

**INTERNSHIP REPORT ON**

**"EMAMI LTD"**

**Submitted by:**

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**4AL20BA020**

**Submitted to:**



**VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI**

**In partial fulfilment of the requirements for the award of the degree of  
MASTER OF BUSINESS ADMINISTRATION**

**Under the guidance of**

**Mr Johnson Fernandes**

**Assistant Professor of MBA**

**PG DEPARTMENT OF BUSINESS ADMINISTRATION**



**ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY**

**SHOBHAVANA CAMPUS,**

**MIJAR, MOODBIDRI.**

**November 2021**



# ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY

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DATE: 29/11/2021

## CERTIFICATE

This is to certify that **HEGDE SACHIN SHASHIDHAR** bearing USN **4AL20BA020** is a bonafide student of Master of Business Administration program of the Institute (2020-21) affiliated to Visvesvaraya Technological University, Belagavi.

The Internship report on **EMAMI LTD** prepared by him under the guidance of Mr. Johnson Fernandes, Assistant Professor, PG Dept. of Business Administration in fulfillment of the requirements for the award of the degree of Master of Business Administration, Visvesvaraya Technological University, Belagavi, Karnataka.

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## EXECUTIVE SUMMARY

The main objective of this study is to gain the knowledge of the FMCG Company "EMAMI LTD". This COMPANY has involved with the manufacturing of FMCG products and it involved in MARKETING AND SELLING works. This COMPANY was founded in the year 1974 by R S Agarwal and R S Goenka

The information collected for this study is from secondary sources, and I took information from various E-sites.

At the beginning of the study, I have collected information about the industry ie FMCG, I have collected information about FMCG like how it works, about its distribution etc. Later I have collected information about the background of EMAMI LTD, EMAMI group, and its key businesses, about its journey, about its global footprint. And then I collected information about its nature of business, its vision and mission, its core values, quality policy, Later I came across EMAMI's products and its brand snapshot, Later I collected information about EMAMI's new launches, Its ownership pattern, its achievements in various fields, its strategy.

After that, I collected information regarding its workflow model, porters five force model, McKinsey's 7s framework which included hard as well as soft elements, Later I collected data with regard to Emami's organization structure, its span of control, its systems of operating activities of business, its supply chain, its learning process, about their staff and the kind of skills acquired by them.

Later after collecting and going through necessary data I have analyzed its SWOT i.e., strength, weakness, opportunity and threats, and at last financial statements of the company all the information and data have been collected through secondary sources like company official websites and by referring to other website