

Dabur India Limited, founded in 1884, is one of India's leading FMCG companies, renowned for its natural and Ayurvedic products. With a diverse portfolio including healthcare, personal care, and food products, Dabur has a global presence and is dedicated to improving the health and well-being of its consumers through quality and innovation.

MISSION - "Dedicated to the health and well-being of every household, Dabur's mission is to provide natural and effective healthcare solutions through quality products that promote wellness and vitality."

VISION - "To be a leading healthcare and personal care company committed to enhancing consumer well-being and providing the benefits of nature through innovative products and solutions."



PRODUCT DESCRIPTION

- Fast-acting relief for sore throat and cough.
- Natural blend of honey, tulsi, mulethi, and herbal extracts.
- Soothes throat, reduces irritation, and provides cooling.
- Supports immune health.
- Portable and convenient for on-the-go relief.
- Safe with no known side effects.
- Pleasant honey and herbal flavour.
- Non-drowsy formula keeps you active and alert.
- Suitable for adults and children.
- Trusted brand: Dabur.

BRIEF DESCRIPTION ABOUT PROJECT

Conducted training on Dabur's products, market techniques, and sales strategies Added new retail outlets, increased sales, and managed market orders Resolved supply chain issues for smooth operations Provided daily reports on visits, sales, and new outlets Developed problem-solving skills and market insights Analyzed competitor strategies to differentiate Dabur's products Streamlined operations with sales officers Enhanced teamwork and communication Used Dabur's app for accurate order processing Implemented sales strategies to achieve targets and emphasized performance tracking.

KEY INGRIDENTS

- Dalchini (Cinnamommzeylanicum,Bk ., Pdr.)
- Pippali (Pipelongum,Fr.,Pdr.)
- Ellaichi (Elettari, Fr., Pdr.)
- PeppermintSatva (Menthol)
- Madhu (Honey)



CHALLENGES FACED DURING INTERNSHIP

- Market Dynamics:** Adapted quickly to changing conditions by learning from experienced salesmen.
- Training Effectiveness:** Used interactive methods and hands-on assistance to ensure salesmen applied training knowledge.
- Supply Chain Issues:** Resolved order delays and inaccuracies by collaborating with sales officers and the supply chain team.
- Sales Targets:** Developed targeted strategies using data analysis and feedback to meet and exceed targets.
- Team Coordination:** Streamlined operations and improved communication by working closely with sales officers and support teams

USEFULNESS OF INTERNSHIP

- 1.Enhanced understanding of sales strategies, market analysis, and consumer behavior.
- 2.Gained in-depth knowledge about Dabur's product lines and unique selling points.
- 3.Acquired practical field experience by interacting with retailers, distributors, and customers.
- 4.Developed skills in data collection and analysis for better decision-making.
5. Improved teamwork and communication skills through collaboration and presentations.

SWOT ANALYSIS

- STRENGTHS**
1. Strong Brand Reputation: Honitus benefits from Dabur's strong brand equity and trust in Ayurvedic and natural products.
 2. Natural Ingredients : Contains honey and other herbal ingredients, appealing to consumers seeking natural remedies.

- WEAKNESSES**
- 1.Limited Product Differentiation: The lozenge market is saturated with similar products, making differentiation difficult.
 - 2.Dependence on Seasonal Demand: Sales are influenced by seasonal factors.

- OPPORTUNITIES**
1. Expanding Health-Conscious Market : Growing consumer preference for natural and Ayurvedic remedies offers growth potential.
 - 2.International Market Expansion: Potential exists to expand in international markets where natural products are popular

- THREATS**
- 1.Intense Competition: Established brands and new entrants create a highly competitive lozenge market.
 2. Regulatory Challenges : Changes in health regulations for herbal products can pose marketability challenges.

SUGGESTIONS

- Increased attention should be given to marketing and branding efforts to raise awareness and attract more customers.
- The company should enhance the packaging of Honitus to make it more appealing and user-friendly. company should consider increasing the profit margins for retailers to incentivize them to promote and sell Honitus more actively.
- A company should emphasize branding and marketing for its product(honitus). Company should offer more margin to their customers and should add more schemes.
- Should track location of salespersons to get effective and efficient sales .Should pay attention on moon lightening by their employees(salesman).