



COOPERATIVE EDUCATION REPORT

A Strategic Analysis of Logistics Management in the Food and Confectionery Industry

WRITTEN BY

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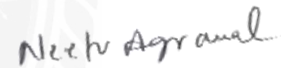
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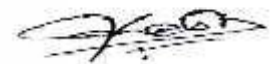
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Abstract

This cooperative report entitled ‘A Strategic Analysis of Logistics Management in the Food and Confectionery Industry’ includes the study of logistic management in the food industry. Lalak Food and Confectionery Udhyog is a private owned business run by a family. The company provides wide range of products, including different flavors of lollipops, candies, flavored drinks, jelly, dairy whitener, powder drinks, and sweet fennel seeds.

The objective of the study includes (1) problems in supply chain management, (2) Understanding the impact of logistic, (3) challenges in inventory management. I was part of operation and logistic department where I had to look after day-to-day operation, warehouse and delivery of the goods. This report also focuses on the problems that I faced during my tenure and recommendation for the company to grow. Lastly, this internship program was a great as I got to experience the world of logistic which helped me gain many new skills like problem solving, communication and so on.

Keywords: Logistics, Supply Chain Management, Inventory Management

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CHAPTER 1: INTRODUCTION

1.1 Company's Profile

Lalak Food and Confectionery Udhyog is a leading light in the food and confectionery sector, founded in 2011. In 13 years, company has perfected the art of deliciousness, serving high-quality treats that tantalize your taste buds and bring back warm memories. Lalak Food and Confectionery Udhyog provides a wide range of products, including different flavors of lollipops, candies, flavored drinks, jelly, dairy whitener, powder drinks, and sweet fennel seeds.

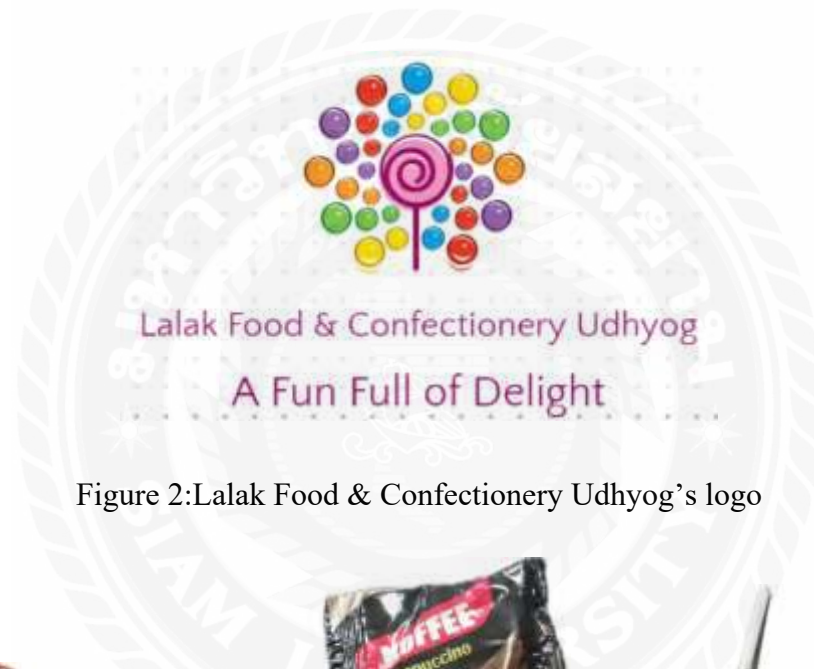


Figure 2:Lalak Food & Confectionery Udhyog's logo



Figure 2: Products of the company

1.1.1 The mission of the Company:

Lalak Food and Confectionery Udhog's mission is to delight clients with unsurpassed taste and quality of our products and to feed them in a healthy way by offering innovative healthy food and confectionery items. We not only focus on environment-friendly sourcing and green manufacturing, but we also devote our attention to social impact with a commitment to building a better world through corporate social responsibility to deliver the best possible experience to everyone.

1.1.2 Vision of the Company:

Lalak Food and Confectionery Udyog's vision is to be commercialized as the primary choice, which is widely recognized for our values of quality, creativity, and our delighting customers. Also, to fill the gap on the market through distribution of diverse assortment of food items including candy, which will influence the brand and the name of the company behind the brand.

1.1.3 Strategies:

- **Product Innovation:** Being phase-oriented to continuous innovation in terms of flavors, textures, and presentation is what enchants our customers keeping us ahead of the trend in the market.
- **Customer-Centric Approach:** We place our clients at the center because they matter to us most. We are concerned about understanding their needs, preferences, and desires, and our priority is to offer them products that not only fulfill but also go beyond their expectations, building solid relationships built on trust and satisfaction.
- **Global Expansion:** As we continue to grow and evolve, we aim to expand our presence in both established and emerging markets, leveraging our expertise and brand reputation to reach new audiences and diversify our revenue streams.

1.2 Organizational Structure

Lalak Food and Confectionery Udhyog consist of a diverse set of professional. The Organizational structure is as follows:



Figure 3: Organizational structure of the company

1.2.1 Job Position

I was assigned as the logistic head at Lalak Food and Confectionery Udhyog. The major tasks that I was assigned to provide the essential resources in the plant in order to run day- to- day operations along with that, I was also responsible for delivering the goods to transport and taking reports on the goods delivered.

1.2.2 Job Position in the company Structure

The functional areas are mainly four set of departments, which are Finance, Marketing, Operation, and Production. The operation department consists of four subsets: terms of storage, logistics, HR, and administration. The main responsibility of this unit is to provide the support of all the organization's operations that can run smoothly and excellently. Working on stock management and the storage facility along with art of movement of goods comes to my execution as a job.

1.3 Intention and motivation

It is no doubt that taking the producer's position as a head of logistics is a big opportunity for me. This role has the capability of driving the process of the supply chain efficiencies. This managerial position entails the handling of inventory and resource coordination on top of implementing analytical and strategic distribution plans. On the one hand, the job role is responsible for this managerial position and on the other, it leaves opportunities for exercising the creative and problem-solving skills of the person filling the position.

1.4 Strategic analysis of the company

SWOT Analysis

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"> • Offering a wide range of sweets and candy • Strong supply chain • Constantly improving and introducing new products 	<ul style="list-style-type: none"> • Dependency on seasonal trends • Maintaining consistent quality across a wide range of products • High ingredient costs • Reliance on a few suppliers
OPPORTUNITY	THREATS
<ul style="list-style-type: none"> • Growing trend towards healthier eating habits • Expanding digitally by introducing online sales • Exploring new markets internationally 	<ul style="list-style-type: none"> • Intense competition • Changes in safety regulations • Economic downturns • Increasing awareness of health issues related to sugar consumption or other ingredients

Table 1: SWOT Analysis of Lalak Food and Confectionery Udhyog

1.5 Objective of this study

My goal is to get into business in Nepal and have a glance at logistics management that opens up a space to get personally involved in the operations of a company. By means of research and data importance, the industry trends, challenges, and opportunities can be identified which will facilitate decision-making and drive improvements. After that, I shall implement a process-oriented approach to my logistics processes so that I could solve the inefficiencies and bottlenecks and ensures efficiency and overall performance.

The in-depth logistics management evaluation creates a basis for the development of the strategic plan. Through realizing the strengths, weaknesses, opportunities, and threats that are existing within my logistics function, I will be having a long-term planning for the purpose of maximizing my operations and attaining my organizational objectives. Identifying the different ways the company can stand out by efficient supply chains, timely deliveries and inventory management by complementing the efforts with analytical and organizational skills.

CHAPTER 2: CO-OP STUDY ACTIVITIES

2 Job Description

As a logistic head I was capable of giving new dimensions to that organization. As a transporter, the biggest duties that I had to fulfill were to offer the essential resources in order to run day- to- day operations in plant and at the same time, it was also my duty to deliver the goods that were transported and obtain a report on that.

2.1 Job Responsibilities and Work Duties

My job responsibilities and work duties were constant throughout the period. The jobs I completed, however, were all interconnected. My job responsibilities were as follows:

2.1.1 Supply Chain Management

The supply chain management is the section that is in charge of the whole process of the production of goods from the distribution of raw materials which are given by suppliers to customers to the finished products. This responsibility encompasses various tasks: Examples of some of their duties are, however, not limited to the following:

- **Supplier Coordination:** Create competency in establishing, negotiating, and sustaining relationships with suppliers for timely delivery of raw materials. To do this, it requires clear and effective communication with suppliers, arranging deals, and solving the instances when they may occur.
- **Procurement:** Procurement process is the key to successful sourcing of the right quantity of raw materials at the right time and cost. This might be the responsibility of organizing the future demand, placing orders and monitoring of the current inventory which could prevent either the stockouts or to overflow with the existing inventory.

- **Demand Planning:** Collaborate with sales and marketing groups to forecast demand and plan for the production or completion of the said product. This means the student needs to know how to analyze historical data, market trends, and customer preferences to make the right inventory decisions and thus meet customer demand.
- **Risk Management:** Awareness of possible threats and disruptions in the supply chain, for example, supplier collapse, transportation delay, and natural disaster occurrence, responding to these risks are, however part of the company's strategies. Such precautions could mean having another way of doing things such as backup plans, having a variety of suppliers to choose from among others or even having an alternative mode of transport.

2.1.2 Inventory Management

Inventory management includes the supervision of the stock, tracking, and moving of raw materials, work in progress, and finished goods within the organization. Key responsibilities include:

- **Demand Forecasting:** The study of historical data and market trends to make a forecast for the demand for raw materials and finished goods. This capacity to maintain the appropriate amount of inventory in view of corresponding customer demand and keeping excess inventory and storage expenses at minimum is in fact crucial.
- **Inventory Replenishment:** The concern lies in the inventory balancing so that the levels which are to be replenished are done in a timely manner and in a way to serve the manufacturing as well as customer needs. It may comprise of many tasks like overseeing purchases from suppliers, planning production runs, and collaborating with the logistics department.

2.1.3 Transportation and Distribution

Transportation and distribution encompass the implementation and execution of the movement of raw materials and finished goods from suppliers to customers. Key responsibilities include:

- **Route Planning:** Deriving the most cost-effective and expedient routes of transportation for consummate of raw material to the production unit and their distribution from the finishing goods to the client. There could be a necessity to take into account the aspects, such as distance, the type of transport and time of reaching the market.
- **Carrier Selection:** The process of choosing and managing the transportation carriers like trucking companies, freight forwarders, or shipping lines, to guarantee the delivery of goods in a reliable and timely way. This could be doing quotes, doing the contract reviews, keeping tracks on the allocation or carrier performance.
- **Delivery Coordination:** Organizing shipment plans such that the raw materials are available for production and the final products reached at the destined clients in time. Here, you may have to interact with the transportation firms, arrange the deliveries, and trace the shipments in transit.

2.1.4 Risk management

In contrast to the multifaceted field of logistics management, the risks that can upset the smooth flow of the supply chain are varied. This type of challenges involves supply chain disruptions, routes smooth breakdowns and product damages along the way. These facts represent the planning and format which ensure the successful operation of logistics in their sector and the provision of the services needed by the customers. Precautionary measures such as risk assessment, contingency planning, the communication chain with key suppliers and transportation partners should be in place to cope with possible disruptions. Recognizing at the embryonic stage the sources of trouble and their elimination is the responsibility of the logistics managers and which allows for ensuring continuous operation during a transit, no delays, and timely shipments to customers. At the end, I want to add that not only the bumps like poor business logistics are gone but also customers are delighted, loyal and business is able to attain success in a competitive market.

2.1.5 Quality Control

Providing quality control from start to finish during the production and meticulously crafting the finished products is a very critical parameter for attracting and maintaining customer satisfaction. In simple words, it implies that the entire process of quality control is undertaken with

great care and concentration at every stage, from manufacturing to transportation. The rules pertaining to quality maintenance will be always at the highest level so the companies could produce their products to meet and even beat the expectations of their customers, and they will be then creating a customer loyalty and a trust. Through quality control you can not only prevent, mistakes and inconsistencies but also demonstrate your commitment to the company's excellent appearance, thus, allow to build up mutual relations and attracted customers.

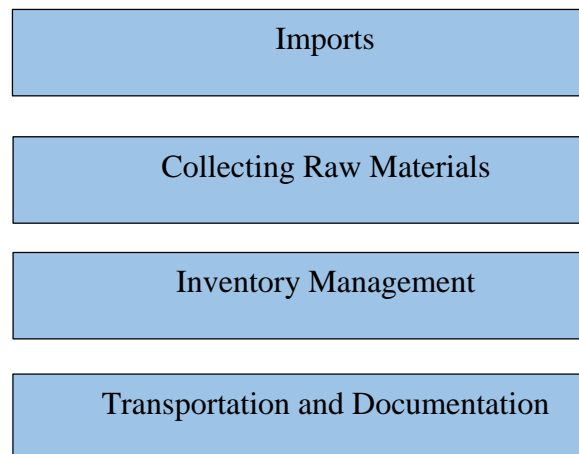
2.1.6 Customer Service

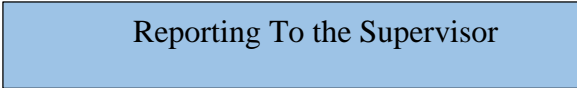
In the final analysis, it is the quality of services that is the main determinant of the development and partnerships with the stakeholders. It is essential that an organization shall always exceed their customers' expectations and build on the trust and the faith to develop strong connections with their partners for continuity. The commitment to the quality service not only brings about the customer loyalty but also improves the company's image and the market position, and ultimately, it will lead to the sustained development and growth.

2.2 Activities in coordinating with co-workers

Coordination is the most crucial part of my job, since I have to constantly communicate with both operational teams and storage staff. I hold briefings on production and goods delivered through my area of responsibility, reminding team members on availability of material being used and attempt to resolve any current problems. By this way in partnership, there would be error free conversation, appropriate problem solving, and rational resource management which will annihilate logistic operations hindrance and maintain the supply chain.

2.3 Job Process Diagram





Reporting To the Supervisor

Figure 4: Flowchart of the work process

- **Imports:** Being a logistics manager, ordering and maximizing the capacity of the materials will be helpful to keep the supply chain flow steady and arrange the procurement in a timely way so that the manufacturing process can get the necessary material. The effectiveness of the logistics functions guarantees the cost reduction and shorter lead times, thereby enhances the inventory control.
- **Collecting raw materials:** The selection of appropriate materials for production is a process that involves a thorough investigation of the quality, cost, and availability to match the production requirements. Companies need to haggle with their suppliers on the matter of price, delivery schedule, and terms of agreement as a key objective. Supplying that material on time is the key factor that prevents production stoppage and shortage in response to customer demand. This includes the active communication with the suppliers, the monitoring of the inventory levels and the setting up of the contingency plans for the possible delays.
- **Inventory Management:** The order details from sales department containing volumes, product type, and delivery due date are sent to us by the respective warehouse staff where we coordinate in order to fulfill this particular job. This ranges from confirming that the given stock is indeed available and sufficient enough so as to fulfill the order requested by the client. The logistics team achieves a complete synchronization between sales estimates and inventory levels by the effective communication and cooperation. This team will monitor the stock availability retrospectively and deal with any bin shortages in order to timely fill customer orders. Such streamlined process not only enhances speed of operations and attends to customer needs but it also reduces the risk for case of inventory stockouts or supply chain disruptions.
- **Transportation and Documentation:** Vehicles need to be arranged collaborating with the transport partners and ensuring it meets the safety standards of the company. After receiving the order, planning efficient and effective way of delivery so the goods are

delivered on time without any casualty. lastly, I need to record all the shipments along with the confirmation of the delivery and to ensure if all the documentation is accurate and complete.

- **Reporting to the Supervisor :** Regular communication and feedback sessions are the ones which help the issues to be solved quickly, the performance to be optimized, and the working environment to be collaborative, which is focused on the organizational goals.

2.4 Contribution as a Co-Op student in the company

Throughout my internship period I was fortunate enough to get opportunity to work for different department of the company. Firstly, I was assigned to monitor day to day activities of the company and to ensure everything is going smoothly. While working under the operation team I resolve some minor problems that would arise, for example reporting about the shortage of raw materials for production and contacting logistic team to get the supplies beforehand to avoid any interruption in production.

After few weeks, I was transferred into logistic department where I had to collect the raw materials for the packaging of the goods while I was appointed as logistic head and for that I had to meet up with few suppliers and choose the best option for the company considering price, quality and delivery option. In addition to that, I would also contact transportation companies for the delivery of raw materials as well as final goods.

Moreover, I also worked with warehouse staffs to manage the inventory, tracking the stock availability and establishing clear communication channel between logistic and storage department.

CHAPTER 3: LEARNING PROCESS

3 Problem/issues of the company

There are several problems and issues of the institution that I noticed/encountered during my internship period.

- **Supply Chain Disruption**

Supply chain has been disrupted timeously; we get packaging shortages as there are only few suppliers. This also delays in transportation that have affected normal production and distribution. The delay in transportation is one of the reasons why the goods cannot get to customers on time.

- **Seasonal Demand Fluctuations**

There was a problem with products especially seasonal-centric, which really brought the difficulty for the business to grow because the demand would go down during the off-periods. This unproductivity factor was the main reason why the company could not maintain the highest revenue figures throughout all the seasons. For example, if the demand for seasonal products rises steeply in a very short period the sales volume or profitability may not be sustainable because sales fall off sharply for the other seasons.

- **Lack of Innovation**

The company was very well-structured with almost no new members to make changes or modifications. Keening an eye on the details was the driving force during the setup of the company's business fundamentals which covered from the processes to the procedures. These standard operations were an instrument of the bureaucracy to achieve regularity, uniformity and perfect execution of the state rules. New members were supposed to be integrated into the existing frameworks seamlessly, following the rules and the limits already set for them and making a contribution within them. Yet, this arrangement helped a lot because it was exchanging to people then can have a

strong and stable organization. But on the flip side, this planning is not giving room for individuals to come with new ideas.

- **Reliability on human labor**

Workers can become inefficient or too slow and costly compared to machines if there is over-reliance on manpower rather than machines. Manual processes may be subject to errors, inconsistency, and fatigue, which in turn may affect the productivity and quality of the process overall.

3.1 How to solve the problems

Analyzing at the problems above here are few solutions that can help resolve the problem:

- Diversify suppliers and have a close partnership with them in order to completely avoid shortage of supplies. Design contingency plans and have in place alternative sourcing solutions to avoid the shutdown of the operations due to disruptions. Use technology to manage shipments in real time and engage with suppliers to foresee and resolve possible issues.
- To cope with the problem of seasonal centric product, the company can research strategies that would enable it to diversify its product line and thus, capture the market beyond the seasonal peaks. With a strategy of new product line launches or enhancements of the existing goods, the company can aim to ensure there would be a constant sales growth momentum and it would be able to distinguish itself from the competition.
- To stimulate innovation inside a well-structured firm, leadership should promote a culture of creativity and idea exchange. Implementing platforms for brainstorming sessions, mentorship programs, and promoting initiative-taking can allow individuals to suggest new ideas while retaining organizational stability and efficiency.
- To solve the issue of over-reliance on human labor, the organization can invest in automation technology that will streamline processes, increase efficiency, and lower labor expenses. Companies that integrate machines for repetitive work can enhance

productivity, reduce errors, and free up human resources for higher-value activities. Furthermore, providing training and upscaling opportunities for employees can help them transition to automated workflows while also guaranteeing workforce readiness for future needs.

3.2 Recommendations to the Company

Few recommendations that would help the company settle its complications are listed below:

- Approaching new suppliers so that there won't be disturbance in the production process as there is always insufficient materials which hinders day to day operation.
- Automating the whole process of packaging which will increase production and leaves less room for error and also saves times compared to human labor.
- New employees should have freedom of trying new things considering the organizational goal, this will help the employees to add on from their learnings.

3.3 What you have learned during the Co-Op Studies

As an intern in the logistics department of a food and confectionery company, I've gained valuable insights and learned several key lessons. Some of them are listed below:

- **Supply Chain Dynamics**

Personally, I've realized that the supply chain is a mammoth, complicated system that consists of countless processes from the raw materials to the finished product to the customers. To manage the supply chain effectively you should have a clear picture of the goods composition, movement, and volumes at all stages at every junction. This covers the things like counting the inventory levels, checking the shipments, and studying the demand patterns to ensure that the production and supply is timely. Through the analysis of data and insights, companies can upgrade logistics operations, decrease the costs, and, hence, enhance customer satisfaction. Thus, a kind of different elements from the supply chain to meet the customer's needs and keep the business competitive in the ever-changing business world is necessary.

- **Customer Relationship Management**

CRM is the other competency that I have gradually become accustomed while I am the link between the customers and the other departments to ensure prompt issue resolution of all types of complaints, inquiries, or partner queries.

3.4 How you applied the knowledge from the coursebook to the real working situation

To start off, being a strong believer of theory and practical, I used the theoretical frameworks from the supply chain management courses and applied those concepts which led to the improvement of the logistics processes. Through the smart use of our resources, having come up with the best ideas for production and distribution we have managed to achieve a greater level of efficiency and effectiveness. The company also went through a process of studying the supply chain dynamics, figuring out the obstacles and putting into action the strategies that helped to ease things and make the processes more efficient. We have made a holistic approach to the resource allocation, cut down the costs and enhanced delivery performance, hence, the total logistics performance was increased and this helps the organizations to reach their goals.

Besides, the duties from the courses on operations management played a major role in the decision-making, the streamlining of warehouse operations, and the increasing of productivity. Strategic management courses helped me to develop the skills to link logistics strategies to the larger organizational vision and also to create the synergy between the logistics and the operations teams. In the end, the texts from the textbook gave me boost and I was able to do better, make better collaboration and work well in my team which has made me to be the part of the team who is giving operational excellence.

3.5 Special skills and new knowledge you have learned from this Co- Op Studies

- **Problem-Solving Skills**

I've been developing these qualities through my practical experiences dealing with the logistics barriers such as the occurrence of supply chain disruptions, inadequate inventory, and transport delays. This is to do with the detection, proposals and creation of remedies in order to prevent the problem's reoccurrence.

- **Communication and Collaboration**

Effective communication is the most important tool to achieve the desire purpose (Mahajan, 2015). As a head of the logistics activities, I improved my communication and teamwork skills. This meant, in a nutshell, to handle effectively the suppliers, internal teams, and external partners to attain the smooth operations. Through the early settlement of the issues and the alignment of the efforts with the company's objectives, I managed to bring the stakeholders together and coordinated them smoothly. The clear and brief communication was the main element of the understanding and the unity, which in turn made it possible for us to overcome the problems and reach to the common goals. The collaboration of different departments strengthened the relations and the logistics processes; therefore, the company's operations were successful.

- **Adaptability and Flexibility**

Logistics is a field that is constantly changing and adapting, and that requires one to be flexible and adaptable at all times. People have to change when the market conditions are changing fast, customer demands are changing, and the supply chain is having breakdowns. Although the primary way to deal with unforeseen circumstances is improving the way you deal with them, other methods like changing the transportation routes, reallocating the resources, or implementing contingency plans are also important. Flexibility makes logistics teams able to react quickly to any problems, reduce the number of interruptions, and catch the chances for innovation and improvement that are there. A culture of adaptability and flexibility can make operations to be agile, resilient and in the end, successful in the face of the uncertainties.

- **Emotional Intelligence**

Emotional intelligence refers to the ability to perceive, control, and evaluate emotions. (Desti, Kannaiah, & Shanti, 2015).

During my tenure, I actually grew emotionally intelligent by doing practical things and by doing self-reflection. Posing various options and solving complex situations as a team helped me to become an empathic, adaptable, and a good communicator. I learned to put myself in other people's shoes and to deal with those with patience and a lot of understanding. Besides, I used to consult someone when I had a problem and I always

appreciated the opinions of others. It was at that particular time the weaknesses and strengths of I realized and also, I started to do something important for myself. I really learned to be sensitive to what others were feeling and I also became more durable and more aware of myself. This made me get along with people at work a lot better and it also made the work place a lot happier. By constantly studying and reflecting on myself, I would be able to increase my emotional intelligence which will be the key factor for my teamwork and leadership skills.

CHAPTER 4: CONCLUSION

4 Summary of the highlights of your Co-Op Studies at this Company

Throughout my cooperative tenure, I was involved in wide range of work, from inventory management to distribution of the final product. I faced numerous problems, among them, the supply chain disruptions and seasonal demand fluctuations. Delays from suppliers and transportation problems were the causes of the supply chain disruptions that affected the productions and customer satisfaction.

Furthermore, the changes of seasons created problems in regards to the inventory management and the fulfillment of customer requests during the peak periods. Nonetheless, these obstacles were the ones that made the people to grow and learn. I improved problem-solving skills through the devising of contingency plans and the optimization of logistics processes in order to minimize the disruptors. The main thing which was needed in the case of this project was the communication and collaboration with the internal teams and the external partners who helped me to solve the problems and to make the operations seamless.

Besides, adaptability and flexibility were the main factors why I could overcome the changing market situations and the new strategies to meet the customer's demands. The coursework helped me to acquire such skills as improved problem-solving, leadership abilities, and developed a resilient and agile approach to logistics management.

In conclusion, the lessons that were learned during this process helped not only to deal with the problems but also shaped me as a better individual.

4.1 Your evaluation of the work experience

My position as the logistics head of a food and confectionary company has been both challenging and instructive, thus I was able to grasp the complexities of the supply chain management and logistics operations in the food industry. Throughout the time, I had a lot of problems to face, for example, supply chain disruptions and seasonal demand fluctuations, which meant that I had to solve the problems, by being flexible and adaptable.

The chief thing that this event gives is the enhancement of the skills of the problem-solving. For example, I instantly knew that I had to quickly take the right measures to get to the root of the problem and to devise the effective strategies to deal with the difficulties faced. Also, the most effective way to overcome the difficulties and to make sure that things are going smoothly was to have good communication and to cooperate. The fact that the communication was constant and the cooperation that was achieved created the feeling of openness, trust, and accountability which in the end enabled us to overcome the difficulties as a team.

In addition, the entire process of getting used to the changing the customer's expectations made me learn how to be a flexible and adaptable person. The work experience I got is helpful for the professional development, the motivation and thus the formation of the practical skills and the preparation to face the difficulties of in the industry with confidence and agility.

4.2 Limitation of your Co-Op studies

As a worker in the company, I had several limitations which were the reasons of the difficulties I experienced in my work and the effectiveness I achieved in the organization. The main drawback of this approach was the strict organizational structure that, at times, impeded the creativity and the individualism. The company's vertical setup made it hard to introduce new ideas or to suggest the different ways of doing things within the existing processes. Besides, the inability to access the needed resources and assistance at times restricted my capacity to perform the tasks properly and hence the desired results were not achieved.

Besides, the lack of training and development opportunities for me restricted my professional growth and blocked my way to the new skills and knowledge that were important for my job. Although these limitations exist, I managed to overcome these challenges by being proactive with communication, working in collaboration with colleagues and seeking opportunities for growth, both personally and professionally.

4.3 Recommendations for the Company

I would like to provide few recommendations for the company that would help the company reach higher levels. Some are listed below:

- **Involvement in social media**

Social media becomes an important communication tool that people use to connect to other people or organization (Iblasi, Bader, & Al-Qurini, 2016).

I realized the company had zero interest when it comes to social media. In this era, social media engagement is must to create awareness of the brand. Once the company steps into the world of social media they can attract many new customers throughout it and with the help of social media company can research about the customer demand collaborating with the food vloggers.

- **Marketing**

Marketing is a connecting the company or product to the customer. It involves the customer needs and translating the need into the product. (S, 2023).

The company need to invest more in marketing to have a larger market share. If the company don't focus on marketing part, customer would have no idea about the products and also the company. Investing in marketing would definitely help the brand to gain new customer creating awareness about the brand. This can also be done by sponsoring sports event and so on.

- **Exploring International Market**

One way of making a brand bigger is by entering international market. The company should look into what the customers want and according to that they should step in international market too

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Appendices



Figure 5: Checking Order entry for Delivery

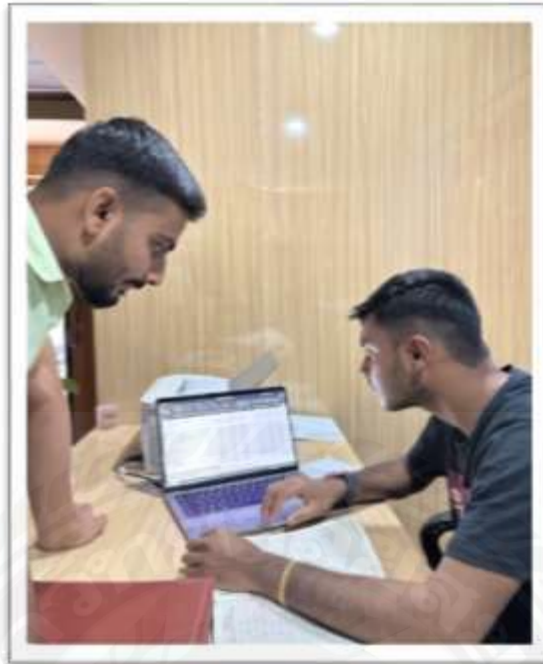


Figure 6: Checking Availability of stocks with Warehouse Staff



Figure 7: Working station at Head Office



Figure 8: Production of packaging goods

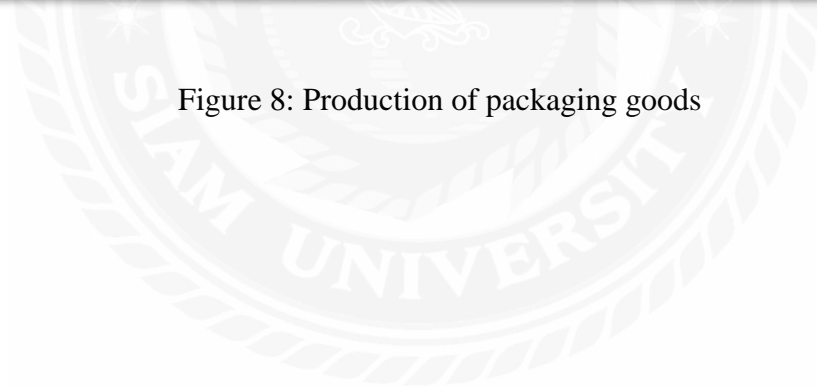




Figure 9: Goods ready for Delivery after final Packaging



Figure 10: Transportation of goods to inventory for packaging



Figure 11: Packaging Materials