



Summer Internship Final Report- 2020



Summer Internship Program- 2020

Final report on

Project: Spreading awareness of Canon BIS in Vadodara

Delighting You Always

Name of the organization: **Canon India**

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Executive Summary

Canon is a well-known name in imagery technologies around the globe. It is a wholly owned subsidiary of Canon Singapore Pte. Incorporated Ltd in 1997. It is a global pioneer innovator in Imaging Solutions for domestic and industrial purposes. The business ideology of Canon is encapsulated in the term 'Kyosei' which implies living and working together for the greater good. This philosophy can be observed in everything canon does from developing innovative solutions, building sustainable production methods to delivering high customer value. Canon offers wide variety of solutions which are right fit for the organization.

This internship was in the BIS division of Canon in Vadodara branch. BIS division takes care of the direct sales and service of imaging solutions for industrial purposes. My role as an intern was to connect to industries in Vadodara with the primary purpose of spreading awareness about our presence and to collecting primary data.

During my internship tenure I contacted to close to 200 companies in Vadodara territory through tele-calling and emails. I collected primary data about concerned person, their contact detail, their current set up etc. In the process I generated few leads, maintained data, and spread awareness about presence of Canon BIS in Vadodara territory.

While interacting with different Industry personnel I got to understand the buying process of B2B sales. I got to understand different organizational set ups, customer mindset, and their perception about Canon products. I observed the awareness about our presence in Vadodara territory.

The entire process of internship was full of excitement and learning experience. I got a chance to work with highly experienced sales team. Communicating with industry personnel provided me an insight about customer mindset. In the process I improved my communication skills and level of confidence to talk with different kinds of customer. With an in depth understanding of organizational nitty-gritties I acquired various sales tricks and techniques.

(Word count: 310 words)

Understanding Canon's position in Vadodara market through SWOT

Strengths:

1. Appealing and innovative products
2. Brand Image
3. Direct sales presence in Vadodara market
4. Premium services
5. Well trained and motivated staff
6. Well structured and process oriented organization that improves buying experience
7. A well articulated contract which safe guards rights of client

Weaknesses:

1. Due to imported product, inventory planning was difficult
2. As it is B2B sales, taking approvals from all levels make buying cycle lengthy and slow
3. Machines and services are costlier than competitor
4. Lack of awareness of company's presence in market
5. Refurbished machines are available at lower prices

Opportunities:

1. Market is expanding with new companies coming in Vadodara territory.
2. Slowly companies are shifting to buying directly from OEMs.
3. Competitors are not having direct presence in market
4. Current accounts are satisfied with company's services and looking forward for further business.

Threats:

1. Dealers are long present in the market having strong relation with companies.
2. Competitors are selling at lower prices.
3. For dealer it is possible to mend terms and conditions according to the demand of the customer.

Observations from SWOT analysis:

SWOT analysis helps us to understand ourselves. It helps us in realizing our strengths and weaknesses. It helps to be aware about existing opportunities and threats. So that we can minimize threats and reap benefit out of all opportunities.

1. Canon should first focus on spreading awareness about direct presence in Vadodara territory as awareness level is very low. And unless potential customers are aware about our presence they are not going to give us any business.
2. Canon focuses on maintaining its brand image rather than flooding market with cheap low quality product.
3. Company should increase work force as it is not possible for one person to cover such a wide territory of vadodara.
4. Canon is rigid about its terms and conditions of the contract which helps in maintaining standard and customer rights.
5. Company should work on making approval process fast to close deals quickly.

Project work

About company and products:

- The products of the Canon BIS division includes,
 1. Canon Multi-Function Devices
 2. Canon projectors
 3. Canon document scanner
 4. Canon solutions
 5. Canon business services
 6. Canon network video surveillance
 7. Document Management System- Therefore
- Earlier channel used to deal with customers only through channel partners in Gujarat territory. But since 2017 company has started providing direct sales and service in Ahmedabad, Vadodara, Surat, Bharuch, and Ankleshwar. Company targets only large corporate organizations where there is tremendous requirement of printing and document management.
- Canon's BIS division is divided into two parts. Direct BIS and Indirect BIS. Direct BIS deals directly with corporate clients and generate sales. Whereas Indirect BIS deals with channel partners to push the product into the market. In Direct BIS company is responsible for sales and after sales services, whereas in case of Indirect BIS channel partner becomes responsible for sales and after sales services.
- Direct BIS provides different types of contract to customer like sale of new machine, refurbished machine, and rent agreement. Mainly large corporates deal with rented agreement where they have to pay fixed amount per print rest everything is taken care by Canon including Servicing, Refilling, Etc.

Internship Task:

1. Understanding the product and procedures
 - Introduction to Canon's product range, functions, and price overview
 - Understanding Vadodara market
 - Learning lead generation and sales pitching.
2. Cold calls
 - Exposure to market by cold calls with senior account manager
 - Cold calls for lead generation and data collection

3. Lead generation

- Tele-calling potential clients for collecting data and lead generation
- Connecting to the right person and right department
- Checking the availability of the concerned person for meeting and scheduling meeting

4. Tele- calling

- Sending bulk mails to spread awareness
- Taking appointments for through call and mail
- Inviting prospective clients for webinar to provide demo.
- Ensuring that quotation mail is sent to the prospective client.

Understanding the product

- Introduction to Canon's product range, functions, and price overview
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Cold calls

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Lead generation

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Emails

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Ethnographic study

Canon's perception in Vadodara market

In the entire summer internship process I was calling 15 potential clients a day. And clearly people were recognizing our brand through camera and printer. It shows that canon as a brand having good brand recalling. It shows that canon India has done good job from last 22 years. Canon India has established the brand name very well.

The competitors for Canon's printers and scanner are HP, Minolta, Recoh, EPSON, Samsung, Brother, Kyosera, and Xerox. To the Canon's direct BIS department major competition is from Canon's authorized channel partners. These authorized channel partners buy Canon's printers in bulk and sell it to companies. They themselves take care of after sales services.

As channel partners are not bound by any company policy or quality standards, quality of service and consumables tend to vary. Many customers face issues about service, unavailability of spare parts, and consumables in case of purchase from channel partner. Canon's competitors which are Recoh, Samsung, Kyosera are not providing direct sales and after sales services in Vadodara. They have outsourced it to third party. These small partner firms and vendors sometimes behave unethically with profit motive and use refurbished spare parts, local print toner, etc. poor servicing of machines reduce the lifetime. Frequent downtimes start happening and due to inadequate stock they cannot provide timely repair to the machine. These delays causes inconvenience, and cost to the company.

On the other hand Canon's direct sales team is bound by company policy. It includes timely services in every 3-4 months to prevent machine breakdown. That means Canon's engineer checks the machine every 3-4 months without any complaint log in. Canon's MFDs are having e-maintenance technology which sends message to the company and the consumer in case of any breakdown or wear and tear. The BIS division of Canon maintains sufficient stock of spare parts so that customer requirement can be satisfied without any delay. Canon's engineer visits in four hours of complaint log in. Canon is having image for providing great product with quality after sales services. This quality measures increases machine life drastically. But at the back drop it comes with some cost which at times becomes difficult to understand by customer.

Company Image from Inside

Canon is a fortune-500 company well known for its camera and printers. The employees of the company are aware that they are working for well- recognized, reputed organization. Canon being a Japanese company is very much process oriented.

Sales team has to work according to the process laid by company. Sales team's job start from generating lead to successfully installing machine on client's premise along with regular services. In between these two tasks there is sales pitching, getting requirement, price negotiation, price approval from finance team, more rounds of negotiation, approval from legal department, closing deal, etc. sales person has to pass through this entire process.

Main issues faced by sales team

Price: The photocopier machine price of the Annual Maintenance Contract (AMC) issued by third-party photocopier machine dealers is also relatively small compared with what Canon offers. This price differential is attributed to the dealers' flexibility in an AMC offer. Dealers use fixed spare parts and local tonner bottles to reduce the cost of operation. On the other direct sales division uses authentic Canon products which increases the service cost.

Accessibility and awareness: It has been found at Vadodara, corporates that consumers prefer to purchase goods from dealers because they have long been working with the same supplier. Because direct services of canon have only launched in 2017, there is no clear link between sales staff and customers of Canon. Most corporates don't have adequate knowledge about Canon's direct market presence.

Process Oriented MNC: Canon is an organization relatively method driven. In between getting a buying order to close the sale there are lots of moves involved. The sales manager needs to get permission of the individual account at first. When the client is a partner, the salesperson is told not to please the customer. The finance team, which has a time-consuming operation, will accept each and every deal given to the client. After acceptance of the price, the selling agent must get acceptance from the legal department before signing the deal with the client. Computer deployment requires a phase, too. Both of these moves make the whole process cumbersome and difficult, as a result of which Canon loses the order to autonomous dealers.

Advantages for Canon

Services: Canon offers premium services, as stated earlier. It means that the Canon's trained engineers provide the services to the customers. The consumer has a five-year deal with Canon which includes all the services. A five year contract includes all forms of injury, excluding water and physical harm. Business has rigid policy on not using refurbished parts. There is proactive maintenance which means that every three months the technician visits the client to test the computer. Each of those things are Canon's big plus points.

Contract: By fixed period contract Canon ensures if something happens to machine it gets resolved quickly.

Brand: Canon is very well known brand for its quality of printing machines. This brand recognition makes it easy for sales person to close the deal.

Quality: Canon's machine's product quality is top notch, and customers are always provided with brand new machine by the company unlike dealers who provide refurbished machines. Canon has a strong research and development department that always comes up with the latest technologies.

Buying process: Canon's entire buying experience is very good, because you are dealing with a highly trained sales team that acts as a customer consultant. The entire contract and process provides assurance that the customer is doing business in a premium product.

Ethical policy: Strict actions are taken against those who sell in a wrong way. It is quite critical that the machine which matches its demand is recommended to the consumer.

Learnings

1. Working closely with experienced team:

BIS Division sales staff had 5 members. Their experience ranges from 3 to 10 years in this area. Teamwork gave me a better understanding about the nature of the work. I have had the privilege to study the minute details of a project manager and area manager's job. The team reported directly to their office in Mumbai and collaborated with other departments to get the job completed. To close the contract, the sales department had to work with the accounting, marketing, HR and logistics staff.

2. Understanding consumer behavior and their perception:

Talking to close to 200 companies on telephone calls I got to understand the customer behavior in B2B sales. I observed the way they perceive our brand. What they expect from us. I got to understand what all different responses can come from potential client and how to tackle them with our sales pitch.

3. Improvement in communication skills:

Being a fresher, I have learnt a lot from the process of lead generation. One of the issues about good social skills is involving customers. To any sales person that is a really valuable trait. Canon also used a simulated call system to enhance the execution of pitches. Team practice the presentation in such simulated calls, and share the feedback with each other with the customer. It was a great learning experience.

4. Sales tricks and techniques:

During my training I got to learn a lot of sales tricks and technique. Every time I interacted with potential client I faced a new situation and I learn to tackle problems spontaneously. I learn how to engage customer to listen to what we have to say. If client is rejecting how to convert that situation in our favor. I got to learn about approaching customers and taking follow ups.

5. Knowledge about work culture in different industries:

During this summer internship process I interacted with small company to big multi-nationals. All companies were having different kind of work culture, buying process, hierarchy, etc. I got to know how we can serve different industries in what possible way with our offerings.

References

1. <http://www.mindtools.com/rs/SWOT>
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