



**MBA (FT) 2020-22**

**Summer Internship Programme**

**Final Report**

**Jain Amar Clothing Private Limited (JACPL)**



**Submitted By:**

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**Submitted To:**

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**Date of Submission**

12<sup>th</sup> July, 2021

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<b>Purpose of Report</b>	Submitted as a partial fulfillment for the award of Degree of Masters of Business Administration Batch (2020-22)
<b>Institute Name</b>	Institute of Management, Nirma University, Ahmedabad
<b>Submitted To</b>	Prof. Sanjay Jain
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## Undertaking

To Whom It May Concern:

I, Muskaan Singh, hereby declare that this assignment is an original work conducted by me under the guidance of my organizational mentor and faculty mentor, and is not copied from anyone/ anywhere. I further declare that this assignment has not previously formed the basis of the award of any degree or diploma or any title or similar recognition. If found similar to other sources, I shall take complete responsibility of the action, taken thereof by, **IMNU**.

**Name** : Muskaan Singh

**Roll No.** : 201328

**Section** : C

**Batch** : MBA – FT (2020 - 2022)

**Date** : 12<sup>th</sup> July, 2021

## Acknowledgement

I would like to extend my heartfelt and sincere gratitude towards all the people who have helped me in this endeavour. I would not have succeeded in the project without their active support, guidance, supervision, cooperation & encouragement. In these unpredictable times, their backing and encouragement helped me to meet the challenges of the moment and those yet to come.

To start with, I take this opportunity to thank Institute of Management, Nirma University, for providing me with the opportunity of this summer internship.

I would like to express my sincere thanks towards Jain Amar Clothing Pvt. Ltd. for providing me the opportunity to undertake this Internship in these tough times, which will undoubtedly prove to be very beneficial for me in my future assignments and my career ahead. This summer internship programme played a big role in my professional development.

I wish to extend my gratitude towards my Organisational Mentor, Mr. Narinder Kumar (Assistant Buyer at Jain Amar Clothing Pvt. Ltd.) who in spite of being busy with his responsibilities and duties, took time to keep me on the right track and constantly provided me with his advice wherever required.

I am highly grateful to my faculty mentor, Prof. Sanjay Jain, for his constant motivation and invaluable guidance, support and suggestions in the completion of my project, as well as for being available all time for advice and mentorship.

## Executive Summary

This report highlights the learnings and experience I had during my summer internship at Jain Amar Clothing Pvt Ltd., an apparel and accessory company that offers fast, easily accessible, and economical fashion for men, women, and teens. The company has a vision and purpose to showcase lifestyle brands. In order to get customer attention and respect for their quality and designs, the firm aims at establishing a portfolio of products and global brands.

I was recruited as a Marketing Intern, and had to work in the field of 'Retail Planning and Merchandising'. I got the task to study some of the most important topics in this field. Luckily, I also got the opportunity to work as a Sale Intern. I assisted the sales intern and dealt directly with the customers. It was my first on the job experience.

This project report mainly focuses on the knowledge I gained and the work I did as an intern in the span of 9 weeks of my internship. This report has three parts namely Part A - It talks about the organizational profile; Part B comprises the main body of the project i.e., Work done, methodology; and Part C which talks about the key learnings and the insights I gained throughout my internship.

During these 9 weeks of my internship, I gained knowledge and experience in various segments of marketing. It was a wonderful and totally new experience as I grew as an employee and also a marketer. Since the organisation follows an open-door policy, I was able to ask a lot of questions and learn freely with the help of my mentor.

# **Part A: Profile of the Organisation**

## 1. About The Organization:



Image source: <https://images.app.goo.gl/JC1fzFr4JXa1WkyW6>

Founded in India in 1939, **Jain Amar Clothing Private Limited (JACPL)** is an apparel and accessory company owned by a family. It's a private unlisted company classified as 'company limited by shares'. It offers fast, easily accessible and economical fashion for men, women, and teens. The company aims at establishing a portfolio of products and global brands that enable the company to earn customer attention and admiration for their quality and designs, along with a vision and mission to highlight lifestyle brands.



Image source: [https://www.instagram.com/p/9GyrlbqQ8h/?utm\\_medium=copy\\_link](https://www.instagram.com/p/9GyrlbqQ8h/?utm_medium=copy_link) ;  
[https://www.instagram.com/p/6XHXESqQ5b/?utm\\_medium=copy\\_link](https://www.instagram.com/p/6XHXESqQ5b/?utm_medium=copy_link)



<b>Website:</b>	<a href="http://www.jacpl.com">http://www.jacpl.com</a>
<b>Industry:</b>	Apparel and Fashion
<b>Company size:</b>	1,001 – 2,000 Employees
<b>Directors:</b>	6
<b>Headquarters:</b>	Ludhiana
<b>Corporate Office:</b>	Gurugram, Haryana
<b>Type:</b>	Privately Held
<b>Founded:</b>	1939
<b>Specialities:</b>	Fashion Retail, Apparel Manufacturing, Franchising, Supply Chain.

The products are sold across three continents, in over 2,000 stores and are presented through eighth labels. The firm markets its product portfolio through a consolidated network of large format sores, distribution provisions and e-commerce platform. 150 Exclusive Brand Stores of the company help it to market its three premium brands in three international markets.

It ensures the supply chain is efficiently managed through an integrated and centralized logistic centre. It also lays emphasis on customers' requirements and aims at fulfilling them 24x7.

Its international brands are:

**a) Madame**



Image source: <http://www.jacpl.com/>

**b) Opt**



Image source: <http://www.jacpl.com/>

**c) NYCITI**



Image source: <http://www.jacpl.com/>

**d) ARITZYA**



Image source: <http://www.jacpl.com/>

**e) SECRET**



Image source: <http://www.jacpl.com/>

**f) Camla (Joint Venture of JACPL with Barcelona based company)**



Image source: <http://www.jacpl.com/>

**g) Jain Amar**



Image source: <http://www.jacpl.com/>

**i. Vision and Mission of JACPL**

- **Vision:**  
To be the company that sets trends in the chosen ventures and earns the admiration of customers for excellence in quality.
- **Mission:**  
To build a unique portfolio of brands and services, stay ahead of competitors in adaptation, innovation and be recognized worldwide.

## 2. About The Industry:

### i. Indian Textile and Apparel Industry

Textiles and apparels from India have a long history of exquisite craftsmanship and international reach. Indian cotton, silk, and denim are quite popular around the world, and with the increase in Indian design talent and ability, Indian apparel seems to be really successful in other fashion centers across the world.

The Textile and Apparel Industry in India is witnessing rapid growth, expansion and development in the Indian industrial sector as well as overseas. In this era of globalization, India has been seen as the next country with the highest 'Growth Potential' after China, owing to its inexpensive labour and natural resources. Over the time, India has become one of the most appealing market locations for the manufacturers and retailers. With a vast raw material and manufacturing base, India is the world's second-largest exporter of textiles and apparel. When it comes to domestic share and exports, the textiles and apparel industry is a major contributor to the economy. It accounts for roughly 7% of industrial production, 2% of GDP, and 15% of the country's overall export revenues. The industry employs over 45 million people directly, making it one of the country's major employment generators.

### India's Domestic Textile and Apparel Market Size (In US\$ billion)

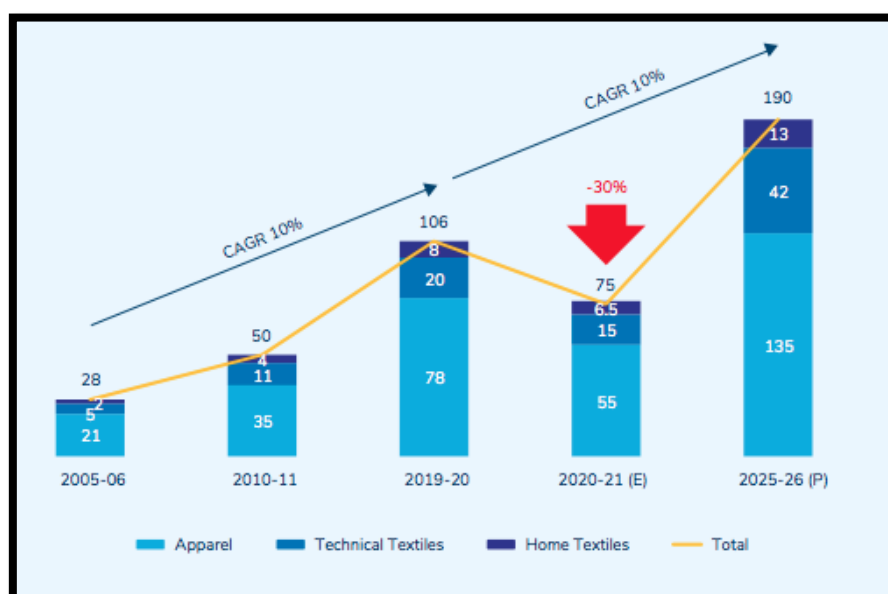


Image source: <https://aepecindia.com/system/files/Annual%20T%20and%20A%20Industry%20Report-2021.pdf>

In 2020-21, the domestic textile and apparel market in India is expected to be valued at US\$ 75 billion. In 2019-20, the market declined by 30% from its peak of US\$ 106 billion. From 2019 - 20, the segment is predicted to recover and develop at a ten percent compound annual growth rate (CAGR) to reach US\$ 190 billion by 2025-26. In India, apparel accounts for 73 percent of the entire Textile and Apparel market.

### Indian Textile and Apparel Exports (US\$ billion)

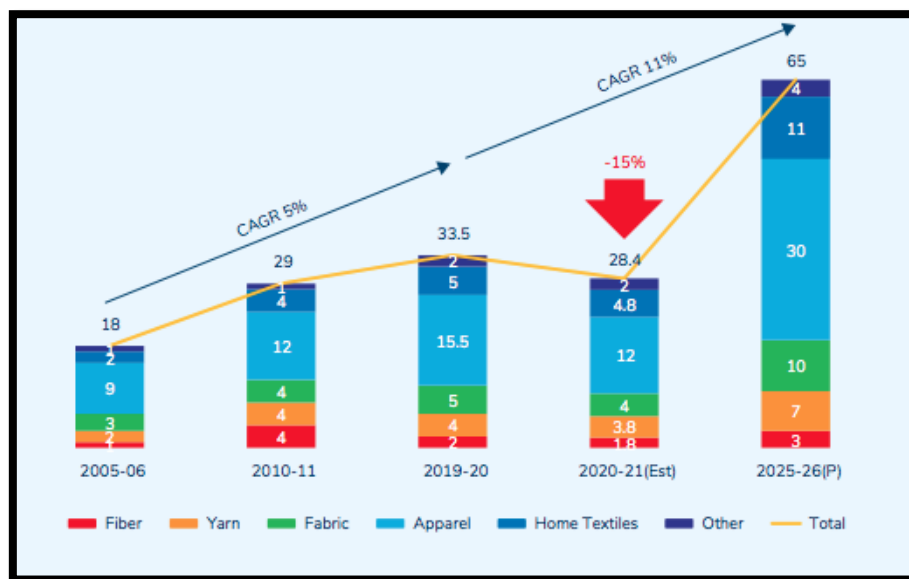


Image source: <https://aepecindia.com/system/files/Annual%20T%20and%20A%20Industry%20Report-2021.pdf>

In 2019-20, India's Textile and Apparel exports amounted to \$33.5 billion. India's Textile and Apparel exports are anticipated to drop by about 15% as a result of Covid-19 pandemic, therefore reaching US\$ 28.4 billion in 2020-21. Textile and Apparel exports from India are anticipated to reach US\$ 65 billion by 2025-26, increasing at a CAGR of 11%.

## Indian Textile and Apparel Imports (US\$ billion)

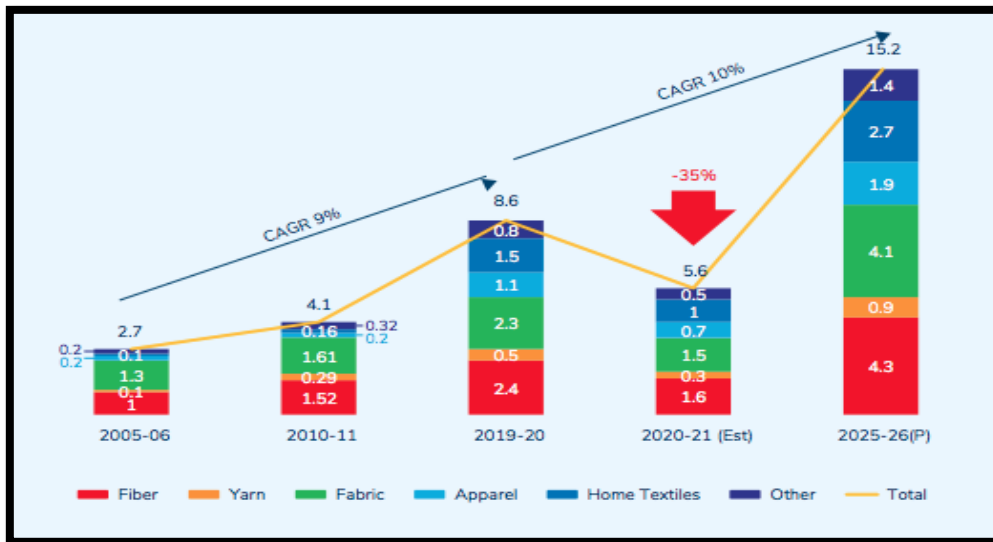


Image source: <https://aepecindia.com/system/files/Annual%20T%20and%20A%20Industry%20Report-2021.pdf>

In 2019-20, India's Textile and Apparel imports reached US\$ 8.6 billion. However, due to COVID 19 pandemic they are estimated to fall by about 35% in 2020-21, thus reaching US\$ 5.6 billion. Textile and Apparel imports are anticipated to rise at a CAGR of almost 10% by 2025-26, thereby reaching US\$ 15.2 billion.

## ii. Porter's Five Forces Analysis of Textile and Apparel Industry

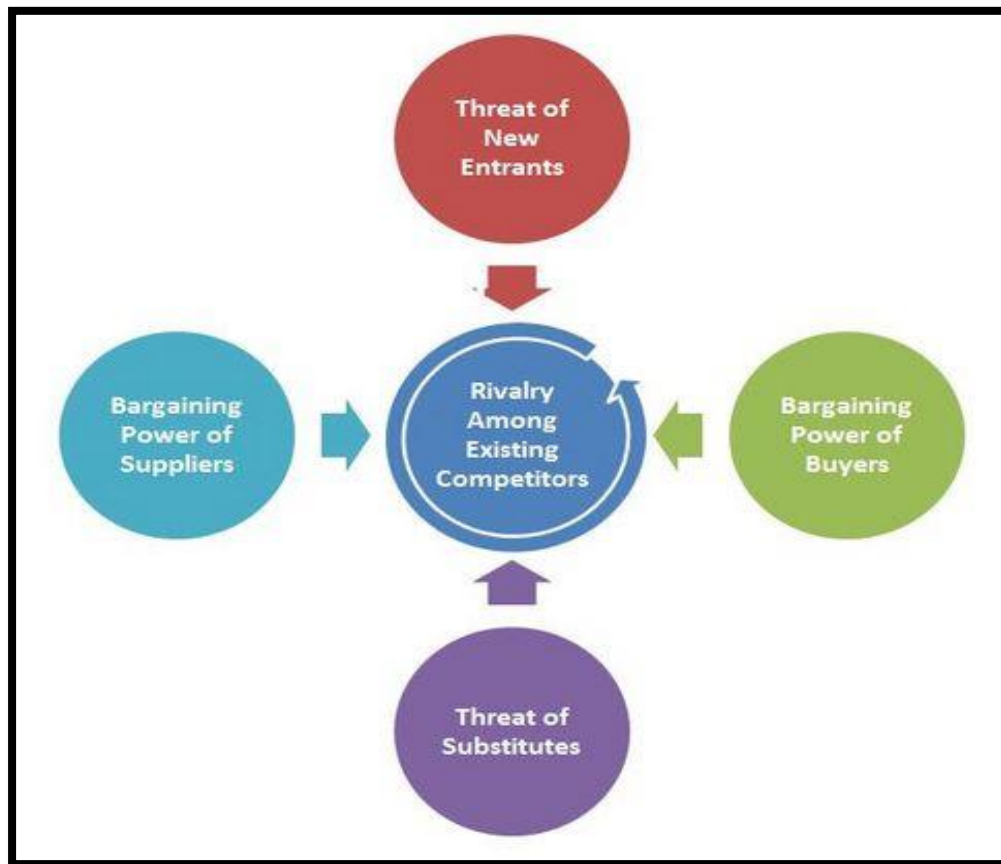


Image source: <https://managementhelp.org/blogs/strategic-planning/2015/12/22/50-tips-and-tools-for-effective-strategic-thinking/porter-five-forces-model-of-strategy-480wide-2/>

### a) Competitive Rivalry:

- There is high degree of competition between private labels and established brands.
- Quota free regime.
- When it comes to assessing the intensity of competitive rivalry, the fashion and apparel sector is fascinating. There are a numerous apparel stores that offer identical items, but there's also the concept of brands, which allows certain firms to sell clothing at ridiculously low prices. Since there is no innovation in this sector these days, the market is getting saturated with extremely similar products.

### b) Threat of New Entrants:

- In the fashion business, the threat of new entrants is a weak force. As previously said, it is a crowded business, and in order for a new brand to succeed, it must demonstrate considerable uniqueness. Brands may still discover innovative strategies to gain popularity

and success. This is evidenced by the growing popularity of quick fashion. Furthermore, funding is a big stumbling block. Apart from infrastructure, business also need to invest in human resources, marketing and distribution chains. As a result, the danger of new entrants in the fashion retail business is not a significant factor.

**c) Substitute Products:**

- Substitutes pose a danger from within the industry. Because of the fierce competition, no brand can be certain that it will continue to sell and maintain its celebrity status if it does not focus on its customers. Every brand or label has a number of rivals, and space is becoming increasingly scarce. Brands have crowded the fashion and apparel industry from the high end to the low end.
- So, even though there isn't a substitution for clothing in general, brands have many. Even for people who cannot afford high-end brands, there are alternatives like Zara that can provide high-end looks at a cheaper cost.

**d) Bargaining Power of Suppliers:**

- Supplier power is a minimal and marginal factor in the fashion and apparel retail sector. Suppliers have minimal influence in the clothing business since they are temporary and may be replaced at any point of time. As a result, input costs in this industry are low and will remain so until the worldwide development gap narrows considerably.

**e) Bargaining Power of Customers:**

- The most powerful force is buyers' negotiating power, which allows them to switch retailers, lower prices or refuse to purchase items. Buyer's power is a very powerful factor in the fashion and apparel business.
- While most apparel buyers have little to no direct negotiating power, they have a plethora of other places to shop for clothing and no need to stick to one place. Therefore, they got plenty of indirect bargaining power.



### **iii. Apparel Industry in India**

Talking about the apparel industry, it is one of the most significant sectors of the global economy in terms of investment, income, trade, and job creation. The clothing industry's importance is solely based on its contribution to industrial productivity, growth and employment. After agriculture, the apparel industry contributes to the country's GDP and therefore it plays a significant part in its augmentation. The apparel industry encompasses all the businesses that are primarily involved in the production of various types of clothes.

There has been significant shift in the general retailing industry in recent years, particularly in apparel retailing, which used to be purely a made-to-order market for clothing but now it has evolved into a ready-to-wear sector. In recent years, India has gained a reputation as a significant supplier of high-quality fashion apparel. Apart from this, Indian apparels have been receiving appreciations in key marketplaces throughout the world. Many International clothing and fashion companies are now strengthening themselves in Indian marketplaces, as well as among Indian customers. Fashion retailers are now positioning their brands and pricing them competitively in order to capture the attention of the discerning Indian customer and gain a larger share of the Indian fashion and apparel industry. In the recent few months, major global brands such as Zara, Diesel, H&M and Vero-Moda have established their stores in India. Marks and Spencer (M&S), a British high street retailer, has announced plans to dramatically expand its foothold in Indian apparel market. M&S presently owns 17 outlets in the country through a joint venture (JV) with Reliance Retail.

Kid's clothing, men's clothing, and women's clothing are amongst the garments produced. All these are all part of the apparel market. The men's apparel market in India accounts for 46% of the overall apparel market. This is due to a growing demand for ready-to-wear clothing, which has become unavoidable with the increasing trend of urbanization. Women's clothing, on the other side, accounts for 17% of the overall apparel market in India and is continually growing due to changes in working women's clothing preferences. Additionally, cross-national migration and employment in MNCs has significantly raised the preference for branded Western and Indo-western apparels among working and younger women. The kids' apparel market accounts for 37% of the total apparel market, yet brand penetration in this sector is the lowest at 9%, indicating that there is a lot of room for branded business houses to earn profits from this segment. Fashion, climate, location, culture, and fiscal considerations have contributed to the diversification of India's apparel industry.

#### **iv. Impact of Covid on Indian Apparel Industry:**

All economic activities, keeping aside essential products and services, came to a halt as a result of the pandemic. This had a great impact on apparel industry as well.

##### **a) Manufacturing Shutdown:**

The country faced complete lockdown for few months. However, some of the firms were allowed to operate who devoted their production systems to PPE manufacturing. Therefore, the majority of the production units were underutilized when the restrictions were eased.

##### **b) Cancelled Orders:**

International and local clients cancelled or halted their orders due to the market uncertainty.

##### **c) Logistics Suspended:**

Disrupted logistics and halted foreign commerce had an impact on the whole value chain. India's net trade in April and May 2020 was around 50% lower month-on-month than what it was in the previous year.

##### **d) New Consumer Trends Emerged:**

Due to an increased market, India's e-commerce sales of products and clothing rose dramatically in 2020. The desire for casual wear clothing over formals was fueled by work-from-home culture.

##### **e) Slump in Physical Retail Sales:**

For at least 4-5 months, lockdown restrictions across the country resulted in a decreased in-store sales. Furthermore, sales during the holiday and wedding seasons were severally impacted.

## Category-wise Recovery in Domestic Market

In 2020, consumption in all clothing categories was severely affected. The rate of recovery for each group, however, varied.



Image source: <https://aepecindia.com/system/files/Annual%20T%20and%20A%20Industry%20Report-2021.pdf>

### v. Future of Apparel Industry:

As it seeks to re-invent itself, the sector is certain to see a lot of activity in the coming months. One of the most significant consumer-facing industries is fashion and clothing industry. But last year due to the impact of coronavirus, the industry showed a decline. Apparel is one of the first segments to suffer as consumers tighten their purse strings and cut down on non-essentials. This industry, in addition to employing millions of people (mostly women), is a forerunner of the huge consumption story.

- a) Because customers are more likely to stay at home for extended periods of time with less work and social engagement, categories like women's athleisure, which were already growing, are expected to accelerate even more. Furthermore, the diversity and designs of professional work-wear may suffer as a result of transition to everyday comfortable clothing. Comfortable home wear and stylish masks are anticipated to grow in demand and popularity. There is a potential trend towards year-round comfort

clothing rather than seasonal clothing (e.g., weather, spring, summer). Since customers are becoming more conservative, price-conscious customers are expected to down-trade and focus less on qualities such as sustainability. Due to concerns about hygiene and safety, emerging go-to-market models such as subscription, rental, and re-commerce are more likely to suffer a significant setback.

- b) The apparel sector in India employs about 150,000 people, mostly women, in various manufacturing clusters like Ludhiana. Due to lower footfall in tier 1 cities, sales employees (mainly women) feel relieved. As a result, the Indian government has urged large clothing purchasers not to cancel their orders. This pattern of work loss is expected to continue until demand stabilizes. However, in tier 2 and 3 cities, the loss of work or jobs is on the lower side because there is limited perceived damage due to covid and demand is strong.
- c) Consumer purchasing behavior in the apparel industry has evolved to phygital, which includes both digital and physical channels. This tendency is expected to continue, although customers will increasingly choose to window shop for items online rather than buy them in a store (with the exception of products such as socks, Innerwear which cannot be tried on by others). As a result, over the next few quarters, e-commerce firms will have to offer enormous discounts to get customers back into their battle.
- d) Since the anti-China sentiments are on the rise, clothing exports from China are expected to migrate to Bangladesh or Vietnam, or maybe India. India has a great opportunity since it makes woolen or woven items. These are more sophisticated than the T-shirts that Bangladesh is known for.
- e) Due to breakout of COVID 19, Consumer marketing and events that create fashion requirements will become virtual. The communication values will shift from liberal to conservative. Fashion shows such as Chanel's, Ralph Lauren's, Dior's, Hermès', and the London Fashion Week all have gone virtual in last few months. This tendency is expected to continue in the next quarters too. In the current environment, influencers are more inclined to use digital marketing. Furthermore, global labels are partnering with influencers, rather than movie actresses, in order to generate word of mouth.

Consumers are more inclined to seek conservative communication values such as safety, cleanliness, trust, and dependability rather than progressive values such as creativity, advancement and sustainability.

- f) Most apparel players will be wishing for a miracle recovery as the festive season approaches. The forthcoming festive season will make tier 2 and tier 3 players in the apparel market laugh all the way to the banks.

## **Part B: Project Work**

## 1. Methodology

### i. Ethnographic Study

I could not visit the organisation daily due to pandemic. I visited them personally for only 3 days and it was not possible to observe the culture at their organisation in such a short period of time. But I went through their social media pages on different platforms, had a discussion with the organisation mentor and as per my research,

- Their organizational culture is really good and employee friendly. The organization conducts its business in a systematized manner; treats its employees, customers and the community extremely well.
- Religious Festivals of different religions and important international days are celebrated from time to time.

Here are some glimpses:

#### ➤ Diwali Celebrations:



Image source: [https://www.instagram.com/tv/CHhQKJkjI8M/?utm\\_medium=copy\\_link](https://www.instagram.com/tv/CHhQKJkjI8M/?utm_medium=copy_link)

➤ **Holi Celebrations:**

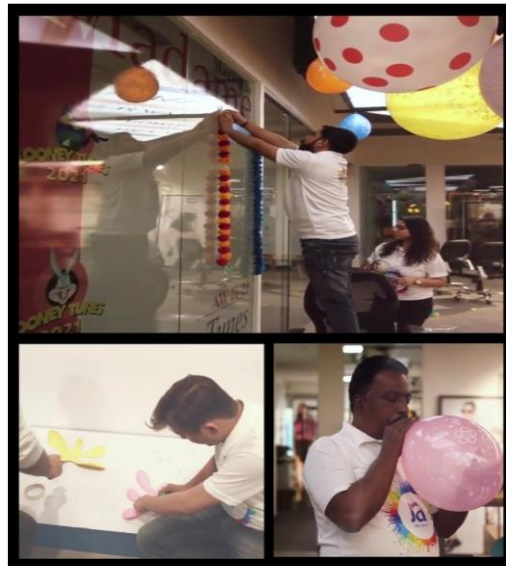


Image source: [https://www.instagram.com/p/CM9\\_LdsDWrw/?utm\\_medium=copy\\_link](https://www.instagram.com/p/CM9_LdsDWrw/?utm_medium=copy_link)

➤ **Navaratri Celebrations:**



Image source: [https://www.instagram.com/p/B3Zmk-MjcNb/?utm\\_medium=copy\\_link](https://www.instagram.com/p/B3Zmk-MjcNb/?utm_medium=copy_link)



➤ **Yoga Day:**



Image source: [https://www.instagram.com/p/CQYw3RajOtS/?utm\\_medium=copy\\_link](https://www.instagram.com/p/CQYw3RajOtS/?utm_medium=copy_link)

➤ **Covid Vaccination Drive:**



Image source: [https://www.instagram.com/p/CN74qpdjzhD/?utm\\_medium=copy\\_link](https://www.instagram.com/p/CN74qpdjzhD/?utm_medium=copy_link)

- The superiors also welcome new ideas and suggestions coming from their employees with an open heart.
- The organization follows an open-door policy and the employees can also express their grievances or any issues faced by them, by mailing directly to the Director or in person.
- Employees also seem to be committed towards their work and organizational goals as they are very punctual and hardworking even in such hard times.

- Cab facility is offered to all the employees.
- There is provision of casual leaves, paid leaves and maternity leaves for the employees.
- The organization also conducted Antigen Test for all the employees and the labour force and thereafter conducted Covid Vaccination Drive for them.

The Jain Amar Foundation as a part of its Corporate Social Responsibility, started with **Free Thali Service**, for all those infected with covid, at their doorstep. For this purpose, they formed a separate team comprising one of the directors of JACPL and some of its employees who volunteered for the same. They served 350 plus meals every day. In total they served 4000 meals approximately. The entire team worked effortlessly for the welfare of the society in these hard times, keeping their own health at stake. But in order to ensure safety and well-being of their employees, the organisation took extra precautions for their team. They got their covid tests done right before starting this service and also after discontinuation of the service. The company rightly fulfilled its social responsibility even when the Covid 19 cases were at their peak.



Image source: [https://www.instagram.com/p/COvXMi0DtbQ/?utm\\_medium=copy\\_link](https://www.instagram.com/p/COvXMi0DtbQ/?utm_medium=copy_link)



Image source: [https://www.instagram.com/p/COvXMi0DtQ/?utm\\_medium=copy\\_link](https://www.instagram.com/p/COvXMi0DtQ/?utm_medium=copy_link)

## ii. Project Assigned

So, in the beginning, organization mentor assigned me few important topics related to their business. He gave me the task of studying the following topics in detail in order to utilize the gained knowledge practically (as the process of unlocking was about to start). After easing down of the COVID-19 restriction, I visited the organisation in person for a span of 3 days only. Towards the end of my internship, luckily, I got the opportunity to work as a sale associate in one of their retail outlets.

### A. Tasks Assigned

The training started with the brief introduction about marketing which I believe is already known to most of us. But in order to build a strong and clear base, the organization mentor covered the basics of each and every topic to ensure that one can easily understand the fundamentals of all the concepts which will be covered later on in this program.

The organization mentor allotted me some important topics to study in detail. These are the essentials of marketing which play a key role in this area. I had to cover these topics and report within a week, followed by regular discussions with the organization mentor about the relevance of these aspects in general and their business in particular; and take up further tasks.

Topics I studied:

**a) Buying and Inventory Management:**

- It is essential to ensure optimum supply and management of supplies and inventory to ensure its continuous supply and avoid overstocking and understocking. It also helps in ensuring enough supply of material at the time of requirement in right quantity and quality.
- This is really important in apparel industry when it comes to customer satisfaction and keeping the costs low.

**b) Product Mix:**

- It aims at developing a product which fulfills the needs of the target customers, helps in setting its price, deciding about the distribution and promotion the product.
- The fashion industry, relies on marketing to sell their products, to a great extent. So, making the right product available at the right price in the right place and thus promoting it accurately is really important.

**c) Vendor Management:**

- Vendor management is the process that enables a company to take necessary steps to control costs, reduce potential vendor risks, ensure outstanding service delivery, and get long-term value from suppliers.

**d) Visual Display/ Promotion:**

- It serves three main purposes – differentiate the product, informs the market, increase demand.
- In the clothing business, the aesthetic quality of your window display will determine the actual footfall and will help in closing the sale.

**e) Trend Analysis:**

- It is a method of studying the market behaviour for a specified period of time for generating valuable insights in order forecast future plans and formulate appropriate strategies. It helps in identifying major traits of the market and consumers connected to it.
- In apparel industry, it is important to do so on daily basis to match fast changing fashion trends and preferences in order to run a successful business.

**f) Stock Allocation:**

- It aims at ensuring availability of right stock, in right quantity and at right time in all the retail outlets. It helps at taking right decision about storing goods at a central point and distribution of the same.

**g) Sales:**

- Main objective is to increase sales. increase profits and increase the customer base along with enhancing sale processes.
- Due to outbreak of Covid-19, many customers have made a shift to online shopping keeping in mind their safety and wellness. So online sites must be managed well in terms of product display and knowledge, easy access, effective communications.

Along with this, I learnt about the management of marketing operations under the guidance of my organization mentor. I got the opportunity to experience how these tasks are being allocated and the hierarchy in the organization.

The very first day of my visit to the organization, my organization mentor took me around the organization in order to provide me insights about what an organization actually look like and how it functions.

Also, we had a good discussion about the company's social media presence. Although their pages on Instagram, LinkedIn and Facebook are very well managed keeping in mind all the recent trends, I provided him with some outputs as to how the company can enhance its image on these platforms

## **B. Sales Intern at their Retail Store**

Towards the end of my internship program, I got the opportunity to work as a sale intern at one of the retail outlets of MADAME for a period of 15 days.

**Retail Outlet:** Brand MADAME

**Outlet Location:** Pavilion Mall, Ground Floor, Kailash Cinema Road, Ludhiana, Punjab

Daily, I reported to the store manager – Mr. Jai Kishan, sharp at 11 a.m. Most of the time I assisted the salesperson at the store and tried fulfilling my duties and responsibilities to my best.

### **Duties and Responsibilities Assigned:**

- Assisting the sales representative to present, promote, and sell apparels to existing and potential consumers using sound reasoning.
- Working closely with sales representative to help them achieve their goals by selling existing and new goods.
- Learning how to create, develop, and maintain good business relations and customer connections.
- Learning and Demonstrating a thorough understanding and knowledge of various kinds of apparel.
- Discovering how to market products to new customers.
- Assisting the customers in purchasing the items they desire.
- Assisting the store manager in arranging for appealing product displays in the windows and on the counters to attract or influence customers to buy.
- Patiently listening to the customer's concerns, needs and wants in order to help them making the right choice.

## **Part C: Learnings from the SIP**

## 1. Learnings

- The initial part of internship has been quite insightful and fruitful in terms of the knowledge I gained during this course of learning. Later, working as a sales intern in the retail outlet of MADAME helped me in shaping my skills and my direction in marketing. This experience provided me some important insights and confidence to pursue a career in the field of marketing. Apart from the theoretical learning, this internship is helping me gaining practical knowledge and real-life experience. I understood that marketing management is the game of efficiency, timeliness and customer satisfaction.

### a) **Accept the Challenges:**

I learnt that one has to keep an open mind and deal with the challenges confidently. This is a big difference between the theoretical learning and learning by experience.

### b) **Dealing with the Customers:**

Internship in retail outlets involve direct dealing with the customers, demonstrating the product knowledge, dealing how to market products to the new customers, and ensuring customer satisfaction. I learnt all this while assisting the salesperson.

### c) **Patient Listening:**

Active listening is a key communication approach while trying to close a transaction since it establishes trust and avoids misunderstandings.

### d) **Time Management:**

One of the important lessons I learnt is managing the time efficiently. It is of utmost importance in the corporate world as it signifies dedication and respect to customers and peers as well as professionalism. One must prioritize their daily tasks wisely and plan ahead.

### e) **Visual Merchandising:**

In the retail apparel sector, designing and setting up commercial displays to entice consumers is a crucial task. Designing eye-catching displays in order to draw the attention of the customers is a significant task.



**f) Inventory Management:**

It is one of the most important aspect. During my retail store experience, I noticed that that the store manager would keep a regular check on the inventory to ensure all types of apparels and sizes are available at their store. The manager or owner of a retail apparel shop may handle the inventory control. This necessitates the implementation of a system that alerts managers as to when additional items are required. The manager's responsibilities include ensuring that orders are received on time and keeping track of how much money is spent in order to obtain additional items for sale.

**g) Being Punctual:**

It is a sign of professionalism and helps in establishing your reputation as a consistent worker. In order to be regarded as a trustworthy and reliable employee you need to punctual.

**h) Professional Communications:**

The ability to communicate with people in a professional context is one of the most significant skills that I learnt during my internship. All communications should be made accurately and timely in marketing management. Conversations with employers, managers or the customers are lot more different from the ones with fellow mates or lecturers. I have gained a greater understanding of how to act professionally. This will help me a lot at the time of interviews for the jobs since I will be more confident and will sound more mature and experienced in a business atmosphere.

**i) Accepting Constructive Feedback:**

Whenever and Wherever I went wrong both at the time of tasks or at the time of the being a sales intern, my mentor or the store manager would guide me and showed me the right path. I realized that it was for my own good and growth and will help me in improving my quality of work.

**j) Whatever You Do, Put Your Best Effort:**

Initially I felt that the kind of tasks my fellow friends are getting are better than mine. But then one must always work hard even if the task is small and that too without any prior judgments. Also, this was my very first internship, which acted as a stepping-stone in the corporate world.

**k) Making Connections and Boosting Confidence:**

This program is also helping me in increasing my network and boosting my confidence, which will prove to be really helpful in my future endeavours.

**l) A New Lifestyle:**

- I am of the view that at first, it can be tough working in a professional atmosphere as for me it was totally a new and different experience. However, it is the most effective method to gain real-life, hands-on experience and learn how to navigate the workplace.
- Apart from the theoretical learning, this internship helped me gaining practical knowledge and real-life experience about the various aspects of marketing. This program provided me with a prime platform where I can transform my gained knowledge into reality and thus became capable of using relevant vocabulary and technical jargons pragmatically, thus helping me to become capable of creating an impact in the business world in future

## Certificate of Internship

CIN : U45202PB2006PTC030070

**Jain Amar Clothing Private Limited**



Serial No: **NW/2K21/0102**

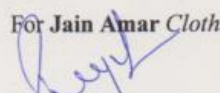
July 08, 2021

### **CERTIFICATE OF INTERNSHIP**

This is to certify that Ms. **Muskaan Singh** of **Institute of Management Nirma University, Ahemdabad** from the Course Master of Business Administration 2020-22 has undergone training at our Organization at **Noorwala, Ludhiana** in the **Buying and Merchandising Department** for 63 Days from **May 06,2021 to July 07,2021**.

We wish her all the best for her future endeavors.

For **Jain Amar Clothing Private Limited**

  
Authorized Signatory

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