



TECNIA INSTITUTE OF ADVANCED STUDIES

GRADE "A" INSTITUTE

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Department of Management Sciences (BBA)

Report On

EXPERIENTIAL LEARNING

ACTIVITY : Industrial visit at PARLE-G Pvt. Ltd.
Subject : Digital Marketing (BBA 304)
Date : 14th March, 2023
Time : 9:00 – 11:00
Venue : PARLE-G Pvt. Ltd., Bahadurgarh, Haryana
Department : Department of Management Science
Faculty In-charge : Ms. Punam Agrawal
Students : 28

Introduction: As part of the Sales and Distributive Management course under the Bachelor of Business Administration (BBA) program, students embarked on an enlightening industrial visit to the PARLE G factory. The purpose of the visit was to provide insights into the sales and distribution strategies employed by one of India's leading biscuit manufacturers, particularly in the context of retail chains.

Objective of the Visit: The primary objectives of the industrial visit were as follows:

- 1. Understanding Sales Processes:** Gain insights into the sales processes employed by PARLE G, focusing on retail chain distribution channels.
- 2. Observing Distribution Strategies:** Witness firsthand the distribution strategies implemented by PARLE G to ensure efficient and timely delivery to retail outlets.
- 3. Analyzing Retail Relationships:** Understand the dynamics of PARLE G's relationships with retail chains and how effective sales management contributes to successful collaborations.

Execution of the Visit:

1. Overview Presentation:

- The visit began with an informative presentation providing an overview of PARLE G's history, product portfolio, and market positioning.

2. Factory Tour:

- Students toured the production facility, observing the manufacturing processes, quality control measures, and the scale of production to meet demands from retail chains.

3. Sales and Distribution Insights:

- Engaged in interactive sessions with the sales and distribution team to understand the intricacies of managing relationships with retail chains, including order fulfilment, inventory management, and logistics.

4. Distribution Centre Visit:

- Visited the distribution centre to witness firsthand the systematic processes involved in ensuring timely deliveries to various retail chains across the region.

5. Interaction with Sales Managers:

- Conducted interviews and interactive sessions with sales managers to delve into the challenges and strategies employed in managing relationships with retail chains.

6. Q&A Session:

- A dedicated question and answer session allowed students to seek clarification on specific aspects related to sales, distribution, and retail chain management.

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ORGANIZES

Industrial Visit
at
PARLE BISCUITS PVT. LTD.

PARLE

Bahadurgarh, NH-09
Haryana - 124507

PSP, Institutional Area, Madhuban Chowk, Rohini, New Delhi-110085

Learning Outcomes:

1. Insights into Sales Dynamics:

- Students gained insights into the nuances of sales processes, from production to distribution, observing the role of effective sales management in ensuring product availability.

2. Understanding Distribution Strategies:

- Witnessing the distribution center operations provided students with a practical understanding of the strategies employed by PARLE G to optimize distribution channels and meet retail demands.

3. Real-world Application of Course Concepts:

- The visit allowed students to correlate theoretical concepts learned in the Sales and Distributive Management course with real-world practices, emphasizing the practical application of course content.

4. Relationship Building with Retail Chains:

- Interactions with sales managers and observation of the distribution processes highlighted the importance of relationship management in ensuring seamless collaboration with retail chains.

5. Logistics and Supply Chain Insights:

- Students gained insights into the logistics and supply chain aspects of managing a large-scale production facility and meeting the demands of diverse retail chains.

Photographs:



List of Students: -

S.No.	Enrollment No.	Name of Student
1.	06121301720	KANISHK RAJ
2.	06221301720	KAPIL
3.	06421301720	KARTIK
4.	06521301720	KARTIK RAHEJA
5.	06621301720	KRISHNA
6.	06721301720	KRITI
7.	06821301720	KUSH CHAUHAN
8.	06921301720	LAKSH
9.	07021301720	LAKSHAY
10.	07121301720	LAKSHIT SINGLA
11.	07221301720	LAVAANYA
12.	07321301720	MAHIMA
13.	07421301720	MANAV BAJAJ
14.	07521301720	MAYANK
15.	07621301720	MAYANK
16.	07721301720	MUKUL
17.	07821301720	NAMAN VIJ
18.	08021301720	NIKHIL
19.	08221301720	NILESH
20.	08321301720	NIMANSH
21.	08421301720	NISHANT
22.	08521301720	OM
23.	08621301720	PARTH
24.	08721301720	PIYUSH GOYAL
25.	08821301720	PIYUSH
26.	09021301720	PRATEEK
27.	09121301720	PRATHAM SAHNI
28.	09221301720	PRITISH

Kapil
HoD
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