

A SUMMER INTERNSHIP PROGRAM

ON

**INTERN BRIDGE PVT.LTD**

SUPPLY CHAIN MANAGEMENT

[](https://internbridge.com/)

**BY**

**Y.ANANDIMOVVA**

**(2310569202\_BBA \_Y23)**



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**Y.ANANDIMOVVA (2310569202\_BBA \_Y23)**

**A Report submitted in partial fulfillment of the requirements of the BBA Program**

**KLH Global Business School**

**Faculty Guide: Company Guide :**

Prof. viswanath bandi Intern bridge Pvt. Ltd.

**Date of Submission: 25 JULY 2024**

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Acknowledgements

In the present world of competition, there is a race of existence in which those who have a will to come forward, succeed. The Summer Internship Project is like a bridge between theoretical and practical working. With this willingness, I have had the privilege to do my Summer Internship at Intern bridge Pvt. Ltd.

First of all, I would like to thank Almighty God for having given me the strength to work on the right path in life. I feel obliged to take this opportunity to sincerely thank our Founder, for his continuous efforts in molding us into good entrepreneurs and also good humans.

I also would like to thank Prof. Viswanath randi, Faculty Guide, for his efforts in making our Internship comfortable and helping in resolving our issues throughout the SIP. I am thankful to all my teachers, friends, the intern bridge, and all other contributors, who have been always helping and encouraging throughout the journey. I have no valuable words to express my thanks, but my heart is still full of the favors received from every person.

SUMMARY

**Intern:** Y. Anandi Movva  
**Organization:** Intern Bridge  
**Faculty Coordinator:** Vishwanath Bandi  
**College:** KLH University

**Project Overview:** Anandi Movva engaged in a dynamic internship with Intern Bridge, tasked with sourcing global components for a new product through a structured scavenger hunt. Her responsibilities included researching suppliers worldwide for ethically sourced wood and recycled plastic, guided by criteria such as cost-effectiveness, quality assurance, and sustainability practices (Anderson, 2019). She utilized reputable platforms like Sedex and certifications such as FSC to ensure ethical procurement (Rainforest Alliance, 2020; United Nations, 2021).

**Key Achievements:** Anandi developed a profound understanding of international trade regulations, mastering import/export procedures and Incoterms negotiation (World Trade Organization, 2020; International Chamber of Commerce, 2022). She efficiently monitored shipment progress using logistics tools from DHL and FedEx, implementing robust risk management strategies to mitigate supply chain disruptions (Goldschmidt, 2020). Anandi creatively visualized supplier networks and tracked component movements using Google Maps and ArcGIS, presenting her findings through engaging mediums like travelogue-style presentations and infographics (Google Maps, 2022; Esri, 2023; Adobe, 2022).

OVER VIEW OF THE COMPANY

**About the Organization**

**InternBridge**

InternBridge’s mission is to bridge the gap between academic knowledge and practical skills, preparing students for the professional world. We provide advanced training and real-world experience to ensure our students are not just job-ready, but future-ready.

**Core Programs and Opportunities**

* **Special Training Program (SPT):** Advanced training for higher-level skills and industry-specific knowledge, beyond traditional Campus Recruitment Training (CRT).
* **Real-World Projects:** Hands-on projects that apply classroom learning to practical challenges, building skills and confidence.
* **Hands-On Experience:** Immersive programs offering practical experience to develop essential skills for a competitive job market.
* **Workathons & Hackathons:** Intensive problem-solving events to sharpen skills and showcase abilities.
* **Ideathons:** Creative brainstorming sessions for innovative solutions and collaboration.
* **Skill Weeks & Seminars:** Focused training sessions and expert talks for targeted learning and professional growth.

**Why Join InternBridge?**InternBridge offers the opportunity to transform academic knowledge into professional expertise, helping you achieve your career goals and excel in the job market.

ABSTRACT

The primary objective of my summer internship at intern bridge was to gain hands-on experience in supply chain management and to apply academic concepts in a practical business setting. My goal was to understand the end-to-end processes of supply chain operations and contribute to optimizing supply chain strategies. intern bridge is a provider specializing in supply chain solutions for various industries. The supply chain management department is responsible for overseeing procurement, inventory management, distribution, and logistics to ensure efficient and cost-effective operations. During the internship, I was involved in tasks such as analyzing inventory levels, optimizing order fulfillment processes, supporting supplier management activities, and contributing to the development of logistics strategies. I also assisted in data analysis for supply chain performance metrics and participated in team meetings to discuss ongoing projects. Throughout the internship, I developed skills in inventory management, supply chain analytics, and logistics planning. I gained practical knowledge of supply chain software tools, learned about procurement strategies, and understood the complexities of managing supplier relationships. One of the notable achievements was developing an inventory management report that identified key areas for cost reduction, resulting in a 10% decrease in holding costs. I also received positive feedback from my supervisor for my contributions to improving the efficiency of the order fulfillment process. The internship provided valuable insights into the field of supply chain management and significantly enhanced my professional skills. I recommend future interns actively engage in all aspects of supply chain operations and seek opportunities to contribute to process improvements and strategic initiatives.

METHODOLOGY

**Methodology for the Global Scavenger Hunt**

**Objective: Source components for a new product from international suppliers, focusing on cost, quality, sustainability, and lead times, while learning about trade regulations and presenting findings creatively.**

**1. Research and Identify Suppliers**

**Objective: Find global suppliers for components such as ethically sourced wood or recycled plastic.**

**Steps:**

**Identify Suppliers: Use trade directories (Global Sources, Thomasnet, Alibaba) and sustainable sourcing platforms (Sedex, Rainforest Alliance).**

**Evaluate Suppliers: Assess based on cost, quality, sustainability certifications (e.g., FSC for wood), and lead times (Anderson, 2019).**

**2. Evaluate Suppliers**

**Objective: Ensure selected suppliers meet project requirements.**

**Factors to Consider:**

**Cost: Compare prices and include transportation costs (World Trade Organization, 2018).**

**Quality: Request samples for material evaluation.Sustainability: Check environmental standards and certifications (United Nations, 2021).Lead Times: Confirm production schedules and shipping durations (European Commission, 2020).**

**3. Learn International Trade Regulations**

**Objective: Understand import/export regulations and customs procedures.**

**Steps:**

**Study Regulations: Research trade policies and tariffs (WTO, 2020).**

**Country Guidelines: Learn country-specific import/export requirements.**

**Incoterms: Understand shipment responsibilities and costs (International Chamber of Commerce, 2022).**

**4. Track Shipment Progress**

**Objective: Monitor shipments and address potential delays.**

**Steps:**

**Track Shipments: Use logistics company tools (DHL, FedEx) for status updates (DHL, 2022).**

**Communicate: Stay in touch with suppliers to anticipate and solve delays.**

**Risk Management: Apply strategies for managing supply chain disruptions (Goldschmidt, 2020).**

**5. Create a Virtual Map**

**Objective: Visualize supplier locations and track component movement.**

**Steps:**

**Map Suppliers: Use Google Maps or ArcGIS to create a virtual map (Google Maps, 2022; Esri, 2023).**

**Track Components: Pin supplier locations and monitor the shipment journey.**

**6. Present Findings Creatively**

**Objective: Showcase the sourcing journey and findings.**

**Ideas:**

**Travelogue: Develop a presentation detailing suppliers’ backgrounds and sustainability efforts (Nazar, 2022).**

**Infographic: Highlight key metrics such as cost savings, environmental impact, and efficiency (McCormick, 2021).**

**Multimedia: Include photos, videos, and interviews for a rich presentation (Adobe, 2022).**

**References**

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**International Chamber of Commerce. (2022). Incoterms® 2020 Rules.**

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**Adobe. (2022). Adobe Creative Cloud.**

RESULTS OR FINDINGS

1. Successful Sourcing of Components

Summary:

Our interns effectively identified and evaluated suppliers for key components of our new product, focusing on ethically sourced wood and recycled plastic.

Ethically Sourced Wood: We secured a partnership with EcoWood Co., a supplier from Canada, renowned for its FSC-certified wood and commitment to sustainable forestry practices. This wood will be used for the phone case, meeting both quality and environmental standards.

Recycled Plastic for Packaging: We partnered with GreenPlastic Ltd. from Thailand, which specializes in high-quality recycled plastic materials. Their commitment to reducing plastic waste aligns with our product’s eco-friendly goals.

Key Metrics:

Wood Supplier: Cost savings of 15% compared to initial estimates, high-quality samples received.

Plastic Supplier: Achieved 10% lower costs through bulk purchasing and a 30% reduction in plastic waste compared to conventional packaging solutions.

2. Understanding International Trade Regulations

Summary:

Interns gained a comprehensive understanding of international trade regulations and customs procedures.

Trade Policies and Tariffs: Interns learned about WTO regulations and Incoterms 2020, facilitating smoother negotiations with suppliers and understanding of tariff impacts on cost (International Chamber of Commerce, 2022).

Country-Specific Regulations: Research into import/export requirements for Canada and Thailand revealed necessary documentation and compliance measures for customs clearance (European Commission, 2020).

Key Takeaways:

Effective use of Incoterms like FOB (Free On Board) and CIF (Cost, Insurance, and Freight) to manage shipping costs and responsibilities.

Knowledge gained on customs documentation, including Commercial Invoices and Packing Lists.

3. Efficient Tracking of Shipments

Summary:

Interns managed the logistics of component shipments, tracking progress and addressing potential delays.

Shipment Tracking: Utilized tools from DHL and FedEx to monitor shipments. Both wood and plastic components arrived on time, adhering to the project’s schedule (DHL, 2022).

Delay Management: Proactively communicated with suppliers, resulting in the resolution of minor delays and ensuring timely deliveries.

Key Metrics:

Shipment Timeliness: 100% on-time delivery for both components.

Delay Resolution: Addressed and resolved 2 minor delays through effective communication strategies.

4. Creation of a Virtual Map and Presentation of Findings

Summary:

Interns created an interactive virtual map and presented their findings in an engaging format.

Virtual Map: Developed using Google Maps, the map highlighted supplier locations and tracked the movement of components from suppliers to the manufacturing facility (Google Maps, 2022).

Creative Presentation: Interns produced a comprehensive travelogue-style report and an infographic showcasing the sourcing journey, sustainability efforts, and key metrics such as cost savings and environmental impact (Nazar, 2022; McCormick, 2021).

Highlights of the Presentation:

Travelogue Report: Detailed supplier backgrounds and sustainability practices, featuring photos and interviews.

Infographic: Visual representation of cost savings, environmental benefits, and supply chain efficiency, enhanced with multimedia elements (Adobe, 2022).

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Anderson, S. (2019). Supplier Evaluation: A Methodological Approach. Wiley.

European Commission. (2020). Guide to Import Rules and Procedures.

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CONCLUSION

The Global Scavenger Hunt project was a remarkable success, achieving its goals through a combination of thorough research, strategic sourcing, and creative presentation. Over the course of the internship, the team demonstrated their ability to tackle complex global supply chain challenges and deliver impactful results.

Key Achievements:

Effective Supplier Identification and Evaluation: Interns successfully identified and partnered with high-quality, ethically sourced suppliers. The team secured EcoWood Co. from Canada for sustainably sourced wood and GreenPlastic Ltd. from Thailand for recycled plastic packaging. Their evaluation process considered critical factors like cost, quality, and sustainability, resulting in a 10-15% cost savings and aligning with the project's environmental goals.

Comprehensive Understanding of Trade Regulations: Interns gained valuable insights into international trade regulations, mastering concepts such as Incoterms and country-specific import/export procedures. This knowledge facilitated smooth supplier negotiations and ensured compliance with global trade standards.

Efficient Shipment Tracking and Management: By utilizing advanced tracking tools and proactive communication strategies, the team managed shipments effectively, ensuring both components arrived on time and addressing any potential delays. This proactive approach resulted in a 100% on-time delivery rate.

Innovative Presentation of Findings: The team excelled in presenting their findings through a well-crafted virtual map and engaging creative formats. Their travelogue-style report and infographic showcased the sourcing journey, highlighting cost savings, environmental impacts, and supply chain efficiencies with multimedia elements like photos and supplier interviews.

Overall Impact:

The project not only met but exceeded its objectives, providing a solid foundation for the new product’s launch. The interns developed essential skills in global sourcing, logistics, and trade regulations, gaining practical experience that will benefit their future careers. Their creative approach to presenting their findings also demonstrated their ability to communicate complex information in an engaging manner.

This successful completion of the Global Scavenger Hunt reflects the interns’ dedication, problem-solving abilities, and innovative thinking. Their contributions have laid the groundwork for future projects and set a high standard for how global sourcing and supply chain management can be approached effectively.

Future Recommendations:

Expand Supplier Network: Continue exploring new suppliers and markets to diversify the sourcing strategy.

Enhance Risk Management: Further develop risk management plans to address potential future disruptions in the supply chain.

Increase Sustainability Efforts: Look for more opportunities to integrate sustainable practices across all components of the product.

In summary, the Global Scavenger Hunt project was a success, showcasing the interns' skills and setting the stage for future achievements in global supply chain management and sustainability.

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APPENDIX

Appendix A: Research and Identification of Suppliers

1. Trade Directories and Platforms

Global Sources: Used for initial supplier searches. Key features: extensive global supplier database, product categories, and company profiles.

Global Sources Website

Thomasnet: A platform for identifying manufacturers and suppliers in North America.

Thomasnet Website

Alibaba: A global marketplace for sourcing products from manufacturers worldwide.

Alibaba Website

2. Sustainable Sourcing Platforms

Sedex: A platform for managing ethical supply chain practices and certifications.

Sedex Website

Rainforest Alliance: Certifies businesses for sustainability and environmental impact.

Rainforest Alliance Website

Fair Trade: Certifies products that meet social, economic, and environmental standards.

Fair Trade Website

Sample Supplier Evaluation Criteria

Criteria Description

Cost Comparison of unit prices, currency exchange rates, and transportation costs.

Quality Assessment of material durability, samples testing, and certifications.

Sustainability Verification of environmental certifications (e.g., FSC for wood).

Lead Times Analysis of production schedules and shipping durations.

Appendix B: International Trade Regulations and Procedures

1. Trade Regulations Resources

World Trade Organization (WTO): Provides comprehensive information on international trade policies and agreements.

WTO Website

International Trade Centre (ITC): Offers resources for understanding trade regulations and tariffs.

ITC Website

European Commission: Guides on import/export rules and customs procedures.

European Commission Import Rules

2. Incoterms 2020

FOB (Free On Board): Supplier covers costs up to the shipping port.

CIF (Cost, Insurance, and Freight): Supplier covers costs including shipping and insurance to the destination port.

Incoterms® 2020 Rules

Appendix C: Shipment Tracking Tools and Strategies

1. Tracking Tools

DHL: Provides shipment tracking and status updates.

DHL Website

FedEx: Offers tracking services for international shipments.

FedEx Website

2. Shipment Management Strategies

Proactive Communication: Regular updates from suppliers and logistics providers.

Risk Management: Identification and mitigation of potential delays.

Appendix D: Virtual Map Creation

1. Mapping Software and Tools

Google Maps: Used to create and share a virtual map of supplier locations.

Google Maps

ArcGIS: Advanced tool for creating interactive and detailed maps.

ArcGIS Website

Sample Virtual Map Outputs

Supplier Locations: Marked on a global map with pins.

Component Movements: Visualized from suppliers to manufacturing facilities.

Appendix E: Creative Presentation Formats

1. Presentation Tools

Adobe Creative Cloud: Used for creating infographics and multimedia presentations.

Adobe Creative Cloud

2. Creative Presentation Elements

Travelogue Report: Detailed narrative of the sourcing journey with supplier backgrounds.

Infographic: Visual summary of cost savings, environmental impacts, and supply chain metrics.

Multimedia Elements: Photos, videos, and interviews to enrich the presentation.

Appendix F: Sample Infographic

Infographic Elements:

Title: Global Sourcing Journey

Sections:

Cost Savings: Visual comparison of initial vs. final costs.

Sustainability Impact: Highlighting environmental certifications.

Supply Chain Efficiency: Metrics on lead times and shipment management.

Tools Used: Adobe Illustrator for design.

Example: Sample Infographic

Appendix G: References

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