

SUMMER INTERNSHIP PROGRAMME 2021

Final Report



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Submitted by:

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Batch: MBA – FT (2020-2022)

Submitted to:

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ACKNOWLEDGMENT

“Bookish knowledge with no practical experience is of no worth”

Summer Internship Programme managed by our University is the path leading to success by shouldering responsibility under the careful guidance of the company and the faculty guide, getting insights from experienced people.

Owing to the current scenario of pandemic students were instructed to continue internship from home which was earlier expected to be field work. As a part of curriculum I prepared summer project which was my second exposure to corporate world. This internship was fruitful for me at personal level as after gaining experience in an IT firm during my first job, working as a sales intern was a completely different scenario which gave me a better idea of the market.

I am extremely grateful toward corporate relationship cell of IMNU for providing this platform to retrieve practical knowledge. I am very much humbled by my mentor Prof Harismita Trivedi for constantly motivating and supporting.

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EXECUTIVE SUMMARY

Summer internship program is a crucial opportunity of getting a corporate exposure how work is done in corporate world. Working as a sales intern with FyndHere has given me an opportunity to get exposure in the marketing domain. Because of the current pandemic situation I was directed to work from home, it gave a whole new unique way of learning and understanding much from your own. Working with an e-commerce company directed me to implement fundamentals and concepts learned in class room to the practical world.

While working for FyndHere I brought the vendors on online platform to increase their reach of business by directly connecting with the customers through online application of FyndHere, I also created advertisements for the company on various online portals. I got a chance to conduct survey and perform market research by directly interacting with the vendors on call. This internship has made me learn things which were limited by the bookish learning.

ABOUT THE COMPANY

The FyndHere is an E - Commerce Company which is a product of **FyndHere services Private Limited**.

The company aims at making it easy for the customers to find products and services with least efforts in their area/city and save their time in fulfilling the needs rather than struggling to find the same products in the market. It also provides a platform for the vendors to increase the reach of their business without physically expanding the number of stores and increase their business.

It provides an online platform for the vendors as well as the customers to exchange goods and services by providing one step solution for the needs of both vendors and customers from local friendly stores on the **FyndHere** application, by registering vendors with business account and customers with customer account.

HOW FYNDHERE WORKS

Post

Posting of the needs or requirements of customers to their local shops and stores in the near most area

Relax

Within maximum 48 hours the vendors will respond upon the availability, price and selling the product

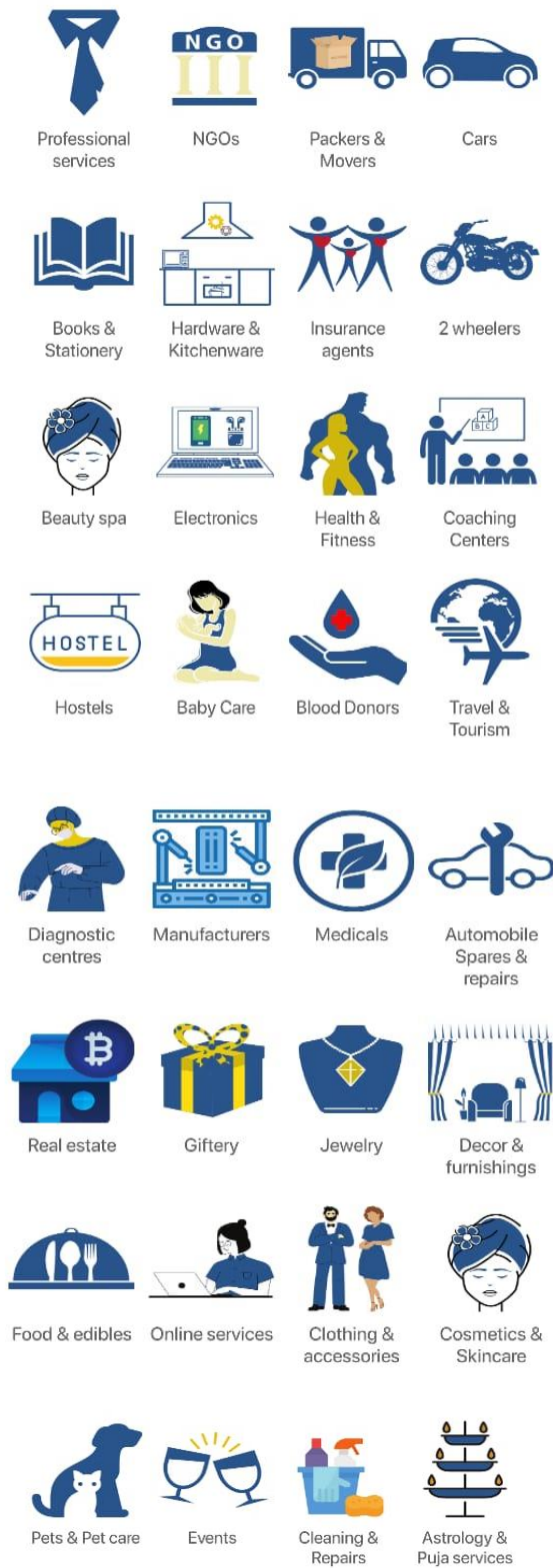
Bargain

Bargain the product with the available local vendors/sellers in order to get the best price or to get the particulars of the product and compare amongst the all prices offered by different vendors

Fynd

Amongst the all offers, select the best suited as per your requirements

CATEGORIES COVERED BY THE COMPANY



MY ROLE

My role was of Sales Intern for the Company during my Summer Internship, mainly **B2B (business to business)**, through different mediums of promotion such as

Personal selling (word of mouth),

Advertisement (Writing blogs, posting images, posters, videos on different online magazines and promotional sites) and

Direct selling (Emailing, messaging, telephone calling) I as an intern introduced the company, explained the use of the application in increasing their business through online platform and brought the vendors online and registered them through business account on the application of **FyndHere**.

Apart from B2B, I as an intern also contributed in the **B2C (Business to Customers) business/ Customer Downloads**. Increased the awareness about the application, its use by personal selling and contributed in growing the user base for the company by bringing customers to the online platform offered by the company through application and getting customers registered on the application.

Two choices were provided for a vendor to register his/her business, which were Free business account and Premium account. As per the name, Free business account In order to keep a record of how many converts (vendors registering) were made by an Intern, individual codes were given to all the interns, a personal code was assigned to me which was asked by both the vendors and the customers to be used as a referral code while registering the app, to confirm on my behalf to the HR manager that how many converts I was able to made.

TASKS PERFORMED

As a sales intern I was supposed to perform B2B (Business to business marketing) by bringing vendors online on the platform designed by the company (FyndHere) before the lockdown in country due to COVID – 19 but then the assigned tasks were shifted online and the following tasks were performed.

A spread sheet was shared almost twice a week in which details of the vendors were shared including their address, mail address and mobile numbers. On daily basis tasks were designed, a record of which was maintained in a spread sheet by the HR.

TELECALLING

At least 20 vendors were called daily, in order to get them registered on the FyndHere application from the details of the vendors shared by the Human Resource Manager on weekly basis in the format given below

Date	Category	Company	Locality	Address	Pin	Email	Contact1	Contact2	City	Remark 1	Remark 2
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, depending upon the details shared remarks for the vendors were updated in the individual excel sheets to keep of record of valid, invalid, switched off, not interested remarks were given to the vendors list, also if at all a vendor needed follow up in the upcoming days, remark as follow up was given and it was made sure that the interested vendor register to the application.

MAILING

To the same list of senders, mails were sent in order to encourage the vendors by providing them pictorial explanation of detailed process of all steps in order to guide them about how to register on FyndHere application through business account. In order to keep a track of how many converts were made by me, the mail also contained the referral code assigned to me in the end of the mail along with helpline numbers of the company.

WEEKLY BLOG

The team was divided into further sub-groups and on weekly basis each team was supposed to write a blog related to the services offered by the company.

Like this each one of the group members got a chance to write a blog for the company, I wrote 5 blogs on the behalf of my team which were then updated on a common word document.

DIGITAL MARKETING

On different social platforms like online magazines, Facebook, Instagram, twitter and Quora I performed the following tasks. All the official posts from the website or the Instagram account of the company were made available on other platforms such as online magazines, promotion portals with related hash tags, description, sometimes price range and other details of the product.

- Advertisement uploads
- Blog update
- Posts update

Some online magazines, promotion portals are mentioned below:

- Flickr.com
- Flipsnack.com
- Pubhtml5.com
- Issuu.com
- Online.flippingbook.com
- 4shared.com
- Agra.in.locan.to.com
- Flegoo.com
- Viewer.joomag.com

MARKETING RESEARCH

Daily I was provided with fields in which goods and services were to be offered by the vendors to the customers.

I was supposed to cover hostels, package and movers, electronic spare parts and online classes, in which I used to feed excel with maximum number of permutations and combinations of parameters related to the field.

For example, when I performed the same task for hostels, parameters related to the queries of the customers which need to be fulfilled while searching for a hostel in both city and in India was decided.

Logistic (Packers and Movers)						
Type of location served	Type of Services Offered	Type of Package	Availability	Insurance	Tracking service	Expected Price range

Like this several factors required by the customers were decided to be mentioned in the column in order get a detailed idea of what are the expectations of the customers for the services offered.

Type of location served	Type of Services Offered	Type of Package	Availability	Insurance	Tracking service	Expected Price range
2	3	2	5	2	2	
Within India	Household Goods	Breakable	PAN India	Yes	Yes	
Within India	Household Goods	Breakable	PAN India	Yes	No	
Outside India	Household Goods	Breakable	PAN India	No	Yes	
Within India	Household Goods	Breakable	PAN India	No	No	

As mentioned above the two categories for types of location served

Type of location served	Type of Services Offered	Type of Package	Availability	Insurance	Tracking service	Expected Price range
2	3	2	5	2	2	
Within India	Household Goods	Breakable	PAN India	Yes	Yes	
Within India	Household Goods	Breakable	PAN India	Yes	No	
Within India	Corporate Goods	Breakable	PAN India	No	Yes	
Within India	Vehicle Transportation	Breakable	PAN India	No	No	

Four categories for types of services offered

Type of location served	Type of Services Offered	Type of Package	Availability	Insurance	Tracking service	Expected Price range
2	3	2	5	2	2	
Within India	Household Goods	Breakable	PAN India	Yes	Yes	
Within India	Household Goods	Breakable	PAN India	Yes	No	
Within India	Household Goods	Unbreakable	PAN India	No	Yes	
Within India	Household Goods	Breakable	PAN India	No	No	

Two categories for type of package

Type of location served	Type of Services Offered	Type of Package	Availability	Insurance	Tracking service	Expected Price range
2	3	2	5	2	2	
Within India	Household Goods	Breakable	PAN India	Yes	Yes	
Within India	Household Goods	Breakable	PAN India	Yes	No	
Within India	Household Goods	Breakable	North India	No	Yes	
Within India	Household Goods	Breakable	South India	No	No	
Within India	Household Goods	Breakable	East India	Yes	Yes	
Within India	Household Goods	Breakable	West India	Yes	No	

Five categories for availability

Type of location served	Type of Services Offered	Type of Package	Availability	Insurance	Tracking service	Expected Price range
2	3	2	5	2	2	
Within India	Household Goods	Breakable	PAN India	Yes	Yes	
Within India	Household Goods	Breakable	PAN India	Yes	No	
Within India	Household Goods	Breakable	PAN India	No	Yes	
Within India	Household Goods	Breakable	PAN India	No	No	

Two categories for Insurance and Tracking Service

Type of location served	Type of Services Offered	Type of Package	Availability	Insurance	Tracking service	Expected Price range
2	3	2	5	2	2	
Within India	▼ Household Goods	▼ Breakable	▼ PAN India	▼ Yes	▼ Yes	
Within India	▼ Household Goods	▼ Breakable	▼ PAN India	▼ Yes	▼ Yes	
Within India	▼ Household Goods	▼ Breakable	▼ PAN India	▼ No	▼ No	
Within India	▼ Household Goods	▼ Breakable	▼ PAN India	▼ No	▼ No	

Like this as many categories as possible were created to get the maximum number of permutations and combinations possible. Such as type of accommodation, gender, food and other facilities and all the possible combinations amongst these parameters were made. Similarly around maximum 600 combinations for all the fields were made for the main category of Packagers and Movers.

LEARNINGS

The experience I gained as a sales intern gave a better idea of how to efficiently use the different tools of promotion by advertisement, personal selling and direct selling. It was difficult though especially in this scenario when the country is in lockdown due to pandemic. I faced issue in getting response from the vendors, it took me a week to frame my style and use my communication and conversation skills effectively to engage the vendors for a while as majority of the time I got the response “Madam, we are not operating due to lockdown” or “Mam we don’t have time for all this”, by the end of the second week there was a significant increase in the number of converts I was able to make as I was able to engage more number of vendors on call.

Same was the scenario with the customer downloads, as not many were willing to communicate and the most common response I got was “We already use Amazon, Flip kart, Big basket for such requirements, why another application?”, eventually I was able to convince more customers in order to get more downloads by realising them that the response from this application was more quick and nearby your area and one can get better idea by visiting the store and getting fast delivery if needed through FyndHere.

This practice made it easy for me to get a better idea to know the customer mind set in a better way specially in order to get an idea of how much a customer is willing to spend on a particular set of facilities provided to him while offering a service or a good.

It was more of a true survey keeping in mind the possible choices which can be made by customers.

Apart from the daily tasks assigned related to the marketing domain of MBA, I also took a step ahead in increasing employee engagement amongst my team members from the internship by organizing concert in online meet. In which we played online games and I took the stage and sang songs for my team.

THE SIP CERTIFICATE

FYNDHERE SERVICES PVT LTD.

2/195 Near Suribabu Hospital, Bokka Vadi Veedhi Gudiyada, RDC-Vijayawada, Andhra Pradesh, India, 521381
Phone: +91 9382919010, E-Mail id: info@fyndhere.com

July 1st, 2021
Hyderabad.

TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Ms. Anyora Maheshwaree**, student from **Institute of Management, Nirma University** has done her summer internship project in **SALES and MARKETING** from May 3rd, 2021 to June 30th, 2021 for **FYNDHERE**, a product of **FYNDHERE SERVICES PVT LTD.**

The project was designed to drive the business development and to maximize the growth of the organization. Candidate has shown good interpersonal and negotiation skills and efficient management of the customer and vendor relationships across product lines.

We wish all the best for your future endeavors.



Raj Kumar D
Founder
Fyndhere services Pvt Ltd.

UNDERTAKING

To whom so ever it may concern:

I Anyora Maheshwaree hereby declare that this assignment is my original work and is not at copied from anyone or from anywhere. If at all found similar, I will be taking the complete responsibility on me,

Signature: *Anyora*

Name: Anyora Maheshwaree

Roll No: 201407

Section: D

Batch: MBA FT (2020 – 2022)

Date: 12th of July 2021