

A STUDY ON THE SALES PROCESS IN MERINIO INDUSTRIES LTD

Report On Internship Training Submitted to Periyar University, Salem in partial fulfillment
for the award of the degree of

BACHELOR OF COMMERCE (COMPUTER APPLICATION)

Submitted by

NAME: MOUNISHA.A

REG.NO: C21UG152CCA058

Under the guidance

Mrs.B.SAMUNDEESWARI,M.COM,M.Phil.,SET.,(Ph.D)

Assistant professor



DEPARTMENT OF COMMERCE

ST. JOSEPH'S COLLEGE OF ARTS AND SCIENCE FOR WOMEN, HOSUR


(Affiliated To Periyar University, Salem)


JULY 2023

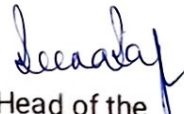
PERIYAR UNIVERSITY

INTERNSHIP TRAINING REPORT FORMAT

| | | |
|----|---|--|
| 1 | Name of the Candidate | Mounisha.A |
| 2 | University Examination Registration Number | C21UG152CCA058 |
| 3 | Name of the college | ST. Joseph's College Of Arts & Science For Women, Hosur |
| 4 | Name of the Department / Degree | Commerce / B.com(CA) |
| 5 | Name Of The Industry/Institute In Which For Internship Training Undergone | Manufacturing department of HI-TECH industry |
| 6 | Guide/ Supervision under whom the training undertaken | Mrs.B.Samundeeswari,M.com.,M.Phil.,SET..., (Ph.D) |
| 7 | Title of the training | A Study On Sales process in merino industry ltd |
| 8 | Brief output of training (not more than 2 pages) – Attach Annexure – 1 | (ENCLOSED) |
| 9 | Conclusion | The overall experience was positive, and everything I learned would be useful in my future career. |
| 10 | Outcome of the Training | Job experience |


Signature of the Student


Signature of the guide


Head of the Department


Principal


Internal Examiner

INTRODUCTION

Merino is a versatile manufacturer and marketer of Interiors Solutions with a wide array of products for homes, offices, commercial and public areas. Decades of strong market presence have created a high brand recall among various customer segments. Tapping the synergy of our products and services, we achieve a competitive advantage through technological innovation and by delivering greater customer satisfaction.

In Interior Solutions, plywood was our first product in 1974 and it launched our reputation for product quality and company service. Merino then established its manufacturing unit for high pressure decorative laminates at Hapur near New Delhi. A second unit at Rohad was commissioned, as our rapid growth evolved us into India's largest manufacturer and exporter of laminates. Our specialty is to continuously release new products which are aligned to international trends and market demand. Over the years, our innovations have been continuously well received by Architects and Interior Designers. Our quality products have been complementing the creativity of these professionals. Our endeavor is to maximize the product value (Excellence), maintain affordability (Economy) and deal fairly and transparently in all our relationships (Ethics).

PROCESS

Branch in Hosur consists of 3 divisions

Warehouse management

LPL division

Furniture Division

Merino is an integrated manufacturer and marketer of Interior Solutions with a wide array of world class products for homes, offices, commercial and public areas. Our endeavor is to maintain affordability (Economy), maximize the product value (Excellence), and deal fairly and transparently in all our relationships (Ethics).

From raw materials to end products, at Merino we cater to the diverse needs of our customers. Being the pioneers of industry, specific technological innovations and benchmarks have given us a competitive advantage. Decades of strong market presence and satisfied customers have created a high brand recall. At Merino, we specialize in creating new products which are aligned with the latest international trends and market demands.

OBJECTIVE

To be the best in the market and to be innovative. We will always make the customers happy and are very cautious about the quality of the products that we manufacture and deliver. We believe in 100% customer satisfaction

CONCLUSION

- Industrial training provided by BMCL has enriched my practical knowledge.
- It has enlarged our thinking capacity about practical operation of the different equipment.
- It has increased our confidence level for facing job interview in Future.



ECONOMY • EXCELLENCE • ETHICS

MERINO INDUSTRIES LTD.,

CIN U51909WB1965PLC026556

Bagalur Road, Kalahasthipuram Village,

Avalapalli Post, Hosur Taluk, Krishnagiri,

Dist. Pin - 635 103.

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W www.merinoindia.com

GSTIN: 33AAACC9186C1ZU

MIL/HRD/2023

13th July'2023

TO WHOMSOEVER IT MAY CONCERN

This is to certify that Ms. Mounisha A, D/o. Shri. R Anand, 3rd year B.com (C.A)
Student of St. Joseph's College Arts and Science College for Women, Hosur.

She has done her Internship Training in our company in knowing the Organization
structure and its functions in each department and shown special interest in Finance
Department from 26th June'23 to 12th July'23

During this period, we observed that, she had shown keen interest to learn concepts
and practical applications.

She is polite, enthusiastic and well mannered.

We wish her a bright career and prosperous future.

For Merino Industries Limited.,


Authorized Signatory

Registered Office

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