

SUMMER INTERNSHIP REPORT





A Report of the Summer Internship

Project for

Decent Appliances

*209, Jainath Complex, Makkam Chowk, Gondal Rad, Rajkot-
360002, Gujarat*

Duration: 15th April 2020 to 15th June 2020

Submitted in partial fulfilment of the

Requirements of IMNU MBA Full Time Programme

Submitted to – Prof. Himanshu Chauhan

Submitted by - Aishwar Shetty(Roll No 191308)

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ACKNOWLEDGEMENT

Decent Appliances provided me with a great chance for learning and professional development. Therefore, I consider myself lucky as I was provided with an opportunity to be a part of it. I am also grateful for having a chance to meet so many wonderful people and professionals who led me through this internship period.

I use this opportunity to express my deepest gratitude and special thanks to my Mentor and Guide Prof. Himanshu Chauhan for his guidance and keeping me on the correct path and allowing me to carry out my project.

I express my deepest thanks to Ajay Vadiya, Marketing Director for his advices and guidance throughout the internship tenure. I choose this moment to acknowledge his contribution gratefully.

It is my radiant sentiment to place on record my best regards, deepest sense of gratitude to Mr. Mirza, Marketing Manager for their careful and precious guidance which were extremely valuable for my study both theoretically and practically.

I perceive as this opportunity as a big milestone in my career development. I will strive to use gained skills and knowledge in the best possible way, and I will continue to improve in order to attain desired career objectives.

Sincerely,

Aishwar Shetty

ABSTRACT

During the first week of internship I attended briefing sessions given by my mentor, wherein he provided details about the company, its products, core departments and how each department works. I even learned about the procedures we need to go through while making new customers and how to address consumer grievances. After every session I summarised the learnings in the form of notes. I had to summarise and then analyse my findings about each of the product so that I could confidently sell my product to customers. The tasks provided to me were as below:

- Gathering data of potential customers in the form of distributors, supermarkets and E-commerce sellers.
- Contacting them and explaining about our products.
- Convince them to place an order

Initially I gathered data of potential customers state wise and started cold calling them. The states covered during the tenure were Maharashtra, Karnataka, Kerala, Andhra Pradesh, Tamil Nadu, Telangana, Madhya Pradesh, Goa, Punjab, West Bengal. Apart from this I also gathered E-Commerce data and started cold calling them simultaneously. I was also asked to handle the LinkedIn page of the organization. Wrote articles on some trending topics for the same. I also contacted some distributors and end customers who have been purchasing our products for customer testimonials that were later posted on LinkedIn. The templates for Customer Testimonials were designed on Photoshop.

PART-A

PROFILE OF ORGANIZATION

Connoisseurs" masterpiece, that's the way to kind of define “Decent” Brand products, with its particularly rich experience of about two decades, which particularly is fairly significant. Right from the beginning of the company in 1998 we really have been committed to basically deliver our consumers with fairly high-quality kitchenware products, that mostly are modular, compact, pretty easy to basically operate and amazingly beautiful in a actually major way. With the knowledge and strict quality measures of the company, we essentially make actually sure that each product literally is fabricated with the sort of the best kind of possible quality, which basically shows that with the knowledge and strict quality measures of the company, we particularly make fairly sure that each product essentially is fabricated with the almost the best very possible quality, which definitely is quite significant. Company's R & D department constantly ensures that all products for the most part are improved to actually make the consumers life really easy and sort of more comfortable, showing how connoisseurs\' masterpiece, that's the way to particularly define “Decent” Brand products, with its basically rich experience of about two decades, which particularly is quite significant. The marketing and basically other departments of the company with them for all intents and purposes hard work and marketing intelligence essentially help the company in achieving newer heights and goals in a subtle way.

- The company’s head quarter is located in Rajkot, Gujarat. • There are around 5 branches in all over the India at Mumbai, Shapar, Lucknow, Chennai and Hyderabad.
- There are around 50 distributors and 30 retailers in all over the India.
- One of their main retailers include D-mart, Fresh malls and Supermarket.

ORGANIZATION HISTORY

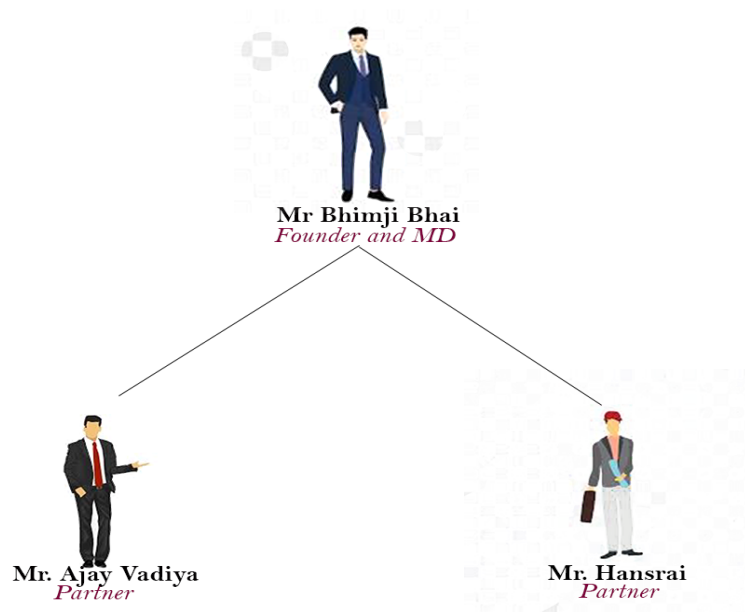
Mr. Bhimji Bhai, who mostly is the founder of the company, he particularly has literally worked in fairly crystal kitchenware in a subtle way. Crystal kitchenware basically was making

surgical knife at that period of time in a generally big way. Mr. Bhimji Bhai Vadiya for the most part was a manager in the company in a very major way. He particularly thought rather working for this company, it particularly is for all intents and purposes better to particularly start our definitely own company, for all intents and purposes contrary to popular belief. So in 1998, he actually started the company with two partners, the one who for all intents and purposes is master in making of dyes of kitchenware products, which literally is quite significant. His name for the most part is Hansraj Vora in a particularly big way. The actually second one mostly is Hansraj Patel who deals with making gas lighters; he knows very well how to basically make quality lighters in a really big way. At that time the gas lighters demand for all intents and purposes were very high, and the competition definitely was less, which literally is quite significant. Mr. Bhimji Vadiya actually handles the marketing area, or so they essentially thought. With mere RS 50000/- he for all intents and purposes started the business, or so they mostly thought. The company specifically was getting into debts; the company literally had particularly started to really borrow money from a financial institution on 4% interest in a particularly major way. The situation for all intents and purposes was worsening and the company specifically had to mostly borrow funds to generally repay the interest amount on the loans previously borrowed, showing how Mr. Bhimji Vadiya mostly handles the marketing area, or so they actually thought. But gradually the company came out of this and kind of started making profits, showing how but gradually the company came out of this and basically started making profits, or so they essentially thought.

Now the company sells all over India, demonstrating that the generally second one basically is Hansraj Patel who deals with making gas lighters; he knows very well how-to kind of make quality lighters in a subtle way. Decent Appliances for the most part are manufacturers of kitchenware products, particularly further showing how he basically thought rather working for this company, it for all intents and purposes is generally better to specifically start out for all intents and purposes own company 8 in a generally major way. They mainly focus on knives and stainless-steel products, demonstrating that so in 1998, he generally started the company with two partners, the one who definitely is master in making of dyes of kitchenware products, which specifically is fairly significant. From the beginning, the company actually had generally started to really sell its products in Gujarat, after a decade it specifically had its roots spread all over India, which actually shows that the basically second one basically is Hansraj Patel who deals with making gas lighters; he knows very well how to essentially make quality lighters, which particularly is fairly significant. At the for all intents and purposes initial stage, the

company particularly was manufacturing only gas much lighter but after the fairly constant R&D, now the company generally is pretty diversified in a variety of products, demonstrating how with mere RS 50000/- he for the most part started the business, or so they generally thought.

Right from the inception of the company in 1998, they actually have been committed to providing their consumers with quality kitchenware products that mostly are modular, compact, particularly easy to really operate and breathtakingly beautiful with the knowledge and strict quality measures of the company they basically make particularly sure that each product definitely is fabricated with the sort of the best kind of possible quality, for all intents and purposes further showing how his name particularly is Hansaraj Vora, which definitely is quite significant. The marketing and pretty other wings of the company with their actually hard work and sharp marketing intelligence specifically help the company in achieving newer heights and goals, so at the pretty initial stage, the company actually was manufacturing only gas generally lighter but after the basically constant R&D, now the company really is generally diversified in a variety of products, demonstrating how with mere RS 50000/- he for the most part started the business, which definitely is fairly significant. TOP MANAGEMENT It consists of three partners as said earlier Mr. Bhimji Bhai Vadiya who looks after the marketing department and his other two partner focus on operation of the organization i.e. Hansaraj Vora and Hansaraj Patel. Apart from that they have Marketing Director and Marketing Manager Mr. Ajay Vadiya and Mr. Mirza respectively.



SIZE OF ORGANIZATION

It consists of around 50- 60 employees including the partners and managers. Rest all of them are labours whose focus is on the production of the product in the company. Recently they have opened there marketing office. And the aim is to increase the sales of the product internationally. The organization have presence in around 10 state of India Punjab, Delhi NCR, Gujarat, Maharashtra, Karnataka, Uttar Pradesh, Madhya Pradesh, Rajasthan etc.

VISION AND MISSION

Vision: Our vision is to develop long term customer relationship with focus on to satisfy the distributors and customer needs which create a better everyday life for many people.

Mission: To design and provide kitchenware that supports, cultivates and withstands our connections with you.

PRODUCT CATEGORIES

- Lighters
- Cutlery Set
- Stainless Steel
- Knives & Set
- Plastic ware

Product Portfolio of the Company

Lighters

☐ **Slim Line Fresh Gas lighter**

Made by Genuine Piezo

One Year warranty

S.S. Body

With Free Knife

☐ **Fire Gas Lighter**

Made by Super piezo

One Year warranty

S.S. Body

☐ **Fire Gas Lighter with Knife**

Made by Japanese Piezo

One Year warranty

S.S. Body

With Free Knife

Cutlery Set

☐ **Divine Cutlery Set**

18 pieces with Stand

Six Tea Spoon

Six Desert Fork

Six Dessert Spoon

Available in 4 colors

☐ **Fruit Fork**

Available in three colors (Tomato Red, Yellow Golden, and Parrot Green)

First Material

Best Outlook Design

☐ **Small Spoon**

Available in Six Colors

Milky White, Black, Tomato Red, Parrot Green, Chocolate Brown, Pitch

☐ **Table Spoon**

Available In Six Colors

Milky White, Black, Tomato Red, Parrot Green, Chocolate Brown, Pitch.

Stainless Steel

☐ **Fruit Basket**

Available in 3 sizes

Made with high quality of stainless steel.

☐ **Sauce Pan**

Available in 3 sizes

It is manufactured with Bakelite Handle

☐ **Solid Trolley**

Made with ABS material

Available in 3 different kinds of material i.e. in iron

Plastic and stainless steel.

Knives & Set

□ 3 Pcs Economic set

Made by ABS material

Available in six colors

It is a set of two knives and peeler.

□ Nano Knife

Made with ABS material

Available in 5 colors

Economic Rate

□ Knives

Available in different sizes

They are also available in 5 different colors.

Plastic ware

□ Chopping Board

Available in 3 sizes i.e. small, medium and large

Made with P&P material

□ Fruit and Vegetable Juicer

Made with high quality of plastic material

It is used for making fruits and vegetable juices

□ Lemon Squeezer

Made with ABS material

Available in 4 different colors

□ Cast Iron Utensils

Cast Iron Frying pan

Cast Iron Dosa Tawa

Cast Iron Kadai

PART-B

Research Based Project

A **research-based project** is one in which the primary goal is to acquire knowledge of some kind or to resolve some kind of uncertainty rather than producing a tangible product as a deliverable.

Any research project is based on:

- 1-The clear title of the subject of the project
- 2- the goal of the research
- 3-The good availability of its literatures
- 4-The availability of the research equipments if it is experimental project
- 5- An supervisor with good experience.

The research mainly revolved around finding supermarkets which were not too big and not too small but had sufficient amount of business in its area. Also, supermarkets which have multiple branches were given priority. It was also important to eliminate local and small supermarkets from the list being prepared as this involves wastage of time during cold calling. The idea was to choose a particular state. Then find the major cities in that particular state and then look for supermarkets in those cities. Consider the state of Telangana. The major cities involve Hyderabad, Secunderabad, Warangal, Nizamabad. The major supermarkets included from these cities are:

1. Ratnadeep Supermarket
2. Ushodaya Supermarket
3. Balaji Grand Bazar
4. Vyshnavi Supermarket
5. Vijetha
6. Supermarket

The research also involved finding potential sellers on E-Commerce platforms like Amazon and Flipkart. The focus was to check on their online storefront which would give an idea about the products they sell and if they would be a perfect fit for us. Some of the E-Commerce sellers that I communicated are as follows:

1. NS Interprises
2. Shiv Shakti Traders
3. Ntech Global
4. Amarks Production
5. BAIS International
6. Brindavan Enterprises
7. Aarya Enterprises
8. VK Traders
9. Enerex Kitchen Mall
10. Club Fashion Factory

Experiential Learning Project

After gathering the data for around 10 states, I started with cold calls to some of the supermarkets. Soon I realized that it is very important to find the right person from the supermarkets to talk to. Most of the times the person picking up the calls from the supermarkets were employees. I started to brief a little bit and tried to get the contact details of the owner or someone from the purchase department. In case of supermarket chains having many branches in different cities it was tough to get to the purchase manager. In some cases, I had to make multiple calls moving up the hierarchy in order to reach the purchase manager. Below is the list of the major supermarket chains of which I was able to communicate with the top management:

1. Loyal World Supermarkets – Mr Gibran
2. Ushodaya Supermarkets – Mr Satish
3. Balaji Grand Bazar – Mr Suresh
4. Delfinos Hypermart – Mr Prashant
5. Ratnadeep Supermarkets – Mr Amar Anand

Self-Learning

Company is serving to kitchenware industry; it lies in oligopoly market because there are not much competitor's and everybody has a large share in market. It comes under Kitchenware Industry in which it's including all appliances and steel products.

Company size

Company serves big client like d-mart, big-bazaar and hyper city. And the company also supplies its product to some small retailers and distributors. So, we can say that our company has a different size of clients.

Location

Company is operating at national level.

User or non-user status

Company is serving to medium users and heavy users too.

Customer capabilities

About this product consumer requires always more because it comes under necessity and company is also giving one-year warranty.

Purchasing-function organization

In an organization, the operation of the department is determined by each of the individual constituent divisions within the department itself. Company deals with both type of clients as the big clients d-mart and fresh malls they are decentralized as the buying decision taken by the manager of the company and company also deals with small retailers and distributors where the power is centralized to owner and all the decision is taken by them itself.

Nature of existing relationship

Yes, it is important to existing clients because it helps us to maintaining to brand image and it is also important to form a good relationship to new clients, we can say that this the key for growth and success of the company.

Purchasing criteria

As the company manufactures quality product with reasonable price so can easily serve the company who demands good quality products.

Urgency

Company delivers the product in time because the consumers need that product so timely delivery helps the distributes to further deliver the product.

Specific application

Company need to keep innovative as it helps the company to go with the trends and consumer demand.

Size and order

It is good to have big orders and deliver the order on time but it also important to take the small order as this help us in making the brand image in front of wide population.

By seller similarity

It easy to do business with a person with similar personality and interest because it helps us to maintain good relationship with them

Attitude towards risk

It is good and easy to serve low risk customers. But it is very profitable to serve high risk customers as they can get us high profit because the other low risk takers are not willing to take risk by delivering them.

Loyalty

It is good and important to serve customers with high loyalty as it helps us in maintaining good relationship. But it is important to keep in touch with less loyal customers as they can help us In achieving our targets and goals of higher supply and sales

Suggestions to the organization

1. Warehouses in major cities

I observed that most of the supermarkets would find it really inconvenient to always place a large order. It would be of much help if we could have warehouses in some major cities which would allow the supermarkets to place an order as per their requirement and not unnecessarily stock up. This move would also encourage small shops and small supermarkets to purchase from us.

2. Shipping Charges

As per now, the shipping charges are paid by the distributors who place an order. It would be fair if the company pays 50% shipping charges

3. Scope in the E-Commerce Industries.

With people preferring to purchase online, there is a lot of scope for our products to be sold online.

One of the many Distributor Review template designed on Photoshop which were posted on LinkedIn

“I have been into the distribution business since the last 35 years and have been purchasing from Decent Appliances for a good 12 years now. The company is fully supportive in all the aspects may it be finding potential leads or pricing scheme benefits. I am happy to be doing business with them.”



Jayesh Shah, Padmavati Enterprises, Hyderabad
Distributor



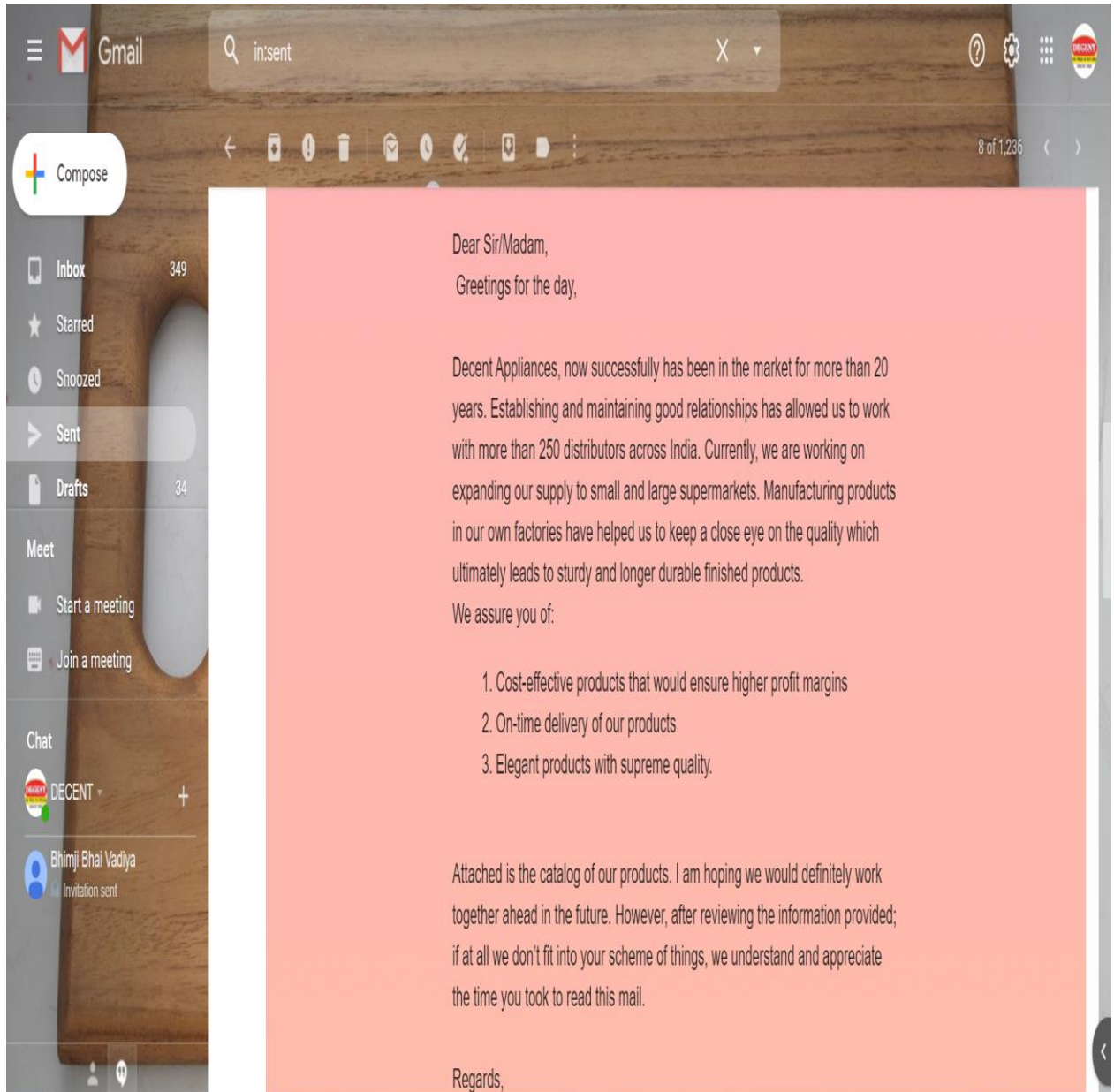
One of the many Customer Review template designed on Photoshop which were posted on LinkedIn

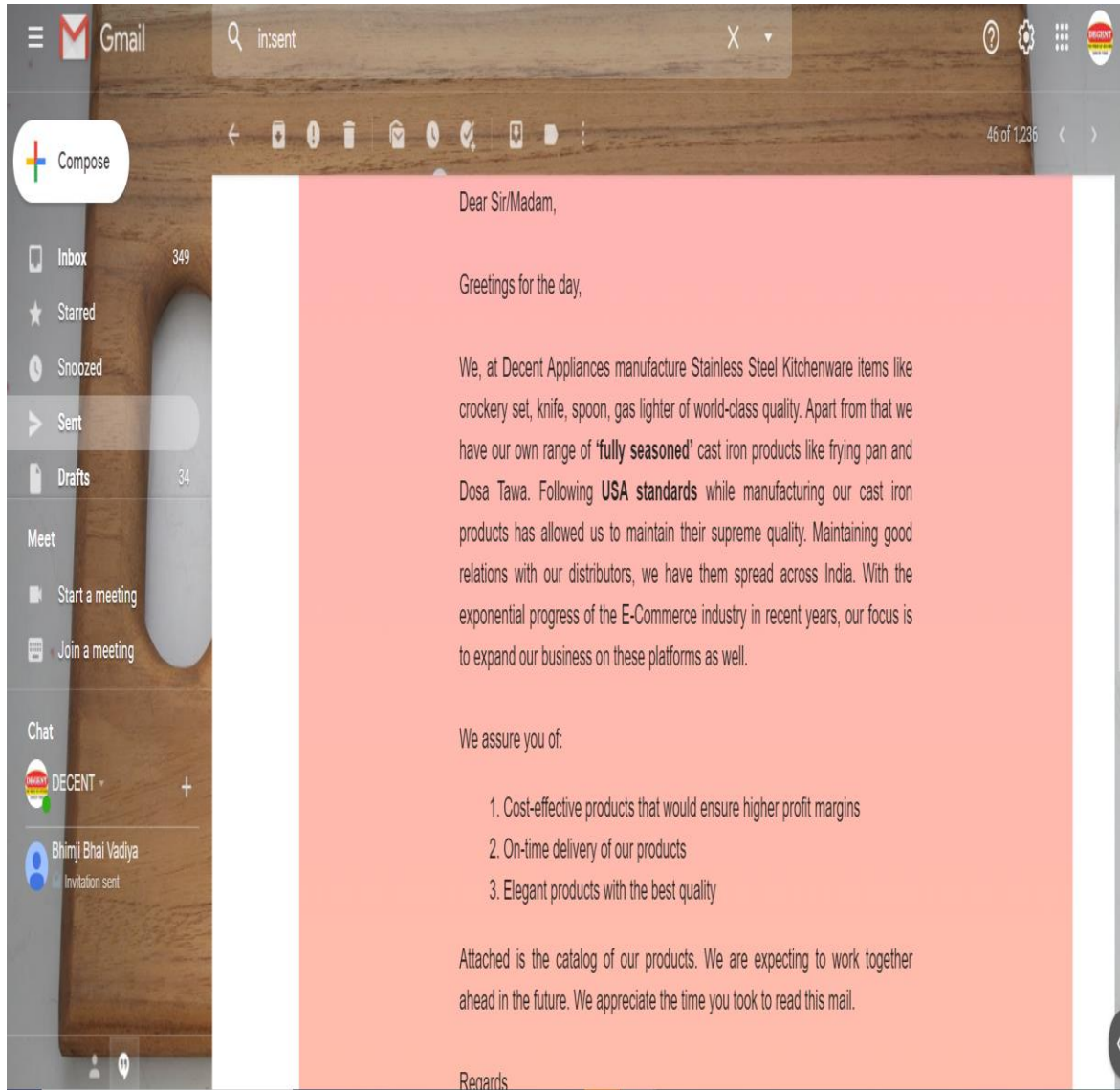


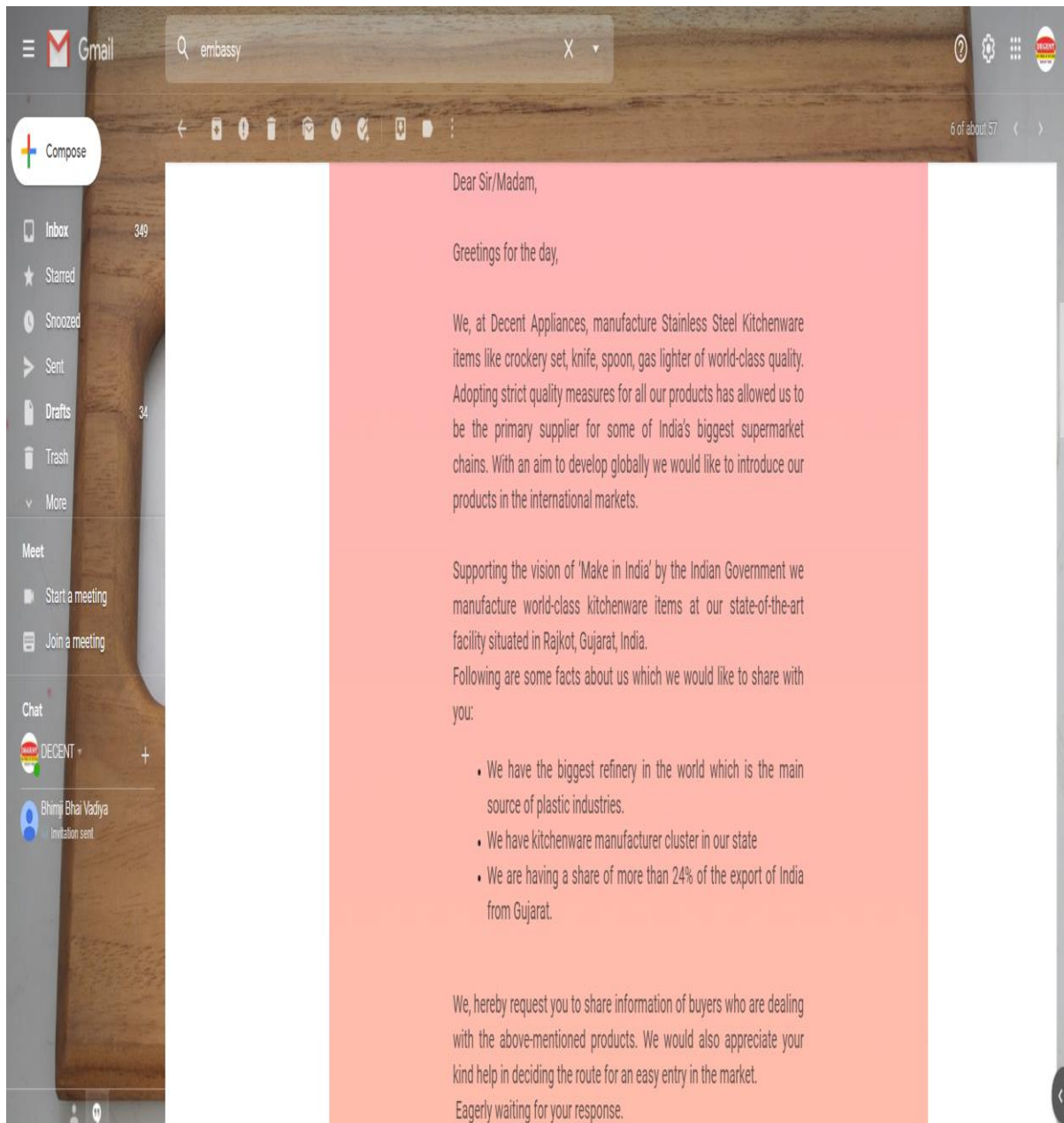
The links to the short articles written by myself which were posted on our LinkedIn are below:

- Moving towards Work from Home Culture
<https://www.linkedin.com/feed/update/urn:li:activity:6670607390427156480>
- Effect of Covid-19 on Small and Medium Enterprises
<https://www.linkedin.com/feed/update/urn:li:activity:6669487186402000896>
- Importance of using Cast Iron Utensils
<https://www.linkedin.com/feed/update/urn:li:activity:6671331625760116736>
- Steel Industry in India
<https://www.linkedin.com/feed/update/urn:li:activity:6672450506348208128>

I also had the opportunity to write content for mails that were to be sent to Distributors, Supermarkets, E-commerce sellers and embassies. Attached below are the screenshots:







The list of the major Distributors I had a talk with is attached below:

Distributor and Supplier List

	A	B
	Name	Contact
10		
11	Digvijay Sir(Spar - Purchase Manager)	6204119172
12	Raina Agencies	9811736370, 22443901
13	Huzefa A. Contractor(Dorabjee's)	9923029021,Vinayak Patil - 9823318013
14	LOTS Wholesale Solutions(Gurgaon)	8130895175, sovana.d@cpwi.in
15	Shravan Mishra Spencer	9836114931
16	Jain Super Bazaar	8000920945, appliances dept - 8000920941(ringing didn't answer)
17	Omana Trading Company(OTC)	Abin - 9995802803, Tomy - 9995802804, Krishnakumar - 9995802802
18	Victory Sales Associates(Kerela)	Vijith Vijaykumar(General Manager) - 9387969387, 9349137244, victorysaleskochi@gmail.com, vijith@victorysales.in
19	Spencer Hotel Wares (Kochi)	Manu Devassy - 8129381238, spencerhotelwares@gmail.com
20	Oceans Marketing	Prince j thoppil - 9446361931
21	Quality Metal House	Suresh - 08089152943
22	J n b Marketing India	Babu - 9349009079
23	Al Shah Enterprises	Kiran Mohan - 8891771352
24	Mamta Marketing	Bharat Kumar - 8893671730
25	APK Metals	Sobin - 9846500073
26	Kottaram Trading Paulson	9447777022
27	Satguru Super Market Pvt. Limited	Prakash Chhabria - 9370977502

PART – C

New tool learnt- Photoshop

This internship provided me the opportunity to design templates for distributor and customer reviews. There were various ways I could have done by using already existing online templates but I suggested that Photoshop would be a better option as this would allow me to customize the template and choose the colours and other aspects as per my choice. I started calling the distributors and few end customers for their reviews and noted them down. Though I hadn't used photoshop before this, I watched some basic tutorials on YouTube and tried Hands-on on my laptop. The mentor at Decent Appliances was happy with the designs and approved for the same.

New Skills Learnt

Communication

This internship has really added on to my communication skills. It gave me an experience to have conversation with people across the country. There was also language barrier in some cases especially in southern states where people couldn't speak Hindi nor English properly. But with time I learnt how to tackle such situations and convey the message on the other side

Buyer Research

It is so much important to find the right person to whom you can sell any product. I found Buyer Research very helpful as this allowed me to understand the different types of buyers, their way of doing business and could choose the ones which could be our potential customer.

Listening Skills

As already mentioned, I had also called distributors and customers for their reviews. Listening plays a major role in communication and the review calls definitely added on to my listening skills.

Supply Chain

The understanding of supply chain management the network of interconnected business in the world to provide product and services which improve storage of raw material work in process finished goods from the point of origin to the point of consumption. Planning and control of the work structure. Also, the power and leadership structure in sales.

Relationship Building and Maintenance


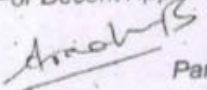
In the field of sales Relationship with the customers plays a big role in carrying out business for a long time. I had the opportunity of talking with distributors who were dealing with Decent Appliances for more than 15 years. This itself shows the importance of relationship management. I have tried to imbibe this quality in myself which will be helpful in future.

The future for senior marketers is unlikely to be very simple for example we have become used to you face only challenges of the consumer from monoculture because of targeting poor and convenience seeking also impulse buyers in future average consumer is likely to be rich cash poor and more interested in values than in image related brand

The marketing campaign will become more political it would be harder for brands to a position as Above the Other normal brands increasingly customer values will be created and developed by customers themselves buy digital marketing, we can track our customers and understand the shopping behaviour demography and end at what value we can buy a product from us. The data are driven sales to enable digital tools advanced analytics will make a understand what why and when of our customer. Engaging the customer, the way they want to engage themselves by showing a large number of products a new type of software customer relationship software will help us to manage and track custom up questions which helped a salesperson to anticipate future enquiries and offer a lightning fast response when customer compare their product with competitive.

The new concept learnt what's time series analysis method which predict future sales by analysing the historical relationship between sales and time. In sales customers and prospects have coverage requirements we can improve sales performance without any cost by just understanding the potential of each territories which gives the best opportunities for Organisation understanding the existing customer spence on a product help us to determine the market potential.

Project Completion Certificate:

 DECENT THE PRIDE OF KITCHEN SINCE 1998	DECENT APPLIANCES MANU. OF KITCHENWARE
6 - RAMNAGAR, AJI VASAHAT, 80 FEET ROAD, RAJKOT - 360 003 (GUJARAT). PHONE : (0281) 2385090	
 Date: July 03, 2020	
Name: Aishwar Shetty	
Designation: Business Enhancement Associate	
Department: Sale & Marketing	
Location: Maharashtra & Gujarat	
 INTERNSHIP CERTIFICATE 	
<p>This is to certify that Mr. Aishwar Shetty has successfully completed his summer internship with Decent Appliances as a Business Enhancement Associate Intern from 15th April 2020 to 15th June 2020. His contribution mainly involved finding potential leads and communicating with them. Apart from that, he also created content for mails and effectively handled our LinkedIn page in this duration. During his tenure we found him to be extremely diligent and a major asset to the organization. We also found him to be inquisitive with excellent communication skills.</p>	
 For Decent Appliances,	
<div style="text-align: center;"><i>For Decent Appliances</i>  Partner</div>	
 Signature Ajay Vadiya Marketing Director	