



Final Summer Project Report

On

“Customer Acquisition for FyndHere”



FyndHere Services Pvt. Ltd.

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Table of Contents

Sr No.	Particulars	Page No.
1	Executive Summary	4
PART - A		
2	Company Introduction	5
3	Sector/Industry of the company	5
4	Products/Services offered	7
5	Current Goal	7
6	Department	7
PART - B		
7	Project	9
8	Methodology	13
9	Suggestions and Recommendations to the organization	18
PART – C		
10	Concepts, tools, techniques and skills learnt in year I	33
11	New knowledge, tools, techniques or skills learnt	35
12	Augmentation of soft skills	36
13	Insights about managerial role and directions for future learning or career path	37
14	Annexure	38

Executive Summary

The report presents a highly descriptive note on the details of the project assigned by the company, methods of execution and learning along with its structure and work culture that played a crucial role in learning and growth spanning a variety of initiatives and roles. As a part of the project, the tasks underwent were in the domain of B2B Sales, Search Engine Optimization under Digital marketing, Content writing and primary Data collection for Research purpose. This being the primary focus, as a result of the initiatives and competition I additionally had the opportunity to work on Specific Social Media Strategy Analysis as well as a Research to present a solution for a newly identified opportunity, for the organization. Working on this project has enabled me to acquire hands-on experience on different aspects of marketing and Business Development while expanding my understanding of the industry. The Summer Project was very task oriented which set targets that allowed tactically meeting the goals while iteratively grasping experience from mistakes and applying the learnings.

PART - A

Profile of the Organization

I] Company Introduction:

FyndHere Services Pvt. Ltd. is a private company classified as non-government which was incorporated in July, 2020. The main and sole product of the company currently is FyndHere which was established with the goal to directly connect customers with local businesses/retailers/service providers in a hassle-free way.

From the customer perspective, it serves the purpose of reducing the time and effort required by individuals facing trouble locating a service or product in their local market.

While from the business/vendor point of view, it helps them take their local businesses on online platform and increase their reach.

Headquartered in Hyderabad, Telangana the company aims to act as a platform provider between the local businesses/retailers/service providers and their real-time local customers, connecting them to create a sustainable online marketplace. The current functioning of FyndHere puts it in the category of an Information Service Provider where it acts as a ***Local Search Engine*** to provide local search related services to the customers.

II] Sector/Industry of the company:

Service Sector

The service sector is the third tier of the economy, which produces and offers services rather than tangible goods. It includes various industries like as retail, warehousing, information services etc.

The service industry has grown considerably over the last century. Increases in information and data, as well as rapid technical breakthroughs – particularly in communication – have spurred the rapid rise of service-related industries.

Retail Industry

The retail industry is divided based on three categories: by products, by distribution channels (online and offline), and by geography.

The modern manner of purchasing is over the internet. E-commerce has grown as a key purchasing platform in the world, thanks to the increasing use of smartphones and mobile devices, as well as internet services. The retail e-commerce business is fuelled by a growing number of online sellers and a shift in customer purchasing habits, among other things.

How FyndHere is different from e-commerce?

The primary objective of FyndHere is to make local shopping easier for customers by reducing the time & effort to locate local services/products while enhancing the reach of local vendors for increased selling and profit. This makes the company an online retailer, based on the activities carried out on the company's main platform – the FyndHere app. However, it is different from e-commerce in the sense that the focus of e-commerce is mainly on buying and selling. But FyndHere focuses more on the pre-buying or selling segment. Its main agenda is to provide customers with enough resources to ***compare*** the price and service offering from different vendors and enable them to strike a ***bargain*** in order to finalize the best deal. Since, FyndHere's online retailing focuses on serving locally, this eliminates delivery and transportation from the company's list of service offerings. The final buying/selling is done through physical brick and mortar shop or through local home delivery offered by the vendor.

Pushing a Trend

- The idea of online retailing has expanded from just distributed e-commerce. The definition now also includes a narrower perspective with focus on local online business expansion.
- The above expansion leading to a focus change in terms of online retailing from internet buying to pre-shopping price comparison and bargain, technically an effort to bring out the essence of offline shopping into its online experience.

III] Products/Services offered:

Currently FyndHere's main business is carried out through the FyndHere app. The features or offerings include:

- Platform as a service for customers to list their requirements
- Database of Business local to one – accessible by the customer based on location filter settings as well vendor responses.
- Platform as a service for vendors to reach customers
- Hosts a list of 30 local business categories with various sub-categorical divisions.
- Both Customer + Vendor support
- Advertisement/Offer Posting
- Personal chat feature for - quotations, bargains and deals

IV] Current Goal:

To scale the application operations to primarily Metro and Tier 1 cities along with few closely located Tier 2 cities. Acquisition of Vendors as well as Customers from respective locations.

V] Department:

Sales & Marketing

The Sales & Marketing Department is primarily focused on customer acquisition through Sales, Brand awareness and management, Digital marketing.

Work flow of the Department:

The primary work is divided into 3 different sub-groups called Sales, Digital Marketing and Brand Management. The Sales Interns are further divided into 8 teams with a dedicated HR assigned for each team. The daily task for 1st and 2nd half is assigned by and reported to the HR based on which individual points are allocated. Total sales conversion points for each team are used for selection of best team every week. Due to shift to WFH routine from the

traditional on-field job for Sales, cross-departmental work from Digital Marketing and Product Department is also assigned to the Sales Interns.

PART - B

Project Work

I] Project:

“Customer Acquisition for FyndHere Services”

The project was created with the goal of accelerating business development and maximising the company's growth. It required excellent interpersonal and negotiation abilities, as well as effective customer and vendor relationship management across product lines.

Roles/Expected contribution and Details of Task Completed:

- **B2B Sales –**

The primary task is to increase sales in vendor category. This is to be executed by contacting vendors in different categories, pitching them and increasing the free and premium vendor registration on the platform.

Details of Task Completed:

Medium of execution for B2B Sales – Tele calling

Daily target of 30 numbers has to be fulfilled. The numbers are assigned from 30 different main categories of vendors with further sub-categorization.

Total days assigned for tele calling task – **43 days**

Total Vendor Converts through tele calling (till 20/06/2021) – **66 accounts**

Another medium – Email Marketing

This is done to cover vendors missed during tele calling as well as send a reminder or follow-up to increase sales conversion number.

Separate email marketing task assigned for vendor accounts – **6 days (May end week)**

Covered all assigned vendor contacts till May end week as task specifically allotted.

Continued to individually do email marketing paired with tele calling for June too as this increased the chances of conversions.

Total Vendor Converts through email marketing – **Not trackable** (as the task was done individually)

- **Off-Page SEO for the Digital Marketing part –**

As part of Off-page Search Engine Optimization, tasks allotted includes link building from high authority sources.

Details of Task Completed:

Mode of execution – Learn different techniques and use sites for backlinking like Business listings, Free Classifieds, Social Bookmarking, Image, Article and PDF submission. These are to executed through creating backlinks from high different high DA and low Spam Score sites.

Website used for DA and SS check – [Website SEO Checker](#)

Free Classifieds used – Locanto, Global-free-classified-ads.com, Craigslist, Click.in, Free Ads Time, WallClassifieds

Social Bookmarking – GetPocket, Digg, Folkd, Slashdot, Tumblr,

Image submission – Pinterest, Flickr, Imgur

Article submission – Blogger

Business listings – Ace Directory, Interesting Dir, 1 WebsDirectory,

247WebDirectory, Abstract Directory, IndiaCatalog India Web Directory

PDF submission – Slideshare, Issu, Scribd

- **Content –**

This includes writing customized answers for relatable questions on Quora, forming posts for Category related Facebook Groups to create awareness about FyndHere in the relevant targeted circle. Another task includes writing blogs on trending topics with internal backlinks.

Details of Task Completed:

Primarily covered Quora because of high relevance of questions and easy reach.

Results from Facebook task weren't satisfactory due to difficulty in finding category-wise niche groups with low levels of restrictions from admins.

Blogs written (Team task) - 10

- **On-Page SEO for the Digital Marketing part –**

As part of the On-page Search Engine Optimization, the task is to use SEO tools and learn various On-page optimization practices.

Implement the practices on written blogs to make it search engine ready and rank high on SERP page.

Details of Task Completed:

Tool use for optimizing blogs for search Engines - YoastSEO

- **Research –**

One part includes primary data collection from vendors for research purpose on implementable (in future) feature's feasibility in long run. This is to be done through tele calling the vendors, asking relevant question that could be gathered to extract insights.

Another part includes Competitor Social Media strategy Research. Based on the findings, the winning team is to suggest changes and additions for one of the FyndHere's social media account – for improved visibility.

Third part is a research task selectively assigned due to identification of an unexplored opportunity in the market from the insights gathered by interaction with vendors during sales. Topic: How can the FyndHere's proposition be differentiated for targeted customer lead generation for vendors based on price positioning of vendors offerings i.e., high-end, middle-end, lower-end.

Details of Task Completed:

A/ Primary Data Collection done for – (Via Survey Questionnaire)

1. Research on Optimal Premium Pricing Strategy –

Research conducted by Product Team to find out optimal pricing range for premium subscription packages according to vendors.

2. Research on feasibility of daily updation for Product Catalogue –

Research conducted by Product Team to find out whether adding a Product Catalogue feature on the app will be feasible for the Vendors. How comfortable they're in regularly updating the product details on Catalogue.

3. Research on Vendor/Customer Satisfaction and feasibility of Video feature –

Research on satisfactory levels of Customer as well as Vendors considering different dimensions of the application. Also checking the feasibility and helpfulness of adding a Video request feature along with text posts on the application.

*B/ Competitor Social Media strategy Research – **Instagram (Platform chosen)***

1. Initially done via Instagram Account Analysis of 4 competitors – Bikayi, Dukaan, Vyapar, Bijnis

Presented a ppt. Winning team for Instagram among 8 presenter teams.

Submitted 3 documents of suggestions with Digital Marketing Team – for improving post visibility, engagement and reach.

Use Instagram Insights (Analytics) to regularly keep a check on the statistics of posts and engagement.

Does a daily Hashtag Analysis for posts on FyndHere Instagram account – to assist the Digital Marketing Team

A brief of topics on which suggestions provided –

- i) Increase use of User Generated Content and testimonials
- ii) Personalized city-wise paid promotions
- iii) Using stories to drive Engagement
- iv) Increase use of Reels for reach
- v) Use of Brand, Community, Trending Hashtags
- vi) Maintaining visual consistency and highlights
- vii) Use of Infographics
- viii) Instagram SEO via use of Alt text

- ix) Post schedule planning by gathering insights from Analytics
- x) Use of Viral content and Geotagging

C] Individual Research –

Topic: Differentiating offerings for premium and non-premium vendors

The goal is to find out what is the feasibility of categorizing the premium vendors differently from the non-premium one's and how this idea can be implemented in order to provide very targeted leads for premium vendors and at the same time not hindering customer experience, rather enhancing it.

Source of Problem – This problem was discovered during a tele calling with a Godrej Script vendor that they are a premium vendor and even our competitor Justdial couldn't provide targeted customer leads to them. It was further confirmed that there is no similar platform that serves this category

This is an unexplored market opportunity.

Work done – Literature Review on scope of premium products in India, Indian mindset, Consumer Behaviour, Premium offerings, Mediums used etc.

Submitted a ppt.

II] Methodology

a) Ethnographic Study

Along with the fulfilment of the daily tasks, the company encouraged sharing of ideas or observations for improving the service offering or find out key issues with the current platform. This objective was fulfilled via observational study during the daily sales pitch to the vendors or data collection for research. Commonly, while pitching to vendors from different categories, most of them would talk about

- i. The current platforms available - This would give an idea of the range of competitors present in the market

- ii. Platform preferred by them – This would present how different competitors are serving targeted customers. Which one has satisfactory offerings and which one's failed. Which competitor is the market leader.
- iii. Service expectations – This presented ideas about what are the vendor expectations from similar platform providers as FyndHere. What improvements they want. Suggestions for implementation.
- iv. Feature tests – This would deliver understanding about how current FyndHere features are serving the vendors, how satisfied they are, would they like certain improvements.

The ultimate objective of this study was to act on the insights collected and create a strong positioning for FyndHere among the competitors.

b) Organization Pointers

- i. ***Company image*** – The company being a start-up incorporated recently in July, 2020 is still working on growing its business and building its reputation against the competitors in the market. Since, there is a presence of already established competitors, it poses a challenge for the organization's business development due to the traditional mindset of the Indian local vendors. The pandemic further made the B2B acquisition more challenging as the field sales were replaced by work from home tele calling. As traditionally observed, tele calling is less/not as effective as on-field sales as there is a concern about the security or trust factor from the customer side.
- ii. ***Self-image & Employee satisfaction*** –
The on-field sales had always been a priority for the interns as it definitely eliminates the rigidity from the sales process, while increasing the chances of conversion. However, the online mode of sales that had to be adopted via tele calling and email marketing did open a window for learning and adaption. Even though the work from home sales mode wasn't preferred by the employees, it did force us to sharpen our convincing skills and amp up the marketing game by carefully analysing the successful conversion techniques in this mode. It worked well for all with agility to adapt to market or environmental changes.

iii. Effectiveness of motivation instruments –

Due to the change of work mode to something less preferred by the employees, the organization diversified the work profile for Sale and Marketing Interns to mainly Sales as well as Digital Marketing. This widened the learning opportunity for the interns and successfully acted as a motivating factor since it involved overcoming different challenges instead of the following daily similar monotonous tasks. Another motivational instrument that eventually proved to be effective was the weekly competition for the Best Team and the Best Intern that constantly kept the team's motivation high to work harder towards achieving greater results.

Outcome – This strategy was very useful for my team as we have been awarded 'Best Team of the week' thrice during the tenure of 2 months. On a personal level, it worked effectively as well as I have been awarded with a 'Certificate of Excellence' for Exceptional Performance during the Summer training.

iv. Work Culture –

A pleasant work environment in which people are engaged and excited about their jobs is referred to as a friendly workplace culture. A collaborative office atmosphere promotes group effectiveness and lowers negative workplace experiences like stress and workplace conflict. Employees stimulate each other by sharing their creative ideas, which improves employee performance and increases business competitiveness in a healthy workplace culture.

The work culture at FyndHere can be defined to be open and co-operative. It comes with various perks like:

- **Flexibility:** Flexibility and creative freedom are two benefits of working in an open culture environment. We had flexible working hours, and we were able to try out other tasks in different fields or roles that weren't in our profile, as well as push ourselves to our limits. If the team decided to take it in stride, this proved to be a tremendous personal productivity and skill booster.

- **Horizontal Hierarchy:** The removal of the outdated hierarchical barriers resulted in a more collaborative and self-motivated environment. With no bosses breathing down our necks, we were able to not only channel our creativity with less stress, but we also began to push ourselves to be more responsible and self-reliant at work.
- **Autonomy:** The open office culture relied on promoting employee initiative and a sense of belonging to the company. In the lack of a vertical hierarchy, every employee had equal access to power. This meant that we as employees were allowed to define our own goals and design our own strategies for achieving them. We were free to actively pursue new clients, juggle various positions, and choose the things that piqued our interest.
- **Open form of communication:** Instead of multiple small groups, we worked as one large group. This meant more transparent and open communication across the company's many divisions in order to encourage a more collaborative effort. Everyone was aware of what was going on in the other section, and we were allowed to contribute our own thoughts, ideas, and opinions. This openness made everyone feel like they were part of the same family, resulting in a higher degree of trust, happiness, and belonging in the company.

v. *Sources of Conflict –*

The issue with providing flexibility is that we must constantly check the graph to ensure it does not go too wild. While giving us the freedom to pick and pursue our own goals is generally stimulating, it sometimes led to mismanagement and a lack of faith in our ability to lead ourselves. While a collaborative effort is beneficial, the lack of a departmental reporting hierarchy might result in a disorganised jumble. Individual motivation levels have been affected in the past by communal effort, which has hampered individual motivation levels when not appropriately handled. Conflicts occurred when there were disagreements in opinion which no upper hierarchy to moderate the chaos. Differences in task understanding caused trouble when there were multiple people with dominant traits worked together in a team.

vi. Sources of Opportunity for the company –

- The company's current offering has only one main product of focus, that is the FyndHere app for android and iPhone. All the operations that are available as a platform provided are presented to both the customer as well as the vendor side via the app. This poses a rigid restriction on accessibility. Since, everyone doesn't prefer app installations for every single problem or solution, a web-based platform (replication of the app) like big e-commerce sites like Amazon will solve the remote accessibility problem.
- Based on current scenario, our competitors have the current service offering of lead generation for vendors with differentiations based on category. One unexplored area is differentiation based on other factors as well. Example: FyndHere has a great opportunity to provide leads based on price positioning for vendors or brands. This will allow vendors in different segments like premium, middle and lower to get highly filtered narrowed-down leads that are actually relevant for their business.
- The organization can delve into the technologies of Artificial Intelligence and Machine Learning to make their platform more intelligent. FyndHere doesn't collect the data generated which can open the doors of success for the company. By collecting customer data from different data points and running them through AI/ML algorithms can give intelligent outcomes that can be customized based on user requirement insights.
- The company doesn't spend enough on marketing. With a dedicated proportion allotted for marketing, along with trending practices can increase its digital footfall.

III] Suggestions and Recommendations to the organization:

a) Use of Sentimental Analysis for integrated customer experience –

While looking for relevant questions to answer on Quora, it was observed that many of the queries enquired about not just finding out a local product or service belonging to a particular category, but they particularly looked for **good quality product or services**. With the current FyndHere offering, customers did not have an integrated option where they could post query for a required service and assess the vendor rating to decide whether the vendor offering is of high quality or not. Typical path a customer needed to follow with FyndHere's current offering is post a requirement on the app, get vendor responses and manually google their service reviews and ratings.

Recommendation given:

- Combine both tasks on the FyndHere app, that is service that allows for finding out products from our local area as well as a vendor assessment based on the reviews and ratings data collected from the customers post a vendor interaction and deal/bargain.
- How to Approach?
 - Collect enough customer reviews and ratings data
(Note: FyndHere currently doesn't collect this data for any kind of processing)
 - Run this data through a Sentimental Analysis algorithm to train the model
 - The final model outputs for every vendor a score in percentage after running all the related rating and reviews on him/her through the Sentimental Analysis model – This score can be considered as the **vendor preference score**.
 - Set a threshold for the percentage score output of Sentimental Analysis model above which a vendor will receive the **'FyndHere Certified/Approved' badge**.
 - When the Customer posts a request for a product or service, he/she receives multiple vendor responses from a 50km radius. The percentage score will be displayed beside the vendor business name in this response list. Also, the vendors with the FyndHere Certified/Approved badge will also display a golden badge beside their names in the list.

- This will help the customer to further churn out/ choose the best vendors with high quality service offerings among the available responses.
- This approach is considered to be effective because the trust factor to determine a product or service quality will be higher when the opinions of the local nearby customers are taken into account. Since, they locally experience it and that the vendor is most likely to maintain a constant delivery the experience will have the similar effect when product/service consumed by other locals. The ownership of the ratings will also be confined to the local customers because the app mechanism inherently connects customers and vendors within a 50 km radius and not beyond that.

b) Use of ‘See Translation’ feature for vendors/customers –

During the sales pitch it was observed that 95% of the vendors were comfortable conversing in their regional language. This behavioural trait is evident of the fact that customers usually interreact in regional languages with their local vendors. Hence, an app with complete functioning in English might not be as desirable by the Vendors. Even from the customer point of view, mostly young people who are comfortable In English will prefer using FyndHere for their daily shopping experiences.

Recommendation given:

- Allow Customers to post product or service requests in their regional language
- Allow vendors to be able to see translated version of the requirement notification in the language of their choice
- What to do?
 - There is a “**See Translation**” button available in Facebook chats that allows to see translated versions of the regional language texts in English.
 - The idea is to use similar feature but bit with a slight variation where the translation is available from any regional language to any other regional language including English.
 - Besides English, the range of language selection available will be restricted to Indian languages only since the company is operational only in India currently.

- This feature will ease out the language barrier for the local retailers and widen the market for customers from young English-speaking people to non-fluent English speakers.

c) Service offering categorization based on price positioning (Premium Category Segmentation) – Unexplored market opportunity

This opportunity came into light during sales pitch with a Godrej Script vendor – a premium brand with premium pricing. It was gathered that they broke off their deal with our biggest competitor **Justdial** because any of the leads generated weren't relevant to their price positioning. Even with their lowest offering starting at 90k price range, they needed a service that would filter out the leads generated for the premium brands from those that belong to the non-premium/ lower price range segment.

It was also gathered that there is currently no organization in the market offering the required service. If FyndHere could manage to serve the premium segment of vendors with filtered service offering, it would get the **first mover's advantage** in the market. This would prove as a great **Point of differentiation (POD)** for FyndHere to stand out from its competitors and make its mark.

An individual presentation was made that included all the research and suggestions

- **Premium Segmentation Feasibility check**
 - Increase in mid-level and high-level income earners:
Great demand for affordable premium brands – successful in young aspirational Indian buyers for buying status symbol. Choose feasibility (time-saving) over cost but also look for a good bargain.
 - Scope of Luxury/premium brands high in – Metro and Tier 1 cities. Tier 2 & 3 cities have demand but less supply. Hence, prefer e-commerce sites for buying.
 - Consumer behavior trends – Information centered shopping (Product reviews, Comparisons in terms of features)
Consumers want to know what they're buying.

- Exclusivity adds value – Ex: Exclusive brands value for money because they increase social status. Mostly regarded in categories like watches, automobile, real estate, fashion accessories, handbags, super premium beauty/personal care products, luxury electronic gadgets, shoes and apparel.
- **Understanding Indian Mindset**
 - Consumers now are ready to experiment with products instead of the traditional conservatism
 - The consumer is looking for brand aspiration or recognition as the main benefit of luxury consumption. Quality and craftsmanship is a selling point but not decider point for Indians
 - Consumers are brand conscious and logo-centric. This info can be used for visual design of FyndHere app.
 - Different tier cities have demands for different premium categories. Ex: In the tier 2 and 3 cities, the highest demand is for luxury automobiles, followed by apparel for women and accessories for both genders. Vendor acquisition efforts can be planned accordingly
 - Entry-level range models make up for maximum sales in premium segment.
- **Customers Like to Research Online but Make Big Purchases in Stores**
 - A major purchase is a commitment for many consumers. Having a personable and knowledgeable sales associate is important.
 - Friendly and helpful associates are the biggest reason for in-store visits
 - Online premium buying trend - due to expanded selection, different payment options like EMI, exchange and buyback guarantee, addition of customer experience videos have helped e-commerce sites to increase their conversion rate of premium products

Recommendation given: Idea Proposition

- Enhancing the current feature:

- Narrowing request posting through price segmentation. Addition of checkboxes on request description page.
- Label Example: 5K-15K, 15K-50K, Premium
- Categorize products as premium instead of categorizing vendors.
- Vendors while registering must select their price range offering. If they offer both medium-range and premium products, they'll have to register in both price categories.
- Requests with specified price selections will be notified to the vendors registered in respective price categories.

The screenshot shows a mobile app interface for 'Add New Request'. At the top, there is a back arrow and the title 'Add New Request'. Below this, a 'Category' dropdown menu is set to 'Categories/Decor & furnishings/Furniture'. A 'Range' slider is positioned at '50 KM', with a note below it stating 'Vendors available in your selected radius will able to see post.'. Under the heading 'Please provide more details', there are three checkboxes for price ranges: 'Price Range 1' (unchecked), 'Price Range 2' (checked with a green checkmark), and 'Premium' (checked with a green checkmark).

Fig 1: Request Page feature enhancement

- Addition of New Section called **Premium:**
 - Purpose – Encourage the customers into buying premium products for premium lead generation & continued partnership from premium vendors. Differential premium product placement gives buyers an affinity towards luxury.
 - This section may display Brand-wise categorization with vendor list offering those products
 - Searchable Product Catalogue feature is a must – In big purchases, customers prefer full product descriptions with pictures.
 - Since entry-level range models make up the most sales, (Brand/Price) wise categorization filter can be added specifically in this section (Optional)

(OR)

- Addition of New Section called **Catalogue** with 2 subdivisions: Standard & Premium
 - Similar Brand-wise categorization with vendor list in both sub-categories
 - Information-centered shopping is a trend not just for premium buyers but also for standard buyers



Fig 2: Addition of Premium/Catalogue Section

- A push towards Information-centered shopping:
 - Allow addition of customer reviews in photo and video format (like in Amazon) in addition to Catalogue. Reviews from local customers for locally sourced products – more reliable
 - Vendor rating through Sentimental Analysis

- Need for knowledgeable sales associate: Main reason for in-store purchase of premium products
 - Addition of video chat feature for real-time display of selected piece – Targeting Convenience through app use. Premium product sellers usually have a dedicated sales associate team to handle clients.

Additional Feature Suggestion:

- End-to-end Payment option: Goal is to reduce the work on customer side
 - Premium as well as the standard buyers sometimes expect full service. If the vendor has offers to get the product delivered, customer would prefer an online payment option to vendor via the app itself. Suitable for the busy schedule of working people who can complete local shopping without having to physically visit the store

d) Instagram suggestions for improved reach, visibility and good practices –

The task started with analysis of the Social Media Strategy of the Competitors. Thereafter, forming the own set of rules and recommendations to follow for FyndHere's Instagram Handle in order to improve the social media practice and achieve the goal.

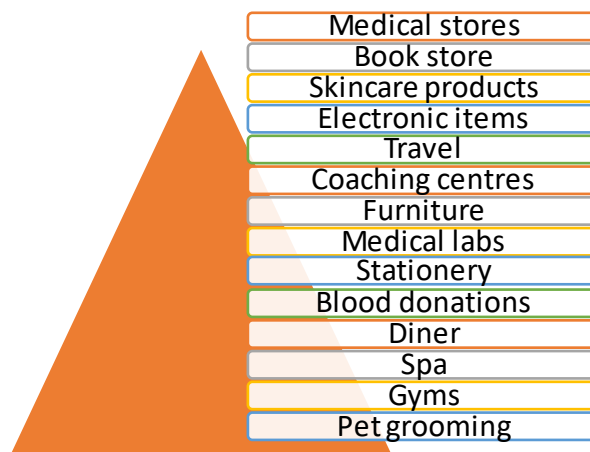
- **Instagram Marketing Strategy: 3C's**
 - ***Content:*** *The 1st three rows of Insta feed grid gives the 1st impression*
 - i. Post Optimization - Increasing visibility with high conversion keywords (based on content/product/industry/location.)
 - ii. Content Delivery Objective – To inform/entertain/educate.
Preferred content type – Story telling/News sharing/Helpful tips
 - iii. Feature visual content – more effective than text
 - iv. Content strategy - Replicate the lifestyle, geographical preference, age and gender range of your ideal customer in the feed.
 - v. Just like bio, caption should have a clear call-to-action, contain emojis, use of mentions and hashtags

- **Community**: Engage with your community by liking/commenting on their posts. Include questions in the captions and encourage them to respond in the comments or via Direct Message. Respond to Every. Single. Message.
- **Consistency**: Constant post aesthetics, use of similar filters, consistent posting schedule & use of branded hashtags. Post at least once a day to keep the brand top of mind.

- **FyndHere Instagram Analysis**

Fyndhere Instagram handle includes:

Posts about services available on Fyndhere



FyndHere's posting flow to increase engagement:

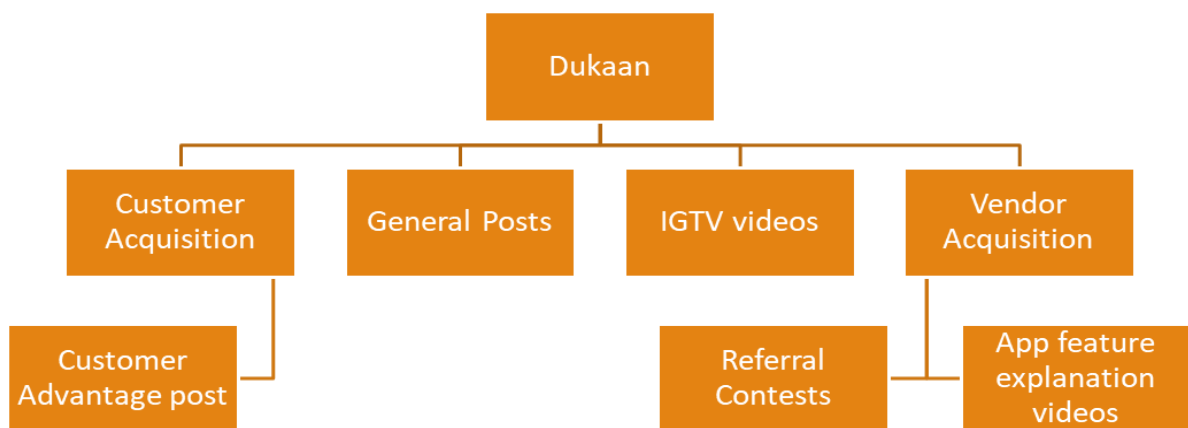
- Every day 1-2 posts related to different topics or services available.
- Post about business tips/tactics and persuasive content.
- Discount & sales on Fyndhere app.
- Resolve query & support posts.
- Promotional videos on services of fyndhere.
- Memes
- Every occasion to engage the audience
- Stories - Listings & Meme. Overview of Fyndhere at a glance.

The current Instagram strategy followed by Fyndhere is very systematic and includes a series of posts starting from a poster-then a video-then business tip.

- **Competitor Analysis: DUKAAN**

Dukaan's Posting Pattern's include –

- Customer Acquisition posts
- Customer Advantage posts
- General Posts
- IGTV videos
- Vendor Acquisition
- Referral Contests
- App feature explanation videos



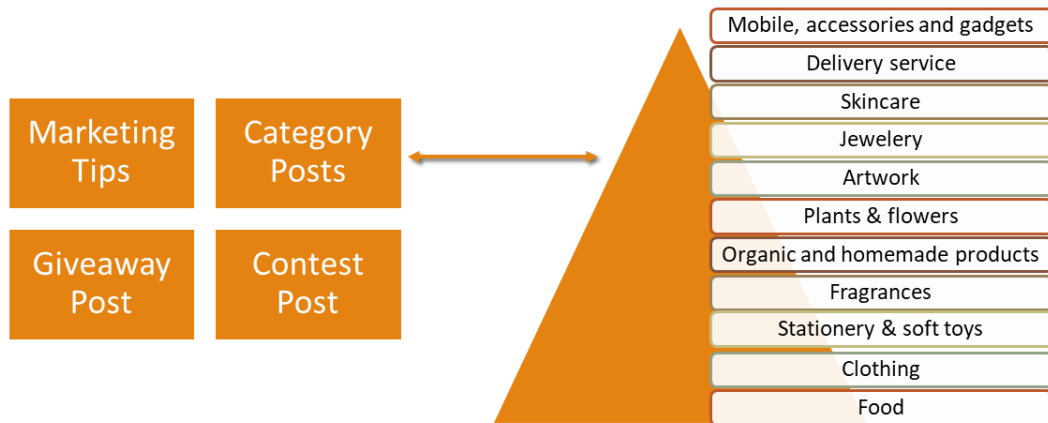
Takeaway's:

- Dukaan uses Instagram as a manual/feature explanation platform
- They follow a consistent editing pattern and font features.
- They organize referral contests both for users and vendors.
- They get tags in feeds posted by the vendors.

- **Competitor Analysis: BIKAYI**

Bikayi's Posting Pattern's include:

- Marketing Tips
- Category Posts
- Giveaway Posts
- Contest Posts



Takeaway's:

- They organize contests and giveaways to increase participation
- Live Business sessions to attract vendors
- Use of 'Highlight feature' for the new viewers
- Same theme in all posts consistent to the Logo – Brand recognition
- Effective use of every feature on Instagram like highlight, reels, IGTV.

- **Competitor Analysis: BIJNIS**

Posts By Type:

- Festive Posts
- B2B targeted Campaign posts
- Tips/How To posts
- Top Factory Special Mentions (Category-wise) posts – Manufacturer promotion
- Sale/Discount/Offer post

- Manufacturer Testimonial/Interview videos – manufacturer and Bijnis promotion
- App categories promotion via Original manufacturer scenario
- New category launch promotion – via memes
- Informative/Educational series posts/videos
- Facts/Data laden video series to promote self as well as businesses
- For fun engagement – Quiz based on categories

Takeaway's:

- Bijnis maintains visual aesthetic (Brand) consistency. FyndHere feed looks quite messy with all the colors. An instant look at the feed may confuse the viewer.
- They use Insta to mutually promote the application as well as the manufacturers.
- Bijnis has a bulk of Testimonial videos/posts on their feed – very effective in building brand trust

• Competitor Analysis: VYAPAR

Posts By Type:

- Festival and occasion posts
- Posts about market rates of various goods marketed as Vyapar Samachar
- Videos on business management
- Videos on how to use the app and various features of the app explained.
- Motivational posts
- New Updates on the app

Takeaway's:

- No consistency in posts
- Using Instagram as an explanation/education platform about different features

- Reels are very customer centric - to help the existing/potential customer base by explaining about the app features and how to use it (Hindi + English)
- Use engaging and trending hashtags to increase noticeability
- Use of visuals for engagement, like informative ones as well as creative and funny ones

Recommendation:

- Increasing Post Visibility:
 - Immediately Implementable –
 - i. Improve hashtag use for all posts. Make it relevant. Use a mix of (Branded + Community + Trending) Hashtags to increase reach.
 - ii. Use stories to improve post/reels visibility for followers. Reels had very low reach for followers.
 - iii. While putting up stories, add the ‘elements of curiosity’ to drive viewer to tap on the post. Simple example: Use of ‘Read the caption’ sticker on stories to increase profile visits
 - Implementation in long term –
 - iv. Increase the use of User Generated Content – More shares, more reach.
 - v. Vendor testimonials as UGC / Special Mentions / Tags can also increase reach from business side.
- Increasing Post Engagement:
 - The category-specific posts can be made engaging through an element of entertainment/education/information. Use of a 2-liner mind boggling fact related to the category/famous movie dialogues or character/meme will make a simple post more engaging.
 - Reels have more reach for non-followers. Use Instagram effects to make them more creative (or use of viral content) along with relevant hashtags to increase engagement.

- Use stories to drive engagement through interesting puzzles or creative treasure hunts and give winner shoutouts (encourage tagging for discoverability).
- Suggestions for Good Practices:
 - Improve visual aesthetics – consistent color choice, good-looking font and design style.
 - Create a unique branded hashtag other than #fyndhere #fyndhereapp. Ex: #FyndItHereWithFyndhere was a good example. Use it in all posts and paste it in the bio section – builds a larger community, helps find UGC to share, increase all content reach with one hashtag click.
 - Create separate Highlights – App explanation, Guidelines, Categories etc.
 - Use Infographics – more popular & effective in conveying information than written text
 - Manually optimize the alt text for pictures (Insta SEO)
 - Plan posting series’ – daily/monthly/weekly. Fix a day and time for each series. Find high engagement times of the day through analytics and post then. Encourage reposting of monthly/weekly posts by the interns.
- Additional Suggestions:
 - **Viral content** – Weekly 1 post | Use #trending, #trendingreels etc. | Try reels for viral content (very high reach) |
 - i. If allowed, can add elements of ongoing social issues in the posts, if the company allows. (Ensuring not to take any political stand)
 - ii. Fyndhere’s March posts has a set of related memes, used movie dialogues – Aishwarya’s 5 problems 1 solution, Buddha’s post promoting FyndHere, Drake’s meme. They have garnered more likes in the past.
 - Viewer demographics: (The above suggestion is noted considering the demographics of the viewers and their preference)
 - i. 18 to 24: 60.3%
 - ii. 25 to 34: 33.2%

Creating content based on the demographics of the audience can increase digital footfall.

e) Location selection for multi-branch vendors –

It was a problem that was gathered from a potential vendor during Sales pitch regarding how FyndHere did not service on one account where a registered vendor may have multiple branches within a radius. The problem arising was confusion regarding which branch will the lead be assigned to?

Competitor Justdial handled this problem by prioritizing lead assignments to the branch based on Branch Vendor rating that customers give after the interaction.

Recommendation:

- Allow vendor registration with branch networking instead of individual registration for each branch of the same vendor.
- This will provide a centralized and controlled view of the overall organization.
- Use the Sentimental Analysis Model to prioritize the lead allocation for branch.

f) Other simple App Feature suggestions:

- Improved customer map plugin – This was to improve the map using experience from the customer side and make this feature more dynamic rather than keeping it static.
- Advanced data search bar for ease of use – Advanced Query Search for request posting in categories
- Bug in registration form – There was a bug in app registration form where it accepted a non-existing email in the field
- Allow Sub-category selection from multiple categories – This was to decrease the rigidity in the vendor registration process. Strictly defining categories in the app may pose a problem for vendors that do business in multiple

categories as there is no option of multiple category selection while registering. This may lead to the vendor losing potential client leads.

PART - C

Learning from the Summer Training Project

I] Concepts, tools, techniques and skills learnt in year I.

- **POD**

The aspects of products or services that differentiate a company's goods or services from those of its competitors are referred to as Point of Differentiation. Increased customer benefit and brand loyalty would be indicators of the point of differentiation's success.

A company often decides on a product's positioning when it is either entering a new target market for the first time or releasing a new product into an existing market. In either situation, the product will almost always have to compete with established competitors for market share. Existing customers in the market must change their purchasing habits in order for the product to gain market share.

To achieve its goal of shifting established purchase habits, the company must both supply the product's primary demand and introduce something new to the market. As a result, any new entrant's positioning must have several points of parity (that is, it must appear to offer a relatively identical answer), but it must also have something unique or different. To achieve its goal of shifting established purchase habits, the company must both supply the product's primary demand and introduce something new to the market. As a result, any new entrant's positioning must have several points of parity (that is, it must appear to offer a relatively identical answer), but it must also have something unique or different.

Application

During the initial phase of Sales Pitch, it was observed that many vendors were already customers of other competitors like Justdial, Sulekha, Google Business etc. and hence declined FyndHere's offering. It soon established that in order to interest the vendors, we must show what FyndHere is offering differently than the established

competitors and how those differentiating features can solve the problems that remained unsolved by the competitors. It answered their sub-conscious queries about why they should give a try to this new market entrant.

Example of POD for FyndHere are:

a. Location based Search -A request posted by the customer will only be notified to the vendors with a selected radius of upto 50km. This ensured generation of genuine customer leads that can be serviced. A Delhi vendor won't receive call from a Hyderabad customer.

b. Chat option – The customers can now directly chat and get details from the vendors after posting a request without having to manually call each vendor and check. This reduces the customer's search effort to some extent

- **First Mover's advantage**

A corporation that is the first to launch a product or service to the market gains a competitive advantage is known to have the first mover's advantage. A company's first mover's advantage allows it to create significant brand awareness and product/service loyalty ahead of rival market entrants.

Companies that are early adopters can frequently:

a. Become the industry standard for their goods.

b. Are able to reach out to customers first and leave a lasting impact, resulting in brand recognition and loyalty.

c. Perhaps they can exert control over resources by locating themselves in a strategic location, negotiating a premium contract with essential suppliers, or acquiring talented personnel.

d. When consumers have a high switching cost to switch to later arrivals, might gain an edge.

Application

The discovery of the opportunity for segmentation and service offering based on the price positioning opened a trivial door for FyndHere to position itself in the premium

brands/vendor's segment. As and when the company manages to successfully implement the premium category segmentation offering, it would provide FyndHere with the first mover's advantage. Sure, the competitors can soon replicate this offering but the price for switching would become costly for the customers.

(**Note:** FyndHere's Premium subscription plans are less costly than Justdial)

- **Customer Perceived Value**

Consumers don't buy things for their functionality alone. In reality, function is merely a vehicle for delivering what a client truly desires: value. A customer purchases a product because he believes he will benefit from it. Customer perceived value is determined by this apparent benefit, as well as his evaluation of the product.

Application

In FyndHere's case, the company assumed that providing an option to search for local products or services hassle-free from the comfort of the home along with the chat option would create value for the customer as well as vendor. However, the company missed to consider the cultural and behavioural traits of both sides that would diminish the perceived value for the customers. For both customers and vendors, a CPV would be to easily communicate without the barrier of language. Hence, the "See Translation" feature when implemented will overcome this obstacle and would probably create a greater Perceived value for them.

II] New knowledge, tools, techniques or skills learnt.

- **Social Media Strategy and Marketing**

Having a solid strategy is essential for successful social media marketing. It will be difficult to get results on social media without first determining the goals, who our target audience is, and what they desire. Developing a social media marketing strategy is necessary whether we want to expand our brand through social media or advance as a social media marketer.

Application

During the Internship period, the second main task carried out was the Social Media Strategy and Implementation particularly for Instagram. Various practices and techniques to improve visibility, reach and engagement were learnt and advised to the Digital Marketing team. Another aspect learnt was using Instagram Insights and Professional Dashboards for analysing the performance of any business account. The Recommendations made to the Digital Marketing team were solutions to the interpretations derived from the Analytics figures.

- **Unpaid Digital Marketing, SEO methods –**

Digital marketing is a broad phrase that refers to the promotion of products, services, and brands through the use of online media platforms. When it comes to product research, consumers rely largely on internet tools. Marketers must delve deep into today's vast and intricate cross-channel world to discoverfind strategies that make an impression through engagement marketing, which is forming meaningful communication with returning/potential customers based on data gathered over a period of time, in order to realise the true potential of digital marketing. We develop brand awareness, establish ourselves as an industry thought leader, and position our company at the forefront when the customer is ready to buy by engaging customers in a digital environment.

Application

All the Digital Marketing tasks carried out during the project were unpaid elements. A large focus was given to Off-Page SEO where different tools for link building were learnt and used for execution.

III] Augmentation of soft skills.

- **The Art of Selling/Convincing**

Selling is a delicate but structured art form with a lot of room for errors. Our ability and perseverance can often determine the success of our sales attempts.

Application

Through the duration of 2 months one constant task, we had to pursue was the B2B sales that is pitching the vendors and converting their accounts. During the process of trial-and-error approach with the Sales pitch, the most important lesson learned was speaking the language of the customer. Telling them what the company has to offer will be usually less effective in conversions, rather pursuing them on the pointers about what problems the company's product can solve for them can prove to be more effective

- **Asking the right questions**

Sales personnel are the one's closest to the target audience. While on field, knowing what questions to ask them could get all the answers without the individual effort to learn by means of online research.

Application

During the Sales pitch, I would often ask different questions depending on the data or insight shared from the vendor side. For example: When the vendor refused a deal with the organization, asking questions that can get answer to what alternatives might they be pursuing can get us an insight of our potential competitor's stand in the market. Similarly, asking the right questions got me to discovering a potential opportunity for the company to dive in Ex: The premium segmentation offering study

IV] Insights about managerial role and directions for future learning or career path.

It became clear during the internship project why it was a good practice and probably a necessary step to start with Sales in a Marketing career. It lets us closely watch and interact with the market while grasping experience from field and gaining understanding of the industry. Even as a manager, it is important to be aware of the ground reality because that is what drives the organizational decisions. Along with Sales, I could dive into the domain of Digital Marketing which made me realize the future prospect from a career point of view is very wide.

Annexure

Annexure 1 : Internship Completion Report

FYNDHERE SERVICES PVT LTD.

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Phone: +91 9392919010, E-Mail Id: info@fyndhere.com

July 3rd, 2021
Hyderabad.

TO WHOMSOEVER IT MAY CONCERN

This is to certify that Ms. Ruma Mitra, student from Institute of Management, Nirma University, Ahmedabad has done her summer internship project in SALES and MARKETING from May 3rd, 2021 to July 2nd, 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.

Annexure 2: Certificate of Excellence

