

SUMMER INTERNSHIP REPORT

By
Mukul

**A report submitted in partial fulfilment of PGDM
Program 2023-25**



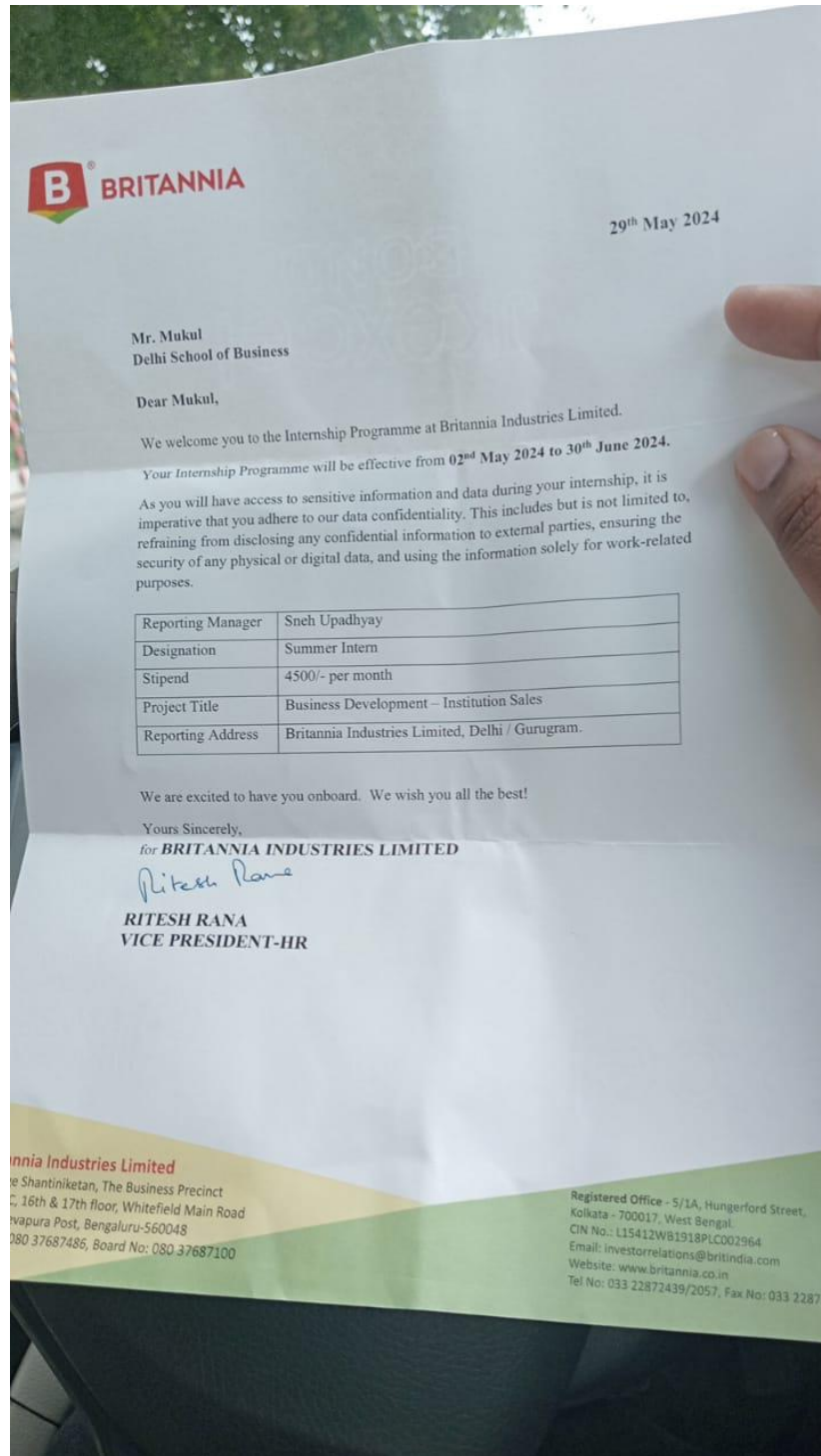
'Britannia'



DELHI SCHOOL OF BUSINESS
By Vivekananda Institute of Professional Studies-TC

Mr. Ashwini Dogra
Company Guide
ASM

Prof. Sourindra Bhattacharjee
Faculty Guide
Prof.



Company certificate

CERTIFICATE FROM FACULTY GUIDE

This is to certify that work entitled 'Project title' is a piece of work done by Mukul under my guidance and supervision for the partial fulfillment of degree of PGDM at Delhi School of Business – VIPS TC.

To the best of my knowledge and belief this study embodies the work of the candidate. This requirement of the rules and regulations relating to the summer internship of the institute, is up-to the standard both in respect of content and language for being referred to the examiner.

Signature.

'Name'
Designation'
Date

DECLARATION

I hereby declare that this project report “Summer internship program” is my own work, to the best of my knowledge and belief. It contains no material previously published or written by another person nor material which to a substantial extent has been accepted for the award of any other degree or diploma of any other institute, except where due acknowledge has been made in the text.

Signature: _____

Mukul
202311146
2023-25

DATE:

TABLE OF CONTENTS

S. NO.	TOPIC	PAGE NO.
1	Executive Summary	07-09
2	Company Description	09-11
3	Job Description	12
4	Analysis of Job	13
5	Learning Outcomes	14
6	Impact and Conclusion	15
7	Bibliography	16

1. Executive Summary

Purpose of the Internship

Essentially, the purpose of the internship was connecting theory to practice. While one may be learning the concepts at school, it is not until practice takes place that a person indeed gets a skill or becomes an expert in something. The position offered an opportunity to apply marketing, negotiation, and consumer behavior theories in an industry scenario. This further was in relation to the fact that the internship aimed to deliver some tangible value to the company in terms of new market segments, such as college canteens, and wielding the brand amongst young consumers. It made a direct contribution toward personal growth and corresponded in the fulfillment of the company's strategic objectives.

Responsibilities and tasks

The internship was characterized by a variety of activities aimed at the very center of completing goals for Britannia. These jobs required both interpersonal skills including the ability to communicate and negotiate, and technical skills including data analysis and strategic planning.

College canteen visits:

The major job was to visit various college canteens, observe the existing product lines, and find out ways to bring Britannia products into the scenario. This required observing the canteen layouts and consumer interests in addition to competitive analysis while formulating strategies.

Delivering Persuasive Presentations:

Customized presentations were put up and delivered to persuade the canteen managers to start buying Britannia products. This communication would emphasize the benefits accruing from our products, especially in terms of quality, price, and brand reputation, catering to the needs of individual canteens.

Negotiating Product Placements:

With interest shown by canteen managers, product placement terms can be negotiated. This involves the price to be charged to them, the variety of products to stock, shelf placement, and promotional strategies. All require good negotiation skills and a clear understanding of what the two parties want to achieve.

Customer Satisfaction Guarantee:

After finalizing the placements, the work involved performance tracking and ensuring customer satisfaction. It entailed regular follow-up with canteen managers for feedback, problem-solving, and relationship building that will help gain more opportunities in the future.

Key Findings

The internship has given a few key learnings on market expansion in a competitive environment:

Insight into Conversion:

One of the most important insights gleaned from this campaign was the conversion of canteens—successful in getting them—all to feature Britannia products. The rates of conversions were different, but the general trend remains sanguine—something driven by brand awareness, good quality products, and sharp pricing.

Review of Student Preference in Product Variety:

Student feedback was quite detailed in indicating student preference. In broad terms, while students generally liked health-oriented products and new taste alternatives, they suggested offering more affordably priced items and increased diversity in snack-type product offerings.

Challenges in Conversion:

Despite these achievements, challenges had to be addressed, largely in part because the canteen managers already had relationships with other suppliers. Some of them would hesitate to come on board because they were stuck with previous contracts or because they were receiving better margins from these suppliers. Logistical issues such as timely delivery and inventory management added to the woes.

Conclusions and Recommendations

The internship made a few conclusions that may enlighten Britannia in its future marketing strategies in the said contexts:

Conclusions:

Market Potential:

The market potential in the college canteen business is enormous for Britannia; nonetheless, customer response to the initiative is encouraging, which implies that the implementation of the right strategies would result in a significant market share

Relationship Building: For Britannia to grow in this potential market requires the building of a good relationship with canteen managers. This would involve mutual trust and the benefits arising from the delivery of good quality products coupled with efficient service.

Need for Customization:

A successful placement of the product is based on the ability to customize such offerings to meet specific needs. If the availability of product ranges, pricing, and promotional strategies is as per the preferences related to students and operation requirements, then it will prove very useful in increasing success. Two-way feedback mechanisms with canteen managers and students will also be vital for continued improvement. Active engagement will allow getting the necessary insights that should be used for fine-tuning products and marketing strategies.

Product Portfolio Diversification:

Britannia needs to diversify the number of varieties as well as increase the snack portfolio with more price-friendly products. This will be able to cater to customers as most tastes are diversified.

Build Rapport with the Canteen Managers:

It is important that one builds rapport with canteen managers. These individuals can be accorded special promotional discounts, and this eliminates the supplier agreements that might have been struck with other companies. Second, they'll appreciate great service.

Boost Promotion: Channel campus promotional activities to create brand visibility. Sampling events, special discounts, and on-campus partnerships can be very helpful in creating relationships

Logistics Enhancement:

Britannia is recommended to enhance Logistics. Performance in delivery time and inventory management will enable Britannia to gain credibility as a reliable and consistent supplier.

2. Company Analysis

Company Background

Company History

It was set up in Kolkata in 1892 in the country of India, as a small bakery with an initial investment of ₹295. Today, it is a multinational in the food industry and has come to target its role in the same, by companies widely recognized for the huge ranges of biscuits, dairy products, and other food items. This development underlines the very resilience of Britannia that has more than anything else been the foundation of its strength in the sector.

In the early days of the business, Britannia cashed in on the increasing demand for biscuits amongst the British people in India. In 1918, the company became the harbinger of mechanization in biscuit production, which marked the onset of high quality and better efficiency in producing biscuits. In 1955, with the launch of popular Britannia Milk Bikes, it shifted gears into a more strategic diversification and market reputation exercise.

Britannia became very popular in the 1970s and 1980s with the launch of popular products like Britannia 50-50 biscuits, as early as 1979. In 1997, the company expanded its product line into dairy products, thereby expanding its portfolio beyond biscuits and became an entire household, representing trust and reliability.

During the 21st century, Britannia diversified into innovative and modern ways of maximizing its global footprint. Strategic acquisitions and entry into health-oriented products, such as the Nutri Choice range of health foods, proved that the company could adapt to changing consumer trends. Moreover, Britannia has committed itself to work towards a greener tomorrow while maintaining ethical values for a proud global status.

As of now, Britannia is a leading food company, serving people in over 60 countries. This remarkable journey from a tiny village shop to becoming the front runner almost epitomizes the power of wrestling with adversities and grabbing the opportunities to ensure constant growth and relevancy in the midst of fierce competition.

Product Portfolio

Products range from biscuits and dairy items to cakes, bread, and snacks. Iconic products like Good Day biscuits have been key to fortify Britannia's brand identity.

Market Position

As of now, Britannia has built strong market positioning by having a substantial share in several product categories against the likes of Parle, ITC, and Nestlé. Moving with changing market trends, Britannia was called for continuous reevaluation and innovation of strategies.

Corporate Structure

Britannia's organizational structure covers several departments, such as marketing, sales, and customer relations, which synergize their movements toward the fulfillment of its corporate objectives with customer contentment.

Britannia's Market Strategy

Target Market

Britannia offers products for children, families, and health-conscious consumers. It increases the market size by providing more in-depth information on demographic- and psychographic-based consumer profiles.

Marketing and Branding

It has a well-thought-out marketing strategy that includes conducting ad campaigns and promotional activities. By means of such strategies, this brand has been able to continue

staying in the market and drawing the attention of consumers.

Sustainability Strategies

Britannia aims to make its brand sustainable by the following means: reducing the wastage of plastic, promoting healthy eating habits, and implementing corporate social initiatives that resonate with the values of modern consumers.

3. Job Description

Role and Responsibilities

Day-to-Day Activities

Set up a daily schedule where the students visit the college canteens for product pitching and to obtain student opinions, and also visit the canteen in-charge to get the opinion of the canteen in-charge. Tools in this activity include samples of the product, promotional tools, and sales talking.

Sales and Negotiation

Negotiation involved handling canteen in-charges' objections, pricing discussions, and converting contracts to Britannia products.

Customer Satisfaction

They were being followed regularly in order to make them satisfied, their problems solved, and the relationships upheld.

Data Collection

Most of the data identification was on the canteen performance, the student needs and requirements, and the prevailing market trend, which is most critical in the perfecting of the sales strategies.

Goals and Objectives

Specific Goals

The internship was significant in the achievement of the specific number of targeted canteens to be converted, sales targets, and meaningful relationship creation with the canteen managers.

Alignment with Company Goals

Personal goals were created in direct synergy with the broader goals of Britannia, which are to increase market share in the education category and to improve the participation of the brand among the youth.

4. Analysis of Job

Performance in Task

Effectiveness of Pitch

In hindsight, the sale pitches fall into three categories, i.e., average, good, and very effective. The extremely successful or effective ones are those where principals seek demonstrations of their product or where the salespeople were explaining the Britannia's robustness along with the competitive price.

Problems Faced

These included resistance from the canteen managers, who were tagged to other brands, and logistical issues that called for adaptive solutions.

Measure Outcomes

The outcome was predominantly measured using quantitative metrics related to conversion rates and the growth of sales; the use of charts authenticated these outcomes.

Job Challenges

Market Dynamics

The market had many challenges, such as the preferences of the students, the budget of the canteen managers, and the competition from other suppliers.

Adaptation and Innovation

From this issue, the need for innovative strategies like the customization of proposals for every canteen and promotional campaigns targeted for every market arose.

Applied Skills and Developed Skills

Applied Skills

The internship availed a good opportunity whereby theoretical class work could be applied in practical sets involving marketing principles and analysis of consumer behaviors in a real-time scenario.

Enhanced Skills

In this way, some new skills were acquired such as advanced negotiation techniques, enhanced problem-solving skills, and strengthened data analysis competencies, etc., which are pivotal in career growth.

5. Learning Outcomes

Knowledge Gained

Industry Knowledge

This Internship experience broadened the level of understanding towards the dynamics of the food industry with its market trends and consumer's preferences. It also embedded that adaptability is the tool for survival in a competitive environment.

Corporate Functioning

It was quite an informative experience, showing the operations of the company and what different departments are charged with. It shows how an individual is to contribute to and align with the objectives of the company.

SKILLS ACQUIRED

Negotiation and Communication

Improved negotiation and communication skills are core, considering the fact that one was in constant interaction with the managers of canteens. The capacities of persuasive articulation of points and the addressing of objections led to this result.

Data analysis and strategic planning were developed, as this internship basically applied to data-driven decision-making in the analysis of feedback and market trends.

6. Overall Impact of the Internship

Professional Development

My professional development was greatly helped by the internship, as it constituted the bridge between classroom knowledge of theory and practical application, thereby giving me the ability to perform successfully in my career under marketing.

Company Contribution

Work done during the internship was congruent to the strategic goals set forward by Britannia, part of market expansion and growing the presence of the company within a competitive sector.

Conclusion

In conclusion, this internship was a great and rewarding learning platform. The ways in which one has grown, and even Britannia's market initiatives, through the knowledge and skills acquired during this period. The internship further expanded the reach of the company's products to young consumers by converting college canteens to Britannia products, which really helped cement the place of the company.

1. Bibliography

<https://www.britannia.co.in/about-us>

https://en.wikipedia.org/wiki/Britannia_Industries

https://en.wikipedia.org/wiki/Britannia_Industries

<https://in.linkedin.com/company/britannia-industries-limited>

<https://in.pinterest.com/pin/799248265152427899>

/

<https://www.glassdoor.co.in/Photos/Britannia-Industries-Limited-Office-Photos-E222976.htm>

<https://www.thehindu.com/business/Industry/britannia-closing-iconic-unit-sparks-concern-of-flight-of-industry-from-west-bengal/article68332409.ece>