



DABUR INDIA LIMITED

(Universe expansion in FMCG)

Dabur India Limited

Mission:- Contemporise Ayurveda and make it relevant for the new generation.

Vision:-Dedicated to health and well-being of everyhousehold.

Description:-Dabur India Ltd. is one of India's leading FMCG Companies with Revenues of over Rs. 11,530 Crores & Market Capitalization of over Rs. 96,500 Crore. Building on a legacy of quality and experience of over 139 years, Dabur is today India's most trusted name and the world's largest Ayurvedic and Natural Health Care Company.

Organization structure



SWOT Analysis

Strength:-

- Established brand with a strong brand image.
- Extensive and robust distribution network.
- Diverse product portfolio.
- Global presence.
- Experienced workforce.

Weakness:-

- Limited digital presence for products.
- Seasonal demand for certain products.
- Low market penetration in few area .
- Availability of substitute products.

Opportunities:-

- Expanding the online presence of products.
- Increasing product availability in eateries and small shops.
- Introducing organic and sugar-free products for health-conscious consumers.
- Promoting ready-to-drink smoothies.

Threats:-

- Changing consumer preferences.
- Counterfeit products sold under the Dabur brand.
- Intense competition from both local and global FMCG players.
- Shift in dietary trends might impact demand of fruit juices.

Theoretical Understanding

- Importance of Teamwork and Communication in Marketing.
- Product promotion
- Sales and marketing strategies
- Understanding 4p in marketing

Practical exposure

- Gained hands-on experience in systematically covering and managing multiple retail outlets daily.
- Relationship-building skills with retailers and distributors.

About my work at Dabur India Ltd.

During my first week of internship, I was introduced to the sales team and the different markets they cover. This initial orientation provided a solid understanding of the company's market landscape. In the following weeks, I was assigned various tasks, such as covering 40 outlets daily with a salesperson and improving their bill-cutting processes. During this period, I focused on enhancing the efficiency and accuracy of bill cuts. Later, I was assigned a new task that involved approaching potential new outlets to sell our products. This experience allowed me to actively contribute to expanding our customer base and provided valuable insights into sales strategies and customer acquisition.

Usefulness of internship

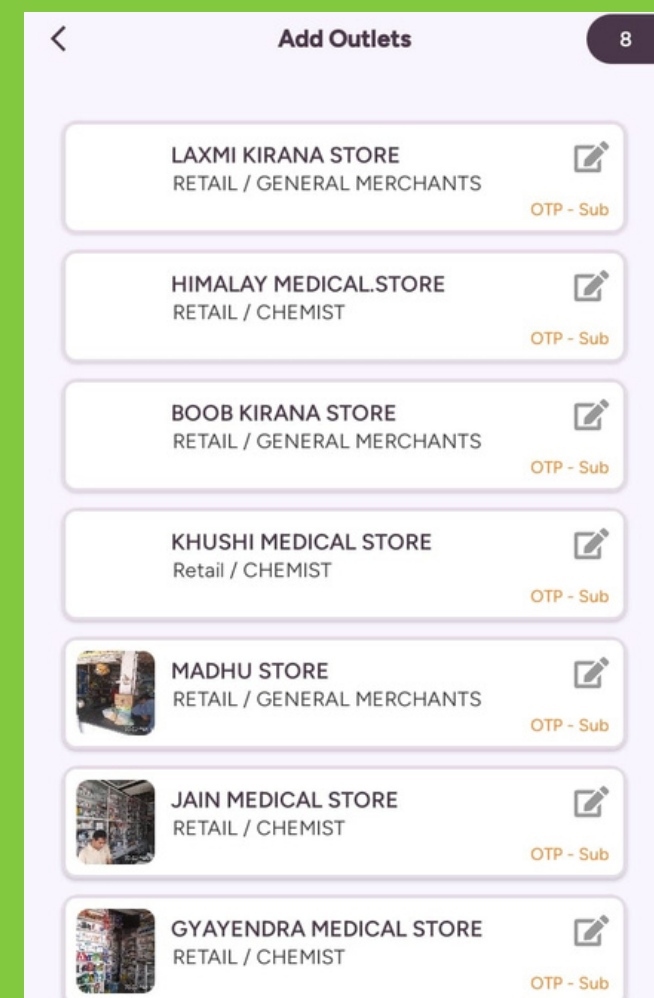
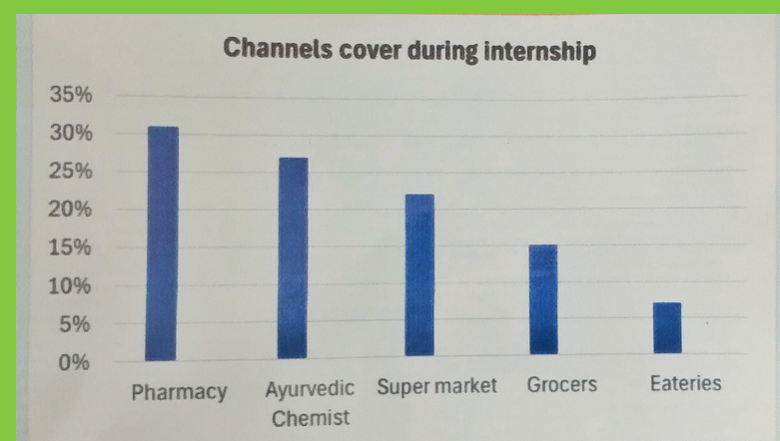
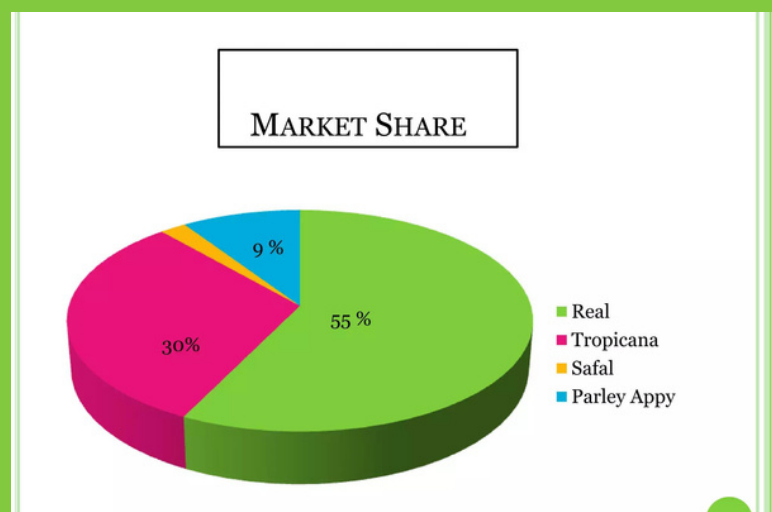
- This internship provided hands-on experience in sales and marketing, focusing on daily outlet coverage, adding new retail outlets, and promoting Dabur's products.
- Gained exposure to the FMCG sector, particularly in food products.
- Learned to build relationships with industry professionals, retailers, and customers.

Challanges

- Approaching new outlets in unknown area.
- Traveling to cover 40 outlets daily.
- Building and maintaining strong customer relationships.
- Communication across team.

Suggestion

- Discussing market opportunities and conditions on regular basis
- Getting customer feedback and suggestions
- Improving recollection of expired and damaged products.
- Improve communication.



Result:-

- Improved average billcut from 19 to 23.
- 40 new outlets has been added.