

## **INDUSTRIAL VISIT TO HINDUSTAN COCA COLA BEVERAGES PVT LTD**

**Mangalagiri, Near Atmakur Guntur - 522503**

**29<sup>th</sup> JUNE, 2019**

Industrial Visit to COCA COLA COMPANY for B.Com (All years) Logistics Students.

Title Industry: HINDUSTAN COCO COLA BEVERAGES PVT LTD.

Date: 29<sup>th</sup> June, 2019

Resource Person/Facilitator: Mr. PALLAM D RAJU

Summary:

An industrial visit was made to Hindustan COCA COLA Beverages Pvt Ltd. was organized for the students of B.Com Logistics as a value-added learning method to instil the understanding of the role of Hindustan COCA COLA Beverages Pvt Ltd. Logistics in supply chain operations, the management of warehouse operations, multi-modal logistics system and operations of fulfilment centre for online business.

### **Hindustan COCA COLA Beverages Pvt Ltd.**

- Soft Drink Distributors
- Soft Drink Distributors-Coca Cola
- Soft Drink Manufacturers
- Soft Drink Manufacturers-Coca Cola
- **The Coca-Cola Company** is an American multinational corporation, and manufacturer, retailer, and marketer of non-alcoholic beverage concentrates Soft Drink Distributors
- Soft Drink Distributors-Coca Cola
- Soft Drink Manufacturers
- Soft Drink Manufacturers-Coca Cola and syrups. The company is best known for its flagship product Coca-Cola, which was invented in the year 1886 by pharmacist John Stith Pemberton in Atlanta, Georgia. The Coca-Cola formula and brand were fully

bought with US\$2,300 in 1889 by Asa Griggs Candler, who incorporated The Coca-Cola Company in Atlanta in 1892

- This is a presentation from Hindustan Coca Cola, one of the finalists at the ... Plant is spread in a 40 acre area Vijayawada city and 25 Km from Guntur ... km from Guntur city Located 6 km from the Coca- Cola Plant Mangalgi Cola-Cola, which counts billionaire Warren Buffett as its largest shareholder with Berkshire Hathaway's stake of 400 million shares, slipped 0.7% to \$37.90.

Buffett's company, Berkshire Hathaway, is now the largest Coca-Cola shareowner. He has never sold a share of Coke stock, and says he never will.

Around 73 students visited the company and were given cordial welcome by the company representative, Mr. Raju, Sr. Manager, Administration. He gave a brief introduction about the company, its heritage, existing operations and the future plan.

He also said that Hindustan COCA COLA Beverages Pvt Ltd.

- serve for different business verticals ranging from
- Soft Drink Distributors
- Soft Drink Distributors-Coca Cola
- Soft Drink Manufacturers

Soft Drink Manufacturers-Coca Cola

Post presentation, the students visited the company warehouse and other facilities where the students were told about warehouse management & designing and also the ways to make better use of space to avoid heavy pallets to suffer.

Students were also introduced to the system providing highly customized solution, flexible system integration and seamless information flow among the supply chain.

The visit was knowledgeable enough for students to understand various aspects of supply chain management, warehouse management and inventory management along with that production.

