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Summer Internship Report



Submitted to:

Prof. Parag Rijwani

Submitted by:

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Institute of Management, Nirma University

Date of Submission: 5th July, 2020

ACKNOWLEDGEMENT

I, Deesha, would wish to express my sincere gratitude to Mrs. Nirali Verma, Deputy Manager-CRM at Maier+Vidorno (M+V), Gurugram for providing me the opportunity to work on this project for 8 weeks and be a part of the organization. I also wish to convey my thanks towards Mrs. Verity Corbett and Mr. Atul Pandey, my mentors at the organization who gave me invaluable insights, suggestions and feedbacks as and when required for my project.

Finally, I thank Almighty God for giving me strength and blessings to carry out my internship successfully even through the difficult times of a pandemic.

I also wish to thank my faculty mentor Prof. Parag Rijwani for being always available to solve any doubts and problems and his keen interest in our welfare.

EXECUTIVE SUMMARY

I pursued my Summer Internship at Maier+ Vidorno, Gurugram. Maier+Vidorno is a German Business Consulting firm having branch offices in Germany, Japan and USA. They have 4 offices in India- Delhi, Chennai, Pune, Bangalore. The firm is into India Entry Services like company formation, payroll management, recruitment, sales order management, etc.

My role in the company was that of a Marketing intern. Fortunately, I also explored other parts of the organization as well like CRM, ERP, Business Development, Digital Marketing and Analysis.

This internship played a vital role in shaping my interpersonal skills and etiquettes. The internship provided enough opportunities to network with people from different domain and this made me realize how different functions of an organization depend on other functions.

The top-level management at the organization was very approachable and they guided me immensely. I got to learn and contribute a lot as my reporting managers were kind enough to let me experience thing out of my job description.

The virtual mode of the internship was a completely new experience for me. It was challenging but a definitely a valuable learning experience.

Overall, an MNC with a complete foreign work culture and a virtual internship came as a blessing in disguise for me. My colleagues were friendly enough to ask about my progress time and again and have been helpful every time.

PART A: PROFILE OF THE ORGANIZATION



Maier and Vidorno is a management consulting firm that helps companies enter or expand in the Indian market. Entering a new market is always a challenging task especially one as diverse and difficult as India. M+V proves to be a one stop solution for all the management needs of companies looking to expand or enter the Indian market. The company is a SME (Small & Medium Enterprise). It offers a 360° solution to UK and European companies who want to Enter & Expand in India. M+V offer pragmatic and tailored operational management services, perfect if you are preparing to enter the Indian market or have already invested. M+V has a team of 175 employees – Experts in Finance & Accounting, Supply Chain & Order Execution, Human Resource, IT & ERP; all supported by our in-house recruitment and consulting team

To succeed in India a company needs a well thorough plan and operational excellence right from the start – and for this it needs a partner it can trust who really understands India.

M+V is represented with three corporate registrations,

- Maier Vidorno Gmbh
- M+V Marketing & Sales (P) Ltd.
- M+V Market Development Services (P) Ltd.

With 20 years of experience along with 150 experts and 4 office and support centers across the country, M+V has successfully worked with 1500 clients all over the world.

M+V operates from Delhi NCR, Bangalore, Chennai and Pune in India.

The company's annual turnover is around INR 60 Million.

Let M+V make India simple for you!

Whenever you speak to international companies about India as an investment destination you hear the same things about regulation, complexity etc. Our services have all been developed to take these challenges off your hands so that you can concentrate on building market share and making the most of India's great potential.

How can M+V support your business in India?

M+V bring Global standards to India in all our service modules:

M+V Basic Corporate Services: Accounting, Taxation, Company Secretary & Payroll.

M+V Integrated Supply Chain: Purchase & Sales Order Execution, Import, Warehousing, Logistics, Invoicing, Collection & Documentation.

M+V After-Sales: Nationwide network of qualified Engineers and Spare Part Management for maintenance & repair.

M+V Management: Internationally experienced Senior Managers – just when you need them. Rent a CFO, HR Management, Sales Performance Management, Strategic Advisory (Board Membership & Governance), Resident Director & Authorized Signatory, and Dealer/Distributor Performance Management.

M+V BUSINESS CONSULTING:

Your trusted advisor for your investments in India

From your first day onwards, M+V can accompany your India venture. M+V support you in knowledge creation, planning and decision making; and M+V support you in the implementation of the plan you decide upon.

M+V also enjoys the support of a vast network. The picture below showcases a few of them.



Source: <https://www.maiervidorno.com/>

SERVICES

Market Entry and Expansion

Business Implementation

Performance Improvement

Market Entry & Expansion – Right from market research to recruitment to manufacturing set up M+V is the right partner to help you enter the Indian market.

Business Implementation – M+V also helps in all the administration and implementation needs of the company. This gives businesses the opportunity to focus on their sales while, M+V takes care of everything else.

Performance Improvement – Leaving no stone unturned M+V also takes care of the business problems and challenges.

Recruitment - Our Executive Search team will find the right people for you in India. What makes us unique is that M+V work with many of the people M+V recruit for years afterwards

as M+V support their back offices. This means M+V have built real understanding of the personality traits; skill sets and company structures that work best for foreign companies in almost every industry in India. M+V know the salary you need to pay and what is likely to motivate – or demotivate – your India team.

Manufacturing Set-Up - India is an exciting market, and “Make in India” has incentives for foreign and local companies to manufacture in India. Setting up a local production unit in India needs local knowledge, and our holistic approach provides that knowledge at every step. M+V acts as your on-site construction manager in India and manages all aspects of setting up the factory – Technical and Commercial.

M+V goal is to help foreign companies be commercially successful in India and protect the interest of shareholders. Every time M+V do this M+V get another successful reference.

COMPETITORS

- Sannam S4 – Established in 2008, Sannam S4 aims to help international companies to explore, enter and expand in the Indian market. It has also established and operates US Business Centers, that work towards improving & promoting trade and investments between India and US.



- Tecnova – Tecnova India started operations in the year 1998. They work with the goal of making their clients successful along with making them happy. They help companies enter the Indian market, expand & grow and also monitor their performance.



- Invest India-Established in 2006, it is a non-profit venture that works as an investment promotion and facilitating agency. The services offered by them include business planning & advisory, strategy & implementation and a long-term partnership.



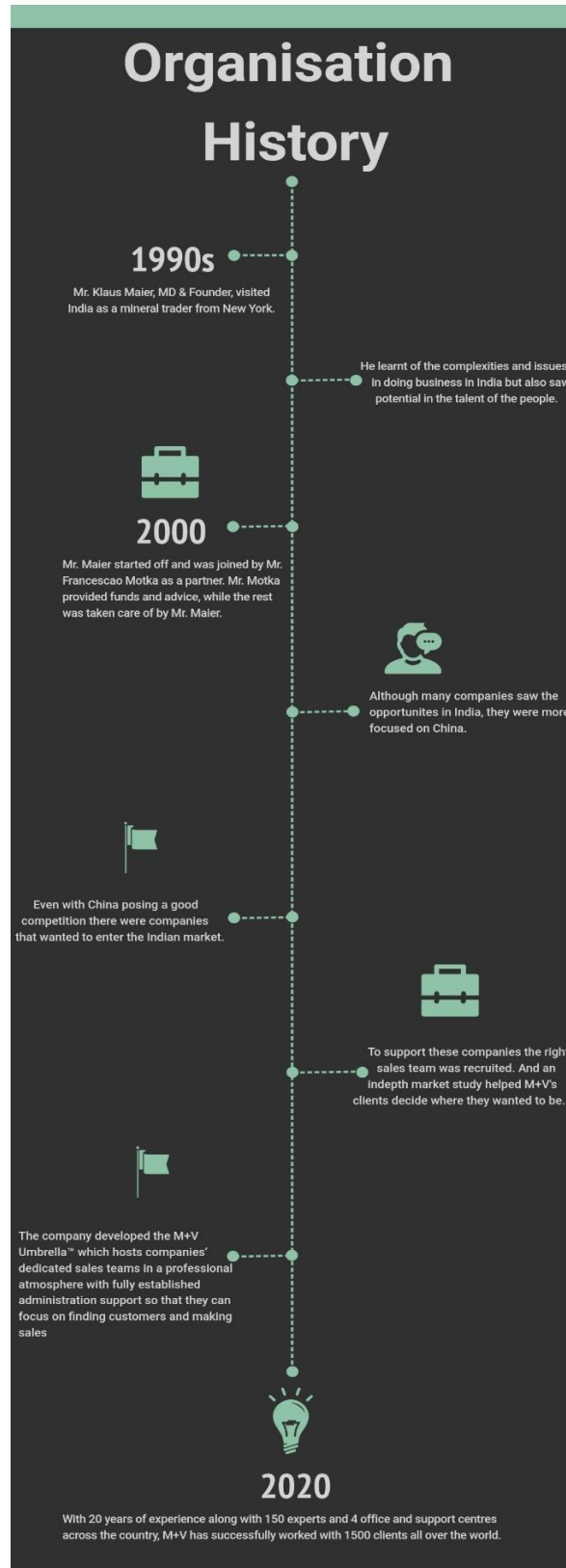
- IndiaConnected – Founded in 2014 IndiaConnected helps Dutch and Flemish countries that want to enter & expand into the Indian market. Right from market entry, production, sales, recruitment, cultural training to corporate restructuring and back-office service, IndiaConnected does it all for its clients.



Dr. Wamser + Batra – Founded in 2007 it has two Indian subsidiaries, Dr. Wamser + Batra India Pvt. Ltd. and WB Trade and Services Pvt. Ltd. It works to help European and other international companies to enter & expand into the Indian market. Till date they have catered to around 300 clients in their successful endeavors.



ORGANIZATION HISTORY



Klaus Maier, the founder and Managing Director, visited India in 1990s as a mineral trader from New York. He travelled across the country visiting mines and suppliers and found the vast dynamic world of making business deals in India interesting. Working for the subsidiary of a foreign company he learnt first-hand how confusing and complex Indian business can look from the outside, yet he also saw that the country had so many talented people trying to make the most of their opportunities.

He started off in 2000 with his savings, a desk and a phone. Luckily, Klaus also had expert advice from Francesco Motka who had been the head of Schenker in Delhi and came in as a partner. He provided funds and advice and left the rest to Klaus and he spent the first few months talking with all companies in Germany who were contemplating expansion to India to see what help they needed. Many companies saw the opportunities, but were much focused on China at that time where growth was increasing year on year and the government made entry easy for foreigners.

There were still enough companies who saw India as an opportunity for expansion, though. Either they were already established in China or looked at India as a strategic balance to competition in China. Every service M+V developed was designed to solve a problem of one of these companies. And when the company found more companies with the same problems, they developed the service to be as efficient as possible.

To support these companies, M+V set up a recruitment team who could look beyond CVs and find the right sales team for the right customer.

M+V also undertook snap shot and in-depth market studies for customers looking at the market, its potential and their competition and helping them decide where to be.

The company developed the M+V Umbrella™ which hosts companies' dedicated sales teams in a professional atmosphere with fully established administration support so that they can focus on finding customers and making sales.

Every year M+V met more companies who were doing well but could do better, or were facing frustrations because of the sheer scale of India – and the scale of the bureaucracy back then.

SIZE OF THE ORGANIZATION

The company is a SME (Small and Medium Enterprise), having offices in Delhi-NCR, Pune, Chennai, Bangalore in India and other countries like USA, Japan and Germany.

The Indian head office in Gurugram (Delhi-NCR) has a staff of 170 executives employed in different domains like Sales and Order Management, IT and ERP, Digital Marketing, Business Development, Recruitment, HR, Legal Advisory, Accounts, Customer Relationship Management and Corporate Services Department.

The company's annual turnover is around INR 60 Million.

PART B

RESEARCH BASED PROJECT

Aim: To prepare a competitor report for internal improvements and analysis.

Introduction:

In this highly competitive world, it is very important that you know your competitors and what efforts they are putting in. By doing this you can strategize to be ahead of them by planning ahead of time. You can also learn from their good work and their mistakes.

One of the tasks assigned to me by the reporting manager was to prepare a competitor analysis report for internal analysis.

Objective:

To understand what online activities are being carried out by the competitors, and to learn from their campaign and posts. To find out the best performing companies and analyze what was working for them whether it was their quality of content or the frequency of their activity?

Utility:

The present project has enormous utility. The research would help us analyze competitor's performance versus ours in terms of the kind of content being put online and the engagement being generated from the same.

Methodology:

The methodology used here was that of primary research and numerous free tools available online.

Tools like:

- MOZ (www.moz.com)
- Alexa (www.alexa.com)

- Seositecheckup (www.seositecheckup.com)
- Seooptimer (www.seooptimer.com)
- Semrush (www.semrush.com)
- Owler (www.owler.com)
- Similarweb (www.similarweb.com)

These tools help in extracting information about the company, establishment, CEO Scores, Revenues, Employees and competitors.

Some of the identified competitors of the company were:

- Tecnova
- Invest India
- India Connected
- FICCI
- IFCCI
- IGCC
- Sannam S4
- Dr Wamser + Batra

PART C: LEARNING FROM SUMMER INTERNSHIP

Working at M+V was a great learning experience. The working environment is very good with employees that are extremely dedicated and motivated. The digital marketing team is not just handling social medias but is also committed to develop new business.

Initially I was given the task of data research and data entry. It was a tedious as well as a boring task, but it was important for further analysis and decision making and that kept me motivated. M+V is a big organization and has a lot of potential. Some of my personal suggestions to the company are:

1. M+V must come up with new products like M+V Umbrella™
2. Recognize the potentials of the internal employees and motivate them to work efficiently

3. With respect to the high attrition rates, M+V should plan to provide compensation at par with other firms.

4. Clients are mostly satisfied with M+V's services but still, it can do better with experienced managers.

I am very happy to implement the strategies I have learned in the first year of the MBA course, which I obtained through marketing management - and strategic management courses. The B2B market differs a lot from B2C market. Here are the features I encountered in the project:

- The buying behavior of the B2B market is completely different from the B2C market. There is a refined and professional enclosure in the B2B market. This is done by considering the profit margin.
- I also learned the various digital marketing tool and that how sitting in India you can develop business across the globe by just your content

One of the biggest parts of my learning in the internship was networking with different people and managing under different reporting managers.

I also benefited from the internship in developing my soft skills. The importance of being well prepared in advance and always having data to support my claim becomes apparent. I also learned the etiquettes of working in a corporate, working with C-Level Executives and communication.

Overall, the internship further strengthened my decision as to what I want to pursue over the course of time and also gave some big learnings.

TASKS PERFORMED DURING THE INTERNSHIP

During my internship I have worked on numerous tasks assigned to me. They ranged from the Marketing domain to CRM and also Business Development. These tasks have helped me understand the nuances of a B2B market.

- Writing and uploading content on Blogger platform – I wrote blogs and updated them on the Blogger platform. The blogs were about the podcast series being conducted by M+V, the webinars and events organized by the company and also the webinars company participated in. It was kept updated with all the activities of the organization.
- Competitor Content Analysis – I was supposed to analyze the content the competitors were

putting out. Which companies were performing extraordinarily well, the reason for their user engagement? This task was done for internal analysis and worked to understand where we stood in terms of content creation in respect to our competitors.

- Using Leadfeeder and LinkedIn Sales Navigator tool – I also learned to use the Leadfeeder and LinkedIn Sales Navigator tool. These tools help to gather information about people who have shown interest in the company. Never having worked on these tools before it was a great learning experience on working in an efficient way.
- Primary research for data – I was required to collect data for different needs and the way to achieve that data was primary research. This made me value patience and the benefits of primary research. It was a time taking task but necessary for further analysis and decision making.
- Event cover story – I would also cover the events that were either being organized by M+V or the events that M+V participated in.
- Website tracking details analysis – Another task I worked on was the analysis of the companies that visited the company website. It was done through Google Analytics. This provided us with leads of companies and people that had shown interest in the organization and taken the first step to make a contact.
- Data base management – The company maintains a detailed database. I was required to contribute to it through primary research and use of different tools.
- Primary research for industry – For all the current and ex customers of the company I did a thorough research of the industry they belonged to and place them in their main and sub-category of the industry classification.
- Detailed analysis of C-Level Executive's data – I also did a very detailed analysis of C-Level Executives. This included their current company, designation, company name, industry and the country company belonged to
- Off-Page content posting for branding – I was also involved in the off-page content posting for the purpose of branding. I was regularly posting on platforms like Reddit, My Space, Plurk, Tumblr, We Heart It. (Annexure – A)
- Event promotion – I also worked on promoting the events that were being organized by the company. This also included targeting the people with a probable interest in the event and

make them aware of the event.

- Video Summary – I also wrote summaries for videos posted on company's social media platforms like YouTube. (Annexure – B)
- Writing for the company website – I also a blog that was featured on the company website. (Annexure – C)

ANNEXURE

(A)



Maier+Vidorno

Making
International companies successful
in India using our highly
professional solutions.





Successful Business Development in Japan
Short Webinar at 11 am EST on June 9, 2020

Maier + Vidorno in association with Fenetre Partners, Ltd. conducted a webinar on "Successful Business Development in Japan" on 9th June 2020. The panel had Yasushi Hasegawa (Co-founder & Representative Director | Fenetre Partners, Ltd.) and Satoshi Takayama (Co-founder & Representative Director | Fenetre Partners, Ltd.). The webinar was a very informative one as along with an overview of Japan's economy & industry it also talked of the sectors the US companies could target. And the session also threw light on the challenges and recommendations for doing business in Japan.

In a general overview, Japan is not really an ideal destination but if the American companies are targeting global manufactures or solutions for the

Following are the three infographics that we have prepared for you to help you understand the current situation in Japan and how to manage it effectively.



[#ReOpeningIndia](#) [#Unlock1_0](#) [#ReOpenBusinesses](#)

India is now in Unlock 1.0, and it's time to unlock your office and get your business back on track. There are a lot of recommendations out there - from the government, scientists and institutions. We've read as much of the advice as we could find and summarised the key points into three simple infographics to help you unlock and re-open your offices and production as quickly and effectively as possible to:

1. Re-open your office safely ([#GeneralGuideLines](#))
2. Manage your teams if an employee shows [#Covid19](#) symptoms

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(B)

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Advice To Expand Your Market In India - Mr. Pavan Choudary (...)
17 views • 2 weeks ago

Mr. Choudary believes that to expand your market in India, you must give up any sort of judgment. Being judgemental you will not be able to see the full potential that India has to offer and be only focused on its drawbacks. However, if you keep an open mind you will be able to do good business in India.

(C)



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We have answers for a lot of the common questions people ask about **doing business in India**. To learn more, click the link that best matches the information you are looking for:

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Lockdown has helped with some of the challenges of the market

If you are thinking of **selling in India**, then go online. With some **690 million active Internet users**, India is the second-largest online shopping market in the world. The e-commerce industry in the country is snowballing. In the last three years, market turnover has doubled from 20 to more than 40 million dollars. Plus in a national survey at the beginning of 2020, **74%** of Indian Internet users indicated that they had made at least one online purchase in the past month. Online shopping giants such as Wal-Mart, Alibaba and Amazon are investing billions in India. For now, the **corona** crisis is not throwing a spanner in the works.

The effect that the global **COVID-19** outbreak, and the Indian lockdown that followed, will have on the country's economy is only a guess at this time. But what is already clear is that the **Indian eCommerce sector** has benefited from the lockdown so far. Indians can no longer go to supermarkets or malls and have moved quickly to getting daily products numbers online. "We see a significant jump in orders, which increased by some 20 to 30% in March and we expect online shopping to grow even faster in the coming months," said **Vipul Parekh**, one of the founders of **BigBasket**, India's second-largest online supermarket.



Month	Orders (Millions)
Jan	1.5
Feb	2.5
Mar	3.5
Apr	4.5

(D)



M+V Market Development Services Pvt. Ltd.

MDS//IC-003/HK

16th June'20

TO WHOM IT MAY CONCERN

This is to certify that **Ms. Deesha** has successfully completed 3 months of her internship in Marketing department from **15th April'20 to 15th June'20** at M+V Market Development Services Pvt.Ltd. During the period of her internship programme with us she was found punctual & hardworking.

We wish her every success in life.

Yours faithfully,
For M+V Market Development Services Pvt. Ltd.

A handwritten signature in blue ink, appearing to read 'Vibhuti'.

Vibhuti Sharma
Head – Human Resources

