

PROJECT REPORT ON

**“A STUDY ON RETAIL MARKETING AND TRANSPORT, PACKAGING
AND HANDLING COST AT M N CHEMICALS LIMITED.”**

Submitted by

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USN: 4AL18MBA43

Submitted To



VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELGAUM

In the partial fulfilment of the requirements for the award of the degree of

MASTER OF BUSINESS ADMINISTRATION

Under the guidance of

Internal Guide

Mr. Guruprasad Pai
Assistant Professor
Department of MBA
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External Guide

Mr. Nityanand Naik
Quality Assurance Manager
M.N Chemicals Limited
Kumta



Post Graduate Department of Business Administration

Alva's Institute of Engineering & Technology

Shobhavana Campus, Mijar, Moodbidri

May 2020



M N CHEMICALS LIMITED

Manufacturers of Bulk Drugs & Fine Chemicals

An ISO 9001 : 2015 & GMP Certified



Ref. no.: MNCL/20/PS/2019-20/01

CERTIFICATE

This is to certify that Mr. **NAGARAJ PRABHAKAR SHETTI** Reg. No. **4AL18MBA43 MBA IVth** semester student of **Alva's Institute of Engineering and Technology Mijar, Moodabidri** has undergone six weeks in-plant training in our factory from 01.01.2020 to 15.02.2020. He has prepared project report named **"A Study on Retail Marketing and Transport, Packing and Handling Cost"** with special reference to our company.

We are happy to state that, he has successfully completed his training and he has been sincere and hard working in his endeavor.

We wish him bright future.

For M N Chemicals Limited

Authorized Signatory



Place : Kumta

Date : 18.02.2020



ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY

A Unit of Alva's Education Foundation (R)

(Affiliated to Visvesvaraya Technological University, Belagavi

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24 June 2020

CERTIFICATE

This is to certify that Nagaraj Prabhakar Shetti bearing USN 4AL18MBA43, is a bonafide student of PG Department of Business Administration of Alva's Institute of Engineering and Technology, Mijar, affiliated to Visvesvaraya Technological University, Belagavi. The project report titled " A STUDY ON RETAIL MARKETING AND TRANSPORT, PACKAGING AND HANDLING COST AT M N CHEMICALS LIMITED" is prepared by him under the guidance of Mr. Guruprasad Pai B, Assistant Professor, PG Department of Business Administration in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belagavi, Karnataka.

Mr. Guruprasad Pai B
Signature of Internal Guide

Dr. Claret Mendonca
Signature of HOD

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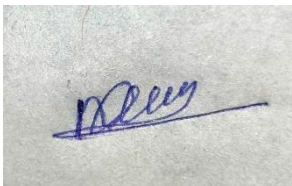
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DECLARATION

I, **Nagaraj Prabhakar Shetti** Reg.No. (4AL18MBA43) hereby declare that the project report entitled “A STUDY ON RETAIL MARKETING AND TRANSPORT, PACKAGING AND HANDLING COST ”with reference to M N CHEMICALS LIMITED. prepared by me under the guidance of Mr. Guruprasad Pai, Assistant Professor Department of Business Administration, Alvas Institute Engineering and Technology, Mijar, D.K. - 574225 and external assistance by Mr.Nityanand Naik

I also declare that this project work is towards the partial fulfilment of the university regulation for the award of degree of Master of Business Administration by Visvesvaraya Technological University, Belgaum.

I have undergone a summer project for a period of 6 weeks. I further declared that, this project is based on the original study undertaken by me and has not been submitted for award of any degree/diploma from any other university/institution.



Nagaraj Prabhakar Shetti

Date: 30-06-2020

Place: Mijar, Moodbidri

ACKNOWLEDGEMENT

I would like to thank God Almighty for his choicest blessings. The project work entitled “**A STUDY ON RETAIL MARKETING AND TRANSPORT, PACKAGING AND HANDLING COST OF M N CHEMICALS LIMITED**” would not have been completed if not for the motivation, encouragement and guidance that I have received from many in my endeavour. I take this opportunity to express my heartfelt appreciation and gratitude to all those who were involved in giving a final shape to this project report.

At the outset, I wish to convey my heartfelt thanks to VTU for giving me an opportunity to pursue this project work in partial fulfilment of my MBA course. My sincere thanks to Mr. Vivek Alva, the Managing Trustee AEF, for his constant encouragement. I thank Mr Peter Fernandes, Principal of AIET for their continued support.

I would like to extend my profound gratitude to my project guide Mr. Guruprasad Pai, Assistant professor , P G Department of Business Administration for encouraging me to take up this study and for her valuable guidance and continuous support at every stage of this study. I feel a great sense of gratitude to Mr Nityanand Naik my external guide who gave me an opportunity to do this internship and also for his wonderful guidance which has enabled me to bring out this work successfully.

I am thankful to my parents and friends for their valuable guidance, support and help during my project. Any accomplishment requires the efforts of many people. I am indebted to the management and the staff of M N Chemicals Limited. For extending their support and co-operation in collecting data for my project report.

Nagaraj Prabhakar Shetti

USN: 4AL18MBA43

Date: 30-06-2020

Place: Mijar

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EXECUTIVE SUMMARY

M N Chemicals pvt Ltd Incorporate on 1995 and win an objective of setting up a bulk drugs and fine chemicals manufacturing unit on a small scale. M N Chemicals is a dynamic and progressive company. Manufacturing industry segment such as 4th fluid, electrolyte, dialyses, enzymes and pharmaceutical establishment, food beverages and laboratory chemical industries across the company.

The study is undertaken in M N Chemicals Pvt. It is a major concurrent project where in an attempt has been made to understand the problem of the industry and later to possible suggestion.

There was conducted through the annual reports of the company and personal interview with the concerned personnel of the company. The findings were analyzed and interpreted using financial tools such as ratio and comparison and analytical tools like table, charts, Based on the study some suggestions are made. The company has to improve collection efforts and incorporation of the company.