



Virtual Industry Visit at Yakult for MBA & BBA students

TITLE	Virtual Industry Visit at Yakult for MBA & BBA students
Date	Nov 19, 2020 - Nov 19, 2020
Summary	<p>A virtual industry visit to “Yakult” was organized for students of MBA Semester III and BBA Semester III students. The prime objective of the visit was to acquaint students with the functioning of Yakult. Yakult had organized a virtual session for the students where they were briefed about the process, functioning, and production process. In the session, students energetically popped up intelligent questions which were meticulously addressed.</p> <p>Yakult is a Japanese sweetened probiotic milk beverage fermented with the bacteria strain Lactobacillus. Yakult is manufactured at an ISO 9001:2015, OHSAS 18001:2007 and HACCP certified factory in Sonapat, Haryana in North India. Virtual visit was made more informative with help of videos. Students were provided with an opportunity to see the technology involved in the processing of Yakult. The students were awestruck to see the technologically advanced equipment’s that were being used in the factory.</p> <p>Students asked questions on customer preference on flavors and variants of Yakult and also segmentation and pricing strategies of Yakult. Mr. Aadish informed students that Yakult price as per Tier 3 and Tier 2 cities. Students asked about Yakult's plan of expansion in rural India. Flavors vary in India and globally. Students asked about CSR activities of Yakult and in response, Mr. Aadish informed green energy plan, environmental activities and global sustainable growth plan of Yakult to support CSR activities.</p> <p>The Virtual visit to Yakult was very informative for all. Students were happy and thrilled to know the operations and the process of making Yakult is completely automated and there is no human touch at any point of time. Virtual Industrial visit to Yakult was a wonderful learning experience for the students.</p>