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Approved by AICTE, Accredited 'B' Grade by NAAC



Department of Management Studies

Academic Year 2024-25

Report on Industrial Visit

Name of the Event: Industrial Visit

Name of Industry: Samsonite India, Pvt Ltd.

Day & Date: 16.10.2024

Objective :-

- To gain insights into the strategic operations and marketing practices of Samsonite India, fostering an understanding of brand management and consumer behavior in the travel and luggage industry.
- Aim to engage with industry professionals to enhance my knowledge of supply chain management and innovation in product development, which will contribute to my academic and professional growth in business management.

Coordinators: - Prof. Mahima Ugale, Prof. Rahul Thorat, Dr. Samrudhi Shete.

About The Visit:-

Introduction:

This visit to Samsonite India presents a unique opportunity for Management students to explore the inner workings of a leading global brand in the travel and luggage industry. This visit is designed to bridge the gap between academic theory and practical application, allowing students to gain firsthand experience of business operations, marketing strategies, and innovative practices that drive the company's success.

During the visit, students will engage with industry professionals, tour the production facilities, and participate in discussions on various aspects of the business, including supply chain management,

Quality assurance, and brand positioning. This experiential learning opportunity aims to enhance their understanding of the competitive landscape, inspire creative thinking, and provide insights that will be valuable in their future careers. Through this initiative, we aim to foster a deeper connection between

academia and industry, preparing students to become informed and capable leaders in the business world.

- **Arrival and Reception:**

Students arrive at the Samsonite India Ltd Pvt. We aim to arrive 10-15 minutes early to allow for any unexpected delays. We keep Dress Code for students: formal attire to make a professional impression. Approach the reception area where a receptionist or designated staff member is available and were warmly welcomed by the company's representatives.

- **Assembly Techniques:**

At Samsonite India Pvt. Ltd., several assembly techniques are utilized to enhance efficiency and maintain product quality in the production of luggage and travel accessories. Here are some specific techniques that may be employed:

1. Lean Assembly Techniques

Just-In-Time (JIT): This method reduces inventory costs by producing only what is needed when it is needed, minimizing waste in the assembly process.

2. Modular Assembly

Component-Based Design: Products are designed in modular components, allowing for flexible assembly and easier customization based on customer preferences.

3. Automated Assembly Systems

Robotics and Machinery: Use of automated equipment for repetitive tasks such as stitching, sealing, and packaging to enhance precision and speed.

4. Quality Control Integration

In-Line Inspections: Implementing quality checks at various stages of assembly ensures that defects are caught early, maintaining high standards.

5. Ergonomic Workstations

Human-Centered Design: Assembly stations are designed to reduce physical strain on workers, improving productivity and reducing fatigue.

6. Cross-Functional Training

Versatile Workforce: Employees are trained in multiple assembly tasks, allowing for flexibility and better handling of workflow variations.

7. Continuous Improvement (Kaizen)

Ongoing Refinement: Regular assessments of assembly processes, coupled with employee feedback, drive continuous enhancements in efficiency and quality.

- **Standard Operating Procedures (SOPs):** At Samsonite India Pvt. Ltd., Standard Operating Procedures

(SOPs) are essential for ensuring consistency, quality, and safety across various operations. Here's an overview of the typical SOPs that might be in place.

- **Time Management:** During our visit, we learned about the importance of time management in the manufacturing process. Students gained valuable insights into how Samsonite India Pvt. Ltd. implements time management techniques to maximize productivity.
- **Systematic Work:** Students were encouraged to observe how each workstation was well-organized, with clearly defined roles and responsibilities. This systematic & automated system work approach contributed to the overall efficiency of the production process.
- **Safety Measures:** At Samsonite India Pvt. Ltd., safety measures are crucial to ensuring a secure work environment for employees while maintaining operational efficiency. Here are some common safety measures likely implemented at their facilities: workplace safety training, fire safety protocol, machine safety guard, medical support.

Conclusion: -

Arranging a student visit to Samsonite India provides invaluable opportunities for MBA students to gain practical insights into the business world. By interacting with industry professionals, students can deepen their understanding of operational strategies, brand management, and market dynamics in the travel and luggage sector.

Such visits enhance academic learning by bridging the gap between theory and practice, fostering networking opportunities that could benefit future career paths. Additionally, exposure to a leading global brand like Samsonite can inspire innovative thinking and a greater appreciation for sustainability and quality in product development.

Overall, this initiative not only enriches the educational experience but also helps cultivate the next generation of business leaders equipped with real-world knowledge and skills.

Outcome: -

- **Enhanced Learning Experience:**

Students gain practical insights into industry practices, complementing their theoretical knowledge with real-world applications.

- **Networking Opportunities:**

Students connect with industry professionals, fostering relationships that can lead to internships, mentorships, or job opportunities.

- **Understanding of Operations:**

Exposure to Samsonite's production processes, supply chain management, and quality control practices provides a comprehensive view of business operations.

- **Insight into Brand Management:**

Students learn about effective branding strategies and marketing techniques from a leading global brand,

enhancing their marketing acumen.

- **Encouragement of Innovation:**

Interaction with professionals may inspire students to think creatively about product development and sustainability practices within the industry.

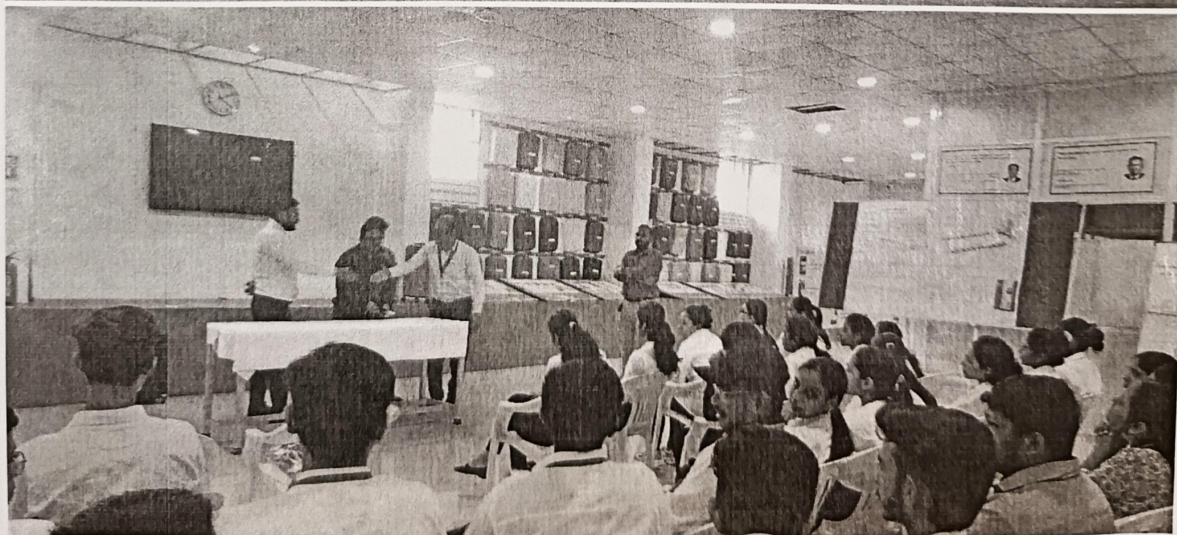
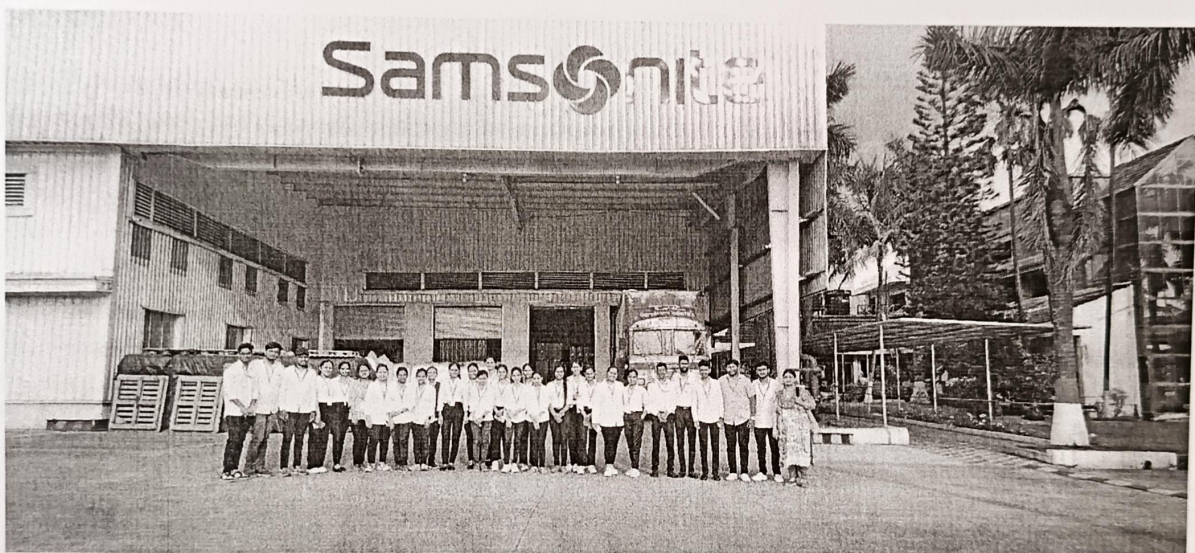
- **Career Readiness:**

Experiences gained during the visit prepare students for the workforce, helping them understand industry expectations and workplace culture.

- **Motivation and Engagement:**

Real-world exposure can motivate students, increasing their engagement with their studies and future career aspirations.

Photos





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Principal