



Lloyd Business School
Ladder Of Success

Industrial Visit- Manitou Group

Event Report

Event Name: Industrial Visit to Manitou Group	Event Date: 28 th Jul 2022
Faculty Coordinators: Dr. Ruchi Garg and Dr. Imad Ali	Event Timings: 10:00 AM onwards
Number of Participants: 110	Venue: 27, Ecotech-II, Udyog Vihar, Greater Noida, Uttar Pradesh

Objective:

The objective of the event is to enhance students' practical exposure by providing hands-on understanding of industrial operations, quality and process control, and customer relationship management within a large manufacturing environment like Manitou. The session aims to help students gain insights into supply chain administration, production processes, and professional business practices while offering an interactive platform to engage with industry executives and learn from their real-world experiences.

Detailed Report:

An overview of the business and its activities preceded the industrial tour to Manitou. Manitou is a French multinational firm that specializes in the development and marketing of handling equipment, including forklifts, aerial work platforms, and telehandlers. The company employs approximately 4,000 employees worldwide and has a presence in more than 140 countries.

The students were given a tour of the manufacturing plant during their visit, allowing them to see the production process in action. The tour included all production phases, from acquiring raw materials to shipping finished goods. The students had the opportunity to see the many tools and machinery used in manufacturing as well as how technology has improved productivity and quality.

Following the tour, a presentation on the company's supply chain management was presented to the students. The talk covered the various phases of the supply chain, including distribution, logistics, production planning, and purchasing. The significance of a successfully managed supply chain for a manufacturing organization was made clear to the pupils. The students also had the chance to speak with experts from various business divisions, including marketing, supply chain, and production. The professionals talked about their experiences and industry insights, and the students were able to learn a lot from them.

Learning Outcomes:

Students learned about the management of a manufacturing company's supply chain and the significance of a well-managed supply network.

- Students learned about the numerous duties performed by the company's various departments and how they cooperate to accomplish the organisational goals.
- Students connect with professionals in the field to gain insight into their experiences.
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Report Prepared by

(Dr. Ruchi Garg)