

Summer Internship Report

From- 29 April 2020

To- 30 June 2020

To- Prof Khyati Desai

By- Rahul Bhavsar (191442)



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Date of Report:	5th July, 2020.
Purpose of Report:	partial fulfilment for the award of Degree of Master of Business Administration Batch 2019 – 2021
Prepared For:	Institute of Management, Nirma University.
Submitted To:	Prof.Khyati Desai .

Declaration Certificate

I, Rahul Bhavsar, hereby declare that this project titled "Business Development and Market research" is based on original project study conducted by me under the guidance of, Mr. Ritesh Laddha. I would also like to thank the Production team of Ekdant Moulders Pvt Ltd. for their constant support and guidance. I further declare that this project has not previously formed the basis of the award of any degree or Diploma or similar title of recognition.

Place: Ahmedabad

Date: 05/07/2020

Sign: _____ (Rahul Bhavsar)

Acknowledgement

I take this opportunity to thank **Institute of Management, Nirma University** to keep mandatory summer internship training program for the benefits of the students. I would like to thank **Ekdant moulders Pvt. Ltd.** for giving an opportunity to pursue my summer internship at their organization. I would like to use this opportunity to express my deepest gratitude to **Mr Ritesh Laddha and all the other members of the department** for taking out time from their busy schedules to provide me with the guidelines and constant support to carry out the project and provide me with the training required to conduct the analysis. I would also like to thank **Prof. Khyati Desai. (faculty mentor)** for all his support throughout the course of the internship.

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Executive Summary

The report is about the study done about research on digital presence and consumer behaviour. It deals with learnings from the work done in the internship which includes the analysis of competitors digital presence and also researching about consumer behaviour.

Report includes consumer analysis of new product launch, costing analysis of existing products, economic analysis of existing products. It also includes the task given on building the relations with suppliers and also focusing on improving moral and loyalty of employees.

Report includes knowledge, techniques and skills that I gained during the internship and also the insights about the managerial role which I like to pursue in future.

PART A

Company Details

Name: Ekdant Industries Pvt Ltd.

Age: 16 years

Parent company: Laddha Group

About Ekdant Industries Pvt Ltd.

Company was founded in year 2004 while manufacturing facility in injection moulding and was started in year 2005. Owner of the company used to work as an intern in same kind of domain after which he came to know that there is large need in Aurangabad. So he decided to start the company in 2004. It took him 2 years to establish the company.

Vision and Mission:

Mission: -

- Mission statement to build long term relationships with our customers and clients and provide exceptional customer services by pursuing business through innovation and advanced technology.
- To achieve and maintain leadership with focus on Technology & Product Reliability, Environment and Safety through a participative work culture of transparency and ownership

Vision:

- To provide quality services that exceeds the expectations of our esteemed customers.

Purpose: -

- To be a leader in the engineering industry by providing enhanced services, relationship and profitability.

Core values: -

- We believe in treating our customers with respect and faith We grow through creativity, invention and innovation.
- We integrate honesty, integrity and business ethics into all aspects of our business functioning

- We at SVGI believe that the core values of excellence, respect, teamwork, integrity and caring are essential for the wellbeing of our staff and our clients and this is evident in the vision and mission of our industry.

Products:

Some of company's Products with Name and Dimension





PART B

Work details:

1. Project was mainly of Business Development and Market research.
2. As company requires different raw material from suppliers they have to contact various suppliers and also keep updated with new comers in business. Company asked me to contact this supplier asking them quotations about the business. Every day they used to assign me certain number of contacts and I have to talk with those number of contacts
3. Also, another Work was related to competitor research where it was like analysing the performance of competitors based on digital platform.
 - a. Do they have a website?
 - b. Do they have social media handles?
 - c. Which platform they use for marketing?
 - d. What is their content strategy?
 - e. How frequently they post on their pages?
 - f. Do they have blogs on their website?
 - g. Analysing their websites.
4. Based on above questions I have to done analysis of how the competitors are using their digital platforms and what are the ways they are using to make their digital presence.
5. Also, how the company's digital presence is. Analysing company's website and suggesting changes on it which can help it in better interface. Basically, designing some part of website like deciding the places where photos should be added and at which places which photo should be added and what way can it be more improvised. also write some content which they wanted to upload on their website.

6. Creating templates for the well wishing of suppliers and their family on covid-19 situation. This includes email templates as well as SMS scripts.
7. Creating templates for wishing employees and suppliers on festivals upcoming in 2020. This includes email templates as well as SMS scripts.
8. As mentioned, that the group is planning to open their own brand 'RiStar' of cooler company has now assigned me project of market research which includes contacting distributors and asking them their preferences and also about the consumer behaviour they have experienced.

The project was based on business development and I was responsible for market research and gain some insights from it. I was also responsible to do technical analysis of the competitors and was asked to recommend some changes about it.

Some of the changes I recommended and the company implemented were

1. Managing the relationship with suppliers: Though company maintains good relations, I suggested them to use various messaging and E-mail templates use while wishing them during festivals or like for current condition like corona to stay safe and take necessary precautions.
2. Packaging- The better the packaging the better the product sells as people get attracted y good packaging. And especially with the plastic products there are various opportunities in the segment. I recommended changed its packaging model with good quality corrugated boxes and printing material.
3. Focus on the vendors- I recommended the company that rather than thinking much about our end customers we should focus on the vendors. As the customer are basic middle-class people who don't understand much about the technical specification of the product, they rather believe on what the vendor is telling to them. If we increase the cut to the vendors, they would eventually push the product.

Industry Knowledge:

I gained pretty much knowledge about the plastic moulding business and how it works.

Plastic moulding industry

It is a subcategory of manufacturing industry. Plastic moulding is a process of moulding plastic using a rigid frame. The underlying concept of plastic moulding is placing liquid 5 polymer into a hollow mould so that polymer can take its shape, often with various ranges of pressure

and heat required. The technique allows for the creation of objects of all shapes and sizes with huge design flexibility for both simple and highly complex designs.

Different moulding techniques are as follows:

- Rotational moulding.
- Injection moulding.
- Blow moulding.
- Compression moulding.

Injection moulding is considered as one of the most common plastic part manufacturing processes. It can be used for producing parts from both thermoplastic and thermoset polymers. In spite of the relatively expensive tooling cost, injection moulding remains most popular manufacturing process for plastic materials in mass production, thanks to its low operational cost, high throughput, and the flexibility to make parts with complex shapes.

Supply chain

- Once the final product is manufactured, it is sold to the whole sellers who further sell it to retailers to final customers (households, pharmacies).
- The type of market in which Ekdant Industry operates is **Monopolistic**. Ekdant Industry being the sole seller of **bulk** plastic moulded boxes to its target market is responsible for determining the price of the boxes in the market.
- The number of firms competing against Ekdant Industry is very low. Thus the owner of Ekdant Industry has high control over the range of products which are sold to the market and the price at which they are sold.
- Small scale manufacturer who owns a single machine and usually operates at home enters the market when the industry makes a substantial amount of profit which shows the free entry of a firm which is a characteristic of monopolistic market.
- Small scale manufacturers exits the business when they feel loss is incurred in the business which shows free exit of a firm which again is a characteristic of monopolistic market.

Economic Analysis:

Company's demand varied according to season and hence it was important to analyse the economic factors related to company's business.

Factors affecting demand.

A) Price-

As the price fluctuates due to the change in raw material cost or any government legal tax applied to any of the domain the manufacturer has to change the cost to maintain his profit margin. At Ekdant Industry they use polypropylene as raw material which is subject to change every now and then, this makes the manufacturer to change his price and the demand changes by 70-80%.

B) Discount-

Ekdant industry has a benefit to provide the dealer a discount of 5-10% as per the quantity ordered. They can offer the discount because the factory is situated near the market and so the transportation cost stays low which not the same with their competitors.

C) Season-

The products manufactured at the industry are used at times of festivals for packaging of sweets, dry fruits and jewellery. As the festival arrives the demand of the Sweet box and garments storage box shoots up. The demand of modak series and kalash series of Ekdant industry increases.

D) School season-

As the school season starts around June-July the sales of the boxes decrease because the boxes need a lot of space to store and at the time of school season the shopkeepers try to keep things related to school or college going students. This factor affects the industry demand for four months namely April, May, June and July.

E) Extra benefits-

This factor affects both the dealers and the customer together. The industry adds value to the product by giving variety in colours and sizes which makes the customer to choose the appropriate box for himself.

F) Service benefits-

The owner tries to provide different services to the dealers such as any breakage of the product will be replaced and the owner also keeps a certain amount of inventory so that he can immediately deliver them.

G) Schemes-

Ekdant Industry provides different schemes to their customers such as if you buy certain amount of a product it reduces the price per unit for them. The industry also has a scheme of year-round demand, the dealer who has a requirement all around the year gets a cost benefit.

H) Cost of transportation-

As the distance between the customer and the industry increases the cost of the product also increases because the transportation cost adds up on the total cost of the product.

I) Availability of product-

The availability affects a lot because the product is ordered on a customer order basis so it is to be delivered in as less time as possible.

Accounting Analysis:

I had a talk with my mentor about how the pricing strategies they follow and following is the review of that.

Costing:

The Cost of the Product consisting of Fixed Cost and Variable Cost is described below:

Fixed Costs: Fixed Costs at Ekdant Industries are as follows:

- **Depreciation of machines:** This cost needs to be taken into account since the value of machine changes over a period of time.
- **Amortization:** This cost needs to be taken into account since the value of intangible assets such as product patent changes over a period of time.
- **Salaries paid to the workers/employees:** This cost is the usual salary paid to the workers/employees for their service towards the company.
- **Insurance:** Machines, Land, Boiler which are insured are covered under Insurance Cost.
- **Utilities:** This cost consists of fixed electricity, phone charges which are majorly fixed.

Variable Costs: Variable Costs at Ekdant Industries are as follows:

- **Raw Material:** As the cost of a raw material varies over time, it is covered under variable cost which is consistently taken into account while considering the final cost of the product.
- **Piece Rate Labour:** This is the amount paid to the workers for every individual unit completed.
- **Commission:** People responsible for handling sales are paid commission on good sales of the product.
- **Utilities:** Utilities consisting of electricity, mobile creates a cost to the company based on their consumption which has to be taken into account.

Costs of MODAK 77, MODAK 88 and MODAK 99 are displayed below:

MODEL			
MOULD SIZE L X W X H	✓	✓	✓
COMPONENT NAME	MODAK 77	MODAK 88	MODAK 99
ITEM CODE			
NO. OF CAVITY	1	1	1
RAW MATERIAL	PP	PP	PP
MASTER BATCH	COLOR	COLOR	COLOR
MASTER BATCH COST Rs. /KG	105	105	105
RAW MATERIAL RATE /KG	0	0	0
RM (96%)+ M.B (4%) RM COST	0	0	0
SHOT WEIGHT (GMS)	155	203	279
NET WEIGHT (GMS)	130	167	240
RUNNER WEIGHT (GMS)	25	36	39
RECONCILIATION WEIGHT PER PIECE (GMS) (SHOT WT + 2% BURNING LOSS ON SHOT WT.)	131.6	169.0	242.8
MATERIAL COST /PC	13.81	17.75	25.49
MACHINE TONNAGE	260	260	320
MACHINE TARIFF(Rs./ SHIFT OF 8 HRS)	2600	2600	3200
CYCLE TIME (SECONDS)	27	30	34
NO. OF SHOTS/SHIFT	1067	960	847
NO. OF PIECES/SHIFT	1067	960	847
NO. OF PIECES/SHIFT(EFF- 85%)	960	864	762
PRODUCTION COST/PIECE	2.71	3.01	4.20
TOTAL LABOUR CHARGES COST	2.71	3.01	4.20
REJECTION	0.03	0.03	0.04
SHOP FLOOR PROFIT 10%	1.65	2.08	2.97
PROCESSING COST	4.39	5.12	7.21
OTHER PROFIT IN RS.	4.96	7.82	10.09
HANDLE FIXING COST	0.00	0.00	0.00
FINAL COST	23.16	30.68	42.80
FINAL COST / DZN / PC	278	368	514
PARCEL COST	180	180	180
STD PACKING	18	12	8
COST / DZN	10.0	15.0	22.5
COST OF BORA	42	42	42
COST / DZN / PC	2.3	3.5	5.3
TEMPA COST	140	120	115
COST / DZN / PC	7.8	10.0	14.4
SUB TOTAL COST	298	397	556
Exaggerate Cost	364	484	678
GST@18%	65.4	87.1	122.0
IN DOZENS	429	571	800

Exaggerate Cost: Apart from fixed and variable costs, Ekdant Industries hikes the total cost of the product by a certain amount and then gives discount to its customers accordingly which creates a sense of satisfaction among the customers and an intended customer base.

Consumer Analysis:

For the household products company has mainly regular customers whose demand varies according to seasons.

Company's other customer analysis as follows.

Customers for the company are mostly household and also some business clients. There are some common clients to whom company have contracts. Company sells their products like tiffin boxes, Dustbins, packaging boxes and containers to shop owners as well as take orders to manufacture as per customer needs. Also company sells plastic raw material to clients.



Having these many variety of product, the market segment the company belongs to very large market segment. The company belongs to the products that are used on a daily basis, so the production needs to be continuous. The company should target the local retailers and household, because the products manufactured are used at a large scale in these two sectors.

Relationship Management:

As moral support is important and also motivating employees too. Therefore, company asked me to prepare scripts for festivals coming in 2020 to wish employees and their families. This help in increasing loyalty in employees. Following are some templates I have prepared for company.

Dear Sir/Madam,

Hope you are doing good.

On top priority we have health and safety of our business partners, and we wish you the same.

During this unprecedented times we hope you are taking utmost care of you and your family. As things are getting back to normal we request you to adhere to all guidelines as per Ministry of Home Affairs around the working environment.

Do take care and stay healthy.

Regards,



Dear Sir/Madam

Hope you are Doing well as this E-mail Reaches you.

We are concerned for Health of you and your family and we hope that you are well and safe.

We request you to take necessary precautions and follow all the safety measures as per the Government guidelines.

We value our relation and are hoping that we will rise above this difficult times and become more stronger than we were.

Please stay safe and take care of your family.

Regards,





Dear Sir/Madam

Hope you are doing well.

This is challenging time for us and we are in this together. We will definitely come back as more stronger and hope this time too shall pass soon.

We request you to take necessary precautions and safety measures to protect you and your family from this pandemic. Please adhere to all the guidelines given by Ministry of Home Affairs and ICMR in the best interest of our business.

We value our relation and we hope we will continue our journey by following the necessary precautionary measures.

Regards,



Raksha
Bandhan

Dear Employees,

On this auspicious occasion of Rakhi wish you and your Family a very Happy Raksha Bandhan. May this joyful festival bring new colours to the bond you share with your siblings

Dear Employees,

On this auspicious day of Rakhi, we at Bajaj Finance Ltd, wish you and your family a very Happy and Joyful Raksha Bandhan. May you and your siblings be

	<p>and may your bond get deeper and stronger.</p> <p>We wish you a day full of Joy, Laughter and Happiness.</p> <p>Regards,</p>	<p>showered with all the Happiness, Glory, success and good times forever.</p> <p>Warm wishes to you and your Family on occasion of Rakhi.</p> <p>Regards,</p>
Janmashtami	<p>Dear Employees,</p> <p>May Lord Krishna steal all your tensions and worries on this Janmashtami and bless you with all the Love, Happiness, and Peace.</p> <p>Happy Janmashtami</p> <p>Regards,</p>	<p>Dear Employees,</p> <p>On this auspicious day, may Lord Krishna Come to your house crawling on his little toes and take away all your worries and sorrows and bless you and your Family.</p> <p>Happy Janmashtami!!!</p> <p>Regards,</p>
Independence Day	<p>Dear Employees,</p> <p>On this very special day here's wishing our dreams of tomorrow come true. May your day filled with patriotic spirit and we wish this Independence Day brings you Glory, Joy and Happiness.</p> <p>Wish you a very Happy Independence Day.</p> <p>Regards,</p>	<p>Dear Employees,</p> <p>We wish you a very Happy Independence Day.</p> <p>We Wish this day brings you all the Glory and Happiness.</p> <p>Regards,</p>
Ganesh Chaturthi	<p>Dear Employees</p> <p>On this auspicious day, May Lord Ganesh Bestow you Power, destroy your Sorrow and enhance Happiness in your Life.</p> <p>Wish you A very Happy Ganesh Chaturthi.</p> <p>Regards</p>	<p>Dear Employees</p> <p>Wish You a very Happy Ganesh Chaturthi.</p> <p>We wish May Good fortune be always on your side</p> <p>Regards,</p>
Muharram	<p>Dear Employees</p> <p>Wish you and your Family a very Happy Muharram.</p> <p>May your New year be filled with Peace, Happiness and Joy.</p>	<p>Dear Employees,</p> <p>Happy Muharram to you and Your Family.</p> <p>May Allah shower you with Bravery, Wisdom, Health and Prosperity.</p>

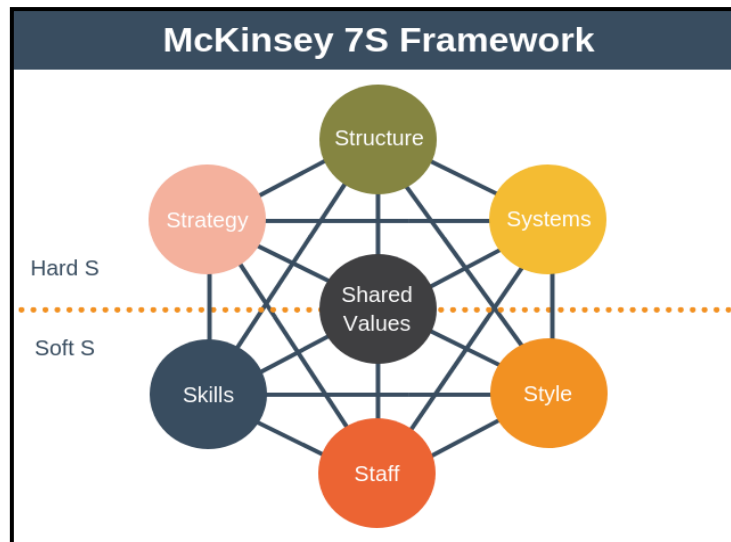
	Regards,	Regards,
Gandhi Jayanti	<p>Dear Employees,</p> <p><i>‘Live as if You were to die Tomorrow, learn as if you were to live forever’</i></p> <p><i>Happy Gandhi Jayanti</i></p> <p><i>Regards,</i></p>	<p>Dear Employees,</p> <p><i>‘Be the Change You Want To See In The World,</i></p> <p>Wishing You a very Happy Gandhi Jayanti.</p>
Dussehra	<p>Dear Employees,</p> <p>Wish You and Your Family a very Happy Dussehra.</p> <p>A Festival of triumph of Good over Evil. Let’s Continue the same true spirit</p> <p>Regards</p>	<p>Dear Employees,</p> <p>May all your tensions in life burn along with the effigy of Ravana.</p> <p>Wish you a very Happy Dussehra</p> <p>Regards,</p>
Dhanteras	<p>Dear Employees,</p> <p>Wish you and Your Family a very Happy Dhanteras.</p> <p>May this festival shower you with Wealth, Prosperity and Blessing as Journey towards success.</p> <p>Regards,</p>	<p>Dear Employees,</p> <p>On this Auspicious day, We wish Goddess Lakshmi Bless you with Happiness, Good Health and Wealth.</p> <p>Wish you very Happy Dhanteras.</p> <p>Regards,</p>
Laxmi puja	<p>Dear Employees,</p> <p>May the Lights of Diya’s fill your Home with Wealth, Joy and Happiness.</p> <p>Wish you and your family a very Happy Diwali.</p> <p>Regards,</p>	<p>Dear Employees,</p> <p>May all the darkness disappear from your life and you light the diyas of contentment.</p> <p>Wish You and your family Happy Diwali.</p> <p>Regards,</p>

Bhai Dooj	<p>Dear Employees,</p> <p>On this auspicious day wish you and your Family a very Happy BhaiDooj. May your Bond with Your siblings get strengthen day by day.</p> <p>Regards,</p>	<p>Dear Employees,</p> <p>Wish this festival strengthens your bond and light up your year with brotherhood and Happiness.</p> <p>Wish you Happy BhaiDooj.</p> <p>Regards,</p>
Christmas	<p>Dear Employees</p> <p>May the Magic of Christmas fill your Heart and Souls and Bring you a little more sparkle and a little less Stress. Wish you a Merry Christmas.</p> <p>Regards,</p>	<p>Dear Employees,</p> <p>May this Christmas Season Brings You Nothing but Fond Memories, Happiness and Laughter.</p> <p>Wish you a Merry Christmas.</p> <p>Regards,</p>

Strategic Framework

Strategic framework is one of the important part of the companys growth. So with the things I learned in strategic management I used them to define framework for company.

McKinsey 7S Framework was developed in the early 1980s by Tom Peters and Robert Waterman. These 7S Framework were created to make firms understand that there are seven vital internal aspects that the organization needs to be able to perform efficiently and more importantly successfully. These 7 internal aspects are: Systems, Structure, Skills, Style, Staff, Strategy and Shared Values.



System: The company uses various system for operation management like Kaizen, 5S, Six Sigma, Lean Inventory management etc. For analytics and Account management company uses Microsoft Excel.

Structure: Structure of the organization is not that complex as its not that large industry. It includes Director, Account Head, Manufacturing Head, Engineers, supervisors and workers.

Plant-Head: **Mr. Vilas Barwekar**

Production-Head: Mr. Dnyaneshwar Barwe

Maintenance-Head: Mr. Kishor Dhahirao

Quality-Head: Mr. Pandurang Raut

Store-Head: Mr. Dhanraj Sagale

Dispatch-Head: Mr. Dhanraj Sagale

Purchase-Head: Mr. Dhanraj Sagale

HR-Head: Mr. Dinesh Jadhav

Skills: Company has some criteria for their employees. It is mandatory for Accountants to have Advanced Excel certification. And for the employees heading Operation Department company has encouraged them to have Six sigma certifications.

Styles: Working style in the company is holistic one where every employee is responsible for their own work. Also owner and top management weekly take reviews so that the issues get resolved.

Staff: The Employees hired are mostly localities. For managers MBA degree is a must. There are employees who are engineers with mixed personalities of fresher and experience people.

Strategy: Company's focus is Quality control and managing supply chain. Company's production varies from season to season as different products are demanded as per seasons.

Shared Values: Company believe in treating their customers with respect and faith They grow through creativity, invention and innovation. Company integrate honesty, integrity and business ethics into all aspects of their business functioning

Competitive Framework

I analyzed how the competitive framework will be for company and how it has to manage its business accordingly.

Threat of new entrants: The industry the company is in, it requires a lot of investment and machinery which is not an easy task. If we see in past years there are only 3 major competitors in the segment and hence the threat of new entrant is very less. Now especially after this lockdown period threat even reduces further.

Threat of substitutes: There is always substitute for most of industrial products. In case of plastic containers there are substitutes like steel or aluminum containers. Though they cost a little higher they are good substitute for plastic container.

Bargaining Power of Buyers: Buyers have bargaining power in this business. Especially when a lot of brands available and also if cost is higher people will prefer steel containers over plastic containers.



Bargaining Power of Suppliers: Suppliers doesn't have much bargaining powers as costing differences will be less. Also as there are alternatives suppliers have no option but to agree on market price.

Degree of Rivalry: Rivalry is moderate in this business. As products doesn't exactly match as every company tries to manufacture unique products.

PART C

Learnings:

1. As said in one of the task my work was to bargain with the suppliers on raw materials needed for the company. I practically used the negotiation strategies taught in marketing management.

Following are some of negotiation strategies used in marketing.

critical thinking — the two players focusing on looking at and talking about issues intently when going into long haul understandings that warrant cautious examination

fighting — convincing your arranging gathering to yield to your result in case you're dealing in one-off arrangements or over major 'wins'

yielding — surrendering a point that isn't imperative to you however is essential to the next gathering; significant in continuous exchanges

trading off — the two players swearing off their optimal results, making due with a result that is reasonably agreeable to every member

inaction — purchasing time to consider the proposition, assemble more data or choose your next strategies.

In case of sellers critical thinking was more important as long-term relationship is the key in this business. Thus, there are chances of high bargain and hence there was positive responses from suppliers.

2. Another task was researching about the competitor's digital presence.
Research tells us that 70–80% of potential customers research a business online before ever visiting their location, reaching out, or buying from them. This means that 70–80% of your potential sales are being directly influenced by your digital presence. Though this vary from businesses to businesses this are important factor in growing business.
This helped me in understanding various strategies used by firms to attract consumers and businesses through digital medium. From analysing their presence on social media and also through their websites it gave me idea of how this minor thing become important part of the business.
3. As I analysed competitor website and also other similar websites, I was asked to make necessary changes in company's website by suggesting changes and also writing small blogs wherever necessary.

4. Creating templates for wishing employees and suppliers on festivals upcoming in 2020. This includes email templates as well as SMS scripts. Due to this it helps in maintaining good relationship with suppliers and also help to boost the morale of employees and increase their loyalty towards company.
5. The group is planning to open their own brand 'RiStar' of cooler company has now assigned me project of market research which includes contacting distributors and asking them their preferences and also about the consumer behaviour they have experienced. This was like researching about the views of consumers on cooler use and what are their expectation from the product. By contacting various dealers I developed soft skills of interacting at business level and also learned various things about the consumer behaviour. Consumer behaviour is one of the most important part of businesses and it helps company to change the product as per demands from the company. And hence I was learning various ways in which consumers demands varies and to what extent company can make changes in their products by satisfying maximum segment of people and also sticking to their business profitability and ethics.
6. While analysing the website of competitor following point were given importance.
 - a) How accurate is their content?
 - b) Are spelling or grammar errors present?
 - c) How in-depth does their content go? (Is it introductory level that just scratches the surface or more advanced topics with high-level ideas?)
 - d) What tone do they use?
 - e) Is the content structured for readability? (Are they using bullet points, bold headings, and numbered lists?)
 - f) Is their content free and available to anyone or do their readers need to opt-in?
 - g) Who is writing their content? (In-house team? One person? Multiple contributors?)

This helped in learning about the perfectness has to e there on websites and only related content should be there.

New knowledge, tools, techniques or skills that you may have picked up.

- a) Canva:
Canva can be used to create attractive templates which can help in improving relationship management.. You can use the ready-made templates, icons, and illustrations to make your images look professional without having to do much of the actual design work.
- b) Google trends:

Google Trends is a completely free tool that Google created to help anyone search for trending topics online. We use it to monitor notable things that are happening in the businesses our clients are. This is a very helpful tool in deciding the topic. Many professionals use this as a way to discover and share information related to what's most popular right now.

c) SEO:

As this is one of the important factors in gaining new customers, a company should focus on improving their SEO rankings by doing various on-page and off-page SEO techniques.

d) Negotiation skills:

As it was one of the parts of my internship, I learned about various negotiation skills.

e) Consumer behavior:

I learned about how consumer behavior has an impact on businesses and how strategy varies depending upon the behavior.

Insights about managerial role and directions for future learning or career path that you may like to pursue..

1. Consumer behavior: This part is very important in deciding the business strategy and it should be done well before advance before launching new strategies.
2. Digital presence is the need of the hour as it helps in bringing more customers and also helps customers get knowledge about the company and its products.
3. Digital Marketing is the new way of marketing and tools like SEO and SEM are important parts of business growth and should be adopted as early as possible.
4. Consistency is the key in business and quality control should be on top priority.

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