

SUMMER INTERNSHIP PROGRAM

at

Dabur India Limited



From 01/05/2024 to 30/06/2024

A REPORT BY

Mr. Chandrapal Singh Panwar
Master of Business Administration

(PM-15)

2023-25

under the Mentorship of

Dr. Sudhinder Singh Chowhan

Associate Professor



July 31st, 2024



TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Mr. Chandrapal Pawar** 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, Chandrapal 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**

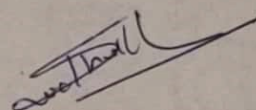
Ruchika Singh
Regional HR Manager- North

IIHMR University Faculty Mentor Approval

This is to certify that **Mr. CHANDRAPAL SINGH PANWAR** 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: 19/07/2024



Dr. Sudhinder Singh Chowhan

Associate Professor

IIHMR University Jaipur

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."

Dabur Honitus

Range of Cough Syrup, Cough Drops, Hot Sip and Madhuvaani



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 INGREDIENTS

- Dalchini (Cinnamommmzeylanicum, Bk., Pdr.)
- Pippali (Pipelongum, Fr., Pdr.)
- Ellaichi (Elettari, Fr., Pdr.)
- Peppermint Satva (Menthol)
- Madhu (Honey)



ORGANIZATION STRUCTURE



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).

ACKNOWLEDGMENTS

My Sincere thanks to Mr. Ravi Khayath and his team from Dabur India Limited for their valuable inputs in completing my assignments.

I am writing to express my heartfelt gratitude for the invaluable opportunity to undertake an internship at Dabur India Limited, under your guidance. It has been an honour and a privilege to learn and grow within the dynamic environment of your esteemed organization.

I would like to extend my sincere appreciation to you for providing me with the chance to work alongside your team and contribute to the various projects and initiatives during my internship tenure. Your guidance, mentorship, and expertise have been instrumental in shaping my understanding of the industry and enhancing my skillset.

Throughout my internship, I have been fortunate to witness your dedication to excellence and your commitment to fostering a culture of innovation. Your leadership has been a source of inspiration, and I am truly grateful for the knowledge and insights you have shared with me.

I would also like to express my gratitude to the entire team at Dabur India Limited for their warm welcome, support, and encouragement throughout my internship. Working with such a talented and dedicated group of professionals has been an enriching experience that I will cherish.

Once again, thank you, Mr. Ravi Khayat, for your mentorship and for providing me with the opportunity to contribute to Dabur India Limited. I am confident that the skills and knowledge I have gained during this internship will serve as a solid foundation for my future endeavours.

Please feel free to reach out to me if there is ever an opportunity for me to contribute to Dabur India Limited in the future. I look forward to staying connected and maintaining the relationships I have built during my time here.

Thank you once again for everything.

CHANDRAPAL SINGH PANWAR
Department of Pharmaceutical Management
IIHMR University, JAIPUR

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DABUR INDIA LIMITED.

Dabur India Limited is one of India's leading consumer goods companies, founded in 1884. Specializing in Ayurvedic and natural products, it offers a diverse range of health care, personal care, and food products. Dabur's renowned brands include Dabur Chyawanprash, Dabur Honey, and Vatika.

Dabur operates globally, reaching over 100 countries, and maintains a strong presence in the Middle East, Africa, and the US. The company is committed to sustainable practices, focusing on environmental conservation and community development. Dabur's extensive research in Ayurveda and natural ingredients underpins its product innovation and quality assurance.

Mission and Vision

Our Vision

Dedicated to the Health s Well-Being of every Household

Our Mission

Contemporise Ayurveda and make it relevant for the new generation

Core Values

Trust, honesty, and resilience with a commitment to innovation and excellence.

What started with a dream of our founder Dr. S. K. Burman of making affordable and efficacious healthcare products in 1884, has over the past 138 years turned into the World's Largest Ayurveda Company. Check out this section and read about the road embarked upon by our founders and leaders to help Dabur achieve this milestone.

The CEO of the World's Largest Ayurvedic Company

Mr. Mohit Malhotra is the Chief Executive Officer of the \$1.2 Billion Dabur India Limited, one of India's largest consumer products maker & best Ayurvedic company. Under his leadership, Dabur has created a global footprint and has emerged as a transnational consumer products maker with presence across 100 countries.

Portfolio

Company Portfolio Healthcare Products

- Ayurvedic medicines and health supplements (e.g., Dabur Chyawanprash, Dabur Honey, Honitus).
- Digestives and tonics (e.g., Dabur Hajmola, Dabur Shilajit Gold).

Personal Care

- Hair care (e.g., Dabur Amla Hair Oil, Vatika Hair Oil).
- Skin care (e.g., Dabur Gulabari, Fem bleach).
- Oral care (e.g., Dabur Red Toothpaste, Meswak).

Food and Beverages

- Fruit juices and beverages (e.g., Real Juices,).
- Culinary pastes and sauces (e.g., dabur ghee, lemoneez).

Home Care

- Mosquito repellents (e.g., Odomos).
- Air fresheners and cleaners.

Market Presence

Geographic Reach - Strong presence in India with significant international operations in over 100 countries, including the Middle East, Africa, SAARC countries, and the USA.

Market Segments - Targeting health-conscious consumers, families, and individuals seeking natural and Ayurvedic products.

Subsidiaries and Joint Ventures

Subsidiaries - Dabur International Limited, Dabur Nepal Pvt. Ltd., Dabur Egypt Limited, among others. Joint Ventures - Partnerships with local entities in international markets to expand reach and distribution.

Financial Assets

Revenue and Profits - Consistent growth in revenue and profits over the years, with a strong financial position and healthy cash reserves.

Investments - Strategic investments in RCD, market expansion, and technology upgrades.

Human Resources

Workforce - Diverse and talented workforce with expertise in various domains, including healthcare, FMCG, and RCD.

Talent Development - Comprehensive employee training and development programs, leadership training, and employee wellness initiatives.

Corporate Social Responsibility (CSR)

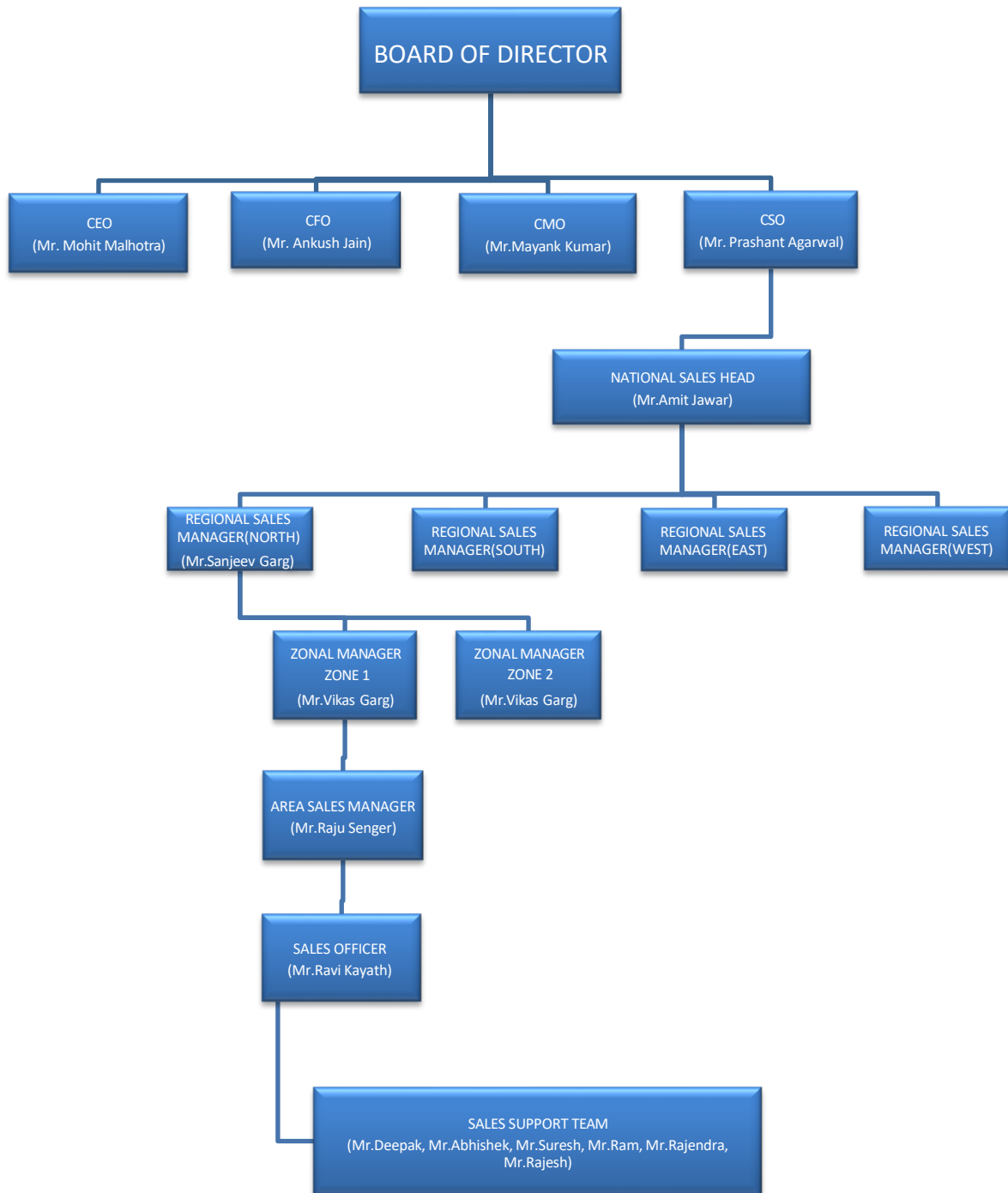
Health and education programs (e.g., Dabur's Sustainable Development Society). Environmental sustainability projects (e.g., water conservation, renewable energy). Community support activities (e.g., healthcare camps, disaster relief).

Future Outlook

Strategic Goals - Continued focus on innovation, expansion of product lines, and penetration into new markets. Market Trends - Leveraging the growing demand for natural and Ayurvedic products.

Upcoming Products - Launch of new health and wellness products, expansion of existing product lines.

Hierarchy



Introduction

I am Chandrapal Singh Panwar, and I am currently pursuing my studies at IIHMR University (PM-15).

Over the past 60 days, I have had the privilege of interning as a Sales Intern Trainee at Dabur, a company that stands at the forefront of the FMCG sector in India. This report aims to encapsulate my experiences, learnings, and contributions during my internship. The journey began with an introductory meeting with our sales officer, Mr. Ravi Kayath, and extended through various fieldwork activities and training sessions. Through this report, I will detail the activities, challenges, and insights gained during my internship.

Meeting with Mr. Ravi Kayath and Initial Orientation

The inception of my internship journey was marked by an in-person meeting with Mr. Ravi Kayath, our sales officer, at Agarwal Stockist in Jaipur. This initial interaction was pivotal, as it provided us with valuable insights into the company's sales operations and set clear expectations for our roles as interns. Following this, we participated in a two-day online meeting that brought together all the interns and senior members of the sales team. This interactive session was meticulously designed to familiarize us with Dabur's sales processes and clarify our specific roles within the team. The seniors elaborated on the operational intricacies of the Dabur sales team, outlining our primary responsibilities, which included training the sales support team (salesmen). They provided us with a structured approach, detailing seven essential steps to effectively train our salesmen. These steps encompassed various aspects of market operations, such as efficient market work techniques, using Dabur's online application for placing orders at retail shops, and understanding the supply chain hierarchy from the factory to the retail shop.

Field Work and Daily Responsibilities

Transitioning from the initial orientation, we moved into the fieldwork phase of our internship. During this period, we were introduced to several sales officers who assigned us specific salesmen to work with in different areas of Jaipur. Our daily tasks were diverse and challenging, encompassing activities such as adding new outlets, increasing sales, identifying and resolving issues in the supply chain, managing market orders, addressing expiry problems, and performing general sales supervision. Each day, we reported our activities to our sales officer and area sales manager. These reports included detailed information about the total number of outlets covered, the total effective sales made, the total billing amount, and the number of new outlets added. This routine of daily reporting not only allowed us to track our progress but also enabled us to receive constructive feedback, which was crucial for our development.

Training the Sales Support Team

One of the primary responsibilities assigned to us was training the sales support team. We followed a meticulously structured seven-step approach to ensure comprehensive training: We began by familiarizing the salesmen with Dabur's extensive product range, highlighting key features and benefits to help them effectively communicate these to retailers. We imparted knowledge on various techniques to improve efficiency and effectiveness in the market, including route planning, time management, and customer interaction skills. We trained the salesmen on using Dabur's online application for placing orders at retail shops, ensuring they thoroughly understood the process. We discussed various sales strategies, including upselling and cross-selling techniques, to help the salesmen maximize their sales potential. We provided guidance on identifying and resolving common issues in the market, such as supply chain disruptions, order inaccuracies, and expiry problems. We emphasized the importance of daily reporting and taught the salesmen how to compile and present their performance data effectively.

Daily Work and Reporting

In the field, our work was both dynamic and rigorous. Each day, we were assigned different salesmen to work with, covering various areas in Jaipur. Our responsibilities included adding new outlets, which involved identifying potential retail shops that could stock Dabur products and persuading the shop owners to become Dabur retailers. This required strong communication and negotiation skills, as well as a thorough understanding of the products and their benefits. Increasing sales was another critical task. We worked closely with the salesmen to implement effective sales strategies, such as promotional offers and product demonstrations. We also focused on resolving issues in the supply chain, such as delays in product delivery or inaccuracies in orders. Addressing expiry problems was a significant part of our role, ensuring that products near their expiration date were either sold promptly or returned to avoid losses. Daily reporting was an integral part of our routine. We documented the total number of outlets covered, the effective sales made, the billing amount, and the new outlets added. This reporting process not only helped in tracking our progress but also provided valuable insights into market trends and customer behavior, which were discussed during feedback sessions with our sales officer and area sales manager.

Learning Outcomes

Throughout the 60 days, I gained invaluable insights into the functioning of a sales team and the dynamics of the FMCG market. Here are some key learnings:

- Market Insights:** Working in the field provided me with a deep understanding of the market, including the actual position of Dabur's products, their demand, and the benefits they offer to retailers. I learned how to gauge market trends and identify opportunities for growth.
- Sales Techniques:** I learned various sales techniques and strategies that can be applied to enhance sales performance and customer satisfaction. These techniques included effective communication, persuasive selling, and customer relationship management.
- Supply Chain Understanding:** Understanding the supply chain from the factory to the retail shop helped me appreciate the complexity and importance of each link in the chain. I learned about inventory management, logistics, and the critical role of timely deliveries in maintaining customer satisfaction.
- Competitor Analysis:** Observing our competitors in the market helped me understand their strategies and how we can differentiate our products and services. I learned about competitive pricing, product positioning, and the importance of unique selling propositions.
- Teamwork:** Working closely with the sales support team highlighted the importance of teamwork and effective communication in achieving common goals. I learned how to collaborate, share knowledge, and support team members to achieve collective success.
- Reporting and Feedback:** Regular reporting and feedback sessions highlighted the importance of tracking performance metrics and continuously improving based on insights gained. I learned about key performance indicators (KPIs) and how to use data to drive decision-making.

Challenges and Solutions

During my internship, I encountered several challenges, which provided opportunities for growth and learning. The dynamic nature of the market required quick thinking and adaptability. By closely observing the salesmen and learning from their experiences, I was able to adapt to changing market conditions effectively. I learned to be flexible in my approach and respond swiftly to market demands.

Supply Chain Issues: Identifying and resolving supply chain issues, such as delays and inaccuracies in orders, required a thorough understanding of the entire process. By collaborating with the sales officers and supply chain team, I was able to develop solutions to streamline operations. I learned to anticipate potential issues and implement proactive measures to prevent disruptions. Building and maintaining strong relationships with retailers was essential for our success. I encountered challenges in persuading some shop owners to stock Dabur products. By understanding their concerns and addressing them effectively, I was able to establish trust and foster long-term relationships. Balancing multiple tasks and responsibilities required effective time management skills. I developed a systematic approach to prioritize tasks, manage my time efficiently, and ensure that all duties were completed on time. I learned to be organized and disciplined in my work.

Personal and Professional Growth

This internship has significantly contributed to my personal and professional growth. It has provided me with a practical understanding of sales operations and market dynamics, which are crucial for a successful career in the FMCG sector. The hands-on experience in the field has enhanced my problem-solving abilities, communication skills, and adaptability. I have also gained a deeper appreciation for the importance of teamwork and collaboration. Working closely with sales officers, salesmen, and other interns has taught me the value of collective effort and the impact of effective communication in achieving common goals. I have learned to listen actively, provide constructive feedback, and support my team members. Moreover, the internship has reinforced my passion for sales and marketing. The dynamic nature of the work, the challenges encountered, and the satisfaction of achieving sales targets have fueled my enthusiasm for this field. I am more confident in my abilities and look forward to applying the skills and knowledge gained during this internship in my future career.

Insights into Dabur's Market Position. One of the key aspects of my internship was gaining insights into Dabur's market position. Through my interactions with retailers and customers, I was able

Reporting Format (Weekly)

Name of the Organisation: Dabur india limited.

Area/ Department/ Project of Summer Internship Program: sales team training

Name of the Student: chandrapal singh panwar

Roll no: 0492

Stream: MBA (Pharmaceutical Management)

Week no: 1

From: 1-May 2024 to 4-May 2024

Activity Done	Gave training to sales team on communication with retailers, selling our products, and addressing common sales, supply chain, and expiry issues."
Linking theory (Classroom learning) with practice at your organisation	• Describe how the knowledge you gained from classroom training on communication, sales, supply chain management, and inventory management was applied to your training for the sales team. • For instance, if you learned about the importance of active listening in communication training, you could mention incorporating active listening exercises in your sales training session
Gaps identified on the working area.	To identify challenges faced by the sales team, consider asking them for their input on difficulties encountered while communicating with retailers, selling products, or dealing with supply chain or expiry issues
Suggestions for improvement	Company try to provide same level of margin to retailer or e-commerce platform. Create cheat sheets or handouts for the sales team. Role-play common sales scenarios. Include interactive elements in your training.
Plan for the next week	Try to add new retail shop . And give training to different sales man of different area in Jaipur region.

Signature of the Student

Approved by the IIHMR University's Mentor

Reporting Format (Weekly)

Name of the Organisation: Dabur india limited.

Area/ Department/ Project of Summer Internship Program: sales team training

Name of the Student: chandrapal singh panwar

Roll no: 0492

Stream: MBA (Pharmaceutical Management)

Week no: 2

From: 6-May 2024 to 11-May 2024

Activity Done	Gave training to sales team on communication with retailers, selling our products, and addressing common sales, supply chain, and expiry issues."
Linking theory (Classroom learning) with practice at your organisation	• Describe how the knowledge you gained from classroom training on communication, sales, supply chain management, and inventory management was applied to your training for the sales team. • For instance, if you learned about the importance of active listening in communication training, you could mention incorporating active listening exercises in your sales training session
Gaps identified on the working area.	To identify challenges faced by the sales team, consider asking them for their input on difficulties encountered while communicating with retailers, selling products, or dealing with supply chain or expiry issues
Suggestions for improvement	Company try to provide same level of margin to retailer or e-commerce platform. Create cheat sheets or handouts for the sales team. Role-play common sales scenarios. Include interactive elements in your training.
Plan for the next week	Try to add new retail shop . And give training to different sales man of different area in Jaipur region.

Signature of the Student

Approved by the IIHMR University's Mentor

Reporting Format (Weekly)

Name of the Organisation: Dabur india limited.

Area/ Department/ Project of Summer Internship Program: sales team

training Name of the Student: chandrapal singh panwar

Roll no: 0492

Stream: MBA (Pharmaceutical Management)

Week no: 3

From: 13-May 2024 to 18-May2024

Activity Done	Gave training to sales team on communication with retailers, selling our products, and addressing common sales, supply chain, and expiry issues."
Linking theory (Classroom learning) with practice at your organisation	• Describe how the knowledge you gained from classroom training on communication, sales, supply chain management, and inventory management was applied to your training for the sales team. • For instance, if you learned about the importance of active listening in communication training, you could mention incorporating active listening exercises in your sales training session
Gaps identified on the working area.	To identify challenges faced by the sales team, consider asking them for their input on difficulties encountered while communicating with retailers, selling products, or dealing with supply chain or expiry issues
Suggestions for improvement	Company try to provide same level of margin to retailer or e-commerce platform. Create cheat sheets or handouts for the sales team. Role-play common sales scenarios. Include interactive elements in your training.
Plan for the next week	Try to add new retail shop . And give training to different sales man of different area in Jaipur region.

Signature of the Student

Reporting Format (Weekly)

Name of the Organisation: Dabur india limited.

Area/ Department/ Project of Summer Internship Program: sales team training

Name of the Student: chandrapal singh panwar

Roll no: 0492

Stream: MBA (Pharmaceutical Management)

Week no: 4

From: 20-May 2024 to 25-May 2024

Activity Done	Gave training to sales team on communication with retailers, selling our products, and addressing common sales, supply chain, and expiry issues."
Linking theory (Classroom learning) with practice at your organisation	• Describe how the knowledge you gained from classroom training on communication, sales, supply chain management, and inventory management was applied to your training for the sales team. • For instance, if you learned about the importance of active listening in communication training, you could mention incorporating active listening exercises in your sales training session
Gaps identified on the working area.	To identify challenges faced by the sales team, consider asking them for their input on difficulties encountered while communicating with retailers, selling products, or dealing with supply chain or expiry issues
Suggestions for improvement	Company try to provide same level of margin to retailer or e-commerce platform. Create cheat sheets or handouts for the sales team. Role-play common sales scenarios. Include interactive elements in your training.
Plan for the next week	Try to add new retail shop . And give training to different sales man of different area in Jaipur region.

Signature of the Student

Approved by the IIHMR University's Mentor

Reporting Format (Weekly)

Name of the Organisation: Dabur india limited.

Area/ Department/ Project of Summer Internship Program: sales team training

Name of the Student: chandrapal singh panwar

Roll no: 0492

Stream: MBA (Pharmaceutical Management)

Week no:5

From: 27-May 2024 to 1-june 2024

Activity Done	Gave training to sales team on communication with retailers, selling our products, and addressing common sales, supply chain, and expiry issues."
Linking theory (Classroom learning) with practice at your organisation	• Describe how the knowledge you gained from classroom training on communication, sales, supply chain management, and inventory management was applied to your training for the sales team. • For instance, if you learned about the importance of active listening in communication training, you could mention incorporating active listening exercises in your sales training session
Gaps identified on the working area.	To identify challenges faced by the sales team, consider asking them for their input on difficulties encountered while communicating with retailers, selling products, or dealing with supply chain or expiry issues
Suggestions for improvement	Company try to provide same level of margin to retailer or e-commerce platform. Create cheat sheets or handouts for the sales team. Role-play common sales scenarios. Include interactive elements in your training.
Plan for the next week	Try to add new retail shop . And give training to different sales man of different area in Jaipur region.

Signature of the Student

Approved by the IIHMR University's Mentor

Reporting Format (Weekly)

Name of the Organisation: Dabur india limited.

Area/ Department/ Project of Summer Internship Program: sales team training

Name of the Student: chandrapal singh panwar

Roll no: 0492

Stream: MBA (Pharmaceutical Management)

Week no: 6

From: 3 June 2024 to 8 June 2024

Activity Done	Gave training to sales team on communication with retailers, selling our products, and addressing common sales, supply chain, and expiry issues and in order to enhance sales of our products and trained sales person how to acquire new outlets
Linking theory (Classroom learning) with practice at your organisation	• Describe how the knowledge you gained from classroom training on communication, sales, supply chain management, and inventory management was applied to your training for the sales team. • For instance, if you learned about the importance of active listening in communication training, you could mention incorporating active listening exercises in your sales training session
Gaps identified on the working area.	To identify challenges faced by the sales team, consider asking them for their input on difficulties encountered while communicating with retailers, selling products, or dealing with supply chain and new outlet shopkeepers are not buying our products because they have low margin and demand in the market is also low
Suggestions for improvement	Company try to provide same level of margin to retailer or e-commerce platform. Create cheat sheets or handouts for the sales team. Company should provide few sample products to sales team to provide live demo of products to shopkeepers
Plan for the next week	Try to add new retail shop .and I will try to grow more sales of products via sales persons And give training to different sales man of different area in Jaipur region.

Signature of the Student

Approved by the IIHMR University's Mentor

Reporting Format (Weekly)

Name of the Organisation: Dabur india limited.

Area/ Department/ Project of Summer Internship Program: sales team training

Name of the Student: chandrapal singh panwar

Roll no: 0492

Stream: MBA (Pharmaceutical Management)

Week no: 7

From: 10 June 2024 to 15 June 2024

Activity Done	Gave training to sales team on communication with retailers, selling our products, and addressing common sales, supply chain, and expiry issues and in order to enhance sales of our products and trained sales person how to acquire new outlets
Linking theory (Classroom learning) with practice at your organisation	• Describe how the knowledge you gained from classroom training on communication, sales, supply chain management, and inventory management was applied to your training for the sales team. • For instance, if you learned about the importance of active listening in communication training, you could mention incorporating active listening exercises in your sales training session
Gaps identified on the working area.	To identify challenges faced by the sales team, consider asking them for their input on difficulties encountered while communicating with retailers, selling products, or dealing with supply chain and new outlet shopkeepers are not buying our products because they have low margin and demand in the market is also low
Suggestions for improvement	Company should provide few sample products to sales team to provide live demo of products to shopkeepers
Plan for the next week	Try to add new retail shop .and I will try to grow more sales of products via sales persons And give training to different sales man of different area in Jaipur region.

Signature of the Student

Approved by the IIHMR University's Mentor

Reporting Format (Weekly)

Name of the Organisation: Dabur india limited.

Area/ Department/ Project of Summer Internship Program: sales team training

Name of the Student: chandrapal singh panwar

Roll no: 0492

Stream: MBA (Pharmaceutical Management)

Week no: 8

From: 17 June 2024 to 22 June 2024

8

Activity Done	Gave training to sales team on communication with retailers, selling our products, and trained sales person how to acquire new outlets and work with same sales man
Linking theory (Classroom learning) with practice at your organisation	Describe how the knowledge you gained from classroom training on communication, sales, supply chain management, and inventory management was applied to your training for the sales team.
Gaps identified on the working area.	To identify challenges faced by the sales team, consider asking them for their input on difficulties encountered while communicating with retailers, selling products, or dealing with supply chain and new outlet shopkeepers are not buying our products because they have low margin and demand in the market is also low
Suggestions for improvement	Company try invest in marketing for effective growth and sales and improve brand awareness Company should provide few sample products to sales team to provide live demo of products to shopkeepers
Plan for the next week	Try to add new retail shop .and I will try to grow more sales of products via sales persons And give training to same sales man of same area in Jaipur region. Main focus for adding a new outlets

Signature of the Student

Approved by the IIHMR University's Mentor

Reporting Format (Weekly)

Name of the Organisation: Dabur india limited.

Area/ Department/ Project of Summer Internship Program: sales team training

Name of the Student: chandrapal singh panwar

Roll no: 0492

Stream: MBA (Pharmaceutical Management)

Week no:9

From: 24 June 2024 to 29 June 2024

Activity Done	Gave training to sales team on communication with retailers, selling our products, and trained sales person how to acquire new outlets and work with same sales man and main focus in adding of new outlets
Linking theory (Classroom learning) with practice at your organisation	Describe how the knowledge you gained from classroom training on communication, sales, supply chain management, and inventory management was applied to your training for the sales team.
Gaps identified on the working area.	To identify challenges faced by the sales team, consider asking them for their input on difficulties encountered while communicating with retailers, selling products, or dealing with supply chain and new outlet shopkeepers are not buying our products because they have low margin and demand in the market is also low
Suggestions for improvement	Company try invest in marketing for effective growth and sales and improve brand awareness Company should provide few sample products to sales team to provide live demo of products to shopkeepers
Plan for the next week	Nothing because its last week of internship

Signature of the Student

Approved by the IIHMR University's Mentor

Compiled Reporting Format

Name of the Organisation: Dabur India Limited

Department of Summer Internship Program: Sales trainee

Name of the Student: Chandrapal Singh Panwar

Roll no:0492

Stream: MBA Pharmaceutical Management

Activity Done	Gave training to sales team how to communicate with retailers, selling our products, and addressing common sales, supply chain, and expiry issues. I effectively taught seven step how to received and execute order, we taught our salesman how to received orders through our application,
Linking theory (Classroom learning) with practice at your organization	• Describe how the knowledge you gained from classroom training on communication, sales, supply chain management, and inventory management was applied to your training for the sales team. • For instance, if you learned about the importance of active listening in communication training, you could mention incorporating active listening exercises in your sales training session
Gaps identified on the working area.	Inconsistent application of sales techniques in the field by salesman. The supply chain process faced delay and inaccuracies impacting market operations The application is facing issue to get orders and sales man faces problems with it.and it also affect growth of our sales.
Suggestions for improvement	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 improve their packaging ex. Honitus Should track location of sales persons to get effective and efficient sales Should pay attention on moon lightening by their employees(salesman)

Signature of the Student

Approved by the IIHMR University's Mentor

Recommendation

Marketing and branding are two main components of success in the pharmaceutical industry, which is highly competitive. A powerful strategy can substantially increase Honitus' market presence and consumer loyalty.

Therefore, this involves giving better margins to customers; improving packaging; tracking sales personnel; and mitigating moonlighting by employees.

Branding is not just a logo but rather the image that consumers have about a product. Thus, Honitus should develop a strong positive image through traditional media, digital marketing, and influencer endorsements. An exhaustive campaign promoting the natural ingredients used in Honitus as well as its effectiveness can differentiate it from other competing companies within the same industry. For instance, while social media marketing tools like SEOs can help create awareness concerning various brands thereby increasing sales levels at large; routine customer engagements via social networks are good for enhancing their loyalty and repeat purchases.

Higher margins and schemes that attract customers and retailers will stimulate more sales volumes in general. Better margins ensure that retailers sell more of Honitus than its competitors do. The other promotional offers such as discount on bulk purchase, holiday season offers or even loyalty programs encourage long term relations.”

Reference

<https://www.dabur.com/>