

## Case Study in Marketing -

### Creating value through the marketing mix

MARKETING



#### Introduction

In increasingly competitive markets, consumers have a greater choice over where they buy their goods and services. For an organisation to meet its business objectives, it has to find out what consumers require and then identify the best way in which it can satisfy these needs and wants. Creating a competitive advantage can be difficult. A unique marketing strategy with clear objectives is vital to ensure effective promotional activity.

Since opening its first store in 1913, Aldi has established itself as one of the most reputable retailers in the global business market by providing great value and quality. Aldi's goal is simple; 'To provide our customers with the products they buy regularly and ensure that those products are of the highest possible quality at guaranteed low prices.' Aldi's products are sourced from hand-picked suppliers whose products are sold under Aldi's own brand labels.

Aldi's main marketing objective is to grow its market share within the UK grocery market. With the economic crisis came an increased demand for value for money. Market research identified that 80% of Aldi's customer base also shopped at other supermarkets. These customers spent around £20 billion per year in the other stores. Aldi's marketing strategies therefore focus on generating customer loyalty. Aldi focuses its marketing efforts on encouraging customers that are already familiar with the brand to shop at Aldi more often.

Another key focus of Aldi's marketing strategy is on demonstrating that Aldi brands are of equal quality to well known brands such as Heinz and Fairy Liquid. To do this Aldi ran blind taste tests amongst a cross section of shoppers. These confirmed that the majority of consumers that liked the famous brands also liked Aldi's brands. These findings formed the basis to Aldi's 'Like Brands' marketing campaign. This provided Aldi with a platform to communicate its quality and value messages effectively.

Aldi's immediate challenge for the 'Like Brands' campaign was to increase market share from 2.3% to 2.5%. Although this sounds very little, the retail grocery market is very large. A single 0.1% is worth an extra £65 million revenue.

This case study focuses on the marketing strategies used by Aldi to increase its market share and encourage loyal customers.

#### The marketing mix

The Chartered Institute of Marketing describes the term marketing as the process 'The process responsible for identifying, anticipating and satisfying consumer requirements profitably.' This places consumers at the heart of every organisation. The marketing mix is often referred to as the four Ps. It involves creating a unique blend of the right product, sold at the right price, in the right place, using the most suitable methods of promotion.

A marketing mix is a complex set of variables. The marketing mix of every business will be different. Aldi's mix focuses on providing high quality products that are cheaper alternatives to famous brands. Aldi's marketing mix therefore focuses on:

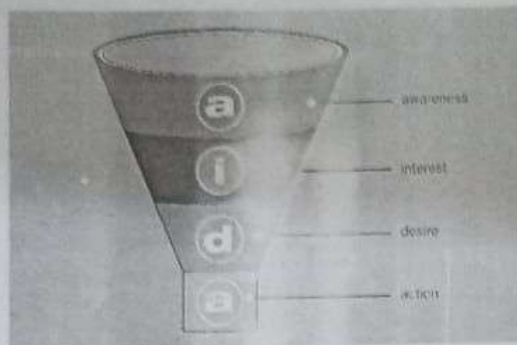
- Product – high quality 'Like Brands'.
- Price – Aldi offers lower prices than its competitors without compromising on quality.
- Place – Aldi outlets are expanding globally.
- Promotions – Aldi uses a combination of above-the-line and below-the-line promotions with a focus on its 'Like Brands' and 'Swap & Save' campaigns.



Curriculum topics covered: • Marketing mix • AIDA model  
• Above-the-line promotion • Below-the-line promotion

The AIDA model can be used to demonstrate the aim of any promotional activity:

- Initiate awareness amongst customers.
- Generate interest for and desire to have the product(s).
- Leading to customers taking action to purchase.



Aldi uses a variety of communication methods and channels to increase the impact of its promotional activity and meet the aims of AIDA.

## Balancing the mix

Organisations need a balanced marketing mix to meet the needs of its customers. Aldi's focus is on offering the best possible quality products at the lowest possible prices. Every buyer for Aldi, from fresh fruit and vegetables to electronics, is an expert in their field. They look for products from around the world. This enables them to get the finest quality products that Aldi then sells under its own brand labels.

Selecting the prices is one of the most difficult considerations when developing a marketing mix. Pricing strategies that are commonly used include:

- Market penetration – charging lower prices for new products to help them enter the market and gain market share quickly.
- Competitive pricing – pricing products at lower prices than competitors.
- Strategic pricing – emphasising the quality or brand positioning of a product to allow a higher price to be charged.

Competitive pricing is a key strategy for Aldi. Aldi is able to offer quality products at low prices due to its great volume. The fact that Aldi buys such large quantities of its products allows great leverage for negotiating the best possible prices with its suppliers. This is called economies of scale. Buying large quantities of each product allows Aldi to pass these savings on to its customers.



The place element of the marketing mix involves identifying where the product or service will be sold. Aldi keeps its store layouts simple to limit waste and keep costs down. This means Aldi can focus on offering its customers the lowest possible prices for its products. When considering new store locations, Aldi takes into account:

- the number of people visiting an area as well as the demographic of the area – for example, the population of the area should be more than 30,000 people
- the position of store – Aldi focuses on edge of the town centre locations with good visibility from a main road and not too much competition
- the accessibility of the store and its public transport links
- the number of parking spaces available.

## Above-the-line promotion

For Aldi to achieve its objective of increasing its market share, it had to ensure its promotional activity demonstrated the balance of its marketing mix. For example, to increase customer loyalty it had to communicate its key quality and value messages. Promotion helps to:

- increase awareness and improve brand recognition
- increase demand for products
- improve brand image
- highlight the superiority of products and services.







Above-the-line promotions are paid-for advertising aimed at a mass audience. These include the media such as television, radio, magazines and newspapers that reach a large number of people. This form of promotion can be costly. It can also be difficult to target specific audiences. Aldi uses a range of above-the-line methods to reach its customers and potential customers. These include:

- Advertising on TV. The 'Like Brands' campaign features 20 second TV adverts which focus on a particular product. The adverts show a famous brand as a benchmark for quality side-by-side with an Aldi brand product. They use the slogan 'Like Brands. Only Cheaper'. This reinforces the message that Aldi products are cheaper than leading brands but equal in terms of quality. The adverts provide personality to the Aldi brand. They use humour which helps to build trust and an emotional connection with target audiences.
- Printed leaflets are distributed within stores (1 million copies printed per week) and also to customers living in areas surrounding stores. These leaflets help to reinforce the 'Like Brands' campaign. They also showcase products with limited availability and seasonal offers available in stores.



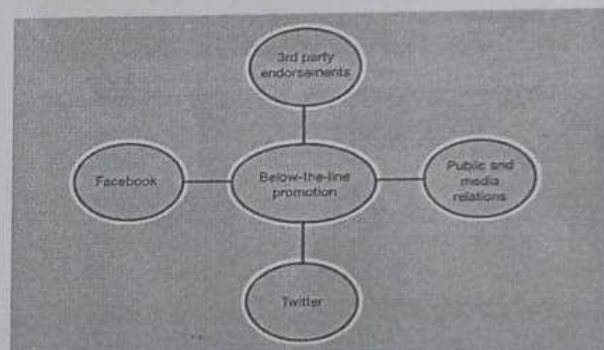
- Newspaper adverts extend the 'Like Brands' campaign and help to showcase a variety of product categories. They also communicate Aldi's 'Swap and Save' message. This campaign demonstrates the amount that shoppers could save if they swapped their weekly shop to Aldi. They compared Aldi products to famous brands to demonstrate Aldi's value for money message.
- In store posters are also used to highlight the 'Swap and Save' message.

### Below-the-line promotion

Below-the-line promotion uses different ways to engage with customers. These methods can be more easily targeted to specific audiences than above-the-line methods. They offer organisations a greater level of control over their communications. Aldi uses a range of below-the-line methods. These include:

- social media
- targeted e-mails to customers
- 3rd party endorsement and awards
- public relations and media relations.

Aldi's Facebook and Twitter pages encourage two-way communication with customers. These social media channels provide a platform through which Aldi can interact with customers. It can then assess their opinions about the brand. One objective of this form of promotion is to create 'Aldi Advocates'. These are consumers who recommend Aldi to others, through stimulating interactions about the high quality and low prices of Aldi products. For example, the 'I Love Aldi' campaign asked fans to send a virtual Aldi Valentines card to a Facebook friend. This was encouraged by providing rewards. The campaign gave consumers the chance to win a £10 voucher. They could also win a box of Aldi chocolates for their Valentine. The campaign also encouraged consumers to complete the sentence 'I love Aldi because...' directly onto Aldi's Facebook page to encourage positive brand feedback.





www.aldi.co.uk

Aldi also uses direct e-mails. These e-mails allow Aldi to communicate a variety of messages to target customers. For example, they can convey the 'Swap and Save' message as well as promote seasonal messages such as products associated with Pancake Day.

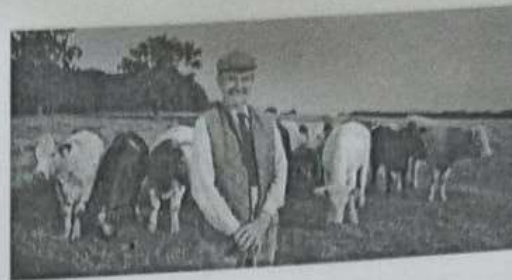
Aldi's website is an integral part of its below-the-line promotion. It features all of Aldi's key promotional messages as well as additional content to engage consumers. Examples include recipe ideas and weekly offers. Aldi developed the [www.likealdi.co.uk](http://www.likealdi.co.uk) micro-website to further encourage brand engagement with the 'Like Brands' TV campaign. The site provides consumers with the opportunity to upload their ideas for the next Aldi TV campaign. Aldi also uses a dedicated recruitment website to promote its employer brand messages and career opportunities.



A further below-the-line method used to highlight the quality of Aldi's products is positive 3rd party endorsements. Aldi has entered over 1,000 of its products into awards such as Grocer Golds, Pizza and Pasta Awards (PAPA) and the British Frozen Food Federation Awards. In 2012 Aldi was awarded 'Best Supermarket' by consumer Watchdog Which? It beat competition from Marks & Spencer and Waitrose. Further positive endorsements for products on TV and in the press reaffirm the message that Aldi products are of the highest quality as well as being great value for money. For example, Aldi's Christmas pudding was awarded runner-up and acknowledged as a 'bargain' in a taste test comparison in Good Housekeeping magazine.

Effective public and media relations help to create positive press exposure. Aldi has secured record coverage through hard working and innovative media relations. Journalists from newspapers such as The Grocer, The Financial Times and The Times were invited for exclusive interviews with Aldi's Group Managing Directors. They discussed record breaking sales results.

**Aldi | Creating value through the marketing mix**



Further coverage was gained through targeting key media at specific times with seasonal promotional messages. The 'Swap & Save' campaign highlighted the savings available through shopping at Aldi at times when value for money is high on the agenda. This was particularly relevant with its 'Back to School' and Christmas products.

## Conclusion

Aldi has a distinct approach to retailing that has given it a competitive advantage in a crowded marketplace. Aldi's unique balance of the marketing mix enables it to provide high quality, own branded products at the lowest possible price. Aldi's innovative 'Like Brands' and 'Swap & Save' marketing campaigns are improving brand perceptions. They are aiding the achievement of Aldi's marketing objectives. The campaigns have increased Aldi's sales per store by +100% over 3 years through creating more loyal customers. Its multi-channel promotional activity is engaging consumers and creating positive feedback.



1. Describe what is meant by the term marketing. (2 marks)
2. Explain why it is important to balance the marketing mix. (4 marks)
3. Analyse the factors that might affect the location of a new Aldi store. (6 marks)
4. Evaluate how Aldi has identified a unique position within a competitive marketplace. (8 marks)

Exam-style questions





M. E. S. College of Arts & Commerce  
ZUARINAGAR, GOA.  
**BBA COURSE**

Batch : 2021 Term II Date: 09.02.2022

Subject: Time Management

Faculty: Motilal Pednekar

Name of the: Case Study Max. Marks: 4

**CASE STUDY**

Running in Place Sunita went through her pile of "to-do" lists, checking off item after item. Done, done, done, done, done, done. With each flick of the pen, one more task was lifted from her shoulders. Then she copied the tasks that remained on to a new list:


**To Do**

- Get status of annual sponsorships
- Write personal thank you cards from last event
- Recruit new leaders from community (must!)
- Ensure the training for gala volunteers is done this week
- Submit budget report to National Office, which was due...like, yesterday...
- Meet with staff to brainstorm ideas to sell annual sponsorships

She paused in dismay. These were all the most critical priorities! What had she been doing when she should have been completing these tasks? She glanced at her outlook schedule; there was that meeting with Tony that she really didn't have to go to. Then she and Shelley spent the rest of the morning discussing the office supply situation. She had a meeting with Lisa to help her with the revenue report and Major Donor prospect plan. That and promptly returning e-mails during lunch, took better part of the afternoon. She had done everything she was supposed to in using her time better: made schedules and "to do" lists, screened her calls and returned them all at once- and now everyone else was going home, and she hadn't even really started! What was the point of all her careful time management when she still was overworked and frenzied?

What would YOU do?

1. Do you feel Sunita is really following Time management at her office? Explain.
2. Jot down some key ideas/thoughts/advice you would give Sunita.
3. Briefly outline the best possible solution to Sunita's problems.

  
Faculty Signature

\* Open Book Test, Presentation, Case Analysis, Assignments, Role-play, Class Discussion, etc



M. E. S. College of Arts & Commerce

Zuarinagar, Goa.

BBA (S&L)

TEST PAPER

Batch: 2021 Term: 3 Date: 8.4.22

Subject: Marketing Management

Faculty: Kirti Tyagi

Test: ISA 2

Marks: 5

### Group Project

Visit any retail store, for example: Dominos, Pantaloons, Unlimited and analyze their 7 Ps.

Also identify their 'green' (environmental friendly) practices in each of the 7 Ps (e.g. in logistics, packaging, raw materials).

Make groups of 5 members each. Students will be marked individually.

Upload a report and power point presentation on the same. Presentations will be conducted in class.

Make sure you all prepare a questionnaire before visiting the outlet and include the same in the report.

Faculty Signature



## मुरगांव पत्तन प्राधिकरण

(पत्तन, पोत परिवहन और जलमार्ग मंत्रालय, भारत सरकार)

सामान्य प्रशासन विभाग, प्रशासनिक कार्यालय, हेडलैण्ड सदा, गोवा - 403 804

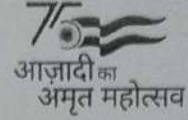
**MORMUGAO PORT AUTHORITY**

(MINISTRY OF PORTS, SHIPPING & WATERWAYS, GOVT. OF INDIA)

GENERAL ADMINISTRATION DEPARTMENT, ADMINISTRATIVE OFFICE, HEADLAND SADA, GOA - 403 804.

Website : <https://www.mptgoa.gov.in> Email : [secretary@mptgoa.gov.in](mailto:secretary@mptgoa.gov.in)

दूरभाष(सर्व) / Tel.(Off.) : 0832-2521120 फ़ैक्स / Fax : 0832-2521125



आज़ादी का  
अमृत महोत्सव

Ref.No.: GAD/Trg./ (G-46)/2022/851

01/07/2022.

### TO WHOMSOEVER IT MAY CONCERN

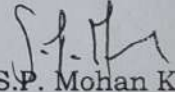
This is to certify that **Mr. Kalpesh Sakharam Dhargalkar**, SYBBA (Shipping & Logistics) student of Murgaoon Education Society's College of Arts & Commerce, Zuarinagar Goa has successfully completed his internship training programme in Mormugao Port Authority, Headland Sada from 23.05.2022 to 01.07.2022.

During his internship period, **Mr. Kalpesh** has gained sufficient knowledge in the various spheres of work related to Port i.e Shipping & Logistics, Port operations, Port Management, Labour and welfare, disciplinary matters etc. under the following Departments :-

- 1) General Administration Department.
- 2) Marine Department.
- 3) Traffic Department.
- 4) Vigilance Department

We found him extremely inquisitive and hardworking and was also willing to put his best efforts and get into the depth of the subject to understand it better. He has completed his internship period in a disciplined manner and his performance has been found to be good.



  
( S.P. Mohan Kumar )  
Secretary (I/C)



# RESOURCES INTERNATIONAL

P.O Box 99, 2nd Floor  
Entrance III, Sesa Ghor  
Patto Plaza,  
PANAJI - GOA 403 001 (INDIA)

Tel: (91) (832) 6643530-31  
Email : email@resourcefulgroup.com

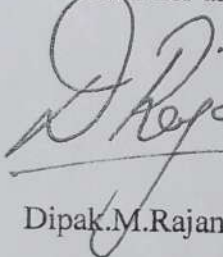
## TO WHOMSOEVER IT MAY CONCERN

This is to certify that Ms. Doma Tamang has done her internship at Resources International Panjim Goa from 24.05.2022 to 06.07.2022.

She has worked on our shipment of iron ore from Africa to China. As part of the project, she has had first-hand experience of the operations of export of iron ore, chartering of vessel, logistical study of transporting from Mine to Port and related matters.

During her internship she has demonstrated her skills with self-motivation to learn new skills. Her performance exceeded our expectations and she was able to complete the project on time.

We wish her all the best for her upcoming career.



Dipak.M.Rajani  
Managing Partner







# J V SHETTY MEGA MART

Shop 1 LGF, Prabhu's Signature, Below Tata Croma, Alto-Dabolim  
Chicalim Goa-403801.

MOB: 9923427394 OFFICE: 0832-6741929

Ref no.2022-22  
13-08-2022

## CERTIFICATE

(To whomsoever it may concern)

This is to certify that Miss Fatima Bi Mohammed Athni a student of Master in Commerce (M.Com) from Murgaon Education Society's College of Arts & Commerce, Zuarinagar, Goa has worked with us at J.V Shetty Mega Mart Dabolim Goa as a Cashier/Data Entry/Billing for a period of 4 weeks, to undergo summer internship project work from 22<sup>nd</sup> June 2022 and still working as a part time staff.

During the said tenure mentioned herein above Miss Fatima Bi Mohammed Athni has remained involved with her duties and responsibilities assigned to her. We found her competent and active with sincerity and determination. She is hard working girl whose dedication in taking contribution and initiative for the organization has proven helpful in the establishment.

We wish her success in her future.

Place : Dabolim, Goa.

Date : 23/07/2022

J V Shetty Mega Mart



(Ramesh Shetty)

Proprietor

# A.K AQUA FOOD & BEVARAGES

Manufacturing of Package Drinking Water

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Date: 30/07/2022

## TO WHOM SO EVER IT MAY CONCERN

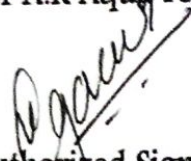
This is to certify that Mr. Pappu Yadav has completed internship in this organization from 22<sup>nd</sup> June 2022 to 22<sup>nd</sup> July 2022.

During the period of his internship program with us he had been exposed to different process and was found punctual, hardworking.

We wish him every success in his life and career.

This certificate is issued on his own request.

For A.K Aqua Food and Beverages

  
Authorized Signatory



---

Factory Address: Plot No.Z-3, The Murgaon Co-op Industrial Estate Ltd, Chicalim, Goa 403711

Mob.: +91 9284625589 / +91 9158618148 Email: akaquafb@gmail.com



# A.K AQUA FOOD & BEVARAGES

Manufacturing of Package Drinking Water

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Date: 30/07/2022

## TO WHOM SO EVER IT MAY CONCERN

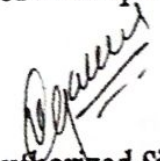
This is to certify that Miss. Lovely Parihar has completed internship in this organization from 22<sup>nd</sup> June 2022 to 22<sup>nd</sup> July 2022.

During the period of her internship program with us she had been exposed to different process and was found punctual, hardworking.

We wish her every success in life and career.

This certificate is issued on her own request.

For A.K Aqua Food and Beverages

  
Authorized Signatory



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Factory Address: Plot No.Z-3, The Murgaoon Co-op Industrial Estate Ltd, Chicalim, Goa 403711  
Mob.: +91 9284625589 / +91 9158618148 Email: akaquafo@gmail.com

**Reference No: Comp/22/22-23**

**Date: 22/07/2022**

**CONFIRMATION LETTER**

THIS IS TO CONFIRM THAT, MISS AKSHITA A STUDENT OF MES COLLEGE ZUARINAGAR, GOA WAS WITH US FOR AN INTERNSHIP FROM 22<sup>ND</sup> JUNE TO 21<sup>ST</sup> JULY 2022, IN OUR FIRM COMPUMATICS.

THE TRAINING WAS GIVEN TO HER TO GAIN ON THE JOB EXPERIENCE. AS PER THE REQUIREMENTS OF THE GOA UNIVERSITY SYLLABUS FOR M.COM.

DURING HER TENURE OF WORK SHE HAS LEARNED

- BUSY SOFTWARE FOR DATA ENTRY OF BOOKS OF ACCOUNTS (SALES, PURCHASES, AND PAYMENT).
- FILING OF DOCUMENTS.

DURING THE PERIOD OF HER INTERNSHIP PROGRAMME WITH US SHE WAS FOUND PUNCTUAL AND HARDWORKING .

**FOR COMPUMATICS**

  
**Shashidhar D.Palyekar**

**(Proprietor)**







**MURGAON EDUCATION SOCIETY'S COLLEGE OF ARTS & COMMERCE**  
Zuarinagar, Goa – 403726

Affiliated to Goa University Accredited by NAAC with B+ Grade (4<sup>th</sup> cycle)  
**ACADEMIC YEAR 2021 – 2022**

**One Day Field Trip of Post Graduate Department of Commerce, M.E.S. College of Arts and Commerce Zuarinagar Goa to NV Eco Agro Tourism Pvt Ltd, Kirlapal, Dabal in Dharbandora (NV Eco farm)**

- Post Graduate Department of Commerce (M.Com)
- Date: 3<sup>rd</sup> June 2022
- Platform : Offline
- Audience/ Participants: M.Com Part I & II
- No. of participants: 29
- Report in brief

The PG Department of Commerce, MES College of Arts and Commerce, Zuarinagar - Goa, had one day Field Trip: Rural and Agricultural Development to NV Eco Agro Tourism Pvt Ltd ( NV Eco farm) Kirlapal, Dabal in Dharbandora, On 3<sup>rd</sup> June 2022 between 9.00 am to 7.00 pm.

The tour guide Gauri Naik Dessai trailed the students and the faculty through the eco farm where different types of spices grown were shown and explained. Cashew distillation process was also explained by taking to the distillation place. Students got exposure to solar lamps, eco-friendly cottages, Butterfly garden, Nakshatra Vann, Water body on a spring, sumptuous authentic goan food, Pineapple farm and a Spice farm. The objective of the one day field trip was to give exposure to the students to the agro-eco tourism culture where an attempt to blend trails of spice plantations, organic farming as well as adventure activities was made. The objective was also to expose students to entrepreneurship in Eco Farm.

Students also actively participated in the zip line adventure activity. In total 29 M.Com students and 5 Faculty from Department of Commerce HOD and M.Com Programme mentor Dr. Champa R Parab ,Assistant Professor Mr. Suraj P Tuyekar, Mr. Pranit S Naik, Ms. Madhumeeta Dhar and Mr Vasant Pednekar accompanied the students and participated in the field trip.

The one day field trip was coordinated by Dr. Champa R Parab, with the faculty and the support and guidance of Principal Dr Manasvi M Kamat.



*M. Kamat*  
*13/06/22*  
Dr. Manasvi M kamat  
Principal



*Champa R. Parab*  
Dr. Champa R. Parab  
Coordinator / Convenor





## MURGAON EDUCATION SOCIETY'S COLLEGE OF ARTS & COMMERCE

Zuarinagar, Goa - 403726

Affiliated to Goa University Accredited by NAAC with B+ Grade (4<sup>th</sup> cycle)

ACADEMIC YEAR 2021 - 2022

### REPORT ON INDUSTRIAL VISIT DS PRODUCTION, C/O A K AQUA FOOD AND BEVERAGES, MANUFACTURING OF PACKAGED DRINKING WATER THE MURGAON COOP INDUSTRIAL ESTATE CHICALIM GOA

- Post Graduate Department of Commerce (M.Com)
- Date: 7th June 2022
- Platform : Offline
- Audience/ Participants: M.Com Part I & II
- No. of participants: 21
- Report in brief

The PG Department of Commerce, MES College of Arts and Commerce, Zuarinagar Goa organised an Industrial Visit to DS Production, c/o A K Aqua Food and Beverages, Manufacturing of Packaged Drinking Water, the Murgaon Coop Industrial Estate Chicalim Goa, on 7th June 2022 between 2.10 pm and 4.00 pm.

D.S Production manufactures spiritual packaged drinking Water, is also into Real estate and is a Film Production company. The Unit is a registered company incorporated in the year 2017 manufactures the product in Goa the 24/7 Briza with minerals 500. During the Industrial visit the students were welcomed and guided by Mr. Deepesh Naik and Ms. Kirti Amonkar Chemist and Micro Biologist to the entire production process of manufacturing the packaged drinking water starting from the ground water chlorination process to disinfect the water, to checking the Ph balance in water, ozone treatment, Tank venting, Carbonation process. Students were shown and explained the bottle blower, bottle washer and bottle filler process where the bottle blower was turned from the pre-forms into the final PET bottle and the process of labeling the product.

The students had an opportunity to interact with Mr. Vinay Gawas the Film, music Director and Marketing Head of DS production who explained to the students about the marketing strategies applied to market the packaged drinking water. As industrial visit is considered as one of the tactical methods of teaching, the main objective of this industrial visit was to give the students the practical exposure to the process of production, working methods and employment practices in the industry through interaction and discussion.

Students actively participated and could get hands on experience on the production process of manufacturing packaged drinking water. In total 21 M.Com students and 4 Faculty from Department of Commerce, HOD and M.Com Programme mentor Dr.



Champa R Parab, Assistant Professor Mr. Suraj P Tuyekar, Mr. Pranit S Naik and Ms. Madhumeeta Dhar accompanied the students for the Industrial Visit.

The Industrial Visit was coordinated by Dr. Champa R Parab, with the faculties and the support and guidance of Principal Dr Manasvi M Kamat.



*Manasvi M Kamat*  
13/06/22  
**Dr. Manasvi M kamat**  
Principal



*Champa R Parab*  
**Dr. Champa R. Parab**  
Coordinator / Convenor



**M.E.S. COLLEGE OF ARTS & COMMERCE, ZUARINAGAR – GOA**

**Academic Year 2021-22**

**Field Work Details of the Course that include Experiential Learning**

**Class:** B.B.A. (Shipping & Logistics)

**Semester/Term:** Term 10

**Name of the Course:** Occupational Health and Safety Management

**Objective of Field-Visit:** To familiarize students about various employee safety measures at workplace.

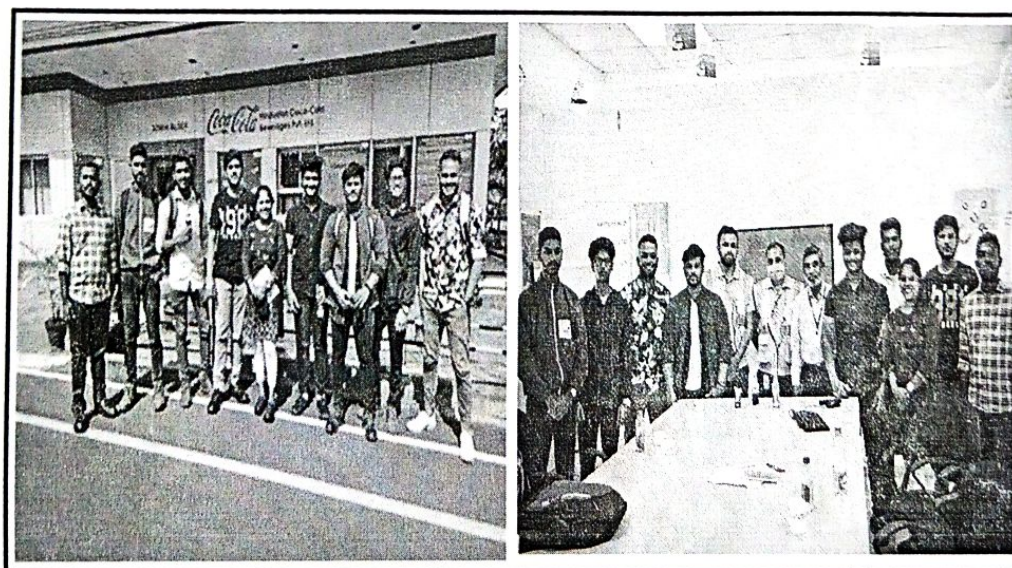
**Place of Field-Visit:** Hindustan Coca-Cola Beverages Pvt. Ltd., Verna

**Date of Field-Visit:** 14<sup>th</sup> December, 2021

**Report of the Field-Visit (in approximately 100 words):** Students of TYBBA(Shipping & Logistics) Visited 'Hindustan Coca-Cola Beverages Pvt. Ltd.', Verna as part of their course 'Occupational Health and Safety Management' on 14<sup>th</sup> Dec 2021. The managers explained various safety methods adopted by the company with the help of videos, with focus on Personal Protective Equipment and firefighting equipment's. The students asked questions to the manager's in charge and enhanced their understanding of health and safety management. Assistant Professor, Mr. Motilal Pednekar accompanied the students.

**Outcome of the Field-Visit:** Students received practical inputs on employee health and safety measures adopted by companies.

**Photograph/s:**



**Details of the students who participated in the Field-Visit:**

Sr. No.	Name of the Student	Roll Number
01	Asnain Bhatti	MSL-19-01
02	Noah Mascarenhas	MSL-19-02
03	Pratik Tupsoundarya	MSL-19-03
04	Sanskar Salgaonkar	MSL-19-04
05	Vaibhavi Korgaonkar	MSL-19-07
06	Vialli Rodrigues	MSL-19-08
07	Clive Mascarenhas	MSL-19-11
08	Rajesh Karnati	MSL-19-12
09	Faizaan Moilanjikkal	MSL-19-13

*Handwritten signature*

**Signature of the Teacher**

**(Name of the Teacher)**

*(Motilal Pednekar)*



*Handwritten signature*

**Dr. Manasvi. M. Kamat**

**(Principal)**

**Dr. Manasvi M. Kamat**  
**Principal**

**MES College of Arts & Commerce**  
**Zuarinagar - Goa 403 726.**