:

1. **Customer Focus:** Putting customers first by understanding their needs, delivering quality products, and providing excellent service.

2. **Innovation:** Encouraging a culture of creativity and innovation to develop new products, services, and solutions for customers.

3. **Integrity**
: Operating with honesty, transparency, and ethical behavior in all business dealings.

4. **Teamwork**: Promoting collaboration and a positive working environment, where employees work together effectively to achieve common goals.
5. **Sustainability**: Committing to environmentally and socially responsible practices, such as sustainable sourcing, reducing environmental impact, and contributing to local communities.
6. **Diversity and Inclusion**: Valuing diversity and fostering an inclusive workplace that respects and appreciates differences among employees.
7. **Continuous Improvement**: Embracing a mindset of continuous improvement, seeking ways to enhance processes, products, and services.
8. **Accountability**: Taking responsibility for actions and decisions, and being accountable to customers, employees, and other stakeholders.

It's essential to refer to Kingfisher's official communications, such as its website or corporate reports, for the most accurate and up-to-date information on the company's values.

- **Objectives and quality policy**

Kingfisher's objectives are likely to align with its broader business strategy and may encompass various aspects of its operations. While specific objectives can evolve over time, here are common objectives that a company like Kingfisher might pursue:

❖ **Objectives**

1. **Financial Performance:** Achieving specific financial targets related to revenue growth, profitability, and return on investment to ensure the company's economic sustainability.
2. **Market Expansion:** Pursuing objectives related to entering new markets, expanding its presence in existing markets, or optimizing its store network for better market coverage.
3. **Customer Satisfaction:** Setting goals for high levels of customer satisfaction by delivering quality products, excellent service, and an engaging shopping experience.
4. **Innovation:** Focusing on objectives related to innovation, such as introducing new products, adopting new technologies, and staying ahead of industry trends.
5. **Sustainability:** Establishing and working towards sustainability objectives, including reducing environmental impact, promoting responsible sourcing, and contributing positively to communities.
6. **Employee Development:** Setting objectives for employee training, development, and satisfaction to ensure a skilled and motivated workforce.
7. **Operational Efficiency:** Improving operational efficiency through objectives related to supply chain optimization, cost management, and process improvement.

8. **Digital Transformation:** Pursuing objectives related to enhancing digital capabilities, expanding e-commerce, and leveraging technology to meet evolving customer expectations.

❖ **Quality**

As of my last knowledge update in January 2022, Kingfisher plc is known for providing a diverse range of home improvement and DIY products. The quality of Kingfisher's offerings, such as those under its brands B&Q, Castorama, and Screwfix, may vary depending on the product category and brand.

Customers' perceptions of quality can be subjective and depend on factors like individual preferences and experiences. Generally, Kingfisher strives to maintain high-quality standards in its products to meet the needs of both DIY enthusiasts and professional contractors.

To assess the current quality and reputation of Kingfisher's products, I recommend checking recent customer reviews, industry reports, and any official statements or updates from the company. These sources can provide more up-to-date insights into the quality of Kingfisher's offerings and customer satisfaction.

❖ **Policy**

As of my last knowledge update in January 2022, I don't have access to real-time data, and specific policies of Kingfisher plc may have evolved. Companies typically have a range of policies governing various aspects of their operations. Common policies include:

1. **Ethical Conduct Policy:** Outlining the company's commitment to ethical behavior, integrity, and compliance with applicable laws and regulations.

2. **Environmental and Sustainability Policy:** Detailing the company's approach to environmental responsibility, sustainable practices, and efforts to reduce its ecological footprint.
3. **Employee Code of Conduct:** Describing expectations for employee behavior, professionalism, and adherence to company values.
4. **Diversity and Inclusion Policy:** Addressing the company's commitment to fostering diversity, equity, and inclusion within its workforce.
5. **Health and Safety Policy:** Outlining measures and guidelines to ensure a safe and healthy working environment for employees and customers.
6. **Privacy and Data Protection Policy:** Detailing how the company collects, uses, and protects customer and employee data in compliance with privacy laws.
7. **Supply Chain and Sourcing Policy:** Describing the company's standards for responsible sourcing, fair labor practices, and supplier relationships.

To access the most current and specific policies of Kingfisher, I recommend checking the company's official website or contacting its corporate communications department. Company policies are often available in the "Investor Relations" or "Corporate Governance" sections of their website.



- **Product and service profile**

Kingfisher plc is a multinational home improvement retailing company with a diverse portfolio of brands. Here are some key aspects of Kingfisher's product offerings and company profile:

1. **Brands:**

- **B&Q:** B&Q is one of Kingfisher's primary retail brands, specializing in DIY and home improvement products. It operates in the UK and Ireland.
- **Castorama:** Castorama is a French retail brand under Kingfisher, offering a wide range of home improvement and gardening products.

- **Screwfix:** Focused on serving trade professionals, Screwfix is a brand that provides tools, accessories, and other products primarily through ecommerce and trade counters.

2. **Product Range:**

- Kingfisher offers an extensive range of products catering to various home improvement needs, including:
 - Building and hardware materials
 - Tools and equipment
 - Paint and decorating supplies
 - Flooring and tiling
 - Plumbing and electrical products
 - Outdoor and gardening equipment

3. **International Presence:**

- Kingfisher operates in multiple countries across Europe and Asia, adapting its offerings to regional preferences and market demands.

4. **E-commerce:**

- The company embraces digital retailing through online platforms, allowing customers to browse and purchase products conveniently.

5. **Corporate Initiatives:**

- Kingfisher places importance on sustainability, responsible sourcing, and environmental considerations in its business practices.

For the most up-to-date and detailed information about Kingfisher's products and profile, it's recommended to check the company's official website or recent corporate publications.

Area of operations

As of my last knowledge update in January 2022, Kingfisher plc operates in various countries across Europe and Asia. The company's area of operations includes a significant presence in the following regions:

1. ****Europe:****

- Kingfisher has a strong foothold in Europe, with operations in countries such as the United Kingdom, France, Poland, Spain, and others.
- Brands like B&Q and Castorama contribute to the company's presence and market share in the European home improvement retail sector.

2. ****Asia:****

- In Asia, Kingfisher has expanded its operations, serving customers in countries like China.
- The company may adapt its offerings to meet the diverse needs and preferences of customers in the Asian market.

It's important to note that the company's specific areas of operation and market presence may change over time due to strategic decisions, expansions, or shifts in market dynamics. For the latest and most accurate information about Kingfisher's current areas of operations, it is recommended to refer to the company's official reports or statements.

- **Ownerships pattern**

Kingfisher plc is a publicly traded company, meaning its ownership is distributed among a multitude of shareholders who hold shares of the company's stock. The ownership pattern of Kingfisher is dynamic and can change as shares are bought or sold in the stock market.

As of my last knowledge update in January 2022, the largest shareholders of Kingfisher may include institutional investors, individual investors, and possibly the company's executives and insiders. Significant ownership stakes are often disclosed in the company's annual reports, regulatory filings, or other official communications.

To obtain the most current and detailed information about the ownership pattern of Kingfisher, including major shareholders and any recent changes, you should refer to the latest filings with relevant securities regulatory authorities or the company's official investor relations channels.

- **Competitors information**

As of my last knowledge update in January 2022, Kingfisher plc faces competition from various companies operating in the home improvement and DIY retail sector. Competitors can vary depending on the geographical region, but some notable competitors include:

1. **Lowe's Companies, Inc.:** A major American home improvement retailer, Lowe's operates in the United States and internationally, offering a range of products for DIY and professional customers.
2. **The Home Depot, Inc.:** Another prominent American home improvement retailer, The Home Depot is a key competitor known for its extensive product range and large retail presence.

3. **Leroy Merlin**: A French-based home improvement retailer with a significant presence in Europe and beyond, providing a diverse range of products for home improvement projects.
4. **OBI**: A European home improvement retailer, OBI operates in several countries, offering a wide selection of products for DIY enthusiasts and professionals.
5. **Bauhaus**: A German home improvement store chain with operations across Europe, providing products for construction, renovation, and gardening.

Competition in the home improvement retail sector can be intense, with companies vying for market share through factors such as product selection, pricing, customer service, and innovation. For the most current and detailed information on Kingfisher's competitors, market dynamics, and competitive landscape, it's advisable to check recent industry reports, financial news, or the company's official communications.

- **Infrastructure facilities**

As of my last knowledge update in January 2022, specific details about **Kingfisher plc's infrastructure facilities, such as distribution centers, warehouses, and logistical operations, may not be readily available in the public domain. Companies often disclose some aspects of their infrastructure in annual reports or official statements, but detailed operational information might not be as prominently featured.**

However, it's common for a company like Kingfisher, operating in the retail sector, to have a network of distribution centers strategically located to

efficiently supply products to its retail stores. These facilities play a crucial role in managing inventory, order fulfillment, and ensuring timely delivery of products to meet customer demand.

For the most accurate and up-to-date information on Kingfisher's infrastructure facilities, I recommend checking the company's latest annual report, investor presentations, or official communications. This information is likely to provide insights into the company's logistics and supply chain operations.

Achievement awards

As of my last knowledge update in January 2022, I don't have specific details about achievement awards received by Kingfisher plc. Companies may receive recognition and awards in various categories, such as sustainability, corporate responsibility, innovation, or leadership.

To find the most recent and accurate information about any awards or achievements received by Kingfisher, I recommend checking the company's official website, press releases, or relevant industry publications. Additionally, annual reports or sustainability reports may highlight any notable accomplishments or recognition the company has received. These sources typically provide insights into the company's achievements and its commitment to excellence in various aspects of its operations.

Strategic perspective plan

As of my last knowledge update in January 2022, specific details about Kingfisher plc's strategic perspective plan may not be readily available. Companies often develop strategic plans that guide their actions and decisions over a defined period. Such plans typically outline the company's vision, mission, goals, and initiatives for growth and sustainability.

To gain insights into Kingfisher's current strategic perspective plan, you may consider the following:

1. **Official Documents:** Check the company's official documents, such as annual reports, investor presentations, or strategic reports. These often provide details about the company's strategic priorities.
2. **Investor Relations:** Explore the investor relations section of Kingfisher's website. Companies frequently share strategic perspectives, financial goals, and key initiatives with their investors.
3. **Press Releases:** Keep an eye on recent press releases, as companies may announce strategic initiatives, partnerships, or changes in direction through these communications.
4. **Analyst Reports:** Industry analysts may provide insights into Kingfisher's strategic direction and market positioning. These reports are often available through financial news sources or analyst firms.

Remember that strategic plans can evolve, and the most accurate and up-to-date information will come from the company's official channels. For the latest details on Kingfisher's strategic perspective plan, consider consulting the sources mentioned above or reaching out directly to the company through its investor relations contacts.

MODULE -2

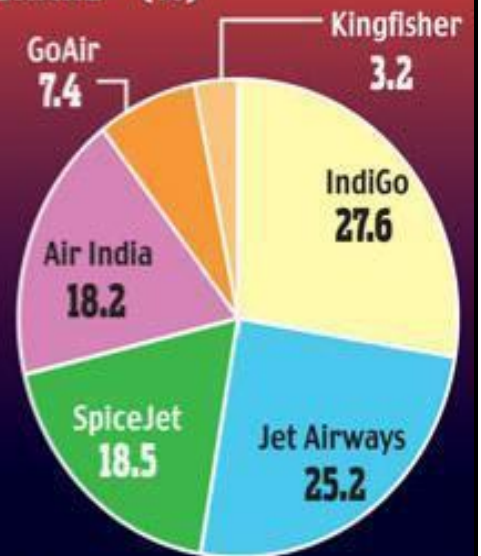
- Financial analysis

RUDDERLESS KINGFISHER

INDIAN AIRLINES' MARKET SHARE * (%)



*Does not add up to 100 per cent due to rounding
Sources: Company, DGCA



* As of August 2012, Jet Airways includes JetLite. Kingfisher was grounded in Oct

PROFIT & LOSS ACCOUNT OF KINGFISHER AIRLINES (in Rs. Cr.)	MAR 13	MAR 12	MAR 11	MAR 10	MAR 09
	12 mths	12 mths	12 mths	12 mths	12 mths
INCOME					
REVENUE FROM OPERATIONS [GROSS]	501.38	5,493.41	6,233.38	5,067.92	5,269.17
Less: Excise/Service Tax/Other Levies	0.00	0.00	0.00	0.00	0.00
REVENUE FROM OPERATIONS [NET]	501.38	5,493.41	6,233.38	5,067.92	5,269.17
TOTAL OPERATING REVENUES	501.38	5,493.41	6,359.64	5,067.92	5,269.17
Other Income	182.08	330.50	135.92	24.36	836.43
TOTAL REVENUE	683.46	5,823.91	6,495.56	5,092.27	6,105.60
EXPENSES					
Cost Of Materials Consumed	0.00	0.00	0.00	1,843.88	2,653.81
Purchase Of Stock-In Trade	0.00	0.00	0.00	0.00	0.00
Operating And Direct Expenses	0.00	0.00	0.00	1,108.82	1,112.85
Changes In Inventories Of FG,WIP And Stock-In Trade	0.00	0.00	0.00	0.00	0.00
Employee Benefit Expenses	349.16	669.51	676.01	689.38	825.42
Finance Costs	1,436.15	1,276.34	1,312.94	1,007.67	696.23
Depreciation And Amortisation Expenses	238.78	341.87	241.04	162.80	133.20
Other Expenses	1,848.24	3,167.96	2,528.34	2,343.36	2,563.38
TOTAL EXPENSES	4,984.58	9,270.00	8,016.35	7,210.39	8,023.28
PROFIT/LOSS BEFORE EXCEPTIONAL, EXTRAORDINARY ITEMS AND TAX	-4,301.12	-3,446.09	-1,520.78	-2,118.12	-1,917.67
Exceptional Items	0.00	0.00	0.00	0.00	0.00
PROFIT/LOSS BEFORE TAX	-4,301.12	-3,446.09	-1,520.78	-2,118.12	-1,917.67
TAX EXPENSES-CONTINUED OPERATIONS					

• Balance sheet

BALANCE SHEET OF KINGFISHER AIRLINES (In Rs. Cr.)	MAR 13	MAR 12	MAR 11	MAR 10	MAR 09
	12 mths	12 mths	12 mths	12 mths	12 mths
EQUITIES AND LIABILITIES					
SHAREHOLDER'S FUNDS					
Equity Share Capital	808.72	577.65	497.78	265.91	265.91
TOTAL SHARE CAPITAL	1,361.82	1,130.75	1,050.88	362.91	362.91
Reserves and Surplus	-14,281.64	-6,213.15	-4,002.07	-4,268.84	-2,496.36
TOTAL RESERVES AND SURPLUS	-14,281.64	-6,213.15	-4,002.07	-4,268.84	-2,496.36
TOTAL SHAREHOLDERS FUNDS	-12,919.82	-5,082.40	-2,951.19	-3,905.93	-2,133.45
NON-CURRENT LIABILITIES					
Long Term Borrowings	6,898.54	5,695.40	6,305.84	6,100.73	3,781.71
Deferred Tax Liabilities [Net]	0.00	0.00	0.00	406.67	364.35
Other Long Term Liabilities	4.08	11.50	7.25	0.00	0.00
Long Term Provisions	15.60	19.59	25.94	0.00	0.00
TOTAL NON-CURRENT LIABILITIES	6,918.23	5,726.49	6,339.02	6,507.39	4,146.06
CURRENT LIABILITIES					
Short Term Borrowings	1,759.10	2,334.60	604.14	1,821.87	1,883.85
Trade Payables	2,643.17	2,816.52	2,199.06	2,602.66	2,836.87
Other Current Liabilities	4,346.24	3,218.64	2,026.00	898.70	613.40
Short Term Provisions	64.13	66.18	36.17	46.77	45.55
TOTAL CURRENT LIABILITIES	8,812.63	8,435.94	4,865.37	5,370.00	5,379.67
TOTAL CAPITAL AND LIABILITIES	2,811.04	9,080.03	8,253.20	7,978.95	7,400.39
ASSETS					
NON-CURRENT ASSETS					
Tangible Assets	709.13	1,431.55	1,551.76	1,506.21	1,532.09
Intangible Assets	2.80	11.47	20.13	48.31	43.43
Capital Work-In-Progress	0.00	0.00	0.00	980.61	1,630.95
Other Assets	0.00	0.00	0.00	0.00	0.00
FIXED ASSETS	711.93	1,443.03	1,571.89	2,535.12	3,206.46

₹ 100/-
Cashback

Cash flow

CASH FLOW OF KINGFISHER AIRLINES (in Rs. Cr.)	MAR 13	MAR 12	MAR 11	MAR 10	MAR 09
	12 mths	12 mths	12 mths	12 mths	12 mths
NET PROFIT/LOSS BEFORE EXTRAORDINARY ITEMS AND TAX	-4,301.12	-3,446.09	-1,520.78	-2,417.92	-2,155.21
Net CashFlow From Operating Activities	-1,390.86	-885.55	2.23	-1,665.09	-645.78
Net Cash Used In Investing Activities	-69.72	-387.57	-38.05	235.13	206.63
Net Cash Used From Financing Activities	1,297.36	1,203.02	81.72	1,464.55	290.11
Foreign Exchange Gains / Losses	0.00	0.00	0.00	0.00	0.00
Adjustments On Amalgamation Merger Demerger Others	0.00	0.00	0.00	0.00	0.00
NET INC/DEC IN CASH AND CASH EQUIVALENTS	-163.22	-70.10	45.90	34.60	-149.04
Cash And Cash Equivalents Begin of Year	182.27	252.36	206.47	171.87	320.91
Cash And Cash Equivalents End Of Year	19.05	182.27	252.36	206.47	171.87

- **Market analysis**

As of my last knowledge update in January 2022, I don't have real-time data. However, I can provide a general framework for a market analysis of a company like Kingfisher.

****1. Company Overview:****

- Brief history and background.
- Core business segments and products.

****2. Financial Performance:****

- Revenue trends over the past few years.
- Profit margins and net income.
- Debt levels and liquidity.

****3. Market Trends:****

- Analysis of the market in which Kingfisher operates.

- Identification of key market drivers and challenges.

****4. Competitor Analysis:****

- Identification of major competitors.
- Comparative analysis of market share and financial performance.

****5. SWOT Analysis:****

- Strengths, Weaknesses, Opportunities, and Threats for Kingfisher.

****6. Customer Analysis:****

- Target customer demographics.
- Customer satisfaction and loyalty.

****7. Regulatory Environment:****

- Analysis of relevant laws and regulations affecting the industry.

****8. Technological Landscape:****

- Evaluation of technological advancements impacting the company.

****9. Social and Environmental Factors:****

- Assessment of social and environmental responsibility initiatives.

****10. Future Outlook:****

- Growth prospects and potential challenges.
- Emerging opportunities in the market.

For the latest and most accurate information, please check recent financial reports, news releases, and market analyses specific to Kingfisher.

MODULE -3

Leadership and their qualification

I don't have real-time data, and my knowledge was last updated in January 2022. For the latest information on the leadership team and their qualifications at Kingfisher, please visit the company's official website or refer to their recent annual reports. These sources usually provide detailed information about the backgrounds, experiences, and qualifications of key executives and team members.



Corporate governance analysis

As of my last knowledge update in January 2022, I don't have specific details on the current corporate governance status of Kingfisher. However, a typical corporate governance analysis includes:

****1. Board Structure:****

- Composition of the board of directors.
- Independence of board members.

****2. Executive Compensation:****

- Transparency in executive compensation.
- Alignment with company performance.

****3. Shareholder Rights:**** -

Protection of shareholder rights.

- Voting structure and procedures.

****4. Audit and Financial Reporting:****

- Effectiveness of internal controls.
- Transparency and accuracy of financial reporting.

****5. Ethics and Compliance:****

- Code of conduct and ethics policies.
- Measures to ensure legal and regulatory compliance.

****6. Risk Management:****

- Identification and management of key risks.

- Robust risk assessment processes.

****7. Communication and Transparency:****

- Openness and clarity in communication with stakeholders.

- Accessibility of corporate information.

To get the most accurate and current information, please refer to Kingfisher's official corporate governance documents, reports, or statements available on their website. Additionally, third-party analyses or reviews by financial institutions may offer insights into the company's corporate governance practices.

MODULE -4

• **SWOT ANALYSIS**

As of my last knowledge update in January 2022, I can provide a general framework for a SWOT analysis of Kingfisher. Keep in mind that the actual strengths, weaknesses, opportunities, and threats may have evolved since then.

****Strengths:****

1. ****Global Presence:**** Kingfisher operates in multiple countries, providing geographic diversification.
2. ****Brand Recognition:**** Strong brand portfolio, including well-known brands like B&Q and Screwfix.
3. ****Supply Chain Efficiency:**** Effective supply chain management for its retail operations.

****Weaknesses:****

1. ****Economic Sensitivity:**** Vulnerability to economic downturns affecting consumer spending on home improvement.
2. ****Operational Complexity:**** Managing diverse brands and operations can pose organizational challenges.
3. ****Competitive Pressure:**** Faces competition from both traditional and online retailers in the home improvement sector.

****Opportunities:****

1. ****E-commerce Growth:**** Opportunities to enhance online sales and capitalize on the growing trend of online shopping.
2. ****Innovation in Products:**** Introducing innovative and sustainable products to meet changing consumer preferences.
3. ****Global Expansion:**** Exploring new markets or expanding further in existing markets.

****Threats:****

1. ****Economic Volatility:**** Economic uncertainties impacting consumer spending and housing markets.
2. ****Online Competition:**** Intense competition from online retailers and digital platforms.
3. ****Regulatory Challenges:**** Compliance with varying regulations in different markets can be challenging.

For the most current and accurate information, it is recommended to refer to Kingfisher's latest reports, investor presentations, and official statements.

MODULE -5

Key findings analysis

As of my last knowledge update in January 2022, I don't have specific real-time data on Kingfisher. However, I can provide a general template for key findings analysis that you might use for evaluating the company:

****Financial Performance:**** - Steady

revenue growth over the past years.

- Margin trends and profitability ratios.

- Debt levels and liquidity.



****Market Position:****

- Market share compared to competitors.
- Geographic and segment diversification.

****Operational Efficiency:****

- Supply chain and operational effectiveness.
- Cost management and efficiency measures.

****Customer Relations:****

- Customer satisfaction and loyalty indicators.
- Trends in customer feedback and reviews.

****Innovation and Adaptability:****

- Investment in technology and innovation.
- Ability to adapt to market changes and trends.

****Leadership and Team:****

- Qualifications and experience of key executives.
- Team stability and performance.

****Corporate Governance:****

- Transparency and adherence to governance principles.
- Board structure and independence.

****Risks and Challenges:****

- Identification and mitigation of key risks.
- Response to industry challenges and economic factors.

****Sustainability and Social Responsibility:**** -

Environmental and social responsibility initiatives.

- Compliance with ethical standards.

For the latest and most accurate information, refer to Kingfisher's recent annual reports, investor presentations, and official statements. Additionally, consider consulting financial analysts' reports for an external perspective.

Enhancing its performance and competitiveness

Enhancing the performance and competitiveness of a company like Kingfisher involves a multifaceted approach. Here are some strategic considerations:

1. **E-commerce and Digital Transformation:**

- Invest in a robust online presence and e-commerce platform.
- Leverage technology for personalized customer experiences.
- Implement data analytics to understand customer preferences and market trends.

2. **Product Innovation:**

- Introduce innovative and sustainable products to meet changing consumer demands.
- Stay ahead in the market by identifying and capitalizing on emerging trends in home improvement.

3. **Supply Chain Optimization:**

- Streamline and optimize the supply chain for efficiency.
- Leverage technology for real-time tracking and demand forecasting.
- Establish strong relationships with reliable suppliers.

4. **Customer Engagement:**

- Enhance customer service and support channels.
- Develop loyalty programs to retain existing customers.
- Solicit and respond to customer feedback to improve offerings.

5. **Global Expansion and Market Penetration:**

- Identify new markets or opportunities for expansion in existing markets.
- Tailor strategies to fit the cultural and economic contexts of target regions.

6. **Cost Management:**

- Implement cost-effective measures without compromising quality.
- Evaluate operational processes for efficiency gains.

7. **Talent Development:**

- Invest in employee training and development programs.
- Foster a culture of innovation and continuous improvement.

8. **Sustainability Initiatives:**

- Embrace and communicate sustainability efforts.
- Consider eco-friendly products and practices to align with changing consumer values.

9. **Strategic Partnerships:**

- Form strategic alliances with suppliers, retailers, or technology partners.
- Collaborate with other industry players to share resources and knowledge.

10. **Risk Management:**

- Continuously assess and mitigate potential risks.
- Stay informed about regulatory changes and adapt compliance strategies.

Regularly reassessing the competitive landscape and being agile in response to market dynamics will be essential for Kingfisher to enhance its performance and competitiveness. Additionally, seeking input from industry experts, conducting market research, and staying attuned to customer needs will contribute to sustained success.

- **Over all out look of the company**

As of my last knowledge update in January 2022, I can provide a general overview of Kingfisher. Please note that the information may have evolved since then.

****Kingfisher Overview:****

Kingfisher is a multinational retail company specializing in home improvement. It operates various retail brands, including B&Q, Castorama, Brico Dépôt, Screwfix, and others. The company provides a wide range of products, including home and garden improvement tools, supplies, and furniture.

****Key Points:****

1. ****Global Presence:**** Kingfisher has a presence in multiple countries, catering to diverse markets.
2. ****Brand Portfolio:**** The company manages a portfolio of well-known brands, each catering to specific customer needs and market segments.
3. ****Retail Channels:**** Kingfisher operates through a mix of traditional brick-and-mortar stores and online platforms, adapting to changing consumer shopping habits.
4. ****Market Challenges:**** Like many retailers, Kingfisher faces challenges related to economic fluctuations, consumer spending patterns, and competition, especially from online retailers.
5. ****E-commerce Focus:**** The company has been focusing on enhancing its e-commerce capabilities to tap into the growing online market for home improvement products.
6. ****Financial Performance:**** Financial stability and performance are key indicators of Kingfisher's overall health. Regular financial reports provide insights into revenue, profit margins, and other crucial financial metrics.

7. ****Strategic Initiatives:**** Kingfisher has likely undertaken strategic initiatives such as cost management, supply chain optimization, and customer experience enhancements to remain competitive.

To obtain the most current and detailed information about Kingfisher, including its current outlook, financial health, and recent developments, it is recommended to review the latest annual reports, investor presentations, and official statements released by the company. Additionally, following news and analyses in the retail and home improvement sector can offer insights into the broader market conditions affecting Kingfisher.

❖ Conclusions

Kingfisher is a major airline based in Mumbai, India. It is the fifth Indian airline that provides the largest passenger airline in which international and domestic flights are provided to the customers with very flexible fares. Kingfisher is one of the largest airlines in India and it was established in 2003. It is owned by the Bengaluru-based United Breweries Group. Basically, the commercial operations were started on 9 May 2005 with the fleet of four new Airbus A320-200s operating flights from Mumbai to Delhi. Then the next international operations were started on 3 September 2008 by connecting from Bengaluru to London.

The Kingfisher airline has been facing financial issues for many years. Kingfisher Airlines has the second largest share in the air travel market till December 2011. However, due to the

stringent financial crisis faced by the Kingfisher's airline, it has now the fifth largest market share currently and only above Go Air Airlines.

Kingfisher Airlines is one of the only seven airlines that are awarded a 5-star rating by Skytrax along with Cathay Pacific, Qatar Airways, Asiana Airlines, Malaysia Airlines, Singapore Airlines, and Hainan Airlines. Kingfisher operates 250 daily flights including domestic and international services. Kingfisher Airlines carry more than 1 million passengers which help the Kingfisher's Airlines to make the highest market share among all other airlines in India in May 2009. Kingfisher also holds the Skytrax award for one of the India's best airlines of the year 2011.

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