

SUMMER INTERNSHIP PROGRAM

At

Dabur india limited

From 01/05/24 to 30/06/24

A REPORT BY

Saharsh Tak

Master Of Business Administration

(Pharmaceutical Management)

2023-25

Under the Mentorship of

Hemant Mishra Sir

Associate Professor

School of pharmaceutical management

IIHMR university Jaipur.

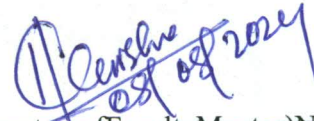


IIHMR University Faculty Mentor Approval

This is to certify that Mr. Saharsh Tak of the academic year 2023-25 of IIHMR UNIVERSITY, JAIPUR has prepared a poster with respect to his/hersummer internship held during May-June 2024.

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

Date: 30/06/24



(Signature of Faculty Mentor)

Name: Dr. Hemant Mishra

Designation: Assistant Professor
Professor at IIHMR University



Presented by - Saharsh Tak (MBA PM)
Roll number - 0559

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 every household.

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 products.
- Seasonal demand for certain products.
- Low market penetration 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.

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

About my work at Dabur India Ltd.

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.

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

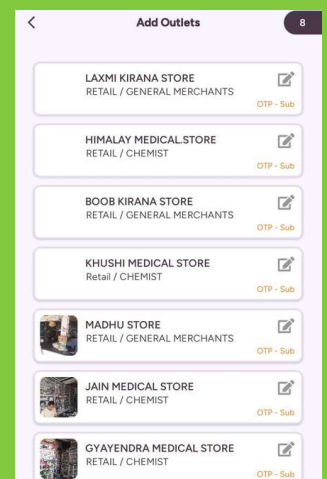
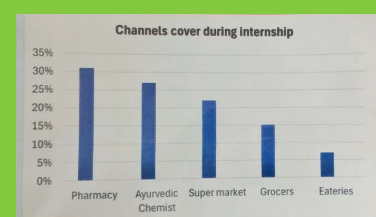
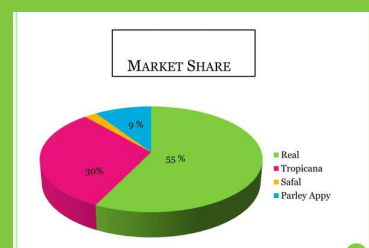
- This internship provided hands-on experience in sales and marketing, focusing on daily outlet coverage, adding new retail outlets, and promoting Dabur's products.
- Gained exposure to the FMCG sector, particularly in food products.
- Learned to build relationships with industry professionals, retailers,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

Challenges

- Approaching new outlets in unknown area.
- Traveling to cover 40 outlets daily.
- Building and maintaining

Suggestion

- Discussing market opportunities and conditions on regular basis
- Getting customer feedback and suggestions



Result:-

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

Weekly report

Name of the organisation: Dabur India Limited (Jaipur India)

Area/Department/Project of summer internship: Sales and marketing

Name of the student= Saharsh Tak

Roll no:0559 **Stream:** MBA pharmaceutical management

Week no:(1)From: 1-May -2024 to 6-may-2024

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 and Marketing department I received an introduction to sale and marketing method used by Dabur

Linking theory (Classroom learning) with practice at your organisation -I am particularly interested in Dabur due to its commitment to quality and innovation in the FMCG sector. I am keen to understand how theories I have studied are applied in real-world scenarios at your esteemed organization.

Gaps identified on the working area-typically involves observing and analysing various aspects of the work environment and processes. Here are some common areas where gaps might be identified, along with potential strategies for addressing them

Suggestions for improvement-Implement more advanced data analytics tools and software to improve the efficiency and accuracy of market data analysis. Develop a more structured and regularized customer feedback system, including surveys and focus groups, to gather more detailed insights.

Plan for the next week-Begin working on a project to identify and propose suitable data analytics tools that can be integrated into the current system.

Customer Feedback Initiative Assist in designing a new customer feedback survey and plan a pilot launch to test its effectiveness.

Name of the organisation: Dabur India Limited (Jaipur India)

Area/Department/Project of summer internship: Sales and marketing

Name of the student= Saharsh Tak

Roll no:0559 **Stream:** MBA pharmaceutical management

Week no: 2 from 6-may-2024 to 11-may-2024

Activity Done-Induction- This week involved induction program where I learned Market analyse of sales and marketing of Dabur India limited.

Learning with Practice at the Organization-During the second week of my internship at Dabur India Ltd., I focused on deepening my understanding of the sales and marketing strategies employed by the company. **Market Analysis**I was introduced to the methods used by Dabur to analyse market trends and consumer behaviour.

Gaps identified on the working area-

Through my observations and interactions, I identified several areas where improvements could be made There is a need for better integration of sales and marketing data. Currently, data is siloed, making it challenging to obtain a holistic view of performance.

Approved by the IIHMR University's Mentor

Suggestions for Improvement-

Adopting a comprehensive Customer Relationship Management (CRM) system would facilitate better data integration and provide real-time insights into sales and marketing activities. Scheduling regular meetings between the sales and marketing teams can enhance communication and ensure that both teams are aligned in their objectives and strategies.

Plan for the Next week-CRM System Analysis Conduct a detailed analysis of potential CRM systems that could be implemented to improve data integration and management
Collaboration Projects Work on a joint project with both the sales and marketing teams to foster better understanding and communication between the departments

Name of the organisation: Dabur India Limited (Jaipur India)

Area/Department/Project of summer internship: Sales and marketing

Name of the student= Saharsh Tak

Roll no:0559 Stream: MBA pharmaceutical management

Week no: 3 from 13-may-2024 to 18-may-2024

Activity Done Induction- This week involved induction program where I learned Product knowledge and marketing research of sales and marketing of Dabur India limited.

Learning with Practice at Organisation-

Product Knowledge: Gained in-depth knowledge about Dabur's product portfolio, focusing on the health and wellness segment. Learned about product positioning, target demographics, and key selling points. **Market**

Research: Conducted a market analysis to understand consumer preferences and market trends.

Gaps Identified in the Working Area-

Data Management of Identified inefficiencies in how market research data is collected and stored. The current process is manual and time-consuming, leading to potential errors and delays in data analysis. Noticed a lack of a structured process for collecting and analysing customer feedback, which can lead to missed opportunities for product improvement.

Suggestions for Improvement-

Automated Data Collection of Implement a digital tool for market research data collection and storage. This can help streamline the process, reduce errors, and facilitate quicker data analysis.

Plan for the Next Week-Collaborate with the IT team to design and implement a data verification protocol for sales data.

Rural Marketing Campaign: Start planning a pilot marketing campaign targeting rural areas. This will include market research, identifying key channels, and creating customized content.

Name of the organisation: Dabur India Limited (Jaipur India)

Area/Department/Project of summer internship: Sales and marketing

Approved by the IIHMR University's Mentor

Name of the student= Saharsh Tak

Roll no:0559 Stream: MBA pharmaceutical management

Week no:4 From : 20-may-2024 to 25-may-2024

Activity Done-Induction- This week involved an induction program where I learned Market analysis and customer segmentation of sales and marketing of Dabur India limited

Learning with Practice at Organisation-

This week, I continued to build on the foundational knowledge and skills gained in the previous weeks, with a particular focus on market analysis and customer segmentation. Participated in an in-depth market analysis session where I learned about current market trends, consumer behaviour, and competitor strategies.

Gaps Identified on the Working Area-

During the week, I identified several gaps and areas for improvement within the Sales and Marketing department. There is a lack of integration between different data sources, making it challenging to get a comprehensive view of customer behaviour and sales performance. Resource Allocation: The allocation of resources for various marketing campaigns

Suggestions for Improvement-

Based on the gaps identified, I propose the following suggestions to enhance the efficiency and effectiveness of our sales and marketing efforts. Implement a more robust data management system that integrates all customer and sales data into a single platform. This will provide a holistic view and enable more data-driven decisionmaking

Plan for the Next Week-To build on this week's learning and address identified gaps, my plan for the next week includes Collaborate with the marketing team to analyse current resource allocation and propose adjustments for better targeting. Customer Feedback System Design: Begin designing a customer feedback system, including drafting survey questions, and determining the best channels for distribution.

Name of the organisation: Dabur India Limited (Jaipur India)

Area/Department/Project of summer internship: Sales and marketing

Name of the student= Saharsh Tak

Roll no:0559 Stream: MBA pharmaceutical management

Week no:5 From: 27-may-2024 to 1-june-2024

Activity Done-Induction- This week involved an induction program where I learned Customer relationship management of sales and marketing of Dabur India limited.

Learning with Practice at Organisation- I continued to gain valuable hands-on experience in the Sales and Marketing department. I assisted in planning and executing a new marketing campaign for one of Dabur's flagship products. This included designing promotional materials, coordinating with the creative team, and monitoring the initial response to the campaign.

Gaps Identified in the Working Area-

Approved by the IIHMR University's Mentor

While working closely with the team, I identified a few areas where there are opportunities for improvement. There is a lack of integration between different data sources, making it challenging to get a comprehensive view of customer data and sales performance.

Suggestions for Improvement -Invest in a more integrated data management system that can seamlessly consolidate information from various sources, providing a holistic view of customer interactions and sales data.**Improve Internal Communication:** Implement regular cross-departmental meetings and updates to ensure alignment between sales and marketing efforts.

Plan for the next week-Customer Outreach: Assist in executing a customer outreach program aimed at engaging existing customers and attracting new ones through personalized marketing efforts.

Name of the organisation: Dabur India Limited (Jaipur India)
Area/Department/Project of summer internship: Sales and marketing
Name of the student= Saharsh Tak
Roll no:0559 Stream: MBA pharmaceutical management
Week no: 6 From (3-june-2024 to 8-june-2024)

Activity Done-Induction-This week involved a program where I learned about Outlet addition, we add 5 to 6 daily Outlet of sales and marketing of Dabur India limited.

Learning with Practice at Organisation-During the sixth week of my internship at Dabur India Ltd. In the Sales and Marketing Department, I focused on the following areas Observed and participated in meetings where sales strategies were discussed and developed. This included learning about different sales tactics and how to tailor approaches to different customer segments.

Gaps Identified in the Working Area-There is a noticeable gap in the integration of sales data from different regions, which causes delays in generating comprehensive market analysis reports.**Communication Between Teams:**There is a lack of streamlined communication between the sales and marketing teams, leading to occasional misalignment in campaign objectives and sales strategies.

Suggestions for Improvement-
Implement a Unified Data Management System: Introduce a centralized system for data integration to ensure real-time access to comprehensive sales data. This could involve adopting advanced data analytics platforms. **Enhance Inter-Departmental Communication:** Establish regular inter-departmental meetings and use collaboration tools to improve communication and alignment between sales and marketing teams.

Plan for the Next Week- Data Integration Conduct research on the best practices for integrating sales and marketing data. Prepare a proposal outlining potential tools and processes that could be implemented at Dabur India Ltd.

Name of the Organisation: Dabur India Limited (Jaipur India)

Area/ Department/ Project of Summer Internship Program: Sales and marketing
Name of the Student : Saharsh Tak

Roll no: 0559 Stream : MBA Pharmaceutical Management

Week no:(7) From: -10 june-2024 to 15 june-2024

Activities Done:

-Continued daily coverage of 40 outlets with the Sales and Marketing team, focusing on Dabur food and health care products. Successfully added 6 new outlets each day, reaching a total of 40 outlets by the end of the week.

-Actively participated in meetings and strategy sessions, contributing insights gained from fieldwork and market data analysis.

-Continued to gather and analyze market data using surveys and focus groups to gain valuable consumer insights.

Linking Theory with Practice:

-Continued to emphasize the importance of teamwork and communication in achieving marketing goals, collaborating with team members to develop strategies for increasing brand awareness and sales.

-Applied knowledge of market research techniques to gather data and identify customer needs and preferences, informing product development and marketing campaigns.

Identified Gaps:

- Recognized the need for a more targeted approach to reach high-potential outlets. Emphasized the importance of analyzing sales data and customer demographics to prioritize locations for marketing efforts.
- Acknowledged the current process for gathering feedback from store personnel and distributors could be improved, emphasizing the importance of implementing a standardized feedback mechanism for consistent and valuable insights.

Suggestions for Improvement:

- Proposed the analysis of sales data and customer demographics to identify high potential outlets for targeted marketing efforts, aiming to optimize outreach and maximize impact.
- Suggested the implementation of a standardized feedback form for store personnel and distributors to streamline feedback collection, providing a consistent and centralized source of valuable insights.

Plan for Next Week:

- Work with the team to develop a data-driven approach to prioritize outlets for targeted marketing efforts, leveraging sales data and customer demographics to identify high potential locations.
- Collaborate on creating a standardized feedback form to facilitate consistent collection of valuable insights from store personnel and distributors, aiming to enhance feedback collection processes.
- Maintain coverage of existing outlets while focusing on securing placements in high potential locations identified through data analysis, aiming to maximize effectiveness

Name of the Organisation: Dabur India Limited (Jaipur India)

Area/ Department/ Project of Summer Internship Program: Sales and marketing
Name of the Student : Saharsh Tak

Roll no: 0559 Stream : MBA Pharmaceutical Management

Week no:(8) From- 17-june-2024 to 22-june-2024

Activities Done:

- Continued daily coverage of 40 outlets with the Sales and Marketing team, focusing on Dabur food and health care products. Successfully added 6 new outlets each day, reaching a total of 40 outlets by the end of the week.
- Actively participated in meetings and strategy sessions, contributing insights gained from fieldwork and market data analysis.

Linking Theory with Practice-During the eighth and final week of my internship at Dabur India Ltd. in the Sales and Marketing department, I had the opportunity to consolidate my learnings and apply the knowledge I have gathered throughout the internship. This week's focus was primarily on the following areas:

Final Presentation Preparation: I prepared a comprehensive presentation summarizing the key findings, insights, and contributions from my internship period. This included data analysis, market research, and campaign performance reviews.

Identified Gaps:

- Recognized the need for a more targeted approach to reach high-potential outlets. Emphasized the importance of analyzing sales data and customer demographics to prioritize locations for marketing efforts.
- Acknowledged the current process for gathering feedback from store personnel and distributors could be improved, emphasizing the importance of implementing a standardized feedback mechanism for consistent and valuable insights.

Suggestions for Improvement:

- Proposed the analysis of sales data and customer demographics to identify high-potential outlets for targeted marketing efforts, aiming to optimize outreach and maximize impact.

-Suggested the implementation of a standardized feedback form for store personnel and distributors to streamline feedback collection, providing a consistent and centralized source of valuable insights.

Plan for Next Week:As this is the final week of my internship, my plan for the next week includes:

COMPILED REPORT

Name of the Organization: Dabur India Limited (Jaipur India)

Project of Summer Internship Program: Sales and marketing

Name of the Student : Saharsh Tak

Roll no: 0559

Stream : MBA Pharmaceutical Management

Activity Done-Induction- This week involved an induction program where I learned Customer relationship management of sales and marketing of Dabur India limited.

Learning with Practice at Organisation- I continued to gain valuable hands-on experience in the Sales and Marketing department. I assisted in planning and executing a new marketing campaign for one of Dabur's flagship products. This included designing promotional materials, coordinating with the creative team, and monitoring the initial response to the campaign.

Gaps Identified in the Working Area-

While working closely with the team, I identified a few areas where there are opportunities for improvement. There is a lack of integration between different data sources, making it challenging to get a comprehensive view of customer data and sales performance.

Suggestions for Improvement -Invest in a more integrated data management system that can seamlessly consolidate information from various sources, providing a holistic view of customer interactions and sales data. **Improve Internal Communication:** Implement regular cross-departmental meetings and updates to ensure alignment between sales and marketing efforts.

