

Summer Internship Report



From- 15 April 2020

To- 15 June 2020

To- Prof Tejas Shah

By- Yash Laddha (191464)



Name:	Yash Laddha (191464)
Company Name:	RiStar (Shri Venkatesh Polymould Pvt Ltd)
Company Address:	Plot No. 11 To 15 Ratna Indl. Estate, Chitegaon, Ta. Paithan, Dist, PAITHAN - 431107
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. Tejas Shah .

Declaration Certificate

I, Yash Laddha, hereby declare that this project titled “Introduction of home appliance brand **made by RiStar**” is based on original project study conducted by me under the guidance of, Mr Nandakishor Mantri (Managing Director). I would also like to thank the Production team of RiStar 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: _____ (Yash Laddha)

Table of Contents

Acknowledgement	5
Executive Summary	6
Part-B: Project Work; (Suggestions and Recommendations, if any, to the organisation, must be included here).....	7
Part-C: Learning from the summer training project	8
a. Application and insights of concepts, tools, techniques and skills learnt in year I.....	8
1. RiStar Brand Story	8
2. Competitor marking-.....	9
3. Competitors analysis	9
4. Perform a SWOT Analysis to learn their strengths, weaknesses, opportunities, and threats.....	14
C. Analyze how your competitors market their products.	20
4. Positioning-.....	21
5. Customer Profiling-	22
6. Segmentation of markets covered-.....	22
7. 7S Framework.....	22
8.Porters framework.....	23
New knowledge, tools, techniques or skills that you may have picked up.....	24
Canva	24
Google trends	24
Augmentation of soft skills during my tenure at Ristar:.....	24
Technical analysis	25
What is Evaporative cooling?	25
How is cooling produced?	25
RiStar range of air coolers	29
How is RiStar better than its competitors	33
Insights about managerial role and directions for future learning or career path that you may like to pursue.....	34
Internship completion certificate-	35
References-	36

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 **RiStar Group** 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 Nandakishor Mantri 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. Tejas Shah. (faculty mentor)** for all his support throughout the course of the internship.

Executive Summary

During the first week of internship I attended briefing sessions given by my mentor, wherein he provided details about the company, its products, core departments and how each department works. I even learned about the procedures we need to go through while making new customers and how to address consumer grievances. After every session I summarised the learnings in the form of notes. I was allotted the work of making/converting new distributors on behalf of the company and achieve the given sales targets. I went through brochure of product which were a part of my target. I had to summarise and then analyse my findings about each of the product so that I could confidently talk about the product. I collected details like the target customer segment, cost price and number of volumes issued each year for every product under my target. During the second week of my internship, I was responsible to start working on brand development like vision and mission statement, brand mapping, product mapping etc. I had to call different vendors on the field and had to approach the distributors in Maharashtra, Gujarat, Rajasthan covering around 20 cities. I had to take information about the selling of the product and then analyse the cause. Every day I was trying to keep a follow up with the interested distributors. Also, I worked with the operations department to increase the efficiency of the supply chain by using various aspects learned in the first year. I was also responsible for making a small audio advertisement for the company. It was a wonderful experience and I got an opportunity to learn a lot in this internship.

Part-B: Project Work; (Suggestions and Recommendations, if any, to the organisation, must be included here)

The project was based on brand 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. **Sub-Name of the product-** The cooler home appliance business is for middle class people who don't give much focus on the technical specification of the product but rather believe on the name of the product and what the vendor explains to them. Kenstar came up with the name double cool and there was no such technicality which gave the brand a name of double cool but just due to the name the consumer behaviour changed to buying kenstar coolers. This boosted up their sales and therefore same was implemented here at RiStar they came up with a model of DOUBLE BREEZE.
2. **Packaging-** The better the packaging the better the product sells as into this cooler home appliance sector the technology remains almost the same with only minute differences. The consumer behaviour shifts towards the packaging. The better the packaging the consumers think that the quality of the product is also good. Ristar changed its packaging model with good quality corrugated boxes and printing material.
3. **Warranty-** Ristar had planned to provide a warranty period of one year. I suggested that with a slight increase in price we can extend the warranty period to two years as there is very low cost of maintenance of this product. Just due to this slight change the we can build a trust in our customers towards this brand.
4. **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.

Part-C: Learning from the summer training project.








- a. Application and insights of concepts, tools, techniques and skills learnt in year I.

1. RiStar Brand Story

He has responsibility on his shoulders, he goes to work sheds every once of his blood working for his family just to feed them and give them a comfortable lifestyle. With an excruciating work load he still has a smile on his face when he comes back, he looks at his children with eyes of hope. He must be crying from the inside but never shows it off. He has the responsibility to pay off all the bills no matter whether he likes it or not. He never says that he loves his family but does small things for his family just to make them comfortable. He runs around in the sun just to save each and every penny for his family, when he comes back all sweaty it is our responsibility to serve him with a cool breeze of air *kyuki appko sukoon ki thandi hawa dena yeh farz banta hai humara.*

She works all day long right from sweeping the floor to taking care of the kids. From breakfast to dinner she makes every meal with loads of love hidden in it. Whether it is a festival or a Sunday she is never off duty. Our life circles around her because she knows everything. We misplace a thing she is the one who knows where it is. We say she is a home maker but she works straight from morning 6 till 10 in the night without any breaks. She makes the home a place to live. With all the exhaustion throughout the day it is our responsivity to serve her with a cool breeze of air *kyuki appko sukoon ki tandi hawa dena yeh farz banta hai humara.*

2. Competitor marking-

Competitor	Direct	Different solution	Different customer
Symphony			
Kenstar			
Mc-coy			
Voltas			
V-guard			
Manufacturers of AC			
Manufacturers of tin made coolers			

3. Competitors analysis

Symphony

Founded in 1988, in Gujarat, India, Symphony Limited established a new category of evaporative air-cooling in India, taking it to the globe. As a disruptor of a highly unorganised sector, the company has set high benchmarks comprising 108 trademarks, 49 registered designs, 7 copyrights and 8 patents, defining the gold standard of air cooling.

At Symphony, research and development and engineering technology is a sustainable competitive advantage. The company delivers market-leading products with design innovation, improved energy conservation, distinctive styling and customer-centric design.

As a pioneer in the air-cooling industry, Symphony develops breakthrough technologies to combat climate change. It is providing solutions for affordable cooling and comfortable environments for maximum efficiency, productivity and wellbeing.

Symphony Limited is a publicly traded company delivering value to its stakeholders in the most profitable and effective way. In India, the market capitalisation of the company is valued at over INR 10,000 Crores which is a coveted league among the public listed companies.

Symphony Limited has been awarded the Guinness World Record for creating the world's largest functioning air coolers. The company also provides solutions through its world's largest air cooling project In Mecca-Madina at Hajj Camp and Ramdev Patanjali Yoga Bhavan, Haridwar, India.

A. Determine what products your competitors offer.

1. Are they a low-cost or high-cost provider?
They are a low and high cost provider solution as they have different ranges.
2. Are they working mainly volume sales or one-to-one purchases?
The focus is on one-to-one purchases as it is a commodity product.
3. What is their market share?
55%
<https://engmag.in/symphony-targets-55-share-of-indian-branded-air-cooler-market-this-summer/>
4. Are they using different pricing strategies for online purchases versus brick and mortar?
No, they have the same pricing model, they just make online purchases with a delivery fee.
5. How does the company differentiate itself from its competitors?
It has a wide range of products, not only in tower and window coolers but Symphony also provides solutions to central cooling too.
6. How do they distribute their products/services?
The products are distributed through their distributing channels and also through online medium. The services provided by them are the direct services by customer care number.

B. Sales tactics

1. What does the sales process look like?
Their sales mostly depend on the distributors. As the distributors get their cut the better, they promote the product.
2. What channels are they selling through?
Distributors, online medium
3. Do they have multiple locations and how does this give them an advantage?

Yes, they are spread throughout the world and this gives them advantage of getting to know their customers

4. Are they expanding? Scaling down?

Symphony is expanding as they say that temperature is increasing and so the sales will shoot up

<https://www.zeebiz.com/companies/news-increasing-temperature-will-increase-demand-for-cooling-products-rajesh-mishra-symphony-limited-93188>

5. Do they have partner reselling programs?

They do not have any program as most of the selling is done by the distributors.

6. What are their customers reasons for not buying? For ending their relationship with the company?

People are amazed with the air coolers provided by symphony and their variety of products give them a good option to choose from.

<https://www.quora.com/What-is-your-review-of-Air-Cooler>

7. What are their revenues each year? What about total sales volume?

They have a revenue of 811crs in the financial year 2017-18

https://www.symphonylimited.com/Uploads/Investor/Presentation/CorporatePresentation_2652602612.pdf

8. Do they regularly discount their products or services?

They usually don't discount their products but it's up to the distributor as to how much he wants to sell it

C. Analyse how your competitors market their products.

1. Do they have a blog?

They do have a blog on their website itself

<https://www.symphonylimited.com/why-should-you-air-cool-your-commercial-space.aspx>

2. Are they creating whitepapers or ebooks?

They do create white papers but they are mostly related to industrial cooling and benefits of the same.

<https://www.symphonylimited.com/Uploads/Symphony-whitepaper-02-new.pdf>

3. Do they post videos or webinars?

They have an active Instagram page and they post a lot of videos and content.

<https://www.instagram.com/symphonylimited/?hl=en>

4. Do they have a podcast?

No, they don't own a podcast.

5. Are they using static visual content such as infographics and cartoons?

They use cartoons and real humans to display their content.

6. What about slide decks?

They have a lot of information about their journey on their website.

<https://www.symphonylimited.com/>

7. Do they have a FAQs section?

They do have an FAQ section and they post about the information on air coolers and their product.

<https://www.symphonylimited.com/customer-care-faq.aspx>

8. Are there featured articles?

No, symphony doesn't conduct any featured articles.

9. Do you see press releases?

As symphony is a listed company it usually has many news going around they do post it on their website

<https://www.symphonylimited.com/media-coverage-television.aspx?RID=161>

10. Do they have a media kit?

Symphony do have a media kit including the annual report they share the information about the awards and recognitions they have attained.

<https://www.symphonylimited.com/media-kit.aspx>

11. What about case studies?

They have a very interactive style case studies where there is problem statement stated and the solutions are given to it

<https://www.symphonylimited.com/coolopedia-case-studies.aspx>

12. Do they publish buying guides and data sheets?

They do not publish any buying guides but all the necessary information is given in the FAQ section.

<https://www.symphonylimited.com/customer-care-faq.aspx>

13. What online and offline advertising campaigns are they running?

Symphony regularly updates its campaigns and stays with the trend. On Instagram it has content based on every event.

<https://www.symphonylimited.com/media-campaigns.aspx>

D. Take note of your competition's content strategy.

1. How accurate is their content?

They post a lot on Instagram, but the posts are the same and the music behind is a bit irritating, they are trying to depict freshness but because of the music could not.

2. Are spelling or grammar errors present?

They have hired a professional so no grammatical error is found.

3. How in-depth does their content go? (Is it introductory level that just scratches the surface or more advanced topics with high-level ideas?)

The blogs and whitepaper have information about the cooler industry its benefits and its usage. It is relatively a lot of content compared to the cooler industry

4. What tone do they use?

The tone is simple and refreshing. They try to please their customers with a soft tone

5. Is the content structured for readability? (Are they using bullet points, bold headings, and numbered lists?)

The content is pretty much sorted properly, their Instagram page is a bit cluttered.

6. Is their content free and available to anyone or do their readers need to opt-in?

The content is free for everyone to access.

7. Who is writing their content? (In-house team? One person? Multiple contributors?)

They seemed to have hired a professional as their content is regularly updated.

E. Observe how they promote their marketing content.

It has 124k followers on Facebook and 9000+ on Instagram. The marketing content on Facebook and Instagram are one and the same. They have advertisements campaign some with humans and some with animated characters. There are no internal links provided on their content, all of which they have posted on their website.

4. Perform a SWOT Analysis to learn their strengths, weaknesses, opportunities, and threats

Opportunity

Opportunity

Opportunity based on upward mobility:

In India, there are about 24.7cr households; about 8.3cr do not own a fan. Only about 3.8% of the total households own an air-conditioner (94Lacs) and about 5% own coolers. This means that the addressable cooler market is about 91% households over and above the replacement market.

Opportunity based on location:

In India, about 13.2cr households live in hot dry climatic regions (about 54% of the total) and about 1.1cr households live in moderate climatic regions. This represents an aggregate 14.3cr households (58% of total) of potential customers.

Opportunities over the horizon:

In India, especially among the mid-income groups, there is a huge demand of air coolers, especially for the cost of ownership: an air conditioner costs between `23,000 to `35,000 whereas branded air coolers (like Symphony) cost between `4,500 to `17,000. Besides, air coolers consume 90% less electricity compared to air conditioners – a critical factor in swaying the decision in favour of the coolers.

Growing middle class:

India's 3.14cr strong middle-class households are expected to touch 5.33cr by 2015 and grow to 11.38cr households by 2025. India's total household consumption is all set to quadruple over next two decades, (2005 to 2025) according to McKinsey Global Institute. The country's middle-class will be over 50cr strong by 2025, making India the world's fifth-largest consumer market. This bulging base of middle-class families presents an immense opportunity for air-cooler manufacturers in India.

Increasing urbanisation:

India is the fastest urbanising country. Urban markets are set to explode as India's urban population is expected to grow at about 2.3% during 2006-2016 while the overall population is anticipated to grow at an annual rate of about 1.4%. UN estimates that 40% of India's population will be living in urban areas by 2030 (Source: *Forbes India*).

Nuclear families:

The average increase in the number of middle-class nuclear families is estimated to be over 30cr. The average household size declined from 4.6 to 4.1 in the past decade with a corresponding increase in average dwelling sizes from 41 square metre per unit (sq. m/unit) to 48 sq. m/unit. (Source: ENAM). India also has the highest proportion of couples with two children, or nuclear families, at 52%, followed closely by Brazil and China at 49%.

March 2014

Un-Earthing Multibagger Stocks
www.drequity.in

32

Working population:

India's proportion of the working age population (15-59 years) is likely to rise from around 58% in 2001 to over 64% by 2021 (Source: *Economic Survey*). In absolute numbers, around 6.35cr people are expected to enter the working age group between 2011 and 2016. By 2030, India will have the youngest median age of 31.2 years. When most major economies will see a decline of working age adults (20-64 years), India is expected to see a significant rise in working age adults.

A NASA report stated that at 38 degrees temperature, there is a 62% loss of work output and at 41 degrees, it goes up to 79%. Hence, there is an immense potential for industrial air cooling in India, wherever air conditioning is just not feasible.

Increase in earning family members:

Dependency ratio among Indian families declined from 58% in 2005 to 55% in 2010 and is expected to decline to 52% in 2015 and 49% in 2020 (Source: *ENAM*)

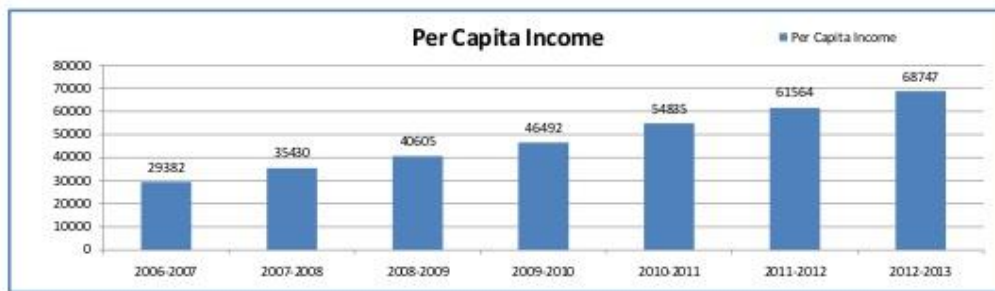
Disposable incomes:

*The average Indian has started earning more – average per capita income increased by 11.7% to `5,729 per month in 2012-13 at current prices which comes to `68,747 annually (`61,564 in 2011-12). Estimates suggest that private final consumption expenditure is expected to scale up from USD 790 billion in 2010 to USD 3.6 trillion by 2020 (Source: *ENAM*).*

March 2014

Un-Earthing Multibagger Stocks
www.drequity.in

33



Global warming:

India is likely to become "phenomenally" hotter and could also become considerably wetter due to global warming. The mean temperature in India rose by 0.2 degree Celsius every decade between 1971-2007 with minimum temperatures rising more than maximum temperatures, which increased 1.02 degree Celsius in 100 years. The most alarming findings in the report are the predictions it makes, based on scenarios that greenhouse gas emissions would continue to rise unchecked over coming decades. Projections show that total monsoon rainfall could rise between 9-16% by the end of 21st century. By that time, annual mean temperatures could rise by 3.5-4.3 degree Celsius with 1.7-2 degrees rise taking place as early as 2030s. Both minimum and maximum temperatures recorded in a day will rise. Areas in Rajasthan and Kutch could see more than 4-degrees rise in maximum temperatures by as early as 2020s. Night temperatures are projected to rise by 4.5 degrees across a large part of the country by 2050.

Source: Dr Equity / Company

March 2014

Un-Earthing Multibagger Stocks
www.drequity.in

34

1. Having well established brand "Symphony" in air coolers market, distribution network in domestic and export markets, the company is poised to potential growth.
2. Due to Globalisation, increased opportunity to tap export market
3. Huge potential in domestic market considering population of the country & increased awareness about quality among customers
4. Various applications of air coolers

Threats

Concerns

Clip slide

1. The business is still seasonal in nature so any bad weather can affect its demand and so its profitability.
 2. Entry of new players in the organised segment can dent its margin also there is a large no. of unorganised players in the market whose products price is 25-30% cheaper.
 3. Symphony is majorly in to air cooling which poses a big risk since any new invention in air cooling industry will impact its business significantly.
 4. Currency risk will also remain as now company is focussing more on export revenues as well.
-
1. Heavy competition from local and unorganized sector
 2. Fluctuation in oil prices & consequent fluctuation in raw material(plastic) prices
 3. Demand for air coolers is subject to vagaries of summer

Strengths

1. As symphony has the largest market share it has the ability to influence their customers.
2. They have the largest variety in evaporative air cooling this can have an advantage to them as they have got the technology.
3. As the company is listed so they can have a good amount of cash flow and so they need not worry about going bankrupt.
4. Presence of established distribution networks in both urban and rural areas
5. Strong brand equity
6. Global scale of operations
7. Flexible production system
8. New innovative and world class technology
9. Strong management high quality motivated human resources

Weakness

1. Demand is seasonal and is high during festive season
2. Low purchasing power of consumers
3. Infrastructural bottlenecks in terms of power, utility, road transport etc.

Kenstar

In the year 1996, we had introduced branded air coolers in India. Soon after, we also launched microwave ovens, tumble top washing machine and many such pioneering products with the promise of bringing "The Way The World Lives" into India. Today, Kenstar is a name that stands for quality, style and durability. Our products have delighted customers across the globe. With an all India sales & service network and presence in more than 20,000 retail touch points, we enjoy being one of the most preferred premium brands in the country.

Today's lifestyle is the perfect blend of work, life, play, party, friends & family. Understanding this emerging lifestyle, we strive to simplify and enrich the lives of our customers with our contemporary range of air coolers, water heaters, and home appliances. So that you reduce monotony, give each day a fresh start and 'Live the Ken Lifestyle'.

A. Determine what products your competitors offer.

1. Are they a low-cost or high-cost provider?
The cooler industry works in almost the same costs there are negligible difference between the cost of two brands
2. Are they working mainly volume sales or one-off purchases?
The focus on one to one purchase as it is a commodity product.
3. What is their market share?
Kenstar is the second-best brand after Symphony to have a good market share, It has around 30% of the market.
<https://economictimes.indiatimes.com/industry/cons-products/electronics/crompton-greaves-out-of-kenstar-race/articleshow/61523262.cms?from=mdr>
4. Are they using different pricing strategies for online purchases versus brick and mortar?
No they have the same pricing strategy, online purchases gets an incentive of an year extra warranty.
5. How does the company differentiate itself from its competitors?
As the competitors only focus on air coolers, Kenstar is into home appliances with a variety of product packages.

6. How do they distribute their products/services?

Kenstar has a distribution network of about 15,000 dealers. The promoters initially expected a valuation of Rs 1,800 crore to Rs 2,000 crore for the Kenstar business, which was later lowered to Rs 1,500 crore-Rs 1,600 crore

<https://economictimes.indiatimes.com/industry/cons-products/durables/everstone-to-acquire-kenstar-from-videocon/articleshow/61537350.cms?from=mdr>

B. Research your competitors sales tactics and results.

1. What channels are they selling through?

Distributors, online medium

2. Are they expanding? Scaling down?

As they are expecting rise in sales and therefore, they are expanding

https://www.business-standard.com/article/pti-stories/kenstar-aims-30-pc-rise-in-sales-this-fiscal-117080600343_1.html

3. Do they have partner reselling programs?

They do not have any program as most of the selling is done by the distributors.

4. What are their customers reasons for not buying? For ending their relationship with the company?

As Kenstar is associated with Videcon group and due to financial condition there might be a possibility to not to buy from Kenstar.

5. What are their revenues each year? What about total sales volume?

The company sells air conditioners, air coolers, mixer grinders and electric kettles and booked a loss of Rs 26.42 crore on the back of Rs 1,939.50 crore of operating income in the financial year ended March 31, 2015

<https://economictimes.indiatimes.com/industry/cons-products/durables/crompton-greaves-leads-race-to-buy-videocon-owned-kenstar-offers-rs-1400-crore/articleshow/60963547.cms?from=mdr>

6. Do they regularly discount their products or services?

No, they do not discount their products, they do give an extension to warranty as an incentive.

c. Analyze how your competitors market their products.

1. Do they have a blog?
They do blog about their products and recipe.
<https://www.kenstar.in/blogs>
2. Are they creating whitepapers or ebooks?
No, they do not create any ebooks or whitepapers.
3. Do they post videos or webinars?
They do post videos on their YouTube channel, but they have very low engagement.
https://www.youtube.com/channel/UCg1taaxVN2csJeB_u6-nGYg
4. Do they have a podcast?
No, they do not have a podcast.
5. Are they using static visual content such as infographics and cartoons?
They use visual content as infographics no cartoons on any platform.
6. Do they have a FAQs section?
No, they do not have any FAQ section.
7. Are there featured articles?
No, they do not have any articles only news about them.
https://www.google.com/search?q=kenstar+articles&rlz=1C1NDCM_enIN853IN853&oq=kenstar+articles&aqs=chrome..69i57j69i60l3.4894j0j7&sourceid=chrome&ie=UTF-8
8. Do you see press releases?
No press releases only television commercials.
<https://www.kenstar.in/media>
9. Do they have a media kit?
No media kit only commercials.
<https://www.kenstar.in/media>
10. What about case studies?
No, they do not have any case studies.
11. Do they publish buying guides and data sheets?
No, they do not publish these.

12. What online and offline advertising campaigns are they running?

They use the strategy of umbrella campaign where they promote all the products together.

https://www.google.com/search?q=kenstar+marketing+campaign&rlz=1C1NDCM_enIN853IN853&oq=kenstar+marketing+campaign&aqs=chrome..69i57j33.5675j0j7&sourceid=chrome&ie=UTF-8

D. Look at their social media presence, strategies, and go-to platforms

Kenstar India is on Instagram and facebook. On facebook they have 119k likes but have better engagement of people with online polls and people do share their posts a lot. On Instagram their page is sophisticated and not cluttered they have around 2k people subscribing it, they have many stories on IG. All in all, on social media they have better engagement than symphony.

4. Positioning-

Shri Venkatesh Polymould position itself in low variety high volume manufacturing sector. As they have a huge volume of dispatch on a daily basis, they have to play their profits on the volume margin game. RiStar positions itself in a medium quality medium pricing quarter. Ristar targets middle class people who can spend 10k on a home appliance commodity. Ristar coolers provide a wide range of affordable coolers to a middle-class family who can't afford an AC or AC is just not correct for their house.

Pricing-

Pricing solely depends on the raw material and the machine tonnage required for the product to manufacture. For every component that is manufactured they need a particular amount of raw material and the mould works on a certain amount of machine tonnage. Ristar range of coolers will have different rates for every model. The price range will start from Rs 5500 to Rs 15500. They follow the method of fixed and variable cost. Eg for a machine tonnage of 140 tonnes there is a specified amount of 8rs per hour which includes all the fixed costs.

Distribution structure-

As the business is B2B manufacturing of plastic moulding products the distribution channel is the direct distribution of goods. There are no middle agencies for the distribution. They have collaborated with the logistics agencies which provide them vehicles when needed. The manufactured parts are usually transported to Pune, Vishakhapatnam, Delhi, Ahmedabad, Mumbai etc.

5. Customer Profiling-

The customers are giants that provide a full service of the home appliances as of now SVPPL only manufactures the part of the major component. Ristar will be targeting the middle-class families who are just entering the urban environment. These people are looking for personal ease and satisfaction of life.

6. Segmentation of markets covered-

Geographic segmentation- Coolers are used in a place where there is a low moisture content. As the dynamics of the cooler says that the best atmosphere to operate the cooler is in a place where it has dry air and low moisture content. Eg- North and mid India.

Demographic segmentation- Ristar will be targeted towards a family man who is conscious about his family's comfort but he cannot afford an AC therefore he is willing to spend an amount on cooler so that his family stays comfortable and they can have a pleasant sleep. The man has an income ranging from 15000 to 60000 per month and he can invest on some essential home appliances.

7. 7S Framework

Strategy- The strategy of the company to stand out is through quality control and supply chain. As it is a heavy moving good therefore the supply chain has to be intact and efficient. In the home appliance industry people usually prefer good quality products as they give a longer life to the equipment and so therefore SVVPL has to ensure a good quality product. They follow TQM and ISO certifications for their inhouse quality management.

Structure- The structure of the organisation is very simple as there is the above management which includes director, account head, manufacturing head. Then there are supervisors for both account and manufacturing and then there are workers. There is a different department for HR and Legal.

Systems- The company uses Tally for its accounting services and most of the analytics is done on Excel. On the shop floor they follow different systems of operation management such as Kaizen, 5S, Six Sigma, Lean inventory management etc.

Shared Values- The core value of the company is to value their customers an employee as they believe that unless they don't have a sync together it is impossible to run a business and provide a great value product. The company believes in continuous improvement and therefore every opinion matters to them and even if he is a small worker his opinion are given equal respect as the managing director.

Style- The style of the leadership followed here is a holistic one as in all the people are responsible for their own work. Once the work is assigned to a person, he should work on it efficiently and be responsible for it. People are always opinionated here as they know that their voice would be heard and that is the very reason that the company is efficient in doing its work with great quality and inventory management.

Staff- The staff of the company is the local staff from nearby place. The staff contains of engineers and MBA graduates. The company has two consultants who have a degree of CA. The engineers are a mix of freshers and Experienced personnel.

8.Porters framework

Competitive rivalry- Where rivalry is intense, companies can attract customers with aggressive price cuts and high-impact marketing campaigns. Also, in markets with lots of rivals, your suppliers and buyers can go elsewhere if they feel that they're not getting a good deal from you. As into manufacturing sector there is a huge amount of rivalry and competition and people out there are ready to provide low cost product as plastic moulding is a voluminous game therefore, they have to have a very low margin. Ristar would have much more competition than SVVPL as it is into home appliances and therefore there are many players who have already established their market.

Supplier power- The more you have to choose from, the easier it will be to switch to a cheaper alternative. But the fewer suppliers there are, and the more you need their help, the stronger their position and their ability to charge you more. That can impact your profit. There is a limited supplier towards this company as there are only two major players for raw material that is LG Polymers and Supreme, no other company manufactures plastic granules that are used for manufacturing and therefore here the supplier power is more and there is no alternative to it. Therefore, the cost will be decided by the supplier and not the customer.

Buyer Power- When you deal with only a few savvy customers, they have more power, but your power increases if you have many customers. As there are many home appliance products and brand in the market it is obvious that the power of the buyer is more as he has an alternative option and he needs very low cost to shift to another product.

Threat of Substitute- If you supply a unique software product that automates an important process, people may substitute it by doing the process manually or by outsourcing it. A substitution that is easy and cheap to make can weaken your position and threaten your profitability. There is no substitute for the product as the next best substitute for air coolers is an AC which is at a very high cost compared to an Air cooler. There might be many players in the market for air coolers and home appliances but there is no substitute products.

Threat of new entry- If it takes little money and effort to enter your market and compete effectively, or if you have little protection for your key technologies, then rivals can quickly enter your market and weaken your position. If you have strong and durable barriers to entry, then you can preserve a favourable position and take fair advantage of it. New entry is a bit difficult as it needs a huge investment to start a new project there are many governmental norms associated with it. The technology is changing continuously and therefore new entry is a bit difficult.

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

Canva:

I have learned Canva to design minimal posts which do not require help from the designers. Canva is the tool so many marketers rely on for making great-looking social media images quickly. 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.

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 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.

Augmentation of soft skills during my tenure at Ristar:

Building up strong inter personnel skills have never been more important than now. In this lockdown where everybody has to work from home, lack of proper communication can lead to non-completion of tasks on time. Thus, we are failing on the customer's end. I have learnt a great deal of interpersonal skills like:

Adaptability: With my team, assignments can vary from month to month, depending upon our client roster. They might be working on a finance client one month then they'll need to switch up to a travel client. They may need to pitch in and help someone else out on a client they've never worked on.

Ability to multitask: There are always a ton of things going on at once in digital marketing. You want to read the latest articles, see the latest relevant tweets, do your job, figure out how to do something in a different way that saves time, do reports, etc.

Empathy: Being able to see things from someone else's point of view is essential to marketing of any kind. It's important to understand why someone thinks a certain way.

Curiosity: There are so many aspects of digital marketing, so many little niche areas, and craving more knowledge about how it all fits together truly makes you better at whatever your role is.

Technical analysis

What is Evaporative cooling?

To help understand the principles of Evaporative Cooling it's a good idea to think of the air as a type of sponge. As air comes into contact with water, it absorbs it and becomes damp air or humid air. The amount of water that the air can absorb depends largely on how much water is already in the air. Obviously, a dry sponge will absorb more spillage than a wet sponge. Generally, the term "humidity" is used to describe the amount of water in the air. For instance, if in a mixture of air and water 20% is water, then we state that the humidity would be 20%. If the humidity is 100% that would indicate that the air is holding all the moisture it can and it is probably raining or extremely damp.

Obviously the lower the humidity the more room there is in the air for more water and a larger amount of evaporation can take place. Remember the action of evaporation is the cooling power behind Evaporative Coolers. We use the term "relative humidity" when describing the amount of moisture in the air. The "sponginess" of the air changes according to the air's temperature. If the air is warm it becomes spongier and can therefore hold more water. Because of this we must describe the level of humidity as relative to the temperature because this affects the 'sponginess' or absorbability of the air. Therefore, a room at 50% humidity will hold more water at 80°F than at 50°F.

How is cooling produced?

Energy in the form of heat is required to evaporate water. Actually, to evaporate a gallon of water requires 8,700 BTUs (British Thermal Units) of heat. The heat comes from whatever the water is in contact with which could be a building, your body, a tree or the heat of the air itself. As the heat comes into contact with the water the temperature the heat-source is reduced.

An important point to understand is that the temperature of the water does not have any real effect on the cooling produced by the evaporation process. If you were to throw a gallon of water at 50°F on a warm pavement of say 90°F, it would produce 9,000 BTUs of cooling. If you were to throw a gallon of 90°F water onto the pavement it would produce 8,700 BTUs of cooling which is only a 3% difference. Imagine being sprayed with water at either of those temperatures on a hot day; as it evaporated off your skin you would feel much cooler.

The construction of an evaporative cooler is such that filter pads are located at the back or sides (or both) of the machine and the surrounding warm air is sucked into the machine through the pads. The pads are kept damp either by water being pumped from an internal reservoir around and through the pads or from an external water source. As the outside warm air moves across the wet pad the water is evaporated, removing the heat from the air. Therefore, when that air exits the machine it is in a cooler state than when it entered the machine.

The best Evaporative Coolers are able to provide the largest surface area over which the air can travel and evaporate the water. It is important, therefore, for the machine to draw in as much warm air as it can and pass it over as large a “damp” area as possible.

Evaporative cooling Temperature drop chart.

Ambient Temp. °C	Relative Humidity %. (RH%)								
	10	20	30	40	50	60	70	80	90
10	4	4.5	5.5	6	7	7.5	8	9	9.5
15	7.5	8.5	9.5	10.5	11	12	13	13.5	14
20	11	12	13	14.5	15.5	16.5	17.5	18.5	19
25	14.5	16	17	18.5	20	21	22	23	24
30	17.5	19.5	21	22.5	24	25	26.5	28	29
35		23	25	26.5	28.5	30	31.5	32.5	34
40		26.5	29	31	32.5	34.5	36	37.5	39
45			32.5	35	37	39	40.5	42	44
50			36.5	39	41	43.5	45	47	48.5

Advantages of air coolers

- Air coolers are eco-friendly as they use a natural process, i.e. evaporation of water, to cool the air.
- Air cooled by an air cooler is pleasant and offers optimal relief from the summer heat by humidifying the dry air. On the other hand, chemical refrigerants used by air conditioners can dip the temperatures way below normal, which is not good for health.

- Air coolers also recycle the indoor air through cross ventilation whereas air conditioners only recycle the ambient air which may increase the amount of pollutants present in an indoor environment.
- Air coolers are much more energy efficient than air conditioners, making them cheaper to run in comparison with air conditioners.
- Modern air coolers also come with dust filters to filter dust and debris from the incoming air.
- Portables air coolers can be moved within the house for multipurpose use whereas wall and window air conditioners are fixed units.
- Air Coolers from brands like Honeywell also have a 'connect and forget' feature which allows you to setup automatic water refill for the unit.
- Since air coolers use a simple mechanism, they are easy to maintain. Air conditioners, on the contrary, require periodic service and coolant refills which can be cumbersome and costly in the long run as well.

Comparison between air cooler and air conditioner.

Features of an Air Cooler	Features of An Air Conditioner
Very budget-friendly	Not so budget-friendly
Cools the air	Cools and heats up the air
Removes heat from the air by using water-absorbent pads	Conditions the air by using a refrigerant and chemical coolant
Is portable	Cannot be moved once installed
Uses very little electricity to function	Consumes a lot of electricity and is expensive
More useful in dry areas	Useful in both dry and humid areas

Things to consider while buying an air cooler

Design and Portability

If you want to use the air cooler as a fixed unit, you should consider an outdoor air cooler as it will help save space inside the house. On the other hand, if you are looking for a portable air cooler which can be moved within the house, look for a unit which has a compact, upright design and sturdy wheels. Going with an international air cooler brand can solve the dilemma of design and quality for you. For example: high-quality air coolers from Honeywell are made from durable plastic and metal components which make them perfect for Indian homes.

Energy Efficiency

The energy efficiency of air coolers makes them the preferred choice of Indian households. So, do check the power consumption figures for the air cooler units before buying one. If you are getting an air cooler for a large coverage area, expect the energy use to rise in proportion with the coverage area.

Ice Tray

Air coolers with ice tray allow you to cool a room or area faster than a regular air cooler. This feature can be useful if you are living in a city like Delhi where summer temperatures can exceed 45 degree Celsius.

Compatibility with Inverters

Another thing that you should check with the dealer is the compatibility of the air cooler with inverters. Since power cuts are quite frequent during the summer months, it is important that the air cooler can run on an inverter's battery power. Older air coolers were too energy intensive and could not be run on battery power for more than 10 to 20 minutes. But nowadays, products like Honeywell air coolers can provide uninterrupted cooling for a few hours depending on your inverter's battery capacity.

Maintenance

Air coolers require periodic maintenance and one of the most commonly replaced parts of an air cooler is the cooling media. A good air cooler has cooling media which can last for a long time. For example, Honeywell air coolers come with a unique honeycomb design cooling media which can retain more water and provides better cooling than locally built cooling panels. The cooling media is readily available from Honeywell vendors online and offline. Moreover, the second part which generally requires maintenance is the water pump. Again, high-quality air coolers come with 100 percent copper motors to ensure long lasting performance.

RiStar range of air coolers

1. Desert (Rs 12990)



Specifications

Air cooler type	Desert
Storage capacity (In litres)	60
Cooling medium	Honeycomb Pad
Blower/Fan	Fan
Number of fan blades	3
Digital Display	No
Power Requirement (In volts)	230W/50Hz
Power consumption in Watts	175
Body Material	HIPS
Caster Wheels	Yes
No of Wheels	4
Tank fill	Manual
Thermal Overload Protection	Yes
Pump LPM (Litres)	10
Fan Motor Winding	Aluminium
Special Coating	UV Protech Coating
Cord Winder	Yes
Control Type	Manual
Product Dimensions	655*520*1045

Product Weight	17
Noise level (db)	71/68/65
Cooling Area (sq ft)	420
Air throw distance (ft)	20
Water inlet	Yes
Works on Inverter	Yes
Vertical Louvers Movements	Automatic
Horizontal Louver Movement	Manual
Ice Chamber	Yes
Motor Speed(rpm)	1350

2. Slim (Rs 10490)



Specifications

Air cooler type	Slim
Storage capacity (In litres)	35
Cooling medium	Honeycomb Pad
Blower/Fan	Fan
Number of fan blades	6
Digital Display	No
Power Requirement (In volts)	230W/50Hz
Power consumption in Watts	190
Body Material	HIPS
Caster Wheels	Yes

No of Wheels	4
Tank fill	Manual
Thermal Overload Protection	Yes
Pump LPM (Litres)	6
Fan Motor Winding	Aluminium
Special Coating	UV Protech Coating
Cord Winder	Yes
Control Type	Manual
Product Dimensions	610*400*1040
Product Weight	15
Noise level (db)	68/67/65
Cooling Area (sq ft)	200
Air throw distance (ft)	20
Water inlet	Yes
Works on Inverter	Yes
Vertical Louvers Movements	Automatic
Horizontal Louver Movement	Manual
Ice Chamber	Yes
Motor Speed(rpm)	1360

3. Window (Rs 10990)



Specifications

Air cooler type	Window
Storage capacity (In litres)	60
Cooling medium	Honeycomb Pad
Blower/Fan	Blower
Number of fan blades	0
Digital Display	No
Power Requirement (In volts)	230W/50Hz
Power consumption in Watts	300
Body Material	HIPS
Caster Wheels	No
No of Wheels	0
Tank fill	Manual
Thermal Overload Protection	Yes
Pump LPM (Litres)	5
Fan Motor Winding	Aluminium
Special Coating	UV Protech Coating
Cord Winder	Yes
Control Type	Manual
Product Dimensions	640*500*655
Product Weight	13.8
Noise level (db)	102/98/94
Cooling Area (sq ft)	235
Air throw distance (ft)	20
Water inlet	Yes
Works on Inverter	Yes
Vertical Louvers Movements	Automatic
Horizontal Louver Movement	Manual
Ice Chamber	Yes
Motor Speed(rpm)	1200

How is RiStar better than its competitors

1. RiStar manufactures **world class quality** coolers with strict legal norms.
2. The coolers have a **UV Protection Coating** and so the colour of the cooler never fades away it stays bright and new always.
3. The coolers work on the mechanism of evaporative cooling and has a **wide-angle flow** of air and thereby cooling the room at every corner.
4. The coolers are equipped with **Thermal Overload Protection** which ensures that at high resistance temperature of the cooler the cooler automatically stops so that no parts of the cooler get damaged, as soon as the temperature comes to normal operating temperature the cooler automatically starts itself.
5. The Desert and the Slim coolers are mounted on **castor wheels** for easy movement of the cooler. These castor wheels are made of high-quality HIPS which can withstand the load of the cooler and can also be rolled on a rough surface.
6. The coolers are equipped with **ice chamber slot** through which ice cubes can be poured into to give you a cool breeze of air.
7. RiStar believes in **efficient design** structure which works on the maximum efficiency to give you a blast of cool air at a very low cost.
8. All the coolers work on a **low electricity consumption** both the motor and the water pump are efficiently designed to work at its optimum capacity on a low consumption of power.

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

Understanding customer's behavior:

Before running a successful marketing campaign, you need to have deep insight into your customer's behavior. Most marketing messages end up sounding generic because most companies don't take the time to fully understand their customers and the stories behind their problems.

Create processes:

Scaling anything requires proper documentation of systems, processes, and workflows that go into completing a specific task. That means having a structured system to follow when you create a blog post, run a campaign, run social media promotions or paid ads, and so forth.

Gathering right tools

Inbound marketing campaigns require a variety of tools from start to finish. For example, you might need e-mail marketing tools, analytics tools (like Google Analytics), communication tools like Slack, and more. These tools help accomplish your key tasks and hit your goals more efficiently.

Be consistent:



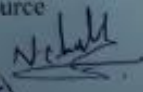

One of the most important skills when it comes to inbound marketing is patience. Typically, noticeable results only come in after several months. Some of the most successful companies have been consistently putting in effort over the course of many years:

Pull from past experience:

Lastly, you should make sure that you have experience designing and running some portion of inbound marketing campaigns.

Hitting all these points takes time. It's not easy to publish high-quality content consistently or document rock-solid processes that keep your systems on track.

Internship completion certificate-

	SHRI VENKATESH POLYMOULD PVT. LTD. (Manufacturers of Plastic Moulded Component) CIN No.: U74900MH2011 PTC219361	
Plot No. 11 to 15 Ratna Indl. Estate Chitegaon, Ta. Palthan, Dist. Aurangabad. (M.S.) INDIA Mob.: +91-9225294444 E-mail : nrmantri@rediffmail.com		
Date- 02-07-2020		
Yash Laddha Nirma University, Ahemdabad		
Subject- Certificate of Internship		
Dear Sir/Madam, This is to certify that Yash Laddha has been working as a Marketing strategist and Brand development Intern with RiStar (Shri Venkatesh Polymould Pvt Ltd) for a period of 2 Months. (15th April 2020 — 15th June 2020). As part of the internship program, Yash worked on various aspects of Brand Development especially into marketing strategy and research from vendors. His responsibilities included developing a home appliance brand for the company. He was also responsible for doing market research from the vendors and by using some analytical tools gain some insights from that. Yash has been extremely sincere, hardworking and enthusiastic. His understanding of concepts is strong and it was a great value addition having him onboard. We at RiStar wish him all the best for his future endeavours.		
Human Resource  		
REGD. OFFICE : R.H. No. 38, Plot No. RH-7, MIDC Area Chikalthana, H.R.H.K. Co-op. Housing Society Ltd. Aurangabad.		

References-

<https://www.sciencedirect.com/science/article/pii/S221509861830990X>

<https://consumer.bluestarindia.com/air-coolers/desert-air-coolers.html>

<https://www.kenstar.in/product-category/air-coolers>

<https://www.symphonylimited.com/product-range-household.aspx>

<https://www.honeywellsmarthomes.com/blog/evaporative-air-cooler/>

<https://learn.compactappliance.com/evaporative-swamp-coolers/>