

CHAPTER1: INTRODUCTION

1.1 INTRODUCTION TO INTERNSHIP

An internship program is the opportunity for the student to gain practical knowledge about the chosen study topic. The internship program provides field experience on his study topic.

The internship is for 6 weeks and has been positioned during 4th semester of the MBA. In my internship I have selected the topic “A study on the effectiveness of Salesforce and Distribution” in Cape Comorian Pvt Ltd.

Study on effectiveness of salesforce management is undertaken in order to know the customers or consumers performance of the products and to know the strength and weakness.

A study on the effectiveness salesforce management is an important role in making or determining status of organisation in the market which means if we are able to manage effectively by making prompt performance and able to get more return to organisation.

1.2 INDUSTRY PROFILE

The Fast-Moving Consumer Goods (FMCG) sector is the key contributor of the Indian economy. This fourth largest sector of Indian economy provides employment to around 3 million people which accounts for approximately 5% of the total factory employment in the country. These products are daily consumed by each and every stratum of the society irrespective of social class, income group, age group etc. FMCG sector is more lucrative because of low penetration levels, well established distribution network, low operating cost, lower per capita consumption, large consumer base and simple manufacturing processes for most of products resulting in fairly low capital investments.

The industry is highly competitive due to presence of multinational companies, domestic companies and unorganized sector. A major portion of the market is captured by unorganized players selling unbranded and unpackaged products. More than 50 per cent of the total revenues of FMCG companies come from products worth Rs 10 or less.