

**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

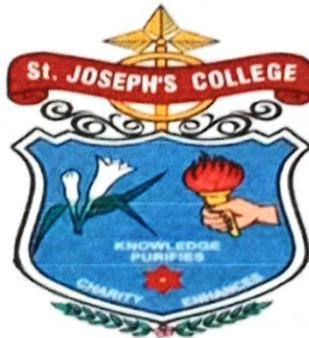
**NAME: MOUNISHA.A**

**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

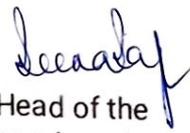
1	Name of the Candidate	Mounisha.A
2	University Examination Registration Number	C21UG152CCA058
3	Name of the college	ST. Joseph's College Of Arts & Science For Women, Hosur
4	Name of the Department / Degree	Commerce / B.com(CA)
5	Name Of The Industry/Institute In Which For Internship Training Undergone	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,  
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W www.merinoindia.com

GSTIN: 33AAACC9186C1ZU

MIL/HRD/2023

13<sup>th</sup> 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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