

For Office Use:

Grade



Summer Internship Report

Final Report Phase II

Company:- ProEx Advisors LLP, Ahmedabad



Submitted to:

Mr. Yaman Saluja

Organisational Guide

Prof. Khyati Desai

Faculty Guide

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Section: A

Batch: MBA – FT (2019-2021)

Institute of Management, Nirma University

Date of Submission: 05th July, 2020

Acknowledgement

My journey through this Two months' internship was great and I have learned many new principles during the period. The reason behind all the learnings and my development throughout the process are Mr. Yaman Saluja, Director Branding and advertising at ProEx advisors LLP, who was my mentor at the internship. Sir provided me with the basic knowledge of marketing, company communications and advertising to the very deep learning with practical exposure of the branding.

I would like to show some gratitude towards my faculty guide Prof. Khyati Desai, who supported me with full heart with this internship.

My team mate Arnab Ghosh was really helpful in difficult times. Also I want to special mention the names of Mr. Madhav Joshi, who also guided me with organisational work and Our HR head Ms. Swati Singh.

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EXECUTIVE SUMMARY

The Final summer internship report consist of three parts A, B and C. first part of this report is consist of company data with different six sections and full phase 1 report. In which company details, vision, mission, organisational culture, structure and stakeholders' details are there. Then industry type, porters five foces and other strategy models have been mentioned.

In the Part B the project work with the tasks in detail have been mentioned, which consist of Five tasks which have been performed by me in last two months of my internship. From the competetors analysis of the company to the advertisement creation I have mention all the details and workings to the organisation.

In Part C all the learnings which I have gained during the internship period has been mentioned in this report. I have made this report which my experiential learning in the organisation. As my Internship title is Designing of advertising campaigns for ProEx Adviors LLP, Ahmedabad. I have learned and performed tasks related to marketing, advertising, sales and branding in last two months of my internship. All the relevant information about the same has been mentioned in this report.

Part A

Section 1

COMPANY DETAILS

ProEx Advisors LLP

ProEx History:

ProEx Advisors LLP is a consulting firm established in 2013 by a group of enthusiasts with a variety of Business acumen. ProEx share a common vision of providing Consulting and Advisory services in the field of Finance, Management, Information Technology, HR and Marketing. Goal is to help its clients steer ahead of competition and as the name suggest, achieve Professional Excellence.

The ProEx team has in-depth industry experience and a broad spectrum of technical expertise necessary to leverage best practices and proven global delivery methodologies. Members include individuals with top-notch professional qualifications such as chartered accountants, company secretaries, Tech Encipherers, cyber experts, visual artists and much more.

Vision

“To serve our customers to the best by delivering technically sound and affordable business solutions while ensuring exceptional customer support throughout the process.”

Mission

“To serve our customers to the best by delivering technically sound and affordable business solutions while ensuring exceptional customer support throughout the process.”

Top Management

P K Saluja - (CFA) (CAIIB)

Mentor

Mr. P K Saluja has more than 40 years of experience in the banking sector having retired as Asst General Manager (Delhi Region), Bank of Baroda. He was Nominee Director on the

Board of Nainital Almora Kshetriya Gramin Bank during 2007-08. He has also served in the Debts Recovery Tribunal (Ministry of Finance) as Registrar.

Nirmal Jain

Mentor

Mr. Nirmal Jain has had an all-encompassing professional career of over 40 years, having worked in the areas of Logistics, Steel industry (manufacturing and supply), Textile industry (manufacturing, trading and direct sales) and Wood industry (manufacturing and supply). His proficiency in Purchase and operations has been key to success of many companies.

CA Vikash Jain (B Com (Hons), FCA, DISA (ICAI), IP)

Mentor

Mr. Vikash Jain is a fellow member of ICAI and possesses Certificate in Arbitration from the institute. He has more than 15 years of experience of consulting large, medium & small corporates. Practicing since 2003 as a partner at VCAN & Co, his area of expertise includes Corporate Law matters, Secretarial Practice, and Limited Liability Partnerships.

Ashish Jain (BE -IT, PGDCA)

ProExpert - Emerging Technologies

Revolutionizing operations by evolving technologies to create a better ecosystem for many industries is what keeps Ashish so much involved with technology. After working with leading companies in various sectors like Steel, Energy Distribution and FMCG, his biz-wit led him to create a venture known as ProEx.

Yaman Saluja (B Com, BJMC)

ProExpert - Advertising & Marketing

Yaman has great experience in the startup space having initiated two startups before launching the Advertising Division at ProEx. His creative acumen has been behind various brands in areas of Healthcare, Fashion, Energy, FMCG and Hospitality.

Abhishek Jain (BCom, FCA, DISA, FAFD)

ProExpert - Business Management

A rank-holder Chartered Accountant, Abhishek has gained deep experience in Risk and Business Consulting. He has provided services across the deal continuum, through Due Diligence and Decision Resource. He has in depth understanding to meet the requirements of sophisticated operations and strategic clients.

Sambhav Golecha (B Com, ACA, CRV)

ProExpert - Investments & Finance

He has managed engagements in the areas of complex Risk Investments and Finance Structuring, majorly for Energy, Textile and Healthcare sectors. He is deeply interested in early-stage startups as well as companies “on the bubble.” His skills in equity research model has helped many Investors and MSMEs.

Sunil Gohel (B Com, GNIIT, MCM)

Chief Technical officer

Sunil has over 13 years of experience in various fields of Information Technology including Web Technology and Windows Services. After having served in multiple companies, he has led the IT wing of ProEx since its establishment.

Deepak Batham (BSc (CS), CDS, EBI, MBIS)

Business Intelligence Analyst

Deepak has a strong background in Data Analytics with skills in MS Excel, Management Information Systems (MIS), Data Mining, Visual Basic for Applications (VBA), ETL, SSIS, MS-SQL, and oracle. He has over 5 years of industry-wide experience.

Swati Singh (BA, MBA (HR), SAS-BI)

Chief People Officer

Having completed an MBA with specialization in Resources, Swati has over 6 years of experience in the field. She has worked as an HR Generalist/operations in multiple organizations obtaining expertise in recruitment for a large variety of professional fields.

CA Pankaj Jain (B Com, ACA)

Consultant

Pankaj cleared his final CA exam in late 2017 before finishing his articleship in April 2018, joining ProEx as a consultant hence. During his 3 year articleship, he gained experience in Statutory Audit of Banks, Internal Company Audits, and Financial Statement Drafting.

Products/Services –

1. Information Technology: ProEx develops robust strategies to help clients transform their Information Technology environment accordingly with their business goals, while optimizing their IT investments.

2. Accounting & Finance: Generates strategies for client to able to procure and utilize funds in an optimal manner, helping them to grow their business financially. Financial advisory services range from company financing, Investment Advisory and Accounting, Debt syndication, Private Equity Placement etc.

3. Business Management: Management consultants help organizations to evaluate their performance, primarily through the analysis of existing organizational issues, and develop plans for improvement.

4. Digital Marketing & Branding: ProEx helps their clients Brand to incorporate new technologies and methods while competing with, Shifting public attitudes and new contenders. Brands must sustain their relevance among customers in a highly dynamic world.

5. Human Resource & Manpower: ProEx provides end to end Human Resource Management to organizations and helps them address their critical talent needs by providing comprehensive Workforce Management from Recruitment Process outsourcing (RPO) to Staffing Solutions, Permanent Recruitment, and Leadership Training and Development. ProEx's endeavour is to help its clients and candidates win in the changing world of work.

Clients and customers:

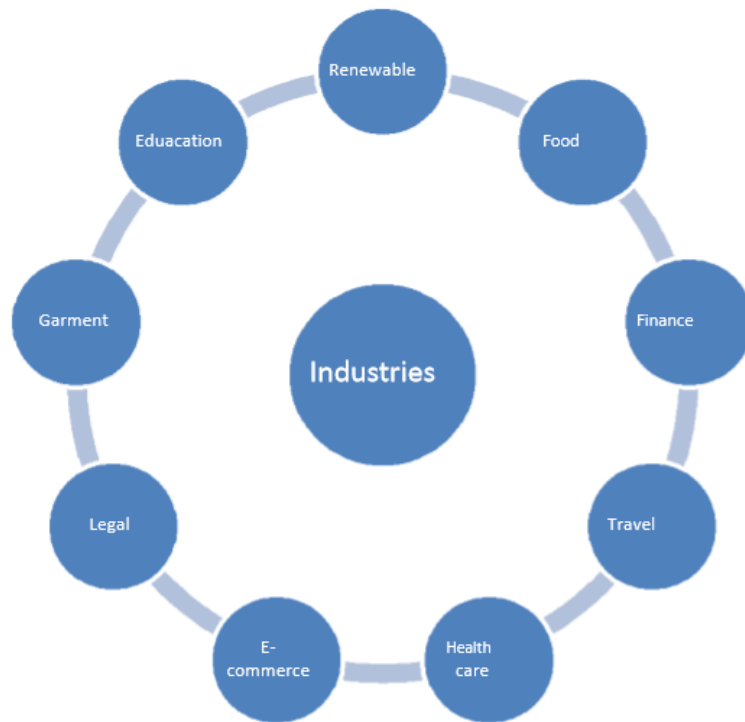
1. Sessaasai
2. Lanco
3. Sumitek Natraj
4. Bright Solar Ltd
5. Chika Pvt Ltd
6. Solex
7. Sanjivani
8. Alps Chemicals
9. Beeline
10. Sun Resolution Professionals
11. Shahji Enterprise
12. Amtek
13. Cellspare
14. Vcan & Co
15. Dezire Money
16. Multi Packaging
17. Interface
18. Sanchay Tech
19. Royal Craft

20. Preksha Dhyani

21. Trecento

22. Vintana

Industries ProEx Serves



Section 2

INDUSTRY DETAILS

There are total of 4 industries in which ProEx dealt:

1. Information Technology: ProEx develops robust strategies to help clients transform their Information Technology environment accordingly with their business goals, while optimizing their IT investments.
2. Accounting & Finance: Generates strategies for client to able to procure and utilize funds in an optimal manner, helping them to grow their business financially. Financial advisory services range from company financing, Investment Advisory and Accounting, Debt syndication, Private Equity Placement etc.
3. Business Management: Management consultants help organizations to evaluate their performance, primarily through the analysis of existing organizational issues, and develop plans for improvement.
4. Digital Marketing & Branding: ProEx helps their clients Brand to incorporate new technologies and methods while competing with, Shifting public attitudes and new contenders. Brands must sustain their relevance among customers in a highly dynamic world.

Industry structure:

The industry structure in the market is different for 4 different industries but for marketing it is as follows:

Most of these relationships or connections are used by existing companies. Either a company needs to break through and gain new distributors or create their own distribution in management consulting that would be the client relationship that exists or need to be built. other advantages could be location, knowledge (experience curve; know-hows) or legal such as patents. This creates barriers that a company cannot control. As a management consultancy, their strength is their know-hows. Consultants offer knowledge and experience of strategies, problems, systems etc. that companies do not have.



External environment sectors :

It is crucial for service companies to distinguish their services from others even though it is the same type of service. They need to show what their service provide and what the client gain from hiring them. Cost disadvantages independent of size and access to distribution channels we consider that these two barriers go hand in hand within the management consulting industry. Especially when looking at relationships that these consultancies have in the market. Having a good relationship is an access to distribution channels and can also be a cost disadvantage independent of size. Sometimes special relationships or connections are necessary in order to gain good prices and products within the industry. Relationships with companies are usually strong and it is hard for other consultancies to gain such a relationship with those companies unless they offer something that the other consultancy does not have.

Section 3

GROWTH STORY OF COMPANY

ProEx Advisors LLP is started in 2013 by the group of enthusiasts which are from different fields as marketing, advertising, accounting, law and finance. Then after some of the IT guys joined the firm and then they have formed the whole ProEX group which is dealing in more than 8 sectors today in just seven years they have made an empire of 10 Cr. Rupees Annual turnovers and around 100 employees are working here.

Company constantly pushes itself to innovate to create strategies that exceed expectations. This they do by staying cognizant of the bigger picture while creating plans for all facets of the organization and then integrate these plans to bring tangible results matching the vision of the client.

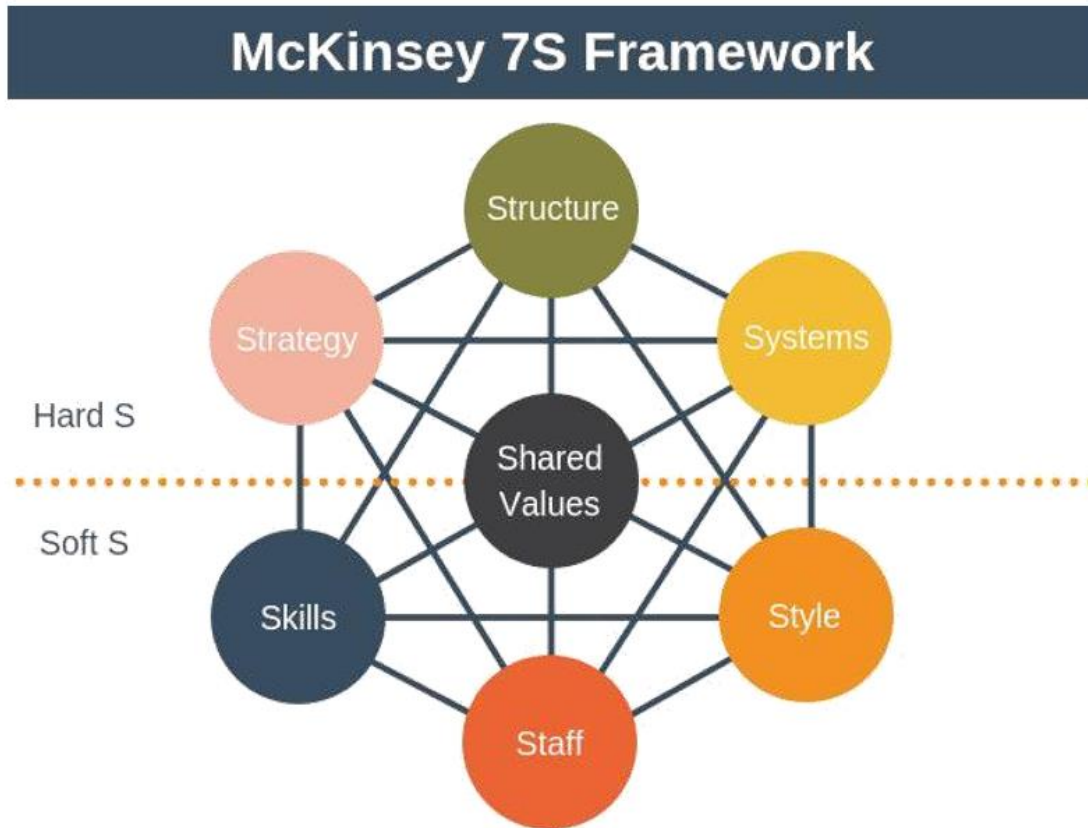
They treat the client relationship like a partnership. They ensure that there are shared goals, outcomes and benefits in all aspects of cooperation. They deliver consistent and responsive service ensuring that the client is supported at every stage of the business progression.

There are six factors here on the market or they are that present rivalry in an industry. First, there are many competitors all very similar. Second, the growth of the industry is slow. Third, the products or services are not differentiated nor is there a switching cost (the cost for changing supplier; consultant for example). Fourth, high fixed costs or perishable products lead to companies striving to cut prices when demand is low. Fifth, overcapacity disrupts supply demand balance and leads to price reductions. Sixth, the exit barriers are high and no company leaves the industry or market. Seventh, rivals are different and act differently.

With the vision of serving the customers to the best by delivering technically sound and affordable business solutions while ensuring exceptional customer support throughout the process and vision of serving the customers to the best by delivering technically sound and affordable business solutions while ensuring exceptional customer support throughout the process company is growing very fast.

Section 4

ANALYSIS OF COMPANY USING 7S FRAMEWORK



McKinsey 7S Framework was developed in the early 1980s by Tom Peters and Robert Waterman, two consultants working at McKinsey & Company. The basic premise of the framework is that there are seven internal aspects of an organization that need to be aligned if it needs to be successful. These 7 internal aspects are: - Systems, Structure, Skills, Style, Staff, Strategy and Shared values.

| Elements | Description |
|----------------------|--|
| Strategy | The plan devised to maintain and build competitive advantage over the competition. |
| Structure | The way the organization is structured and who reports to whom |
| Systems | The daily activities and procedures that staff members engage in to get the job done. |
| Skills | The actual skills and competencies of the employees working for the company. |
| Staff | The employees and their general capabilities. |
| Style | The style of the leadership adopted and the organization's overall operating approach. |
| Shared values | The core values of the company that are evidenced in the corporate culture and general work ethic. |

Advantages of 7S Framework:-

1. It helps to determine how to implement the proposed strategy in the best manner.
2. It guides organizational change.
3. It is a comprehensive model as it combines rational and hard elements and emotional and soft elements.
4. It emphasizes on coordination of key tasks.

Disadvantages of 7S Framework:-

1. The external environment is not mentioned in the framework.
2. The notion of performance or effectiveness is not made explicit in the framework.

Mckinsey 7S Framework of ProEx Advisors LLP:-

1. Systems: - The procedure for the new joiners is very simple and not much complicated. They just have to fill 1 form in which general questions about them are asked. There are different departments for different tasks so that the work can go on smoothly. The departments

are – Finance, HR, Marketing, IT and Management. The tasks are allocated to the employees by the mentors. The information is sent by the mentors to the employees through mails or they call the specific employee through phone. overall, the environment is amiable and pleasant.

2. Structure: - ProEx Advisors LLP considers its employees as people. There is a definite structure in the company. PK Saluja, Nirmal Jain and CA Vikash Jain are mentors in the organization. The 4 partners get mentoring from them if they face any difficulty. Then there are 4 partners of the company and they are specialists in different fields.

1. Yaman Saluja: - Specialized in Marketing and Advertising.
2. CA Sambhav Golecha: - Specialized in Finance.
3. Abhishek Jain: - Specialized in Finance.
4. Ashish Jain: - Specialized in Information Technology and Management.

The employees of the different departments report to their respective mentors of their department. The mentors are the 4 partners mentioned above. The employees have the freedom to give their inputs and ideas to the mentors in different matters.

3. Strategy: - The objective of the company is to serve the customers to the best by delivering technically sound and affordable business solutions while ensuring exceptional customer support throughout the process. For this, the company constantly pushes itself to innovate to create strategies that exceed expectations. This they do by staying cognizant of the bigger picture while creating plans for all facets of the organization and then integrate these plans to bring tangible results matching the vision of the client. Also, they utilize the experience and expertise of their firm as a whole. The team of productive & knowledgeable professionals thoroughly evaluates the needs and problems of their clients, and offer practical and pertinent advice to help them reach their specific goals. They treat the client relationship like a partnership. They ensure that there are shared goals, outcomes and benefits in all aspects of cooperation. They deliver consistent and responsive service ensuring that the client is supported at every stage of the business progression.

4. Style: - The style for the organization is team-oriented, flexible and autonomus. The leaders give full freedom to the employees to work in whatever way they feel comfortable in. The leaders are always available to listen to and solve the problems of the employees. The leaders also guide the employees on their career path in the future. The leaders are polite in their

conversation and also organizes birthday parties, fun events etc. for the employees. They also understand the problems of the employees.

5. Staff: - The employees are friendly and help each other in times of need. They also laugh and have fun with each other during free time and make a stranger comfortable by initiating the conversation. The employees from different departments work together to achieve the mission of the company.

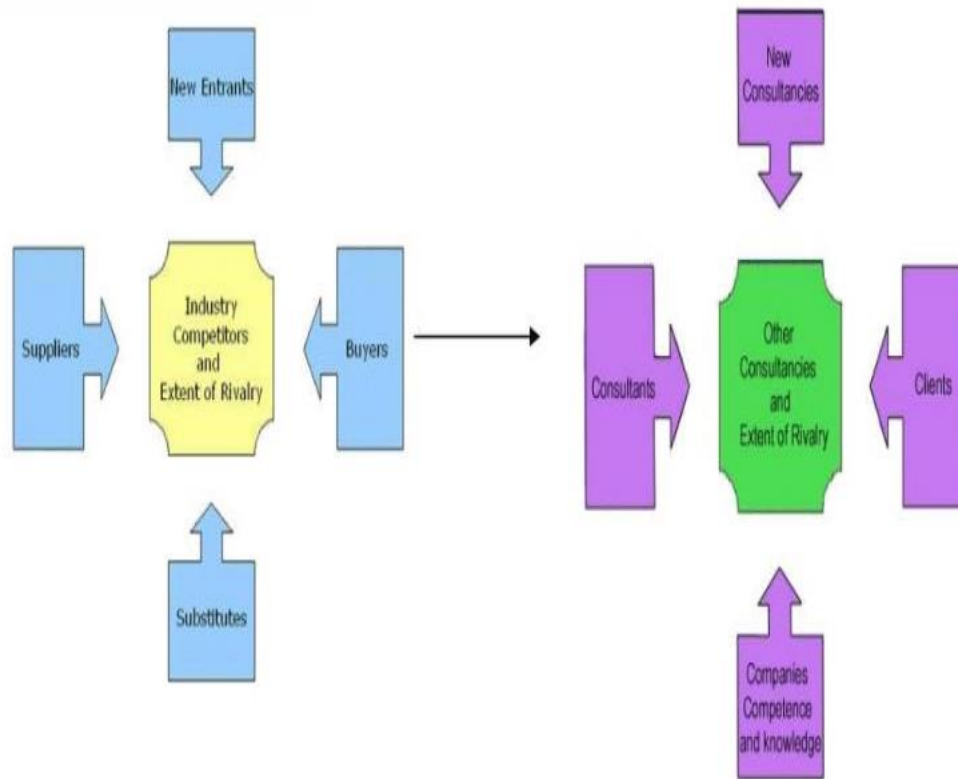
6. Skills: - The employees are from different Academic backgrounds including B.Tech, Chartered Accountants, B.Com, MBA HR, Master in Computer Applications, etc. The employees are competent enough to complete their tasks efficiently within the given deadline.

7. Shared Values: - The shared values of the company are Cultural diversity, Innovative thinking, Enjoying while working, Customer Satisfaction and Respect for each other.

Section 5

ANALYSIS OF COMPANY USING PORTER'S 5 FORCES MODEL

Porter's Five Force Model



“New Consultancies” – New Entrants

Every industry that shows a great potential for profit will attract other companies who want to gain the surplus that exists. There are always new entrants that can threaten the firm's position and competitive advantage in the industry. The more barriers there are for entering the market, the less of a threat new entrant will be. In the management consulting industry there are three of Porter's six potential barriers for new entrants that we consider most relevant. The other three are: economies of scale, capital requirements, and government policies. For economies of scale, we believe that this barrier is not as relevant for our study. Yes there is a sense of cutting cost by hiring the experienced consultants who can do the job at a faster time than a junior consultant however economies of scale differs depending on the angle you choose to

focus on. We do not treat this factor in our research and therefore we have decided to exclude it from our theory. We see the same for capital requirements as well

as we believe that in this case it is a known fact and does not pose any new interesting observation for our analysis. Government policies have not been treated in our research and will therefore not be of relevance to include in our theory.

Product/service differentiation

This focuses on fostering the brand name and creating an identity in the industry, which will entail great costs for the new entrant. This is what most consultancies thrive on. A good brand name is important for their credibility and their business. To gain new customers is not cheap and consultancies work very hard at keeping a good reputation around their name. The type of services they provide has also an affect on their success on the market. Most consultancies do not enter a market unless they have some type of relationship or network in that market. They usually gain their business through referrals from former clients. However, it is worth noting that times change as well as situations on the market which could lead to a disadvantage or an advantage for the company. Certain strategic decisions that could affect a bigger part of the industry could change the picture of the threat of new entrants.

“Consultants” – Suppliers

For every company, suppliers are one major part of their value chain that needs focus. Without suppliers, the company has nothing to offer whether it is a product or service. Suppliers in management consultancies are the consultants themselves which can have an impact on the quality of products or services. Porter mentions five factors that affect the suppliers' influence on the company. However, these are more formulated for manufacturing companies and therefore we chose to do an interpretation specifically for the management consultant industry and summarize his points more tailored for the management consulting industry.

Clients”- Buyers

Like suppliers, customers are able to influence prices and demands of products. Porter mentions seven factors that could make the buyer powerful. Six of them are most relevant when discussing the management consultant industry. First, when they purchase greater volumes of

services. They become a great customer and in times of recession, these loyal clients are a necessity. Second, services are standard or undifferentiated therefore they are able to find others who can do the job. Third, the service is an essential component in their business and will probably look for favourable prices if the service is a big cost for the buyer. Fourth, the buyer does not have a high profit and therefore cannot afford purchasing at high prices. Fifth, when the product or service quality is more important than cutting costs. Sixth, if the buyer becomes the consultant as in having their own production of the service (backward integration). Porter claims that this force is important to think about due to substitutes leading to consultancies going out of business if they cannot adapt their services to the changing trends.

“Companies, Competence, Knowledge”- Substitute products

If there are substitute products on the market, they can limit the company's profit. There are two things to consider here when making strategic decisions:

- a) When substitutes' price performance is improved due to trends.
- b) When substitutes are produced in industries that have a sudden change of situation where the competition is greater and prices are dropped.

In the management consultancy industry it will be based on:

- a) What services companies are demanding? Is your company within that field and provide such services?
- b) There might be some consultancies that offer the same service that the companies see the same quality and value in and therefore becomes a tender process between consultancies and companies.

Rivalry amongst existing consultancies

There are six factors here on the market or they are that present rivalry in an industry. First, there are many competitors all very similar. Second, the growth of the industry is slow. Third, the products or services are not differentiated nor is there a switching cost (the cost for changing supplier; consultant for example). Fourth, high fixed costs or perishable products lead to companies striving to cut prices when demand is low. Fifth, overcapacity disrupts supply demand balance and leads to price reductions. Sixth, the exit barriers are high and no company leaves the industry or market. Seventh, rivals are different and act differently. Instead of manoeuvring around their opponent they often go head on which does not solve anything.

Section 6

3 AREAS WHICH MAY HAVE IN PROBLEM IN FUTURE

1. Less requirement of consulting firms in future after COVID- 19:

As COVID pandemic is getting into the picture of the industry and impacting it badly we can see the replications of it onto the consulting firms. As we are seeing that software consulting firms are in huge loss worldwide it is very important to understand why. The first thing is as manufacturing sectors is down its direct impact can be seen on consulting and tertiary sector of service.

Another thing is as business is more dealing online now for its overall activities some of the IT firms have had a huge jump in the sector but others are out of here.

2. Financial consulting and business development methods will be changed:

First, the quality of the supplier is important for both image and quality of the service. Management consultancies strive to recruit the top talents for their business. This can sometimes be a problem if the supply of such people is slim. Second, it is tempting for most consultants to work at a firm and then leave it to start their own business or join a company that they met through work. Management consulting is all about the knowledge base and experience that exists in the company in order to do their job properly.

3. VUCA world:

These everchanging VUCA world has a huge impact of IT and marketing industry as more AI, robotics and Machine learning will be used in the industry the industry will change drastically and then it will have huge impact on structure and the culture of the organisation. If their consultants leave the company, they lose that knowledge and experience. They need to make the job attractive and strict enough that the people will not leave it, such as having good benefits and a strict leaving policy where the consultant cannot bring his or her clients with them when they leave. Third, the consultancy might not be a major player and consultants are not dependent on them to survive.

Part B

Project work

In the given project work I have been assigned to do first competitor's analysis so that we could know about the company better and then apply the theories in practical environment while we make advertising campaign for the products. Project has been assigned for the company ProEx advisors itself as under the one tree of ProEx there are many companies which are under different sectors works together.

The Brand ProEx has launched their new IT product which is New E-commerce Website design and update old website or application for the clients. Due to the pandemic the E-commerce business is in Boom so many retail shop owners and small business owners are looking forward to start their own E-commerce website hence ProEx sees the business opportunity their and started designing new websites which are specially E-commerce one.

The Project was in different phases and I was started working under Yaman Saluja sir with my team mate Arnab Ghosh, who is also working on the same project and we are working on the same assignments.

Promotion and advertising campaign creation was our primary work as we were both good with our words and ideas also we need write copies for the same and accordingly our guide provided work to us.

Task 1

Competitor analysis of ProEX advisors LLP

The first task which was assign to us was the competitors' analysis on social media and digital platforms and we have to submit our reports for the same. I have selected two competitors of ProEx which are based in Ahmedabad itself and their annual turnover are nearly same but both the companies belongs to different sector as our work was in marketing sector but the service which company providing was in IT sector.

The task which I had submitted to company is mention here:

Company overview:

ProEX Advisors LLP:

ProEX Advisors is a leading firm in the field of consultancy services market established in 2013. Proex provides consultancy services in the field of Finance, Business Management, Marketing and Information technology. The annual turnover for the company is about INR 1 crore and around 100 people work there.

Firm focus more on team building,

Competitors' analysis:

1. Honeycomb softwares pvt.ltd:

Company overview:

HoneyComb Softwares Pvt. Ltd is an IT based company established in 2013. Company's management has strong IT background with more than 14 years of experience. Company's technical team is stable and has strong knowledge in their respected areas. The client base of the company is not too vast but the company is based in Ahmedabad.

2. IKON marketing consultancy:

Company overview:

IKON marketing consultancy is one of the leading firm in the field of consultancy in marketing and management services. This firm is also based in Ahmedabad and I chose this firm so the location factor could be normalised.

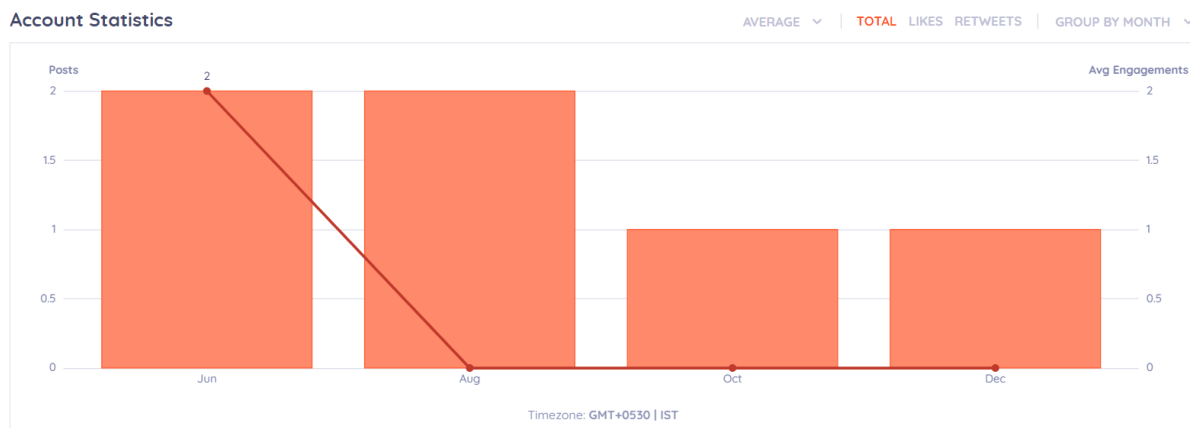
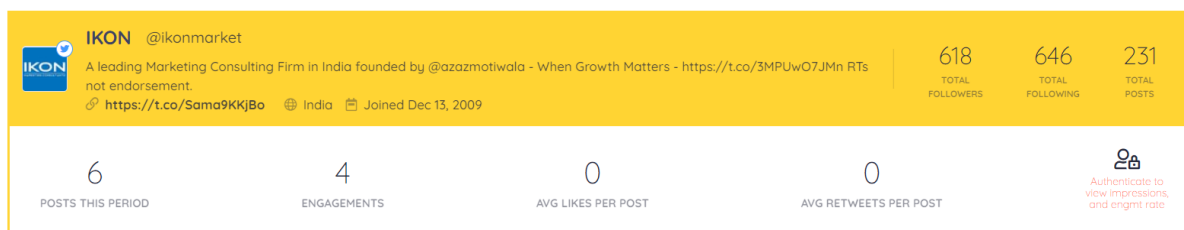
Digital footprints on different platforms:

From twitter:













Twitter is considering to be a platform for the intellectuals here promoting the company page could be more beneficial than Facebook, YouTube and Instagram for B2B segment.

Here are the given analytics and insights of all three firms the first firm is IKON management consultancy which is a marketing company specially and if we look at the engagements which are very low as compared to the proex's.

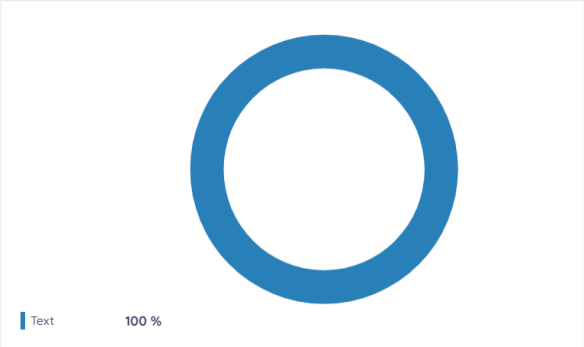
The another firm is honeycomb softwares pvt ltd the posts are very few and the use of hashtag which is the USP of twitter is very less. If compare both the companies to proex both will lose here in terms of intellectual and correct audience for the business.



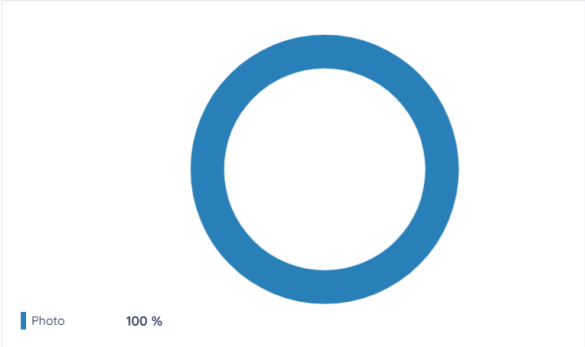
Top Posts by Engagements

| | ENGAGEMENTS | IMPRESSIONS | POST CAPTION | DATE |
|---|-------------|---|--|--------------|
|  | 2 |  | #marketing #growth #transformation | Jun 10, 2019 |
|  | 2 |  | #EidMubarak #Eid2019 | Jun 5, 2019 |
|  | 0 |  | #MerryChristmas2019 | Dec 25, 2019 |
|  | 0 |  | #GandhiJayanti | Oct 2, 2019 |
|  | 0 |  | #HappyJanmashtami2019 | Aug 24, 2019 |
|  | 0 |  | #HappyIndependenceDay #IndependenceDay2019 | Aug 15, 2019 |

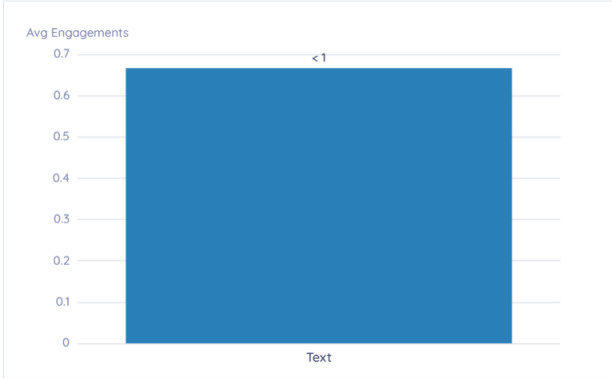
Most Frequent Post Types



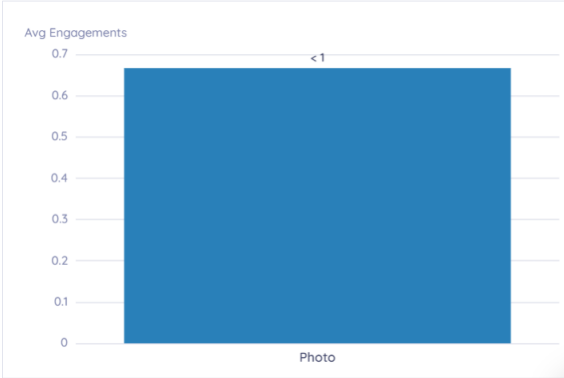
Most Frequent Media Types



Most Engaging Post Types



Most Engaging Media Types




ProEx advisors @ProExadvisors
 We offer our clients a full range of services including financial & business advisory, tax & regulatory, Information Technology & Risk Advisory Services.
<http://t.co/tl9KmPeShJ> Ahmedabad, IN Joined Apr 11, 2013

132
TOTAL FOLLOWERS

193
TOTAL FOLLOWING

707
TOTAL POSTS

99
POSTS THIS PERIOD

398
ENGAGEMENTS

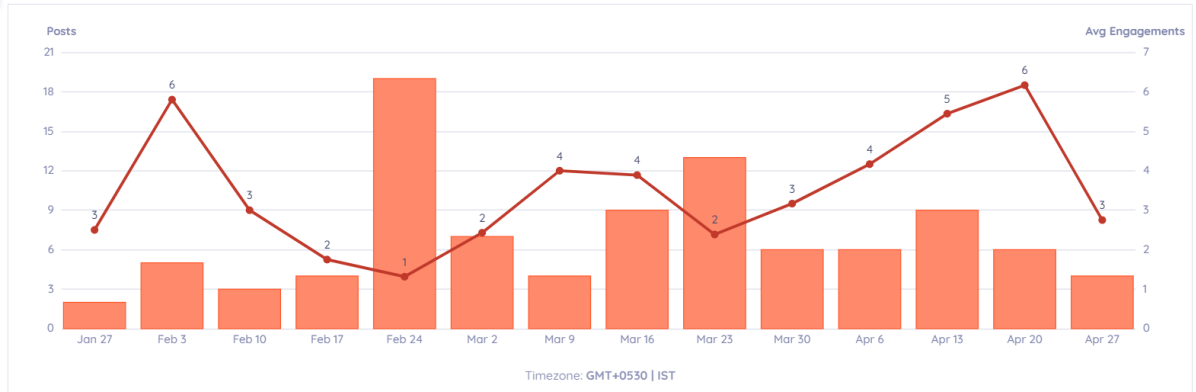
3
AVG LIKES PER POST

0
AVG RETWEETS PER POST














 Authenticate to view impressions, and engmt rate

Account Statistics

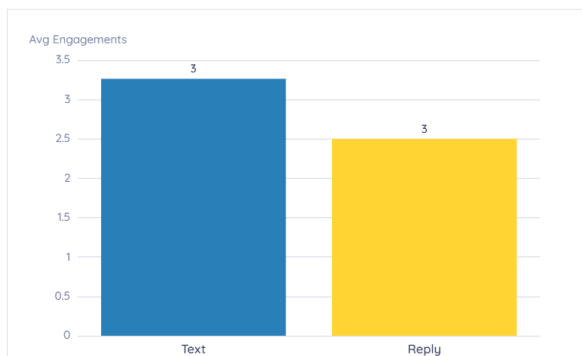
AVERAGE | TOTAL LIKES RETWEETS | GROUP BY WEEK



Top Posts by Engagements

| ENGAGEMENTS | IMPRESSIONS | POST CAPTION | DATE |
|---|-------------|--|--------------|
|  | 10 |  Maslow's hierarchy is a motivational theory in psychology comprising a five-tier model of human needs, From the bottom of the hierarchy upwards, the needs are: physiological, safety, love and belonging, esteem, and self-actualization. #branding... | Apr 27, 2020 |
|  | 10 |  Our team members attended "#LJinnovationVillage2020" where they presented innovative projects, products invented by our company. This event provides an opportunity to innovators to interact with students, faculties, industry people and investors... | Feb 7, 2020 |
|  | 8 |  The true sign of #intelligence is not knowledge but #imagination. #WCID2020 #WCID #innovation #tuesdaythoughts | Apr 21, 2020 |
|  | 8 |  Guidelines by Home ministry. #covid19 #lockdown2 #StayatHome #stayHome | Apr 15, 2020 |
|  | 7 |  #Brand Awareness - Here are some general attack strategies for #marketing. #Saturdaythoughts #branding #saturdaymorning Visit our website for more information >> https://t.co/CkyutKebgs | Apr 25, 2020 |
|  | 7 |  Thank You to all our front-line fighters -doctors, nurses, police, media, utility workers, delivery folks etc for making us safe. #coronavirus #covid #covid19 #pandemic #india #police #salute #doctors #cleaners | Apr 13, 2020 |

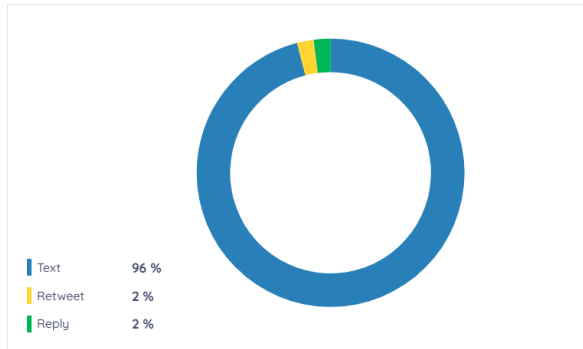
Most Engaging Post Types



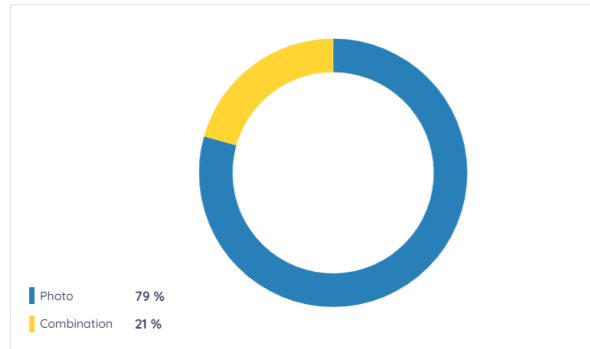
Most Engaging Media Types



Most Frequent Post Types



Most Frequent Media Types




From LinkedIn:


On LinkedIn specially both the competitors use more of the pictures and images rather than any other type of post while proex is more into good and short videos. Most of the companies in the same domain as of proex are not using videos as their medium but proex is using videos for better connection with client as well as to connect upcoming joiners’.

As we know in future video marketing will be the leader digitally as we can see Instagram, Facebook and LinkedIn all the platforms have video as option. But due to very short attention span of the people videos must be short (approximately 30 sec.).

I have taken a 1 post from each of the companies from 1 year before and the engagements are likely same besides the number of followers but as proex is using videos the connection time is more.

No. of posts of proex is very high respect to the other two companies which gives competitive advantage.






IKON Marketing Consultants
 Management Consulting · Ahmedabad, Gujarat · 1,230 followers

...

+ Follow

Visit website 

See all 14 employees on LinkedIn →



IKON Marketing Consultants
 1,230 followers
 11mo • 


+ Follow ...

#growth #marketingconsulting #changeforthebetter



 4 · 3 Comments

 Like  Comment  Share



Honeycomb Softwares Pvt. Ltd.

Information Technology & Services · Ahmadabad, Gujarat · 550 followers

[+ Follow](#)
[Visit website](#)

[See all 14 employees on LinkedIn](#)



Honeycomb Softwares Pvt. Ltd.

550 followers
1yr • 

[+ Follow](#)

...

HCS Family Get together
Movie and dinner time
#gettogether

...see more






10

 Like

 Comment

 Share





ProEx Advisors
Management Consulting · Ahmadabad, Gujarat · 303 followers

✓ Following ...

Visit website ↗

See all 37 employees on LinkedIn →



ProEx Advisors
303 followers
1yr • 🌐

...

We're excited to announce the opening of our beautiful **#newoffice** with renewed enthusiasm and are **#steeringahead** with new **#feathers** in the **#services** !
#ahmedabad #opening #celebration ...see more

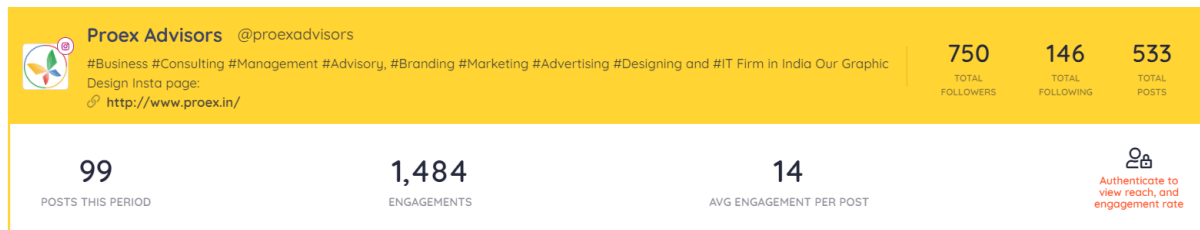


👍 5 · 1 Comment

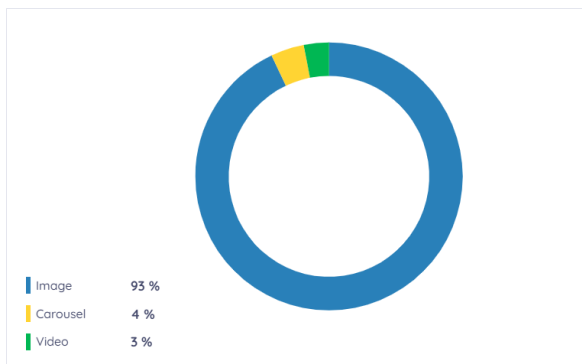
👍 Like 💬 Comment ➦ Share

From Instagram:

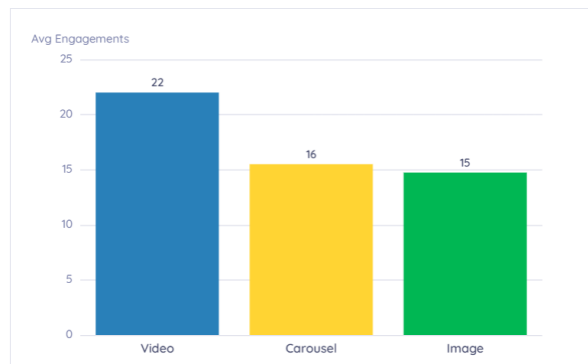
From all 3 companies 2 competitors and ProEx only ProEx is on Instagram other two firms decided not to be on Instagram. Nowadays Instagram also promote companies with the help of videos for future Instagram could be a good option besides all.



Most Frequent Post Types



Most Engaging Post Types



From Facebook:

All 3 firms are on Facebook but as Facebook is nowadays not considered as a good platform for specially in B2B market and as people are approaching towards Instagram more than Facebook in my opinion Facebook is not a good option to promote your B2B market their but for hiring advertisements it could be good option.

Task 2

5 Reasons to use particular technology to get upper hand in business

For second task provided by the mentor is to give reasons to use particular technologies, which can be used in online marketing and by which company can get upperhand in their business through online marketing. The reasons were these

- Website and SEO
 1. About 70% of B2B buying processes and research start with generic website search to optimize it and to attract your potential customer SEO is important.
 2. 89% customers survey before heavy purchases.
 3. The first search result is more trustworthy for the people as compared to the following list.
 4. With the help of SEO business can get search data of the potential customers so that they can choose and optimize their reach.
 5. All the competitors are already using the same technology and getting better reach and getting trust among customers.

- Social media post
 1. First thing a social media post does is increase the brand awareness among potential customers.
 2. Reach over social media is very high about 80% professional use their social media accounts once a day and about 40% use it more than twice a day.
 3. To generate leads and increase website traffic so that a clear data can be available.
 4. By using social media posts in a more creative way a business can engage their audience.
 5. If any particular post or campaign goes viral then it will boost sales immediately and also in crisis management the fastest way to reach the audience is the social media posts itself.

- Branding kit (brochure, V-card, etc.)
 1. Branding kit is essential for consistent brand identity as if somebody visits your website and sees your brochure they will be more engaged.
 2. With the use of logos and name brand could become recognizable and customers can distinguish our brand easily.
 3. At the time of a new product launch the branding kit will be the most useful thing to get the attention of the customer.
 4. Branding kit also gives visuals to the viewer and with the visuals and effects branding kit could become the focusing thing for the consumer.
 5. With the similar patterns and colour use a branding kit will be useful even without logo and brand name for the identity and subliminal promotion of a brand. For e.g. ProEx's logo and all posts have a colour combination so that people can recognize posts by itself without the name or logo.

Task 3

Creating advertising campaigns

The next task which was provided to us was to make advertising campaigns for the E-commerce website as a product. The advertising campaign can be made up in regional languages and using some of the recent news in the spotlight. The freedom of work was their and we can bring in any new idea for the product to promote.

As advertising is the main medium in company communication it was our responsibility to maintain good communication with the clients through campaigns.

We have make several advertising campaigns and we have learned it how a campaign can be created what would be the criteria of selection of the campaign. the place, product and promotion all the three things together works.

One of the copies which I have created for the E-commerce website is shown in the below figure in these copy of ad the main communication is to get own website and to support the idea we used atmanirbhar bharat abhiyan and connect it to local and global concept given by our prime minister.

आत्मनिर्भर बनियें

मात्र सात दिनों में

अपने लोकल बिज़नेस को बनायें ग्लोबल

पाएं ई-कॉमर्स वेबसाइट तैयार

Task 4

Designing suggestions for the landing pages

As landing pages are the main tool nowadays for attracting the customer and that for selling website services it becomes very important to have very good quality attractive and perfect fit landing pages for the online advertisement.

We have suggested some of the changes in landing page of advertisement of website.

Task 5

To collect data of CEO's from linkedin

The data has been collected from linkedin by me. The data consist of 50 linkedin profile of decision makers of different companies based in Ahmedabad and nearby area. And we were targeting 25 out of these 50 contacts for our website services. To approach then we were using linkedin and we were offering services them for free initially and for upgrade we will have shown them our package.

These is the selling technique which is common on linkedin but from there people gets the result.

| Sr no | Person Name | Company Name | Linkedin Profile | Company website | E-mail |
|-------|----------------------|--|---|---|--|
| 1 | Sanjay Jain | Amrapali Industries Ltd Ahmedabad | https://www.linkedin.com/in/sanjay-jain-57992680/ | http://amrapalifragrances.com/amrapali-group.aspx | sales@amrapali.com |
| 2 | Himanshu Pathak | The Fern An EcoTel Hotel Ahmedabad | https://www.linkedin.com/in/himanshu-pathak-803745ab/ | https://www.fernhotels.com/the-fern-an-ecotel-hotel-ahmedabad.html | res@fernhotelahmedabad.com |
| 3 | Sumit Singh Tomar | DVD Hotels & Homes Pvt Ltd | https://www.linkedin.com/in/sumit-singh-tomar-7407544b/ | https://www.dvohotels.com/hotels-in-ahmedabad/ | |
| 4 | Dharma Jadga | MMB services | https://www.linkedin.com/in/dharmajadga/ | https://www.mmservice.com/Pages/MMF%20Service%20Company.aspx | mailus@mmservice.com |
| 5 | Sanjay Kumar verma | Johnson Controls Hitachi India Ltd | https://www.linkedin.com/in/sanjay-kumar-verma-086ba31/ | https://www.jci-ibhachi.com/ | |
| 6 | Nandini Trivedi | vodafone | https://www.linkedin.com/in/nandini-trivedi-73281113/ | www.vodafone.in | |
| 7 | Vishal Thakkar | Troika Advisors Pvt. Ltd | https://www.linkedin.com/in/vishal-thakkar-3528891/ | | |
| 8 | Anuragjan Mahmat | Amplus Capital Advisors Private Limited | https://www.linkedin.com/in/anuragjanmahmat/details/contact-info/ | ampluscapital.com | contact@ampluscapital.com |
| 9 | Apurva Shah | Jas Industries | https://www.linkedin.com/in/apurva-shah-bda0713a/ | jasind.com | info@jasind.com |
| 10 | Sanjay Patel | Global Engineers | https://www.linkedin.com/in/sanjay-patel-99a689b/ | globalengrindia.com | info@globalindia.com |
| 11 | Bhargav Hildadiya | Steeltek tube & pipe fitting co vadodara | https://www.linkedin.com/in/bhargav-hildadiya-49053a1a8/ | https://www.steel-tub.com/ibhargav/ | |
| 12 | Mulharshil R | Apar's Ibs Engineering Vadodara | https://www.linkedin.com/in/mulharshil-r-68534a7/ | aparsib.com | |
| 13 | Vishnu Pandya | Pandya Success Enterprises Pvt. Ltd & Vasudhaina Procon Pvt. Ltd | https://www.linkedin.com/in/vishnu-pandya-8a708a180/ | | |
| 14 | Sandeep munda | InduNIC ahmedabad | https://www.linkedin.com/in/sandeepmunda/ | indianic.com | hello@indianic.com |
| 15 | Jayveel Patel | Orderhive, OpenXcel Ahmedabad | https://www.linkedin.com/in/jayveelpatel/ | openxcel.com | sales@openxcel.com |
| 16 | Ankita Singh | CIGNEX, Datamatics Ahmedabad | https://www.linkedin.com/in/ankitasingh1410/ | https://www.cognex.com/ | info@cognex.com |
| 17 | Bhavin Shah | VMS ahmedabad | https://www.linkedin.com/in/bhavin-shah-coo/ | https://www.vmsconsultants.com/ | findings@vmsconsultants.com |
| 18 | Alka Maheshwari | TLP Eduya PVT. Ltd Ahmedabad | https://www.linkedin.com/in/alka-maheshwari-02417845/ | https://tlp.education/ | info@TLPeducation.com |
| 19 | Nishit G | Audi & Kia at Supernova Group ahmedabad | https://www.linkedin.com/in/nishitg/ | https://www.supernovagroup.com/ | inquiry@supernovagroup.com |
| 20 | Nirish Dalia | SGN technology services | https://www.linkedin.com/in/nirish-dalia-a4ba0775/ | | |
| 21 | Samin Joshiyara | Sintex BAPL | https://www.linkedin.com/in/saminjoshiyara/ | sintexbap.co.in/ | |
| 22 | Anirudh Agarwal | Tanish Industries Pvt Ltd ahmedabad | https://www.linkedin.com/in/anirudh-agarwal-ab64130/ | tanishindustries.com | info@tanishindustries.com |
| 23 | Kushal Desai | Apar Industries vadodara | https://www.linkedin.com/in/kushal-desai-87365710/ | http://apar.com/ | apar.bardola@apar.com |
| 24 | Ami Patel | Sintex industries Ahmedabad | https://www.linkedin.com/in/ami-patel-2941aa40/ | www.sintex.in | mkdg.yarn@sintex.co.in |
| 25 | Kulvin Lalbhai | Arvind Ltd | https://www.linkedin.com/in/kulvin-lalbhai-a0707843/ | arvindmills.com | |
| 26 | Aashik Shah | eQuinox House of Art ahmedabad | https://www.linkedin.com/in/aashikshah/ | equinox.in | https://equinox.in/contact |
| 27 | Aashika Bhadoria | BoTree Digital | https://www.linkedin.com/in/aashikabhadoria/ | https://www.bo-treedigital.com/ | hello@bo-treedigital.com |
| 28 | Nikita Maheshwari | Tiesazcar.com & Takalory.com | https://www.linkedin.com/in/nikita-maheshwari-8a77247b/ | takalory.com | info@takalory.com |
| 29 | Anupama Panchal | Gridle one | https://www.linkedin.com/in/anupamapanchal/ | gridle.one | |
| 30 | Manjula Pooja Shroff | Kalorex | https://www.linkedin.com/in/manjula-pooja-shroff-42ab309/ | kalorex.org | admin@kalorex.org |
| 31 | Hiten Vasant | VASANT GROUP | https://www.linkedin.com/in/hiten-vasant-2415a3ba/ | vasantgroup.in | hitent.vasant@vasantgroup.in |
| 32 | Jayesh Patel | Vimal group ahmedabad | https://www.linkedin.com/in/jayesh-patel-b900b22/ | https://www.vimalmimicrons.com/index.php | info@vimalmimicrons.com |
| 33 | Abhay Manglik | The House of MG | https://www.linkedin.com/in/abhaymanglik/ | https://houseofmg.com/ | customercare@houseofmg.com |
| 34 | J. C. Jagwani | Saxen Engineers Pvt. Ltd. | https://www.linkedin.com/in/j-c-jagwani-a62206b/ | http://www.saxenengineers.com/ | http://www.saxenengineers.com/# |
| 35 | Sanika Bhatt | blossom placement | https://www.linkedin.com/in/sanika-bhatt-8b639711/ | blossomplacements.com | info@blossomplacements.com |
| 36 | Chirag Parekh | Azrayal Ltd | https://www.linkedin.com/in/chirag-parekh-31ab5184/ | http://www.azrayal.com | info@azrayal.com |
| 37 | Jaatin Thakkar | Ht Tech Investment Castings Ltd bhavnagar | https://www.linkedin.com/in/jaatin-thakkar-101a79/ | hteind.com | info@hteind.com |
| 38 | Mehul Tamboli | Tamboli Casting Limited Bhavnagar | https://www.linkedin.com/in/mehul-tamboli-5b38c70/ | tdi.in | direct@tdi.in |
| 39 | Gaurang N Patel | GN Altech, Rajkot. | https://www.linkedin.com/in/gaurang-n-patel-8034a991/ | http://www.gn-altech.com/ | info@gn-altech.com |
| 40 | Dhruvraj Patel | Rajan Techno Cast Pvt Ltd Rajkot | https://www.linkedin.com/in/dhruvraj-patel-a0b3b1b/ | www.rajan-techcast.com | info@rajan-techcast.com |
| 41 | Madeha Manesh | Rolex Rings Pvt. Ltd Rajkot | https://www.linkedin.com/in/madeha-manesh-380b773a/ | http://www.rolexrings.com | rolex@rolexrings.com |
| 42 | Kaushik Kotadia | Irova Cast Pvt. Ltd Rajkot | https://www.linkedin.com/in/kaushik-kotadia-809ba85/ | http://www.irova-cast.com/ | info@irova-cast.com |
| 43 | Ami Dalwal | Austin alloy cast Rajkot | https://www.linkedin.com/in/ami-dalwal-93a4c0715/ | https://austinalloycast.com/ | info@austinalloycast.com |
| 44 | Manish Bhakla | Antech Investment Casting Pvt. Ltd rajkot | https://www.linkedin.com/in/manish-bhakla-93b6982/ | antechcast.com | info@antechcast.com |
| 45 | Ketan Patel | caritas healthcare | https://www.linkedin.com/in/kepat-patel-2412abb/details/contact-info/ | caritashealthcare.in | info@caritashealthcare.in |
| 46 | Piyush Vekaria | Trigen Pharmaceuticals | https://www.linkedin.com/in/piyush-vekaria-5b6bb113/ | http://www.trigen.com | info@trigen.com |
| 47 | Nimisha Pandya | Shelter4u Ahmedabad | https://www.linkedin.com/in/nimisha-pandya-3542aa31/ | https://www.shelter4u.in/ | info@shelter4u.in |
| 48 | Pratima D | Paxter Lifesciences | https://www.linkedin.com/in/pratima-d-8b1a6211/ | paxterlifesciences.com | paxterlifesciences@gmail.com |
| 49 | Dhanraj Mehta | GRI City Gandhinagar | https://www.linkedin.com/in/dhanraj-mehta/ | https://gri-citygandhinagar.com/ | contact@gri-citygandhinagar.com |

Part -C

About self-learning

Summer internship with proEx advisors LLP gives me chance to learn about srganisational behaviour, Marketing management, advertising, digital marketing and work load management all in just two months' period. The enthusiasm about working and knowing things leads me towards the learning of several things including

- Designing advertising campaigns
- SEO/SEM marketing
- Digital Marketing
- Selling through Social media
- Role of effective presentation in marketing
- The current market conditions
- Changing needs of industries
- Marketing Process
- Effective use of social media to build the awareness

Marketing concepts like segmentation, targeting, positioning of particular product or service their importance, and how to apply in the practical, strategy to approach the prospect for our service. The use of landing pages effectively is the new learning and very new thing for me and by the use of landing pages how companies attract customers really help me to understand customer behaviour towards the visuals.

As the internship was work from home I have learned all the things online and through meetings to understand the changing environment of the industry.

Soft Skills

Soft skills in the corporates are equal as important as hard skills. problem-solving skills, Time management, take criticism in a positive way, teamwork, and professional communication are some of the things which I have learned during the process. In this internship, I was working in a team with one of my colleague, and this helps me in improving my decision-making skills and also team building skills.

Ethnographic Study

The organisational culture at the company is very good and people work there are really open hearted. They are always available for you. The most important thing is every person share their ideas and suggestion with welcome. The communication between the employees is very transparent and constructive feedback is welcomed.