



**Institute of Management**

**Nirma University**

MBA FT (2020-22)

**Final Report**

**FYNDHERE SERVICE  
PVT. LTD**



**Submitted by: - Priyal Doshi (201136)**

**Company Mentor-**

**Mr. Raj Kumar D**

**Faculty Mentor-**

**Prof. Chetan Jhaveri**

Date of Submission- 12/07/2021

## **TITLE PAGE**

<b>Author of the Project</b>	<b>PRIYAL DOSHI (201136)</b>
<b>Company Name</b>	FYNDHERE SERVICE PVT. LTD. <a href="https://www.fyndhere.com/">https://www.fyndhere.co m/</a>
<b>Company Address</b>	Old Patigadda, Chikoti Gardens, Begumpet, Hyderabad, Telangana 500016
<b>Organization Guide</b>	<b>Mr. Rajkumar D</b>
<b>Internship Area (Title)</b>	Sales and marketing for Fyndhere
<b>Institute Name</b>	Institute of Management, Nirma University, Ahmedabad.
<b>Faculty Mentor</b>	<b>Prof. Chetan Jhaveri</b> Institute of Management, Nirma University, Ahmedabad.
<b>Purpose of Report</b>	Submitted as partial fulfillment of the requirement of the MBA Course (2020 - 22)
<b>Date of Submission</b>	12 <sup>th</sup> July, 2021

## **ACKNOWLEDGEMENT**

A successful project can never be established by a single effort or the individual to whom the duty is assigned, but it also needs the support and guardianship of some familiar individual who assists the signatory effectively or latently in the completion of a successful assignment.

I'd like to express my heartfelt appreciation to **Mr. Rajkumar D** for giving me with invaluable advice and consistent cooperation throughout the project. This endeavor was the direct result of his clear vision and helping attitude. The successful completion of this project would not have been possible without their assistance and support.

I would like to thank the entire **Fyndhere team** who answered my queries and helped me understand the functioning of the company. Their significant suggestions and collaboration helped me to acquire an incentive and values from the internship program.

Lastly, I would like to express my sincere thanks to my faculty mentor, **Prof. Chetan Jhaveri** for providing me with the necessary guidance before the start of my internship as well during the course of internship.

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## **EXECUTIVE SUMMARY**

Fyndhere is an all-in-one resource application for all of your needs. We provide urgent assistance and promise that your questions will be answered within the next 48 hours. It serves as a platform for customers to locate the product they want and at the same time gives the opportunity the shop owners and local vendors to be located. Hence, it bridges the gap between the customer requirements and the shops or services.

As an Intern of Fyndhere Service Pvt. Ltd, from Sales and Marketing domain, I started off with Digital marketing where we promoted the company on Facebook, Instagram, answered the question on Quora, created backlinks with the intension of promoting the company and generating leads for sales.

I also started with cold calling and carried it out for 2 months where the numbers were being provided by the HR's and we had to convert them into customers by convincing them to either register for free or premium account to achieve their sales target and subsequently worked on achieving my own targets. I help the customer in installing and registering them as a customer.

I have been given my unique referral code PDPUN17, through which I have to get vendors registered. I have done email marketing by mailing the potential customers and making them aware about the new offers and benefits of the application. I was the part of team 6 and our team has become "the best team of the week" for continuously 3 times.

I along with 4 other members are handling the Instagram account of Fyndhere and have been constantly working on the improvement of hashtags and to increase their reach.

I have also worked with the market research team where we had to do a complete and detailed research on a particular product and then report to the team head. We were given daily scores on our performance on that day.

# **PART - A**

## **ABOUT FYNDHERE:**

FyndHere is a platform between local retailers and customers. It is a common portal where retailers, local vendors and local shop owners can register themselves and make their offline stores available online to the customers.

It is an online platform which is essentially a 'One Stop Shop' for all customer-needs from finding groceries, medicines to finding coaching centers, bookstores and books available in the bookstores and more.



**Name:** Fyndhere

**Industry:** Retail Industry

**Sector:** Online Retail Shopping Services

**Type:** Private

**Founded:** 18<sup>th</sup> July, 2021

**Founders:** Mr. Rajkumar D.

**Headquarters:** Hyderabad, Telangana

**Company Size:** 2-10 employees

**Speciality:** Feel comfort, shopping, local shops, retail, retail technology, Fyndhere, compare, buy, sell, delivery, marketplace, market area, and shop

**Contact Number:** +91 9493929910

**Website:** <https://www.fyndhere.com/>

**LinkedIn:** <https://www.linkedin.com/company/fyndhere/about/>

**Facebook:** <https://www.facebook.com/fyndhere/>

**Instagram:** <https://www.instagram.com/fyndhere/?hl=en>

### **SERVICES OFFERED:**

It is a retail company that provides the services of finding appropriate vendor for the product or service requested by the customer. Their objective is to make the customers' "shopping experience easier". It serves as a platform for customers to locate the product they want and at the same time gives the opportunity the shop owners and local vendors to be located. Hence, it bridges the gap between the customer requirements and the shops or services.

Fyndhere is an all-in-one resource application for all of your needs. We provide urgent assistance and promise that your questions will be answered within the next 48 hours.

- ❖ Online presence for local vendors
- ❖ Connects customers to local vendor around them
- ❖ In app messaging which helps customers and vendors to talk to each other in real time
- ❖ Vendor can post offers on the app
- ❖ Scope of bargain for both customer and vendor
- ❖ Categories available for various products and services

### **PROJECT DESCRIPTION:**

The project assigned by the organization entails to get the contacts from different website and contact them to become the partner with Fyndhere Services Pvt. Ltd. Along with that, have to increase the reach of the company along with its application.

Fyndhere is a one-stop resource application for all of your needs. You can conveniently match prices with local stores and choose the right one for you. As the available category are many therefore the customers and vendors on the app vary and are of different types. Each vendor and customer requirements are different. Since, the company is new and growing, they are looking to acquire new customers as they grow, therefore, customer acquisition strategy has to be made and studied.



## **MISSION**

Fyndhere mission statement is a public document that outlines the company's principles and strategic goals. Fyndhere mission statement also outlines the reason for the company's existence, emphasizing the services and goods it provides. In addition, the mission statement specifies Fyndhere Limited's operational goals, the processes the company employs to attain those goals, the target client groups, and the location in which the company operates.

### **Components of Mission Statement:**

- **Customer satisfaction:** Fyndhere's mission statement emphasises the importance of client happiness. Fyndhere's mission statement identifies its target client segments, as well as their requirements and demands. The mission statement explains how the company's products and services contribute to increased customer satisfaction within its target market.
- **Realistic and clear:** Fyndhere's mission statement is also realistic and straightforward. This indicates that Fyndhere's mission statement was written using clear, straightforward, and easily understandable language and phrases. Clarity is vital



so that all of Fyndhere Company's significant stakeholders understand the mission statement. Fyndhere Limited's mission statement is also realistic, allowing them to meet a variety of goals and objectives.

- **Specific and sharp:** Fyndhere's mission statement is succinct and to the point. It's simple to read and conveys everything the audience needs to know about Fyndhere's products and services. To effectively express the company's position to stakeholders, the mission statement should be kept concise, clear, and specific, rather than dragging it out over several pages with repetition and non-essential details.
- **Reflects the company's offerings:** A firm's mission statement should be based on the products and services that the company provides. This implies that Fyndhere's mission statement emphasises its offerings while also ensuring that they are consistent with the company's beliefs. As a result, Fyndhere Limited's mission statement highlights the ethical foundations on which the company works to deliver its offering.

### **VISION:**

Fyndhere's vision statement is its long-term strategy plan, defining what and where the company wishes to be in the future. Fyndhere Limited's vision statement is a document that identifies the company's aims in order to help with strategic, managerial, and general decision-making.

### **Components of Vision Statement:**

- **Concise:** Fyndhere's vision statement is succinct and to the point. This means the corporation hasn't employed extensive conversations and dialogues to communicate its opinions and positions to the general public and relevant stakeholders. The vision statement should be succinct and thorough, communicating the essence of the company and its future objectives to help stakeholders understand the company's business philosophy and strategy.

- **Encompassing description:** Fyndhere's vision statement should be succinct, but it should be comprehensive. This means that the vision statement should include a detailed description of what the organisation wants and how it aims to achieve its long-term objectives strategically. The vision statement should be a thorough declaration that identifies the company's key capabilities and how they will help it achieve its long-term objectives.

## PRICING

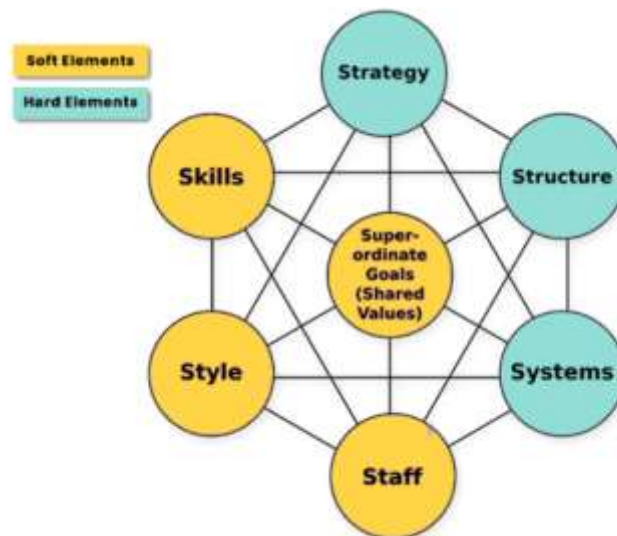
**Choose the perfect plan**  
Fyndhere Offers the best pricing option to take your business on to digital platform and grow your business.

Fyndhere Free	Fyndhere Premium	Fyndhere Premium	Fyndhere Premium
<b>₹0</b> Monthly	<b>₹1500</b> For 3 months	<del>₹2500</del> <b>₹2500</b> For 6 months	<del>₹3300</del> <b>₹3300</b> For 9 months
<ul style="list-style-type: none"> <li>✓ Get more leads</li> <li>✓ Limited support</li> <li>✓ Post your offers</li> <li>✓ Chat &amp; bargain with customers</li> </ul>	<ul style="list-style-type: none"> <li>✓ Get instant access to customer posts</li> <li>✓ Unlimited Support</li> <li>✓ Instant posting of special offers</li> <li>✓ Guaranteed leads or else money back</li> </ul>	<ul style="list-style-type: none"> <li>✓ Get instant access to customer posts</li> <li>✓ Unlimited Support</li> <li>✓ Instant posting of special offers</li> <li>✓ Guaranteed leads or else money back</li> </ul>	<ul style="list-style-type: none"> <li>✓ Get instant access to customer posts</li> <li>✓ Unlimited Support</li> <li>✓ Instant posting of special offers</li> <li>✓ Guaranteed leads or else money back</li> </ul>
<a href="#">Download Now</a>	<a href="#">Download Now</a>	<a href="#">Download Now</a>	<a href="#">Download Now</a>

## Analysis Using the 7S Framework

The McKinsey 7s model is a strategic tool and framework for evaluating the performance of managers and enterprises. For successful change management processes as well as regular performance enhancements, the McKinsey 7s model specifies seven important factors for a company that must be focused and aligned.

Soft S and hard S are the two groupings of the seven elements. Hard S are easy to recognise while also being easier to manage. Soft S, on the other hand, is difficult to spot yet is essential to the organization's structure. They are in charge of maintaining the competitive edge. The classification of soft and hard elements is depicted in the diagram below.



- **Strategy:** Fyndhere's overall business plan and strategic direction are clearly defined and communicated to all workers and stakeholders. The competitive demands and activities of competitors are also taken into account by Fyndhere's strategy. Fyndhere's strategy is adjustable and versatile. This is an important part of Fyndhere's strategic direction and strategy development.
- **Structure:** As Fyndhere is in its growing stage and has a very a smaller number of employees it has a flatter organizational hierarchy that is supported by learning and progressive organizations. It encourages teamwork and team-oriented tasks. Where jobs require individual attention and scope, the company also assigns individual responsibilities and job tasks.
- **Systems:** Fyndhere is still in its early stages of development, so its systems aren't well-defined or well-defined, but it has divided its tasks into departments to ensure that business operations are managed properly and that there are no conflicts or disputes. It assesses its systems on a regular basis using the controls it has implemented. This performance monitoring is continuous and ongoing.
- **Shared Values:** The core values at Fyndhere are defined and communicated to foster a creative and supportive organizational structure that will allow employees to perform optimally, and enhance their motivation and organizational commitment. The core values at Fyndhere include, but are not limited to:
  - ❖ Creativity
  - ❖ Honesty
  - ❖ Transparency
  - ❖ Accountability

❖ Trust

❖ Quality

- **Style:** Fyndhere's leadership style is participative. The participative leadership style is extremely effective in accomplishing the organization's commercial goals and vision. Employees believe they are active members of the organisation, and their suggestions, feedback, and contribution are valued.
- **Staff:** Fyndhere employs a significant number of people across its various operations. Employee skill levels at Fyndhere are sufficient to fulfil the Company's business goals because all job roles and positions are structured to enable the attainment of business goals.
- **Skills:** Fyndhere pays particular attention to enhancing the skills and capacities of its employees/Interns. It arranges regular training and workshops – internally as well as externally managed- to provide growth and development opportunities for its employees. Fyndhere focuses on personal as well as professional growth for its employees and works accordingly with them.

## **PART - B**

### **PROPOSED TASKS ASSIGNED BY EYNDHERE SERVICES PVT LTD**

The following are the task allocated to me by the organization:

- **MARKETING TASKS**
  - Tele calling vendors and customers to increase the customer base
  - Email vendors with new offers and premium account prices
  - Promotions through networking
- **DIGITAL MARKETING TASKS**
  - Search engine optimization through backlinks
  - Writing blogs
  - Creating posters and videos
  - Developing social media strategy for Instagram platform

### **PROJECT OBJECTIVES:**

- To consolidate the classroom learnings from various subjects such as Marketing Management, Consumer Behaviour, Digital Marketing, Customer Relationship Management, and various workshops such as Viral Marketing, Social Media Influence Marketing.
- To reinforce various concepts through experiential learnings.
- To develop real-life problem-solving skills for various managerial situations.
- To develop a skill of converting a prospective lead into company`s customer.
- To gain competencies in various components of Digital Marketing.
- To develop adequate knowledge on how to run successful advertisement campaigns.

- To develop adequate knowledge on how to conduct business research on targeted audience.
- To make everyone understand that Corporate Social Responsibility are also holds same importance as every other responsibility in an organisation.

### **PROJECT DELIVERABLES:**

- Fyndhere will be able to grow as a company and create more income as a result of the sales team's performance, in which I also had a key role.
- Brand awareness will improve as a result of the assignment allocated to me, which will undoubtedly aid in increasing its market presence.
- The sales force's perception of the organization as an employer will be influenced by the work environment generated by the responsibilities assigned.

### **ROLES AND RESPONSIBILITIES ASSIGNED BY FYNDHERE SERVICES PVT LTD**

#### **Marketing and Sales: -**

Marketing and sales for Fyndhere services Pvt Ltd are my major tasks. The following are the details of task assigned to me –

- I am supposed to contact new potential customers for the company's application.
- The company have two types of customers on its applications: -

1. Vendors

## 2. Buyers

- I am assigned the responsibility of acquiring the vendors for the application by tele-calling and email marketing.
- I am given the task to call 30 vendors a day and try to convert them for creating an account on the application. There are two types of accounts –
  1. Free account
  2. Premium account
- I am responsible to help the customer in installing and registering them as a customer. I have been given my unique referral code PDPUN17, through which I have to get vendors registered.
- I am doing the email marketing by mailing the potential customers and making them aware about the new offers on and benefits of the application.
- I am part of a Team 6 of intern.
- We are given daily scores on our performance on that day.

### **DETAILS OF TASK COMPLETED**

Marketing, sales and market research for Fyndhere services Pvt Ltd are my major tasks. The following are the details of task assigned that are being completed by me –

- I am supposed to contact new potential customers for the company's application on a daily basis.
- I have acquiring the vendors for the application by tele-calling and email marketing.
- I call 30 vendors a day and converted them for creating an account on the application. There are two types of accounts –
  1. Free account
  2. Premium account
- I help the customer in installing and registering them as a customer. I have been given my unique referral code PDPUN17, through which I have to get vendors

registered.

- I have done email marketing by mailing the potential customers.
- I am the part of team 6 and our team has become “the best team of the week” for continuously 3 times.
- I along with 4 other members are handling the Instagram account of Fyndhere and have been constantly working on the improvement of hashtags and to increase their reach.

### **THE FUNCTIONING OF THE APPLICATION:**

- • There are various categories of the goods and services listed on the application including, electronics, cars, medicines, stationary, health and fitness, travel, pet care and so on.
- • The customers can choose any of the categories and post a requirement on the application which may also include the picture of the item that they are looking for.
- • They can select the distance ranging from 2km to 50km in which they want to find that product.
- • All the vendors registered on the application within that category and distance receive a notification about the customer requirement.
- • The vendors using the premium account get an immediate notification whereas the vendors using the free account get a notification after 24 hours of the post. The cost for the premium account varies as per the category but the price is very affordable. For example, for a carpenter it's Rs. 99 for 3 months, for pharmacy it's Rs.299 for 3 months and so on.
- • If the vendors can provide the required product/service they can get in touch with the customer through the application and discuss the price, quantity, delivery time etc.



## STOP LOOSING CUSTOMERS

because of E-commerce websites!

Register yourself on  
FYNDHERE and  
earn by selling to all  
the customers  
around you.



register.  
find. sell.

*Selling made convenient*

## BECOME A VENDOR



Online Presence

More Leads Without  
any Deeds



Easy Registration

Minimum Investments  
Maximum Profits



FREE Advertisements &  
Promotions

Reveal Your Identity  
at Your Will



*Just avail and sale*



## CHOOSE YOUR CATEGORY

REGISTER AS A VENDOR

## FYNDHERE PREMIUM

Instant notification of customer requirements

No extra charges for the guaranteed leads

Guaranteed leads

No limit to offer postings



REGISTER AS A VENDOR

## BECOME A VENDOR

- STEP 1** Create a Customer account
- STEP 2** Go to Profile and Click on "CREATE A BUSINESS ACCOUNT"
- STEP 3** Select your business category
- STEP 4** Enter your details and choose your subscription plan
- STEP 5** Make the payment through UPI and enjoy the benefits



## **THEIR KEY ATTRIBUTES**

- ❖ **Easy to access:** FyndHere is extremely easy to access and it is easy for a customer to find the interested item or services through Fyndhere without any hassle of finding it in the market.
- ❖ **Virtual Bargaining:** The customer shall be hassle free of bargaining for the price with multiple retailers. All requirements can be met with just one click.
- ❖ **Trustworthy:** The organisation intends to avoid the circumstances of “Fake products” They bring to the customers the local friendly stores online where there shall be no worries of ordering online products or in booking services.
- ❖ **Price Comparison:** There exists an option to choose their own friendly store along with the one who is reliable in selling the items with exact market price for the customers.

### **Qualities that enhance vendors’ engagement with FyndHere are:**

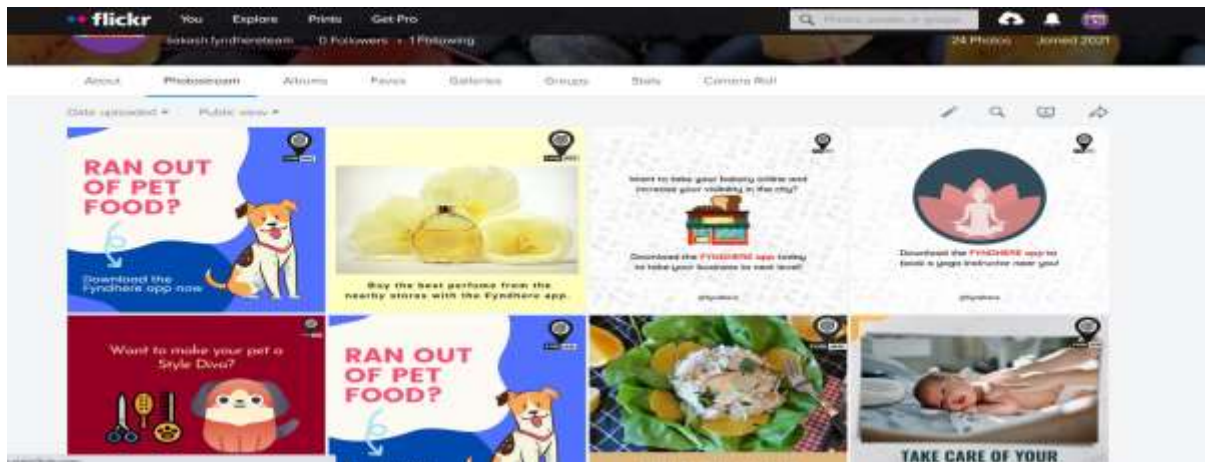
- ❖ **Online Presence:** More sales are possible when things are online. By registering with FyndHere the sellers will get free online leads that customers are looking.
- ❖ **More Leads:** The local shop owners can now get more leads from FyndHere’s customers and a chance to convert leads into sales by using FyndHere.
- ❖ **Easy Access:** Easy access to all the sellers’ nearby posts that customer posts and a chance to interact with customer virtually.
- ❖ **Privacy:** The privacy of sellers’ information is what matters to FyndHere too, a lot. They provide an option to the sellers’ to only reveal your identity to customer.

## **DIGITAL MARKETING**

Digital marketing is another responsibility assigned to me. These are the details of the tasks assigned to me –

- Search engine Optimizations for Fyndhere by creating organic online presence of the organization.
- The ways I followed for Search engine optimization was by creating the backlinks. Following are the types of backlinks I created.
  1. Social bookmarking
  2. Classified ad
  3. Blog
  4. Image Backlink
  5. PDF submission
  6. Web Directory
- I create 10 backlinks everyday which is helping the company to have a wide online presence.
- I write blogs for the company and post on various blog sites
- I made a presentation on a new social media strategy for Instagram.





**There were 2 Social Media Campaigns which I was part of are:**

### **MISSION G1**

- As a result of the oxygen cylinders and concentrators problem in the second wave of the pandemic, social media is swamped with requests from people asking if they can receive a verifiable lead from where they can get oxygen cylinders and concentrators, and they are willing to pay any price. Because the value of their loved ones is unquantifiable.
- As a result, a large number of people in various regions have begun to engage in black-marketing of the most basic of commodities, namely oxygen. As a result, not everyone had access to the oxygen supplies.
- In response to this difficult scenario, Fyndhere announced MISSION G1, under which the company will provide properly validated leads for oxygen cylinders and concentrators. These are authentic leads from suppliers who provide oxygen cylinders at their own expense and are not involved in any black-marketing activity.
- The main challenge for Fyndhere in running this campaign successfully is that they need to cover major cities in which they will assist, and extracting data from oxygen cylinder and concentrator providers is not an easy task, as no vendor wants to talk for long periods of time and disclose all details over the phone during a pandemic. The challenge does not end there; sub teams comprised of Fyndhere interns are responsible for contacting each and every vendor on a daily basis and noting down what goods they have on hand. As maintaining our website with the most up-to-date information is also a top priority for us.

## **Project MESSIAH**

During the pandemic, India as a whole prayed for the situation to return to normal and for the infected to recover quickly.

Why Our doctors use plasma from patients who recovered from covid in the first phase to help a newly infected patient recover quickly. However, during the second wave, there is a significant surge in demand for the recovered patient's plasma. And, as a result of the only increase in demand and no change in supply, it became increasingly difficult to find Plasma donors.

Everyone on social media was demanding Plasma donors for their loved ones because they couldn't find them on their own.

During that difficult time, Fyndhere launched Mission MESSIAH, with the goal of providing a platform where all Plasma donors can register on their portal with their correct information, so that someone in need can visit that website and extract the information he requires, saving him a lot of time.

My sub team was in charge of looking into requests for Plasma Donors on social media platforms, calling them, and providing them with information about Plasma Donors in their region.





### **MARKETING:**

- I was conducting a market study to learn more about different vendor/seller trends and how they feel about online platforms.
- I was conducting a market research study on consumer behavior in relation to internet services and online retail buying.
- I was conducting a market research study on consumer behavior in relation to internet services and online retail buying.
- I was also in charge of devising various marketing strategies that would aid the organization's growth.
- I was doing email marketing by sending out emails to potential consumers informing them of new deals and features of the application.



**FYNDHERE FOR CUSTOMERS**

**POST → RELAX → FIND → OWN IT**



- Reliable and trustworthy
- No travelling tensions
- Affordable
- Select from the best
- One stop shop solution
- Multiple retailers at your doorstep
- No hustle

 FYND HERE

### **BUSINESS RESEARCH**

- It is critical to keep up with the current trends and marketing strategies used by other companies and competitors in order to get new clients for the firm. To do so, we conducted in-depth study and analysis of current trends on digital media platforms such as Instagram, Facebook, and Twitter.
- We used study articles, social media reports, social media handles, and analytics to conduct our research. We even read news articles praising the marketing methods employed by other companies and organizations. This provided us with a wealth of knowledge in terms of evaluating and assigning different platforms for different types of content.
- Some of the major studies I've conducted include:
  - ❖ Understanding customer behavior in relation to online services;
  - ❖ Understanding seller behavior and experience in relation to online platforms.
  - ❖ Understanding consumer behavior and experience when shopping online.
  - ❖ Understanding seller habits and demand in relation to online platform prices.

### Customer Satisfaction Survey

**Thank you** for taking the Customer Satisfaction Survey. The survey should take less than five minutes of your time to complete. Click the "Submit by Email" button to submit the survey or "Print" the form and fax it to us. Thanks again for your feedback.

Please rate your satisfaction level with each of the following statements.

	1 = very satisfied	2 = somewhat satisfied	3 = neutral	4 = somewhat dissatisfied	5 = very dissatisfied
1. How satisfied are you with the delivery of our products?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2. How do you rate the response time of our Sales Representatives?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3. How satisfied are you with the quality of our products?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4. How satisfied are you with the quality of our Custom Gasketing Products?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
5. How do you rate our customer communications?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
6. How would you rate the PRODUCT KNOWLEDGE of our:					
a) Order Desk / Inside Sales Representatives	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
b) Outside Sales Representatives	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
c) Counter / Showroom Sales Representatives	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
7. Rate your overall satisfaction with the customer service.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
8. What product and/or service characteristics do you like?	<input type="text"/>				
9. What product and/or service characteristic do you dislike?	<input type="text"/>				

## **SUGGESTIONS AND RECOMMENDATIONS**

Fyndhere is still in its early stages of development, but it has the potential to be a profitable business. However, no corporation achieves success solely via its core members; the ideas and thoughts of all employees must be valued, since only the human resource of any organization will become engaged and inspired to work, ultimately leading to the achievement of goals.

Fyndhere has a flatter organizational hierarchy, which is supported by learning and progressive organizations, because it is still in its early stages and has a limited number of employees. It promotes collaboration and team-oriented tasks. On the other hand, it welcomes and investigates every employee's thought, suggestions, and feedback.

Because Fyndhere does not have many permanent employees, recruiting some permanent staff in each department will be a good idea, as an intern will come and leave after 2-3 months, but the company's work must continue in a steady stream.

Fyndhere is currently focusing solely on Macro conversion (increasing application downloads) on their website; however, my recommendation to the company is that they also focus on Micro conversion of traffic visiting the Fyndhere website. They will be able to improve the length of time that visitors stay on the website if they concentrate on this aspect.



## **PART - C**

### **LEARNING**

There was a lot of learning during this internship which would always be helpful in my career. The main learning was how one could really apply and understand concepts taught to us in class and present in books. Beginning with teamwork I learnt how important it is to work as team whether you are a leader or whether you are working under one. I was doing both here simultaneously, leading a team and also being a part of a team being lead by our mentor. Also being a bridge among the two was a good learning experience as a number of issues and difficulties arise during the same.

Effective communication was also a key learning here as it is one of most important aspects for some working in sales and marketing. A small error in communication or understanding a message can lead to the loss of a potential customer and could also lead to bad mouthing about the organization. The internship really helped me in honing my communication skills and improved my ability of impromptu speaking.

As a sales and marketing intern, I learned the importance of a sales pitch and how professionally it has to be delivered with the intention to persuade someone take up a service or buy a product one may never have even thought of buying. The sales pitch is the starting element and if not rightly given can end the process the right there.

I better understood the application of marketing skills during this internship. I was able to improve them and apply them in a more benefitting way for the organization. This internship gave me the opportunity to apply the concepts studied at IMNU and also analyze their outcomes. I gained knowledge on how social media marketing actually works in an organizational setup and what power it really possesses.

## MARKET RESEARCH TASK

Market Research- 17.06.21

File Edit View Insert Format Data Tools Add-ons Help

100% 1234 Default (XL) 14

AT:W1 Footwear

Footwear													
Age	Gender	Type of prod.	Material	Rs.	Price	Distribution							
ADULT	FEMALE	Pumps	rubber	0.5	Under Rs 500	Rs 500-Rs 1000	Rs 1000-Rs 2500	Rs 2500-Rs 5000	Over Rs 5000	All prices	Business	casual	Evening
ADULT	FEMALE	Pumps	rubber	1	Under Rs 500	Rs 500-Rs 1000	Rs 1000-Rs 2500	Rs 2500-Rs 5000	Over Rs 5000	All prices	Business	casual	Evening
ADULT	FEMALE	Pumps	rubber	1.5	Under Rs 500	Rs 500-Rs 1000	Rs 1000-Rs 2500	Rs 2500-Rs 5000	Over Rs 5000	All prices	Business	casual	Evening
ADULT	FEMALE	Pumps	rubber	2	Under Rs 500	Rs 500-Rs 1000	Rs 1000-Rs 2500	Rs 2500-Rs 5000	Over Rs 5000	All prices	Business	casual	Evening
ADULT	FEMALE	Pumps	rubber	2.5	Under Rs 500	Rs 500-Rs 1000	Rs 1000-Rs 2500	Rs 2500-Rs 5000	Over Rs 5000	All prices	Business	casual	Evening
ADULT	FEMALE	Pumps	rubber	3	Under Rs 500	Rs 500-Rs 1000	Rs 1000-Rs 2500	Rs 2500-Rs 5000	Over Rs 5000	All prices	Business	casual	Evening
ADULT	FEMALE	Pumps	rubber	3.5	Under Rs 500	Rs 500-Rs 1000	Rs 1000-Rs 2500	Rs 2500-Rs 5000	Over Rs 5000	All prices	Business	casual	Evening
ADULT	FEMALE	Pumps	rubber	4	Under Rs 500	Rs 500-Rs 1000	Rs 1000-Rs 2500	Rs 2500-Rs 5000	Over Rs 5000	All prices	Business	casual	Evening
ADULT	FEMALE	Pumps	rubber	4.5	Under Rs 500	Rs 500-Rs 1000	Rs 1000-Rs 2500	Rs 2500-Rs 5000	Over Rs 5000	All prices	Business	casual	Evening
ADULT	FEMALE	Pumps	rubber	5	Under Rs 500	Rs 500-Rs 1000	Rs 1000-Rs 2500	Rs 2500-Rs 5000	Over Rs 5000	All prices	Business	casual	Evening
ADULT	FEMALE	Pumps	rubber	5.5	Under Rs 500	Rs 500-Rs 1000	Rs 1000-Rs 2500	Rs 2500-Rs 5000	Over Rs 5000	All prices	Business	casual	Evening
ADULT	FEMALE	Pumps	rubber	6	Under Rs 500	Rs 500-Rs 1000	Rs 1000-Rs 2500	Rs 2500-Rs 5000	Over Rs 5000	All prices	Business	casual	Evening
ADULT	FEMALE	Pumps	rubber	6.5	Under Rs 500	Rs 500-Rs 1000	Rs 1000-Rs 2500	Rs 2500-Rs 5000	Over Rs 5000	All prices	Business	casual	Evening
ADULT	FEMALE	Pumps	rubber	7	Under Rs 500	Rs 500-Rs 1000	Rs 1000-Rs 2500	Rs 2500-Rs 5000	Over Rs 5000	All prices	Business	casual	Evening
ADULT	FEMALE	Pumps	rubber	7.5	Under Rs 500	Rs 500-Rs 1000	Rs 1000-Rs 2500	Rs 2500-Rs 5000	Over Rs 5000	All prices	Business	casual	Evening
ADULT	FEMALE	Pumps	rubber	8	Under Rs 500	Rs 500-Rs 1000	Rs 1000-Rs 2500	Rs 2500-Rs 5000	Over Rs 5000	All prices	Business	casual	Evening
ADULT	FEMALE	Pumps	rubber	8.5	Under Rs 500	Rs 500-Rs 1000	Rs 1000-Rs 2500	Rs 2500-Rs 5000	Over Rs 5000	All prices	Business	casual	Evening
ADULT	FEMALE	Pumps	rubber	9	Under Rs 500	Rs 500-Rs 1000	Rs 1000-Rs 2500	Rs 2500-Rs 5000	Over Rs 5000	All prices	Business	casual	Evening
ADULT	FEMALE	Pumps	leather	0.5	Under Rs 500	Rs 500-Rs 1000	Rs 1000-Rs 2500	Rs 2500-Rs 5000	Over Rs 5000	All prices	Business	casual	Evening
ADULT	FEMALE	Pumps	leather	1	Under Rs 500	Rs 500-Rs 1000	Rs 1000-Rs 2500	Rs 2500-Rs 5000	Over Rs 5000	All prices	Business	casual	Evening
ADULT	FEMALE	Pumps	leather	1.5	Under Rs 500	Rs 500-Rs 1000	Rs 1000-Rs 2500	Rs 2500-Rs 5000	Over Rs 5000	All prices	Business	casual	Evening

Home Decor Home Decor 3.0 Blue-Color Services Games Paint Footwear Women Clothing Wall

## BEST TEAM OF THE WEEK

Best Team Of The Week  
Team 6!

FIND HERE

 Yukta	 Anyora	 Ashish	 Gaurav	 Jaitrik
 Ruma	 Krunal	 Priyal	 Rashmi	 Simmy
 Siva	 Sonam	 Tanay	 Shubhi	 Aakash

## TELE-CALLING

[illegible]

## BACKLINKS TASK

The screenshot shows a Google Sheet titled "team 6 links". The sheet has columns A through J. The data is organized into rows, with some rows grouped by dates in column A. The links in column B are all "https://pune.in.local.to/ID\_XXXXXX/xxxxxx.html#read". The status in column D is "Active" for all rows. The value in column E is "30" for all rows. The value in column F is "1%" for all rows. The value in column G is "Prayal Doshi" for all rows.

	A	B	C	D	E	F	G	H	I	J
4th june		<a href="https://pune.in.local.to/post/55081/">https://pune.in.local.to/post/55081/</a>	<a href="https://pune.in.local.to/ID_0033750205/mplng-for-gels.html#read">https://pune.in.local.to/ID_0033750205/mplng-for-gels.html#read</a>	Active	30	1%	Prayal Doshi			
		<a href="https://pune.in.local.to/post/55081/">https://pune.in.local.to/post/55081/</a>	<a href="https://pune.in.local.to/ID_5613751847/yoga-health.html#read">https://pune.in.local.to/ID_5613751847/yoga-health.html#read</a>	Active	30	1%	Prayal Doshi			
		<a href="https://pune.in.local.to/post/55081/">https://pune.in.local.to/post/55081/</a>	<a href="https://pune.in.local.to/ID_5033752360/legal-service.html#read">https://pune.in.local.to/ID_5033752360/legal-service.html#read</a>	Active	30	1%	Prayal Doshi			
10th june		<a href="https://pune.in.local.to/post/55241/">https://pune.in.local.to/post/55241/</a>	<a href="https://pune.in.local.to/ID_5042841670/home-service.html#read">https://pune.in.local.to/ID_5042841670/home-service.html#read</a>	Active	30	1%	Prayal Doshi			
		<a href="https://pune.in.local.to/post/55081/">https://pune.in.local.to/post/55081/</a>	<a href="https://pune.in.local.to/ID_5042841670/home-service.html#read">https://pune.in.local.to/ID_5042841670/home-service.html#read</a>	Active	30	1%	Prayal Doshi			
		<a href="https://pune.in.local.to/post/55111/">https://pune.in.local.to/post/55111/</a>	<a href="https://pune.in.local.to/ID_5042841670/home-service.html#read">https://pune.in.local.to/ID_5042841670/home-service.html#read</a>	Active	30	1%	Prayal Doshi			
		<a href="https://pune.in.local.to/post/55081/">https://pune.in.local.to/post/55081/</a>	<a href="https://pune.in.local.to/ID_5042841670/food-service.html#read">https://pune.in.local.to/ID_5042841670/food-service.html#read</a>	Active	30	1%	Prayal Doshi			
		<a href="https://pune.in.local.to/post/55081/">https://pune.in.local.to/post/55081/</a>	<a href="https://pune.in.local.to/ID_5042841670/yoga-service.html#read">https://pune.in.local.to/ID_5042841670/yoga-service.html#read</a>	Active	30	1%	Prayal Doshi			

## CERTIFICATE OF COMPLETION

### **FYNDHERE SERVICES PVT LTD.**

2/195 Near Suribabu Hospital, Bokka Varl Veedhi Gudivada, ROC-Vijayawada, Andhra Pradesh, India, 521301  
Phone: +91 9392919010, E-Mail Id: [info@fyndhere.com](mailto:info@fyndhere.com)

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July 3<sup>rd</sup>, 2021

Hyderabad.

#### **TO WHOMSOEVER IT MAY CONCERN**

This is to certify that **Ms. Priyal Doshi**, student from **Institute of Management, Nirma University, Ahmedabad** has done her summer internship project in SALES and MARKETING from May 3<sup>rd</sup>, 2021 to July 2<sup>nd</sup>, 2021 for **FYNDHERE**, a product of FYNDHERE SERVICES PVT LTD.

The project was designed to drive the business development and to maximize the growth of the organization. Candidate has shown good interpersonal and negotiation skills and efficient management of the customer and vendor relationships across product lines.

We wish all the best for your future endeavors.



Raj Kumar D  
Founder  
Fyndhere services Pvt Ltd.

## **Undertaking**

I, Priyal Doshi, hereby declare that this Summer Internship Report is an authentic work done by me. It is to the best of my knowledge and belief. This is to declare that all my work indulged in the completion of this Summer Internship Report such as research and analysis is a profound and honest work of mine.

A square image showing a handwritten signature in blue ink. The signature appears to be 'Priyal' with a stylized flourish underneath.

Signature

Priyal Doshi

201136

MBA FT-A

Udaipur (work from home)