



**Institute of Management, Nirma University**

**SUMMER INTERNSHIP PROJECT**

**Company: ADAAYA**



**Project Title:**

**CONTENT STRATEGY & DIGITAL MARKETING**

**Submitted to:**

**Prof. Sandip Trada**

**Submitted by:**

**Kajal Baid  
(191428)**

***Date of Submission: 5<sup>th</sup> July, 2020***

## **DECLARATION**

I hereby declare that the report namely “Summer Internship Project” is completed by me which is based on my practical work experience and a comprehensive study of the existing activities of Adaaya Farm.

I also declare that this report is my original work and does not breach any existing copyright. This particular report has not been previously submitted to any other University/College/Organization for academic qualification/ certificate/ diploma or degree.

I have prepared it for the academic purpose of Masters of Business Administration degree which requires practical work experience.

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## ACKNOWLEDGEMENT

Foremost, I sincerely thank the **Institute of Management, Nirma University** and the **Placement Committee** for offering me this summer internship opportunity even during such difficult times.

I would like to express my sincere gratitude to my mentors **Mrs. Roli Bhat & Mr. Harsh T** (founders of Adaaya Farm) for the continuous support, patience, motivation, enthusiasm, and sharing immense knowledge throughout the internship. Their guidance helped me in learning a lot about the industry and helping me to be corporate ready.

I would also like to thank my Faculty Guide, **Prof. Sandip Trada** for his consistent support and guidance throughout the Corporate Internship Programme, 2020.

Last but not the least, I would like to thank my fellow intern **Lakshya Gupta** who helped me throughout the project and created a very cordial environment at work.

## **EXECUTIVE SUMMARY**

Adaaya Farm is a social business that manufactures eco-friendly areca palm dinnerwares. This report covers all the work and research done during the internship which was for the duration of 2 months. The project was divided into 2 phases; Phase I and Phase II. Due to the outbreak of COVID-19 that has hit the whole world, this was a Work from Home internship.

The report is divided into three parts, Part A, B and C.

Part A of the report starts by describing the profile of the company in detail. It covers certain aspects about company like product range, customer profile, competitors, financial performance, growth story and the organizational culture. This part concludes by describing the future strategy and SWOC analysis of the business.

Part B illustrates the project work done during the internship. The project was divided into two phases and this section mentions all the tasks and submissions done under each phase. At last, Part C of the report is about the learnings gathered from this corporate internship project.

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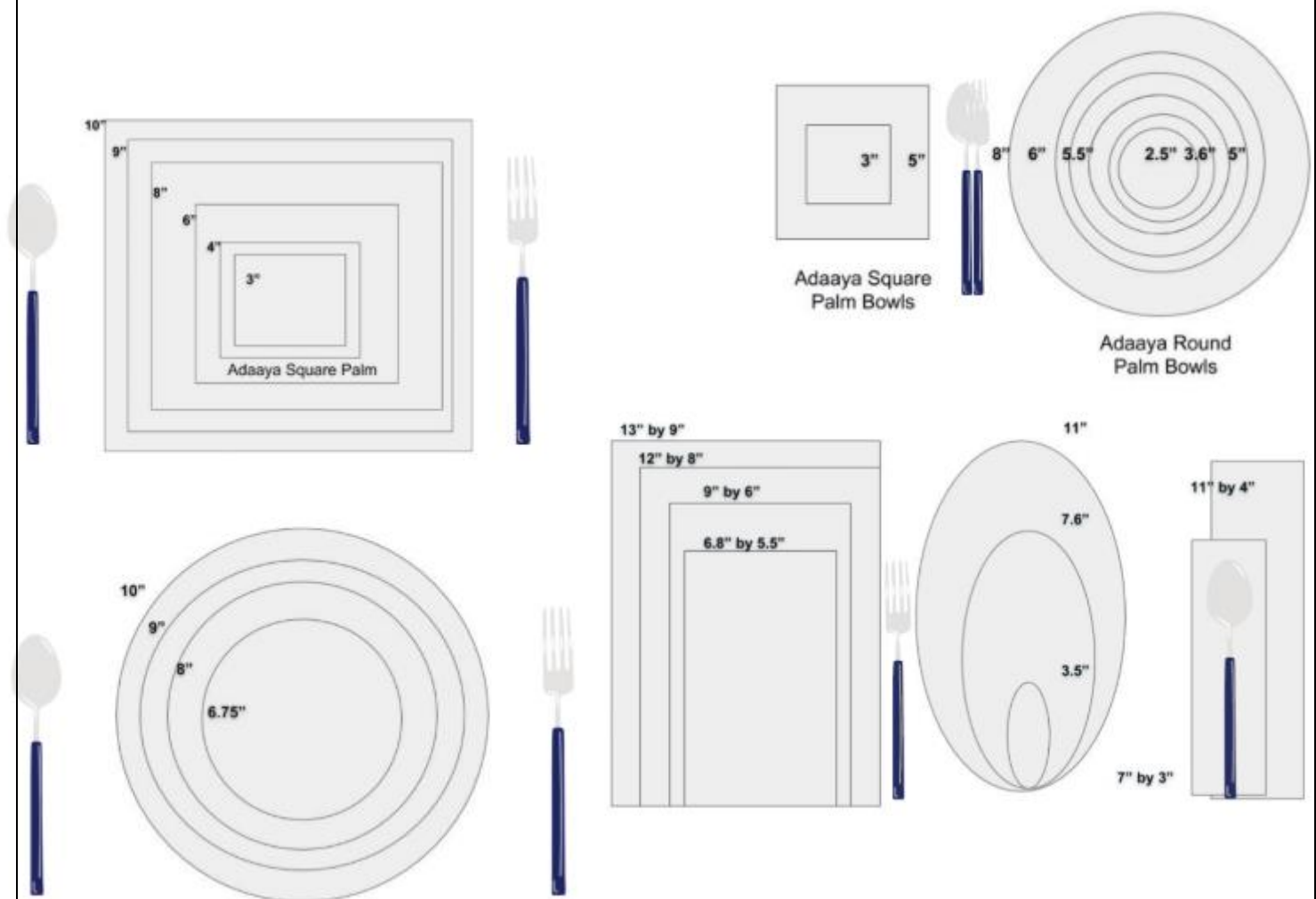
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**PART – A**  
(Profile of the Organization)

## ABOUT THE COMPANY

ADAAYA is a leading manufacturer and exporter company that manufactures disposable dinnerware made from Areca palm leaves. It was established in 2014 by Harsh T and Roli Bhat with the motive to replace plastic and paper disposables with Areca Palmwares which are 100% natural and completely bio-degradable. Adaaya has its headquarters in Chennai, Tamil Nadu. It currently exports to 28 countries which include nations like USA, Europe, and Australia etc. In India, bulk orders are made from restaurants, cafes and functions like weddings and birthday parties. The resurgence among the people to move towards sustainable development lays a huge potential for these disposable palmwares.

The product range of Adaaya includes different sizes of serving plates and bowls and cutlery. Below here is the size chart which shows different variants of plates and bowls being sold by Adaaya:



## PRODUCT RANGE





## CUSTOMER PROFILE AND SEGEMENTATION

The customers of Adaaya are primarily the wholesale buyers who in turn sell them to the retailers and then retailers sell them to the ultimate customers. For foreign countries as well, Adaaya sells their product to either wholesale buyers or local suppliers which are then purchased by multinational retailers like Walmart etc. Therefore, Adaaya has made connections with certain retail brands as well.

Mainly, the buyers of Adaaya are the high end customers, who are conscious and passionate about the eco-friendly dinnerwares. These buyers are concerned about the carbon footprint caused by the products they are using and want to replace usage of plastic as much as they can. However, not much information is known about the end users in foreign countries as sales are done via local suppliers and wholesalers in the respective country.

## COMPETITORS



Since the demand for eco-friendly disposables has been on a rise from past few years, several competitors have also stepped in the market to sell areca plates. Level of competition varies as some of them are aggregators who act as mediators between buyers and sellers and some businesses sell directly to the buyers. Adaaya targets to directly sell its products to buyers and eliminate the need for middlemen.

One of the biggest competitors of Adaaya is *Magnus*, who is in the same industry to produce leaf dinnerware so as to reduce the impact on the environment. It was founded in 2000 and is located in Coimbatore, Tamil Nadu. The product ranges from different shapes of bowls and plates, cutlery and party packs, similar to Adaaya. Another strong competitor of Adaaya is *Eco Leaf Plates* who sells the areca cutlery and also sells customized dinnerwares.

Adaaya's competitors include those who are the manufacturers and those who are the aggregators of areca leaf disposables. These aggregators collect products from the manufacturers and sell them to the respective customers.

## FINANCIAL PERFORMANCE

Adaaya has been profitable since last 5 years. From day 1, Adaaya has been able to earn profits and sustain in the market. Since it is a niche startup, not much information related to financial performance was available through any platform. However, some information that was extracted from the owner was that they have been profitable always. Majority of their sales is to the foreign countries. Adaaya sells its products to 28 countries till date. Roli and Harsh constantly keep trying to lower its cost and increase the productivity and gain economies of scale. During the time of lockdown as we, they've been putting efforts to use this time in increasing their productivity and put up a strong move once normal activities start resuming worldwide.

## INDUSTRY CLASSIFICATION

*(Food & Beverage)*

Adaaya is in the manufacturing industry of making plates and different kinds of disposables through areca sheaths. The competition is not cut growth but as the market for areca dinnerware is growing, so is the level of competition. Many entrepreneurs with a social cause are tapping this industry in various states as well as nations. Major buyers of areca cutlery in India are those who run restaurants, hotels or have any kind of function or event. Fight is to be in the list of these buyers, so that whenever they want to buy areca plates, they consider the respective seller.

## EXTERNAL ENVIRONMENT SECTORS

Various external sectors that impact Adaaya's functioning are suppliers, warehousing, wholesale buyers, technology and laborers.

- **Supplier** – Adaaya has collaborated with around 300 farmers in and around Karnataka to sell them the fallen areca sheaths instead of burning them down. Initially, it was a challenge for these farmers who took this as a burden, but gradually they started realizing the profitability from what they burnt as waste earlier. These farmers collect the sheaths and supply them to the warehouses. Also, since the

- Farmers are individuals and not a singular supplier entity, they keep supplying whenever they collect good number of sheaths, creating inconsistency in receiving the raw material. Hence, constant monitoring is required at warehouses to receive these sheaths from farmers.
- **Warehouses** – Adaaya has rented out several warehousing space to store the areca sheaths. Due to being a seasonal crop, one area tree sheds 5-6 sheaths per year and hence manufacturers need to store all the sheaths throughout the year. Proper maintenance and absolutely dry atmosphere is required for storing the sheaths as even little amount of moisture can cause moulds and fungi to grow on them, rendering the sheaths useless.
- **Wholesale buyers** – There is no direct contact with the ultimate buyers in the foreign countries, hence maintaining a good relationship with the wholesalers become very crucial. Wholesalers for Adaaya become the ultimate buyers and thus, it is very important for Adaaya to understand them well.
- **Technology** – Once the sheaths are collected from farmers, they are heated and pressed through machines to give them the shape of a desired outcome, be it plates, bowls or cutlery. To provide better quality products, Adaaya has installed automated machines rather than the manual ones. These automated machines produce better quality plates and bowls and are more durable than those made from hand-operated machines.
- **Laborers** – All of the laborers at Adaaya are the women workforce, who makes the plates with utmost intricacy and delicacy. These women are the breadwinners for their family as their male counterparts are not able to contribute much because of being hired for contractual labor, and initiative by MNREGA.

Additional to all these factors, there is one more factor that is creating havoc in the economy – COVID19. As Roli stated, they are facing difficulties and it is hard time for the business for now as all the logistics are jammed, but are still hoping to make the most of this lockdown by improvising on their cost and productivity.

## GROWTH STORY

After graduating from Institute of Management, Nirma University, both Harsh T and Roli Bhat took the path towards their corporate careers and were doing really well, but still felt something to be missing. Inspired from their fellow mates, they wanted to become self-made entrepreneurs. But just being an entrepreneur wasn't enough for them, they wanted to be social entrepreneurs, to bring a change in the society. Fascinated by the innumerable uses of Areca tree and how it can be of great help for the environment, they took the path of making their idea of manufacturing areca palmwares a reality. And thus, they came up with *Adaaya*, which means '*one who is ahead*' in Sanskrit.



The industry in itself had many challenges which Roli and Harsh were aware of. Starting from procuring the raw material, which were fallen leaves of Areca tress, known as Areca sheaths; it was quite difficult to convince farmers to sell them to Adaaya instead of burning them. Increasing demand for the bio-degradable disposables attracted farmers to sell those sheaths and earn some extra income. Gradually, Adaaya started gaining traction and decided to export its products. Customers valued that Adaaya dealt with no middlemen and sold directly to their local suppliers and wanted to buy Adaaya's disposables. And today, Adaaya is an exporter for 28 countries.

It was all because of their perseverance and dedication that today, they have become one of the leading manufacturers and exporters of Areca Palm Leaves dinnerware. Now, they are trying to improvise their costing structure and focusing upon product management, which is very crucial for any business.

## COMPARATIVE PERFORMANCE

Now, Adaaya is trying to build a digital presence by making its content on website and other social media platforms stronger and better. Brining a business online is not a cake walk and requires lot of hard work. When compared to other business that are operating in similar kind

of industry, like tablewares and home décor, Adaaya still has to work upon its content creation. Many other websites like *Ware Innovations*, *Eco Leaf Plate*, etc., have been able to get good amount of traction online as their social media handles and websites are attractive and strong and that is what the customers look for. Just like visiting a brick & mortar store, a website also needs to be properly built-up to retain the interest of its customers. Also, frequent changes have to be made as per the trends in vogue.

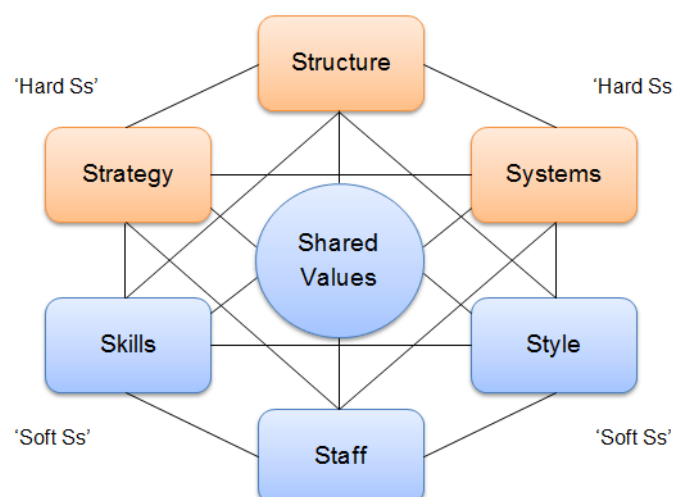
## ORGANISATION'S CULTURE AND ACHIEVEMENTS

Culture at Adaaya is quite friendly and accepting. We are given the freedom to explore and experiment on interesting topics that are being given to us. Apart from that, suggestions are also always welcomed. Be it any minute correction or some new idea, we feel free to bring it to the table. And it's not just about listening; those suggestions are implemented as well.

Adaaya has won the **Prestigious Think Big Award** in Nov'16, which was organized by the International Women Entrepreneurs Federation called Weconnect International.

## MCKINSEY 7-S FRAMEWORK ANALYSIS

The 7-S framework was introduced by Tom Peters and Robert Waterman while they were trying to study the factors that made a company exceptional. It was afterward adopted by McKinsey as a fundamental tool and became popular as their 7-S framework. It is a model that describes 7 factors to *manage a company in a holistic and efficient way*. In order to effectively implement a strategy, managers have to take into consideration all these 7 factors. Each factor needs consideration and the relative significance of these factors differs over a period of time. These 7 factors are classified as *hard S's* and *soft S's*.



The hard elements are possible and easy to recognize as they could be found in strategy reports, corporate plans, organizational charts and other documentations prepared by the company. The four soft S's however, are hardly feasible to study or to identify. They are difficult to describe since capabilities, values and elements of corporate culture are continuously developing and changing. They are highly dependent upon the people at work in the organization and therefore it is much more difficult to plan or to influence the characteristics of the soft elements. Although the soft factors are below the surface, they can have a great impact of the hard Structures, Strategies and Systems of the organization.

The strengths/benefits of 7-S model are:-

- It could be used as an analytical tool for understanding organizations that are unproductive.
- It helps in directing organizational change.
- It merges rational and hard elements with soft and emotional elements.

## SHARED VALUES

Shared Values are something that bonds the best companies together. Values inspire an organization and its people to a level of excellence that maximizes value for customers, business partners, and shareholders. It also supports the employees and the society which they live and work. Values are "non-negotiable" in nature and cannot be compromised for personal or corporate gains. The values that Adaaya wants to ingrain into its employees are:-

- **Respect for Individual**

Adaaya believes in a simple thought that self-respect helps in shaping morals whereas respect for others helps in guiding manners.

- **Integrity**

Adaaya is a firm believer in an individual character and weighs it beyond intellect level. It helps Adaaya in being fair, transparent and committed.

- **Accountability**

Adaaya believes that accountability breeds responsibility and that a responsible

person is accountable for all actions of self.

- **Excellence**

In order to grow better and become successful one should always pursue excellence. Individual pursuit for excellence is the key to success for Adaaya.

- **Innovation**

Adaaya believes that true leaders are innovators; they are capable of implementing new ideas. In true sense innovation leads to competitive advantage and also creates new business opportunities.

## **STRUCTURE**

Structure of an organization defines the formal relationship between people at various levels. As for smaller companies Functional or Centralized structure is more popular whereas for larger organizations Decentralized or Matrix structure is more popular.

Adaaya being a very small organization, all the employees report to the owners. Mr. Harsh T is the Managing Director of the company and Ms. Roli Bhat is the Director of Marketing at the organization.

### **Strategy**

Adaaya believes in a strategy of consistent growth. Its core strategy is its committed labor-force and employing younger minds to bring fresh ideas on the table. They have decided to venture into other lines of business and increase their presence in the domestic market like India.

### **Systems**

Adaaya is currently working on developing its brand name through its social media accounts. They have hired interns for the first time to increase their social media outreach.

### **Staff**

Adaaya believes in hiring young talent and nurturing them into successful management professionals. As part this strategy Adaaya offers internships to candidates pursuing MBA. The majority of the staff is the labor force as it is a labor intensive industry.

## Style

Adaaya has an open culture fostered by belief in transparency and consistency. Any information is shared with one and all in the organization and employees are free to voice their concerns. It has an ambience of free spirit where the top management mingles freely with sub-ordinates at all levels. The company believes that each project has transformational capability and that innovation is the key to success.

## Skills

The skills those are pre-requisite for becoming an employee of Adaaya are as follows:-

- **Functional/Domain Expertise**

Every employee should be proficient with the overall structure of the industry vertical they work for. Understanding the industry helps in serving the customer better by means of customized solutions.

- **Interpersonal Skill**

Interpersonal skills are highly rated in Adaaya as voiced by its shared values. In order to grow fast in the turbulent times, a strongly bonded team with individual respect is required.

- **Customer Focus**

Individuals in the organization should consider the customer as the king and that their needs should be the first order of concern. It is through customer focus that product leadership could be achieved and true people power is realized.





## COMPETITIVE POSITION IN THE INDUSTRY

(USING PORTER'S FRAMEWORK):

Adaaya belongs to the Food & Beverages industry. We have conducted a Porter's Five Forces Analysis of the company to find out their competitive position in the industry, as below:

### Porter's Five Forces Model

Porter's Five Forces Model



#### (i) **Bargaining Power of Buyers:**

This industry does have a mature market in the foreign countries. The domestic market is still raw due to which a number of organizations have come up operating within the same spectrum. It does provide customers with a lot of choices. Moreover, due to availability of companies on e-commerce platforms like Amazon or Flipkart, the switching cost becomes negligible.

As the customers are becoming environmentally aware, their expectation of something unique is also increasing. The already established market for plastics and their low price make customers incline towards it. Thus, the bargaining power lies in the hands of buyers.

Adaaya has made serious inroads in the international market due to this ready availability of material and cost effective quotation to the buyers.

#### (ii) **Bargaining Power of Suppliers:**

The Bargaining power of suppliers is not very high in the industry. The farmers used to

burn the areca leaves but now Adaaya purchases it from them to convert into tableware. The only problem with the raw material is its seasonal availability from months of December to April.

Though, the increasing competition has led to a slight increase in the bargaining power of suppliers but it has not led to a significant change in the overall price of the raw material.

**(iii) Threat of New Entrants:**

The Food & Beverages sector is comparatively attractive to new entrants because of its fast growth and tempting customer base. Also due to COVID-19, when everyone is resorting to single use packaging materials or cutlery, they are looking towards to the compostable products to avoid the menace of already existent single-use plastic. Therefore, many companies are looking towards manufacturing Areca palm tableware to satisfy the growing needs of the world.

**(iv) Threat from Substitutes:**

There is not as much threat from substitutes to the sector as there is from the novel corona virus. There has been a paradigm shift in the eating habits of the people. Moreover, public gatherings like parties, picnics etc. are being avoided to keep oneself safe from the virus. Hence, there could be a temporary affect on the demand. But the requirement of single use compostable products will also increase in near future.

**(v) Rivalry among Existing Players:**

The industry is in adolescent stage due to heavy dependency of people on plastic, due to which rivalry is fierce among existing players, as companies are trying to increase their market share by making people aware of the hazardous effects of ever increasing plastic on the environment. Entry into the market is easy.

Large companies in this sector benefit from economies of scale, which is precious and rather they try very hard not to lose. Products in this industry are well recognized and likely to have a strong customer base. Market share is unequally distributed among existing companies, who are often in different kinds of legal and marketing battles with one another. While smaller players have the benefit of lesser rigorous processes, speed of delivery and more bargaining power for the customers, as compared to the larger companies

## FUTURE STRATEGY/PLANS OF THE COMPANY



The organization is anticipating finding more client base in the United States, UK, Singapore and Australia. Their objective clients are for the most part those customers whose restaurants have an established take out or delivery system. The explanation behind focusing on such a specific fragment of clients is that, Adaaya wants to replace the single-use plastic cutlery with areca palm cutlery.

They likewise wish to enter the packaging business as the current plastic pollution provides a suitable opportunity for the company to venture into this foray. Moreover, the existing pandemic brings forth the urgent need of safe packaging and at the same time to find an alternative to plastic, for that packaging. Adaaya has an established market, sufficient labor force and an appropriate industrial unit to help them to create inroads in this sector.

## SWOC ANALYSIS

<b><u>Strength:</u></b> <ul style="list-style-type: none"> <li>• Eco Friendly Product</li> <li>• Biodegradable</li> <li>• Potential opportunities for growth</li> </ul>	<b><u>Weakness:</u></b> <ul style="list-style-type: none"> <li>• Lack of awareness</li> <li>• Since it is not reusable beyond 2 times many find steel and plastic plates a replacement</li> </ul>
<b><u>Opportunities:</u></b> <ul style="list-style-type: none"> <li>• Provides employment to rural women</li> <li>• Availability of natural resources in abundance</li> </ul>	<b><u>Challenges:</u></b> <ul style="list-style-type: none"> <li>• Technology</li> <li>• Finance</li> <li>• Competition</li> </ul>

### **Challenges:**

Challenges are the undeniable factors that people faces in the working places. It varies and depends on the situation of the work place. Though the areca nut plate making industry is completely eco friendly and depends on the seasonal fallen unused leafs of areca nut , still from the data it has been found that the workers in the industry has not faced any kind of

climatic challenge regarding the production of areca nut leaf plates . Their production has never been stopped for the less collection of the areca nut leafs.

But it has also find out that weather makes a very problematic situation sometimes in the collection process because the leaves are collected from the very remote areas of the Baksa District and sometimes during the rainy season the communication becomes extremely poor in those remote areas as its gets flooded completely, so these situation hamper the production process as some of the respondents also mentioned that it directly affects the earnings, especially of those people who are engaged in the production process as they get paid as a daily wager in the production process. They have to face little changes in their income when supply of the leaves get less sometimes because their income completely depends on the production process. Otherwise the working condition and the working time of the industry are very fair according to the data the respondents gave.

**Suggestions:**

1. MSME should fund cluster projects of Areca leaf plate manufacturing units in Karnataka purely for women entrepreneurs who are unemployed in rural areas.
2. Though resource i.e., Areca leaf sheath is available in plenty in Karnataka, its potential in conversion is still untapped. It is used as burning fuel for cooking and heating water.
3. More innovative and environmental friendly design products have to be designed to cater to various occasions and demands.
4. Tapping more foreign markets where people are sensitive to the increasing menace of plastic and are aware about the compostable and biodegradable areca leaf products.
5. Strengthening the online presence of Adaaya on Google Search, Website and Social Media by improvising and investing more into this domain.

## **PART - B**

(Project Work)

## PROJECT WORK

Adaaya Farm's Summer Internship Project is divided into two phases; Phase I and Phase II.

SIP	PHASE 1	PHASE II
Topic	Content Marketing	Sales and Marketing
Headed By	Mrs. Roli Bhat	Mr. Harsh T
Start Date	May 4, 2020	May 21, 2020
End Date	May 20, 2020	June 30, 2020
Submissions	16 Blogs	Sales conversion in progress

### PHASE I –

Part 1 of the summer internship was taken by my Roli Ma'am, co-founder of Adaaya Farm. I and my colleague were given daily tasks to write and submit a blog which was in turn posted on the website of the company. Throughout the duration of 17 days, we submitted 16 blogs. The topics for the write-ups were given beforehand by Roli Ma'am herself. Here are some of the links for the blogs written by me:



1. [Lessons we need to learn from our Ancients](#)
2. [The wonder Women of Adaaya](#)
3. [The Journey from Leaf to Plate](#)
4. [USE- EAT- DISPOSE-REPEAT](#)
5. [The Magical Areca](#)
6. [No law or ordinance is mightier than understanding](#)
7. [Adapting to the new 'Normal'](#)
8. [The post Covid-19 aftermath](#)

Rest of the blogs can be found on the website <https://www.adaayafarm.com/blogs/>.

These blogs were then also posted on other social media platform where Adaaya Farm has a presence like Twitter, Facebook and Instagram. By the end of the end of the day, we were

asked by Ma'am to submit the amount of traction received in an excel sheet floated by Ma'am over Google.

The Part 1 ended on 20<sup>th</sup> May, 2020 and Roli Ma'am was quite happy with our work. We got to learn a lot about Content Strategy and Marketing and how it can be of great help to a company, if implemented properly.

## **PHASE II –**

The Part 2 of the Summer Internship Project started on 21<sup>st</sup> May, 2020 which is being taken by Mr. Harsh T, co-founder of Adaaya Farm. It revolves around sales and how we can bring leads for the business. Major sales of Adaaya Farm comes from exports; USA, Europe, Australia being the prominent importers of Adaaya Farm Palmwares.

In the First task given by Harsh Sir, we were asked to prepare three introductory mails that would include sales pitch for new potential customers. Depending on this submission, Sir gave us our second task.

In the Second task, we had to prepare 16 mails, 2 mails each for 8 categories. These 8 categories were given to us by Harsh Sir himself. The categories were:

1. Retail Stores
2. HORECA
3. Amazon Re-sellers
4. Event Planners
5. Amusement Parks
6. Wedding Event Planners
7. Importers of Disposable Tableware
8. Wholesale Disposable Shops

Here are two of those mails which I submitted for the second task

### **Event management companies**



To,  
Jennifer Bassett  
CEO, Bassett Events,  
Toronto, Ontario

Sub: Collaborate with Adaaya Farm

Hey Jennifer!

We came across your wonderful Hashtag Community – [#SmallBizFeature](#) and wanted to propose collaboration with your company.

I am Harsh T, co-founder at Adaaya Farms.

Adaaya Farm is a leading manufacturer and exporter of Areca Palm Leaf Condiments, exporting to around 27 countries globally.

Our mission is to create a sustainable environment for all the living beings on this planet by replacing plastic and all other harmful pollutants with Areca Sheath Dinnerware which are 100% bio-degradable and chemical free.

Besides the aspect of eco-friendliness, Areca Leaf plates beautify the presentation and enhance the taste of food as well.

You can visit our website [www.adaayafarm.com](http://www.adaayafarm.com) to know about all our products, offered by us in different shapes and sizes.

#### **Media Coverage of Adaaya Farm:**

1. [YourStory.com](http://YourStory.com)
2. [Swachhindia.ndtv.com](http://Swachhindia.ndtv.com)
3. [Newindianexpress.com](http://Newindianexpress.com)

Would like to know if you we can collaborate with your company for supplying high end quality Areca Palm Disposable Tableware.

To learn more about us, visit our website [www.adaayafarm.com](http://www.adaayafarm.com).





To,  
Debi Lilly,  
Chief Eventeur, A Perfect Event,  
Chicago

Sub: Collaborate with Adaaya Farm

Hey Debi!

Planning to make a comeback with full force and covid-proof planning?

Adaaya Farm would like to help you to come back even stronger.

I am Harsh T, co-founder at Adaaya Farm – a leading manufacturer and exporter of Areca Palm Leaf Dinnerware. We offer eco-friendly disposables in unique shapes and sizes.

To know more about are products, [click here](#).

#### **Media Coverage of Adaaya Farm:**

1. [YourStory.com](#)
2. [Swachhindia.ndtv.com](#)
3. [Newindianexpress.com](#)

#### **Awards won by Adaaya Farm:**

1. Winner of **“Women Entrepreneur of the Year 2018”** awarded by Delhi Management Association.
2. Winner of **“Women in Business in 2016”** conducted by WEConnect International.

We would like to know if you can collaborate with our company for supplying high end quality Areca Palm Disposable Tableware.

To learn more about us, visit our website [www.adaayafarm](http://www.adaayafarm).

Every submission was then followed by a conference call where we are given extensive feedback and details about the next task by Harsh Sir. Sir also introduced a scoring system for every task and till the date, I am leading with the score of 2-0.

The Third task assigned to us was quite exhaustive one. We were supposed to submit an excel sheet carrying details of about 100 foreign markets. I was appointed the European Market whereas my colleague was assigned the USA market. Here is a list of all the tools and websites I used to extract details of the European Market:

❖ Links used to get the company names and details:

1. [Esources.co.uk](http://Esources.co.uk)
2. [thewholesaler.co.uk](http://thewholesaler.co.uk)
3. [ecobusinesses.co.uk](http://ecobusinesses.co.uk)
4. [dnb.com](http://dnb.com)
5. [wholesaleforum.com](http://wholesaleforum.com)
6. [italianprivatelabel.com](http://italianprivatelabel.com)
7. [europages.co.uk](http://europages.co.uk)

Notes –

- **DnB** was by far the most useful website to determine the criteria of companies having a minimum of 2 million dollars turnover. For companies which were not registered on the website, I added them on the list based on their website and product ranges.
- To an extent, **Europages** was also quite helpful but didn't always give the exact industry related company names in the result.

❖ Tools used to find contact details:

1. Google Search
2. Google Maps
3. LinkedIn

4. Snov.io
5. Hunter
6. Aeroleads
7. Particular company's website

Notes –

- **Google Search** and **Google Maps** were undeniably the most useful resources in finding about anything and everything. I was able to collect major chunk of company names via Google Maps.
- **LinkedIn** and **Snov.io** proved out to be really helpful in extracting SPOC's name and email addresses belonging to a particular company.
- **Google Translator** also turned out to be very helpful in understanding distinct European languages.

After submitting the first set of list, we started shooting mails to all the potential leads by sending different templates to each category; wholesaler, retailer and caterer. We did receive some responses but due to current situation that many companies are facing right now, their work is either at a halt or the concerned employee had been furloughed. We couldn't get some positive responses but managed to improvise the open rate of emails of Adaaya Farm which was not that good earlier. Alongside, we were preparing second list of 100 buyers for another set of countries.

Though positive responses could not be seen, we kept suggesting few changes regarding the email format that might help the firm in near future like, changing the sender's name and making the starting lines more interesting.

The final task was to submit a list of exhibitions and trade fairs being held in foreign markets and who are the exhibitors. Setting up stalls at such fairs is a costly affair for any company. If it's done at right place, the results are enormously good.

**PART – C**  
(Learnings)

- **Blogs and copywriting:**

While writing article and write-ups for Adaaya Farm's blogs, I got to learn a lot about copywriting. I learnt the importance of writing good content for any industry and how they should point out value additions being offered by the company to the customers. There are certain dos and don'ts that should be kept in mind while writing a blog. To gain better understanding on copywriting, I took a course from coursera; *The Strategy of Content Marketing*, that helped me in improvising and enhancing my content.

From the course I learnt how to write good headlines and how to make an article exciting enough so that customers find it approachable. By writing several write-ups on topics revolving around Covid-19, protecting our Earth and environment and about Areca palm tableware, I got to know some key insights about this industry and how it works.

- **Generating relevant leads:**

As Harsh Sir rightly pointed out; it's very obvious to get distracted while conducting your research and finding relevant leads through Google Search. Thus, under his guidance, I learnt about finding out the potential customers for the company from whom we might see some conversions happening and hence, saving our energy and time by ignoring the irrelevant ones. Also, how crucial it is for to have a good understanding of MS Office as it makes the work much more efficient.

- **Email marketing:**

The second phase was all about finding potential customers and sending them mails for which we had to prepare several sample emails. Out of all the sample mails, one final mail was collated by Sir and we started sending them to our list of leads. I learnt about how to write mails with that have effective open rates. The Subject and starting line of the mail form a very crucial part as they are

deciding factor for a reader to open it and read it. If you're unable to capture reader's attention in the initial 2-3 seconds, the whole mail goes in vain. Hence, I learnt about writing effective mails by adding certain facts and figures, placing CTAs at the right



place and on the larger side, writing such a mail that benefits the customer who's reading it.

- **Soft skills:**

In the long, it is your soft skill that will help you to keep your boat afloat during all kinds of storms and strides. I learnt humbleness and calmness from Roli Ma'am, who was always very kind and supportive towards our new suggestions and ideas. In learnt from her to always carry a learning attitude no matter how much experienced you are.

From Harsh Sir, I learned to be very proactive and enthusiastic about your idea if you want your employees to be devoted towards your company's goal. He always asked to have our minds rotating in a 360 degree angle and never give up before we arrive to the ultimate solution.

- **Punctuality and timeliness:**

Be it internship or job, it's always very important to submit the work on time and never miss out on the deadlines. Every task in this summer internship was to be submitted within a deadline which in turn taught me time management. It was not only about timely submission but also maintaining the quality of work, hence dividing the work accurately became very important.



## **CONCLUSION**

Although the unprecedented pandemic has withered the market scenario, Adaaya Farm managed to stay afloat amid all the storms and aims to grow more in future. As an eco-friendly alternative to plastic, the demand for areca plates is likely to rise now. People will switch to the green alternatives as they are become more conscious towards the environment.

I got to know a lot about this industry and gained knowledge about some useful tools and techniques. The pandemic has become the survival of the fittest and my organization mentors kept guiding me constantly on never giving up and always keep looking for solutions.

This internship has made me realize that you always need to have a learning attitude to take your career's graph to the highest peak. It has also taught me to develop and maintain healthy relationships with the colleagues.