

SUMMER INTERNSHIP PROGRAM

at

(Dabur India Limited-Delhi)

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

A REPORT BY

Naveen Kumar

Roll No:538

Master of Business Administration

(Pharmaceutical Management)

2023-25

under the Mentorship of

Dr. Hemant Mishra



July 31st, 2024



TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Mr. Naveen Kumar** 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, Naveen 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,

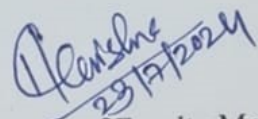
For **Dabur India Limited**

Ruchika Singh
Regional HR Manager- North

IIHMR University Faculty Mentor Approval

This is to certify that Mr. NAVEEN KUMAR 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.

Date: 22nd July 2024

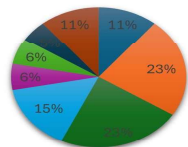

(Signature of Faculty Mentor)

Name: Dr. Hemant Kumar Mishra
Designation: Assistant Professor

HISTORY

Dabur India Limited, started as an Ayurvedic pharmacy and evolved into a leading FMCG company. Expanding globally, it went public in 1994, offering health supplements, personal care, and food products. Dabur is known for quality, innovation, and sustainability in natural healthcare.

Dabur Segment Distribution



- OTC and Ethicals
- Foods
- Hair Care
- Oralcare
- Homecare
- Digestives
- Skincare
- Healthcare Supplements

DESCRIPTION

Dabur India Limited, founded in 1884 by Dr. S.K. Burman, is a leading FMCG company specializing in Ayurvedic and natural healthcare products. Headquartered in Ghaziabad, Uttar Pradesh, Dabur offers a wide range of products, including health supplements, personal care, oral care, and food and beverages, under brands like Dabur Chyawanprash, Vatika, and Real. Operating in over 120 countries, Dabur is committed to sustainability and corporate social responsibility, focusing on healthcare, education, and environmental initiatives. Known for its strong financial performance and market presence, Dabur upholds its mission of promoting health and well-being through natural and effective solutions.

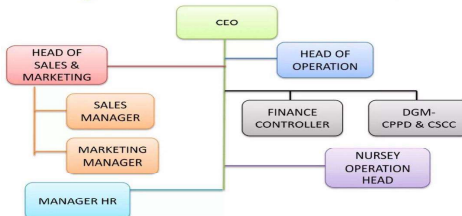
VISION

Dedicated to health and well-being of every household.

MISSION

Contemporise Ayurveda and make it relevant for the new generation.

Organizational Structure



THEORETICAL UNDERSTANDING

Knowledge of sales principles and strategies, providing a conceptual foundation for informed decision-making and the design of effective sales approaches.

PRACTICAL EXPOSURE

Hands on experience gained through real-life interactions with distributors and retailers.

S

Strengths

- Loyalty from key retailers and distributors.
- Comprehensive skill development.

W

Weaknesses

- Difficulty in new and rural areas.
- Lack of real-time consumer insights.

O

Opportunities

- Partner with local businesses.
- Use digital marketing and e-commerce.

T

Threats

- Entrance of local bodies.
- Competition of MNC's.



CHALLENGES FACED DURING INTERNSHIP

- Adapting to Dynamic Sales Environment.
- Handling rejections and objections.
- Overcoming Communication Barriers.

LEARNINGS DURING INTERNSHIP

- Customer Relationship Management.
- Worked closely with team members to achieve common goals.
- Developed skills to build and maintain strong relationships with clients, ensuring satisfaction and loyalty.

Beat Name	No. of Outlet Added	Add Outlets
Bhogal	25	SHREE SHYAM MEDDICOSE Retail / CHEMIST
Aashram	22	KHUSHI MEDICAL Retail / CHEMIST
Amar Colony	26	JANAKI MEDICAL Retail / CHEMIST
Khan Market	6	VANSHI KIRANA STORE Retail / GROCER
Sarita Vihar	11	ARIHANT COLLECTION Retail / CHEMIST
NFC	13	

USEFULNESS OF INTERNSHIP

- Builds professional relationships with industry contacts and senior sales professionals.
- Provides hands-on experience in sales strategies and market dynamics, directly applicable to real-world scenarios.
- Provides a foundation for career growth by building a solid understanding of the sales field and industry practices.

SUGGESTION

- Facilitate 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.

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 Pudina 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
- Pudina 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.

Weekly Reporting Format

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

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

Name of the Student: Naveen Kumar

Roll no: 0538 **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 & Marketing department.

I received an introduction to sale and marketing methods used by Dabur, including their working culture.

Linking theory (Classroom learning) with practice at your organisation- I gained a deeper understanding of the FMCG (Fast-Moving Consumer Goods) industry and its dynamics.

I familiarized myself with various Dabur products(Heathcare, Home & personal care and Foods) and their target consumer segments.

I began to understand the importance of market research in developing effective marketing strategies.

Gaps identified on the working area-Limited exposure to the practical application of sales & market research findings.

Awareness of competitor strategies and market trends is lacking.

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

Suggestions for improvement- I would appreciate the opportunity to shadow sales and marketing professionals during data collection or analysis activities.

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

Plan for the 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.

Signature of student

Approved by the IIHMR University Mentor

Weekly Reporting Format

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

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

Name of the Student :Naveen Kumar

Roll no: 0538 **Stream :**MBA Pharmaceutical Management

Week no:(2) From: 6-may-2024 to 11-may-2024

Activity Done-

During the second week of my internship at Dabur India Ltd, I presented my proposal for implementing a customer relationship management system to the sales team and received feedback from key stakeholders.

Have interaction with sales officer or stockist salesman to cover different beat areas or see what techniques salesmen use to sell their products.(visit six beat in a week with different outlets).

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

Improved product knowledge and understanding of the competitive market environment. I familiarized myself with various Dabur products with category.(Heathcare, Home & personal care and Foods).

Heathcare-Honitus Cough Syrup, Dabur Chyawanprash, Dabur honey, Dabur glucose D etc.

Home & personal care-

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

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

Home care-Odonil, Odopic dishwash

Oral care-Red paste & LDM, Meswak, Babul ayurvedic.

Foods-

Real juices, shakes, tomato puree etc.

Gaps identified on the working area-

One gap I identified was the need for enhanced collaboration between the sales and marketing teams. While both departments play crucial roles in driving revenue, there seemed to be opportunities for more integrated strategies and communication channels.

Suggestions for improvement-

To make the sales and marketing teams work better together, we can have meetings where both groups come together to share ideas, set common goals, and plan strategies together. This will help them work as a team and create better campaigns that make sense for everyone.

Plan for the next week-

Collaborate with the sales team to identify and add new outlets for distributing products, 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.

Signature of student

Approved by the IIHMR University Mentor

Weekly Reporting Format

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

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

Name of the Student : Naveen Kumar

Roll no: 0538 **Stream :** MBA Pharmaceutical Management

Week no:(3) From: -13 may-2024 to 18may-2024

Activity Done-

This week, under the mentorship of a salesman or a sales officer, I covered 40 outlets with SSM 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), Dabur arjuna tablets(for cholesterol level), Dabur Shatavari tablet(Hormonal balance supplement).

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 use tools like surveys and focus groups to collect valuable consumer insights.

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.

Suggestions for improvement-

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

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

Plan for the next week-

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

Develop a follow-up system to track and manage potential leads and customer interactions.

Signature of student

Approved by the IIHMR University Mentor

Weekly Reporting Format

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

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

Name of the Student : Naveen Kumar

Roll no: 0538 **Stream :** MBA Pharmaceutical Management

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

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.

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.

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.

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.

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.

Signature of student

Approved by the IIHMR University Mentor

Weekly Reporting Format

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

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

Name of the Student : Naveen Kumar

Roll no: 0538 **Stream :** MBA Pharmaceutical Management

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

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.
- I actively participated in meetings and strategy sessions, contributing insights gained from fieldwork.
- I continued to gather and analyze market data, utilizing tools like surveys and focus groups to gain valuable consumer insights.

Linking theory (Classroom learning) with practice at the organization:

- I further enhanced my understanding of the importance of teamwork and communication in achieving marketing goals. I collaborated with team members to develop strategies for increasing brand awareness and sales.
- I applied my knowledge of market research techniques to gather data and identify customer needs and preferences. This information was used to inform product development and marketing campaigns.

Gaps identified on the working area:

- I observed that there is a lack of coordination between the marketing and sales teams, leading to missed opportunities and inefficiencies in reaching target customers.
- There is a need for better tracking and analysis of marketing campaigns to measure their effectiveness and make data-driven decisions for future initiatives.

Suggestions for improvement:

- To address the lack of coordination between marketing and sales teams, regular meetings should be scheduled to align goals, share insights, and coordinate efforts.
- Implementing a marketing analytics tool can help track the performance of marketing campaigns, measure key metrics, and identify areas for improvement.

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.

Signature of student

Approved by the IIHMR University Mentor

Weekly Reporting Format

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

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

Name of the Student : Naveen Kumar

Roll no: 0538 Stream : MBA Pharmaceutical Management

Week no:(6)From: -3 June-2024 to 8 June-2024

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.
- I actively participated in meetings and strategy sessions, contributing insights gained from fieldwork.

Linking Theory with Practice:

- I further enhanced my understanding of the importance of teamwork and communication in achieving marketing goals. I collaborated with team members to develop strategies for increasing brand awareness and sales.
- I applied my knowledge of market research techniques to gather data and identify customer needs and preferences. This information was used to inform product development and marketing campaigns.

Identified Gaps:

- While daily outreach is efficient, we identified a need for a more targeted approach to reach high-potential outlets. Analysing sales data and customer demographics could help us prioritize locations.

Suggestions for Improvement:

- To optimize outreach, I propose analyzing sales data and customer demographics to identify high-potential outlets for targeted marketing efforts.
- To streamline feedback collection, a standardized feedback form could be implemented for store personnel and distributors. This would provide a consistent and centralized source of valuable insights.

Plan for Next Week:

- Next week, I will work with the team to develop a data-driven approach to prioritize outlets for targeted marketing efforts.
- While maintaining coverage of existing outlets, my focus will shift towards securing placements in high-potential locations identified through data analysis.

Signature of student

Approved by the IIHMR University Mentor

Weekly Reporting Format

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

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

Name of the Student : Naveen Kumar

Roll no: 0538 **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.

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.

Identified Gaps:

- 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.
- Maintain coverage of existing outlets while focusing on securing placements in high-potential locations identified through data analysis, aiming to maximize effectiveness of marketing efforts.

Signature of student

Approved by the IIHMR University Mentor

Weekly Reporting Format

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

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

Name of the Student : Naveen Kumar

Roll no: 0538 **Stream :** MBA Pharmaceutical Management

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

Activities Done:

- Continued daily monitoring of 25-30 outlets alongside the Sales and Marketing team, focusing on promoting Dabur food products. Successfully onboarded 1-3 new outlets in a week, achieving a total of 30 outlets by the end of the week.
- Actively engaged in various meetings and strategy sessions, sharing fieldwork observations and market data analysis to contribute to informed decision-making.

Linking Theory with Practice:

- Continued to stress the significance of teamwork and effective communication in meeting marketing objectives, collaborating with colleagues to devise strategies for enhancing brand visibility and driving sales.
- Utilized knowledge of market research methodologies to collect data and discern customer needs, guiding product development initiatives and marketing strategies.

Identified Gaps:

- Recognized the need for a more targeted approach in reaching potential high-value outlets, advocating for the utilization of sales data and demographic information to prioritize locations for targeted marketing efforts.

Suggestions for Improvement:

- Suggested leveraging sales data and demographic insights to pinpoint high-potential outlets for focused marketing campaigns, with the aim of optimizing outreach and driving impactful results.
- Proposed the adoption of a standardized feedback form for store personnel and distributors to streamline feedback collection, ensuring a uniform and centralized repository of valuable insights.

Plan for Next Week:

- Collaborate with the team to formulate a data-driven strategy for prioritizing outlets for targeted marketing activities, utilizing sales data and demographic analysis to identify key locations.

Signature of student

Approved by the IIHMR University Mentor

