SUMMER INTERNSHIP PROGRAM

at

(Dabur India Limited-Delhi)

From (1 May 2024) to (30 June 2024)

A REPORT BY

Vardhan Patil

Roll No:0544

Master of Business Administration

(Pharmaceutical Management)

2023-25

under the Mentorship of

Dr. Kajal Sitlani

IIHMR UNIVERSITY

July 31st, 2024

Dabur
India Ltd.

TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Mr. Vardhan Surgonda** has completed the Internship in Sales domain in our organisation. He started his training on 1st May 2024 and finished it on 29th July 2024.

During his training, Vardhan undertook the following project: -

"Shark Project".

He performed his task with sincerity and dedication.

We wish him all the best for a bright future.

With best regards,

For **Dabur India Limited**

Ruchika

Ruchika Singh
Regional HR Manager- North

IIHMR University Faculty Mentor Approval

This is to certify that Mr. VARDHAN PATIL of academic year 2023-25 of School of Pharmaceutical Management has prepared a poster with respect to his summer internship held during May-June 2024.

He has carried out work as per the guidelines. His poster is approved for presentation.

Kajal

Date: 20/07/2024

(Signature of Faculty Mentor)

Name: Dr. Kajal Sitlani
Designation: Assistant Professor

DABUR INDIA LIMITED
(Universe expansion in FMCG)

Presented by - Vardhan Patil(MBA PM)
Roll number - 0544

MENTOR'S :
Dr. Kajal Sitlani (Assistant prof IIHMR University, Jaipur)

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

Chairman - Mohit Burman
CEO - Mohit Malhotra
Vice Chairman- Saket Burman

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

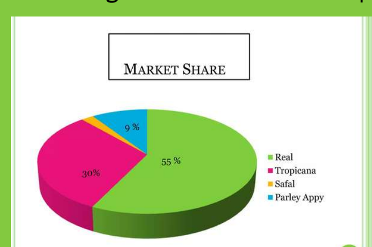
- ·Importance of Teamwork and Communication in Marketing.
- ·Product promotion
- ·Sales and marketing strategies
- ·Understanding 4p in marketing

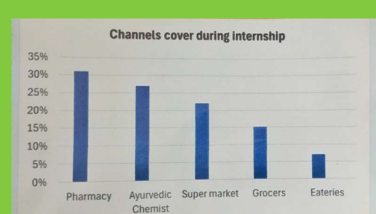
Practical exposure

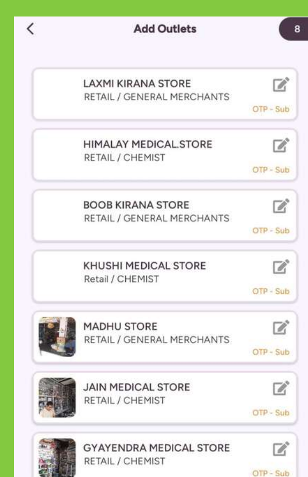
- ·Gained hands-on experience in systematically covering and managing multiple retail outlets daily.
- ·Relationship-building skills with retailers and distributors.

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.







Usefullness 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.

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

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.

OVERVIEW OF A COMPANY

Dabur India Limited, a prominent FMCG company, leads the market in India with its focus on health and wellness, self-care, and food products. Dabur is known as India's most reliable brand and the leading Ayurvedic and Natural Health Care Company worldwide, with over 138 years of unmatched expertise and quality. The business boasts one of the broadest distribution systems in the nation that reaches around 7 million outlets and has a major foothold in both urban and rural market place. Additionally, our products are widely available internationally, present in over 120 countries worldwide.

At present, Dabur's FMCG portfolio has nine unique Power Brands, with eight located in India and one abroad. In India, the Power Brands consist of Dabur Chyawanprash, Dabur Honey, Dabur Pudin Hara, Dabur Honitus, and Dabur Lal Tail in healthcare; Dabur Amla and Dabur Red Paste in personal care; and Real in food and beverages. Dabur's international Power Brand, Vatika, provides a wide range of products for personal care to the global audience.

HISTORY OF DABUR

Dabur's journey began as a modest yet forward-thinking initiative by Dr. S.K. Burman, who practiced medicine in Bengal. His aim was to provide potent and cost-effective treatments to individuals living in distant villages. Dr. S.K. Burman started Dabur in 1884 as a modest dispensary, originally crafting Ayurvedic remedies to address illnesses such as cholera, plague etc which were untreatable during that period. His unwavering dedication, steadfast commitment, and genuine empathy established Dabur as a trusted name among the populace. Today, more than a century later, Dabur is esteemed primarily for its steadfast trustworthiness.

Over the years, Dabur underwent numerous structural as well as strategic transformations to retain its market stability and strength. In 1896, Dabur initiated mass production, and by the early 1900s, it became the pioneer in offering healthcare using scientifically validated methods. A lot of change and improvements followed the establishment of R&D centres and a wide spread automation of manufacturing processes. The introduction of Dabur Amla hair oil as well as Chyawanprash greatly boosted the rising business. In 1957, Dabur modernized its operations by computerizing them to keep pace with technological advancements. Products like Dant Manjan and digestive tablets gained widespread acceptance. However, it was crucial to maintain operational efficiency with a wide range of products in market circulation. In 1986, Dabur transitioned to a public limited company to better align with the business environment, and in 1992, it diversified into Spain. A major milestone was Dabur's IPO in 1994, which was 21 times oversubscribed owing to its robust market position. Dabur then reorganized its operations into 3 unique categories:

• Dabur Ayurvedic specialties Limited

• Family products Division

• Health Care products Division

Dabur India Limited specializes in consumer and healthcare related products. Its diverse range includes personal care items, healthcare essentials, home care solutions, and food products. Furthermore, Dabur offers a line of Ayurvedic healthcare solutions. The company markets its offerings globally, spanning Africa, the Middle East, the European Union, the Americas and Southeast Asia. Dabur functions via 4 major divisions: the Consumer Care Division (CCD), managing FMCG products across various sectors; the International Business Division (IBD), focused on expanding global operations; the Consumer Healthcare Division (CHD), overseeing classical and OTC products with rigorous Ayurvedic formulations; and a retail subsidiary currently in its growth phase. Dabur's headquarters are situated in Ghaziabad, Uttar Pradesh, India.

In 1998, Dabur made a significant change by appointing a non-family member to lead the company for the first time. The company assigned operations to professionals, resulting in effectively implemented procedures, timely adaptations, and preservation of its core essence. Consequently, Dabur successfully touched their peak sales INR 1166.5 crores in the fiscal year 2000-2001. Amid the slow growth in India's FMCG sector, Dabur took bold strategic initiatives starting in 2002, restructuring operations and refining its brand architecture. The company focused their marketing efforts on Anmol, Real, Vatika, Dabur, and Hajmola to enhance brand equity, differentiate itself, and established a reputation as a leading FMCG player known for its herbal products. This strategy was based on a study by Accenture, which found that Dabur was mainly perceived as a herbal brand appealing to those over 35. Additionally, larger retailers were entering the FMCG market, and competitors like HLL, P&G, Marico, Himalaya, and ITC were posing challenges. The supply chain of Dabur started becoming complex because of their diverse array of products.

- 250+ products in the ayurvedic segment
- 138 years of quality experience and unparalleled legacy
- Presence in 6.9 million retail outlets
- Dabur products available in 120 countries

VISION

"Dedicated to health and well-being of every household"

MISSION

"Contemporise Ayurveda and make it relevant for the new generation"

PRODUCT LIST

Categories:

1. Health Care
2. Personal Care
3. Home Care
4. Foods
5. Ayurvedic Specialties

HEALTH CARE PRODUCTS:

1-Health Supplements

- Dabur Glucose-D
- Dabur Chyawan Junior
- Dabur Chyawanprash

2. Natural cures

- Bhringraj Ayurvedic Tail
- Badam Tail
- Sat Isabgol
- Sarbyna Strong
- Dabur Balm

3-Digestives

- Hajmola Candy
- Hamjola
- Anardana
- Dabur Hingoli
- Pudin hara G

4. Baby care

• Dabur Lal Tail

• Dabur Janma Ghunti

• Dabur baby olive oil

HOME CARE PRODUCTS:

• Odonil

• Odomos

• Sanifresh

• Odopic

• Dazz

PERSONAL CARE PRODUCTS:

1. Hair care shampoo

• Vatika henna conditioning shampoo

• Vatika anti dandruff shampoo

• Anmol silky black shampoo

2-Hair care oil

• Vatika hair oil

• Amla lite hair oil

• Amla hair oil

• Anmol sarson Amla

3. Skin care

• Gulabari Rose Water

• Vatika Fairness Face Pack

• Vatika Saffron Glow Soap with Sandal

• Gulabari Hydrating Rose Lotion

4. Oral care

• Dabur Binaca Toothbrush

• Dabur Red Toothpaste

• Meswak Toothpaste

• Dabur Lal Dant Manjan

• Babool Toothpaste

FOODS:

• Real

• Real active

• Homemade

• Lemoneez

• Capsico

• Coconut Water

AYURVEDIC SPECIALITIES

• Ayurveda- Dabur isabgol, Arjuna tab, Shatavari tab, GlycoDab, Abhyarishta etc.

Department: Sales and Marketing

ACTIVITY:

During my internship at Dabur India in the Sales and Marketing Department, I had the opportunity to gain valuable insights into the company's operations and strategies. This report highlights my experiences and key learnings during my time at Dabur India.

Daily Market and Outlet Visits:

One of the key responsibilities during my internship was to conduct daily market and outlet visits. This involved visiting various retail outlets to understand consumer preferences, competitor activities, and market trends. These visits helped me gain a deeper understanding of the market dynamics and consumer behaviour.

Market Analysis:

During my internship, it typically involved in conducting market analysis to identify potential areas for expanding the company's reach. This may involve analyzing sales data, conducting surveys, and researching consumer trends to understand the demand for Dabur products in different regions. It may also be tasked with visiting existing outlets to assess their performance and provide recommendations for improvement. By gaining hands-on experience in market analysis, I can develop valuable skills in identifying market opportunities and making data-driven decisions to drive business growth.

Daily Meetings with Senior Sales Officer:

Daily meetings with senior sales officers are pivotal. These sessions typically involve reviewing progress on outlet expansion targets, discussing challenges encountered, and strategizing solutions to optimize distribution networks. I participate actively, gaining firsthand insights into the operational dynamics of expanding Dabur's retail footprint. They contribute ideas, receive feedback on their initiatives, and learn essential skills in sales management and relationship building. These interactions not only enhance their understanding of market dynamics but also foster professional development within a dynamic business environment.

Increasing Billcut with SSM:

Another important aspect of my internship was working closely with the Stockist salesman (SSM) to increase billcut. By analysing sales data, identifying potential areas for improvement, and implementing targeted strategies, we were able to increase billcut and drive sales growth. Collaborating with the SSM was a valuable learning experience that enhanced my understanding of sales operations.

Adding New Outlets Daily:

One of the key activities I was involved in was the addition of 1-6 new outlets daily to the company's network. This process involved identifying potential locations for new outlets, conducting market research to understand customer needs and preferences in that area, negotiating with landlords or property owners for lease agreements, and coordinating with the construction and design teams to set up the new outlet. I also assisted in training the staff at the new outlets on Dabur's products and services, ensuring they were well-equipped to provide excellent customer service. It was a fast-paced and exciting experience to be part of the expansion of Dabur's reach and impact in the market.

Linking theory (Classroom learning) with practice at your organisation:

During my internship at Dabur, I was actively involved in the process of adding new outlets to expand the company's reach in a specific region. One of the activities that stood out during this process was the negotiation and finalization of lease agreements with property owners for the new outlets.

This activity provided a valuable opportunity to link the theoretical knowledge I had acquired in the classroom with practical application in a real-world business setting.

In the classroom, I had learned about negotiation techniques and strategies, including the importance of effective communication, understanding the needs and motivations of the other party, and seeking mutually beneficial agreements. Armed with this knowledge, I was tasked with negotiating lease terms with property owners to secure suitable locations for Dabur's new outlets. The activity began with researching potential properties in strategic locations that aligned with Dabur's target market and growth objectives. Drawing on my understanding of market analysis and consumer behaviour, I identified key factors such as foot traffic, accessibility, and demographics to assess the suitability of each location. This initial research phase allowed me to apply theoretical concepts to practical decision-making, ensuring that the selected properties had the potential to drive business growth.

Once potential properties were identified, I initiated discussions with property owners to negotiate lease terms. Leveraging my negotiation skills acquired in the classroom, I engaged in open dialogue to understand the needs and expectations of the property owners while articulating Dabur's requirements and objectives. By applying principles of effective communication, active listening, and problem-solving, I aimed to establish mutually beneficial agreements that would support both parties' interests.

Throughout the negotiation process, I encountered various challenges and opportunities to apply theoretical concepts in practice. For instance, when faced with resistance from property owners on certain terms, I drew on my knowledge of negotiation strategies to explore creative solutions and compromises that addressed their concerns while aligning with Dabur's goals. By balancing assertiveness with flexibility and adaptability, I was able to navigate complex negotiations and reach agreements that met both parties' needs. Moreover, as part of the negotiation process, I also collaborated closely with internal stakeholders such as the legal team and senior management to ensure compliance with company policies and guidelines. This interdisciplinary approach allowed me to integrate theoretical knowledge from legal studies and business ethics into the negotiation process, emphasizing the importance of ethical conduct and legal compliance in business dealings.

Gaps identified on the working area:

The first step in addressing the gaps in the working area involved conducting a comprehensive assessment of potential locations for the new outlets. Leveraging my understanding of market analysis and consumer behaviour, I collaborated with the regional sales team to identify strategic areas with high foot traffic, strong consumer demand, and favourable demographics. By analyzing market data and conducting on-the-ground surveys, we were able to pinpoint locations that presented promising opportunities for Dabur's expansion.

During my internship at Dabur India Limited in the Sales and Marketing Department, I had the opportunity to identify several key gaps that present opportunities for improvement and growth within the department. One of the significant gaps I observed was the limited exposure to the practical application of sales and market research findings. While the team had access to data and insights, there was a need for more hands-on experience to apply this knowledge effectively in real-world scenarios.

The lack of awareness of competitor strategies and market trends within the department. Understanding competitors' strategies and market dynamics is crucial for developing effective marketing campaigns and staying competitive in the industry. To bridge this gap, I recommend organizing regular meetings where both sales and marketing teams come together to share insights, set common goals, and plan strategies collaboratively. This approach will foster a sense of teamwork and enable the teams to create better campaigns that resonate with the target audience.

Lack of direct consumer feedback mechanisms within the organization, hindering our ability to gather real-time insights into consumer preferences and satisfaction. Implementing a system for real-time feedback collection and analysis would enable the department to better understand consumer needs and preferences, leading to more targeted and customer-centric marketing strategies. Additionally, providing training sessions on customer behavior and market trends will enhance team members' understanding and enable them to make data-driven decisions.

Moreover, allocating resources for promotional activities should be more strategic to ensure maximum impact and return on investment. By analyzing sales data and customer demographics, the department can identify high-potential outlets for targeted marketing efforts, optimizing outreach and impact. Implementing a marketing analytics tool can further aid in tracking campaign performance, measuring key metrics, and identifying areas for improvement.

Suggestions for improvement:

One of the key recommendations I propose is to provide opportunities for interns to shadow sales and marketing professionals during data collection or analysis activities. This hands-on experience will allow interns to gain practical insights into the department's work and contribute to their learning and development. Additionally, requesting access to sales and marketing case studies or projects can help interns understand the work of the department more practically and thus apply theoretical knowledge to real-world scenarios.

To improve collaboration between the sales and marketing teams, I recommend organizing regular meetings where both groups come together to share ideas, set common goals, and plan strategies collaboratively. This approach will foster a sense of teamwork and enable the teams to create better campaigns that resonate with the target audience. Implementing regular communication channels between the sales team and other departments will also ensure alignment and collaboration, leading to more cohesive and effective strategies.

To address the lack of direct consumer feedback mechanisms, I suggest implementing a system that allows for real-time feedback collection and analysis. This will enable the department to better understand consumer needs and preferences, leading to more targeted and customer-centric marketing strategies. Additionally, providing training sessions on customer behavior and market trends will enhance team members' understanding and enable them to make data-driven decisions.

In terms of resource allocation for promotional activities, I recommend adopting a more structured approach to ensure that promotional efforts are targeted effectively to reach the desired audience and maximize ROI. By analyzing sales data and customer demographics, the department can identify high-potential outlets for targeted marketing efforts, optimizing outreach and impact. Implementing a marketing analytics tool can further aid in tracking campaign performance, measuring key metrics, and identifying areas for improvement.

To streamline feedback collection, I propose the implementation of a standardized feedback form for store personnel and distributors. This centralized source of valuable insights will provide consistent feedback and enable the department to make informed decisions based on customer feedback. Overall, by implementing these recommendations, Dabur's Sales and Marketing Department can enhance its performance, drive business success, and stay competitive in the market.

Addressing the identified gaps in the Sales and Marketing Department at Dabur India Limited is essential for achieving sustainable growth and competitiveness. By implementing the proposed recommendations, the department can strengthen its position in the market, enhance customer satisfaction, and drive revenue growth. It is crucial for the department to prioritize collaboration, data-driven decision-making, and customer-centric strategies to achieve long-term success in the industry.

CONCLUSION

Studying “Dabur India Limited” has been an immensely enriching experience. after understanding all necessary aspects, including marketing techniques, policies, financial strategies, etc., it becomes evident that the company excels on all fronts.

Projects like Sundesh and other social projects in Nepal underscore Dabur's commitment to society which emphasize the importance of social responsibilities in building better relations with customers as well as brand loyalty.

With their diverse product array, Dabur impacts consumers of all ages and across social boundaries that, in fact, fosters a deep bond of trust. This legacy ensures that every product bearing the Dabur name meets the highest standards.

Dabur boasts a robust distribution network and holds the position of the 4th largest FMCG company in India, renowned for its trustworthiness and direct selling business model. The company also actively contributes to community welfare through initiatives focused on imparting education related to, women's empowerment, health & hygiene and water management.

Dabur India Limited's products are present in more than 1 million retail stores throughout India, with distribution extending to over 6.9 million outlets nationwide—nearly encompassing 90% of all retail locations in the nation. Moreover, Dabur is recognized as one of India's major exporters and has been awarded the prestigious Golden Superstar Trading House status by Indian Government.

Name- Patil Vardhan Surgonda.

Course- MBA Pharmaceutical Management.

Roll no.-0544

Organization Name- Dabur India LTD. (New Delhi)

Date-01/05/2024- 06/05/2024

1. Activity Done: -

* Induction: This week involved an induction program where I learned about Dabur's rich history, product portfolio, company culture, and the overall structure of the Sales & Marketing department.

2. Learning with Practice: -

* Understanding of the FMCG (Fast-Moving Consumer Goods) industry and its dynamics.

* Familiarized myself with various Dabur products and their target consumer segments.

* I began to understand the importance effective marketing strategies.

3. Gaps Identified: -

* Limited exposure to the practical application.

* Lack of in-depth knowledge about specific sales & marketing channels used by Dabur.

4. Suggestions for Improvement: -

* Requesting access to sales & marketing case studies or projects could provide a more practical understanding of the department's work.

*Proper training before starting the work.

5.Plan for next week: -

* Focus on learning about Dabur's sales & marketing strategies for the assigned product category.

*Start researching competitor products and their marketing strategies.

*Prepare for potential interactions with distributors or retailers.

1. **Name: Patil Vardhan Surgonda**
2. **Course: MBA Pharmaceutical Management**
3. **Roll No.: 0544**
4. **Organization Name: Dabur India LTD.**
5. **Location: New Delhi**
6. **DATE: 07/05/2024 - 12/05/2024.**

1.Activities Undertaken:

- Engaged in the sale of Dabur's Real Juice product alongside the sales team, gaining practical insights into sales strategies and customer interactions.
- Participated in various sales activities, such as approaching potential customers, conducting product demonstrations, and closing sales deals.
- Observed the sales team's methods and learned about the intricacies of selling FMCG products like Real Juice in the market.

2.Learning Achieved:

- Enhanced understanding of the sales process for FMCG products, particularly Real Juice, including targeting specific stores and effectively reaching out to customers.
- Discovered the importance of communication and coordination within the sales team for successful execution of sales activities.
- Learned about market conditions and how they influence sales strategies, enabling better decision-making in sales planning.

3.Identified Gaps:

- Identified gaps in communication within the sales team, which hindered efficient coordination and execution of sales activities.
- Noticed a lack of structured processes in sales operations, leading to inefficiencies and missed opportunities.

4. Suggestions for Improvement:

- Recommend improving communication channels within the sales team to enhance coordination and collaboration.
- Suggest implementing structured procedures for sales activities to streamline operations and improve productivity.
- Propose a better understanding of market conditions and the development of sales strategies tailored to meet market demands.

5.Plan for Next Week:

- Collaborate with the sales team to identify and add new outlets for distributing Real Juice, expanding the product's market reach.
- Work closely with the sales team to improve sales activities and enhance the effectiveness of sales strategies.
- Focus on implementing the suggestions for improvement to overcome the identified gaps and optimize sales performance

6.**Classroom Learning:**

products of Dabur:

- Heathcare-Honitus Cough Syrup, Dabur Chyawanprash, Dabur honey, Dabur glucose D etc.
- Home & personal care:

  1.Hair care- Almond hair oil, Amla hair oil, Vatika enriched coconut hairs shampoo.

  2.Skin care- Gulabari, Fem bleach, Fem HRC, FEM hand wash.

  3.Home care- Odonil, Odopic dishwash.

- Food: Real juice , Dabur Amla juice, Shakes, etc

Name- Patil Vardhan Surgonda.

Course- MBA Pharmaceutical Management.

Roll no.-0544

Organization Name- Dabur India LTD. (New Delhi)

Date-13/05/2024- 18/05/2024

1. Activity Done: -

This week, under the mentorship of a salesman or a sales officer, I covered 40 outlets with SSM (salesman) in every day or billed from 25 outlets out of 40 outlets every day within one beat. product list-Dabur Real fruit power juices(food).

2.Linking theory (Classroom learning) with practice at your organisation-

Learned the importance of teamwork and communication in achieving marketing goals. Participated actively in meetings and strategy sessions.

Gained hands-on experience in gathering and analysing market data. Learned how to do surveys and focus groups to collect valuable consumer insights.

3.Gaps identified on the working area-

Identified a lack of direct consumer feedback mechanisms that could provide real-time insights into consumer preferences and satisfaction.

Observed that the allocation of resources for promotional activities could be more strategic to maximize impact and ROI.

4. **Suggestions for improvement-**

Implement regular communication channels between the sales team and other departments to ensure alignment and collaboration.

Provide training sessions on customer behaviour and market trends to enhance team members' understanding.

5.Plan for the next week-

Next week plan is to cover 40 outlets every day as well as add 6 new outlets every day.

Name- Patil Vardhan Surgonda.

Course- MBA Pharmaceutical Management.

Roll no.-0544

Organization Name- Dabur India LTD. (New Delhi)

Date-20/05/2024- 25/05/2024

1. **Activity Done:**

-During this week, I continued to cover 40 outlets daily with the Sales and Marketing team. I successfully added 6 new outlets each day, reaching a total of 40 outlets by the end of the week. The products I focused on were Dabur food and health care products.

2. **Linking theory with practice at the organisation:**

-I further enhanced my understanding of the importance of teamwork and communication in achieving marketing goals. I actively participated in meetings and strategy sessions, contributing insights gained from fieldwork.

-I continued to gather and analyse market data, utilizing tools like surveys and focus groups to gain valuable consumer insights. This practical experience helped me connect classroom learning to real-world scenarios effectively.

3. **Gaps identified in the working area:**

-I observed that there is still a lack of direct consumer feedback mechanisms within the organization, hindering our ability to gather real-time insights into consumer preferences and satisfaction.

-The allocation of resources for promotional activities could be more strategic to ensure maximum impact and return on investment.

4. **Suggestions for improvement:**

-To address the lack of direct consumer feedback mechanisms, I recommend implementing a system that allows for real-time feedback collection and analysis to better understand consumer needs.

-For resource allocation, a more structured approach should be adopted to ensure that promotional activities are targeted effectively to reach the desired audience and maximize ROI.

5. **Plan for the next week:**

-In the upcoming week, my plan is to continue covering 40 outlets daily while adding new outlets to expand our reach and market presence.

-I aim to further develop the follow-up system to track potential leads and customer interactions more efficiently, enhancing our customer relationship management processes.

Name: Patil Vardhan Surgonda
Course: MBA Pharmaceutical Management
Roll No.: 0544
Organization Name: Dabur India LTD. (New Delhi)
Date: 26/05/2024 - 02/06/2024

1. Activities Planned for the Week:

- **Outlet Coverage and Expansion:**
  - Continue the routine of covering 40 outlets daily alongside the Sales and Marketing team.
  - Add new outlets each day to expand market reach and enhance brand visibility.
  - Focus on promoting Dabur food and health care products to these outlets.
- **Follow-Up System Development:**
  - Work on developing a robust follow-up system to track potential leads and customer interactions more efficiently.
  - Implement a methodical approach to customer relationship management (CRM) to ensure timely follow-ups and maintain strong customer relationships.
- **Market Data Collection and Analysis:**
  - Collect and analyze market data using surveys and focus groups to gain deeper consumer insights.
  - Utilize the gathered data to inform marketing strategies and decision-making processes.
- **Team Meetings and Strategy Sessions:**
  - Participate actively in team meetings and strategy sessions.
  - Share insights and feedback from fieldwork to contribute to the development of effective marketing strategies.
  - Emphasize the importance of teamwork and communication in achieving marketing goals.
-

- **Feedback Mechanism Implementation:**
    - Propose and start implementing a system for real-time consumer feedback collection and analysis.
    - Use the feedback to refine marketing approaches and product offerings to better meet consumer needs.

2. Expected Outcomes:

- **Expanded Market Presence:**
    - Increased number of outlets carrying Dabur products, leading to enhanced market presence and brand awareness.
- **Improved CRM Processes:**
    - A more efficient follow-up system that helps track potential leads and customer interactions, leading to stronger customer relationships.
- **Enhanced Marketing Strategies:**
    - Data-driven marketing strategies informed by real-time consumer feedback and detailed market analysis.
    - More strategic allocation of resources for promotional activities to ensure maximum impact and ROI.
- **Effective Team Collaboration:**
    - Improved teamwork and communication within the Sales and Marketing team, contributing to achieving common marketing goals.

3. Observations and Reflections:

- **Consumer Feedback Mechanism:**
    - Implementing a real-time consumer feedback system will provide valuable insights into consumer preferences and satisfaction, helping to adjust marketing strategies accordingly.
- **Resource Allocation:**
    - A structured approach to resource allocation for promotional activities will ensure targeted efforts and better returns on investment.

4. Goals for the Week:

- Cover 40 outlets daily, adding new outlets to expand reach.

- Develop and refine the follow-up system for better CRM.
- Collect and analyze market data to inform strategies.
- Actively participate in team meetings and contribute insights.
- Implement a real-time consumer feedback mechanism.

Name- Patil Vardhan Surgonda.

Course- MBA Pharmaceutical Management.

Roll no.-0544

Organization Name- Dabur India LTD. (New Delhi)

Date-03/06/2024- 08/06/2024

1. Activity Done:

- During this week, I continued to cover 40 outlets daily with the Sales and Marketing team. I successfully added 4-5 new outlets each day. The products I focused on were Dabur food and health care products.

2. Linking Theory with Practice at the Organisation:

- I further enhanced my understanding of the importance of teamwork and communication in achieving marketing goals. I actively participated in meetings and strategy sessions, contributing insights gained from fieldwork.
- I continued to gather and analyse market data, utilizing tools like surveys and focus groups to gain valuable consumer insights. This practical experience helped me connect classroom learning to real-world scenarios effectively.

3. Gaps Identified in the Working Area:

- I observed that there is still a lack of direct consumer feedback mechanisms within the organization, hindering our ability to gather real-time insights into consumer preferences and satisfaction.
- The allocation of resources for promotional activities could be more strategic to ensure maximum impact and return on investment.

- There is a noticeable lack of proper teamwork among the sales team, which affects overall performance.
- The organisation does not adequately consider competitor strategies, limiting our ability to respond effectively to market changes.
- Some salesmen are not putting in sufficient effort to improve sales, which impacts our targets and growth.

4. Suggestions for Improvement:

- To address the lack of direct consumer feedback mechanisms, I recommend implementing a system that allows for real-time feedback collection and analysis to better understand consumer needs.
- For resource allocation, a more structured approach should be adopted to ensure that promotional activities are targeted effectively to reach the desired audience and maximize ROI.
- Enhancing team-building activities and training programs can improve teamwork and collaboration among the sales team.
- Regular competitor analysis should be conducted to keep track of market trends and adjust our strategies accordingly.
- Introducing performance incentives and more rigorous training for salesmen could help in boosting their efforts and improving overall sales performance.

5. Plan for the Next Week:

- In the upcoming week, my plan is to continue covering 40 outlets daily while adding new outlets to expand our reach and market presence.
- I aim to further develop the follow-up system to track potential leads and customer interactions more efficiently, enhancing our customer relationship management processes.

Name: Patil Vardhan Surgonda

Course: MBA Pharmaceutical Management

Roll No.: 0544

Organization Name: Dabur India LTD. (New Delhi)

Date:09/06/2024-15/06/2024

Activities Done

- **Daily Outlet Coverage:** Focused on covering 40 outlets daily with the Sales and Marketing team.
- **New Outlets Added:** Successfully added 2 new outlets each day.
- **Product Focus:** Concentrated on promoting Dabur food and health care products.

Linking Theory with Practice

- **Market Data Collection:** Continued to gather and analyze market data using tools like surveys and focus groups.
- **Consumer Insights:** Gained valuable consumer insights through practical data collection methods.
- **Theory Application:** Enhanced practical understanding of classroom concepts by applying them in real-world scenarios.

Gaps Identified

- **High Competitor Margin:** Competitors maintained a significant margin.
- **Resource Allocation:** The resource allocation for promotional activities lacked strategic planning.
- **Sales Growth:** No notable rise in sales was observed.
- **Competitor Strategies:** The organization's limited consideration of competitor strategies restricted market responsiveness.
- **Sales Effort:** Some salesmen were not exerting sufficient effort, affecting targets and growth.
- **Lack of Innovation:** Identified a lack of new strategic initiatives.

Suggestions for Improvement

- **Digital Marketing Initiatives:** Invest in digital marketing campaigns to reach a broader audience and engage with tech-savvy consumers.
- **Data-Driven Decision Making:** Implement advanced data analytics tools to better understand consumer behavior and market trends.
- **Customer Loyalty Programs:** Develop and promote customer loyalty programs to retain existing customers and encourage repeat purchases.
- **Collaborative Sales Training:** Conduct regular collaborative training sessions for the sales team to improve product knowledge and customer service skills.
- **Innovative Product Promotions:** Create unique and engaging promotional activities such as interactive in-store demonstrations and pop-up events.
- **Competitor Benchmarking:** Establish a routine for benchmarking against competitors to identify best practices and areas for improvement.

Plan for Next Week

- **Outlet Coverage:** Maintain the coverage of 40 outlets daily and add 2 new outlets each day to expand market presence.
- **Customer Relationships:** Strengthen customer relationships and gather market data to refine strategies.
- **Promotional Activities:** Implement targeted promotional activities to increase product awareness and drive sales.
- **Follow-up System:** Enhance the follow-up system to track potential leads and customer interactions efficiently.
- **Team-Building:** Participate in team-building activities and attend training sessions to improve sales techniques and product knowledge.
- **Competitor Analysis:** Conduct regular competitor analysis to stay adaptive and responsive to market changes.

Name: Patil Vardhan Surgonda.

Course: MBA (Pharmaceutical Management)

Roll No.: 0544

Organization Name: Dabur India LTD. (New Delhi)

Date:16/06/2024-22/06/2024

Activities Done

- **Daily Outlet Coverage**: Focused on covering 40 outlets daily with the Sales and Marketing team.
- **New Outlets Added**: Successfully added 2 new outlets each day, expanding our market reach.
- **Product Focus**: Concentrated on promoting Dabur food and healthcare products.
- **Bill Cut Improvement**: Assisted in improving the bill cut of the sale, enhancing overall transaction and improving the sale.

Linking Theory with Practice

- **Market Data Collection**: Continued to gather and analyze market data using tools like surveys and focus groups.
- **Consumer Insights**: Gained valuable consumer insights through practical data collection methods.
- **Theory Application**: Enhanced practical understanding of classroom concepts by applying them in real-world scenarios.

Gaps Identified

- **High Competitor Margin**: Competitors maintained a significant margin, making it challenging to compete effectively.
- **Resource Allocation**: The resource allocation for promotional activities lacked strategic planning.
- **Sales Growth**: No notable rise in sales was observed.
- **Competitor Strategies**: The organization’s limited consideration of competitor strategies restricted market responsiveness.

- **Sales Effort**: Some salesmen were not exerting sufficient effort, affecting targets and growth.
- **Lack of Innovation**: Identified a lack of new strategic initiatives.

Suggestions for Improvement

- **Digital Marketing Initiatives**: Invest in digital marketing campaigns to reach a broader audience and engage with tech-savvy consumers.
- **Data-Driven Decision Making**: Implement advanced data analytics tools to better understand consumer behavior and market trends.
- **Customer Loyalty Programs**: Develop and promote customer loyalty programs to retain existing customers and encourage repeat purchases.
- **Collaborative Sales Training**: Conduct regular collaborative training sessions for the sales team to improve product knowledge and customer service skills.
- **Innovative Product Promotions**: Create unique and engaging promotional activities such as interactive in-store demonstrations and pop-up events.
- **Competitor Benchmarking**: Establish a routine for benchmarking against competitors to identify best practices and areas for improvement.
- **Strategic Resource Allocation**: Reallocate resources strategically to enhance promotional activities and drive sales growth.
- **Enhanced Sales Effort Monitoring**: Implement a performance monitoring system to ensure all salesmen are exerting the necessary effort to meet targets.

Plan for Next Week

- **Outlet Coverage**: Maintain the coverage of 40 outlets daily and add 2 new outlets each day to expand market presence.
- **Promotional Activities**: Implement targeted promotional activities to increase product awareness and drive sales.
- **Follow-up System**: Enhance the follow-up system to track potential leads and customer interactions efficiently.
- **Competitor Analysis**: Conduct regular competitor analysis to stay adaptive and responsive to market changes.
- **Bill Cut Efficiency**: Continue to improve the bill cut process to ensure smooth transactions and customer satisfaction.

- **Performance Monitoring**: Introduce a monitoring system to track the effort and performance of salesmen, ensuring alignment with targets and growth objectives.

Compiled Reporting Format

Name of the Organisation: Dabur India Limited.

Area/ Department/ Project of Summer Internship Program: Sales and marketing.

Name of the Student: Vardhan Patil.

Roll no: 0544 **Stream: Pharmaceutical Management**

Activity Done	• **Daily Market and Outlet Visits:** One of the key responsibilities during my internship was to conduct daily market and outlet visits. This involved visiting various retail outlets to understand consumer preferences, competitor activities, and market trends. These visits helped me gain a deeper understanding of the market dynamics and consumer behaviour. • **Meetings with Senior Sales Officer:** Meetings with senior sales officers are pivotal. These sessions typically involve reviewing progress on outlet expansion targets, discussing challenges encountered, and strategizing solutions to optimize distribution networks. I participate actively, gaining firsthand insights into the operational dynamics of expanding Dabur's retail footprint. They contribute ideas, receive feedback on their initiatives, and learn essential skills in sales management and relationship building. These interactions not only enhance their understanding of market dynamics but also foster professional development within a dynamic business environment. • **Increasing Bill cut with SSM:** Another important aspect of my internship was working closely with the Stockist salesman (SSM) to increase bill cut. By analysing sales data, identifying potential areas for improvement, and implementing targeted strategies, we were able to increase bill cut and drive sales growth. Collaborating with the SSM was a valuable learning experience that enhanced my understanding of sales operations. • **Addition of New Outlets:**

	One of the key activities I was involved in was the addition of 1-6 new outlets daily to the company's network. This process involved identifying potential locations for new outlets, conducting market research to understand customer needs and preferences in that area, negotiating with landlords or property owners for lease agreements, and coordinating with the construction and design teams to set up the new outlet. I also assisted in training the staff at the new outlets on Dabur's products and services, ensuring they were well-equipped to provide excellent customer service. It was a fast-paced and exciting experience to be part of the expansion of Dabur's reach and impact in the market.
Linking theory (Classroom learning) with practice at your organisation	• During my internship at Dabur, I was actively involved in the process of adding new outlets to expand the company's reach in a specific region, where negotiating and finalizing lease agreements with property owners was a key activity. • This activity provided a valuable opportunity to link the theoretical knowledge I had acquired in the classroom with practical application in a real-world business setting. • In the classroom, I had learned about negotiation techniques and strategies, including the importance of effective communication, understanding the needs and motivations of the other party, and seeking mutually beneficial agreements. • Armed with this knowledge, I was tasked with negotiating lease terms with property owners to secure suitable locations for Dabur's new outlets. • The activity began with researching potential properties in strategic locations that aligned with Dabur's target market and growth objectives. • Drawing on my understanding of market analysis and consumer behaviour, I identified key factors such as foot traffic, accessibility, and demographics to assess the suitability of each location. • Once potential properties were identified, I initiated discussions with property owners to negotiate lease terms. • Leveraging my negotiation skills acquired in the classroom, I engaged in open dialogue to understand the needs and expectations of the property owners while articulating Dabur's requirements and objectives. • By applying principles of effective communication, active listening, and problem-solving, I aimed to establish

	mutually beneficial agreements that would support both parties' interests. • Throughout the negotiation process, I encountered various challenges and opportunities to apply theoretical concepts in practice. • For instance, when faced with resistance from property owners on certain terms, I drew on my knowledge of negotiation strategies to explore creative solutions and compromises that addressed their concerns while aligning with Dabur's goals. • By balancing assertiveness with flexibility and adaptability, I was able to navigate complex negotiations and reach agreements that met both parties' needs. • Moreover, as part of the negotiation process, I also collaborated closely with internal stakeholders such as the legal team and senior management to ensure compliance with company policies and guidelines.
Gaps identified on the working area.	**1. Conducting a comprehensive assessment of potential locations for new outlets:** • Collaborated with the regional sales team to identify strategic areas with high foot traffic, strong consumer demand, and favourable demographics. • Analysed market data and conducted on-the-ground surveys to pinpoint locations with promising expansion opportunities. **2. Limited exposure to practical application of sales and market research findings:** • Identified a gap in applying data and insights effectively in real-world scenarios. • Recommended hands-on experience to bridge the knowledge-to-application gap within the department. **3. Lack of awareness of competitor strategies and market trends:** • Suggested organizing regular meetings for sales and marketing teams to share insights, set common goals, and plan strategies collaboratively. • Emphasized the importance of understanding competitors' strategies for developing effective marketing campaigns and staying competitive. **4. Absence of direct consumer feedback mechanisms:**

	• Proposed implementing a system for real-time feedback collection and analysis to gather insights into consumer preferences and satisfaction. • Advocated for training sessions on customer behaviour and market trends to enhance team members' understanding and enable data-driven decision-making.
Suggestions for improvement	**1. Consider a Dabur Drishti mobile app for interns to streamline outlet expansion.** • This would allow easy submission of applications and information from their phones, making the process more efficient. **2. Organize regular meetings for sales and marketing teams to collaborate:** • Foster teamwork, share ideas, set common goals, and plan strategies collaboratively. • Ensure alignment and collaboration with other departments through regular communication channels. **3. Implement a system for real-time feedback collection and analysis:** • Understand consumer needs and preferences for more targeted and customer-centric marketing strategies. • Provide training sessions on customer behaviour and market trends for data-driven decision-making. **4. Analyse sales data and customer demographics for strategic resource allocation:** • Identify high-potential outlets for targeted marketing efforts and optimize outreach. • Utilize a marketing analytics tool to track campaign performance, measure key metrics, and improve ROI. **5. Standardize feedback collection through a centralized feedback form for store personnel and distributors:** • Gather consistent feedback for informed decision-making and continuous improvement.

	• This would allow easy submission of applications and information from their phones, making the process more efficient. **2. Organize regular meetings for sales and marketing teams to collaborate:** • Foster teamwork, share ideas, set common goals, and plan strategies collaboratively. • Ensure alignment and collaboration with other departments through regular communication channels. **3. Implement a system for real-time feedback collection and analysis:** • Understand consumer needs and preferences for more targeted and customer-centric marketing strategies. • Provide training sessions on customer behaviour and market trends for data-driven decision-making. **4. Analyse sales data and customer demographics for strategic resource allocation:** • Identify high-potential outlets for targeted marketing efforts and optimize outreach. • Utilize a marketing analytics tool to track campaign performance, measure key metrics, and improve ROI. **5. Standardize feedback collection through a centralized feedback form for store personnel and distributors:** • Gather consistent feedback for informed decision-making and continuous improvement. • - Enhance department performance, drive business success, and maintain competitiveness in the market.

Signature of the Student

Approved by the IIHMR University's Mentor