

Internship Report



The Cake Specialist

Start Date:- 28/10/2022

End Date:- 15/01/2023

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Presented To:- Dream Bake Pvt. Ltd.



A PROJECT REPORT ON

“WINKIES BRANDED CHRISTMAS CAKE CREATING AWARENESS, DISTRIBUTION & VISIBILITY”

Submitted By

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Under the guidance of:- **Arunasish Dutta(Marketing Head of Dream Bake)**

Ayan Dey (A.S.M)

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DECLARATION



I, Indranil Paul, hereby declare that the presented report of the internship titled “**WINKIES BRANDED CHRISTMAS CAKE CREATING AWARENESS, DISTRIBUTION & VISIBILITY**” of “Dream Bake Pvt. Ltd.” is completely prepared by me after the completion of two and half months’ work.

I also confirm that the report is only prepared for my academic requirement and self field experience, not for any other purpose. It might not be used in the interest of the opposite party of the corporation.

.....

Indranil Paul
MBA 2nd Year
Department of Business Administration
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ACKNOWLEDGEMENT



I am very thankful to Mr. Arunasish Dutta who has given me the power and chance to do work with a good team and to complete my internship at **Dream Bake Pvt. Ltd.** I am specially thankful to all the team members associated with this project for constant support and make the 2.5 months smooth journey.

Whatever I have done is only due such guidance and assistance and I would not forget to thank them. I would like to thank "**Dream Bake Pvt. Ltd.**" for completing my internship in this organization and supporting me in all the ways to complete my internship training to have practical field experience.

I also take this opportunity to express a deep sense of gratitude to **Mr. Arunasish Dutta (Marketing head, Dream Bake)** and **Mr. Ayan Dey (ASM)** for their cordial support in each time, whenever needed and valuable information and guidance, which helped me in completing this task through various stages.

I would like to express my gratitude and indebtedness to the faculty of **University of Engineering and Management** for providing me this wonderful opportunity to gain practical industrial exposure in the field of marketing and sales.

I would also like to acknowledge the support and guidance of **Mr. Dpak Das Mahapatra (S.O)** for guide me in the field and inspiring me in every step. Without his help and encouragement it would have been practically impossible to complete this project.



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EXECUTIVE SUMMARY



The project involves an on field work which includes visiting various retail outlets in different areas of my assigned territory in Purba Medinipur district in order to carryout the responsibilities of making awareness of winkies x-mas cakes and making visibility in my territory. Also my objective was to take a look weather the distribution was going smoothly or not.

In this comprehensive report, I have discussed about every major aspect of **Dream Bake Pvt. Ltd.** which I observed and perceived during my internship journey. This report contains a brief introduction of “**Winkies**” products and a detailed view of the task, which has been undertaken to analyze the market of **Dream Bake’s** products.

The main objective of this project report is to analyze and study in an efficient way the winkies branded Christmas cake and regular items. This project also aims to perform market study of “**Winkies**” Company & find out different factors affecting the growth of **Winkies’s** products.

Also we did the study to perform competitive analysis between **winkies** and its competitors (**SWOT**) analysis. Apart from these objectives this study is also conducted to understand the Customer and school students preferences towards winkies cakes.

This internship report covers many important aspects which are basically related with operation and improvement of in the products of winkies.

We did a school activity, where we visited school canteen, make them convince to store wikies products as they are doing their business in school and want to collect information from students about winkies cakes demand among them.

INTRODUCTION OF TITLE



“WINKIES BRANDED CHRISTMAS CAKE CREATING AWARENESS, DISTRIBUTION & VISIBILITY”

Christmas cake is a long standing tradition that started all of the way back in the 16th century. This tradition has been carried through families from all over the world and the Christmas cake is a very popular item around the holidays with variations of cakes. The history of Christmas cakes can be traced back to the year 1880. Mambally Bapu was a businessman who used to ship bread, tea, and milk.

It is the study of Christmas cakes of Winkies as a brand, and what is the present scenario of winkies branded Christmas cake in the market. The company established its own brand name **“Winkies”** and the company come-up with Christmas festive cake with the stamp of its brand **“Winkies”**. So how much is the demand of **winkies branded Christmas cake** than other brands cake and **how much awareness this brand have created in the market**. How much publics are addicted to Winkies Christmas cake than others brands, how much trust this particular brand created to the customer by quality, taste, price etc.

Also **creation of visibility** of any brand is equally important. Because to sustain any brand with good impact and to establish the brand as a **top ranking brand** than others visibility creation is important, as the eye of the customers attract the colorful visibility, advertisement first. So which brand will focused more to the visibility part, that brand will grow more.

Also the **distribution means the supply chain** should be smooth of that brand, because to stand in the market as a successful brand it should be in a right path from all side.

INTRODUCTION OF COMPANY



The legendary pioneer, Mr. Fakhruddin Khorakiwala in Al Khobar, Saudi Arabia humbly began a family owned, bakery business, with only 12 men which later emerged into **Switz Group**, a global bakery company. Currently Switz Group is operational in 9 countries under the leadership & guidance of his son, Mr. Taizoon Khorakiwala from the year 1980 to till date.

With the advent of business operations in India, Mr. Taizoon expanded the group's vision of offering the Indian customers with industrial & retail bakery food items.

A proprietary concern of **Switz Group**, Dubai, **Dream Bake Pvt. Ltd. (DBPL)** initiated its business operations in the year 2000, manufacturing long shelf life, packaged cakes in a manufacturing unit in **Boral** (West Bengal) **Dream Bake Pvt. Ltd.** launched its own brand '**WINKIES-the cake specialist**' in the market in 2011.

The company accelerated its growth rate by venturing into a fully automated manufacturing unit, with the latest international technologies in **Sankrail**, West Bengal covering an area of 1,80,000 square feet with state-of-the-art production facility. Being driven by innovation and better consumer options, Dream Bake shook hands with the croissant company- Bauli and introduced West Bengal to the world of croissants, by being the Manufacturer and Marketer of 'Bauli' since 2010.

ABOUT THE COMPANY



Being the largest manufacturers of packaged cakes, DBPL has been manufacturing cakes for Britannia and products like **'Bounce biscuits'** and **'Caker'** for ITC.

During its process of expansion, Dream Bake dedicated its manufacturing expertise to **Britannia India** Limited, by opening a plant in Bangalore, solely dedicated for manufacturing cakes for the latter.

Dream Bake Pvt. Ltd. is emerging as one of the largest cake manufacturers in India as of the current time point. Its brand **'WINKIES'**, based on Nielsen Retail Audit, has come up to be the 2nd largest packaged cake brand in the Eastern region, after Britannia.

After turn-up Dream Bake from Switz Group it has spent its more than 20 years journey with a quality benchmark in the world of packaged cakes. Winkies took few baby steps for manufacturing the products, like Swiss roll, marvel cake etc. and gain a confidence to serve a wide range of products with mouthwatering taste.

The secret which winkies brand follow is, **WHILE EXPERTISE AND QUALITY CONTROL ARE IMPORTANT, WHAT MAKES CAKES SPECIAL IS THE LOVE AND CARE THAT GO INTO MAKING IT.**

Winkies – Recipes chosen with care, cakes baked with love.

PRODUCT INTRODUCTION



OUR PRODUCTS



SOME OF OUR X-MAS ITEMS





DELIVARIABLES

- The company gave us a target for the Christmas season to hike the sales in this year Christmas.
- I tried to fulfill my targets as much as possible and work hard for the Christmas.
- During this internship project I checked, that availability and visibility of the product in the market.
- I also created some new stores in my assigned territory to grow the business.
- I also helped to increase the number of customer for new offers during the Christmas time.





LEARNINGS

It was my second internship at **Dream Bake Pvt. Ltd.** This internship was so much benefited to me. This internship gave me a practical field experience, which will help me in my future professional life to carry-on my domain. I am very thankful to be a part of this project and also this project helped to learn a lot of new things. So I have gathered some points, stated below as **my learning** from this internship.

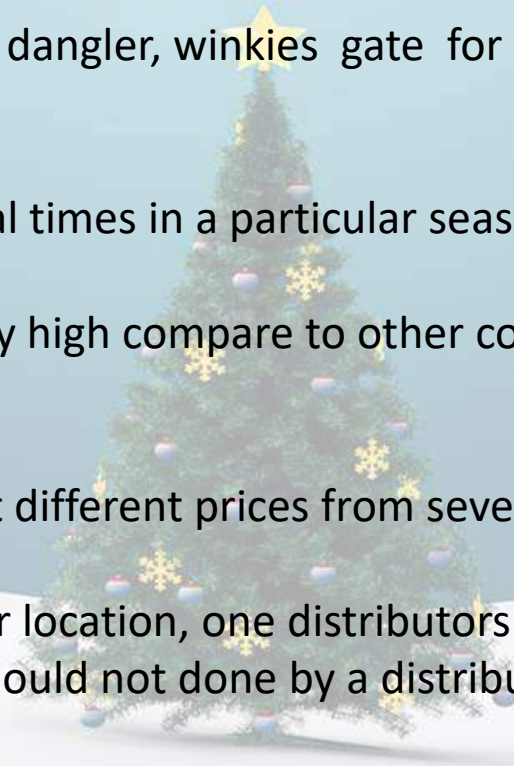
- This internship taught me to be presentable all the time, when you are in the market for your duty. Because in this type of work (marketing and sales) behavior is most important thing to interact with retailers.
- Learned many field knowledge which one actually faces while doing this job in the market.
- Also learned about the FMCG market like how to catch the market, how to do the push sale, how to meet the targets etc.
- Learned to take lot of responsibilities at a time and to execute the task calmly one by one without felling disturbed.

And also this internship taught us time management and being punctual.

CHALLENGES



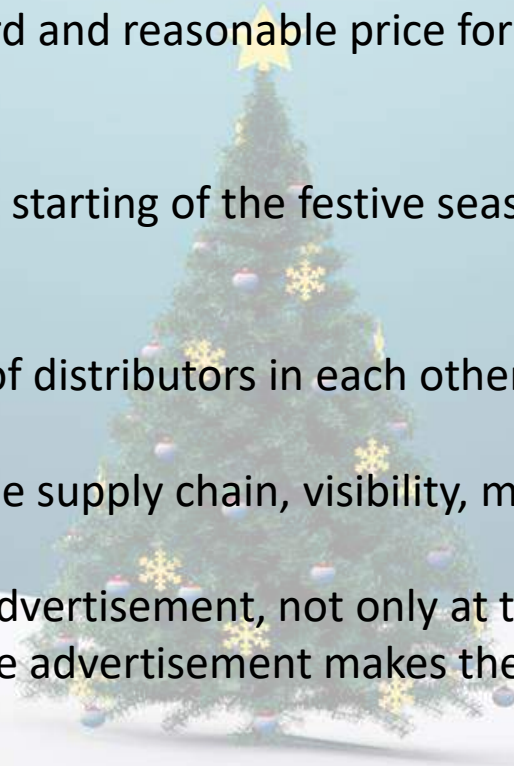
- The first and foremost problem is the issue related with price in the same time.
- Not enough advertising materials like banner, dangler, winkies gate for Christmas item at the Christmas as compared to the competitors.
- Changing of price of Christmas cakes in several times in a particular season which will reflect in the sale.
- The price of some Christmas products are very high compare to other competitors products, where as the weight and the type of cake are same.
- Retailers are getting winkies cakes at different different prices from several distributors in a same location.
- Distributors are not delivering order in in their location, one distributors are supplying order in another distributor's location. This type of behavior should not done by a distributor.



OVERCOME



- The company should maintain a standard and reasonable price for their festive products balancing with the other brands.
- The company should fixed a price at the starting of the festive season and don't fluctuate the price in between the season.
- Company should stop the interference of distributors in each others area.
- Company should be more focused on the supply chain, visibility, merchandising, awareness etc.
- The company should be conscious on advertisement, not only at the time of Christmas, even whole year for their regular items also, because advertisement makes the importance of a product to the customer.



SCOPE OF THE JOB



- **Identifying New Outlets where Cake Can be placed:-** During this internship journey some new outlets has been opened with the help of my hand. At the time of my internship journey when I used to go to the market I observed that there are some outlets where our products were are not there, actually to those outlets we didn't visit from the first but in the same locality others shops are doing business with our company. **So my job was to find and open those new outlets, which located at the perfect place of that location where our cakes can be placed based on the visibility, selling power to the consumer and also should be a good outlet which will purchase a good amount of order etc.**
- **Order collection from assigned territory:-** We did this internship mainly for the Christmas project, because the companies main motto was to grow the Christmas sale this year. To fulfill the targets they hired us and assigned us different territory. **We took orders in per retail outlet** according to our beat and complete it within 2/3 days in a territory. We don't had the target for Oder collection but we are being instructed to take as much order as we can.
- **Target Achievement:-** As such we didn't have no **amount** target of order, but we had the target for increase the amount of **cakes billed** per day in the assigned location, had target of taking more productive call, and also had the target of booking as many outlets between 5k-10k amount. Because the company had three amounts slab for retailers in this year Christmas and for this we had to gear-up our effort so that we can make convince to the retailers to that slab to reach the Sales target.

SCOPE OF THE JOB



- **Proper planning on execution:-** Every task or project needs a proper planning because without planning nothing will be possible. So after joining this organization and when we got our task, we did a proper planning to bring the success in our project. For target achievement I have discussed what we did. For this **we needed a proper planning for execution** and the **S.O(Sales Officers), ASM(Area Sales Manager) and ISR(Inside Sales Representative) of every ones assigned territory** helped them. Not only target achievement in every step of the project we had to do solid planning, how to move forward and in every step I got support and encouragement from my ASM, S.O.
- **Enrolment of PGS outlets:-** For this year Christmas the company brings with three amount of slab, **(20,000/- 40,000/-, 60,000/-)** for retailers and according to these amounts the company come-up with three types of coupon, **(silver, gold, platinum)**. So our job was to make enrol to the coupon by the retailers according to their billing amount. We had to push the retailers for purchase of cake of **those slab amounts** and after they purchase we made the retailers enrol the coupon, based on that there was a fixed cash discount, display contest and win cash prize.
- **Ensure proper visibility at right time during season:-** We are being hired by the company mainly for their Christmas project. As the companies main motto was to increase Christmas sale more than the previous year. So the company put the full visibility effort of their brand. Our job was to ensure the proper visibility of winkies brand in everyone's assigned territory, weather the outlets get the banner, dangler, winkies x-mas gate and weather the advertisement is being done in full fledge.

METHODOLOGY



Research methodology is a methodology for collecting all sorts of information & data regarding the market survey. The objective is to examine all the issues involved and conduct situational analysis. The methodology includes overall research about design, price, quantity, sampling procedure and a field work is done to analyze the report.

This research methodology completely includes field work, To complete this research and collect the relevant data a questionnaire was designed and the survey was conducted among the retailers. The primary data has been collected with the help of questionnaires as well as personal observation in every outlet.

In the first part there was some basic questions of the retail outlet, such as the name of the shop, location of the shop, contact number, landmark etc. and in the second part there was a product feedback like which product will run in your locality most or which product you think will run more etc. and in the third part there was some basic question to collect retailers feedback for our market survey and future brand development.

Sample size:

Total of **100** retail outlets were surveyed out of which **20** retailers data was collected.

Sampling technique:

For taking primary and secondary data from each of the retailers we had taken **17** categories of product from our product basket.

Data collection:

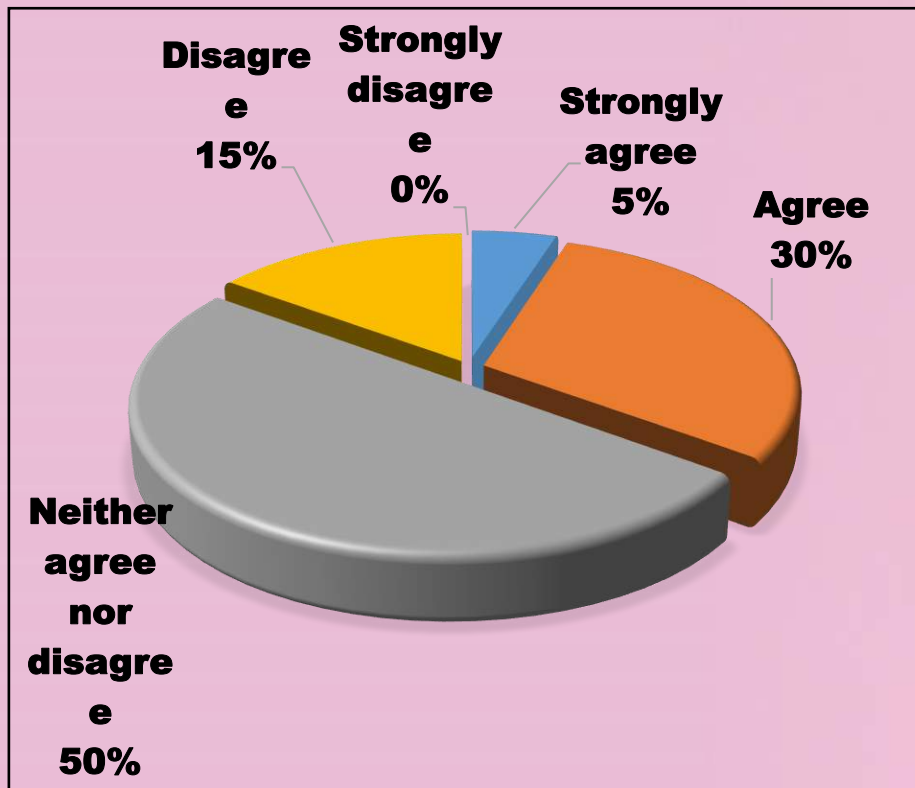
Collection of data is done through secondary data and questionnaires.

DATA ANALYSIS

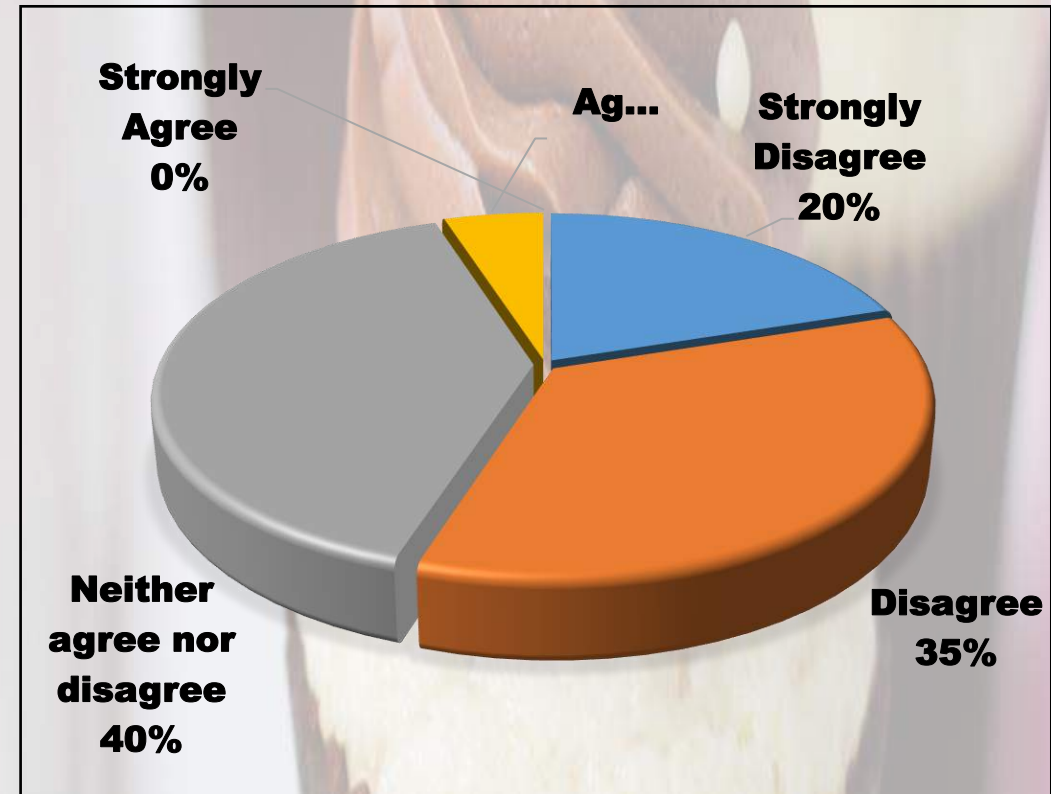


The questionnaire contained 6 questions, 6 of them had 5 options to know the retailers feed back in one word. In the researcher's view, all the questions were short, clear, easy to answer, understandable and had enough significant choices to prompt their attitude. The whole questionnaire has been attached in appendices.

1. Winkies is the best for Christmas cake among other brands cake available in the market

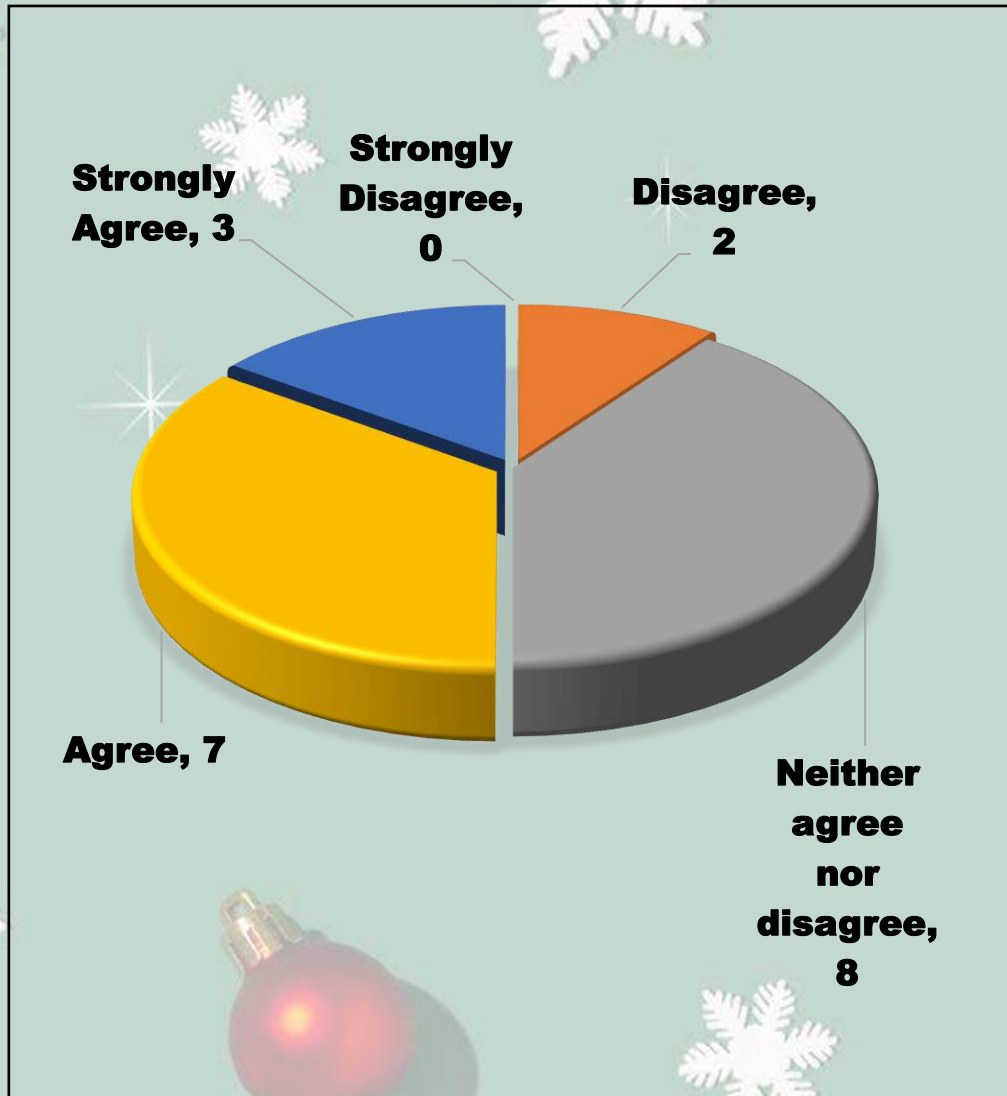


2. Satisfy with the profit margin

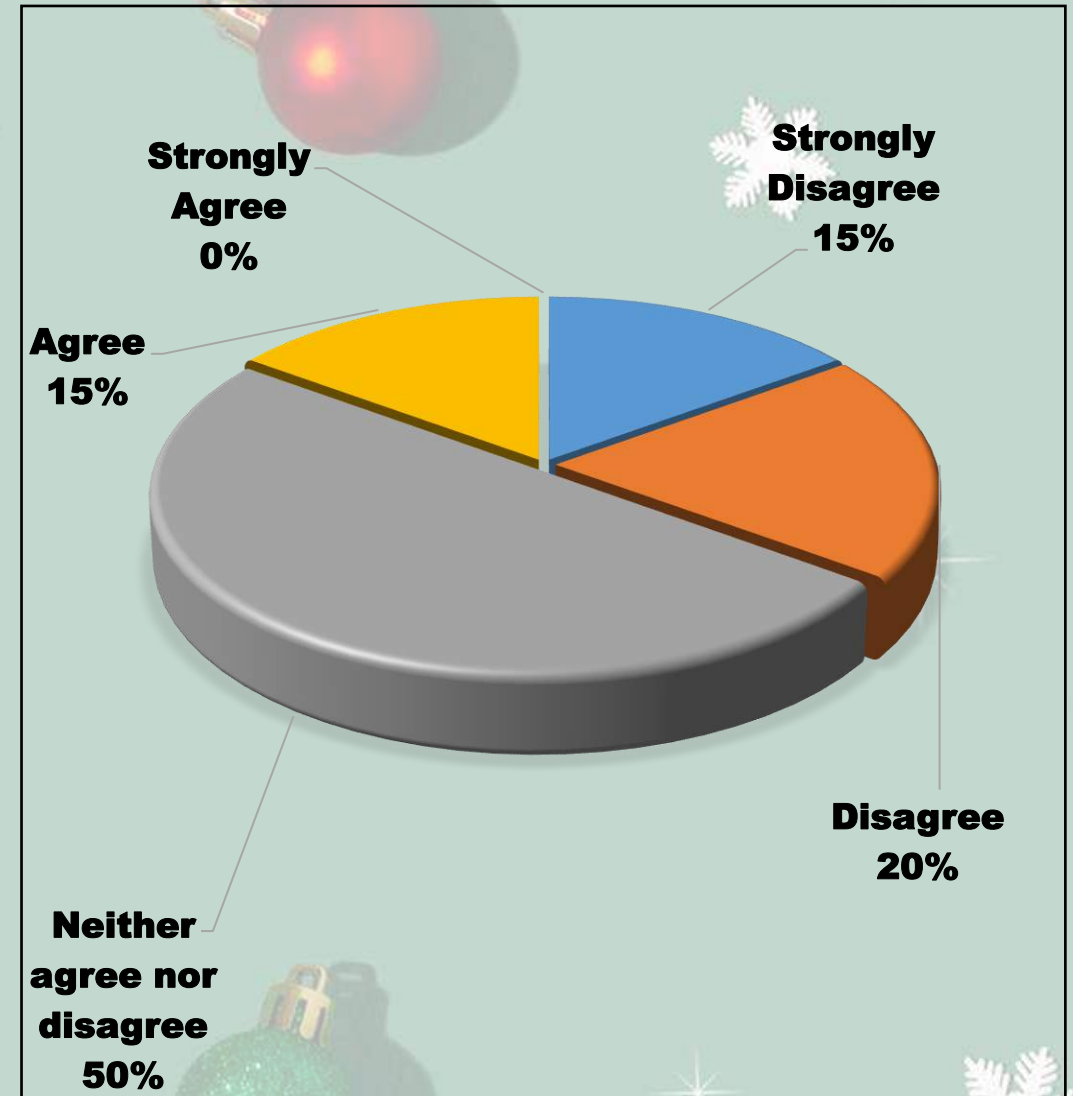




3. Product quality is best



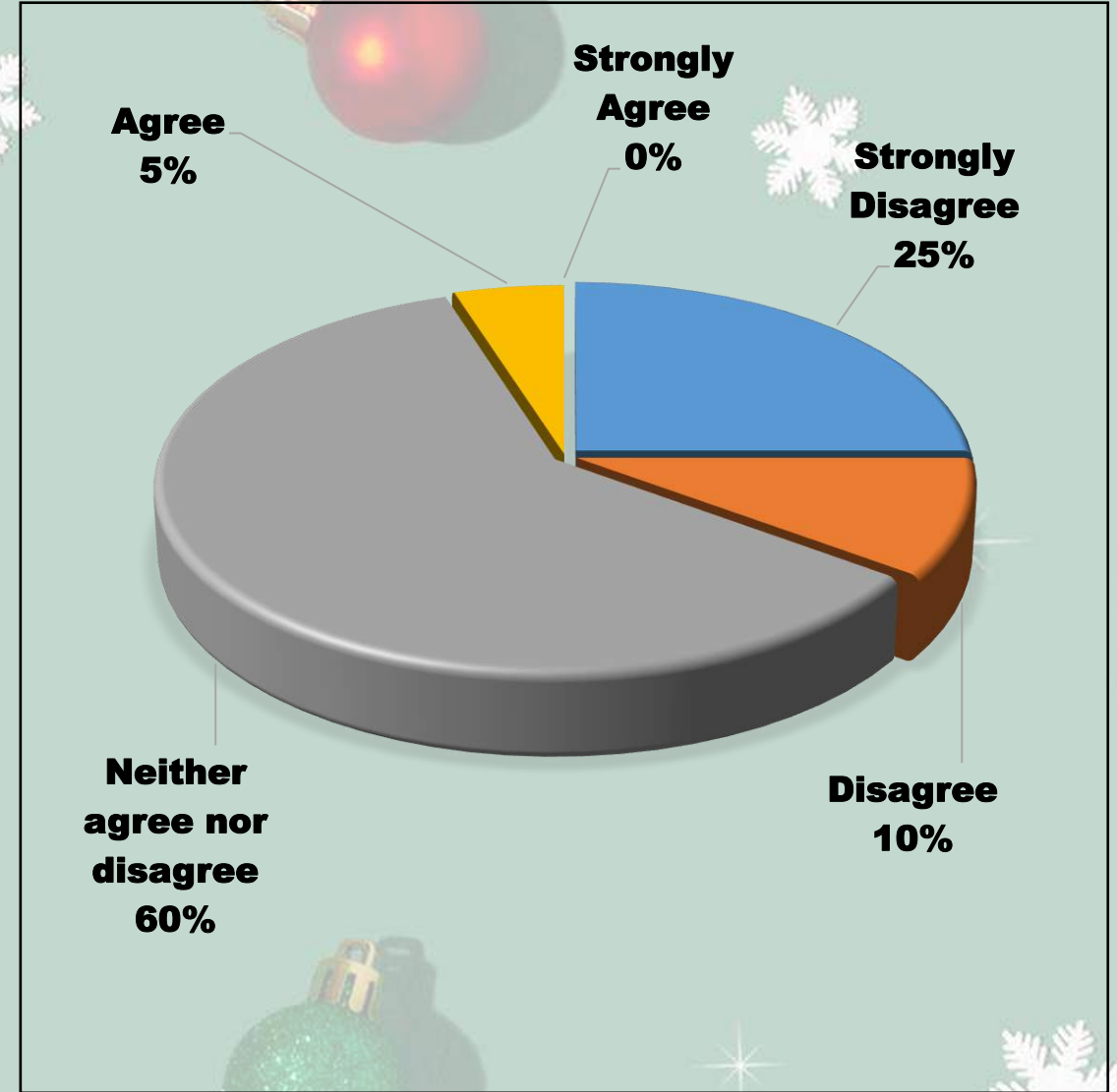
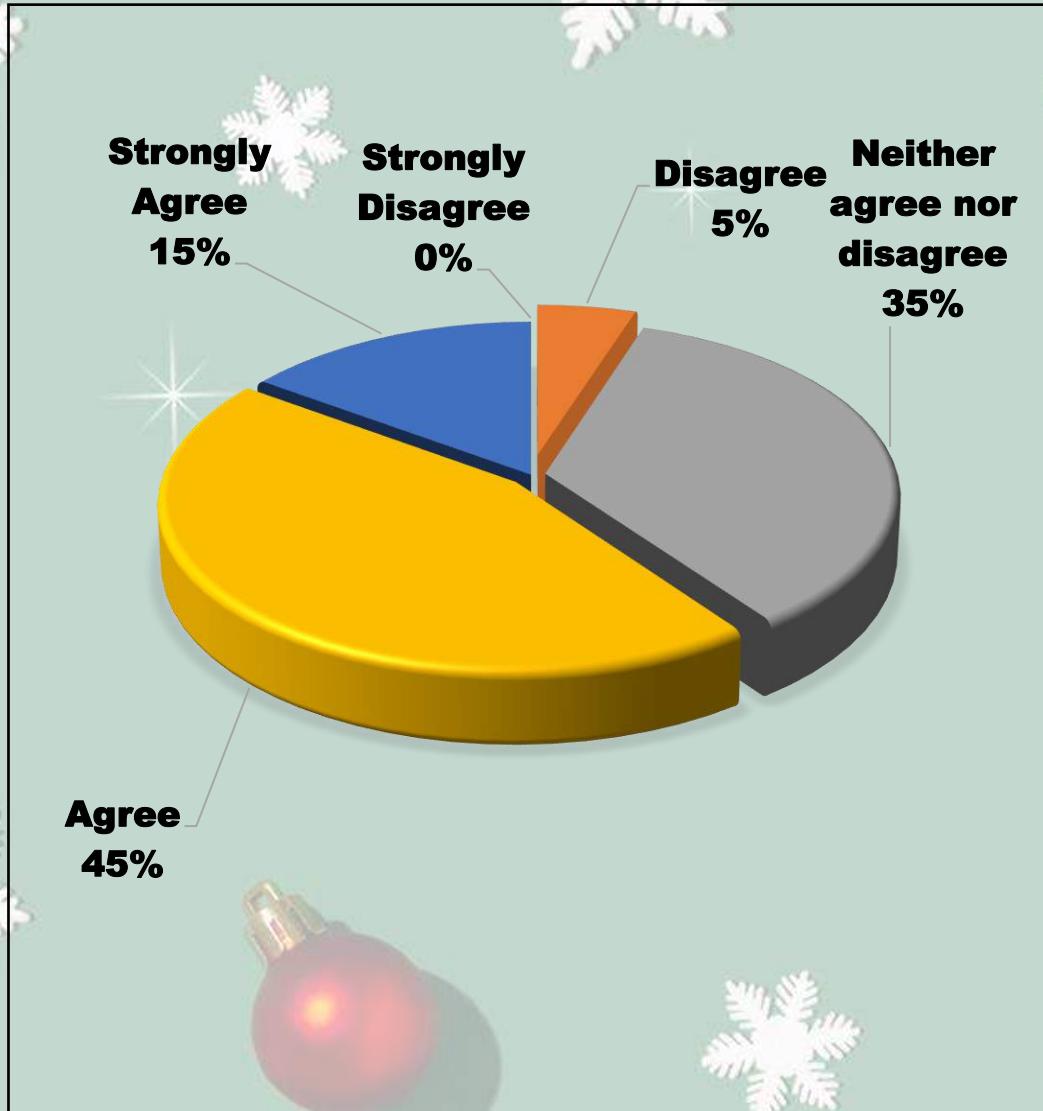
4. Price of the product okay





5. Taste of the Winkies cakes are best than other brands cake

6. Requirement for need of any new variant of cake in our product basket



SUGGESTION FOR THE NEXT YEAR



From this project in each retail outlet around my assigned territory, I have gathered some points as a suggestion which will help the company to grow more in future and to hold the Winkies as a brand, also known to everyone Winkies as a branded Christmas cake.

- Keep a standard and medium price for all cake range as compared to other competitors.
- The company should not increase the price for one/two times in the same time during the pick season.
- Company should be more focused on the advertisement and visibility during the season. Company should distribute the advertising materials to all retailers at the early stage of the Christmas season. And not only the Christmas time add even continue the add all the time through television, paper for their regular items.
- The company has to settle down the delivery problem so that retailers can get their delivery in the right time and date and also they will not have any objection about the companies supply chain. Because some of the case I got objection from the retailers that Winkies's delivery system is very slow.

CONCLUSION



The purpose of the “WINKIES BRANDED CHRISTMAS CAKE CREATING AWARENESS, DISTRIBUTION & VISIBILITY” was to study the viability of **any branded cakes and what's the position of winkies Christmas cake as a brand**. This project gives the opportunity to know about the market and identify the customer behavior about winkies branded cake and **possible ways to improve the awareness, visibility to the customer**, to expand the market of Winkies.

This study is only about the company “Dream Bake Pvt. Ltd.” from the prospect of the company. The research has been made by using the questionnaires survey to investigate about **the company, winkies as a brand, branded Christmas cake vs. unbranded Christmas cake etc.**

I got a total of 20 responses and the result has been given in the data analysis part. The final analysis makes it easy to choose the right direction for future development and changes of the company which will require to grow more and also helps to keep **winkies cakes as a brand** and known to all.

The answers from customers will help the company to provide another direction to expand their market and to promote their products in a smooth way.

For the **FMCG** company (**cakes**) many aspects are to be mattered like: **taste, design of the box, awareness, visibility etc.** if the company maintains all this in a standard way then it will not be tough to catch the market more in a very short time. And also the company needs to do advertise throughout the year via different channels, which will create more and more awareness among people.

APPENDICES



Questionnaires for survey:-

Dream Bake Pvt. Ltd. (Winkies) survey form

- Retailers basic information related questionnaires

 indranilpal876@gmail.com (not shared) [Switch account](#) 

* Required

Name of the shop *

Your answer

Address *

Your answer

Contact number *

Your answer

Landmark

Your answer

	Strongly Disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
Winkies is the best for christmas cake among other brands cake available in the market?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Satisfy with the profit margin	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Product quality is best	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Price of the products okay	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Taste of the Winkies cakes are best than other brands cake	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Requirement for need of any new varient of cake in our product busket	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



REFERENCE

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THANK YOU