



SUMMER INTERNSHIP PROJECT REPORT

Under the guidance of:

Mr. Ashish Verma

Peacock Solar

India

&

Prof. Meeta Munshi

Faculty Mentor, IMNU

In fulfilment of the requirement for the Summer Internship during
the Master of Business Administration Program, on

11th July, 2021

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Company Name	Peacock Solar
Duration of Internship	1 st May, 2021 – 3 rd July, 2021 (8 weeks)
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Organization Guide	Mr.Ashish Verma Peacock Solar India
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Submitted to	Prof. Meeta Munshi

ACKNOWLEDGEMENT

At the beginning of this report, I would like to extend my heartfelt and sincere obligation towards all the people who have helped me in this endeavour. Without their active guidance, help, cooperation & encouragement, I would not have made headway in the project.

To start with, I would like to thank Peacock Solar for providing me the opportunity to undertake this Internship and allowing me to explore the area of marketing, which will undoubtedly prove to be very beneficial to me in my future assignments, my studies and my career ahead. Especially considering the circumstances that we faced, I am beyond obliged to them for agreeing to conduct the internship remotely.

I wish to place on record my deep sense of gratitude to Mr. Ashish Verma, President & CEO of Peacock Solar for his constant guidance, support and advice.

I am thankful to my organization guide Mr. Ashish Verma for his encouragement, guidance and support. His faith in me boosted my confidence while doing different projects.

I am also grateful to my faculty mentor, Prof. Meeta Munshi, for his guidance and support in the completion of my project.

I would also like to acknowledge, my gratitude towards my family, who have always supported me morally, emotionally as well as financially. Last, but not least, I express my sincere gratitude to all my friends who directly or indirectly helped me to complete this project report.

UNDERTAKING

I, Sakshi Soni hereby declare that this project submitted to the Institute of Management, Nirma University is my original work, done under the guidance Ashish Verma, Peacock Solar and Prof. Meeta Munshi, Faculty, Institute of Management, Nirma University.

This project work is submitted in the partial fulfilment of the requirements to be awarded the degree of Masters of Business Administration. I also declare that this project has neither been submitted to any other universities nor done by any other student earlier for the award of degree, diploma, associate-ship or any other similar title.



SAKSHI SONI

ROLL NO.201241

MBA FT (2020-22)

INSTITUTE OF MANAGEMENT, NIRMA UNIVERSITY

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1. EXECUTIVE SUMMARY

A summer internship is an extremely vital part of the MBA journey that any management trainee undertakes. It provides the management trainees a window into what the corporate world is like, how companies and departments function and how to succeed in the corporate world. However, owing to the rather unfateful circumstances brought about by the outbreak of the global pandemic due to spread of COVID-19, all of the summer internships were conducted remotely.

The project was supposed to be completed with Peacock Solar in the capacity of a marketing intern working out of their Indian office situated in Bangalore, India. Understanding the circumstances that the world is faced with, the company agreed to conduct the internship remotely. Even though the internship was completed remotely, the company spared no effort in providing a wholesome and fulfilling experience.

The report has been created to inculcate three major components – the industry and the company in its context, the projects undertaken and the contribution made to the organization, and lastly the objective of the Summer Internship Programme, learnings that could be taken from the brief yet enriching experience at Peacock Solar.

The company is stringent and demands discipline in dealing with the data as well as work profile of the company. In lieu of this, no company data, in terms of core analysis or the leads, is shared. Having said that, all the information and details that could be made public have been included.

PART – A
PROFILE OF THE ORGANIZATION

A1.INDUSTRY OVERVIEW

Peacock Solar is one among various companies in the Marketing Services industry. Companies in this industry create advertising campaigns, implement public relations campaigns, and engage in media buying, among other advertising services.

Peacock Solar works to get each Indian family admittance to clean energy by means of private solar energy through successful financing.

To flourish in the midst of progress and vulnerability, we will in general zero in on the moment satisfaction of our necessities. Yet, to maintain, we need to address the issues of scarcity today without compromising the necessities of tomorrow. With this idea to me, we at Peacock Solar based A private roof solar based organization, seek to make an effect on local the local household. We provide zero-maintenance energy solutions for housetops to provide them with energy solutions with use of reliable and safe materials.

Migration of ad spending to digital media continues to drive change in the industry. Global media owner revenue from digital ads, including search, social, and mobile, has surpassed TV ad revenue, according to Zenith. Within the industry, competition is high between firms that provide traditional TV or print advertising and those that provide more modern digital and mobile/social focused services. This leads many larger firms to create or acquire brands that offer a wider array of services.

A2.INDUSTRY TRENDS

The marketing services market is poised to witness an accelerating spend growth momentum owing to factors like the growing usage of the Internet, increasing number of smartphone users, and a rise in the number of social networking sites.

“Marketing services providers are advised to employ experts who are creative and have in- depth knowledge regarding end-consumer requirements. They will be able to develop a creative platform for integrated marketing campaigns without deviating from the buyer’s marketing goal,” says Spend Edge procurement expert Tridib Bora.

The following factors to play a key role in influencing the global category spend for the marketing services market.

The main objectives to study the solar panel market are:

- India is to a great extent subject to petroleum derivative imports to satisfy its energy needs.
- More noteworthy import reliance is a danger to India's energy security as it brings worldwide market unpredictability in with the general mish-mash.
- We need to move our concentration towards the environmentally friendly power sources.
- To advance environmentally manageable development while tending to India's energy security challenges
- It can likewise make a great many job positions in the solar industry and support progress in every aspect of advancement, fulfill its dream of becoming the ‘India of the future’

- Growing usage of internet

Increasing usage of different types of marketing services industries such as retail, financial services, and automobile to get access to a larger audience base.

A3. INDUSTRY ANALYSIS

Porter's five force model is a system that endeavors to break down the dimension of rivalry inside an industry and business methodology advancement. It draws upon modern association (IO) financial matters to infer five powers that decide the focused force and, in this way, engaging quality of an Industry.

It is used as a structure for braking down an organization's aggressive condition. The number and intensity of an organization's focused adversaries, potential new market contestants, providers, clients, and substitute items impact an organization's productivity. Examining these components can be utilized to direct business methodology to build upper hand. This model was named after Michael E. Porter.

Introduction to Porter Five Forces

First published in 1979, "How Competitive Forces Shape Strategy" by Michael E. Porter, revolutionized the field of strategy. Popularly known as "Porter's Five Forces" - not only influenced a generation of academic research but also provided a map to rigorously analyze the competitive forces.

Porter Five Forces that Determine Industry Structure

Porter Five Forces model is heavily borrowed from the traditional field of micro economics. The five forces that determine the industry structure of organization are -

1. Bargaining power of buyers of Peacock Solar – If the buyers have strong bargaining power, then they usually tend to drive price down thus limiting the potential of the Peacock Solar to earn sustainable profits.
2. Threat of new entrants - if there is strong threat of new entrants then current players will be willing to earn less profits to reduce the threats.

3. Bargaining power of suppliers of Peacock Solar - If suppliers have strong bargaining power, then they will extract higher price from the Selco Harish.

4. Rivalry among existing players – If competition is intense then it becomes difficult for existing players such as Peacock Solar to earn sustainable profits.

5. Threat of substitute products and services - If the threat of substitute is high then Peacock Solar has to either continuously invest into R&D or it risks losing out to disruptors in the industry.

Why Porter's five forces analysis is important ?

One can use Porter Five Forces model to analyze the competitiveness faced by protagonist in case study. Porter five forces analysis will help you in understanding and providing solution to – nature & level of competition, and how Peacock Solar can cope

Even though from outside various industries seem extremely different but analyzed closely these five forces determines the drivers of profitability in each industry. You can use Porter Five Forces to understand key drivers of profitability of Peacock Solar

How is Porter's five forces framework used in developing strategies?

To achieve above average profits, compare to other industry players in the long run, Peacock Solar needs to develop a sustainable competitive advantage. Industry analysis using Porter Five Forces can help Peacock Solar to map the various forces and identify spaces where Peacock Solar can position itself.

By doing Industry analysis using Porter Five Forces Peacock Solar: Harnessing Sunlight to Create Livelihood can develop four generic competitive strategies.

The four generic competitive strategies

Cost Leadership

In cost leadership, Peacock Solar: Harnessing Sunlight to Create Livelihood can set out to become the low-cost producer in its industry. How it can become cost leader varies based on the industry forces and structure. In pursuing cost leadership strategy, Peacock Solar can assess – (pursuit of economies of scale, proprietary technology, supply chain management options, diversification of suppliers, preferential access to raw materials) and other factors.

Differentiation

Peacock Solar can also pursue differentiation strategy based on the industry forces description. In a differentiation strategy Peacock Solar can seek to be unique in its industry by providing a value proposition that is cherished by buyers. Peacock Solar can select one or more attributes that can uniquely position it in the eyes of the customers for a specific need. The goal is to seek premium price because of differentiation and uniqueness of the offering. Industry analysis using Porter Five Forces can help Peacock Solar to avoid spaces that are already over populated by the competitors.

Focus - Cost Focus & Differentiation Focus

The generic strategy of Focus rests on the choice of competitive scope within an industry. Peacock Solar can select a segment or group of segments and tailor its strategy to only serve it. Most organizations follow one variant of focus strategy in the real world.

- The Focus Strategy has two variants.
- In cost focus a Peacock Solar: Harnessing Sunlight to Create Livelihood can seek a cost advantage in its chosen segment.

In Differentiation strategy Peacock Solar: Harnessing Sunlight to Create Livelihood can differentiate itself in a target segment in its industry.

Both variants of the focus strategy rest on differences between a Peacock Solar: Harnessing Sunlight to Create Livelihood's target segment and other segments in the industry.

A4.ABOUT PEACOCK SOLAR

Residential energy partner leveraging data-tech & finance to deploy solar: By F6S.com

Peacock Solar is building a tech foundation that use information to get to property holders needing to go sun oriented. Peacock gives admittance to top notch solar services at most minimal expense conceivable. Utilizing, promoting and normalized setup, Peacock empowers mortgage holders to easily change to solar devices and even gives money to trustworthy ones. When introduced, solar based offers freedom and additionally serve property holders with esteem added administrations and items, in this way expanding lifetime esteem (LTV) of the client for a low client procurement cost (CAC).

To flourish in the midst of urbanization, we will in general zero in on the moment delight of our requirements. Peacock Solar-private roof solar based organization, try to meet your energy needs reasonably. Peacock Solar a private housetop solar organization, try to meet your energy needs reasonably.

Yet, to support, we need to address the issues of today without compromising the necessities of tomorrow. With this idea to me, we at Peacock Solar-a private roof sun powered organization, seek to make an effect on the local area. Established by a group of IIT, ISB and IIM alums, the organization was as of late chose by 'The Climate Finance Lab' to be among top 9 speculation thoughts around the world focused on manageable turn of events. We give zero-upkeep energy answers for clandestine your inactive roofs to manageable forces to be reckoned with that are spotless and Safe.

Peacock Solar Private Limited fused with MCA on 09 June 2020. The Peacock Solar Private Limited is recorded in the class of organization and delegated Non Govt Company. This organization is enlisted at Registrar of Companies (ROC), Rajasthan with an Authorized Share Capital of Rs. 1 LAC and it's settled up capital is 1 LAC.

Peacock Solar Private Limited organization enrollment number is 069023 and its Corporate Identification Number (CIN) gave from MCA is U74999RJ2020PTC069023.

Peacock Solar Private Limited organization's enlisted office address is Villa No. 29, Arg City Kishangarh Highway, Near Ashok Udhyan Ajmer Rj 305001 In.

Current status of Peacock Solar Private Limited organization is Active.

Peacock Solar a private roof solar based organization, seek to meet your energy needs economically.

We have confidence in saddling the unblemished force of nature and giving a manageable and simple way of life for quite a long time to come. The soaring cost of power makes solar based boards the need of great importance. A variety of solar based cells in the solar oriented board retains daylight to produce power by the photograph voltaic impact. We have a start to finish answer for solar based board establishment.

Heads of Peacock Solar Private Limited are Gopal Lal Baheti, Aayush Maheshwari and Ankita Jethalia.

Brands owned by the company: Peacock Solar owns and operates many brands:

1.Blitz Jobs: is a Human Resources organization and has base camp in Bengaluru, Karnataka, India. Blitz Jobs has some expertise in HR.

Blitz jobs has been set up with a dream to give top tier labor force answers for associations, universities and people the same. Blitz jobs is a definitive answer for all the HR issues associations face. We are 100% dedicated to furnishing our customers with first class arrangements that leave them fulfilled and speed up their development.

We give assets to Startups at easing up speed and assist gifted Individuals with getting put through AI.

Assisting the organization to take part in business with customers.

Recognizing possibilities by understanding phone and postal district registries and other arranged postings.

Blitz Jobs key innovations utilized on the site. Check the segment to get familiar with which apparatuses and advancements are utilized by Blitz Jobs and what amount is Blitz Jobs situated towards innovation.



2.Nyra Naturals: a relatively new startup it focuses on body products. It has a varied range of products like moisturizer to body milks. This diversity among products is available to solve customer requirements of all age groups and all skin types.



Services Provided: Peacock Solar additionally provides the following 4 services:

- Demand generation - Get the right message in front of the right people at the right time as often as possible. The challenge is creating the right message, finding the right people, and determining the most efficient ways to connect with those highly-qualified prospects who want your products.
- Content strategy and development - Through audits, research, data targeting, analytics, and optimization, Peacock Solar helps companies develop intelligent and integrated content strategies and campaigns tailored specifically for your goals and target audience.
- Content syndication – Promoting content with one of the most effective B2B content syndication networks on the market. Achieve lead generation success, amplify your reach, capture intent-based leads, and increase ROI while reaching professional decision makers who are actively searching for industry-related topics.

Target Market for Peacock Solar: caters to many professionals in the field of Human Resources, Marketing, Technology, and Finance. Some of Peacock Solar's competitors are:

ACME SOLAR, Vikram solar, Adani Power, Tata Solar, Jinko solar.

A5. THE PEACOCK SOLAR TEAM

CORE TEAM:

1.Pramod Kumar Maharia

Co-founder

Concentrating Solar Power professional

IIT M alumni



2.Aniket Baheti

Co-founder

Operations specialist

IIT B , ISB



3.Hardik

Technical expertise

IIT K IIM B alumnus



Execution Team

1.Sweta Singh

HR expert



2.Ashish Verma

Procurement analyst

Stock manager and looks after Blitz jobs as well



A6.PEACOCK SOLAR'S MISSION AND VISION STATEMENTS

The company's Mission and Vision statements are as follows:

1.Mission

To be India's leading residential energy partner.

2.Vision

It is to get Solar power at every home

3.Main Goal :

To provide green energy source and reduce the carbon footprint on every residence.

To provide clean energy access to household and improve their lifestyle.

4.Why Peacock Solar :

High quality installation

International recognized

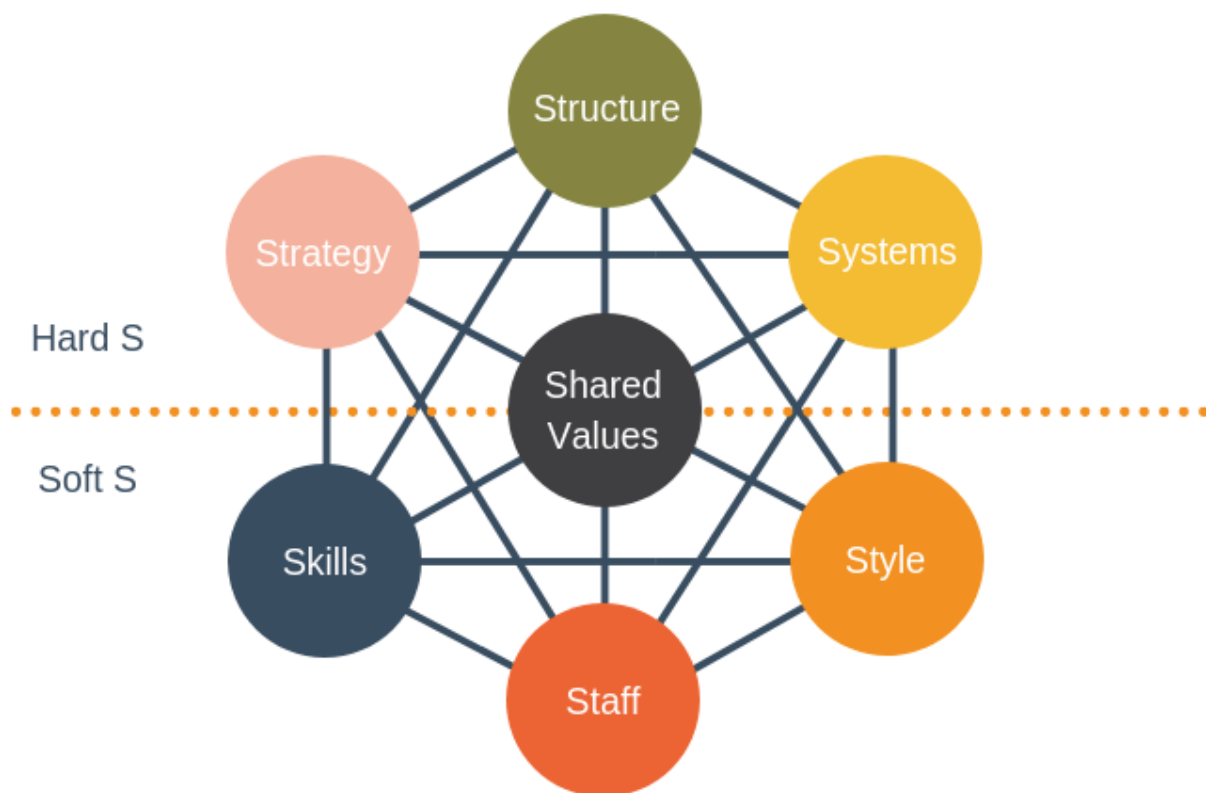
Reliable service and maintenance

10 plus years of experience

A7. MCKINSEY'S 7S FRAMEWORK

The tool McKinsey 7s model analyzes firm's organizational design by looking at 7 key internal elements: strategy, structure, systems, shared values, style, staff and skills, in order to identify if they are effectively aligned and allow organization to achieve its objectives.

McKinsey 7S Framework



Following is an analysis of the 7S Framework for Peacock Solar:

Strategy

The key growth driver at Peacock Solar is its Content Development division, as the company provides growth solutions through content.

Structure

Peacock Solar has a matrix structure combined with the culture of a flat organization. The organization is not centralized and allows autonomy to different divisions, but at the same time they have significantly developed their reporting systems. This structure does not make the organization any less compliant or serious when it comes to work.

Systems

The culture that the organization has is maintained in all departments and locations. The culture they follow is an open-door policy, maintaining the respect to the individual and roles alike. Proper training is provided to new and existing employees to retain and develop the talent in the organization. All the systems are aligned with the corporate.

Shared Values

Ownership, cohesion and collaboration along with innovation and care for society are the values that can be seen through their performance oriented and customer focused working style.

Style

There is ample opportunities and chances of growth for employs. The employs are valued the most and they give employs space for innovation, more specifically related to Content Development. The leadership style that is followed is

Democratic leadership at all levels in the organization. Decision making is a participative process. Every employee's view is paid heed to and then consensus.

Staff

The team members at Peacock Solar have a sense of ownership and accountability to the organization. The staff is trained and gradually made to believe in the organizational value. Thus, every point of contact in the organization has a consistency of communication and thoughts. The organization too reciprocates to this behavior of the employees, satisfactorily.

Skills

The staff including the technical, managerial and support roles, are trained to have some basic soft skills, in order to enhance the culture. Beyond this, the skilled and unskilled staff at the organization has support and growth in the organization.

PART – B
PROJECT WORK

PROJECT WORK

At the onset of the internship held a Town hall Meeting that included all the employees from all of their offices, as well as their interns and freelancers. In this meeting, they talked about the impact that the global pandemic would have on their operations, guidelines to be followed while working from home, reporting instructions, assistance provided by them and the applications that will be used for communication and for ensuring smooth flow of work.

Soon after this, I had a called with my organization mentor Ashish Verma, he explained to me the various projects I'll be undertaking as well as the details of the projects under her supervision.

The Summer Internship program with Peacock Solar allowed me to work on the following projects over the 8 weeks:

- Project 1: Content Development and Design
- Project 2: Research for Lead and Demand Generation
- Project 3: Marketing Campaigns

These projects have been outlined in detail in the following segments.

B1. PROJECT 1: CONTENT DEVELOPMENT AND DESIGN

Earlier, Peacock Solar used to have a small in-house team and a team of freelancers creating and deploying content for all of their own web properties, as well as their clients. However, following the budgetary changes influenced by the global outbreak of COVID-19, the company had to cancel all freelance and outsourced contracts. In lieu of this, I was tasked with working closely with the content development team led by Ashish Sir.

I worked on the following assignments under this project:

- Content pieces for their own web properties
- E-mail newsletters
- Website whitepapers
- Investor pitch deck
- Client service decks
- Client campaign decks
- Interactive content

B2. PROJECT 2: RESEARCH FOR LEAD AND DEMAND GENERATION

The second project that I worked on was research for lead and demand generation. For this, I worked with Ashish Sir in order to understand the kind of leads they each wanted for their teams. I then worked alongside the research team to compile a list of prospective clients and their contact data as well as work profiles. This project provided great insight into persona creation.

B3. PROJECT 3: MARKETING AND PUBLIC RELATIONS CAMPAIGNS

The final project I worked on was to manage the company's own marketing campaigns. For this, I first had to prepare a detailed social media marketing plan for all of its various social media handles.

As part of the company's public relations campaign, I had to reach out to potential leads researched in Project 2, and initiate a conversation for a possible guest post, interview or collaboration opportunity with any of our web properties.

B4. SUGGESTIONS AND RECOMMENDATIONS TO THE COMPANY

In my 8-week stint with the various teams and employees at Peacock Solar, I can say that the company has a very well-balanced work culture. The leaders are very cordial and believe in putting their team members ahead. They were also very understanding of the situation that everyone was going through owing to the pandemic.

On the work front, the company has a very well-oiled machine for workflow distribution and communication. However, from the projects that I undertook, I can make one recommendation to the company's marketing team – to run more paid campaigns on social media and leverage the analytics. Moreover, I noticed that there were a lot of people that I had to answer to since I was working with different teams. However, there was an obvious lag in communication between the team members because of which I had to rework on some of the assignment's multiple times. I understand that having a global team working across time zones causes such an issue, but more concrete communication would have been very helpful.

PART – C
LEARNINGS FROM THE
SUMMER TRAINING PROJECT

LEARNINGS FROM THE SUMMER TRAINING PROJECT

The summer training project provided me with an amazing opportunity to put into practice the theoretical knowledge that I had gained throughout my three years of B.B.A as well as the first year of MBA.

Some of the learnings have been listed here:

- One of the key learnings from the Summer Internship Programmed is the importance of a well conducted research and its impacts on the actual work done.
- The tonality of the content creates a subliminal effect that goes unnoticed by the audience, but is carefully designed and positioned by the marketer.
- Content is beyond creativity. It requires the right frameworks, research and tools of marketing to get the required traction.
- Better understanding of a formal event management, targeting and reaching the prospects and communicating the messages through the right collaterals.
- While presenting an idea to superiors or managers, always prepare a proposal with W5H brief, competition, feasibility and likes of the same.
- Understanding the competitors' USP and their value proposition is equally important while going on field and presenting your own product.
- Getting the connect through colloquial language is another key aspect.
- The marketing services industry has many thought leaders as their influencers; thus, relationship management becomes a key step in the process.
- Making brief presentations that are encompassing of the

product and works as a convincing sales pitch.

- Formal etiquettes like the right tone to communicate, the right way to greet managers and the correct way to report work done. These usually go unnoticed but have a huge significance
- Formal Practices like being punctual, appropriate dress code even for virtual meetings, communicating well, meeting deadlines etc. are again a part of the role and thus should be followed
- In case of a boardroom split or a personal conflict in the meeting, always be neutral and never pick a side
- Always have a post event report ready, for smallest of the events and meetings
- Communication, being the key to efficiency, can be improved by understanding the model of Attention, Acceptance and Action
- While presenting your offering to a client, cater it as per the need of the individual client. Client pitch decks cannot be the same for two clients
- Summarizing the projects with a summary report enables better analysis of work and also suffices future record requirements
- Team work in terms of smallest of the things leads to lessened load and more benefits for all.
- Learnt to make good use of the entire Microsoft Zoho Services and a few other software that facilitated working from home and with global teams.

PART – D
ANNEXURES

INTERNSHIP COMPLETION CERTIFICATE



TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Ms. Sakshi Soni** completed her internship as a
Business Developer in our organization.

Duration of Internship –May 1,2021 to July 3,2021.

We found her sincere, punctual and result oriented and we wish her success
in her career.

Thanks,

Sweta Singh
Human Resource
Peacock Solar
03.07.2021