

Executive Summary

This is the internship report based on the 10 weeks internship program that I had successfully completed in Anjaneya Cotton Mill, Davangere as a requirement of my MBA program on department of marketing. As being completely new to practical, there was an opportunity to know the functionality and working schemes between different departments of the company.

My first motto in the internship was to know the requirements of the end customers and make sure to fulfill the product that completely matches their requirements. Putting an effort to convince the end customers to buy the products of the company. Hence, internship has provided an opportunity to interact with the end customers.

After collecting the data from the individuals the clients were shortlisted. As a result we contacted the clients and gave detailed description about the product and list of those who were interested, were created.

Whatever I learned outside the classroom during internship was wonderful experience. The insight of knowledge that I acquired in the 10 weeks of internship was quite impressive. Internship was the opportunity for me to apply my knowledge and skills that gave me a practical view point to the whole system of learning. It was a very good experience for me to work during this tenure. I feel so glad that I have learnt so many things in very little time. I would like to thank Anjaneya Cotton Mill Davangere for their constant support because of them I can say my knowledge has improved for certain extent.