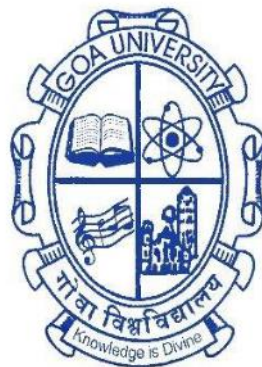




AN INTERNSHIP REPORT ON

ROBERTET INDIA PRIVATE LIMITED

SUMMER INTERNSHIP 2022



Submitted By: Sneha Hasbe

Roll No.: 2127

Under the Guidance of Teja Khandolkar

Goa Business School
Goa University
2021-2022

DECLARATION

I, Sneha Hasbe, student of MBA in Goa Business School, Goa University, declare that the project, “**Robertet India Private Limited**”, for summer internship report 2021-22, has been prepared as an integrated part of the course requirement for my MBA program under the guidance of Ms. Teja Khandolkar. I would like to request you to kindly accept the same.

I also declare that this project is made solely by me and has not been submitted to any university previously.

Date: 12-07-2022

Place: Goa University

Name: Sneha Hasbe

Roll No.: 2127

CERTIFICATE

ROBERTET
INDIA

CERTIFICATE OF COMPLETION

This is to certify that Ms. Sneha Hasbe d/o Sanjeev Hasbe student of the MBA program in Goa Business School, Goa University has successfully completed the eight weeks internship training course from 16th May to 8th July 2022 in Robertet India Pvt. Ltd.

 Mr. Santosh Samant Factory Manager Date: 09/07/2022		 Mr. Mahesh Marathe Manager Quality Assurance
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Robertet India Private Limited
(Formerly Robertet Goldfield (India) Private Limited)

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ACKNOWLEDGEMENT

I would like to express my special thanks of gratitude to my teacher Ms. Teja Khandolkar, our respected mentor at Goa Business School, Goa University for guiding, supporting, and allowing me to initiate this report. I would like to mention that without her expert advice and cooperation.

Furthermore, I am highly indebted to Robertet India Private Limited Company for giving me this opportunity to do my internship in the organization. My special thanks to Mr. Santosh Sawant, the Factory Head of Robertet India Private Limited., Goa unit, who assigned me for this internship.

I would like to thank Mr. Mahesh Marathe the Head of System Assurance of the company, who helped me in every step of the organization and also assisted me a lot with the preparation of this project. In the end, I would like to especially thank the Goa Business School, Goa University for providing the opportunity for us to do our internship and improve our working skills. I appreciate their effort toward our studies and improvement.

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EXECUTIVE SUMMARY

Robertet India Private Limited is a subsidiary of Robertet Group France. It is an unlisted private limited company having a manufacturing unit located in Pilerne Industrial Estate, Goa & head Office in Mumbai, Maharashtra.

It is one of the leading fragrance manufacturers in India and supplies fragrance compounds to many reputed industries in India and abroad as raw materials for their end products like soap, detergence, fragrance, deo's, and other FMGC goods. It is having facilities for the design, marketing, manufacture, and supply of fragrance compounds.

The company provides the best services to its clients. Robertet India Private Limited has a very good reputation in the market as the best fragrance compound manufacturer and their clients are also happy with their products. Thus it has significant bargaining power over the buyers

The company is included in a wide variety of planning, research and development, and quality control of the perfumery compound for national and international customers. It is one of the most professional companies in the country.

The company has adopted quality, thrust and punctual work completion as a way of life, and also adopted providing better, more economic, al and faster services for our customers. Customer satisfaction is their number 1 priority in our quality policy.

Robertet India also contributes to the environment by complying with CSR norms. The key operations include the mixing of chemical raw materials in proper weights. Its aim is set to become an environmentally friendly company.

Robertet India takes the most major to protect their employees, as regular training is provided for all the employees such as chemical handling, work-related MSDS training, etc. this is because the main hazard that arises from this is a chemical spillage, chemical contact, and chemical handling along with hazards associated with machinery such as noise hazards of stirrers, heaters, etc. this act can be a dangerous hazard to the environment as well as to human health.

PROFILE OF THE COMPANY

Robertet India Private Limited formerly known as Robertet Goldfield (India) Pvt. Ltd. was established in November 2015 by Joint Venture between Goldfield fragrances Private Limited and Robertet Group France.

Goldfield fragrances manufacturing India Private Limited is a part of a three-decade-old Indian fragrance manufacturing private limited company having registered office in Mumbai and manufacturing units in Goa, Chennai, and the United Kingdom.

Robertet Group is a 150-year-old family-owned business group from France having subsidiaries in America, Europe, China, Brazil, South Asia, and many parts of the world. They are pioneering in design and manufacturing fragrances, flavours, aromatic chemicals, natural raw material and serials, and active ingredients. Along with fragrance, Robertet has expertise itself in other main products including raw natural, raw materials, flavours, and active ingredients.

In December 2020, Robertet Group fully acquired shares from this Robertet Goldfield manufacturing India private limited company and now this is fully owned by the French group. Later it was renamed Robertet India private limited.

Robertet India Private limited is its registered office in Mumbai Maharashtra and its manufacturing unit at Pilerne Industrial Estate Goa. In Mumbai they have an administration office, accounts, creative centre, R&D, Procurement and, Sales departments. In Goa, they have reception, manufacturing, Quality control, and logistic departments.

Robertet India Private Limited is ISO 9001 -2015 certified, business-to-business company. Fragrance compound compounds used (Fragrance compounds consist of synthetic and natural aromatic raw materials) and supplied by them is the raw material for a variety of products like soap, detergents, deo, fragrances, body spray, roll-on, incense sticks, floor cleaner, the ingredient in many cosmetics and FMGC products. The company has tie-up with many national and international brands compounds on fragrance or aromatic compounds for their end products they are the active path partnership with these companies for design and launch of the products as well.

BRIEF OF THE COMPANY

Vision

Robertet, a natural partner of fragrances, flavours, and health and beauty products, integrates all the stages of the creative process to bring the world sustainable, organic raw materials. From seed, to harvest, transformation, extraction, refinement, and finally release: Robertet is an innovative and responsible world leader.

Mission

To create products for our customers in compliance with the requirements. To put at the heart of the company the safety, health, and the environment.

Objective

- To increase the turnover.
- To ensure profitability.
- To improve customer service.

- To be in line with the customer's expectations.
- To incorporate Health, Safety & Environment everywhere.
- To continuously improve the organization and departments.
- To be innovative & creative.
- To improve internal and external communications.
- To have an adequate level of production resources.

Background

Robertet Group is a family-owned company, founded in 1850. The Group's head offices are located in Grasse, France. Robertet Group is one of the top 10 Fragrance Houses in the world and has a rich history of over 170 years in Perfumery and Natural Raw Materials. To complete this challenging market, through long-term experience in the perfumery field and the history of Robertet Group.

With 400 ingredients sourced from 60 countries, Robertet is the 1st World Leader in Natural Ingredients. With an active presence in Flavours & Fragrances, Robertet caters to several user sectors such as Cosmetics & Toiletries, Home Care, Fine Perfumery, Savoury, Pharmaceuticals, Dairy, and Beverage etc. Robertet also offers products under "Aroma cosmetics" & "Health & Beauty" segments. Robertet group has an enviable client list associated with several global brands thanks to an international position of Creative Centres and Production Centres across the world.

Robertet India Private Limited (Formerly Robertet Goldfield (India) Pvt. Ltd.) Is a wholly-owned subsidiary of Robertet Group of France. The company was established in Nov 2015 by the Goldfield group & entered into Joint Venture with Robertet Group for up to 10 years or the years 2017 to 2020. From December 2020 the company is fully owned by Robertet Group.

Quality Policy

RIPL Quality Policy is to achieve sustained, profitable growth by creating the best fragrance solution at the most competitive prices to meet and exceed the expectations of our clients.

DESCRIPTION OF THE PROJECT

Since practical orientation is an internal part of the MBA degree requirement, I have worked in Robertet India Private Limited Company, to take real-life exposure to the activities of the organization. During my internship at Robertet India Private Limited, I have come across various functions of the company. This report has originated as the course requirement of the MBA program. I hope the report will give a clear idea about the activities of Robertet India Private Limited

The main objective of the study is to find out to which field the company belongs? How does the company work? The main focus of the company, is the market structure of the company, and how do they forecast demand, demand elasticity, and cost?

Methodology

Data collection: both the primary as well as a secondary form of information was used to prepare the report. The details of these sources are highlighted below:

- (a) **Primary source:** A collection of primary information is done by interviewing employees, managers, and observing various organizational procedures, and structures. Primary data were mostly derived from discussions with the employees of the organization.
- (b) **Secondary source:** elaborated various types of secondary data in the research. Sources like internet searches, social media monitoring, and other online data. These sources are mostly considered secondary data.

Limitations of the Study

In the course of my internship, I have faced problems that may be termed as the limitations of the study. These are;

1. Could not get proper information regarding the administrative work of the company as the Head office is located in Mumbai and the Headquarters in France.
2. Although their experts have tried their best to help me, the nature of the job is such that gives them little time to discuss.
3. Extreme work pressure restricted the officials to give us much time even if they had cordial intentions to provide information.

INDUSTRY ANALYSIS

PORTER'S FIVE FORCE ANALYSIS

Porter's five forces is a model that identifies and analyses five competitive forces that shape every industry and helps determine an industry's weaknesses and strengths. It is frequently used to identify a structure to determine corporate strategy. It can be applied to any segment of the economy to understand the level of competition within the industry and enhance a company's long-term profitability. As a result, Porter's five force model is used for decision-making purposes and facilitates companies in their planning and goal-setting processes. The strategic model assesses the external environment through five important aspects related to the industry – namely: rivalry among competitive firms, potential entry of new competitors, potential development of substitute products, bargaining power of suppliers, and bargaining power of buyers. These factors help decision-makers in understanding the industry position, as well as growth potential and trends in the industry to better steer the business. Therefore this can guide business strategy to increase competitive advantage.

The following section will briefly detail porter's five forces for Robertet India Private Limited Strategic Corporate Social Responsibility.

This analysis will easily get us all the information about Robertet India Private Limited including whatever going on within and outside the company.

1. Rivalry among competitive firms
2. Potential entry of new competitors
3. Potential development of substitute products
4. Bargaining power of suppliers
5. Bargaining power of buyers

1. Rivalry among competitive firms/ industry rivalry:

Rivalry among competitive firm refers to the number of competitors and their ability to undercut a company. It also observes and identifies the various competitive advantages and benefits that players have, along with their offerings and business strategies. The intensity of competitive rivalry is the biggest determinant of competitiveness and fuels the growth of the industry.

The larger the number the competitors, along with the number of equivalent products and services they offer, the lesser the power of the company. Conversely, when competitive rivalry is low, a company has greater power to charge higher prices and set the terms of deals to achieve higher sales and profits. As a result, players compete via pricing strategy largely. The case of lower competition in the industry, however, may also lead to the development of monopoly, and monopolistic competition markets, where consumers are often at disadvantage because of higher pricing strategies, and price collusions.

For Robertet India Private Limited Company, the industry rivalry observed are:

- Level of competition:

Robertet India Private Limited faces moderate to high competition. There is a large number of players and the market is generally fragmented. The players vary in their size of operation but compete for the same share of the market, concerning consumer segments. There are several different local as well as international players in the industry, which has also led to the transfer of new skills and knowledge for local players. Industry players continually work towards improving their business processes and offerings to maintain profits and manage costs effectively.

There are many competitive players in this industry Quintessence Fragrances Pvt. Ltd., S H Kelkar limited, Oriental Aromatics are a few local and Firminich Gauvaudan are few big international competitors for Robertet India Private Limited.

- Competitive advantage:

Robertet India Private Limited has tried to build distinctive competitive advantages through investment in research and development, and thereby works toward creating unique and strategic marketing communications. High industry rivalry also leads to a higher rate of innovation for players.

The biggest advantage for Robertet over their competitor is its large base for fragrance varieties, its expertise in nature, and support from its parent organisation which results in huge research support.

2. Suppliers Bargaining Power:

The bargaining power of suppliers affects the intensity of competition in an industry, especially when there are a large number of suppliers when there are only a few good substitute raw materials, when there are only a few good substitute raw materials, or when the cost of switching raw materials is costly. The supplier's bargaining power has a direct impact on the competitiveness of the industry as well as on the profitability of the businesses for industry players and thereby the growth potential for the overall industry.

Suppliers have more power and can drive up input costs and push for other advantages in the trade. Or when there are many suppliers or low switching costs between rival suppliers, a company can keep its input costs lower and enhances its profits.

The bargaining power of suppliers for Robertet India Private Limited is assessed below:

- Supplier strength:

Robertet's parent organization manufactures the main 20% key ingredient, however, they have a large supplier base for other aromatic chemicals and long-term contracts with specialty chemicals suppliers.

- Industry competitiveness and supplier bargaining power

The higher bargaining power of the supplier increases competitiveness in the industry. There are very large fluctuations in raw material supply and availability in the market and it also gets affected by disruption in the global supply chain, natural calamities at various parts as few specialty raw material extractions are agricultural bio products and may easily be affected by natural conditions.

3. Threat of new entrants:

The threat of new entrants refers to the threat that new competition and new players may pose to existing in the industry. The threat of new entrants also defines the competitive nature of an industry and helps strategize along with determining the attractiveness and growth potential of an industry.

New firms can easily enter a particular industry, and the intensity of competitiveness among the firm increases. If the new competition offers the same or similar products and services, it will threaten the competitive position of the business.

The threat of new entrants for Robertet India Private Limited Company stands as:

- Barriers to entry:

The industry has moderate to high barriers to entry. This lowers the threat of new entrants as new businesses and companies will not easily be able to enter the industry and compete amongst and with existing players for the same share of consumers.

It is a bit difficult for new entrants to enter this kind of industry because of industry-specific expertise and cut huge competition from existing players. From Robertet's view, it is very difficult for the new entrants to withstand against the expertise or specialty& long-term customer relations Robertet India possesses.

4. Threat of substitutes:

The threat of substitutes refers to the products or services in place of other company can pose a threat to the company. Companies that produce goods or services for which there are no close substitutes will have more power to increase prices and lock in favorable terms. These substitute products offer similar benefits to consumers.

When close substitutes are available, customers will have the option to forgo buying a company's product and the company's power can weaken. This is because consumers will have high switching costs associated with using substitute products, and may also not have alternatives available. As a result, the businesses in the industry will face higher demand and enjoy higher profitability.

For Robertet India Private Limited Company the threat of substitutes is as:

- In these aromatic industries, there are no close substitutes available for these kinds of products. Now the market trend is inclined towards natural, organic, and extracted products however they are costlier than these compounds with synthetic and natural products.

5. Bargaining power of buyers:

The bargaining power of buyers refers to the ability of that of the customers to drive prices lower or their level of power exerted on the company and the business. This pressure relates not only to offering competitive pricing to the consumers but also entails a focus on ensuring high quality of business offerings, improved customer service, and ethical production means, the bargaining power of the buyers is important in defining the competitiveness of the industry.

The bargaining power of customers can be the most important force affecting competitive advantages. This is because the pressure from the consumers can affect the seller directly, and influence his ability to produce and maintain profits. Higher bargaining power on part of the consumers can exert high pressure on the buyers to not only lower prices but also consider and work towards fulfilling other consumer demands.

For Robertet India Private Limited Company the bargaining power of buyers is as:

- Market fragmentation:
The market is fragmented in many layers and has links with various industries with long-term relations for the development of end products and these will be difficult for buyers to switch easily.
- Industry competitiveness concerning buyer bargaining power:
There is huge competition in the market from local and international players however 80% of the market share is owned by 7-8 big companies. Now Robertet holds 7th position in Indian market share and vision in top 5 in near future.
- Distribution channels and buyer bargaining power:
B to B business of Robertet covers 80% of total revenue there is direct supply to customers. However, for the remaining 20%, Robertet has a robust distribution network through their contract and distributor to cater to small business demands.
- Switching costs:
Robertet customer's switching rate is low because both Robertet and customer are involved in the customer end product development and they have long-term contracts and relationships with their customers.

PESTEL ANALYSIS

PESTEL Analysis is an ideal tool to strategically analyze macro factors in an industry environment. PESTEL stands for Political, Environmental, Social, Technological, Legal, and Economic factors.

It allows a company to form an impression of the factors that might impact a new business or industry. It also allows a strategic and systematic evaluation of a business's prospects, risks, and opportunities in a new environment.

Being part of the external analysis when carrying out a strategic assessment or performing a market study, PESTEL gives an overview of diverse macro-environmental factors that any company should thoroughly consider.

By perceiving these outside environments, businesses can maximally benefit from the opportunities while minimizing the threats to the organization.

1. What are the Political factors of PESTEL Analysis?

Political factors play an important role not only in investment decisions by transactional corporations but also by companies. Political factors are those driven by government actions and policies. It helps in knowing how government policy and actions intervene in the economy and other factors that can affect the business.

Such as government policies, Regional regulatory requirements, legal compliances, etc.

Political factors that impact Robertet India Private Limited.

Business of Robertet India is not directly affected by political stability or influence since its specialty in manufacturing these products and it supplied its end products to other industries and businesses, however, government stability or instability or direct influence from local political groups may affect the decision of the Robertet management for future expansion or withdrawal of the business.

Changes in regional regulatory requirements and legal compliances may directly affect Robertet's business as they comply with many regulatory requirements for the health of safety of the consumers as well as the safety of end products.

2. What are the Economic factors of PESTEL Analysis?

Economic factors of a country and region have a direct impact on the potential attractiveness of a given market. Some of the economic factors that should evaluate both in the present market and one in which it wants to enter are – inflation rate, GDP growth rate, disposable income level, etc.

Economic factors include the way the economy functions and the impact it has on the working of the company. An increase in the rate of inflation in the economy may affect how the company sets the price of its products. There will also be a change in the models of supply and demand in the economy.

Such as Economic growth, Foreign exchange rates, Inflation rates, corporate taxation: Corporate, Other fiscal policy initiatives, Free trade disputes, Antitrust and other anti-competition issues, Tariffs, Foreign trade policies, and Tax policy.

Economic factors that impact Robertet India Private Limited.

Economical factors of the region are very important for the business of Robertet since most of its products are in high-cost categories and operating with a very low margin-high volume business model. Small changes in corporate or product taxes or tariffs directly affect the end product costing which results in them standing in front of market competition and also may affect the net profit of the company.

Foreign trade policies may affect their business competitiveness with other rivals or other international competitors having manufacturing bases in different parts of the world.

3. What are the Technological factors of PESTEL Analysis?

Technology is fast disrupting business models across various industries. They are linked to innovation in the industry, as well as innovation in the overall economy. Not being up to date

with the latest trends of a particular industry can be extremely harmful to operations. Some of the technology trends that are impacting the macro-environment are -development is

Such as R&D activities, Automation, Technological incentives, the rate of change in technology, Developments in artificial intelligence

Technological factors that impact Robertet India Private Limited.

Matching the speed of changing technologies in the world is one of the major concerns for Robertet. Since technological improvement may affect the manufacturing technology, production or per kg cost efficiency are changing with new technologies making the market more comparative for rivals.

New technological inventions in laboratory machines are a threat to the Robertet specialties or formulations developed through extended long research and innovations may be easily accessible to competitors.

Maintaining the pace of technological innovation in the supply chain, and manufacturing is a big challenge for Robert.

4. What are the Environmental factors of PESTEL Analysis?

The environmental factor most commonly includes all that influences or is determined by the surrounding environment. It includes those relating to the physical environment and general environmental protection requirements. While the environment is more important to some industries, such as tourism, agriculture, and food production, these factors may influence a range of different industries and are worth being aware of.

Environmental factors such as Climate, Geographical location, Environmental offsets, Weather, Global climate changes, etc.

Environmental factors that impact Robertet India Private Limited.

Noise & land environment, Biological environment, Socio-economic environment, Environmental issues, etc.

Non-compliance with local environmental regulations, and pollution of noise, air, and water, may affect the business operations by local regulations and industries should have to follow these regulations.

Businesses have to abide by the Corporate Social Responsibilities (CSR) guidelines laid down by the government or regulatory bodies for the smooth functioning of the business.

Robertet's products are chemical in nature and need to comply with regulations for air, water, and environmental pollution and handling.

Due to the influence of climate change, the supply chain is not flexible it can lead to bottlenecks if shipments from one part of the world /place are delayed because of sudden climate shifts. Robertet's supply chain of natural raw materials or natural extractions is directly get influenced

by climate change and makes the raw material market very volatile. This affects long-term price contracts and supply schedules with customers.

5. What are the Legal factors of PESTEL Analysis?

The legal factors may affect both the internal and external environment of the company. The legal and regulatory environment can affect the policies and procedures of an industry and can control employment, safety, and regulations.

Legal factors include such as Employment laws, Consumer protection, Industry-specific regulations, Regulatory bodies, Environmental regulations, etc.

Legal factors that impact Robertet India Private Limited.

Tax such as GST is one of the legal factors that affect Robertet Company.

Labour laws- the labor laws in the country affect Robertet Company as well as the conditions to list the company.

Change in legal structures, labor laws, and industry-specific regulations directly may affect the Robertet manufacturing and supply setup. They bind to follow all the applicable rules and regulations by the local governing body.

Robertet has all the licensing, and system in place to comply with all these regulations including license certificates, NOCs from local governing bodies, routing records and data updation to these sites, and compliances to various legal safety tax audits, etc

6. What are the Social factors of PESTEL Analysis?

Social factors, such as demographics and culture can impact the industry environment by influencing peak buying periods, purchasing habits, and lifestyle choices. Society is important as people's culture and lifestyle can influence when, where, and how they are likely to engage with products and services.

Social factors such as Religion and ethics, Consumer buying patterns, Demographics, Health, Media, Brand preferences, Education, etc.

Social factors that impact Robertet India Private Limited.

Robertet is a supplier for many corporate customers dealing in the business of cosmetics, chemicals, and home products. These days these corporate giants (Indian as well as international) are very concerned about the environmental footprint, social responsibilities, and legal compliances in the supplier business model to stabilize the key suppliers. There are many third-party audits, agencies, and customer representatives examining Robertet systems and compliances towards these.

As a responsible manufacturer and supplier, Robertet is very kin to corporate social responsibility and has a dedicated team to monitor and control these activities within the organisation. They have a monitoring mechanism for all the natural resource consumptions (fuel, electricity, and water), carbon footprints, waste management, human resource turnaround discrimination, and follow-up of all legal regulations on the workforce, wages, reporting etc. all these reports are available on public domain for transparency. All environmental compliance monitoring and proper waste management system in place at manufacturing unit goa.

COMPANY ANALYSIS

Robertet India Private Limited Company produces perfumery and fragrance compositions made by blending raw materials with complex compositions such as perfumery natural raw materials and synthetic products or blending several compounds or pure products. It is not a single entity and does not carry out one role. It is a large-scale multinational company. In India, the company has become one of the leading suppliers of raw materials and fragrances on the Indian subcontinent.

SWOT Analysis

The description below is of Robertet India Private Limited Company SWOT Analysis, the strengths, and weaknesses are the internal factors whereas opportunities and threats are the external factors.

Strengths

Below are the Strengths in the SWOT Analysis of this Company:

- Being an MNC, the company was originally founded in 1850 in France and is one of the top 10 Fragrance Houses in the world and has a rich history of over 170 years in Perfumery and Natural Raw materials. Robertet is No. 1 world leader, which gives it a huge advantage over its competitors. Robertet India is supported by the Robertet Group. It receives guidance and support from the main group from France.
- It has a positive and adaptive attitude toward new tools for improvement. And keeps knowledge updated and finds out to ease the work till the last person.
- It has improved communication, and data sharing with other departments, through meeting schedules and reviews.
- It has availability of well-experienced staff, and has maintained experience staff and promoted new members for training. The staff members are qualified responsible staff, involved in expertise, precision, and good teamwork. Period training programs are held for new employees and refresher training for existing employees.
- Good management of resources. It has kept a proper negotiation of made raw material purchases with negotiations and bulk orders and global contracts.
- The company has good management of suppliers, including annual review and communication of rating.
- It uses Integrated System Software, which keeps updated correct data in the software system.
- Regular communication is kept with the sales/customer services and the procurement department, with active participation in weekly meetings, providing reports on material receipts and discrepancies
- They keep regular communication and proper record of the following with the transporter for timely delivery of materials at the customer's point, by keeping real-time GPS tracking for transport vehicles/ deliveries.
- Experienced staff is for production, and it maintains training for new employees and on-the-job training for fresh employees starting with small batches. And it also has a hardworking, supportive team work with coordination with teammates to achieve objectives.

- There is flexibility in machinery and resources, as it has maintained alternatives for most of the machinery.

Weaknesses

Here are the weaknesses of Robertet India Private Limited Company SWOT Analysis:

- There are limited resources which causes a setback for the company
- There is no accuracy of the despatch date to inform the customers.
- There is difficult to comply with the customer's supply schedule, as to keep following up on the materials and updating the priority list of planning on a routine basis.
- Lack of coordination in functioning within the department and between different departments.
- Slow-moving or excess stock due to cancellation of orders from the customers.
- Government policy's effects on the input of raw materials lead time.
- Monitoring of the sample submission takes time and analysis.
- Interdepartmental communication has to be improved.
- The rejection of the material is done on colour, slow-moving stock, and speculative demand. Colour specification is communicated with the suppliers.

Opportunities:

The opportunities in the SWOT Analysis of Robertet India are as mentioned:

- It is AFNOR certified ISO 9001 in 2015.
- It has involvement in the CSR committee with Robertet Group.
- To continuously improve customer interactive experience. Update customer complaint process, and improve the accessibility of customer services/ requests.
- Proactive working in the selected area of the strength of the company, for example, Naturals & Neutrals. Improved use of natural and the number of products manufactured by the group are increased in the formulation, slowly moving towards the natural in new future
- Stock is maintained according to the market trend.
- Participation in Global contract, sharing of annual data done with the Headquarters to establish global contract.
- Organised standard raw materials from competitors.
- Improved system for incoming goods tracking to ensure the schedule and availability of the transporter with a high-tech tracking system for incoming goods to reach as per the schedule.
- Supply of 'Human Capital' (e.g. standard for MNCs) which involves training to employees for improvement, training schedule introduced and distributed among them.
- Involvement of new improvements in manufacturing machinery.

Threats:

The threats in the SWOT Analysis of Robertet India are as mentioned:

- Maintenance of QMS system and its activities up to date.
- Shortage of raw materials and hike in the prices of the raw materials.
- Strong competitors in the market.
- Rejection of Finished products or order cancellation from the customers.

- Poor performance of the suppliers.
- Natural calamities or pandemics.
- Risk of damages/leakages of goods.
- Delay in delivery due to breakdown of vehicles remote place/ unknown transporter.
- Transporter's mishandling can affect customer services.
- High competition in the same field because of too many competitors in the market.

VRIN Analysis

A VRIN/VRIO analysis of the company presents a resource-based view of the on-demand media streaming business and identifies the most significant resources and capabilities for sustainable competitive advantages.

The VRIO Analysis of Robertet India Private Limited Company will look at each of its internal resources one by one to assess whether these provide sustains competitive advantages. The Robertet India Private Limited VRIO Analysis also mentions that at each stage whether these resources could be improved to provide a greater competitive advantage.

Valuable

The VRIO Analysis of Robertet India Pvt. Ltd. Company shows that formulations or the method used for manufacturing final fragrance compounds are the most valuable resource for the company. Currently, the company has an extensive list of products for most categories in cosmetics, body care, home, products e, etc. It is very difficult for competitors to competitors to compete with such an extensive product list.

The VRIO Analysis of Robertet India Private Limited Company shows that the financial resources of the company are highly valuable as these help in investing in external opportunities that arise. These also help the company in combating external threats.

The company's employees are valuable resources to the firm. Employee expertise (with vain s experience with aroma chemicals and their application) in fragrance conception (especially perfumers who design the perfumes and have extraordinary olfactory capabilities are the key resource for the company. A significant proportion of the workforce is highly trained, and this leads to more productive output for the organization. The employees are also loyal, and retention levels for the organization are very high.

Rare

Robertet specialty chemicals or naturally extracted materials take them in front of the others will be very hard to compete. The employees of Robertet India Private Limited Company are rare resources as identified. These employees are highly trained and skilled, which is not the case with the employees in other firms. The better compensation and work environment ensure that these employees do not leave for other firms.

The company's presence in some foreign countries has given the company not only higher financial strength but also higher cultural exposure and international recognition. The global heritage and experience is a rare resource that has allowed the company to enhance.

Problem-solving skills: Robertet India Private Limited Company fosters an organizational culture of problem-solving amongst its employees and management. This allows higher teamwork, creativity, and innovation in the company. The innovation in turn leads to higher competitiveness, which leads to competitive advantage and benefits for the company in the marketplace in the short run and the long run.

Imitable

Fragrance conceptions or chemical compositions are the key and are not easily imitable in terms of quality and price for others which makes them unique product manufacturers and provides an advantage.

Quality product; Robertet India Private Limited Company offers high-quality products to consumers that have been a source of the brand appeal the high and consistent quality leads to repeat purchases and increases consumption of Robertet India Private Limited Company products.

This is an inimitable resource for the company as the high quality, and specific edition are known internally to the top management of the company only.

Non-substitutable

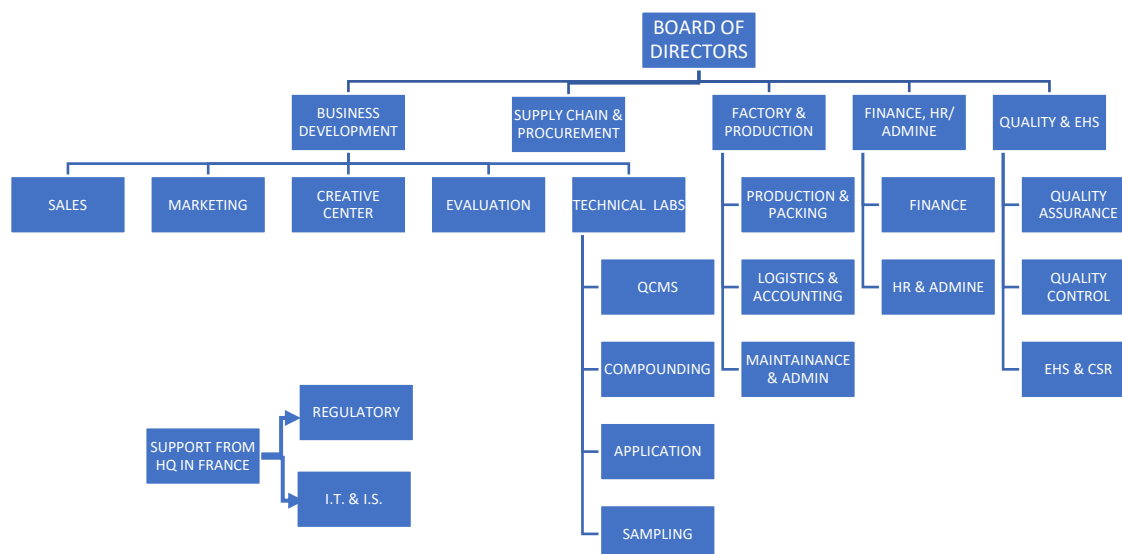
Robertet manufactures and supplies the products (fragrance compound) are one integral part of the customer end product and support the acceptability from the consumers. Substitutes or low-grade compound makes the end product less effective while complete natural products make it economically premium / not affordable for the masses

ORGANISATION DEPARTMENT STUDIES

It is a study of Robertet India Private Limited organization from a relational perspective. The focus is on networks and relations as well as processes of cooperation, coordination, and control within and between organizations.

As the department has a strong emphasis on theory-driven empirical research and teaching rooted in the social and behavioral sciences. Organizational sociology and organizational psychology are the disciplinary pillars of the research and education programs of the department.

ORGANISATION CHART OF ROBERTET INDIA PRIVATE LIMITED.



The company has a total of five departments, which are as follows.

1. Business development
2. Supply chain and procurement
3. Factory & Production
4. Finance, HR/ Admin
5. Quality & EHS

Each department does its duties properly and precisely. Heads of department are present in their office other employees who work in the production department are not allowed in the office except for the senior staff from the production department visit as per the needs or queries.

Production Department

- It looks after the production of the raw material to finished goods. Planning is the first step in the production of the material. In the production department, the first step in the production process starts with planning through each batch and a brief study is done. The manufacturing of aromatic products is done batch-wise according to the FIFO management and the client's order or as per the customization of the client's order. Production is based on or depends on the customer's order. The capacity of the production is from 1kg to 5 tonnes of raw material. Sells coordinator help to coordinate with the internal as well as the external customers of the company. From planning through the batch and a brief study is done to understand the shortages and the requirement of their supply. Production is done by batch as per the units or quantity order. Batch tickets are prepared where detailed information of formula is given to produce a particular compound base of raw material which will a part of

the original product. The batch ticket consists of various chemicals, natural oils, etc which are used in mixing to produce the compound base or scent.

- The steps in the making of the composed base are as follows:
 - Step 1. Weighting as per the formulation
 - Step 2. Mixing of the formula
 - Step 3. Stirring

Quality Control Department (QC)

- In the quality control department, testing of the quality of the material compound is done on specific parameters set by the department and or required by the client. The quality control department does testing of the raw material by checking the standard specification if the material is the same as the quality, rejecting if the quality is not up to the mark, and should comply with the original compound. The Quality Control Lab maintains strict quality parameters for raw materials and finished products. GC machines, Analytical instruments, and cool storages for samples are there.
- The quality control department first starts with the sampling of raw materials. They check the material or compound by looking at the manufacturing and the expiry date. If the manufacturing or the expiry date is less than 6 months it is not considered for the quality check, if it is more than 6 months then it is considered for the QC check. A certificate of Analysis consists is issued from the other company for check. Certificate of Analysis consists of the Buyers name, product with code, CAS no., quantity, packing, nos of packages, lot no., manufacturing and retesting date, and analysis report which consists of different parameters such as appearance, odor, specific gravity, refractive index, acid value, total isomers, as Geranyl Nitrile. If the compound material is up to the standards set, the Quality Control manager approves it for further procedure. Two samples are kept of every compound for the QC process and standard check, to check from the other batch when the same material is ordered again for production.

Logistics and Accounting Department

- The logistics and accounting department comes under the factory and production head. This department is handled in the Goa unit. The accounting part is divided into sales, purchases, and expenses. The accounting department looks at the day-to-day transactions done like despatching finished products. Inspection of all the finished products for name, weight, supplier labels, and dispatch with proper documents. The finance department in Mumbai looks after the budget planning, financial aid, and statutory requirements required overall in India. In accounting, accurate data of purchases/sales are looked upon. In the logistics department, record inventory, accounting of incoming raw material, sale of finished goods, administrative overheads, and expenses

Marketing and Sales Department

- Marketing and Sales departments come under business development. The marketing sales department works hand in hand, as there is no separate department for each. The marketing department is divided into two zones, one department in Mumbai and the other coordinated from Chennai. It helps to build a strong customer base and good customer relationships between the clients. And their function is to market innovative perfumery compounds to

their clients produced by the R&D department. Or it is market-based on customers' requirements and it is the main focus of the company's customer's requirements.

Factory Administration

- The factory administration department looks after the overall production done in the factory. It also looks after the administration of factory work, statutory requirements, and other legal works. It also looks after the local community and communications with the Government regulators. It looks after-over the administration of the factory. It also looks after Environment, Health, and Safety (EHS). And also maintains the ISO and quality management system.

RESULTS AND DISCUSSION

As Robertet India Private Limited Company is famous for its aromatic compound, flavours, and fragrances. The company is MNC, having its headquarters in France, it was originally founded in 1850 in France as Robertet Group. Robertet India Private Limited is supported by the Robertet Group. The company head office is located in Mumbai and the production factory is in Goa. It is a wholly-owned subsidiary of Robertet Group France. The company was established in November 2015 by Goldfield group and entered into Joint Venture with Robertet Group for the years 2017 to 2020. From December 2020 the company is fully owned by Robertet Group.

Their vision is predicated upon building a natural product of fragrances, flavours, healthcare, and beauty products perfumery compounds in the world with sustainable natural raw materials. With competitive world-class, international, and national companies can share enormous pride, prestige, and experience locally, regionally, and internationally around the world that elaborates their strengths and uniqueness.

The company is engaged in the production of the aromatic compound as per the client's/customer's orders nationally as well as internationally. The aromatic compounds that are produced are as per the parameters such as appearance, specifications, odor, observations, methods, etc. these aromatic compounds that are produced are high-quality products and are preferred by the companies like VVF (India), Cholayil Ltd., Marico Ltd., Reliance Wellness, Godrej, Bluemoon, ITC Ltd., etc.

The company has five departments which all supervise their work properly and sufficiently. Along with it having a young and enthusiastic workforce adds to its strengths. Also, the company executes large-scale projects. The efficiency of workers depends to a great extent on the environment in which they work. The work environment consists of all the factors which act and react on the minds of the employees. The primary aim of the company is to create an environment that ensures the team network and removes all causes of worry. For employees, the top management has introduced a safety executive department, and the EHS leader, assistant leader, and department head have the responsibility to implement the EHS policy and procedures in the organization. Health and safety committee has the responsibility to review and suggest the implementation of the health and safety practices followed in the organization. All employees are equally responsible for the effective implementation of safe working practices.

However, it has a huge global presence as compared to its global players. The online presence of the company is very high compared to its other players. You can find accurate information about the company on the internet which can be counted as a good sign of the marketing strategy of the

company. In addition, Robertet India Private Limited faces strong competition from global players as well as from Indian companies. The number of competitors is high and increasing over time and it's a big threat to them.

Robertet India Private Limited Company has managed several projects relating to all aspects. Their philosophy is to collaborate as a team and work directly with the clients to identify and understand their needs. Robertet India Private Limited Company faces moderate to high-level industry competition. There are a large number of players and the market is generally fragmented as well as the players vary in their size of operations but compete for the same share in the market concerning their customer segments. The company also has a large number of suppliers from local and international markets. The higher number of suppliers makes switching costs lower for their business.

Overall Robertet India Private Limited Company is one of the best fragrance companies in India to be certified for its quality, environmental and occupational health, and safety management system.

CONCLUSION

Robertet India Private Limited Company is overall a very good organization to start a career in. it gives one huge scope of work. Also, their pay scale is good. Moreover, their reputation in the market is significantly high and their clients are relatively very happy with the services they get from the company. This makes the organization more sustainable in the market and the organization retains the market lead. Also, the higher authorities are very friendly and have the time to hear from the employees all the time. This means their door is always open for any level of people working in the organization. Due to this behavior, the employee turnover rate is very less in the organization.

Furthermore, what is very appealing about the company is its relationship with each other as well as the way they communicate. They provide an opportunity for each employee and worker to put their points and ask them for their feedback. This helps them lead in the market and give the best of their results.

The biggest weakness for Robertet India Private Limited Company is the limitation of resources. The company has limited resources which is the main cause of setbacks for the company and the allocated resources are mostly dedicated to QA activities.

The quality of the product is high. As the company is originally from France and established in 1850 and is an MNC, has a vast experience in the market. The products are imported as well as exported to other countries. Clients like the work and encourage them by giving them more projects and contracts.

The management of the departments is very well done. As the employees are focused on all the activities from production to supply chain. Proper records of financial information and other annual reports are easily available.

Overall it is one of the best companies that produce fragrances in India, which provides the best products for its customers and tries to complete their contract in the given period, with the best results.

RECOMMENDATION

Based on the observations of the Robertet India Private Limited Company, I would suggest some recommendations as well as the plus points of the company and what needs to be improved from my point of view.

- The Robertet India Private Limited Company should concentrate on there are limited resources which cause is a major setback for the company as the allocated resources are mostly dedicated to QA activities.
- In the time they need the best marketing strategies, various training to keep so that to attract more customers.
- They need to provide an accuracy of the despatch date to inform their customers in advance.
- They need to properly place customers' supply schedules as it is difficult to comply, keep following up on the materials, and update their priority list by planning on a routine basis.
- Provide Excellence to the customer: it's one of the plus points of Robertet India Private Limited excellent customer service will evaluate their business above the rest.
- Their concern towards its workers is appreciation. They focus a lot on their safety during their working time.
- They have a good image in the market and best are known for their fragrance products in the country, therefore they should focus more on exploring their business and try to make it large by taking more contracts.
- Invest in business. If you want to earn more business you have to invest time and money into the company. This means buying new equipment and technology when needed, training the employees, and actively marketing the business.
- Be selective to be profitable. It's not enough to just earn more business. When you take on more work it has to be profitable. There's no sense in doubling the number of jobs you work if you aren't increasing your profits.
- Network to earn more work. One of the best ways to network is to join and be active in the local chapter of a trade association. Networking can be a useful tool to build brand awareness for your company, generate leads and find vendors. Being active and giving back to your community is also a great networking opportunity for your business.
- Quality is king. Tread carefully when considering any measure that could sacrifice the quality of your work. Cutting corners to reduce costs and speed the up completion of a project can be detrimental. Your company's reputation for doing quality work is only as good as your last project so never compromise your high standards of performing quality work.
- Give great customer service. Pleasing your clients should be a top priority. This doesn't mean you have to cave to their every demand. You should be actively communicating with your client on all aspects of the project so you can be equal partners in the decision-making process. Satisfied customers will lead to repeat business and great referrals.

LEARNING AND OUTCOMES

Working in Robertet India Private Limited., was a truly wonderful and initiative experience for me. During my internship, they pursued me to their company and practically showed me all their departments, and introduced me to their working methods. Furthermore, there was a very

cooperative as well as a sincere relationship between the employers and employees and that adds to the strengths and success in the market. My role was as an intern. I was assisted by Mr. Mahesh Marathe. He was responsible for all the activities under system assurance. He is also responsible for maintenance of ISO standardisation for both the offices that is Goa and Mumbai and coordinates with France.

Along with this, while working I have gained a newer kind of experience. After working analyzing the day-to-day activities of the company, I got some idea about the overall working process of Robertet India Private Limited., this provided me with professional work experience in a safe and structured environment with the help of some experts. Most important that it helped me in learning and improving my industry skills while also learning how to work in such an environment. I have a better understanding of how to improve my skills and how to communicate with others and the importance of time management being punctual and honest toward the job.

In this internship, I experienced what are the roles and responsibilities of each job and position in our lives and thinking field, and recalling and motivational for me. Now I am extremely interested to work somewhere practically and improve my skills and gain more knowledge and experience. It me to come out of my comfort zone and face the challenges. This internship provided me with the opportunity to apply what I have done in the classroom to real-life scenarios. It was really interesting, especially while checking the CVs and evaluating the employees' performances. Along with this, it helped, me to explore my career options and gain general work experience.

Outcomes

I feel very proud of completing my two months of internship completing Robertet India Private Limited Company. I am thankful to them for cooperating with me within those two months and helping me to learn and experience more. During those two months, I got an opportunity to interview the factory head Robertet India Private Limited of the Goa unit and discussed with him a few points.

While interviewing with the Factor head of the company Mr. Santosh Samant, I felt comfortable because of his rule and polite behavior. Along with this he answered my questions precisely and coordinated with me with his respected team to help me complete my internship prophet are a few outcomes I got by interviewing as well as observing the company:

- There is a good opportunity for communications and discussions among them as employees and workers share the same factory and office.
- The company and its customers have interacted among themselves. It helps the company to serve its customers better.
- The company has strong manpower which helps the company to maintain its position in the market.
- It's one of the best perfumery production companies among its competitors.
- The employee's causations and safety matter to them, as they provide strict roles for that.
- One of the things that I like about the company is its teamwork. They collaborate as a team and work directly with the client to identify and understand their needs.

- Financially talking about the company, its profit has increased year by, and it is all because of its multi-disciplinary team approach. Teamwork is the key to maintaining exceptional communication and completing the task on time.
- They have an active team for safety purposes. They organize training classes for all the safety personnel and review all accident reports and take general corrective actions

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