



Institute of Management

Nirma University

MBA-FT

Batch 2020-2022

SUMMER INTERNSHIP

FINAL REPORT

OUTLOOK PUBLISHING

Submitted By: Milan Sodhi

Roll number: 201125

Section: A

Date of submission: 12th July, 2021

A handwritten signature in black ink, which appears to read "Milan Sodhi". The signature is written in a cursive style and is positioned over a light blue rectangular stamp.

Declaration

I hereby declare that the Internship conducted at **OUTLOOK INDIA PRIVATE LIMITED, NEW DELHI** under the guidance of Ms. Sadhana Tiwari (Assistant Manager) and Kaustav Banerjee (Assistant Manager) , submitted in partial fulfilment of the requirements for the Degree of MBA is my original work and the same has not been submitted for the award of any other degree/diploma/fellowship or other similar titles.

Milan Sukhvinder Sodhi

Roll Number: 201125

Date: 12/07/2021

Acknowledgement

The success and final end of this project necessitated a great deal of direction and assistance from a large number of people, and I consider myself quite fortunate to have received this throughout the course of my internship. Everything I've done has been possible because of their direction and assistance.

I'd want to express my gratitude to OUTLOOK PUBLISHING INDIA PVT LTD for allowing me to complete my internship with them and for assisting me in any way possible during my summer internship programme.

I'd also like to take this opportunity to convey my heartfelt gratitude to Ms. Sadhana Tiwari and Kaustav Banerjee (Assistant Manager, OUTLOOK PUBLISHING INDIA Private Limited) for her kind support, advice, and direction in accomplishing this.

I'd also want to take this opportunity to thank my faculty guide, Dr. Samik Shome, for his excellent guidance, mentoring, and consistent support over the duration of this project. His blessings, assistance, and guidance will take me a long way in the journey of life on which I am about to embark.

I'd want to express my gratitude and indebtedness to Nirma University's administration and staff for providing me with this fantastic opportunity to obtain real industrial experience in the field of marketing and sales by including this summer internship within my curriculum.

Project description

Project title:

Loyalty programs and its impact on repurchase rate. Achieving sales target through direct marketing.

Purpose of the project:

Identify appropriate loyalty programs across offline & online segments, which would help to increase the repurchase rate and customer's perception towards the brand.

Objective of the project:

1. Study effectiveness of various loyalty programs in print media industry
2. Customer segmentation based on preferences around content & channels
3. Recommendation of loyalty programs based on customer clusters identified
4. Calculate net promoter score for outlook.

Deliverables

- Research on existing loyalty programs in print & digital media industry.
- Engaging with current & potential customers to explore different opportunities and challenges associated with product offerings and prepare specific strategies to improve repurchase rate & increase new sales or customer acquisition.
- Formulate a strategy which will help them overcome the problems in current market to increase sales.
- Achieving sales target provided by the organization to the tune of INR 18000-INR 20000 in first month itself.

About Print media industry

As everyone can see, print media is one of the most essential aspects influencing how a country operates. Many people prepare newspapers, magazines, and books, and they are unquestionably one of the most trustworthy sources of national and international news.

With thousands of magazines and newspapers in circulation, India boasts a diverse range of print media. Even in the age of television and the internet, top-notch journalism, excellent reporting, press unity, and a strong network are what made print media so successful. It is also claimed that print media aided literacy and, without a doubt, the common Indian's general knowledge.

New publications are launched every year, despite the industry's maturity. Over the previous three years, India has been one of the world's fastest expanding economies. Rising income levels and strong consumption have encouraged the growth of print media. On the market, new titles focusing on specialised topics continue to arise.

Subscriptions, single copy sales, and advertising are all ways for a magazine to make money. Advertising accounts for about 73 percent of revenue, while circulation accounts for the remaining 27 percent.

Dainik Jagran, India's most popular daily, has a circulation of about two million people. The Times of India, an English newspaper, is next, followed by Dainik Bhaskar, a Hindi publication.

In India, there are numerous regional newspapers and periodicals published in a variety of languages. As a result, there is something for everyone to read!

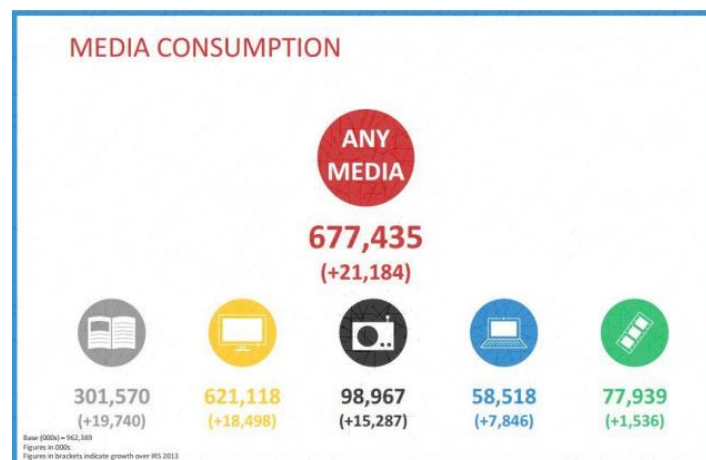
Future of Indian Media Industry

Economic growth, rising income levels, consumerism, as well as technical advancements and regulatory actions taken by the Indian government to encourage foreign investment, would be significant drivers for the entertainment and media business.

Each year until 2019, the industry was expected to outpace economic growth. Low media penetration in lower socio-economic groups and low ad spends are two aspects that will contribute to the industry's growth, according to Deepak Kapoor, Executive Director and Leader of Price Waterhouse Coopers' Entertainment & Media Practice in India. Because the absolute numbers are so vast, efforts to enhance media penetration even significantly in lower socioeconomic strata are likely to provide much higher results.

Foreign investment is flowing into various parts of the E&M business, particularly the print media, thanks to strong economic development, growing consumer spending, and regulatory reforms. — For increased investment, the sector requires a consistent and uniform media policy.

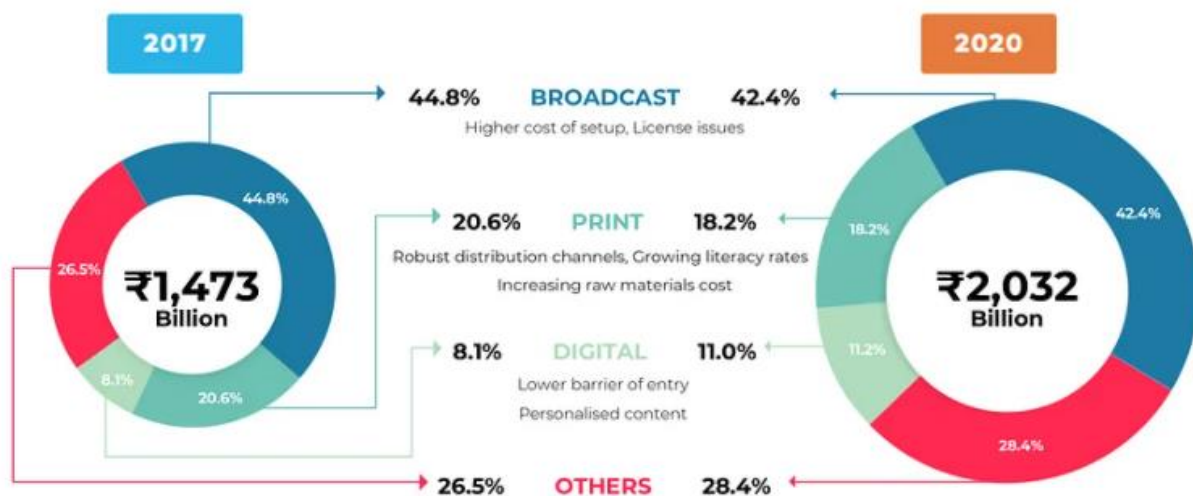
Furthermore, the ongoing menace of piracy, which continues to stymie investment in all sectors, necessitates efforts not only from industry organisations, but also from government, with empowered personnel implementing anti-piracy legislation, according to Dr. Amit Mitra, FICCI's Secretary General.



Future of Indian Print Media:

In 2020, the print business in India is expected to be worth over 190 billion Indian rupees. By 2023, this was predicted to have risen to over 258 billion rupees, representing a compound annual growth rate of just over 11%. According to a report published by Statista Research Department, May 17, 2021

The print media industry has been declining globally in terms of business. In recent years, newspapers in developed markets have lost customers and advertising revenue to alternative mediums. Printing in India, on the other hand, is a very different business than it is in most developed countries. During the difficult times, it not only survived, but also grew. While the Indian newspaper industry has faced numerous challenges in recent years, including demonetization, GST and RERA implementation, and the rapid growth of digital content, it is still here to stay.



About the Organization



THE OUTLOOK GROUP is owned by Rajan Raheja Group.

The OUTLOOK Group is one of India's largest magazine publishing conglomerates. It is a well-known brand that is well-liked around the world. It was founded in October of 1995.

New Delhi, Kolkata, Bangalore, GURGAON, Chennai, and Hyderabad are among the cities where it has branches. The outlook group's headquarters are located in New Delhi. When the magazine's first issue was published, Mr. Vinod Mehta was the editor-in-chief.

Hathaway Investments Private Limited, a subsidiary of the business, joined the print medium in October 1995. Outlook, a monthly news magazine, reinvigorated a dormant sector reeling from the effects of satellite television. Outlook swiftly established itself as a requirement for readers who place a high value on it.

VISION OF THE COMPANY

Leadership through empowering individual thought.

MISSION OF THE COMPANY

To be the largest and the most profitable Magazine Publisher in India

Products Offered

Outlook offers magazines as their main products and there are 5 magazines which they offer.

1. Outlook Weekly



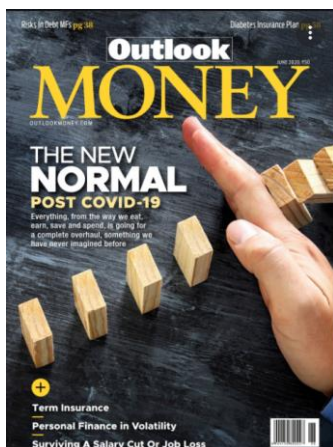
It is well-known for its daring and aggressive reporting, which constantly raises questions that many people have but have never dared to ask.

2. Outlook Traveller monthly



Outlook Traveller is a mine of information for the serious traveller, keeping you up-to-date with the latest trends in travel and tourism. Postcard pretty visuals, practical advice and atmospheric travel experiences make Outlook Traveller an engrossing and refreshing read.

3. Outlook Money monthly



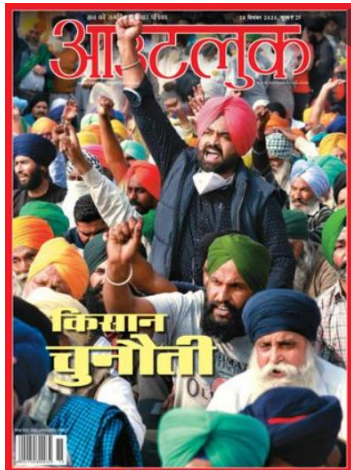
Outlook Money, India's leading personal finance publication, provides in-depth analysis and sound advice on all aspects of investing wisely, borrowing wisely, and spending wisely.

4. Outlook Business monthly and



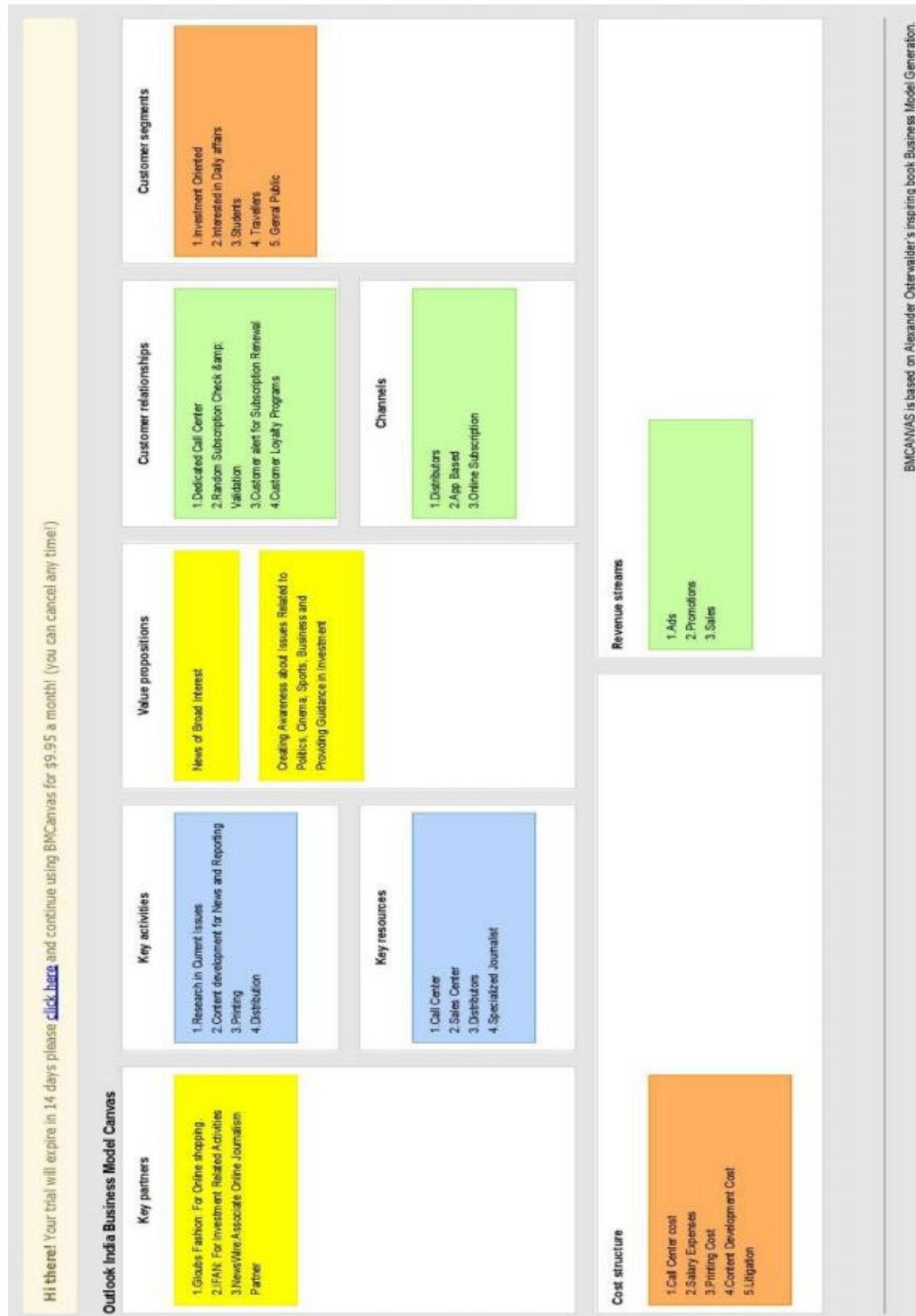
Outlook Business is a thought-provoking, compelling, in-depth business magazine that provides a fresh perspective as well as a holistic approach.

5. Outlook Hindi fortnightly



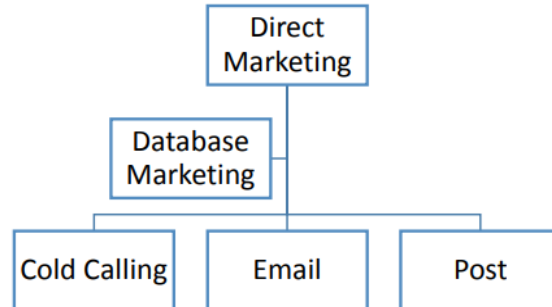
Outlook Hindi is thorough yet succinct and to-the-point, as well as investigative and daring in its approach. Current events, socioeconomic issues, politics, lifestyle, entertainment, sports, other themes are covered in it.

Outlook India Business Model Canvas:

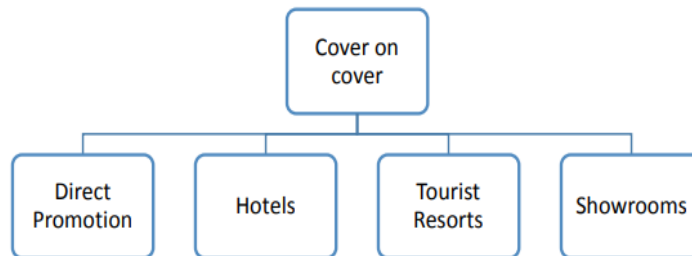


Marketing Strategies at Outlook:

Business To Customer(B-2-C)



Business to Business (B-2-b)



STP at Outlook India:

SEGMENTATION:

Outlook's STP focuses on segmenting the middle and upper middle classes both inside and outside INDIA.

TARGETING:

It is aimed at corporations, educational institutions, the hotel industry, students, and individuals.

POSITIONING:

It portrays itself as a news publication that offers more than just news. It caters to the majority of market segments in order to meet each individual's needs.

Promotional Strategy:



Outlook Mega Offer.....

Get Triple Advantage, Subscribe to Outlook Magazines now

Spend Rs.8549/-
& above and get a
Duffle Strolley



Spend Rs. 5899/-
& above and get
a Travelling Bag



Higher Cash Discounts

Offer valid till stocks last

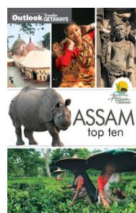
Extra Privilege Offer Valid by Invitation Only!!

Subscription Value	Cash Discount
Between Rs. 1299 - 2498	Rs. 100
Between Rs. 2499 - 4448	Rs. 200
Between Rs. 4449 - 6648	Rs. 500
Between Rs. 6649 - 9548	Rs. 750
Rs. 9549 & above	Rs. 1000

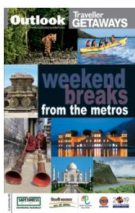
TERM	OUTLOOK WEEKLY	TRAVELLER MONTHLY	MONEY MONTHLY	BUSINESS MONTHLY	HINDI FORTNIGHTLY
1 YEAR	<input type="checkbox"/> Rs.2499 Rs.3640	<input type="checkbox"/> Rs.1099 Rs.1800	<input type="checkbox"/> Rs.549 Rs.600	<input type="checkbox"/> Rs.999 Rs.1200	<input type="checkbox"/> Rs.549 Rs.600
2 YEARS	<input type="checkbox"/> Rs.4799 Rs.7200	<input type="checkbox"/> Rs.2149 Rs.3600	<input type="checkbox"/> Rs.1049 Rs.1200	<input type="checkbox"/> Rs.1699 Rs.2400	<input type="checkbox"/> Rs.1049 Rs.1200
3 YEARS	<input type="checkbox"/> Rs.6649 Rs.10920	<input type="checkbox"/> Rs.2849 Rs.5400	<input type="checkbox"/> Rs.1449 Rs.1800	<input type="checkbox"/> Rs.2199 Rs.3600	<input type="checkbox"/> Rs.1449 Rs.1800
5 YEARS	<input type="checkbox"/> Rs.9549 Rs.18200	<input type="checkbox"/> Rs.4449 Rs.9000	<input type="checkbox"/> Rs.2149 Rs.3000	<input type="checkbox"/> Rs.3300 Rs.6000	<input type="checkbox"/> Rs.2149 Rs.3000

OUTLOOK
traveller
getaways»

VELOCITY
Propelling Your Reading Experience
48
HOURS
DELIVERY PROMISE



MRP Rs.125/-
☐ Add to cart



MRP Rs.325/-
☐ Add to cart



MRP Rs.299/-
☐ Add to cart



MRP Rs.415/-
☐ Add to cart



MRP Rs.385/-
☐ Add to cart

SURGE AHEAD WITH VELOCITY

- ▶ Order online & enjoy Special Discounts.
- ▶ No extra delivery charges.
- ▶ Delivery within 48 hrs. of ordering.
- ▶ All state capitals and major cities covered.

You Spend	You Save
Upto Rs.499/-	20%
Rs.500/- to Rs.1499/-	25%
Rs.1500/- to Rs.2499/-	30%
Rs.2500/- & Above	35%

Your Order Summary

My Selection(s):

Total MRP:

Applicable Discount:

I Pay:

I Save:

ORDER NOW »

A Sample of Knowledge Jockey:

During our training period, the knowledge jockey displayed how many sales were converted.

The following is an example of KJ in Outlook:


KJ Index:

Knowledge Jockey

Jul 12, 2021 09:32 PM

Welcome Milan

Index / Manage Account Details / CRM / Current Offers / / / / DND List / Change Password / Logout

**Milan Sodhi**
(KJ Code: WFHE117941)
Positioned Under : Sadhana

General Report
Mails Added - 0
Mails Sent - 6
Click Through - 0
Sales Converted - 4
Unsuccessful Transactions - 2
Offline Subscriptions - 0

Sales from to [GET SALES](#)

Commission Earned
Direct Sales commission -
Indirect Sales commission -

Indirect Sales Commission Details:

Name	Code	Subscription Amount	Commission Earned	Source	Status
		Rs 0/-	Rs 0/-		

Sales Record

's

Knowledge Jockey - Profile 1 - Microsoft Edge

Not secure | kj.outlookindia.com/clickandconverted_v2.aspx?type=2

Sales from to [GET SALES](#) Total Records : 4 Current Page : 1

Sales Converted List

First Name	Last Name	Email	Mobile	Amount	Member Name	Date
URAV PATEL		accounts@ptsindia.net	Click here for contact details	549	Milan Sodhi	5/25/2021 6:18:31 PM
Pushkar Bhatt		pushkarbhatt@gmail.com	Click here for contact details	1099	Milan Sodhi	5/14/2021 8:16:39 PM
Mukesh Kumar Shah		marutihw@gmail.com	Click here for contact details	8549	Milan Sodhi	5/14/2021 3:25:32 PM
Ashok S. Shah		jainmarble520@gmail.com	Click here for contact details	8549	Milan Sodhi	5/14/2021 11:49:11 AM

This is my sales record in outlook's data base, which shows sales of INR 18,746.

Research Methodology:

The methodology adopted for the study is divided into 4 phases:

Phase 1: Product Training and Knowledge

This entails a thorough examination of all of the periodicals published by the Outlook India Group. To understand how one magazine differs from another in terms of features, target customers, circulation, and readership.

As Outlook is a print publication, we learn about the intricacies of how a print publication operates, as well as how costing plays an important role in sales and marketing.

Phase 2: Identification of segments

Because the Indian market is so large, it can meet the needs of a wide range of customers. As a result, in the second step, a new segment must be identified. Real estate, retail, clubs, hotels, and other segments were identified.

Phase 3: Generation of sales

Assisting the sales and promotion team in increasing sales by converting current clients in the database who will be contacted into customers who will ultimately complete the deal on a positive note. As a result, sales are generated in accordance with the goals.

Phase 4: Questionnaire survey

The survey is conducted to identify Loyalty programs and its impact on repurchase rate of outlook.

Sources of Data Collection

This research is based on both

Primary data:

The survey was conducted using a questionnaire that was personally presented to different people and filled out by engaging with people of various ages, genders, and occupations.

Secondary data:

For theoretical overview, secondary data was collected from different websites and research papers.

Research Design:

Descriptive Research Design is the design type which is used to conduct this survey.

Sampling Methods:

There are two methods of selecting samples from the population:

- Probability Sampling
- Non-Probability Sampling

In this research, I have used the first method i.e., the Non-Probability Sampling, because of the time constraints and also to gather as much information as possible.

Sampling Technique:

Initially, a rough draught was created with the research purpose in mind. A study was conducted to determine the Questionnaire's accuracy.

Only after a few key revisions were made did the final Questionnaire arrive. As a result, my sample proved to be practical, which is a sort of non-probability sampling.

Sampling Unit:

The sampling units are the people who were requested to complete out surveys. People from many professions in India make up this group.

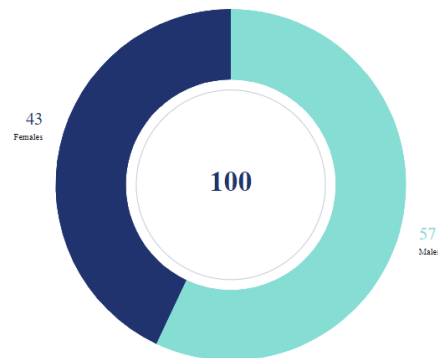
Sampling Size:

The sample size was restricted to only 100, which comprised of people from different regions and occupations of India.

Data Analysis and Interpretation:

1. Gender

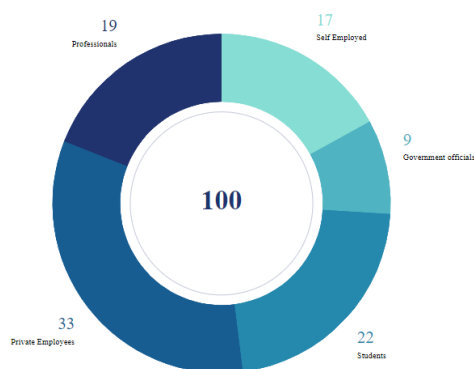
1. Gender



Out of the 100 people who took the survey the majority were Males (57) and only 43 Females.

2. Occupation

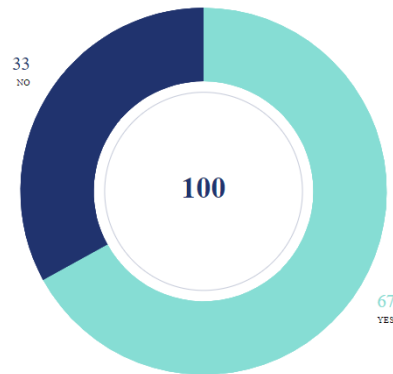
2. Occupation



17 self-employed, 9 Government officials, 22 students, 33 private company employees and 19 professionals took part in the survey.

3. Do you read magazine on daily basis or not?

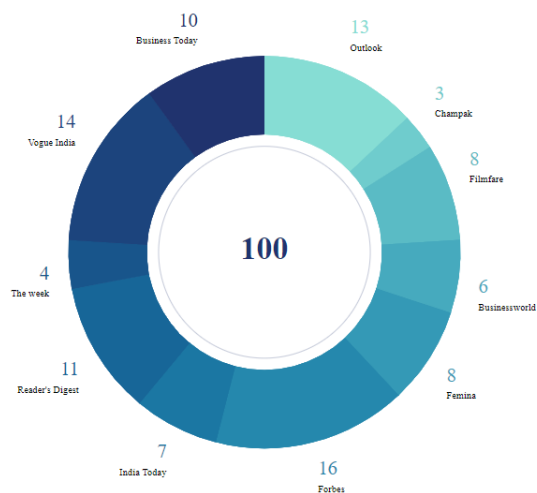
3. Daily readers



Only 67 % of the people read magazines on daily basis.

4. Which is your favourite magazine?

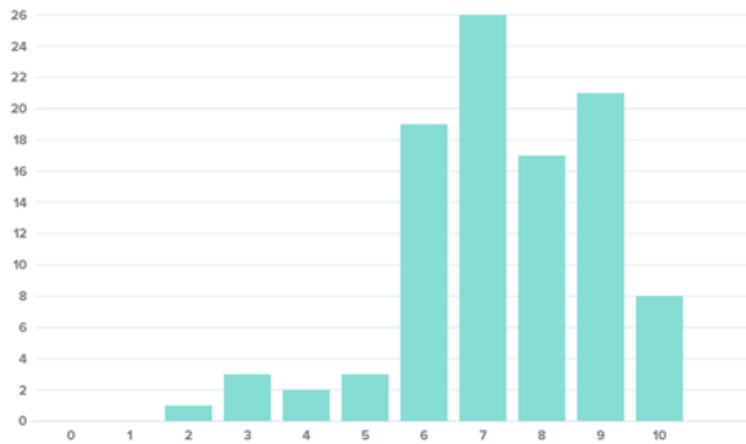
4. which is your favourite magazine?



Among the 10 brands selected the top three are: Forbes (16), Vogue (14) and Outlook (13).

5. On a scale of 0-10, would you recommend Outlook to your friends?

On a scale of 0-10, would you recommend Outlook to your friends?



So, to Find NPS of Outlook India,

People who have given 0 – 6 score for recommendation we can call them detractors, same people who have given 7 or 8 are passive and people who have given 9 or 10 are promoters. Now to find NPS we need to subtract percentage of detractors from percentage of promoters.

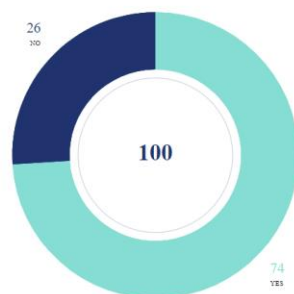
Percentage of detractors = $1 + 3 + 2 + 3 + 19 = 28$

Percentage of promoters = $21 + 8 = 29$

NPS of Outlook India = $29 - 28 = 1$

6. Do you feel like the gifts and other benefits are meaningful?

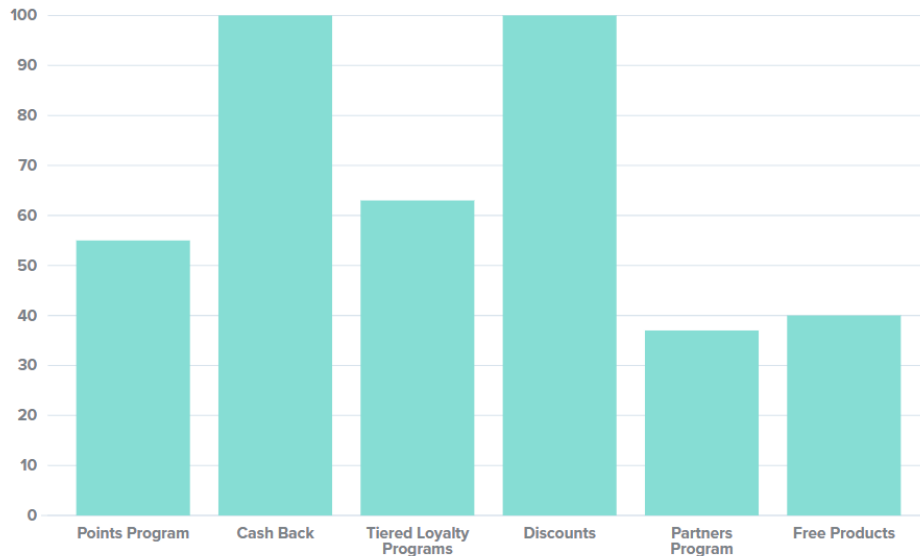
Do you feel like the gifts and other benefits are meaningful?



Majority that is 74% of the people think that the gifts provided by outlook are meaningful.

7. What kind of loyalty programmes have you heard of?

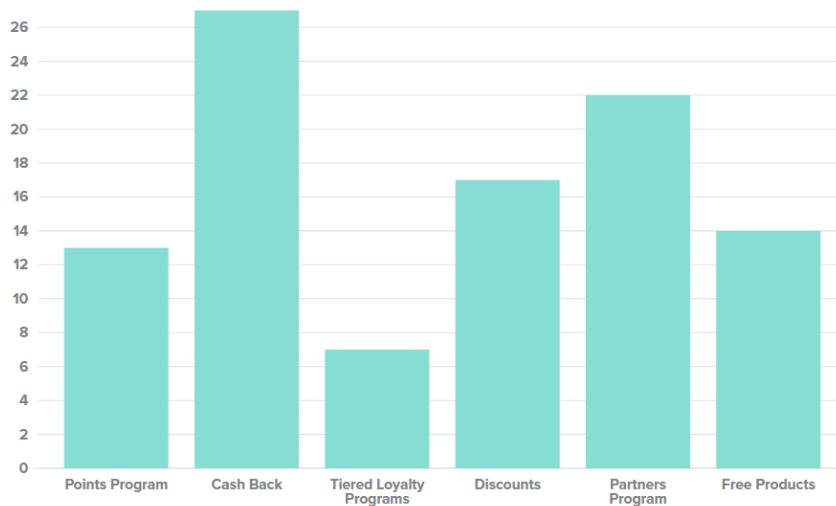
What kind of loyalty programme have you heard of?



The most known loyalty programmes are Cash back and 2nd Purchase Discount.

8. What loyalty programme would you like Outlook to have?

What loyalty programme would you like Outlook to have?



The most favored programmes are Cash back (27%) and Partners Program (22%).

Recommendations:

- Provide E-subscription of the magazine free to all for increasing reach and can later shift to charging customers for premium content.
- Implementation of Referral Programs
- Change the current offers to cashback and/or partners program.
- Should focus on improving Net Promoters Score

References:

- [Outlook India Magazine Online- Read Today's News India, Latest News Analysis, World, Sports, Entertainment | Best Online Magazine India](#)
- [Travel Magazine | News|Articles and Guide Books - Outlook Traveller \(outlookindia.com\)](#)
- [Outlook Money – India’s number one personal finance magazine \(outlookindia.com\)](#)
- [Outlook Business | Think Beyond Stay Ahead](#)
- [7 Types of Loyalty Programs | Which is Right for Your Brand? \(claruscommerce.com\)](#)
- [7 of the Best Customer Loyalty Programs You Can Copy \(sleeknote.com\)](#)
- [Types of Loyalty Programs — Brightpearl](#)
- [Outlook \(Indian magazine\) - Wikipedia](#)