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## **Summer Internship Program**

### **Final Report**

**Company: ProEx Advisors LLP**

**Submitted to:**

**Prof. Nikunj Patel**

**Submitted by:**

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## Acknowledgement

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I owe my sincere gratitude to **Mr. Yaman Saluja**, my mentor at ProEx Advisors LLP for giving me the opportunity to take up this project work and being a guide throughout my internship journey.

I would like to thank **Prof. Nikunj Patel** for helping me regarding all the queries I faced during this period.

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Regards

Rohit Kumar Dhanuka

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## ABOUT THE FIRM

### ◆ About ProEx Advisors LLP

ProEx Advisors LLP is a consulting firm which was established in the year 2013 with only three employees. Now the firm has around a hundred employees and has expanded in eight cities in the country. The mission of the firm is to cater to SMEs and MSMEs and fulfill all their needs and help them in starting and growing their business within a budget. The vision of the firm is to convert their MSMEs and SMEs into corporates and also to become the leader in advisory and consulting services. The team of the firm comprises of experienced individuals with professional qualification like chartered accountants, firm secretaries, cyber experts, visual artists and many more.

### ◆ Firm's services

The firm provides consultancy services to its clients in the field of:

- **Finance-** the firm helps its clients by making an appropriate financial framework for their business. The firm provides services like taxation, accounting, IPO advisory and compliances services, audits and debt restructuring.
- **Marketing-** the firm helps its clients by making their brands unique and irreplaceable. The services offered are in branding and digital marketing services.
- **Management-** the firm evaluates the performance of a business by analyzing the organizational issues and finding solutions to solve those issues. The services offered in this area are staffing solutions, permanent recruitment, leadership training and development and helping MSMEs in decision making.
- **IT-** the firm develops strategies which would align the technologies with the goal of the business and also optimize the investments made by their clients in the area of IT. The services offered are web and app development and in cyber security.

### ◆ The Team

The team members of the firm and their designation in the firm are as follows:

- Mr. Ashish Jain- Emerging Technologies
- Mr. Abhishek Jain- Business Management
- CA Sambhav Golecha- Investments and Finance
- Mr. Yaman Saluja- Advertising and Marketing
- Mr. Deepak Batham- Business Intelligence Analyst

- Ms. Swati Singh- Chief People Officer
- Mr. Sunil Gohil- Chief Technical Officer
- CA Pankaj Jain- Consultant

The firm also has a team of three people who provide mentorship to upcoming startups and entrepreneurs in fields such as legal, finance, government liasoning, operations, market approach, internal policies and corporate law.

The mentors in the firm are:

- Mr. PK Saluja
- Mr. Nirmal Jain
- CA Vikas Jain

#### ♦ The customers

The clientele of the firm includes Alps Chemicals, Beeline, Interface, Shahji enterprise and many more. The industries the firm caters to are education, renewable, travel, healthcare, food, finance, e-commerce, legal, services and garment. The firm achieved its first one million sales in the year 2014 and since then it has not looked back. ProEx has also helped two companies in converting from private limited to a listing firm.

#### ♦ Pricing strategy

In the consulting business the prices charged for providing the services vary from firm to firm. In ProEx the customer is provided the services based upon their budget so the firm provides tailor made services to its customers.

#### ♦ Competitors

The different competitors of the company are:

- **ANA Consulting** provides management consulting services in India and abroad. It specializes in designing and implementing Financial Management Systems. This firm also provides tailor made services to its clients to ensure maximum satisfaction.
- **A&A Consulting** provides consulting services to different SMEs in seven different states of the country. The company provides all the services that are provided by Proex Advisors. The different industries the company serves is same as Proex.
- **SME Advisors** provides financial services like personal finance and risk management to its clients. The company also provides services to start-ups. Like Proex the company caters to different SMEs to help them grow their business.

- **Fin Partnerz** provides advisory services to MSMEs, corporates and individuals. The company provides services like debt finance, investment banking and project finance. Like Proex they work with client to provide them services that help them reach their goal.
- **360° Financials** provides services to individuals, start-ups and corporates. The company provides various financial and IT services to its clients. They work closely with the customer and provide tailor made solutions. They are located in four cities in the country.
- **Value Sutra** is an LLP firm which caters to MSMEs, SMEs and startups. The company provides all the services which are provided by Proex. The company is located in Mumbai.

◆ Financial Statements

The balance sheet of the firm shows that the firm's non-current liabilities increased in the last quarter as the firm borrowed more loans. The current liabilities of the firm also increased as the firm increased its trade payables so this means that they might have purchased more inventory or not paid to their suppliers. The fixed assets of the firm have decreased in the last quarter which means that the firm might not be utilizing its borrowings effectively. The trade receivables have also increased this indicated that the firm has maintained a huge reserve of cash by receiving timely payments and by purchasing on credit.

The profit and loss statement of the firm shows that the revenue of the firm increased in the last quarter and also the revenue is more than the expense of the firm due to which the firm is earning a profit. In expenses the firm has increased the purchase of services in the last quarter and employee expenses have also increased. The remuneration given to partners was of Rs. 10,84,000. The firm earned a net profit of Rs. 2,03,182 on 31<sup>st</sup> December 2019.

As it is a partnership firm so there is no dividend distribution of the firm. The partner's capital on 31<sup>st</sup> December 2019 was Rs. 14,87,588.46. The partner's fixed capital account was of Rs. 50,000 and their current account was Rs. 14,37,588.46.

## ABOUT THE INDUSTRY

### ◆ Introduction

The first consulting business was started in the 19<sup>th</sup> century in USA to study and improve workplace productivity. Since then many companies started hiring consultants to guide them in making important business decisions and help them in solving difficult business problems. The top three management consultancies in the world are McKinsey & Firm, Boston Consultancy Group and Bain & Firm.

The consulting industry is divided into six main domains namely:

- Strategy Consulting
- Management Consulting
- Operations Consulting
- Financial Advisory
- HR Consulting
- IT Consulting

### ◆ Latest Trends

The latest trends seen in the consulting industry are in digitization, choosing the right talent, the selection process of consulting firms by the clients have been changed and performance-based working in which the clients pay based upon the success of the consultant's decisions in reaching the target.

### ◆ Challenges

The major challenges faced by the consulting industry are:

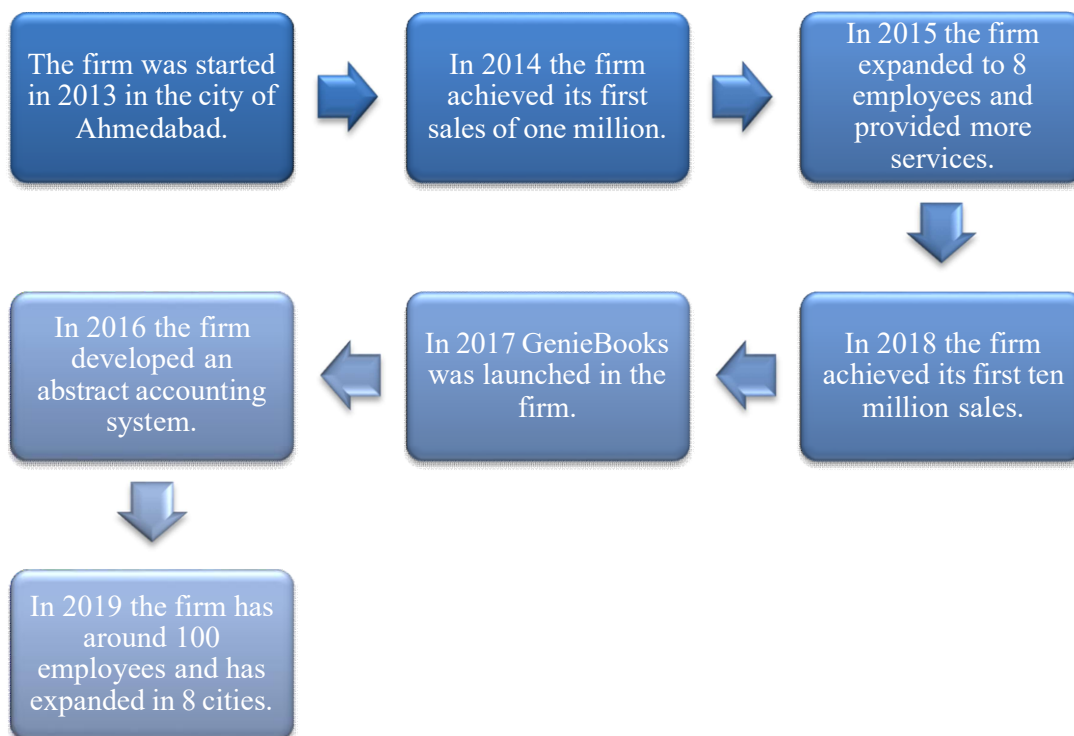
- **New skills requirement-** due to introduction of new skills in the marketplace firms need to introduce new skills into their workforce. Two ways of doing this is by upskilling and reskilling the existing workforce and by hiring new talent who already have the required skills.
- **Increased competition-** small and medium sized firms face the problem of competition from large and established organizations who have the latest technologies.
- **Finding top talent-** firms all across the globe face the challenge of finding an appropriate top management for their firm. The firms can attract talented people by building an employer brand in the market.

- **Changing consumption pattern of services-** the way in which consumers purchase services nowadays has changed tremendously. Now the customer prefers to search online or on social media sites due to which the firm is required to be active on various platforms.
- **Unpredictable marketplace-** the consulting industry is changing at a rapid pace and the industry players have to be up-to-date with the constant changes to survive in the market.

♦ Indian Scenario

In India the need for management consultants have been increasing due to the complexity in the marketplace with the introduction of foreign firms and due to changing customer preferences. The strength of the Indian consulting industry are professional competence, strong interpersonal skill, expertise in diverse areas and familiarity with the local conditions help them gain an edge over the foreign companies. The problems faced by the Indian firms are of low-quality assurance, low brand equity, lack of strategic tie-ups and low levels of R&D.

## GROWTH STORY OF THE FIRM



## **CULTURE OF THE FIRM**

The firm practices a culture of employee friendliness where they are encouraged to share their problems with their employer which ensures high level of job satisfaction among the employees. The firm includes a diverse group of employees who belong to different age groups and professional expertise. The youngest member of the firm is of 17 years old. To make its employees feel comfortable at the workplace the firm follows casual dress code. The firm motivates its employees to share their ideas and opinions with their employers. The firm also celebrates different festivals in the office which gives the employees a sense of belongingness with their colleagues and makes them better team players.

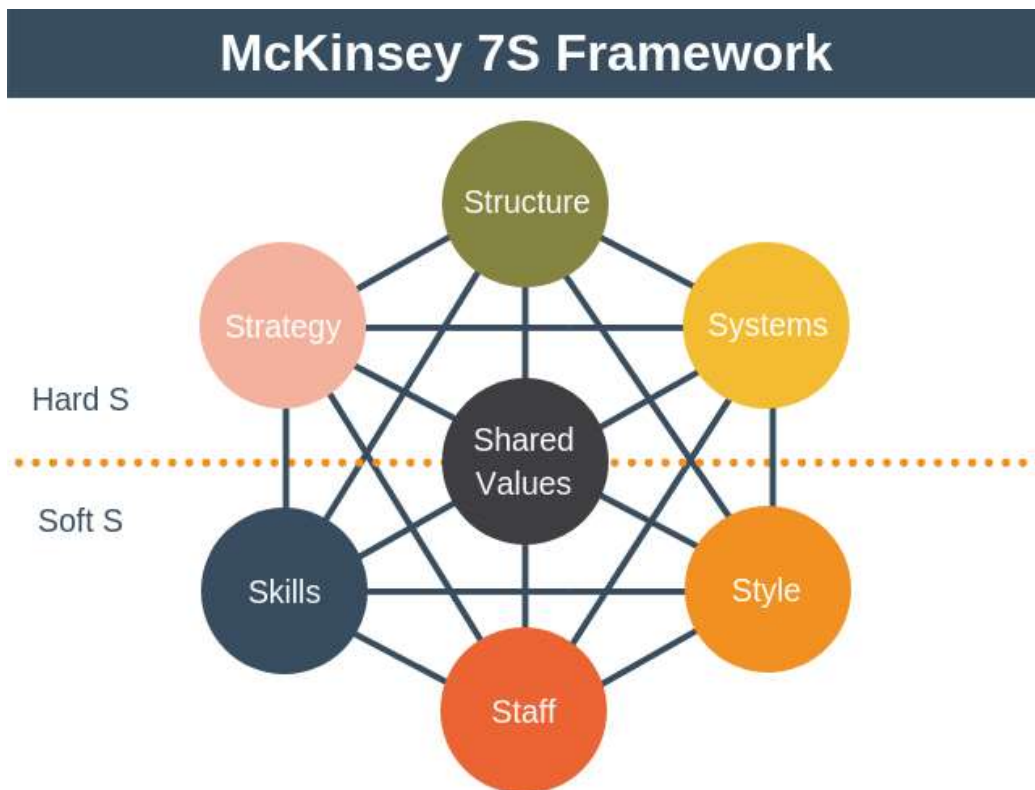
The CEO of the firm Mr. Ashish Jain believes that the culture of his firm helps them in satisfying their clients and providing top quality services. They aim to provide value to all their stakeholders and work towards achieving their vision.

To compare the firm with other players in the market some benchmarking tools are used such as strategy, performance and process.

- Strategy- the method used by the different players in the market is to employ expert professionals to handle the clients problems and provide them with tailor made solutions. Players like ANA Consulting and 360° Financials provide these services which are similar to Proex.
- Performance- it means measuring the quality and price of the service provided. At Proex prices are charged based upon the budget of customers. Similarly companies like Value Sutra follows this practice.
- Process- it means the process used by the companies to reach their goals. Finding process which reduce cost and improve quality. At Proex the company employees people who have expertise in their field and also the department head mentors the new employees by doing this the company is able to maintain its quality and way of doing work. Some companies like SME Advisors, Fin Partnerz and A&A Consulting follow the same method of employing professionals.

## MCKINSEY 7S FRAMEWORK

The McKinsey 7S framework was developed by Robert Waterman and Tom Peters in the 1980s. This framework explains that there are seven internal factors in an organization that needs to be aligned and reinforced to help the organization to succeed. The 7S includes structure, strategy, systems, skills, staff, style and shared values. The framework divides the factors into hard and soft elements. The hard elements are influenced by the management and the soft elements are influenced by the culture of the organization.



ELEMENTS	DESCRIPTION
Strategy	Plan made by the firm to remain competitive
Systems	The procedures, workflow and decisions that are part of everyday operations
Structure	It includes the hierarchy of the firm and the division of work among the workforce
Shared values	They include the accepted norms and behaviour in the firm
Skills	The talent and capabilities of the firm's employees and its management
Style	The leadership style of the firm
Staff	The workforce of the firm and their training methods used

## APPLICATION ON PROEX ADVISORS LLP

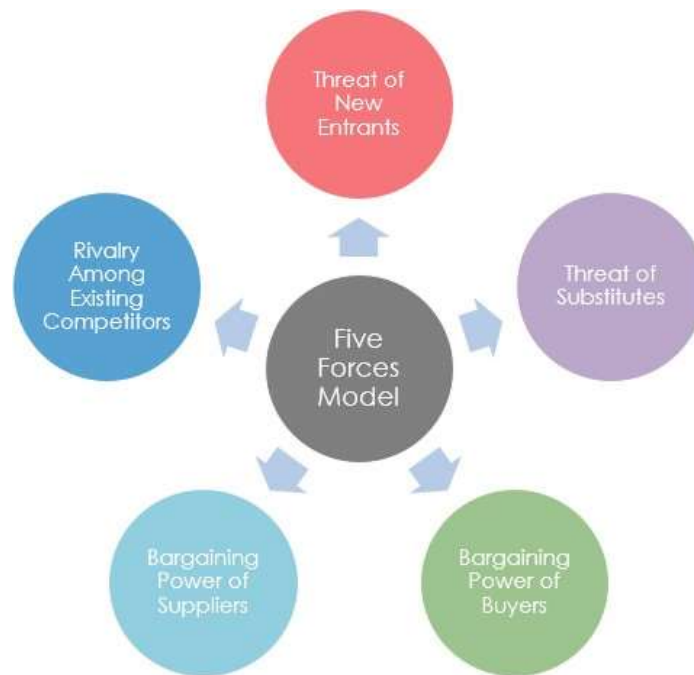
- **Strategy:** the firm constantly strives to achieve excellence by providing innovative solutions to its clients problems. The firm achieves this by looking at the bigger picture and making plans for the different departments of the organization and in the end combining them to bring results to the problems of the clients. The firm also utilizes the expertise of its employees by evaluating the needs and problems of its clients and offering practical solutions to help them reach their goals. The firm treats its relation with its clients as a partnership and tries to have shared goals, outcomes and benefits. They ensure that their client is provided assistance at every stage of the business progression.
- **Systems:** the firm has different departments for carrying on different operations to ensure smooth working of the organization. It includes marketing, finance, management and information technology. The tasks are allotted to each employee by their department mentor. The information is carried out through mails or calls.
- **Structure:** there is a definite structure in the firm. PK Saluja, Nirmal Jain and CA Vikash Jain are the mentors in the firm. The partners of the firm approaches them in

case of any difficulty. The firm has four partners who specialize in a particular domain namely: Mr. Yaman Saluja (marketing and advertising), CA Sambhav Golecha (investments and finance), Mr. Abhishek Jain (business management) and Mr. Ashish Jain (emerging technologies). The employees of different departments have to report to these four mentors. The firm encourages its employees to give inputs and ideas in the decision making process.

- **Shared values:** the firm follows the values of cultural diversity, innovative thinking, customer satisfaction, job satisfaction and respect for everyone.
- **Skills:** the firm includes employers who are from different academic backgrounds like B Tech, Chartered Accountants, B com, MBA in HR, Master in Computer application and many more. Also the employees hired by the firm are competent enough to finish the tasks as efficiently as possible.
- **Style:** the firm follows an autonomous, team oriented and flexible style of leadership. The employees are given the freedom to work on their tasks in whatever way they prefer to. The environment of the firm is very friendly and the firm follows the dress code of business casuals. The mentors guide their employees in their career path by giving them advice. Also they are willing to listen and solve the problems of their employees. Also various events are organized by the firm to keep its employees motivated.
- **Staff:** the employees of the firm are friendly and are ready to help each other at the time of crises. They help a new employee feel welcome and comfortable by engaging in conversation. Also the employees from different departments work together to achieve the goal of the firm.

## PORTER'S FIVE FORCE MODEL

This model is used to analyse the competitiveness of the industry and helps the firm in making its strategy accordingly. The five forces used to analyse the business environment are threat of entry, threat of substitutes, bargaining power of buyers, bargaining power of suppliers and industry rivalry.



- **Threat of entry:** every industry faces the problem of new entrants where the companies can earn large amounts of profits. The higher the number of barriers for entering a market the less the number of new entrants. The barriers are product differentiation, switching costs, technology, government policies, capital requirements and economies of scale. Every consulting firm offers different service as the skills of any two individuals offering the service are not same. The switching costs for customers is different from firm to firm. The companies are able to work with different technologies based upon its capacity to afford the technology. The change in government policies can allow foreign firms to enter the local market and would increase the competition in the industry. In economies of scale the companies can cut cost by hiring experienced consultants instead of junior consultants. The capital requirements differs from firm to firm based on the size of the organization. Proex Advisors is able to fight the competition by offering services based upon the budget of its customers due to which its

customers prefer to not switch to other companies. Also the firm has a good track record and brand name due to which it is able to keep the competition out of the market.

- **Threat of Substitutes:** it is caused by the availability of similar products or services in the market which can be easily replicated by other companies and which are provided to the customers at a lower price. It includes the number of substitutes available in the market and the propensity of the buyer to substitute. Many large companies hire in-house business analysts and marketing teams which act as a threat to the consulting firms as by doing this their services would not be needed. Also the clients are with the consulting firms for the whole duration of the project due to which the buyer is not ready to substitute easily. At Proex Advisors the consultant working with the client gives guidance at every stage of the project and maintains a partnership with them due to this the client gets a sense of personal attention.
- **Bargaining power of suppliers:** the suppliers in the consultant industry are the consultants which provide their services to the customers. A supplier is an important aspect of this industry as the quality of the supplier is important for the image and quality of the firm. The companies always want to recruit the top talent and the unavailability of such talent can create a problem for the firm. The consulting companies have to keep their job attractive enough so that their consultants don't leave the organization after gaining enough knowledge and experience. At Proex Advisors the consultants of the firm experience a high level of job satisfaction due to which they have been a part of the firm for many years and these consultants have also mentored the new members of the firm.
- **Bargaining power of buyers:** the buyers influence the prices charged by the companies in the market. Over time some clients become loyal customers when they purchase a huge volume of services and they don't prefer to switch to other companies. As the services provided are standard so the clients can switch to other companies if they are not satisfied with the firm. If the cost of services provided are of high cost then the client will look for companies providing affordable services. The buyers can practice backward integration by employing consultants in their own firm. At Proex Advisors the clients have been loyal customers for a long time and have also helped the firm increase their business by recommending to other people.

- **Rivalry among existing competitors:** this happens when there are many competitors in the industry, the growth is low, low switching, exit barriers are high and the rivals act differently. The rivalry in the consulting industry is moderate. The large corporations in the industry diversify from pure consultation due to which they are able to become different from their competitors. This also helps in reducing rivalry by making the large corporations less dependent on consultancy revenues. The smaller firms known as boutique firms focus upon specializing in a particular area of consulting which makes them unique. At Proex Advisors the firm is able to compete with the rivals by offering services other than consulting like taxation, digital marketing, personal training and web & app development.

## PESTEL ANALYSIS

PESTEL analysis is a strategic tool for analysing an organization's macro environment. PESTEL stands for - Political, Economic, Social, Technological, Environmental & Legal factors that impact the macro environment of a firm. Changes in macro-environmental factors can affect not only Management Consulting Group Plc, but also other businesses in the Industrial Goods & Services industry.

### **1. Political factors**

Major problems for ProEx advisors lie when it comes to political factors are in regards to data privacy rule & social media changes. ProEx has been keeping a regular check on latest announcements, and is accommodating itself with the recent changes. Also, ProEx notes any government legal framework changes with regards to different industries, as it has to provide solutions for to them.

### **2. Economic Factors**

The Macro environment factors such as – inflation rate, savings rate, interest rate, foreign exchange rate and economic cycle determine the aggregate demand and aggregate investment in an economy. Following economic factors can impact ProEx Advisors

- Government intervention in the free market and related Industrials
- Labor costs and productivity in the economy
- Economic growth rate
- Inflation rate

### **3. Social Factors**

The culture and way of life of a society have an impact on the culture of an organisation in a given context. The way marketers at Management Consulting Group Plc perceive and construct marketing messages for consumers in the Industrial Goods & Services industry is heavily influenced by the population's shared values and attitudes. ProEx is directly impacted by the culture, attitude and demographics.

### **4. Technological factors**

Across the board, technology is rapidly disrupting numerous businesses. The transportation business is an excellent example of this. Over the last five years, the sector has changed at a breakneck pace, leaving established players with little time to adapt. Taxi industry is now dominated by players like Uber and Lyft. Car industry is fast moving toward automation led by technology firm such as Google & manufacturing is disrupted by Tesla, which has stated an electronic car revolution. Similarly, ProEx is majorly influenced by the technological changes as it provides various IT solutions. Since the pandemic, there has been a huge demand of application and web development, and to cater this demand ProEx has expanded its team and trained them on new methods.

## **5. Environmental Factors**

Varying markets have different norms or environmental regulations, which might have an impact on a company's profitability. Even within a country, states can have disparate environmental and liability legislation. Certain factors that can impact are as follows :

- Climate Change
- Recycling
- Waste Management

## **6. Legal Factors**

Before entering any markets, a company should carefully research the legal framework of that particular industry. As ProEx provide Financial Consulting, it has to properly follow the guidelines of taxation and accounting standards that have been legally set.

## Executive Summary

This report is about my two-month internship program at ProEx Advisors LLP as a marketing intern. In this comprehensive report, I've discussed about every major aspects of the work that I was assigned during my duration of internship. Over this period, I had the opportunity to work closely with Yaman Saluja, who heads over the marketing and advertising division of the company. The internship report covers all the five projects that I've worked in. The projects had a wide range of diversity – from content writing to B2B sales. The project description is followed by my learnings during the internship period.

(100

words)

## 1. Introduction

### a. Company Details

**Name** – ProEx Advisors

**Age** – The start-up has started its journey in the year 2013 and will complete its 8<sup>th</sup> year in business in 2020

**Historical Landmarks** – In 2013, ProEx was started by a group of enthusiasts with a variety of business acumen in the city of Ahmedabad. It achieved the milestone of nearly a million in sales the following year. To counter the problems with the existing accounting system GenieBooks was launched in 2017. It hit the 10 million club in 2018. The year 2019 saw the team to grow to the size of 50 members.

**Business Organization** – The mission of the company is *to help our clients grow their business, steer ahead of the competition and achieve Professional Excellence*. And its vision is *to become a leading company offering consulting and advisory services in Finance, Management, IT and Marketing*. It's a service provider and employs between 51-100 people. It is a partnership firm.

**Markets and business scope** – The Company is in the consultancy industry. ProEx provides its services to small and medium enterprises. Since the consulting market is growing at a tremendous rate, ProEx stands to benefit in the long run.

**b. Services** – The services offered by the company are website development service, website redesigning service, mobile application development service, software development service, social media and digital marketing service, content management service and ecommerce solutions services.

**Website development service** – Approx. Price is Rs 10,000/ unit and it could take 4-5 days to develop the website. Java, PHP, DotNet is used. They also offer higher priced dynamic and offshore website development services. ProEx also offers online catalogue development services at a throw away price of Rs 1500.

**Website designing service** – They offer their service upwards of Rs 10000 and it could take up to 4-5 days. They offer static website designing service at half the price.

**Mobile application development service** – It offers the aforementioned service at Rs 10000. It also takes 4-5 days to deliver.

**Social media and digital marketing service** – It charge Rs 5000 per unit for its service. It provides email marketing service at Rs 500 per piece.

**Ecommerce solution service** – It offers the give service at a pocket-friendly price of Rs 25000. ProEx Advisors provides quality services at affordable prices as it serves MSMEs.

**c. Customers** - SMBs will be requiring the help of marketing agencies because by hiring them they can spend all their time and effort on running their business. That translates to getting more investors, closing more deals and forming new partnerships. By outsourcing the digital marketing job to specialist agencies, they could optimize their small workforce. So SMBs comprises the target market of ProEx Advisors.

The top objective of B2B digital marketing strategy is generating leads followed by increasing awareness and sales. Research suggests that LinkedIn is the most valuable social media platform for B2B marketing. ProEx also gives particular attention to inbound marketing techniques like SEO, content creation and influencer outreach. High traffic is also generated by rich contents in the form of blog posts, eBooks, webinars, whitepapers, info graphics and reports. Outbound strategy is used if required to reach out to a prospect by following cold outreach tactics.

**d. Market and competition** – There are a lot of agencies whose area of operation is in line with ProEx Advisors. The two companies that have been selected who are in direct competition with ProEx Advisors are Chimp&z Inc. and Crow's Nest.

Chimp&z Inc. is a full-service integrated communications firm. The agency is based in Mumbai and was founded in 2013. It specializes in Social Media Marketing, SEO, Media Planning, Web Design, Video Production, Application Development and Mobile Development. It has worked with brands like UNICEF, Tata Sky, DHL, Unilever & Mondelez.

Company Size: 51-200 employees

Crow's Nest specializes in Communication Solutions with a hint of technology. It is based in Kolkata and was founded in 2008. It specializes in Corporate Communication Solutions, Website designing and development, Online and Social Media Marketing.

e. **Financial** – ProEx Advisors being a private company it has refused to disclose its financial statements. Annual turnover is reported to be in the range of 50 lakhs – 1 crore.

## 2. About the Projects

### A. Project I – Social Media Analysis

- a. **Nature of problem:** In the very first week, I and my colleague (Mihir Mamania) were working as a team and were tasked with selecting two companies who are in the same league as ProEx Advisors and comparing the social media handles of the two companies with ProEx Advisors'. It was a new experience as back then I wasn't familiar with any social media tool to be required for the study. The challenge was carrying out the task with the help of free analytical tools available online. The company didn't so much as recommend any specific tool. I had to start with doing a research on what tools could be best used for the study.
- b. **Objective of the study:** To find out where ProEx Advisors stands in Social Media in comparison to its competitors and in what ways the company could increase its social media engagement.
- c. **Expected benefits:** From the study, the company could identify the weakness in its social media handling as the posts shared by the company on its social media handles do not receive much engagement.
- d. **Methodology:** We started with sorting out companies that are in same league as ProEx Advisors. There are about 6000 consulting agencies in the country. Relevant data about all the firms are not available on the internet. I scanned through Glassdoor without much avail. Websites such as Goodfirms and Clutch.co helped me gather some valuable data. By analysing all the data and looking up the company names on LinkedIn, I finally made my choice. The companies selected are of similar size. They are in the consulting services industry and serve SMEs. Since I'm a Marketing intern, I prepared the list keeping ProEx's marketing services in mind. The two companies that have been selected are **Chimp&z** and **Crow's Nest**.

Brief information about the two companies –

**Chimp&z Inc.** is a full-service integrated communications firm. The agency is based in Mumbai and was founded in 2013. It specializes in Social Media Marketing, SEO, Media

Planning, Web Design, Video Production, Application Development and Mobile Development. It has worked with brands like UNICEF, Tata Sky, DHL, Unilever and Mondelez.

Company website: <https://www.chimpandzinc.com/>

Company Size: 51-200 employees

**Crow's Nest** specializes in Communication Solutions with a hint of technology. It is based in Kolkata and was founded in 2008. It specializes in Corporate Communication Solutions, Website designing and development, Online and Social Media Marketing.

Company website: <http://www.crownest.in>

After that, I came to a decision about selecting the social media platforms. The social media platforms that were chosen for the purpose of analysis were Instagram, Facebook and LinkedIn. Next I'd to decide about the tools to be used for the purpose of the analysis. I pored on articles published in the HubSpot and Neil Patel's website. I found valuable information on the website Sprouts Social. Keyhole is a tool that helps you in performing hashtag analysis. The tool gives data about the performance analysis of campaign specific hashtags that are trending on Twitter and Instagram. The free version of a similar kind of tool, HubSpot Software, helped me in performing the analysis of contents published on Facebook over a specific time period. It gave the data regarding the number of engagements received and activity of the page over the entire time period. Apart from it, the software also collected data about the post which received the maximum engagement. HubSpot Software asks the user to select two Facebook pages for the purpose of comparison. I didn't find any free tool for the purpose of LinkedIn analysis. So, I'd to do it manually. I also decided to perform website analysis as well. Website plays a very important role in bringing in new leads. If the website isn't well maintained it'll rank low in the search engine analysis. When performing SEO audit report every aspect of a website – mobile friendliness, security, page loading speed, URL, meta description – every thing is important. Each and every aspect should be taken care of so that they would work in tandem to bring visitors to the website. Vaizle software has been used to grade the websites of the three brands. Grading has been done based on performance, mobile friendliness, SEO and security.

#### Findings: **Instagram Analysis**













**Keyhole** software has been used to collect the data.

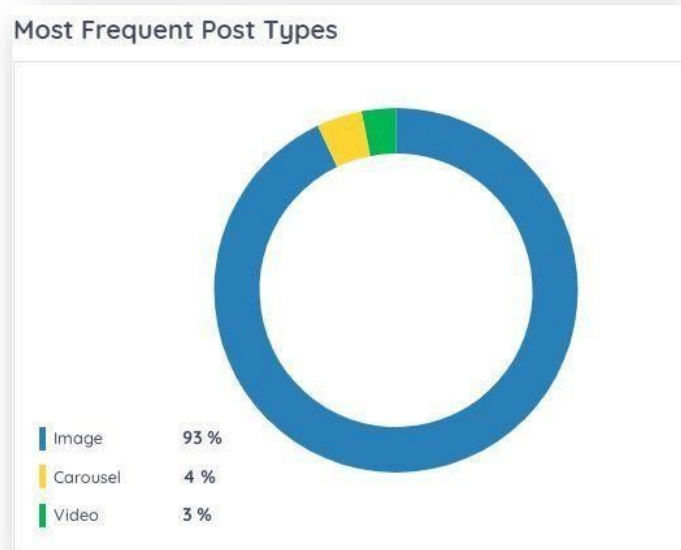
## ProEx Advisors Instagram Insights:

During the period 01.05.2019-30.04.2020, there were 99 posts with an average of 15 engagement per post. (2 posts per week)

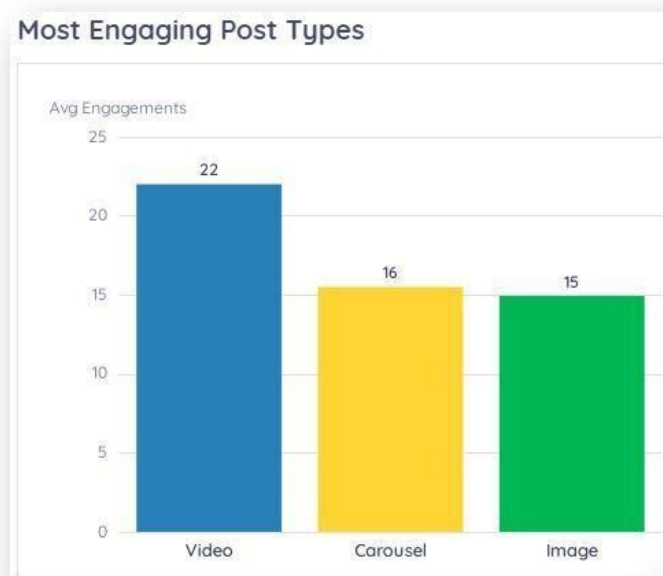


## Most popular Instagram posts during the same time frame

	ENGAGEMENTS	REACH	POST CAPTION	DATE
	38		ProExadvisors की ओर से आप सभी को होली की रंग बिरंगी शुभकामनाएं। #होलीहै #ColorfulHoli #Holi #Holi2020 #HappyHoli #colorful #SteeringAhead	Mar 10, 2020
	29		Today you've completed one year in this #workplace. Happy #work #anniversary! 🎉🎊 #SteeringAhead #ProExFamily	Apr 1, 2020
	29		After several unsuccessful attempts in uploading #GSTR9C 🤔 finally, at last, we have filed the #GSTR9C 🎉 #CA #charteredaccountant #gst #India	Jan 31, 2020
	26		It is clear that we are just an advanced breed of primates on a minor planet orbiting around a very average star, in the outer suburb of one among a hundred billion galaxies. BUT, ever since the dawn...	Jan 8, 2020
	25		The path from dreams to success does exist. May you have the vision to find it, the courage to get on to it, and the perseverance to follow it. #KalpanaChawla #कल्पना_चावला #NASA #ISRO #space...	Feb 1, 2020
	24		Just heart breaking ❤️ RIP Kobe Bryant and Gigi Bryant. Kobe Bryant, Daughter Gianna Among 9 Dead in Helicopter Crash. #RIPMamba #KobeBryant #Gianna #basketball #bryant	Jan 27, 2020



It has been observed that of the 99 posts, 92 were images and rest carousels and videos.



It is found that videos were the most engaging post types followed by carousel and images. By analysing the Instagram handles of Chimp&z, I found that during the same period there were 63 posts with an average engagement of 50 per post. Of the 63 posts, 33 were images and the rest were video and carousels. Carousel post type received the most engagements followed by video and image.

Crow's Nest doesn't have an Instagram account.

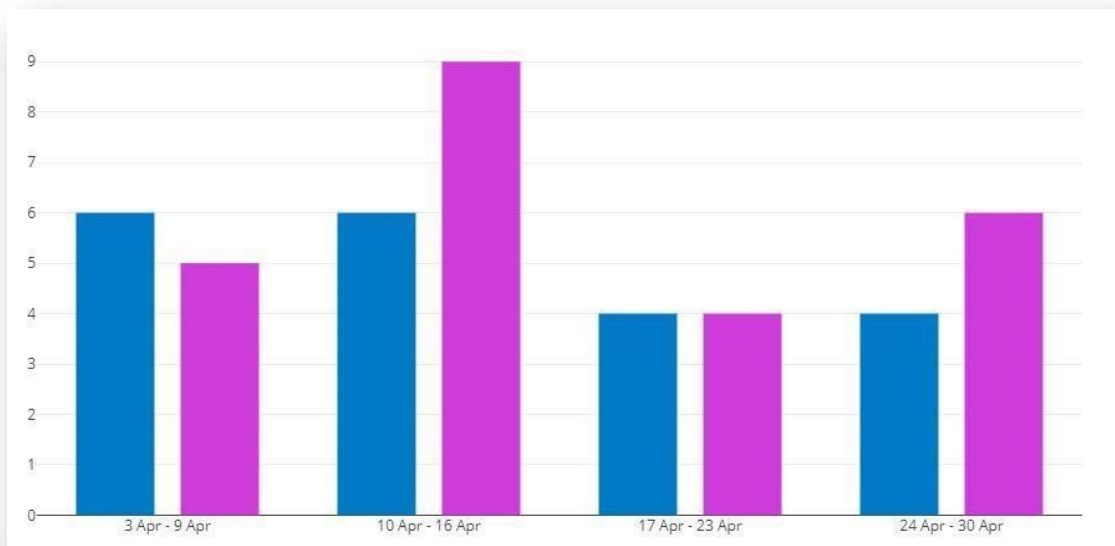
**Recommendations that I've suggested** - Though ProEx was much frequent in posting during the aforementioned time period, its engagement rate was much less as compared with Chimp&z Inc. Videos have received more engagements in the case of ProEx, so the company should consider increasing video type and carousel type posts. The company must work on Insta stories to engage with followers. Also, it should be mentioned that Chimp&z Inc. has 4.5 times the follower of ProEx Advisors.

### Facebook Analysis

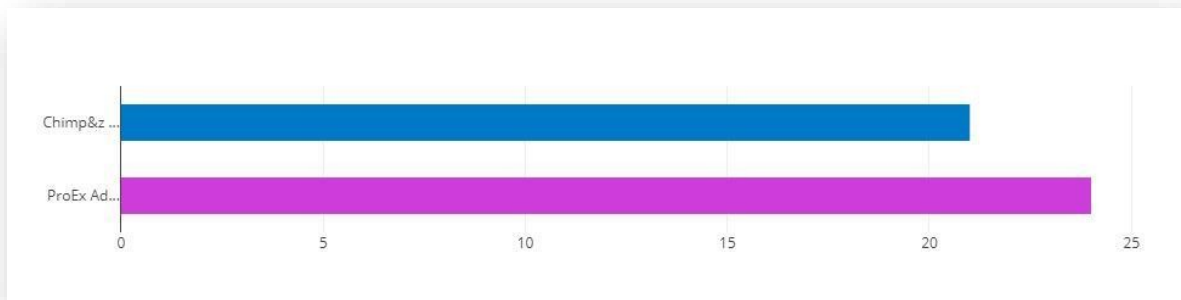
The Facebook pages of Chimp&z Inc. vs. ProEx Advisors has been analysed using the **HubSpot software**.

Brand Activity per Week during the period 03.04.2020-30.04.2020

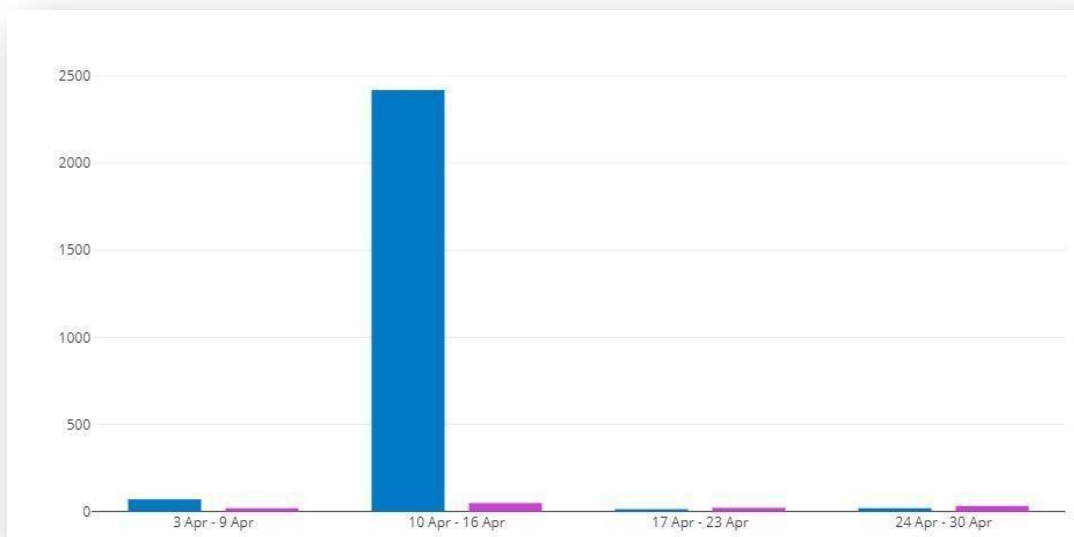
ProEx Advisors recorded the maximum number of posts during the second week of April with 9 posts.



Brand Activity per month during the same time frame



Brand Engagement per week during the same time frame

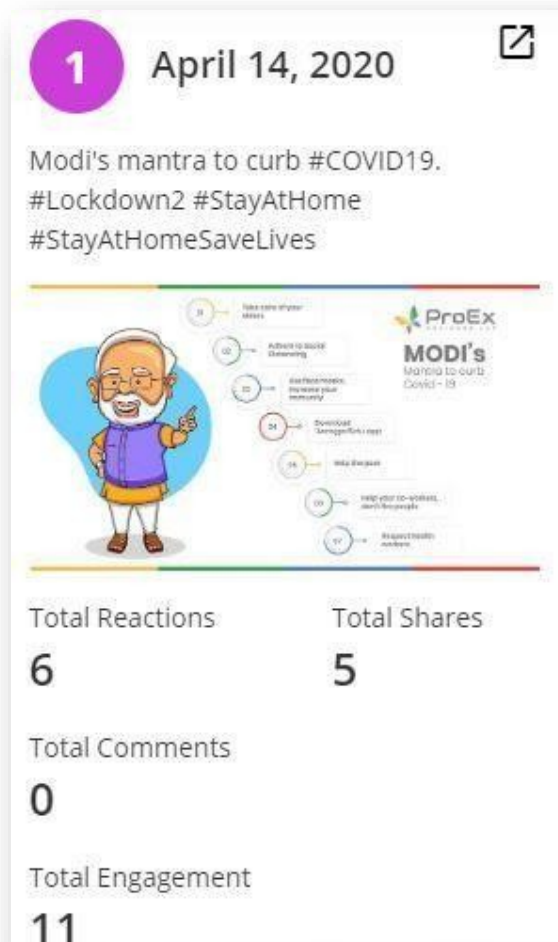


Brand Engagement per Month during the same time frame

I've observed that Chimp&z Inc. received a whopping 2300+ engagement during the second week of April.

From comparing the Facebook handles of ProEx Advisors and Crow's Nest during the same time frame, I found that Crow's Nest brand activity and engagement were much less as compared to ProEx Advisors.

## Most successful content of ProEx Advisors



The content that received the most attention have registered only 11 engagements. The post is about the announcement of second lockdown. The social networking site was abuzz with the announcement and the agency tried to leverage it.

**Recommendations that I've suggested** - Though the brand activity of ProEx is more than Chimp&z Inc., it has negligible engagement as compared to Chimp&z Inc. Facebook Live is a way of engaging with followers. The brand should consider using it.

### LinkedIn Analysis –

Due to the lack of suitable analytical tool, the comparison has been done manually. A week has been in focus for the observations.

ProEx Advisors has 752 followers. The brand is not that regular on the social media sites. The posts do not receive much engagement. Over a week, the post that drew maximum reactions got only 6 likes. The contents are in the form of info graphics and rich in information.

Chimp&z Inc. has 4688 followers. It is quite regular on the networking site with 1-2 posts daily. Over a period of last one week, the post that has received maximum attention has registered only 9 likes. The contents are attractive and have a lot of images.

Crow's Nest isn't active on LinkedIn.

**Recommendations that we've suggested** - ProEx should focus on increasing the number of followers. Engagement would follow. It should give particular attention to moment marketing. Considerable focus should be given on hashtag selections.

Website Analysis – The website of ProEx Advisors is <https://proex.co.in/>. The meta description of the website is perfect. The title tag is short but nothing about the website could be guessed by looking at the title tag. The language used in the website is simple and easy to understand. The content is not jargon heavy. The writing style is engaging. If the writing style is sloppy and full with grammatical errors it can turn off the readers which will increase the bounce rate.

**Recommendations that I've suggested** - The site of ProEx Advisors has ranked better than the other two. The site takes 9.5 sec to fully load. If it could cut the time to less than 5 sec, it could improve its ranking. Google uses page speed in its ranking algorithm. The blog takes more time to load with 21 sec loading time. The blog is rich in content but people will lose interest if it takes so much time to load. The size of the page is 2.34 MB. It could reduce it a bit to lower the page loading time. It has some issues with security, the vaizle analysis says so. The blog could also include more white papers and press releases. The blog is quite active. The site has to improve its SEO ranking. A goggle search with the keywords 'marketing consultancy agency in India' doesn't return ProEx Advisors on the first page.

## B. Project II – Go-To-Market Strategy

- a. **Nature of the problem** - For the next project, we were tasked with devising a Go-To-Market strategy for one of the service offerings of ProEx Advisors. We weren't provided with any data by the company to help us in my task. We had to decide the service offering for which we were going to prepare the Go-To-Market strategy. To get an effective GTM strategy designed, one needs to understand the intricacies of the business and the workings of the target market.
- b. **Expected benefits** – From the study, the company will get a blueprint for delivering its services to the end customer.
- c. **Objective of the study** – To chalk out an action plan how the company will reach target customers and close a sale.
- d. **Methodology** – The service offering that I selected was a digital marketing package. To device a Go-To-Market Strategy without having all the information is a difficult task. I'd to put in several hours doing my research and trying to find if there was a Go-To-Market strategy of a similar service already available on the internet. To my dismay, there wasn't. I had to come up with a strategy on my own. I at first selected the target market. As the ProEx Advisor's area of focus is small businesses, I tried to figure out why a SMB will require digital marketing service. I've elaborately explained the steps of the Go-To-Market Strategy.

### **Objectives of Go-To-Market Strategy:**

- Creating awareness of ProEx Advisor's digital marketing services.
- Generating leads and converting the leads.
- Increasing existing market share
- Strengthening brand positioning
- Protecting the current market shares against competitors

### **The steps for the Go-To-Market strategy includes**

**Identifying the buyer** - I thought that SMBs will be requiring the help of marketing agencies because by hiring them they can spend all their time and effort on running their business. That translates to getting more investors, closing more deals and forming new partnerships. By outsourcing the digital marketing job to specialist agencies, they could optimize their small workforce. So, I've decided to target the SMBs. But an effective marketing strategy would require delving deeper than that, finding out the 'buying centre'. The buying centre for the

SMB would look like the following: Initiator and Influencer (Sales and Marketing), Decision Maker (Manager), Approver (CEO) and Buyer (CFO).

**Creating a value Matrix** - Focus should be on value, instead of the cost. The value proposition should be such that the digital marketing package could increase brand awareness or search engine visibility. A complete value matrix will include the pain point and product value of the people that makes up the buying centre.

	<b>Pain Points</b>	<b>Product Value</b>
<b>Initiator and Influencer</b>	Wastage of hours and resources Not effective online presence	Improve brand awareness Attract new customers through Inbound marketing.
<b>Decision Maker</b>	Lack of lead generation through digital marketing Stagnant revenue growth	Lead generation increases Traffic on the website hikes
<b>Buyer</b>	Not effective use of budget	High ROI

**Defining the market strategy** - The top objective of B2B digital marketing strategy is generating leads followed by increasing awareness and sales. I've suggested to include LinkedIn in their marketing plan as it is the most valuable social media platform for B2B marketing. From what knowledge that I gained from the net I've emphasized to give particular attention on inbound marketing techniques like SEO, content creation and influencer outreach.

**Understanding the buyer's journey** – The project required me to come up with a detailed analysis of the three stages of buyer's journey. The stages are as follows -

Awareness Stage, Consideration Stage and Decision Stage

**Specifying the Sales Strategy** – In the strategy report, I've mentioned that the sales team will connect with the customers at the top level of the sales funnel and they keep them actively connected in a brand until they decide to make a purchase. As good sales strategy includes the ability to keep the prospect's attention riveted to the brand through the sales funnel. Sales team should try to convince the leads to sit through live demos and then they'd decide for themselves. The sales strategy that I've suggested in the report is **The Inside Sales Business Model**.

**Determining the success metrics** – I've included that **A/B testing** measure the performance of CTAs. I've also suggested to make use of Google Analytics. As data collected upon analysis will show the point where prospects are leaving the sales funnel. It could then be fixed.

## C. Project III – Advertisement for ecommerce solutions

**a. Nature of the problem** - In this task, our creative skills were put to test. We were required to come up with an advertisement copy to promote the ecommerce solution services of ProEx Advisors. ProEx Advisors could build an ecommerce platform in 7 days. The outbreak of the pandemic has forced many businesses to go online and ProEx Advisors saw an opportunity here to bring home some business.

**b. Objectives of the study** – To write an eye catchy ad copy for promoting the ecommerce solution services of ProEx Advisors.

**c. Expected results** – By the time we complete the task, the company expects to have an ad copy at their disposal so that they could promote it on their social media platforms.

**d. Methodology** – Copywriting is something that requires creative thinking and as well as business acumen. I was confident about my creative writing skills but I was not so sure about doing it from a business perspective. Experience told me that the first thing that needed to be taken care of is the headline as David Ogilvy, the master copywriter, famously said ‘five times as many people read the headlines as read the body copy’. I began by making a list of all the benefits that ProEx Advisors will provide. From the list I sorted out the most relevant – those that talk about the problem. As the golden rule of copywriting is to write a copy that addresses the pain points of a prospect. After identifying the problem, I worked on incorporating the ‘solution’ in the copy. After crafting the entire copy, I decided to split the text into paragraphs to make it appealing to the eyes. It’s always suggested that if you want to be a better salesman never sell the features, sell the benefits. So, I made sure to use this. Our proposition was to deliver the ecommerce platform within seven days. It is worth mentioning that I made use of the **AIDA model** while writing the copies. AIDA stands for attention, interest, desire and action – the step that a customer goes through while purchasing a product or service. From grabbing the attention of the readers to Call-to-Action, everything should be conveyed in as less words as possible. It’s due to our diminishing attention spans.


A draft of the copy is shown below.

What's keeping you  
from opening stores online?

**7 days**

That's the time we need  
to breathe life to your e-commerce site

The complete advertisement looks like -



**What's keeping you from  
opening stores online?**

**Get e-commerce ready  
website in 7 day!**

**That's the time we need to breathe  
life to your e-commerce site**

**Contact Us Today**

+91 90163 23230  
www.proex.co.in sales@proex.co.in

## D. Project IV – Advertisement for visitor management system

- a. **Nature of the problem** - Right after the ecommerce solutions advertisement project, Yaman Sir handed us yet another advertising project. We had to create an ad copy of a **visitor management system** for a client of ProEx Advisors. The client asked us to make an ad copy of their visitor management system services keeping the pandemic in mind.
- b. **Objective of the study** – To come up with an eye catchy advertisement copy for a visitor management system keeping the pandemic in mind.
- c. **Expected results** – The company expects me to turn in a couple of ad copies as result of this task.
- d. **Methodology** - A visitor management system keeps track of visitors and manages their entry - in and out of an organisation. The entire process occurs digitally. It smoothenes the flow of visitors and eliminates hectic paper work This was something entirely new for me. Even Google failed to show search result of existing works! I read as much articles as I could find on the web about the visitor management system and tried to connect with why the pandemic has made it necessary for having a visitor management system. To answer that question, I made some points. The most important of them being reduced human contact as a result of the visitor management system. Reduced human contact will prevent the spread of contagious diseases thus making the workspace safe. I started with identifying the target segment – the HR department of a targeted company. I tried to incorporate an emotional element in the copy. In another copy I tried to grab attention using fear.

Some of the drafts that we created are –

**Are you willing to leave the safety of your employees  
in the hands of your visitors?**

**Go contactless**

**Automate your front desk**

If you think that no one can cross the front door of  
your office without you knowing.

**Think again**

A microorganism won't wait for your permission.

**Go contactless**

## E. Project V – Offering Marketing Services to SMEs

- a. **Nature of the problem** - The next project required me to don the hat of a salesman. It was decided to promote three marketing services of ProEx Advisors to SMEs in and around Ahmedabad. The service offerings were as follows – Website and SEO Marketing, Social Media Marketing. ProEx Advisors also supplies branding kits to business houses. This is also included in the service offerings. I was tasked with chalking out **major points why a business would require a website and SEO marketing services**. After that I was needed to compile a list of 50 companies in and around Ahmedabad – our prospective customers. This task was followed by approaching them on LinkedIn and selling the services.
- b. **Objective of the study** – To sell marketing services to SMEs in around Ahmedabad.
- c. **Expected results** – The company expected me to generate at least one sale by the time the task ends.
- d. **Methodology** – I started with figuring out the benefits of having a website.

Some of them are as follows:

- The main objective of having a website is to stand out from the competition. SEO optimized website brings in traffic and helps to grow as twice as fast than businesses who don't have one.
- SEO optimized websites offer better conversion rates. Websites which load faster, are easy to read and surf grab and hold attention of visitors. They're more likely to get converted to loyal customers.
- SEO Marketing is cost efficient and people tends to trust a website more when it appears on the top of the search result.

I was required to do the same for social media marketing as well. **Why brands should invest in social media marketing?**

- Social Media marketing if done right increases brand awareness. The outbreak of the Pandemic has pushed businesses to go online. Thus, the online competition has increased by many folds. To make their presence felt, SMBs need to create a strong online identity. Social Media marketing helps in social listening and consequently leads to better understanding of customer sentiment.
- It is cost effective. Advertising budget reduces significantly when promoted online.

- Social Media is used to connect and engage with customers and investors. The interaction takes place in both ways. Social Media Marketing helps to target the right audience. The pandemic has increased the time of people spent online. Now is the best time to invest in social media as the chances of getting noticed by a potential customer has increased.

After completing it, I was asked to sort out names of 50 companies in Gujarat who may need our services. I was tasked with preparing an excel sheet containing the names of 50 companies, their CEOs/founders, LinkedIn profiles and email ids. Then I was asked to sort out 25 LinkedIn profiles from the 50 based on the recent LinkedIn activities of the profiles. If a profile showed LinkedIn activity that dated back to 6 months or a year ago, then I rejected it. As I'd be performing the sales task on LinkedIn itself there is no point approaching someone who isn't much active on the platform. After compiling the data of 25 prospective clients, I was asked to ramp up my activity on LinkedIn instead of sending them connection request right away. I posted on my profile for two straight days so that if they checked my profile after receiving connection request from me, they would have a positive impression of me. Next, I liked the posts of the 25 prospective clients and commented on their posts before sending connection request so that they would get familiarize with my name. After that I sent each one of them connection request. Not everyone responded to my request. Next, I messaged each one of them. It is worth mentioning that didn't approach them with the services right way. It was general conversation. If I sensed that the company of a client is using primitive methodologies in its technique, I drove the conversation towards solving his problems. I tried to close a sale but to my chagrin I couldn't. In some cases, I was almost there but I couldn't made it through. This was the only project that didn't yield positive result.

### 3. Learnings

- ❖ I want to talk about the intangibles that I owe to this Internship. Before starting the internship, I was a person who used to steer clear of challenges. But this internship has forced me to come out of my comfort zone and do something that I've never done before.
- ❖ I was given responsibilities and given chances to prove my worth. Having succeeded in that it has increased my self-esteem.
- ❖ I learnt to come up with a solution no matter what the problem is. Even if I don't have much resource available, I'm confident enough to complete the task.
- ❖ Never back off from new responsibilities. I learnt that at times you may feel inadequate at the moment but don't let the feeling stop you from accepting new challenges.
- ❖ I've been told that to be a great marketer you need to be well versed with all the skills required of a marketer. So far, I've learnt and improved on various skills – Research work, Creative thinking, Data collection – you name it. This internship helped me identify my weakness – sales. Now I've got something to focus on.

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# Naapbooks Limited

CIN : U72900GJ2017PTC096975

Date: 2nd Jul 2021

## **CERTIFICATE OF INTERNSHIP** **TO WHOMSOEVER IT MAY CONCERN**

This is to certify that **Mr. Rohit Dhanuka**, student of **MBA, Institute of Management, Nirma University** has successfully completed a two months internship program in Marketing Department from 01st May 2021 to 1st Jul 2021 at Naapbooks Limited.

### **His internship activity includes:-**

- Perform market analysis and research on the competition
- Support the marketing team in daily administrative tasks
- Prepare promotional presentations
- Create or curate content for different marketing platforms.

During the internship program, he was found punctual, hardworking, and inquisitive. His diligence & dedication in order to achieve the best possible results is really admirable. We wish him every success in his life.

For **Naapbooks Limited**



Authorized Signatory

*Head (Human Resource)*

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