



LAKIREDDY BALI REDDY COLLEGE OF ENGINEERING

(AUTONOMOUS)

Accredited by NAAC with 'A' Grade, ISO 9001:2015 Certified Institution

Approved by AICTE, New Delhi and Affiliated to JNTUK, Kakinada

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SCHOOL OF MANAGEMENT STUDIES

Report on Industrial visit

MBA III SEM

Industry: Coca-Cola beverages

Date of visit :02-08-2018

No.of students :98 +3 faculty

School of management studies , LBRCE Conducted industrial visit to Second year MBA Students of the college on 02-08-2018 to visit Coca-Cola beverages soft drinks manufacturing company Atmakuru unit, Guntur district

The purpose of the visit is to understand different stages of manufacturing , various product lines of the unit , input flavours (mixes) shapes at different levels during manufacturing process, marketing process/promotion strategies and other activity of the company

Students those who visited the units felt happy .they acquire the knowledge from real world related functioning of the business organisation , the visit end up by 4.30 PM .The students advised to submit a report on their filed visit experiences

Incharge

Head of the department

B.Kalyan Kumar

Dr.A.Adishesha Reddy

Photograph

