

**INTERNSHIP REPORT ON
"AN ORGANIZATION STUDY AT MYMUL MILK UNION
LIMITED, MYSORE"**

Submitted by

Ms. RAKSHITHA B J

(1SV21BA032)

Submitted to

VISVESVARAYA TECHNOLOGICAL UNIVERSITY- BELAGAVI

In partial fulfillment of the requirement for the award of the degree of

MASTER OF BUSINESS ADMINISTRATION

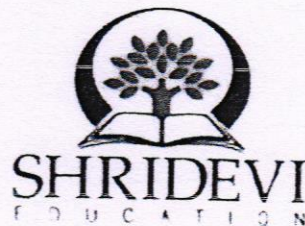
Under the Guidance of

INTERNAL GUIDE:

Prof. PRATHAP B N
B.E, MBA, M.Phil,
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EXTERNAL GUIDE:

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Marketing Deputy Manager
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Ramesh Kumar
PRINCIPAL
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**DEPARTMENT OF MBA
SHRIDEVI INSTITUTE OF ENGINEERING AND TECHNOLOGY**

Sira Road, Tumakur-572106, Karnataka.

2021-2023



Sri Shridevi Charitable Trust (R.)

SHRIDEVI INSTITUTE OF ENGINEERING & TECHNOLOGY

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Sira Road, Tumakuru - 572 106. Karnataka. | Website: www.shrideviengineering.org



CERTIFICATE

This is to certify that **Ms. RAKSHITHA B J** bearing USN (1SV21BA032) is a bonafide student of Master of Business Administration course of **SHRIDEVI INSTITUTE OF ENGINEERING AND TECHNOLOGY (2021-23)**

Affiliated to Visvesvaraya Technological University, Belagavi. Internship report on “**An Organization study at MYMUL Milk Union Ltd**” is prepared by her under the guidance of **Prof. PRATHAP B N**, Assistant Professor, Department of MBA, in partial fulfilment of the requirement for the award of the degree of “**Master of Business Administration**” of Visvesvaraya Technological University, Belagavi.

(Prof. PRATHAP B N)

B.E, MBA, M.Phil,
Assistant professor
Department of MBA

(Dr. K S RAMAKRISHNA)

M.A, MBA, M.Phil, Ph.D.
Professor and Head
Department of MBA

PRINCIPAL
SIET, TUMAKURU
(Dr NARENDRA VISWANATH)

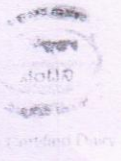
Ph.D.
Principal
SIET, Tumakuru

Date: 18/3/23

Place: Tumakuru

18/3/23

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ಮೈಸೂರು ಜಿಲ್ಲಾ ಸಹಕಾರಿ ಹಾಲು ಉತ್ಪಾದಕರ ಸಂಘಗಳ ಒಕ್ಕೂಟ ಸಿ.

Mysore District Co-Operative Milk Producers' Societies Union Ltd.



No.467:EST:2022

Date 25.11.2022

CERTIFICATE

This is to certify that Ms. Rakshitha.B.J studying MBA in Shridevi Institute Of Engineering & Technology, Tumkur has done the Internship from 07.11.2022 to 25.11.2022 in our Union successfully.

We wish her all the very best for her future endeavors.

Assistant Manager (Admin)

Assistant Manager (Admin)
Mysuru Dist. Co-operative Milk
Producer's Societies Union Ltd.,
Mysuru-570 028

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ಮೆಗಾ ಡೈರಿ ಸಂಕೀರ್ಣ, ಬನ್ನೂರು ರಸ್ತೆ, ಆಲನಹಳ್ಳಿ ಅಂಚೆ, ಮೈಸೂರು - 570 028

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EXECUTIVE SUMMARY

The MBA course offered by VTU University has its own unique syllabus which requires its MBA Students to undertake an internship with the any of the leading business houses for a long period ranging to 4 weeks after semester.

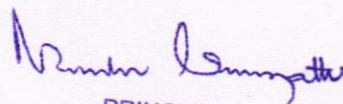
In a first section will discuss introduction about a internship program and industry profile or background history of the MYMUL MILK UNION LIMITED.

In section two will discuss introduction about organization profile or background of the organization, nature of the business done by the organization, vision and mission statement , quality policy , types of product and services , ownership patter , achievement and awards and also discuss further growth and prospects.

In third section will discuss McKinsey's 7s Framework like Strategy, Structure, Systems, Shared values, Style, Staff and Skills. And Porter's model like rivalry of competitors, bargaining power of buyers, bargaining power of suppliers, threat of new entrants of substitute products.

In fourth section will discuss and analysis a organization internal activities like Strength and weakness external activities like opportunities and threats,

In fifth section will discussed the financial performance activities



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