



SUMMER INTERNSHIP REPORT



Aadishwar Food Products

“Customer Acquisition, Digital Marketing and B2B Channel Development”

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Project Title	Customer Acquisition, Digital Marketing and B2B Channel Development
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Faculty Mentor	Prof. Meeta Munshi
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Working for **Aadishwar Food Products** has been a great experience in terms of learning and professional development. I am highly grateful to all the people concerned with this project for their careful guidance, which was extremely valuable for my study, both- theoretically and practically.

I express my deepest gratitude to my organization guide, **Mr. Dharmendra Surana**, Co-Founder of the firm, for giving me an opportunity to be a part of his organization and letting me work on diverse and exciting projects. His constant and careful supervision ensured that we work to our utmost potential and give best results.

Also, I would like to thank my faculty guide, **Prof. Meeta Munshi**, for his support and help throughout the internship.

This opportunity has been a milestone in my career development, and I am confident that the skills acquired during this period will help me improve my career trajectory.

Place: Delhi

Date: 18/07/2020

Ankesh Jain

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EXECUTIVE SUMMARY

This Script is the comprehensive compilation of all the tasks accomplished by me throughout the internship done with **Aadishwar Food Products**. The company was originated in Oct'2014 in partnership into the manufacturing of a wide range of **102** Items Covering all type of Indian Snack and Sweets under its Brand Name **DANARAM**.

The Indian snacks industry is a promising and profoundly serious arm of the FMCG business. This industry has made its ways for some new players from the provincial to the worldwide level with a consistently expanding utilization diagram. A solid advertising plan and top-notch items are required by such a high rivalry. The conspicuous difficulties in pulling in clients must be given due thought to these two components.

The Indian snacks industry is a promising and significantly genuine arm of the FMCG business. This industry has cleared its paths for some new players from the commonplace to the overall level with a reliably growing usage outline. A strong publicizing plan and first-class things are required by such a high competition. The obvious troubles in pulling in customers must be given due idea to these two parts. Towards the finish of the report are key perceptions, conceivable issue regions and proposals for the equivalent.

The focal point of this temporary job was on improving the brand's perceivability in the market and increment deals. This report is my record of the considerable number of exercises did and the result of the exercises.

PART- A

Organization Profile

Organization: Aadishwar Food Products

Location: New Delhi

FSSAI License No.: 13315010000253

Aadishwar Food Products is into manufacturing of a wide range of Indian Snacks and Sweets under its flagship brand name- DANARAM.



Age: It's been span of 6 years since the beginning of the organization around 2014.

"It is better to fail in originality than to succeed in imitation."

A decent arrangement of time, persistence and solid assurance are pre-essential to be succeeding, every single fruitful organizations have radiant history which consistently fill in as estimation and guide for what's to come. **AADISHWAR FOOD PRODUCTS** is one of the most admired businesses in Delhi-NCR Region.

AADISHWAR FOOD PRODUCTS was started by **Mr. Dharmendra Surana** on, 2004, Alumni of **Institute of management Nirma University**. Mr. Surana has obtained an impressive mark of quality and taste with Competitive Rates. And manufacturing different kinds of Namkeens, Snacks, Savories, Accompaniments and Sweets.

They have great framework for creating things. They are utilizing the greater part of imported machine, for various kinds of Namkeen, various sorts of snacks and so forth.

Firstly, the company was started in order to compete in the modern trade markets and initially company got a huge order from the Future Group limited and now they are entering into the retail business along with tie-up with big hotels and restaurant chains like Hotel Hyatt Andaz, JW Marriott, Hotel Radisson etc.

The brand's range of products include over 100 products in the following categories:

- **Regular Namkeen:** Bhujia, Mixtures, Boondi, Chips, Matthi, Namak Para
- **Healthy Snacks:** Roasted Cereals (Wheat, Jawar, Bajra, Soya bean, and Corn), Diet Mixtures
- **Soya Snacks:** Soya Stick, Soya Chips, and Soya Katori
- **Seasonal Products:** Chikki, Gajak, Til, Peanut & Dry Fruits Chikki, and Revdi
- **Products for fasts:** Vrat Mixtures, Vrat Chips
- **Accompaniments:** Pickles, Papad, Khakhra, Dry Puris, and Fryums

Vision: To be one of the most respected organizations in vegetarian food processing industry, globally.

Mission: To build best people, best products, and best practices.

Buyer wise sales break up	
Modern Trade	70%
Institutions	10%
Job Work	20%

Product range wise sales break up	
All Season Products	55%
Seasonal Products	45%

The company has a work strength of 50+ employees and its own fleet of 4 commercial delivery vehicles.

Danaram's major competitors include- Haldiram, Bikaji, Bikano, Diamond, Balaji, and PepsiCo.

Upcoming Brand- Snackopia

Aadishwar Food Products is currently working on launching its own range of Roasted Seeds, Cereals and Berries under the brand name 'Snackopia'. This range of products is targeted towards high spending individuals with a premium offering.

New Initiatives by Interns

Danaram Direct



It is the company's free next day delivery system which is currently active in South Delhi Region. The unique features of this service are:

- Wide range (approx. 80 articles) of Snacks, Sweets and Accompaniments at factory rates
- Next-day delivery with no shipping charges
- No minimum order quantity

This service is unique, as the major players in home delivery service don't rate good on parameters viz. Quality, Minimum order Value, Variety of options, Affordability, and Personal Touch.

Sugar Free Sweets

Currently in developmental stage, this segment aims to target the diabetic population because of its unexplored and sizeable market. The company is focusing on R&D of both products and packaging.

PART- B

Main Body of Project Work

Introduction of the Market

The market for namkeen and snacks in India is about **INR One Lakh Crore**. Being a most lively segment, it has been seeing exceptional development in the ongoing past and keeps on extending quickly. Indian shoppers appear to have recouped their desire for conventional snacks, for example, sev, bhujia and namkeen/blends, which are adding to the great development pace of the organizations.

India conventional bites showcase has indicated colossal development in the recent years. The market is determined to develop with a CAGR of over 7% in not so distant future.

Expanding purchaser's mindfulness towards solid and bundled customary snacks has made a gigantic interest for Namkeen in recent years. Indian purchasers appear to have recouped their preference for conventional snacks, for example, farsan, bhujia and Namkeen passing by the noteworthy development pace of nearby firms, for example, Balaji Wafers and Bikanervala when their worldwide adversaries are battling. With higher buying power came about because of the high monetary improvement of India has brought about changing the inclination of Indian buyers. The purchasers are seen to be moving from free bundling Namkeen to standard, nearby and territorial, national brands.

Business Scope

Aadishwar food products is engaged in the manufacturing of Snacks, Sweets, Namkeen, Savories, and Accompaniments with the wide range of variants. It aims to reach to all retail and wholesale outlets in Delhi-NCR region. The basic business of this company includes tie up with the premium range hotel and restaurants. But after the Epidemic Lockdown Company took advantage of opportunity by establishing the delivery channel for home delivery of their products, which can be considered as a main business in future.

Danaram is a premium brand. our products are available at all major retail chain stores, top- end Hotels & Restaurants.

The Indian snacks market can be broadly divided into two categories:

- **Western snacks:** Potato chips, extruded snacks like Kurkure, etc.
- **Traditional snacks:** Namkeens, Bhujia, Daal, Bhakarwadi, Khakhra, Banana Chips, etc

Traditional snacks cover around 60-65% of the market in Indian snacks segment.

Until about forty years ago, there were just 2-3 types of available namkeens in the market. But after the mid-80s, the varieties developed tremendously and the triple layer pouch packing started playing a major role/ factor in developing the category, extending the shelf life of products to six-twelve months. Today, around 1,000 snack items are sold in India spanning various tastes, forms, textures, aromas, bases, sizes, shapes and fillings. Besides, some 300 types of savouries are sold in our country today.

Namkeens can be categorized into:

- **Single Product Segment:** Moong Dal, Peanuts, Nut Cracker, Mathri, etc.
- **Bhujia:** Aloo Bhujia, Bikaneri Bhujia, Plain Sev, etc.
- **Mixtures:** Madrasi Mix, Navratan Mix, Garlic Mix, Khatta Meetha, etc

Current Scenario

According to the results of a survey conducted by Mondelez, Indians have increased their frequency of snacking and sometimes replace a whole meal with snacks. 70% of those surveyed, agree that they indulge in higher instances of snacking through the day compared to a year ago; this is far more than the global average of over 22%.

In India, snacking is clearly becoming a big trend with more companies looking at expanding their portfolio beyond chips and cookies.

Challenges to the industry

- **High level of competition:** The business is to a great extent sloppy and divided, with numerous little and huge players in the area. This prompts a significant level of rivalry from residential and global players
- **Rising input costs:** Item costs have been increasing at record rates lately. As food represents a high level of the normal Indian's spending plan, even little value developments can majorly affect request.
- **Diverging consumer trends:** Indian market has a wide scope of shoppers with tremendous contrasts in salary levels and ways of life. This prompts the development of patterns in clashing ways simultaneously.

Competitors' Profile

Since Food and Beverage industry is a global one, Euro faces competition from various domestic and international players. The industry is largely unorganized and fragmented, with many small and large players in the domain.

Some of the renowned players in this field are:

Haldiram Snacks Pvt. Ltd

Built up in 1937 in Bikaner, Haldiram's is most likely the best player in this industry. The association has creating plants in a wide grouping of territories, for instance, Nagpur, New Delhi, Gurgaon, Rudrapur and Noida. Haldiram's has its own retail chain stores and an extent of bistros in Nagpur, Kolkata, Noida and New Delhi.

The association has created at a huge pace consistently and in 2017 it was designated as the country's greatest chomp association, beating all Other neighborhood and worldwide contenders. Haldiram's has in excess of 400 things. Its thing broaden joins standard namkeens, western goodies, Indian sweets, treats, sherbets, papads and pickles. The association moreover conveys arranged to-eat food things. Haldiram's things are displayed at various retail locations, for instance, baked good kitchens and candy parlor stores, among others, and besides on various business destinations.

Bikaji Foods International Ltd.

Another player with establishes in Bikaner, Rajasthan, Bikaji Foods International Ltd. was established in 1987. Their four best in class fabricating offices hold a complete assembling limit of 400 TPD, creating 300 items covering a wide scope of Bhujia, Namkeen's, Sweets, Papad, Western Snacks, Cookies, RTE, solidified nourishments among others; makes them perhaps the biggest maker of ethnic snacks.

Throughout the years, it has developed as perhaps the biggest maker of marked Indian ethnic snacks with a broad item go (counting bhujia, namkeen, desserts, papad and western bites) and has set up a national appropriation impression. Aside from its home turf of Rajasthan, the organization has a solid nearness is a couple of different states, for example, Bihar and Assam. As indicated by VCCEdge, Bikaji posted net deals of Rs 783.2 crore for the year finished in March 2018 as contrasted and Rs 608.7 the prior year. Its net benefit additionally rose from Rs. 43.7 Cr to Rs. 53 Cr.

Prataap Snacks Ltd.

Begun in 2004 in Indore, under the brand name Yellow Diamond. With a turnover of 900 Cr. furthermore, circulation in 28 states, today, Yellow Diamond remains among the top snacks fabricating organizations of India. They have 5 undeniable assembling units across India; the greatest one in Indore.

The snacks brand works in three classes and has an impression across 1.2 million outlets the nation over. These incorporate chips, namkeens and expelled bites and they contribute 22%, 12% and 68% separately to the absolute portfolio. According to the organization's yearly report, the income from offer of rings items expanded at a CAGR of 74.78%.

Balaji Wafers Pvt. Ltd.

Balaji Wafers is arranged in Rajkot. Gujarat, and creates and passes on potato chips and other grain-based stored snacks in various flavors. The association started in 1976 and has progressed into a Rs 2,000 crore association of things with an indigenous taste. In the fundamental stage, Balaji set up their plant in Rajkot. They worked there for around 22 years. Later they set up their new totally modified plant close Metoda G.I.D.C. outside the town of Rajkot.

Notable Trends in the Indian Food Sector

Changing Consumer Tastes

Wide scope of items, worldwide network, rising pay, youthful populace, expanding urbanization has prompted change in taste and inclination of household purchasers.

Rising demand of Indian Products in international market

Key geographic area and consistent increment in crude material creation help India to flexibly less expensive items to different nations.

Emphasis on healthier ingredients

Wellbeing cognizant customers favor zero-fat, low carb items. This interest has offered ascend to utilization of fixings with low carb levels and low cholesterol.

Packaging as a purchase influencer and communicator

Packings are a sign of significant worth contribution and thus empowers a costumer to look at the items before purchasing

Shift from usefulness in processing to usefulness to consumers

Consumers now demand better, safer and convenient foods and are willing to pay a higher price for the same.

Sensible Snacking

With a wide assortment of choices accessible, buyers have moved towards solid nibbling alternatives which has brought about makers to move their concentration to more advantageous assortments of nourishments.

While the marked market was made and driven by western bites, both western and customary bites today hold an about equivalent offer, showing the higher development of marked conventional tidbits. In any case, this doesn't suggest that the development has come at the expense of western bites; it is increasingly because of the unbranded market being changed over to a marked conventional market.

In the course of recent years, the market has seen a large number of exercises, the rise of new players, the extension of snacks portfolio through nonstop item developments, forceful advertising efforts to build up customer interface, move in utilization with expanding interest for comfort, and so on

While customers are moving up to marked items, the unbranded market stays gigantic in size. Likewise, there are as yet many customary nibble classes for which marked choices don't exist, which presents both an open door just as a danger.

Objectives

Improving presence on digital platforms

Partaking a digital presence for a business is advantageous in many ways. Most importantly, it helps reach a huge audience in a way that is both cost-effective and measurable.

Some benefits of digital marketing are:

- Increased visibility
- Better customer engagement
- Enhanced customer service levels
- Pull Marketing

Situation Analysis

Aadishwar Food Products' Signature image Danaram's intended interest group incorporates individuals of all age gatherings and socioeconomics. The idea of the item they bargain in, is with the end goal that it claims individuals everything being equal. Be that as it may, the organization couldn't benefit from the chance of improving its computerized nearness. According to the Facebook Ads information, advancing our business in a range of 10 KMs implied arriving at around 29 Lakh individuals.

Approach

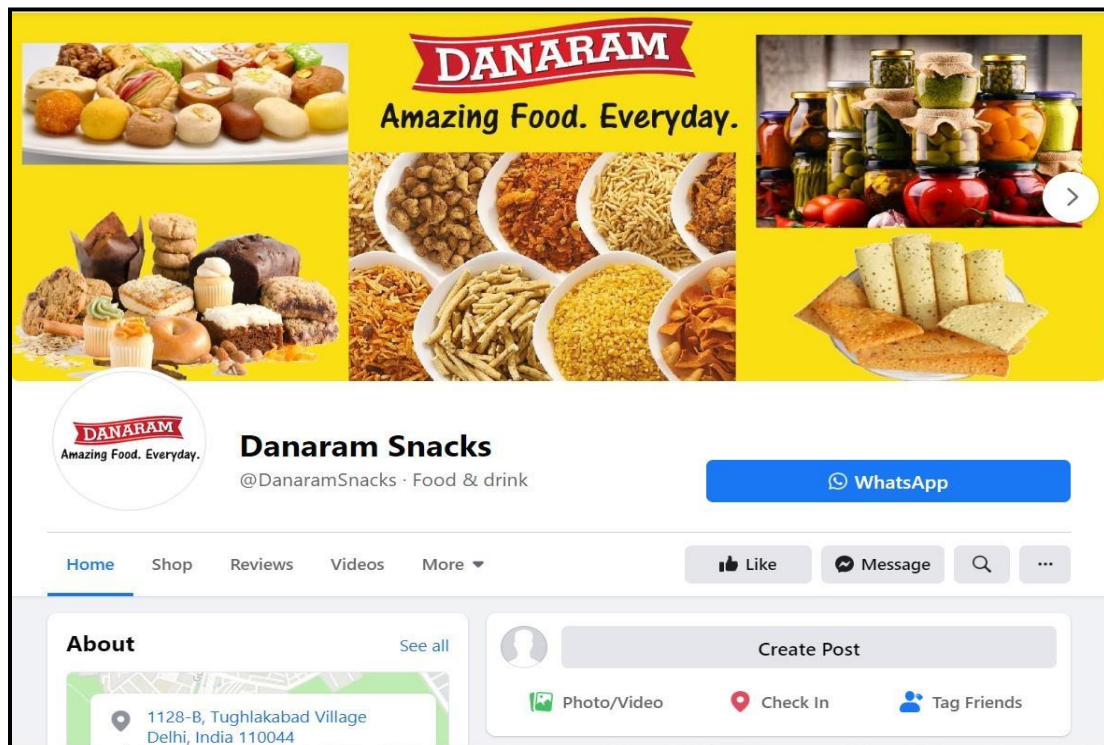
In order to make the most out of this opportunity, our team initiated a digital marketing program, which primarily focused on the most common social media platforms, viz. Facebook, WhatsApp and Instagram.

This program involved tasks such as- creating official page for the brand on these platforms, content marketing, post/page boosting, ad creation.

Task 1: Facebook Marketing

This task was carried out in 3 phases:

- Phase 1- Creating business profile for the firm's brand- Danaram



- Phase 2- Creating posts and ads

Danaram Snacks
14 May · 🌐

With Danaram Direct, your orders reach directly from our production unit to your doorstep, with complete safety precautions and guaranteed freshness of products. Place your orders at 8800 817 899 and enjoy our mouth-watering range of snacks.

OTHER BRANDS

Production → Distributor → Retailer → Customer

DANARAM DIRECT

Production → Delivery → Customer

Danaram Snacks
21 June at 15:00 · 🌐

Choose from seven Hand-Made Papad variants of DANARAM and make your meals complete!
Free Home Delivery in South Delhi, Noida, Gurgaon, Faridabad.
Call or whatsapp at 8800817899

#sundayfood #indianchats
#LockdownMoods #Lockdown2020 #LockdownLife #Foodies
#IndianSnacks #IndianMithai #covid19 #atmanirbhar
#danaram_delhi #SaturdayThoughts #SaturdayVibes #NaMo
#Family #IndianSnacks #IndianSweets #danaramsnacks #NCR
#DelhiNCR #Papad

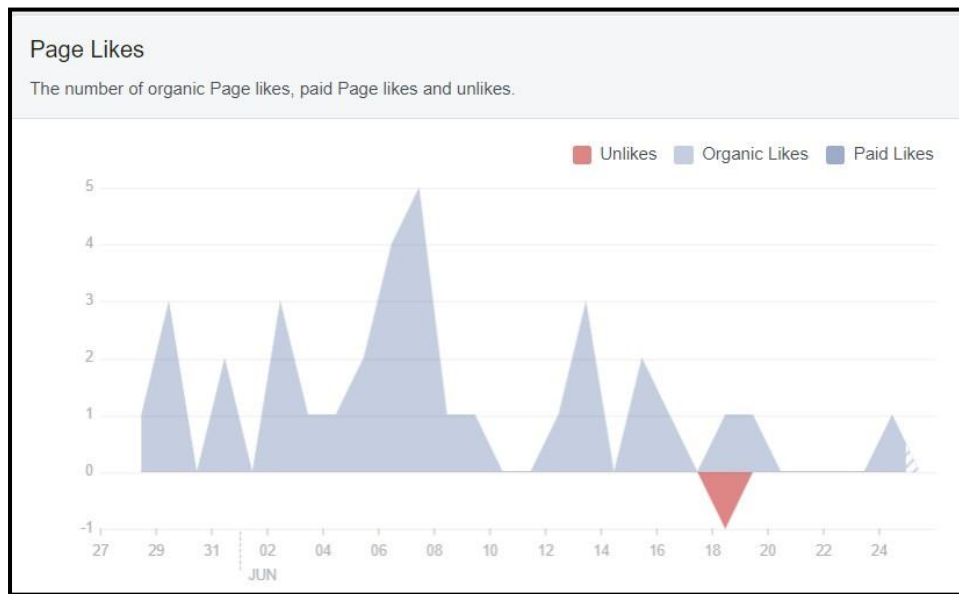
कोरोना से बचने के लिये कितने पापड़ बेले!
Now reward yourself with DANARAM's lip smacking Papads

Amritsari Papad
Pudina Papad
Chana Lehsun Papad
Moong Special Papad
Chana Methi Papad
Urad Punjabi Papad
Tiranga Papad

Free Home Delivery in South Delhi, Noida, Gurgaon, Faridabad
Call or Whatsapp at 8800817899

DANARAM
Amazing Food. Everyday.

- Phase 3- Tracking the insights and performance of the page



Reach: Organic/Paid

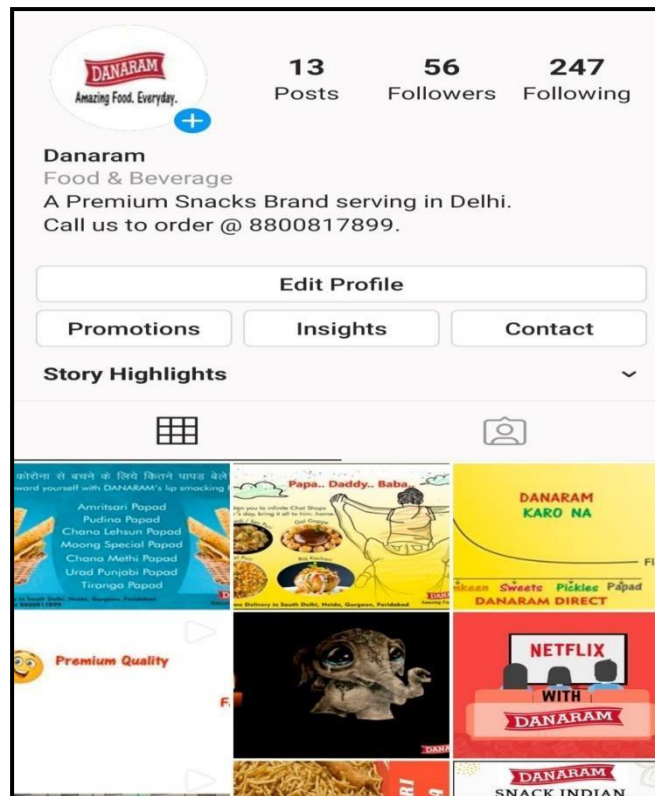
Post clicks

Reactions, comments & shares

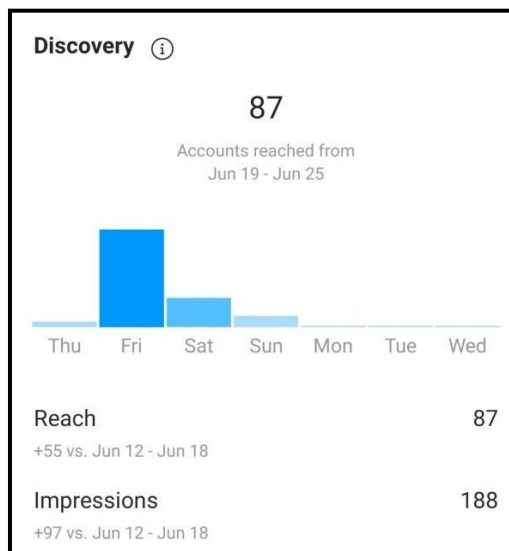
Published	Post	Type	Targeting	Reach	Engagement	Promote
21/06/2020 15:00				76	4 7	Boost Post
16/06/2020 18:48				69	2 4	Boost Post
15/06/2020 12:50				97	2 10	Boost Post
07/06/2020 15:24				634	34 43	Boost Post
04/06/2020 15:10				77	1 9	Boost Post
01/06/2020 15:40				76	2 6	Boost Post
23/05/2020 23:22				120	21 17	Boost Post
22/05/2020 08:46				85	3 5	Boost Post
16/05/2020 21:00				103	3 9	Boost Post
15/05/2020 14:11				88	5 6	Boost Post

Task 2: Instagram Marketing

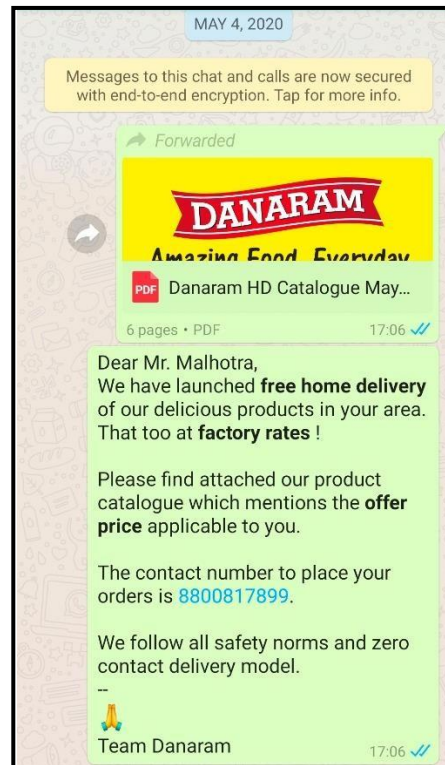
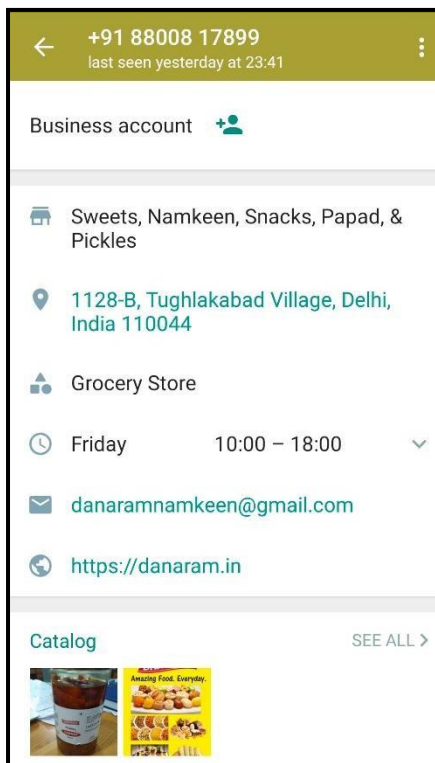
- Phase 1- Creating Business Profile



- Phase 2- Creating Posts and Analysis



Task 3: WhatsApp Marketing



Outcome

Improving the digital presence of the brand resulted in a better reach through online advertisements. This can be justified by the growing number of orders on Facebook and WhatsApp.

The customers were also satisfied with the prompt response to their queries which was not possible otherwise. This helped in creating a strong base of loyal customers in South Delhi region.

1. B2C Customer Acquisition

Customer acquisition is the process of acquiring new customers for business or converting existing prospect into new customers.

Customers are the backbone of any business and for a company to flourish, acquiring customers is the prime task. Customer acquisition is directly co-related to the performance of business.

Situation Analysis

Digital marketing played a critical role in developing the business and improving the brand's visibility in the market. However, there was a major chunk of targeted customers who were not active on social media platforms for various reasons. Discovering alternatives to reach these consumers through offline mode was important.

Approach

To reach this chunk of untapped customers, we resorted to the conventional method of cold calling and sales pitch. This task was carried out in three phases:



Phase 1- Lead Generation

To generate leads, geographic areas were identified which were supposed to be approached. The areas were restricted to South Delhi region. Various sources were used to generate leads such as- RWA Directories, Property Websites, etc.

As per the data of Delhi Development Authority, South Delhi region has close to **250 Resident Welfare Associations (RWA)** with a population of roughly **27 Lakh people**.

Phase 2- Cold- Calling & Sales Pitch

Reaching such a huge number of people in such a short span of time was practically impossible. In order to maximise our reach, we resorted to calling the office bearers of the RWAs, and brief them about the products offered by us. The objective of our call was to inform the customers about our products and share our digital catalogue. The RWA office bearers further shared the catalogue with the residents of the area on their respective WhatsApp groups.

Phase 3- After Sales Activities

After Sales activities aimed to retain newly acquired customers and promote goodwill of the brand. Some strategies adopted as a part of this activity include:

- Sending free samples along with a customer's order
- Special discounts on bulk ordering
- Organizing games, with the winner getting special goodies from Danaram

Results

Based on the records, this task was highly successful with a 77% conversion rate and numerous repeat and bulk orders from the customers. This plan also helped us to penetrate in areas which were not approachable otherwise. The number of daily orders also increased by roughly 20%.

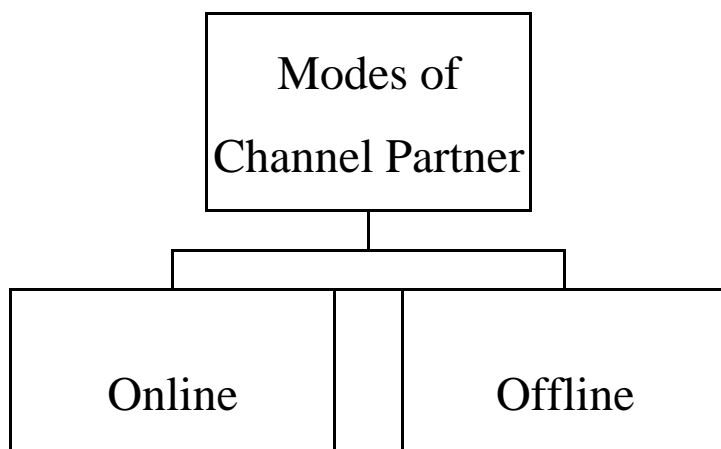
2. Channel Partner Management

A channel partner refers to the use of third parties to promote your business and increase profits through indirect sales. Partner types can include affiliates, other brands, distributors, or entities that take a commission for every sale they drive to your site.

An effective channel partner management results in a boost in sales. It also ensures an improved profitability as paying commissions to channel partner is economical then hiring full-time salesforce for the company.

Some benefits of having a channel partner are:

- Growth in sales
- Reaching new market and customer segments
- Leverage additional reach and trust from recognized brands
- Reduced cost of customer acquisition



Online Channel Partners:

These include Online Applications and E-Commerce Platforms. Some prominent names include- Satvacart, Amazon, Dunzo, MorningBag, Milkbasket, etc.

Partnering with online channel partners involved selecting various platforms based on their goodwill and vendor friendly policies. Other factors such as their market & technical expertise, customer base, etc. were also given due consideration.

During the tenure of 2 months, we managed to successfully onboard such renowned brands as:

- **Satvacart:** Satvacart is a Gurgaon based online grocery store. It sources from neighborhood stores in addition to stocking its own inventory. The company purchased our products in bulk and listed them on their website. Owing to its existing and loyal customer base, our sales witnessed a significant surge. **“We completed deal with Savta Cart at 44% Sales margin on MRP”.**
- **MorningBag:** MorningBag is one of the leading North India grocery e-commerce shopping website currently serving in Noida, Greater Noida, and Ghaziabad. They are soon planning to expand their services to Delhi, Gurgaon, Jaipur, Meerut, Faridabad, Chandigarh, Lucknow, Kanpur, Amritsar, Dehradun, and Shimla. This will help us reach markets beyond Delhi NCR region, thus increasing our market size. **“We closed the deal with Satva Cart at % Sales margin on MRP.”**
- **Dunzo:** It is a Bengaluru based delivery services company. The company offered delivery services of our products listed on their application in Delhi and Gurgaon areas. They offer a commission-based model, wherein they charge 16% + GST on the order value for grocery and staples.

Offline Channel Partners:

Offline mode dealt with General Trade stores and Supermarkets. Our target area for offline channel partners was Noida and Faridabad. This task was carried out in 3 stages:



Stage 1: Lead Generation

Leads were generated through various online directories and stores.

Stage 2: Cold-Calling

The objective of calling was to schedule an appointment with our sales executives for them to show our product samples.

Stage 3: Store Visit

At this stage, our executives visited the store and eventually converted potential clients as regular customers.

Results

The combined efforts of both online and offline channel partner management resulted in a significant growth of our business. Online platforms gave us better visibility and recognition. Offline channels increased our number of bulk orders.

7-S Framework Analysis

McKinsey 7S Model is a tool that analyses a firm's organizational design by looking at 7 key internal elements: Strategy, Structure, Systems, Shared Values, Style, Staff and Skills, in order to identify if they are effectively aligned and allow organization to achieve its objectives.

The following is the analysis of Aadishwar Food Products' 7S framework. Let's look at each one individually:

1. Strategy

Aadishwar Food Products has certain systems set down to use their serious quality and develop their business. These are:

- Widening of conveyance organize
- Enhancing Brand Image
- Developing new product offering
- Customer Satisfaction
- Leveraging showcasing abilities
- Improving utilitarian effectiveness

The entirety of the previously mentioned systems is in accordance with the procedures completed by the organization.

2. Structure

The organization has an all-around organized chain of importance beginning from the lower level representatives to Directors. The progression of correspondence is additionally very much characterized and the workers truly follow the rules. The administration has been given a specific degree of self-rule in dynamic yet should report any advancement to their quick senior. This training guarantees that a solid channel of correspondence and tasks is kept up.

3. Systems

The organization's principle action spins around assembling of eatable Snacks. This pushes the organization to receive robotization in their plant for mass creation. Their best in class fabricating unit guarantees that all wellbeing and cleanliness guidelines are kept up.

4. Shared Values

The basic beliefs of the organization have never been undermined with. Other than developing their business, the originators have been touchy towards keeping up altruism of the brand. The fundamental saying of the brand has stayed amazing nature of items. To guarantee best quality items, they source best materials from confided in sellers and keep up a solid connection with them. The organizers emphatically have faith in CSR exercises and have been engaged with different social government assistance activities in relationship with GIDC.

5. Skills

The administration of the firm is accomplished and very much prepared and hail from various foundations. This aides in building up a solid vision for the firm and the representatives can likewise adjust their abilities to the objective of the association. The representatives employed at **Aadishwar** Foods experience different preparing and acceptance programs before being sent at the plant. Their aptitudes are additionally checked and evaluated for execution examination. Restorative activities are recommended to representatives if there is a hole between their information and wanted objectives.

6. Staff

Productive labor is the way to effective business. Aadishwar Food recognizes the commitments made by their representatives and spotlights on drawing in and holding the best ability. Being in a particular business, the organization searches for explicit ranges of abilities, interests and foundation that can be an advantage for the business. If there should be an occurrence of any hole between the capability of a worker and the objectives of the association, the individual is prepared and propelled to arrive at their greatest potential.

7. Style

The organization follows administration style of cooperation. This style is received by the greater part of the organizations in light of the fact that the representatives must be treated as an advantage, who are working for the organization. Helping, rousing and settling representative work environment issues will in general make representatives progressively agreeable. Another significant angle under this style is that it guarantees that the groups work to deliver genuine outcomes and not simply shallow endeavors.

Competitive position in industry (Using Porter's Frame work)

Porter's Five Forces is a model that recognizes and examines five serious powers that shape each industry and decides an industry's shortcomings and qualities. Five Forces investigation is every now and again used to recognize an industry's structure to decide corporate system. Porter's model can be applied to any portion of the economy to comprehend the degree of rivalry inside the business and improve an organization's drawn out productivity. Porter's five forces are:

- **Competition in the industry:** Due to a large influence of unorganized sector in the industry, the competition is intense Existence of brand loyalty in certain products towards existing firms such as Amul in case of butter limits competition in these products.
- **Potential of new entrants into the industry:** • Capital Intensive - High speculations are required to setup preparing units; this goes about as a passage hindrance for new players
- **Power of suppliers:** An evaluation of how simple it is for providers to drive up costs. This is driven by the: quantity of providers of every fundamental info; uniqueness of their item or administration; relative size and quality of the provider; and cost of changing starting with one provider then onto the next.
- **Power of customers:** Tastes and inclinations of buyers in specific items change and thus brand steadfastness is low in these items Low exchanging cost makes purchasers change from one provider to another
- **Threat of substitute products:** Where close substitute items exist in a market, it improves the probability of clients changing to options because of cost increments. This decrease both the intensity of providers and the allure of the market.

No close substitutes of products such as milk, fresh fruits and vegetables are available in the market

In this manner, Five forces analysis helps organizations to comprehend the elements influencing productivity in a particular industry, and can assist with illuminating choices identifying with: regardless of whether to enter a particular industry; whether to expand limit in a particular industry; and creating serious techniques.

Key Observations

1. Advantages of Social Media Marketing

Adopting social media marketing as a promotional strategy resulted in a lot of positive results for the company. Some of them are mentioned below.

- **Increased Brand Awareness**

Implementing a social media strategy greatly increased our brand recognition since it led to engaging with a broad audience of consumers. People interacted with our content and increased brand awareness and began building our reputation as a business. Each post that was shared introduced us to a new network of individuals, which lead them to becoming potential customers. Many people were converted as new customers.

- **More Inbound Traffic**

Without marketing our business on social media, our inbound traffic was limited to our usual customers. Without utilizing social media as part of our marketing strategy, we were facing much more difficulty reaching anyone outside of our loyal customer circle. Syndicating our content on various platforms allowed individuals to organically reach our business. By marketing on social media, we managed to effectively open our business to a wider variety of versatile consumers.

- **Higher Conversion Rates**

With increased visibility, our business gained more opportunities for conversion. Every post, image, video, or comment lead viewer to our company's brochure and increased traffic. Social media marketing allowed our business to give a positive impression through a humanization factor.

When a brand is interactive online, consumers who follow your brand's accounts often begin to more completely trust the credibility of your business. Putting your brand in an atmosphere where people are sharing, liking, and talking, can only improve the conversion rates on your existing traffic.

- **Cost Effective**

Social media marketing is possibly the most cost-efficient part of an advertising strategy. Signing up and creating a profile is free for almost all social networking platforms, and any paid promotions you decide to invest in are relatively low cost compared to other marketing tactics. Being cost-effective is such an advantage because you can see a greater return on investment and retain a bigger budget for other marketing and business expenses. Just by spending a small amount of time and money you can significantly increase your conversion rates and eventually get return on investment on the money you initially invested.

2. Benefits due to addition of new distribution channels

Addition of new distribution channels benefitted the business in the following ways:

- **Reduced distribution costs**

Using an existing distribution network led to extending the company's geographical reach much more easily and quickly, without any investment in infrastructure, human resources and technology. And because retailers stock their shelves with our products and customers go to store locations to purchase them, we don't incur additional stocking and delivery expenses.

- **Wider customer reach**

Another advantage of distribution channel is the speed at which deliveries of our products took place in large geographic areas. Established distributors can readily tap a network of retailers and other distributors to help with market coverage.

- **Logistic Support**

Distributing products to large areas with minimal investment is taken care of by these channel partners. All the compliances, delivery and return commitments are to be fulfilled by the channel partner.

- **Availability of consumer data**

Channels can help by collecting demographic information such as age and zip codes of customers who are buying, and they also can ask for customer reviews about your product. This helps you collect feedback that can help you improve your product or increase sales

3. Challenges to existing operations of business

- **Lack of marketing strategy**

Given the level of competition in the industry, marketing plays an important role to make your brand visible in the market. The company's marketing strategies needed a more detailed and structured approach and result oriented objectives.

- **Absence of a structured chain of command**

The line of communication is very vague. There is no fixed channel and grievance redressal procedure.

- **Lack of a strong customer service mechanism**

There is no strong database maintenance mechanism for customer support or engagement.

Possible Problem Areas in Future

- **Decline in Sales due to lack of brand recognition**

Indian snacks industry is overflowed with numerous little and huge players at different levels. With each brand battling to catch significant stake of the market, brand name turns into their USP. Aadishwar Food Products is still at an incipient phase of its business with regards to acknowledgment in the market. Not every person knows about the brand and this postures as a significant test for the organization.

- **Limited availability of skilled labor**

Due to a shift in technology and skillsets of individuals, it is challenging to find people with the desired set of skills when it comes to sweets and snacks manufacturing. Shifting to automated technology is also difficult as most of the new players in market are unfamiliar with modern technology.

- **Transportation and Storage issues**

Even if the company manages to penetrate into new markets, transportation costs and storage costs prove to be price-tough. As the consumers taste also vary from state to state and region to region, preparation for different batches is a costly affair.

- **Shift in consumer choices**

One of the major challenges in the namkeen business is the ever-changing shift in consumer tastes and also health concerns. This can occur because of entry of new brands, better alternatives and various other factors.

Recommendations

- Increased efforts in marketing and creating customer awareness through wider distribution network can help the firm in gaining recognition. Sponsoring events with high viewership and choosing the right advertisement slots can also be helpful.
- To overcome the barrier of limited availability of skilled labor, staff should be trained to handle machines by the suppliers themselves. Having a standard operating procedure and properly designed training modules can help individuals to develop the skills required.
- Setting up of more manufacturing units can reduce this cost significantly. However, plant must be setup only in areas with high demand for the products.
- Establishing and maintaining a strong internal and external communication network. This will help in building an effective employee and consumer service mechanism.

PART- C

Learnings from Summer Project

APPLICATION OF THEORY IN THE PRACTICAL JOB

- During this period, one gets to appreciate the practical application of concepts learnt in class. Also, an internship shapes our work ethic and helps us get first-hand knowledge of the field or industry we are interested in.
- My time there has taught me much about my area of interest and the inner workings of a professional services organization.
- My biggest take-away, however, has been that it is all right to not know something. You are not expected to know everything; you are only expected to demonstrate an interest to learn.
- The opportunity to drive a project of this scale allowed me to work in all major areas of management. I saw a campaign that I ideated and created come to life! The execution of the project helped me learn about the nuances of change management. I was also able to witness the direct measurable impact the product brought with it.
- I started developing relations with various professionals in the industry, which is when I realized the importance of an internship. I put everything I had learnt in my first year to complete this project.
- It broadened my horizon and I now feel confident to take up more challenges; I feel ready for a challenging career and life. So, overall, my experience has taught me to be realistic, gather as much knowledge as possible and have fun along the way.
- Partnering with another business that is offering a similar product may seem inviting, but with a tech startup you may be biting off more than you can chew.
- Technology is an ever-changing industry and the products are always being updated so partnering could be double trouble if the product being produced soon becomes obsolete because another more advanced one has been created

NEW SKILLS ACQUIRED

While working with organization there are few skills, I have acquired

- **Knowledge about Digital Media:** Having worked on Social Media handles, I have knowledge about the basic features of all platforms trending.
- **Collaboration:** As part of a team, I have to understand my own strengths and weaknesses so I know how I can best contribute, as well as be aware of how I can bring out the best in others.
- **Research and Analysis:** I also had opportunity to do a comprehensive research for the company and came to conclusion about the purchasing decisions which have an impact on profits of the company.

The institute should work towards bring better marketing profiles. Being a Marketing major student and working the marketing department I was not exposed towards the major market working and the work was basic and had little importance to the core marketing activities of the company.

AUGMENTATION OF SOFT SKILLS

- Summer internship programme gave hands-on experience to me for my specialization area and it played an important role in management education.
- I could apply theoretical knowledge acquired from classroom studies like 7's and SWOT analysis, AIDA and SPIN sales technique, into practical business environment.
- I learnt to work as a team without focusing entirely on myself. I also developed patience in situations when I disagreed with another member(s) of the team.
- You won't really learn about work ethics until you are in a tangible work environment. In college education, we are used to making excuses for late submissions, short attendance and what not! But it is only when we are introduced to the actual environment that we learn work ethics.
- Internship helped me learn to manage time better by maintaining a balance between work and personal life, without harming any of them.
- The Summer Internship programme helped me develop confidence and enhanced my interpersonal skills.

INSIGHTS ABOUT MANAGERIAL ROLE AND DIRECTIONS FOR FUTURE LEARNING

- **Decisional Role:** An important class of management decisions involves *resource allocation*. organizations never have enough money, time, facilities, or people to satisfy all their needs. Resources are scarce and can be used in many different ways. A crucial decision responsibility of managers is to decide how best to allocate the scarce resources under their control between competing claims in order to meet the organization's goals. As a brand development Intern, we would customize the people, money, time and equipment accordingly.
- **Negotiator Role:** As an intern, important negotiations within your team, department, or organization was necessary. There would come instances where the client would feel the price too high and not be able to afford. The negotiation skills would come in picture. Overall, this internship taught us all the 10 roles of Henry Mintzberg.

After completing my Internship and getting hands on experience in digital world, I can rightly say that I want to direct my career in the Digital Marketing filed as

- The world is conveniently getting digital i.e. both individuals and the business are beginning to modify their marketing techniques with digital marketing methods. It can be agreed that the new strategies are quicker, more realistic and flexible than the conventional ones.
- Since both large and small organizations are heading towards digitalizing for better competition, survival, and growth, demands for experts in the field of digital marketing has increased. Looking at the pace of digitalization, it can be expected that future digital promotions will exceed all conventional marketing techniques.

TAKEAWAYS

- **Prospecting-**

- Finding out potential customers in the area of concern
- Determining the need and affordability of our product/ service
- **Takeaways** - Potential clients; list/ database should be big and variable enough to give interns conversion flexibility and multiple options to refer from while doing the on-field sales.

- **Preparation**

- Doing initial research about clients
- Analyzing client needs and customizing the product, if and as needed
- **Takeaways** - Three important learning's-
 - 1) While doing initial research about clients, study and analyze all the stakeholders including competitors
 - 2) Push for standardized normal product which everyone uses.
 - 3) If client is seeking customized product, ensure standardization is followed while pursuing customization

- **Approach**

- Set- up appointment with clients
- Give them idea about your product/ service
- Analyze their initial response to the proposal
- **Takeaways** - Important to establish a good first impression as a good first conversation with potential client have higher chances of sales conversion

- **Presentation**

- Actively demonstrate product/ service to the customer
- Be cognizant of companies; feedbacks, requirements
- **Takeaways** - Clients seek for easy and short presentation with more concentration on quantitative data. Qualitatively customers stress on these points-

- 1) objective of the proposed project
 - 2) Pricing involved in the project
 - 3) Returns expected out of the project
 - 4) Feasibility of the project
- **Generating**
 - Do competition analysis using tools like PESTEL, SWOT, Porter 5 forces
 - Determine the current market trends
 - Recognize factors related to product like ROI, Affordability,
 - Distribution costs etc.
 - **Takeaways** -Important to conduct this step to understand market and customer sentiments before starting to develop a product.
 - **Idea Screening**
 - Doing initial research about clients
 - Analyzing their needs and customizing to the product, if and as needed
 - **Takeaways** - Helps in cross checking if the product you intend to introduce in market is in line with what customers are demanding.
 - **Closing**
 - Leads can be classified into three types-
 - 1) Cold
 - 2) Warm
 - 3) Hot
 - If a lead is hot/ warm, these strategies can be followed-
 - 1) Creating a sense of urgency amongst the customer, in terms of future price spike, unpredictable availability of seats etc.
 - 2) offering discounts, cash backs, free one-month services and other promotional prospects to get them on board.
 - **Takeaways** - Important to have a deal closing strategy which safeguards the interests of both the parties.

- **Follow Up**

- Turn customer into a happy customer as he/ she can lead to more potential customers
- Have basic knowledge about the product you sold in order to help clients
- **Takeaways** - Important to establish good contact with present customers. Cheaper to retain current customers, than to acquire new ones.

- **Market Survey**

- Based on the initial research, arrange surveys.
- Conduct survey digitally via online forms or in-person interviews
- Post survey, arrange for Focus Group Discussions
- **Takeaways** -
 - 1) Surveys should try to capture the market sentiments
 - 2) Surveys should have try to generate equal amount of qualitative and quantitative data for thorough analysis
 - 3) On-field survey gives more data than online survey
 - 4) Online Survey forms questions should be short
 - 5) While designing survey forms, it is important to have all types of questions in it.
 - 6) Have people from variable background while conducting focus group discussions

- **Analysis**

- Analyze the data received from the survey
- Determine metrics to measure data
- Segregate qualitative data and quantitative data
- **Takeaways** -
 - 1) Equal concentration on qualitative and quantitative data while conducting analysis
 - 2) Correlating questions and their subsequent answers to each other in order to reach conclusions.

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Annexure 1: The ‘Project Completion Certificate



Aadishwar Food Products

To Whomsoever It May Concern

This is to inform that **Mr. Ankesh Jain** has successfully completed his internship with Aadishwar Food Products as Management Intern from April 23, 2020 to July 03, 2020.

The title of the project was “Customer Acquisition, Digital Marketing and B2B Channel Development” and it represents the original work done by him.

We wish him all the best for his future endeavours.

.....
Dharmendra Surana
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New Delhi.

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Annexure2: Undertaking page for Summer Interim Report

UNDERTAKING

To Whom It May Concern

I, Ankesh Jain, therefore proclaim that this task is my unique work and isn't duplicated from anybody/anyplace. Whenever discovered like different sources, I will make total obligation of the move, taken thereof by, Institute of Management, Nirma University.

Name- Ankesh Jain

Roll no.-191314

Section- C

Batch- MBA-FT (2019-2021)

Date- 18.07.2020