

INCREDIBLE FOOD AND BEVERAGES

(PLUS)

SUMMER INTERNSHIP REPORT

Submitted by:

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Roll No: 2120

Under the Supervision of

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2021-2022

DECLARATION

I, the student of M.B.A. Part I of Goa Business School, Goa University, hereby declare that the internship project entitled “**A study on all departments of the Incredible food and beverages**” has been prepared by me towards partial fulfillment of the degree of Master of Business Administration under the guidance of my faculty guide Dr. Suraj Velip. This project is neither in full nor in part has previously formed the basis for the award of any other degree of either this University or any other University.

Date: 8th July 2022

Place: Goa University

Name: Aditya Gaunker

Roll No.: 2120

CERTIFICATE

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Internship Completion Certificate

Date: 8/07/2022

This is to hereby certify that **Mr Aditya N. Gaunker**, student of MBA in Goa business School, from Goa University has successfully completed the internship 8 weeks from **16-05-2022 to 8-07-2022** in **Incredible Food and Beverages**.

During this period, he was involved and studied and trained by us in several department, he was found very dedicated and punctual, very responsible on daily given task.

We wish all the success and bright future ahead.

Authorised Signatory

Arjun Chatterjee Nishad

(Director)

INCREDIBLE FOOD & BEVERAGES

PARTNER

ACKNOWLEDGEMENT

First I would like to thank Arjun Nishad, Director of Incredible food and beverages for giving me the opportunity to do an internship within the organization.

I also would like to thank to all my colleague who helped and supported during my internship period with their patience and openness they created an enjoyable working environment. Staff who helped me in moral and material needs as well as sharing me their knowledge to improve my theoretical knowledge to the real works.

I extend my supreme gratitude to Goa Business School for providing such kind of opportunity for students to broaden their perception on how the real working environment looks like as well organizing the whole internship program and its effort to make sure that the whole internship program to achieve its desired goals.

I would like to thank Ms. Teja Kandolkar, College placement coordinator of Goa business School for their support and advices to get and complete internship in above said organization.

I would like to thank my Internship Mentor Dr. Suraj Velip for his guidance and help throughout my project and internship.

Finally, I would like to express my special thanks to my families and friends helping me in all aspects and appreciate me to spend my all time in the work place during my internship time

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1) Executive summary

This report is a description of my 2-month internship which is carried out in Incredible food and beverages. This company manufactures bottled mineral water under the name Plus drinking water. This internship gave me a platform to study the production process of packaged drinking water. Water is the necessity of our daily life, water is so important for us that we need clean and safe water for our everyday use. Plus, uses reverse osmosis process for production. The company production was started from November 2021.

The bottled mineral water is sold in various sizes that are 300ml, 500ml, 1 litre and 20 litres. Their packaged drinking water is bottled in semiautomatic plant with reverse osmosis, organisation and ultrafiltration process. Along with latest pesticides removal system through activated carbon filtration process as per EU norms. This company has four departments that is production department, accounts department, quality control (QC) department and marketing & distribution department.

The production manager looks after the production process from filling the bottle to packaging and loading process of bottle. The manager also ensures that there is minimum wastage during the production. The account department looks after all the finance part of the company and manages the cash flow of the company. The QC department looks after the quality of the water that will be taken for the production. The quality of water is checked every morning before starting every batch. The marketing & distribution department looks after the advertisement and promotion part of the company. As of now the marketing department is handles by the Directors.

2) Company profile



In the year 2021 Incredible Food and Beverages introduced PLUS H2O packaged drinking water brand which were started by two friends Arjun Nishad and Vijay Yadav. The company is located in Bandora Ponda Goa. The company is registered under FSSI i.e food safety and standards Authority of India rules. Also it is registered under FDA i.e Food Safety and Drugs India Rules. "From the mountains of Goa, this company produce Packaged Drinking Water, Water with Added Minerals such as magnesium sulphate and potassium bicarbonate which are essential minerals for healthy life. They not only help to maintain the pH balance of the body but also help in keeping you fit and energetic at all time. The product range we offer to our consumers: 300ml Packaged Drinking Water Bottle, 500ml Packaged Drinking Water Bottle, 1000ml (1L) Packaged Drinking Water Bottle, 20L of Packaged Drinking Water (Jar). Sales areas of Plus is in Goa and neighbouring states of Goa.

VISION AND MISSION

VISION: to provide good quality drinking water at an affordable rate.

MISSION: to be a known drinking water brand with continuous innovation of product, packaging and price.

3) INDUSTRY ANALYSIS

3.1 PESTLE ANALYSIS

1) Political Factors-

Bottled water industry which falls under FDA. The government plays an important role as they set the rules and regulation for the organization manufacturing. The industry has to go with the rules otherwise they will get charged fine. The following factors which can cause bottled water industry to have variances in their profits or results-

- Changes in tax laws, account standards, tax rates and regulations
- Changes in business patterns which includes competitive product, pricings and their ability to maintain share of sales in market, how the company make necessary arrangement with its infrastructure like distribution, technology, bottlers.

2) Economic factor-

Last year the economy of India was not good, and now its booming but it doesn't affect the bottled water industry. The market is quiet tough and there are other water companies existing now, so industry has decided to enter into other production lines such as soft drink, energy drink.

3) Social factor-

Everyone want to stay and live a healthy life. Now people are become more conscious about their diets. This affected the alcoholic beverage industries as people are more into drinking water, coke as compared to beer and alcoholic beverages. The demand for bottled water which is very convenient in daily life. As the age goes up the generation become more serious about their health and this factor will keep the industry company always in demand and keep going.

4) Technological factor-

The Bottled water industry should do marketing and advertising in a proper fashion, by giving advertisement in internet and television in a stylish way. The industry is producing different shapes of bottles which is much easier to carry and can throw it into bin when its used. As the new technology introduced, the industry must use them for huge production as.

5) Legal Factors:

The company has to deal with lot safe and secure, it has to follow many regulations and tests to qualify for the sale. Has to ensure all the quality tests are conducted and should pass those tests to avoid any legal actions. It also should follow all the rules for establishing the plants for manufacturing and permissions for the transport are key for the business. The labour rules also should be followed carefully.

6) Environmental Factors:

Bottled Water Company where it uses lots of plastic which is a key element for the climate change. So, the company makes a conscious effort to keep our environment safe and healthy. The company focussed to create awareness in consumers and take bottles for exchange and recycle them to reduce the waste. It also aims to harvest the rain water by building and restoring check dams. The plant deals with water and the plastics so it is important for it to ensure sustainable practices.

3.2 PORTERS FIVE FORCES FOR BOTTLED WATER INDUSTRY

1) Bargaining power of suppliers-

The suppliers are basically the input to any firm. Supply of raw materials, bottles, machinery tools to the firms. The suppliers are providing their material to other industry as well so they are not entirely dependent on water industry, so suppliers can negotiate and possibly a pressure on industry profitability.

2) Bargaining power of consumers-

The consumers are very knowledgeable and brand conscious. These two factor can lead consumers to be highly price conscious and look for quality products can effect the profitability.

3) Rivalry among competitors-

Like every other industry, bottled water industry also got some competitors in the market. The major problem is product differentiation, the quality, pricing which can effect the industry

4) Entry of new competitors-

Entry into the market like small firms can quickly enter into the market by sub contraction their manufacturing activities, secondly new suppliers, new rates so the industry should be updated with all new technologies and with existing or upcoming competitors, because the new entries can weaken the position and decrease profitability

5) Development of substitute product-

Bottled water industry-water which is easily available anywhere in malls, stations etc. can have a threat by its substitutes like soda, coke, juices in future.

❖ **COMPETITORS**

- 1) Bisleri
- 2) Kinley
- 3) Aquafina
- 4) Bailey
- 5) Kingfisher Mineral Water
- 6) Prachi agua minerals pvt ltd
- 7) Enoxy
- 8) Oasis drinking water

4) COMPANY ANALYSIS

4.1 SWOT ANALYSIS

1) Strength: -

- The availability of water is good. As it is located in the outskirts of industrial area the quality of water is good and safe for drinking.
- Distribution channel: They have good distribution network all over Goa as well as in neighbouring states.
- Start-up company Plus have been successful in developing trust among people.
- Availability of cheap labour. As they get labours from nearby village which cost them less.

2) Weakness: -

- Not able to manufacture in mass quantity. Company is new start-up company required more investment to produce in mass quantity.
- Delay in meeting customers demand due to high demand and less production capacity
- High transport cost: High transportation charges outside Goa.

3) Opportunities: -

- Ability to attract new market by using marketing strategies.
- Expansion of product line with natural flavours and also move into soft drink line to get more revenue.
- Increase the production and storage capacity to meet customers demand
- Tie up: Plus, H2O can have more tie ups with restaurants bars hotels etc. Which will increase their sales and promotions.

4) Threats: -

- Competition from rival brands such as Aquafina, Kinley, Bisleri. As they are well known brand and already made their brand image in customer's mind.
- New government policy: Government norms for Packaged drinking water and use of plastics can affect the business.

- Risk of new players in the market: Since the barriers to entry for packaged drinking water market are very tiny. They can position to offer consumers better prices and to win the demand in their pockets.

4.2 VRIN ANALYSIS

1) Quality of product:

- Value: Quality of product is important and it is valuable resource. Its ensures you are selling the best products to your customers. As it is located in the out skirts of industrial area the quality of water is good and safe for drinking
- Rare: No, Competitors can come with highest quality.
- Imitability: Yes, Competitors can imitate the quality of product.
- Organization: Yes, company has potential to sustain and make better quality of product.

2) Distribution:

- Value: Yes, it is valuable resources it connects to customers.
- Rare: No, anyone in this beverages industry can do the distribution and existing competitors already have strong distribution channel.
- Imitability: Yes, it is very easy to imitate the distribution and competitors already have done
- Organisation: Yes, company has organizational capability to reach to customer the maximum out of it.

5) DEPARTMENTAL ANALYSIS

5.1 PRODUCTION DEPARTMENT: -

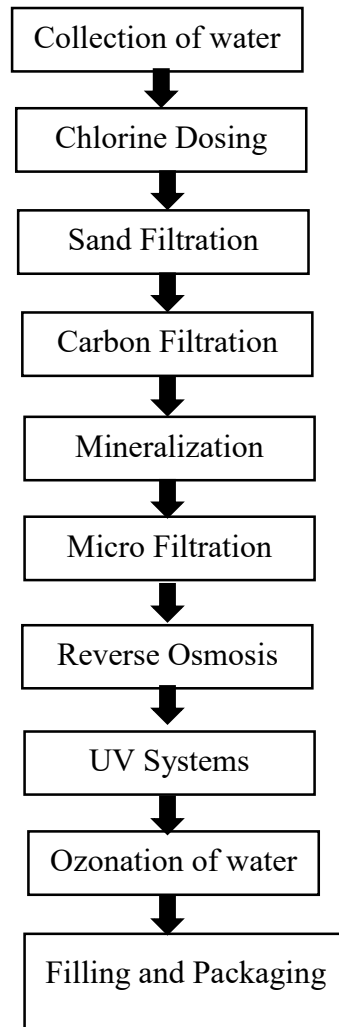


Chart 1.1 Process of packaged drinking water

Steps of production Process

1. Collection of Water

The water is drawn from Bore Well line. The water is then collected to storage tank. It then goes to dosing system through raw water feed pump.

2. Chlorine Dosing

Water might contain living small life forms and organics which might cause fouling to crumble the presentation. Indeed, even water might contain ferrous which can be oxidized to ferric oxide which is settling down the tank away. Mineral water plant uses a Hypochlorite dosing framework for this reason. Around 3-4 ppm of sodium hypochlorite arrangement is dosed in the crude water tank. This response with water to shape the hypochlorite acids which goes about as a cleaning specialist.

3. Sand Filtration

Sand filters are used for the removal of suspended matter, as well as floating and sinking particles. The waste water flows in vertical direction through a fine bed of sand or gravel. Waste particles are removed by absorption or physical compression. Sand filters are the simplest system which can be used to obtain considerable yields. It can be placed in various phases of water management.

4. Carbon Filtration

Carbon Filters treat water by the technique of retention. Whenever water goes through the activated carbon, the carbon behaves like a wiper encased with an enormous surface region that retains toxins in the water. After this, the activated carbon applies a magnet a mechanism to draw on the specific pollutants and traps them inside the pores on its surface. The broken-down pollutants move from the fluid to the pores with all their powers.

5. Mineralization

In this process we add the right amount of essential minerals like (magnesium and potassium compounds) which makes our water healthy and also give it a sweet taste that makes it natural and pure.

6. Micro Filtration

This process is included to ensure that even the smallest micron particles are removed properly from the water. It helps to enhance the quality of water and make it perfect for consumption.

7. Reverse Osmosis

In this interaction, abundant minerals and salts are taken out by constraining a dissolvable from an area of high solute fixation through a layer to a district of low solute focus by applying pressure. Reverse osmosis altogether decreases salt, most other inorganic materials present in

the water, and a few natural mixtures. With a quality carbon channel to eliminate any natural materials that get past the channel, the virtue of the treated water moves toward refining

8. UV System

Water goes through an unmistakable chamber where it is presented to Ultra Violet (UV) Light. UV light obliterates microscopic organisms and infections. Nonetheless, how well the UV framework works relies upon the energy portion that the creature ingests. On the off chance that the energy portion isn't sufficiently high, the creature's hereditary material may just be harmed instead of disturbed.

9. Ozonation of Water

Ozonation is a popular water treatment technique which includes infusion of ozone into water. Ozone is a three-oxygen atom(O₃) composed gas, which is the most powerful oxidant. Ozonation is a kind of advanced oxidation process that involves the production of various reactive oxygen species that attack a wide range of organic components and microorganisms.

10. Filling and packaging

Here the bottles are filled with water. The caps and labels are applied and after that the bottles are sent to the packing area through the conveyer belt. The bottles are then packed into different pack size according to the size of bottles. Then bottles are loaded for transportation.

❖ PRODUCTS PRODUCED BY INCREDIBLE FOOD AND BEVERAGES

The Product Range We Offer to Our Consumers:
300ml Packaged Drinking Water Bottle
500ml Packaged Drinking Water Bottle
1000ml (1L) Packaged Drinking Water Bottle
20L of Packaged Drinking Water (Jar).

5.2 ACCOUNT DEPARTMENT: -

The accounting department deals with the day-to-day financial activities (the inflow and outflow of money) in the company. Also they deal with the processing of all accounting information. They record accounts payable and receivable, fixed assets, payroll, inventory, and other accounting elements. The accounting department keeps records of the goods and services that the company pays for and ensures that all your business expenses get paid on time. It also keeps track of all scheduled payments in the organization, such as inventory, payroll, and other business-related expenses. It receives invoices from vendors, records them, and then processes the payment checks. The accounting department also helps businesses identify areas to cut costs and save money.

The department needs to ensure that employees' earnings are up to date. They also estimate the wages or salaries left after the appropriate deductions have been made. The role of the accounting department includes calculating employees' bonuses, benefits, and commissions accurately. They also tracks employees' time off, such as sick leave, PTO, vacation, and absence. Payment of government taxes on behalf of the company is another function performed by the accounting department. It also tracks and makes tax payments to the appropriate state and federal government agencies. It also keeps detailed records of all the cloud inventory purchases made by the company. The accounting department is responsible for identifying, tracking, and recording all cash received from sales and other sources in the company. Apart from recording it in its database, it also ensures that money is paid into the appropriate checking account. It tracks expenses and other transactions to protect the company from excessive spending.

5.3 QUALITY CONTROL (QC) DEPARTMENT: -

Quality control referred to the mechanisms for the assessment of quality measured as per set standards. Quality control for manufacturing and delivering of safe water for customers for their daily use. To assure quality control a company should have a proper quality management strategy and implementation. Having a QC department will help reduce rejection thereby reducing loss for a company. The QC takes a sample from each batch. Evaluates the sample and gives report if the water is safe to take production. The proper production only starts when the production manager gets approval from QC.

5.4 DISTRIBUTION AND MARKETING DEPARTMENT: -

Distribution marketing is a key for marketers, as it helps businesses connect products and services to consumers. Creating a good connection will help companies achieve their marketing goals such as raising brand awareness and increasing profits. Currently plus is just using the distribution market but soon they will start to market their product with full swing through newspapers, TV channels and also social media. The types of distribution network are as follows:

1) Direct sales

Plus, sell products directly to customers through their own warehouse. Some benefits of direct sales include:

- Increased trust: Customers may feel closer to the business as they know the company wants to deal with them directly.
- Greater control over customer experience: Direct sales lets businesses control all facets of product distribution and customer experience. As customers deal directly with the supplier at all times, the direct sales process helps solve these issues more efficiently.
- Cost-effectiveness: Businesses save the money they might spend on services from third-party distributors or sellers. They can therefore lower their prices to gain a competitive advantage.

2) Retailer

Plus, also sells its product through retailers. A retailer is one of the most popular and effective distribution channels. Retailers include supermarkets, department stores, specialty stores and big-box retailers. Today marketers working with retailers can put their products in physical stores, online stores or both. Some benefits of using a retailer include:

- Product interaction: When consumers buy from brick-and-mortar retailers, they can interact with products before buying them. Being able to see how items look in person and even test them out gives consumer's confidence.
- Increased product awareness: Retailers can introduce consumers to products they didn't know about before browsing.

- Diverse promotion strategies: Marketers can work with retailers on strategic placement, product demonstrations and promotional materials to make their products more appealing.
- Increased audience: People are often loyal to retailers. Companies selling their products through retailers can leverage the loyalty consumers already feel towards these outlets.

3) Independent distributor

Independent distributors are agents who supply products to retailers. Distributors are typically used as a link in the marketing distribution chain. Plus, are also working with some of the distributors in Goa, Karwar, Belgaum and some part of Maharashtra. Some benefits of using an independent distributor include:

- Established networks: Distributors have established networks of retailers they can encourage to purchase products. Distributors use these connections to put products in front of the most receptive consumers.
- Easier storage: Distributors store products at their own warehouses, saving businesses the expense of maintaining their own storage facilities.
- Motivation to work for the business: As distributors buy products and store them in their own warehouses, they are usually motivated to sell them on.

❖ FUTURE PLANS IN NEXT 1-2 YEARS

1. Expanding the production area
2. Also start soft drink production
3. They also have plans to move into energy drinks

6) LEARNING DERIVED

6.1 WORK DONE:

1. Better production systems: currently plus is using a semi-automatic production line so my advice was how they can increase the productivity using better and upgraded production line.
2. Attend client meeting: I got a chance to attend a client's meeting while doing my internship from this I got to know how to convince a client to choose our product
3. Check company raw materials: looked after the store i.e. availability of raw materials for production and also office supplies.
4. Enter data into spreadsheets: I was told to enter the date of raw materials which were coming inside the company and also the finished products which were going out from the company.
5. Helped in production line adjusting bottles and also checking the bottles their water level, if they are properly capped.

6.2 LEARNING DERIVED

1. The first thing I got to learn is how the production of packaged drinking water works.
2. Also got knowledge of this industry and the scope for this industry.
3. This internship also taught me how to work in team and adapt new work environment.
4. Never show ego while doing work whatever work is given or told you must do that in time and impress your superiors.
5. Always be present for work or else your work will get piled up.
6. Never be lazy at work, try to finish your work in time or before time.
7. If working in sales department try to get as much sales as you can this will help the company to grow faster.
8. Communication between the employees and the superiors should be good which will create a good work environment.
9. If working in sales department the person should have good communication skills so that he can convince or get good orders.
10. It also taught me that while starting a company the account and sales department are the backbone without which a company can never grow.

11. Incredible food and beverages have a good future plan and I have seen everyone working towards it.
12. I got to learn how to build a good repo with everyone while working.
13. During internship I gained valuable exposure how a business is run and how to perform assigned tasks and duties in the real work life scenario.
14. It also gave me an insights how daily department functions in the organisation.
15. It also helped me to build my confidence to my future career.

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