

Internship Project Report

On

“Supply-Chain”

Acknowledgement

I would like to express my sincere gratitude to Mr. Sourav Panja, Director of SAJ Marketing Pvt. Ltd., for granting me the opportunity to complete my internship at the company. His kind permission and support allowed me to gain valuable exposure to the functioning of the logistics operations in a leading FMCG organization.

I am deeply thankful to Mr. Panja under whose guidance I carried out my internship. He has provided me with his valuable guidance, insightful explanations and patient supervision which enabled me to understand the intricacies of supply chain and logistics management in such a short span of time.

Finally, I am grateful to the entire team at Bisk Farm for their cooperation and encouragement during my 2-week placement. Their professional approach and welcoming attitude made my learning experience both meaningful and memorable.

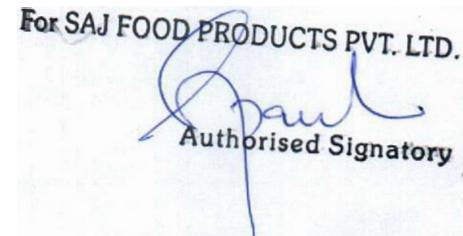
Certificate

To Whom So Ever It May Concern

This is to certify that Aditya Banerjee, Grade 12, Dubai International Academy, Emirates Hills has successfully completed his summer internship at SAJ FOODS Pvt. Ltd. from July 7- 21 under the guidance of Mr. Sourav Panja, Director of SAJ FOODS Pvt. Ltd. is an authentic work.

He demonstrated exceptional dedication, a keen interest in learning and professionalism throughout his internship period. He performed his responsibilities with sincerity and competence.

We wish him success in his future endeavors.

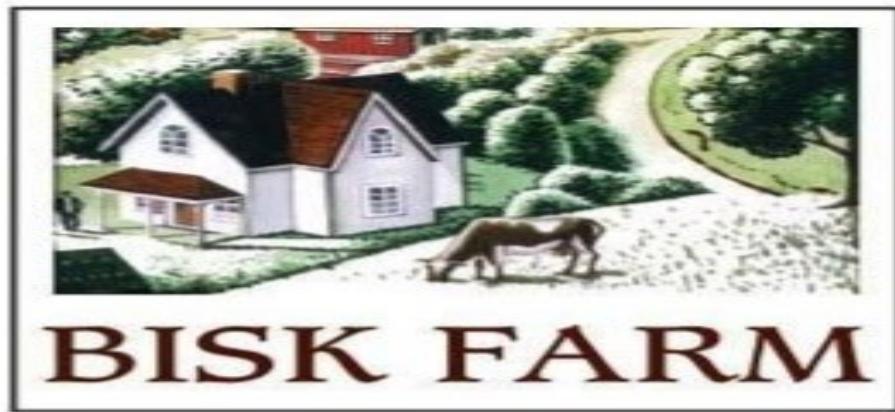


1. Introduction

1.1 About Bisk Farm

The Bisk Farm brand is owned by SAJ Food Products Pvt. Ltd. and is one of the leading fast-moving consumer goods (FMCG) companies in India specializing in bakery and confectionary products. Bisk Farm is a company incorporated in 2000 and based in Kolkata, West Bengal that has developed a strong reputation of quality, taste, and affordability. It has been a household name in Eastern and North-Eastern India over the last two decades and today it enjoys an increasing presence in the rest of the country as well. Its product line includes over 120 Stock Keeping Units (SKUs) that include biscuits, cookies, cakes, rusks and other baked products. The strong manufacturing capacity, strict quality control, and the wide distribution network that connects the factory locations to retailers both in the urban and rural settings have enabled continuous expansion.

Efficiency is the foundation of the operations of Bisk Farm and this is because of its dedication in terms of supply chain synchronization, responsiveness in the market and continuous innovation. The company has been able to establish itself in the highly competitive FMCG industry in India by maintaining high product freshness, large-scale distribution, and the ability to adapt to the changing consumer preferences quickly.



1.2 Reason for Choosing the Internship

The choice of completing an internship at Bisk Farm was rooted in an interest in economics as a field of study as well as a curiosity to understand how economics can be applied to practice in a high volume FMCG setting. In my studies, I have studied topics like opportunity cost, economies of scale, supply chain optimisation and time management and I was keen to establish how these concepts work at the organisational level. In the FMCG industry and especially the bakery industry, production, storage, and distribution need to be well coordinated. I was interested in the way Bisk Farm can transport perishable goods in a large network efficiently and in a short time without compromising the quality of the products.

This internship setting therefore offered a unique chance to see how the economic theoretical concepts are embedded within the operational strategy and examining how forecasting, cost control and logistics directly affect profitability and customer satisfaction. My academic interest in these processes, combined with my future plans to work in the sphere of business and economics-related fields, caused me to choose Bisk Farm as the most appropriate place to gain not only practical experience but also strict analytical knowledge.

2. Objectives of the Internship

My placement at Bisk Farm was to bridge the gap between the theory of economics that I had studied in university and how it is applied in a modern FMCG logistics setting. Over the course of two weeks, I aimed to observe, record and examine the chronological phases of the supply chain, including factory manufacturing and up to the end retail location, with the objective of explaining how each of them contributes to operational efficiency, cost management, and market competitiveness.

In this regard, I set the following goals:

- 1. Understand the logistics and supply chain management process.**
 - Follow the flow of goods through the end-to-end process, including sales forecasting, procurement, manufacturing, warehousing, distribution, and retail placement.
 - Determine the processes that Bisk Farm uses to coordinate these processes and ensure timely deliveries and maintain product freshness.
- 2. Analyze the cost efficiency and allocation of resources.**
 - Observe how practices of procurement balance cost and quality standards.
 - Discuss how tendering, bulk buying and management of buffer stocks can be incorporated as tools to achieve economies of scale and reduce opportunity costs.
- 3. Evaluate time management.**
 - Find out how weekly production targets, vehicle scheduling and repeated loading-unloading processes reduce idle time and increase throughput.
 - Identify the role of technological solutions, such as mobile ordering applications in accelerating the order processing and the following billing.
- 4. Use empirical observations in economics.**

- Linking processes to concepts like specialisation of labour, economies of scale, opportunity cost, inventory turnover and marginal analysis were observed by Link.
- Consider how logistical efficiency is used to shape the pricing strategy, competitiveness, and consumer satisfaction within the FMCG industry.

As a result, the internship did not only provide the exposure to the operational aspects of logistics but also refined my ability to critically evaluate how economic principles are operationalised in an organisational setting.

3. Key Learnings

A two-week internship at Bisk Farm provided me with a first-hand glimpse of the workings of the operational mechanisms by which a fast-moving consumer goods (FMCG) coordinates production, warehousing, distribution, and retail placement in order to create an efficient and competitive supply chain. The experience was more than just theoretical as it gave a practical demonstration of the economic principles in application in real business practice.

3.1 Operational Insights

I noted that sales forecasting is the basis of production planning hence matching manufacturing output with market demand. The use of quality checks and stringent supplier assessment prior to purchase highlighted the need to maintain product quality at a cost-controlled level. FIFO inventory system provided concrete evidence of how careful rotation of stock reduces waste and protects profitability especially in the case of perishable commodities. The unending cycle of loading and unloading was also an indication that time efficiency is a critical element in delivering on delivery promises.

In terms of distribution, I observed that specialization of teams in the tasks, such as salesmen to collect orders, godown staff to manage

inventory and delivery staff to deliver goods on time, makes the flow of operations smooth. Mobile technology in sales and billing was also a significant efficient driver, cutting paperwork, cutting the time of transactions, and improving data accuracy.

3.2 Economic Understandings

My economic intuition was also confirmed during the internship in the following ways:

- **Economies of Scale:** Large scale buying and standardization of the production process led to a reduction in unit cost.
- **Opportunity Cost:** Rejecting the low quality of raw materials avoided the loss of revenue that would have been incurred due to customer dissatisfaction.
- **Division of Labor:** Specialization in warehouses, distribution and retail activities increased productivity.
- **Demand Stimulation:** The strategic placement of products in retail stores controlled the consumer behavior and stimulated sales without spending any extra cost on production.
- **Inventory Turnover:** The best stock turnover enhanced liquidity and holding costs.

3.3 Broader Perspective

As a result of my internship, I was able to learn in detail the interdependence of the stages of supply chains. Any inefficiency or disruption at any point of the system-either in procurement, warehousing, or delivery- creates ripple effects in the system. This experience confirmed once again that efficient transportation of goods in the fast-moving consumer goods (FMCG) logistics cannot be discussed without the efficient management of time, resources, and information.

The placement increased my sensitivity to the active presence of economics in corporate practice, affecting cost structures, pricing strategies and finally competitive positioning.

4. Challenges

4.1 Technical Terminology

First, the use of industry-specific terminology, such as FIFO, SKU, Delivery Order, and inventory turnover, was difficult at first. Careful notes and research helped to quickly master these terms, which made it possible to more fully engage in operational discussions.

4.2 Learning to Live in a High-Speed World

FMCG operations are carried out on shortened schedules; any delay will affect the whole chain. The speed, particularly during loading and unloading of the warehouses, was discomforting initially. Nevertheless, this experience made me more capable of processing workflows and anticipating the following steps, which is crucial in time-sensitive logistics.

4.3 Observing Real-Time Problem-Solving

In my recent internship, I witnessed a number of instances where incoming consignment of raw materials did not pass quality-control tests and therefore had to be replaced immediately. This kind of event compelled the procurement team to organize promptly with the suppliers, re-schedule transportation, and re-adjust production schedules. Firsthand experience with these operational hiccups gave me a concrete view of contingency planning and opportunity-cost management.

4.4 Managing the Scale of Operations

The second notable challenge was the need to understand the large scope of the Bisk Farm logistics network, which consisted of a large portfolio of 120 SKUs, several warehouses, and hundreds of retail stores. At first, the idea of understanding this complicated system without mishap seemed to be overwhelming. However, with time, I came to appreciate the operations at Bisk Farm as a series of interdependent processes, and I have realized that specialization of labor and regular communication are effective in supporting efficiency in the enterprise.

4.5 Economic Learning from Challenges

These challenges reinforced several economic principles:

- The importance of **reducing transaction costs** through technology and streamlined communication.
- How **economies of scale** can be maintained only if operations are carefully synchronized.
- The role of **risk management** in avoiding potential losses from supply chain disruptions.

Overall, the difficulties I encountered were not setbacks but **learning opportunities**, shaping my ability to view logistics through both an operational and an economic lens.

5. Internship Impact on Economics Understanding

In particular, the internship at Bisk Farm provided me with a unique opportunity to view the process of operationalisation of the main economic principles in the FMCG logistics industry. Ideas, which before seemed abstract in the academic context, became visible in the form of decision-making and problem-solving practices.

5.1 Application of Microeconomic Principles

- **Opportunity Cost:** The fact that the procurement team refused to accept the substandard raw materials, even though they were accompanied by the temporal cost, is a good example of how the rejection of low-quality inputs can help to avoid the financial and reputational losses in the future.
- **Economies of Scale:** The economies of scale, which are evidenced by bulk buying, standardized production process, and high-volume dispatch, show that the fixed costs are divided by the increased output, which reduces the unit costs.
- **Division of Labor:** The division of labour, which was seen through sales forecasting, handling of goods in warehouses and delivery of goods to customers, assigned specialised tasks to each level of the supply chain, thus making the supply chain more productive and less inefficient.
- **Price Elasticity and Demand Stimulation:** The strategic location of the retailers and use of promotional materials also lessened the degree of substitutability of the products, which made the consumer demand less elastic and able to maintain stable prices.

5.2 Application of Macroeconomic Perspectives

- **Market Structure Analysis:** Bisk Farm operates in a competitive FMCG market, where product differentiation and brand positioning are critical to retaining market share. Observing their strategies provided insights into monopolistic competition dynamics.
- **Supply Chain as an Economic System:** The coordination between suppliers, production units, warehouses, distributors, and retailers reflected the broader macroeconomic concept of **interconnected markets** working together to create value.

5.3 Bridging Theory and Practice

Before my internship at Bisk Farm, I considered concepts like inventory turnover, transaction cost reduction, and marginal analysis as more of a theoretical concept. When I was on placement, however, these concepts became practical operational tools as I saw the real-world implications, such as the ability of technology to lower administrative overhead, and how the stock audit process keeps the stock liquid.

5.4 Long-Term Learning Value

To begin with, the internship reinforced my tendency towards analytical problem-solving through the framework where economic frameworks could be used to diagnose the underlying causes and develop solutions. It emphasized that the effective movement of products is not the only key to successful logistics, especially the logistics of FMCG, but also the strategic decisions based on economic reasoning.

6. Conclusion

The experience increased my knowledge on economic concepts in real life, such as economies of scale and opportunity cost to inventory turnover and demand stimulation. I observed that strategic decision making directly affects efficiency, cost control, and competition, which is facilitated through technological integration and division of labor.

Therefore, my internship experience did not only complement my theoretical knowledge of economics but also highlighted my ability to apply abstract models to practical solutions. It also gave me a practical insight into how complicated it is to run a large-scale supply chain and how one must be adaptable and problem-solving in a rapidly evolving business environment.

Overall, the internship was a critical learning experience, which provided me with both theoretical and hands-on experience as well as analytical skills that will support my academic career and career path.