Name:	Sanyam Chourdiya (191448)
Company Name:	Decoracion Digital Marketing Services Ltd. (DDMS)
Company Address:	E, Rz, 25, Gandhi Market Bridge, West Sagarpur, New Delhi, Delhi 110046
Project Title	To work as an integral part of the salesforce (Cold Calling), Lead generation via LinkedIn for both B2C as well as B2B customers and to document these leads, to promote social media channels of the company by working with the digital marketing team, Work in a team to create and implement marketing strategies to promote and increase sales.
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. Nikunj Patel

Declaration Certificate

I, Sanyam Chourdiya, hereby declare that the project reported my me on my summer internship project report is based on original project study conducted by me under the guidance of, Mr. Ritik Gupta (Managing Director). I would also like to thank the HR Head of DDMS Miss Kajal Gaur for her 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.

Date: July' 5 2020
Place: Indore

<u>Acknowledgements</u>

"Sometimes you do not feel the weight of something you have been carrying until you feel the weight of its release". Summer Internship Program is a bridge between the educational and professional world. It is the path leading to success by shouldering responsibility under the careful guidance of the company and the faculty guide, getting insights from experienced people. Owing to the current scenario students were instructed to continue internship from home. As a part of curriculum, we were required to prepare summer project which was our first exposure to corporate world.

This internship was a huge success for me at personal level as it gave me practical insights which a textbook cannot provide. There is always a sense of gratitude that one likes to express toward the people who helped change efforts into success First of all, I am extremely grateful toward corporate relationship cell of IMNU for providing such a wonderful platform to gain real world knowledge.

I am very much humbled by my mentor, **Prof. Nikunj Patel** for constantly motivating and supporting to bring best. I am very grateful to **Miss Kajal Gaur**, HR head for her constant support and cooperativeness throughout the 2 months of my summer internship project.

Date: July' 5 2020
Place: Indore

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Executive Summary

For the first month, I had to work in the sales force and had to make a specified number of calls per day. For the first week the calling has to be done within my social circle and along with it, the training on "how to generate leads on LinkedIn" took place. This training was followed by sessions on How to make effective texts to promote products and services. For the first two weeks, the calling was done in the B2C segment. After two weeks, I generated leads on LinkedIn as well as from my social circle, documented and sent it to my guide, made calls to customers for digital marketing courses as well as made calls to corporates for digital marketing services (B2B sales) as my daily tasks. With the start of the second month, my emphasis as an intern moved slowly from salesforce to promotion and marketing dimension. I worked in a team of 6 members (1 business development intern, 1 digital marketing intern, and 4 sales and marketing interns) where I had to make creatives for social media platforms, create and brainstorm market strategies with the team which is followed by effective implementation of these strategies to promote and market DDMS and its platforms, courses, and services.

Profile of the Organization

(A)About Decoracion Digital Marketing Services

DDMS, is a digital start-up founded in 2018 and headquartered at Delhi, aims to provide guidance to the upcoming young promising entrepreneurs in the field of digital marketing. Under the leadership of Managing Director, Ritik Gupta, the company provides its products as online as well as offline digital market courses and its services to the corporates by providing effective online marketing and branding strategies and helps them grow their business online. The offline unit of the company is in Delhi and the company operates online to help and support customers across the country. Being a start-up, the company promote its business aggressively online and have reach among students of many states in the country in the span of just a year. This further justifies the competency of the digital marketing courses and corporate services provided by the company. By the providing full digital support to the young students and businesses, DDMS strives to make people understand the power of internet in today's era as well as to help people learn how to harness this power and leverage its benefits to gain skills, experience and, money by building and growing businesses online. DDMS have a goal to build more than 50 thousand international commercial websites to promote international branding as well as their business as an international organization. The company feels responsible to make positive changes in our society. The company perceives the huge population of the country as an asset with an immense potential to innovate, raise entrepreneurs and create jobs to the benefit of our country and the World. The company have around 20 employees full time working and hired a large number of interns to promote its business and uptick its sales in these times. The company gives their employees and interns a right to make informed decisions, to make mistakes and learn and grow from them. Furthermore, the company organizes various events and conferences in their nearby region to attract more and more students to participate in the company's journey towards a bright future.

(B) DDMS's Products/Services

The operates in two sectors, first being education and e- learning by providing its Digital Marketing courses and services and the second being consulting by providing its digital marketing services and solutions to new and growing businesses. The company have specialities in the following domains:

a) Digital Marketing,

b) Website Creation and Website Planning,

c) Content Writing,

d) Keyword Research,

e) Social Media Marketing,

f) Video Optimization,

g) Email Marketing,

h) Google Webmaster and Bing Webmaster,

i) Google Analytics and Google AdSense,

j) Affiliate Marketing,

k) Security Optimization,

l) Search Engine Optimization (SEO) and Local as well as E-Commerce SEO,

m) Payment Gateway Integration,

n) Instagram Product Tagging,

o) Google Shopping Market,

p) Product Shipping Management,

q) Amazon Marketing and Flipkart Marketing,

r) E-Commerce Analytics,

s) E-commerce Website Making and Planning,

t) Instagram Optimization, and

u) Multivendor Website.

(1) Digital Marketing Courses

Looking at the current times, the company provides its digital marketing courses at online platforms. Otherwise, the courses are available at both online and offline platforms. The courses and services are highly customer oriented and build to make the life of the students easier. The students can choose any platform of their choice and also can shift to other at any

point of time. The company admits each student as a business development associate where he/she has to create his/her own brand. The company aims to provide most simple and practical guidance to make the things interesting for the students as well as to make students gain skills that helps them most in the real-life situations. The digital marketing courses of DDMS are rated 5 out of 5 stars on google reviews which shows the compatibility, knowledge and satisfaction of students from opting these courses. DDMS covers complete digital marketing in two courses: one being the basic which includes all the necessary skills to become a successful digital marketeer and the second courses adds e-commerce marketing in the basic courses which makes the student of DDMS a gold mine for recruiters. The content of basic courses ranges from introduction to digital marketing to website creation and planning including marketing and analysis for all social media handles out there. The courses also make students work on how to optimize the speed, search engine and security of websites and social media handles. The add on of e-commerce marketing focuses on how to market, promote analyse e-commerce websites and business over various e-commerce platforms. Both the basic course and the add-on strives complete development of student as a digital marketeer of today's and future generations. The company provides the certificate and also helps students to get specialization certificates of some big companies in the field of digital marketing. To further hone the practical skills and get corporate exposure, the company encourages its student to do a 3-4 months internship in the same field. Moreover, the company provides its website builder tools to its students which is free of costs and available to the students for lifetime.

(2) Services for Corporates

The provides end-end support and solutions for every niche to help companies grow and build their brands on digital platforms. The company takes contracts to fully manage the online presence of the new and growing companies and work to provide a boost in their business by DDMS's marketing and branding strategies and services. The company also works in website building, website development and designing and, website analytics. The company provides many designing options to create industry specific, creative and convenient websites for businesses for every sector. Furthermore, DDMS helps the companies to optimize their websites by providing specialty services in Search Engine Optimization (SEO), Speed optimization, Security optimization. The company have especially developed competencies in the area of e-commerce markets looking at the changing business scenarios across the globe. The company provides Amazon and Flipkart analytics, marketing services and solutions for the businesses limited these platforms. The company have many local clients from different

regions which are working in many domains. The customer support provided by the company eminently firm so that the clients can remain responsive to their customers across all devices at all times.

(C) E-Learning Sector in India

The internet penetration in India these days is not restricted to urban regions rather its adoption is rising in rural regions as well. With increasing literacy and mounting penetration of internet, the E-learning sector is suspecting an immense growth in the recent times. The online education industry was valued around Rs. 39 billion in 2018 and with the CAGR of 43.5% (in the period of 2019-2014), the e-learning market is expected to reach Rs 360.5 billion in India. Promotion of education, ease of learning, flexibility, and a wide range of study material and availability of information contributed to the overall growth of the industry. The change in the behavior of the students and professionals to continuously grow and learn new things using easy and comfortable mediums is driving the demand and the growth for the industry across the country. Moreover, the growing discipline and demands of skills in an employee also contributes to the demands of the reskills courses. The Companies in e-learning sector are competing truculently and continuously by offering differentiated products and value-added services to the target audience at jolly prices to attract and retain more and more customers. The value-added services include internships, live project opportunities, guidance from industry experts, and carrier counselling sessions along the regular courses to further enhance the end customer's experience. Moreover, innovation and development of many IT based platforms has created entrepreneurial opportunities for many educational start-ups across the country. Because of the low barrier to entry in the industry and high demand of quality education, the industry caught up immense concentration of players which forced all the players to continuously innovate and provide quality services and solutions to the needs of the students. The present scenario of the corona pandemic further gave a push to the growth of the industry. During this scenario, the awareness about online learning platforms expanded across all regions in the country. Scope and convenience provided by the industry players and adoption of the platforms by the customers will further boost the growth of the e-learning industry in India.

(D) Digital Marketing Industry

With the digital revolution spreading all across the country, ease of communication and business and, people having cheaper access of the internet, more and more businesses are moving towards digital landscape for effective branding and marketing of their products and services across the globe. Digital marketing as a business is growing at the rate of 25-30% annually in India. With the great internet penetration, the marketing tools and strategies has changed all the way from humans to computers. With digital marketing, it became much easier to penetrate and market products and services to a large consumer segments with minimal efforts. Today on an average a person in India spends around 4-5 hours on social media handles, messenger apps, emails and, browsers. The adoption in the use of smartphones, tablets and, laptops further increased the use of internet providing digital marketing a wider set of consumer segments. With the rising number of businesses opting to create brand image, marketing strategies online and to reach out to global customers, the competency of the internet services as well as digital marketing services and solutions is also rising. Websites, content writing and blogs, SEO strategies and, online marketing campaigns, etc. have become great market and penetration strategies to improve one's brand image and business presence on the internet. In the last ten years, companies and professional with good understanding and knowledge in this field came out as successful digital marketing companies to cater the needs of the companies to build brands and businesses online. Digital marketing is not just about being technical and having deep knowledge of computers rather it is being imaginative and creative to build connecting content to gain popularity over the internet. The ROI of online marketing campaigns over digital platforms is much more than offline campaigns. In this new internet empowered scenario companies are moving towards digital set-up to avail benefits of this digital era and make the most out of it. In India, around 60-70% of the population intends to buy online over e-commerce websites like, Myntra, Amazon, Flipkart, etc. As the access to the internet is rising in rural areas also, India is observing a change of an era in terms of digitization which will make India one of the biggest marketing across the globe with most internet users in the world.

Project Work

(A) Context of Organization and Marketing Department

(1) Context of Organization

The organization aims to provide guidance to the upcoming young promising entrepreneurs in the field of digital marketing. Under the leadership of Managing Director, Ritik Gupta, the company provides its products as online as well as offline digital market courses and its services to the corporates by providing effective online marketing and branding strategies and helps them grow their business online. The offline unit of the company is in Delhi and the company operates online to help and support customers across the country. Being a start-up, the company promote its business aggressively online and have reach among students of many states in the country in the span of just a year. DDMS have a goal to build more than 50 thousand international commercial websites to promote international branding as well as their business as an international organization. The company gives their employees and interns a right to make informed decisions, to make mistakes and learn and grow from them. The company feels responsible to make positive changes in our society. The company perceives the huge population of the country as an asset with an immense potential to innovate, raise entrepreneurs and create jobs to the benefit of our country and the World.

(2) Context of Marketing Department

The marketing of DDMS strives to successfully promote and market the company's products and digital marketing services across the country. The marketing department have to create two different inter-related brand images for the company. It is a challenge to market the company as a quality platform for digital marketing courses and as a creative and innovative digital marketing services and solutions company. But the employees tend to take this challenge optimistically and do their job with high productivity. The subset of the marketing department is Sales which is responsible to bring most of the first-time business for the company. The sales department especially uses LinkedIn marketing to bring companies, who needs DDMS to cater their digital marketing needs, on board. The company have high retention rate, which is a result of high-quality services and customer support provided by the organization, which continuous drives the business for the organization. Furthermore, the sales department also drives the first-time business of the digital marketing courses in the organization which justifies why company hired sales and marketing interns in high masses.

(B) Work flow of the department, Roles and Expected Contribution

(1) Workflow of the Department

The company is in start-up phase right now and there are not much established work flow within the department. Though the work flows are in process of being established in the company, at present all the processes are directed by Mr. Ritik Gupta, Managing Director of the company. The whole team of employees in the company contains around 20 employees which is a small team. The department are fully inter-related which helps the employees to get the work done. The marketing department is led by 2-3 marketing managers of the company who are working on different projects as well as different dimensions. Being a start-up, the company has developed a culture in the organization where employees can take their own decisions and learn from their mistakes.

(2) Roles and Expected Contribution

In DDMS, I was working as a Sales and Marketing Intern. As the name of the role suggests, my work in the organization was all about to optimize the sales in the organization as well as to market and promote DDMS business across all platforms. As a sales intern, I had to work in the sales force and had to make a specified number of calls per day among the B2C – for digital marketing courses and B2B – for digital marketing services. In addition, I learnt how to generate leads over digital platforms like LinkedIn and used LinkedIn extensively to generate leads for both the dimension of the business of the company. As a marketing intern in the company, my work was more focused on how to promote and market over digital platforms as well as to build and implement effective marketing strategies for the organization. I worked in a team of 6 members where we were focused on to brainstorm marketing strategies and their implementation, to make creatives which can draw attention and engage the existing and new customers and to brainstorm strategies which can drive sales of the digital marketing courses provided by the company. The company expected from its to work enthusiastically as a part of the organization. The also expected for us to fail and work on our mistakes to take learning of work as well as life from this internship. When I joined DDMS as intern, the company gave freedom to make informed decision choose our ways of doing work which appreciated our work productivity and enthusiasm to work better for the organization. The company gave us challenging targets and expected from us to try our best to complete those challenging tasks.

(C) Ethnographic Study

The information collection as a physical part of the organization is much different while being connected to the organization at digital platforms. The company is still in start-up phase and lacks established structure, systems and workflows within the organization. Most the processes (especially involving complex and monetary decisions) goes through the director of the company. Even though the director of the company, Mr. Ritik Gupta is a very friendly and approachable person and always ready to help and support the employees and interns but the company still has to bring standard set of procedures and systems within the organization. The company has only 20 team members who are close-knit and can trust each other but the employees need to be more formal and work-oriented in the future. the dimensions and area for an employee work has to be well defined. The current style is good for a start-up but they have to bring maturity in the organization as the company expands across various regions of India. To drive the growth of the organization as a well-established digital marketing services and solutions firm the company need to hire more employees with specialized skills in every domain. The company have a goal to build more than 50 international commercial websites and it is working on it with great enthusiasm. All the employees in the company are highly motivated to achieve this goal and feels a sense of responsibility towards the company. The company also need to relook at the pricing of their products, especially for the digital marketing courses, as the industry has become aggressively competitive and more and more players are entering in the same sector. The company also needs to be more creative and innovative in promoting and updating their courses and services to cater the recent needs of the students and to serve student in a better way.

(D) Maintenance of Journal

(1) Company Image from Inside

The comprises of a team of very enthusiastic employees who looks at the company as a quality digital marketing services and solutions provider and as education fosterers by providing simple and practical digital marketing courses to the students. Director along with his team sees himself as person who can and is responsible to bring change in the society. The company strives and make efforts to bring positive changes in our society. The company perceives the huge population of the country as an asset with an immense potential to innovate, raise entrepreneurs and create jobs to the benefit of our country and the World. The company believes that every person has an entrepreneur among itself which is why all employees have

a sense of responsibility and attachment for the company as they think they are also working for a bigger cause than just earning their monthly wages.

(2) Self Image of Employees

Employees of this organization are highly motivated and enthusiastic to make efforts for the company's goals. Most importantly they see themselves as a part of the organization and thinks for an organization as a whole. Even the leadership of Ritik Gupta has brought optimism in the employees as how they perceive themselves. All employees see an entrepreneur among themselves and believes they can bring positive changes in the society by making efforts to achieve the goals of the organization.

(3) Employee Satisfaction

There are many reasons for the employee satisfaction in this organization. Most important of them is the guidance and support provided by the director of the company in terms of employee support and motivation. The organization's employees are highly motivated and have a sense of responsibility and attachment towards the goals of the organization. Apart from this, all employees are well incentivized and provided number of amenities for example, all employees got a MacBook from the company to conduct their work from home productively. The feedback of the employees also happens to look at their work pace and work done by them. Moreover, employees are given some challenging task from time to time to keep up their sense of achievement and challenge.

(4) Effectiveness of Instruments for Motivating Employees

There are many instruments which are being used to motivate employees and their use seems to be working well as the company's employees are very enthusiastic and attached to their work. To keep the motivation high employees are incentivized on their achievements and target completions. The most motivating factor the is the aim towards the organization is working for. The organization aims to promote and help young promising entrepreneurs by providing a platform where they can learn how to build their own brands and promote and grow their businesses online. Furthermore, the company feels responsible to make positive changes in our society. The company perceives the huge population of the country as an asset with an immense potential to innovate, raise entrepreneurs and create jobs to the benefit of our country and the World. This particular aim provides a sense that they are working for a bigger cause to the employees. Thus, the instruments used by the Managing Director, Mr. Ritik Gupta of the company has proved to be quite effective as well as efficient for motivating their employees

along with the interns who are working on for a short span of time with the company.

(5) Power Equations and Hierarchy

As the company, DDMS, is in its start-up phase there is no established hierarchy within the organization and all employees are treated as equals with different projects related to their specific domains. Looking at the power equations within the organization, most power is held by the Director of the company which is being used in a subtle way whenever it is necessary. Among the employees this power is distribution equally to treat them as equals. The particular type of power being practiced by the director is of two types: first one is legitimate power while the second one is reward power. Legitimate power is derived from the official position held by the person practicing it, which is used by the from time to time. While the reward power is also being used by the director to motivate and retain employees within the company. As the name suggests reward power is defined as a power where person uses rewards, incentives, projects, training opportunities, better roles in the organization and, monetary benefits to influence people. As for the employees the culture of the organization itself gives them power and freedom to make their own decisions, make mistakes and learn from their mistakes.

(6) Work Culture

Within the organization and under the leadership of Ritik Gupta, DDMS promotes a culture where their employees can make informed decision, make mistakes and learn from their mistakes. Also, all the employees are close-knit and trusts each other which a very good sign to bring positivity as well as productivity in the organization. While as for interns, the things were not very different in terms of the culture of the organization. On the first day itself we were told that we have to work as if we are working for our own company or business. Also, the company do not force targets on their intern rather they expect the intern to make mistakes and fail to learn from the mistakes and failure not just about the domain work but also about the life. In terms of co-operation, the HR department is very helpful and listens to and understands the situations arising in the life of students. In term of transparency, the organization is as transparent as water as there is no hierarchy systems and long processes or procedures that we had to follow. Rather we could connect directly to the director of the company itself in case we have any problems regarding work as well as other situations. The company always appreciates creativity as the domain the company is working demands its employees to be creative. We had to make some amazing creatives which promoted the creative thinking of the interns and also told us how we can further hone our skills to outstand others in the room. In terms of openness, I found the company to be limited as even our mentors only

talked to us about the work that needs to be done where they could have done a better job to make us feel more attached to the company as well as themselves.

(7) Sources of Conflict

As I have mentioned earlier being physically present in the organization and observing it is very much different from observing the company digitally. I couldn't observe the sources for conflict within the employees as I was particularly connected with HR, my mentor and sometimes the director. But I did observe some sources of conflict between the interns within my team members. Major sources of conflict in the team groups was the power to control and influence the other interns within the group which led to conflict in some groups and thus the groups were assigned a team leader who was responsible to provide direction to the teams' work. The second source of conflict within the interns' team group was lack of interest of some interns towards the group tasks which was diminishing the vibes of the group as well as reducing its productivity. But the conflicts were handled in a good way particularly by my group which kept the productivity of my group higher than the other ones.

(8) Sources of Opportunities for the Company

The industry in which the company is working in is itself a great source of opportunity from the company. Digital marketing Sector both the courses as well as the services and solutions industry are growing at a tremendous rate and are deemed to create more and more opportunities for the businesses with every day passing by. The internet penetration in India these days is not restricted to urban regions rather its adoption is rising in rural regions as well. With increasing literacy and mounting penetration of internet, the E-learning sector is suspecting an immense growth in the recent times. The online education industry was valued around Rs. 39 billion in 2018 and with the CAGR of 43.5% (in the period of 2019-2014), the e-learning market is expected to reach Rs 360.5 billion in India. Promotion of education, ease of learning, flexibility, and a wide range of study material and availability of information contributed to the overall growth of the industry. The change in the behavior of the students and professionals to continuously grow and learn new things using easy and comfortable mediums is driving the demand and the growth for the industry across the country. Moreover, the growing discipline and demands of skills in an employee also contributes to the demands of the reskills courses. The Companies in e-learning sector are competing truculently and continuously by offering differentiated products and value-added services to the target audience at jolly prices to attract and retain more and more customers. The value-added services include internships, live project opportunities, guidance from industry experts, and

carrier counselling sessions along the regular courses to further enhance the end customer's experience. On the other hand, with the digital revolution spreading all across the country, ease of communication and business and, people having cheaper access of the internet, more and more businesses are moving towards digital landscape for effective branding and marketing of their products and services across the globe. Digital marketing as a business is growing at the rate of 25-30% annually in India. With the great internet penetration, the marketing tools and strategies has changed all the way from humans to computers. With digital marketing, it became much easier to penetrate and market products and services to a large consumer segments with minimal efforts. Today on an average a person in India spends around 4-5 hours on social media handles, messenger apps, emails and, browsers. The adoption in the use of smartphones, tablets and, laptops further increased the use of internet providing digital marketing a wider set of consumer segments. With the rising number of businesses opting to create brand image, marketing strategies online and to reach out to global customers, the competency of the internet services as well as digital marketing services and solutions is also rising. Websites, content writing and blogs, SEO strategies and, online marketing campaigns, etc. have become great market and penetration strategies to improve one's brand image and business presence on the internet. In the last ten years, companies and professional with good understanding and knowledge in this field came out as successful digital marketing companies to cater the needs of the companies to build brands and businesses online. At last I would say, if DDMS provides quality services and solutions and courses which satisfies the needs of their customers, there are ample of opportunities at present and coming in future which can lead DDMS to grow their business more than 10 folds in short span of time.

(9) Issues for Future Competition

(a) Very high prices of Courses: with more and more companies shifting to work in the digital landscape and presence of cheap study materials, certification courses, free videos on YouTube justifying these high prices for their courses is going to be a challenge for the company. The company has to convey the value provided by their courses clearly to their customers that are mostly students that they are getting much more in terms of value addition as well as knowledge as compared to that they are being charged. On the contrary, if the end customers don't thing that they are getting enough value as much as they are paying for, DDMS may have to increase the value that they provide by adding more value-added services along with their courses.

(b) Low entry Barrier in the Industry: As there are very less investments to start and enter in this industry and because of the same reasons more and more companies are moving

towards digital landscapes the competition in the industry is going to be brutal in the future. The growing demands of better and innovate products and services, attract new competitors as well as needs all the companies to provide better value in their products and services by continuous innovation and value addition. This will further drive investments for the companies in e-learning sectors to their positions in the market. Same problems can arrive for the companies working in the niche of digital marketing services industry.

(E) Observations

(1) About Organization Training

I was provided training on two facets of the business: first one was on How to Pitch the target customers over phone as during lockdown the only way we could drive sales during the pandemic situation. Second one was focused on How to Generate Leads over LinkedIn where we had to generate leads to drive sales for the organization. My experience with the training provided by the organization was not satisfactory as the information provided during the sessions was very generic and limited to the products and services provided by the company. What I expected the training to be more about the skill that should be developed to be better at sales and generating leads not just over a specific platform.

(2) About Self Learning

The company always promoted and appreciated the work done by the interns by bringing some self-learned strategies. This particular gesture further encouraged the interns to learn new things on their own and implement it to real life situations coming forth in the company.

(F) Identification of Critical Issues

(1) Establishing Structure and System

Presently, the company has around 20 employees and lacks proper structural processes and systems. With better penetration and increasing expansion, the company will need effective existing procedures to conduct tasks and to execute strategies. The company must establish and implement many processes and activities in the early phase itself. With time and improvisation, the system and structure will improve and withstand the needs of expansion and higher demands.

(2) Recruitment and Selection

With higher demands and expansion, the company will need to recruit employees rapidly. Recruit and selection processes are highly costly and selecting the wrong employee in the company may lead to huge losses for the company. The company must properly plan and execute recruitment processes. DDMS must firmly develop its HR domain and establish its

process and activities for better employee retention, for example, a proper reward system for each level of employees.

(3) Change the Habit

The major challenge for the company is to make consumers try its products who are already consuming products of this segment. For example, there are loads of consumers who are using various e-learning platforms such as Coursera, Unacademy, HubSpot, LinkedIn learning which are much cheaper and well established in the market. DDMS has to extensively market its products among the right consumers' segment. The Companies in e-learning sector are competing truculently and continuously by offering differentiated products and value-added services to the target audience at jolly prices to attract and retain more and more customers. And the company needs to be better than them to grow and expand more than others.

(4) Rapid Increase in Number of Competitors

As there are very less investments to start and enter in this industry and because of the same reasons more and more companies are moving towards digital landscapes the competition in the industry is going to be brutal in the future. The growing demands of better and innovate products and services, attract new competitors as well as needs all the companies to provide better value in their products and services by continuous innovation and value addition. This will further drive investments for the companies in e-learning sectors to their positions in the market. Same problems can arrive for the companies working in the niche of digital marketing services industry.

Learning from the Summer Training Project

(A) Applications and Insights of Learning from First Year

(1) Segmentation

While generating leads for the organization I had to segment many students and take out the ones which are most possibly interested in buying the digital marketing courses at the price tag given by the company. The process was very complex but the learning from the first year helped me in understanding the process in a better way.

(2) Sales promotion

As a part of the team, we had to make strategies to boost sales for the organization as well as to make strategies on how we can motivate the sales person to give their best and convert leads.

(3) Targeting

During the classes of marketing management, we were taught effective and efficient techniques to attract the target customers.

(4) Consumer buying Behaviour

As a part of the salesforce, I used to make a specific number of calls every day. Talking to the customers and creating an interest in them about the company's products and services. Step-by-step taking them forward in the customer journey made me realize when and how the customers loses interest in products and services and how to handle customers so that you can close the deal with a positive response.

(5) Applying Theoretical frameworks on Real organizations

7-S Framework for DDMS

a) **Strategy:** the company wants to build brands and marketing as much as companies over various digital platforms. Furthermore, the company have a goal to create more than fifty thousand International commercial websites in the span of three years.

b) **Structure:** the company is working on the structure of the organization. Presently, It is working well under the guidance of managing director, Mr. Ritik Gupta. The company is target local businesses to make them shift to digital platforms and build an online presence and targeting and promoting extensively to the students who will be interested in the courses offered by DDMS. The organization still lacks a sturdy structure but is working in the right direction.

c) **Systems:** the company needs to define a certain set of processes and activities to improve and maintain their productivity level during the time of growth and expansion. No systems

yet exist to cope with large organizations. There will be a need for the HR system and activities, project, and product management programs as an organization grows bigger.

d) **Skills:** presently, again drinks have around 20 employees and will need more skilled people in each and every domain. The increase in demand and expansion will certainly increase the need for talent and the company will need more employees and will hire rapidly.

e) **Staff:** the company has around 20 employees who are well incentivized and are encouraged to take the decision and learn from their mistakes. But as the organization grows the bracket for error will become smaller and then the company will need to recruit staff rapidly. The organization needs good HR programs and reward systems for all levels.

f) **Style:** DDMS is working under the leadership of Mr. Ritik Gupta and it has a fast-paced friendly culture where employees take the decisions and learn from their mistakes to establish better structure and style of working for the organization. The current style is good for a start-up but they have to bring maturity in the organization as the company expands across various regions of India.

g) **Shared Values:** the team is close-knit and trusts each other but the employees need to be more formal and work-oriented in the future.

(B) New Skills Added in the Bag

(1) How to generate Leads over LinkedIn

LinkedIn is the platform from where I have generated most of my leads and converted quite a few of them. After learning this skill, I believe LinkedIn is one the best platforms to generate quality leads and can be used very effectively to boost sales of the company.

(2) Web Scrapping

It is of the rarest and very useful skills that I have got to learn during my summer internship project. Web scrapping is a method to scrape data from complex web pages without any coding and complex processes. It deals with the site map creation of the websites where we can download the data in the excel documents.

(3) How to make Creative to Drive Actions

The company conducted a special training session for all the intern on how we can Make creatives, like posters, memes where we can drive actions from the customers and increase customer engagement and reach of such posts over various digital platforms. For example, use statements like Hurry!, tag your friends, click here, can psychologically convey a message to

do this particular action to the customers which is beneficial for the company's digital platform and business.

(C)Augmentation of Soft Skills

(1) Team Management

As a part of my internship, I have working in a team of six members where working in the groups at INMU helped a lot to manage the work and productivity within the teams. My experience with the teams helped me in leading the team to work effectively and distribute the work efficiently to increase the overall productivity of the group.

(2) Conflict Management

There were quite a times when we faced conflicts within the group which was sabotaging the performance of the groups and needed attention to retain the workflow of the team. When the group was newly formed, there was a conflict to control the group and influence the group members. While in the later stage, there was also conflicts where some members were lacking the interest in the group tasks which decreased the overall productivity of the group.

Annexure -I

Decoracion Digital Marketing Services

INTERNSHIP LETTER

Date – 24th June 2020

This is to certify that
Mr. Sanyam Chourdiya successfully completed his 2 months
Sales and Marketing internship program (25th April – 24th June) at
Decoracion Digital Marketing Services Pvt Ltd.
During this period, we found him innovative, regular, quick learner and a
good disciple.
We wish him best of luck for all future endeavors.

Ritik Gupta
Managing Director
Decoracion Digital Marketing Services Pvt Ltd

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