



Lloyd Business School
Ladder Of Success

Coca Cola Factory Study Tour

Event Report

Event Name: Coca Cola Factory Study Tour	Event Date: 05.01.2024
Faculty Coordinators: Dr. Ajeeta Srivastava & Dr. Kriti Gulati	Event Timings: 9:30 am onwards
Number of Participants: 60	Venue: Moon Beverages, Greater Noida.

Expected Outcome

The visit aimed to provide students with a practical understanding of the beverage industry's operations and sustainability practices.

Purpose of the event

To provide students with valuable insights into both the operational and ethical aspects of a leading global brand.

Detailed Report:

On 5th January 2024, the PGDM students of Lloyd Business School embarked on an enlightening study tour to the Coca Cola manufacturing factory. The visit aimed to provide students with a practical understanding of the beverage industry's operations and sustainability practices.

Upon arrival, the students were warmly welcomed and given an insightful presentation on the rich history of Coca Cola. They learned about the company's origins, its global growth, and its significant milestones over the decades. This historical overview set the stage for understanding the evolution of the brand and its enduring market presence.

The tour proceeded with an in-depth look at the manufacturing process. Students were guided through the various stages of production, from the initial blending of ingredients to the bottling and packaging of the final product. This hands-on experience allowed them to appreciate the intricate processes and stringent quality control measures that ensure the consistency and safety of Coca Cola products.

A highlight of the visit was the session on water conservation methods employed by the company. Coca Cola's commitment to sustainable practices was evident as they demonstrated their advanced techniques for water management and recycling. The students were particularly impressed by the company's initiatives to minimize water usage and promote environmental stewardship. A fun element was the complimentary coca cola cans that the students got to enjoy at the end of the tour.

Learning Outcomes

The study tour was highly educational, providing the PGDM students with valuable insights into both the operational and ethical aspects of a leading global brand.

Report Prepared by

(Dr. Ajeeta Srivastava)