

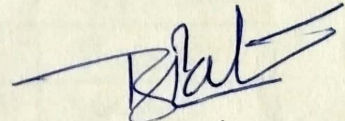
Department of Statistics  
Kisan Veer Mahavidyalaya, Wai  
Date:- 06/05/2022

To,  
Principal,  
Kisan Veer Mahavidyalaya, Wai.

Subject: - About permission for organizing  
a study tour of B.Sc. II

Respected Sir,

It is mandatory to organize the study tour according to the B.Sc. II syllabus. So we are planning a study tour to Mala's Fruit Products, MIDC Wai, and Garware Wall Ropes Ltd., Wai. Please give us permission to organize it. Thank you



Head,

Department of Statistics

Allowed  
Gagan  
6-5-2022

Office

Kisan Veeer Mahavidyalaya,  
Wai.

Date - 10/05/2022

## Notice

All students of B.Sc. II and III (Statistics) are hereby informed that, the study tour is organized on 12/05/2022 at Mala's Food Products, MIDC Wai. Study tour is compulsory for all students. Students remain present for study tour at 9.00 am at Mala's Food Products , MIDC Wai on their own. Those who will not remain present there journals will not be certified.



*Kant...*  
Principal







# Study Tour Report

Page No.:

YOUVA

Date:

## Aim:

Industrial visit is considered as one of the practical methods of teaching. The main behind is we can know things practically through interaction, working methods. It gives exposure from academic point of view. Food industrial visit provide us information about practical working environment.

## Name of The industry:

Mala's Fruit products

Wai MID. C Road, Maharashtra Industrial Development Corporation, Wai, Maharashtra

Pin: 412803

Date: 12/05/2022

## About:

Mala's Fruit product factory location is Wai, MID. Road, Maharashtra India, situated Wai, known for their strawberry produce.

Mala's Fruit products Pvt. Ltd is fruit processing company. It is in the fruit processing business over more than 62 years and it known for quality and innovation in the industry. The brand Mala's is well-recognized brand in India.

The company has shown organic growth over the last four decades representing sound financials with sustained profitability. Set up as a family business over 62 years ago, it has earned a name for quality and consistency. Mala's product enjoys premium status



in the Indian market.

### Objective:

1. To study the Level of consumer behaviour for Mala's food products.
2. To Understand the customer requirements.
3. To study measures to improve services for Mala's product.

### Product profile.

Mala's portfolio of products provides a high quotient of natural fruit in the form of Jams, Fruit bars and chews, Syrup, Crushes and Dessert toppings. Its range of premium products such as sugar free jam & baby food products. Mala's products are known for their wholesome taste and quality as also their natural, goodness and nutritive value. Mala's product a number of items ranging from jams, jellies, crushes Syrup etc. Their leading product is Rose Syrup made from rose petals and their extract.

### Research Methodology:

In the process of achieving the objectives of the study, it is very essential to follow a systematic and scientific approach so as to present and interpret the results of the study or investigation conduct. The chapter on methodology consists of the details the description of the study area, the sampling procedure,



nature and sources of data, the analytical tools and techniques employed and other information to support the existing results like secondary sources of information required to keep the reader informed for reference and documentation.

### \* Nature and sources of data \*

In order to evaluate the objectives of the study, data collected in this research is primary data from the consumers

Statistical quality control <sup>check</sup> per 45 min  
Some samples they decided accept or reject samples.

### Observations:

1. I observed that Mala's is losing its potential customers due to lack of attention on the distribution channel & transport.
2. I observed that Mala's having good image at national market.
3. Most of customers are purchase the Mala's products in D-marts and Amazon.
4. Every day we should learn something new and Mala's give some challenging task





