



INSTITUTE OF MANAGEMENT,
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SpeakIn Communications Private Limited

Summer Project Assignment

Phase – 2 Report

Submitted to-

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INTRODUCTION

ORGANIZATIONAL DETAILS –:

Name – SpeakIn Communications Private Limited



Age – 4 Years, came to existence in 2016

Business of the Organisation - SpeakIn is Asia's best and biggest AI-empowered system of speakers and thought pioneers, otherwise known as experts. With more than 15,000 experts in our system all around, SpeakIn is locked in by business associations, scholarly establishments, affiliations and speculation the board organizations to get to curated experts for one-on-one conversations or gathering based information meetings. Correspondingly, Individuals draw in our specialists to increase singular direction and look for mentorship for self-awareness.

Markets and Business scope - SpeakIn is the most trusted self-serving platform allowing world's leading businesses and professionals an access to handpicked experts in over 500 different genres. With a network that has expanded to over 12 countries in Asia including Singapore, Hong Kong, Sri Lanka, Israel, Turkey, Malaysia, Indonesia, Taiwan, Thailand, Bangladesh, Philippines and Vietnam, the company's focus is continuously to build Asia's largest AI enabled platform for experts. SpeakIn is the world's window to Asia – first of its kind to have been born out of India.

SpeakIn works with top experts and associations to interface them to speakers, industry specialists and thought pioneers comprehensively to advise, rouse and inspire pioneers and

people. Supported by a rigid consistence system, SpeakIn has served a variety of customers and keeps on conveying serious estimating and a container district nearness to access specialists in the remotest of urban areas and rarest of themes.



Offering an exceptional service, customized to you which is uncommonly tweaked to your occasion, our group is knowledgeable in sourcing dazzling speakers and finding the best counterpart for you. Serving organizations over the corporate circle and facilitating bargains for more than 1000 speakers for each annum, across 12 nations, we have set up a notoriety for being one of the Asia's excellent speaker offices. We approach an assorted and one of a kind gathering of political pioneers, monetary forecasters, global executives, advanced specialists and instructive idea pioneers. Their skill is attracted on to invigorate crowds and lead corporate projects and meeting room procedure meetings.

Carrying the intensity of bits of knowledge to its customers' choices, SpeakIn master organize presents with basic data to conquer complex difficulties. The organization associates speculation experts, driving business associations, and Professional Services Firms (PSFs) to a system of 15,000+ Experts comprehensively for financially savvy, quality and on-request mastery across 500+ kinds. SpeakIn specialists are the most looked for after for: master interviews, due determination, bargain support, pre-securing and post-obtaining arranging, and enlistment as Board of Directors and Advisors.

INTERNSHIP WORK

The company is based out of Noida but has existence in Mumbai, Gurgaon and Bangalore as well. The network is worldwide and covers Asian region, UAE, some parts of China and other neighboring countries as well.

Project: International Marketing and Research Intern

Project Objectives:

- Ability to develop and implement marketing strategies based on current trends
- Teamwork prowess to work in conjunction with promotion and advertising managers
- Excellent interpersonal skills
- Able to communicate complex concepts to subordinates, peers, and supervisors
- Make informed decisions based on analyzed data
- Willing to take initiative and lead projects
- Generate leads for business network experts

Project Deliverables:

- A daily research of around 60-70 prospective clients from top organizations
- Research report of top leaders and speakers in APAC regions
- Handling email campaigns and promotional activities
- Connecting with clients over social media (LinkedIn, Twitter) to explain them business proposals
- Improving brand recognition by organic marketing

- Getting prospective clients onboard for business reasons

Roles and Expected Contributions:

At SpeakIn, I've been employed as an International Marketing & Research Intern. I've clearly stated the objectives and deliverables of the project above. SpeakIn is an AI-enabled, technologically advanced startup that has an expert network of over 15000 leaders from varied fields. They provide a platform to individuals, corporates, schools, universities etc. to connect with industry leaders. They aim at providing guidance and mentorship to all the budding learners through these experts. They organize seminars, meet and greet, webinars, open mic events to bridge the gap between top minds of the world and the enthusiastic learners. As an intern, my major focus has been on organic researches through LinkedIn, google and twitter for prospective leads from top organizations across the world. The prospective leads include Learning & Development heads, Chief Executive Officer, Chief Marketing Officer, Chief Human Resource Officer and Chief Financial Officer. I've also been assisting them increasing their brand visibility and sales.

With the advent of COVID- 19, the company had to shift its base from offline to complete online platform. They were now connecting people over zoom sessions and other online software. They are a team of 70 to 100 employees and plan to expand their mark in global regions. The activities successfully conducted by are managing Email Campaigns, 5000-5200 leads from India, Hong Kong, UAE, US, China, Singapore and Malaysia with 5 converted leads for prospective business.

The project has given me an overall view of the activities conducted to carry out research and develop business within an organizational structure and increase sales of a product specially during economic slowdown. I work closely with the CEO, Director- Expert Relations and Relationship Manager. The organization also provides opportunities to learn from experts like Ram Jalan, the digital marketing consultant, Dr Pradeep Choubey, the chairman at Max hospitals. Till now the learning has been immense and it has been wonderful to work closely with people of such great stature.

Roles of Other Departments

The Account Executive

- The account executive works with the media division to set up the media plan. The arrangement ought to be introduced to the customer with an obvious arrangement of targets to be accomplished by the media consumption. The arrangement ought to incorporate a feature outline of the system or techniques to satisfy those destinations. The record official is dependable to brief the media division with however much data as could be expected before it is made. The record official and media staff will make all keep on assessing the exhibition of the media plan if necessary. The record official will deliver media planning structures dependent on the affirmed media plan and convey to the imaginative and creation staffs.

The Media Department

- The media arranging staff will make a media plan that is explicit and obviously states, however not restricted to, the accompanying things: who the media exertion is expected to reach; regardless of whether wide reach or serious recurrence is of more noteworthy significance; what occasional elements may shape timing and weight levels over the time of the media purchase; geographic necessities; innovative requirements (print or communicate, requirement for shading, publication upgrade, and so forth.). Ordinarily, the media plan will incorporate other significant data, for example, a report on ebb and flow promoting exercises for the item or brand, advertise pattern data on the item or administration classification included, following information and measuring research evaluating crowd size and qualities of the media decisions accessible to the organizers.

- The Media Plan will include:

1. Target Audiences The meaning of the best possibilities by socioeconomics, topography, and way of life. This data is accumulated right off the bat in the arranging procedure and is undoubtedly incorporated through a coordinated exploration merchant like MRI.

2. The Competitive Scene Information on serious spending and media use by direct contenders, commonly set up by either the record gathering or at times the media division.

3. Essential and Syndicated Statistical Research

4. Brand's Past History Positioning of the brand in its class with notable information on volume and offer, along with client profiles, both segment and way of life.

5. Irregularity Requirements Information on occasional varieties in purchaser utilization propensities or buy conduct. This ought to likewise cover classification convention (timing of new model presentations, closeout deal, occasions, and so forth.).

6. Geographic Factors The entire example of notable and current variety in both classification and brand improvement, by market and district, prompting modifications in weight over the all-out topography included.

Methodology

a. Ethnographic Study (collecting information as a participant observer)

As a participant observer of the organization, I could draw following conclusions regarding the methodology of the organization: -

- The customer is liable for giving the organization a showcasing brief, a RFP, or potentially as meager or as much data about a task that they decide to give. It is up to the Account Team to ask the customer the correct inquiries, to frame the imaginative brief and to get the organization the data they have to get the venture finished, on schedule, on financial plan and on technique.
- The account organizer and record official make an innovative brief refined from customer data, earlier foundation notes, center gatherings and examination.

- The account official rounds out a vocation number solicitation and solicitations work number from the suitable traffic or creation facilitator.

- Once the innovative brief is endorsed, a gathering with the imaginative, creation, traffic and media group should happen contingent upon the extent of the venture.

- The account official updates their week by week customer status report. The office has week by week gatherings to survey these status reports. Compulsory members can be traffic, creation and record administrators. The inventive group is urged to either be available or be accessible if the need arises if questions emerge.

- At the finish of the gathering, the record officials will update the report as per any remarks made at the gathering and E-mail or send official duplicates to all members and their super-visors, the studio chief, the traffic executive, media, workmanship purchaser.

- Traffic will at that point start its procedure. Notwithstanding, if essential, the record official should meet with the imaginative group to audit and start their part simultaneously.
- See side bar data on, "rounding out a status report."

- Traffic issues a vocation number.

- Traffic makes the ace "work pack" that is utilized to hold the imaginative or creation history printed versions for the whole length of the activity.

- Internal work currently starts (if imaginative expenses are on a charge premise) however no cash based expenses ought to be brought about preceding a gauge created and customer endorsement.

- Although traffic ought to have every day discussions and catch up with divisions that are engaged with their tasks, when day by day, a "WHAT'S HOT FOR TODAY" follow-up be email the prior night (or if nothing else that morning) to all members, including chiefs, studio, creation, craftsmanship purchaser (if material) and traffic executive from the fitting traffic individual. Day by day status reports help the other division administrators and people in dealing with their outstanding task at hand for every customer.

b. Maintenance of Journal / Diary (given below is an illustrative list of issues that you may like to keep track of)

- **Company-image from inside**

The way of working being followed a SpeakIn is forward looking and driven, underlining unity. One Company. One Team. One Passion. As One Company, significant and quickened learning openings are given to staff to add to everyone's benefit of the organization. One group means more grounded connections among all levels to make corporate progress. Every individual from the SpeakIn group represents the estimations of honesty, interest, administration direction and creativity – to bring the best of learning and bits of knowledge for their clients, customers and society.

- **Self-image of employees**

SpeakIn is the outcome of IIM, IIT, Wharton and ISB graduated class, who welcome on-board more than five many years of worldwide experience across associations like Ernst and Young, Unilever, Novartis and GE to convey advancement, understanding and client centricity to your collaborations with us. The group of staff is based out of Singapore, New Delhi, Mumbai, and

Bengaluru is supported by a solid line of counselors and financial specialists who have been in charge of the absolute biggest business consortiums in the area.

- **Employee satisfaction**

The employees in the organization seemed satisfied with the kind of work and the work culture. Although after the Covid-19 outbreak there have been laying off of employees in various departments of the organization.

- **Power equations and hierarchy**

The hierarchy in the organization is just like other formal organizations. The lower level employee reports to their immediate senior employee or the project head as per the directions in the company.

Identification of critical issues or problem areas if any

- **Current Covid-19 Outbreak-**

Due to the current covid-19 outbreak, the company is most likely to suffer for at least next 3-5 years to come. The outbreak had already caused the company a lot of damages in various terms – be it financially, or be it in any other term. Due to the outbreak

- **Shift to an online platform-**

Shifting to a complete online platform was never thought by the company, it has already been struggling journey but the company is thriving at its full potential and achieving new milestones regularly. The concept of online webinars was raw before the Covid-19 issue but it became bread and butter for the company after the Covid-19 impact when the whole world had to face lockdown.

- **Funding Crunch-**

There is bound to be funding crunch from the investors. After the coronavirus pandemic, the investors might become skeptical or may think twice before investing. This would mean laying off workforce, salary cuts and looking for hiring part time interns who could assist in the operations for the time being.

- **Unrealistic Expectations-**

Success doesn't come alone. It carries desires with it. A large portion of the occasions, these desires appear to be reasonable, however in the genuine feeling of the word, are simply unreasonable. This equivalent idea remains constant for youthful new businesses. So as to prevail in a serious business world, the organization needs to have high however controlled desires, keeping perspective on the assets accessible, the degree of development potential, and other market factors too.

- **Hiring Suitable Candidates-**

One of the most significant components that characterize authoritative culture inside a new business is the cooperative energy of the group. A group involves people with comparative abilities and indistinguishable core interest. So as to build up a profoundly effective group culture, associations when all is said in done and new businesses specifically – need to enlist appropriate applicants. There is an enormous pool of hopeful people accessible. Choosing a reasonable up-and-comer that fits the activity alright is an exceptionally precarious assignment. It is perhaps the greatest test confronting the new companies in this advanced age. While employing a reasonable up-and-comer, associations must recall one brilliant guideline: Birds of a plume run together.

- **Financial Management** - Money conceives money. Recollect the way that when income builds, the uses likewise increment. There is no uncertainty about it. Perhaps the greatest test that the organization will undoubtedly look in next 3-5 years identifies with money related administration.

Approaches to address these concerns

- **Financial Solutions** - As a general guideline, new companies ought to consistently discover methods of limiting their expenses. Receipt figuring is another method of accelerating the record receivable procedures in new businesses. In this advanced age when receipt installments are made through cell phones, there is no mischief to demand quick installments from customers. It is additionally imperative to make sure about credit before any business needs it as they can without much of a stretch discover how much money they will probably need to endure. At long last, utilizing bookkeeping programming to keep tab on cash coming all through the business is additionally a smart thought.
- **Integrated Marketing Strategies** - The present advanced innovation has opened a wide range of roads for promoting as electronic, print, on the web, versatile, and video publicizing. New companies like never before should be proficient at making creative showcasing plans, putting ads, and telling individuals the value of their items or administrations. To lay it out plainly, a great showcasing system has vision, strategic, business objectives. It ought to have the option to clarify the position and job of a business' items or administrations in the market. Appropriate promoting procedure in a general sense involves productivity with which clients are drawn closer and energized their future faithfulness towards the item or administration.
- **Motivating the team** - There ought to be an appropriate cooperative energy, coordination, and correspondence among the individuals from a group. Any group is shaped by the people who have diverse scope of abilities with indistinguishable core interest. This course of action permits the individuals to help one another, gain from one another, and put a deliberate exertion so as to make progress. Assorted variety and commitment of a group drives development.

Learnings from the Internship

- **Concept, Tools & Techniques**

The main thing was the use of what he realized in the class of Marketing. The experience he had and the learnings he got from working at Speakin Communications Pvt Ltd would help me in molding my profession. He encountered an assortment of occupation jobs. He has accumulated information on dealings, client procurement through computerized media, tele-calling, pre deals obtaining, and so on. He has likewise found out about contender investigation and SWOT Analysis.

- **Improvement of Communication Skills**

During his temporary position, he has been a piece of different exchanges, gatherings, tele-calling groups, communicated with target crowd at instructive reasonable, and so on. This has, thus, helped him in improving his relational abilities. He has discovered that each prospect needs to convey particularly as they all originate from various foundations, mentality, and so forth. Likewise having connected with different merchants, schools, understudies at universities, he has accumulated certainty.

- **Creating an Ad Campaign & Google Analytics**

Originating from a business foundation, he was unconscious about examination, programming, natural and inorganic site traffic, and so on. Through this late spring entry level position, he found out about making and dealing with an advertisement crusade, dissecting google examination reports, and so forth. However, the Job Description was for Business Development and Sales, he got the chance to take a shot at computerized promoting side too.

- **Distinctive pitch for different audience**

Since, he collaborated with target crowd eye to eye just as over calls; he figured out how to pitch the item diversely to various clients. With each client, various inquiries should be replied; thusly, a careful schoolwork is basic. Moreover, if schoolwork is done suitably, the pitch can be adjusted agreeing the client.

Feedback given to organization

- A legitimate SEO should be done which incorporated the On-Page SEO and OFF-Page SEO. The SEO reviewing of the site is under procedure and will require legitimate 3 months to see the outcomes which they require.
- The nature of the substance of the site was not incredible. The articles were SEO based and appropriate catchphrases were absent in them. He recommended them 15 watchwords which were proper for the site and that can be utilized by them in the substance. He likewise proposed them to compose each article around 1000-1200 words with a catchphrase thickness of 2-3%. The substance essayists at Speakin are doing likewise.
- Very lesser number of the Inbound connections (Back connection) were accessible for the SpeakIn site, So he recommended them to compose appropriate articles for the site so the outsider client utilize our article interface on its site and we get the traffic for same. Likewise proposed for the visitor blogging. Utilization of the backlink drives the traffic and improves the site rank.
- Found the defects in the CRM and proposed the approaches to address. The alternative for the Re-planning for the brings was absent over the CRM. It was presented later after proposal.
- Suggested them to change the layout for the site they are utilizing. The current format is dull and looks exhausting. SpeakIn the executives has not taken any choice over it yet.
- The irregularity factor is overwhelming in training business. The battle was begun late and that should be remembered.

- For transformation of planned clients to clients, they have to employ appropriate tele-guests. This would expand the transformation rate.
- Since E-Learning is another item, more accentuation ought to be given to mark situating, brand building, making believability in the market.
- The personal conduct standard of target crowd (twelfth pass understudies) should be thought about as they are extremely befuddled and furthermore, not free to take choices.