



ACHARYA INSTITUTE OF GRADUATE STUDIES

(NAAC Re-accredited 'A+' Grade and Affiliated to Dr. Manmohan Singh Bengaluru City University)

Soladevanahalli, Bengaluru-560107

Department of MBA

Report Submission: 07/07/2026

Semester: Even	Academic Year: 2025-26	Venue: Amazon Pvt. Ltd.
Event Date: 22/05/2026	Time: 09:00 Am to 05:00 Pm	Duration: 08:00 Hours

TYPE OF EVENT: INDUSTRIAL VISIT

EVENT NAME: INDUSTRIAL VISIT TO AMAZON

Target Audience: MBA 2 nd semester students	Number of Participants: 50
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Objectives:

- To understand the operational, logistics, and supply chain practices followed by Amazon.
- To gain practical exposure to the use of technology, automation, and e-commerce business processes in industry operations.
- To bridge the gap between academic learning and real-time corporate practices through industrial interaction and observation.

Program Introduction:

The industrial visit to Amazon is organized as part of the academic and experiential learning initiative to provide students with practical exposure to modern industrial practices, advanced operational systems, and real-time business processes. In today's competitive and technology-driven business environment, classroom learning alone is not sufficient to fully understand the complexities of organizational functioning. Industrial visits play a vital role in bridging the gap between theoretical concepts and practical implementation by offering students direct interaction with industry operations and professionals.

Amazon, being one of the world's leading e-commerce and technology companies, serves as an ideal platform for students to observe and understand large-scale business operations, supply chain systems, logistics management, warehouse automation, customer service strategies, and digital business practices. The visit is designed to give students a comprehensive understanding of how technology and innovation are integrated into operational efficiency and customer



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satisfaction. Through this industrial exposure, students will gain insights into inventory management, order processing, packaging systems, distribution channels, and the use of advanced technologies such as robotics, data analytics, and automation in modern business operations.

THEME OF THE EVENT: Bridging the Gap Between Academia and Industry

It fosters practical learning by aligning academic knowledge with real-world business and technological practices.

Detailed Report:

The industrial visit was conducted with the participation of students and faculty members from the institution. The visit began with an introductory session conducted by the company representatives, where students were welcomed and briefed about the organization's history, mission, operational framework, and business model. The resource personnel explained Amazon's global presence, customer service philosophy, and commitment toward operational excellence and innovation.

Students were introduced to the overall workflow involved in order processing, inventory storage, packaging, shipping, and delivery systems. The orientation session provided a clear understanding of how Amazon manages large volumes of products and customer orders efficiently while maintaining speed, quality, and customer satisfaction.

Warehouse and Inventory Management

One of the major highlights of the industrial visit was the observation of warehouse and inventory management practices. Students were guided through different operational sections of the fulfillment center where products are received, categorized, stored, packed, and dispatched. The company representatives explained how inventory is systematically managed using advanced software systems and barcode technology.

Students learned about the process of product scanning, identification, and tracking through automated systems. The warehouse layout was designed strategically to ensure smooth movement of products and efficient utilization of storage space. The visit provided insights into how large organizations handle inventory accuracy, reduce operational delays, and improve order fulfillment speed.



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The use of real-time data tracking systems helped students understand the importance of technology in supply chain management. Students observed how inventory information is updated continuously to maintain transparency and avoid stock-related issues.

Automation and Technology

Another important aspect of the visit was understanding the role of automation and technology in Amazon's operational processes. Students observed the integration of automated systems, robotics, conveyor mechanisms, and digital tracking tools within the warehouse environment. The representatives explained how automation helps reduce manual effort, improve efficiency, minimize errors, and accelerate operational processes.

The use of scanning devices, automated sorting systems, and digital inventory management platforms demonstrated how modern businesses rely on technological innovation for operational success. Students also learned how data analytics and forecasting techniques are used to predict customer demand and optimize inventory levels.

The visit provided practical exposure to concepts related to digital transformation, artificial intelligence, operational analytics, and technology-enabled management systems. Students gained valuable insights into how innovation contributes to customer satisfaction and competitive advantage in the e-commerce industry.

Supply Chain and Logistics Operations

The industrial visit also focused on supply chain and logistics management practices followed by Amazon. Students learned about the complete process involved in receiving customer orders, packaging products, route planning, shipping, and last-mile delivery operations.

The company representatives explained how Amazon maintains coordination between suppliers, warehouses, transportation systems, and delivery networks to ensure timely product delivery. Students gained an understanding of the importance of coordination, planning, and process integration in logistics management.

The visit highlighted the significance of speed, efficiency, and accuracy in maintaining customer trust and satisfaction. Students were able to relate theoretical concepts such as supply chain integration, distribution management, transportation systems, and inventory control with real-world industrial practices.

Organizational Culture and Work Environment

The visit also provided exposure to Amazon's corporate work culture and organizational practices. Students observed the discipline, teamwork, communication systems, and



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professional ethics maintained within the organization. The representatives emphasized the importance of customer focus, innovation, accountability, and continuous improvement in achieving organizational goals.

Students learned how employees are trained to handle operational responsibilities effectively while maintaining safety standards and productivity targets. The organization's focus on employee coordination, process efficiency, and customer satisfaction provided valuable learning experiences for students.

The interaction with industry professionals helped students understand workplace expectations, career opportunities, and professional competencies required in modern organizations. It also motivated students to develop practical skills, leadership qualities, and problem-solving abilities necessary for their future careers.

GEOTAGGED PHOTOGRAPHS: -



Warehouse of Amazon



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Amazon Fulfillment Centre



Felicitating the tour manager Mr. Dheeraj Shetty



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Mr. Dheeraj Shetty addressing the students



Mr. Dheeraj Shetty addressing the questions by the students



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Students in BLR8 Fulfillment zone



Batch 2 Infront of the Fulfillment Centre



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Outcomes:

- Gained practical knowledge of warehouse operations, supply chain management, and logistics systems at Amazon.
- Understood the role of automation, technology, and customer-centric practices in modern e-commerce operations.
- Enhanced professional exposure by connecting academic concepts with real-time industrial practices and corporate work culture.

Conclusion

The industrial visit to Amazon was an informative and enriching learning experience for the students. It successfully provided practical exposure to real-time industrial operations, advanced logistics systems, and technology-driven business processes. The visit helped students bridge the gap between academic learning and industrial application by allowing them to observe and understand modern operational practices directly.

The exposure to warehouse management, automation systems, supply chain operations, and corporate work culture enhanced students' professional knowledge and managerial understanding. The interaction with industry professionals and observation of operational activities contributed significantly toward experiential learning and skill development.

Overall, the industrial visit achieved its objectives by providing students with valuable industry insights, practical knowledge, and professional exposure. It strengthened their understanding of business operations and motivated them to prepare for future career opportunities in the corporate and industrial sectors.

Audience Feedback Rating

- Excellent: 78% of the students rated the industrial visit as excellent due to the practical exposure, interactive learning experience, and understanding of real-time business operations.
- Good: 18% of the students rated the visit as good, appreciating the insights gained into logistics, automation, and corporate work culture.



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- Average: 4% of the students rated the visit as average, suggesting the need for more interaction time and detailed operational demonstrations.

