



**Institute of Management,
Nirma University MBA-FT
(2019-21)
SUMMER INTERNSHIP REPORT**

On

“GO4Cabs”

Submitted To:

Prof. Tripura Joshi

Submitted

By:

Parth Garg

201132

Date of Submission – 12th July, 2021

About the report

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5	Date of report	12th June, 2021
6	Purpose of report	To summarize the summer internship project
7	Prepared for whom	Institute of Management, Nirma University
8	Submitted to whom	Prof. Tripura Joshi



01-May-2021

To,
Mr Parth Garg,
Nirma University
Ahmedabad

Sub: Offer letter for Summer Internship - Based in Ahmedabad

Mr. Parth Garg

This is further to your presentation and online interview at Nirma University, Ahmedabad.

We have selected you for Summer Internship from 01st May 2021, for the period of two months. You shall be based at Ahmedabad office.

Your role "Corporate Marketing Executive"

You have been given a job description by your college, which we had given at the time of selection.

Your work shall be from home. You shall have to come 2 days in a week for reporting and queries related to GO4Cabs.

We hope we have a good mutual experience for working together.

Thanking you,

For, GO TECHNOLOGIES PVT LTD

GAURAV DALAL
DIRECTOR (FOUNDER)
GO4CABS

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ACKNOWLEDGEMENT

Summer internship program is an integral part of professional world as it polishes a student towards professional world. It is a perfect platform for a student to learn under Industry expert and have proper guidance and exposure. As part of the curriculum at Institute of Management, Nirma University (IMNU), the Summer Internship Program is the first stepping stone for the professional world. This internship was a huge success for me at personal level as it gave me practical insights which a textbook cannot provide. This would have not been possible without few individuals, for whom I have utmost gratitude and respect.

I would start by thanking CRC for providing us this Golden opportunity to work in these firms and gain personal and practical knowledge. Apart from that, I would like to thank my Faculty Mentor **Prof. Tripura Joshi** who guided us and kept a check on us about our journey. Last, but not the least, I would like to thank one of the most important people without whom it all wouldn't have been possible so I would like to thank **Mr. Gauraav Dalal** as he was my mentor and he guided me throughout the internship.

I heartily, thank all of them and every other individual who has helped me throughout.

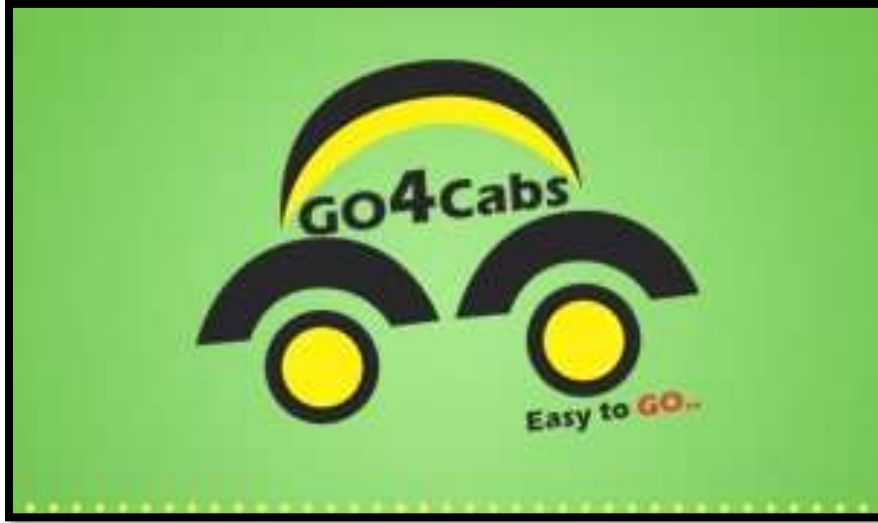
EXECUTIVE SUMMARY

Summer internship programmes are an important component of a person's entire growth. Summer internships give practical information that cannot be obtained from books, and they provide numerous opportunities to study and improve an individual's abilities. As part of my summer internship, I worked as a Sales and Marketing intern at GO4Cabs. Due to an ongoing problem, the internship was hybrid as I have to work from home and have to report at the office twice a week.

For my first project, I have to approach to the corporate companies and aware them about the company and the services which company provides, also I have to recognize their need and assist them to provide best service. For my second project, I have to contact the BNI Member under travel category and discuss all possible way of collaborating in the future and also sending them the business proposal.

This report also includes sources of the data, method followed and learnings from the internship.

COMPANY DETAILS



GO4Cabs was founded in 2014, Ahmedabad Gujarat. GO4Cabs provides total end to end cabs & Coaches Mobility Solution. At GO4Cabs, we believe in improvising our services to meet our customers/ clients Satisfaction & Comfort.

OUR MISSION

GO4CABS started with a vision to provide a quality mobility service for retail and corporate. GO4CABS is one-stop-solution for all mobility requirements.

OUR VISSION

GO4Cabs seek to establish as a renowned and a trusted name amongst all the Cab Rental Solution provides PAN India and eventually become the primary choice for all our targeted clients.

OFFERINGS

GO4cabs provides a Cab mobility service to corporate as well as Retail Clients in more than 75 cities in India.

OUR VALUES

Our main focus is to provide Best, Quality and Prompt Services with wide range of vehicles.

OUR SERVICES

The services which GO4CABS provides to their customers are

- Local city package,
- Outstation package
- 1WAYCAB,
- Luxury CAB,
- Vans, Coaches & Buses,
- Self-Drive
- Long -Term Rentals – Monthly / Yearly
- Short term Rentals – Weekly / Monthly / Bi-Monthly



AREAS OF OPERATIONS

GO4Cabs is a Mobility Solution companies and provides an End-to-End Mobility Solutions to Corporate as well as Retail Clients across 75 Cities PAN India. The services are tailored to the client's requirements and can be modified according to them.

GO4Cabs is based in Ahmedabad, Gujarat, and handles all of their business from there.

WHY GO4CABS?

- There was Single Point of contact.
- Multiple Booking Platform.
- Multiple Payment Options
- Provides Wide Range of vehicles
- Provides latest Vehicles
- Standard Amenities
- Provides Planned Pick-Ups

COMPETITORS INFORMATION

- Avis
- Carzonrent
- Savaari

INDUSTRY AND COMPANY PROFILE

INDUSTRY PROFILE

The travel industry is one of the world's largest service sectors, and it is becoming increasingly essential in the modern day. It is focused on the movement of people from one location to another, as well as the services they require along the way, and is strongly associated with the hospitality and hotel industries, among others. This essay will teach you more about the travel industry.

According to new statistics from the World Travel and Tourism Council, the global travel and tourism sector is still thriving, outperforming global GDP growth for the eighth year in a row in 2018. (WTTC). According to the World Travel and Tourism Council, travel and tourism grew 3.9 percent last year, outpacing global GDP growth of 3.2 percent and adding a record \$8.8 trillion and 319 million jobs to the global economy.

Introduction

India accounts for roughly 67 percent of the US \$ 124–130 billion market for information technology (IT), the world's most important sourcing target. Around ten million people work for the company. More specifically, the industry and the general economy have fueled the disparity in the country's economy, balancing India's image. The total sourcing industry with its Uncommon Offering Proposal (USP) tends to be the establishment, with the cost of providing IT benefits in force being about 3-4 times less expensive than in the US.

However, India's academic capital is extremely important to the degree that the number of total IT firms in India is increasing amid the establishment of improvement points.

The IT industry is crucial, especially because programming design and construction are in high demand in India. The IT and ITES industry in India are divided into four main segments: business process management (BPM), programming and outlining organizations, and hardware IT.

In the overall guideline market, India plays a critical role. There are over 5 million schools in the region, with over 260 million students enrolled in over 751 universities.

There are 35,539 schools in the United States. India has one of the most advanced education systems on the planet. In India, about 35.7 million understudies were enrolled in cutting-edge instruction in the 2016-17 school year. However, there is still a lot of need for more advancement in India's guideline structure.

India has transformed into the second greatest market for e-learning after the US. The division is starting at now pegged at US \$ 2 billion and is required to get in touch with US \$ 5.7 billion by 2020. The division preparing market in India is required to create at a Compound Yearly Advancement Rate (CAGR) of around 11 for every penny in the midst of 2016-2020 will similarly bolster the improvement of the guideline structure in India.

Market Size

In terms of digital tools used for planning, booking, and experiencing a journey, India is the most digitally advanced tourist nation. The growing middle class in India, as well as rising disposable money, has aided the rise of both domestic and outbound tourism.

In 2018, the largest service industry in India was travel and tourism, which was worth \$234 billion. The industry has become one of India's major Foreign Exchange Earners, with earnings of \$29.962 billion from January 2019 to December 2019, representing a 4.8 percent increase over the previous year.

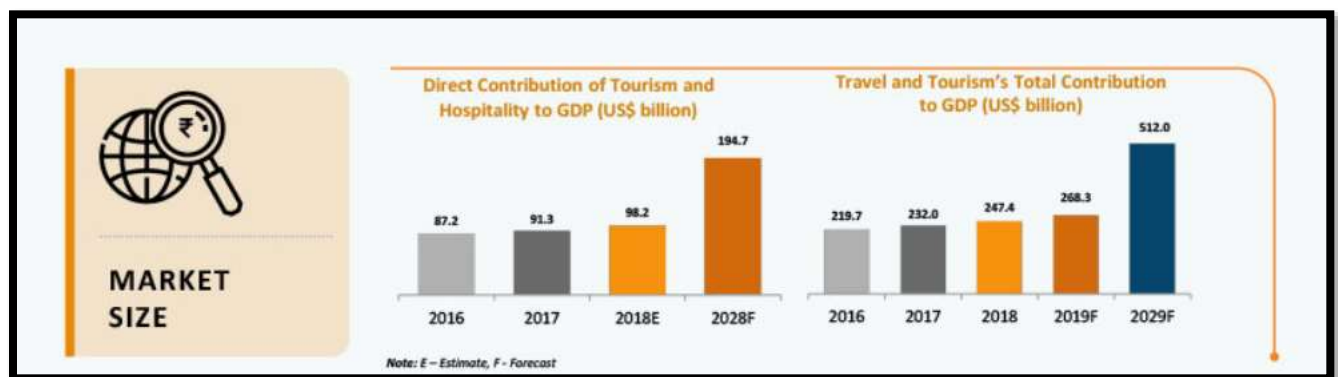
According to the World Travel and Tourism Council, India placed 10th out of 185 nations in terms of travel and tourism's total contribution to GDP in 2019. The contribution of travel and tourism to GDP in 2019 was 6.8 percent of total GDP, or Rs. 13,68,100 crore (US\$ 194.30 billion). The sector is expected to increase at a 6.9 percent annual rate to \$460 billion by 2028, accounting for 9.9 percent of GDP.

During April 2019 total of 2,01,137 tourist arrived on e-Tourist Visa as compared to 1,57,094 during the month of April 2018 registering a growth of 28.0%. Further to this, during January-April 2019, a total of 11,08,665 tourist arrived on e-Tourist Visa as compared to 9,18,792 during

January-April 2018, registering a growth of 20.7%. During 2019, a total of 2.93 mn foreign tourists arrived on e-Tourist Visa registering a growth of 23.6%.

As on December, 2019, e-visa facility has been extended to the nationals of 169 Countries under 5 sub-categories i.e. 'e-Tourist visa', 'e-Business visa', 'e-medical visa', 'e-Medical Attendant Visa' and 'e-Conference Visa'. The latest country added is Kingdom of Saudi Arabia.

The Global Medical Tourism Market was worth \$19.7 bn in 2016 and estimated to be growing at a CAGR of 18.8%, to reach \$46.6 bn by 2021. Asia-Pacific accounted for the largest share of around 40% of the global market. The total number of inward medical tourists doubled in a span of just three years in India. In 2017, around 22% arrivals from West Asia was for medical purposes, followed by 15.7% from Africa.



Investments

India was globally the third largest in terms of investment in travel and tourism with an inflow of US\$ 45.7 billion in 2018, accounting for 5.9% of the total investment in the country.

Hotel and Tourism sector received cumulative FDI inflow of US\$ 15.61 billion between April 2000 and December 2020.

India is rich in history, culture, and well-preserved natural landscapes, providing a variety of experiences for a wide range of travelers around the country. In fact, India has 35 world heritage sites, ten bio-geographical zones, and 26 biotic provinces.

As a result, a wide range of tourism products are offered, including cruises and adventure activities, medical and wellness facilities, international sporting events, business and

Positive development patterns in traditional divisions, a plethora of specialized and mainstream tourism products, and open FDI rules all contribute to India's tourism and hospitality sector's growing investor attraction.

India liberalizes FDI policy

Tourism is a top FDI sector in India, attracting more than US\$10.48 billion (Rs 681.2 billion) in foreign investments in the last decade.

India has liberalized its FDI policy in recent times, and now allows:

- India's FDI policy is being liberalized.
- Tourism is India's most important FDI sector, attracting more than US\$10.48 billion (Rs 681.2 billion) in foreign investment during the last decade.
- In recent years, India has liberalized its FDI policy, allowing: 100 percent FDI under the automatic route in tourism and hospitality; 100 percent FDI in tourist construction projects, including the building of hotels, resorts, and recreational facilities; and 100 percent FDI in the AYUSH sector, which is relevant to the wellness and medical tourism segments.
- The 'Incredible India 2.0' plan was introduced in India's federal budget for 2018, with the goal of developing the country's hospitality sector through investments in tourism infrastructure.
- The Swadesh Darshan and Pilgrimage Rejuvenation and Spirituality Augmentation Drive (PRASAD) projects are intended to stimulate tourism investment.
- Under the US\$109 million (Rs 7.8 billion) Swadesh Darshan plan, 13 theme-based tourist circuits are being constructed.
- Furthermore, under the PRASAD system, federal money of US\$15.4 million (Rs 1 billion) is available for the decoration and maintenance of pilgrimage centers.

- Public-private partnerships (PPP) have been developed under both efforts to increase the suitability of these projects.
- Companies may submit plans to state governments that, if approved, will guarantee them government assistance and a tax rebate.

Government Initiatives

The Indian government has recognized the country's tourist potential and has taken many initiatives to make India a global tourism hub.

The following are some of the significant efforts planned by the Government of India to promote India's tourist and hospitality sectors:

- The Ministry of Tourism, through the Government of India's Regional Office (East) in Kolkata, cooperated with the Eastern Himalayas Travel & Tour Operator Association (resource partner) and the IIAS School of Management (knowledge partner) to organize a 'Incredible India Mega Homestay Development & Training' workshop in February 2021. 725 homestay operators from Darjeeling, Kalimpong, and the Dooars foothills received marketing, sales, and behavioral skills training.
- The Ministry of Tourism has developed a policy to promote and develop caravan and camping sites.
- Mr. Prahlad Singh Patel, Union Tourism and Culture Minister, unveiled a proposal on January 25, 2021, to construct an international-level infrastructure in Kargil (Ladakh) to encourage adventure tourism and winter sports.
- The Indian Railway Catering and Tourism Corporation (IRCTC) operates a series of Bharat Darshan tourist trains that transport tourists to various pilgrimages throughout the country.
- Mr. Prahlad Singh Patel, Union Minister of State (IC) for Tourism & Culture, will open the "Tourist Facilitation Centre" facility on November 4, 2020, as part of the project "Development of Guruvayur, Kerala" (under the PRASHAD Scheme of the Ministry of Tourism).

- On November 28, 2020, the Ministry of Tourism's 'DekhoApnaDesh' webinar series titled '12 Months of Adventure Travel' is expected to showcase India as an adventure tourism destination.
- The initiative is one of 17 new projects that are in the works. In addition, as part of a big boost to India's tourism, the government will start a seaplane service from Ahmedabad to the Statue of Unity.
- In October 2020, the Ministry of Tourism will launch SAATHI (System for Assessment, Awareness, and Training for the Hospitality Industry) in collaboration with the Quality Council of India (QCI). The program will effectively apply COVID-19-referenced guidelines/SOPs for the safe operation of hotels, restaurants, B&Bs, and other units.
- The Ministry of Tourism launched the Dekho Apna Desh webinar series to provide information on several sites as well as the overwhelming depth and breadth of India's culture and heritage.
- The Sardar Vallabhbhai Patel Statue, commonly known as the "Statue of Unity," was dedicated in October 2018. With a height of 182 meters, it is the world's tallest standing statue. It is expected to strengthen the country's tourism economy and put it on the global tourism map.
- The Government of India has allocated Rs. 1,200 crores (US\$ 171.70 million) in Budget 2020-21 for the development of tourist circuits under Swadesh Darshan for eight Northeast states.
- The Government of India has allocated Rs. 207.55 crore (US\$ 29.70 million) for the construction of tourist circuits under the PRASHAD plan in Budget 2020-21.



Other federal tourism promotion projects

- e-ticketing for cultural attractions

- Foreigners can get aid via multilingual phone lines.
- Digital India is a program that promotes internet service providers.
- Databases of cultural shows and performances available online
- For qualified nations, an e-Tourist visa system is available.
- UDAN initiative to encourage access to smaller cultural sites by lowering flight ticket rates; Improving seaports for cruise tourism; and New golf tourism

Achievements

The following are the Government's accomplishments in 2019-20:

An additional budget of Rs. 1,854.67 crore (US\$ 269.22 million) was sanctioned for new projects under the Swadesh Darshan initiative in 2019-20.

Under the Swadesh Darshan and PRASHAD programmes, the Ministry of Tourism sanctioned 18 projects totalling Rs. 1,456 crores (US\$ 211.35 million) to enhance and promote tourism in the region.

The Sardar Vallabhbhai Patel Statue, popularly known as the "State of Unity," was dedicated in October 2018, and the total revenue generated through November 2019 was Rs. 82.51 crore (US\$ 11.81 million).

Road Ahead

If a proper strategy is devised and both the public and private sectors work in tandem to implement it, the tourism and hospitality sectors will undoubtedly rebound and provide much-needed relief to the entire economy. Always "Plan for the worst and hope for the best."

New avenues to strengthen

Since East and North Eastern States are comparatively in better position in terms of spread of Coronavirus, both Central and State Government of this region should emphasize on promoting and developing tourism attractions of this region.

Suggestions

- It is anticipated that this pandemic will entail huge job cut, especially for the unskilled workers.
- There should be some planning to absorb these newly unemployed workers in the tourism sector itself.
- Otherwise, this unemployment will create huge social unrest in other sectors of the economy. ICC thinks Government should employ them as “Tourism Police” in every state to take care of the safety and security of the tourists.
- The removal of fees for any upcoming licenses and permit renewal for the hospitality and travel industry across states. Hotels pay a hefty bar license in addition to many taxes like property taxes.

As per Indian Chamber of Commerce would like to recommend a complete GST holiday for tourism, travel and hospitality industry for the next 12 months till the time the recovery happens.

There is need for six to nine months’ moratorium on all principal and interest payments on loans and overdrafts, besides deferment of advance tax payments.

GROWTH STORY OF GO4Cabs

GO4Cabs was started in 2014, in Ahmedabad By the founder Gauraav Dalal with the vision and mission of providing all the end to end mobility Under one proof to all the corporate as well as retail Clients. If you look back in 2014, there many Cabs provider like Ola, Uber and Car rental provider like Zoomcar in India. But there was no company who provide all these services under one proof. These unique idea helps them to enter into this market. As GO4Cabs provide all mobility services like Local city package, Outstation package, 1WAYCAB, Luxury CAB, Vans, Coaches & Buses, Self-Drive, Long -Term Rentals – Monthly / Yearly, Short term Rentals – Weekly / Monthly / Bi-Monthly etc, which solves most of the problem of corporate as well as retail clients as they don't have to contact multiple providers for different services.

In 2014, GO4Cabs started with providing their service in Ahmedabad and Gandhinagar only. As very few peoples knows about the GO4Cabs in their initial years the clients are very less due to which they generated 70lac in their initial years 2014-15.

In 2015-16, they expanded their services and covers 10 cities which includes the cities of Gujarat, Maharashtra, Rajasthan. In order to increase their brand awareness, they also focus on Marketing as they introduced their brand on different social media platform which helps to generate the revenue of 1.18cr in the year 2015-16.

As the time passed and the people are aware about GO4Cabs, Company reached 30 Cities Pan India which helps them to capture the corporate as well as retail clients from PAN India. These Expansion Helps the company to generate 1.75Cr in the year 2016-17.

In today times, GO4Cabs serves their service in 75 cities PAN India which helps them to capture more and more clients to whom they provide End to end mobility services across India.

At Present time GO4cabs has done collaboration with Many institute like IACI in which they collbrates with Institute of Chartered Accountants of India (ICAI) to provide a Cab services to CA aspirants or CA member or family Member of them as has been infected by the covid and they

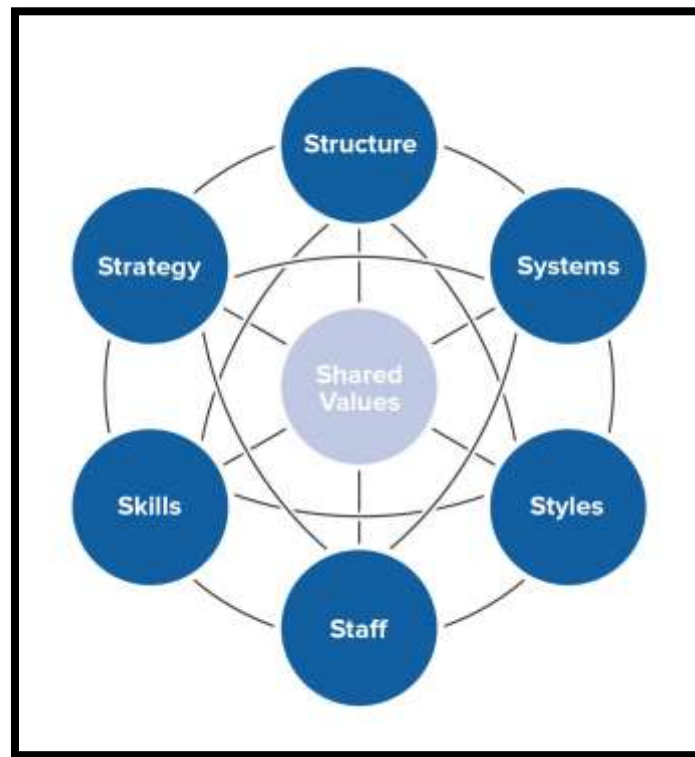
have to visit to the hospital or Have to visit to the lab for test, they have provided them the Cab service which helps the GO4cabs to serve the Client and these helps them with brand awareness.

GO4Cabs started with One Corporate Clients in 2014 and Currently we had Over 55 Corporate clients whom we provide end to end mobility Service. It is currently the fastest growing Indian start-up committed to providing a end to end mobility solution to Corporate as well as Retail Clients

STRATEGIC FRAMEWORK OF GO4Cabs

The McKinsey 7S model is a structure for organizational performance that suggests that in order for an organization to be competitive, seven internal organizational variables must be organized and enhanced. This structure is used to explain how the various teams within the organization interact with one another. It is also employed in future decision-making and strategy development. The elements in the model are divided into two types:

- Shared values, expertise, personnel, and style are examples of soft elements.
- Strategy, structure, and structures are examples of hard components.



Strategy: - GO4Cabs follow major strategy as the differentiation strategy as we are one point of contact to corporate as well as Retail clients for total mobility Solution Pan India 75 Cities. These differentiation strategy helps GO4Cabs to get more clients.

Structure: - GO4Cabs has 1 CEO and Founder, Operation Department, Accounts Department, Services Department, Sales & Business Development Department. The Sales & Business Development Department handles the clients and also Spread awareness among different Corporate Companies.

Style: - The company's leadership styles are reflected into the style. As the top management Inspires, Motivates, trains, support the employees to come up with new ways to do business. The top management also supports and guide the employees at the time developing a business Proposal or Interacting with the corporates.

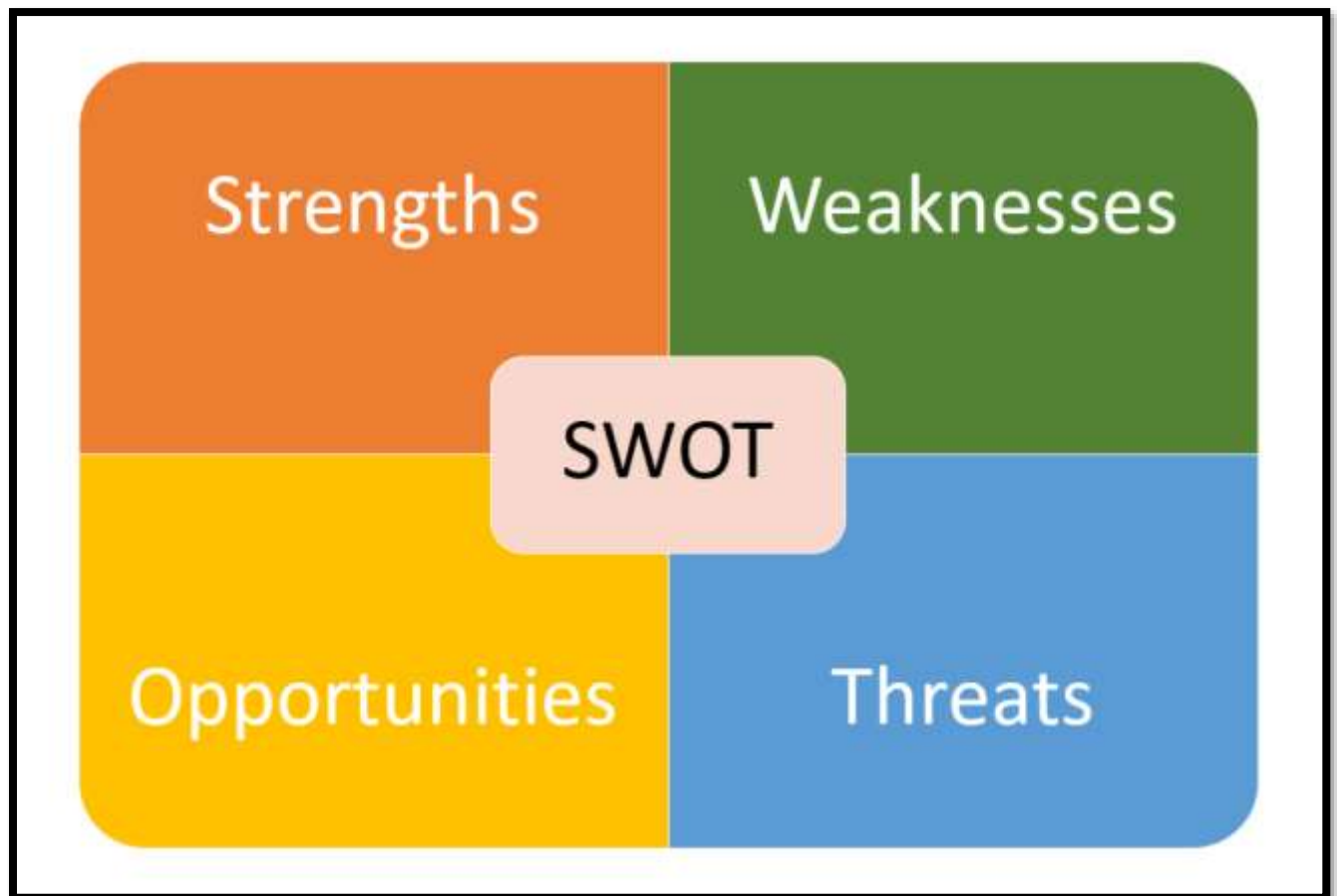
Staff: - GO4Cabs primarily recruits employees who have the talent and motivation to complete the task and help the company achieve its goals, regardless of domain. GO4Cabs mainly focusses in hiring candidates with the talent and passion to do the work and make the organization goals successful irrespective of domain. Candidates that are enthusiastic about their work will be valued more highly in the organization.

Skills: - Since there are several divisions, the qualifications available for each are distinct. There was a BCom or MCom Graduate requires for the Accounts Department as it necessary to keeping the details of each transactions. For Marketing & Sales Department, the candidate must have proper Marketing skills or have creative in them. For Operations department, the graduates from different field who assist to take strategic decisions

System: - The System of the GO4Cabs Was Outsourced by the third-party software company who looks all the System requirement of the company.

SWOT ANALYSIS

SWOT analysis is a two-by-two grid that allows the organization to get acquainted with its strengths, weaknesses, opportunities, and threats. The SWOT analysis provides an undeniable description of a partnership in terms of where it can be strengthened, what their chances are, and so on.



Strength

Go4Cabs is the only mobility service provider that offers a local city package, an outstation package, 1WAY Cab, Luxury Cab (Like BMW, AUDI, JAGUAR), Vans, Coaches, Bus, Self-Drive Vehicle, Long Term Rentals, and Short-Term Rentals all under one roof.

Weakness

GO4CABS is a new company that has done little marketing. As a result, few people are aware of Go4CAB, and as a result, they are losing many potential customers.

GO4CABS is technologically deficient since it has not been used properly.

Opportunities

As a result of Go4CABS's innovative idea of providing all mobility services under one proof with quality service at a reasonable price, they have been able to attract an increasing number of clients.

Threat

There are several established CAB providers in India, like as OLA or UBER, as well as numerous growing competitive competitors, such as Zoom car, who can capture GO4CABS user base by offering a low rate.

FUTURE GROWTH PROSPECTS

Future development prospects involve indicating an understanding of the organization's market development. The future development refers to the organization's future business planning.

Looking at the current COVID scenario, the travel and tourism sector has been significantly affected. However, it is expected that post COVID scenario things will change. As a result, there will be plenty of opportunities available for GO4Cabs the corporate sector and its requirements will resume, allowing GO4Cabs to grow their business over multiple product lines.

In the future, GO4Cabs has the opportunity to expand their business in other cities by increasing Brand Awareness among Corporate and Retail Clients, enhancing Marketing Strategies, introducing their App, Enchaining Client Experience, and so on.

GO4Cabs should work on their IT department more frequently, as their software requirements are now outsourced to another IT company. GO4Cabs may work on enhancing their Market Research in order to better understand the requirements of their clients, which will help them attract more corporate and retail customer base.

GO4Cabs has recently collaborated with the Institute of Chartered Accountants of India (ICAI) for the Cab Service to increase the customer base; however, they can collaborate with other organizations as well in the future, as this will increase their business awareness and also helps to attract customers from other sectors.

PART B: RESEARCH BASED PROJECT WORK

PROJECT 1: Business Development Among Corporate Sector

Nature of problem:

As GO4Cabs is a new start-up that offers all mobility services under one roof, there is a lack of Brand awareness among the corporate sector, which causes them to lose many prospective clients. GO4Cabs offers all types of mobility services under one roof in 75 cities across India for both the corporate and retail sectors.

The nature of the problem is a lack of brand awareness among potential clients. The company should market their brand across corporate as well as retail sectors in order to acquire more and more clients. To address the issue of brand recognition, the company should improve its marketing strategy and increase its promotion.

Objective of the study:

The aim of this research and research is to raise awareness of the company's business and services among potential clients. The company's main Objective is to become a well-known and trusted name among all Cab Rental Solution providers in India, and eventually to become the first choice for all of our targeted clients.

Methodology:

The data used to conduct this analysis is a secondary data that has been gathered from the following sources

- <https://bni-india.in/en-IN/index>
- <https://www.scribd.com/document/351682306/Gujarat-Industries-list-A-pdf>
- <https://pin-code.org.in/companies/listing/gujarat>

This is qualitative based approach where data has been collected from various pages which helps to connect with the potential clients.

APPROACH TO THE STUDY

Task 1: - Approach to the Corporate Companies

Task To Do: -

- Examining the corporate company data that was available in the database.
- Contact them and inform them about Company and its offerings.
- Recognize their needs and assist them in providing the best service possible.
- Sending the business proposal to them over WhatsApp and email.
- Maintain the database of the companies we've approved.

Task 2: - Approach to the BNI Member

GO4Cabs is member of BNI India. BNI India is India's largest and most successful business networking organization. They offer their members the opportunity to share ideas, contacts, and most importantly, business referrals! among all the cities in India.

Task To Do: -

- Examining the data of BNI Member under travel category that was available on the BNI Website.
- Contact the BNI member Under travel category from different cities like Mumbai, Delhi, Hyderabad, Bangalore, Ahmedabad, Vadodara, Surat, Pune etc. and inform them about Company and its offerings.
- Understand their business and discussing the all-possible way of collaborating in the future.
- Sending the business proposal to them over WhatsApp and email.
- Maintain the database of the BNI Members we've approved.

TASK 3: - Booking for services

GO4Cabs collaborated with Institute of Chartered Accountants of India (ICAI) to provide a Cab service to CA Student or CA or a Family member who suffers from covid and wants to go to hospital or for a RT PCR report.

Task To Do: -

- Pick up the phone and ask how I can assist them.
- Taking the Pickup and Dropping Off Address
- Sending them a receipt with all of the details.
- Keeping track of all bookings in a database.

PART C: LEARNINGS FROM INTERNSHIP

- I got to develop my communication skill while connecting with clients and target customers through GO4Cabs. During the internship, I did not only develop these skills but also understood who to modify the speech as per the requirements of the clients.
- During the internship period the major focus of my projects was on Business Development. Thus, it helped me in understand who to present the service or our business in front of target customers.
- From the perspective of an entrepreneur, through the research-based project I understood the methods and the marketing strategies one should follow before presenting the business in front of the target customers.
- During the internship, I had great time maintaining the relationship with existing as well as the new customers.
- I also got an opportunity to create business card for GO4Cabs to make target customers make aware about the services of company.

Annexure 1: -

Fig 1: - GO4Cabs Website

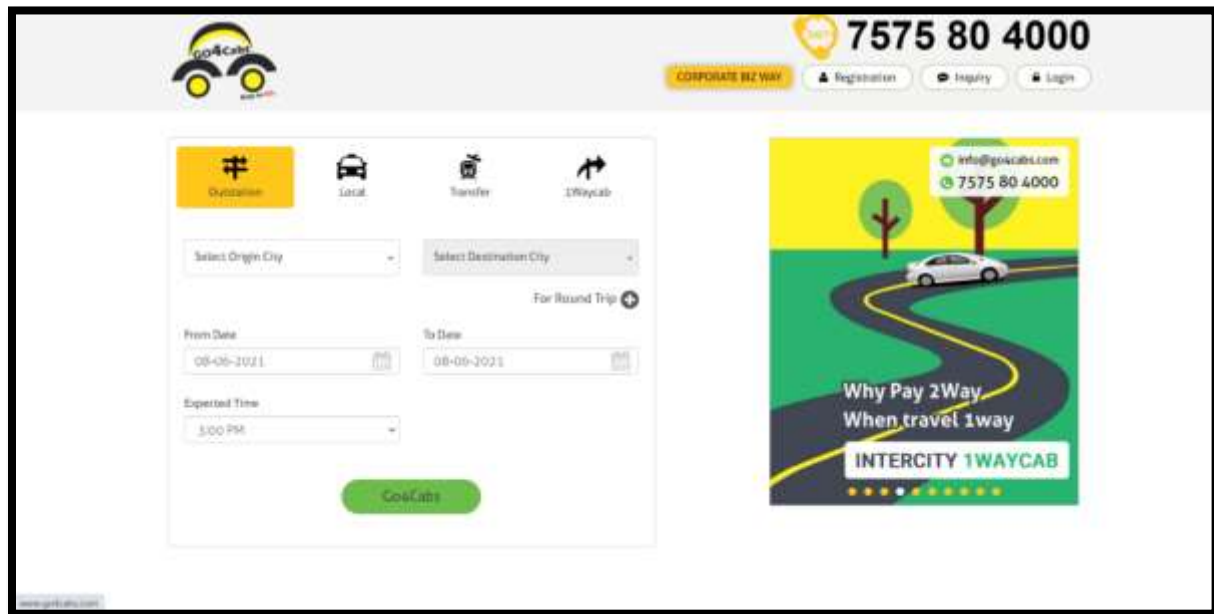


Fig 2: - Overview of the Website



Annexure 2 :

Fig 3: - ICAI Template

AHMEDABAD BRANCH OF WIRC OF ICAI
jointly with
AHMEDABAD BRANCH OF WICASA
RT-BLOCK/STATION/NEAR

SERVICE STARTS
MON 3 MAY 2021

BOOKING STARTS
SAT 1 MAY 2021

GO4CABS

COVID PATIENT SERVICE

For CA Members / Students / Family exclusively for the below purposes:

- RT-PCR
- Blood Test
- X-Ray
- CT Scan
- Doctor Consultation

8 AM to 6 PM

1. Call on Booking number
2. Provide Your Membership No. or Student Registration No.
3. Book, make payment and Wait
4. The Cab will arrive following all COVID-19 protocols

BANK DETAILS:
Bank Name: Kotak Mahindra Bank
Name: GO Technicians Pvt Ltd
Account No: 56110000000000000000
Branch: Sector 4, Phoenix
City: Ahmedabad
WIC: 44000000000000000000

7575804000

CA Ravi Sharma
Chairman
ICAI Ahmedabad

CA (R.) Anjali Choksi
Secretary
ICAI Ahmedabad

Jag Mehta
Vice Chairman
WICASA Ahmedabad

Rohit Chakravarty
Secretary
WICASA Ahmedabad

Vehicle type:
Sedan
(Etios or Dzire or Xcent)

RATES
2 hours 30 kms ₹ 600/-
3 hours 40 kms ₹ 900/-

Minimum 2 hours or 3 hours can be kept then additional hour shall be charged

Extra hours ₹ 125/- per hour
Extra kms ₹ 10/- per km

Fig4: - Corporate Client Template

GO4CABS INITIATES

COVID PATIENT SERVICE
For Corporate Employees & Family Only

Purpose of Services

- RT-PCR
- Blood Test
- X-Ray
- CT Scan
- Dr. Consultation
- Hospital Pick/Drop

Booking Process

- Call the registered number
- Provide your company ID
- Make payment (Paytm or Bank Transfer)
- Booking confirmation on payment receipt

VEHICLE TYPE	PACKAGE	RATE
Sedan	2 Hours / 30 Kms	₹ 600/-
Invoice or Etios	3 Hours / 40 Kms	₹ 900/-
Extra Kms		₹ 10/- per km
Extra Hours		₹ 125/- per hour

Service Timing
8 AM to 6 PM

Booking Available
24x7 - Round the clock

Advance Booking Available

BANK DETAILS:
Bank Name: Kotak Mahindra Bank
Name: GO Technicians Pvt Ltd
Account No: 56110000000000000000
Branch: Sector 4, Phoenix
City: Ahmedabad
WIC: 44000000000000000000

7575804000

CA Ravi Sharma
Chairman
ICAI Ahmedabad

CA (R.) Anjali Choksi
Secretary
ICAI Ahmedabad

Jag Mehta
Vice Chairman
WICASA Ahmedabad

Rohit Chakravarty
Secretary
WICASA Ahmedabad

Vehicle type:
Sedan
(Etios or Dzire or Xcent)

RATES
2 hours 30 kms ₹ 600/-
3 hours 40 kms ₹ 900/-

Minimum 2 hours or 3 hours can be kept then additional hour shall be charged

Extra hours ₹ 125/- per hour
Extra kms ₹ 10/- per km

Annexure 3: -

Fig 5: - Template for WhatsApp



Annexure 4: -

Fig 6: - Data Sheet to gather the data of BNI Member

Sr No.	Contact Person	City	BNI Chapter	Company Name	Mobile No.	Whatsapp No.	Whatsapp Done
1	Siddharth Jain	Delhi Central	Campions	Krishna Kraft	9999777231	-	-
2	Ekansh Saxena	Delhi Central	Campions	Touch Down India	9711510134	9711510134	Done
3	Ankit Arora	Delhi Central	Exceptional	Maxim Tours	9990209909	9818272423	Done
4	Dipinder Khurana	Delhi Central	HIGH FLYER	Worldwide International	134015724	-	-
5	Aanchal Arora	Delhi Central	Legends	Dustinago	9999248123	9999248123	Done
6	Arun Kohli	Delhi Central	Exceptional	IG Hospitality India Pvt Ltd	9717089022	9717089022	Done
7	Neeraj Gupta	Delhi Central	Mascots	RS Travel Mart	9811416777	9811416777	Done
8	Tushar Kesharwani	Delhi Central	Mascots	Meeting & Motivation Experts	9599429973	9599429973	Done
9	Lakshay Batra	Delhi Central	Mavericks	Flying House	9873337791	9873337791	Done
10	Saurabh Arora	Delhi Central	Pioneers	Travel Orbit	9811938136	9911938136	Done
11	Prachi Bhawan	Delhi Central	Stellers	Palm Air Travels	9810038278	9810038278	Done
12	Siddhartha Khanna	Delhi Central	Super Achievers	FLY MATE	9990977735	9990977735	Done
13	Aarav Jain	Delhi Central	Victorians	Pankaj Travels Corp.	9899921536	9899921536	Done
14	Nitin Mehra	Delhi East	Game Changers	Satguru Travel Group	7906939223	7906939223	Done
15	Piyush Joshi	Delhi East	Galaxy	Travel With Beau Voyage	9999712832	9999712832	Done
16	Rahul Khanna	Delhi South	Athens	Pick Tour & Travels	9873998020	9873998020	Done
17	Shweta Ghai	Delhi South	Athens	VRG Hospitality Pvt Ltd	9811840077	9811840077	Done
18	Bhavya Kohli	Delhi South	Athens	Parshotam Sona Farms & Properties Pvt. Ltd	9810819689	-	-
19	Amitaj Tyagi	Delhi South	Ede	India Reborn	9811041785	9811041785	Done

Fig 7 : - Data Sheet to gather the data of ICAI Bookings

Date	CA / Student ID # CA	Name of Traveller	Mobile No.	Address	Time	Package	Payment Mode	Transaction ID	Purpose of Travel
03-05-2021	CR0526083	Ms Sneha Raicha	7587137488	33402, Anandnagar Nr	9.30 am	2 Hours	Paytm	3388325598	CT SCAN and Blood Test
03-05-2021	145922	Pradip Duttani & Priti Datt	9998514063	C 204 Saransh ambien	11.30 am	2 Hours	Paytm	33884539739	Reports
03-05-2021	154884	Rushabh Shah	9879881904	Shivvith apartment, Cpt	1.30 pm	2 Hours	Paytm	3388688046	To go for hospital
03-05-2021	101106	Munir Shah	9624500519	Parth Apartment, Ambh	7.30 pm	2 Hours	Paytm	33891569129	To go for hospital (shabhy)
04-05-2021	114955	CA Vishal Mehta Urvi Upadhyay	9879268082	NR.K.K. Nagar cross road Ghatodia	12:30 PM	2Hr	Paytm	33897662263	CT Scan And RTPCR
04-05-2021	118130	-	7567896876	Bodyline Hospital, Paid	4:30 PM	2Hr	Paytm	33900663337	Hospital To Residence Drop
04-05-2021	535603	-	7297071774	SVP BASEMENT 2 Gandhi Nagar, Gandhinagar	5:45 PM	2Hr	Paytm	33902649820	Discharge
09-05-2021	174970	-	8108299115	Bh shreyash foundation,	10:00 AM	2Hr	GPAY	-	CT SCAN
10-05-2021	183926	Anmol Shah	8480531813	Civil hospital aswara,	4:20 PM	2Hr	Paytm	11305325070	Bring Back Patient Back from Hospital
18-05-2021	151282	Mirav Arvindbhai Priya Patel & Hitenra Pat	9825586802	CIMS Hospital, Science	2:30 PM	2Hr	Paytm	34069443625	Hospital To Residence Drop
19-05-2021	100212	Sanir Parikh	8200924389	SAL Hospital	5:30 AM	2Hr	Bank Transfer	-	Hospital To Residence Drop

SAMPLE

Call Script for Corporate Client

GO4Cabs: - Hello Sir, Greetings for the day! My name is XY from Go4cabs.

Client: - Yes XY,

GO4Cabs: - Sir, I would request some time to brief you about the services that we at GO4cabs provides to the corporate like yours and which may be valuable to your organization. Can I brief you?

Client: - Yes XY, Continue

GO4Cabs: - Sir, GO4cabs is one of the leading cab rental company in India and is currently providing cabs & coaches in 75 cities PAN India. We provide quality services to both retail and corporate clients and we are one-stop-solution for all mobility requirements.

“Remember 1 Name 1 Number”

GO4Cabs provides local city package, outstation package, luxury cabs (like BMW, Mercedes etc.). We also have fleets of vans, coaches and buses. We have both short and long terms rental plans for corporate. Sir, we have quality customer service and we provide all necessary amenities to our customers with safety.

Client: - Okay, so basically you have all the mobility related solutions.

GO4Cabs: - Yes Sir, what are your requirement for mobility in your organization?

If your corporate requirement is more, we provide travel desk (virtual as well as within your company for booking cabs for your employees.

GO4Cabs: - IF Client SAY Yes, we have the requirement for the transportation facility for our employees who don't have their own conveyance and have difficulty in coming to the office in the public transportation solution which is vulnerable in this time of Covid-19.

GO4Cabs: - Okay sir, we have the long-term rental plans for Buses, Vans and SUVs for this purpose. What exactly will be best suited to serve your purpose sir.

GO4Cabs: - Sir Can I also have your WhatsApp no or Email id, so that I can send you the further Details.

IF **Client** SAY NO – customer shall give either email or mobile or both.

GO4Cabs: - Okay Sir, Kindly Contact Us if you have requirement in the future.

WhatsApp Script for Corporate Companies

Dear Mr. Arun Jindal

Trust you and your family are safe during this Pandemic.

As the no of covid cases goes down.

Desire to travel continues to GO up.

We know, It has been quite a while you haven't travel out of your home or city.

We provide;

safe, neat & clean, sanitized vehicles for your safe travel following all covid protocols.

Our company:

Go Technolusion Pvt Ltd.

Brand - **GO4Cabs Mobility**

Category: **Corporate Cabs, Vans & Coach Rental PAN India**

For Booking:

Call: 7575 80 4000

Email: info@go4cabs.com

www.go4cabs.com

About us:

GO4Cabs, provides Cabs & Coach mobility solutions, in 75 Cities PAN India.

Why GO4Cabs:

1> One-stop-solution for all your travel requirements.

2> Wide choice of vehicles to choose.

3> PAN India IN availability.

4> Safety and assurance.

5> Convenience of booking.

<https://www.instagram.com/go4cabs>

WhatsApp Script for the BNI Member

Hello Dear **BNI Member**,

BNI Chapter

Company Name

I am **Gauraav Dalal**,

I am **BNI member**

BNI Altimus Chapter, Ahmedabad.

My company:

Go Technolusion Pvt Ltd.

Brand - **GO4Cabs Mobility**

Category: **Cabs & Coach Rental PAN India**

I am the founder of GO4Cabs

My email: gauraav@go4cabs.com

My Mobile 9375722777

For booking: 7575804000

Brief about GO4Cabs

GO4Cabs, provides Cabs & Coach mobility solutions, in 75 Cities PAN India.

<https://www.instagram.com/go4cabs>

Bibliography

- <http://www.go4cabs.com/>
- <https://www.linkedin.com/company/go-technolusion-pvt-ltd-/mycompany/>
- <https://www.investindia.gov.in/sector/tourism-hospitality>
- <https://www.indiamart.com/go4cabs/aboutus.html>
- <https://www.mbaskool.com/brandguide/it-technology/12848-taxi-for-sure.html>
- <https://www.ibef.org/industry/tourism-hospitality-india.aspx>