

**Flora Drinks**

**SUMMER INTERNSHIP REPORT**



**Submitted By:**

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**Roll No: 2104**

**Under the Supervision of**

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**Goa Business School**

**Goa University**

**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 “**Flora Drinks.**” has been prepared by me towards partial fulfillment of the degree of Master of Business Administration under the guidance of my faculty guide Ms. Priyanka U. Naik. 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: 13<sup>th</sup> July 2022

Place: Goa University

Name: Raj Anvekar

Roll No. 2104

# CERTIFICATE

## FLORA DRINKS

Off. 2604254  
Res. 2604225

(Mfg. of Aerated Waters & Soft Drinks)

Opp. Judicial Court,  
Karkatia Ghati,  
Sanguem - Goa. 403704  
*Prop.: Flora Pereira*

Ref. No.

Date :

Date: 13.07.2022

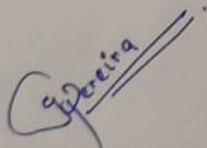
### TO WHOMSOEVER IT MAY CONCERN

This is to certify that Mr. Raj Anvekar has successfully completed his eight weeks internship in our company from 18 May, 2022 to 07 July, 2022.

During his tenure he was very hardworking and honest in the discharge of his duties and responsibilities.

We wish him all the best in future endeavors.

For, **FLORA DRINKS.**

  
Authorised Signature



# **ACKNOWLEDGEMENT**

I would like to thank Mrs. Cilia Fernandes, Head of Flora Drinks. for giving me the opportunity to do an internship within the organization.

My special thanks to all our faculty members for giving me an opportunity to undergo such placements and making me aware of the real day to day business world.

I also would like all the people that worked along with me Flora Drinks. with their patience and openness they created an enjoyable working environment.

I am extremely grateful to my department staff members and friends who helped me in successful completion of this internship.

Name: Raj Anvekar

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## **EXECUTIVE SUMMARY**

I have selected Flora Drinks as the company for my internship during this summer. I have proceeded towards the manager to request for permission to do an internship in the company. The manager was like my explanation and gave permission to do internship

Flora drinks, company Flora Drinks is located in Kharakate Ghati, Sanguem, Goa. It was a 8-week internship starting from 18 may, 2022 to 07 July, 2022.

Flora Drinks product has given south Goa its best- known test. Flora Drinks company is the best manufacturers and distributors of non-alcoholic concentrate and syrups to produce nearly 400 other brands

The Flora Drinks company and its network of bottles comprises a persuasive production and distribution system in south goa. More than anything that system is dedicated to people working long and hard to sell the product manufactured by the company.

# INTRODUCTION

Flora Drinks. With its plant in Kharakate Ghati, Sanguem, Goa. It is well known for production of soft drinks in south goa. Its variety of carbonated drinks, which come in delicious flavors.

Company profile.

Name:- Flora Dinks

Address:- Kharakate Ghati, Sanguem, Goa



## **PROFILE OF THE COMPANY**

Flora Drinks is Goa-based residential soft drinks company. In 1987 milagres Pereira he wanted to start a soft drinks market in goa hence he launched a best ever beverages named flora in 1987. He kept the name of the company on his wife's name, Flora Pereira. It is classified as a non-government company, goa. He started his company in kharakate ghati, sanguem, goa a beautiful state of India

Flora Drinks manufacturers carbonated drinks in glass bottles which are directly supplied to all local vendors, BARs, restaurants, public events, functions like weddings. Also they provide free soft drinks to some social programs. The process involving selection of raw material, production and distribution is managed in a very pure and valuable manner.

The company is engaged in manufacturers and distribution of a high range of product in a very effective and efficient way.having regular checks in place endorse the safety of the product for human consumption. We have a good quality, safety, and hygienic environment in place to make sure our products meet good standards. We've developed key indicators to check if there are any issues in the finished product or along the manufacturing line.

### **Flora Drinks mission**

To Build Refreshing happiness around the people

### **Flora Drinks vision**

Only producing fresh and hygienic product to make customer healthy



# PRODUCTS



COLA



ORANGE



LIME



SODA

## MARKET FIELD



BAR AND RESTAURANT



WEDDINGS AND OTHER FUNCTIONS



GENERAL STORES

## COMPETITERS



GOLDEN DAIRY AND FOODS



TAAN



PEPSI

# INDUSTRIAL ANALYSIS

## INTRODUCTION OF FOOD AND BEVERAGES INDUSTRY

The food and beverages sector is as diversified as it is profitable. At any given time, the food and beverages sector witnessed shifting industry trends not only in the mature markets of Europe and US but also in emerging markets such as China, the Middle East Asia and India.

Future market insights understands that one false step in a dynamic industry could snowball into a competitive disadvantage. Increased segmentation of products, healthy food trends and reducing operation cost will be challenges in the near future. FMI helps the companies in the food and beverages sector to optimize operational costs by offering in-depth analysis of new products and market trends, companies can relate to and address the changing needs of the consumers directly.

### Beverages

The larger beverages industry is made of an array of products including but not limited to: alcoholic drinks, juice/health drinks, and aerated drinks. With manufacturers focusing on increasing production and output, reduction in product pricing will likely be noticed in the future this will ultimately favor expansion.

# PESTEL ANALYSIS

## POLITICAL FACTOR

Political stability : Political stability is one of the most important factors which influence the growth of business directly. If the political stability is higher then it leads to perfection in business & on the other hand if there is instability the business will have to suffer.

Taxation policy : Tax policy of the government will affect the price of inputs & it ultimately affects the price of the final product & it will directly affect the sale of the product.

Labour law : Labour law also affect the organization, for example- child labour, a child below 14 years of age cannot work in factory or any hazardous place.

## ECONOMIC FACTORS

Interest rate : Interest rate directly affects the cost of capital. If the interest rate is higher the cost of capital will increase & if it is lower the cost of capital will be lower. This directly affects the profit of the organization & its gain.

Tax charges : If the tax charged by the government is lower then it will reduce the product price & if it is higher then it will increase the price of the products.

Economic growth : Economic growth is an important factor in the growth of the organization. If economy grows at a higher speed it will be directly affect the growth if the organization

## SOCIO- CULTURE FACTORS

Demographics : Demographics is the study of the human population in the economy. It helps the organization to divide the markets in the different segments to target a large number of customers. For Example- according to race, age, gender, religion, & sex.

Change in lifestyle : Change in lifestyle also leads to increase or decrease in demand for different commodities. For example- presently LCD & LED TV's have replaced Digital displayed TV sets, this shows the changes in lifestyle of consumers.

Education level : Education is one of the most important factors which influence the buying power of the consumer, while selecting a particular goods should know all its features so it can differentiate them while selecting other products.

## TECHNOLOGICAL FACTORS

Discoveries & innovation : Advancement in technology will lead to discoveries & innovations & future improvements in technology so as to improve perfections in the production process.

Competitive forces : progress in technology will also lead to competition in the markets, more standard products will be provided to consumers to cover a great number of markets.

Research & development : This department plays a vital role in the development of the organization. As this department always does, study what are the demands of the markets & how to make progress so the organization can sustain in the competitive world.

## ENVIROMENTAL FACTOR

Before entering new markets or starting a new business in existing market the firm should carefully asses the worth of environmental standards that are need to run in those markets. Some of the environmental factors that a firm should consider in advance are -

- Weather
- Climate change
- Laws regulating environment pollution
- Air and water pollution rules in Soft Drinks industry
- Attitudes towards “green” or ecological products.

## LEGAL FACTOR

In number of countries, the legal framework and institutions are not strong enough to protect the conceptual property rights of an organization. A firm should carefully evaluate before entering such markets as it can lead to theft of company's confidential sauce thus the overall competitive border. Some of the legal factors that soft drinks authorities should think about while coming in to new market are -

- Anti-trust law in Soft Drinks industry and overall in the country.
- Discrimination law
- Regulations on FSSAI ingredients
- Copyright, patents / Intellectual property law
- Health and safety law

# COMPANY ANALYSIS

## PORTER'S 5 FORCES

### BARGAINING POWER OF BUYER: Moderate

Customers are very sensitive about the price of soft drinks and are ready to change brands if one becomes very expensive than the other so this puts Flora Drinks in problem where slight change in price Leads to change in demand of customers. The quality of the product is important to buyers. These buyers make regular purchases. This means that the buyers in the industry are less price delicate. This makes the bargaining power of buyers a poor force within the company.

### BARGAINING POWER OF SUPPLIER: Low

The number of suppliers in the industry in which Flora Drinks operates is less compared to the buyers. This means that the suppliers have less control over prices and this makes the bargaining power of suppliers a weak force. The products that these suppliers offer are fairly standardized and have high switching costs. This makes it easier for buyers like Flora Drinks to switch suppliers. This makes the bargaining power of suppliers a weaker effect.

### THREATS OF NEW ENTRANTS: Low switching costs

The economies of scale is fairly difficult to achieve in the industry in which Flora Drinks operates. This makes it easier for those producing wide capacities to have a cost advantage. It also makes production expensive for new entrants. This makes the threats of new entrants a weaker effect.

### THREATS OF SUBSTITUTE: High

As the product of Flora Drinks is not expensive like other products, threats of substitute products was moderately low. Large beverages like Pepsi and Coca Cola with more options and a highly captured market have really affected the revenue of the company.

#### RIVALRY AMONG COMPETITORS: High

Low level of product diversity makes Flora Drinks unappealing for investors. The number of competitors in the industry in which Flora Drinks operates are many. Most are large in size. This makes the rivalry among existing firms a powerful effect within the industry.



# SWOT ANALYSIS

## STRENGTH

Their customers are very loyal to them as they are some customers who have been buying products for many years. Also they have reliable suppliers that help the company to work effectively. Availability of skilled and professional to complete orders on time.

## WEAKNESS

Weak product demand, due to big companies like Pepsi, the demand for Flora Drinks is getting low for the new generation. Few products of the company make customers go for other brands. Lower brand name reduces buying behavior of consumers.

## OPPORTUNITIES

Weddings, birthdays on such functions give Flora Drinks very bulk orders. New packaging machine.

## THREATS

Due to no change in products can lead to change in the opinion of consumers. Improper marketing or say no marketing of product can affect a company in future. Distribution cost. Change in consumer taste

## VRIO ANALYSIS

	V (VALUABLE)	R (RARE)	I (IMITATION)	O (ORAGANIZATION)
SKILLED HUMAN RESOURCE	<b>YES</b>	<b>NO</b>	<b>NO</b>	<b>YES</b>
MARKETING SKILLS AND EXPENSES	<b>NO</b>	<b>NO</b>	<b>NO</b>	<b>NO</b>
BRAND IMAGE	<b>YES</b>	<b>NO</b>	<b>NO</b>	<b>YES</b>
PRICING STRATEGY	<b>YES</b>	<b>YES</b>	<b>YES</b>	<b>YES</b>

# DEPARTMENT ANALYSIS

## PRODUCTION DEPARTMENT

The manufacturing unit of Flora Drinks, situated in kharakate Ghati Sanguem, Goa .The plant has only two machines one big automatic bottles washing machine which is handled by one operator Sharmila dessai and two workers. The machine has the capacity of cleaning 20 bottles per minute. They set machine speed according to the speed of the filing machine . The other one is a filling machine which is operated by Kamlesh Singh Rajput which fills around 20 bottles per minute. The company has only one machine, they only change the juice tank when they start filling other flavors, they only have three flavor cola, orange, lime and the other one is soda. After feeling juice kamlesh Singh rajput who puts one by one bottles in cases. which is directly stored in a warehouse.They have two trucks via they sell their products directly to retailers.

The manufacturing of the product of Flora Drinks has following steps:

- Water is received from PWD that passes through a filter in a sand filter, carbon filter, micron filter then they send it to a filling mission.
- In the syrup room flavor is added to tanks, which come from Pune.
- Once the bottles come from washing they put the bottles in the filling machine which does all the work like filling juice, carbon and putting caps.
- Then the product is finally capped and put in a case and sent into the warehouse and by trucks they sell it to retailer



**BOTTLES WASHING MACHINE**



**FILLING MACHINE**

## **LEARNING DERIVED**

As I expected, a heavy environment prevailed most of the day. Everyone with whom I came across in the Office and the ones I interacted with were very friendly including the safety man and the pantry man. I have learned about the manufacturing process of Flora Drinks, the standard, methods followed to take care of the premises, labor practices, packing procedures, distribution system and safety measures taken by the company. My mentor Mrs. Cilia Fernandes is a really jovial and helpful person. I was never turned back whenever I didn't understand anything or needed any help. She pauses her work and helps me out before resuming back to her work again. It is worth mentioning in this context that I had nice experience as an intern at this company and my mentor made sure that I had no problems which I was able to do my work carefully and excellently. There have been instances when my mentor had asked me to change a major chunk of the work done by me but she never failed to respect the good stuffs in it. I have also often engaged in discussions about my career together with her.

## **CONCLUSION**

Flora Drinks is most popular amongst its users mainly because of its TASTE, BRAND NAME. Thus it should specialize in quality in order that it can capture the foremost part of the market. In today's scenario, the consumer is the king because he has various choices around him. If you are not capable of providing him the desired result he will definitely turn to the opposite provider. Therefore to survive during this cutthroat competition, you would like to be the most effective. Customer is not any more loyal in today's scenario, so you wish to always be on your toes. We feel that there is cutthroat competition between many companies so to be on top of the minds of the shoppers they have to try and do something outstanding when. The best thing that consumers like about the Flora Drinks brand is their price. Advice are given by the consumers to enhance the quality of the product. Because of increasing health awareness, some consumers do not like drinking sparkling drinks and like juice drinks. Flora Drinks is legendary for its sparkling drinks. Some of these products are popular among consumers whereas the remainder still should be accepted by consumers.