



“Supply Chain Management in IFFCO”

{ SUMMER INTERNSHIP REPORT }



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The satiation and euphoria that accompany the successful completion of the project would be incomplete without the mention of the people who made it possible. I would like to take the opportunity to thank and express my deep sense of gratitude to my corporate mentors -

Mrs. Sasmita Birabar, Mr. Kamalakanth Kalyankari, Mr. Soumyajeet Padhy, and Mr. Soumitra Chakravarty. I am greatly indebted to them for providing their valuable guidance at all stages of the study, their advice, constructive suggestions, positive and supportive attitude and continuous encouragement, without which it would have not been possible to complete the project.

I owe my whole-hearted thanks and appreciation to the entire staff of the company for their cooperation and assistance during the course of my project. I hope that I can build upon the experience and knowledge that I have gained and make a valuable contribution towards this industry in the coming future.

Mr. Soumitra Chakravarty
[Deputy manager]

Mrs. Sasmita Birabar
[Chief Manager (HR)]

PREFACE

This report is the culmination of a two-month summer internship (15th May to 15th July), experience in the Supply Chain Management (SCM) domain at IFFCO BAZAR Ltd. As an undergraduate student of Birla Institute of Technology, Mesra, this internship provided me with an invaluable opportunity to bridge theoretical knowledge with practical insights. The report details my journey of learning, challenges faced, and contributions made during my time at the company.

The focus of the internship was to gain a comprehensive understanding of the SCM operations within IFFCO BAZAR Ltd., a key player in the agricultural sector. My engagement spanned various aspects of the supply chain, including data analysis, process optimization, vendor coordination, and inventory management. These experiences have not only enriched my understanding of supply chain dynamics but have also honed my analytical, problem-solving, and communication skills.

This preface serves as an introduction to the extensive work carried out during the internship, highlighting the learning outcomes and the practical skills acquired. The subsequent sections of this report will delve deeper into the specifics of the projects undertaken, methodologies employed, challenges encountered, and the strategic recommendations developed as a result of this experience.

I hope that this report will provide valuable insights into the operational challenges and opportunities within the supply chain framework of IFFCO BAZAR Ltd. and contribute to ongoing efforts towards efficiency and innovation in this critical sector.

EXECUTIVE SUMMARY

As a B.Tech undergraduate, I completed my two-month summer internship at IFFCO BAZAR Ltd. in the Supply Chain Management (SCM) domain, gaining practical experience and understanding of SCM operations.

Key Engagements

- *Data Analysis and Reporting:* Analysing inventory, procurement, and distribution data, and preparing reports to identify trends and scopes of improvements.
- *Process Optimization:* Mapping and optimising supply chain processes, proposing improvements to reduce lead times and enhance efficiency.
- *Vendor Coordination:* Liaising with suppliers for timely procurement and resolving logistical issues.
- *Inventory Management:* Conducting inventory audits and implementing better control systems.
- *Logistics and Distribution:* Learning the existing supporting logistics planning and analysing transportation routes for cost and time efficiencies.

Key Learnings

- Gained a comprehensive understanding of supply chain dynamics.
- Enhanced analytical and problem-solving skills.
- Improved communication and coordination with multiple members involved.
- Identified cost-saving and process improvement opportunities.
- Developed a report on supply chain performance metrics for senior management.

The internship provided valuable hands-on experience, equipped with essential management, communication and related skills and insights for a future career in supply chain management.

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About the company

Introduction

Indian Farmers Fertiliser Cooperative Limited (IFFCO) is a leading cooperative society in India, established in 1967. It is one of the largest producers and marketers of fertilisers in the country, playing a pivotal role in supporting the agricultural sector. IFFCO is headquartered in [New Delhi](#), India. Started in 1967 with 57 member cooperatives, it is today the biggest cooperative in the world by turnover on [GDP](#) per capita (as per World Cooperative Monitor 2021), with around 35,000 member cooperatives reaching over 50 million Indian farmers. IFFCO's mission is to augment the income of farmers by providing them with high-quality fertilisers and other agricultural inputs, ensuring sustainable agricultural practices and food security. With around 19% market share in [urea](#) and around 31% market share in complex fertilisers, IFFCO is India's largest fertiliser manufacturer.

Plants

- [Kalol, Gujarat](#): Commissioned in 1975 and expanded in 1997, it produces [ammonia](#) (1100 MTPD) and [urea](#) (1650 MTPD).
- [Kandla, Gujarat](#): Commissioned in 1975 and first expanded in 1981 and again in 1999, it produces [NPK](#) (10:26:26; Capacity 520,000 MTPD), [NPK](#) (12:32:16; Capacity 700,000 MTPD), [NP](#) (20:20:0:13), [DAP](#) (18:46:0; Capacity 1,200,000 MTPD) and water-soluble fertilisers.
- [Phulpur, Uttar Pradesh](#): Commissioned in 1981 and expanded in 1997, it produced [ammonia](#) (9.7 lakh MT) and [urea](#) (17 lakh MT).
- [Aonla, Uttar Pradesh](#): Commissioned in 1988 and expanded in 1996, it produced [ammonia](#) (1740 MTPD) and [urea](#) (1515 MTPD).
- [Paradeep, Odisha](#): Taken over in 2005, it produces [phosphoric acid](#) (8,75,000 MTPA), [sulphuric acid](#) (23,10,000 MTPA), [NPK](#) (10:26:26), [NPK](#) (12:32:16), [NP](#) (20:20:0:13) and [DAP](#) (18:46:0) grade of fertilisers.

Services Provided

→ Fertilisers Production and Distribution:

- IFFCO Bazar is a single unified platform that aims to serve multiple needs of a farmer. The platform offers services such as rural e-commerce, classifieds, discussion forum, multilingual chat, entertainment and resources for self-learning.

→ Agricultural Services:

- IFFCO manufactures and distributes pesticides, herbicides, and fungicides to protect crops from pests and diseases.

Rural Development Initiatives

- IFFCO is involved in various rural development projects aimed at improving the socio-economic status of farmers, including healthcare, education, and infrastructure development.

- Agricultural Extension Services: The company offers training programs and workshops for farmers on modern farming techniques, sustainable practices, and efficient fertiliser use.

- IFFCO's eCommerce platform served the farmers by supplying more than 2 lakh orders at their doorsteps in all the states covering 27,000 pin codes.

Overall, IFFCO's diversified portfolio and strong focus on the agricultural sector enable it to maintain a robust and sustainable revenue model while contributing significantly to the growth and development of Indian agriculture.



IFFCO Ventures:

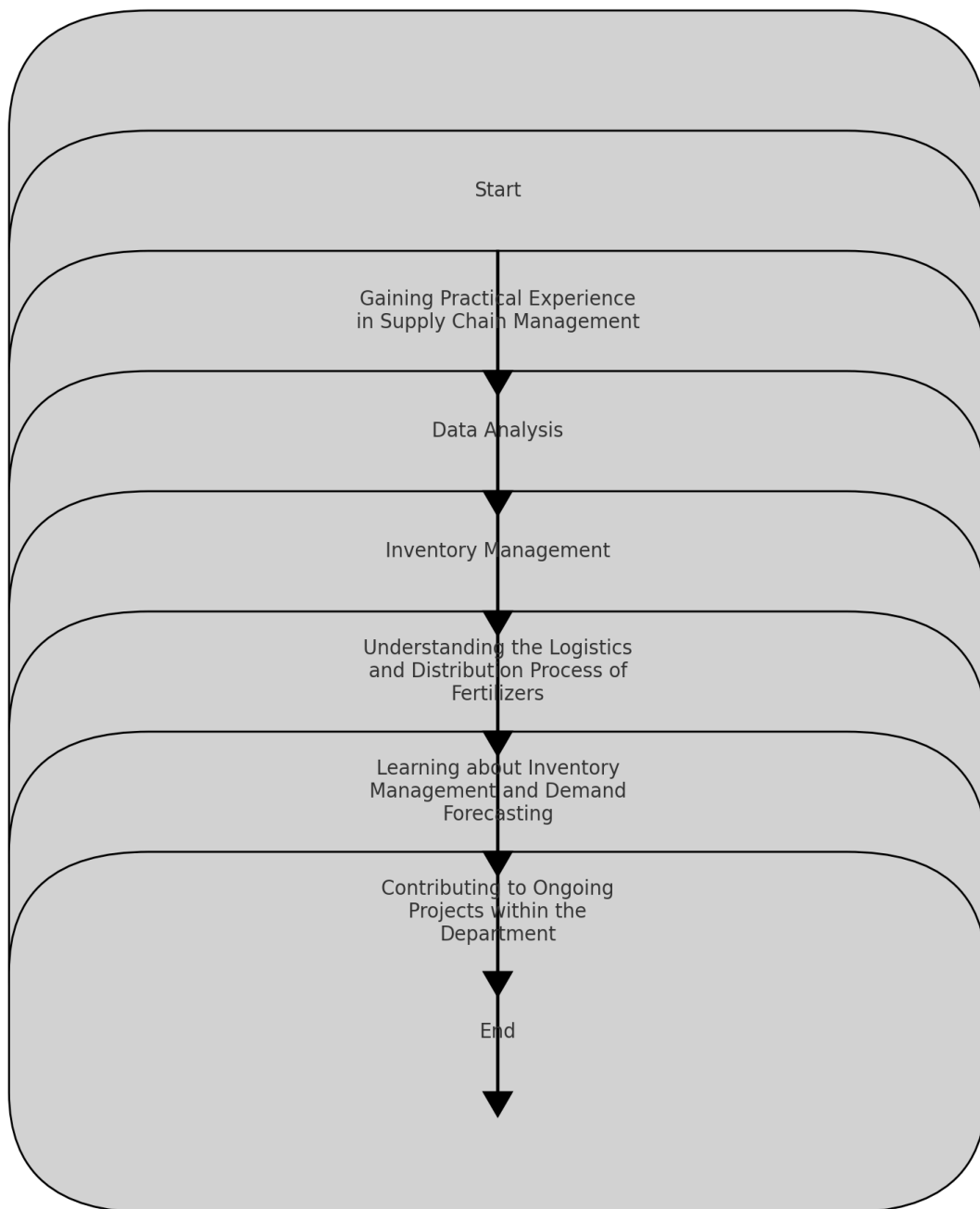


& many more. . .

Project Details

Introduction of Project -

This report outlines the project performed at Indian Farmers Fertiliser Cooperative Limited (IFFCO). The project's main objective was to gain practical experience in supply chain management, understand the logistics and distribution process of fertilisers, learn about inventory management and demand forecasting, and contribute to ongoing projects within the department.



- **Gaining Practical Experience in Supply Chain Management**

The main goal of this project was to understand how supply chain management works at IFFCO BAZAR Ltd. I observed the whole process, from getting raw materials to delivering finished products to customers. I regularly talked to managers and logistics coordinators, which helped me grasp the complexities involved. I also got hands-on experience with tasks like monitoring supply levels, processing orders, and managing supplier relationships. This experience gave me a deep understanding of supply chain dynamics and helped me develop essential skills such as problem-solving, decision-making, and effective communication.

- **Data Analysis**

A significant component of the project was to harness data analysis techniques to improve supply chain efficiency and decision-making. I

collected data from different departments like procurement, production, and sales. I used statistical tools and software to analyse trends, identify patterns, and generate insights. This work improved my analytical skills and proficiency in using data analysis tools like Excel, SQL, and Python. This analysis helped optimise inventory levels, reduce costs, and improve delivery times. I also

looked at the percentage profit over successive years. In FY 2023-24, IFFCO e-BAZAR Ltd. achieved turnover of approx. ₹ 2,350 Crore. The sale of Nano Urea and Nano DAP had also been remarkable with 12% contribution in the total sale of IFFCO Nano Urea and Nano DAP.



E-commerce Market in Agro Industries in India:

1. Market Size and Growth

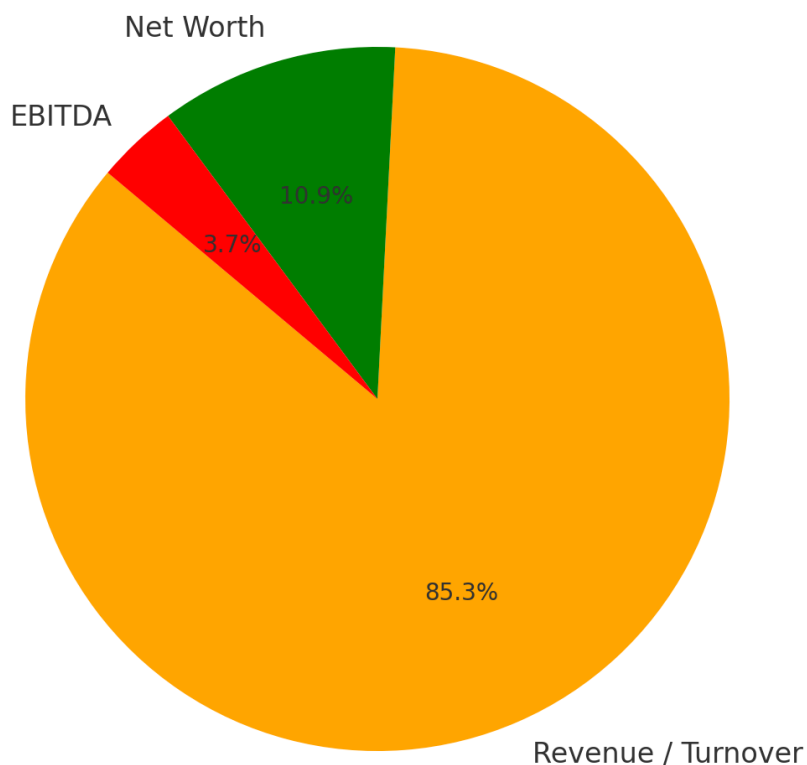
- ➔ **Market Size:** Iffco Ebazar Limited's operating revenues range is Over [INR 2320.07 Cr](#) for the financial year ending on 31 March, 2024. Its EBITDA has increased over the previous year. At the same time, its book network has increased by around 35 %.
- ➔ Here is a summary of financial information of IFFCO EBAZAR LIMITED for the financial year ending on 31 March, 2024.

Revenue / turnover of IFFCO EBAZAR LIMITED is Over [INR 2320.07 Cr](#)

Net worth of the company is [297.72 Cr.](#)

EBITDA of the company is [101.99 Cr.](#)

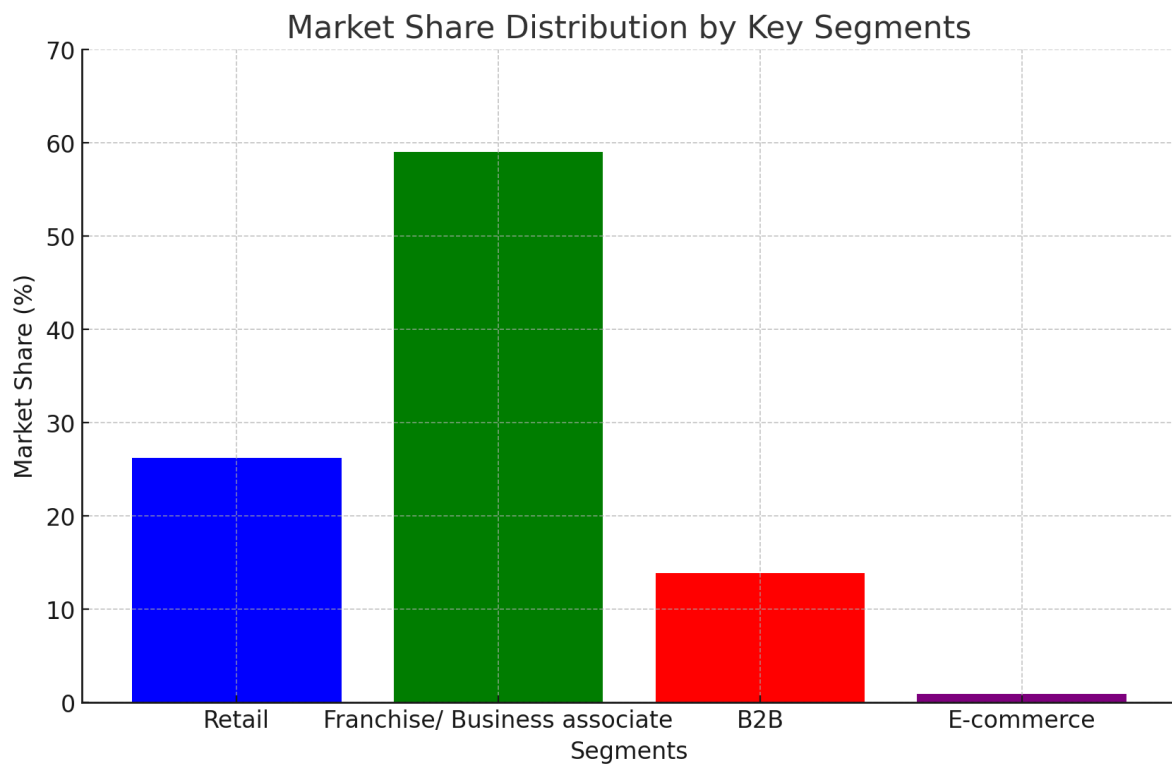
Financial Overview of IFFCO EBAZAR LIMITED



	Particulars	Note No.	As at Mar 31, 2024	As at Mar 31, 2023
I	<u>EQUITY AND LIABILITIES</u>			
	Shareholders' Funds			
	(a) Share Capital	2	5,100.00	5,100.00
	(b) Reserves and Surplus	3	24,672.04	17,676.75
	Non-current Liabilities			
	(a) Other Long Term Liabilities	4	3,969.94	3,242.03
	(b) Long Term Provisions	5	590.17	448.78
	Current Liabilities			
	(a) Trade Payables	6		
	Total outstanding dues of micro enterprises and small enterprises		615.13	921.44
	Total outstanding dues of creditors other than micro enterprises and small enterprises		14,813.05	11,985.49
	(b) Other Current Liabilities	7	2,062.70	2,581.82
	(c) Short Term Provisions	8	266.66	95.47
			52,089.69	42,051.78
II	<u>ASSETS</u>			
	Non Current Assets			
	(a) Property, Plant and Equipment and Intangible assets			
	(i) Property, Plant and Equipment	9	544.10	656.37
	(ii) Intangible Assets	9	267.99	249.33
	(iii) Intangible assets under development	9	-	4.25
	(b) Non-Current Investments	10	1,077.61	1,236.01
	(c) Deferred Tax Assets (Net)	11	249.34	179.19
	(d) Other Non-Current Assets	12	15.89	9.23
	Current Assets			
	(a) Inventories	13	13,437.46	14,473.84
	(b) Trade Receivables	14	14,072.36	12,013.06
	(c) Cash and Cash Equivalents	15	19,805.34	8,090.92
	(d) Short-term Loans and Advances	16	1,653.57	4,909.92
	(e) Other Current Assets	17	966.03	229.66
			52,089.69	42,051.78
	Significant Accounting Policies	1		
	Notes forming part of the Financial Statements	2-41		

2. Key Segments

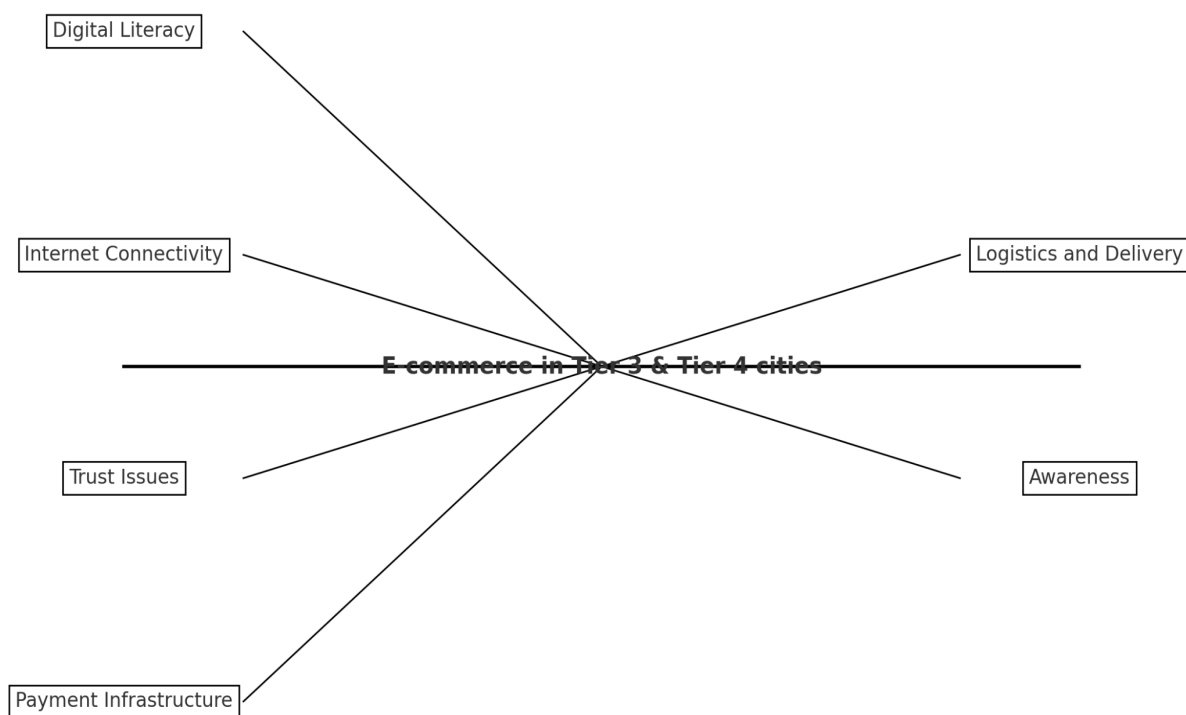
- **Retail:**
 - *Revenue: 26.20%*
- **Franchise/ Business associate:**
 - *Market Share: 59%*
- **B2B:**
 - *Market Share: 13.87%*
- **E-commerce:**
 - *Market Share: 0.93%*



3. Drivers of Growth

- **Government Initiatives:** Supportive policies and subsidies for digital agriculture.
- **Start-up Ecosystem:** Growth of agri-tech start-ups and platforms like AgroStar, BigHaat, Agribegri and DeHaat.
- **Supply Chain Improvements:** Implementing GPS tracking and improving communication with automated updates can reduce failed deliveries by keeping customers informed of delivery times and delays. Offering flexible delivery options and analyzing past delivery data to identify issues can also increase successful deliveries, especially in hard-to-reach areas.

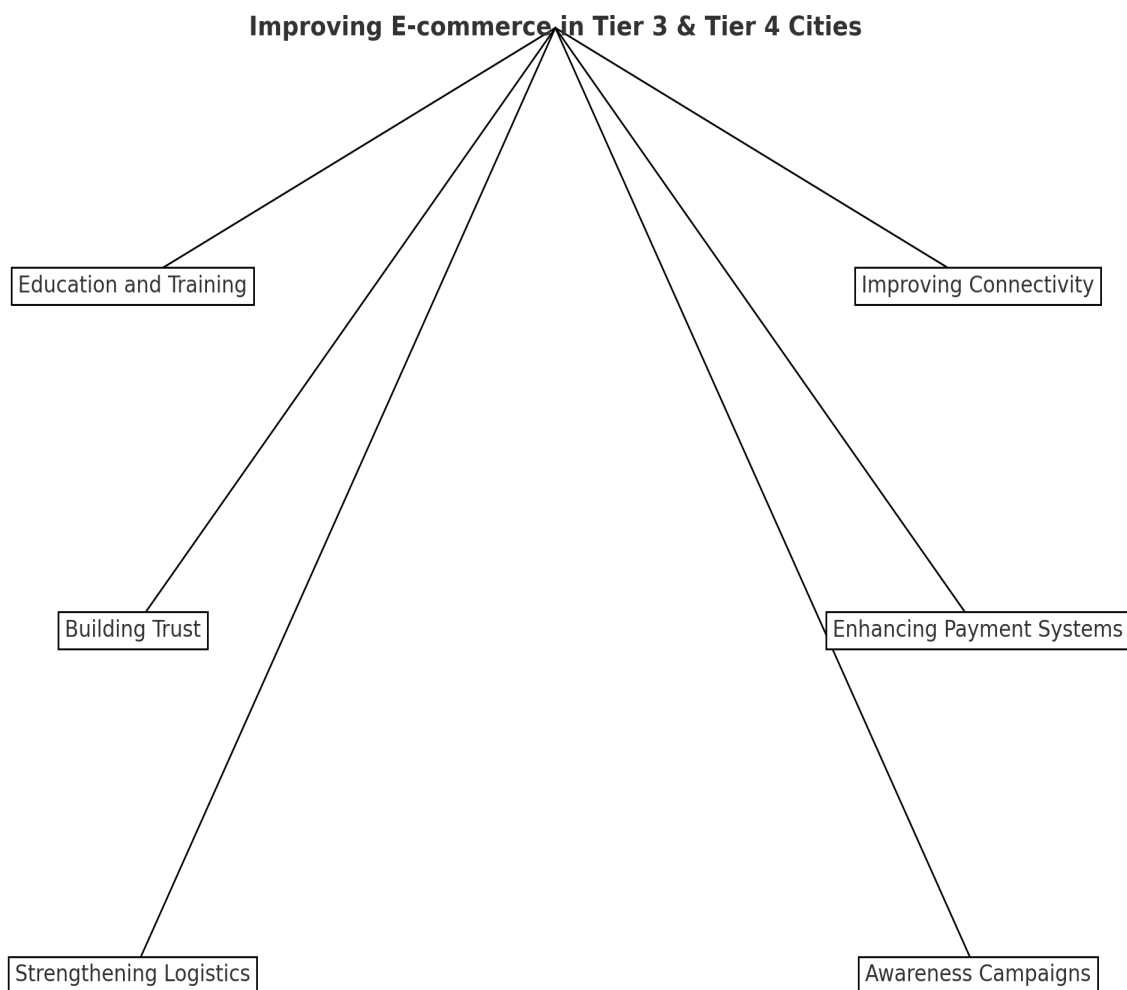
4. Challenges



- ➔ **Digital Literacy:** Limited digital literacy among farmers in Tier 3 and Tier 4 cities hinders the adoption of online platforms.
- ➔ **Internet Connectivity:** Poor internet connectivity and infrastructure issues in remote areas affect access to e-commerce services.

- **Trust Issues:** Farmers may have trust issues with online transactions and prefer traditional buying methods.
- **Payment Infrastructure:** Limited access to and familiarity with digital payment systems in rural areas.
- **Logistics and Delivery:** Challenges in logistics and delivery infrastructure lead to delays and higher costs.
- **Awareness:** Lack of awareness and understanding of the benefits of e-commerce platforms among rural farmers.

Strategies for Overcoming Challenges



- ***Education and Training:*** Initiatives to educate farmers on using digital platforms and the benefits of e-commerce.
- ***Improving Connectivity:*** Training local residents as delivery personnel can create employment opportunities and improve the efficiency of last-mile deliveries.
- ***Building Trust:*** Establishing reliable customer support and transparent transaction processes to build trust among farmers.
- ***Enhancing Payment Systems:*** Promoting and simplifying digital payment methods tailored to rural needs.
- ***Strengthening Logistics:*** Developing efficient logistics networks to ensure timely delivery of products.
- ***Awareness Campaigns:*** Conducting awareness campaigns to inform farmers about the advantages of using platforms like IFFCO eBazar.

- **Inventory Management**

Understanding and contributing to effective inventory management was another key part of the project. I learnt to determine when and how much to reorder to keep stock levels optimal. I also generated inventory reports to show stock status and turnover rates. These efforts helped balance stock availability with holding costs. The accuracy and timeliness of inventory reports improved, aiding in better decision-making within the department.

- **Understanding the Logistics and Distribution Process of Fertilisers**

To gain a deeper understanding of the logistics and distribution processes for delivering fertilisers to customers, I was in touch with logistics partners to manage transportation and distribution. I worked closely with the ongoing deliveries and regularly took updates from the customers. By studying patterns of successful deliveries, we improved logistics management, reduced delivery times and costs, and enhanced my coordination skills. I also observed the failed deliveries, return to origin (RTO) rates for cash on delivery (COD) and prepaid orders to inform future strategies.

Challenges faced in the process -

Logistics Challenges

Delivery Delays:

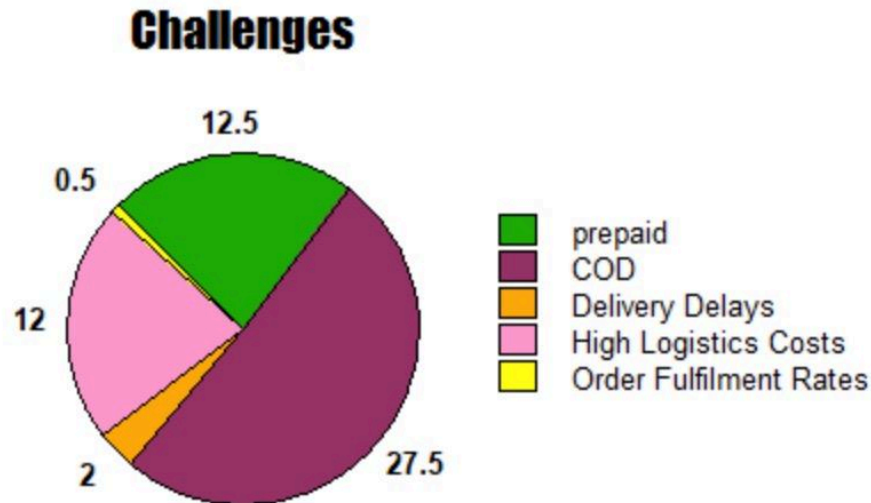
- **Impact:** *Affects 1-2% of orders.*
- **Issues:** *Poor road infrastructure and inadequate delivery services of logistics companies.*

High Logistics Costs:

- **Impact:** *Increases operational costs by 10-15% of logistics companies.*
- **Issues:** *High fuel costs and longer delivery routes in many rural areas.*

Order Fulfilment Rates:

- **Impact:** *0.5% of orders are delayed or cancelled.*
- **Issues:** *Inventory and delivery partner reliability issues.*



Payment Issues

Prepaid Orders:

- **Impact:** *10-15% of transactions face trust issues.*
- **Challenges:** *5% disputes and refund issues.*

Cash on Delivery (COD) Orders:

- ***Impact:*** 25-30% of transactions with high non-payment risk.
- ***Challenges:*** 10% face payment collection issues.

- ***Learning about Inventory Management and Demand Forecasting***

The project also focused on learning and applying techniques for inventory management and demand forecasting. I analysed past sales data to identify demand patterns and trends, using statistical methods and software tools to predict future demand for fertilisers. By helping to develop inventory plans based on these forecasts, I learnt to make demand predictions, which led to better inventory planning and fewer stockouts. This experience enhanced my ability to make informed decisions based on data analysis and forecasting.

- ***Contributing to Ongoing Projects within the Department***

Active participation in ongoing projects within the supply chain department was another key part of the project. I performed a close research on specific tasks such as supply chain optimization, process improvement, and technology implementation. I collaborated with team members, contributed ideas and helped document project progress and prepare reports for management review. Through these activities, I made meaningful contributions to projects that improved supply chain efficiency and performance. This experience also developed my teamwork and collaboration skills, preparing me to work effectively in a professional environment.

Project Timeline

Week	Task Completed
1	Briefing about company working culture and getting a better interpretation of how the supply chain operates.
2	Studying different concepts of e-commerce and also the expenditures of e-com websites, comparing their balance sheets, revenue analysis and growth strategy,
3	Conducting research for launching a new e-commerce business of AI-Powered Grocery Shopping Assistant and analysing its investment, revenue and the timeline required and so on.
4	Studying thoroughly, how to enhance the sales of IFFCO BAZAR through different techniques including the use of SEO.
5	Direct calling to customers through databases provided by the company and reporting their remarks to compare with the ones provided by logistics partners.
6	Clearing all the pending orders, making all possible efforts to get the undelivered orders to get delivered on an urgent note, initiating RTO of the rest and making the logistics partners send credit notes of the destroyed and misrouted ones..
7	Direct conversation with logistics partners and customers to reduce the number of RTOs to some extent.
8	Creating a clear report of all activities performed and my contributions.

Research Methodology

Objective: The main objective of the research is to understand how supply chain operates in the market and find potential audience to pitch services smoother and faster and also make an effort to reduce the number of failed end mile deliveries.

Target Audience:

- Farmers : The primary target audience, with the goal of bringing more farmers online.
- Language Accessibility : Available in over 13 Indian languages, making it easy for farmers to use and understand.
- E-commerce : Enables buying and selling agricultural products across the country, with delivery to rural areas.
- Social Networking : Functions as an online social networking forum for farmers to interact with IFFCO experts and share best practices.
- Community Knowledge Sharing : Allows farmers to learn from and share with the farming community across the country, preserving age-old practices.
- Technology Integration : Promotes a cashless economy for transactions, helping farmers learn to use the internet for their benefit.

Research types:

To achieve the objective of the research paper, we are going to have descriptive research. To accomplish the framed objective, we are going to directly contact the consumers, having pending orders, yet to be delivered, for the collection of data from consumers so that the company improves the services and collaborates with the logistic partners using modern technologies for more efficient end mile deliveries.

Research area:

The locations given to me for conducting this project consists of pan-India deliveries, from the IFFCO warehouses at *Gurgaon, Lucknow, Hyderabad*. The primary information for the study is finding out the possible causes of failure in end mile deliveries to the customers, mostly from remote areas of India. Company wanted to expand their business across India and they wanted to know the potential customer in this area and how to reach out to them.

Project Execution

Scope: Focus on the entire supply chain from procurement to last-mile delivery, including distribution networks, logistics, inventory management, and customer engagement.

For conducting this project, pending customer issues were resolved on the e-retail website and they were replied with favourable solutions. Many customers who had received damaged items, their photo proofs were asked & replacements for the genuinely damaged ones were approved, those who wanted to return their delivered items, got their refunds generated. Customers were directly called for their remarks to match with the remarks by the transporter, for the undelivered items.

On the basis of the comparison, the transporters were questioned regarding the discrepancies in the statements regarding undelivered orders. The possible ones were made to deliver on urgent note & for the rest, RTO was initiated by the transporters. For the items lost/damaged during the transit, transporters were made to generate credit notes.

Sr. No.	Transporter	Contact Person
1.	Ecom Express	Mr. Pankaj
2.	Shiprocket	Mr. Rakesh Singh
3.	Rocketbox	Mr. Sumit Gupta

Conduction of Supply Chain Analysis:

Data Collection -

- Gathering internal data on supply chain processes, inventory management, and distribution logistics.
- Reviewing existing reports, performance metrics, and operational data.

Interviews and Surveys -

- Conducting interviews with key personnel in procurement, logistics, sales, and customer service.

Process Mapping -

- Mapping out the entire supply chain process to identify areas of inefficiency or potential improvement.
- Use of flowcharts and diagrams to visualise the steps from procurement to delivery.

Market Research -

- Study of industry reports and market trends to understand the competitive landscape.
- Analysing the supply chain practices of competitors and industry leaders.

Customer Feedback -

- Collection of feedback from farmers, cooperatives, and other customers regarding their experiences with IFFCO's products and services. Use of surveys, interviews, and so on, to gather insights on customer satisfaction and pain points.

Identification of Potential Audience Segments:

1. Data Analysis:

- Analysing customer data to identify patterns and segment the audience based on factors such as purchase behaviour, geographical location, and product usage.
- Use of customer segmentation techniques to categorise potential audience groups.

2. Persona Development:

- Developing detailed customer personas for each segment to better understand their needs, preferences, and challenges.
- Tailored marketing and communication strategies to each persona.

Optimisation of Last-Mile Delivery

1. Route Optimization:

- Use of advanced logistics software to optimise delivery routes and schedules, reducing delivery times and costs.
- Implementation of real-time tracking and monitoring of deliveries to ensure timely execution.

2. Partnerships:

- Strengthening partnerships with reliable logistics providers and exploring opportunities for collaboration with local delivery services.
- Negotiating better terms and service level agreements to ensure consistent delivery performance.

3. Technology Integration:

- Integrating technology solutions such as GPS tracking, mobile apps for delivery agents, and automated notifications for customers, Reverse Integration of API
- Use of data analytics to predict and address potential delivery issues proactively.

4. Customer Communication:

- Enhanced communication with customers by providing real-time updates on delivery status.
- Implementation of feedback mechanisms to gather customer input on delivery performance and address any issues promptly.

Challenges Faced by logistics in Supply Chain Operations and Market Engagement in Tier 3 & Tier 4 cities

- **Complex and Fragmented Supply Chain**

IFFCO's supply chain involves multiple stages, from procurement to distribution, requiring coordination across various departments and external partners. This complexity can lead to hindrances in optimum communication and increase operational costs, ultimately affecting supply chain performance.

- **Inventory Management Issues**

Balancing inventory levels to meet demand without overstocking or stockouts poses a significant challenge. Accurate demand forecasting is essential but difficult inventory management can lead to delayed deliveries, higher holding costs, and missed sales opportunities, resulting in customer dissatisfaction.

- **Logistical Challenges**

Ensuring timely and efficient transportation of fertilisers, especially to remote and rural areas, is a logistical challenge. These challenges can cause delays, increase transportation costs, and affect delivery reliability, impacting customer trust and satisfaction.

- **Last-Mile Delivery Issues**

The last-mile delivery segment is particularly challenging due to certain issues like, lack of proper road transportation infrastructure, and difficulty reaching remote locations. These issues lead to high rates of failed deliveries and increased delivery times, causing customer frustration and loss of business.

- **Identifying and Reaching Potential Audience**

Effectively identifying and reaching the right audience segments with tailored marketing messages is difficult due to diverse customer needs and preferences. Ineffective targeting and engagement strategies can result in missed opportunities and lower market penetration.

- Regulatory Compliance

Adhering to various regulatory requirements and standards across different regions is challenging and time-consuming. Non-compliance can result in fines, legal issues, and reputational damage, impacting market operations.

- Customer Communication

Maintaining clear and consistent communication with customers about order status, delivery times, and potential issues is essential but challenging. Poor communication can lead to misunderstandings, reduced customer satisfaction, and loss of trust.

- Market Competition

IFFCO faces intense competition from other fertiliser companies and alternative agricultural input providers. To remain competitive, the company must continuously innovate and improve its supply chain and customer engagement strategies.

Strategies to Address Challenges

To address these challenges, IFFCO can streamline supply chain processes, enhance inventory management, and optimise logistics through advanced tools and reliable partnerships. Improving last-mile delivery with technology solutions for real-time tracking and route optimization is crucial. Data-driven marketing strategies and customer personas can help identify and reach target audiences more effectively. Investing in SEO software, supply chain management software, IoT devices, and CRM systems can improve coordination, compliance, and customer communication. Lastly, continuous innovation in products and services will help IFFCO stay competitive in the market.

Result

- **Identification of Common Issues**

Collecting customer reviews helped identify recurring issues that led to failed deliveries. Common problems included incorrect addresses, lack of communication from delivery personnel, and logistical challenges in reaching remote locations. By pinpointing these issues, IFFCO BAZAR could address specific pain points leading to targeted improvements in the delivery process.

- **Enhanced Communication Strategies**

Feedback revealed that customers often faced difficulties due to insufficient communication about delivery status and expected arrival times. In response, IFFCO BAZAR implemented enhanced communication strategies, including automated notifications and real-time tracking updates. This proactive approach improved customer satisfaction and reduced missed deliveries.

- **Improved Delivery Accuracy**

Incorrect addresses and location details were a major cause of failed deliveries. Customer feedback provided accurate and updated address information. By updating the address database and implementing verification steps, IFFCO BAZAR significantly improved delivery accuracy, reducing the number of failed end-mile deliveries.

- **Increased Customer Trust and Satisfaction**

Addressing the issues raised by customers and implementing solutions demonstrated IFFCO BAZAR's commitment to customer service. This increased customer trust and satisfaction, leading to higher customer retention rates and positive word-of-mouth, which is crucial for business growth.

- **Data-Driven Decision Making**

The collected reviews provided valuable data that could be analysed to identify trends and areas for improvement. IFFCO BAZAR used this data to make informed decisions and continuous improvements in the supply chain process, ensuring a more reliable and efficient delivery system.

Recommendation

By putting efforts into gathering and acting on customer reviews regarding undelivered orders, IFFCO BAZAR has made significant strides in reducing the number of failed end-mile deliveries. These efforts have led to better communication, improved delivery accuracy, optimised routes, and stronger relationships with local delivery services. The result is a more efficient supply chain, higher customer satisfaction, and a strengthened reputation for reliability and customer service. This experience has underscored the importance of customer feedback in driving operational improvements and achieving supply chain excellence.

Conclusion

During my two-month internship at IFFCO BAZAR Ltd., I gained a comprehensive understanding of supply chain operations, focusing on streamlining processes, identifying potential customer segments, and reducing failed end-mile deliveries and Return to Origin (RTO) instances. I engaged in detailed analysis and hands-on involvement to map out the supply chain from procurement to last-mile delivery, identifying bottlenecks and areas for improvement. Through market research and customer segmentation, I learnt to develop targeted strategies to pitch IFFCO BAZAR's services more effectively, enhancing marketing efforts and market penetration. Addressing the failed deliveries and RTOs, I gathered customer feedback to identify common issues and learnt to implement solutions such as improved address verification, enhanced communication, and optimised delivery routes, leading to noticeable improvements. Strengthening partnerships with local delivery services also contributed to more reliable logistics. Overall, this internship provided me with valuable practical skills in data analysis, process optimization, and customer relationship management, reinforcing the importance of a customer-centric approach and continuous improvement in supply chain management. This experience has significantly contributed to my professional growth and prepared me for future challenges in the field.

