

GOA BREWING CO.

INTERNSHIP REPORT 2022



Submitted By:

Name: Harsh Naik Roll No: 2145

Under The Guidance Of

Mr. Suraj Velip

Goa Business School

Goa University

2021-2023

## **Declaration**

I do hereby solemnly declare that the work presented in this report entitled “Goa Brewing Co” has been carried out by me and not been previously submitted to any other university or college /organization for academic qualifications /certificate or degree.

The work I have presented does not breach any existing copywrite act and no portion of this report is copied from any other work done earlier for a degree or otherwise.

Harsh Naik

MBA PART 1

2145

---

# **ACKNOWLEDGEMENT**

I sincerely like to thank Mr. Suraj Shenai for providing me with the valuable inputs and guiding me throughout my placement. It was due to their kind and valuable co-operation through which I could finish my project, which was by providing me with the vital information necessary for my project.

I am also grateful to all the managers of Goa Brewing Co. who assisted me in the successful completion of this project.

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 perceive this opportunity as a big milestone in my career development will strive to use this gained knowledge in the best possible way, and I will continue to work on their improvement, in order to attain desired career objectives.

Sincerely,

Harsh Naik

Place: Sangolda

Date: 12<sup>th</sup> July 2022



Goa Brewcrafts Pvt. Ltd.  
CIN: U15500GA2016PTC01293

Ph. No: 0832 2409350  
[www.goabrewing.com](http://www.goabrewing.com)

Date: 08-07-2022

TO WHOMSOEVER IT MAY CONCERN

This is to certify that Mr. Harsh Naik from Goa Business School has successfully completed his internship at Goa Brewcrafts Pvt. Ltd. from 18<sup>th</sup> May 2022 to 8<sup>th</sup> July 2022

During his internship, he was exposed to Brewing, Marketing & Sales departments.

We found him confident and hard working. He took initiative especially in new projects & bounded very well with his colleagues.

We wish him all the best in his future endeavors.

Yours Sincerely

Mr. Suraj Shenai  
Managing Director  
Goa Brewcrafts Pvt Ltd  
Panaji Goa

## **Table of contents**

Sr.no	Title	Pg.no
1	Executive summary	6
2	Introduction	7
3	Industry analysis	8
4	Company profile	10
5	Product profile	12
6	Competitors	16
7	Porters five Forces	18
8	Pestel analysis	21
9	S.W.O.T analysis	22
10	Production Department	23
11	Marketing Department	28
12	Sales Department	29
13	Packaging Department	30
14	Suggestions	31
15	Conclusions	32

## **Executive summary**

The report is based on the summer internship placement project which is a study conducted in Goa Brewing co. in the period from 18<sup>th</sup> May 2022 to 8<sup>TH</sup> July 2022

The summer internship places a very important role in the course of the first year MBA. It gives a first-hand experience of working and functioning of various departments in the organization to the students and helps us relate the subjects we learn to how it is applied in the various departments in a real industry

The main objective of my training at Goa Brewing co was to study the organizational structure and its functioning to get maximum exposure to the cooperate world. To understand the scope, functions, responsibilities of various departments in this organization and practically apply the theoretical knowledge learned through the MBA course.

# **Introduction**

## **INTRODUCTION ABOUT INTERNSHIP**

An internship helps the student to choose and study the concerns of the company. This helps us to gain maximum knowledge on our topic and understand the issues, difficulties and find solutions to the concerning topic. The internship helps us explore new fields and understand the working environment, operations, and issues. The internship is done to help students understand the working culture in an organization in different areas. This adds value to the practical knowledge the students have about functioning of an organization.

## **Industry Analysis**

India is one of the fastest growing alcohol markets in the world. As you can see Alco-Bev industry in India is about to record further growth, due to India's huge untapped market for local and global manufacturers. Additionally, an increase in sales of premium lager and spirits is expected to boost retail value growth, along with a significant rise in the consumption of wine in the country.

Considered to be a growing industry, the alcoholic beverage sector has been showing signs of growth, indicating that this is an industry that's on the upward swing. Part of the growth can be attributed to the evolution of the changing Indian consumer.

According to Associates Chartered Accountants firm based out of India, the alcoholic beverages market in India is expected to grow at a Compound Annual Growth Rate of around 7.72% over a 10-year period to reach a value of 5.3 trillion rupees by the year 2026.

Though India is one of the largest consumers of alcohol in the world, the per capita alcohol consumption of India is very low as compared to the Western countries.

Increasing disposable income and availability of various brands and product variants have pushed the growth of Indian Beer Market. The growth in consumption of beer is



driven by youth population and the consumers who consider beer a trendy drink, as compared with other traditional spirits. There is a significant demand for premium imported beer in the urban markets. Companies in the industry compete based on product taste, availability, and their quality. Manufacturers also invest in expanding their distribution network by establishing strong distributor/retailer network. There is change in preferences among Indian beer consumers. They no longer desire large, corporate brands but are going the extra mile to find home-grown craft beers. The growth of craft beer has opened a new channel for growth in the Indian beer market.

Influenced by trends from Europe and the US, India is rapidly developing its own craft beer culture. Although India's craft beer industry is still in its growth stage, the All India Brewers Association estimates craft beers sales to be growing at a rate of 20%. The millennials (aged 20-39) who make up a vast majority of the population want to explore beyond the realms of just drinking and having fun and to get infused with the craft beer culture.

India's beer consumption is certainly undergoing a transition phase but still has a long way to go before it can catch up with other beer-drinking nations. The sudden change in government policies and licenses always create fear around the industry. There is always the lone chance that certain Indian states may prohibit alcohol, but with increasing demand from consumers of all ages, there is huge hope that beer consumption in the country will surge in the next few years.

# COMPANY PROFILE



Name of the organization	Goa Brew crafts Pvt Ltd.
Industry	Food and Beverages
Class of Operation	Private Company
Address	Chogm Rd, Porvorim, Sangolda, Goa 403521
Website	<a href="http://www.goabrewing.com">www.goabrewing.com</a>
Key people	Suraj Shenai (CEO) Ulhas Shenai (Director)
Year of incorporation	2016

Goa Brewing Co. are a young craft beer brewery established in 2018. They are a brand with a voice, brand with an individualistic approach to life, brand that flourishes in the beauty of diversity. They believe in communication on the same level as those whom they are talking to. Their mission is to be a build a tribe of 23-35 yr. old's, who relate to them through their shared values, their voice, and their product. Their goal is to offer product that is compelling and distinctive, that the customer feels an emotional tie to the brand.

## **PROMOTORS**

The promoters are the ones who contribute to the formation of the company. Goa brewing company was founded in 2016 by Suraj Shenai and is currently run by himself. This company was formed to create the best craft goan beers for the locals as well as the tourists. The table below shows the Director and the CEO of the company.

Promoters	Designation
Suraj Shenai	CEO
Ulhas Shenai	Director

## **VISION, MISSION, AND QUALITY POLICY**

**Vision:** To be the top craft brewery in India.

**Mission:** To build a tribe of followers who relate to us through our shared values, our voice and product. Our goal is to offer a product that is compelling and distinctive, that the consumer feels an emotional tie to the brand.

**Culture:** Goa Brewing Co. has certain shared values among its employees like ownership and entrepreneurial spirit.

# PRODUCT PROFILE

## □ EIGHT FINGER EDDIE



As an IPA, Eight Finger Eddie, with its eye-catching logo, is a bit different from the other options available in the market. A double dry hopped oat cream ale, it has intense aromas of tropical fruits and a soft, fuller mouthfeel because of the oats. It boasts a creamy finish with a hint of the hop bitterness.

## □ BREAKFAST CEREAL STOUT



Presently call it incident, however we've seen specialty lager producers across the world, progressively going to breakfast for blending motivation. Grain, peanut butter, and jam – evidently nothing is forbidden. Indian specialty brew/oat darlings: Goa Brewing Company is serving sentimentality in a jug with their all-new Breakfast-Cereal Stout.

## □ SAINT AND SINNER



One that instantly caught the attention of craft beer fanatics thanks to its bright “forget-me-not” blue, ceramic paint-coated bottle, sporting a pair of humanoid figures. Named Saint & Sinner, this craft brew is an ode to the wonderfully complex attributes of human nature and is almost an encouragement to its drinkers to proudly embrace the two sides of their personality.



## □ WHEAT ALE

It was then that we decided to just do a batch of crisp, very clean wheat ale where we just let the citrus shine through.” Wheat Ale exhibits bold citrus notes set against the crisp flavor of malted wheat – making this a great thirst-quencher.

## □ PINEAPPLE SAISON



This Farmhouse Ale Beer has a Golden Yellow color with a tiny whitehead where the flavor and aroma are loaded with lightly fruity, citrusy, and spicy topped off with a slight hop bitterness finish.

## □ BREAKFAST CEREAL STOUT V:2.0 X SLEEPY OWL



Double Milk Stout with Oat Milk, Corn Flakes, Dark Malts aged in Bourbon-Soaked Sleepy Owl's Hazelnut Coffee.

☐ **SAINT & SINNER (FESTIVE LIMITED RELEASE)**



Matured in oak. Curacao orange, plum, star anise, nutmeg, local port wine, coconut jaggery.

Brewed in June 2020 and matures for 6 months. Released in December 2020.

- ☐ Also made sanitizers
- ☐ Surfboards
- ☐ Bags

## COMPETITORS INFORMATION

### **1. Kingfisher**

Kingfisher is an Indian lager blended by United Breweries Group, Bangalore. The brand was set up in 1978. With a piece of the pie of more than 36% in India, it is likewise accessible in 52 different nations.

### **2. Tuborg**

Tuborg is a celebrated base aged ale lager. It's prepared on ale malt, a somewhat simmered, splendid sort of malt which is delivered in the notable gentle, invigorating taste and smell of blossoms and grain. The lager is medium rich and enthusiastic with a moderate sharpness in the delayed flavor impression.

### **3. Carlsberg**

Carlsberg is the flagship beer brand in Carlsberg Group's portfolio of 155 brands. It is a 5% abv pilsner beer with a global distribution to 140 markets. It is also known as Carlsberg Lager, Carlsberg Beer, and Carlsberg Pilsner.

### **4. Budweiser**

The Budweiser from Budějovice has been called 'The Beer of Kings' since the 16th century. Composed of fermented rice, hops, barley malt, yeast and water, Budweiser is one of the top-selling beers in the United States. The American-style pale lager is brewed by Anheuser-Busch in various breweries around the world.



## 5. Heineken

Heineken Lager Beer (Dutch: Heineken Pilsener), or simply Heineken (Dutch pronunciation: ['ɦeɪnəkən]) is a pale lager beer with 5% alcohol by volume produced by the Dutch brewing company Heineken N.V.. Heineken beer is sold in a green bottle with a red star.

## 6. Corona

Corona Extra is a pale lager produced by Mexican brewery Cervecería Modelo and owned by Belgian company AB InBev. It is commonly served with a wedge of lime or lemon in the neck of the bottle to add tartness and flavor.

## 7. Bira 91

Bira 91 is a craft beer brand manufactured by B9 Beverages Pvt. Ltd. It was launched in 2015. The company's first brewery unit was located in Flanders region of Belgium where a craft distillery was used.

## 8. Arbor Beer Company (ABC)

American based brewery that has its India base in Bangalore. They are one of the biggest craft breweries in the world and is available in the market in cans and on machine.

## 9. Susegado

Goa manufacturer owned by an indian brewer. They are know for their vast variety of beers at their beer garden.

## 10. Maka di

Fairly new to the market. This is an indian brewery set up in goa by the brand Latamarcem brewers- a company that brews and manufactures beverages internaltionally.

# **Porters Five Forces**

Porter's Five Forces model takes into consideration all the factors of the beer industry. It develops an effective strategy for the owners of beer companies to increase their gains from sales and lower the prices of inputs

## **Bargaining Power**

Bargaining power plays an essential role in business leading. First and foremost, it determines the ability of one party to affect another. In the case of the beer business, two parties are suppliers and customers. Hence, the group that has more powerful bargaining power has the strongest influence on the entire industry.

Secondly, the bargaining power helps to set a relatable price for a product or a service. Considering its factors, business owners can price the products adequately and gain the highest profit.

## **Bargaining Power of Suppliers**

The bargaining power of suppliers in a craft beer industry influences the prices of inputs. It includes the cost of equipment and raw materials, wages, utility expenses, etc. The better the quality of the inputs, the higher the prices. Consequently, the final product is more sophisticated yet more expensive.

The bargaining power of suppliers can be lowered. According to Rainer and Turban (2009), implementing innovations and using alternative sources can do so. The well-balanced price levels of inputs and outputs will control the bargaining power of suppliers. This will help to establish a profitable business that fulfills the needs of both: the sellers and the buyers.

## **Bargaining Power of Customers**

The bargaining power of customers determines the level the buyers can influence the beer industry. Here is where the businessmen face difficulties. Firstly, beer is not a necessity. It is a luxurious product, so people do not have an incentive to buy it regularly. Secondly, people incorrectly link craft beer production with crimes and drug abuse. This lowers the sales levels of beer.

Therefore, the owners of the craft breweries must focus on attracting consumers. Therefore they need the development of powerful advertising strategies. It may require considerable investments in the marketing sector. However, these expenses are worth doing because they will result in higher profits in the long-run.

Besides, the advancement of the product quality and diversity will help establish an effective producer-consumer relationship. Beer consumers have entirely different tastes and preferences. Thus, it is essential to provide a wide variety of beer species to the buyers. They have to differ by taste, price, packaging styles, producing techniques, etc. (Rainer & Turban, 2009).

### Threats to Beer Industry

Just like any other industry, beer commerce faces threats. The central ones are the threat of new entrants and the threat of new products. Nevertheless, in any business, threats are not something to be afraid of. In contrast, they have to be overcome to lead a successful enterprise.

### Threat of New Entrants

The high profitability of the brewery industry makes a lot of people get interested in it. A strong desire to share market profits drive the businessmen to enter the industry .

However, the initial cost of establishing a beer company is exceptionally high. It requires investments in machinery and other production equipment. Moreover, governmental requirements cause considerable financial losses. They include quality certificates, environmentally sustainable production, alcohol-selling license, etc. Thus, entering the beer industry is a complex cost-based process. So, it prevents the establishment of craft breweries by new entrants.

When a well-financed foreign beer company enters the beer industry, it blocks the development of local craft breweries. As a result, existing enterprises need to apply a switching cost strategy to attract customers. By reducing the costs of inputs, they manage to make the final product's price more appealing to the buyers. Thus, the consumers pay more attention to the local firm than to the foreign one.

Overall, the lowering cost strategy is one of the most effective methods. It helps to deal with the threat of new entrants and maintain the business on an operatable level.

### Threat of New Products

The threat of new products is a critical aspect of the beer industry. Nowadays, consumers can easily differentiate the qualities of the beer. Nothing prevents them from switching from one product to another. Hence, companies need to focus on the development of a unique beverage. They need a drink that would not be replaced by substitute products.

The most effective way to deal with the threat of new entrants is to establish the right price-quality product balance. A beer company has to create an original beverage. It requires strong flavor qualities, affordable prices, and an effective marketing campaign. This will help the company to gain the favor of the customers and increase the gains from sales.

### Competitiveness

The buyers' ability to switch brand preferences causes rivalry among competitors. To operate in a highly competitive environment, firms need to establish a strong brand in the beer market. A product has to be of high quality and provide customers with a vast spectrum of tastes and flavors.

Innovative production is a useful tool to establish a competitive advantage in the industry. It can cause the lowering of initial costs. The change of funds flow within a beer company provides more opportunities. For instance, by lowering the production cost, the business owner can invest more money in the promotion. Persuasive advertising is a useful tool to attract buyers. Besides, it assists in overcoming rivalry in the industry.

It is worth mentioning that while dealing with competitors, only ethical methods should be applied. An unhealthy competition may lead to enormous losses for a beer company.

## Pest analysis

PEST analysis from the view point of industry following some preliminary research and discussions with key stakeholders in order to: Provide a framework for understanding the macro environment in which the drinks industry operates

- Provide a means of identifying key external trends to feed into decision making
- Identify key areas of relevance to policy making
- Provide a distillation of key themes and considerations

### Political

India is the biggest democracy in the World. The government type is federal republic. Concern about binge drinking and anti-social behavior

- Government use increased demand for alcohol as a way of boosting indirect tax revenues.
- domestic markets Tight social policies on alcohol consumption

### Economic

The economic factors in India are improving continuously. The GDP (Purchasing Power Parity) is estimated at 2.965 trillion. There is a continuous growth in per capita income; India's per capita income is expected to reach 1000 dollars by the end of 20010-11 This will lead to higher buying power in the Hands of the Indian consumers. Rising consumption has been linked to an increase in the relative affordability of alcohol, and in particular increases in consumer's disposable incomes Price fluctuation can be dictated by global commodity markets which gives multi-nationals an advantage Increasing price differential between on and off trade Asian financial crisis

### Socio-Cultural

There has also been a continuous increase in the consumption of beer in India. With an increase in the purchasing power the Indian consumer which preferred local hard liquor which is far cheaper is now

# SWOT ANALYSIS

## **Strength**

- EFE is the highest rated Indian beer on untapped
- Strong following and loyalty among end users
- High quality at value added pricing
- GBC perceived very positively by customers.
- Advertisement visibility and product labelling is highly praised by customers.

## **Weakness**

- Can't compete with Mega breweries offering heavy discounts to retailers
- Slow tourism will affect business
- Current product line-up is not suited to the local palate
- Social media visibility not used to full potential.
- Difficult to enter new markets due to strict govt. regulations

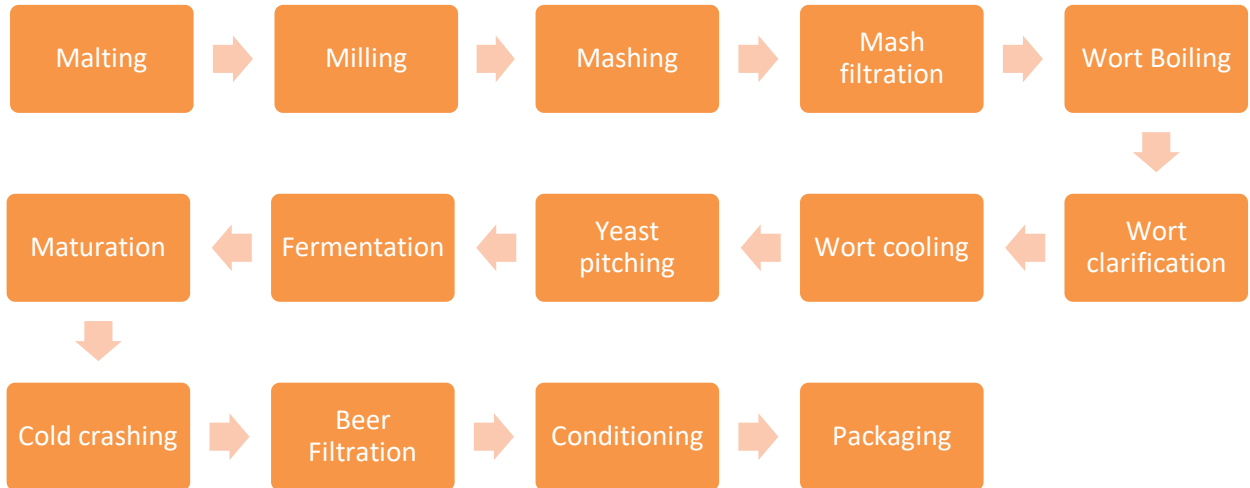
## **Opportunity**

- Trend of Craft breweries in Indian on the rise
- Improving product stability at room temperature will lower attrition due to defects.
- Beer on tap may boost sales.
- Expansion to Tier 1 cities like Bangalore and Mumbai.

## **Threat**

- No proper governing body for craft breweries so mega breweries can also call themselves craft
- Consumer's preferences can easily change to other alcoholic beverages.
- Competition from other craft breweries increasing rapidly especially in tier 1 cities.
- Sudden changes in Govt. regulations may affect operations.

## Production/Brewing Department



### Brew House Operations

- There are series of operations that are to be done in order to brew beer.



- These are the operations which are done on hot side.
- In order to process these operations different equipment are used.
- Hammer miller/roller miller for milling.
- Mash tun/lauter tun/Mash filter for mashing and lautering.
- Wort kettle for wort boiling.
- Whirlpool or centrifuge for wort clarification.
- Plate heat exchanger(PHE) for wort cooling.

### Milling

- Milling is the process of breaking the malt grains into 2-3 parts/into powder form in order to expose the starch.
- Milling can be done using 2 equipment.
  1. Hammer milling
  2. Roller milling.
- In hammer milling the malt will get powdered. In roller milling you can control the milling consistency.
- If you are using Mash tun/Lauter tun then you need roller milling.
- If you are using mash filters then you can use hammer milling.

### Mashing.

- Mashing is the process where the milled grist is mixed with water and exposed starch from the malt is converted into simple fermentable sugars using enzymes present in the malt.
- There are 4 types of mashing.
  1. Single step infusion mashing
  2. Step mashing
  3. Decoction mashing
  4. Double decoction mashing.

Here in GBC Step mashing and double decoction mashing are used.

### Mash Filtration/ Wort separation.

- Mash filtration or wort separation is the process in which the liquid containing all sugars is separated from the solids.
  - The liquid is called as wort and the solids are called as spent grains.
  - The wort separated will contain the sugars extracted from the grist.
  - Wort is like media for the yeast.
- 
- Wort Boiling and whirlpool(Wort clarification).
  - Once the wort is separated, it is boiled using steam or heaters.
  - Hot side additions like yeast nutrients, hops are added during the wort boiling.



- During the wort boiling following things happen.
1. Sterilization.
  2. Evaporation of volatile off flavors.
  3. Hot break (Trub) formation.
  4. Alpha acids isomerization/ hops utilization.
  5. Enzyme deactivation.
  6. Millard compound formation.
  7. pH drop.

#### Wort Boiling and Whirlpool

- Whirlpool is the process in which the trub is allowed to settle in between using centripetal force.
- Usually wort boiling and whirlpool is done in a single vessel called as wort kettle.
- Once the trub is settled down, the wort is taken out for cooling without disturbing the trub.
- Trub formed in this part is called as hot break or hot trub.
- Hot trub contains protein + polyphenol, protein + tannin compounds and hop debris.

#### Wort Cooling.

- In order to pitch the yeast the wort must be cooled down to proper temperature.
- If the wort isn't cooled down properly, yeast may die or may enter into stress producing off flavors.
- Usually PHE are used for cooling the wort.

### Yeast pitching and Fermentation

- Fermentation is a biochemical process in which sugars are converted into acids, alcohols and CO<sub>2</sub>, with the help of microorganisms and enzymes.
- In brewing yeast is used for fermentation to produce ethanol and CO<sub>2</sub>.
- $C_6H_{12}O_6 \rightarrow 2C_2H_5OH + 2CO_2$
- Two types of yeasts are used in brewery, Ale yeast (*S. cerevisiae*) and Lager yeast (*S. pastorianus*).
- Yeast is pitched according to the pitching rate.
- Fermentation goes on for 5-8 days for ales and 10-12 days for lagers.

### Maturation

- Maturation includes all the transformation between end of the primary fermentation and yeast removal.
- Immature beer is called as green beer.
- Maturation is required because fermentation tend to produce flavors that are considered as undesirable in finished beer.
- These flavors mainly include, Vicinal Diketones( Buttery tasting diacetyl, honey like pentanedione), Hydrogen sulfide (Rotten egg), and Acetaldehyde (Green apple).
- During maturation these flavors are reduced either by yeast or by other organic chemical pathways.

### Cold Crashing

- Cold crashing is reducing the temperature to 0-4°C.
- It is done to settle down the yeast and cold break.
- Once these are settled down they are removed from the beer.
- The remaining haze and yeast are removed during the beer clarification.

### Beer Clarification

- Beer has to be filtered before it is bottled.
- Beer is clarified using either centrifuge or filters.
- Here the yeast and chill haze is removed.
- After beer is filtered, it is transferred to BBT.

### Beer conditioning.

- Carbonation of the beer is called as the conditioning.
- Carbonation can be done in two ways, natural carbonation and forced carbonation.
- Conditioning can be done in following ways
  1. Tank conditioning
  2. Cask conditioning
  3. Bottle conditioning.

# **Marketing Department**

The main objective of a marketing department is to ensure that a brewery's marketing strategies and sales plans. They are also responsible for organising advertising campaigns, managing sales staff, organising promotional events and discovering new sales opportunities.

- Develop a sales plan for the brewery's products – They develop a comprehensive sales plan with: marketing strategies for each product line, customer demographic analysis, sales forecasts, and growth strategies. The sales plan also examines pricing structure, revenue goals, sales locations, customer retention strategies, advertising avenues, and sales team activities.
- Manage sales and promotional events – The brewery occasionally runs sales and promotional events in-house or at parties. The sales and marketing manager must ensure these events are well-run and promote the brewery in the best way possible.
- Analyse customer demographics and market trends – The marketing manager will analyse the demographics of both current and prospective customers. This information is used for developing market strategies and new products. They will also analyse market trends to identify which kinds of products will be popular in the future.
- Research competitors – Competitor knowledge helps the brewery to develop products that are correctly promoted and priced to succeed in the marketplace. The marketing manager investigates and analyse competitors to identify new sales opportunities for the brewery.

## **Sales Department**

The main objective of a sales Department is to ensure that a brewery's sales goals are met.

- Create a sales strategy for the brewery – The sales strategy will explain the best way to position the brewery's brand in the market.
- Create sales forecasts – The sales manager creates and distribute sales forecasts to the other departments within the brewery. This allows the brewery to adjust production levels and organize logistics.
- Develop relationships with key customers – Relationships are very important in the brewing industry. The sales manager develops relationships with key customers to sell more products and ensure they remain happy.
- Present sales reports to management – They must present sales reports to upper management. These reports will range from marketing plans through to detailed sales analysis reports.
- Supervise other staff – The sales manager works closely with the sales and marketing team at the brewery. They must ensure that the staff is working productively to generate sales.

## **Packaging Department**

Once the beer is conditioned then the beer is filled in following containers.

1. Bottles
2. Kegs
3. Growlers
4. Cans
5. Barrels

## **SUGGESTIONS**

- Social media would be a great platform for the company to grow its reach. Posting about their existing product on their website and other platforms like snapchat, Facebook, Instagram etc. and creating a huge social media launch of every new product they launch.
- Having influencers market their product for them. Letting them conduct giveaways of the product so people reach out and participate in contests like this
- As being a local brewing company, they can partner with local businesses like the ones who make printed dye t-shirts or handmade posters etc. and grow the brand even more by sharing these t-shirts and handmade posters which locals as they buy their products.
- Company should focus on what makes its different from other local competitors. Keep their traditional beers and not let the recipe go out of hand.
- Hosting events in Goa is a major turning point to almost every small local business if they click. Participating in events and sponsoring them for the event would give a big reach to the product and will increase sales.
- Give out some discounts and gifts while people buy the product for the first time. This way they can keep the customers interested.
- Make the best packaging for the customers to be all attracted to the product.
- Give heavy discounts to the distributors as they are the ones to sell your product and recommend them to people.
- Establish proper supply chain management.
- Shift to commercial brewing instead of micro-brewing

## CONCLUSION

The internship was taken for the period of 8 weeks at Goa Brewing Company in Sangolda Goa. This study gave me an opportunity to learn about how the beer industry works and how things are carried out in a brewing company. I had a great time talking to the employees about how they fulfill their roles and responsibilities towards a given task. This gave me a good opportunity to convert all my theoretical knowledge into practical work.



**thank you**