



Industrial Visit - “Coke Factory”

Event Report

Event Name: Industrial Visit “Coke Factory, Surajpur”	Event Date: 01 st Aug 2022
Faculty Coordinators: Dr. Fehmina Khalique & Ms. Neha Issar	Event Timings: 11:00 AM – 3:30 PM
Number of Participants: 60	Venue: Coca Cola Happiness Factory

Expected Outcome

- To provide students an insights about various brands & products of Coca Cola and various marketing strategies used to increase brand awareness & enhance brand image.
- To abreast students with the production processes of Coke and other beverages.

Purpose of the event:-

- Students will understand the branding and marketing mix of Coke products.
- They will understand various marketing strategies.

Detailed Report:-

To strengthen our Industry Connect and pave way for Industry-Academic Integration, a visit to the manufacturing plant of Coca Cola Happiness Factory was undertaken for our students of PGDM – 2022-2024 Batch, on 1s August'22. The students were given insights about various brands & products of Coca Cola and various marketing strategies used to increase brand awareness & enhance brand image. The students were also briefed about the whole process of production along with the initiatives done by the organization for fulfilling their Corporate Social Responsibility. They were taken to audio visual room for a brief documentary on Coke. They also visited Coke Studio and enjoyed the music along with cold beverages. The trip ended with cold beverages for all the students and faculty accomplices.

Learning Outcomes:-

- This Industrial visit helped students to know about the internal working of Coke factory manufacturing and bottling plant along with history of Coke and Brand Building.
- The students became aware about the several brands of coke and its history.
- The students got to learn processes of supply chain of coke products

Report Prepared by

(Dr. Fehmina Khaliq)