



NIRMA
UNIVERSITY

INSTITUTE OF MANAGEMENT

NAAC ACCREDITED 'A' GRADE

**FINAL REPORT ON
SUMMER INTERNSHIP AT MARKWELL
VENTURES**



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Executive Summary

During the first week of internship I attended briefing sessions given by my mentor, wherein he provided details about the company, its products, core departments and how each department works. I even learned about the procedures we need to go through while making new customers and how to address consumer grievances. After every session I summarised the learnings in the form of notes. I was allotted the work of making/conveting new distributors on behalf of the company and achieve the given sales targets. I went through brochure of product which were a part of my target. I had to summarise and then analyse my findings about each of the product so that I could confidently talk about the product. I collected details like the target customer segment, cost price and number of volumes issued each year for every product under my target. During the second week of my internship, I was responsible to start working on brand development like vision and mission statement, brand mapping, product mapping etc. I had to call different vendors on the field and had to approach the distributors in Maharashtra, Gujarat, Rajasthan covering around 20 cities. I had to take information about the selling of the product and then analyse the cause. Every day I was trying to keep a follow up with the interested distributors. Also, I worked with the operations department to increase the efficiency of the supply chain by using various aspects learned in the first year. I was also responsible for making a small audio advertisement for the company. It was a wonderful experience and I got an opportunity to learn a lot in this internship

Introduction

What is Kangen Water®?

Kangen means "return to origin" in Japanese. Kangen Water® is alkaline water produced by Enagic's alkaline ionizer and water filtration machines. For more than 40 years, Kangen Water® has been used in Japan to help restore the body to its original, alkaline state. These machines can transform your ordinary tap water into healthy, fresh tasting alkaline drinking water. Kangen Water® is superior to tap and purified water.

Name of the organization: Markwell Ventures

Sector: Startup (B2B)

Services:

Startup companies need to purchase equipment, rent offices, and hire staff. More importantly, they need to grow. In almost every case they will require outside capital to do these things.

The initial capital raised by a company is typically called “seed” capital. This brief guide is a summary of what startup founders need to know about raising the seed funds critical to getting their company off the ground.

Without startup funding by far most of startups will die. The measure of money expected to start a startup to make it profitable is normally beyond the capacity of owner or any other help like friends and family to finance.

Money not only help startups to live and grow, a reserve is additionally quite often an upper hand in all manners that matter: recruiting key staff, advertising, promoting, and public relations. Subsequently, most startups will very likely need to fund-raise. Fortunately, there are loads of financial backers expecting to give the correct startup cash.

Markwell Private Limited do the same as it mainly performs the financial intermediation and seed funding for the startups, not only this they started their other brands as well which includes ‘Kangen Water’ in this they produce alkaline water by Enagic’s alkaline ionizer and water filtration machines in other words they transform ordinary water into healthy, fresh tasting drinking water.

Products

Kangen Water Machine. Enagic Kangen Water Ionizer SD501. Kangen Water Machine - SD501. Alkaline Water Filter - Enagic Kangen Water Machine SD501. LeveLuk JR11. Alkaline Water Filter. Kangen Water Machine Leveluk JR2. Enagic India Kangen Water. Kangen Water Ionizer Machine. SD501 Kangen Water Machine.



Competitors

Amiad Water Systems

Olansi Healthcare

Culligan Water

Shaklee

Pall

SWOT Analysis

Strengths of The Kangen Water

- **Distribution and Reach:** The Kangen Water has a large number of outlets in almost every state, supported by a strong distribution network that makes sure that its products are available easily to a large number of customers in a timely manner.
- **Cost Structure:** The Kangen Water's low cost structure helps it produce at a low cost and sell its products at a low price, making it affordable for its customers.
- **Dealer Community:** The Kangen Water has a strong relationship with its dealers that not only provide them with supplies but also focus on promoting the company's products and training.
- **Financial Position:** The Kangen Water has a strong financial position with consecutive profits in the past 5 years, along with accumulated profit reserves that can be used to finance future capital expenditures.
- The Kangen Water has a large asset base, which provides it with better solvency.
- **Return on Capital Expenditure:** The Kangen Water has been successfully able to generate positive returns on the capital expenditure it has incurred on various projects in the past.
- **Automation:** of various stages of production has allowed the more efficient use of resources and reducing costs. It also allows for consistency in quality of its products and provides the ability to scale up and scale down production as per the demand in the market.
- **Skilled Labor force:** The Kangen Water has invested extensively in the training of its employees that has resulted in it employing a large number of skilled and motivated employees.
- The Kangen Water has a diversified workforce, with people of many geographical, racial, cultural and educational backgrounds that help the company by bringing in diverse ideas and methodologies of doing things.
- The Kangen Water has qualified and accredited professionals working under in its team.
- **Entering new markets:** The Kangen Water's innovative teams have allowed it to come up with new products and enter new markets. It has been successful in past, in most of the initiatives it has taken in new markets.
- **Social Media:** The Kangen Water has a strong presence on social media with more than millions of followers on the three most famous social media platforms: Facebook, Twitter and

Instagram. It has high levels of customer engagement on these platforms with low customer response time.

- Website: The Kangen Water has a well-functioning and interactive website that draws a large number of internet traffic and sales.
- Product Portfolio: The Kangen Water has a large product portfolio where it provides products in a large range of categories. It has a number of unique product offerings that are not provided by competitors.
- The geography and location of The Kangen Water provide it with a cost advantage in serving its customers, when compared to that with the competition.
- The Kangen Water has a well-established IT system that ensures efficiency in its internal and external operations.
- The Kangen Water owns a number of intellectual property rights that include trademarks and patents. These allow it exclusivity over its products and competitors cannot copy or reverse engineer them.
- The Kangen Water is a brand that has been in the market for years, and people are aware of it. This makes its brand awareness high.
- Its products have maintained quality over the years and are still valued by customers, who find it as good value for the amount of money that they pay.

Partnerships: Strategic partnerships are established by The Kangen Water with its suppliers, dealers, retailers and other stakeholders. This allows it to leverage them if need be in the future.

Weaknesses of The Kangen Water

- **Research and Development:** Even though The Kangen Water is spending more than the average research and development expenditure within the industry, it is spending way less than a few players within the industry that have had a significant advantage as a result of their innovative products.
- **High Day Sales Inventory:** The time it takes for products to be purchased and sold are higher than the industry average, meaning that The Kangen Water builds up on inventory adding unnecessary costs to the business.
- **Rented Property:** A significant proportion of the property that The Kangen Water owns is rented rather than purchased. It has to pay large amounts of rent on these adding to its costs.
- **Low current ratio:** The current ratio that shows the company's ability to meet its short term financial obligations, is lower than the industry average. This could mean that the company could have liquidity problems in the future.
- **The company has low levels of current assets compared to current liabilities, and this can create liquidity problems for it in operations.**
- **Cash flow problems:** There is a lack of proper financial planning at The Kangen Water regarding cash flows, leading to certain circumstances where there isn't enough cash flow as required leading to unnecessary unplanned borrowing.
- **Integration:** The Kangen Water's current structure and culture have resulted in the failure of various mergers aimed at vertical integration.
- **Diversification in the workforce:** The workforce at The Kangen Water is concentrated with mostly local workers, and low amounts of workers from other racial backgrounds. Lack of diversification makes it difficult for employees from different racial background to adjust at the workplace, leading to loss of talent.
- **Market Research:** The Kangen Water has not conducted market research within the market that it serves since the past 2 years. As a result, it is making decisions based on 2 years old data, while customer needs may have evolved over time.
- **High employee turnover rates:** The Kangen Water has a higher employee turnover rate compared to competitors. This means that it has more people leaving the job, and as a result, it is spending more on training and development as employees keep leaving and joining.
- **Quality Control:** The Kangen Water has a lower budget for its quality control department than competitors. This leads to lack of consistency and the possibility of damage to quality across its various outlets.

- A few products have a high market share, while most of the products have a low market share. This reliance on a few products makes The Kangen Water vulnerable to external threats if these few products suffer for any reason.
- The workload is a high per worker as there are fewer workers than the actual work required. This puts workers under psychological stress and is likely to be less productive.
- Worker morale is low due to company culture and politics that have grown in recent years.
- Competition and qualified employees have been leaving the organisation in recent years, which could mean a shortage of good talent for the company in the upcoming years.
- The decision making is highly centralized, and decisions by teams need to be approved by certain officials. This reduces efficiency in operations by making them more time consuming. It also leads to reduced innovation.
- The performance appraisal is not in a systematic manner. People are often not appraised for their performance. This leads to lower work morale and lack of promotion opportunities for employees.

Opportunities of The Kangen Water

- Internet: there has been an increase in the number of internet users all over the world. This means that there is an opportunity for The Kangen Water to expand their presence online; by using the internet to interact with its customers.
- E-commerce: There has been a new trend and a growth in sales of the e-commerce industry. This means that a lot of people are now making purchases online. The Kangen Water can earn revenue by opening online stores and making sales through these.
- Social Media: there has been an increase in the number of social media users worldwide. The three social media platforms; Facebook, Twitter and Instagram, have shown the greatest number of increase in monthly active users. The Kangen Water can use social media to promote its products, interact with customers and collect feedback from them.
- Technological developments: technology comes with numerous benefits among many departments. Operations can be automated to reduce costs. Technology enables better data to be collected on customers and improves on marketing efforts.
- There has been an increase in average household income along with an increase in consumer spending following the recession. This will result in growth in The Kangen Water's target market with new customers that can be attracted towards the business.
- Population: the population has been growing and is expected to grow at a positive rate for the upcoming years. This is beneficial for The Kangen Water as there will be an increase in the number of potential customers that it can target.
- Inflation: The inflation rate has been low and is expected to remain low in the next two years. This is an opportunity for The Kangen Water as its cost of inputs would remain low for the next two years.
- Interest rate: Lower interest rates than compared to previous years provides an opportunity for The Kangen Water to undergo expansion projects that are financed with loans at a cheaper interest rate.
- Green government drive: this provides an opportunity for The Kangen Water for the sale of The Kangen Water's products to federal and state government contractors.
- Transport Industry: the transport industry has been flourishing in the past few years, and shows growth potential in the future. This has reduced the costs of transportation, which is beneficial for The Kangen Water as it will lower its overall costs.
- Tax policy: the governments' reduction in tax rate is beneficial for The Kangen Water as a lower amount would be expensed out as a tax.

- The government has also announced a subsidy on the sale of environmentally friendly goods in this sector. The Kangen Water can focus on these environmentally friendly products and make use of this opportunity.
- Tourism: growth in tourism is beneficial for The Kangen Water as it will provide new potential customers that it can target in order to gain market share.
- Skilled workers: increase in education and training by numerous institutes has increased the amount of skilled labor available within the country. This means that if The Kangen Water is able to hire skilled labor, it would have to spend less on training and development, therefore, saving costs.
- The growth in consumer spending in the economy is likely to increase consumption for The Kangen Water's products.
- A number of new niche markets have opened up that are growing. The Kangen Water can sell products in these markets and take advantage.
- Globalisation: Increased globalisation does not restrict The Kangen Water to its own country. It can extend its operations to other countries, entering into these markets and making use of the opportunities that lie in these markets.
- Consumers within the industry are becoming more conscious of health, and this is a segment that is growing. The Kangen Water can take advantage by manufacturing products that are beneficial to customer's health.
- Trade barriers have been reduced on the import of goods. This will reduce the costs incurred on inputs for production.
- Regulations have loosened in recent years making it easier for businesses to carry out their operations.

Threats of The Kangen Water

- Technological developments by competitors; New technological developments by a few competitors within the industry pose a threat to The Kangen Water as customer attracted to this new technology can be lost to competitors, decreasing The Kangen Water's overall market share.
- Suppliers: The bargaining power of suppliers has increased over the years with the decrease in the number of suppliers. This means that the costs of inputs could increase for The Kangen Water.
- New entrants: there have been numerous players that have entered the market and are gaining market share by gaining existing companies' market share. This is a threat to The Kangen Water as it can lose its customers to these new entrants.
- Increasing competition: there has been an increase in competition within the industry putting downward pressure on prices. This could lead to reduced revenue for The Kangen Water if it adjusts to the price changes, or loss of market share if it doesn't.
- Exchange Rate: the exchange rate keeps fluctuating and this affects a company like The Kangen Water that has sales internationally, while its suppliers are local.
- Political uncertainties in the country prove to be a barrier in business, hindering performance at times and making the business incur unnecessary costs.
- The fluctuating interest rates in the country do not provide a stable financial and economic environment.
- Consumer tastes are changing, and this puts pressure on companies to constantly change their products to meet the needs of these customers.
- Regulations on international trade keep changing, and this requires compliance by companies if they are to operate globally.
- Substitute products available are also increasing, which is threat collectively for the whole industry as consumption of current products decrease.
- The rise in prices of fuel has increased in the input costs for The Kangen Water. These costs have also increased as other industries that provide inputs for this company also have suffered from increasing fuel prices, thereby charging more.
- Increased promotions by competitors have been a threat for The Kangen Water. On most media, there is more clutter than ever, and customers are bombarded with multiple messages. This reduces the effectiveness of promotional messages by The Kangen Water.

Constant technological developments require the workforce to be trained accordingly as the inability to keep up with these changes can lead to loss of business for The Kangen Water.

Sales tactics

What does the sales process look like?

Their sales mostly depend on the distributors. As the distributors get their cut the better, they promote the product

What channels are they selling through?

Distributors, online medium

Do they have multiple locations and how does this give them an advantage?

Yes, they are spread throughout the world and this gives them advantage of getting to know their customers

Are they expanding? Scaling down?

Yes, they are expanding as many people from all over the world want's to live a healthy life

What are their customers reasons for not buying? For ending their relationship with the company?

Most alkaline waters lie in the pH range of 8 or 9, due to addition of minerals such as calcium, magnesium, and potassium-- certainly in the safe range, to most everything but your wallet. And in some cases, your kidneys. But let's get back to sweet 7.0, water neutrality, and 7 reasons why alkaline water is a basic waste of money.

1. Most alkaline water is bottled water. Any water that's in a bottle costs anywhere from 240-10,000 times as much as tap water. Not to mention those nearly 30 billion plastic bottles per

year in the U.S. alone filling our landfills and oceans. You can make alkaline water in a home product, but see below why that's not necessary either.

2. Alkaline water has been thought to provide better hydration, especially for athletes. A small study of 16 subjects showed this to be the case, but there is no larger group of evidence to prove this. Athletes typically add bicarbonate (baking soda) to their water to make it more basic, use salt tablets, and try various and sundry sports drinks that work just right for their own body, oftentimes based on their own metabolism, their specific sport, and, just as important, the climate and altitude at which they perform. Most hardcore athletes know how important it is to drink water of any type. The cheap stuff works just as well, and any additions are based mainly on personal performance and experience. But for intense sports (think ultra-marathons), alkaline water is an unnecessary addition to the money-sink bucket.
3. Alkaline water has been added to the "detox" list. Perhaps one of the most brilliant marketing terms of the ever-growing multi-billion dollar sinkhole of the wellness industry is "detox." And alkaline water has jumped on that bandwagon. Assuming one has functioning kidneys (even one kidney will do), a liver, intestines, and sweat glands, detox is a done deal. And it's free. Our bodies are built to withstand variations in our intake (so eat that spicy meal, at least on occasion), output (you'll pee more if you drink more), and exertion (your body will desire more water if you run that extra mile or two--that's called 'thirst'). You don't need alkaline water to detox you.

Do you see press releases?

<https://theprint.in/ani-press-releases/alliance-groups-new-venture-kangen-water-to-be-a-boon-for-healthy-water/644350/>

Buyer Power

When you deal with only a few savvy customers, they have more power, but your power increases if you have many customers. As there are many home appliance products and brand in the market it is obvious that the power of the buyer is more as he has an alternative option and he needs very low cost to shift to another product.

Threat of Substitute

If you supply a unique software product that automates an important process, people may substitute it by doing the process manually or by outsourcing it. A substitution that is easy and cheap to make can weaken your position and threaten your profitability.

Threat of new entry

If it takes little money and effort to enter your market and compete effectively, or if you have little protection for your key technologies, then rivals can quickly enter your market and weaken your position. If you have strong and durable barriers to entry, then you can preserve a favourable position and take fair advantage of it. New entry is a bit difficult as it needs a huge investment to start a new project there are many governmental norms associated with it. The technology is changing continuously and therefore new entry is a bit difficult.

New knowledge, tools, techniques or skills that I did learned :

Canva: I have learned Canva to design minimal posts which do not require help from the designers. Canva is the tool so many marketers rely on for making great-looking social media images quickly. You can use the ready-made templates, icons, and illustrations to make your images look professional without having to do much of the actual design work.

Google trends: Google Trends is a completely free tool that Google created to help anyone search for trending topics online. We use it to monitor notable things that are happening in the businesses our clients are. This is very helpful tool in deciding the topic. Many professionals use this as a way to discover and share information related to what's most popular right now.

Augmentation of soft skills during my tenure at Markwell

Venture :

Building up strong inter personnel skills have never been more important than now. In this lockdown where everybody has to work from home, lack of proper communication can lead to non-completion of tasks on time. Thus, we are failing on the customer's end. I have learnt a great deal of interpersonal skills like:

Adaptability: With my team, assignments can vary from month to month, depending upon our client roster. They might be working on a finance client one month then they'll need to switch up to a travel client. They may need to pitch in and help someone else out on a client they've never worked on

Ability to multitask: There are always a ton of things going on at once in digital marketing. You want to read the latest articles, see the latest relevant tweets, do your job, figure out how to do something in a different way that saves time, do reports, etc.

Empathy: Being able to see things from someone else's point of view is essential to marketing of any kind. It's important to understand why someone thinks a certain way.

Curiosity: There are so many aspects of digital marketing, so many little niche areas, and craving more knowledge about how it all fits together truly makes you better at whatever your role is.

Insights about managerial role and directions for future learning or career path that you may like to pursue.

Understanding customer's behavior: Before running a successful marketing campaign, you need to have deep insight into your customer's behavior. Most marketing messages end up sounding generic because most companies don't take the time to fully understand their customers and the stories behind their problems.

Create processes: Scaling anything requires proper documentation of systems, processes, and workflows that go into completing a specific task. That means having a structured system to

follow when you create a blog post, run a campaign, run social media promotions or paid ads, and so forth

Gathering right tools Inbound marketing campaigns require a variety of tools from start to finish. For example, you might need e-mail marketing tools, analytics tools (like Google Analytics), communication tools like Slack, and more. These tools help accomplish your key tasks and hit your goals more efficiently

Be consistent: One of the most important skills when it comes to inbound marketing is patience. Typically, noticeable results only come in after several months. Some of the most successful companies have been consistently putting in effort over the course of many years.

Task Assigned

Project Title:

Brand Creation and Digital marketing

Project Description: The project involves Digital marketing, Social media marketing, Brand created and as well as Sales by working with the sales force team to ensure adequate training and proper execution of business development strategies.

Project Tasks:

- Created sales presentation to help in Brand Creation.
- Created brochures for the Demo kit.
- Collecting database from different sources to create list of potential clients for the organization.
- Dealing and persuading the potential clients of the Kangen water to do sales pitch through online medium mostly zoom calls but it is flexible one basis of customers.
- Created and managing the social media marketing of the Kangen Water as we have studied about it in our previous semester so now, I am using it in the practical world and have successfully created Instagram, Facebook and Telegram and managed.
- Creating content for marketing and advertising on basis of marketing strategies.
- Doing the research work so that we can generate new ideas and strategies and also doing market survey so that marketing strategies can stay dynamic according to the needs of the customers.
- On page and Off page SEO is being learned so that we can control our own website in better manner as it is referred to the page ranking factors that occur off one's website for example backlinks from other websites and all as our Kangen Water is a new startup so we are planning to roll out it on google so due to that SEO will play major roll
- Have been going through courses of the Facebook advertisement as it plays major role in marketing and due to corona whole world is shifted on digital medium so it is important to perform well on Facebook advertisement process
- Working as sales executive so as soon as customer makes the first call, I will be the one guiding them, giving all the useful information related to the product, details of the product, persuade them to purchase the product.

Project Objectives:

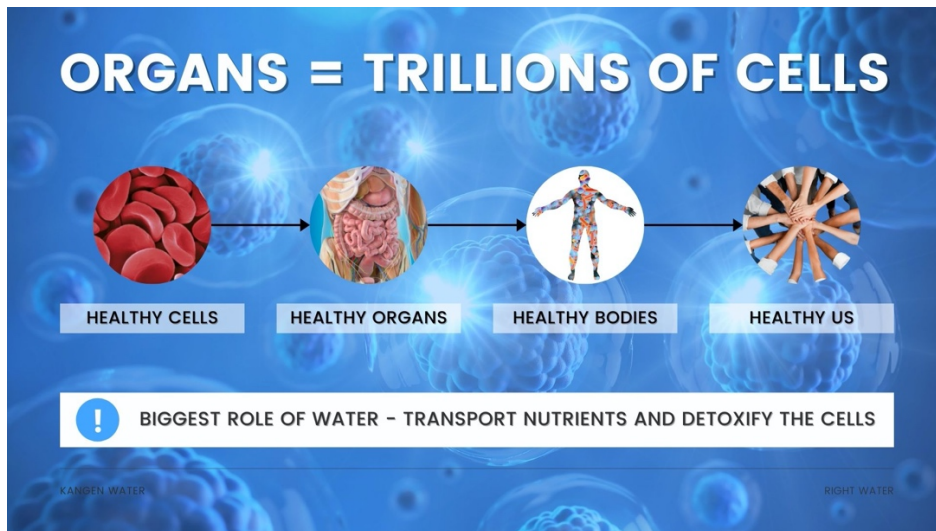
- To consolidate the classroom learnings from various subjects such as Social Media Marketing, Strategic Management, Business Research Methodology, Marketing management etc. and use them in practical world for better understanding.
- To reinforce various concepts through experiential learnings.
- To develop real-life problem-solving skills for various managerial situations.



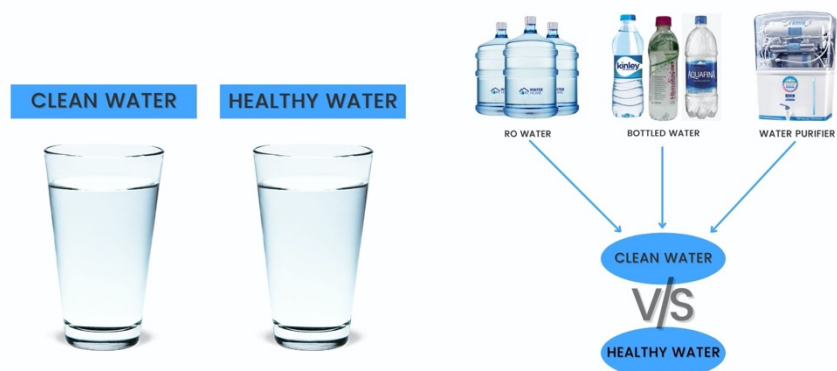
Importance of kangen water



Factors affecting health



Role of water



FIND OUT WHAT **WHO** SAYS ABOUT RO WATER

KANGEN WATER

RIGHT WATER

Healthy water



Origin Of Kangen Water

Task completed

- Kangen Water will be able to grow as a business and generate more revenue by help of social media marketing and digital marketing which intern is contingent on the quality of tasks executed by me and as well as all the other functions of sales and customer handling will increase the profitability and trust of the employees in the organization.
- My works in the brand creation will help Kangen Water to stand out in a saturate market, gives credibility, customer loyalty and other benefits.

Following is a brief description of tasks assigned during the duration of the project:

Business Research:

Business research is a cycle of procuring nitty gritty data of the relative multitude of spaces of business and utilizing such data in boosting the deals and benefit of the business. Such an examination assists organizations with figuring out which item/administration is generally productive or popular.

Made a show about the Business research where we had a detail conversation about the upsides and downsides of the organization not just that we examined how we will get new clients through various promoting procedures.

Producing leads for the Business:

In promoting, lead age is the inception of buyer interest or enquiry into items or administrations of a business. Leads can be made for purposes, for example, list building, e-pamphlet list procurement or for deals leads.

Online media technique:

A web-based media system is a synopsis of all that you intend to do and want to accomplish via online media. It controls your activities and tells you whether you're succeeding or fizzling. The more explicit your arrangement is, the more powerful it will be.

Online media Audit report:

An online media review is a progression of steps taken to assess and advance a business' web-based media profiles and techniques. Playing out a web-based media review can help web-based business organizations keep steady over their online presence.

Circling back to the possibility:

Follow up is the way toward finishing an action, so with regards to business, particularly when you need to get new clients, follow up implies transforming a possibility into a client.

Making proficient LinkedIn page:

LinkedIn profile is an expert presentation page for you to deal with your own, own image. It's an extraordinary path for you to tell individuals what your identity is and what you do by showing an overall history of your expert encounters and accomplishments.

Making Sales pitch:

- In selling procedure, a business show or attempt to seal the deal is a line of talk those endeavours to convince a person or thing, with an arranged deals show methodology of an item or administration intended to start and bring a deal to a close of the item or administration
- Meeting with customers to tell them about our items and administrations that we benefit out
- Finalizing the negotiation with possible customers with the utilization of exchange abilities and circling back to consistently premise to change over them into deals factor for the organization

Creating information base:

A client data set is the assortment of data that is accumulated from every individual. The data set may incorporate contact data, similar to the individual's name, address, telephone number, and email address. The information base may likewise incorporate past buys and future requirements.

Web optimization registration of the organization site:

- Website design enhancement testing is the way toward estimating and assessing the aftereffects of a change you make to a page or your webpage according to natural pursuit traffic. Correlations of snaps and impressions for a test and control in a SEO test

- Utilizing specific watchwords and hashtags as it's a basic substance advertising apparatus for your site and blog
- Catchphrases can help your page rank higher in web indexes.
- Redoing online media channels to make guarantee that they do have great client obstruction and commitment rate

Advertising technique:

- Advertising technique alludes to a business' general blueprint for arriving at imminent shoppers and transforming them into clients of their items or administrations. A promoting system contains the organization's offer, key brand informing, information on track client socioeconomics, and other undeniable level components
- Making web-based media schedule for various stage to ensure whatever content we are posting ought to be fundamental and toward drawing in purchasers
- Making demo recordings of the item and showing it to the customers that makes a positive climate while giving show as it gives a superior way to deal with customers and as it's said what you see is the thing that you purchase. Additionally, stepping through different examination of the item to check the amount it is dependable on everyday schedule to shoppers and does it have any result or what sort of advantage they have to our clients

Deal's methodology:

Deal's methodology is characterized as a recorded arrangement for situating and offering your item or administration to qualified purchasers in a manner that separates your answer from your rivals. Deal's methodologies are intended to give clear goals and direction to your business association.

Pricing and promotion techniques:

Special estimating is a business methodology wherein marks briefly decrease the cost of an item or administration to draw in possibilities and clients. By bringing down the cost for a brief time frame, a brand falsely expands the worth of an item or administration by making a feeling of shortage.

Working on brand creation:

It's about really understanding your business by ascertaining who you are, what you do, how you do it and, most importantly, why you do it. **Creating a brand** is about **creating** an emotional connection between you and your customer.

Following is a brief description of tasks completed during the duration of the project:

Business Research

Both primary and secondary business research was conducted via various means.

Primary Research

- Talking to current customers on calls
- Reaching out to prospects who are using competitor products to understand the SWOT of the product

Secondary Research

- Understanding the similar products available in the marketing by researching on their websites and other digital channels
- Analyzing customer feedback on social media & other channels
- Understanding the pros and cons of other competitor products and analyzing them against our product

Producing Leads for Business

Leads generation for the product was done via the following ways:

1. Digital Marketing
2. Social Media Marketing
3. Cold Calling

Calling prospects to understand their challenges and convincing them for a free demo(during the demo the benefits of the product are explained to them)

40+ demos were schedules by all these means for the company by me.

Online Media Technique

The online media techniques used are

1. Digital Marketing

- Email Marketing Campaigns
- SEO - Optimizing the current website for getting leads
- Landing Page creation on the website - This enables users to fill up forms and request a demo

2. Social Media Marketing

- Organic leads generated via postings done on LinkedIn, Facebook & Twitter
 - Paid Campaigns on Facebook
- Online Media Audit Report

The company did not have a strong digital presence. During my tenure here, I have established a strong online presence for the company.

This has not only helped in enhancing the brand image but also generating new business for the company.

- New followers on LinkedIn - 300+
- New followers on Facebook - 400+
- New Leads Generated - 40+

Circling back to the Possibility

To convert leads into business, demos are scheduled for all marketing qualified leads. During these demos, the prospect has explained the benefits and we try to convert these leads into business.

Making Proficient LinkedIn Page

LinkedIn page is uplifted and enhances the brand image and generates leads. Regular postings are done on the page to increase visibility.

Making Sales Pitch

We contacted Gyms, Salons, Cafes, Dermatologists, General Physicians, Builders & Industries and pitched them the benefit of the product.

They have explained the benefits along with bulk discounts they can get.

Creating Information Base

1. The database was expanded by adding more data from various online portals
2. Also, the database was purchased from database companies to ensure we maximize our reach & can get more leads
3. Web optimization registration for the organization site
4. Landing pages are created with a Call to Action. This enables users to easily request a demo. The landing page is optimized with various SEO techniques
5. All the social media posts are linked with relevant hashtags and backlinks to the website 6. This helped in getting more traction on the website. The website visits increased by 50%

Advertising Technique

1. Call to Action (CTA) is promoted via various channels such as Website, Email Campaigns, social media channels, and cold calls.
2. Also, various promotional offers are explained in the campaigns to lure the prospects.
3. Free trials are promoted so that the prospects can try the products.
4. On-ground activation techniques were also used. These included:
 - Putting product at malls & shopping centers where they can try it
 - Putting it in sample houses of newly built properties, so they can get an idea - For prospects who liked the demo, a free trial is scheduled for them too at their homes
5. These techniques enable customers to try the product first hand and increases our chances of conversions.

Deal's methodology

During the promotions and in all the marketing collaterals, the benefits of the product are highlighted. Also, all the on-ground sales executives are briefed on what that they can share the differentiating factors of our product from that of the competitors. From the first connection, the prospect establishes with the product, they have shared the benefits of the product & why it should be chosen over the competition brand.

Pricing & Promotion techniques

The product is competitively priced as compared to the competitors. All the features are explained very elaborately & the prospects have explained the reasons why the product is value for money.

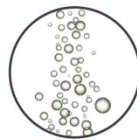
Working on Brand Creation

The brand value is created gradually via various means such as:

- ATL & BTL activations
- Digital Marketing
- Making Teasers for Products
- Making Content for LinkedIn, Email and Instagram
- Making Video for Products and displaying them in our PPT



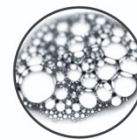
Reverse engineering was done and it was discovered that the following properties of **natural healing miracle superior water** were found:



Anti-oxidant



pH Balanced-Alkaline

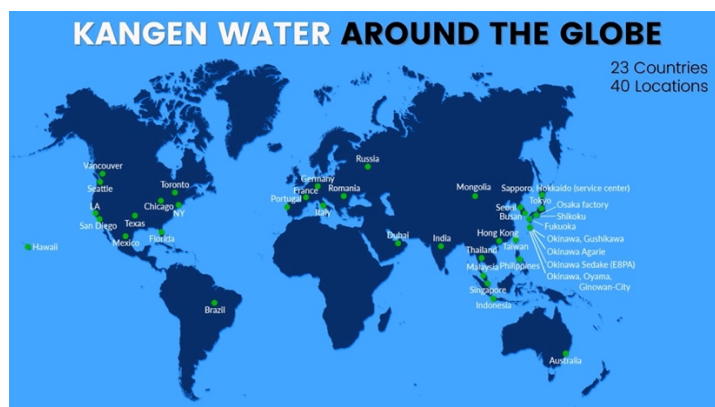


Micro-clustered

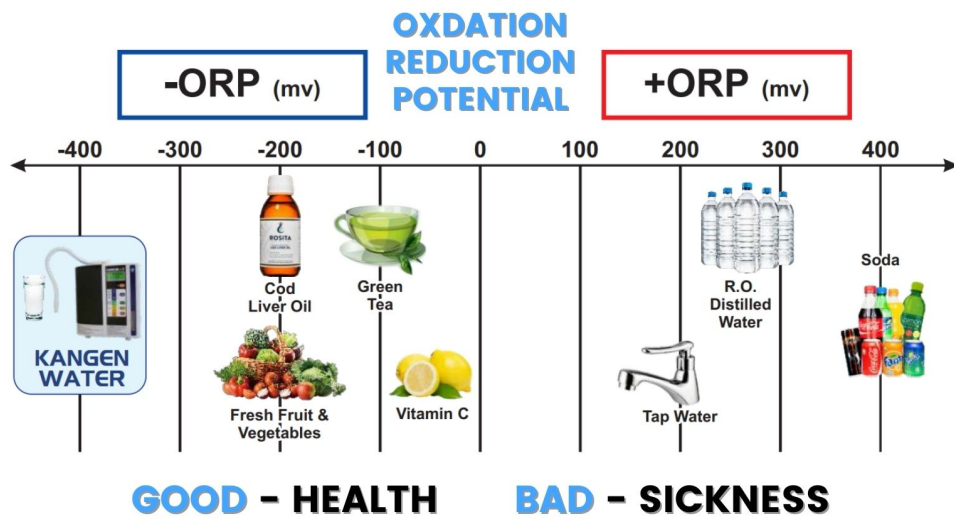
KANGEN WATER

RIGHT WATER

Research



Kangen Water around the world

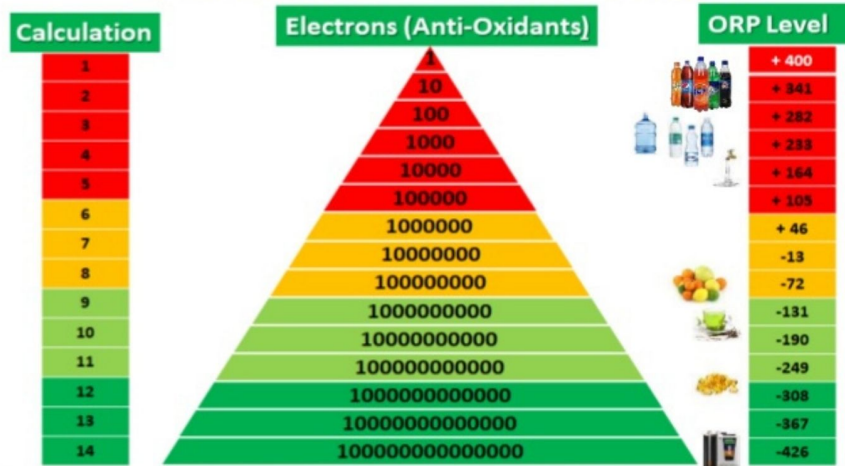


KANGEN WATER

RIGHT WATER

ORP

Electrons Chart As Per 1ltr Water ORP Level Water



KANGEN WATER

RIGHT WATER

Electron chart

Letter of completion



Markwell Ventures

LETTER OF COMPLETION

TO WHOMSOEVER IT MAY CONCERN


This is to certify that Vaibhav Sharma, a student of MBA (Major in Marketing), from Institute of Management, Nirma University, Ahmedabad has successfully completed two months (From May 1, 2021 to June 30, 2021) internship programme at Markwell Ventures.

We found him sincere, hardworking, technically sound and result oriented. He worked well as part of a team during his tenure. We take this opportunity to thank him and wish him all the best for his future.

Date: 03.07.2021

Name: Chirayu Chhibber

Designation: Proprietor

Signature: 

204, Saumya Square, Near Govardhan Party Plot,
Thaltej, Ahmedabad - 380059

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