Report on

Industrial Visit to Coca-Cola

Date: Tuesday, 28 January 2025

Venue: Coca Cola (Moon Beverages) Ecotech 3, Gautam Buddh Nagar, Greater Noida, Uttar Pradesh, 201306.

Event Type: Industrial Visit

Mode of Activity: Onsite

Target Group: B. Com NSE II Semester

Coordinators: Mr. Takrar Ahmad Yattoo and Dr. Mansi Yadav

Organized by: School of Management and Commerce

Number of Participants: 26

Introduction

An industrial visit provides students with hands-on experience, bridging theoretical knowledge with real-world practices. The School of Management and Commerce at K R Mangalam University organized a visit for BCom NSE students to Coca-Cola's manufacturing plant to understand the production, supply chain, and marketing strategies of a leading global brand.

Objective

The main objectives of the visit were:

1. To understand the manufacturing process at Coca-Cola.
2. To explore supply chain management and logistics.
3. To gain insights into Coca-Cola's marketing strategies.
4. To examine sustainability practices within the company.

Methodology

The visit involved pre-visit briefings on Coca-Cola's history and operations, followed by a guided tour of the production facility. Students interacted with company representatives from the production, supply chain, and marketing departments. The post-visit session allowed students to discuss and reflect on the learning

outcomes.

Content, Outcome

Students observed Coca-Cola's production line, focusing on automation, quality control, and packaging. They learned about the company's global supply chain and logistics strategies, as well as its marketing approaches that cater to diverse markets. Coca-Cola's sustainability initiatives, including water conservation and energy efficiency, were also highlighted.

Conclusion

The visit offered valuable practical insights, enhancing students' understanding of the beverage industry. They gained exposure to key business processes, which complemented their academic learning and career aspirations.

Further Scope

Future visits to other FMCG companies, internships, and research projects in sustainability could further enrich the students' understanding of industry practices.



Photo 1: Students at the university gate



Photo 2: Students Inside Coca Cola Plant



Photo 3: Geotag photo of students at University campus



Photo 4: Geotag photo students inside Coca-Cola Plant

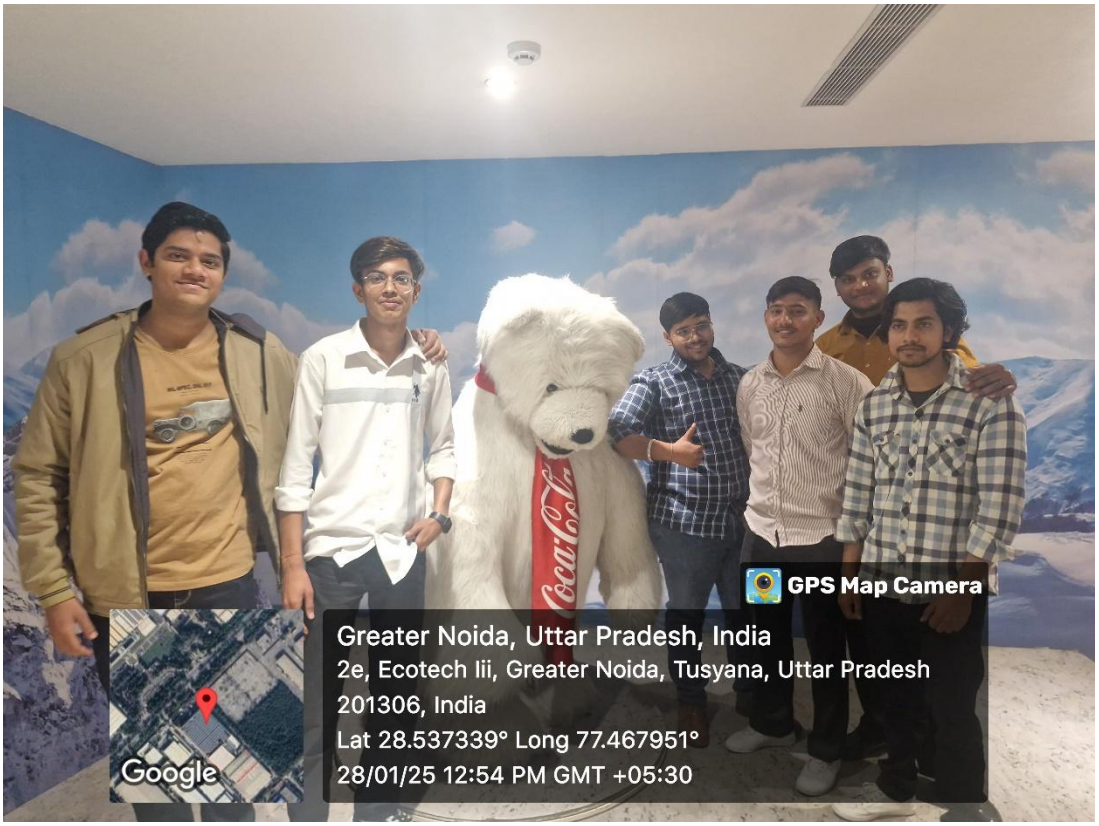


Photo 5: Students inside Coca-Cola Plant



Photo 6: Students inside Coca-Cola Plant