

# **SANTOSHI PACKAGING**

## **SUMMER INTERNSHIP REPORT - 2022**



**Submitted By:**

**Name: Shradha Naik**

**Roll No: 2150**

**Under the Supervision of**

**Ms. Priyanka U. Naik**

**Assistant Professor of Management Studies**

**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 “Santoshi Packaging” 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: 8th July 2022

Place: Goa University

Shradha Naik

Roll No.: 2150

## CERTIFICATE

# Santoshi Packaging

*Manufacturer of Corrugated Boxes, Partitions & Plates*

### Internship Completion Certificate

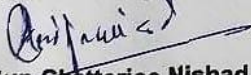
Date: 8/07/2022

This is to certify that **Miss. Shradha Naik**, 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 **Santoshi Packaging**

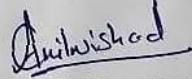
During this period, she was involved in four department Purchase, Quality, Production, Accounts. she was found very dedicated, very responsible on daily given task. The entire management is fully satisfied with her.

We wish good luck and all the success for his carrier & bright future ahead.

Authorised Signatory

  
**Arjun Chatterjee Nishad**  
(Managing Director)



  
**Anil Chatterjee Nishad**  
(General Manager)

Shed No: C-4, Phase 2, Margao Industrial Estate, Sao Jose de Areal,  
Margao -South Goa. Email: [santoshipackaging@gmail.com](mailto:santoshipackaging@gmail.com)

## **ACKNOWLEDGEMENT**

I want to express my sincere gratitude to Mr. Arjun Nishad, the managing director of Santoshi Packaging, for giving me the chance to work as an intern for their company. I also want to thank the entire staff for their cooperation, advice, and support throughout my internship. I was able to learn the most from the many tasks that were given in relation to my project report.

I also want to express my gratitude to Ms. Pryianka Naik, our respected mentor, as well as to all the faculty members for their important advice and guidance throughout the internship programme and for giving me the chance to start this report.

I'd want to close by expressing my deep appreciation to my family and friends for their constant support and for allowing me to concentrate all of my time to work while I was an intern.

**Shradha Naik**  
**MBA PART I**

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## **1. EXECUTIVE SUMMARY**

MBA is a necessary step into the management career, and in order to build good managers, exposure to the real world must be combined with theoretical learning.

To be a person with the right skill, one needs both theoretical and practical knowledge and understanding.

As part of my MBA course requirements, I completed a summer internship at Santoshi Packaging, a manufacturing unit where I was able to observe and gain a deeper understanding of the organization's basic operating processes and procedures as well as learn about shifting market trends.

The internship report highlights the essential tasks that were done for the organisation as an intern. The goal of the report is to identify and describe the analysis performed, task completed, and experience had, and manufacturing process knowledge gained as well as to interpret them.

## **2. OVERVIEW OF CORRUGATION BOX INDUSTRY**

When it comes to packing, whether as a primary pack, secondary pack, or a transport container, corrugated boxes, often known as cardboard boxes, have significantly improved. The industry's main raw material is Kraft paper. More and more products, including canned goods, chemicals, pharmaceuticals, electrical equipment, clothing, and other commodities, are being packaged in corrugated boxes.

Corrugated cardboard sheets are stacked to create corrugated boxes. Typically, the layers are 3, 5, or 7 ply, depending on the requirements of the client. The air that is trapped between the sheets acts as a shield to keep the contents of the box from degrading. Corrugated boxes offer a number of benefits over alternative packaging materials, including strength, lightweight, flexibility, high durability, and preservation of the freshness of the goods packed. Because they are created without the use of hazardous chemicals and are simple to recycle, these boxes are also advantageous for the environment.

In an article published by future market insight, the corrugated box industry is predicted to grow at an actual CAGR of 5.0 percent between 2022 and 2032. The compound annual growth rate (CAGR) shows us how much we have made on our investments annually over a specified period of time.

According to information on the Udyam Registration portal, corrugated paper, paper board, and paper board containers are manufactured is a business activity that 14,530 MSMEs have registered under.

Demand for the product is also being increased by the expanding usage of these boxes as a successful marketing strategy for shelf-ready packaging (SRP) and retail-ready packaging (RPR).

India is the ideal location for the production of corrugated boxes since the labour cost here is inexpensive, and has a bright future in terms of technological advancement. The corrugated boxes come in a variety of forms and sizes and are foldable, lightweight, cost-effective, and eco-friendly. Thus, all these factors add economic value to corrugated box manufacturing units.

### **3. ABOUT SANTOSHI PACKAGING**

#### ***VISION***

- ✚ We are close to setting up an automatic plant for higher production capacity, to catch up with the market on the interstate, and to be one of the best corrugators in India.

#### ***MISSION***

- ✚ To meet customers dynamic packaging needs by providing innovative, productive, cost-effective, optimized, and eco-friendly packaging solutions, continually adding value to their business growth.

A major producer and supplier of corrugated boxes for more than ten years, Santoshi Packaging is a corrugated box manufacturing business with its headquarters in Sao Jose de Areal, Margao IDC. It consistently produces boxes of great quality. The business and its employees have put in a lot of effort over the years to become a recognised player in the market. They also have a separate subsidiary named "Nishad Packers," which has been successfully serving the market for 27 years and manufactures corrugated boxes.

Santoshi Packaging provides the best packaging solutions, to protect the boxes from getting damaged by moisture and unsafe packaging, the quality of the boxes is checked toughly which also helps in preserving freshness and maintaining the shelf life of the commodities.

The manufacturing shed and stalk godown are part of the 1200 square metre space floor of the Santoshi packaging plot. They have been operating in the business sector for more than 10 years, which has helped them to understand the market's needs and the necessary level of quality.

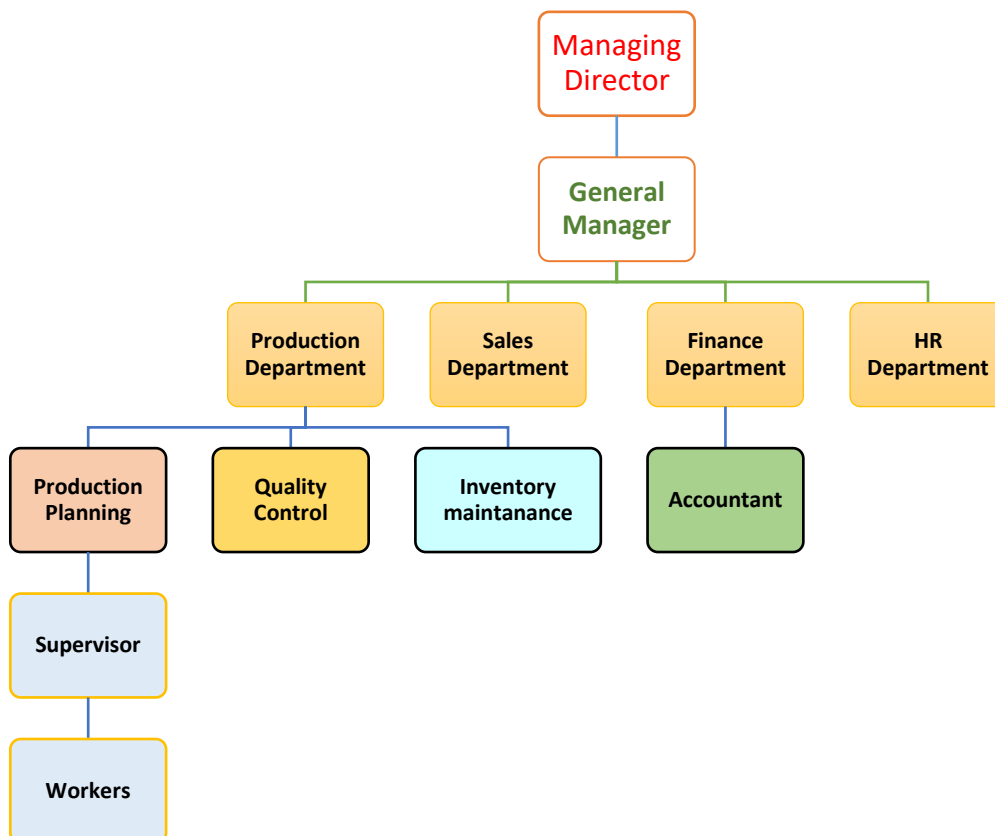
The company manufactures boxes for a variety of industries, including pharmaceuticals, consumables and commodities, distilleries, and many more. The business is accredited to ISO 9001:2015, and it complies with all Indian legal standards.

They source high-quality raw materials from reputable Indian vendors to ensure that all of our goods satisfy international quality standards and norms, ensuring greater durability, reliability, and availability in a variety of sizes, shapes, and designs.

Santoshi Packaging is a B2B business where its clients include Kanasai Nerolac India Pvt.ltd, Blue Ocean Beverages Pvt ltd, Sandu Pharmaceuticals, Aditi Enterprises, Incredible Food & Beverages, Euphoric Beverages, R.M Beverages, Starflex India, Real Mazon India Ltd and Prident Graphics.

## 4. ORGANISATIONAL STRUCTURE

The organisational structure determines the hierarchy of personnel and departments, as well as the flow of information inside the organisation. It is also the formal structure of an organization's positions, responsibilities, and interactions.



**Fig I: Organisational structure of Santoshi Packaging**

### MANPOWER

Manpower	No. of workers
Unskilled	5
Semi-skilled	9
Skilled	7
Accountant	1

## 5. **DEPARTMENT ANALYSIS**

### **No. of Departments in the organization**

1. Quality control department
2. Sales department
3. Finance department
4. Production department

#### **5.1 Functioning of the departments**

##### **➤ Quality control Department-**

Inspection of the raw materials takes place in the quality department; a quality certificate is issued by the company to its clients hence the testing is done at every stage of production. The adhesives such as corrugation gum and pasting gum are tested using a tool called viscometer, viscometer cups are made up of copper the readings should be between the range of 27 to 35 seconds, which determines that the gum is good to use and if the readings are less than 35 seconds, which means less water and more chemicals has been added to the gum paste. The GSM tester machine is used to check the GSM (weight) of the box; also, the moisture is checked with a moisture meter. A box is rejected if it's not as per the quality standard.

##### **➤ Sales Department**

The boxes are manufactured and dispatched according to the P.O requirement. The sales department ensures that there is no delay and that all the orders are fulfilled on or before the due date of delivery. A detailed sales record is maintained. The following categories make up the corrugated cardboard market: Food & Beverages, Industrial, Pharmaceutical, Cosmetic, and Others. Food and beverages can be held easily by corrugated cardboard. Additionally, cardboard is frequently used in industrial applications. In the pharmaceutical business, corrugated cardboard is also used for medicine packaging; hence, the market segmentation is done by;

##### ***i. By Type of Ply/Box:***

Sales of boxes with 5 and 7 ply are increasing. Since 5-ply and 7-ply type boxes, which increase the strength of the box and are utilized in place of 9-ply type boxes, are now created by entirely automatic machines, these boxes have dominated the market.

##### ***ii. End-User:***

In India, the FMCG industry has dominated the corrugated box market. The automotive, textile, and electronics & appliances industries made major contributions after the FMCG industry. Other end-users such as paints, pesticides, distillery products, e-commerce, home goods, and textiles provide the smallest total.

*iii. Brown/coloured Box:*

When packing and storing goods in a warehouse or godown, end customers prefer non-coloured corrugated boxes. In response to market demand, coloured boxes are regularly created and used to package children's products such as toys, games, and soft toys.

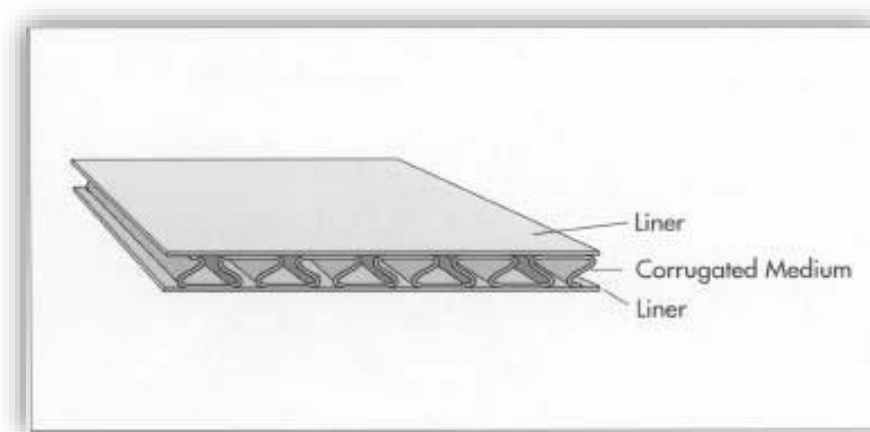
- **Finance Department:** All the finance matters such as preparing of the invoice, delivery challan, financial statements, GST filling, data entry for purchase, sales, payment, receipts vouchers, maintaining purchase and sales ledger register, cross-checking of the purchase, sales records, payment is done with the concerned party. There is an accountant and chartered accountant that look after the finance department.
- **Production Department:** Production planning is done depending upon the stock of raw materials available in the godown then as per the purchase order specification of the box the production takes place. The party sends samples if it has a new box design, accordingly, the type of paper is ordered, size, measurement, and top paper requirement have to be considered for a new box design, first, five samples of the new boxes are manufactured by the company and sent to the concerned party for testing the production starts as soon as the approval is given.

## 6. CORRUGATION BOX MANUFACTURING PROCESS

### 6.1 How are Corrugated Boxes manufactured?

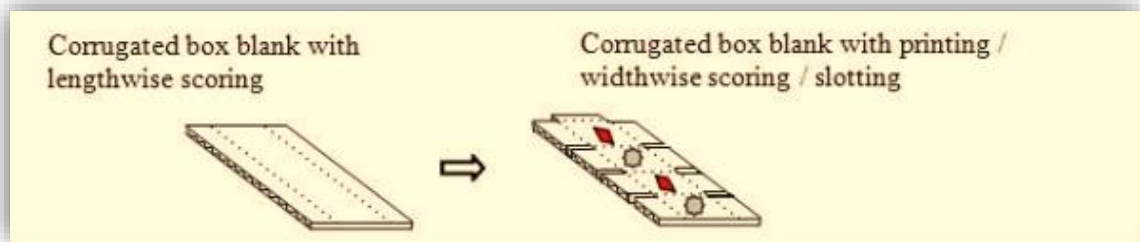
#### a) Container boards converting and gluing process

- The process starts with purchasing the raw materials, the raw materials such as Kraft paper, Duplex paper, stitching wire, and pasting powder all are purchased from different suppliers.
- The paper roll is fixed in the corrugation machine to start the process the machine operator then sets the number of sheets required so that the machine stops automatically once it cuts the paper into required sheets, the corrugation machine cuts the paper in rectangular shapes.



A finished piece of corrugated cardboard consists of a single corrugated layer sandwiched between two liner layers

- A flat paper sheet (liner) is glued to one or both sides of a corrugated paper to create corrugated board. By running two layers of Kraft paper through a corrugating machine, corrugated board is created. After being run through heated rolls, one layer of paper becomes corrugated, and the other is brought into touch with it after the first has glued at the points.
- When only one liner is utilised, the sheet is referred to as "Single face" or "two ply" board. There is only one flexible point on this board. A corrugated material known as "3-ply board" or "double-faced board" has flat sheets attached to both sides of it. Similar to how thicker boards, such 5-ply, 7-ply, and 9-ply, etc., can be made by pasting board,



### b) Converting sheets into boxes

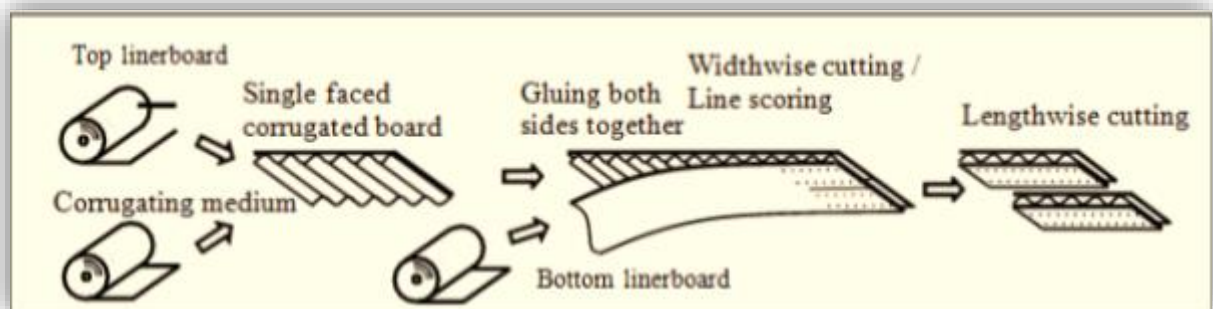
The corrugated sheets are assembled together accordingly as 3 ply, 5ply, or 7 ply to make boxes. In order to continue turning the box blanks into finished boxes, they are then sliced or die-cut into specific forms.

### c) Top paper pasting

The top paper is glued to the sheets after the sheets have been stacked. The top paper is a printed sheet that displays the company's name, logo, address and other product information printed on the box. Since the company only has one colour of printing equipment, the top paper can only be produced in one colour i.e., black, blue, or red, thus a different company is hired to print it in multiple colors.

### d) Printing Process (Single colour printing)

This process is done by Flexo printing machine (Single colour printing machine) it uses flexo inks to print which is black, blue or red ink. The patterns and the necessary font that will be printed on the box are created in a pattern shop on large, stretchy sheets of rubber. The big rollers in the flexo are loaded with dies and patterns, and the box blanks are automatically passed through them so that they get the exact pattern on the box. Each blank is trimmed, printed, cut, scored, and scored as it travels through the flexo's rollers.

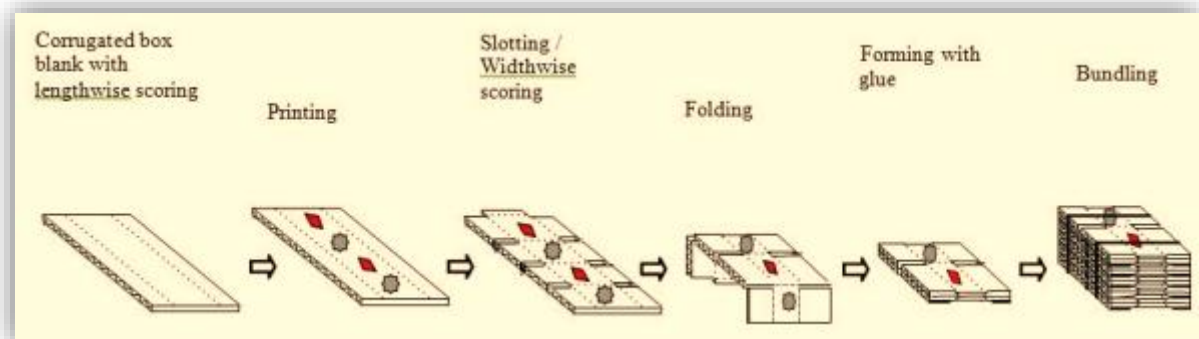


#### e) Punching Process

- When cutting out precise shapes from printed box blanks, die cutters use cutting dies. The two types of die cutters that are used most frequently are rotary and platen. The rotary cutter machine cuts the sheets in proper sizes as per the client's requirement. Die cutters are however also utilized in combination with flexo printing machines.
- Die cut-outs blades are made by another company and are done in accordance with the brand owner's specifications. Those die cut-outs blades are placed into the flat belt punching machine which punches the boxes, also smoothing the edges of the box cut-outs. Additionally, rotary and slotting tasks are performed by die punching machine.

#### f) Stitching and Bundling

In the end, the box joints are pinned by the stitching machine or glued by the worker as per the client's requirement; it is also that stage where if the boxes are not folded properly while stitching the boxes are rejected. The boxes are finally bundled and strapped by the strapping machines. The bundles are then stacked or loaded into the trucks for shipment.



#### g) Partitions and plates of the box

Some brand owners need the partition and plates for the boxes, so the partition cutter machine cuts the partitions and plates accordingly so that the partition, when placed into the box, is properly fitted. A worker then bundles and straps these partitions and plates and loads them into the trucks.

## **7. Purchase Procedure**

### **1) Deciding the sources of supply: -**

The purchasing department investigates various sources of supply for various raw materials as well as the needs of the organisation. Past purchase experience, new suppliers in the market, and consulting businesses that do the same business are used to select an appropriate supplier.

### **2) Invite for Quotation:-**

The purchasing department then requests quotations from various sources of suppliers. The best quotation is chosen in terms of cost and quality. All of the quotations are then evaluated, assisting the purchasing department in selecting the best suppliers.

### **3) Selecting the supplier:-**

The price provided by the supplier, the date of delivery, the quantity discount, the conditions of payment, the credit period, the discount, and the method of payment and delivery are all taken into consideration by the purchasing department when selecting the best supplier.

### **4) Request for purchase:-**

The supplier receives the purchase order, which includes the company name, mill name, product code, purchase order number, item description, and needed quantity, so that there is variability in paper quality and there is less of a raw material shortage, raw materials are bought from different sellers.

## **8. Market Structure of Santoshi Packaging**

There are 17 corrugation manufacturing units in and around Margao IDC, as well as 110+ corrugated box manufacturers in Goa. Santoshi Packaging faces stiff competition from Borkar Packaging, Morden Packaging Industries, Ganesh Packaging, and other strong competitors, but the company's unique selling point is that they always make an effort to satisfy every customer by providing customised boxes and quality assurance. Other large corrugated manufacturers, such as Borkar packaging and Super packing, only accept large orders, whereas Santoshi packing packaging accepts orders of all sizes, from small to large.

There are many buyers and sellers at the market, and people are free to enter and leave at any time. As a result, the market structure can be characterised as monopolistic competition. Customization, quality, and preference differentiate the products.

### **8.1 Demand and Supply Forecast**

The company receives maximum orders from their existing customers on regular basis, for new customers, the company first produces samples of boxes once these samples get approval from the new customers further production is carried out, and timely customization of the box happens if there is any product development request from the customers. The demand is forecasted on the purchase order received by the company and accordingly, boxes are supplied as per the purchase order. Although factors such as shifting to substitute products, product development, or closure of the brand owner's company are factors that may affect the demand for the boxes of Santoshi Packaging.

**The elasticity of Demand:** The majority of orders come from distilleries, pharmaceutical companies, and food and beverage companies, where demand keeps increasing despite the price changes; therefore, this situation can be called perfectly inelastic demand.

**The elasticity of Supply:** The supply of the boxes depends on the quantity that is demanded. Since there is a continuous demand for the pharma and food & beverages products irrespective of the price change the supply of the boxes will also increase, thus this elasticity of supply can be called perfectly inelastic demand.

## **9. INDUSTRY ANALYSIS**

### **9.1 Porter's Five Forces Analysis**

#### **1) Threats of new entrants: (High)**

There is already competition within the company, where there are roughly 17 companies that produce corrugated boxes, and there is a high probability that new competitors will enter the corrugated box packaging market. These competitors may offer innovation and new ways of doing things, which would put pressure on Santoshi Packaging to lower its prices, reduce its expenses, and offer customers new value services. The business must handle all of these challenges and put in place efficient barriers if it wants to keep its competitive advantage.

#### **2) Threats of substitutes: (Moderate)**

Increasing preference for economical, eco-friendly, and lightweight packaging by end-users (automobiles, pharmaceuticals, food, and beverages). Plastic crates and plastic wraps can be substitutes for corrugated boxes.

#### **3) Competitive Rivalry: (High)**

The market is divided, with various small and big manufacturers competing for market share and quality. The following are some of the market players around Margao IDC: M/s. Packing Technics (India), M/s. Rehana Packaging, M/s. Mahadev Plywood & Furniture, M/s. Durga Packers, M/s. Super Packaging, M/s. Ganesh Packaging, M/s. Borkar Packaging Pvt. Ltd., M/s. Raigur Industries, M/s. Paper pack.

#### **4) Bargaining Power of customers: (High)**

Because there are so many suppliers of corrugated boxes in the market, brand owners have the most bargaining power in the corrugated packaging industry. These brand owners are putting pressure on the business to deliver better goods, better customer support, and more affordable prices. For finished goods, a lot of storage space is required. Switching costs are lower on the other side, customers put pressure on the supplier to distribute the goods where they can easily and at very low prices access the resources. This would reduce the company's profit margin because customers have more influence than suppliers.

#### **5) Bargaining Power of suppliers: (High)**

Because price of the box is determined by the cost of raw materials, suppliers have more bargaining power than box manufacturers. If the cost of raw materials such as Kraft paper, adhesives, and stitching wire rises, box manufacturers will ultimately suffer higher manufacturing costs; however, if raw material costs fall, so do production costs.

## 9.2 PESTEL ANALYSIS

### **Political Factors**

- ❖ Change in stability in political system can impact the packaging industry. India's demonetization, which had an effect on firms operating there from 2016 to 2017.
- ❖ Changing government policies which can increase the prices for pulp, fiber, container, including increased freight costs, rising prices for inputs such as chemicals and other raw materials, as well as wars like the Russian invasion of Ukraine, all have an impact on businesses.

### **Economic Factors**

- ❖ In an economy, macro-environmental variables including the inflation rate, savings rate, interest rate, foreign exchange rate, and economic cycle impact demand and supply. While microeconomic variables like industry standards have an impact on the firm's competitive advantage.
- ❖ There are about 10,000 corrugators in India, and they generate an annual production of 45 lakh tonnes. More than five lakh people are employed directly and indirectly by the industry, which is dispersed and dominated by micro, small, and medium-sized businesses.
- ❖ It is become harder for the packaging sector to maintain its profit margin due to the rise in the cost of almost all raw materials, especially Kraft paper, which accounts for 70–75 percent of the total input cost. Santoshi Packaging buys Kraft papers from paper mills in Karnataka, where costs have gone up by Rs 2,000 to 2,500 a ton over the last two to three months.
- ❖ Additionally, unexpected circumstances, such as the covid pandemic, which caused workers in factories across the nation to return to their homes, have also had an influence on the corrugation industry, which has led to an increase in unemployment. The price of pulp, Kraft paper, waste paper, and sticky gum has grown significantly since the Covid outbreak started.
- ❖ In the middle of the continuous instability brought on by price rises, the ministry of finance raised the GST on corrugated boxes by an additional 6 per cent. price of raw materials like glue and sewing wire has significantly increased, and transportation cost has also increased due to increased gas prices, frequent power failures, and a labor shortage which also makes up for the additional cost. Customers sometimes are not willing to accept a price rise despite all of these unfavorable situations.

- ❖ The government must therefore come up with ways to reduce the import duties on Kraft paper and other necessary papers. Campaigns on costing and managing waste should be carried out in order to help corrugators in the timely purchase of raw materials and protect the packaging industry.

### **Social Factors**

- ❖ Social factors include age distribution, career views, population growth rates, local cultural traditions, health awareness, and safety. Packing is important for successful exports and imports, whether they involve food or pharmaceuticals. When creating a firm's unique packaging solutions in this market, it is important to take into account various cultural norms, climate zones, languages spoken and demographic concerns.
- ❖ The shipping route and timing are determined by the geographical features of the targeted country and thereby, by the distance from the production site. The country's climate also affects the material choice for packaging. For example, packaging in a tropical climate requires different paper quality, size, and shape than in a dry climate. Besides this, local storage conditions must be followed. Companies must be aware when printing product information and disclaimers on packages because they may vary from one country to another.
- ❖ Customs often change very slowly, but trends change continuously. Similar colors and shapes in various cultures can create both good and negative thoughts. In addition to considering age distribution, urban and rural expectations. Language can cause major differences in how a product is presented for example: A company may change the language printed on the package according to the country's language.

### **Technological Factors**

- ❖ Advancements in technology are a result of brand owners' aim to increase product recognition. The popularity of e-commerce and advancements in digital printing technologies has greatly helped the corrugated packaging industry's rapid growth. These developments increase the effectiveness and efficiency of packaging and shipment.
- ❖ For groceries, medicines, and other products, this new and enhanced form of packaging has been introduced integrated sensor technology. Barcodes and QR codes, which increase functionality, durability, and convenience of the shipping process, are being used more and more in packaging. These innovations make it simpler to monitor packages to make sure they aren't being tampered with.

- ❖ Although there were significant supply chain issues during the COVID outbreak, packaging was still in great demand. People's worries about spreading or getting the virus have resulted in an increase in the sending and receiving of packages from online shopping the number of packages shipped from one end to another end, thereby increased the demand for the corrugation industry.

### **Environmental Factors**

- ❖ Future years support the development of more eco-friendly packaging methods. With the new plastic tax scheduled to take effect in 2022, many companies are choosing to utilise paper packaging rather than plastic packaging in an effort to be more environmentally friendly. Consumers are paying more attention to using products that have a positive effect on the environment.
- ❖ But using paper instead has its own environmental drawbacks. For instance, the production of cardboard uses a lot of water, produces pollutants, and, if it is not produced properly, may contribute to deforestation. The methods for collecting and recycling waste must be improved if the packaging sector is to generate more sustainable products. New plastic substitutes like paper and bioplastics were discovered in 2021.
- ❖ Alternatives like bio plastics can be considered by those companies who use plastic wrap for packaging. Although bioplastics are not currently recyclable, they decompose much more quickly than traditional plastics when composted properly in backyard compost piles or large industrial composting facilities. Bioplastic is more efficient and eco-friendlier than normal plastic.

### **Legal Factors**

- ❖ Corrugated boxes can be used to transport goods by road, rail, or air. The weight of the box bundles during loading must not exceed the standard weight, and each box must bear certain markings, such as those that identify the manufacturer, the batch number, the standard mark, the BIS mark, and the eco mark. Additionally, the box must be produced in accordance with laws governing pollution-control, health standards, and other matters. Some of the legal restrictions include taxes on potentially dangerous or unhealthy products.

## 10. COMPANY ANALYSIS

### 10.1 SWOT Analysis



#### **Strengths**

- Production capacity per day is 20,000 boxes per day.
- Production process at every stage is double-checked for quality assurance.
- All the orders are delivered on time to the concerned party.
- Customer loyalty to the company, such as Blue Ocean Beverages, Marpol India Pvt Ltd, Sandu Pharmaceuticals, and Aditi Enterprises, which provide monthly orders of over 10,000 boxes to the company.
- In the same location as Margao Idc, the company has another expanded unit named Nishad Packers, which manufactures corrugated boxes. This was built to increase their manufacturing capacity.
- The company has skilled workers who have years of experience in the unit.

#### **Weakness**

- The company doesn't have a power generator as backup; if there is power shut down the production process slows down.
- It has only has one colour printing equipment, therefore to print multiple colours on top paper; it hires a different company, which adds to the expense.
- The company should add P.F. to the employees' salaries to encourage and motivate them.
- Due to the company's delays in paying suppliers on short-term credit, further late payment fees are incurred, adding more costs that could have been used to cover other expenses.
- During the rainy season, the carton box takes some time to harden. When a box's moisture level is above 12 percent, it is hardened in the heating room, which sometimes delays the delivery of the boxes.

## **Opportunities**

- Expanded division helps in increasing the production capacity.
- The company participates in the National Trade fair exhibitions.
- Growth in Pharmaceutical & FMCG companies has increased post-pandemic hence there is a huge demand for corrugated boxes.
- Continues demand for paper-based packaging into the sector of e-commerce.

## **Threats**

- Fluctuating paper reel prices and the cost of other raw materials, increasing transportation costs.
- To be competitive, the company must continually improve its products. To do this, it should increase its research and development spending.

## **10.2 VRIO/VRIN ANALYSIS**

### **Valuable**

Since the boxes are customised, double-checked during production, and may be changed to meet the needs of the brand owner, the company's finished items are valuable. The company values its employees who have been with it since the beginning as well as every piece of operating equipment it uses. The employees, who were initially semi-skilled, are now department heads due to their great experience.

### **Rare**

The business respects its customers. The managing director has outstanding interpersonal and communication skills. Since the company is aware of their wants, it makes a strong effort to satisfy them. Customers' requests for timely product customization are fulfilled. All department heads have great problem-solving skills and regularly look for alternative approaches to problems. The staff's dedication to their profession and their ability to work together allows them to satisfy customers. The business makes a lot of effort to provide products of a top quality, which results in generating repeat customers. Additionally, the business offers helpful advice to its clients on how to improve the design of their boxes, including recommendations on the type of paper to use and the appropriate box strength, such as 3 ply, 5 ply which is highly appreciated by the clients.

### **Imitable**

The corrugated products are extremely competitive and the process of making it is imitable because there isn't a corrugated box maker with a monopoly in the packaging industry. Other businesses imitate corrugated boxes, but what sets them apart is how much they charge and how high of a grade they produce.

### **Organization**

Due to its limited employee base, the company lacks the structured management systems, practices, organisational structures, and cultures necessary to fully utilise its resources and potential. It will be challenging to completely maximize the utilisation of the valuables, and costly resources without the internal structure and assistance in the area where the company should focus more on.

## **11. CHALLENGES FACED BY THE COMPANY**

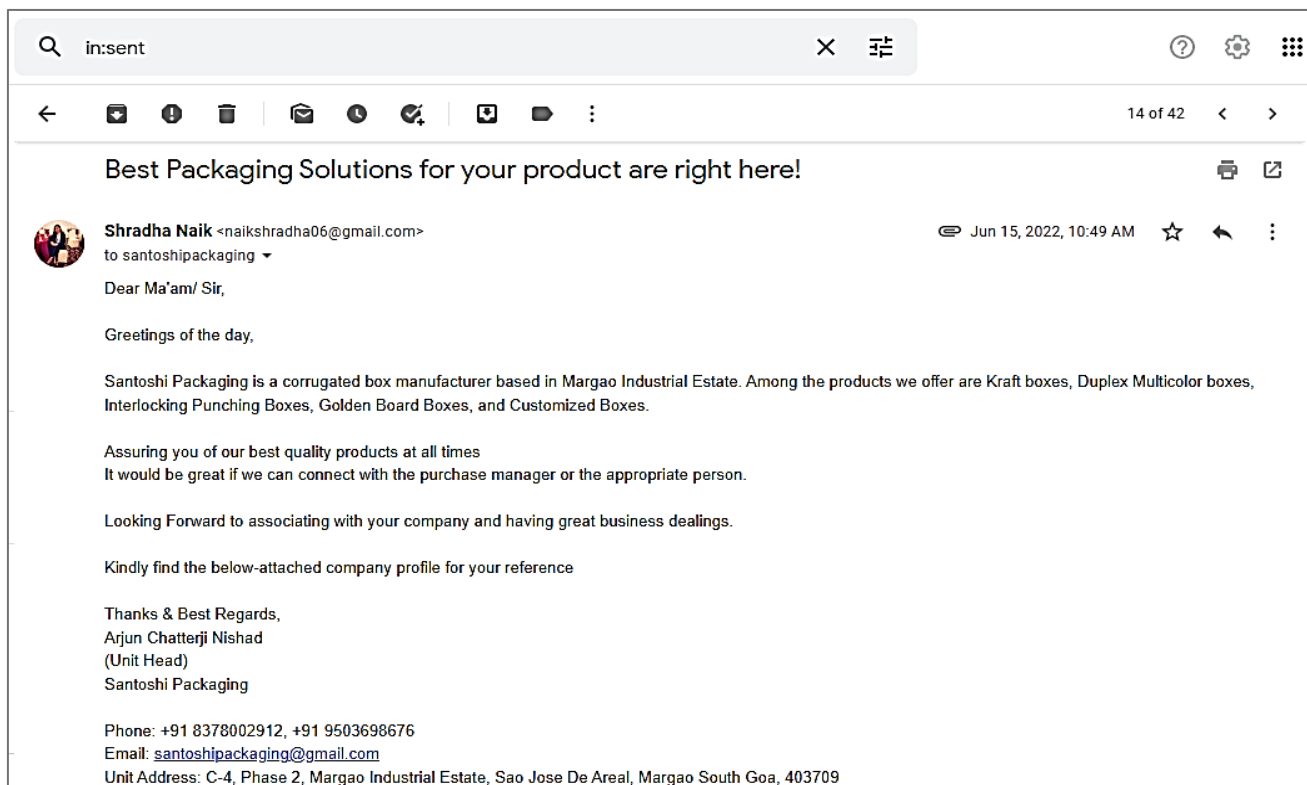
- A delay in the raw material supply prevents the manufacturing from continuing, which sometimes delays the delivery of goods to clients.
- The cost has to be agreed upon by both the parties if not then the further process is delayed.
- Most of the workers are non-Goans there are few of them who are permanent workers, they usually work for 5-6 months and they then move to their villages for the rest of the months so the gap has to be filled by other workers immediately.
- Huge competition in the market so customers are divided, so prices have to be kept fairly less than the competitors to attract more customers.
- The demand for corrugated boxes depends on the demand for the goods that are packed in them.
- The company also has to check that there is no wastage of raw materials during the production process, therefore samples are produced first, and tests are conducted before producing a large number.

## 12. LEARNING'S DERIVED

- ✚ Santoshi Packaging is a small manufacturer. Although it lacks the formal organisational structures that larger manufacturers use, the company still has excellent potential and is on a level with them. In fact, it helped me realise that small businesses are the greatest for getting a thorough understanding of the industry since we can learn every little aspect that huge businesses have already thoroughly included into their systems. I was able to put my knowledge and abilities to practice.
- ✚ I got better at connecting with and communicating with my coworkers during my internship. I was given the responsibility of marketing the product, which required me to call companies and speak with their purchase managers to promote the goods of the firms or to engage in email marketing, in which case I created suitable advertising content and sent it to various businesses. I also had to answer clients' calls to address their concerns and remind them when their payments were due. HR department instructed to develop job postings for the positions of Senior Accountant and Marketing In charge. These postings were shared on LinkedIn.

### Job postings created using Canva application





### *E-mail marketing for Santoshi Packaging*

🌈 My day-to-day activities were explained to me by the managing director, who also introduced me to the company's staff. The production manager also assisted me in better understanding the entire process of manufacturing corrugated boxes. Duties during the internship were; maintaining the daily production records, maintaining the dispatch report, creating delivery challans, noting the box specifications, and maintaining the purchase order placed and purchase received report, also created a purchase order format and quotation format for the company. Purchase order is the external document which is issued by the buyer in the name of Santoshi Packaging; it is an evidence of order conformation by the company. P.O contains the of Date, P.O number, Quantity, Size of the box, company's billing address, Tax info, Terms & conditions, Total amount payable Credit Periods.

[illegible][illegible]

## Purchase Order Quotation

### Quotation Format

- Also insisted the company to use Vyapar application, it's a billing tool that makes it simple to produce bills for things like tax invoices, delivery challans, and purchase orders, GST billing etc.



***Cutting a box piece to check the GSM***

- ✚ This GSM tester checks the weight of the box. The weight differs depending on the type of ply used 3ply weighs around 6.23g; 5ply weighs 22g whereas, 7ply weighs around 16g.



***GSM Tester***



***Moisture meter***

Additionally, the production manager also trained me to use the equipment for weighing, measuring moisture, testing bursting strength, and measuring adhesive. The moisture meter serves to check the moisture of the box, and the bursting strength reveals the bursting capability or strength of the box. Grams per square meter (GSM) are used to verify the weight of the paper and the box using the GSM tester. Both pasting gum and corrugation gum quality are checked using an adhesive tester. Every measurement was recorded, and the unit head inspected regularly.

- ✚ The moisture is checked using the moisture meter. The readings show 15.5% moisture for the 3 ply box, 22.5% moisture for the 5 ply box and 25% -30% moisture for the 7ply box. All the readings may vary depending upon the type of paper used.



*White corrugation gum*

✚ The viscometer is used to test the adhesives i.e. corrugation gum and pasting gum, with two different types of cups—B-4 and ISNO-3944B4.CUP or, Copper-based cups—were used for the test. The gum should stop flowing between the ranges of 27 and 35 seconds, which indicates that it is suitable to use.

✚ Similar tests are performed on pasting gum, which is brown in colour. Every time the gums were made, all the readings were systematically recorded.



*Testing pasting gum*

### **13. CONCLUSION**

My internship training was successful, it gave me a sense of what it would be like to work and provided better opportunities and learning before entering the actual corporate environment.

The owner's entrepreneurial journey is highly motivating. It got me thinking that having the highest degree does not always mean being successful in business—just the commitment and the willingness to work hard. In spite of challenges, he continued the family business and grew it to a position where they could achieve great success. Learned new skills from the managing director, including how to express interests, expertise, and abilities and how to ask questions to better understand the businesses of both the co-working space and other businesses in the industry, professional convincing the clients.

During the internship, I formed new relations that will be useful to me as I look for work in the future. The company's practice of following up with customers, which helps them maintain positive customer relations and boost sales, is another lesson that can be drawn from it.

Despite the fact that I believe the skills and information I developed throughout my internship training will be highly useful to me in my career, there are still some areas I need to focus on developing. I should, for instance, review how to use accounting principles and stay current with news. The experience enhanced my sense of motivation and time management abilities.

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