



PRAKASAM ENGINEERING COLLEGE

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APPROVED BY AICTE, NEW DELHI | AFFILIATED TO JNTU, KAKINADA, UNDER AMMA EDUCATION SOCIETY

DEPARTMENT OF MBA

REPORT OF INDUSTRIAL VISIT – HINDUSTAN COCA COLA BEVERAGES Pvt Ltd

27-01-2017,
KANDUKUR

To
The HOD
Department of MBA

PRAKASAM ENGINEERING COLLEGE

Dear Sir,

Sub: Report of the One – Day industrial visit **Hindustan Coca Cola Beverages Pvt Ltd**

We students of II SEM MBA were informed two days before that an industrial visit to **Hindustan Coca Cola Beverages Pvt Ltd** was scheduled. As instructed by our faculty we assembled at college by 9:00 a.m. All the II Sem MBA students boarded the bus along with Two Faculty members. Buses started at 9.45 a.m and we reached **Hindustan Coca Cola Beverages Pvt Ltd** by 11.30 a.m. The PRO received us and we were taken to Plant. The team explained about the total in & out process. We have seen the total plant layout, and Marketing department they have explained us very clearly regarding their Marketing channels and Employee welfare schemes. The visit came to an end at 4.30 p.m.

We left the premises at 05.15 p.m and came back to college by 8.10 p.m. It was an informative, interesting and a successful visit. As students of MBA, We Have learned about Marketing process and Employee welfare schemes. We express our thanks to the HOD, PRINCIPAL who permitted us to go on the visit, the faculty members who accompanied us and the officials who explained the various departments. On behalf of the students we request you to arrange more industrial visit for the students which can practically train the students.

Thanking you

Yours Faithfully,

II SEM MBA STUDENTS