

## **\*Industrial Visit Report: Coca Cola Factory, Kesavaram\***

\*Date of Visit: [25-10-24]\*

\*Time of Visit: [10:30]\*

\*Number of Students: 24\*

\*Course: BBA Event Management\*

### **\*Introduction\***

On [25-10-24], our class of 24 BBA Event Management students visited the Coca Cola factory in Kesavaram, East Godavari, near Rajahmundry. The purpose of the visit was to gain insight into the manufacturing and bottling process of Coca Cola.

### **\*Objective\***

The objective of the visit was to understand the process of soft drink manufacturing, observe the manufacturing and bottling units, and learn about the management of a highprofile unit.

### **\*Permission and Duration\***

We obtained permission to visit the factory for 1 hour. During this time, we were given a comprehensive tour of the manufacturing and bottling units.

### **\*Observations\***

During the visit, we observed the following:

1. **\*Manufacturing Unit\***: We saw the process of soft drink manufacturing, from the mixing of ingredients to the filling of bottles.

2. **\*Bottling Unit\***: We observed the bottling process, including the cleaning and filling of glass bottles.
3. **\*Glass Bottle Cleaning\***: We saw the process of cleaning glass bottles, which was impressive and efficient.
4. **\*Essence Room\***: We were shown where the essence of Coca Cola is stored and how it is used in the manufacturing process.

### **\*Hospitality\***

The Coca Cola team extended a warm welcome to us. They were polite, courteous, and enthusiastic about sharing their knowledge with us. We were offered refreshing Coca Cola drinks during the visit.

### **\*Learning Experience\***

The visit was an invaluable learning experience for us. We gained insight into the manufacturing and bottling process of Coca Cola and learned about the management of a high-profile unit. We also appreciated the importance of teamwork, efficiency, and quality control in a manufacturing setup.

### **\*Conclusion\***

Our visit to the Coca Cola factory in Kesavaram was a memorable and enriching experience. We are grateful to the Coca Cola team for their hospitality and for sharing their knowledge with us. We look forward to applying the lessons learned from this visit in our future endeavors.

### **\*Recommendations\***

We recommend that future batches of BBA Event Management students visit the Coca Cola factory to gain a deeper understanding of the manufacturing and bottling process.

### **\*Acknowledgments\***

We would like to thank our faculty member [SUNANDA MAM] for organizing the visit and the Coca Cola team for their hospitality and cooperation.

**\*Note\***-We deposited all the Mobile phones to security..as per security guidelines...we unable to take inside photos.

