

J C Bose University of Science & Technology, YMCA, Faridabad

Department of Management Studies

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Report on industrial visit to Coca Cola Happiness Factory

The Department of Management Studies with an objective to impart practical knowledge among students, organized an industrial visit to Coca Cola Happiness Factory, Greater Noida, on 27th March 2023. Founded in 1888, Coca-Cola delivers 1.8 billion beverage servings each day, with 3800 plus products. This plant is taking care of the demand of a large area of Delhi NCR. A total of 50 MBA first year students participated in this industrial visit. After reaching the plant, students and faculty members were attended & greeted by Ms. Samar.

A brief introduction and success story about the Coca Cola Happiness Factory was presented by the production & marketing team of the Coca Cola Happiness Factory team led by the marketing head, Mr Saurabh. Thereafter, a production officer accompanied the students and took them through the operations, production, packaging & testing units and explained their functioning. They acquainted students about the supply chain management and distribution channels of Coca Cola Happiness Factory products. Finally, they addressed queries of the students. Students were accompanied by Dr. Shruti and Mr. Vikas. This industrial visit was coordinated by Mr. Vikas and Dr. Neha Goyal.





